### 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

<table>
<thead>
<tr>
<th>Market</th>
<th>% of Trust in the Media in Each Market</th>
<th>YOY Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russia</td>
<td>26%</td>
<td>-9</td>
</tr>
<tr>
<td>Turkey</td>
<td>27%</td>
<td>-3</td>
</tr>
<tr>
<td>Ireland</td>
<td>32%</td>
<td>+2</td>
</tr>
<tr>
<td>Japan</td>
<td>35%</td>
<td>+3</td>
</tr>
<tr>
<td>France</td>
<td>36%</td>
<td>-2</td>
</tr>
<tr>
<td>Spain</td>
<td>36%</td>
<td>+3</td>
</tr>
<tr>
<td>U.K</td>
<td>37%</td>
<td>+5</td>
</tr>
<tr>
<td>Argentina</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>40%</td>
<td>+1</td>
</tr>
<tr>
<td>Brazil</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

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?

- **I like getting an unlimited number of digital stories**: 40.7%
- **I get access to print in addition to digital content**: 36.2%
- **I get content that is only available to paying customers**: 33.1%
- **I like the editorial selection and the specific format of the news**: 27.6%
- **I feel good about contributing to the news organization**: 20.3%
- **It gives me access to events sponsored by the news organization**: 6.5%
- **I get access to giveaways or other benefits only available to subscribers**: 6.2%
- **I like the coupons or discounts**: 2.9%

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

### AI and the Newsroom

#### AI and the Newsroom

Based on responses from 195 digital leaders in 29 countries

#### TO WHAT DEGREE DO YOU AGREE WITH THE FOLLOWING STATEMENTS?

- **We need to invest in artificial intelligence (e.g., machine learning) to help meet future challenges**: 51%
- **We need to invest more in editors and journalists to help meet the future challenges**: 10%

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

### 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