

# FUTURE OF NEWS



# THE FUTURE OF NEWS

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## NEWS VS NOISE

In a democracy, news is the essential public service. Government by the people cannot function without it. Nobody has put this better than Thomas Jefferson. In 1787, he wrote: “The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter. But I should mean that every man should receive those papers and be capable of reading them.”<sup>(1)</sup>

The job of the news is to keep everyone informed - to enable us to be better citizens, equipped with what we need to know.

How has that task changed in the internet age? For the better, overwhelmingly.

### “THE GIFTS OF THE INTERNET”

Jerry Seinfeld once observed: “It’s amazing that the amount of news that happens in the world everyday always just exactly fits the newspaper.” Today, it doesn’t fit. There is more information, more readily available, more immediately, in more formats, on more devices and to many hundreds of millions more people than ever before. The news is being democratised. It used to be said that freedom of the press is limited to those who own one. Today, anyone with an internet connection and a Twitter account can make the news. If you choose, the powers that be are you. And, as a result, the lines between newsmakers

and newstakers have been blurred: the people formerly known as the audience, the readers, the consumers may now be the sources, the fact-checkers and the opinion-makers in the news. The basic principle of broadcasting – namely, that there are transmitters and there are receivers – has been transformed by social media.

For anyone interested in reporting the world they live in, the means of finding stories, the methods of telling stories, the mechanisms of sharing stories, have all become infinitely bigger and better. The opportunity for news organisations is, as Jeff Bezos of Amazon puts it, to make the most of “the gifts of the Internet”. For we are living in the most exciting time for journalism since the advent of television.

And the internet age has only just begun. By 2025, most people in the UK are likely get their television programmes over the internet. By 2030, possibly everyone will. The TV aerial will have gone the way of the typewriter. A decade ago, people outnumbered connected devices by about 10 to one. In the last year, mobile phones outnumbered people for the first time. And, by 2020, there will be roughly 10 connected devices for every human being on earth. To be sure, technological change is uneven between different parts of the world, different age groups, different communities. But it is going to keep on coming. If anything, it will accelerate. Technological change - as Ernest Hemingway once described the way people go bankrupt – happens in two ways: “gradually, then suddenly”.

It's amazing that the amount of news that happens in the world everyday always just exactly fits the newspaper.

<sup>(1)</sup> Letter to Edward Carrington 16 Jan 1787

# KEEPING EVERYONE INFORMED

## NEWS VS NOISE CONT.

### THE FUTURE OF NEWS PROJECT

Last year, the BBC set out to consider the Future of News over the decade to come. The aim was to do three things: ensure we remain alive to fresh ideas in news; articulate the strategic choices we face in the longer-term; and to provide context for the BBC as we prepare our case for the renewal of the Royal Charter.

We looked at news in three ways - technology, stories and people. What will new devices, networks and platforms enable us to do? How will news organisations report and tell stories and, what, indeed, will count as a story? And, where and how will people live, in the UK and globally - what will they want and expect from their news?

This report is a two-parter. Today, we are setting out the many different views of what's happening in the news industry as a whole and the framework of thinking that will shape BBC News' plans for the future - the principles and priorities of public service journalism in the internet age. The second part will follow, when BBC News presents detailed proposals as part of the BBC's overall case for the renewal of the Royal Charter.

We started out on this project well aware that you can often end up looking silly trying to forecast the future. This exercise is not about predicting

the next decade, but preparing for it. It's also an effort conducted by journalists who know that, in the end, the future of news is the news. Dissecting journalism can be like analysing a joke. It takes the fun out of it and misses the point: whatever change is to come, our job remains to find out what's really going on and report it. And we know there's no need to hurry the future. Television and radio are not legacy media, but the best means of reaching a mass audience today and for years to come. Radio is unrivalled in its capacity to combine intelligence and intimacy. And there is no more powerful or versatile medium for reporting the news than television. If anything, we're better placed than ever. Video and audio are increasingly what mobile audiences want.

This report makes the case that in the internet age, the BBC is more necessary and valuable than ever. The internet is not keeping everyone informed, nor will it: it is, in fact, magnifying problems of information inequality, misinformation, polarisation and disengagement. Our job is keeping everyone informed. To do this, BBC News is going to have to start thinking how it is going to deliver on its mission to inform in an age beyond broadcasting. It needs to make the most of the BBC's unique global reach in news. Britain has a unique asset in the World Service - the BBC needs to decide whether there should be a strategy for growth or managed marginalisation.

# KEEPING EVERYONE INFORMED

## NEWS VS NOISE CONT.

Devolution and the decline of the regional press are creating a real need for local news coverage: the BBC is going to have to do more to provide local news that properly serves all parts of the UK. And the BBC has always been an innovator in news. The opportunities of the New Journalism are plain to see – in data journalism, personalised news services and engaging our viewers, listeners and users so we have genuinely activated audiences – and it's time to do so again. In the internet age, the BBC's job is to be the place people come to for the real story.

Britain has a unique asset in the World Service - the BBC needs to decide whether there should be a strategy for growth or managed marginalisation. Devolution and the decline of the regional press are creating a real need for local news coverage: the BBC is going to have to do more to provide local news that properly serves all parts of the UK. And the BBC has always been an innovator in news, providing risk capital for the whole industry. The opportunities of the New Journalism are plain to see – in data journalism,

personalised news services and engaging our viewers, listeners and users so we have genuinely activated audiences – and it's time to do so again. In the internet age, the BBC's job is to be the place people come to for the real story.

This is a digital report. It's best viewed online. It's a mixture of films, graphics, articles, speeches, seminars, reading lists and audio clips. And it's not meant to be the last word on the Future of News. We hope it's a jumping off point. It's open to contributions and comment from everyone.

The willingness of other journalists, newsmakers, academics and media industry leaders to contribute time and intelligence to this effort has been overwhelming. The goodwill towards the BBC has been humbling. Time and again, we have heard the same thing: for all its faults, the BBC is unique, the most trusted, responsible and reliable news source in the world, and our biggest job in the next 10 years is not to screw it up. And, to be clear, they've said a great deal more than that. Here are just some people telling us about the future of news.

# KEEPING EVERYONE INFORMED

## NEWS VS NOISE CONT.



[What will news look like in 10 years? Click here to find out more.](#)

“The breaking of news is no longer solely going to be the domain of news organisations. What has to be, though, is that role of journalism. Because, in a world where everyone can report on news, there is a lot of noise.”

**Alexis Ohanian, Reddit**

“If we invented the news tomorrow, it would not be a half hour report at 6 o'clock.”

**Caitlin Moran, author and columnist for The Times**

“It is just amazing how many different ways there are to get to people. This is brilliant. This makes my job more exciting and more interesting than ever”.

**Robert Peston, BBC**

“The problem of how to distinguish good information from bad, that problem has been with us since we started communicating.... So even though we have a new technology where information comes to us instantly over the wires... the art and science of journalism is really important.”

**Sir Tim Berners-Lee, World Wide Web Consortium**

“We should measure our success not on old mass media metrics of thousands of eyeballs that watched our message, but instead on the answer to the question, did our journalism help you meet your goals, improve your life and improve your community?”

**Jeff Jarvis, journalism professor, blogger and writer**

# KEEPING EVERYONE INFORMED

## NEWS VS NOISE CONT.

### THE DISRUPTION

The thrilling possibilities of change, though, can't disguise the fact that change is disruptive – and difficult. As Sir Charles Dunstone, the founder of Carphone Warehouse put it, the media world used to look like Zurich; it increasingly resembles Mumbai. In this bustling environment, there is less reporting and more noise.

The internet has ripped a hole in the business model of many great news organisations. And, as a result, vast swathes of modern life are increasingly unreported or under-reported.

Take the local press in the UK. As classified and local advertising has moved online, the regional press has suffered. From the Rocky Mountain News in the US to the Reading Post in the UK, local newspapers have closed. More than 5,000 editorial jobs were cut across the regional and national press in a decade <sup>(2)</sup>. And this thinning out of reporters is not happening evenly. Not at all. As Andy Williams at Cardiff University's School of Journalism has found, Media Wales, owned by Trinity Mirror, had around 700 editorial and production staff in 1999; by 2011 this had been reduced to 136. A succession of restructures at the weeklies left just

six senior reporters and five trainees to cover the seven remaining titles in communities such as Pontypridd and Llantrisant, Merthyr, Aberdare, and the Rhymney and Rhondda Valleys<sup>(3)</sup>.

The pattern holds globally as much as it does locally. The US media has better figures for this than the UK: international reporters working for U.S. newspapers declined 24% from 2003 to 2010; the amount of airtime network evening newscasts devoted to overseas reporting in 2013 was less than half of what it was in the late 1980s <sup>(4)</sup>. The most recent study of foreign reporting in the UK press was similar <sup>(5)</sup>. And, meanwhile, others such as Russia and Qatar are investing in global news reporting. China Central Television received a nearly \$7bn injection to expand global operations, increasing the potential reach of radio and satellite programming from 84m foreign households in 2009 to over 220m today. One of the ironies of globalisation is that at a time when we need to understand the world we live in better than ever, the economic crisis in the news business has led to a reduction in the level of foreign coverage.

<sup>(2)</sup> Mediatique, 'The provision and consumption of online news – current and future' (December 2014)

<sup>(3)</sup> Andy Williams, Cardiff University School of Journalism, 'Comment: Stop Press? The crisis in Welsh newspapers, and what to do about it;

<sup>(4)</sup> Pew Research Center, State of the News Media 2014

<sup>(5)</sup> Martin Moore, Media Standards Trust, Shrinking World: the decline of international reporting in the British Press, (November 2010)

# KEEPING EVERYONE INFORMED

## NEWS VS NOISE CONT.

### CHANGING BEHAVIOUR

A generational change in the way we consume the news is already well under way. In Sweden, the average age of the nightly news bulletin audience on SVT – its public service broadcaster – is 66; meanwhile, a recent survey found that 26 per cent of two-year-olds in Sweden are online at least once a day<sup>(6)</sup>. The outlines of this revolution are already clear in the UK: TV News in the UK reached 92% of over 55s every week on average last year and this has been stable over the last decade. Amongst 16-34s, this falls to 52% every week – down from 69% in 2004<sup>(7)</sup>. The disruption that has taken such a toll on newspapers over the past 10 years will, in some form or other, come to TV news over the coming decade.

Who cares? People say access to the news has never been better. The BBC ran a survey recently: 76% of people agreed that it's easier than it's ever been to know what's going on in the world<sup>(8)</sup>.

But the medium, as ever, shapes the message. Half a century ago, TV transformed the news. For millions of people, it brought it to life. But television news also put a premium on dramatic pictures, telegenic politicians and snappy soundbites. The internet

will also change the news. It's already happening. For example, 59% of UK online news users said they had glanced at the news headlines online in the past week, compared to 43% who said they had read longer stories online<sup>(9)</sup>. Emily Bell at the Tow Center for Digital Journalism has pointed out that the internet is not necessarily a neutral curator of the news. Last year, an academic experiment showed Facebook had manipulated the news feed of 700,000 users for a week, to see how seeing different types of news might affect the users' mood. Happy posts made people more likely to be happy.

The internet is bypassing the professional reporter. Computers can do what journalists used to, namely compile the football results, produce travel bulletins and write up company results stories. The services that used to be essential parts of the news are increasingly automated and available separately online.

And people in power are finding they can speak directly to the public without needing to bother with a reporter's pesky questions. The journalist's competitor is no longer another journalist. Often, it's the subject of the story. Political parties, celebrities, corporations communicate directly with the public.

<sup>(6)</sup> The Swedes and the internet 2014, The Internet Infrastructure Foundation

<sup>(7)</sup> BARB, 3+ consecutive min average weekly reach of all TV News in the UK

<sup>(8)</sup> GfK survey for BBC, 29 Dec-4 Jan 2015

<sup>(9)</sup> Reuters Institute Digital News report, 2014

# KEEPING EVERYONE INFORMED

## NEWS VS NOISE CONT.

The most authoritative polling on politics used to be in the papers. The people had as much information as the parties about public opinion. These days, the media has less money for polling. And, in the 2015 General Election, the polling most widely followed in the press is conducted by the most well-resourced pollster, a politician: Lord Ashcroft.

@Alex Salmond tweeted 597 times between December 17th 2013 and September 18th 2014 <sup>(10)</sup>. And he had every right to. Likewise, Police in the UK send hundreds of tweets each day <sup>(11)</sup>. The Solihull Police have more than 40,000 followers thanks to tweets like, “Anyone lost a huge amount of cannabis in the Chelmsley Wood area? Don’t panic, we found it. Please come to the police station to collect it.” <sup>(12)</sup> This may, indeed, be a form of public service. But an era of greater connectivity is not necessarily leading to more accountability.

### THE MISINFORMATION AGE

The internet age produces real problems not just for the news industry, but for the society it serves and the democracy it is supposed to enable. Millions of people are online, millions are not. The digital media has democratised the means of production and distribution in news, but not the end result.

It is an age of growing information inequality. The world is dividing into those who seek the news and a growing number who skim it. Those searching, those who expect to be found, those who don’t want to know.

To simplify, the information gap between younger people, poorer people, and some ethnic minority groups on the one hand, and older people, richer people, and some groups of white people on the other, is widening.

There is ever more data, more opinion, more freedom of expression, but it’s harder to know what’s really going on. Even though people say it’s easier to get the news, they are increasingly unsure of the facts and unclear what they mean. When it comes to the detail, people don’t feel better informed. They feel disinformed, partially informed, ill-informed. And, in fact, it’s more than a feeling. People’s knowledge of the key facts when it comes to public policy is astonishingly patchy, as shown by an October 2014 Ipsos MORI poll <sup>(13)</sup>. For example, the British think 24% of the population are immigrants (almost twice the actual figure of 13%) and believe that nearly 24% of the working age population are unemployed (the real figure is 7%).

This is an uneven age. We see, in places, sagging enthusiasm for democracy, polarisation of opinion, disengagement from society and a crisis of citizenship. These problems are not the fault of the news media. But journalism – particularly public service journalism – has a responsibility to address them. The news industry can help determine the kind of connected society we are. In the interests of our democracy and ourselves individually, the digital age requires the news industry to rethink the way it will keep everyone informed.

<sup>(10)</sup> Bell Pottinger, September 2014

<sup>(11)</sup> <http://www.lesscrime.info/policetweets/>

<sup>(12)</sup> <https://twitter.com/solihullpolice/status/277096758948003840> (December 2012)

<sup>(13)</sup> Ipsos MORI survey, October 2014

## TECHNOLOGY

### FIVE TECHNOLOGY TRENDS WHICH ARE CHANGING NEWS (AND OUR LIVES)

Looking ahead over the next ten years, it's clear that technological change will continue to have a huge impact on how we live, and how we gather, produce and consume news. A few core areas of technology are already driving major changes, and are likely to continue to do so.

#### 1. Connectivity:

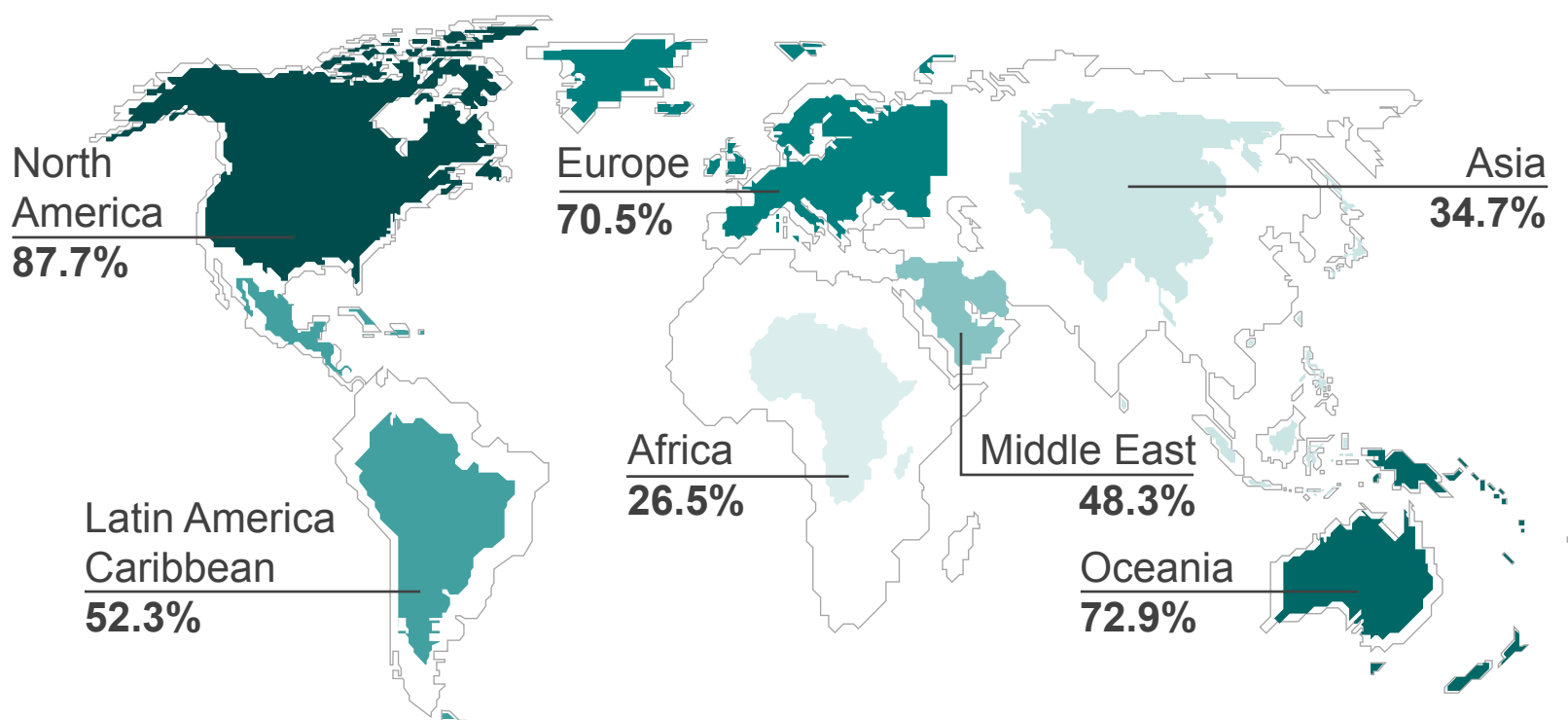
More people, devices and systems will be connected to the internet, and those

connections will get faster, cheaper and more widespread as the internet's physical infrastructure – of wires, cables, routers, switches, as well as 4G and 5G mobile and wireless networks - improves with investment from telecommunications companies, governments and service providers; and as data compression technology improves to make it possible to send and receive larger volumes of data more efficiently.

It takes a generation to figure out the human dimension of any new technology

**Deb Roy, Director, Laboratory for Social Machines at MIT and Chief media scientist for Twitter**

### Regional internet usage by percentage of population



Stats for June 30 2014

Source: Internet World Statistics



(14)

<sup>(14)</sup> Internet World Statistics

# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

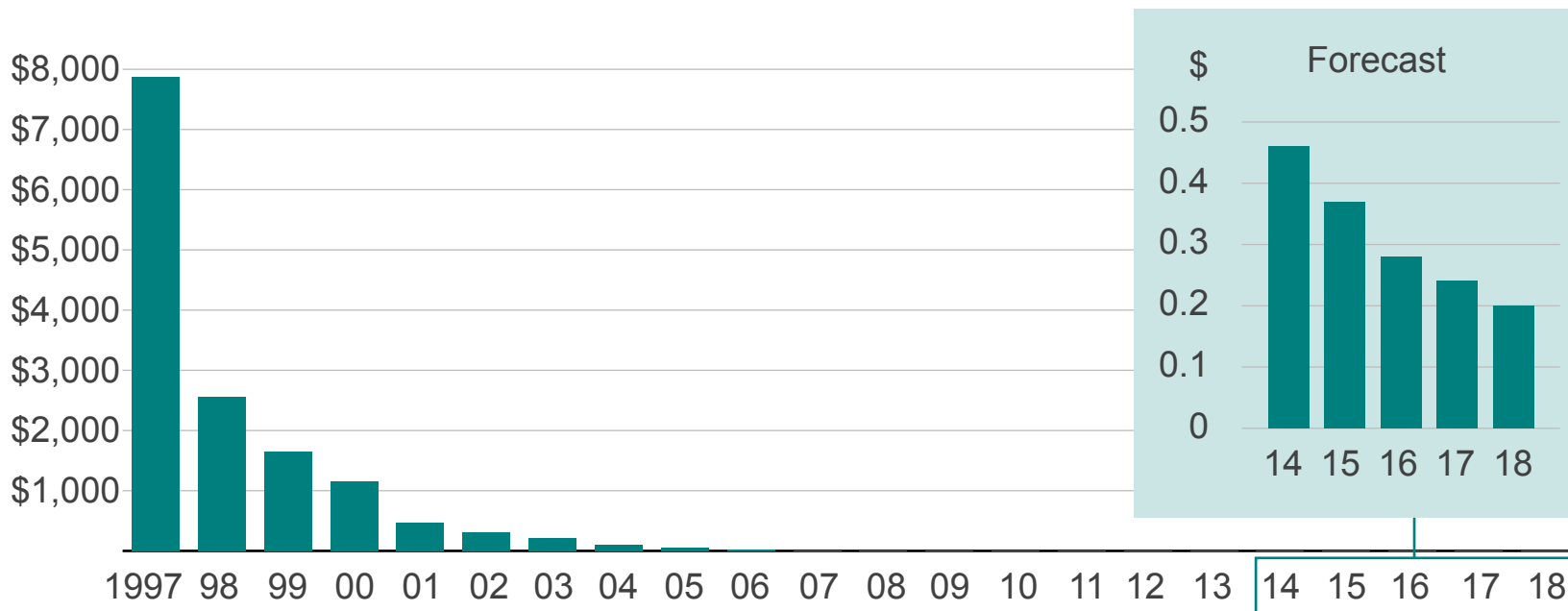
### 2. Computing power:

Microprocessors, the powerful microchips containing electronic circuits which lie at the heart of computing hardware, will continue to get cheaper, faster and smaller, in line with Moore's Law, the idea that the number of transistors on a silicon chip, and with it the level of computing performance, will roughly double every two years. Even if this reaches its limits over the next few years, as some predict, new advances such as quantum computing technology, operating at the level of individual atoms, hold out the promise of further leaps forward in processing

speeds in future. All this means exponential growth not just in computing power, but in the versatility and effectiveness of a huge range of electronic devices and systems, from mobile phones to robots, from cameras to cars, and a continuing dramatic rate of technological change.

### How the cost of memory chips has fallen with advances in manufacturing technology

Price per Gigabyte of NAND Flash Memory\*



\* This kind of memory chip is used in removable cards in cameras, computers, photo displays etc

Source: Gartner



# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

### 3. Sensors and the 'Internet of Things'

As connectivity improves, and microprocessors get faster, smaller, cheaper and more powerful, more of them will find their way into the things around us. They are already in our phones and computers, our cars and our smartcards. Combined with sensors which can detect things such as temperature, motion, or your heart rate, and GPS technology that can tell where something is, they will allow more of the physical world to be

digitally connected. This phenomenon has been dubbed the Internet of Things. Battery technology too will need to improve to allow these devices to function effectively for longer periods. The real-time information from these sensors should make it easier and more efficient to run factories, regulate traffic in a city, or track your own fitness. For news, it will mean greater access to more real-time data about the physical world, from pollution levels to earthquake monitoring.

### The Internet of Things

● Connected devices ● World population

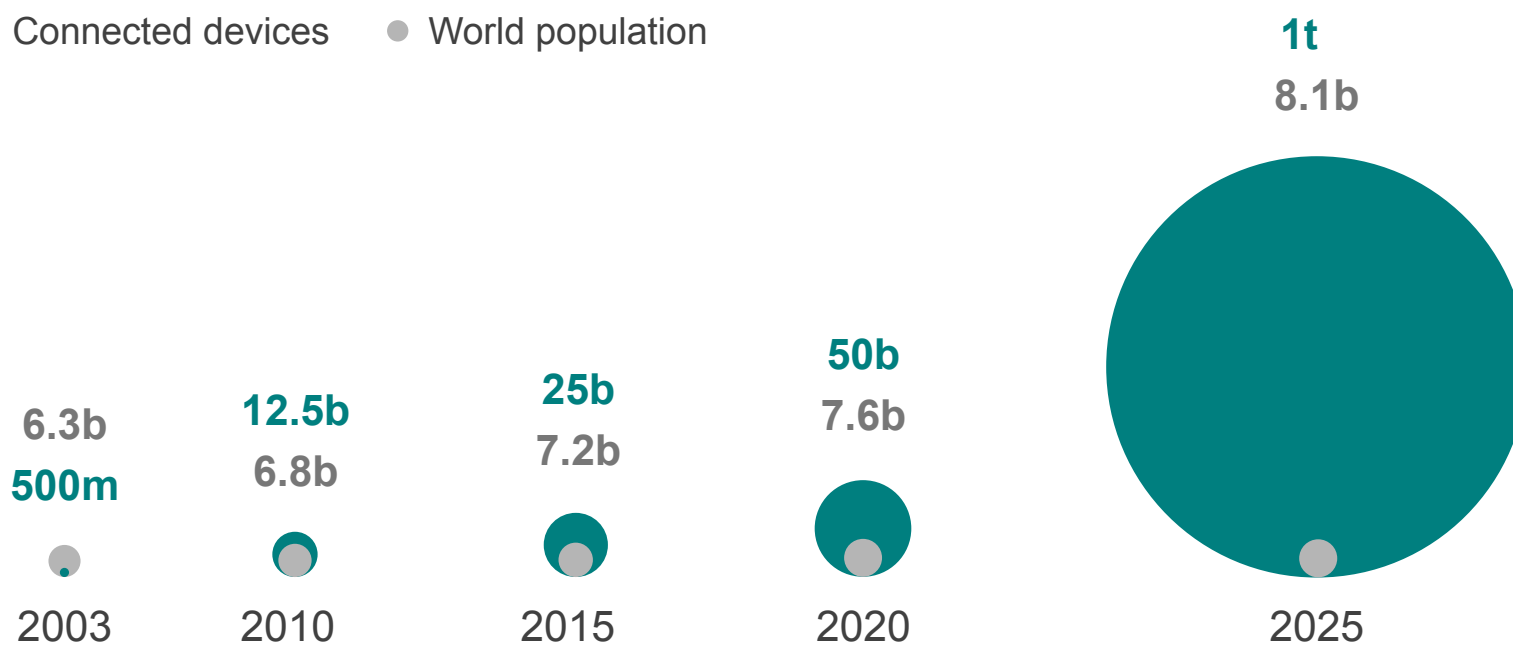


Figure includes objects with sensors attached, from cows and plants

Source: Cisco IBSG



(15)

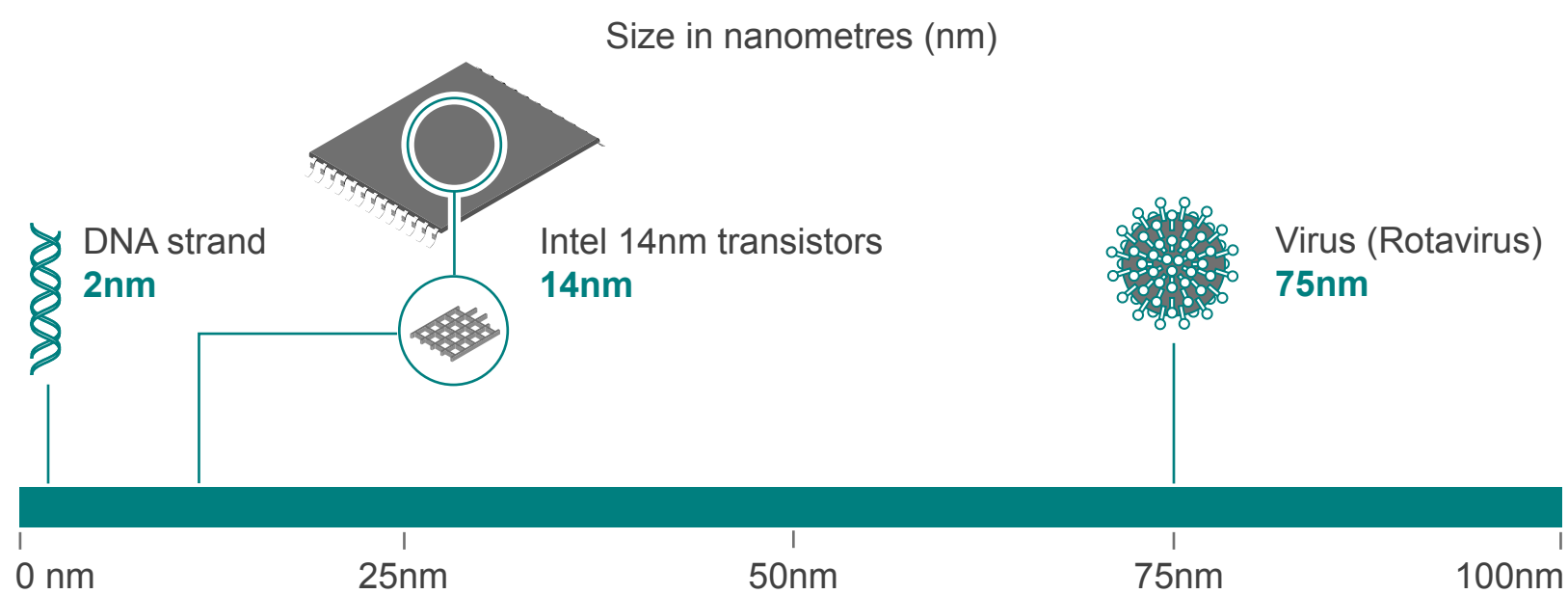
(15) The Internet of Things: How the Next Evolution of the Internet is Changing Everything, Cisco

# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

### How big is a transistor?

Transistors are a kind of switch that turns on and off to allow a computer to carry out its calculations – Intel's latest Broadwell chips feature 14nm\* transistors – smaller than a biological virus



\*14nm refers to the size of the "gate" within the transistor

(Illustrations not to scale)

Source: Intel

BBC

(16)

<sup>(16)</sup> Referenced in Tech Radar

# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

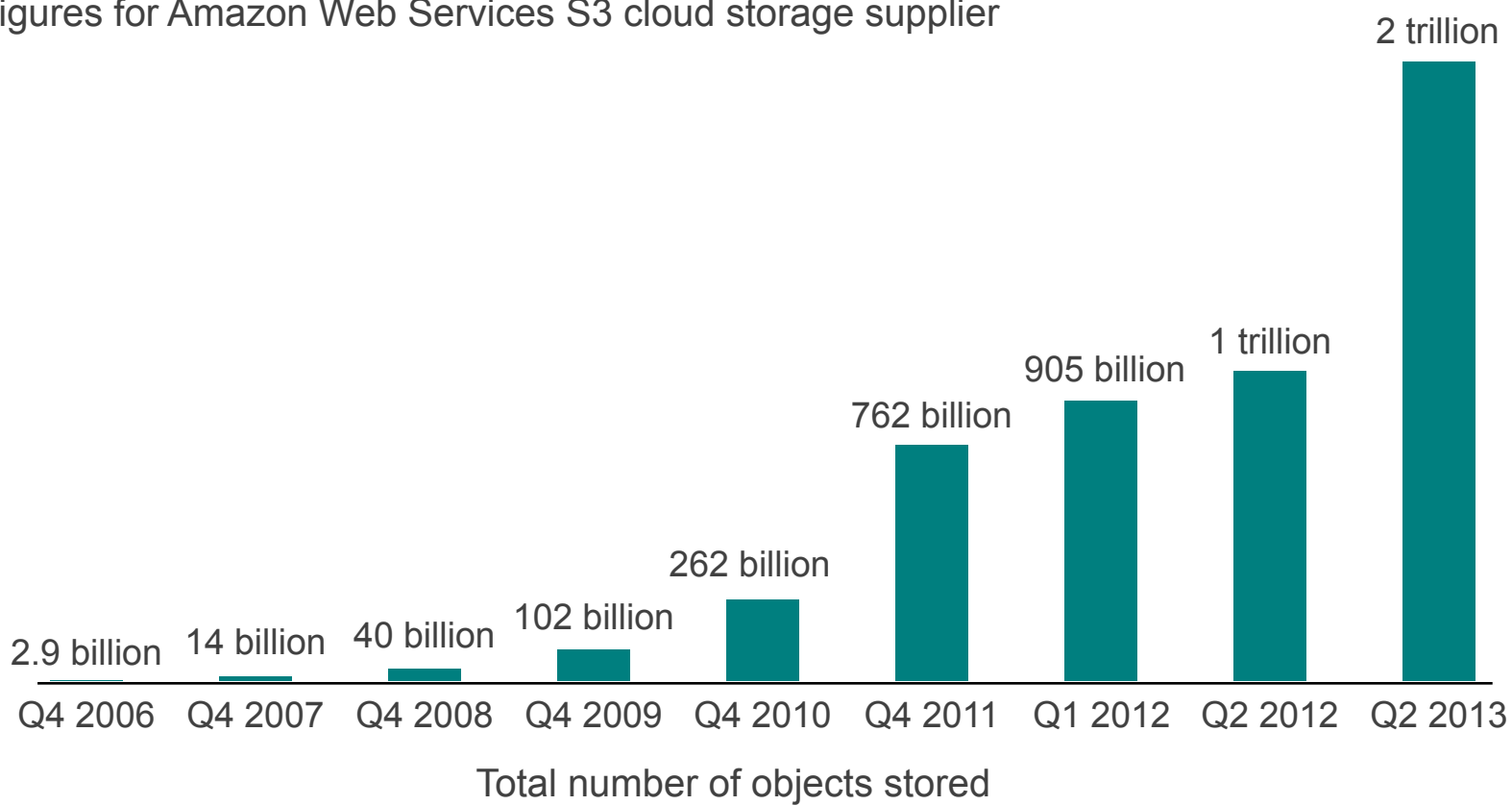
### 4. Big data and cloud computing:

As more things, and people, are connected and communicating, vast amounts of digital information will be generated. Handling this data - storing, filtering, analysing and understanding it - will be a challenge for individuals, companies and governments. The processing power needed to crunch through it all is already being massively increased by cloud computing, where information is stored and processed remotely, in distributed networks of computers belonging to big providers

such as Amazon Web Services. By using this sort of distributed computing, a company can more cheaply afford to store and process large sets of data, making its products or services potentially much cheaper and more efficient; an individual or start-up can more easily try out a new idea or project, lowering the barriers to entry for technology-driven innovation. Encryption technology will become increasingly important in storing and handling all this data in ways that also ensure privacy and security.

### How cloud data storage has taken off since 2006

Figures for Amazon Web Services S3 cloud storage supplier



Source: Amazon Web Services



# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

### 5. Algorithms and 'machine learning':

As computing power increases, the programming of computers with algorithms, sets of complex, formulaic instructions to get jobs done, will get increasingly sophisticated. Algorithms can already be created which adapt and improve themselves, allowing a computer to "learn" over time and develop artificial intelligence. The range of functions which can be automated and carried out by machines rather than humans will consequently continue to grow.

# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

### WHAT DO THESE CHANGES MEAN FOR NEWS?

The big technological shifts towards better connectivity, more computing power and ubiquitous data are changing the world around us. So how might they reshape the way news works?

#### 1. Being connected:

With even better connectivity people may expect news to find them, not the other way around. They will be able to get news from their own networks whenever they want to, and there will be many ways to access it. There will be opportunities to harness better connectivity to find new ways of working with the public. News

organisations will also need to keep in mind that, despite all this, some people will still not have high-speed connections to the internet, even in the UK.

#### 2. Content everywhere:

Smaller and more powerful devices and wearable technology – phones, cameras, screens – will allow people both to create and consume high quality content more easily and more cheaply. News organisations will have big opportunities to innovate in digital content, from virtual reality computer 3D simulations to ‘robojournalism’ – stories written by specially programmed software. People will watch more video, as connectivity, screens and user interfaces get better.



BBC News makes its first use of the “hexacopter” for filming.

# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

### 3. Using data:

The challenge of using data effectively will be central - whether that means data about how our content is being consumed, making wide use of data sources in our journalism, or managing and structuring the data around our own content.

### TECHNOLOGY IN OUR LIVES

Of course the trends picked out here so far which have a direct bearing on news do not encompass anything like all of the areas of science and technology which will directly affect our lives. In healthcare, for example, genetics, better health monitoring and

robotics will mean many people can live longer and healthier lives, remaining active citizens, travellers, students - and news consumers - into their advanced years. People's working lives will be disrupted by automation and by more efficient, data-driven processes, or whole sectors transformed by new technology-assisted services like Airbnb for accommodation, Amazon for shopping or Uber for urban transport. At home, automation will continue to make home life more convenient, with robots joining our dishwashers and washing machines to get more things done for us.



The Furo-i Home is designed to interact with other internet-enabled devices



The future of autonomous cars? Inside the Mercedes-Benz "Luxury in Motion research vehicle".

# THE FUTURE OF NEWS

## TECHNOLOGY CONT.

### WHAT DOES THIS MEAN FOR THE BBC?

The way news is gathered, produced, distributed and consumed is changing, and the pace of technological change shows no signs of slowing.

We, like other news organisations, will need to understand and adapt to this with new tools, formats and ways of working, in the field and in the newsroom, shaping our own platforms whilst understanding how to make best use of social networks and all the other channels and platforms available for distributing content and engaging with people.

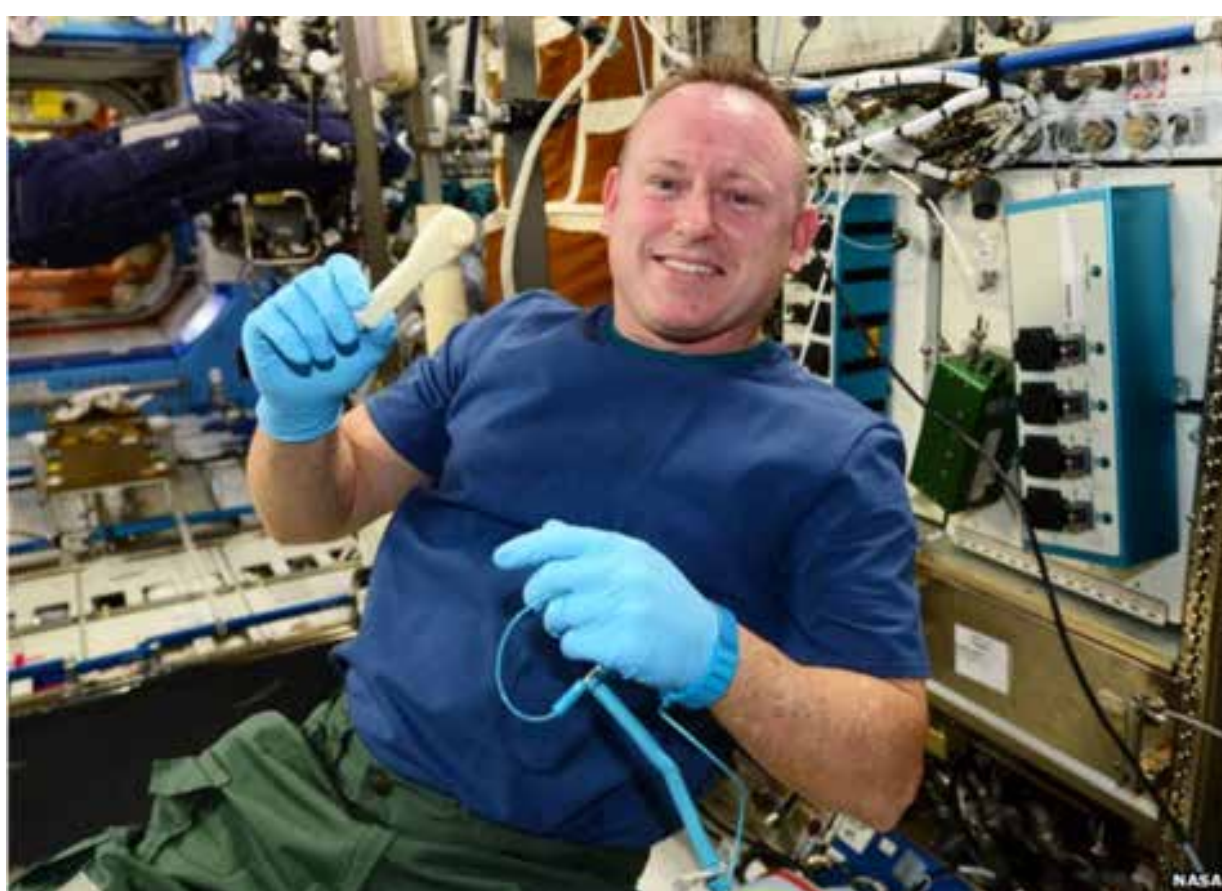
The ability to source, represent and make sense of large volumes of data will be vital. There will be big opportunities for experimentation and innovation with content, and we will need smarter ways of curating and managing both our own and other people's. Linked data should make it

easier to remix and distribute all the components of our journalism – text, video, audio, graphics or data – to meet the needs of different platforms, devices and users.

We will need to find new ways of connecting with individuals and serving their specific needs, whilst also retaining an overview of what is most important and most interesting, in our own editorial judgment.

All this may mean redefining how we think of news, so that we see it as a service, comprising not just news stories, but also the relevant data, context and information that people need, delivered to fit into their lives.

Technology will help provide answers to many of these challenges, but working out what that means and how to implement it in practice will be one of the biggest challenges of all over the coming years.



Astronaut Barry Wilmore on the International Space Station shows a wrench made on the Space Station with a 3D printer, using emailed instructions instead of waiting a few months for one to be sent from Earth

## UK PEOPLE

How might people in the UK live their lives in the next decade, and what does that mean for news?

### LONGER LIVES

In the future, people will live longer lives. One in three babies born nowadays will live to celebrate their 100th birthday<sup>(17)</sup>. Today, there are over 13,000 100-year-olds in the UK. According to the ONS, in a hundred years, it's predicted there will be well over 1 million centenarians walking around. If you believe the media, this doesn't appear to be particularly good news – can that be right?

Professor Tom Kirkwood from Newcastle University says Man's ability to live longer, healthier lives is perhaps our greatest recent achievement. The quest for that longer, healthier life is used by marketers to sell a multitude of potions, lifestyles and now smart wearable devices and apps – but the fact that the human race is living longer, is healthier for longer and is active for longer has failed to make the headlines.

Instead those headlines have often focused on the burden of an ageing society, the cost of an ageing population and of course the care bill. Audience research shows media coverage can sometimes be out of step with society – at its most negative, when it relies on dated stereotypes, it can leave older people feeling

marginalised and anxious.<sup>(18)</sup>

In 2027, the ONS projects there will be over 19 million people over the age of 60 in the UK – that's almost 4 million more than today<sup>(19)</sup>. It doesn't need an expert to tell us society will need to change and the media's representation of ageing will be forced to change with it. The economics of longer lives mean people will work for longer, HR policies will be forced to adapt to suit an ageing workforce while our cities and communities will need to be better places to live, work, learn and play for the old as they outnumber the young for the first time.

### YOUNG PEOPLE

According to Professor Danny Dorling from the University of Oxford, there are more people who can read today than everyone who has ever read before. Along with population change not only will society look and feel different in the future but the way people behave will continue to change.

That change is seen most starkly amongst the young. Research shows that more than one in three British children aged 5 to 15 who are online have social media profiles<sup>(20)</sup>. According to another study, 52% of 8-16 year-olds admitted they had ignored Facebook's official age limit<sup>(21)</sup>. Google is now starting to develop products for under 13s.

<sup>(17)</sup> ONS, Life Expectancy at Birth and at Age 65 by Local Areas in England and Wales, 2011-13

<sup>(18)</sup> Serving all ages; The views of the audience and experts

<sup>(19)</sup> [http://www.ons.gov.uk/ons/dcp171776\\_355182.pdf](http://www.ons.gov.uk/ons/dcp171776_355182.pdf)

<sup>(20)</sup> Ofcom Children and Parents: Media Use and Attitudes Report 2014

<sup>(21)</sup> Opinium research for The Social Age, 17th-24th October 2013

<http://www.knowthenet.org.uk/articles/kids-not-equipped-coming-digital-age-nine>

# THE FUTURE OF NEWS

## UK PEOPLE CONT.

When it comes to news consumption people, whether young or old, no longer have to sit down at a certain time of day or night to find out the news. They don't have to wait for the morning paper to be delivered – they don't even have to turn on an hourly radio news bulletin. People can find out what is happening when they want to find out – not when the media companies choose to tell them they can. What's more if news organisations don't tell audiences then someone else will. Look at the brand new service launched this month called reported.ly – this service reports news by monitoring the world's social media – it doesn't gather the news; it gathers what people are saying about it and for some that may be good enough. Of course, for many, their news habits are entrenched and little may change in how they consume the news over the coming decade – for others, the change will come much more quickly.

### INFORMATION INEQUALITY

The future will be a world saturated with information – good information and bad information. The question is how will people tell the difference? There will be more propaganda, more extremism, more prejudice and more spin. Jamie Bartlett from Demos believes social media is allowing people to surround themselves with stories that essentially corroborate whatever world view they happen to hold. Although different viewpoints will be available, the information people

access may only be used to reinforce existing belief.

So how will media organisations provide information equality covering old and young, between the nations of the UK and local/regional institutions v national ones – between different ethnic and economic groups? This becomes even more challenging as 55% of UK online news consumers agree with the statement 'when reading the news I like bite size content, rather than really long articles' <sup>(22)</sup>. Research also shows viewing of traditional news bulletins is falling especially amongst the young. Younger and lower social grade adults are far less likely to say they are interested in news <sup>(23)</sup>. The average child aged 11-15 watched 1 hour and 32 minutes of live TV per day last year, almost exactly half that of the average adult <sup>(24)</sup>. Instead they are spending longer than adults on internet video sites, like YouTube.

### REINVENTION

Automation and the assault of technology will impact on people's lives. Many traditional jobs may be replaced by automation – just walk into some banks today where computers outnumber people, or supermarkets with automatic checkouts. Agility will be a key skill as we begin a game changing, job hopping decade and the well informed are likely to stand the best chance of succeeding.

<sup>(22)</sup> YouGov Survey for the BBC, January 2013

<sup>(23)</sup> Ofcom News consumption in the UK, 2014

<sup>(24)</sup> Ofcom Children's Digital Day 2014

# THE FUTURE OF NEWS

## UK PEOPLE CONT.

### THE QUANTIFIED SELF

Personal information is undergoing a revolution. Today, people can control their personal finances from their mobile phone, monitor their own health by wearing a device on their wrist and operate their home by using an app. What services will they need from the media? What new questions will they be asking? As well as reporting on what the latest gadget is should we be doing more to tell the stories of how that technology has the potential to change the way people live their lives? The app revolution is well underway but are news organisations making the most of the opportunities here?

As people spend more and more time behind a screen and interacting with personal smart devices, how will this change the way we interact with each other, loneliness, crime and our imagination? How will it change the way people consume the news?

### WHAT DOES THIS MEAN FOR THE BBC?

For the BBC perhaps the most important question is what will our response be? The first big one here has to be local.

There is a significant audience for local and regional news – the BBC 6:30 regional news is the most watched news bulletin in the UK in terms of daily audience <sup>(25)</sup>. Over 50% of UK adults say they are interested in local/regional news – higher amongst the older, female audiences - while 49% say they follow the news to find out what is going on in their local area <sup>(26)</sup>. In a BBC/GfK survey<sup>(27)</sup> when asked to

think about some ways in which news coverage could change in the future 'more local news' attracted the most positive response amongst UK adults – 56% felt it would be a positive development.

Despite this data, however, it is also true that one of the biggest market failures in news in the last decade is local journalism. More and more newspaper groups are opting to close titles in favour of an online-only model while others are leaving the daily newspaper model to publish just one edition a week. In December 2014 Trinity Mirror closed 7 local titles including the Reading Post, Surrey Herald and Surrey Times – replacing them with an online-only service and closing 50 jobs across its operation.

In 2012 Johnston Press announced it was stopping daily publication of the Halifax Courier, Northampton Chronicle and Echo, Peterborough Evening Telegraph, Northamptonshire Evening Telegraph and Scarborough Evening News, a newspaper which started its daily reporting in 1882. Today in Scarborough there is a small commercial radio station, no daily newspaper and perhaps surprisingly, very little local or community blogging about the news. Considering the town hit the national headlines earlier this month as its hospital declared a major incident, there were very few news boots on the ground to hold those responsible to account. Where did local people go to find out what was happening at their hospital? If the media fails to invest in local journalism will this become the case in many more towns across England?

<sup>(25)</sup> BARB, 2014 average daily audiences for news programmes

<sup>(26)</sup> Ofcom News consumption in the UK, 2014

<sup>(27)</sup> GfK for BBC, 29 Dec 2014-4 Jan 2015

# THE FUTURE OF NEWS

## UK PEOPLE CONT.

If we believe the task of journalism is to let you know and understand what is happening so you can make better decisions for yourself, your family, your community and your country – to be a better citizen – then it can be argued journalism is failing people where it matters most, namely where people live and work. The audience is changing, the types of information they need is changing and technology is changing. If it is right to revamp and reinvent what is delivered locally it is equally important to look at what already exists.

The BBC can't claim to be better than any other parts of the media. It is as guilty as others of cutting the budget of its local services. The metropolitan district of Bradford is home to over half a million people; it is one of England's most diverse cities and one of the youngest cities in the country. George Galloway is one of the city's MPs representing the Respect Party. Three years ago the BBC closed its office in this city, and closed its website – leaving no-one on the ground reporting day to day.

Today the BBC can and does boast it has a local network across the UK. BBC teams right across the country are already doing an excellent job as they continue to attract large audiences to our local, regional and nations' coverage. In England, however, local radio is mostly only local 12 hours a day, and work is needed to improve the frequency of News Online updates. The

Local Live module, now on 7 BBC sites in England (sites also exist in Scotland and Northern Ireland) is only live 10 hours a day 5 days a week. BBC regional news programmes deliver the largest news audience of the day across the UK – but when it comes to delivering coverage of local and regional politics the BBC has to pre-record the weekly politics programme in the English Regions each Friday to save the costs of a live broadcast on Sundays while it has opted to share content across large areas of England to make the current affairs sums add up.

There is a democratic deficit in the UK. Parts of the country are not properly reported; in others, public services and people in power are not effectively held to account. The BBC is the only news organisation that is required to serve all audiences in all parts of the UK. BBC local radio and regional TV news epitomise public service journalism – providing essential information, underpinning communities, connecting people where they live and holding public figures to account. But we are going to need to do more. The changes in the news industry mean that there are gaps in the coverage of our country and they are growing. At the same time, power is devolving. The BBC is going to have to make the most of digital services, alongside radio and television, to ensure people have the information they need where they live and work.

## GLOBAL PEOPLE

### GLOBAL TRENDS AFFECTING NEWS

In much of the world, a growing middle class with rising spending power is emerging <sup>(28)</sup>. This class has a new individualism and is apparently interested in education, health and the outside world. Older members of this group still want newspapers and linear TV and radio news, but they may also be quite digital, above all to stay in touch with their families on social media. Younger members of this middle class are highly digital, tech savvy and social. So while audiences for traditional media are expected to grow internationally over the next years, digital growth is predicted to be very steep: another 2-2.5 billion people getting mobile broadband in the next 10 years – mainly in Asia Pacific, South Asia, South America and the Middle East. This should all present huge opportunities for news organisations, but...

#### The unconnected:

It's easy to forget that 60% of the world's population still has no access at all to the internet <sup>(29)</sup>. Where there is access, there will be huge geographical disparities in access to broadband and the technology it unlocks. In many regions low bandwidth mobile technologies will predominate and in others a reliable supply of electricity will remain a challenge – 1.4 billion people are without electricity <sup>(30)</sup>. There will also be large disparities within countries. In some African urban centres young highly digital communities have

emerged. Nearby rural areas are almost entirely cut off. This of course plays into huge information inequalities.

#### Different attitudes:

There are big variations internationally in attitudes to the internet and digital technologies. In the privacy vs personalisation debate, Europeans tend to be keen on privacy, others less so - for example 69% of Swedes would rather keep their interests and past activities online private, compared to only 29% of Indians. Similarly there is a growing social trend towards hankering for the past. Of 20 countries polled by Ipsos MORI, Turkey is the most nostalgic. Apparently 85% believe that people led better lives in the old days. Among Britons, 61% thought the same <sup>(31)</sup>. We see that millions of people all over the world are embracing digital technologies, but when asked they say they value tradition. These may not be contradictory impulses - a person can express their yearning to return to the past through very modern technologies.

In many parts of the world modern technologies are eagerly adopted but modernity rejected. The process of political opening that can accompany technology's spread is not guaranteed. In some regions social media and news are under strict official control, though the technologies that disrupt and bypass control are proliferating.

<sup>(28)</sup> <http://www.reuters.com/middle-class-infographic>

<sup>(29)</sup> United Nations International Telecommunications Union end of 2014

<sup>(30)</sup> <http://www.iiasa.ac.at/web/home/research/Flagship-Projects/Global-Energy-Assessment/GEA-Summary-web.pdf>

<sup>(31)</sup> Ipsos MORI Global Trends, 2014

# THE FUTURE OF NEWS

## GLOBAL PEOPLE CONT.

### **Disruption:**

Vast areas of the world are in crisis; deep fragmentation and instability, huge internal migration to cities and across borders; the consequent fraying of social bonds and mixing of identities. This migration is partly economic but also driven by civil wars and conflicts, internal and external strife. The numbers are staggering and the developing world is getting the worst of it. In 2013, 73 million people were forced to migrate by war or natural disaster. Of those, 16.7 million refugees and 1.2 million people seeking asylum have sought protection across an international border.

The rest are moving from place to place within their countries. Of course immigration is a big political issue in the UK and Europe, but by the end of 2013 more than 86% of the world's displaced people were hosted in the developing world – Pakistan, Iran, Lebanon, Jordan and Turkey are the main receiving countries. 50% of refugees are children <sup>(32)</sup>.

In the Middle East, Asia and Africa, societies in which ethnic or religious divisions were contained by totalitarian states are seeing ancient conflicts renewed. Politics and customs are increasingly under stress and disrupted. In some regions national borders are being redrawn and political systems reinvented.

### **Anxiety:**

Globalisation - economic or cultural or technological - is part of this disruptive process and with it comes anxiety. Outside Europe, North America and Japan, a skew towards a young population and high youth

unemployment mean that education is absolutely central - a key priority for families and internationally a huge growth industry. Polling shows a deep anxiety about the future and prospects for the next generation. Of 20 countries polled, only in China do the majority of people think their children are going to have a better life than them, and 77% of people across the countries agree the world is changing too fast <sup>(33)</sup>.

Given the wide disparities in technology and political and social openness, news and the technologies used to deliver it will need to be finely graded across a wide spectrum. At one extreme, some international markets will closely resemble Western Europe and North America; at the other, audiences will be relying on lifeline news services on Short Wave and simplified digital distribution because accurate news is extremely scarce.

## COMMUNITIES OF INTEREST

There are other trends or themes affecting people across the world that are relevant to news.

### **Changing role of women:**

Trends of women's economic emergence and numerical dominance in education suggest deep social change. Pretty much anywhere you go more women than men graduate from university – in parts of the Arab world the ratio is nearly 3:1 <sup>(34)</sup>. However, the proportion of women participating in the labour force has actually been flat or declining slightly since the 1990s <sup>(35)</sup>.

<sup>(32)</sup> All migration figures World Bank 2014

<sup>(33)</sup> Ipsos MORI Global Trends, 2014

<sup>(34)</sup> Unesco [http://www.uis.unesco.org/Library/Documents/GED\\_2010\\_EN.pdf](http://www.uis.unesco.org/Library/Documents/GED_2010_EN.pdf)

<sup>(35)</sup> IMF report on female labour force participation 2013 (<https://www.imf.org/external/pubs/ft/sdn/2013/sdn1310.pdf>)

# THE FUTURE OF NEWS

## GLOBAL PEOPLE CONT.

Internationally, women are on social media in a very big way <sup>(36)</sup>. To reach them, news has to have a strong presence where they are. Where societies are adopting multiple devices in the home, women have effectively wrested the remote control from men and are looking for news that is not so male dominated in presentation or content.

### **Authenticity:**

Globally news organisations are increasingly being required to show authenticity as much as authority, impartiality and accuracy. Traditional broadcasters have tried to deal with this by using regional voices, more attitude and personality. Regional tailoring of news and personalisation by geography is getting easier. For established news organisations there is a question of tone and informality, of speaking to audiences in their voice and of treating them as peers. But are we ready to follow competitors into a type of journalism in which the importance of the audience's feelings about a story is placed ahead of storytelling, information or impartiality?

### **Polarisation:**

There is a deepening global tilt towards news focused or aggregated around a world view: political Islam, evangelical Christianity, nationalism, patriotism and so on. While these are very different and varied phenomena, in such communities of interest shared values become a new brand loyalty. Al-Jazeera in Arabic sees itself as serving an audience that is conservative and Muslim. For the station and its audience common

religious assumptions give a sense of belonging which can bleed into shared views on political, economic and especially cultural questions. Similarly, Fox News articulates a very specific view of what it is to be an American.

In this polarised world modern or universal rights - political, human, gender or sexual rights - or concepts of openness and democracy become deeply polarising. So, where 88% of Spaniards or 90% of Swedes may think that gay men and women should be able to lead their lives as they like, 55% of Chinese do and only 31% of Russians agree <sup>(37)</sup>.

Approaches to, and definitions of, news may need revisiting.

### **Globalised stories:**

Are there ways to look at healthcare, the drug trade, modern slavery, energy, cyber security that are properly global? The atomised approach news generally takes to such stories may be inadequate for domestic and global audiences – not because our audiences suddenly see themselves as global citizens but because of the nature of the stories.

### **Business:**

While many news organisations do business news, very few do business news well in challenging places such as Russia, Iran, China, Saudi Arabia. Global business coverage for a mass audience still lags well behind global politics or, for that matter, sports coverage.

<sup>(36)</sup> <http://www.informationisbeautiful.net/visualizations/chicks-rule/>

<sup>(37)</sup> Ipsos MORI Global Trends 2014, Navigating the New

# THE FUTURE OF NEWS

## GLOBAL PEOPLE CONT.

### **Governance:**

Who manages the rulers and whose consent do they need to govern? We do not, in news, explain the power behind the apparently powerful. Russia watchers talk about the Grey Cardinals who really run the country. China's or Iran's actual power structures are hugely opaque. Likewise, who really understands the Bretton Woods Institutions – the UN, IMF, World Bank – today?

### **WHAT DOES THIS MEAN FOR THE BBC AND BBC WORLD SERVICE?**

#### **1. The need for understanding:**

With greater misinformation and inequality in the world, the global mission of 'Nation shall speak peace unto Nation' will become increasingly important.

#### **2. One size does not fit all.**

The complex differences in technology take-up across the world will mean the BBC's response to change needs to be equally complicated. The world is obviously and irresistibly going digital and mobile, but this process is patchy and may be somewhat slower than predicted. In many markets TV is still king and in some hard-to-reach places only radio will do. For some World Service languages the challenge is to go digital, but maybe not too soon.

#### **3. Investment in audiences of need:**

Even in the so-called information age, we see the emergence of audiences of need. We are looking at how we can develop a service that might work for North Korea. We find ourselves increasingly reflecting on the position of the media in Russia and Turkey. In many parts of the world, there is not more free expression but less. Some democracies are proving to be pseudo-democracies. The need for the BBC World Service – in English and in

the languages of audiences around the world – to provide independent, reliable information to people who sorely need it is growing.

#### **4. Investment in reporting the underreported:**

Coverage of communities of interest, such as global business, religion, healthcare, technology, freedoms.

#### **5. Resources versus new competitors:**

The BBC will need to ask itself if it has the resources to compete in global markets and invest in digital. The BBC will have to consider whether the combination of licence fee funding and advertising revenue is sufficient to meet the requirements of reporting the world for the world. If not, it will have to weigh the possibilities of asking global audiences to fund its future as well as exploring new commercial opportunities. China, Russia and Qatar are investing in their international channels in ways we cannot match, but none has our values and our ability to investigate any story no matter how difficult.

For all news organisations, there is a big dilemma over controlling the means of distribution for their content. Are broadcasters and newspapers by force becoming makers of content and ceding distribution to other platforms – currently Facebook, Google and YouTube? Of course, the BBC and others already do this – BBC Thai is a Language Service that appears only on social media and ABC World News in the US makes a short news programme purely for its Facebook page. But there are huge risks. We hear about the search algorithms being manipulated for commercial purposes and what if Facebook decided to launch a news division and didn't want a given provider on its platform? In some ways this squeeze is already happening.

## STORIES

Thinking about the period between now and 2027 it is clear that much of what is central to journalism will remain the same – reporting what is happening, unearthing original stories, holding those in power to account, analysing and explaining complex subjects to a general audience.

But as a result of the developments in technology and shifting audience trends that we've outlined, there will need to be changes to the way news organisations find, tell and distribute stories.

### HOW WILL WE FIND STORIES?

#### Audience

There is considerable scope to further engage with audiences beyond requests for their photos and videos or comments on stories. There are

examples within the BBC, such as Radio 4's iPM and the Pop-Up mobile bureau currently touring the US, but there could be more.

News organisations that develop collaborative journalism with audiences can yield real benefits - building stronger relationships and identifying a wider range of stories of interest to them.

Founded by American Public Media over a decade ago, the Public Insight Network <sup>(38)</sup> is an initiative designed to harness the knowledge of audiences. More than 215,000 people from across the United States have signed up to be sources. They share their insights, give first-person information and new story ideas to help journalists in over 60 newsrooms around the US cover the news in greater depth.

**What we're asking, what you're saying**

- As South Florida has grown, how has the quality of life here improved or gotten worse?**  
As part of Community Conversations, we want to hear from locals about topics concerning them and sharing them with our readers.  
asked on January 12, 2015
- Do you have complaints about Houston highways?**  
Are you a regular commuter on Houston's freeways? Houston Public Media is looking for commuters for an upcoming feature on transportation funding initiatives in the upcoming legislative session.  
asked on January 12, 2015
- With or without the Rams: What about a new football stadium in St. Louis?**  
Former Anheuser-Busch President Dave Peacock has announced a plan to keep the Rams in St. Louis by building an open-air stadium on the Mississippi riverfront. What does this mean to you?  
asked on January 9, 2015
- Are you a first-time home buyer?**  
Looking to buy a home for the first time? Share your experience with KPCC reporter Kitty Felde.  
asked on January 9, 2015
- What do you think about distressed pensions?**  
Many municipal pension funds in Pennsylvania are distressed, which means there isn't enough money in them to pay out what's been promised to retiring municipal workers. What should the state do to fix the problem? Should this be a  
asked on January 6, 2015
- Heroin in Arizona: What's the next step?**  
"Hooked: Tracking Heroin's Hold on Arizona," a documentary produced by Cronkite News in association with the Arizona Broadcasters Association, traces the rise in heroin use and its impact in Arizona. What should happen next to  
asked on January 5, 2015

<sup>(38)</sup> <http://publicinsightnetwork.org/>

# THE FUTURE OF NEWS

## STORIES CONT.

At Chicago public radio station WBEZ (the home of This American Life and Serial), producer Jennifer Brandel and her team run the Curious City project<sup>(39)</sup> involving audiences directly in the generation of stories. The public submit questions it would like professional reporters to answer which are then placed into voting rounds so the audience can decide what is investigated. The journalists then often work with the audience members who've asked the questions when producing their reports.

Starting as an experiment in 2012, Jennifer says listeners like the feeling

of empowerment they're given and that the station now covers stories that might have been rejected by the traditional editorial processes. The stories are often the most popular on their website. The Curious City project has now been adopted by other cities and will eventually expand to the whole of the US ('Curious Nation').

In the UK, Trinity Mirror Group have created a network of non-journalist 'community content curators' to manage relationships with readers and harvest content from local residents and organisations<sup>(40)</sup>.

The screenshot shows the WBEZ91.5 Curious City website. At the top, there is a navigation bar with the WBEZ91.5 logo on the left and links for 'How It Works', 'Search', and 'About' on the right. Below the navigation bar is a search bar with the text 'What do you wonder about Chicago, the region or its people that you want WBEZ to investigate?' and a 'Submit' button. Below the search bar is a navigation bar with three tabs: 'Up for Voting', 'Answered & Investigating', and 'New & Unanswered'. The main content area is titled 'Winning Question' and features a 'Week of Policing' section. This section includes three questions with their respective voting percentages and the names of the askers:

Question	Percentage	Asked by
Who cleans up the blood on sidewalks and playgrounds after shootings?	35%	Peter Normand
Are police forces at local universities real police or simply security companies? How much policing power do they have?	32%	Jef Johnson
Why did the Chicago Police Department start using SUVs for routine patrol?	32%	Mile Knabe

<sup>(39)</sup> <https://curiouscity.wbez.org/>

<sup>(40)</sup> Financial Times, 2013

# THE FUTURE OF NEWS

## STORIES CONT.

### DATA

Recent years have seen an explosion in data journalism and it seems likely in the future that more stories will be found in government data, corporate data, data obtained under the Freedom of Information Act and the growing quantity of sensor data – whether on smartphones, wearable devices or drones.

News organisations can add value to data by gathering it, analysing it and presenting it in interesting and innovative ways. But many journalists

currently lack the skills to interrogate data effectively and with confidence. Interesting recent examples of the use of data journalism <sup>(41)</sup> include the 2012 investigation by USA Today into soil samples around old metal working factories across the US that had been closed and forgotten <sup>(42)</sup>. Journalists were trained to use soil analysers to take more than 800 field tests of suspect soil which revealed potentially dangerous lead levels in parts of neighbourhoods across 13 states and led to the US Environmental Protection Agency launching new cleanup efforts.



(41) Sensors and Journalism, Fergus Pitt 2014

(42) USA Today

# THE FUTURE OF NEWS

## STORIES CONT.

The Sun Sentinel newspaper based in Fort Lauderdale won a Pulitzer Prize in 2013 for its investigation of speeding by off duty police officers <sup>(43)</sup>. Using radio frequencies emitted by tags on cars driven by police passing through toll gates, they demonstrated that Florida cops were driving thousands of trips at more than 30 mph above the speed limit causing fatal accidents and escaping heavy penalties.

### HOW WILL WE TELL STORIES?

The digital landscape is evolving rapidly, changing dramatically how journalism is told. New websites are being established, technology is lowering the barriers to entry and quality journalism is having to compete

with other on-demand and highly engaging media. According to research for the Reuters Digital News Report, across all ten countries surveyed 20% of online news users say their mobile phone is now their main way of accessing online news <sup>(44)</sup>. That rises to 30% for those under 45. This trend is expected to continue to grow over coming years.

It is clear that these changes require legacy media organisations to examine fundamentally how they tell stories. Media analyst Thomas Baekdal's research is striking <sup>(45)</sup>. He looked at the three largest newspapers in Denmark on one day and assessed them in relation to how useful they were to him.

## Cop blazes through Broward County

Miami Police Officer Fausto Lopez of Coconut Creek routinely blew through Broward County at speeds over 100 mph from November 2010

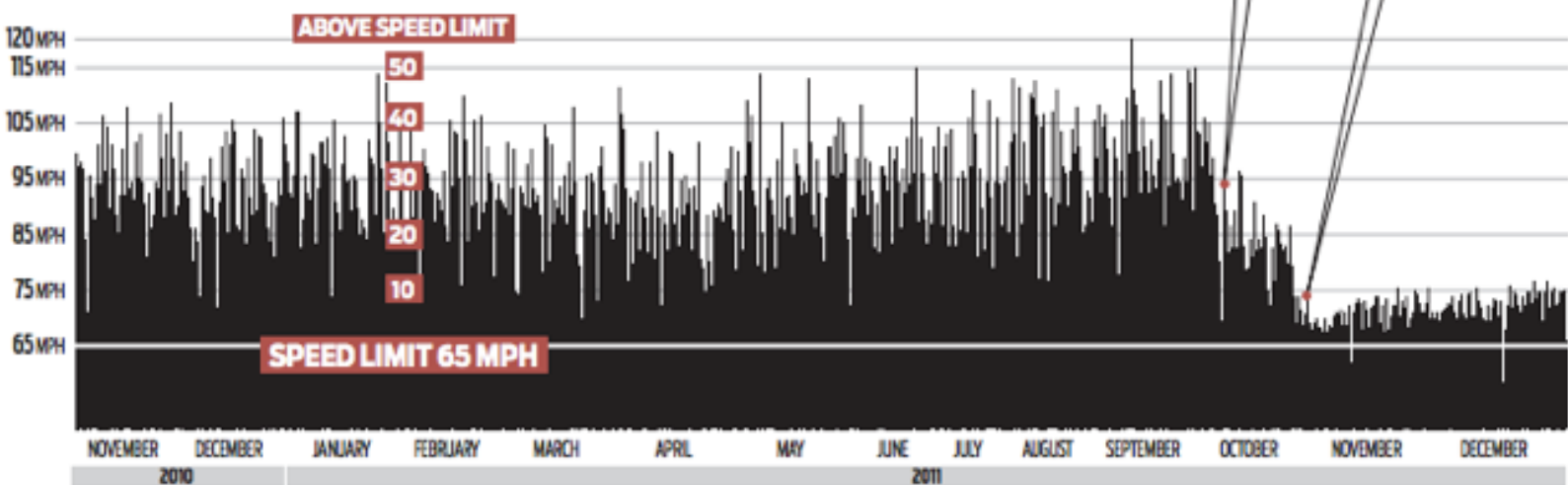
through December 2011. He slowed down after making headlines in October 2011, when a state trooper clocked him at 120 mph.

### TOP SPEED BY MONTH Highest average speed between two toll plazas.

NOV. 2010	DECEMBER	JAN. 2011	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
108 mph	109 mph	114 mph	110 mph	108 mph	111 mph	114 mph	115 mph	111 mph	113 mph	120 mph	115 mph	75 mph	77 mph

### A YEAR OF SPEEDING

Each bar represents Officer Lopez' average speed between SunPass toll plazas. The speeds are based on the distance between the plazas and travel time.



SOURCES: SunPass, Sun Sentinel research

\* Lopez averaged 94 mph between two toll plazas just before the trooper began following him.

JOHN MAINES and SALLY KESTIN/RESEARCH  
CINDY JONES-HULFACHOR/STAFF ARTIST

<sup>(43)</sup> <http://www.pulitzer.org/works/2013-Public-Service>

<sup>(44)</sup> Reuters Institute Digital News report, 2014

<sup>(45)</sup> What if Quality Journalism Isn't? Thomas Baekdal

# THE FUTURE OF NEWS

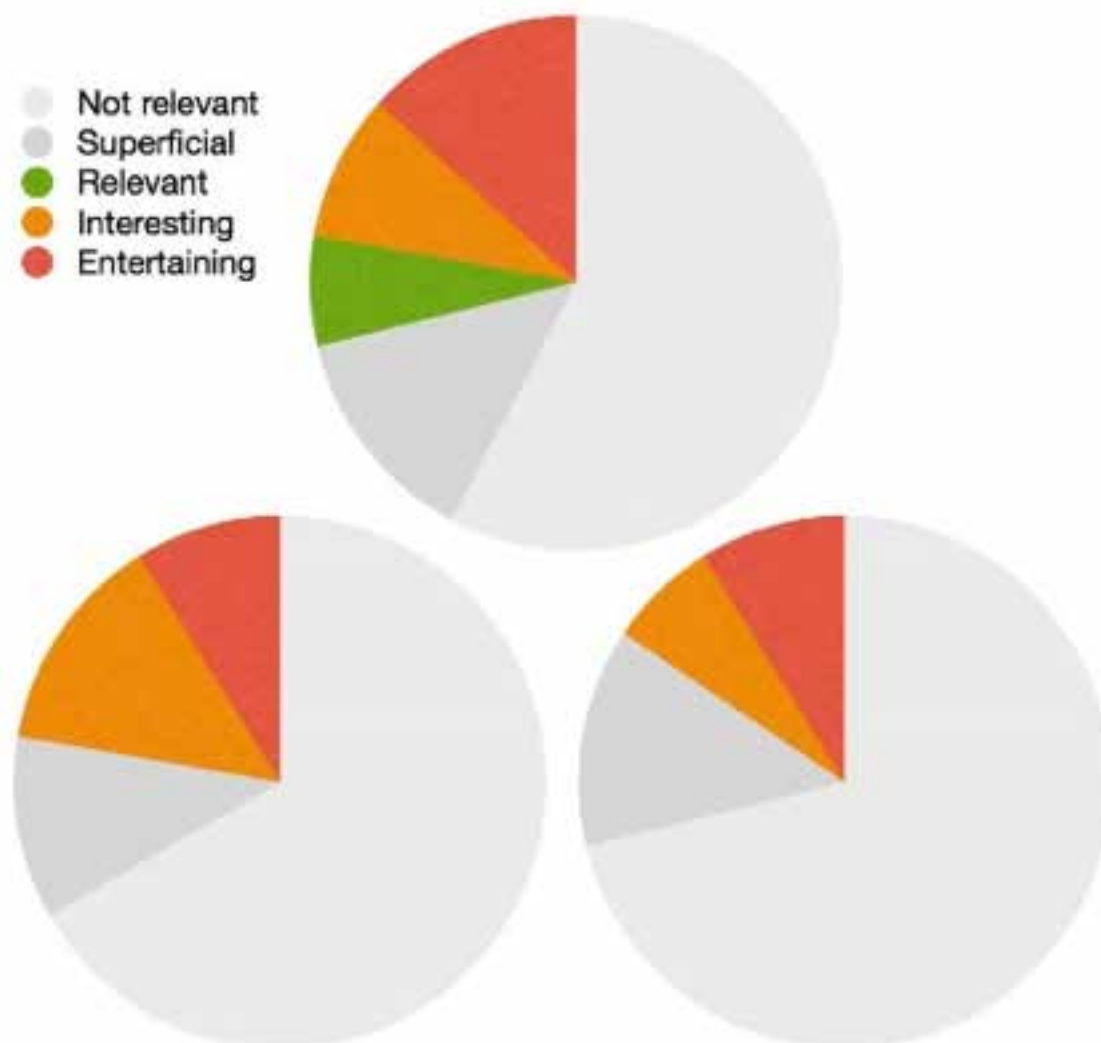
## STORIES CONT.

He judged that only one of the papers had any content that was relevant to him (by which he meant had a direct impact on his life). Even combining relevant with his other classifications of 'interesting' (the story doesn't impact me, but I would like to know about it anyway) and 'entertaining' (A form of 'interesting', but has no serious use), Baekdal noted that none of them exceeded 30%. Now clearly that is just his personal take – and the Danish newspapers on that day may have been particularly irrelevant – but it should give pause for thought.

In his book *Geeks Bearing Gifts*, City University of New York Professor Jeff Jarvis talks about his experience as a New Jersey resident during Hurricane

Sandy in 2012. He says news media generally failed to meet his information needs - "I wanted to know which streets were closed, where power was out...what gas stations were open and stocked" and that information would have been best presented in constantly updated lists.

"But news media mostly gave me articles, which only summarized that data and guaranteed its incompleteness as well as its staleness and eventual inaccuracy. Narratives informing me that a lot of trees had fallen and many homes were without power – salted with quotes from fellow residents – told me nothing I didn't already know and nothing I needed."<sup>(46)</sup>



<sup>(46)</sup> Jarvis, J. (2014). *Geeks Bearing Gifts*. New York: CUNY Journalism Press, p.22.

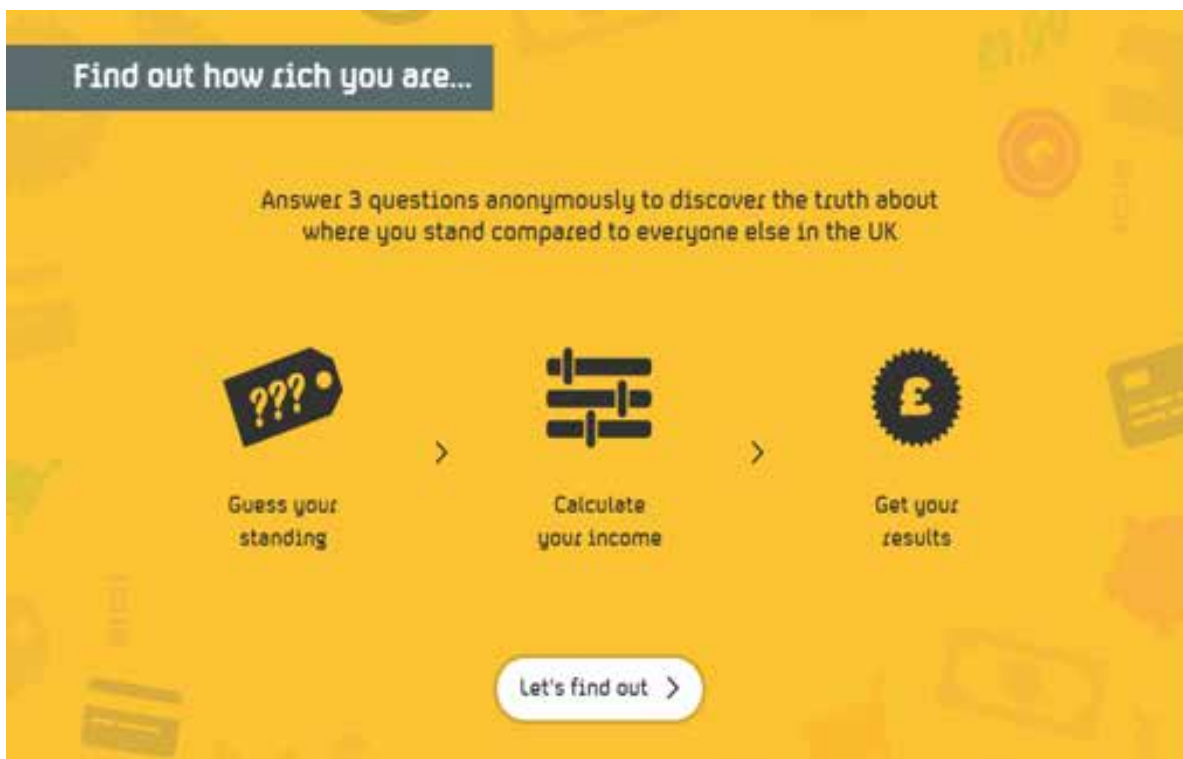
# THE FUTURE OF NEWS

## STORIES CONT.

Over the next decade news organisations will need to reinvent the concept of News You Can Use – working harder to provide news that is relevant, interesting and entertaining:

- Continuing the move away from the article as the only way of telling online stories – making greater use of live blogs, maps and searchable databases. News organisations could in future experiment more with short, easily digestible snippets of news as currently provided by Cir.ca and Yahoo News Digest. Quartz editor-in-chief Kevin Delaney says the classic mid-length 800-word newspaper article does not necessarily work in the digital space – short articles and longer, feature-length articles have a better chance of success <sup>(47)</sup>.

- Explaining to audiences the complexity of the world we live in – WDIAM (What Does It All Mean) journalism. Of course many legacy news organisations do this routinely, but it is interesting to learn from new players such as vox.com who are specializing in explanatory journalism through the use of their shareable card stacks, which set out to outline complex subjects in a relatively simple way (e.g. “Everything you need to know about Bitcoin” – 22 cards including titles such as “What is Bitcoin?”, “How do people get Bitcoins?”, “Is using Bitcoin a good way to fight inflation”) <sup>(48)</sup>.



<sup>(47)</sup> Pew Research Centre, 2014: The Growth in Digital Reporting: What it Means for Journalism and News Consumers

<sup>(48)</sup> Vox.com What is Bitcoin?

# THE FUTURE OF NEWS

## STORIES CONT.

- Using online and video archive to produce interesting tools that can engage audiences with the news - such as the Your Story project on BBC Taster

- Creating more personal relevancy calculators and other tools that can help explain news stories (e.g. those produced by the BBC's Visual Journalism team – other recent examples include these from the FT, Channel 4 and The Upshot team of The

New York Times) or demonstrate the impact of government decisions and the performance of local services.

- Travel alerts - based on understanding your route to work, aggregating government datasets and then pushing alerts to you.



# THE FUTURE OF NEWS

## STORIES CONT.

### Tone

For news organisations to succeed in the new media environment, they need to have a tone that is authentic and engaging.

Richard Sambrook, the former BBC News executive who is now a Professor of Journalism at Cardiff University, argues that “the format of most TV news really is unchanged and no longer speaks to younger viewers so you’ve got to rethink how you deliver news.”

In a connected, social world, it is vital that news organisations think about engagement and the techniques they use to keep audiences interested in stories or programmes. This was an area covered in the New York Times Innovation report, for example.

Much has already been written about Vice News, but its pace of growth is really quite remarkable. With around 100 reporters operating in 35 countries around the world it has amassed over 180 million views and over 1.1m subscribers to its YouTube channel in little over a year. It has demonstrated that a market exists for in-depth foreign news using a tone that is particularly

appealing to younger audiences.<sup>(49)</sup>

As the digital strategist Nic Newman writes, “What seems to be working is a free-flowing, behind the scenes approach presented by the young people they are trying to reach. It’s a reaction to the heavily stylised and packaged TV news bulletins read by a ‘man or woman behind desk’ which makes up most of TV news.”<sup>(50)</sup>

Adopting a more open style of journalism – explaining to audiences what a reporter knows (and doesn’t know), showing their working by publishing transcripts of interviews and being more willing to link and credit others for their journalistic work should all be part of the future news environment. But it will also be important to find new reporters and correspondents who can present stories in ways that are interesting and compelling to younger audiences.

Animation can be a useful storytelling tool. This example by Molly Crabapple for US cable channel Fusion<sup>(51)</sup> about the Mike Brown case in Ferguson, Missouri tells the story powerfully. At the BBC, both Newsbeat and Newsnight have also produced some visually engaging animations.<sup>(52)</sup>

<sup>(49)</sup> “Nearly two thirds of its users are under 35, compared to just over a third for BBC News” -

<sup>(50)</sup> Media, Journalism and Technology Predictions 2015

<sup>(51)</sup> Molly Crabapple: How Ferguson showed us the truth about police

<sup>(52)</sup> See <https://www.youtube.com/watch?v=8ySZHMJUv9Y>, [https://www.youtube.com/watch?v=\\_QHPvoa4mfE](https://www.youtube.com/watch?v=_QHPvoa4mfE) and [https://www.youtube.com/watch?v=ysEdaNb\\_q9c](https://www.youtube.com/watch?v=ysEdaNb_q9c)

# THE FUTURE OF NEWS

## STORIES CONT.

Another interesting experiment by Fusion working with Dan Archer of Empathetic Media combines graphic journalism, original footage and interviews to visualise the shooting of Mike Brown – allowing the audience to place themselves at the scene and see what happened according to different witnesses <sup>(53)</sup>.



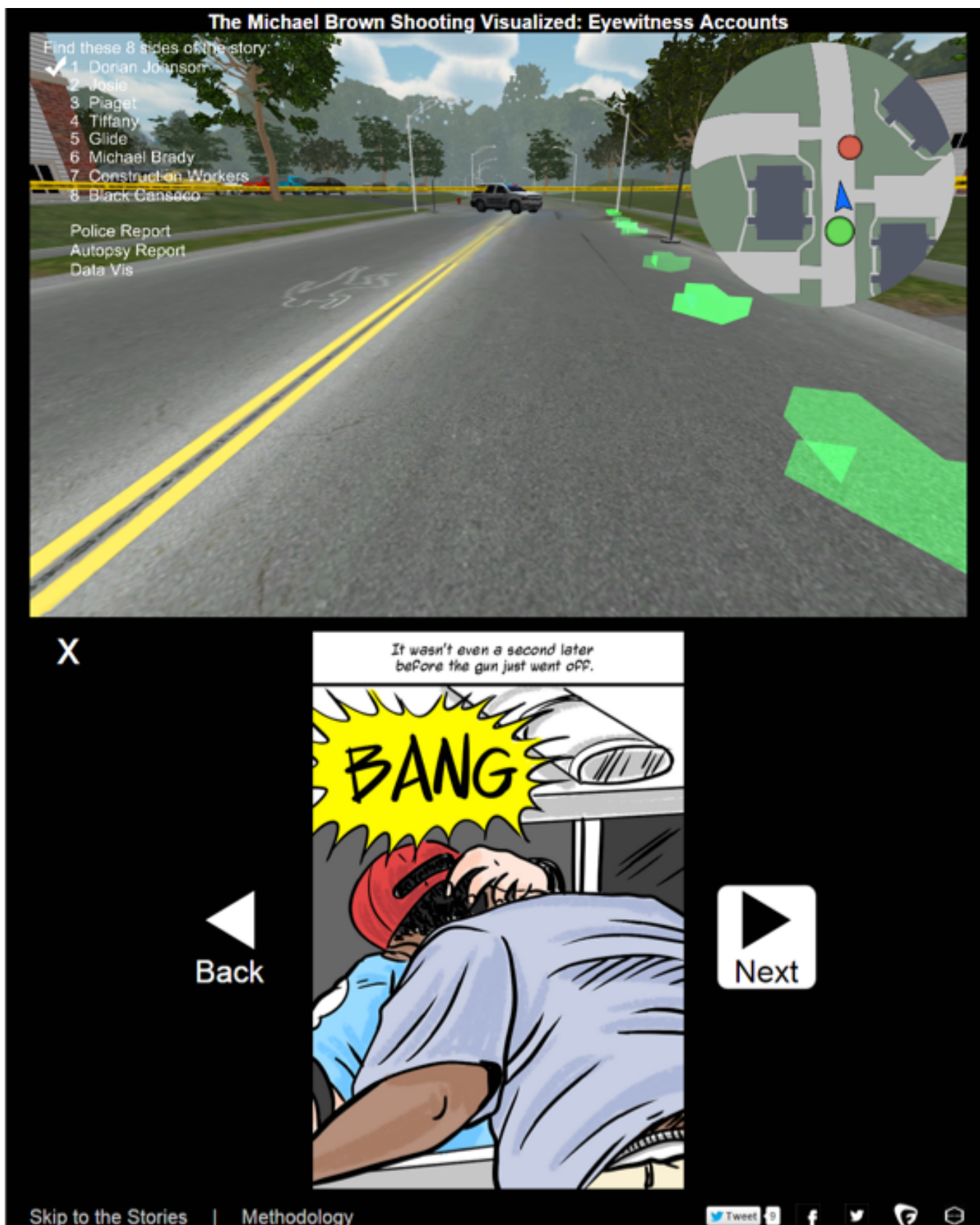
<sup>(53)</sup> <http://fusion.net/story/31200/ferguson-vr/>

# THE FUTURE OF NEWS

## STORIES CONT.

News organisations in the UK are also experimenting with stand-alone sites that enable them to engage with younger audiences. Sites such as i100 from The Independent <sup>(54)</sup> and ampp3d <sup>(55)</sup> and Us Vs Th3m <sup>(56)</sup> from Trinity

Mirror are creating original content and data journalism and reversioning existing content into formats that are attractive to younger, internet-savvy audiences.



<sup>(54)</sup> I100 <http://i100.independent.co.uk/>

<sup>(55)</sup> Mirror <http://www.mirror.co.uk/news/ampp3d/>

<sup>(56)</sup> UsVsTh3m <http://usvsth3m.com/>

# THE FUTURE OF NEWS

## STORIES CONT.

**100** The Independent

HOME NEWS PEOPLE VIDEO SPORT TECH OPINION BITS

**The list**

- 1. What you missed at the Golden Globe Awards
- 2. Meet the rugby star who wants dads to be more hands on
- 3. How to deal with people who want Muslims to apologise for Charlie Hebdo
- 4. Birmingham is a Muslim-only city, Fox News expert claims
- 5. The most moving and powerful pictures from the Paris unity rally

**Why British politics is so interesting at the moment, in three charts**

**These are all the MPs who could be unseated by students next May**

**Should we make it illegal to lie in Parliament?**

**ampp3d**

**The BAFTA judges got it wrong - and the data PROVES it**

**BAFTA BEST FILM NOMINEES**

How do the judgments of BAFTA judges stand up to the test of time? Err, not very well.

- BAFTA Rising Star: Margot Robbie, Jack O'Connell and Shailene Woodley receive nominations

**NOT AS GOOD AS PULP FICTION**

**Russian government says 'sex disorders' cause car crashes**

**CAR CRASHES**

Russia's new road safety law is a complete car crash. What actually causes car crashes? Not your sex life

**Take this job and you're more likely to get married**

**AMPP3D**

The job you choose could seriously affect your chance of getting married... and divorced, new research suggests.

**POLICE**

1. Man awarded £13,000 compensation for wrongful arrest - then cops re-arrest him and take cash

**TATTOOS**

2. Woman gets PENIS tattooed on her shoulder

**FOX NEWS CHANNEL**

3. Fox News 'expert' who claimed Birmingham is 'no-go area for non-Muslims' apologises for 'terrible error'

**Most Read In News**

**Grayling spent £72K to prevent prisoners reading- that's 12020 copies of Great Expectations**

**PRISONS**

You could buy a copy of Dickens' famous book for 12,020 prisoners with the money Grayling wasted on legal fees to stop prisoners reading

**CHRISTMAS**

**Christmas Countdown**

How long is IT to Christmas 2015?

# THE FUTURE OF NEWS

## STORIES CONT.

### Tools

There is an increasing availability of tools to aid multimedia storytelling. News organisations are able to use these tools (which are often free) to tell stories in visually engaging ways rather than create new tools from scratch. Examples include the use of maps such as this from The Washington Post <sup>(57)</sup> using StoryMap from the Knight

Lab at Northwestern University <sup>(58)</sup>. Interactive Charts and data visualisation such as this from the Wall Street Journal <sup>(59)</sup> using Tableau Public <sup>(60)</sup>

Or online games and quizzes which help explain the news as produced using the tools available from the Engaging News Project at the University of Texas. <sup>(61)</sup>

### MAP: How the Islamic State is carving out a new country

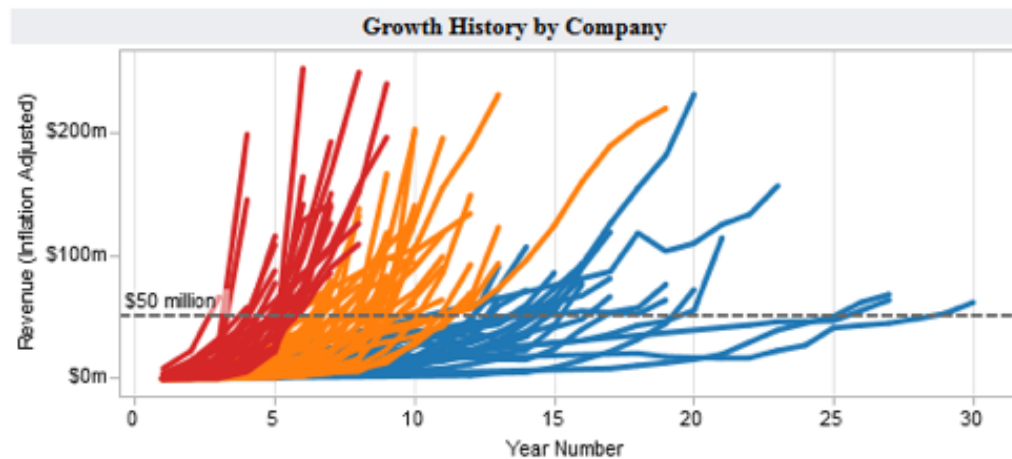
As the Islamic State (formerly known as ISIS) continues to seize cities in Iraq and Syria, here is a look at the radical group's strongholds and key moments that show their control over various cities. Read: [U.S. airstrikes target Islamic State militants in northern Iraq](#)



### Tale of 100 Entrepreneurs

Click to interact

■ Rocket Ship ■ Hot Company ■ Slow Burner



<sup>(57)</sup> The Washington Post, MAP: How the Islamic State is carving out a new

<sup>(58)</sup> <http://storymap.knightlab.com/>

<sup>(59)</sup> Wall Street Journal, How Long Does it Take to Build a Technology Empire

<sup>(60)</sup> <http://www.tableausoftware.com/public/>

<sup>(61)</sup> <http://engagingnewsproject.org/>

# THE FUTURE OF NEWS

## STORIES CONT.

### Automation

Over the next decade, there will be increasing scope for the automation of some journalism. Narrative Science is one of the companies that has specialised in writing code that allows structured data to be turned into words. Chief Scientist Kris Hammond says he thinks it is “not just reasonable, but inevitable” that around 90% of news will be computer generated by 2026 <sup>(62)</sup> – partly because he envisages automation increasing significantly the scale of reporting as computing power makes it possible to cover stories that are currently uneconomical to produce.

Since July 2014, Associated Press has been using software from Automated Insights to produce up to 4,440 corporate-earnings reports per quarter, compared to around 300 per quarter previously produced by human reporters. Their software turns data into a written narrative producing a story in AP style in a fraction of a second. Automated Insights say that aside from an explanatory note at the bottom of the story, there is no evidence they were written by an algorithm. <sup>(63)</sup>

Lou Ferrara, the AP managing editor who oversees business news says “We are going to use our brains and time in more enterprising ways during earnings season. Rather than spending a great deal of time focusing on the release of earnings and hammering out a quick story recapping each one, we are going to automate that process... Instead, our journalists will focus on reporting and writing stories about what the numbers mean and what gets said in earnings calls on the day of the release, identifying trends and finding exclusive stories we can publish at the time of the earnings reports.” <sup>(64)</sup>

### Drones

The use of drones for striking aerial photography has started to be seen over the last year, but in the future there is real potential for them to be used for innovative data gathering. They can produce detailed annotated 3D maps such as this example by Ben Kreimer from the Drone Journalism Lab at the University of Nebraska of the Antiochia ad Cragum Roman Mosaic in Turkey. <sup>(65)</sup>



<sup>(62)</sup> Why 90% of news will be computer generated in 15 years, Kris Hammond

<sup>(63)</sup> The Associated Press Leaps Forward, Automated Insights

<sup>(64)</sup> A leap forward in quarterly earnings stories

<sup>(65)</sup> 3D Modeling the Antiochia ad Cragum Archaeological Research Project in Turkey

# THE FUTURE OF NEWS

## STORIES CONT.

Or in this case for Vice News filming and modelling Nairobi's huge Dandora dumpsite.<sup>(66)</sup> Drones can also be used to count the number of people at large events or equipped with sensors to measure levels of pollutants.

### HOW WILL WE DISTRIBUTE STORIES?

Given likely technological changes over the next decade, for many people their expectations for how and when they consume news will also shift significantly. In an on-demand world, the news needs to be available in the form and with the content that consumers will require.

Successful news organisations of the future will make better use of data to ensure they're satisfying people's news needs at that moment. It will become of real value to understand and predict how individuals want to be told the news at any particular time.

Sometimes audiences will want to find out quickly what's new on a story in which they're interested, at other times they will want real depth and long form journalism. News media should understand audiences sufficiently to meet expectations for:

- short alerts optimised for text messages, chat apps, wearables and push alerts to internet-connected in car touch screens
- quick updates
- mobile video
- audio
- personalised video bulletins
- in-depth reports and analysis (online, radio, TV)
- built programmes that give a round-up of day's news

Reuters are due to launch a paid-for app described by Isaac Showman, managing director of Reuters TV as the "reinvention of the news bulletin away from a mass, linear newscast into an algorithmically generated but still TV-quality news show."<sup>(67)</sup> It will provide an on-demand personalised bulletin of between 5 and 30 minutes duration that is tailored to an individual's interests. It will also learn from a user's interactions with it to make future bulletins more relevant. The app will also provide access to Reuters live content streams.

For all news organisations, there is a big dilemma over controlling the means of distribution for their content. Are broadcasters and newspapers by force becoming makers of content and ceding distribution to other platforms – currently Facebook, Google and YouTube? Of course, the BBC and others already do this – BBC Thai is a Language Service that appears only on social media and ABC World News in the US makes a short news programme purely for its Facebook page. But there are huge risks. What if Facebook decided to launch a news division and didn't want a given provider on its platform, for example?

### HOW WILL WE DEFINE STORIES?

It is likely that what we define as stories will change over the next decade and that the coming demographic and technological changes could lead to the creation of new journalistic 'beats'. Here are just some examples:

<sup>(66)</sup> Nairobi's Dandora Dumpsite Video and 3D Model

<sup>(67)</sup> <http://reuters.tv/>

# THE FUTURE OF NEWS

## STORIES CONT.

### Health

Personal health monitoring has developed over the past few years with the adoption of wearable technology and is likely to increase still further in the future as new products are developed. Microsoft, Jawbone and Fitbit have all recently released activity trackers which include 24-hour heart rate monitors.

As people become more aware of their personal health and fitness – receiving personalised messages from their devices and used to remote health diagnostic techniques and treatment - it is likely that they will expect health news to be equally targeted for their needs and interests.

### Technology and Privacy

Many people are currently bartering more and more personal data in return for free services from technology and media companies. Much of this is done without them really understanding the extent of the information they are sharing. Awareness of the risks of online security breaches is growing but it is likely that the issue of privacy in the data age could grow significantly over the next decade.

The value of audience data is significant – and could enable news organisations to provide much more personalised news content – but as Jeff Jarvis writes, “companies collecting data about us must give us transparency and control over data or they will lose trust and permission.”<sup>(68)</sup>

As Ben Page of Ipsos MORI has said, polling suggests there is considerable unease about the sharing of data with companies. Despite its widespread adoption, in Britain just 23% of respondents said they were “happy sharing information about my interests and past activities online so that I get personalised services and relevant recommendations even if it means organisations knowing more about me.” 62% of those polled said they would “rather keep my interests and past activities online private even if it means I do not get personalised services and relevant recommendations.” Furthermore just 11% of those surveyed say they trust media companies a great deal or fair amount “to use the information they have about you in the right way.”<sup>(69)</sup>

In her Reuters Institute lecture last year, Emily Bell, the Director of the Tow Center for Digital Journalism at Columbia Journalism School, made a plea for the news media to “cover technology as a human rights and political issue as if it were Parliament. Maybe even with more verve and clarity - were that possible. It is just as interesting and about ten thousand times more important. The beats of data, privacy and algorithmic accountability currently either don't exist or are inadequately staffed. We have to stop coverage of technology being about queuing for an iPhone and make it about society and power.”<sup>(70)</sup>

<sup>(68)</sup> Jarvis, J. (2014). *Geeks Bearing Gifts*. New York: CUNY Journalism Press.

<sup>(69)</sup> Ipsos MORI Global Trends, 2014

<sup>(70)</sup> <http://reutersinstitute.politics.ox.ac.uk/events/silicon-valley-and-journalism-make-or-break>

# THE FUTURE OF NEWS

## STORIES CONT.

### Conflict

Conflict around the world shows little sign of abating - over the past year we have seen violence between Russian-backed separatist forces and the Ukrainian government; a surge in suicide bomb attacks in Afghanistan; the impact of the 'Islamic State' group in Iraq and Syria and an escalation of violence in Nigeria.

The authors of the World Economic Forum's Global Risk list which attempts to assess the most significant long-term risks worldwide note that "interstate conflict is this year considered the most likely high-impact risk over the next 10 years, or indeed perhaps even sooner."<sup>(71)</sup>

But the nature of war is changing. The large-scale deployments of Western troops to Iraq and Afghanistan have ended and some experts believe robots will begin to replace infantry soldiers within the next ten years – "Pentagon

planners are having to figure out...how they should plan for battlefields in the near future that will be, as one officer put it, 'largely robotic.'" <sup>(72)</sup>

As Margareta Drzeniek-Hanouz, Lead Economist at the World Economic Forum identifies, the means to wage conflict "...whether through cyberattack, competition for resources or sanctions and other economic tools, is broader than ever." <sup>(73)</sup>

News media have a duty to report conflicts but doing so at a time when journalists are regarded as legitimate targets and much is automated – will make such coverage harder. It will also be important – at a time when the number of refugees worldwide is at its highest level since WWII - for journalists to make sense of global stories and find ways to use people's personal experiences to help explain linked issues.

<sup>(71)</sup> Global Risks 2015 [http://www3.weforum.org/docs/WEF\\_Global\\_Risks\\_2015\\_Report15.pdf](http://www3.weforum.org/docs/WEF_Global_Risks_2015_Report15.pdf)

<sup>(72)</sup> The Wilson Quarterly, Robots at War: The New Battlefield, Singer

<sup>(73)</sup> International Conflict Tops List of Global Risks in 2015, Oliver Cann

# THE FUTURE OF BBC NEWS

The BBC has always been an idea, not a gadget. It has been dedicated to using technology for the public good. Over the years, it has made the most of the wireless, the television, the computer screen. But it's defined itself by its purpose, not the platform. In the internet age, the mission of BBC News – to inform – is the same. And that mission to inform is more exciting and more necessary than ever. More exciting because the internet has enhanced the means by which public service journalism can keep everyone informed; more necessary because the internet alone will not fulfil the democratic mission of journalism, it will not keep everyone informed.

The job of public service journalism is to provide news, not noise. There is, as Sir Tim Berners-Lee points out, plenty of 'bad information' out there. The task for the BBC is to deliver 'good information' – information that is accurate and fair, insightful and independent.

### **JOURNALISTIC VALUES**

The BBC will need to be clear about its principles. We will have to be uncompromising about our journalistic values: accuracy, impartiality, diversity of opinion, fair treatment of people in the news and public service.

### **QUALITY NOT QUANTITY**

The BBC will have to be clear about its working practices. The watchword of BBC News should be quality not quantity. The world is not going to be short of people putting stuff out there or peddling a point of view. It is increasingly going to value reliable information. People will prize the value-added journalism of explanation, investigation and holding people to account. The task of public service journalism is the real story – what really

matters (story selection, impartiality and fair treatment), what's really going on (accurate reporting, courageous coverage without fear or favour and long-running investigations) and what it really means (explanatory journalism, rigorous analysis and requiring people to account for themselves.)

### **OPENNESS**

The internet age is going to require BBC News to be more open. We will need to be open to providing access to our news content on other media platforms. We should open up to the active participation of our audiences. We should look to open some of our platforms to other news providers. And we need to ensure we are open to the full spectrum of ideas, that we give a voice to all points of view.

### **UNIVERSALITY**

Public service journalism must recommit to universality. Thomas Jefferson argued that news was essential to democracy, but only if everyone was informed. BBC News is defined by its requirement to serve everybody. But if BBC News is going to serve the whole of society in the UK, it must reflect it. It must speak to you. It must feel relevant. It must range in tone, as well as subject matter. The voice of God is no good to people who are not believers in the news. If we are going to serve everybody - if we are going to ensure that the people who are switching off the news tune back in - then we are going to need different people, telling different stories in different ways. And, if we are going to keep everyone informed, we are going to have to reinvent the daily services that keep people coming back to the news – the services must inform you of things directly relevant to the running of your life.

# THE REAL STORY

## THE FUTURE OF BBC NEWS CONT.

### **INDEPENDENCE**

BBC News must be independent. In the coming decade, there will be more not less suspicion that big news organisations are either trying to sell you something or push a particular agenda. This fear will be felt all the more keenly as, no doubt, the arguments over personal privacy in the internet age have only just begun. To ensure the public's confidence in BBC News, it must be – and be seen to be – independent.

## STRATEGIC CHOICES

The internet offers BBC News countless new possibilities. In the course of the Future of News project, there has been no shortage of ideas put forward by others: new TV news channels, covering, for example, sports news; a new local democracy service that ensures all local council and regional assembly meetings are carried live online; a news service for schools; a digital platform that serves as a public square for all opinions, rating them by the user. The Future of News project has started to prompt big ideas and small ones for what the BBC might do, starting now and in the future, to improve the news. And when the BBC presents its ambitions for the next decade, we will set out detailed proposals for BBC News. The kinds of areas we are looking at include working digital products to offer more personalised and location-based news to audiences; developing online widgets to improve understanding of the news; creating ways to engage our audiences in our coverage; and leading innovation in data journalism. The fact is that there are a lot of good ideas and the internet age will enable many more of them. But the coming decade will also force BBC News to make a handful of big strategic choices.

### BEYOND BROADCASTING

For nearly a century, the BBC has fulfilled its mission to inform by broadcasting to people in the UK and around the world. Over the course of the next decade, the majority of those people will get the BBC's news over the internet. This is not just a matter for the engineers. The internet will not just mean delivering TV and radio news over a different distribution platform. It will change how people get the news, what they expect of it and what they want from the BBC.

It will force the BBC to rethink its allocation of resources. It will require us to accelerate investment in digital news services. It will force us to reconsider how we measure what we do. And it will prompt us to weigh how best we reach people - how we change the mix of digital, radio and television services to ensure people can always be in touch with what's happening. Our task is to keep everyone informed - nationally, locally, globally. To do so will require an appetite for reinvention.

The risks here are enormous. It's easier to predict what is going to happen than when. If the BBC moves too slowly, it will become irrelevant to the audiences of the future; if it moves too fast, it will lose its audiences before we even get to the future. And, to be clear, there will still be TVs in the front rooms of homes across the UK in 2027. Indeed, there will be more televisions in Britain in ten years' time. And there will also be radios in bedrooms, bathrooms, kitchens and, of course, cars. So, here's an unfashionable prediction: the TV news and radio bulletins; the long-form TV and radio current affairs documentary that explains and investigates; the inquisition in a radio or television studio of public figures - these formats will all be in rude health in 10 years' time. They will all prove surprisingly durable. In fact, they are exactly the kinds of quality, value-added journalism that must be the work of the BBC. Of course, the way we find and tell stories within them will have to change, and this work may not be broadcast into most people's homes, they will get it over the internet. Those connected devices - and the people who use them - will expect much, much more of the BBC, too.

# THE REAL STORY

## STRATEGIC CHOICES CONT.

### THE NEW JOURNALISM

The BBC is the most important news provider for the whole of the UK. Its bulletins, programmes and discussions must continue to reflect and examine the country. And, just as the BBC has redefined the news for Britain first on radio, then on television and more recently online, it now has the opportunity to do so again.

Data journalism will offer new means of holding public services, politicians and powerful organisations to account; the quantified self offers new possibilities of providing news that is relevant to you. Personalised news services will mean much more than aggregating streams of news to suit your preferences. Real personalisation will mean a new approach to reporting and editing. And engaging our viewers, listeners and users so that we have a genuinely activated audience means turning large parts of the news into something you do, rather than just something you get.

Alongside national news, the BBC has a unique commitment to global coverage and local news across the whole of the UK.

There are going to be more and more news makers. There will be greater competition to be heard. At the same time, market forces are stripping away the numbers of professional reporters covering large parts of the world and much of the local and regional reporting in the UK. Global news, local news. The BBC will need to focus on what it does uniquely well. These will be the priorities for investment in reporting, ensuring that nation speaks unto nation, but also that we, the UK, are speaking to ourselves.

### BBC WORLD SERVICE

The World Service faces a choice between decline and growth. Competition in global news is growing, both from big state-sponsored news organisations such as Al Jazeera, China Central Television and Russia Today and from digital platforms such as Facebook, Google and Twitter. If the UK wants the BBC to remain valued and respected, an ambassador of Britain's values and an agent of soft power in the world, then the BBC is going to have to commit to growing the World Service and the government will also have to recognise this. It will mean reversing the trend of closing language services and, with an eye to audiences of need, opening new ones. It will mean taking greater advantage of our strength in English as a global language. In many parts of the world, there is not more free expression but less. Some democracies are proving to be pseudo-democracies. The need for the BBC World Service – in English and in the languages of audiences around the world – to provide independent, reliable information to people who sorely need it is growing. It will mean moving beyond covering the world by country, and into communities of interest – whether religious, economic or social. And it will mean ensuring a global perspective by moving more of BBC News out of London, out of the UK.

# THE REAL STORY

## STRATEGIC CHOICES CONT.

A stronger World Service will also enable the BBC to improve its overseas news coverage for UK audiences. The BBC has the best global news coverage of any news organisation in the UK. But it is not going to be able to rest on its laurels. The threats to foreign coverage are becoming more disparate and dangerous. The impact of global forces is becoming more immediate and real in the UK. The tendency of all news organisations is to pay lip service to globalisation, but still report the world on a country by country basis. From the healthcare industry to the energy market, political Islam to cybercrime, there are global communities of interest and we have to cover them globally. The idea of your community now extends well beyond where you live.

### LOCAL

What's happening where you live and work, of course, remains your first concern in the news. The BBC has to serve local audiences, providing the information they need and keeping a check on those in power locally, by region and in the nations of the UK. The BBC is the only news organisation committed to reporting the whole of the UK, community by community, region by region, nation by nation. In a more devolved country, news in some parts of the country will simply not apply in others. The politics and economics of the country is becoming more varied, the business of reporting it more complicated. And, while there may be more community bloggers and citizen journalists, there are fewer professional reporters covering local news. The economic issues facing the newspaper business are not of the BBC's making, nor will they be alleviated by the BBC standing aside. If the UK is to function as a devolved democracy, it needs stronger local news, regional news and news services for the

nations. Happily, the means of providing really local news services is getting easier: connected devices enable localised news services. For the news to be relevant to people, it will, more than ever, need to be local.

The job of the news is to keep everyone informed - to enable us to be better citizens, equipped with what we need to know. In the exciting, uneven and noisy internet age, the need for news - accurate and fair, insightful and independent - is greater than ever.

# CREDITS

The Future of News project, like the future of news itself, has relied on the talent and effort of people across the BBC. Led by Kelly Parkinson and a core team of Steve Herrmann, Tarik Kafala, Nick Sutton, Helen Thomas, Inga Thordar, Michael Hedley and Eleanor Scharer, hundreds of BBC staff have taken part in seminars, workshops and contributed to the discussion.

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# READING LIST

We have also drawn on many existing reports, studies, videos and articles for this work. Here is a small selection taken from our reading list.

Tow Center

*Post Industrial Journalism: Adapting to the Present*  
(<http://towcenter.org/research/post-industrial-journalism/>)

Reuters Institute

*Silicon Valley and Journalism: Make up or Break up?*  
(<http://reutersinstitute.politics.ox.ac.uk/news/silicon-valley-and-journalism-make-or-break>)

Reuters

*Accuracy, Independence, and impartiality: How legacy media and digital natives approach standards in the digital age*  
(<http://reutersinstitute.politics.ox.ac.uk/publication/accuracy-independence-and-impartiality>)

10 Tech Trends for Journalists

([http://www.slideshare.net/webbmedia/tech-trends-for-journalists-7th-annual-online-news-association?utm\\_content=buffer00ec&utm\\_medium=social&utm\\_source=twitter.com&utm\\_campaign=buffer](http://www.slideshare.net/webbmedia/tech-trends-for-journalists-7th-annual-online-news-association?utm_content=buffer00ec&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer))

Nieman Lab

*The Newsonomics of the Millennial Moment*  
(<http://www.niemanlab.org/2014/10/the-newsonomics-of-the-millennial-moment/>)

*The Impact of News Aggregators on Internet News Consumption: The Case of Localization*

(<http://www.markusmobi.us/publications/impact-news-aggregators-internet-news-consumption-case-localization>)

*What if Quality Journalism Isn't?*

(<http://www.baekdal.com/insights/what-if-quality-journalism-isnt/>)

*AJR: Let's Start Talking About a Radically Different Future of News*

(<http://ajr.org/2014/10/28/radically-different-future-news/>)

Nic Newman

*Media, Journalism and Technology predictions 2015*  
(<http://media.digitalnewsreport.org/wp-content/uploads/2015/01/Journalism-media-and-technology-predictions-2015-FINALo.pdf>)

*Why robot journalism is great for journalists*

(<http://nymag.com/daily/intelligencer/2014/07/why-robot-journalism-is-great-for-journalists.html>)

Nieman Lab

*The Newsonomics of telling your audience what to do*  
(<http://www.niemanlab.org/2014/11/the-newsonomics-of-telling-your-audience-what-they-should-do/>)

*Ipsos MORI global trends survey 2014*

(<http://www.ipsosglobaltrends.com/>)

*Reuters Institute Digital News Report 2014*

(<http://www.digitalnewsreport.org/>)

*Ofcom news consumption in the UK 2014*

(<http://stakeholders.ofcom.org.uk/market-data-research/other/tv-research/news-2014/>)

*Pew Research into the Digital Divide*

(<http://www.pewresearch.org/topics/digital-divide/pages/2/>)

*The Office of National Statistics projections*

(<http://www.ons.gov.uk/ons/rel/npp/national-population-projections/2012-based-reference-volume--series-pp2/index.html>)

Pew

*State of the News Media 2014*

(<http://www.journalism.org/packages/state-of-the-news-media-2014/>)

Jeff Jarvis

*Geeks Bearing Gifts* (book)

*The New York Times Innovation Report*