



The Future of News in 2030

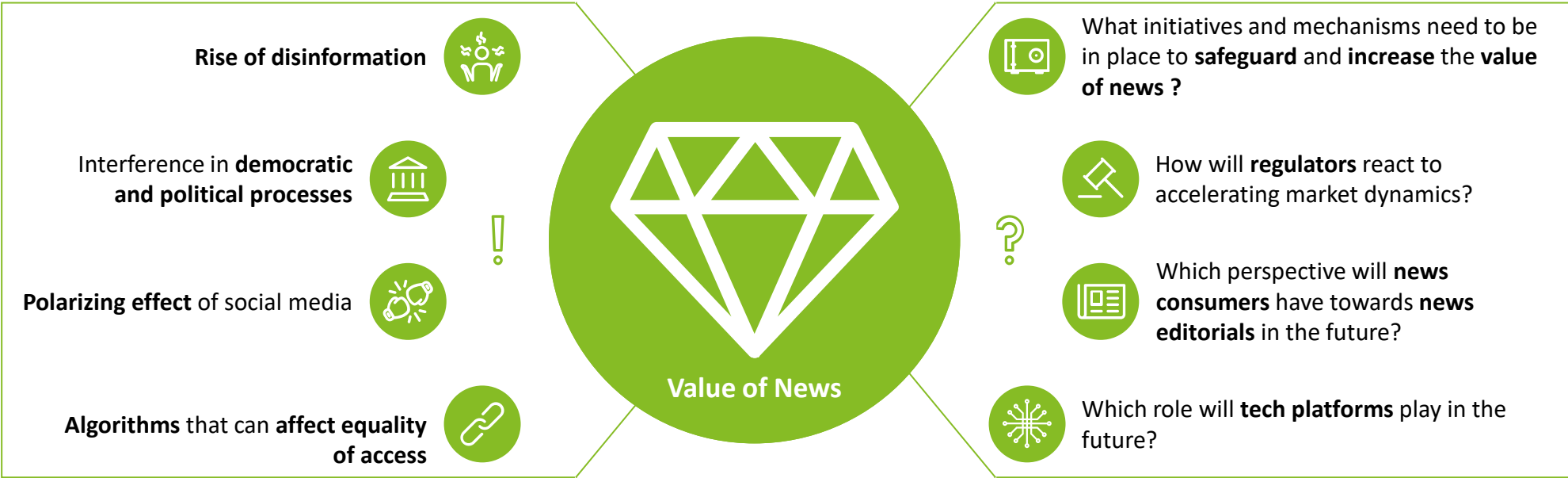
MAY 2023

Future of News | Introduction & Rationale

The Deloitte Impact Foundation conducted the Future of News study due to the ongoing disruption of the news landscape, which puts the value of news for a healthy society at risk

RATIONALE & STARTING POINT

Different **factors** and ongoing **societal concerns** have led to a widespread **debate on the value of news**, for instance:



OBJECTIVE & FOCAL QUESTIONS

The study aims to identify fields of action to **safeguard** and **increase** the **value of news**, seeking to answer the following **focal questions**:

Future of News | Key Findings in a Nutshell

In a 3-step approach certain and uncertain key drivers have been identified, four potential future scenarios derived and resulting fields of actions analysed

1) HOLISTIC VIEW OF THE VALUE OF NEWS

There are **2 functions** for a well-functioning news landscape, consisting of:

- 1. Forum function**
facilitates public debate through independent reporting
- 2. Control function**
enables journalists to act as a “watchdog”

Indicators that measure the two functions and thus, the **value of news**:

Inclusivity	Pluralism	Accessibility
Independence	Transparency	Quality

2) SCENARIO DEVELOPMENT

30+ interviews	5 interactive workshops	Follow up survey
Several roundtables with professionals from public & private entities	> 7 mn news articles analyzed through Natural Language Processing algorithms	

We identified **4 extreme, yet plausible scenarios** that can realistically evolve depending on how key market players will act or react:

- Multidimensional Tribes**
Low consumer trust, diverse news outlets, news landscape less dominated by tech platforms
- Ignorance Is Bliss**
Low consumer trust, few news outlets, dominated by tech platforms
- The News Utopia**
High consumer trust, divers news outlets, less dominated by tech platforms
- Benevolent Tech Platforms**
High consumer trust, few news outlets, dominated by tech platforms

3) FIELDS OF ACTION TO BE CONSIDERED

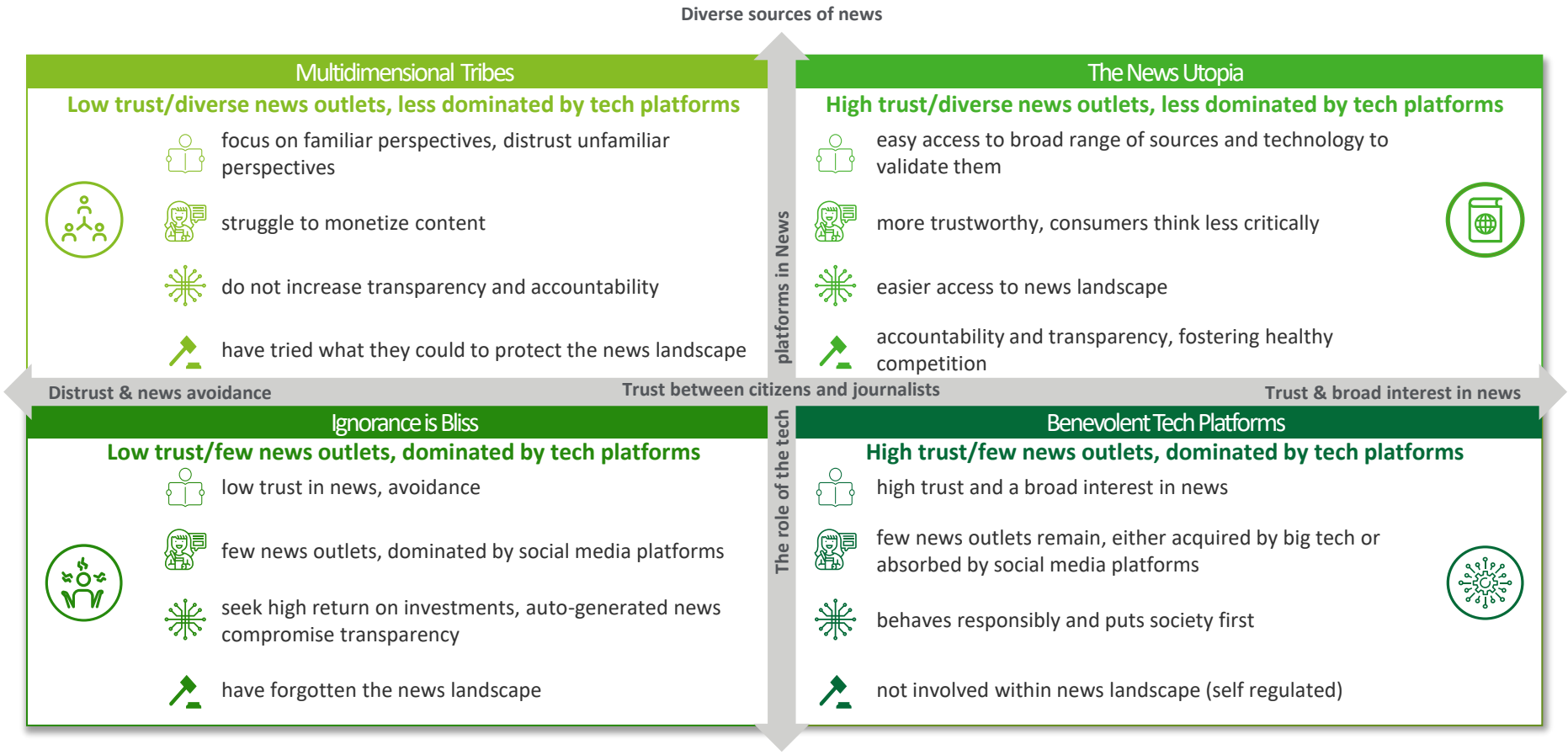
In order to safeguard and increase the value of news, **key stakeholders in the market will need to take the initiative in different fields of action**

are the primary **news content creators** in the news ecosystem that adhere to **journalism principles**.

Future of News | The four Scenarios

We identified four extreme, yet plausible scenarios for the Future of News, that can realistically evolve on how key market players will act or react

Scenarios for 2030



Note: Our study is not about steering and shifting societies in one scenario. Instead, the aim is to understand and highlight how society can anticipate these scenarios' implications and safeguard the value of news in each of them.

Source: Deloitte Netherlands

Future of News | Possible Fields of Action for the Value of News

In order to safeguard and increase the value of news, key market players will need to take strategic decisions along dedicated fields of action

Transparent algorithms

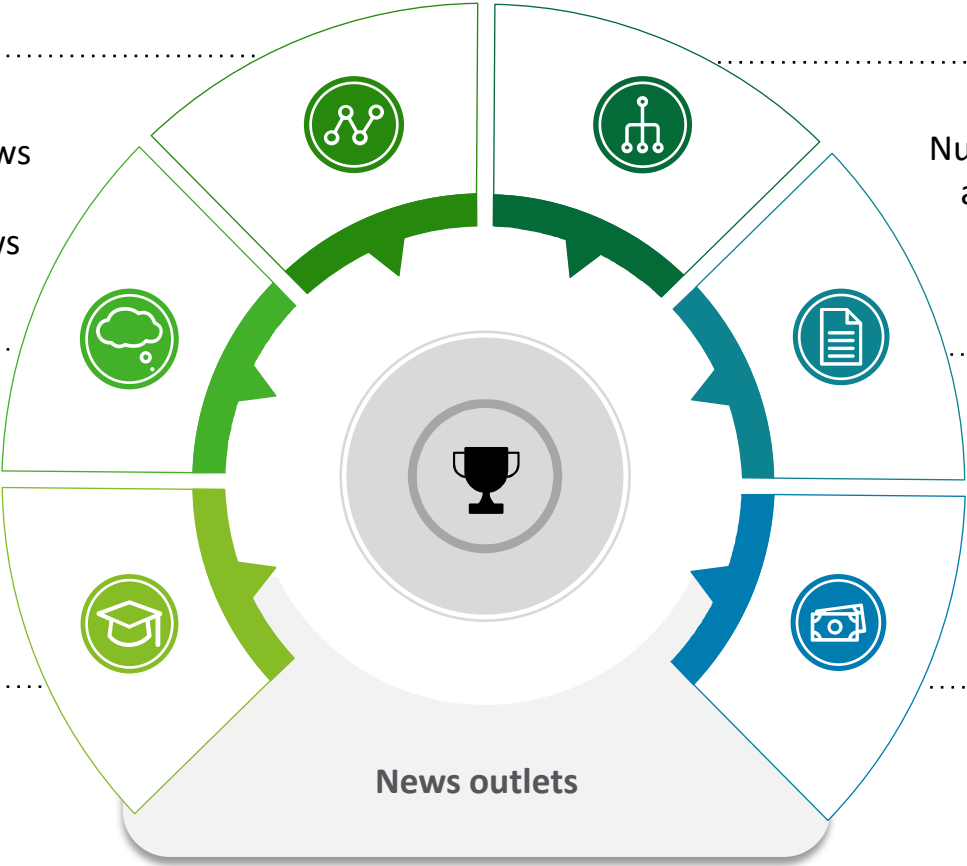
Mechanisms to allow third parties and the news consumer to **reset and influence (part of) the algorithms or data** used to generate their news feed

Critical thinking

Implementation of voluntary or mandatory tools for tech platforms that would remind news consumers to **pause and assess** online news articles they read and share

(Digital) media educational programs

Education of news consumers on **digital media literacy** and their understanding of journalism, including its threats



Pluriform news aggregator

Nudging of news consumers to leave their bubble and exposure to **new perspectives** by providing **different news resources**

Proof of provenance

Provision of an **"audit trail"** to news consumers for news consumers to validate news articles, giving insights into its sources and edits

Funding for independent news outlets

More accessible, pluriform news services for news consumers

are the primary **news content creators** in the news ecosystem that adhere to **journalism principles.**

Deloitte Future of News

We look forward to discuss your thoughts with us



Where do you **envision your business** in each of the four scenarios?

Which **impact** will the market developments have on your current **business strategy**?

In which **field(s) of action** would you engage?

What are the **levers to strengthen** your business' resilience?



Klaus Nadler

Partner

Lead Partner Digital Marketing
knadler@deloitte.de



Eva-Maria Bauch

Managing Director

Deloitte Digital
evbauch@deloitte.de



Jan-Piet Nelissen

Partner

Offering Leader, Strategy & Business Design
jnelissen@deloitte.nl



Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/de/UeberUns to learn more.

Deloitte provides industry-leading audit and assurance, tax and legal, consulting, financial advisory, and risk advisory services to nearly 90% of the Fortune Global 500® and thousands of private companies. Legal advisory services in Germany are provided by Deloitte Legal. Our professionals deliver measurable and lasting results that help reinforce public trust in capital markets, enable clients to transform and thrive, and lead the way toward a stronger economy, a more equitable society and a sustainable world. Building on its 175-plus year history, Deloitte spans more than 150 countries and territories. Learn how Deloitte’s approximately 415,000 people worldwide make an impact that matters at www.deloitte.com/de.

This communication contains general information only, and none of Deloitte Consulting GmbH or Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms or their related entities (collectively, the “Deloitte organization”) is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser.

No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.