DIGITAL NEWS REPORT 2025

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Audiences lean into video news and online influencers, raising misinformation concerns and new dilemmas for traditional publishers

AI chatbots are also emerging as an alternative news source, with 12% of younger audiences in our global sample using them to get information about current events

This year's Reuters Institute Digital News Report documents how an accelerating shift towards news consumption via social media and video platforms is further diminishing the influence of traditional news organisations and supercharging a fragmented alternative media environment containing an array of podcasters, YouTubers, and TikTokers. At the same time, chatbots powered by generative AI are emerging as a new way to access information, especially with people under 35 – raising concerns about a potential loss of search referral traffic to publisher websites and apps.

Despite this, audiences remain mostly sceptical about news they find in both social and AI platforms, partly driven by concerns about access to reliable content. Online influencers and politicians are seen as the biggest threats in this regard, while the majority expect generative AI to make the news cheaper to make, but less accurate and less trustworthy. These concerns could offer opportunities for publishers, as audiences say they still look to news brands when checking for reliable information, ahead of sources such as politicians, influencers and trusted personal contacts.

As arguments rage about content moderation on social media, the public is divided over whether platforms should be removing more or less content that may be false but not illegal. There are sharp differences between the US and Europe and between ideologies, with those on the right more likely to be against removing content. Trust levels in the news overall remain stable for the third year in a row, but selective news avoidance is still at an all-time high, against the backdrop of the conflicts in Gaza and Ukraine.

These are some of the key findings of the 14th edition of the Digital News Report, which is based on an online survey of almost 100,000 people in 48 markets. The report is embargoed until Tuesday 17 June 00.01 BST. You can download a PDF version in [this link](). It will be live at www.digitalnewsreport.org/2025

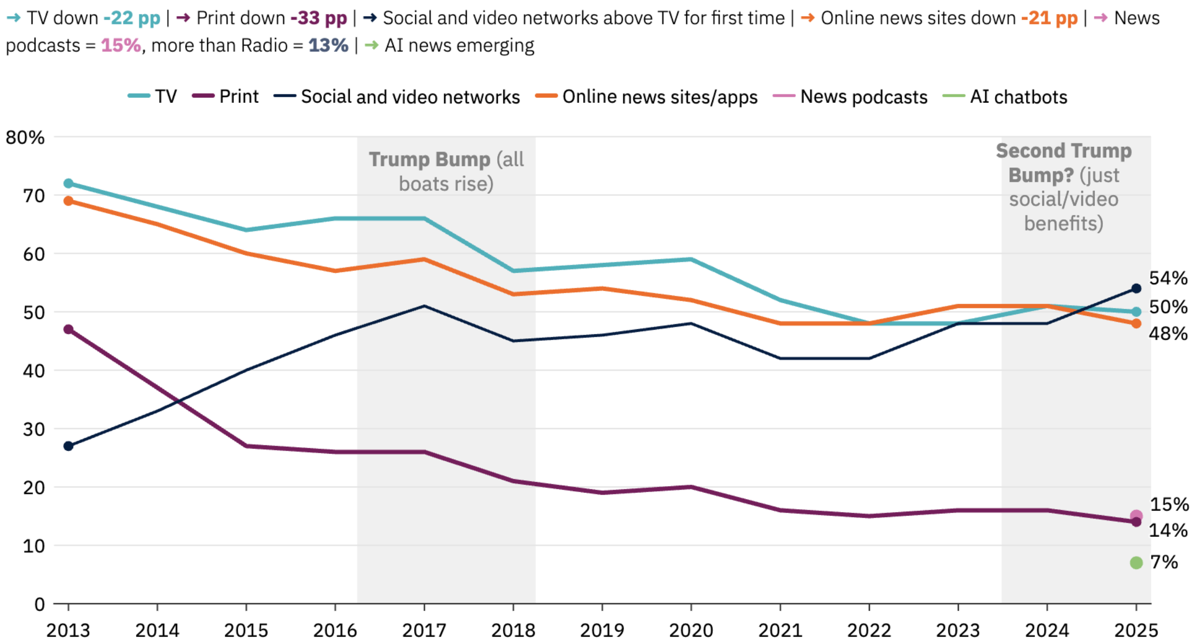
Shift to social and video platforms continues to build

Across countries, engagement with traditional media sources such as TV, print, and news websites continues to fall, while dependence on social media, video platforms and online aggregators is rising. This shift has enabled politicians such as Donald Trump in the US and Javier Milei in Argentina to bypass traditional media, reaching out instead to politically aligned social media influencers, podcasters and YouTubers. In our US poll, which took place just after the inauguration, social media use (+6 points) overtook TV for the first time but there was no equivalent 'bump' for traditional sources.

Proportion that used each as a source of news in the last week

2013-2025

United States



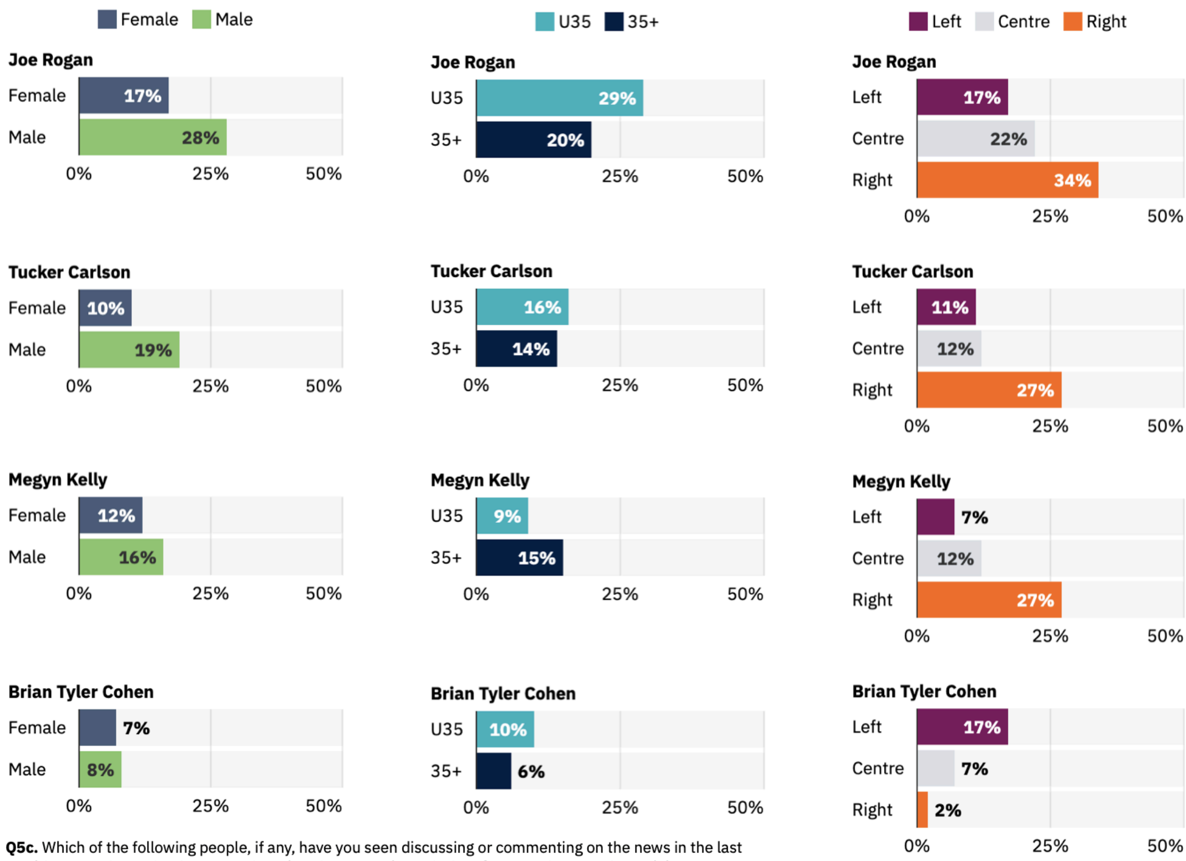
Q3. Which, if any, of the following have you used in the last week as a source of news? Base: Total sample in each year ≈ 2000. *Note: No data for 2014. There was a sampling and weighting change from 2021 onwards.*

Across 48 markets audiences have become more dependent on social and video platforms with 44% of 18-24s saying these networks are their *main* source of news. At the same time the proportion of all people that *consume* social video has grown from 52% in 2020 to 65% in 2025. In the Philippines, Thailand, Kenya, and India more people now say they prefer to watch the news rather than read it, encouraging the shift to news creators.

In some countries, these personalities are playing a significant role in shaping public debates. One-fifth (22%) of our United States sample say they came across news or commentary from popular podcaster Joe Rogan in the week after the Presidential inauguration, including a disproportionate number of young men, a group traditional media struggles to reach.

Proportion seeing each discussing or commenting on news in last week

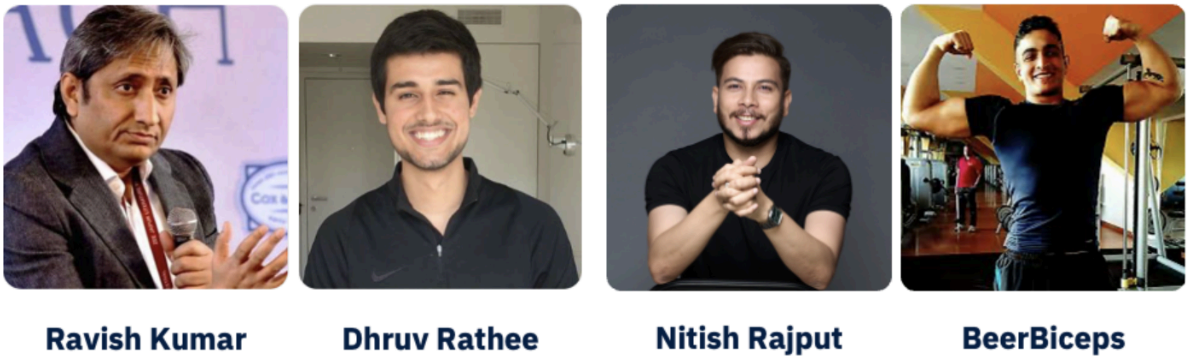
By gender, age and political leaning



Q5c. Which of the following people, if any, have you seen discussing or commenting on the news in the last week? Base: U35 = 601, 35+ = 1452, Male = 974, Female = 1079, Left = 476, Centre = 867, Right = 454.

The impact of this phenomenon plays out differently in different regions. We see prominent YouTubers, Instagrammers and TikTokers finding large audiences in India, Brazil, Indonesia and Thailand, all countries with younger populations that are heavy users of social media.

Some of the Indian YouTubers mentioned in the context of news



In European countries, there are fewer higher profile creators that have been able to cut through, with some exceptions. In France, Hugo Travers (HugoDécrypte) reaches 22% of under-35s with content distributed mainly via YouTube and TikTok.

Lead author **Nic Newman** outlines the significance of these trends:

> *"The rise of social video and personality-driven news represents another significant challenge for traditional publishers that are struggling to adapt their content and tone to these very different environments. Online video may be a good way to engage younger audiences, but there is very little commercial upside for publishers, with most news consumption mostly taking place via platforms rather than owned and operated news websites. Publishers also face a loss of influence, with populist politicians increasingly looking to bypass scrutiny by working with sympathetic influencers instead"*

TikTok is the fastest growing social and video network in this year's survey, adding a further 4 percentage points across markets for news (17%) and reaching 49% of our online sample in Thailand (+10 points), 40% in Malaysia (+9). But at the same time people in those markets see the network as one of the biggest *threats* when it comes to false or misleading information, along with Facebook, long a source of widespread public concern.

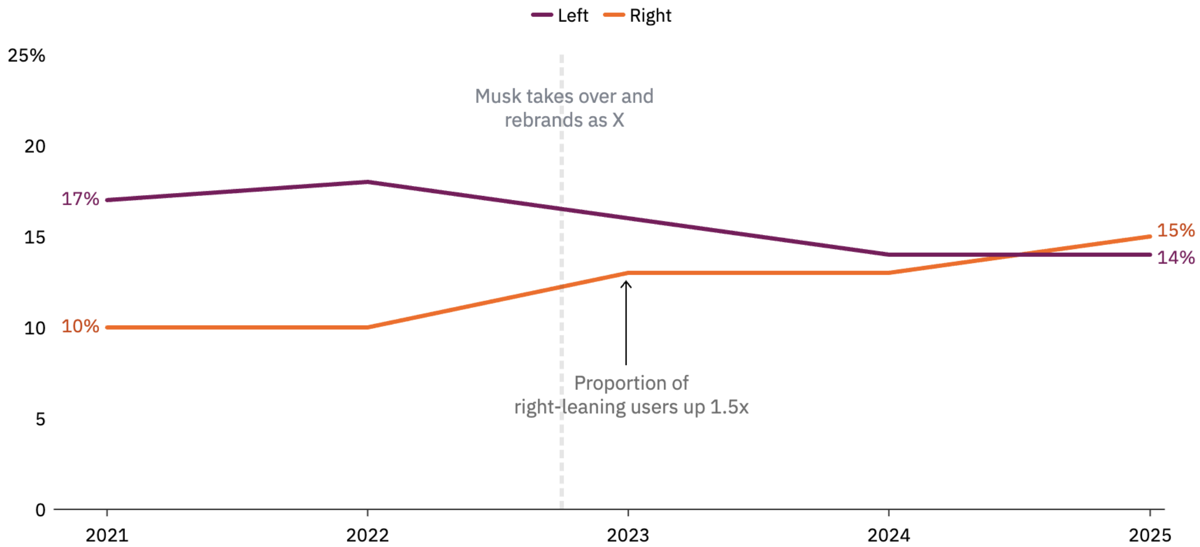
Audience for Musk's X shifts *right*wards without losing reach

Our data shows that usage of X for news is stable or increasing across many markets, with the biggest uplift in the United States (+8 points for news from last year to 23%), Australia (+6), and Poland (+6). Since Elon Musk took over the network in 2022 many more right-leaning people, notably young men, have flocked to the network, while some progressive audiences have left or are using it less frequently. Rival networks like Threads, Bluesky and Mastodon are making little impact globally, with reach of 2% or less for news.

Proportion that used Twitter/X for news in the last week by political leaning

2021-2025

Selected countries



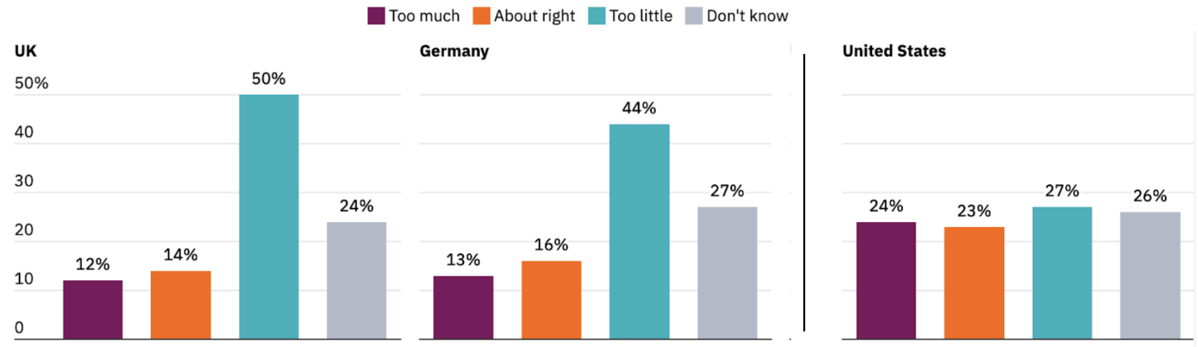
Q12b. Which, if any, of the following have you used for finding, reading, watching, sharing or discussing news in the last week? *Base: Left/right in each year in a basket of 12 select countries: UK, US, Spain, Germany, France, Italy, Denmark, Finland, Australia, Japan, Brazil and Ireland ≈ 4100/3800.*

Overall, over half our sample (58%) say they remain concerned about their ability to tell what is true from what is false when it comes to news online, a similar proportion to last year. Concern is highest in Africa (73%) and the United States (73%) – where social media use is high – with lowest levels in Western Europe (46%).

Meanwhile, as arguments rage about moderation, fact checking and free speech in social media the public is divided over whether social media companies should be removing more or less content that may be false or harmful, but not illegal. Respondents in the UK and Germany are most likely to say too little is being removed, while those in the United States are split, with those on the right believing far too much is already taken down and those on the left saying the opposite.

Proportion that think too little harmful (but legal) content is being removed from social and video networks

Selected countries



Q1_social_2025. Social media and online video networks sometimes remove content that is deemed harmful or offensive (in addition to content that is illegal); which comes closest to your view? *Base: Total sample in each country ≈ 2000.*

Attitudes to the use of generative AI in the news

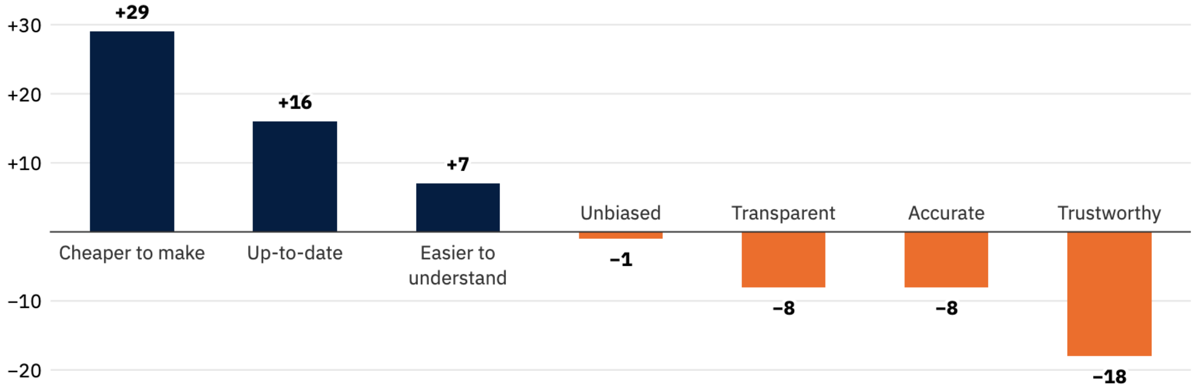
The Digital News Report survey has asked about the use of AI chatbots for the first time as search engines and other platforms integrate real-time news into their core services. The numbers using chatbots for news are still relatively small overall (7% each week) but are higher with under-35s (12%). ChatGPT remains the most mentioned AI service for news, followed by Google's Gemini and Meta AI, though the numbers could be even higher as it may not always be clear to consumers when they are using Gen AI. Our survey also shows that other forms of aggregation are also becoming more important, such as news links promoted on Android phones (Google Discover).

With many publishers looking to use AI to better personalise news content, the survey finds mixed views from audiences, some of whom worry about missing out on important stories. At the same time there is some interest in making the news more accessible or relevant, including summarisation (27%), translating stories into different languages (24%), better story recommendations (21%), and using chatbots to ask questions about news (18%).

More generally, however, audiences in most countries remain sceptical about the use of AI in the news and are more comfortable with use cases where humans remain in the loop. Across countries, they expect that AI will make the news cheaper to make (+29 net difference) and more up-to-date (+16), but less transparent (-8), less accurate (-8), and less trustworthy (-18).

Net difference between proportion that think generative AI will make news more or less of each

37–market average



AI_3_news_qualities. In general, do you think that news produced mostly by artificial intelligence, albeit with some human oversight, is likely to be more or less of each of the following, compared to news produced entirely by a human journalist? *Base: Total sample across 31 markets = 54,638. Note: Question not asked in Bulgaria, Chile, Colombia, Croatia, Greece, Hungary, Indonesia, Kenya, Malaysia, Mexico, Morocco, Nigeria, Romania, Peru, Philippines, Serbia, Singapore, Slovakia, Taiwan, Thailand, Turkey.*

These data may be of some comfort to news organisations hoping that AI might increase the value of human-generated news. To that end we find that trusted news brands, including public service news brands in many countries, are still the most frequently named place people say they go if they want to check whether something is true or false online, along with official (government) sources. This is true across age groups, though younger people are relatively more likely than older groups to use social media to check information as well as AI chatbots.

Five more headlines from this year's report

1. Trust in news remains stable. Overall trust in the news (40%) has remained stable for the third year in a row, even if it is still four points lower overall than it was at the height of the pandemic. Finland and Nigeria have the highest levels of overall trust (67% and 68% respectively) while Greece (22%) and Hungary (22%) have the lowest levels. Respondents to our survey are clear that the best way for news organisations to increase trust would be to increase accuracy, transparency, and original journalism, while reducing what many see as biased coverage.

2. More people than ever avoid the news. Across markets, four in ten (40%) say they sometimes or often avoid the news – up from 29% in 2017 – and the joint highest figure we've ever recorded. Many avoiders (39%) say that the news has a negative effect on their mood, while others (31%) say they are worn out by the amount of news or think there is too much coverage of war and conflict (30%) or national politics (29%).

3. Most people are not prepared to pay for news. As publishers look to diversify revenue streams, they are continuing to struggle to grow their digital subscription businesses. The proportion paying for any online news remains stable at 18%, across a basket of 20 richer countries – with the majority still happy with free offerings. Norway (42%) and Sweden (31%) have the highest proportion paying while a fifth (20%) pay in the United States. By contrast just 7% pay for online news in Greece and Serbia and just 6% in Croatia.

4. News podcasts thrive amongst younger audiences. Our survey also shows the importance of news podcasting in reaching younger, better educated audiences. The United States has among the highest proportion (15%) accessing one or more podcasts in the last week, with many of these now filmed and distributed via video platforms such as YouTube and TikTok. By contrast, many northern European podcast markets remain dominated by public broadcasters or big legacy media companies and have been slower to adopt video versions.

5. News alerts dilemmas. Around a fifth of respondents (21%) across countries use mobile notifications as a gateway to publisher apps or websites. But many others say they avoid these alerts because publishers send too many or they are not sufficiently relevant. A few trusted news brands, including public media news organisations, seem to benefit disproportionately from mobile alerts, helping to build habit and frequency of use.

Methodology

All figures, unless otherwise stated, are from YouGov Plc. Survey conducted in 48 markets: United States, United Kingdom, Germany, France, Italy, Spain, Portugal, Ireland, Norway, Sweden, Finland, Denmark, Belgium, Netherlands, Switzerland, Austria, Hungary, Serbia, Slovakia, Czech Republic, Poland, Croatia, Romania, Bulgaria, Greece, Turkey, South Korea, Japan, Hong Kong, India, Indonesia, Malaysia, Philippines, Taiwan, Thailand, Singapore, Australia, Canada, Brazil, Argentina, Colombia, Chile, Peru, Mexico, Morocco, Nigeria, Kenya and South Africa. Total sample size was 97,055 adults, with around 2,000 per market.

Fieldwork was undertaken at the end of January/start of February 2025. The survey was carried out online. The data were weighted to targets set on age, gender and region (and education and political leaning where possible), to reflect the total population. The sample is broadly reflective of the population who have access to the internet in each country.

Data from India, Kenya, Nigeria, and South Africa are representative of younger English-speakers and not the national population, because it is not possible to reach other groups in a representative way using an online survey. The survey was fielded mostly in English in these markets, and restricted to ages 18 to 50 in Kenya and Nigeria. Findings should not be taken to be nationally representative in these countries.

The use of a non-probability sampling approach means that it is not possible to compute a conventional 'margin of error' for individual data points. However, differences of +/- 2 percentage points or less from individual countries are very unlikely to be statistically significant and should be interpreted with a very high degree of caution.

Contact

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More information on the 2025 Digital News Report

The research and report can also be found on our website from 17 June including slide-packs, charts, and raw data tables, with a licence that encourages reuse. A fuller description of the methodology is available along with the complete questionnaire. Supporters of this year's report include main sponsor the Google News Initiative, as well as BBC News, Code for Africa, Ofcom, the Irish Coimisiún na Meán, the Dutch Media Authority (CvdM), the Media Industry Research Foundation of Finland, the Fritt Ord Foundation in Norway, the Korea Press Foundation, Edelman UK, NHK (Japan), Ringier International, the Reuters News Agency, YouTube, as well as our academic sponsors at the Leibniz Institute for Media Research/Hans Bredow Institute, the University of Navarra in Spain, the University of Canberra, the Centre d'études sur les médias, Quebec, Canada, and Roskilde University, Denmark. The Fundación Gabo continues to support the translation of the report into Spanish.

About the Reuters Institute for the Study of Journalism

The Reuters Institute for the Study of Journalism is dedicated to exploring the future of journalism worldwide. The Institute receives core funding from the Thomson Reuters Foundation and is based in the Department of Politics and International Relations at the University of Oxford. See http://reutersinstitute.politics.ox.ac.uk/

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About YouGov

YouGov is an international market research agency and pioneer of market research through online methods. YouGov has a panel of over 30 million people worldwide, including over 3 million in the UK representing all ages, socio-economic groups and other demographic types.