



WORLDWITHOUTNEWS

DENISE TURNER, INSIGHT DIRECTOR, NEWSWORKS UK

@MSDENISETURNER



WHAT WOULD A WORLD WITHOUT NEWS BE LIKE?



“THE NEWS IS
TOO DEPRESSING;
I’M NOT WATCHING
OR
READING
IT ANYMORE”

MORE READERS, MORE OFTEN, MORE SOURCES

49M

PEOPLE READ A NEWS BRAND EVERY MONTH

38M

PEOPLE READ A NEWS BRAND EVERY DAY

15

NEWS SOURCES USED EVER

7

NEWS SOURCES USED REGULARLY

MORE IMPORTANT

66% AGREE:

“I APPRECIATE AND VALUE JOURNALISM MORE SINCE THE CORONAVIRUS PANDEMIC”

WE SET OUT TO DISCOVER...

01. WHAT IS NEWS?

02. WHY DO WE CONSUME IT?

03. WHAT IS THE ROLE OF NEWS BRANDS VS. OTHER NEWS SOURCES?

04. WHAT ARE THE IMPLICATIONS FOR ADVERTISERS?

05. WHAT HAPPENS WHEN THERE'S A GLOBAL PANDEMIC?

9 MONTH EXPLORATION OF UK NEWS LANDSCAPE

A 9 MONTH EXPLORATION OF THE UK NEWS LANDSCAPE

DECEMBER 2019 – AUGUST 2020

FRAMING

SEMIOTIC ANALYSIS OF HOW 15 DIFFERENT
TYPES OF NEWS SOURCE COVERED THE
SAME 5 STORIES

DECODED HOW THEY 'WORK' TO HAVE AN
EFFECT ON THE AUDIENCE

EXPERIMENT

20 INDIVIDUALS ACROSS THE UK

2 DAYS NORMAL NEWS BEHAVIOUR

4 DAYS DEPRIVATION / SATURATION

1 DAY REFLECTION

FOLLOW UP FACE TO FACE INTERVIEWS

NATIONWIDE VIEW

24 HOUR NEWS DIARY AMONG 1,135 NEWS
CONSUMERS AGED 18-65

DIARISING 5,414 NEWS OCCASIONS AND 36,935
MINUTES OF NEWS CONSUMPTION

2 X NATIONWIDE SURVEYS AMONG 1,000 NEWS
CONSUMERS AGED 18-65 IN FEBRUARY AND
AUGUST

OUR PARTICIPANTS IN THE EXPERIMENT





SO, WHAT DID WE LEARN?

KEY FINDINGS

01. JOURNALISM IS CONSIDERED ESSENTIAL TO DEMOCRACY

02. NEWS MATTERS: IT HELPS US ACHIEVE
VITAL PERSONAL GOALS

03. DIFFERENT SOURCES OF NEWS ARE BETTER THAN OTHERS
AT HELPING US MEET THESE DIFFERENT GOALS

04. NEWSBRANDS ARE PARTICULARLY VALUED BY AND
IMPACTFUL FOR THE UNDER 35S

05. NEWS BRANDS ARE A SIGNIFICANT OPPORTUNITY
FOR ADVERTISERS



70% AGREE:

A WORLD WITHOUT JOURNALISM WOULD HARM DEMOCRACY

BINAY'S STORY



"I'M BINAY FROM EPSOM. I USUALLY READ THE TIMES ONLINE. MY USUAL ROUTINE IS TO GET TO WORK, FIRE UP THE LAPTOP, READ THE HEADLINES AND A FEW KEY STORIES AS WELL AS GETTING MOBILE NOTIFICATIONS THROUGHOUT THE DAY.

WITHOUT NEWS BRANDS I FELT LIKE PART OF ME WAS MISSING, LIKE I WASN'T KNOWLEDGEABLE, I ONLY HAD A SUPERFICIAL UNDERSTANDING OF THINGS.

WHEN YOU'VE ACTUALLY READ AN ARTICLE, YOU GET SO MUCH MORE, YOU KNOW IT SO WELL YOU ACTUALLY UNDERSTAND IT, THEN YOU CAN USE IT, ADAPT IT, ACT ON IT."

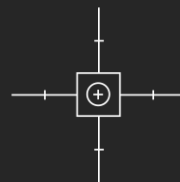
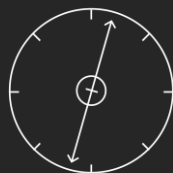
PETER'S STORY



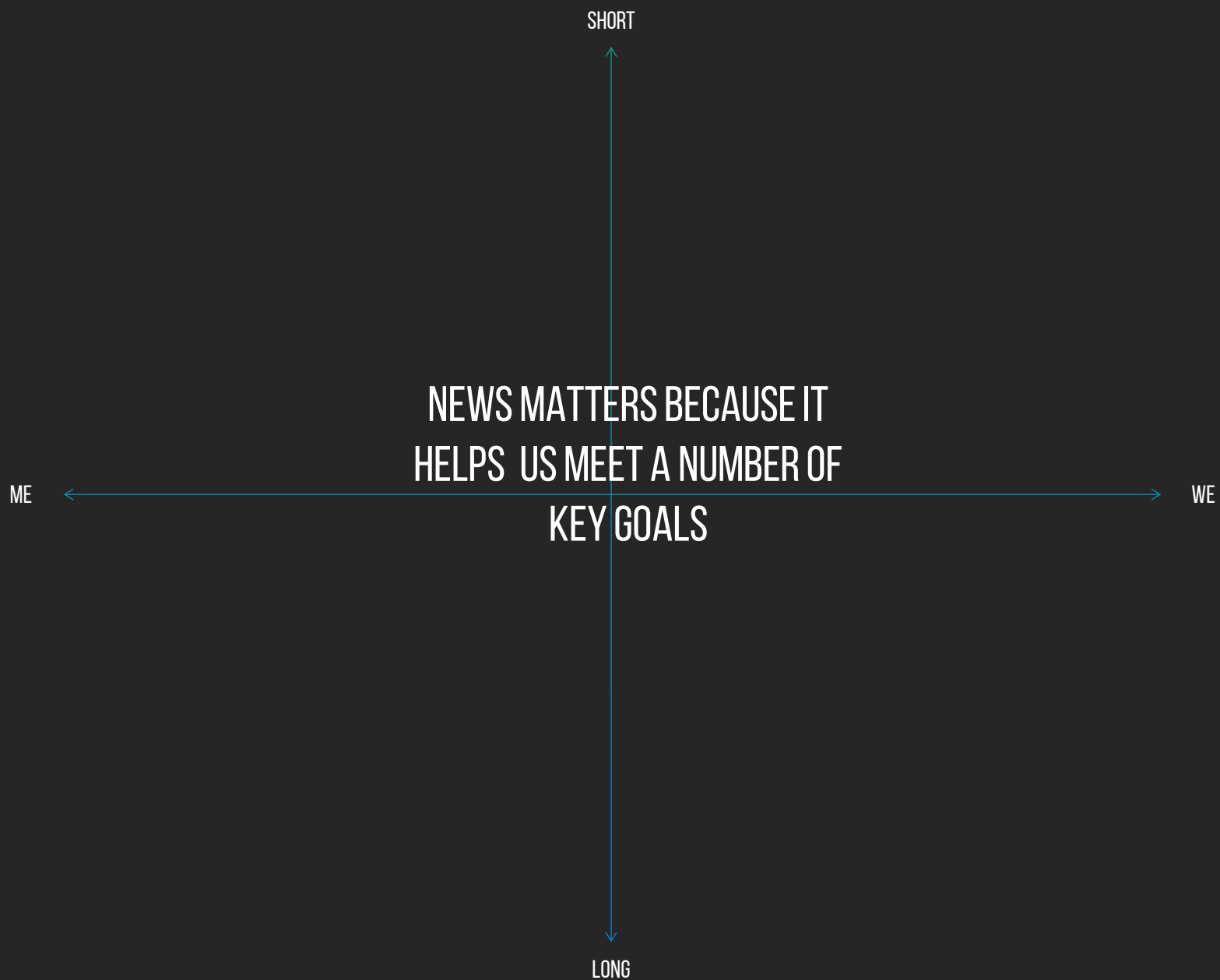
“MY NAME IS PETER, I’M SCOTTISH BUT HAVE LIVED IN KENTISH TOWN FOR NEARLY 15 YEARS. I WORK IN THE CIVIL SERVICE. I MAINLY GET MY NEWS FROM REDDIT. I’M PART OF FORUMS WITH PEOPLE ALL OVER THE WORLD, WE’RE ALWAYS SHARING STUFF AND GETTING DIFFERENT POINTS OF VIEW THAT YOU DON’T GET IN THE NATIONAL NEWS.

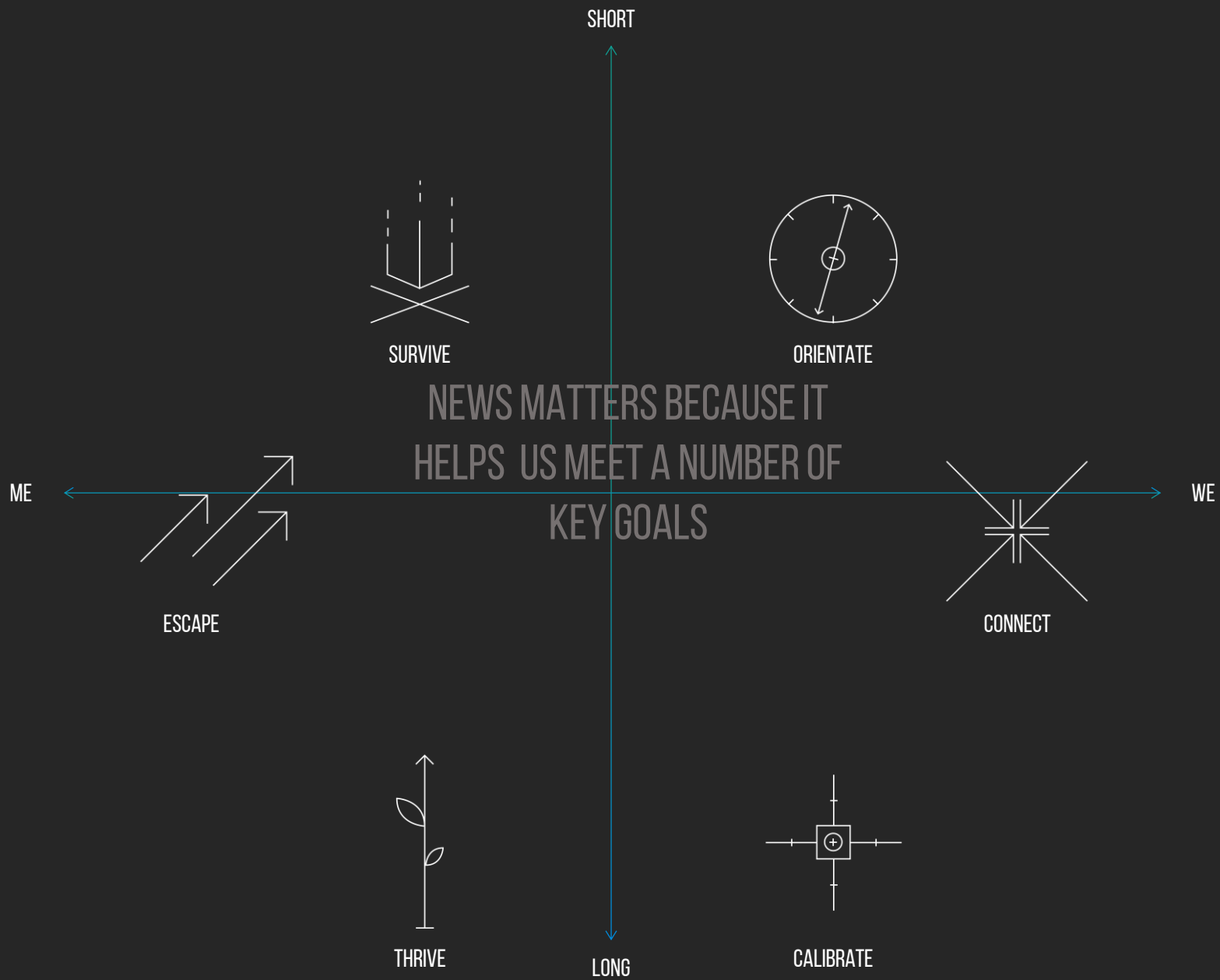
WHEN I HAD TO GO WITHOUT THAT AND USE A NEWS BRAND I BOUGHT THE ‘I’ BECAUSE IT’S INDEPENDENT. IT’S FUNNY, THERE WAS SOMETHING ABOUT THE WAY THAT IT WAS WRITTEN, THE JOURNALISM, STORYTELLING, OR WHATEVER, IT REALLY DREW ME IN. IT GOT ME THINKING ABOUT THE ROYAL FAMILY IN A WAY I HADN’T SINCE I WAS MUCH YOUNGER. I SUDDENLY REALIZED I HAVEN’T REALLY SHOWN MY SON ANY OF THAT SIDE OF BRITAIN. THAT VERY WEEK I BOUGHT US TICKETS TO THE TOWER OF LONDON AND I TOOK HIM TO SEE THE CROWN JEWELS.”

WHY THE NEWS MATTERS



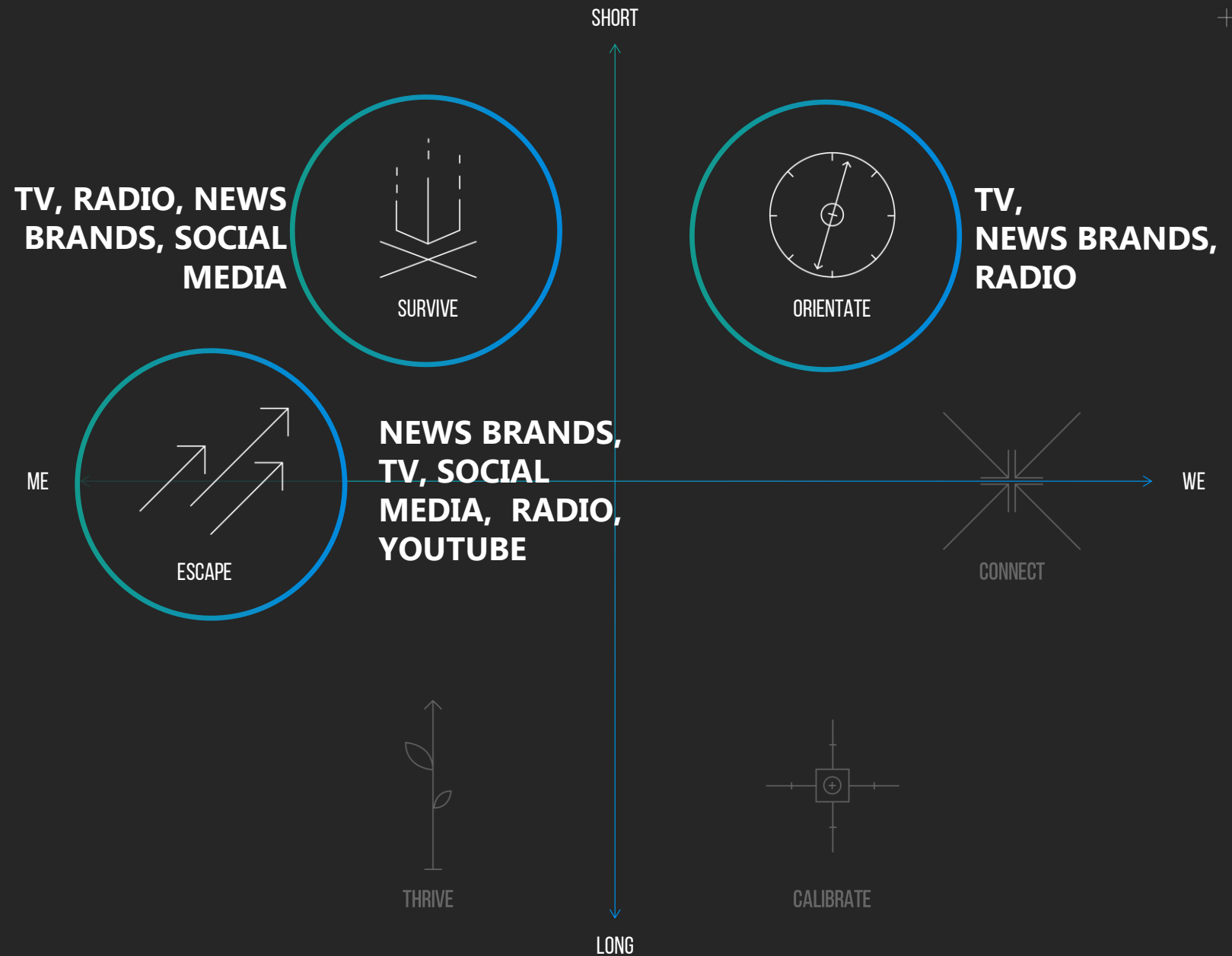
THE SIX GOALS MET BY NEWS





WHICH NEWS SOURCES HELP US MEET WHICH GOALS?

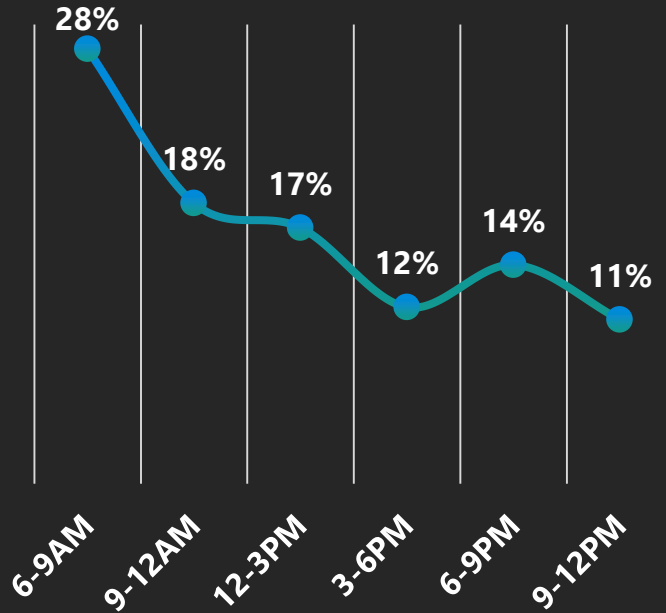
MULTIPLE SOURCES
HELP US ACHIEVE OUR
ORIENTATE, SURVIVE
AND ESCAPE GOALS



THE GOAL OF ORIENTATE

AN EARLY MORNING GOAL

SHARE BY DAYPART FOR NEWS GOALS
(SHARE OF OCCASIONS)

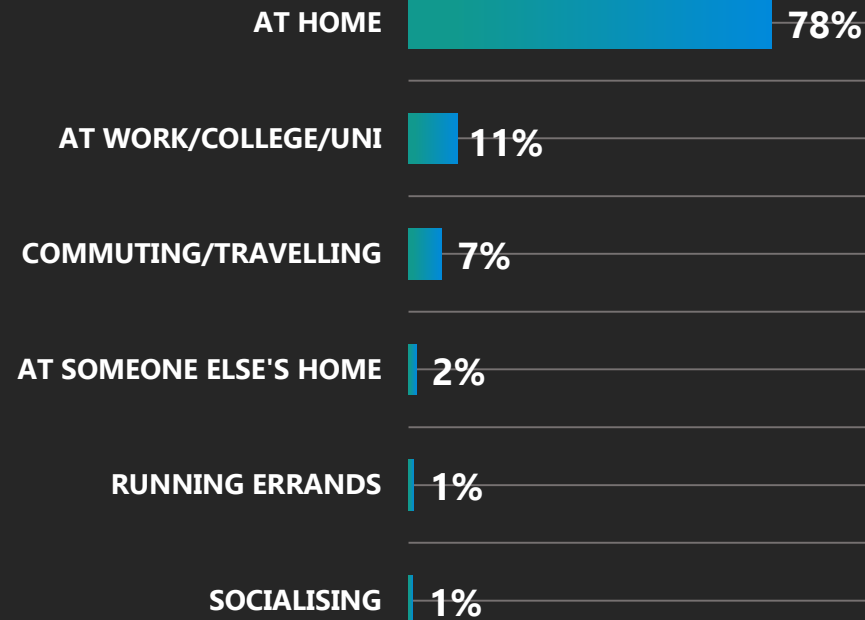


"THE FIRST NEWS OF THE DAY IS ON MY PHONE. FROM THE SUN APP. THEN GETTING READY I'LL HAVE THE TV OR RADIO ON SO I CAN CHANGE MY PLANS IF ANYTHING HAS HAPPENED"

FEMALE, 39, NEWS BRAND READER, GLASGOW

OFTEN ACHIEVED AT HOME

LOCATION OF ORIENTATE NEWS OCCASIONS
(SHARE OF OCCASIONS)

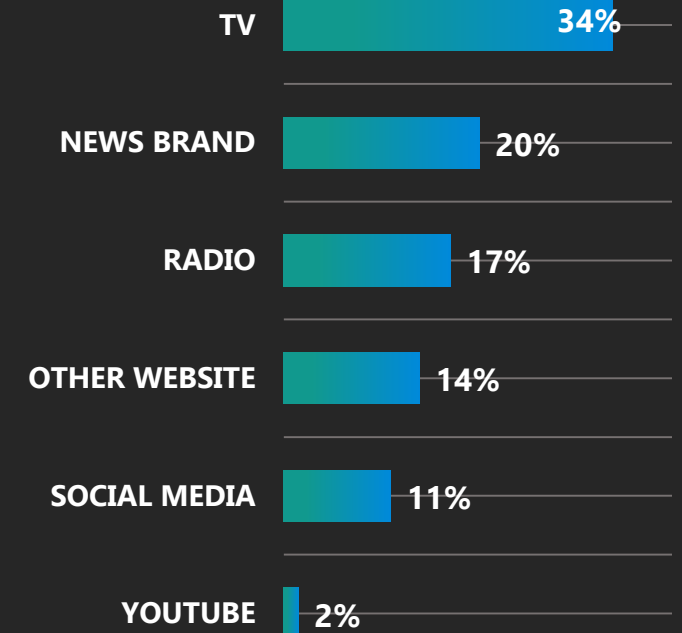


"MUM SAYS NEVER LEAVE THE HOUSE WITHOUT WATCHING THE NEWS FIRST"

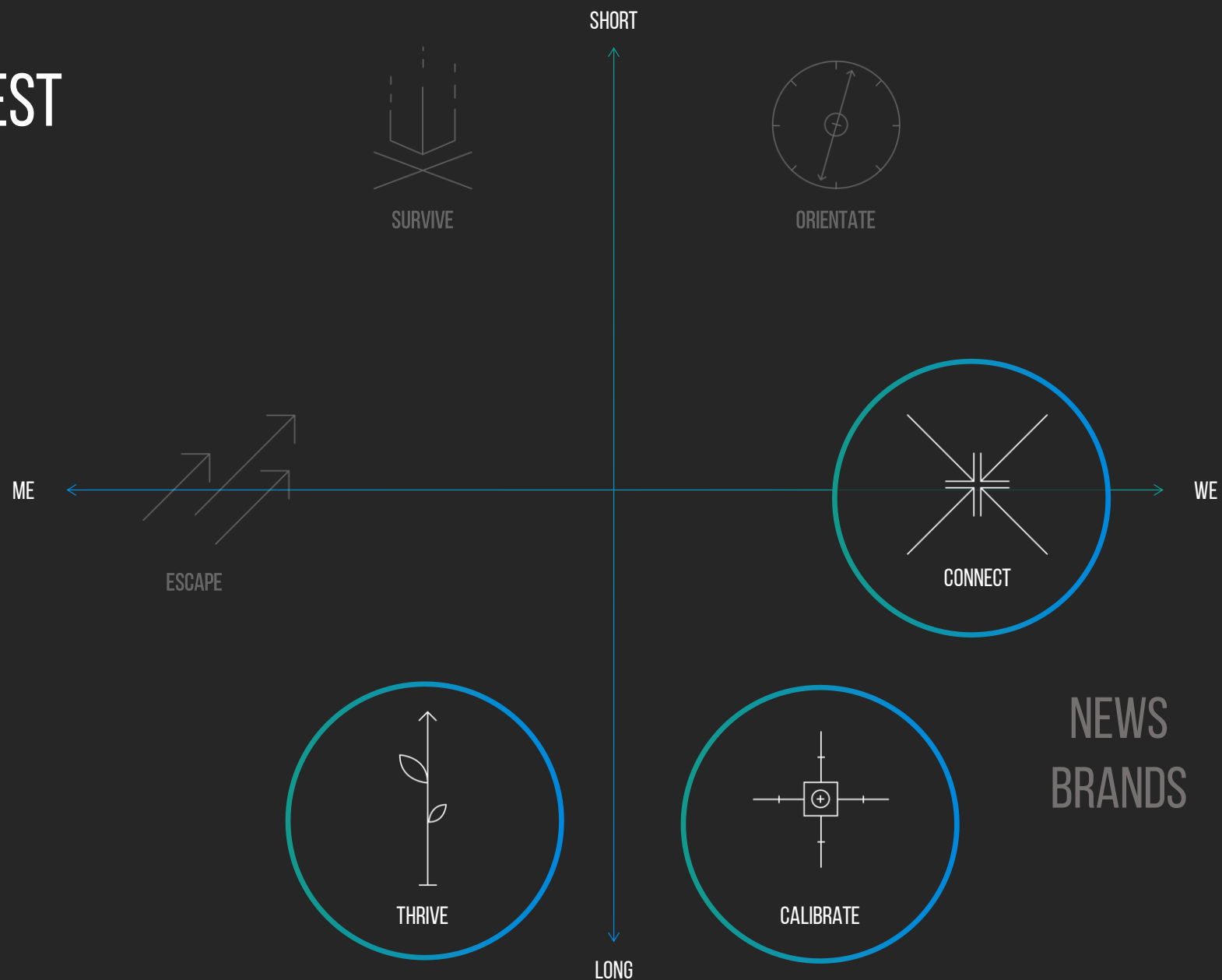
FEMALE, 38, NEWS BRAND READER, LONDON

MET BY DIFFERENT SOURCES

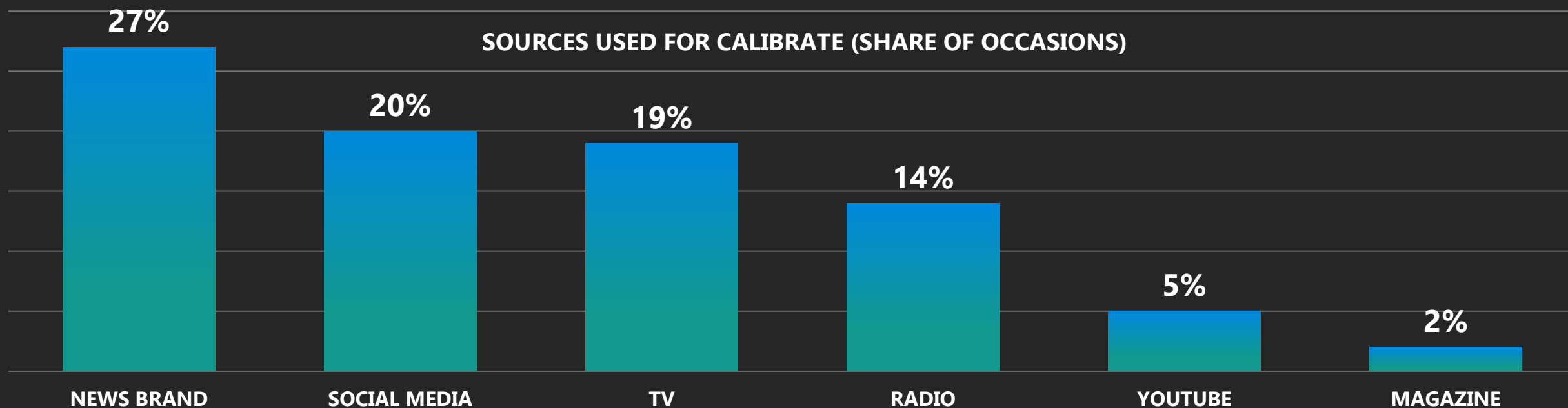
SOURCES USED FOR ORIENTATE
(SHARE OF OCCASIONS)



NEWS BRANDS ARE STRONGEST FOR THRIVE, CONNECT AND CALIBRATE GOALS



FOR CALIBRATE, NEWSBRANDS ARE BY FAR THE MOST WIDELY USED SOURCE TO HELP MEET THIS GOAL —
FOR ALL AGES



**“I LIKE HAVING INDIVIDUAL TRUSTED JOURNALISTS, PEOPLE THAT TAKE YOU
THROUGH NEW, UNFAMILIAR SITUATIONS AND HELP YOU MAKE SENSE OF IT”**

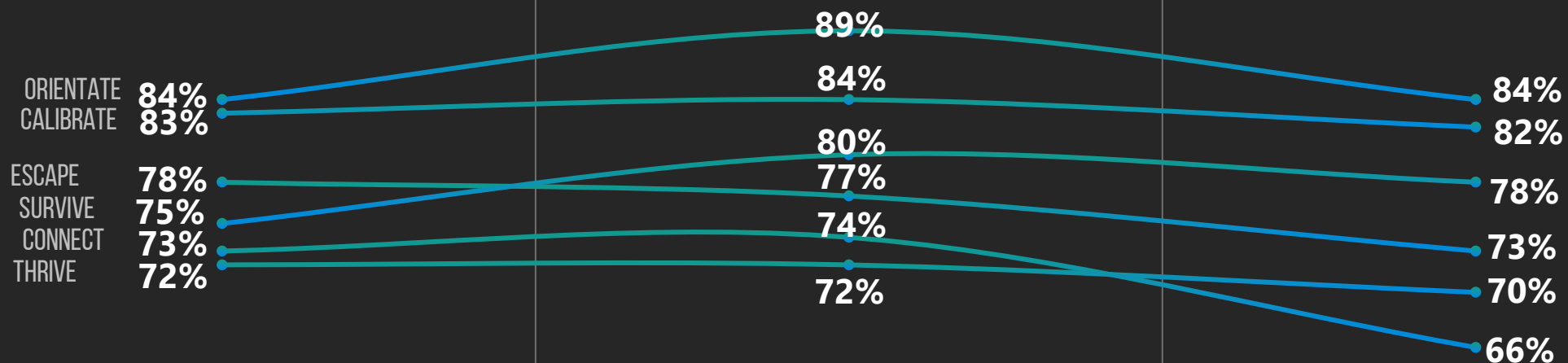
FEMALE, 33, NEWS BRAND READER, LONDON



WHAT IMPACT DID THE PANDEMIC HAVE ON ALL THIS?

... NOT MUCH!

THE IMPORTANCE OF EACH GOAL



EARLY FEBRUARY

LATE MARCH

MID AUGUST

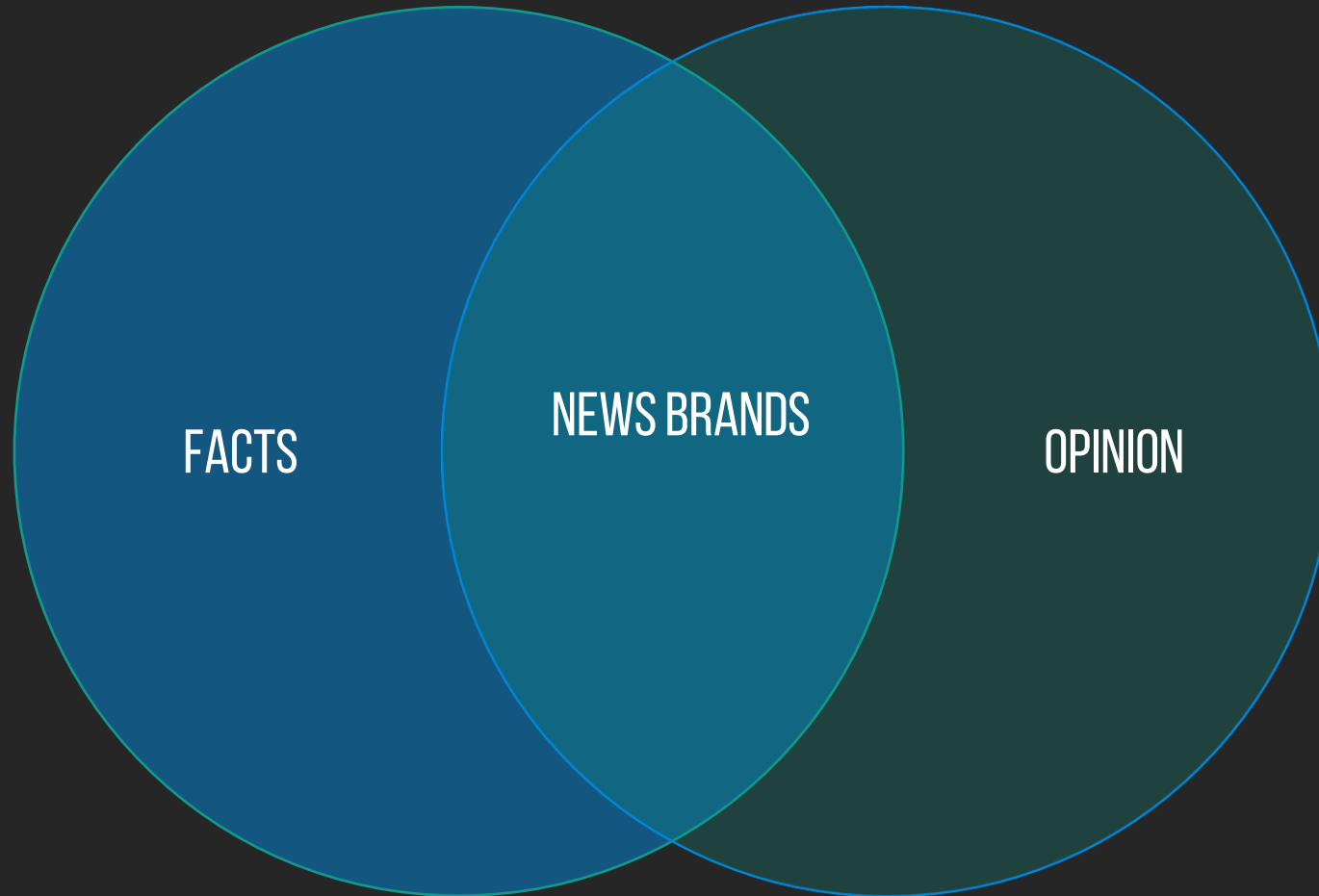


THE UNIQUE VALUE OF NEWS BRANDS

NEWS BRANDS DELIVER ON THE SWEET SPOT OF BOTH FACTS AND OPINION

"THERE ARE LAWS AND REGULATIONS ABOUT WHAT NEWSPAPERS CAN PRINT, WHEN YOU GET SOMETHING SENT TO YOU VIA WHATSAPP, YOU DON'T KNOW WHERE IT IS FROM"

- FEMALE, 33, NEWS BRAND READER, BOLTON



"YOU GET ALL THE FACTS ON THE BBC, BUT IT IS JUST PORRIDGE. NEWSPAPER BRANDS GIVE YOU A POINT OF VIEW ON THE FACTS"

- MALE, 42, NON NEWS BRAND READER, LONDON



NEWS BRANDS ARE AN ECOSYSTEM

“CONFLICTING DOCTRINES, INSTEAD OF BEING ONE
TRUE AND THE OTHER FALSE, SHARE THE TRUTH
BETWEEN THEM”

— JOHN STUART MILL

NEWS BRANDS ARE RECORDED

**“VERBA VOLANT, SCRIPTA
MANENT”**

**THE SPOKEN WORD FLIES
AWAY THE WRITTEN WORD
REMAINS.**

UNDER 35S IN PARTICULAR VALUE HAVING NEWS BRANDS

73%

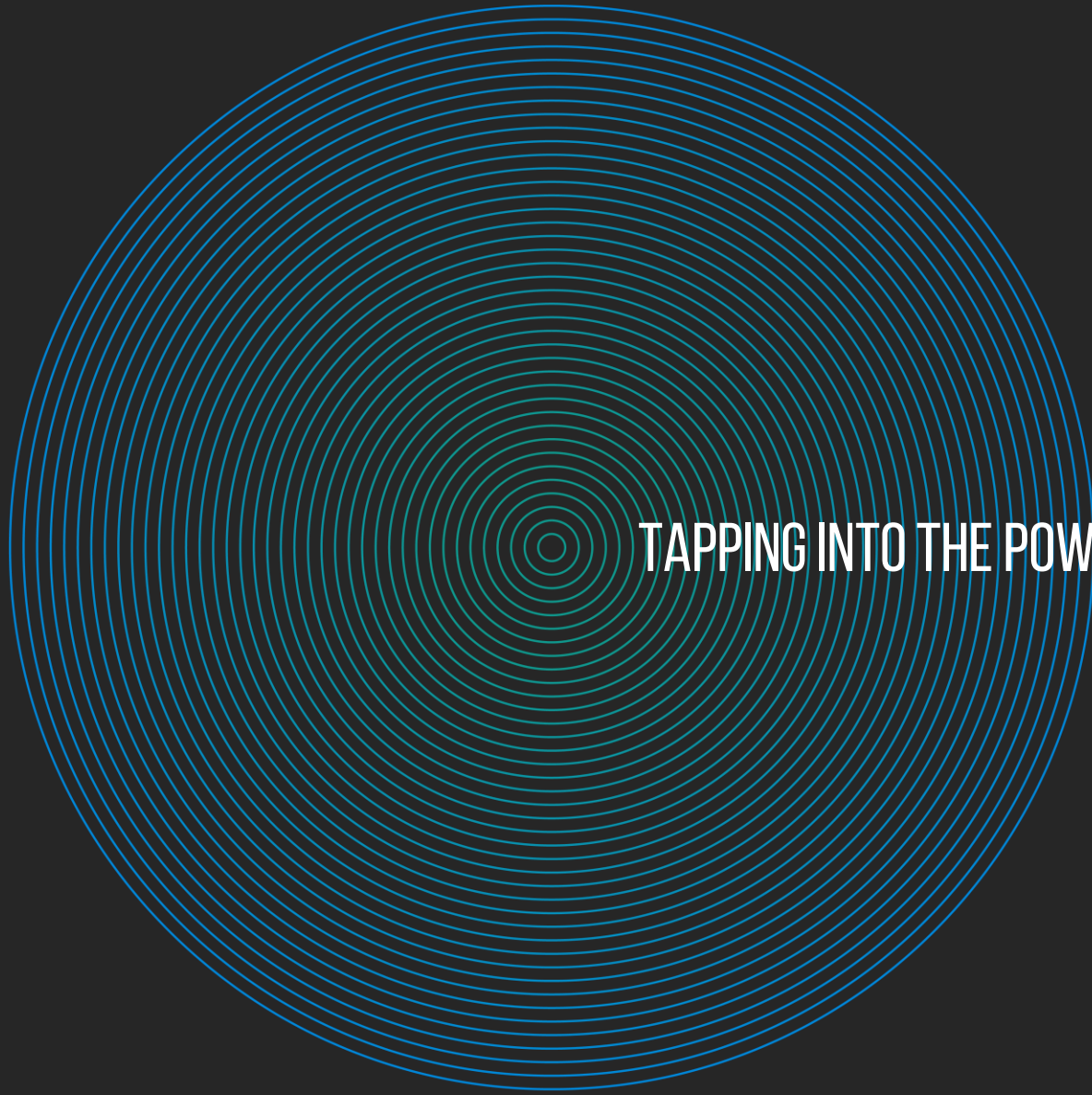
FEEL LESS ANXIOUS WHEN THEY READ A NEWS BRAND COMPARED TO
SOCIAL MEDIA

(14% POINTS MORE THAN 35+)

77%

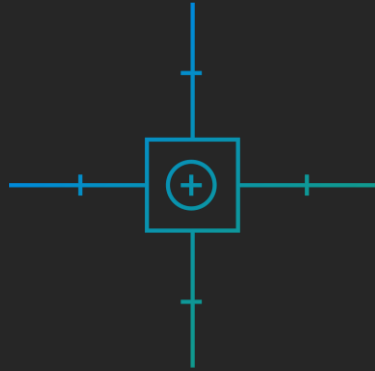
FEEL THE PANDEMIC HAS MADE THEM VALUE JOURNALISM MORE

(10% POINTS MORE THAN 35+)



TAPPING INTO THE POWER OF NEWS BRANDS

NEWS BRANDS PRESENT AN OPPORTUNITY FOR BRANDS TO ADVERTISE IN AN ENVIRONMENT WHERE PEOPLE ARE...



CALIBRATING

MAKING UP OR CHANGING
THEIR MINDS ABOUT THINGS



THRIVING

LOOKING OUT FOR THINGS
TO HELP THEM GET AHEAD IN
THE WORLD



CONNECTING

PARTICIPATING, DEBATING
AND SHARING THINGS WITH
OTHERS THE THINGS THEY
HAVE COME ACROSS

WORLDWITHOUTNEWS

