

Media Landscape - US - 2023

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This report looks at the following areas:

- Media market key players, landscape and media segment performance
- Market factors impacting the media industry and consumers
- Physical media purchases, paid subscriptions, paid downloads and use of free content services
- Attitudes toward news and media
- News media channel preferences
- Perceptions of news media channels

Americans have more media options than ever before, not only in channels but in content selection. Although consumers are spending more time with media, their attention is often incomplete and distractions are hard to ignore. Content providers need to work even harder to break through, not only to grab the consumers' interest, but to keep it.

The majority of consumers rely on a mix of free content, paid subscriptions, paid downloads and physical media to round out their media diets. 97% have engaged with free content in the last three months, a full 94% have at least one paid subscription and 75% have at least two types of subscriptions (eg streaming video and online newspaper).

Media consolidation has concentrated ownership among just a handful of conglomerates, leaving the bulk of what consumers see, hear and read originating from less than 10 companies. This has led to bias toward the interests of the owners, the morphing of news and entertainment, and less diversity – both in news and entertainment sectors. The effects have been detrimental; only 17% trust the media and 43% want news to be more entertaining than informative.

TV is still where most consumers prefer to get their news across most topics. However, there is a difference between national TV news and local TV news.



“Consumers have more media options than ever before – both in terms of channels as well as the content available; and consumption is keeping apace. News consumption is especially tenuous, as decades of ownership consolidation has left many distrustful of news outlets and less engaged with the news overall.”

– Jenni Nelson, Technology, Media and Entertainment Analyst

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The former is perceived as opinionated and misleading, the latter as convenient, trustworthy, timely and essential.

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