



The Future Case for PSB Universality in the Face of Fragmentation

Truth & Power Conference

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Agenda

- **The case for PSB**
- Three challenges to Universality
- Three models of trust
- Discussion

The Case for PSB

Analogue

- Mass Media
- Mass Market
- Too important to be left to the market

Digital Case

- Local content in globalizing world
- Shared understanding
- Pluralism
- Market failures continue

Agenda

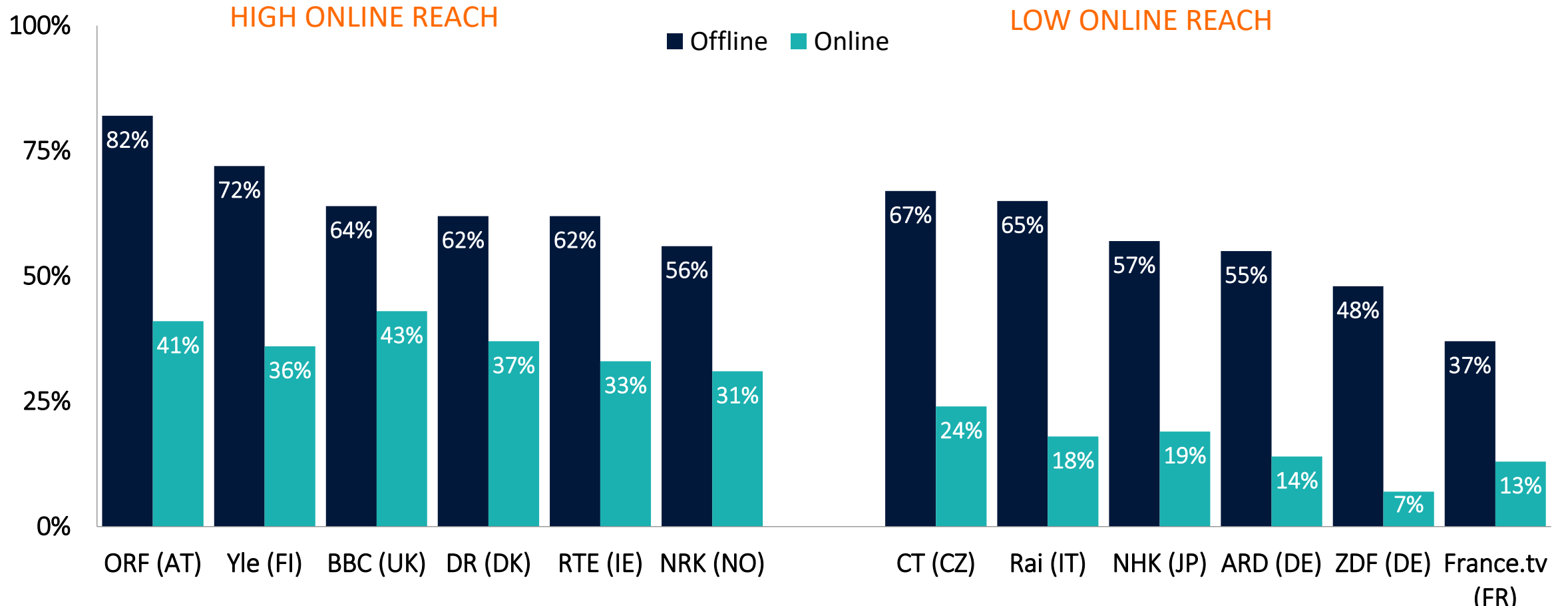
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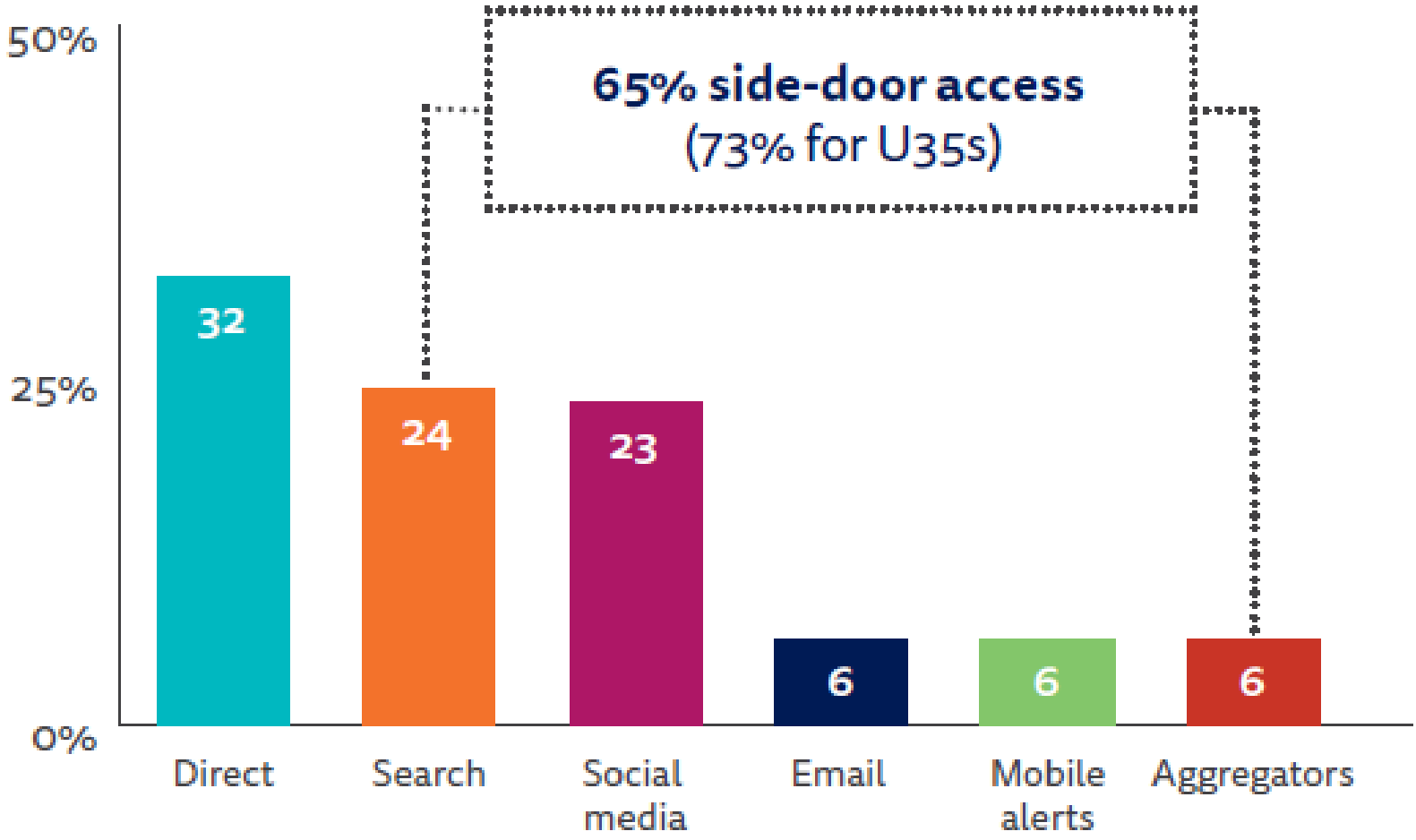
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 - Universal impact
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Weekly reach of public service broadcasters offline and online

Selected countries

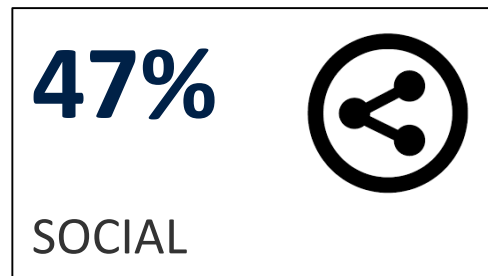
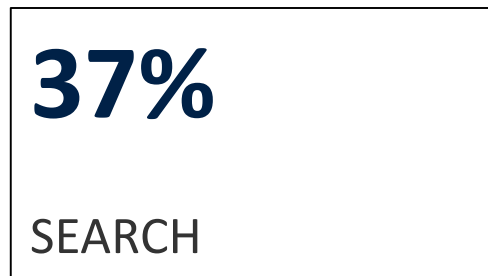
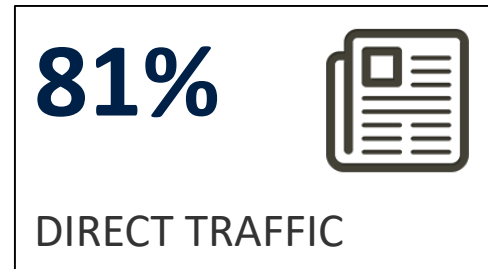


Preferred routes to news online (All Markets)

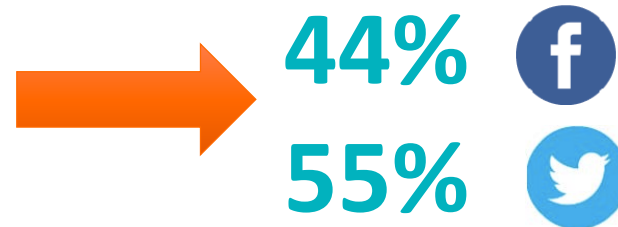


Q10a_new2017_rc.
Which of these was the MAIN way in which you came across news in the last week? Base: All/under 35s that used a gateway to news in the last week: All markets = 69246/19755.

But brand attribution in distributed environments is a problem



Fewer than half could remember the news brand that produced a story when coming from social media or search



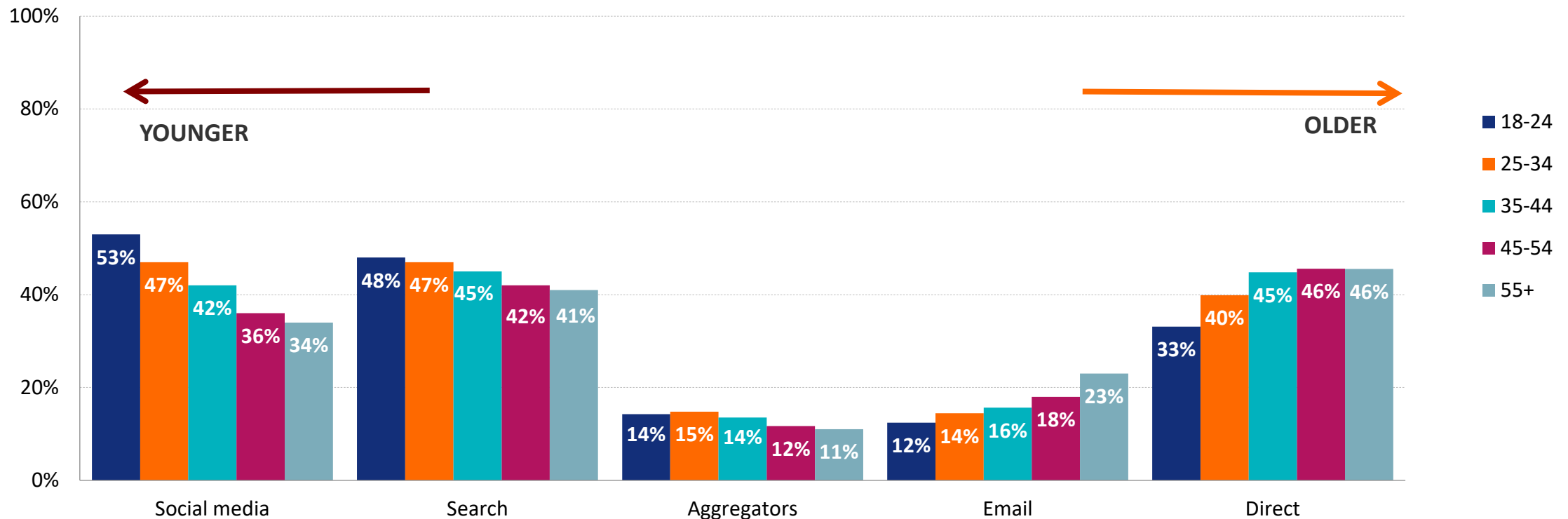
Based on YouGov 2017 passive tracking + 3000 surveys – UK only

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Preferred starting points for news

ALL COUNTRIES, BY AGE



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news?

Base: 18-24 = 7754, 25-34 = 12332, 35-44 = 12976, 45-54 = 12630, 55+ = 24620.

Use of main platforms for news in the UK

	All	16-24	Over 65
TV	69%	49%	89%
Newspapers (printed)	29%	14%	50%
Radio	33%	20%	35%
Internet (Any device)	48%	63%	18%

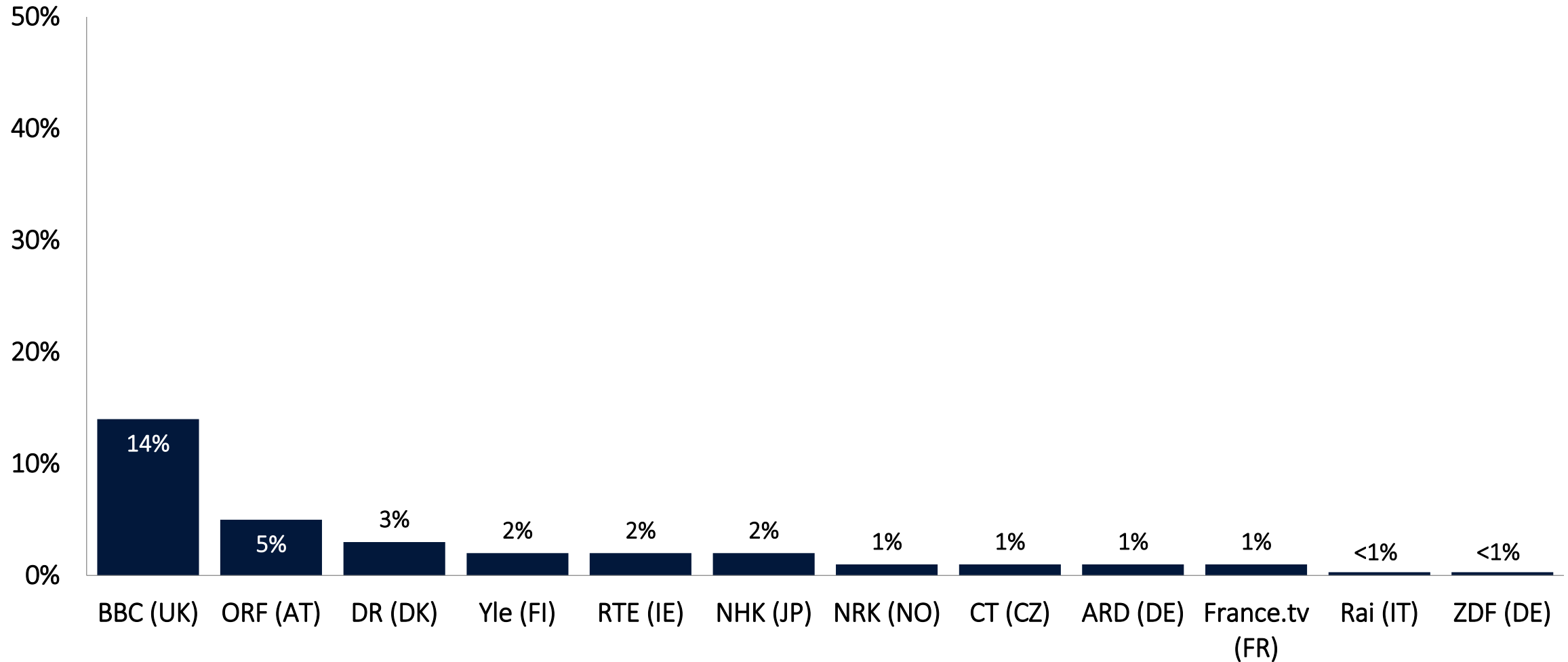
Source: Ofcom: “News consumption in the UK – 2016”

News avoidance
on the rise

29%
REGULARLY AVOID
THE NEWS

**HALF OF THESE SAY THE
NEWS HAS A NEGATIVE
IMPACT ON THEIR
MOOD**

Small proportion who rely exclusively on PSBs for online news (Selected countries)



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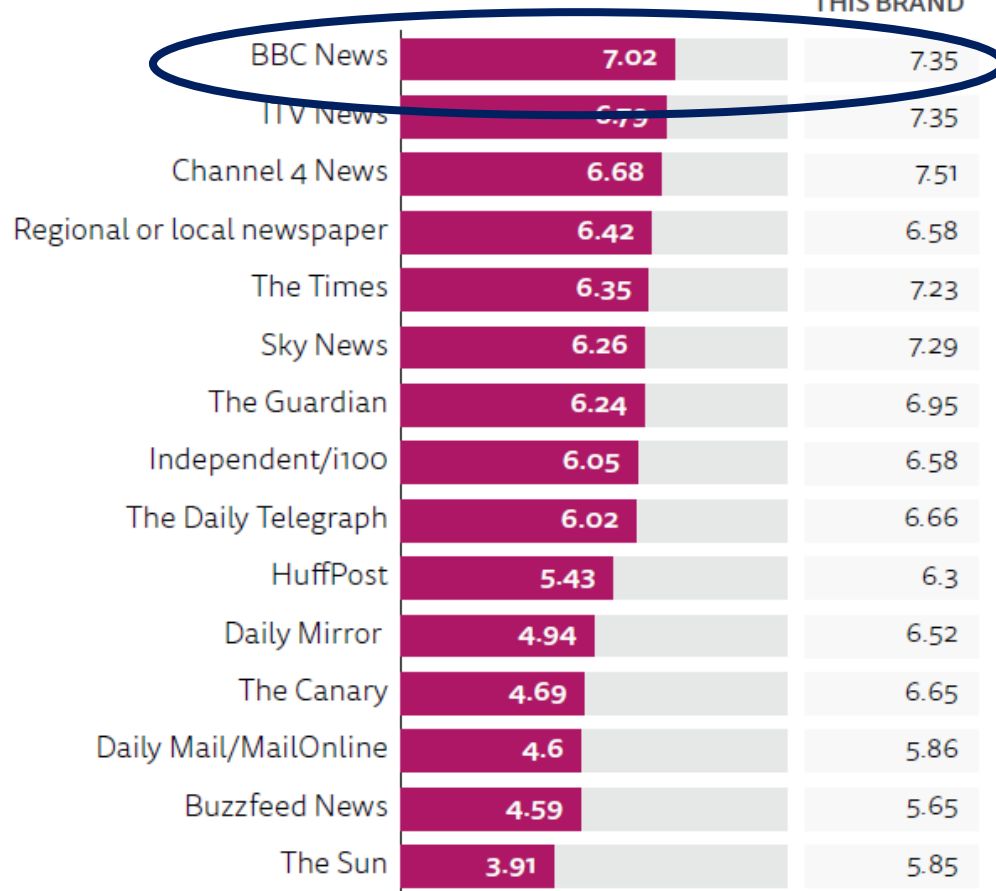
Trust scores by Brand: UK & Czech Republic



BRAND TRUST SCORES (0-10)

ALL THOSE THAT HAVE HEARD OF BRAND

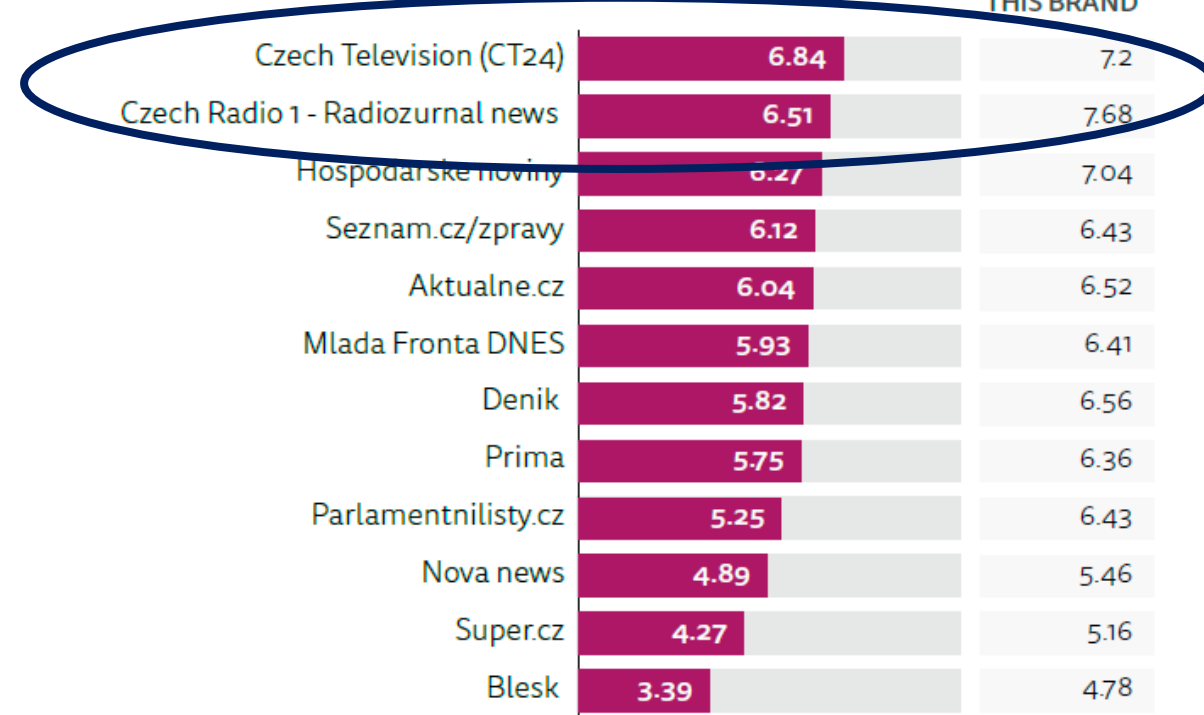
ALL THOSE THAT USE THIS BRAND



BRAND TRUST SCORES (0-10)

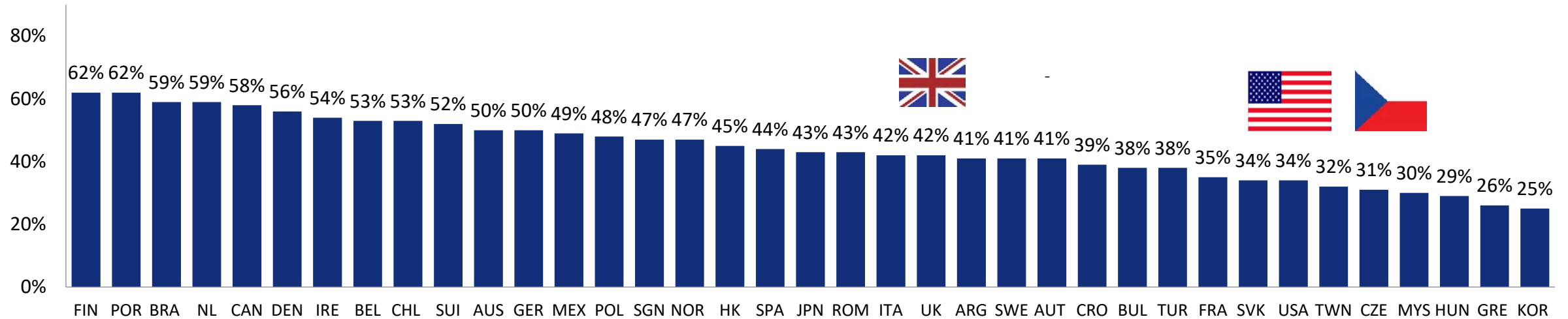
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ALL THOSE THAT USE THIS BRAND



% That agree you can trust the news most of the time

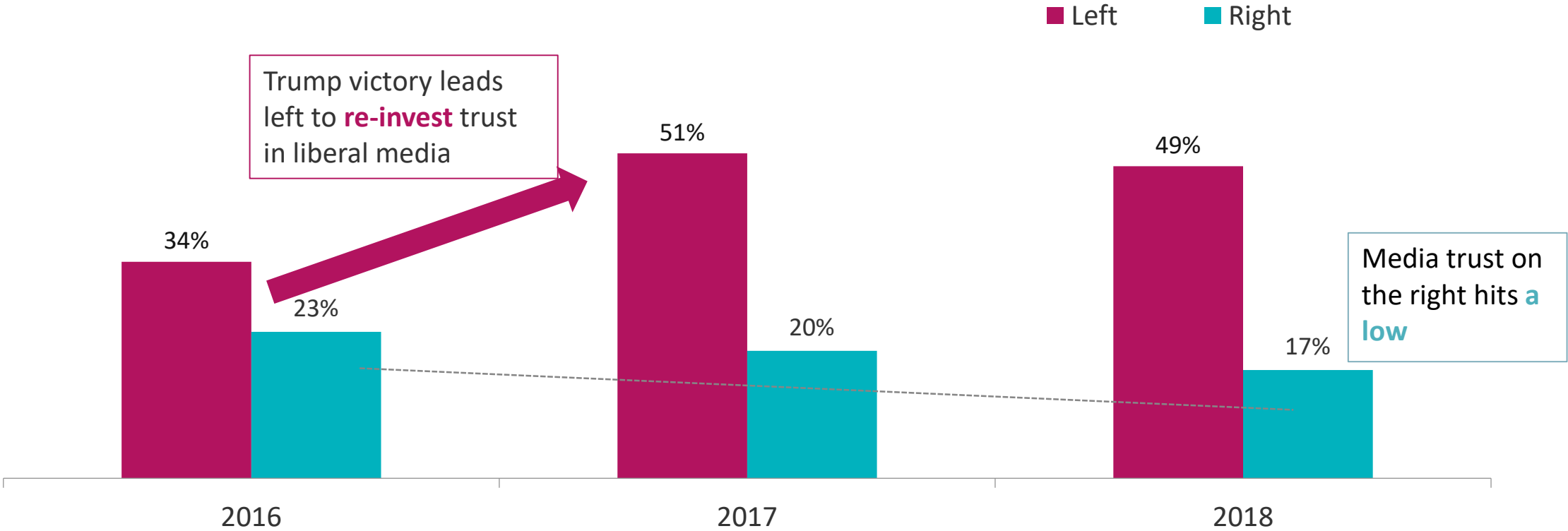
All Markets



Q6_2016_1. Please indicate your level of agreement with the following statements: - I think you can trust most news most of the time / Q6_2016_6. I think I can trust most of the news I consume most of the time

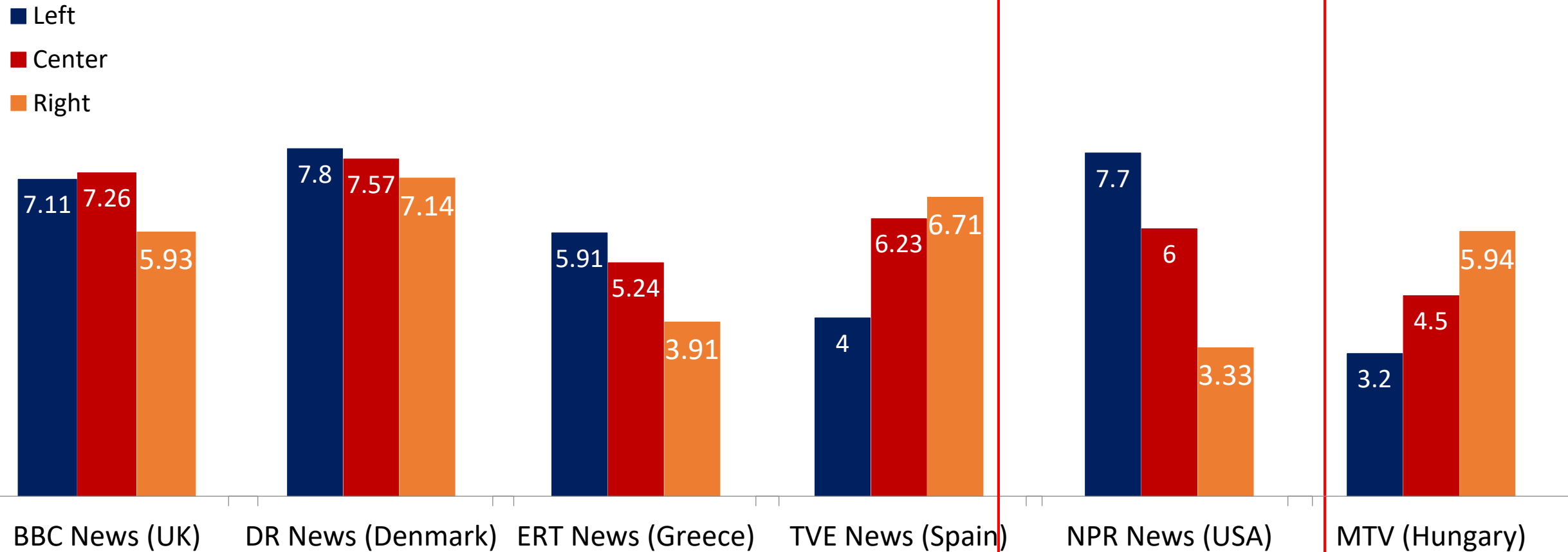
Base: All markets 2017

US media trust by political allegiance 2016-18



Q6. Please indicate your level of agreement with the following statement: - I think you can trust most news most of the time
Base: US 2016/2018, Left=476/567, Right=591/550

Trust in public service broadcasters' news according to political orientation

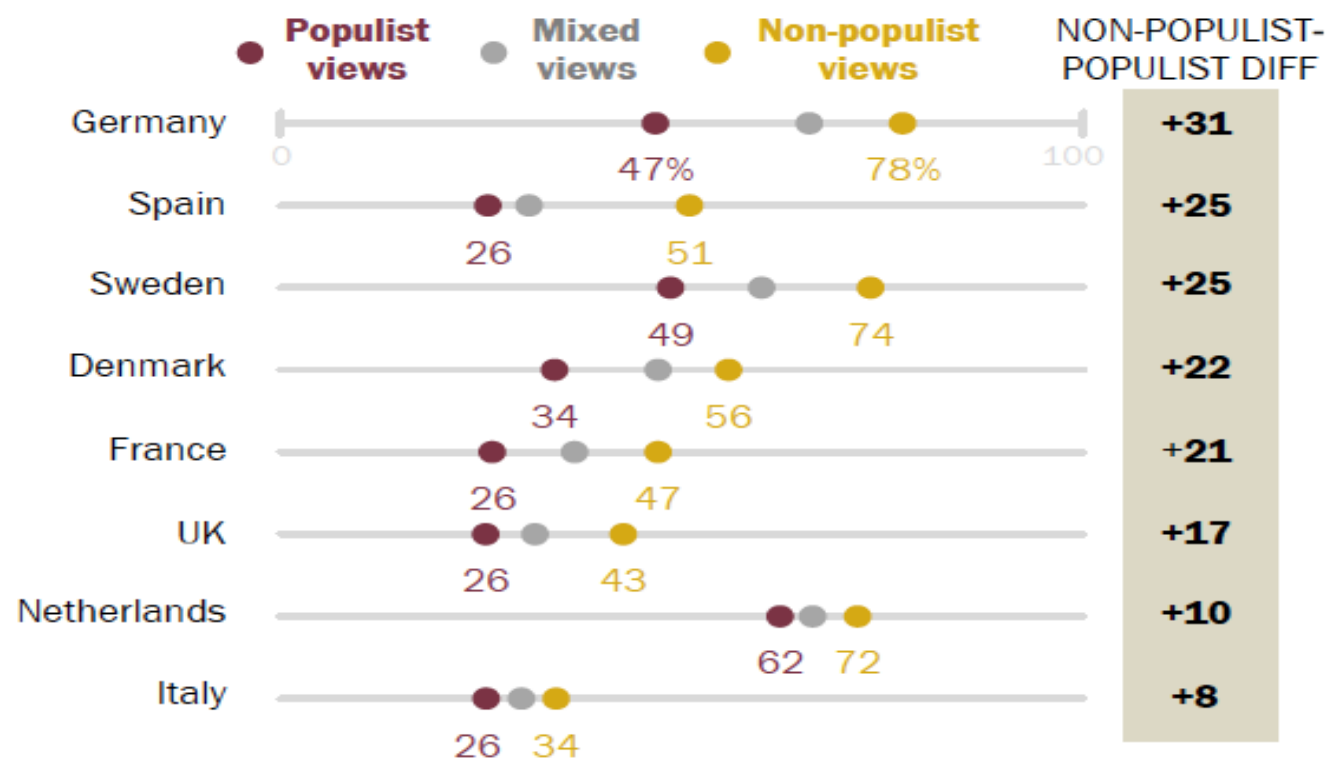


Q6_2018c) How trustworthy would you say the following brands are?

Pew Research finds Populist views a stronger driver of low trust in Europe than left/right divide

Those with populist views trust the news media far less than those who don't have populist views

% of adults in each country who trust the news media a lot/somewhat



Source: Pew Research Centre 2018

Tower Block residents vs TV Presenters

Another type of polarization –Jon Snow, Channel 4 News

“Why didn’t we enable the residents of Grenfell Tower – and indeed the other hundreds of towers like it around Britain – to find pathways to talk to us and for us to expose their story?”

In that moment I felt both disconnected and frustrated. I felt on the wrong side of the terrible divide that exists in present-day society and in which we are all in this hall major players. We can accuse the political classes for their failures, and we do. But we are guilty of them ourselves.

We are too far removed from those who lived their lives in Grenfell and who, across the country, now live on amid the combustible cladding, the lack of sprinklers, the absence of centralised fire alarms and more, revealed by the Grenfell Tower fire.....

Grenfell speaks to us about our own lack of diversity, and capacity to reach into the swaths of western society with whom we have no connection.”

Source: Jon Snow, McTaggart Lecture, August 2017

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Some ways of thinking about Trust and PSB

Authority

Authenticity

Affinity

Approaches to PSB trust in new environment

Authority

- Trust as distance
- Assurance, Expertise - Pilots, Surgeons, others?

Authenticity

- People who tell it like it isfrom their experience
- The unvarnished authentic truth, no spin or 'cleverness'

Affinity

- They understand what matters to me
- They seem to value me and care about what I think
- **They might even be like me!**

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Discussion

- Universal availability
- Universal Impact
- Institutional Legitimacy & trust in polarizing environment
- Rethinking PSB trust
- PSB, elites and the public



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