

News Consumption - Print, Online and Social - UK - February 2016

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“Facebook and Apple are looking to step up the role they play in news discovery and consumption with the introduction of aggregators that keep news readers within their eco-systems.”

– Rebecca McGrath, Media Analyst

This report looks at the following areas:

- Ad blockers worry the news industry
- New news aggregators present challenges and opportunities

In order to adapt to the potential impact these aggregators can have, publishers need to work to maintain control over content branding and utilise the premium data of Facebook and Apple to boost advertising revenue.

While print news remains on its trajectory of decline, people's online news habits are continuing to evolve. Mintel's consumer research shows that 49% of people now read news online in a typical week, while 20% of 16-34s are reading news on a mobile device via an app. Social media is now playing a more central role in how people find out about the news, with younger people significantly less likely to go straight to a news brand's own website/app but are directed there via social media. As a result creating more 'shareable' content has become a priority for online publishers.

Media giants such as Facebook, Apple and Twitter are looking to expand the role they play in regards to news consumption and discovery, with features such as Instant Articles and Twitter Moments. These developments could potentially negatively impact individual news brands as people remain within Facebook or Apple's eco-systems. Publishers partnering with these features should look to take advantage of the advertising and data possibilities, while also maintaining strict control over content design to mitigate damage to the strength of their news brand.

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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 Sun drops its paywall

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IPSO turns a year old

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Despite circulation declines The Sun remains the UK's largest print newspaper

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City AM bans ad blockers

The Sun launches political SunNation website

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Over a fifth are interested in using news aggregators

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Nearly half of people read news online

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Over a fifth are interested in using news aggregators

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