

The role of online and social media within news consumption

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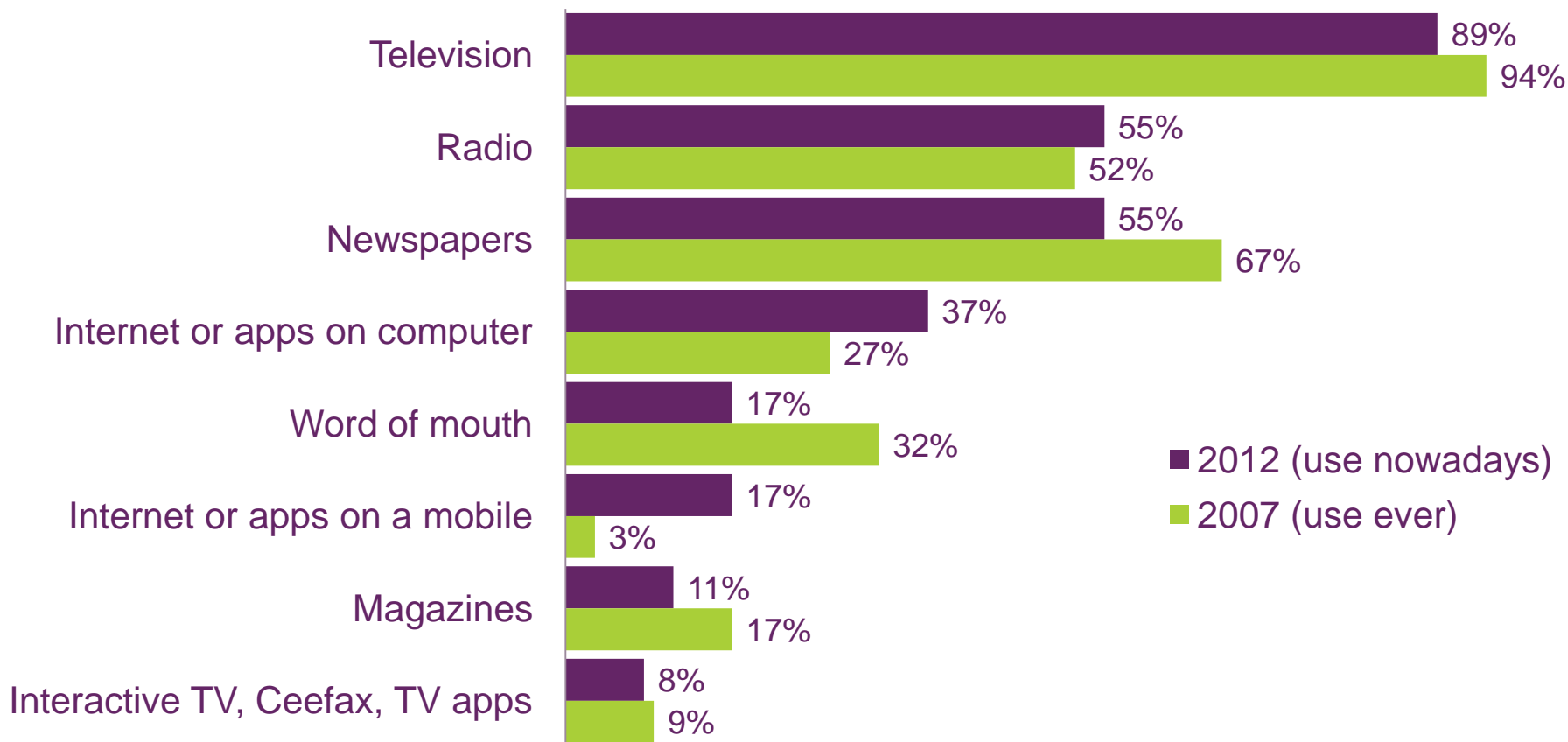
BFI, July 2013

Data in this presentation is from *Measuring News Consumption and Attitudes: Annex 5 to Ofcom's advice to the Secretary of State for Culture, Olympics, Media and Sport. By Kantar Media, June 2012*

Four in ten now use the internet for news in the UK

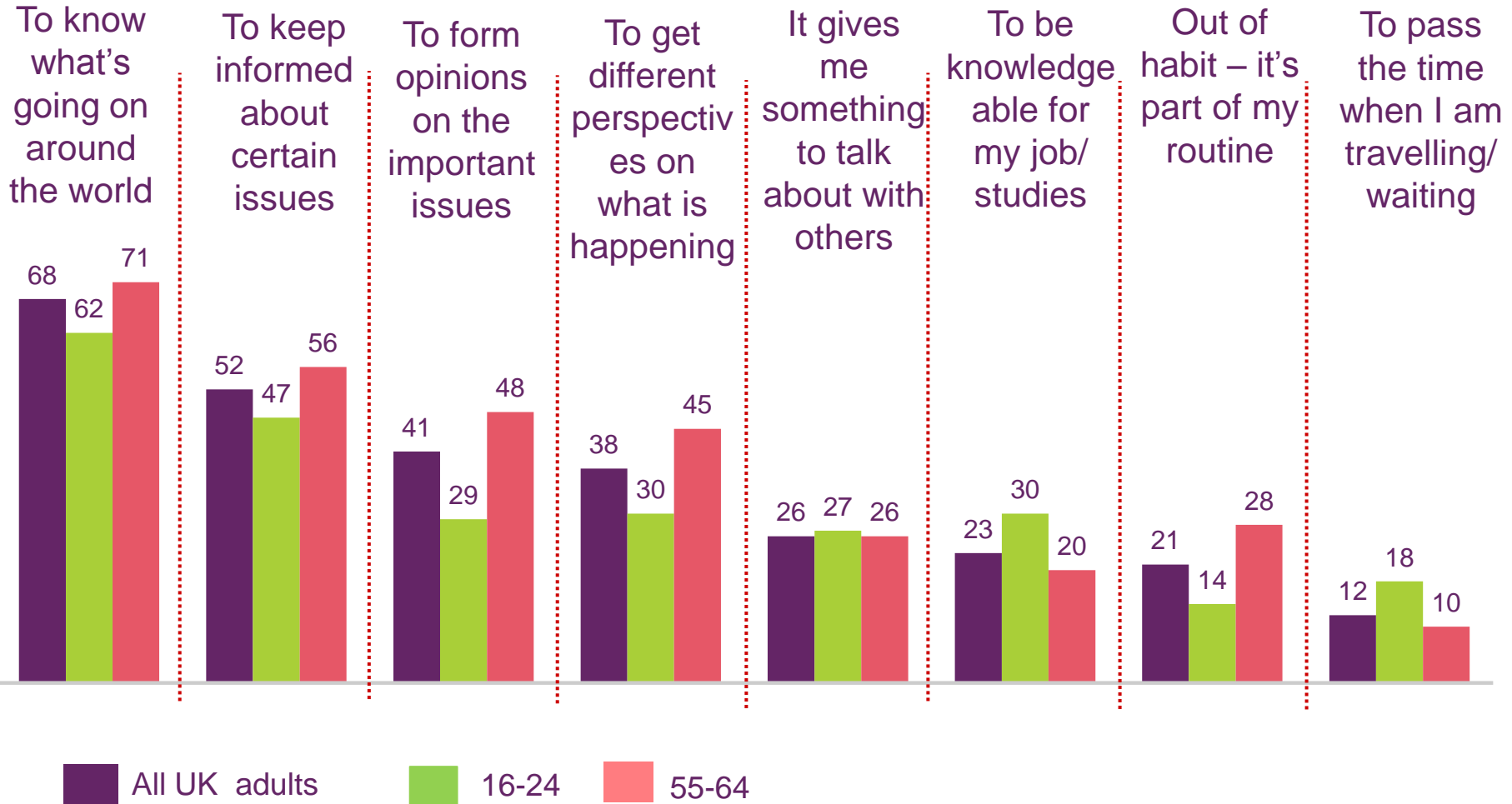


Platforms used for news – 2012 and 2007



Data from Measuring News Consumption and Attitudes: Annex 5 to Ofcom's advice to the Secretary of State for Culture, Olympics, Media and Sport. By Kantar Media, June 2012

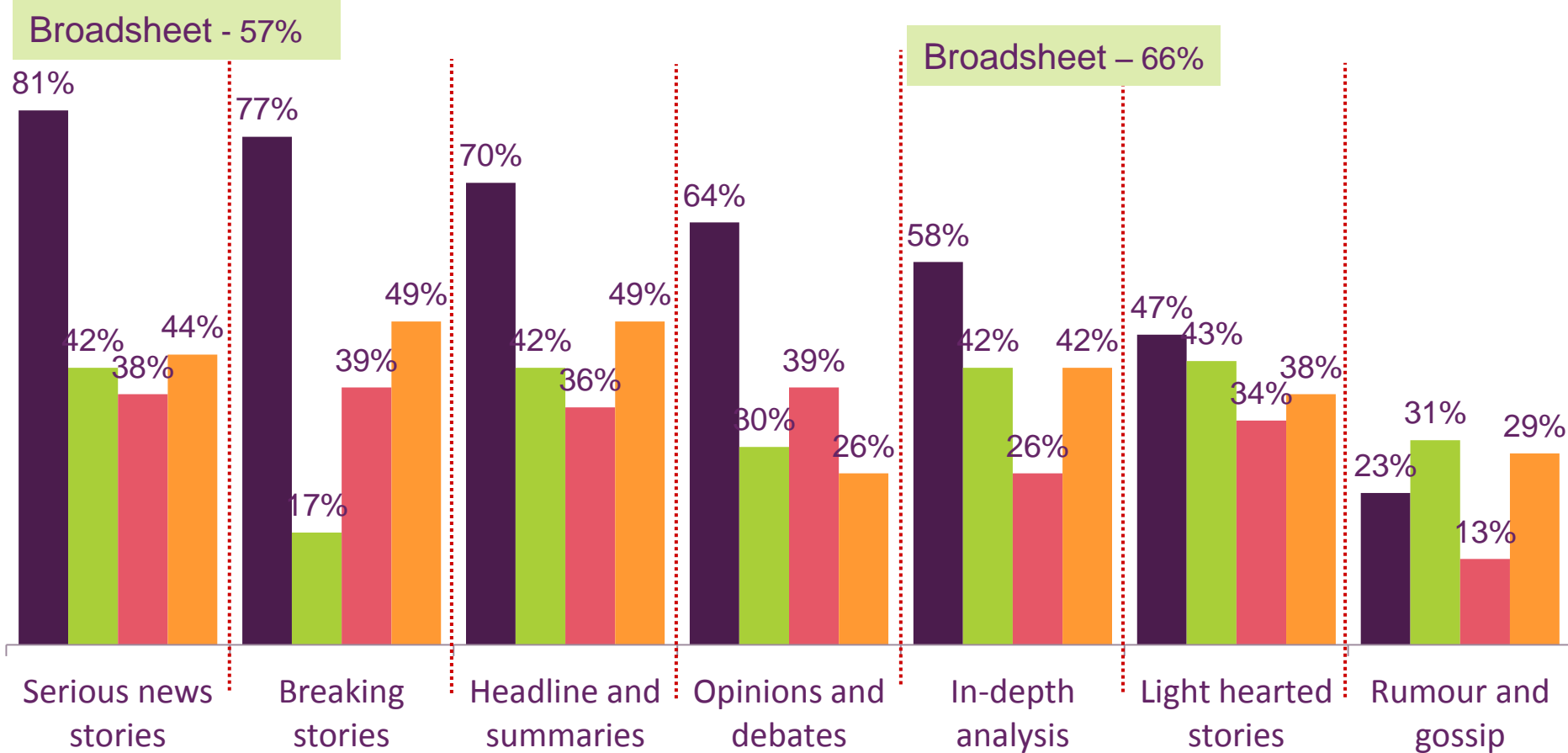
Selected reasons for following the news



Dominance of TV for nearly all types of news

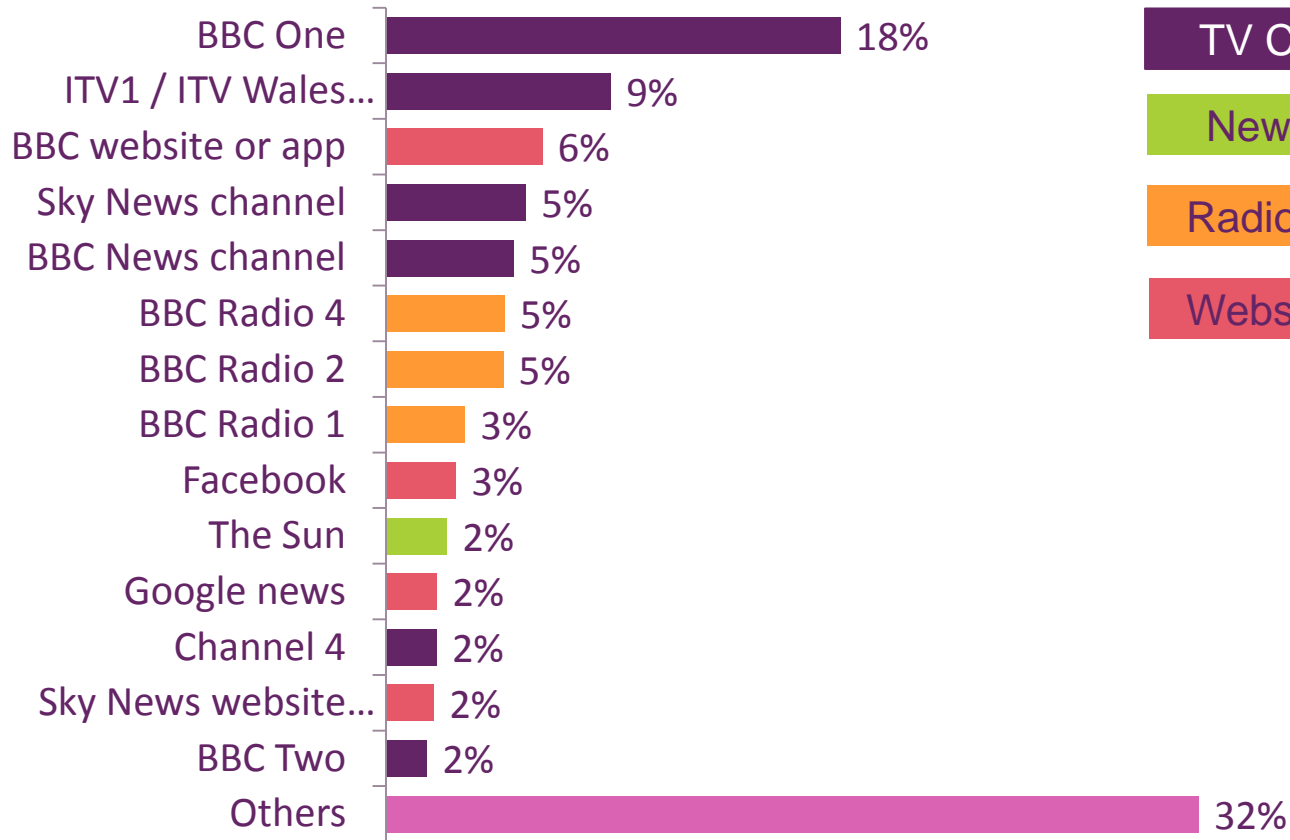


■ Television ■ Newspapers ■ Radio ■ Internet



Measuring news consumption across different platforms

“Share of references”



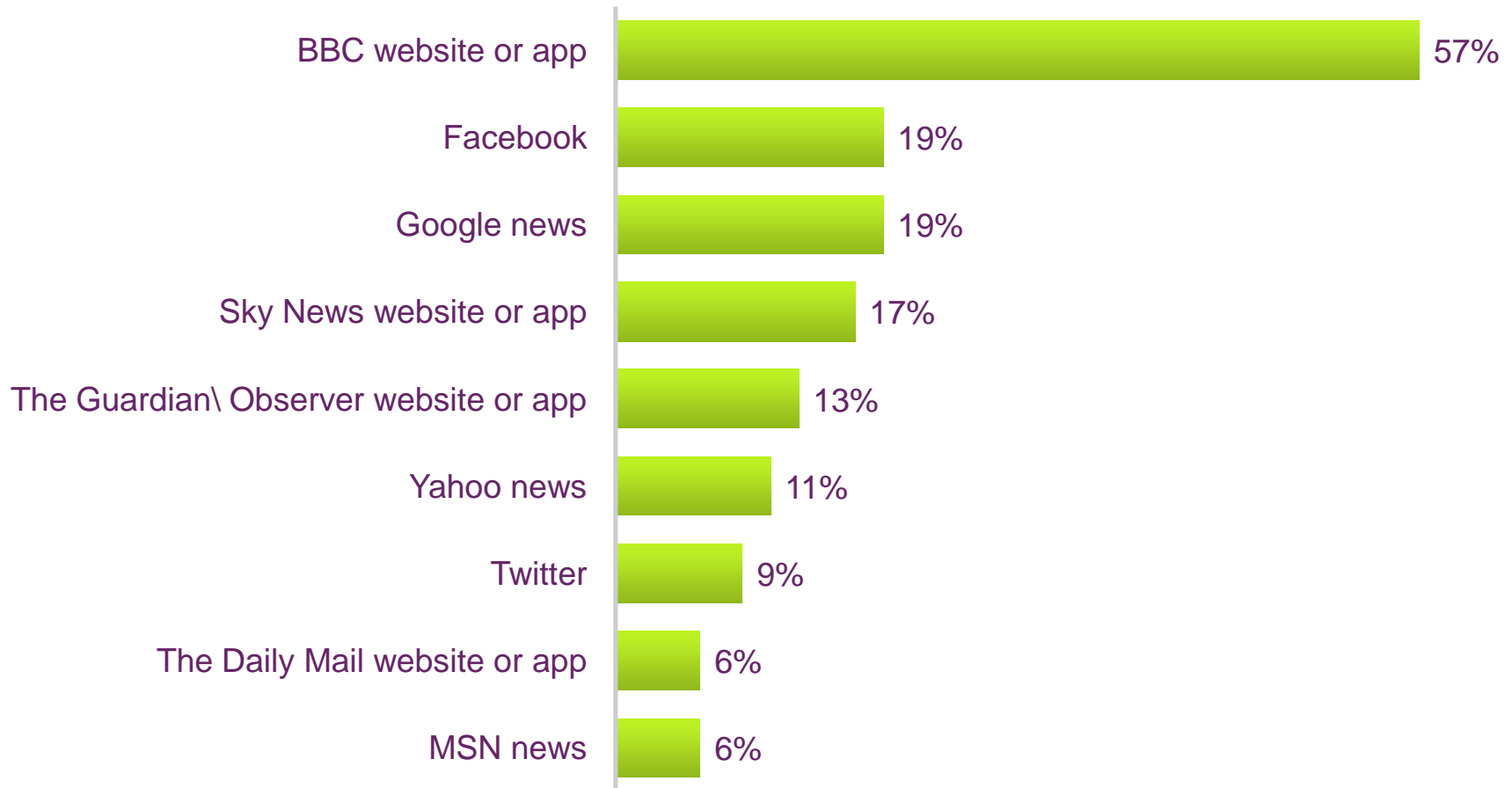
540 sources, each of which have a maximum 1% share

Online and social media for news

Top 10 named sources for online news



Base: those who use the internet for news (41%)



"Some things are just more on Facebook. You learn about them [there]... Like more sort of things that aren't so serious, like more entertainment types things"

18-24, Belfast

"But if someone put it there [social media site] I might do a wee Google search and see if there's a credible source elsewhere"

35-54, Glasgow

Twitter: "You can almost find stuff out as soon as it happened – or sometimes better [sooner] – than radio or TV"

18-24, Belfast

"I didn't realise how much I talk about the news...the amount of times I see something and talk about it with my friends on Facebook or Twitter"

25-34, Cheshire

"Facebook and Twitter to me is 'he said, she said!'"

35-54, Glasgow

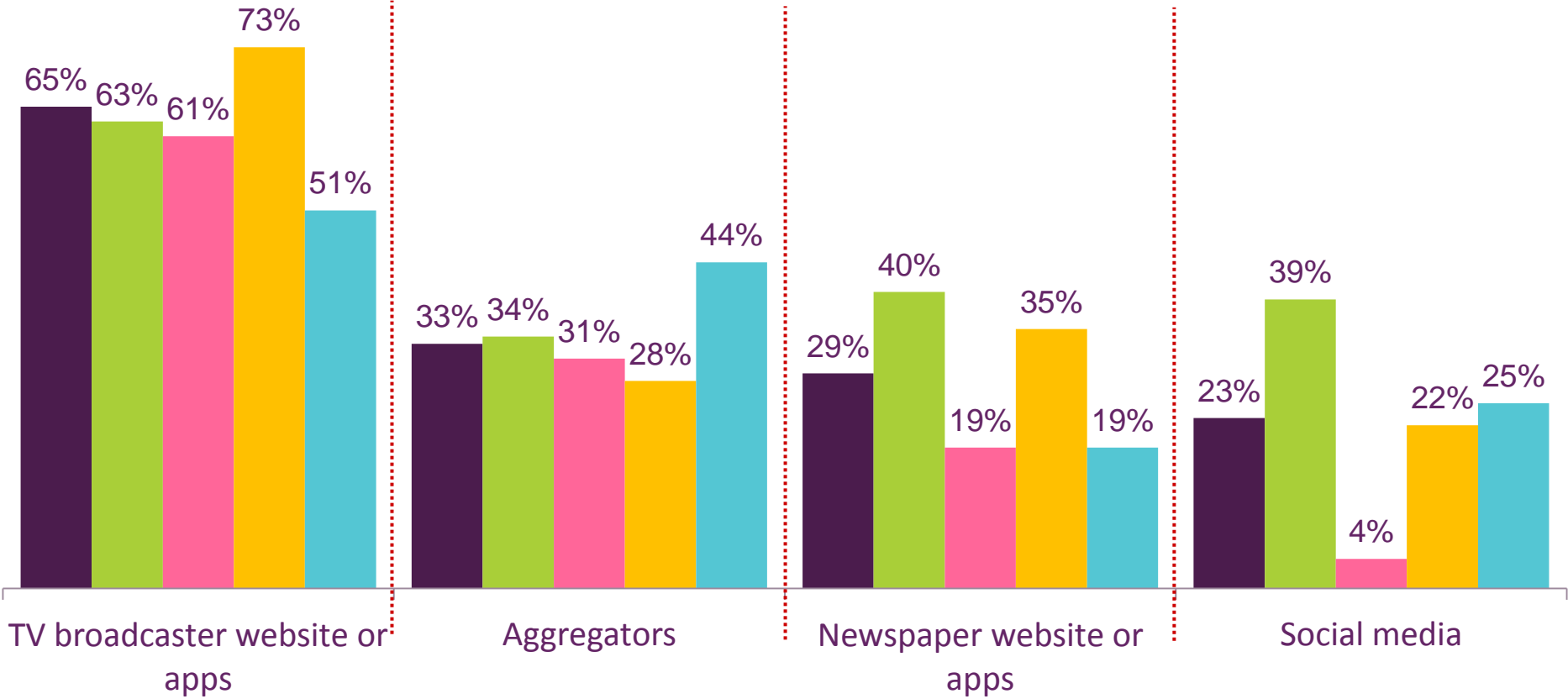
"Facebook's having a coffee and a chat... Twitter is random nonsense"

35-54, Glasgow

Use of online sources – by age and SEG



■ All ■ 16-24 ■ 55-64 ■ ABC1 ■ C2DE

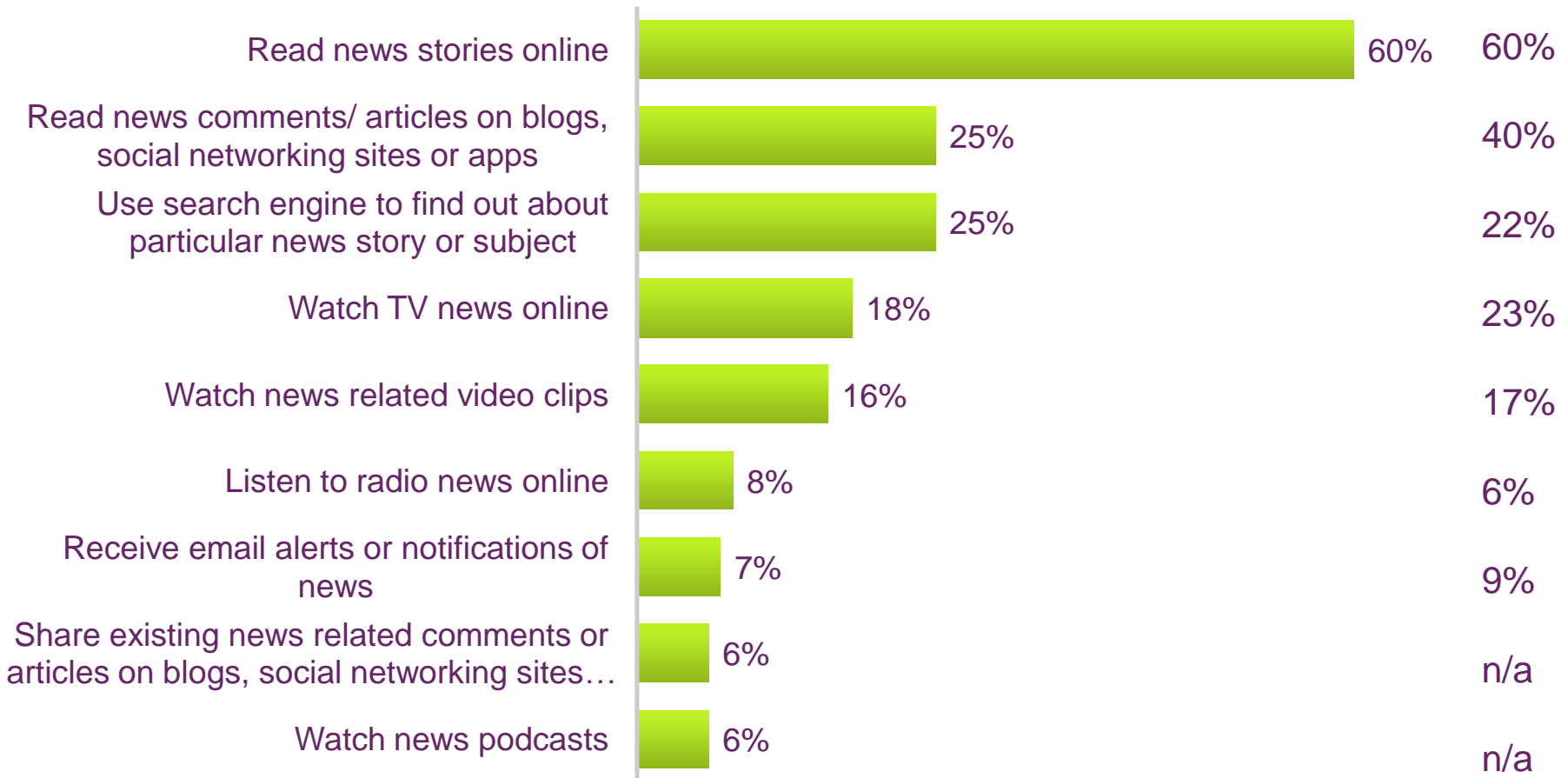


“Traditional” methods of reading news still dominate online



Ways that news is accessed online

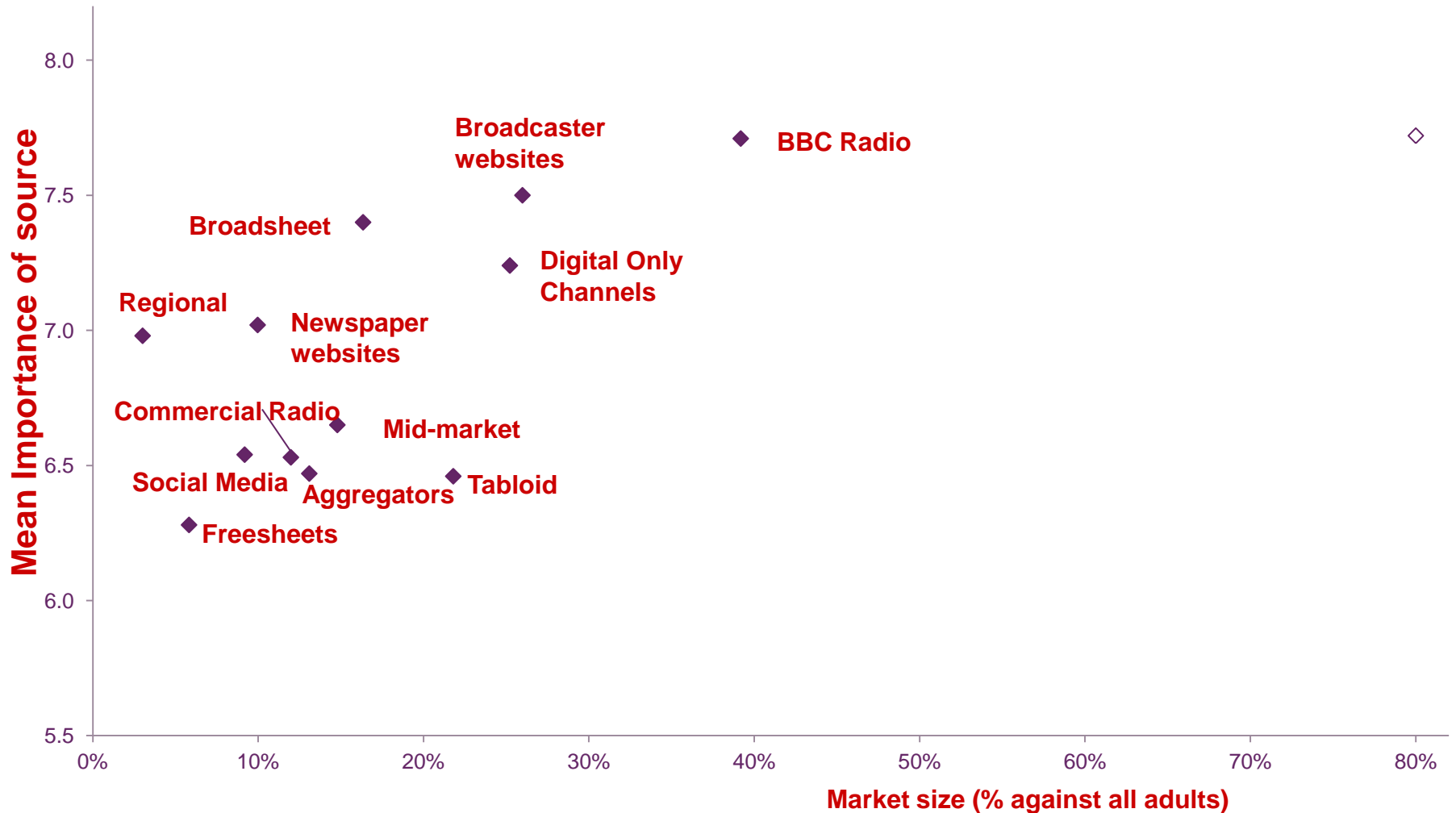
16-24s



Importance by market size



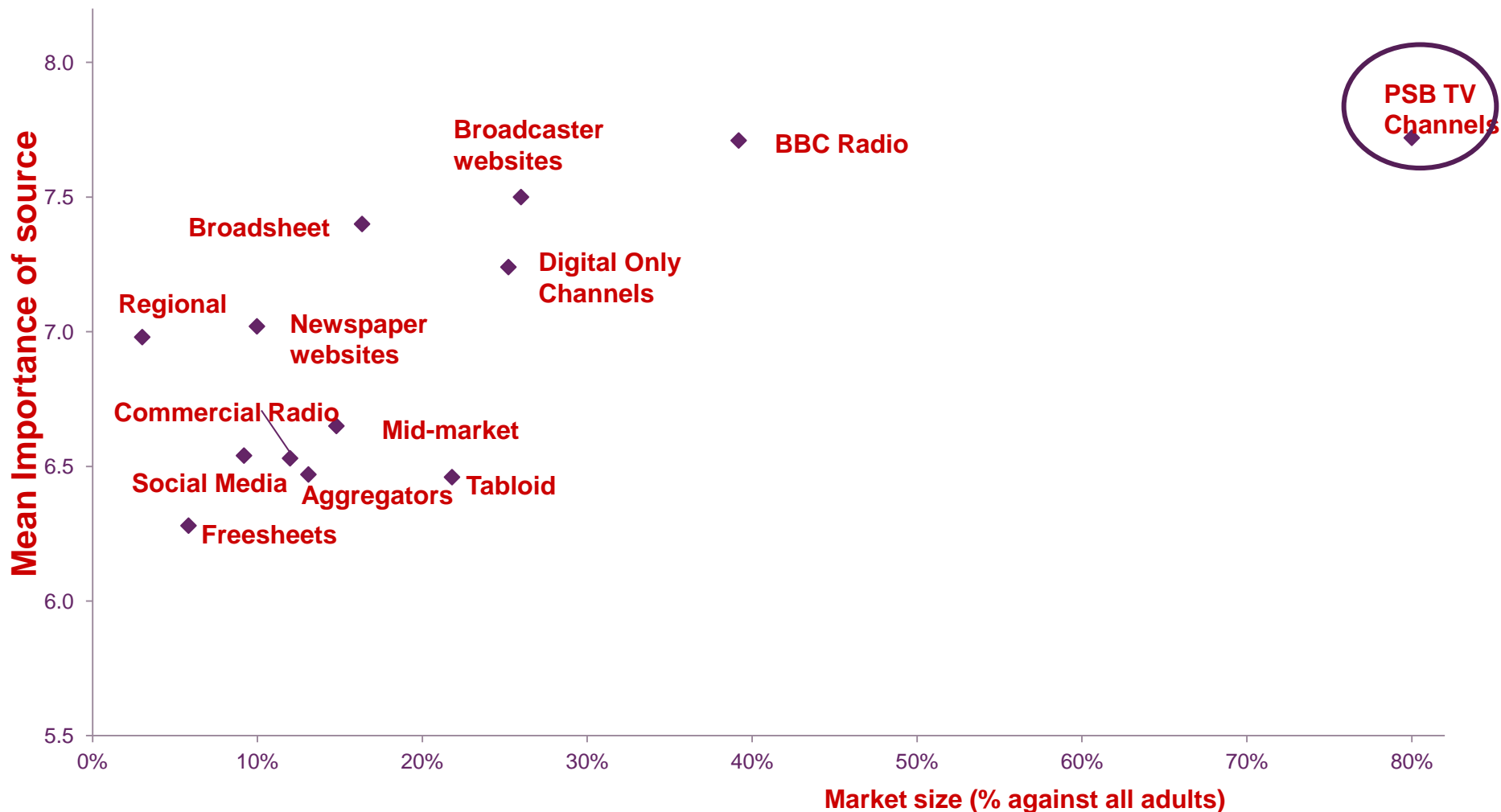
Personal importance compared to market size - aggregated



Importance by market size



Personal importance compared to market size - aggregated



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