Reuters Institute Digital News Report 2025

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Reuters Institute Digital News Report 2025

Nic Newman with Amy Ross Arguedas, Craig T. Robertson, Rasmus Kleis Nielsen, and Richard Fletcher

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Foreword

Mitali Mukherjee
Director, Reuters Institute for the Study of Journalism (RISJ)

2024 was the Super-Year of Elections; an intense year for news coverage and in many countries, marked by polarised battles over tradition and change. Against that backdrop, news publishers continue to grapple with greater platform disruption and fragmentation, pressure on existing business models and an increasingly fraying connection with audiences. All of this punctuated by a rise in attacks on free press worldwide.

Over the last decade the *Digital News Report* has documented these shifts. Our findings point to a continuing fall in engagement with traditional media sources such as TV, print, and news websites, while dependence on social media, video platforms, and online aggregators grows.

While overall trust in the news has remained stable for the third year in a row at 40%, two emerging themes bear keen attention. The first is the rise of an alternative media ecosystem: YouTubers, TikTokers, and podcasters. This was evident both in the US and several global majority countries where social media are widely used to access news. Alternative media voices often have a wide reach and appeal to audiences that news publishers have been keen to engage with but the report also shows that, when it comes to underlying sources of false or misleading information, online influencers and personalities are seen as the biggest threat worldwide along with national politicians.

The second emerging theme is that AI chatbots are being used as a source of news for the first time. While the numbers are still relatively small overall, they are markedly higher for young audiences. The delicate dance for news publishers attempting to understand how best to use AI in news becomes more complicated as audiences in most countries remain sceptical about the use of AI in news; across countries, survey respondents expect that AI will make the news cheaper to produce but also less trustworthy.

Our report this year is based on data from almost 100,000 individual survey respondents. The addition of Serbia makes this the largest report we have published, covering 48 markets that together account for more than half the world's population. The increasing number and diversity of markets covered – 11 in Asia-Pacific, eight in the Americas, four in Africa, as well as 25 in Europe - have led us to compare fewer data points across the whole sample and to focus on meaningful comparisons across markets that are broadly similar. The report provides more detail about differences in polling samples in the pages outlining the methodology and the relevant country pages and we continue to work to improve data quality. Because we use online polling, our focus remains on countries with high internet penetration, though we remain committed over time to extending our work to more countries in the Global South – in line with the international mission of the Reuters Institute.

Given the richness of the research, this report can only convey a small part of the data and analysis. More detail is available on our website: https://reutersinstitute.politics.ox.ac.uk/ which contains slide packs and charts, along with a licence that encourages reuse, subject to attribution.

Making all this possible, we are hugely grateful to our sponsors, in particular to our main sponsor, the Google News Initiative, which continues to support research on a truly global scale, as well as BBC News, Code for Africa, Ofcom, the Irish Coimisiún na Meán, the Dutch Media Authority (CvdM), the Media Industry Research Foundation of Finland, the Fritt Ord Foundation, the Korea Press Foundation, Edelman UK, NHK (Japan), YouTube, and the Reuters news agency, as well as our academic sponsors at the Leibniz Institute for Media Research/Hans Bredow Institute, the University of Navarra, the University of Canberra, the Centre d'études sur les médias, Quebec, Canada, and Roskilde University, Denmark. Fundación Gabo continues to support the translation of the report into Spanish. We are delighted that Ringier International has joined the group of sponsors this year, enabling us to include Serbia for the first time and we are grateful that Code for Africa continues to support the report as we look to deepen our coverage of the majority world.

This is the last *Digital News Report* for our lead author Nic Newman. His authorship and contribution have been exemplary and it has been a privilege to have him as first author. We are delighted to now have Jim Egan take on that role, bringing deep industry experience and an international outlook to the report from 2026.

In a year where the magnitude of economic, social, and cultural change associated with electoral outcomes has been considerable, we hope the report continues to provide critical and useful data to newsrooms across the world as it reflects the will of audiences in the news they want to engage with.

Methodology

This study has been commissioned by the Reuters Institute for the Study of Journalism to understand how news is being consumed in a range of countries. Research was conducted by YouGov using an online questionnaire from the middle of January to the end of February 2025.

- Samples were assembled using nationally representative quotas for age, gender and region in every market. Education quotas were also applied in all markets except Kenya, Nigeria, Morocco, Peru, and Thailand. We also applied political quotas based on vote choice in the most recent national election in around a third of our markets including the United States, Australia, and much of Western Europe. The data in all markets were weighted to targets based on census/industry-accepted data.
- Data from India, Kenya, Nigeria, and South Africa are representative of younger English-speakers and not the national population, because it is not possible to reach other groups in a representative way using an online survey. The survey was fielded mostly in English in these markets,[1] and restricted to ages 18 to 50 in Kenya and Nigeria. Findings should not be taken to be nationally representative in these countries.
- More generally, online samples will tend to under-represent the news consumption habits of people who are older and less affluent, meaning online use is typically over-represented and traditional offline use under-represented. In this sense, it is better to think of results as representative of the *online* population. In markets in Northern and Western Europe, where internet penetration is typically over 95%, the differences between the online population and national population will be small, but in countries where internet penetration is lower, the differences between the online population and the national population will be large, meaning we need to be cautious when comparing between markets.
- The use of a non-probability sampling approach means that it is not possible to compute a conventional 'margin of error' for individual data points. However, differences of +/- 2 percentage points (pp) or less are very unlikely to be statistically significant and should be interpreted with a very high degree of caution. We typically do not regard differences of +/- 2pp as meaningful, and as a general rule we do not refer to them in the text. The same applies to small changes over time.
- Surveys capture people's self-reported behaviour, which does not always reflect people's actual behaviour due to biases and imperfect recall. They are useful for capturing people's opinions, but these are subjective and aggregates reflect public opinion rather than objective reality.[2] Even with relatively large sample sizes it is not possible to meaningfully analyse many minority groups. Some of our survey-based results will not match industry data, which are often based on different methodologies, such as web-tracking.
- A fuller description of the methodology, panel partners, and a discussion of non-probability sampling techniques can be found on our website along with the full questionnaire (reutersinstitute.politics.ox.ac.uk).

Market	Sample size	Population	Internet penetration
Europe			
UK	2,076	68m	96%
Austria	2,026	9m	95%
Belgium	2,046	11.7m	95%
Bulgaria	2,029	6.6m	80%
Croatia	2,092	4m	83%
Czech Republic	2,009	10.5m	86%
Denmark	2,013	5.9m	100%
Finland	2,015	5.5m	94%
France	2,015	65m	87%
Germany	2,047	83m	94%
Greece	2,010	10.3m	85%
Hungary	2,001	10m	92%
Ireland	2,000	5.1m	97%
Italy	2,008	59m	87%
Netherlands	2,020	17.7m	97%
Norway	2,031	5.5m	99%
Poland	2,015	40m	86%
Portugal	2,014	10.2m	86%
Romania	2,003	19.6m	89%
Serbia	2,010	7.1m	85%
Slovakia	2,013	5.7m	90%
Spain	2,014	48m	95%
Sweden	2,000	10.7m	96%
Switzerland	2,023	8.9m	97%
Turkey	2,002	86m	87%
Americas			
USA	2,053	342m	93%
Argentina	2,014	46m	89%
Brazil	2,006	218m	84%
Canada	2,031	39m	94%
Chile	2,009	19.7m	95%
Colombia	2,013	52m	77%
Mexico	2,010	129m	81%
Peru	2,022	35m	80%
Asia-Pacific			
Australia	2,006	27m	97%
Hong Kong	2,004	7.5m	96%
India	2,044	1,442m	56%
Indonesia	2,028	280m	69%
Japan	2,000	123m	87%
Malaysia	2,063	35m	98%
Philippines	2,014	119m	84%
Singapore	2,014	6.1m	94%
South Korea	2,038	52m	97%
Taiwan	2,018	23m	85%
Thailand	2,003	72m	90%
Africa			
Kenya	2,007	56m	35%
Morocco	2,012	38m	91%
Nigeria	2,044	229m	39%
South Africa	2,070	61m	76%

Source: United Nations population dashboard (https://www.unfpa.org/data/world-population-dashboard), International Telecommunication Union (ITU) (https://data.worldbank.org/indicator/IT.NET.USER.ZS) for internet penetration with the exception of Taiwan where all data come from the government of the Island territory.

[1] Respondents in India could choose to complete the survey in Hindi and respondents in Kenya could chose Swahili, but in both cases the vast majority selected an English survey.

[2] From 2012 to 2020 we filtered out respondents who said that they had not consumed any news in the past month. From 2021 onwards we included this group, which generally has lower interest in news. In previous years this group averaged around 2–3% of the starting sample in each market, meaning that the decision to include it has not affected comparative results in any significant way. Some figures have been affected by one or two points in the UK, USA, and Australia, and we have taken this into account when interpreting changes involving these years.

Authorship and Research Acknowledgements

Nic Newman is Senior Research Associate at the Reuters Institute for the Study of Journalism and is also a consultant on digital media, working actively with news companies on product, audience, and business strategies for digital transition. He writes an annual report for the Institute on future media and technology trends.

Dr Amy Ross Arguedas is a Postdoctoral Research Fellow in Digital News at the Reuters Institute for the Study of Journalism. She has worked extensively on issues around trust in media and previously worked as a journalist for the Costa Rican newspaper *La Nación*.

Dr Craig T. Robertson is a Postdoctoral Research Fellow at the Reuters Institute for the Study of Journalism whose interests include trends in news consumption, audience trust in and perceptions of news, and the impacts of technology on the news industry.

Prof. Rasmus Kleis Nielsen is Professor in the Department of Communication at the University of Copenhagen and Senior Research Associate at the Reuters Institute for the Study of Journalism.

Dr Richard Fletcher is Director of Research at the Reuters Institute for the Study of Journalism. He is primarily interested in global trends in digital news consumption, the use of social media by journalists and news organisations, and the relationship between technology and journalism.

Market-level commentary and additional insight around media developments have been provided by academic partners and by our network of Reuters Journalist Fellows around the world. RISJ Senior Research Associate Dr David Levy did invaluable work editing and further developing many of the country profiles in this year's report as did Giles Wilson. Additional expert analysis and interpretation of the survey data were provided by the team at YouGov, in particular, Charlotte Clifford, David Eastbury, Caryhs Innes, Mimi Smith-Jones, and Ben Seddon.

SECTION 1

SECTION 1

Executive Summary and Key Findings

Nic Newman
Senior Research Associate,
Reuters Institute for the Study of Journalism

This year's report comes at a time of deep political and economic uncertainty, changing geo-political alliances, not to mention climate breakdown and continuing destructive conflicts around the world. Against that background, evidence-based and analytical journalism should be thriving, with newspapers flying off shelves, broadcast media and web traffic booming. But as our report shows, the reality is very different. In most countries we find traditional news media struggling to connect with much of the public, with declining engagement, low trust, and stagnating digital subscriptions.

An accelerating shift towards consumption via social media and video platforms is further diminishing the influence of 'institutional journalism' and supercharging a fragmented alternative media environment containing an array of podcasters, YouTubers, and TikTokers. Populist politicians around the world are increasingly able to bypass traditional journalism in favour of friendly partisan media, 'personalities', and 'influencers' who often get special access but rarely ask difficult questions, with many implicated in spreading false narratives or worse.

These trends are increasingly pronounced in the United States under Donald Trump, as well as parts of Asia, Latin America, and Eastern Europe, but are moving more slowly elsewhere, especially where news brands maintain a strong connection with audiences. In countries where press freedom is under threat, alternative ecosystems also offer opportunities, at their best, to bring fresh perspectives and challenge repressive governments. But at the same time these changes may be contributing to rising political polarisation and a coarsening debate online. In this context, our report uncovers a deep divide between the US and Europe, as well as between conservatives and progressives everywhere, over where the limits of free speech should lie – with battle lines drawn over the role of content moderation and fact-checking in social media spaces.

This year's survey also highlights emerging challenges in the form of AI platforms and chatbots, which we have asked about for the first time. As the largest tech platforms integrate AI summaries and other news-related features, publishers worry that these could further reduce traffic flows to websites and apps. But we also show that in a world increasingly populated by synthetic content and misinformation, all generations still prize trusted brands with a track record for accuracy, even if they don't use them as often as they once did.

With growing numbers of people selectively (and in some cases consistently) avoiding the news, we look into the potential benefits of using new generative AI technologies to personalise content and make it feel more engaging for younger people. Our report, which is supported by qualitative research in three markets (the UK, US, and Norway), also includes a chapter on the changing state of podcasting as the lines blur with video talk shows and explores the prospects for charging for audio content. We also investigate where the value lies in local news and what appetite there might be towards more flexible ways of paying for online content, including 'news bundles'.

This fourteenth edition of our *Digital News Report*, which is based on data from six continents and 48 markets, including Serbia for the first time, reminds us that these changes are not always evenly distributed. While there are common challenges around the pace of change and the disruptive role of platforms, other details are playing out differently depending on the size of the market, long-standing habits and culture, and the relationship between media and politics. The overall story is captured in this Executive Summary, followed by Section 2 with chapters containing additional analysis, and then individual country and market pages in Section 3.

KEY FINDINGS

- Engagement with traditional media sources such as TV, print, and news websites continues to fall, while dependence on social media, video platforms, and online aggregators grows. This is particularly the case in the United States where polling overlapped with the first few weeks of the new Trump administration. Social media news use was sharply up (+6pp) but there was no 'Trump bump' for traditional sources.
- Personalities and influencers are, in some countries, playing a significant role in shaping public debates. One-fifth (22%) of our United States sample says they came across news or commentary from popular podcaster Joe Rogan in the week after the inauguration, including a disproportionate number of young men. In France, young news creator Hugo Travers (HugoDécrypte) reaches 22% of under-35s with content distributed mainly via YouTube and TikTok. Young influencers also play a significant role in many Asian countries, including Thailand.
- News use across online platforms continues to fragment, with six online networks now reaching more than 10% weekly with news content, compared with just two a decade ago. Around a third of our global sample use Facebook (36%) and YouTube (30%) for news each week. Instagram (19%) and WhatsApp (19%) are used by around a fifth, while TikTok (16%) remains ahead of X at 12%.
- Data show that usage of X for news is stable or increasing across many markets, with the biggest uplift in the United States (+8pp), Australia (+6pp), and Poland (+6pp). Since Elon Musk took over the network in 2023 many more right-leaning people, notably young men, have flocked to the network, while some progressive audiences have left or are using it less frequently. Rival networks like Threads, Bluesky, and Mastodon are making little impact globally, with reach of 2% or less for news.
- Changing platform strategies mean that video continues to grow in importance as a source of news. Across all markets the proportion consuming social video has grown from 52% in 2020 to 65% in 2025 and any video from 67% to 75%. In the Philippines, Thailand, Kenya, and India more people now say they prefer to watch the news rather than read it, further encouraging the shift to personality-led news creators.
- Our survey also shows the importance of news podcasting in reaching younger, better-educated audiences. The United States has among the highest proportion (15%) accessing one or more podcasts in the last week, with many of these now filmed and distributed via video platforms such as YouTube and TikTok. By contrast, many northern European podcast markets remain dominated by public broadcasters or big legacy media companies and have been slower to adopt video versions.

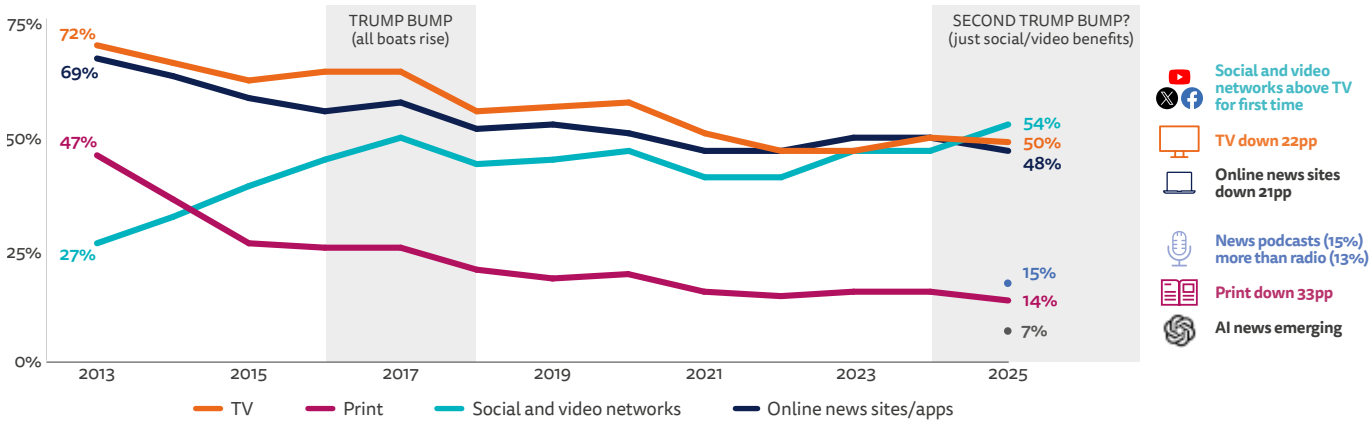
- TikTok is the fastest growing social and video network, adding a further 4pp across markets for news and reaching 49% of our online sample in Thailand (+10pp) and 40% in Malaysia (+9pp). But at the same time people in those markets see the network as one of the biggest *threats* when it comes to false or misleading information, along with Facebook.
- Overall, over half our sample (58%) say they remain concerned about their ability to tell what is true from what is false when it comes to news online, a similar proportion to last year. Concern is highest in Africa (73%) and the United States (73%), with lowest levels in Western Europe (46%).
- When it comes to underlying *sources* of false or misleading information, online influencers and personalities are seen as the biggest threat worldwide (47%), along with national politicians (47%). Concern about influencers is highest in African countries such as Nigeria (58%) and Kenya (59%), while politicians are considered the biggest threat in the United States (57%), Spain (57%), and much of Eastern Europe.
- Despite this, the public is divided over whether social media companies should be removing more or less content that may be false or harmful, but not illegal. Respondents in the UK and Germany are most likely to say too little is being removed, while those in the United States are split, with those on the right believing far too much is already taken down and those on the left saying the opposite.
- We find AI chatbots and interfaces emerging as a source of news as search engines and other platforms integrate real-time news. The numbers are still relatively small overall (7% use for news each week) but much higher with under-25s (15%).
- With many publishers looking to use AI to better personalise news content, we find mixed views from audiences, some of whom worry about missing out on important stories. At the same time there is some enthusiasm for making the news more accessible or relevant, including summarisation (27%), translating stories into different languages (24%), better story recommendations (21%), and using chatbots to ask questions about news (18%).
- More generally, however, audiences in most countries remain sceptical about the use of AI in the news and are more comfortable with use cases where humans remain in the loop. Across countries they expect that AI will make the news cheaper to make (+29 net difference) and more-up-to-date (+16) but less transparent (-8), less accurate (-8), and less trustworthy (-18).
- These data may be of some comfort to news organisations hoping that AI might increase the value of human-generated news. To that end we find that trusted news brands, including public service news brands in many countries, are still the most frequently named place people say they go when they want to check whether something is true or false online, along with official (government) sources. This is true across age groups, though younger people are proportionately more likely than older groups to use social media to check information as well as AI chatbots.
- One more relatively positive sign is that overall trust in the news (40%) has remained stable for the third year in a row, even if it is still four points lower overall than it was at the height of the Coronavirus pandemic.
- As publishers look to diversify revenue streams, they are continuing to struggle to grow their digital subscription businesses. The proportion paying for any online news remains stable at 18% across a basket of 20 richer countries – with the majority still happy with free offerings. Norway (42%) and Sweden (31%) have the highest proportion paying, while a fifth (20%) pay in the United States. By contrast, 7% pay for online news in Greece and Serbia and just 6% in Croatia.

TRADITIONAL NEWS MEDIA LOSING INFLUENCE – UNITED STATES IN THE SPOTLIGHT

If Donald Trump's first-term victory was facilitated by mass exposure in the mainstream media and plenty of airtime from partisan outlets, this time around his success was at least in part due to his courting of an alternative media ecosystem that includes podcasters and YouTubers. That process has continued in office, with social media influencers and content creators invited to press briefings while some traditional media have found access denied. We can see some of the reasons for this change of approach through a number of data points in our survey.

First, the proportion accessing news via social media and video networks in the United States (54%) is sharply up – overtaking both TV news (50%) and news websites/apps (48%) for the first time. Eight years ago, the so-called 'Trump bump' raised all boats (or temporarily stalled their sinking), including access to news websites, TV, and radio, but this time round only social and video networks (and most likely podcasts too) have grown, supporting a sense that traditional journalism media in the US are being eclipsed by a shift towards online personalities and creators.

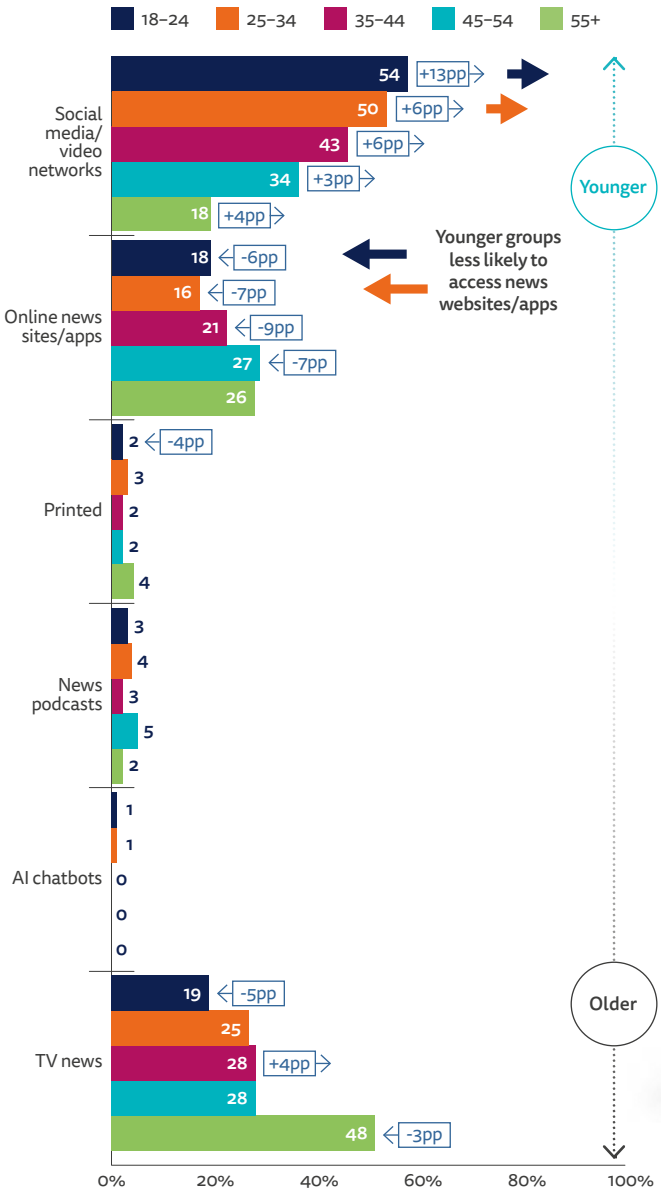
PROPORTION THAT USED EACH AS A SOURCE OF NEWS IN THE LAST WEEK (2013–2025) - USA



Q3. Which, if any, of the following have you used in the last week as a source of news? *Base: Total sample in each year ≈ 2000. Note: No data for 2014. There was a sampling and weighting change from 2021 onwards.*

These shifts are in large part driven by younger groups – so-called digital and social natives. Over half of under-35s in the United States – 54% of 18–24s and 50% of 25–34s – now say that social media/video networks are their main source (+13pp and +6pp respectively compared with last year). But all age groups are prioritising social media to a greater extent – at the expense of traditional channels such as websites and TV news.

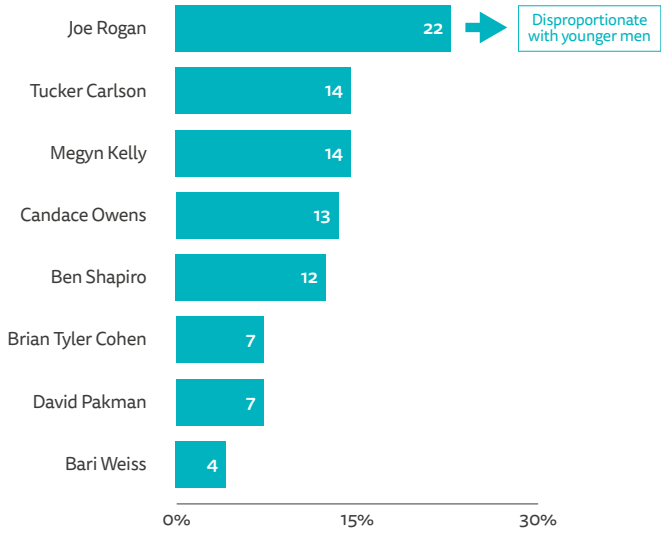
PROPORTION THAT SAY EACH IS THEIR MAIN SOURCE OF NEWS (BY AGE GROUP) - USA



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 that used a source of news in the last week aged 18-24 = 213, 25-34 = 328, 35-44 = 296, 45-54 = 227, 55+ = 788.*

During the recent US election both main presidential candidates gave interviews to personalities and creators who have been building significant audiences via online platforms such as YouTube and X. In our survey we can see for the first time how influential some of these have become. One-fifth (22%) said they had come across podcaster and comedian Joe Rogan discussing or commenting on news in the previous week, with 14% saying the same about Tucker Carlson, the former Fox News anchor, who now operates content across multiple social media and video networks including X and YouTube. Other widely accessed personalities include Megyn Kelly, Candace Owens, and Ben Shapiro from the right and Brian Tyler Cohen and David Pakman from the left. Analysis from our 2024 *Digital News Report* shows that the vast majority of top creators discussing politics are men.

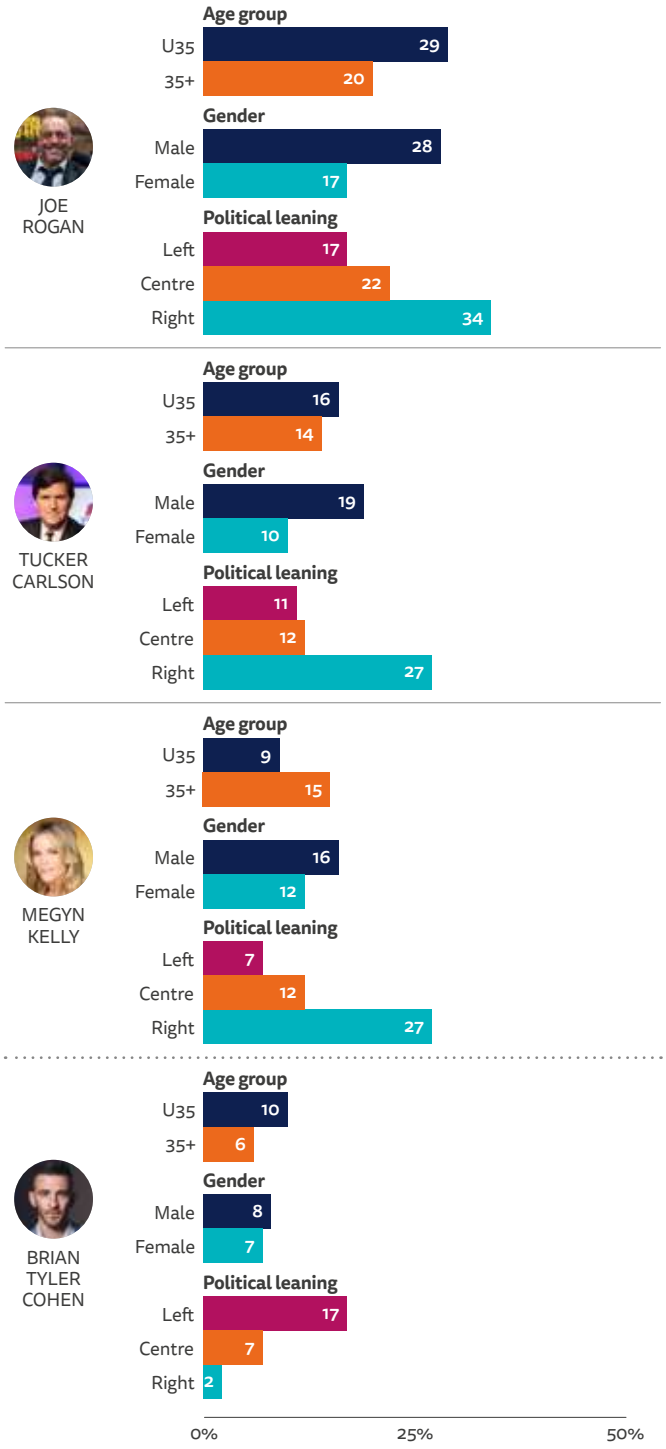
PROPORTION THAT SAW EACH DISCUSSING OR COMMENTING ON THE NEWS IN THE LAST WEEK – USA



Q5c. Which of the following people, if any, have you seen discussing or commenting on the news in the last week? *Base: 2053.*

These are not *just* big numbers in themselves. These creators are also attracting audiences that traditional media struggle to reach. Some of the most popular personalities over-index with young men, with right-leaning audiences, and with those that have low levels of trust in mainstream media outlets, seeing them as biased or part of a liberal elite.

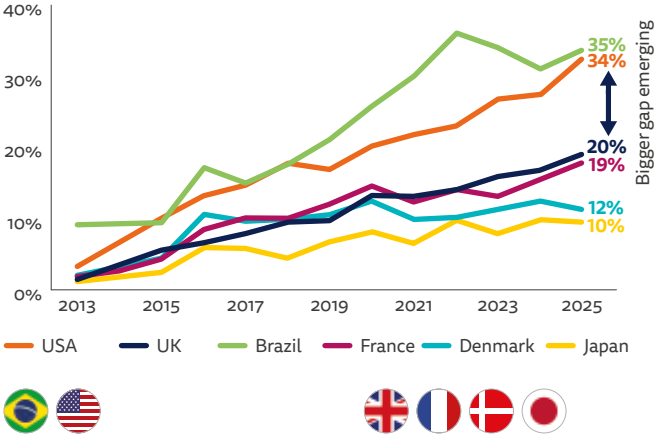
PROPORTION THAT SAW EACH DISCUSSING OR COMMENTING ON THE NEWS IN THE LAST WEEK – USA



Q5c. Which of the following people, if any, have you seen discussing or commenting on the news in the last week? *Base: U35 = 601, 35+ = 1452, Male = 974, Female = 1079, Left = 476, Centre = 867, Right = 454.*

The rise of social media and personality-based news is not unique to the United States, but changes seem to be happening faster – and with more impact – than in other countries. The proportion that say social media are their *main source of news*, for example, is relatively flat in Japan and Denmark, though it has also increased in other counties with polarised politics such as the UK (20%) and France (19%). But in terms of overall dependence, the United States seems to be on a different path – joining a set of countries in Latin America, Africa, and parts of Asia where heavy social media and political polarisation have been part of the story for some time.

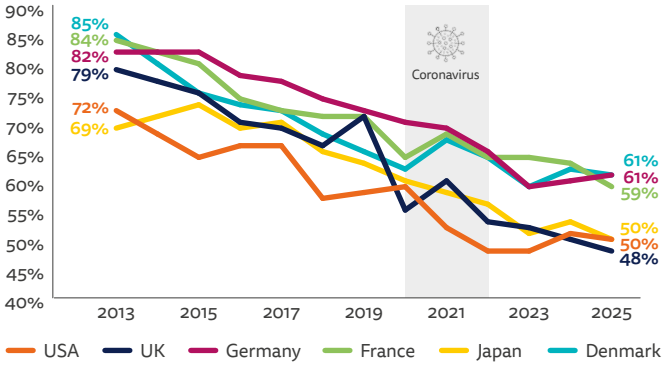
PROPORTION THAT SAY SOCIAL MEDIA IS THEIR MAIN SOURCE OF NEWS (2013–2025) – SELECTED COUNTRIES



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 that used a source of news in the last week in each country-year ≈ 1900. Note: No data for 2014. There was a sampling and weighting change from 2021 onwards.*

At the same time, we find a continued decline in audiences for traditional TV news, as audiences switch to online streaming for drama, sport, news, and more. TV news reach in France and Japan, for example, is down 4pp and 3pp to 59% and 50% respectively. Linear radio news, which had been relatively stable, is also on a downward trend, with younger audiences often preferring on-demand audio formats such as podcasting.

PROPORTION THAT USED TELEVISION AS A SOURCE OF NEWS IN THE LAST WEEK (2013–2025) – SELECTED COUNTRIES



Q3. Which, if any, of the following have you used in the last week as a source of news? *Base: Total sample in each country-year ≈ 2000. Note: No data for 2014. There was a sampling and weighting change from 2021 onwards.*

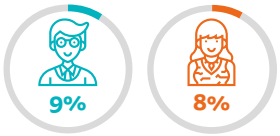
Taken together, these trends seem to be encouraging the growth of a personality-driven alternative media sector which often sets out its stall in opposition to traditional news organisations, even if, in practice, many of the leading figures are drawn from these. Prominent YouTubers outside the United States include Julian Reichelt, a former editor of *Bild* in Germany, and Piers Morgan, a former newspaper editor and TV presenter in the UK, but mostly name recognition in Europe for these news creators is much lower than the US. One exception, which we also noted in last year's report, is the young French creator Hugo Travers, better known by the

pseudonym HugoDécrypte, who has built a popular media business based on YouTube and TikTok where he tries to explain the news to younger audiences. Our data suggest that he now has a level of reach with under-35s that is comparable with or higher than many French mainstream news organisations.

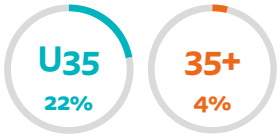
PROPORTION THAT SAW HUGO TRAVERS (HUGODÉCRYPTE) DISCUSSING OR COMMENTING ON THE NEWS IN THE LAST WEEK - FRANCE

Under-35s in France say they have seen Hugo discussing or commenting on news in the last week.

By gender



By age group



Q5c. Which of the following people, if any, have you seen discussing or commenting on the news in the last week? *Base: U35 = 490, 35+ = 1525, Male = 954, Female = 1061.*

Young news creators are also having an impact in other parts of the world. In Thailand, where the limits of expression have often been tightly controlled, a generation of social media influencers are changing the nature of information consumption, making it more outspoken and less formal. Influential TikTokers include Anuwat Noom (5m followers) and Phakkawat Rattanasiriampai (Pond on News) who has built an audience of more than 3m followers for his concise and accessible takes on the news. Kanchai Kamnerdploy is an actor, journalist, and news anchor whose often controversial talk show is watched by millions via Facebook and YouTube, as well as via conventional TV. More than half our Thai respondents (60%) say they saw him discussing or commenting on news in the previous week.

Kanchai Kamnerdploy

Pond on News

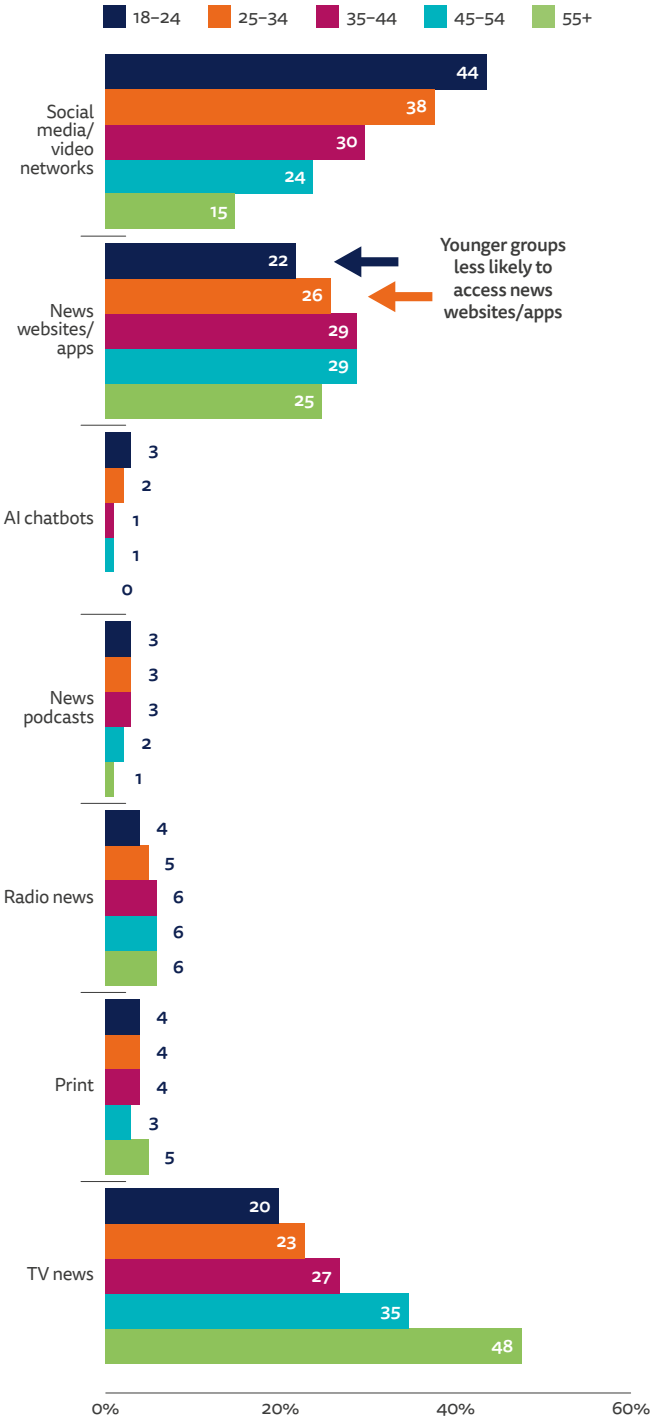
Anuwat Noom

In this sometimes-confusing alternative ecosystem the lines are often blurred between journalism, activism, and politics. In Romania, Călin Georgescu built his campaign for the presidency largely through regular appearances on far-right podcasts and a successful TikTok channel where he talked about his love of judo alongside his anti-EU and pro-Russian views. Despite being banned from participating in May's rerun elections, Georgescu remains the most-mentioned individual as a source of news in social media by Romanian respondents.

For more detail see Romania and Thailand country pages in section 3. See also Bulgaria, Kenya, and India.

Across all 48 markets, dependence on social media and video networks for news is highest with younger demographics, with 44% of 18–24s saying these are their main source of news and 38% for 25–34s. These groups also show a reluctance to visit news websites or apps, compared with those aged 35–54. We also added news podcasts and AI chatbots to this question for the first time and these newer sources are increasing the challenges of attention for traditional news media – amongst younger audiences in particular – a point we'll return to later in this summary.

PROPORTION THAT SAY EACH IS THEIR MAIN SOURCE OF NEWS – BY AGE GROUP – ALL MARKETS



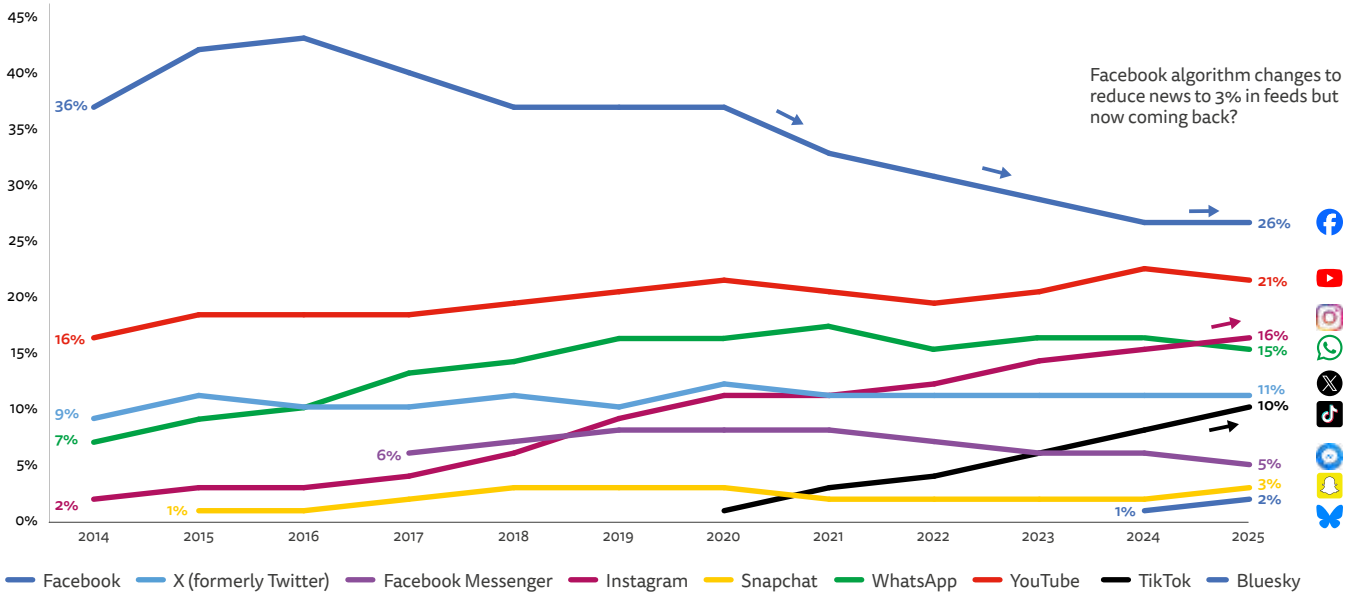
Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news? *Base: All that used a source of news in the last week: 18-24 = 9807, 25-34 = 15,722, 35-44 = 16,354, 45-54 = 15,804, 55+ = 33,449.*

PLATFORM RESETS AND THEIR IMPACT ON NEWS MEDIA

Last year we showed how changes to platform strategies for social media companies such as Meta – including a pulling back from news and investing in video and creator content – were making it even harder for publishers to reach specific audiences. Following Trump's victory, Meta announced – in another sharp turn of direction – that they will show more political content, but the effects of this, and what it means for publishers in different countries, are yet to be seen.

This year's data show continuing strengthening of video-based platforms and a further fragmentation of consumption. There are now six networks with weekly news reach of 10% or more compared with just two a decade ago, Facebook and YouTube. Although these networks remain the most important for news amongst the basket of 12 countries we have been tracking since 2014, they are increasingly challenged by Instagram and TikTok with younger demographics. But Messenger (5%), LinkedIn (4%), Telegram (4%,) Snapchat (3%), Reddit (3%), Threads (1%), and Bluesky (1%) are also an important part of the mix for specific audiences or for particular occasions.

PROPORTION THAT USED EACH NETWORK AS A SOURCE OF NEWS IN THE LAST WEEK (2014–2025) – SELECTED COUNTRIES



Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? *Base: Total sample in each country-year in UK, USA, Germany, France, Spain, Italy, Denmark, Finland, Australia, Japan (2014-25), Brazil & Ireland (2015-25) ≈ 2000. Note: We did not ask about Bluesky in France, Italy, Finland, Denmark, Japan, and Canada (2024) and in France, Italy, Denmark, and Japan (2025).*

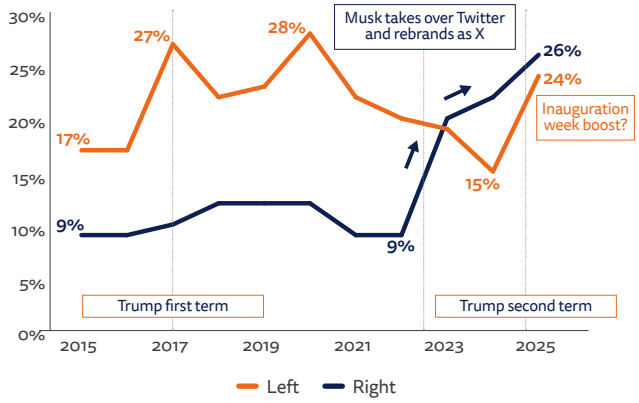
ELON MUSK'S X AUDIENCE SHIFTS *RIGHT*WARDS - NO LOSS OF OVERALL REACH

It is striking to see that X has *not* lost reach for news on aggregate across our 12 countries despite a widespread X-odus by liberals and journalists, including some prominent news organisations, some of whom have relocated to Threads or Bluesky.[3] It may be that X's reach is less affected than regular engagement, which industry research suggests had been declining before Trump's return to the White House.[4]

In the US, at least, the election and its aftermath seems to have re-energised the network. Our poll, which was conducted in the weeks after the inauguration, showed that the use of X for news was 8pp higher than the previous year, reaching almost a quarter (23%) of the adult population.

When analysing the change in Twitter/X's audience over time in the US (see next chart) we can see how Jack Dorsey's Twitter (pre-2022) was populated mostly by those on the progressive side of the political spectrum, but the proportion that self-identify on the right tripled after Elon Musk took over. The billionaire has courted and platformed conservative and right-wing commentators while using his own account to boost Donald Trump and champion 'free speech' causes. Several studies have shown how X's influential algorithm is also now pushing right-leaning perspectives including his own (Graham and Andrejevic 2024) which may have contributed to this shift in audience.

PROPORTION THAT USED TWITTER/X FOR NEWS IN THE LAST WEEK – BY POLITICAL LEANING (2015–2025) – USA

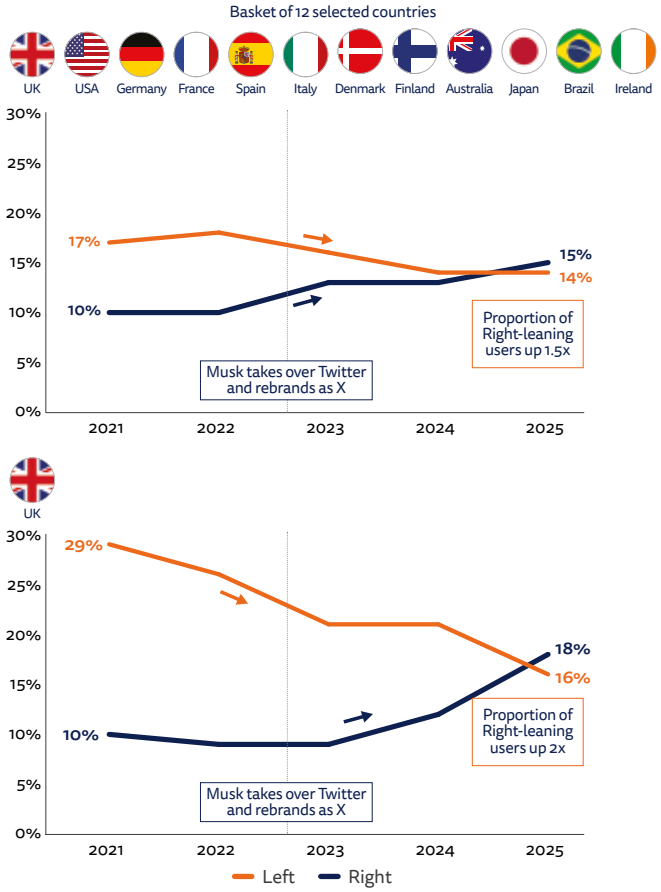


Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? *Base: Left ≈ 500, Right ≈ 500 in each year.*

[3] https://www.theguardian.com/media/2024/nov/13/why-the-guardian-is-no-longer-posting-on-x
[4] https://techsabado.com/2024/08/28/social-media-x-formerly-twitter-engagement-rate-drops-almost-40/

Across countries we see similar trends with right-leaning audiences (and creators) increasingly drawn to the platform. In the UK right-leaning audiences have almost doubled since the X makeover and progressive audiences have halved. Elon Musk has used his own account (219m followers) to label Britain a 'police state' due to its measures against rioters involved in violent clashes last summer, advocated for the release of a jailed far-right activist, and accused Prime Minister Keir Starmer of failing to act against gangs that sexually exploited girls.[5] Across our wider group of 12 countries, we find similar trends with right-leaning audiences now level or slightly ahead.

PROPORTION THAT USED TWITTER/X FOR NEWS IN THE LAST WEEK – BY POLITICAL LEANING (2021–2025)



Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? *Base: Left/Right in each year in basket of 12 select countries ≈ 4100/3800, UK ≈ 300/300.*

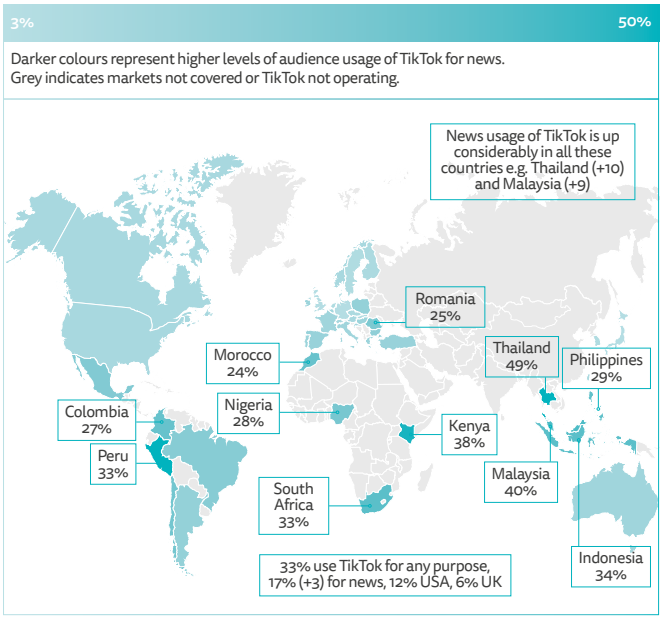
These data show the challenge for news media that say they are putting fewer resources into the platform due to lower engagement and a hostile environment (Newman and Cherubini 2025), but worry that journalism could be ceding important ground to content creators and influencers peddling opinions not based in evidence.

TIKTOK GROWTH CONTINUES FOR NEWS

While X remains a powerful force in the United States and a few other countries, the most significant story elsewhere is fast-growing news consumption on TikTok, as well as consistently high levels of news use via YouTube and Facebook.

Overall, a third (33%) of our global sample use TikTok for any purpose and about half of those use the app for news (17%). The fastest growth is in Thailand where almost half of our sample (49%) now uses TikTok for news, up 10pp on last year, but there are increases everywhere, especially with younger groups. TikTok use is much lower in the United States (12%) and Europe overall (11%), though stronger with younger demographics.

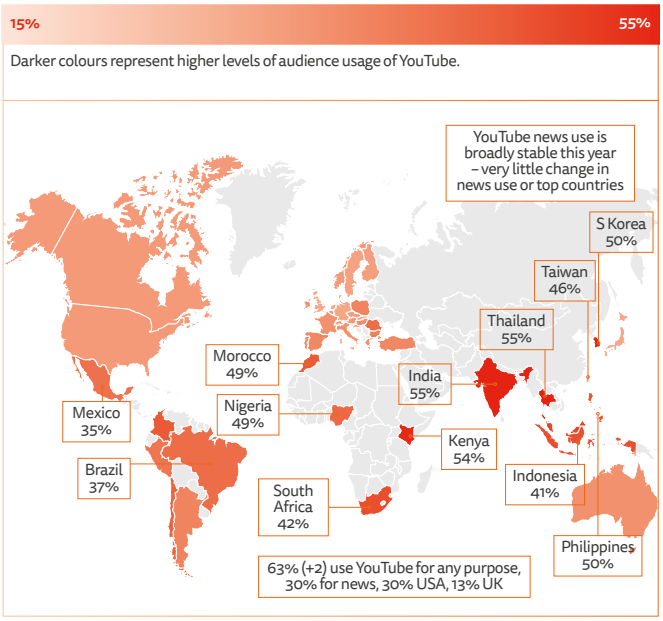
PROPORTION THAT USED TIKTOK FOR NEWS IN THE LAST WEEK
Top markets are almost all in the Global South



Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? *Base: Total sample in each market ≈ 2000. Note: TikTok has been banned in India and does not operate in Hong Kong.*

Weekly YouTube use, for any purpose, is up 2pp on aggregate to 63%, with news use stable at 30%. Once again, we find the heaviest news users of this video platform are in Africa and parts of Asia. Over half of our samples in India, Thailand, and Kenya say they use YouTube for news. Growth has been driven by relatively cheap data charges along with lower literacy levels historically, preferencing video formats.

PROPORTION THAT USED YOUTUBE FOR NEWS IN THE LAST WEEK
Top markets are almost all in the Global South



Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? *Base: Total sample in each market ≈ 2000.*

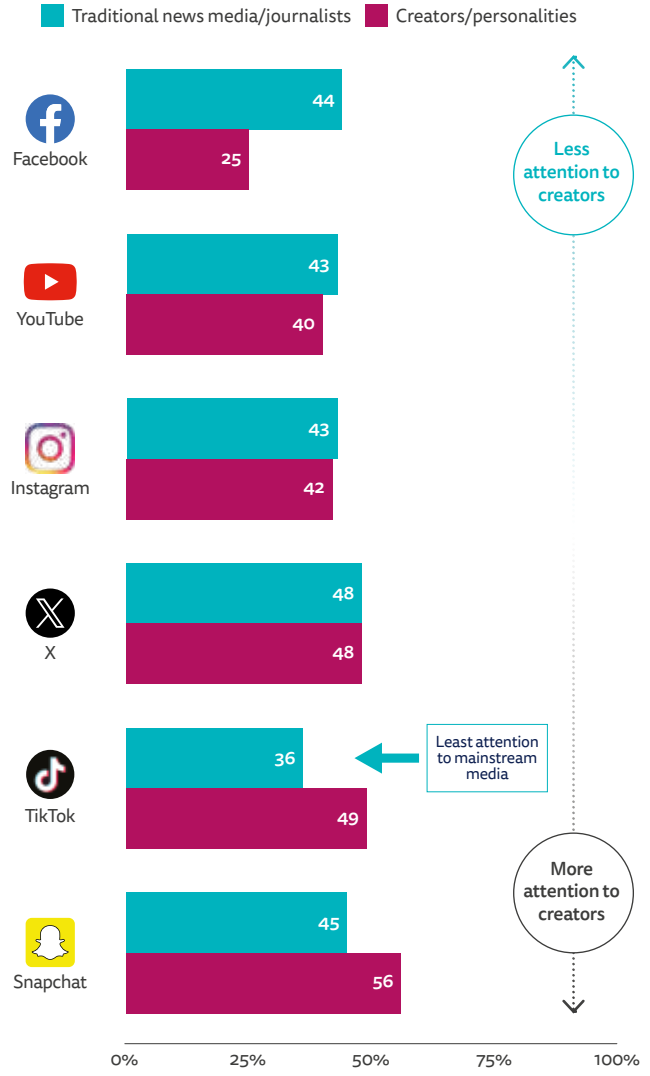
[5] https://www.bbc.co.uk/news/articles/cy7kpvndyyxo

RISE OF VIDEO NETWORKS INCREASES PRESSURE ON NEWS MEDIA

Traditional social networks such as Facebook and Twitter were built around the social graph – effectively this meant content posted directly by your friends and contacts. But video networks such as YouTube and TikTok are driven much more by creator-content and 'must see' hits.

For several years we have asked where people pay attention when using social networks and have found that mainstream media is at best challenged by – at worst losing out to – these online creators and personalities, even when it comes to news. This trend is evident again this time in data aggregated across all 48 markets. Creators now play a significant role in all the networks apart from Facebook, with traditional media gaining least attention on TikTok. This is not surprising as publishers have struggled to adapt journalistic content in a more informal space as well as worrying about cannibalising website traffic by posting in a network that is not set up for referral traffic.

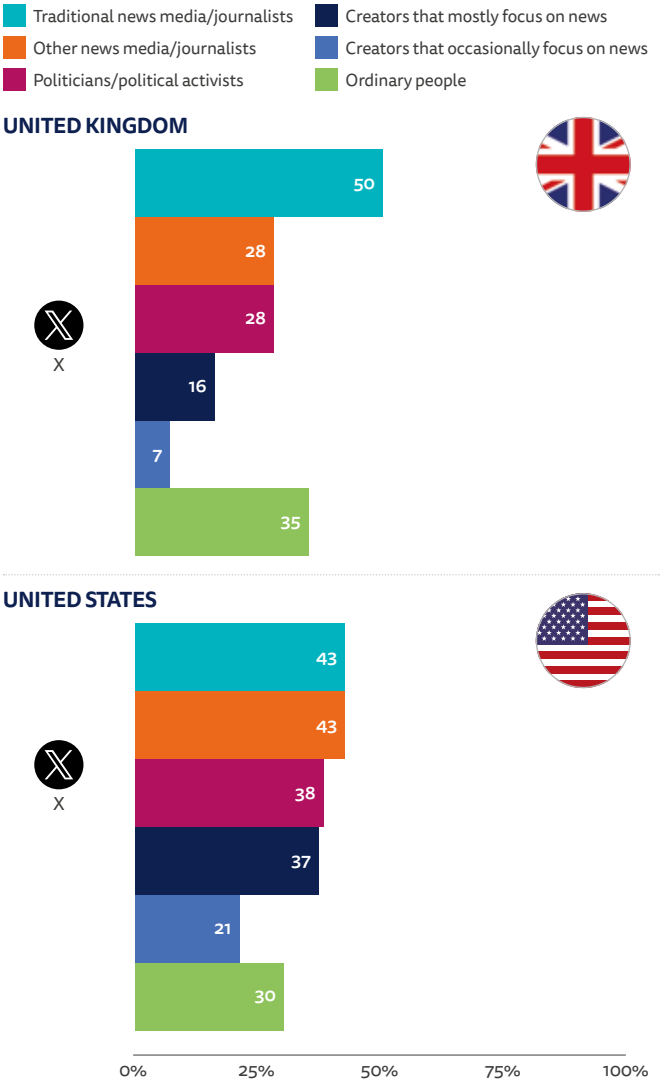
PROPORTION THAT PAY MOST ATTENTION TO EACH WHEN USING EACH NETWORK FOR NEWS – ALL MARKETS



Q12 Social sources. You said that you use [network] for news ... When it comes to news on [network], which of these sources do you generally pay most attention to? *Base: Randomly selected news users of each network from all markets: Facebook = 16,163, X = 8255, YouTube = 14,570, Instagram = 11,066, Snapchat = 2426, TikTok = 9770.*

We changed the question codes this year to allow us to distinguish news creators (those that mainly post about news) from personalities and celebrities (that occasionally talk about news). It is a blurry dividing line for many respondents but when exploring these richer data (including alternative media, politicians, and ordinary people) we get a more detailed understanding of the dynamics in different countries. For example, when looking at X in the UK we find that mainstream media brands still capture most attention, whereas in the United States competition from other news media, politicians, and news creators is much stronger, reflecting the personality and influencer-led trends we discussed earlier.

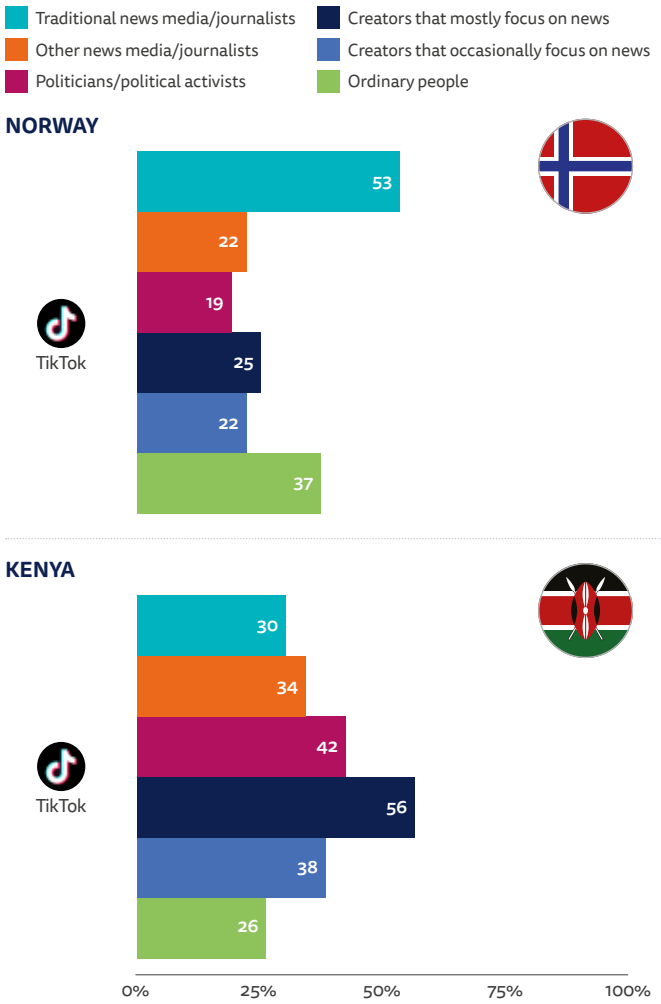
PROPORTION THAT PAY MOST ATTENTION TO EACH WHEN USING X FOR NEWS – UK AND USA



Q12 Social sources X. You said that you use X (formerly Twitter) for news ... When it comes to news on X (formerly Twitter), which of these sources do you generally pay most attention to? *Base: Randomly selected news users of X in UK = 160, USA = 245.*

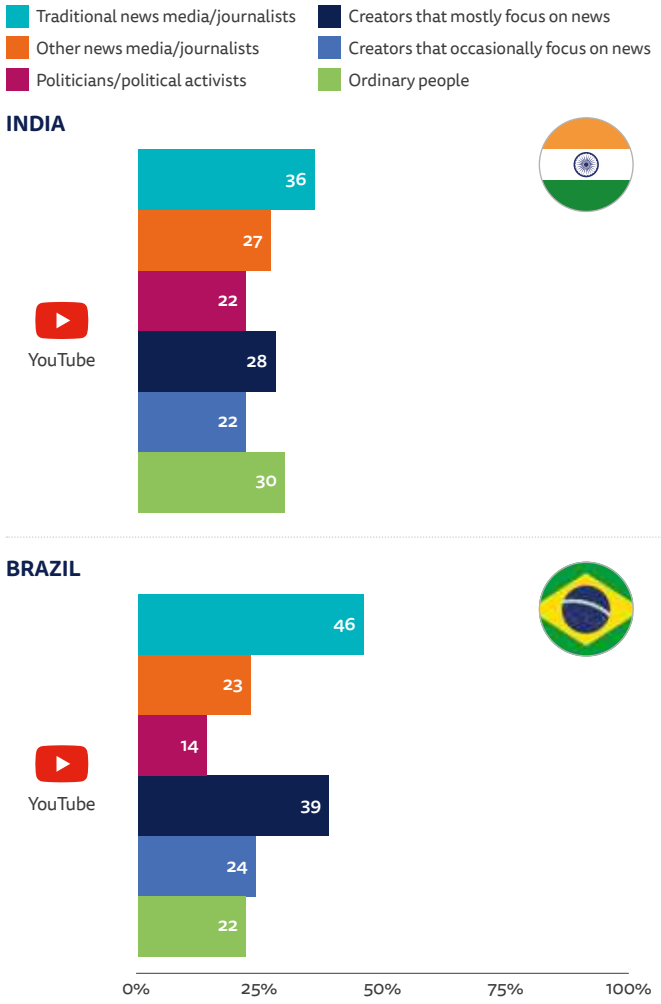
The contrasts are even more striking when we compare the use of TikTok in Norway and Kenya. Both countries have a relatively high number of (mostly young) people using TikTok for news, but the attention profile is very different. Traditional news brands still attract most attention when consuming news on TikTok in Norway, but news creators/influencers and politicians play a much bigger role in Kenya.

PROPORTION THAT PAY MOST ATTENTION TO EACH WHEN USING TIKTOK FOR NEWS – NORWAY AND KENYA



Q12 Social sources TikTok. You said that you use TikTok for news ... When it comes to news on TikTok, which of these sources do you generally pay most attention to? *Base: Randomly selected news users of TikTok in Norway = 125, Kenya = 345.*

PROPORTION THAT PAY MOST ATTENTION TO EACH WHEN USING YOUTUBE FOR NEWS – INDIA AND BRAZIL



Q12 Social sources YouTube. You said that you use YouTube for news ... When it comes to news on YouTube, which of these sources do you generally pay most attention to? *Base: Randomly selected news users of YouTube in India = 369 and Brazil = 312.*

Drilling down into the most mentioned TikTok accounts that people cite in open comments in Norway, we find most mentions for traditional news brands such as *VG* and TV2 that have both invested significantly in the platform. *VG* for example has used TikTok to simplify complex investigative stories into visually engaging formats tailored for Gen Z audiences.[6] In Kenya by contrast, top brands like Citizen are challenged by news creators such as The News Guy (right) and Crazy Kennar, a comedian and digital content creator best-known for skits that capture the everyday experiences of ordinary Kenyans (1.8m followers on TikTok). This qualitative analysis shows how 'news' in these social networks blurs previously separate genres such as news, comedy, and even music.

YouTube content in India has been exploding in recent years with a host of successful talk shows that are both critical of and supportive of the government of Narendra Modi. Ravish Kumar (12m followers) is a former NDTV anchor, focusing on political commentary and social issues, while Dhruv Rathee (25m followers) creates educational videos on social, political, and environmental issues, aiming to simplify complex topics for a broad audience. Shows like The Deshbhakt (5.5m followers), hosted by Akash Banerjee, offer satirical takes on Indian politics. Other colourful parts of the Indian manosphere include Ranveer Allahbadia, popularly known as BeerBiceps, who covers fitness, lifestyle, fashion, and entrepreneurship, aimed at young Indians.

SOME OF THE MOST POPULAR INDIAN YOUTUBERS MENTIONED IN THE CONTEXT OF NEWS

Ravish Kumar

Dhruv Rathee

BeerBiceps

[6] https://www.inma.org/best-practice/Best-Use-of-Social-Media/2025-546/VGs-Social-Media-Amplification-of-Investigative-Journalism

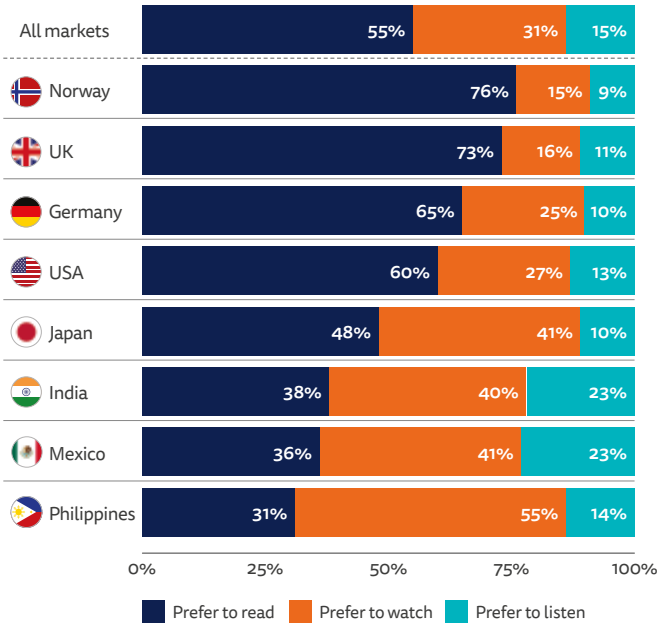
Amongst the most-named news creators in Brazil, we find Gustavo Gayer, an internet celebrity and right-wing politician who has courted both controversy and conspiracy theories. His channel, which has 1.9m followers, claims to 'spread the truth' and prevent more young people from 'falling into the ideological dungeon of the Left'. Other frequently mentioned individuals that occasionally talk about news include comedian and digital influencer Carlinhos Maia and lifestyle creator Virgínia Fonseca, who have 34m and 54m followers on Instagram respectively.

UNDERLYING PREFERENCES ARE SHIFTING TOO

We've already explored the growing importance of online video news and news podcasts at a headline level but it is interesting to consider this in relation to text, which is still the dominant way in which most people access news. To what extent is this changing and with which demographics?

Overall, we find that audiences on average across all markets still prefer text (55%), which provides both speed and control from a consumers' perspective, but around a third (31%) say they prefer to watch the news online and more than one in ten (15%) say they prefer to listen. Country differences are particularly striking, with more people saying they prefer to watch rather than read or listen to the news in India, Mexico, and the Philippines. By contrast the vast majority still prefer to read online news in Norway, Germany, and the United Kingdom.

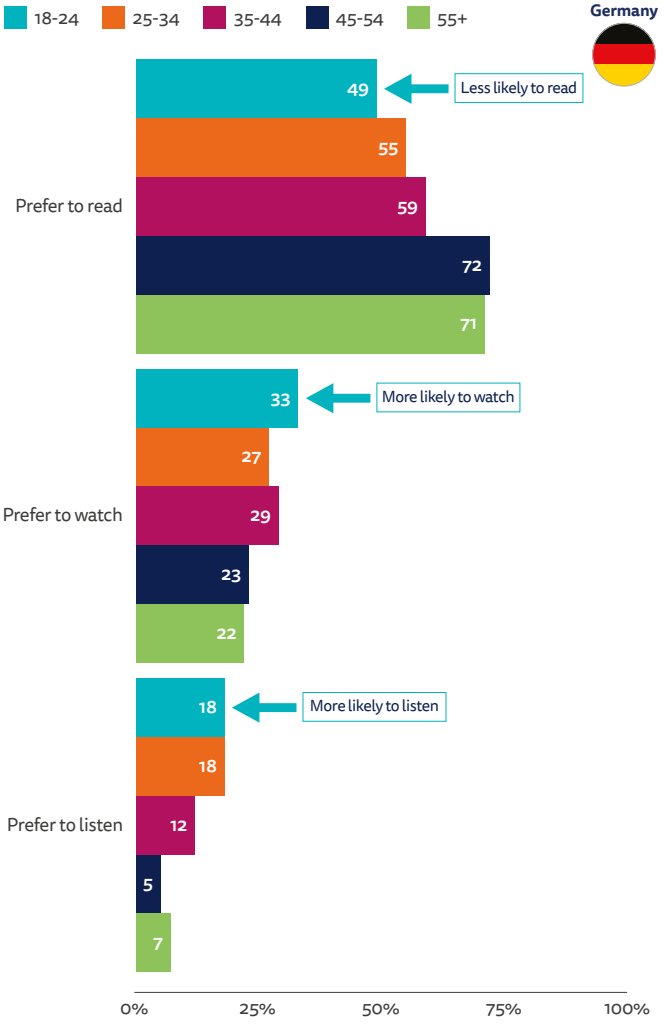
PROPORTION THAT PREFER TO READ, WATCH, OR LISTEN TO ONLINE NEWS – SELECTED MARKETS



OPTQ11D 2020. In thinking about your online habits around news and current affairs, which of the following statements applies best to you? *Base: Total sample (excluding Don't Knows) in all markets = 86,027, Norway = 1901, UK = 1708, Germany = 1684, USA = 1785, Japan = 1598, India = 1882, Mexico = 1807, Philippines = 1874.*

But even in countries with strong reading traditions such as Germany (see next chart), the UK, and all of the Nordic markets, we find striking generational differences. Younger groups, especially those aged 18–24, are much more likely than older ones to prefer watching – or listening to – the news. This suggests that over time publishers may need to adjust resources in the newsroom to produce less text and more audio-visual content.

PROPORTION THAT PREFER TO READ, WATCH, OR LISTEN TO ONLINE NEWS – BY AGE GROUP – GERMANY



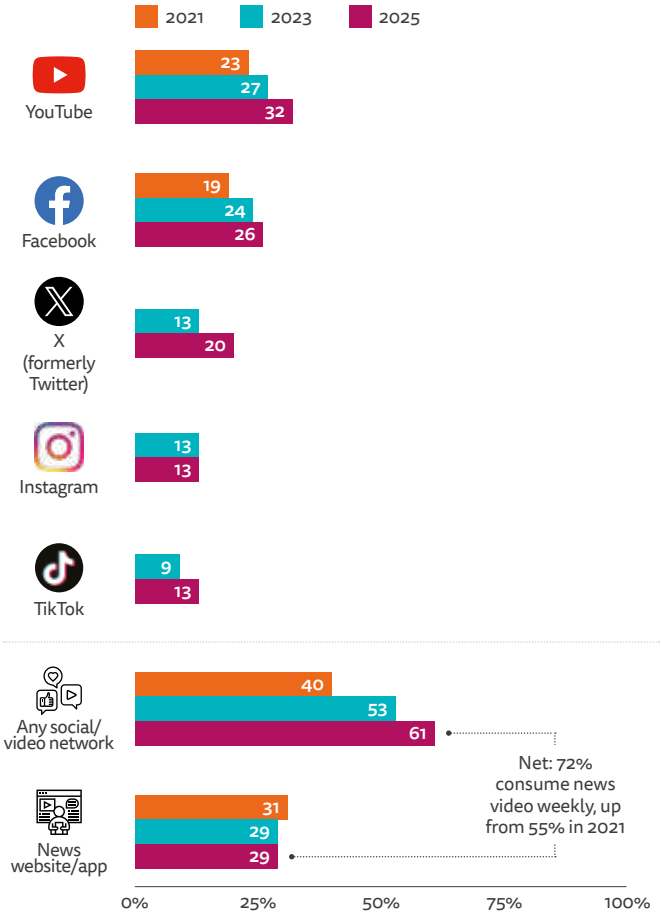
OPTQ11D_2020. In thinking about your online habits around news and current affairs, which of the following statements applies best to you? *Base: All (excluding Don't knows) in Germany aged 18–24 = 131, 25–34 = 255, 35–44 = 254, 45–54 = 348, 55+ = 696.*

This very clear story about preferences is supported by data that show that consumption of online video has also jumped significantly in the last two years, after a period where it had remained relatively static. In the United States, for example, the proportion consuming any news video weekly has grown from just over half (55%) in 2021 to around three-quarters (72%) today. The majority of this consumption is accessed via third-party platforms (61%) such as Facebook, YouTube, X, Instagram, and TikTok rather than via news websites or apps (29%), adding further evidence to the narrative about the diminishing influence of legacy media.

Across all markets the proportion consuming social video news has grown from 52% in 2020 to 65% in 2025 and any video from 67% to 75%. A big part of the change has been the shift of platform strategies which has seen networks like Facebook, Instagram, and X prioritising video more in their algorithms, while Google has added a short video tab to its search results. At the same time, publishers have been producing more videos of various duration and showcasing them more prominently within their websites and apps. *The Economist* is amongst publishers to have added a vertical video carousel on its home page, while the *New York Times* has incorporated short social media-inspired videos as a way of bringing out the personality of its reporters.

PROPORTION THAT ACCESSED ONLINE NEWS VIDEO ON EACH IN THE LAST WEEK (2021–2025) – USA

News video consumption has jumped across networks



Q11 VIDEO 2018a. Thinking about when you used online news-related video (a short clip, a live stream, or a full episode) over the last week, which of the following did you do? *Base: Total sample in each year ≈ 2000.*

A number of other countries such as the UK and France have seen a similar step change in video consumption in the last two years, again mostly via third-party platforms. But in Finland, Norway, and Sweden we find a different pattern, with almost as much video consumption coming from destination websites. This is partly because commercial and public service broadcasters in the Nordic regions have invested heavily in their own native video players and have restricted the amount of content they post to platforms like YouTube or X. Social media consumption is still mostly ahead, but the gap is closing and in Finland there is now more consumption onsite than via all third-party platforms put together.

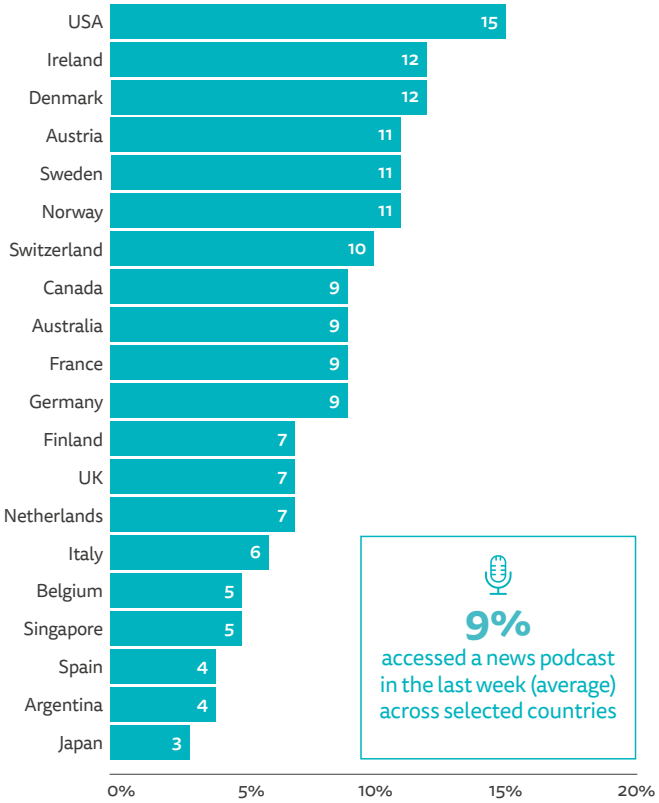
THE CHANGING SHAPE AND GROWING INFLUENCE OF NEWS PODCASTING

Podcasting started life more than 20 years ago as a way of accessing and distributing audio programming in a more convenient way. Audiences were often small, there was no commercial model, and listeners were passionate about the grass-roots nature of the medium. But in the last few years many of these assumptions are being challenged with much larger audiences, greater professionalisation, and an increased overlap with video.

Our previous research shows that around a third of our global audience accesses some type of podcast monthly, including specialist, sport, entertainment, and a range of lifestyle content, but this year we have changed our approach, focusing more closely just on the news and current affairs category. By adding podcasts to our news consumption question we are able to compare weekly usage for the first time with radio, television, and print news, as well other digital sources.

This new question still shows significant differences across countries, with higher weekly usage of news podcasts in the United States (15%), reflecting strong investment by publishers, independent producers, and advertisers over the last few years. Our data suggest that in the US a similar proportion now consume news podcasts each week as read a printed newspaper or magazine (14%) or listen to news and current affairs on the radio (13%). Nordic markets such as Denmark (12%), Sweden (11%), and Norway (11%) also have well-developed news podcast markets, but traditional radio remains much more important there (33% average weekly news reach across Northern Europe). In other parts of the world such as Italy (6%), Argentina (4%), and Japan (3%) the podcast market is more nascent.

PROPORTION THAT CONSUMED A NEWS PODCAST IN THE LAST WEEK – SELECTED COUNTRIES



Q3. Which, if any, of the following have you used in the last week as a source of news? *Base: Total sample in each market ≈ 2000.*

In this year's report we also asked an open survey question about which news podcasts people pay most attention to and we conducted qualitative research in a number of markets, including the United States, exploring motivations for listening, as well as watching.

In the United States we find a clear split between analysis-led shows from legacy brands – such as the Daily (*New York Times*) and Up First (NPR) – and personality-led podcasts that mostly deal in commentary or point of view. Much of the latter overlaps with the growth of the (mostly right-leaning) alternative media ecosystem that we described earlier. In many cases their primary output is not audio but video, with YouTube now the main channel for podcast distribution in the United States. By contrast, Spotify is the most popular podcast platform in the UK and Germany, along with public service media apps such as BBC Sounds and ARD Audiothek.

PERSONALITY-LED OFTEN CONSUMED IN VIDEO

The Joe Rogan Experience

Candace

The Tucker Podcast

> ***One of my favorite hosts is Candace Owens. I like her as a host because she presents factual and verified information, and she's fun and engaging.***
> *Female, 35, USA*

LEGACY NEWS BRAND-LED MOSTLY AUDIO

Up First

The Daily

Fox News Podcast

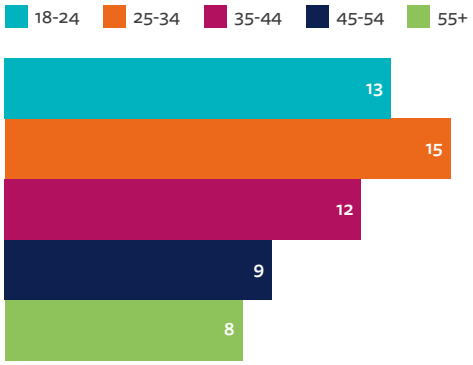
> ***Up First I love because it is short and gives the top three things that are going on … And something I can quickly listen to, be aware of, go into my day.***
> *Female, 32, USA*

Outside the US we tend to find that legacy media brands still play a bigger role, especially programmes produced by public service media. Having said that, in the United Kingdom commercial companies such as Goalhanger and Global Radio are providing strong competition for the BBC, with shows such as The Rest is Politics and the News Agents most mentioned by respondents. These commentary-based shows tend to be filmed for YouTube with highlight clips used to drive new audiences on TikTok and Instagram.

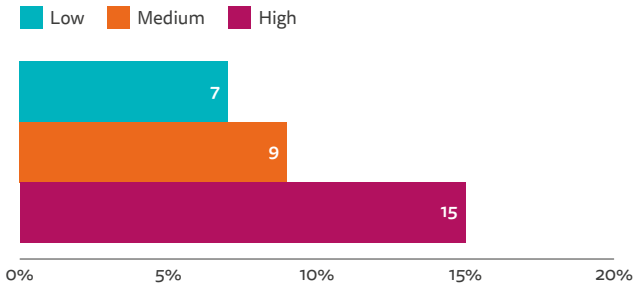
As we've pointed out in the past, news podcast consumption is higher amongst the under-35s, as well as those with higher incomes and education. This group is particularly appealing for news organisations looking to attract the next generation of subscribers. To that end publishers have started to experiment with a range of payment options that include early access, extra content, and even separate subscriptions at a lower price point. *The Economist* has around 30,000 subscribers paying $5/£5 a month for its podcast+ package and the *New York Times* charges a similar amount for some premium content including older episodes.

PROPORTION THAT CONSUMED A NEWS PODCAST IN THE LAST WEEK – BY AGE GROUP AND EDUCATION – ALL MARKETS

BY AGE



BY EDUCATION



Q3. Which, if any, of the following have you used in the last week as a source of news? *Base: 18-24 = 10,556, 25-34 = 16,891, 35-44 = 17,659, 45-54 = 16,901, 55+ = 35,048, Low education = 18,564, medium = 42,017, high = 36,474.*

Exploring the question of payment further we find that 42% of news podcast listeners, across 20 countries we have been tracking for some time, say they would be willing to pay a reasonable price for news-related podcasts they like. The figure tends to be higher in countries with greater consumption and where the market offering is more developed. The affordances of podcasting, which include a deep connection to the host and a considerable amount of time spent listening, could be a key factor in this relatively high willingness-to-pay figure. A high proportion of people (73%) also say listening to podcasts helps them understand issues at a deeper level.

For further analysis see section 2.4: The Changing Landscape for News Podcasts across Countries

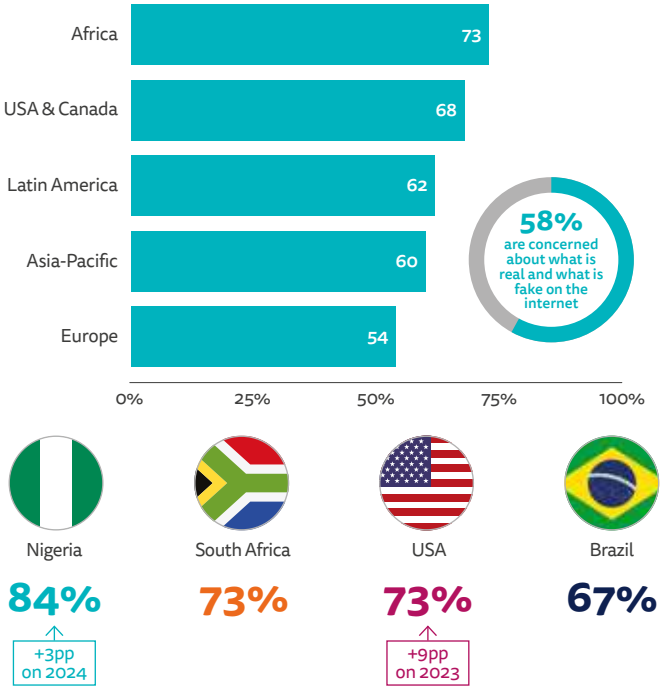
ONLINE MISINFORMATION AND NEWS LITERACY

As audiences are exposed to a wider range of non-traditional news sources through social media and other platforms, a number of international organisations have expressed concern about the implications for society and democracies around the world. The World Economic Forum *Global Risks Report* (2025)[7] identified misinformation and disinformation as the most pressing risks for the next two years, highlighting threats such as AI-generated fakes and declining trust in institutions.

[7] https://reports.weforum.org/docs/WEF_Global_Risks_Report_2025.pdf

In our survey, more than half of our respondents worldwide (58%) agree that they are worried about what is real and fake online when it comes to news – a similar number to last year, but 4pp higher than in 2022. Concern is highest in Africa (73%) where social media are widely used for news across all demographics, as well as the United States (73%), and lowest in Europe (54%). But it is important to put expressed concern in perspective, given that research shows that this is often driven by narratives they disagree with or perceptions of bias, rather than information that is objectively 'made up' or false (Nielsen and Graves 2017).

PROPORTION CONCERNED ABOUT WHAT IS REAL AND FAKE WHEN IT COMES TO ONLINE NEWS - ALL MARKETS



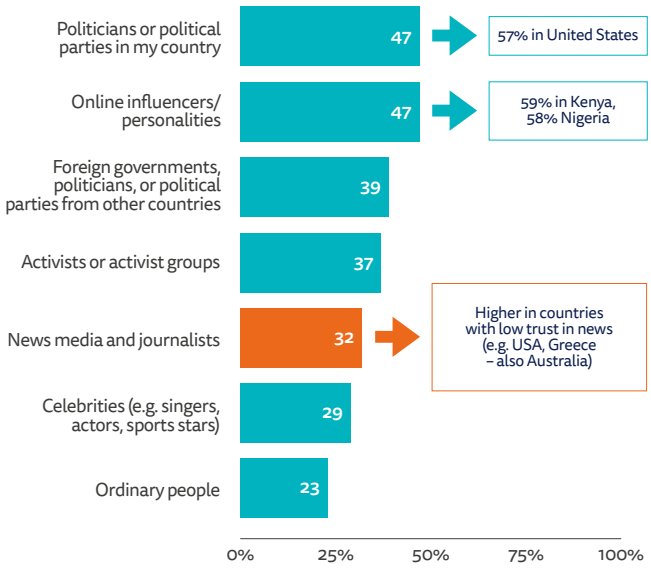
Q_FAKE_NEWS. Please indicate your level of agreement with the following statement. 'Thinking about online news, I am concerned about what is real and what is fake on the internet.' *Base: Total sample in all markets = 97,055, Africa = 8133, US & Canada = 4084, Latin America = 12,074, Asia-Pacific = 22,232, Europe = 50,532, all individual countries ≈ 2000. Nigeria = 2044, USA = 2053, South Africa = 2070, Brazil = 2006.*

In many countries, leading national politicians are considered by respondents to pose the biggest threat, especially in the United States where Donald Trump's second term has been marked by a strategy of 'flooding the zone', often with misleading information or false statements (e.g. that Ukraine started the war with Russia[8]). He has long used the term 'fake news' to vilify media critical of his policies.

In many African and Latin American countries, as well as parts of Asia, there is equal concern around the role of online influencers or personalities. A recent investigation by the news agency AFP in Nigeria and Kenya found that prominent influencers were hired by political parties or candidates in both countries to promote false narratives in social media.[9]

At the same time a significant group (32%) believes that journalists are a big part of the problem. This is especially the case in countries where mainstream media are seen to be unduly influenced by powerful agendas (e.g. Greece and Hungary). In polarised markets such as the United States, those that identify on the right are also much more inclined to see news media as a major threat, with many believing that they deliberately misinform the public and work to a liberal agenda.

PROPORTION THAT CONSIDER EACH A MAJOR MIS- OR DISINFORMATION THREAT – ALL MARKETS



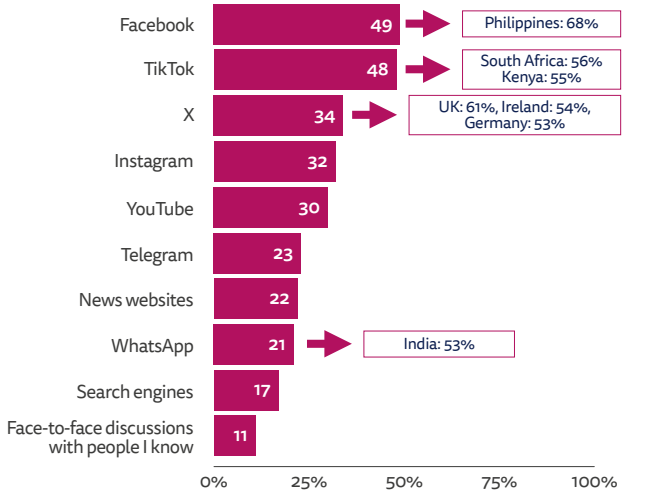
Q_fake_sources. When it comes to false and misleading information online these days, in general, which of the following would you say poses a major threat? Please select all that apply. *Base: Total sample across all markets = 97,055.*

When it comes to the *networks* through which misleading or false information might be spread, Facebook and TikTok are seen as creating the biggest threat across markets. Facebook has been at the centre of public concern since we first asked about these issues, whereas TikTok has overtaken other long-established platforms in this regard. In Germany, Ireland, and the UK, X is considered to be an equally serious threat, with concerns about the lack of moderation feeding unrest in Dublin and UK cities in 2023 and 2024, as well as Elon Musk's interventions in domestic politics angering many.

Messaging apps such as WhatsApp are mostly considered less of a threat, as discussion tends to be more contained within trusted groups of friends. One notable exception is India, the messaging app's largest market, where fake news, including videos circulating in large groups, have in the past incited mob violence (and deaths).[10] Just over one in ten (11%) think that people they know (including friends and family) also play a role in spreading misinformation.

[8] https://www.bbc.co.uk/news/articles/c9814k2jlxko
[9] https://factcheck.afp.com/doc.afp.com.364Z8FB
[10] https://www.bbc.co.uk/news/world-asia-india-57831201

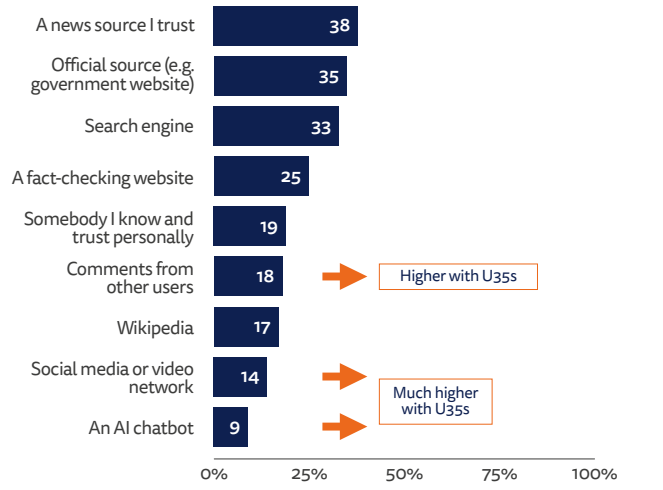
PROPORTION THAT CONSIDER EACH A MAJOR MIS- OR DISINFORMATION THREAT – ALL MARKETS



Q_fake_channels_new. Which of the following do you think poses a major threat in terms of false and misleading information? Please select all that apply. *Base: Total sample across all markets = 97,055.*

In this year's report we have explored the tactics and approaches audiences use when they want to check information that they think might be false. One important finding that will encourage many in the news industry is that the biggest proportion of respondents say they would *first* look to news outlets they trust (38%), official sources (35%), and fact-checkers (25%) rather than sources such as social media (14%). Having said that, younger users were proportionately more likely than other groups to check social media, including by reading comments from other users to help them make up their minds, as well as using AI chatbots. This highlights how younger groups have developed a 'flatter' pattern of trust in media than older generations, gathering information without a shared sense of a 'hierarchy of validation'.[11]

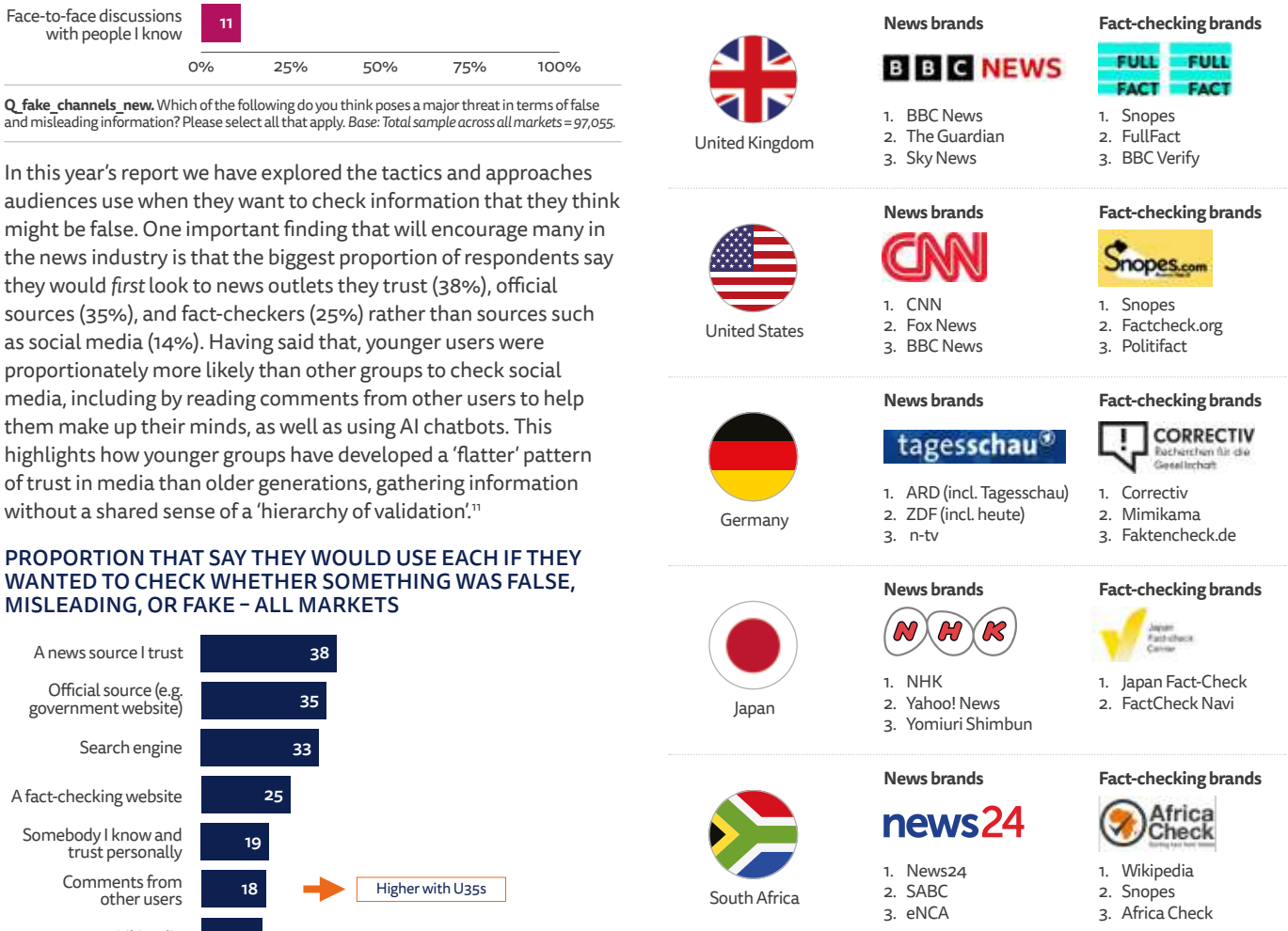
PROPORTION THAT SAY THEY WOULD USE EACH IF THEY WANTED TO CHECK WHETHER SOMETHING WAS FALSE, MISLEADING, OR FAKE – ALL MARKETS



Q_fake_verify_1. Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? Please select all that apply. *Base: Total sample in all markets = 97,055.*

Search engines (33%) are another important way in which people check for information but probing further we found that their underlying intent was to find the same trusted sources. In each case respondents were able to identify the specific brands they would turn to in each country (see next chart). In the UK, Germany, and Japan the majority – including those from both left and right – said they would turn to public service broadcasters or their websites, (BBC News, ARD, and NHK), with commercial sites a distant second, but in the United States people turned to the news brand that they identified with most politically – CNN for left-leaning respondents and Fox News for more right-leaning ones. In South Africa, consumers turned in equal numbers to commercial brands and the public broadcaster (SABC). These data show the continuing importance of independent public media brands as an anchor point in an uncertain world – and at moments of national and international significance – even if people don't use them as often as they once did.

MOST MENTIONED NEWS BRANDS FOR CHECKING WHETHER SOMETHING WAS FALSE, MISLEADING, OR FAKE – SELECTED COUNTRIES



Q_fake_verify_2a/b. In the previous question you said you would tend to go to a news source/fact-checking site you trust to check information. Which one? *Base: All those that selected trusted brands/fact-checking organisations in the UK = 867/571, United States = 873/702, Germany = 811/415, Japan=622/142, South Africa = 804/619.*

Fact-checking brands have much lower name recognition overall, with the exception of the United States where services like Snopes and Politifact play a significant role in the public conversation. Elsewhere, publishers have been doubling down on their own fact-checking services, including BBC Verify in the UK and the Daily Maverick's FactCheck hub in South Africa in association with NPO Africa Check.

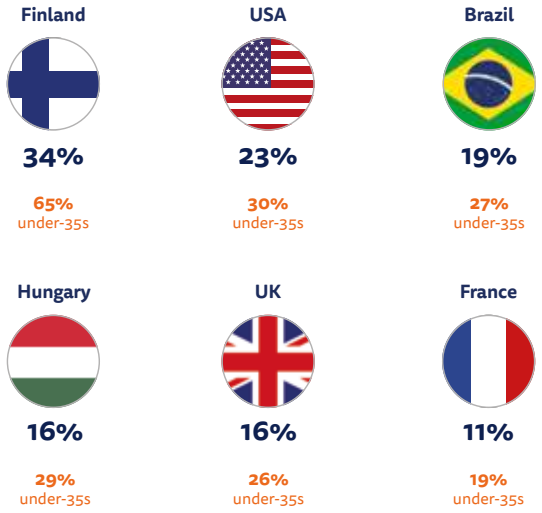
For further analysis see section 2.1: How the Public Checks Information it Thinks Might be Wrong

[11] 'Gen Z: Trends, Truth and Trust', Channel 4 research, Jan. 2025, https://assets-corporate.channel4.com/_flysystem/s3/2025-02/Gen%20Z%20Trends%20Truth%20and%20Trust_0.pdf

NEWS LITERACY MAKES LESS DIFFERENCE THAN YOU MIGHT THINK

We also asked in this year's survey about whether people had received any education or training – formal or informal – on how to use news. Across markets we find that only around a fifth (22%) of our global sample have done so but young people were roughly twice as likely to say they have had news literacy training compared with older groups (36% U35s compared with 17% 35+ globally). A number of Nordic markets, including Finland (34%), had the highest levels of news literacy training. France (11%), Japan (11%), and most of the countries in Eastern Europe and the Balkans had the least.

PROPORTION THAT HAVE RECEIVED SOME EDUCATION OR TRAINING ABOUT THE NEWS – SELECTED COUNTRIES



Q_fake_news_literacy. Have you ever received any education or training on how to use news (e.g., critical media understanding, analysing sources, news literacy etc.)? This could have been at school, college or university, online or offline, or in a formal or informal setting. *Base: Total sample in each country ≈ 2000.*

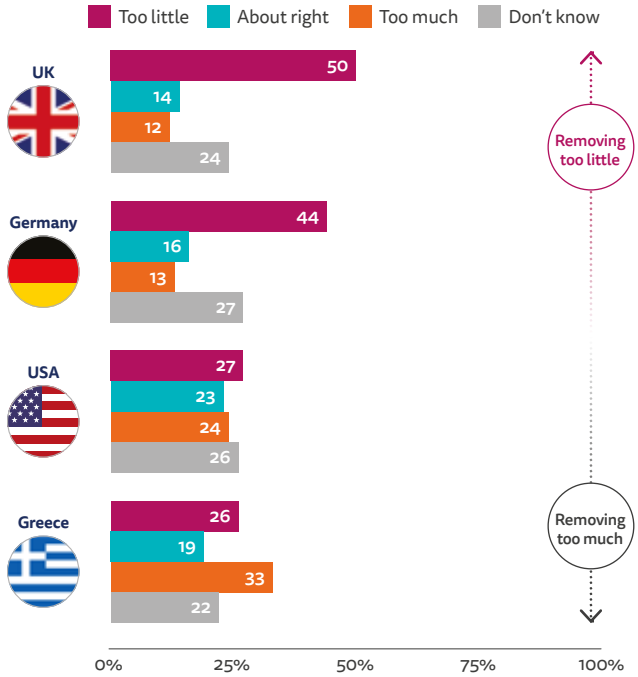
We do find that those who have engaged in news literacy training are *slightly* more trusting of news than those that have not, but this may just be a function of higher levels of education overall. When checking information, these groups tend to use more different approaches on average than those that have had no training – including visiting trusted sources, fact-checking websites, official sources, and politicians, but this exposure to different perspectives may also be making them more sceptical. Those that have had literacy training are more concerned about misinformation – and are more likely to see social and video networks as a major threat (83% compared with 74%).

HOW AUDIENCES VIEW THE ISSUE OF CONTENT MODERATION IN SOCIAL MEDIA

On the campaign trail, Donald Trump strongly opposed content moderation and fact-checking on social media platforms, which he suggested, without offering systematic evidence, censor conservative voices and 'stifle free speech'.[12] Just days before Trump took office, Meta's CEO Mark Zuckerberg announced it would be abandoning Facebook and Instagram's long-standing fact-checking programmes in the United States and replacing them with X-style 'community notes', where comments on the accuracy of posts are managed by users. All this comes as European governments are moving in the opposite direction, looking to work more closely with fact-checkers on an EU-wide disinformation code, aiming to reduce hate speech and protect the integrity of elections. Worries have grown since the Romanian presidential elections were annulled in December 2024 amid allegations about Russian interference. Against this background we asked users how they felt about the removal of content that could be seen as harmful or offensive, even if it was not illegal.

Across our entire sample, people were almost twice as likely to say that platforms were removing too little rather than too much (32%/18%). This view is particularly strong in the United Kingdom where new rules are starting to be enforced requiring platforms to do more to counter harmful content and make them safer by design,[13] as well as in Germany. But it is a very different story in the United States and Greece where opinion is more split.

PROPORTION THAT THINK TOO LITTLE HARMFUL (BUT LEGAL) CONTENT IS BEING REMOVED FROM SOCIAL AND VIDEO NETWORKS – SELECTED COUNTRIES



Q1_social_2025. Social media and online video networks sometimes remove content that is deemed harmful or offensive (in addition to content that is illegal); which comes closest to your view? *Base: Total sample in each country ≈ 2000.*

These differences around where the limits of free speech should lie are shaped in part by Europe's history on one side and the US commitment to the First Amendment on the other. But even within the United States we find striking divisions too between those that identify on the left and the right. Almost half of those on the right (48%) think too much is already being removed, whereas a similar proportion of those on the left (44%) think exactly the opposite.

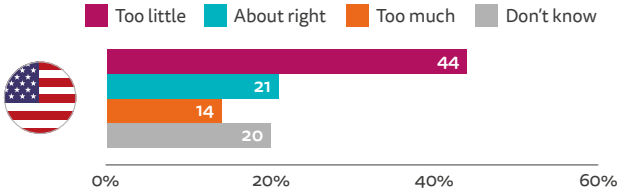
Across all 48 markets, those on the left also want more content moderation, but those on the right are much more evenly split. Younger people are also in favour of more content moderation in general, but are less likely to say that than older groups, perhaps because they have grown up seeing and managing a wider set of perspectives in social media.

[12] https://www.akingump.com/en/insights/alerts/President-Trumps-Freedom-of-Speech-Order-Takes-Aim-at-Social-Media-Broadcasters
[13] https://www.ofcom.org.uk/online-safety/illegal-and-harmful-content/time-for-tech-firms-to-act-uk-online-safety-regulation-comes-into-force/

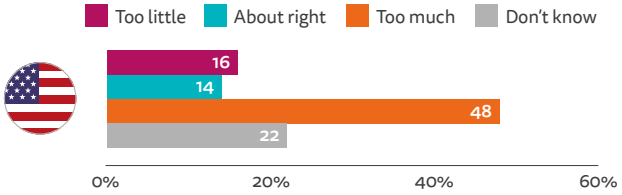
PROPORTION THAT THINK TOO LITTLE HARMFUL (BUT LEGAL) CONTENT IS BEING REMOVED FROM SOCIAL AND VIDEO NETWORKS – BY POLITICAL LEANING

UNITED STATES

Left-leaning

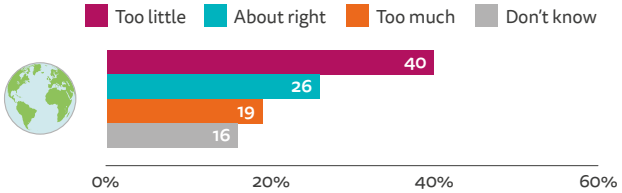


Right-leaning

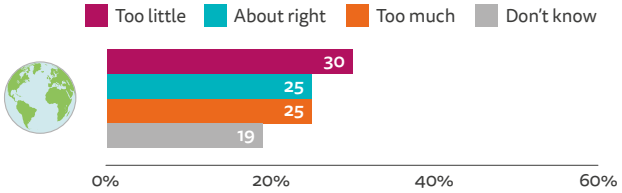


ALL MARKETS

Left-leaning



Right-leaning

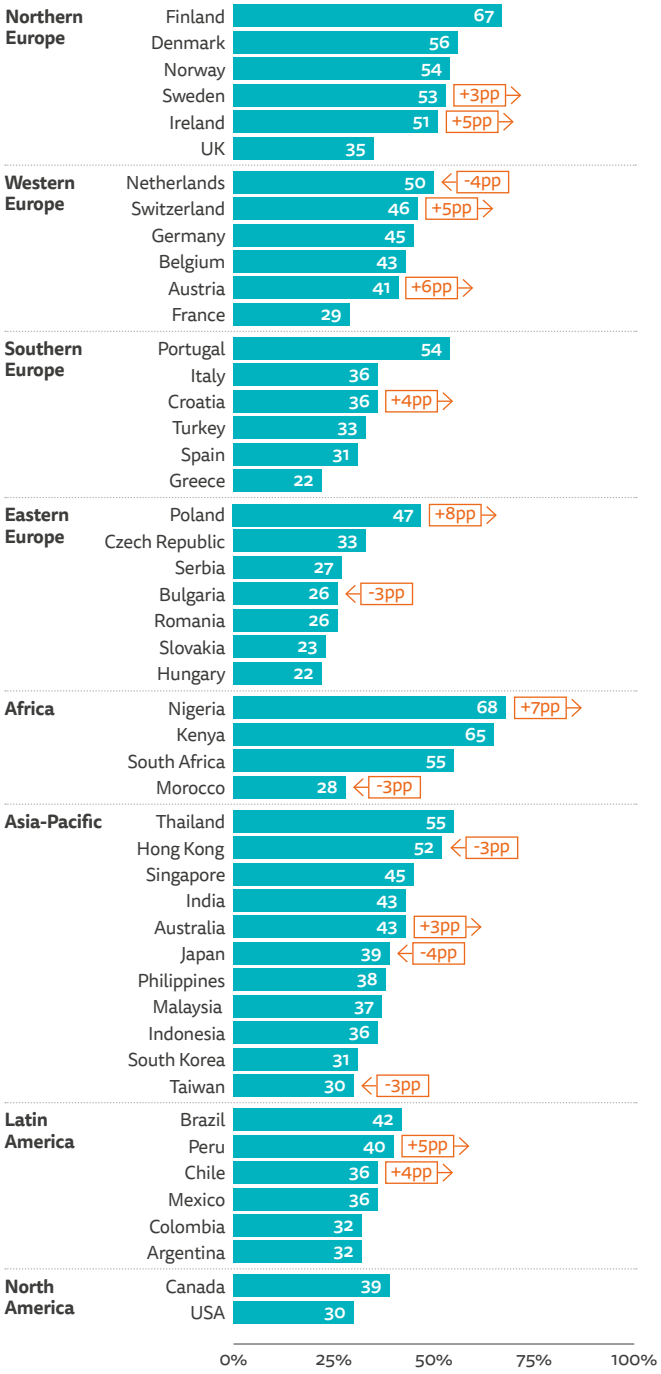


Q1_social_2025. Thinking about how social media and online video networks sometimes remove content that is deemed harmful or offensive (in addition to content that is illegal), which comes closest to your view? *Base: Left/Right in USA = 476/454, All markets = 14,330/13,955.*

TRUST IN THE NEWS

Despite a clear decline over the last decade, we find that levels of trust in news across markets are currently stable at 40%. Indeed, they have been unchanged for the last three years. But we do find significant differences at a national level. Finland has amongst the highest levels of trust (67%), with Hungary (22%), Greece (22%), and other countries in Eastern Europe bumping along the bottom. Some African countries such as Nigeria (68%), and Kenya (65%) also have high trust scores, but it is important to bear in mind that these are more educated, English-speaking survey samples so are not directly comparable. In these countries, we also find that high trust levels often co-exist with lower levels of press freedom. In Nigeria, for example, RSF (Reporters Without Borders) says governmental interference in the news media is significant.

PROPORTION THAT TRUST MOST NEWS MOST OF THE TIME – ALL MARKETS

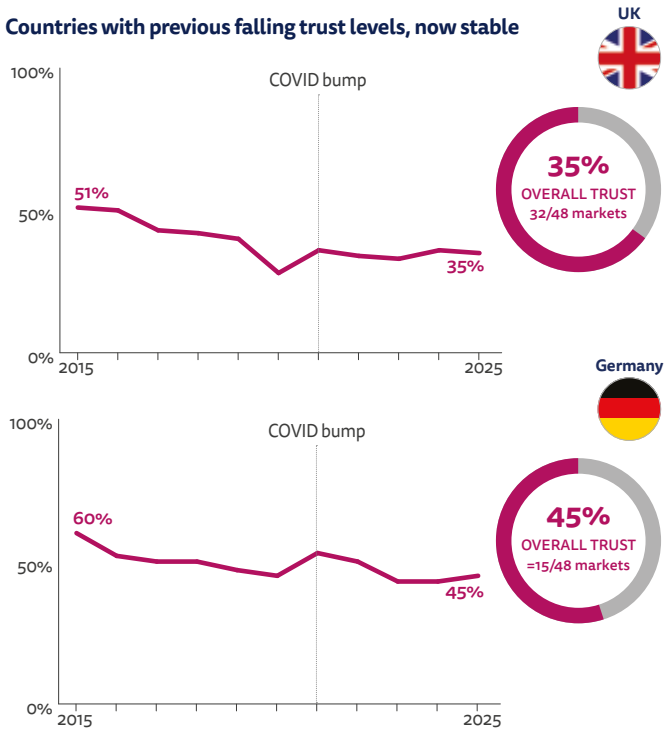


Q6_2016_1. Thinking about news in general, do you agree or disagree with the following statements? - I think you can trust most news most of the time. *Base: Total sample in each market ≈ 2000.*

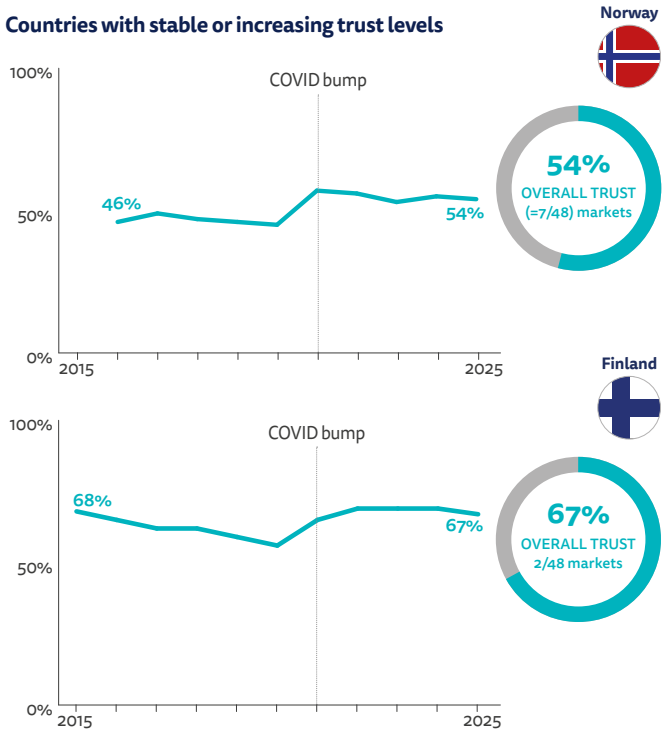
In examining changes over time, we find that some bigger European countries such as the UK and Germany have seen a significant decline in levels of trust around news (-16pp and -15pp respectively since 2015). In both countries, politics has become more divided, with the media often caught in the crossfire. There was a brief uptick at the beginning of the COVID pandemic as the value of news became heightened for many users, and trust levels have been largely stable since. In Finland and Norway trust levels were already high before the pandemic bump. Here, COVID also seems to have halted any declines, and trust has been maintained or improved since the pandemic.

PROPORTION THAT TRUST MOST NEWS MOST OF THE TIME (2015–2025)

Countries with previous falling trust levels, now stable



Countries with stable or increasing trust levels



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 country-year ≈ 2000. Note. No data for Norway in 2015.*

WHAT THE MEDIA COULD DO TO INCREASE TRUST

Whilst recognising that some of the reasons for low trust lie outside the control of many newsrooms (e.g. politicians stoking distrust), we asked survey respondents to give their views on areas the news media itself *could* improve. The top four themes are consistent across countries and also with previous research.[14]

Impartiality: The most frequently mentioned audience complaint relates to the perception that news media push their own agenda rather than presenting evidence in a balanced way. Many respondents say that journalists need to leave their personal feelings at the door. Avoiding loaded or sensationalist language was a repeated theme.

Accuracy and truth telling: Audiences would like journalists to focus on the facts, avoid speculation and hearsay, and to verify and fact-check stories *before* publishing. Fact-checking the false claims of others was another suggestion to improve the trust of a particular brand.

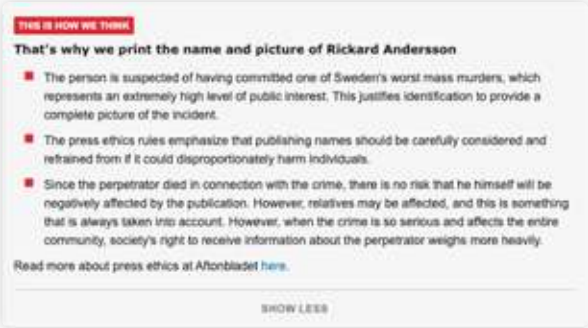
Transparency: Respondents would like to see more evidence for claims, including fuller disclosure of sources, and better transparency over funding and conflicts of interest. More prominent corrections when publications get things wrong would be appreciated, along with clearer and more distinct labelling around news and opinion.

> ***Provide sources and video proof if possible.***
> *Male, 33, UK*

> ***Say where the information is from and the political view of the author.***
> *Female, 21, UK*

Better reporting: Respondents wanted journalists to spend their time investigating powerful people and providing depth rather than chasing algorithms for clicks. Employing more beat reporters who were true specialists in their field was another suggestion for improving trust.

Impartiality, accuracy, transparency, and original reporting are what the public expects, even if many people think that the media continue to fall short. The good news is that these are things many journalists and news media would like to offer people. The challenge is that, especially in polarised societies, there is no clear common agreement on what these terms mean. Improving 'truth telling' for one group, for example, could end up alienating another. Adding 'transparency' features (see the example below) can end up providing more information for hostile groups to take out of context or weaponise.


THIS IS HOW WE THINK

That's why we print the name and picture of Rickard Andersson

- The person is suspected of having committed one of Sweden's worst mass murders, which represents an extremely high level of public interest. This justifies identification to provide a complete picture of the incident.
- The press ethics rules emphasize that publishing names should be carefully considered and refrained from if it could disproportionately harm individuals.
- Since the perpetrator died in connection with the crime, there is no risk that he himself will be negatively affected by the publication. However, relatives may be affected, and this is something that is always taken into account. However, when the crime is so serious and affects the entire community, society's right to receive information about the perpetrator weighs more heavily.

Read more about press ethics at Aftonbladet here.

SHOW LESS

Swedish publication *Aftonbladet* uses 'transparent' ethics boxes to explain reporting processes to try to build trust with younger people.

[14] https://reutersinstitute.politics.ox.ac.uk/trust-news-project

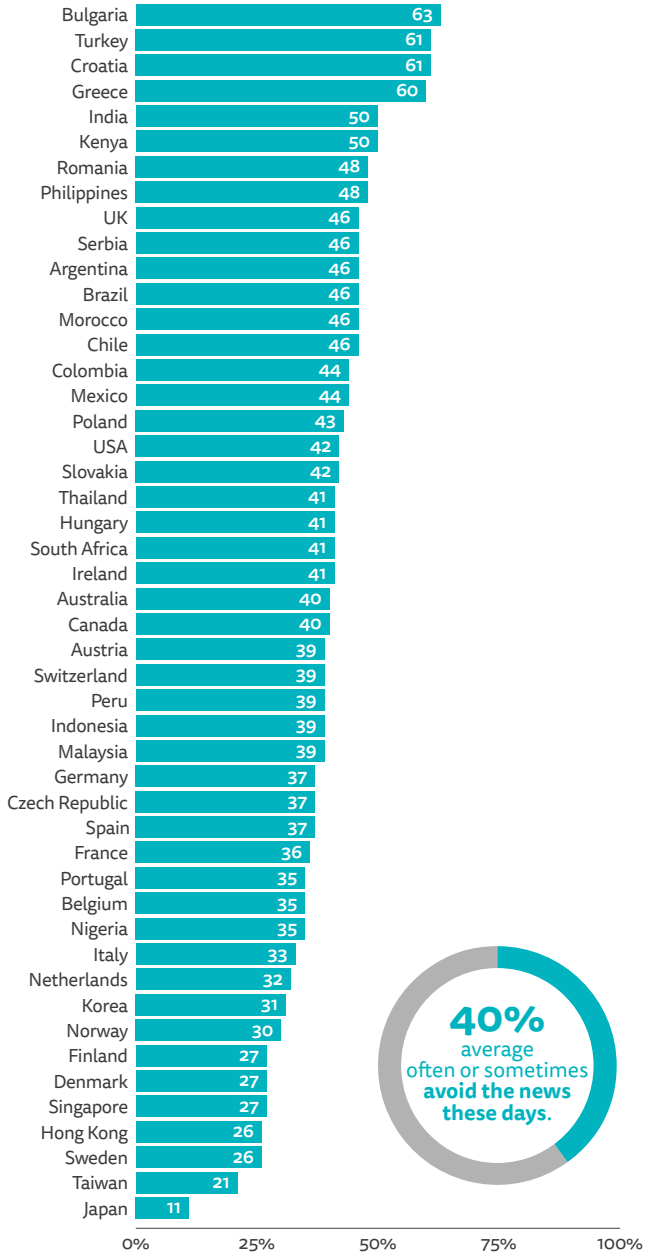
NEWS AVOIDANCE AND LOW INTEREST IN THE NEWS

Low trust and low engagement in the news are closely connected with 'avoidance', an increasing challenge in a high-choice news environment, where news is often upsetting in different ways. Across markets, four in ten (40%) say they sometimes or often avoid the news, up from 29% in 2017 and the joint highest figure we've ever recorded (along with 2024).

> ***There are multiple, enormous and overwhelming horrific situations left, right and centre. It's too much.***
> *Female, 51, UK*

Avoidance is highest in Bulgaria (63%), Turkey (61%), Croatia (61%), and Greece (60%). It is lowest in Nordic countries as well as in Taiwan (21%) and Japan (11%).

PROPORTION THAT SAY THEY SOMETIMES OR OFTEN AVOID THE NEWS – ALL MARKETS



Q1di_2017. Do you find yourself actively trying to avoid news these days? *Base: Total sample in each market ≈ 2000.*

In previous research we have identified two groups: 1) consistent avoiders that typically have low interest in news and low education, and 2) selective avoiders who struggle with news overload and look to protect themselves at certain times or for particular topics. This year we have asked again about the reasons for avoidance. These are many, interlinked, and are mostly consistent across countries.

TOP REASONS FOR NEWS AVOIDANCE – ALL MARKETS

39%
say news has negative effect on mood

31%
say they are worn out by the amount of news

30%
say there is too much coverage of conflict/war

29%
say there is too much coverage of politics

20%
say there is nothing I can do with the information

18%
say it leads to arguments I'd rather avoid

18%
say it doesn't feel relevant to my life

9%
say news is too hard to understand
(14% with U35s)

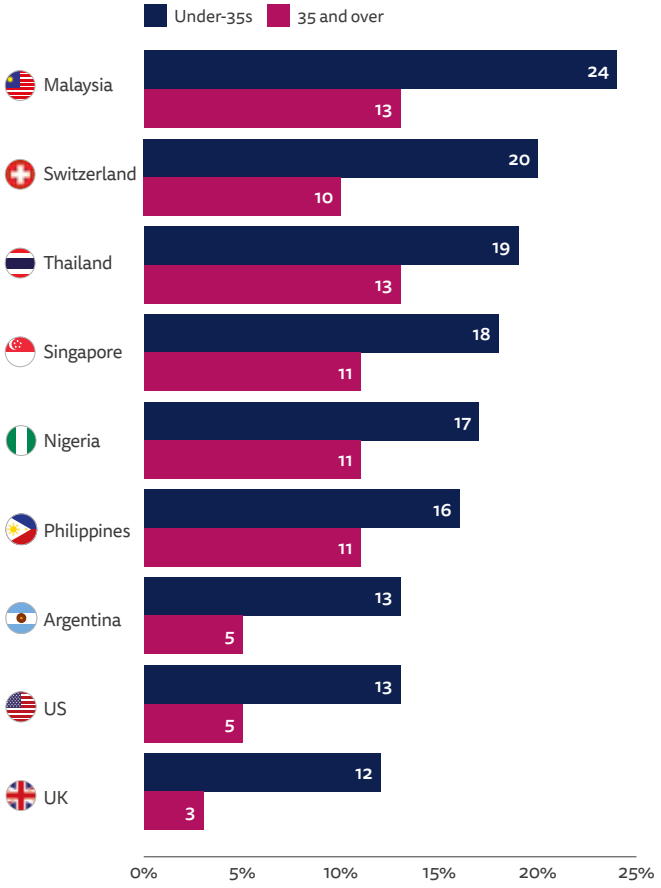
Q1di_2017ii. Why do you find yourself actively trying to avoid the news? Please select all that apply. *Base: All those that often, sometimes, or occasionally avoid news across all markets = 68,542.*

Younger respondents are more likely to say that they feel powerless in the face of existential issues such as economic insecurity and climate change, that the news doesn't feel relevant to their lives, or that it can lead to toxic arguments.

> ***[It's upsetting to see] inflammatory stories that directly affect my life (e.g. coverage about homophobia and transphobia).***
> *Female, 31, UK*

It is also striking that across countries under-35s are much more likely to say the news is too hard to follow or understand, suggesting that more could be done to make the news more accessible to younger and other hard-to-reach groups.

PROPORTION THAT AVOID THE NEWS BECAUSE IT IS TOO HARD TO FOLLOW OR UNDERSTAND – BY AGE GROUP – SELECTED COUNTRIES



Q1di_2017ii. Why do you find yourself actively trying to avoid the news? *Base: Under-35s/35+ who avoid the news at least occasionally in Malaysia = 703/781, Switzerland = 345/1117, Thailand = 419/1050, Singapore = 354/799, Nigeria = 752/310, Philippines = 741/885, Argentina = 490/1056, USA = 421/1070, UK = 374/1145.*

While the issues relating to wars, volatile politics, and economic gloom may be hard to change, the news industry is working on other ways to make news seem less depressing and more relevant. The Swedish newspaper *Svenska Dagbladet (SvD)* has developed an app called Kompakt, with the tag line: 'Read less, know more', incorporating more visual and playful news formats and a button that allows you to filter out difficult stories when you are tired of the news.

Other publications are looking to broaden their news agenda through user-needs-based approaches (which we discussed in detail last year) – as well as investing in personality-led curated newsletters or podcasts with a lighter tone. The *Globe and Mail* in Canada has invested in new journalistic beats including a happiness reporter and a healthy living reporter. Constructive journalism looks to find hope and opportunities in long-running and difficult stories, while many publications have invested in text and video formats that *explain* complex stories in a concise way.

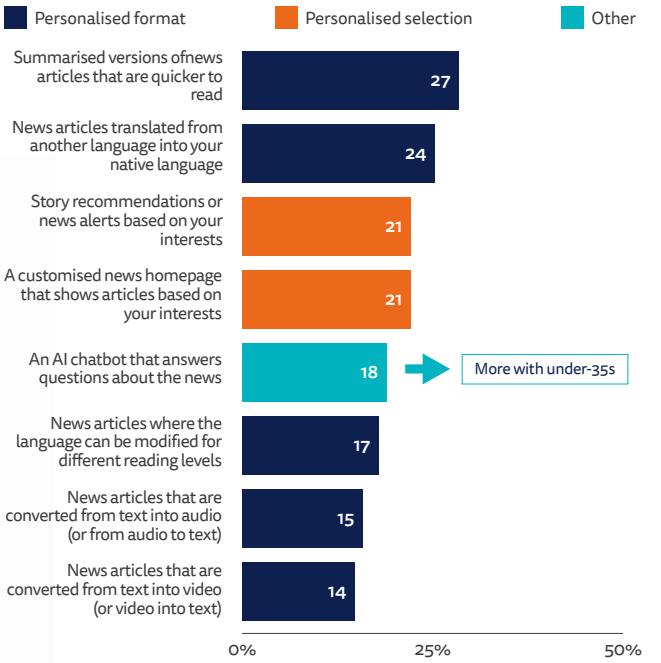
Meanwhile news organisations such as the BBC see greater 'personalisation' as part of the answer to news avoidance and declining engagement. They have announced plans to use artificial intelligence to better tailor news content for younger audiences.

PERSONALISATION AND THE ROLE OF AI

The news industry has seen many false dawns with personalisation, partly because audiences worry about missing out on important stories, but also because they sometimes appreciate seeing things outside of their main interests. But with generative AI providing new capabilities to transform the format and style of stories, as well as making story selection more relevant, personalisation has become a hot topic again. In this year's survey we asked respondents about their interest in eight different potential AI applications that could be used to better suit their individual needs.

We found the interest in AI personalisation to be highest when it comes to approaches that make news content quicker/easier to consume and more relevant, such as summarised versions of news articles (27%) and translations of news articles (24%).

PROPORTION THAT SAY THEY WOULD BE INTERESTED IN USING EACH TYPE OF PERSONALISATION – ALL MARKETS



AI_personalisation. The news industry is considering using AI to better adapt news content to people's individual needs. Which of the following options, if any, would you be interested in using? *Base: Total sample across all markets = 97,055.*

More broadly, we find that interest in options for adjusting the *format* and style of news is higher than options for personalising the *selection* of stories likely linked to those concerns about missing out. This is especially important because, so far, news media have used automation more for personalised selection than for changing the form of the content itself.

There is less interest in using chatbots to answer questions (18%), perhaps not surprising given that this functionality is still emerging, with the *FT* and the *Washington Post* amongst those trialling chatbot-like applications trained on their own content. Overall, while a relatively small proportion are interested in any single option, it is worth keeping in mind that a majority (66%) is interested in at least one of them. The public seems curious about and interested in how AI might help improve their experience of the news and the value it offers, even as they – perhaps like the industry – still do not know what this should look like.

Generally speaking, younger people tend to express higher levels of interest, especially when it comes to the personalisation of formats. It is likely that these differences are at least in part driven by young people's greater familiarity with and higher comfort with AI. The *Independent* (UK) has recently launched a new service aimed at younger readers called 'Bulletin' which uses Google's generative AI service Gemini to present its regular stories in five to ten bullet points.

We also find significant country differences, with interest in translation services highest in linguistically unique European countries with relatively small populations such as Finland, where consumption of news outside the country is relatively high. By contrast, the ability to adapt news text to different reading levels ranks highly in countries with lower literacy. In India, it is the most popular option.

For further analysis see section 2.3: How Audiences Think about News Personalisation in the AI Era

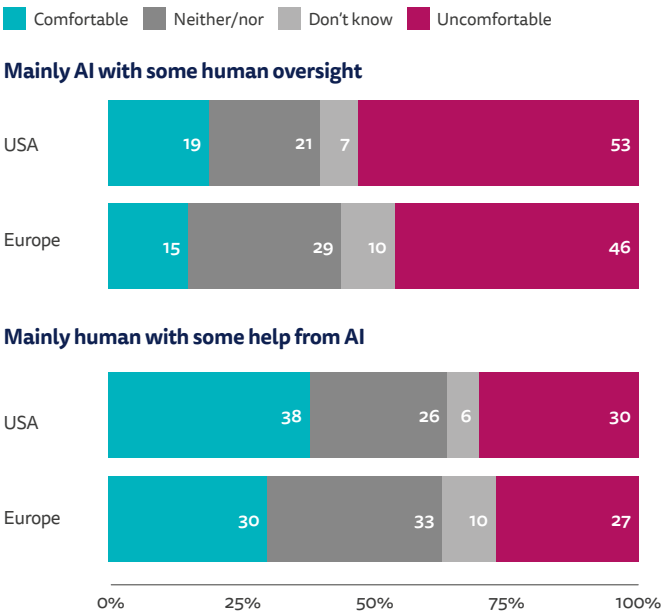
ARTIFICIAL INTELLIGENCE AND THE NEWS

Looking at audience attitudes to generative AI more widely, we repeated questions this year around comfort levels for the two most common scenarios: (a) news content that is produced mainly by AI, albeit with some human oversight, and (b) mainly by humans with some help from AI.

Over the last year more journalists have been using generative AI in newsrooms to support their work via research, transcription, suggested headlines/summaries, and other purposes. We have also started to see more cases where AI is generating stories automatically. The UK's largest regional publisher Reach, for example, employs an AI tool called Gutenbot to assist its journalists in rewriting stories for different websites within its network, while the German tabloid Express.de has used an AI bot called 'Klara Indernach' to author more than 1,500 stories, accounting for 10% of stories read.[15]

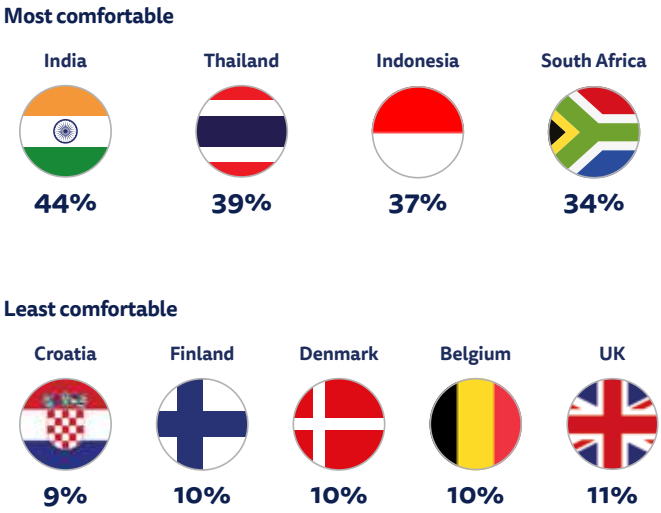
Audiences remain broadly sceptical of these automated approaches to news production, with similar scores to last year, but are more accepting of journalists using AI in a supportive role. As with last year's data we find that younger groups – who are more likely to use AI chatbots regularly – are more comfortable than older groups. We also see more scepticism in Europe than in the United States, where big tech companies are investing heavily in these new technologies.

PROPORTION THAT SAY THEY ARE VERY OR SOMEWHAT COMFORTABLE WITH NEWS BEING PRODUCED IN THE FOLLOWING WAYS – USA AND EUROPE



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 USA = 2053, Europe = 50,532.*

PROPORTION THAT SAY THEY ARE VERY OR SOMEWHAT COMFORTABLE WITH NEWS BEING PRODUCED MOSTLY BY AI WITH SOME HUMAN OVERSIGHT



Q2_AIComfortlevel_2024_1. In general, how comfortable or uncomfortable are you with using news produced in each of the following ways? Mostly by artificial intelligence (AI) with some human oversight. *Base: Total sample in each country ≈ 2000.*

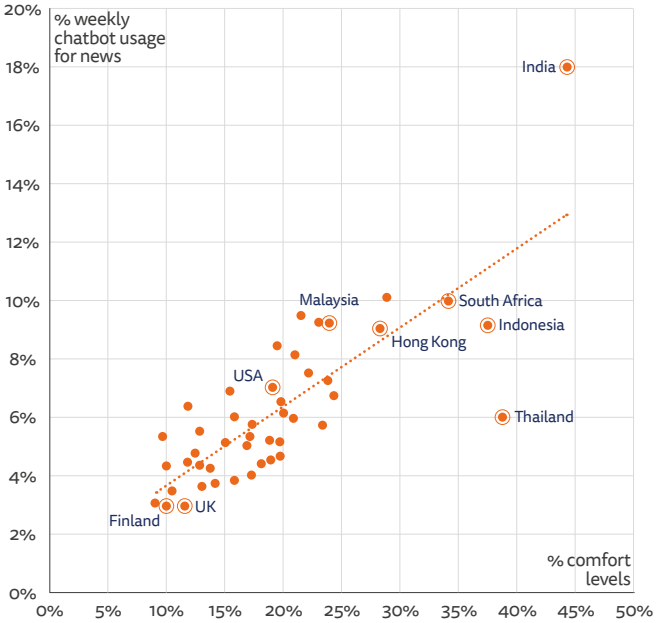
It is a similar picture elsewhere, though we find less scepticism in Asia where both audiences and publishers have shown less caution than in Europe or North America.

In Indonesia, the leading broadcaster TVOne uses AI-generated reporters to present content via its social media channels. Nong Marisa is an AI anchor in Thailand which presents the news on the Mono 29 TV channel. And several Indian newspapers have launched YouTube channels using high levels of automation and AI presentation.

[15] https://www.linkedin.com/posts/schultzhomberg_kstamedien-artificialintelligence-klaraindernach-activity-7185555200818970624-C1vd/

Looking across countries we find a clear correlation between levels of comfort with automatically generated news and reported usage of AI chatbots. Almost a fifth (18%) of our Indian sample said they were using chatbots such as ChatGPT and Google Gemini to access news weekly, with comfort levels of 44%. By contrast, usage in the UK was just 3%, with comfort levels of just 11%. All this suggests that AI news is likely to develop faster and in potentially different ways in certain parts of the world, with media coverage and attitudes to technology playing an important role in shaping opinions.

WEEKLY USE OF AI CHATBOTS FOR NEWS PLOTTED AGAINST COMFORT WITH NEWS BEING MADE MOSTLY BY AI WITH SOME HUMAN OVERSIGHT – ALL MARKETS

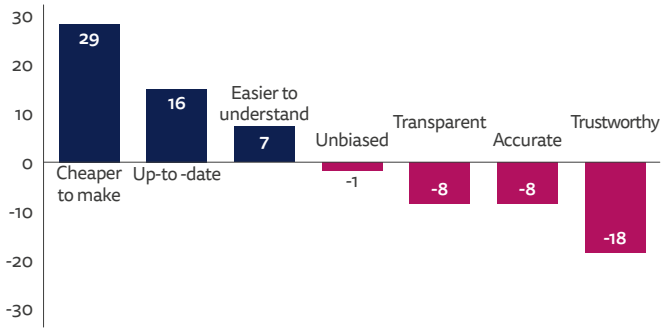


Q3. Which, if any, of the following have you used in the last week as a source of news? **Q2_AIComfortlevel_2024_1.** In general, how comfortable or uncomfortable are you with using news produced in each of the following ways? Mostly by artificial intelligence (AI) with some human oversight. *Base: Total sample in each market ≈ 2000. Note: Nigeria and Kenya excluded due to younger samples.*

Delving into the reasons for scepticism, we find that respondents feel generative AI is likely to make news more (rather than less) cheap to make (+29 net score) and more up-to-date (+16), potentially increasing challenges around overload/avoidance, even if some feel it could make the news easier to understand (+7). At the same time a significant proportion think that AI will make the news less transparent (-8), less accurate (-8), and less trustworthy (-18). Well-publicised cases where Gen AI technology has made factual errors, made up or misrepresented quotes or citations,[16] may be feeding these concerns.

NET DIFFERENCE BETWEEN PROPORTION THAT THINK GENERATIVE AI WILL MAKE NEWS MORE OR LESS OF EACH – 37 MARKET AVERAGE

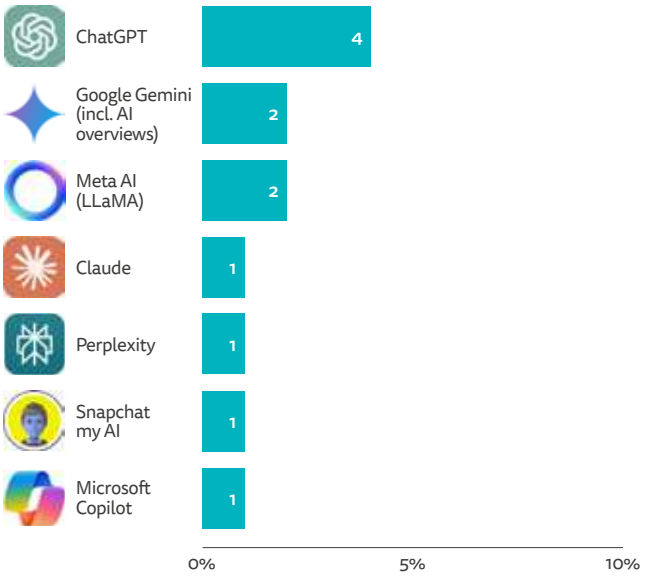
Net score (more – less)



AI_3_news_qualities. In general, do you think that news produced mostly by artificial intelligence, albeit with some human oversight, is likely to be more or less of each of the following, compared to news produced entirely by a human journalist? *Base: Total sample across 31 markets = 54,638. Note: Question not asked in Bulgaria, Chile, Colombia, Croatia, Greece, Hungary, Indonesia, Kenya, Malaysia, Mexico, Morocco, Nigeria, Romania, Peru, Philippines, Serbia, Singapore, Slovakia, Taiwan, Thailand, Turkey.*

Whatever publishers do with Gen AI, it is the tools created and popularised by big tech companies that are likely to have most impact with consumers, as they increasingly integrate real-time news content. Averaged across markets, just 4% say they have accessed the most popular tool ChatGPT for news in the last week, with lower scores for rival services from Google, Meta, Microsoft, and others. The low score for Google's AI Overviews is perhaps surprising given its prominence at the top of search results, but it is important to remember that audiences may not be aware that answers are being generated by AI and the tech giant has also been cautious about using the feature around news queries so far.

PROPORTION THAT USED EACH AI CHATBOT FOR NEWS IN THE LAST WEEK – ALL MARKETS



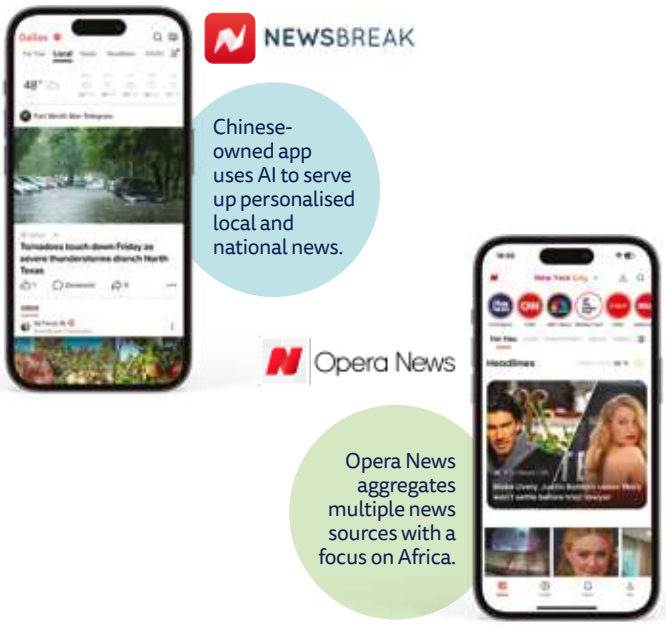
Q10c_2025. When using the internet for news, which of the following, if any, have you used for news in the last week? *Base: Total sample across all markets = 97,055.*

[16] https://www.bbc.co.uk/news/articles/cq5ggew08eyo and https://www.bbc.com/mediacentre/2025/bbc-research-shows-issues-with-answers-from-artificial-intelligence-assistants

AI-DRIVEN AGGREGATORS INCREASE THEIR REACH

One further area to watch is the growing importance of online and mobile aggregators that already play a dominant role in countries like Japan, South Korea, and Indonesia. Many of these now use Gen AI technologies to personalise the selection of news content, in the same way TikTok has done for user-generated content. One example in the United States is Newsbreak, a fast-growing app which has 9% weekly reach for its blend of national and international stories. Opera News, another personalised news app, is an important source of news in Kenya (38% weekly reach) and South Africa (14%).

Apple News, which reaches 14% weekly in the US and 9% in the UK, has also deployed Gen AI to summarise news alerts, though it later had to withdraw the feature after well-publicised inaccuracies.[17] Gen AI apps such as Perplexity are developing news alerts and other personalised features, while Google surfaces personalised news selections as part of its main app or when you swipe right on an Android phone. These links, known within the industry as 'Google Discover' are accessed by 27% across markets but more in countries with a high proportion of Android phones in Latin America and Africa – though the embedded nature of these services makes it hard to produce accurate numbers through surveys.



Our research this year also shows how mobile notifications from aggregators, often driven by AI, are now one of the main ways of getting breaking news. This is especially the case in mobile-majority countries in Africa and Asia, such as Kenya and India. By contrast, in the UK and other parts of Northern Europe strong brands are in a better position to connect directly to consumers.

In the UK, notifications from the BBC News app, for example, reach almost half (46%) of those that receive alerts, the equivalent of around 4 million people – making it one of their most important channels for digital communication. At the same time publishers must be careful not to overload consumers, a significant proportion of whom (79%), across markets, either have never received alerts or have actively disabled them because they say they get too many or they are not relevant to their lives.

For further analysis see section 2.5: Walking the Notification Tightrope: How to Engage Audiences While Avoiding Overload

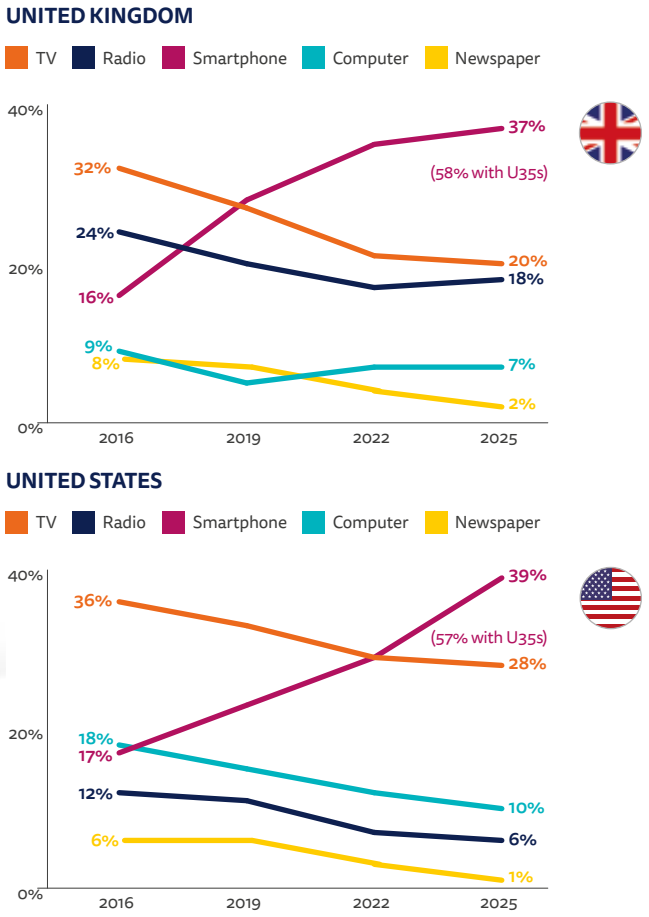
THE SMARTPHONE DEEPENS ITS HOLD ON OUR TIME

Although the smartphone has been around for almost 20 years, there is no sign that its impact is diminishing. And this in turn continues to drive changes to how we access the news and the formats we use to consume it. One way of understanding this is with a question we ask about the *first* device people come across in the morning.

This gives us a picture of habits at a crucial point when people have traditionally looked to brief themselves for the day ahead. Taking the UK and the United States as examples, we see how radio and television have been eclipsed by the convenience of these powerful personal devices.

PROPORTION THAT SAY EACH IS THE FIRST WAY THEY COME ACROSS NEWS IN THE MORNING (2016–2025) – UK AND USA

Over the last decade the smartphone has stolen attention from other devices and sources



Q9c_new2016. What is the FIRST way you typically come across news in the morning? *Base: Total sample in each country-year ≈ 2000.*

In the United States, shows like *Good Morning America* have lost around half their audience in the last decade as smartphones have become more ubiquitous, according to industry data.[18] This shift, which has been accompanied by an increase in platform power, has encouraged more personalised news consumption as well as the growing popularity of podcasts and online video.

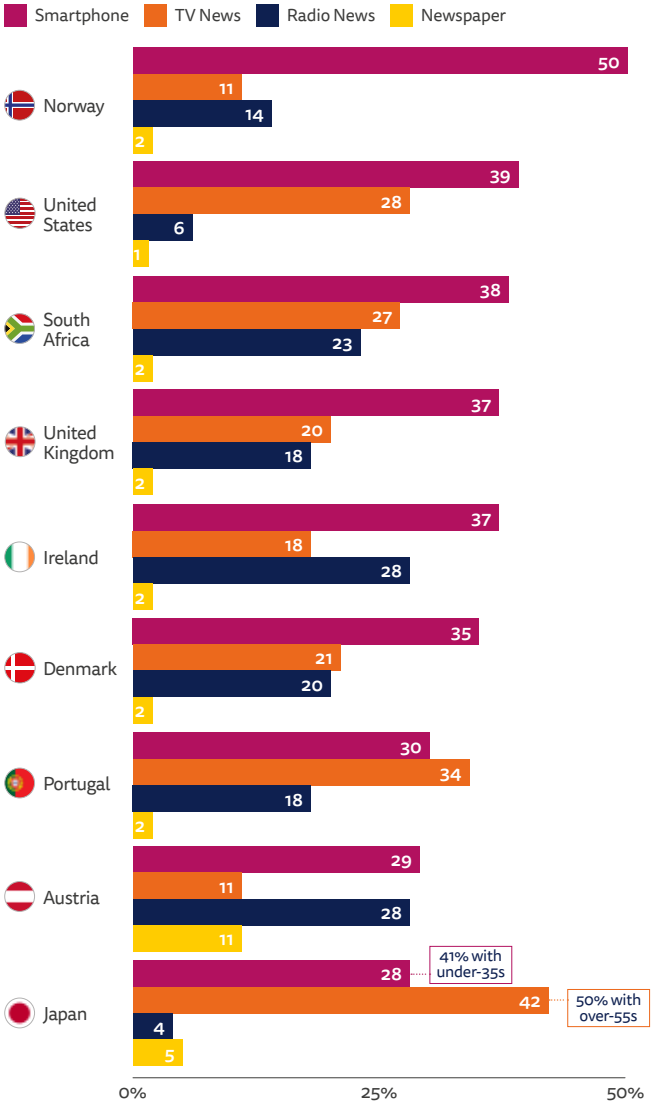
[17] 'Apple Suspends Error-Strewn AI Generated Alerts', BBC, 16 Jan. 2025. https://www.bbc.co.uk/news/articles/cq5ggew08eyo
[18] Around 2.6m watched *GMA* in March 2024 compared with 5.1m in April 2015. https://abcnews.go.com/Press_Release/gma-week-april-06/story?id=30175911

TV viewing once provided a shared experience for most Americans

Smartphone consumption is more personal and fragmented

Although the smartphone plays a much bigger role than it did in every market, we do see significant and surprising differences. TV news remains the most important starting point in Portugal and Japan, while in Ireland, Denmark, and South Africa radio news is a key part of the mix. Meanwhile more than one in ten (11%) Austrians still start their day with a printed newspaper, even if most of them are over 45.

PROPORTION THAT SAY EACH IS THE FIRST WAY THEY COME ACROSS NEWS IN THE MORNING - SELECTED MARKETS



Q9c_new2016. What is the FIRST way you typically come across news in the morning? *Base: Total sample in each country-year ≈ 2000.*

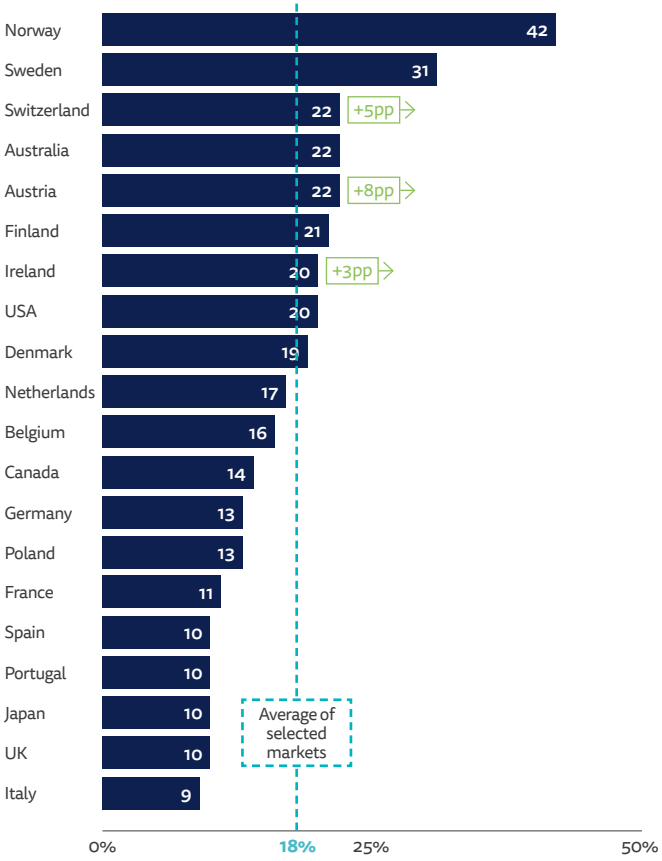
The age splits are also revealing because they show how much legacy formats such as TV, radio, and print, now depend on over-55s. Everyone else is not just digital-first but smartphone-first. Even within top news organisations conversations still focus around the front page of the website, with formats optimised for reading long text, but that is no longer how most people want to consume the news. The shift to smartphone as the anchor device, which has gone hand in hand with the rise of communication apps, has also made it harder for any individual publisher app to cut through.

When we ask audiences *how* they access news on a smartphone over time, again we see the growing importance of social media, mobile notifications, and aggregators.

PAYING FOR ONLINE NEWS AND THE ROLE OF BUNDLING

Changing device use and the growing power and changing strategies of big tech platforms are making it harder than ever for publishers to build sustainable businesses. In recent years a key response has been to reduce dependence on advertising – where big platforms take much of the available revenue – and build direct reader payment models instead. MailOnline is one scale-based publisher that has recently added a premium subscription layer, and broadcasters CNN and Sky News have announced plans to invest in exclusive online video (and audio) programming for which they plan to charge over time. But despite this our data continue to show that the vast majority of audiences remain unwilling to pay for online news.

PROPORTION THAT HAVE PAID FOR ANY ONLINE NEWS IN THE LAST YEAR – SELECTED COUNTRIES



Q7a. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be a digital subscription, combined digital/print subscription or one-off payment for an article or app or e-edition). *Base: Total sample in each country ≈ 2000.*

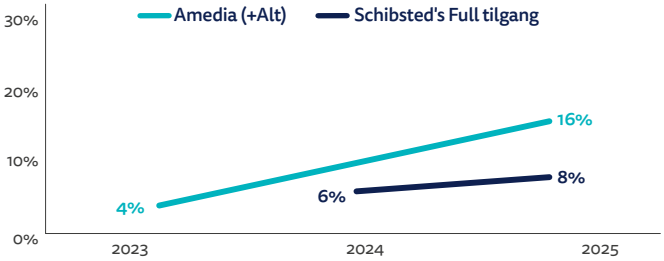
Across a basket of 20 countries where a significant number of publishers are pushing digital subscriptions, less than a fifth (18%) have paid in the last year via an online subscription, membership, donation, or one-off payment. Payment levels are highest in smaller European markets where publishers have a strong market position and platforms have traditionally played a smaller role, such as Norway (42%) and Sweden (31%) as well as Australia (22%) and the United States (20%). In other large markets, such as Germany (13%), Japan (10%), and the UK (10%), however, it is proving hard to persuade more than a small minority to pay and that task is harder still in many parts of Eastern and Southern Europe where only a small number of publishers ask for payment (e.g. Serbia and Greece 7%, and Croatia 6%).

Over the last ten years, ongoing subscription levels across our basket of 20 countries have more than doubled but they now look to have hit a ceiling. Publishers have already signed up many of those prepared to pay and in a tight economic climate it has been hard to persuade others to do the same. In most countries, we continue to see a 'winner takes most' market, with upmarket national newspapers scooping up a big proportion of users. In the United States, for example, the *New York Times* has extended its lead over the *Washington Post* partly off the back of its highly successful *all-access* subscription that includes games, recipes, audio sport, and product reviews.

In Germany, local and regional news titles perform relatively well in terms of subscription, a reflection of the importance of regional identity in this federal system. Consumers in Nordic countries and the Netherlands are also more likely than the average to pay for a regional or local online news service, but in the United Kingdom and Portugal payment is mostly confined to national titles. Meanwhile, in Canada and Ireland around half of subscribers (50% and 59% respectively) pay for a news service originating outside the country, leading to an even tougher market for domestic publishers.

In some markets, some publishers that own both national and local titles have been marketing bundled 'all access' subscriptions: +Alt from Amedia now reaches 16% (+6pp) of Norwegian subscribers with Schibsted's Full tilgang (All access) package reaching 8%.

PROPORTION OF NEWS SUBSCRIBERS TAKING UP BUNDLED OFFERS (2023–2025) – NORWAY



ALT

+Alt is a single subscription service giving

- access to over 100 newspapers from all over Norway
- full access to all podcasts and audio content in the Untold app
- live local and national sports in Direktesport

Q7_SUBS_name_2022. You said you have paid a subscription/membership to a digital news service in the last year ... Which of the following did you subscribe to? *Base: All that paid for a digital news subscription/membership in the last year in 2023 = 589, 2024 = 594, 2025 = 667.*

PROPORTION OF THOSE PAYING THAT SUBSCRIBE TO EACH – SELECTED COUNTRIES

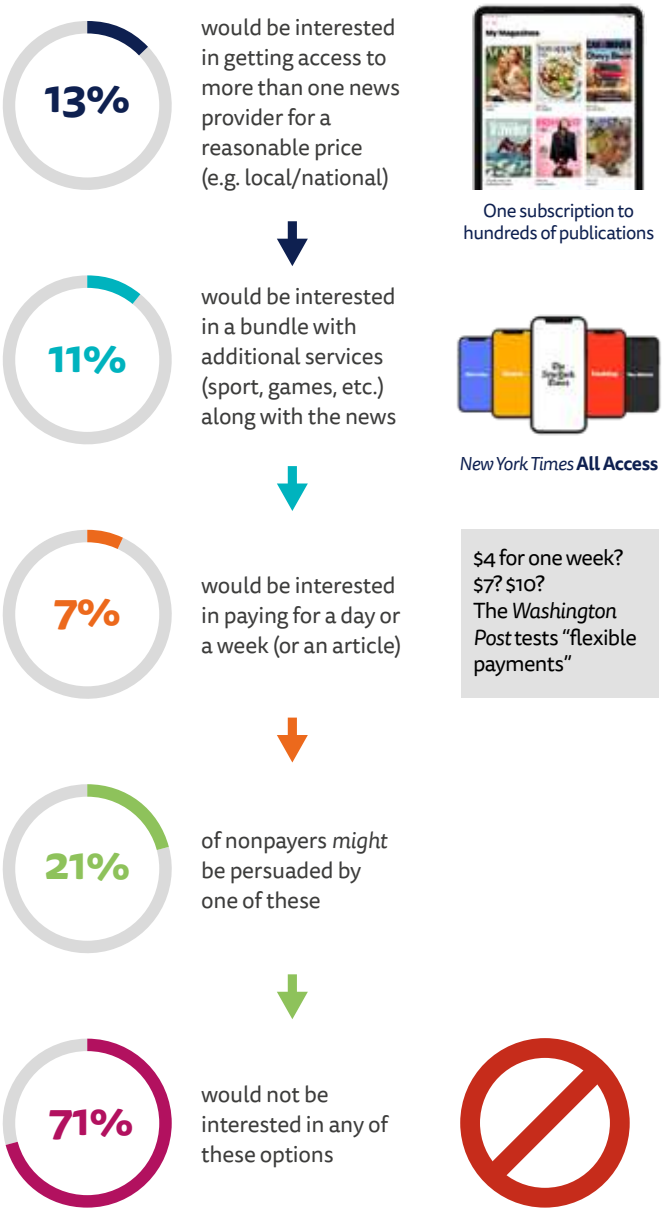
Country	Top national titles	% paying	% subscribe to local titles	% subscribe to foreign titles
Norway	VG, Aftenposten, E24, Dagbladet	42%	48%	4%
Sweden	Dagens Nyheter, Expressen, Svenska Dagbladet, Aftonbladet	31%	46%	8%
Australia	The Australian, Herald Sun, The Age, SMH	22%	41%	12%
Switzerland	Tages-Anzeiger, NZZ, 24 heures	22%	58%	27%
Austria	Krone Pur, Kleine Zeitung, Der Standard	22%	34%	21%
Finland	Helsingin Sanomat, Iltalehti Plus, Ilta-Sanomat Extra	21%	41%	6%
United States	New York Times, Washington Post, USA Today	20%	20%	21%
Ireland	Irish Independent, Irish Times, Irish Examiner, Guardian	20%	8%	59%
Denmark	Berlingske, Politiken, Jyllands-Posten, Ekstra Bladet	19%	21%	7%
Netherlands	de Volkskrant, AD, De Telegraaf, NRC	17%	45%	7%
Belgium	Het Laatste Nieuws, Le Soir, Het Nieuwsblad	16%	17%	7%
Canada	New York Times, Toronto Star, Globe and Mail	14%	12%	50%
Poland	Gazeta Wyborcza, Newsweek Polska, Rzeczpospolita	13%	10%	34%
Germany	Bild, Der Spiegel, Die Zeit, Handelsblatt	13%	27%	10%
France	Le Monde, Le Figaro, Mediapart, L'Equipe	11%	23%	8%
Spain	El País, El Mundo, La Vanguardia, El Español, El Confidencial	10%	9%	7%
Portugal	Expresso, Público, Observador, Correio da Manhã	10%	5%	13%
Japan	Nikkei, Asahi Digital, Business Nikkei.com	10%	27%	9%
UK	Guardian, Times, Telegraph	10%	8%	17%
Italy	Corriere della Sera, La Repubblica, Il Post.it	9%	8%	4%

Q7_SUBS_name_2022. You said you have paid a subscription/membership to a digital news service in the last year ... Which of the following did you subscribe to? *Base: All that paid for a digital news subscription/membership in the last year, ranging from Norway = 667 to Italy = 87.*

Alternative versions of these bundles include magazines, premium podcasts, and even international titles. At the same time publishers have been building new lifestyle products such as games and cooking as a way of building habit and reducing churn. Others such as the *Washington Post* and a number of European publications have been experimenting with cheaper or more flexible ways to pay, such as day passes or more limited propositions aimed at younger readers.

Around a fifth of survey respondents who are not currently paying in the United States (21%) and Germany (19%) said they might be interested in one of these options, especially the possibility of accessing multiple news providers for a reasonable price. But in all countries the vast majority say that none of these ideas could persuade them to pay.

PROPORTION THAT SAY THEY MIGHT BE INTERESTED IN BUNDLED/FLEXIBLE PAYMENT FOR ONLINE NEWS – USA



Q_pay_bundling. You say you have not paid for online news in the last year ... which of the following, if any, would encourage you to pay for online news? *Base: All that have not paid for online news in the last year = 1525.*

These data suggest that it may be possible over time to get more customers to pay for news, even in countries where payment levels are already high. Innovative product development will be key but the challenge for publishers will be building more flexibility and value for different groups without reducing the core editorial proposition – or the average price paid by existing customers.

LOCAL NEWS UNDER PRESSURE

While many upmarket national newspapers can now see a path to profitability through a mix of digital subscription and diversified revenue streams, there are deepening concerns about the future of local news. In the United States and much of Europe, local and regional newspapers have struggled to adapt to the shift to digital while consumers have found more efficient ways of getting services they once provided.

Our report this year shows the extent of this challenge. Although people repeatedly say in surveys that they are interested in local news, we find that most people across markets think news media (local television, newspapers, and radio) are only the best source of news for local politics, local news stories including crime and traffic accidents, and notices (such as the obituaries of local people). Platforms or specialist apps tend to be seen as a better source for local activities, culture, information about local transport or weather, and buying and selling - all of which used to be dominated by local news media. This is part of the reason local media are struggling in many countries, and why models such as bundling and aggregation offer a potentially more hopeful path.

NET DIFFERENCE BETWEEN PROPORTION WHO THINK NEWS MEDIA IS BEST SOURCE AND THOSE THAT THINK PLATFORMS ARE BEST SOURCE

News media is still considered best for ....

Platforms considered best for ...

Q3_local_2025_Local. You said you have accessed local news and information about local[topic] in the last week. Which source, if any, offers the BEST information for you on this topic? *Base: All that accessed local news or information on each topic > 5000. Note: Question not asked in Chile, Kenya, and Nigeria.*

For further analysis see section 2.2: Local News: How Publishers can Still Provide Value in a Platform World

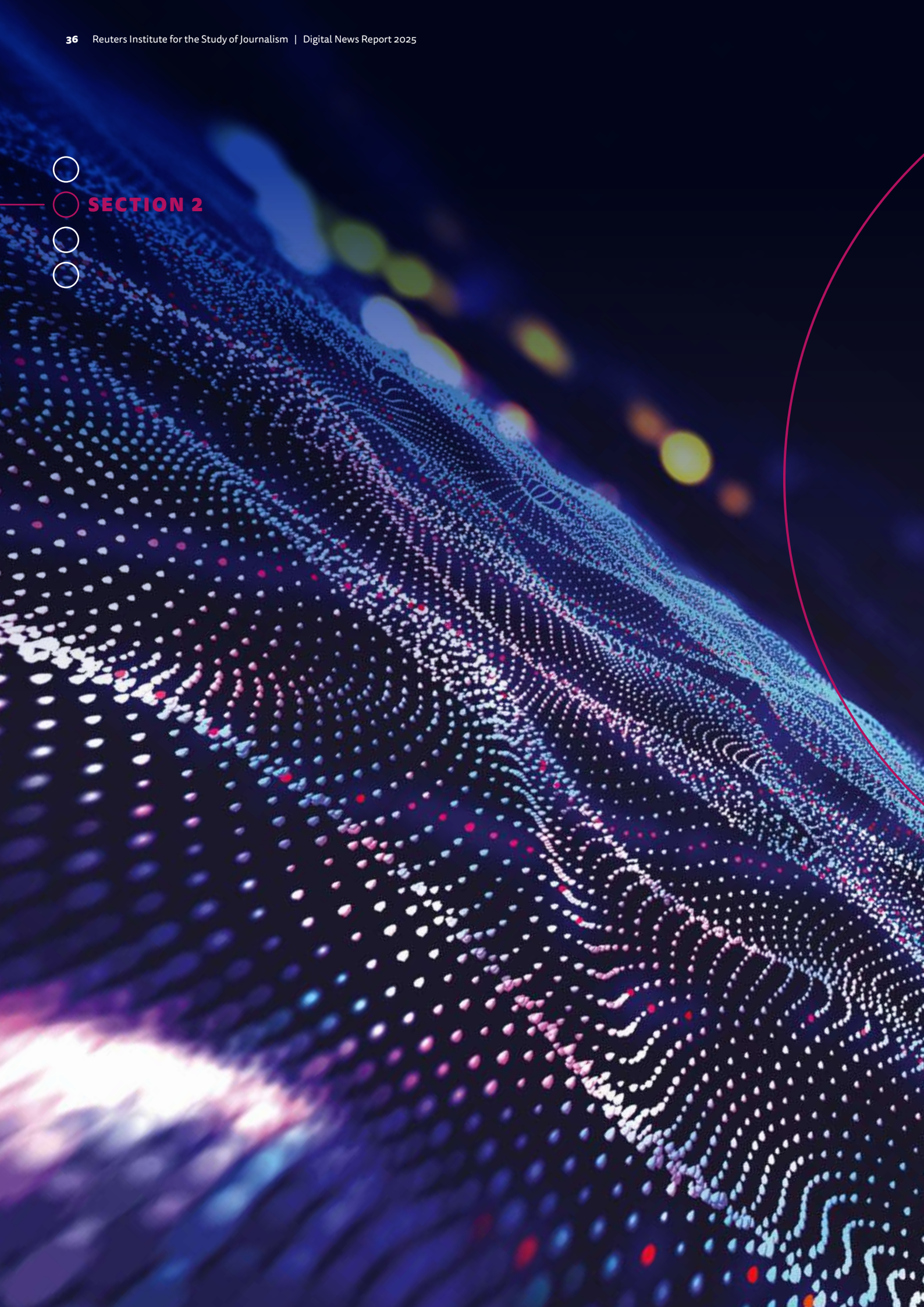
CONCLUSIONS

Over the last decade our report has documented how mobile devices and powerful tech platforms have upended the news industry, changing the content people see, the way news is presented, and the business models of leading publishers. Now the challenges for institutional journalism are intensifying in the form of a platform-enabled alternative media ecosystem, including podcasters and YouTubers, that is proving engaging both for audiences – and also for politicians, many of whom no longer feel they need to submit themselves to journalistic scrutiny. The growth of video-based networks like YouTube and TikTok, highlighted again in this year's report, is encouraging the trend towards personality-led commentary, much of which is partisan, and which many worry is squeezing out facts and making it harder to separate truth from falsehood.

And yet in many countries where press freedom is constrained, these same trends sometimes also offer hope for greater diversity of expression and for alternative views to find a voice. Elsewhere still, creators and influencers are showcasing innovative and authentic ways to tell stories and build community in powerful new ways. These approaches have much to teach legacy media about how to re-engage with younger and hard-to-reach audiences and to combat selective news avoidance and news fatigue.

Everywhere there are common challenges around the pace of change and how to adapt to a digital environment that seems to become more complex and fragmented every year. Increasing the uncertainty is the emergence of generative AI as a source of news for the first time – as tech companies rapidly embed this into their core services – with younger people in particular using it both for getting the news and also for checking facts. We already find much higher use of Gen AI in parts of Asia and Africa, where comfort with these technologies around news is already much higher than in Europe, where audiences remain mostly sceptical. In turn this is affecting the speed at which publishers feel they can innovate and change. Publishers are looking to use AI technologies to increase efficiency but also improve the relevance of content through personalising story *selection* and *formats*. None of this provides a silver bullet but will be part of a wider toolkit that news organisations hope will enable them to rebuild connection and provide greater value. In this respect, some publishers are thinking radically about bundling news with lifestyle content, repackaging different titles and formats, or licensing content to AI platforms, but many others continue to struggle to convince people that their news is worth paying attention to, let alone paying for.

The danger is that publishers will use automation to cut costs and chase new AI algorithms. Some of that is already happening but it is clear that people don't want *more* content. They already feel overloaded. They certainly don't want sensationalist headlines optimised for AI aggregators. Our report is very clear that, across countries, audiences expect the news media to be more impartial, more accurate, more transparent, and critically to *increase* the amount and quality of their original reporting. Trusted news brands remain the *first choice* for many when it comes to checking information, or alerting them to important breaking news, even if people don't need them as often as they once did. It is also striking that advances in AI come at a time when human connection seems more important than ever, in terms of other trends highlighted in this report such as personality-led news. The task for publishers is how to adjust to these new realities, to embrace technology where it makes sense while keeping humans in the loop – and to make the news more engaging and personal without losing sight of the values that attract people to their brands in the first place.



SECTION 2

SECTION 2

Further Analysis and International Comparison

Rasmus Kleis Nielsen
Professor
Department of Communication, University of Copenhagen

Richard Fletcher
Director of Research
Reuters Institute for the Study of Journalism

Amy Ross Arguedas
Postdoctoral Research Fellow
Reuters Institute for the Study of Journalism

Craig T. Robertson
Postdoctoral Research Fellow
Reuters Institute for the Study of Journalism

Nic Newman
Senior Research Associate
Reuters Institute for the Study of Journalism

2.1 How the Public Checks Information it Thinks Might be Wrong

Rasmus Kleis Nielsen

More than half the public across the markets we cover say they are concerned about what is real and what is fake when it comes to online news. Even in countries like Denmark, Germany, or the Netherlands with relatively robust, widely used, and trusted news media, reasonably stable political institutions, and the rule of law, more than 40% are worried. In countries such as the United States, the figure is far higher. So what do people do if and when they want to check something important in the news online that they suspect may be false, misleading, or fake?

In this year's survey, we asked respondents what they would usually do if and when they decide to check something. Survey data, with self-reported data subject to social desirability biases, does not always match actual behaviour. Many of us may overestimate how often, and how thoroughly, we check things. But survey data still provide useful evidence for how people think about navigating potentially problematic information online. And unlike some kinds of data (e.g. behavioural data) that often lack context, it can help us understand differences in how various parts of the public react when they come across something consequential they suspect may be misinformation and identify differences in verification practices both at both the individual and the country level.

Understanding who the public turns to is important to understand because research has documented, for example, that relying on news media tends to help people become more informed and, in some cases, more resilient to misinformation (Altay et al. 2024) and that citizens tend to heed fact-checking and other forms of factual information, even when it challenges their ideological commitments (Porter and Wood 2024). Other sources, on the other hand, may not help counter misinformation – or sometimes even reinforce mistaken beliefs and misleading narratives. It therefore matters who people turn to when in doubt.

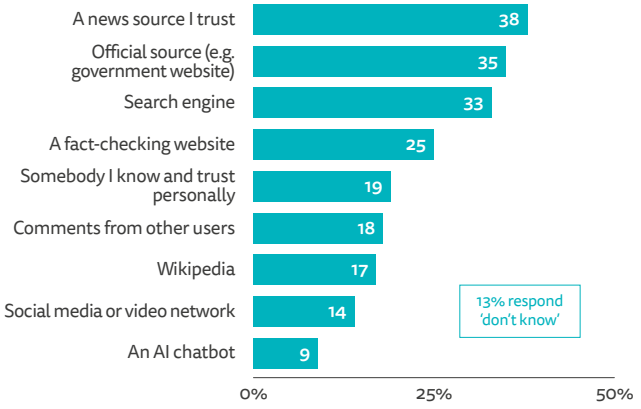
TRUSTED NEWS OUTLETS ARE THE MOST WIDELY NAMED WAY TO CHECK

When asked how they would usually try to verify information they suspect may be false, misleading, or fake, a sizeable minority of our respondents (13%) say they don't know. But a large majority of respondents identify at least one and in most cases two or more places they might go. The most widely identified are news sources that the respondent trusts, official sources (like government websites), and search engines.

Fact-checking websites, which generally do not have anywhere near the same brand recognition and reach as major news media, are still frequently named as a place people say they would go if and when they want to check potentially problematic information. This suggests that, in moments of doubt, they play an important role far beyond their generally very limited routine audience size, despite the known challenges of getting specific fact-checks in front of the specific people who have seen a specific identifiably false claim (Guess et al. 2020).

PROPORTION THAT SAY THEY WOULD GO TO EACH IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE – ALL MARKETS

Where do people go if they want to check?



Q fake verify 1. Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? Please select all that apply. *Base: 97,055.*

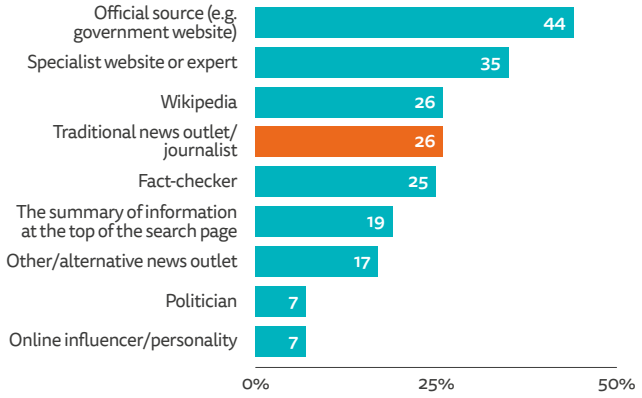
The good news from publishers' point of view is that trusted news sources are the most widely named option. The more sobering news is that 62% of respondents do not think of publishers as the first place to turn. When it comes to search engines or social media/video sites, platforms that primarily serve content from other sources, we asked the respondents who turned to them which type of source they would mostly be looking for in the results or feeds presented.

Traditional news outlets and journalists do figure among the options people many say they would rely on when going via platforms – 26% of those who use search highlight news outlets, and 30% of those who use social media or video platforms do the same. (If we combine respondents who name news sources directly with those who would turn to traditional news sources on platforms, 43% say they would rely on publishers.)

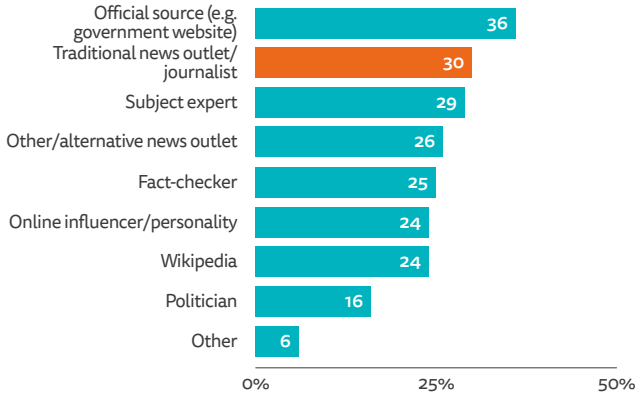
But when it comes to platforms, official sources, including government websites, are more widely named, and a range of other types of sources are at least as widely named as news media. On search engines, fact-checkers, Wikipedia, and specialist websites or experts, and on social and video platforms, alternative news outlets, subject experts, Wikipedia, fact-checkers, and online personalities are all nearly as widely named as traditional news outlets and journalists.

PROPORTION THAT SAY THEY WOULD GO TO EACH ON SEARCH/SOCIAL IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE – ALL MARKETS

Where do people go if checking information in search?



Where do people go if checking information on social media or video networks?



Q fake verify 2c/d n. In the previous question you said you would go to a search engine/social media or video network to check information you suspect may be false, misleading, or fake. Which type of source would you mostly be looking for in the results? Please select all that apply. *Base: All who would check using search = 20,407, social = 7972.*

Traditional news outlets thus still play an important role when people turn to search engines, social media, or video platforms to check information. But many other sources are as widely relied upon when people seek to check information that they suspect might be false, misleading, or fake via digital platforms.

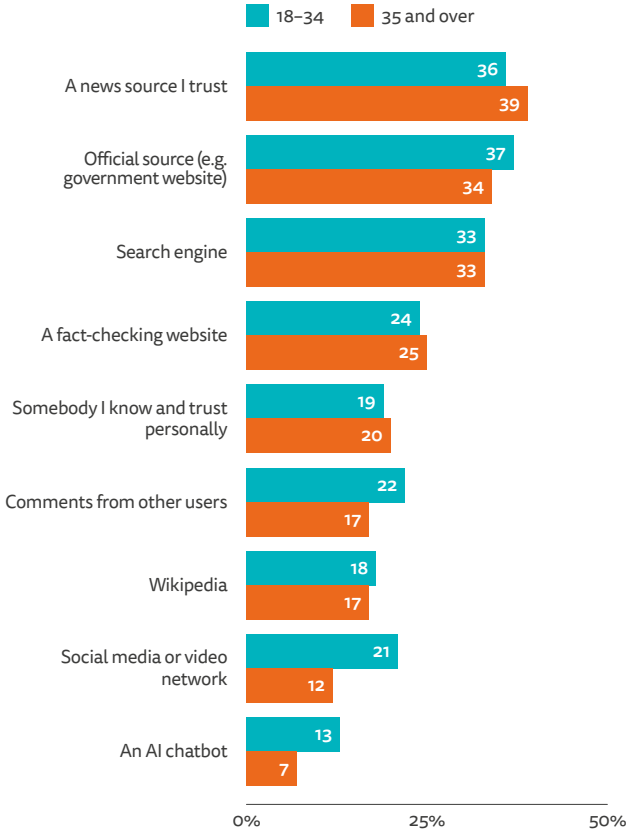
VERIFICATION PRACTICES DIFFER BY AGE AND INCOME

One of the advantages of survey data is that they can help us understand differences across demographic and political groups. Some of the most notable ones are around age, income, and political orientation.

Younger people aged between 18 and 34, for example, often rely on the same sources as respondents 35 and over, but they are much more likely than older respondents to say they would rely on comments from other users, social media, and AI chatbots.

This age group mentions news media, official sources, search engines, and fact-checkers about as frequently as older people – but they are more likely to mention some of the others. This may suggest both complementary ways of thinking about trust (for example, horizontally and in terms of affinity as much as in terms of institutions) and a greater comfort with and routine reliance on digital platforms and new technologies.

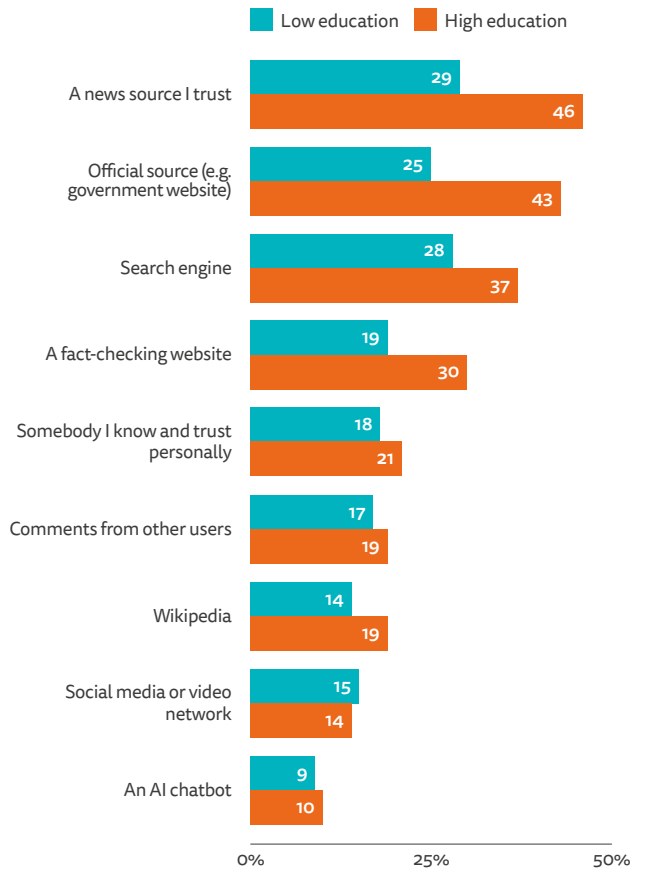
PROPORTION THAT SAY THEY WOULD GO TO EACH IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE – BY AGE GROUP – ALL MARKETS



Q fake verify 1. Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? Please select all that apply. *Base: 18-34 = 27,447, Over-35s = 69,608.*

Education is also correlated with systematic differences. Whereas younger people are more likely to rely on sources still regarded with scepticism by many older people, the difference when we look at education is of a different kind. Respondents with low levels of formal education (21% of our total respondents) are, compared to those with high levels of formal education (33% of respondents), much less likely to say they would turn to news media, official sources, search engines, or fact-checkers. Compared to those with high levels of education, they are more likely to say they don't know where to go, and when they do name somewhere, they are more likely to name only one option. The patterns around income are very similar. Clearly, many of the sources that aim to be authoritative are not reaching less privileged people as well as they serve the more privileged.

PROPORTION THAT SAY THEY WOULD GO TO EACH IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE – BY EDUCATION – ALL MARKETS

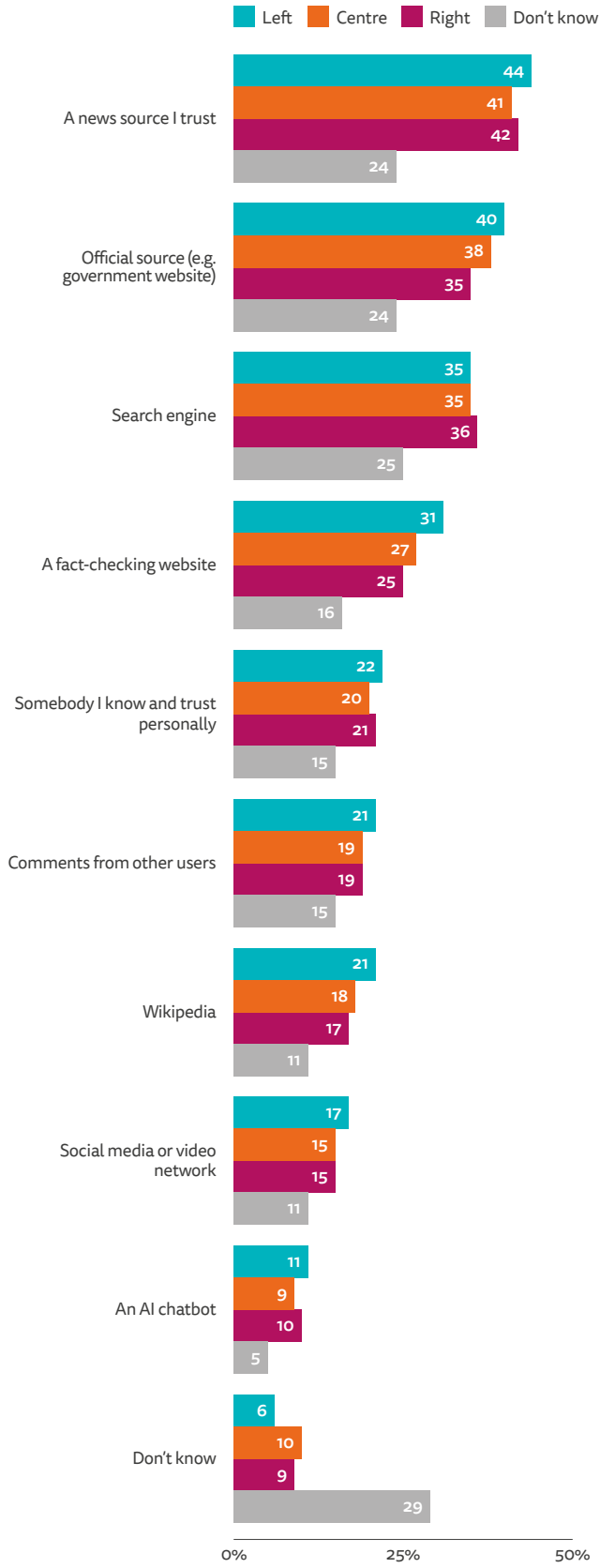


Q fake verify 1. Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? Please select all that apply. *Base: Low education = 18,564, High education = 36,474.*

POLITICAL ORIENTATION AND VERIFICATION PRACTICES

There are also political differences in who people turn to when they want to check something. As with income, the differences here are less about a greater preference for specific sources, and more about a lower propensity to rely on some of the options named. Specifically, people who identify as being politically on the right are less likely to say they would go to a fact-checking site, official sources like government websites, or Wikipedia.

PROPORTION OF THOSE THAT SAY THEY WOULD GO TO A NEWS SOURCE IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE THAT SAID THEY WOULD GO TO EACH SOURCE



Q fake verify 1. Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? Please select all that apply. *Base: Left = 14,330, Centre = 48,177, Right = 13,955, Don't know = 18,589.*

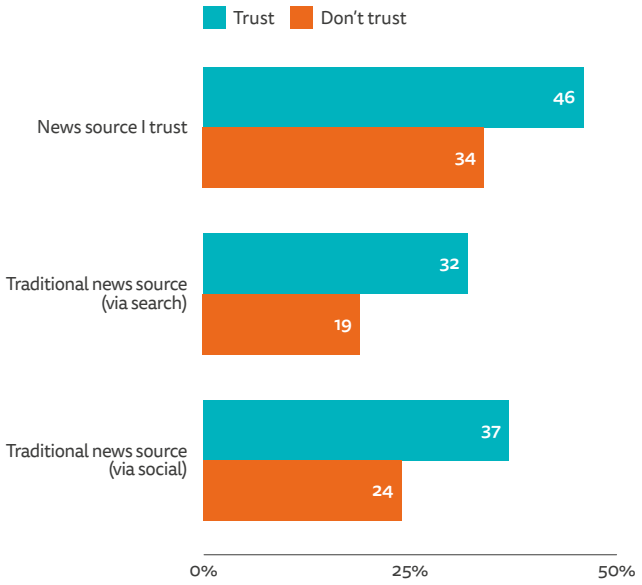
As is often the case, differences across the left-right spectrum are not the only, or even the most pronounced, political differences. The large number of respondents who answer 'don't know' when we ask them where they stand politically – which often indicates a feeling of distance, disengagement, or even alienation from conventional forms of politics, sometimes referred to as the 'other divide' (Krupnikov and Ryan 2022) – also tend to report a different set of verification practices. This group, which at 20% of respondents is larger than the share of respondents who identify as being politically on the left (15%) or right (15%), is more than twice as likely to say they don't know what they would do (29%), and they are much, much less likely to say they would turn to any of the sources that loom large with respondents overall – with the partial exception of means that tend to rely on less institutional, more horizontal forms of possible validation: somebody I know and trust personally, social media or video network, and comments from other users.

TRUST IN NEWS AND HOW WE VERIFY

Trust in news, necessarily subjective as it is, has already been shown to influence what news sources people rely on and how they process information (Ejaz et al. 2024). Our data suggest it is also linked to verification practices. We can document this both at the level of individual respondents, across countries, and in terms of which news sources people highlight.

At the individual level, respondents who say they trust most news most of the time are more likely to go directly to news sources to verify potentially problematic information. They are also more likely to name traditional news as among the sources they would seek out via search engines or on social and video platforms.

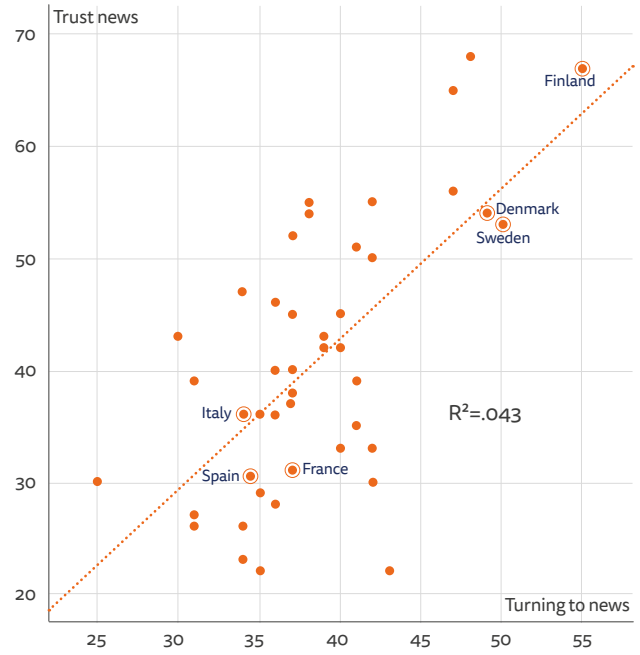
PROPORTION THAT SAY THEY WOULD GO TO EACH IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE – BY TRUST IN NEWS – ALL MARKETS



Q fake verify 1. Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? **Q_fake_verify_2c/d_n**. In the previous question you said you would go to a search engine/social media or video network to check information you suspect may be false, misleading, or fake. Which type of source would you mostly be looking for in the results? *Base: All that do/do not trust most news most of the time overall = 39,440/26,270 , who would check using search = 8713/5441, on social media = 3243/2206.*

Trust features not only at the individual level. It is also clear when looking across countries. If we plot the percentage of respondents in each country against the percentage who say they would turn to news sources to check something potentially problematic, at one end, a cluster of countries, including e.g. Denmark, Finland, and Sweden, has relatively high trust in news and about half of respondents saying they would turn to news sources. At the other end, a number of countries, including e.g. France, Italy, and Spain, have lower levels of trust and fewer people saying they would turn to news sources.

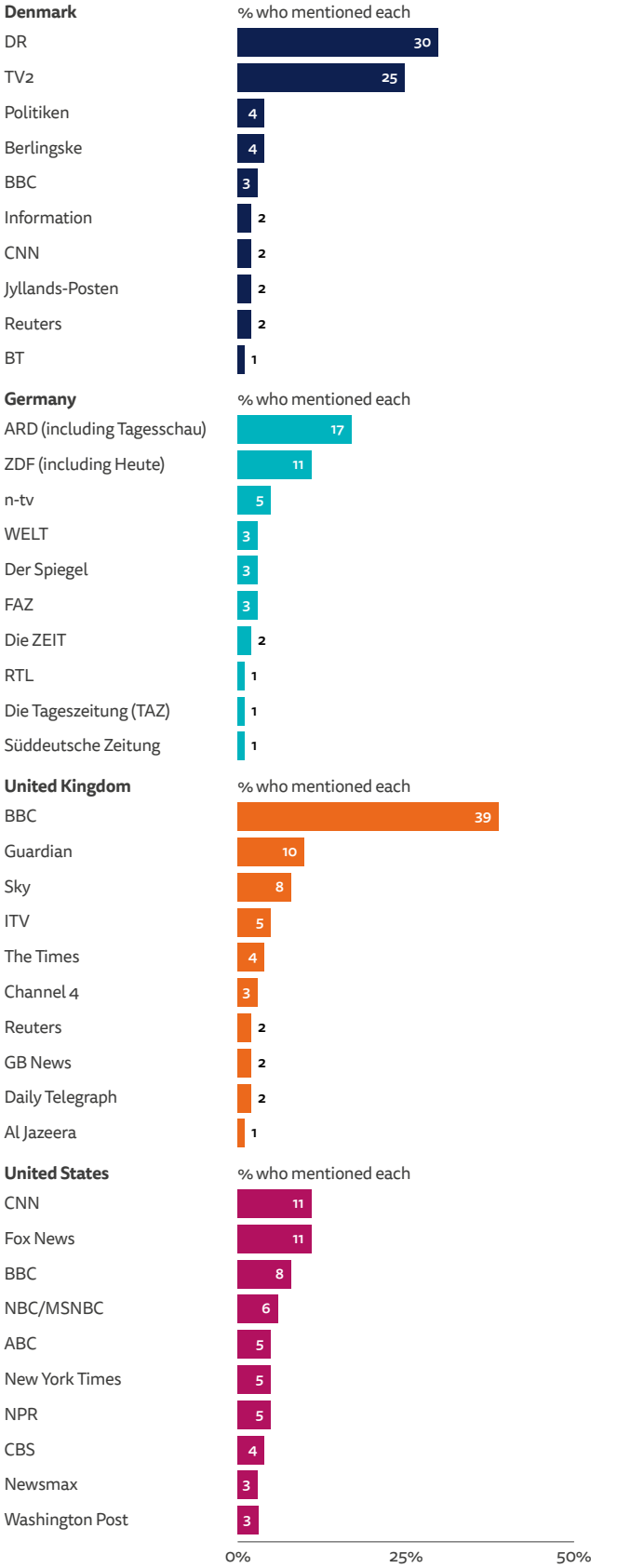
PROPORTION THAT SAY THEY WOULD GO TO A NEWS SOURCE IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE PLOTTED AGAINST PROPORTION THAT TRUST THE NEWS – ALL MARKETS



Q fake verify 1. Imagine you came across something important in the news online that you suspect may be false, misleading, or fake. If you decided you wanted to check it, where would you usually go? **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. Note: Total sample in each market ≈ 2000.*

In terms of which news sources people turn to, some of our respondents provided specific examples when asked. The list of top ten most frequently named brands in a sample of four different countries provides a sense of how people orient themselves. Denmark and the United Kingdom have media systems centred around a limited number of national brands, with generally high trust in the former and somewhat lower trust in the latter, and Germany and the United States have media systems characterised by a larger number of competing brands and a long history of a more federated structure, one with relatively high trust and one with low trust.

PROPORTION OF THOSE THAT SAY THEY WOULD GO TO A NEWS SOURCE IF THEY WANTED TO CHECK SOMETHING IMPORTANT IN THE NEWS ONLINE THAT THEY SUSPECTED MIGHT BE FALSE THAT SAID THEY WOULD GO TO EACH SOURCE



Q fake verify 2a n. In the previous question you said you would go to a news source you trust to check information you suspect may be false, misleading, or fake. Which news sources? Please enter up to three. *Base: Denmark = 954, Germany = 811, UK = 867, USA = 873.*

For Denmark and the United Kingdom, three things stand out in particular – first, the absolutely central role played by public service media (DR, TV2 in Denmark and BBC in the UK) and media required to operate with due impartiality (ITV and Sky in the UK).

Second, there is the prominent role of upmarket newspaper brands, which are generally trusted even by those who may not sympathise with their editorial line. Third, the absence of popular brands such as *Ekstra Bladet* in Denmark and the MailOnline in the UK, which are widely used, but also regarded with some scepticism by much of the public.

The picture in Germany is similar in some respects – public service media ARD and ZDF are the most frequently named news sources, upmarket newspapers play a prominent role, and *Bild* is notably absent (despite its significant reach). However, like the media system more broadly, attention is less concentrated, with a long tail including many local and regional titles.

Finally, the situation in the United States is characterised by the asymmetric political polarisation that is such a defining feature of American politics and media use, with a number of long-established television news providers, upmarket newspapers, and public media NPR playing a prominent role – but accompanied by Fox News, which is simultaneously widely used (especially on the political right) and distrusted by many (in the political centre and on the left).

CONCLUSION

Overall, our data help advance our understanding of what people do when they come across something important in the news online that they suspect may be false, misleading, or fake. While there are limitations to self-reported data, this year's survey provides important insight into where respondents say they usually go if and when they decide to check something. Most people identify two or more sources they might turn to, with trusted news sources generally one of, or *the*, most widely named.

Still, many of our respondents do *not* go to news, and especially those with lower levels of formal education and those who are more disengaged from conventional forms of politics, are less likely to say they would turn to news media.

And official sources – like government sites – are generally about as widely relied upon as news sources are. Journalists of course also check these to verify information, and in many cases and contexts it is quite sensible for citizens to do the same. In other cases, official sources may not be honest brokers (or even sources of misinformation themselves), and in any case, it is a reminder of how the role of news media has changed that official sources are far less reliant on them to connect with citizens.

Finally, our data show that trust in news is one of the factors influencing how people navigate potentially problematic information. Both at the individual level and looking across countries, those who tend to trust news in general are more likely to say they turn to news sources. And, with the exception of the most polarised environments, like the United States, highly and broadly trusted news sources, especially public service media, are important touchstones for where exactly people say they check things they are concerned about.

2.2 Local News: How Publishers can Still Provide Value in a Platform World

Richard Fletcher

People often lament that, while local news often represents the best of what news can and should be, it seems to have suffered more than any other part of the industry in recent years. They look to the USA, where researchers have identified more than 3,000 local newspaper closures since 2005 – a trend that shows no signs of slowing down (Metzger 2024).

But one reason the decline in the USA is so large is that local media used to occupy a position of unusual size and strength. In some regions, such as parts of Asia, local news media have never enjoyed this status, and in others, such as in the Nordic countries, some local publishers like Amedia have weathered the storm of digital transition, and now operate successful businesses based in part on digital reader revenue.

While the same broad trends in news use – such as the growth of online news use and the rise of digital platforms – are evident almost everywhere, they are unfolding at different rates, creating large national variation. It is therefore worth continually examining the position of local news media in today's information ecosystem – and crucially, to what extent its trajectory maps on to what is happening at the national level, and how all this varies by country.

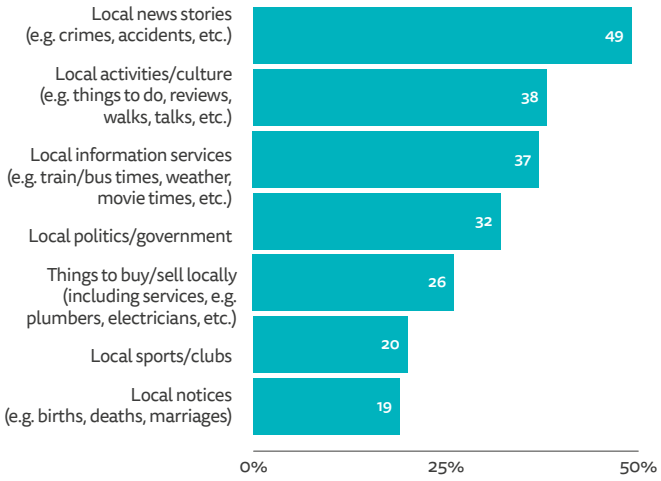
Local news media used to have a de facto monopoly over the provision of certain types of local information, but people now have a range of different sources to choose from – including digital platforms. It is therefore important for local publishers to understand the information needs of audiences, and whether they will turn to news media to fulfil them.

To better understand this, we asked a series of questions about local news in this year's survey. The first of these simply asked people what kinds of local information people have accessed in the last week. Although it was not possible to ask about every type of local information people might have used, we focused on broad categories that covered the types that we thought would be the most widely sought after.

WHAT TYPES OF LOCAL NEWS AND INFORMATION DO PEOPLE ACCESS?

On average, across the 45 markets where we fielded this question[19], we see that people most frequently accessed information about general local news stories (e.g. about crimes, accidents) (49%), local activities/culture (e.g. things to do, reviews, walks, talks) (38%), and local information services (e.g. train/bus times, weather, movie times) (37%). Just one-third (32%) said they accessed information about local politics/government in the last week, despite this often being held up as the most important function of local news media. Information about local sports and clubs (20%), things to buy/sell locally (including services, e.g. plumbers, electricians) (26%), and local notices (e.g. births, deaths, marriages) (19%) were accessed by between one-fifth and one-quarter. Although none of these individual types of local information were accessed by more than half on average, 81% said that they had accessed at least one of these. Though, of course, this still means that around 20% do not access any news information about their local area on a regular basis.

PROPORTION THAT ACCESSED NEWS OR INFORMATION ABOUT EACH IN THE LAST WEEK – AVERAGE OF 45 MARKETS



Q local 2025 n. Thinking about the types of information you may need about the area where you live ... Which, if any, of the following types of local information have you accessed in the last week? Please select all that apply. *Base: 90,995. Note: Question not asked in Chile, Kenya, and Nigeria.*

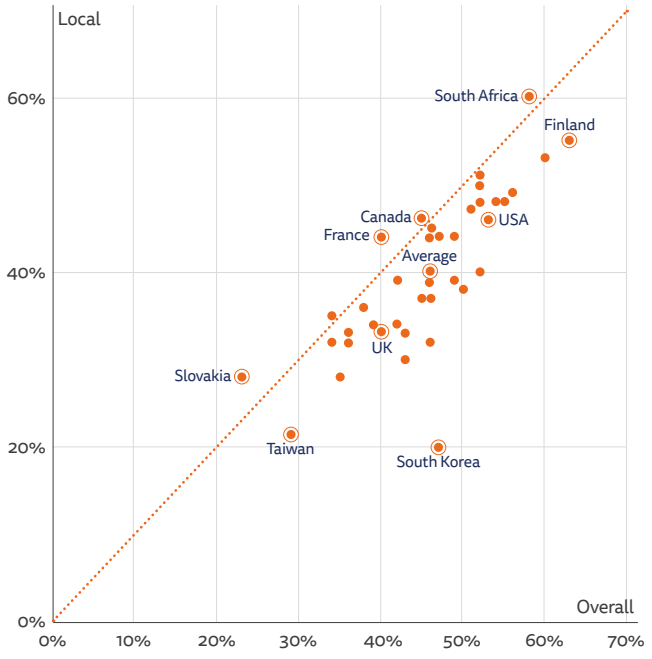
[19] The local questions referred to in this chapter were asked in all markets except Chile, Kenya, and Nigeria.

Unsurprisingly, accessing local news and information is more widespread in some countries than in others. In Finland and Sweden, for example, 88% and 87% respectively accessed at least one of the information types listed earlier, but in Belgium the figure is just 73%, and lower still in Japan at 68%. These country differences are also reflected in the figures for each *individual* information type. For example, on average across markets, the proportion that accessed local news stories (e.g. about crimes, accidents) in the last week was 49%, but this rises to 68% in Finland and 69% in Sweden, but just 46% in Japan and 41% in Belgium.

These differences can be partly explained by interest in local news. If we plot national levels of interest in local news (against interest in news generally) we see that interest varies a lot by market, ranging from 60% ('very' or 'extremely' interested) in South Africa and 55% in Finland, down to just 21% in Taiwan and 20% in South Korea. It is also worth noting that interest in local news is correlated with interest in news in general – which suggests that people interested in one tend to be interested in the other. We can also see that most datapoints appear below the line of equality, indicating that interest in local news is typically lower than interest in news in general. This means that in some cases local news access may be more influenced by changes to unintentional news consumption habits, as personal motivation is less important.

PROPORTION INTERESTED IN LOCAL NEWS PLOTTED AGAINST PROPORTION INTERESTED IN NEWS IN GENERAL – 45 MARKETS

Markets above the line are more interested in local news than news in general. Most markets are less interested in local news than news in general.



Q1c. How interested, if at all, would you say you are in news? **Q1 local 2025.** How interested, if at all, are you in local news about the area where you live? *Base: Total sample in each market ≈ 2000.*

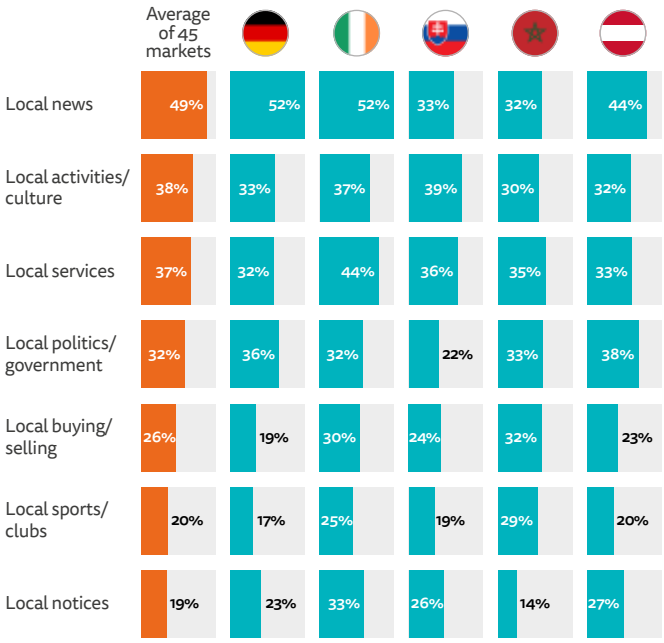
Although the overall extent of local news and information access varies by country, the relative popularity of each information type is fairly consistent. In other words, when we take the rank order of the information types in individual countries, and compare this to the rank order on average, we do not see large differences. Germany, Ireland, and Austria are among those countries with the biggest rank order difference. This is partly because people are more likely to access local notices here, suggesting that information about births, deaths, and marriages is more important in some markets – but even so we see that the same basic pattern closely resembles the average. Local news access is less common in Slovakia and Morocco, but even here we do not see radically different patterns of local information access. People, then, seem to have similar *types* of local information needs across countries – even if there is some variation in how widespread those needs are.

WHAT SOURCES DO PEOPLE THINK ARE BEST FOR LOCAL NEWS AND INFORMATION?

Although most people still access news and information about their local area on a weekly basis, local publishers are no longer the only source for people to choose from. According to our data, many people rely on search engines and social media platforms for local information – and in some cases, they are now seen as the best sources for that information.

PROPORTION THAT ACCESSED NEWS OR INFORMATION ABOUT EACH IN THE LAST WEEK

Even countries with the largest rank order difference from the average look similar to it.



Q2 local 2025 n. Thinking about the types of information you may need about the area where you live ... Which, if any, of the following types of local information have you accessed in the last week? Please select all that apply. *Base: Total sample in each country ≈ 2000.*

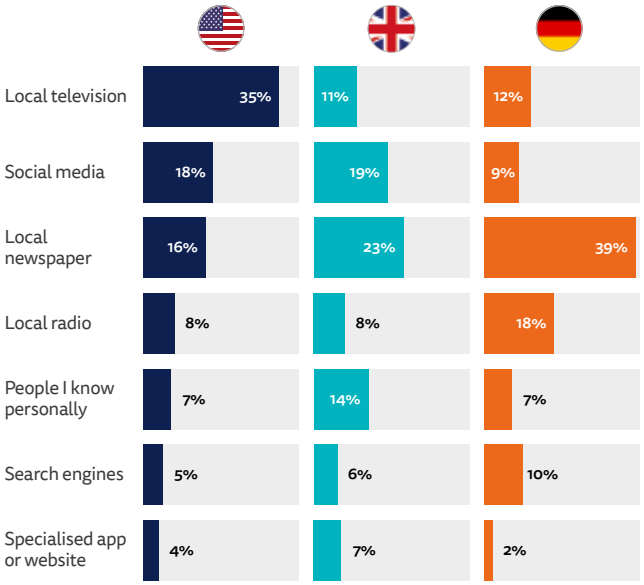
In our survey, those that said they had accessed each type of information in the last week were asked a follow-up question: 'Which source, if any, offers the *best* information for you on this topic?' Respondents could select from a range of different sources, including different types of local news media (local newspaper, radio, or television), different platforms (search engines or social media), a specialised app or website, or people they know personally.

People's preferences for different sources of local news and information vary by country and by topic. For example, local TV (in the USA) and local newspapers (in Germany and the UK) are still seen as the best source of information about local politics among those that consume it. However, if we look instead at local activities and culture, we see that consumers in the US and the UK now see social media as the best source – though local newspapers are still preferred in Germany.

PROPORTION THAT THINK EACH IS THE BEST SOURCE FOR DIFFERENT TYPES OF LOCAL NEWS AND INFORMATION

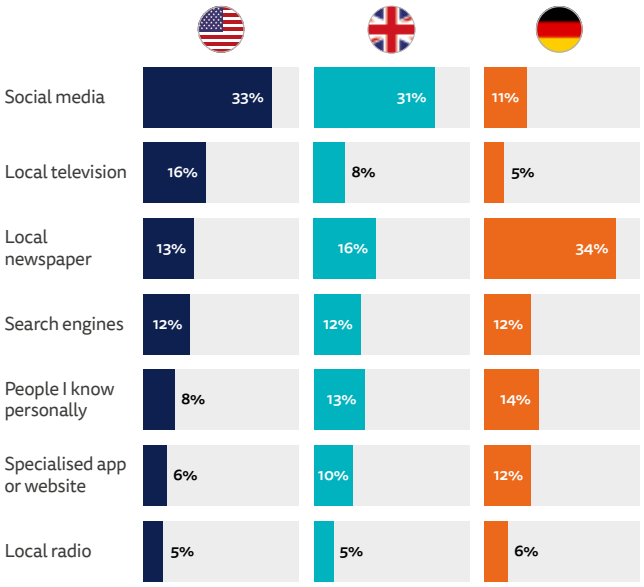
Local politics and government

In the US local television is seen as the best source of information about local politics, but in Germany and the UK it is local newspapers.



Local activities and culture

In the US and the UK social media is seen as better for local activities, but in Germany it is still local newspapers.



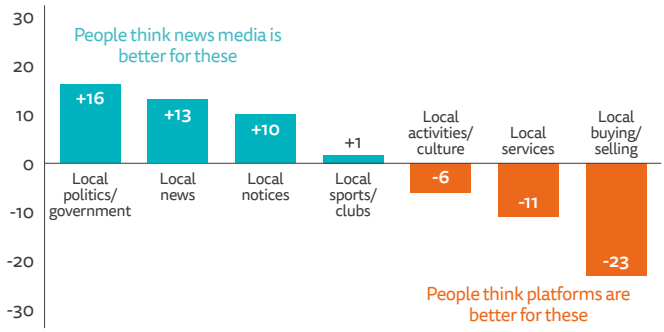
Q3_local_2025_Local_politics_government/activities_culture. You said you have accessed local news and information about local politics/government/activities/culture in the last week. Which source, if any, offers the BEST information for you on this topic? Please select one option. *Base: All that accessed local news or information on politics and government/activities and culture in USA = 279/241, UK = 144/229, Germany = 249/219.*

This highlights how platforms have now come to be seen as the best source for certain types of local information in some parts of the world. If we average across all markets and look at the net difference between the proportion that think news media (local television, newspapers, and radio) are the best source and the proportion who instead say platforms (social media and search engines) we see that local news media is seen as better for local politics (+16), news (+13) and notices (+10). However, platforms tend to be seen as a better source for local activities and culture (-6), local services (-11), and local buying and selling (-23) – all of which used to be dominated by local news media.

In general, platforms are now seen as the best sources of what we might think of as more *commoditised* information. While coverage of newsworthy events and local politics can vary in quality and depth, it's harder to see how you can have better quality or more in-depth information about a road closure or a diverted bus route. In that sense, any difference in quality primarily exists in how it is delivered and presented, and how convenient it is to access – something that platforms excel at.

NET DIFFERENCE BETWEEN THE PROPORTION THAT THINK THE NEWS MEDIA ARE THE BEST SOURCE AND THE PROPORTION THAT THINK PLATFORMS ARE THE BEST SOURCE – AVERAGE OF 45 MARKETS

People tend to think that the news media is better for local politics, notices, and news. People tend to think platforms are better for local activities, services, and buying/selling.

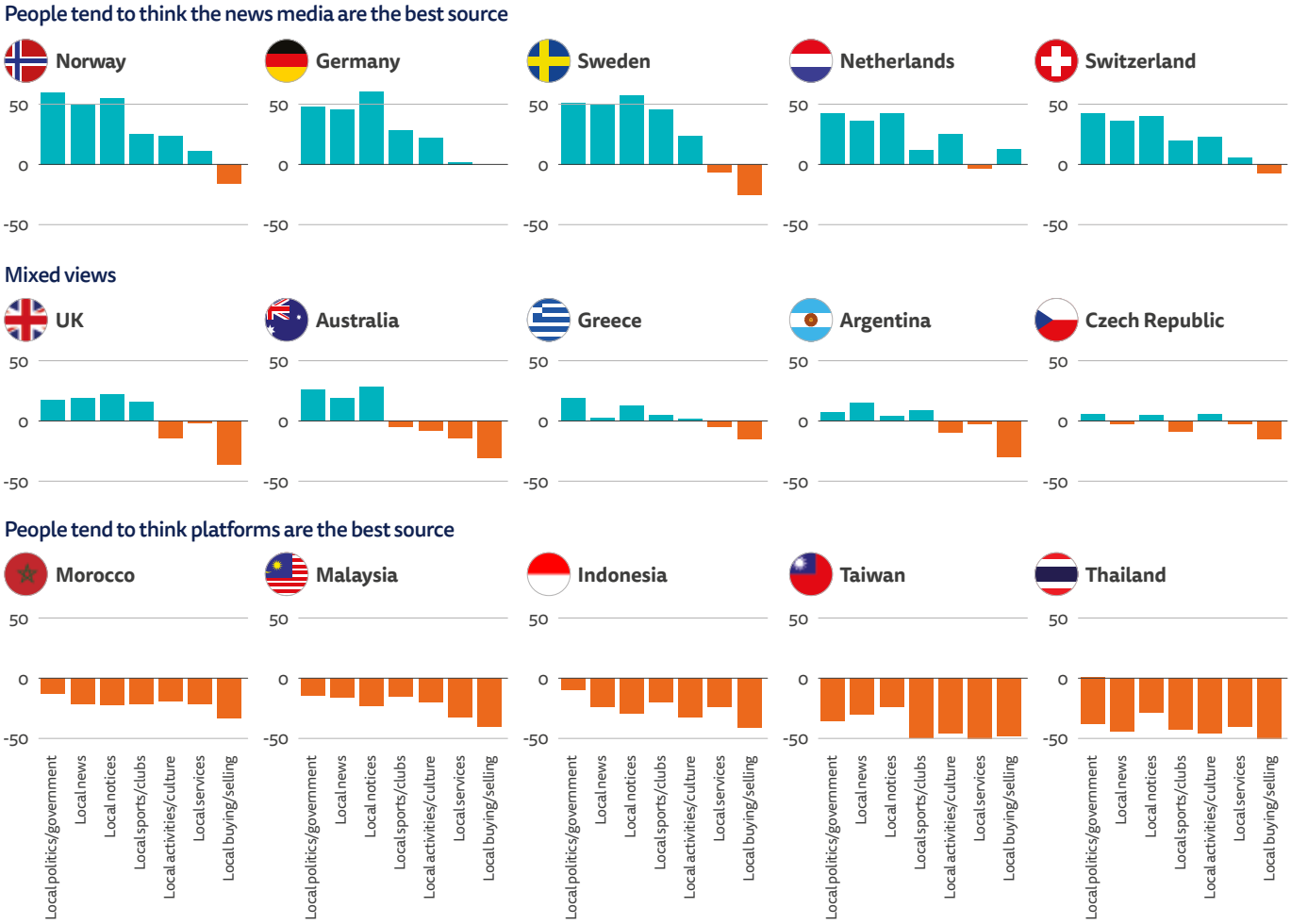


Q3_local_2025_Local. You said you have accessed local news and information about local [topic] in the last week. Which source, if any, offers the BEST information for you on this topic? *Base: All that accessed local news or information on each topic > 5000. Note: Question not asked in Chile, Kenya, and Nigeria.*

It is important to understand, however, that this pattern varies enormously by market. In some countries, such as Norway, Germany, Sweden, Switzerland, and the Netherlands, local news media are still seen as the best sources of most types of local information, with the occasional exception of local services and local buying and selling (in Sweden, for example).

Other countries – the UK being a good example – tend to show this same split between a preference for news media when it comes to local news and politics, but a preference for search and social platforms for information about local activities, services, and buying and selling. At the same time, there are also examples of countries – like the Czech Republic – where there is no clear preference for either platforms or the news media for most types of local information.

NET DIFFERENCE BETWEEN THE PROPORTION THAT THINK THE NEWS MEDIA ARE THE BEST SOURCE AND THE PROPORTION THAT THINK PLATFORMS ARE THE BEST SOURCE



Q3_local_2025_Local. You said you have accessed local news and information about local [topic] in the last week. Which source, if any, offers the BEST information for you on this topic? *Base: All that accessed local news or information on each topic, average ranging from local notices = 128 to local news = 417.*

There are some markets in the data where platforms are seen as the best source for all of the types of local news and information that we asked about in the survey – including information about local politics and government. Examples of these markets include Morocco, Malaysia, Indonesia, Taiwan, and Thailand. Although some people in these markets do think local newspapers, radio, and television are the best source of information for specific topics, in each case the proportion that say either search engines or social media are better is considerably larger. However, as in any analysis of the role of platforms in the information ecosystem, it must be acknowledged that in many cases the information served up by platforms comes from the news media, and in that sense platforms are both a gateway to the news media and a source of information in their own right.

WHY ARE SOME MARKETS MORE DEPENDENT ON PLATFORMS?

Understanding exactly how and why each market has taken a particular path is a complex task. In general, the emergence of these quite distinct patterns has probably been shaped by the historic strength of the news media in different markets, and how resilient they have been in the face of digital disruption. At the same time, countries have, for example, different levels of state support for local media, different technological infrastructure, and are home to individuals and organisations that have different responses to change – all of which can combine to produce a near infinite number of different outcomes.

One thing that is clear, though, is that the shifts in preferences we see at the local level are part of broader shifts we have seen for news overall. Researchers in platform studies use the term 'platformisation' to refer to the extent to which platforms – search engines, social networks, video networks, messaging apps, and more recently, generative AI – have become central to media environments, and the consequences this has for cultural production and consumption. When it comes to news, our previous research has shown that, although almost all internet users use platforms, there are large country differences in the proportion that use them to access news specifically (Nielsen and Fletcher 2023).

If we plot people's preference for search and social platforms for local information (measured as the average difference between the proportion who prefer news media for local and platforms across each information type) against the proportion who say that either search or social is their main way of getting news online, we see a clear correlation. In countries where people prefer to use search and social for news online, and thus platformisation is high (e.g. Thailand), people tend to say platforms are the best source of local

PROPORTION THAT SAY NEWS MEDIA ARE THE BEST SOURCE FOR LOCAL NEWS AND INFORMATION PLOTTED AGAINST THE PROPORTION WHOSE MAIN WAY OF GETTING ONLINE NEWS IS VIA SEARCH/SOCIAL

Q10a_new2017_rc. Which of these was the **MAIN** way in which you came across news in the last week? **Q3_local_2025_Local.** You said you have accessed local news and information about local [topic] in the last week. Which source, if any, offers the BEST information for you on this topic? *Base: All that used an online gateway in the last week in each market ≈ 1800 and all that accessed local news or information on any topic in each market ≈ 1650.*

information. Conversely, in countries where platformisation is low and people still prefer to go directly to publisher's websites and apps (e.g. Finland), people are more likely to say that the news media are the best source for local information.

Given that previous research suggests that news platformisation is stronger in markets where the newspaper industry was historically weaker (Nielsen and Fletcher 2023), it seems likely that the preference for platforms for local information is also strongest in countries where there was only a weak newspaper industry to begin with. In this sense, we are seeing a kind of path dependency in how patterns of local news and information access are changing.

WHAT DOES THIS MEAN FOR PUBLISHERS?

One overarching takeaway is that the trends we see shaping news consumption more broadly often also affect local news in similar ways. Sometimes the effect at the local level might be more pronounced, sometimes less so, but the direction of the effect is usually the same. Local news is not special in that sense.

But given that these big trends are clearly playing out differently in different countries, the response from local publishers should also depend on the nature of the market they find themselves in. Local publishers in countries where platforms are the preferred source for local information of all types will likely benefit from a strategy that recognises the centrality of platforms to the information ecosystem more broadly. Building a direct connection with audiences is always challenging, but especially so if there was only a weak connection between publishers and their audiences to begin with.

In countries where platformisation is low, it will be important for local publishers to maintain that direct connection with their audiences. Fortunately, local publishers are particularly well-placed to do this, given that they enjoy higher than average public trust, and have close community ties. For the majority of local publishers – such as those in the USA and UK, where people prefer the news media for some types of local news, but turn to platforms for more commoditised information – the task is to identify where the opportunities lie, to understand what types of information people will come to you for, and to prioritise those.

This is of course easier said than done for many legacy publishers wedded to specific business models and ways of working, but the success of newer entrants like Mill Media in the UK shows what's possible with a different approach. Our research from five years ago described in more detail how a range of local publishers across different countries had already adopted a strategy of investing in high-quality, unique, digital content that audiences value and are willing to pay for (Jenkins 2020). This was summarised by one executive as 'publish less, but publish better' – and it remains good advice.

2.3 How Audiences Think about News Personalisation in the AI Era

Amy Ross Arguedas

As newsrooms continue to experiment with AI technologies, many are setting their sights on tools to help tackle declining news engagement and growing news avoidance, especially among younger audiences, while also cultivating loyalty among those who already rely on them. While personalisation is not new to the news industry, where many have implemented recommendation systems and tailored newsletters for some time (e.g. Kunert and Thurman 2019), recent developments in AI have drastically changed the kinds of personalisation that are potentially feasible at scale.[20]

In addition to enabling further personalisation in the *selection* of news, generative AI now makes it technically possible to personalise news *formats* according to the needs and preferences of individual users, while also enabling entirely new possibilities, such as generative AI chatbots that can answer news-related questions. To the extent that these tools work reliably in practice, they may enable organisations to deliver news in ways that are more accessible, convenient, and relevant to individual users. However, achieving this will partly depend on how audiences feel about using personalised news in the first place, in addition to how open they are to the use of AI for this purpose, in a context where many remain sceptical about these technologies.

I begin this chapter first by exploring audience attitudes towards the personalisation of content selection across different kinds of websites and apps, showing how comfort with algorithmic recommendation in news compares to other domains. Then I move onto AI-driven personalisation, first showcasing examples of how newsrooms are already experimenting with these technologies, before examining public interest in different types of AI-driven news personalisation.

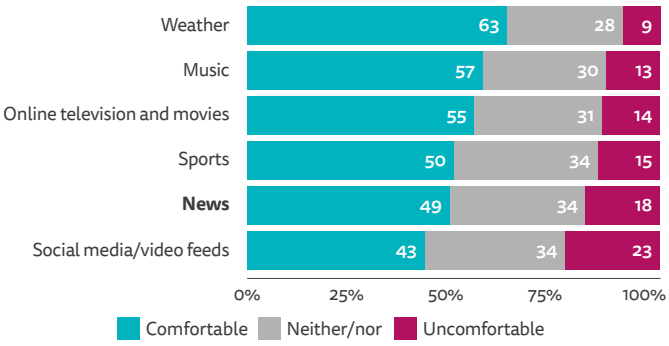
COMFORT WITH PERSONALISED SELECTION ACROSS DOMAINS

Automated personalisation has become an increasingly common feature of digital life, yet the nature, utility, and implications of relying on personalised content differ considerably depending on the kinds of content being personalised. To contextualise audience comfort with the personalisation of news *selection*, we first asked survey respondents in 27 markets about their comfort using websites or apps with automated selection across different kinds of websites and apps.

We find that close to half of respondents are comfortable with news personalisation, but comfort is low compared to other domains. Respondents are most comfortable with automated selection when it comes to weather, where people tend to be more interested in places they are or will be. Majorities are also comfortable with the automated selection of music and online television, which many are accustomed to on platforms such as Netflix and Spotify, and where people tend to see benefits of recommendations based on genres they like and may appreciate being freed from the burden of having to choose. Comfort is lower for news, where important stories of the day can be about almost any topic. Comfort is lowest on social media and video feeds (e.g. YouTube, TikTok), where some may have had negative experiences or encountered more public debate on the matter. However, younger people – who are heavier users of platforms like TikTok, where algorithmic recommendation is integral to the user experience – tend to be much more comfortable with automated selection on social media (54% among under-35s vs 38% among those 35+). Across all domains, comfort tends to be lower in much of Europe (e.g. Western and Northern Europe) compared to other parts of the world (e.g. Latin America, Asia, Africa).

[20] Some in industry circles differentiate personalisation (understood as the automated selection of news content based on user data) from customisation (referring to when users can choose or configure their own news experiences). In this chapter, we use personalisation more broadly to describe different scenarios that enable the tailoring of news to the needs and preferences of users, regardless of whether it is automated or selected by users.

PROPORTION COMFORTABLE USING WEBSITES/APPS FOR EACH WITH CONTENT AUTOMATICALLY SELECTED BASED ON YOUR PREVIOUS PREFERENCES - AVERAGE OF 27 MARKETS

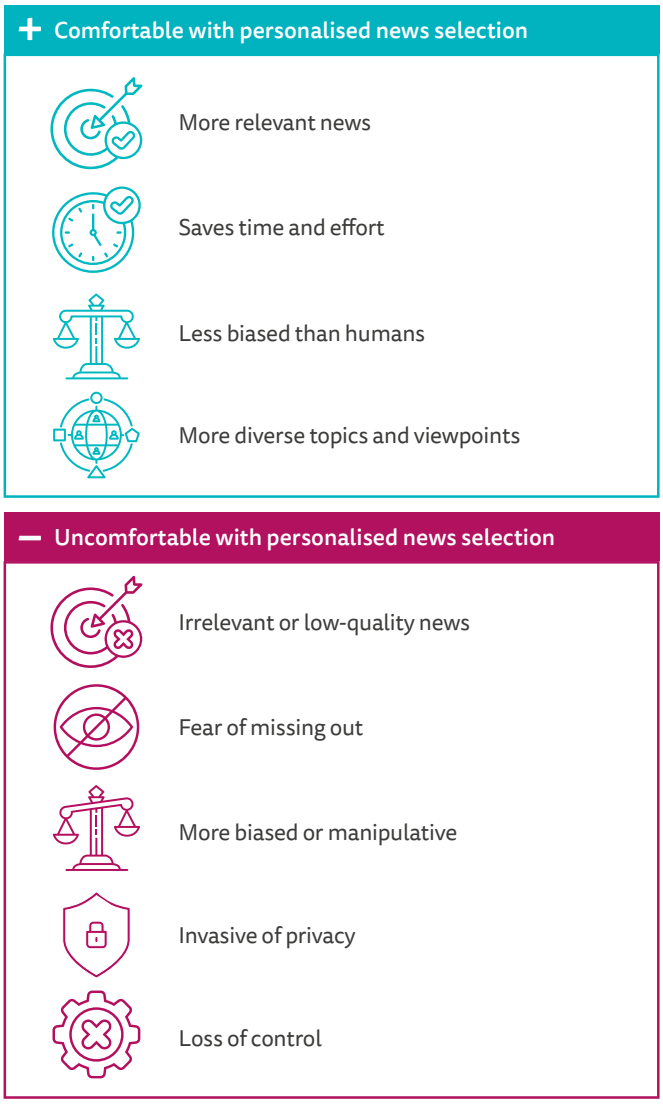


online_personalisation. How comfortable or uncomfortable do you feel with using websites and apps where content has been automatically selected for you based on your previous preferences (i.e. highly personalised) when it comes to each of the following? *Base: Weather = 50,415, Music = 46,062, Online television and movies = 46,611, Sports = 42,164, News = 50,525, Social media/video feeds = 49,902. Note: Question asked in 27 markets. Those who responded 'Don't know/I don't use' were excluded.*

This begs the question of what beliefs drive people's attitudes towards personalised news selection. An analysis of open comments from a subset of countries shows that respondents who are comfortable with personalised news selection see four key benefits. First, many feel personalisation ensures they receive news that is more relevant to their lives, for example, 'highlighting information about my city, my province' (F, 34, Argentina). Relatedly, some emphasise the greater efficiency of personalised news selection, which helps bypass topics that are uninteresting or which they intentionally avoid: 'It always knows ... the relevant information I need, instead of wasting time viewing everything' (M, 24, US). A smaller number of respondents express greater trust in news selection performed by algorithms, which they view as 'less biased than human editors, as they are programmed to make selections based on data rather than personal opinions or preferences' (M, 26, US). Lastly, some believe algorithmic selection delivers more varied topics and viewpoints, serving 'articles that I wouldn't have seen myself that are relevant' (F, 47, UK). Across all four themes, participants think these technologies work well and, as a result, benefit them.

The reasons underpinning discomfort with personalised selection vary more, with some opposing these technologies rooted in a belief they do a poor job, while others are uncomfortable precisely because they think they are effective but may have negative outcomes, and others yet express concerns that go beyond the quality of the recommendations. For instance, some feel these technologies are bad at predicting their interests, delivering content that is 'useless or false' (F, 57, Argentina), or as one participant put it, 'because the algorithm is always wrong about me' (F, 61, US). However, others worry that, in adhering to their personal interests, algorithmic selection may lead them to miss out on important issues, preferring instead 'a general overview rather than only specific pre-selected areas of knowledge' (F, 76, UK). Likewise, some believe personalised selection leads to more biased (or worse yet, manipulated) information, which some associate with echo chambers and polarisation: 'I worry that the algorithmic filtering might block out important stories and may also be intentionally manipulated' (M, 34, Argentina). Beyond news content itself, many express concerns about the 'invasion of privacy' (M, 60, UK) by surveillance technologies – 'Big brother is watching' (M, 52, US) – or simply oppose personalised selection grounded in a desire to make up their own minds about news and what to consume: 'I don't like news to be imposed on or chosen for me' (M, 56, Argentina).

REASONS PEOPLE ARE COMFORTABLE VS UNCOMFORTABLE WITH PERSONALISED NEWS SELECTION



Some of these concerns may be assuaged through communication and/or design, clarifying for users what personalisation consists of and any measures taken to minimise potential risks (e.g. approaches in which big stories of the day will remain prominent regardless of individual preferences). However, the broader question of how enthusiastically to lean into audience preferences remains important to the extent that it risks undermining editorial values and public interest, a concern that is especially salient for public service media (e.g. Sehl and Eder 2023).

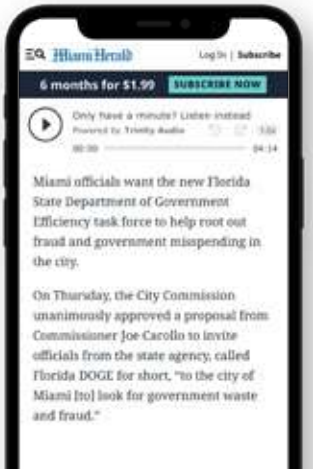
GROWING INTEREST IN AI PERSONALISATION IN THE NEWS INDUSTRY

While personalised news selection has been around for some time, it is increasingly AI powered. Of the media leaders surveyed for the Reuters Institute's latest *Journalism, Media and Technology Trends and Predictions* report, 80% said AI would be very or somewhat important in 2025 for news distribution and recommendation, such as personalised homepages and alerts (Newman and Cherubini 2025). Media leaders are increasingly setting their sights on more ambitious AI personalisation initiatives that account not only for news selection but also the formats in which content is offered.

As Deborah Turness, chief executive of BBC News, said in her announcement to staff about the creation of a new department that will use AI to deepen personalisation: 'We must become ruthlessly focused on understanding our audience needs, on delivering the kind of journalism and content they want, in the places they want it, designed and produced in the shape that they enjoy it.'[21]

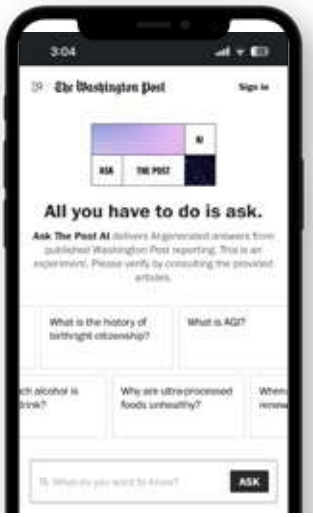
Publishers are already experimenting with AI to personalise news *formats*. The BBC has been trialling OpenAI's speech-to-text tool Whisper to add subtitles and transcripts to some items published on BBC Sounds. Others, such as *India Today* and the *Miami Herald*, have been testing the opposite – AI technologies that allow users to turn text articles into audio, using an AI-generated voice. Swedish newspaper *Aftonbladet* has introduced 'quick versions' of news stories produced with AI on top of extended versions of articles. And Argentina's *Clarín* newspaper now offers users both a text-to-audio option and UalterAI, a tool offering a range of supplementary analyses ranging from key bullet points and highlighted quotes, to key figures, a glossary, and a list of Frequently Asked Questions.

EXAMPLES OF AI USED TO ADAPT NEWS FORMATS AND DELIVERY

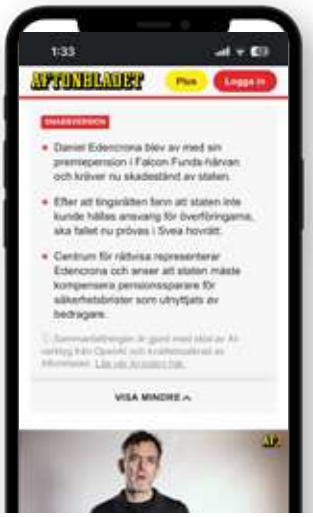


Miami Herald's text-to-audio option

Clarín's supplementary analyses with UalterAI



The *Washington Post's* tool that answers queries



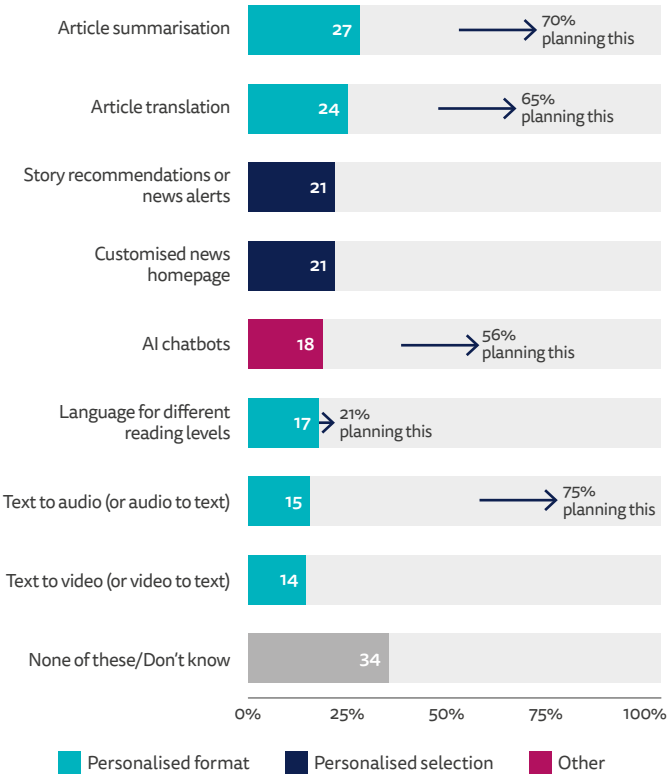
Aftonbladet's summary bullets

Other publishers are introducing entirely new products. The *Independent* (UK) has launched a new digital news service called Bulletin – advertised as 'News for Seriously Busy People' – which uses Google AI tools to create article summaries overseen by journalists.[22] Others such as the *Washington Post* (US)[23] and the *Financial Times* (UK)[24] have launched generative AI tools that can answer user questions based on their own corpus of articles. Rather than modifying news story formats, these tools provide an advanced search function that can understand complex queries.

AUDIENCE INTEREST IN AI-DRIVEN NEWS PERSONALISATION

When we ask audiences about their interest in different options for adapting news to their individual needs with AI, we find relatively low interest across the board – below 30% for any single option, which may be shaped by low familiarity with these kinds of tools. We see a greater appetite for alternatives that make news consumption more efficient and relevant: article summaries and translations of news articles are at the top of the list, followed by customised news homepages and recommendations or alerts. Meanwhile, interest is lowest in modality conversion options such as text-to-audio. This contrasts with the high interest reported among industry leaders for AI format conversion options, where text-to-audio tops the list of AI initiatives planned for 2025, perhaps because it is seen as relatively easy, cheap, and uncontroversial to implement (Newman and Cherubini 2025).

PROPORTION INTERESTED IN EACH AI PERSONALISATION OPTION VS PROPORTION OF MEDIA LEADERS PLANNING EACH IN 2025 - ALL MARKETS

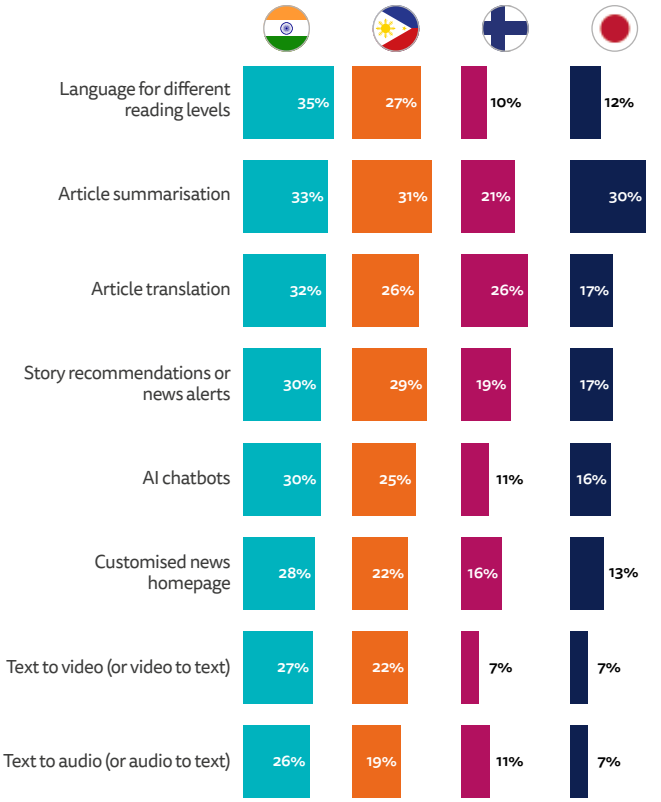


AI_personalisation. The news industry is considering using AI to better adapt news content to people's individual needs. Which of the following options, if any, would you be interested in using? Please select all that apply. *Base: Total sample across all markets = 97,055. Note: Data on initiatives planned by media leaders from 'Journalism, Media and Technology Trends and Predictions 2025'.*

[21] https://www.theguardian.com/media/2025/mar/06/bbc-news-ai-artificial-intelligence-department-personalised-content
[22] https://www.independentadvertising.com/the-independent-launches-bulletin-a-new-brand-delivering-essential-news-briefings-for-seriously-busy-people/
[23] https://www.washingtonpost.com/ask-the-post-ai/
[24] https://ask.ft.com

Relative interest in different types of AI personalisation also varies somewhat across markets. While article summarisation – one of the more widely rolled out generative AI features – tends to be of high interest everywhere, translation more often tops the list in linguistically unique European countries with relatively small populations, such as Finland and Hungary, perhaps signalling an appetite to be able to access news content from outside their countries. Likewise, interest in the ability to adapt news text to different reading levels often ranks higher in countries with lower literacy rates or reading proficiency relative to countries with higher literacy or reading proficiency levels. In India, Kenya, Nigeria, and the Philippines, the option to adapt news to different reading levels ranks in the top three, and in India is the most popular option. This compares to countries like Finland, Norway, and Japan where adapting the language in news articles for different reading levels ranks in the bottom three.

PROPORTION INTERESTED IN EACH AI PERSONALISATION OPTION - SELECTED MARKETS



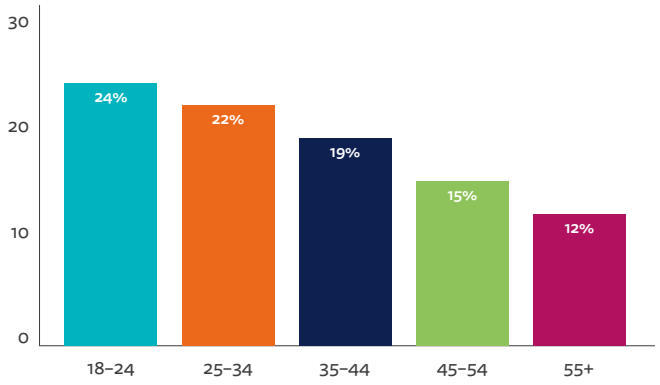
AI_personalisation. The news industry is considering using AI to better adapt news content to people's individual needs. Which of the following options, if any, would you be interested in using? Please select all that apply. *Base: Total sample in each country ≈ 2000.*

More broadly, respondents tend to express more enthusiasm in countries where comfort with the use of AI in journalism is higher, such as India and Thailand, whereas we see much lower interest in countries with low AI comfort, such as the UK. Likewise, younger groups, who tend to be more comfortable with AI in general, show greater interest in the use of AI for personalising formats, such as adapting articles to different reading levels, as well as chatbots. This suggests that news organisations may want to focus these kinds of AI innovation on younger audiences. Likewise, respondents who are less keen on reading news show greater interest in options to convert text to audio or text to video.

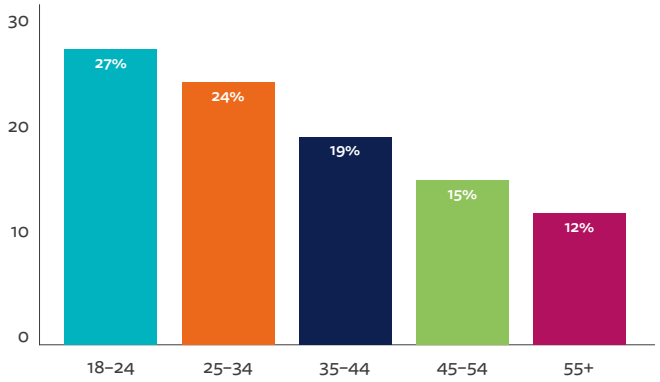
There is also the question of how effective such tools are likely to be among people disengaged from news. Our data show that interest in AI personalisation is considerably lower among those least interested in news and those who avoid news more frequently. That said, small pockets of news avoiders may be more amenable to certain types of personalisation. For example, those who avoid news because they find it hard to understand express higher interest across the board relative to news avoiders in general, with the largest gap when it comes to the use of AI to adapt news for different reading levels.

PROPORTION INTERESTED IN EACH AI PERSONALISATION OPTION BY AGE GROUP - ALL MARKETS

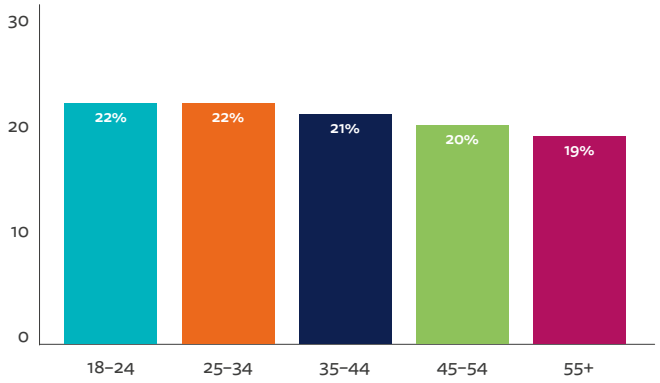
Language for different reading levels



AI chatbots



Customised news homepage



AI_personalisation. The news industry is considering using AI to better adapt news content to people's individual needs. Which of the following options, if any, would you be interested in using? Please select all that apply. *Base: 18-24 = 10,556, 25-34 = 16,891, 35-44 = 17,659, 45-54 = 16,901, 55+ = 35,048.*

CONCLUSION

Audiences are broadly sceptical about news personalisation in ways they aren't about other areas of digital life. Our research finds greater interest in the use of AI to personalise news *formats*, particularly those that make news easier or quicker to consume, followed by personalised news *selection*, where some already worry about algorithmic recommendation, including fears about missing out on important stories. Reported interest does not necessarily mean people will use options, just as lack of interest doesn't necessarily mean they won't (and it is possible some respondents don't understand what each would entail or look like in practice). However, there is a risk of overestimating public enthusiasm around AI-driven personalisation or prioritising tools audiences are less interested in. It is also possible, given relatively low appetite for any single option, that offering a palette of options for audiences to choose from may be necessary in order to add value for a critical mass of users.

We find evidence that interest in AI personalisation is shaped both by comfort with the use of AI in journalism and the potential these technologies show in satisfying audience needs or preferences. In light of this, the rollout of AI personalisation may play out differently from one country to the next, with greater openness and enthusiasm in markets such as Thailand, India, and much of Africa, where attitudes towards the use of AI in news are more favourable, compared to Northern and Western Europe, where audiences are considerably more sceptical about AI. Likewise, news organisations will need to evaluate possible strategies and potential trade-offs of serving these options to audiences who have more of an appetite for them (e.g. younger people) without being off-putting for more hesitant users.

Given that AI can power such different kinds of personalisation, communicating clearly what these technologies consist of may help offer reassurance in light of some of the concerns identified in our open responses, especially regarding personalised selection. It is also worth keeping in mind the desire for self-determination expressed by many respondents in the open responses. While the uptake of customisation tends to be limited, offering audiences options to exercise some control over personalisation might help placate concerns, especially in the early stages of AI adoption.

2.4 The Changing Landscape for News Podcasts across Countries

Craig T. Robertson

News brands have, in recent years, leaned into podcasts – and they aren't alone. Both Donald Trump and Kamala Harris made appearances on popular podcasts in the lead-up to the 2024 US election, following the example of French President Emmanuel Macron in 2023 seeking to reach younger people.[25] This younger age profile of listeners is part of the appeal for news brands, along with the strong connection that many people have to their favourite podcasts.

Yet news podcast listening also remains a somewhat niche activity, ranging from 15% of people listening weekly in the US to 3% in Japan. Very few people (2% across 20 markets we have been tracking over time) say podcasts are their main source of news, with news podcasts instead playing a complementary role in people's news diets. But the younger, richer, educated profile of regular news podcast listeners is attractive, so effort has been put in to reach them.

Against this backdrop, in this chapter we look at the different ways in which podcasts are developing across countries, including how the definition of 'podcasting' itself is blurring. This chapter focuses on three markets where we conducted additional in-depth qualitative research, supplementing our survey data. Interviews were done with 50 people in the US, UK, and Norway in order to add further context and understanding to a still-developing media format.

WHAT ARE PEOPLE LISTENING TO, AND HOW?

To get a broad picture of what the news podcast landscape looks like in different countries, we used an open-ended survey question to ask our respondents to name the news podcasts they listen to most regularly. After coding and analysing the responses, we can see interesting differences across the US, UK, and Norway.

MOST-MENTIONED NEWS PODCASTS AMONG NEWS PODCAST LISTENERS - SELECTED COUNTRIES

USA

15% access a news podcast weekly

Top shows

1. The Daily
2. Up First
3. The Joe Rogan Experience
4. BBC Global News Podcast
5. MeidasTouch Podcast
6. Pod Save America

Top producers

1. NPR
2. New York Times
3. BBC

More personality-based, higher levels of video. **YouTube is main access point.**

UK

7% access a news podcast weekly

Top shows

1. The Rest is Politics
2. The News Agents
3. PoliticsJOE Podcast
4. Americast
5. Newscast
6. Pod Save The UK

Top producers

1. Goalhanger
2. Global Media & Entertainment
3. BBC

Some personality-based, some video. **Spotify and BBC Sounds are main access points.**

Norway

11% access a news podcast weekly

Top shows

1. Oppdatert
2. Forklart
3. Aftenpodden
4. Kommentert
5. Politisk Kvarter
6. Dagsnytt 18

Top producers

1. NRK
2. Aftenposten
3. VG

Less personality-based, more audio. **NRK Radio and Spotify are main access points.**

Q1_podcast_open. You said earlier that you have accessed a news-related podcast in the last week. Can you name those that you listen to most regularly? *Base: News podcast listeners in USA = 304, UK = 153, Norway = 214.*

[25] https://edition.cnn.com/2024/03/16/media/france-hugodecrypte-YouTube-profile-travers-intl-cmd/index.html

In the US, where the news podcast market is most developed, the list of most-mentioned podcasts is topped by shows from well-established brands, as well as shows from independent social-first producers with opinionated hosts. Industry leader The Daily (*New York Times*) tops the list of most named news podcasts, followed by NPR's Up First. The BBC's Global News Podcast also features in the top six shows – and the BBC is among the most frequently cited producers.

Most notably, beyond mainstream news brands, The Joe Rogan Experience features among the most-named news podcasts, despite some US interviewees disagreeing about it being a news podcast at all, given the wide range of topics covered. Nevertheless, the show does regularly feature prominent guests who generate news stories from their appearances. It's among a crop of right-leaning podcasts which have become highly influential in the US political sphere.[26] Also featured in the top six most-mentioned shows in the US are the left-leaning MeidasTouch Podcast and Pod Save America, showing how podcasts from smaller independent producers can break through in a highly competitive market. These shows are filmed, with many people watching on YouTube – the most popular platform for podcasts in the country, with 50% of US podcast consumers using it (though we don't know precisely how many people are watching versus listening). In the US, YouTube is consistently popular across age groups as an access point to podcasts, with Spotify being far more popular amongst younger people (50% among 18–34s) when compared to older people (24% of over-55s).

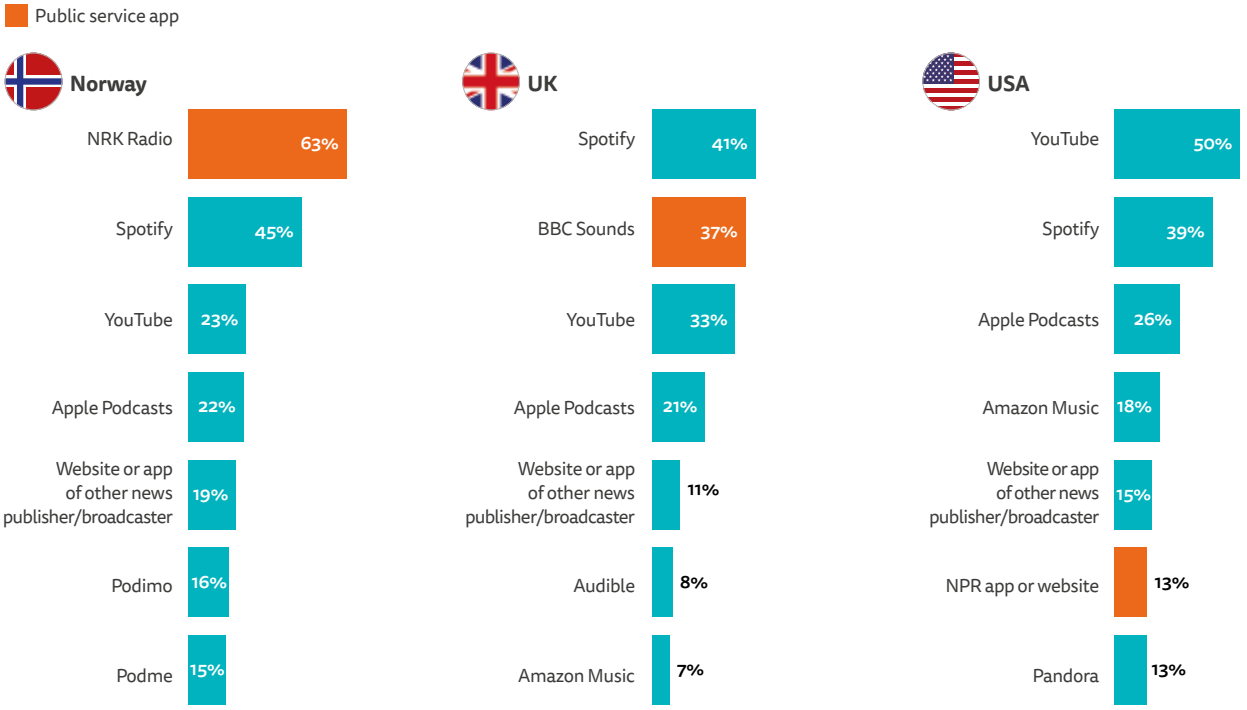
The UK market is similarly a mix of shows from well-established brands and newer entrants, though strong partisan opinion is less foregrounded than in the US. BBC Sounds is a popular platform to access podcasts, with 37% of podcast listeners using it, just below Spotify (41%). BBC Sounds proves far more popular with older people (48% of those 45+) compared to younger people (30% of those under 45), while the reverse is true for Spotify, following the pattern in the US.

The BBC's Newscast and Americast appear among the most mentioned shows, as does the PoliticsJOE Podcast. A key story in the UK is also the success of a political analysis show – The Rest is Politics – from an independent producer (Goalhanger), challenging the dominance of the BBC in the audio space. The Rest is Politics and News Agents (Global Media) are the two most frequently cited shows, hosted by former journalists and/or political insiders who provide analysis of the news. Interviewees mention the appeal of these shows being their deep-dive approach, providing perspective on the day's news. Rounding out the top six is Pod Save the UK, a spinoff show from its popular American counterpart.

The Norwegian market, meanwhile, is heavily concentrated, with shows from the country's public broadcaster NRK taking up a third of all mentions. The most popular platform is the public service broadcaster app NRK Radio (63% of podcast listeners say they use it), reflecting the brand's popularity in the country. The age disparity in listenership is similar to the UK: 72% of those aged 45+ use NRK Radio for podcasts, while 58% of under 45s do. Interestingly, the app remains popular with those aged 25-34 (67%) and 35-44 (60%).

Being a smaller market, this concentration of attention is not unexpected, as a small number of news brands take up most news consumption in the country. The top six most-mentioned podcasts all come from NRK and newspaper *Aftenposten*. Tabloid newspaper *VG* is also a popular producer of podcasts. The Norwegian market doesn't strongly feature social-first or creator-led shows, instead being a brand-first audio market.

PROPORTION OF NEWS PODCAST LISTENERS WHO ACCESS PODCASTS VIA EACH PLATFORM - SELECTED COUNTRIES



POD2. Which of the following apps or websites do you mainly use to find and play podcasts? Please select all that apply. *Base: News podcast listeners in USA = 304, UK = 153, Norway = 214.*

[26] https://www.mediamatters.org/google/right-dominates-online-media-ecosystem-seeping-sports-comedy-and-other-supposedly

THE RISE OF VIDEO PODCASTS

The popularity of podcasts on platforms like YouTube in the US signals a shift in the definition of 'podcasting'. Podcasts are no longer just an audio experience, with many now being filmed and pitched as video-first. Joe Rogan podcast episodes regularly get over 3 million views on YouTube, with clips from the show often going viral.

Examples of video podcasts: The Joe Rogan Experience, Pod Save the UK, The MeidasTouch Podcast.

What does this mean for news brands? The rise of video podcasts has seen some brands experimenting with filming their shows (e.g. Hard Fork from the *New York Times*), since podcasts are relatively easy to film and video also offers a marketing opportunity – videos can be clipped and highlight moments posted to platforms like TikTok, Instagram, and X (Monkcom et al. 2025).

So should news brands embrace video podcasts, if they haven't already? Our interviewees in the US, UK, and Norway suggest caution for several key reasons. One drawback is that while hosts are often cited as a key reason for people listening to non-news podcasts (personality-led and entertainment shows), driving engagement and sometimes watching rather than listening, the importance of hosts in the news space is more limited for our interviewees, particularly in the UK and Norway. Audiences in these markets put much more emphasis on impartial deep analysis (getting information) than opinionated hosts. The appeal of hosts is more evident in the US, where the market is characterised more strongly by partisan personalities, but this doesn't necessarily translate into a desire to watch.

Another drawback is the diminished add-on value. For non-news podcasts, such as comedy and entertainment, respondents mention wanting to see facial expressions, reactions from guests, and even what people are wearing. In the news space, people tend to just want information and expressed less desire to watch the host. Some genres of news podcasts, such as narrative storytelling, are also poorly suited to video unless much more production effort is put in, at which point respondents said they could just watch TV news instead.

> ***With news I'm only interested in the facts or the story and not invested in the particular content creator. Whereas with other genres I enjoy visualising the content ... as I'm invested in the individual content creator or the guests.***
> *Male, 21, UK*

Lastly, the how and why of news podcast listening contributes to the diminished appeal of video, since one of the unique values of news podcasts mentioned by interviewees is a podcast's ability to slot into spaces where other forms of news consumption are not practical or possible, such as when driving, cooking, or at the gym.

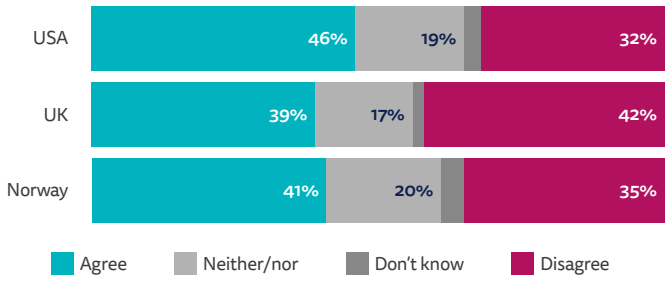
> ***You don't have to have your eyes fixed on anything. It's convenient, you can still get on with other things while it's playing in the background.***
> *Female, 45, UK*

WHAT ARE THE OPPORTUNITIES FOR NEWS PUBLISHERS LOOKING TO MONETISE PODCASTS?

The way that podcasts are embedded in people's daily routines – and the strong connection many people have to their favourite shows – makes them a unique format and an appealing prospect for news publishers. Interviewees mention how different types of news podcasts fulfil particular needs throughout the day, such as informing them about the world's events on the commute to work, learning something new during their lunch break, or being entertained by a lively chat show in the afternoon or evening. So does this habitual listening offer news brands a path to monetisation?

While the overall market is currently small, regular listeners are highly interested in news (71% of news podcast listeners are extremely or very interested in news, compared to 45% of non-podcast listeners). Willingness to pay for news podcasts is also relatively higher than when we typically ask this type of question: 46% of news podcast listeners in the US say they would be prepared to pay a reasonable price for news-related podcasts they like, with the figure being 39% in the UK and 41% in Norway.

PROPORTION OF NEWS PODCAST LISTENERS WHO SAY THEY WOULD BE PREPARED TO PAY A REASONABLE PRICE FOR NEWS-RELATED PODCASTS THAT THEY LIKE - SELECTED COUNTRIES



Q2_podcast_2025_2. To what extent do you agree or disagree with the following statements? I would be prepared to pay a reasonable price for news-related podcasts that I like. *Base: News podcast listeners in USA = 304, UK = 153, Norway = 214.*

In terms of monetisation strategies, ads and sponsorships have typically been a first port of call, and our interviewees in the US, UK, and Norway say they are comfortable with this. But news is outranked by comedy and sports podcasts when it comes to the share of ad revenue[27] and the amount of ad money going into podcasts is a fraction of the overall spend on audio (Monkcom et al. 2025). So publishers have been approaching the economics of podcasts more widely, using them as a way to engender loyalty and encourage membership/subscription to the wider brand. Many publishers have included podcasts as part of their wider package of offerings, alongside news articles, games, and recipes. Another bundling strategy has been to pitch collections of shows.

The *New York Times*, for instance, focus their subscription pitch on the bundle of 40+ shows they have, leveraging the popularity of hosts, as well as offering access to podcast archives and early access to episodes from Serial Productions. *The Economist* also advertises its bundle of shows with Podcasts+, including 'all our weekly podcasts on global affairs, business, China, America, technology and more'. Meanwhile, Schibsted Media in Norway offers premium podcast content through its app Podme, where they emphasise exclusivity and ad-free listening. A subscription provides access to shows from brands like *VG* and *Aftenposten*, as well as Podme original content.

The pitch from *New York Times* audio

These larger brands benefit from having a catalogue of shows to offer – something that smaller brands don't necessarily have. But this doesn't mean standalone podcasts can't monetise directly. It depends on the offering.

One of the most common themes associated with podcasts – and particularly news podcasts that people might consider paying for – is depth (see also Monkcom et al. 2025). This is made clear in the survey responses, where 73% of listeners say podcasts help them understand issues more deeply than other types of media.[28] In our interviews, people associated podcast listening with learning, understanding, and gaining insights. Having high-quality, personally valuable information might be worth paying to access.

> ***If a podcast offered unique investigative journalism, expert-led discussions, or deep analysis beyond standard news coverage, I might consider paying for it.***
> *Male, 23, UK*

Uniqueness and exclusivity are also mentioned as possible reasons to pay, though the idea of putting existing free content behind a paywall is off-putting to many. Interviewees are more open to exclusive add-on content (which can be paid for on a one-off basis or as part of a membership) that doesn't take away from the main free offering. In the US context, in particular, uniqueness is also tied to hosts, with some open to paying for content from their favourite personalities.

> ***I'm very deeply invested in the Candace Owens podcast. I really like her material, what she covers, and I'm not going to hear that anywhere else, so I would only probably pay for hers.***
> *Female, 35, US*

Motivations to pay for podcasts, though, are highly dependent. As we've found in other research (see Newman and Robertson 2023), audiences are somewhat stubborn when it comes to paying for any type of news content – and podcasts don't escape this. Yet interviewees suggested this could be overcome in the right context.

Regarding other monetisation options pitched to interviewees, there was some interest in paying for one-off episodes (rather than an ongoing subscription which makes you feel 'locked in') if they offered something interesting like a prominent guest.

There was no appetite among interviewees for access to back catalogues, largely due to news having a shelf life. Donations were appealing for smaller independent shows and live podcast events were of interest to a few interviewees, though they did mention the potential cost and time investment as drawbacks.

CONCLUSION

A lot of news publishers have been leaning into podcasts in recent years, seeking to leverage the deep connection that people have with their favourite shows. The news podcast market is still relatively niche and fragmented, but the loyal audiences many podcasts have presents a path to potential membership and monetisation.

At the present moment, ad-supported shows that showcase the brand and encourage loyalty are most appealing to audiences, but the bulk of advertising money is likely to go to only a handful of the most popular shows and the overall pie remains relatively small. Direct monetisation through podcast subscriptions is a harder pitch with paywalling likely to be successful for only a few brands. The popularity of some hosts can also drive willingness to pay, but popularity on the scale of Joe Rogan can't be engineered out of thin air. Freemium and value-added models are more likely to succeed with other (smaller) publishers because podcasts are not often people's primary source of news, but a supplementary they seek out to add depth and understanding. This is where the value of news podcasts is and where memberships with add-on benefits might appeal.

Whether news podcasts are a fit with video is still an open question, with the most successful video-first podcasts tending to be in comedy and entertainment, rather than news. It is possible that audience behaviours could shift as video podcasts become more normalised, but their fit with the news genre is not obvious and there is a risk of overinvesting in an increasingly crowded space.

The role that news podcasts play in people's lives is a common throughline in our research and this is perhaps the most important focus. At present, it's the why of podcast listening – depth, insight, analysis, understanding – and meeting people in the right moments throughout the day.

[27] https://www.iab.com/wp-content/uploads/2024/05/IAB_US_Podcast_Advertising_Revenue_Study_FY2023_May_2024.pdf
[28] Across a basket of 20 markets where podcasts are well-understood as a format.

2.5 Walking the Notification Tightrope: How to Engage Audiences While Avoiding Overload

Nic Newman

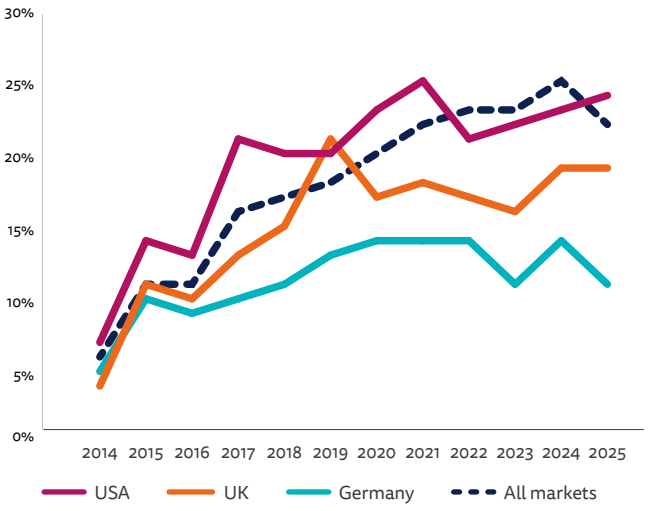
As publishers look to reduce their dependence on platforms, many are increasingly looking at ways to build more direct and meaningful relationships with audiences. Mobile alerts, which are closely linked to their news websites and apps, have proved to be one of the most effective ways of doing this, with weekly usage of news notifications having tripled in many countries over the last decade. Publishers say that news alerts drive habit, which in turn increases brand loyalty, and ultimately propensity to pay for news.

But at the same time, many consumers say they are becoming overwhelmed by mobile notifications of all kinds – from news aggregators as well as publishers – as well as sports scores, calendar requests, messaging groups, and social media interactions. Faced with this challenge, the companies behind mobile operating systems such as iOS and Android have started to summarise and prioritise notifications– often using AI – but this in turn threatens to reduce the direct link between news publishers and audiences. In this chapter we explore consumer attitudes to news alerts across eight countries representing different media systems.[29] What kinds of people engage or disengage with these notifications and why? Which brands are benefiting most and how can publishers strike a balance between keeping users updated without unduly irritating or distracting them?

USAGE OF MOBILE NEWS ALERTS

Mobile news alerts have grown significantly over the last decade, alongside our increasing reliance on smartphones and apps. Weekly use of alerts in the United States, for example, has grown from 6% to 23% since 2014 and from 3% to 18% in the UK. But most of this growth happened before 2017 and has slowed considerably as the battle for attention on the lockscreen has intensified. In some countries (such as Germany) we find that usage is relatively flat. At the same time, there is even higher use of mobile-related alerts in many parts of the Global South where smartphones are the dominant access point to the internet.

PROPORTION THAT RECEIVED NEWS ALERTS OR NOTIFICATIONS IN THE LAST WEEK - SELECTED COUNTRIES



Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? *Base: Total sample in each country-year ≈ 2000. Note: Samples in Kenya, India, and South Africa represent younger, English speaking online populations so should not be considered representative of national populations.*

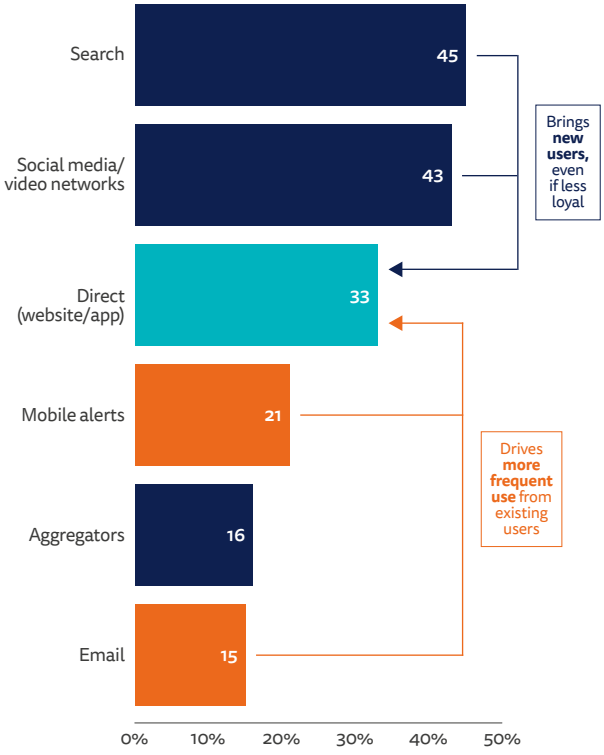
[29] USA, UK, Germany, Japan, Brazil, India, Kenya, and South Africa.

ALERTS REMAIN JUST ONE OF MANY GATEWAYS TO NEWS

In terms of consumer usage, gateways such as search (45% weekly use) and social media (43%) are much more important in terms of overall numbers – and for attracting new users from a publisher perspective – but much of the resulting traffic often leads to shallow engagement. By contrast, notifications, along with email newsletters, are two of the mechanisms that publishers use to drive deeper connection with *existing* users. Notifications are features of app software design that remind people of the value of the service and aim to increase frequency of direct usage while reducing dependence on big platforms.

Across countries, around a fifth (21%) say they use news alerts weekly as a starting point for their news journey, with one in ten (9%) saying this is their *main* gateway.

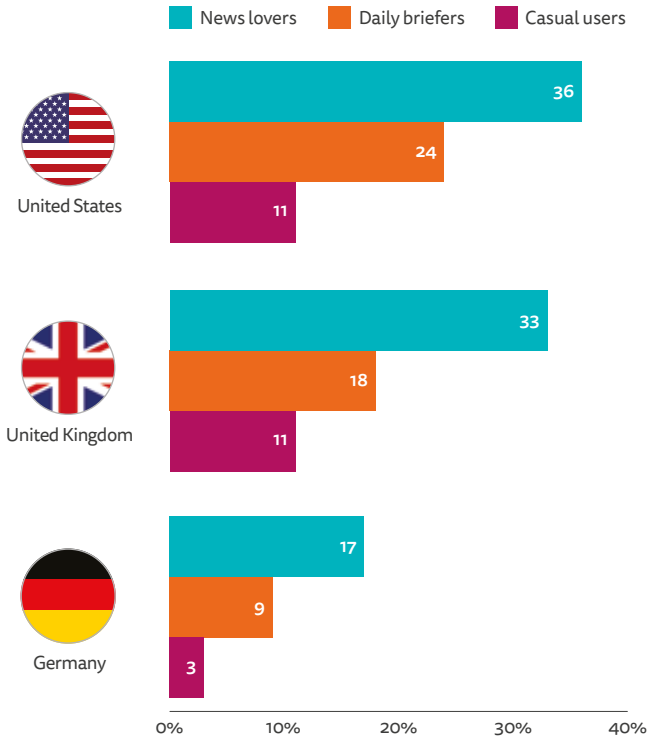
PROPORTION THAT USED EACH NEWS GATEWAY IN THE LAST WEEK – ALL MARKETS



Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. *Base: 97,055.*

Given that alerts are focused on existing users, it is not surprising to find that those receiving news alerts tend to be disproportionately drawn from those with high interest in the news and greater frequency of use (a group we define as 'news lovers') compared to more casual users. This is because access requires people, in most cases, to be interested enough to download a specific news app in the first place and give permission for notifications to be sent. Exceptions to this come with pre-installed apps such as Apple and Google News where news alerts are often part of the set-up on a new phone. In this way, some platform-driven alerts have a better chance of reaching audiences with lower interest in news and lower levels of education.

PROPORTION THAT RECEIVED NEWS ALERTS IN THE LAST WEEK – BY INTEREST/FREQUENCY SEGMENTATION – SELECTED COUNTRIES



Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. *Base: News lovers/Daily briefers/Casual users in UK = 322/1115/639, USA = 504/1001/548, Germany = 472/1170/405. Note: Segments defined by different levels of interest in news and frequency of news use.*

Mobile news alerts work well across all age groups and genders, whereas email newsletters, which have also proved very effective for many publishers in building loyalty, tend to perform much better with older groups.

WHICH BRANDS ARE MOST FREQUENTLY MENTIONED WHEN IT COMES TO MOBILE ALERTS?

In our survey we asked respondents which news organisations – or aggregators – they most often received alerts from. In general, we find that news brands that are well trusted and have a reputation for breaking news perform best. In many countries these are brands with a broadcast legacy, especially *public* broadcasters.

BBC News has the most widely installed news app[30] in the United Kingdom and the brand was mentioned by almost half (46%) of those respondents who get news alerts, around three times as many as second-placed Sky News. This is the equivalent of around 4% of the adult population, suggesting that almost 4 million people in the UK will be notified every time the BBC sends an alert, which would make it one of the most powerful digital channels in its armoury.

> ***They alert me to big news stories unfolding throughout the day, even when I'm too busy to sit and read or watch the news.***
> *Female, 34, UK*

[30] Ipsos Iris official app chart shows 12.6 million UK users in October 2024. https://pressgazette.co.uk/media-audience-and-business-data/media_metrics/most-popular-news-apps-in-the-uk-in-october-strong-growth-at-money-saving-expert-and-gb-news/

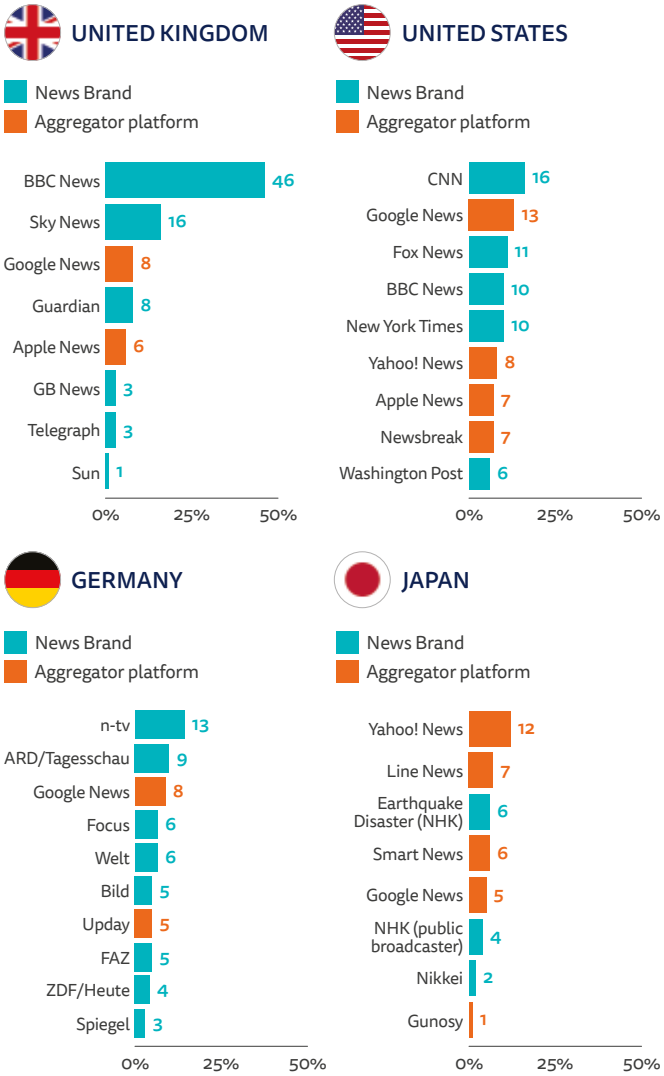
Aggregators Google and Apple also play a significant role in the UK market, with many respondents complaining that this can lead to them getting multiple alerts on the same subject.

In the United States we find a more fragmented landscape, with broadcast brands CNN and Fox News near the top of the list along with the *New York Times*, but it is striking to see how more of the alerts come from aggregator or platform brands. In addition to Google and Apple News, Yahoo! retains a strong position in the US, while Newsbreak is a relatively new app that has aggressively used personalised alerts to drive growth. Many respondents stressed the convenience of how the news now 'comes to them' in a timely way, supplementing existing usage patterns.

> ***They bring information regarding news events happening in real-time [even] when I'm not watching news.***
> *Male, 57, USA*

PROPORTION OF NEWS ALERT USERS THAT REGULARLY RECEIVE AN ALERT FROM EACH BRAND

SELECTED COUNTRIES



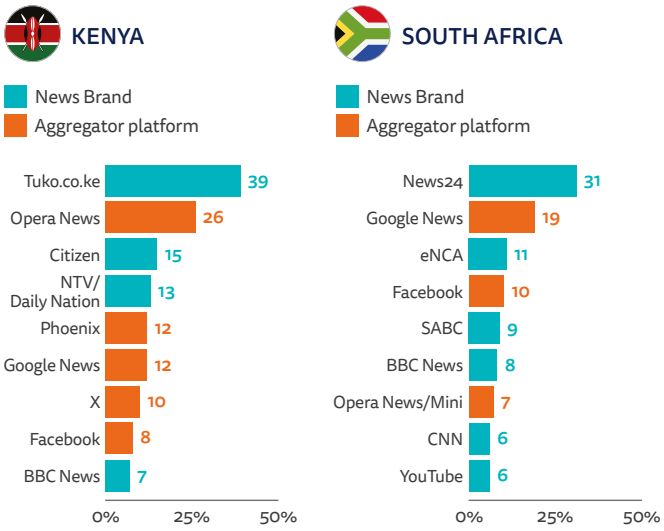
Q_ALERTS_2. You said you have received one or more news alerts/notifications in the last week. Enter the name of the source or sources that you most regularly get them from (e.g. news brand or other source). *Base: All that received news alerts in the last week in UK = 380, USA = 479, Germany = 199, Japan = 341.*

In Germany, usage is split across multiple news brands, headed by 24-hour-news channel n-tv. Public broadcaster ARD's Tagesschau brand also performs strongly with its alerts package. In Japan we find a different picture again with aggregators such as Yahoo! News, Line, and Smart News collectively reaching a significant proportion of those receiving notifications. This reflects the weak online position of most traditional news organisations (and their apps) in a market where access is dominated by platform aggregators. The only exception is the earthquake and tsunami disaster notification service run by public broadcaster NHK, which is installed on many people's phones, as well as NHK's own news app.

Aggregators also play a much bigger role in Africa where the mobile internet tends to dominate. In Kenya, Opera News, a popular AI-driven personalised app not related to the Opera browser, is a major player, while digital-born outlet Tuko.co.ke heads the list along with legacy news outlet Citizen and titles from the Nation Media Group. Kenyans also get regular news alerts from social and video networks such as Facebook, X, and YouTube, which are widely used for news more generally. Opera News is an important aggregator in South Africa too, but brands with a reputation for breaking news such as News24 and eNCA also perform strongly.

PROPORTION OF NEWS ALERT USERS THAT REGULARLY RECEIVE AN ALERT FROM EACH BRAND

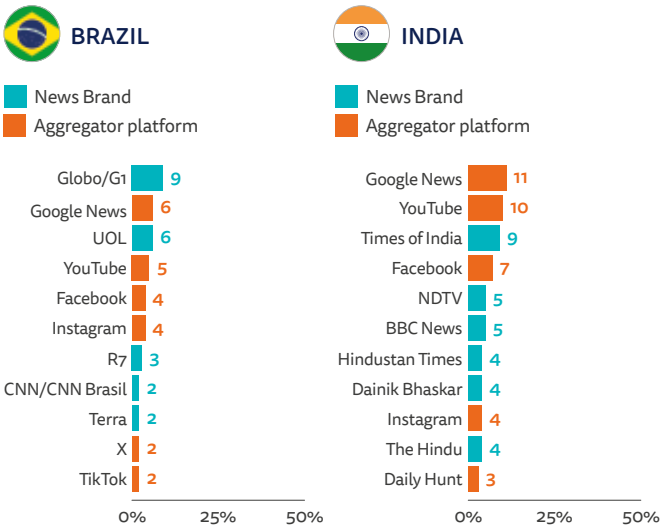
SELECTED COUNTRIES



Q_ALERTS_2. You said you have received one or more news alerts/notifications in the last week. Enter the name of the source or sources that you most regularly get them from (e.g. news brand or other source). *Base: All that received news alerts in the last week in Kenya = 834, South Africa = 633.*

PROPORTION OF NEWS ALERT USERS THAT REGULARLY RECEIVE AN ALERT FROM EACH BRAND

SELECTED COUNTRIES



Q_ALERTS_2. You said you have received one or more news alerts/notifications in the last week. Enter the name of the source or sources that you most regularly get them from (e.g. news brand or other source). *Base: All that received news alerts in the last week in Brazil = 400, India = 652.*

Finally, we can look at two large markets, Brazil and India, where we also find a significant proportion of alerts being generated from tech platforms such as Google, Facebook, YouTube, and Instagram. This reflects the heavy use of platform-based consumption in these countries with algorithms generating automated alerts based on previous usage of particular subjects.

In Brazil, major web portals such as G1 (Globo), UOL, and R7 have also built a reputation for breaking news, with alerts billed as a key reason to download their apps. In India, *The Times of India*, NDTV, and BBC News are some of the most widely used services along with popular mobile aggregator apps such as InShorts and Daily Hunt.

TOO MANY ALERTS CAN PUT PEOPLE OFF

While mobile alerts are a good way of keeping audiences up-to-date they are not universally loved. The vast majority of our survey respondents (79% in aggregate) say they do not currently get any news alerts during an average week. This could be because they are not sufficiently interested in downloading a news app in the first place or because they have actively turned off alerts because they found them too annoying or distracting.

43% of those who don't get news alerts say they have **actively disabled them**

Across countries, more than four in ten (43%) of those that do not get alerts say they *actively disabled them* – either because they feel they get too many or because they are not useful: 'They annoyed me so I turned them off', says one respondent, while others were more concerned about the depressing nature of the news itself. 'I turned off all my news apps and sites after Trump was elected', says one liberal respondent from the United States, while another added 'I have switched off notifications again because it's emotionally distressing'. There is a clear link here with more general news avoidance trends – with those who say they 'often avoid' the news less likely to sign up in the first place and more likely to disable them later.

But it's not just about overload. Respondents also found alerts could be frustrating in other ways: 'Sometimes the headlines are misleading when you select the article. Sometimes you have to pay to view the content, especially on Apple News', says one UK respondent (M, 42).

PROPORTION THAT SAID EACH WAS WHY THEY DID NOT GET NEWS ALERTS - AVERAGE OF 28 MARKETS

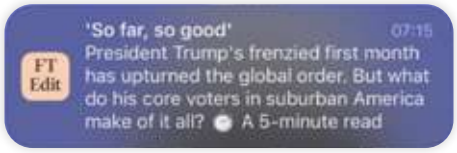
19%
too many

15%
disabled when downloading the app

10%
not useful enough

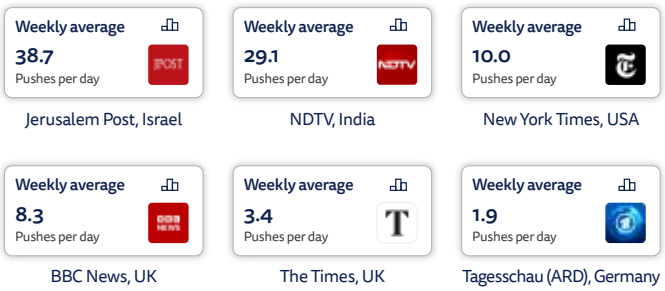
Publishers are extremely conscious of the tightrope they are walking when sending news alerts. Most have strict limits on the number they send each day and clear criteria about the type of alerts as well as the best time to send them. *The Times* of London, for example, sends no more than four each day, conscious that more frequent alerts can lead to a spike of those uninstalling the app. The *Financial Times* sends a number of general news alerts to all and then for those that opt in, a personalised notification at around 5.00 pm each day based on a subscriber's particular interests, as well as a morning briefing alert. At the weekend there is promotion of longer reads and relaxed features.

SOME ALERTS CARRY ADDITIONAL CONTEXT SUCH AS READING TIME, PICTURES, AND GRAPHICAL ELEMENTS



Analysis shows that BBC News in the UK will typically send up to ten alerts each day.[31] These mostly deal with breaking stories of national or international importance, with many containing a link to a live video feed or live blog to encourage further consumption. At times the BBC also uses its notification service to promote an exclusive feature, investigation, or piece of analysis, though this wider remit is not always welcomed: 'I value news alerts that are truly breaking news rather than just everyday stories seeking clicks', says one UK survey respondent. But not all publishers are so restrained. The *Jerusalem Post* and CNN Indonesia typically send up to 50 alerts each day and some aggregator apps will send even more.

AVERAGE NUMBER OF PUSH ALERTS BY SELECTED PUBLISHER



It may be that in some countries where news remains highly prized, there is a tolerance for a higher number of alerts but tech companies that run mobile operating systems such as Apple and Google have routinely warned publishers about sending too many alerts. Apple has started to group messages together and even to summarise duplicative ones using artificial intelligence (AI), though this feature was withdrawn after a number of mistakes. Despite this, publishers worry that platforms could further restrict or mediate their notifications in the future.

CONCLUSION

In this chapter we find that, across countries, news alerts are used mainly by those who already have a high level of interest in the news. They keep those users engaged and bring them back more frequently to an app. Most people use news alerts in combination with other forms of media, not as a replacement.

From an audience perspective, alerts are an easy way to keep up-to-date, as well as to widen perspectives beyond breaking news. They are not valued, however, when they use oversensationalised headlines (clickbait) or when publishers send too many alerts that do not feel relevant.

In some countries, such as the UK, people seek out alerts from well-trusted news brands that have a strong reputation for breaking news and a track record for accuracy. This could give incumbent brands a significant advantage, but elsewhere breaking news alerts can come from a wide variety of sources including social media, video networks, and aggregator apps. These alerts tend to be personalised and often offer a much broader range of stories, even if some of the sources may be less reliable.

Competition on the lockscreen is becoming more intense, with news jostling for attention with updates from multiple social networks, games, and entertainment apps. In this high-choice environment news organisations will need to be even smarter in how and when they use alerts to keep users engaged without causing them to unsubscribe. Audiences want more personalised and relevant content but they also don't want to miss out on important national and international news. Some users just want breaking news, others are happy to be alerted about lighter stories or specialist news. Squaring these various circles will require a deeper understanding of these very different audience needs – and then varying the content, the format, and the time of day accordingly. Providing users with ways to vary the number and type of alerts will also be important. Moving away from using push alerts as a blunt instrument and providing more personal choice and control could yet help publishers sustainably grow engagement on their critical mobile platforms.

[31] Author analysis based on a push alert tool developed by Matt Taylor (*Financial Times*) that tracks news alerts from over 100 news providers over the last two years. https://project-push.tk.gg/

SECTION 3

SECTION 3

Analysis by Country and Market

In this section we publish a *market-based* view of the findings, which includes an overview of the most important data points in terms of news.

These include an overview of consumption in each market, including details of the most popular news brands – traditional and online. The pages also contain statistics about the different sources of news over time, the role of different social networks, and levels of payment for online news. Information is drawn from the 2025 Digital News Report survey using the methodology outlined on p. 6, with the exception of population data from the United Nations,[32] internet penetration data from the International Telecommunication Union (ITU),[33] and press freedom scores from Reporters Without Borders.[34]

Data from India, Kenya, Nigeria, and South Africa are representative of younger English-speakers rather than the national population. The survey was fielded in English in these markets (respondents had the option of selecting Hindi in India and Swahili in Kenya, but the majority selected English), and restricted to ages 18 to 50 in Kenya and Nigeria. In markets where internet penetration is lower, our data often represent younger and more affluent groups – even if they meet other nationally representative quotas. For all these reasons, one should be cautious in comparing some data points across markets where we know these limitations apply. In a few markets we do not ask certain questions (such as on paying for news and podcasts) because sample differences could lead to misunderstandings or misleading comparisons. We have also signalled important details about samples in a short note on the country page, where relevant. We have ordered the countries and markets by geography (Europe, Americas, Asia-Pacific, and Africa) and within each region countries are then ordered alphabetically – with the exception of UK at the start of the Europe section and the United States at the start of the Americas.

Finally, in 2023 we reformulated questions about the use of different devices for any purpose and for news, asking about each device separately to ensure greater accuracy of response. Data will not be directly comparable to previous years and we have indicated this change on the charts in question.

EUROPE		
3.01	United Kingdom	66
3.02	Austria	68
3.03	Belgium	70
3.04	Bulgaria	72
3.05	Croatia	74
3.06	Czech Republic	76
3.07	Denmark	78
3.08	Finland	80
3.09	France	82
3.10	Germany	84
3.11	Greece	86
3.12	Hungary	88
3.13	Ireland	90
3.14	Italy	92
3.15	Netherlands	94
3.16	Norway	96
3.17	Poland	98
3.18	Portugal	100
3.19	Romania	102
3.20	Serbia	104
3.21	Slovakia	106
3.22	Spain	108
3.23	Sweden	110
3.24	Switzerland	112
3.25	Turkey	114

AMERICAS		
3.26	United States	118
3.27	Argentina	120
3.28	Brazil	122
3.29	Canada	124
3.30	Chile	126
3.31	Colombia	128
3.32	Mexico	130
3.33	Peru	132
ASIA-PACIFIC		
3.34	Australia	136
3.35	Hong Kong	138
3.36	India	140
3.37	Indonesia	142
3.38	Japan	144
3.39	Malaysia	146
3.40	Philippines	148
3.41	Singapore	150
3.42	South Korea	152
3.43	Taiwan	154
3.44	Thailand	156
AFRICA		
3.45	Kenya	160
3.46	Morocco	162
3.47	Nigeria	164
3.48	South Africa	166

[32] https://www.unfpa.org/data/world-population-dashboard. Taiwan data from government source.
[33] https://data.worldbank.org/indicator/IT.NET.USER.ZS. Taiwan data from government source.
[34] https://rsf.org/

SECTION 3

SECTION 3

Analysis by Country and Market
Europe

EUROPE

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3.09	France	82
3.10	Germany	84
3.11	Greece	86
3.12	Hungary	88
3.13	Ireland	90
3.14	Italy	92
3.15	Netherlands	94
3.16	Norway	96
3.17	Poland	98
3.18	Portugal	100
3.19	Romania	102
3.20	Serbia	104
3.21	Slovakia	106
3.22	Spain	108
3.23	Sweden	110
3.24	Switzerland	112
3.25	Turkey	114

UNITED KINGDOM

The UK is characterised by well-established public service and commercial news providers which have historically dominated both on broadcast and in print and are also the biggest brands online. Digitally native outlets are successful in some niches while the impact of online creators or influencers is, so far, less marked than in other countries.

Population	**68m**
Internet penetration	**96%**

Fourteen years of Conservative-led government in the UK came to an end with the general election on 4 July 2024. The Labour Party returned to power with a 174-seat majority. Implementation began of the new Media Act and the much-anticipated Online Safety Act (both passed before the election). The Online Safety Act is designed to create a safer digital environment by imposing a legal duty on social media companies to protect users from illegal content, hate speech, and misinformation. Concerns about online misinformation dominated the UK news agenda in the summer of 2024 following the murder of three young girls at a summer holiday dance class in Southport on Merseyside. False rumours spread online that the assailant was a recently arrived Muslim migrant fuelled rioting in two dozen UK cities and led to more than 1,250 arrests.[35] Debate about the scope and effectiveness of the Online Safety Act continues.

For news media providers, wrestling with the range of challenges presented by generative AI remained the main strategic priority. Newsrooms and product teams experimented with greater intent and more external-facing innovations were launched by several news outlets including the BBC, Reuters, the *Guardian*, and the *Financial Times*.

Commercially, growing subscription and membership revenues remained a big part of the strategic agenda for most news publishers (DMGT reported more than 250,000 for its Mail+ partial paywall launched in January 2024[36]) but with willingness to pay relatively low in the UK few are relying exclusively or even predominantly on reader revenue and are instead pursuing a balanced mix of advertising, subscriptions, and other revenue sources.

Some of the most interesting new launch activity was in local news. Mill Media, a digital-only local news provider which first launched in 2020, has now expanded to six English and Scottish cities, including London which lost its last remaining daily print newspaper, the *Evening Standard*, in September 2024.

Financial challenges continue at the BBC, with another round of redundancies and closures at BBC News and more difficult down-sizing at the BBC World Service, where the BBC's leadership agrees with the government about the importance of the World Service but not about using the licence fee to fund it. In the latest round of reductions, 130 jobs were cut and several programmes stopped. With a new Chairman, Samir Shah, appointed by the outgoing Conservative government, the BBC is now preparing to make its case in the Charter Review exercise planned to start in the summer of 2025 with a public consultation process. Various alternatives to the licence fee are being mooted. The current ten-year Charter runs until December 2027.

One of the UK's major news broadcasters, Sky News, announced a strategic review in January 2025 which seeks to add some direct audience revenues to their existing business. It remains to be seen whether a legacy broadcaster can attract substantial revenue from premium content.

Although TV and radio news audience figures continue to fall for the main providers, GB News – a relatively new entrant – has seen its position grow both for its broadcast and online output in our weekly usage rankings (up from eighth to fourth in the TV, radio, and print ranking). GB News is co-owned by Sir Paul Marshall who also owns the conservative news and opinion site UnHerd and, as of September 2024, the weekly magazine the *Spectator*. The protracted sale of the *Spectator*'s erstwhile stablemate, the *Daily Telegraph*, by temporary owners Redbird IMI, is approaching a conclusion. Subject to the necessary approvals, a consortium led by US-based RedBird Capital will acquire the title from RedBird IMI. RedBird IMI is 75% owned by Abu Dhabi's International Media Investments, itself backed by the deputy prime minister of the UAE. Plurality concerns about foreign state involvement in UK media ownership led Redbird IMI to sell.

The other major transaction in the print sector was the sale of Guardian Media Group's venerable Sunday paper, the *Observer*, to Tortoise Media – the 'slow news' start-up founded by James Harding, ex-*Times* editor and former Director of BBC News. Terms of the deal involved the Scott Trust (GMG's ultimate owner) investing £5m into Tortoise Media for a shareholding that values the new Tortoise/Observer group at £55m.[37]

Jim Egan
Senior Research Associate, Reuters Institute

[35] https://commonslibrary.parliament.uk/policing-response-to-the-2024-summer-riots/
[36] https://pressgazette.co.uk/news/mail-crosses-250000-digital-subscribers-and-appoints-first-global-womens-editor/
[37] https://pressgazette.co.uk/publishers/nationals/tortoise-observer-deal-signed-and-lucy-rock-named-print-editor/

WEEKLY REACH OFFLINE AND ONLINE

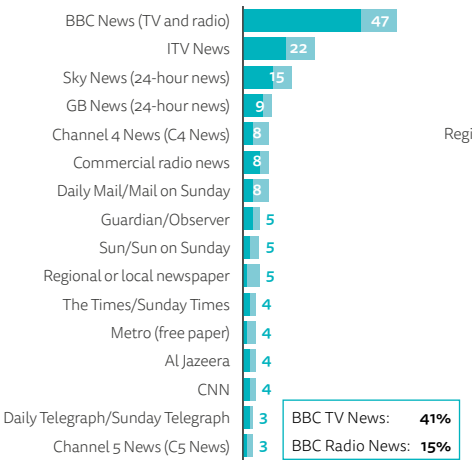
TOP BRANDS

% Weekly usage

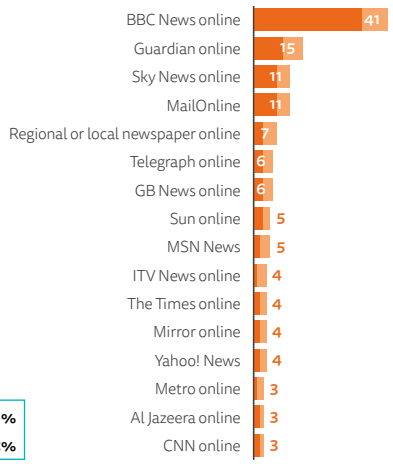
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

10% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



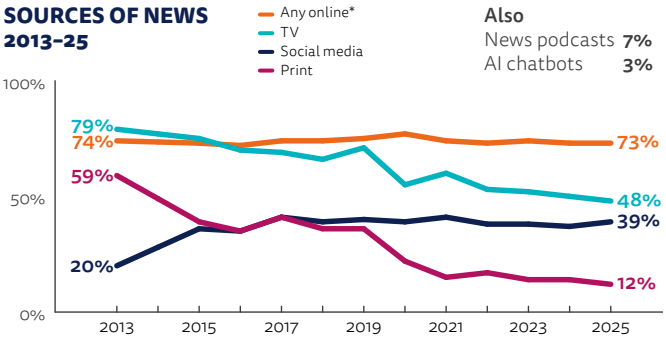
ONLINE



CHANGING MEDIA

News audiences for TV (down from 79% to 48%) and print (from 59% to 12%) have fallen substantially over the past 12 years, resulting in an online-led, mobile-first UK news landscape.

SOURCES OF NEWS 2013–25

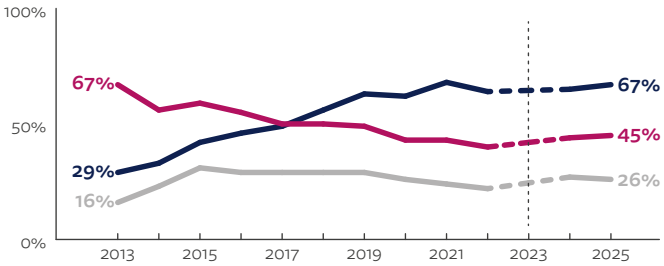


Also
News podcasts 7%
AI chatbots 3%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2013–25

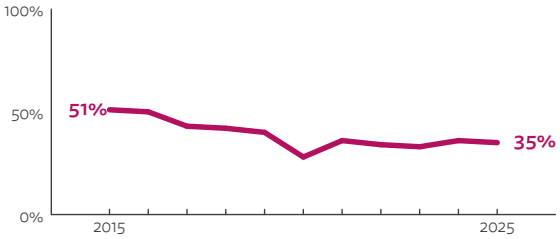
No data for 2023; question reformulated in 2024 to improve accuracy



TRUST

Overall trust in news is stable this year, but remains more than 15pp lower than before the Brexit referendum (2016). Public broadcasters such as the BBC, Channel 4, and ITV remain the most trusted news brands along with the *Financial Times*. More opinionated news brands tend to have lower trust levels in our survey, along with tabloid newspapers.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

35%
OVERALL TRUST
32/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **78.89** | **20**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
BBC News	60%	16%	24%
Channel 4	56%	26%	18%
Daily Mail	24%	27%	49%
Daily Mirror	22%	28%	50%
Daily Telegraph	42%	32%	25%
Financial Times	57%	30%	14%
GB News	29%	27%	44%
Guardian	51%	28%	21%
Independent	46%	36%	18%
ITV News	56%	25%	19%
MSN News	24%	43%	32%
Regional or local newspaper	51%	32%	17%
Sky News	51%	27%	22%
Sun	17%	21%	62%
The Times	47%	30%	23%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

17%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	17%	(-)	63%
2	YouTube	13%	(-)	54%
3	X	12%	(-2)	24%
4	WhatsApp	10%	(-)	70%
5	Instagram	9%	(+1)	42%
6	TikTok	6%	(+2)	18%

AUSTRIA

Austria has been in a state of political turmoil since the far-right, and Russia-friendly, Freedom Party (FPÖ) came out on top in the September 2024 elections, narrowly beating the conservative People's Party (ÖVP). It took more than five months for the ÖVP to put together a workable coalition that excluded the far right, but throughout this process press freedom and the relationship between politicians and the news media have been in the spotlight.

Population	**9m**
Internet penetration	**95%**

Throughout the year, tensions grew between the right-wing Freedom Party (FPÖ) and the public service broadcaster ORF. In February 2025, ORF's editorial leadership publicly rejected accusations from FPÖ politician Peter Westenthaler, a member of the ORF's governing board, who claimed that ORF journalists were acting as political propagandists.

Political divisions deepened when a leaked draft of the FPÖ-ÖVP coalition agreement revealed concrete moves to enact the FPÖ's long-standing ambitions to abolish the household-based ORF fee by the end of 2026 and replace it with direct state budget funding. Critics condemned these measures as an attempt to 'Orbanize' Austria's media landscape, warning that they could undermine press independence, suppress critical journalism, and increase government control over public broadcasting. However, with the collapse of FPÖ-ÖVP coalition talks, a new government emerged, led by the ÖVP, the Social Democrats (SPÖ), and the Liberals (NEOS). Their media policy agenda includes freezing the ORF contribution fee until 2029, reducing political appointees in ORF's governing body, and enhancing citizen participation.

While the level of the ORF's funding is contentious, there is also debate over subsidies for privately owned media. During coalition negotiations between the FPÖ and the People's Party (ÖVP), FPÖ politicians fuelled controversy by calling for the elimination of press subsidies, accusing *Der Standard* newspaper of using secretly filmed video material to attempt to embarrass the party.

There have long been accusations that some politicians have used subsidies and government advertising to secure better coverage. In February 2024 the Austrian Court of Audit's report produced firm data and criticized the media spending of the ÖVP-led, Kurz government (2019–21), citing excessive costs, lack of transparency, and preferential treatment for party-affiliated outlets. The report highlighted the absence of strategic guidelines, undocumented budget increases, and advertising campaigns favouring certain newspapers. However, new rules to avoid more political scandals such as this one, involving greater transparency around state advertising, have yet to be implemented.

The year 2024 was a super-election one, with European elections in June, parliamentary elections in September, and a variety of municipal and regional elections taking place in the spring and autumn. These, together with other major events such as the wars in Gaza and Ukraine, and major sporting events like the UEFA European Football Championship and the Paris Olympics, led to a surge in interest in news according to our data. Those that said they were very or extremely interested went up 4pp to 52%, with interest in politics up 7pp to 44%. And this high interest was not limited to the national level.

Despite continued strong interest in news, financial challenges continue to dominate Austria's media landscape. The reach of traditional news brands remained stable, apart from *Kronen Zeitung*, which saw a 2pp decline online but remained the most-read newspaper and the second most-accessed offline news source, following *Zeit im Bild* (ZIB), ORF's flagship newscast. Meanwhile, newsroom layoffs persisted. Unsurprisingly the *Journalist Barometer* survey of media professionals across Austria, Germany, and Switzerland reported job satisfaction plummeting to just 15%, a 20-year low, with 85% of journalists experiencing worsening working conditions. Following the previous year's cuts at *Der Standard* and *Wiener Zeitung*, Mediaprint's *Kurier* and *Kronen Zeitung* each announced job cuts of 40 staff members in 2024.

Despite the challenges, the Austrian media industry received some new financial support. Around €20m were distributed with the enactment of the previous government's 2023 Federal Act on the Promotion of High-Quality Journalism in Print and Online Media (QJF-G) for the first time, signalling an effort to bolster journalistic standards amid economic uncertainties.

Beyond newsroom struggles, big tech's dominance in Austria's advertising market faced increased scrutiny. The digital tax, introduced in 2020 to cover internet advertising not included in the normal advertising levy, raised around €124m. It revealed that global platforms like Google and Meta earned €2.6bn in ad revenue from Austria, greater than the slightly over €2bn earned by local media. Mediaprint also launched Werbepilot, a new programmatic advertising platform, designed to reclaim lost ground in the digital ad market.

Sergio Sparviero and **Josef Trappel,** with additional research by **Stefan Gadringer**
University of Salzburg

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
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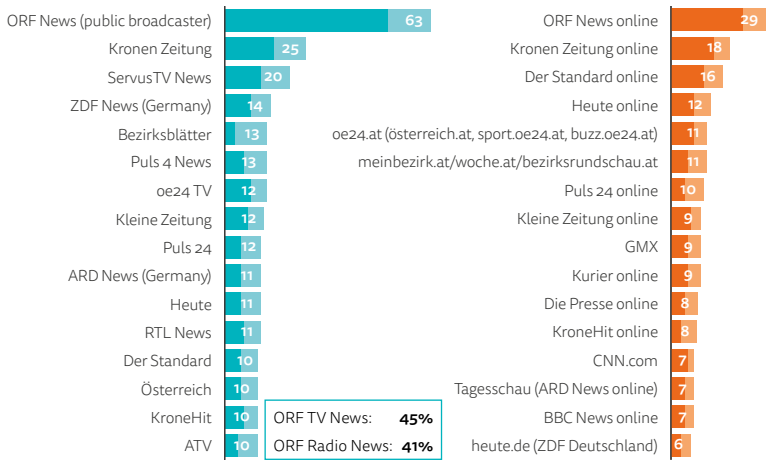
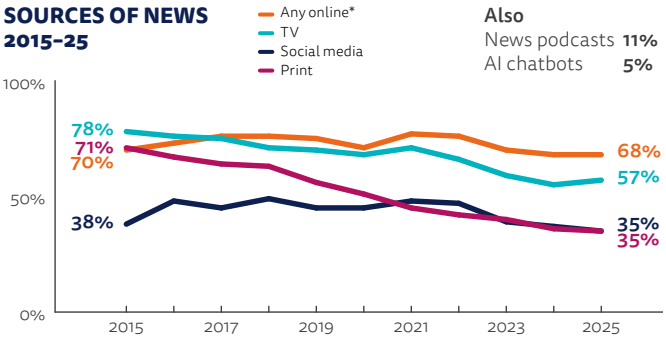


22% pay for **ONLINE NEWS**

CHANGING MEDIA

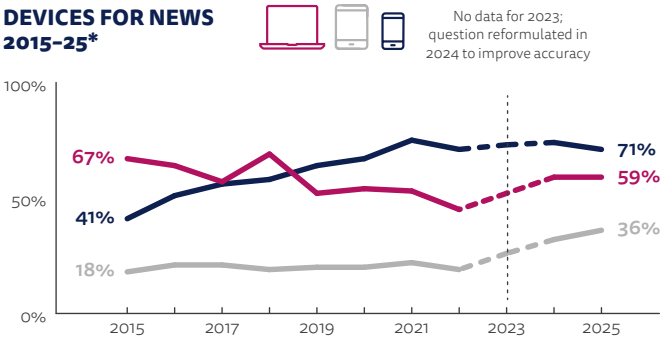
Weekly reach of printed newspapers has halved since 2025 but remains high by international standards. Podcasts have become an important complementary source of news for many Austrians.

SOURCES OF NEWS 2015–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2015–25*

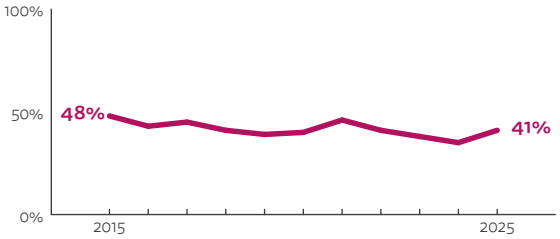


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Trust in news media has increased to 41%, the same level recorded in 2022 in the post-COVID period. The public broadcaster ORF retains the highest level of trust at 63%, closely followed by upmarket newspapers such as *Der Standard* and *Die Presse*. Tabloid news brands tend to be trusted less by audiences.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

41%
OVERALL TRUST
21/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **78.12** | **22**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

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Brand	Trust	Neither	Don't Trust
ATV	45%	26%	29%
Der Standard	60%	17%	23%
Die Presse	59%	24%	22%
Heute	39%	21%	40%
Kleine Zeitung	52%	24%	24%
Kronen Zeitung	34%	19%	47%
Kurier	54%	21%	25%
NEWS	46%	26%	28%
oe24	43%	21%	36%
OÖ Nachrichten	52%	26%	22%
ORF News	63%	14%	23%
Puls 4 News	51%	23%	26%
Regional or local newspaper	58%	25%	18%
Salzburger Nachrichten	54%	24%	22%
Servus TV News	57%	20%	23%

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20% **SHARE NEWS** via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
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2	YouTube	20%	(-)	51%
3	WhatsApp	19%	(+1)	71%
4	Instagram	16%	(+5)	39%
5	TikTok	8%	(+4)	18%
6	X	7%	(+3)	12%

BELGIUM

Belgium's media landscape is characterised by its division between the Dutch-speaking Flemish region and the French-speaking Wallonia. While digital consumption continues to rise, key industry players are adapting through strategic partnerships and new offerings. Meanwhile, policy changes, such as the reduction of newspaper distribution subsidies, are reshaping the news media market.

Population	**11.7m**
Internet penetration	**95%**

In Belgium, readership trends remain stable, as the growing number of digital news users makes up for faltering print audiences. According to data from the Centre for Information on the Media (CIM) from November 2024, Flemish daily newspapers collectively reach 3.5 million readers, maintaining a relative reach of 37%. The total audience across all platforms continues to grow modestly – largely because of population growth. Among quality newspapers, *De Standaard* remains the largest, with a total daily reach of 624,000 readers, up 4% from the previous year. Meanwhile, *Het Laatste Nieuws* (2,145,400) and *Het Nieuwsblad* (1,520,890) continue to dominate overall readership figures.[38]

In Wallonia, CIM figures confirm the continued digitalisation of the media landscape with the online audience of francophone newspapers increasing by 55.6% since 2017. *Le Soir* strengthens its position as the leading quality newspaper, reaching 797,610 daily readers – a 7.7% increase from the previous year. Its owner, Rossel, gradually rolled out a new format across its titles called Verified Vertical Videos in an attempt to cater to younger, digital audiences. Beyond the quality press, local news publisher Sudinfo continues to attract the largest audience, with nearly one million daily readers across its various titles including *La Meuse* and *La Capitale*.[39]

Despite these audience trends, economic pressures are evident. In February, *Het Laatste Nieuws* (HLN) laid off eight journalists, a direct result of declining digital revenues and the end of government subsidies for newspaper distribution announced last year, the latter being a major policy shift that is still reverberating across the newspaper industry. Amid financial uncertainty, Belgian publishers are finding new revenue streams. Catching up with their Walloon counterparts, DPG Media, HLN's parent company, Mediahuis, and Roularta have together secured agreements with Google News Showcase, ensuring compensation for their content. The deal is framed as a way to expand reach and engage new audiences. When it comes to actively negotiating with AI firms, however, Belgian publishers lack a unified front, raising concerns that larger entities may secure beneficial deals while smaller outlets struggle.

The audio-visual sector is also facing structural challenges. Broadcasters VTM (DPGMedia) and Play Media (Telenet) warn of potential financial losses by 2026 unless fiscal and advertising policies are reformed. They are lobbying for stricter regulations on tech giants' advertising operations and advocating for a tax break (lower VAT) for advertising in regional media. The sector's struggles are driven by the rise of international streaming platforms and an annual income decline of 2.2% due to people abandoning linear TV in favour of streaming services. The companies argue that, without some policy change, this could lead to job losses and reduced production investment, particularly in their news operations. In Wallonia, 24-hour news channel LN24 is also looking for new investment – for which it surprisingly started talks with public broadcaster RTBF, something the Walloon Minister of Media, Jacqueline Galant, was quick to block.

In this challenging context, funding for investigative journalism remains a contentious issue. The Association of Investigative Journalists (VVOJ) argues that Flanders significantly underfunds the sector compared to the Netherlands, allocating just €510,000 annually versus the Netherlands' €7m. The Flemish Minister of Media highlights broader support for media initiatives, but critics contend that funding is disproportionately channelled towards media industry projects rather than direct support for journalism. With €486,000 yearly, the situation is similar in Wallonia, where 75% of the beneficiaries in 2024 were freelancers.

The stabilisation of print readership in Wallonia and the resilience of Flemish newspapers indicate continued relevance for traditional media, but economic sustainability will depend on strategic adaptation. One example is that AI is increasingly integrated into journalistic workflows, mainly for tasks such as transcription and editing, but its use for content creation is limited, with only 14% of Flemish journalists utilising generative AI daily.[40] Meanwhile, ethical concerns are growing. *De Morgen* and *De Standaard* have strategically decided to leave the social media platform X due to concerns about Elon Musk's values being at variance with their own and those of a democratic society.

Ike Picone
Associate Professor of Journalism and Media Studies, Vrije Universiteit Brussel

[38] https://www.standaard.be/cnt/dmf20241112_94379703
[39] https://www.lesoir.be/635414/article/2024-11-12/le-soir-se-renforce-comme-premier-quotidien-de-reference
[40] https://www.mediapuntvlaanderen.be/updates-analyse/media-dossier-generatieve-ai-in-journalistiek

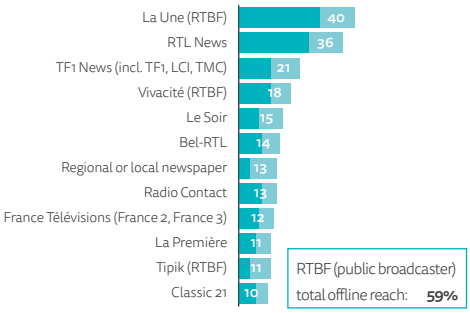
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

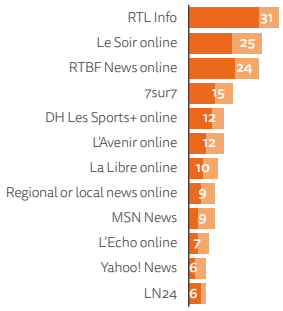
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

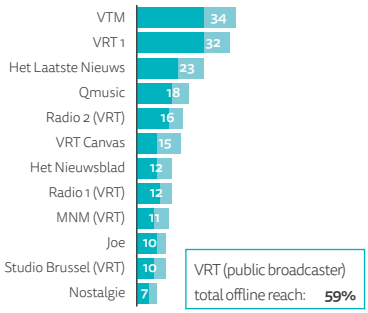
TV, RADIO, AND PRINT (FRENCH SPEAKING)



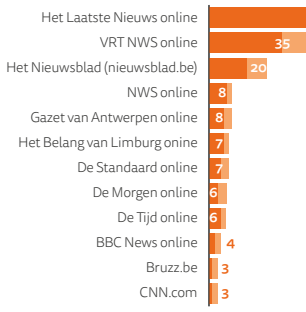
ONLINE (FRENCH SPEAKING)



TV, RADIO, AND PRINT (FLEMISH SPEAKING)



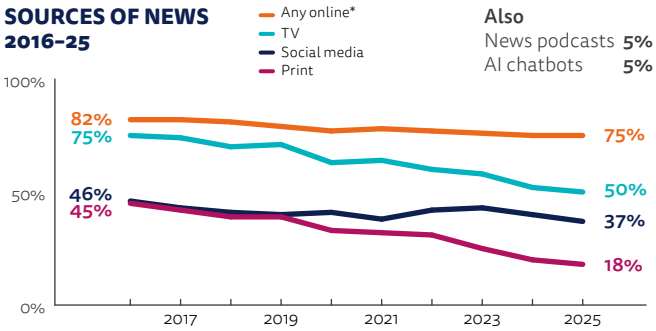
ONLINE (FLEMISH SPEAKING)



16% pay for **ONLINE NEWS**

French 14% | Flemish 17%

SOURCES OF NEWS 2016–25

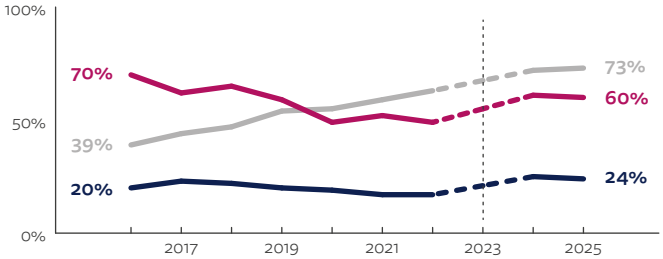


Also
News podcasts 5%
AI chatbots 5%

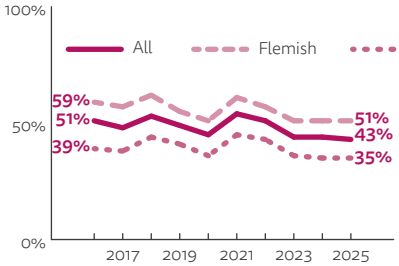
* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2016–25

No data for 2023; question reformulated in 2024 to improve accuracy



OVERALL TRUST SCORE 2016–25



43%
OVERALL TRUST
=17/48 markets

Flemish-speaking Flanders (51%) and French-speaking Wallonia (35%) continue to feature a significant trust gap. In both markets, the respective public broadcasters VRT and RTBF remain the most trusted news sources, even though some commercial organisations feature similarly high scores.

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	31%	(-1)	67%
2	YouTube	14%	(-2)	49%
3	Instagram	14%	(-)	41%
4	WhatsApp	11%	(-3)	60%
5	Facebook Messenger	8%	(-4)	43%

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

FRENCH

Brand	Trust	Neither	Don't Trust
7sur7	43%	37%	21%
Bel-RTL	55%	29%	16%
France 2	56%	31%	13%
L'Echo	52%	37%	11%
La Dernière Heure	47%	35%	18%
La Libre	54%	33%	13%
La Première	58%	31%	12%
L'Avenir	49%	36%	15%
Le Soir	63%	26%	11%
Radio Contact	48%	35%	16%
Regional or local newspaper	54%	33%	12%
RTBF News	67%	21%	11%
RTL Info	60%	24%	17%
TF1	55%	27%	18%
Vivacité	57%	31%	13%

FLEMISH

Brand	Trust	Neither	Don't Trust
De Morgen	68%	22%	9%
De Standaard	72%	20%	8%
De Tijd	72%	20%	8%
Gazet van Antwerpen	63%	25%	11%
Het Belang van Limburg	63%	26%	10%
Het Laatste Nieuws	67%	19%	14%
Het Nieuwsblad	70%	20%	10%
Joe	63%	25%	11%
NWS (@nwsnwsnws)	66%	23%	11%
Qmusic	66%	23%	11%
Radio 1	75%	18%	7%
Radio 2	75%	17%	8%
Regional or local newspaper	67%	23%	10%
VRT Nieuws	79%	13%	8%
VTM Nieuws	76%	15%	10%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **80.12** | **18**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

BULGARIA

The Bulgarian media environment struggles with systemic issues of political interference, limited pluralism, and low levels of public trust. The country continues to be rocked by severe political turbulence, culminating in two snap parliamentary elections in 2024 and the return to power of the GERB, the centre-right party of former 'strongman' Prime Minister Boyko Borisov.

Population	**6.6m**
Internet penetration	**80%**

Bulgaria has held seven elections in four years, contributing to widespread voter apathy, disillusionment, and election fatigue. The 2024 elections were marred by record low turnout and allegations of vote-buying and corruption. The pro-Russian far-right party Velichie (Greatness) disputed the October election results after it failed to enter Parliament, short of 30 votes. Following a protracted case, the Bulgarian Constitutional Court found numerous election irregularities and declared the results for 16 parliamentary seats illegal. Velichie entered Parliament after a recount, becoming the second far-right party alongside Vazrazhdane (Revival) in a divided National Assembly.

On 1 January 2025, Bulgaria became a full member of the border-free Schengen zone, marking a significant milestone for the country, which has been working on fulfilling the Schengen area membership criteria since 2011. However, the timing of Bulgaria's joining the eurozone is a divisive issue among citizens and the fragile ruling coalition. To show their disapproval, activists from the pro-Russian ultra-nationalist party Vazrazhdane turned to violent protests, briefly occupying the Bulgarian National Bank's building and vandalising the office of the European Commission in the capital, Sofia.

The frequent changes in governments have delayed important reforms and directives necessary for the gradual implementation of the European Media Freedom Act, which came into force in May 2024. The Act aims to address several enduring issues that plague the Bulgarian media landscape, such as lack of transparency of media ownership, state interference in the public service media, and control over media regulators.

Journalists in Bulgaria continue to work in a challenging environment, facing high levels of stress, burnout, political pressure, and physical attacks in their reporting of elections. In March 2025, a UK-based Bulgarian spy ring was found guilty of spying for Russia. The trio, with alleged links to the 'highest echelons of power' in Bulgaria, placed the award-winning investigative journalist Christo Grozev from Bellingcat under intense surveillance, with discussions among the ring to kidnap and kill the journalist.

In a landmark decision for the Bulgarian media environment, in June 2024 the European Court of Human Rights (ECHR) issued a unanimous judgment in the long-running case of the Bulgarian reporter Rosen Bosev (Bosev v. Bulgaria) who appealed his 2017 conviction of defamation of a senior government official. The Court held that there had been a violation of the journalist's right to a fair trial and a violation of the right to the freedom of expression.[41] The case is significant in the context of increased use of Strategic Lawsuits Against Public Participation (SLAPPs) by public officials to silence critical journalism.

Nova TV, owned by Nova Broadcasting Group, and BTV news, owned by BTV group, are leading news sources on TV and online. With a 92% market share, both media groups dominate the relatively small advertising landscape, attracting the majority of advertising revenue.[42] 24 Chasa is still the leading print news source but overall, the press experienced a significant fall of 10% in advertising revenues.[43] While few people pay for news, Dnevnik.bg and Capital (Economedia AD) are among the few quality news outlets combining digital subscriptions with advertising income.

Younger audiences increasingly get news from TikTok, allowing parties like Velichie to campaign exclusively on the platform, reaching large audiences in Bulgaria and abroad. Instrumental in the election success of far-right parties are popular 'influencer' social media personalities and vloggers, with their own YouTube or Patreon channels promoting anti-establishment, nationalist, or pro-Russian viewpoints. Notable examples are the former athlete Kiril Kirilov, and Martin Karbowski, with 233,000 YouTube subscribers, who positions his channel as a source for discussions and questions absent from traditional television. Other content creators with radical views such as Stanislav Tsanov have spread their own anti-establishment perspectives, whether about the pandemic or the war in Ukraine, and they present increasingly strong competition to traditional media outlets in influencing public discourse.

Nationalist influencers aside, independent journalists are also successfully building large digital audiences for their content and commentary. Journalists like Lyubomir Zhechev, who has won awards for his rule-of-law videos, and investigative reporters Mirolyuba Benatova and Genka Shikerova, creators of the Dneven Red (Daily Order) podcast, provide popular alternative viewpoints on current events.

Lada T. Price
University of Sheffield, UK

[41] https://www.echr.coe.int/w/judgment-concerning-bulgaria-2
[42] http://mediaconnection.bg/report/view/105
[43] https://www.baca.bg/wp-content/uploads/2024/12/2024_Media-Market.pdf

WEEKLY REACH OFFLINE AND ONLINE

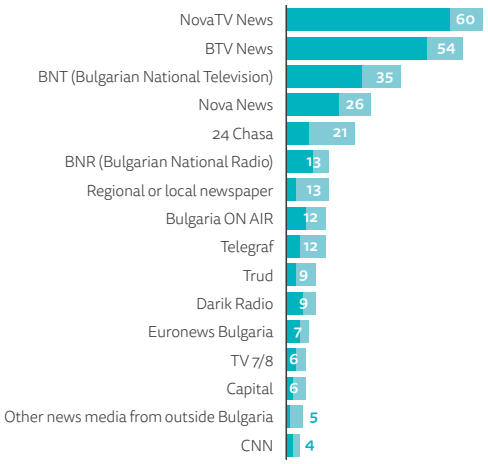
TOP BRANDS

% Weekly usage

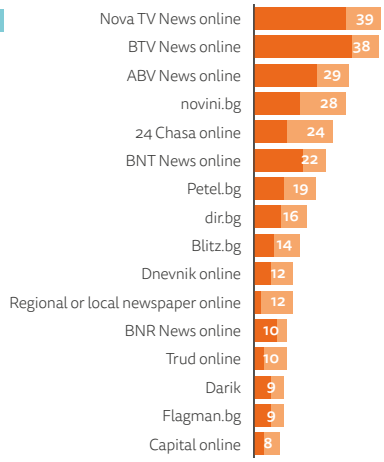
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

9% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



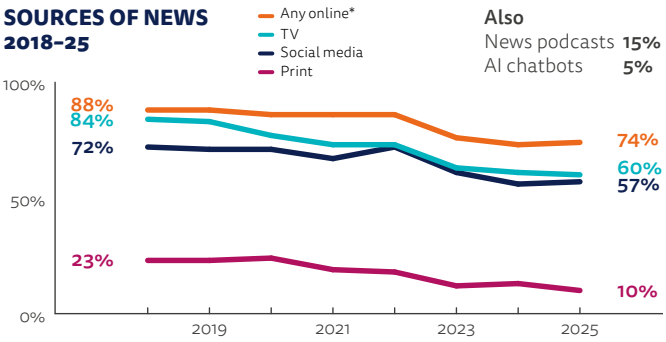
ONLINE



METHODOLOGY NOTE

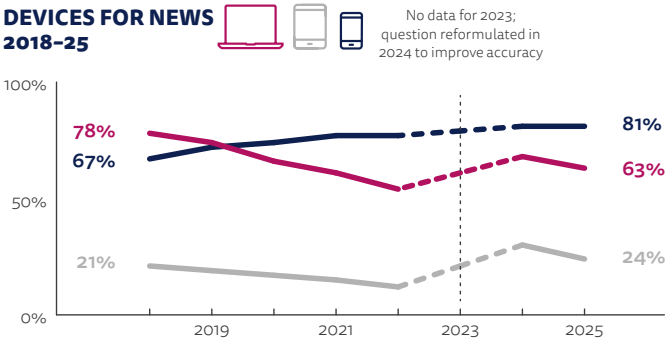
We introduced education quotas in 2023 to make data more representative of national populations. Part of the declines in reach in the source chart between 2022 and 2023 will be because there are more people with lower levels of education in our sample, who typically have lower interest in news.

SOURCES OF NEWS 2018–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

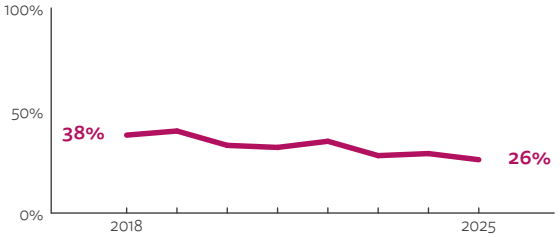
DEVICES FOR NEWS 2018–25



TRUST

The highly volatile political environment probably contributes to the continuing declining trust in news and the fact that Bulgaria has the highest level of news avoidance (63%) in our survey. PSB's Bulgarian National Television and Bulgarian National Radio remain the most trusted brands, followed by the two leading private TV channels Nova TV News and BTV News.

OVERALL TRUST SCORE 2018–25



Proportion that trusts 'most news most of the time'

26% **OVERALL TRUST =44/48 markets**

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
24 Chasa	44%	30%	26%
ABV News	37%	37%	26%
Bivol	40%	31%	29%
BTV News	52%	22%	26%
Bulgarian National Radio (BNR)	57%	24%	19%
Bulgarian National Television (BNT)	59%	22%	19%
Capital	42%	32%	26%
Darik	51%	30%	19%
Dir	37%	35%	27%
Dnevnik	39%	35%	26%
Euronews Bulgaria	49%	31%	20%
Nova TV News	55%	22%	22%
Novini	45%	32%	22%
Regional or local newspaper	43%	35%	23%
Trud	41%	32%	27%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **60.78** **70**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

23% **SHARE NEWS** via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	57%	(+1)	78%
2	YouTube	30%	(-2)	64%
3	TikTok	15%	(+3)	34%
4	Viber	14%	(-1)	62%
5	Facebook Messenger	11%	(-3)	49%
6	Instagram	9%	(-2)	35%

CROATIA

Croatia's small media market showed some growth in 2024, with increasing awareness of the need for digital transition. The structure of the news industry remains largely unchanged with offline use dominated by two foreign-owned TV news channels (Nova and RTL) together with the public broadcaster (HRT). Restructuring of the public service broadcaster and ensuring its continued relevance are among the main concerns of the sector.

Population	**4m**
Internet penetration	**83%**

While the Croatian commercial media market is small, advertising revenues, which are the main source of funding, have been growing. Industry estimates[44] suggest TV, radio, print, and outdoor advertising rose by 5% in 2024 to €217m (but with a 5% fall in print advertising), while the online advertising market accounted for €133m, after projected growth of 13% in 2024.

The major commercial TV companies, which have been foreign-owned for over two decades, still dominate as sources of information, but Nova TV's (United Group) 15-year broadcasting licence is up for renewal in 2025. Both RTL TV and Nova TV were fined in 2023 by the Council for Electronic Media for failing to deliver the required 2.5% investment into programmes from Croatian independent producers and were expected to make up for it in 2024.

The United Group operates the cable news channel N1 and the top-ranked free-to-air station, Nova TV, but financial problems led it to implement cuts at N1 in 2024. Meanwhile Czech-based Central European Media Enterprises (CME) has owned RTL TV since 2022. Austrian and German companies are prominent in the print market. The tabloid 24sata, owned by the Austria Styria group, is the best-selling newspaper and attracts large numbers online, while the domestically owned Hanza media is the market leader in print media overall. The government has agreed on the need to start subsidising print distribution, since one of the largest print distribution companies closed in 2024, placing access to printed newspapers and magazines in jeopardy, especially in rural areas.

Croatian audiences remain reluctant to pay for online news. The proportion taking out a subscription, donation, or membership at 6%, is one of the lowest figures in our survey.

The situation of the public broadcaster HRT has deteriorated in the past two years. Although it has the security of independent financing through a compulsory licence fee of around €10.40 a month, since this has been static for the past 15 years, it had to be bailed out by government top-up payments two years in a row. HRT's director general Robert Šveb has engaged a firm of consultants to advise on restructuring the company and investing more in digital production and distribution. Mr Šveb's changes have been criticised by some for allegedly focusing on attracting audiences rather than the public service remit, and the outsourcing of technical and production tasks. The restructuring plans include a 30% reduction in HRT's staff over a three-year period. Our data show that HRT is still one of the top sources of news, used by almost half (45%) the adult population weekly, a similar number to the two commercial TV stations. Meanwhile, HRT's online performance at 22% weekly reach has grown by 5pp in the last year but remains much less than for broadcast.

Although the local media scene sports a large number of different radio and television stations as well as digital-born media, some areas remain poorly covered and could be described as news deserts, according to recent research (Vozab and Čuvalo 2024). In addition, local media are in a constant funding bind, as very small local markets cannot generate sufficient advertising revenue to support them, which breeds dependence on the local politicians or state advertising, where public accountability continues to be lacking.

The Croatian Journalists Association reported 752 active lawsuits against journalists in 2024, down from 945 in the previous year, but still a high number. One independent study[45] found that of 1,333 lawsuits against journalists in the period from 2016 to 2023, 41% had at least one characteristic of a SLAPP suit. The study also found that cases took an average of four years, and most judgments found in favour of the journalists.

Zrinjka Peruško
Centre for Media and Communication Research, University of Zagreb

[44] https://hura.hr/istrazivanja/medijska-potrosnja-u-hr/ and for digital, https://iab-croatia.com/istrazivanje-iab-a-croatia-hrvatsko-trziste-online-oglasavanja-stabilno-raste-u-2023-godini-zabiljezeno-je-povecanje-za-21/

[45] https://tripalo.hr/wp-content/uploads/2024/11/SLAPP_Report_final_eng-3.pdf

WEEKLY REACH OFFLINE AND ONLINE

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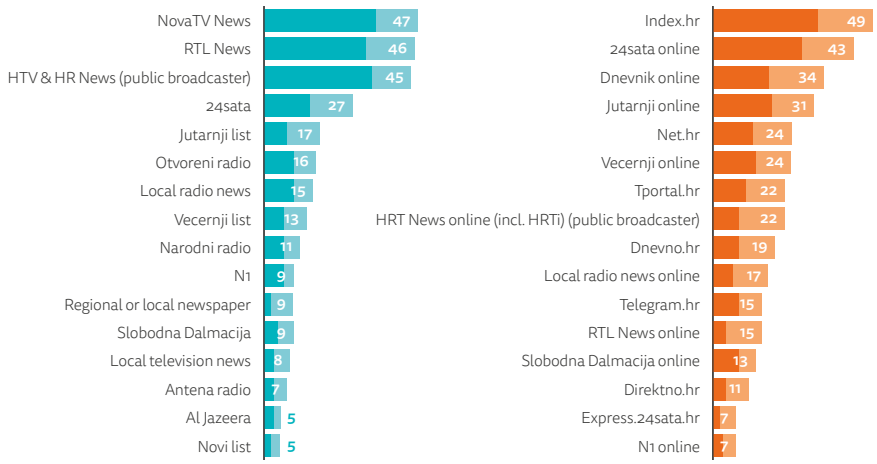
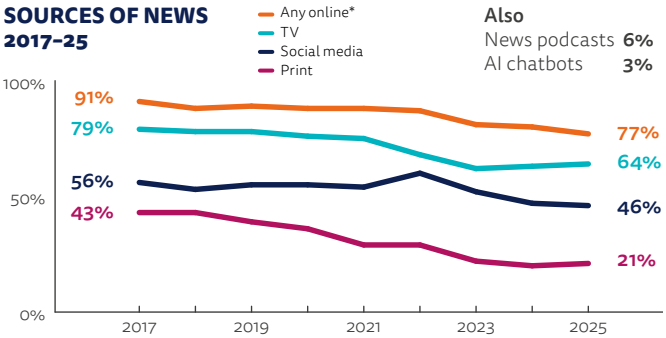


6% pay for **ONLINE NEWS**

CHANGING MEDIA

The downward trend in use of news is seen in all media except television, signifying perhaps greater audience disengagement between election cycles. Very few people pay for online news.

SOURCES OF NEWS 2017–25



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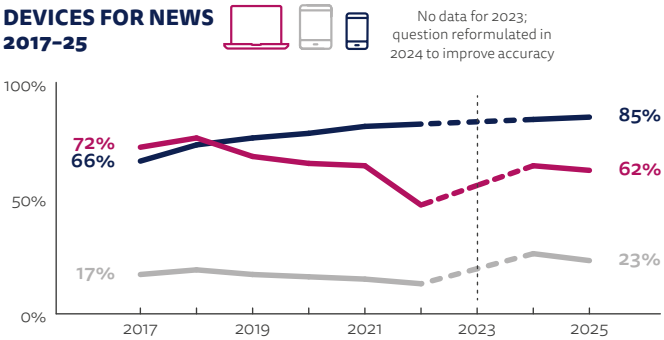
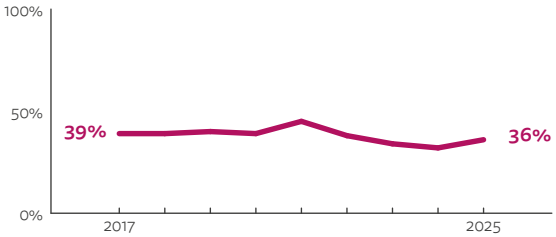
DEVICES FOR NEWS 2017–25



TRUST

Overall trust in the news is up but still 9pp lower than during the height of the Coronavirus pandemic. The most-used commercial channels, Nova TV and RTL, are amongst the most trusted. By contrast the trust score of cable news channel N1 fell slightly this year after a significant reduction in programming.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

36%
OVERALL TRUST =27/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 64.2	60/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
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Dnevno.hr	43%	33%	24%
HTV News (public television)	52%	24%	24%
index.hr	46%	27%	27%
Jutarnji list	50%	28%	21%
N1	46%	32%	22%
Net.hr	42%	35%	23%
NovaTV	64%	22%	14%
Otvoreni radio	51%	33%	15%
Regional or local newspaper	51%	32%	17%
RTL News	62%	23%	15%
Slobodna Dalmacija	42%	35%	23%
Telegram.hr	44%	33%	24%
Tportal.hr	44%	35%	21%
Vecernji	50%	29%	21%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

25%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	48%	(-1)	69%
2	YouTube	24%	(-)	66%
3	Instagram	14%	(-)	45%
4	WhatsApp	14%	(-4)	65%
5	TikTok	12%	(+4)	29%
6	Viber	8%	(-3)	42%

CZECH REPUBLIC

The Czech media landscape benefited from relative wider economic stability in 2024, yet financial struggles persisted, especially for print. Publishers pushed digital monetisation, triggering regulatory scrutiny over 'consent or pay' models towards acceptance of tracking cookies. Meanwhile, a long-debated public licence fee increase came closer, though opposition plans threaten its future.

Population	**10.5m**
Internet penetration	**86%**

2024 saw a restoration of better macroeconomic conditions for Czech media markets, as the economy returned to growth (+1.0% GDP) and inflation was brought back under control (2.4%). Nevertheless, despite an overall 8% increase in advertising expenditure, many media houses and publishers have continued to face financial difficulties. The newspaper sector has seen another 11% decline in circulation, and the closure of several print editions, including *Lidové noviny*, the oldest Czech newspaper, founded in 1893. A business daily, *E15*, followed suit in December, although it continues in a digital format, and the free regional weekly *5plus2* folded, citing rising production costs.[46]

Facing the gradual demise of print titles, Czech publishers are being forced to accelerate the process of digital transition, and to develop new, innovative ways of monetising online content. Some brands have reported increases in their digital subscribers, including the daily *Denik N*, which passed the 26,000 mark in 2024, or the political weekly *Respekt*. Several major media houses – including the Czech News Centre, Mafra, Economia, and Seznam – introduced so-called consent wall banners, which prompt users to either explicitly consent to data collection about their online behaviour (as a key tool for personalising digital ads), or to pay a fee for accessing an ad-free version of the website.

This move has sparked a backlash from the Office for Personal Data Protection, which launched an investigation into the legality of the use of the 'consent or pay' model by some Czech publishers. The Office issued an injunction against Seznam, the largest Czech digital media company, temporarily banning the company from continuing with this practice. Its decision reflected the position taken by the European Data Protection Board, which has called upon the platforms to ensure that users' right to decline the consent to personal data collection is not effectively penalised by having to pay for access as the only alternative.[47] As of 2025, the investigation is still ongoing.

In another action by regulators, the Office for Protection of Competition (i.e. the competition authority) has been investigating Seznam for a suspected abuse of its dominant position on the market. According to sources quoted by the weekly *Reflex*, the Office was examining allegations of discriminatory practices against smaller publishers regarding the sharing of advertising revenues from Seznam's Newsfeed service. However, the timing of the raid on Seznam's headquarters, coming shortly after Seznam Zpravy published an investigation linking the Chairman of the Office with a businessman charged with corruption, sparked accusations of retaliation by the Office and an attempt to put pressure on Seznam's journalists.[48]

In the area of media legislation, last year brought further developments in the ongoing and tumultuous struggle to increase the licence fees for public service media, which have been frozen since 2008 (for Czech Television) and 2005 (for Czech Radio). The planned increase, which the directors general of both organisations publicly warned was necessary to avoid budget cuts and reductions in production and staff, was included in the draft of the so-called 'major media amendment', a bill that the government pledged to pass by the end of 2024. However, due to prolonged obstruction by the opposition parties, as well as to a campaign against the fee increase led by many commercial media organisations, the bill was only approved by the Chamber of Deputies in March 2025. Having come into effect in May 2025, the new law raises the monthly fees, currently at €5.40 for TV and €1.80 for Radio by €0.60 and €0.40, respectively. The law will also link future increase to the inflation rate, a mechanism that has been long demanded by public service media advocates to improve the political independence of their funding.

Nevertheless, the main opposition party ANO has already announced its plans to abolish the licence fee after the upcoming Parliamentary elections (scheduled for autumn 2025) and replace it with direct state funding, alongside plans to merge Czech Television and Czech Radio into a single institution. Similar changes were made to public service broadcasters in Hungary and Slovakia, and brought increased government control, so these proposals have caused concerns for the future of independent public service media in the Czech Republic.

Václav Štětka
Loughborough University, UK

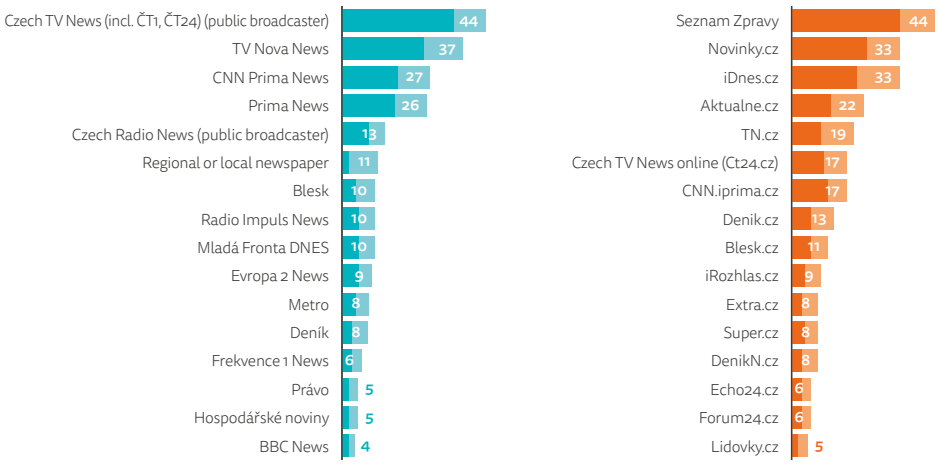
[46] https://english.rozanek.cz/mafra-shuts-down-free-regional-weekly-5plus2-due-to-rising-costs/
[47] https://www.lupa.cz/clanky/uoou-setri-ceske-vydavatele-kvuli-pay-or-ok-seznamu-sbirani-souhlasu-predbezne-zakazal/
[48] https://www.reflex.cz/clanek/zpravy/127247/uohs-setri-seznam-kvuli-zpusobu-deleni-reklamnich-prijmu-s-vydavateli.html

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

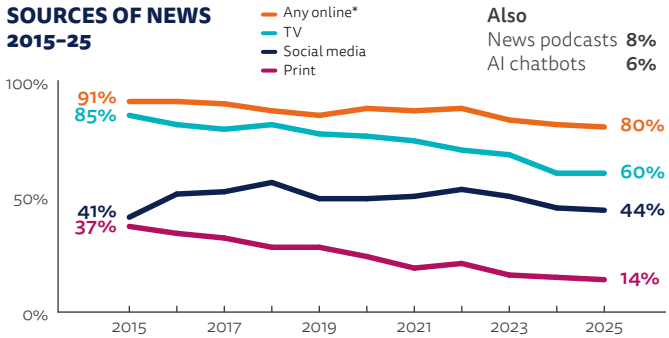


13% pay for **ONLINE NEWS**

CHANGING MEDIA

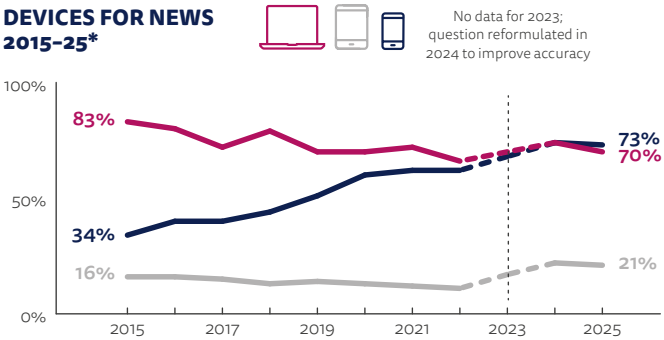
The use of all media types as sources of news, including online platforms and social media, was the lowest since 2016. Smartphones have now become the primary devices for news.

SOURCES OF NEWS 2015–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2015–25*

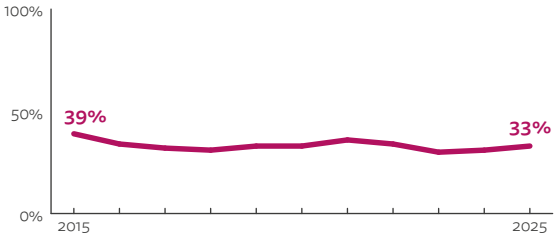


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Overall trust in news media has increased from an all-time low in 2023, equalling the 11-year average of 33%. On the other hand, several top-positioned individual brands recorded a drop in trust. Despite that, public service media remain among the most trusted brands by Czech news audiences.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

33%
OVERALL TRUST
=33/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 83.96	10 / 180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Aktualne.cz	53%	31%	17%
Blesk	20%	24%	56%
CNN Prima News	57%	24%	20%
Czech Radio News (public broadcaster)	59%	24%	17%
Czech TV News (public broadcaster)	59%	18%	23%
Deník	49%	34%	17%
echo24.cz	38%	38%	24%
Frekvence 1	49%	34%	17%
Hospodářské noviny	55%	30%	15%
iDnes.cz	53%	28%	19%
Mlada Fronta DNES	48%	32%	21%
Novinky.cz	51%	28%	20%
Radio Impuls	49%	33%	18%
Seznam Zpravy	54%	26%	20%
TV Nova	46%	26%	27%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

22%

SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	32%	(-4)	66%
2	YouTube	19%	(-2)	60%
3	WhatsApp	14%	(-3)	58%
4	Instagram	14%	(+2)	38%
5	Facebook Messenger	8%	(-2)	43%
6	X	7%	(+1)	12%

DENMARK

The Danish media market has two strong public broadcasters (DR and TV2) and several successful commercial brands, which receive an annual public subsidy. Commercial news organisations are facing falls in print subscriptions and advertising revenue along with the loss of online traffic from social media, and fears about the impact of AI-driven search engines. Company responses involve cost-cutting, redundancies, and subscription price increases.

Population	**5.9m**
Internet penetration	**100%**

The year 2024 witnessed a major cross-Nordic merger, as Norwegian local media group Amedia, among other suitors including the local Danish conglomerate JFM, acquired the Berlingske news conglomerate (*Berlingske*, *BT*, *Weekendavisen*) from Belgian media group DPD Media. Among other strategic benefits, the merger aims at strengthening Berlingske's digital transformation. The acquisition accentuates the move towards cross-Nordic collaboration and consolidation, with the Swedish Bonnier group owning 51% of Danish financial newspaper *Børsen*, and Danish Alrow Media publishing Danish, Swedish, and Norwegian editions of Altinget.

The JP/Politiken newspaper group, which owns *Politiken*, *Ekstra Bladet*, and *Jyllands-Posten*, is recovering from turmoil within the board, after public scandals about exorbitant board fees and governance malpractice. As a result, the chair of the Jyllands-Posten Foundation, who had chaired the foundation since 2014, had to resign after intense criticism.

Denmark has several successful digital-born news organisations that continue to see growth in subscriptions, often from younger people. The best known, Zetland, forecasts 40% profit growth in 2025[49] and has launched a sister edition Uusi Juttu in Finland, while Føljeton, which provides a daily summary alongside irreverent news analysis, and Frihedsbrevet, which guards its independence by refusing to receive the state subsidy, have seen subscriptions rise considerably.

Reflecting harsh competition in a saturated podcast market heavily dominated by DR, *Ekstra Bladet* and TV2 have closed their daily news podcasts. However, ambitions for developing the podcast market remain high among publishers, although willingness to pay may prove an obstacle.

The general state subsidies, totaling €43m per year, are awarded to 'publicistic media', i.e. commercial companies meeting a 50% threshold of news covering politics, society, and culture. Smaller subsidiary funds aim to support innovation initiatives (€5m, going mostly to digital news start-ups like Zetland and Altinget) and struggling free local weeklies (€7m per year).

An overhaul of the system of state subsidies has been entrusted to a government committee with representatives of key stakeholders (chaired by Rasmus Kleis Nielsen). The committee's remit requires it to make subsidies more platform neutral and to continue past efforts to reverse the trend of increasing numbers of local news deserts.

Familiar fault lines in the debate about public service media came to the fore in February 2025 when DR aired a documentary about Denmark's role as a colonial power in Greenland, with controversial claims about gigantic Danish profits from cryolite mining over a 150-year period. While vindicating anticolonial voices among Greenlanders, in Denmark widespread condemnation was led by right-wing politicians, flouting the arm's length principle by (successfully) demanding removal of the documentary from the DR TV streaming service and firing of the DR editors in charge. In April 2025 a new Director-General of DR was appointed. Bjarne Corydon was CEO and editor-in-chief of the *Børsen* financial newspaper for seven years and previously the Minister of Finance in Helle Thorning Schmidt's social-democratic government.

Newspapers are responding to decreasing traffic from social media with more differentiated pay models, including bundling packages. *Politiken* and *Berlingske*, respectively, offer readers access to the *New York Times* and *Wall Street Journal*.

Newspapers increasingly rely on the national Ritzau wire service to provide the general news which audiences can get from free news services, allowing them to concentrate their own journalistic resources on exclusive content. Both public broadcasters and private media are phasing in obligatory login schemes to collect their own data about users. Text-based advertising is losing ground to video advertising on social media and commercial TV channels. The cross-platform streaming market, which is the primary way Danes watch audio-visual content, is dominated (daily usage) by YouTube (21 minutes), TV2 Play (20 minutes), and DR TV (17 minutes), with Netflix in fourth place (12 minutes).

Danish news organisations are all investing heavily in generative AI tools and gradually implementing them in daily news operations, including assisting journalists with interview transcription, news text and headline generation, summarising news content, and replacing human proofreaders.

Unlike other countries, where news organisations are individually seeking deals with tech and AI platforms, Danish publishers are continuing their collective efforts to combat big tech's unsanctioned use of news organisations' copyrighted content and data archives for AI-model training purposes. After deadlocked talks with Meta, Google, and Open AI, a state-mandated conciliation procedure is being opened with these platforms, possibly as a precursor to entering legal proceedings.

Kim Christian Schrøder, **Mark Blach-Ørsten**, and **Mads Kæmsgaard Eberholst**
Roskilde University, Denmark

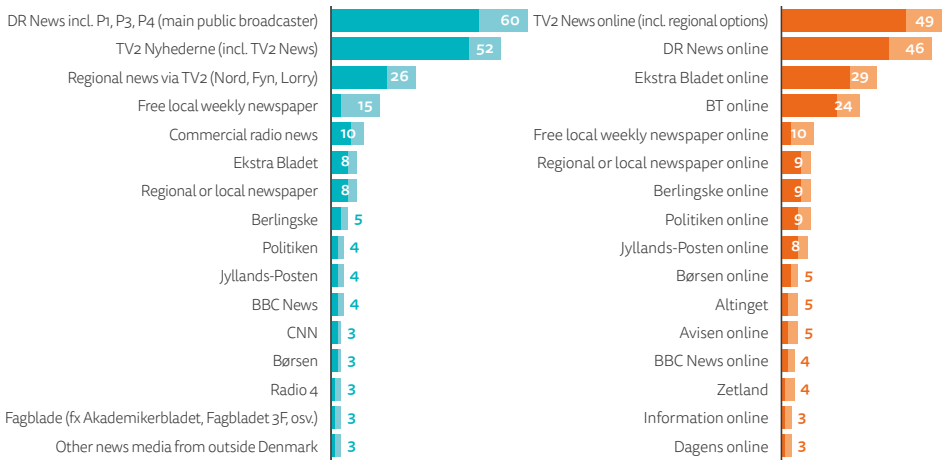
[49] https://wan-ifra.org/2025/02/future-newsrooms-now-zetlands-lea-korsgaard-on-journalism-as-a-service-and-a-product/

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

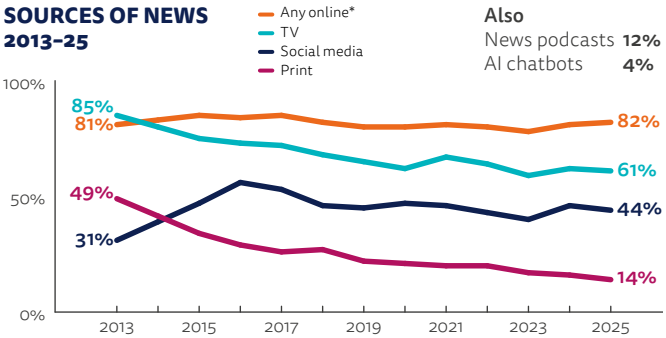


19% pay for **ONLINE NEWS**

CHANGING MEDIA

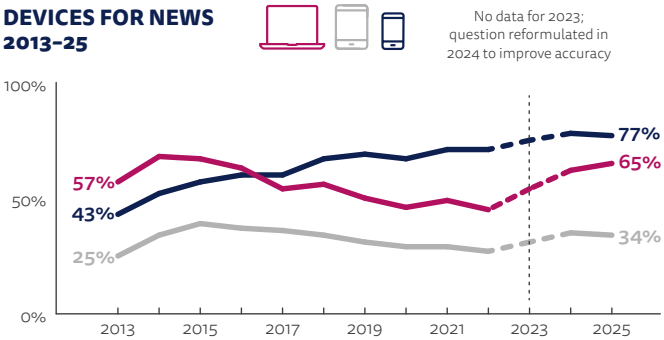
Consumption of traditional media such as television news and print continues to fall over time, with online consumption not making up the gap. Facebook remains the most important social network for news (27%), though usage is down again (-5pp) this year.

SOURCES OF NEWS 2013–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

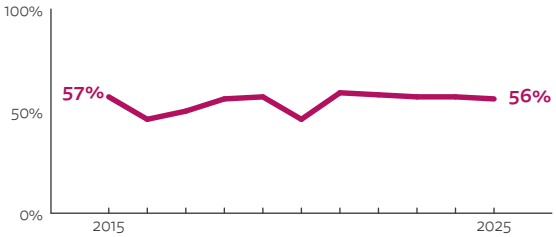
DEVICES FOR NEWS 2013–25



TRUST

Trust in news media remains steady at a relatively high level by international standards. At the brand level, the largest and most trusted brands covered by our survey remain public broadcasters DR and TV2, with digital-born brands Zetland and Altinget registering the largest (5pp) growth in its trust. Tabloid newspapers are widely used but tend to be less trusted.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

56%
OVERALL TRUST
4/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 86.93	6/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Altinget.dk	60%	29%	11%
Avisen	46%	34%	20%
Berlingske	70%	22%	8%
Børsen	73%	20%	6%
BT	43%	25%	32%
DR News	85%	10%	6%
Ekstra Bladet	36%	23%	41%
Information	67%	24%	9%
Jyllands-Posten	69%	22%	9%
Kristeligt Dagblad	57%	28%	15%
Politiken	70%	21%	8%
Regional or local newspaper	69%	23%	8%
Regional TV2 News	81%	13%	6%
TV2 Nyhederne (incl. TV2 News)	82%	12%	7%
Zetland	58%	30%	12%

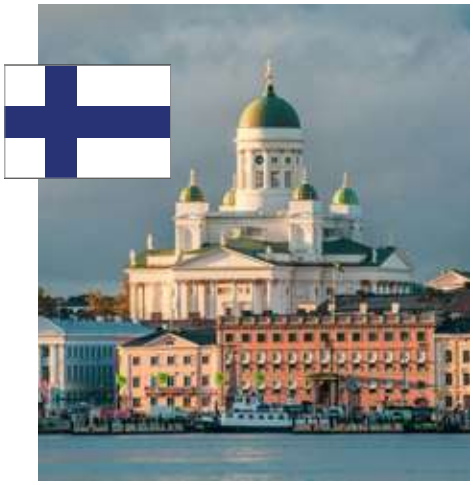
Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

11%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	27%	(-5)	71%
2	Instagram	9%	(-)	46%
3	YouTube	7%	(-3)	44%
4	Facebook Messenger	6%	(-2)	57%
5	TikTok	5%	(+2)	14%
6	Reddit	5%	(+2)	13%

FINLAND



Finland's news media environment features a strong regional press, a strong public service broadcaster (Yle), one widely read national daily (*Helsingin Sanomat*), and two popular evening tabloids, both reaching over half of the adult population. The shift to digital remains gradual, with digital revenues for newspapers accounting for less than one-third of their total income.[50]

Population	**5.5m**
Internet penetration	**94%**

While Google and Meta account for a significant portion of online advertising revenues, Finnish media companies are seeking ways to increase digital subscriptions. A current trend is offering customers bundles of several products, a strategy that has been successful in Sweden and Norway. In early 2025, Finland's largest publisher, Sanoma, followed suit by introducing a new bundling offer, 'Kaikki+' (All+), which includes all 15 of Sanoma's news media, magazines, and subscriptions to streaming and audio services. The subscription costs €24.99 per month, which is only about €4 more than the most comprehensive digital-only subscription to *Helsingin Sanomat*. According to our survey, 16% of Finnish respondents who are not yet paying for digital news say that access to multiple news sites at a reasonable price would encourage them to subscribe. For the under-35s, the proportion rises to 25%.

Most Finnish newsrooms now use AI technologies. In addition to transcribing interview recordings, creating headlines, proofreading, and making summaries, several more advanced tools for reporters have also been developed. The evening tabloid paper, *Iltalehti*, uses a tool that analyses the emotional response a headline may produce in readers. Additionally, it assesses whether the piece is provocative, sad, analytical, breaking news, empathetic, questioning, useful, entertaining, or constructive. Sanoma, for its part, has developed a tool that monitors sources, such as municipal decision-making documents, to find potentially newsworthy items for their journalists.[51]

Danish Zetland is the main shareholder in a new Finnish start-up, Uusi Juttu (New Story), which launched in January 2025 with around 12,000 subscribers and had grown to nearly 16,000 by March. The subscribers or 'members' receive two news roundups and a couple of in-depth stories every day. All stories are also available in audio format. The subscription currently costs €135 per year, but those who state that they are low-income can pay less. Uusi Juttu emphasises its democratic mission and aims to provide an accessible summary of the most important news along with context, rather than a continuous news flow that could overwhelm users. According to our survey, 4% of those paying for online news subscribe to Uusi Juttu. This share is similar to that of the prestigious news magazine *Suomen Kuvalehti* (6%), which also aims to provide in-depth understanding of current issues.

The audio news start-up Briif ceased operations in September 2024 due to insufficient market demand. Launched in October 2023, Briif curated newspaper and magazine stories aimed at young women and delivered them in audio format. The service had contracts with several publishers in Finland and internationally.

The position of Finnish public service media Yle has been a continuous issue in Finnish media policy. Private media companies have blamed the public service broadcaster for unfair competition in the digital world, and Yle was obliged to limit its online news in text following a change in the law in August 2022. The origins of this lie in the Finnish Media Federation's 2017 complaint to the EU claiming that Yle's online news in text form contravened EU state aid legislation. In 2024, the Finnish Media Federation made a new complaint claiming that Yle still publishes online news in text form as it did before the law changed.

Yle has also faced political pressure, with some representatives of the nationalist Finns Party (who participate in government) accusing it of promoting a green-leftist agenda, while the government has called for funding cuts as part of broader public sector austerity measures. A parliamentary working group reviewed Yle's public service remit, funding, and its relationship with commercial media. After difficulties in reaching agreement, the working group's report published in September 2024, recommended a €66m cut per annum by 2027. Had the group not reached a resolution, the government would have imposed the budget cuts, making Yle susceptible to governmental pressure. Despite the cuts Yle must now implement, it retains its independence from the respective government.

In January 2025, Yle announced the closure of 309 posts, representing 10% of its total workforce and resulting in savings of €27m. Further cuts are expected.[52] Yle's half-billion-euro budget is primarily funded by the annual Yle tax, which amounts to a maximum of €160 collected from Finnish taxpayers.

Esa Reunanen
Tampere University, Finland

[50] https://suomenlehdisto.fi/taantuma-ja-inflaatio-heikensivat-vaalivuoden-myyntia/
[51] https://suomenlehdisto.fi/listasimme-suomalaisten-toimitusten-kiinnostavimmat-tekoalyratkaisut-apurit-tunnistavat-tunteita-vahtivat-uutisia-ja-haistavat-pian-myos-tilauspotentiaalin/
[52] https://yle.fi/a/74-20139113

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
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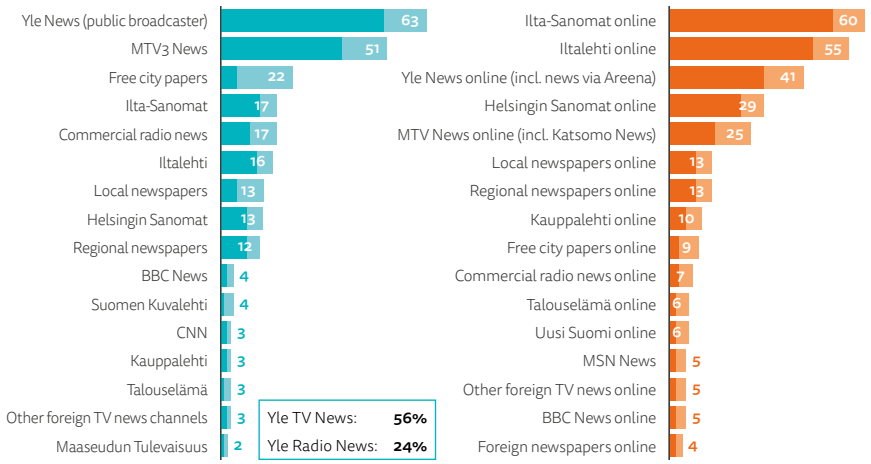
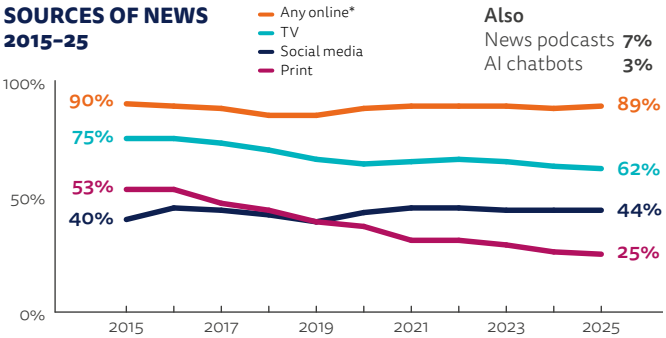


21% pay for **ONLINE NEWS**

CHANGING MEDIA

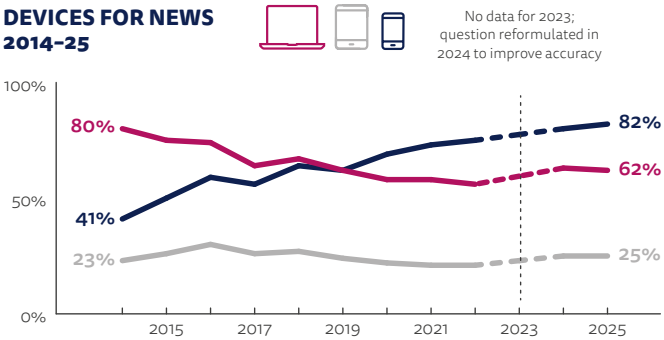
The use of online news sources is unchanged at almost 90% weekly reach while television news and the printed press continue their slow decline.

SOURCES OF NEWS 2015–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

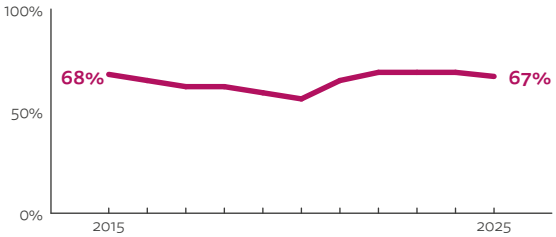
DEVICES FOR NEWS 2014–25



TRUST

Finnish news remains the most highly trusted among the countries in Europe, with no major changes from 2022. The news media in Finland are not politically polarised, so any politically based scepticism felt by a minority towards the news media targets all the major news brands. For others, scepticism seems to stem from an outlet's tabloid image.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

67%
OVERALL TRUST
2/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 87.18	5/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Commercial radio news	68%	18%	14%
Free city papers	56%	26%	18%
Helsingin Sanomat	78%	9%	12%
Hufvudstadsbladet	67%	21%	11%
Iltalehti	61%	15%	24%
Ilta-Sanomat	64%	15%	22%
Kauppalehti	78%	14%	8%
Local newspaper	79%	13%	7%
Maaseudun Tulevaisuus	70%	19%	11%
MTV News	78%	11%	11%
Regional newspaper	76%	15%	8%
Suomen Kuvalehti	76%	16%	8%
Talouselämä	77%	14%	9%
Uusi Suomi	61%	23%	16%
Yle News (public broadcaster)	83%	6%	11%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

24%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	27%	(-1)	67%
2	YouTube	15%	(-)	64%
3	WhatsApp	12%	(-2)	77%
4	Instagram	12%	(+2)	50%
5	TikTok	7%	(+1)	22%
6	X	7%	(-)	14%

FRANCE

France has undergone a year of extreme political turbulence. Following the far right's victory in the June European elections, President Macron called early parliamentary elections in June and July 2024. His gamble backfired since his party failed to win a majority and it has proved impossible to assemble a coalition government. Since then, France has had four prime ministers in less than a year and most media legislation has stalled.

Population	**65m**
Internet penetration	**87%**

On the face of it, political turmoil, combined with Paris hosting the Olympics in July 2024 and France's most covered rape trial in years, should have made 2024 a bumper year for French news publishers. But outside these major events, the general picture was less encouraging, with increasing distrust, volatile advertising revenues, and little change in the low numbers (11%) prepared to pay for digital news.

The Olympics certainly benefited *L'Equipe*, France's daily sport newspaper, with 250 journalists: it sold 300,000 copies a day during the games and had a total 210m visits to its app and website. It was also a historic opportunity for France Télévisions, one of the official media partners for the Olympics, which were watched by nearly 60m French people.[53] The Paris Olympics were also a breakthrough moment for an army of online content creators on TikTok and Instagram whose official access reflected the increasing use of mobile phones for news in France.

The Mazan mass rape trial turned into massive media event in France and globally. Every detail of the four-month-hearing was reported on radio, TV, and on news websites. The 72-year-old Gisele Pélicot, who survived nearly a decade of rapes by dozens of men, waived her right to anonymity. She also agreed that the public and press could be present when video evidence of the crimes was shown in court. These decisions boosted the media coverage, with 180 media organisations attending, of which 86 were from abroad. The trial raised many ethical questions, including whether journalists should give complete names of defendants and how to avoid people tracking them or their families down via social media.

Journalistic ethics were to the fore when Arcom, the audio-visual regulator, cancelled the licence of the C8 TV channel, owned by billionaire Vincent Bolloré, on grounds of inadequate editorial oversight, particularly of a show presented by TV star Cyril Hanouna, who has been accused of spreading falsehoods, and of violence and insults towards guests, and a lack of balance in the issues debated on air.[54]

Meanwhile, many journalists from the 24-hour channel BFM TV, bought in 2023 by the shipping magnate Rodolphe Saadé, exercised their right to voluntary redundancy after a change of owner, but audiences are falling and a new team has been hired. Saadé's group has partnered with Mistral AI, a French start-up, to apply AI to improve multiple sectors, from shipping to logistics and media.

Local journalism seems to be the new holy grail. Saadé's BFM now has nine local TV stations which are seen as news audience drivers, with hyperlocal stories and interviews with viewers in the major French cities. France Télévisions and Radio France, the main public broadcasters, also committed to more regional journalism, converting their 44 radio stations into TV channels now branded ICI, offering in-depth regional and local coverage. Finally, *Ouest-France*, the best-selling paper in France, is launching a new TV channel in September, also focused on including voices from the regions.

On the subscription front, *Le Figaro* now has 294,000 subscribers and there are 580,000 for *Le Monde*, where digital revenue is expected to cover the €72m cost of the entire newsroom within two years. *Le Monde*'s CEO recently credited the current political turmoil in France for attracting new subscribers.[55] Médiapart, the digital-born media created 17 years ago, now has 245,000 subscribers and 150 journalists, working mostly on investigative pieces, and sees its success as linked to readers looking to better understand the current international crises.[56]

French people have the lowest level of news literacy training in our survey, with just 11% saying they received education/training on how to use news. The impressive success of explainers and formats like HugoDécrypte's YouTube videos reflects the strong desire, particularly of younger audiences, to be informed, but in a more relatable way. A fifth (22%) of under-35s survey respondents had seen him commenting on or discussing the news in the previous week. A 2024 report from the government-appointed Estates General of News recommended that serious news influencers should be recognised as news sources, but the political crisis means no action has been taken. Meanwhile French public debate is becoming ever more polarised.

Alice Antheaume
Executive Dean, Sciences Po Journalism School

[53] https://www.cbnews.fr/medias/image-paris-2024-medias-tv-radio-presse-leurs-audiences-86525
[54] https://www.reuters.com/business/media-telecom/french-tv-channel-shutdown-causes-outcry-right-2025-02-20/
[55] https://pressgazette.co.uk/paywalls/le-monde-subscriptions-digital-ceo-louis-dreyfus/
[56] https://www.20minutes.fr/arts-stars/medias/4142978-20250311-mediapart-site-investigation-annee-2024-celle-tous-records

WEEKLY REACH OFFLINE AND ONLINE

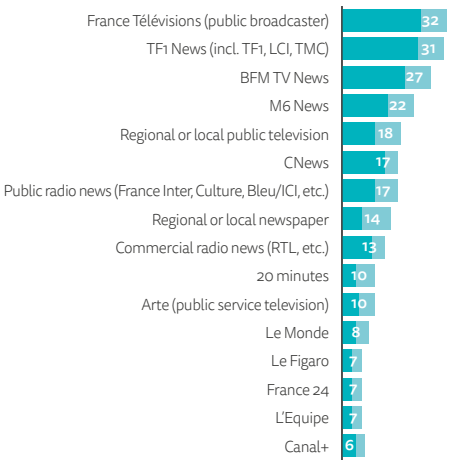
TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

11% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT

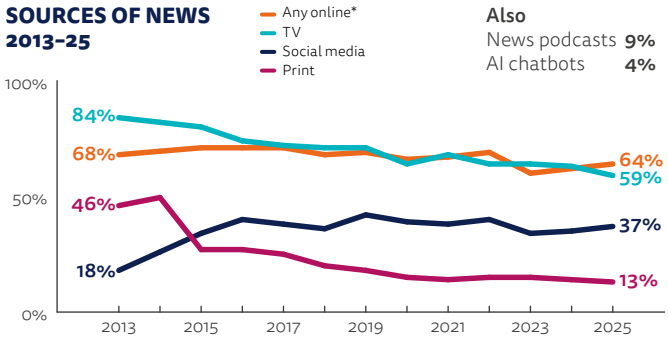


ONLINE

CHANGING MEDIA

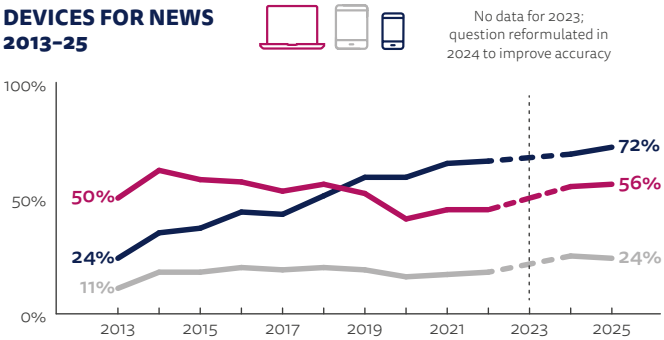
Political turmoil has not benefited TV news, with weekly use down 4pp to 59%. Social media are beneficiaries, driven by younger audiences via Instagram (+5pp), TikTok (+4pp), and YouTube (+3pp).

SOURCES OF NEWS 2013–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

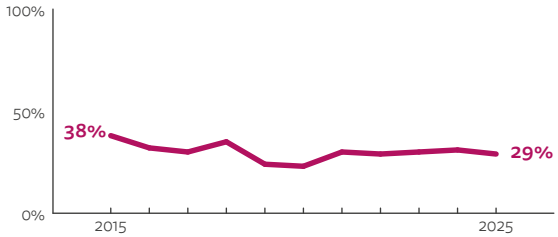
DEVICES FOR NEWS 2013–25



TRUST

France has one of the lowest levels of trust in news in our survey (joint 41st out of 48 markets). This score reflects low and declining levels of trust in institutions. Local newspapers and public broadcasters remain broadly trusted while commercial TV channels CNews and BFM are distrusted by large sections of the population due to perceptions of biased or partisan news coverage.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

29%
OVERALL TRUST
41/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 76.62	25/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
20 minutes	42%	38%	19%
BFM TV news	40%	22%	38%
CNews	41%	24%	35%
France Bleu/ICI	47%	36%	16%
France Info	55%	27%	17%
France Inter	51%	30%	19%
France Télévisions News	58%	25%	17%
Le Figaro	43%	35%	22%
Le HuffPost	38%	40%	23%
Le Monde	49%	32%	19%
Le Parisien/Aujourd hui en France	41%	39%	20%
M6 News	45%	34%	21%
Médiapart	47%	31%	22%
Regional or local newspaper	61%	27%	12%
TF1 News	46%	31%	23%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

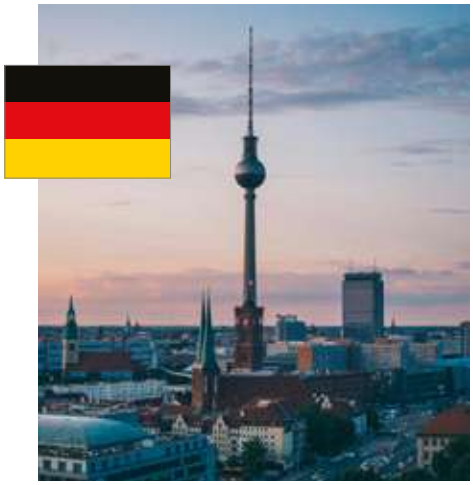
23%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	33%	(+1)	61%
2	YouTube	24%	(+3)	53%
3	Instagram	21%	(+5)	42%
4	WhatsApp	17%	(+1)	51%
5	TikTok	12%	(+4)	22%
6	Facebook Messenger	11%	(+1)	35%

GERMANY

The digital transformation of Germany's media landscape continues, increasing pressure on the press, particularly local newspapers. Meanwhile, the ongoing reform of public broadcasting is prompting PSBs to work harder to retain audiences, thereby further intensifying competition with private news providers.



Population	**83m**
Internet penetration	**94%**

The collapse of the German coalition government following a dispute over the federal budget in 2024 paved the way for early elections in February 2025, just a few weeks after our survey was in the field, meaning some caution is required when interpreting the data. At 83%, the election saw Germany's highest voter turnout in decades, with the conservative party emerging as the winner. The far-right AfD, a party monitored by German security services on suspicion of extremism, came in a historic second place. Against the backdrop of the AfD's growing popularity, Elon Musk's influence on the pre-election campaign attracted particular attention. In addition to a live interview with the AfD's leading candidate on his platform X, the US billionaire supported the AfD in a guest opinion piece for Axel Springer's *Welt am Sonntag*, prompting the newspaper's comment editor to resign in protest.

Meanwhile, the shift from print to digital continues in the German newspaper industry. As in 2024, 13% of our survey respondents said they are paying for online news, with *Bild*, and *Der Spiegel* mentioned most frequently, along with regional and local daily newspapers. In Q4 of 2024, the print circulation of daily newspapers continued to decline, but the circulation of digital newspapers ('e-papers') increased (+23% compared to the previous year).[57] Leading industry representatives expect the importance of e-papers to grow further, as efforts continue to move older print subscribers across to them, since they generate higher sales revenue compared to other digital subscriptions and save paper, printing, and delivery costs.[58] While Germany has not yet experienced 'news deserts', the number of independent local newspapers has been declining over recent decades, with newsrooms being downsized or merged.[59] For instance, Medienholding Süd is planning to cut up to 45 jobs in its editorial offices at *Stuttgarter Zeitung*, *Stuttgarter Nachrichten*, and other local newspapers over the next three years, equivalent to 5% of the current 300 strong workforce each year[60]. Alongside e-papers, more innovative business models are being developed: the national weekly newspaper *Die Zeit* has launched a podcast subscription giving access to all paid podcasts from its media brands, these are also included for digital subscribers at no extra cost.

Germany's public service broadcasters are facing reforms that seem likely to both reduce their remit and funding. In October 2024 the Broadcasting Commission of the federal states agreed on a draft contract to reform the PSB system which would reduce the number of their channels to cut costs. In December 2024 the federal states agreed a new simplified funding model which will also freeze the licence fee until 2027. However, the PSBs have lodged a separate constitutional complaint about the failure to implement the 2024 licence fee increase as recommended by the independent commission of experts (KEF). One response by the PSBs has been to work harder to retain news audiences. For instance, Germany's most-watched TV news bulletin, ARD Tagesschau, has introduced a new approach to news presentation, with simpler language, a more engaging presentation style, and a greater focus on positive news.

While publishers are increasing investment in AI technologies in their newsrooms,[61] the German Press Council (Presserat) – the self-regulatory body for print media and their digital outlets – has responded by inserting a new section on AI in its Press Code (Pressekodex), which sets ethical guidelines for journalistic work. It emphasises that editorial responsibility remains with the publishers, regardless of how the content is produced. While no mandatory labelling for AI-generated texts is currently required, the Press Council now requires AI-generated images to be marked as being purely illustrative to prevent misleading readers. The Press Council recorded a record number of serious violations of the Press Code in 2024, issuing 86 reprimands (*Rügen*), up from 73 the previous year. While the council reviews complaints from the public and can issue reprimands for violations of journalistic ethics, it has no legal enforcement power. Many of the complaints in the past year were related to reports on terrorist attacks in Germany, as well as coverage of the Middle East conflict, with several media outlets receiving reprimands for misinformation or unethical reporting. At the same time, Reporters Without Borders has documented an increase in violent attacks and online hate speech against journalists covering the Middle East conflict in Germany.

Julia Behre, **Sascha Hölig**, and **Judith Möller**
Leibniz Institute for Media Research, Hans Bredow Institute, Hamburg

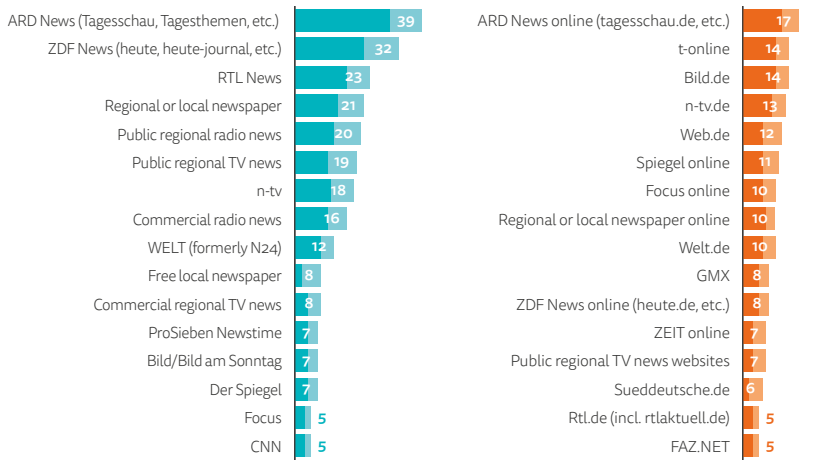
[57] https://ivw.de/print/quartalsauflagen/pressemitteilungen/auflagenzahlen-des-4-quartals-2024
[58] https://medien.epd.de/article/2695
[59] https://www.wuestenradar.de/wp-content/uploads/sites/18/2024/11/Wuestenradar-2024-web.pdf
[60] https://kress.de/news/beitrag/148750-stellenabbau-bei-medienholding-sued-redaktionen-von-stuttgarter-zeitung-und-stuttgarter-nachrichten-sind-betroffen.html
[61] https://medien.epd.de/article/2695

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

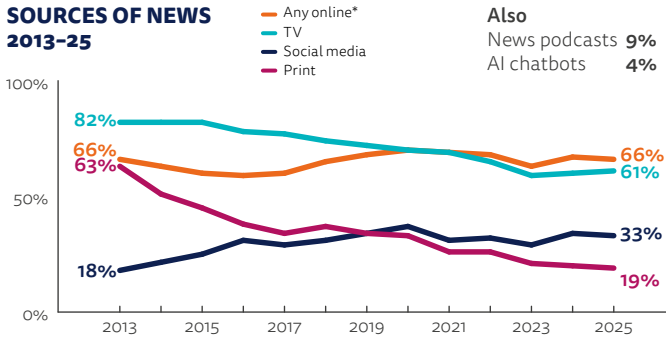


13% pay for **ONLINE NEWS**

CHANGING MEDIA

The weekly reach of TV, online, and social media as a source of news has generally remained stable for the past few years, while print news continues to decline.

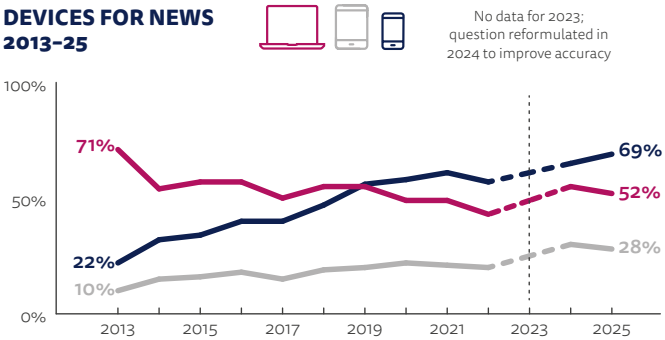
SOURCES OF NEWS 2013–25



Also
News podcasts 9%
AI chatbots 4%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

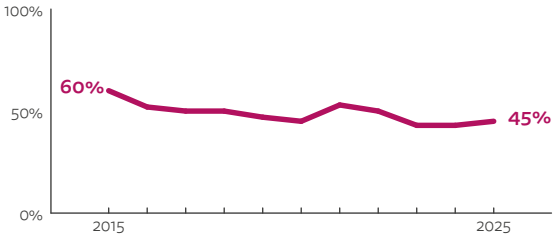
DEVICES FOR NEWS 2013–25



TRUST

Trust in news remains broadly stable at 45%, but is still well below the peak at the height of the COVID-19 pandemic. Public service news, together with regional and local daily newspapers, are the most trusted sources in the list surveyed, whereas the tabloid *Bild* is least trusted.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

45%
OVERALL TRUST
=15/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 83.85	11 / 180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
ARD Tagesschau	65%	15%	20%
Bild	23%	21%	55%
Der Spiegel	53%	26%	21%
Die ZEIT	56%	27%	17%
FAZ	52%	29%	18%
Focus	51%	29%	21%
n-tv	60%	25%	15%
Regional or local newspaper	63%	23%	14%
RTL aktuell	47%	26%	27%
Stern	48%	28%	24%
Süddeutsche Zeitung	55%	28%	17%
t-online	44%	34%	22%
web.de	36%	37%	28%
WELT	53%	27%	20%
ZDF heute	63%	17%	20%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

18%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	18%	(-3)	51%
2	WhatsApp	15%	(-)	73%
3	Facebook	15%	(-1)	42%
4	Instagram	12%	(+1)	37%
5	TikTok	5%	(-)	15%
6	X	5%	(-)	10%

GREECE

The Greek media market is characterised by digital brand fragmentation, high use of social media for news, and the lowest trust in news among our 48 markets, due to political polarisation and concerns about undue influence from politicians and powerful businessmen.

Population	**10.3m**
Internet penetration	**85%**

This year's survey was conducted during mass demonstrations in Greece marking the second anniversary of the deadly train crash in Tempi in 2023, with widespread demands directed primarily at the government for greater accountability and improved railway safety. Trust in institutions, including the justice system, is near all-time lows, and public criticism has also extended to the news media and their coverage of the incident and its aftermath. Trust in news media has remained very low in Greece throughout the ten years it has been measured by the *Digital News Report*, and this year was no exception – only 22% of respondents said they trust the news, the joint lowest level among 48 countries.

This year also saw significant declines in brand trust across all news media outlets we measured, including for the public service broadcaster (ERT) (-11 percentage points). During survey fieldwork, there was uproar about the public service broadcaster and its perceived lack of emphasis on the first demonstration in Tempi. The generally pro-government commercial broadcaster SKAI also saw large a decrease in brand trust (-10pp). All outlets, however, saw trust fall.

A Greek court dismissed a lawsuit filed by the former director of the Greek prime minister's office, Grigoris Dimitriadis, against journalists and media outlets for their coverage of the wiretapping scandal in 2022 that led to his resignation. The lawsuit was deemed the SLAPP (Strategic Lawsuit Against Public Participation) of the year at the European Anti-SLAPP Conference in 2022. The Greek court determined that the media reports were neither false nor defamatory and adhered to ethical journalism standards. A second lawsuit asking for €950,000 in damages was mostly rejected by another court, which only accepted that one headline harmed Dimitriadis's reputation and awarded €3,000 from each defendant.

Podcasts are becoming prominent among Greeks online. After a period during which they were established as a source of entertainment, comedy, and lifestyle content, publishers have begun creating news podcasts. News organisations like To Vima, Kathimerini, and LiFO have developed their own current affairs podcasts. For example To Vima Simera, which provides a daily overview of a topical issue, and LiFO Politics, with in-depth interviews about politics. Overall, 9% of Greeks online now use podcasts for news every week. However, despite these initiatives in news and current affairs podcasts, entertainment and lifestyle-focused ones remain the most successful.

Greece lacks a standardised system to measure website traffic and unique visits to online media. This can make it harder for publishers to compete for advertising revenue against platforms such as Facebook which are able to leverage detailed demographic and user data. Greek digital advertisers' unions – also affected by this issue – are taking initiatives to establish a commonly agreed-upon measure of website traffic.[62]

Changes occurred in the left-wing news media ecosystem. Rosa Progressive, a relatively large digital-born news outlet with a significant social media following, was sold to Politis Media Group, which primarily operates in entertainment and advertising. *Avgi*, a historically left-wing newspaper part-owned by the left-wing party Syriza, closed its daily print edition. Employees of both *Avgi* and the Syriza-owned news radio station Sto Kokkino demonstrated against being unpaid for several months. These financial difficulties reflect broader struggles within Greece's left-wing media but also the wider political landscape.

A code of ethics for the use of AI in the newsroom is about to be presented by the Greek Federation of Editors' Unions. Despite some attempts to formally integrate AI in Greek newsrooms (e.g. translation services, the creation of audio articles), its introduction has been proceeding slowly and currently there are no publicly disclosed agreements between Greek publishers and AI companies for content licensing.

Social media continue to be used by most Greeks online to get news (64% overall). YouTube (30%), Instagram (21%), and TikTok (17%) are now increasingly used for news, particularly among younger audiences. Alongside this trend, a growing far-right landscape of YouTuber news influencers has emerged, many of whom have ties to the now-defunct Neo-Nazi party Golden Dawn, and spread conspiracy theories. Many of these YouTubers have larger online audiences than major news media organisations. Their videos are sensationalist and often revolve around topics like ultra-conservative Orthodoxy, Turkey, or support of Trump's and Putin's policies.[63]

Antonis Kalogeropoulos
Free University Brussels (VUB)

[62] https://www.e-tetradio.gr/Article/42388/eniaia-metrhsh-episkepsimothtas-sta-sites-sthn-ellada
[63] https://insidestory.gr/article/oi-ellines-trampikoi-poy-saronoyn-YouTube

WEEKLY REACH OFFLINE AND ONLINE

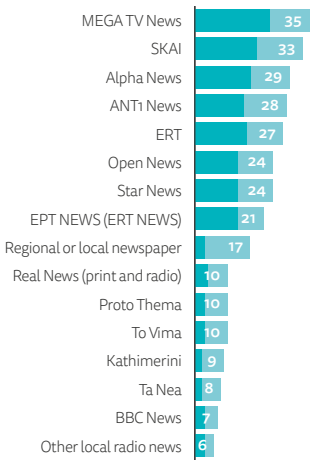
TOP BRANDS

% Weekly usage

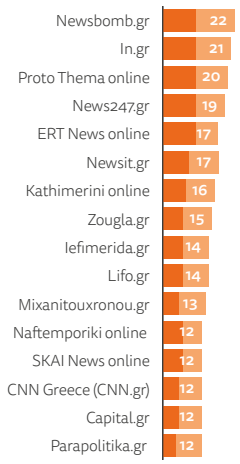
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

7% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



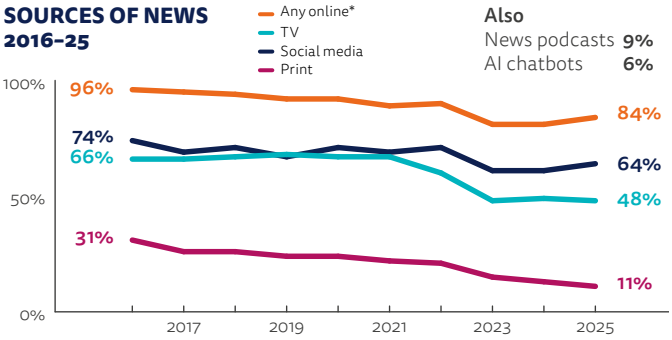
ONLINE



METHODOLOGY NOTE

We introduced education quotas in 2023 to make data more representative of national populations. Part of the declines in reach in the sources chart between 2022 and 2023 will be because there are more people with lower levels of education in our sample now, who typically have lower interest in news.

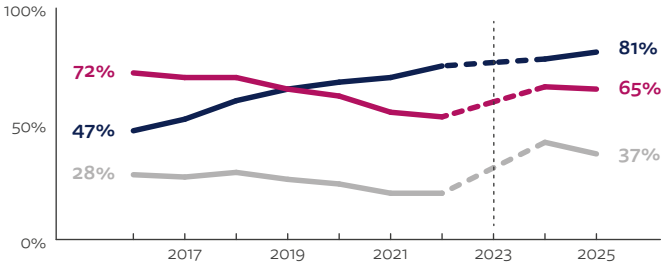
SOURCES OF NEWS 2016–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2016–25

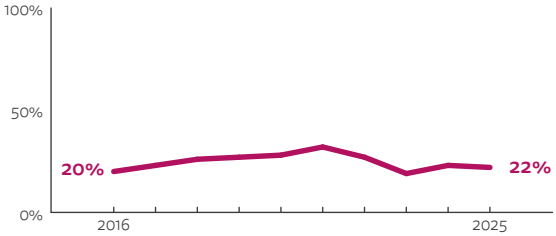
No data for 2023; question reformulated in 2024 to improve accuracy



TRUST

Greece still has the lowest levels of trust in news across 48 markets (along with Hungary). Trust is low across all groups, but even lower among younger and left-wing respondents. Local and regional news is trusted more than other specific brands surveyed, highlighting the brand weaknesses of both legacy and digital-born outlets.

OVERALL TRUST SCORE 2016–25



Proportion that trusts 'most news most of the time'

22%

OVERALL TRUST =48/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 Score: **55.37** **89**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Alpha News	40%	28%	33%
Ant1 News	38%	28%	35%
Efimerida ton Syntakton	39%	29%	32%
ERT News	42%	23%	35%
in.gr	40%	30%	30%
Kathimerini	43%	27%	30%
MEGA	40%	25%	35%
news247.gr	39%	34%	28%
Newsbomb.gr	34%	32%	34%
Proto Thema	38%	27%	36%
Regional or local newspaper	49%	30%	21%
SKAI News	30%	21%	49%
Star TV	35%	30%	35%
Ta Nea	39%	30%	31%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

26%

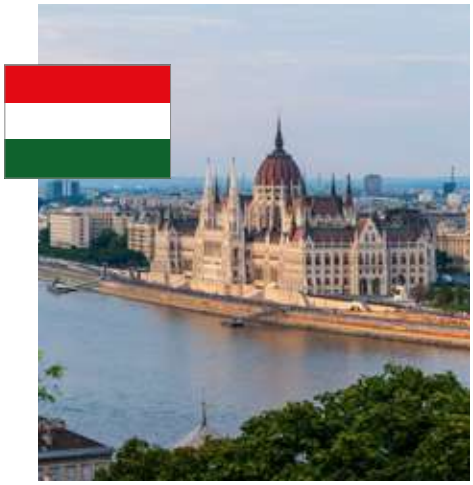
SHARE NEWS via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	44%	(-)	74%
2	YouTube	30%	(+1)	68%
3	Instagram	21%	(+1)	56%
4	Viber	17%	(-1)	62%
5	TikTok	17%	(+3)	41%
6	Facebook Messenger	15%	(-4)	55%

HUNGARY

Hungary's political landscape underwent a dramatic transformation in 2024 following a major scandal and the unexpected emergence of a challenger to Prime Minister Viktor Orbán – with social media playing a leading role in the process. Meanwhile, attacks on independent media outlets have intensified.



Population	**10m**
Internet penetration	**92%**

For years Viktor Orbán's government has been highly successful in shaping the political narrative through direct and indirect control of much of the media market including the public service media, and by putting pressure on non-government-aligned outlets. But in February 2024 independent media outlets revealed how President Novák, a close ally of Orbán, had granted a pardon to a man implicated in a child sexual abuse case. Public outrage led to Novák's resignation along with Justice Minister Judit Varga and social media influencers organised the largest street protest in recent years.

Social media platforms also facilitated the emergence of opposition leader Péter Magyar as a formidable challenger to Prime Minister Orbán. Magyar gave his breakthrough interview not to traditional media but to an independent YouTube channel, Partizán. Partizán is an increasingly influential independent voice on the media market. Since its inception in 2018, it has been experimenting with various formats and topics. Now it is among the top ten most-used news sources in our survey. The interview with Péter Magyar garnered over 2.7 million views, extraordinary in a country of around 10 million people. Since that first interview, Magyar has leveraged social media to circumvent traditional media barriers, reaching hundreds of thousands directly through Facebook and YouTube livestreams and posts.

Pro-government media initially downplayed the Novak scandal. When this failed, they and pro-government influencers launched a smear campaign against Magyar that merged with European and local election campaigns and reached extraordinary proportions.[64] The ruling Fidesz party emerged as the EU's largest political advertiser in the five months before the European elections on Google platforms. On Facebook, the pro-government side spent €1m in five months on promoting posts discrediting Magyar, and a similar amount spreading narratives about 'pro-war EU politicians wanting to start World War 3'.[65]

This campaign extended beyond social media. For example, the pro-government news portal Mandiner.hu published 139 articles featuring Magyar during just ten days in March, while the public broadcaster presented Fidesz campaign videos as ordinary segments in its news programmes. Billboards all over the country promoted Fidesz's message that the opposition, led by Magyar, would 'drag Hungary into war'. Fidesz ended up winning the European elections, but with a narrower margin than expected, and with Magyar's new party placed second.

Independent media faced increasing pressure throughout 2024 and earlier stigmatisation of media outlets accepting foreign funding was taken to a new level. As the EU sued Hungary over the 2023 Sovereignty Protection Act, the newly established Sovereignty Protection Office validated press freedom concerns by accusing independent media of harming Hungary's sovereignty, claiming they propagated 'Western pro-war narratives' about Ukraine. In June, the Office launched a 'comprehensive investigation' against the anti-corruption watchdog Átlátszó. The resulting report attempts to discredit independent journalism by labelling public information requests espionage and accusing independent journalists of being part of a 'foreign influence network'.[66] In August, the pro-government media accused 444.hu and international partners in the EU-funded 'The Eastern Frontier Initiative' of conducting 'information warfare' and of collaborating with foreign secret services. Additionally, police obstructed Telex.hu journalists covering a public campaign event in May, physically preventing them from questioning the Minister of Foreign Affairs and Trade.

Prime Minister Orbán filed defamation lawsuits against media outlets for citing an Austrian newspaper interview where the managing director of the Spar grocery company claimed that Viktor Orbán had requested that a relative be allowed to invest in Spar's Hungarian subsidiary.

In the media market, the third most widely used online news source, 24.hu, introduced a premium paywall section, joining independent outlets already operating paywalls successfully, including hvg.hu and 444.hu. Audience payments are becoming increasingly important as other revenue sources are drying up: state advertising is controlled by the government, and USAID (an important funder in the civil sector in Hungary) has been suspended by the Trump administration. Commercial broadcaster RTL shifted its much-used portal rtl.hu towards entertainment, citing 'business decisions', leaving just a limited news service. It has also expanded its premium streaming service RTL+. In pro-government media, Mathias Corvinus Collegium, a private, yet taxpayer-funded institution, acquired majority stakes in the well-regarded but not especially influential radio station Inforádió and purchased the right-wing *Mandiner* newspaper.

Judit Szakács
CEU Democracy Institute

[64] https://www.barrons.com/news/dad-are-you-a-traitor-orban-rival-faces-smear-campaigns-7f2fd95c
[65] Political Capital, 'Fidesz & Co. flooded social media with anti-Western hostile disinformation in Hungary's election campaign, reaching EU spending records'. https://politicalcapital.hu/pc-admin/source/documents/Uncovering_analyzing_debunking_and_researching_sponsored_disinfo_project_summary_2024.pdf
[66] https://szuverenitasvedelmihivatal.hu/dokumentumok/the-impact-of-atlatszos-activities-on-hungarian-sovereignty.pdf

WEEKLY REACH OFFLINE AND ONLINE

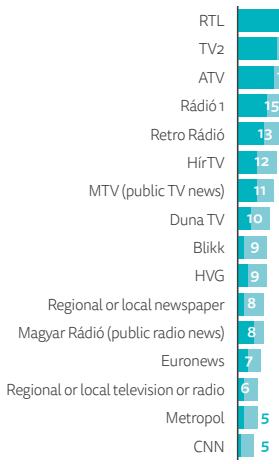
TOP BRANDS

% Weekly usage

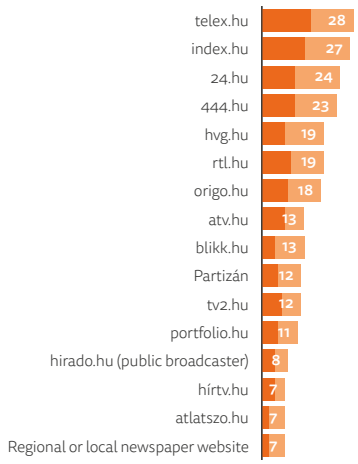
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

8% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



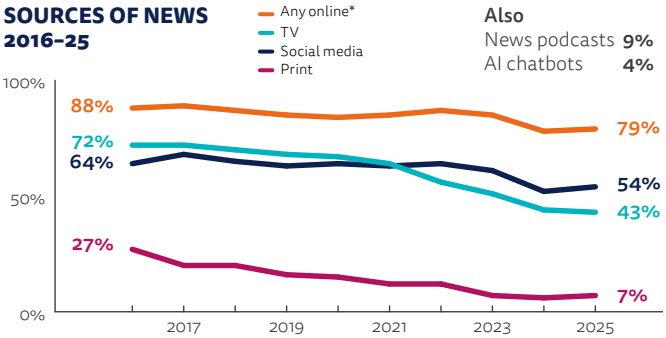
ONLINE



METHODOLOGY NOTE

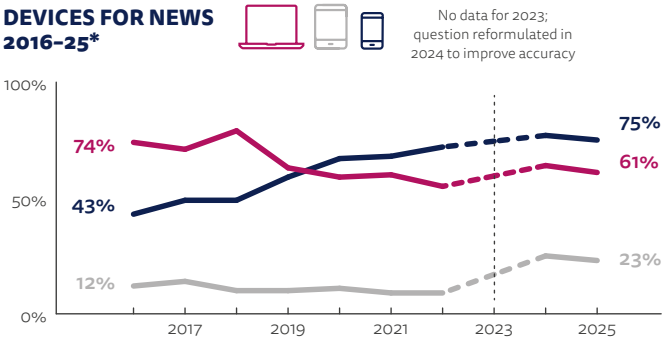
We introduced education quotas in 2023 to make data more representative of national populations. Part of the declines in reach in the sources chart between 2022 and 2023 will be because there are more people with lower levels of education in our sample now, who typically have lower interest in news.

SOURCES OF NEWS 2016–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2016–25*

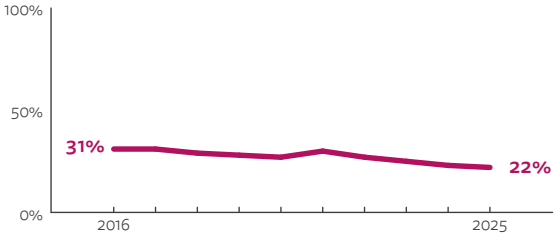


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

With no improvement in media freedom, overall trust in news has continued to decrease and remains the lowest among the markets surveyed (together with Greece). The trust scores of all the brands covered decreased, sometimes significantly; trust in the public broadcaster dropped 7pp from last year to just 23%.

OVERALL TRUST SCORE 2016–25



Proportion that trusts 'most news most of the time'

22%
OVERALL TRUST =48/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **62.82** **68**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
24.hu	38%	32%	30%
444.hu	37%	29%	34%
ATV	35%	30%	35%
Blikk	17%	29%	54%
HírTV	26%	25%	50%
HVG	44%	29%	27%
Index.hu	31%	30%	39%
Magyar Nemzet	25%	28%	47%
MTV (public television)	23%	24%	53%
Népszava	27%	33%	40%
Origo.hu	25%	27%	49%
Regional or local newspaper	31%	31%	38%
RTL	47%	24%	29%
telex.hu	43%	29%	28%
TV2	23%	22%	55%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

22%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	43%	(-4)	70%
2	YouTube	27%	(+2)	67%
3	TikTok	11%	(+2)	34%
4	Facebook Messenger	9%	(-2)	58%
5	Instagram	6%	(-)	31%
6	X	3%	(-)	9%

IRELAND

The year 2024 was one of general consolidation in the Irish media market, with new digital-first strategies, redundancy schemes in play, and an impressive subscription performance from the *Irish Times*.

Population	**5.1m**
Internet penetration	**97%**

It proved a quieter year for the public service broadcaster Raidió Teilifís Éireann (RTÉ) which was beset by controversy from summer 2023 when a payments scandal was uncovered revealing secret payments made by the former management to boost the pay of a star presenter. After an enormously difficult period the government finally agreed to a long-awaited voluntary redundancy scheme in early 2025. The plan is to cut 400 jobs in five years. While a recruitment freeze is in operation, a number of key roles have been advertised in line with RTÉ's new director-general's content strategy to increase viewing on streaming platforms, while keeping engagement on its linear channels.

Virgin Media pulled back from current affairs broadcasting, reducing its flagship current affairs programme, *The Tonight Show*, from four nights a week to two. It also declined to host an election debate between party leaders in the November 2024 general election. Instead, it pivoted further to sport and, along with RTÉ, secured a deal to broadcast the rugby Six Nations Championship until at least 2029, ensuring all 15 matches remain free-to-air in Ireland.

The Irish Times group aims to evolve to a business model where more than 50% of its revenues come from digital sources, up from the current share of about 25%. It has returned to profit on the back of increased third-party print contract revenue and digital subscription and is continuing to recruit. The group now has about 143,000 paid subscriptions, after the growth seen in 2023 continued into 2024. The *Times* is also completing a newsroom reorganisation underpinning its shift to digital. The night editor and chief sub roles have been discontinued and replaced with a pagination team so all desks can give more space to digital and less to print. It has also created a new position of standards editor and has implemented a new programme facilitating journalists moving for a period to different departments to enhance their skills

Irish Independent owner Mediahuis announced a voluntary redundancy programme as part of a restructuring from the current model, where almost 70% of its gross margin is directly related to print and only 30% is digital. Its 2030 plan is to reverse this so that 70% of the group's gross margin comes from digital products and it becomes less dependent on print revenues.

Audio in Ireland also continues to be popular through podcasts, with 12% of DNR survey respondents using it as a news source each week. Of podcast listeners, 47% say they are also willing to pay for their favoured news podcasts. Both the *Irish Times* and Mediahuis have also been investing in podcasting, the *Irish Times*' Inside Politics is now three times a week and it is exploring further podcasts. The most-mentioned podcast producers amongst our Irish respondents include: the *Irish Times*, the BBC, the *Independent*, RTÉ, and the *Guardian*, with the *Irish Independent*'s Indo Daily as the most cited podcast. However, the only Irish newsroom podcast to feature in the Spotify overall top 10 charts, where 49% of Irish podcast listeners find podcasts, is Crime World from tabloid the *Sunday World*.

In the radio sector German media conglomerate Bauer Media Audio acquired several radio stations, including youth-targeting regional station Beat 102-103. The Hamburg-headquartered company now owns eight of the 34 licensed commercial radio services and extends its total weekly reach in the market to 2.24 million listeners.

The regulator Coimisiún na Meán has announced the awarding of €5.7m to news outlets across Ireland under their new Journalism Schemes. These schemes cover local democracy and courts reporting – the first time Coimisiún na Meán has directly supported public-interest journalism for communities across Ireland on a platform-neutral basis. As part of the awards, over 100 new or enhanced journalist roles will be created across the country. This includes 71 newly funded roles for journalists, and more than 30 roles where freelance or part-time journalists will see enhanced employment terms. The initial pilot 12-month scheme has been awarded further funding, with round two expected to open in July/August 2025.

Jane Suiter
Professor, Dublin City University

WEEKLY REACH OFFLINE AND ONLINE

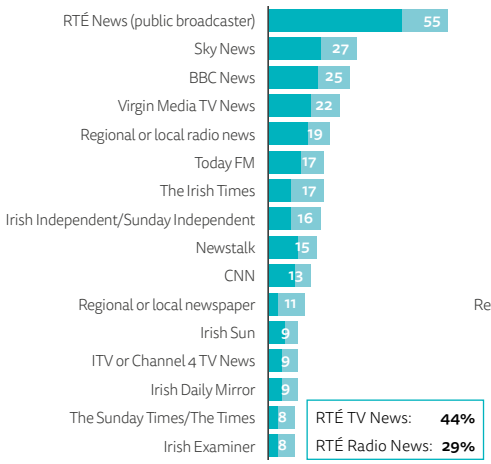
TOP BRANDS

% Weekly usage

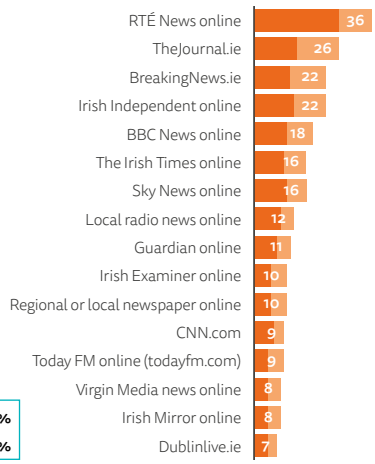
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

20% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



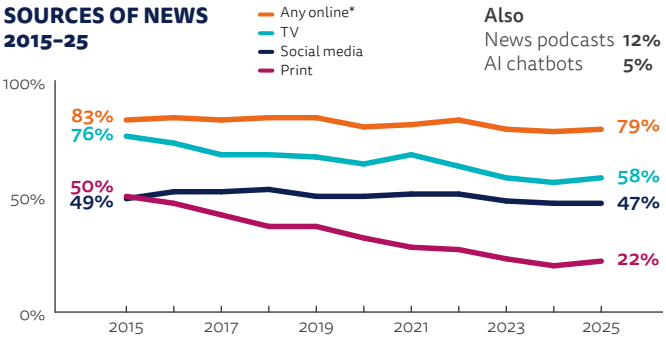
ONLINE



CHANGING MEDIA

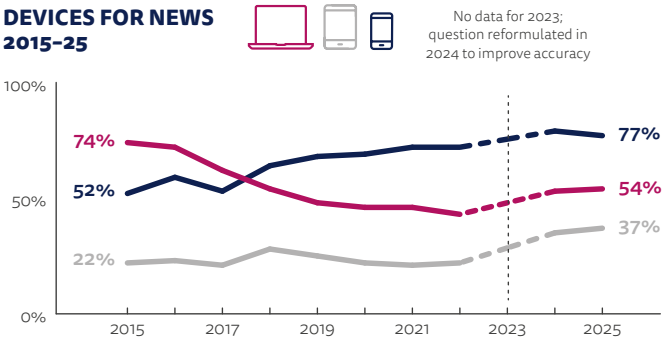
In a generally constant picture, reach for traditional news sources such as TV have been declining over time, while social media continue to tread water.

SOURCES OF NEWS 2015–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

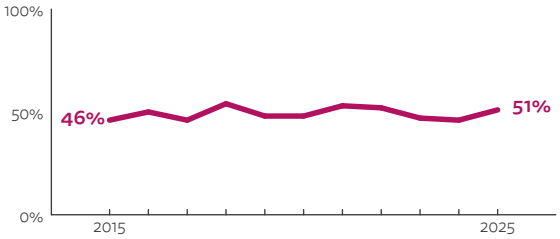
DEVICES FOR NEWS 2015–25



TRUST

Trust in news (51%) has increased this year by 5pp and is relatively high by international standards. Public broadcaster RTÉ remains amongst the highest trusted brands in our survey along with regional and local media. RTÉ, local and regional radio and newspapers, the *Irish Times*, and BBC News all scored around 70% in terms of trust in news.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

51%
OVERALL TRUST
11/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 86.92	7 / 180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
BBC	70%	15%	14%
Breakingnews	59%	25%	16%
Irish Daily Mail	45%	24%	30%
Irish Daily Mirror	44%	24%	32%
Irish Examiner	65%	22%	13%
Irish Independent	68%	18%	13%
Newstalk	66%	20%	14%
Regional or local newspaper	71%	19%	10%
Regional or local radio	72%	19%	10%
RTÉ News	72%	13%	15%
Sky News	66%	18%	16%
The Irish Times	70%	17%	13%
The Journal.ie	60%	24%	17%
Today FM	66%	22%	12%
Virgin Media News	65%	20%	15%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

29%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	29%	(-)	59%
2	WhatsApp	23%	(+1)	70%
3	YouTube	18%	(-5)	51%
4	Instagram	16%	(-1)	44%
5	X	14%	(+1)	23%
6	TikTok	12%	(+2)	26%

ITALY

The Italian media market is experiencing profound transformation, shaped by the rapid rise of digital platforms and the continuing but changing role of television. International tech companies like Google, Meta, and Netflix dominate online revenues, presenting challenges for domestic traditional media players. While TV news consumption remains relatively stable, print media face ongoing decline – and willingness to pay for online news remains a challenge.

Population	**59m**
Internet penetration	**87%**

Television still dominates the legacy media landscape in Italy, generating nearly 72% of the traditional media sector revenues, in contrast to the ongoing decline of print media and modest growth in radio. Historically marked by high ownership concentration between the public broadcaster RAI and the Berlusconi family-owned Mediaset, Italy's television sector has recently become slightly less concentrated. RAI remains the leading player, followed by the pay-TV operator Sky and Mediaset, with these three operators together still holding approximately 70% of total TV revenues. Streaming platforms such as Netflix, DAZN, TIM, Amazon, and Disney have significantly strengthened, capturing close to 20% of the total.[67]

Online advertising continues its upward trajectory in Italy, now accounting for 61% of total advertising revenues. However, this segment is highly concentrated, with major international platforms capturing 85% of digital ad revenues, leaving traditional publishers struggling to remain competitive, enjoying just 15%.[68]

TV's continued importance is reflected in our offline weekly reach ranking, which is dominated by the main broadcasters. Among print outlets, only *Il Corriere della Sera* and *La Repubblica* are used weekly by at least 10% of respondents. These are the flagship newspapers of Cairo/RCS and GEDI, the two main publishing groups, which jointly account for over a third (34%) of the total copies sold in 2024.

Recent developments in the press sector highlight the ongoing challenges facing traditional print media. After 25 years, the Italian edition of the free newspaper *Metro* ceased publication at the end of 2024, both in print and online. GEDI is selling the local newspaper *Provincia Pavese*, continuing a series of divestments that have left them with only one local publication. GEDI has also appointed a new editor-in-chief at *La Repubblica*, yet another leadership change in a short period. This latest move suggests an effort to reconnect the paper with its original editorial identity, following earlier attempts to moderate its traditional left-leaning orientation, which met with mixed reactions from both readers and staff.

Online news reach looks very different. While broadcasters like Mediaset, Sky, and RAI remain popular, they are challenged online by the websites of leading newspapers such as *La Repubblica*, *Corriere della Sera*, and *Il Fatto Quotidiano*, as well as by the national news agency ANSA. The digital-born outlet Fanpage, launched in 2010, has consolidated its position as the leading online player. Other digital-native brands, including Il Post and Will Media, reach smaller audiences overall but perform comparatively well among younger users (reaching respectively 11% and 9% of under-35s).

The shift towards membership models continues to gain traction among Italian digital-born news outlets. Fanpage has recently launched a membership initiative. Unlike traditional paywalls, all core content will remain free – a choice designed to keep the site's high traffic volumes and advertising revenues – while subscribers gain access to extra features such as exclusive podcasts, newsletters, and an ad-free experience. The move reflects a broader trend among Italian digital-native outlets – including Il Post, Open, HuffPost, Linkiesta, and Citynews – to diversify revenues beyond declining advertising streams by more actively engaging their audiences. However, our survey shows that only 9% of Italian respondents pay for online news.

In late 2024, Italy's data protection authority issued a warning to GEDI over its planned partnership with OpenAI, raising concerns about potential breaches of EU privacy rules. Under the agreement, ChatGPT users would gain access to attributed quotes, content, and links to GEDI's publications, while the publisher's journalism could be used to improve the accuracy of OpenAI products. However, the regulator cautioned against the possible misuse of sensitive personal data contained in archival material.[69]

In March 2025, *Il Foglio* published what it described as the world's first AI-generated newspaper edition, with headlines, articles, editorials, and even reader letters entirely produced by artificial intelligence. Presented as a time-limited, deliberately provocative experiment aimed at stimulating debate on the evolving role of AI and digital tools in journalism, the initiative emphasised exploration and strategic promotion rather than signalling a fundamental shift away from conventional reporting.

Alessio Cornia
Dublin City University, Ireland

[67] https://www.agcom.it/pubblicazioni/relazioni-annuali
[68] https://www.agcom.it/pubblicazioni/relazioni-annuali
[69] https://www.reuters.com/technology/italian-watchdog-warns-publisher-gedi-against-sharing-data-with-openai-2024-11-29/

WEEKLY REACH OFFLINE AND ONLINE

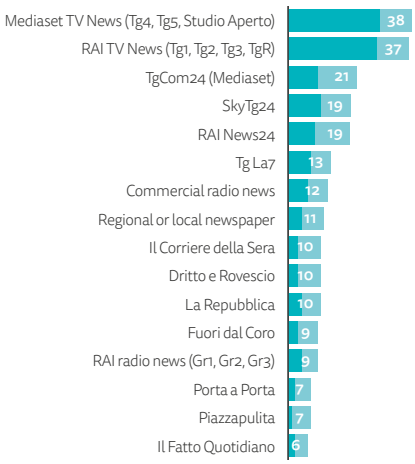
TOP BRANDS

% Weekly usage

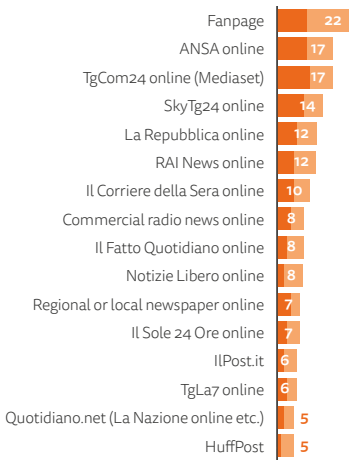
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

9% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



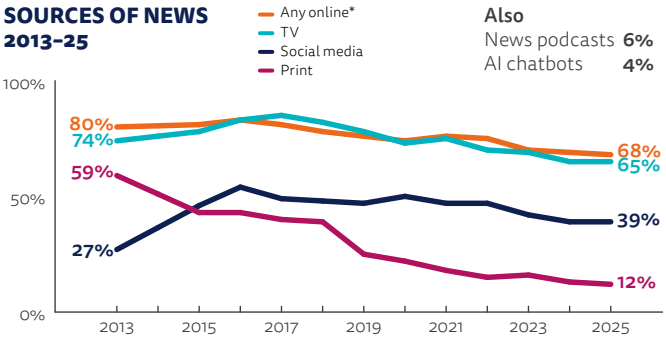
ONLINE



CHANGING MEDIA

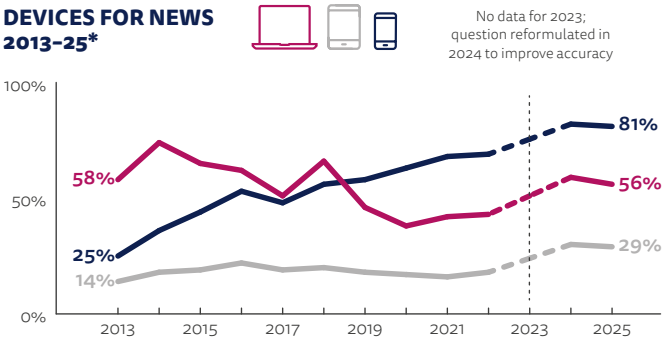
TV news use has stabilised after years of decline, while print continues to shrink. Online news shows a modest drop compared to previous years.

SOURCES OF NEWS 2013–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2013–25*

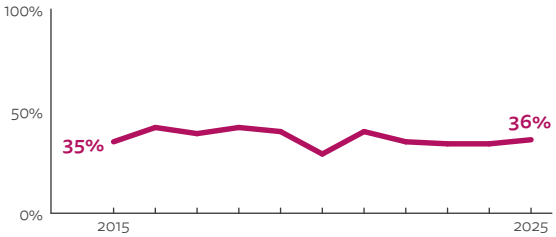


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Trust in news remains relatively low at 36%. Outlets perceived as more neutral in their political stance tend to be more trusted. Fanpage and Il Post score lower, likely because they are trusted mostly by younger audiences, while older users tend to place less trust in them.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

36%
OVERALL TRUST
=27/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 68.01	49/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
ANSA	74%	17%	9%
Fanpage	43%	29%	29%
Il Corriere della Sera	60%	25%	15%
Il Fatto Quotidiano	52%	28%	20%
Il Giornale	46%	30%	24%
Il Sole 24 Ore	67%	22%	11%
IlPost.it	44%	37%	19%
La Repubblica	55%	26%	19%
La Stampa	54%	29%	17%
Libero Quotidiano	44%	28%	28%
Mediaset News	57%	23%	21%
RAI	58%	20%	22%
Regional or local newspaper	60%	27%	13%
SkyTG24	67%	21%	12%
Tg La7	61%	24%	16%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

26%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	36%	(-1)	65%
2	Instagram	22%	(+2)	54%
3	WhatsApp	21%	(-4)	81%
4	YouTube	20%	(-)	58%
5	TikTok	10%	(+1)	25%
6	Telegram	6%	(-2)	26%

NETHERLANDS

The Dutch media landscape is characterised by strong media concentration, with two publishers and a public broadcaster dominating the news market. Commercial and public news media continue to focus on the digital transition, and have launched several initiatives to reach young audiences in particular.

Population	**17.7m**
Internet penetration	**97%**

The Dutch media landscape continues to be marked by high media concentration. Belgian publishers DPG Media and Mediahuis own more than 90% of all Dutch newspapers, and the former also owns the biggest news website NU.nl. Public service broadcaster NOS dominates the TV and radio market for news, in addition to being the second biggest player online.

Citing concerns about the pluralism of the Dutch news landscape and working conditions for journalists, the Netherlands Competition Authority (ACM) has postponed its decision on DPG Media's plans to acquire TV and entertainment company RTL Nederland, which is the second biggest news brand in terms of offline reach. The Dutch Media Authority also warned that media consumers' move to social media and (international) streaming services risks displacing consumption of Dutch quality news. They called on legislators and media companies to ensure reliable Dutch journalism is prominently visible and easily findable.[70]

Newspaper companies continue to focus on their digital freemium strategy, keeping their premium content behind paywalls to attract subscribers. Mediahuis reported stable subscriptions over 2024, with the growth of digital subscribers offsetting the loss of print subscribers. In line with their digital focus, NRC offered its subscribers one year of free digital access to all *New York Times* content. Due to decreasing demands for print, Mediahuis announced plans to close its printing press in Dutch capital Amsterdam, following a closure last year in Aachen (Germany).

News brands are actively seeking to reach younger audiences. In 2024, Mediahuis launched a new initiative C.Tru, an experimental space for developing strategies to engage Gen Z, and to develop a sustainable business model around that. Having successfully built young audiences on Instagram, TikTok, and YouTube, public broadcaster NOS continues to experiment with new online spaces. Their youth-oriented brand NOS op 3 previously tried out livestreaming on Twitch, and last year their child-oriented (ages 9–12) brand Jeugdjournaal published its own game on Roblox, a free online gaming platform popular with children and teens. The game features a virtual remake of the Jeugdjournaal studio, where children can play at being reporters and participate in news quizzes.

The generative AI upsurge has prompted Dutch newsrooms to increasingly experiment with AI systems, ranging from trial runs with AI news anchors (regional broadcasters RTV Drenthe, Omroep Oost, Omroep Brabant) to the development of in-house AI tools to optimise editorial processes (e.g. publisher DPG Media's ChatDPG).

Several Dutch news media migrated from X to Bluesky, following Elon Musk's takeover, amid fears for a subsequent increase in hate speech and mis- and disinformation. Public broadcaster NOS stayed on X 'to safeguard the diversity of their platforms', and commercial player RTL Nieuws stayed but turned off comments. In January 2025, newspaper *De Volkskrant* also ceased posting on Facebook, citing Meta's decision to get rid of fact-checkers in the United States and reduce hate content moderation.

Popular Instagram channel cestmocro (1.1 million followers) was at the centre of discussions about freedom of speech. Repurposing content from legacy news media including NOS, BBC, and Al Jazeera, cestmocro regularly posts news about the Israel-Hamas war from the Palestinian perspective, arguing they 'choose the perspective of the repressed and not the oppressor'. The party leader of BBB (The Farmer–Citizen Movement) suggested banning the account, claiming it 'is overflowing with antisemitism' and has 'a huge influence on young people'. However, legal experts argued this would amount to censorship, and that illegality should be judged per post or per comment.[71] It is worth keeping in mind though that research shows that just 3% of Dutch young people that follow cestmocro – or similar Instagram accounts RapnieuwsTV and ParraTV – consume no other Dutch (traditional) news brand (Schut et al. 2024).

Aspirant public service broadcaster Ongehoord Nederland (ON) (Unheard Netherlands) continues to be in the news. After complaints about disinformation and racism, sanctions, and – ultimately denied – requests to revoke their licence, their former chairman was fired after complaints about an unsafe work environment, restriction of freedom of speech, and misogynistic remarks. Unsafe work cultures have also been found at the NPO (the umbrella administrative body for Dutch public broadcasting service) and public broadcasters NTR and WNL.[72]

Tim Groot Kormelink and **Kenza Lamot**
Vrije Universiteit, Amsterdam

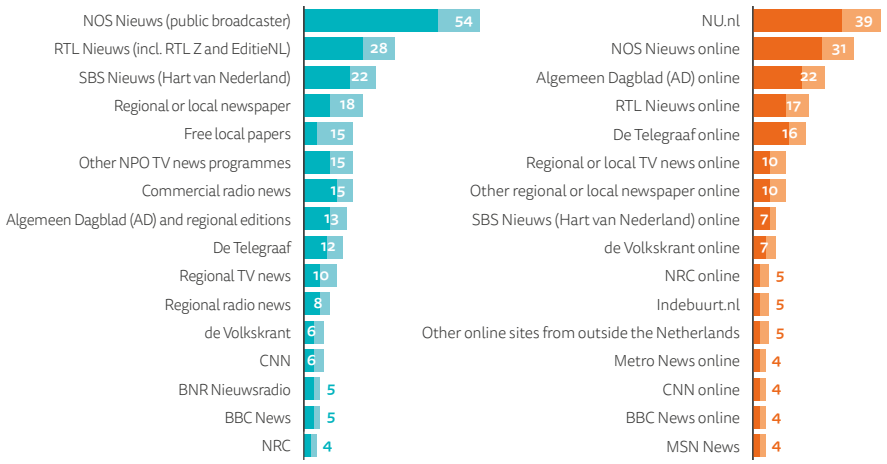
[70] https://www.cvdm.nl/nieuws/mediamonitor-2024-verschuiving-in-mediagebruik-naar-internationale-platformen-vormt-risico-voor-geinformeerdheid-van-burgers/
[71] https://nos.nl/artikel/2544534-verbieden-van-instagramaccount-cestmocro-is-enorm-vergaande-maatregel
[72] https://nltimes.nl/2024/02/01/three-quarters-workers-dutch-public-broadcaster-experienced-inappropriate-behavior

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

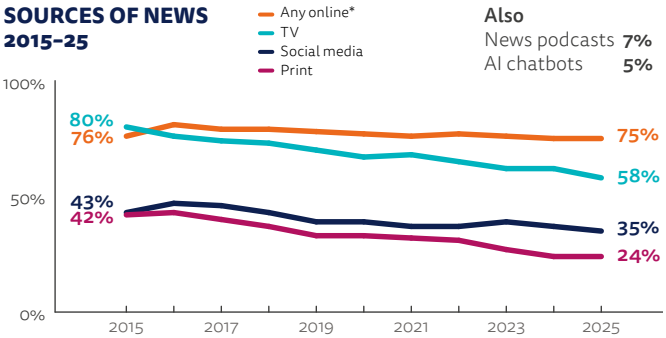


17% pay for **ONLINE NEWS**

CHANGING MEDIA

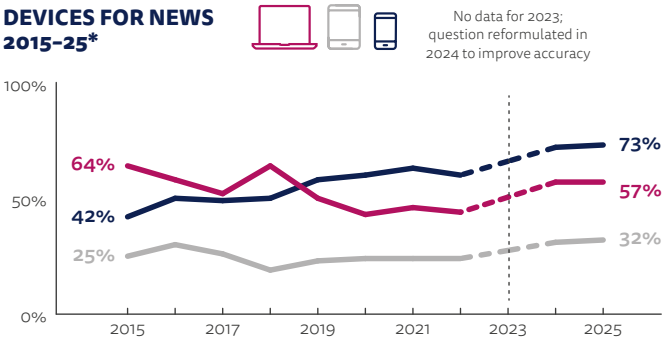
TV and print have steadily declined as news sources over the past decade. Online and social media are flat at best, with Facebook use for news declining for the second year in a row.

SOURCES OF NEWS 2015-25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2015-25*

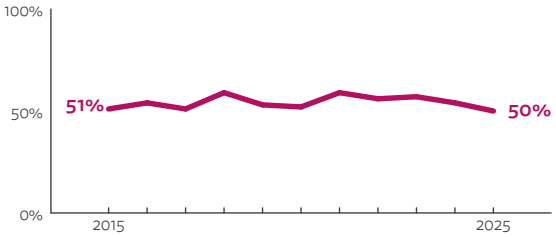


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Trust in Dutch news has remained fairly stable over the past ten years. After a peak during the early COVID-19 era (2021), trust numbers have slowly returned to mid-2010 levels. Trust in individual news brands remains high but is slightly down across the board in the last year. Public broadcaster NOS and local media are amongst the most trusted of the surveyed brands.

OVERALL TRUST SCORE 2015-25



Proportion that trusts 'most news most of the time'

50%
OVERALL TRUST
12/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 88.64	3/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Algemeen Dagblad (AD)	68%	21%	11%
ANP	72%	19%	10%
BNR Nieuwsradio	60%	28%	12%
De Telegraaf	54%	24%	23%
De Volkskrant	65%	22%	13%
GeenStijl	31%	30%	39%
Hart van Nederland (SBS News)	60%	21%	20%
Het Financieele Dagblad	66%	24%	10%
Metro	51%	32%	17%
NOS News	77%	13%	10%
NRC	65%	23%	12%
NU (Nu.nl)	69%	21%	10%
Regional or local newspaper	73%	18%	9%
RTL News	71%	18%	11%
Trouw	62%	25%	13%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

19%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	19%	(-3)	52%
2	WhatsApp	16%	(-3)	74%
3	YouTube	13%	(-3)	48%
4	Instagram	12%	(-1)	40%
5	TikTok	7%	(+1)	18%
6	X	6%	(-1)	12%

NORWAY

The Norwegian media landscape combines strong national legacy brands with public service media, which have managed the transition from print to the web well. However, cost-cutting has continued this year due to changes in the media structure. Trust as well as willingness to pay remain high.

Population	**5.5m**
Internet penetration	**99%**

The year saw continued cuts in the media industry. The reasons are a mix of rapid falls in print combined with the need to transition to new technology, volatile advertising income, increased competition from foreign news, podcasts, and entertainment, restructuring, and effects of a changed press subsidy scheme. In 2023, media conglomerate Schibsted separated their editorial news businesses into the trust Schibsted Media and put their profitable digital ads services into Schibsted Marketplace. Commentators' concerns for Schibsted Media's revenue were confirmed when the trust announced 350 redundancies in 2025. The national public service broadcaster NRK has also been cutting spending (by €17m), resulting in 84 redundancies with more to come. Meanwhile, also in late 2024, the second largest Norwegian news conglomerate Amedia acquired Danish Berlingske Media, publisher of major broadsheets as well as tabloid *B.T.*, thereby strengthening their position in the Nordic region.

While digital subscriptions still do not replace declines in other income, of the 48 markets surveyed this year, Norwegian news users are again the most willing to pay for news, with 42% having accessed paid news. Norwegians are avid readers of news and this, coupled with an innovative media industry, a long-standing press subsidy scheme, and the absence of freesheets, helps explain the relative success of online news payment. Ongoing subscriptions and memberships are the most common forms of payment and, as seen in earlier years, the Norwegian subscription market is divided between major national brands (*Aftenposten* and *VG*) and regional and local news. Two bundled subscription offerings from Schibsted (Full tilgang) and Amedia (+Alt) are popular. Schibsted's bundle gives access to all the company's subscription newspapers, including *Aftenposten* and regional brands, as well as a catalogue of magazines. Amedia's alternative covers over 100 local newspapers and podcast content.

The Norwegian podcast market has seen continued consolidation this year with NRK and newspapers *VG* and *Aftenposten*, both owned by Schibsted, as the leading local players. Norwegians' most-used platforms are the NRK Radio app (63%), Spotify (45%), and YouTube (23%). One trend is that major providers try to direct users to their own platforms, rather than third-party ones like Spotify or Apple. NRK and Schibsted now only occasionally release new episodes on these platforms, perhaps to keep their ranking and tempt listeners to switch to their platforms. Schibsted relies heavily on its own subscription-based PodMe platform, with 41% of Norwegians saying they are willing to pay for a news-related podcast.

The news agenda has been dominated by war coverage – both from Ukraine and the Middle East – and geopolitical turmoil has also pivoted journalism to focus heavily on defence and foreign policy. But this does not seem to have weakened trust in news which remains high and stable at 54% overall and Norwegians' preferred news sources are still online news and TV, both far ahead of social media.

Debate about the media policy changes introduced in 2023 continued throughout 2024. Commercial broadcaster TV2, which implemented major cuts in 2023, lobbied to abolish the newly introduced VAT on video news (other news outlets are exempt from VAT). Changes in the general subsidy scheme saw so-called alternative news site Document.no, as well as investigative journalism site Filter Nyheter, receive their first subsidies in 2023. The reformed subsidy scheme aims to support diversity in news in general and local newspapers, and this year the €35m was divided between 162 news providers.

AI has been high on the agenda in the Norwegian news industry, both as a tool and a threat. Almost half of the journalists asked in a recent survey[73] worried that AI would increase unemployment. Editors were more optimistic about AI in offering useful tools – although two out of three journalists also saw AI as a good aid in the newsroom. Several major providers, including Schibsted brands and NRK, have introduced AI-made summaries of news articles. During the US election, commercial broadcaster TV2 ran an experiment creating an AI avatar which answered readers' questions about the election. 'KI-Kjetil' received over 10,000 questions,[74] of which the avatar answered 0.04% incorrectly. TV2 published an online log of its mistakes with a detailed account of how and why they created the avatar.

Janne Biedilæ Bjørgan and **Hallvard Moe**
University of Bergen

[73] https://www.journalisten.no/nye-tall-norske-journalister-frykter-ki-kan-bety-mer-arbeidsledighet/610188
[74] https://hjelp.tv2.no/info/artikkel/derfor-har-vi-laget-ki-kjetil?draft=MyQL3qjkCeATZ9E5UW7vKgDW

WEEKLY REACH OFFLINE AND ONLINE

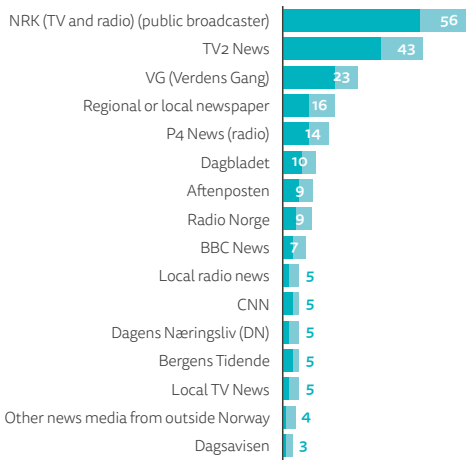
TOP BRANDS

% Weekly usage

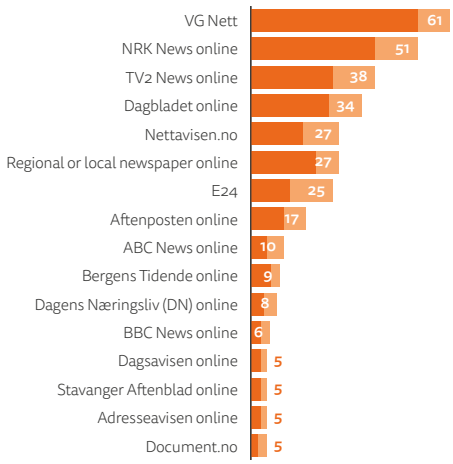
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

42% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



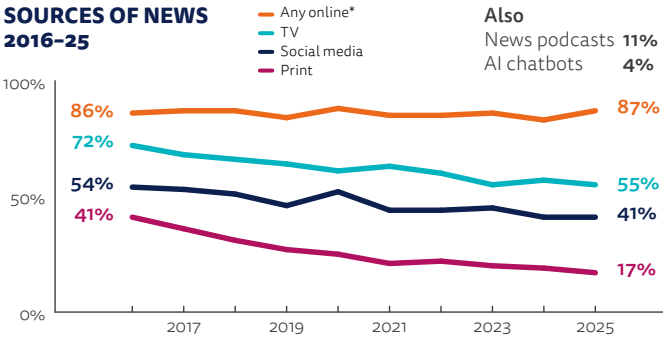
ONLINE



CHANGING MEDIA

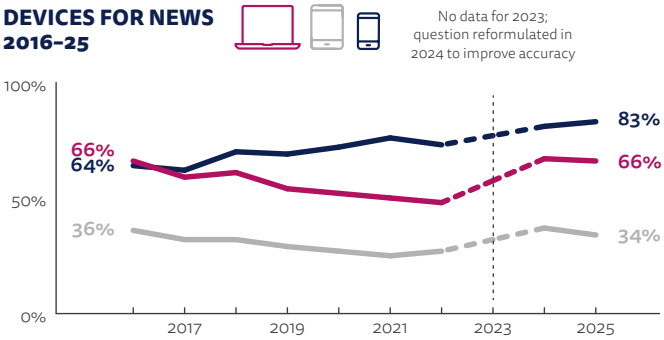
TV and print continue a slow but seemingly steady decline as sources for news, while social media are also on a downward path.

SOURCES OF NEWS 2016–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

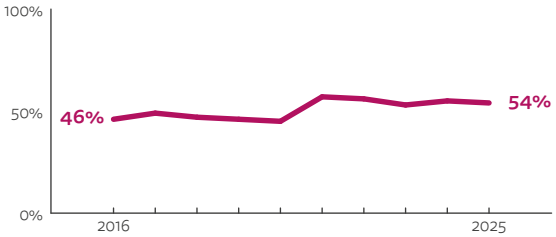
DEVICES FOR NEWS 2016–25



TRUST

Overall trust in news has stabilised at a level higher than pre-COVID. By brand, levels and rankings remain stable. NRK holds its top position as the most trusted news provider, with local and regional newspapers as runners-up. Overall changes are rather minor, but the trend is for tabloid brands to see a decline.

OVERALL TRUST SCORE 2016–25



Proportion that trusts 'most news most of the time'

54%
OVERALL TRUST =7/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **92.31** | **1**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
ABC News	41%	36%	23%
Aftenposten	71%	18%	11%
Bergens Tidende	61%	29%	10%
Dagbladet	51%	21%	28%
Dagens Næringsliv	70%	21%	9%
E24	64%	24%	12%
Klassekampen	49%	32%	20%
Local radio news	66%	23%	11%
Nettavisen	56%	24%	20%
NRK News	81%	10%	9%
P4	58%	28%	14%
Radio Norge	56%	30%	14%
Regional or local newspaper	77%	15%	8%
TV2 News	75%	14%	11%
VG	66%	17%	17%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

16%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	24%	(-1)	71%
2	YouTube	13%	(-)	49%
3	Snapchat	12%	(+1)	58%
4	Instagram	10%	(-)	50%
5	TikTok	10%	(+3)	23%
6	Facebook Messenger	7%	(-1)	53%

POLAND

The new government led by Donald Tusk saw its first anniversary after eight years of right-wing rule. It has tried to strike a new tone in its relations with Europe and the media but the landscape has been anything but stable. The country's biggest broadcasters have faced takeover bids, public media remained entangled in political conflict, and digital challengers – from crowdfunded newsrooms to creator-led platforms – scramble for audiences in a fragmented market.

Population	**40m**
Internet penetration	**86%**

Poland's two largest private broadcasters, TVN and Polsat, came under heavy scrutiny, both from potential buyers and the state. Warner Bros Discovery began the sale of TVN, working with JPMorgan to find buyers for the €1bn asset, though it later decided to keep its ownership. Early contenders included Italy's MediaForEurope (MFE), Polish billionaire businessman and former championship racing driver Michał Sołowow, and WP Holding, owner of the Wirtualna Polska portal.[75]

In a move widely seen as an effort to secure national media independence ahead of the 2025 presidential election, the government added TVN and Polsat to its list of 'strategic enterprises', granting itself a veto over acquisitions by non-EEA or non-OECD buyers. While not an outright block, the decision reflected growing concerns over foreign influence and media ownership concentration in a polarised political environment.

Polsat's turbulence was homegrown. A succession dispute within the Solorz family – founders of the Cyfrowy Polsat empire – spilled into public view. Leaked letters and court filings prompted concerns over leadership, investor confidence, and the long-term direction of one of Poland's most influential media empires. Eventually, the founder Zygmunt Solorz removed his children as heirs and appointed a charitable foundation as his successor.[76]

Public broadcaster TVP also faced uncertainty. A year into rebuilding efforts following a post-election overhaul, its operations were complicated by a standoff over board appointments. The National Broadcasting Council (KRRiT), aligned with the former ruling party, refused to recognise changes in TVP's leadership and withheld public funds. Since February 2024, KRRiT has lodged funds with the court rather than disbursing them directly to TVP or Polskie Radio. The impasse eased in September, when KRRiT agreed to release a portion of public funds following devastating floods in southern Poland.

Meanwhile, Poland's traditional TV market continued to fragment. Only six shows exceeded 3 million viewers in 2024 – down from 49 the year before. Average viewing time held steady, but audiences were increasingly scattered across formats and platforms.

Smaller, more agile players thrived amid the disruption. One major beneficiary was TV Republika. The once-niche conservative channel surged in ratings and revenue, picking up some of TVP Info's right-wing audiences unhappy at the changes at the PSB news channel and who were looking for alternatives sympathetic to the former ruling party. TV Republika's revenues rose 21% year-on-year to €5.37m, with net profit soaring to €790,000 from just €7,700 in 2023.

Another successful online start-up was Kanał Zero, a YouTube-based news and commentary platform launched in February by journalist and entrepreneur Krzysztof Stanowski. By the year's end, it had over 1.4 million subscribers, 2,700 videos, and 450 million views. Its revenue reached €6.08m, with EBITDA of €1.3m. Relying on sponsorship, its success demonstrated growing demand for creator-led, personality-driven news. Late in 2024, Stanowski announced a presidential bid, prompting at least one key contributor to leave.

Kanał Zero wasn't alone in pursuing alternative formats. A major digital launch came from XYZ.pl, a business news site, backed by Rafał Brzoska, a Polish billionaire and the founder and CEO of InPost, a major European logistics company, publicly traded on Euronext. The website went live in October with a freemium model and introduced a paywall in January 2025. Targeting underreported economic and policy topics, XYZ is part of a broader wave of journalist-led outlets offering more focused, independent coverage.

However, one of the boldest – and most controversial – innovations came from public radio. Radio Krakow replaced all human hosts at youth-oriented OFF Radio with AI-generated presenters.[77] In one awkward moment, a chatbot conducted an interview with deceased Nobel laureate Wisława Szymborska. Management cited cost savings and format testing, but critics condemned the move as a threat to public service journalism. The decision sparked protests and drew attention to the EU's forthcoming AI Act, which mandates transparency and ethical guidelines in AI-generated content.

While AI raised questions about journalism's future, many traditional outlets grappled with more immediate challenges. Newspapers and magazines continued to face declining circulation and advertising revenue, leading to job cuts and labour unrest. Agora, publisher of *Gazeta Wyborcza*, laid off 180 employees, 14% of the workforce.

Vadim Makarenko
Director of Research Digital, Statista GmbH; former journalist, Gazeta Wyborcza, and former Reuters Institute Journalist Fellow

[75] https://www.reuters.com/business/media-telecom/warner-bros-discovery-gets-least-two-bids-polish-broadcaster-tvn-2025-01-29/
[76] https://www.bloomberg.com/news/articles/2024-10-07/billionaire-solorz-ousts-sons-from-polish-utility-s-board
[77] https://www.euronews.com/next/2024/10/24/radio-station-in-poland-fired-its-journalists-and-replaced-them-with-ai-presenters

WEEKLY REACH OFFLINE AND ONLINE

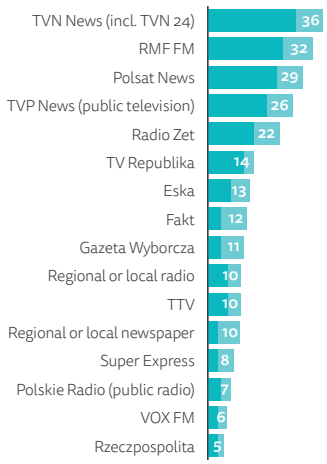
TOP BRANDS

% Weekly usage

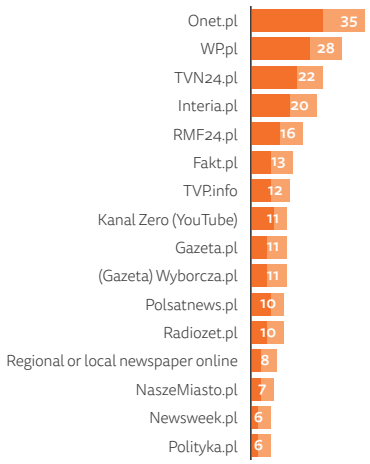
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

13% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



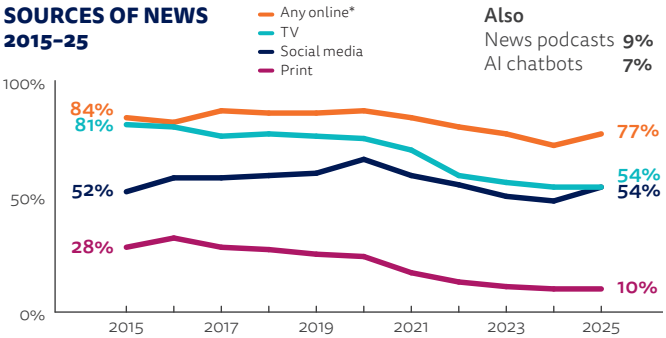
ONLINE



CHANGING MEDIA

Online as a news source grew somewhat in the last year, possibly driven by an increase in social media for news (+6pp). TV remains strong but along with print is in long-term decline.

SOURCES OF NEWS 2015–25



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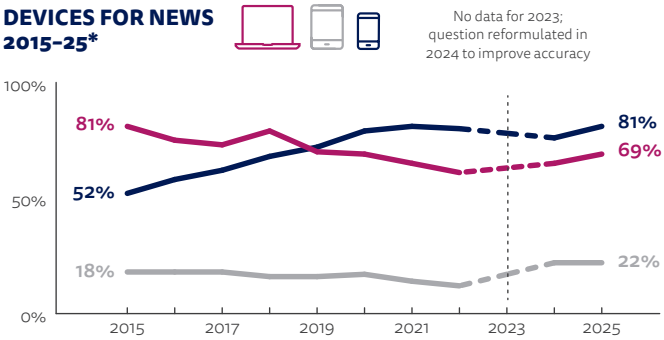
DEVICES FOR NEWS 2015–25*

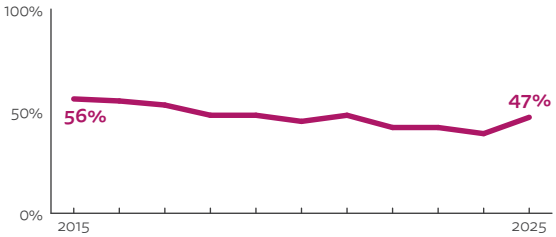


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Trust in news in Poland rose significantly with almost half (47%) of respondents saying they trust news overall – up 8pp from the previous year. However, many established news outlets recorded declines. Public television (TVP) was one of the few exceptions, managing to partly rebuild its trust score (+4), probably as a result of government moves to de-politicise it.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

47%
OVERALL TRUST
13/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **74.79** | **31**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Fakt	30%	30%	41%
Gazeta Polska	32%	34%	34%
Gazeta Wyborcza	34%	30%	36%
Interia	39%	38%	23%
Newsweek Polska	38%	35%	27%
OKO.press	29%	39%	32%
Onet.pl	41%	31%	28%
Polsat News	48%	31%	21%
Radio Zet	48%	34%	18%
Regional or local newspaper	47%	35%	18%
RMF FM	52%	32%	17%
Super Express	28%	34%	38%
TVN News	40%	29%	31%
TVP News (public broadcaster)	33%	33%	35%
WP.pl	42%	34%	24%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

23%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	40%	(-2)	74%
2	YouTube	32%	(+1)	68%
3	Facebook Messenger	13%	(-2)	55%
4	X	13%	(+6)	19%
5	Instagram	12%	(-)	37%
6	TikTok	11%	(+1)	29%

PORTUGAL

After another year of political uncertainty led by a minority government, the Portuguese were called to the polls once again in May 2025. In advance of that the ongoing political uncertainty continued to impact the media landscape, which remains beset by financial difficulties, job insecurity for journalists, and a lack of structural reform.

Population	**10.2m**
Internet penetration	**86%**

In October 2024, the now outgoing government presented a policy package of 30 measures aimed at supporting the media sector. It addressed issues such as economic sustainability and employment conditions, while also seeking to engage major digital platforms in efforts to ensure a more sustainable media ecosystem.

Plans included reforming the current outdated Press and Radio Laws into a new Media Code, along with the reform of RTP, the public service broadcaster, with a new contract. Also at stake were incentives to hire journalists and training in digital technology and AI, and the restructuring of Lusa – the national news agency partly owned by the state. One of the more contentious proposals – the gradual removal of advertising from RTP – which currently accounts for over 20% of their net commercial revenue – sparked political debate and was ultimately rejected during the 2025 national budget vote. In March 2025, RTP's contract was renewed until 2031.

Economic pressures on media businesses remain acute. Two of the country's major private media groups, Impresa and Global Media, have recently reported major losses. Global Media (owner of *Diário de Notícias* and *Jornal de Notícias*, both historic newspapers, as well as TSF radio) implemented wage cuts, failed to pay salaries on time, and carried out layoffs, raising fears about the financial sustainability of even the most established brands.

March 2024 marked a historical milestone when more than 40 Portuguese media organisations joined a general strike organised by the Portuguese Journalists Union (SINJOR), to protest against low salaries, precarious contracts, and worsening working conditions.

Amidst the challenges, there were signs of resilience. Medialivre (owner of *Correio da Manhã*, formerly known as Cofina group) and Media Capital Group (owner of TVI private TV broadcaster), both announced positive results in 2023. After a successful management buy-out, Cofina was sold to Medialivre, an entity built and owned by Cofina executives and with soccer player Cristiano Ronaldo as one of the investors. Media Capital sold its radio broadcasting business to Bauer Media Audio Portugal – the sale included national stations such as market leader Comercial, M80, and CidadeFM. On the public side, RTP also managed to deliver a profit for the 14th successive year in 2024.

In the TV sector, Medialivre launched a cable news TV channel (Now) aiming to challenge the dominance of the three 24-hour news channels owned by Impresa, Media Capital Group, and RTP. Of those who say TV is their main source for news, 40% point to 24-hour news channels as the main source, so one can understand why the new entrant sees grounds for optimism. In August, Media Capital Group also launched a new general channel (V+ TVI), in a rebranding strategy for their existing channel TVI Ficção.

As far as small, independent news brands are concerned, brands like Shifter, Fumaça, and Divergente continue to operate and offer niche, investigative journalism that diverges from the mass offering, but they have to fight to attract subscribers and ensure their survival.

Young people's relationship with news is complex and shaped by their reliance on social media platforms like Instagram, YouTube, and TikTok, which weakens their connection to traditional media. They generally display lower trust in news, less concern about online disinformation, and feel that journalists and news brands may contribute to misinformation. In response, the government is implementing initiatives like free digital news subscriptions for 15–18-year-olds as part of broader media literacy efforts, aiming to foster the habit of news consumption and, at the same time, a culture of paying for digital news, which may in turn help the ailing media sector.

Following the rising popularity of podcasts among Portuguese audiences, in early 2025 market research firm Marktest launched the country's first audited podcast ranking. The initiative is supported by the four major podcast publishers – Impresa, Grupo Renascença Multimedia, Observador, and Bauer Media Audio Portugal. Data gathered for the first month alone shows that Portuguese listeners downloaded a total 12.8 million podcast episodes and Marktest is aiming to include other publishers in the ranking, arguing that these impressive totals provide a compelling argument to attract advertisers.

Ana Pinto-Martinho, **Miguel Paisana**, and **Gustavo Cardoso**
Observatório da Comunicação and ISCTE, University Institute of Lisbon

WEEKLY REACH OFFLINE AND ONLINE

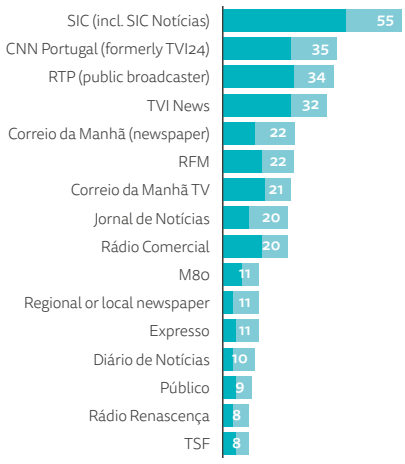
TOP BRANDS

% Weekly usage

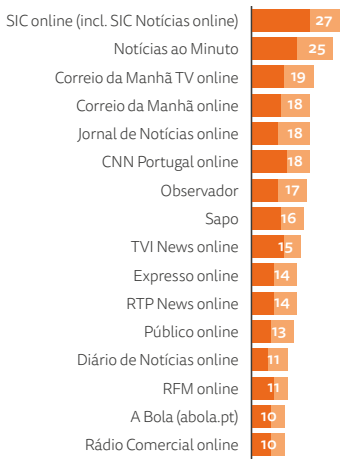
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

10% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



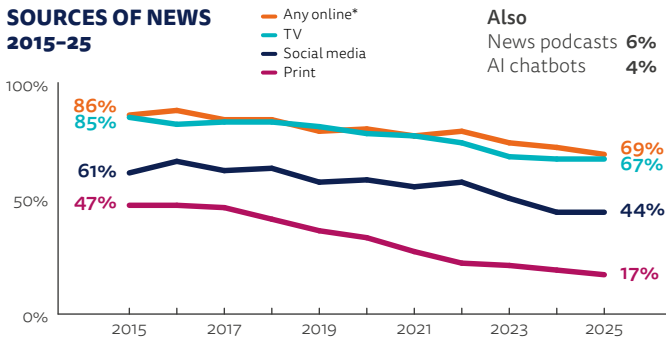
ONLINE



CHANGING MEDIA

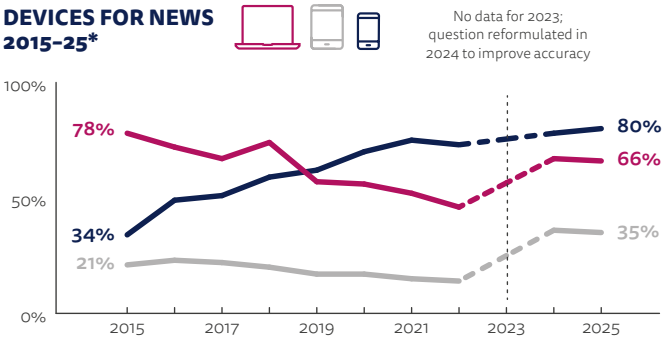
Although it has declined over the last decade, TV remains an important source of news for many Portuguese. Usage of online and social media for news has declined somewhat since 2022.

SOURCES OF NEWS 2015–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2015–25*

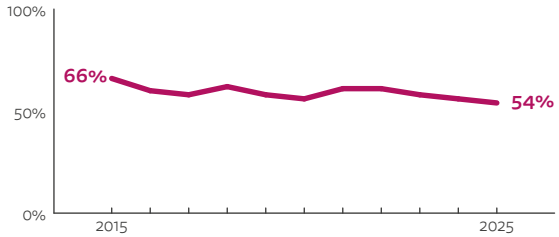


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Trust figures reached their lowest point in the last decade with 54% claiming to trust news, a considerable decline compared to the 66% recorded in 2015, the first year Portugal became part of the *Digital News Report*. As in previous years, most brand trust scores are considerably higher, with public broadcaster RTP among the most trusted brands.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

54%
OVERALL TRUST =7/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 84.26	8/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Agência Lusa	69%	20%	11%
Correio da Manhã	52%	21%	27%
Expresso	73%	18%	9%
Jornal de Notícias	74%	17%	9%
Notícias ao Minuto	64%	24%	12%
Observador	65%	23%	12%
Público	71%	20%	9%
Rádio Comercial	72%	20%	8%
Rádio Renascença	71%	20%	9%
RDP Antena 1	68%	23%	10%
Regional or local newspaper	63%	26%	11%
RTP News	75%	17%	9%
SIC News	73%	17%	10%
TSF	69%	21%	10%
TVI News	66%	19%	15%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

31%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	34%	(-1)	63%
2	WhatsApp	21%	(-2)	67%
3	Instagram	21%	(-)	51%
4	YouTube	17%	(-4)	57%
5	TikTok	9%	(+2)	25%
6	Facebook Messenger	7%	(-4)	33%

ROMANIA

A sophisticated disinformation campaign that prevented a free vote, uncontrolled pre-electoral public spending, and external interference led to a far-right, pro-Russian, 'TikTok candidate' for the Presidency securing a first-round victory in November 2024. The Constitutional Court cancelled the results and postponed presidential elections which were eventually won in May 2025 by a pro-western candidate Nicușor Dan.

Population	**19.6m**
Internet penetration	**89%**

2024 could have been a great year for the Romanian media market whose revenues exceeded the €1bn mark. With the combination of the UEFA Euros and the Summer Olympic Games and elections at all four levels (with local, parliamentary, European, and presidential elections), money seemed to flood newsrooms. The advertising market reached an estimated €778m[78] – a record level. Another €180m came from the state budget, for the public television broadcaster, public radio, and the national press agency. Political parties and candidates used at least another €150m from public funds for communication campaigns, according to Expert Forum, a think tank, and Snoop, an investigative news site.

Some of this public money was used to buy positive coverage which, surprisingly, was allowed by the National Audiovisual Council. ActiveWatch, an NGO, and Snoop revealed that television stations charged candidates for paid broadcasts which, although labelled as electoral programmes, were made by the stations' journalists at a cost of up to €200,000 each.

Despite all this spending on traditional channels, a candidate with no electoral staff, no party, zero declared electoral budget, and very limited exposure in mainstream media won most of the votes in the first round of presidential elections in November 2024. Călin Georgescu campaigned on social platforms like Facebook, YouTube, and TikTok with anti-NATO, anti-European Union, pro-Russia, and far-right messages. He called for the abolition of political parties and the dismemberment of Ukraine between its neighbours. Declassified intelligence reports, criminal investigations, journalists, and cyber-activists revealed that part of Mr Georgescu's support came from a network of Russian-affiliated webpages, websites, social media channels, and accounts,[79] from a paramilitary group, from a Romanian entrepreneur who paid €1m to TikTok influencers, and from Romanian far-right parties. Ahead of the election it became clear that Mr Georgescu was breaking the law by posting unlabelled electoral content and the electoral authorities asked social platforms to delete his posts and that he respect electoral law. TikTok did not comply, so the media dubbed Mr Georgescu the 'TikTok candidate'. DNR data show that 25% of our respondents use TikTok as a news source. The European Commission opened an investigation into TikTok.

In a historic judgment, the Constitutional Court decided that a social media-based disinformation campaign had prevented a free vote and cancelled the presidential elections. Electoral authorities disqualified Mr Georgescu from the new presidential race.

The re-run poll which took place in May 2025 was won by the pro-western mayor of Bucharest, Nicușor Dan, who gained 7.2% more votes than right-wing party leader George Simion, Georgescu's 'protégé'.

Earlier, during several street protests, Georgescu supporters attacked journalists and the police. He is now facing six criminal charges linked to his presidential campaign, including incitement to undermine the constitutional order.

The cancelled presidential elections and increasing tension in international relations heightened both the anxiety of digital audiences and their appetite for news. Mainstream newsrooms and investigative teams are still setting the public agenda, but just under a quarter of digital audiences indicate that their main news sources are social media, podcasts, or AI chatbots. These are the audiences most likely to be exposed to the new brand of influencers – some supporting Georgescu and others opposed to him and adopting pro-EU positions.

With a mixture of investigative journalism, non-partisan coverage of politics, light-hearted news, popular gameshows, and action movies, the general interest channel ProTV remains the top brand online and offline. Leading brands include Romanian-owned Antena 1, Realitatea TV, România TV, HotNews, and Adevărul, Czech-owned ProTV and Europa FM, and Swiss-owned Libertatea, alongside public radio and television. Digi 24 and Kanal D belong to publicly quoted companies in Romania and Turkey respectively.

Two new online brands, Recorder and G4Media, have a different business model. Recorder is known for investigative and explanatory video journalism. Its podcast, launched in 2023, became a favourite source for daily news briefs among podcast listeners last year. G4Media originated as an investigative and hard news site, covering politics, justice, and corruption, and later broadened out. Both Recorder and G4Media rely on donations, grants, and advertising. Their arrival in our list of top online brands marks a new era for Romanian newsrooms, providing some hope for the sustainability of quality journalism.

Raluca-Nicoleta Radu
University of Bucharest

[78] Initiative. (2024). Media Factbook. Romania 2024. https://www.mediafactbook.ro/
[79] Martinescu et al. (2024). *Networks of Influence: Decoding Foreign Meddling in Romania's Elections.* The Foreign Policy Center. https://fpc.org.uk/wp-content/uploads/2024/12/Networks-of-Influence-Decoding-foreign-meddling-in-Romanias-elections-2024.pdf

WEEKLY REACH OFFLINE AND ONLINE

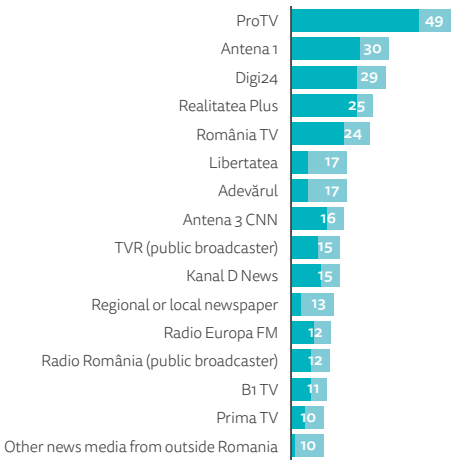
TOP BRANDS

% Weekly usage

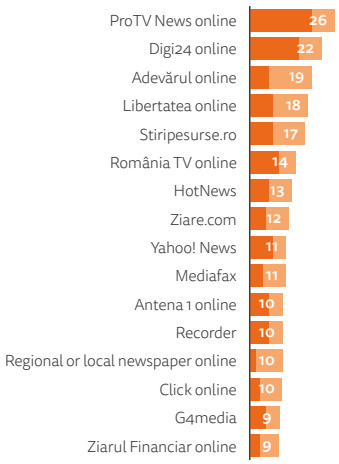
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

12% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



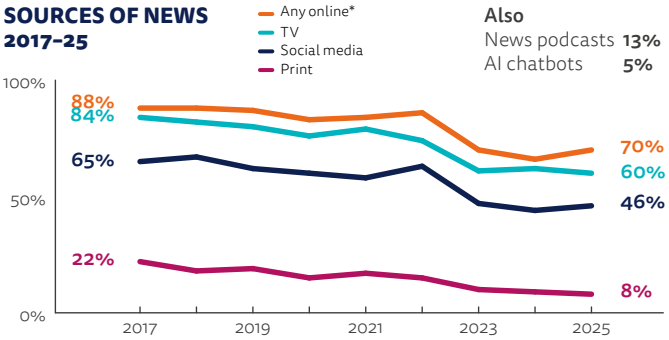
ONLINE



METHODOLOGY NOTE

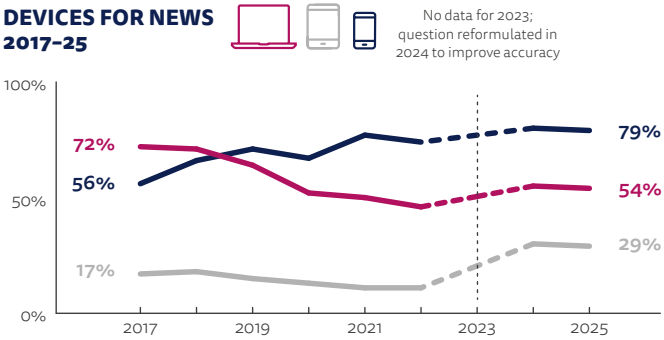
We introduced education quotas in 2023 to make data more representative of national populations. Part of the declines in reach in the source chart between 2022 and 2023 will be because there are more people with lower levels of education in our sample now, who typically have lower interest in news.

SOURCES OF NEWS 2017–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

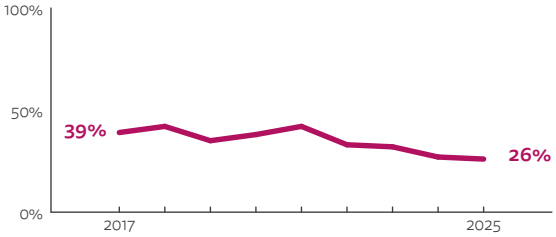
DEVICES FOR NEWS 2017–25



TRUST

Many brands faced a sharp decrease in trust in the last year, perhaps linked to a strong campaign against mainstream newsrooms from far-right leaders. By contrast, trust in the 24-hour news channel Realitatea Plus, which endorsed Călin Georgescu and the far-right narrative after the November presidential elections, is stable. As a result of its position the channel attracted fines from the regulator and the withdrawal of advertising.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

26%
OVERALL TRUST =44/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **66.42** **55**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Adevărul	45%	29%	26%
Antena 1	46%	22%	33%
Antena 3 CNN	37%	21%	42%
Digi 24	51%	22%	27%
HotNews	46%	28%	27%
Kanal D	44%	29%	27%
Libertatea	42%	30%	27%
ProTV	59%	19%	23%
Radio România (public broadcaster)	55%	26%	20%
Realitatea Plus	47%	21%	32%
Regional or local newspaper	44%	33%	23%
România TV	39%	24%	37%
Ştiri pe surse	44%	30%	26%
TVR (public broadcaster)	51%	25%	24%
Ziare.com	41%	32%	27%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

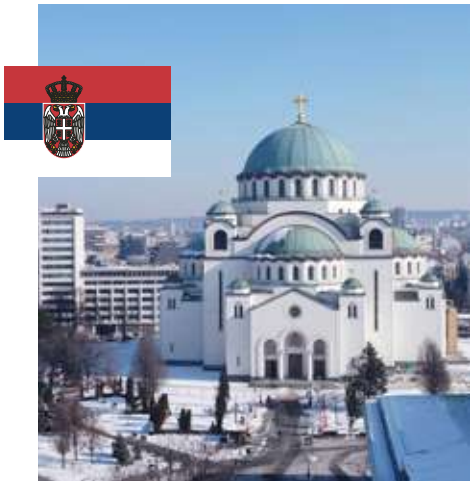
24%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	50%	(+4)	73%
2	YouTube	31%	(+3)	65%
3	TikTok	25%	(+9)	42%
4	WhatsApp	22%	(-1)	66%
5	Instagram	13%	(+2)	34%
6	Facebook Messenger	10%	(-2)	38%

SERBIA

The media market in Serbia is oversaturated, while being poorly regulated and highly politically controlled. However, following an accident in November 2024, when 16 people were killed by the collapse of a concrete railway station roof in Serbia's second city, Novi Sad, anti-government protests followed as protesters held the government responsible.



Population	**7.1m**
Internet penetration	**85%**

Students and young people have been active in organising continuous and increasingly large protests throughout the country since November 2024. Their complaints of government corruption and dysfunctional institutions led to the resignation of the prime minister and the government's fall in January 2025.[80] But by April President Aleksandar Vucic remained in control, after 13 years effectively in charge of the country and with an ever-tighter grip on the media. Protesters also called for boycotts of pro-government media, culminating with a two-week blockade of the public service broadcaster RTS in April 2025.

Reporters without Borders's 2025 Index placed Serbia 96th out of 180 countries, its lowest score in 23 years, and in November RSF denounced attacks on critical journalists, the use of SLAPPS to target independent media, and the fact that the country had made no progress on freedom of expression in the previous year.[81]

However, while mainstream media are subject to increased control, our survey reveals that Serbians are Europe's highest users of social media for news (67%) and this is even more important amongst the younger age groups. Almost half (45%) of 18–24 year olds use TikTok for news and a similar percentage use Instagram. Social media has been particularly important in the present crisis, with student activists using it to spread uncensored news and mobilise protests.

Terrestrial TV remains a major source of news and the average TV daily viewing time (5.3 hours) is among the highest globally. There are two public service media – national Radio Televizija Srbija (RTS) and the regional Radio Televizija Vojvodina (RTV) – alongside four commercial channels: RTV Pink, TV Happy, TV Prva, and TV B92. RTS continues to attract the largest audiences, with its nightly news bulletin attracting an average of 2.5 million viewers, and it is just ahead of the commercial TV Pink channel in the industry ratings.[82] Serbian companies with close political and even family ties with the political elite own all four commercial channels. Taken together, mainstream television strongly supports and propagates the political agenda of President Vucic. A recent study found the president made over 300 TV appearances during 11 months of 2024,[83] and 141 during just the first 90 days of 2025.

A major source of independent news comes via cable channels N1 and TV Nova, both owned by the United Media Group. Their flagship channel and CNN affiliate TV N1, was launched in 2014 and emerges as the top news brand overall in our survey, with 40% weekly use offline and 32% online. It is highly critical of the government and that, together with its high professionalism and trust, makes it the target of frequent attacks and smear campaigns by state officials and pro-government media.

Advertising revenue is growing by 5% p.a. and is currently over €270m, which is insufficient to sustain the 2,153 registered media outlets. Print is losing readers and revenues and now accounts for just 5% of advertising revenues compared to over 27% for online. The print market is saturated with nine national dailies and eight weeklies, some of which are moving into online or cable TV. Only three daily papers are in foreign ownership; *Blic* is part of the Ringier Group, and *Danas* and recently established *Nova* are with the United Media Group. However, the newspaper market is dominated by the locally owned tabloid press which are criticised as being major producers of hate speech and fake news. According to the Press Council, three tabloids (*Alo*, *Informer*, and *Srpski Telegraf*) violated the Code of Ethics more than 4,000 times in the first nine months of 2024.[84] Even so, in the same period they received over €2m of public money in state advertising and lucrative contracts with state-owned companies. The electronic media regulator also awarded a regional TV licence to Informer at the end of 2024.

Following the much-disputed elections in 2023–24 a new media law was passed which allowed state-owned telecommunications operator Telekom Srbija into the media business. In practice Telecom Srbija started its Euronews channel even before that, in 2021, and its expansion continues with the recent acquisition of the Sport Klub and satellite Total TV from United Media Group, thus extending state influence over media delivery platforms.

Snjezana Milivojevic
Retired Professor of Public Opinion and Media Studies, University of Belgrade

[80] https://www.theguardian.com/world/2025/jan/30/we-are-done-with-corruption-how-the-students-of-serbia-rose-up-against-the-system
[81] https://rsf.org/en/serbia-weak-link-europe-belgrade-rsf-urges-government-act-press-freedom-and-against-propaganda
[82] https://www.rts.rs/rts/rts-predstavlja/najnovije/5594127/rts-1-i-u-novembru-najgledaniji-u-srbiji-svakodnevno-vise-od-dva-i-po-miliona-gledalaca.html
[83] https://n1info.rs/vesti/godisnji-izvestaj-istinomera-za-11-meseci-vucic-se-322-puta-pojavio-na-televiziji/
[84] https://savetzastampu.rs/en/pres/monitoring-of-the-press-council-alo-srpski-telegraf-and-informer-violated-the-code-of-journalists-of-serbia-the-most/

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
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- Weekly use online brands
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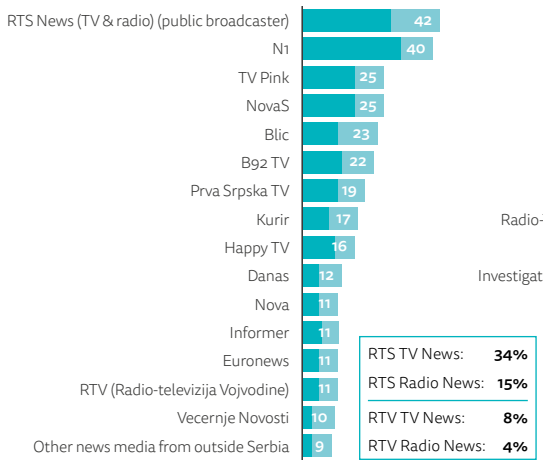
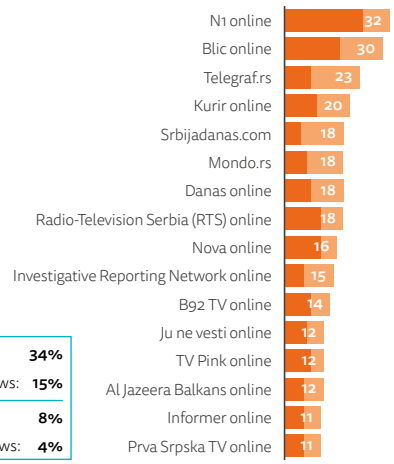
TV, RADIO, AND PRINT



ONLINE



CHANGING MEDIA

Television news remains an important source of news for older Serbs but younger groups prefer to access online. Social media is widely used across generations with Facebook, YouTube, Instagram, and TikTok the main networks for news.

SOURCES OF NEWS

TV **54%**

Radio **21%**

Print **15%**

Any online* **85%**

News websites/apps **53%**

Social media **67%**

DEVICES FOR NEWS

Computer **67%**

Smartphone **87%**

Tablet **27%**

* Incl. news websites/apps, social media and video networks, news podcasts (10%), and AI chatbots (6%)

TRUST

Overall trust is amongst the lowest in our survey at 27%. News media are widely seen as subject to undue influence from politicians and businessmen. Most brands in our list are more distrusted than trusted and some of the most widely used brands, *Informer* and TV Pink, are the most distrusted. Meanwhile the more critical media, N1, *Nova*, *Danas*, and *Vreme*, have higher levels of audience trust.

27%
OVERALL TRUST
43/48 markets

58%
MISINFORMATION CONCERN
22/48 markets

REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **53.55** **96**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the below brands were included in the survey. It should not be treated as a list of the most or least trusted brands as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Blic	31%	25%	44%
Danas	40%	27%	33%
Informer	21%	17%	62%
Kurir	24%	20%	55%
NIN	36%	29%	35%
Nova.rs	46%	23%	31%
Politika	31%	26%	43%
Radio-televizija Srbije (RTS)	34%	24%	43%
TV Happy	24%	19%	57%
TV N1	49%	21%	30%
TV Nova S	44%	24%	32%
TV Pink	21%	17%	63%
TV Prva	34%	23%	42%
Vecernje Novosti	30%	25%	45%
Vreme	40%	31%	29%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

29%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All
1	Facebook	45%	70%
2	YouTube	33%	75%
3	Instagram	33%	62%
4	TikTok	21%	38%
5	Viber	18%	67%
6	X	14%	22%

SLOVAKIA

The top media-related story in the first full year of the fourth Fico government was its attempt to capture Slovakia's public service broadcaster. Meanwhile the intensity of verbal attacks on journalists working for traditional media brands by (mostly) government politicians rose another notch.

Population	**5.7m**
Internet penetration	**90%**

A new law on Slovak Television and Radio (STVR) – as the national public broadcaster was rechristened – came into force in July 2024 in spite of protests by media workers from inside and outside the corporation and other sectors of society. The speed of the legislative process, the lack of public and expert discussion, the sacking of the previous director general, and above all the broadcaster's exposure to significantly greater political control under the terms of the new law, were the principal sources of controversy. Now financed directly from the state budget, the absence of a specified annual allocation places the organisation in a relationship of severe dependency.

In spite of the haste with which the law went through parliament, its nine-member council was still incomplete nine months later, mainly due to disagreements within the government coalition and in parliament, which elects five council members. At the time of writing only the members appointed directly by Ministries of Finance (1) and Culture (3) were known. The Minister of Culture's nominee, her right-hand man Lukáš Machala, aroused widespread concerns. Following the council's suspension, in March 2025 STVR was temporarily being run by a government appointee.

One of the most striking programming changes since the organisational restructuring has been to the format of traditional weekend political debates, which have repeatedly featured the prime minister or the president speaking one-to-one with a presenter without any opposition representative. Other discussion programmes have effectively been depoliticised, focusing instead on philosophical or social issues.

After protesting live on air last May about management interference in editorial freedoms, presenter Michal Kovačič (the third most-followed Slovak journalist on Instagram according to figures compiled by the PR agency New School Communications[85]) left the leading TV station Markíza to found an online TV channel, 360°. The new channel was launched on the anniversary of the November 1989 revolution after a successful crowdfunding campaign, which raised over €500,000 in September 2024.

Two other well-known TV presenters also established new online projects. Miroslav Frindt, one of many leading journalists who quit Slovak Television or Slovak Radio in reaction to the new public service broadcasting law, left to briefly front a Slovak version of the Czech internet TV channel DVTV, before announcing a new project to be called publiq.sk. Petr Bielik left TA3 to set up Bielik Online – a linear channel mixing news, current affairs, and music. Publiq.sk, like 360°, is set to concentrate on interviews. These ventures could offer politicians an alternative platform to the main TV channels and help combat the rising challenge from partisan media and social media platforms, predominantly on the populist right.

An International Press Institute fact-finding mission to Slovakia in November 2024 warned of the danger of media capture posed by the changes to the national broadcaster, and the use of economic pressure against independent media through the 'weaponisation' of state advertising. In light of the recent passage of the European Media Freedom Act, it identified Slovakia as 'a crucial test case for the EU's commitment to safeguarding democratic values and media independence across its member states'.[86]

Threats and harassment against journalists increased by more than 50% compared with 2023, according to the Ján Kuciak Investigative Centre. Kristína Kövešová (Markíza), the most followed Slovak journalist on Instagram, was assaulted in Trnava while filming a report about gang-related violence.[87]

At a press conference following the approval of the state budget on 3 December 2024, Prime Minister Robert Fico made one of his most direct attacks yet on the (mainstream) Slovak media, repeatedly accusing them of deceiving the public, and telling the public to stop believing the media. He was reacting to a series of reports claiming that the fractious relations within the governing coalition were preventing parliament from working properly.

Although Slovaks have a lower-than-average interest in all kinds of news, they represent an outlier among countries covered by the *DNR* in declaring a greater interest in local than national news. This is despite large swathes of the country being 'local news deserts', according to Transparency International. Social media and newspapers – which could include the newsletters published by many local councils – represent the most valued sources of local news.

Andrea Chlebcová Hečková
Constantine the Philosopher University, Nitra
Simon Smith
Charles University, Prague

[85] https://www.newschool.sk/media-a-ich-novinari-kto-ma-na-socialnych-sietach-navrch/
[86] https://ipi.media/media-freedom-in-slovakia-under-threat/
[87] https://cpj.org/2024/11/slovak-journalist-kristina-kovesova-physically-attacked-injured-on-assignment/

WEEKLY REACH OFFLINE AND ONLINE

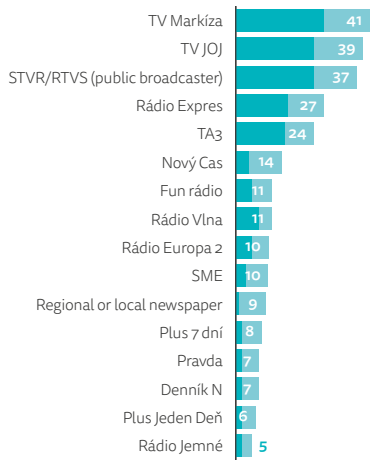
TOP BRANDS

% Weekly usage

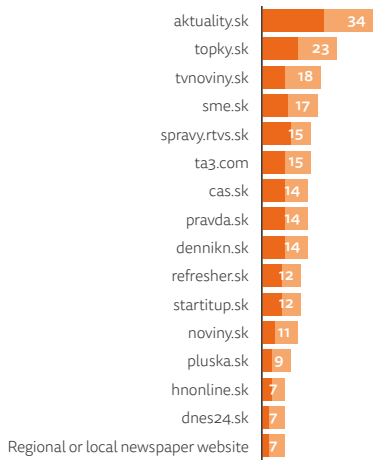
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

12% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



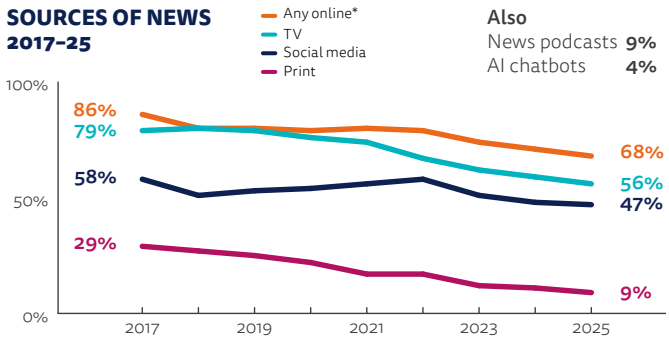
ONLINE



METHODOLOGY NOTE

We introduced education quotas in 2023 to make data more representative of national populations. Part of the declines in reach in the source chart between 2022 and 2023 will be because there are more people with lower levels of education in our sample now, who typically have lower interest in news.

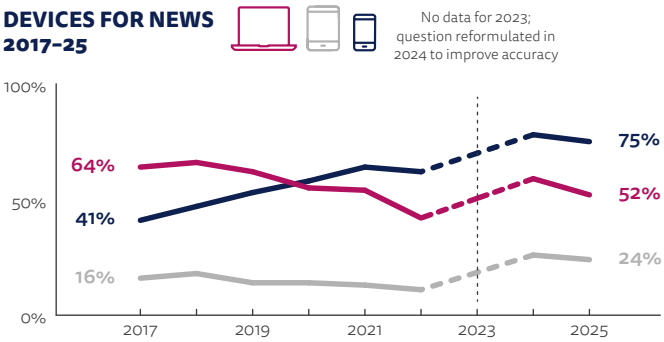
SOURCES OF NEWS 2017–25



Also
News podcasts 9%
AI chatbots 4%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

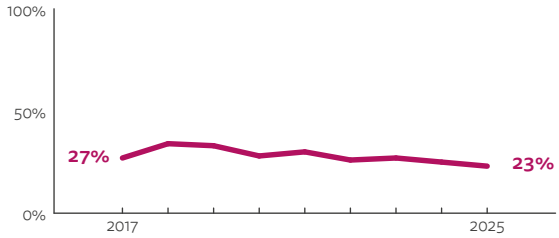
DEVICES FOR NEWS 2017–25



TRUST

Overall trust in the media fell once again, to a new low of 23%, with many of our 15 monitored brands seeing a decline in their trust scores. The biggest fall – by 8pp – affected Slovakia's public broadcaster (PSB) following its effective capture by the state.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

23%
OVERALL TRUST
46/48 markets

REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **71.93** **38**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Aktuality	42%	28%	30%
Denník N	36%	24%	40%
Hospodárske noviny	44%	33%	23%
Nový Cas	25%	30%	45%
Plus	28%	31%	41%
Pravda	38%	34%	29%
Rádio Expres	47%	32%	21%
Refresher.sk	30%	36%	34%
Regional or local newspaper	45%	35%	20%
SME	38%	29%	33%
TA3	51%	27%	22%
Topky	26%	33%	41%
TV JOJ	44%	27%	29%
TV Markiza	39%	25%	36%
STVR/RTVS (public broadcaster)	48%	26%	26%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

21%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	43%	(-6)	67%
2	YouTube	21%	(-3)	56%
3	Instagram	14%	(-2)	34%
4	Facebook Messenger	12%	(-4)	47%
5	WhatsApp	9%	(-1)	39%
6	TikTok	7%	(+1)	15%

SPAIN

Spain's media landscape has been shaped by political pressures, legal disputes, and debates over public service broadcasting. Elections to the European Parliament and regional assemblies have intensified tensions, with both the government and opposition using accusations of disinformation as a political tool. Meanwhile, regulatory changes and government interventions have sparked concerns about press freedom, media independence, and the financial sustainability of news outlets.

Population	**48m**
Internet penetration	**95%**

Political interference in the media has raised concerns about press freedom in Spain. Both the government and opposition have been accused of pressuring journalists and shaping media narratives. The administration differentiates between those established outlets which it supports and so-called 'pseudo-media', which it claims promote far-right interests. Critics argue this framing is used to discredit dissenting voices, both in mainstream press and online platforms, particularly those covering sensitive trials involving the prime minister's family and other government officials.

As part of its Action Plan for Spanish Democracy, the government has allocated €124.5m in media subsidies, officially to support digitalisation and quality journalism. Authorities argue this funding will help struggling traditional media compete with sensationalist online outlets. Another controversial measure is a proposed mandatory media register, requiring outlets to disclose ownership and advertising revenues. While the government frames this as a transparency initiative, critics warn it could be used to pressure media critical of the administration. Additionally, concerns persist that increasing financial reliance on state funding may compromise editorial independence.

Changes in media ownership have further shaped the industry. At the end of 2024, following a decree law (a fast-track legislative process) approved by the government in October, José Pablo López was appointed as the new president of RTVE, Spain's public broadcaster. The reform increased the RTVE governing board from 10 to 15 members and lowered the criteria for appointments by the Parliament from a two-thirds majority to a simple majority. It also significantly strengthened the president's authority while diminishing the board's role in decision-making. With an annual budget of €1.2bn, 6,500 employees, and losses that would total around €30m in 2024, López introduced a restructuring plan that included creating a central news hub, structural reforms, and a 15% reduction in management roles. However, critics in the media and politics, including opposition parties and some journalists, argue that these changes primarily serve to consolidate government influence over public broadcasting.

One of the most notable shifts in Spanish television has been the rivalry between two very popular talk shows, Pablo Motos's *El Hormiguero* and *La Revuelta*, hosted by David Broncano. The latter recently moved to public broadcaster RTVE, a decision reportedly driven by José Pablo López when he was RTVE's Director of Content. The government's backing of Broncano's show, as well as the very favourable terms offered to the show, has sparked speculation that his appointment was part of a broader media strategy. Although *La Revuelta* initially came close to overtaking *El Hormiguero* with a 17.1% audience share, Motos's show has since regained its dominant position in late-night television, maintaining its critical stance towards the government.

Paywalls are a relatively recent development in Spain. In terms of subscription numbers, *El País* remains dominant with 400,000 subscribers, while *El Mundo* (163,000), *La Vanguardia* (145,000), and *Expansión* (110,000) are the other front-runners. Despite steady growth, much of the subscription increase is driven by promotional offers. In the press sector, significant changes are underway: PRISA's majority shareholder, Joseph Oughourlian, became Chairman of *El País* in March 2025 after Carlos Núñez resigned when plans for a new digital terrestrial television channel were rejected. Meanwhile, Vocento, which owns ABC and 18 regional newspapers, recently closed its digital sports outlet Relevo, resulting in around 72 journalists losing their jobs, and reporting losses of €92m.

Artificial intelligence is reshaping the media landscape. According to a survey of 60 Spanish media executives, 57% of news organisations have already incorporated AI tools, while a further 37% plan to do so soon. AI is primarily being used for content generation (68%), data analysis (63%), and automating editorial and production processes (63%) (KPMG 2025).

Finally, despite an increase in advertising investment, concerns remain over the sustainability of traditional media. Challenges include the rapid growth of digital advertising, the dominance of global tech platforms, and changing consumer habits. Spain's advertising market saw moderate growth in 2024, with total investment rising by 3.8% to €13,080m. Television remained the leading advertising medium (€1,857m, +2.1%), followed by search advertising (€977m, +2.7%) and social media (€856m, +8.5%).[88]

Aurken Sierra, **Roncesvalles Labiano Juangarcía**, **María Fernanda Novoa-Jaso**, and **Alfonso Vara Miguel**
University of Navarra

[88] Press release. InfoAdex 2025 study. https://infoadex.es/wp-content/uploads/2025/03/Nota-de-Prensa-Estudio_InfoAdex-2025-1-1.pdf

WEEKLY REACH OFFLINE AND ONLINE

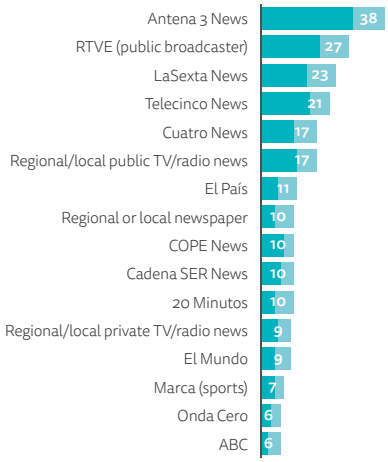
TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

10% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT

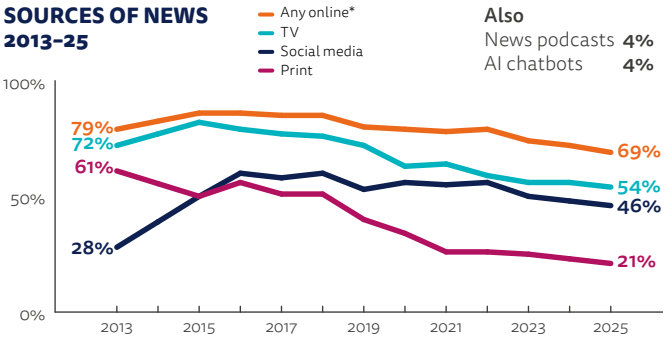


ONLINE

CHANGING MEDIA

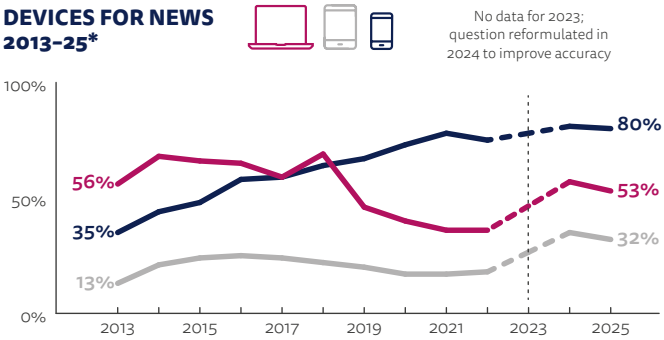
Declining interest in news affects all sources, with consumption at its lowest since 2015. Meanwhile, 4% use AI chatbots or podcasts for news.

SOURCES OF NEWS 2013–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2013–25*

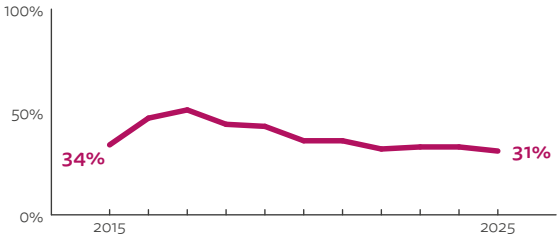


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

With disinformation becoming a topic on the political and media agenda and being used as an electoral weapon, media trust has fallen to its lowest level in the past decade (31%), affecting all selected news brands. Local and regional newspapers remain the most trusted by the public (51%), while the public broadcaster RTVE has dropped by 5pp (48%).

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

31%
OVERALL TRUST
=37/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 77.35	23/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
20 Minutos	38%	36%	26%
ABC	41%	29%	30%
Antena 3	50%	25%	25%
Cadena SER	45%	28%	27%
COPE	43%	26%	31%
El Mundo	41%	30%	29%
El País	43%	28%	29%
ElConfidencial.com	36%	36%	28%
elDiario.es	38%	36%	26%
LaSexta	42%	24%	34%
OKdiario.com	31%	32%	37%
Onda Cero	46%	31%	23%
Regional or local newspaper	51%	31%	18%
RTVE	48%	23%	29%
Telecinco	32%	27%	40%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

32%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	WhatsApp	24%	(-3)	77%
2	Facebook	24%	(-2)	55%
3	YouTube	19%	(-3)	59%
4	Instagram	18%	(-3)	55%
5	X	15%	(-1)	24%
6	TikTok	11%	(-)	31%

SWEDEN

Sweden has robust public service broadcasters that operate alongside a well-established commercial news sector that has cultivated a strong subscriber base for digital content. While media ownership remains concentrated, government strategies prioritise diverse voices through financial support. Sweden is digitally advanced and thus online news consumption and social media use is widespread and artificial intelligence is gaining significance.

Population	**10.7m**
Internet penetration	**96%**

Sweden's news media landscape, though robust by international standards, is undergoing a profound transformation. The public service media (PSM) consists of Swedish Television (SVT), Swedish Radio (SR), and Utbildningsradion (UR). SVT and SR each produce and publish daily local and national online news on their own website. They also publish some news across social media platforms, although SVT has adopted an increasingly restrictive approach to what it publishes, in continued efforts to reduce their dependence on platforms (Olsen et al. 2024).

Sweden is also known for having a sustainable and healthy commercial news media sector, which is characterised by a mix of national and local newspapers. The government has long supported weaker publishers, a testament to the nation's commitment to media plurality. Swedish news publishers have continuously lost advertising revenues, once the cornerstone of their business model, largely because tech giants such as Alphabet and Meta have come to dominate digital advertising. Overall advertising revenue for Swedish news publishers decreased by the equivalent of €15.8m in 2024 compared to the previous year, totalling €217.7m. While most advertising revenue still comes from print (€137m in 2024), this declines every year and was 8% down in 2024. Newspaper revenues from online advertising increased slightly, reaching €79m in 2024 or 37% of all revenues (TU Mediefakta 2025).

Amid the downward spiral for advertising, publishers have been compelled to implement cost-cutting measures and seek alternative revenue streams, with reader subscriptions having emerged as the primary focus. Newspapers continue to make most of their money from print subscriptions, for which they charge high prices which include home delivery, but 31% of our survey respondents pay for news online, placing Sweden second after Norway among our countries surveyed. There is less loyalty among online subscribers, however, compared to print, with some users signing up for short-term special subscription offers. Newspapers' overall reader revenue remained stable between 2023 and 2024, but its share of the total revenues has increased slightly due to the continued decline in print advertising.

Major national publishers, such as those within the Schibsted and Bonnier groups, are among the most successful with the digital subscription models, with Bonnier News+ recognised for its comprehensive content offering. In 2024 Bonnier News Local (BNL) signed a deal with local media company NWT in which they purchased shares in each other's companies. Publishers generally offer free content for basic news and paywalled access to premium services, including specialised content and lifestyle offerings. The larger news publishers have expanded into audio formats, including podcasts and TV, and their audio-visual content can be cross-promoted on their proprietary platforms as well as on social media platforms in attempts to stimulate engagement among (younger) target groups. Publishers are also exercising caution regarding platform dependency, aiming to maintain control over their distribution and content. Swedish PSM are required to own and control their distribution infrastructure, minimising reliance on external platform companies, and SVT has worked hard to reduce its dependency.

The Swedish News Media Association's innovation of the year award went to the integration-oriented news podcast Daily Arabic, developed by *Aftonbladet* and Alkompis, targeted at the Arabic-speaking community in Sweden. *Aftonbladet* selects content from its podcasts and uses AI for translation to Arabic, which is then checked by Alkompis staff. In addition, *Svenska Dagbladet* have developed a format for quick and concise news reading called SvD Kompakt, designed to appeal to 'the young and curious'.

Swedish publishers have moved ahead with AI. Swedish Radio have long used it for audio transcriptions and synthetic voices, and in Q1 2025 launched their proprietary AI chatbot for news. Norwegian Schibsted-owned *Aftonbladet* started an AI hub in 2023 which is now integrated into the newsroom that produces article summaries, converts sound to text, and creates subtitles. AI has also been used to systematically analyse their news output for patterns and biases. In early 2025 Schibsted signed a two-year contract with OpenAI. The full details are confidential, but Schibsted has announced that journalists producing news used by OpenAI, which makes explicit reference to Schibsted titles, will be given an annual bonus of roughly €500.

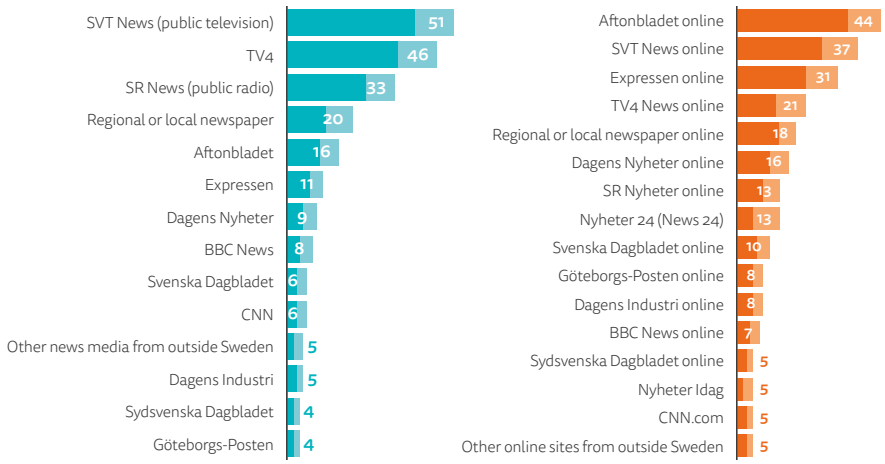
Oscar Westlund
Oslo Metropolitan University and University of Gothenburg

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

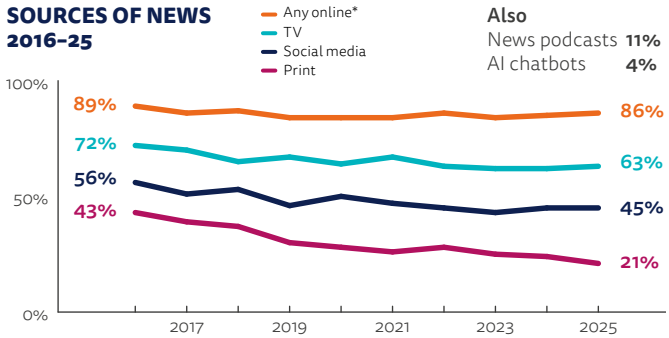


31% pay for **ONLINE NEWS**

CHANGING MEDIA

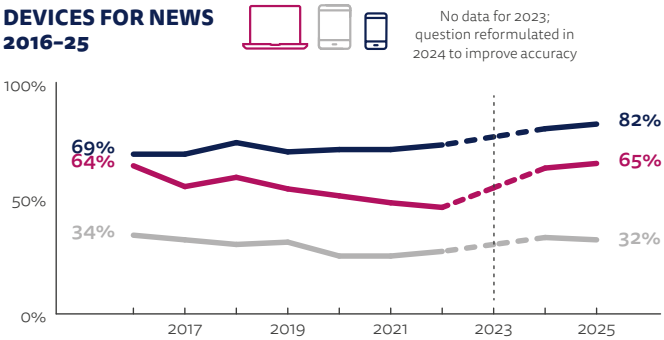
Swedes mainly access news online, with print's role halving in the past decade, but TV remains a very important source of news, mostly via public broadcaster SVT but also TV4.

SOURCES OF NEWS 2016–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

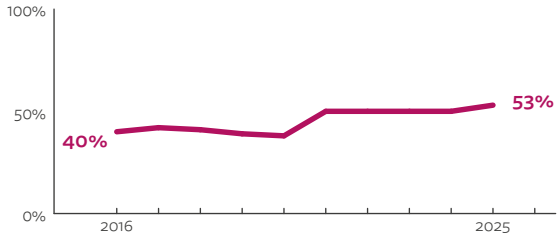
DEVICES FOR NEWS 2016–25



TRUST

Trust in news overall has increased to 53%, and is higher for news media that people use themselves. Swedes generally trust the two PSM organisations and local newspapers the most, whereas the trust for alternative news media is lower, and fell further in the last year.

OVERALL TRUST SCORE 2016–25



Proportion that trusts 'most news most of the time'

53%
OVERALL TRUST
9/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 88.13	4/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Aftonbladet	53%	19%	28%
Dagens Industri	69%	20%	11%
Dagens Nyheter	69%	16%	15%
Expressen	52%	22%	26%
Fria Tider	23%	24%	53%
Göteborgs-Posten	60%	25%	14%
Nya Tider	24%	28%	48%
Nyheter 24	40%	30%	30%
Nyheter Idag	37%	32%	31%
Regional or local newspaper	73%	16%	11%
Samhällsnytt	31%	31%	38%
Svenska Dagbladet	67%	19%	14%
Sveriges Radio (SR) News	76%	11%	13%
Sveriges Television (SVT) News	76%	10%	14%
TV4 News	62%	21%	17%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

20%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	24%	(-1)	69%
2	Instagram	16%	(+1)	60%
3	YouTube	15%	(-2)	60%
4	X	9%	(-)	16%
5	Facebook Messenger	9%	(+1)	53%
6	TikTok	8%	(+3)	19%

SWITZERLAND

Layoffs have become commonplace in Switzerland's small media market. The economic situation is difficult for private media companies and also perhaps especially for the public broadcaster, which could face budget cuts of between 20% to 50% in the next few years.

Population	**8.9m**
Internet penetration	**97%**

The business of news is becoming increasingly difficult, even though the number of people who say they pay for online news has recently increased (to 22%). Advertising revenues are still down compared to a decade ago, and almost half of the adult population belongs to the group of 'news deprived' users with a clearly limited news diet (fög – University of Zurich 2024). Against this background, journalist layoffs intensified in 2024. Ringier, which publishes tabloid-like brands such as *Blick*, is losing about 50 journalists, as is TX Group, the company publishing brands such as *Tages-Anzeiger* and *24heures*. Both companies are now increasingly reliant on revenues from their digital marketplaces and are centralising news production across some titles to save money, which raises concern about the dilution of journalistic resources and editorial distinctiveness at the local level. CH Media, owner of watson.ch and many regional brands, closed several of its regional platforms which had bundled print products, radio stations, and online news sites. By comparison, the NZZ media company seems to be doing better, as it reduces its share in the joint venture with regionally oriented CH Media and enjoys rising numbers of subscribers and revenue with its own core brands, including in the larger market in Germany. A small number of online pure players focusing on 'slow journalism' or on (hyper)local news have gained a foothold, such as Republik, Hauptstadt in Bern, or Bajour in Basel. However, these niche players currently operate with relatively small budgets and audiences. The growing audience using TikTok for news (+7pp), particularly with under-35s and in French-speaking Switzerland, suggests there may be potential for Swiss providers of more mainstream youth-oriented video-rich online content.

There are no immediate plans for subsidies to support online journalism. However, after successful lobbying by publishers, legacy media will get additional subsidies for print distribution (over €30m p.a.). Even so, in 2024 the larger companies announced the closure of their few remaining printing presses. Publishers are also hoping that a new draft law due in 2025 will force platforms to pay copyright fees for link previews, news snippets, and possibly also summaries by AI chatbots. It remains to be seen whether and how that domestic debate will be shaped by international tech platforms such as Meta, Google, and OpenAI, which have just expanded their offices in Switzerland.

The larger publishers are still pursuing a strategy to pool their data together in a Digital Alliance. While the sharing of traffic and user data seems to be on track in their project OneID, their project OneLog, which involves a shared, single login across news brands, is still only partially operational after a cyber-attack in late 2024.

Most of the discussion focuses on the public broadcaster SRG SSR, whose SRF and RTS brands continue to be the most-used and most trusted. SRG SSR faces substantial budget cuts of uncertain amounts, given rising inflation and declining advertising revenue but especially as the licence fee (currently equivalent to €350 per household p.a.) plus the fee paid by large companies, which contributes around 10% of its overall revenue, is expected to shrink. In a 'worst case' scenario for SRG SSR the revenues from the licence fee could be halved, depending on the outcome of a referendum put forward by right-wing politicians from German-speaking Switzerland, which could take place in 2026. Parliament is currently discussing whether to propose an alternative with slightly lower fee reductions. The federal government has separately already announced a slight reduction by 2029. Even in that 'best case' scenario, SRG SSR expects its budget to fall by almost 20%, with a loss of roughly 1,000 jobs by 2029, and it has already announced more than 100 redundancies and the closure of popular entertainment and long-form culture and science programmes.

Several companies are experimenting with AI within newly established guidelines. Most are proceeding with caution in the editorial space, using AI primarily to generate summaries or regionally customised short items or to reformat content. Surprisingly though, in a special anniversary edition, 20 Minuten, Switzerland's largest print and online brand, showed non-declared AI-generated pictures of fake members of the public giving testimonials about why they like 20 Minuten. Irrespective of this episode, Swiss audiences remain sceptical towards the use of generative AI, expect transparency, and believe that media companies do not use AI responsibly enough (Vogler et al. 2024).

Linards Udris and **Mark Eisenegger**
Research Center for the Public Sphere & Society (fög), Department of Communication and Media Research (IKMZ)/University of Zurich

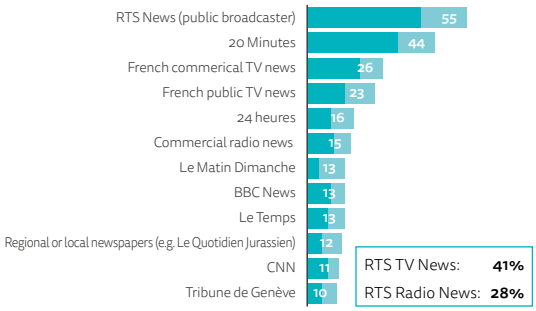
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

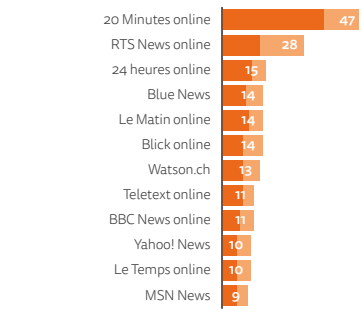
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

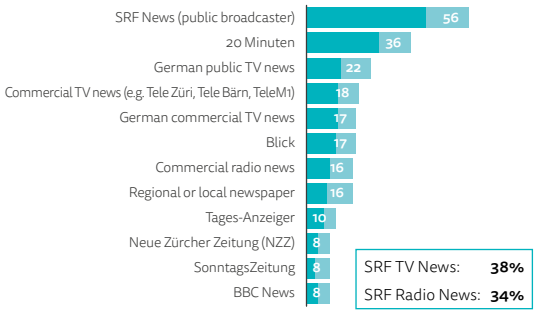
TV, RADIO, AND PRINT (FRENCH SPEAKING)



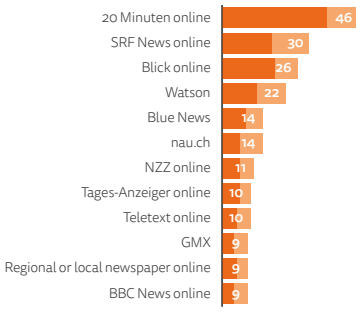
ONLINE (FRENCH SPEAKING)



TV, RADIO, AND PRINT (GERMAN SPEAKING)



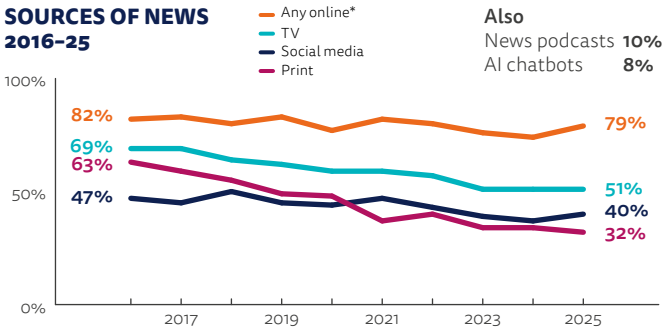
ONLINE (GERMAN SPEAKING)



22% pay for **ONLINE NEWS**

French 24% | German 21%

SOURCES OF NEWS 2016–25

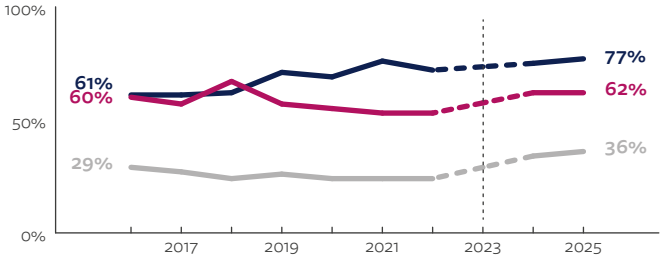


Also
News podcasts 10%
AI chatbots 8%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

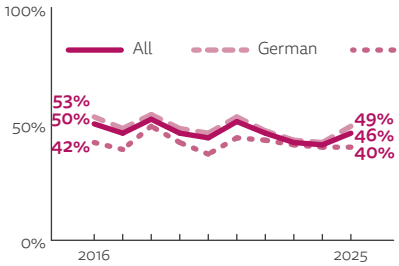
DEVICES FOR NEWS 2016–25*

No data for 2023; question reformulated in 2024 to improve accuracy



* 2018 figures for computer use were likely overstated due to an error in polling

OVERALL TRUST SCORE 2016–25



46% **OVERALL TRUST** 14/48 markets

Overall trust levels tend to fluctuate. After a three-year decline, trust in news has recently increased again, albeit only in German-speaking Switzerland. Brands from the public broadcaster remain the most trusted in both German-speaking and French-speaking Switzerland, followed by subscription-based newspaper brands. Less trust is placed in tabloids, digital-born brands, and news from email providers (Blue News, MSN, Yahoo!, GMX).

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	WhatsApp	26%	(+1)	76%
2	YouTube	26%	(+3)	60%
3	Facebook	22%	(+2)	51%
4	Instagram	20%	(+3)	48%
5	TikTok	14%	(+7)	25%

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

FRENCH

Brand	Trust	Neither	Don't Trust
20 Minutes	56%	22%	22%
24 heures	63%	24%	13%
Arcinfo	49%	34%	17%
Blick	47%	31%	22%
Blue News	46%	33%	21%
Commercial radio news	54%	31%	14%
Commercial TV news	57%	28%	15%
Le Matin	57%	27%	16%
Le Nouvelliste	54%	32%	14%
Le Temps	63%	24%	13%
MSN	32%	36%	32%
Regional or local newspaper	61%	27%	13%
RTS News	72%	18%	10%
Tribune de Genève	57%	29%	13%
Yahoo! News	34%	35%	32%

GERMAN

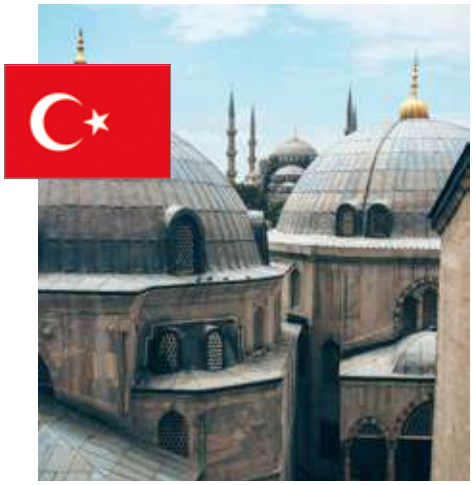
Brand	Trust	Neither	Don't Trust
20 Minuten	57%	20%	23%
Aargauer Zeitung	61%	25%	14%
Blick	42%	22%	37%
Blue News	49%	29%	22%
Commercial radio news	61%	22%	16%
Commercial TV news (e.g. Tele Züri)	62%	21%	17%
GMX	37%	31%	32%
MSN News	38%	32%	30%
nau.ch	48%	26%	25%
NZZ	70%	16%	14%
Regional or local newspaper	69%	19%	12%
Sonntags Zeitung	63%	21%	16%
SRF News	76%	12%	12%
Tages Anzeiger	66%	20%	14%
Watson	51%	25%	23%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

WORLD PRESS FREEDOM INDEX SCORE 2025 Score: **83.98** **9**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

TURKEY



Following the arrest of President Erdoğan's main political challenger in March 2025, Turkey witnessed the largest anti-government protests of the last decade. While the question of whether Erdoğan will secure a third term as president remains unclear, freedom of expression and the press in Turkey continue to face serious threats, with the government intensifying efforts to silence critical voices and restrict independent journalism.

Population	**86m**
Internet penetration	**87%**

In late March 2025, the arrest of Ekrem İmamoğlu, the opposition's Istanbul Mayor, along with around 100 others connected to him, sparked widespread protests across the country. Just before his arrest on corruption charges, İmamoğlu's bachelor's degree was controversially annulled by Istanbul University, disqualifying him from running for president. In response, the Republican People's Party (CHP) invited the public to join their 1.7 million members in showing solidarity with İmamoğlu, resulting in approximately 15 million votes for his presidential candidacy in CHP's primaries for the next election. Following his arrest, hundreds of thousands took to the streets, accusing the judiciary of political bias, condemning arbitrary arrests and mistreatment of peaceful protesters, including many students, as well as the growing authoritarianism in Turkey.

The crackdown was accompanied by intense pressure on mainstream and independent media outlets, journalists, public figures, artists, and ordinary citizens. Immediately after İmamoğlu's arrest, the Governor of Istanbul imposed a four-day protest ban, with access to popular social media platforms restricted and major metro lines closed. The High Council for Broadcasting (RTÜK), Turkey's media regulator, imposed fines and publication bans on opposition media, including Halk TV and Tele 1 and a ten-day blackout on Sözcü TV for 'inciting hatred and enmity' during their live coverage of the protests. Eight Turkish journalists were subsequently brought to trial in April,[89] while two foreign correspondents faced legal action. Mark Lowen, a BBC correspondent, was deported for 'being a threat to public order', while Swedish correspondent Joakim Medin was arrested on charges of 'insulting the president' and 'belonging to an armed terrorist organisation'. Turkish authorities claimed Medin's arrest was unrelated to his journalistic activities.[90]

Social media played a significant role in amplifying both the protests and the opposition's call for a boycott of pro-government media firms and companies as well as a one-day shopping boycott. Turkey's state broadcaster TRT fired several actors who used social media to support the shopping boycott and then removed a complete series from its streaming platform after the show's screenwriter declared his solidarity with the actors. Additionally, Meta faced a substantial fine by the Turkish government for not complying with restricting content, and X's Global Government Affairs team objected to court orders to block over 700 accounts of news organisations, journalists, political figures, and students.

During 2024, Turkish media faced significant legal and governmental pressures, with at least 10 journalists arrested and 57 detained.[91] More than 30 journalists were sentenced for offences such as 'insulting public officials', 'inciting violence against law enforcement', 'spreading misleading information', and 'promoting terrorist organisations'. Three journalists faced charges for insulting the president, and around 17 others are currently on trial, facing prison sentences of up to nearly five years for similar offences. By the end of 2024, Article 299 of the Turkish Penal Code, which covers insulting the president, has been used to prosecute over 250 journalists during Erdoğan's term, with 77 receiving prison terms or fines.

One prominent example of the legal pressures on independent media was in May 2024, when the regulator, RTÜK, imposed a broadcast ban and fine on Açık Radyo (Open Radio), an independent Istanbul-based radio station, for 'inciting hatred and enmity among the people' due to a mention of the 'Armenian genocide' by a guest. When RTÜK revoked their terrestrial broadcast licence in July 2024, Açık Radyo moved operations online as 'Apaçık Radyo' (Very Open Radio). But the closure of the independent news site, Gazete Duvar, showed that legal pressures are not the only challenge. While it began amidst the political unrest following the 2016 coup attempt, its owner blamed the site's closure on financial difficulties, largely due to changes to Google's algorithm rather than on politics.[92]

In July 2024, 19 international human rights and press freedom organisations urged the EU to take stronger steps to protect freedom of expression and journalists' rights in Turkey, which had become the country with the highest number of pending cases – around 21,600 – at the European Court of Human Rights.[93] According to Freedom House, Turkey also ranks among the top ten countries that have experienced the sharpest decline in freedoms over the past decade.

Nic Newman
Senior Research Associate, Reuters Institute

[89] https://www.bbc.co.uk/news/articles/cz01xgnzv5jo
[90] https://www.theguardian.com/world/2025/mar/30/turkey-says-swedish-journalist-detained-on-terror-charges-and-for-insulting-the-president
[91] https://static.bianet.org/2025/01/bia-medya-gozlem-2024.pdf
[92] https://www.turkishminute.com/2025/03/12/gazete-duvar-shuts-down-citing-financial-problems-amid-google-algorithm-changes/
[93] https://www.mfrr.eu/the-eu-must-do-more-to-prioritise-protecting-media-freedom-and-human-rights-in-turkiye/

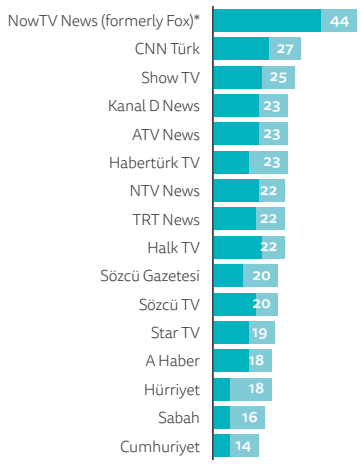
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

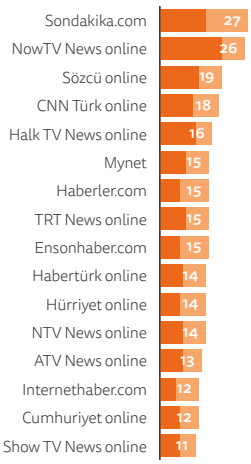
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

TV, RADIO, AND PRINT



ONLINE

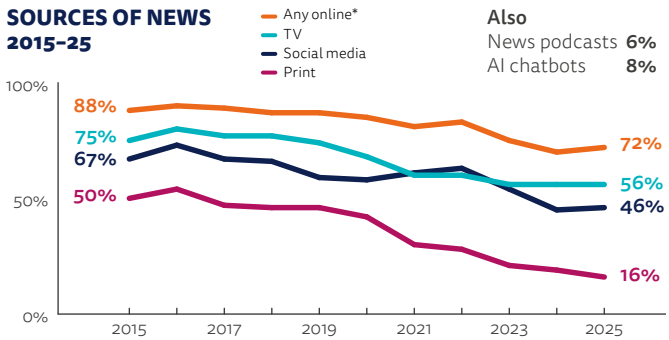


*Note: Our survey asked about Fox News although the service has now been rebranded as NowTV. This may have slightly lowered scores for Now TV in this year's report.

CHANGING MEDIA

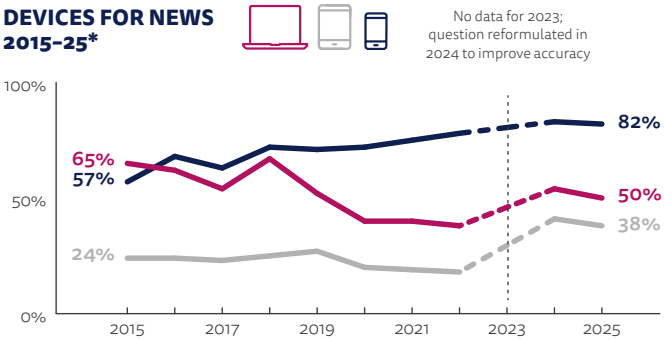
Television remains an important and influential source of news in Turkey, while print's decline continues, with weekly readership dropping to almost a third of its 2015 level.

SOURCES OF NEWS 2015–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2015–25*

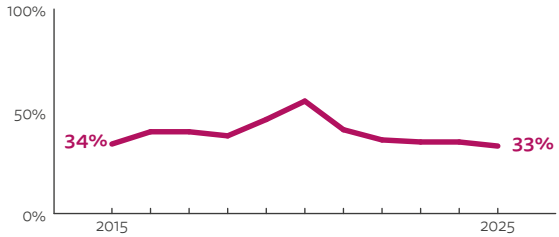


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Trust in news in general dropped to its lowest level since 2015. Brands with higher levels of trust such as NowTV News, Sözcü TV, and Halk TV are known for their oppositional stance, while pro-government brands such as the public broadcaster (TRT) consistently have lower trust scores overall in a highly polarised environment.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

33%

OVERALL TRUST =33/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 29.4	159/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
A Haber	37%	16%	47%
ATV	38%	18%	44%
CNN Türk	50%	21%	29%
Cumhuriyet	52%	24%	24%
Habertürk	51%	23%	26%
Halk TV	53%	21%	26%
Hürriyet	42%	25%	33%
Kanal D News	42%	24%	33%
Milliyet	42%	26%	32%
NowTV News	61%	17%	22%
NTV News	52%	23%	25%
Sabah	38%	23%	38%
Show TV News	42%	26%	33%
Sözcü TV	54%	19%	27%
TRT News	46%	18%	36%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

36%

SHARE NEWS

via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Instagram	40%	(+2)	64%
2	YouTube	35%	(-3)	61%
3	WhatsApp	23%	(-6)	63%
4	X	23%	(+1)	31%
5	Facebook	22%	(-5)	43%
6	TikTok	11%	(+1)	23%

SECTION 3

SECTION 3

Analysis by Country and Market
Americas

AMERICAS		
3.26	United States	118
3.27	Argentina	120
3.28	Brazil	122
3.29	Canada	124
3.30	Chile	126
3.31	Colombia	128
3.32	Mexico	130
3.33	Peru	132

UNITED STATES

The first months of the second Trump administration have brought what Reporters Without Borders calls a 'war on the press' on multiple fronts, from moves to defund public media and dismantle overseas broadcasting, to attacks on disfavoured news outlets via lawsuits, access restrictions, and federal investigations. The assault comes amid wider threats to independent US institutions, including universities, scientific agencies, and the legal profession.

Population	**342m**
Internet penetration	**93%**

President Trump's most public confrontation has been with the Associated Press, shut out of many White House events after failing to embrace his renaming of the Gulf of Mexico. Ordered by the courts to restore the AP's access, the new administration responded by eliminating the permanent slot for newswires in the White House press pool. At the same time Trump has opened up access to creators and influencers, many of whom played a key role in his election success.

Meanwhile, Trump has repeated calls for broadcast network CBS – which he also privately sued for $20bn – to lose its broadcast licence, in response to coverage by flagship newsmagazine *60 Minutes* that he said cast him in a negative light.[94] As of April 2025, the US broadcast regulator under Trump has opened complaints against – or investigations into –legacy TV networks CBS, NBC, and ABC (but not right-leaning Fox), as well as public broadcasters PBS and NPR. The White House also proposes to eliminate federal support for the public service media, just weeks after an executive order all but shuttered Radio Free Europe and Voice of America.

The strategic landscape for major platforms is also in flux. In a dramatic shift, Mark Zuckerberg announced in January that Meta would end its paid partnerships with independent fact-checkers in the US – accusing them of ideological bias and censorship – and shift to a crowdsourced 'community notes' system like the one used on Elon Musk's X. TikTok unveiled its own version, called Footnotes, in April, but continues to work with US fact-checkers as well.

Meanwhile, Trump has railed against EU platform rules even while keeping Google and Meta in limbo about antitrust efforts inherited from the previous administration – widely seen as a way of maintaining leverage over the firms. In April, Trump approved a second extension for TikTok to find a buyer for its US operations to comply with a 2024 law.

In July 2024, a Trump campaign rally in Butler, Pennsylvania, took a shocking turn when a gunman opened fire, wounding Trump and two others and killing one. TV networks cut into regularly scheduled programming, with the main networks and cable news networks mostly praised for their 'responsible coverage'.[95] AP photographer Evan Vucci captured an image of Trump, blood smeared on his face from a grazed ear, raising his fist as an American flag waved in the background. The instantly iconic image ran on magazine covers, front pages, and websites around the world.

As the election neared, the *Washington Post* broke with decades of precedent, and caught its own newsroom off guard, by choosing not to endorse a presidential candidate. Former Executive Editor Marty Baron called the decision 'cowardice, a moment of darkness that will leave democracy as a casualty'. Some readers cancelled their subscriptions in protest. *Los Angeles Times* owner Patrick Soon-Shiong also blocked the editorial board's endorsement of Democratic candidate Kamala Harris, leading the editorials editor, Mariel Garza, and two editorial board members to resign.

In a March 2025 controversy dubbed 'Signalgate', Trump administration officials used an unsecured Signal chat to discuss an imminent bombing camaign in Yemen – with an audience that inadvertently included *Atlantic* magazine Editor Jeffrey Goldberg. In April, the *New York Times* reported that Defense Secretary Pete Hegseth shared details about the Yemen strike in another Signal chat with friends and family, leading to further calls for his resignation.

Criticism has continued to mount against *Washington Post* chief executive Will Lewis for a string of controversial decisions, including a newsroom overhaul that pushed out Executive Editor Sally Buzbee and prompted several journalists to depart for competitors. Layoffs continued at national news organisations, including the *Post* cutting about 100 posts across its business division, the Associated Press reducing its workforce by 8%, HuffPost laying off nearly 30 staff, and Vox Media 12 employees.

Notable shake-ups in the broadcast and cable landscape include MSNBC cutting ties with host Joy Reid; Lester Holt stepping down as anchor of *NBC Nightly News*; and Jim Acosta, anchor and former chief White House correspondent, leaving CNN. The troubled news network's chief, Mark Thompson, has teased plans for a subscription-based, lifestyle-focused 'non-news digital product' in 2025.[96]

As the local news crisis continues, student journalists have increasingly stepped in to fill in gaps, including in areas classified as news deserts. The University of Vermont's Community News Service offers local outlets student-reported stories, supervised by a professional editor, which operates in addition to more than 120 programmes around the country.

Lucas Graves
University of Wisconsin-Madison
Joy Jenkins
University of Missouri

[94] https://thehill.com/media/5247488-trump-says-cbs-should-lose-license-after-60-minutes-segments-on-ukraine-greenland/
[95] https://www.poynter.org/commentary/2024/abc-cbs-nbc-cnn-fox-msnbc-coverage-trump-assassination/
[96] https://nypost.com/2025/04/15/media/cnns-mark-thompson-to-roll-out-digital-subscriptions-as-network-struggles/

WEEKLY REACH OFFLINE AND ONLINE

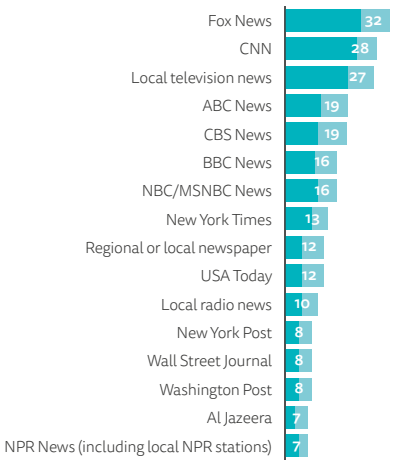
TOP BRANDS

% Weekly usage

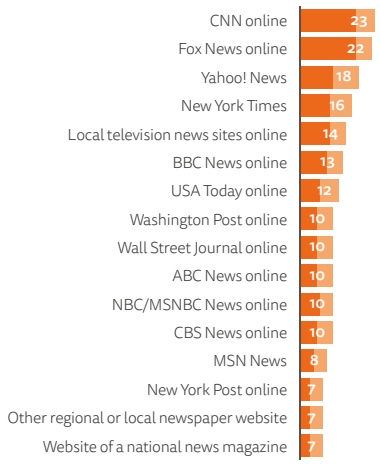
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

20% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



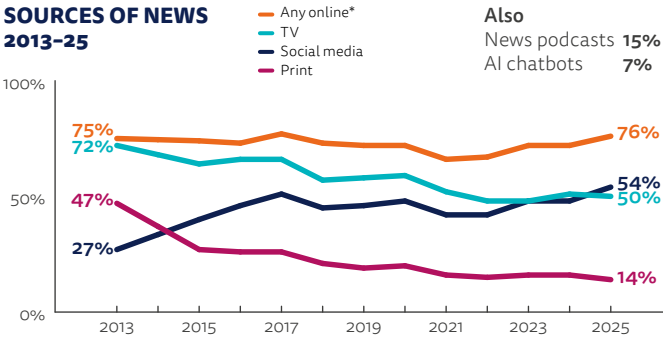
ONLINE



CHANGING MEDIA

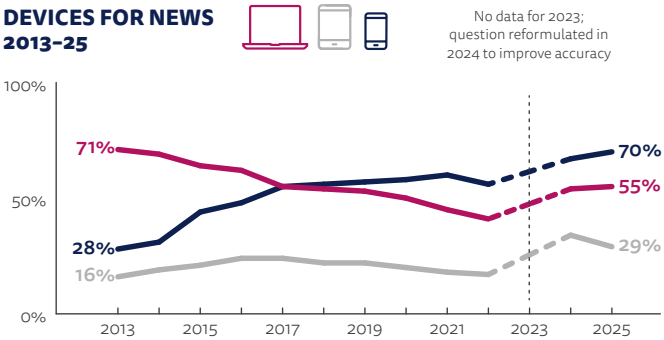
Right-leaning Fox News has gained audience in the last year as Donald Trump swept back to power, but CNN has not benefited as many progressives pull back from the news. Social media consumption has also surged (+6pp) amid an intense political climate.

SOURCES OF NEWS 2013–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

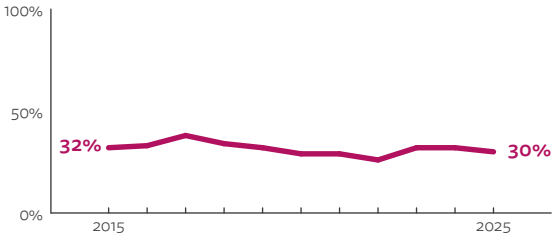
DEVICES FOR NEWS 2013–25



TRUST

Overall trust remains at the lower end of our international survey, with most brands seeing a dip in their trust scores in the last year. Among the brands included in our survey, local TV news and local newspapers remain most trusted, along with the BBC and long-established broadcast networks CBS and ABC. But trust levels for other brands are adversely affected by the highly polarised US market.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

30%
OVERALL TRUST
=39/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **65.49** | **57** / 180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
ABC News	47%	22%	30%
BBC	52%	25%	22%
CBS News	48%	23%	30%
CNN	46%	18%	36%
Fox News	43%	17%	40%
HuffPost	34%	34%	32%
Local television news	59%	23%	18%
NBC/MSNBC News	44%	23%	33%
New York Times	47%	23%	30%
NPR News	42%	28%	30%
Regional or local newspaper	55%	26%	19%
USA Today	44%	30%	26%
Wall Street Journal	46%	29%	25%
Washington Post	42%	26%	32%
Yahoo! News	35%	34%	31%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

31%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	32%	(+1)	64%
2	YouTube	30%	(+1)	63%
3	X	23%	(+8)	31%
4	Instagram	16%	(+2)	41%
5	TikTok	12%	(+3)	26%
6	WhatsApp	10%	(+1)	26%

ARGENTINA

Javier Milei's presidency has significantly changed the media landscape in Argentina, adding to the pressure on press freedom and fragile business models. In a deeply polarised environment, where media are either for or against the government, public interest in the news is down, with audiences instead seeking out non-traditional sources such as live online video.

Population	**46m**
Internet penetration	**89%**

The government's determination to cut public spending, vividly illustrated by President Milei handing a chainsaw to Elon Musk, has led to the closure of public media and reductions in government advertising. The former news agency Télam, one of the oldest in Latin America, closed down its news operation, but continued working as an advertising agency for the government, and cut its workforce by more than half. Public radio and television, which have historically supported the government rather than acting as independent sources, also faced layoffs at the end of 2024 and lost their status as state corporations, paving the way for potential privatisation.

Budget cuts have also hit privately owned media – overall advertising declined by 4% in 2024.[97] While ad spending for digital outlets remained steady, it fell by 28% for print, 15% for radio, and 9% for television, mirroring the audience's migration to online media.

Attacks by the president on journalists who criticise him have continued, with him repeatedly vilifying and insulting reporters, treating them as enemies. The non-profit FOPEA (the Argentine Journalism Forum) said almost a third of attacks on journalists between April and July 2024 involved the president. Meanwhile the country dropped 26 places in the 2024 World Press Freedom Index, to 66th place.

The Milei government continues to polarise news outlets, with some supporting and others opposing, continuing a trend which was established during previous administrations, particularly that of Cristina Fernández de Kirchner. But the polarisation has not led to an increase in interest in news – rather it has led to even lower levels of engagement. In 2017, 77% of people in Argentina reported being extremely or very interested in news; in 2025 it is just 42%. Fewer than one-third of respondents indicate that they trust the media in general, and less than 40% trust the specific media outlets they engage with.

There are many news outlets in Argentina but ownership is mostly concentrated into a small number of conglomerates such as Grupo América and Grupo Clarín, owner of the top-selling print newspaper in Argentina, *Clarín*. It reported an average daily print circulation of just 38,000 copies by the end of 2024, down from 51,000 a year earlier.[98] Ten years ago it was selling a quarter of a million copies a day. The digital subscription base, however, has grown to 750,000 users, while print still accounts for 53% of circulation revenue. Meanwhile, broadcast television viewership continued to decline, with average ratings of 17% across all stations in 2024, down from 18.4% the previous year.

Online media have increasingly adopted subscriptions as a funding source, but only 11% of respondents reported paying for news online in 2025. The two leading online news outlets in early 2025 were Infobae, which was used weekly by 34% of respondents, and the website and apps of the cable news channel TN, visited by 31%. Neither of these outlets has paid subscription options.

While traditional news outlets decline, alternative sources are thriving. Online live video, blending news and entertainment, surged during the pandemic and continues to grow. For instance, 8% of respondents cite Luzu TV as a news source; this channel has over 2 million subscribers on YouTube, while its main competitor, Olga, has 1.4 million subscribers. Other online news outlets and broadcast radio have followed suit, webcasting discussion programmes which are popular and less costly to produce than traditional news. Some of them foster community-building through in-person interactions with presenters and celebrities; some include live music performances. Their primary source of funding remains advertising, both directly on their channels and via social media.

The use of social media platforms for news has remained consistent this year, with six out of ten respondents saying they obtain information from these sources. Nearly four out of ten respondents use Facebook for news, while 35% turn to Instagram. WhatsApp, however, has declined as a source of information, and the comparatively more politicised platform X is now a news source for just 12% of respondents.

Eugenia Mitchelstein and
Pablo J. Boczkowski
Center for the Study of Media and Society, Argentina (MESO)

[97] Argentine Chamber of Media Agencies 2024 report. https://agenciasdemedios.com.ar/caam-informa-la-inversion-publicitaria-del-1er-semestre-2024/
[98] Grupo Clarín Financial Statement 2024. https://ir.grupoclarin.com/en/quarterly-results/

WEEKLY REACH OFFLINE AND ONLINE

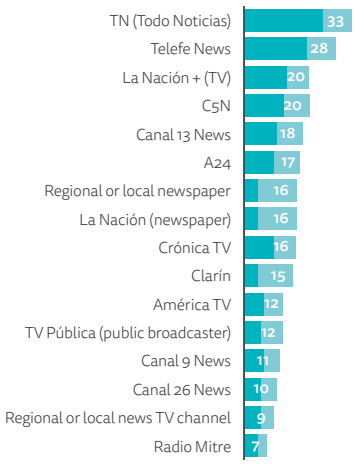
TOP BRANDS

% Weekly usage

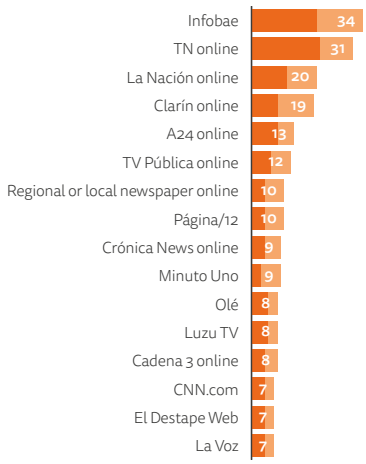
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

11% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



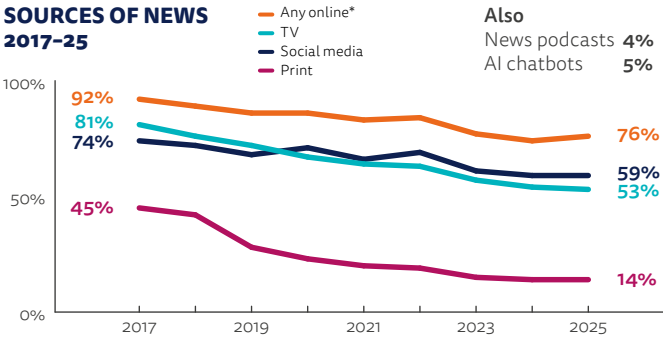
ONLINE



CHANGING MEDIA

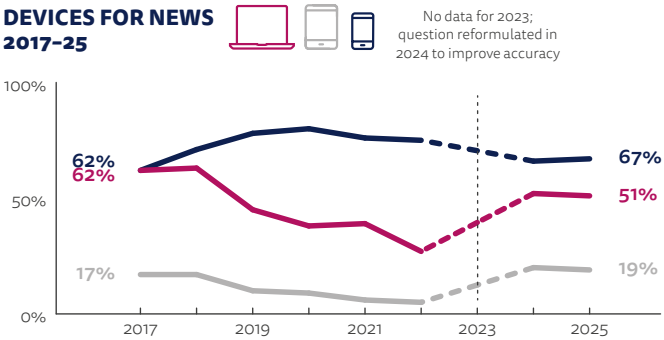
Traditional media consumption, such as television and print, has been declining for years in Argentina. Meanwhile, three-quarters of our respondents access news online, with over half accessing via social media.

SOURCES OF NEWS 2017–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

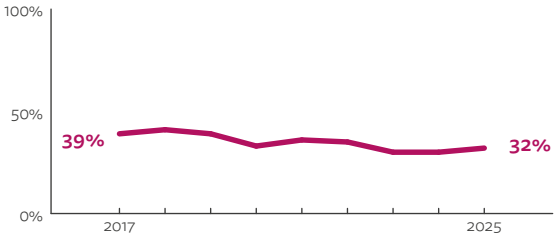
DEVICES FOR NEWS 2017–25



TRUST

Trust in news at 32% remains low by international standards, linked to high levels of political polarisation. Despite this, some media brands, such as Telefe, TN, La Nación, and Infobae, have continued to be perceived as trustworthy for at least half of the respondents.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

32%
OVERALL TRUST =35/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 56.14	87 / 180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
A24	47%	31%	23%
C5N	37%	24%	39%
Cadena 3	36%	38%	26%
Clarín	44%	27%	29%
Cronista	34%	39%	27%
Infobae	52%	27%	21%
La Nación (newspaper)	52%	27%	21%
La Nación + (television)	52%	26%	22%
Minuto Uno	35%	40%	25%
Página/12	36%	33%	31%
Perfil	32%	38%	29%
Regional or local newspaper	46%	35%	19%
Telefe News	57%	26%	17%
TN (Todo Noticias)	55%	23%	22%
TV Pública News	39%	34%	28%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

34%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	38%	(+1)	62%
2	Instagram	35%	(+2)	61%
3	YouTube	28%	(-3)	65%
4	WhatsApp	27%	(-6)	75%
5	TikTok	17%	(+2)	35%
6	X	12%	(+1)	18%

BRAZIL

Free-to-air television's decades-long dominance in the Brazilian media market continues to be challenged by digital platforms, as audiences consume more audio and video content from streaming services. Meanwhile, artificial intelligence (AI) tools are being incorporated slowly but steadily into the daily activities of major media outlets.

Population	**218m**
Internet penetration	**84%**

The use of AI in Brazilian newsrooms spans an increasingly wide range of applications, including speeding up the translation of agency articles, transforming written content into short videos, and producing insights from vast amounts of unstructured data. The newspaper *O Globo*, for example, published a series of stories based on 600,000 speeches made in the House of Representatives and the Senate between 2001 and 2024. Over 255 million words and expressions were evaluated during four months using AI tools. Some of the country's leading media groups, including Grupo Estado and Grupo Globo, issued guidelines on using the technology, emphasising that editorial uses of generative AI should always be under direct human supervision.

The discussion about the potential impact of artificial intelligence also reached the political arena. In December 2024, the Senate passed a bill regulating the development and use of AI in Brazil. The legislative proposal, which foresees copyright payment for content used to train artificial intelligence models, is now pending in the House of Representatives.

After a failed attempt to regulate social media in 2023, the topic gained momentum again last year when Brazil's supreme court ordered a nationwide suspension of Elon Musk's social network X. Judge Alexandre de Moraes banned it from operating after the company defied court orders regarding the removal of accounts blamed for disinformation. X was unavailable for more than a month but resumed service in October after the company met its legal obligations, including paying fines and blocking certain users.[99] While it was offline, Bluesky gained millions of users, at one point getting more than a million new users in just three days, but it is still no match for X in terms of popularity.

The tussle between Musk and Moraes gained huge press attention – Moraes has been vocal in defending social media regulation in order to hold digital platforms accountable for falsehoods, but some legal experts are worried he might be going too far. In August 2024, Judge Moraes ordered the arrest of right-wing bloggers Allan dos Santos and Oswaldo Eustáquio on accusations that both disseminated falsehoods on social media in an attempt to intimidate federal police authorities. Both are supporters of former president Jair Bolsonaro; both have now left the country. The Economist Intelligence Unit moved Brazil from 51st to 57th spot in its Democracy Index 2024, suggesting that Moraes's rulings could have a 'chilling effect on freedom of speech'.

In another episode that highlights concern about the political impact of social media in Brazil, an avalanche of digital misinformation forced the government in January to withdraw a new set of regulations aimed at combating tax evasion. Misinformation shared on social networks sparked concerns that, with the new rules, instant money transfers would be taxed – an entirely false claim. A video posted by right-wing lawmaker Nikolas Ferreira slamming the regulation amassed more than 300 million views on Instagram. Ferreira has more than 17 million followers on the Meta platform.

Investigations into an alleged military coup attempt plotted by former President Bolsonaro and some of his top officials were an omnipresent theme in legacy media throughout 2024. But the subject lost ground in terms of media coverage following the inauguration of Donald Trump, as the US president announced tariffs on Brazil and other countries. However, the outcome of legal proceedings against Bolsonaro and 33 people charged in connection with the alleged coup plot to overthrow the government elected in 2022 will doubtless remain in the headlines in the year ahead.

The leading newspapers *Folha de S. Paulo* and *O Estado de S. Paulo* are tackling digitalisation by creating a wide array of podcasts, with varying degrees of success. More recently, newspapers have been investing in bi-weekly, and even daily, videocasts A survey conducted by the Brazilian Association of Podcasters (ABPod) recently estimated the number of podcast listeners at almost 32 million, with video accounting for 42% of content production.[100]

Meanwhile, news consumption through television continued its downward trajectory, after being challenged by social networks and the growing popularity of YouTube. Last year marked the death of legendary TV host and media mogul Silvio Santos, aged 93. Santos rose from humble origins to become the owner of SBT, one of the largest TV broadcasters in Brazil.

Rodrigo Carro
Financial journalist and former Reuters Institute Journalist Fellow

[99] https://www.reuters.com/technology/brazil-attorney-general-backs-reinstating-social-medial-platform-x-2024-10-08/
[100] https://abpod.org/wp-content/uploads/2024/10/PodPesquisa_2024_2025FINAL-1.pdf

WEEKLY REACH OFFLINE AND ONLINE

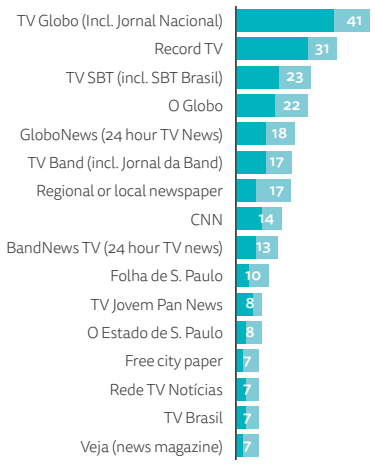
TOP BRANDS

% Weekly usage

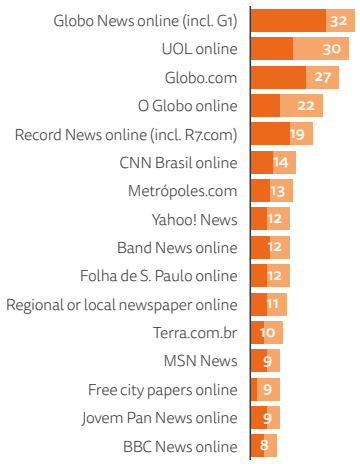
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

17% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



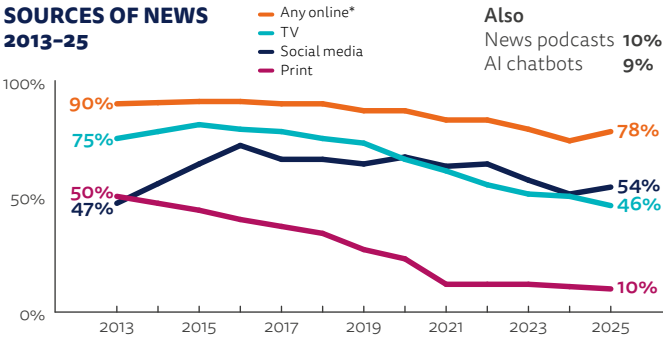
ONLINE



CHANGING MEDIA

Consumption of both television news and especially print have declined significantly over the last decade. In a sign of things to come, AI chatbots are used by 9% of Brazilians to get their news along with podcasts (10%).

SOURCES OF NEWS 2013–25



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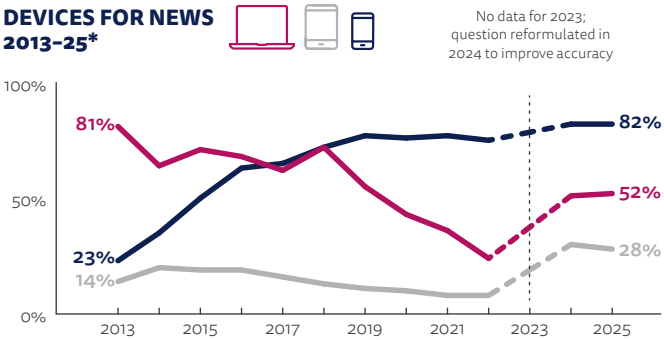
DEVICES FOR NEWS 2013–25*

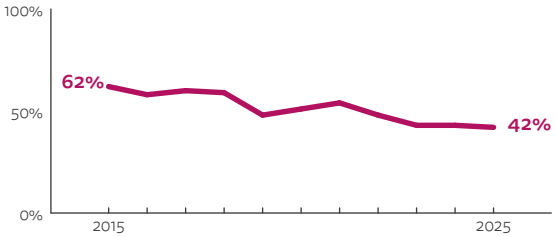


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

Trust in news (42%) seems to have settled into a 'new normal', with levels stabilising over the past three years. This after trust fell by 20pp between 2015 and 2023, a period characterised by growing political polarisation. The big TV news brands tend to attract most trust with audiences followed by newspapers of record such as *O Globo*, *O Estado de S.Paulo*, and *Folha de S.Paulo*.

OVERALL TRUST SCORE 2015–25



Proportion that trusts 'most news most of the time'

42%
OVERALL TRUST
20/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 63.8	63/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Band (incl. BandNews TV, Band.com.br)	59%	22%	18%
Folha de S. Paulo	52%	22%	26%
Globo (incl. TV Globo, GloboNews, G1)	55%	16%	29%
Metrópoles.com	49%	28%	23%
O Estado de S. Paulo	53%	24%	23%
O Globo (newspaper)	54%	19%	27%
Record (incl. RecordTV, Record News, R7)	62%	20%	18%
Rede TV	50%	28%	22%
Regional or local newspaper	59%	25%	16%
SBT News	64%	21%	15%
Terra.com.br	48%	29%	23%
UOL	54%	23%	23%
Valor Econômico	50%	29%	21%
Veja	50%	25%	25%
Yahoo! News	46%	31%	23%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

33%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	37%	(-1)	64%
2	Instagram	37%	(+1)	61%
3	WhatsApp	36%	(-2)	71%
4	Facebook	28%	(-1)	52%
5	TikTok	18%	(+4)	33%
6	X	9%	(-)	16%

CANADA

The unexpected chill in relations with the USA, after President Trump's calls for Canada to become the 51st state, helped Mark Carney's Liberal party to win the 2025 federal election in April, also boosting ratings for news outlets such as CBC/Radio-Canada. The continued absence of news on Meta platforms stands in contrast to Google's approach to news publishers, where funding is now starting to reach news outlets.

Population	**39m**
Internet penetration	**94%**

News media are affected in different ways by the tensions and tariffs that are dividing two long-time allies with strongly intertwined economies. Newsprint, for example, is largely a Canadian export to the south; ink is a US export to the north. But the situation has also led to heightened concerns about the quality of information spilling over from widely used American media, especially in a general election season. An inquiry on foreign interference in Canadian elections concluded that disinformation and misinformation, including AI-enabled manipulated content, were the 'single biggest risk' to democracy in the country.

Canadian users of Meta services such as Facebook and Instagram remain without professional news on the platforms, part of the company's response to the country's Online News Act (formerly Bill C-18) after it refused to negotiate or pay news providers for their content. Google did pay – CAN$100m (US$73m) a year – and the resulting funds are now being distributed to a range of newspapers, broadcasters, and digital outlets. The public broadcaster CBC will be using its share of the money to hire journalists in regions with low news coverage.

Industry groups have called on advertisers to withdraw ads from tech platforms and support struggling local media instead, even though the federal government itself decided to reinstate its own advertising on Facebook and Instagram. The financial burdens imposed on platforms are among the many criticisms levelled at Canada by the Trump administration.

News media continue to benefit from public funding, including a new federal initiative for French minority-language community publications and radio stations. The Province of Ontario directed its largest advertising divisions to spend at least 25% of their ad budgets with local publishers. Uvagut TV, a channel with programming in the Inuktitut language, operated by a non-profit, will be added to basic cable packages. A partnership with CBC will provide news to the channel which previously was only available on the public broadcaster's platforms. News magazine *The Walrus*, supported by the environmentalist Chawkers Foundation, is opening a network of six bureaus across the country.

The big media players meanwhile continue to try to find ways to compensate for the decline of legacy business models, competition from US media, and news fatigue. Some are trying flexible pricing to attract new subscribers: the Torstar newspaper chain, owner of the *Toronto Star*, became the first to launch a pay-as-you-go model for online news content, under which a single article costs 75 cents and daily payments are capped at CAN$1.50 for full access. The company said if someone has full access just once a week, they will be paying close to what an annual subscriber pays.[101]

Postmedia, owners of the *National Post* and the *Financial Post*, teamed up with US content and marketing company Contend to develop film, TV, and short-form video projects from Canadian creators and producers. It also acquired the Saltwire network in Atlantic Canada and sold three newspapers in Manitoba. In Quebec, *La Presse*, whose financial model places great importance on donations, reported a surplus of CAN$7.5m for 2024.

News consumption on free ad-supported television (FAST) is growing and Pluto TV, a FAST distributor, added CBC and Radio-Canada news channels, in addition to international news channels, to its offerings. However, Global News, which operates mainly as a television network, cut 35 jobs in Alberta, British Columbia, and Ontario.

A joint lawsuit was launched against OpenAI by the country's biggest news groups, including Torstar, Postmedia, *The Globe and Mail*, the Canadian Press agency, and CBC. The suit is seeking punitive damages of US$14,300 per article they claim was used in the training of ChatGPT. 'Journalism is in the public interest. OpenAI using other companies' journalism for their own commercial gain is not,' the group said.

A local news publication at the border of Alberta and BC, the *Crowsnest Pass Herald*, is just one of more than 1,000 local newspapers claiming up to CAN$8bn in damages from Google and Meta for lost revenue. Owner Lisa Sygutek, who has been characterised as an Erin Brockovich-style character because of her determination to seek justice for fellow small media companies, stands to receive CAN$3m if the action succeeds.

Colette Brin and **Sébastien Charlton**
Director and Coordinator, Centre d'études sur les médias

[101] https://pressgazette.co.uk/paywalls/casual-payments-for-news/

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

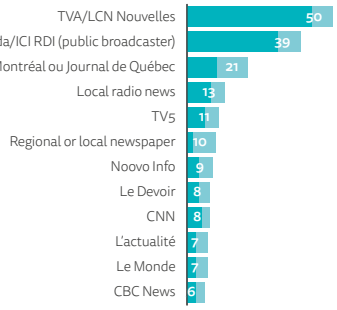
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

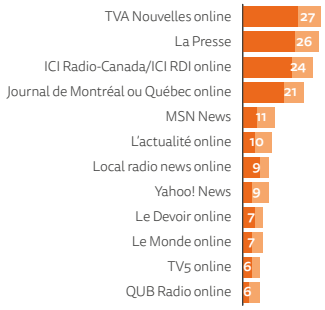
TV, RADIO, AND PRINT (ENGLISH SPEAKING)

ONLINE (ENGLISH SPEAKING)

TV, RADIO, AND PRINT (FRENCH SPEAKING)



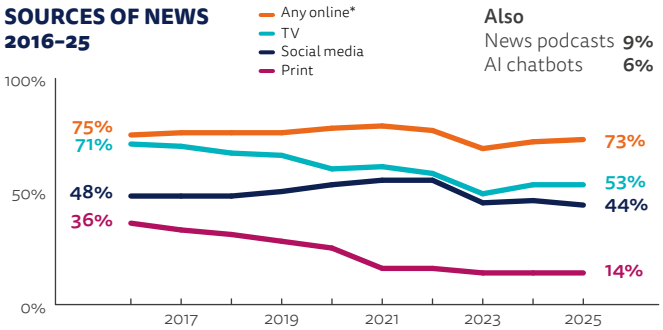
ONLINE (FRENCH SPEAKING)



14% pay for **ONLINE NEWS**

English 16% | French 13%

SOURCES OF NEWS 2016–25

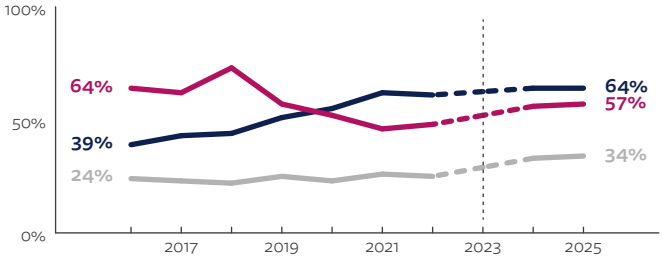


Also
News podcasts 9%
AI chatbots 6%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

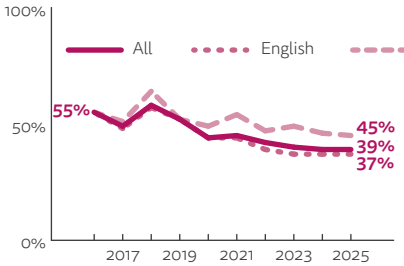
DEVICES FOR NEWS 2016–25*

No data for 2023; question reformulated in 2024 to improve accuracy



* 2018 figures for computer use were likely overstated due to an error in polling

OVERALL TRUST SCORE 2016–25



39%
OVERALL TRUST
=23/48 markets

Levels of trust in news overall haven't changed much in the past few years, but are still around 20pp below the 2018 results. Individual brands, and especially legacy brands from Canada, continue to fare well, and even better among French-speakers; most are trusted by a majority of their users, with less than 20% of mistrust.

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	28%	(-1)	59%
2	Facebook	25%	(-)	62%
3	Instagram	13%	(-)	37%
4	X	11%	(-)	18%
5	Facebook Messenger	10%	(-1)	40%

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

ENGLISH

Brand	Trust	Neither	Don't Trust
BBC News	60%	23%	17%
CBC News	62%	19%	19%
CityNews	57%	28%	16%
CNN	53%	22%	24%
CP24	51%	32%	17%
CTV News	63%	20%	16%
Fox News	32%	20%	47%
Global News	61%	23%	15%
Globe and Mail	56%	26%	18%
MSN News	43%	32%	25%
National Post	51%	30%	19%
New York Times	52%	28%	20%
Regional or local newspaper	62%	24%	13%
Toronto Star	49%	30%	21%
Yahoo! News	37%	35%	28%

FRENCH

Brand	Trust	Neither	Don't Trust
CTV News	55%	34%	11%
Hebdomadaire local ou régional	60%	31%	10%
ICI Radio-Canada/ICI RDI	71%	18%	11%
Journal de Montréal ou Québec	59%	25%	16%
L'actualité	59%	30%	11%
La Presse	67%	23%	10%
La Presse Canadienne	63%	27%	10%
Le Devoir	64%	26%	10%
Les coops de l'information (6 regional newspapers in Quebec)	55%	34%	11%
MSN Actualités/Microsoft Start	36%	36%	27%
Narcity.com	26%	39%	35%
Noovo Info	55%	30%	15%
Regional or local radio	60%	30%	10%
TV5 Information	55%	33%	12%
TVA Nouvelles/LCN	66%	20%	15%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

WORLD PRESS FREEDOM INDEX SCORE 2025 Score: **78.75** **21**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

CHILE

Economic pressures have impacted the only state-owned broadcaster in Chile and the two leading newspaper companies, in a market where private media dominate. A decline in revenues and a legal battle with Google were among the media industry's challenges.

Population	**19.7m**
Internet penetration	**95%**

The economy has presented significant challenges for news producers in 2024. Chile has one public television station, TVN, which doesn't receive permanent state funding and is mostly funded by advertising. Its status is a matter of industry debate – the president of its board this year appealed to Congress for it to be transformed into a wholly state-funded outlet. However, its competitors raised concerns at his argument that TVN's only available alternatives were compromised by vested commercial interests. The stations in question, Mega, Canal 13, and CHV, defended themselves, emphasising their impartiality; audience trust figures do not indicate much of a difference between the public and private options.

Mega was the most-watched free-to-air television channel this year, the most-visited online news source, and the only major player to turn a profit. One of its key initiatives was launching two streaming channels: one providing 24-hour news coverage and another for weather information. These are available across multiple platforms, including YouTube and Mega's own streaming service. Similarly, Canal 13 introduced the first 24/7 news channel accessible on free-to-air television. CNN Chile meanwhile launched a radio and podcast initiative that is available across platforms, including its own app and AM radio.

It was also a difficult year for newspapers. Chileans have proved reluctant to pay for online news subscriptions. The country's two largest newspapers, *La Tercera* (owned by Copesa) and *El Mercurio*, faced criticism from the National Consumer Service (SERNAC) after complaints from subscribers about difficulties in cancelling their subscriptions. SERNAC urged both companies to ensure cancellation processes were as straightforward as signing up.

Chilean media remains largely dependent on advertising, but the share of revenues has been challenged by the growth of big tech. In an internal email to employees, the general manager of Copesa acknowledged that declining circulation and advertising had led to delays in payments to staff. Journalists, designers, and photographers staged a work stoppage. As a response to their economic woes, Copesa took legal action against Google, becoming the first Latin American media company to sue for allegedly abusing its near-monopoly power by controlling advertising and selecting news content in search results. Radio Cooperativa and the online newspaper El Mostrador later also brought their own actions against Google.

The Clinic, a magazine known for its satire, sharp humour, and politically charged editorial stance, has undergone a significant transformation since being acquired by businessman Jorge Ergas in 2020. In the past year, the publication, now wholly digital, introduced its new Executive Director, Pamela Castro, who is also Ergas's wife. The magazine distanced itself from its traditionally irreverent and opinionated political tone in favour of a more general editorial style, while experimenting with new formats, including podcasts. Another publication with a prominent change was *Diario Financiero*, a business-focused newspaper, which launched a print and digital Saturday edition, *Señal DF*, a first in its 35-year history.

Since late 2023 and throughout 2024, investigative journalism has been crucial in Chile's public agenda in exposing a bribery and influence-peddling scandal known as the 'Audio Case'. It began when a private conversation, secretly recorded by one of the participants, was published by the outlet Ciper Chile. The recording revealed the planning of a bribe, leading to the arrest of a well-known lawyer. Police authorities seized his phone, and the WhatsApp conversations extracted from it unveiled a web of political favours involving various figures in the judicial, law enforcement, and political spheres. These revelations resulted in investigative reports highlighting WhatsApp as a source of journalistic and judicial evidence. This, in turn, sparked a broader debate on the boundaries between private and public information. According to this year's data, WhatsApp is widely used in Chile, ranking as the most popular communication platform (70% for any purpose, 26% for news).

Chile hosted UNESCO's World Press Freedom Day, focusing on the global environmental crisis, and this event saw the government emphasising its agenda against misinformation and its commitment to protecting journalists. It also highlighted Chile's improvement in the 2024 Reporters Without Borders ranking, moving from 83rd to 52nd.

At the same time, the line between entertainment and news has become increasingly blurred. Morning shows, which blend current affairs with lifestyle topics, have been hiring journalists, mostly from news departments. Cable and streaming platforms have introduced talk shows discussing current events, featuring a mix of political figures, analysts, artists, comedians, and provocateurs.

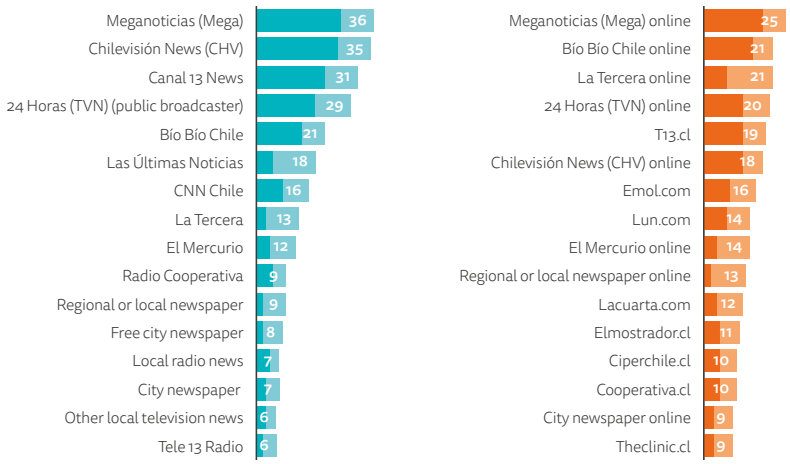
Francisco J. Fernández
Pontificia Universidad Católica de Chile
Enrique Núñez-Mussa
Michigan State University

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

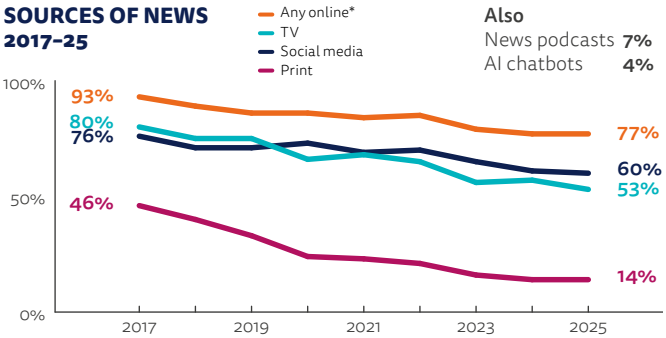


10% pay for **ONLINE NEWS**

CHANGING MEDIA

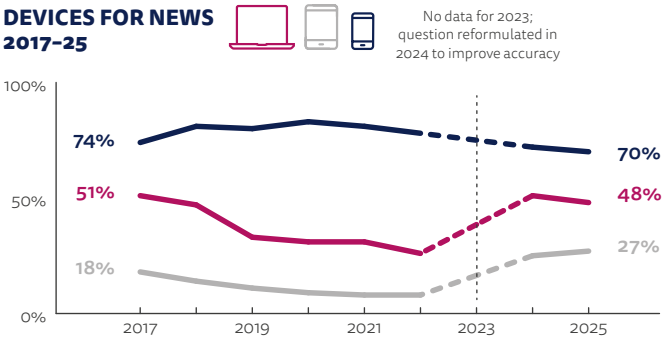
There is a continued decline in news consumption across all sources, and especially since the pandemic, with a minor impact on digital platforms and a significant drop in television consumption.

SOURCES OF NEWS 2017–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

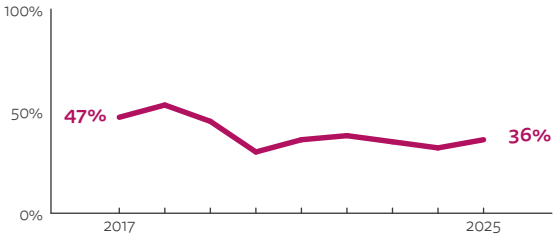
DEVICES FOR NEWS 2017–25



TRUST

Overall trust (36%) remains low but has increased by 4pp this year. Many of the top-ranked brands are often associated with broadcast, traditionally the most trusted media for audiences. The radio station Bío-Bío, as well as the TV channel CNN Chile, for example, are both exclusively dedicated to news and are not affiliated with political, religious, or economic groups.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

36%
OVERALL TRUST =27/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 Score: **62.25** **69**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
24 Horas (TVN)	55%	25%	20%
Bío Bío Chile	65%	22%	13%
Chilevisión News (CHV)	55%	26%	19%
Ciperchile.cl	50%	30%	20%
CNN Chile	61%	23%	16%
Cooperativa	60%	26%	14%
El Mercurio	52%	24%	24%
El Mostrador	47%	33%	20%
Emol	45%	30%	24%
Free city newspaper	44%	37%	19%
La Tercera	50%	27%	23%
LUN	40%	32%	27%
Meganoticias (Mega)	54%	25%	21%
Regional or local newspaper	52%	33%	15%
Tele 13 (Canal 13)	54%	26%	20%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

37% **SHARE NEWS** via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	40%	(-3)	65%
2	Instagram	32%	(-2)	58%
3	YouTube	26%	(-2)	62%
4	WhatsApp	26%	(-5)	70%
5	TikTok	23%	(+4)	45%
6	X	12%	(+2)	19%

COLOMBIA

Media ownership is highly concentrated in Colombia, with a handful of groups controlling most major TV, radio, and print outlets. But the growing popularity of international streaming platforms and the widespread use of artificial intelligence are forcing media organisations to make innovative bets.

Population	**52m**
Internet penetration	**77%**

Major changes have taken place this year at Canal 1 after the Spanish group Prisa struck a deal with the administrator of this state-owned TV channel to become its primary content provider. As a result, the station, the third most-watched channel in Colombia, suffered layoffs and a radical change in its programming. Its historic CM& newscast, which had been on air for 30 years under influential founder and director Yamid Amat, was axed. Prisa began to broadcast seven television news bulletins during the day with local content, but most of Canal 1's schedule is now retransmitted radio programmes from Prisa-owned stations Caracol Radio and W Radio with fixed-camera shots of talk show personalities.

The dominance of international streaming platforms such as Netflix and Disney+ has led traditional channels to launch their own streaming enterprises or to produce content for these global platforms. Grupo Valorem's Caracol TV launched a TV app, Ditu, with 12 free channels including 24/7 news, entertainment, sports, and radio. It joined RCN, the second largest private TV and radio channel in the country, which had launched its own Canal RCN app at the start of 2025. This streams reality shows and sport coverage alongside its normal stations. RCN also signed an agreement with the streaming platform Vix to offer exclusive content in Colombia. Caracol TV news still dominates the offline news media consumption (43%). El Tiempo.com (26%) is again the online leader.

The use of artificial intelligence amongst news organisations has increased. It is now being used to produce content, engage audiences, monetise content, and build tools that facilitate reporting and verification. The Colombian public is much more comfortable when AI is used as a tool under the primary supervision of journalists or producers, for instance producing summaries or translations, than when it produces information on its own with little human intervention, according to our survey.

The national government changed its communication strategy with live broadcasts of meetings of the Council of Ministers, led by President Gustavo Petro. He argued that the state has the right to interrupt normal TV programming with 'relevant information for the citizenship', but a High Court order later blocked any automatic interruption on the two main commercial channels, RCN and Caracol TV. One of Petro's intentions was to promote transparency and it is part of a wider trend in the region for leaders to build direct communication with the public, bypassing traditional media intermediaries. The first broadcast, however, did not go according to plan, with the meeting becoming a heated on-air cabinet argument. Five ministers resigned as a consequence.

Meanwhile tensions emerged at public broadcaster RTVC, including accusations of workplace harassment as well as criticism that its programming was being used as a propaganda platform for the government. Holman Morris, a politician from the left and former journalist known for his investigative reporting on Colombia's armed conflict, stepped away temporarily from his role as manager of the news division of RTVC to concentrate on defending himself after he and his family received online threats.

Media political polarisation seems to have increased across the board, especially as the country gears up for a presidential election in May 2026. The atmosphere of political confrontation seems to be having a damaging effect on people's trust of the media, which has fallen to the lowest level (32%) since Colombia joined the Digital News Report survey. The adoption by online influencers from both extreme left and extreme right of a mocking tone, verging on hate speech, has become somewhat normalised for political discourse.

Meanwhile, six out of ten Colombians (59%) are concerned about falsehoods circulating on the internet, and most believe that politicians and social media influencers represent the greatest danger to true information. At the same time, social media continue to be essential for distributing, sharing, and consuming news. Facebook is the platform through which people consume the most news (47%), despite the drop in its distribution of news since 2021, followed by WhatsApp (35%), YouTube (34%), and Instagram (28%). However, the fastest growth in news consumption on social networks is recorded by TikTok (27%), which grew 5pp compared to last year.

Víctor García Perdomo
Professor and Director of the Research Center for Digital Media & Society, Universidad de La Sabana, Colombia

WEEKLY REACH OFFLINE AND ONLINE

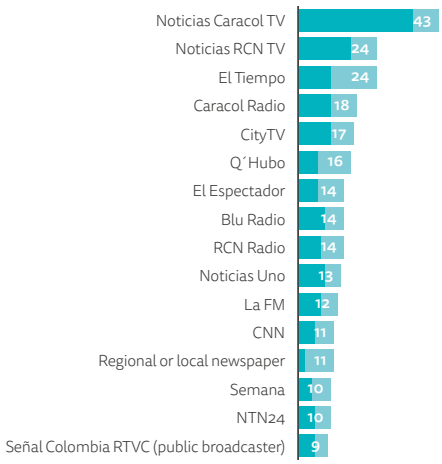
TOP BRANDS

% Weekly usage

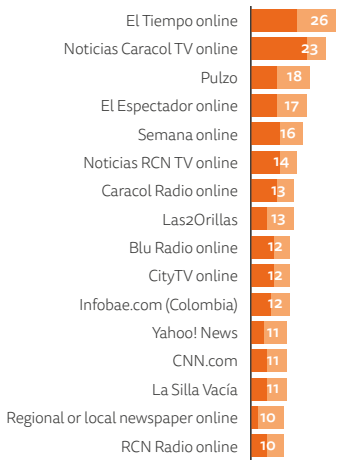
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

14% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



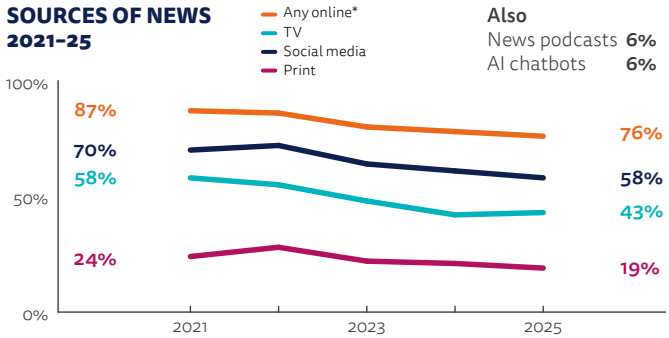
ONLINE



CHANGING MEDIA

Broadcast news on radio and television remains a powerful source of news in Colombia, especially with older people, but it is increasingly challenged by social media and video platforms such as Facebook, YouTube, and TikTok with younger users.

SOURCES OF NEWS 2021–25



Also
News podcasts 6%
AI chatbots 6%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS

Computer **54%** (-)

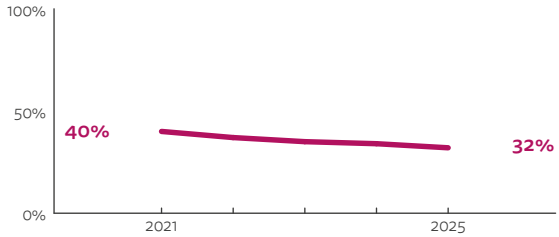
Smartphone **75%** (-1)

Tablet **27%** (-1)

TRUST

High levels of polarisation combined with government criticism of much of the media may be contributing to further declines in trust in the news over the last few years. *Noticias Uno*, an independent television newscast produced by NTC Televisión, and Señal Colombia, which carries news from public broadcaster RTVC, remain the most trusted brands out of those surveyed.

OVERALL TRUST SCORE 2021–25



Proportion that trusts 'most news most of the time'

32%
OVERALL TRUST
=35/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **49.8** **115**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the below brands were included in the survey. It should not be treated as a list of the most or least trusted brands as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Caracol Radio	50%	21%	29%
El Espectador	54%	23%	22%
El Tiempo	54%	22%	23%
La FM	50%	24%	26%
Las2Orillas	42%	32%	26%
Noticias Caracol TV	49%	20%	30%
Noticias RCN TV	47%	21%	32%
Noticias Uno	62%	21%	17%
Pulzo	43%	31%	26%
Q´Hubo	41%	30%	29%
RCN Radio	46%	23%	31%
Regional newspapers	51%	28%	21%
Regional TV news	59%	24%	17%
Semana	44%	23%	33%
Señal Colombia	60%	23%	17%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

38%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	47%	(-1)	68%
2	WhatsApp	35%	(-6)	73%
3	YouTube	34%	(-)	67%
4	Instagram	28%	(-1)	54%
5	TikTok	27%	(+5)	49%
6	X	13%	(+1)	20%

MEXICO

Mexican president Claudia Sheinbaum came to power in June 2024 promising a change in the political climate but her large majority has raised fears about a concentration of power. Meanwhile, journalists' working conditions remain among the most precarious and dangerous in the world.

Population	**129m**
Internet penetration	**81%**

The Mexican media landscape remains highly commercial and strongly focused on a few big players. TelevisaUnivision (merged in 2022) owns the most important broadcast outlets and recently reorganised its news division under the banner N+, part of a cross-platform strategy to reach younger and more digitally savvy audiences who increasingly consume news online and on mobile devices. At the same time the company has developed its streaming platform ViX, a hybrid service with some free channels and some subscription. The group has also strengthened 24-hour news coverage within the platform and staged its first regional transmission for Donald Trump's inauguration in January, using anchors both from Mexican TV (Denise Maerker and Enrique Acevedo) and its US station Latino TV (Ilia Calderón). Streaming and broadcast audiences were reported to be around 20 million. A month later, the company announced a round of layoffs as it continues its digital transformation.

The Organización Editorial Mexicana (OEM) owns 70 regional newspapers (along with 24 radio stations and 44 websites). But *El Universal*, the oldest newspaper in the country, continues to be the most important, along with having the most visited online website. Its business model is a hybrid, combining print subscription with premium online content (El Universal Plus) and digital adverts. The *Reforma* newspaper also operates a premium paywall alongside its print subscription.

Other national newspapers including *El Heraldo*, *Milenio*, and *Excelsior* are diversifying with digital editions and ventures in TV and radio. *La Jornada*, supportive of the government, depends almost entirely on public advertising.

Claudia Sheinbaum, who is Mexico's first female president, enjoys high public approval – she is credited as being the most-watched online news streamer in Mexico thanks to her popular daily press conferences which last for up to two hours. Though Sheinbaum has taken a more conciliatory approach to the media than her predecessor Andrés Manuel López Obrador, she kept a section every Wednesday dedicated to pointing out journalists who share so-called 'fake news'. With a supermajority in Congress, her administration has been able to enact reforms which, among other things, have eliminated some independent institutions including the National Institute of Access to Information (INAI), the Federal Telecommunications Institute (IFT), and the Federal Economic Competition Commission (COFECE). It has also granted the government significant powers over the judiciary which has led to opposition claims of a growing autocracy. A new Transparency Act has led investigative journalists to fear for their future access to public information, a resource that has been vital in recent years for uncovering corruption.

Mexican journalists face widespread job insecurity and remain vulnerable to frequent attacks targeting their moral integrity and reputation. The NGO Article 19 has also recorded four murders since the new president came to office, the most recent being Kristian Uriel Martínez Zavala, the founder of news website Silaoense MX, who was murdered in March in Guanajuato.[102]

Some international players have been gaining market share. El País México has set up a regional newsroom in the Mexican capital with some free content and some premium content behind a paywall. Infobae Mexico, a local version of the Argentinian digital news outlet, is growing in influence, while UnoTV news is credited with innovating by delivering free news updates via SMS to millions. Meanwhile the adoption of AI in Mexican media faces multiple barriers such as high implementation costs, lack of trust among editors and journalists, and limited technical training, but there is significant potential for both innovation and efficiency.[103]

The range of content offered by widely recognised journalists through podcasts has grown, for instance Así las cosas (That's the Way it is) hosted by sometime war correspondent and television host Carlos Loret de Mola, although podcasts are not yet people's primary means of accessing news. Loret de Mola is also popular on YouTube, where he and other former legacy TV anchors and newspaper columnists are building personal audiences.

Another popular YouTuber, 22-year-old journalist, Manuel Pedrero, hosts an influential daily news commentary show called Sin Máscaras (Without Masks). He is known for his unfiltered and straightforward opinions though is also openly pro-government and is widely seen as receiving preferential treatment. Another show, Sin Embargo, is the most successful on YouTube from a small non-legacy media outlet, with 2.25 million subscribers. Its leading journalists, Álvaro Delgado and Alejandro Paez, have now become stars of legacy media at Canal Once, the most important public channel in the country.

María Elena Gutiérrez Rentería
Universidad Panamericana
Tania Montalvo
Reuters Institute for the Study of Journalism

[102] https://articulo19.org/periodistasasesinados/
[103] https://doi.org/10.5209/emp.99504

WEEKLY REACH OFFLINE AND ONLINE

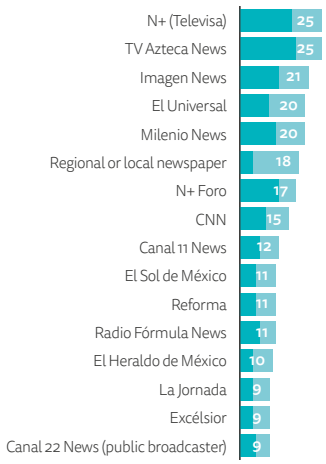
TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

14% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT

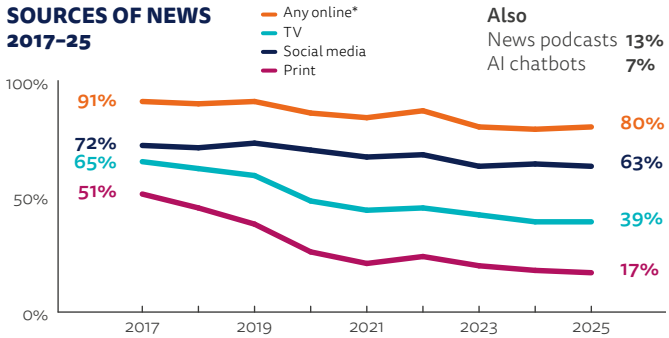


ONLINE

CHANGING MEDIA

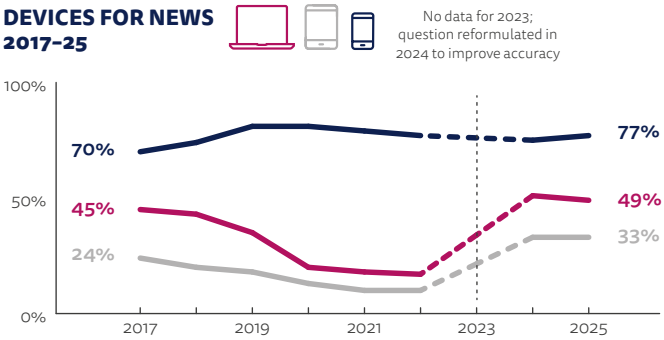
News consumption from print and television has become consistently less important over time for our online sample, with social media widely used across age groups. Mexicans are heavy users of social media, with TikTok (+6pp) growing fastest for news.

SOURCES OF NEWS 2017–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

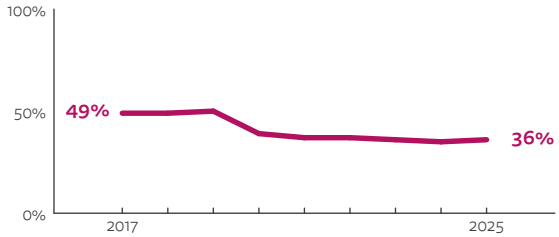
DEVICES FOR NEWS 2017–25



TRUST

President Andrés Manuel López Obrador's administration was characterised by constant and harsh criticism of the news media. The current president has taken a different approach, but this has not yet affected overall trust levels which remain low at 36%. The international news brand CNN and the oldest print media in Mexico, *El Universal*, are amongst those with the highest levels of trust.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

36%
OVERALL TRUST
=27/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 45.55	124/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Aristegui Noticias	56%	24%	20%
Canal 22	59%	26%	15%
CNN	66%	20%	14%
El Economista	56%	28%	17%
El Financiero	57%	27%	17%
El Universal	63%	22%	16%
Imagen News	62%	22%	16%
Latinus	47%	27%	25%
Milenio	62%	22%	16%
N+ (Televisa)	53%	23%	23%
Radio Fórmula News	59%	26%	16%
Reforma	57%	25%	18%
Regional or local newspaper	56%	27%	16%
TV Azteca News	58%	21%	21%
UnoTV	57%	26%	17%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

40%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	52%	(+2)	76%
2	YouTube	35%	(+1)	72%
3	WhatsApp	28%	(-)	75%
4	TikTok	24%	(+6)	50%
5	Instagram	15%	(+2)	44%
6	X	15%	(+1)	23%

PERU

While print and TV in Peru adjust to a sharp shift of advertising towards digital content, journalists also have a raft of political and legal challenges to face, not least an accusation that investigative reporters are engaging in 'image terrorism'.

Population	**35m**
Internet penetration	**80%**

The headwinds do not look good for traditional media in Peru, with forecasts that digital media will account for nearly two-thirds of advertising spend before the decade is out. TV in particular is facing a halving of its ad revenues by 2029, according to IPG Mediabrands. Layoffs in legacy media organisations have intensified – the most notable case being Latina Television. A leading broadcaster since 1983, it has now cancelled its evening newscast and let prominent staff go.

Digital video is a big winner, and digital native outlets are making the most of preparing for what is going to be a turbulent year politically. Canal Ya is a streaming channel on YouTube and other platforms devoted to journalistic content while La Roro Network, which started as an entertainment-based streamer aimed at ordinary Peruvians, has expanded its programming to political analysis and debate. There's going to be plenty to talk about. The April 2026 polls will be for the presidency and a newly expanded Congress comprising 60 senators. But at the same time attacks on journalists have escalated.

A March visit from the Inter American Press Association (IAPA) reported that freedom of expression and of the press in Peru is in steep decline. It documented a marked increase in legal actions against journalists, threats from organised crime, restrictions on access to public information, pro-government bias in state media, and legislative proposals aimed at curtailing press freedom.[104] Among the most controversial moves are new powers for the Peruvian Agency for International Cooperation (APCI) which can now regulate and sanction NGOs that receive international funding, especially when it is used for legal, technical, or financial support for actions brought against the Peruvian state.[105] Human-rights victims and journalists seeking legal support against the government are expected to be some of the most impacted by this law.

Additionally, lawmakers have introduced a so-called 'gag law' to increase prison sentences for defamation and to alter the legal standards for the right to rectification. According to the National Association of Peruvian Journalists (ANP), 30 to 35 journalists face legal proceedings each year.

Attacks have also come directly from President Boluarte and her ministers. Two major scandals involving the president have intensified tensions. The first, dubbed 'Rolexgate', was uncovered by digital outlet La Encerrona (The Lockdown) in early 2024. It revealed that President Boluarte had acquired at least three high-end watches and luxury jewellery, none of which were declared in her official disclosures. Initially denying the allegations, she later said they were 'loans' from the governor of the city of Ayacucho, and said she had returned them.

The second controversy emerged when independent weekly political magazine *Hildebrandt en sus Trece* (Hildebrandt Holds his Ground) reported that the president had secretly left office for two weeks to undergo cosmetic surgery, without notifying Congress, which she would have been required to do by the constitution. Boluarte claimed the procedures were essential and that she remained conscious and active throughout.[106]

In response to these investigations and others, the president has accused journalists of spreading 'fake news' and engaging in 'image terrorism' by attacking her lifestyle. Leaked audio from her former interior minister, Juan José Santivañez, captured him instructing a member of an elite police unit to 'control' Marco Sifuentes, founder of La Encerrona. The most extreme example of the mounting tension and animosity toward the press came with the killing of Gastón Medina Sotomayor, journalist and owner of Cadena Sur TV, who was based in Ica, south of Lima. He was shot and killed outside his home in an attack reminiscent of tactics used to silence the press in Mexico.

The ANP's 2024 report lists government officials at both national and local levels as the main aggressors against journalists, including Lima Mayor Rafael López Aliaga.[107] Journalist Clara Elvira Ospina of Epicentro TV shared a video on X in which she replayed frequent slurs and insults she receives, suggesting the attacks are both systematic and publicly funded.

However, many politicians, including candidates, are sidestepping the media altogether, especially encounters where they could face scrutiny, instead opting to appear with influencers for light, superficial interviews. The most striking example was the visit by US YouTuber IShowSpeed (Darren Jason Watkins Jr.), who was briefly named 'Mayor of Lima for an Hour' by López Aliaga – an apparent attempt to leverage the influencer's 38 million YouTube followers.

Lourdes M. Cueva Chacón
San Diego State University

[104] https://www.sipiapa.org/notas/1216884-peru-la-sip-junto-otras-organizaciones-internacionales-y-nacionales-rechazan-ley-del-congreso-que-afecta-la-libertad-prensa
[105] https://www.wola.org/es/2025/03/organizaciones-internacionales-repudian-nueva-ley-en-peru-que-limita-y-censura-actividades-de-organizaciones-de-sociedad-civil/
[106] https://www.infobae.com/peru/2025/03/28/cirugias-firmas-falsas-y-amenazas-la-explosiva-confesion-de-patricia-muriano-sobre-dina-boluarte/
[107] https://www.scribd.com/document/810307696/Informe-anual-Ataques-a-la-Libertad-de-Prensa-2024

WEEKLY REACH OFFLINE AND ONLINE

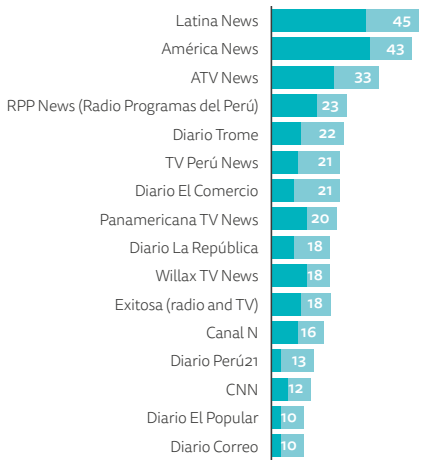
TOP BRANDS

% Weekly usage

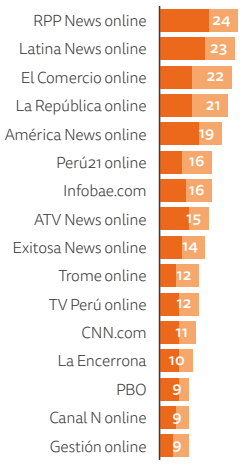
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

18% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



ONLINE

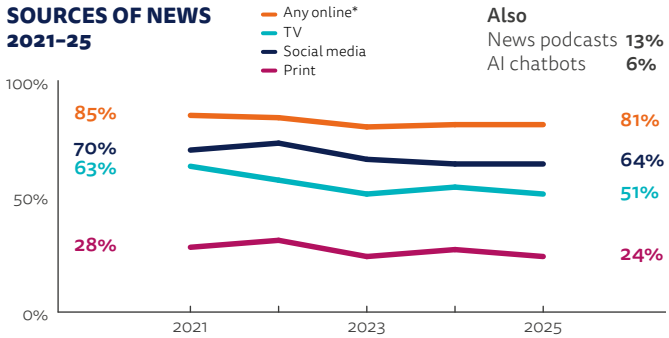


Ojo Público:	8%
Wayka.pe:	7%
IDL Reporteros:	5%
Lamula.pe:	5%
Epicentro.TV:	4%

CHANGING MEDIA

Traditional news sources such as TV and print continue to decline in weekly use, while social media news use (64%) is high by international standards. Peruvians have especially embraced the short-form video network TikTok (33% for news) which is up 6pp this year.

SOURCES OF NEWS 2021–25



Also
News podcasts 13%
AI chatbots 6%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS

Computer **71%** (+2)

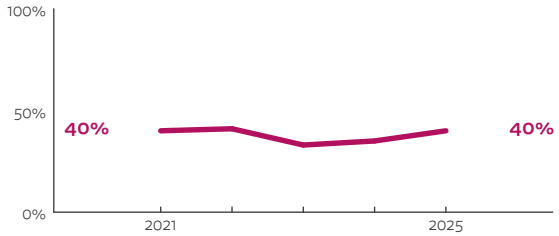
Smartphone **78%** (-1)

Tablet **33%** (+1)

TRUST

Trust in the news (40%) is up by 5pp this year, perhaps linked to journalists' role in bringing recent controversies to light. Some news brands with a long heritage, such as the largest broadcast network RPP Noticias and historic newspaper *El Peruano*, are trusted by over 50% of our respondents, but many Peruvians see big media companies as not sufficiently independent from powerful business and political interests.

OVERALL TRUST SCORE 2021–25



Proportion that trusts 'most news most of the time'

40%
OVERALL TRUST
22/48 markets

RSF REPORTERS WITHOUT BORDERS	**WORLD PRESS FREEDOM INDEX SCORE 2025**	Score: **42.88**	**130**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the below brands were included in the survey. It should not be treated as a list of the most or least trusted brands as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
América News	51%	24%	25%
Canal N	55%	24%	22%
El Comercio	57%	22%	21%
El Peruano	59%	24%	17%
Exitosa	54%	24%	23%
Gestión	53%	27%	20%
La República	53%	24%	23%
Latina News	55%	23%	22%
Local newspaper, radio, or TV	48%	30%	22%
Ojo Público	38%	31%	31%
Panamericana News	51%	26%	23%
RPP News	63%	20%	17%
Trome	36%	25%	39%
TV Perú News	53%	25%	23%
Willax TV	47%	22%	31%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

42%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	52%	(-1)	75%
2	YouTube	34%	(-)	69%
3	TikTok	33%	(+6)	57%
4	WhatsApp	29%	(-2)	68%
5	Instagram	21%	(-1)	51%
6	X	10%	(-)	17%

SECTION 3

SECTION 3

Analysis by Country and Market
Asia-Pacific

ASIA-PACIFIC	
3.34 Australia	136
3.35 Hong Kong	138
3.36 India	140
3.37 Indonesia	142
3.38 Japan	144
3.39 Malaysia	146
3.40 Philippines	148
3.41 Singapore	150
3.42 South Korea	152
3.43 Taiwan	154
3.44 Thailand	156

AUSTRALIA

The Australian government has been at the forefront of global efforts to protect consumers from the harmful effects of social media – along with a possible new levy on big tech to support news publishers. A landslide second-term victory for Anthony Albanese's Labor party in May's federal elections is likely to see a continuation of these efforts along with further support for beleaguered regional media.

Population	**27m**
Internet penetration	**97%**

Towards the end of 2024 the Australian government announced it would pass legislation requiring that social media platforms remove false, misleading, or deceptive content likely to cause serious harm. This was proposed as part of a suite of possible safeguards including truth in political advertising laws and tighter regulation of AI and deep fakes.[108] But the government withdrew the legislation at the eleventh hour after failing to secure the support needed to pass the Senate. The main concern among detractors was that subjective definitions of serious harm could result in the law being misused for censorship.

The government was successful, however, in securing a minimum age of 16 for social media platform users in Australia. The Online Safety Amendment (Social Media Minimum Age) Act 2024 will take effect in December 2025 and requires platforms to take reasonable steps to establish that users are not aged under 16. Platforms would face significant financial penalties – up to AU$50m – if they fail to meet these obligations. While the legislation requires platforms to implement some form of age assurance, it does not specify how that should occur.

Meta announced in March 2024 that it would not be entering into any new commercial agreements under the News Media Bargaining Code, casting doubt on whether the government can motivate platforms to continue subsidising news organisations. In December, the government upped the ante, announcing it would charge digital platforms annually if they refused to enter into or renew contracts with news companies. Calculated on the basis of their Australian revenue, these fees could cost the platforms tens of millions of dollars. Calling it the News Bargaining Incentive, the Minister for Communications argued it was not in Australia's best interests for platforms to circumvent the code by removing news.[109] However, this new levy is yet to materialise. Instead, news companies such as News Corp and the Guardian have struck financial agreements with generative AI companies to pay for training their Large Language Models on their content.

With Meta not renewing its funding agreements and Google reducing their deals, there are concerns the local print/digital sector will continue to contract. To address this, the government is advancing its $180m News Media Assistance Program, with grants being directed towards multicultural, First Nations, suburban, and regional news publishers. Separately, the public broadcaster ABC indicated it would 'not back away from' its commitment to regional journalism. In addition to rebranding its local digital and social media outlets, it is retaining the 60 regional journalists it originally hired with Meta and Google funding.

Following Meta's announcement News Corp made significant cuts to its national reporting team, Seven West Media announced it would close 150 posts, and Nine Entertainment followed suit sacking 200 employees. Regional news outlets are also struggling, and TV and radio companies have repositioned themselves to take advantage of market gaps. Once a mainstay in regional television, Southern Cross Austereo sold its licences in Queensland, Victoria, and southern New South Wales to Network 10. It sold its remaining TV assets to conservative news organisation Australian Digital Holdings, which is rolling out an Australian arm of American right-wing news outlet Newsmax.

Several media companies are hoping technology can deliver efficiency gains. In March 2025, News Corp announced plans for a generative AI tool in its newsrooms. The company has been using AI to produce local news stories since 2023, but the introduction of their own in-house tool, NewsGPT, suggests a major focus on AI as part of their journalistic workflow. Meanwhile recent research suggests that Australian audiences and journalists are concerned that AI-generated content may have the capacity to mislead.[110]

The Australian market for streaming services is oversaturated as Max (Warner Bros. Discovery) is set to join Paramount+, Netflix, Stan, Disney+, and Amazon Prime Video among the constellation of offerings available. With the market dominated by US companies, there is concern about the low amounts of local film and television available on streaming services. While commercial and pay-TV services are required to meet local content quotas, streaming services are not. Although the government has discussed the possibility of introducing quotas as recently as November 2024, so far they are yet to act.

Kieran McGuinness
News and Media Research Centre, University of Canberra

[108] https://minister.infrastructure.gov.au/rowland/media-release/communications-legislation-amendment-combatting-misinformation-and-disinformation-bill-2024
[109] https://minister.infrastructure.gov.au/rowland/media-release/albanese-government-establish-news-bargaining-incentive
[110] https://figshare.com/articles/online_resource/Generative_AI_and_Journalism_Content_Journalistic_Perceptions_and_Audience_Experiences/28068008?file=52159934

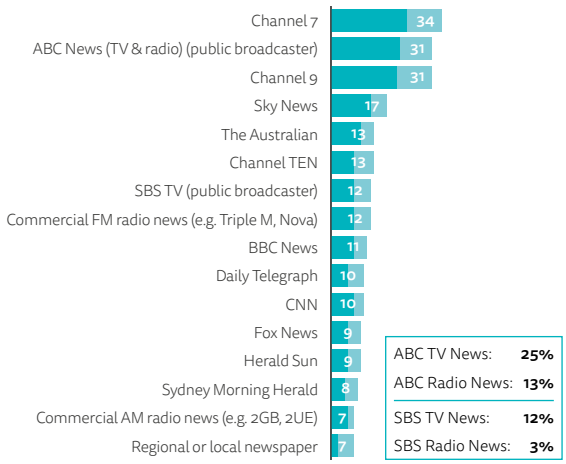
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

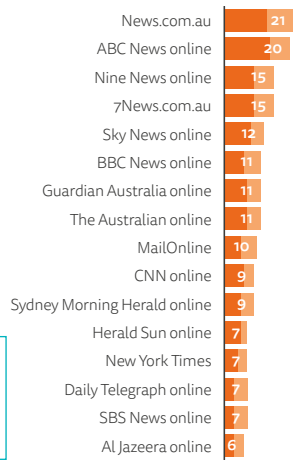
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

TV, RADIO, AND PRINT



ONLINE

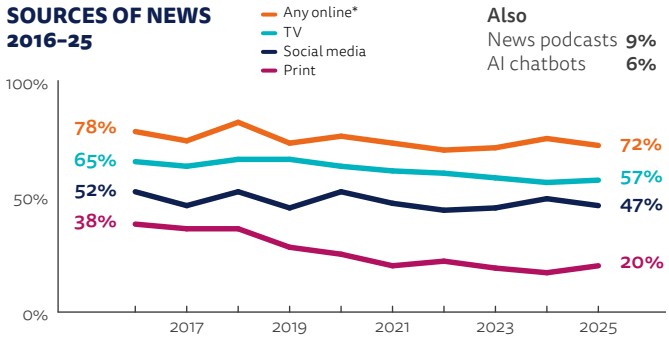


22% pay for **ONLINE NEWS**

CHANGING MEDIA

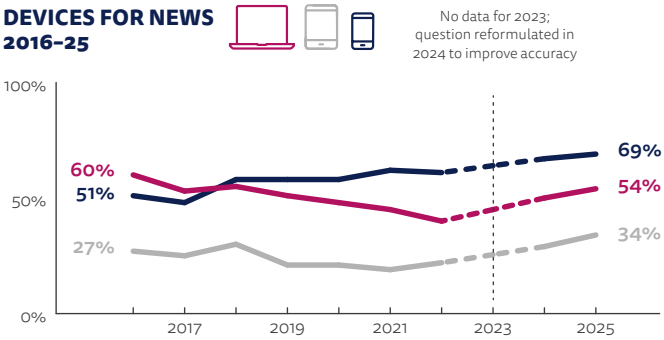
Despite slight increases in print use, the long-term trend in Australia is towards social and online news on digital devices, with traditional brands dominating the market.

SOURCES OF NEWS 2016–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

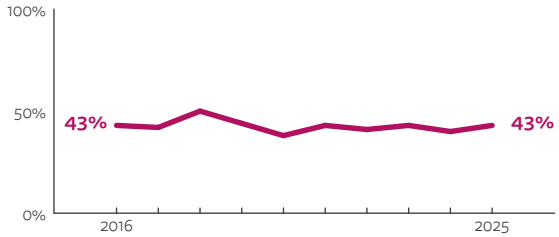
DEVICES FOR NEWS 2016–25



TRUST

Australia's news media are not as polarised as those in the UK and US. Audience levels of trust remain steady. The main public broadcasters ABC and SBS continue to attract the most trust, though popular commercial television and national newspapers are only slightly behind.

OVERALL TRUST SCORE 2016–25



Proportion that trusts 'most news most of the time'

43%
OVERALL TRUST =17/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **75.15** | **29**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
ABC News	60%	17%	22%
Australian Financial Review	54%	30%	16%
BBC News	57%	24%	19%
Channel 7 News	55%	23%	22%
Channel 9 News	55%	23%	23%
Daily Telegraph	44%	30%	26%
Guardian Australia	48%	31%	21%
Herald Sun	45%	30%	25%
News.com.au	47%	28%	25%
Regional or local newspaper	58%	27%	15%
SBS News	59%	23%	18%
Sky News	50%	22%	28%
Sydney Morning Herald	47%	30%	23%
The Age	48%	31%	21%
The Australian	53%	27%	20%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

27%

SHARE NEWS via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	38%	(+6)	71%
2	YouTube	29%	(+3)	59%
3	Instagram	19%	(+3)	46%
4	X	16%	(+6)	21%
5	TikTok	14%	(+5)	27%
6	WhatsApp	13%	(+4)	36%

HONG KONG

Media freedom in Hong Kong, already showing signs of significant strain with the closure of independent news outlets and growing self-censorship among journalists and commentators, faces further challenges as a former editor is imprisoned for sedition. Meanwhile, media companies look towards the Chinese mainland to increase audiences and revenue.

Population	**7.5m**
Internet penetration	**96%**

The downstream effects of the National Security Law (2020), enacted to quell the 2019 social protests in Hong Kong, continue reverberating among the news media and journalists in Hong Kong as failure to navigate the uncertain red lines in their reporting can potentially lead to their arrest. Several news outlets ceased operations soon after the enactment of the law, a number of notable columnists have ceased writing op-eds, and newspapers such as *Ming Pao* added disclaimers to all their published commentaries. Some foreign correspondents have also left the city. The *Wall Street Journal* moved its Asia headquarters to Singapore, and the US-funded news service Radio Free Asia, which has been operating in Hong Kong since 1996, cited the uncertain climate for journalism for its decision to leave following the enactment of the Safeguarding National Security Ordinance (i.e. Article 23) in 2024. Once known to be a bastion of press freedom in the region and ranking 18th globally in the 2002 Press Freedom Index by Reporters Without Borders, Hong Kong is now placed 140th in the 2025 rankings.

In the latest development, the former Editor-in-Chief of the now-defunct digital news outlet Stand News, Chung Pui-kuen, was sentenced to 21 months in prison having been found guilty of overseeing the publishing of 11 articles during 2020–21 that had 'seditious intention'. Nine of the 11 articles were op-eds critical of the local and Chinese government. The court verdict was based on a colonial-era sedition law that had not been used for over 50 years and which the UK abolished in 2009. After the verdict, a joint statement of concern was released by the Media Freedom Coalition, signed by 25 countries, pointing out that for 'media workers to safely fulfil their legitimate role in scrutinising government policy and actions, journalism should not be prosecuted under the guise of national security'.[111] The Hong Kong government made an immediate rebuttal to the statement, reiterating its adherence to freedom of the press under local laws and international treaties.[112]

In another significant court ruling, the Court of Appeal dismissed the appeal by the Communications Authority, Hong Kong's broadcasting regulator, against a previous ruling ordering the Authority to revoke its warning in 2020 to the public broadcaster RTHK following the broadcast of a controversial episode in a satirical show that allegedly denigrated and insulted the police. The show *Headliner* was a popular TV programme that satirised public affairs and aired its first episode in 1989. Following the warning, RTHK ceased production of the show. A major point of contention was whether RTHK violated regulations by not checking the veracity of 'factual contents', as the Authority claimed. However, the Court of Appeal ruled that the requirement of accuracy does not apply to satirical expression.[113] Some observers noted that the ruling demonstrated Hong Kong's judicial independence and provided 'belated justice' for the programme, while some sceptics opined that the court might rule against the government only in relatively minor cases.

News media organisations in Hong Kong are facing increasingly severe economic difficulties due to declining local advertising revenue. By way of response TVB, Hong Kong's largest local broadcaster, significantly reduced its annual losses by more than half by generating significant revenue from mainland China. While there are substantial restrictions on whether and how Hong Kong media can enter the mainland market, TVB was able to expand its presence in 2024 by signing formal partnerships with Tencent Video to co-produce TV dramas and with Alibaba's online video platform, Youku, to distribute local content to the mainland. Whether 'entering China' is a feasible strategy to resolve Hong Kong media's financial challenge more widely remains to be seen. Meanwhile, digital outlet HK01 is gaining revenue by branding itself as a lifestyle platform combining news reporting with e-commerce and event ticketing services. However, financial sustainability remains a significant issue for smaller-scale online outlets.

RTHK made headlines in 2023 with the introduction of its AI presenter, 'Aida', which delivered daily summaries of the Hong Kong weather report. In 2024, it established its 'AI Lab' to explore ways to leverage AI technologies in its programme production processes, such as using AI presenters for its sports and health-related podcasts. These initiatives indicate that RTHK is, at least publicly, at the forefront of AI development in the industry.

Michael Chan, **Francis Lee**, and **Hsuan-Ting Chen**
Chinese University of Hong Kong

[111] https://mediafreedomcoalition.org/joint-statement/2024/stand-news-hong-kong/
[112] https://www.info.gov.hk/gia/general/202409/10/P2024091000556.htm
[113] https://dcc.law/case_commentary/hong-kong-administrative-law-court-of-appeal-dismisses-the-communications-authoritys-appeal-against-rthks-satirical-programme-headliner/

WEEKLY REACH OFFLINE AND ONLINE

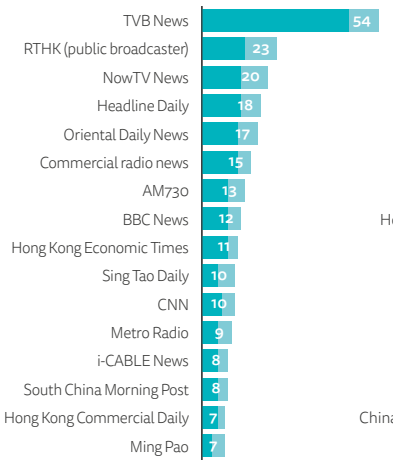
TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

22% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT

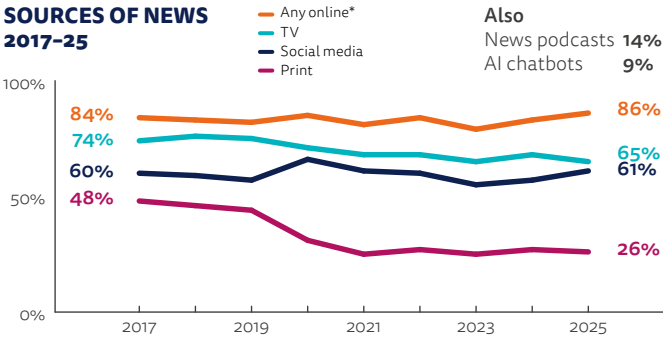


ONLINE

CHANGING MEDIA

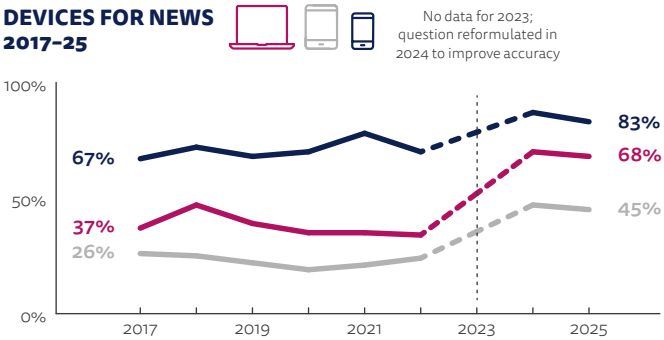
Between 2021 and 2025, Hong Kong citizens' sources of news have not changed dramatically: 86% respondents said they obtained news online, followed by TV, which remains slightly ahead of social media. Facebook and YouTube remain key access points for online news along with news websites.

SOURCES OF NEWS 2017–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

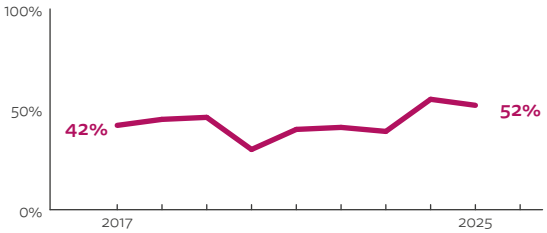
DEVICES FOR NEWS 2017–25



TRUST

Despite concerns over the chilling effect of national security laws, most news brands remain trusted by at least half of our respondents. Public broadcaster RTHK remains one of the most highly trusted brands, along with commercial NowTV News, while the small number of digital-only news brands have slightly lower scores, partly because they are less well known by the wider public.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

52%
OVERALL TRUST
10/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 39.86	140/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
AM730	66%	23%	10%
Bastillepost	53%	28%	19%
Commercial radio	69%	21%	10%
Dot Dot News	49%	32%	19%
HK01	64%	23%	13%
i-CABLE News	67%	24%	10%
In-media	57%	29%	14%
Ming Pao	68%	21%	10%
NOW TV News	71%	21%	8%
Oriental Daily News	64%	22%	14%
RTHK	71%	16%	12%
Sing Tao Daily	66%	20%	13%
The Collective	52%	34%	15%
TVB News	67%	15%	17%
Yahoo! News	68%	24%	9%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

40%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	46%	(+4)	72%
2	YouTube	44%	(-2)	74%
3	WhatsApp	25%	(-1)	72%
4	Instagram	20%	(+1)	47%
5	WeChat	14%	(-1)	46%
6	X	11%	(+3)	20%

INDIA

Press freedom in India remains a significant concern following the re-election of Prime Minister Narendra Modi for a historic third term. Media ownership remains concentrated with a few wealthy businesses that are largely supportive of the government, while independent media and journalists critical of them are often subjected to online harassment or legal challenges. Against this background, innovative collaborations are underway amongst digital news platforms.

Population	**1,442m**
Internet penetration	**56%**

India's fragmented yet diverse news space was dominated by extensive political coverage in an election year. Yet there was also space for a unique collaborative effort by prominent and like-minded digital news platforms. The Wire, Scroll.in, NewsLaundry, Caravan, and The News Minute - known for their adversarial and independent stance on critical issues – worked together on day-long coverage and analyses of the general and assembly election results. The programme, which was broadcast via YouTube, was free of advertisements and driven by subscriber or donation funding, filling a gap in mainstream news coverage. These collaborations have recently expanded to video podcasts discussing current news developments, and co-operation on investigative projects – again run on subscriber donations.

In January, Meta's announcement that it will end its third-party fact-checking initiative in the US caused concern, especially among small newsrooms and independent organisations who partner with it. While there has been no confirmation that the Indian leg of the programme will be cancelled, fact-checkers in India are unsure whether 'Community Notes', which may replace fact-checks by IFCN-certified organisations in the future, will carry the same credibility, rigour, and standards in combating misinformation on social media.[114]

Third-party fact-checking initiatives have helped Meta label and demote rampant misinformation on its platforms, as well as supporting newsrooms financially through the partnership. Meta owned WhatsApp was cited by more than half of our Indian survey respondents (53%) as the channel that carried the biggest threat when it comes to false and misleading information, by far the highest score across markets.

Over the years, our data for India shows a strong preference for smartphones to access news along with social media platforms such as YouTube (55%), WhatsApp (46%), Instagram (37%), and Facebook (36%) being predominantly used for this purpose amongst our primarily English-speaking survey sample. Veteran journalists like Ravish Kumar from traditional newsrooms like NDTV too have moved away and leveraged video-based social media platforms to start their news channels where they have more freedom to express their own views. Content creators and young influencers, who focus on news through YouTube, are popular among our respondents. Influencers like Dhruv Rathee who commands around 28 million subscribers on YouTube were particularly popular during the general elections.[115]

Despite this, legacy news brands in print, as well as commercial and public broadcasters, still enjoy high levels of viewership across our mainly English-speaking survey respondents –with many of these such as NDTV, *Times of India*, and *Hindustan Times* also performing well online. Legacy regional language brands in print such as *Dainik Bhaskar* (18%) and its online platform (16%) also enjoy good readership among our respondents as do digital-only news platforms in English (The Print, 14%) and bilingual languages (NewsClick, 11%).

The RSF report on press freedom (2025) notes that media pluralism is challenged across the world, especially in countries in Asia such as India due to 'economic pressures' with increasing corporate ownership and their connections with political powers[116]. There are also concerns over increasing regulatory powers of government authorities through several new legislations such as the Telecommunications Act, and the Digital Personal Data Protection Act.

In February, the website of south India-based Tamil news outlet, Vikatan, was blocked by the Central Government after it published a cartoon critical of the prime minister and his government in handling the deportation of unauthorised Indian migrants from the US by the Trump administration. In January, Mukesh Chandrakar, an independent regional journalist in Bastar district in the Indian state of Chhattisgarh was reportedly murdered for exposing corruption in local road contract projects. Small and independent investigative newsrooms also continue to face financial-cum-regulatory challenges, such as The Reporters' Collective, whose non-profit status was cancelled by tax authorities early this year.[117] These instances continue to raise concerns over larger problems of press freedom and journalists' safety in the country.[118]

Meanwhile, in the highly polarised television news space, Mirror Now, a news channel in the Times Group, is said to shut down later this year, reportedly due to financial losses. Times Now, also part of the Times Group and a popular news channel, which enjoys good viewership figures in our survey, may absorb some of the journalists from the Mirror Now newsroom.

Anjana Krishnan
Research Associate, Asian College of Journalism, Chennai

[114] https://www.hindustantimes.com/india-news/indian-fact-checkers-reeling-from-impact-of-zuck-announcement-101736535526573.html
[115] https://frontline.thehindu.com/interviews/interview-dhruv-rathee-no-matter-which-party-comes-to-power-i-will-keep-questioning-the-government/article68055654.ece
[116] https://www.reporters-collective.in/blog/statement-by-the-reporters-collective
[117] https://editorsguild.in/statements-issued/
[118] https://rsf.org/en/classement/2025/asia-pacific

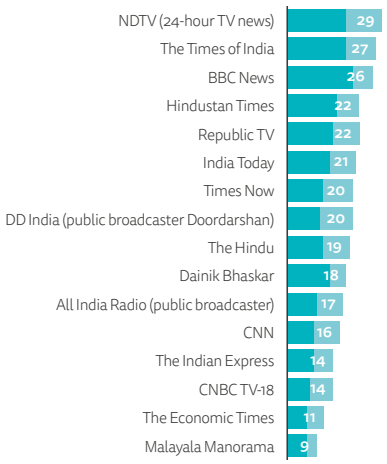
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

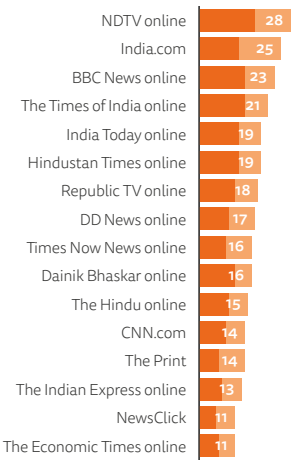
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

TV, RADIO, AND PRINT



ONLINE

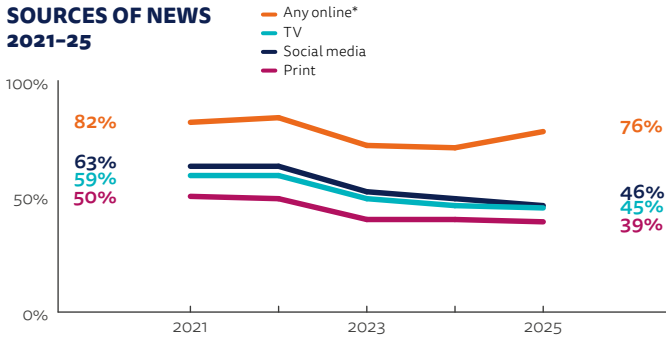


Rediff News:	11%
Firstpost:	10%
The News Minute:	10%
The Quint:	10%
The Wire:	9%

METHODOLOGY NOTE

These data are based on a survey of mainly English-speaking, online news users in India – a small subset of a larger, more diverse, media market. Findings in this online poll are not nationally representative and will tend to under-represent the continued importance of traditional media such as TV and print.

SOURCES OF NEWS 2021–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS

Computer **57%** (-4)

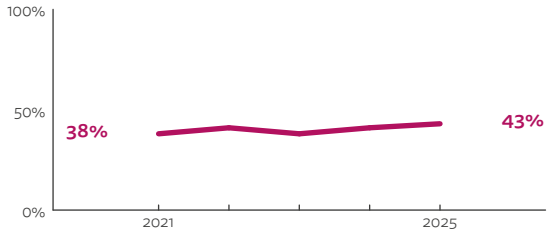
Smartphone **76%** (-3)

Tablet **47%** (+3)

TRUST

Overall trust in the news has remained largely stable over the last few years. When it comes to brand trust, legacy print titles and public broadcasters tend to enjoy higher levels of trust. However, brands that are either extremely critical or extremely uncritical of those in positions of power, tend to have lower trust scores in a polarised environment. Scores should not be seen as a measure of the quality or trustworthiness of the content itself.

OVERALL TRUST SCORE 2021–25



Proportion that trusts 'most news most of the time'

43%

OVERALL TRUST =17/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 32.96	151/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
All India Radio	65%	15%	20%
BBC News	65%	14%	21%
CNN	61%	18%	21%
DD India	64%	16%	19%
Economic Times	64%	16%	20%
Hindustan Times	69%	14%	18%
India Today TV	64%	16%	20%
NDTV	62%	16%	21%
Regional or local newspaper	62%	18%	21%
Republic TV	57%	17%	26%
Scroll.in	50%	25%	26%
The Hindu	66%	15%	19%
The Indian Express	66%	14%	19%
The Times of India	69%	13%	17%
The Wire	52%	22%	26%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

44%

SHARE NEWS

via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	55%	(+1)	71%
2	WhatsApp	46%	(-2)	69%
3	Instagram	37%	(+4)	54%
4	Facebook	36%	(+1)	50%
5	Telegram	22%	(+2)	38%
6	X	16%	(+3)	23%

INDONESIA

The 2024 election of Prabowo Subianto as President, along with the looming implementation of a new Criminal Code and proposed revisions to the 2002 Broadcasting Bill, led to a fear of new restrictions on investigative journalism and other forms of free expression. Civil society groups also noted the president's statements about 'foreign-funded media', and expressed concern that this was another indication of illiberal populism and democratic backsliding.

Population	**280m**
Internet penetration	**69%**

As Prabowo Subianto was sworn in as the president of the world's third largest democracy in October, the use of social media as a source of news continued to exceed print and TV. Although the February election gave a temporary boost to legacy media, there was an overall decline of interest in all sources of news, including both online and social media. On the first anniversary of his election, Prabowo alleged that foreign-funded media organisations were trying to 'divide' the country.[119] That same day, protesters demanded that the Indonesian Press Council take action against *Tempo*, accusing it of acting in the interest of billionaire financier George Soros.[120] Three weeks later a severed pig's head was sent to Francisca Christy Rosana, a co-host of *Tempo*'s popular podcast programme, Bocor Alus Politik (Slow Leak in Politics).[121] One of Indonesia's most internationally recognised media brands, its flagship magazine *Tempo* was famously banned in 1994. It returned to print in 1998 with the fall of Soeharto and the start of the Reform Era.

Although there were no major closures of media outlets in 2024, Indonesian media continued to suffer a loss of advertising revenue. As part of his populist platform, the new president promised a school-based free lunch programme, which required 306.7 trillion rupiah ($3.1bn) cuts in the overall state budget. This had unanticipated effects on the health of news organisations, as government advertising at both the national and provincial level dried up. This reduction led Indonesian media companies to experiment with new partnerships, e-payment models, and the use of artificial intelligence, as media organisations started using AI for everything from headline-writing and keywords to artificial news presenters and AI-generated Muslim prayer readings.

In April 2023, TVOne launched TVOneAI, now available on multiple social media platforms, which advertises itself as 'the first artificial intelligence-supported media in Indonesia'. Liputan6 likewise uses AI for sports, fact-checking, and global news. While some journalists and industry observers expressed concern about the possible loss of jobs, others were more sanguine, noting that AI presenters could not replace reporting from the field.

Legal protections for freedom of expression continued to erode, leading to concerns among journalists and civil society groups. Planned revisions to Indonesia's 2002 Broadcasting Bill proposed stringent controls over digital journalism, including investigative reporting and content related to the political interests of a digital platform's owner. Other restrictions include the broadcasting of content that portrays LGBTQ 'behaviour', or other 'negative behaviours or lifestyles that could potentially be imitated by the public'. The bill has been criticised as contravening rights enshrined in the 1999 Press Law, namely that the Indonesian press is 'not subject' to censorship or broadcasting bans, and that the press has the right to 'seek, obtain, and disseminate ideas and information'.[122]

Meanwhile, the new Criminal Code is less than one year away from being implemented and will replace the existing law, which is a carry-over from the Dutch colonial period. The Indonesian Press Council has noted that the new law, which will come into effect after a three-year waiting period, has 17 articles that have the capacity to threaten press freedom.

The past few years have witnessed other encroachments on digital expression in Indonesia, including the 2008 Electronic Information and Transactions Law (ITE), and Ministerial Regulation 5 (MR5), which grants the government authority to regulate private electronic systems operators (ESOs), Indonesian services and platforms, and multinational companies such as Facebook, Twitter, Google, and TikTok.

Social media sites such as WhatsApp, YouTube, Facebook, and Instagram are extremely popular in Indonesia, and 57% of Indonesians report getting their news from these platforms. TikTok in particular gained in popularity as a source for news – jumping up 5pp to 34%. Although the use of WhatsApp declined somewhat (by 3pp) it continued to dominate as the overall social media platform both for news and for any purpose.

Although Indonesians are generally unwilling to pay for news, there was some experimentation with new models. *Tempo*, for example, has created a partnership with provincial media such as *The Aceh Post* where they both share content and allow readers to subscribe to both online publications for a single price.

Janet Steele
Professor of Media and Public Affairs and International Affairs, George Washington University

[119] https://www.metrotvnews.com/play/NLMCJx88-presiden-prabowo-sebut-lsm-dan-media-yang-dibiayai-asing-akan-terkuak
[120] This was a swipe at Media Development Investment Fund (MDIF), which invests in independent media throughout the region.
[121] https://cpj.org/2025/03/severed-pig-head-sent-to-indonesian-news-outlet-as-president-attacks-foreign-funded-media/
[122] https://www.dw.com/en/indonesia-broadcasting-bill-elicits-press-freedom-fears/a-69164651

WEEKLY REACH OFFLINE AND ONLINE

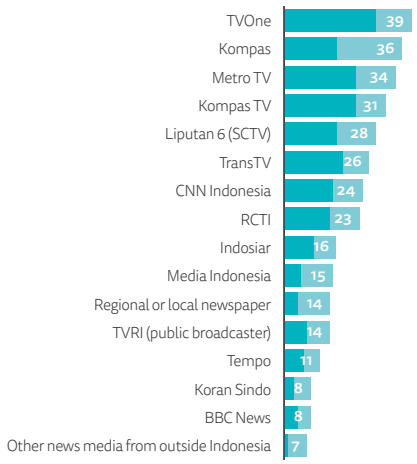
TOP BRANDS

% Weekly usage

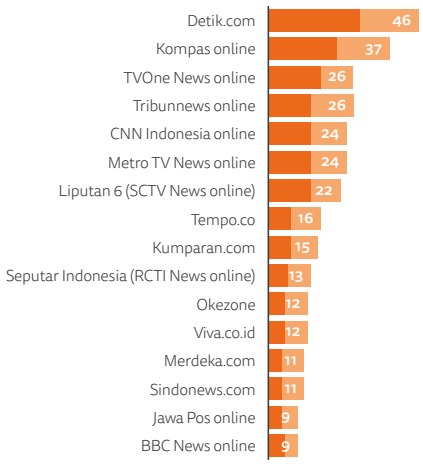
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

18% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



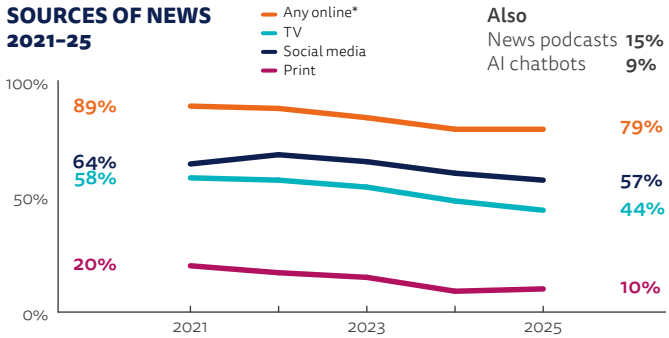
ONLINE



CHANGING MEDIA

Online and social media remain the most popular sources of news in Indonesia with our more urban sample, but TV and radio remain most important for the millions of people who are not online.

SOURCES OF NEWS 2021–25



Also
News podcasts 15%
AI chatbots 9%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS

Computer **49%** (-4)

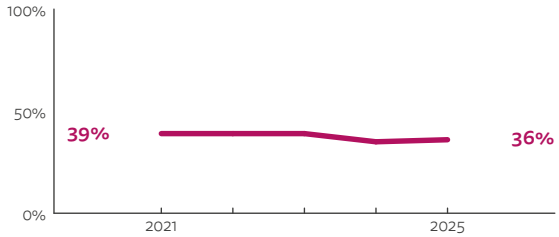
Smartphone **81%** (-3)

Tablet **34%** (-1)

TRUST

Overall trust in news remains stable along with trust in most of the individual brands for which data exist. There was one key exception – *Tempo* – which lost 4pp, possibly as the result of attacks by the president.

OVERALL TRUST SCORE 2021–25



Proportion that trusts 'most news most of the time'

36%
OVERALL TRUST =27/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 44.13	127/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
CNN Indonesia	61%	33%	6%
Detik.com	59%	34%	7%
Jawa Pos	50%	41%	8%
Kompas	62%	31%	7%
Kumparan.com	47%	43%	10%
Local television news	52%	40%	7%
Merdeka.com	48%	44%	8%
RCTI	57%	35%	8%
SCTV (Liputan6)	59%	35%	7%
Sindonews.com	48%	43%	9%
Suara.com	45%	45%	10%
Tempo	53%	37%	10%
Tribunnews	53%	38%	9%
TVOne	60%	31%	9%
TVRI	58%	35%	7%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

30%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All
1	WhatsApp	43% (-3)	76%
2	YouTube	41% (-)	67%
3	Facebook	39% (+4)	59%
4	TikTok	34% (+5)	51%
5	Instagram	31% (+2)	52%
6	X	13% (+1)	20%

JAPAN

Japan's media landscape is rapidly changing. Daily newspapers, that once distributed more than a copy per household, are in sharp decline, while broadcasters are losing their audiences to YouTube and other video networks. Traditional media are also struggling to find sustainable business models as the shift to digital gathers pace.

Population	**123m**
Internet penetration	**87%**

Daily newspapers' total circulation decreased from 53 million in 2004 to 26 million in 2024 with most of that decline in the last ten years. Many Japanese publishers were slow to adapt to digital, partly to protect their profitable print businesses, but this means that online access is now largely controlled by aggregators such as Yahoo! News and LINE News (see brand lists) which offer free news from multiple providers. A 'free news culture', where advertising is seen as the main way to fund news, has made it hard for publishers to charge readers directly for online news.

One notable exception has been the economic daily, *Nikkei*, which reached the milestone of a million digital paid subscribers in 2024, even more if you include smaller publications owned by the group. *Nikkei* achieved this target partly by leaning into corporate (B2B) subscriptions and its digital paid readership is now close to its print circulation of 1.3 million. By contrast, the *Asahi Shimbun*'s digital subscription numbers have remained stable for several years at 300,000, with its print circulation still ten times larger.

The largest daily newspaper, *Yomiuri*, with a circulation of 5.7 million does not sell digital subscriptions separately but only as part of a bundle with print. It has also started to target businesses, a long-held market of *Nikkei*, in collaboration with Dow Jones. The new platform Dow Jones Yomiuri Shimbun Pro provides professionals with financial and business news from the two publications through its dashboard.

While terrestrial television remains the primary way of viewing in Japan, streaming services are growing, with Netflix surpassing 10 million subscribers in 2024. In January 2025, TVer, a free catch-up (VOD) service operated by the main commercial broadcasters, also announced that its monthly users had reached a record high of 41.2 million, a 17% increase from the same month of previous year.[123] Broadcasters are looking to stay relevant through innovation and by reducing costs. TV Tokyo announced the launch of its first Free Ad-Supported Streaming TV (FAST), and four Nippon TV affiliates announced a restructuring of their management structures in November 2024. On the other hand, the public broadcaster, NHK, is projected to be in the red for the third straight year following cuts in the level of its receiving fees in October 2023.

The TV industry was rocked by an allegation of sexual assault by Masahiro Nakai, a former member of a hugely popular boyband who fronted several Fuji TV shows. The network's initial response to avoid an open press conference was criticised as a cover-up, triggering investors and the public to accuse the network of a lack of transparency and having flaws in governance.[124] As dozens of companies pulled their advertisements, the president of Fuji TV resigned, promising an independent investigation. However, the scandal raised broader questions about the industry's respect of women's rights. The response of the viewers is reflected in the decline in brand trust score of all TV stations this year including Fuji TV (-13pp).

Another challenge for traditional media relates to the increased role of social media in elections, since a ban on internet campaigning was lifted in 2013. In November, a former governor of Hyogo prefecture, located to the west of Osaka, Motohiko Saito, who had previously resigned due to abuse allegations, announced he was standing for re-election and unexpectedly found support online from voices who accused traditional media of unfairly bullying him. When ex-governor Saito won the race, a media analyst described 2024 as the first true example of an online election campaign.[125] After the Hyogo election, a survey showed that there was a correlation between a favourable impression of the ex-governor and low trust in the media.[126] During the election, it was observed that reporters covering Motohiko Saito's rally were confronted and filmed by his supporters.

Meanwhile, AI is gradually being integrated into publisher news services. Yahoo! News has introduced an AI feature which detects offensive comments and asks users to reconsider before posting. It is up to the users whether to follow the advice, but the company says offensive comments have declined by 24% since the service was launched.[127] *Saga Shinbun*, a local newspaper, also experimented with publishing a page entirely produced by artificial intelligence to commemorate its 140th anniversary, drawing a mixed reaction.

Yasuomi Sawa
Journalist and Professor of Journalism, Waseda University
Reiko Saisho
NHK, Broadcasting Culture Research Institute

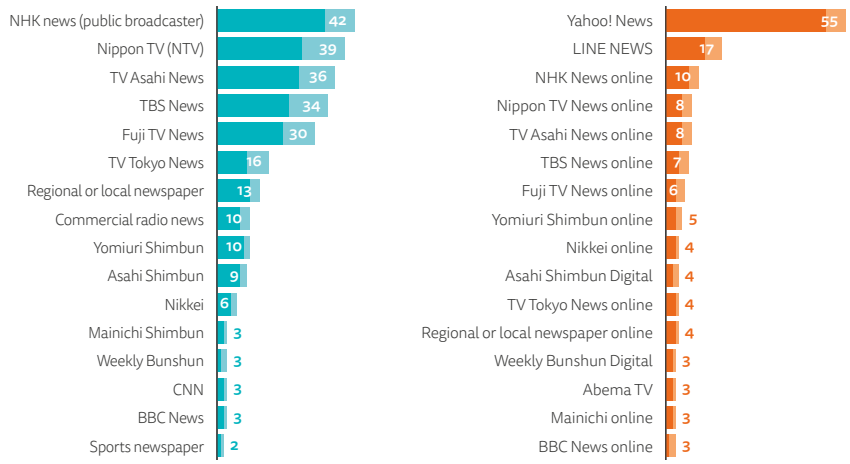
[123] https://tver.co.jp/news/20250210.html
[124] https://www.daltoninvestments.com/wp-content/uploads/2025/01/FMH-Special-Independent-Committee-English-PffD-version.pdf
[125] https://www.nippon.com/ja/in-depth/d01082/
[126] https://www.asahi.com/articles/ASSDD1VSLSDDUCVL00ZM.html
[127] https://www.lycorp.co.jp/ja/news/release/016951/

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

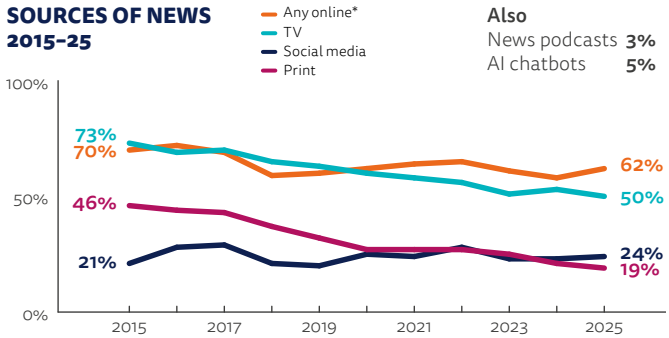


10% pay for **ONLINE NEWS**

CHANGING MEDIA

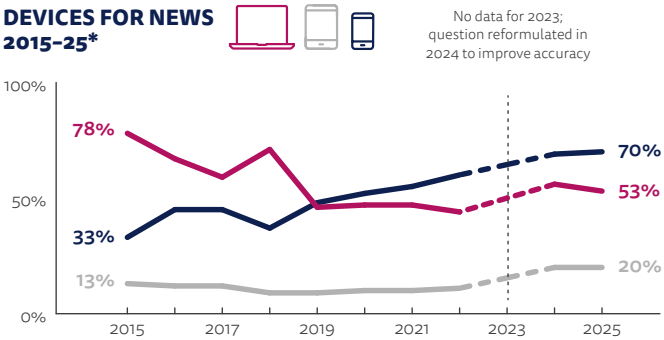
Traditional news broadcasters remain critical sources of news in Japan offline, but most online access still comes though aggregators Yahoo! News and Line News. Social media is used less often for news than in many other Asian countries

SOURCES OF NEWS 2015-25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2015-25*

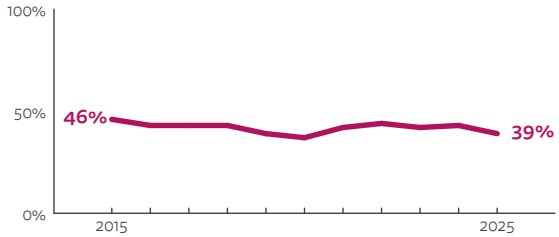


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

The rising influence of social media and a major scandal in traditional media seem to have contributed to the drop in trust levels, especially among the younger group – the very generation the media struggle to reach. While traditional media aim to uphold impartiality and objectivity, political commentators and influencers criticise them for holding back the truth, and maintain *they* are the ones providing unbiased news.

OVERALL TRUST SCORE 2015-25



Proportion that trusts 'most news most of the time'

39%
OVERALL TRUST =23/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **63.14** | **66**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Asahi Shimbun	41%	39%	20%
Fuji TV News	36%	36%	29%
Local newspaper	47%	39%	13%
Mainichi Shimbun	40%	43%	17%
NHK News (public broadcaster)	54%	31%	15%
Nikkei	48%	39%	13%
Nippon TV News	45%	38%	17%
Sankei Shimbun	39%	43%	18%
TBS News	46%	37%	17%
TV Asahi News	45%	37%	18%
TV Tokyo News	45%	40%	15%
Weekly Bunshun	25%	39%	35%
Weekly Shincho	25%	46%	29%
Yahoo! News	43%	40%	17%
Yomiuri Shimbun	42%	41%	17%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

13%
SHARE NEWS via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	23%	(-5)	56%
2	Line	19%	(-)	51%
3	X	17%	(-)	32%
4	Instagram	6%	(+1)	27%
5	TikTok	6%	(+1)	18%
6	Facebook	3%	(-1)	11%

MALAYSIA

Malaysia's media market reflects its multiethnic society, its variety of religious beliefs, and its rich tapestry of languages and cultures. However, laws to ensure that media content will not 'offend' Malaysia's diverse groups, especially the majority (65%) Malay-Muslim community, are being used with growing frequency against news outlets.

Population	**35m**
Internet penetration	**98%**

Over the past year these legal controls have become more evident as action after action was taken against both online media and its users over postings deemed racially and religiously offensive. The term '3Rs' (race, religion, and royalty) is used in Malaysia as shorthand to refer to sensitive topics which need to be treated delicately in the interests of national harmony. But the term was frequently evoked over the past year to control freedom of expression and the media, and a '3Rs law' has been mooted since.

In addition, a new regulatory framework on internet messaging and social media services came into effect on 1 January 2025 which imposes new licensing requirements on these services. Service providers are now subject to licensing if they have 8 million or more users. Licences will be valid for one year and companies must comply with the provisions of the Malaysian Communications and Multimedia Act (CMA) (2000). There are arguably certain provisions in the CMA which are problematic, not meeting international human rights standards.[128]

The Malaysian media industry itself has had mixed fortunes. Online platforms increasingly dominate a shrinking news media market while traditional outlets, especially print media, struggle economically and in trying to engage with a younger, tech-savvy audience. Our data on news sources show that between 2017 and 2025 print usage in Malaysia has plunged from 45% to 18% of respondents.

But even the oldest and the most successful Malaysian online news portal, Malaysiakini (43% weekly reach in our survey), had to lay off staff as part of its restructuring plan. As they announced in October 2024, 'We have diligently worked to minimise job losses; however, several reductions and the restructuring of certain functions are inevitable.'[129]

Elsewhere, media giant Astro Malaysia, which was facing losses last year, swung back into the black with a net profit of MYR46.94m at the end of January 2025.[130] Numerous reasons have been given for this quick turnaround, the most compelling being the combination of the strength of new content, its ongoing attempts to listen to its audiences, and the reshaping of its offerings to match audience needs. New programme packages were introduced in late 2024, including Astro One.

Social media remain an important source of news with over two-thirds of Malaysians using them each week. TikTok is the fastest growing network with four in ten (40%) Malaysians now saying they source the short-form video platform for news each week, one of the highest in our survey.

But at the same time, the network is seen as a major threat by the government when it comes to mis- and disinformation, along with Facebook. Despite these concerns, a fact-checking culture has not been widely embraced. There are two prominent fact-checking portals, the government-run Sebenarnya.my and the academia/media/civil society collaboration, JomCheck. The new culture of fact-checking is perhaps not surprising in a society that for many decades was under authoritarian governments and is now showing signs of reverting to old, undemocratic practices.

There are some potentially positive developments in the Malaysian media environment, top of which is the passing of the Media Council Bill by both houses of the Malaysian Parliament in February 2025. The Media Council Act will allow the industry's stakeholders 'to set and regulate standards and the professional conduct of media practitioners and independent media practitioners'.[131]

For many decades, the Malaysian media industry was constantly constrained by the state and dictated by repressive laws. The long-running regime then insisted on leading and 'guiding' any proposed Media Council. This began to change with the election of a reformist government in 2018 which agreed with industry and civil society proposals to set up a Media Council consisting of and led by media professionals, academia, and civil society. This was novel. There is now some cautious optimism that the industry will be able to regulate itself through this Media Council, reducing government interference and the recourse to repressive media laws.

Zaharom Nain
Director, Allianz Centre for Governance, Faculty of Business and Economics, Universiti Malaya

[128] Article 19 and Centre for Independent Journalism (2024), 'Social Media Licensing in Malaysia: What do you Need to Know?'. https://www.article19.org/wp-content/uploads/2024/10/Article-19-Social-Media-Regulation-v1.7.pdf
[129] Malaysiakini (11 October 2024), 'Announcement on Malaysiakini's Restructuring Plan'. https://www.malaysiakini.com/news/722310
[130] Malay Mail (11 December 2024), 'Astro Returns to Black with Net Profit of RM46.94m in 3Q'. https://www.malaymail.com/news/money/2024/12/11/astro-returns-to-black-with-net-profit-of-rm4694m-in-3q/159567
[131] Tarrence Tan et al. (26 February 2025), 'Parliament Passes Malaysian Media Council Bill'. https://www.thestar.com.my/news/nation/2025/02/26/parliament-passes-malaysian-media-council-bill

WEEKLY REACH OFFLINE AND ONLINE

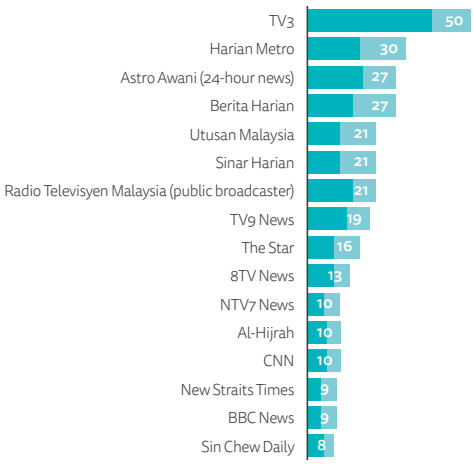
TOP BRANDS

% Weekly usage

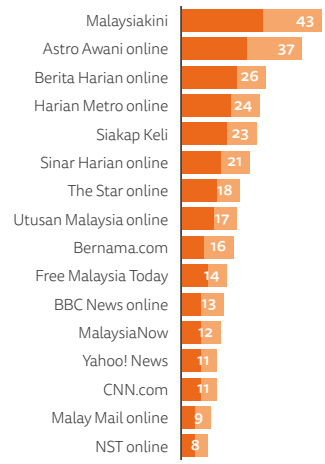
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

18% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



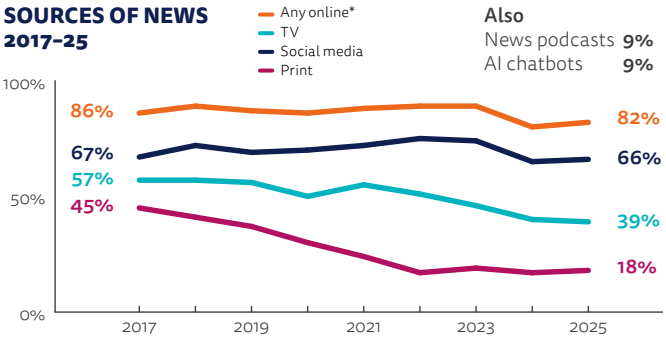
ONLINE



CHANGING MEDIA

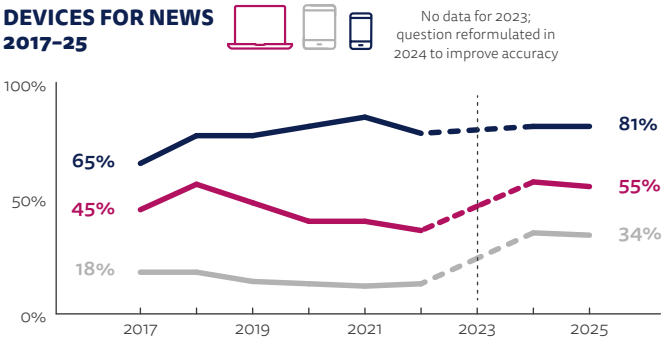
Television and print have both declined substantially since 2017 as news sources. Online and social media are well established as the most widely used sources.

SOURCES OF NEWS 2017–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

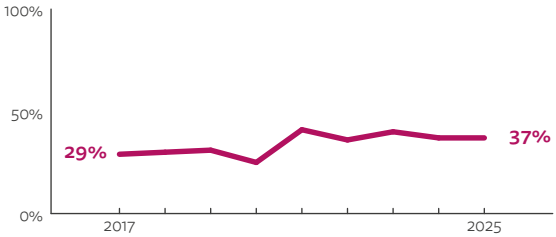
DEVICES FOR NEWS 2017–25



TRUST

Trust in the news increased significantly in 2021, possibly due to greater dependence on media reports during the pandemic, and remained largely stable ever since. Broadcast brands tend to have higher levels of trust, with many politically aligned national-language and vernacular newspapers often having lower public trust scores.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

37%
OVERALL TRUST
26/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **56.09** | **88**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Astro Awani	66%	24%	10%
Berita Harian	62%	26%	12%
Bernama.com	59%	29%	12%
Free Malaysia Today	52%	33%	15%
Harian Metro	59%	28%	13%
Malaysiakini	59%	28%	12%
Radio Televisyen Malaysia	64%	25%	11%
Regional or local newspaper	59%	30%	12%
Sin Chew Daily	45%	36%	18%
Sinar Harian	60%	27%	12%
The Star	58%	30%	12%
TV3 News	64%	24%	12%
TV9 News	62%	27%	11%
Utusan Malaysia	58%	27%	15%
Yahoo! News	48%	36%	16%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

38%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	47%	(+4)	65%
2	WhatsApp	42%	(-)	73%
3	TikTok	40%	(+9)	60%
4	YouTube	38%	(-)	67%
5	Instagram	24%	(+3)	46%
6	Telegram	19%	(+3)	40%

PHILIPPINES

Disinformation and harmful content surged in the Philippines over the past year – fuelled by the widening political rift between President Ferdinand Marcos Jr. and Vice President Sara Duterte. The fallout peaked with Duterte's impeachment in February, followed a month later by the arrest of her father, former president Rodrigo Duterte, who faces charges of crimes against humanity before the International Criminal Court over his bloody war on drugs.

Population	**119m**
Internet penetration	**84%**

As the political crisis deepened, online platforms were flooded with false or misleading narratives and coordinated attacks targeting rival camps, activists, and journalists. This information disorder, often amplified by political influencers and partisan media, has continued to shape public perceptions of the press.

While our survey data show that overall trust in news improved after Rodrigo Duterte neared the end of his presidency in 2022 and has remained steady since, trust in nearly all media brands covered in this report slid over the past year amid intensified political disinformation, at least some of which is aimed at mainstream outlets for allegedly biased coverage.

In response to disinformation some newsrooms stepped up verification efforts and launched deeper investigations into influence operations. GMA Network, the country's largest media organisation, launched Panata Kontra Fake News (Covenant Against Fake News), a multiplatform campaign in partnership with more than 50 newsrooms, academic institutions, and the Commission on Elections (Comelec). Five news organisations are now accredited by the International Fact-Checking Network, and the pioneering multisectoral fact-checking coalition Tsek.ph was relaunched for the May midterm elections.

These efforts aligned with Comelec's initiatives to combat election-related falsehoods and the misuse of generative AI by candidates. These included partnerships with social media platforms and poll watchdogs as well as updated guidelines on campaign-related content. Meta's support remains in question after it announced plans to stop using third-party fact-checkers on its platforms in the United States, though its programme in the Philippines continues for now.[132]

A legislative inquiry by a tri-committee of the House of Representatives also sought to regulate digital platforms and counter online disinformation. Law enforcement has begun cracking down on vloggers accused of spreading falsehoods online.

YouTube disabled the accounts of Sonshine Media Network International (SMNI) in February 2025, followed by Facebook's suspension in March, both citing violations of community standards. The hyper-partisan outlet is owned by Apollo Quiboloy, a Duterte ally arrested in August 2024 on sexual misconduct charges. In December 2023, the government had suspended SMNI's broadcast franchise following complaints of red-tagging – labelling individuals as communist or terrorist – and the spread of false information.

Amid this growing push to confront disinformation and AI risks, efforts to equip journalists with new tools also gained momentum. Newsrooms further experimented with generative AI. Rappler launched Rai, an in-house chatbot that guides users to verified information and election explainers. VERA Files deployed VERA, an AI-assisted fact-checking bot, on Facebook Messenger after piloting a tipline on Viber. The Philippine Center for Investigative Journalism turned one of its long-form reports into an AI-generated animated video to reach broader audiences.

The broadcast sector continued to restructure. NewsWatch Plus launched in July on RPTV, filling the void left by CNN Philippines with a mix of archived and digital-first content. In September, Bilyonaryo.com launched the Bilyonaryo News Channel on free and pay TV. MediaQuest sold its radio assets – including the prized 92.3 FM frequency – to Prime Media, a group linked to house speaker Martin Romualdez. It acquired 105.9 FM, rebranded it as True FM, and later launched the True TV channel.

GMA Network launched its first-ever news podcast, Philippines Today. According to this year's Digital News Report survey, 12% of online Filipino adults now use podcasts to access news.

ABS-CBN, still without a franchise, announced in early 2025 the sale of a substantial portion of its Quezon City property. It also shut down its international segment, TFC News on TV Patrol, in January after trimming its domestic and North American workforce.

Print media showed further signs of strain. The *Philippine Daily Inquirer*, the country's biggest newspaper, announced the integration of its print and digital operations effective from 1st July, a restructuring move expected to result in job losses for some in its print division. Months earlier, the *Baguio Midland Courier*, Northern Luzon's oldest newspaper, ceased operations, citing soaring costs and shrinking readership. The paper's closure marked a significant blow to local journalism.

Despite the many disruptions – and continuing physical, legal, and online attacks on journalists – one rare positive emerged. According to the Committee to Protect Journalists, no Filipino journalist was killed in the line of duty in 2024 – the first time this has occurred since democracy was restored in 1986, and its ranking in Reporters Without Borders' World Press Freedom Index substantially improved. But that milestone was shattered in April 2025 when veteran journalist and publisher Juan Dayang was shot dead at his home.

Yvonne T. Chua
University of the Philippines

[132] https://www.gmanetwork.com/news/topstories/nation/933602/what-s-next-after-meta-scraps-third-party-fact-checking/story/#goog_rewarded

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
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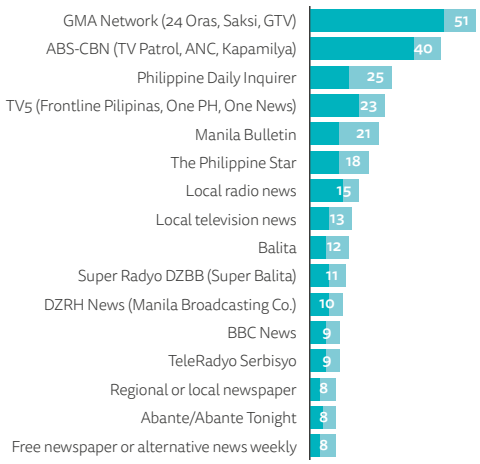
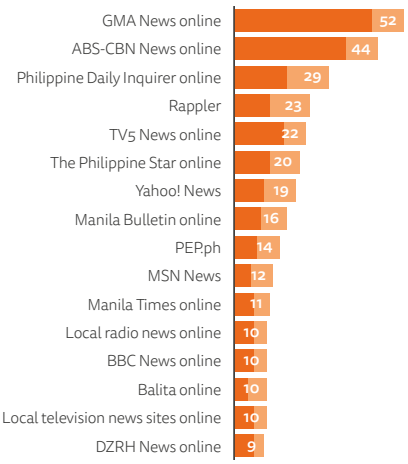
15% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



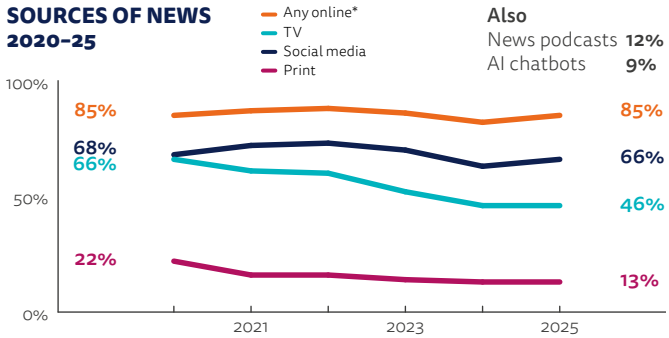
ONLINE



CHANGING MEDIA

The decline of TV and print has plateaued as Filipinos seek news on the worsening political polarisation. Social media, however, remain their preferred news source.

SOURCES OF NEWS 2020–25



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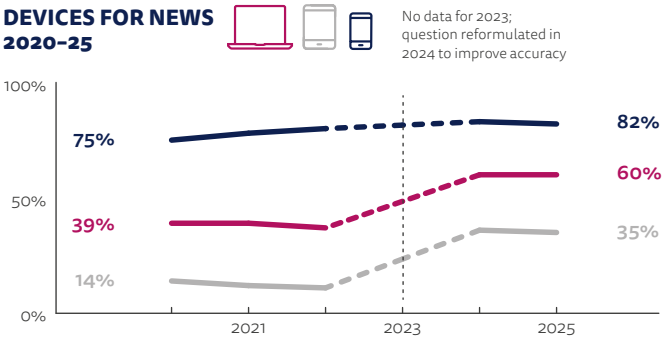
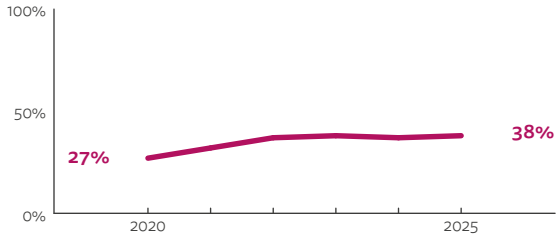
DEVICES FOR NEWS 2020–25



TRUST

While overall trust in news has held steady since Duterte's presidency ended in 2022, trust in most individual media brands declined amid an uptick in political disinformation. It is important to note that some outlets critical of those in power are often actively distrusted by supporters of the politicians in question and subject to coordinated harassment. As always, public trust is not in itself a measure of the quality or trustworthiness of the content.

OVERALL TRUST SCORE 2020–25



Proportion that trusts 'most news most of the time'

38%
OVERALL TRUST
25/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **49.57** **116**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Abante/Abante Tonight	46%	38%	16%
ABS-CBN	60%	24%	16%
DZRH News	59%	31%	10%
GMA Network	67%	22%	11%
Regional or local newspaper	55%	34%	10%
Manila Bulletin	62%	28%	10%
Philippine Daily Inquirer	63%	26%	11%
PTV	51%	34%	15%
Radyo Pilipinas	54%	35%	11%
Rappler	43%	30%	27%
SunStar	52%	37%	12%
Super Radyo DZBB (Super Balita)	61%	31%	8%
TeleRadyo	57%	33%	10%
The Philippine Star	61%	29%	10%
TV5	61%	30%	10%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

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TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

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2	YouTube	50%	(+5)	76%
3	TikTok	29%	(+6)	51%
4	Facebook Messenger	27%	(+1)	60%
5	Instagram	14%	(+2)	36%
6	X	11%	(+2)	21%

SINGAPORE

Singapore's tight media regulations extend beyond traditional outlets into digital and social media. In the run-up to an election, this has further extended to target deepfakes. While mainstream outlets continue to enjoy high levels of public trust, many are quietly undergoing transformation amid shifting audience behaviour and resource pressures.

Population	**6.1m**
Internet penetration	**94%**

Months before the May 2025 election, the city-state's parliament introduced a law to ban the publication, sharing, or reposting of deepfakes and digitally manipulated content of candidates. This adds to the intricate system of laws against online falsehoods, including the Protection from Online Falsehoods and Manipulation Act (POFMA) and the Foreign Interference (Countermeasures) Act. It also comes as more Singaporeans turn to image and video-based platforms like YouTube (+4pp), Instagram (+4pp), and TikTok (+3pp) for news.

POFMA gives ministers the right to order the publication of 'corrections' to online content that they consider to be erroneous, or to prevent a 'diminution of public confidence' in the government. In November 2024, correction notices were issued to Meta and X after an activist, Kokila Annamalai, claimed executions were carried out arbitrarily and without regard for due process. The state rejected these claims, publishing its reasons on its fact-checking website Factually, and ordered corrections to be made. Though Meta and X complied with the orders, Annamalai refused to do so and may face jail as a result.

In another case, Bloomberg, The Edge, The Independent, and alternative news site The Online Citizen were issued correction directions for a Bloomberg article headlined 'Singapore Mansion Deals are Increasingly Shrouded in Secrecy' that involved two ministers. The Edge issued an apology[133] while Bloomberg stated in its correction notice that it complied only under the threat of sanctions, saying it 'reserves its right to appeal and challenge the correction direction', adding that it stood by its reporting. The ministers concerned later filed defamation suits against Bloomberg and its reporter.

Singapore's new deepfake law bans the online publication of content during an election period that 'realistically' depicts a candidate saying or doing something that they did not do, including content made by AI and by techniques such as dubbing and splicing. It applies to favourable and unfavourable content, but does not include animated characters, beauty filters, or entertainment-like memes. Failure to abide by take-down orders could land social networks up to $1m in fines.

Channel NewsAsia (47%) is the most-used online news source in Singapore. CNA is part of the state-owned Mediacorp, which operates most television and radio stations in Singapore. Its portfolio includes 24-hour news network CNA (used weekly by 33%), English-based Channel 5 (23%), and Mandarin-based Channel 8 (23%).

Marking its 25th anniversary in March 2024, CNA expanded its offerings to the United States, Canada and the United Kingdom.[134] This expansion positions it as an international news channel presenting news from an Asian perspective. Back home, though, Mediacorp closed TODAY, a digital newspaper which was launched in 2000 and quickly became the second most read in Singapore. In 2017, it had gone fully digital and ceased its print edition but still won praise for its reporting and video production. The company said this was a strategic move to consolidate resources and cater to evolving media consumption habits. Its staff have been taken into the CNA digital newsroom and will now produce long-form digital content for the site at weekends.

Meanwhile CNA has been investing in semi-automated production processes including AI-generated summaries of news stories – known as FASTs – to appeal to a mobile and social audience. The Infocomm Media Development Authority (IMDA) also released an updated skills framework for media industry professionals, urging practitioners to learn about generative AI and virtual production technologies. In our survey, 7% of our survey respondents say they have used AI chatbots for news.

Digital-native Mothership is the second most-used news site (46%), followed by the website of the English-language *Straits Times*, the newspaper of record in Singapore operated by state-supported non-profit SPH Media Trust (SMT). It also publishes *Lianhe Zaobao* in Mandarin (8%), Malay-language *Berita Harian* (4%), and Tamil-language *Tamil Murasu* (1%). The fourth most-used news site, Yahoo! News (used by 21%), laid off all its editorial and social media staff and moved towards exclusively syndicating content from other outlets. Audiences who say they use YouTube, Instagram, and TikTok for news all grew slightly, while the percentage who use WhatsApp and Facebook for news remain stable.

Matthew Chew and **Edson Tandoc Jr.**
Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

[133] https://www.channelnewsasia.com/singapore/edge-apologise-shanmugam-tan-see-leng-pofma-bloomberg-gcb-good-class-bungalows-4824206
[134] https://www.channelnewsasia.com/singapore/cna-mediacorp-expansion-united-states-united-kingdom-china-25th-anniversary-4205196

WEEKLY REACH OFFLINE AND ONLINE

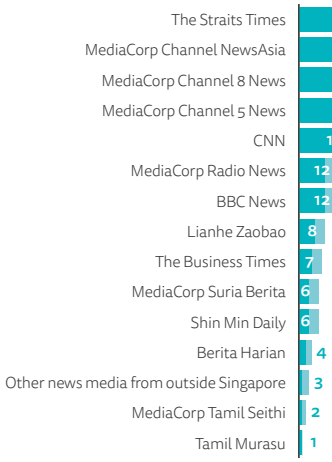
TOP BRANDS

% Weekly usage

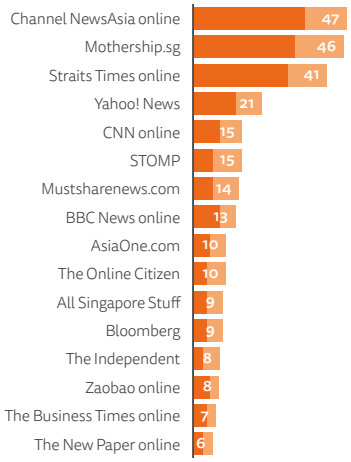
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

16% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



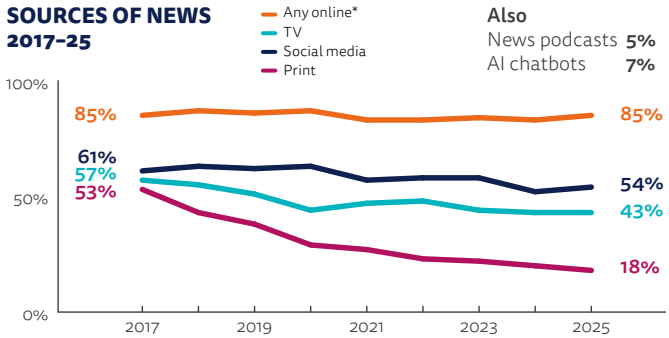
ONLINE



CHANGING MEDIA

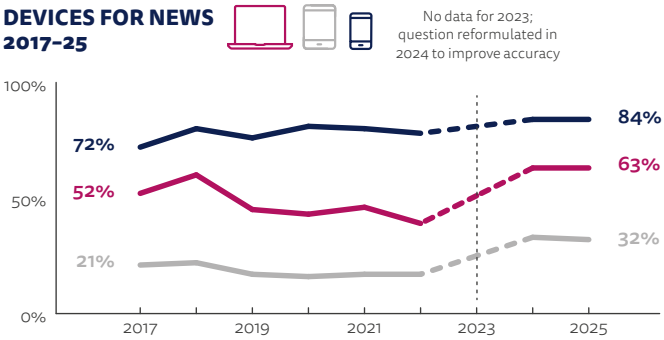
Online and social media remain the most common ways of accessing news in Singapore, while both TV and print have declined significantly over the last few years. Most survey participants do not pay for news.

SOURCES OF NEWS 2017–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

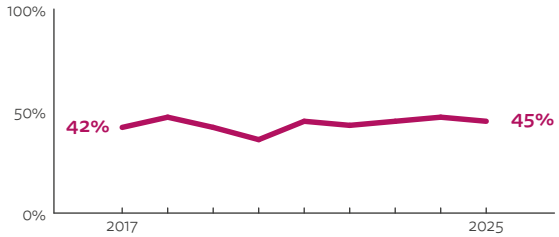
DEVICES FOR NEWS 2017–25



TRUST

Trust in the news remained stable (45%), with the *Straits Times* (75%), Channel NewsAsia (74%), and Mediacorp's Channel 5 (73%) being amongst the most trusted news sources by audiences. Most legacy news brands have retained or improved their brand trust scores this year, while alternative and independent outlets still rank lower, partly due to their limited track record and emphasis on viral news.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

45%
OVERALL TRUST
=15/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 45.78	123/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
AsiaOne	58%	33%	9%
BBC News	65%	27%	9%
CNN	65%	24%	10%
Lianhe Zaobao	62%	28%	10%
MediaCorp Channel 5 News	73%	20%	7%
MediaCorp Channel 8 News	70%	23%	7%
MediaCorp Channel NewsAsia	74%	20%	6%
MediaCorp Radio News	68%	24%	7%
Mothership.sg	54%	32%	14%
mustsharenews.com	40%	41%	19%
Shin Min Daily	55%	33%	12%
The New Paper	58%	30%	11%
The Online Citizen	38%	41%	21%
The Straits Times	75%	18%	8%
Yahoo! News	52%	36%	12%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

31%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	WhatsApp	33%	(-1)	79%
2	YouTube	32%	(+4)	72%
3	Facebook	31%	(-1)	58%
4	Instagram	24%	(+4)	54%
5	TikTok	18%	(+3)	37%
6	Telegram	17%	(+2)	42%

SOUTH KOREA

News consumption has been steadily declining across all age groups for several years, more recently with a noticeable drop in news access through online portals in particular. The ongoing political upheaval might represent an opportunity of sorts for news brands, with trust ratings for major media, broadcasters and publishers alike, showing increases year on year.

Population	**52m**
Internet penetration	**97%**

The principal ongoing trend in South Korea's media landscape has been the reduction in news consumption across all age groups.[135] This trend seems to be affecting all sources of news, not just traditional outlets. The drop in the prominence of news through portals like Naver, which have for a long time played a central role in the distribution and consumption of news in South Korea, suggests that media organisations may need to reassess their digital strategies. YouTube is taking more attention, with 50% of our survey sample saying they use the platform for news each week, but the growing impact of creators and influencers has raised concerns about the quality of news circulating online.

At the same time, South Korea's media industry is embracing artificial intelligence, with news organisations investing in AI-driven tools for automated reporting, content summarisation, recommendation algorithms, and graphics production. For example, *Chosun Ilbo* has developed an in-house AI capable of editing and translating, while Hankook Ilbo launched its AI service 'H.AI.' *Maeil Business Newspaper* introduced multilingual services which rely on AI translation. On the policy front, as the government is pushing for an AI bill, discussions are intensifying on how news outlets can both deploy AI responsibly and also protect copyright. KBS, MBC, and SBS have all sued local tech giant Naver for allegedly using their news articles in generative AI training. This marks the first time that Korean media have taken legal action against a big tech company over what they deem to be unauthorised use of news content.

Since late 2023 many major media companies have initiated sweeping layoffs (normally by way of voluntary redundancy or early retirement), with JTBC leading the way, followed by KBS, TBS, and SBS Medianet. The restructuring wave, which affected terrestrial broadcasters, general programming channels, and cable networks, was partly attributed to losses resulting from inadequate financial management, but the underlying cause was the shift in media environment, led by the rise of YouTube and OTT platforms. Broadcast advertising revenue fell sharply by almost 20% year-on-year,[136] leading to sharp declines in income as younger audiences migrated to digital platforms. The growth of global OTT services also led to a spike in domestic content production costs. These layoffs are also heightening concerns about falling news quality and journalistic standards.

Investigative journalism is rapidly dwindling in South Korea. Major newspapers, including *Kukmin Ilbo*, *Chosun Ilbo*, and *Segye Ilbo*, have disbanded their investigative reporting teams. Broadcast networks are faring rather better, as KBS retains a four-person investigative team, and YTN and MBC also operate similar units, although SBS halved its ten-member team.[137] Some newsrooms are adapting. *Hankook Ilbo*'s Excellence Lab fosters collaboration between investigative and news teams, while *Dong-A Ilbo*'s Hero Squad rotates frontline reporters through digital teams. These efforts aim to sustain investigative journalism by broadening participation, strengthening digital skills, and embracing new storytelling methods.

The 'Disaster Reporting Guidelines', established by the news industry after the Sewol ferry disaster in 2014, place clear emphasis on the importance of accuracy, prevention of secondary harm, minimisation of social unrest, and the protection of victims' rights in news reporting. However, the coverage of the Jeju Air disaster exposed some remaining shortcomings – unverified rescue figures, collision broadcast footage without filters, and fear-inducing videos. Some media outlets even published passenger lists, a major privacy breach. This experience suggests that the guidelines have not been fully internalised by field reporters and newsroom editors. However, some improvements emerged. Broadcast associations issued guidelines swiftly, while civic groups like the Citizens' Coalition for Democratic Media strengthened their monitoring. News outlets also responded with quicker apologies.

In December 2024, President Yoon Suk Yeol's declaration of martial law plunged the country into chaos, leading to a rapid spread of misinformation and rumours on social media. In response, major news organisations strengthened their fact-checking efforts, emerging as crucial sources of reliable information. While misinformation circulating on social media and YouTube fuelled social unrest, traditional media brands made some progress in regaining public trust by reinforcing fact-based reporting, highlighting the role of objective and accurate journalism in restoring credibility amid societal turmoil.

Hyun-Woo Lee and **Chang-Young Jeon**
Senior researchers at the Korea Press Foundation

[135] Korea Press Foundation (2024), Media Consumer Report. https://www.kpf.or.kr/eng/user/engmain.do
[136] KISDI, 2024 Broadcasting Industry Survey. https://www.kisdi.re.kr/eng/index.do
[137] https://www.journalist.or.kr/m/m_article.html?no=56249

WEEKLY REACH OFFLINE AND ONLINE

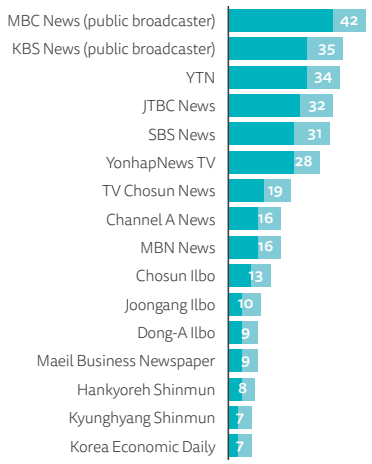
TOP BRANDS

% Weekly usage

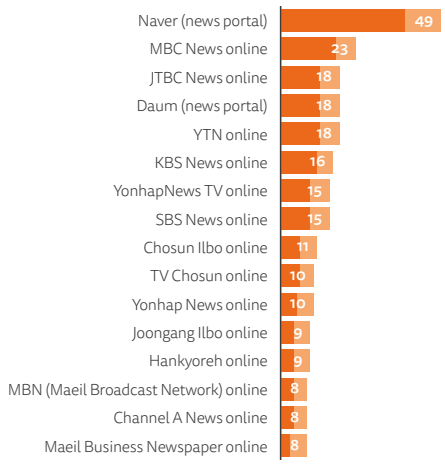
- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

19% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



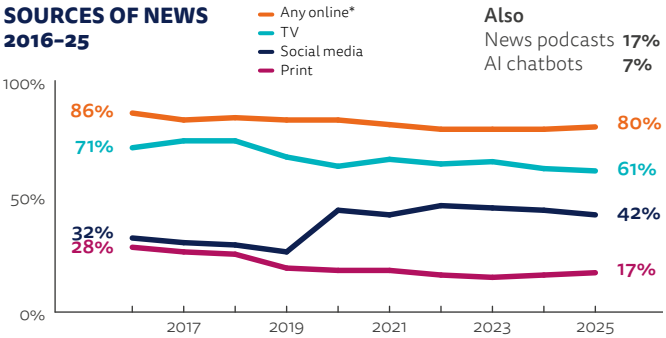
ONLINE



CHANGING MEDIA

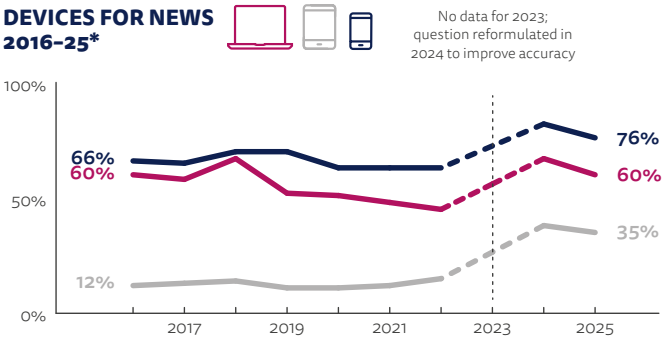
Online portals such as Naver still hold the largest share of news consumption overall, followed by broadcasters, social media, and print media. TV news consumption in particular has been declining over time, faced with competition from online platforms like YouTube and TikTok.

SOURCES OF NEWS 2016–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS 2016–25*

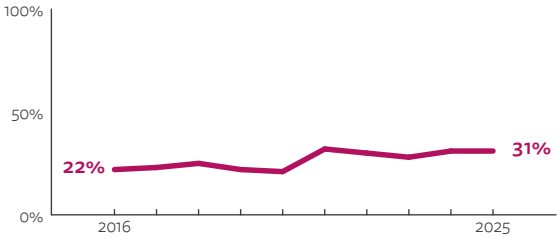


* 2018 figures for computer use were likely overstated due to an error in polling

TRUST

South Koreans' trust in news overall remains unchanged at 31%. However, trust in major media has increased by 3–6pp from a year earlier. Broadcasters such as MBC and newspapers like *Chosun Ilbo* in particular have seen a rise in trust scores. Broadcasters, led by MBC (61%), JTBC (59%), and YTN (55%), continue to enjoy higher trust levels than newspapers.

OVERALL TRUST SCORE 2016–25



Proportion that trusts 'most news most of the time'

31%
OVERALL TRUST =37/48 markets

RSF REPORTERS WITHOUT BORDERS	WORLD PRESS FREEDOM INDEX SCORE 2025	Score: 64.06	61/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Channel A News	43%	27%	29%
Chosun Ilbo	40%	23%	37%
Dong-A Ilbo	41%	26%	33%
Hankyoreh	45%	27%	29%
Joongang Ilbo	40%	29%	31%
JTBC News	59%	22%	19%
KBS News	48%	23%	29%
Kyunghyang Shinmun	43%	31%	26%
MBC News	61%	16%	22%
MBN News	46%	28%	25%
Regional or local newspaper	39%	36%	25%
SBS News	54%	27%	19%
TV Chosun News	42%	23%	35%
YonhapNews TV	52%	27%	20%
YTN	55%	26%	19%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

23%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	50%	(-1)	69%
2	Kakao / KakaoTalk	15%	(-4)	57%
3	Instagram	11%	(-1)	35%
4	TikTok	9%	(+4)	23%
5	Facebook	6%	(-3)	20%
6	X	6%	(+2)	12%

TAIWAN

Competing views of Taiwan's position relating to China – pro-independence or pro-unification – ensure polarisation continues in the island territory, and the media has been feeling the effects. Hit by funding cuts and falling advertising revenue, the industry is waging a battle for survival by trying to deepen audience engagement and diversify business models.

Population	**23m**
Internet penetration	**85%**

Taiwan's competitive media have long been dependent on advertising, though the rise of the tech platforms has seriously undermined this strategy. Total advertising revenues allocated to the mass media declined by more than a third (36%) between 2016 and 2023.[138] To help plug the gap, some outlets started relying on government advertising but in the past year this source of funding has also been affected by the complex politics of this island territory.

The 2024 election was won by the pro-independence Democratic Progressive Party, making its candidate, William Lai, president. In the past year, however, the opposition Kuomintang (KMT) and other opposition parties, which are more pro-unification, won a majority in the Legislative Yuan. They launched unprecedented public spending cuts, promising to 'return the money to the people'. One of the targets became government advertising, officially termed 'media policy and public affairs promotion'. The KMT denounced it as brainwashing and called for its elimination.

The Satellite Television Broadcast Association, which represents channel operators, launched a campaign against the cuts, warning that it would devastate the industry and media workers' livelihoods. They also called for legislation similar to Australia's bargaining code in order to mandate revenues moving from tech platforms to news providers. The industry pleas were partly successful – the planned 100% cuts to government advertising were reduced to 60%, but came along with stricter regulations to prevent favouritism and enhance transparency in the allocation of budgets.

An even bigger battle faced the main public broadcaster, Taiwan Broadcasting System (TBS), which was accused by the KMT of bias and of distorting Taiwan's history. Things got more heated when the main TBS English Channel, TaiwanPlus, referred to Donald Trump as a 'convicted felon'; the KMT said it was an insult to Americans and would threaten relations with the US.

Seizing this moment, KMT lawmaker Chen Yu-jen submitted a motion to cut the entire budget – US$70m (NT$2.3bn) – allocated by the Ministry of Culture to TBS. The move gained support in this polarised society, but it also galvanised a passionate defence of public broadcasting from cultural figures who warned the cuts would devastate Taiwan's creative industries and cultural identity.

In an intense tug-of-war, the proposed 100% funding cut was revised to a 1% reduction – US$700,000 (NT$23m) – with a freeze on 25% of the budget. Meanwhile, TaiwanPlus suffered a 20% budget cut, approximately US$6.3m (NT$200m), with an additional 30% frozen. The broadcaster responded by attempting to rebuild public trust, highlighting a 56% growth in the audience for its news website and the launch of a new children's and youth platform, PTS XS.

As elsewhere, habits are changing. An increasing number of Taiwanese are turning to YouTube for news, with usage rising from 38% in 2021 to 46% in 2025. Most news channels now upload videos there, and some have begun adapting long-form stories into short videos for social platforms. Currently 35% of Taiwanese use Instagram, with 14% relying on it for news, while 21% use TikTok, with 10% using it for news.

Largely unaffected by political turmoil, *CommonWealth* and *Business Weekly* – two of Taiwan's most trusted media brands – leveraged their credibility to generate new income. Both are established as leaders in financial news while addressing social issues,[139] and both recently launched exclusive professional networks. *CommonWealth*'s Talent Forum brought together business and government stakeholders, while *Business Weekly*'s Million CEO College – targeting top executives – charged a tuition fee of US$31,000 (NT$1m) and recruited 130 CEOs.

The Reporter, a non-profit independent media outlet, strengthened its community through impactful journalism and innovative strategies. Known for its investigations into human-rights areas such as sexual exploitation and human trafficking, it embraced multimedia storytelling, podcasts, short videos, comic-based journalism, and live events, and won numerous domestic and international awards. These helped secure annual donations of US$2.8m (NT$88m) from a variety of readers and wealthy benefactors.[140] Its Junior Reporter venture, which encourages young people to participate in the reporting process and contribute to public debate, invited readers to explore international stories; it was honoured with a prestigious award for broadening teenagers' international perspectives and fostering humanitarian awareness.

Lihyun Lin
National Taiwan University

[138] Mass media advertising includes terrestrial TV, cable TV, radio, newspapers, and magazines.
[139] *CommonWealth's ESG Impact Report 2024*. https://www.cw.com.tw/esg-impact/2024/
[140] *The Reporter's Impact Report 2024*. https://www.twreporter.org/a/impact-and-annual-report

WEEKLY REACH OFFLINE AND ONLINE

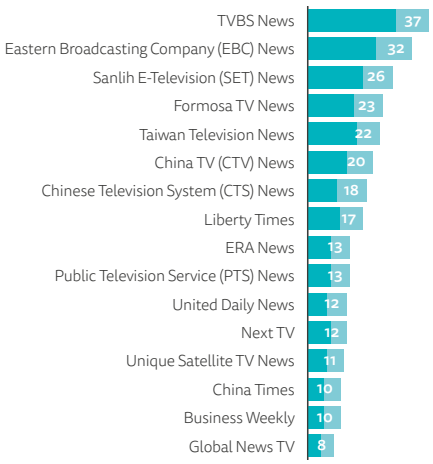
TOP BRANDS

% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

14% pay for **ONLINE NEWS**

TV, RADIO, AND PRINT



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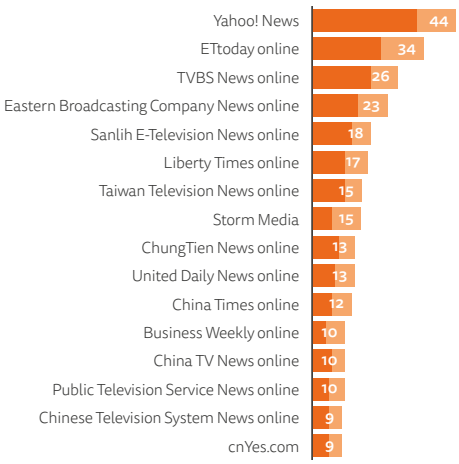
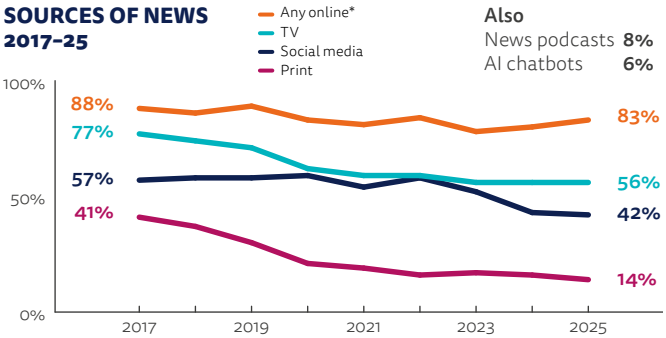


CHANGING MEDIA

Print media have become less significant over time, along with broadcast news. Social media as a news source have also declined considerably, with Facebook seeing the sharpest drop.

SOURCES OF NEWS 2017–25



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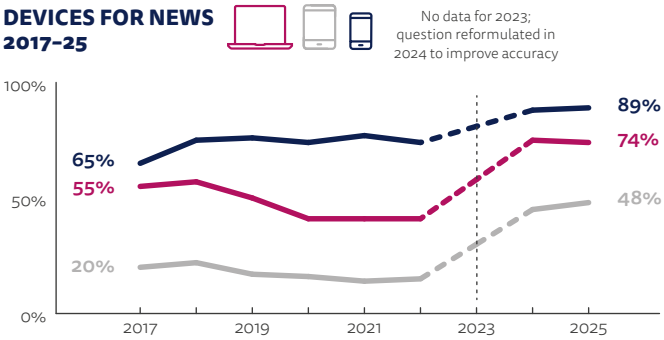
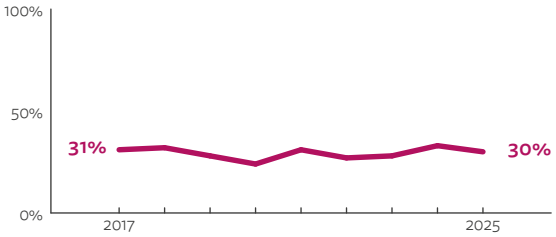
DEVICES FOR NEWS 2017–25



TRUST

In a polarised society, the opposition has accused public media of bias and unfairness, potentially swaying some audience's trust. However, cultural sectors, media reform groups, and citizen-led campaigns have rallied in defence of PTS. The attack on PTS peaked in January 2025, coinciding with our survey, possibly contributing to a 5pp decline in trust for their flagship channel. Overall, public trust in the news has fallen by 3pp this year.

OVERALL TRUST SCORE 2017–25



Proportion that trusts 'most news most of the time'

30%
OVERALL TRUST =39/48 markets

WORLD PRESS FREEDOM INDEX SCORE 2025 | Score: **77.04** | **24**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Business Weekly	58%	32%	11%
China TV (CTV) News	48%	35%	18%
Chinese Television System (CTS) News	46%	36%	19%
CommonWealth Magazine	58%	30%	12%
Eastern Broadcasting Company News	49%	34%	17%
Economic Daily	56%	33%	11%
ETtoday.net	49%	33%	18%
Formosa TV News	40%	29%	31%
Liberty Times	40%	31%	29%
Public Television Service (PTS)	53%	31%	16%
Sanlih E-Television (SET) News	38%	29%	33%
Storm Media	39%	37%	24%
TTV News	48%	36%	16%
TVBS News	54%	31%	15%
United Daily	48%	36%	16%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

30%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	46%	(-)	69%
2	Line	42%	(+1)	67%
3	Facebook	37%	(-2)	62%
4	Instagram	14%	(+3)	35%
5	TikTok	10%	(+2)	21%
6	Threads	8%	(+6)	17%

THAILAND

Thailand's media market is fragmenting as traditional outlets lose ground to influencers, algorithm-driven content, and a broader digital shift. Infotainment often overshadows public-interest reporting, deepening divides and weakening press freedom in a landscape shaped by platform economies and fragile regulation.

Population	**72m**
Internet penetration	**90%**

According to our Digital News Report survey 2025, more than eight in ten (88%) Thais now access news online each week. Smartphones have become the dominant gateway, with digital engagement highest in urban areas. Among younger audiences aged 18 to 34, almost two-thirds (63%) rely on social media as their primary source of news. Against this background news publishers are struggling to attract attention with their traditional mix of online formats. Thailand is one of the few countries in our survey where people say they'd rather watch the news online (43%) than read it (32%), with video primarily accessed via Facebook, YouTube, and TikTok, with live streams and interactive explainers gaining traction among younger consumers. Use of TikTok for news (49%) is growing fast (+10pp) across all demographics. Despite limited competition among internet service providers, low data costs remain an important driver of multimedia news consumption.

AI-generated news is also expanding in Thailand, with Nation TV introducing virtual anchors. The first AI presenter, Natcha, debuted in April 2024 during the *News Alert* programme, followed shortly by Marisa of Mono 29 in May 2024.[141] The public broadcaster, Thai PBS, is moving forward with plans to use AI to enhance its news service, highlighting the need to balance cost, credibility, and appearance when choosing between human presenters and AI avatars, with legal considerations. The willingness of publishers to experiment may partially explain why Thai audiences seem to be more comfortable with different uses of AI in news than most other countries in our survey – specifically around features such as summarisation and automated translation. These initiatives offer potential cost savings for an economically challenged industry but have sparked broader debates about job displacement, accuracy, and ethics.

Trust in the news media remains a complex issue. Traditional television channels still largely command public confidence. Channel 7 HD (74%), Amarin (73%), and Workpoint TV (72%) have relatively high trust scores, along with Thai PBS (72%) and Thai Rath (70%). However, signs of decline are evident. Nation TV – once a flagship outlet – has dropped to 62% trust, while regional and local news outlets, which are amongst the most challenged from a business perspective, are trusted by just 59%. Thailand's news industry is facing a deepening crisis, with falling ad revenues, shifting audiences to streaming, and downsizing digital TV networks. Reliance on so-called 'branded content' has blurred the line between journalism and marketing, weakening editorial independence. As digital TV licences near expiry in 2029, some broadcasters may exit, further fuelling competition online. At the same time, online news influencers are starting to rival traditional media, reshaping journalistic roles.

Personalities like Kanchai Kamnerdploy, a former actor, is recognised by six in ten (60%) of our Thai respondents,[142] reflecting a public shift towards infotainment. His daily TV talk show, *Hone Krasae*, which takes on controversial issues, is often extended via Facebook and YouTube channels, where there are fewer restrictions on what can be said. Analytical journalists like Suthichai Yoon (25%) and Jomquan Laopetch (20%) retain recognition amongst educated audiences in Bangkok. Content creators such as Anuwat Noom (37%), Pond on News (6%), and Tud Yoi Khao (5%) have bypassed traditional editorial structures, offering concise content, emotionally engaging yet often lacking in traditional journalistic rigour –meanwhile, figures like Sondhi Limthongkul (32%) blur journalism and activism. While the National Broadcasting and Telecommunications Commission (NBTC) is pressing for greater regulation online, platform control remains mainly with foreign companies, limiting effective oversight.

The return of the Shinawatra family to power has failed to deliver the economic success many had hoped for, while the dissolution of the youth-driven Move Forward Party has dealt a severe blow to prospects for political reform. Political constraints still impact press freedom in Thailand. Lèse-majesté laws continue to impose harsh penalties for perceived royal disrespect, deterring investigative reporting and reinforcing state narratives. Social media, once a platform for free expression, faces increasing surveillance, with cyber laws used to silence dissent.[143] Notably, monarchy-focused news coverage has been diminished, with some royal correspondents cut due to financial pressures.

Thailand's news media is at a crossroads as it looks to uphold journalistic integrity while navigating digital disruption and political constraints in a platform-dominated environment that seems to favour personality-led commentary. Without intervention, truth may become in short supply and journalistic scrutiny increasingly rare.

Professor Jantima Kheokao
Asian Network for Public Opinion Research
Dhanaraj Kheokao
Potsdam University, Germany

[141] https://mgronline.com/onlinesection/detail/9670000038774
[142] Survey respondents were asked if they had seen a list of named individuals discussing or commenting on the news in the last week.
[143] October 2024. https://www.article19.org/resources/thailand-silencing-dissent-and-the-fight-for-free-expression/

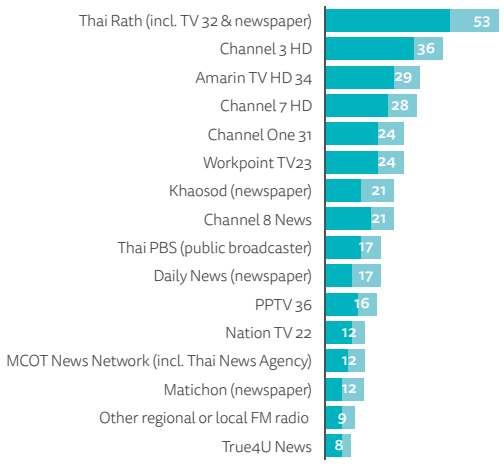
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

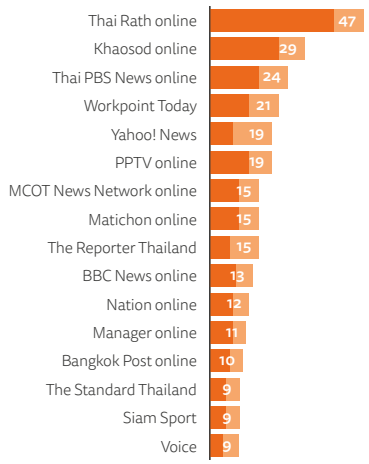
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

TV, RADIO, AND PRINT



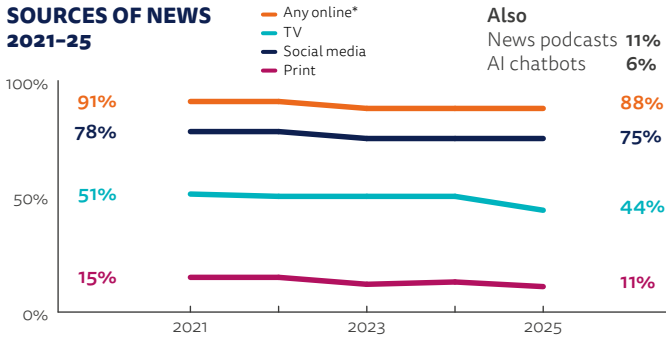
ONLINE



CHANGING MEDIA

Although television remains an important source of news for older Thais, our more educated, urban sample relies heavily on online and social media sources for news. The most important social media platforms for news include Facebook, YouTube, Line, and TikTok.

SOURCES OF NEWS 2021–25



Also
News podcasts 11%
AI chatbots 6%

* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS

Computer **53%** (-12)

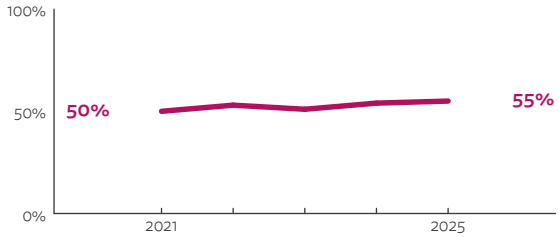
Smartphone **88%** (-3)

Tablet **51%** (-5)

TRUST

Trust in Thai media remains stable at 55%, which is relatively high by international and regional standards. Despite this, younger audiences (47%) are considerably more sceptical than older ones (58%). Trust in specific brands also remains surprisingly strong (more than 60% in most cases), but this is largely shaped by legacy sentiment in what is still a strongly deferential society, rather than by the quality of journalistic output.

OVERALL TRUST SCORE 2021–25



Proportion that trusts 'most news most of the time'

55%
OVERALL TRUST =5/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **56.72** **85**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Amarin	73%	20%	6%
Bangkok Post	66%	28%	6%
Channel 7 HD	74%	21%	5%
Daily News	66%	27%	7%
Khaosod	65%	27%	8%
Krobkruakao 3	66%	25%	8%
Manager	60%	32%	8%
Matichon	69%	24%	7%
MCOT News Network	69%	25%	6%
Nation	62%	27%	11%
PPTV	70%	24%	6%
Regional or local newspaper	59%	33%	8%
Thai PBS (public broadcaster)	72%	22%	6%
Thai Rath	70%	22%	8%
Workpoint TV	72%	22%	6%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

37%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All
1	Facebook	62% (-2)	77%
2	YouTube	55% (-1)	79%
3	TikTok	49% (+10)	67%
4	Line	41% (-1)	67%
5	Facebook Messenger	22% (+2)	43%
6	Instagram	18% (+1)	35%

SECTION 3

SECTION 3

Analysis by Country and Market
Africa

AFRICA	
3.44 Kenya	160
3.45 Morocco	162
3.46 Nigeria	164
3.47 South Africa	166

KENYA

Kenya's media landscape is being shaped by a convergence of economic discontent, shifting political dynamics, and the rise of decentralised digital activism. Mass protests against the Finance Bill in 2024 underscored the growing influence of social media in shaping public discourse while exposing deep-seated fractures in trust towards traditional media.

Population	**56m**
Internet penetration	**35%**

Kenya witnessed a seismic moment in its political and media history in 2024. Demonstrations led by Gen Zs (those born between 1997 and 2012) shook the government and the media, particularly due to the strategies employed by protesters to communicate and organise civic action. The movement largely shunned traditional media, opting instead for social media platforms such as X, TikTok, and WhatsApp, where it deployed hashtags such as #OccupyParliament and #RejectFinanceBill2024 to mobilise young people and others discontented with government policies.

Unlike previous protests led by political figures or civil society organisations, these leaderless demonstrations relied on decentralised digital strategies. Live-streamed videos on TikTok allowed the demonstrators to bypass mainstream media gatekeeping and censorship, documenting police crackdowns in real time, countering government narratives, and drawing international attention. X Spaces facilitated instant live discussions, with President William Ruto himself joining one in an attempt to placate protesters. WhatsApp groups provided logistical coordination, including updates on safe routes, legal aid, and first-aid support. This digital mobilisation blurred the lines between journalism and activism, as ordinary citizens assumed the role of real-time reporters.

The protests were met with significant pushback from the state. President Ruto described them as 'treasonous events' and announced a crackdown on 'orchestrators and abettors of violence'. Following his statement, journalists covering the demonstrations faced increasing harassment, both online and offline. In one of the most serious incidents, a journalist was shot three times while reporting on protests on 16 July 2024.[144] Several reporters were detained, attacked, or had their equipment destroyed. The state's response to digital activism has raised alarm over increasing restrictions on free expression.

Beyond physical attacks, mainstream media houses faced mounting pressure to align their coverage with the government's narrative. Political pressure and economic repercussions followed, with major advertisers such as Safaricom withdrawing ad revenue from the Nation Media Group following reports implicating the company in state surveillance of protesters and breaches of user privacy. Stories published by Nation had indicated Safaricom's involvement in controversial healthcare deals that were also the subject of protests.[145]

Meanwhile accusations of self-censorship, political bias, and corporate influence led many Kenyans to turn to alternative platforms such as Africa Uncensored for independent reporting. Social media influencers were also increasingly relied upon for news and analysis, as individuals concerned about the independence of mainstream media sought out alternative voices on platforms like X, TikTok, and YouTube.

The impact of Gen Z's media strategies is evident in the declining consumption of broadcast, print, and online media. According to our study, which is based on a survey sample of mainly English-speaking, online news users, the percentage of people who said they watched Citizen TV in the past week dropped from 76% to 68%, while *Daily Nation* saw a decline from 59% to 51%. This trend extended to online media as well, with market leader Tuko.co.ke also falling back.

Beyond political pressures, economic hardships have severely impacted Kenya's media industry. Legacy outlets face declining revenues due to reduced advertising spending, shifting audience preferences, and the proliferation of free online content. Media houses listed on the Nairobi Securities Exchange, including Standard Group and Nation Media Group, reported financial struggles, with Standard Group journalists going months without salaries. The Kenya Union of Journalists threatened industrial action over unpaid wages, further highlighting the precarious state of the industry. Newsroom downsizing and budget cuts have led to reduced investigative capacity, forcing journalists to work under increasing constraints.

The resilience of Kenya's media industry is being tested on multiple fronts. The increasing use of social media, particularly X, WhatsApp, and TikTok, as primary sources of information challenges the role of traditional news outlets. Meanwhile, fact-checking organisations such as PesaCheck and Africa Check play a crucial role in countering misinformation, as both state and non-state actors continue to flood digital spaces with disinformation, deepfake videos, and manipulated narratives.

As Kenya heads towards the 2027 general elections, digital news consumption is expected to consolidate further. However, concerns over misinformation, press freedom, and media sustainability persist. While digital platforms have democratised information and challenged traditional gatekeepers, the financial viability of quality journalism remains in question. The future of Kenya's media landscape will be defined by its ability to navigate these pressures while maintaining editorial independence and public trust.

Catherine Gicheru
Director, Africa Women Journalism Project
George Nyabuga
Associate Dean and Associate Professor of Media and Journalism, Aga Khan University's Graduate School of Media and Communications

[144] See e.g. Mercy Koskei. https://nation.africa/kenya/counties/nakuru/nakuru-journalist-shot-by-police-nobody-can-convince-me-i-was-not-the-target--4695820
[145] See e.g. Lilys Njeru. https://nation.africa/kenya/health/the-untold-toll-of-protests-on-healthcare-system-4667868

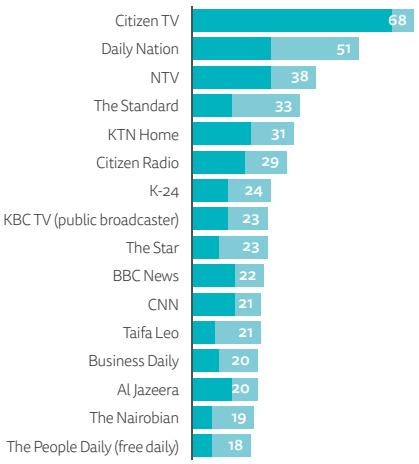
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

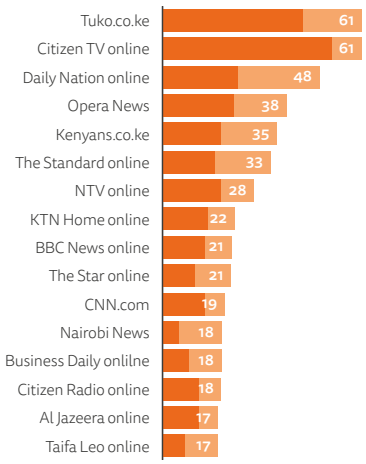
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

TV, RADIO, AND PRINT



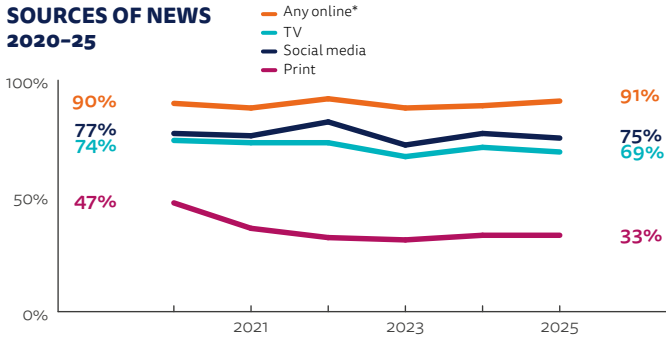
ONLINE



METHODOLOGY NOTE

These data are based on an online survey of mainly English-speaking, online news users in Kenya – a subset of a larger, more diverse, media market. Respondents were generally more affluent, younger (18–50 only), have higher levels of formal education, and are more likely to live in cities than the overall Kenyan population. Findings should not be taken to be nationally representative.

SOURCES OF NEWS 2020–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS

Computer **81%** (-1)

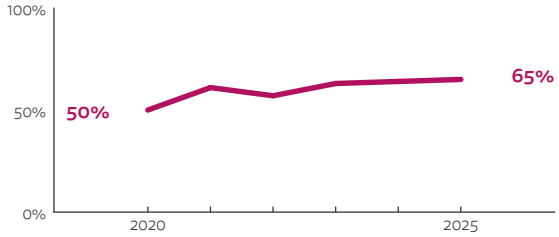
Smartphone **92%** (-2)

Tablet **52%** (+4)

TRUST

Overall trust in the news (65%) is relatively high compared with other countries in our survey, though a little lower with under-35s. Many of the most popular commercial brands such as Citizen, NTV, and the *Daily Nation* are trusted by around 90% of our sample. This is a reflection of the (still) largely independent reputation of most Kenyan media, despite growing economic and political pressures.

OVERALL TRUST SCORE 2020–25



Proportion that trusts 'most news most of the time'

65%

OVERALL TRUST
3/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **49.41** **117** / 180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
BBC News	90%	6%	5%
Citizen Radio	88%	6%	5%
Citizen TV	90%	5%	5%
Daily Nation	89%	6%	4%
K-24 TV	85%	9%	6%
KBC (public broadcaster)	81%	9%	10%
KTN Home	88%	8%	4%
NTV	89%	6%	5%
Radio Jambo	83%	10%	7%
Radio Maisha	83%	10%	7%
Taifa Leo	82%	10%	7%
The Business Daily	85%	9%	6%
The People Daily	80%	11%	9%
The Standard	88%	7%	5%
The Star	80%	11%	9%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

51%

SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All
1	YouTube	54% (-5)	78%
2	Facebook	52% (-8)	70%
3	WhatsApp	46% (-14)	74%
4	X	42% (+5)	54%
5	TikTok	38% (+2)	62%
6	Instagram	26% (-3)	53%

MOROCCO

After years of criticism over limited press freedom and state-dominated media, Morocco has recently shown signs of positive change. Jailed and exiled journalists have been released and new voices are gaining prominence in digital platforms, raising hopes for a freer media environment.

Population	**38m**
Internet penetration	**91%**

Marking the 25th anniversary of his accession to the throne, King Mohammed VI issued a royal pardon in July 2024, resulting in the release and dropping of charges against all jailed and exiled journalists.[146] This move offered cautious optimism for greater press freedom in a country that has long imposed restrictions on independent media. Yet questions linger over whether these steps will translate into lasting change, especially for smaller and independent outlets. These developments unfold against the backdrop of an overwhelmingly digital news environment, where trust in media remains fragile and recent regulatory reforms have also drawn mixed reactions.

The vast majority of Morocco's news media is in Arabic but some of the most influential business publications are in French. Total daily newspaper circulation has been falling for years and sales were badly affected during the COVID-19 pandemic. Printed newspapers are almost all state-subsidised, but this money comes with strings attached. Consulting firm Imperium recently reported a 23.7% year-on-year increase in media publications, with over 136,000 articles produced in August 2024 alone, with the vast majority published online. Publication in all languages is increasing ahead of the FIFA World Cup of 2030, which Morocco will be co-hosting with Spain and Portugal.

According to our Digital News Report data, nearly four in five (78%) respondents now get their news online, with social media and messaging apps playing a significant role. YouTube and Facebook are the most widely used networks overall and for news (49% and 47% respectively) along with Instagram (32%) and TikTok (24%). WhatsApp groups (30%) are also widely used for accessing and sharing information while the encrypted messaging app Telegram is also gaining traction. Heavy use of social media combined with relatively low trust in traditional news sources has left Moroccans vulnerable to regular bouts of misinformation. Over half of our survey sample (54%) say they are worried about being able to tell the difference between real and fake news on the internet. Online influencers/personalities (52%) are seen as the biggest threat in that regard, followed by national politicians (30%) and the news media themselves (28%).

The popularity and reach of these social and video networks is encouraging a growing wave of content creators, reshaping how news is created and consumed in Morocco, particularly among younger generations. YouTube is especially used by bloggers, political commentators, and other influencers to publish content that is on the border of what is accepted speech in Morocco. Alongside them are the recently released journalists – most notably Soulaimane Raissouni, Omar Radi, and Taoufik Bouachrine. Bouachrine, in particular, quickly returned to the public conversation, launching his own YouTube podcast titled Talk on Politics, where he has been calling for deeper political and media reforms.

At the same time the legal environment remains fraught. In 2023, the Moroccan government dissolved the elected National Press Council and replaced it with a government-appointed committee, raising concerns about increased state control. Further controversy came in 2024 with the approval of Bill 03.23, amending criminal procedures to limit NGOs from initiating corruption-related legal actions unless authorised by the public prosecutor. Critics argue this move undermines transparency and shields public officials from accountability.

Despite Morocco's 2016 Press and Publishing Code officially abolishing prison sentences for press offences, activists argue that authorities continue to rely on the Penal Code to prosecute expression-related charges. The Committee to Protect Journalists (CPJ) reported that Radi, Raissouni, and Bouachrine, though freed, remain unable to fully resume their professional activities due to unclear legal statuses.[147]

Reporters Without Borders noted in a recent report (2024) that independent journalists remain 'under constant pressure', but Morocco has jumped 24 places in the annual World Press Freedom ranking since 2023.[148] Civil society and journalists are also stepping up their efforts to establish clear ways of tracking offences and advocating for stronger protections, as was showcased when the International Federation of Journalists (IFJ) and the Moroccan National Press Union hosted a regional workshop in Casablanca to strengthen press freedom monitoring.

Morocco's media landscape is at a crossroads, shaped by significant developments in press freedom, digital consumption, and legal reforms. The royal pardons of prominent journalists in July 2024 offered a glimpse of progress, yet the subsequent challenges they face underscore the persistent obstacles to true media independence.

Imru AL Qays Talha Jebril
Research fellow , Moroccan Institute for Policy Analysis and Co-Managing Partner, A&K Advisors

[146] https://www.reuters.com/world/africa/morocco-releases-jailed-journalists-pardons-2476-convicts-2024-07-29/
[147] https://cpj.org/2024/10/moroccos-pardoned-journalists-face-smears-threats-after-prison/
[148] https://rsf.org/en/country/morocco-western-sahara

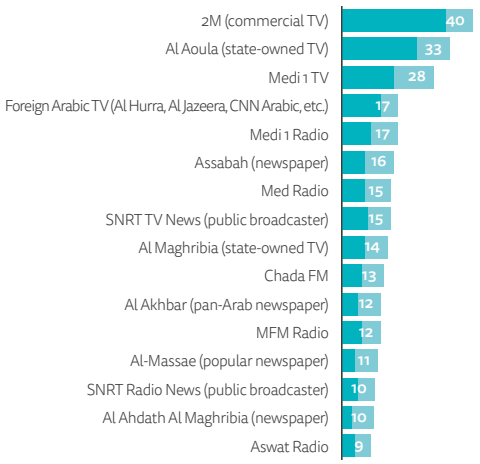
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

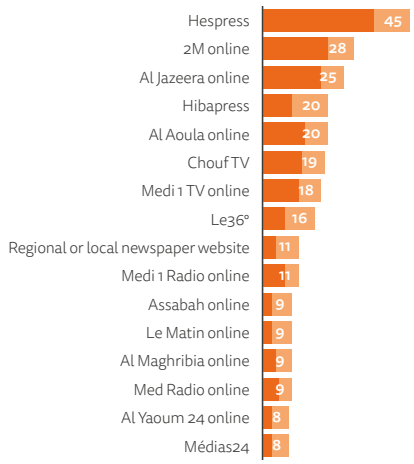
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

TV, RADIO, AND PRINT



ONLINE



CHANGING MEDIA

Online and social media remain popular sources of news in Morocco with our educated and more urban sample, but TV and print remain important with older generations and for those who are not online.

SOURCES OF NEWS

TV **42%** (+1)

Radio **26%** (-)

Print **12%** (-2)

Any Online* **82%** (+3)

News websites/apps **43%** (-2)

Social media **60%** (-)

DEVICES FOR NEWS

Computer **65%** (+2)

Smartphone **83%** (+1)

Tablet **35%** (-1)

* Incl. news websites/apps, social media and video networks, news podcasts (10%), and AI chatbots (6%)

TRUST

Overall trust in news sources in Morocco is amongst the lowest in our survey at just 28%. Many Moroccans do not see news media as truly independent, avoiding sensitive subjects and mostly reflecting government views and perspectives. Having said that, a number of news brands do have reasonable levels of trust, including some of the most widely used commercial (Medi 1) and state-owned outlets on TV (Al Aoula) and online (Hespress).

28% (-3)
OVERALL TRUST
42/48 markets

54% (+1)
MISINFORMATION CONCERN
=31/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **48.04** **120**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the below brands were included in the survey. It should not be treated as a list of the most or least trusted brands as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
2M	59%	18%	23%
Al Aoula	64%	17%	20%
Al Maghribia	59%	21%	20%
Al-Massae	51%	27%	22%
Assabah	51%	26%	23%
Hespress	62%	20%	19%
Hibapress	52%	25%	22%
L'Economiste	55%	25%	19%
Le Matin	52%	26%	22%
Le360	47%	28%	25%
Medi 1 Radio	64%	18%	17%
Medi 1 TV	66%	17%	16%
Morocco World News	44%	31%	25%
SNRTNews	60%	20%	21%
Télé Maroc	50%	29%	21%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

29%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	YouTube	49%	(-1)	70%
2	Facebook	47%	(-4)	63%
3	Instagram	32%	(-1)	53%
4	WhatsApp	30%	(-6)	63%
5	TikTok	24%	(+2)	41%
6	Telegram	11%	(-1)	26%

NIGERIA

Nigeria's media landscape is at a pivotal moment amid rapidly changing consumption patterns, threats to press freedom, and a potential new wave of disruption from artificial intelligence (AI). The news industry continues to transform and innovate but economic pressures including cuts to US budgets for media support cast a shadow over its future.

Population	**229m**
Internet penetration	**39%**

Public and private national broadcasters remain key sources of information for most Nigerians. The Nigerian Television Authority (NTA), as the country's largest public broadcaster, maintains a wide reach through its network of stations across Nigeria alongside privately owned Channels Television, Arise TV, TVC News, and African Independent Television. Foreign broadcasters such as the BBC, CNN, and Al Jazeera are also popular, with the BBC's multilingual reach boosted by rebroadcasting agreements. The country also supports around 100 national and local print titles, of which the best known include *The Punch*, *The Nation*, *Vanguard*, *The Guardian*, and *The Premium Times*.

These traditional sources, however, are losing reach as digital and social media play a bigger role, with influencers and citizen journalists frequently breaking stories ahead of mainstream media. X experienced a 9pp increase in news usage this year, reaching 49% of our survey sample which is made up of mainly English-speaking, online news users in Nigeria. Facebook (65%) and YouTube (49%) are also widely used for news, with many newsrooms leveraging the latter for live news streaming. Conversely, WhatsApp saw a 5pp decline, dropping to 53% while Instagram and Telegram have experienced modest growth.

The Nigerian media market continues to grow with total revenues expected to reach US$540.50m by 2029 with around half coming from digital. This has encouraged a range of digital start-ups as well as new investments by established media. The *South African Times* has entered the market facilitated by the African Continental Free Trade Area (AfCFTA)[149] and digital-born Urban Express News launched a print edition in Lagos and Abuja to cater for readers preferring traditional formats.

Despite these innovations, rising operational costs, declining advertising revenues, reduced donor funding, and fluctuating exchange rates threaten media sustainability. While digital media platforms are growing, they generate lower ad revenues compared to legacy platforms such as TV and print – and less than Western counterparts. Nigerian news media rely heavily on advertising for online monetisation, but changes to Google's search algorithms and a consequent decline in revenue have further strained their financial stability.

Investigative journalism, once a cornerstone of Nigeria's media landscape, has become increasingly reliant on funding from organisations such as Internews and the National Endowment for Democracy (NED).[150] The recent United States funding cut has had a severe impact on journalists participating in journalism fellowships, including the Cable News Foundation's Amplifying Climate Storytelling Fellowship programme, and has affected media outlets that depend on these grants to sustain their operations. This has resulted in fewer investigative reports and a reduced capacity to pursue in-depth reporting.

Meta's plans to discontinue its fact-checking programme in the United States has raised alarm bells for the Nigerian Fact-Checking Alliance (NFA), whose members are heavily reliant on the funding. Though there is no timetable for the ending of the programme outside the US, there are fears that this could lead to widespread job losses and the unchecked spread of false narratives.

Meanwhile, press freedom in Nigeria remains under serious threat, with an alarming increase in attacks on journalists. During the 2024 #EndBadGovernance protests, the Committee to Protect Journalists (CPJ) recorded 56 cases of journalists being assaulted or detained by security agencies.[151] The Nigerian Guild of Editors (NGE) and the Socio-Economic Rights and Accountability Project (SERAP) have since raised the alarm, calling for urgent international intervention to safeguard press freedom and protect journalists from threats.

AI adoption is gaining traction in Nigerian newsrooms, with tools being used for tasks such as copy-editing, content illustration, content strategy, and ad targeting. Media organisations are also using AI-driven solutions to combat misinformation, with the Centre for Journalism Innovation and Development recently launching Dubawa.ai, an AI-powered fact-checking chatbot to verify information and counter false narratives, while Dataphyte introduced Nubia, a tool that enables newsrooms to analyse complex datasets and produce data-driven stories efficiently.

The Digital Switch-Over (DSO) project, spearheaded by the National Broadcasting Commission (NBC), is expected to be completed in 2025. President Bola Tinubu recently approved a 10bn naira ($6.3m) grant to accelerate the project which will enhance coverage and clarity of news channels, ensuring that more Nigerians, especially in underserved and rural areas, have greater access to credible news.

Nigeria's complex political environment continues to shape the media agenda, driving increased scrutiny of government policies and actions. Media regulation, digital rights, and economic challenges, including inflation, unemployment, and poverty, have been central themes in media discourse, with outlets critically analysing government responses.

Tolulope Adeyemo
Code for Africa

[149] https://www.vanguardngr.com/2024/06/southern-african-times-moves-to-expand-operations-into-nigerian-market/
[150] https://www.ned.org/statement-on-neds-funding-disruption-and-program-suspensions/
[151] https://cpj.org/2024/08/in-nigeria-at-least-56-journalists-attacked-and-harassed-as-protests-roil-region/

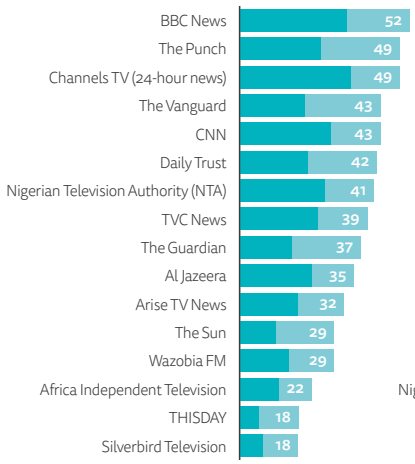
WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

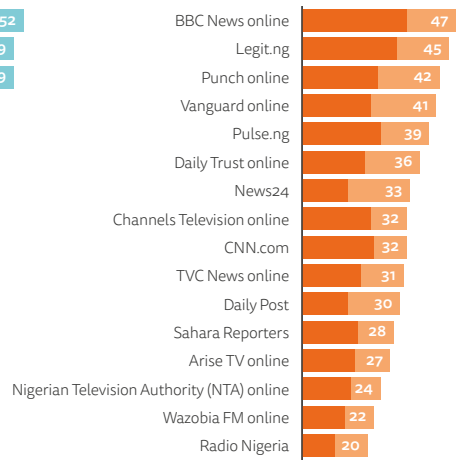
% Weekly usage

- Weekly use TV, radio & print
- 3 days per week or more TV, radio & print
- Weekly use online brands
- 3 days per week or more online brands

TV, RADIO, AND PRINT



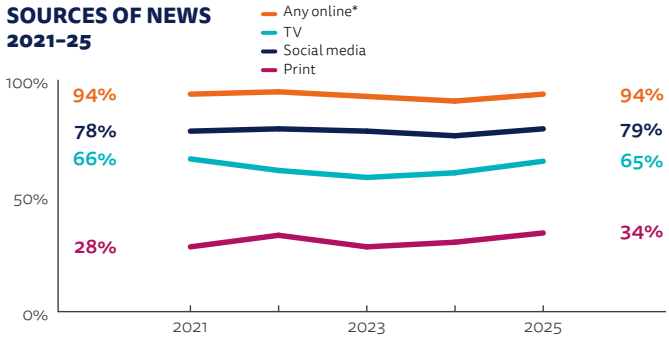
ONLINE



METHODOLOGY NOTE

These data are based on a survey of English-speaking, online news users in Nigeria – a subset of a larger, more diverse, media market. Respondents are generally more affluent, younger (18–50 only), have higher levels of formal education, and are more likely to live in cities than the wider Nigerian population. Findings should not be taken to be nationally representative.

SOURCES OF NEWS 2021–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

DEVICES FOR NEWS

Computer **77%** (-)

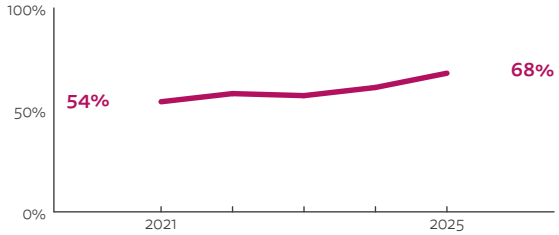
Smartphone **92%** (+1)

Tablet **58%** (+4)

TRUST

Trust in the news has increased significantly since 2021, alongside some recent improvements in the press freedom index scores from RSF. Nigerian audiences remain highly interested in news and despite – or perhaps because of – the challenges posed by misinformation and press freedom, leading brands that are seen as largely independent, such as BBC News, ChannelsTV, and *The Punch*, remain credible sources for most Nigerians.

OVERALL TRUST SCORE 2021–25



Proportion that trusts 'most news most of the time'

68%
OVERALL TRUST
1/48 markets

RSF REPORTERS WITHOUT BORDERS **WORLD PRESS FREEDOM INDEX SCORE 2025** Score: **46.81** **122**/180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
Africa Independent Television	82%	9%	9%
Arise TV News	84%	8%	8%
BBC News	90%	4%	6%
Channels TV	89%	5%	6%
News Agency of Nigeria	77%	11%	11%
Nigerian Television Authority (NTA)	80%	7%	13%
Premium Times	80%	10%	10%
Pulse.ng	80%	11%	10%
The Guardian	84%	7%	8%
The Nation	82%	9%	10%
The Punch	87%	6%	7%
The Sun	81%	10%	9%
The Vanguard	85%	8%	7%
ThisDay	79%	11%	10%
TVC News	83%	7%	9%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

59%
SHARE NEWS
via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All
1	Facebook	65% (+3)	79%
2	WhatsApp	53% (-5)	80%
3	YouTube	49% (+5)	75%
4	X	49% (+9)	62%
5	Instagram	41% (+3)	68%
6	Telegram	31% (+1)	65%

SOUTH AFRICA

South Africa's media are characterised by public and commercial broadcasters operating in multiple languages, a small number of publishing groups from a legacy print background, and a few successful digital-born outlets. In an increasingly constrained business environment, media organisations and industry bodies have prioritised the loss of revenue to platforms and the funding for local and community news.

Population	**61m**
Internet penetration	**76%**

The Competition Commission of SA issued its findings from the Media and Digital Platforms Market Inquiry it initiated in 2023. The report looked at the negative impact of major technology giants on the media industry, and how the decline of South African journalism risks undermining democratic institutions.[152] Among the commission's recommendations was that Google should contribute between R300m ($16.5m) and R500m ($27.5m) per year into a journalism sustainability fund over the next three to five years; that digital platforms implement algorithmic fairness measures to ensure South African media outlets receive equitable representation; and that YouTube and Meta should increase revenue share to news publishers. Additionally, a 5–10% levy on digital advertising revenue will be imposed if platforms fail to implement these remedies.

Stakeholders have been given four months to comment on the findings, before the final report is released later in 2025. The commission also addressed the threat of AI to traditional news organisations, and proposed a range of measures, including giving news media the option to negotiate collectively with AI companies, and to opt out of AI scraping.

In a move that resonates with the 2025 DNR survey's finding that South Africans' interest in local news (60%) is the highest of the countries surveyed, the Association of Independent Publishers and Google established the Digital News Transformation Fund, making available R114m (approximately $6.3m) over three years to support the sustainability and digital transformation of small, independent local news publishers through targeted project-based funding. In another intervention aimed at bolstering the news industry, the South African National Editors' Forum is establishing a journalism sustainability fund (separate to the one referenced above) to help organisations that produce public interest journalism. SANEF has approached corporates and philanthropists in an effort to raise a reported R100m ($5.5m) in the first year.[153]

Concern about information integrity is still high in South Africa, and some news organisations have responded by including fact-checking desks as part of their core offering. The country's largest, News24, which also has one of the highest trust levels, has launched a 'full-time disinformation desk', and the digital-born news site the Daily Maverick launched a dedicated Factcheck Hub, in partnership with the fact-checking non-profit Africa Check.

In December 2024, the Daily Maverick had to make the first cuts in its history, amounting to around 15% of its operating costs. Earlier in the year it had shut down its service for a day to highlight the crisis that the global journalism industry faces.

Meanwhile arguments over the future of the public broadcaster continue to rage, with the SABC expecting to make a R590m financial loss to end of March 2025. A bill was submitted to put the broadcaster back on an even keel, but critics suggested this was an attempt to bring the broadcaster back under government control.

Despite resource crunches, some newsrooms are embracing the potential of AI, and also establishing positions for new beats that reflect the evolving concerns of journalism, such as crypto investigations. Although a recent study revealed that the adoption of AI into journalistic practice is often at a personal, rather than institutional level, there are several newsrooms that have incorporated AI into their publishing systems (Adjin-Tetley et al. 2024). The use of TikTok for news has grown 5pp, and this will have an impact on trust, given that 56% of South Africans identify TikTok as a potential source of disinformation.

The news ecosystem in South Africa is far from healthy, with print's death spiral almost at an end, and digital news and broadcast platforms battling to sustain themselves in the face of social media platforms, and especially the migration there of younger audiences. While there are positive interventions being made, it's going to take a much more concerted effort by news organisations to maintain relevance and sustainability.

Chris Roper
Deputy CEO, Code for Africa

[152] Competition Commission findings. https://www.compcom.co.za/wp-content/uploads/2025/02/CC_MDPMI-Provisional-Report_Non-Confidential-Final.pdf
[153] https://www.news24.com/fin24/economy/sanef-approaches-blsa-to-help-establish-journalism-sustainability-fund-20241018

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

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- 3 days per week or more online brands

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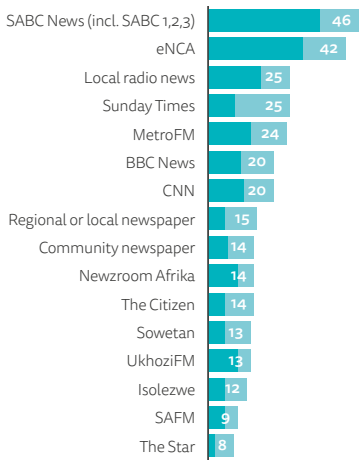

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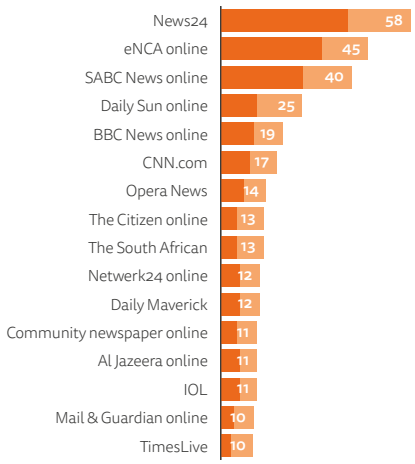
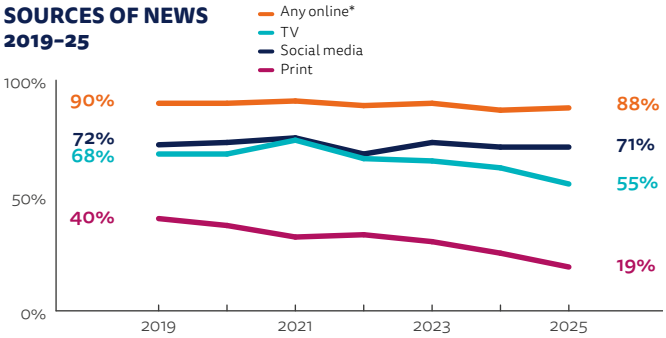


METHODOLOGY NOTE

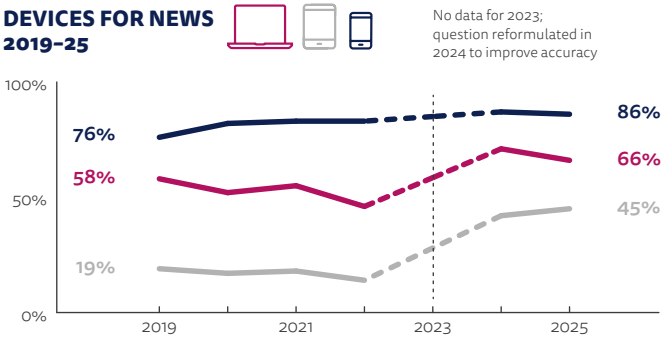
These data are based on a survey of English-speaking, online news users in South Africa – an important part of a larger, more diverse, media market. Respondents are generally more affluent, younger, have higher levels of formal education, and are more likely to live in cities than the wider South African population. Findings should not be taken to be nationally representative.

SOURCES OF NEWS 2019–25



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

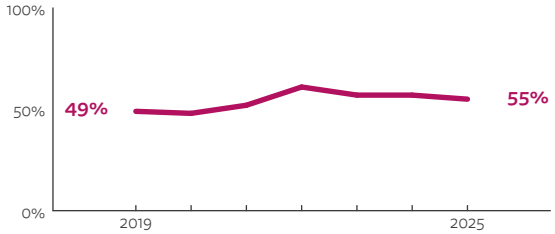
DEVICES FOR NEWS 2019–25



TRUST

Although South Africa (55%) is still well ahead of the global average (40%), it has suffered a 6pp drop since 2022's high of 61%. The fact that almost all news brands have suffered a decline in trust is also a disturbing sign, signalling that the industry will have to actively work to reverse this trend.

OVERALL TRUST SCORE 2019–25



Proportion that trusts 'most news most of the time'

55%

OVERALL TRUST =5/48 markets

RSF REPORTERS WITHOUT BORDERS	**WORLD PRESS FREEDOM INDEX SCORE 2025**	Score: **75.71**	**27** / 180

Measure of press freedom from NGO Reporters Without Borders based on expert assessment. More at rsf.org

PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
BBC News	75%	13%	12%
City Press	65%	23%	13%
Daily Maverick	63%	22%	15%
Daily Sun	55%	21%	24%
eNCA	80%	11%	8%
EWN (Eyewitness News)	57%	25%	17%
IOL	56%	26%	18%
Mail & Guardian	67%	21%	12%
News24	81%	10%	8%
Regional or local newspaper	67%	20%	13%
SABC News (public broadcaster)	75%	13%	12%
Sowetan	60%	24%	17%
Sunday Times	73%	16%	11%
The Citizen	68%	21%	11%
TimesLive	67%	21%	13%

Q6_brand trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6–10 coded as 'Trust', 5 coded as 'Neither', 0–4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.

44%

SHARE NEWS via social, messaging, or email

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
1	Facebook	50%	(-1)	71%
2	YouTube	42%	(-5)	71%
3	WhatsApp	41%	(-5)	77%
4	TikTok	33%	(+5)	55%
5	X	16%	(-3)	25%
6	Instagram	15%	(-2)	37%

SECTION 4

SECTION 4

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The authors welcome feedback on this report and suggestions on how to improve our work via reuters.institute@politics.ox.ac.uk as well as potential partnerships and support for our ongoing work.

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