

National Newspapers - UK - February 2019

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“Audio media is becoming an increasingly important aspect of newspapers’ digital offerings. Capitalising on the possibilities of voice activation is more complex than creating other audio news content, such as podcasts, but high consumer interest indicates investment will be worthwhile.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Investing in sophisticated voice activation content will prove worthwhile
- National newspapers should introduce more tiered subscription options

National newspaper print circulation continues to decline at a significant rate. Meanwhile online, national newspapers have had to contend with new issues such as Facebook deprioritising news and the implications of the General Data Protection Regulation (GDPR). Publishers will hope that the upcoming Cairncross Review can outline a path that challenges the current digital advertising duopoly of Facebook and Google.

One of the more positive stories for national newspapers is a growing willingness to pay for newspaper content, particularly among younger people. This has led to an increase in subscriber numbers at multiple titles and more national newspapers feeling emboldened to introduce a variety of payment options.

People’s perception of national newspapers and their trustworthiness varies considerably, with *The Sun* considered the most factually inaccurate, while the *FT* is the most trusted. As media platforms such as Facebook and Google feel greater responsibility and pressure to promote trustworthy news, significant differences in the level of traffic these platforms direct to different national newspapers could develop.

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DID YOU KNOW?

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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Newspapers express concern for freedom of the press after Cliff Richard BBC ruling

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The Sun

Guardian

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 Financial Times
 The Times
 i
 Telegraph

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Comment sections are an important aspect of national newspapers

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National newspapers explore subscription options as younger people show greater willingness to pay for online news

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