

9 trends publishers need to know about

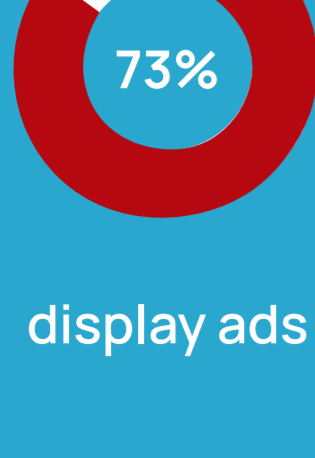


01

Paying for news is alive and kicking

79% publishers admit that subscription is their priority for 2022

Publishers are looking for a mixed subscription model with:



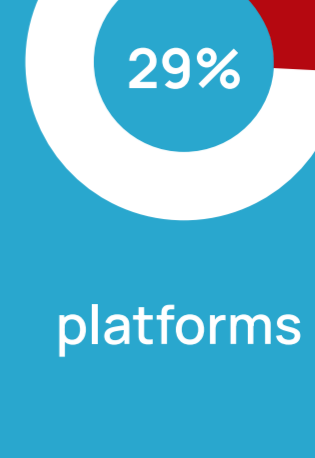
display ads



native ads



events



platforms

02

Journalists will be returning to traditional newsrooms



In the past

Many journalists joined several paid-for platforms. However, this wasn't as successful as expected

In 2022

Mainstream news outlets will witness some of that talent returning back to them

03

Podcasts, newsletters and digital videos to drive engagement

News leaders will put more resources into audio and newsletters in 2022

Nearly half of the surveyed publishers will put more effort into Instagram, TikTok and YouTube to reach out to younger audiences

Publishers plan to invest:



80% in podcasts and digital audio



70% in newsletters



63% in digital video



14% in apps and voice platforms



8% in apps for the metaverse

04

Hybrid newsrooms are the new normal



More publishers will be going fully virtual

Publishers say remote working has been good for efficiency and employee well-being but not so good for creativity, communication and collaboration

05

Reduce confrontation in news delivery

Publishers will focus more on:



Constructive formats of news coverage

Explanatory and data-rich formats of news coverage

06

Safety comes first

As online and offline attacks on journalists continue, publishers step up their support with security protection and better training

Publishers are setting new rules for social media to restrain abuse and boost public trust

How news leaders think journalists should use Twitter and Facebook in 2022?

57% feel that journalists should just report the news



38% believe that journalists should express their personal opinions too

07

Reporting globally affecting issues: focus on climate change

News coverage on climate change doesn't seem to be attractive for audiences worldwide

Only 34% of the publishers surveyed rated general climate change coverage as good, even if they felt their own coverage was better

What needs to be done:



Bring journalists with scientific background into newsrooms



Journalists must experiment with constructive formats to counter some of this 'doom and gloom' content that puts their audience off



Journalists must find the right balance between the urgency of the situation and campaigning

08

Stricter regulations on online platforms

With Covid-19 infodemic on the rise along with violent events promoted via social media, we are moving towards stricter regulation on multiple fronts

Digital Services Act & Digital Markets Act

- Center pieces of the European digital strategy
- Towards a safer digital space where the fundamental rights of users are protected
- Establishing a level playing field for businesses



UK's Online Safety Bill

- Seeks to regulate social media and tech giants
- Aims to sanction platforms that do not do enough to curb illegal and harmful content

09

AI and Machine Learning are gaining popularity in newsrooms

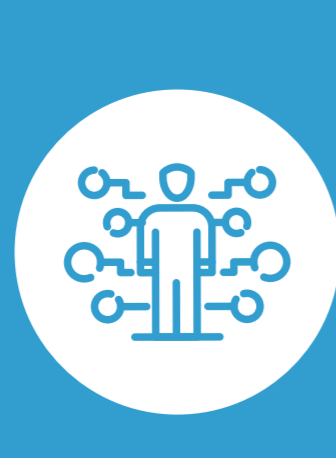
85% of the surveyed publishers identified:

- Machine Learning
- Deep Learning
- Natural Language Processing
- Natural Language Generation

as key tools to create personalized content for news audiences



Further focus on the next wave of internet disruption:



AI tools automate production processes and help engage audiences in more personalized ways



Metaverse, Web3, and cryptocurrencies are planning to create new opportunities and challenges for publishers