

Press release

EMBARGOED: 00.01 (BST), October 23, 2015

Smartphones, tablets and Twitter for news are yet to take off as traditional media brands remain popular in the Czech Republic

A new report from the Reuters Institute for the Study of Journalism (RISJ) at the University of Oxford has analysed the habits of digital news consumers in the Czech Republic, comparing their behaviours with users in 17 other countries, including Germany, Austria and Poland.

The study finds that digital news consumption in the Czech Republic exhibits considerable differences from other markets and that traditional media platforms – including TV, print and radio – remain important for Czech news audiences.

“Many of these differences are due to the continued popularity of established media brands,” explains Dr Richard Fletcher, lead author on the report. *“These remain very popular in the Czech Republic where many older media players have successfully translated their traditional off-line reach into the digital arena.”*

Key findings identified in the report include:

- 44 per cent of the sample in the Czech Republic cited the internet as their main source of news. However, the majority still identify a traditional platform (either TV, print or radio) as their main news source.
- Online news consumption is led by desktop and laptop computers. At 83 per cent in the Czech Republic, this is 15 per cent higher than the 18 country average (68 per cent) identified by the *2015 Digital News Report* project. Of the 18 nations featured in this research, the proportion of users accessing digital news via a laptop/desktop is highest in the Czech Republic.
- Use of smartphones for news use is low (34 per cent versus an 18 country average of 45 per cent) in the Czech Republic. The usage of tablets for news use is also less popular than most markets surveyed (16 per cent versus 23 per cent as the 18 country average).
- Traditional media brands in the Czech Republic have the highest weekly online reach (86 per cent) of the six nations explored in this new study. In contrast, digital-born brands - those without an offline history and heritage - reach just 39 per cent of news users.
- Facebook (44 per cent) is the most popular social network for news. Its reach is nearly double the next most popular network (YouTube at 23 per cent). Usage of Twitter for news, at 3 per cent, is the lowest of 18 nations studied (average 11 per cent).

- Payment for online news at 7 per cent is also among the lowest of the countries surveyed. This is 4 per cent below the average of 11 per cent found across the 18 countries studied, but broadly in line with Germany (7 per cent), the UK (6 per cent) and Austria (5 per cent).

These conclusions are based on the behaviours of 1,023 internet users in the Czech Republic. Their experiences are mapped alongside more than 30,000 online news consumers in seventeen other countries, five of whom are studied in-depth alongside the Czech Republic in this new publication.

The report demonstrates that accessing online news is common in all of the countries surveyed, although there is a wide variation in the types of devices being used and the extent to which news consumption is supported and accessed by social media.

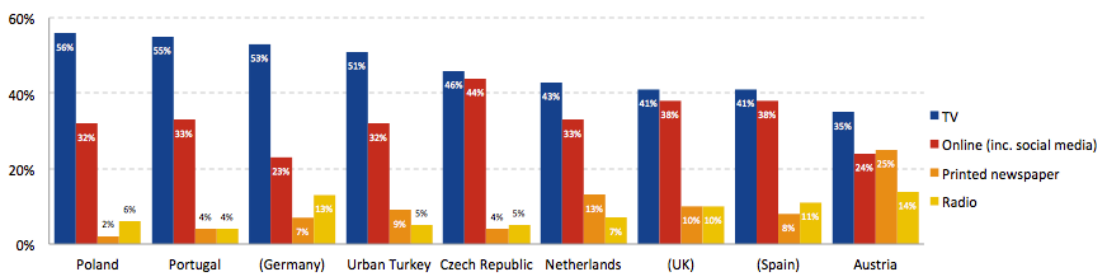
Dr Fletcher, says: *“These findings suggest that, even amongst online users, the shift to mobile news access is happening at different speeds across Europe, with laptop and desktop usage in the Czech Republic remaining much more popular than mobile consumption.”*

Dr David Levy, Director of the RISJ added: *“Our research provides a valuable “first-look” into digital news developments in six countries which we have never examined before, allowing us to benchmark them against 12 other international markets.*

“These diverse countries typically enjoy high levels of mobile and internet penetration and it is important for news organisations to understand the impact of this on the way that audiences consume news media. By capturing such detailed data our study enables us to baseline these digital developments, so that we can track changes over time.”

Six key charts

PROPORTION THAT SAID EACH SOURCE WAS THEIR MAIN SOURCE OF NEWS BY COUNTRY (ORDERED BY TV)¹



Q4. You say you’ve used these sources of news in the last week, which would you say is your MAIN source of news?

Base: All who used a source of news in the last week Poland = 1995, Czech Republic = 1017, Austria = 1001, Netherlands = 2017, urban Turkey = 1034, Portugal = 1041, UK = 2105, Germany =

¹ We include data from Germany, Spain, and the UK in all charts for comparative purposes. This data was collected in parallel with that from the six countries, and published in June 2015 as part of the *Digital News Report*. Unless stated otherwise, bases in these countries are: UK = 2149, Germany = 1969, Spain = 2026.

1943, Spain = 2014. Note: Data for each country do not add up to 100 per cent because the small proportion who selected another source as their main source of news is not shown.

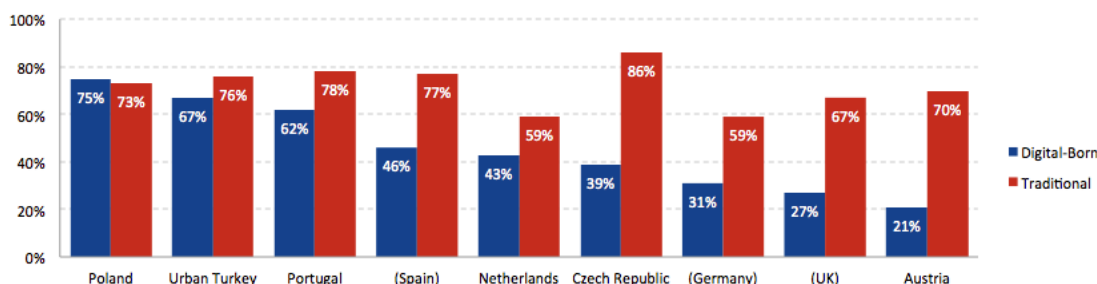
PROPORTION THAT USE EACH DIGITAL DEVICE TO ACCESS NEWS BY COUNTRY

	POL	CZE	AUT	NED	TUR	POR	(UK)	(GER)	(ESP)
Laptop/Desktop computer	81%	83%	67%	64%	65%	78%	59%	57%	66%
Smartphone	52%	34%	41%	42%	57%	34%	42%	34%	48%
Tablet	18%	16%	18%	25%	24%	21%	31%	16%	24%

Q8B. Which, if any, of the following devices have you used to access news in the last week? Please select all that apply.

Base: Poland = 2015, Czech Republic = 1023, Austria = 1009, Netherlands = 2044, urban Turkey = 1041, Portugal = 1049.

COMBINED ONLINE REACH OF DIGITAL-BORN AND TRADITIONAL NEWS BRANDS BY COUNTRY (ORDERED BY DIGITAL-BORN)



Q5B. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via online platforms (web, mobile, tablet, e-reader)

Base: Poland = 2015, Czech Republic = 1023, Austria = 1009, Netherlands = 2044, urban Turkey = 1041, Portugal = 1049.

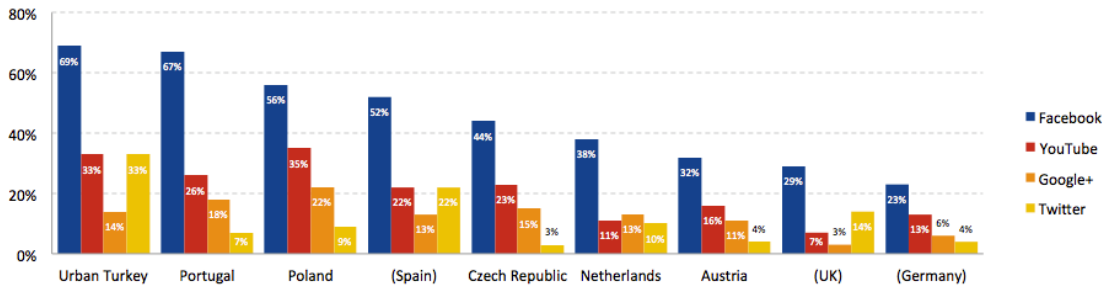
MOST POPULAR DIGITAL-BORN NEWS BRANDS BY COUNTRY

	POL	CZE	AUT	NED	TUR	POR	(UK)	(GER)	(ESP)
First	48% Onet	31% Aktuálně	12% Google News	34% Nu.nl	26% Mynet	26% SAPO	12% Huffington Post	13% T-Online	15% Google News
Second	40% WP	12% Super	5% Yahoo News	6% Google News	21% Haberler	23% Notícias ao Minuto	8% Yahoo News	11% Google News	10% El Confidencial
Third	26% Interia	6% Google News	4% MSN News	6% MSN News	21% Internethaber	17% Google News	6% Google News	6% Huffington Post	9% MSN News

Q5B. Which, if any, of the following have you used to access news in the last week? Please select all that apply. Via online platforms (web, mobile, tablet, e-reader)

Base: Poland = 2015, Czech Republic = 1023, Austria = 1009, Netherlands = 2044, urban Turkey = 1041, Portugal = 1049. Note: Domestic digital-born brands are marked in red.

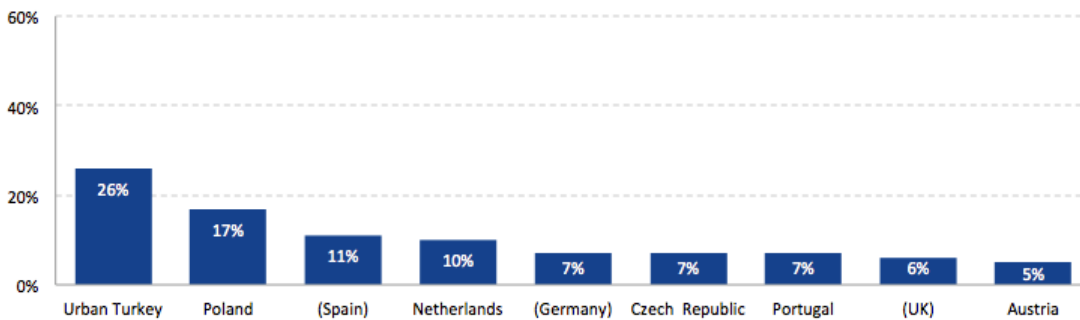
PROPORTION THAT USE EACH SOCIAL NETWORK FOR NEWS BY COUNTRY (ORDERED BY FACEBOOK)



Q12B. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? Please select all that apply.

Base: Poland = 2015, Czech Republic = 1023, Austria = 1009, Netherlands = 2044, urban Turkey = 1041, Portugal = 1049.

PROPORTION THAT PAID FOR ONLINE NEWS IN THE LAST YEAR BY COUNTRY



Q7a. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be digital subscription, combined digital/print subscription or one-off payment for an article or app)

Base: Poland = 2015, Czech Republic = 1023, Austria = 1009, Netherlands = 2044, urban Turkey = 1041, Portugal = 1049.

Editors Notes

METHODOLOGY

All figures, unless otherwise stated, are from YouGov Plc. Survey conducted in Poland, Czech Republic, Austria, Netherlands, Turkey and Portugal.

Total sample size was 8,181 adults in these six countries. Fieldwork was undertaken at the end of January/start of February 2015.

Comparator countries included alongside these six nations are Germany, the UK and Spain.

Where data refers to the 18 country average, these findings relate to the six countries studied in depth in this report as well as the US, UK, Germany, France, Spain, Italy, Denmark, Finland, Ireland, Brazil, Japan, and Australia. In total, the sample across these 18 nations was 31,738 online news users.

The survey was carried out online. The data was weighted to targets set on age and gender, region, newspaper readership and social grade to reflect the total population. The sample is reflective of the population who have access to the internet and respondents were screened out if they had not accessed news in the last month.

Please note that findings for Turkey are representative of an urban population rather than a national population. As such the internet penetration is likely to be higher than for the country as a whole, which must be taken into consideration when interpreting results.

Interview requests should be sent to **Hannah Marsh** at the RISJ: hannah.marsh@politics.ox.ac.uk / + 44 (0)1865 611301

FURTHER INFORMATION ON THE 2015 DIGITAL NEWS REPORT SUPPLEMENTARY STUDY

This report was sponsored by Google. It is a supplement to the Reuters Institute Digital News Report 2015, published in June 2015.

The main Digital News Report can be found on its own dedicated website: (www.digitalnewsreport.org) containing slidepacks, charts, and raw data tables, with a licence that encourages reuse. The supplementary Digital News Report will also be published on this site on October 23. **An embargoed PDF version of the report is available by request, along with any supplementary material required.** A description of the methodology is available with the complete questionnaire.

Sole responsibility for the analysis, interpretation and conclusions drawn lies with the authors and editors of the report.

Reuters Institute for the Study of Journalism

The Thomson Reuters Foundation is the core funder of the RISJ, based in the Department of Politics and International Relations at the University of Oxford. The RISJ was launched in November 2006 and developed from the Reuters Fellowship Programme, established at Oxford 32 years ago. The RISJ, an international research centre in the comparative study of journalism, aims to be global in its perspective and provides a leading forum for scholars from a wide range of disciplines to engage with journalists from around the world. See <http://reutersinstitute.politics.ox.ac.uk/>

Richard Fletcher – Lead Researcher and Author

Richard Fletcher is a Research Fellow at the RISJ. He holds a PhD in Sociology from the University of Surrey and his research interests include global trends in digital news consumption and the use of social media and computer-based technology by journalists and news organisations.

Damian Radcliffe – Researcher and Contributing Author

Damian Radcliffe is the Carolyn S Chambers Professor in Journalism at the University of Oregon, an Honorary Research Fellow at the Cardiff School of Journalism and a Fellow of the Royal Society of Arts. His experience encompasses industry, government, academia and communications regulators in the UK and the Middle East.

David Levy – Joint Editor

David Levy is Director of the RISJ, a Fellow of Green Templeton College and an expert in media policy and regulation. He previously worked at the BBC both as a news and current affairs producer, reporter, and editor, and later as Controller of Public Policy.

Nic Newman - Joint Editor

Nic Newman is a journalist and digital strategist who played a key role in shaping the BBC's internet services over more than a decade. Nic is a Research Associate at the RISJ and a consultant on digital media.

Rasmus Kleis Nielsen – Joint Editor

Rasmus Kleis Nielsen is Director of Research at the RISJ and Editor in Chief of the *International Journal of Press/Politics*. His work focuses on changes in the news media, political communication, and the role of digital technologies in both.

About YouGov

YouGov is an international market research agency and pioneer of market research through online methods. YouGov has a panel of 3 million people worldwide, including over 600,000 people in the UK representing all ages, socio-economic groups and other demographic types. For further information visit www.yougov.co.uk

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