

Value of Journalism to Search and Social – report

TRA X News Publishers Association
June 2024

TRA



Project background and approach



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Business issue:

The news world is changing, fast.

More and more people are searching for news through search engines, social media and AI, instead of heading directly to a news site.

Many of us aren't even leaving the search or social ecosystem to consume the latest news.

This creates a challenge. Journalists are not receiving payment or recognition for copyright content.

In a similar way to musicians in the early 2000s, journalists are creating content and not being paid – journalism is yet to have its Spotify moment.

Without payment, high-quality journalism is at risk. We've seen this conversation progress in other countries and now it's starting in New Zealand.

To push and inform that next step, we need to demonstrate the value of news to the search ecosystem.

- The business objective of this project

Demonstrate the value of journalism to the search and social ecosystem

- The insight objective

1. Understand size, profile and current behaviour

- Where do people currently go to access news?
- How does this differ across audiences (e.g. age groups)?
- If searching for news, how many people leave the search ecosystem?
- If/when people do leave the search ecosystem, what are they leaving for?
- What's their emotional connection to, and trust in, different sources of news?

2. Determine the value of journalism to the search and social media ecosystem

- What's the preference for results/feeds that include news articles?
- How does satisfaction differ when search results/feeds include news articles?
- What gains are made (in terms of site visitation) when including journalism, and real/linked sources, in search results and feeds?

Sample and methodology

We conducted the survey online with 1,520 New Zealand adults, representative of New Zealand. The survey was run from 29th April to 10th May 2024.

The data has been weighted to further ensure it's nationally representative.

The sample is broken down as follows:

Description	#
Total	n=1,520
Female	760
Male	755
18-34	449
35-54	588
55+	483
Auckland	526
Wellington	183
Upper NI (Northland, Waikato, Bay of Plenty)	247
Lower NI (Gisborne, Hawke's Bay, Taranaki, Manawatū-Wanganui)	181
Canterbury	231
Other SI	152
NZ European / Pākehā	1,049
Māori	131
Pacific Peoples	59
Asian	227

We used the following behavioural methods to measure the importance of news media

Modified behaviour – testing behaviours on Google pages with and without media

Replicating a similar study by FehrAdvice & Partners AG in Switzerland, we showed respondents Google search pages for recent news stories in New Zealand. These pages either did or did not have news media links included. We then measured the impact different pages had on search satisfaction, perceived quality of search, completeness of information and thoughts on the experience.

Trade-off analysis – measuring the importance of including news on social media sites

To best gauge decision-making behaviours, we utilised a choice modelling method. We presented respondents with a range of different scenarios for how they could use social media – some included news media and others didn't. Respondents then made trade-offs on which platforms they would prefer to use.

The importance of journalism



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News is important to people – consuming it is a daily habit

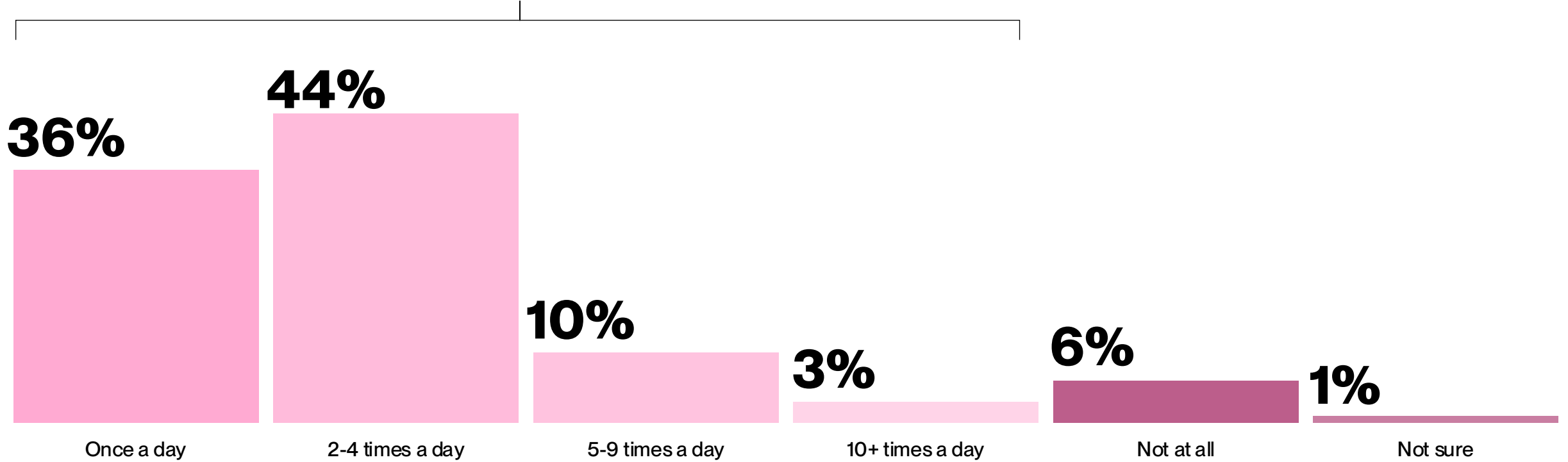
**Nine in ten New Zealand adults
access the news each day**

**More than half access
the news multiple times a day**

**A third spend more than 30 minutes each day
reading, watching and listening to the news**

Accessing the news is a daily habit across New Zealand, with the majority accessing the news at least once a day

93% of New Zealand adults access the news at least once a day

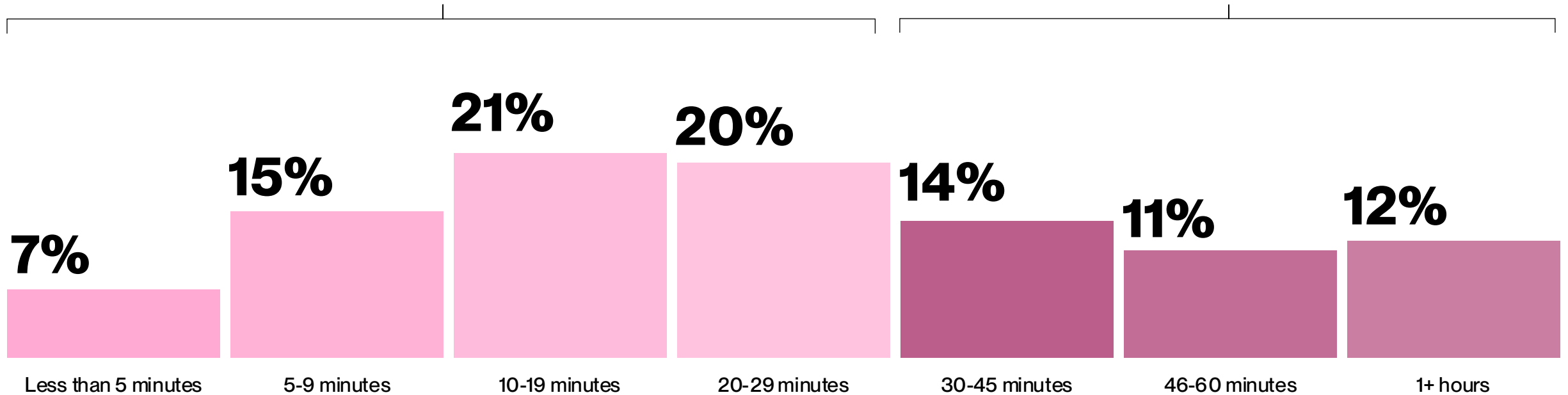


Over a third are avid news readers, consuming the news for 30 minutes or more daily

Time spent accessing the news on a typical day

63% access the news for under 30 minutes every day

37% do so for 30 minutes or more



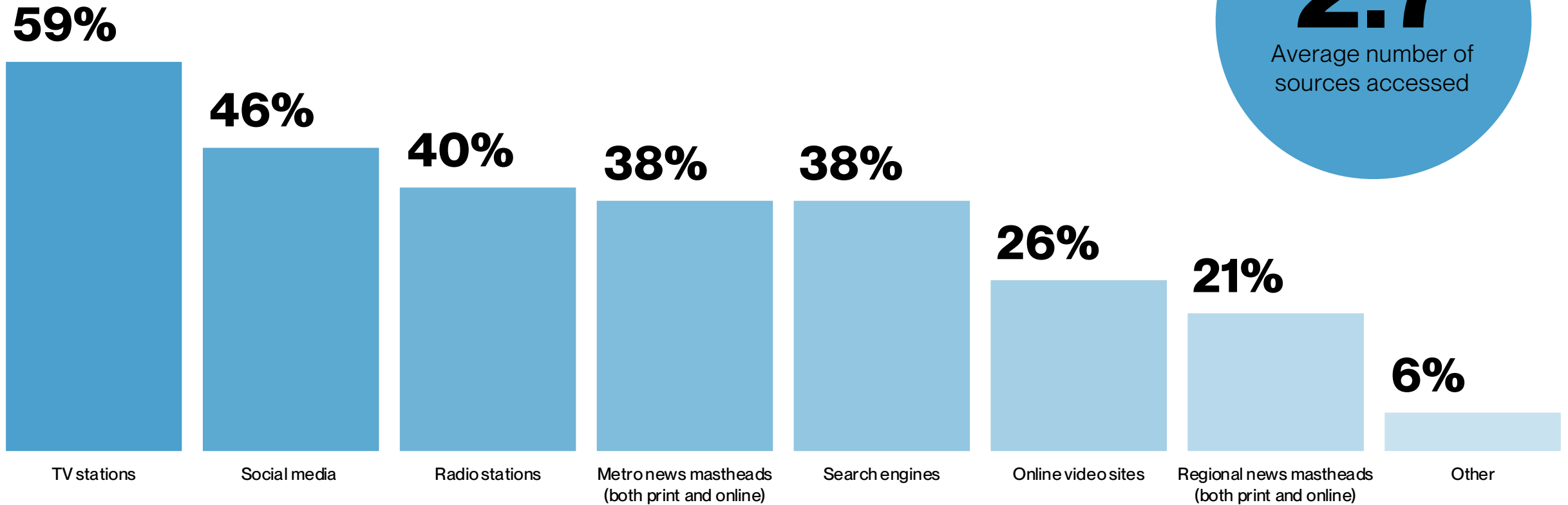
People are getting their news from a range of different sources



- New Zealand adults use 2.7 different sources to access the news, from TV stations (59%) to regional newspapers (21%)
- Many access the news through local sources, which strongly rely on New Zealand generated content, including:
 - Local TV (59%)
 - Radio stations (40%)
 - News mastheads (both print and online) (38%)
- Online sources are popular too: social media (46%) and search engines (38%)

TV stations and social media are the most popular sources for obtaining the news

Sources used to read, watch, listen to or search for news



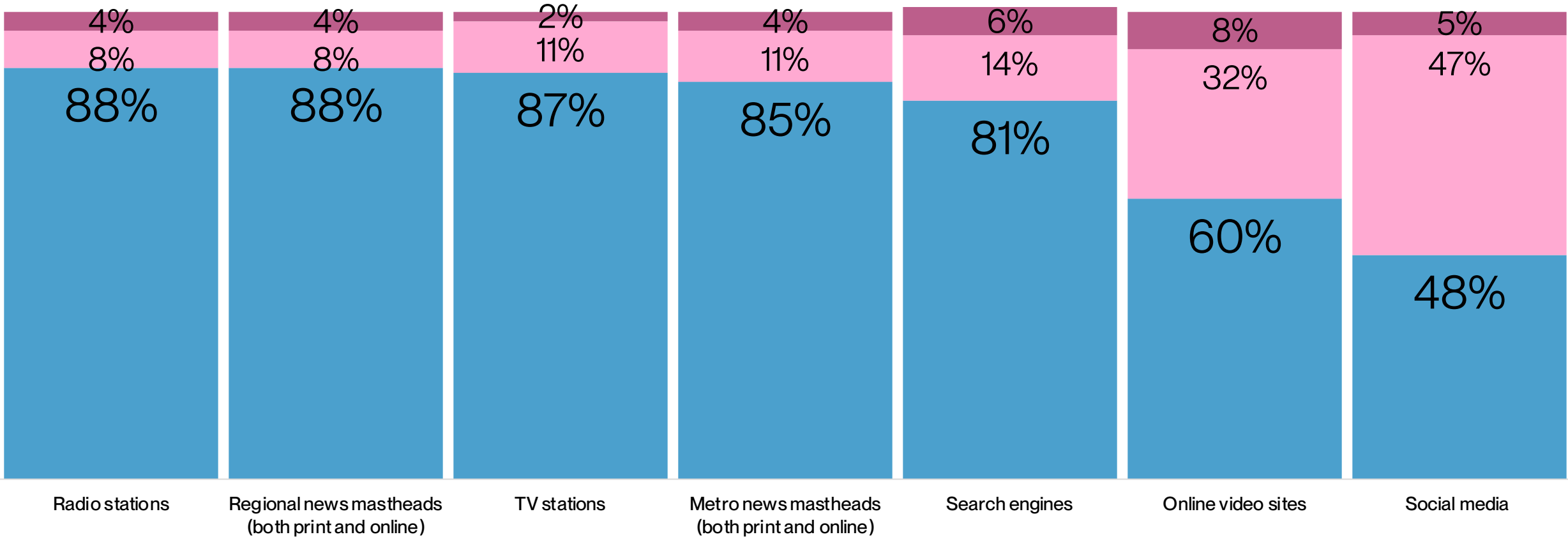
New Zealand generated news is trusted and relevant, bringing this credibility to search engines

All local news sources are well trusted – eight in ten New Zealand adults feel they can be trusted as a news source.

Search engines, who source a lot of their news content from the New Zealand news media, are also trusted by eight in ten.

National news sources have high levels of trust, whilst trust is lowest for news sources based online

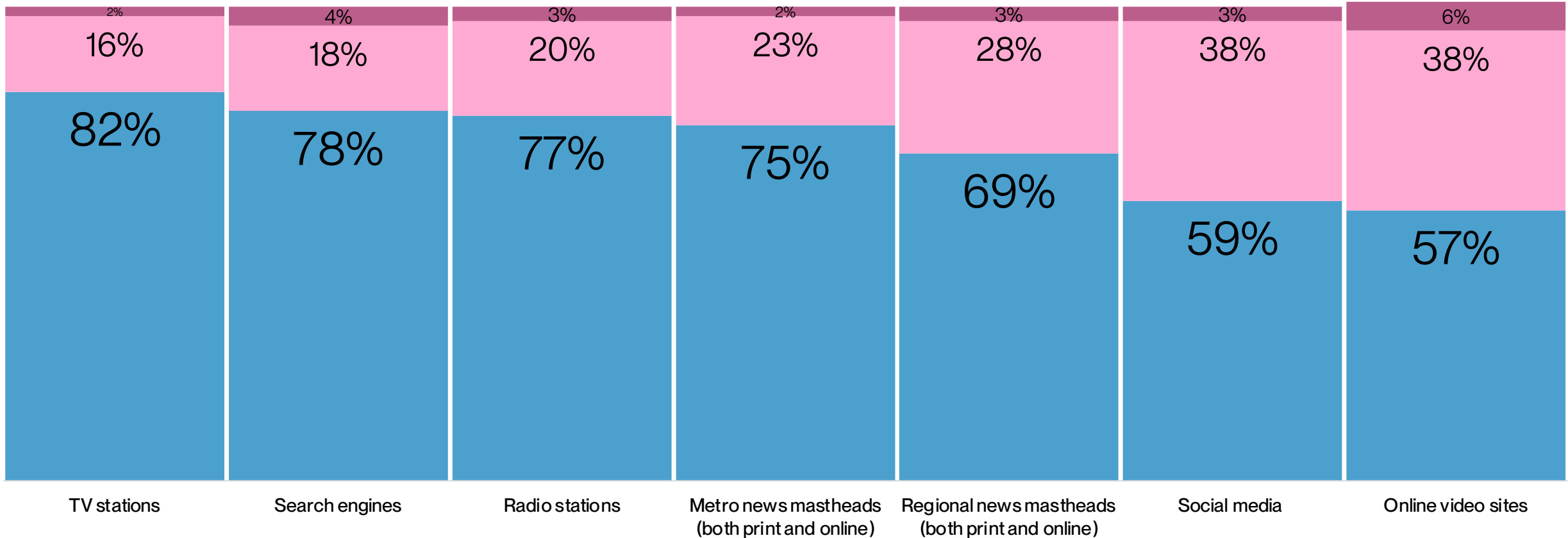
Trust towards news sources



■ Trust ■ Don't trust it ■ Not sure

Results are similar for relevance: national news sources are considered more relevant to New Zealand adults, than are online based news sources

Relevance of news sources



■ Relevant to me ■ Not relevant to me ■ Not sure

Including local news in search engine results makes people happier with their search (and therefore more likely to return)

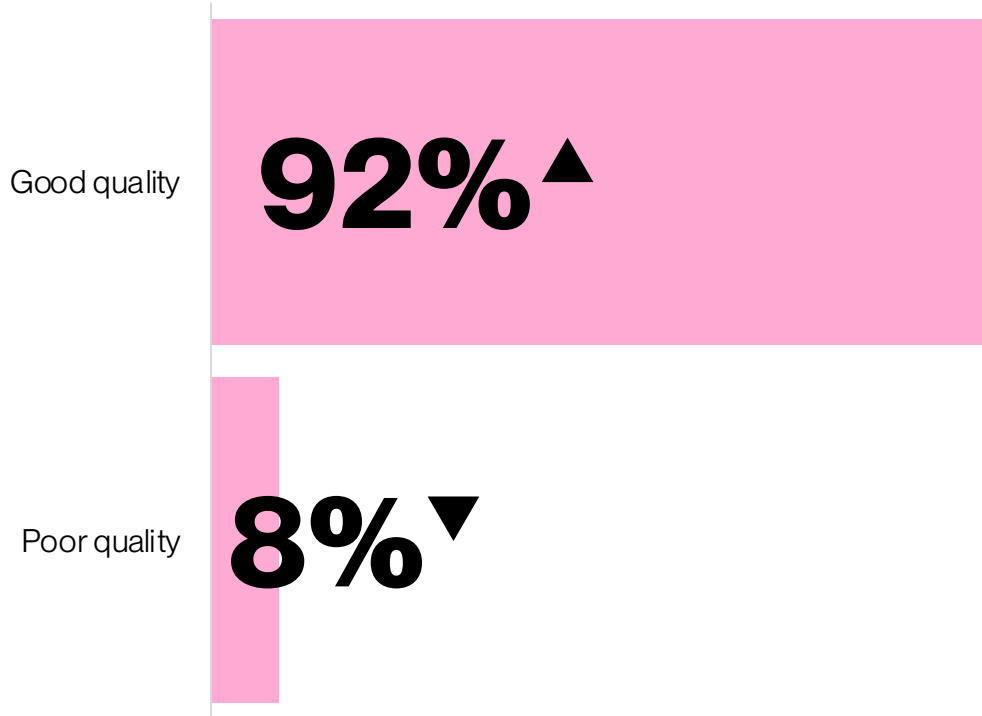


- Searches that have local news articles removed perform worse than searches that include them – generally at about 10 percentage points lower.
- New Zealand adults feel their search increases in quality when local news articles are included.
- When news articles are included, they are more likely to feel they got all / most of the information they required.

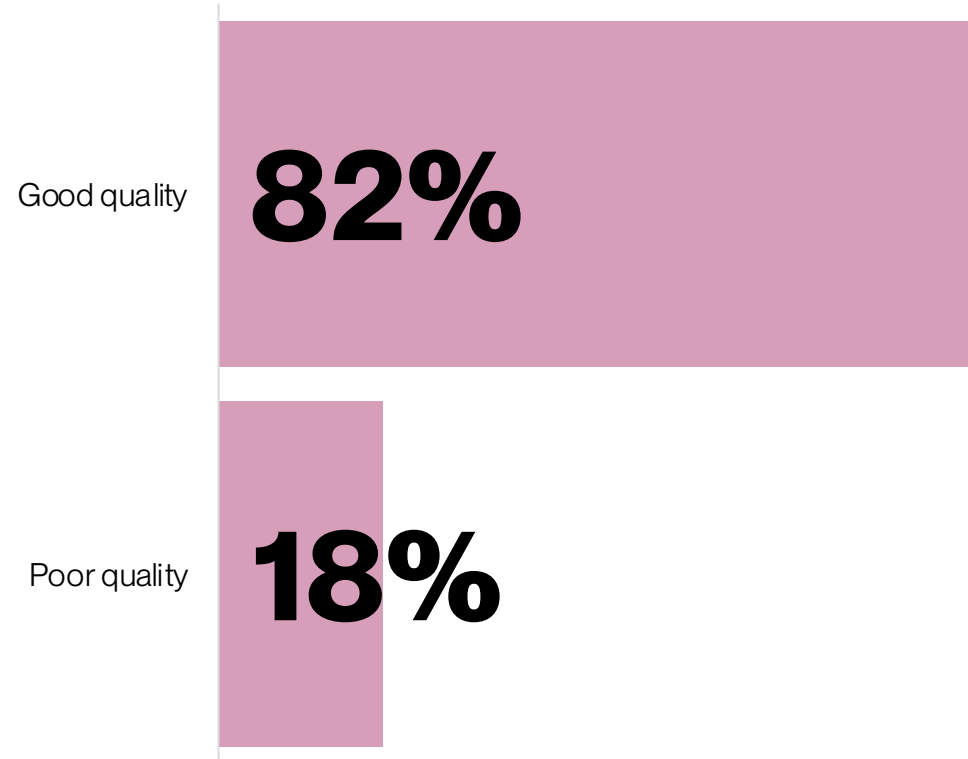
Pages with media have higher perceptions of quality

Quality of Google pages seen

With news articles and links



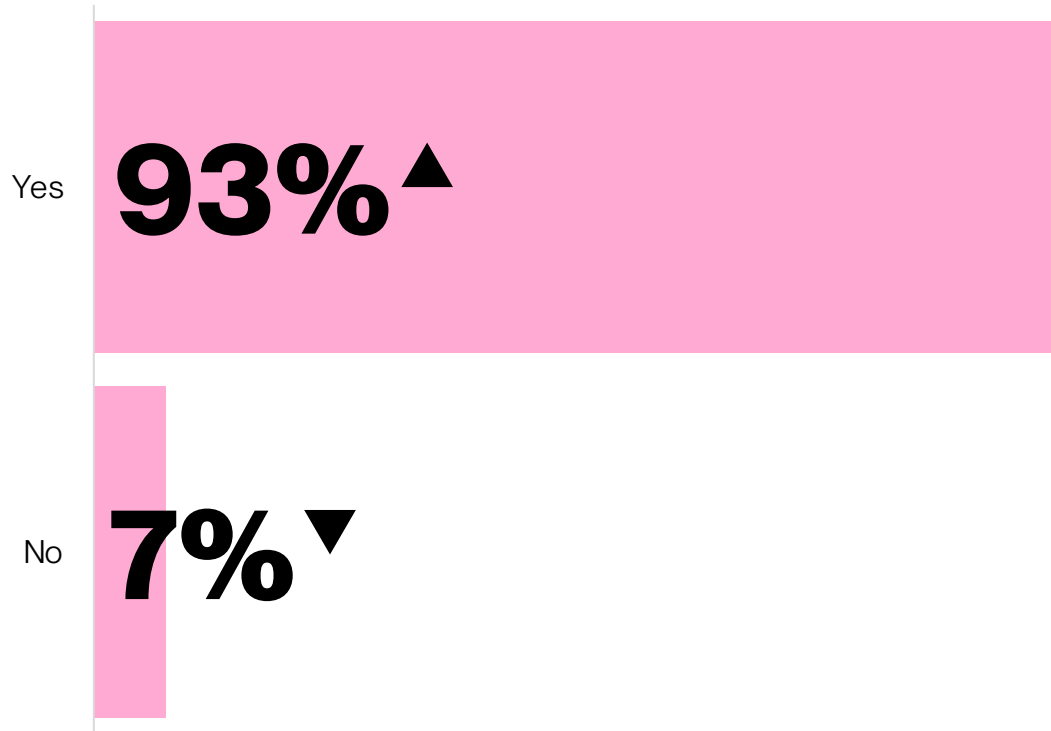
Without news articles and links



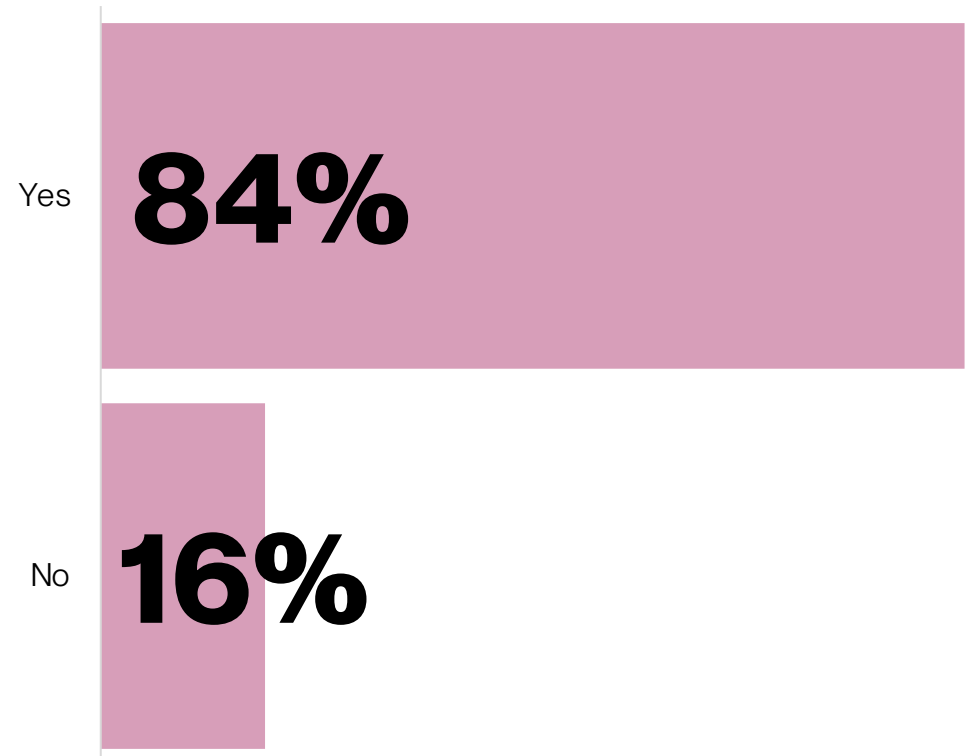
New Zealand adults feel that pages with media give them the information they need, more than those without media

Completeness of information found on Google pages

With news articles and links



Without news articles and links



However, search engine results are often the end point of the search for news

28%

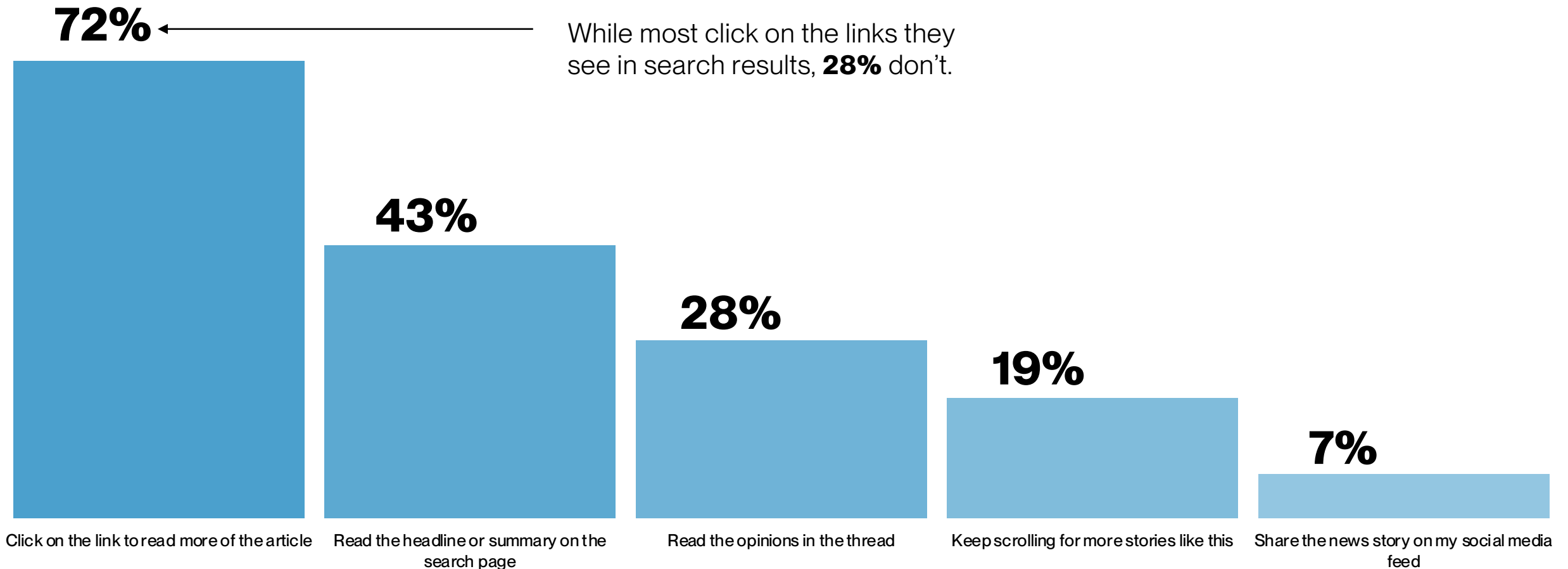
Never actually click on the news article links they see when they search for news stories.

30%

Amongst those that do click on article links, up to a third (30%) admit to not reading at least 'most' of the article.

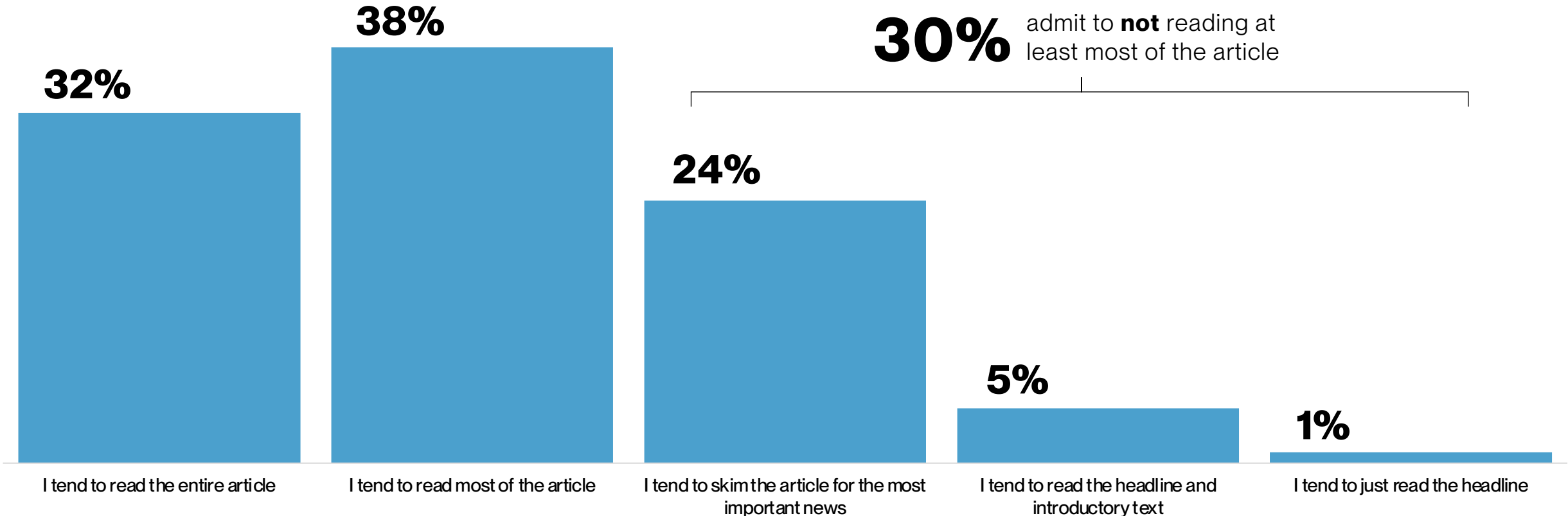
Up to a third of New Zealand adults don't click on article links to read more of the article itself

Actions often taken when seeing a news story of interest online



Amongst those that do click on the links, up to a third admit to not reading at least 'most' of the article

Amount of article read



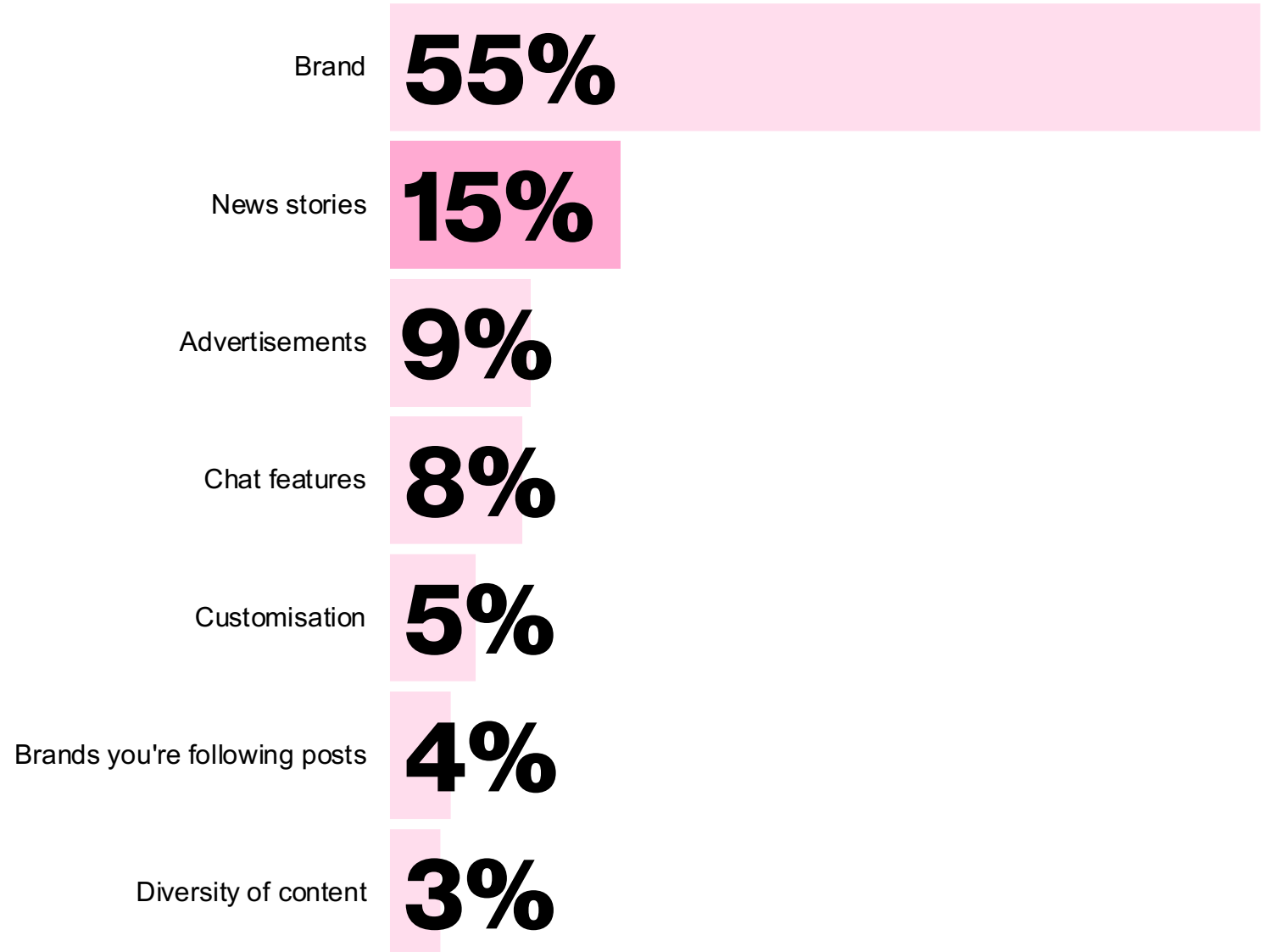


News stories make social media sites much more attractive

- The presence of news stories is the second most important factor in determining social media preference and usage.
- Having news on social media improves the usage by 11% on average.

The presence of news stories is important when choosing a social media platform

Importance of Feature on Social Media Platform Choice



Base: all respondents (n=1,520)

The presence of news stories on social media platforms significantly increases usage of the platform

+11%

Adding in trusted New Zealand news sources increases usage by 11%, on average, across all major social platforms.

Young people are different – but they are still using news sources that rely on publishers' content

Social media use for the news is very prevalent amongst those under 35s – 69% use it.

News publishers' content will help drive this.

42% of under 35s use search engines for news – news publishers' content plays a very large role in driving this.

About a quarter (26%)

of under 35s are using metro news mastheads.

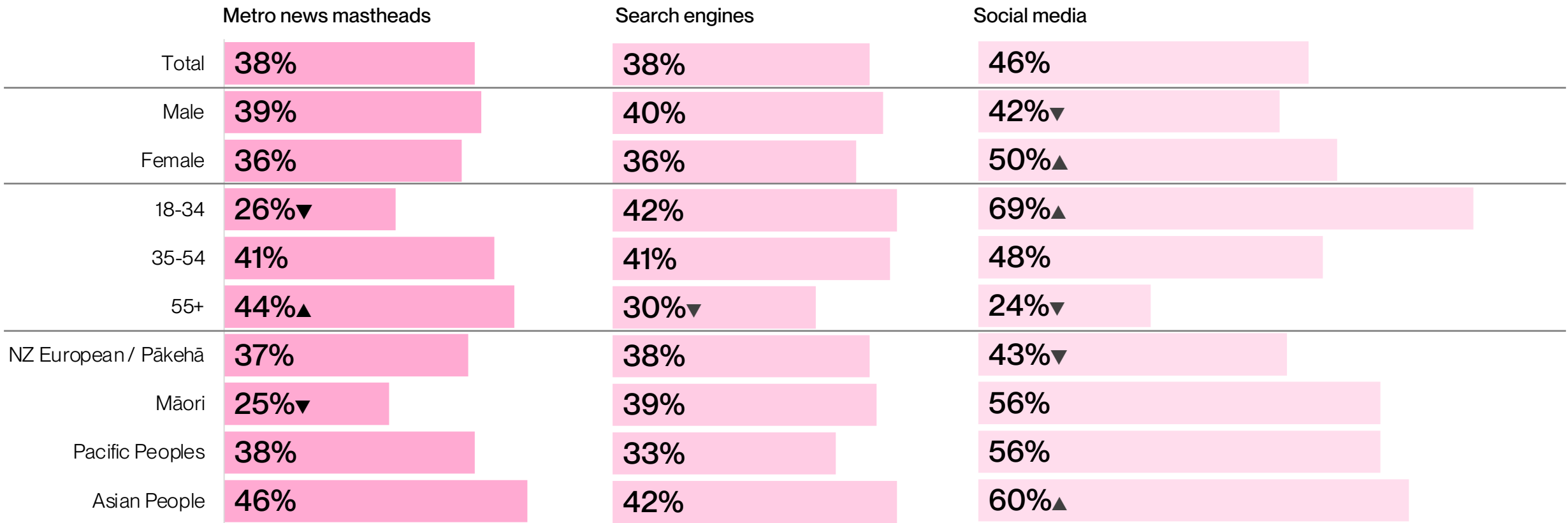
Under 35s are likely to spend less time accessing the news than are older New Zealand adults.

When using search engines for news, this group is the most likely to not click on links **(35% don't).**

This means under 35s play an even more important role for search engines, but one that isn't providing benefit for news publishers.

Metro news mastheads are a more popular source for news for 55+, while social media has higher usage amongst under 35s

Sources used to read, watch, listen to or search for news:



Under 35s are likely to spend less time accessing the news than 55+

Time spent accessing the news
– by demographic

	Under 30 minutes	30 minutes or more
Total	63%	37%
Male	58%▼	42%▲
Female	68%▲	32%▼
18-34	82%▲	18%▼
35-54	67%	33%
55+	43%▼	57%▲
NZ European / Pākehā	59%▲	41%▼
Māori	66%	34%
Pacific Peoples	69%	31%
Asian People	75%▲	25%▼

Under 35s are also the least likely to click on links to read more of a news article.

Those who don't click on the link for more of the article – by demographic

	% of those that don't click on the link for the article
Total	28%
Male	32%
Female	25%
18-34	35%▲
35-54	24%
55+	26%▼
NZ European / Pākehā	26%
Māori	30%
Pacific Peoples	22%
Asian People	37%▲

Ultimately, news articles leave search engines and social media sites better off

1.5m

Each day, 1.5 million searches stay in the search engine system because the news snippets provide enough information

-125k

If search results didn't include news articles there would be 125,000 less users each day

+11%

Increase in social media users if a platform shows trusted New Zealand news articles

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