

# NiemanLab

HARVARD UNIVERSITY



site:niemanlab.org netherlands



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About 281 results (0,59 seconds)

## Turning a profit in the Netherlands: How a Dutch hyperlocal network ...

[www.niemanlab.org/.../turning-a-profit-in-the-netherlands-how-a-dutch-hyperlocal-n...](http://www.niemanlab.org/.../turning-a-profit-in-the-netherlands-how-a-dutch-hyperlocal-n...) ▼

Aug 7, 2014 - While lots of U.S. media companies are still struggling to figure out how to make hyperlocal news financially viable, in the **Netherlands**, ...

## Netherlands » Nieman Journalism Lab » Pushing to the Future of ...

[www.niemanlab.org/tag/netherlands/](http://www.niemanlab.org/tag/netherlands/) ▼

The Wall Street Journal, Washington Post, Time, and more are now publishing on the **Netherlands**-based micropayment platform. Will a market awash in free ...

## In the Netherlands, a Patch-like hyperlocal network is making money ...

[www.niemanlab.org/2012/06/in-the-netherlands-a-patch...is.../comment-page-1/](http://www.niemanlab.org/2012/06/in-the-netherlands-a-patch...is.../comment-page-1/)

Jun 7, 2012 - With a mix of aggregation and original content, Dichtbij is trying to build a sustainable business — and they're getting close.

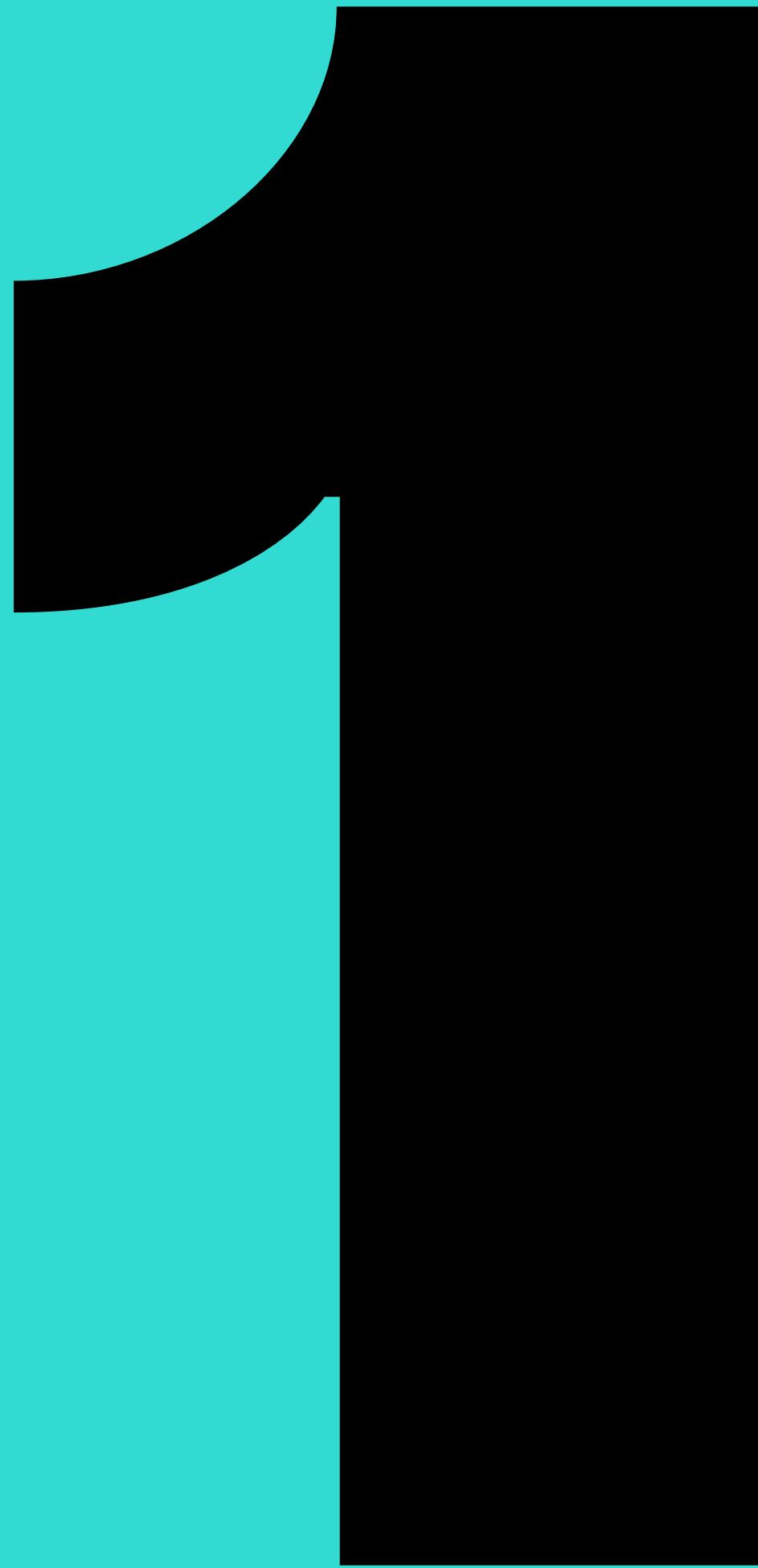
## Dutch news organization De Correspondent is getting more money ...

[www.niemanlab.org/.../dutch-news-organization-de-correspondent-is-getting-more-m...](http://www.niemanlab.org/.../dutch-news-organization-de-correspondent-is-getting-more-m...) ▼

May 15, 2018 - Dutch darling De Correspondent got its start in the **Netherlands** in 2013 as a wildly successful crowdfunded news site promising ad-free, ...

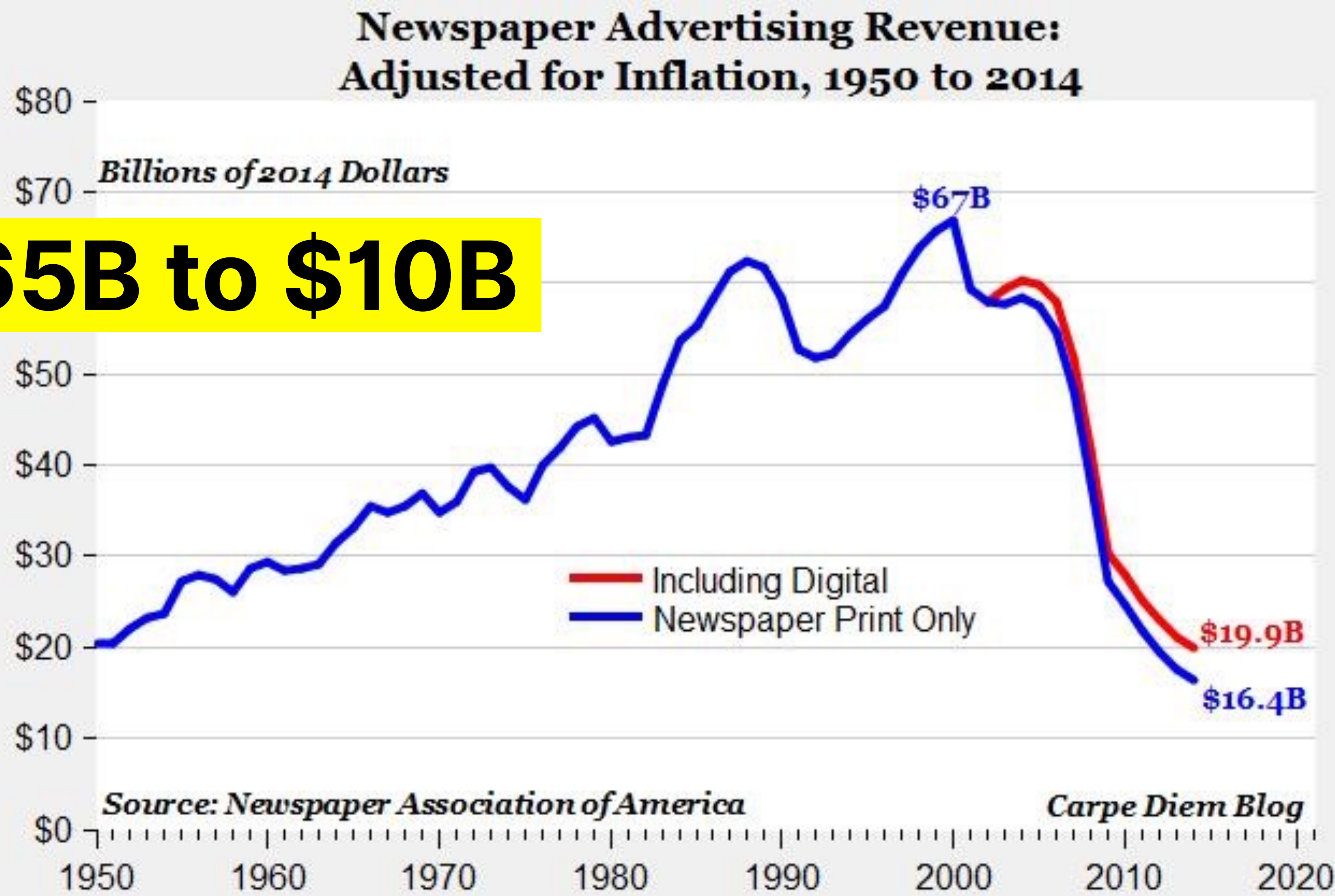
A large, bold, red number 5 is positioned on the left side of the image. The number is stylized with a thick stroke and a white circular cutout in the center of the lower loop.

**problems for  
you smart folks  
to solve**



What does news  
look like **after**  
**advertising?**

from \$65B to \$10B



## **Q2 2018 print advertising:**

**McClatchy: down 26.4%**

**Gannett: down 19.1%**

**Tronc: down 18%**

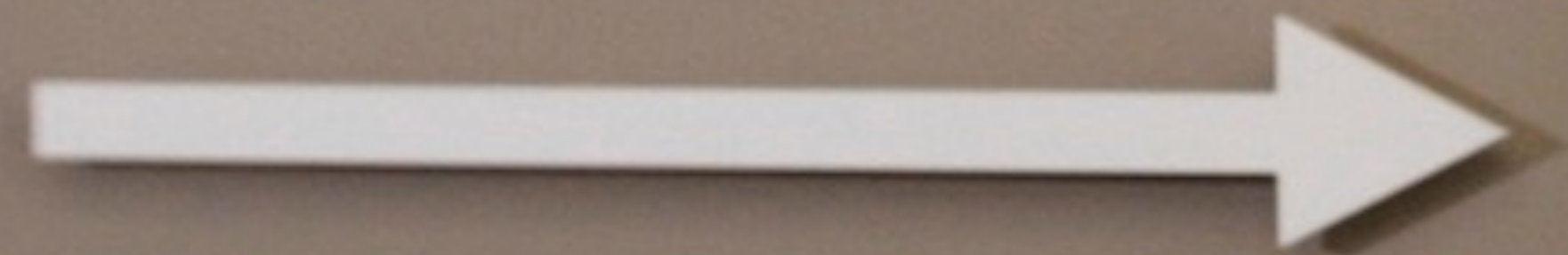
**New York Times Co.: down 11.5%**

**Canada: Postmedia: down 15.8%**

**U.K.: Trinity Mirror (H1): down 16.6%**



facebook



**facebook.**

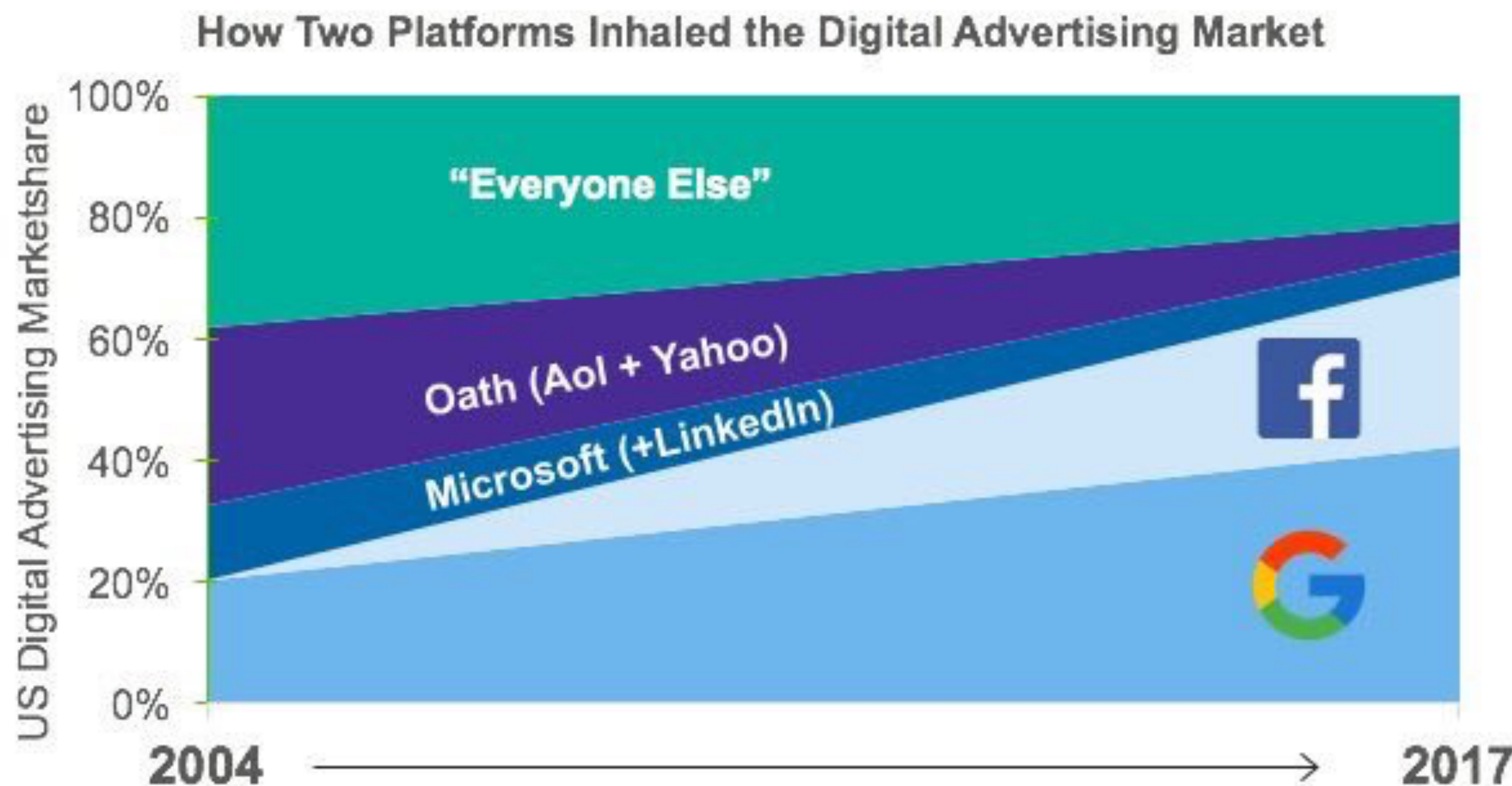
**Google**

**who you know  
where you've lived  
what content you like  
what you buy  
where you shop  
what websites you visit**

**what you search for  
who and what you email  
what apps are on your phone  
locations you searched for  
what you chat about  
videos you watch**

**(across devices, across years)**

# Rise of the “Duopoly” – 2004 to 2017

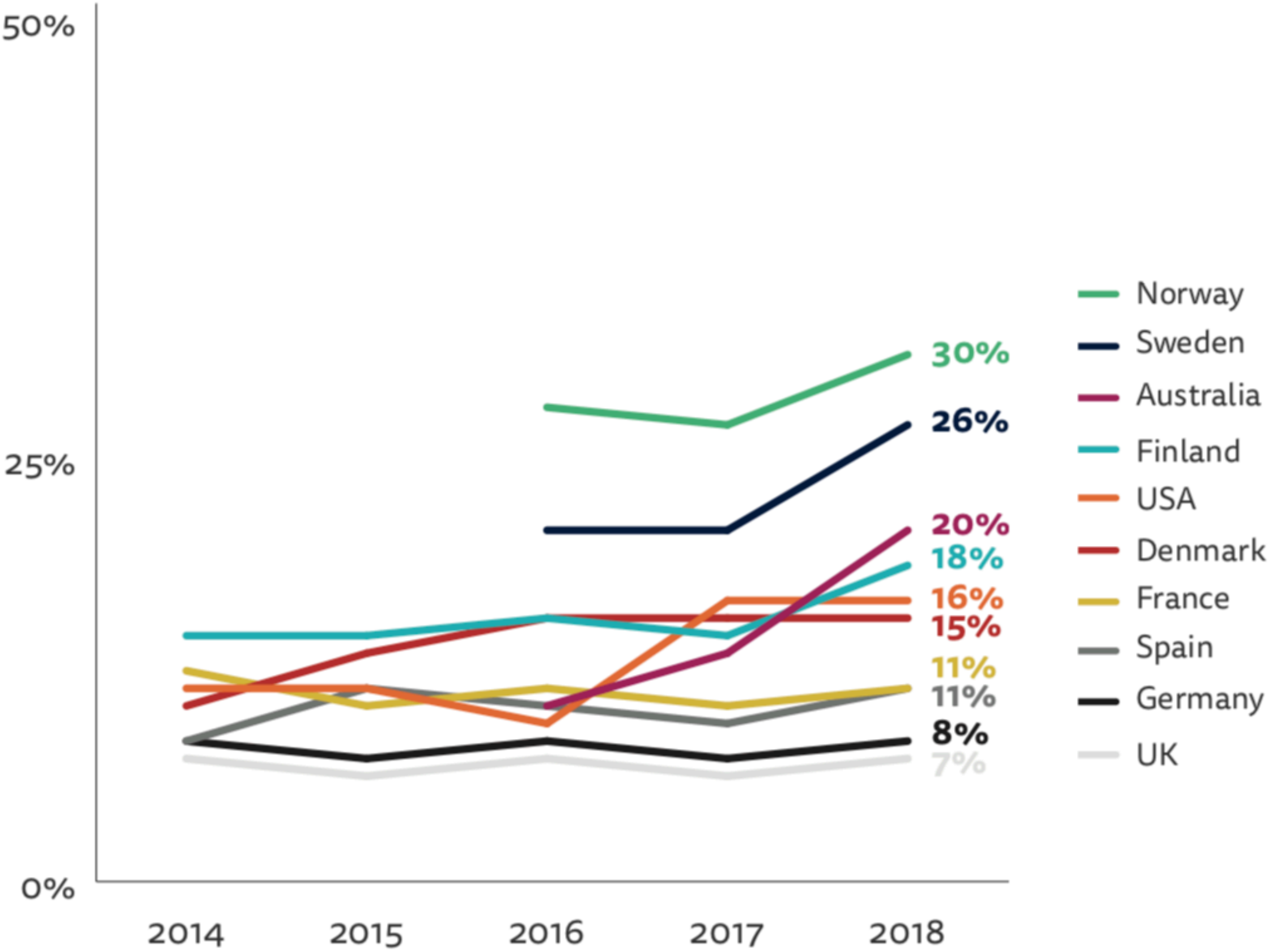


Source: 2017 Estimates published September 2017 (eMarketer – <https://www.emarketer.com/Article/Google-Facebook-Twitter-Drive-on-US-Digital-Ad-Market/1016494/>)  
2004 Advertising Revenues (IAB, SEC filings, Online Publishers Association)

The New York Times has staked its future on being a destination for readers — an authoritative, clarifying and vital destination. These qualities have long prompted people to subscribe to our expertly curated print newspaper. Today, they also lead people to devote valuable space on their smartphone's homescreen to our app, to seek us out on social media amid the cacophony and to subscribe to our newsletters and briefings.

We are, in the simplest terms, a subscription-first business. Our focus on subscribers sets us apart in crucial ways from many other media organizations. We are not trying to maximize clicks and sell low-margin advertising against them. We are not trying to win a pageviews arms race. We believe that the more sound business strategy for The Times is to provide journalism so strong that several million people around the world are willing to pay for it. Of course, this strategy is also deeply in tune with our longtime values. Our incentives point us toward journalistic excellence.

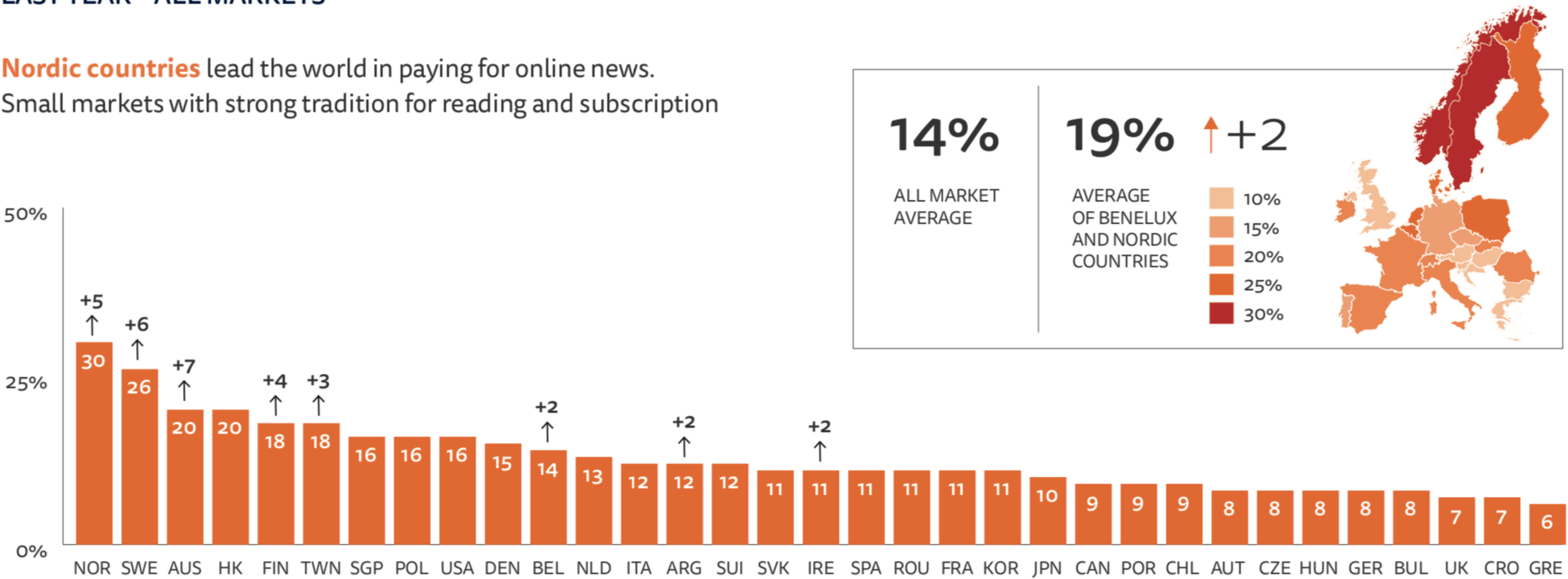
PROPORTION THAT HAVE PAID FOR ONLINE NEWS IN THE  
LAST YEAR (2014-18) – SELECTED MARKETS



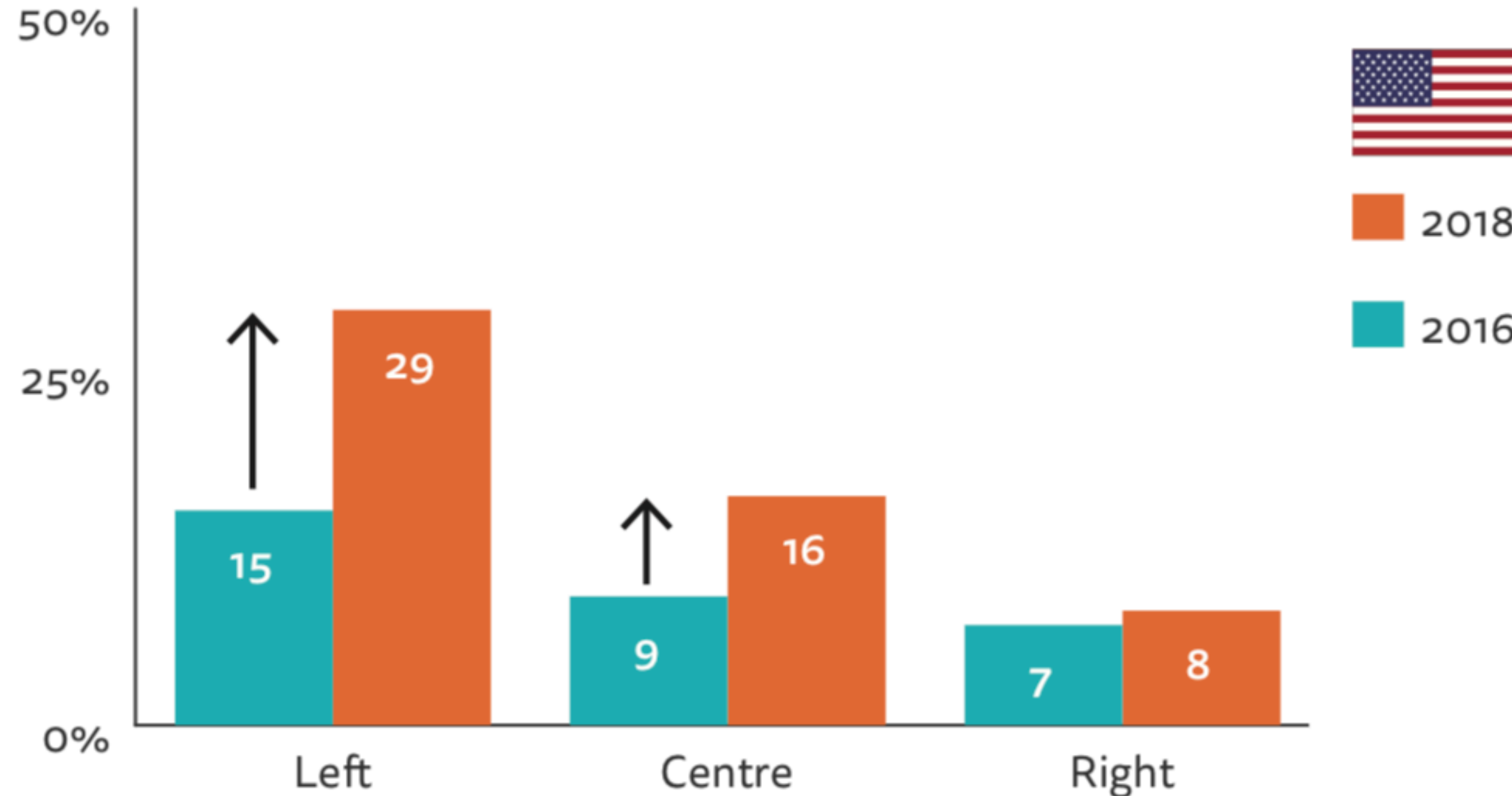
**Q7a.** Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be a digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition). *Base: Total 2014-18 sample in each market.*

PROPORTION THAT HAVE PAID FOR ONLINE NEWS IN THE  
LAST YEAR – ALL MARKETS

**Nordic countries** lead the world in paying for online news.  
Small markets with strong tradition for reading and subscription



## PROPORTION THAT HAVE PAID FOR ONLINE NEWS IN THE LAST YEAR BY POLITICAL LEANING (2016 AND 2018) – US



**Q1F.** Some people talk about 'left', 'right' and 'centre' to describe parties and politicians. With this in mind, where would you place yourself on the following scale? **Q7a.** Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be a digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition). *Base: Left/right: 2016 = 476/591, 2018 = 567/550.*

***But wildly inconsistent:***

The New York Times: 2.9 million

The Wall Street Journal: 1.4 million

The Washington Post: ~1.3 million

Los Angeles Times: 100,000

The Boston Globe: 90,000

Minneapolis Star Tribune: 55,000

**Quality local news is  
becoming a niche  
product.**

# ***News after advertising:***

- better news for richer people
- journalism otherwise incentivized
- separate news universes

A large, bold, black number '2' is positioned on the left side of the slide. It is a simple, sans-serif font with a thick stroke.

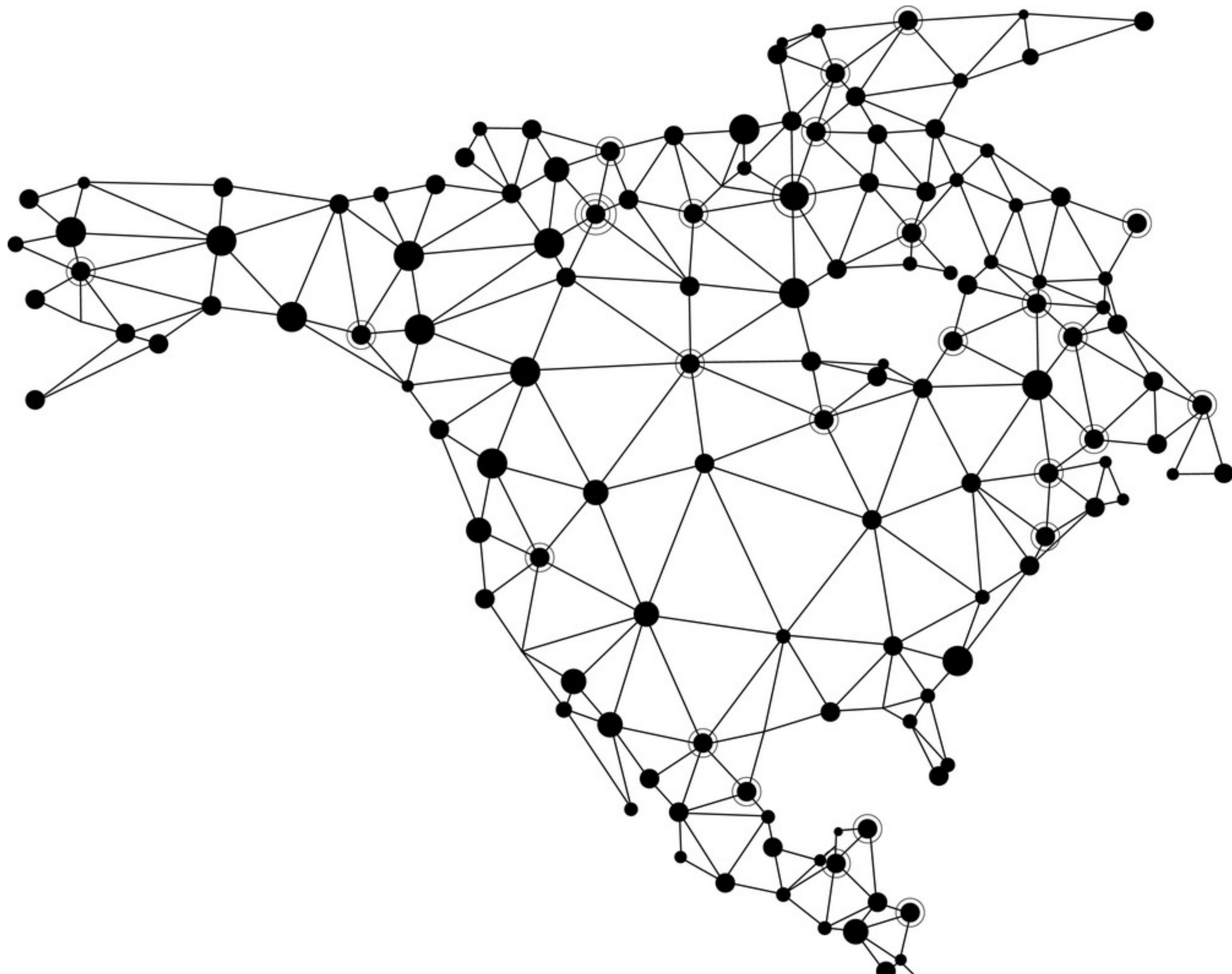
What happens  
when news is  
**less local?**



***News is a distribution business***

The technology of 20th-century media distribution was a huge unspoken subsidy for local news.

**21st-century media distribution technology takes that away.**





# **Seattle newspapers vs. The New York Times**

**2000 — 2:1**

**Seattle circulation: 501,000**

**NYT circulation: 1,097,000**

**2018 — 80:1**

**Seattle digital subscriptions: 36,000**

**NYT digital subscriptions: 2,900,000**

# **Seattle newspapers vs. The New York Times**

**2004 — 3:1**

**Seattle Times newsroom: 375**

**New York Times newsroom: 1,200**

**2018 — 8:1**

**Seattle Times newsroom: 177**

**New York Times newsroom: 1,450**

# Digital startups go for scale



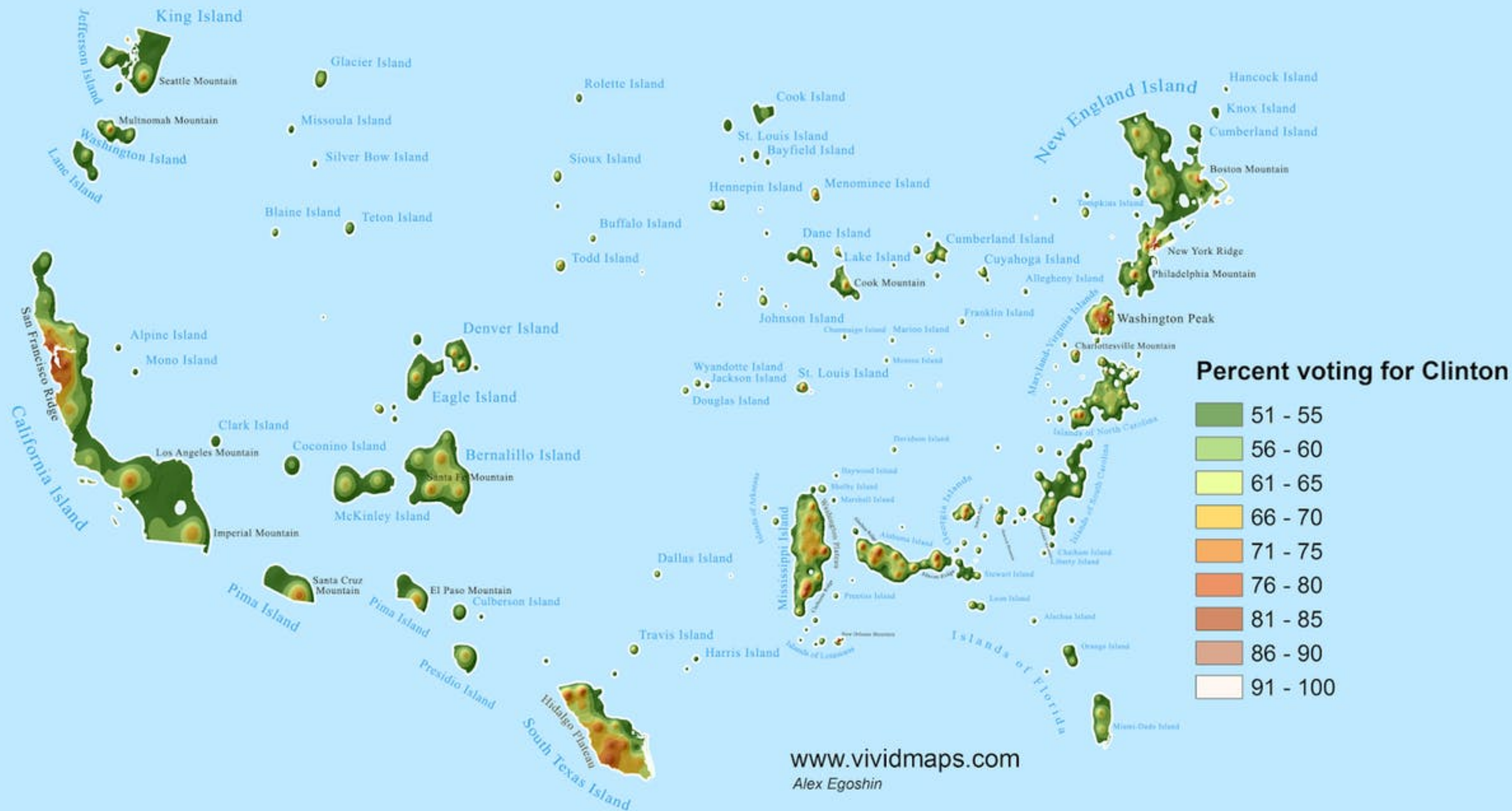
BUSINESS  
INSIDER



Mashable

QUARTZ

**Demographics and psychographics,  
not geography**



The new [Poynter Media Trust Survey](#) found 76 percent of Americans across the political spectrum have “a great deal” or “a fair amount” of trust in their local television news, and 73 percent have confidence in local newspapers. That contrasts with 55 percent trust in national network news, 59 percent in national newspapers and 47 percent in online-only news outlets.

**+21, +14**

The divide in attitudes toward local versus national news is especially pronounced among Republicans: 71 percent said they trust local TV news in their community, 43 percentage points higher than those who trust national network television news. Similarly, 62 percent of Republicans said they trust their local newspapers, 33 percentage points higher than their confidence in national papers. Democrats had high levels of trust across the board.

**+43, +33**



# ***Delocalization:***

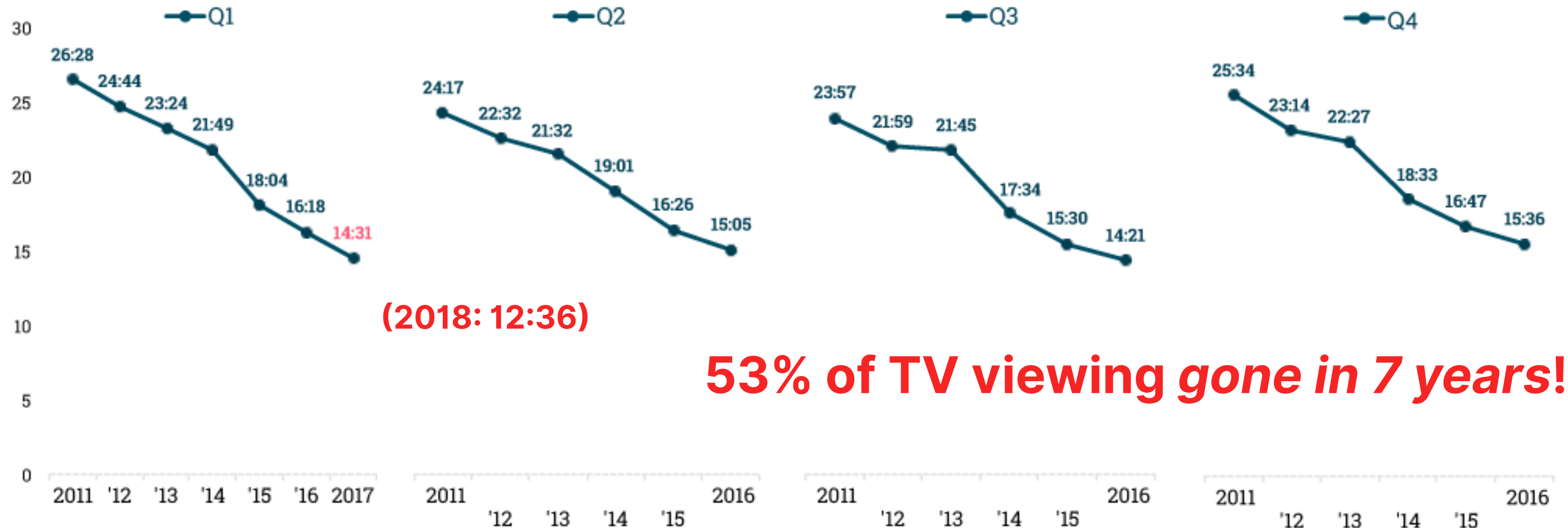
- a civic problem
- a trust problem
- a knowledge problem



What even *is* TV  
news in **the age**  
of **Netflix?**

# Traditional TV\* Viewing Trends Among 18-24-Year-Olds

## Q1 2011 - Q1 2017 (weekly hh:mm)

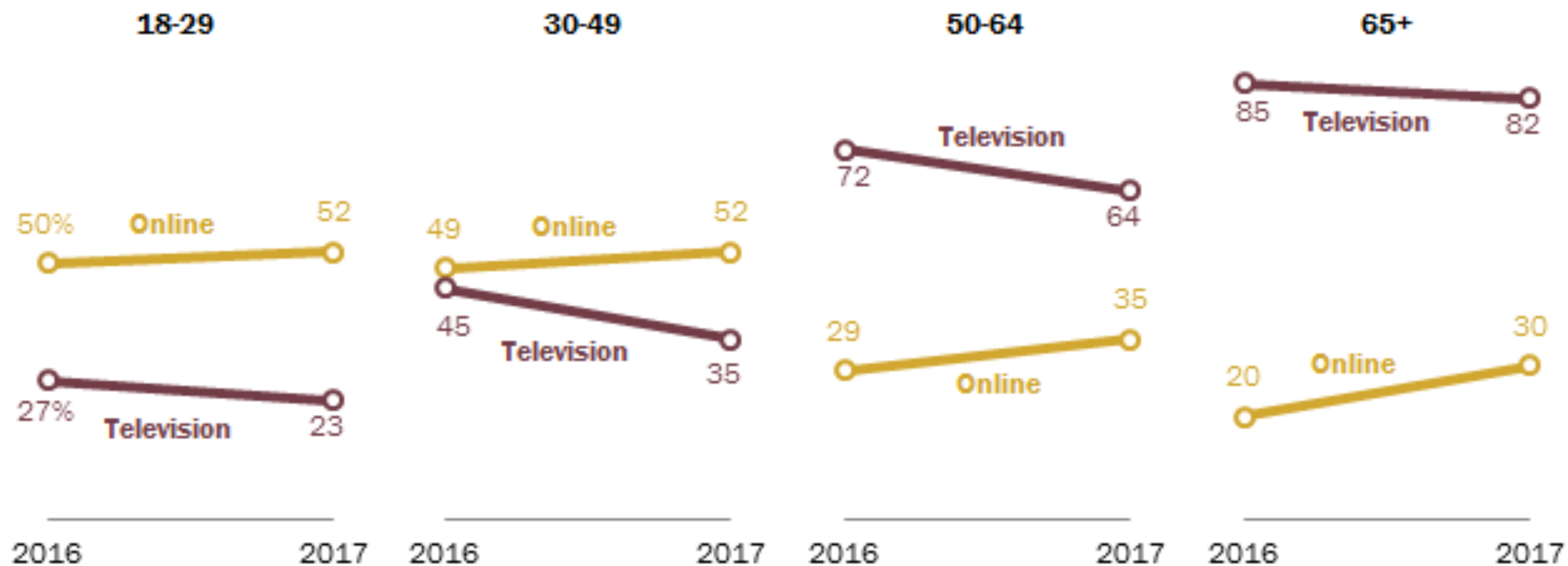


Published on MarketingCharts.com in July 2017 | Data Source: MarketingCharts.com analysis of Nielsen data

*\*Traditional TV refers to all live + DVR/time-shifted TV viewing during the quarter among the total 18-24 population  
In Q1 2017, live viewing by 18-24-year-olds averaged 13:02 per week and DVR/time-shifted TV 1:29.*

## Older Americans drive increase in online news use

% of each age group who often get news on each platform

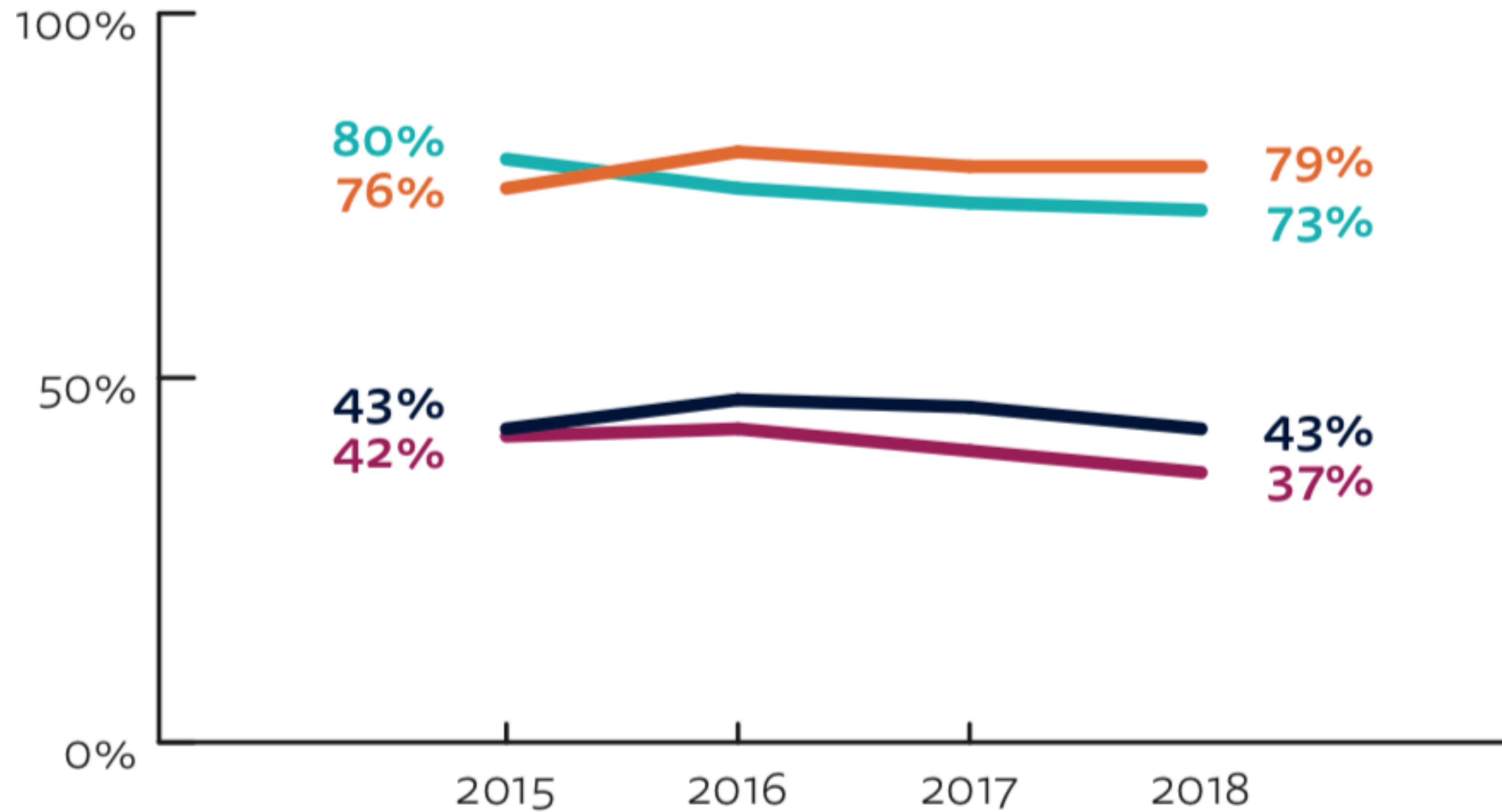


Survey conducted Aug. 8-21, 2017.

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## SOURCES OF NEWS 2015-18

- Online (incl. social media)
- TV
- Print
- Social media



In recent years, DVD sales in the Netherlands have decreased whilst the consumption of movies and TV series has grown. As of 2013, the [annual revenue of Blu-Ray discs](#) amounted to roughly 29 million euros in the Netherlands. By 2016, this had decreased to just under 19 million euros. The [revenue of video on demand \(VoD\)](#), on the other hand, reached 212 million euros in 2016. This is in part because there are many subscription video on demand (SVoD) services available in the Netherlands. As of December 2017, the Netherlands had a [total of 39 SVoD services](#). Of these, American provider Netflix was the most popular. In 2017, roughly [2.4 million households had a Netflix subscription](#), whereas the number of subscriptions for other providers was below 400,000. 5.6 million viewers spent approximately [85 minutes per day](#) watching Netflix in 2017.

The television service was most popular among younger age groups. Between 2015 and 2018, the share of 13 to 34-year-olds who watched Netflix via computer, smartphone or tablet increased from 14 percent to 51 percent. On the other hand, the user penetration of Netflix among ages 55 and older reached 12 percent in 2017. With a total of nearly 500 million viewing minutes per day, Netflix is responsible for over 30 percent of the total VoD viewing minutes in the Netherlands. In a 2017 survey, 39 percent of respondents indicated they spent between five and eight hours per week streaming films and series from the media provider with six percent mentioning they "binge-watched" for more than 24 hours per week.

# Harold Innis, *Empire and Communications*

***Durable***: stone tablets, public  
monuments, books, **Netflix**

***Ephemeral***: TV, radio,  
daily newspaper, online news



# Netflix is poised to enter the TV news business

Published: Mar 13, 2018 4:20 p.m. ET



*Streaming giant is embracing current affairs*



But Netflix's Chief Content Officer, Ted Sarandos, dismissed this idea straight out on yesterday's call.

“Our move into news has been misreported over and over again,” he stated. “We’re not looking to expand into news beyond the work that we’re doing in short-form and long-form feature documentary.”

**The decline of “realtime-ness”:**

**Radio: Live broadcasting to podcasts**

**TV: Live local news to cable news to Netflix**

The technology of 20th-century media distribution was a huge unspoken subsidy for ~~local~~ **real-time** news.

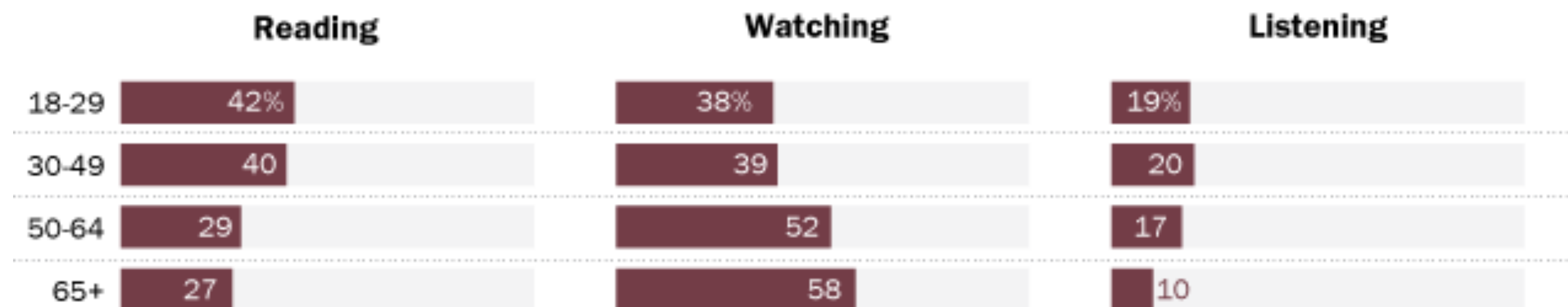
**21st-century media distribution technology takes that away.**

TO VIDEO PIVOT TO VIDEO PIVOT TO VIDEO PIVOT  
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## Younger Americans more likely than older to prefer reading news; older opt for watching

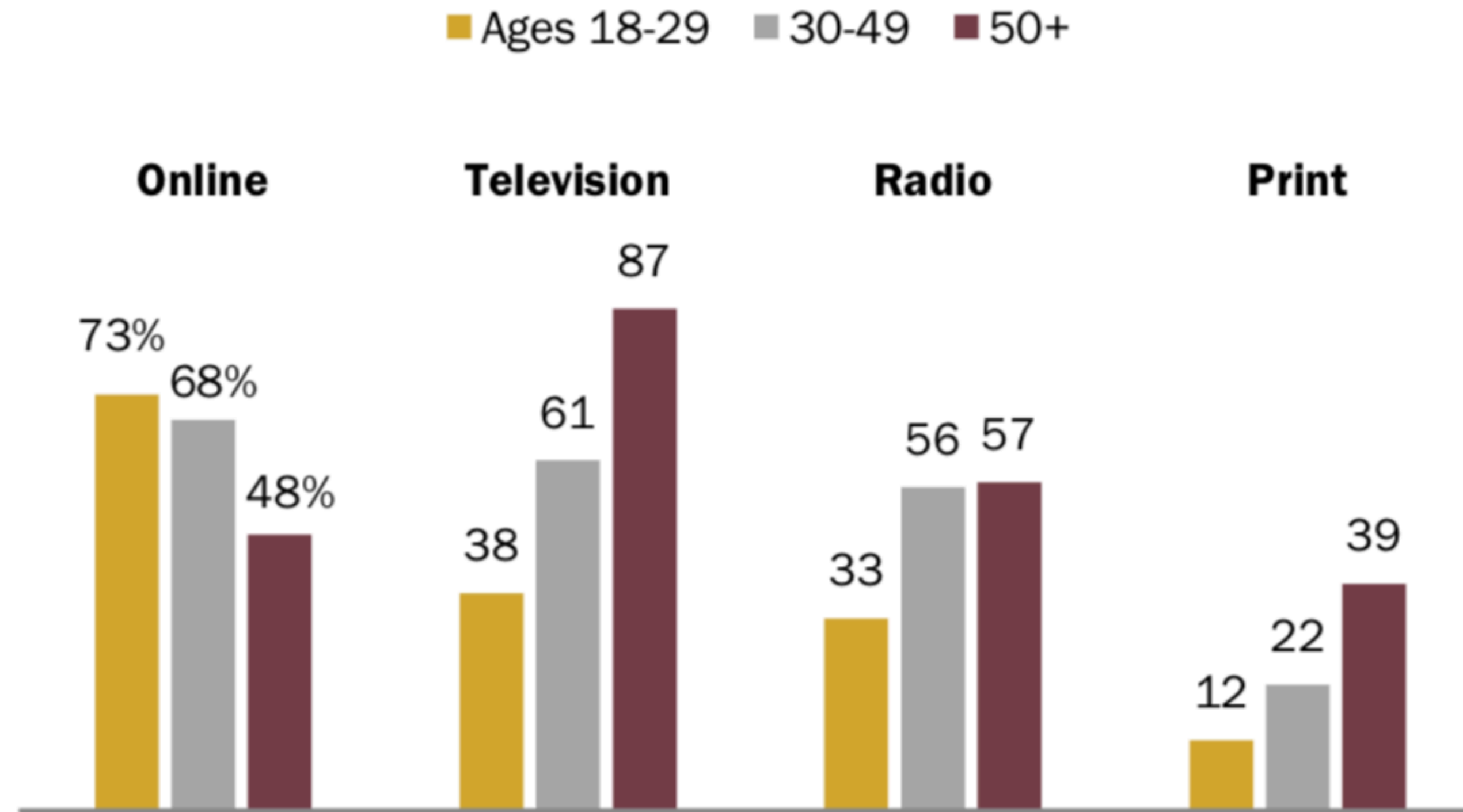
*% of each age group who prefer to get their news by ...*



Source: Survey conducted Jan. 12-Feb. 8, 2016.

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## Younger Europeans are tuning out of TV news — but they’re into newspaper websites

“While younger Europeans are *less* likely than those 50 and older to use public news media, they are *more* likely to name a newspaper or magazine brand as their main source for news.”

A report released Tuesday by Oxford's Reuters Institute for the Study of Journalism finds that "interest in video news does increase significantly when there is a big breaking news story."

But the rest of the time? Online video news is less of a force than publishers might hope. The Reuters Institute's Digital News Report 2016, which came out earlier this month, noted that only about a quarter of 50,000 respondents across 26 countries watch online news video in a given week.

"Website users in particular remain resistant to online video news," write the authors of "The Future of Online News Video," the new Reuters report released Tuesday. Analyzing Chartbeat data from 30 news outlets across the U.S., U.K., Germany, and Italy (17 of the outlets were American, nine were broadcasters), the researchers found that the sites' users spent "only around 2.5 percent of average visit time" on pages that included videos, and "97.5 percent of time is still spent with text." That 2.5 percent of time spent was even lower than the total share of pages that have videos (6.5 percent).

“So far, the growth around online video news seems to be largely driven by technology, platforms, and publishers rather than by strong consumer demand,” Antonis Kalogeropoulos, one of the report’s authors, said in a statement.

Facebook adds a further wrinkle. On Facebook, almost 40 percent of the most successful videos from the 30 brands that Reuters looked at “related to lifestyle or entertainment content (for instance about animals, babies, or cooking) rather than harder news subjects such as current affairs, politics, science, or the environment.” And “even for brands associated with hard news like The Telegraph, The Guardian, or The Independent, their top or second videos in terms of Facebook engagement numbers turned out to be animal videos.”

# ***Post-TV news:***

- breaking out of old timescales
- reaching a lean-back audience
- creating a shared news experience

4

How do we discover  
news in a **world**  
**without interfaces?**



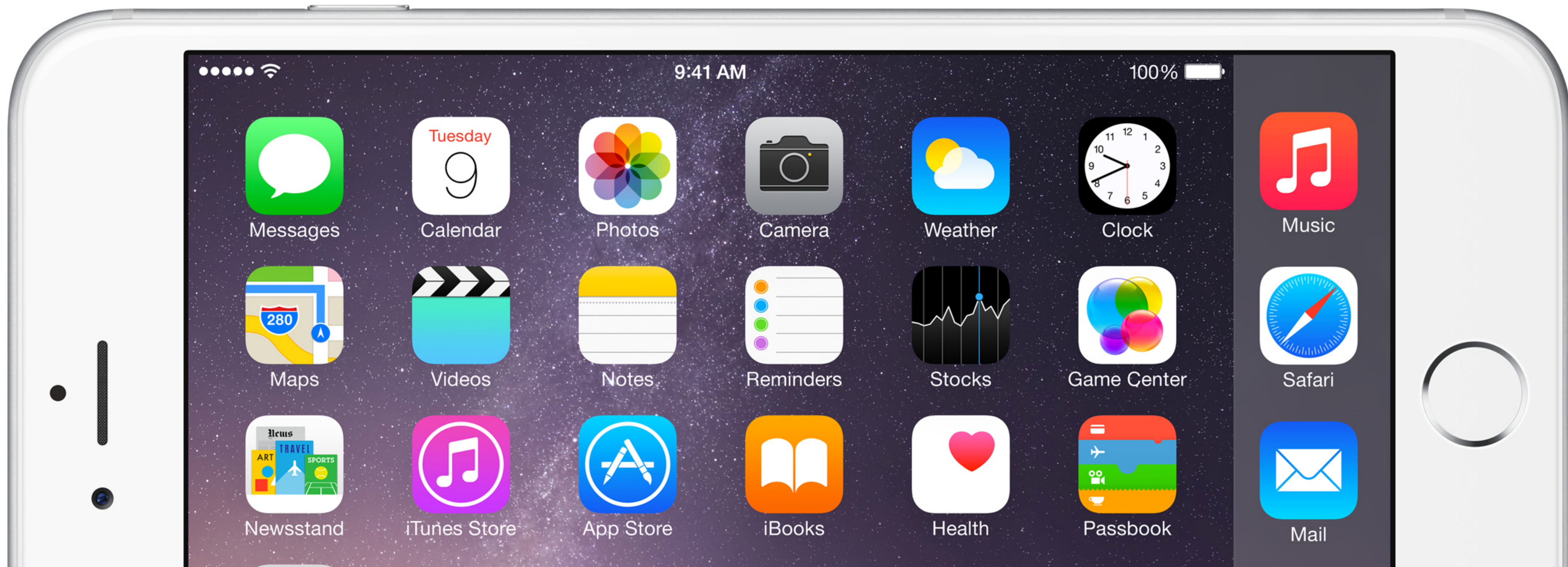


~80% of traffic, ~30% of ad revenue



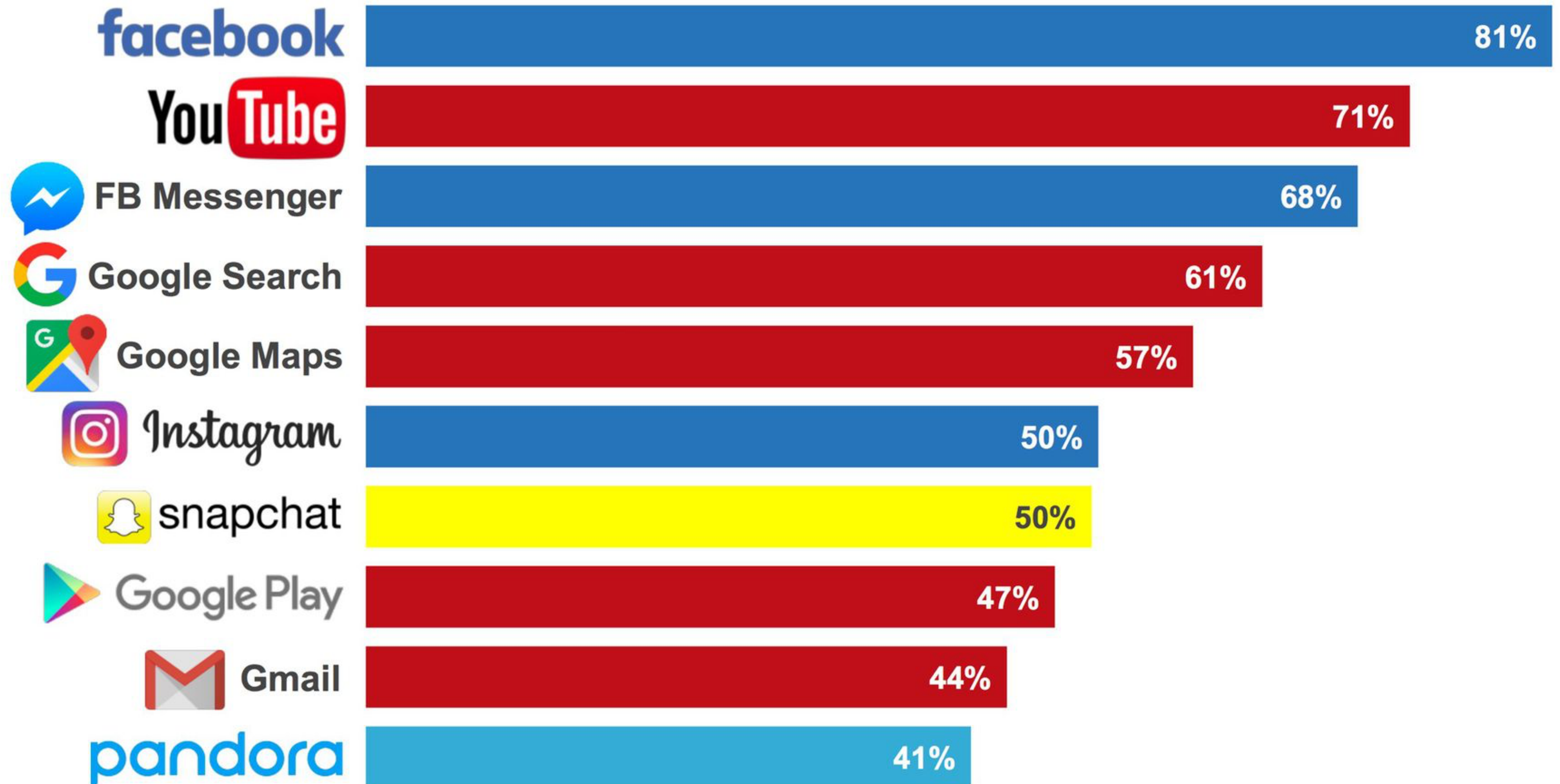
From web to apps

# Trading the open web for a closed app ecosystem



# Top 10 Mobile Apps by Penetration of App Audience

Source: comScore Mobile Metrix, U.S., Age 18+, June 2017



**Infinite competition,  
in your pocket.**

**But what's next?**

Ms. Buckingham recalled conducting a focus group where one of her subjects, a college student, said:

**“If the news is that important, it will find me.”**

Twenty-three percent of those surveyed across all countries use messaging apps for news weekly. The most popular is WhatsApp (40 percent use it overall; 15 percent use it for news), followed by Facebook Messenger (36 percent overall, 8 percent for news).

But usage varies a lot by country: “Over half our sample in Malaysia (51%) says they have used the app for sharing or discussing news in a given week, but just 3% in the U.S.” And “the bulk of messaging use for news is currently happening in Asia and Latin America.”

Across the sample, 78 percent of people who use a messaging app for news also use at least one social network for news.

●●●●○ AT&T

6:35 PM

86%

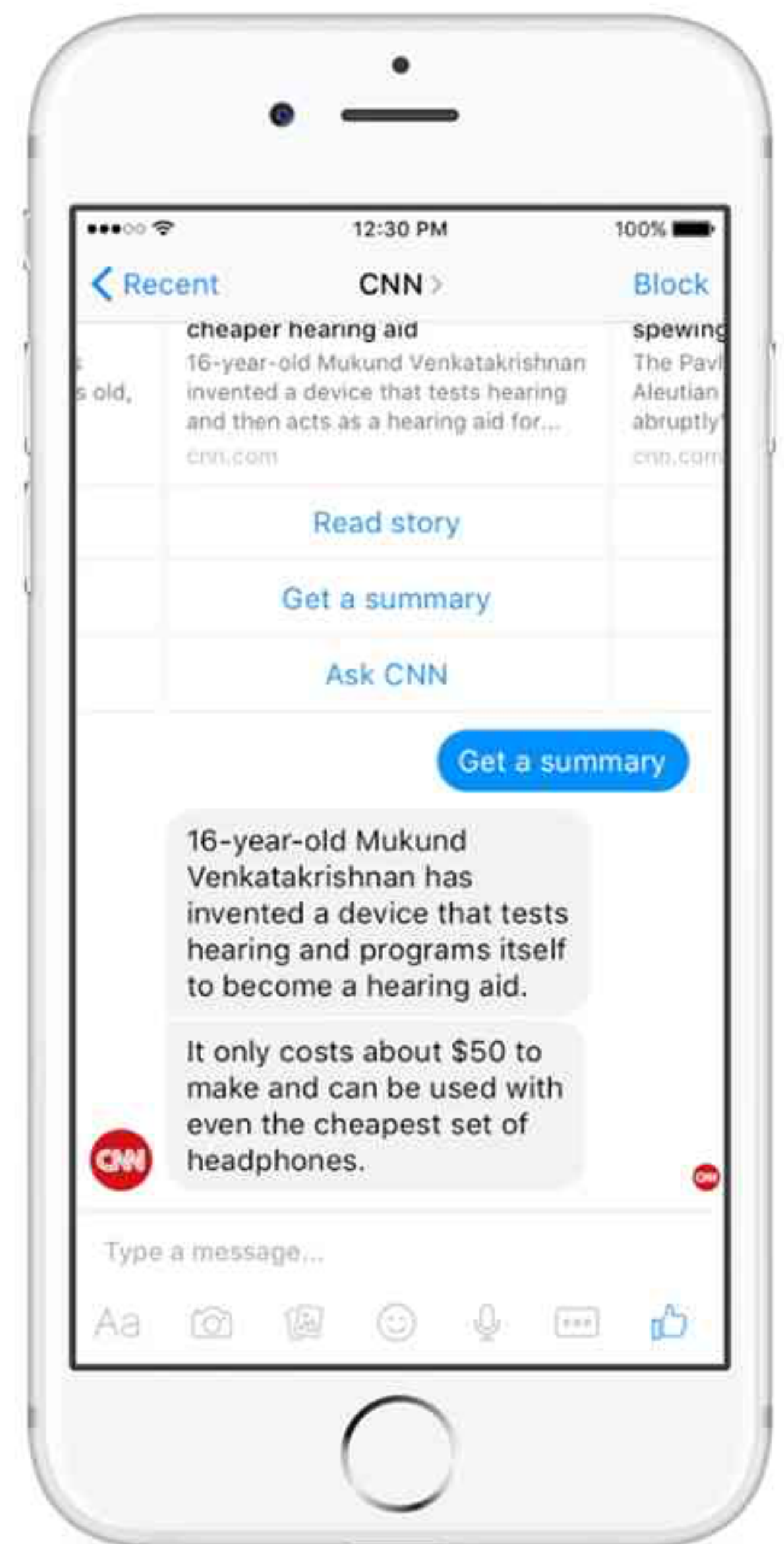
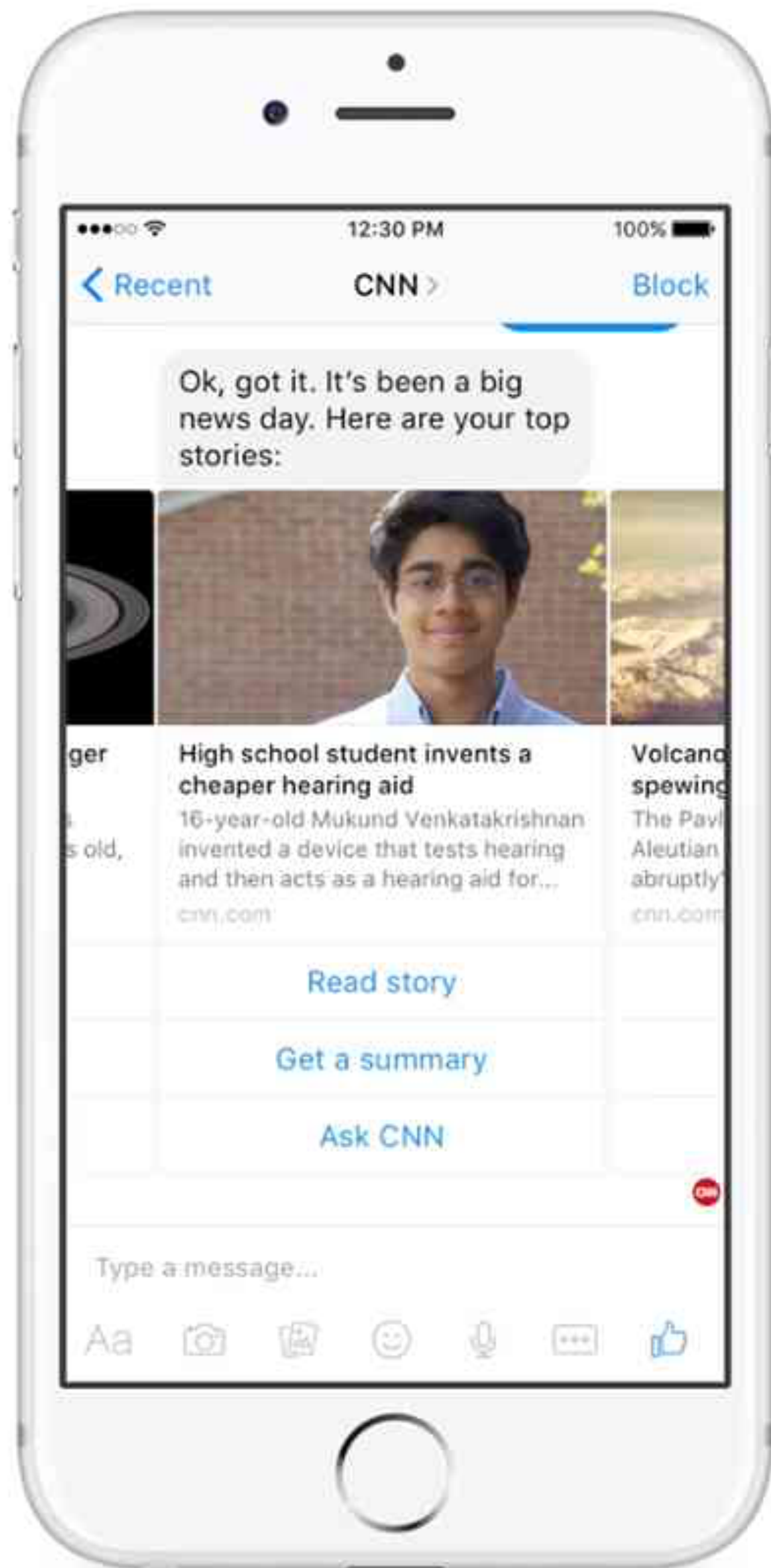
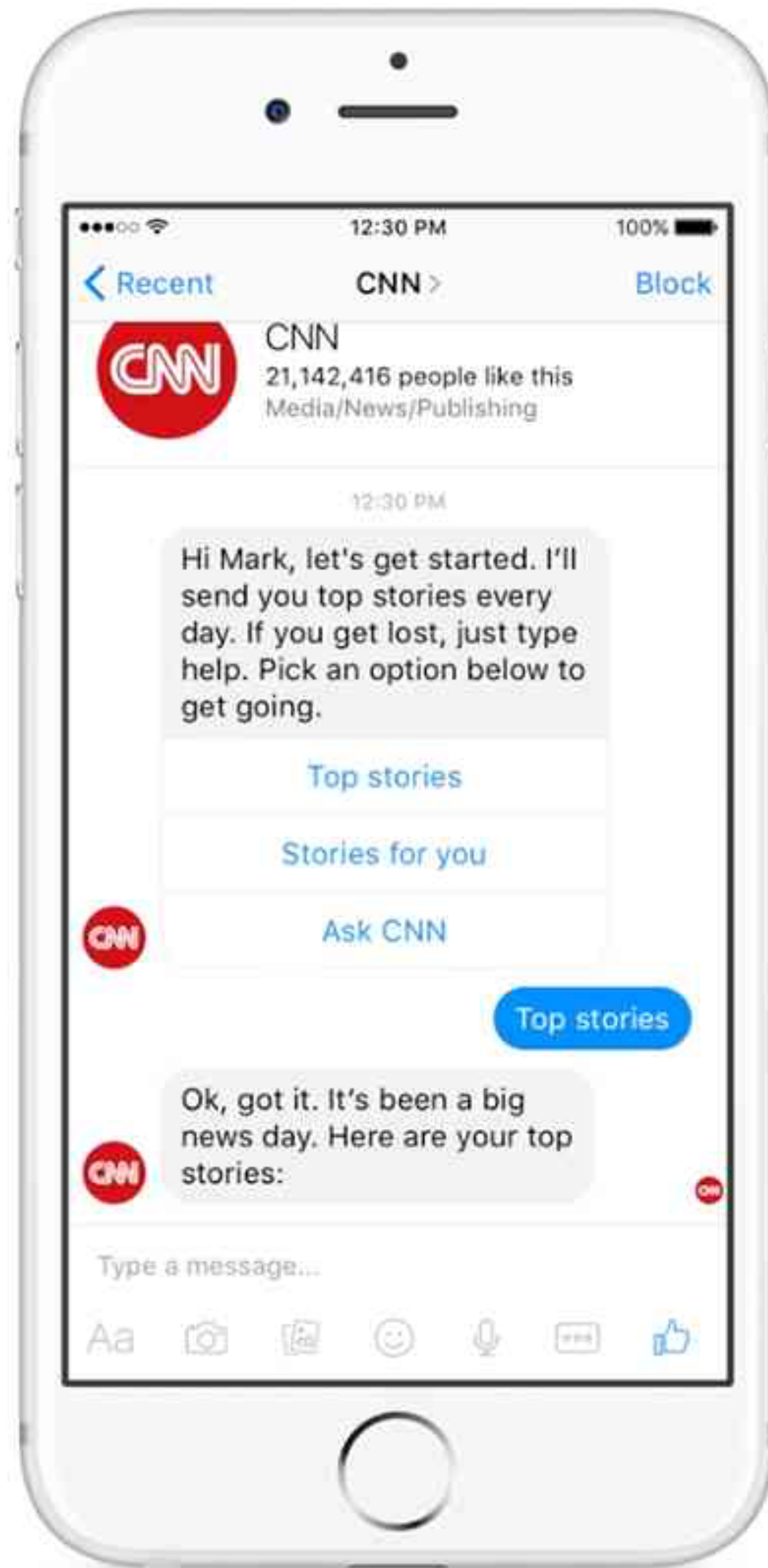
[← Messages](#)

Purple

[Details](#)

Text Message  
Today 6:35 PM

The debate has started! Here  
we goooo



# How WhatsApp Destroyed A Village

In July, residents of a rural Indian town saw rumors of child kidnappers on WhatsApp. Then they beat five strangers to death.



**Pranav Dixit**  
BuzzFeed News Reporter



**Ryan Mac**  
BuzzFeed News Reporter



Reporting From  
**New Delhi**

Posted on September 9, 2018, at 9:00 p.m. ET



Tweet



Share



Copy

**Hours after a mob of villagers** beat five strangers to death over a rumor on WhatsApp, nobody wanted to clean up the blood: There was just too much of it.

It lay congealed in a 6-foot-long puddle on the floor of the Rainpada village council office. The walls and the dusty portraits of Mahatma Gandhi and Indian politicians that adorned them were flecked with it. Even the ceiling was spattered. That evening, the village council offered five laborers from a neighboring village 5,000 rupees (\$70) to clean it up. They came and mopped up the gore with old saris. Then they burned them and buried the ashes.







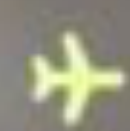




12:30 PM  
Lunch

Farm Table Interview

JFK



SFO

Virgin Airlines  
Flight 23  
10:31 AM  
On Time

tomorrow

80°  
60°  
30%

New York

72°

# ***Life beyond interfaces:***

- tech companies' default choices
- editorial products over stories
- trust in algorithms

5

Can we stop the  
rise of **information  
inequality?**

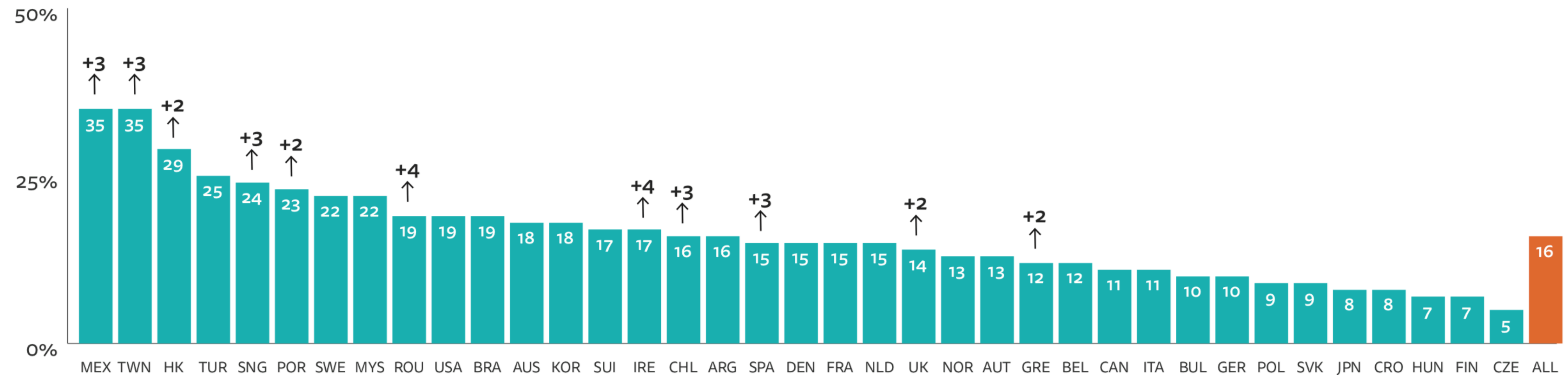
Ms. Buckingham recalled conducting a focus group where one of her subjects, a college student, said:

**“If the news is that important, it will find me.”**

**YOU ARE ALL SUPER WEIRD**

# Only **19%** of Americans and **15%** of Dutch said they had received *even one news alert* on their phone in the past week

PROPORTION THAT RECEIVED A MOBILE NEWS ALERT IN THE LAST WEEK – ALL MARKETS



**Q10.** Thinking about how you got news online (via computer, mobile, or any device) in the last week, which were the ways in which you came across news stories? *Base: Total sample in each market.*  
*Note: Also showing change from 2017.*

**42% of U.S. smartphone users said they have not read a single news article on it in the past 30 days.**

Increased access also  
means increased choice —  
and **most people choose  
something other than  
news.**



**15-25% of people**

- wealthier
- more educated
- more white-collar
- more liberal
- more politically engaged
- more appealing to advertisers
- more willing to pay for news

*The most important challenge of all:*

**Make news products that  
reach people who aren't  
like you.**

# NiemanLab

**Dank je wel!**

[www.niemanlab.org](http://www.niemanlab.org)

[twitter.com/jbenton](https://twitter.com/jbenton)

[joshua\\_benton@harvard.edu](mailto:joshua_benton@harvard.edu)