



DIGITAL NEWS REPORT 2026

Press release embargoed until Tuesday 16 June 2026 00.01 BST

Platforms overtake publishers to become the leading sources of news globally, as trust in news hits its lowest level since 2015

The 15th edition of the Reuters Institute's Digital News Report reveals a more platform-based, video-led and creator-shaped news landscape, with news becoming less trusted, less central to daily life, and harder to monetise.

This year's Digital News Report is characterised by marked volatility in many of the indicators we have tracked for over a decade. Interest in news is down in many markets, and trust in news is at the lowest level since we started measuring it in 2015.

Our data points to a mix of anxiety, disengagement and cynicism from audiences, many of whom don't like the way publishers are covering long-running news stories such as immigration, inflation and international conflict. But the report also finds openness to new sources and formats, and a belief in what news at its best can offer.

Although many people now get news through less trusted channels such as social media and video networks, trust in most news brands in most markets is proving resilient and support for the ideal of impartial news remains high and largely unaffected by underlying changes in news consumption.

The report highlights an apparent paradox. As traditional sources decline and platforms emerge as the default way of accessing news for many people, they are also more concerned about misinformation, less trusting of the news they encounter, and more worried about the societal impact of these platforms.

Despite concerns about accuracy, the use of AI chatbots for news is growing fast: 10% of respondents globally now use AI chatbots for accessing news (+3 percentage points from 2025), with usage being significantly higher among those under 35 (16%) and those most interested in news.

Online news video is increasingly popular, with a majority of respondents in all 48 markets now watching news online each week. In this context, independent news creators now play an important role in the news landscape in many markets, with a quarter of all audiences getting some content from creators who focus on news.

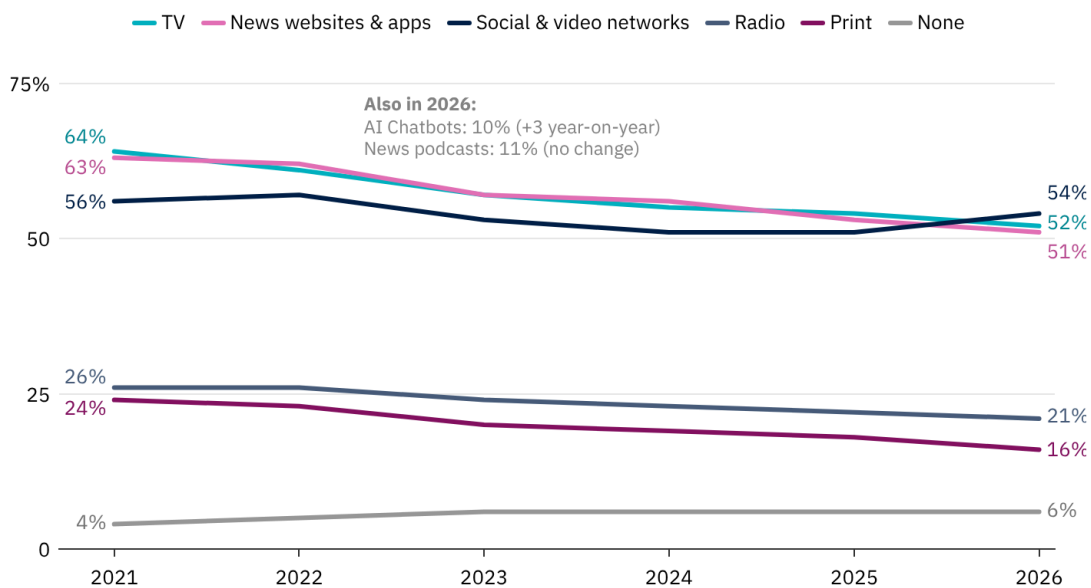
These are some of the key findings of the 15th edition of the Digital News Report, which is based on an online survey of almost 100,000 people in 48 markets. Below you'll find seven key findings from this year's report, along with a few headlines on attitudes towards impartiality, public service media, and media coverage of major news stories. The report is embargoed until Tuesday 16 June 00.01 BST. You can download [a PDF version in this link](#). It will be live at www.digitalnewsreport.org/2026

1. More people access news through third-party platforms than from news websites and TV channels

The rise of news consumption on third-party platforms is one of the key themes in this year's report. For the first time, due to the decline of traditional sources, social media and video networks are now ahead of news organisations' own websites and apps and TV news at the global level as the most widely used way of accessing news. This shift has now happened in around two-thirds of markets we cover, with direct access still leading in West and Central Europe and in more affluent Asian markets.

Proportion that used each as source of news in the last week

All markets



Q3. Which, if any, of the following have you used in the last week as a source of news? Base: Total sample in each market-year ≈ 2,000. Note: 2021–3 samples based on 46 markets, 2024 on 47 markets, 2025–6 on 48 markets.

Jim Egan, lead author of this year’s report said:

“News audiences deal each day with relentless competition for their attention online. We shouldn’t be surprised that some choose to disengage, others opt to rely on whatever their feeds bring, and many are unsure what to trust. But people still believe in what news at its best can be and continue largely to trust news providers they are most familiar with – the mandate for news remains, even as the context of the news and information environment becomes more challenging.”

2. This shift is not just happening among young people

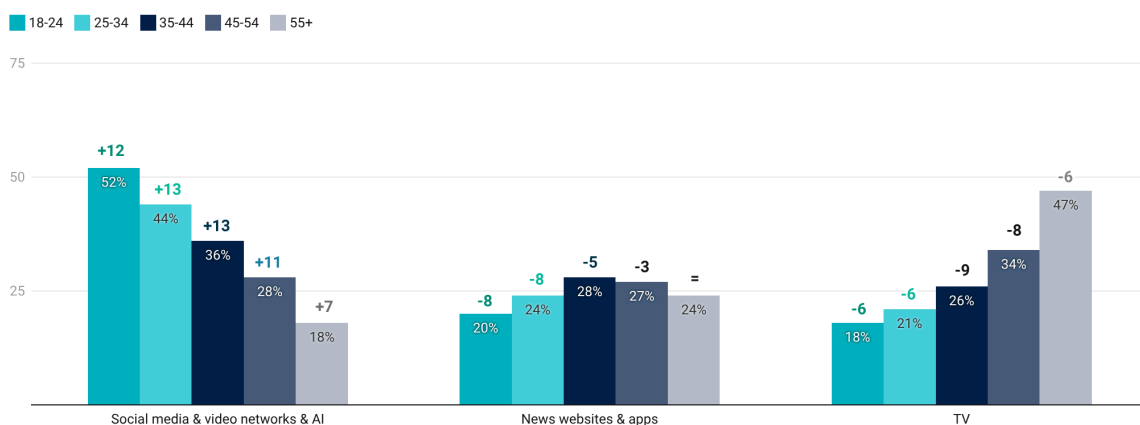
The proportion of people identifying social media and video networks as their *main source of news* also rose this year in 22 markets – including countries like Germany where use for news has been low historically (+4 percentage points to 18%) as well as in places such as Indonesia where they have long been in the lead (+8 to 48%). Globally, 30% of people now say social media and video networks are their main source of news, up from 22% five years ago.

The shift is especially pronounced among younger audiences, but it is happening across all age groups. Fewer people across all ages prefer both television and owned news sites than they did five years ago in 2021, with the only exception being those aged 55 and over, where direct access to news sites and apps remains unchanged.

Proportion that say each is their main source of news by age group

All markets

2021-2026 changes shown in chart



Q4. You say you’ve used these sources of news in the last week, which would you say is your MAIN source of news? Base: All who have used a source of news in the last week across all markets aged 18–24 = 10,252, 25–34 = 15,771, 35–44 = 16,575, 45–54 = 15,729, 55+ = 33,394. Note: The percentage point change figures in the chart compare 2026 and 2021 main source data; we did not ask about AI chatbot usage in 2021.

The findings also suggest younger audiences are unlikely ever to acquire the news habits of their parents. More than half (56%) of 18-24 year-olds have never regularly read a newspaper. Their daily news habits bear little resemblance to the newspaper production cycles and broadcast schedules that shaped previous generations. If anything, older audiences are moving towards the habits of younger audiences rather than the other way around.

3. News audiences are turning to video platforms

If the first wave of social media disruption had a largely text-based impact on newspapers, a second wave of disruption is now driven by video platforms and is impacting established legacy broadcasters most directly.

77% of our global sample consume online news video every week, with a majority now watching online news video in every market covered in the report. Online news video is ahead of broadcast TV news in every market except Germany, Denmark and the Netherlands.

As news audiences pivot to online news video, they are not consuming more of it on news websites or apps but on third-party platforms such as YouTube, Instagram, TikTok and Facebook. On average, news organisations have seen video consumption on their own sites and apps fall by five percentage points from 2025, and by ten points since 2021.

Our data suggests the rise of online news video is not only about short-form clips or mobile phones. A quarter of those who follow news on YouTube watch videos for more than 20 minutes, and a fifth go to this platform to watch live broadcasts.

TV news may be in decline, but some have found a new role for news on the television set: a quarter of our global sample (27%) now watch on-demand news via apps like YouTube on their smart TVs.

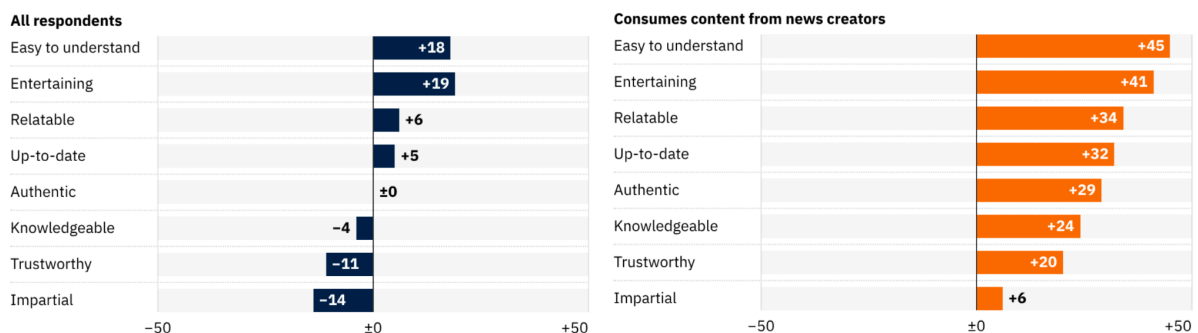
4. Creators are reshaping discovery, but not replacing traditional journalism

A quarter (27%) of our respondents globally get some news from news-focused individual creators or influencers, and almost half (46%) get some news from creators of any type. Creators mostly complement rather than replace traditional media: only 3% globally say all their news needs are met by news-focused creators, with an additional 10% saying most of their news needs are met by them.

As the chart below shows, audiences often see creators as more entertaining, easier to understand, and more relatable than traditional news outlets, even if they rate them lower on trust and impartiality. The popularity of creators and online video is not evidence that people no longer want news, but it suggests they want news to feel more accessible, more understandable, and more relevant to their lives.

Percentage point difference between those who think news creators are more or less of each compared with traditional news media

All markets



Q_Creators4_2026_1. Comparing content from news creators or news influencers with traditional news brands and outlets, would you say that news creators or news influencers are more or less of the following. Base: Total sample across all markets = 97,520, those who used a news-focused creator for news in the last week = 26,780.

5. Trust in news is at its lowest point in a decade

Overall trust in news has dropped to 37%, the lowest level since the report started measuring trust in 2015. Trust fell in 29 of the 48 markets we cover, with drops of five points or more in 19 markets and the highest falls registered in the Philippines (-10 percentage points), Ireland (-9), Thailand, Peru and Poland (all -8).

In the United States only 25% say they trust most news most of the time. This amounts to a five-point fall from 2025 and it's even lower (15%) among right-leaning Americans. Some news brands have experienced large drops in audience trust, with CBS News and Fox News both falling 10 points year-on-year and CNN falling by 6.

6. The use of AI chatbots for news is growing, especially among younger audiences

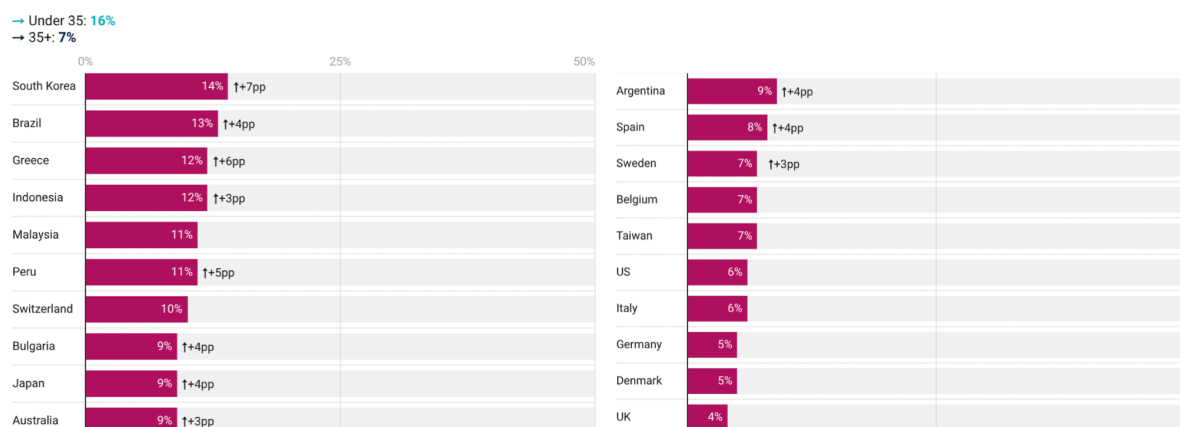
The use of AI chatbots for news is growing fast but not explosively. Weekly use has risen from 7% to 10% globally, and now represents an important additional way of getting the news. This is especially true for younger age groups, with usage at 16% among people under-35s.

Those accessing news through AI chatbots tend to be highly-engaged news consumers rather than disengaged users abandoning news brands. Trust in chatbots' responses for news remains relatively low at 20% globally, and much lower than trust in news overall. Asked about the reasons they click through from AI chatbot answers, around half of our respondents say they do so to get more details, while just under half say it's to verify the answer and to learn more about the source.

Proportion that used an AI chatbot for news in the last week

Selected markets

2025-2026 changes shown in chart



Q3. Which, if any, of the following have you used in the last week as a source of news? Base: Total sample in each market ≈ 2,000. Note: Figures for U35/35+ based on average across all 48 markets.

7. Payment for news remains flat as direct relationships become harder to build

The proportion paying for online news remains at 17% across the 20 countries where we've tracked this figure for a number of years. Most of those who pay do so for direct benefits (81%), with 43% mentioning access to content they can't get any other way as one of the reasons. But values-based motivations also matter, with 46% of payers saying they are motivated by factors such as supporting journalism because of its importance to society.

Four more headlines from this year's report

1. Audiences are widely dissatisfied with the coverage of major global stories.

Most people across our global sample think the news media is not doing a good job in covering major international stories such as inflation, migration, Donald Trump's second presidency, climate change, and conflicts in Ukraine and the Middle East.

Audiences are especially unhappy about immigration coverage, with significantly more people (11 point difference) thinking news media are doing a bad job rather than a good job of covering it. In countries with more polarised media environments, such as the UK and the US, political leaning reveals big differences in satisfaction. People who encounter major stories through social and video platforms tend to be more negative about how news media are covering them.

2. Public service news is valued, but politically contested. In the 26 countries with a significant public service media news provider, people overall are more likely to say public service news has a positive social impact than a negative one: 37% positive versus 22% negative. But this support is not evenly distributed, with attitudes more mixed in places where trust in news is lower and political polarisation is stronger.

- The report notes large left-right differences in attitudes towards the social impact of public service media news in countries including the United States, Germany, Spain, and the United Kingdom.

3. Most people still prefer impartial news. Audiences still support the idea of getting news from sources that don't have a particular point of view. The preference for this type of impartial news has fallen by 3 percentage points since 2020, but those who say they prefer it still outnumber those who prefer news that shares their point of view by more than two to one.

- There has not been a big swing towards a preference for news that shares people's own point of view either: support for it has in fact fallen by 4 points since 2020 to 20%. Almost half (45%) of respondents prefer news which does not take sides, and a similar share (46%) also believe consuming news which does not take sides is best for others in society.

4. News creators may not be taking share from established news providers. 51% of our respondents globally say they consume online news from sources other than social media and video networks each week (principally news websites and apps of established news outlets). Among those people who use news-focused creators, this non-social media reach goes up to 60%, in marked contrast to the idea that creators are taking traffic away from traditional sources.

- At the country level, reach for the online news brands we ask about in each market is higher among people who get news from creators than it is for the population overall. This is true for markets where creators use is highest (Nigeria and Kenya) and also lowest (Denmark and the Netherlands).

Methodology

All figures, unless otherwise stated, are from YouGov Plc. Survey conducted in 48 markets: United States, United Kingdom, Germany, France, Italy, Spain, Portugal, Ireland, Norway, Sweden, Finland, Denmark, Belgium, Netherlands, Switzerland, Austria, Hungary, Serbia, Slovakia, Czech Republic, Poland, Croatia, Romania, Bulgaria, Greece, Turkey, South Korea, Japan, Hong Kong, India, Indonesia, Malaysia, Philippines, Taiwan, Thailand, Singapore, Australia, Canada, Brazil, Argentina, Colombia, Chile, Peru, Mexico, Morocco, Nigeria, Kenya and South Africa. Total sample size was 97,520 adults, with around 2,000 per market.

Fieldwork was undertaken at the end of January/start of February 2026. The survey was carried out online. The data were weighted to targets set on age, gender and region (and education and political leaning where possible), to reflect the total population. The sample is broadly reflective of the population who have access to the internet in each country.

Data from India, Kenya, Nigeria, and South Africa are representative of younger English-speakers and not the national population, because it is not possible to reach other groups in a representative way using an online survey. The survey was fielded mostly in English in these markets, and restricted to ages 18 to 50 in Kenya and Nigeria. Findings should not be taken to be nationally representative in these countries.

The use of a non-probability sampling approach means that it is not possible to compute a conventional 'margin of error' for individual data points. However, differences of +/- 2 percentage points or less from individual countries are very unlikely to be statistically significant and should be interpreted with a very high degree of caution.

Contact

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More information on the Digital News Report 2026

The research and report can also be found on our website from 16 June including slide-packs, charts, and raw data tables, with a licence that encourages reuse. A

fuller description of the methodology is available along with the complete questionnaire. Supporters of this year's report include main sponsor the Google News Initiative, as well as BBC News, Code for Africa, Ofcom, the Irish Coimisiún na Meán, the Dutch Media Authority (CvdM), the Media Industry Research Foundation of Finland, the Fritt Ord Foundation in Norway, the Korea Press Foundation, Edelman UK, NHK (Japan), the Reuters News Agency, YouTube, as well as our academic sponsors at the Leibniz Institute for Media Research/Hans Bredow Institute, the University of Navarra in Spain, the University of Canberra, the Centre d'études sur les médias, Quebec, Canada, and Roskilde University, Denmark. The Fundación Gabo continues to support the translation of the report into Spanish.

About the Reuters Institute for the Study of Journalism

The Reuters Institute for the Study of Journalism is dedicated to exploring the future of journalism worldwide. The Institute receives core funding from the Thomson Reuters Foundation and is based in the Department of Politics and International Relations at the University of Oxford. See <http://reutersinstitute.politics.ox.ac.uk/>

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About YouGov

YouGov is an international market research agency and pioneer of market research through online methods. YouGov has a panel of over 30 million people worldwide, including over 3 million in the UK representing all ages, socio-economic groups and other demographic types.