Reuters Institute *Digital News Report* 2024

Digital News Report Finland Launch
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@risj_oxford | #DNR24

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Representing half the world's population

6 Continents

47 Markets

95,000 Respondents

Online poll conducted between Jan to early Feb 2024

Country	Sample Size	Population	Internet Penetration
Europe			
UK	2,017	68m	95%
Austria	2,015	9.1m	88%
Belgium	2,050	11.7m	92%
Bulgaria	2,027	6.9m	70%
Croatia	2,007	4m	93%
Czech Republic	2,009	10.7m	87%
Denmark	2,011	5.8m	98%
Finland	2,015	5.6m	94%
France	2,010	66m	92%
Germany	2,012	84m	94%
Greece	2,020	10.m	79%
Hungary	2,023	9.6m	89%
Ireland	2,034	5m	92%
Italy	2,015	60m	91%
Netherlands	2,037	17.m	95%
Norway	2,024	5.5m	98%

Country	Sample Size	Population	Internet Penetration
Poland	2,000	38m	92%
Portugal	2,012	10.m	88%
Romania	2,007	19m	78%
Slovakia	2,013	5.5m	90%
Spain	2,060	47m	93%
Sweden	2,018	10.m	97%
Switzerland	2,012	8.8m	96%
Turkey	2,082	86m	85%
Americas			
USA	2,023	331m	90%
Argentina	2,023	46m	91%
Brazil	2,022	215m	83%
Canada	2,014	38m	94%
Chile	2,026	19.m	97%
Colombia	2,025	52m	83%
Mexico	2,030	131m	67%
Peru	2,013	34m	87%

Country	Sample Size	Population	Internet Penetration
Asia Pacific			
Australia	2,003	26m	90%
Hong Kong	2,005	7.6m	92%
India	2,016	1,402m	60%
Indonesia	2,008	278m	76%
Japan	2,019	127m	93%
Malaysia	2,012	33m	94%
Philippines	2,014	112m	91%
Singapore	2,013	5.9m	92%
South Korea	2,015	51m	97%
Taiwan	2,011	24m	95%
Thailand	2,008	70m	88%
Africa			
Kenya	2,043	56m	85%
Morocco	2,022	37m	69%
Nigeria	2,035	211m	73%
South Africa	2,013	60m	58%

Platform Resets

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The importance of different gateways to news – All markets

Main way of getting to news

Over 35s

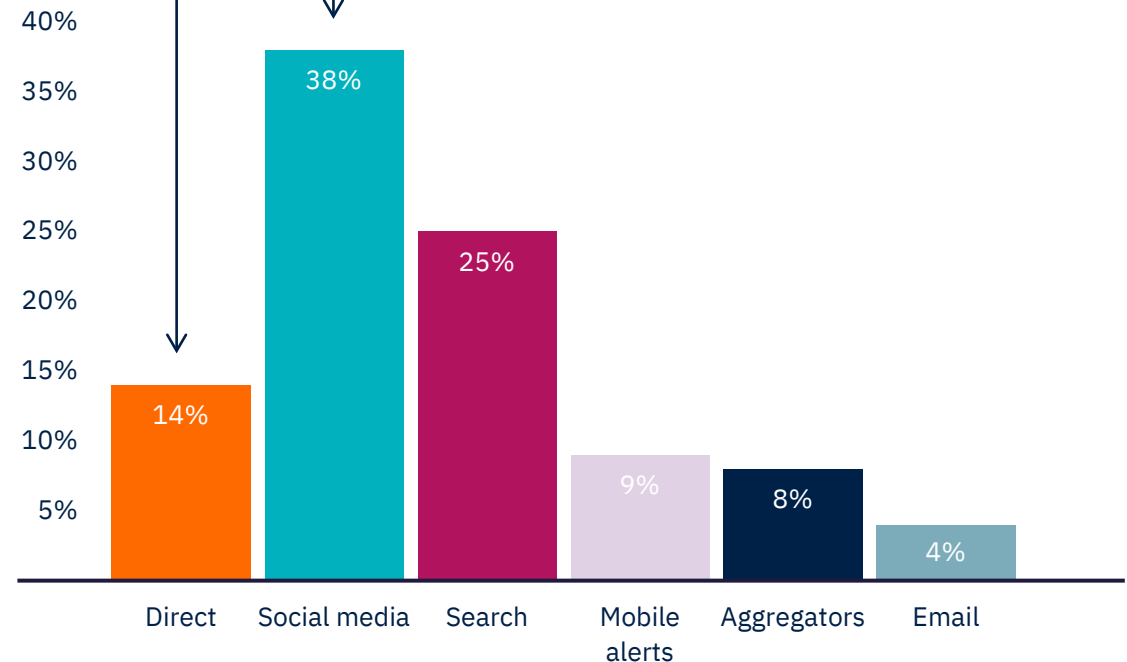|	
Direct	25%
Social media	25%
Search	25%
Mobile alerts	9%
Aggregators	8%
Email	5%
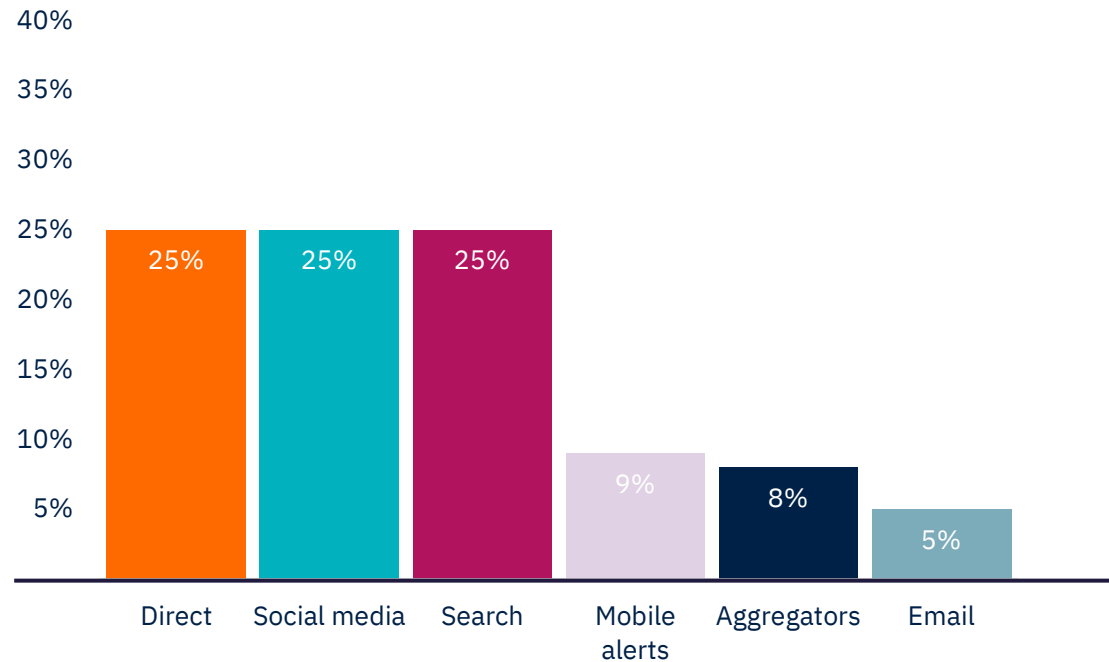
Under 35s

Younger groups much less likely to go directly to a news brand, **more likely to use social media**

Direct	14%
Social media	38%
Search	25%
Mobile alerts	9%
Aggregators	8%
Email	4%

Q10a_new2017_rc. Which of these was the **MAIN** way in which you came across news in the last week?.
Search is Net: used search engine using keyword of particular newsite and keywork of a news story.
Base 2024 Global 47 markets: 35+: 61121, U35: 25845

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Further decline in Facebook, rise of video networks for news

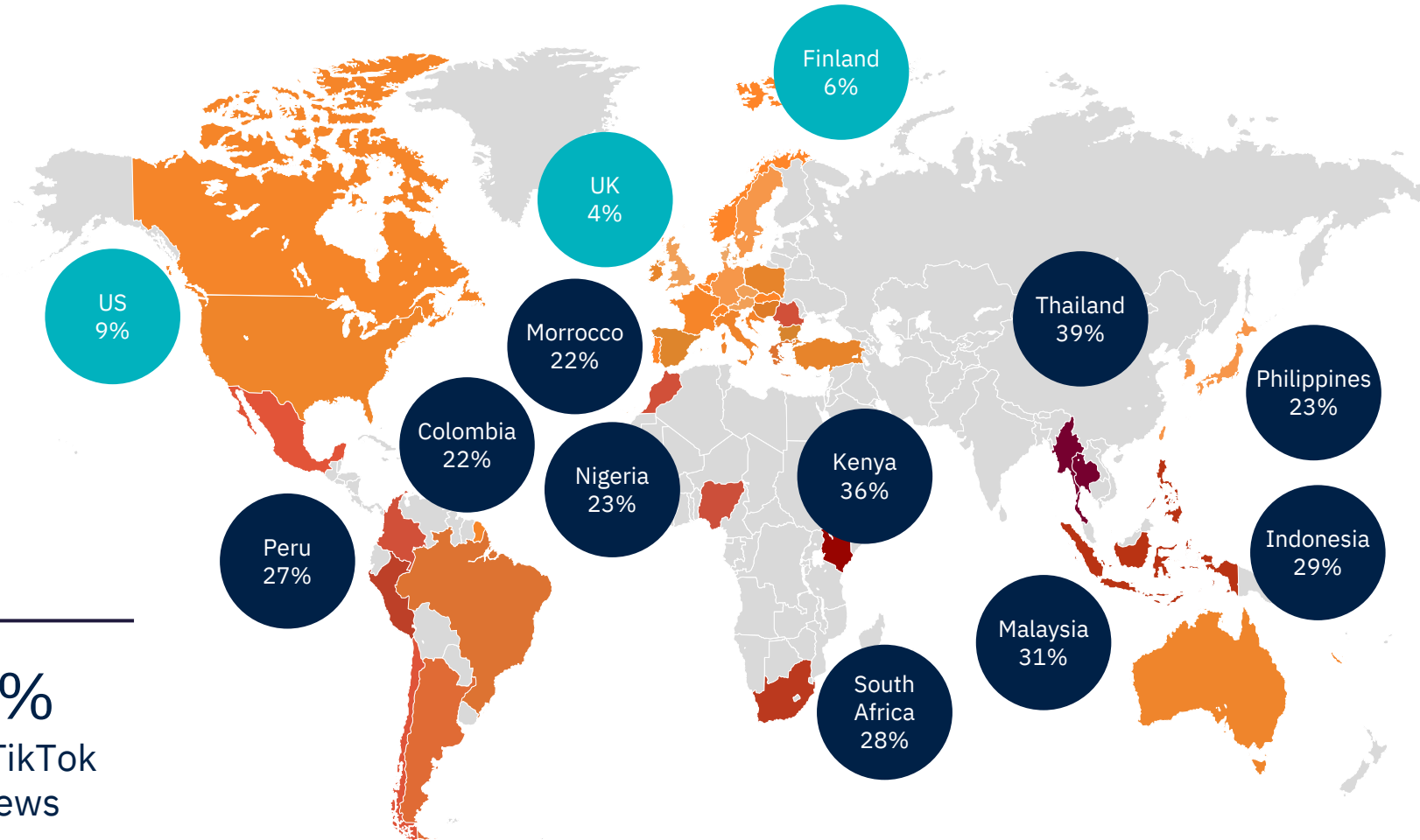*Proportion that say that access each network for news weekly – average of 12 selected countries*
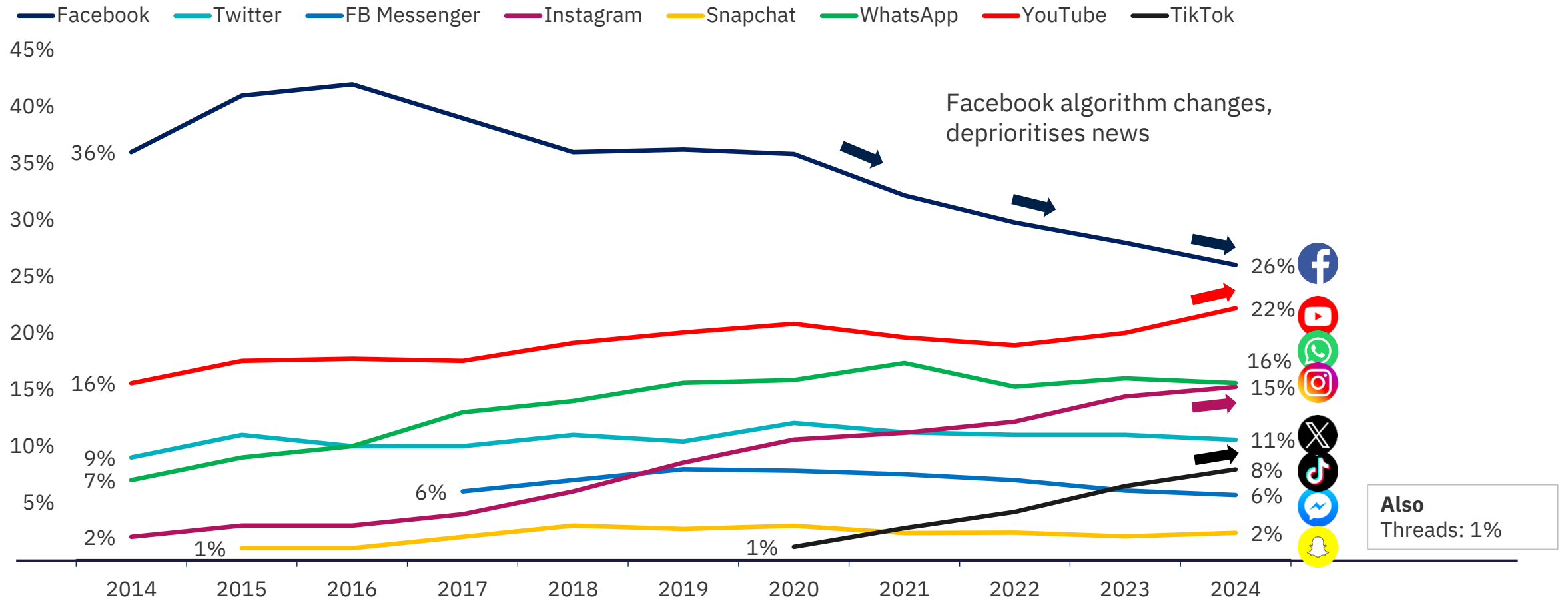
Facebook algorithm changes, deprioritises news

Also
Threads: 1%

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TikTok used for news more in Global South

Darker colours represent higher levels of audience usage of TikTok for news.
Grey indicates countries not covered or TikTok not operating.

3%   39%

Finland
6%

UK
4%

US
9%

Morrocco
22%

Thailand
39%

Philippines
23%

Colombia
22%

Nigeria
23%

Kenya
36%

Peru
27%

Indonesia
29%

Malaysia
31%

South
Africa
28%

Overall:

26%
use TikTok
for any purpose

13%
use TikTok
for news

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Reasons for consuming video

Authenticity and Trust:

"I like the videos that were taken by an innocent bystander.

These videos are unedited and there is no bias or political spin"

Convenience

"They are short, easy-to-watch clips that are sufficient to provide news in a nutshell. They are aligned with my personal interests (algorithmic suggestions)"

Different Perspectives

"I can find something on nearly any topic, many different worldviews and perspectives, long videos for deep dives, short form for a quick look, and everything in between"

Worries about misinformation and unreliable content

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Misinformation concern is up in many countries with elections

Amid concern about use of fake audio and video in social media

All Markets

59% (+3)

...are concerned about what is real and what is fake on the internet.

HELLO, THIS IS A MESSAGE FROM YOUR PRESIDENT

United States

72% (+8)

South Africa

81% (+6)

India

58% (+5)

Finland

54% (-3)

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AI generated fakes might make a difference

Fake images from Israel/Gaza conflict

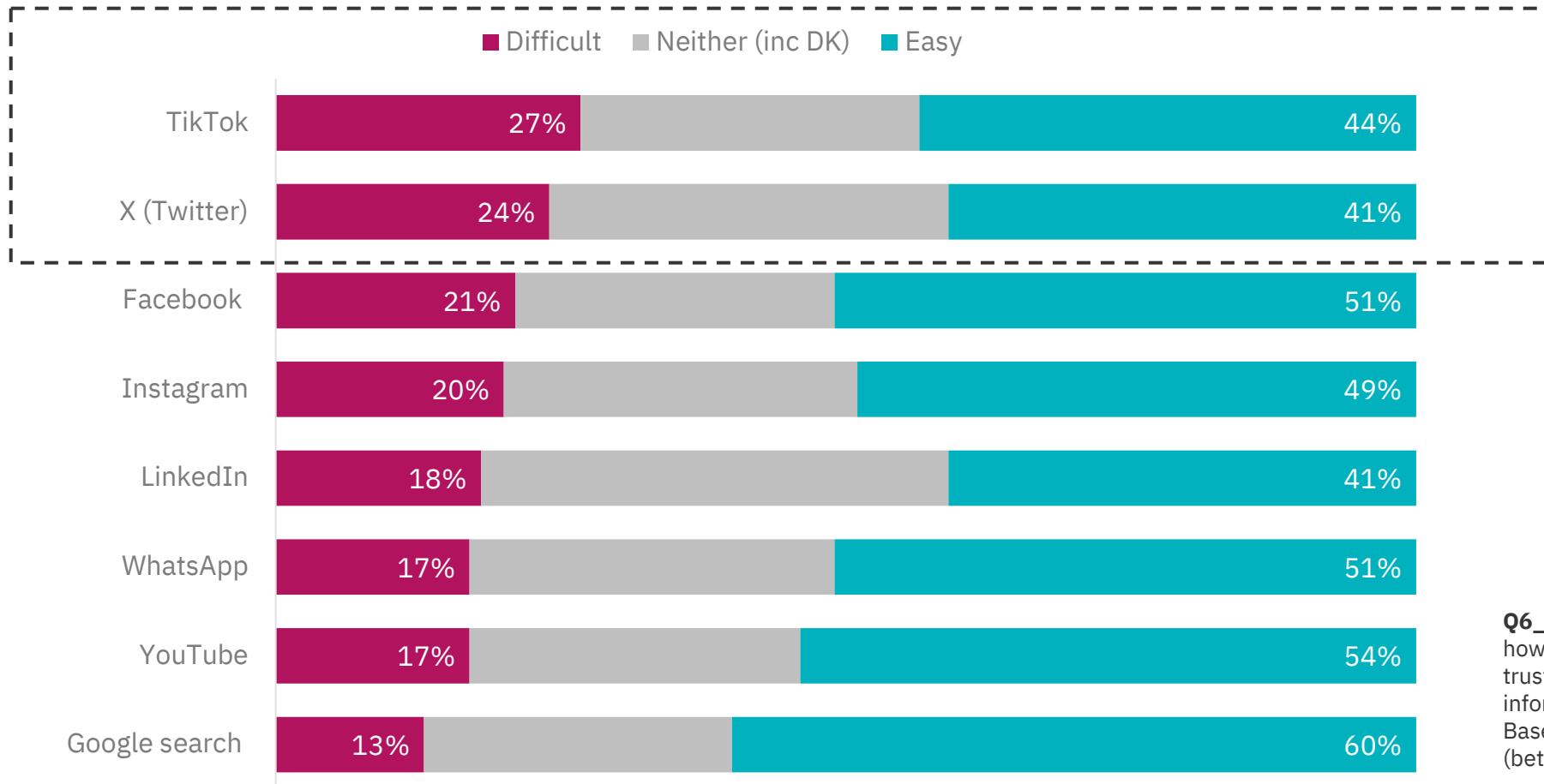**AI GENERATED FAKE IMAGE**

AI GENERATED FAKE IMAGE

" I have seen many examples before,
and they can sometimes be very good.

Thankfully, they are still pretty easy to detect but
within five years they will be *indistinguishable.* "

Male, 20, UK

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Some platforms are seen as a bigger problem than others

Proportion of **users of each platform** that say it is difficult/easy to identify trustworthy news on each platform

Legend: ■ Difficult ■ Neither (inc DK) ■ Easy

Platform	Difficult	Easy
TikTok	27%	44%
X (Twitter)	24%	41%
Facebook	21%	51%
Instagram	20%	49%
LinkedIn	18%	41%
WhatsApp	17%	51%
YouTube	17%	54%
Google search	13%	60%

Q6_platform_trust. Still thinking about trust, how easy or difficult is it for YOU to tell apart trustworthy versus untrustworthy news and information on each of the following platforms? Base: All those that used each platform (between 1000 and 1800 on average)

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AI and the News

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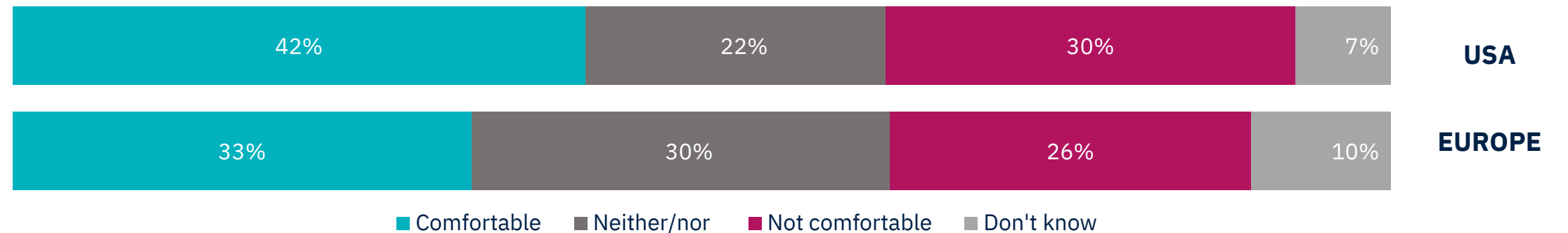# Comfort with news organisations using AI in different scenarios

Much more comfort about using AI to help journalists as long as they stay in control.
People in the US are more comfortable about mainly AI generated journalism than those in Europe

Mainly AI with some human oversight

	Comfortable	Neither/nor	Not comfortable	Don't know	
USA	23%	18%	52%	7%	
EUROPE	15%	27%	47%	11%	

- Comfortable
- Neither/nor
- Not comfortable
- Don't know

Mainly human with some help from AI

	Comfortable	Neither/nor	Not comfortable	Don't know	
USA	42%	22%	30%	7%	
EUROPE	33%	30%	26%	10%	

- Comfortable
- Neither/nor
- Not comfortable
- Don't know

Q2_AIComfortlevel_2024_1. In general, how comfortable or uncomfortable are you with using news produced in each of the following ways?
Base: Total sample in Europe = 34,351, USA = 2023. Note: Question not asked in Bulgaria, Croatia, Greece, Hungary, Romania, Slovakia, and Turkey.

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Comfort with news organisations using AI in different scenarios

Behind the scenes

AI used to aid journalistic practice that is not visible to the audience but could potentially influence the creation of news content.

Delivering news in new ways

AI used to create new audience-facing experiences e.g. creating new/bespoke formats, talking to chatbots, summaries.

Creating content

AI used to generate different kinds of content that the audience consumes directly e.g. writing text, creating images, graphics and videos.

More acceptance

Less acceptance

Comfort with news organisations using AI in different scenarios

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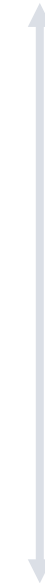
Delivering news in new ways

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Creating content

AI used to generate different kinds of content that the audience consumes directly e.g. writing text, creating images, graphics and videos.

"Reporters totally benefit since their work is sped up. Content will be more accessible, easier to comprehend, with better style"

Male, 38, Mexico

Comfort with news organisations using AI in different scenarios

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Delivering news in new ways

AI used to create new audience-facing experiences e.g. creating new/bespoke formats, talking to chatbots, summaries.

> " I am mostly comfortable with summarising articles, and choosing your own format "
>
> Female, 28, USA

Creating content

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" The fact people are so confident with the information provided by these services is very worrying. "
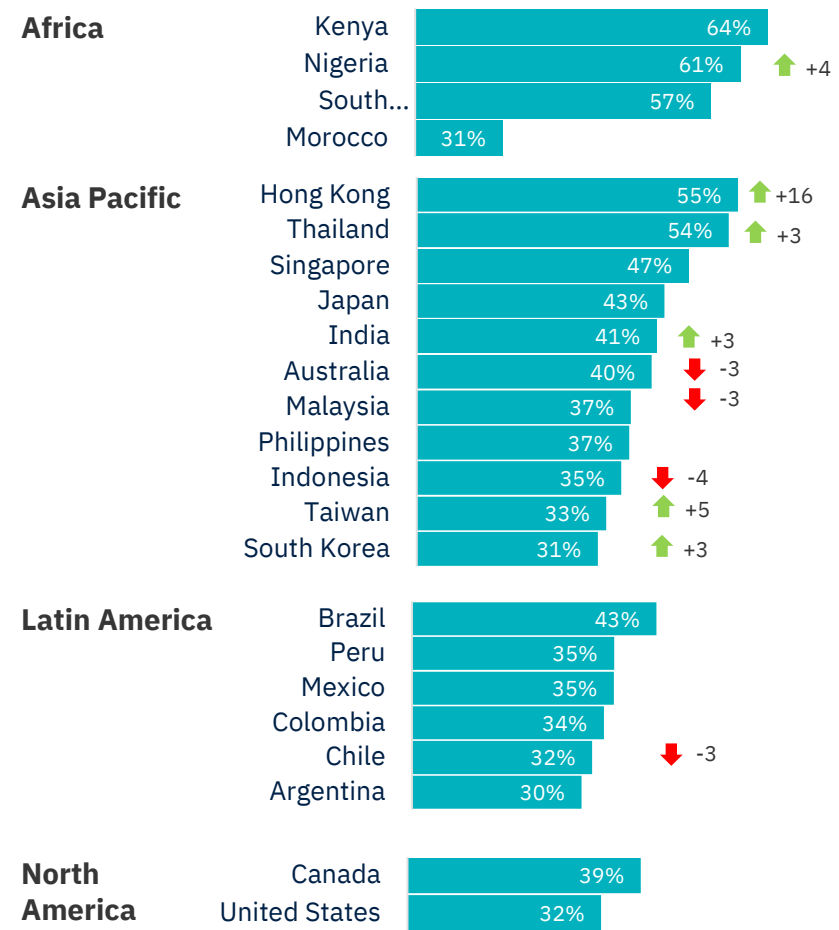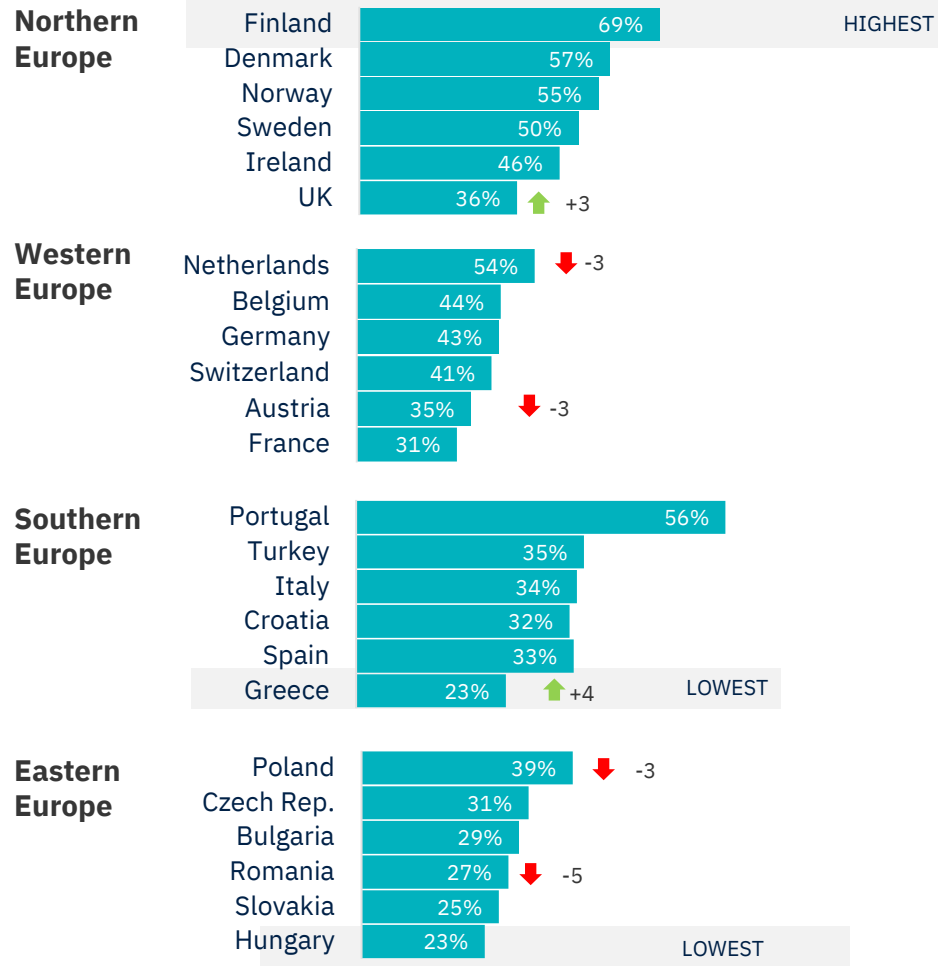
Male, 40, UK

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Trust in the news remains stable

40% trust most news most of the time (average of 47 markets)

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Proportion that trusts most news most of the time

All markets

Northern Europe

Country	%	Change
Finland	69%	HIGHEST
Denmark	57%	
Norway	55%	
Sweden	50%	
Ireland	46%	
UK	36%	↑ +3

Western Europe

Country	%	Change
Netherlands	54%	↓ -3
Belgium	44%	
Germany	43%	
Switzerland	41%	
Austria	35%	↓ -3
France	31%	

Southern Europe

Country	%	Change
Portugal	56%	
Turkey	35%	
Italy	34%	
Croatia	32%	
Spain	33%	
Greece	23%	↑ +4 LOWEST

Eastern Europe

Country	%	Change
Poland	39%	↓ -3
Czech Rep.	31%	
Bulgaria	29%	
Romania	27%	↓ -5
Slovakia	25%	
Hungary	23%	LOWEST

Africa

Country	%	Change
Kenya	64%	
Nigeria	61%	↑ +4
South...	57%	
Morocco	31%	

Asia Pacific

Country	%	Change
Hong Kong	55%	↑ +16
Thailand	54%	↑ +3
Singapore	47%	
Japan	43%	
India	41%	↑ +3
Australia	40%	↓ -3
Malaysia	37%	↓ -3
Philippines	37%	
Indonesia	35%	↓ -4
Taiwan	33%	↑ +5
South Korea	31%	↑ +3

Latin America

Country	%	Change
Brazil	43%	
Peru	35%	
Mexico	35%	
Colombia	34%	
Chile	32%	↓ -3
Argentina	30%	

North America

Country	%	Change
Canada	39%	
United States	32%	

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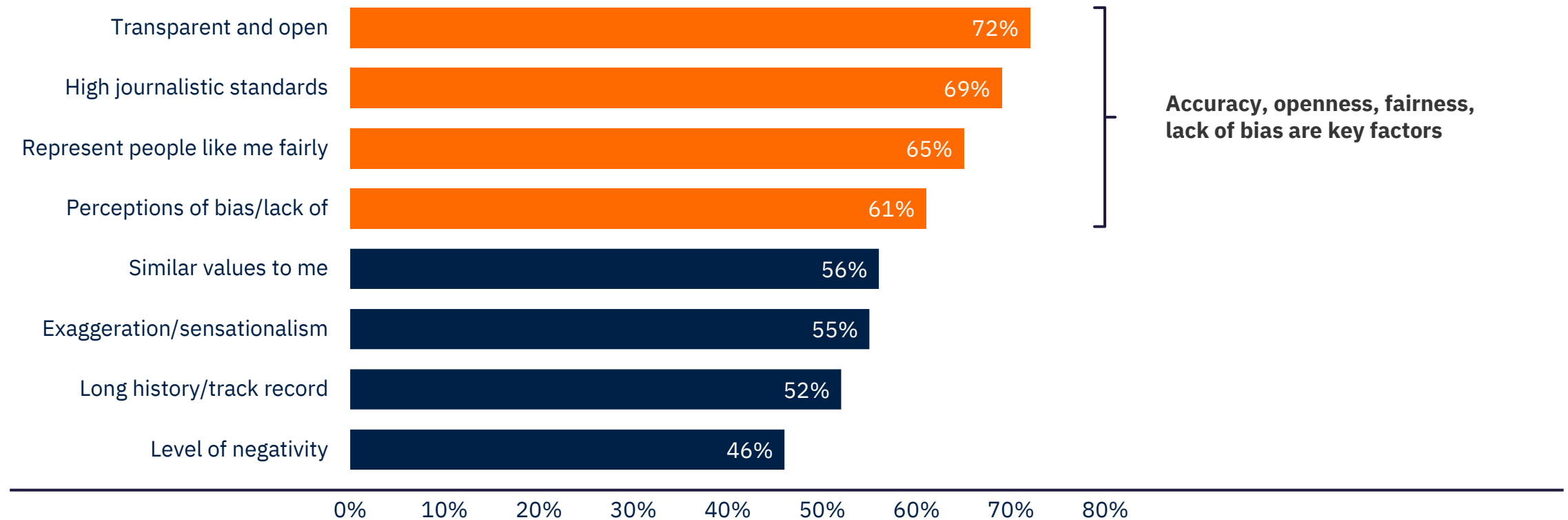
Most important factors in defining whether a media outlet is trustworthy or not – ALL MARKETS

Transparent approach, high standards, fairness, and lack of bias, are 4 primary factors driving trust. Issues of track record and over negative approach are secondary factors.

Factor	Percentage
Transparent and open	72%
High journalistic standards	69%
Represent people like me fairly	65%
Perceptions of bias/lack of	61%
Similar values to me	56%
Exaggeration/sensationalism	55%
Long history/track record	52%
Level of negativity	46%

Accuracy, openness, fairness, lack of bias are key factors

[Q1_TRUST_REASON_2024] Still thinking about trust in news...how important or unimportant are the following to you when it comes to deciding which news outlets to trust?
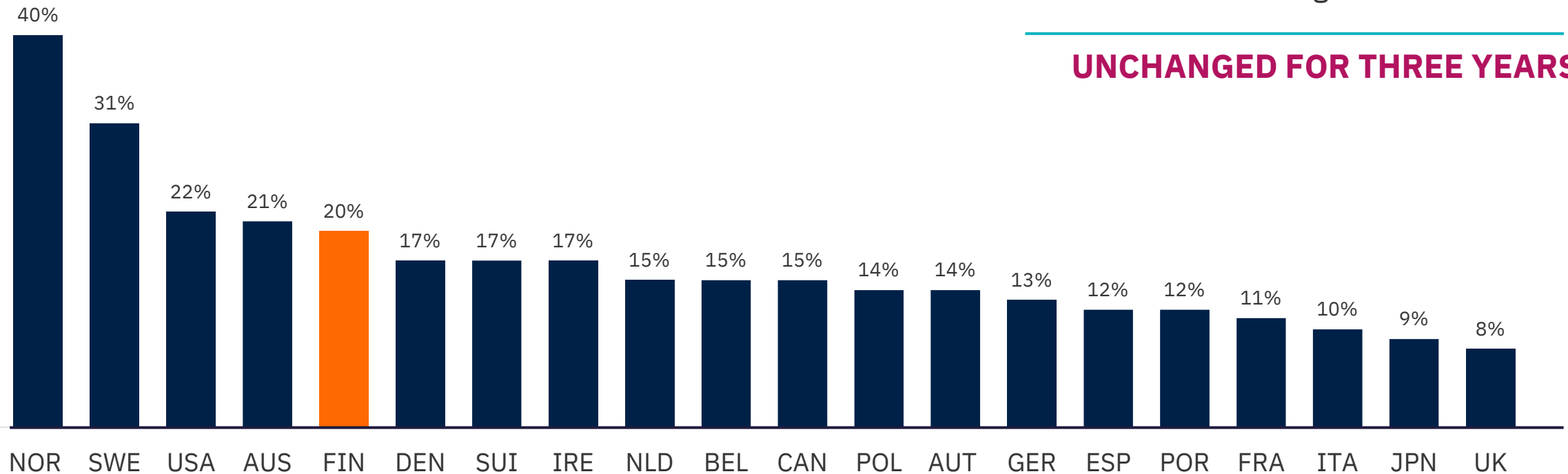Net: Very/somewhat important Base: USA: 2023; UK 2017

Paying for news

Nordic countries lead in subscription, others some way behind

Still only a minority are prepared to pay for online news overall

17% pay of online news, average of 20 markets

UNCHANGED FOR THREE YEARS

NOR	SWE	USA	AUS	FIN	DEN	SUI	IRE	NLD	BEL	CAN	POL	AUT	GER	ESP	POR	FRA	ITA	JPN	UK
40%	31%	22%	21%	20%	17%	17%	17%	15%	15%	15%	14%	14%	13%	12%	12%	11%	10%	9%	8%

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 or e-edition) *Base = 2000 in each market*

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Country differences in terms of paying full price

Country	Median cross-brand monthly price*	Median price in $USD**	Proportion paying less than full price for their subscription
Finland	€ 17.50	$19	47%
UK	£11.50	$14.50	41%
Norway	279 NOK	$25.50	38%
Denmark	DKK 99	$14	25%
France	€12	$13	21%

Figures reflect what people say they pay for their online news subscription compared to the full asking price for that subscription. E.g., If a person says they are paying £10/pm for their subscription, but the full advertised price is actually £15/pm, they are considered as paying less than the full price.

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The engagement challenge

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Selective news avoidance continues to grow …

39% (+3)

say they often or or sometimes **avoid the news these days...**

Up from **29%** in 2017

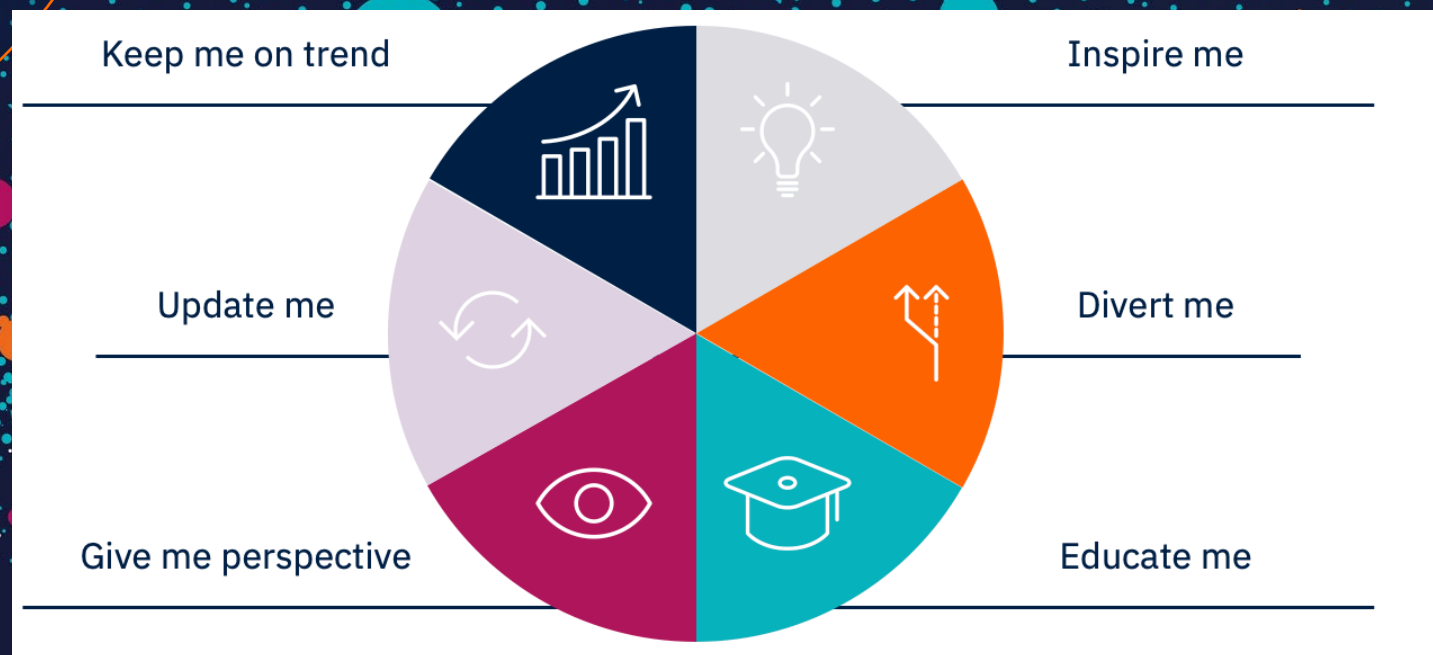**AVERAGE OF ALL MARKETS**

➕ **26%** (+5)

"How are we supposed to function as a society, when **all we see are the bad things** in life?"
F, 28

LIVE GAZA

PRL

HAMAS A missile strike hits a Palestinian AN
ARMED GROUPS IN LEBANON TO JOIN FIGHT AGAINST ISRAEL
BRE
15:08 GMT tower during a live broadcast from Gaza
GAZA STRIKE NEAR

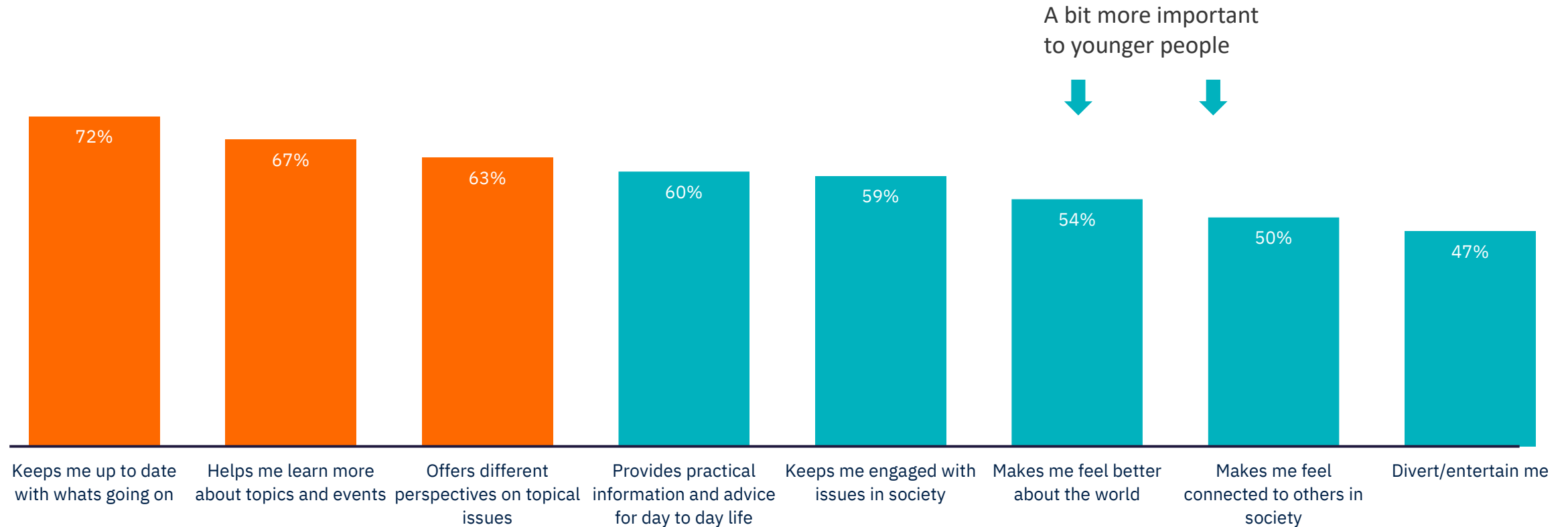REUTERS INSTITUTE | UNIVERSITY OF OXFORD

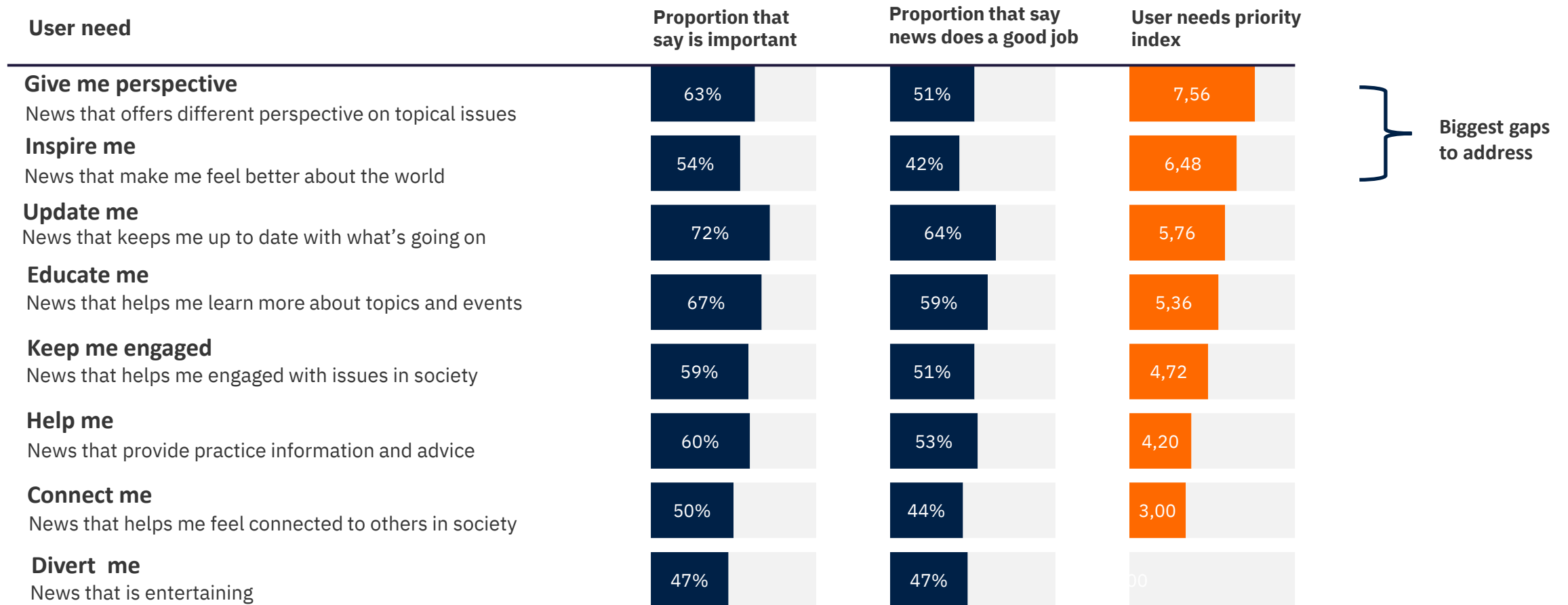# Perceived importance of each user need – all markets

The most important user needs globally are around staying up to date, learning more, and gaining varied perspectives. This is pretty consistent across countries

Proportion that think each user need is important

A bit more important to younger people

72%	67%	63%	60%	59%	54%	50%	47%
Keeps me up to date with whats going on	Helps me learn more about topics and events	Offers different perspectives on topical issues	Provides practical information and advice for day to day life	Keeps me engaged with issues in society	Makes me feel better about the world	Makes me feel connected to others in society	Divert/entertain me

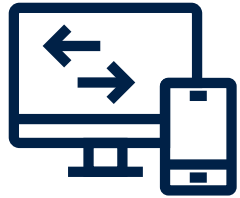REUTERS INSTITUTE   UNIVERSITY OF OXFORD

How good is the news media at satisfying user needs?

Looking at the ratio of importance to performance then we can see that the biggest priority for improvement is give me perspective. A majority think it's important but a minority think the media does a good job.

User need	Proportion that say is important	Proportion that say news does a good job	User needs priority index
Give me perspective News that offers different perspective on topical issues	63%	51%	7,56
Inspire me News that make me feel better about the world	54%	42%	6,48
Update me News that keeps me up to date with what's going on	72%	64%	5,76
Educate me News that helps me learn more about topics and events	67%	59%	5,36
Keep me engaged News that helps me engaged with issues in society	59%	51%	4,72
Help me News that provide practice information and advice	60%	53%	4,20
Connect me News that helps me feel connected to others in society	50%	44%	3,00
Divert me News that is entertaining	47%	47%	00

Biggest gaps to address (Give me perspective, Inspire me)

Q1_Needs_2024 Thinking about the role that news plays in your life, how important or unimportant are each of the following
Q2_Needs_2024 Thinking about the role that news plays in your life, in your opinion how good or bad is the news media at providing you with each of the following?

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Key findings summary...

Online platform reset:

Some platforms are withdrawing from news, others trying to keep traffic within their platforms.
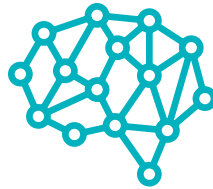
Traffic to publishers likely to be more unpredictable with worries about impact of AI on search

Video formats on the rise:

Both short and long form video is gaining popularity for news, especially with young and in global south.

People love the conciseness the immediacy and the connection with people who look like them

AI & the news:

People already worried about misinfo, and while many are confident, some unsure about identifying trustworthy sources esp. in TikTok and X
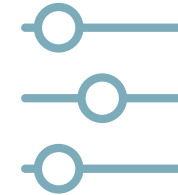
AI provoke general scepticism - strong sense that humans must stay in control, especially around important subjects (politics, wars),

Subscription growth has stalled.

The majority are still not paying.

Over half are not paying full price, suggesting heavy discounting and a problem of perceived value.

Opportunities for more engaging products?

Media is considered to be doing a good job in updating people on latest news.

But less good at providing different perspectives inspiration or understanding, suggesting future opportunities.

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More at our website
Digitalnewsreport.org

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