SUBSUB

The Shifting Landscape of News

Insights from
YouTube EMEA News Summit 2025

PDF-guide

Contents

Traditional media is facing a critical moment

The trust declines and younger audiences increasingly lose interest. Recent data confirms what many industry insiders have long suspected: platforms like YouTube, TikTok, and Instagram have become **the primary gateways to information** for under-35s, with creator-led content consistently outperforming established news brands.
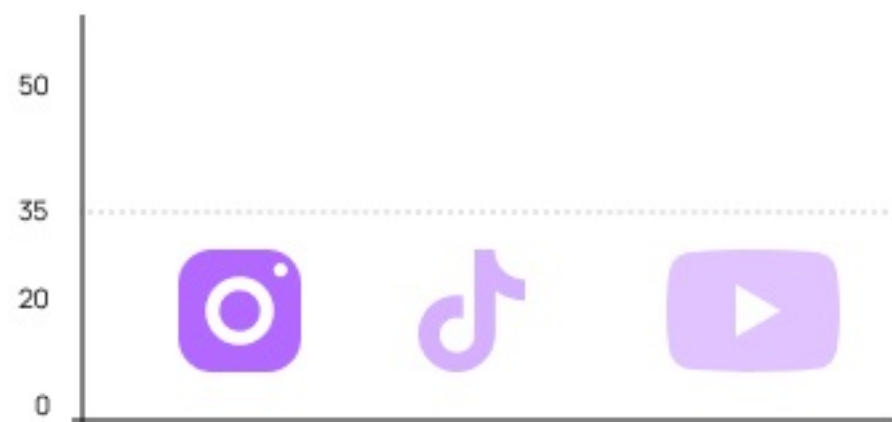
The transformation is stark: video formats dominate engagement, creators build larger audiences than century-old papers, and AI technologies simultaneously offer innovation opportunities while **deepening the fake news crisis.**

This reality was a key focus at the **YouTube EMEA News Summit 2025** in Paris, where over 250 professionals from 150 organizations, including SubSub's CEO Nick Rohynets and COO Olha Danneker, gathered to discuss the fundamental shifts in news consumption. Drawing on insights from both the summit and **The Reuters Digital News Report 2024** – presented by in Paris by Dr Richard Fletcher, Director of Research at the Reuters Institute for the Study of Journalism–this article examines the rapidly evolving news ecosystem and highlights emerging strategies for media organizations determined to stay relevant in a creator-driven landscape.

This article analyzes these shifts and offers new strategies for media companies aiming to remain relevant in a world where creator-driven content continues to gain momentum.

YouTube's growth is particularly visible in platform-level metrics:

44 billion
news-related video views monthly

27%
year-over-year growth in news viewership

8+
million YouTube TV subscribers in the U.S., challenging traditional media in the living room.

For younger users, YouTube serves as both a starting point and a destination for news, bypassing homepages, apps, and even social media feeds. As legacy distribution channels like print, TV, and direct web traffic erode, YouTube's algorithmic feed now acts as a powerful gatekeeper, dictating visibility and reach.

Meanwhile, traditional news distribution channels—such as print media, television, and direct traffic to news websites—are gradually losing their audiences. In contrast, YouTube, **through its algorithms**, determines which content will trend, effectively acting as a "filter" for the news stream.

44 billion
Views monthly

The Problem: Why the News Industry Must Adapt

However, the rapid rise of digital platforms and creator-driven content presents both new opportunities and major challenges for traditional media. As more audiences turn to platforms like YouTube and TikTok for news, legacy media outlets find it increasingly difficult to keep pace and stay relevant.

1/ News Fatigue and Declining Trust

One of the most pressing challenges is the decline in public trust. Globally, **only 40% of respondents say they trust most news** most of the time, with significant variations between countries. Finland has the highest trust level (69%), while Greece and Hungary are at the lowest (23%). In major markets like the United States (32%), France (31%), and Argentina (30%), trust remains alarmingly low, often driven by political polarization and perceived media bias.

Trust in the news has mostly fallen in European markets (potentially linked to rising **polarization**) but this is not the case everywhere.

In Europe, trust has notably declined over time. For example, between 2015 and 2024, the UK saw a drop from 51% to 36%, while France fell from 38% to 31%. An exception is the Netherlands, where trust remains relatively stable at 54%.

Trust over time

🇬🇧 UNITED KINGDOM OVERALL TRUST SCORE 2015–24

100%
51%
50%
36%
0%
2015   2024

36%
OVERALL TRUST
25/47 markets

Proportion that trusts 'most news most of the time
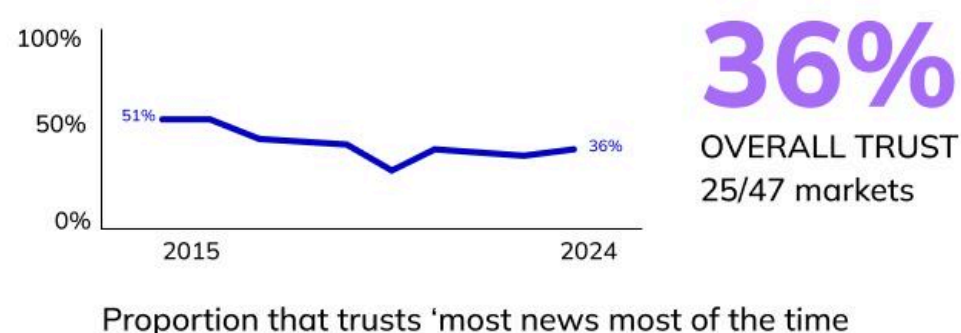
🇫🇷 FRANCE OVERALL TRUST SCORE 2015–24

100%
50%
38%
31%
0%
2015   2024

31%
OVERALL TRUST
38/47 markets

Proportion that trusts 'most news most of the time
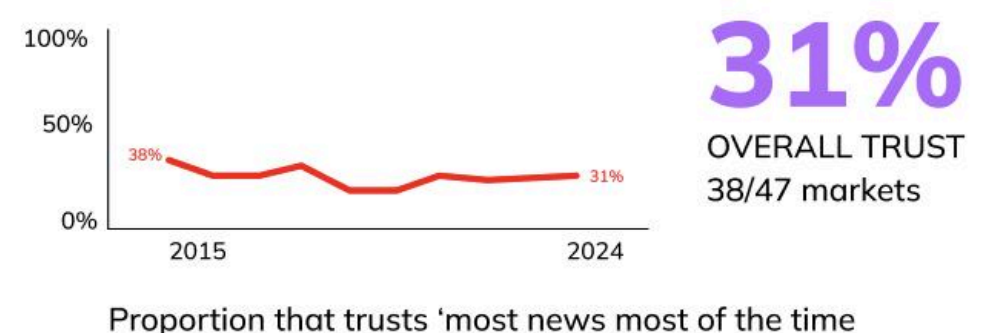
🇩🇪 GERMANY OVERALL TRUST SCORE 2015–24

100%
60%
50%
43%
0%
2015   2024

43%
OVERALL TRUST
15/47 markets

Proportion that trusts 'most news most of the time
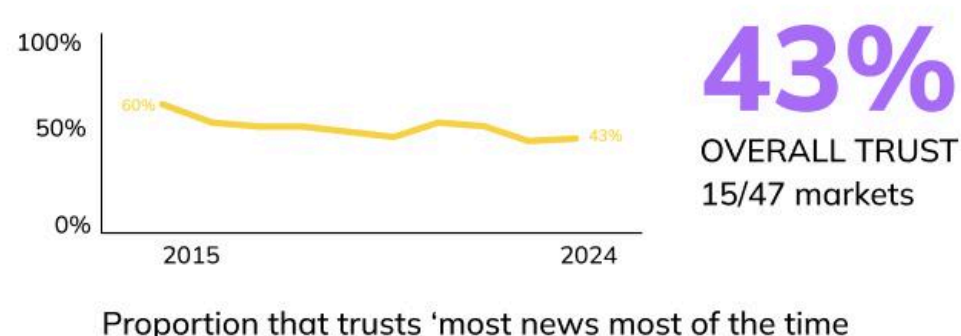
🇳🇱 NETHERLANDS OVERALL TRUST SCORE 2015–24

100%
51%   54%
50%
0%
2015   2024

54%
OVERALL TRUST
9/47 markets

Proportion that trusts 'most news most of the time
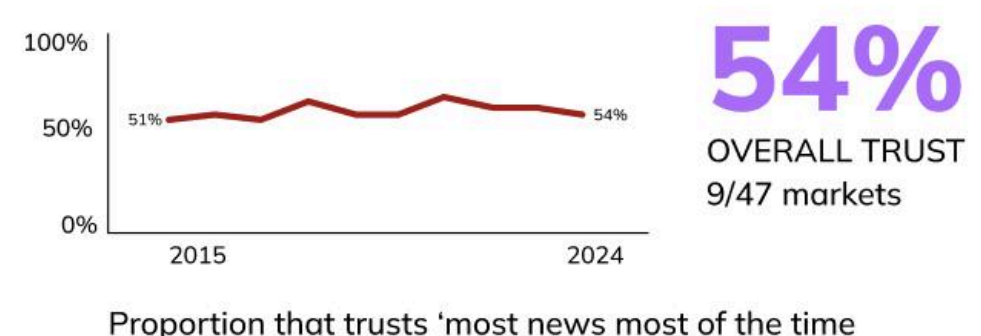
Data source: The Reuters Digital News Report 2024

The survey showed that **TikTok users** find it the **hardest** to **distinguish between real and fake news** — 27% admit they struggle with it, another 25% are unsure, and only 44% consider it easy.

A similar situation is observed on the **platform X** (24% report difficulties), as well as on Facebook, Instagram, YouTube, and WhatsApp, where trust is also declining due to the spread of disinformation.

Proportion that find it difficult to identify trustworthy news on each platform – all markets

Platform	Difficult	Easy
TikTok	27	44
X (formerly Twitter)	24	41
Facebook	21	51
Instagram	20	49
LinkedIn	18	41
WhatsApp	17	51
YouTube	17	54
Пошук Google	13	60
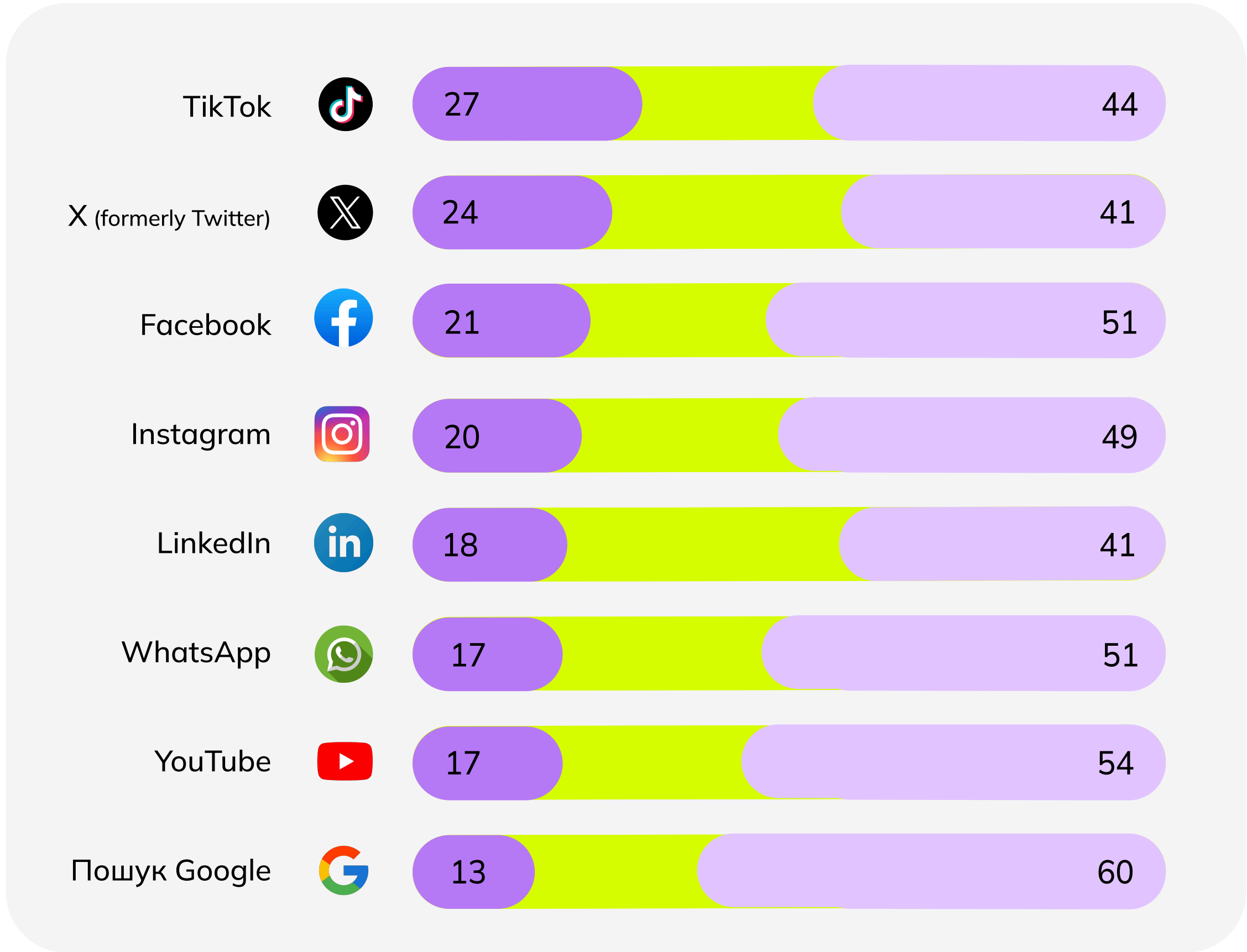
Data source: The Reuters Digital News Report 2024

Despite this, around half of users on each platform are confident in their ability to determine which information is trustworthy — although this is not always the case in practice.

Proportion that say they feel worn out by the amount of news (2019 and 2024) – selected countries

France
- 2019: 37
- 2024: 46

Brazil
- 2019: 30
- 2024: 46

Spain
- 2019: 26
- 2024: 44

Canada
- 2019: 28
- 2024: 41

USA
- 2019: 40
- 2024: 43

Legend:
- 2019
- 2024

0% 10% 20% 30% 40% 50%
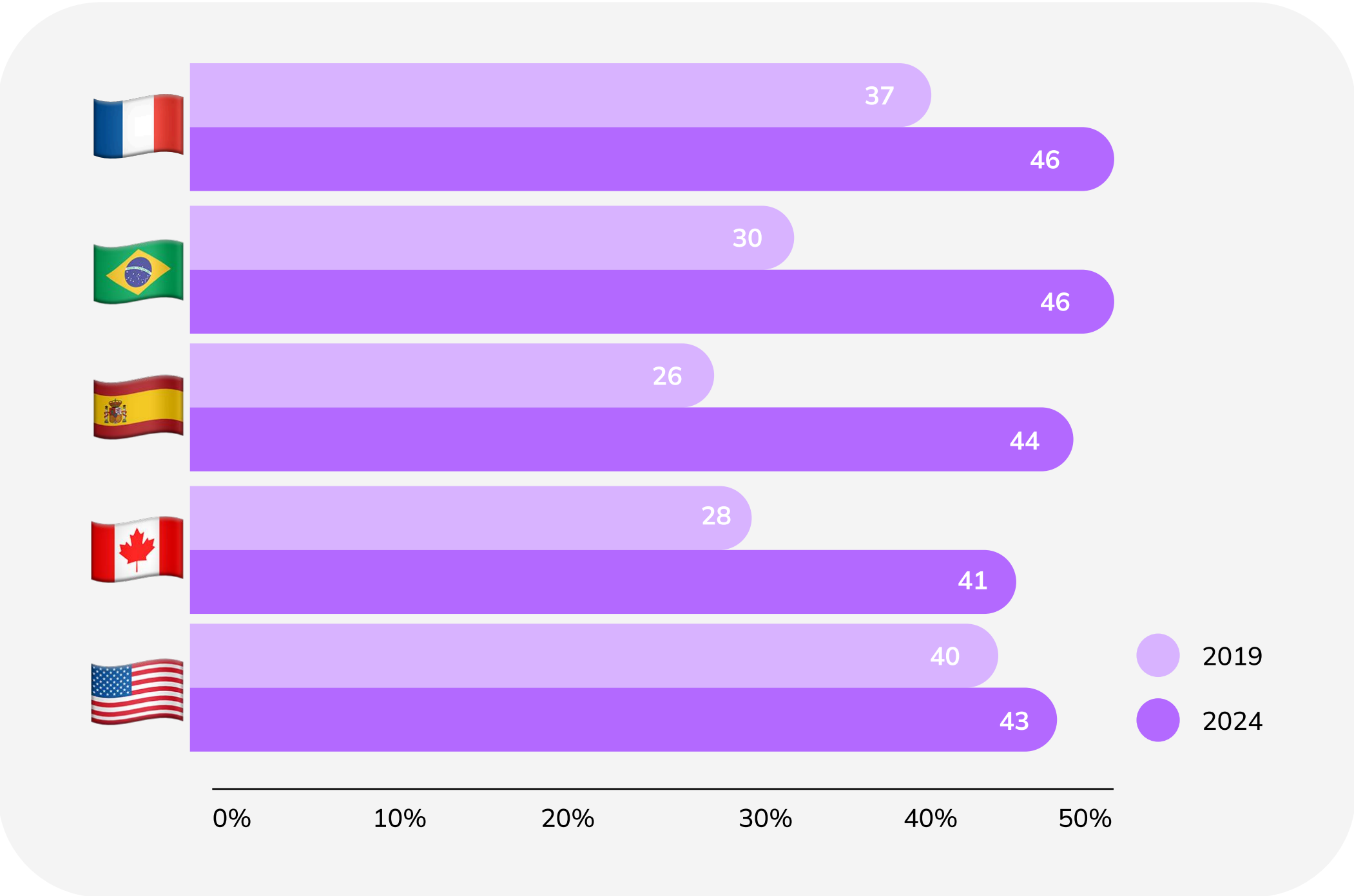
Data source: The Reuters Digital News Report 2024

The use of smartphones has increased significantly in recent years, as has the number of notifications from mobile apps. This can contribute to a sense of news overload that is difficult to disconnect from. Another factor i**s the active operation of platforms that require large volumes of content to feed their algorithms**. According to an industry survey conducted in early 2024, most publishers planned to increase their production of videos, podcasts, and newsletters throughout the year.

"
The sheer volume of information is overwhelming. We can be left feeling helpless in the face of another remote disaster, leaving you feeling guilty and impotent.

Male, 71, UK

"
There's too much news nowadays ... some are fake and some are real, but I get confused and get a headache.

Male, 27, USA

Proportion who say each factor influences which news outlets to trust – all markets

72%
Transparent about how news is made

69%
High journalistic standards

65%
Represent people like me fairly

61%
Biased

56%
Values are the same as mine

55%
Exaggerate or sensationalise

52%
Have a long history

46%
Too negative
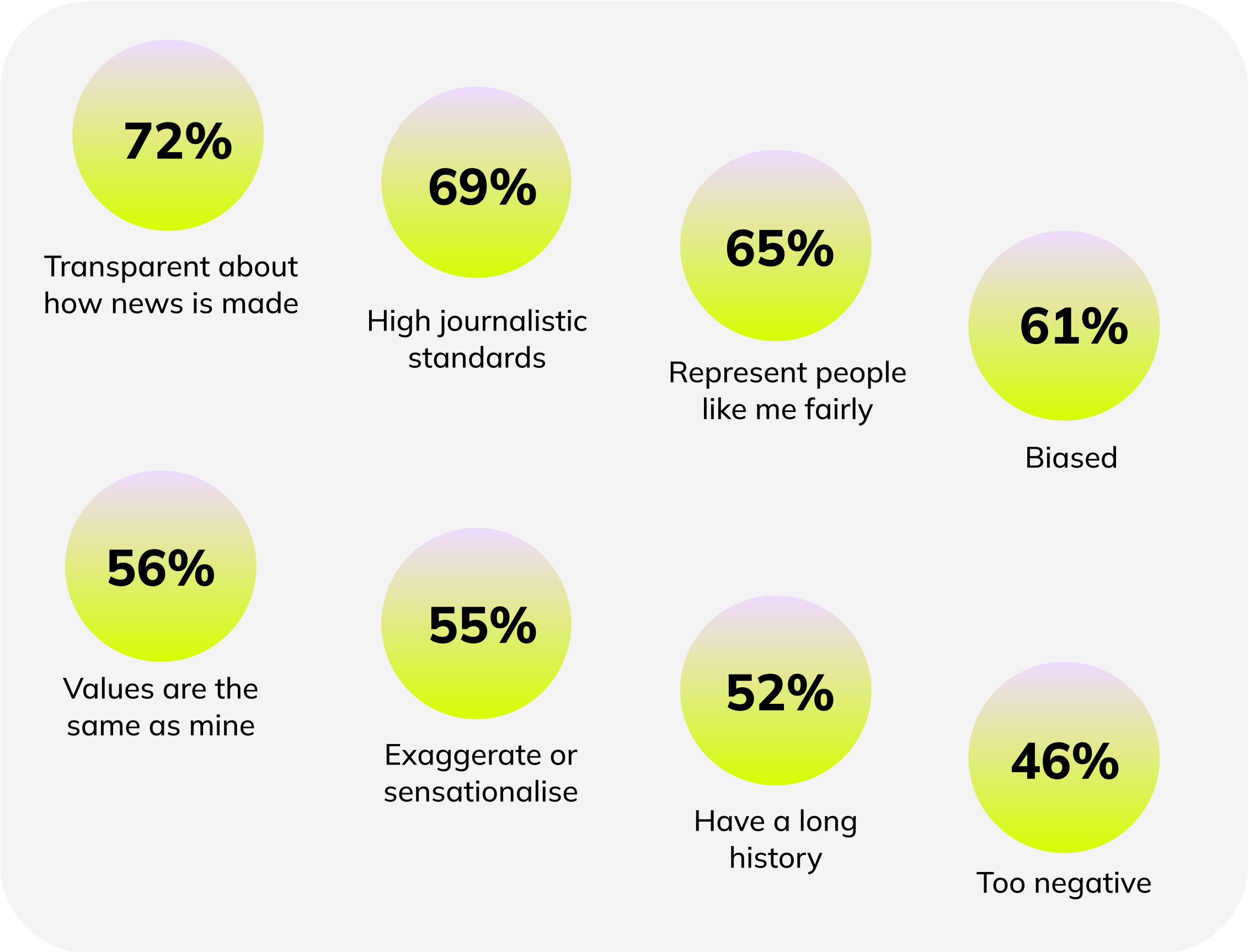
Data source: The Reuters Digital News Report 2024

The proportion of people who consider certain factors important for trusting news is most consistent when it comes to transparency, high standards, and fair representation of different groups — these values rank highest across all countries.

At the same time, **the influence of generation or political views on trust was minimal**: for example, older respondents were even more likely than younger ones to highlight the importance of social justice in the media.

News Avoidance: A Growing Concern

Interest in news is also declining. For example, in the UK, **interest dropped** sharply from **70% in 2015 to just 38% in 2024**. This trend is **especially** pronounced **among younger** audiences and women.

39% say they often or sometimes avoid the news these days...

29% ..up in 2017

"World news is far too depressing at the moment with most news channels reporting on the same things.

Female, 45, UK

Interest in news is decreasing, with significant drops in most countries. In the UK, for instance, interest plummeted **from 70%** in 2015 to **just 38%** in 2024. Younger audiences and **women are particularly affected, with 39%** globally feeling overwhelmed by the sheer volume of news—up from **28%** in 2019.

Countries like Spain (+18pp), Denmark (+16pp), and Brazil (+16pp) report the most significant increases in news fatigue. Women (43%) are more prone to fatigue than men (34%), partly due to the constant influx of notifications and the pressure to stay informed. Despite this, media organizations continue to increase content production, which only exacerbates the problem.

Decline in interest in the news

Proportion extremely or very interested in news (2015-2024)

Selected countries with largest falls in the past decade

Spain 85% — 52% -33pp 2015 — 2024	**Argentina** 77% — 45% -32pp 2017 — 2024	**UK** 70% — 38% -32pp 2015 — 2024
France 59% — 36% -23pp 2017 — 2024	**Germany** 74% — 55% -19pp 2017 — 2024	
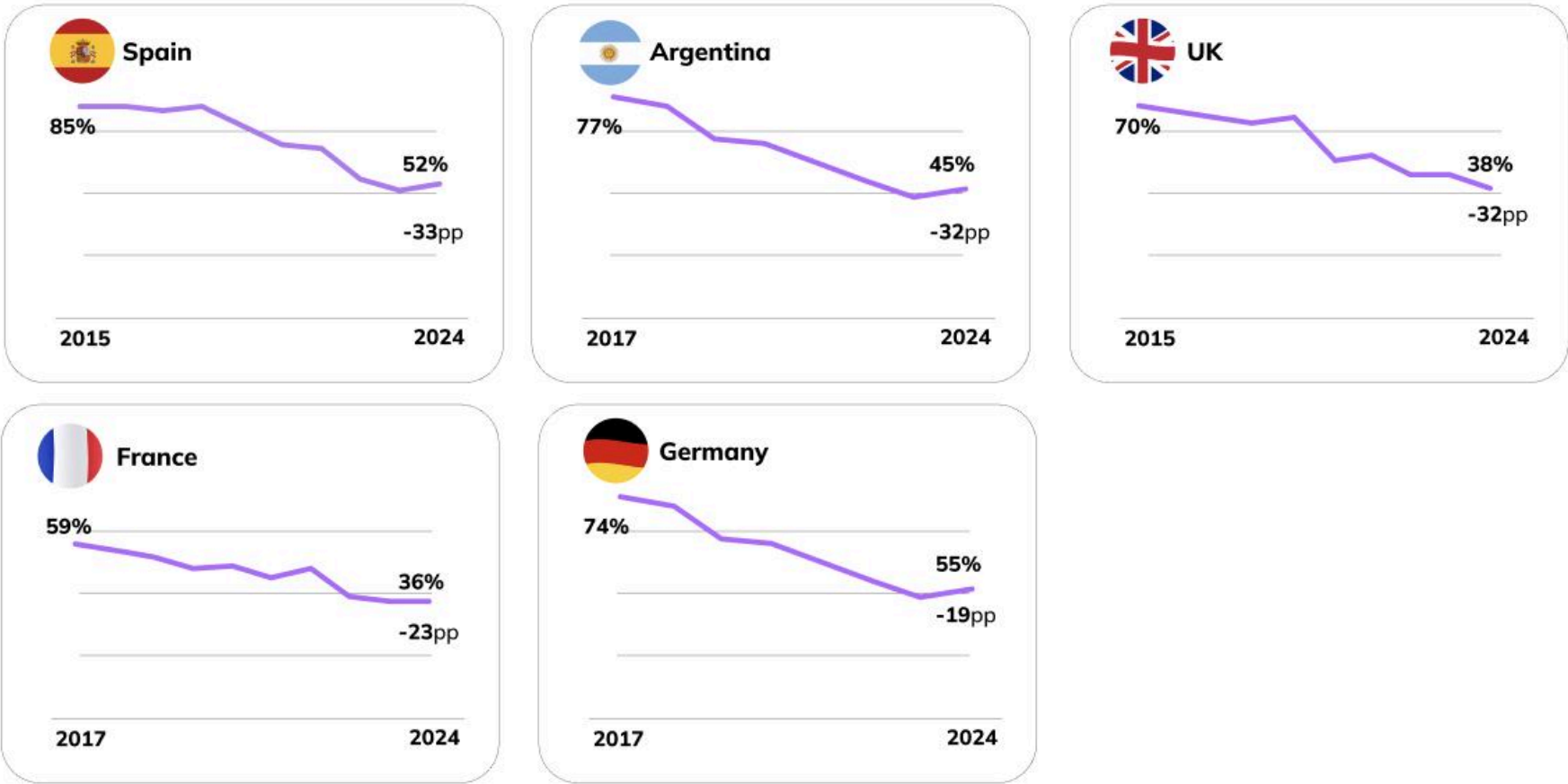
Selected countries with smaller falls/stable interest

Austria 64% — 48% -16pp 2015 — 2024	**USA** 67% — 52% -15pp 2015 — 2024	**Netherlands** 57% — 49% -8pp 2015 — 2024
South Korea 41% — 39% -2pp 2016 — 2024	**Finland** 64% — 65% -19pp 2015 — 2024	
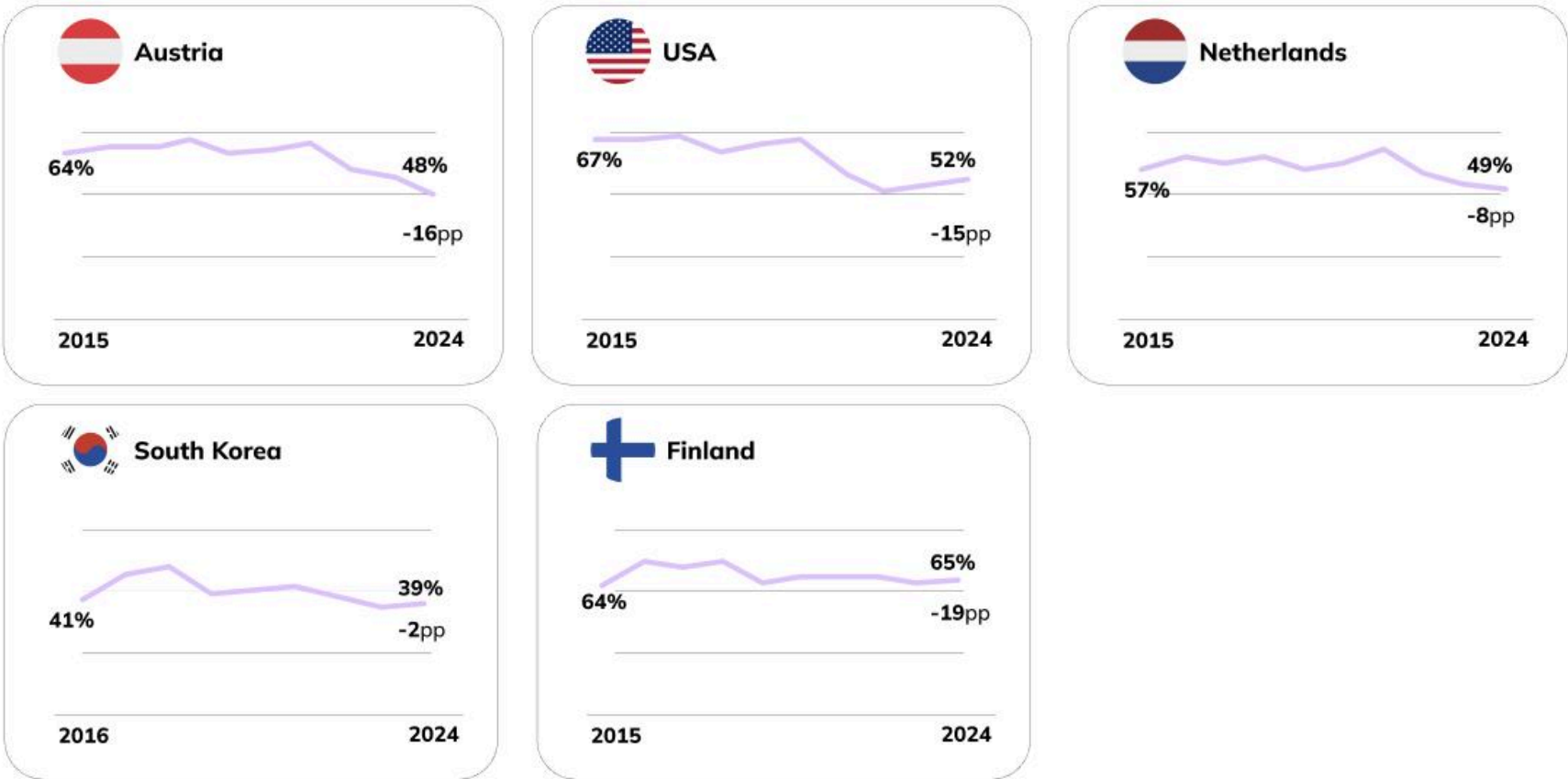
2/ Social Media and Video: Transforming the News Landscape

Social media platforms are reshaping news consumption. As audiences increasingly seek **faster and more engaging** content, traditional media outlets are losing ground.

For instance, TikTok has grown as a news source among the 18–24 age group, with 23% of young users now relying on it—a 2% increase from the previous year.

The importance of different gateways to news - All markets

Main way of getting to news
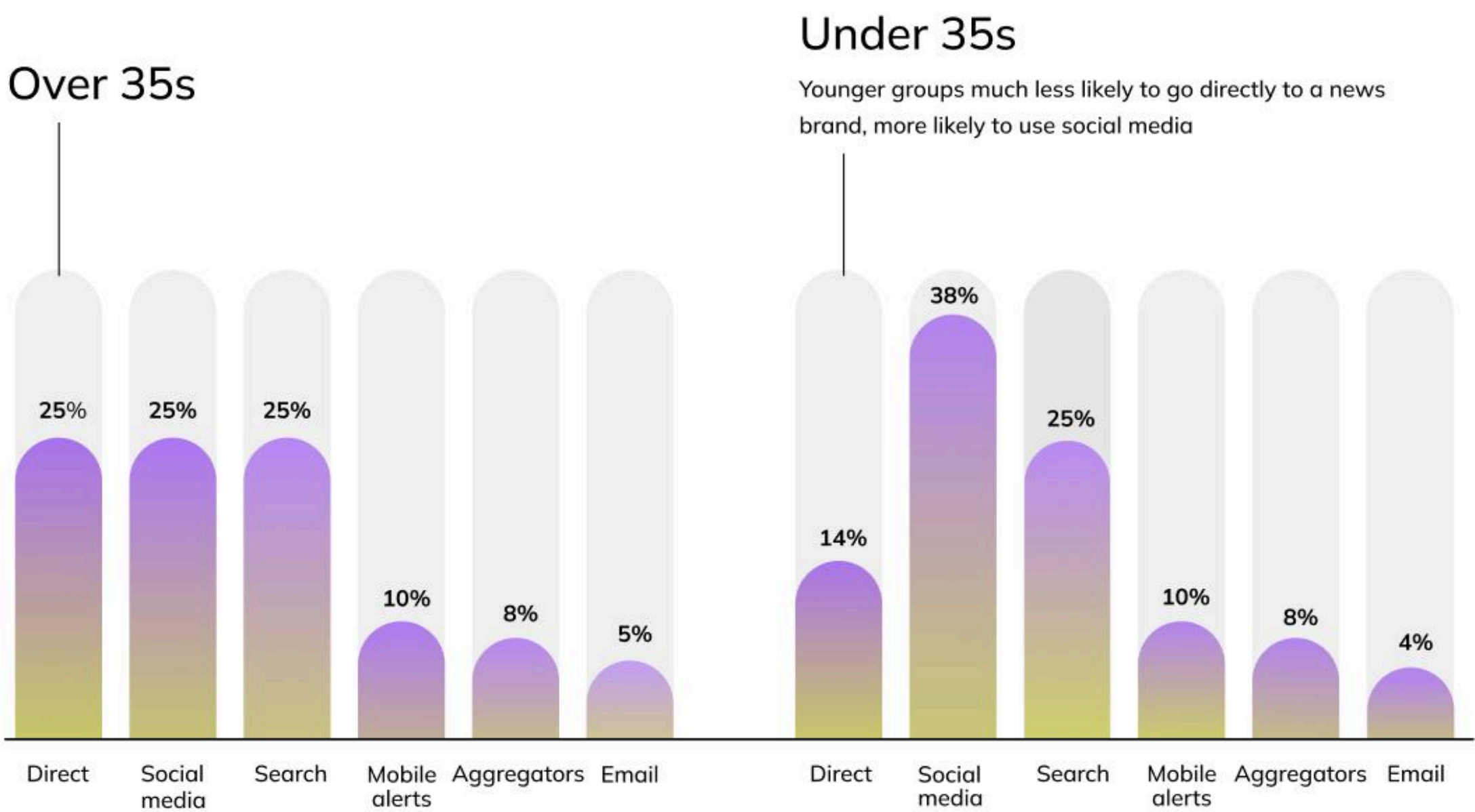
Q10a_new2017_rc. Which of these was the "MAIN" way in which you came across news in the last week? Search is Net: used search engine using keyword of particular... 2024
Global 47 markets: 35+: 61121, U35: 25845

Data source: The Reuters Digital News Report 2024

Younger audiences (under 35) are significantly more likely to access news via social media (38%), compared to older users who also rely on direct access (25%) and search engines (25%). This shift reflects the growing fragmentation of news consumption across multiple networks, with users favoring video-centric platforms over traditional news websites.

Proportion that used each network for news in the last week – selected countries

Traditional networks on the slide

Facebook ↓

Country	Value	Change
Philippines	61	-11pp
Colombia	48	-10pp
Malaysia	43	-8pp
Argentina	37	-11pp
Turkey	27	-6pp

X ↓

Country	Value	Change
South Africa	19	-6pp
Indonesia	12	-9pp
Malaysia	12	-6pp
Colombia	12	-6pp
Philippines	9	-7pp

Newer network on the rise

TikTok ↑

Country	Value	Change
Thailand	39	+9pp
Kenya	36	+7pp
Indonesia	29	+7pp
South Africa	28	+6pp
Nigeria	28	+6pp

0%   25%   50%   75%   100%

Social **networks** are **shifting** towards **video-first platforms**, while Facebook and X are **reducing traffic to media websites**, prioritizing user retention on their own platforms. This has a particularly strong impact in countries where people primarily access news via social media.

Although overall TikTok usage has remained almost unchanged compared to last year, **the proportion of users turning to TikTok specifically for news has grown to 13%** on average across all countries (+2 percentage points), and to 23% among 18–24-year-olds.

Behind these numbers is particularly dynamic growth in regions such as Africa, Latin America, and South Asia.

For example, 39% of TikTok users in Thailand, 36% in Kenya, 29% in Indonesia, and 27% in Peru say **they access news on the platform weekly**.

In contrast, TikTok remains a less common news source in the United States (9%), the United Kingdom (4%), and Denmark (3%).

At the same time, the platform's future in the US remains uncertain due to ongoing political debates around Chinese influence. In India, TikTok is already banned, but local alternatives like Moj, Chingari, and Josh have emerged.

Data source: The Reuters Digital News Report 2024

Proportion that say each is their main online news video platform by age group
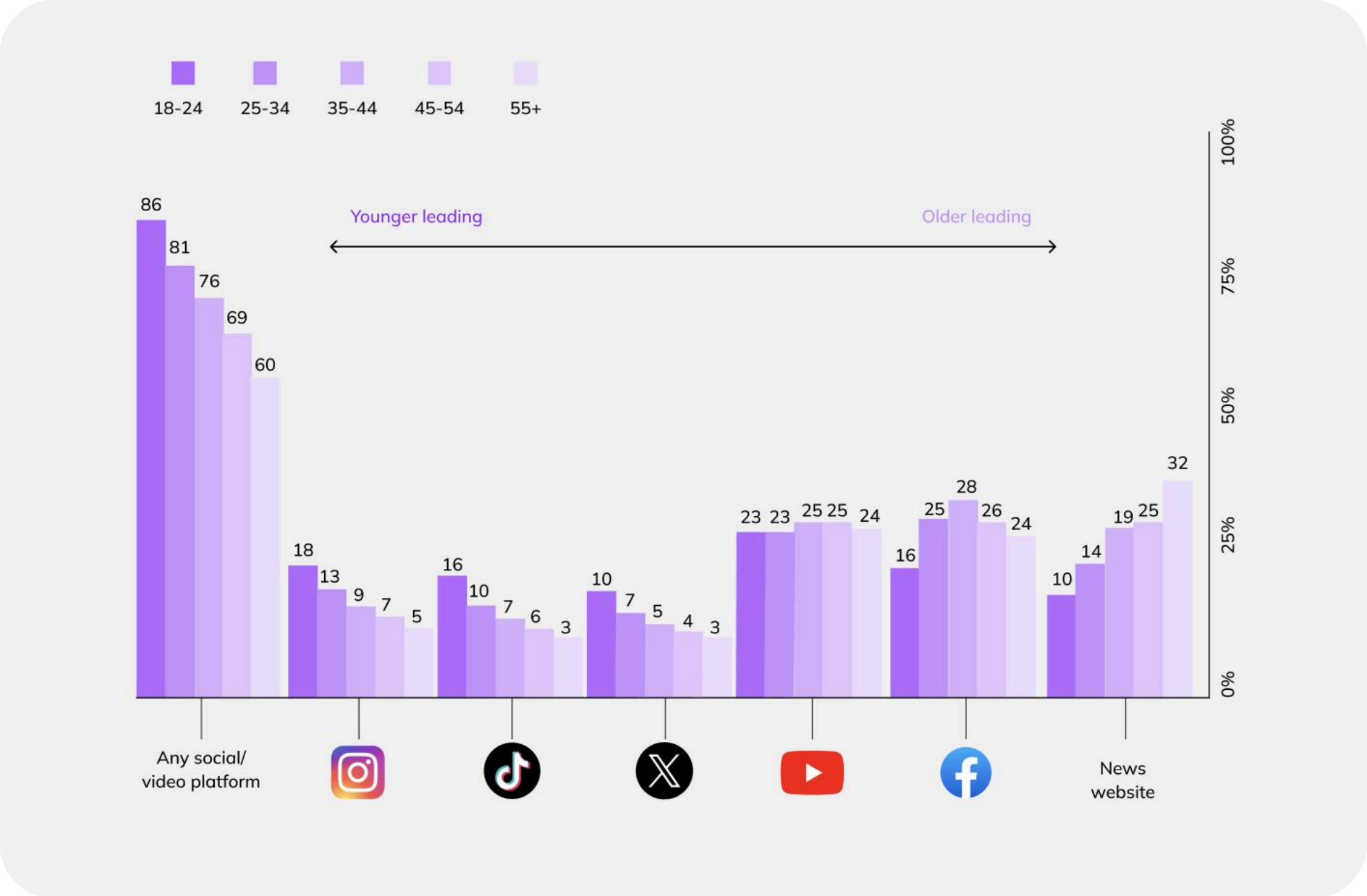
Data source: The Reuters Digital News Report 2024

The chart above highlights the main platforms used for video news consumption across selected markets. Social and video networks, such as YouTube and TikTok, dominate over traditional news websites, with younger audiences (under 35).

3/ Video Beats Text

Video content has become the preferred format, attracting **more engagement** due to its dynamic nature. Short-form videos are especially popular:

66%
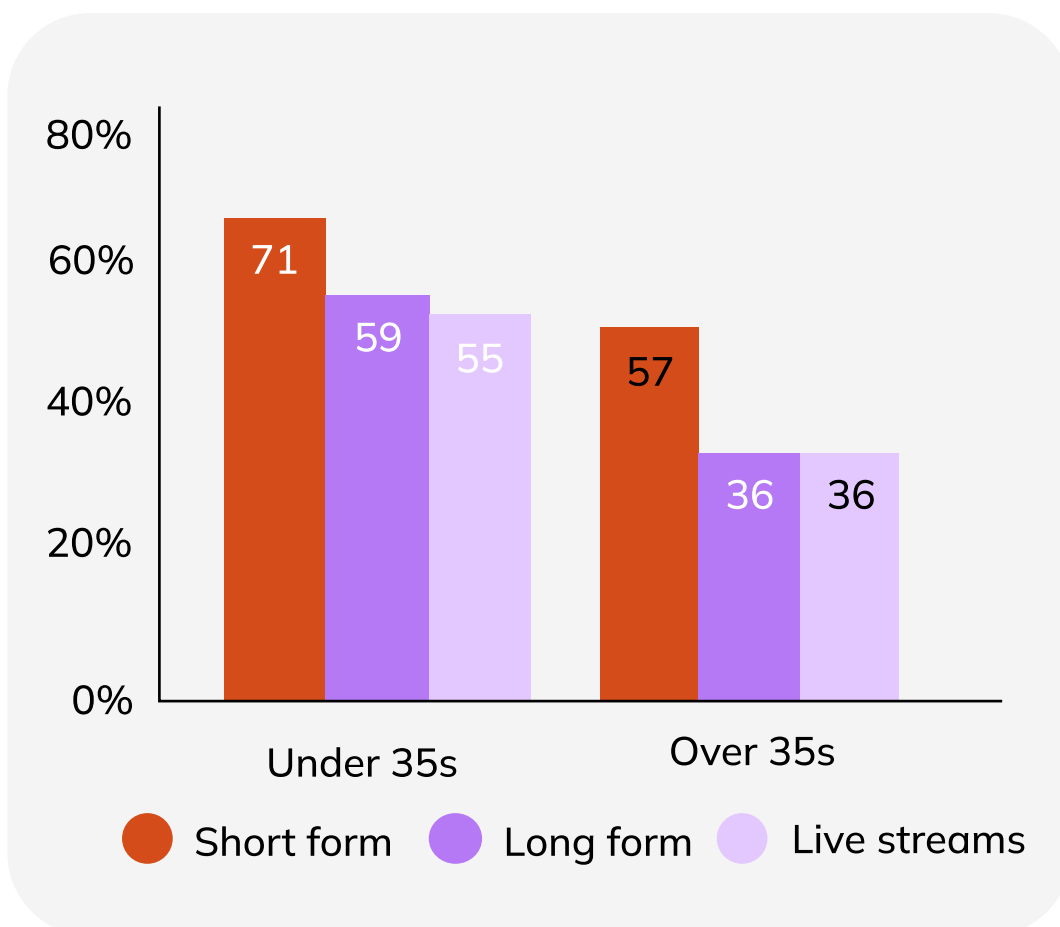
of users watch short news videos weekly

60%

the population in the U.S. regularly consumes short-form news.

39%

users in the United Kingdom regularly watch short news videos.

Proportion that use each form of news video weekly by age group – USA

Chart: Proportion that use each form of news video weekly by age group

	Short form	Long form	Live streams
Under 35s	71	59	55
Over 35s	57	36	36

Legend: 🔴 Short form 🟣 Long form 🟪 Live streams

Live news streams and long-form videos are most actively watched by audiences under 35, while older users engage with them less frequently. In contrast, short-form videos are popular among both younger and older viewers.

During the COVID-19 pandemic, people started watching short news videos more frequently on platforms like YouTube and TikTok.

Data source:
The Reuters Digital News Report 2024

The COVID-19 pandemic accelerated this trend, with platforms like YouTube and TikTok thriving on user-generated and algorithmically recommended content.

The shift to video over text is driven by three key factors: **authenticity, convenience, and diverse perspectives.** Many users value the unedited and spontaneous nature of videos, which they perceive as more trustworthy.

Platforms like YouTube and TikTok also offer short, easy-to-watch clips that efficiently deliver news while aligning with personal interests. Additionally, video content provides varied viewpoints, covering **nearly any topic from multiple angles**, making it both informative and engaging.

Reasons for consuming video over text

Authenticity and Trust

"I like the videos that were taken by an innocent bystander."

"These videos are unedited and there is no bias or political spin."

Convenience of the Platform

"They are short, easy-to-watch clips that are sufficient to provide news in a nutshell."

"They are aligned with my personal interests, their algorithm feeds me suggestions based on previous viewing."

Different Perspectives

"I can find something on nearly any topic, many different worldviews and perspectives, long videos for deep dives, short form for a quick look, and everything in between."

As a result, video networks increasingly dominate news consumption, challenging traditional text-based formats.

4/ Creators are the new News providers

The rise of social and video networks has transformed how audiences consume news, with **creators and online personalities** becoming prominent sources of information. Platforms like YouTube, Instagram, and TikTok have given creators the ability to reach vast audiences, often rivaling traditional news outlets.

Proportion who pay attention to each for news on each platform – all markets

Journalists mostly lead

X	
Journalists/news media	**53%**
Online influencers and personalities	**45%**
Politicians/activists	**43%**

Facebook	
Journalists/news media	**39%**
Online influencers and personalities	**39%**
Ordinary people	**39%**

Online personalities mostly lead

Data source:
The Reuters Digital News Report 2024

YouTube	
Online influencers and personalities	**46%**
Journalists/news media	**41%**
Alternative news sources	**32%**

Instagram	
Online influencers and personalities	**53%**
Journalists/news media	**41%**
Ordinary people	**34%**

TikTok	
Online influencers and personalities	**57%**
Ordinary people	**43%**
Journalists/news media	**34%**

United States

In the United States, this shift is especially evident, as creators gain significantly more attention compared to mainstream journalists on platforms like YouTube and TikTok.

46%

YouTube users primarily follow **influencers** for news

41%

prefer **traditional media**

57%

TikTok users choose creators as their primary source of news.

In contrast, platforms like X and Facebook still see journalists maintaining a leading role.

One of the most discussed examples in the U.S. is Tucker Carlson, who, despite his departure from Fox News, remains highly influential as an independent creator on X.

Alternative voices and news creators — United States

Individual accounts get more traction in the US than in most other countries

MOST MENTIONED INDIVIDUAL NEWS-RELATED ACCOUNTS - USA

	Personality name	Known for	Main platform	Followers
1	Tucker Carlson	Conservative commentary	X	11.6m (X)
2	Joe Rogan	Podcaster/Conservative Chat	YT	16m (YT)
3	David Pakman	Left leaning commentator	YT	2m (YT)
4	Tim Pool	Conservative commentary	YT	1.35m (YT)
5	Alex Jones	Right-wing commentary	X	2.1m (X)
6	Ben Shapiro	Conservative commentary	YT	6.75m (YT)
7	Anderson Cooper	CNN anchor	X, IG	9.5m (X), 4.1m (IG)
8	Bryan Tyler Cohen	US progressive talk	YT	2.59m (YT)
9	Jimmy Dore	Comedian, commentator	YT	1.3m (YT)
10	Dave Rubin	Libertarian commentator	YT	2.1m (YT)

MOST MENTIONED NEWS BRANDS - USA

	Brand name	Type	Followers
1	CNN	Broadcaster	X 62m, YT 16m
2	Fox News	Broadcaster	X 24m, YT 11m
3	MSNBC	Broadcaster	X 6m, YT 5m
4	ABC News	Broadcaster	X 18m, YT 16m
5	New York Times	Newspaper	X 55m, YT 4.5m

TCN — THE TUCKER CARLSON INTERVIEW

58%

of respondents mentioned alternative media, news creators, influencers, or politicians.

42%

mentioned mainstream news brands or their journalists.

Data source: The Reuters Digital News Report 2024

TOP-10 most viewed YouTube Channels in News & Politics in the United States, April 2025

You probably haven't heard of some new news creators on YouTube. Brian Tyler Cohen–independent political host–reached more views in April 2025 than Forbes Breaking News and other traditional media.

Data source: SubSub Analytics

United Kingdom

Meanwhile, in the United Kingdom, most influential news-related accounts are linked to mainstream media, with figures like James O'Brien and Robert Peston at the forefront.

Major news brands like BBC News and Sky News dominate, accounting for 57% of mentions compared to 43% for alternative voices.

Alternative voices and news creators — United Kingdom

Most top individual accounts are associated with mainstream media. Big brands do better in the UK overall.

MOST MENTIONED INDIVIDUAL NEWS-RELATED ACCOUNTS - UK

	Personality name	Known for	Main platform	Followers
1	James O'Brien	Radio talk show (LBC)	X ▶	1.2m (X), 717k (YT)
2	Robert Peston	News and comment (ITV)	X	1.3m (X)
3	Joe Rogan	Podcaster/conservative chat	▶	15m (YT)
4	Piers Morgan	Outspoken talk show	X ▶	8.7m (X), 2.45m (YT)
5	Owen Jones	Left leaning commentator	X ▶	1.1m (X), 500k(YT)
6	Martin Lewis	Personal finance expert	X ♪	2.7m (X), 845k TikTok
7	Russell Brand	Monologues, libertarian	▶	6.75m (YT)
8	Neil Oliver	Monologues, TV host	X ▶	400k (X), 235k (YT)
9	Nigel Farage	Broadcaster/politician	X f	1.8m (X), 1.2m (FB)
10	David Ornstein	Sports transfer talk	X	2.7m (X)

MOST MENTIONED NEWS BRANDS - UK

	Brand name	Type	Followers	
1	BBC News	Broadcaster	X 15m	▶ 16m
2	Sky News	Broadcaster	X 8.5m	▶ 7.4m
3	The Guardian	Newspaper	X 10.8m	▶ 6m
4	ITV News	Broadcaster	X 2.6m	▶ 2.9m
5	Politics Joe	Digital born	X 470k	♪ 500k

43%

of respondents mentioned alternative media, news creators, influencers, or politicians.

57%

mentioned mainstream news brands or their journalists.

Data source: The Reuters Digital News Report 2024

TOP-15 most viewed YouTube Channels in News & Politics in the United Kingdom, April 2025

There are 3 personalities in the TOP-15 in the UK – **Piers Morgan**, **Neil Sean**, and R**ussell Brand**, who outperformed both well-known journalists' views-wise. Although Russell isn't a journalist and covers a wide range of topics, including Wellbeing, Relationships, and Spirituality, he also often talks about politics, giving his viewers some perspectives on what to think about this or that. For example, one of his latest videos is - What Everyone Missed About Trump's Pope Post.

Channel tracker

Total (92)

	CHANNEL TITLE	SUBS	SUBS+	VIEWS	VIEWS+	PVCO	PVC	PVN	MEV	MEER
	LBC	1.2M	+40K	993.8M	+85.1M	19.7M	65.3M	341	67.3K	2.06%
	Daily Mail World	4.8M	+40K	3.3B	+71.4M	46M	25.4M	391	10.8K	1%
	BBC News	17.8M	+200K	6B	+67.8M	13.6M	54.2M	337	61K	1.65%
	Sky News	8.5M	+70K	5B	+55.4M	15.7M	39.7M	1144	11.9K	1.39%
	GBNews	1.8M	+20K	2B	+46.8M	9.8M	37M	1076	11.6K	2.58%
	Times Radio	1.4M	+60K	1.1B	+44.3M	5M	39.2M	490	34.5K	3.13%
	Channel 4 News	3.8M	+50K	2B	+32.9M	8.5M	24.4M	398	16.6K	1.7%
	The Sun	6.1M	+20K	5.1B	+28.8M	6.2M	22.6M	492	16.5K	1.88%
	TalkTV	1.2M	+20K	1.2B	+26.2M	-4.3M	30.4M	1077	13.5K	3.58%
	Daily Mail News	95K	+12.2K	132.1M	+21.8M	8.2M	13.6M	744	569	0.81%
	Russell Brand	6.8M	-20K	1.6B	+20M	3.3M	16.7M	199	34.8K	5.52%
	Guardian News	3.9M	+20K	3.3B	+19.4M	9.3M	10.2M	182	19.7K	0.96%
	Piers Morgan Unce...	3.8M	+20K	1.1B	+18.7M	5.8M	12.9M	29	468.2K	3%
	Daily Mail Royals	424K	+15K	235M	+18.5M	10.5M	8M	129	20.2K	1.76%
	NEIL SEAN'S DAILY...	408K	+6K	686.3M	+14.3M	950.5K	13.4M	212	58.7K	13.35%

Filters

Period

Period

April '2025

Data on

Current month only

Collection

Collection

GB News & Politics

Channel

Channel

Channel

Category

Categories

Youtube topic

Youtube topic

Tag

Tags

YouTube country

Youtube Country

Content owner

Content Owner

Content language

Content language

Video type

Data source: SubSub Analytics

France

In France, however, young influencers such as Hugo Décrypte are increasingly outshining traditional news brands.

52% of mentions going to creators and alternative media versus 48% for mainstream outlets. YouTube and TikTok play a **central role** in boosting these emerging voices.

Alternative voices and news creators — France

In France, young influencers such as Hugo Décrypte and alternative media attract more attention than traditional brands.

MOST MENTIONED INDIVIDUAL NEWS-RELATED ACCOUNTS - FRANCE

	Personality name	Known for	Main platform	Followers
1	Hugo Décrypte	Political interviews, explainers	▶ ♪	2.6m (YT), 5.8m (TikTok)
2	Pascal Praud	Right-leaning commentator	X	317,000 (X)
3	Hugo Clement	Social and environmental issues	ⓘ ♪	1.3m (IG), 868k (TikTok)
4	Salomé Saqué	Youth, environment issues	ⓘ X	273k (IG) , 204k (X)
5	Éric Zemmour	Commentator, far-right politician	X	475,000 (X)

MOST MENTIONED NEWS BRANDS - FRANCE

	Brand name	Type	Followers	
1	Brut	Digital-first (youth focused)	♪ 6.5m	▶ 2m
2	Le Monde	Newspaper	X 10.8m	▶ 1.7m
3	Mediapart	Digital-first (investigations)	X 3.1m	ⓘ 1m
4	BFMTV	Broadcaster	X 4m	▶ 1.9m
5	Le Parisien	Newspaper	X 3.3m	▶ 1.4m

52%

of respondents mentioned alternative media, news creators, influencers, or politicians.

48%

mentioned mainstream news brands or their journalists.

Data source: The Reuters Digital News Report 2024

TOP-10 most viewed YouTube Channels in News & Politics in France by views, April 2025

Hugo Travers from France, known as Hugo Décrypte, who has become a top news source for young French people. With 2.6 million YouTube subscribers and 5.8 million TikTok followers, Hugo's content **outperforms traditional** outlets like Le Monde and BFMTV among younger demographics.

Besides high viewership, he also demonstrates the **best engagement rate (3.27%)** and the **highest average views per video (168.5K)** compared to major media outlets. His approach—breaking down complex political topics into engaging, short videos—illustrates how media can adopt creator-driven strategies.

Data source: SubSub Analytics

Increase in engagement

This trend **extends to engagement**, as creators with a native feel for platforms like TikTok often outpace traditional news organizations. For instance, Dylan Page's video garnered 5 million views, significantly surpassing content from the New York Times, which reached just 45,000 views.

News organisations often outgunned by young creators

Creators with a better native feel for platforms like TikTok are making a bigger impact than the BBC.

Dylan Page
10M followers

Video: "Gaza Given 24 Hours To Escape"

Views: **5M**

Vitus Spehar
3M followers

Under the Desk News

Views: **240K**

New York Times
570K followers

Video: "Tracking the Start Of Israel's Invasion In Northern Gaza"

Views: **45K**

These creators offer a mix of political commentary, personal perspectives, and relatable discussions that appeal to modern audiences, creating a more personal and engaging connection compared to conventional media.

5/ Podcasts Are Doing Great: Rising Popularity and Challenges

Podcasts have become an increasingly popular format, attracting younger, wealthier, and better-educated audiences. With around 35% of people in selected countries tuning into podcasts monthly, they are becoming a staple in digital media consumption. News podcasts, however, make up a smaller share, with just 13% of listeners.

Younger users, especially those **aged 18–34**, are the most active podcast consumers. The format's popularity is partly driven by its convenience and ability to deliver content on the go. Despite this growth, the podcast landscape is becoming saturated, making it challenging for new shows to break through. Additionally, news podcasts often feature male hosts, reflecting a **lack of diversity** in the space.

Visualisation of podcasts

Visualization and paid trends accelerate…

Alastair Campbell and Rory Stewart in their new studio set
(Image: The Rest is Politics)

Tucker Carlson aims to build a paid audience around his personal brand

French podcaster and YouTuber Hugo Décrypte interviews Emmanuel Macron

The News Agents launch a US version ahead of the election

Proportion that used a podcast in the last month (2018–2024) – selected countries

Any podcast   **News podcast**

40%

30%

29%   35%

20%

11%   13%

10%

0%

2018   2019   2020   2021   2022   2023   2024
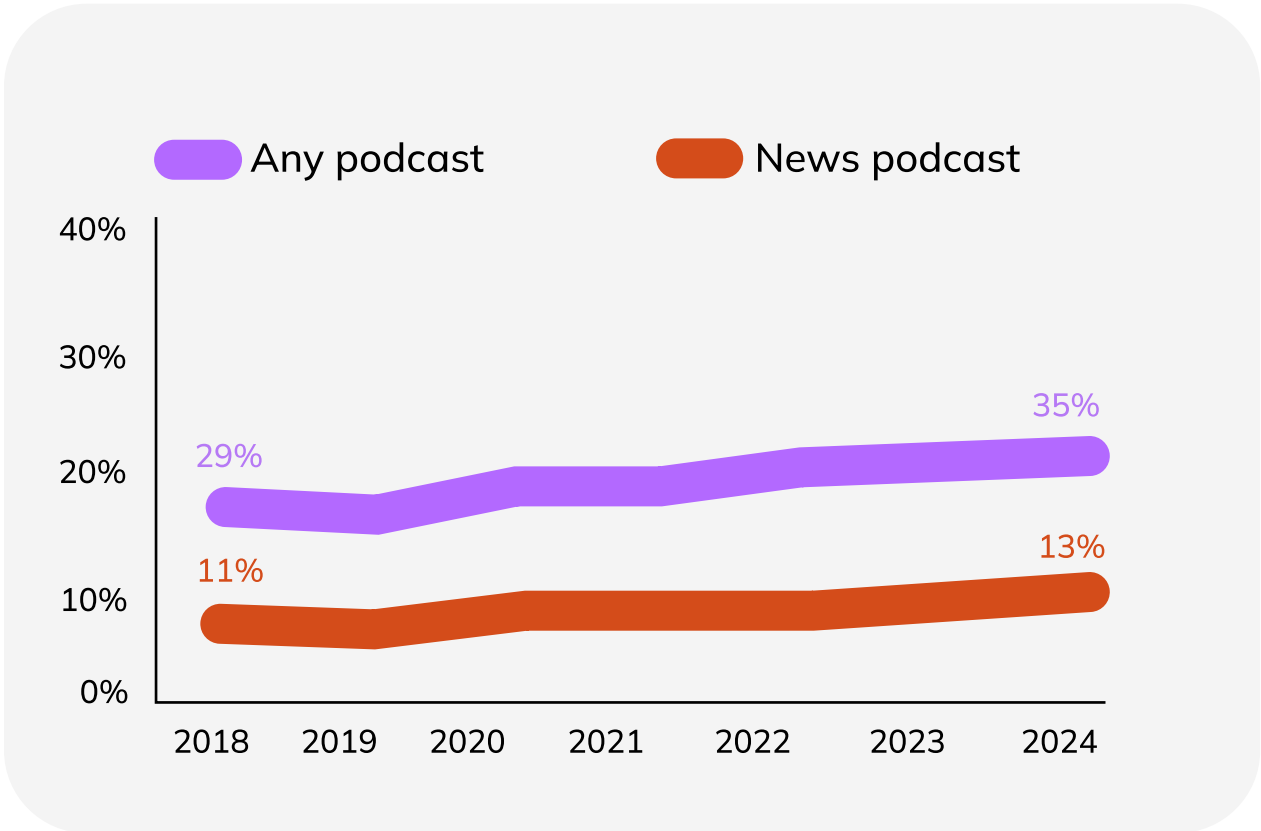
In the 20 countries where podcast consumption has been tracked since 2018, **more than a third of people (35%) listened to podcasts** in the past month. At the same time, only **13% regularly choose news podcasts** — a proportion that has remained almost unchanged over the past seven years.

Data source: The Reuters Digital News Report 2024

Profile of podcast users

Most likely a male aged 18–24, with higher education and a high income level

39%

32%

Younger age profile

58%	18–24
55%	25–34
44%	35–44
32%	45–55
20%	55+

Better educated

35%	Low
35%	Medium
43%	High
47%	Degree

Richer/higher income

29%	Low
32%	Medium
44%	High

Data source: The Reuters Digital News Report 2024

As audiences continue to embrace audio content, publishers are looking to podcasts as a way to build direct engagement, but competition remains fierce.

6/ AI, Misinformation, and Fakes: Growing Concerns

As digital news consumption rises, so do worries about misinformation and fake content, especially in countries **facing elections**. Globally, 59% of people express concern about distinguishing real from fake news online, with figures even higher in the USA (72%) and South Africa (81%).

These fears have increased compared to previous years, driven by the **prevalence of false information** on social media.

Proportion that say they have seen false or misleading information about each topic in the last week – all markets

Topic	Value	Change
Politics	36	+7pp →
COVID-19	30	
Economics, cost of living	28	+6pp →
Israel–Palestine conflict	27	← New
War in Ukraine	24	
Climate change/ environment	23	+6pp →
Immigration	21	+7pp →
Other health issues	18	+6pp →

0%   25%   50%
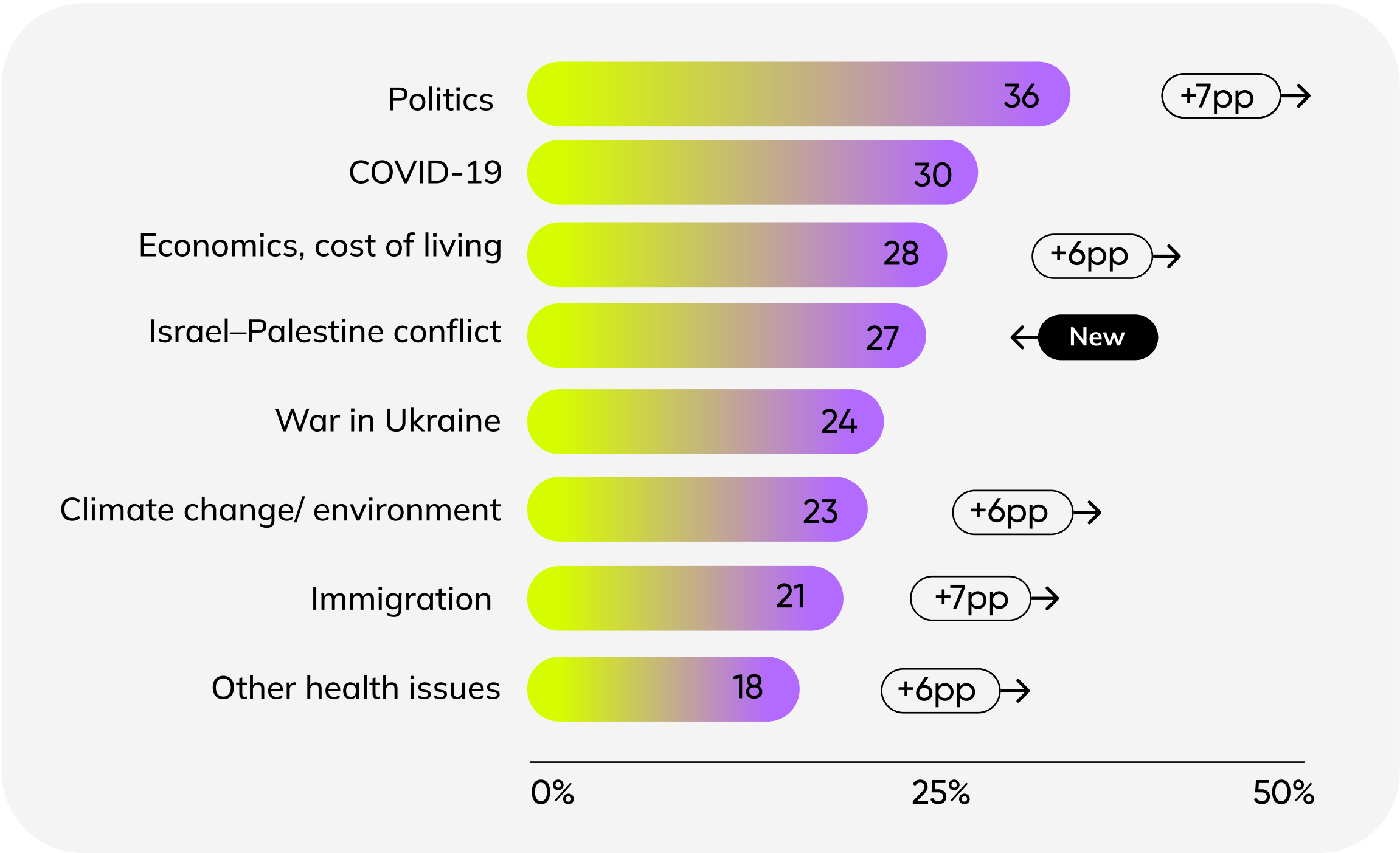
Data source: The Reuters Digital News Report 2024

Research shows that audiences are most often concerned not with fabricated content, but with biased opinions, political narratives, and superficial journalism.

Political content remains the most problematic area, with 36% of respondents reporting exposure to **misleading information** in the last week. Other topics of concern include **COVID-19** (30%), **economic issues** (28%), and ongoing conflicts like the **Israel-Palestine crisis** (27%) and the **war in Ukraine** (24%). Social media platforms are frequently implicated, as younger users, in particular, struggle to verify the credibility of news.

36%	30%	28%	27%	24%
🧐	🦠	💵	🇮🇱🇵🇸	🇺🇦
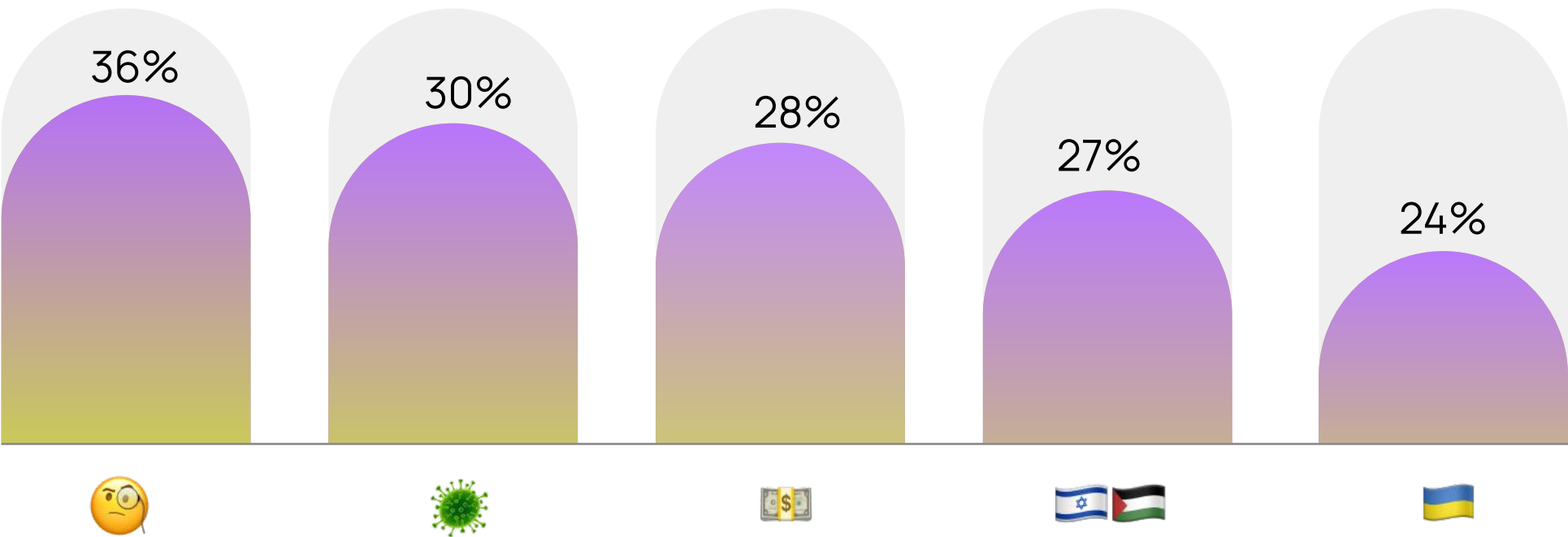
Misinformation concern is up in many countries with elections

Amid concern about use of fake audio and video in social media

🌎 **All Markets**
59% +3pp

...are concerned about what is real and what is fake on the internet.

🇺🇸
United States
72% (+8)

🇿🇦
South Africa
81% (+6)

🇬🇧
United Kingdom
70% (+1)

🇩🇪
Germany
42% (+5)
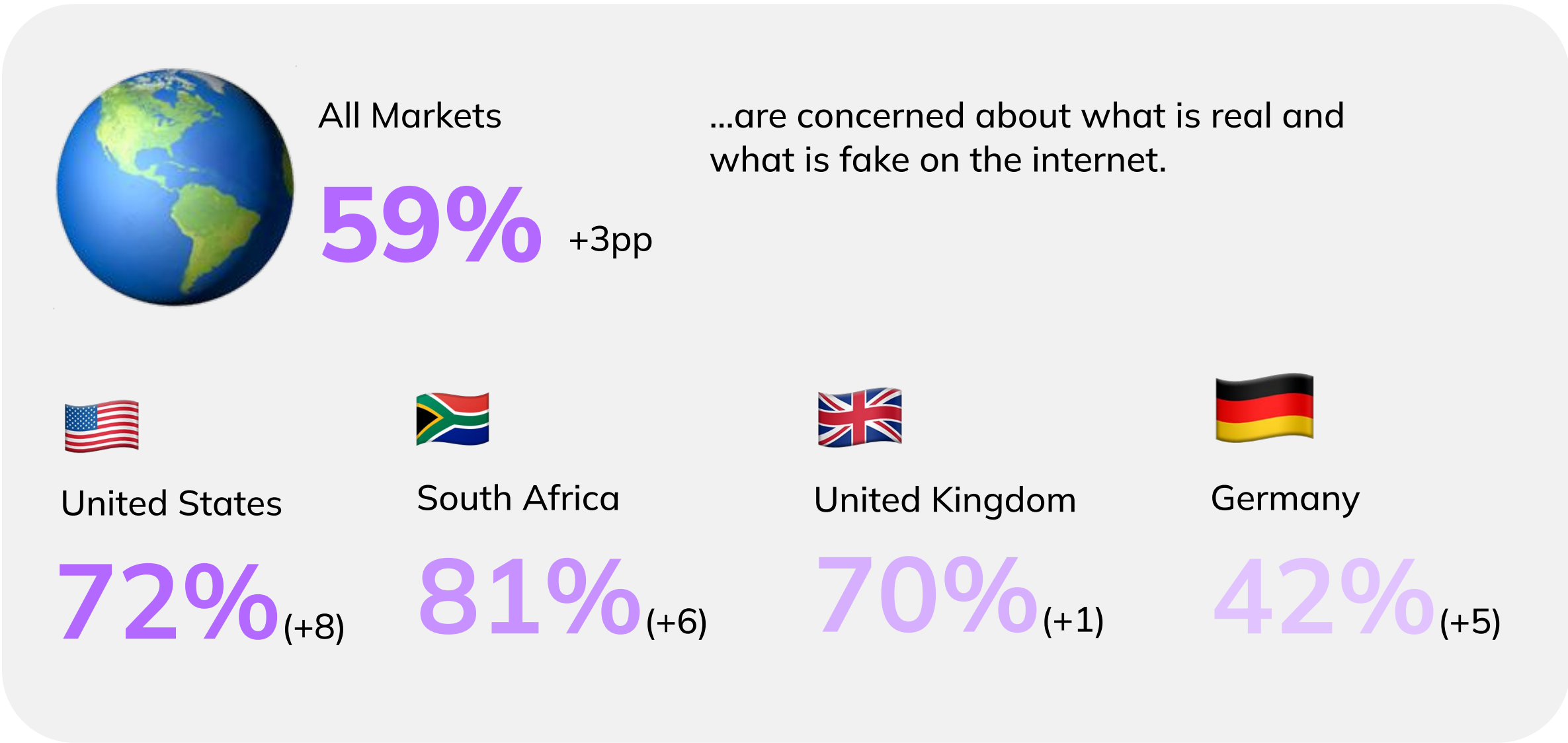
The rise of AI-generated content

The rise of AI-generated content adds another layer of complexity. Deepfakes, manipulated images, and synthetic media are becoming harder to detect, blurring the line between fact and fiction.

AI-generated visuals from conflict zones are particularly problematic, with realistic yet entirely fabricated images circulating widely. Younger users are increasingly aware of this, acknowledging that while current AI fakes can still be spotted, advancements may soon make them indistinguishable.

AI-GENERATED VISUAL

AI-GENERATED VISUAL

Proportion that say they are very or somewhat comfortable with news being produced in the following ways

Mostly AI, with some human oversight

	Comfortable	Neither/nor	Don't know	Uncomfortable
USA	23	18	7	52
Europe	15	27	11	47
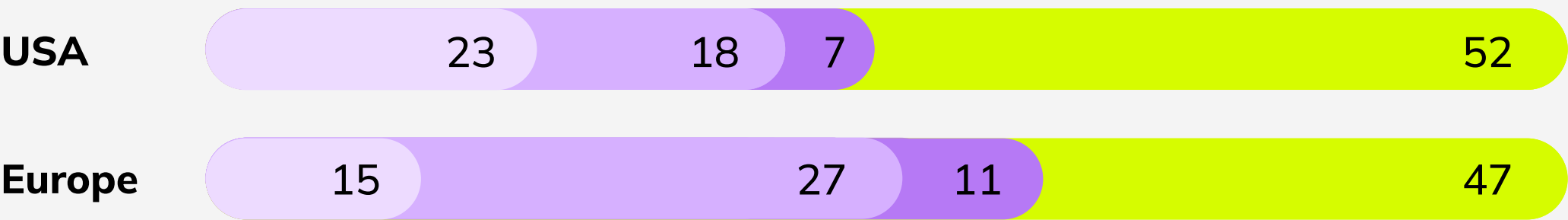
Mainly human, with some help from AI

	Comfortable	Neither/nor	Don't know	Uncomfortable
USA	42	22	7	30
Europe	33	30	10	26
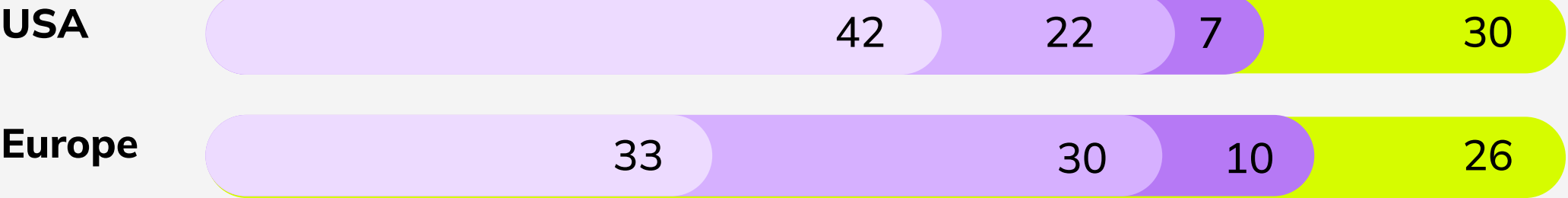
Legend: Comfortable · Neither/nor · Don't know · Uncomfortable

Data source: The Reuters Digital News Report 2024

Comfort levels around the use of AI vary significantly between countries: **people in the United States** are more **open to AI**, while in Europe — particularly in the UK — attitudes are more cautious, partly due to negative media coverage.

Young people around the world **tend to view AI more positively**, as do those who generally trust the news — especially when AI is used under the supervision of journalists. At the same time, the topic matters: **people feel less comfortable with AI-generated news** about **politics or crime**, and much more at ease with content related to sports, entertainment, or culture.

Proportion that are uncomfortable with using news on the following topics produced mostly by AI

Topic	%
Politics	46
Crime	43
Local news	37
Business	35
Science and technology	33
Arts / culture	29
Celebrity / entertainment	29
Sports	27

More concern about hard news subjects

Less concern about soft news subjects

0%   20%   40%   60%   80%   100%
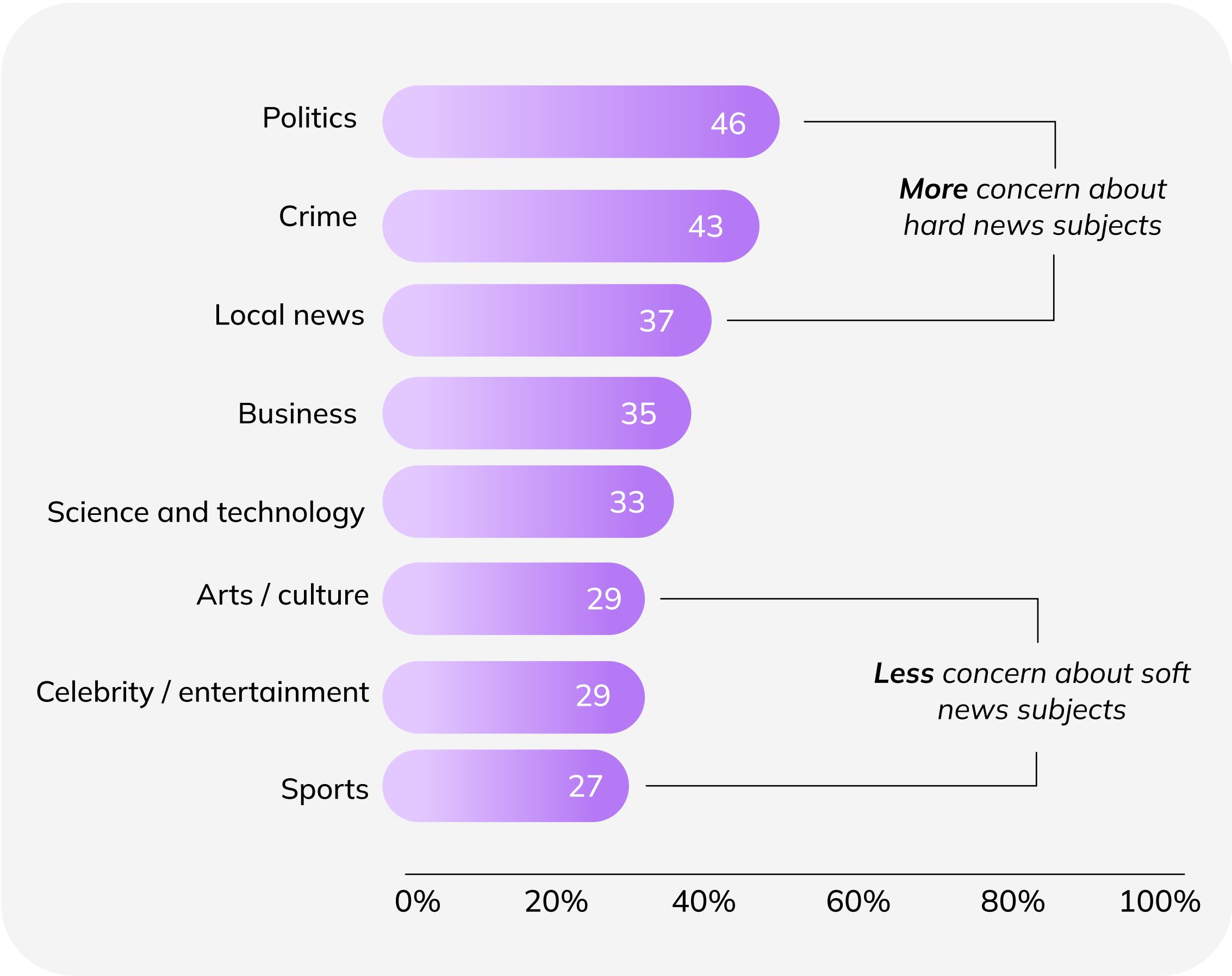
Data source: The Reuters Digital News Report 2024

In response, platforms are enhancing detection technologies, but the rapid evolution of AI poses a continuous challenge. As misinformation becomes more sophisticated, especially during politically charged periods, the **ability to critically assess digital content is more important than ever.**

7/ The media do not treat users' news needs sufficiently

Despite the abundance of news content available today, many media organizations still struggle to meet the diverse needs of their audiences. While traditional journalism often focuses on delivering factual, unbiased information, research shows that people seek more than just plain facts from news.

Since the mid-20th century, studies have revealed that news consumption is not solely about acquiring knowledge; it also fulfills emotional and social needs, such as **companionship, entertainment, and escapism.**
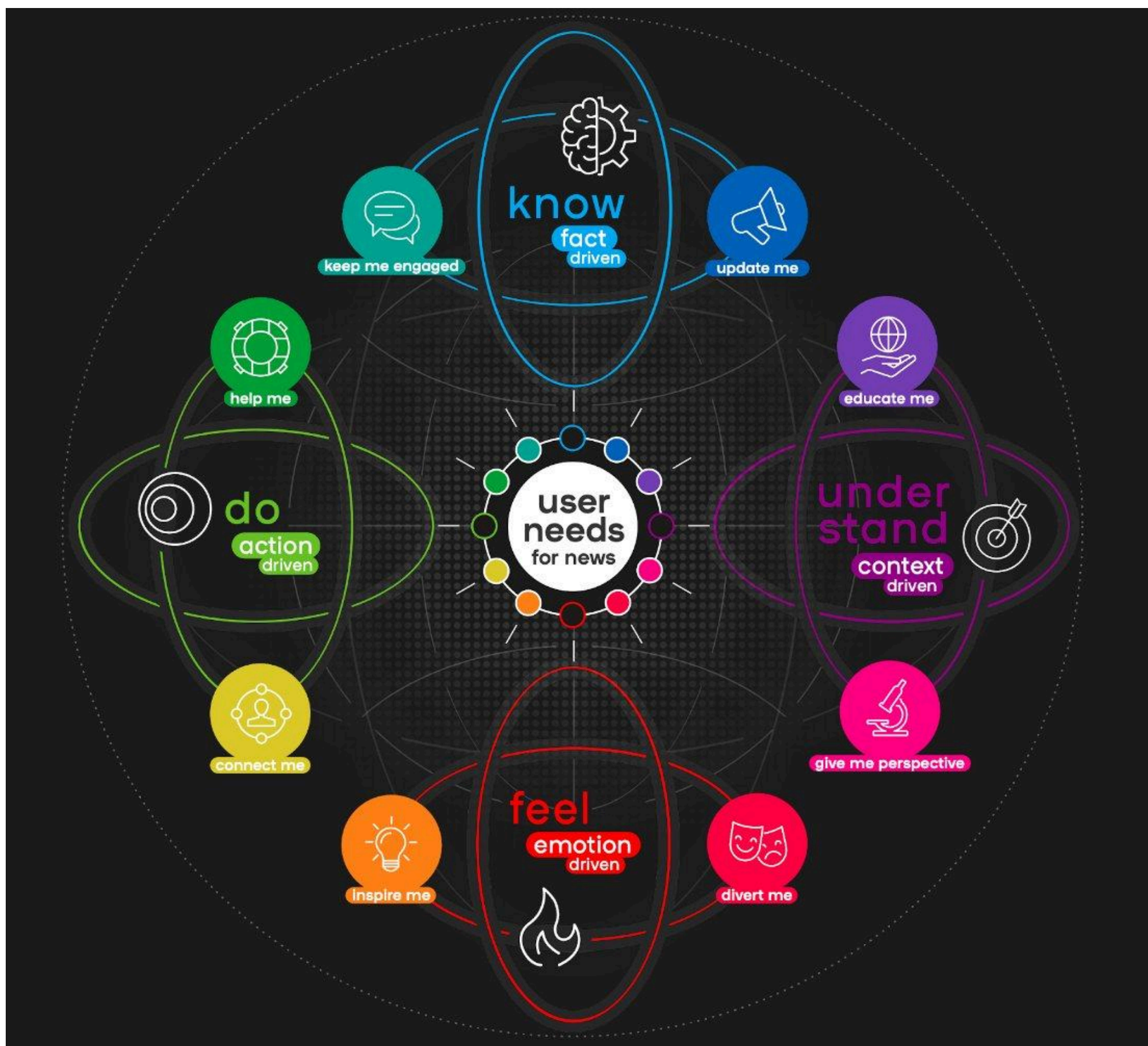
"User needs model" developed at the BBC

However, many news outlets continue to prioritize straightforward reporting, overlooking the varied motivations behind news engagement. The **"user needs model"** developed at the BBC and refined by Dmitry Shishkin highlights this gap by identifying specific audience needs like "inform me," "divert me," and "give me perspective."

Despite its adoption in numerous newsrooms, there remains a significant disconnect between what audiences expect from the media and what they receive, pointing to a need for more **nuanced content strategies** that go beyond pure information.

To assess how well the media meet these needs, a Priority Index was developed — a gap analysis that measures the difference between the importance of a need and how effectively it is being met. The smallest gap was found in the need for "being informed" (where media perform well), while the largest gaps were in the demand for broader context and diverse perspectives, as well as the need to see news that inspires.

User needs priority index – all markets

	Proportion that say this is important	Proportion that say news does a good job	User needs priority index
Give me perspective News that offers different perspectives on topical issues	63%	51%	7.6
Inspire me News that makes me feel better about the world	54%	42%	6.5
Update me News that keeps me up to date with what's going on	72%	64%	5.8
Educate me News that helps me learn more about topics and events	67%	59%	5.4
Keep me engaged News that keeps me engaged with issues in society	59%	51%	4.8
Help me News that provides practical information and advice for day-to-day life	60%	53%	4.2
Connect me News that makes me feel connected to others in society	50%	44%	3.0
Divert me News that is entertaining	47%	47%	0.0

● Knowledge   ● Understanding   ● Feeling   ● Doing

Most important basic need – all markets

- ● Knowledge
- ● Understanding
- ● Feeling
- ● Doing
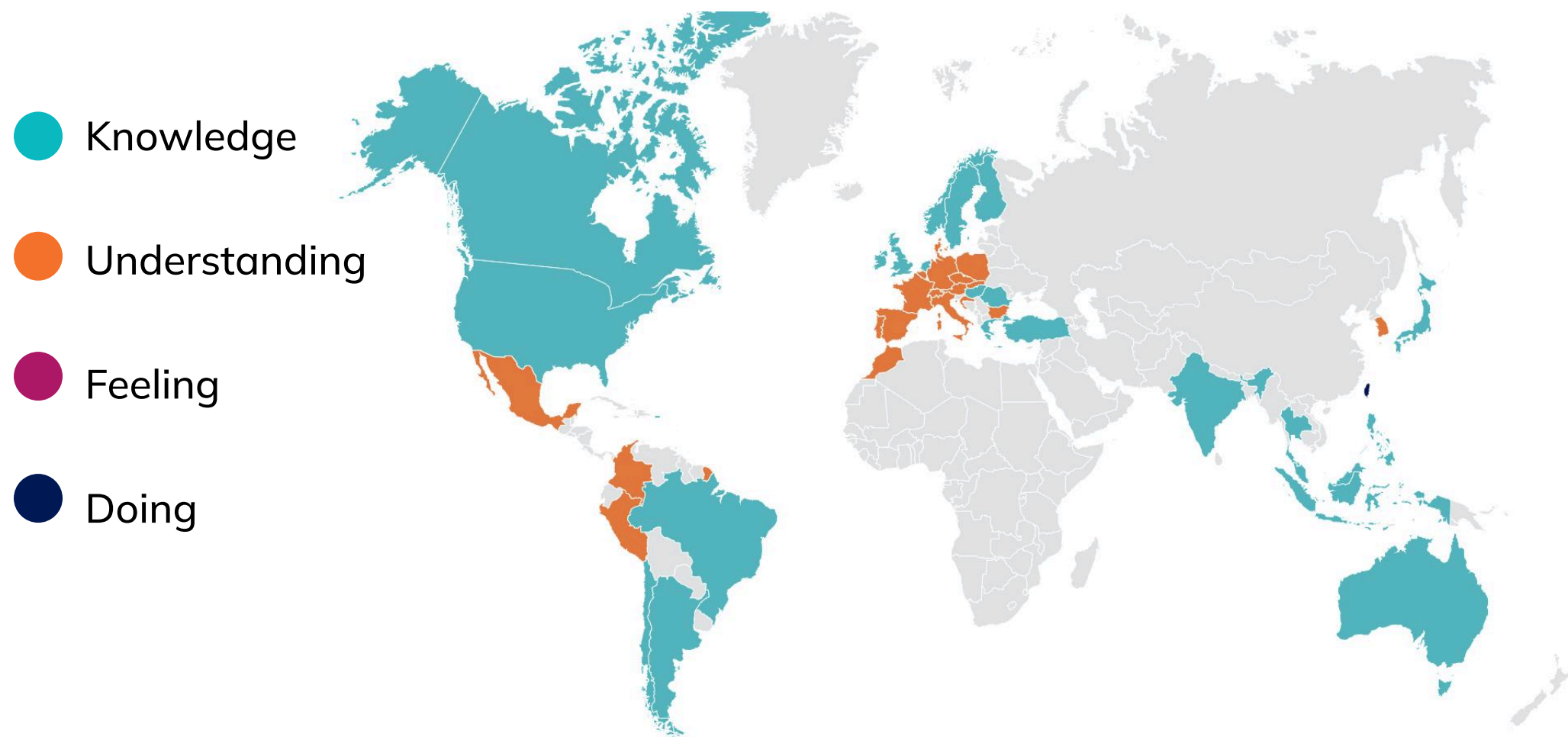
In most surveyed countries, people believe that the need for knowledge is the one best fulfilled by the media. However, in countries where the need for understanding is more important — such as in Western Europe (e.g. France and Germany) — audiences do not feel that the media are doing a good job in meeting this need.

Top priority according to the user need priority index – all markets

- ● Knowledge
- ● Understanding
- ● Feeling
- ● Doing
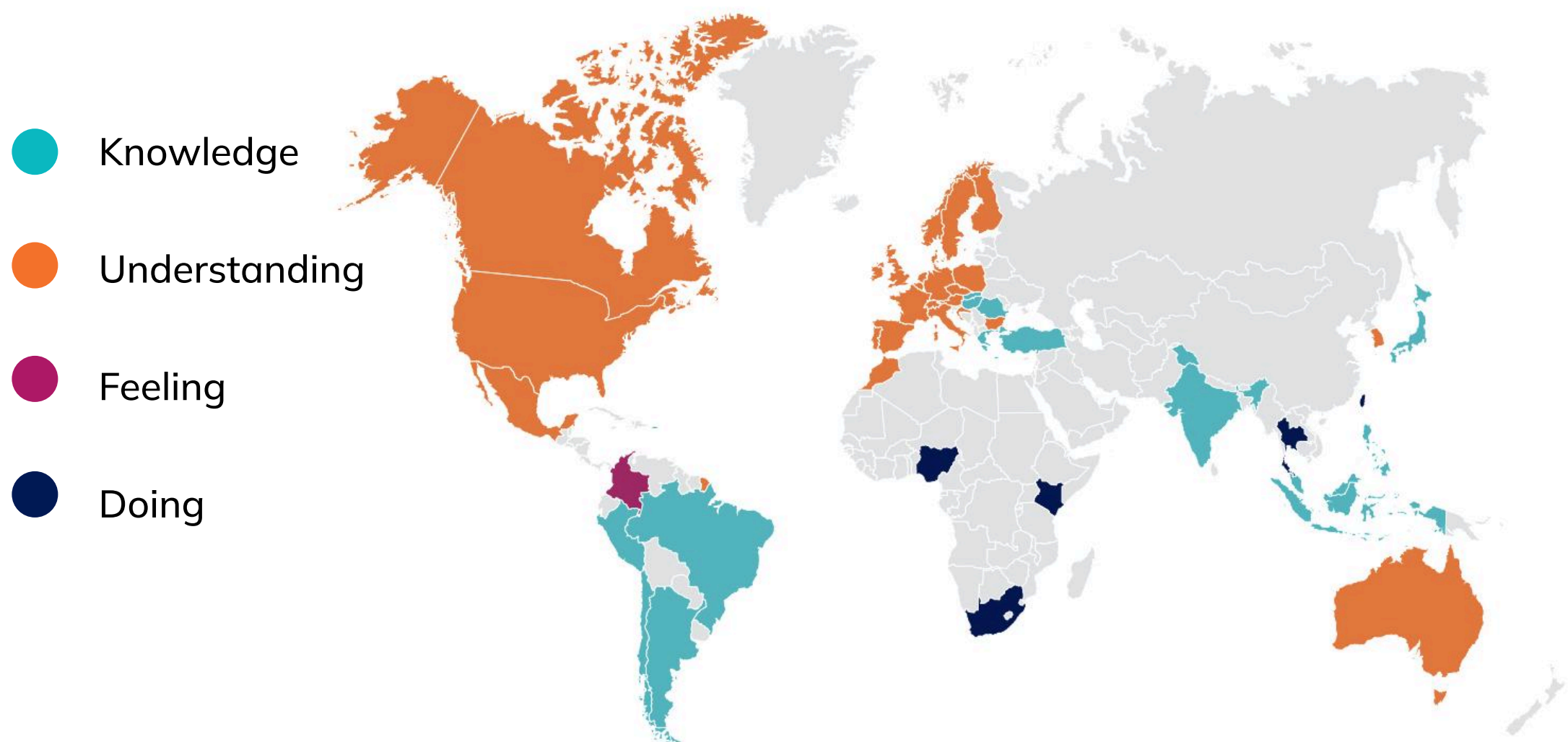
As shown in the map abow, in around two-thirds of the countries studied, the top priority is the need for knowledge, while in about one-third, the need for understanding takes precedence. The only exception is Taiwan, where the need for action slightly outweighs the others.

Top priority according to the user need priority index by press freedom – all markets

In markets with lower levels of press freedom, the top basic need priority is knowledge, but in countries with higher levels of press freedom it is understanding.

2024 Press Freedom

- ● Knowledge
- ● Understanding
- ● Feeling
- ● Doing
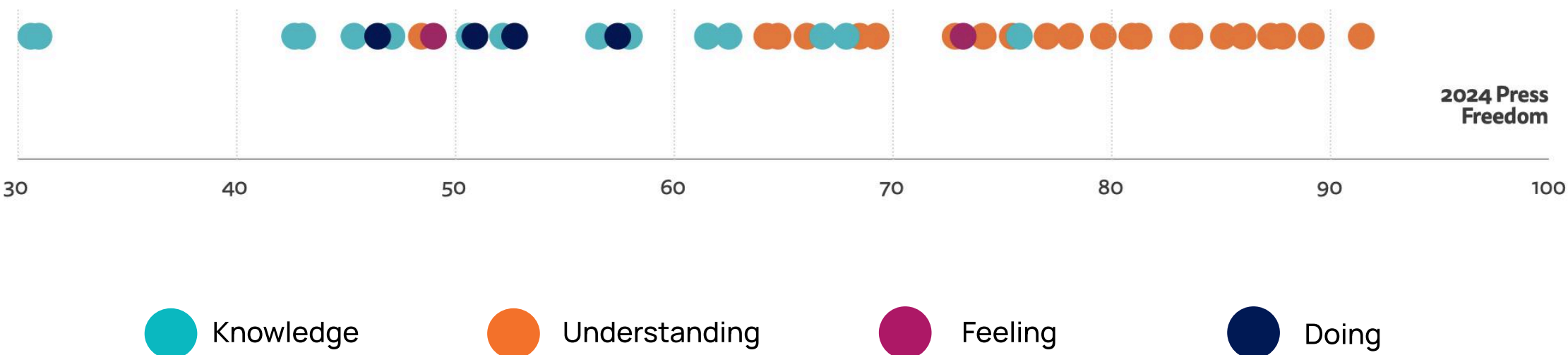
8/ Online Subscriptions: Are People Willing to Pay for News?

According to research across 20 countries, only 17% of people pay for online news — a figure that has remained unchanged for the past three years. The highest rates of payment are seen in Norway (40%) and the United States (22%), while willingness to pay is much lower in France (11%) and the United Kingdom (8%).

At the same time, the news market shows a clear "winner takes all" effect: major brands like The New York Times, Le Monde, or El País benefit the most. However, even their subscriber numbers may not reflect actual revenue, as many users are signed up through discounted or trial offers.

Proportion paying for any online news in the last year – selected markets

Data source: The Reuters Digital News Report 2024

17% pay for online news

Norway	Sweden	USA	Australia	Finland	Ireland	Denmark	Switzerland	Belgium	Netherlands	Canada	Austria	Poland	Germany	Spain	Portugal	France	Italy	Japan	UK
40	31	22	21	20	17	17	17	15	15	15	14	14	13	12	12	11	10	9	8
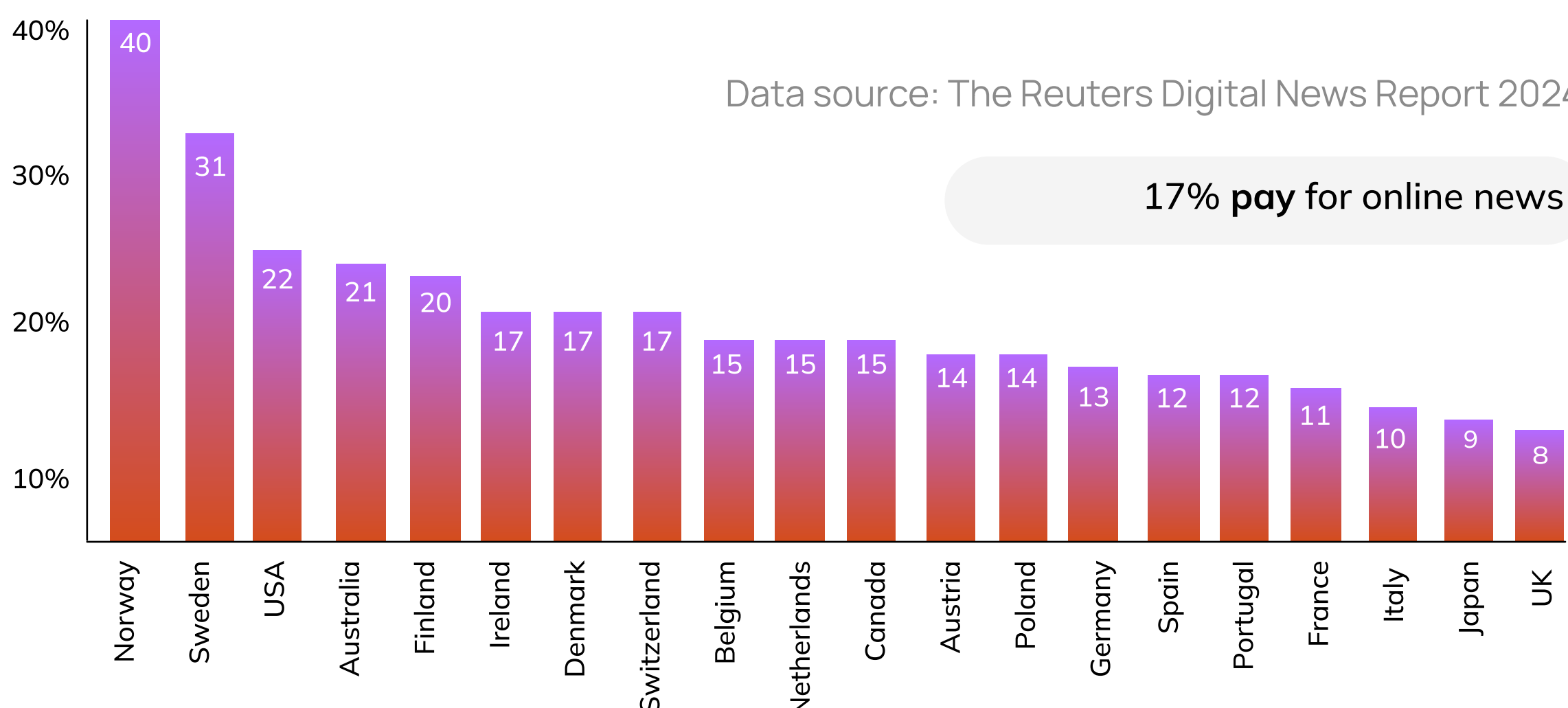
Proportion that made each type of payment for online news in the last year (2014–2024) – average of selected countries

Any payment   **Ongoing subscriptions (digital or print/digital)**   **Donation/contribution**

1   Pivot to paid content

2   More/tighter paywalls

3   Coronavirus bumps

4   Levelling off, some increase, some decline

30%
25%
20%
15%
10%
5%
0%

10%
5%
1%

17%
13%
2%

2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024
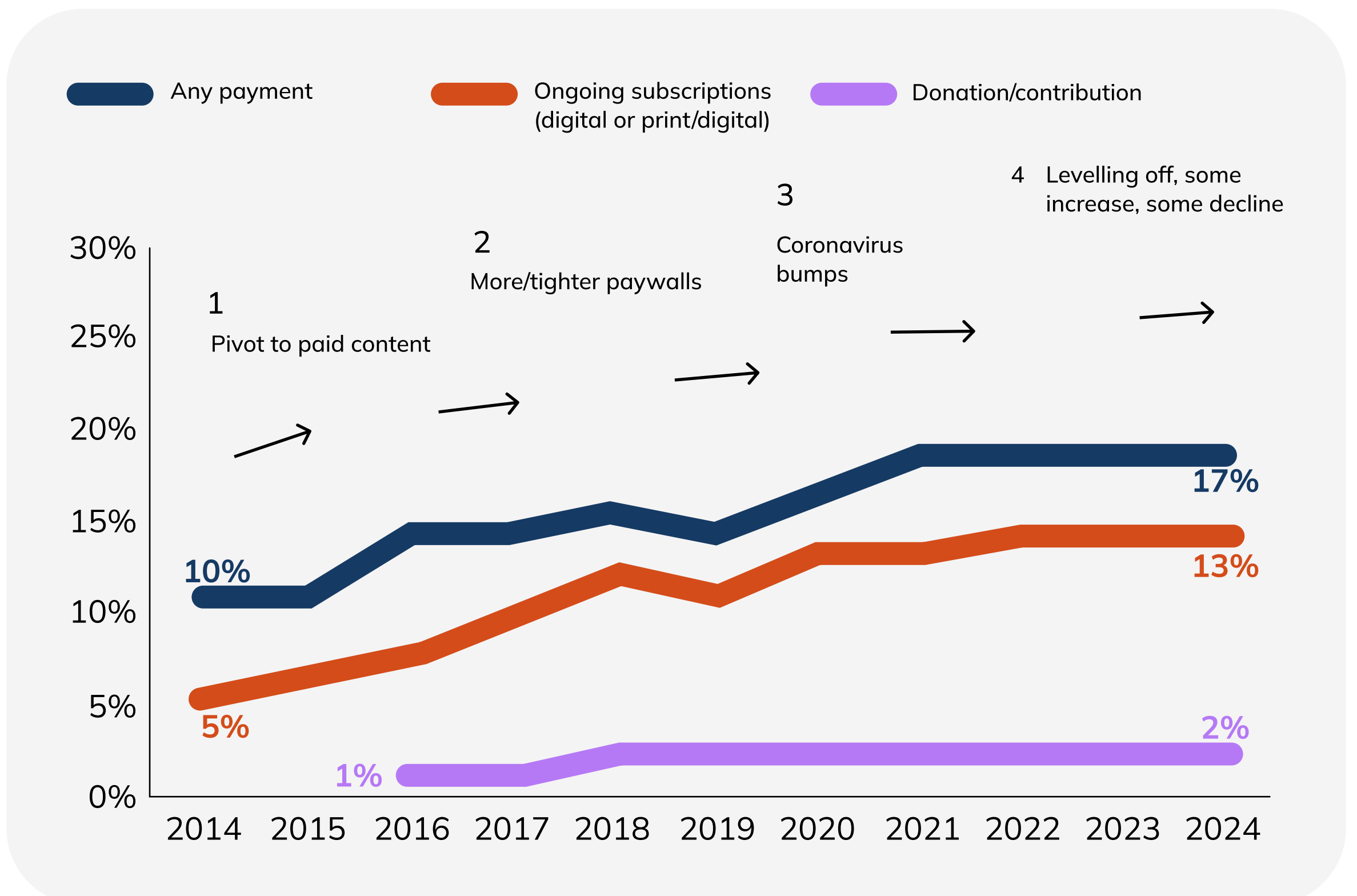
Data source: The Reuters Digital News Report 2024

Most of those willing to pay have already subscribed or made a one-time payment, making it increasingly difficult to convince a broader audience to pay — especially amid rising living costs.

The chart shows that regular subscriptions dominate (13%), while one-off donations or contributions are much less common (2%) and typically remain truly one-time — only a small proportion of people make repeat payments. This highlights that subscriptions continue to be the primary model for monetizing online news.

How much do people pay for their main ongoing digital subscription? – selected countries

Country	Proportion paying less than full price for their subscription	Median cross-brand monthly price	Median price $USD
🇵🇱 Poland	78%	36.5zł	$9
🇺🇸 USA	46%	$16USD	$16
🇬🇧 UK	41%	£11.50	$14.50
🇳🇴 Norway	38%	279 NOK	$25.50
🇩🇰 Denmark	25%	DKK 99	$14
🇫🇷 France	21%	€12	$13
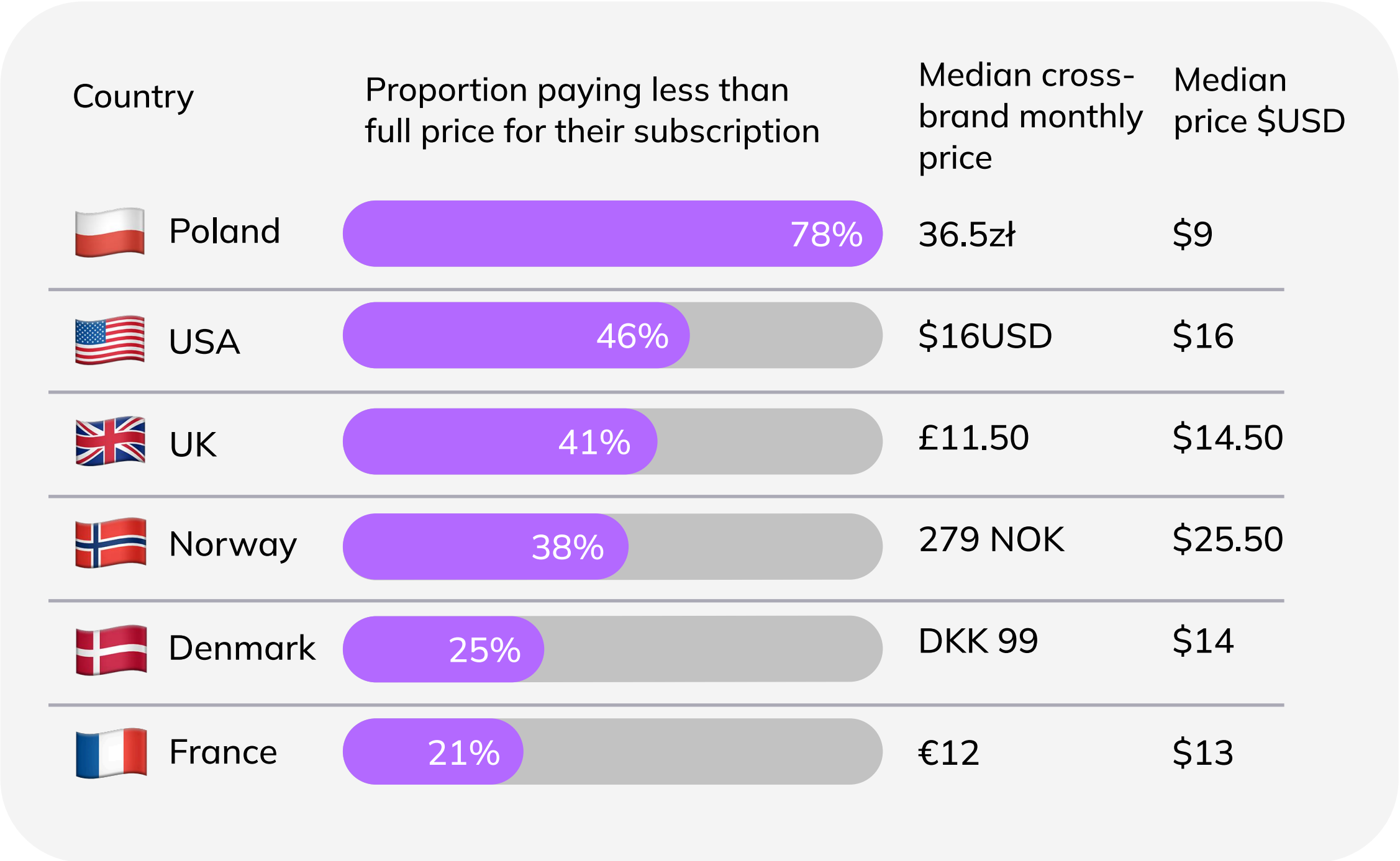
Data source: The Reuters Digital News Report 2024

On average, 41% of subscribers do not pay the full price for news access — with the highest shares seen in Poland (78%), the USA (46%), and the UK (42%). This is largely due to the widespread use of discounts and trial periods, which encourage sign-ups but do not necessarily ensure long-term retention. In countries with higher subscription prices (such as Switzerland), more people tend to pay less than the full rate, whereas in countries with lower prices, like Spain or Portugal, the majority of users pay the full amount.

Despite various monetization strategies — including discounts, extended trial periods, bundled offers with other services, or simplified news packages — most people remain unwilling to pay for current news offerings. More than half of respondents (57%) say they are not considering a paid subscription at all. To shift this mindset, news brands need to clearly demonstrate their value and convincingly explain why their content is worth paying for.

Key Challenges Facing the News Industry

The modern news landscape is undergoing rapid transformation, driven by changing consumption habits, declining trust, and the rise of new content formats. As news organizations struggle to adapt, several **critical challenges** have emerged, affecting both traditional and digital media outlets.

Rise of social media and video platforms
Social media and video platforms (such as YouTube and TikTok) are increasingly displacing traditional news sources, especially among younger audiences.

Trust issues and news avoidance
Low trust in news is combined with fatigue from negative coverage and widespread misinformation, prompting many users to avoid the news altogether.

Growing role of new formats: video, podcasts, Short
Short videos, podcasts, and vertical formats are gaining popularity, changing how people consume news and forcing media outlets to adapt.

Rising influence of bloggers
Independent bloggers and content creators often enjoy higher engagement and trust than traditional journalists — particularly on social media.

Unmet audience needs
News organizations often overlook the diverse informational needs of audiences — such as the desire for context, positive stories, or clear explanations of complex topics.
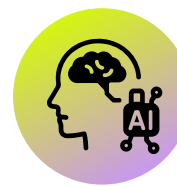
Concerns about AI
News content created or modified with AI raises concerns about misinformation and the difficulty of verifying sources.

Stagnating willingness to pay
Although the share of people paying for news has grown over the past decade, most audiences remain unwilling to pay regularly — even when discounts or promotional offers are available.

Adapting to these challenges requires news organizations to rethink their strategies and embrace innovative approaches. This includes leveraging video formats effectively, collaborating with digital creators, and fostering transparency to rebuild trust. Implementing audience-centric content models, such as the "user needs" approach, can help media better resonate with diverse demographics. In the following sections, we will explore practical steps and strategies for news outlets to stay relevant and effectively engage modern audiences.

Solutions and Emerging Strategies

In the face of rapidly changing media landscapes, **nurturing and growing community engagement** has become a strategic priority for news organizations. Building active, engaged communities helps maintain audience loyalty, fosters participation, and enhances content relevance, ultimately strengthening trust and credibility.

1/ Nurture and Grow the Community

Community engagement is now at the core of media strategy, as evidenced by initiatives like the Bellingcat Community Ecosystem. This model encourages active involvement from diverse members, including researchers, volunteers, tech contributors, and even funders.

The circular ecosystem approach helps integrate varied perspectives and expertise, fostering collaborative journalism and community-driven investigations.

Case 1: Bellingcat Community Ecosystem

The Bellingcat Community Ecosystem – presented by Charles and other speakers at the event, including Charlotte Maher, Bellingcat's Social Media Editor – exemplifies how a circular approach fosters collaboration and inclusivity. Community members contribute through research, technology, and funding, while educational partners, volunteers, and even private donors play key roles. This model ensures that the community is not just passive consumers but active participants in news gathering and analysis.

The Bellingcat community ecosystem

" We aim to create a circular ecosystem, in which members of the community can learn from each other's expertise. Bellingcat thrives on a wide variety of contributions, no matter how big or how small. People participating in our Discord server, volunteers, educational partners, funders and fellows, all play a crucial role in our work.

Thanks to all community contributors!
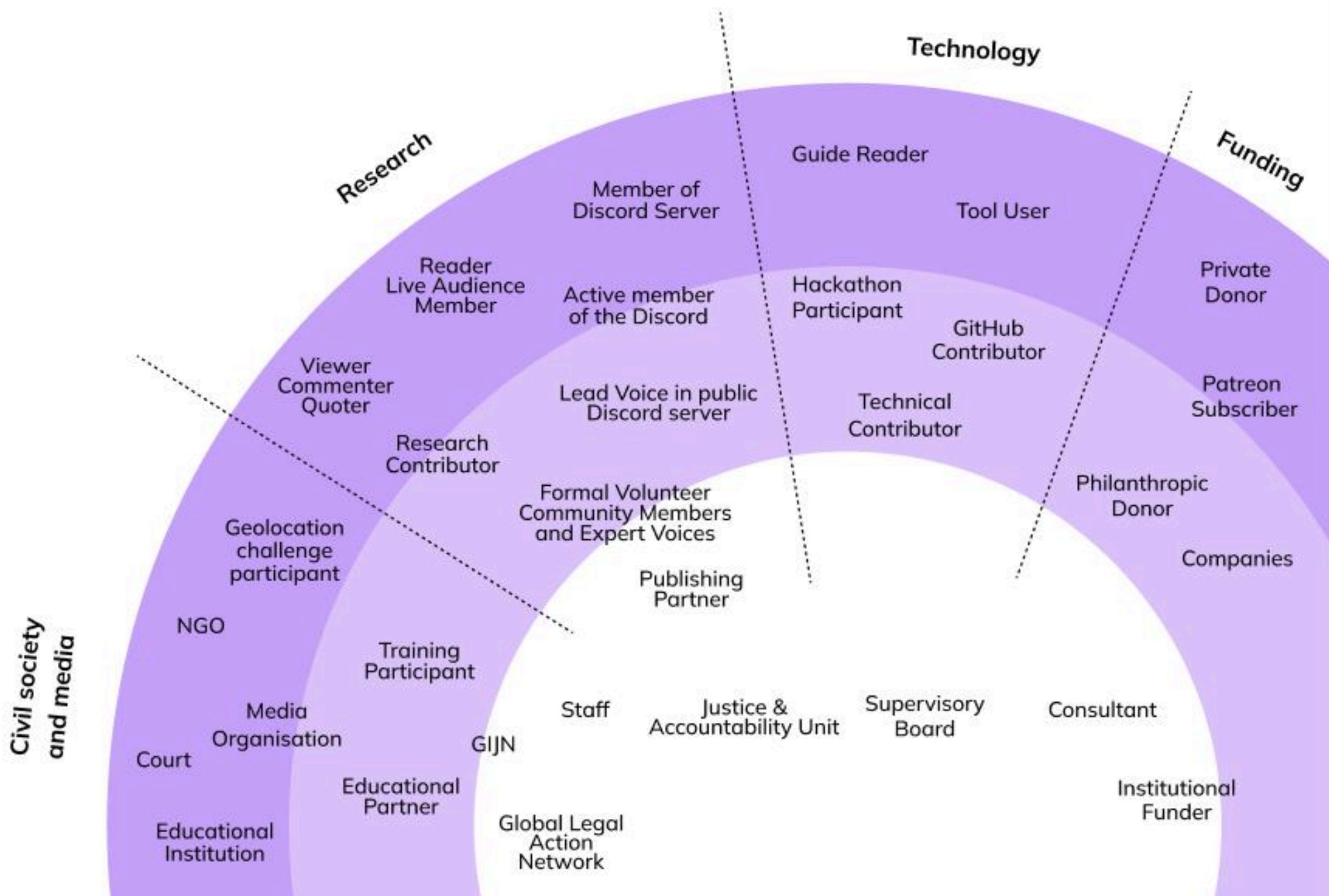
Case 2: Youth Engagement Through Creative Storytelling

To attract younger audiences during elections, journalists have adopted **innovative storytelling formats**. For instance, during German elections, a series of <u>creative videos portrayed</u> how voters looked in their youth, making the electoral process more relatable and engaging for Gen Z.

Even more impressive is that the core idea of the format was discovered as the result of an **intentional audience research**.

In other words, the community has become, in a broad sense, a co-author of the successful content series.
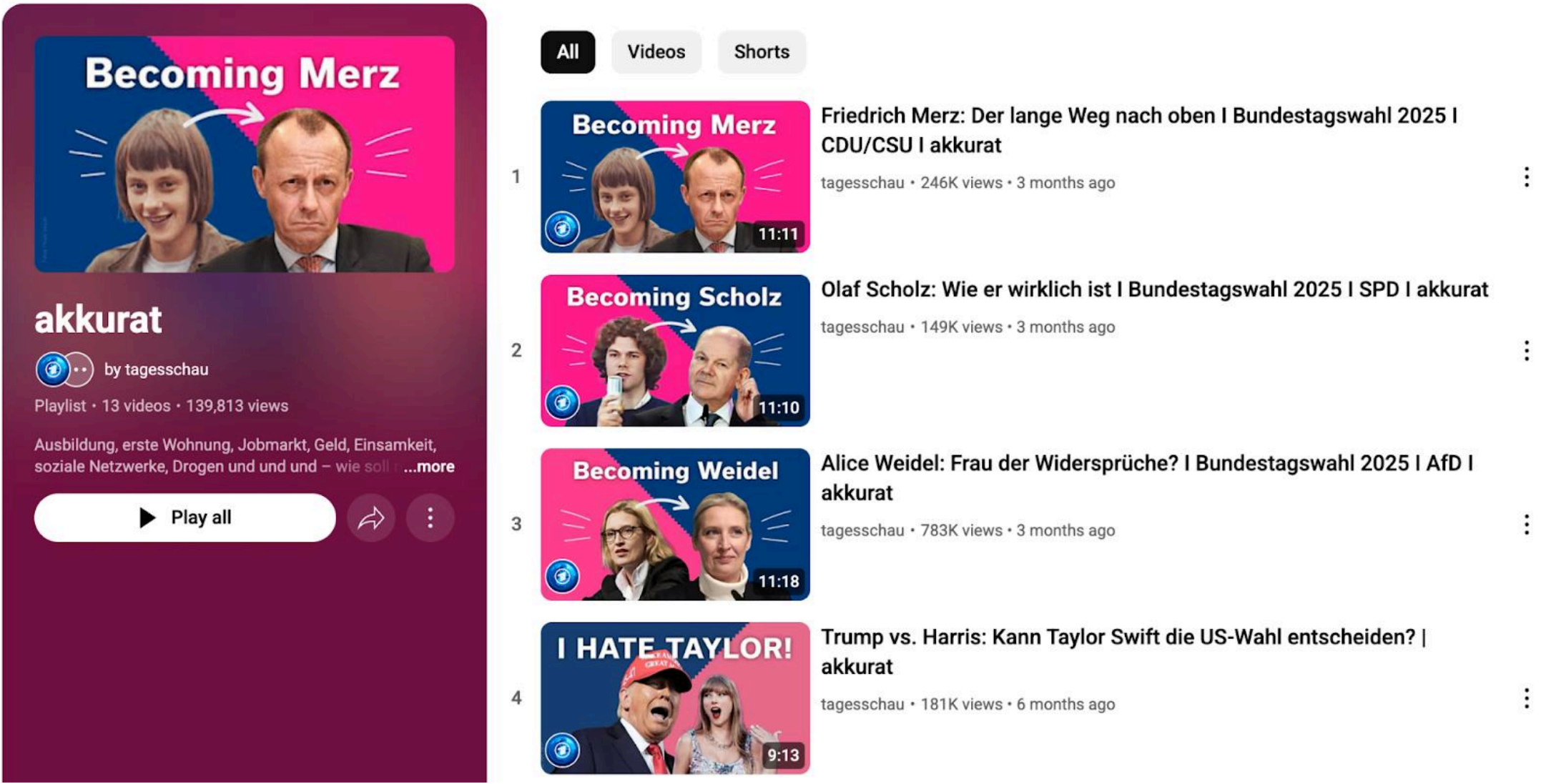
Case 3: German Elections Content Strategy

During the German elections, media outlets structured content into four stages to maximize audience engagement:

Pre-Election: Educational content, including voter education, candidate profiles, and explainer videos.

Campaign Peak: Coverage of debates, live events, and policy discussions to maintain momentum.

Election Day: Live streaming of election results, community reactions, and real-time commentary.

Post-Election: In-depth analysis, reactions from experts, public figures, and the electorate.

This **holistic, structured** approach allowed media to sustain engagement throughout the electoral process, leveraging short- and long-form content and live interactions.

By fostering community involvement and adopting **creative content strategies**, media organizations can strengthen their connection with audiences and adapt to evolving consumption patterns.

Recommendations for news media

Here are some practical tips to help build a strong connection with your audience:

1/ **Build a community** around your publication by inviting readers to participate in discussions and contribute to shaping the content topics.

2/ **Create exclusive groups** or membership clubs to foster ongoing dialogue between the editorial team and the audience.

3/ **Offer exclusive content** and events as a reward for support. This could include access to podcasts, meetups with journalists, or private discussions.
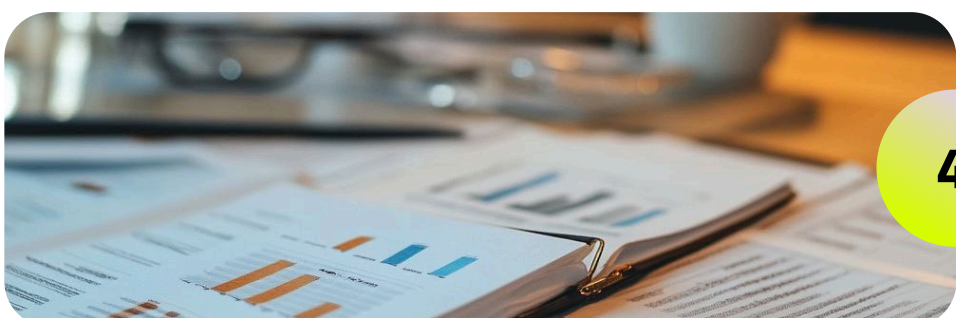
4/ **Provide transparent reports** on how support funds are used to maintain audience trust.

5/ Involve readers in **socially meaningful projects** to strengthen their sense of connection and engagement with the media.

2/ Learn from and Collaborate with Creators

In the modern digital landscape, collaboration between traditional media outlets and content creators is emerging as a **powerful strategy** to reach younger audiences.

Creators are not only building vast followings but are also transforming into influential media brands, offering a fresh perspective that resonates with under-35 viewers.

The Power of Creator Collaboration

🇧🇷 **45%**

Data shows that younger audiences increasingly prefer **news from online personalities** rather than traditional media. In Brazil, 45% of YouTube users pay attention to news from influencers, compared to just 34% for mainstream news.

🇺🇸 **45%**

Similarly, in the USA, 43% **favor creators** over established news brands. This shift indicates that young people seek relatable, authentic content often missing in conventional news formats.

Another example is **Vitus Spehar** from the USA, who runs @underthedesknews on TikTok. With a casual, conversational style, Spehar's news roundups appeal to audiences who prefer a relaxed format.

Vitus Spehar

👤 3,5M

In the UK, one prominent example is **Dylan Page**, who operates the largest English-language news account on TikTok with over 10.8 million followers. His content, tailored specifically for younger audiences, blends news updates with a dynamic, relatable presentation style.

Dylan Page

👤 15,6M
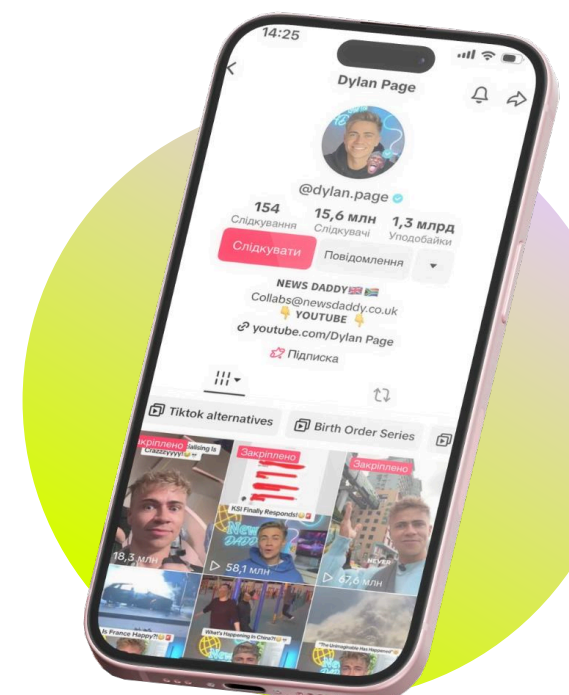
Platforms like **Politics Joe, LADbible**, and **TLDR** have also established a strong presence, competing with traditional media such as the BBC and Sky News on social platforms like YouTube and TikTok. These creators and digital-native outlets are b

Politics Joe

👤 691K

How Media Can Collaborate

Traditional newsrooms can leverage creator influence by co-producing content, hosting joint interviews, or featuring creator-led segments within their channels.
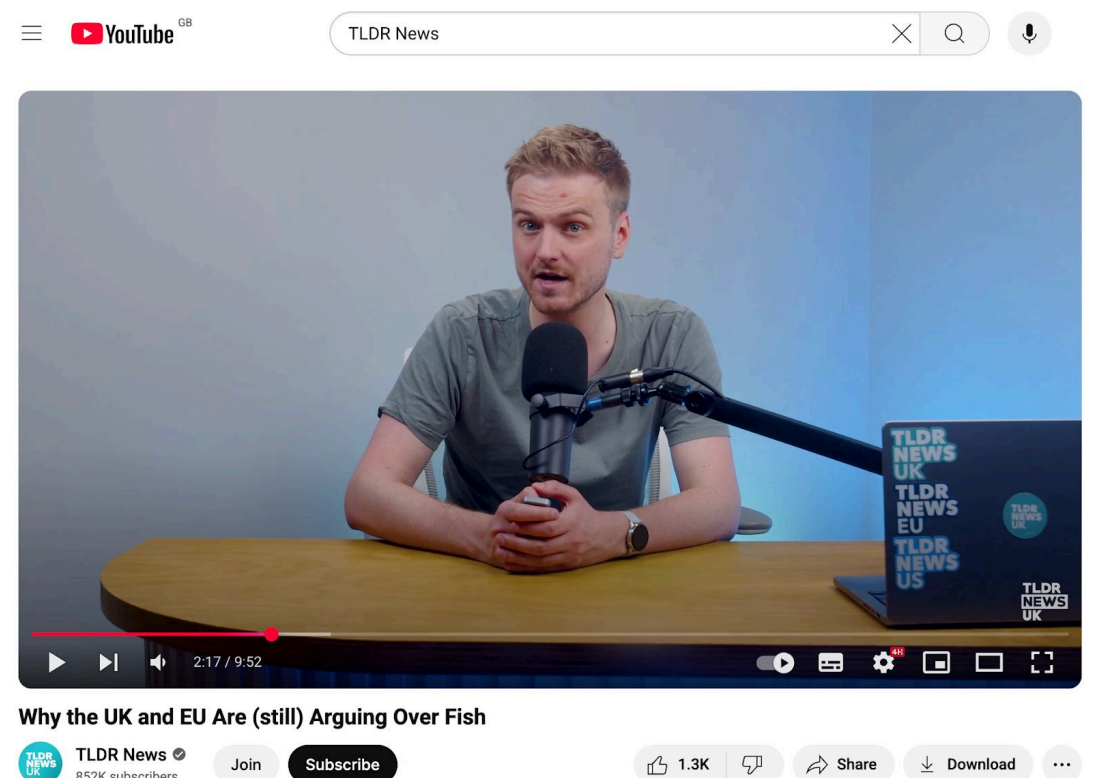
A notable example is the partnership between traditional outlets and youth-focused brands like Politics Joe and TLDR News in the UK, which use younger hosts to engage audiences under 35.

Why the right abandoned neoliberalism | Quinn Slobodian interview
PoliticsJOE
683K subscribers

Why the UK and EU Are (still) Arguing Over Fish
TLDR News
852K subscribers

Practical Collaboration Strategies:

Joint Content Series: Partner with creators for series on trending topics, merging professional journalism with creator-style storytelling.

Social Media Takeovers: Let creators host a day or a live stream on the newsroom's channel to draw their audience.

Co-Branded Projects: Engage creators to cover specific stories, adding a personal, relatable touch that resonates with younger viewers.

By working with creators who already have established credibility, **media outlets can boost their relevance**. Successful collaborations combine journalistic rigor with the approachable style that creators naturally bring, fostering a modern and engaging news experience.

3/ Use Multi-PFS Storytelling

In today's digital landscape, leveraging **multi-format storytelling is essential for media** organizations aiming to keep audiences engaged. Multi-PFS Storytelling combines diverse content types and platform presence to effectively reach varied audience segments.

✓ **Multi-Platform**
YouTube, TikTok, Facebook

✓ **Multi-Format**
Short, Long, Live

✓ **Multi-Surface**
Mobile, Desktop, TV

This method allows media outlets to deliver content that matches audience preferences across different channels and devices.

Each format serves a distinct purpose — **short videos** and social snippets appeal to mobile users looking for quick updates, while **long-form articles**, podcasts, and live streams cater to those seeking in-depth analysis and real-time interaction. An underutilized format is **24/7 live streaming**, which can significantly boost engagement by offering continuous updates. Platforms like **SubSub Live** make it easy to maintain ongoing broadcasts, building a consistent viewer base.

An essential aspect of this strategy is considering the **CTV (Connected TV)** trend, where audiences increasingly consume news on large screens in a more relaxed, home-based setting. Both short-form and long-form content are now viewed on TVs, highlighting the importance of multi-surface storytelling that adapts to both mobile and TV consumption. Platforms like YouTube, with their growing presence on Smart TVs, exemplify this shift.

While being present on all platforms is ideal, media organizations should focus on formats that **resonate most with their audience**. Understanding local preferences ensures efficient resource use and impactful content delivery. Combining multi-platform, multi-format, and multi-surface approaches helps maintain a balanced and relevant presence in a changing media landscape.

Daniel Rosen, WSJ's Vice President, Video + Audio Strategy and Studios, presented two great examples of a solid and complex content strategy in Paris.
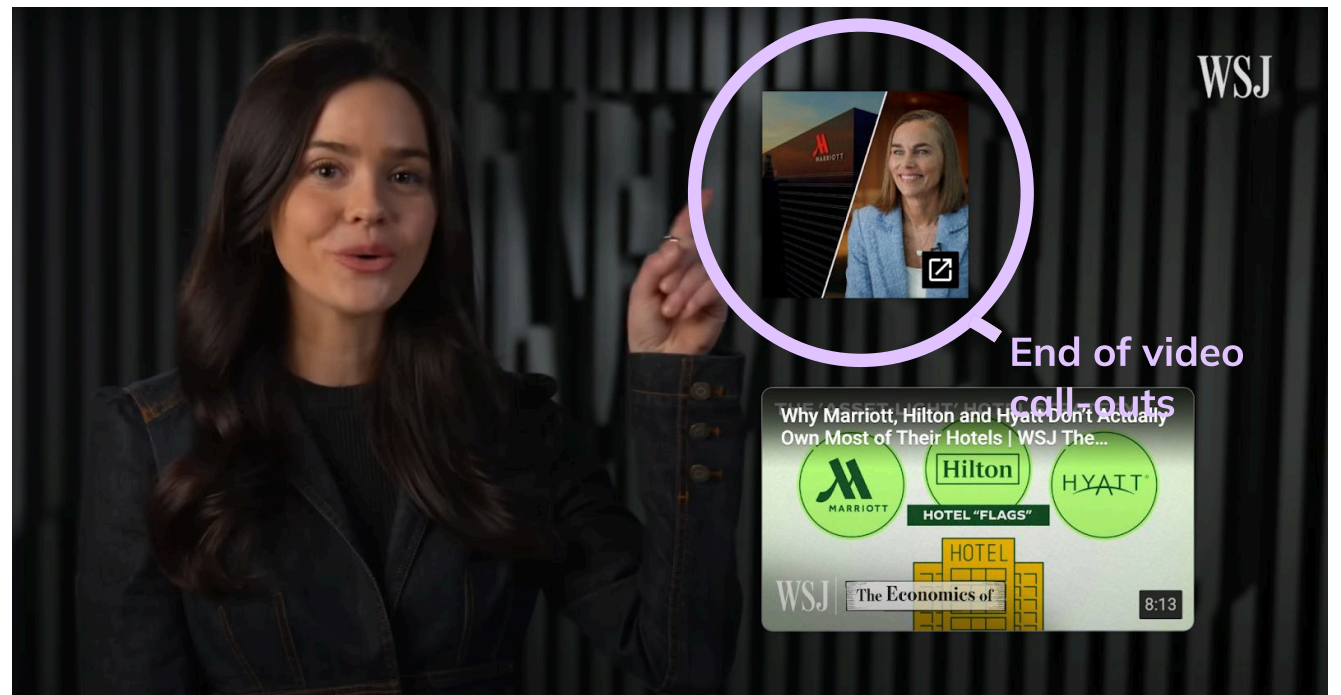
Daniel Rosen
The Wall Street Journal

Case 1: The Economics of Hotels Package

Video Worth Paying For?

The vast majority of WSJ video sits in front of our paywall. We wanted to experiment with gating video as we do with articles.

How We Did It:

Public videos featured both on WSJ.com and YouTube.

- "Economics Of" series episode on Hotels.
- Full-length interview with the CEO of Hyatt.

Locked videos featured only on WSJ.com.

- "Economics Of" series episode on Hyatt.
- Full-length interview with the CEO of Hyatt.

Cuts to YouTube Shorts, Instagram Reels, and LinkedIn.

The Wall Street Journal (WSJ) experimented with a multi-format storytelling approach to boost audience engagement and monetization. Aiming to test video gating similarly to their written articles, WSJ integrated short, engaging social media clips with more in-depth, gated content.

Notably, the successful use of LinkedIn demonstrated that **even professional networks can effectively expand content reach**. Media organizations should consider leveraging unconventional platforms alongside traditional ones, especially when targeting niche or professional audiences.

Case 2: How OnlyFans Made $6.6B Without Apple's App Store

Economics of X is **one of our longest-running successful franchises**. It's also a prime opportunity for us to deploy our versioning strategy. Multiple teams across WSJ Video worked to extend and package what we made to reach a variety of audiences across a number of platforms.
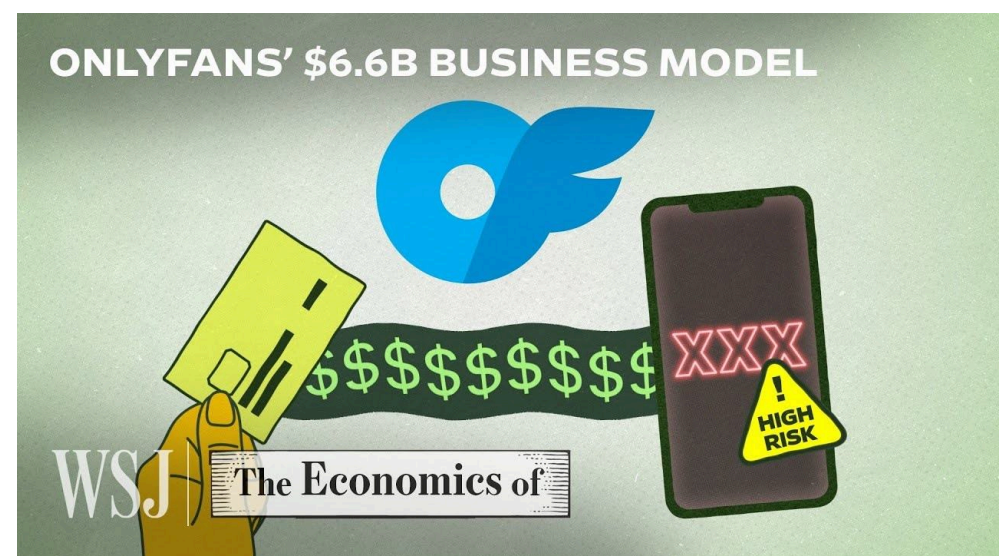
Versions Developed:

Primary video featured on WSJ.com and YouTube.

Subscribers-only interview with OnlyFans CEO.

Four cuts published on LinkedIn for the Pro Tips series.

Social cuts on YouTube.

The Wall Street Journal (WSJ) created a multi-format package to **explore the financial success of OnlyFans** despite its exclusion from Apple's App Store. This strategy effectively targeted both professional and casual audiences by combining long-form videos with short, engaging clips, reaching diverse viewers across multiple platforms.

The use of LinkedIn proved particularly successful, attracting a business-focused audience and demonstrating that unconventional channels can be highly effective when content is well-tailored. Additionally, offering an exclusive CEO interview as gated content balanced public access with subscription incentives, maximizing both reach and monetization.

4/ Market Intelligence: The Power of SubSub Analytics
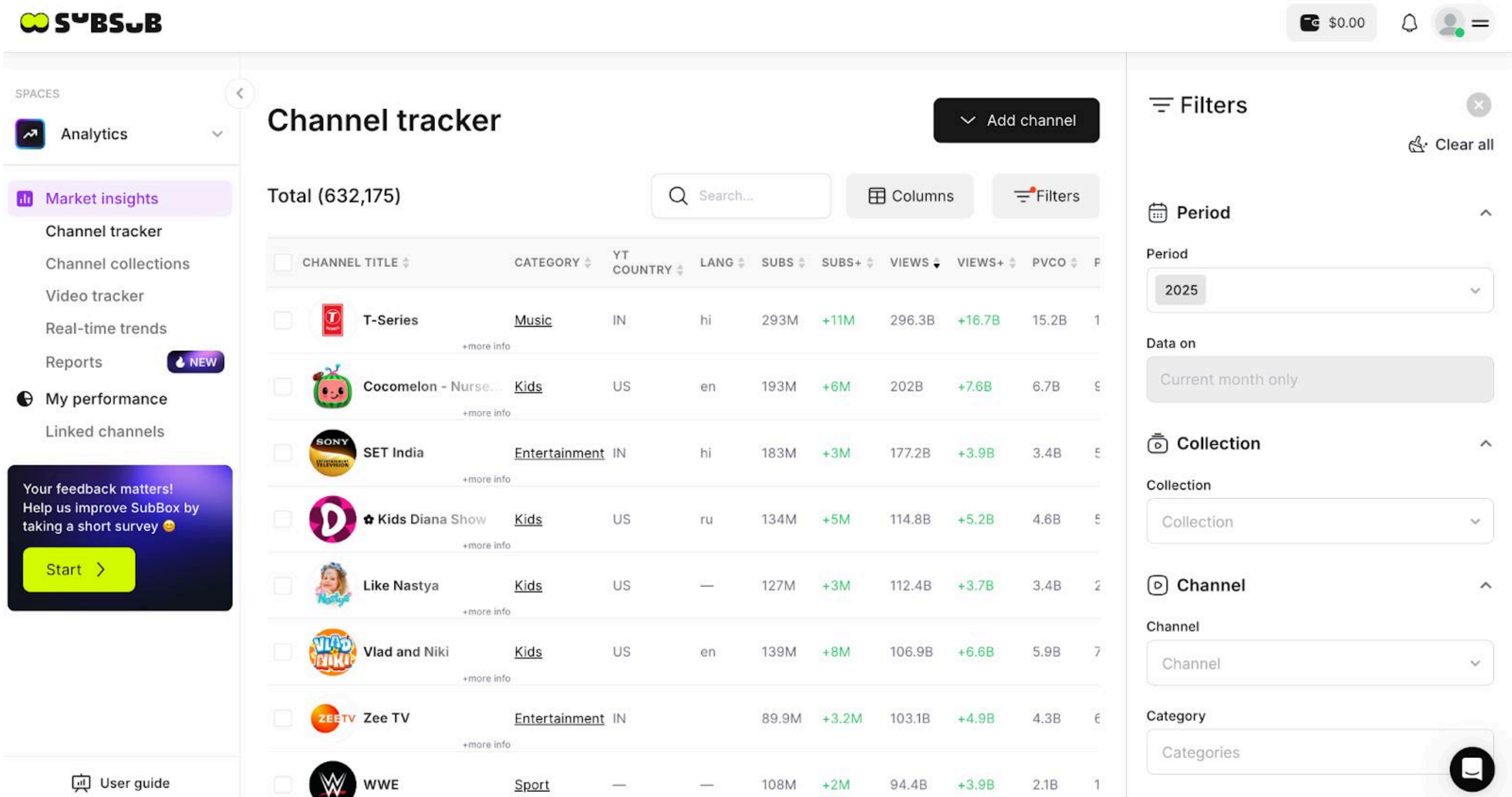
To thrive on YouTube, creators must go **beyond basic metrics** and delve into comprehensive market intelligence. **SubSub Analytics** offers a robust solution by combining competitor tracking, trend analysis, and detailed content performance insights within a single platform.

With its **Market Insides** module, creators can benchmark their channels against competitors, monitor emerging trends, and analyze top-performing content across their niche. This enables timely adjustments to content strategies, ensuring alignment with audience preferences and market dynamics.

The **My Performance** module provides deep insights into a creator's own videos, allowing for multi-channel data aggregation and custom tagging. By categorizing content based on format, topic, or featured guests, creators can identify which elements drive engagement and growth.

SubSub Analytics streamlines the analytical process, saving creators valuable time and providing actionable insights to inform strategic decisions. By leveraging this tool, creators can stay ahead in the competitive YouTube landscape, optimizing their content to meet evolving audience demands.

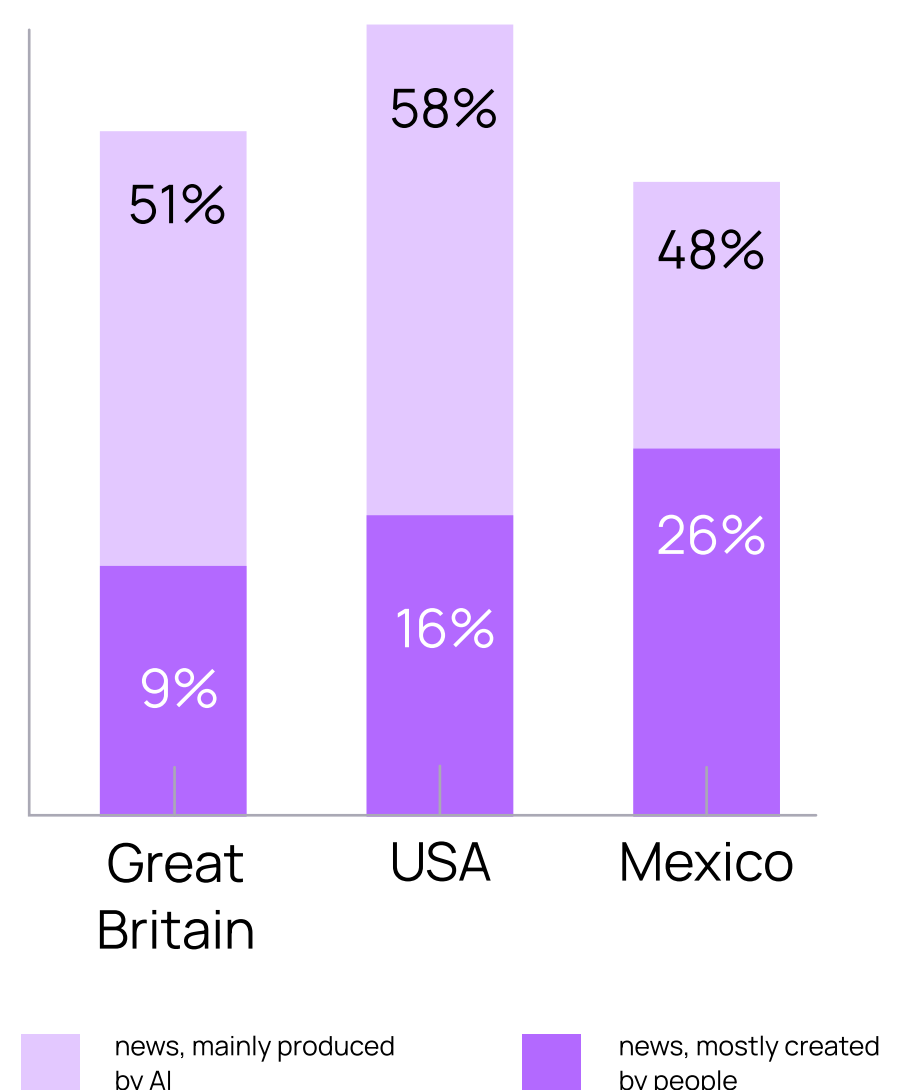# 5/ Use AI to Improve Production Efficiency and Content Quality

AI is increasingly becoming a valuable tool in news production, helping media organizations streamline workflows and enhance content quality. From automatic transcriptions and dynamic video editing to script generation and translation, AI significantly reduces production time and increases efficiency. However, as AI-generated content becomes more prevalent, maintaining audience trust remains a critical challenge.

Balancing AI and Human Input

Research shows that audiences are more comfortable with AI when it is used behind the scenes rather than in direct content creation. For instance, AI that assists journalists by transcribing interviews, summarizing news reports, or suggesting relevant content is widely accepted. This support role allows journalists to focus on storytelling and analysis while benefiting from automated processes that speed up production.

However, when AI takes on a more prominent, public-facing role, such as generating entire news articles, creating synthetic images, or using avatars to present news, **audience skepticism grows**. A survey conducted in the UK, USA, and Mexico revealed that only 9% of UK respondents and 16% of US respondents trust news primarily produced by AI, while in Mexico, the figure is slightly higher at 26%. In contrast, news primarily produced by humans garners significantly more trust: 51% in the UK, 58% in the US, and 48% in Mexico.

Chart data:
- Great Britain: 51% (news, mainly produced by AI) / 9% (news, mostly created by people)
- USA: 58% (news, mainly produced by AI) / 16% (news, mostly created by people)
- Mexico: 48% (news, mainly produced by AI) / 26% (news, mostly created by people)

Legend: news, mainly produced by AI | news, mostly created by people

At the same time, more and more newsrooms are developing their own AI solutions tailored to the specific needs of their focus areas — such as financial analysis, news personalization, or the automatic generation of short texts from structured data.

1. BloombergGPT:

A large-scale language model trained on financial data to support various NLP tasks such as summarising financial documents, generating reports, and providing insights on market trends.

2. The Washington Post's Heliograf:

Automates the process of generating short news articles from structured data, such as sports scores and earnings reports, to allow journalists to focus on more in-depth reporting.

3. The Times of London's JAMES:

An AI-powered content management system that uses ML algorithms to analyse user behaviour and interests to deliver personalised news content.

## 4. Czech Radio's Digital Writer:

An AI-powered tool that generates news articles from structured data, helping automate news production by converting data into human-readable news stories.

5. Reuters's Lynx Insight:

This platform utilises AI algorithms to analyse massive data sets and provides journalists with valuable results and background information to support investigative reporting.

How is AI being used in newsrooms?
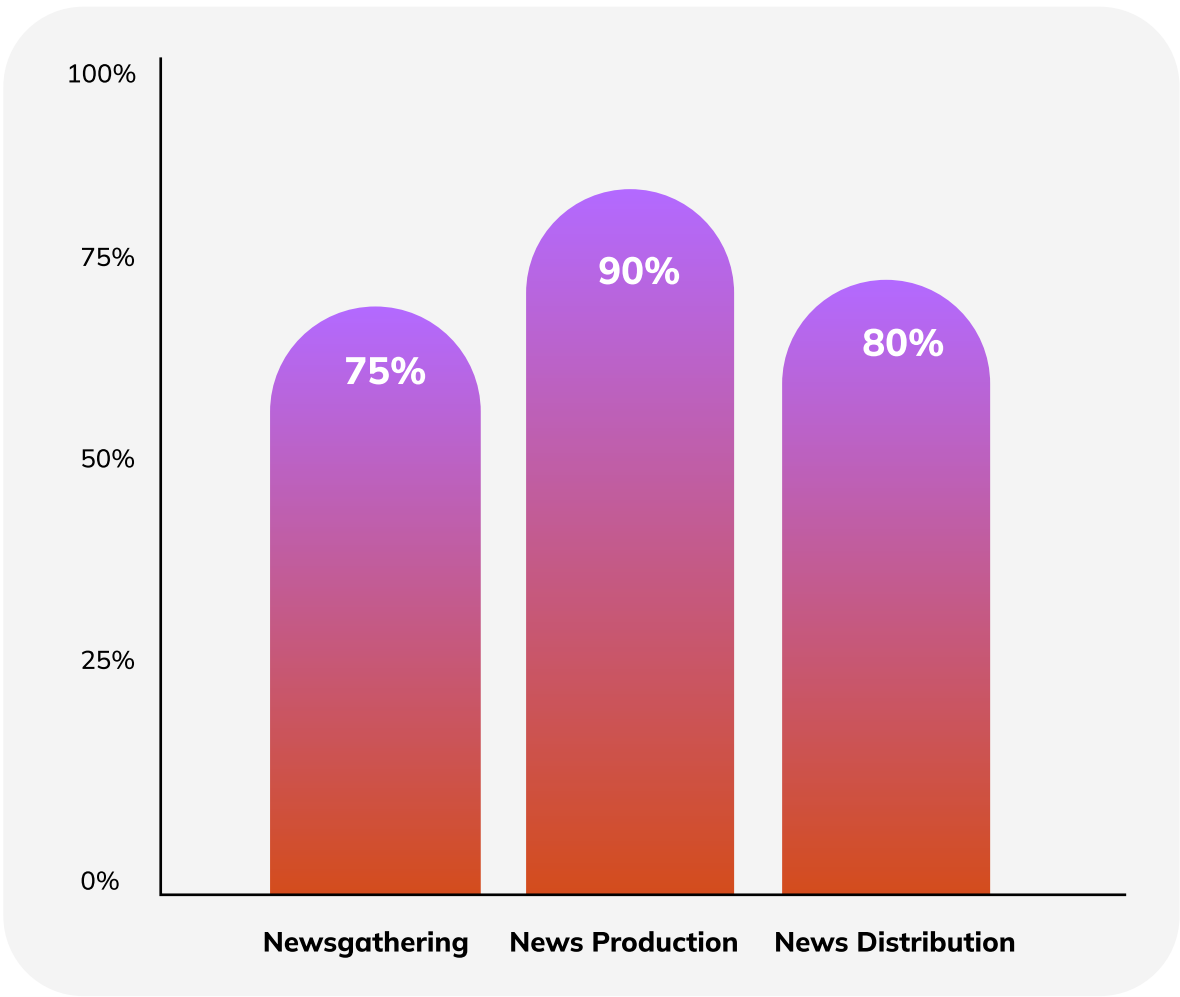
Newsrooms most commonly use AI for content creation (90%), as well as for distribution (80%) and news gathering (75%). This indicates that AI is already being actively integrated across all stages of the editorial workflow.

Audience comfort also varies by content type. People tend to be more accepting of AI-generated content in sports or entertainment, where errors are seen as less impactful. In contrast, AI-generated news on politics or crime is perceived as riskier, as mistakes could lead to severe consequences.

Case Study: Voice Restoration with AI

A notable example of AI's balanced use is the French broadcaster TF1's project to restore the voice of Charles Biétry, a well-known sports journalist who lost his ability to speak due to illness. As Julien Laurent, Chief Digital Officer of TF1, demonstrated in Paris, by recreating his voice through AI,

TF1 allowed Biétry to share his story personally, maintaining an authentic connection with the audience while leveraging technology. This case highlights how AI can support storytelling without overshadowing human presence.
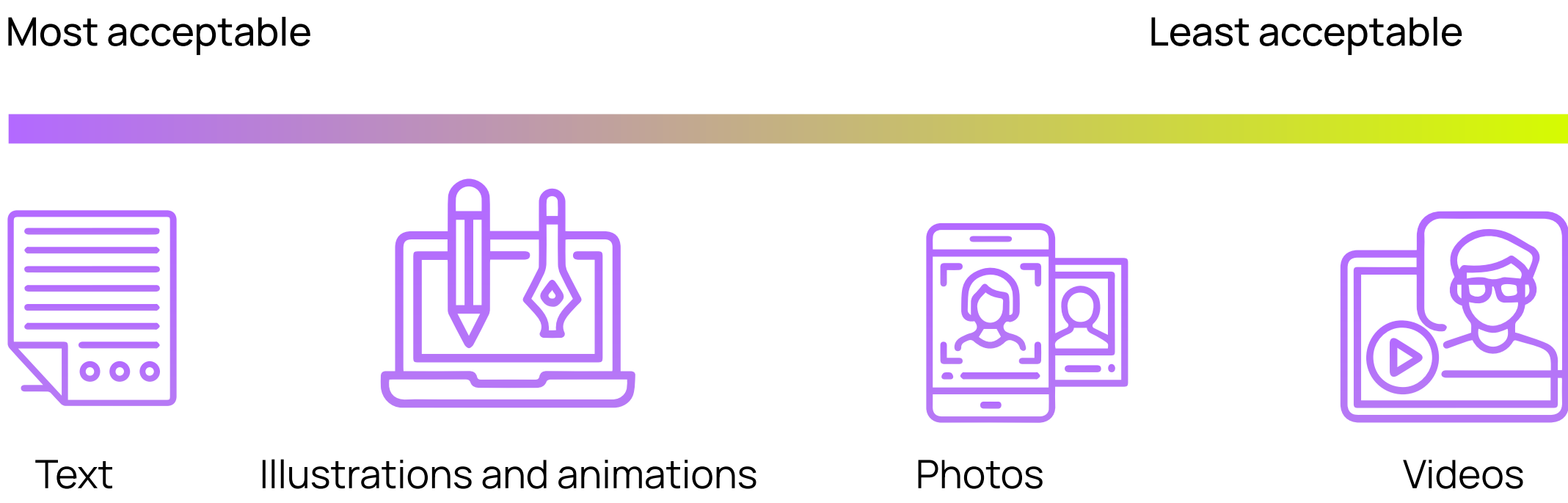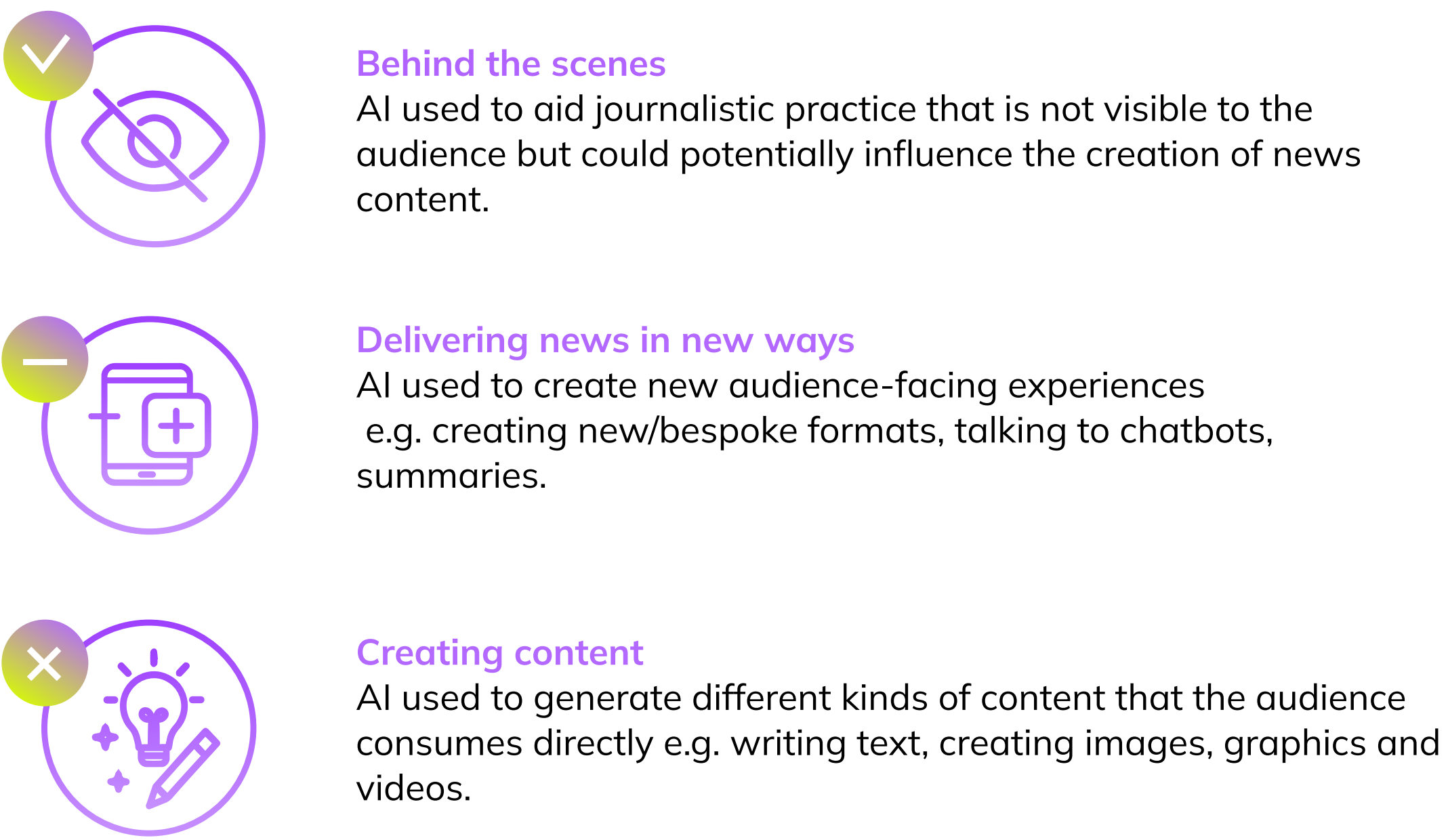
Challenges and Recommendations

Despite its potential, AI's use in journalism is still met with caution. The key takeaway from research is that audiences strongly prefer AI-driven content to be clearly labeled. Transparency helps maintain trust, as viewers want to know when AI is involved, especially in news reporting. Additionally, the consensus is that AI should not completely replace human judgment, particularly in content that requires emotional sensitivity or ethical considerations.

Examples of different formats shown to research participants

Most acceptable   Least acceptable

Text   Illustrations and animations   Photos   Videos

Audience comfort with the use of AI across different stages of news production

Behind the scenes
AI used to aid journalistic practice that is not visible to the audience but could potentially influence the creation of news content.

Delivering news in new ways
AI used to create new audience-facing experiences e.g. creating new/bespoke formats, talking to chatbots, summaries.

Creating content
AI used to generate different kinds of content that the audience consumes directly e.g. writing text, creating images, graphics and videos.

To navigate these concerns, media organizations should prioritize using AI for behind-the-scenes enhancements rather than direct news delivery. Adopting strict labeling practices and keeping human oversight central can help balance innovation with responsibility, maintaining credibility while embracing technological advances.

6/ Copyright & Community Guidelines

When developing media on YouTube, it is crucial to follow **copyright and community guidelines** to ensure long-term success. Content that violates these rules can lead to **copyright claims, strikes**, or even **channel termination**, significantly hindering growth. Maintaining clear, compliant content not only protects your channel but also builds audience trust and platform credibility.

Instead of risking setbacks, it's essential to proactively manage your content, verify sources, and use licensed materials. In case of a copyright claim, address it promptly by reviewing the issue, disputing if justified, or replacing the content. Staying compliant helps creators **focus on growth** rather than resolving disputes.

7/ Train the Team and Build Processes for Efficient Workflows

Successful media development on YouTube and other digital platforms requires more than just great content—it demands **a well-coordinated team** with the right skills and processes. One of the biggest barriers to growth is the inability of the team to adapt to new formats and manage multi-platform storytelling effectively. Investing in team training and establishing clear workflows can make a significant difference.

Creating specialized formats tailored for social platforms, such as Shorts, community posts, and live streams, requires both creative and technical skills. Regular training sessions on content optimization, platform updates, and new digital tools are essential to keep the team agile and responsive. Additionally, implementing standardized workflows—like content planning, editing protocols, and platform-specific distribution strategies—ensures consistency and quality.

Content planning

Editing protocols
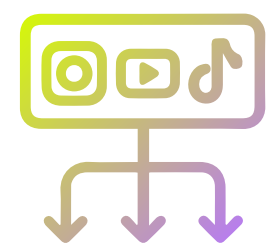
Platform-specific strategies

A strong, well-trained team not only improves content production but also enhances adaptability to changing digital landscapes. By fostering a culture of continuous learning and collaboration, media organizations can efficiently tackle challenges and leverage new opportunities for audience engagement.

Conclusion: The Future of News in a Changing Landscape

The news industry is at a pivotal moment, caught between rapidly evolving audience behaviors and the relentless pace of technological change. Social media and video platforms now dominate news consumption, driven by younger audiences who prefer dynamic, creator-led content over traditional journalism. This shift poses a fundamental challenge for legacy media, as creators increasingly capture attention and engagement.

At the same time, platforms like YouTube and TikTok are reshaping the news ecosystem, with video formats taking precedence over text. Traditional media must adapt by integrating short-form, video-centric storytelling while maintaining the credibility that audiences value. However, monetizing content on these platforms remains an ongoing struggle.

Trust in news continues to decline, exacerbated by news fatigue and the proliferation of misinformation, especially from AI-generated content. To rebuild credibility, news organizations must prioritize transparency, accuracy, and human-driven reporting while clearly distinguishing AI's role in content creation.

Community engagement is another critical element. Successful media outlets are those that foster a sense of belonging, involve audiences actively, and leverage collaborations with digital creators to maintain cultural relevance. Building strong, loyal communities can help mitigate the unpredictability of platform algorithms and secure a more sustainable future.

Amid these challenges lies opportunity. By embracing new formats, collaborating with creators, and focusing on audience-centric storytelling, news brands can still carve out a meaningful space in a crowded digital environment. Those that demonstrate authenticity, reliability, and innovation will have the best chance of remaining relevant in the years to come.