

State of the News Media

PEW Research Center

Compiled from Pew Research data by Victoria Griffin,
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2017: Fact Sheets

- Pew regularly produces a single report file analyzing a variety of sectors of U.S. News media
- This year, they've decided to produce individual fact sheets of each sector to be readily available to the public (2004-2016)
- Each fact sheet contains graphics that link to a database of roughly 80 charts and tables from roughly 20 different sources

Audience

Total estimated circulation for U.S. daily newspapers

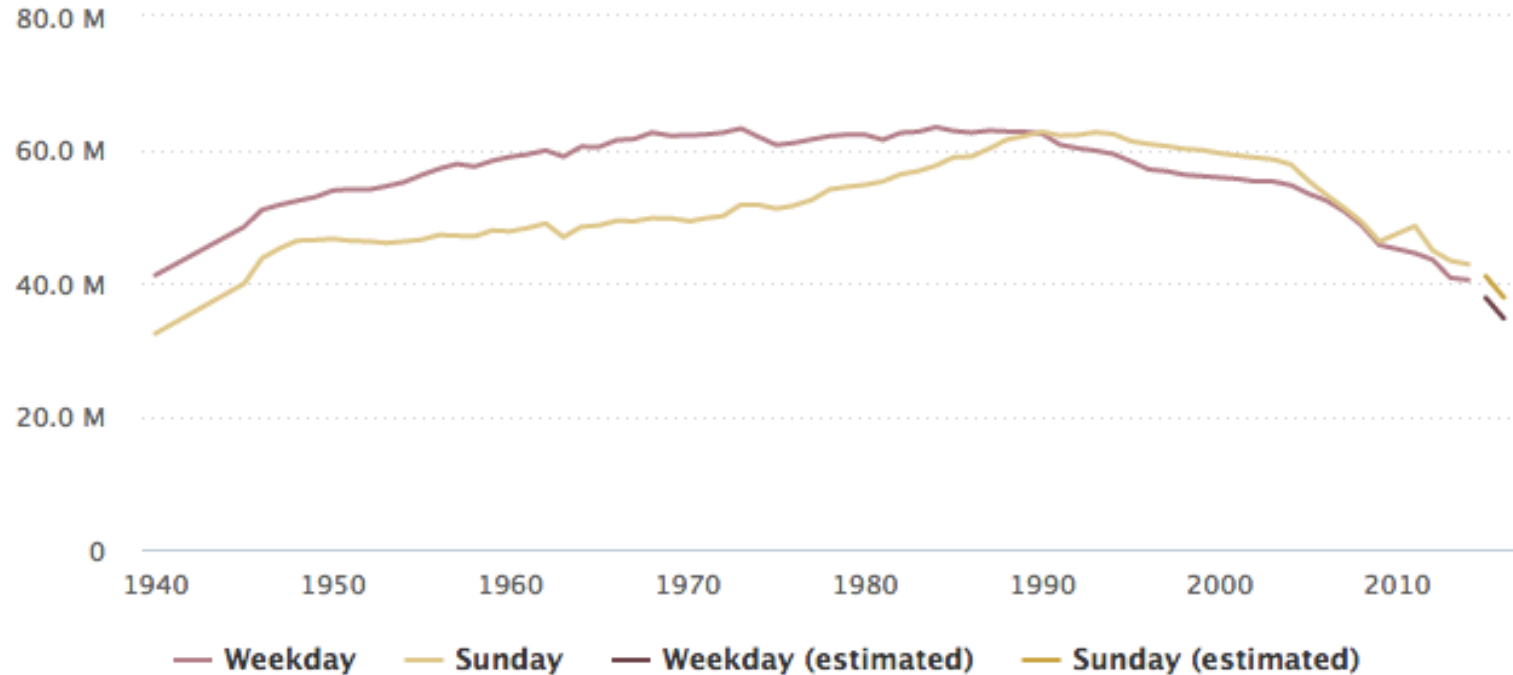
Chart

Data

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Total circulation for U.S. daily newspapers



<http://www.journalism.org/fact-sheet/newspapers/>

5% of U.S. adults learned about the presidential elections in printed newspapers

- Rise in network/cable TV-based news
- Greatest recession for printed news sources in 2015
- TV-based news sources worry about the increasing trend towards digital news
- Some 62% of Americans get news from social media sites
- Increasingly strained relationship between technology sectors and journalism as the two are less inclined to interact with the introduction of news-detecting algorithms

State of the News Media

Key annual audience trends 2015 vs. 2014



Newspapers

↓ 7%

daily circulation



Cable TV

↑ 8%

combined average viewership
for prime-time news



Network TV

↑ 1%

evening news viewership

↓ 2%

morning news viewership



Local TV

↓ 5%

late night news viewership

↓ 2%

morning and early evening
viewership

Sources: Pew Research Center analysis of Nielsen Media Research, used under license; Pew Research Center analysis of Alliance for Audited Media data.

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2014-2015: News “Recession”

- Printed newspaper circulation fell by 9%, the greatest decline since 2010 (digital circulation increased by 2%)
- ¼ of advertising revenue now comes from digital advertising, but even that revenue fell 2% in 2015
- Newspaper workforce has shrunk by 39% over the past 20 years
- Several large newspaper companies have consolidated and shrunk in reaction to this news recession
- Digital audience is hard to measure, as it should include subscribers AND also first-time visitors

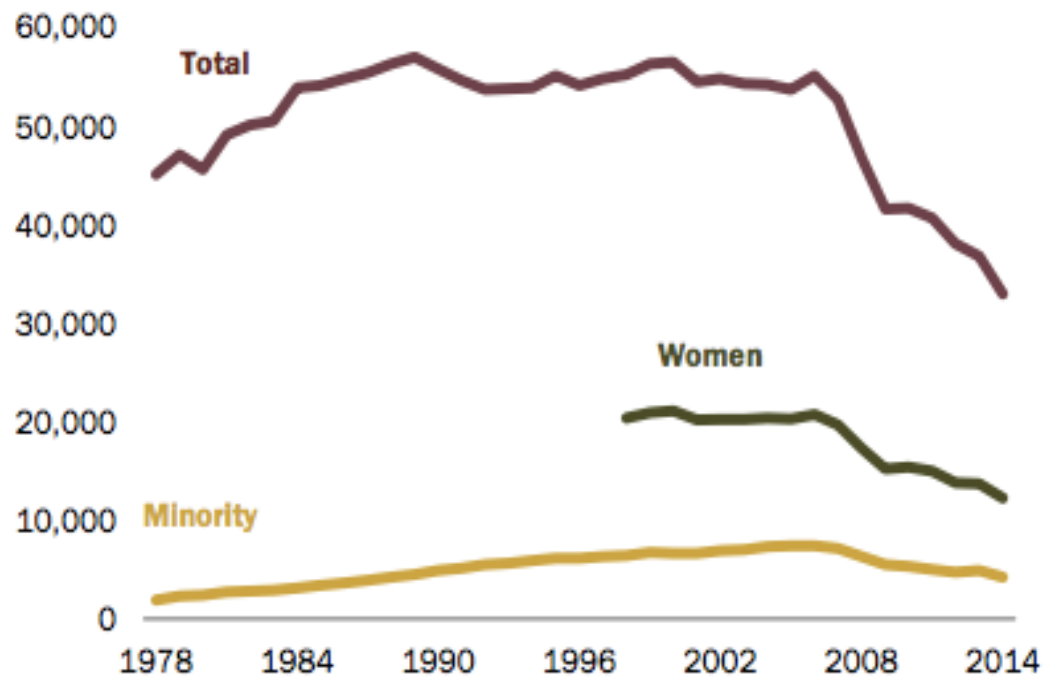
Economics

- Newspaper Association of America stopped releasing industry wide revenue data in 2014
- PEW looked at revenues of publicly traded companies to produce their study
- For these companies, advertising revenue fell 8% in 2015 – larger than the 7% experienced in 2008
- This did not always translate into an increase in digital ad revenue, however. Results were mixed among the 5 publicly traded companies examined.

Reducing costs

Newsroom employment continues to fall

Total number of newsroom employees at U.S. newspapers



Source: American Society for News Editors Newsroom Employment Census projections, 1978-2014.

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Digital Users

- According to publicly available comScore traffic data NBCUniversal (holds MSNBC), Turner Digital (holds CNN), and Fox News ranked in the top 50 digital media properties
- During 2015, all three channels drew more visitors from mobile devices than desktop computers (although desktop views spent more time on the website)
- Growth in “strategic restructuring” announcements from news companies shifting toward a digital audience
- Seeing companies like NBCUniversal partner with BuzzFeed and Vox Media to try and reach the younger, mobile audience

Social Media as a News Source Today

Many Americans often get news from digital media platforms

% of U.S. adults who often get news from ...

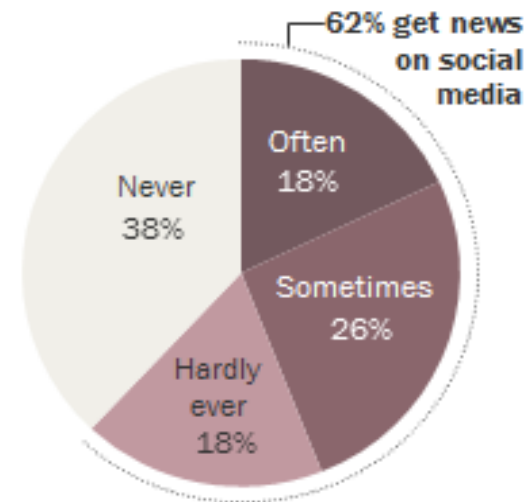
	%
Television	57
Local TV news	46
Cable TV news	31
National nightly network TV news	30
Digital	38
News websites or apps	28
Social networking sites	18
Radio	25
Print newspaper	20

Source: Survey conducted Jan. 12-Feb. 8, 2016.

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About 6-in-10 Americans get news from social media

% of U.S. adults who get news on a social networking site ...



Source: Survey conducted Jan. 12-Feb. 8, 2016.

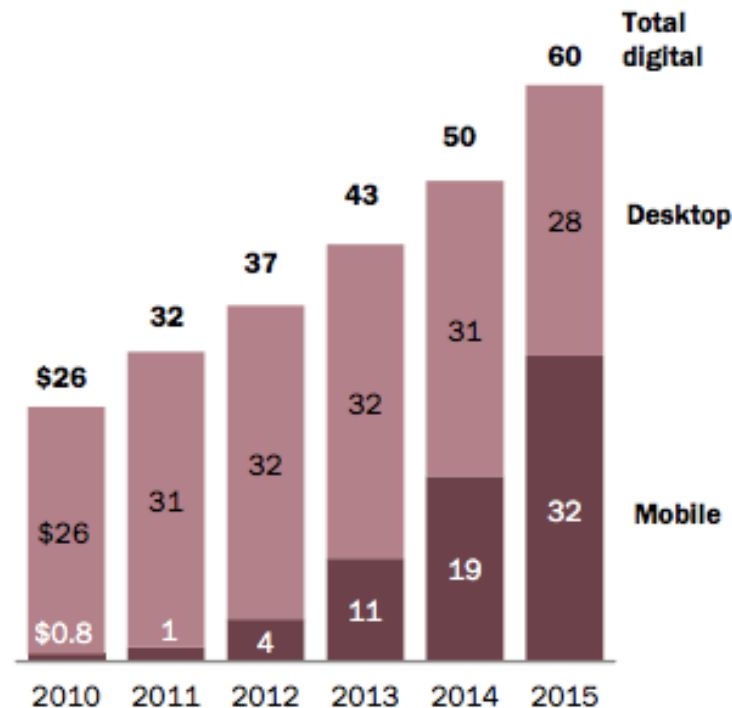
"News Use Across Social Media Platforms 2016"

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Increased Spending on Mobile Ads

Mobile now more than half of all digital advertising spending

Annual digital advertising spending (in billions of U.S. dollars)



Note: Numbers may not add up to total shown due to rounding.

Source: eMarketer U.S. Ad Spending Estimates.

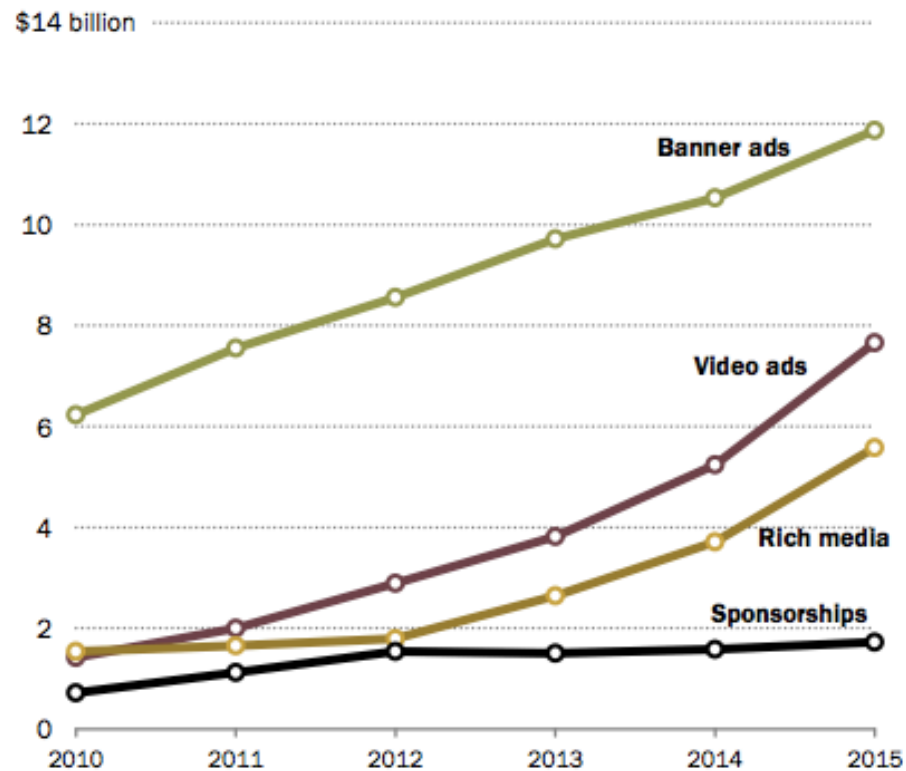
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Advertising in Mobile Devices is Shifting

Video ads growing faster than banner ads

Annual digital display advertising spending by format (in U.S. dollars)



Source: eMarketer U.S. Ad Spending Estimates.
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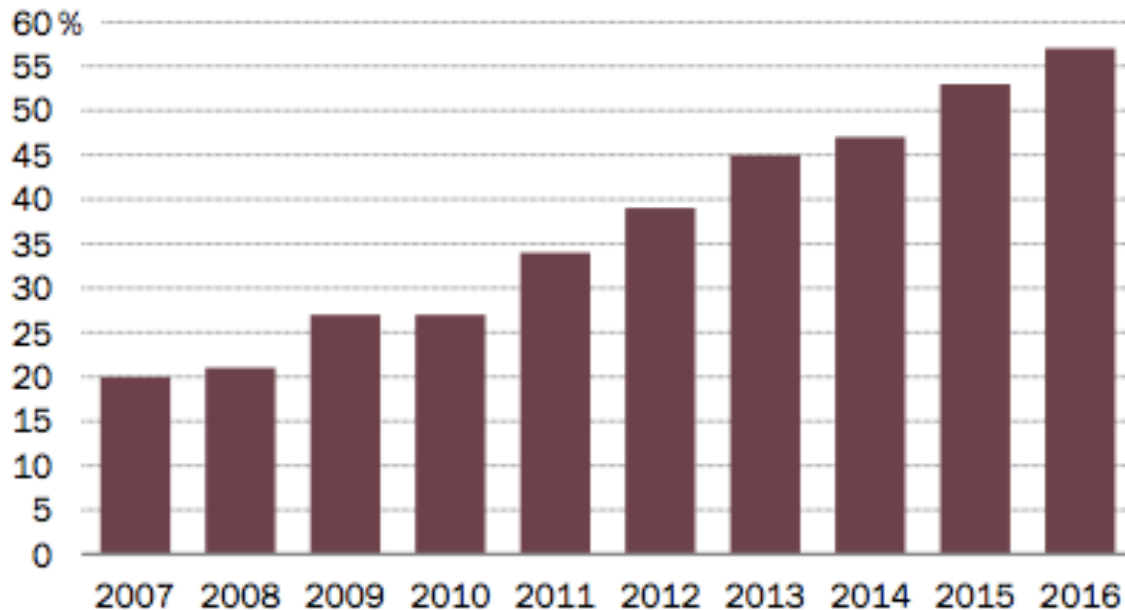
Increasing Popularity with Podcasts

- People who self-identify as having listened to a podcast in the past year has steadily risen since 2013
- By 2016 some 21% have reported this way, and this number rises to 36% when asked if they've ever listened to podcast
- These percentages are double what they were in 2008
- Mobile devices are preferred for listening to podcasts (vs desktop computers)
- Some have asserted that better metrics are needed to measure podcast viewers as most of the information comes from listeners who have actually downloaded the podcast

Radio Listenership

Monthly online radio listenership has more than doubled since 2010

% of Americans ages 12 or older who have listened to online radio in the past month



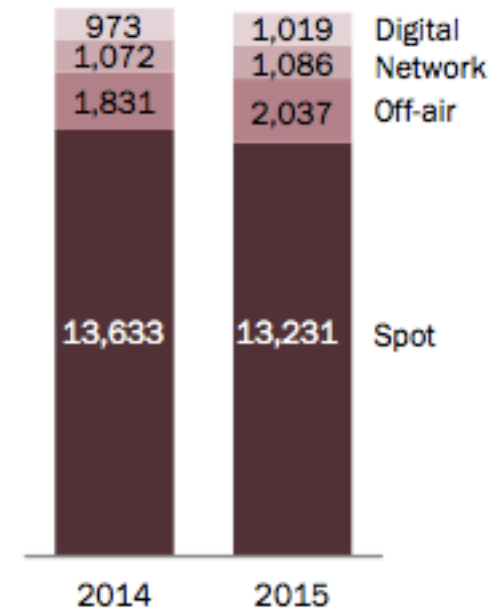
Note: Edison's survey is conducted in January and February of each year.

Source: Edison Research.
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Radio revenues remain steady in 2015

Annual revenue in millions of U.S. dollars for full year



Source: Radio Advertising Bureau.
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Hispanic Media

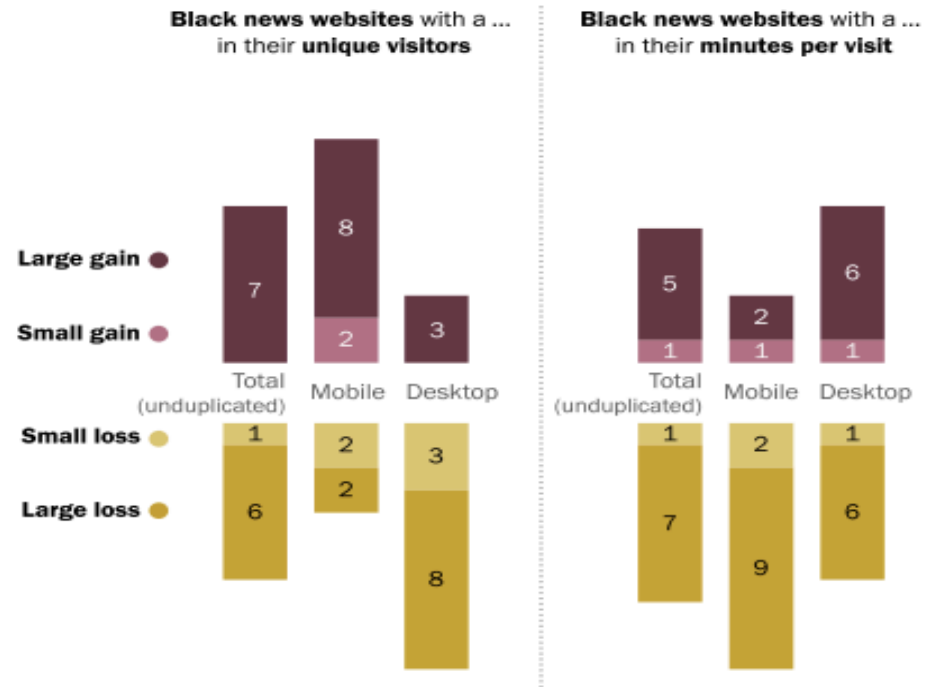
- Major Spanish dailies saw circulation drop in 2015
- Network Television Univision's *Al Puto* experienced a steep drop in audience; Telemundo increased
- Affiliates in local television for Univision divisions dropped, while Telemundo's increased for 2015
- Spanish news radio station revenues continued to decline

African American Media

- Black newspaper and magazine and circulation declined
- Digital viewership of news sources increased for this community in 2015; minutes spent on website dropped

Black-oriented news websites gain in unique mobile visitors, but fall in mobile minutes per visit

Number of black-oriented news websites that experienced gains or losses from 2014 to 2015 in their average monthly unique visitors or minutes per visit

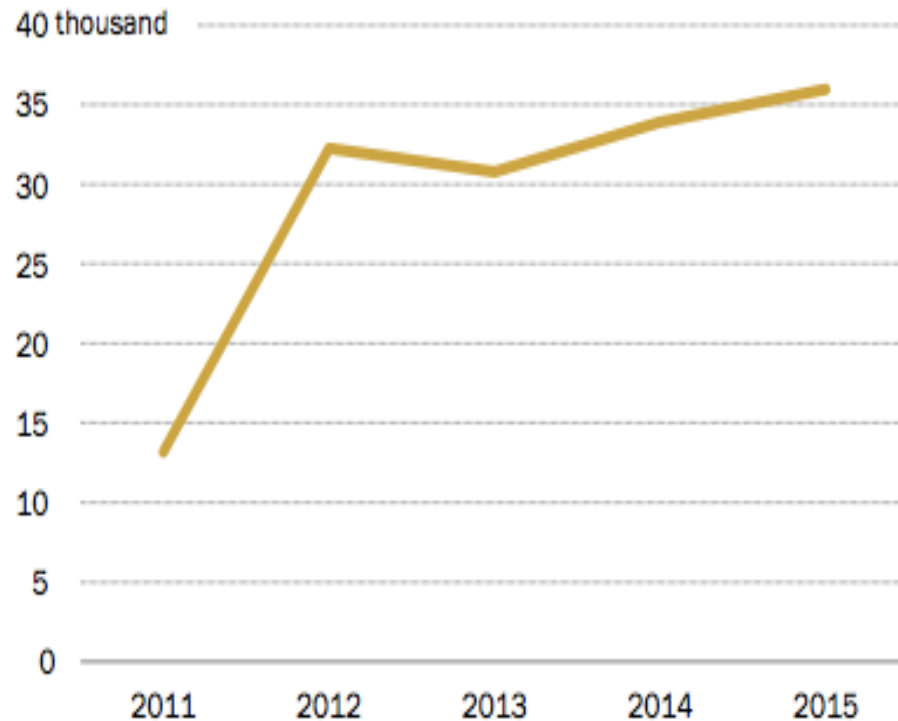


Note: Total Digital Population is the unduplicated combination of the desktop (web browsing + video) and mobile traffic figures (websites and associated apps). A large loss or gain represents at least a 10% difference between 2014 and 2015. Five sites that did not have trendable data for Q4-Q4 of 2014-2015 were omitted from this analysis.
 Source: comScore Media Matrix Multi-Platform and Desktop only, minutes per visit and unique visitors, Oct.-Dec. 2014 (/2015), U.S. Comparison is between an average of Oct.-Dec. 2014 (/2015). Complete URL entities were used whenever available.
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News Magazines Turn Digital

Digital subscriptions to news magazines continue to increase

Average number of digital subscriptions among news magazine titles



Digital single copy sales continue to rise for news magazines

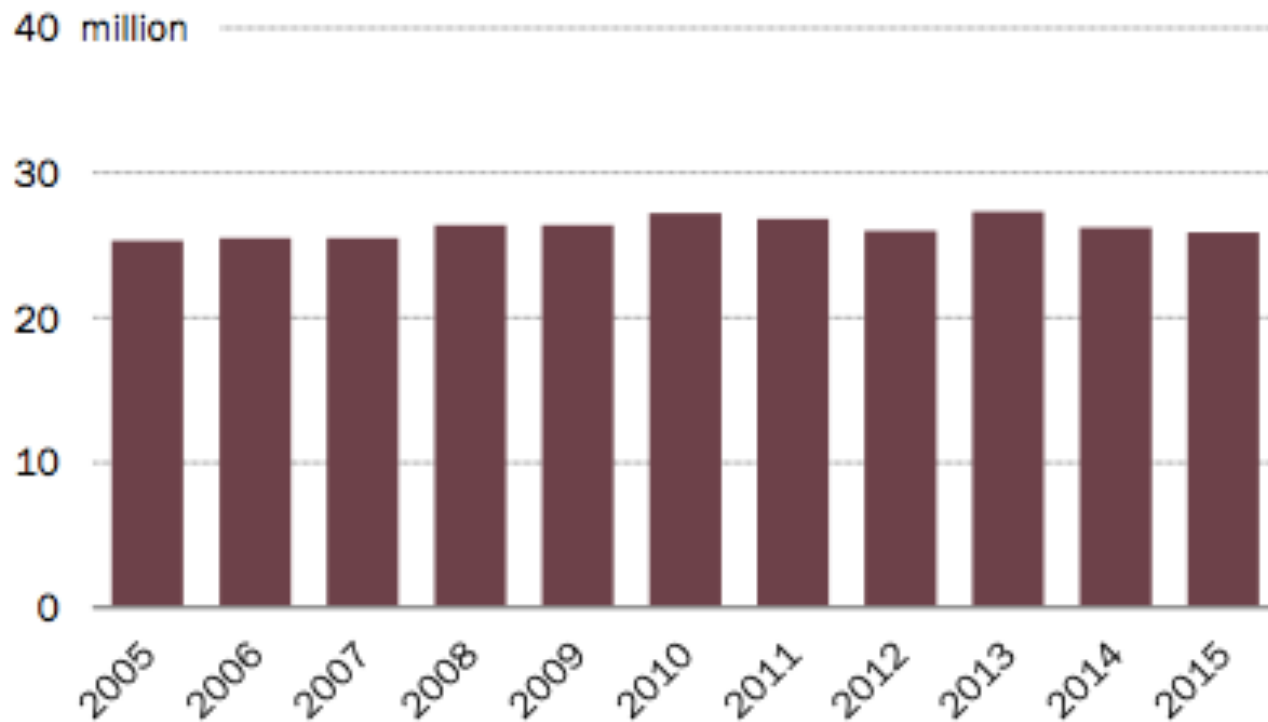
Average digital single copy sales among news magazine titles

Year	Average sales
2011	3,481
2012	1,180
2013	5,012
2014	9,753
2015	12,711

Public Broadcasting: NPR

Little change in NPR's weekly broadcast audience

Average weekly terrestrial listenership

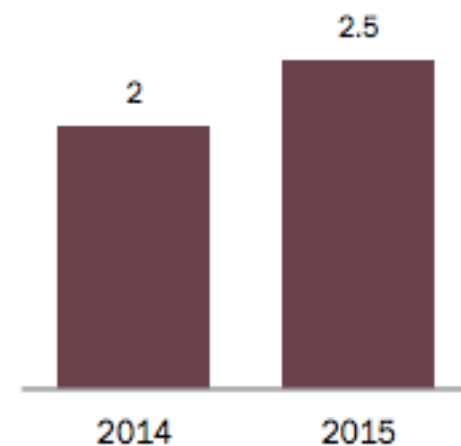


Source: NPR, based on data from Nielsen Audio Nationwide, for persons 12+.
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Average number of unique weekly users of NPR podcasts increased

Number of average weekly unique users of NPR podcasts, in millions



Source: NPR, based on data from Splunk.
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Others Using NPR Broadcasts

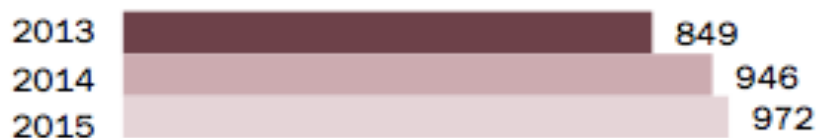
NPR expanded its broadcasting reach in 2015

Number of member organizations, member stations and all stations airing NPR programming from 2013 to 2015

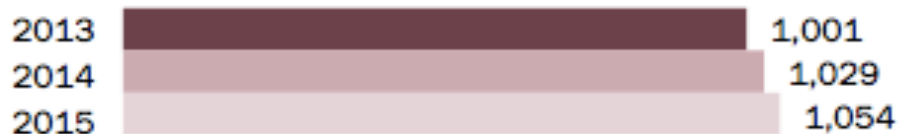
Member organizations



Member stations



Stations (member/non-member) airing NPR programming



Note: NPR includes repeaters in the count of stations airing its programming.

Source: NPR.

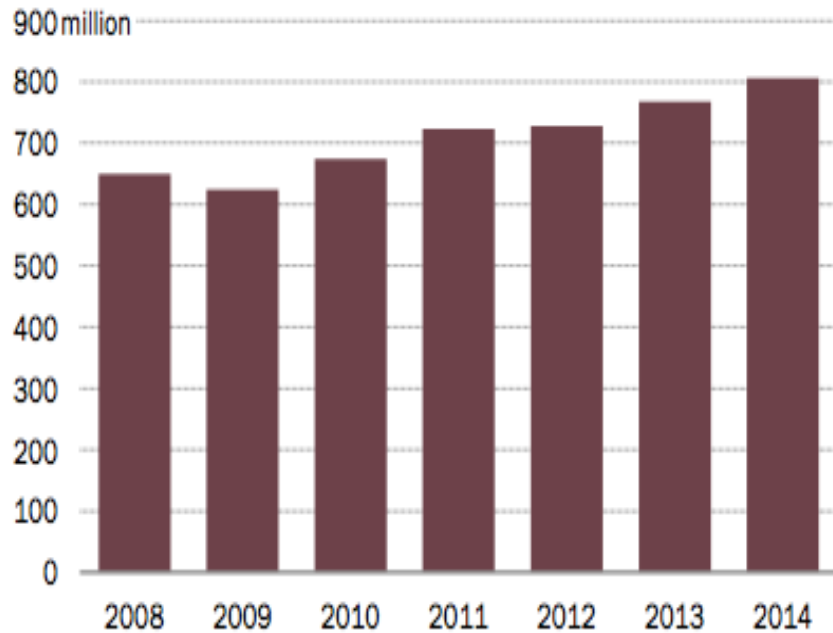
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Public Broadcasting: Public Radio

Public radio station revenue and expenses have risen

Total revenue for the 125 largest news-oriented public radio licensees



Total program and production expenses for the 125 largest news-oriented public radio licensees

