

# Reuters Institute *Digital News Report* 2025

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Finland DNR launch  
June 17<sup>th</sup>, 2025

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Representing half the world's population

6

Continents

48

Markets

97,000

Respondents

# Methodology: Online poll conducted Jan/early Feb 2025

Country	Sample Size	Population	Internet Penetration
<b>Europe</b>			
UK	2,076	68m	96%
Austria	2,026	9m	95%
Belgium	2,046	11.7m	95%
Bulgaria	2,029	6.6m	80%
Croatia	2,092	4m	83%
Czech Republic	2,009	10.5m	86%
Denmark	2,013	5.9m	100%
Finland	2,015	5.5m	94%
France	2,015	65m	87%
Germany	2,047	83m	94%
Greece	2,010	10.3m	85%
Hungary	2,001	10m	92%
Ireland	2,000	5.1m	97%
Italy	2,008	59m	87%
Netherlands	2,020	17.7m	97%
Norway	2,031	5.5m	99%

Country	Sample Size	Population	Internet Penetration
Poland	2,015	40m	86%
Portugal	2,014	10.2m	86%
Romania	2,003	19.6m	89%
Serbia	2,010	7.1m	85%
Slovakia	2,013	5.7m	90%
Spain	2,014	48m	95%
Sweden	2,000	10.7m	96%
Switzerland	2,023	8.9m	97%
Turkey	2,002	86m	87%
<b>Americas</b>			
USA	2,053	342m	93%
Argentina	2,014	46m	89%
Brazil	2,006	218m	84%
Canada	2,031	39m	94%
Chile	2,009	19.7m	95%
Colombia	2,013	52m	77%
Mexico	2,010	129m	81%
Peru	2,022	35m	80%

Country	Sample Size	Population	Internet Penetration
<b>Asia Pacific</b>			
Australia	2,006	27m	97%
Hong Kong	2,004	7.5m	96%
India	2,044	1,442m	56%
Indonesia	2,028	280m	69%
Japan	2,000	123m	87%
Malaysia	2,063	35m	98%
Philippines	2,014	119m	84%
Singapore	2,014	6.1m	94%
South Korea	2,038	52m	97%
Taiwan	2,018	23m	85%
Thailand	2,003	72m	90%
<b>Africa</b>			
Kenya	2,007	56m	35%
Morocco	2,012	38m	91%
Nigeria	2,044	229m	39%
South Africa	2,070	61m	76%

Polling by  
**YouGov**

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# Traditional news media losing influence

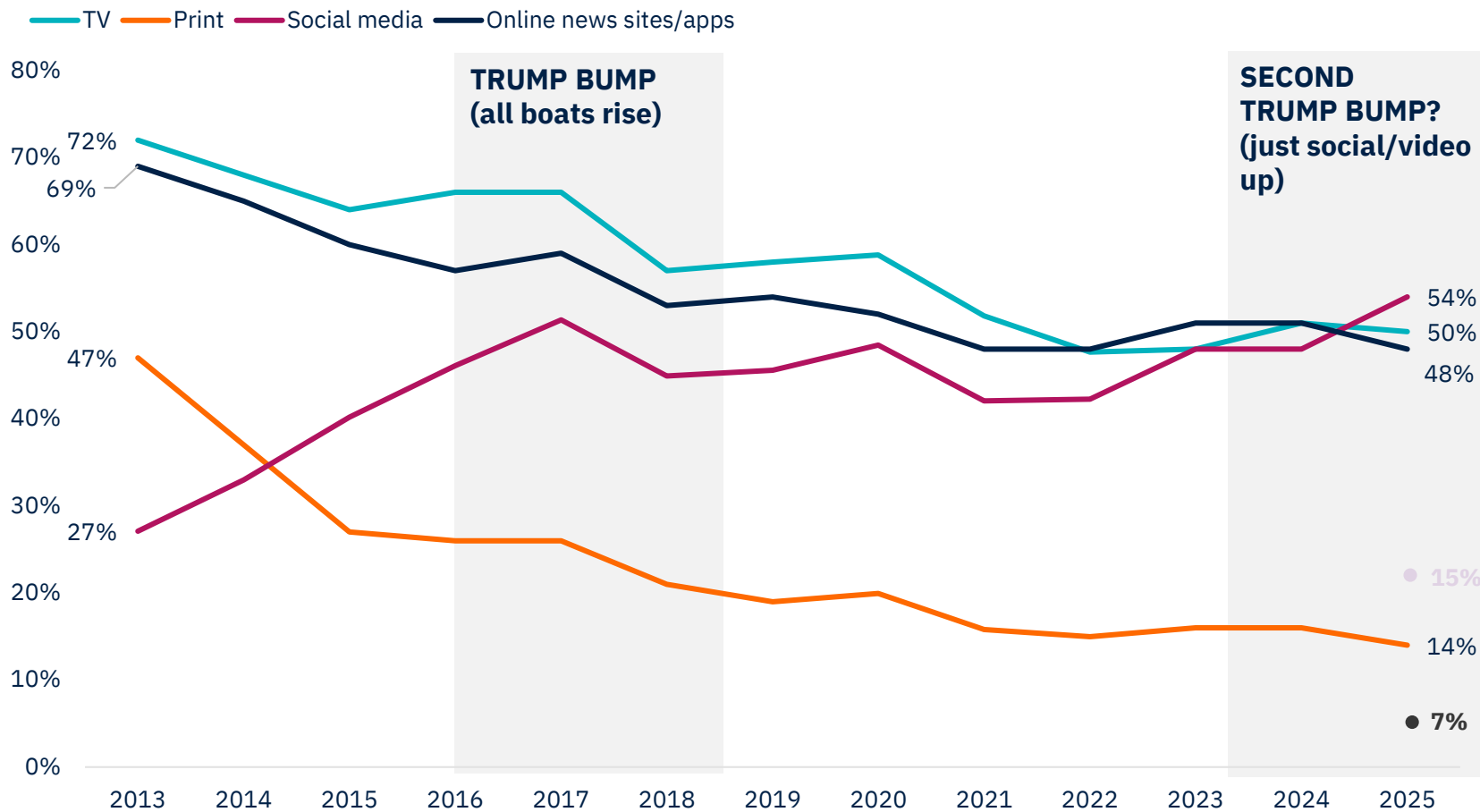
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# Proportion that access news sources weekly - USA

Further drop in TV and other traditional sources of news



Social and video networks above TV for first time

TV down 22pp

Online news sites down 21pp

News podcasts (15%) more than radio (13%)

Print down 33pp

AI news emerging

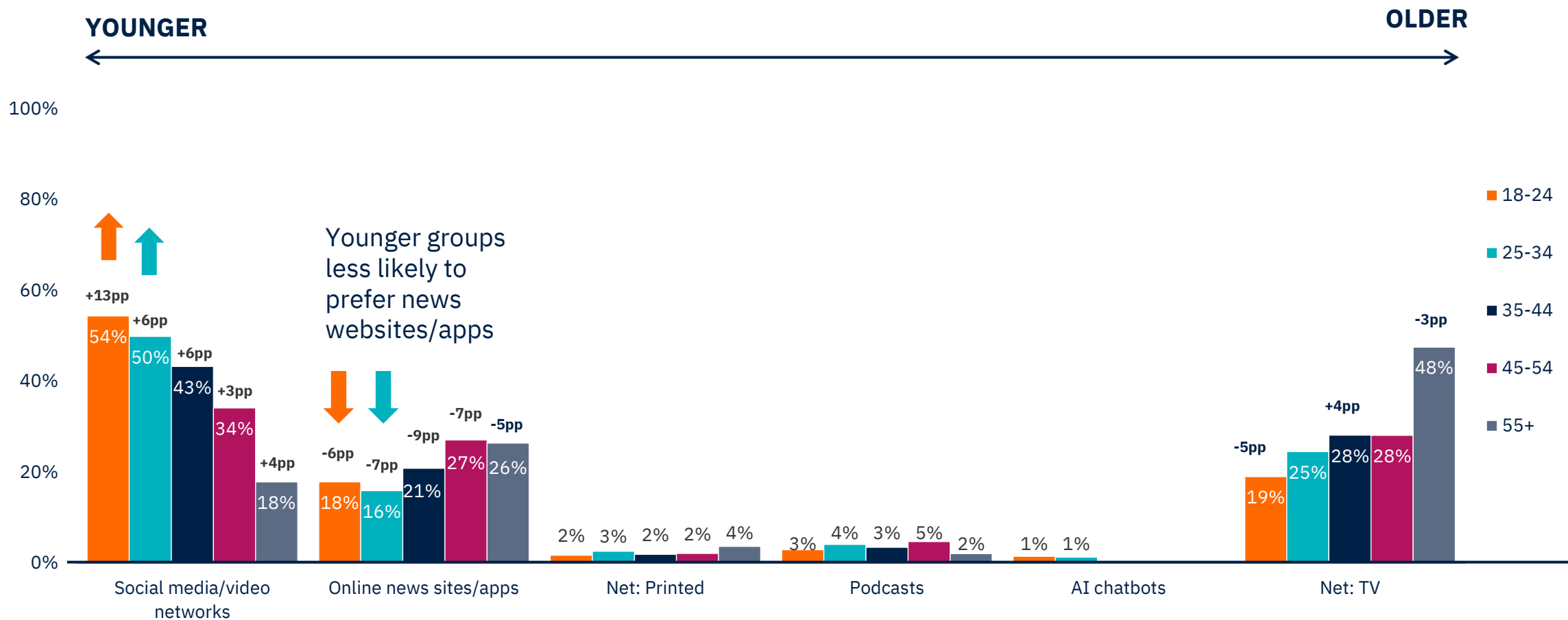
Q3. Which, if any, of the following have you used in the last week as a source of news? Base: Total sample in each year ≈ 2000. Note: No data for 2014. There was a sampling and weighting change from 2021 onwards.



# MAIN source by age USA - 2025

In the USA, social media and video networks makes gains across all age groups

Main news source by age - USA



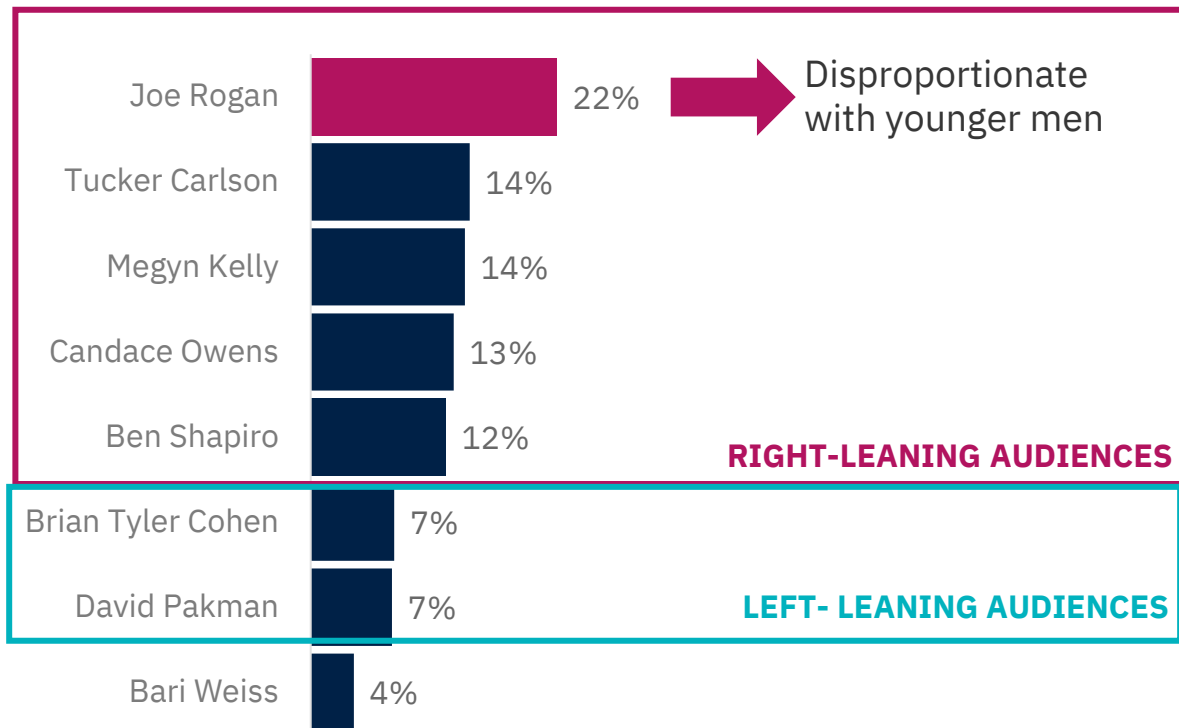
Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?  
 Base: All that used a source of news in the last week aged 18-24 = 213, 25-34 = 328, 35-44 = 296, 45-54 = 227, 55+ = 788



# Personalities/creators are becoming key news sources

Popularity of podcasters like Joe Rogan is seen as highlighting declining influence of traditional TV channels.

Proportion seeing each discussing or commenting on news in last week

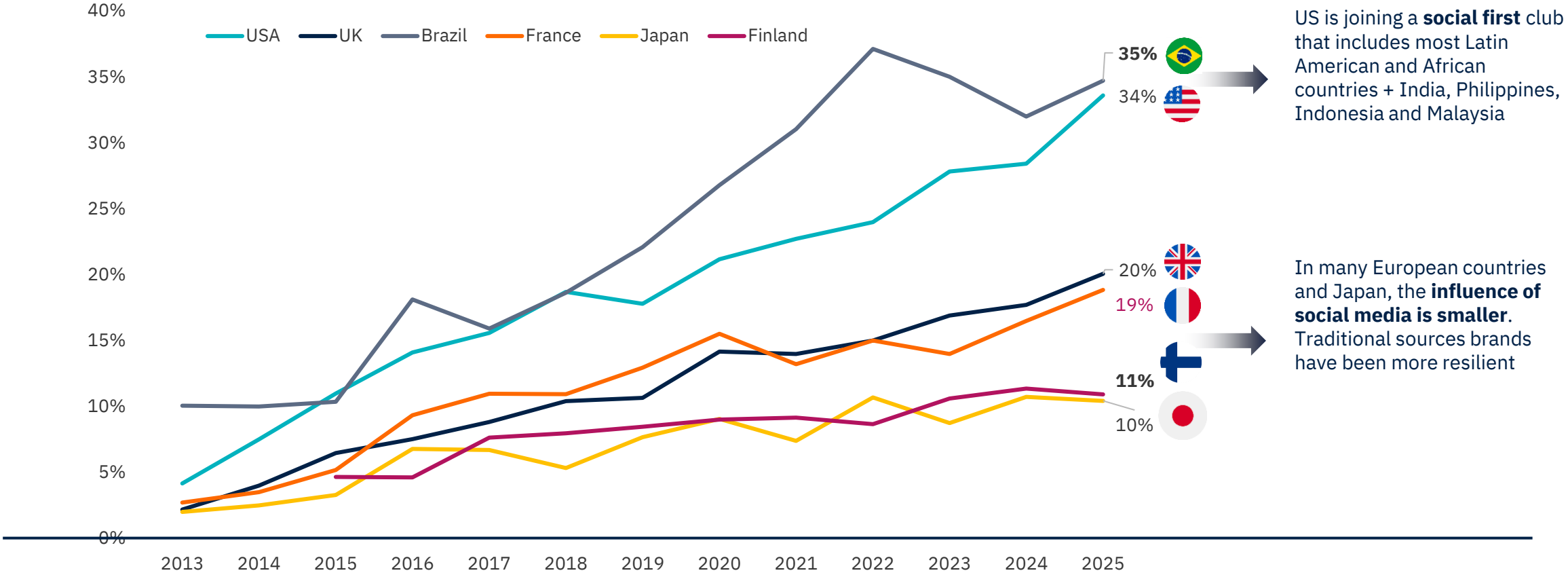


# Is this happening elsewhere?

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# Reliance of social & video networks as a main source of news has increased across countries



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news? Base: All that used a source of news in the last week in each country-year ≈ 1900. Note: No data for 2014. There was a sampling and weighting change from 2021 onwards.

# Creators not just about partisan commentary

Young creators are often given access to politicians and also do a great job of trying to explain the news using platforms like YouTube and TikTok

## Hugo Travers (HugoD crypte) in France



**22%** of under-35s in France say they have seen Hugo Travers discussing or commenting on news in the last week

(8%) with all ages

# News influencers in other parts of the world

*Mostly male when it comes to political commentary – mix of politics, comedy, entertainment and education.*



**Ravish Kumar**



**Dhruv Rathee**



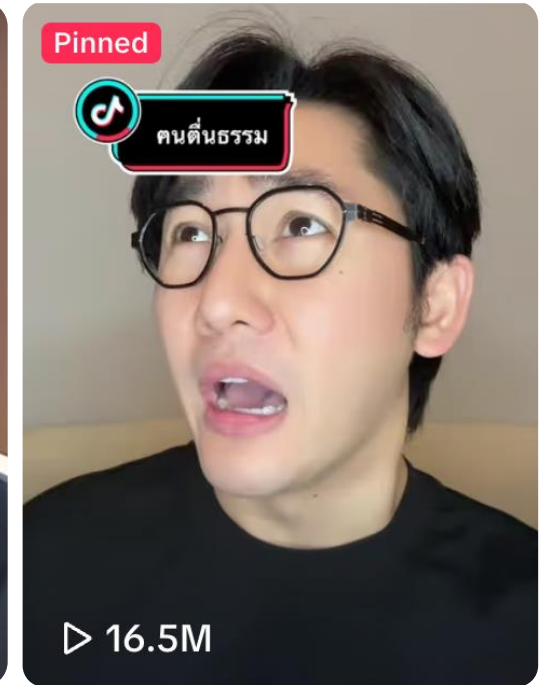
**Nitish Rajput**



**BeerBiceps**



**Kanchai Kamnerdploy**



**Pond on News**

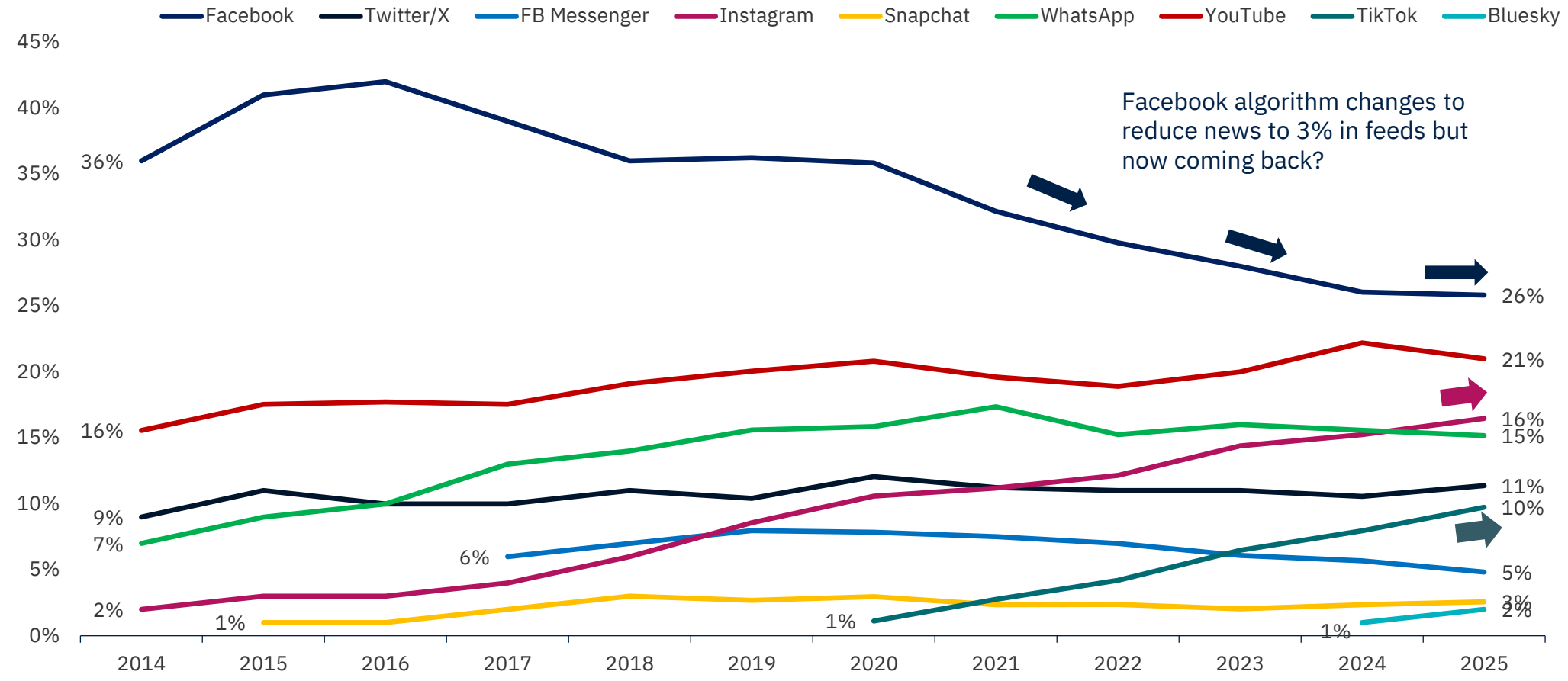
# Platform shifts

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# Facebook challenged as attention fragments across multiple networks

Proportion accessing each network for news in the last week 2014-2025  
SELECTED MARKETS

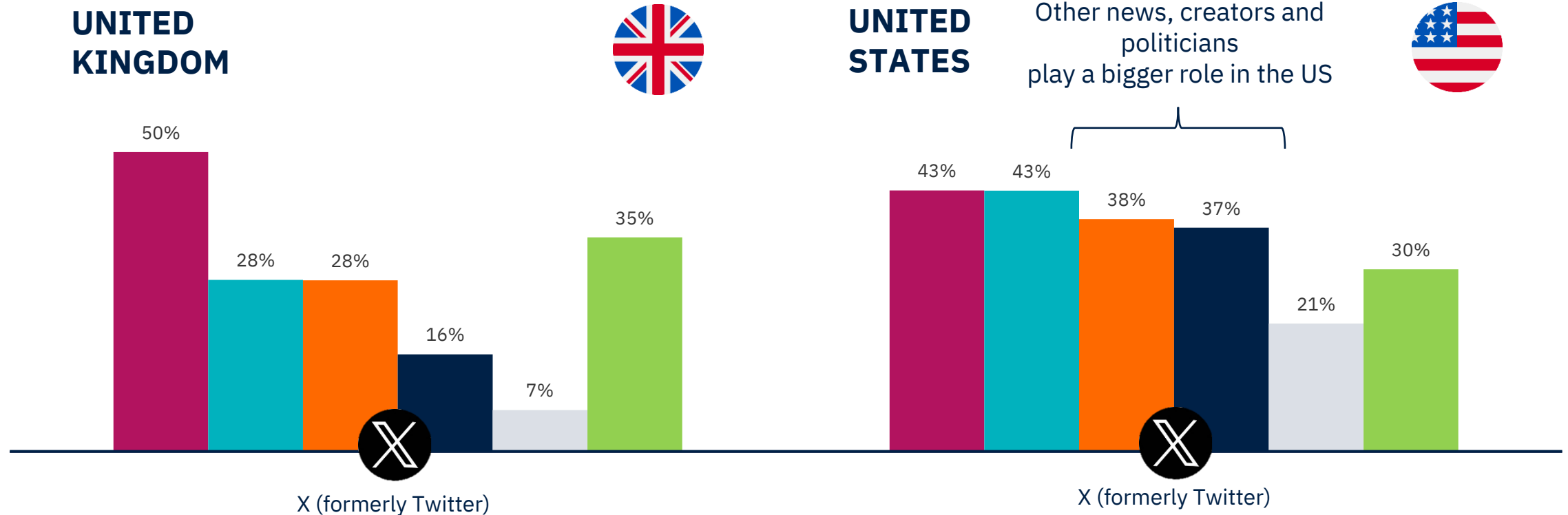


**Q12b.** Which, if any, of the following have you used for news in the last week? *Base: Total sample in each country-year in UK, USA, Germany, France, Spain, Italy, Denmark, Finland, Australia, Japan (2014-25), Brazil & Ireland (2015-25) ≈ 2000.* Note: We did not ask about Bluesky in France, Italy, Finland, Denmark, Japan, and Canada (2024) and in France, Italy, Denmark, and Japan (2025).

# Where do we pay most attention when it comes to news on X? UK VS US

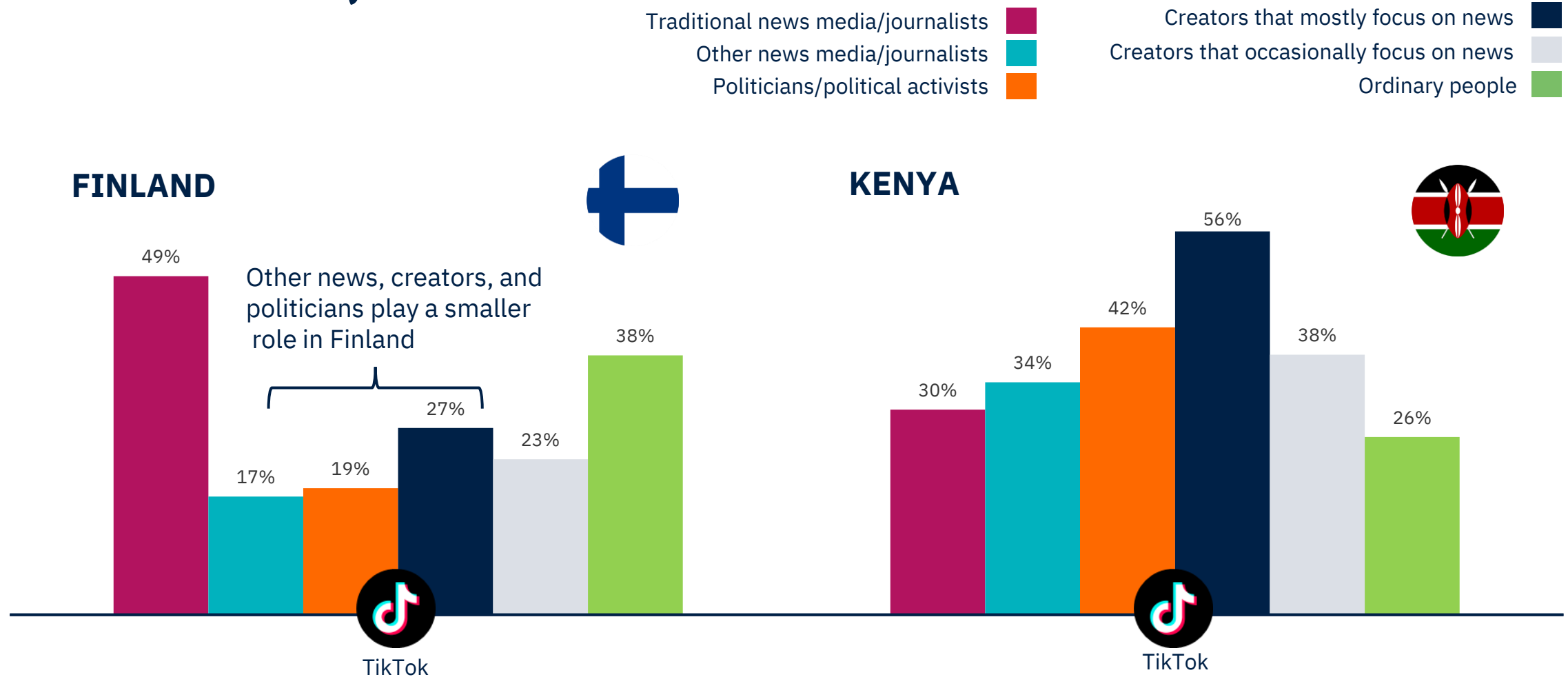
Traditional news media/journalists  
Other news media/journalists  
Politicians/political activists

Creators that mostly focus on news  
Creators that occasionally focus on news  
Ordinary people



**Q12 Social sources X.** You said that you use X (formerly Twitter) for news ... When it comes to news on X (formerly Twitter), which of these sources do you generally pay most attention to? *Base: Randomly selected news users of X in UK = 160, USA = 245.*

# Where do we pay most attention when it comes to news on TikTok? Finland vs Kenya



**Q12 Social sources TikTok.** You said that you use TikTok for news ... When it comes to news on TikTok, which of these sources do you generally pay most attention to?  
Base: Randomly selected news users of TikTok in Norway = 125, Kenya = 345.

Are platforms  
removing too  
much or too  
little?

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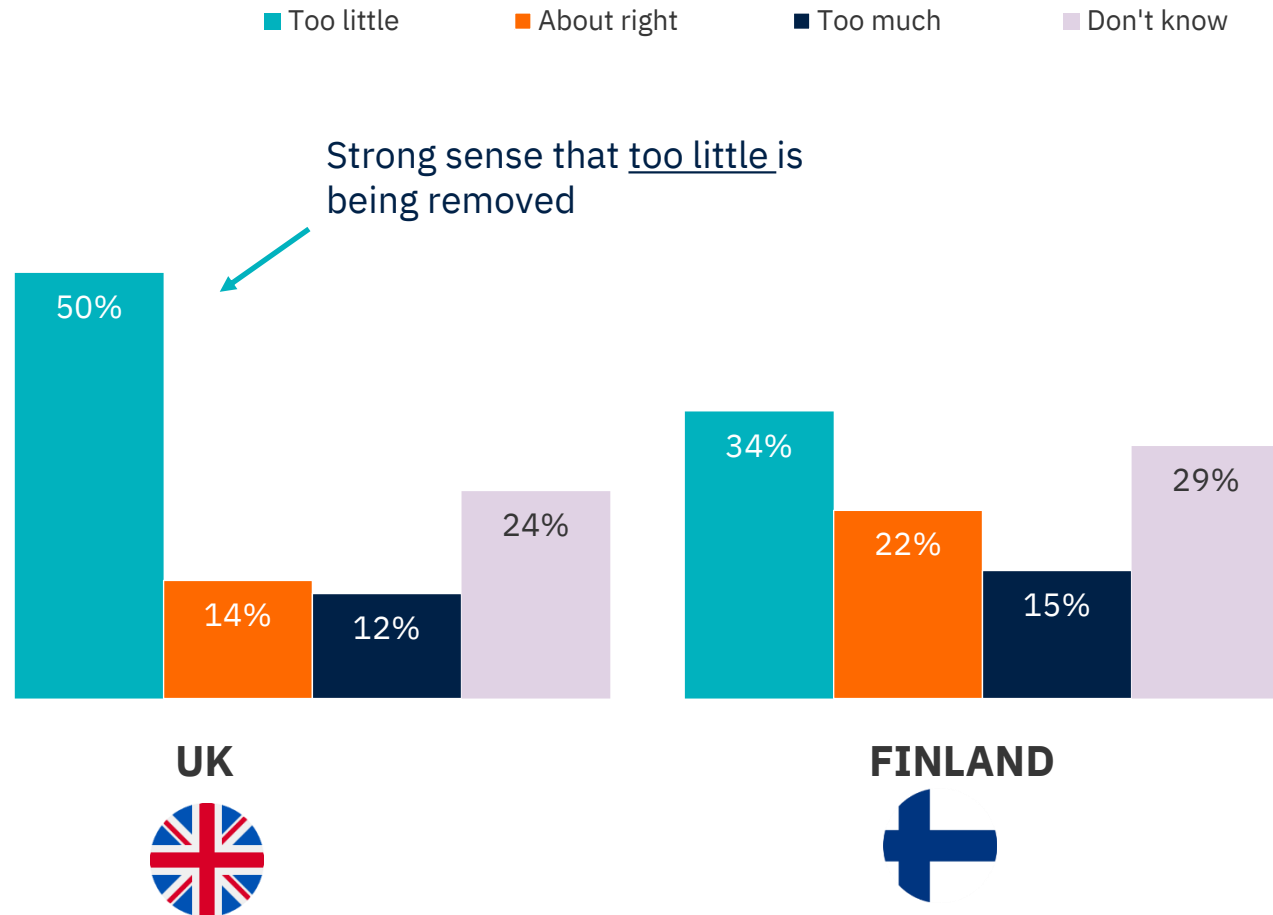
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# Are social media and video networks removing too much or too little?

As arguments rage about moderation, fact checking and free speech in social media we find that audiences if anything want more content to be removed, not less – especially outside the US.



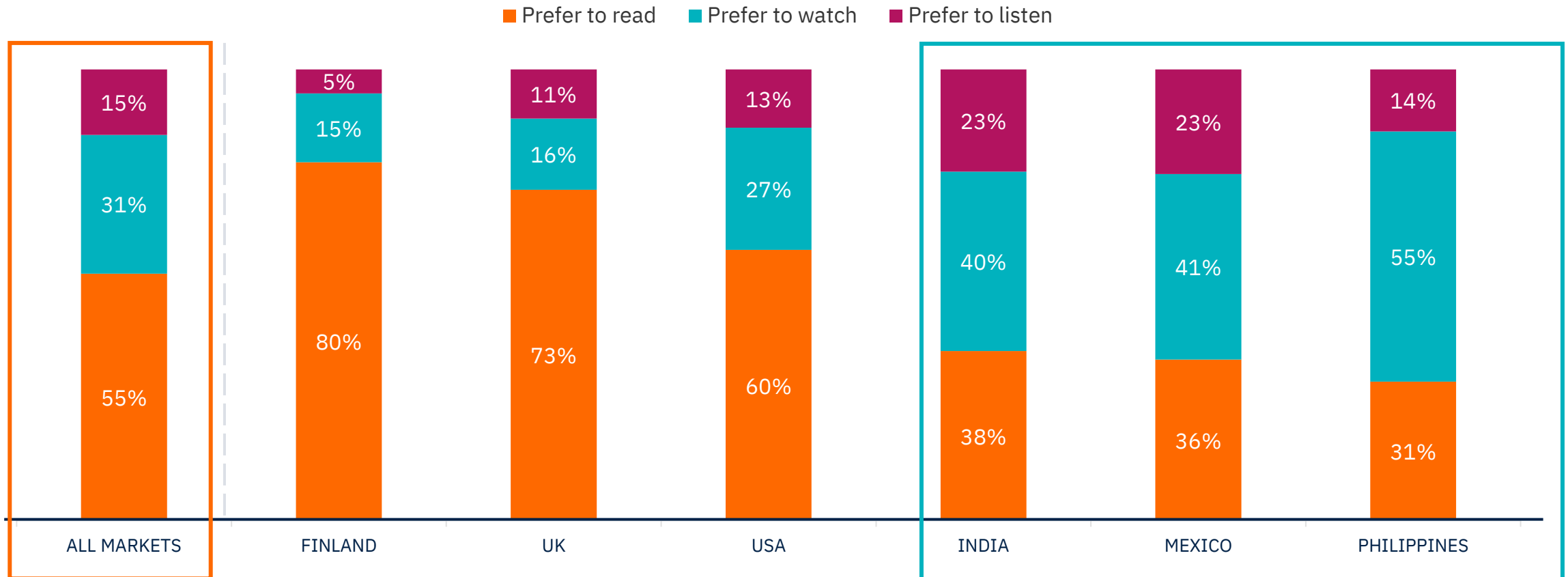
# Growth of online video

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# Preference to read, watch or listen to the news when online

Variation across markets

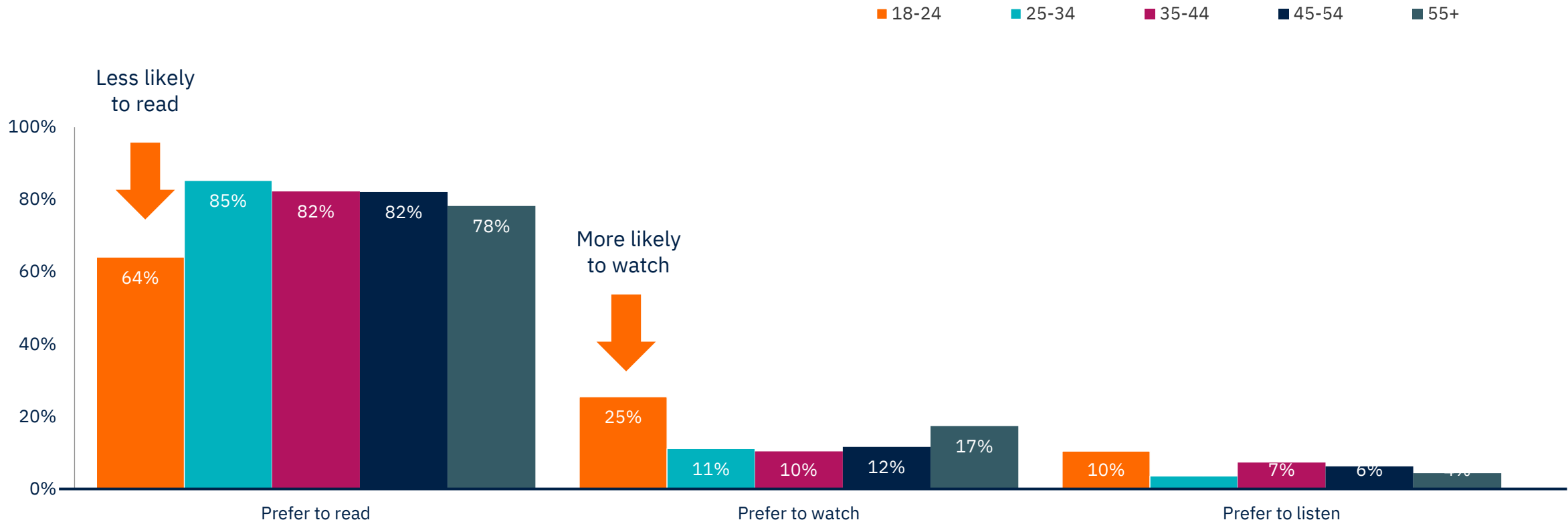


**OPTQ11D 2020.** In thinking about your online habits around news and current affairs, which of the following statements applies best to you? Base: Total sample (excluding Don't Knows) in all markets = 86,027, Norway = 1901, UK = 1708, USA = 1785, India = 1882, Mexico = 1807, Philippines = 1874.

# Under-25s are more likely to choose watching or listening, compared with older groups – FINLAND



Those aged 25-25 are shifting from reading to watching news online.



**OPTQ11D\_2020.** In thinking about your online habits around news and current affairs, which of the following statements applies best to you?  
Base: All (excluding Don't knows) in UK aged 18-24 = 171, 25-34 = 252, 35-44 = 281, 45-54 = 279, 55+ = 725.

# Many publishers have been investing in podcasts to reach younger, richer, news interested audiences

*Video podcasts are a bigger part of the mix, especially in the United States*

## Most mentioned news and politics podcasts

**15%** access a news podcast weekly



### Top shows

- 1 The Daily
- 2 Up First
- 3 The Joe Rogan Experience
- 4 BBC Global News Podcast
- 5 MeidasTouch Podcast
- 6 Pod Save America

### Top producers

- 1 NPR
- 2 New York Times
- 3 BBC



More personality-based, higher levels of video. **YouTube is main access point.**

## Most mentioned news and politics podcasts

**7%** access a news podcast weekly



### Top shows

- 1 The Rest is Politics
- 2 The News Agents
- 3 PoliticsJOE Podcast
- 4 Americast
- 5 Newscast
- 6 Pod Save The UK

### Top producers

- 1 Goalhanger
- 2 Global Media & Entertainment
- 3 BBC



Some personality-based, some video. **Spotify and BBC Sounds are main access points.**

**Q1\_podcast\_open.** You said earlier that you have accessed a news-related podcast in the last week. Can you name those that you listen to most regularly? *Base: News podcast listeners in USA = 304, UK = 153,*

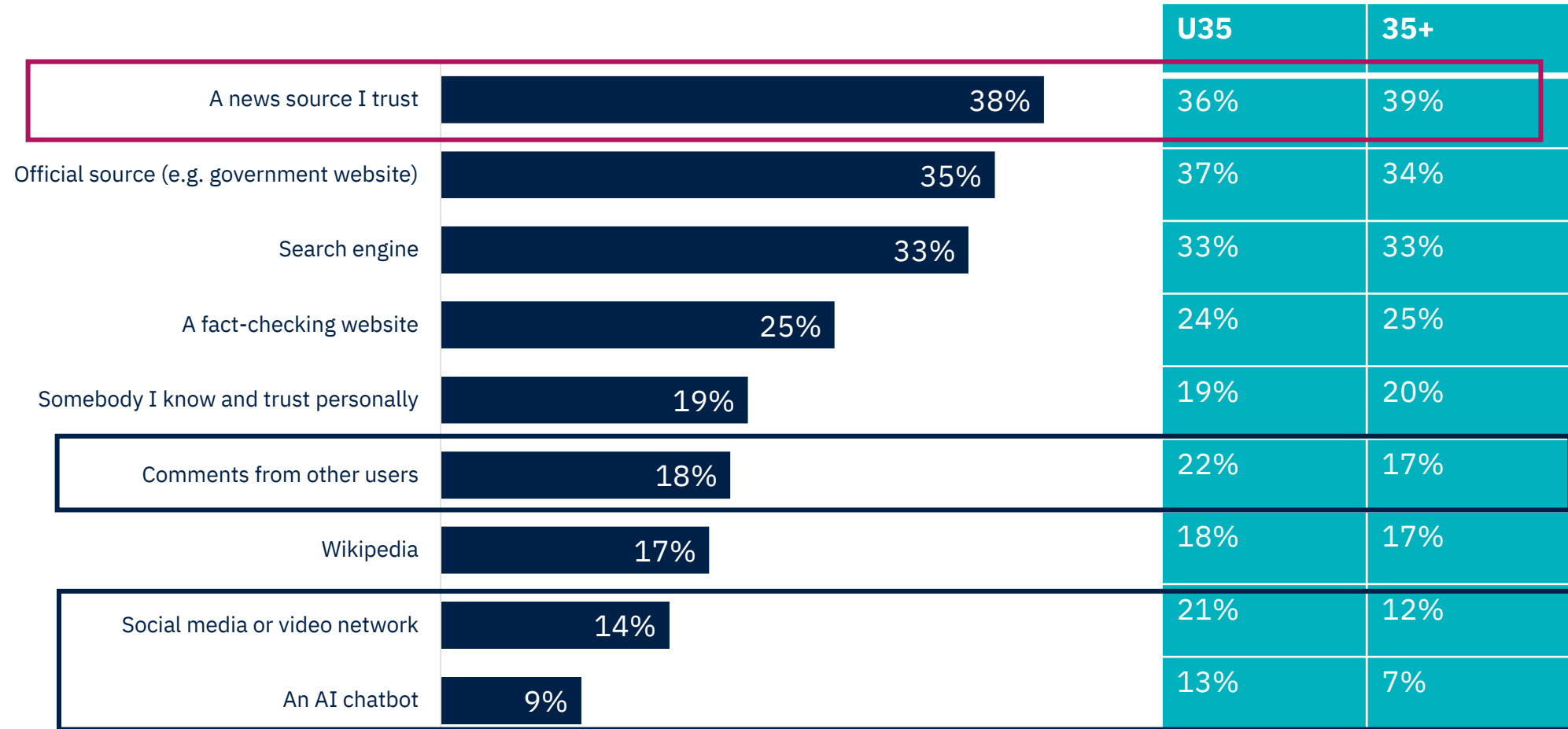
# Misinformation: How audiences check what is true or false?

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# Where do people go to check if they suspect something might be false?

Most would verify using a trusted news source or an official source. Young more likely to use social media/chatbots



# Which are the news brands people go to check information?

Selected countries



## United Kingdom

### News brands

**BBC NEWS**

1. **BBC News**
2. The Guardian
3. Sky News
4. ITV News
5. The Times/S. Times
6. Channel 4

### Fact checking brands



## United States

### News brands

**CNN**

1. CNN
2. Fox News
3. **BBC News**
4. NBC/MSNBC
5. ABC
6. New York Times

### Fact checking brands



## Germany

### News brands

**tagesschau**<sup>1</sup>

1. **ARD incl. Tagesschau**
2. **ZDF (incl. Heute)**
3. n-tv
4. WELT
5. Der Spiegel
6. FAZ

### Fact checking brands



## S Africa

### News brands

**news24**

1. News24
2. **SABC**
3. eNCA
4. BBC News
5. CNN
6. Daily Maverick

### Fact checking brands



Q\_fake\_verify\_2a/b. In the previous question you said you would tend to go to a news source/fact-checking site you trust to check information. Which one? Base: All those that selected trusted brands/fact-checking organisations in the UK = 867/571, United States = 873/702, Germany = 811/415, South Africa = 804/619.

# Overall trust is stable

40% trust most news most of the time

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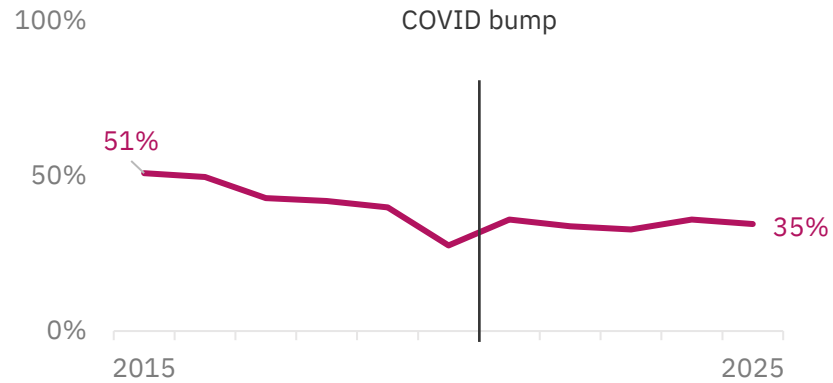


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# Trust over time

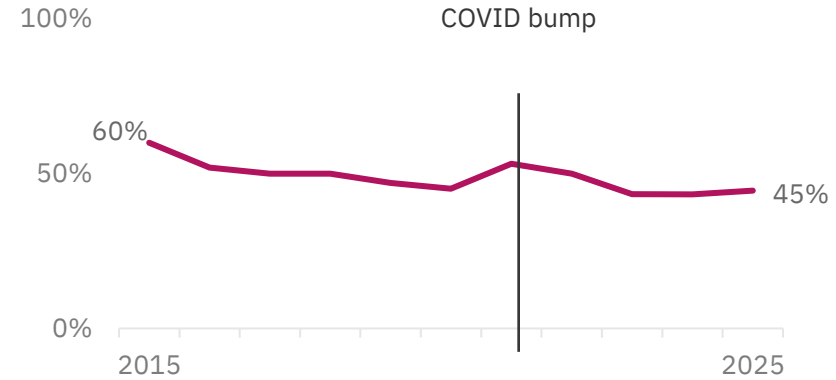
Countries with previously falling trust levels, now stable

## UNITED KINGDOM



**35%**  
OVERALL TRUST  
32/48 markets

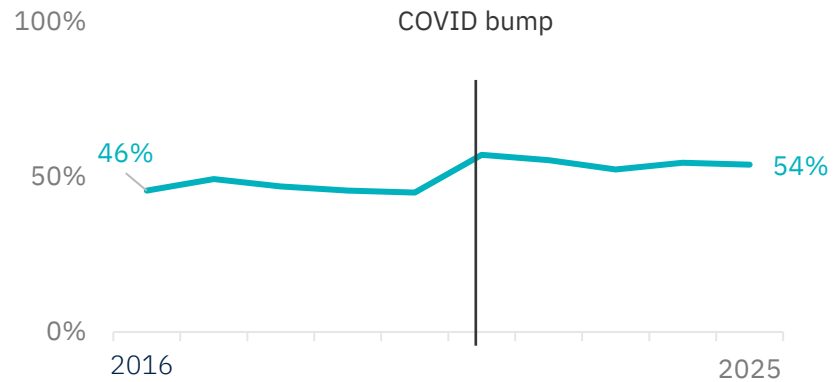
## GERMANY



**45%**  
OVERALL TRUST  
=15/48 markets

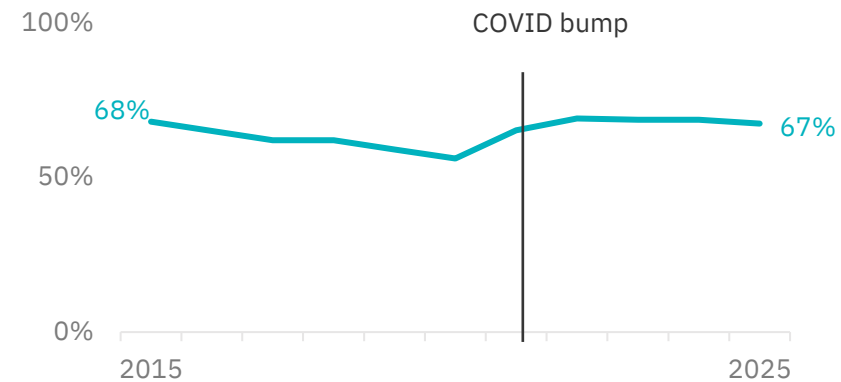
Countries with stable or increasing trust

## NORWAY



**54%**  
OVERALL TRUST  
=7/48 markets

## FINLAND



**67%**  
OVERALL TRUST  
2/48 markets

# How can the news media increase trust?



**Impartiality:** Leave personal feelings and opinions at the door don't push agendas or narratives; Avoid loaded or sensationalist language

*"Present facts not opinions"*



**Accuracy:** Ensure information is accurate; focus on the facts; don't speculate or publish hearsay; verify/fact-check *before* publishing; fact-check false claims

*"Provide accurate news not speculation"*



**Transparency:** More evidence for claims; disclose sources; be open about corrections; disclose biases, funding and other conflicts of interest; clear labelling of news vs opinion

*"Show pictures and live videos of the news you are referring to"*



**Better original journalism:** Provide more depth and detail; do more investigative reporting; hold power to account; use better sources (including experts, eyewitnesses, no social media reporting, etc.); follow up on stories.

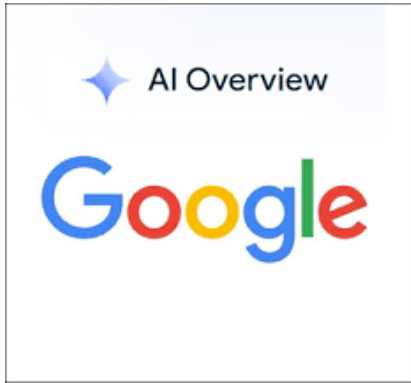
*"Stop scraping alleged news stories from websites like Reddit & Mumsnet"*

# AI and the News

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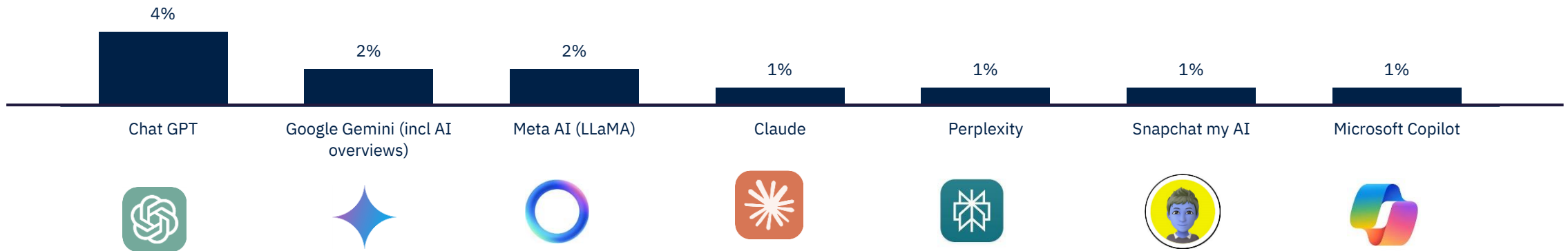


# Proportion that used each chatbot for news



Sometimes consumers are not aware they are consuming generative AI (e.g. via Google's overviews)

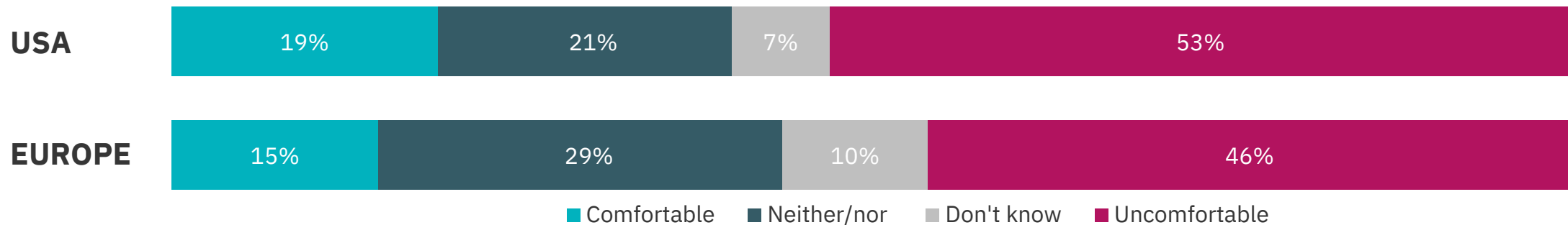
7% say they use a chatbot for news weekly, **much higher with under-25s (15%)**



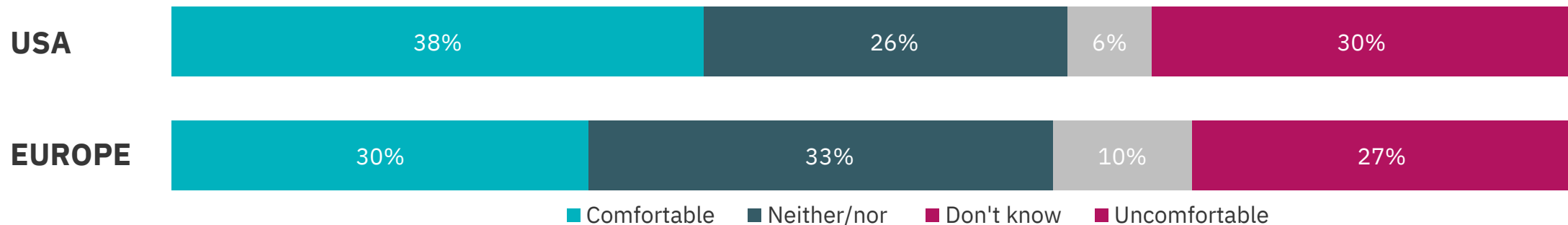
# Comfort with news organisations using AI in different scenarios

*Much more comfort about using AI to help journalists as long as they stay in control. People in the US are more comfortable about mainly AI generated journalism. Comfort less than last year*

## Mainly AI with some human oversight



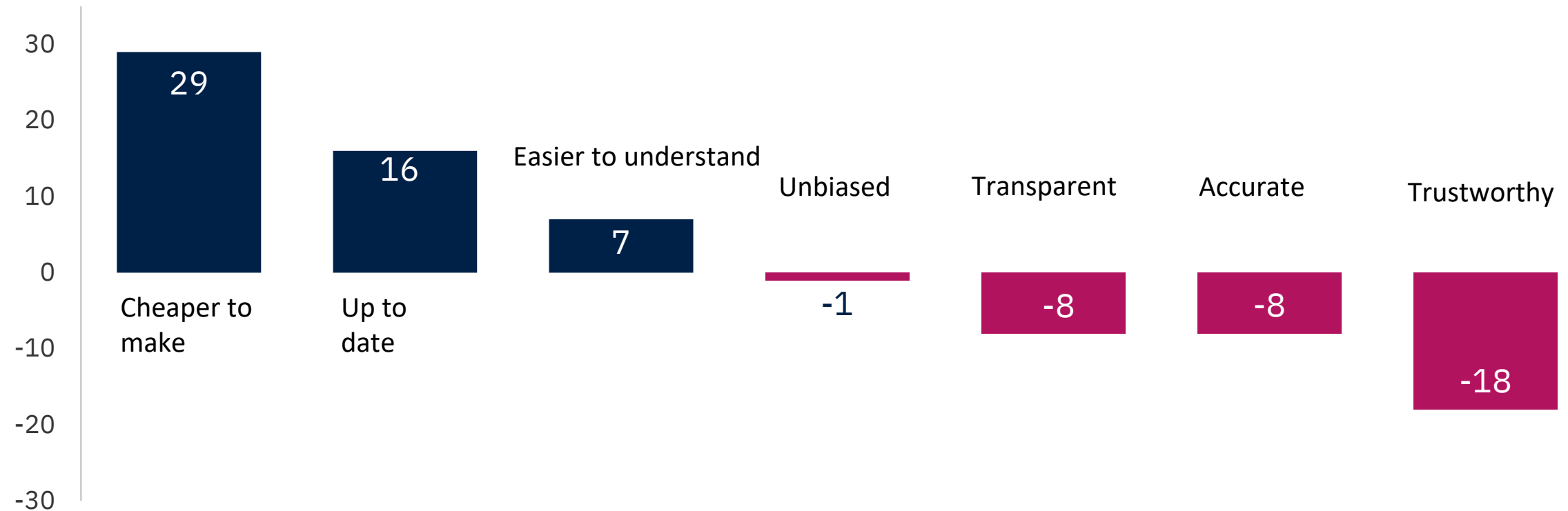
## Mainly human with some help from AI



# AI will lead to more or less?

Audiences think AI will make news cheaper to make and more up to date but at the expense of accuracy, transparency and trust compared to news produced entirely by a human journalist

## Net score (More – Less)

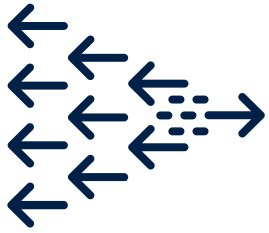


**AI\_3\_news\_qualities.** In general, do you think that news produced mostly by artificial intelligence, albeit with some human oversight, is likely to be more or less of each of the following, compared to news produced entirely by a human journalist? *Base: Total sample across 31 markets = 54,638. 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*

## A few other headlines from the 2025 report ...

- **Selective news avoidance remains high:** Four in ten (40%) say they often or sometimes avoid the news. Many avoiders say the news is too negative, there is too much about wars/politics, and it leads to arguments they would rather avoid.
- **Interest in news personalisation** is limited compared with music, entertainment, and weather. People worry about missing out on important stories though there is interest in personalising formats (e.g. AI generated summaries, translating into different languages).
- **Majority not prepared to pay for online news:** Just one in ten (10%) have paid in the UK via subscription, membership or donation. Higher in Finland (21%) and Norway (42%). More say they would pay if there were more flexible payment options or different publications or services were bundled together.

# Recap: What does all this add up to?



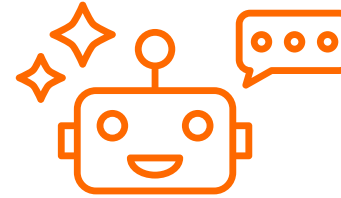
Media losing influence in some countries as politicians tap into alternative personality led ecosystem. How should news media respond?



Video and audio formats becoming more important, especially with younger audiences. How far should newsrooms shift away from text?



Trust is stable and audiences still see news brands as best place to check information. How can trust levels be increased?



AI chatbots are starting to be used as a source of news. How does this change the access model?



News subscriptions remain stalled. The majority are still not paying. Are there new strategies (e.g. bundles/flexible payments)?