

The Digital News Report

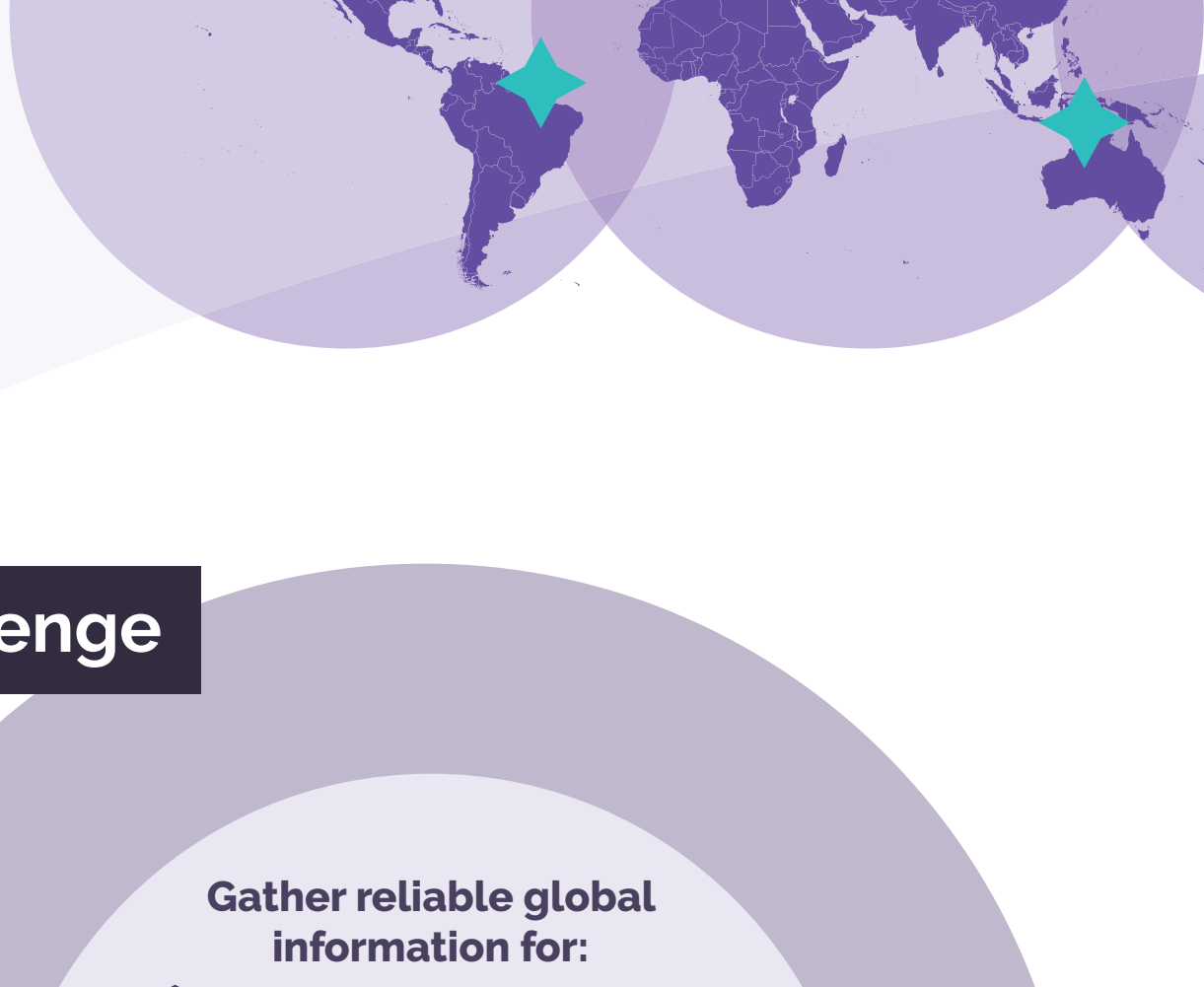
Introducing the world's biggest ongoing survey tracking online news and engagement.

74k
respondents

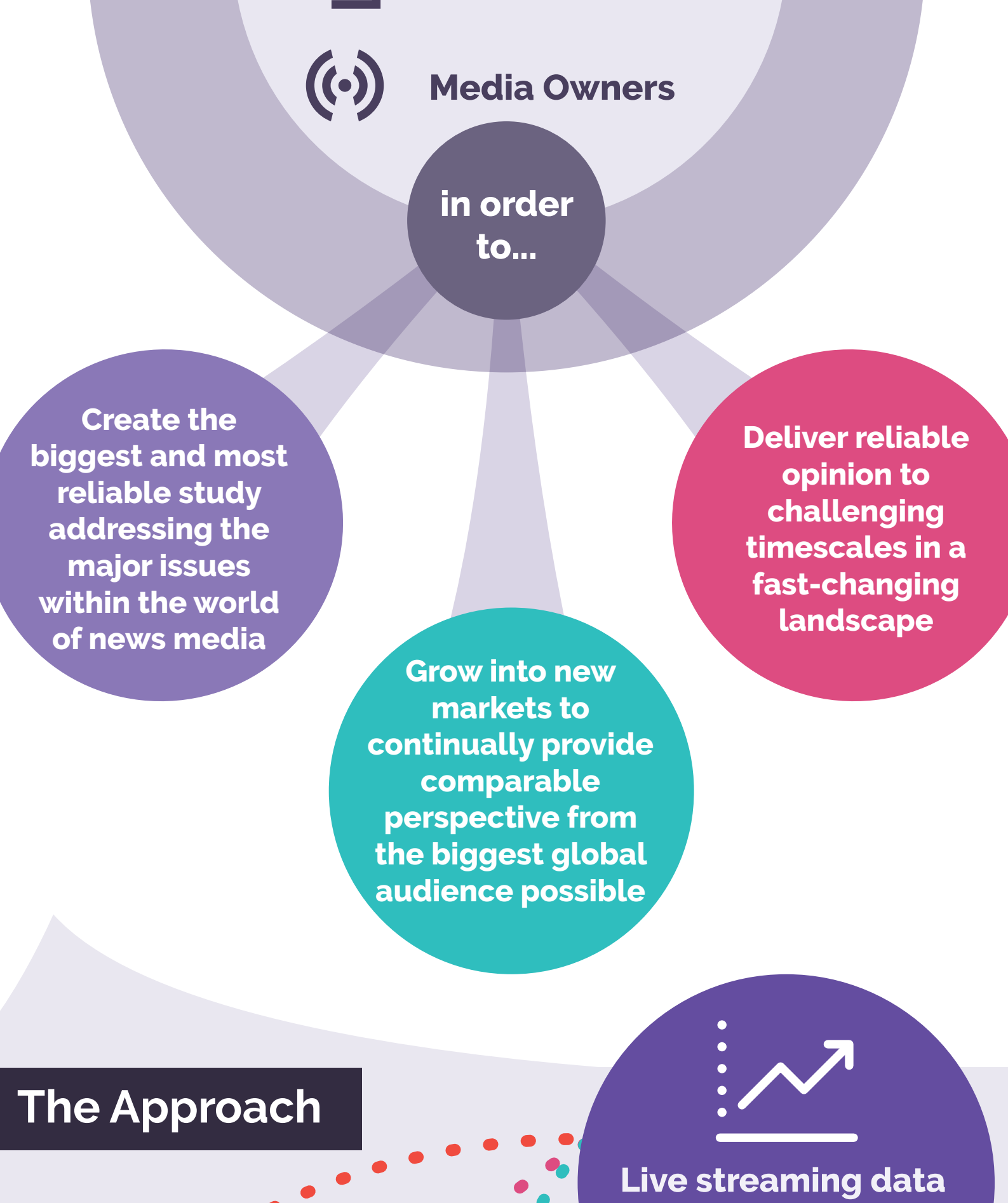
37
markets

5
continents

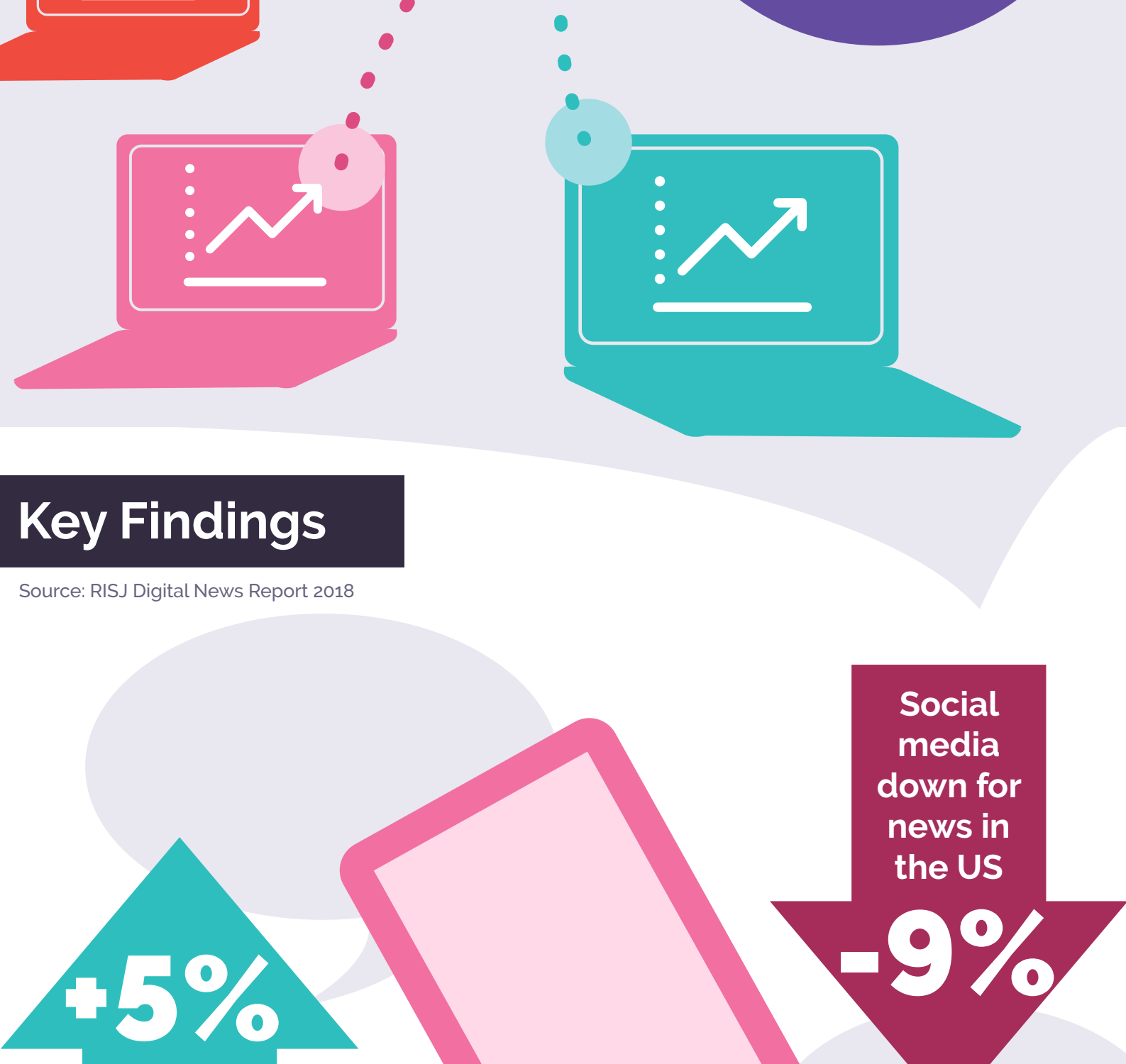
7
years



The Challenge

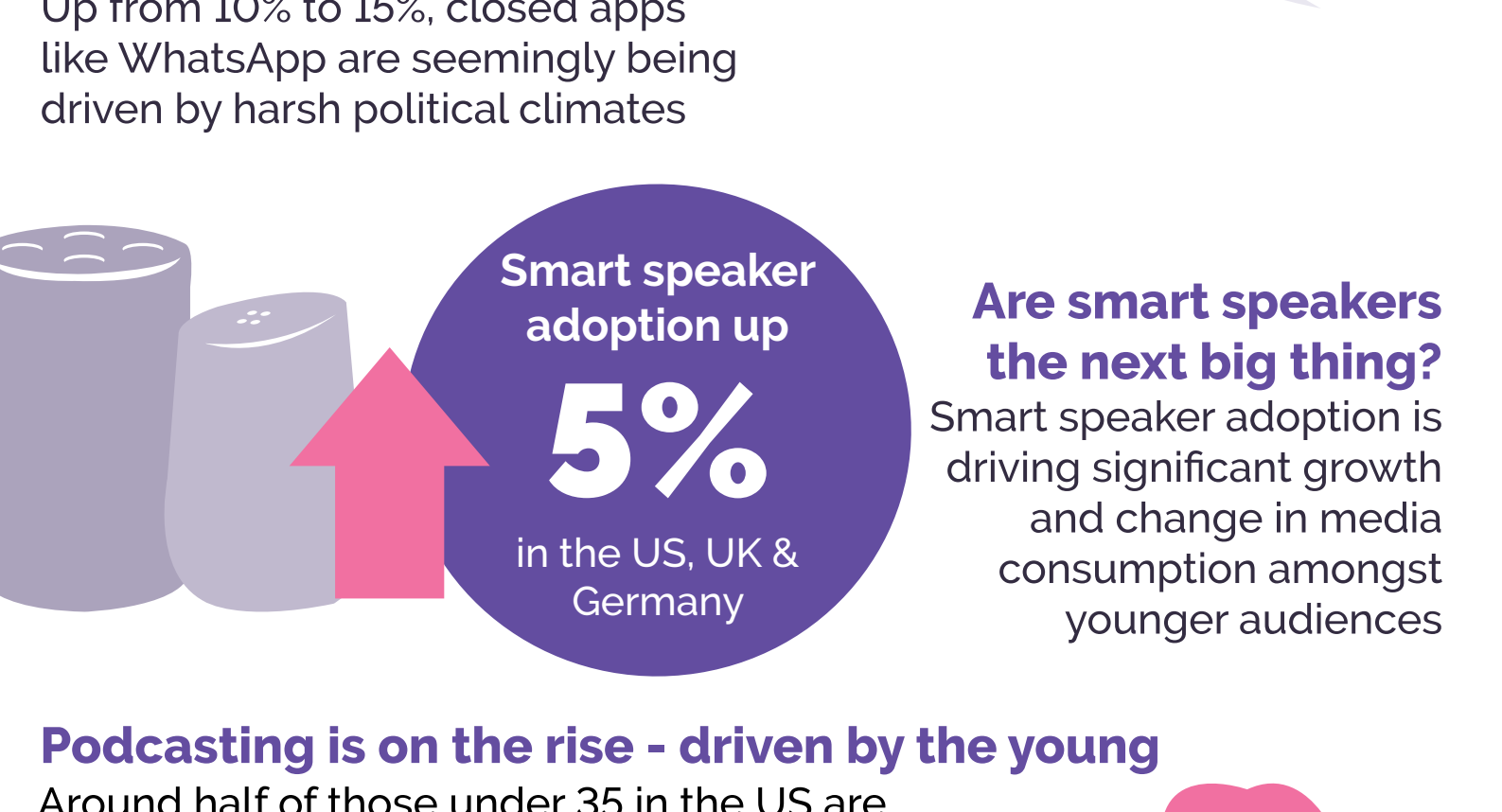


The Approach



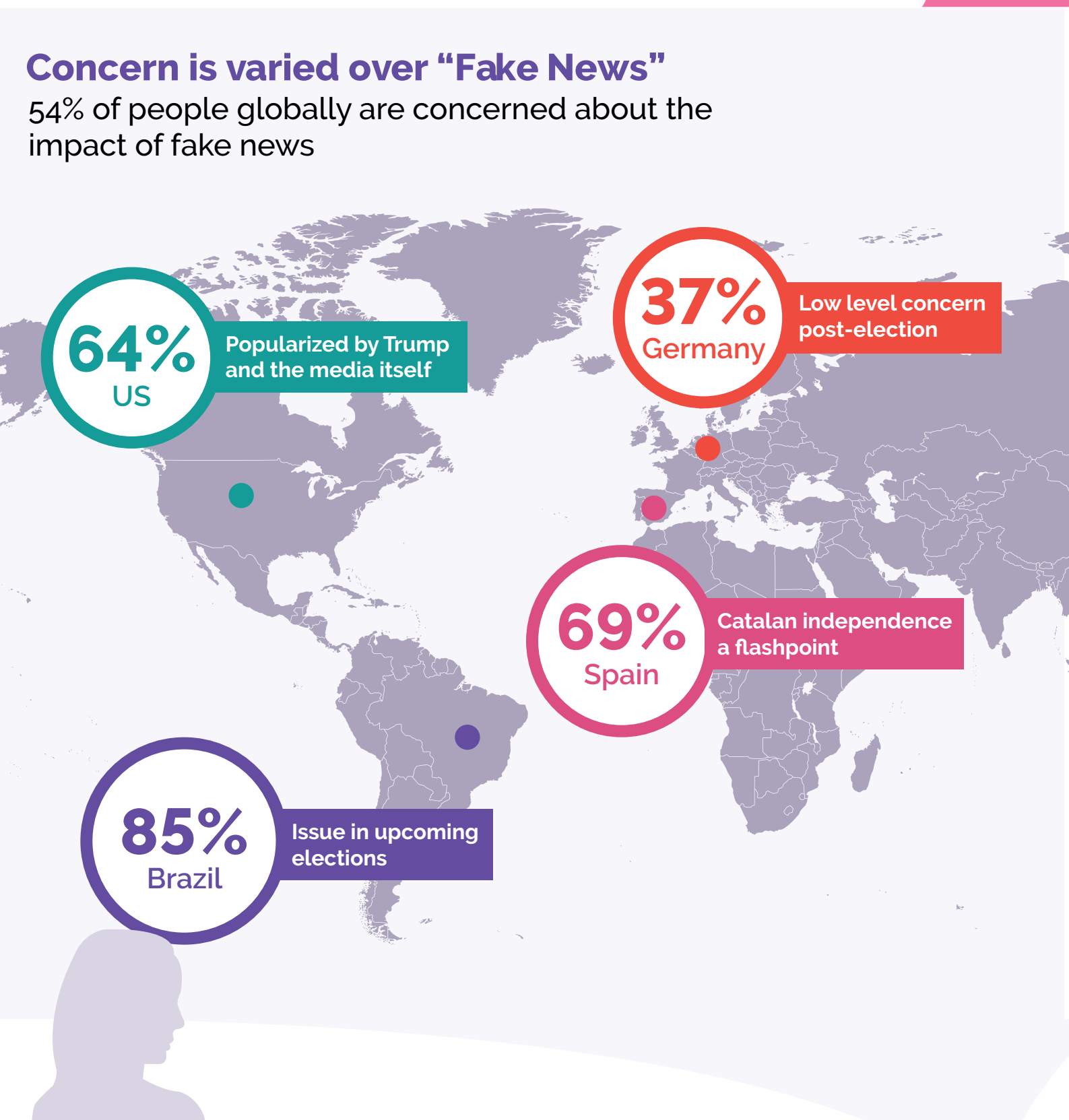
Key Findings

Source: RISJ Digital News Report 2018



Podcasting is on the rise - driven by the young

Around half of those under 35 in the US are tuning in to news related podcasts monthly



Concern is varied over "Fake News"

54% of people globally are concerned about the impact of fake news

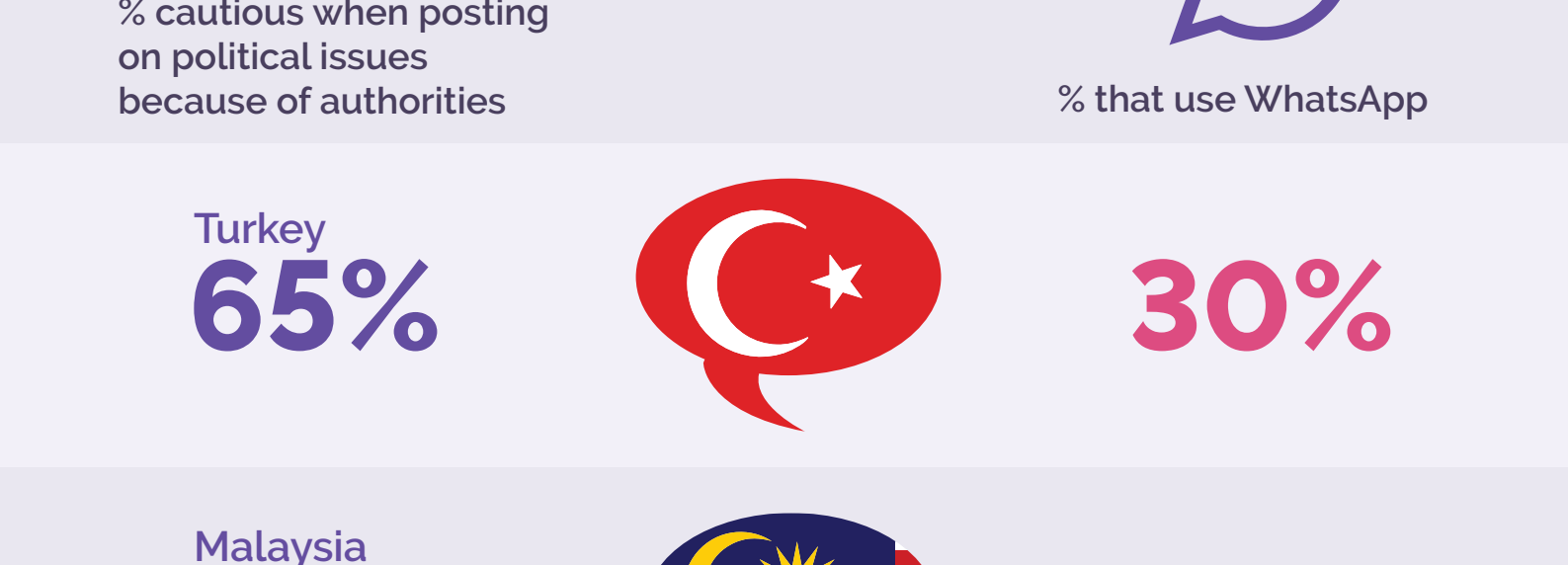
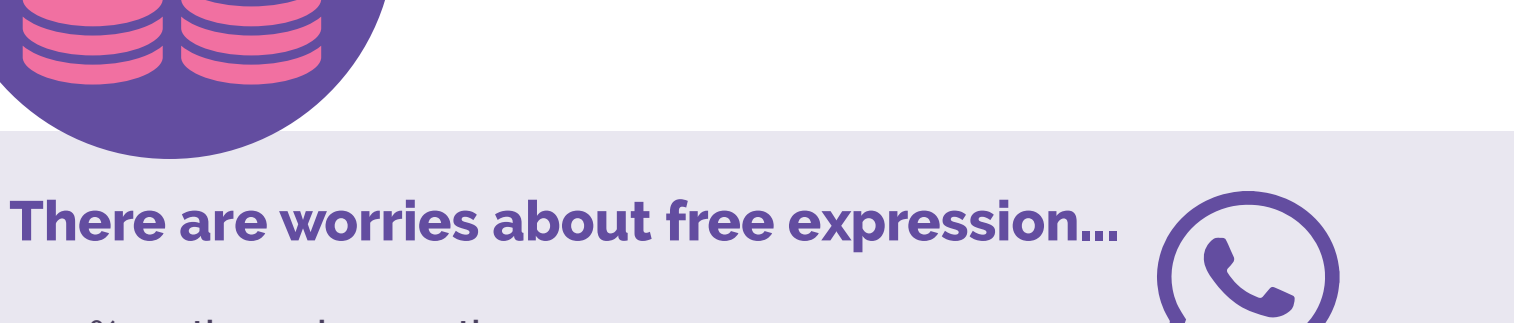


42% See poor journalism mistakes and clickbait every week

39% Complain about spin and agenda-filled news

26% Say they have been exposed to completely made up news

Who bears the biggest responsibility to fix the problem of fake news?



There are worries about free expression...

% cautious when posting on political issues because of authorities

% that use WhatsApp



The Impact

Coverage in the first week...

30
countries

200+
outlets globally

19k
views on SlideShare

France 24 the BBC The Guardian
Irish Times ABC Australia The Times RTE
New York Times Sydney Morning Herald
Business Insider Dawn Fox News
Globe and Mail Huffington Post Mashable
Der Spiegel New York Post Zeit Online Daily Mail
UK Press Gazette Nieman Lab Journalism.co.uk

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

What Reuters had to say...

"YouGov has been an outstanding partner for our Digital News Report, the largest ongoing international study of news and media use across the world".

"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."

Professor Rasmus Kleis Nielsen,
Director of the Reuters Institute for the Study of Journalism

Key supporters of the Digital News Report

