

PRESS RELEASE  
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## **Finns are getting news directly from the media's own websites**

**Following news on social media has not undermined the position of the established media brands in Finland, Digital News Report 2016, the study produced by the Reuters Institute for the Study of Journalism at the University of Oxford. The study also says that Finns trust the news to an exceptional extent.**

Visiting news media sites directly or through an app is clearly still the most common way in Finland to get online news, although an increasing number of people are also following news on social media (2014: 36 %, 2016: 45 %). 62 per cent of the survey respondents accessed news directly on the traditional media news website. 24 per cent of the respondents searched for news on social media. These figures have not changed much over the last three years. Only five per cent of Finns participated in the survey considered social media their main news source.

“To Finns, social media is mainly a news source that supplements traditional news media. The position of traditional media on the web in Finland is primarily strengthened by an interesting and free content offering in afternoon tabloids and public service broadcasting company YLE”, says Researcher Esa Reunanen from the University of Tampere COMET Research Centre.

The study also says that Finland is irrefutable number one in how much people trust the news. 65 per cent of the respondents perceive most of the news to be reliable. Finns also strongly rely on news organisations. In an international comparison, for example, the trust of Swedes in the news is clearly lower (40 %). The news are trusted the least in South Korea and Greece.

Reunanen says that the study results regarding both finding news and reliability are most likely related to each other.

“The relatively strong professional culture of Finnish journalists and the desire to give a multifaceted view on issues may serve as the background for trust. In Finland, mainstream media is not politically or otherwise divided, but strives to speak to the whole nation”, says Mr Reunanen.

Finland also ranks among the top countries in following news online. In the study, 46 per cent of the Finnish respondents named the web as their main news source. The use of smartphones for accessing news is rapidly increasing both in Finland and internationally. The rise in popularity of news videos has, however, reached a plateau.

“According to the report, the Internet has not displaced traditional news media. The same people use both traditional and online media. Traditional news sources seem to keep their status, especially amongst over 45-year-olds.

It is noteworthy, that the popularity of printed newspapers has grown both among 18–24-year-olds and amongst people over 55 years of age”, says Helene Juhola, representative of the Media Industry Research Foundation of Finland.

Only 15 per cent of the Finnish population have paid for online news. In Norway, the number was almost twofold, 27 per cent. Online advertising therefore continues to be a key revenue source on the web for Finnish media companies. However, the majority of Finns find online advertisements annoying.

“There is clearly a demand for new advertising forms that interest people also online instead of increasing the use of ad blockers”, Juhola concludes.

### **Additional information**

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### **Digital News Report**

The Media Industry Research Foundation of Finland participated for the third time in the study conducted by the Reuters Institute Digital News Report at the University of Oxford. The survey was carried out for the fifth time. It investigates news consumption, particularly in online media, with participation of 26 countries: Great Britain, Germany, Finland, Spain, Italy, France, Denmark, United States, Brazil, Japan, Ireland, Australia, Norway, Sweden, Austria, Belgium, Czech Republic, Greece, Hungary, Netherlands, Poland, Portugal, Switzerland, Turkey, Korea and Canada. Approximately 2,000 persons over 18 years of age were interviewed for this study per country.