The global trust landscape: publishers vs platforms
INTRODUCTION

Tomorrow’s News 2018 explores:

News consumption patterns and habits of global executives

The importance of news brands and social media

Perceptions of news brands and advertisers

Issues around data transparency and GDPR

Future tech influencers of news consumption and businesses

Methodology: Online survey of 1,587 Reuters.com users fielded between 1st - 24th May 2018
STRUCTURE

News consumption patterns
Importance of news brands
Value of impartiality, trust and integrity
Increasing role of news verification
Executives and advertising
Social media unrest
Importance of balanced content
Data transparency and GDPR
Technologies influencing news consumption
Technologies influencing businesses
EXECUTIVES ARE ACCESSING MORE DIGITAL CONTENT VIA MORE SOURCES AND PLATFORMS

**66%**
Agree their news consumption will continue to grow

**54%**
Agree their consumption of linear TV will decline

**55%**
Prefer obtaining news aggregated from multiple sources rather than single established brand

**73%**
Have a daily routine for catching up with news during the working week

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Q: Thinking of the future of your news and content consumption, which of the following do you agree with? (please select all that apply). To what extent do you agree with the following statements regarding news formats and types? Do you tend to have a routine for consuming news? (please select all that apply).

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REUTERS
NEWS WEBSITES AND APPS REMAIN PRIMARY NEWS SOURCE

Q: Now thinking about how you access news, which of the following sources do you tend to refer to when consuming news stories online? (please select all that apply)

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Politics and current affairs take pole position in 2018 – dominated by the high proportion of political news stories in the last 12 months. News about the economy and science and technology have also increased significantly this year.

Q: Thinking about your consumption of content on any platform (online, TV, newspapers etc.), which of the following types of news/content do you usually consume? (please select all that apply).

<table>
<thead>
<tr>
<th>Top Content Types Consumed</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Politics and Current Affairs</td>
<td>71%</td>
<td>77%</td>
</tr>
<tr>
<td>Global News</td>
<td>84%</td>
<td>77%</td>
</tr>
<tr>
<td>Business and Financial News</td>
<td>63%</td>
<td>75%</td>
</tr>
<tr>
<td>Breaking News</td>
<td>72%</td>
<td>75%</td>
</tr>
<tr>
<td>News about the Economy</td>
<td>60%</td>
<td>73%</td>
</tr>
<tr>
<td>Science and Technology</td>
<td>58%</td>
<td>72%</td>
</tr>
</tbody>
</table>
CONTINUED IMPORTANCE OF NEWS BRANDS

80%
Agree a news brand is a mark of quality on a story
(81% IN 2016, 88% IN 2017)

80%
Turn to online news brands to obtain opinions from respected anchors, reporters, journalists, compared to 17% to social media

16%
Agree news brands will disappear in the future
(12% IN 2016, 11% IN 2017)

AND
88%
Turn to online news brands to obtain in depth analysis of a news story, compared to 12% to social media

Q: Thinking of the future of your news and content consumption, which of the following do you agree with? (please select all that apply).
To what extent do you agree with the following statements regarding news formats and types?
Would you turn to news brands or social media in the following news situations? (please select all that apply)
### EXECUTIVES STILL APPRECIATE IMPARTIAL, TRUSTWORTHY CONTENT

<table>
<thead>
<tr>
<th>Statement</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree they prefer factual and impartial news content</td>
<td>79%</td>
<td>75%</td>
<td>72%</td>
</tr>
<tr>
<td>Agree they only share stories from brands they trust</td>
<td>84%</td>
<td>84%</td>
<td>70%</td>
</tr>
<tr>
<td>Turn to online news brands for trusted content in a trusted environment,</td>
<td>86%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>compared to 8% on social media</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Q: Thinking of the future of your news and content consumption, which of the following do you agree with? (please select all that apply). To what extent do you agree with the following statements regarding news formats and types? Would you turn to news brands or social media in the following news situations? please select all that apply.

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TOP 5 FACTORS THAT MAKE AN ONLINE NEWS BRAND APPEALING

Q: Which three of the following do you feel make an online news brand most appealing?
EXECUTIVES INCREASINGLY TURN TO TRUSTED NEWS BRANDS TO VERIFY NEWS STORIES FOUND ELSEWHERE

Q: Thinking of the future of your news and content consumption, which of the following do you agree with? (please select all that apply).

<table>
<thead>
<tr>
<th>Statement</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree they trust well known news brands and always check the accuracy of shared news from other sources</td>
<td>42%</td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td>Agree they would only share news content once they have all the information available</td>
<td>74%</td>
<td>68%</td>
<td>63%</td>
</tr>
<tr>
<td>Turn to online news brands to verify the source of a news story, compared to 12% to social media</td>
<td>83%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q: Would you turn to news brands or social media in the following news situations? please select all that apply.

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EXECUTIVES’ EXPERIENCES WITH BRANDS AND ADVERTISING

Executives believe brands are responsible for where their ads are placed

Q: Have you ever seen brands advertising alongside unsavoury or objectionable stories or videos?
To what extent do you agree with the following statements regarding news brands and advertisers?

- 75% Claim to have seen brands advertising alongside unsavoury or objectionable stories or videos
- 77% Agree advertising next to unsavoury, objectionable content can damage their perception of a brand
- 62% Agree brands have full control over where their advertising appears
Agree Google and Facebook should do more to control fake news or inappropriate content on their platforms
87%

Agree Facebook and Google should be held accountable for the content they carry on their platforms
81%

Q: To what extent do you agree with the following statements regarding privacy and data?
EXECUTIVES APPRECIATE ADVERTISERS THAT PARTNER WITH TRUSTED NEWS BRANDS

Q: To what extent do you agree with the following statements regarding news brands and advertisers?

- 66% Agree they are more likely to notice an advertiser if it appears on a trusted news site
- 64% Agree they are more likely to respond to an advertisement if it appears on a trusted news site
EXECUTIVES ARE WARY ABOUT THE NEWS THEY CONSUME AND SHARE ON SOCIAL NETWORKS

Q: Which of the following statements best describe your behaviour and attitude towards sharing news?

- Agree they trust the source of news stories shared by their network on social media
  - 2018: 24%
  - 2017: 28%
  - 2016: 32%

- Agree they actively share news with their network on social media
  - (49% in 2017)

- Agree social media will be their primary news source in the future
  - 2018: 15%
  - 2017: 10%
  - 2016: 14%

- Agree that fake news has made them doubt the reliability of news stories shared on social media
  - (80% in 2017)
ON SOCIAL MEDIA, EXECUTIVES ARE MOST LIKELY TO TRUST CONTENT POSTED BY WELL KNOWN PUBLISHERS

Q: When it comes to consuming news on social media platforms, I am more likely to trust the content posted by? (please select all that apply)

- WELL KNOWN NEWS PUBLISHERS: 70%
- MY CLOSE FRIENDS: 29%
- PUBLISHERS THAT ALIGN WITH MY VIEWS: 11%
- INFLUENCERS: 7%
- MY ACQUAINTANCES: 6%
- BRANDS OR ADVERTISERS: 5%
- CELEBRITIES: 1%

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PERSONALISATION IS IMPORTANT, BUT EXECUTIVES PREFER EXPOSURE TO DIFFERENT OPINIONS AND VIEWS

Q: To what extent do you agree with the following statements regarding content in general?

- Agree people can only have an informed opinion if they are exposed to content they both agree and disagree with: 90%
- Agree they prefer to see balanced content they like and dislike, rather than targeted content solely based on their preferences: 88%
- Agree personalised content narrows their views on various topics: 76%
EXECUTIVES ARE SCEPTICAL ABOUT DATA COLLECTORS

Q: To what extent do you agree with the following statements about privacy and data?

- Agree companies should be transparent about the data they collect on their customers and how they use it: 96%
- Agree users should have the right to view, limit or erase information that businesses collect about them: 95%
- Agree users should be in control of the data that companies collect on them: 94%
- Agree they are not convinced that companies erase the data they hold on them once they have cancelled accounts or subscriptions: 91%
EXECUTIVES ARE WILLING TO SHARE DATA WITH COMPANIES THEY TRUST

Q: To what extent do you agree with the following statements about privacy and data?

- Agree they are willing to share data with companies they trust: 66%
- Agree they are willing to share data with companies if it is used to provide them with a better online experience: 60%
**EXECUTIVES’ AWARENESS AND UNDERSTANDING OF GDPR**

<table>
<thead>
<tr>
<th><strong>Strongly agree they are familiar with the EU’s GDPR</strong></th>
<th><strong>Agree there is little information available on how GDPR will impact their consumer privacy rights</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Americas 16%, APAC 7%, EMEA 31%)</td>
<td>(Americas 71%, APAC 77%, EMEA 57%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Consider it an important factor that will influence their business in the next 4 years</strong></th>
<th><strong>Agree they are unsure where to go to find out about how GDPR will impact them as a consumer</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>(Americas 5%, APAC 7%, EMEA 11%)</td>
<td>(Americas 67%, APAC 75%, EMEA 44%)</td>
</tr>
</tbody>
</table>

Q: To what extent do you agree with the following statements about privacy and data? Please select the five most important factors you feel will influence businesses in the next 4 years.
MOBILE DEVICES REACHED INNOVATION SATURATION, WHILST AI IS BECOMING MORE IMPORTANT TO THE FUTURE OF NEWS

<table>
<thead>
<tr>
<th>TECHNOLOGIES</th>
<th>2018</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increasing power of mobile devices</td>
<td>87%</td>
<td>87%</td>
</tr>
<tr>
<td>Artificial intelligence</td>
<td>84%</td>
<td>72%</td>
</tr>
<tr>
<td>Mobile app development</td>
<td>80%</td>
<td>81%</td>
</tr>
<tr>
<td>Computer generated content or algorithms</td>
<td>77%</td>
<td>74%</td>
</tr>
<tr>
<td>Internet of things and connected living</td>
<td>77%</td>
<td>72%</td>
</tr>
<tr>
<td>360 degree content</td>
<td>64%</td>
<td>63%</td>
</tr>
<tr>
<td>Robotics</td>
<td>61%</td>
<td>61%</td>
</tr>
<tr>
<td>Augmented reality</td>
<td>57%</td>
<td>57%</td>
</tr>
<tr>
<td>Virtual news ready</td>
<td>57%</td>
<td>55%</td>
</tr>
<tr>
<td>Wearable technologies</td>
<td>57%</td>
<td>53%</td>
</tr>
<tr>
<td>Virtual reality</td>
<td>54%</td>
<td>55%</td>
</tr>
<tr>
<td>Voice assistants</td>
<td>53%</td>
<td>56%</td>
</tr>
</tbody>
</table>

Q: To what extent do you think the following technological innovations will influence your consumption of news in the long term?
AI, CYBERSECURITY AND BIG DATA AND ANALYTICS ARE THE TECH INNOVATIONS THAT WILL IMPACT THE FUTURE OF BUSINESSES

Q: Please select the five most important factors you feel will influence businesses in the next 4 years.

<table>
<thead>
<tr>
<th>Technologies</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global Economy</td>
<td>71%</td>
<td>54%</td>
</tr>
<tr>
<td>Artificial Intelligence</td>
<td>37%</td>
<td>53%</td>
</tr>
<tr>
<td>Global Political Landscape</td>
<td>59%</td>
<td>50%</td>
</tr>
<tr>
<td>Cybersecurity</td>
<td>37%</td>
<td>50%</td>
</tr>
<tr>
<td>Big Data and Analytics</td>
<td>38%</td>
<td>46%</td>
</tr>
<tr>
<td>Automation</td>
<td>25%</td>
<td>35%</td>
</tr>
<tr>
<td>Data Privacy</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>CSR</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Interest Rates</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>Trump</td>
<td>24%</td>
<td>20%</td>
</tr>
<tr>
<td>Revenue Pressures</td>
<td>21%</td>
<td>17%</td>
</tr>
<tr>
<td>Oil Prices</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Corporate Governance Legislation</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Emerging Markets</td>
<td>26%</td>
<td>16%</td>
</tr>
</tbody>
</table>

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SUMMARY

Executives are accessing more digital content, via more sources and platforms.

There is a continued importance of news brands.

Executives value impartiality, trust and integrity.

There is an increasing role of news verification.

Executives believe advertisers are responsible for their misplaced ads.

Executives appreciate advertisers that partner with trusted news brands.

Trust in social media is declining.

Executives prefer balanced content that can broaden their views.

Data transparency is important, but there is a lack of knowledge around GDPR.

AI will dictate news consumption and the way we do business.