THE FUTURE OF NATIONAL NEWS AGENCIES IN EUROPE

Data & Visualisations

2019

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Abstract

This document features a series of visualisations which draw on data collected during the survey phase of The Future of National News Agencies in Europe research project. The charts and tables contained herein are categorised under five headings: Ownership, Revenue, General News Service, Transformations, and Attitudes.
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# Ownership

## 1.1

<table>
<thead>
<tr>
<th>Who are your owners?</th>
<th>Ownership share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Private media companies</td>
</tr>
<tr>
<td>1</td>
<td>Other state or government institutions or other public ownership</td>
</tr>
</tbody>
</table>
| 2                   | Private media companies  
Public or state broadcasters | 54.1 | 0 | 45.6 | 0 | 0.3 |
| 3                   | Other | 0 | 0 | 0 | 100 |
| 4                   | Other state or government institutions or other public ownership | 0 | 0 | 0 | 100 | 0 |
| 5                   | Private media companies | 98 | 2 | 0 | 0 | 0 |
| 6                   | Private media companies | 100 | 0 | 0 | 0 | 0 |
| 7                   | Other state or government institutions or other public ownership | 0 | 0 | 0 | 100 | 0 |
| 8                   | Private media companies | 100 | 0 | 0 | 0 | 0 |
| 9                   | Other state or government institutions or other public ownership | 0 | 0 | 0 | 100 | 0 |
| 10                  | Other state or government institutions or other public ownership | 0 | 0 | 0 | 100 | 0 |
| 11                  | Private media companies  
Public or state broadcasters | 49 | 0 | 51 | 0 | 0 |
| 12                  | Our agency is not a company, and ownership cannot be defined | | | | |
| 13                  | Private media companies  
Public or state broadcasters | 88.7 | 0.3 | 11 | 0 | 0 |
| 14                  | Other | 0 | 0 | 0 | 100 |
### Who are your owners?

<table>
<thead>
<tr>
<th>Ownership share (%)</th>
<th>Private media companies</th>
<th>Other private (non-media) owners</th>
<th>Public or state broadcasters</th>
<th>Other state or government institutions or public ownership</th>
<th>Other</th>
</tr>
</thead>
<tbody>
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<td>18 Our agency is not a company, and ownership cannot be defined</td>
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<td>0</td>
</tr>
<tr>
<td>23 Private media companies Other private (non-media) companies/owners Public or state broadcasters</td>
<td>50</td>
<td>10</td>
<td>10</td>
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<td>24 Private media companies Public or state broadcasters</td>
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<td>0</td>
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<tr>
<td>25 Other private (non-media) companies/owners</td>
<td>0</td>
<td>100</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Note:** Ownership here is self-declared according to five options presented to respondents: 1) Private media companies, 2) Other private (non-media) owners, 3) Public or state broadcasters, 4) Other state or government institutions or public ownership, and 5) Other. Multiple options could be selected simultaneously. A sixth response was also possible: 6) Our agency is not a company, and ownership cannot be defined.
Revenue

2.1

What percentage of total revenue is derived from your media customers (in 2017)?

- 91-100%
- 81-90%
- 71-80%
- 61-70%
- 51-60%
- 41-50%
- 31-40%
- 21-30%
- 11-20%
- 0-10%
- No response
- We do not sell our services

2.2

What percentage of total revenue is generated by private non-media companies or other private institutions (in 2017)?

- 91-100%
- 81-90%
- 71-80%
- 61-70%
- 51-60%
- 41-50%
- 31-40%
- 21-30%
- 11-20%
- 0-10%
- No response
- We do not sell our services
2.3

What percentage of total revenue is generated by public or political institutions (e.g. ministries, parliaments, other state institutions) other than public broadcasting (in 2017)?

- 91-100%
- 81-90%
- 71-80%
- 61-70%
- 51-60%
- 41-50%
- 31-40%
- 21-30%
- 11-20%
- 0-10%
- No response
- We do not sell our services

No. of responses

2.4

Which type of client is the single largest (by revenue) for your agency?

- Private company or institution
- Other
- Government or public institution
- Private media company
- Public broadcaster
General News Service

3.1

What reasons have news media clients given for cancelling use of general news services, if any?

- Other
- Competitor
- Client producing own content
- Quality of service
- Price
- Free content elsewhere

No. of responses

3.2

What is the expected future trend for revenue from general news services within the next five years?

- Does not apply
- Will increase
- Will stay the same
- Will decrease

No. of responses
3.3

Who do you consider as your main competitors for general news services for media in your home country?

- No competitors
- Other
- Social media platforms like Facebook, Twitter etc.
- Google
- News media that are not your clients
- News media that are your clients
- Other news agencies

3.4

What is the expected trend in journalistic/editorial staff in general news services over the next five years?

- Will increase
- Will stay the same
- Will decrease
Transformations

4.1

Have there been major changes in your agency in the following areas in the last ten years?

- Products and services: 21
- Technology: 19
- Types of clients: 18
- Strategy: 16
- Sources of revenue: 15
- Size of personnel: 15
- Size of revenue: 14
- Number of clients: 14
- Company structure: 14
- Management: 12
- Scope of business: 11
- Suppliers: 3
- Increasing government involvement: 1
- There have been no major changes: 0
- Other: 0
The Future of National News Agencies in Europe

Note: Response values diverge from the midpoint - positive values (predicted increase) to the right, negative values (predicted decrease) to the left. Neutral values (will stay the same) are distributed evenly across the midpoint.
The Future of National News Agencies in Europe

Indicate your agreement with the following claims:

- The concept of a national news agency is no longer supported by key stakeholders (e.g., owners, policy-makers, clients).
- The state should have its own news agency.
- A national news agency should be funded in similar ways to public service broadcasting news.
- The nationality of a news agency is not seen as important, as long as it provides the news that clients want in appropriate languages.
- If there is no national news agency in the future, new services will emerge to replace it.
- A national news agency provides services of high value for societies, and therefore should be subsidized by the state.
- A national news agency should have more international collaboration.

Note: Response values diverge from the midpoint – positive values (agreement) to the right, neutral values (neither agree nor disagree) are distributed evenly across the midpoint, negative values (disagreement) to the left.
How to cite
