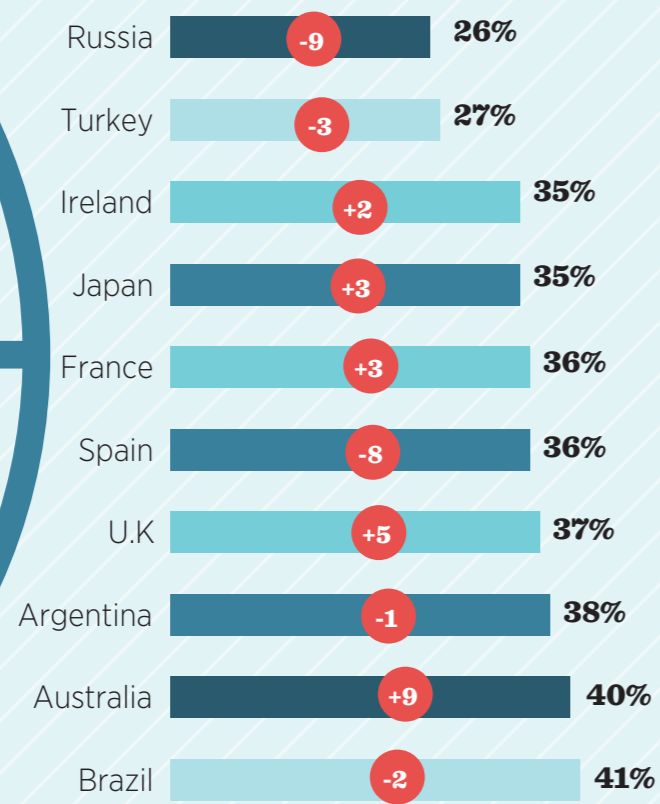


Media Distrust Around the World

Based on a survey of 26 markets (the 10 lowest are listed here), with 1,150 adult respondents per market

% OF TRUST IN THE MEDIA IN EACH MARKET



● YOY change

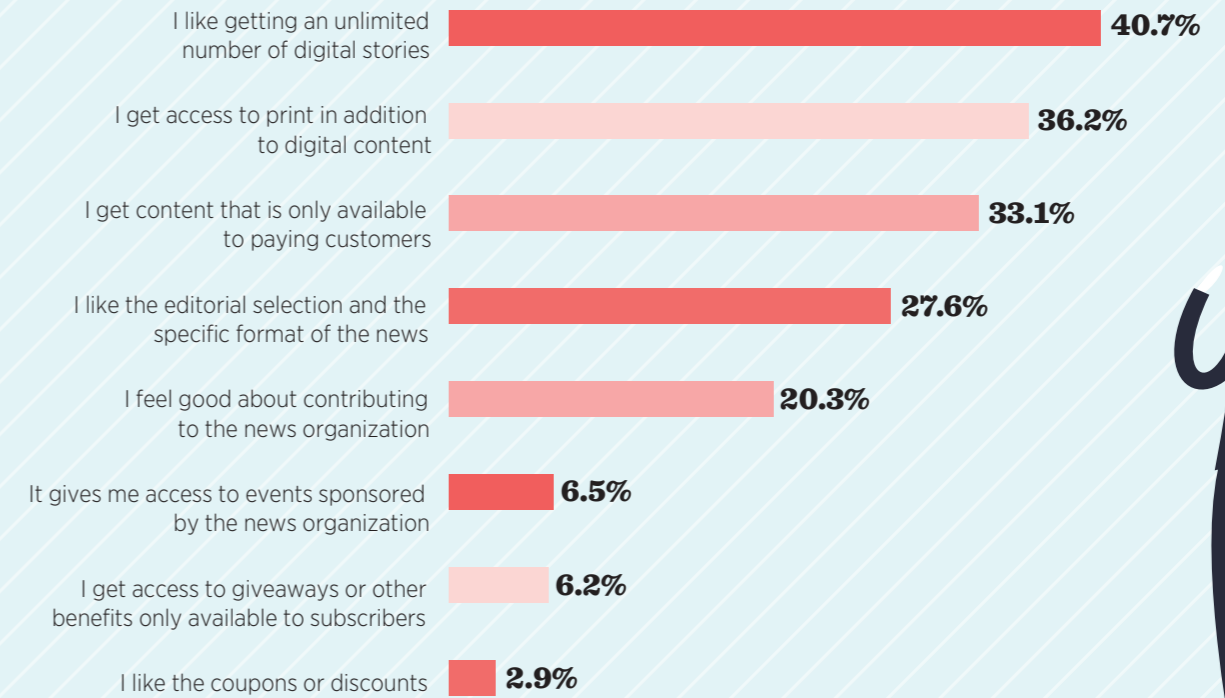


Source: 2019 Edelman Trust Barometer Global Report

Benefits of Subscribing

Based on a survey of nearly 4,000 participants in seven countries: the United States, France, Germany, Spain, the United Kingdom, Switzerland and Belgium.

WHICH BENEFITS DO YOU APPRECIATE MOST FROM PAYING FOR ONLINE NEWS?



Source: "Reinventing Digital Editions," report, Twipe, November 2018



7 Types of Mis- and Disinformation



- SATIRE OR PARODY:** No intention to cause harm but has potential to fool
- MISLEADING CONTENT:** Misleading use of information to frame an issue or individual
- IMPOSTER CONTENT:** When genuine sources are impersonated
- FABRICATED CONTENT:** New content is 100% false, designed to deceive and do harm
- FALSE CONNECTION:** When headlines, visuals or captions don't support the content
- FALSE CONTEXT:** When genuine content is shared with false contextual information
- MANIPULATED CONTENT:** When genuine information or imagery is manipulated to deceive

Source: Claire Wardle, First Draft

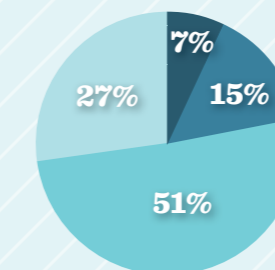
AI and the Newsroom

Based on responses from 195 digital leaders in 29 countries

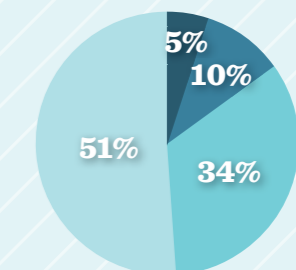
TO WHAT DEGREE DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

- Disagree
- Neither agree nor disagree
- Tend to agree
- Strongly agree

We need to invest in artificial intelligence (e.g machine learning) to help meet future challenges



We need to invest more in editors and journalists to help meet the future challenges



Source: "Journalism, Media, and Technology Trends and Predictions 2019" Digital News report, Reuters Institute for the Study of Journalism, January 2019