

News Media - Canada - September 2019

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"News media is able to provide both important information as well as constant entertainment value – which is why nearly all Canadians consume its content. Yet the industry faces challenges after the internet disrupted its traditional revenue models."

– **Scott Stewart, Senior Technology and Media Analyst**

This report looks at the following areas:

The result is a situation where news content consumption is almost ubiquitous, but relatively few people are paying for it. Furthermore, the issues around trust and the acceptability of news media companies holding an opinion make it clear that this is a very nuanced industry with many questions to be answered.

The primary focus of this Report will be to better understand usage of different news sources, attitudes towards news media as well as investigating the challenges it is currently facing. The findings of this Report are based on the results of Mintel's exclusive research and will help provide insight on consumer behaviour in an industry that is very important to consumers yet struggles to remain profitable.

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DID YOU KNOW?

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 internet is changing how people read and retain information

The impact of the 24-hour news cycle

How Canadians access American news

The ad market has shifted because of Google and Facebook

The role of The Canadian Press

The shrinking news media labour force

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Traditional news organizations are making the digital shift

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If paid subscriptions succeed, news sources could be more divisive

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