

Capturing the Modern News Consumer



Capturing the Modern News Consumer

1. Who Do We Need to Reach?



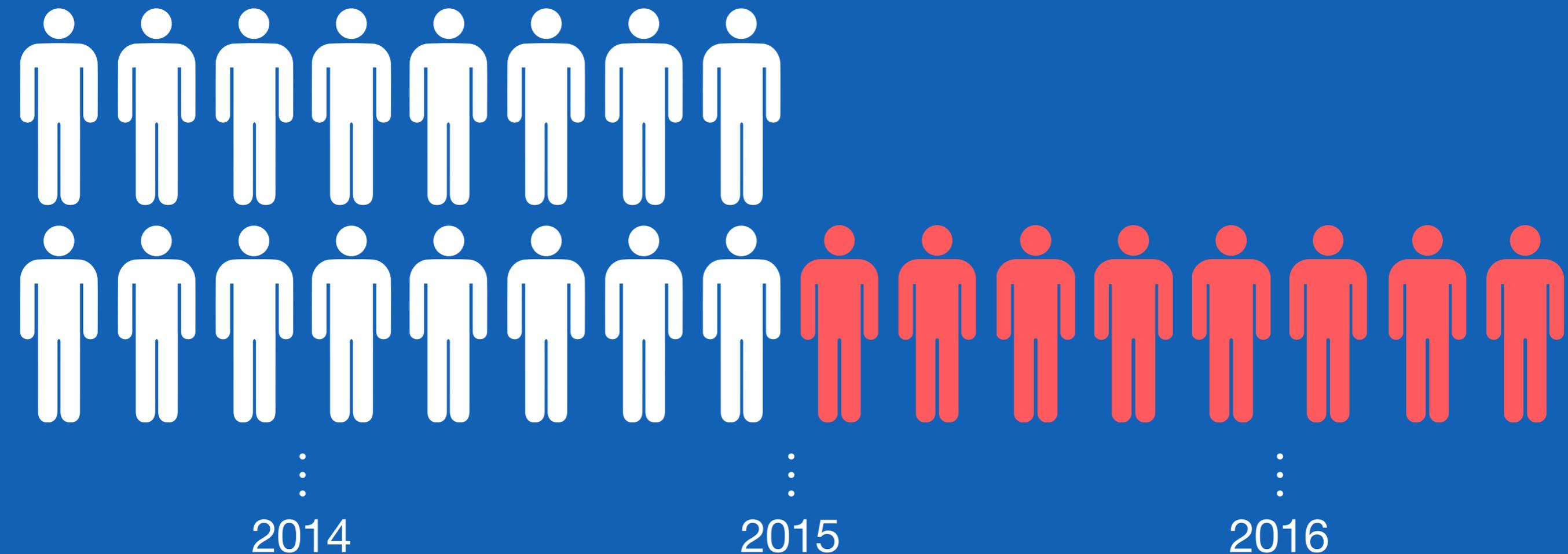
“This is the most educated, informed generation that has ever lived. To think that young people have no interest in quality news is the stupidest thing I hear on a daily basis.”

Blake Sabatinelli

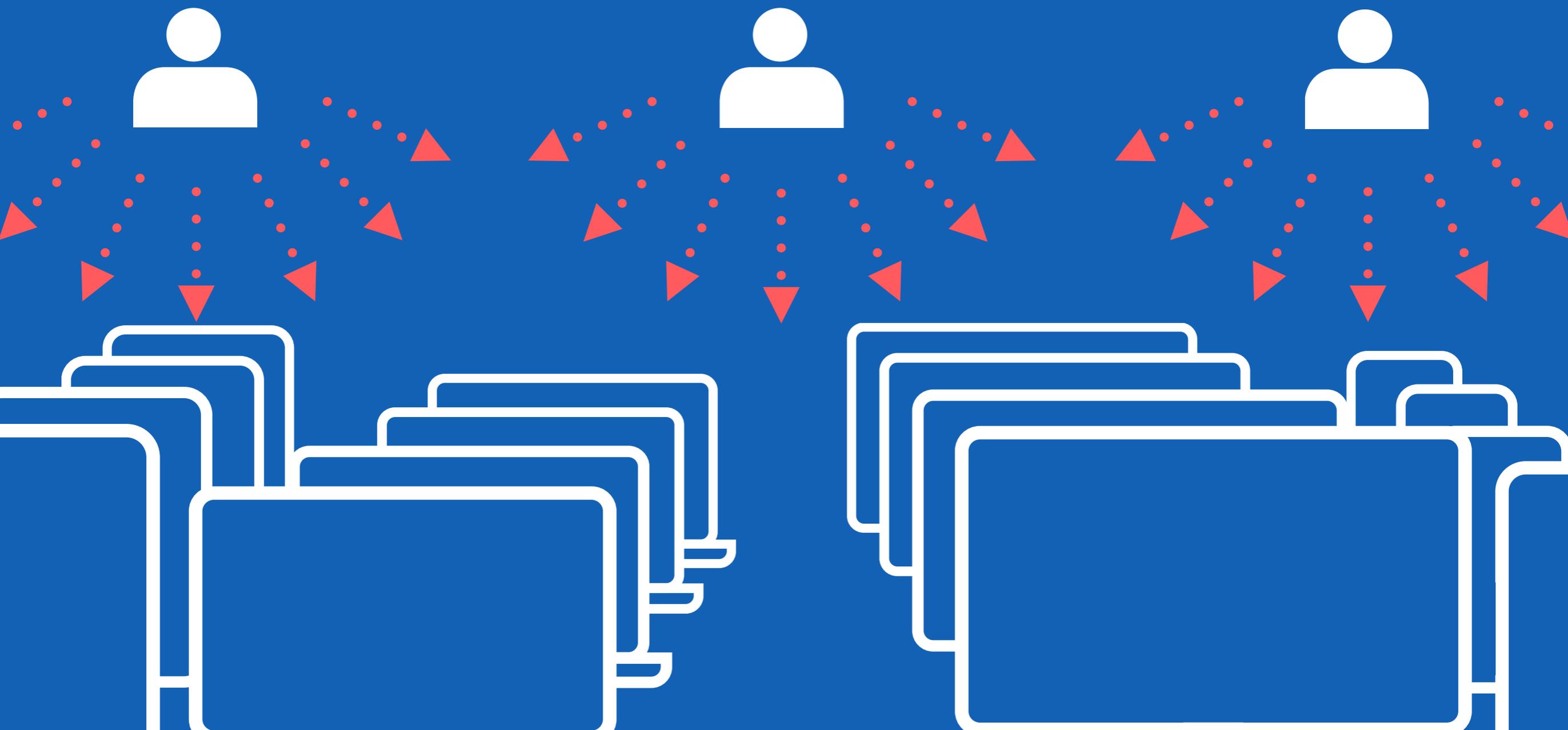
General Manager of Newsy, online video news network



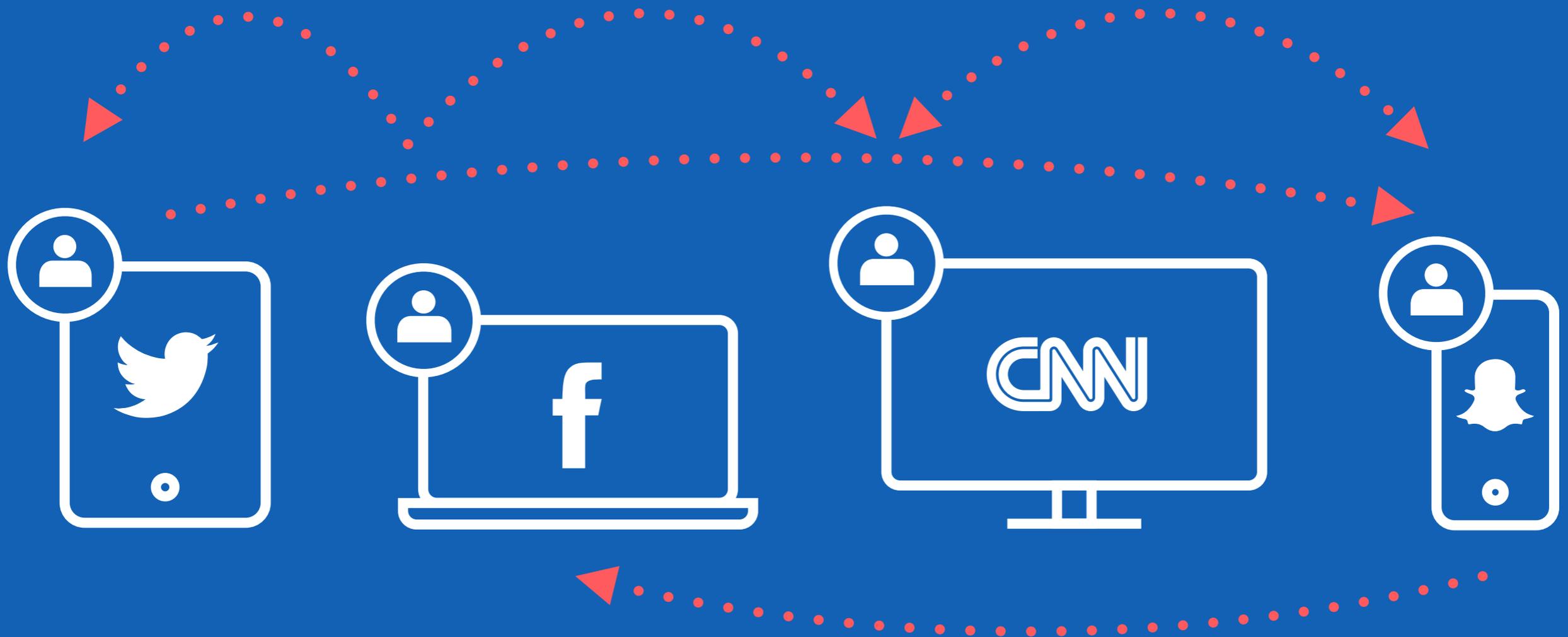
In 2015 the number of US millennials, those born between 1982 and 2000, surpassed the number of baby boomers, the post-WWII generation.



Not only are they a larger group, but they consume a wider variety of media, on more devices, more frequently throughout the day than their older counterparts.



And how they consume, interact with, and share news is very different than the audience you've been programming to for years.



All this means that you may not have the right mix of content, distribution and messaging to reach this modern news consumer.



1. Who Do We Need to Reach?

News Consumption Today

1. Who Do We Need to Reach?

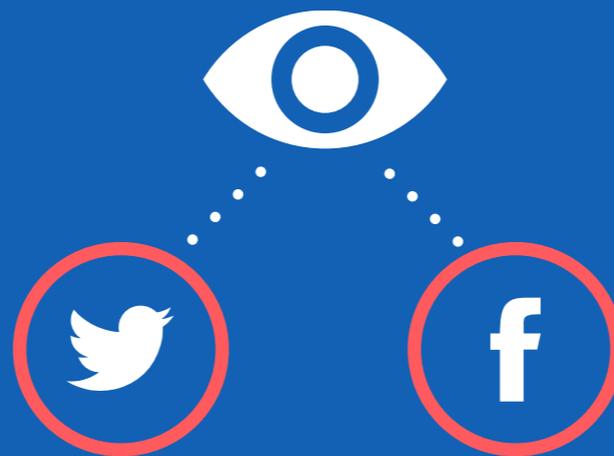
With millennials in the mix we need to look at where we stand now and what we need to change moving forward.

What we know

We've already seen how forces are driving people to consume news these days



News consumption is more immediate than ever thanks to smart phones, social media and live streaming video.



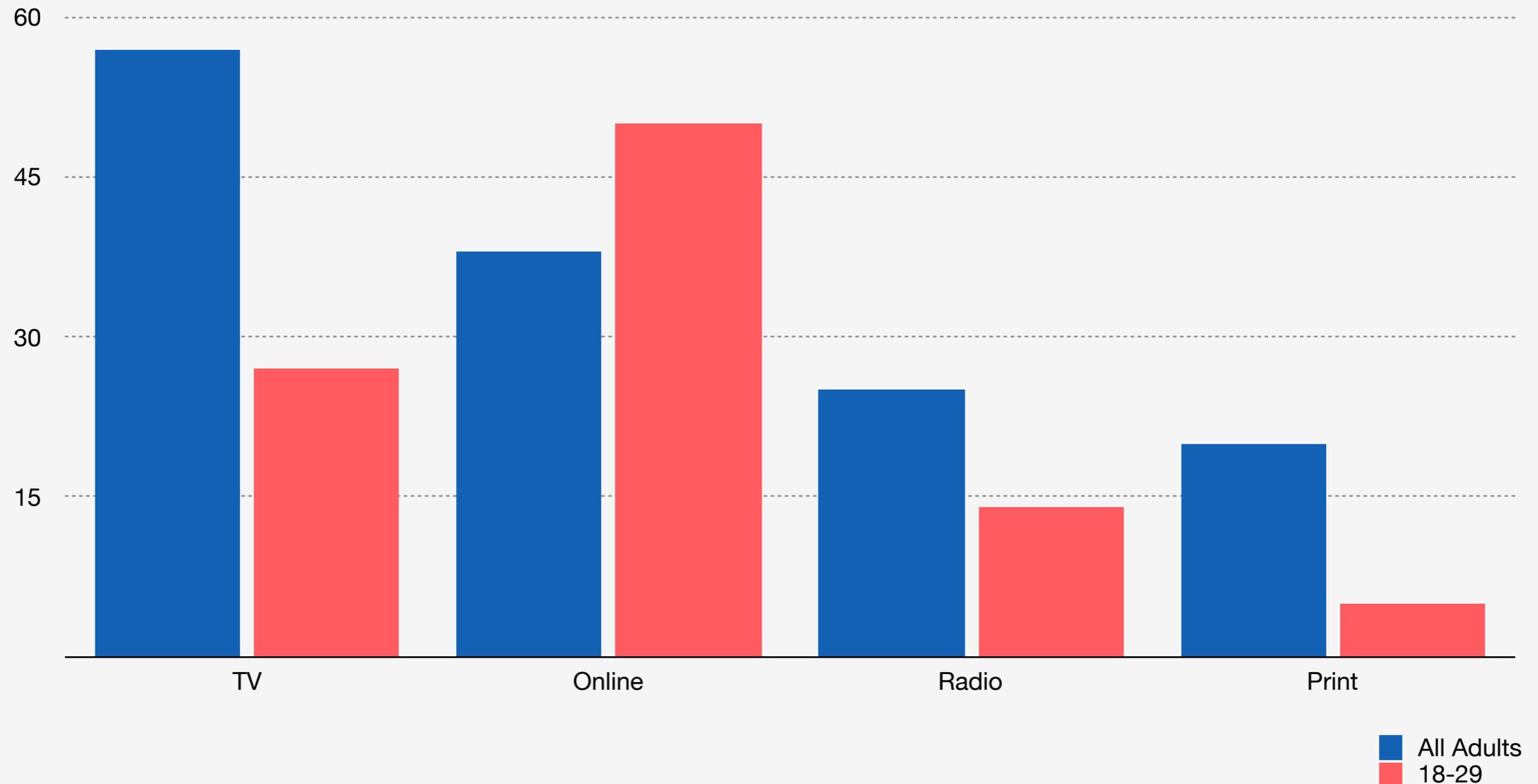
Consumers are less likely to go to a news destination, such as your web site. Rather, they want to encounter news where they already are—Facebook, Twitter, etc.



News consumption is increasingly influenced by personal contacts. Witness the power of social media.

TV news giving way to news onscreen

Millennials are pushing this trend

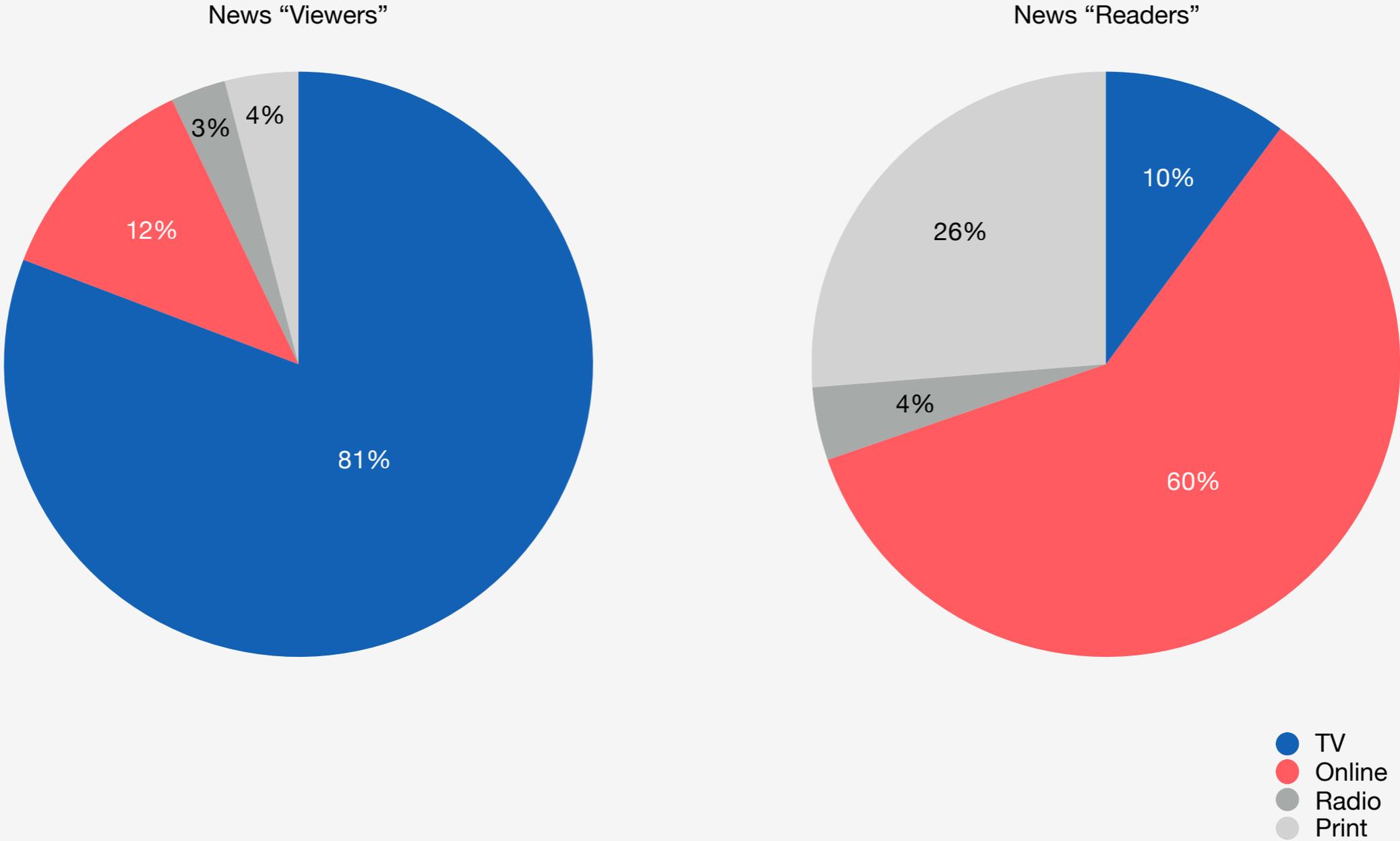


News consumption by platform

Source: The Pew Research Center for Journalism and Media, "The Modern News Consumer", July 2016

But TV habits die hard

News “readers” have migrated online while “viewers” have stayed loyal to TV, so you can’t forget about them

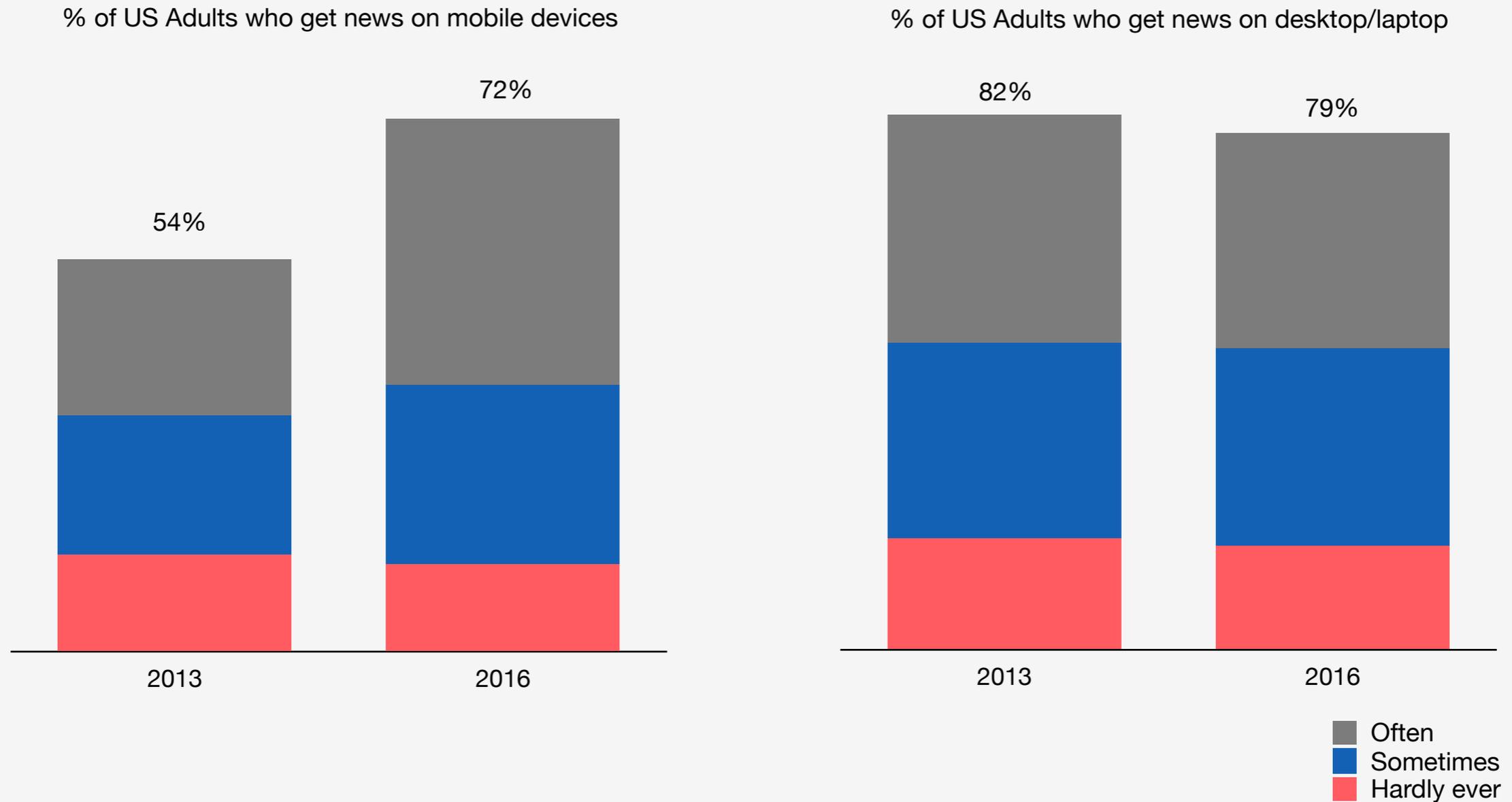


News consumption by platform

Source: The Pew Research Center for Journalism and Media, “The Modern News Consumer”, July 2016

Mobile news consumption rises

While news on the desktop or laptop declines gradually

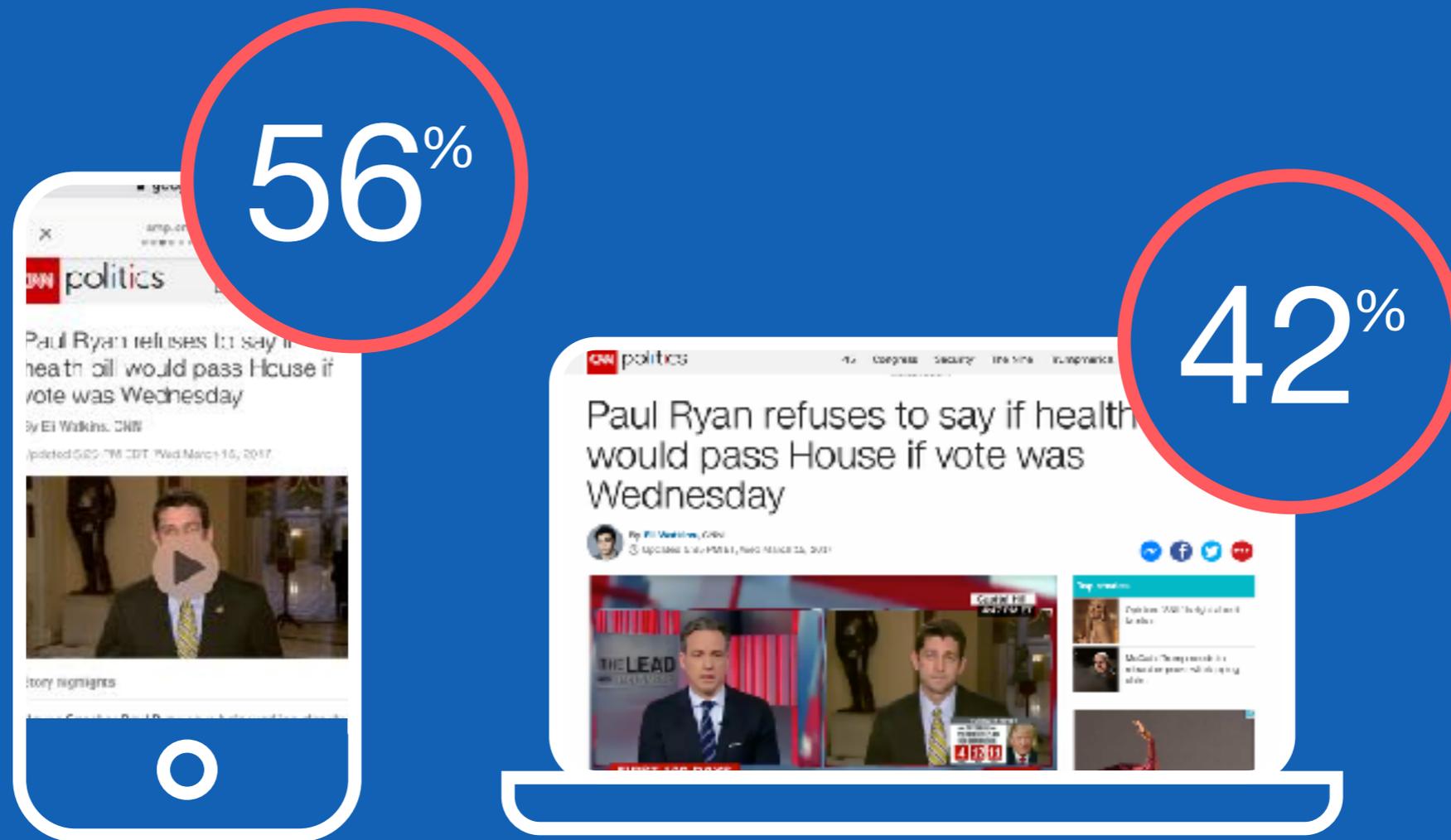


News consumption by platform

Source: The Pew Research Center for Journalism and Media, "The Modern News Consumer", July 2016

That's because mobile is favored

Two-thirds of adults get news on both mobile and desktop/laptop, but more than half prefer mobile

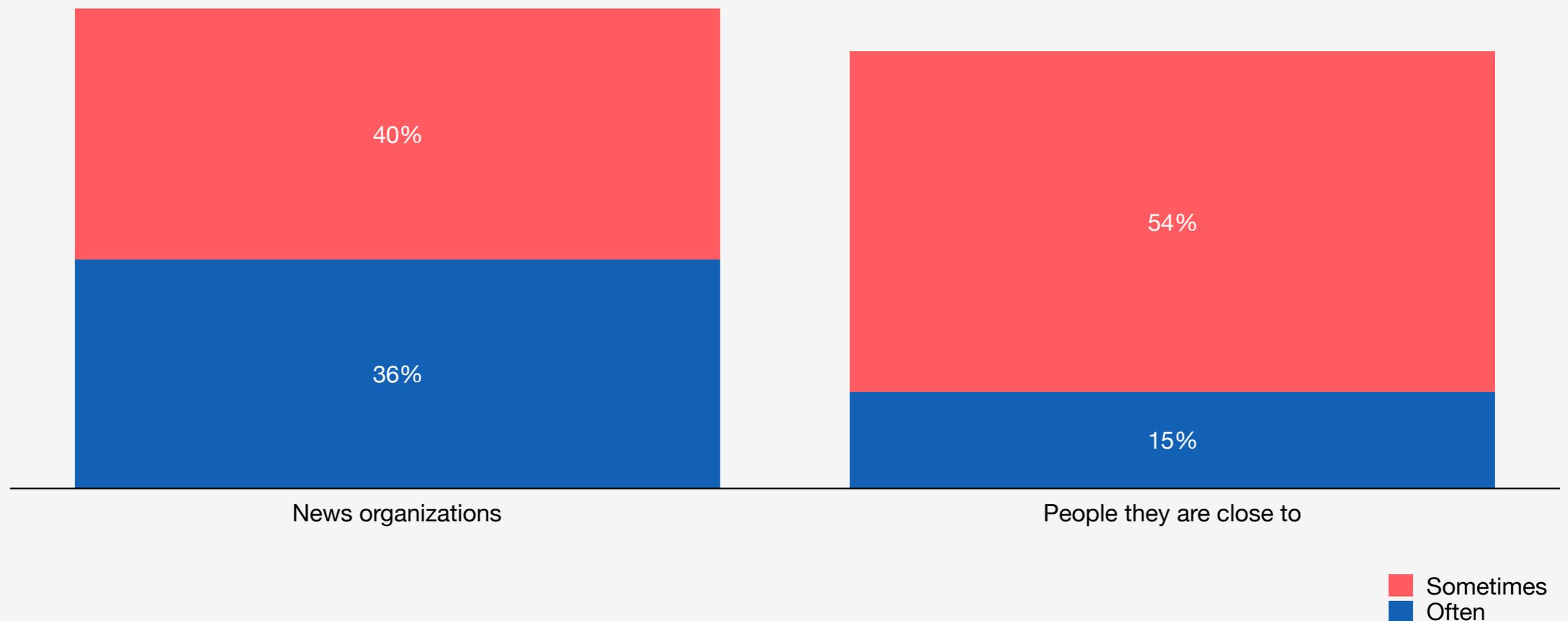


Among millennials, 70% prefer mobile over desktop

Institutions vs. individuals

People are more likely to go to news organizations to get their news, but they trust their friends almost as much

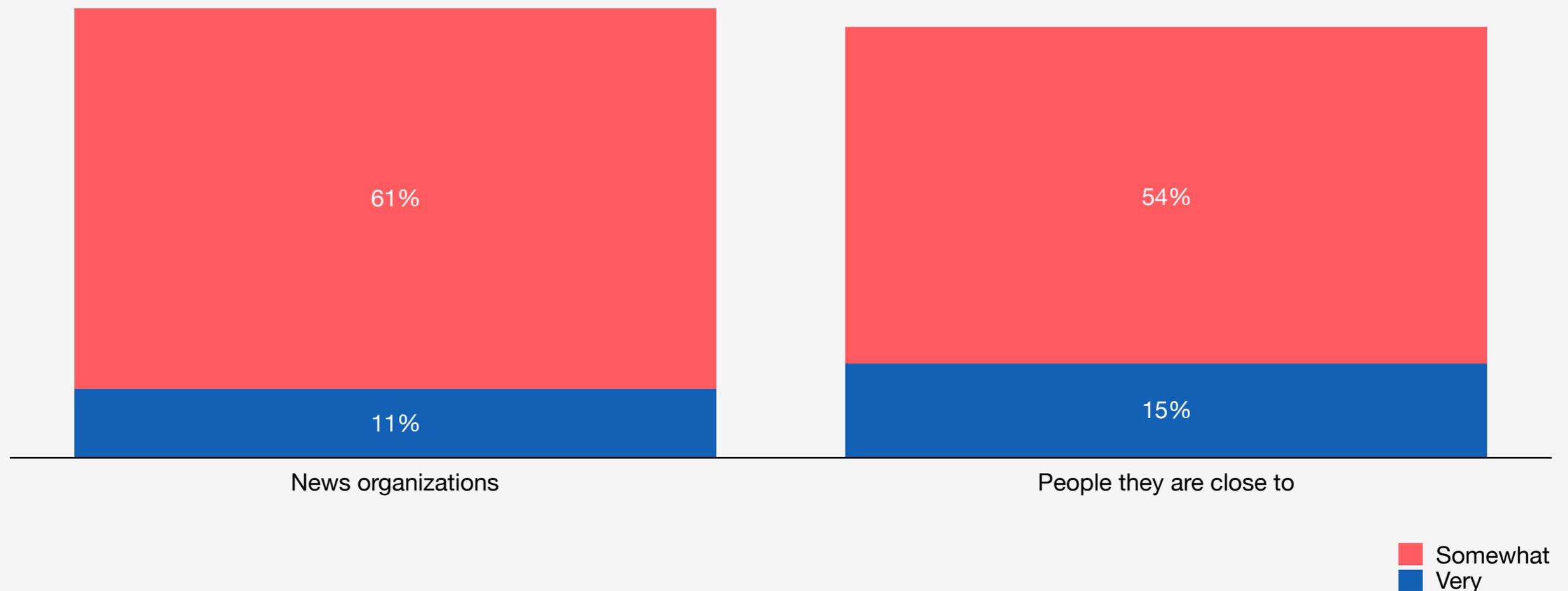
% of online news consumers more likely to get news from...



Institutions vs. individuals

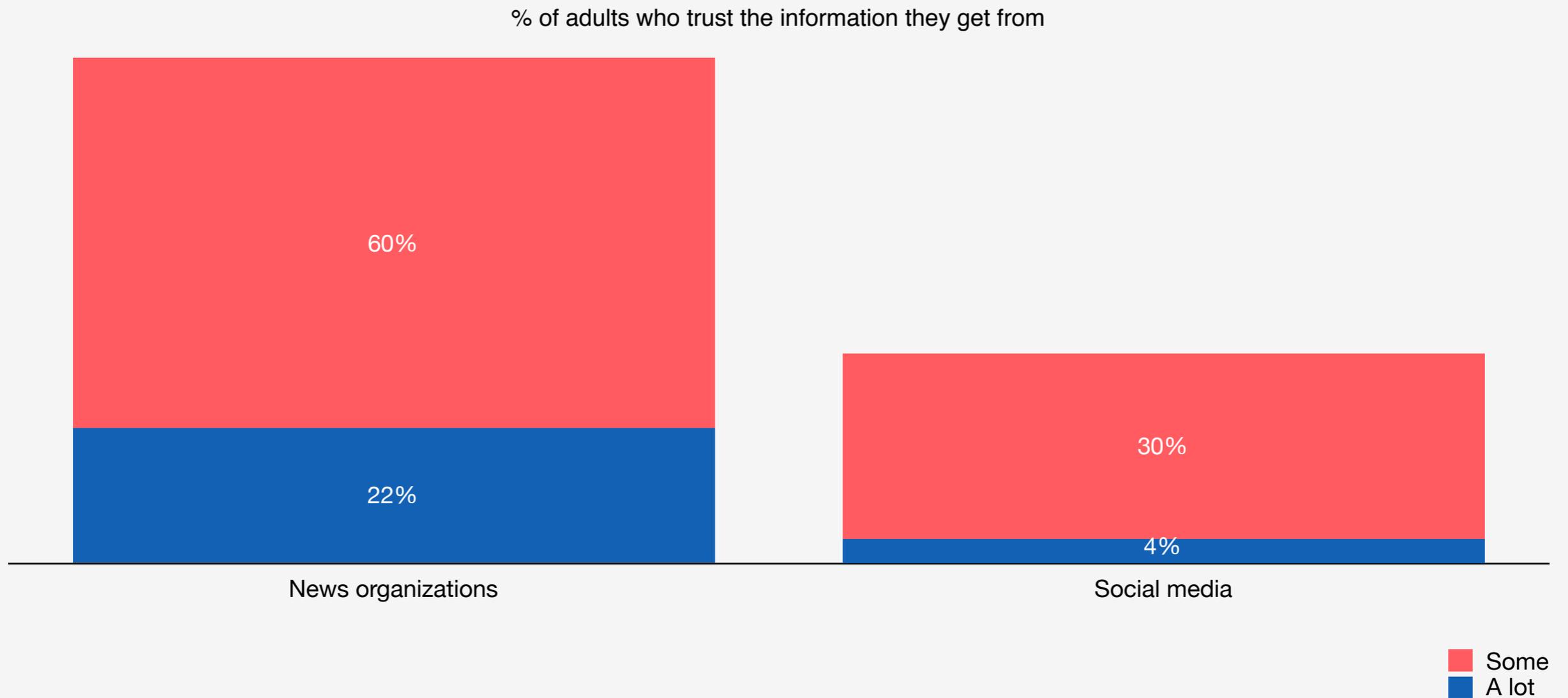
And when it comes to story selection, people are more likely to know that they will see the topics they want when their friends recommend them

Of those who get news online from each, % who say the news they get from each source is very/somewhat near to their interests



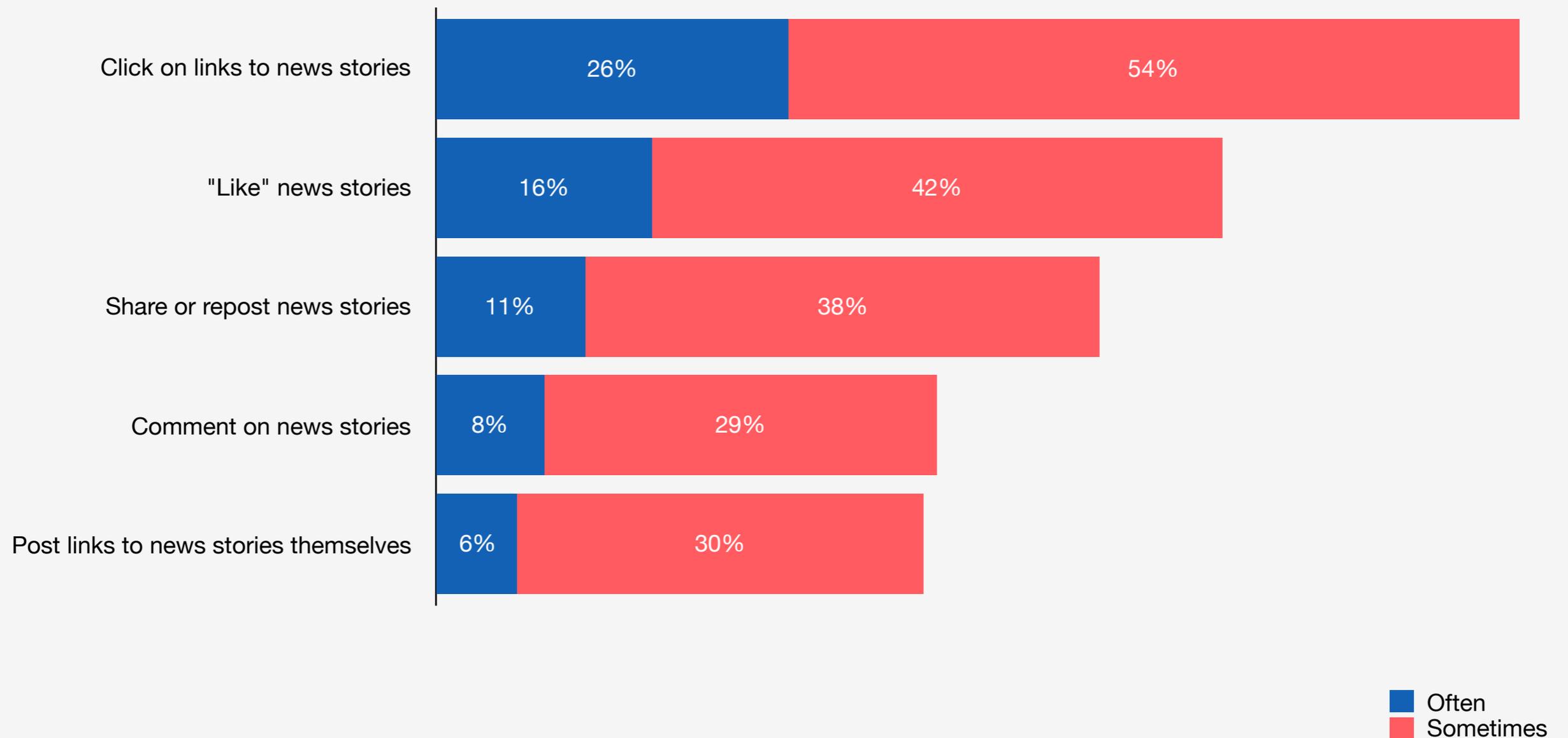
Social media credibility problem

While many get news from social sources, most don't trust it



Social media engagement varies

The level of engagement declines as input required increases



...but are millennials really news consumers?



“Eighty-three percent of millennials are bumping into news on YouTube and 50 percent on Instagram, which might suggest an appetite for actually seeing the news.”

Jennifer Benz

Principal research scientist and deputy director of the Associated Press-NORC Center for Public Affairs Research at the University of Chicago

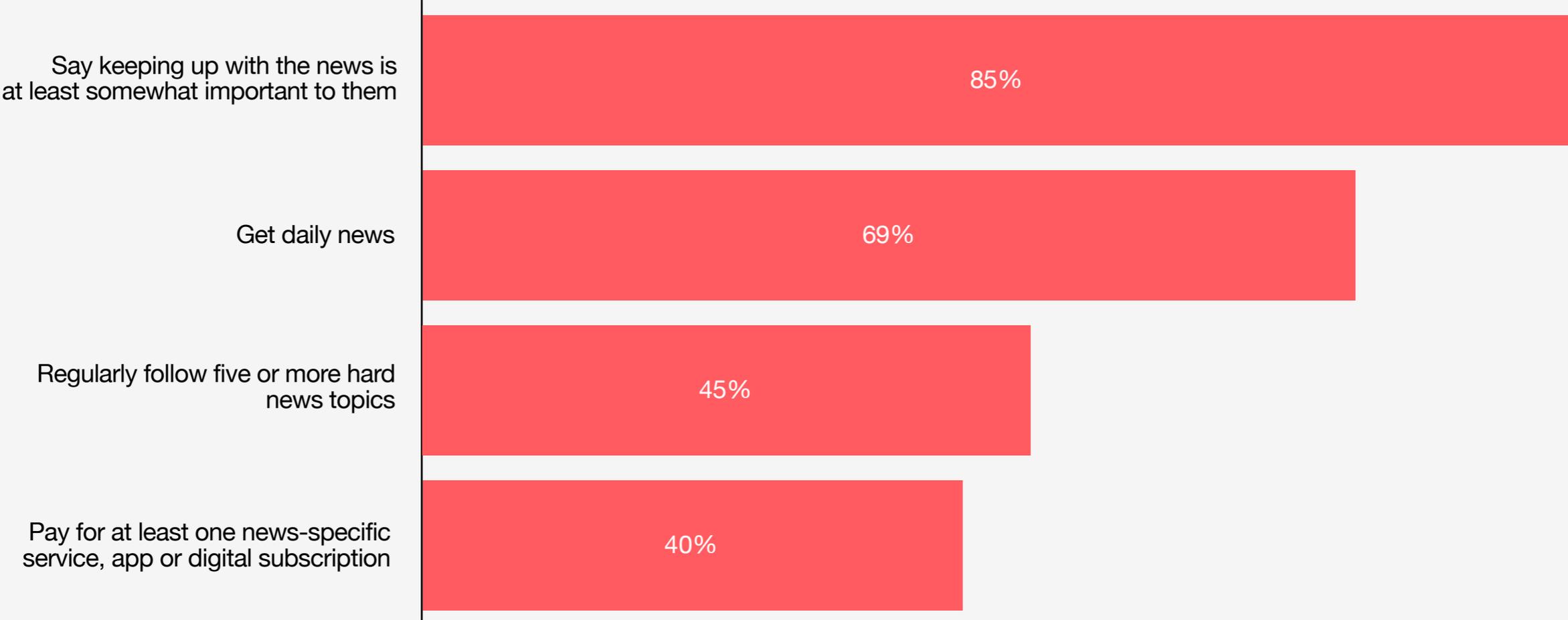


1. Who Do We Need to Reach?

Millennials & News

Millennials are aware of and seek news

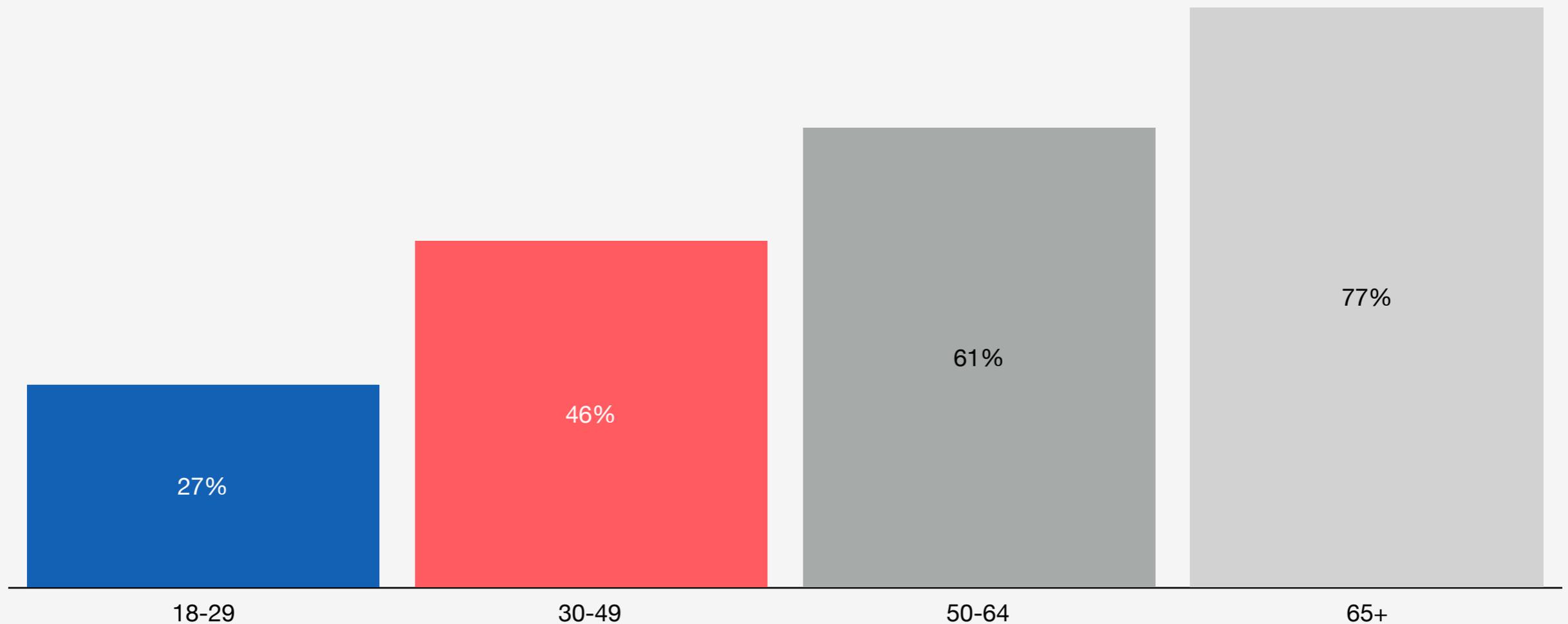
Percent of millennials who...



Source: The Media Insight Project, March 2015

But millennials are less enthusiastic

They're half as likely to follow the news than the next oldest group

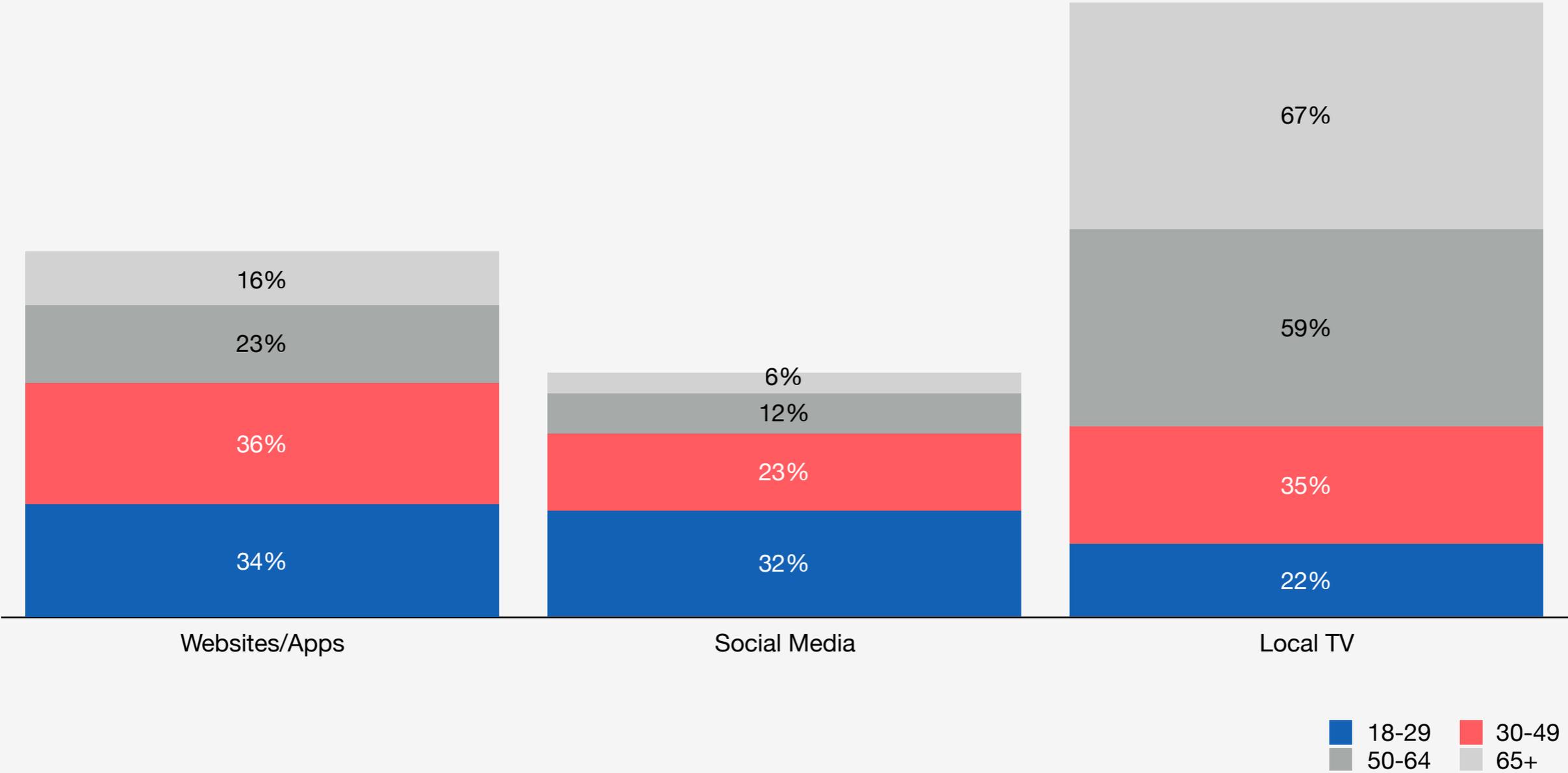


Follow the news all, or most of the time

Source: The Pew Research Center for Journalism and Media, "The Modern News Consumer", July 2016

More likely to get news online

Local television usage drops off sharply

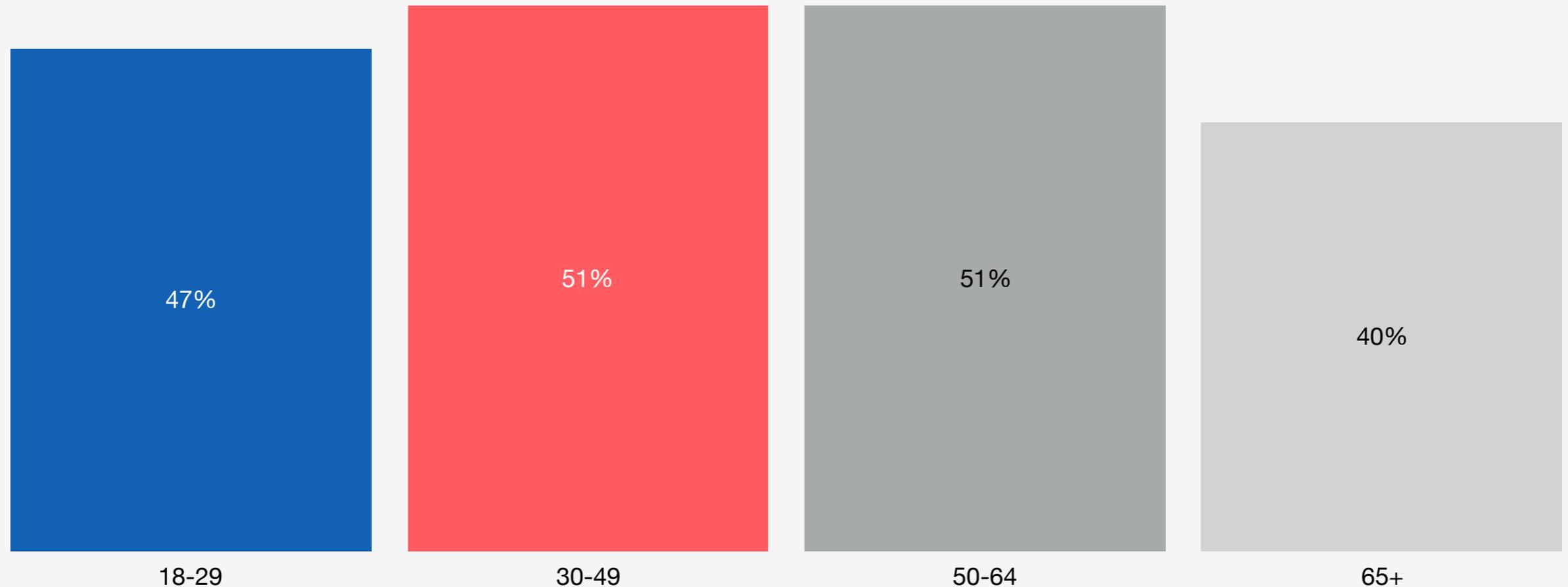


% of each age group who often gets news from...

Source: The Pew Research Center for Journalism and Media, "The Modern News Consumer", July 2016

But are no more likely to share news

Millennials show little difference from older cohorts when it comes to publicly sharing news through social media



% of social media news consumers who share or repost news stories on social media

Source: The Pew Research Center for Journalism and Media, "The Modern News Consumer", July 2016

Millennials often opt to share privately

So-called “dark social”, one-on-one sharing not seen by broader social peers and not tracked by websites, accounts for as much as 70% of online referrals.

Prominent methods to share via “dark social”:



SMS/Chat

Directly via mobile phone carriers or using apps such as WhatsApp, Facebook Messenger, Line and more.



Email

Most personal email providers don't track links that are sent.

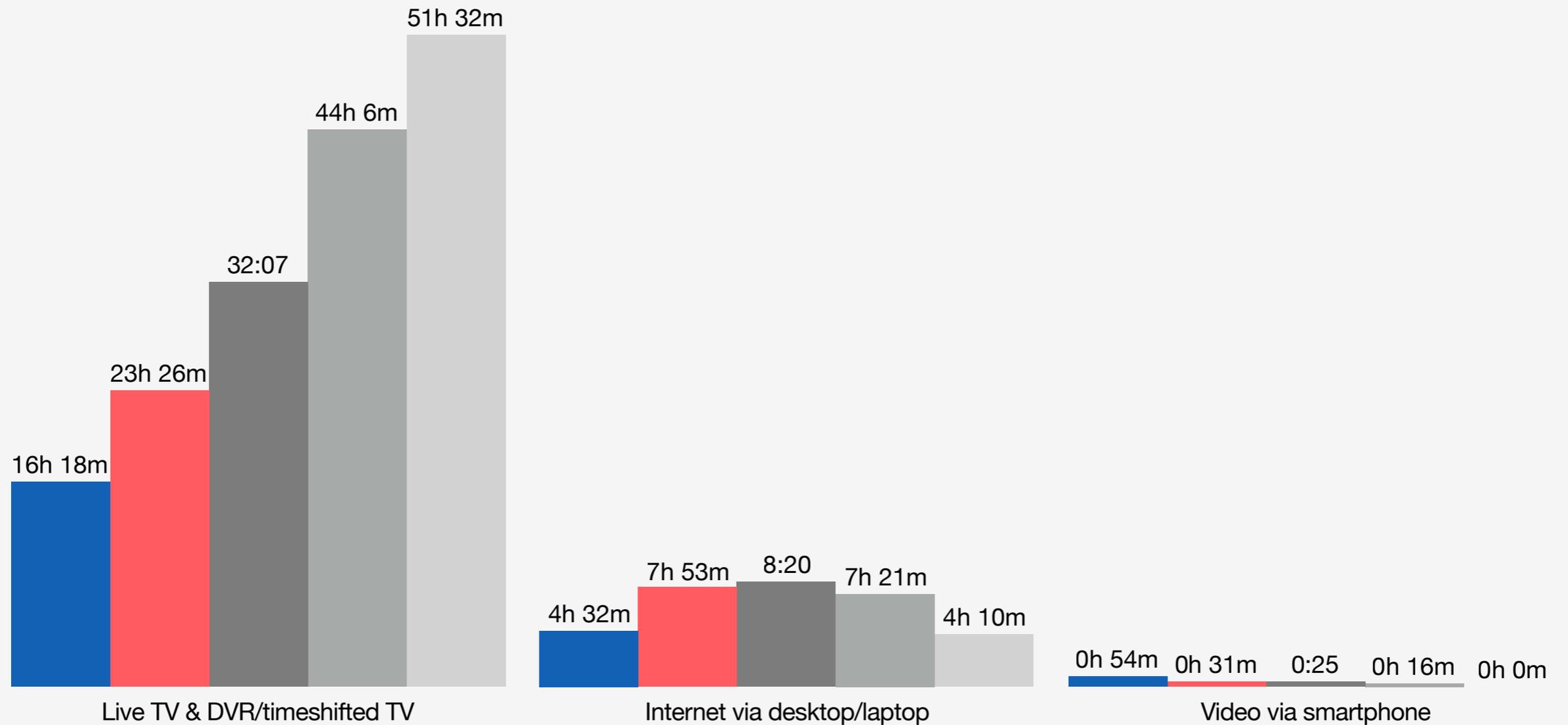


Native Mobile Apps

Apps used by millennials such as Snapchat don't have clickable links and anything a user types to share is not tracked.

Millennials watching less live TV

Younger viewers watch half as much live TV as the average adult



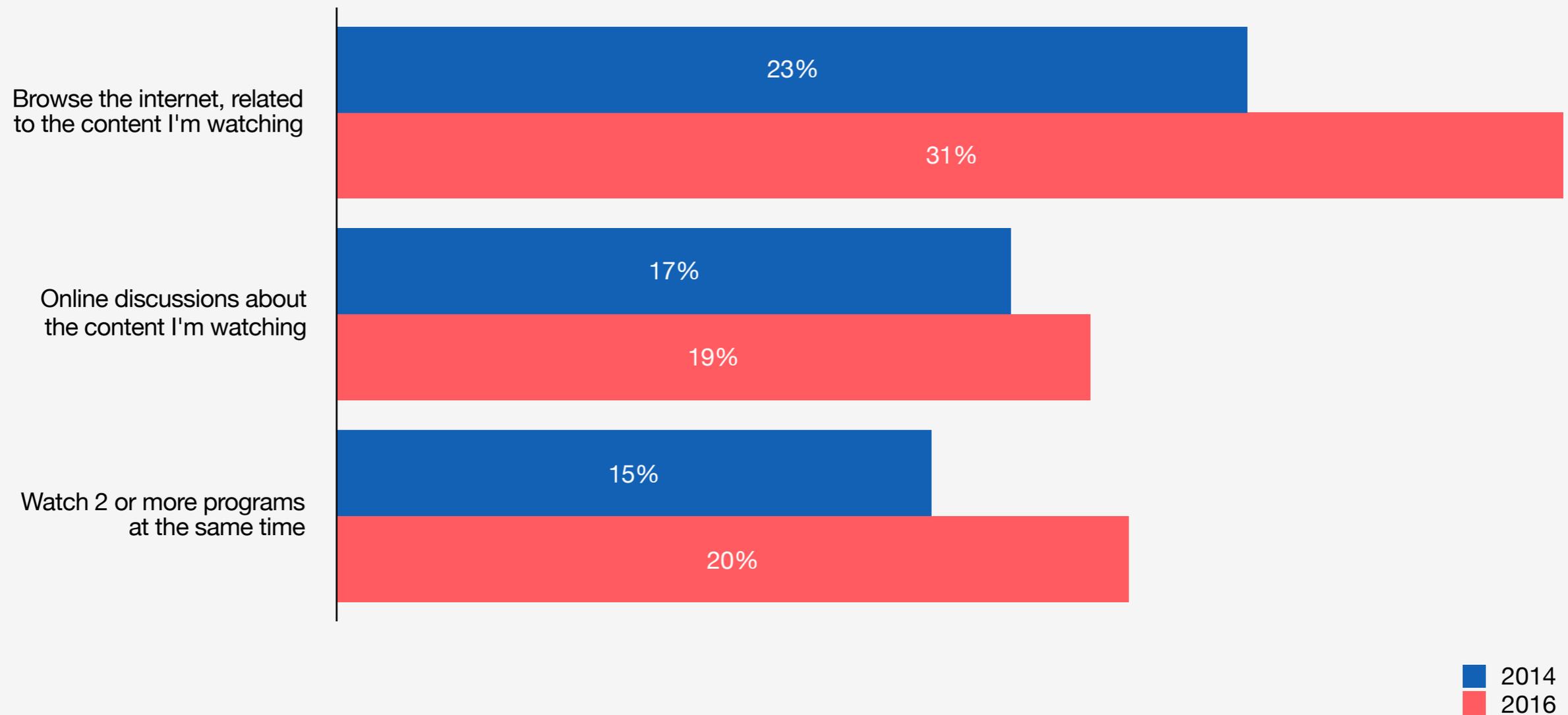
Weekly live and time-shifted TV consumption by platform

Source: Nielsen, "The Total Audience Report", June 2016

■ 18-24 ■ 25-34 ■ 35-49 ■ 50-64 ■ 65+

While watching, probably multitasking

Percentage of people combining media activity up sharply



These stats illuminate how millennials are finding and accessing media and news. But what they are consuming is just as important as how they are consuming it. The following are examples of some new digital storytelling methods that are designed to appeal to millennials.



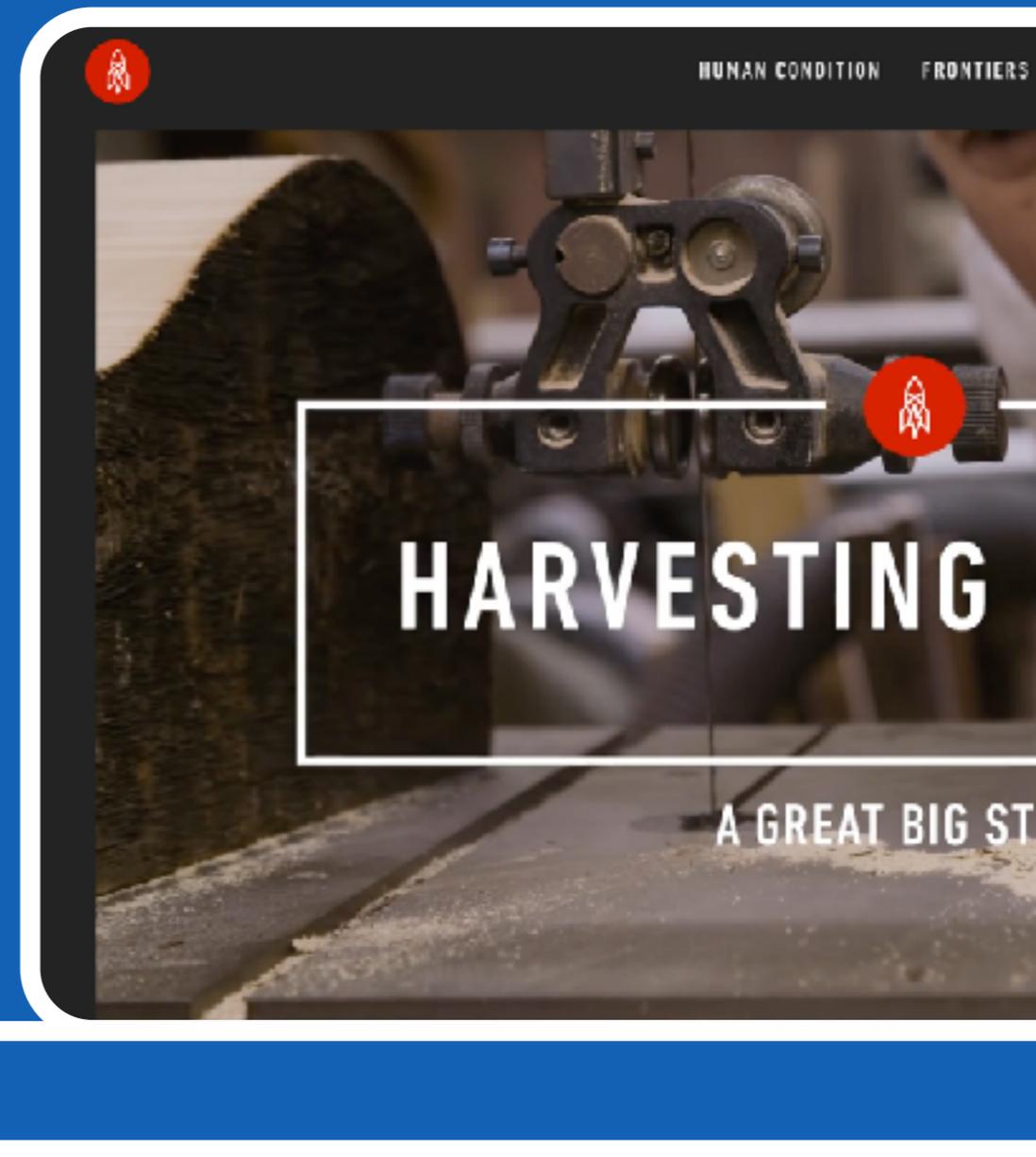
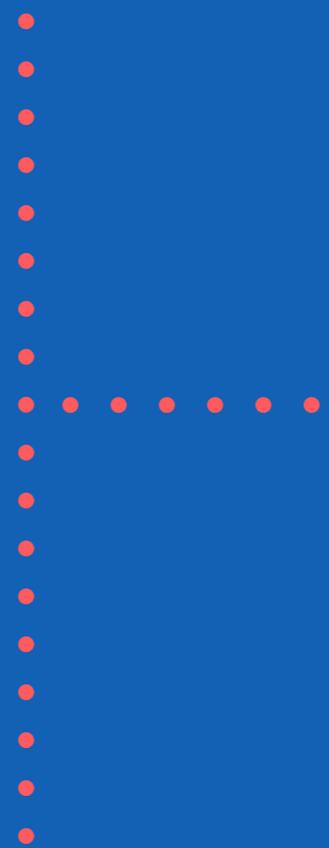
Great Big Story targets with video

New CNN brand is focused on buzzworthy, shareable stories that aren't tied to the day's news cycle

In 2015 CNN launched a new brand called Great Big Story. It's video content, made to viewed anywhere you watch video—via browser, on a phone, shared through social media and distributed to set-top boxes such as Roku and Apple TV.

The idea is to create habit viewing for younger consumers while broadening the definition of news.

Content is almost entirely original and ad-supported with many of the ads being native, produced in a style to match the storytelling on the site.



Newspaper spins off millennial site

Blog-style report aims to woo millennials by redrafting stories to fit their interests and reading style

A small group of journalists at the Sarasota Herald-Tribune spend part of their time redrafting local news stories to appeal specifically to millennials.

The reworked pieces are posted on Unravel, a news site that is its own brand with no overt ties to the Herald-Tribune. That's on purpose. One of the biggest complaints young users had was being "duped" into linking back to the traditional paper to get the full story.

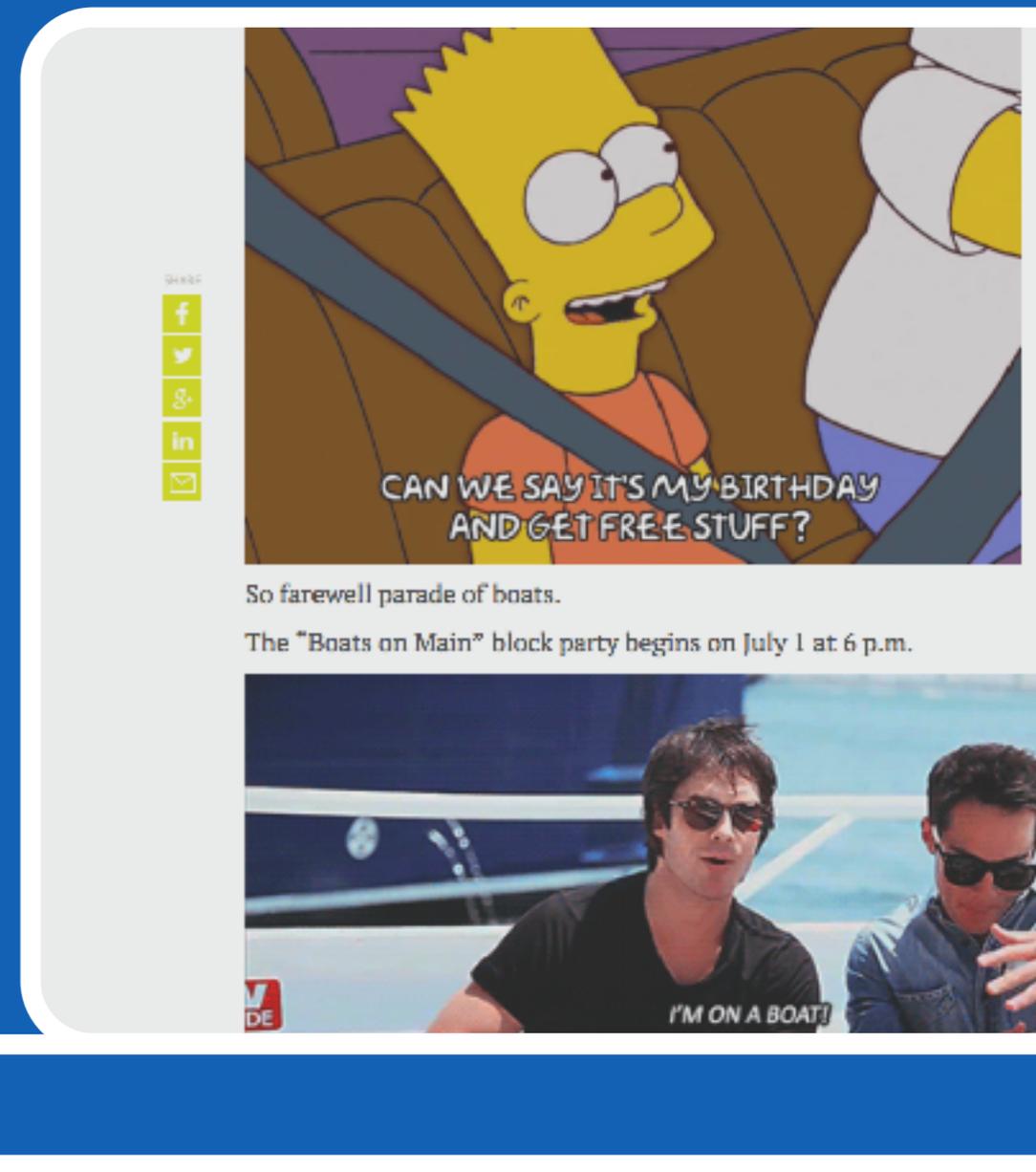
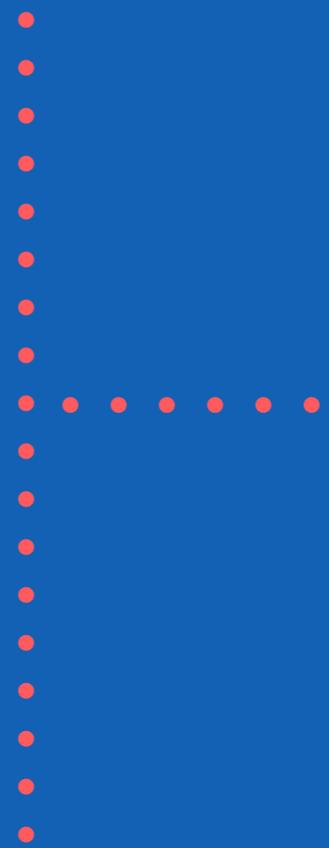


Newspaper spins off millennial site

Blog-style report aims to woo millennials by redrafting stories to fit their interests and reading style

News on the site has a different tone from that on the parent paper. Reporters' own voices come through more and often they rely on GIFs and charts as much as words to tell their stories.

Still, Unravel has no ads and managers call it an experiment. But those working on it feel it's useful to spend their time and effort crafting a new way to impart news to their fellow millennials.



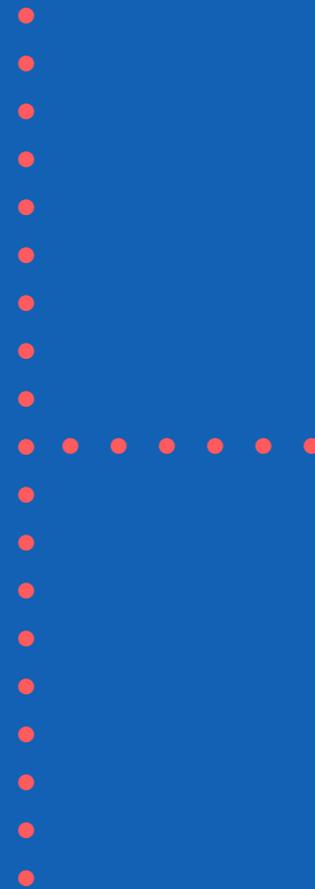
Vocativ harvests deep web stories

Company says mining otherwise unsearched info appeals to millennials

The news startup assumes its readers are seeing many of the same stories on their social platforms and through traditional media.

So it digs further, scanning the “deep web” to find a variety of content to appeal to younger news consumers.

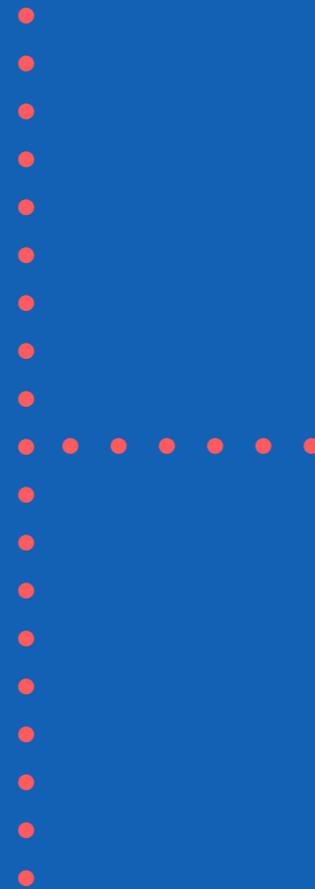
The deep web, not to be confused with the dark web, contains many piece of content that typically do not appear in regular web searches.



Vocativ harvest stories from deep web

Company says mining otherwise unsearched info appeals to millennials

The results are turned into interesting, often visual, narratives such as “Most Do-Gooders are Donut Thieves”, a story that shows that people who work at non-profits are less likely to pay for their morning donut when on the honor system.



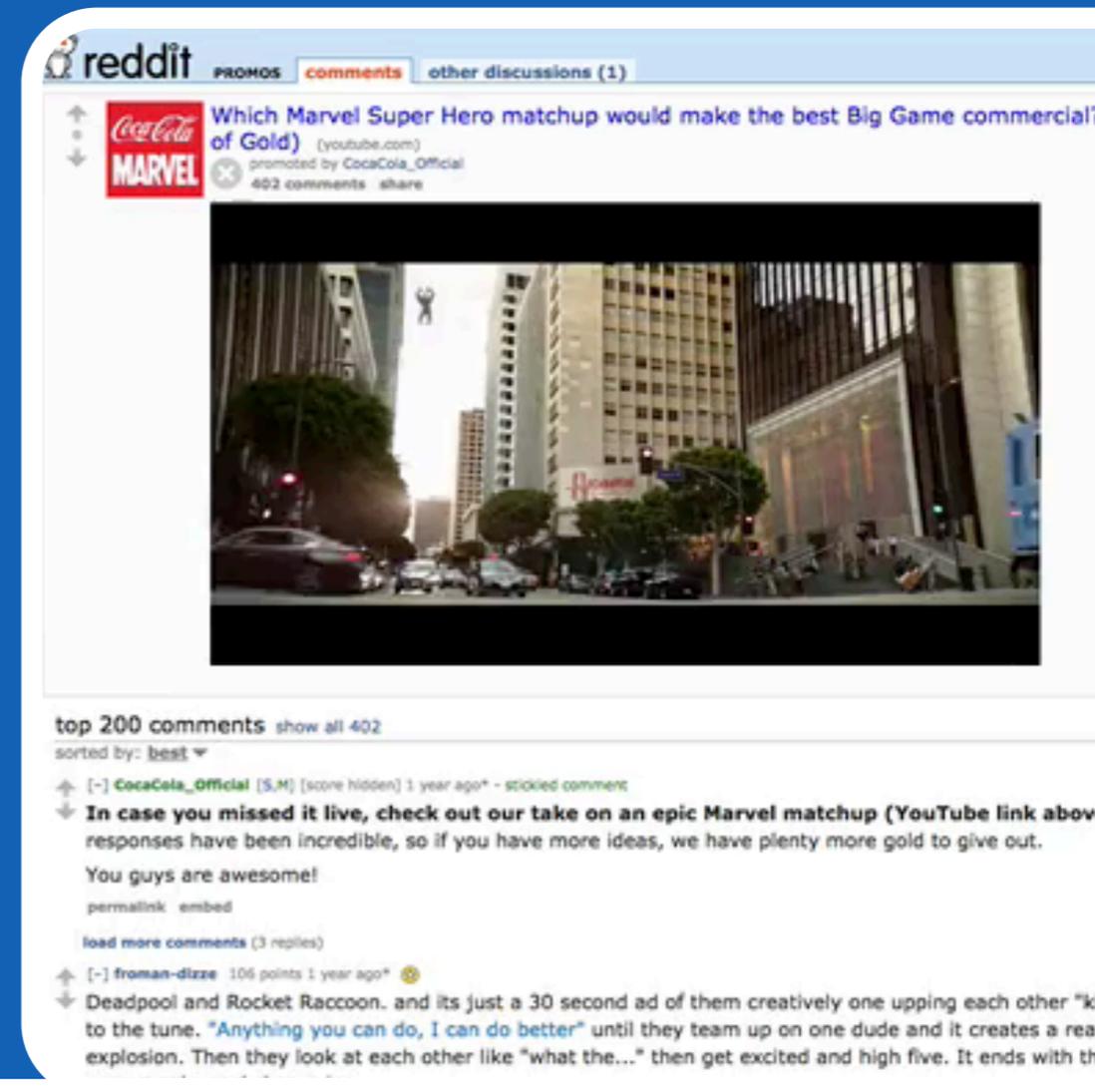
Reddit seeking audience and content

The user-generated news site engages millennials by involving them in what story gets told

Reddit is built on links and content posted and promoted by its users. But in working with Coca-Cola on a Super Bowl ad it wanted to go a step further. Could users provide a Marvel super hero matchup worthy of a commercial for the big game?

To Reddit's surprise users not only were happy to nominate their favorite heroes, but they provided detailed scenarios of how the fight would unfold. This user engagement led to Coke's Ant-Man vs. Hulk spot that aired in Super Bowl 50.

Local news organizations should take heed and look to a young audience to provide ideas for stories and other topics to cover.



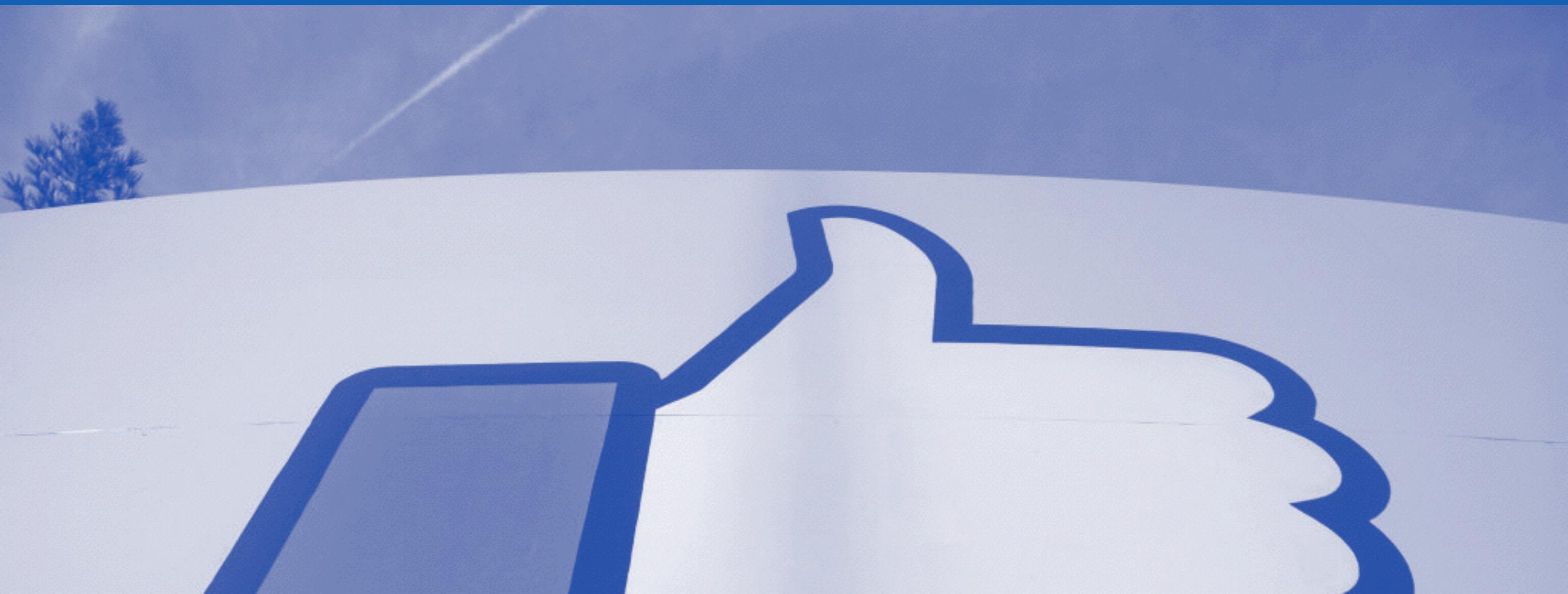
“Reddit has a massively millennial-heavy audience and there are things that we are doing programmatically as a company to engage this audience.”

Zubair Jandali

VP of Sales, Reddit

reddit

Given this mix of the right platform and the right content and functionality, let's look at the tools at our disposal to capture a modern news consumer and what some news organizations are doing to make that happen.



Thank You