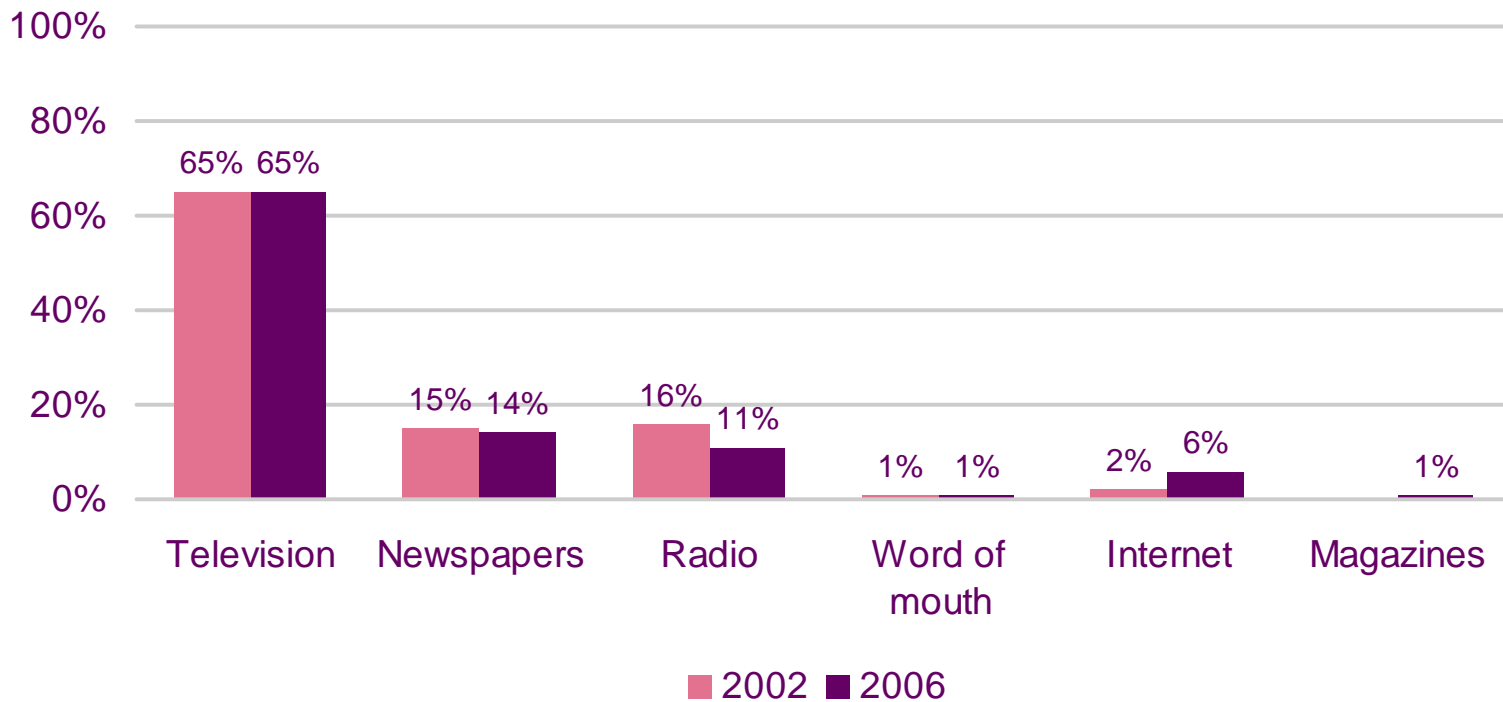


# New News, Future News

The Future of News Conference,  
5 July 2007

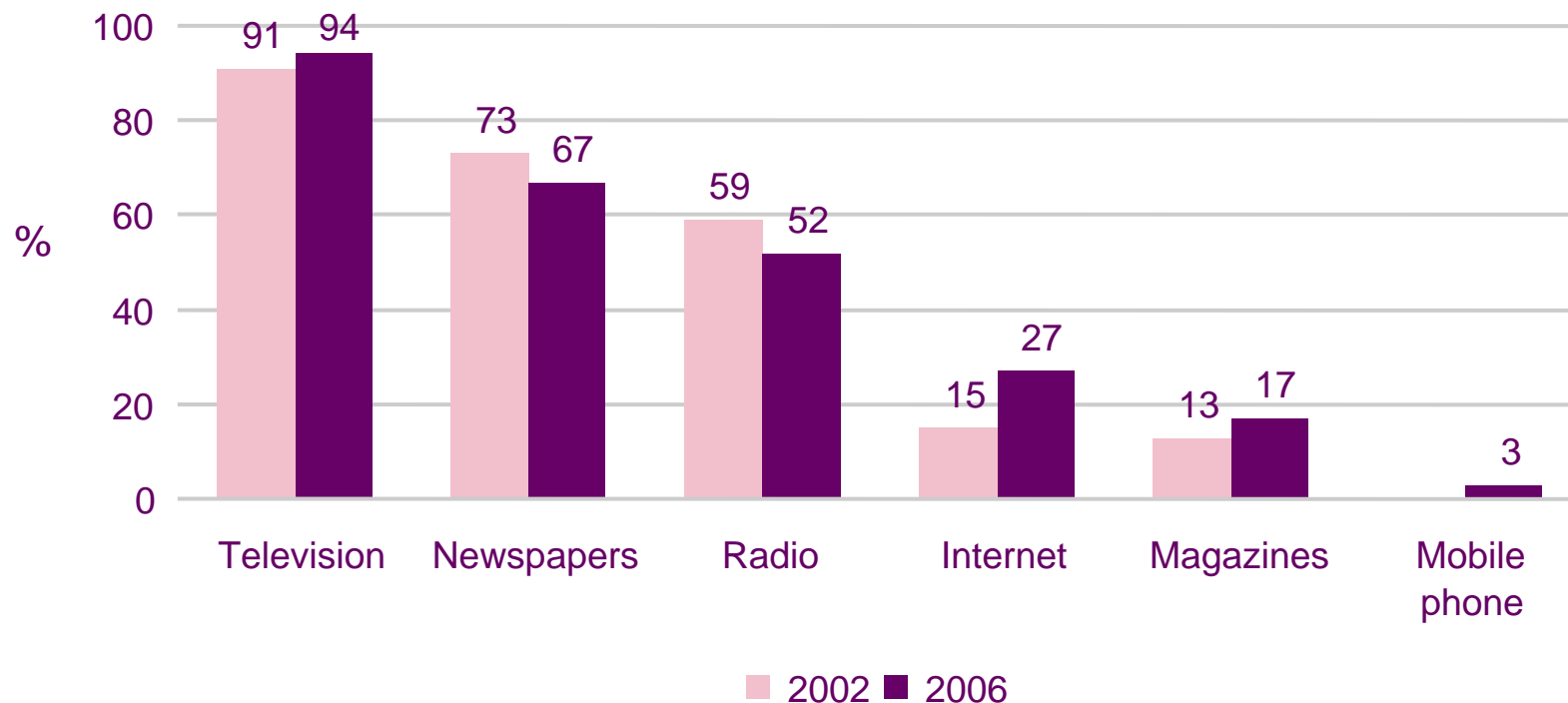
Peter Phillips  
Partner, Strategy and Market Developments

## Main source of news identified by consumers



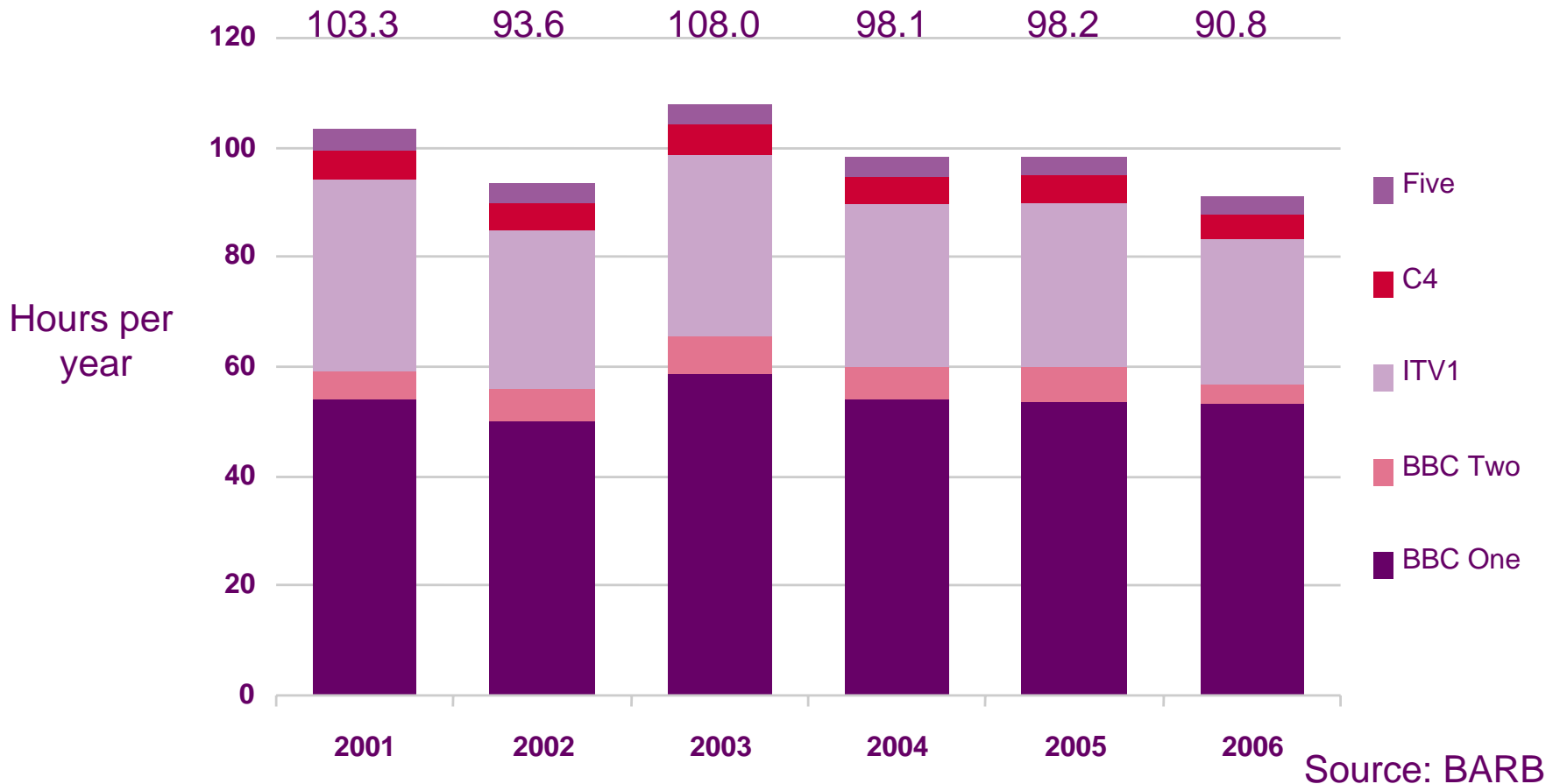
Base: All adults 16+ (2,216)

## Platforms ever used for news

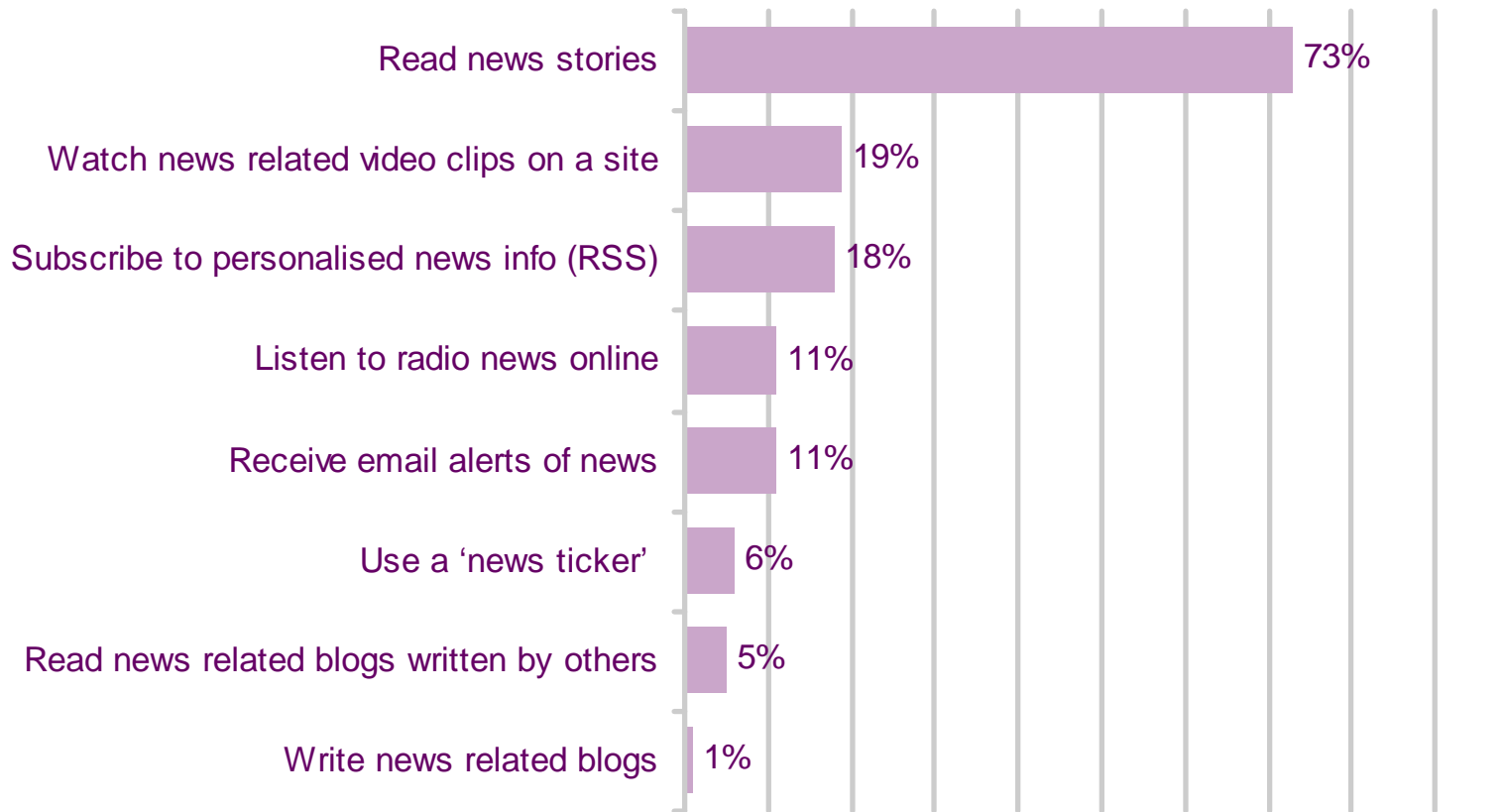


Which sources do you ever use? Base: all adults 16+ (4,662 2002; 2,216 2006)

## Viewing of national news on main terrestrial channels

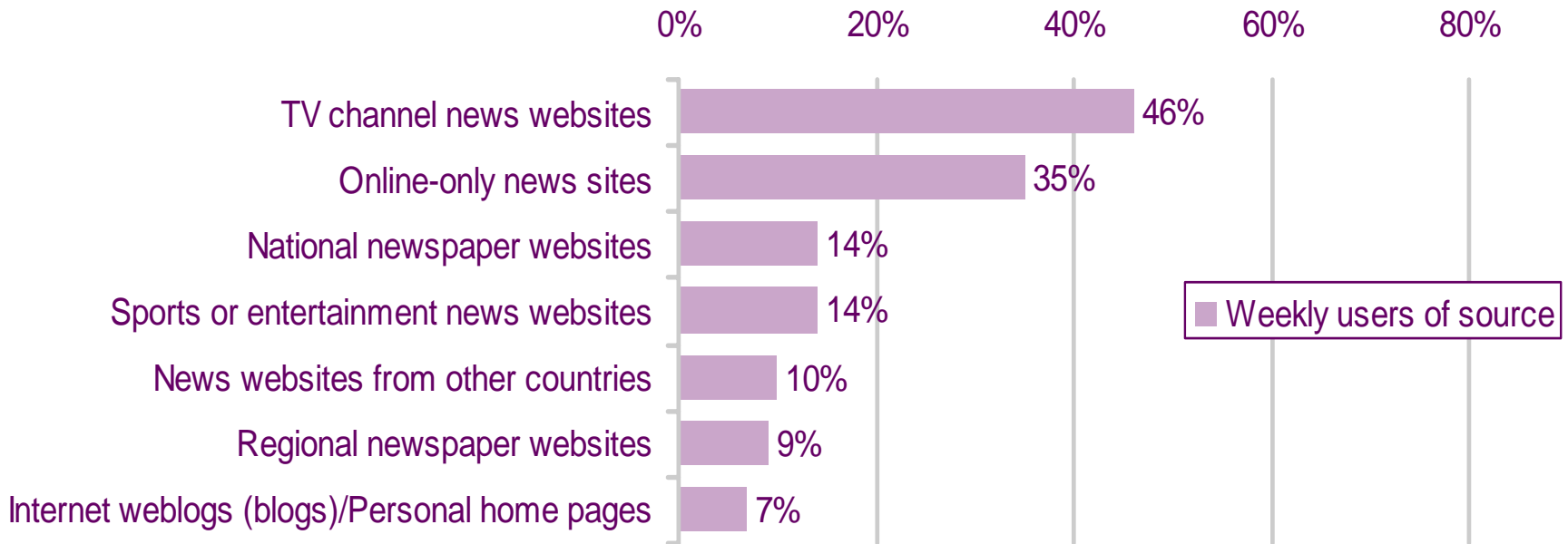


## How on-line news is used



In which types of ways do you access and use news online? Base: All who use as news source (512)

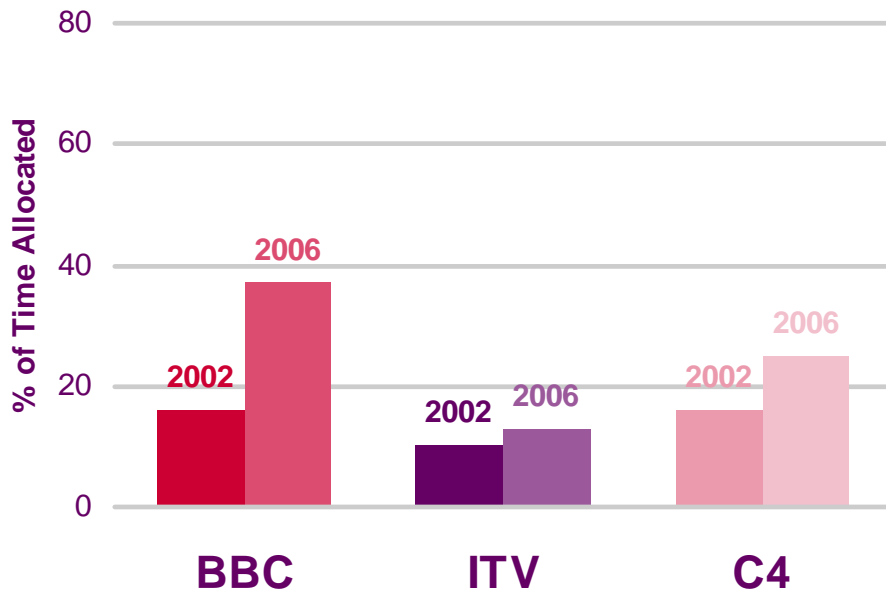
## Sources of on-line news stories



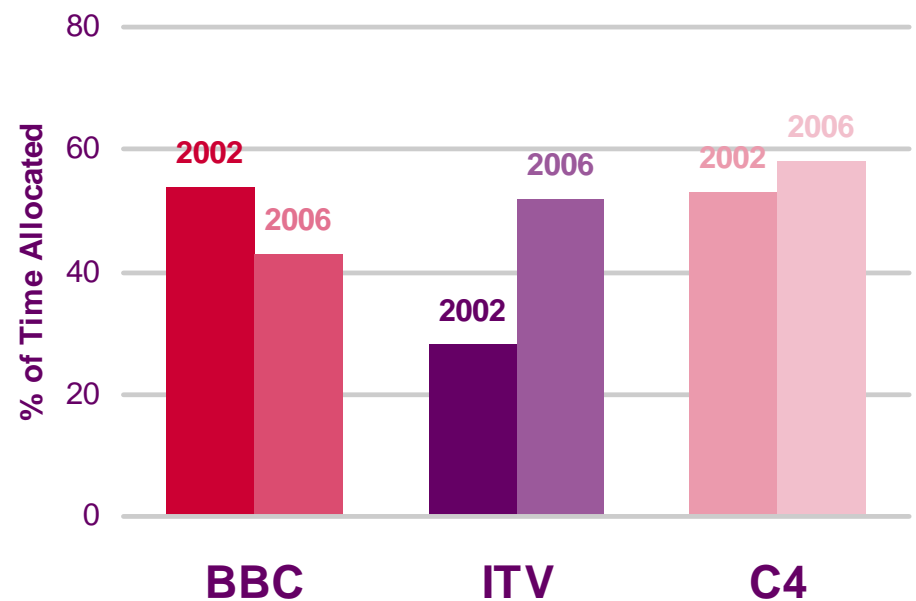
Which of the following do you use REGULARLY for news? Base: All weekly users (453)

## Politics and international news as lead stories

### Politics

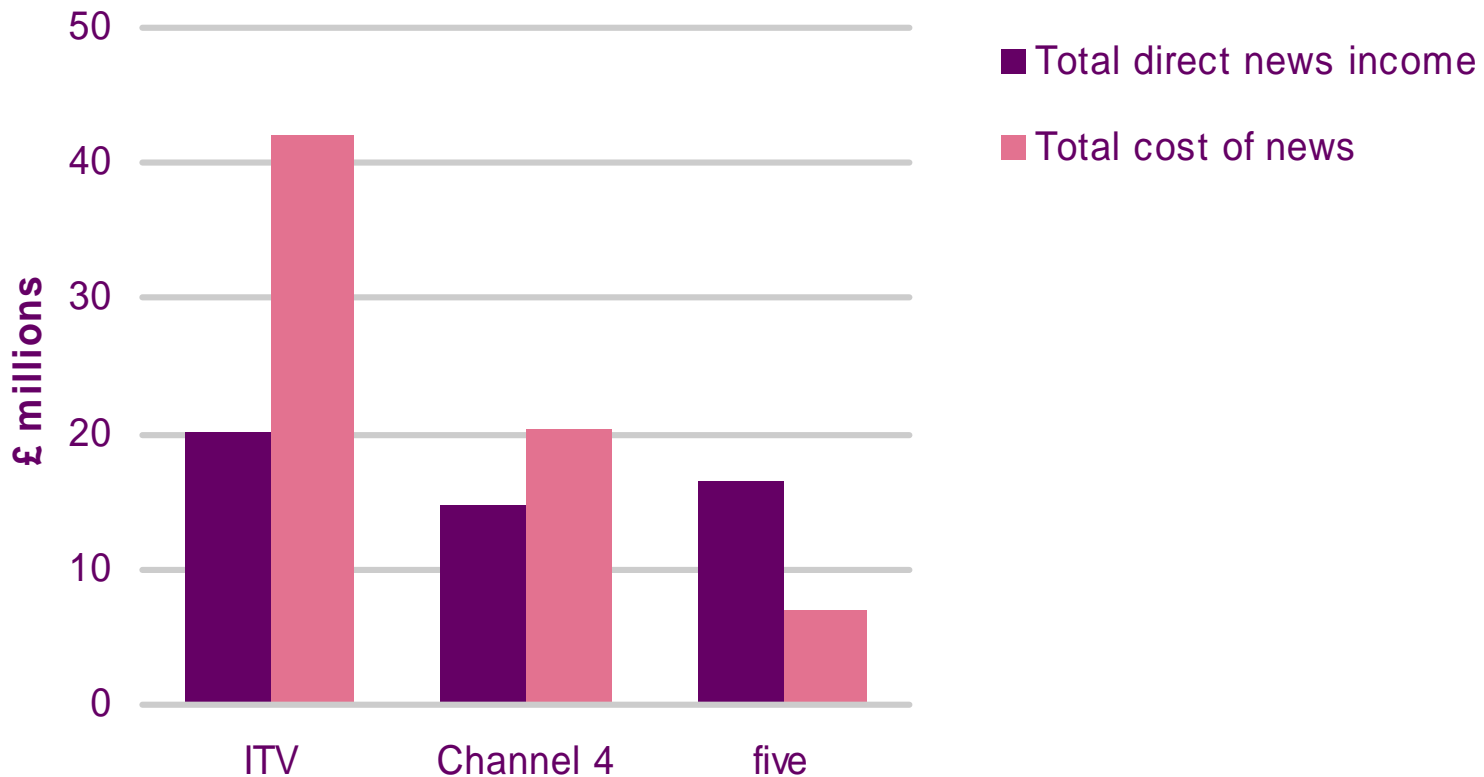


### International



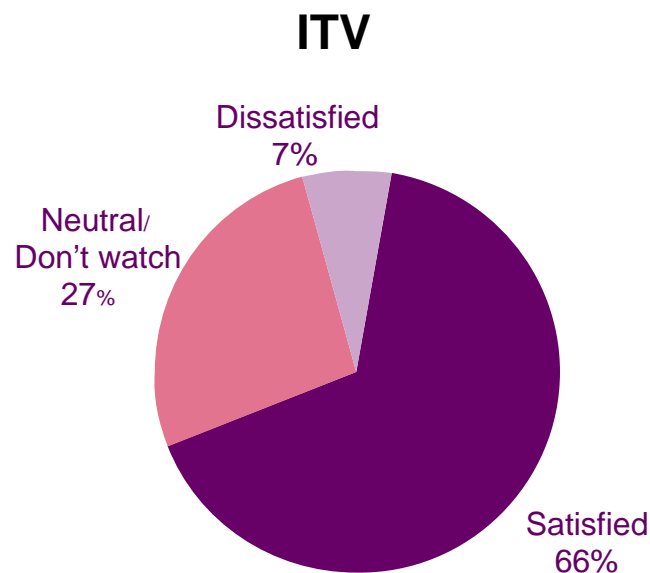
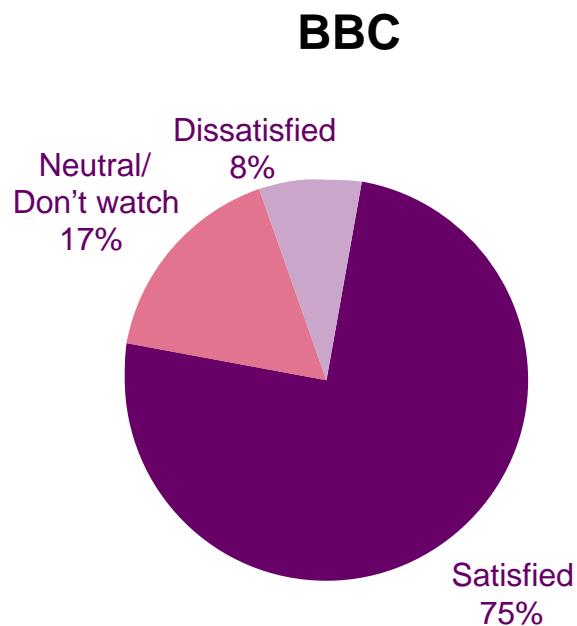
May/July 2002 v October 2006: BBC 10 O'clock News; ITV Early Evening News; Channel 4 News

## Costs and revenues for news on commercial PSB channels



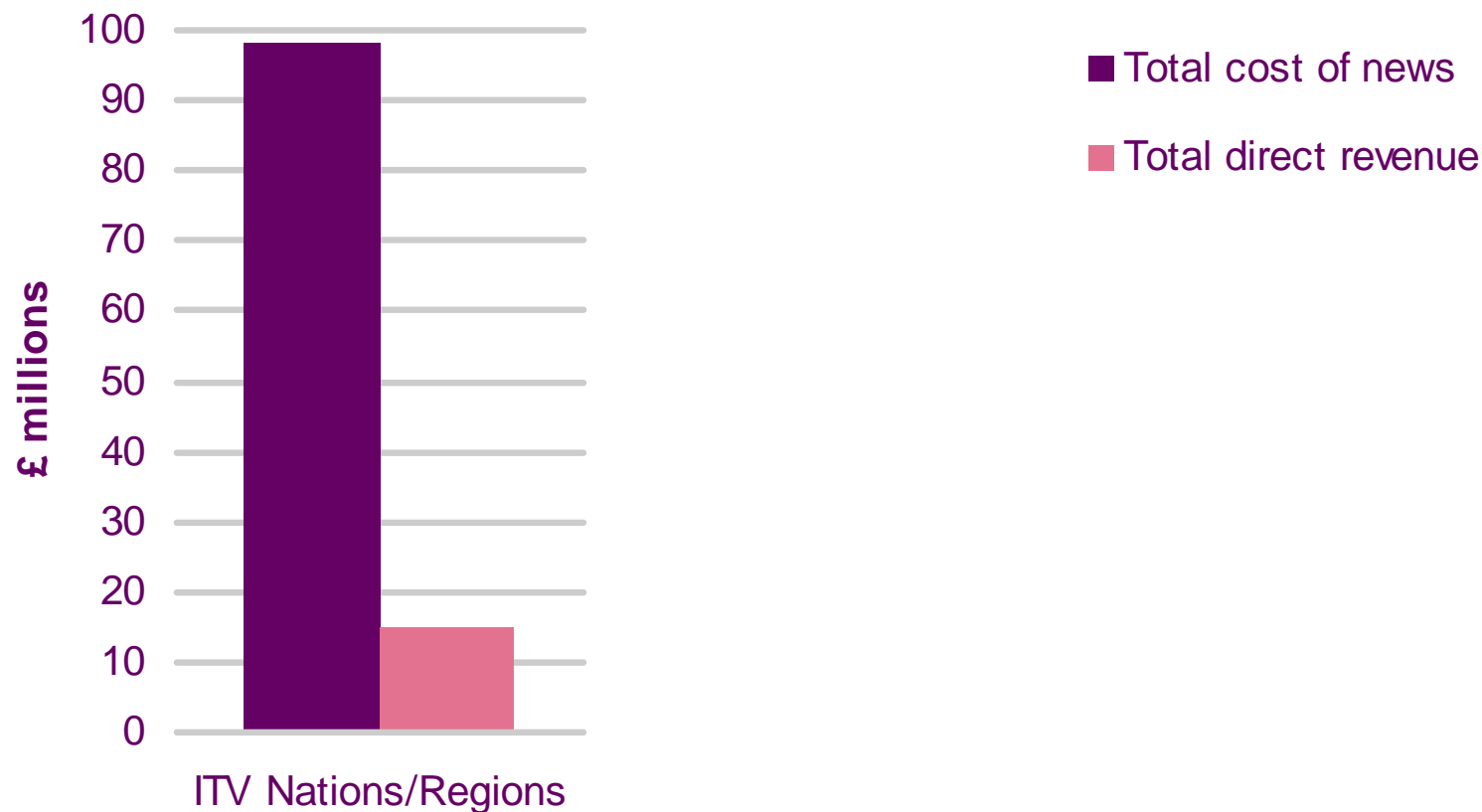
Source: Magentum

## Satisfaction with nations/regions news and current affairs



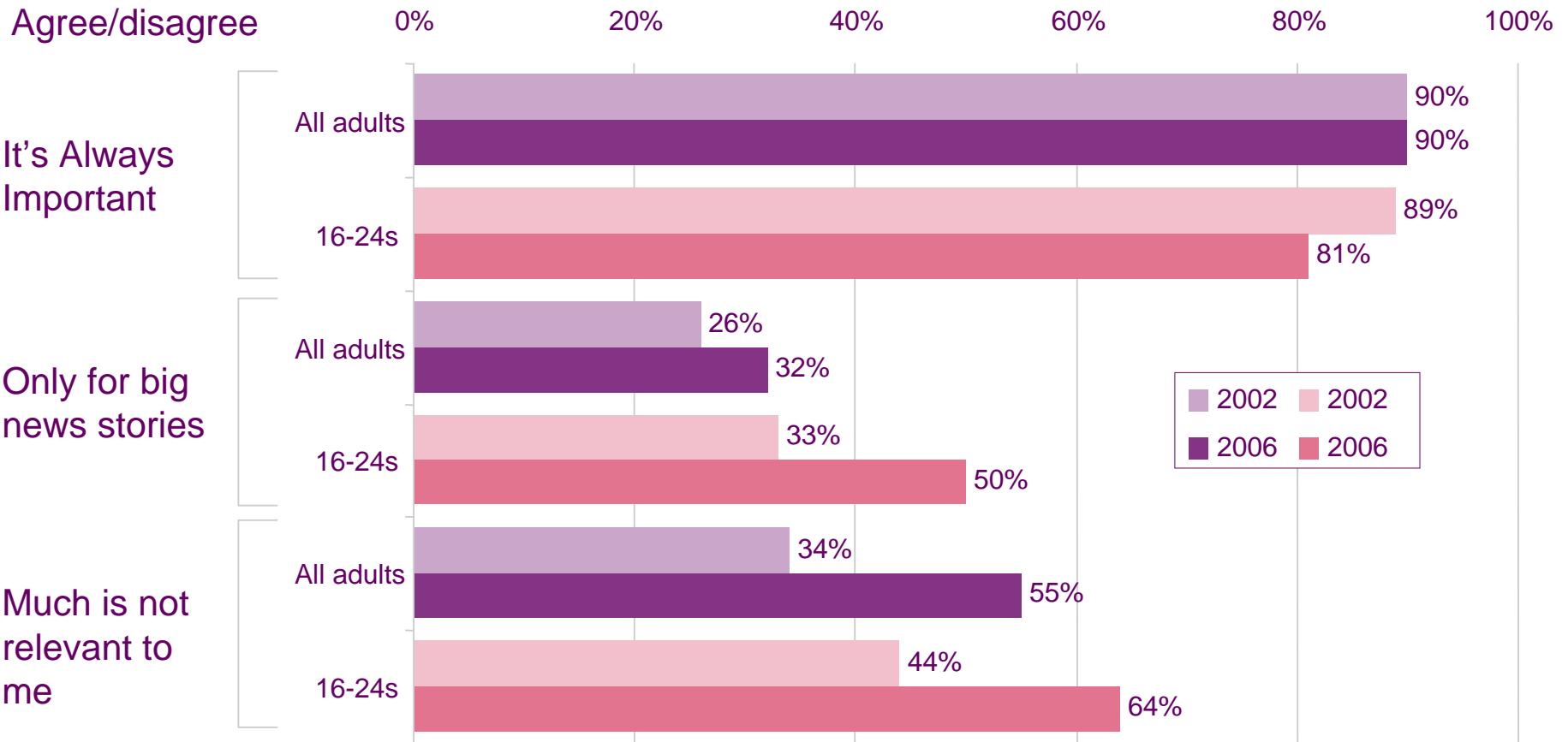
Base: all adults  
(2,216)

## Revenues and costs of ITV1 nations/regions news



Source: Magentum

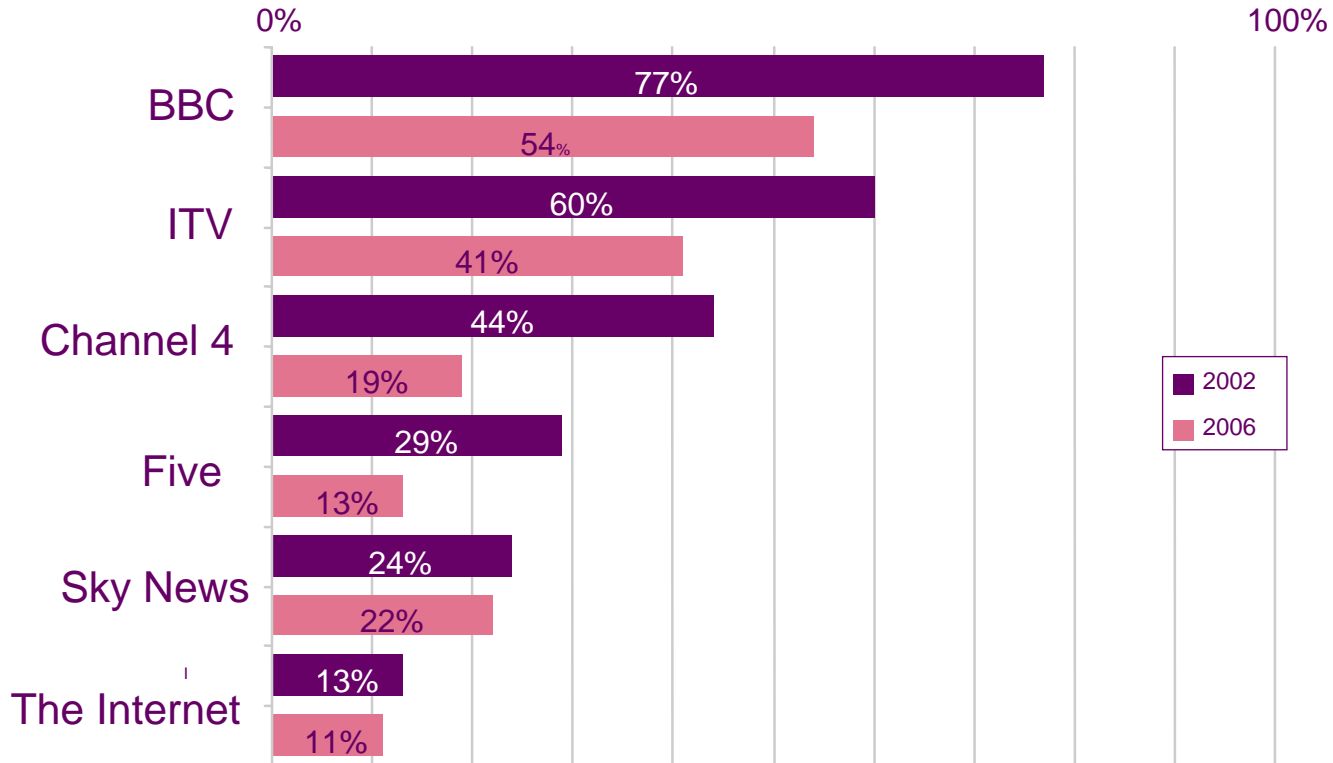
## Are audiences engaged with news?



Base 2006: All adults 16+ (2,216)

## Perception of impartiality in news

Which of the following sources of news do you feel would provide impartial news coverage



Base: All who answered question, 4938 (2002) and All adults 16+ (1011) (2006) TNS omnibus

# Conclusions

- **Plurality at UK level looks promising**
- **Nations and regions news is much less secure**
- **Disengagement among the young is growing**