

Good News, Bad News – *New News, Future News*

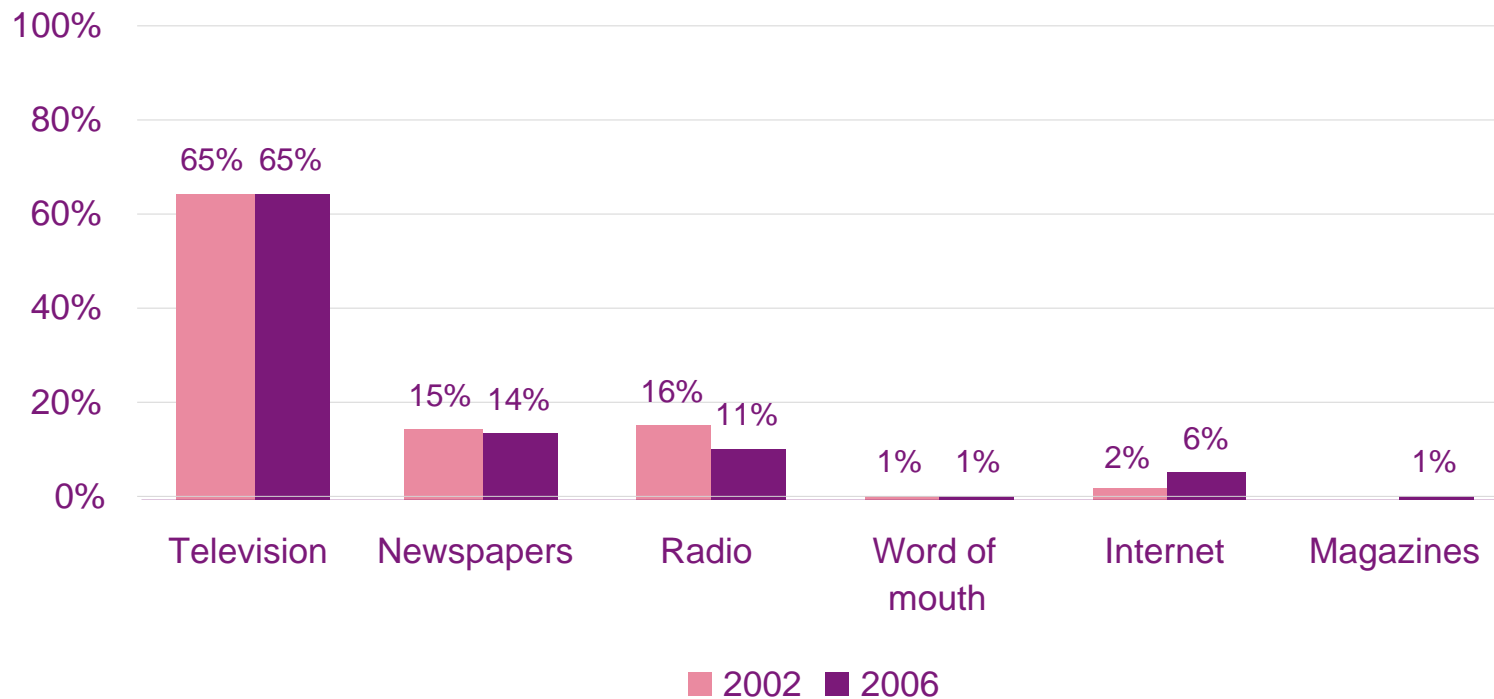
Presentation for Goldsmiths Media Research Programme
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Four big questions

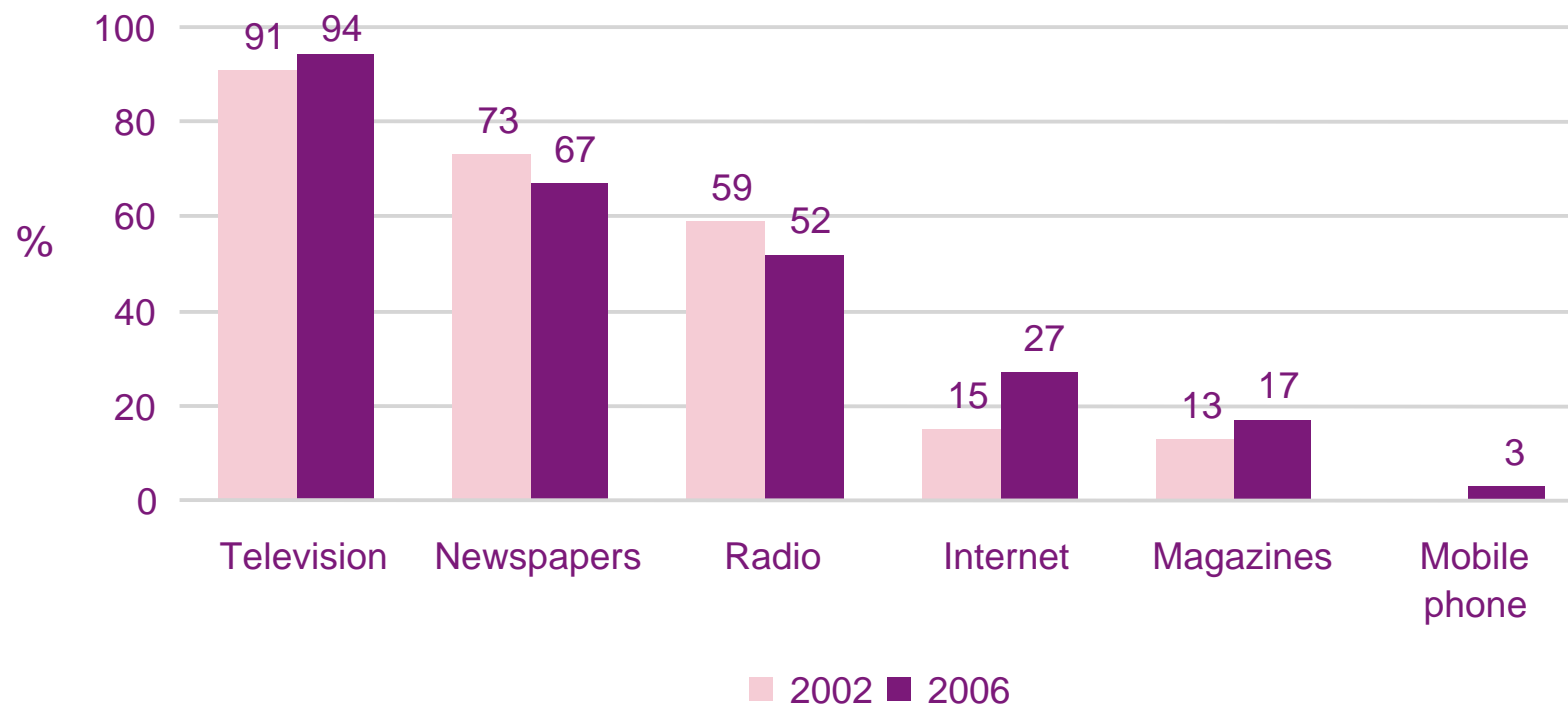
- Can plurality and diversity in television news be maintained?
- Is it possible to maintain news in the UK nations and regions?
- What can we do about disengagement by young people and some ethnic minority groups;
- Is it necessary to maintain rules on impartiality in television news?

Main source of news identified by consumers



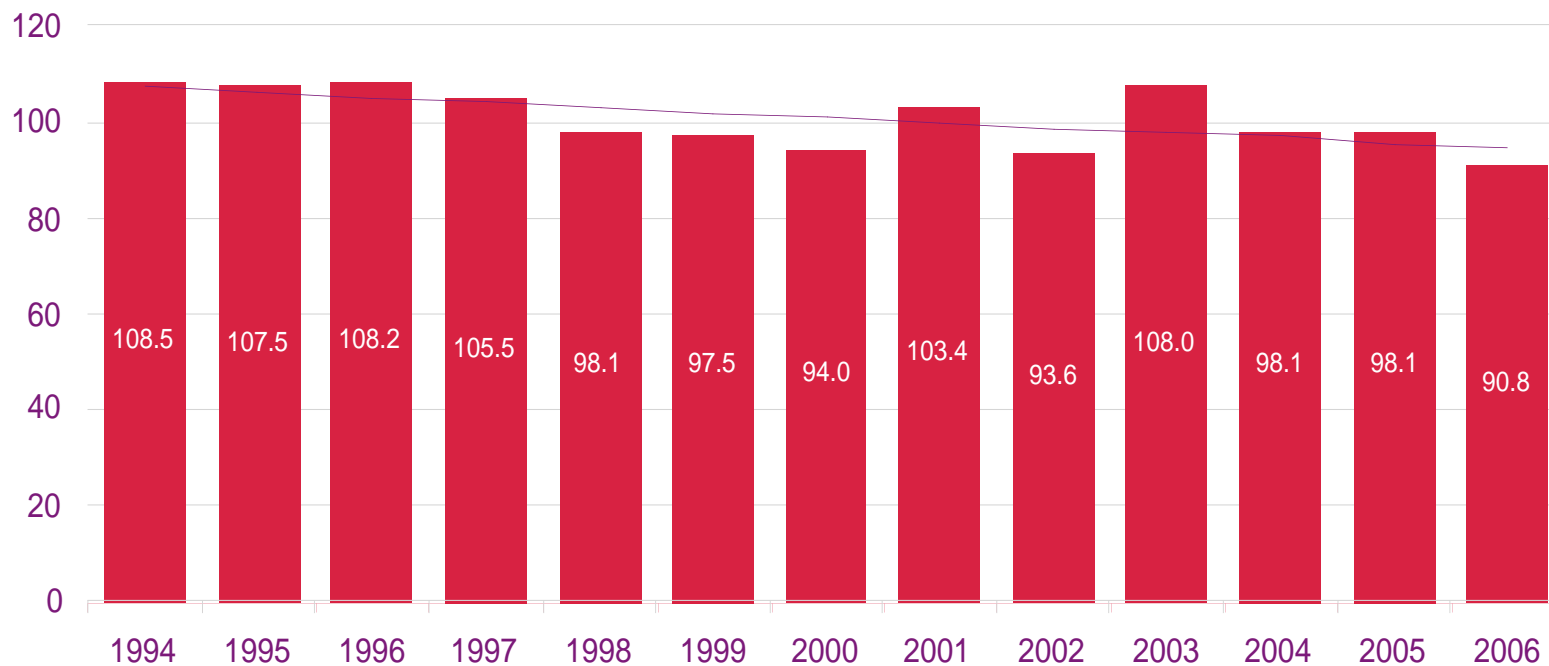
Base: All adults 16+ (2,216)

Platforms ever used for news



Which sources do you ever use? Base: all adults 16+ (4,662 2002; 2,216 2006)

Viewing of news on PSB channels – annual hours per individual

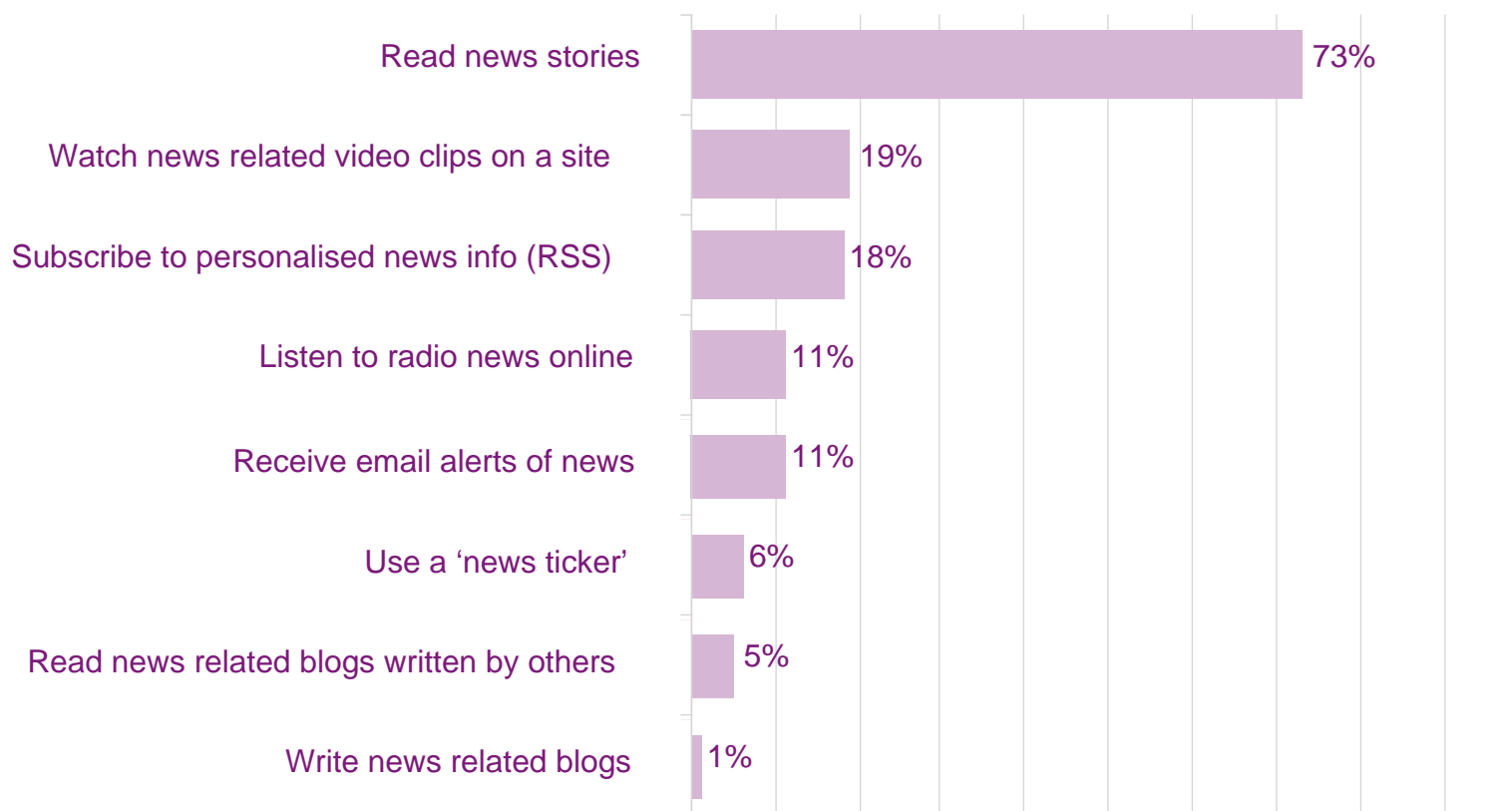


Source: BARB, all homes

Viewing of national news on main terrestrial channels

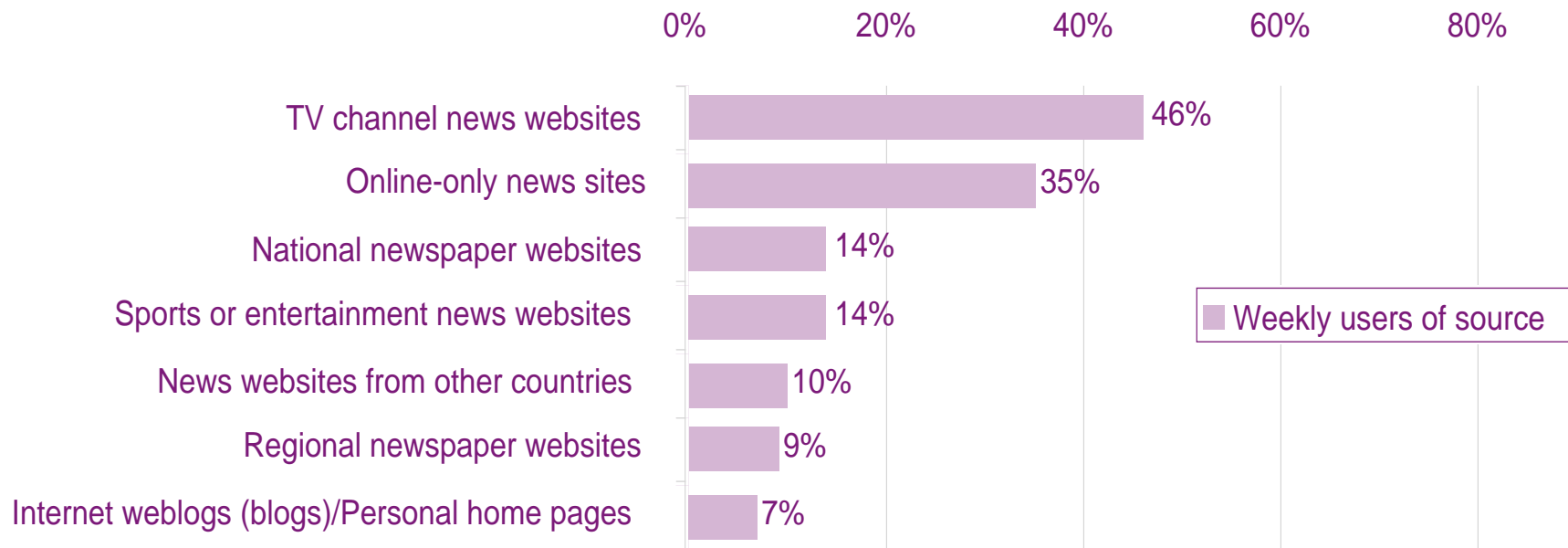


How on-line news is used



In which types of ways do you access and use news online? Base: All who use as news source (512)

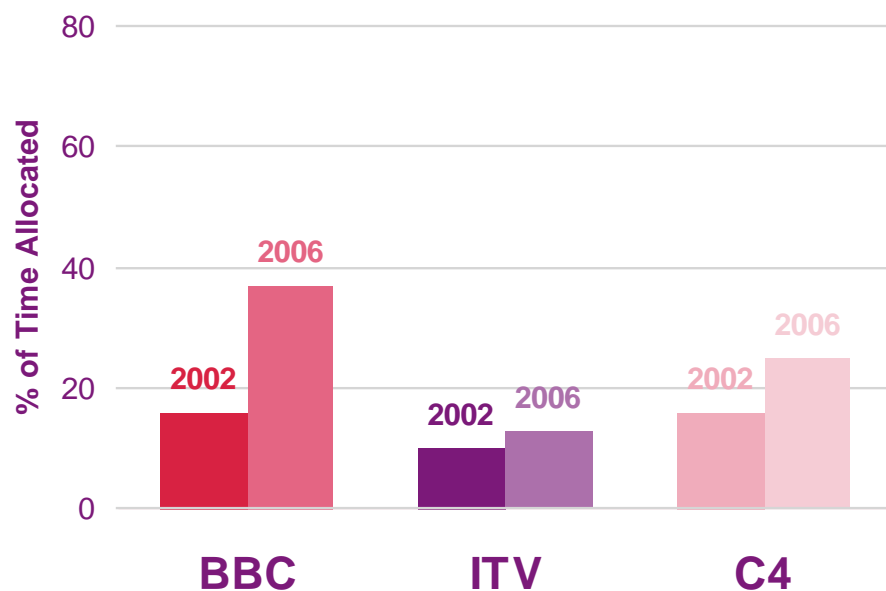
Sources of on-line news stories



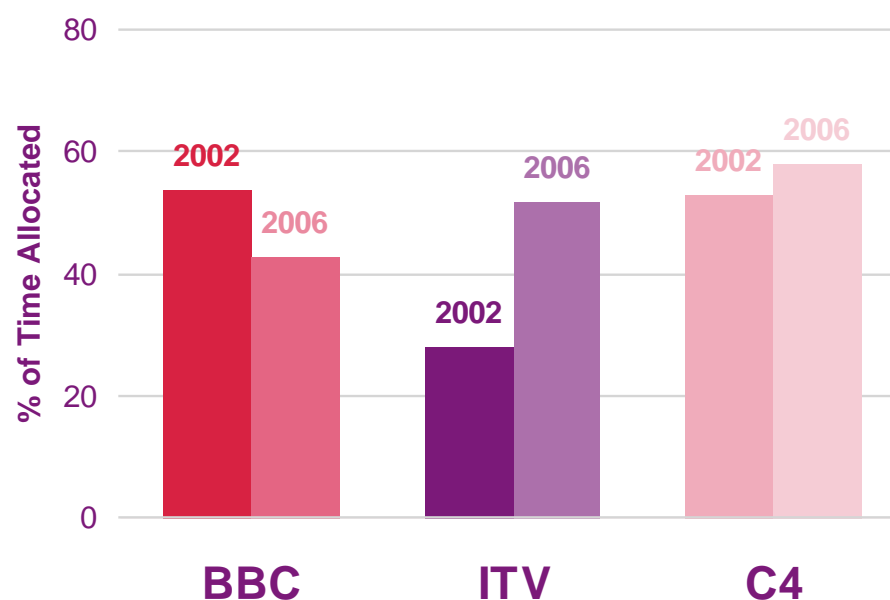
Which of the following do you use REGULARLY for news? Base: All weekly users (453)

Politics and international news as lead stories

Politics

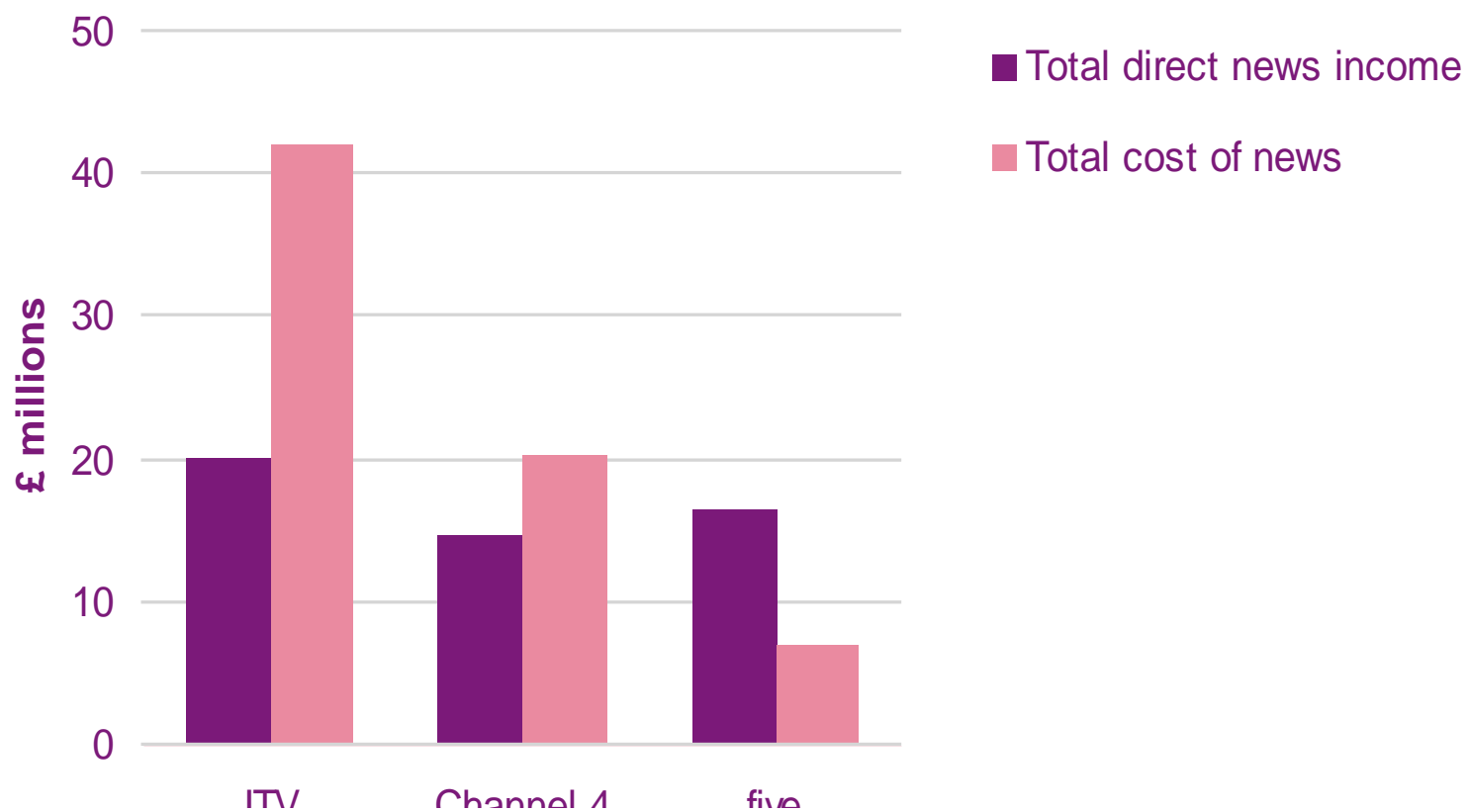


International



May/July 2002 v October 2006:BBC 10 O'clock News; ITV Early Evening News; Channel 4 News

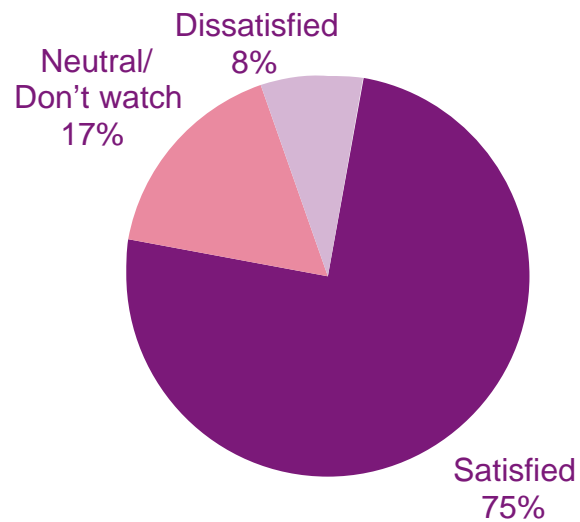
Costs and revenues for news on commercial PSB channels



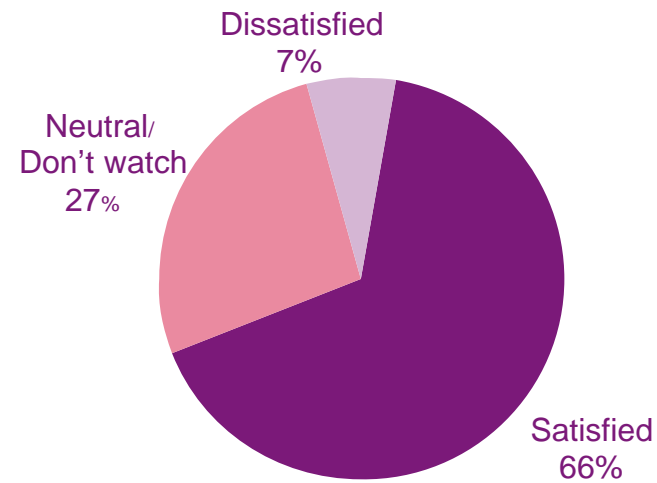
Source: Magentum

Satisfaction with nations/regions news and current affairs

BBC

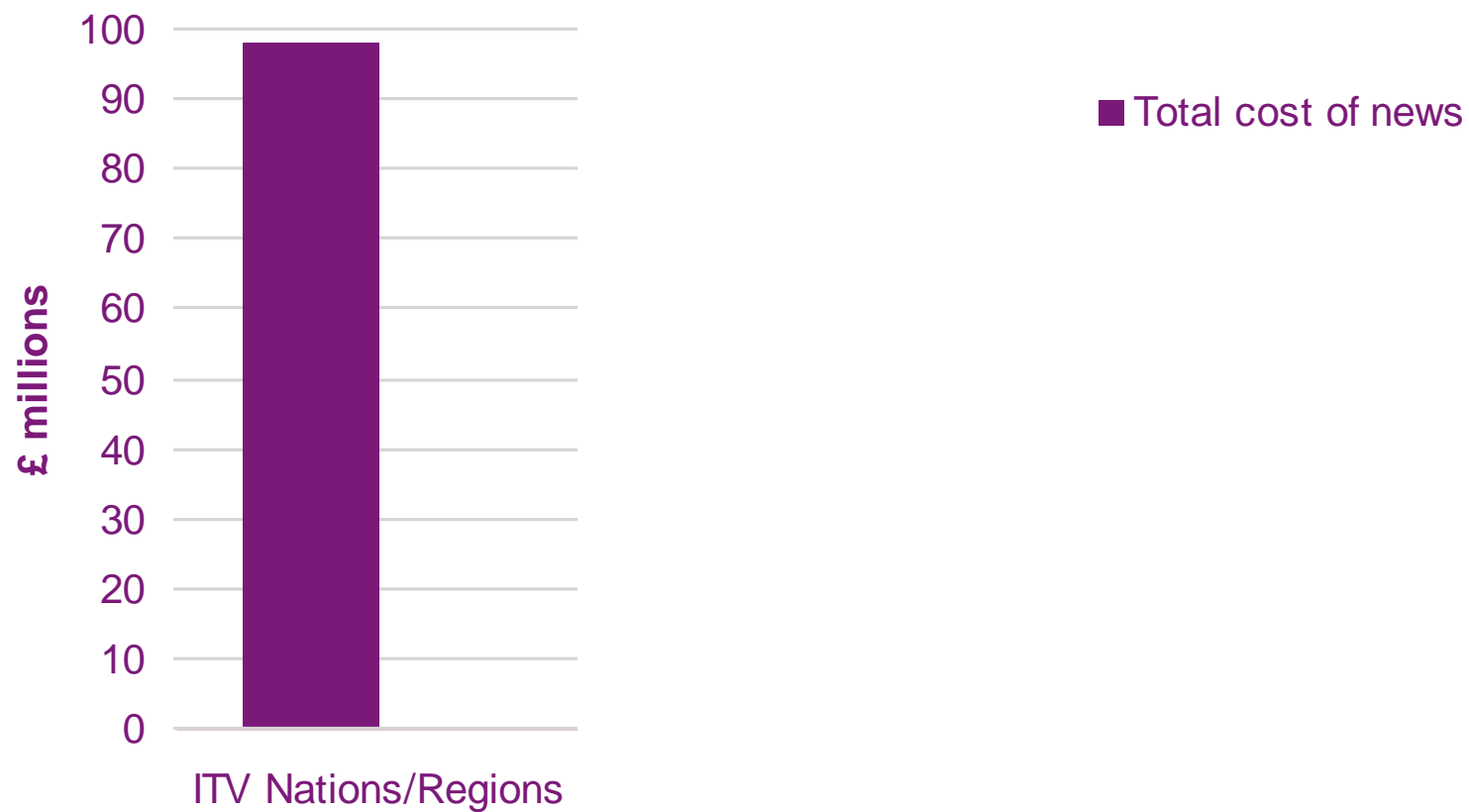


ITV



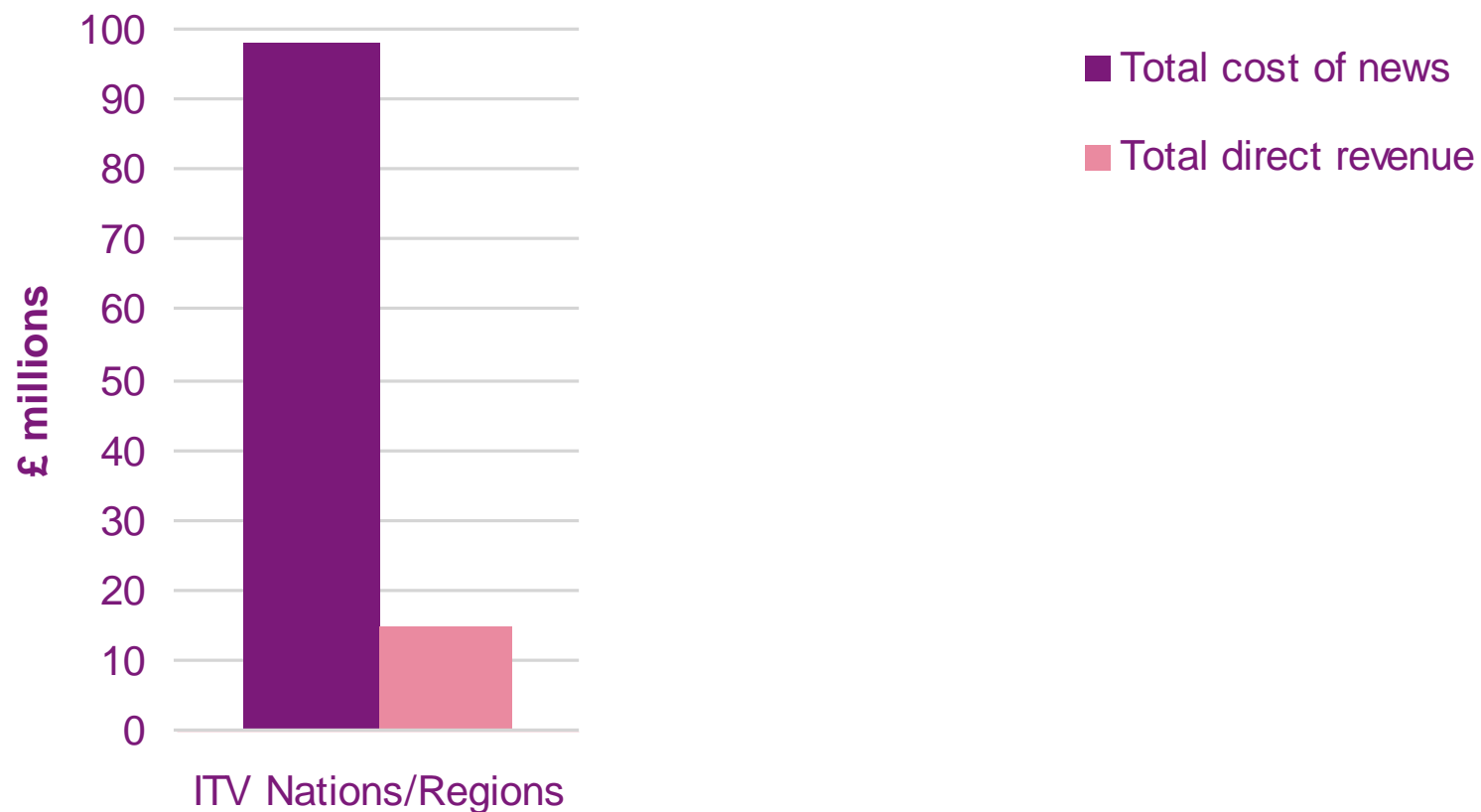
Base: all adults
(2,216)

Revenues and costs of ITV1 nations/regions news



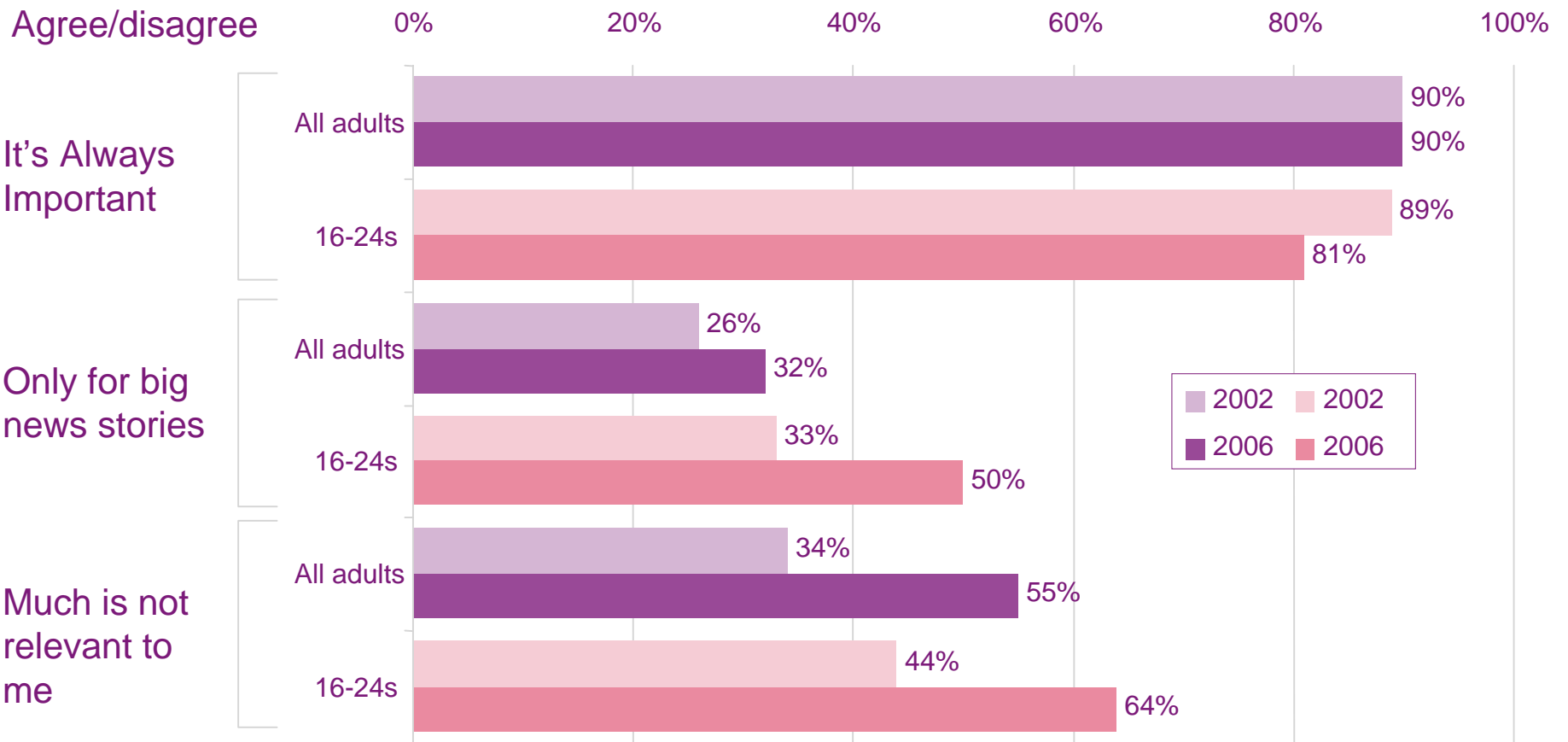
Source: Magentum

Revenues and costs of ITV1 nations/regions news



Source: Magentum

Are audiences engaged with news?



Base 2006: All adults 16+ (2,216)

Why? - factors in disengagement for minority ethnic groups

Generational pecking order

“In my household, as soon as my mother-in-law wakes up, Sunrise Radio and Star Plus are tag-teaming around the house. All I want to do is hear the weather or traffic report, but I don’t get a chance”

(Indian Hindu/Sikh, 25-45, London)

Disillusionment

“In the *Daily Mail*, all you find about black people is the negative side of things....*The Voice* is more about the positive”

(Caribbean, 20-40, Cardiff)

“I would say as a Muslim I would be more interested ... to see what they are saying we have got up to now”

(Pakistani Muslim, 20-40, Leicester)

Cultural affiliation

“We are Indians living in the UK”
(Indian Hindu/Sikh, 20-40, London)

Reliance on word of mouth

“If I needed to know anything, my sister lives two doors away and she’d tell me”

(Indian, 25-45, London)

Active rejection

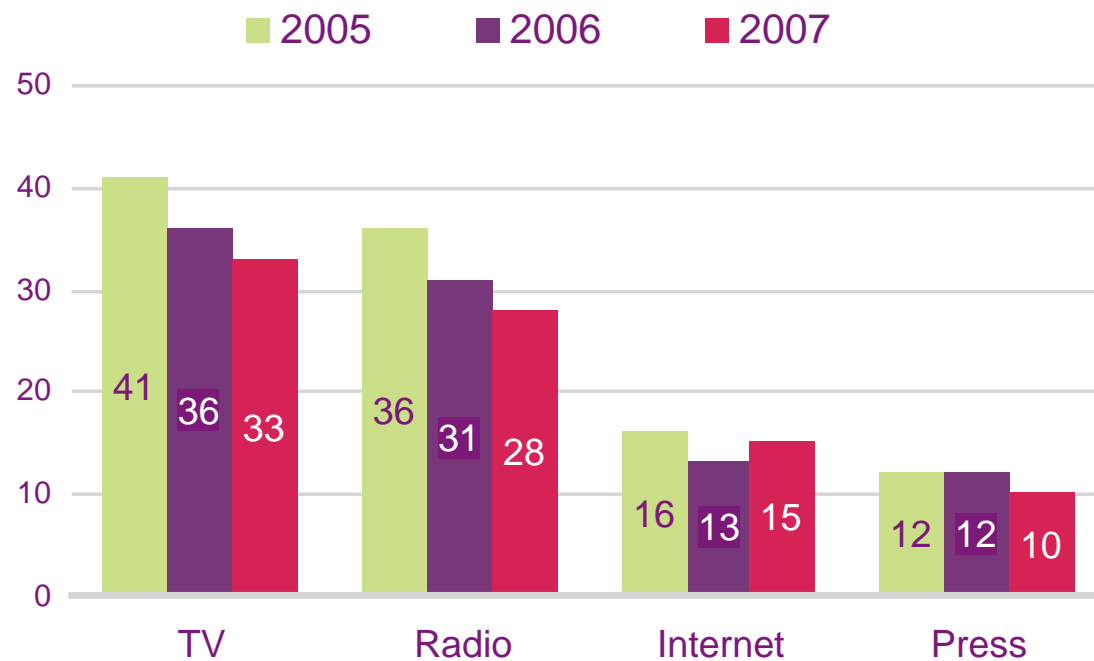
I have actually switched off from a lot of the news. Actually switched off because all it’s going to do is make me angry”

(Pakistani Muslim, 20-40, Glasgow)

Perception of impartiality in news

How impartial do you think each of the following news sources is?

% adults 15+



Source: Ofcom research

Conclusions

- **Plurality at UK level looks promising**
- **Nations and regions news is much less secure**
- **Disengagement among the young is growing**

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