



Press Release

EMBARGOED: 00.01 (BST) Friday October 23, 2015

Tracking the future: social media and mobile tech changing how Europe consumes its news – but traditional media isn't going anywhere fast

Which country in Europe uses the most news apps? And where is traditional media thriving best? A new international survey by the Reuters Institute for the Study of Journalism (RISJ) at the University of Oxford reveals changing audience habits in how they access news.

Despite the growth in social networking and mobile devices, traditional media habits die hard.

Headlines are often gloomy for traditional news outlets, but TV remains the main source of news even for online news users, whilst many legacy media providers have successfully transferred their offline popularity into the digital world, the report finds.

The research, which examines the behaviours of more than 30,000 online news users in 18 different countries, also finds considerable variation in the adoption of mobile devices and social networks to access news content. Nonetheless, for many audiences, social media – and in particular Facebook – is often a key gateway to online news content.

These findings are explored in the world's largest and most authoritative study of digital news. In this new publication, supplementing the report published in June 2015, which covered 12 countries, the experiences of news audiences in Austria, the Czech Republic, the Netherlands, Poland, Portugal and Turkey are analysed for the first time.

Dr David Levy, Director of the RISJ says:

“Our research demonstrates the different speeds and tools with which audiences are embracing digital news. Many audiences use a wide range of traditional and digital news sources and this, coupled with a low willingness to pay for online content, underlines the continued importance of understanding your audience and the ongoing challenge of creating sustainable business models in the digital age.”

What are the key findings of the report? We break it down for you:

Traditional media remains important – with TV outstripping newspapers in popularity

Accessing online news is common across the countries surveyed in this report, but traditional news sources remain popular, especially TV. Newspapers are used less frequently, although print remains very popular in Austria, where 67 per cent used print newspapers in a typical week, compared to an 18 country average of just 37 per cent.

PROPORTION THAT USE EACH AS A SOURCE OF NEWS BY COUNTRY¹

	POL	CZE	AUT	NED	TUR	POR	(UK)	(GER)	(ESP)
TV	81%	85%	78%	80%	75%	85%	75%	82%	82%
Radio	44%	35%	49%	48%	32%	42%	37%	50%	40%
Printed Newspapers	22%	33%	67%	40%	47%	39%	38%	38%	47%
Online (inc. social media)	84%	91%	70%	76%	88%	86%	73%	60%	86%

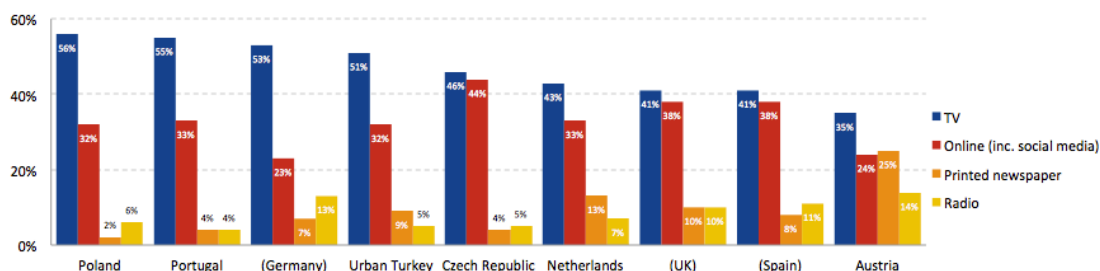
Q3. Which, if any, of the following have you used in the last week as a source of news? Please select all that apply.

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

Respondents in all countries still see TV as their *main* source of news, the study found, even though these conclusions are based on the behaviours of internet users.

Media preferences are heavily influenced by age. The researchers witnessed a strong preference for TV news access from older age groups, and a clear preference for online news access from younger consumers. However, across the total population, TV remains the primary news source.

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



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 = 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.

Adoption of mobile devices for news is happening at different speeds

The consumption of news content on mobile devices varies across the six new countries studied. Smartphone news use is particularly common in Poland (52 per cent), and tablet access is popular in the Netherlands (25 per cent) the report finds; with high figures for both in urban Turkey (57 per cent and 24 per cent respectively).

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.

The use of smartphones and tablets, is comparatively lower in Portugal (34 per cent and 21 per cent) and the Czech Republic (34 per cent and 16 per cent) where a high proportion of digital news users access news content using a laptop or desktop computer. In the Czech Republic (83 per cent), Poland (81 per cent) and Portugal (78 per cent) desktop/laptop use for news is well above the average (68 per cent) seen across the 18 countries surveyed in the *2015 Digital News Report* project.

Lead author, Dr Richard Fletcher, says: “*These findings suggest that, even amongst online users, the shift to mobile news access is happening at different speeds across Europe.*”

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.

Domestic digital-born brands vs. global and traditional news media brands

The study reveals some positive signs for domestic digital-born news brands; online news sources without origins in print or broadcasting. In these six countries, many home-grown services are more popular than major international brands such as BuzzFeed, Vice and the Huffington Post.

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% Noticias 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)

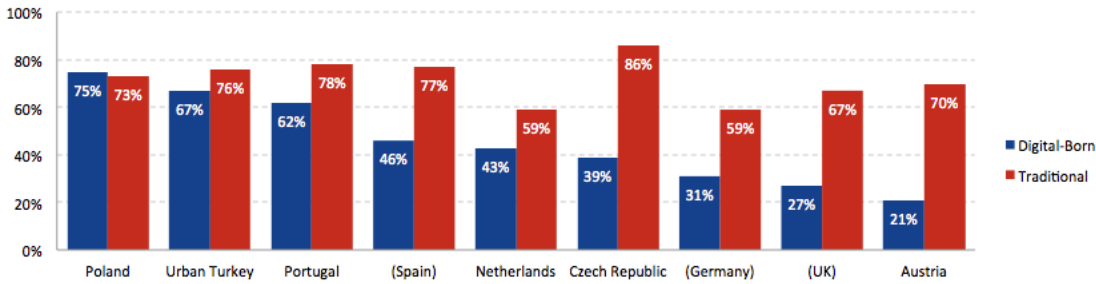
Base: Poland = 2015, Czech Republic = 1023, Austria = 1009, Netherlands = 2044, urban Turkey = 1041, Portugal = 1049. Note: Domestic digital-born brands are marked in red.

The survey also reveals that across the 18 nations studied by the project, the combined reach of digital-born brands is highest in Poland (75 per cent) and lowest in Austria (21 per cent). Digital-born brands are also popular in Portugal (62 per cent) and urban Turkey (67 per cent).

Director of Research at the RISJ, Dr Rasmus Kleis Nielsen, observes:

“Although digital-born brands play an important part in the news consumption habits of audiences, in nearly all countries, traditional news media brands continue to reach larger online audiences than their digital-born rivals. This demonstrates the size of the challenge faced by new entrants joining a busy digital marketplace.”

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.

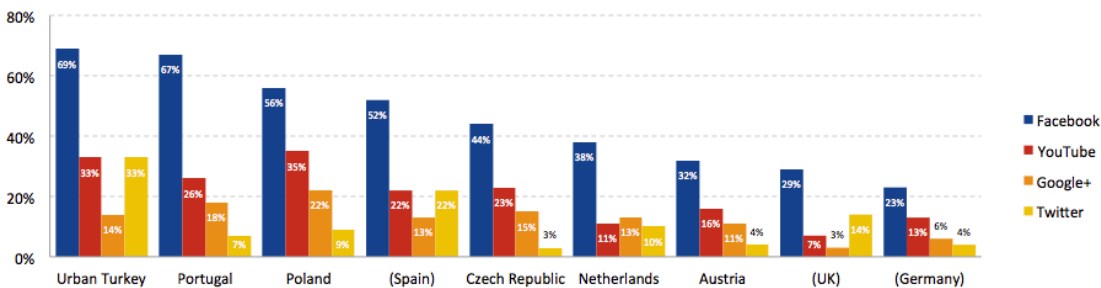
Social Media, led by Facebook, is a popular source for news

The report sheds light on the much-debated role of social networks as a source for news. In urban Turkey, Portugal and Poland, the proportion using social media as a source of news is well above the 18 country average.

Social media as a source of news is lower in markets where consumption of traditional news brands tends to be higher, such as the Netherlands, Czech Republic and Austria.

Facebook is the most popular social network for news, the researchers note, followed by YouTube, Google+ and Twitter. Twitter use for news is very high in urban Turkey (33 per cent) but lower in countries such as Portugal (7 per cent) and Poland (9 per cent), nations where overall social media use is still very high.

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.

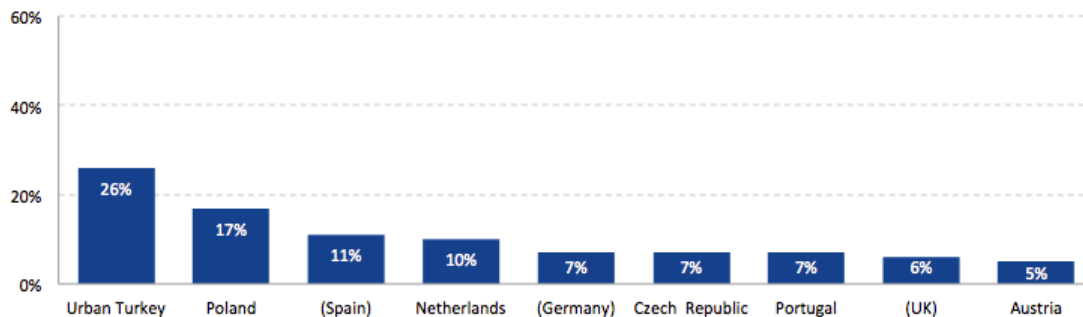
Few pay for online news, but new Polish and Dutch models may offer a way forward

Monetising digital news is a global challenge for publishers, with many consumers unwilling to pay for online news content.

“The proportion of respondents who paid for online news content during the last year is, in some cases, very low,” says Nic Newman, an advisor to the study and the lead author and co-editor of the main Digital News Report.

Reasons for this vary from country-to-country, but the report highlights how experiments in Poland with online paywalls and subscriptions and the micropayment model of Blendle in the Netherlands offer potential insights into how models for paid news content may evolve.

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.

MORE 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. He has worked in industry, government, academia and communications regulation in the UK and 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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