

# Reuters Institute Digital News Report 2023

Helsinki, Finland, 14<sup>th</sup> June  
Richard Fletcher, Director of Research  
RISJ

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Representing half the world's population

6

Continents

46

Markets

93,000

Respondents

# Online poll conducted between Jan to early Feb 2023

Market	Sample Size	Population	Internet Penetration
<b>Europe</b>			
UK	2,017	69m	95%
Austria	2,029	9.1m	88%
Belgium	2,025	11.7m	92%
Bulgaria	2,027	6.9m	70%
Croatia	2,024	4m	93%
Czech Republic	2,047	10.7m	87%
Denmark	2,033	5.8m	98%
Finland	2,027	5.6m	94%
France	2,078	66m	92%
Germany	2,002	84m	94%
Greece	2,023	10.3m	79%
Hungary	2,000	9.6m	89%
Ireland	2,035	5m	92%
Italy	2,106	60m	91%
Netherlands	2,022	17.2m	95%
Norway	2,022	5.5m	98%

Market	Sample Size	Population	Internet Penetration
Poland	2,030	38m	92%
Portugal	2,010	10.1m	88%
Romania	2,007	19m	78%
Slovakia	2,093	5.5m	90%
Spain	2,031	47m	93%
Sweden	2,064	10.2m	97%
Switzerland	2,037	8.8m	96%
Turkey	2,016	86m	85%
<b>Americas</b>			
USA	2,081	331m	90%
Argentina	2,014	46m	91%
Brazil	2,047	215m	83%
Canada	2,150	38m	94%
Chile	2,013	19m	97%
Colombia	2,036	52m	83%
Mexico	2,029	132m	67%
Peru	2,010	34m	87%

Market	Sample Size	Population	Internet Penetration
<b>Asia Pacific</b>			
Australia	2,025	26m	90%
Hong Kong	2,023	7.6m	92%
India	2,016	1,414m	60%
Indonesia	2,012	278m	76%
Japan	2,009	127m	93%
Malaysia	2,015	33m	94%
Philippines	2,284	112m	91%
Singapore	2,025	5.9m	92%
South Korea	2,003	51m	97%
Taiwan	2,037	24m	95%
Thailand	2,028	70m	88%
<b>Africa</b>			
Kenya	2,025	56m	85%
Nigeria	2,025	211m	73%
South Africa	2,013	60m	58%

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# Fraying connection with audiences

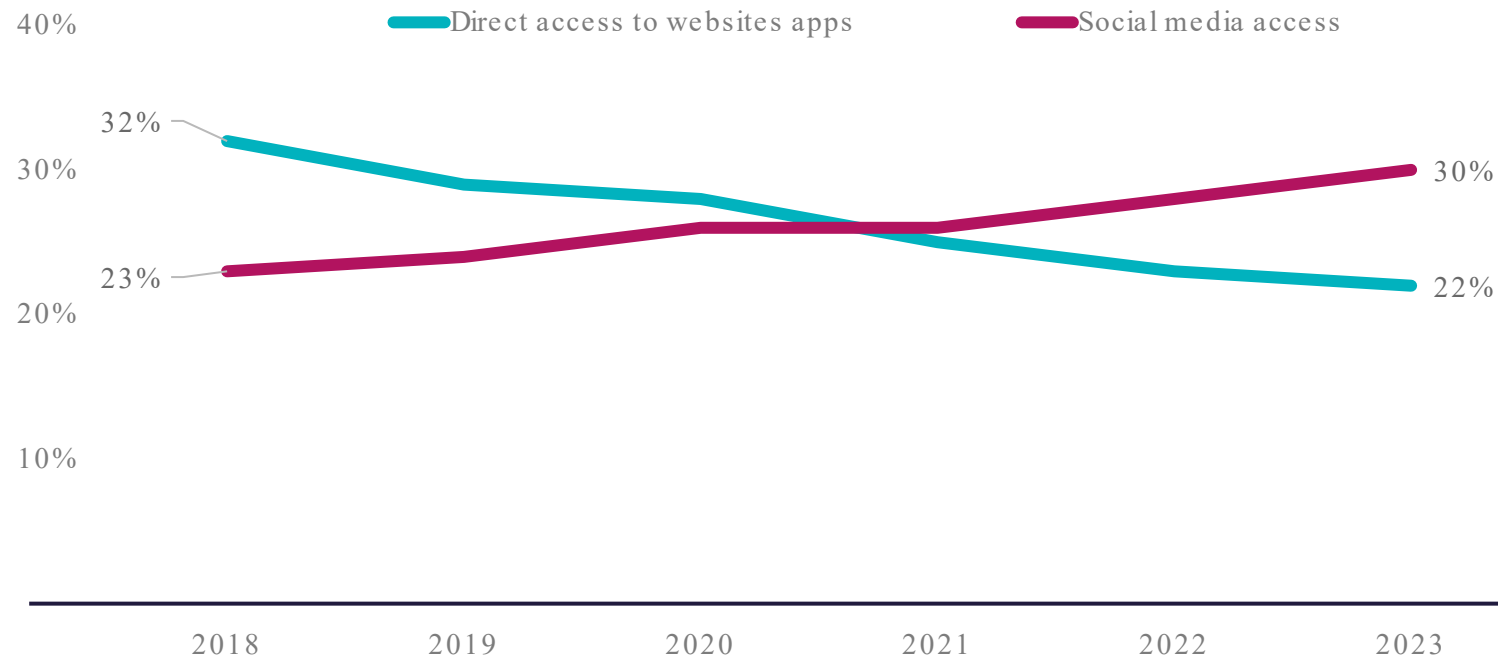
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# Direct connection with audiences declining over time ....

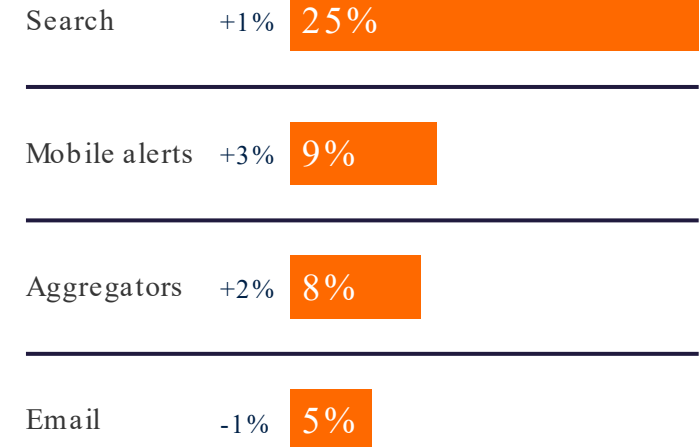
Though there are huge differences between markets and across ages.

Main access points to news – all markets 2018-2023



## Other gateways

All markets, 2023 (change from 2018)



# Direct connection with audiences declining over time ....

UK has stronger direct connection than most but not with under 35s



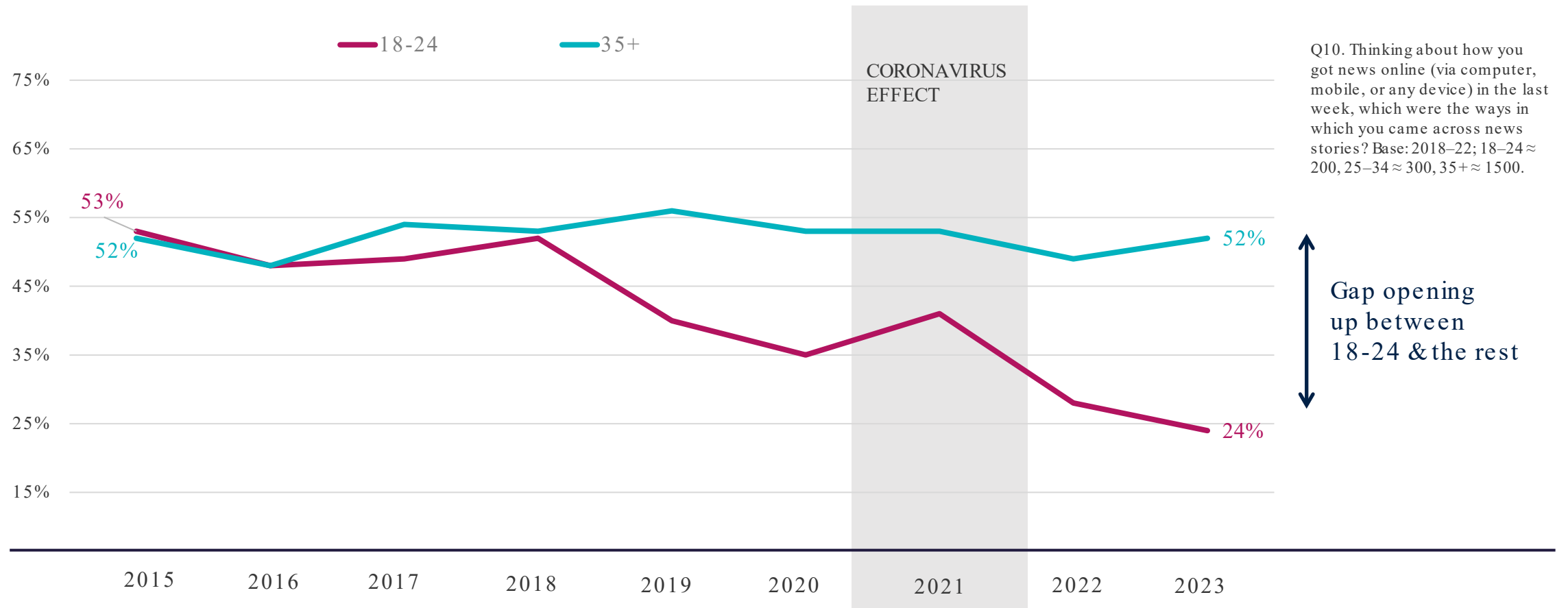
Main access points to news  
United Kingdom

Source	All	Over-35s	Under-35s
Direct	47%	52%	29%
Social media	19%	15%	32%
Search	12%	11%	15%
Mobile alerts	9%	8%	11%
Aggregators	6%	6%	7%
Email	3%	3%	2%

# Generational shifts in connection over time



Proportion that say they access news directly by age – United Kingdom



# Social media changes

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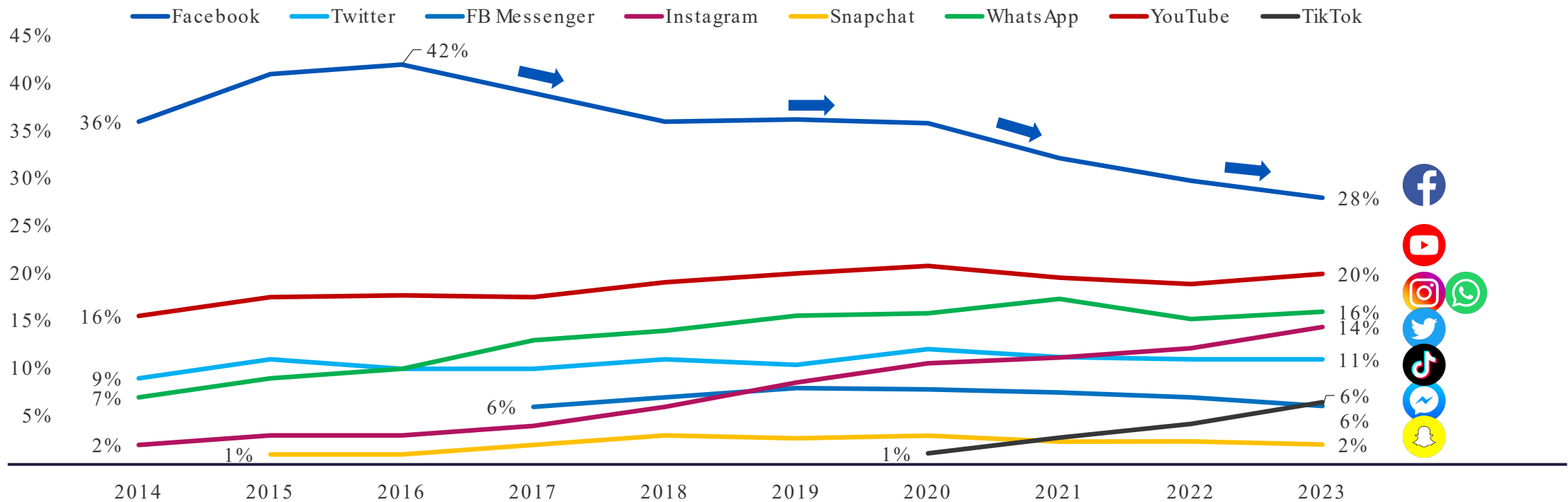




# Facebook is becoming less influential for news

Video led networks such as YouTube, Instagram and TikTok are more important

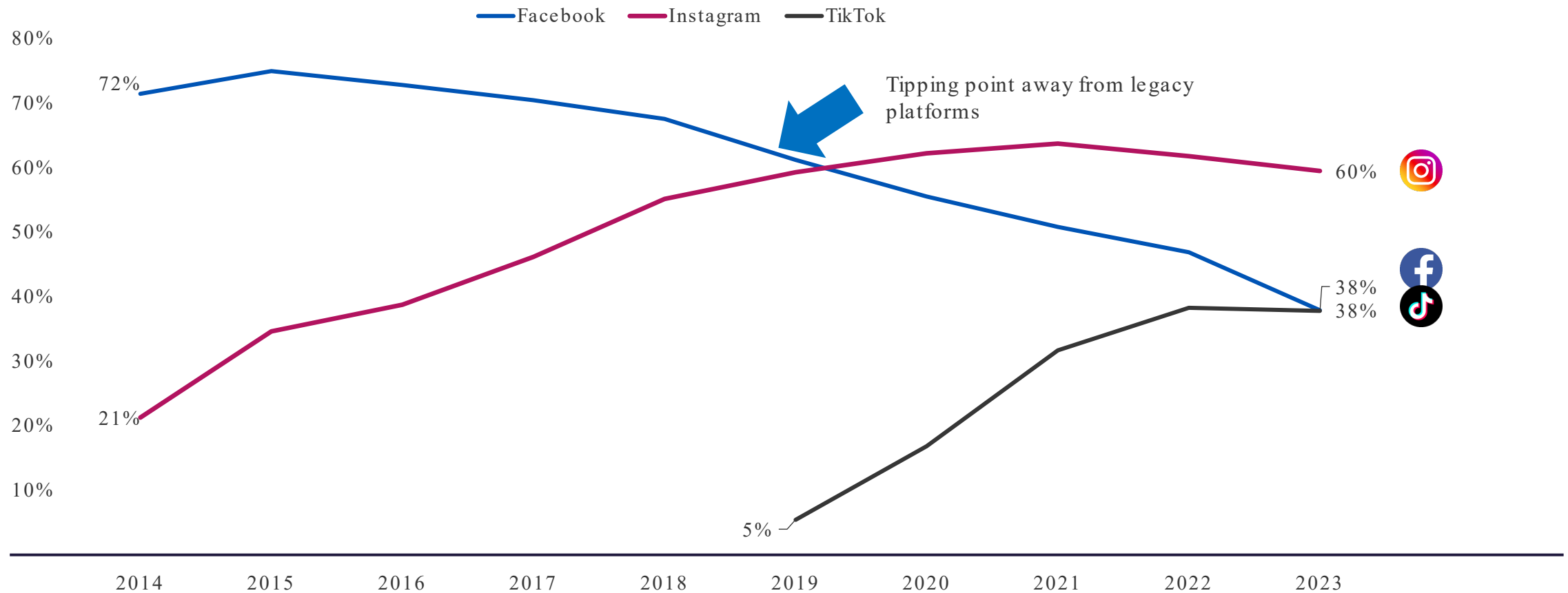
Weekly reach for news over time – 12 market average



Q12B. Which, if any, of the following have you used for news in the last week? Please select all that apply  
 Base: 24591 'Main' 12 market average: UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Australia, Brazil & Japan. NOTE: 10 market average for 2014 exl Australia & Ireland

# Shift is even more apparent with younger groups

Weekly use for any purpose- 18-24 - Selected markets

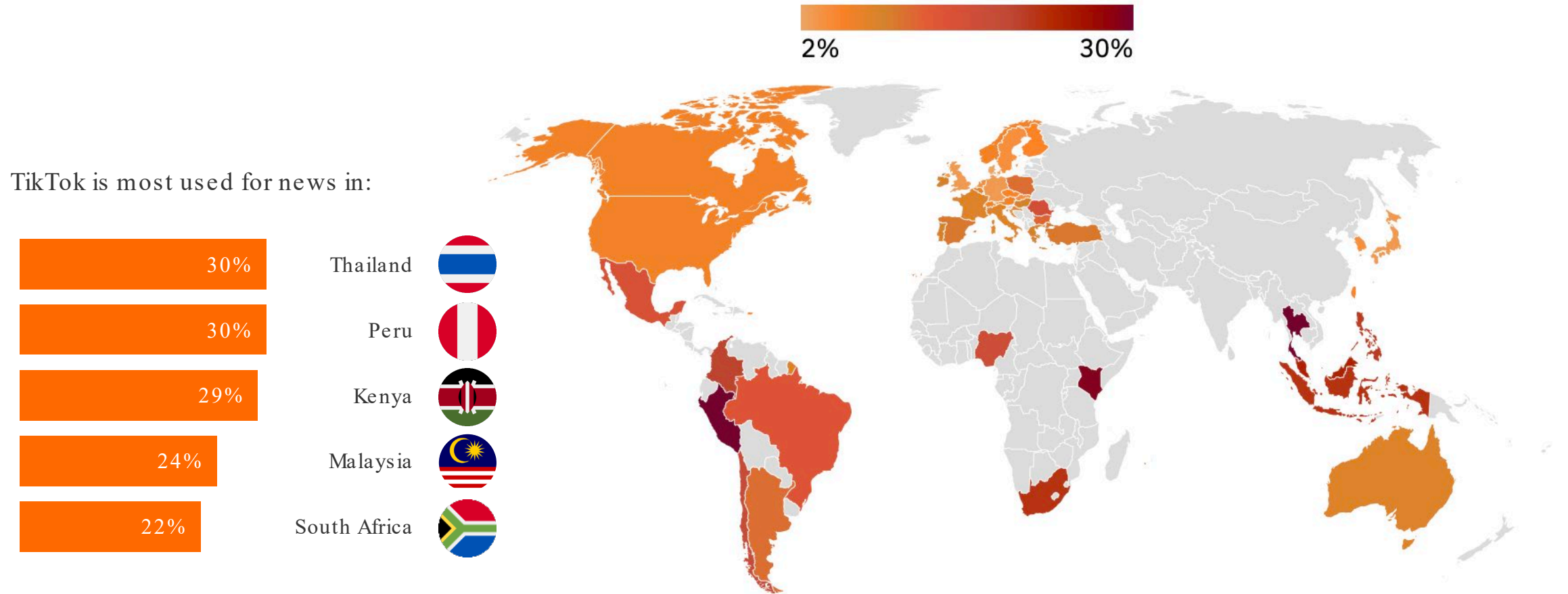


Q12A. Which, if any, of the following have you used in the last week for any purpose? Please select all that apply  
Base 2023: 24591 'Main' 12 market average: UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Australia, Brazil & Japan  
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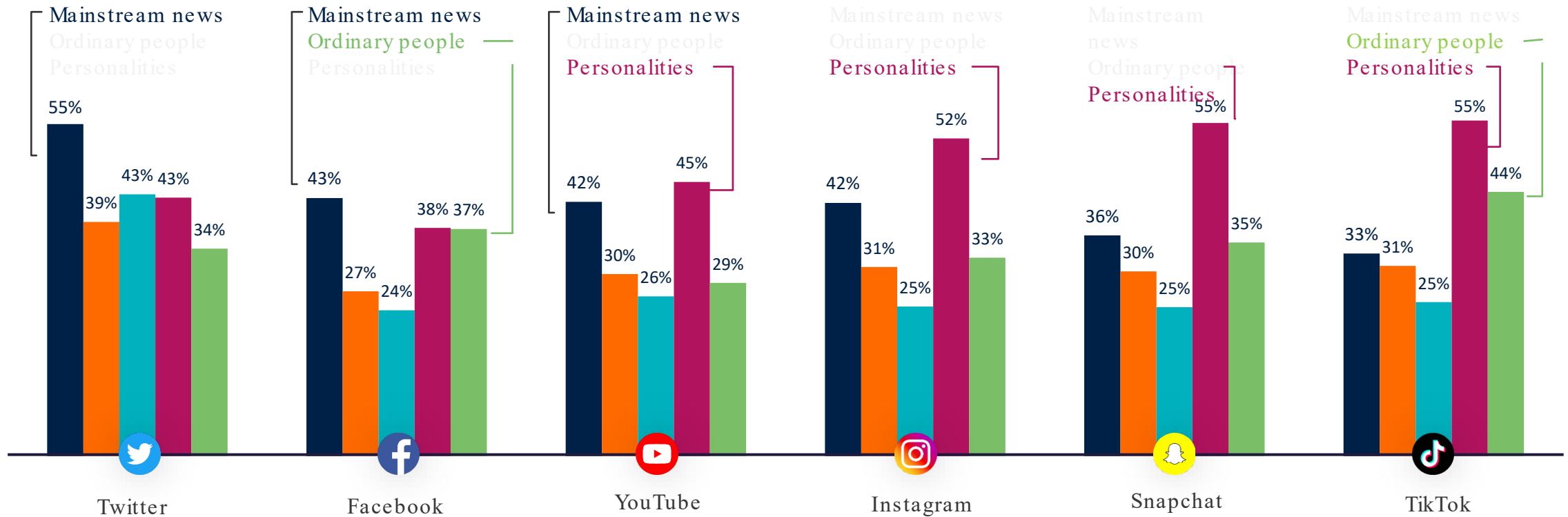
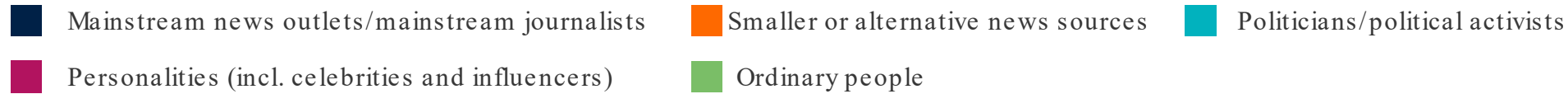
# Weekly TikTok usage for news across countries

Darker colours represent higher levels of audience usage of TikTok for news.

Grey indicates countries not covered or TikTok not operating



# Where do we pay most attention when it comes to news on social platforms?



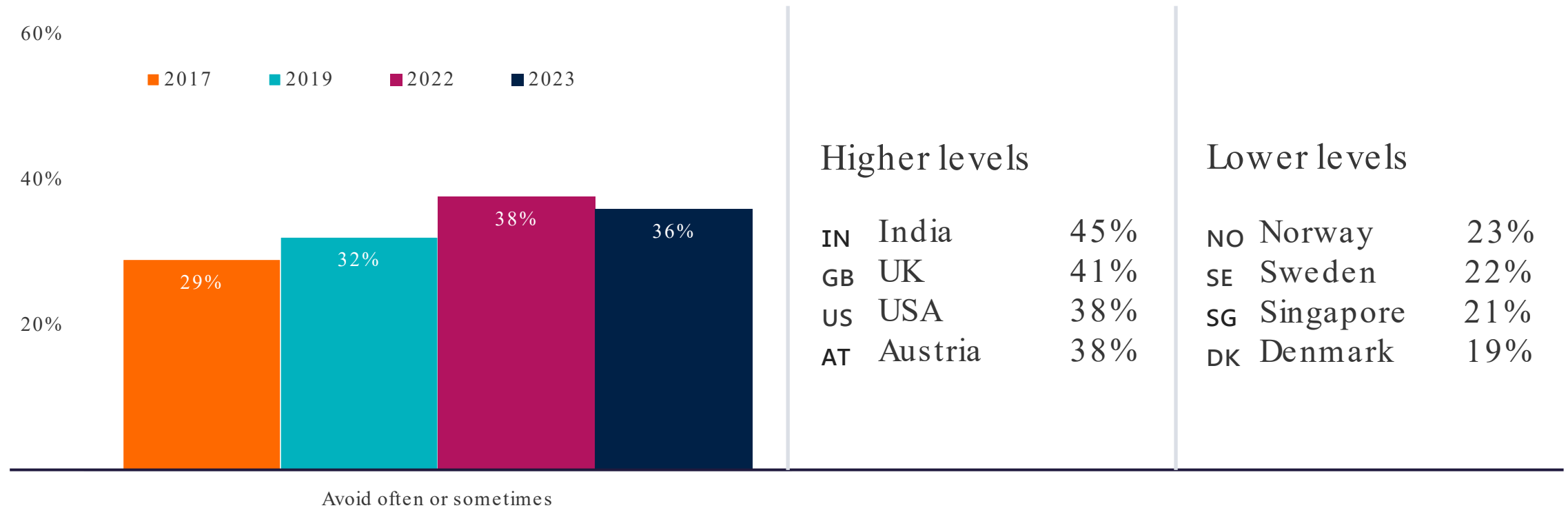
# Selective news avoidance

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# Selective news avoidance remains high

More than a third (36%) actively avoid the news often or sometimes, and a 7pp increase since we started measuring this in 2017.



# Different ways of avoiding news...

Periodic Avoidance:

## 1. Avoiding most sources



53%  
of avoiders

e.g. scrolling past news,  
changing channels  
when news comes on



Linked to low interest  
in news & politics

Specific Avoidance:

## 2. Checking less often



52%  
of avoiders

e.g. limit to certain  
times of day, turning  
off notifications, etc.



Linked to overload/self care from those who are  
interested in news and politics

## 3. Avoiding some topics



32%  
of avoiders

e.g. topics that  
bring down mood  
or increase anxiety



# Selective avoiders – in their own words

“I try to avoid stories relating to the UK economy currently as it is just depressing. I’m probably choosing to read more light hearted stories than I used to at the moment.”

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Male, UK, 45

“American politics are pretty toxic these days. I find sometimes that I have to disconnect from stories that just make me angry.”

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Female, US, 55+



# Topics that selective avoiders say they are most likely to dodge ...

## 1. War in Ukraine



## 2. National politics



## 3. Crime and security

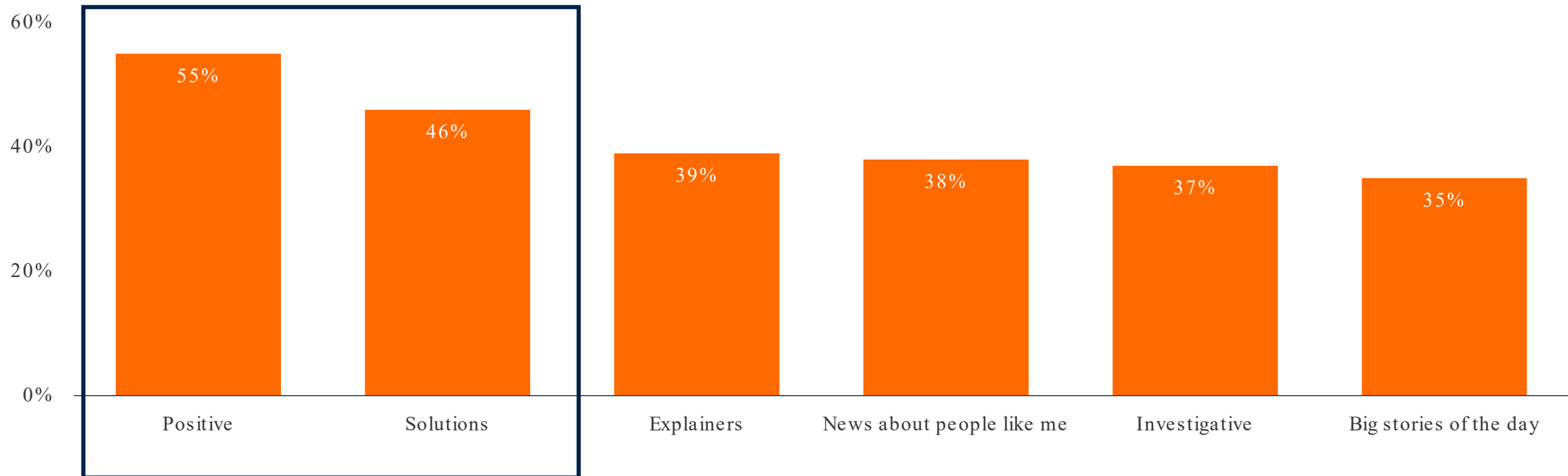


## 4. Social justice issues



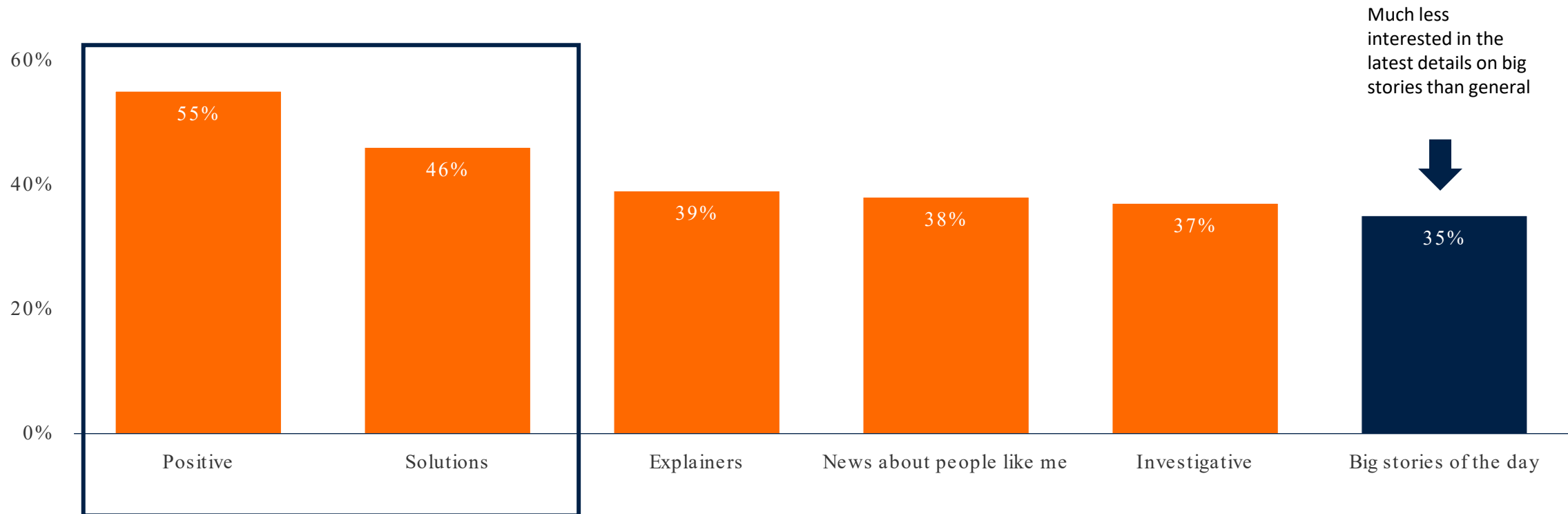
# What approaches might help with news avoidance across markets?

Avoiders are most interested in positive news and stories that offer solutions, least interested latest developments on big stories



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# Trust in news down again

40% (-2)

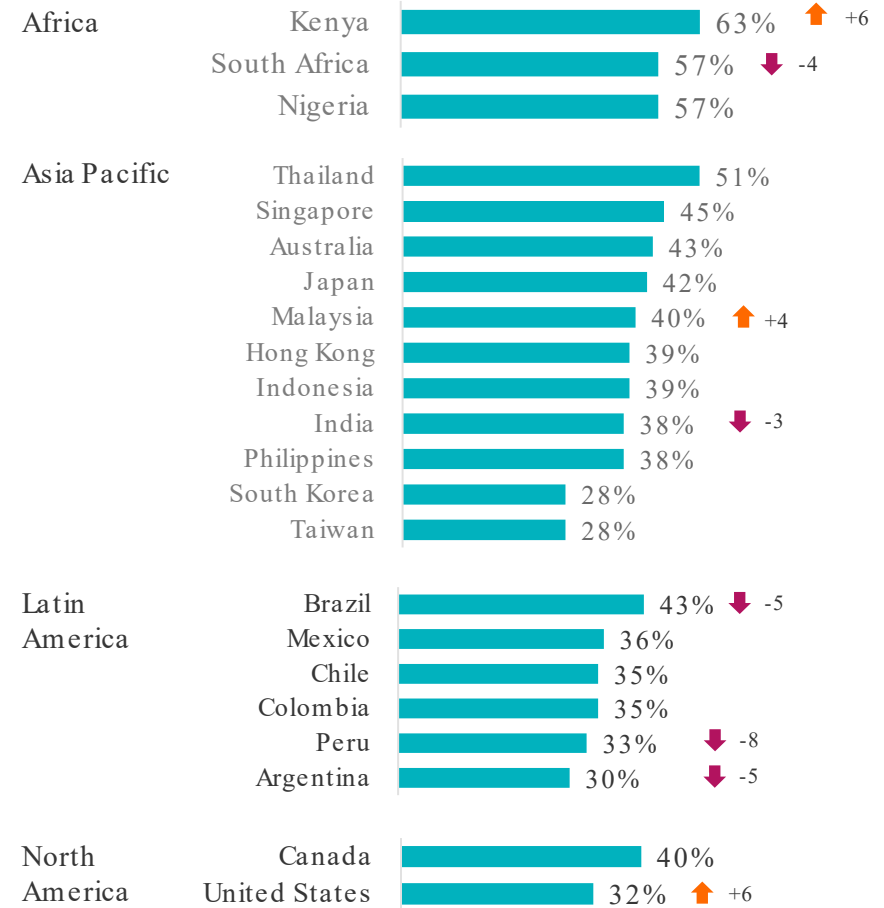
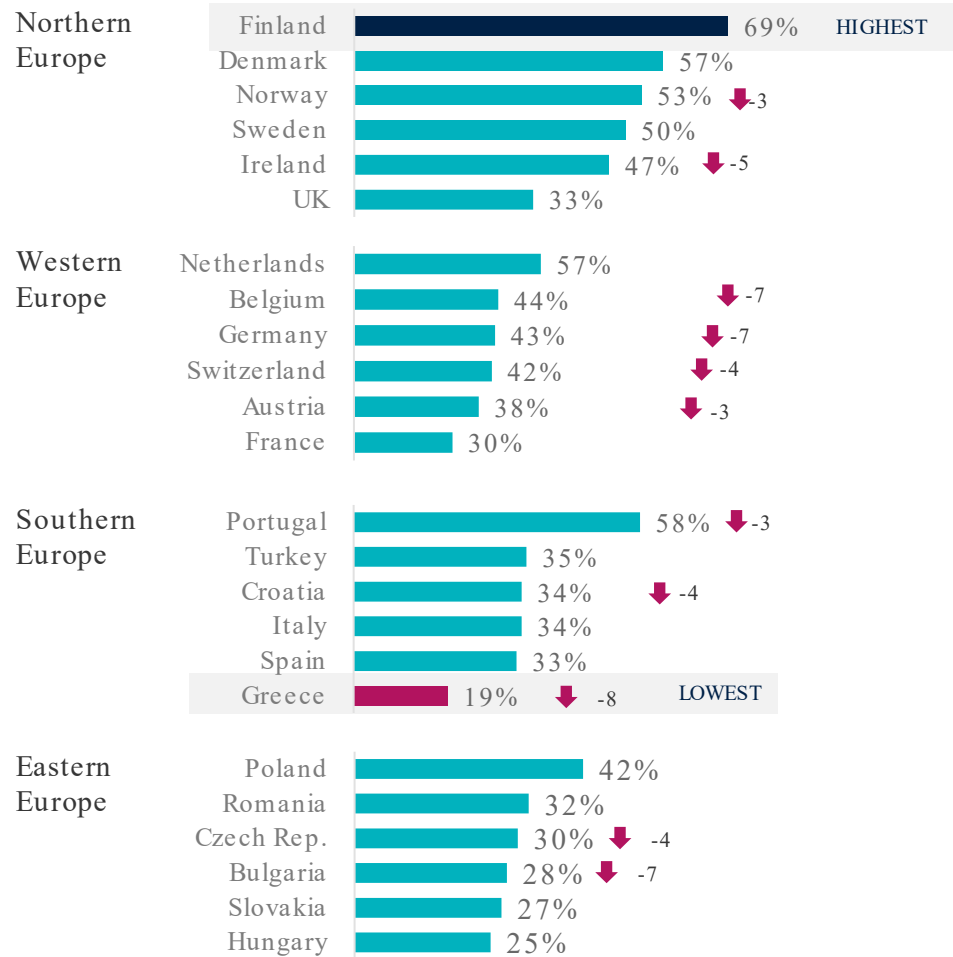
average of 46 markets

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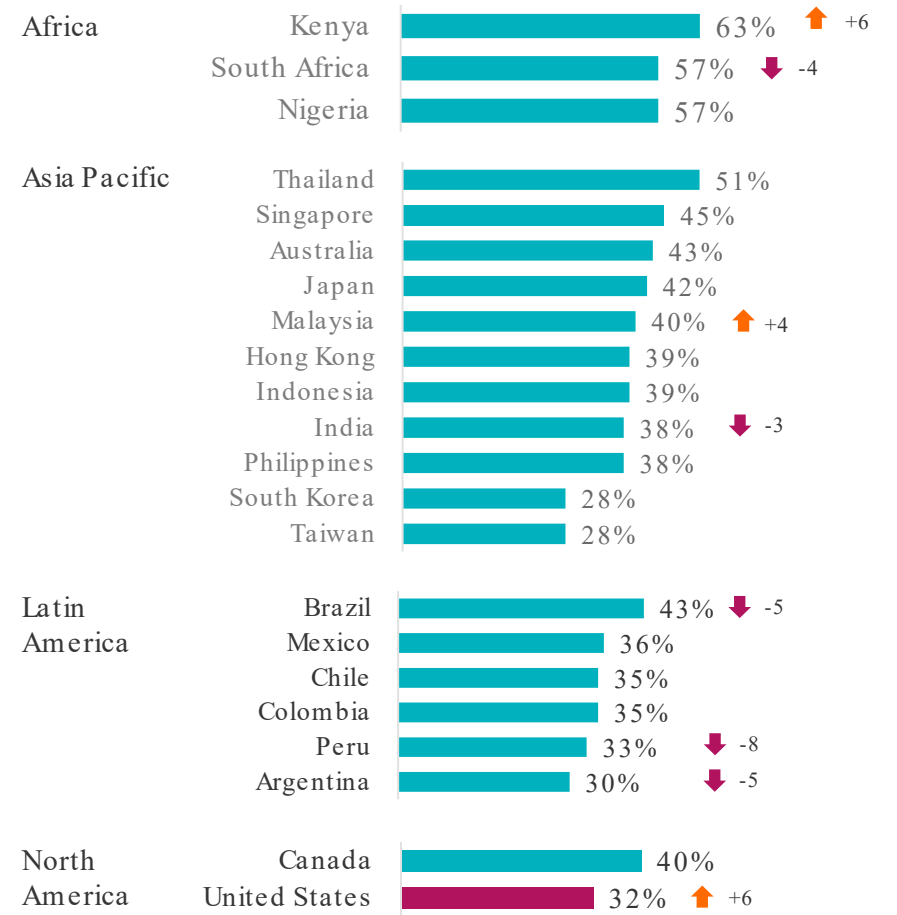
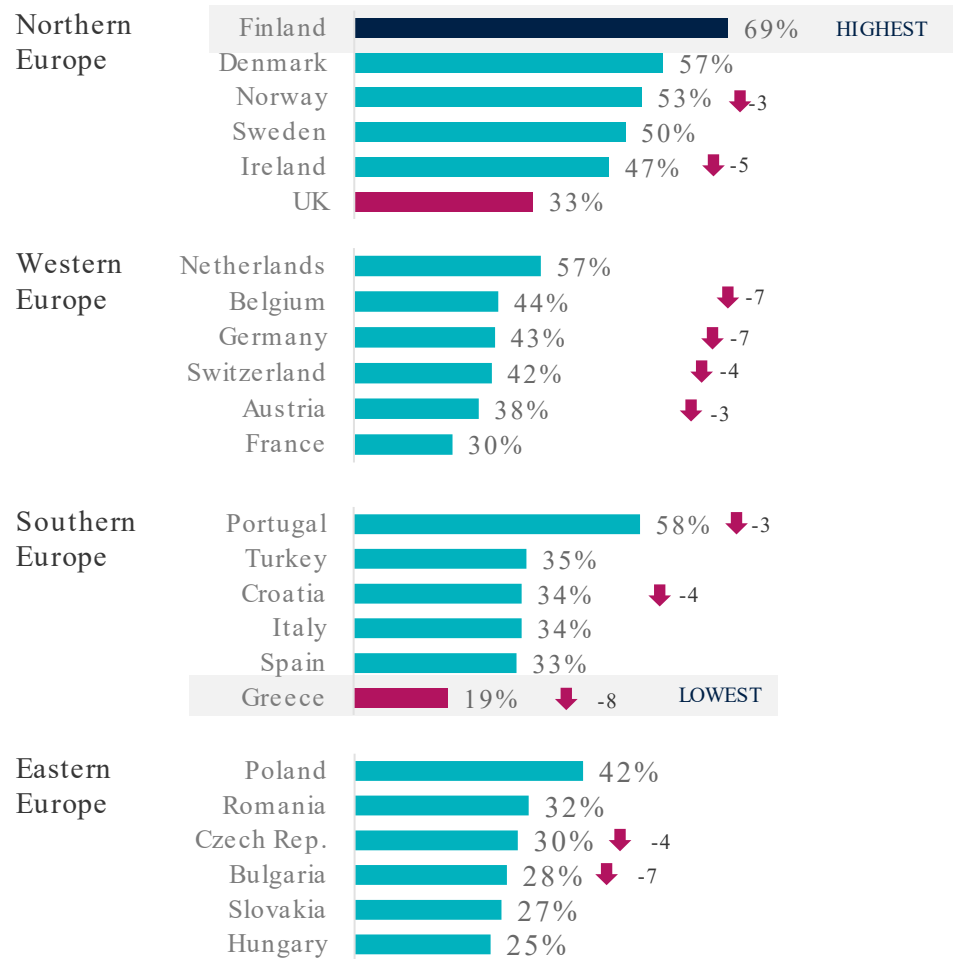
# Proportion that trusts most news most of the time

Trust is down in 15 markets, up in only 3

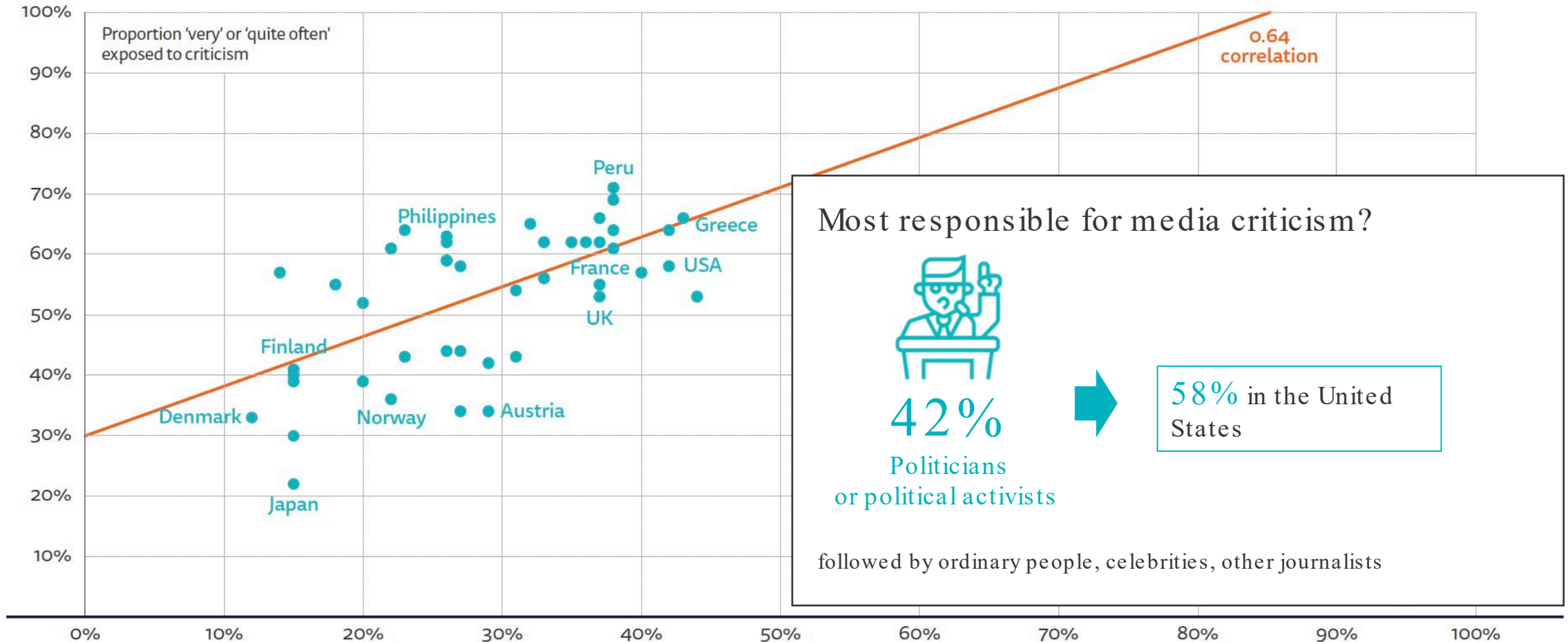


# Proportion that trusts most news most of the time

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# Exposure to media criticism and low trust may be linked



Q1\_Criticism\_2023. How often, if at all, do you see or hear people criticising journalists or the news media? Q6\_2016\_1. Thinking about news in general, do you agree or disagree with the following statements? – I think you can trust most news most of the time. Base: Total sample in each market ≈ 2000.

# Public service news media

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# Importance of publicly funded news – by age

Older people value publicly funded news media much more than younger groups. Those that value these institutions are most likely to use it themselves

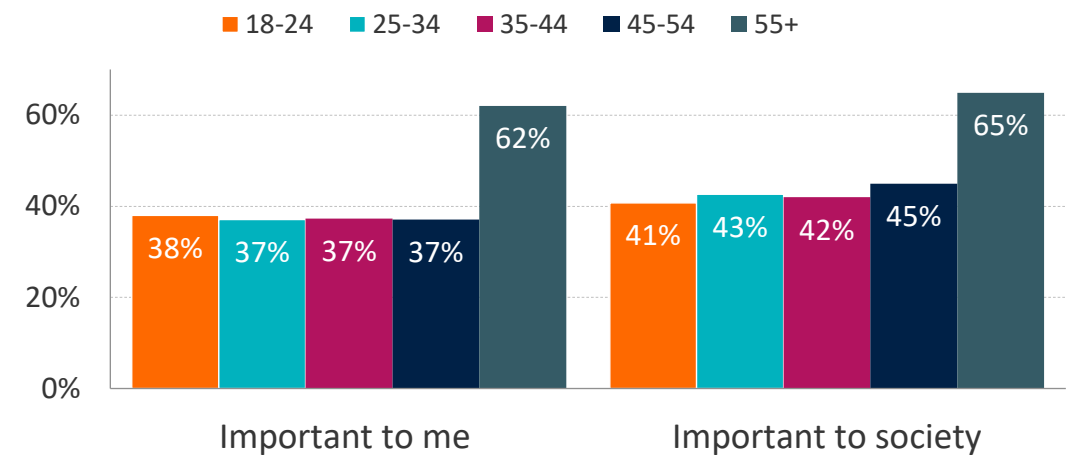
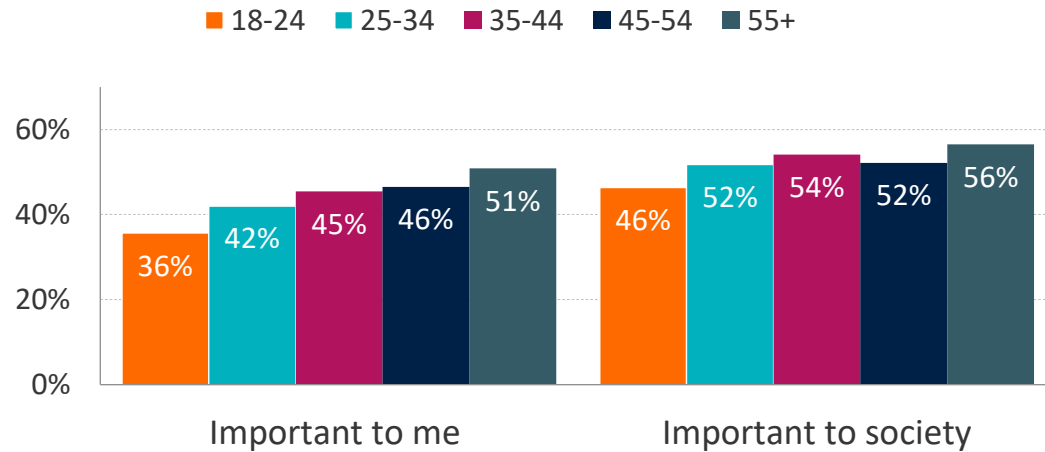
UNITED KINGDOM

BBC News



GERMANY

ARD News, ZDF Heute, etc ...



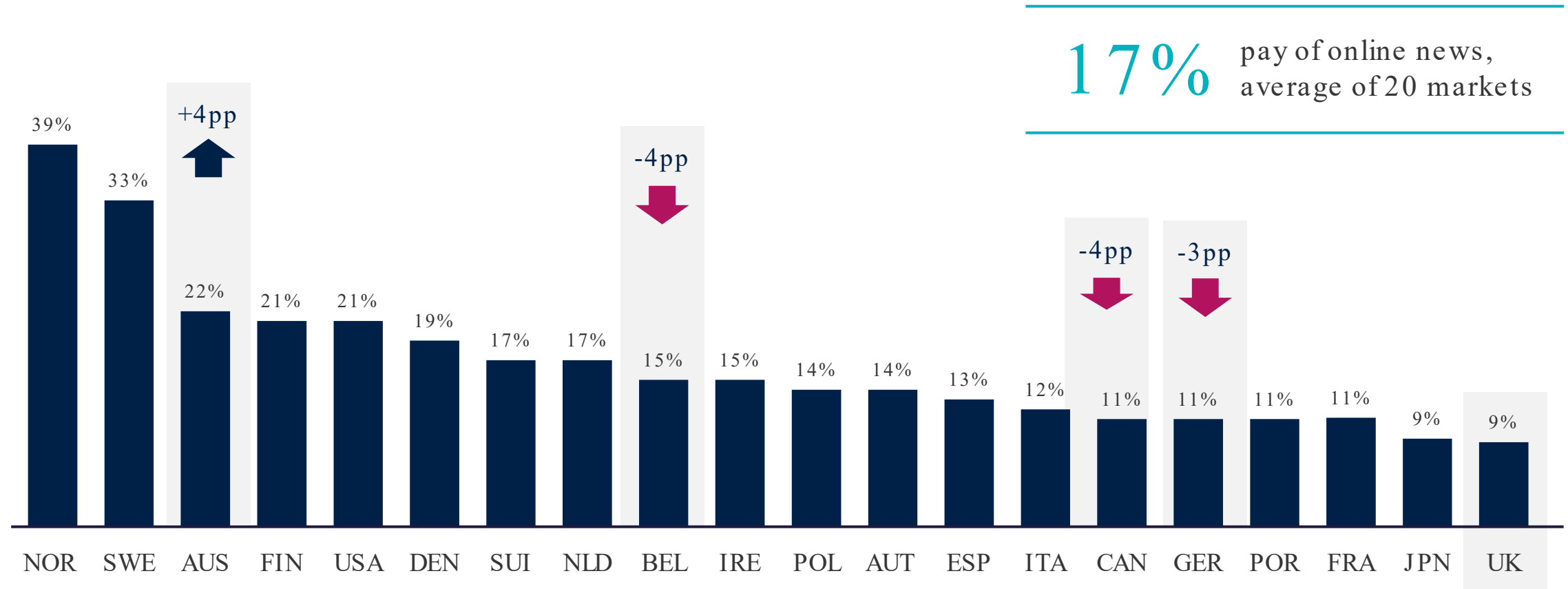
# Business of journalism under threat

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# Payment for online news may be levelling off?

Increases in Australia for second year in a row but some falls in Belgium, Canada and Germany



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

# Winner takes most story persists (mostly)

Big quality news brands are taking most of the subscribers with New York Times extending its lead over the Washington Post in the US



Also see success for niche subscriptions (politics, technology, business) and aggregators too ...

# Impact of cost of living crisis



39%

cancelled or renegotiated  
the price of one or more  
of their news subscriptions  
in the last year

(47% in United States, 32% United Kingdom)

“ I was spending too much on online subscriptions.  
I wanted to cut some cost mainly,  
I just couldn't afford it.”

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Female, USA, 24

“ The renewal rate for the Washington Post  
was much more than I could afford.  
I am retired on limited income.”

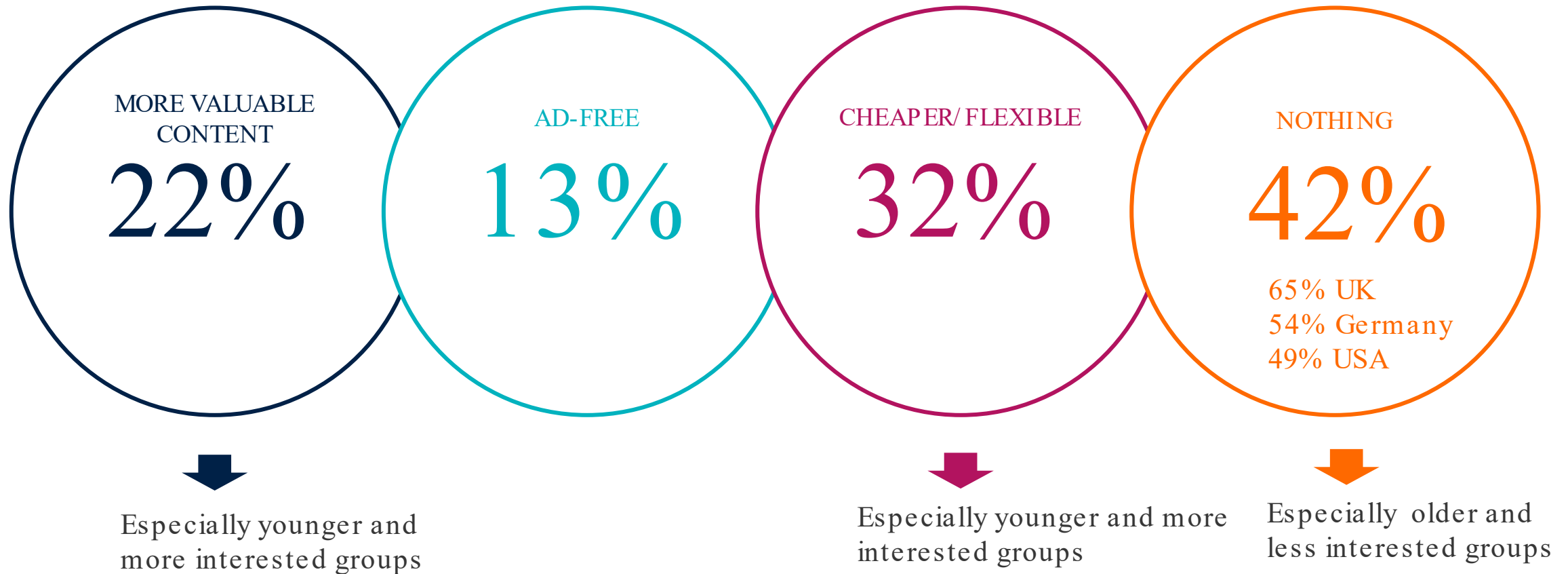
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Male, USA, 65

Q2\_Pay\_2023\_sub. Which, if any, of the following have you done in the last year? Base:  
Ongoing online news subscribers All= 4881, USA= 382, UK= 155.

# What might persuade non payers to pay for online news?

Lower price and greater convenience look the most likely options, but nothing would persuade many...



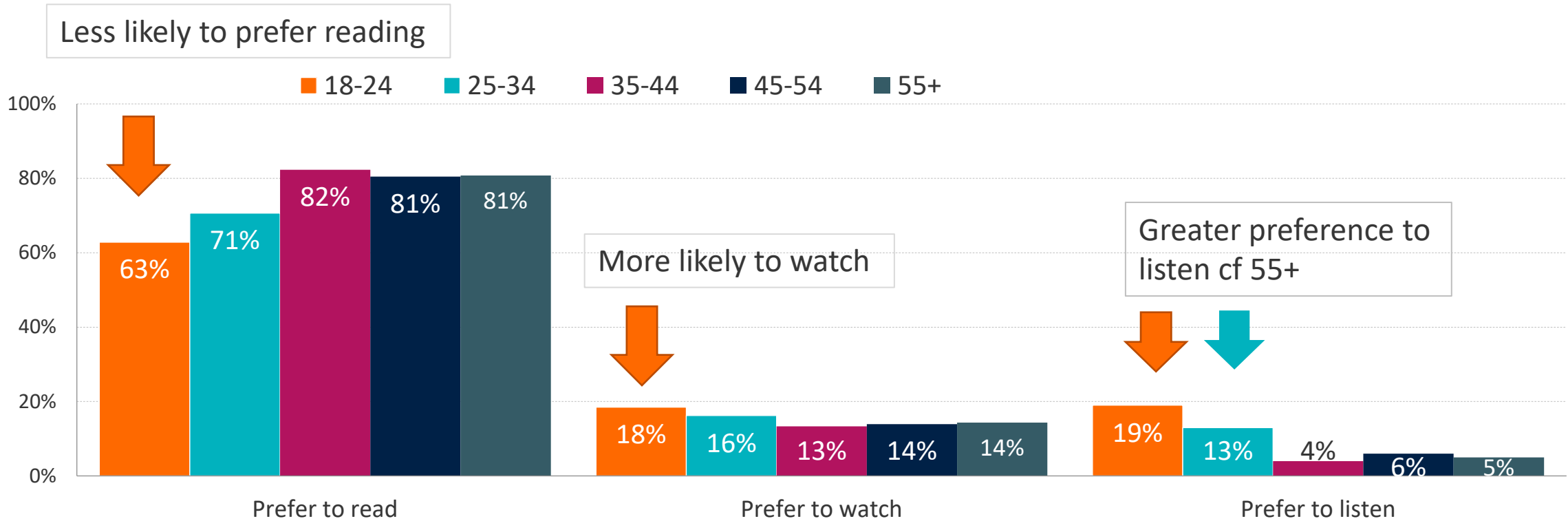
# Audio & Video

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# Young are more likely to choose watching or listening, compared with older groups

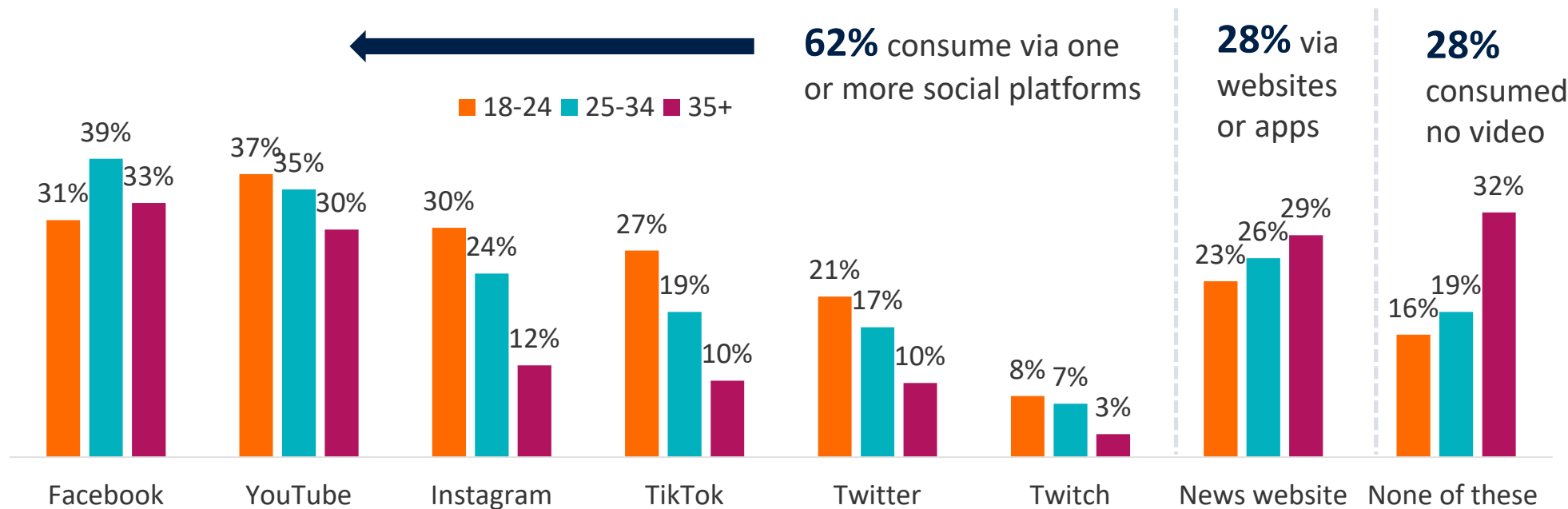


OPTQ11D\_2020\_rb. In thinking about your online habits around news and current affairs, which of the following statements applies best to you? Please select one. Base UK= 1740 (excl DKs)



# Most news video is consumed on Facebook and YouTube but TikTok is catching up

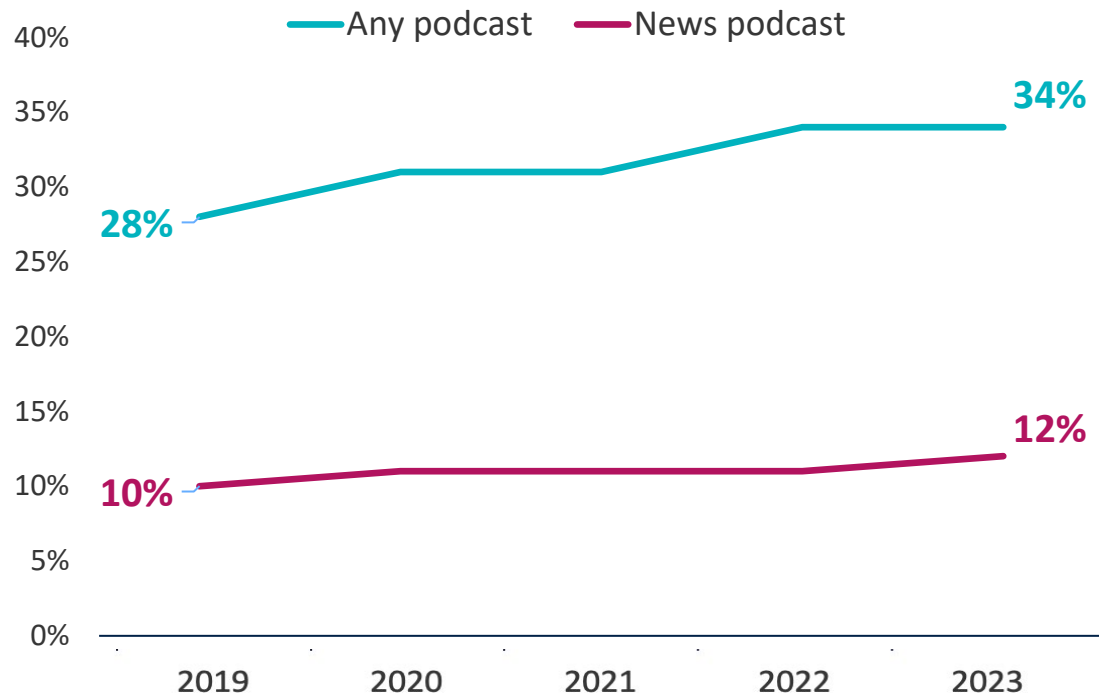
The biggest generational differences are seen when considering Instagram, TikTok and Twitter. In the last week, proportion of respondents who consumed online news video via:



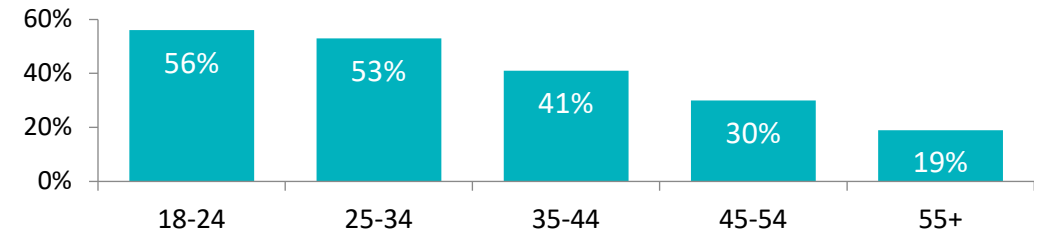
# Monthly podcasts over time

On average podcasts consumed monthly have grown from around a quarter to about a third (34%), but news podcasts have grown more slowly despite a big increase in supply.

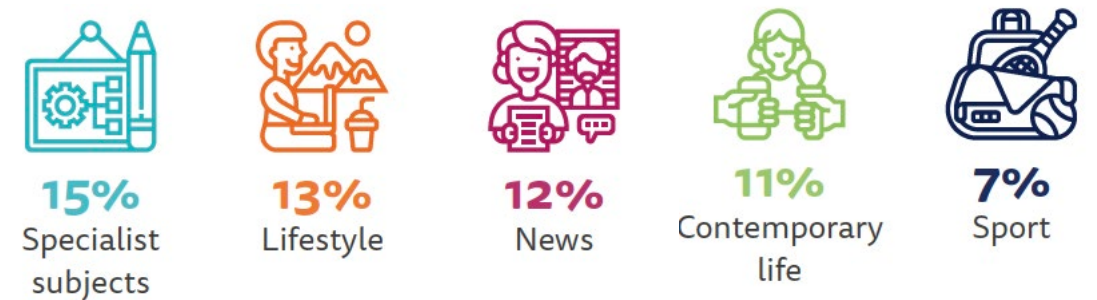
## 20 countries aggregated over time 2019-23



## Younger age profile



## Different types of podcast (2023)



# Top podcasts in the United Kingdom

Extended chat podcasts are amongst most popular format



Alastair Campbell and  
Rory Stewart

Goalhanger podcasts



Adam Fleming

NewsCast, BBC News



Podcast Name	Producer	Type	Av episode length
1= The Rest is Politics	Goalhanger podcasts	Extended chat	43m
1= NewsCast	BBC News	Extended chat	31m
1= The News Agents	Global Media	Extended chat	35m
4 Americast	BBC News	Extended chat	42m
5 Today in Focus	The Guardian	Deep dive	29m
6 Ukrainecast	BBC News	Extended chat	32m
7 The NS Podcast	New Statesman	Extended chat	24m
8 Joe Rogan Experience	Joe Rogan/Spotify	Extended chat	3 hr 10m
9 The Trawl	Jemma Forte & Marina Purkiss	Extended chat	35m
10 Oh God What Now	Podmasters	Extended chat	1 hr 6m

75%

of podcast hosts  
of top mentioned shows  
are men

31%

of mentioned podcasts  
come from the BBC (public  
broadcaster)

6%

of top podcasts listened to  
originate from outside the  
United Kingdom

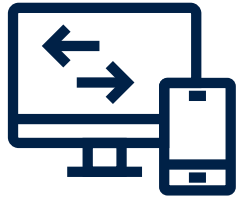
Q2\_Podcasts\_2023. You say that you have listened to a news podcast in the last month... which news podcasts do you listen to regularly? Base: News podcast listeners = 161

# Recap

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# Recap and takeaways



Platform shifts  
having profound impact

Driven by younger  
behaviours we are  
seeing move to more  
accessible, entertaining,  
and interactive formats  
that are more personality  
driven



Negative news,  
abundance, polarised  
politics ...

are contributing to low  
engagement, news  
avoidance and low trust.  
Audiences are looking  
for a more positive  
agenda and more hope



Business models are  
under pressure

Economic downturn is  
affecting subscription as  
well as advertising.  
Consumers are looking  
for more value and lower  
price. Single  
subscriptions on their  
own may not be enough?



Video and audio  
becoming more  
important over time:

They won't replace text  
but they will be critical to  
creating lasting  
relationships and new  
business models

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[digitalnewsreport.org/2023](https://digitalnewsreport.org/2023)

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