

INSIGHTS 2020

AudienceProject 

News
consumption

US
UK
Germany
Denmark
Sweden
Norway
Finland

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EDITORIAL

News brands are surpassing Facebook in popularity

Independent publishers have regained the news consumption initiative.

Established news sites such as BBC in the UK and DR, Aftonbladet, VG and Yle in the Nordics have caught-up with Facebook in terms of audience popularity.

Although Google is still seen as the most important website in almost all countries, our latest study has found that far fewer people point out Facebook to be among their favourite websites, while independent news brands are regaining lost ground. Also, dedicated online news sites are now the most used and also seen as the most important source for news in all countries except Germany.

It's not just all good news though. The trust in all news sites continues to decline. This is especially so in Sweden where 42% of the audience say they trust the online news less than they did last year. Looking at all countries, we found at least 30% of people say their trust in online news is falling.

Finally, our study has found that attitudes to paying for news vary widely according to which market you look at. In the Nordics, we see that far more people than in the US and UK are paying for news content.

Rune Werliin

Chief Product Officer @ AudienceProject

PAID ONLINE EDITORIAL CONTENT

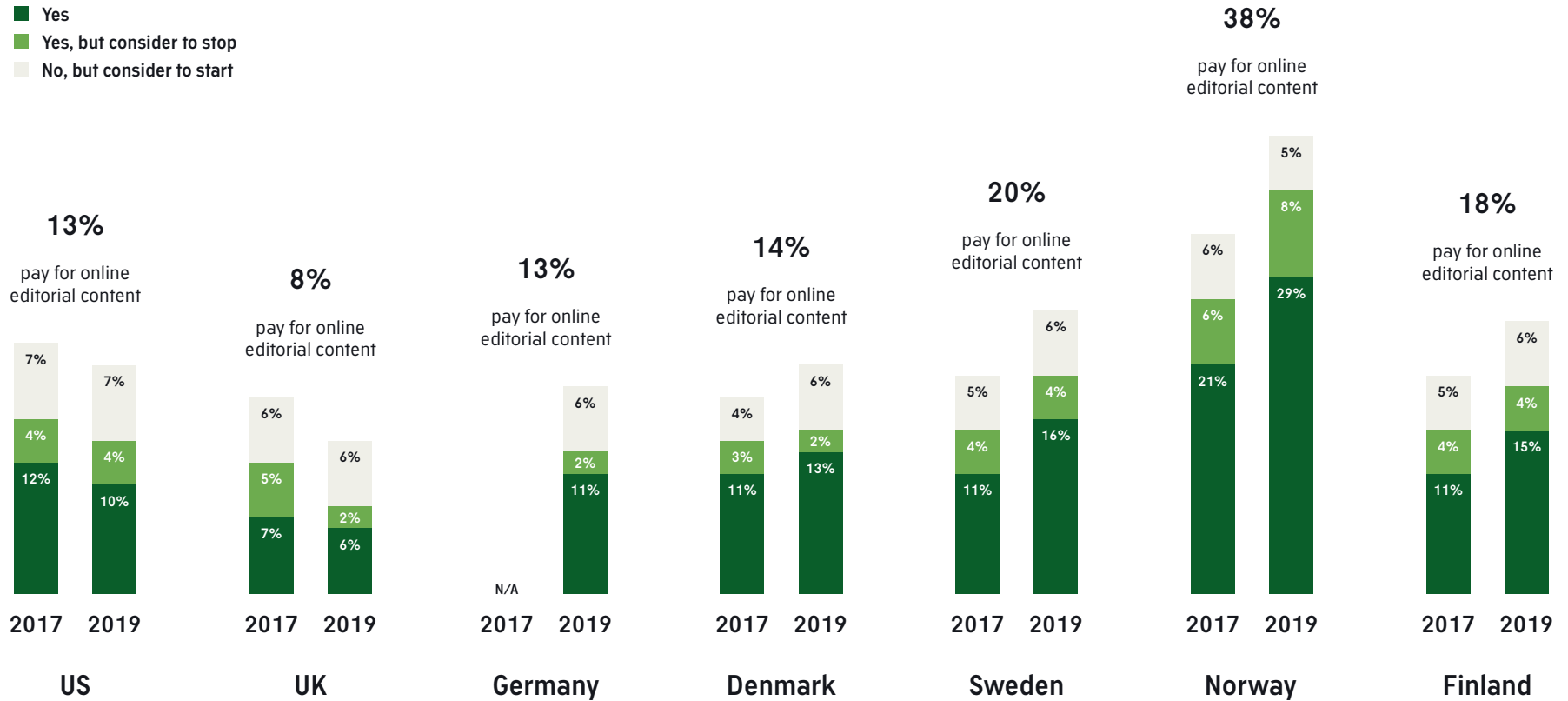
The number of people paying for online editorial content is falling in the US and UK, while the trend is growing in the Nordics, with Norway seeing the most people happy to pay for news. In general, we have found that men are more willing to pay for online editorial news content and that people primarily pay for e-papers/e-magazines and domestic news.

More than a third of Norwegians pay for online editorial content

[How many pay for online editorial content?]

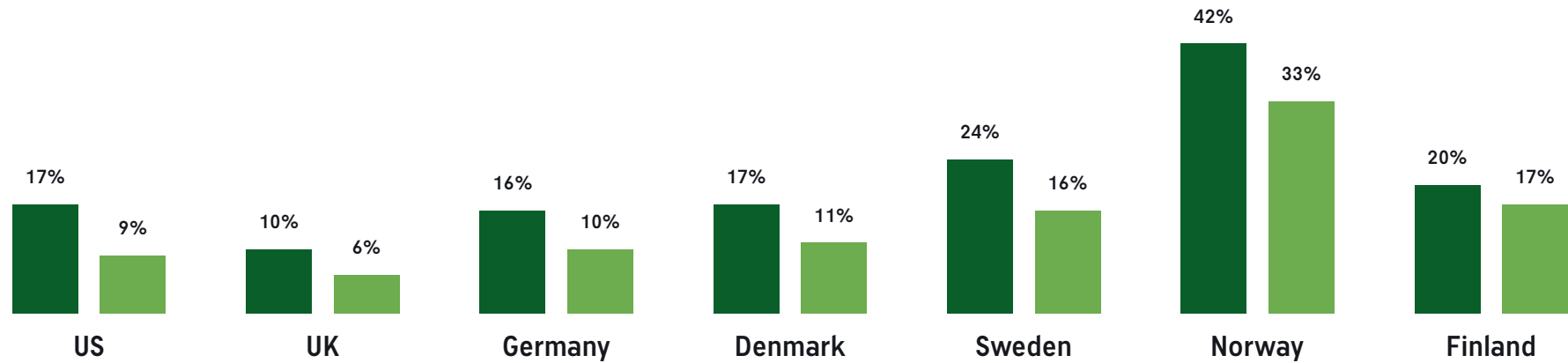
Please note: The total percentages of how many are paying for online editorial content is based on round offs from decimals, why it may appear that some numbers don't add up correctly.

- Yes
- Yes, but consider to stop
- No, but consider to start



Men are more willing to pay for online editorial content

[How many men and women pay for online editorial content?]



People are mainly paying for e-papers/e-magazines and domestic news

[Which types and topics of online editorial content do people pay for?]

	Types of editorial content			Topics of editorial content		
US	News 63%	E-papers / E-magazines 50%	Features / Long reads 44%	International news 54%	Domestic news 52%	Financial news 37%
UK	News 66%	E-papers / E-magazines 48%	Features / Long reads 42%	International news 68%	Domestic news 61%	Financial news 36%
Germany	E-papers / E-magazines 51%	News 48%	Features / Long reads 34%	Local news 55%	International news 54%	Domestic news 51%
Denmark	E-papers / E-magazines 69%	News 55%	Features / Long reads 24%	International news 69%	Domestic news 66%	Local news 41%
Sweden	N/A	N/A	N/A	Domestic news 57%	Local news 56%	International news 40%
Norway	E-papers / E-magazines 68%	News 61%	Features / Long reads 24%	Local news 70%	Domestic news 57%	International news 42%
Finland	E-papers / E-magazines 69%	News 46%	Features / Long reads 16%	Domestic news 63%	International news 58%	Local news 50%

The correlation between the types and topics paid for varies across countries

[Which topics of online editorial content do people primarily pay for when they pay for specific types of online editorial content?]

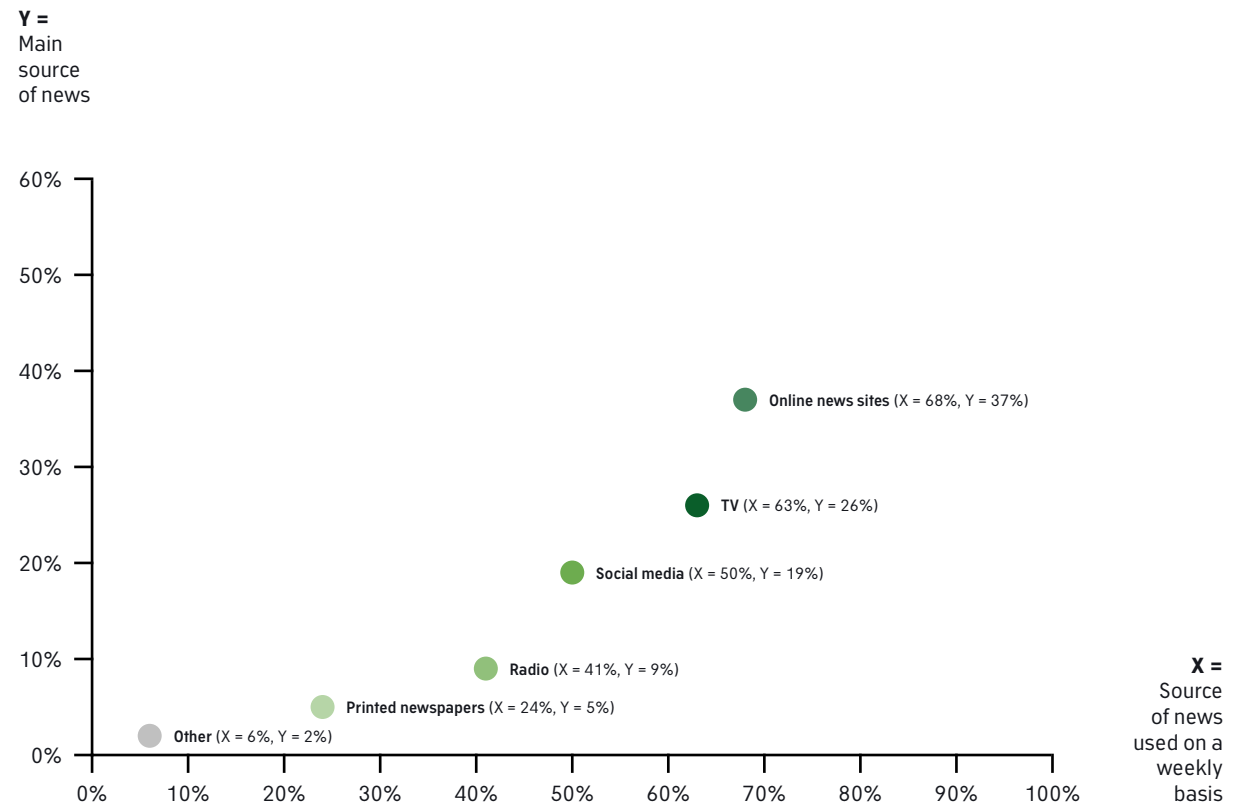
	E-papers / E-magazines	News	Features / Long reads
US	63% pay for international news	66% pay for international news	65% pay for domestic news
UK	82% pay for international news	78% pay for international news	80% pay for domestic news
Germany	65% pay for domestic news	69% pay for international news	66% pay for international news
Denmark	75% pay for international news	74% pay for international news	91% pay for international news
Sweden	N/A	N/A	N/A
Norway	73% pay for local news	73% pay for local news	65% pay for domestic news
Finland	74% pay for domestic news	73% pay for domestic news	73% pay for domestic news

SOURCES OF NEWS

Online news sites are the preferred source of news in all countries, except Germany, where TV is still the leading source for most people. When it comes to the use of social media channels as a source of news content, we've found very different audience alignments across different markets. In particular, we see that women are more likely to use social media as a source of news than men.

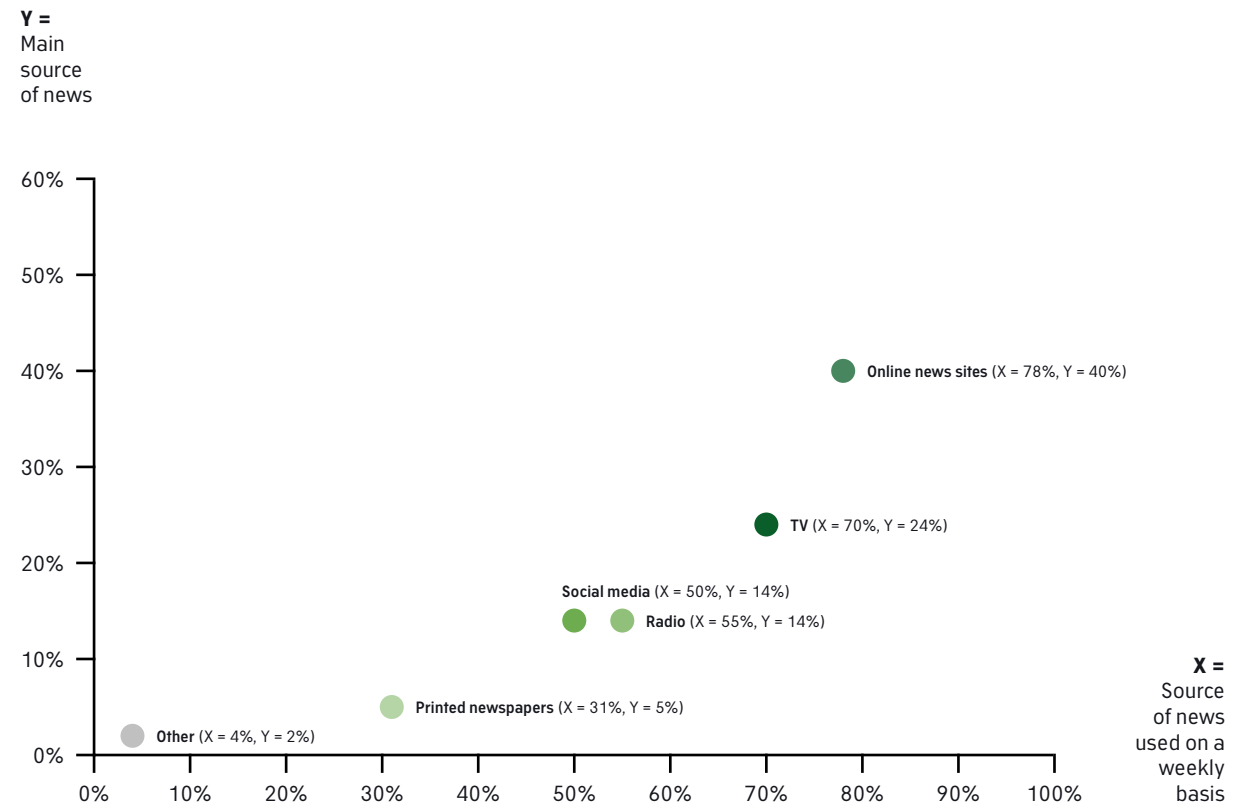
Online news sites are the preferred source of news in the US

[How many use the following sources of news on a weekly basis and which is the main source of news?]



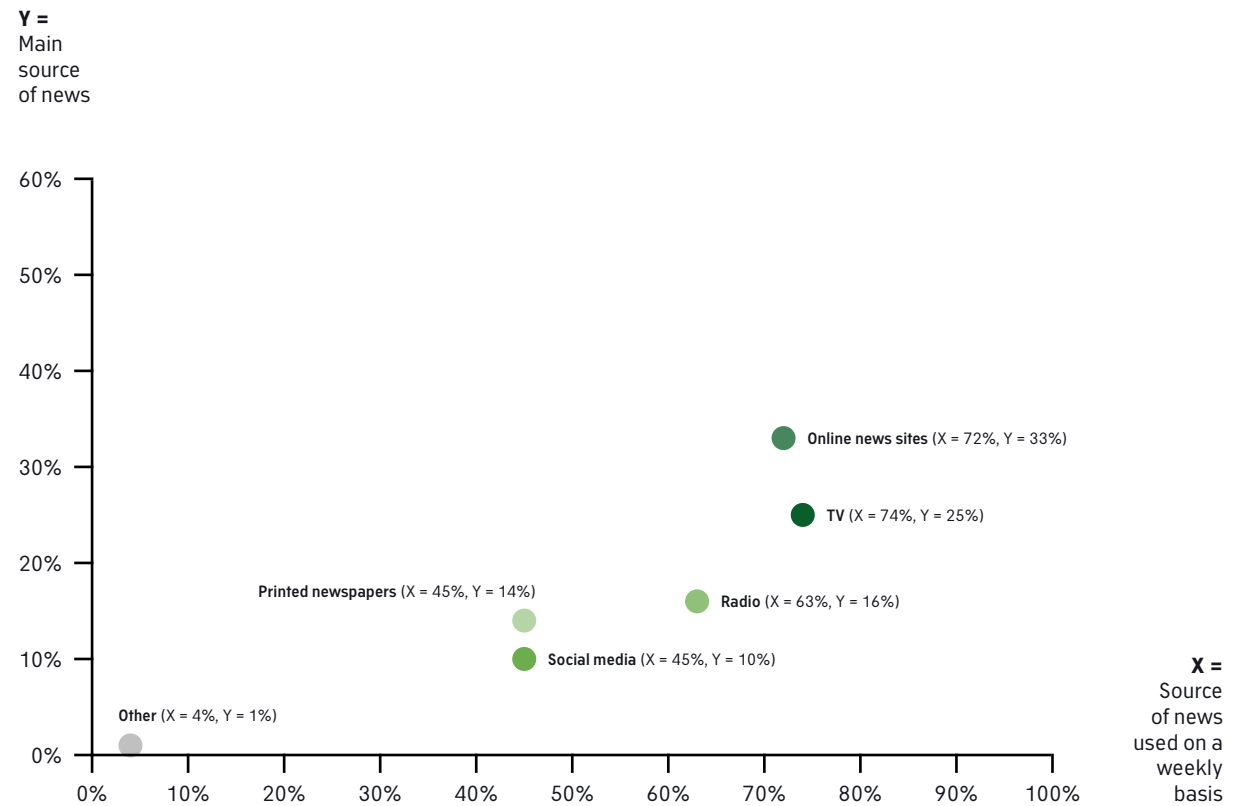
Online news sites are used by three quarters in the UK

[How many use the following sources of news on a weekly basis and which is the main source of news?]



TV is the source of news used by most people in Germany

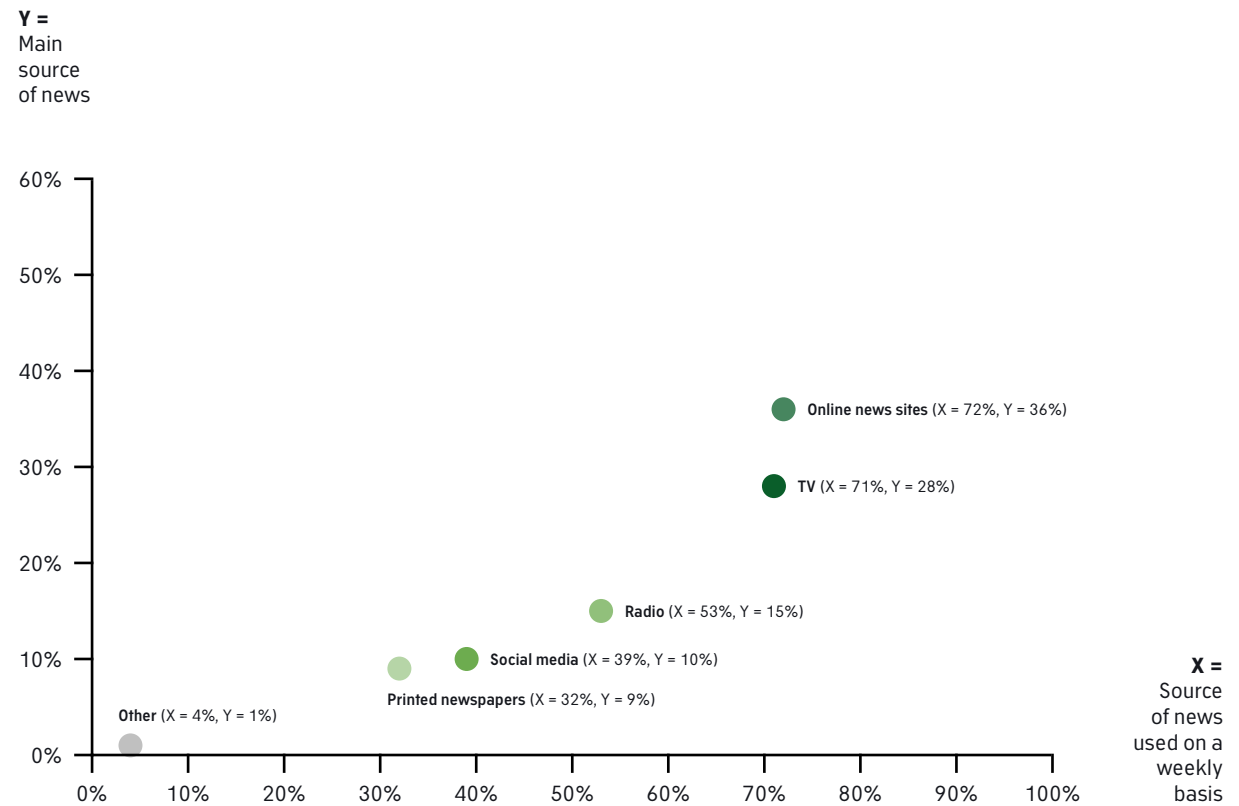
[How many use the following sources of news on a weekly basis and which is the main source of news?]





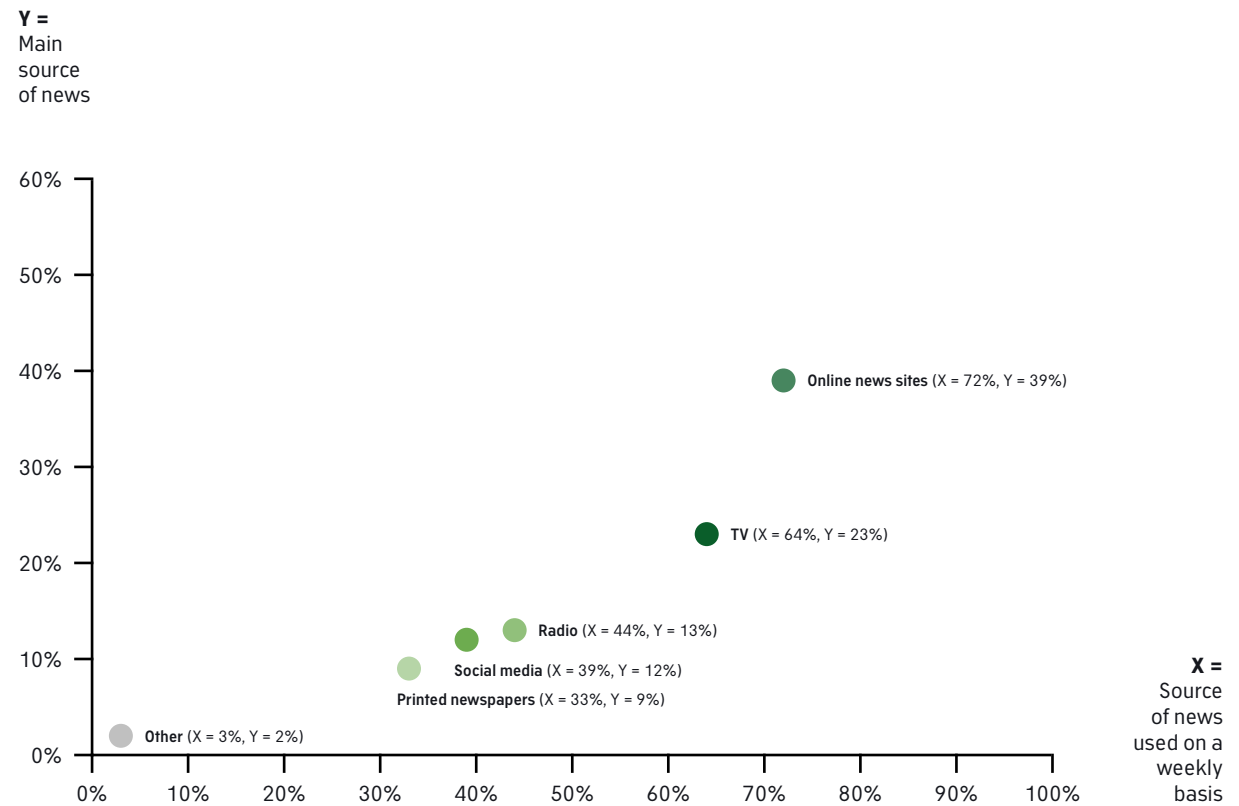
TV is the main source of news for a quarter in Denmark

[How many use the following sources of news on a weekly basis and which is the main source of news?]



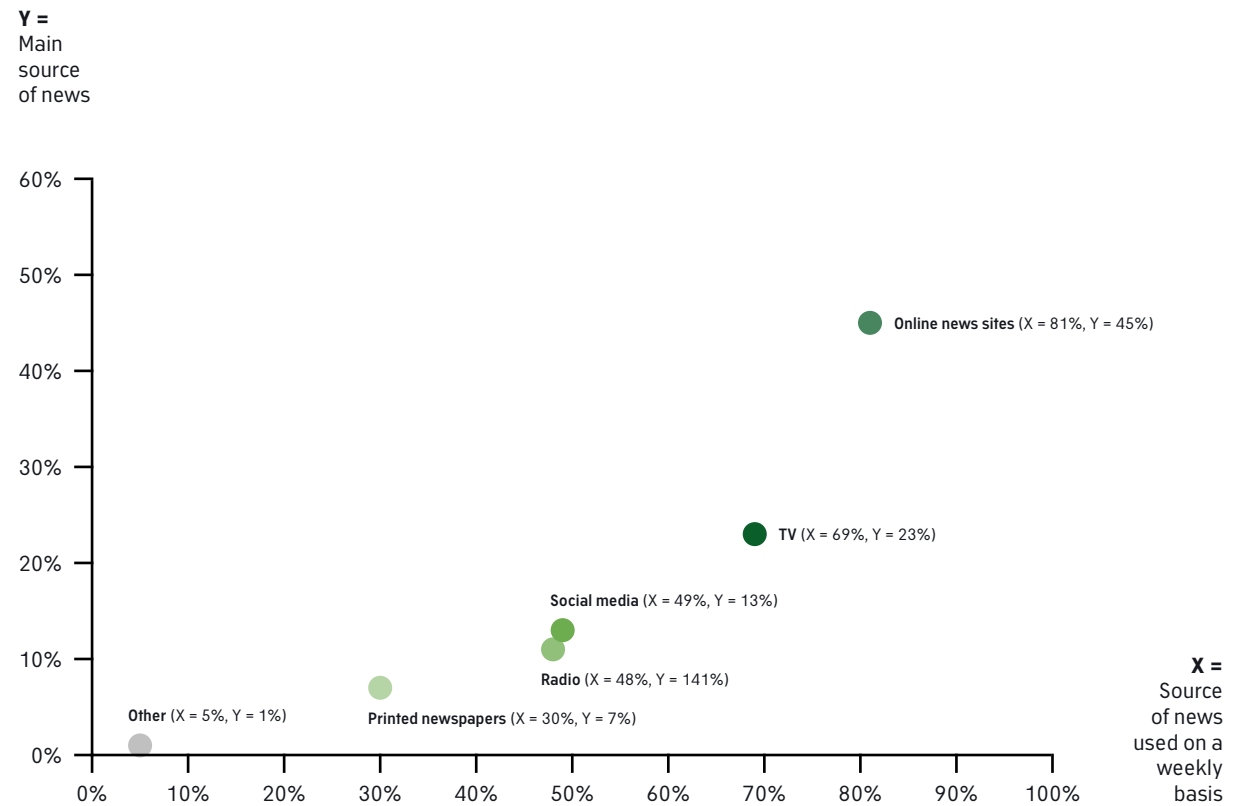
Online news sites are the preferred source of news in Sweden

[How many use the following sources of news on a weekly basis and which is the main source of news?]



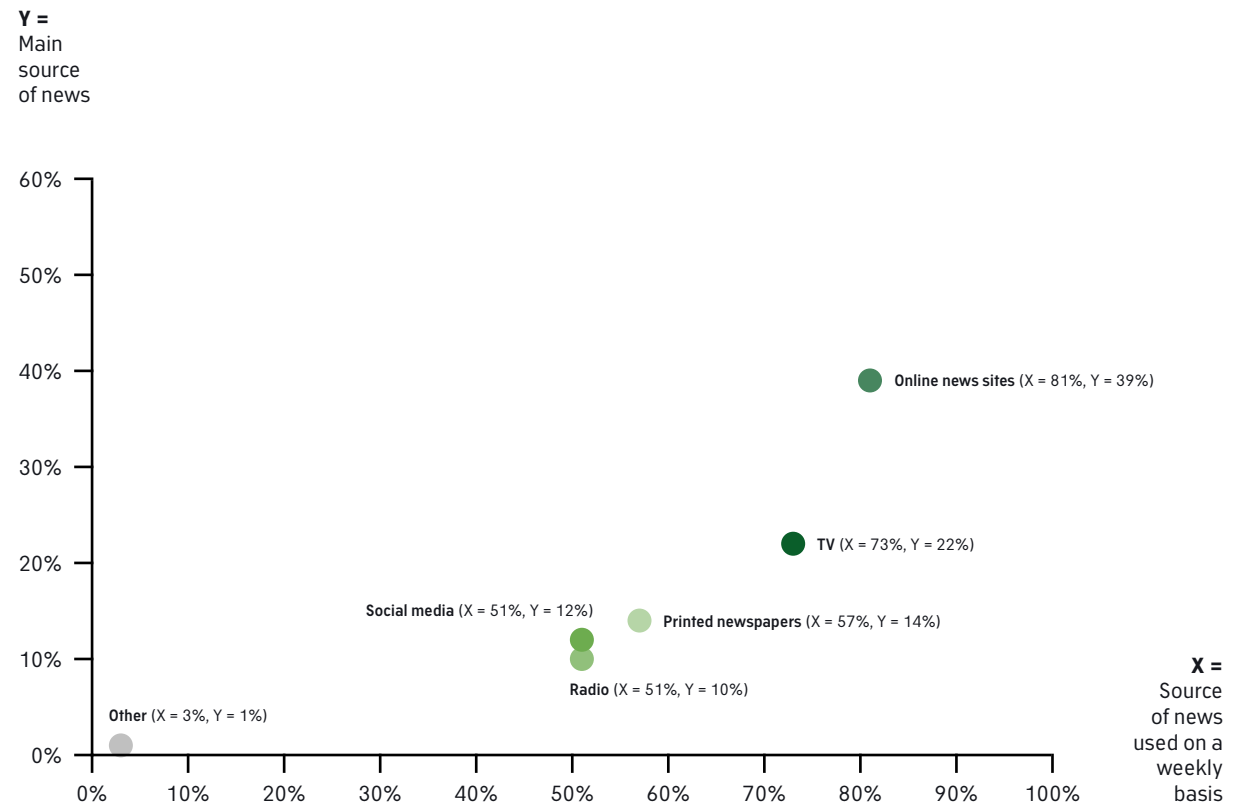
In Norway, social media is preferred to radio news

[How many use the following sources of news on a weekly basis and which is the main source of news?]



Printed newspapers are preferred over the radio in Finland

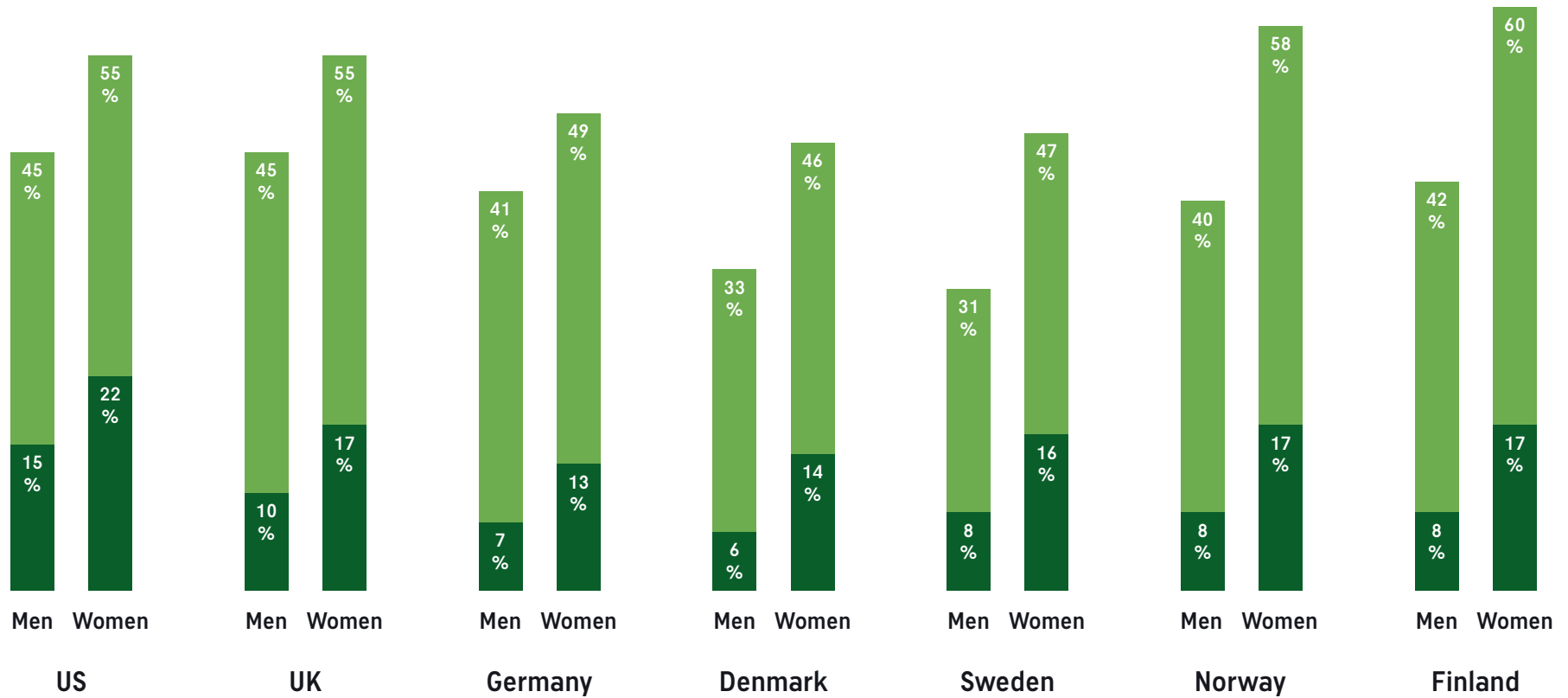
[How many use the following sources of news on a weekly basis and which is the main source of news?]



Women are more likely to use social media as a source of news

[How many men and women use social media as a source of news on a weekly basis and as their main source of news?]

- Main source of news
- Source of news used on a weekly basis





WEBSITES

In all countries, far fewer people consider Facebook to be among their favourite websites. This means that local websites such as BBC in the UK, DR in Denmark, Aftonbladet in Sweden and VG in Norway have now surpassed Facebook on the list of people's favourite websites.

News sites triumph in the battle for attention

[How many name the following website categories as one of the three they spend most time on?]

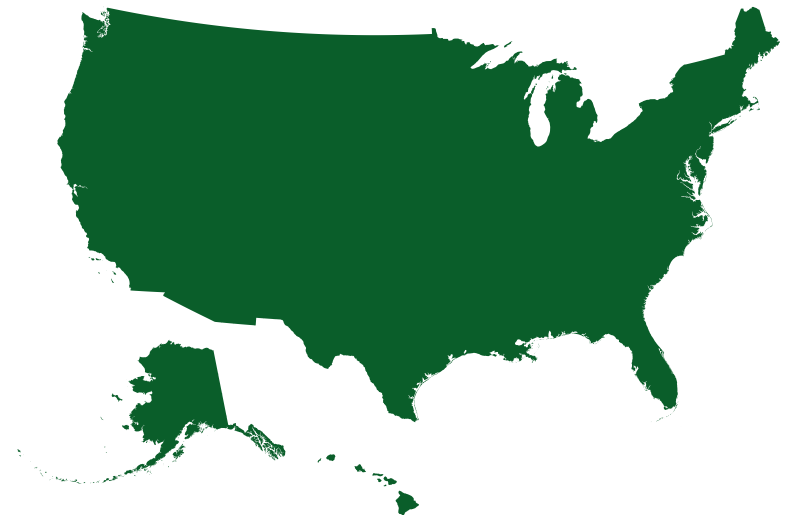
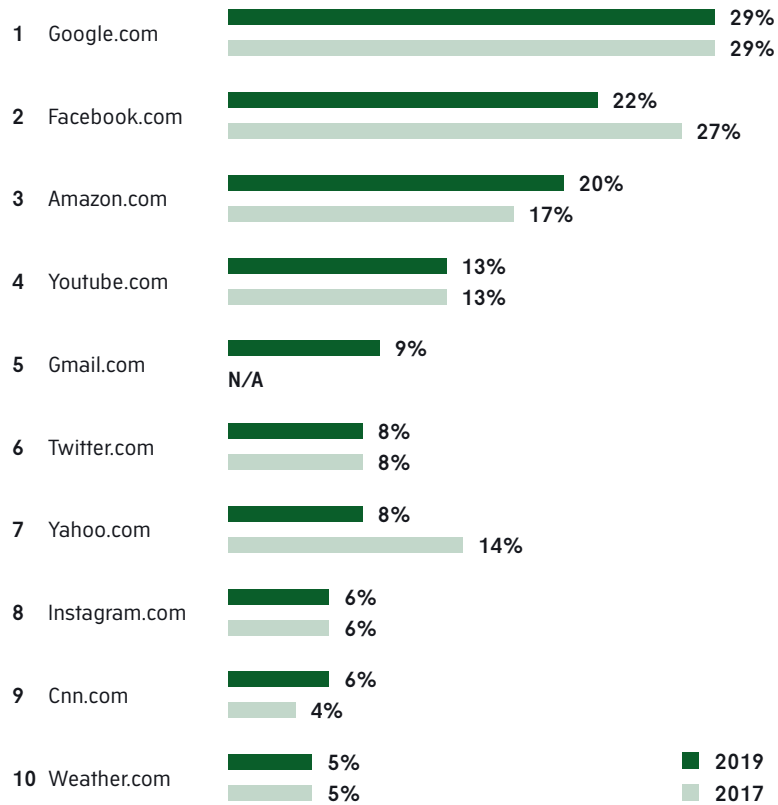
	News	Mail	Social media / Chat	Shopping	Weather	Finance / Bank	TV / Series / Movies	Music / Radio	Games	Travel	Other
US	33%	42%	47%	34%	14%	18%	17%	20%	19%	6%	14%
UK	45%	39%	46%	36%	14%	17%	19%	15%	12%	8%	16%
Germany	49%	44%	36%	25%	31%	18%	11%	14%	11%	8%	13%
Denmark	50%	44%	36%	17%	16%	19%	21%	11%	10%	6%	15%
Sweden	46%	48%	34%	21%	19%	28%	18%	13%	8%	9%	16%
Norway	61%	47%	47%	13%	20%	15%	19%	15%	13%	7%	10%
Finland	60%	46%	47%	32%	20%	14%	18%	12%	10%	7%	11%



THNK

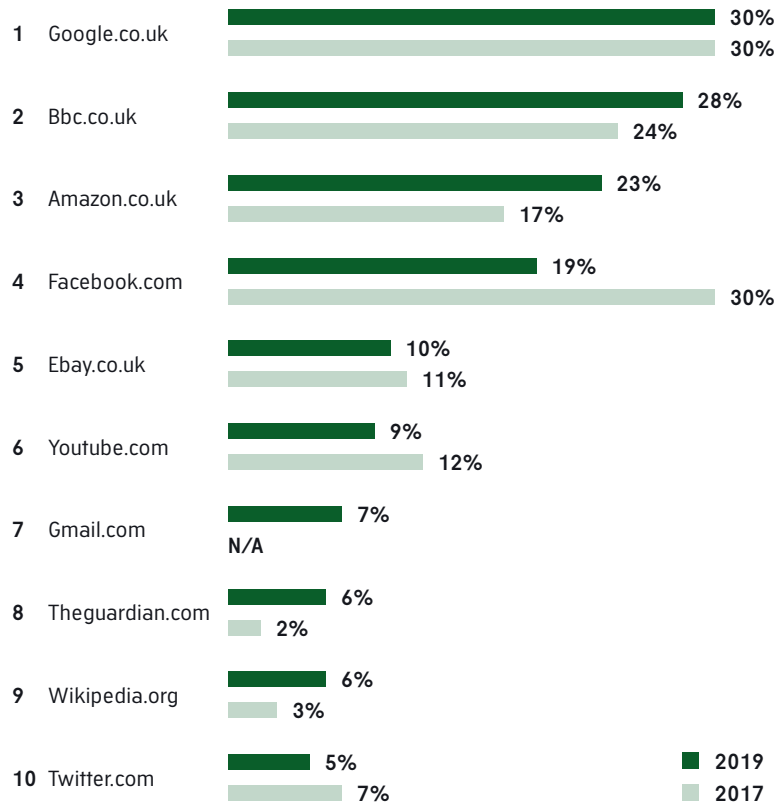
Google retains its position as Americans' favourite website

[How many name the following websites as one of the three websites they least can do without?]



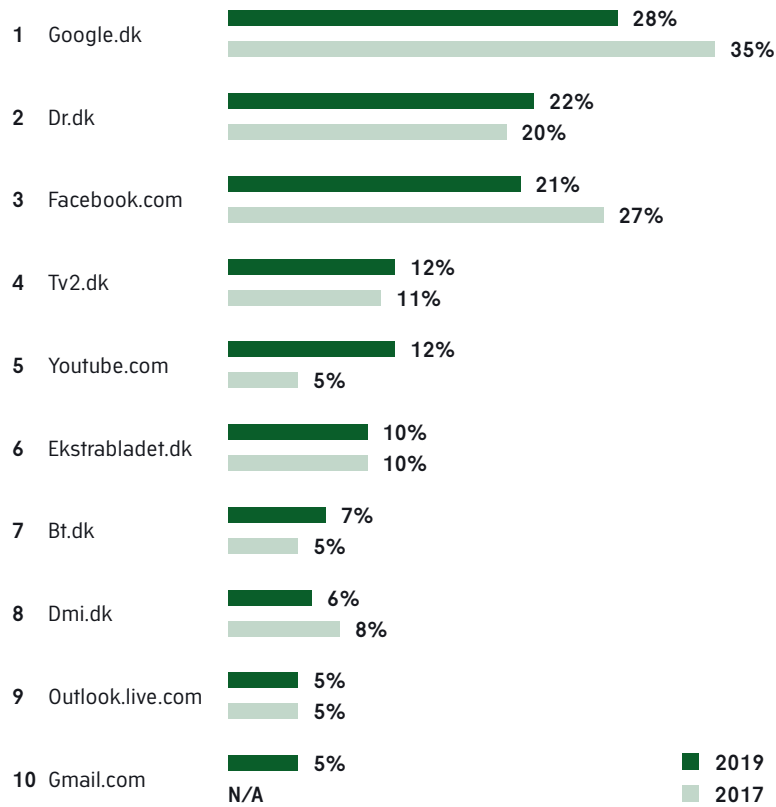
Facebook drops from the first to the fourth place amongst Britain's favourite websites

[How many name the following websites as one of the three websites they least can do without?]



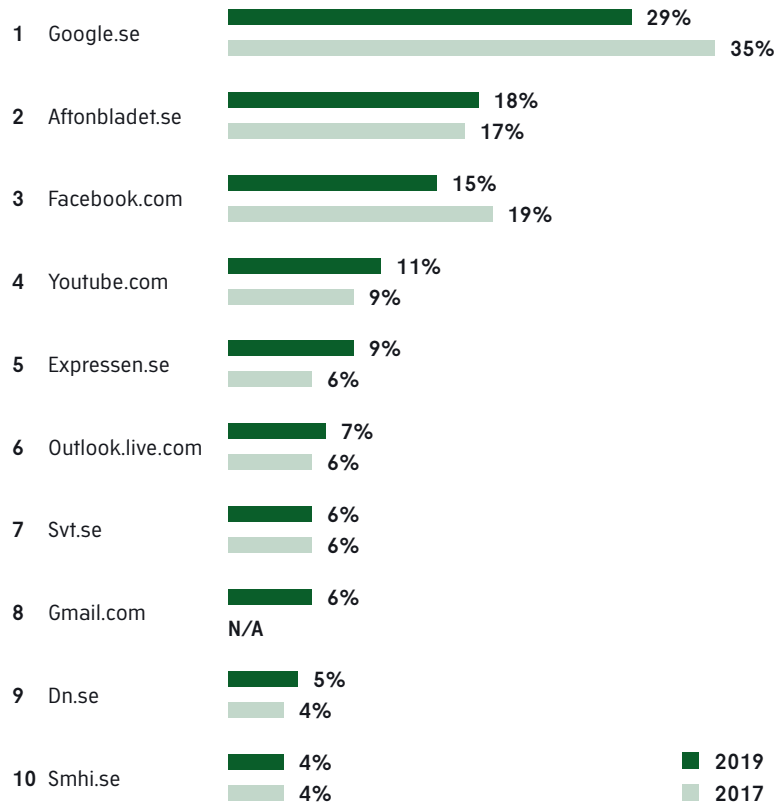
DR surpasses Facebook on the list of the Danes' favourite websites

[How many name the following websites as one of the three websites they least can do without?]



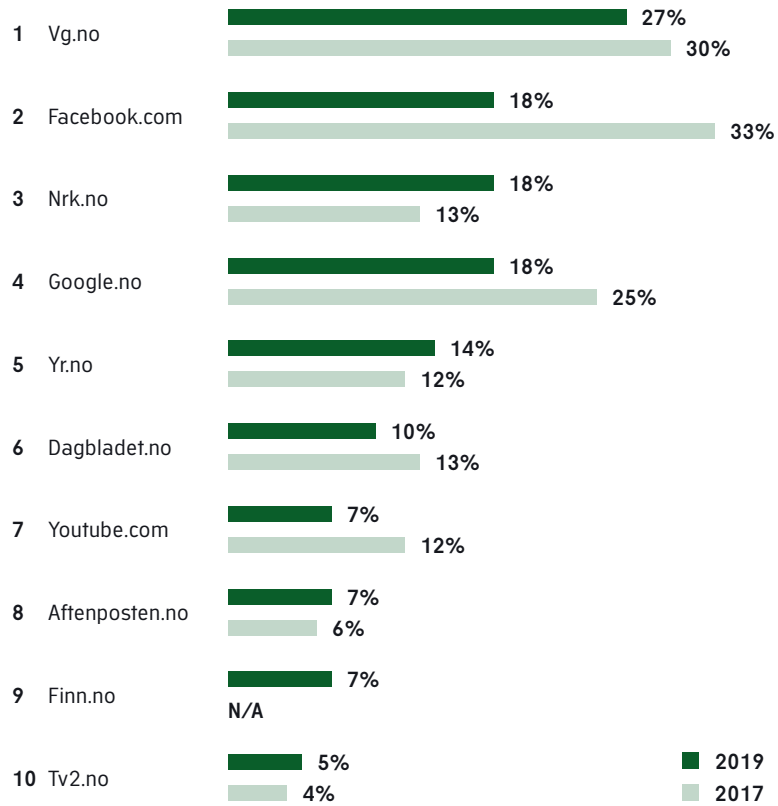
Aftonbladet surpasses Facebook on the list of the Swedes' favourite websites

[How many name the following websites as one of the three websites they least can do without?]



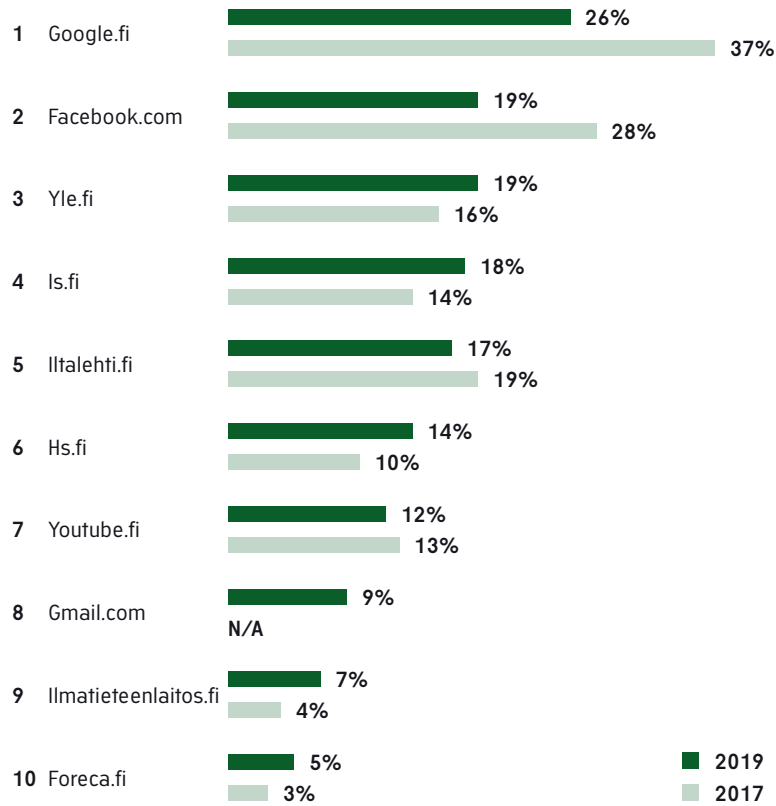
VG is now the most popular website in Norway

[How many name the following websites as one of the three websites they least can do without?]



Yle is now neck and neck with Facebook as the most popular website in Finland

[How many name the following websites as one of the three websites they least can do without?]



Traditional media companies are behind most of the preferred websites for news

[Which online news sites are most preferred?]

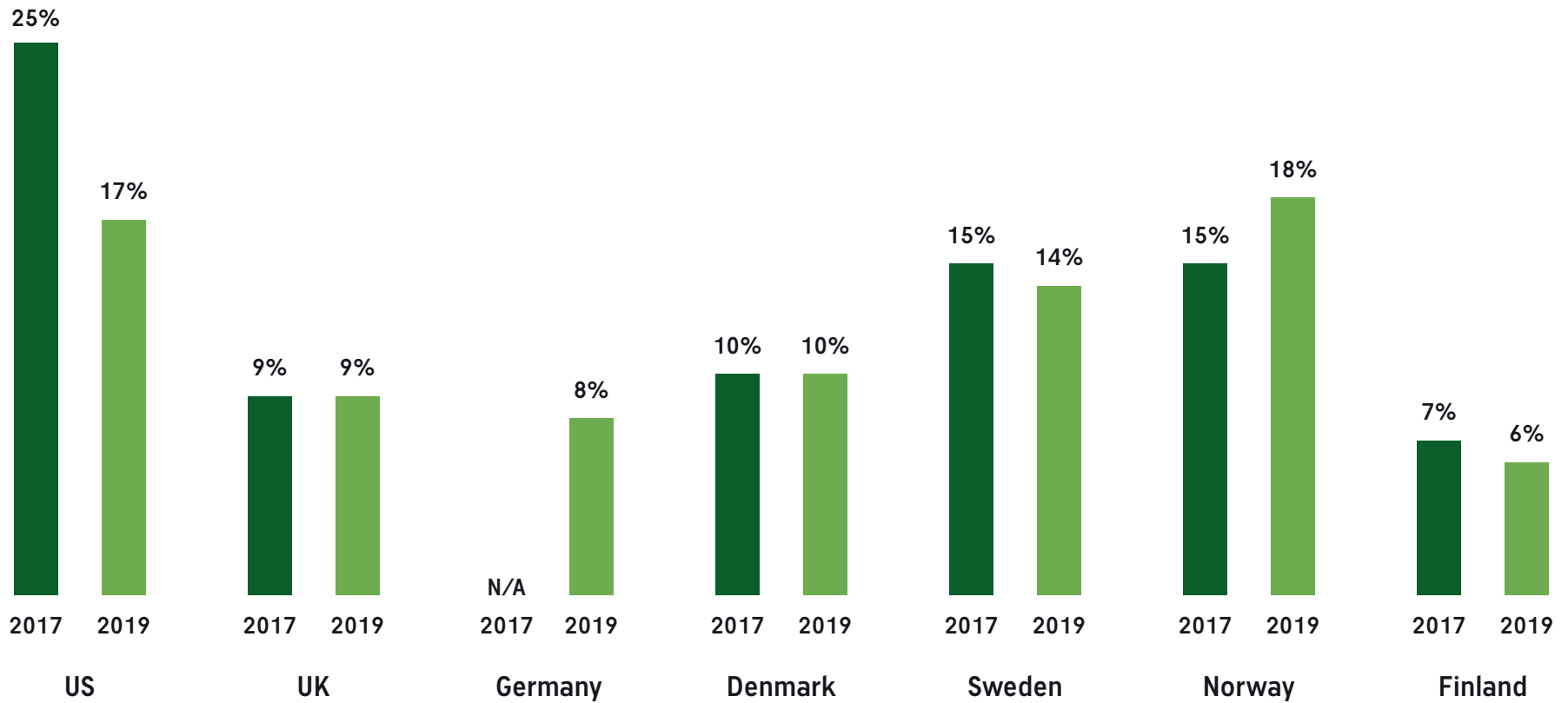
US	From 2017	UK	From 2017	Germany	From 2017	Denmark	From 2017	Sweden	From 2017	Norway	From 2017	Finland	From 2017
1. Cnn.com	-	1. Bbc.co.uk	-	1. N-tv.de	N/A	1. Dr.dk	+1	1. Aftonbladet.se	-	1. Vg.no	-	1. Yle.fi	-
2. Foxnews.com	-	2. Theguardian.com	+1	2. Google.de	N/A	2. Tv2.dk	-1	2. Svt.se	+2	2. Nrk.no	-	2. Is.fi	-
3. Google.com	+2	3. News.sky.com	-1	3. Tagesschau.de	N/A	3. Ekstrabladet.dk	-	3. Expressen.se	-	3. Tv2.no	+2	3. Iltalehti.fi	-
4. Bbc.com	+5	4. Google.co.uk	+1	4. Bild.de	N/A	4. Bt.dk	-	4. Dn.se	-2	4. Aftenposten.no	-1	4. Hs.fi	-
5. Yahoo.com	-2	5. Dailymail.co.uk	-1	5. T-online.de	N/A	5. Politiken.dk	+1	5. Omni.se	-	5. Dagbladet.no	-1	5. Mtvuutiset.fi	+1
6. Nytimes.com	-	6. News.google.com	+5	6. Whatsapp.com	N/A	6. Jyllands-posten.dk	+1	6. Svd.se	-	6. Sol.no	-	6. Ampparit.com	-1
7. Msn.com	-	7. Apple.com	N/A	7. Focus.de	N/A	7. Berlingske.dk	+1	7. Google.se	+2	7. Nettavisen.no	-	7. Aamulehti.fi	-
8. News.google.com	+2	8. Thesun.co.uk	+1	8. News.google.com	N/A	8. Facebook.com	-3	8. Gp.se	-1	8. Start siden.no	-	8. Google.fi	+1
9. Abcnews.go.com	+4	9. Twitter.com	+1	9. Welt.de	N/A	9. Ni.dk	-	9. Hd.se	+2	9. Bf.no	-	9. Bbc.com	+2
10. Twitter.com	+4	10. Facebook.com	-3	10. Express.de	N/A	10. Fyens.dk	+5	10. Sverigesradio.se	+10	10. Adressa.no	-	10. Ts.fi	-2





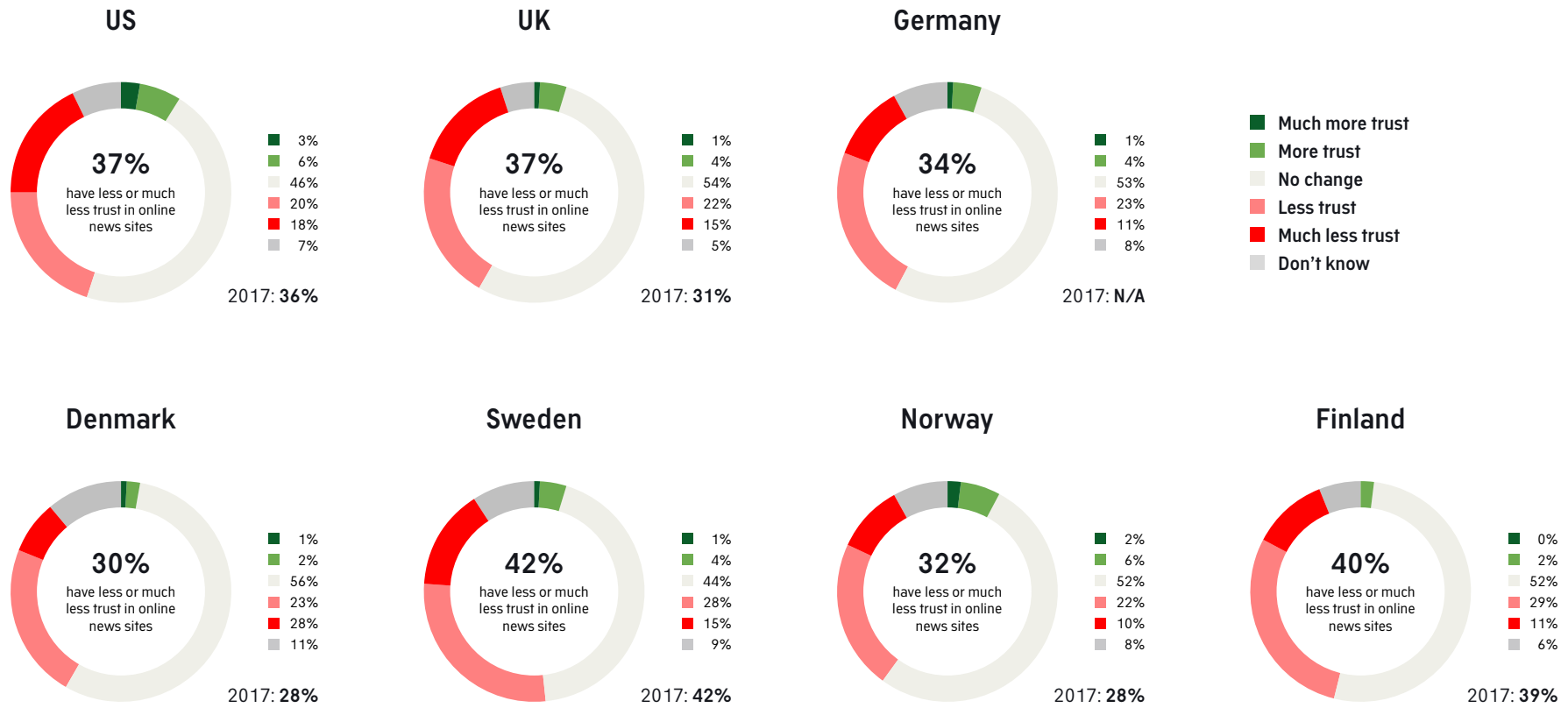
Fewer people in the US are willing to pay to get rid of ads

[How many are willing to pay to get rid of ads on online news sites?]



Trust in online news sites keeps falling

[How has people's trust in online news sites developed during the last year?]



ABOUT THE STUDY

Further insights

This is just the tip of the iceberg. AudienceProject has built a vast array of data on the digital market and audience attitudes across multiple markets. For more in-depth data about news consumption - or other digital trends, please reach out to us.

Methodology

The study is a part of AudienceProject Insights 2020. Data is collected through online surveys done in Q4 2019. The respondents have been selected from our Nordic, German, UK and US panels consisting of more than 1.5 million panelists and weighed to achieve representativity on the more than 14.000 respondents who completed the survey.

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About AudienceProject

AudienceProject is a technology-based market research company founded in Denmark and operational worldwide that helps publishers, agencies and advertisers identify, build, reach and measure audiences.

AudienceProject empowers publishers, agencies and advertisers to collect and activate their own audience data, so they can create unique data offerings and show advertisers the true value of omnichannel marketing.

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