

## News Consumption - TV, Print, Online and Social - UK - November 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Consumers are split in regard to how much they trust social media platforms to make judgements on the trustworthiness of news sources. Until any new regulations are put in place, social networks have to work to reduce the prominence of inaccurate news sources, while reassuring users that political or social biases are not impacting their rankings.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Publishers explore other social networks as Facebook reduces news content
- Social media networks attempt to tackle fake news

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The implications

## The Market – What You Need to Know

- Calls for social media to be regulated
- Cairncross Review explores ways of supporting UK journalism
- Social media networks start suspending more accounts
- Media players agree to voluntary code with European Commission
- Regional and national newspapers see print declines of 8%
- News/weather accounts for over 10% of TV viewing
- Nearly half of people who listen to speech-based radio listen to news programmes
- Comcast commits to investing in Sky News following acquisition

## Market Drivers

- Responsibility of digital platforms for spread of fake news gets greater scrutiny
- Calls for social media to be regulated
- Media players agree to voluntary code with European Commission
- UK government creates Rapid Response Unit for fake new
- The EU proposes harsher legislation for terror content on social media
- Social media networks start suspending more accounts
- Cairncross Review explores ways of supporting UK journalism
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- Comcast commits to investing in Sky News following acquisition

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- Facebook changes News Feed to tackle fake news
- YouTube promises to promote authoritative journalism
- News publishers start creating for Instagram TV
- BuzzFeed News launches as separate site
- Publishers launch joint advertising service

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Positive news to be broadcast in underground stations

## Launch Activity and Innovation

Facebook changes News Feed and reveals it is scoring users for trustworthiness

YouTube promises to promote authoritative journalism

BBC News starts creating for Instagram TV

BuzzFeed News launches as separate site and begins asking for donations

Publishers collaborate to tackle big issues

Positive news to be broadcast in underground stations

## The Consumer – What You Need to Know

Traditional media still the primary way people consume news

Seven in ten go straight to a news website/app

People are watching both national and regional TV news

Facebook is the most important social network for news

People are split on whether social media should make a judgement on source accuracy

People have a preference for TV news for breaking stories

People have a high level of trust in TV news

## News Consumption Methods

Traditional media still the primary way people consume news

Figure 15: News consumption methods, August 2018

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People have varied news consumption journeys

New investment in audio news

## Online News Access Methods

Seven in ten go straight to a news website/app

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Twitter offers new ways for publishers to earn revenue

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News publishers begin creating for Instagram TV  
Reddit could become a more useful platform for publishers

## Attitudes towards News on Social Media

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