



REUTERS INSTITUTE
FOR THE STUDY OF JOURNALISM

It's about People *and* Tech

Trends and Predictions: What newsrooms will need this year and beyond

Presentation for the 14th WAN-IFRA Middle East Conference, Dubai, 7th March 2019

By Dr Alexandra Borchardt, Director of Leadership Programmes



The Reuters Institute at the University of Oxford

Who we are and what we do



Comparative
Journalism
Research



35 years of
Journalist
Fellowship
Programme



Leadership
development,
policy support



Digital News Report:

World's biggest ongoing news survey

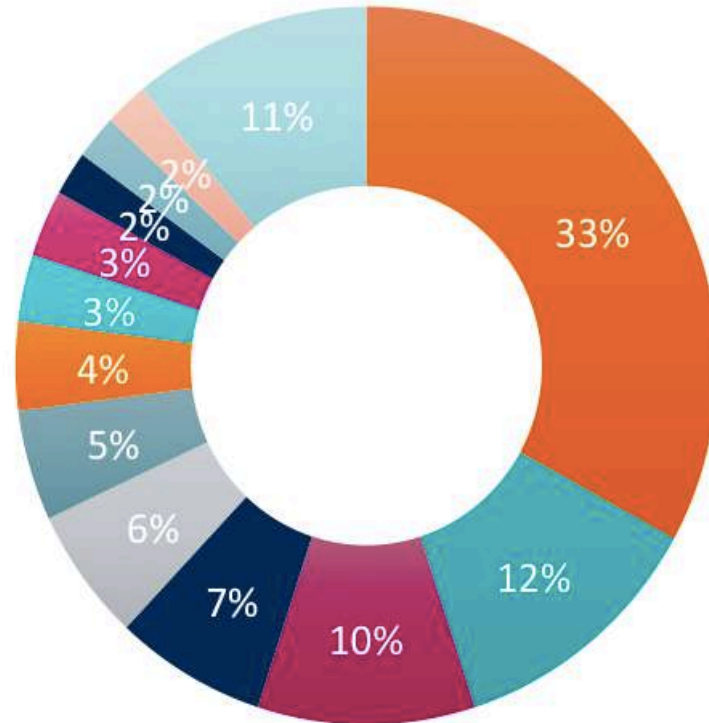
74,000
respondents



37 Markets

Trends and Predictions: 200 participants, 29 countries

Survey Country Mix (Percentage)



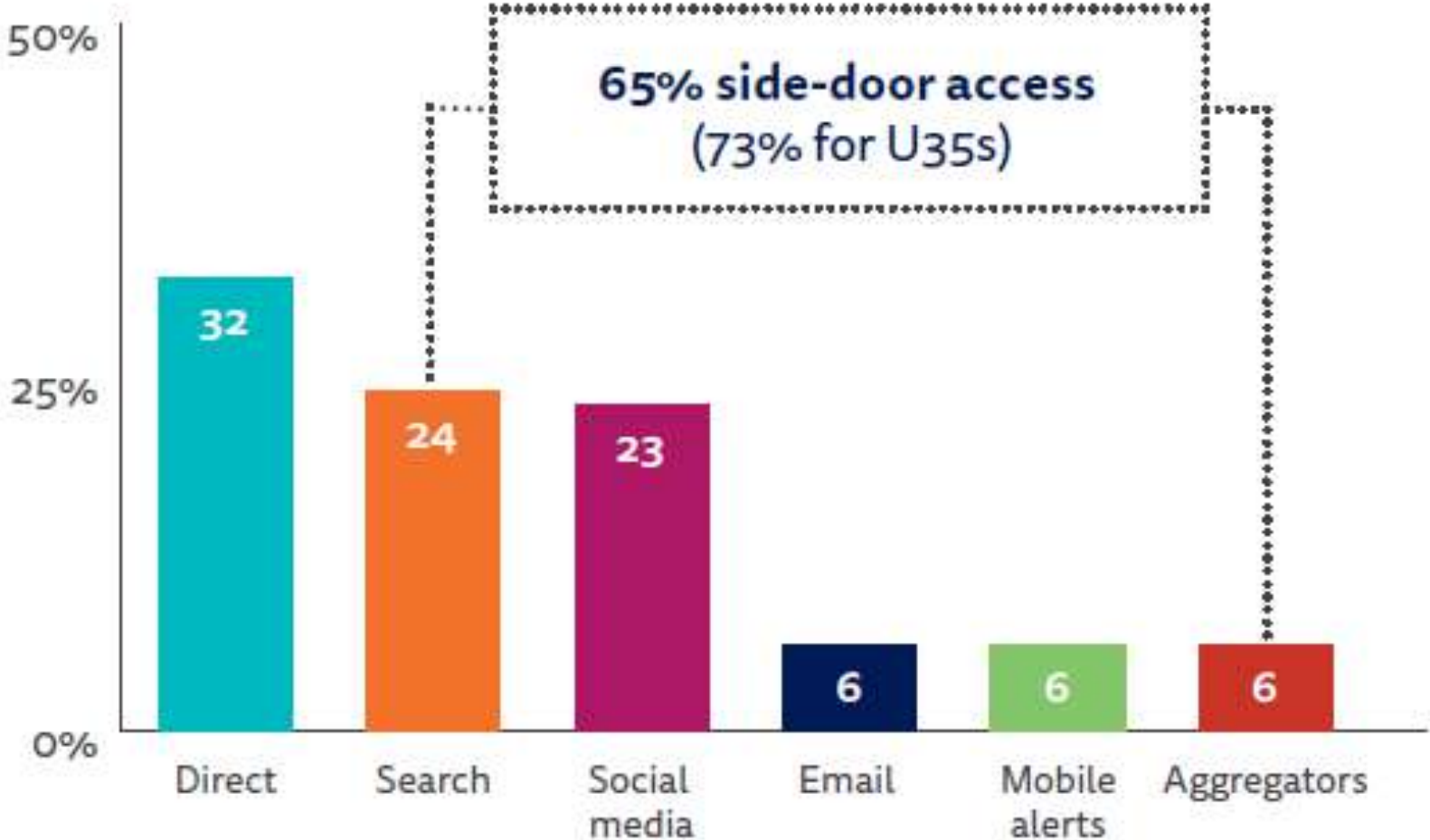
Survey Job Titles (Number)



Base = 200 Digital Leaders surveyed, 29 countries, 4 December 2018 – 2 Jan 2019

Main gateways to news

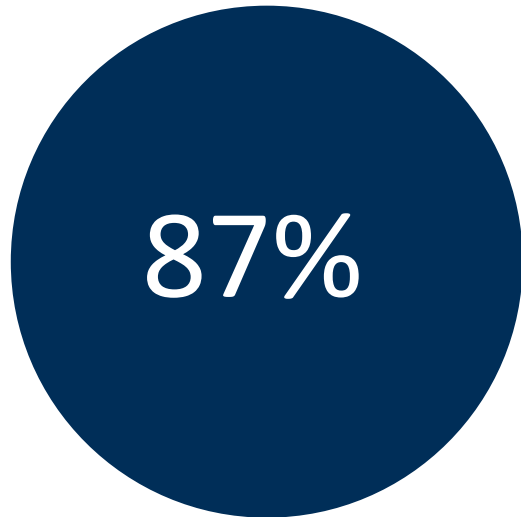
ALL MARKETS



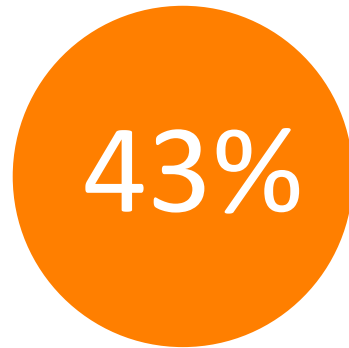
Q10a_new2017_rc.
Which of these was the MAIN way in which you came across news in the last week? Base: All/under 35s that used a gateway to news in the last week: All markets = 69246/19755.

How publishers rate platforms

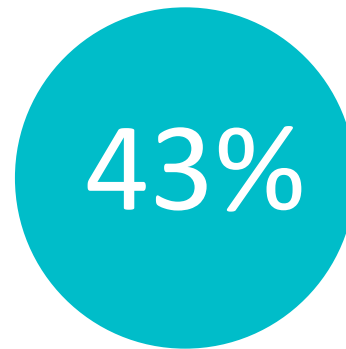
% that say important or very important



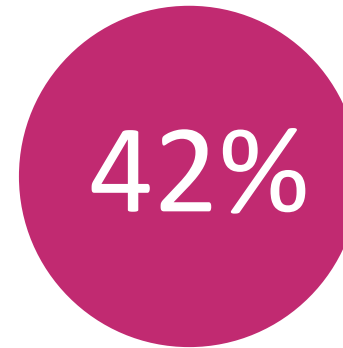
Google



Apple News



Facebook



YouTube

ALSO

Instagram	31%
Twitter	29%
WhatsApp	16%
Amazon	16%
Snapchat	8%

Technology trends in the newsroom:

- **Storytelling**
- **Steering**
- **Producing**



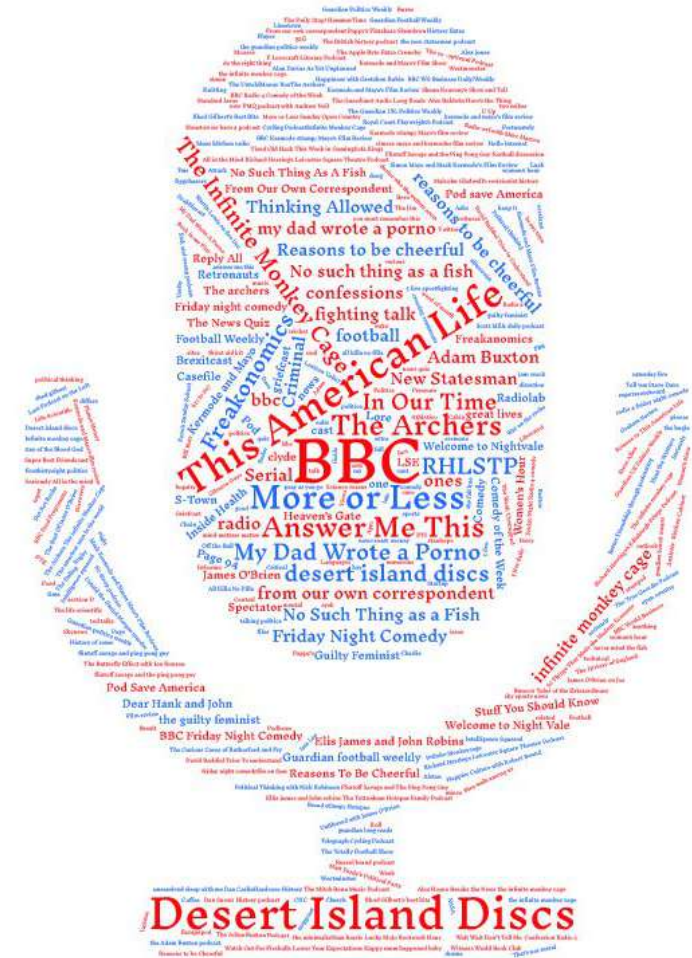
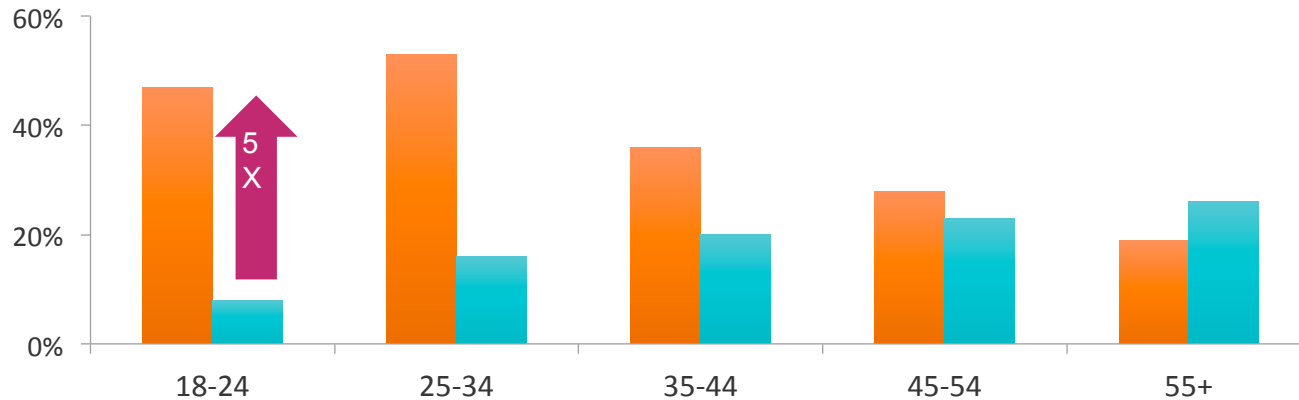
Podcasting is on the up – driven by young

% ACCESS AT LEAST MONTHLY

 UK **18%**

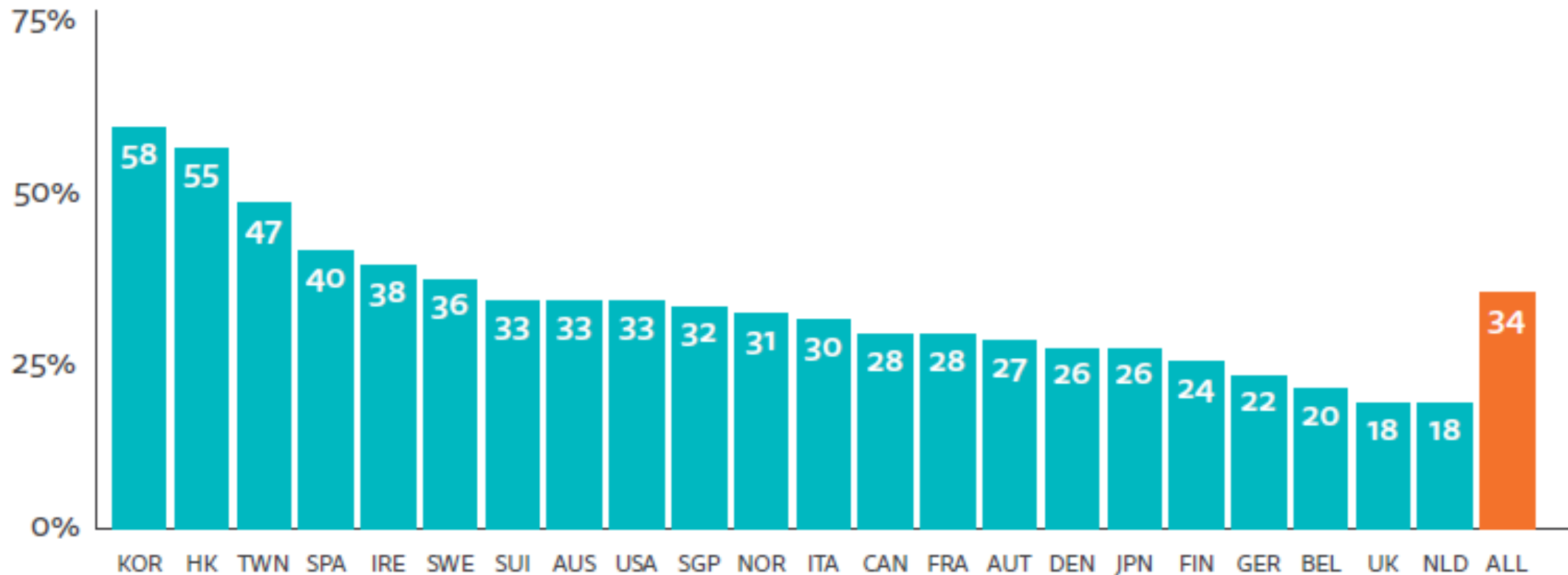
PODCASTS VS RADIO NEWS BY AGE – ALL MARKETS

Podcasts (monthly) Radio News (weekly)



Use of podcasts in different countries

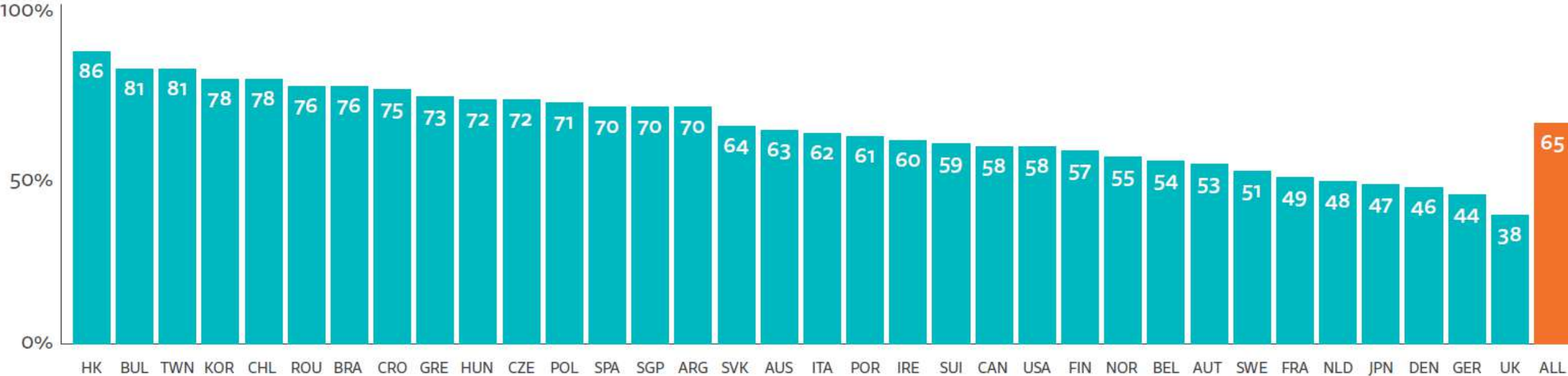
PROPORTION WHO ACCESSED A PODCAST IN THE LAST MONTH – SELECTED MARKETS



Q11F_2018. A podcast is an episodic series of digital audio files, which you can download, subscribe, or listen to. Which of the following types of podcast have you listened to in the last month? Base: Total sample in each market.

Use of online news video by country

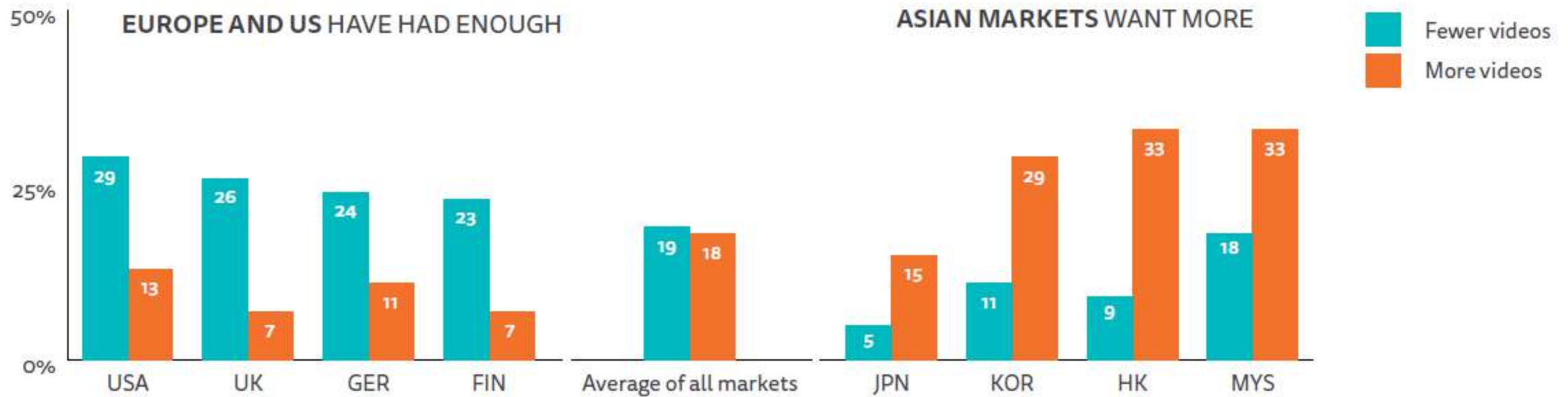
PROPORTION THAT USED ONLINE NEWS VIDEO IN THE LAST WEEK – ALL MARKETS



Q11_VIDEO_2018a. Thinking about consuming online news video (of any kind) over the last week, which of the following did you do? Base: Total sample in each market (excluding urban markets Brazil, Turkey and Mexico).

Do news users want to watch more or less videos?

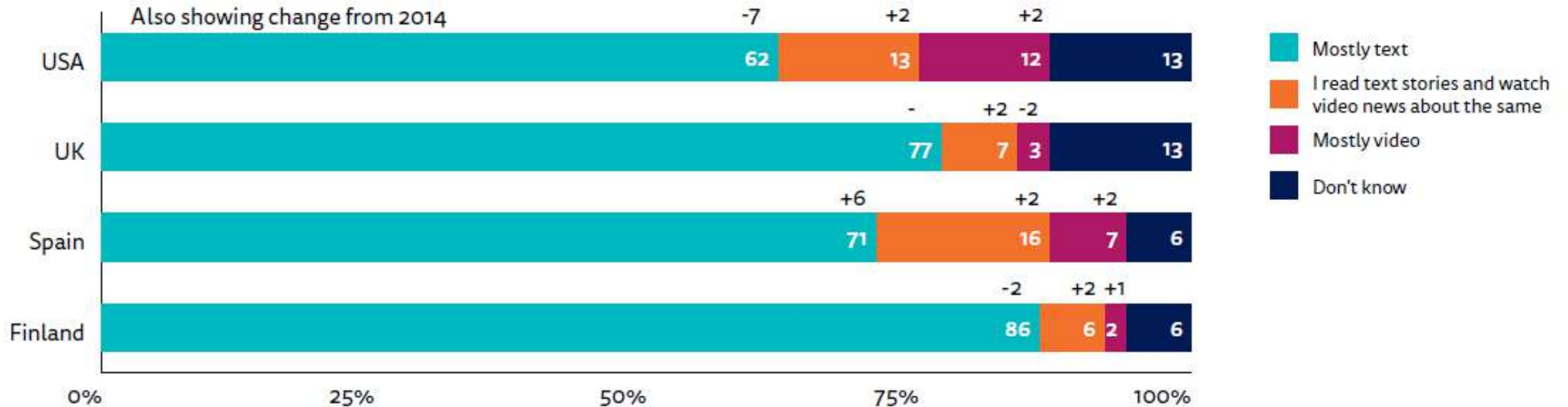
PROPORTION THAT WANT TO SEE MORE ONLINE NEWS VIDEOS – SELECTED MARKETS



Q11_VIDEO_2018b. News organisations can decide to produce stories in text or video format. With this in mind, in the future would you like to see more videos/the same number/fewer? Base: Total sample in each market.

Proportion that prefer news in text over video

SELECTED MARKETS

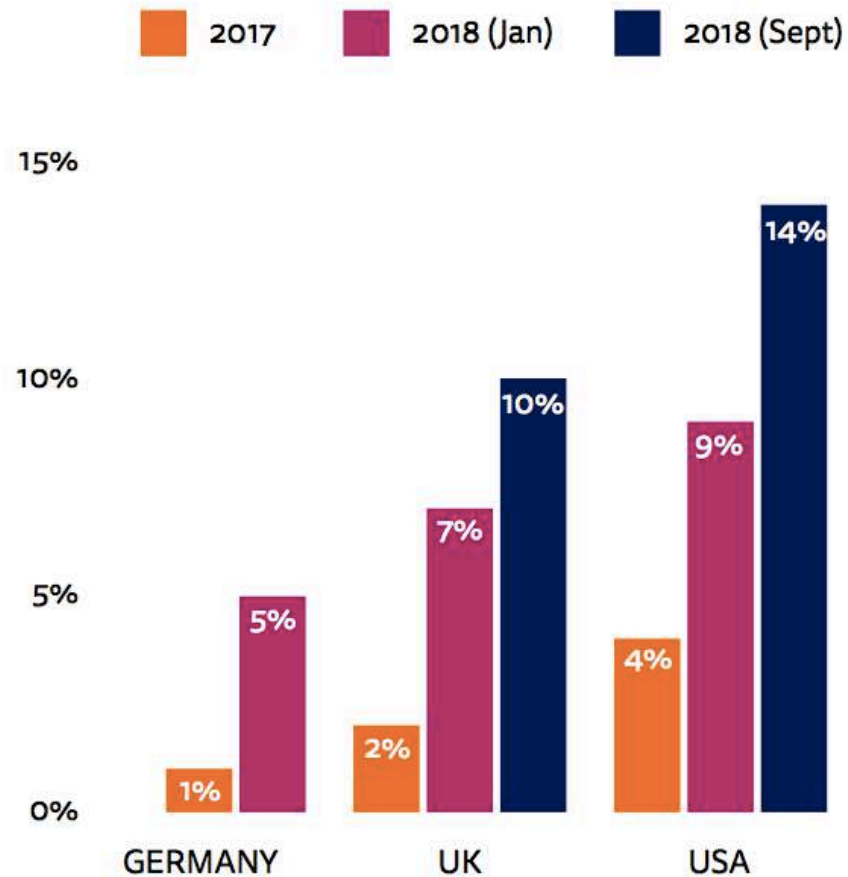


OPTQ11D. In thinking about your online news habits, which of the following statements applies best to you? Base: Total sample in each market. Note: Also showing change from 2014.

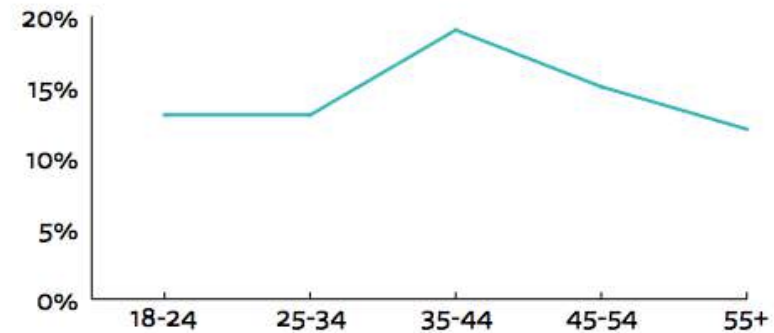
Smart speaker growth

Growing faster than the smartphone at a similar stage. Around 30m already using them in the US.

Smart speaker penetration by country and age



AGE PROFILE - USA



Now also available in

- Spanish
- French
- Danish
- Swedish
- Norwegian
- Dutch
- Japanese
- Korean

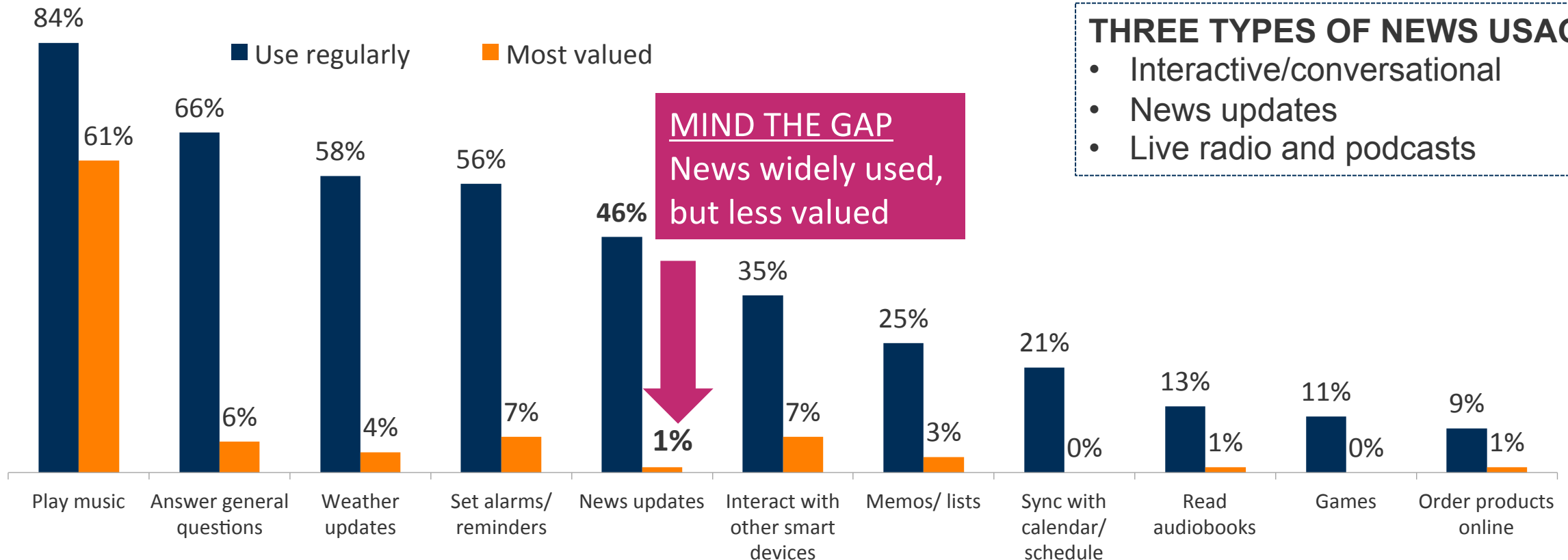
2017/ Jan 2018 Digital News Report Q. Which, if any, of the following devices do you ever use (for any purpose)?

Showing smart speaker code. Base: All (approx. 2000 in each country).

Smart speaker survey (Sept 2018) Q. Which of the following devices do you own and use nowadays?

Showing smart speaker code. Base: All, UK=2104, US=3288.

News is not as important as we might hope....



THREE TYPES OF NEWS USAGE

- Interactive/conversational
- News updates
- Live radio and podcasts

Base: All that own a smart speaker & are aware of its features
n = 185

It's about data



Question #1 in our leadership classes: “Where is our north star metric?”

Robo-Journalism

AI newsreaders in China



Anime reporter in Japan



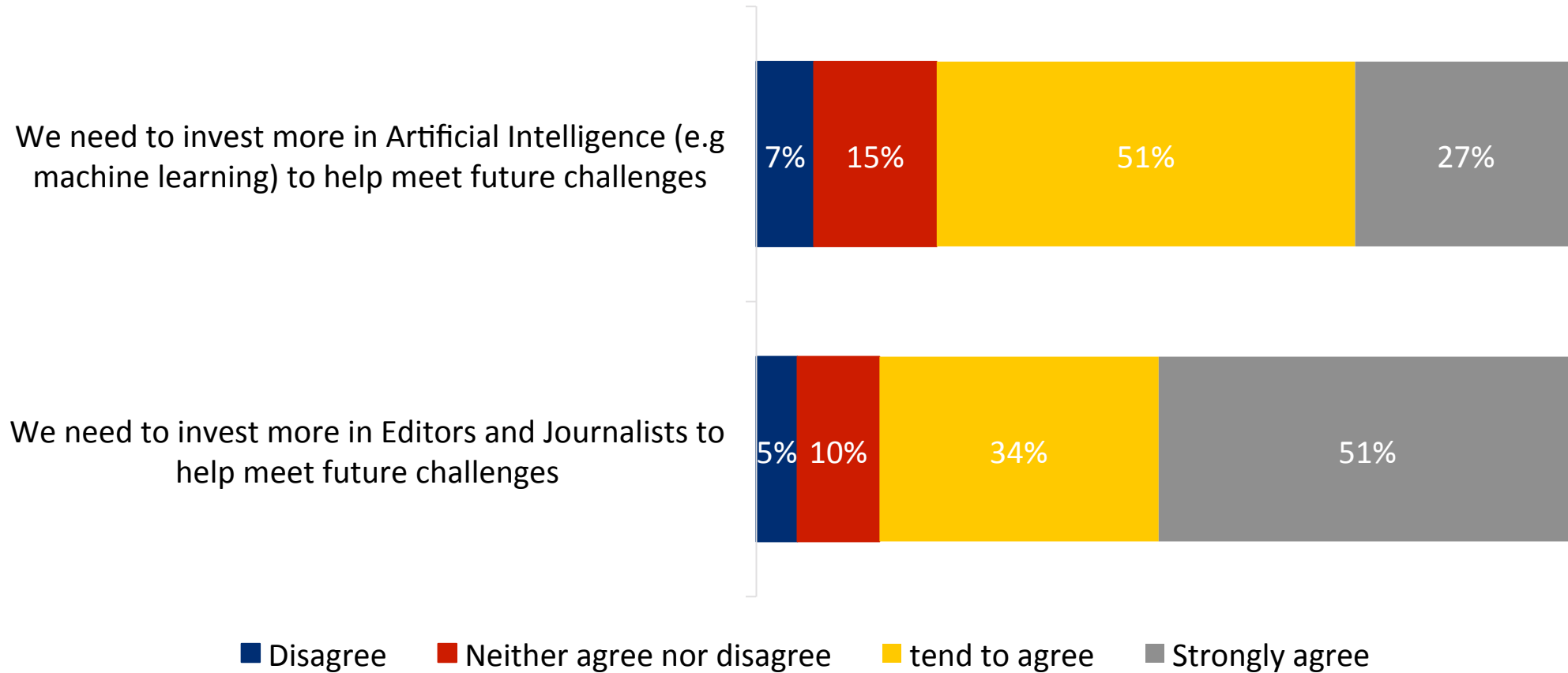
Journalists with no ego, work 24 hours and day and never ask for a pay rise

AP will have written 40,000 automated stories by the end of 2019 ...

Beware of the “technology will fix it” trap!



Editors still matter more than machines



We need to invest in AI and Journalists



“We need a mix of both AI and Human intelligence”
Ritu Kapur, CEO The Quint, India



“We always need more journalists. However we must also invest in technology to help those journalists be as efficient as possible so they can pursue the work with the highest impact. In addition, AI investments will help us serve our audiences and combat misinformation”
Lisa Gibbs, Director of News Partnerships, AP

Attracting and retaining talent will be the next big challenge for journalism



New competitors



What's cool?

Hostily towards press



Rising demands



Concern about talent and diversity in the newsroom



Q9 Rate your level of concern about the following issues (showing code for concerned and very concerned)

Digital leaders survey, N=196

Is it possible for media companies to attract the right level of tech talent?

“For Journalists, we're still a good address. For technical and IT staff, we struggle to meet market levels (pay, conditions, career opportunities)”

Swiss Publisher

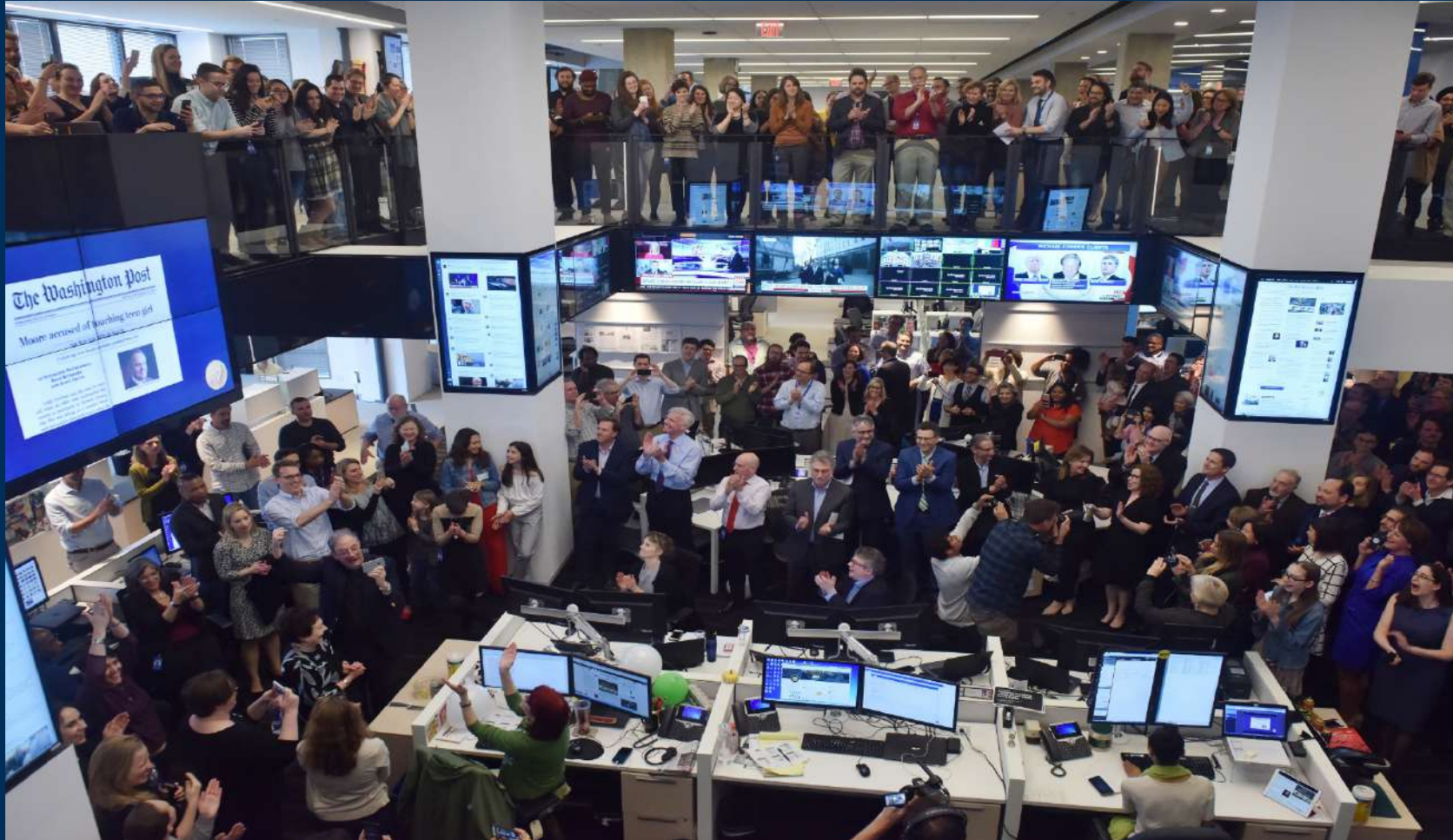
Leading a group of product, UX and tech, News and Media is a long way from first choice for most talented staff.

Product Head, Regional publisher

The disparity between the rates paid to staff in Editorial and Technology is at once illuminating and alarming. As an industry we seemingly value the skills of the latter much more than the former - which seems short-sighted given content is still the key driver of success.

UK Publisher


Think about your incentive structures



The strongest incentive is purpose!



Takeaways

- Audio and voice are growing, video – not so sure
 - Data will drive newsroom innovation
 - The best data doesn't help if there is no talent
 - To attract and retain talent, think about your incentive structure
 - Purpose is the strongest incentive!
- 



Your questions, please!

Alexandra.Borchardt@politics.ox.ac.uk

Digitalnewsreport.org

Reutersinstitute.politics.ox.ac.uk

[@AlexaBorchardt](#) [@risj_oxford](#)

www.alexandraborchardt.com