ŽURNĀLISTIKA «kaķu video» LAIKMETĀ

Nellija Ločmele, IR

DIGITALIZĀCIJA 2019

Tēriņi digitālajos medijos pārsniegs 50%

Piekļuve platjoslas internetam: 3,3 miljardiem

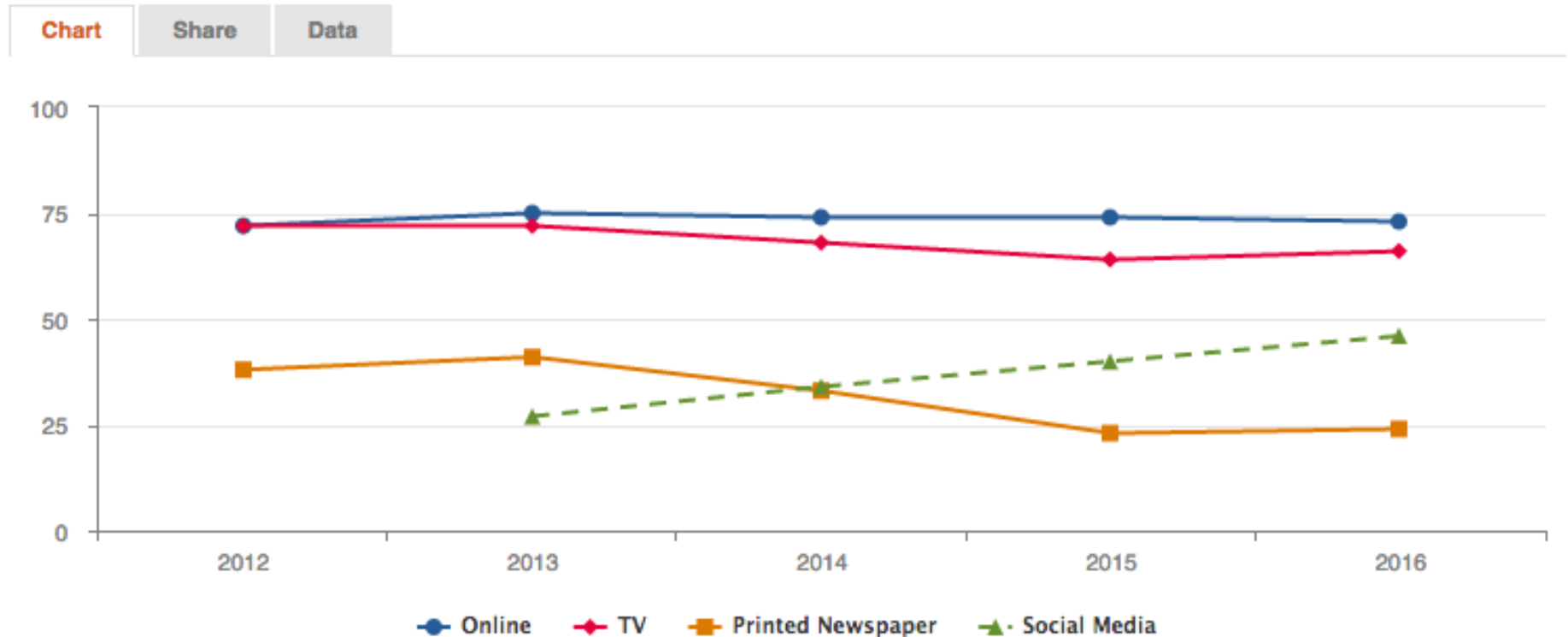*McKinsey prognoze*

DARBARĪKS vs IEROCIS

DARBARĪKS

- Auditorija + Interakcija

- Zīmolu vērtība

- Avoti + Dati

- Sadarbība

AUDITORIJA

SOURCES OF NEWS 2012–16 – TV, ONLINE, AND PRINT + SOCIAL MEDIA
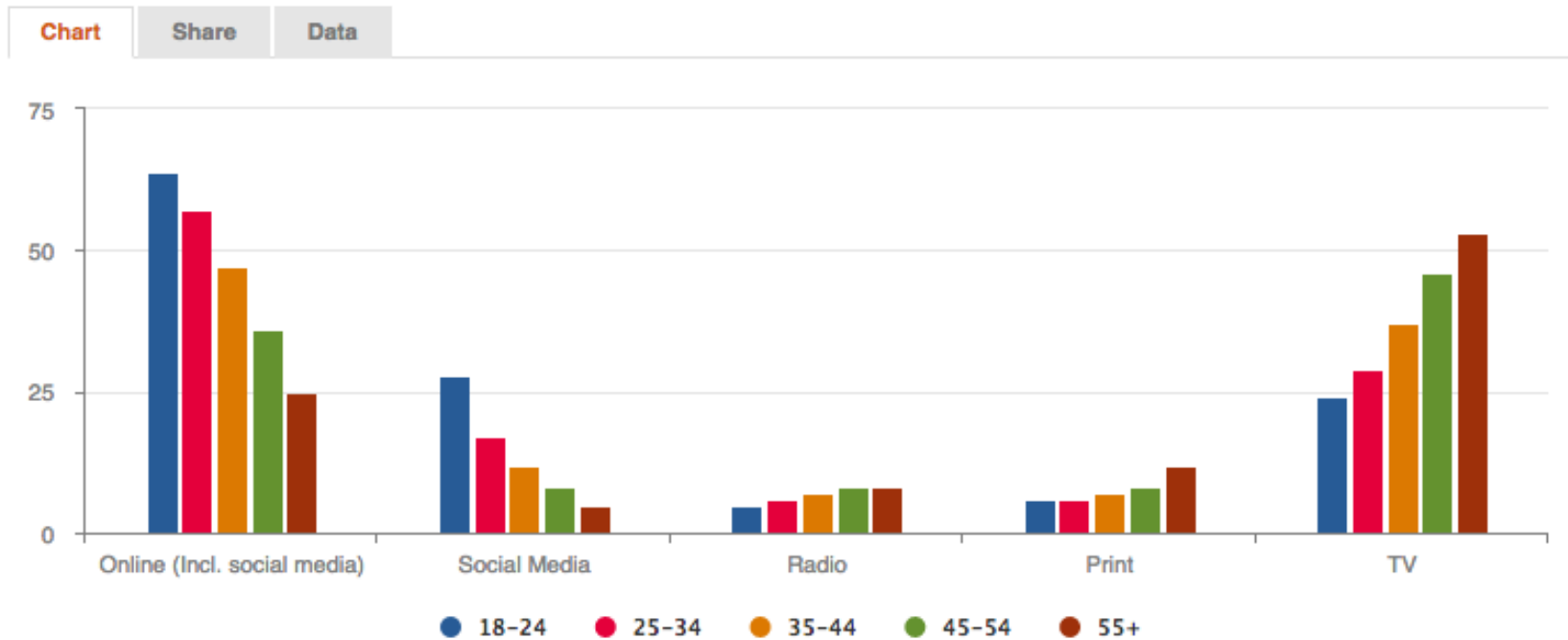
Q3. Which, if any, of the following have you used in the last week as a source of news?

Base:, US: 845/2028/2197/2295/2197

Note: 2014 data has been estimated because of an issue with randomisation of news sources in the questionnaire.

Reuters Digital News Report 2016

AUDITORIJA

MAIN NEWS SOURCES SPLIT BY AGE (ALL 26 COUNTRIES)

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 18-24s/25-34s/35-44s/45-54s/55+ who have used a news source in the last week: All countries =
5598/9187/9686/9383/18371

Reuters Digital News Report 2016

ZĪMOLA VĒRTĪBA

NEWSPAPER BRAND — 69%
BROADCASTER BRAND — 62%
DIGITAL BORN* — 45%

Q5B. Which, if any, of the following have you used to access news in the last week?
Base: Total sample
*Digital born brands like Buzzfeed and Huffington Post that produce their own content

Reuters Digital News Report 2016
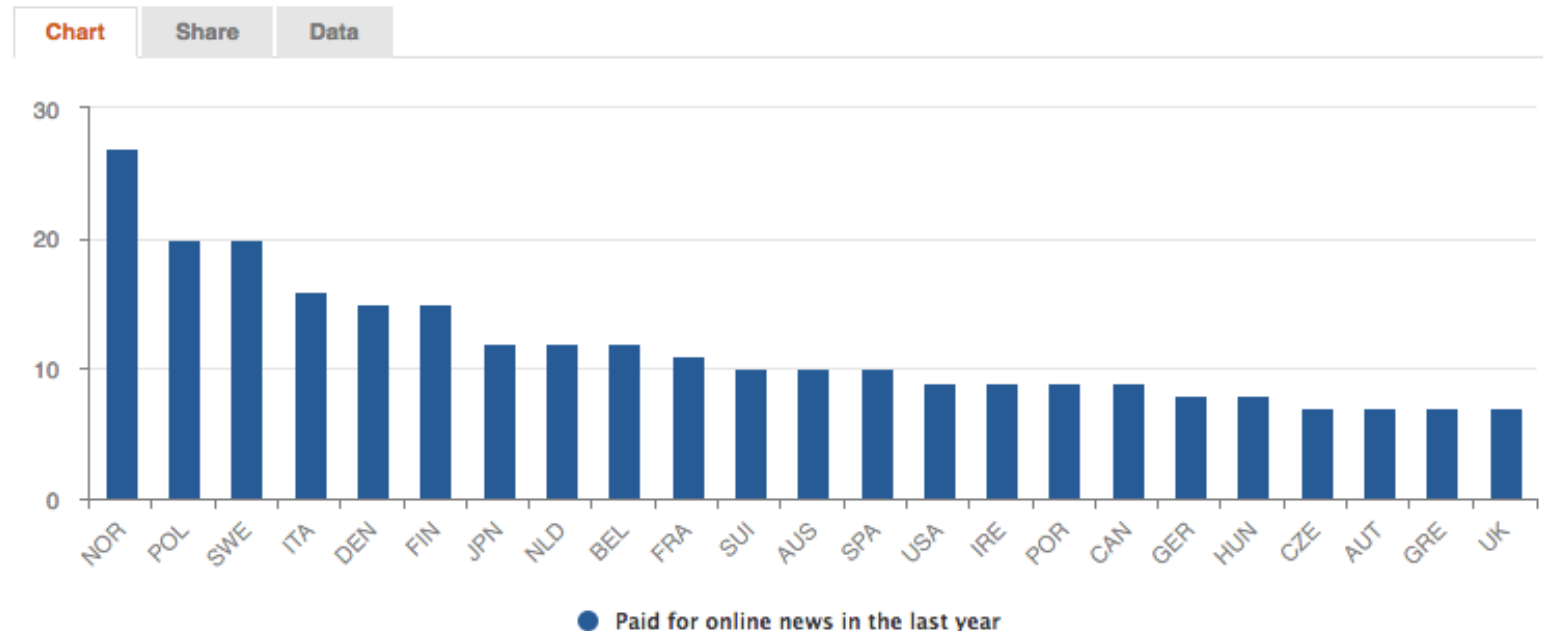
DATI

AVOTI

SADARBĪBA

IEROCIS

- Biznesa modeļa krīze & Fragmentācija

- Ad-block dilemma

- "Echo-chamber" un post-faktuālā sabiedrība

- Satura kvalitāte

- Kas pasūta mūziku???

BIZNESA MODEĻA KRĪZE

BIZNESA MODEĻA KRĪZE

% THAT HAVE PAID (ANYTHING) FOR ONLINE NEWS IN THE LAST YEAR

Chart | Share | Data

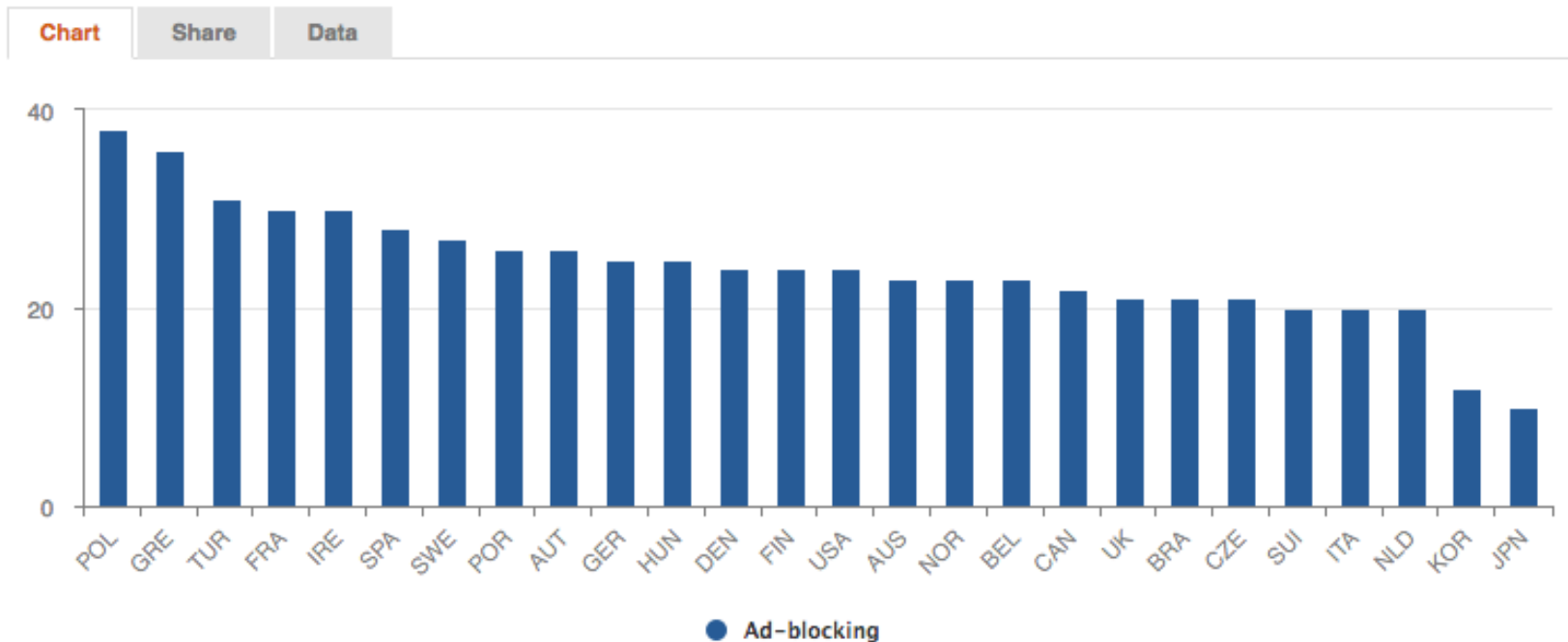● Paid for online news in the last year

Q7a. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition).
Base: Total sample in each country

Reuters Digital News Report 2016

Ad-block DILEMMA

WIDESPREAD USE OF AD-BLOCKING ACROSS MARKETS

QAD3. And do you currently use software on any of your personal devices (e.g. laptop, smartphone etc.) that allows you to block adverts on the internet (e.g. Adblock Plus)?
Base: Total sample in each country

Reuters Digital News Report 2016

PATS SEV REDAKTORS

I AM HAPPY FOR NEWS TO BE SELECTED FOR ME…

36%
Automatically
based on what I've
read before

30%
Judgement
of editors
or journalists

22%
Automatically based
on what my friends
have consumed

Q10D_2016a_1/2/3: Indicate your level of agreement with the following statements: Having stories selected for me by editors and journalists is a good way to get news/Having stories automatically selected for me on the basis of what I have consumed in the past is a good way to get news/Having stories automatically selected for me on the basis of what my friends have consumed is a good way to get news.
Base: Total sample

Reuters Digital News Report 2016

ECHO - CHAMBER

#Google un Facebook algoritmi
#Personiskās izvēles

2 no 3 lietotājiem iegūst ziņas FB
= 44% ASV iedzīvotāju

Pew Research, 2016

ŽURNĀLISTI un ROBOTI

The New York Times

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Sunday Review | QUIZ

SHARE

Did a Human or a Computer Write This?

A shocking amount of what we're reading is created not by humans, but by computer algorithms. Can you tell the difference? Take the quiz.

MARCH 7, 2015

1 "A shallow magnitude 4.7 earthquake was reported Monday morning five miles from Westwood, California, according to the U.S. Geological Survey. The temblor occurred at 6:25 a.m. Pacific time at a depth of 5.0 miles."

http://www.nytimes.com/interactive/2015/03/08/opinion/sunday/algorithm-human-quiz.html?smid=pl-share&_r=2

SATURA KVALITĀTE

Žurnālisti ASV

2001: 56 000
2009: 41 000

-30%

Pulicera prēmijas
pieteikumi
pētnieciskajā
žurnālistikā

-40%

**PR materiālos
balstītas ziņas**
Lielbritānijā

60%

KAS MAKSĀS?

STOPLIGHT

- **https://www.youtube.com/watch?v=bq2_wSsDwkQ**
- **No 15:27**