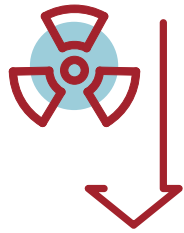


Journalism, media & technology predictions for 2023

How publishers view the year ahead

Less confidence due to the energy crisis and inflation



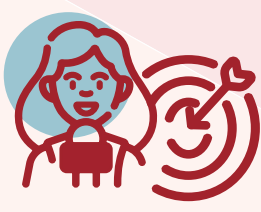
Biggest concerns are related to rising costs, lower interest from advertisers, and the possible reduction of print subscriptions

Expected growth in subscriptions

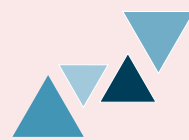
- 75% will focus on display advertising
- 68% expect some growth in paid content income
- 33% expect significant revenue from tech platforms for content licensing or innovation



Promote mission-based journalism



News media will elaborate more on their mission and the quality of their journalism when covering difficult cases like the Russia-Ukrainian War and climate change



Face the selective news avoidance phenomenon

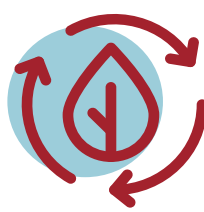
With 72% of publishers worldwide worrying about news fatigue, the top 3 identified approaches to counter this include:

- 94% Explanatory journalism
- 87% Q&A formats
- 73% Solutions/Constructive journalism



Improve news coverage in climate emergencies

For 2023, news organizations have made these changes to improve climate coverage:

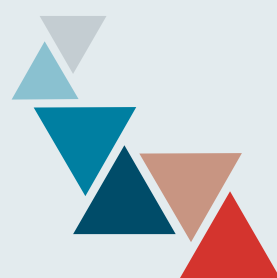


- 49% Created a climate team to raise profile
- 44% Took measures to ensure climate considered by all beats
- 33% Set sustainability and carbon footprint goals
- 31% Hired more staff to cover climate issue
- 30% Developed a climate strategy
- 23% Trained staff on climate reporting

Focus more on TikTok and less on Facebook and Twitter

Publishers are prioritizing video platforms in order to keep engaging younger audiences.

- +63% more effort on TikTok
- +50% more effort on Instagram
- +47% more effort on YouTube
- 30% less effort on Facebook
- 28% less effort on Twitter



Increase loyalty with more resources



- 72% Podcasts and other digital audio
- 69% Email newsletters
- 67% Digital video (live, short form, longer documentaries)
- 52% Visual journalism (data visualisation)
- 7% Applications for voice platforms (Alexa, Google Assistant, Siri)
- 5% Applications for the metaverse (AR/VR)

AI breakthroughs in journalism

- 67% are already experimenting with artificial intelligence for recommendations



Source: Journalism, media & technology predictions for 2023, Reuters Institute for the Study of Journalism (RISJ) Report

[Read the full report here](#)

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