

## National Newspapers - UK - February 2018

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“Changes to Facebook’s News Feed present both problems and opportunities for newspaper publishers. It highlights the need to diversify across platforms to not become reliant on any particularly source for traffic. Some newspapers, however, could gain more prominence on the social network as Facebook takes a more active role in promoting trustworthy sources.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- **Facebook’s News Feed change highlights the importance of diversifying platforms**
- **Fake news and divisive politics offer boost for quality newspapers**

In regards to print, the story remains the same for national newspapers. There was a decline in print circulation in 2017 and there are few indications that the rate of decline will slow or accelerate dramatically over the next five years. Mintel forecasts circulation will fall by further between 2017 and 2022. While there are occasions where some people appear to have a preference for tangible newspaper content (after major events take place) and publishers should not neglect their staple product, clearly online content has to be the focus going forward with publishers continuing to diversify their digital offerings, from VR (virtual reality) to podcasts.

The on-going investigation into fake news does appear to have created a friendlier online environment for newspapers as more consumers become alive to the importance and value of reliable journalism and trusted sources. This is helping to further open the door for newspapers, especially quality ones, to implement strategies that require investment from a reader, monetarily or otherwise.

The primary way that people discover national newspaper articles online is directly from national newspaper websites and apps. This will be encouraging for publishers as other discovery tools, such as social media and aggregators, continue to undergo major shifts in terms of their news content. Notably, Facebook has announced it is changing its News Feed to have less news content, potentially impacting traffic to newspapers’ websites.

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### The Market – What You Need to Know

Print declines were 8% in 2017  
The Times and The Telegraph raise print prices by 20p  
Facebook changes News Feed after further fake news controversy  
Virgin Trains tries to stop selling the Daily Mail

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UK government introduces response unit to tackle fake news  
IPSO creates new logo

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## Launch Activity and Innovation

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The Telegraph concentrates on registered users  
 The Guardian goes tabloid  
 Publishers band together to launch new advertising marketplace  
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- Over half of people read national news on a smartphone
- More than one in four are registered to an online newspaper
- Directly visiting websites/apps is still the main way people find articles
- People want more feel-good stories
- One in four search out particular journalists
- Only one in 10 trust every national newspaper they read
- One in three prefer reading print for major events

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- One in four search out particular journalists
- Many are looking for more diverse political views from newspapers

### Trust in National Newspapers

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Only one in 10 trust every national newspaper they read

Campaigns run to boost trust in national newspapers

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## Print Newspaper Preferences

One in three prefer reading print for major events

Success of news magazines could indicate the future of print newspapers

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Only one in four want broadsheets to become smaller

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