

Reuters Institute *Digital News Report* 2024

EDELMAN, LONDON, July 9th 2024

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Representing half the world's population

6

Continents

47

Markets

95,000

Respondents

Online poll conducted between Jan to early Feb 2024

Country	Sample Size	Population	Internet Penetration
Europe			
UK	2,017	68m	95%
Austria	2,015	9.1m	88%
Belgium	2,050	11.7m	92%
Bulgaria	2,027	6.9m	70%
Croatia	2,007	4m	93%
Czech Republic	2,009	10.7m	87%
Denmark	2,011	5.8m	98%
Finland	2,015	5.6m	94%
France	2,010	66m	92%
Germany	2,012	84m	94%
Greece	2,020	10.m	79%
Hungary	2,023	9.6m	89%
Ireland	2,034	5m	92%
Italy	2,015	60m	91%
Netherlands	2,037	17.m	95%
Norway	2,024	5.5m	98%

Country	Sample Size	Population	Internet Penetration
Poland	2,000	38m	92%
Portugal	2,012	10.m	88%
Romania	2,007	19m	78%
Slovakia	2,013	5.5m	90%
Spain	2,060	47m	93%
Sweden	2,018	10.m	97%
Switzerland	2,012	8.8m	96%
Turkey	2,082	86m	85%
Americas			
USA	2,023	331m	90%
Argentina	2,023	46m	91%
Brazil	2,022	215m	83%
Canada	2,014	38m	94%
Chile	2,026	19.m	97%
Colombia	2,025	52m	83%
Mexico	2,030	131m	67%
Peru	2,013	34m	87%

Country	Sample Size	Population	Internet Penetration
Asia Pacific			
Australia	2,003	26m	90%
Hong Kong	2,005	7.6m	92%
India	2,016	1,402m	60%
Indonesia	2,008	278m	76%
Japan	2,019	127m	93%
Malaysia	2,012	33m	94%
Philippines	2,014	112m	91%
Singapore	2,013	5.9m	92%
South Korea	2,015	51m	97%
Taiwan	2,011	24m	95%
Thailand	2,008	70m	88%
Africa			
Kenya	2,043	56m	85%
Morocco	2,022	37m	69%
Nigeria	2,035	211m	73%
South Africa	2,013	60m	58%

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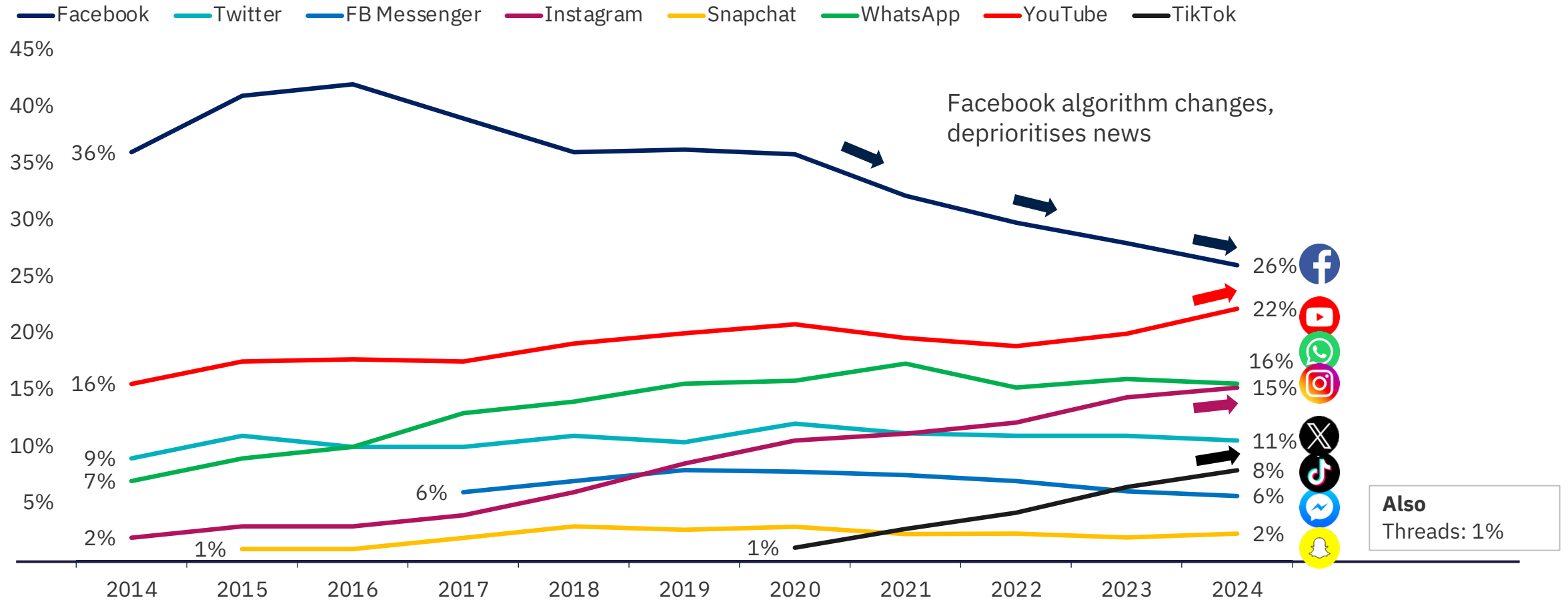
Platform Resets

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Further decline in Facebook, rise of video networks for news

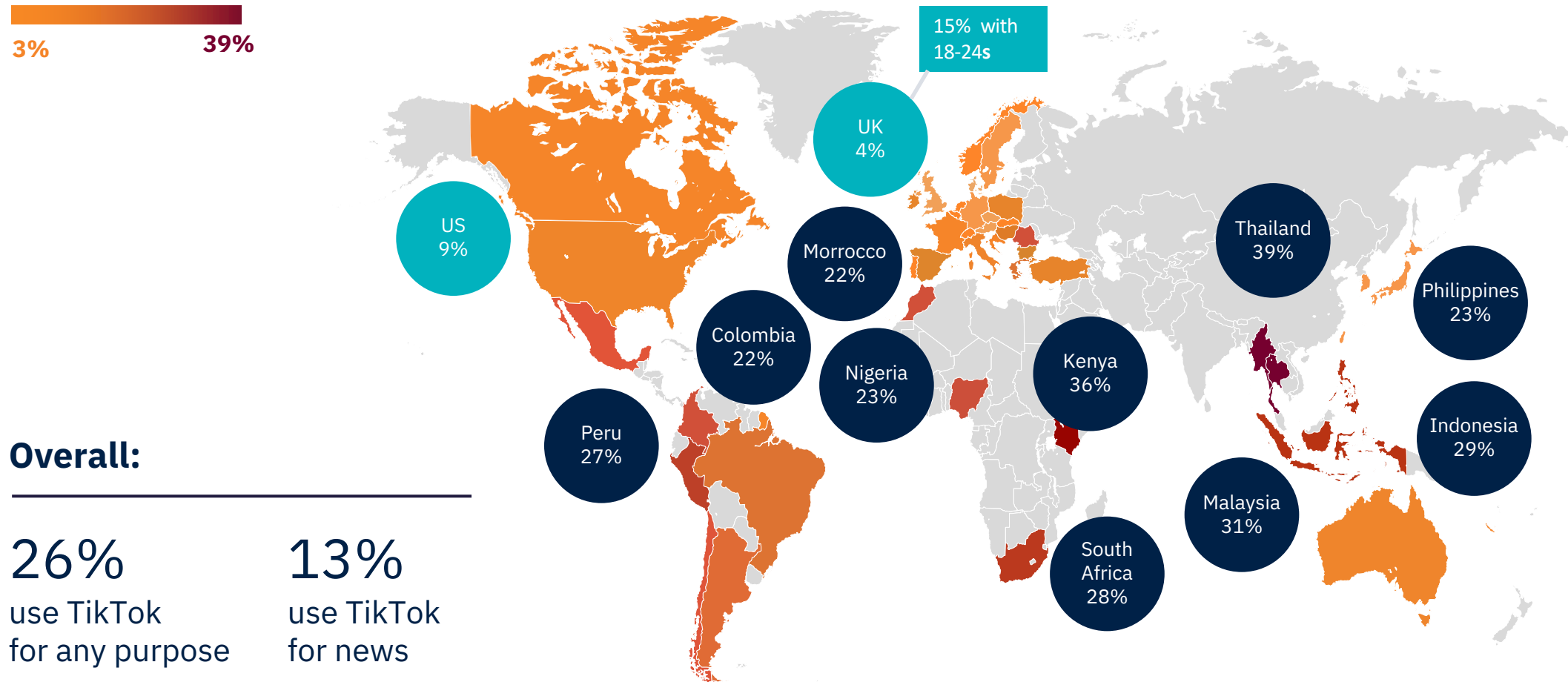
Proportion that say that access each network for news weekly – average of 12 selected countries



Q12b. Which, if any, of the following have you used for news in the last week? Base: Total sample in each country-year in UK, USA, Germany, France, Spain, Italy, Denmark, Finland, Japan, Australia (2014-24), Brazil, and Ireland (2015-24) ≈ 2000.

TikTok used for news more in global south

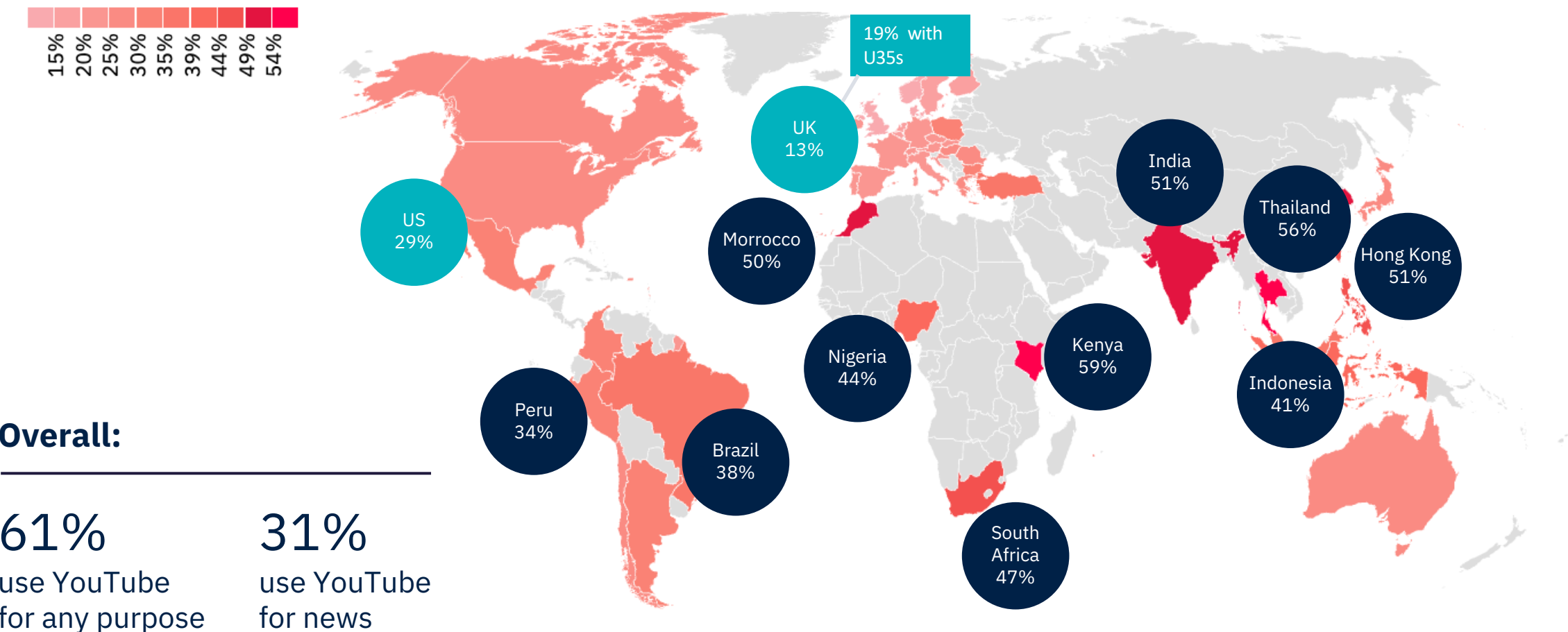
Darker colours represent higher levels of audience usage of TikTok for news.
Grey indicates countries not covered or TikTok not operating.



Q12B. Which, if any, of the following have you used for news in the last week? Base: Total sample in each market ≈ 2000. Note: TikTok has been banned in India and does not operate in Hong Kong.

YouTube also continues to grow

Redder colours represent higher levels of audience usage of YouTube for news.
Grey indicates countries not covered



Q12B. Which, if any, of the following have you used for news in the last week? Base: Total sample in each market ≈ 2000.

Traditional media struggling to compete with youth based influencers

Building news businesses built on explaining the news + authenticity



Hugo Travers
(Hugo Décrypte)

Interviews, weekly features



Jack Kelly

Explaining the news



Vitus Spehar

Daily TikTok round up

Shift is also about longer formats

51% (43% USA/22% UK)

Consume longer video weekly



Tucker Carlson's interview with Russian president Vladimir Putin received more than 200m plays on X and 34m on his YouTube channel.

Piers Morgan, recently left his daily broadcast show on Talk TV to set up on this own

Alastair Campbell/Rory Stewart finding new audiences with visualised podcasts

Reasons for consuming video



Authenticity and Trust:

“I like the videos that were taken by an innocent bystander.

These videos are unedited and there is no bias or political spin”



Convenience

“They are short, easy-to-watch clips that are sufficient to provide news in a nutshell. They are aligned with my personal interests (algorithmic suggestions)”



Different Perspectives

“I can find something on nearly any topic, many different worldviews and perspectives, long videos for deep dives, short form for a quick look, and everything in between”

Worries about misinformation and unreliable content

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Misinformation concern is up in many countries with elections

Amid concern about use of fake audio and video in social media

All Markets

59% (+3)

...are concerned about what is real and what is fake on the internet.



United States

72% (+8)



South Africa

81% (+6)



India

58% (+5)



United Kingdom

70% (+1)



Q_FAKE_NEWS. Please indicate your level of agreement with the following statement. 'Thinking about online news, I am concerned about what is real and what is fake on the internet.' Base: Total sample in all markets = 94,943, USA = 2023, South Africa = 2013, India = 2016, UK

AI generated fakes might make a difference

Fake images from Israel/Gaza conflict

AI GENERATED FAKE IMAGE



AI GENERATED FAKE IMAGE



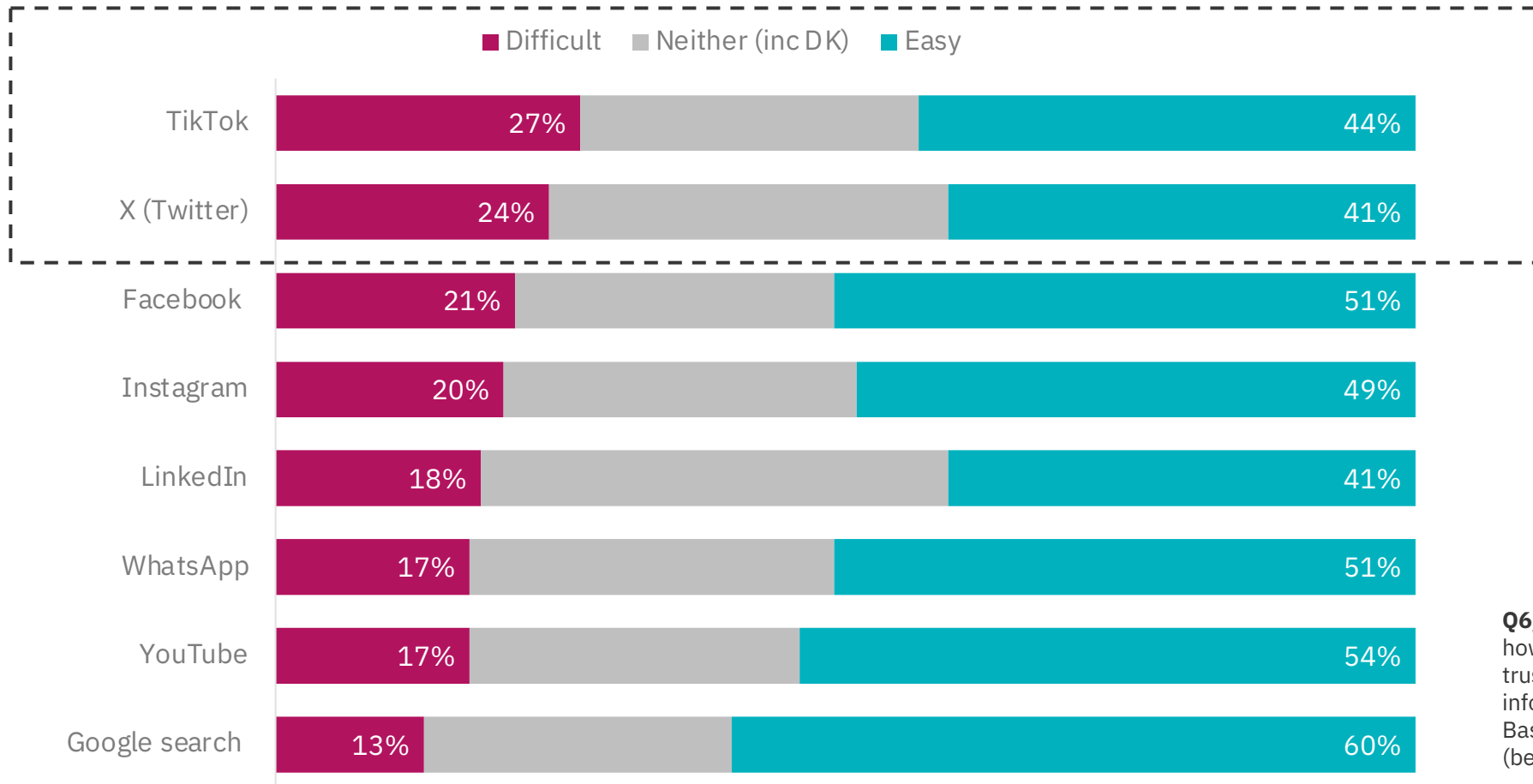
“ I have seen many examples before,
and they can sometimes be very good.

Thankfully, they are still pretty easy to detect but
within five years they will be indistinguishable. ”

Male, 20, UK

Some platforms are seen as a bigger problem than others

Proportion of **users of each platform** that say it is difficult/easy to identify trustworthy news on each platform



Q6_platform_trust. Still thinking about trust, how easy or difficult is it for YOU to tell apart trustworthy versus untrustworthy news and information on each of the following platforms?
Base: All those that used each platform (between 1000 and 1800 on average)

AI and the News

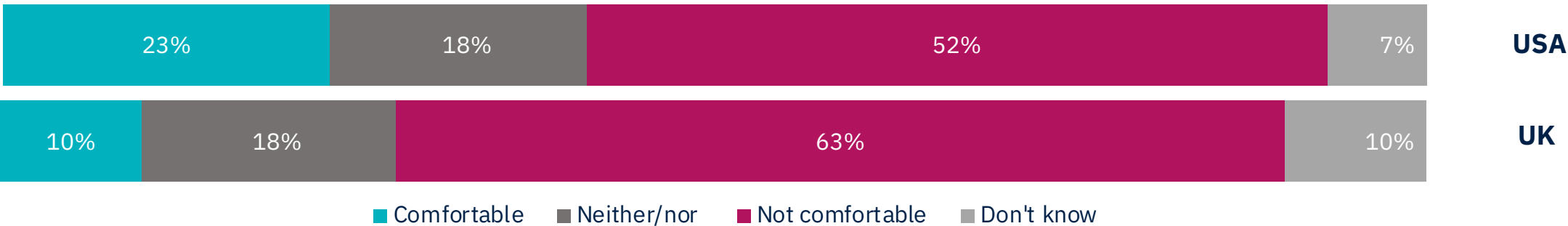
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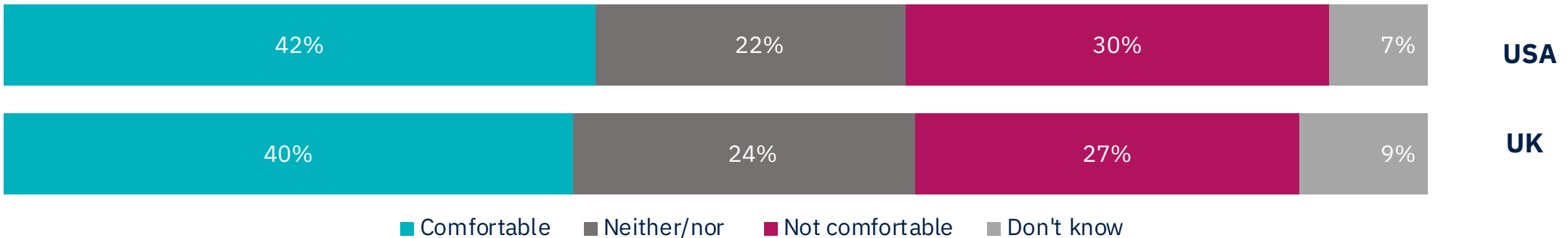
Comfort with news organisations using AI in different scenarios

Much more comfort about using AI to help journalists as long as they stay in control.
People in the US are more comfortable about mainly AI generated journalism than those in Europe

Mainly AI with some human oversight



Mainly human with some help from AI



Q2_AIComfortlevel_2024_1. In general, how comfortable or uncomfortable are you with using news produced in each of the following ways?
Base: Total sample in UK = 2017, USA = 2023. Note: Question not asked in Bulgaria, Croatia, Greece, Hungary, Romania, Slovakia, and Turkey.

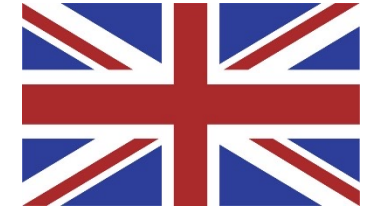
Trust in the news remains stable

40% trust most news
most of the time (average of 47 markets)

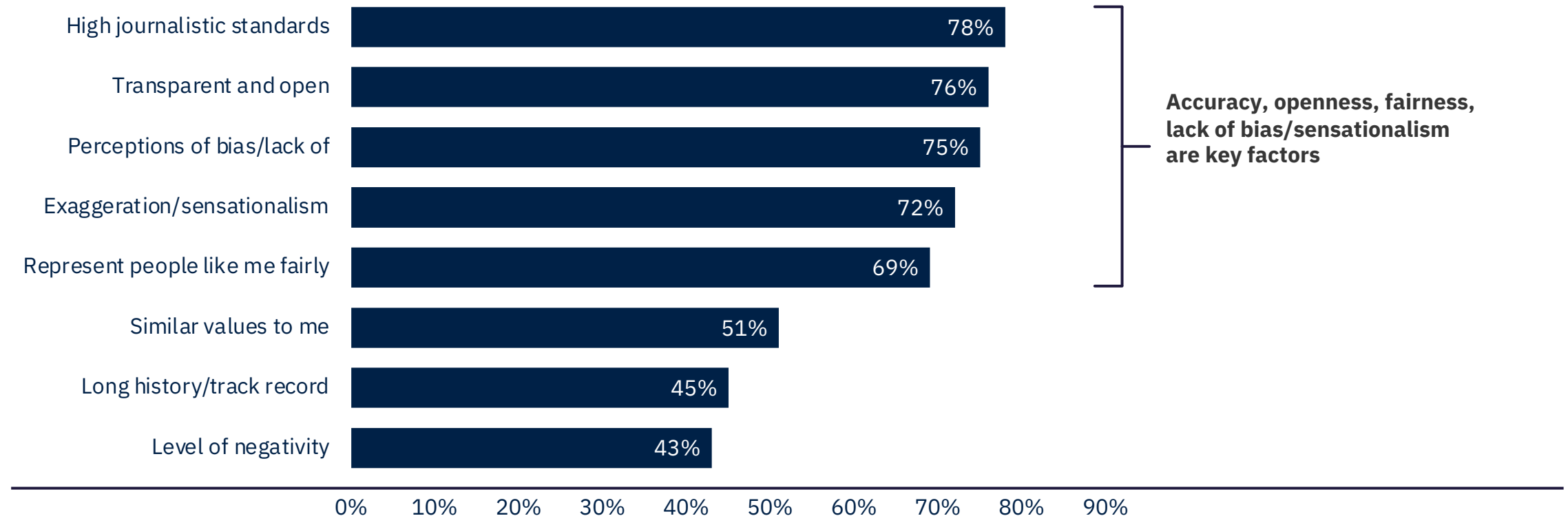
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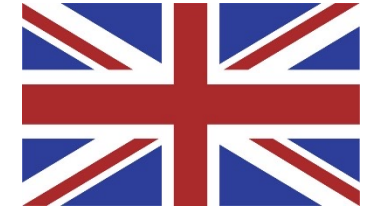
Most important factors in defining whether a media outlet is trustworthy or not – UNITED KINGDOM



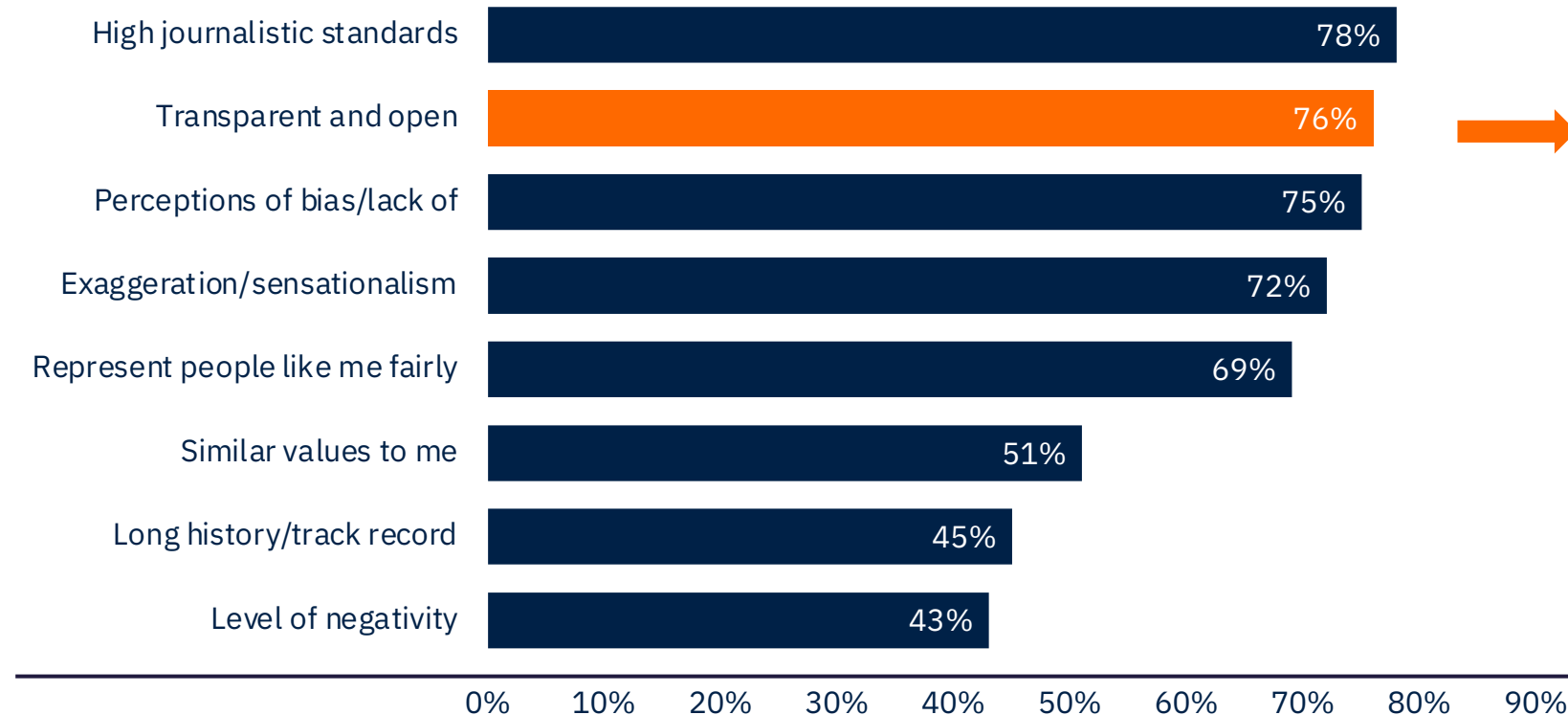
High standards, transparent approach, lack of bias, lack of sensationalism and fairness are 5 primary factors driving trust. Issues of track record and over negative approach are seen as secondary factors.



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BBC Verify launched May 2023

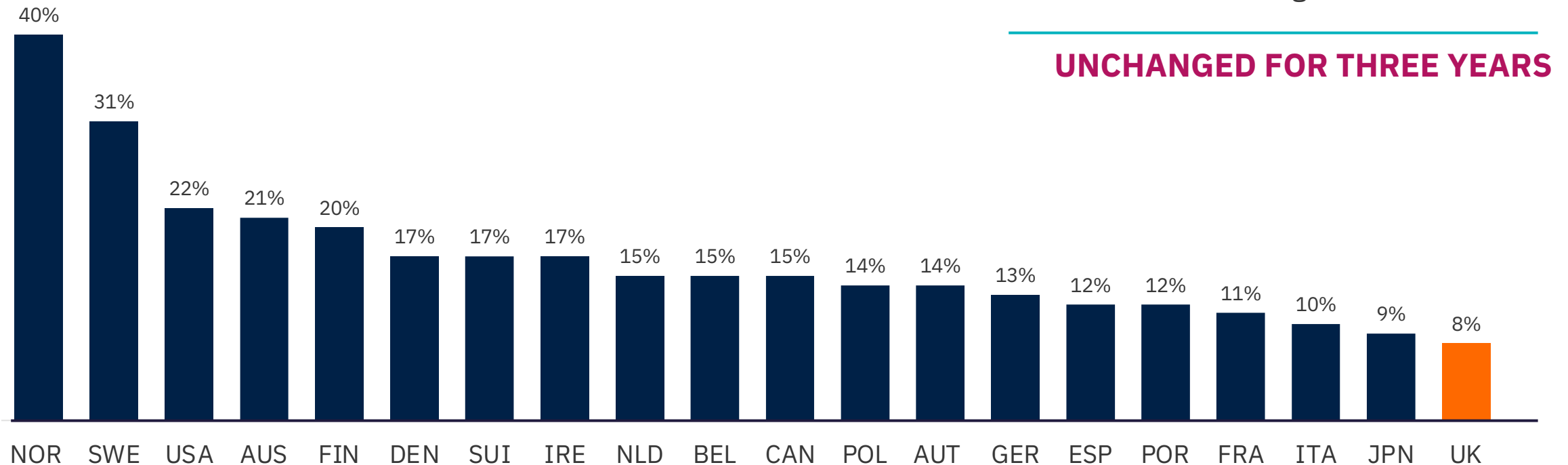
Paying for online news

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Nordic countries lead in subscription, others some way behind

Still only a minority are prepared to pay for online news overall



Q7a. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year ?
(This could be digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition) Base = 2000 in each market

Winner takes most story persists (mostly)

Big quality news brands are taking most of the subscribers with New York Times extending its lead over the Washington Post in the US



Also see success for niche subscriptions (politics, technology, business) and aggregators too ...

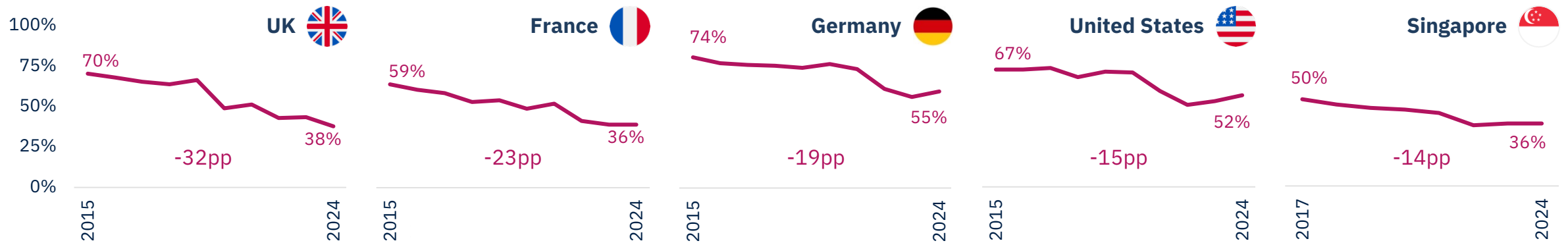
Attention Loss/ Disconnection

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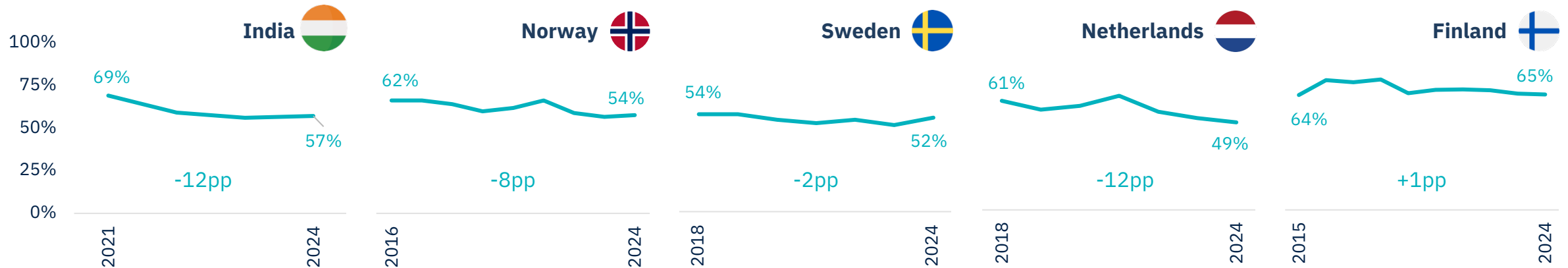


Decline in interest in the news in some countries

Selected countries with largest falls



Selected countries with more stable levels



Selective news avoidance continues to grow ...

39% (+3pp)

say they often or sometimes
avoid the news these days...

Up from **29%** in 2017

AVERAGE OF ALL MARKETS

“How are we supposed to function as a society,
when **all we see are the bad things** in life?”
Female, 28



Selective news avoidance continues to grow ...

39% (+3pp)

say they often or sometimes
avoid the news these days...

Up from **29%** in 2017

AVERAGE OF ALL MARKETS

**“The sheer volume of information is
overwhelming”**

Male, 71, UK

How well is the media addressing specific user needs?



Media does a good job in updating people with information but less good in other areas

GOOD JOB

Update me

News that keeps me up to date with what's going on



Educate me

News that helps me learn more about topics and events



Keep me engaged

News that helps me engaged with issues in society



Give me perspective

News that offers different perspective on topical issues



0% 50% 100%

Doing well

LESS GOOD JOB

Inspire me

News that make me feel better about the world



Connect me

News that helps me feel connected to others in society



Give me perspective

News that offers different perspectives on topical issues



Help me

News that provide practical information and advice



0% 50%

Room for improvement

Q2_Needs_2024 Thinking about the role that news plays in your life, in your opinion how good or bad is the news media at providing you with each of the following? *Base: UK= 2017*

Key findings summary...



Online platform reset:

Some platforms are withdrawing from news, others trying to keep traffic within their platforms.

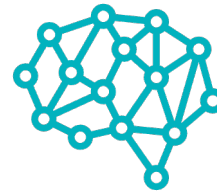
Traffic to publishers likely to be more unpredictable with worries about impact of AI on search.



Video formats on the rise:

Both short and long form video is gaining popularity for news, especially with young and in global south.

People love the conciseness the immediacy and the connection with people who look like them.



AI & the news:

People already worried about misinfo, and while many are confident, some unsure about identifying trustworthy sources esp. in TikTok and X

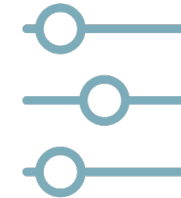
AI provokes general scepticism - strong sense that humans must stay in control.



Subscription growth has stalled.

The majority are still not paying, mostly people just subscribe to one news provider.

Over half are not paying full price, suggesting heavy discounting and a problem of perceived value.



Opportunities for more engaging products?

Media is considered to be doing a good job in updating people on latest news.

But less good at providing different perspectives inspiration or understanding, suggesting future opportunities.

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More at our website
digitalnewsreport.org

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