



## 2017 GLOBAL OGILVY MEDIA INFLUENCE SURVEY EXECUTIVE SUMMARY

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The 2017 Ogilvy Media Influence survey examined the opinions of 255 news media professionals, including reporters, editors, and producers at top-tier outlets across the North American, Asia Pacific and EMEA regions. The journalists surveyed cover a vast range of topics, including national news, business and financial news, law and human resources news, as well as consumer trends, technology, entertainment, politics, healthcare, travel and multiethnic communities. Ogilvy Media Influence executes this survey annually. The qualitative survey was conducted via phone and email by team members based in 22 offices across the globe in April 2017.

The two-part, eight-question survey assessed journalists' opinions about reinventing their reporting methods amid the rise of a new media industry revolution. The first part of the survey (June 2017) evaluated journalists' perspectives on new strategies to adapt to an increasingly digital world. The second part of the survey (to be released later in the year) examined journalists' take on the challenges in the "fake news" era and its impact on the industry.

### Key Takeaways

- Facebook is the #1 gatekeeper for news today [39%], narrowly outperforming traditional news sources [32%] across the globe. However, on a regional level, we see distinctions in EMEA [almost 60%] and Asia Pacific [22%].
- Print media [40%] is viewed as the most successful platform in adapting to the digital world with slight regional differences; North America [45%], Asia Pacific [43%] and EMEA [32%].
- Journalists worldwide see digital platforms [34%] and smartphones and/or mobile devices [28%] as avenues to reimagine news reporting in a mobile era. Other burgeoning technologies, like virtual reality [9%] and artificial intelligence [7%] have yet to meaningfully resonate with media.
- For brands, a combination of earned media [40%], social media [27%] and influencer engagement [13%] is most effective for driving brand reputation and influence across all geographies.

### Full Results Summary

- 1. Globally, Facebook emerged as the #1 gatekeeper for news today [39%] – edging out legacy traditional media sources [32%] and significantly outpacing other social networks/digital platforms like Google [15%] and Twitter [4%].**
  - a. The global average similarly echoed results in North America, where the majority of journalists [37%] award the top spot as news gatekeeper to Facebook. Traditional sources [31%], Google [20%], Twitter [3%] and other [10%] followed.
  - b. In EMEA, almost 60% of respondents identified the world's most popular social network as the leading gatekeeper of news. Traditional sources [14%], Google [13%], Twitter [9%] and other [5%] followed.
  - c. In Asia Pacific, Facebook [22%] came in second to traditional media [50%]. Google [12%], other [15%], and Twitter [1%] followed.



2. **While print media's struggle to adapt to the digital era has been well-dissected over the last decade, across all regions, journalist themselves think the medium has done a significantly better job than other traditional media tracks.**
  - a. Globally, [40%] of journalists believe print media has done the best job in navigating the evolving digital landscape compared to television [33%] and newswires [27%].
  - b. In North America, [45%] journalists place print media ahead of television [34%] and newswires [21%].
  - c. In Asia Pacific, respondents report that print is the traditional media platform that has been most successful in adapting to an increasingly digital world [43%] with television [31%] and newswires [26%] following.
  - d. In EMEA, the field is split relatively evenly with print [32%], television [33%] and newswires [35%].
  
3. **Across all three regions, journalists feel digital platforms [34%] (live video, podcasts, eNewsletters, etc.) followed by smartphones/mobile devices [26%] present the biggest opportunity to reinvent the traditional new media industry model. Others rank as follows: branded content [13%], conferences and events [10%], virtual reality [9%], artificial intelligence [7%] and other [1%]**
  - a. North America - Digital Platforms [38%], Smartphones/Mobile Devices [28%], Branded Content [11%], Conferences/Events [8%], Virtual Reality [7%], Artificial Intelligence [6%], Other [2%]
  - b. EMEA - Digital Platforms [34%], Smartphones/Mobile Devices [24%], Branded Content [12%] Conferences/Events [12%], Virtual Reality [11%], Artificial Intelligence [5%], Other [2%]
  - c. Asia Pacific - Digital Platforms [30%], Smartphones/Mobile Devices [27%], Branded Content [15%], Conferences/Events [9%], Virtual Reality [8%], Artificial Intelligence [10%], Other [1%]
  
4. **Globally, journalists identified the combination of earned media [40%], social media [27%] and influencer engagement [13%] as the most effective communications mix in building brand reputation and influence.**
  - a. North America - Earned media [40%]; Social media [22%]; Influencer Engagement [16%]; Paid Media [5%], Other [16%]
  - b. EMEA - Earned media [37%]; Social media [34%]; Influencer Engagement [13%], Paid Media [11%], Other [5%]
  - c. Asia Pacific - Earned media [43%]; Social media [25%]; Influencer Engagement [12%], Paid Media [14%], Other [6%]