WORLD WITHOUT NEWS
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Imagine a world where news doesn’t exist. Let’s be honest and acknowledge there are those who would applaud such a world, or at least think they would. And at a time when the bad news seems to flow thick and fast who could blame anyone for wanting to ‘switch the world off’. And yet, not only would that world be a much poorer place, but the reality is that for all the ‘shoot the messenger’ reactions that arise from time to time, the vast majority of the public recognise the need for good journalism and appreciate the hard work that goes into producing it.

This is the heartening conclusion of this report, created during a time of national emergency to gauge the UK public’s real reaction to the news brands that surround and inform them. The results, laid out here, give a lie to those who would constantly attack the mainstream media – be they politicians, influencers, celebrities, those with power and authority – as vessels of misinformation and so-called fake news. The public it appears thinks otherwise. It was always understood that the public supported a free press and recognised the need for the mainstream media that is able to provide well researched, balanced, correctly edited news content. The proof of this has been provided by the numbers of people who have turned to trusted journalism for news and information during this pandemic.

The figures, supported by this research, underscore the public’s understanding of the value of the news content that the press provides in the UK. Most interesting perhaps, are the figures for those aged under 35, a demographic that is all too often dismissed as disinterested in the mainstream media, sceptical of its work and reliant on the vagaries of social media for news and information. In reality, news brands make up a bigger share of the under 35s’ news consumption than any other source. And importantly, news brands are a more important source for them than they are for older demographics.

This should not be surprising, nor the fact this report reveals that two-thirds of Brits appreciate journalism more since pandemic began and that 70% agree that a world without journalism would harm democracy. The truth is today’s British public, in line with many other nations, are better informed, better served by its media and able to scrutinise those who act in their name more than any generation that has gone before.

At national and local levels, communities rely on their news providers – brands they have known and trusted in many cases for decades – to cut through the fog of confusion and provide solid, fact-based and, yes, trusted news and information. News brands continue to challenge politicians, the police, the health sector to deliver news their communities rely on.

And their journalists have led from the front, campaigning on behalf of their readers for the provision of everything from food banks to PPE to arranging grocery deliveries to elderly customers in lockdown.

Journalism isn’t just about holding the powerful to account, important as that is. It is just as much about binding communities together, whether that is a village, a town, a city or a nation.

A world without news should be unthinkable. This report proves the majority of the public believe that to be the case.
WHY WE DID THIS STUDY

THE UNDERLYING AIM OF OUR MOST RECENT, AND LARGEST TO DATE, RESEARCH STUDY WAS TO PROVIDE AN IN-DEPTH UNDERSTANDING OF THE CONTEMPORARY NEWS LANDSCAPE, PARTICULARLY GIVEN THAT IT HAS EXPERIENCED SOMETHING OF AN EVOLUTION IN RECENT TIMES.

To do this, we asked ourselves one big question – what would a world without news look like? By exploring this we can better understand the nature and value of news in the modern world, particularly during a global pandemic. The research examines the role of news brands, what they mean to people, the value they add and how they fit into our day to day lives.
So… what would a world without news look like? For some, this might sound quite appealing, especially in the current climate where no news possibly feels like good news.

“THE NEWS IS TOO DEPRESSING; I’M NOT WATCHING IT OR READING IT ANYMORE.”

However, the facts tell a different story. 49 million people in the UK read a news brand every month. 38 million read a news brand every day. Digital national news readership has risen by 3.7 million year-on-year (PAMCo 3, 2020). UK adults now regularly use on average 6.7 different news sources. (Ofcom News Consumption in the UK 2019).

Furthermore, the rise in the use of news aggregators serves to further highlight the significance of news brands - particularly for younger demographics. Our most recent findings from August 2020 show that 56% of news consumers agree that “apps like Apple News and Google News have made me take more notice of news brands” (rising to 64% for under 35s) and 59% agree that they “have made me appreciate news brands more” (rising to 69% for under 35s).

Transparent and trusted reporting has arguably never been more important – 70% of news consumers in our survey agreed that a “world without journalism would harm democratic society” and 66% agree: “I appreciate and value journalism more since the coronavirus pandemic”. Traditional news brands form the backbone of British journalism representing an institution that has become part of the fabric of our society. This is true not only for hard news – of which we have all seen our fair share of lately - but also entertainment, culture, fashion, and lifestyle. Moreover, where levels of trust have been declining over the past decade in media and advertising, trust in traditional news has increased – IPA TouchPoints data released in September 2020 shows a +9% increase in trust of national news brands during lockdown.

We are consuming more news, more often and across more platforms - leading us to question why this is? What is it that lies behind the growing appeal of and need for news? Scrutinising this will form the basis of this report.

In our quest to explore what a world without news would look like, we set out to answer four key questions - with an additional fifth added in as a result of the unexpected turn of events that a global pandemic brings.

• What is news?
• Why do we consume it?
• What is the role of news brands versus other news sources?
• What are the implications for brands?
• What is the impact of COVID-19?
A NINE-MONTH EXPLORATION OF THE UK NEWS LANDSCAPE

The research was conducted between December 2019 and August 2020 (circa Harry & Meghan stepping down/Prince Andrew revelations through to ‘Eat Out to Help Out’ scheme)

FRAMING
SEMIOTIC ANALYSIS OF HOW 15 DIFFERENT TYPES OF NEWS SOURCE COVERED THE SAME 5 STORIES
DECODED HOW THEY ‘WORK’ TO HAVE AN EFFECT ON THE AUDIENCE

EXPERIMENT
A DIVERSE GROUP OF 20 INDIVIDUALS ACROSS THE UK
2 DAYS REGULAR NEWS MEDIA CAPTURE
4 DAYS DEPRIVATION/SATURATION
1 DAY REFLECTION
FOLLOW UP FACE-TO-FACE INTERVIEWS

THE NATIONWIDE VIEW
24 HOUR NEWS DIARY AMONG 1,135 ADULTS AGED 18-65 (NEWS CONSUMERS)
DIARISING 5,414 NEWS OCCASIONS AND 36,935 MINUTES OF NEWS CONSUMPTION
2x NATIONWIDE SURVEYS AMONG 1,000 ADULTS AGED 18-65 (NEWS CONSUMERS) IN FEBRUARY & AUGUST
SIX HUMAN GOALS THAT NEWS HELPS US TO ACHIEVE

NEWS IS...

“INFORMATION REGARDING WHAT IS GOING ON LOCALLY, NATIONALLY AND INTERNATIONALLY”

FEMALE NEWS BRAND READER, AGED 45-54
We of course know that news brands disseminate information about what is happening in the world around us, but in reality they do so much more than this. They choose, edit, create, organise, emphasise, focus and omit. They ‘represent’ rather than simply ‘present’. 76% of news consumers agree: “I find it useful to have the analysis of news stories that my newspaper gives me” and 63% agree: “I identify with my newspaper’s point of view”. In our behavioural experiment, we found that depriving people of their regular news brand consumption resulted in an emotional consciousness of lacking something, be it lacking control, opinion, knowledge, a sense of perspective or purpose. This led us to question why it matters so much to people? The overarching answer being that it matters because news helps us to meet fundamental human goals.

How do we know this? Neuroscience tells us that motivation is the main driver behind all human behaviour. We are subconsciously driven to act in order to achieve our goals. The more relevant a product or service is for an active goal, the higher the expected reward and the more likely we are to undertake a certain behaviour. Therefore, by removing news from our participants and understanding what they struggled to achieve without it - as well as what alternative strategies were adopted - we were able to identify what the underlying goals are when it comes to news consumption.

We found that the identified goals could be categorised in four ways. Personal versus social goals, which were fairly universal amongst us all, and short-term versus long-term goals. Given that news by its nature is bound by time, there was a clear time element with immediate goals – things I must attend to right now, compared to the longer term.

If we look at these groupings we end up with six distinct goals – defined as things that we as humans need to be able to do in our lives, and that the news has a key role in helping us to achieve.

NEWS IS...

“STORIES OR TOPICS THAT COULD BE THE MAIN TOPIC OF PEOPLE’S CONVERSATIONS”
FEMALE NEWS BRAND READER, AGED 18-24
NEWS MATTERS BECAUSE IT HELPS US REACH A NUMBER OF KEY GOALS
WHAT ARE THE GOALS?

**ORIENTATE**
Understanding - where we are, conceptually, in relation to events unfolding around us e.g. checking the headlines and getting up to speed with what’s going on

**SURVIVE**
Safety – this is about using information to avoid danger, or at least avoiding setbacks likely to derail arrangements or plans

**ESCAPE**
Disconnection – this is our goal for autonomy, using information to take us outside of our day to day

**THRIVE**
Getting ahead – using information to achieve success now and in the future e.g. learning something that might help us in or outside of work

**CALIBRATE**
Understanding – this is about making sense of the information we are presented with, understanding its significance and how others may be thinking about it

**CONNECT**
This is our social goal – using news to communicate with and understand one another, as a family, friends and a nation

In terms of scale of importance to people the diary data shows that Orientate (84%) and Calibrate (83%) are the two most important goals overall. However, all six goals play a significant role in people’s lives. Escape (78%) and Survive (75%) sit in the middle with the least common being Connect and Thrive. However, even these are still considered of high importance at (73%) and (72%) respectively.
WHICH NEWS SOURCES HELP US TO MEET OUR GOALS:

The findings from our 24-hour diary amongst news consumers allowed us to determine the main reason for consuming news on each occasion, either via reading, watching or listening. We were able to capture this in a natural environment when people were consuming news in their usual way. This meant that we could determine from their responses which news sources were most important for meeting the needs of the different goals.

The goal of Orientate was the simplest to meet. TV news is often used to meet this goal, most likely because it requires less effort to process. However, news brands also play an important role in meeting this goal, to a greater degree than radio and social media. News brands are seen to be across all major new stories as well as breaking news and are therefore very well placed to help people achieve this goal – 70% of news consumers agree: “you can trust newspapers to be on top of all the news stories at the time”.

Orientate tends to be a morning goal with the same being true for Survive. Similarly for Survive, more passive news sources such as TV and radio are used to keep a ‘watching brief’ on the latest news. However, as is the case with Orientate, news brands also play a significant role in helping to meet Survive goals – perhaps now more than ever.

The completeness of news brands mean they’re also widely used to meet Escape goals. The vast majority of news consumers (82%) agree: “newspapers bring you a variety of news, even stories that you hadn’t previously heard of”. And 72% agree that “a world without newspapers would be grey and boring”. Not surprisingly news content on TV and social media are also used to achieve Escape goals.

The first three goals of Orientate, Survive and Escape show the importance of having a myriad of news sources to meet these needs. In isolation, news brands are not the only way of meeting these goals for people on a daily basis. They do, however, significantly contribute to meeting them in combination with other news sources.

However, the next three goals of Calibrate, Connect and Thrive see news brands undoubtedly stand apart from other news sources.

Calibrate is a really important goal for people – 82% of news consumers agree: “the news helps me to make sense of complex issues”, whilst eight in 10 agree that “the news is a good way of knowing what other people think”. The findings from our diary data show that news brands are undeniably the most important news source to help people achieve this goal. See bar chart overleaf.
Connect is also very important with 80% agreeing that "when you’re up to date with the news it’s easier to chat to other people". Although we might naturally assume that social media would sit at the top for helping people connect, news brands are actually far more influential in meeting this goal – acting as the crucial social glue in our day to day lives. Moreover, when social media news is used to meet the goal of Connect, it is content from news brands on these platforms that is the most commonly used.

For the final goal of Thrive, which is all about helping people to progress in their lives, news brands are once again the dominant news source used to help achieve this. 75% of news consumers agree that: “I like to keep up with the news to expand my horizons” and 80% agree that “news brands are great at laying out everything to help you make sense of a story, issue or event”.

**NEWS BRANDS ARE PARTICULARLY ADEPT AT HELPING US ACHIEVE THESE GOALS**

- **MAGAZINES**: 2%
- **YOUTUBE**: 5%
- **RADIO**: 14%
- **TV**: 19%
- **SOCIAL MEDIA**: 20%
- **NEWS BRANDS**: 27%

“I LIKE HAVING INDIVIDUAL TRUSTED JOURNALISTS, PEOPLE THAT TAKE YOU THROUGH NEW, UNFAMILIAR SITUATIONS AND HELP YOU MAKE SENSE OF IT”

FEMALE NEWS BRAND READER, LONDON
THE COVID-19 GLOBAL PANDEMIC MUST RANK AS ONE OF, IF NOT THE, MOST DISRUPTIVE EVENTS IN THE UK SINCE THE SECOND WORLD WAR.

It’s fair to say it has turned all our lives upside down over the past six months and the disruption looks set to continue for some time to come. Therefore, it was imperative that we considered the impact of this on our original research, the six goals and how news brands are used to help achieve these. Our findings from a second round of both qualitative interviews and a nationally representative quantitative survey found that, reassuringly, all goals had remained incredibly stable over the pandemic period.
This stability is perhaps not too surprising if you consider that these goals have evolved over millennia. Whilst in the short term the significance of the goals did shift slightly, all have remained to be important to people, in the same way that they have always done. Ultimately, they make up a part of what it is to be human.

Predictably, given the current climate, we found that the goals of Orientate and Survive took on an even greater importance during the pandemic. Orientate became especially important at the height of lockdown – shifting from 84% in February to 89% - with news brands providing vital headlines for the vast majority of people. As life has stutteringly started to re-open it's now sitting back at pre-lockdown levels. Interestingly, while for older demographics the daily news briefings on television helped to achieve these goals in the short term, for under 35s news brands became even more important. The goal of Survive has retained its increased importance post lockdown, shifting from 73% in February to 80% at it's height and at the time of publication sits at 78%. Again, this is perhaps not at all surprisingly given we are not out of the woods yet.

The goals of Escape and Connect have both showed some decline during the pandemic. At a time where the nation came to a standstill and news of the coronavirus largely took over the headlines, people may have turned to other things altogether for escapism. The lack of live sport and less focus on celebrity culture is also likely to have impacted the goal of Connect because well… not everyone wanted to talk about the pandemic. However, this is very likely to shift back up again when life reverts back to some sort of normality. And despite the lack of a crowd at sporting events, people do now have more to talk about again.

For the goals of Calibrate and Thrive there has been no change as a result of the pandemic. It's still just as important for people to make sense of news stories - whatever the story - and understand the world around them (Calibrate). Furthermore, despite the upheaval, the desire to get on and succeed is intrinsic to many people (Thrive). In fact, some have used the time in these unusual circumstances to self-improve as much or more than they would ordinarily have done.
06.
THE UNIQUE VALUE OF NEWS BRANDS

SO... WHAT DOES ALL THIS MEAN FOR NEWS BRANDS AND HOW ARE THEY DIFFERENT FROM OTHER NEWS SOURCES?

How is it that news brands are able to meet these all-important goals of Calibrate, Connect and Thrive more effectively than other platforms? Isn't one news story consumed online the same as another?

Our findings show this not to be the case and we’ve identified three key reasons why this is.
NEWS BRANDS SIT IN THE SWEET SPOT OF FACT AND OPINION - THEY HAVE THE RESOURCES AND SKILL TO GATHER THE FACTS. HOWEVER, THEY DON’T MERELY PRESENT THEM.

They re-present them. They tell us what the facts mean and how we should feel about them. 72% of news consumers agree “I like that news brands give you an opinion as well as the facts”. And 79% agree: “news brands can help you to figure out how to feel about a particular news story, issue or event”.

“THERE ARE LAWS AND REGULATIONS ABOUT WHAT NEWSPAPERS CAN PRINT. WHEN YOU GET SOMETHING SENT TO YOU VIA WHATSAPP YOU DON’T KNOW WHERE IT’S FROM”
FEMALE NEWS BRAND READER, BOLTON

“YOU GET ALL THE FACTS ON THE BBC, BUT IT IS JUST PORRIDGE. NEWS BRANDS GIVE YOU A POINT OF VIEW ON THE FACTS”
MALE NON-NEWS BRAND READER, LONDON
Complete recorded structured

**Fact**

- Newspapers are a trusted record of news stories and events in history: 72%
- Newspapers cover the same story from different angles: 69%
- Newspapers present the news in a structured way, they don't just chuck random stories at you: 76%

**Opinion**

- "I have an opinion as well as the facts":
  - News brands: 43%
  - Social media: 28%
  - TV: 24%
  - Radio: 13%
  - YouTube: 12%
  - Magazine: 8%

Social media is viewed as being based on too much opinion – 53% agree they: “feel anxious when they read news stories on social media”. This compares to 63% agreeing: “I feel less anxious when I read a newspaper compared to checking stories on social media”. It’s also viewed as having less structure – 76% agree that “newspapers present the news in a structured way, they don’t just chuck random stories at you”. On the flipside, other sources such as the BBC are often perceived as too much fact in the eyes of consumers and not enough opinion.
NEWS BRANDS ARE AN ECOSYSTEM - THEY ARE BIGGER THAN ONE BRAND.

Concerns that news brands manipulate us is challenged by the findings of this study. ‘The press’ represents a network of opinions each competing, arguing and debating, but ultimately balancing one another. Indeed, modern technology is making it easier than ever for individuals to read across the press and form their own opinions. 65% of news consumers agree: "I like to read different news brands so that I understand the different opinions". 79% agree: "I like that the newspapers in the UK have a different opinion on the same news story".

“CONFLICTING DOCTRINES, INSTEAD OF BEING ONE TRUE AND THE OTHER FALSE, SHARE THE TRUTH BETWEEN THEM”

JOHN STUART MILL, PHILOSOPHER
NEWS BRANDS ARE RECORDED, WHILST THE PRINTED PAPER IS INCREASINGLY THE PRESERVE OF MORE LEISURELY WEEKENDS. THE FACT THAT PAPERS ARE PRINTED HAS AN IMPACT ON HOW THE INFORMATION IN THEM IS PERCEIVED.

News brands’ heritage is in print - online we are reading a digital version of the printed word. This gives news brands a sense of permanence and trust that social media struggles to rival. 69% of news consumers agree: “news brands are a trusted record of news stories and events in a country” and 76% agree that “you can go back and see what newspapers said about an old news story at the time”. Furthermore, 63% agree “newspapers have a long history of being accurate and trusted with the news”.

Encouragingly, our findings show that under 35s in particular value news brands. Since the pandemic, six in 10 (61%) under 35s agree they're trying to avoid the news because it’s too depressing (compared to 47% of 35+). However, it’s not newspapers they’re trying to avoid – 73% claim to feel less anxious when they read a news brands compared to checking stories on social media (59% for over 35s). This is because they don’t overload us with facts and opinions, in the way we know other news sources have a tendency to do. Furthermore, 77% of under 35s feel the coronavirus pandemic has made them value the work of journalists more in providing reliable information and news (10 percentage points more than 35+).
TAPPING INTO THE POWER OF NEWS BRANDS

THIS BRINGS US TO THE ALL-IMPORTANT QUESTION OF WHAT THIS MEANS FOR BRANDS AND ADVERTISING?

It’s too easy to think of news brands as the place to inform or announce, and to do this at scale... or as the place to reach certain demographics. However, to stop here is to miss the real value of news brands. They present an opportunity for brands to advertise in an environment where people are:

• Calibrating - open minded and in the process of making up or changing their minds
• Thriving - learning new things to get ahead in the world
• Connecting - participating, debating and discussing with others
  - their ideas and information they have consumed
News brands are the perfect environment for advertisers to connect with people at an important stage of the consumer journey. This is because brands can reach engaged audiences at the point where they are changing what is in their set of considerations. News brands are an ideal fit for brands wanting to make themselves relevant to new groups of consumers. And this is especially the case for under 35s. In our news diary on 15% of occasions, under 35s changed their behaviour in response to something they read in the news (3.5x more than 35+). Whilst on 12% of occasions their opinion changed (versus 7% of 35+). Under 35s were also more likely to both dig further into something they’ve seen (Thrive) and talk about things they’ve seen (Connect)

As such, brands are missing a real opportunity to only use news brand advertising to inform or announce. News brands offer the ideal platform to get your brand seen in a new light, within a space of trust, openness to new ideas and new ways of thinking. Importantly, it’s a place where readers feel empowered to think about things in a different way.

### UNDER 35S ARE ALSO MORE LIKELY TO CHANGE THEIR OPINION OR BEHAVIOUR AFTER READING A NEWS STORY

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<td>FELT A STRONGER UNDERSTANDING</td>
<td>27%</td>
<td>22%</td>
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<td>MADE ME WANT TO FIND OUT MORE</td>
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<td>MADE ME WANT TO TALK TO OTHERS</td>
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<td>FELT EMPATHY TOWARDS THOSE IN THE STORY</td>
<td>12%</td>
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<td>CHANGED MY OPINION ON A STORY</td>
<td>7%</td>
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<td>MADE ME CHANGE MY BEHAVIOUR</td>
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### WE OFTEN IMAGINE NEWS BRAND READERS TO BE OLDER, BUT IN REALITY THEY’RE A MORE IMPORTANT NEWS SOURCE FOR, AND AN EFFECTIVE WAY TO REACH, UNDER 35S

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KEY FINDINGS

- Journalism is considered essential to democracy. 70% think a world without journalism would harm democracy. Consumers strongly believe that journalists cover important issues that might otherwise be overlooked and are crucial in holding the people in power to account. In short, a vibrant press is fundamental to the success of our nation. However, despite the significance of this, it isn’t the reason that keeps people engaging with stories.

- News matters – it helps us achieve vital personal goals. We consume news in all of its forms because it helps us. It helps us do things and achieve things that are vitally important to us. Our research identified six key human goals that news helps us achieve. And having tested them in February and again in August we can say with confidence that these goals are stable. Whilst our emphasis on particular ones does shift a little during major events such as the pandemic, the goals themselves do not.

- Different sources of news are better than others at helping us meet these important goals - news brands are best placed to help us with our goal to ‘calibrate’ – a key goal in which we seek to form and change our opinions. This is in part influenced by technological platforms – for example, having the news read to you is different from clicking and reading it yourself. However, it is primarily to do with the way in which journalists speak to us and represent the information. Due to their more immersive nature, depth of opinions and trusted facts, news brands excel over TV, social media and all other sources when it comes to helping us form and change our opinions.

- News brands are particularly valued and impactful for the under 35s. Often under 35s are misrepresented as getting all their news from social media. In reality, news brands make up a bigger share of their news consumption than any other source. And importantly, news brands are a more important source for them than they are for older demographics. They’re also the most likely to change their opinion and behaviour based on what they see and read from news brands.

- For advertisers, news brands are not simply a place to announce new arrivals - they offer an opportunity to be present as opinions are being formed and minds made up. It’s easy to think of news brands as offering a channel in which to make announcements about a product or service. However, this misunderstands the role they play in society and the mindset people are in whilst reading the news. News brands are the place where thinking happens, where new ideas are evaluated and understood. They offer brands a chance to be present as minds are being made up.

In summary, our study showed us how trusted news brands help us, as individuals, to navigate the world around us. News brands also help us to thrive and move forwards in the world. A world with news, therefore, plays an increasingly vital role in our lives. Journalism matters more to readers than ever before, and advertisers have a real opportunity to benefit from this growing value and appreciation of news brands.
FOR FURTHER ENQUIRES REGARDING THIS RESEARCH PLEASE CONTACT: DENISE.TURNER@NEWSWORKS.ORG.UK »