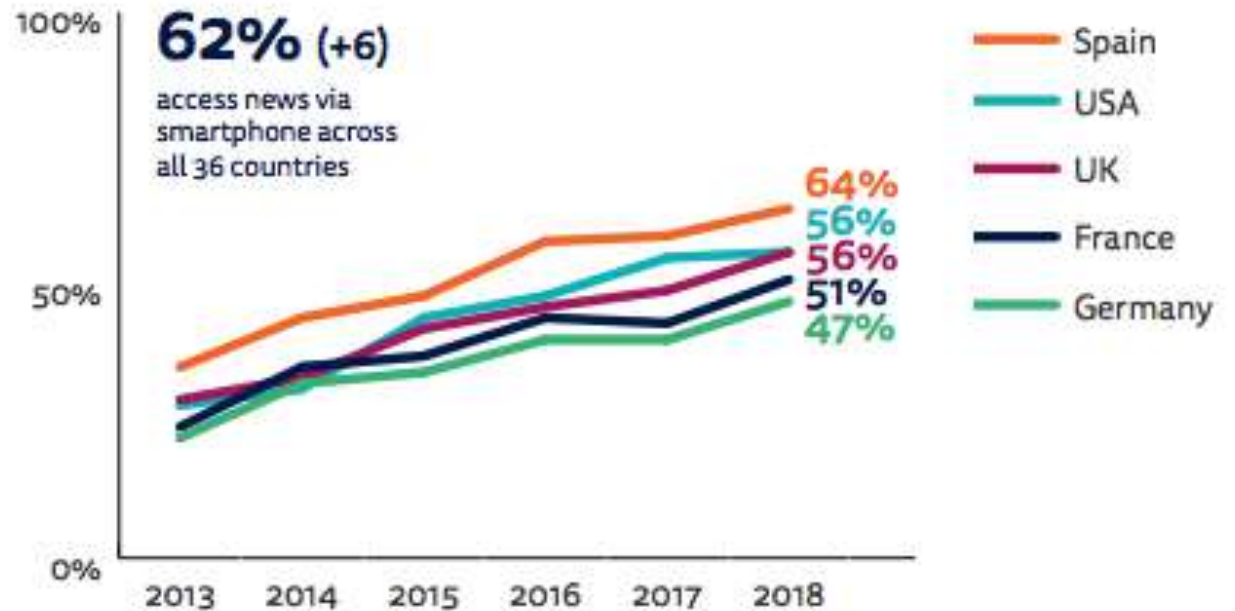


# Newsroom 2020 and Beyond

David Callaway

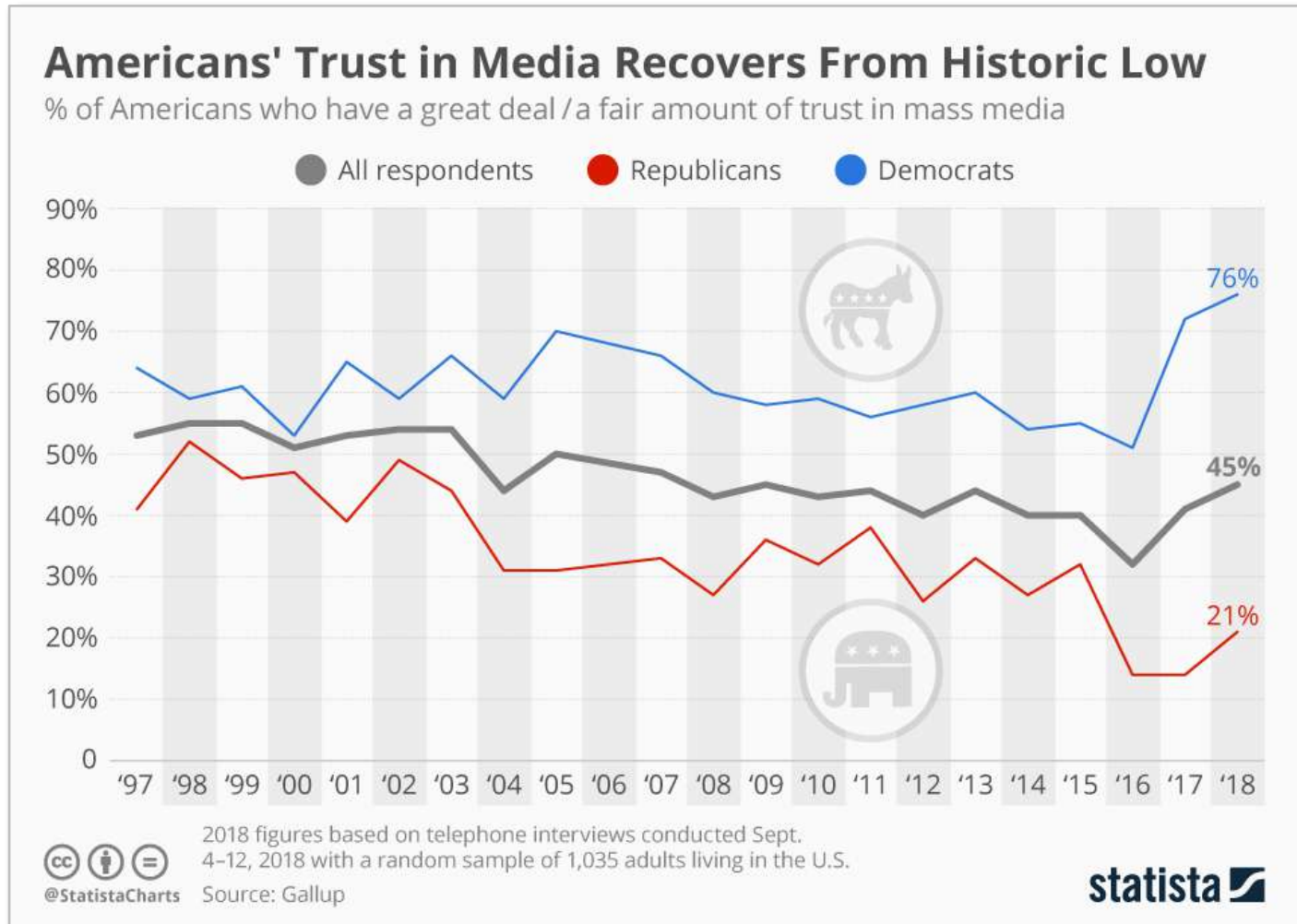
Digital news consumption continues to rise, mostly on smartphones

### PROPORTION THAT USED A SMARTPHONE FOR NEWS IN THE LAST WEEK (2013-18) - SELECTED MARKETS



Q8B. Which, if any, of the following devices have you used to access news in the last week? Base: Total 2013-18 sample in each market.

Trust has begun to recover, but still remains near historic lows, at least in the U.S.

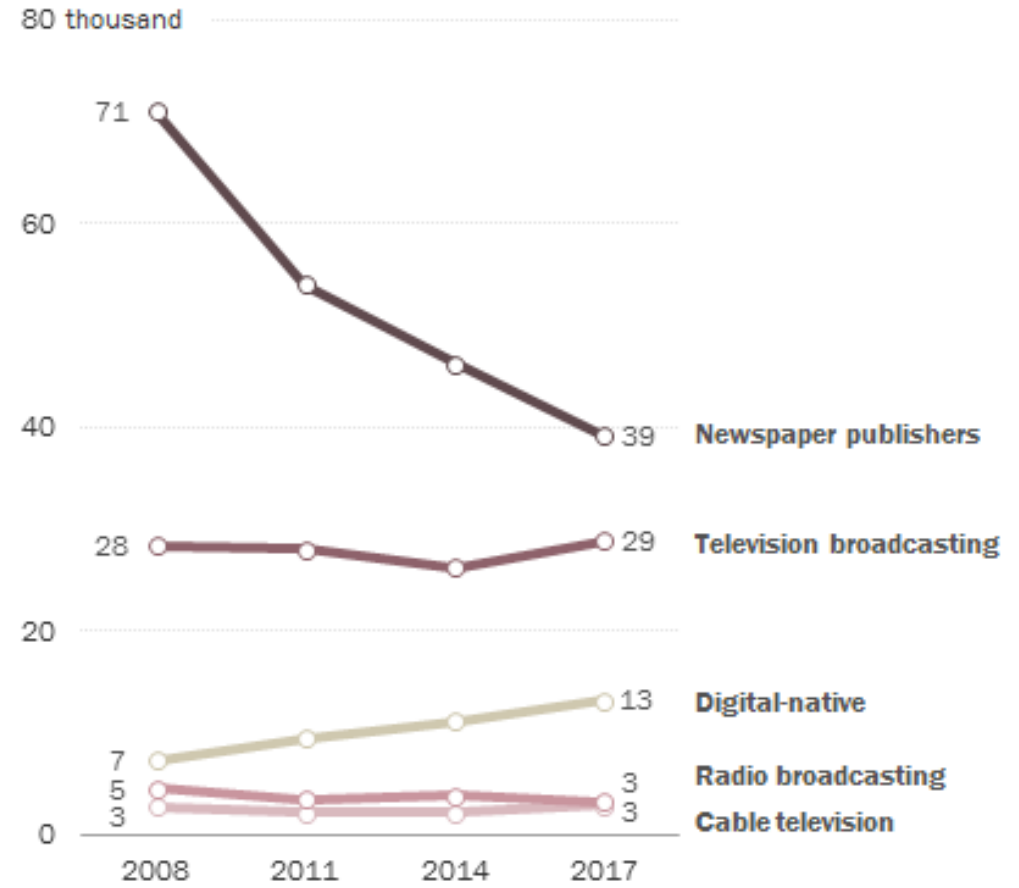


Newspaper staffing continues its perilous decline.

Digital staffing is not making up for it, and in fact, is also starting to decay.

### Newspaper newsroom employees declined by 45% between 2008 and 2017

*Number of U.S. newsroom employees in each news industry, in thousands*



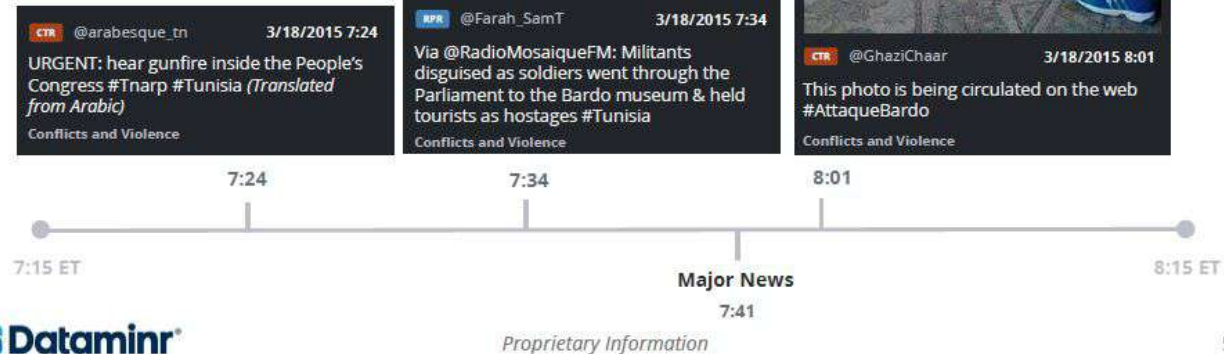
Innovations in social media curation and photo and video collection provide newsrooms with new tools to disseminate information, such as Dataminr and Krzana

## Bardo National Museum Attack

Dataminr alerted 17 minutes ahead of Major News

### Real-time Context

Before the first major news report, Dataminr users already knew that three militants with automatic weapons had taken foreign tourists as hostages inside the museum, in addition to killing and wounding several people. Subsequent notifications even contained images taken by hostages, providing an eyewitness view as security forces were still preparing to enter the museum.



“Deep Fakes” represent the next step  
in the so-called fake news battle.





