

## New Media Poses Challenges to Traditional Media (Whitepaper)

After the emergence of new media, internet has become an important source of news. A research by Pew Research Center, titled the News Consumption and Believability Study, showed that in America, 37% of the public regularly get news online. A decade ago, just 13% of the public went online for news at least three days a week. Meanwhile, the overall share using any traditional news source on a given day has fallen from 90% in 1994 to 73% today.

The below figure is reflecting the declining of traditional media usage.

- The share that reads a newspaper yesterday stands at 34%, down six points in just two years and down 14 points from 48% a decade ago.
- Radio news is suffering comparable losses. The share that listened to news on the radio yesterday also has slipped 14 points since 1998, from 49% to 35%.
- Television is the only media that has remained largely stable over the past 10 years.

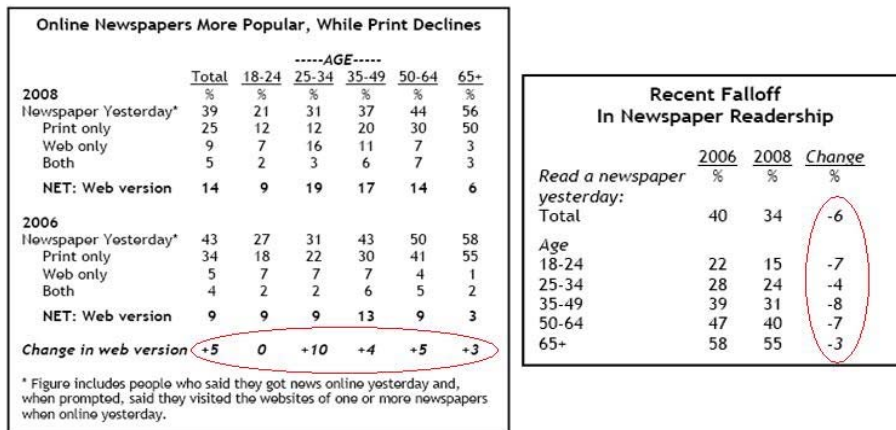
	1993	1996	1998	2000	2002	2004	2006	2008
<i>Listened/read yesterday...</i>	%	%	%	%	%	%	%	%
Newspaper	58*	50	48	47	41	42	40	34
Radio news	47*	44	49	43	41	40	36	35
<i>Regularly watch...</i>								
Cable TV news	--	--	--	--	33	38	34	39
Local TV news	77	65	64	56	57	59	54	52
Nightly network news	60	42	38	30	32	34	28	29
Network morning news	--	--	23	20	22	22	23	22
Online for news three or more days a week	--	2**	13	23	25	29	31	37

\* From 1994; \*\* From 1995.

Source: Pew Research Center 2008

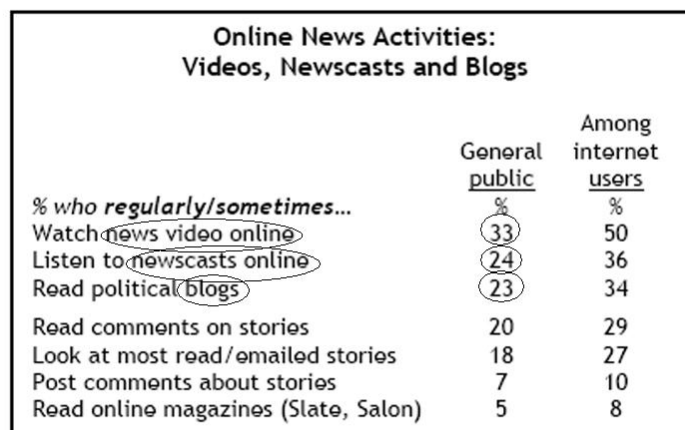
The figure also shows that newspapers is the most affected media. The rise of internet news causes its readership to decline. However, online newspapers site are getting more popular. Therefore, most printed newspapers are now having the online version to adjust itself as more and more people are getting news online. Following is the figure showing the fall of newspapers readership and the rise of online newspapers sites.

Source: Pew Research Center 2008



Besides online newspapers sites, online news program, and social media are the other sources of internet news.

The following figure shows that a third of overall Americans regularly or sometimes watch news video on the web. Nearly a quarter of Americans at least sometimes listen to newscasts online. About the same proportion of the public says they regularly or sometimes read blogs about politics or current events

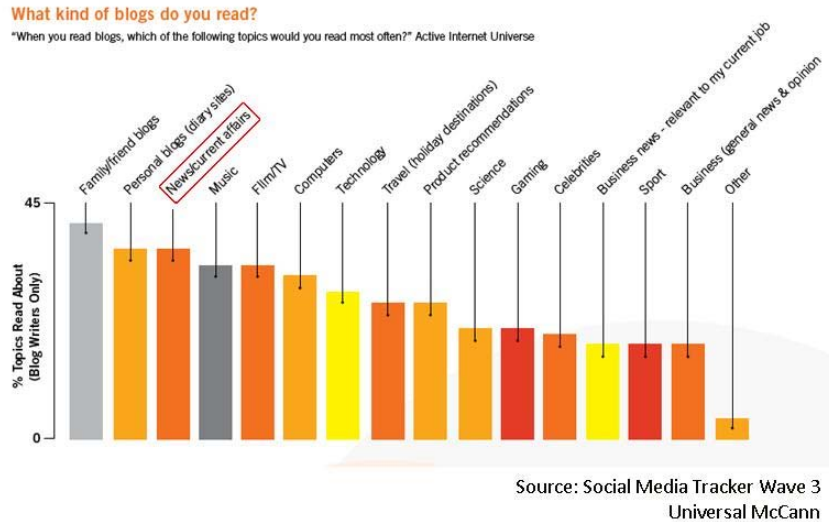


Source: Pew Research Center 2008

Universal McCanns company, has also done a research to measure the impact of social media. Its research called the Social Media Tracker Wave 3, which is conducted in March 2008, shows that social media has played a role as an important source of internet news.

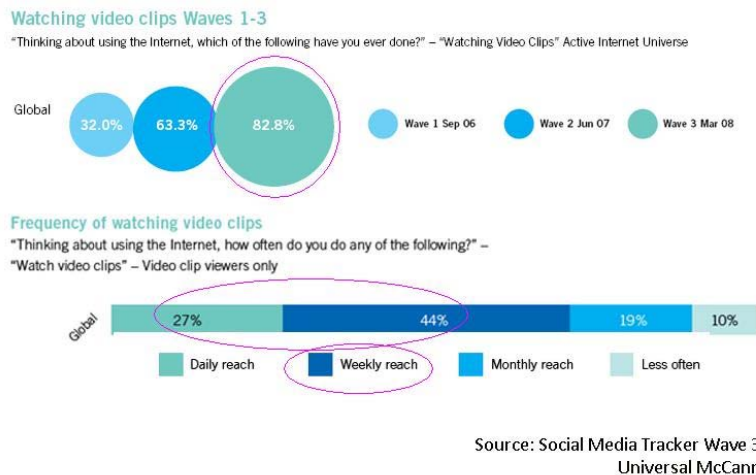
- Globally, 77% of the active internet users have read a blog with 70% weekly reach. News and current affairs are in the top three position of topics that are read most often. The blogosphere, as a collective, rivals any mass media in terms of reach, time spent and wider cultural, social and political impact.

### Reading blogs: usage trends



- Online video clips continue to grow massively with 82% global reach seen in all markets with 71% weekly reach.

### video clips: usage trends

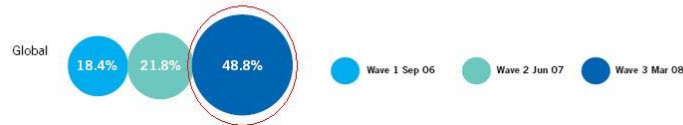


- Podcast has grown massively in just a year time that 49% people worldwide have downloaded podcast with 20% daily reach.

## podcasts: usage trends

### Downloading Podcasts Waves 1-3

"Thinking about using the Internet, which of the following have you ever done?" – "Downloaded a Podcast" Active Internet Users



### Frequency of Downloading a Podcast

"Thinking about using the Internet, how often do you do any of the following?" – "Download a Podcast" – Podcast users only



Source: Social Media Tracker Wave 3  
Universal McCann

Sources:

#### **News Consumption and Believability Study**

Pew Research Center for the People & the Press (2008)

Available from: <http://people-press.org/reports/pdf/444.pdf>

#### **Power to the people - Social Media Tracker Wave 3**

Universal McCanns Global Research (2008)

Available from: [http://www.universalmccann.com/Assets/wave\\_3\\_20080403093750.pdf](http://www.universalmccann.com/Assets/wave_3_20080403093750.pdf)