

News Consumption - Print, Online and Social - UK - February 2016

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“Facebook and Apple are looking to step up the role they play in news discovery and consumption with the introduction of aggregators that keep news readers within their eco-systems.”

– Rebecca McGrath, Media Analyst

This report looks at the following areas:

- Ad blockers worry the news industry
- New news aggregators present challenges and opportunities

In order to adapt to the potential impact these aggregators can have, publishers need to work to maintain control over content branding and utilise the premium data of Facebook and Apple to boost advertising revenue.

While print news remains on its trajectory of decline, people's online news habits are continuing to evolve. Mintel's consumer research shows that 49% of people now read news online in a typical week, while 20% of 16-34s are reading news on a mobile device via an app. Social media is now playing a more central role in how people find out about the news, with younger people significantly less likely to go straight to a news brand's own website/app but are directed there via social media. As a result creating more 'shareable' content has become a priority for online publishers.

Media giants such as Facebook, Apple and Twitter are looking to expand the role they play in regards to news consumption and discovery, with features such as Instant Articles and Twitter Moments. These developments could potentially negatively impact individual news brands as people remain within Facebook or Apple's eco-systems. Publishers partnering with these features should look to take advantage of the advertising and data possibilities, while also maintaining strict control over content design to mitigate damage to the strength of their news brand.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The consumer

Nearly half of people read news online

Figure 1: News consumption methods, December 2015

Brand is still central as three quarters go directly to a news website/app

Figure 2: Access method, December 2015

Social media is first news stop for many

Figure 3: Attitudes towards social media, December 2015

Many are willing to accept adverts

Figure 4: Attitudes towards online news, December 2015

Over a fifth are interested in using news aggregators

Figure 5: Interest in news services, December 2015

What we think

Issues and Insights

Ad blockers worry the news industry

The facts

The implications

New news aggregators present challenges and opportunities

The facts

The implications

The Market – What You Need to Know

Mobile device ownership continues to grow

Cover prices rise

The Sun drops its paywall

Apple supports Ad blockers

IPSO turns a year old

Market Drivers

Mobile device ownership continues to grow

Figure 6: Household ownership of selected digital devices, October 2014 and September 2015

Cover prices rise

Figure 7: Basic UK cover prices for national newspapers, January 2016

The Sun drops its paywall

Apple supports Ad blockers

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IPSO turns a year old

Key Players – What You Need to Know

The Times is the only national newspaper to grow circulation

Despite circulation declines The Sun remains the UK's largest print newspaper

Mail Online dominates among online newspapers

The BBC leads the way on social media

Major media players focus on news aggregators

City AM bans ad blockers

The Sun launches political SunNation website

Market Share

The Times is only national newspaper to grow circulation

Figure 8: National newspapers' average print circulation per issue, 2014 and 2015

Despite circulation declines The Sun remains the UK's largest print newspaper

Figure 9: Average UK print circulation per issue, November 2014 and November 2015

Sunday People sees largest declines

Figure 10: National Sunday newspapers' average print circulation per issue, 2014 and 2015

Mail Online dominates among online newspapers

Figure 11: Average daily unique visits to national newspaper websites, November 2014 and November 2015

The BBC leads the way on social media

Figure 12: Social media presence of select major online news sources, January 2015

The Guardian is the most followed national newspaper

Figure 13: Social media presence of select major UK newspapers, January 2015

Launch Activity and Innovation

Major media players focus on news aggregators

Facebook launches Instant Articles

Apple updates its News app

Moments collates most important news stories on Twitter

Tipsy allows readers to pay what they wish for content

City AM bans ad blockers

The Sun launches political SunNation website

The Consumer – What You Need to Know

Preferred news format varies across age groups

Daily Mail remains the most popular online newspaper

BBC News is the most popular online news source

Most are still going straight to a news site/app

Friends are influencing the news people read

Younger people do not mind adverts on news websites/apps

Over a fifth are interested in using news aggregators

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News Consumption Methods

Nearly half of people read news online

Figure 14: News consumption methods, December 2015

Traditional media still used by most older people

Figure 15: Weekly use of traditional media to consume news, by age, December 2015

Figure 16: Weekly use of online news sources, by age, December 2015

Paid and Free News Sources

Two fifths of news consumers pay to read national newspapers

Figure 17: News sources, December 2015

Over-55s are the group that is paying

Figure 18: Use paid national newspapers in a typical week, by age, December 2015

Access Method

Brand is still central as three quarters go directly to a news website/app

Figure 19: Access method, December 2015

16-24s are the most likely to use social media to access news

Figure 20: Access news websites/apps via social media in a typical week, by age, December 2015

National Newspaper Websites/Apps Visited

Daily Mail remains the most popular online newspaper

Figure 21: National newspaper websites/apps visited, December 2015

Women prefer Mail Online

Figure 22: Websites/apps accessed in a typical week, by gender, December 2015

Nearly a third of people only regularly use one website/app

Figure 23: Repertoire of online news sources used weekly, December 2015

News Websites/Apps Used

BBC News is most popular online news source

Figure 24: Online news sources used, December 2015

Huffington Post and BuzzFeed appeal to women

Figure 25: Visit news website/app in a typical week, by gender, December 2015

16-24s use a new form of news site

Figure 26: Visit BuzzFeed in a typical week to consume news, by age, December 2015

Social Media

Facebook is important for news consumption

Figure 27: Use of social media sites or apps to find out about news in a typical week, December 2015

Attitudes towards Social Media

Social media is first news stop for many

Figure 28: Attitudes towards social media, December 2015

Attitudes towards Online News

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Free online news is impacting print sales

Figure 29: Attitudes towards online news, December 2015

Younger people are willing to accept adverts

Figure 30: Do not mind seeing adverts on news websites/apps if they are free, by age, December 2015

There is also a willingness to pay for in-depth content

Online Guardian and Telegraph readers are put off by exaggerated headlines

Interest in News Services

Over a fifth are interested in using news aggregators

Figure 31: Interest in news services, December 2015

Younger people are more interested in a personalised feature on social media

Figure 32: Interest in feature on social media that gathers news content, by age, December 2015

Men are more interested in video news and virtual reality

Figure 33: Interest in features, by gender, December 2015

Appendix – Data Sources, Abbreviations and Supporting Information

Definition

Abbreviations

Consumer research methodology

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