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Tinius Digest report on changes, trends and developments within the media business at large.

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Five predictions for 2023

Reuters Institute for the Study of Journalism at the University of Oxford has published a report on journalism, media and technology trends and predictions for 2023.

[Download the report.](#)

Five main trends:

1. Declining print production

Increasingly more newspapers will stop daily print production in 2023 due to rising print costs and weakening distribution networks. There may also be a further spate of revered titles switching to an online-only model.

2. The consequences of news fatigue

TV and broadcast news will be at the forefront of journalistic layoffs as news fatigue and competition from streamers gains traction. More TV broadcasters will talk openly about a timetable for turning off linear transmissions. Netflix's partial switch to an ad-based model increases the pressure further on advertising revenue.

3. Short-form video

More publishers will embrace creative short-form video storytelling to reach younger audiences on

social networks. Videos will get longer in search of sustainable revenue.

4. Collectives and micro-companies

The creator economy and individual journalism businesses may falter under the pressure of constant deadlines and content creation. To relieve the stress, collectives and micro-companies could be a new trend for 2023.

5. The metaverse is still far away

Even though the number of smart glasses and VR headsets is increasing and the technology is gaining attention, the metaverse development is, at best, still immature. Tens of billions of dollars in investment have not yet had meaningful results and won't win around the critics—or make the concept more relevant for journalism.

Language reveals biased news outlets

Researchers at the College of Journalism and Communications at the University of Florida have analyzed 6.000 political news stories.

[Download the research paper.](#)

Three main findings:

1. More negative

News outlets on the far right and far left generally choose a more negative angle on political news stories. The polarized news outlets had a lower ratio of positive to negative words.

2. Biases = shorter sentences

Political news stories from highly biased media outlets tend to use shorter sentences and less formal language than nonpartisan outlets. The findings are regardless of whether the media

outlets have a liberal or conservative bias.

3. Simpler language

Partisan news outlets write at a lower reading level than mainstream news organizations. For example, *Wonkette*—a far-left biased fringe publication—wrote at the reading level of a ninth grader, while Reuters, on average, wrote at the level of someone who had completed a year and a half of college.

Mobile still on the rise

Data.ai has published 'State of Mobile 2023' – an annual summary of mobile usage globally.

[Download the report.](#)

Three main findings:

1. Social and video dominate

Seven out of 10 minutes on mobile is spent in social and photo/video apps. The total time spent on mobile every day is up three percent—to five hours. This is one-third of people's average daily waking hours.

2. Ad spend rocketing

The mobile ad spending reached 336 billion dollars (+14 percent). The amount is comparable with the GDP of the world's 44th-largest economy. Data.ai is forecasting a slowdown to eight percent growth in 2023.

3 Gen Z = video

Gen Z is committed to video, user-generated content and mindfulness apps. TikTok is the undisputable favorite app among Gen Z—and also gaining traction in other age segments. TikTok has now surpassed Facebook, WhatsApp and Instagram in average monthly hours spent per user. The year-on-year growth is 75 percent—showing no signs of slowing down.

Distrust breeds polarization

Edelman has published its annual 'Trust Barometer 2023'.

Download the report.

Four main findings:

1. Skepticism towards media and journalists

42 percent believe media is a source of false or misleading information, and 68 percent don't find media a trustworthy source for information.

Globally 47 percent trust journalists – compared to 59 percent trusting random citizens of their countries.

2. Income influence perception

There is a significant income-based inequality regarding the perception of trust. People with high income expressed greater general trust than people with low income.

3. Spreading polarization

Sweden is among six countries defined as

severely polarized. Additional nine countries are in danger of severe polarization.

Drivers of polarization include:

- Distrust in government.
- Lack of shared identity.
- Systemic unfairness.
- Economic pessimism.
- Societal fears and distrust in media.

4. Do not mind your own business

Most people want more societal engagement from businesses, especially regarding climate change, economic inequality and energy shortages. This expectation puts companies at risk of being polarized.

Toddlers on the web

Mozilla has published findings from a survey among parents in the US, Canada, Great Britain, France and Germany.

[Download the report.](#)

Three main findings:

1. Two years old

Parents in North America and Western Europe reported introducing their kids to the internet sometime between two and eight years old. North America and the U.K. skew younger, with kids first getting introduced online between two and five for about a third of households.

2. Vulnerable children

Many parents believe their children have no idea how to protect themselves online. About one in

three parents in France and Germany don't think their child "has any idea how to protect themselves or their information online."

3. Digital parents

U.S. parents (seven hours a day) spend the most time online compared to parents in other countries, and so do their children (four hours). That's compared to two hours of internet use among children in France, where parents reported spending about five hours online daily.

All TV roads lead to... the US

The European Audiovisual Observatory has published its annual report on European audiovisual media services.

[Download the report.](#)

Three main findings:

1. TV in private hands

There are 12.275 audiovisual media services in wider Europe. Most of them are in private hands, and seven percent are in public ownership. One in four audiovisual media services in Europe is an on-demand service.

2. 1 in 5 is US owned

US groups play a prominent role in the European audiovisual sector. Around one in five (19%) of all TV channels (excluding local TV) are US-owned, and over one-third (36%) of all SVOD (subscription video on demand/streaming) and

TVOD (transactional video on demand/pay-per-view) services in Europe belong to a US company.

3. US parent companies

One in five of the top 50 TV groups in Europe and one in four top 50 on-demand service groups have a US parent company. Among the top 10 AV groups operating in Europe, the weight of US players is even more pronounced: Half of the top 10 TV groups and eight of the top 10 groups for on-demand services are of US origin.

Widespread harassment among media professionals

Researchers at Tampere University in Finland have studied hate speech and online harassment among media professionals.

[Download the research paper.](#)

Three main findings:

1. Widespread

58 percent of media professionals have experienced online harassment in the last six months. Seven percent reported weekly victimization.

2. Mostly harmless

Of the targets, 98 experienced milder forms of harassment. Moreover, 23 percent of targets knew

the attacker. 28 percent of the targets undertook at least one active reaction, and almost seven percent retaliated.

3. Gender differences

36 percent of female participants reported being underestimated because of gender, and 14 percent reported sexual harassment online.