

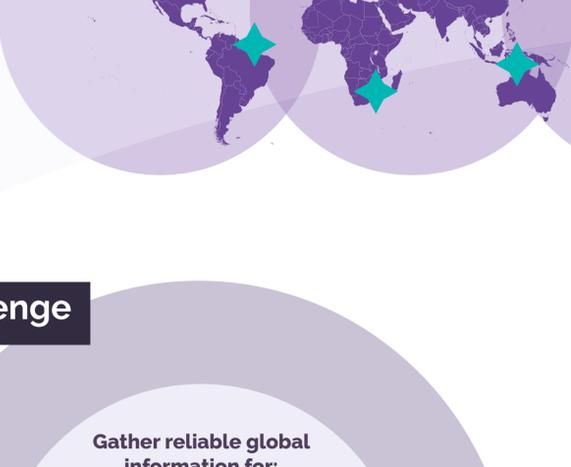
Introducing the world's biggest ongoing survey tracking online news and engagement.

75k
respondents

38
markets

6
continents

8
years



The Challenge

Gather reliable global information for:

- Academics
- Publishers
- Media Owners

in order to...

Create the biggest and most reliable study addressing the major issues within the world of news media

Deliver reliable opinion to challenging timescales in a fast-changing landscape

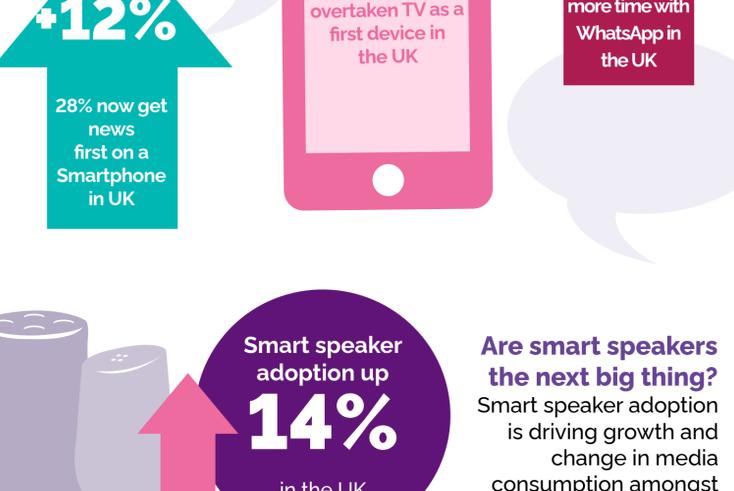
Grow into new markets to continually provide comparable perspective from the biggest global audience possible

The Approach

Live streaming data
Online survey with live streaming of results for early data comparison across 38 markets.

Key Findings

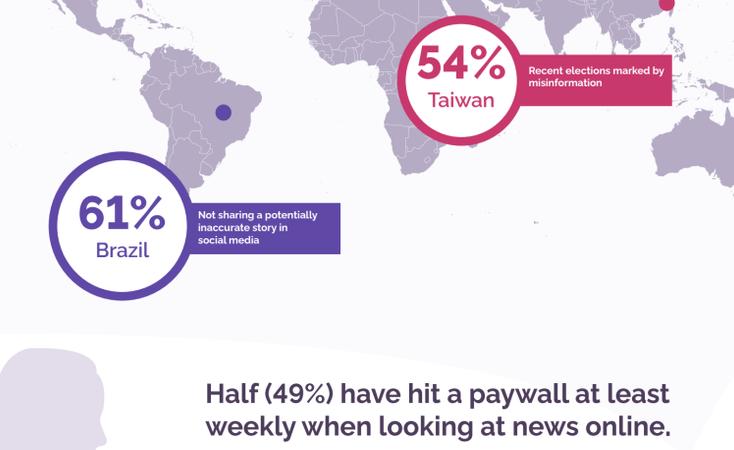
Source: RISJ Digital News Report 2019



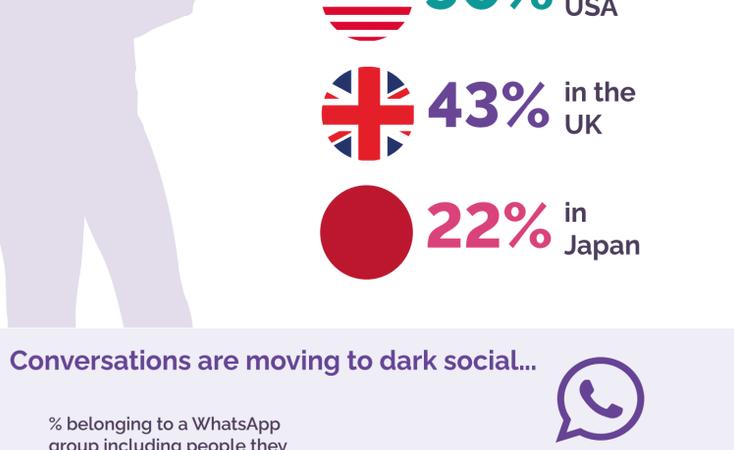
Podcasting is on the rise - driven by the young
Around half of those under 35 are tuning in to news related podcasts monthly.



Concern is varied over "Fake News"
55% of people globally are concerned about the impact of fake news



Half (49%) have hit a paywall at least weekly when looking at news online.



Conversations are moving to dark social...



The Impact

Coverage in the first week... **900+** articles globally, **4,600** downloads

Bloomberg News Online, The New York Times Online, Financial Time, Daily Mail/Mail Online, Reuters Online (also syndicated in the NYT, Mail, Business Insider among other outlets totalling more than 100), DIE WELT Online, Business Insider, SZ.de (Sueddeutsche Zeitung), BBC News Online, Forbes Online

What the media had to say...

"At a time of so much change and disruption (and a lot of faddish ideas and instant commentary), the report offers a nuanced and authoritative picture of what is really going on in our industry."
James Montgomery, Head of Digital Development, BBC

"The Reuters Institute Digital News report has become a pivotal point in the year at which, those of us who try to follow these trends, can get a really clear snapshot as to what is actually going on."
Matt Rogerson, Head of public policy, Guardian Media Group

"YouGov has been an outstanding partner for our Digital News Report, the largest ongoing international study of news and media use across the world."
Professor Rasmus Kleis Nielsen, Director of the Reuters Institute for the Study of Journalism

"Working with YouGov, we have been able to build up the Digital News Report to a critically important must-read source of accurate and timely analysis of trends in a fast-changing media environment."

