



# NEXT GEN NEWS 2

Anticipating the audiences of 2030 and the strategies to meet them

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[next-gen-news.com](https://next-gen-news.com)

RESEARCHED AND PRODUCED BY:

**FT** STRATEGIES



SUPPORTED BY:

Google News Initiative

# Welcome!



**Lamberto Lambertini**

Insights Manager  
FT Strategies  
NGN 2 Co-author



**Jeremy Gilbert**

Chair for Digital Media Strategy  
Knight Lab, Northwestern Medill  
NGN 2 Co-author



**Oluwadunsin Sanya**

Head of Editorial & Innovation  
BellaNaija  
NGN2 exemplar news producer



**Tai Nalon**

Executive Director & Founder  
Aos Fatos  
NGN2 exemplar news producer

# Agenda

- Quick tour into **Next Gen News 2 findings** 20 mins
- Q&A with **2 exemplar news producers** from NGN2 30 mins &  
10 mins audience Q&A



**Oluwadunsin Sanya**

Head of Editorial & Innovation  
BellaNaija



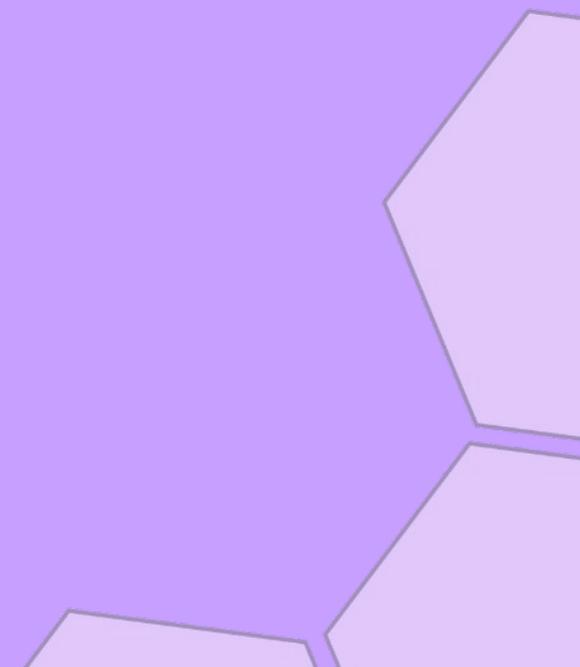
**Tai Nalon**

Executive Director & Founder  
Aos Fatos

**NGN2 Introduction**

# Study Explainer

**TLDR of what & how we did this research**



# What is Next Gen News?

Our research aims to better understand the **future of news consumption in 2030**



by uncovering the **emerging behaviors and modes of engagement** of the **next generation** of news consumers



in the hope that news producers can use these insights to **bridge** what we call **the Ideal News Experience gap**

# What is Next Gen News?

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**Next Gen News 2 focus**

# NGN1

## **Interviews:**

Three countries;  
45 people, ages 18-25

## **Advisory Board:**

19 industry experts



# NGN2

**Survey:** 5,000 respondents;  
five countries; ages 18 - 101

**Diary study:** 84 participants;  
five countries; ages 18-28

## **Interviews:**

19 emerging news producers



# Emerging News Producers



**Lisa Remillard**  
Scroll: TikTok



**Aos Fatos**  
Substantiate: O&O,  
WhatsApp, Chatbot



**Zetland**  
Sensemake: O&O



**Climate Adam**  
Study: YouTube



**Mohak Mangal**  
Study: YouTube



**Morning Brew**  
Scroll: YouTube, Insta



**The Edinburgh Minute**  
Sent: Substack



**Local News Int.**  
Sensemake: YouTube



**AllSides**  
Substantiate: O&O,  
Insta



**QoT**  
Sensemake: Instagram



**Nick Valencia**  
Scroll: Substack & Insta



**BellaNaija**  
Sent: O&O, Insta



**InShorts**  
Study: YouTube



**Paul Rivera**  
Scroll: Insta,  
Substack



**SPIL**  
Sent: TikTok, Whatsapp



**The Pioneer Briefing**  
Sensemake: Podcast



**James Li**  
Scroll: TikTok & Insta



**The Pudding**  
Seek: O&O, Insta



**Legit.ng**  
Sensemake:  
YouTube, Facebook



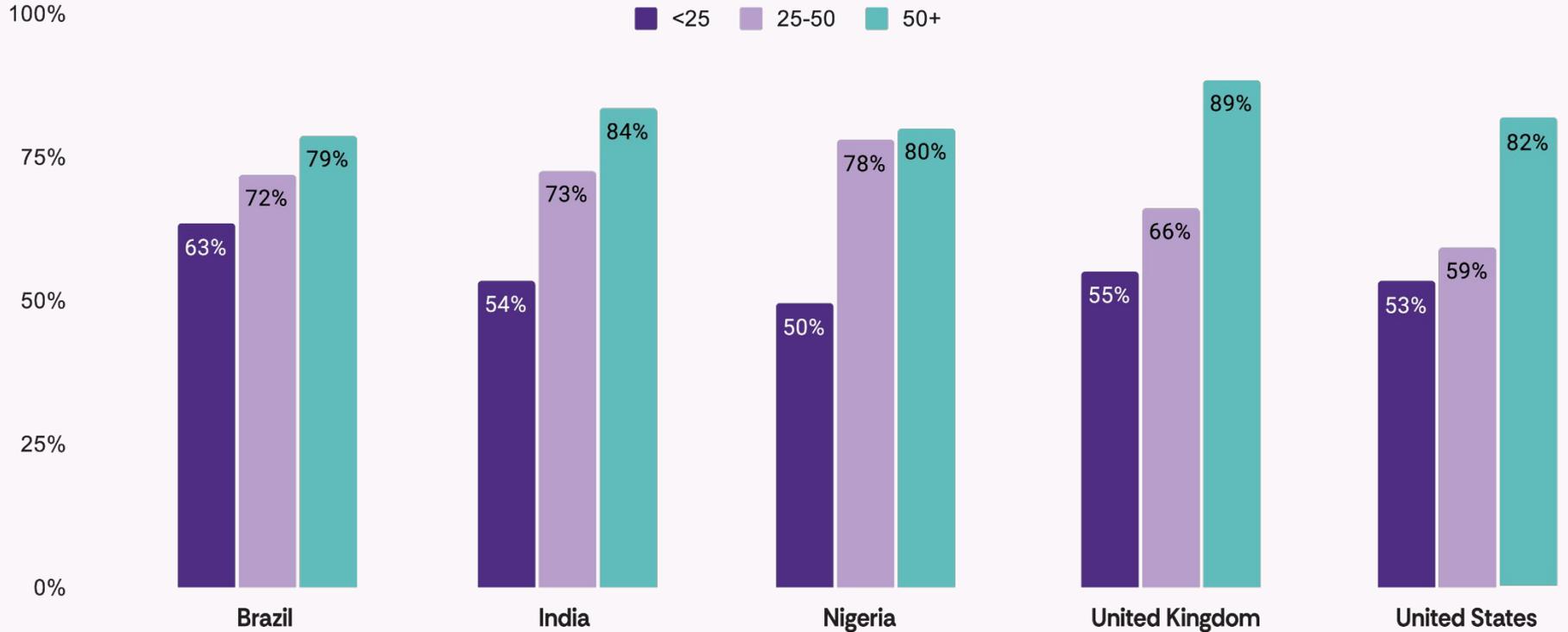
## NGN2 Key finding 1

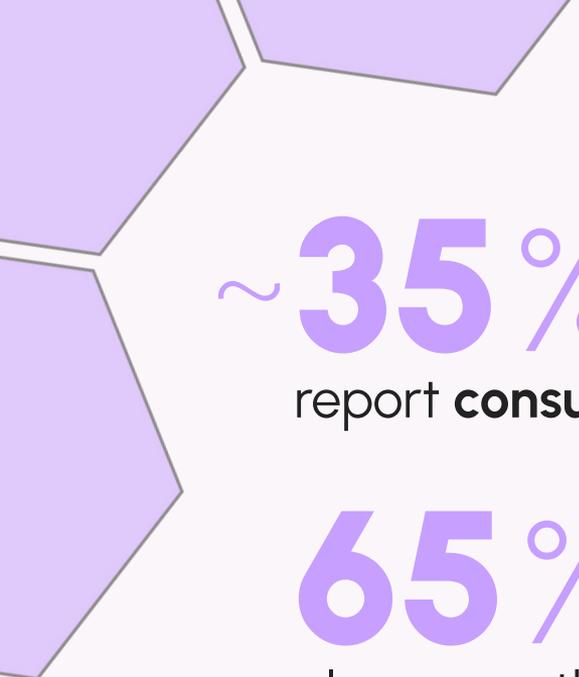
# Attitudes towards news

The next generation **sees the value of news** and are far from apathetic to it. Yet, **they do worry about managing a feeling of content overwhelm.**

# Most young people encounter news at least daily

Share of each age group consuming news at least 'once a day':





~ **35%**

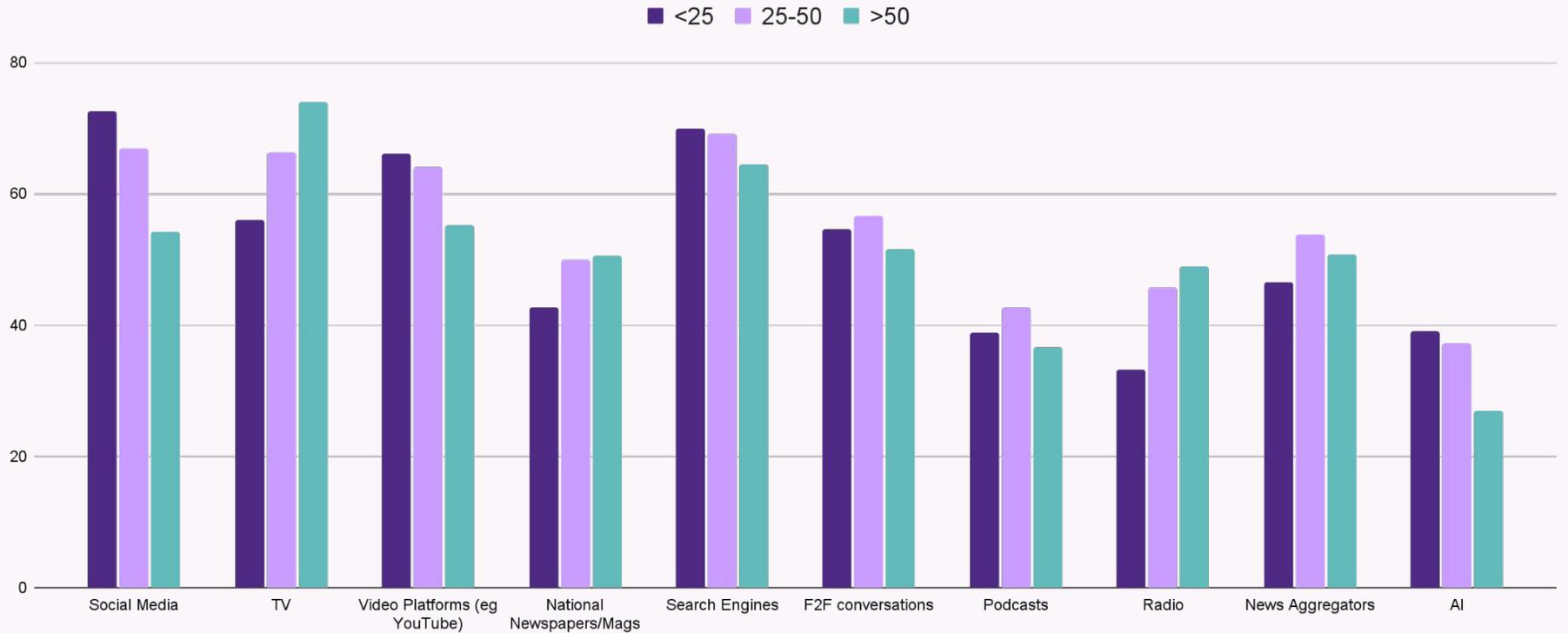
report **consuming news multiple times per day**, and

**65%**

also agree that **news has value for their personal and professional development**

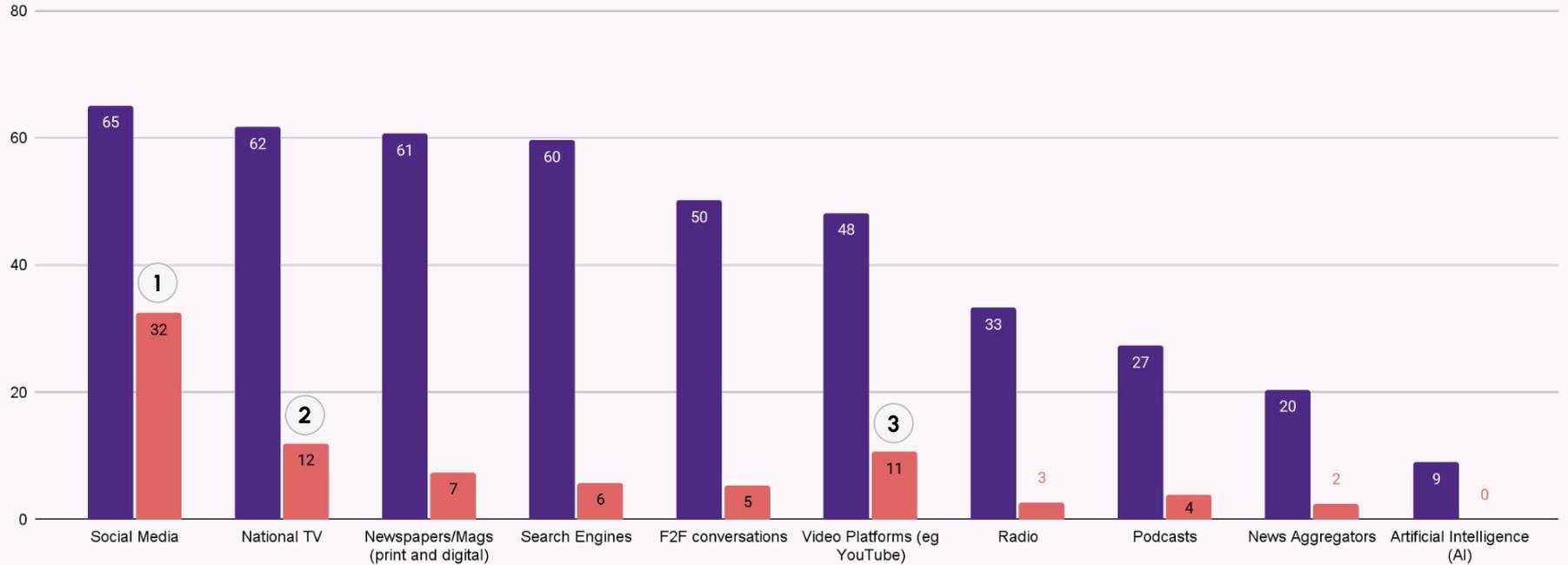
# Top sources for consumers by age (all countries)

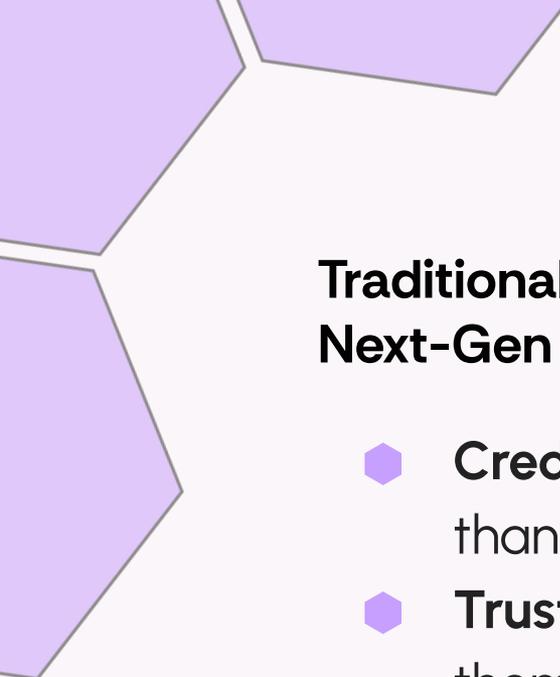
Percent getting news 'often' or 'sometimes' from each source



For <25, when asked about their MAIN news platforms, video platforms jump to third highest

■ Frequency 'Often' & 'Sometimes' ■ Main

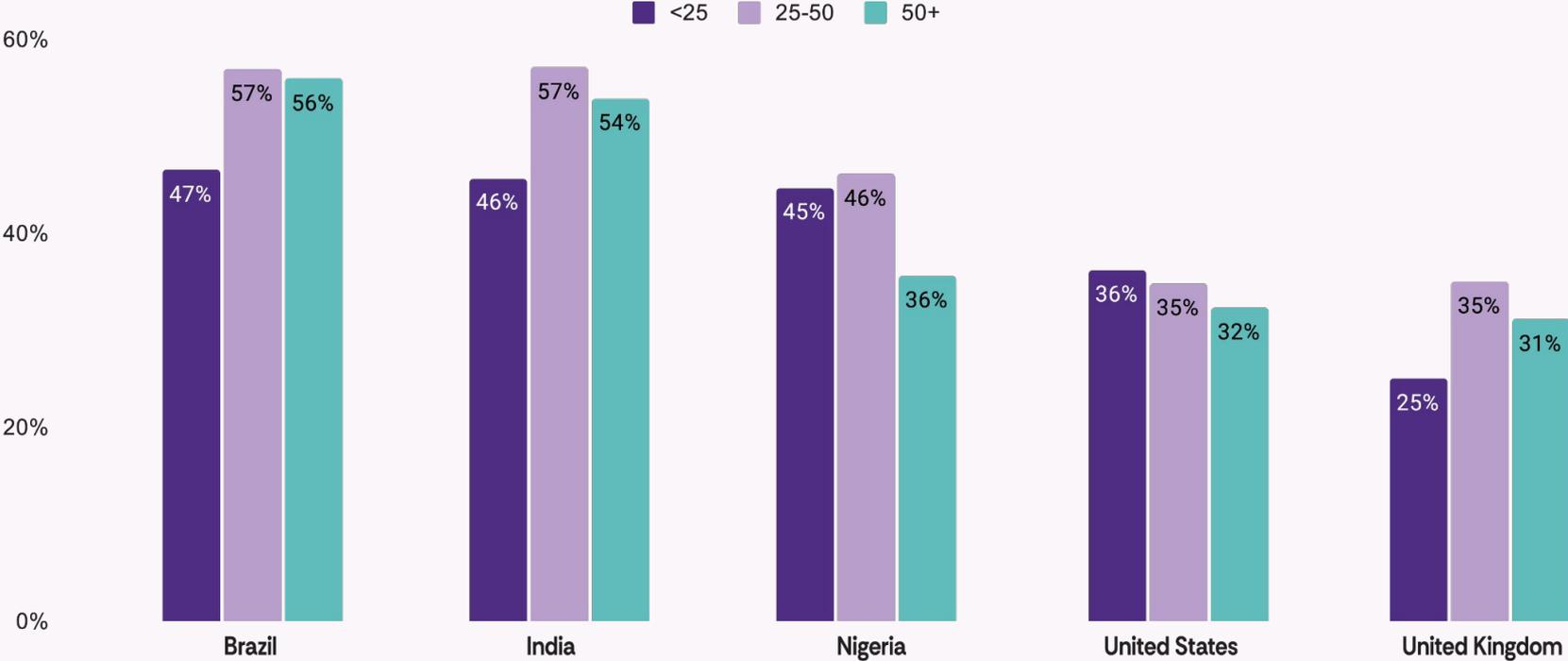




**Traditional news producers** benefit from a 'halo effect';  
**Next-Gen producers** grab attention & build community through

- **Credibility** from personal experience / expertise rather than institutional affiliation.
- **Trust** through affinity. "trust their information by first trusting them as people"
- **Transparency** is key to this trust & is fostered by the authentic presentation of their personality.
- **Accessibility** through recognisable language and formats

# Younger generations are generally *less likely* to avoid the news, but do think that it should take little effort to keep up with it



# 54%

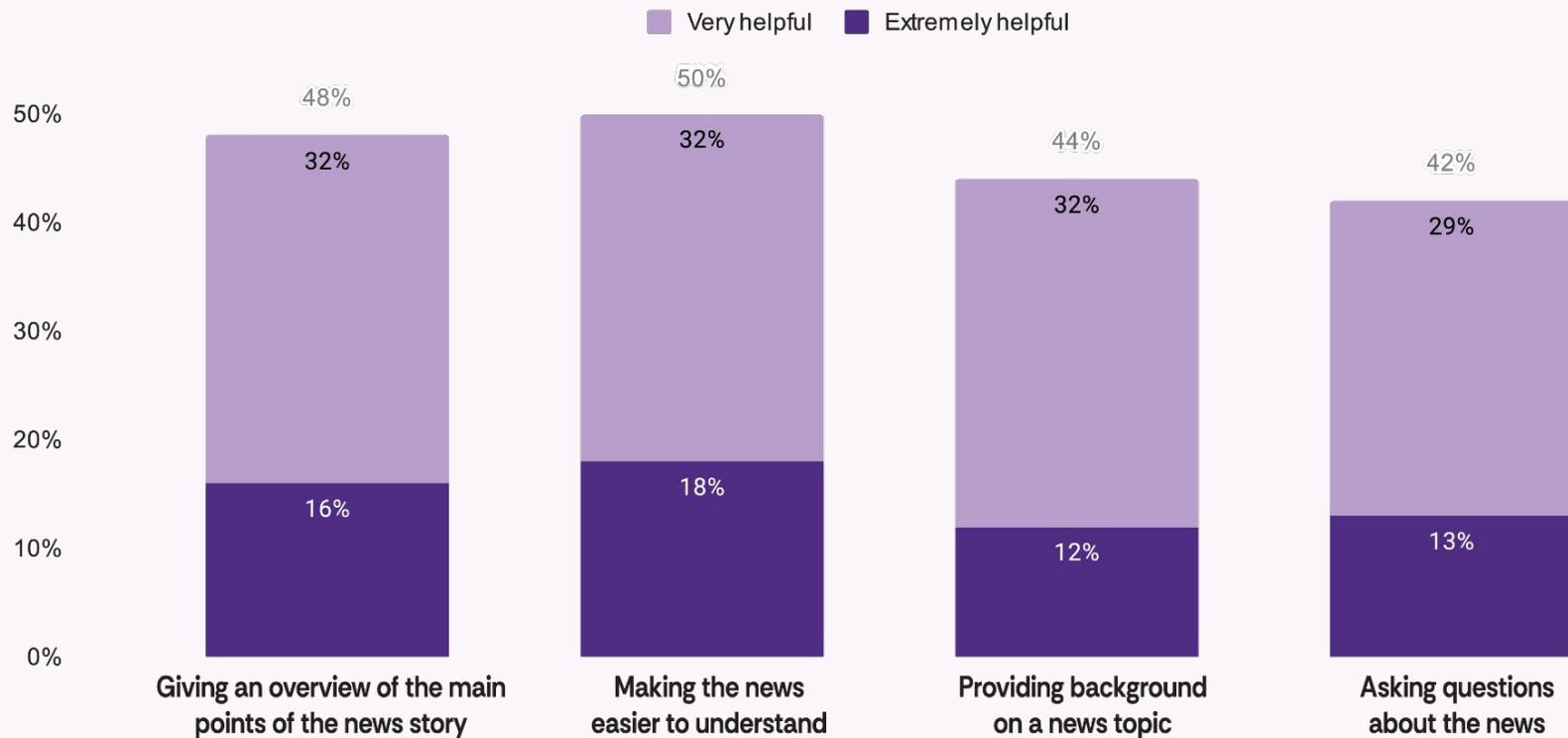
of young people agreed that **“keeping up with the news should not take up very much time”**, yet

# 68%

**Prefer an in-depth story to a summary**, when the topic interests them.

# Many next gen consumers find AI helpful for news

Share of respondents under the age of 25 who believe AI is either 'extremely helpful' or 'very helpful' for news consumption:





## Definition and expectations of news are altered

### News used to be...

- finite and "finishable"
- defined by news producers
- distinctive formats and styles

### Now, news is...

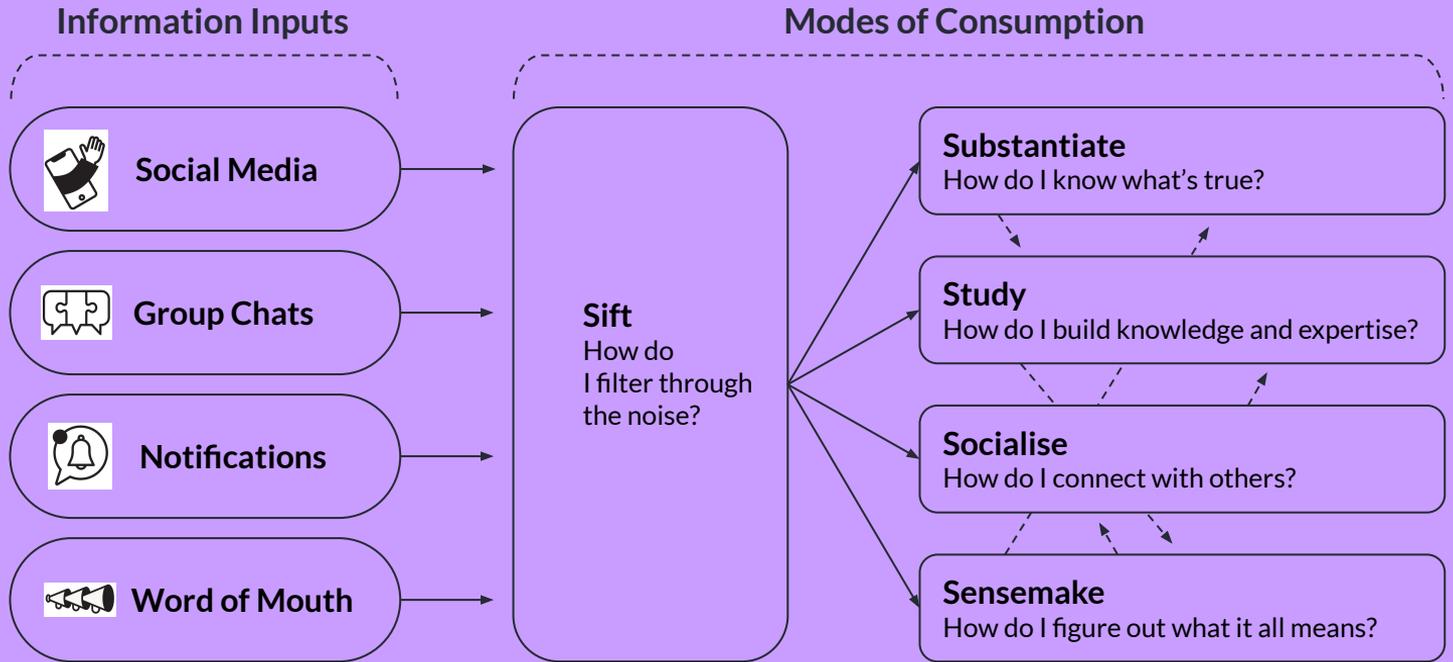
- infinite and unfinishable
- defined by consumers
- uses the same forms and styles as many other kinds of content

## NGN2 Key finding 2

# Modes of Engagement

News consumers **consciously choose how to spend their attention**. They exhibit **distinct behaviors that help them find news** that meets their needs, especially **when it comes from brands and voices that they trust in formats that they value**.

# Modes of Consumption from NGN 1



# Modes of Engagement in NGN 2

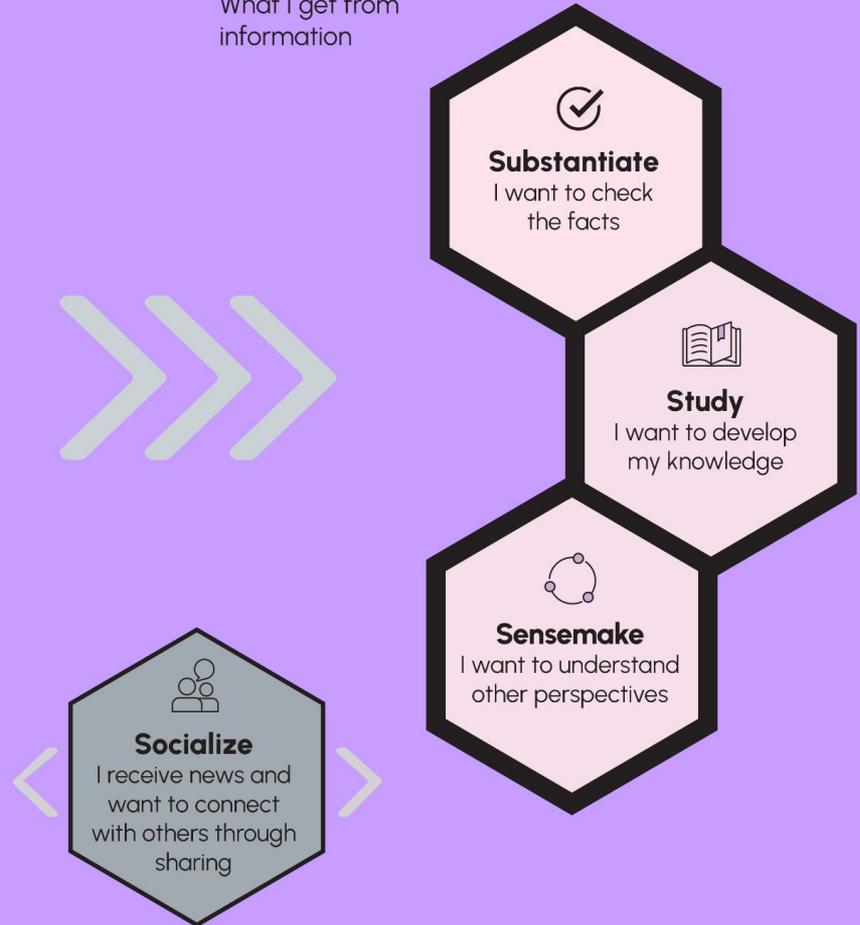
## SIFT

How I discover information



## CONSUMPTION

What I get from information





Scroll

# I incidentally stumble on news

## What triggers scrolling?

- Looking for entertainment
- Quick break in between tasks during the day**
- Reflexive habit
- Fear of missing socially valuable information**

## Scrolling behaviors

- Scrolling through social media and reacting to content as it appears
- Occasionally moving from scroll to a deeper engagement mode**
- Reading comments as additional content for sensemaking or substantiation

## SIFT: SCROLL

I love that I don't have to make it so intentional... I can just be more casual. **I can stumble across things and just see things as I scroll.** If I need a break, I can look at more of the entertainment side of the app. And if I wanna learn more, I can hone in on that and do more research within the app.



**Estazia**

United States



Scroll



# I incidentally stumble on news - Recommendations

## Package for the platform

- Post Consistently and Predictably
- Balance the tone to make news entertaining without trivializing serious events
- Develop repeatable storytelling templates

## Select Stories & Topics That Break Through

- Reverse the journalism process
- Choose the right story for the platform

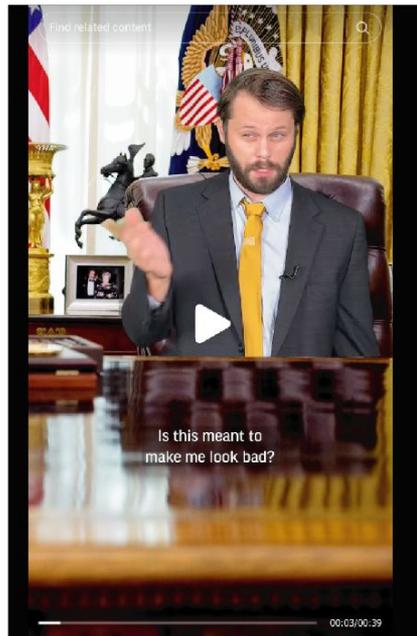
## Win The First Two Seconds

- State your topic upfront
- Use a hook to make people stop and listen
- Build a unique, recognizable visual identity

# Scroll Case Study: Local News International



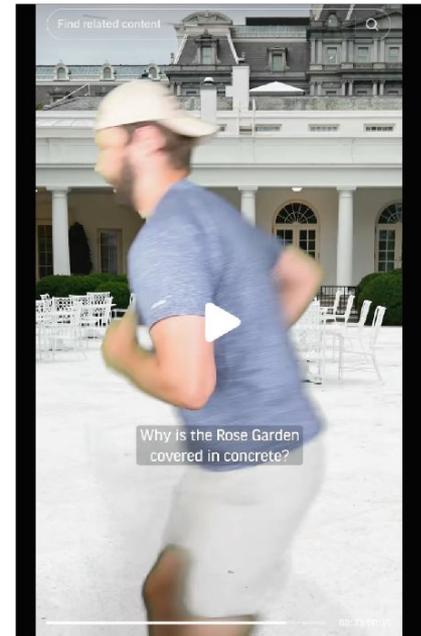
Within the first second, you know what the story is about and recognize Dave Jorgenson



Caricatures of famous leaders (e.g. Donald Trump) make reference to, and satirize, decision making



Other characters add comedic effect and allow the video to anticipate and address audience questions



Jokes about stories in the social zeitgeist add humor and increase the likelihood of peer-to-peer sharing



# I intentionally look for news

## What triggers seeking?

- Wanting a summary of important news for the day
- Looking for updates on an ongoing story of interest**
- Investigating a story they heard about**
- Reading updates on a specialized interest

## Seeking behaviors

- Visiting a trusted news-exclusive website/app or emerging news producer for top headlines / roundup
- Listening to an aggregator or headlines podcast
- Browsing a news aggregator**
- Visit a search engine about a topic, paying attention to trusted sources**

## SIFT: SEEK

I don't use the Times of India consistently every single day, but a few times a week, **I visit it when I really want to catch up...** I trust it because the news is well-structured, easy to read, and covers both national and international topics, so I can quickly get a clear picture of what's going on."



**Tanya**  
India



Seek



# I intentionally look for news - Recommendations

## Guide Discovery

- ◆ Deliver curated briefings
- ◆ Offer live formats that capitalize on immediate interest
- ◆ Design intuitive interfaces within owned and operated platforms

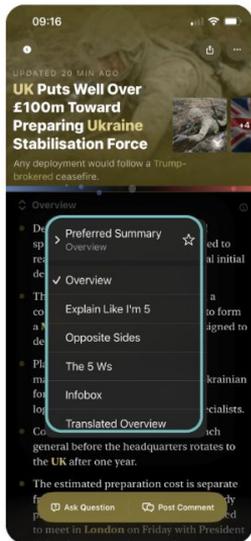
## Give Control

- ◆ Enable meaningful personalization and control
- ◆ Allow audiences to tailor content to their preferred format

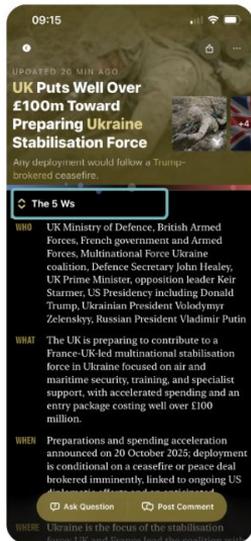
## Personalize with Purpose

- ◆ Recommend content that is likely to be of interest to an individual

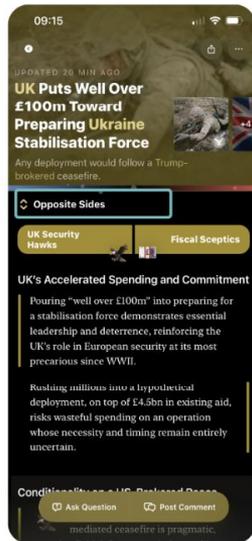
# Seek Case Study: Particle News



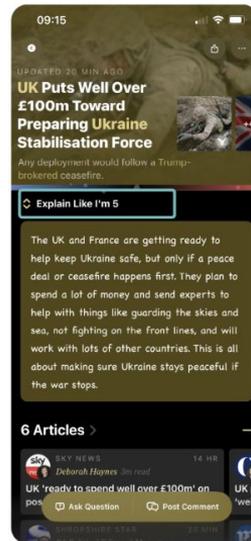
1 Using AI, Particle gives readers the option of displaying a news story in 6 different ways



2 The 5 Ws (Who, What, When, Where, Why)



3 Opposite takes on the same story



4 Explain like I'm 5, for simple explanation



# I directly receive news I signed up for

## What triggers subscribing?

- ◆ **Subscribe is unique because content discovery is not directly triggered by consumer action.**
- ◆ Receiving push notification from news or aggregator app
- ◆ Finding newsletters in an email inbox

## Seeking behaviors

- ◆ Reviewing headline and preview summary, with no further action
- ◆ **Clicking through to skim content in embedded links**

## SIFT: SUBSCRIBE

**I really like getting the notifications about the news** but also making it easy to ignore if I'm not in the mood to look at it. **I tend to just read the headings which doesn't take long** but then if I want to know more, I can easily click on the notification."



**Jessica**

United States





# I directly receive news I signed up for - Recommendations

## Sync with Habits

- Design delivery around audience routines and preferences, not output cycle
- Offer Customizable Delivery
- Leverage Smart Scheduling by Aligning Delivery to Daily Habits

## Build for Completion

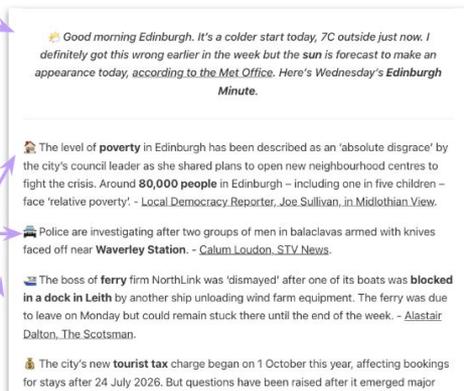
- Make subscribe content dense and easy to complete
- Standardize the Skeleton for Instant Scanning
- Keep It Short, but Provide Options to Go Deeper

# Subscribe Case Study: The Edinburgh Minute

Plain language updates on the key contents of the newsletter



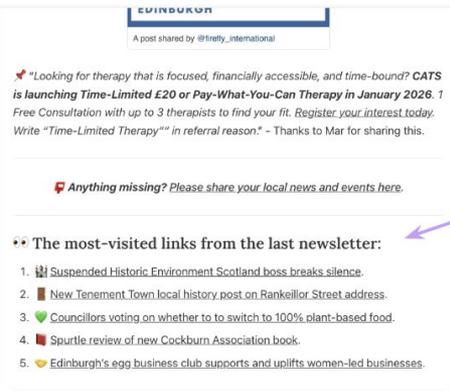
A softer tone for the introduction usually focusing on weather or the author's mood



A long list of key stories, each with two sentences max, along with an emoji to introduce the topic, and a follow-up link



The Community Noticeboard after the news, where members can share links to events and things happening in the city



Most-visited links from last newsletter, to help people stay up to date in case they miss any edition

# Modes of Engagement in NGN 2

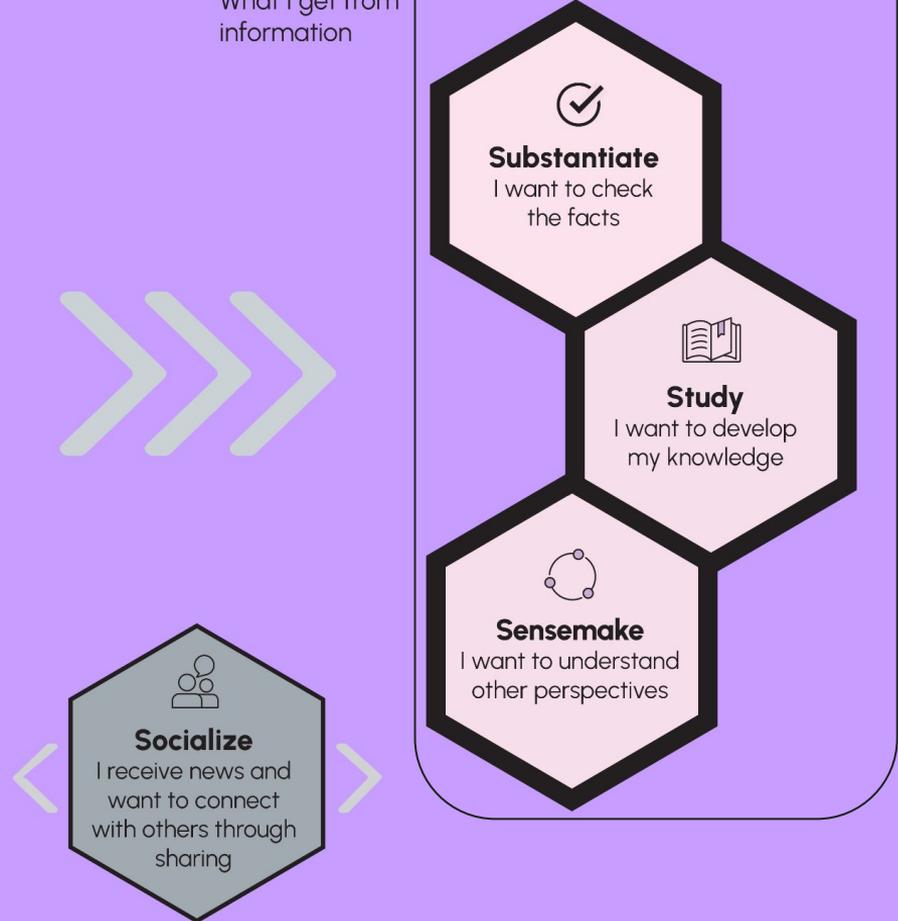
## SIFT

How I discover information



## CONSUMPTION

What I get from information





Substantiate

# I want to check the facts

## What triggers substantiation?

- ◆ **A desire to better understand a headline**
- ◆ Content that seems too good (or too bad)
- ◆ Overly sensational language
- ◆ Civic or political content that reads as unfair or unbalanced
- ◆ **Rough grammar or image quality**
- ◆ Potential use of AI

## Substantiation behaviors

- ◆ Reading comments for fact-checking or suspicion
- ◆ **Verifying headlines with trusted sources**
- ◆ **Searching to see if multiple sources reported similarly**
- ◆ Checking bias-reporting aggregators to understand the “whole story”

## CONSUMPTION: SUBSTANTIATE

“If I'm reading something tabloid-y or I think something might not be true, I read **multiple sources and just compare what seems the most consistent.**”



**Morgan**  
United Kingdom





# I want to check the facts - Recommendations

## Meet Your Users

- Prioritize accuracy and relevance over speed or volume
- Push information directly to audiences

## Lead With Facts

- Start with the claim
- Create quick, easily digestible formats

## Show Your Work

- Stitch primary source materials into the content

# Substantiate Case Study: Aos Fatos, Fatima ChatBot



- 1 Integration with WhatsApp for convenience
- 2 Includes citation and links
- 3 "Was this useful" AI reinforcement learning
- 4 Ability to ask free-text open questions
- 5 'I don't know how to answer that' response if no relevant materials are returned via Retrieval-Augmented Generation



Study

# I want to develop my knowledge

## What triggers studying?

- ◆ **Highly relevant news stories that extend interests or upskilling**
- ◆ **Civic stories that require higher understanding levels for full context (e.g. tariffs)**
- ◆ Ongoing, recurring news that requires timelines and context
- ◆ Desire to pass time during another task, and feels productive and educational

## Studying behaviors

- ◆ Moving from a headline to the actual content from the same source
- ◆ **Searching for long-form content from a trusted source**
- ◆ **Consuming long-form video and audio content as pastime**

## CONSUMPTION: STUDY

“When I watch a [long-form] video, I not only hear the news, but also see interviews, visuals, and detailed breakdowns, you know, which help me understand a bigger picture and what's actually happening.”



**Mithil**  
India



Study



# I want to develop my knowledge - Recommendations

## Show Interest

- Open with the motive, not just the topic
- Use mini-brands or shows as a creative sandbox
- Develop repeatable storytelling templates

## Go Deep

- Start with a learning goal to orient the audience and prime attention
- Favor evergreen or under-explored themes
- Build concepts progressively.

## Bring It to Life

- Gather original evidence and showcase it in original ways
- Show your process and develop a signature form

# Study Case Study: Mohak Mangal “I Investigated The Fake Paneer Scam”

In Mohak’s introduction, he addresses why he’s interested in the topic and what pushed him to investigate

00:00 – 0:50



## Transcription excerpt

“The Paneer you’re eating happily, is it real or fake?... My family and friends know that I live on Paneer. So my team and I decided to investigate this fake Paneer scam taking over India.”

He then uses on-the-ground interviews as well as animations to ‘set the scene’ and place it in the wider context

00:50 – 10:40



## Transcription excerpt

“That’s why we collected Paneer samples from across Delhi: from dairies, restaurants, stalls...We carried out the iodine test for each sample and got some unexpected results.”

Lastly, he shows how he created an experiment to debunk or prove his hypothesis

10:40 – 27:30



## Transcription excerpt

“That’s why we followed Dr. Aparna’s advice. We washed the Paneer, we broke it down into pieces, then we added the iodine to the inner and clean portions and in just a few minutes we saw the result.”



# I want to understand other perspectives

## What triggers sensemaking?

- **Seeing updates and synthesis along with the crowd as breaking news or other information is still coming out**
- When arguments are obvious online
- When bias feels obvious or assumed based on topic
- **When a topic is too broad to understand**

## Sensemaking behaviors

- Talking with friends/family in person or over text
- Reading comments or online social commentary
- Searching social for opinions on a specific topic or story
- **Seeking human-to-human content explaining context and interpretation**

## CONSUMPTION: SENSEMAKE

“The best part ... is that **I can see other people's opinions, people without the filter that journalists usually have.** Journalists have to remain impartial, but here I can see someone's position on a subject, which is interesting because I can agree or completely disagree.”



**Ebenézer**  
Brazil





# I want to understand other perspectives - Recommendations

## Create Open Conversations

- Create open spaces for honest conversation where producers can think aloud
- Clearly disclose your intention, bias or viewpoint

## Orient the Audience and include them

- Vary show formats to deepen engagement and reach audiences across information needs
- Use livestreams to transform news into a shared, real-time act

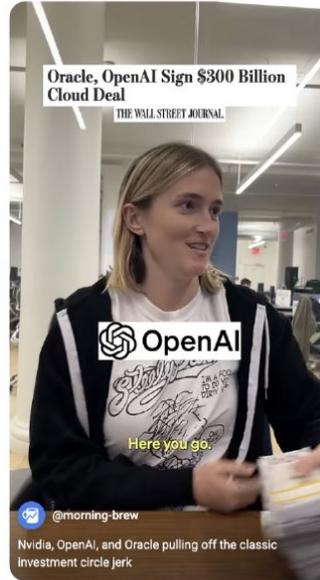
## Use Satire Wisely

- Authentically plug into the zeitgeist.
- Build recurring inside jokes

# Sensemake Case Study: Morning Brew



Always linking to the original business story to anchor it to one company and how it's being covered



Always using the Morning Brew office as the setting and background to make it recognizable and approachable



Creating satire of the news through the use of props or funny captions



Creating satire through the use of over-the-top personas or characters

# Modes of Engagement in NGN 2

## SIFT

How I discover information



### Scroll

I incidentally stumble on news



### Seek

I intentionally look for news



### Subscribe

I directly receive news I signed up for

## CONSUMPTION

What I get from information



### Substantiate

I want to check the facts



### Study

I want to develop my knowledge



### Sensemake

I want to understand other perspectives



### Socialize

I receive news and want to connect with others sharing



## Socialize

# I receive news and want to connect with others through sharing

## What triggers socializing?

- ◆ **Socialize is bi-directional, and has both the Sift and Consumption behaviors.**
- ◆ Receiving links from friends, family or coworkers via emails, group chats or DMs
- ◆ Sharing links with friends, family or coworkers via emails, group chats or DMs

## Socializing behaviors

- ◆ **Consuming an otherwise uninteresting story because of a relationship to the sender.**
- ◆ **Sharing with connections to improve standing, establish expertise or signal good taste.**
- ◆ Interpreting a story differently because of conversation with connections

## SOCIALIZE

Sharing news content with friends has a lot of value for me. It's not just about passing along information—**when I share news, I get to hear my friends' opinions and see their reactions.** ... For me, it's a way to stay engaged, learn more, and feel closer to the people I care about."



Dev  
India



Socialize

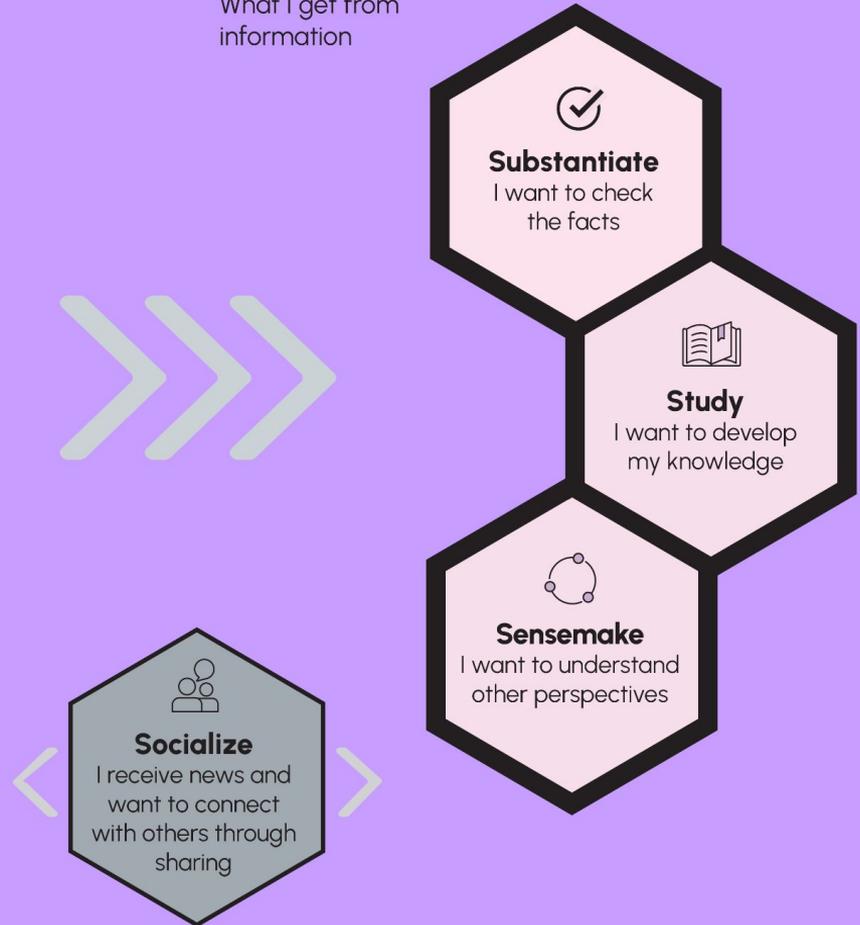
## SIFT

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## CONSUMPTION

What I get from information

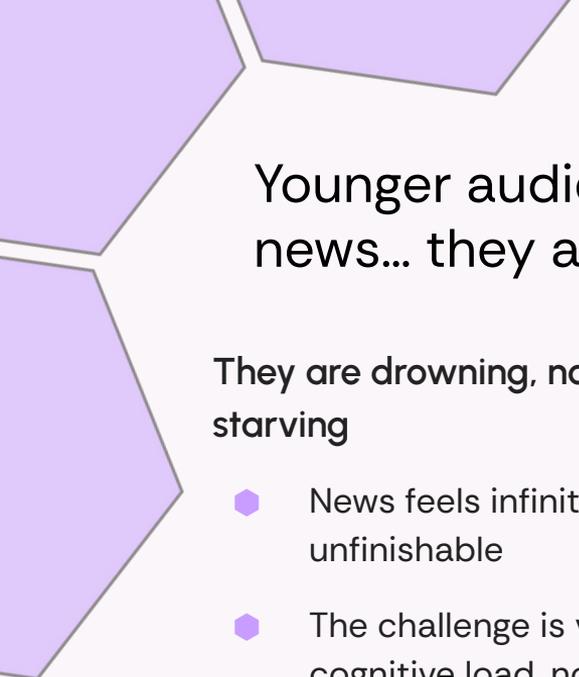


Many more on  
[next-gen-news.com](https://next-gen-news.com)

## NGN2 Key finding

# Key Takeaways

Younger audiences are not disconnected – they are overloaded and intentional.



## Younger audiences are not disconnected from news... they are **overloaded and intentional**.

### They are drowning, not starving

- News feels infinite and unfinishable
- The challenge is volume & cognitive load, not access

### They actively engineer their information environment

- They move fluidly between modes of engagement
- They shape what they see through choices & 'algorithm management' (notifications on/off, selective follows)

### They reward producers who design the story and experience together

- Emerging producers win by being native enough to be legible in the platform, distinct enough to be memorable
- They do so with clear hooks, repeatable formats, and thoughtful 'next steps'

# Emerging news producers we interviewed all spoke about having to **'reverse the journalism process'**

## Old workflow

Idea  
↓  
Research  
↓  
Writing  
↓  
Editing  
↓  
Publication  
↓  
Distribution

## New workflow

Distribution  
↓  
Idea  
↓  
Testing  
↓  
Editing  
↓  
Publication  
↓  
Community  
Engagement

# Recommendations for news producers

Based on our research, we have developed recommendations for news producers tailored to each mode of engagement.

## SIFT

How I discover information

### Scroll

- > Package for the platform
- > Select stories/ topics that break through
- > Win the first two seconds

### Seek

- > Guide discovery
- > Give control
- > Personalize with purpose

### Subscribe

- > Sync with habits
- > Build for completion



# Recommendations for news producers

## CONSUMPTION

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What I get from information

### Substantiate

- > Meet your users
- > Lead with facts
- > Show your work

### Study

- > Show interest
- > Go deep
- > Bring it to life

### Sensemake

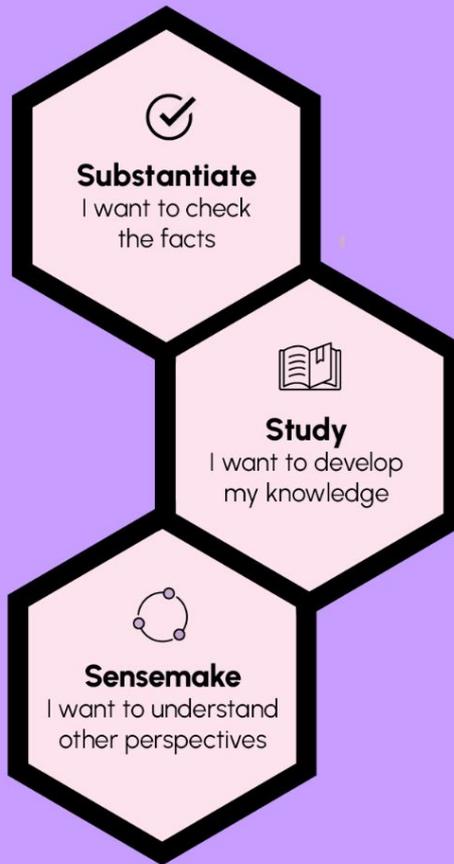
- > Create open conversations
- > Orient the audience
- > Include the audience
- > Use satire wisely



## SOCIALIZE

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- > Highlight human stories
- > Utilize memes for meaning and humor
- > Make sharing a product feature



# Q&A



**Oluwadunsin Sanya**

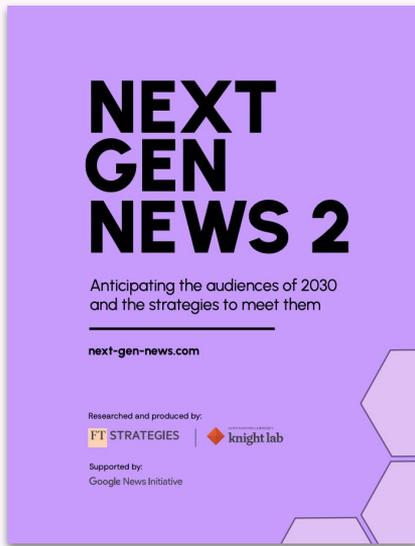
Head of Editorial & Innovation  
BellaNaija



**Tai Nalon**

Executive Director & Founder  
Aos Fatos

Thank you for listening!



The report will be sent out to you via email after the webinar

Reach out to the research team to explore opportunities for future collaboration or internal facilitate workshops



Supported by the Google News Initiative`