

Old Media

VS

New Media

Between
2012 - 2016
the total TV watching
population in the US fell by

19%

AGE (YEARS)	TIME SPENT WATCHING TV
2 - 11	26% less
12 - 17	38% less

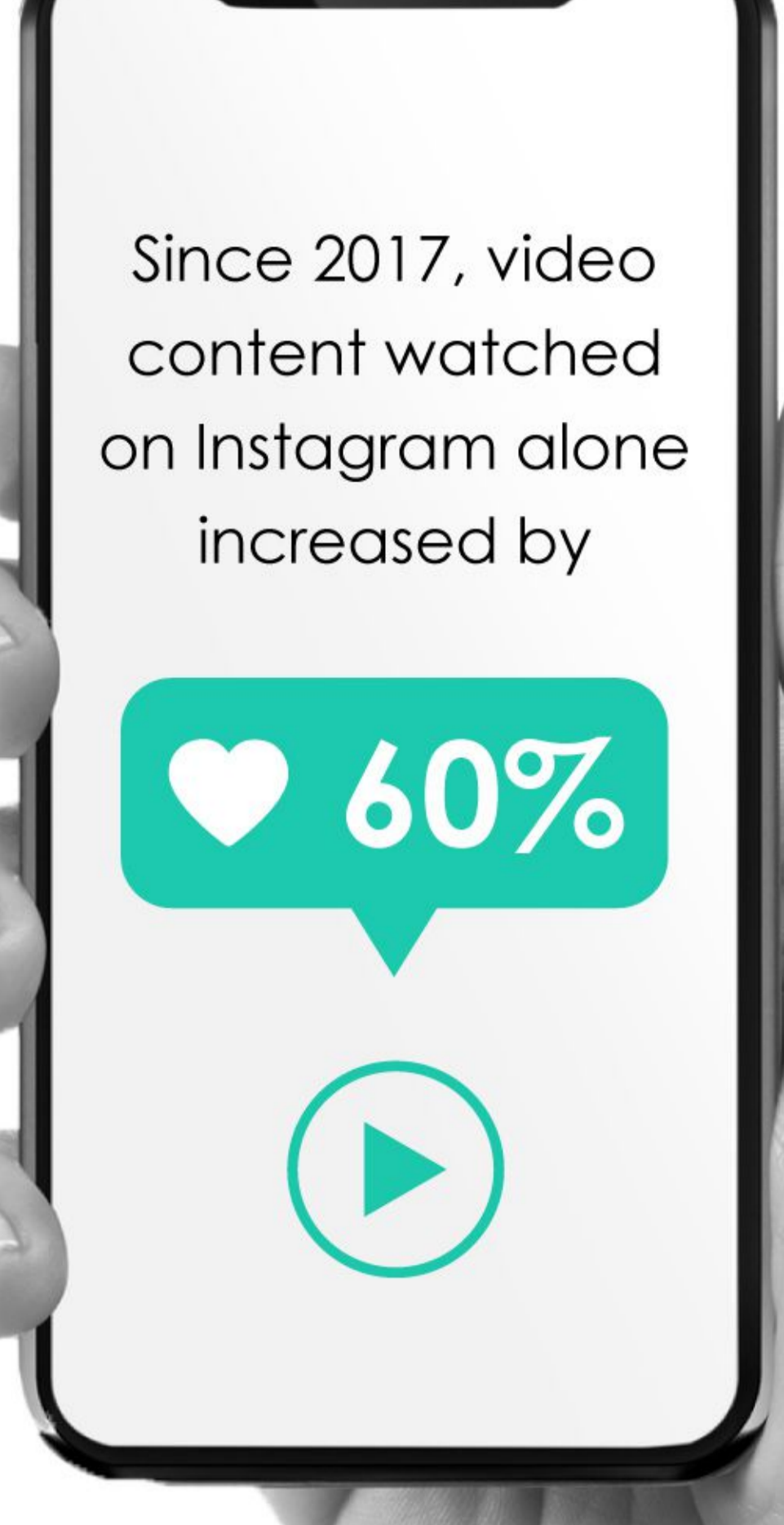
BIGGEST DROP	18 - 24	39% less
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25 - 34	34% less
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35 - 49	19% less
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50 - 64	9% less
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ONLY RISE	65	2% more
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Since 2017, video content watched on Instagram alone increased by

60%

YouTube has
1.9 billion

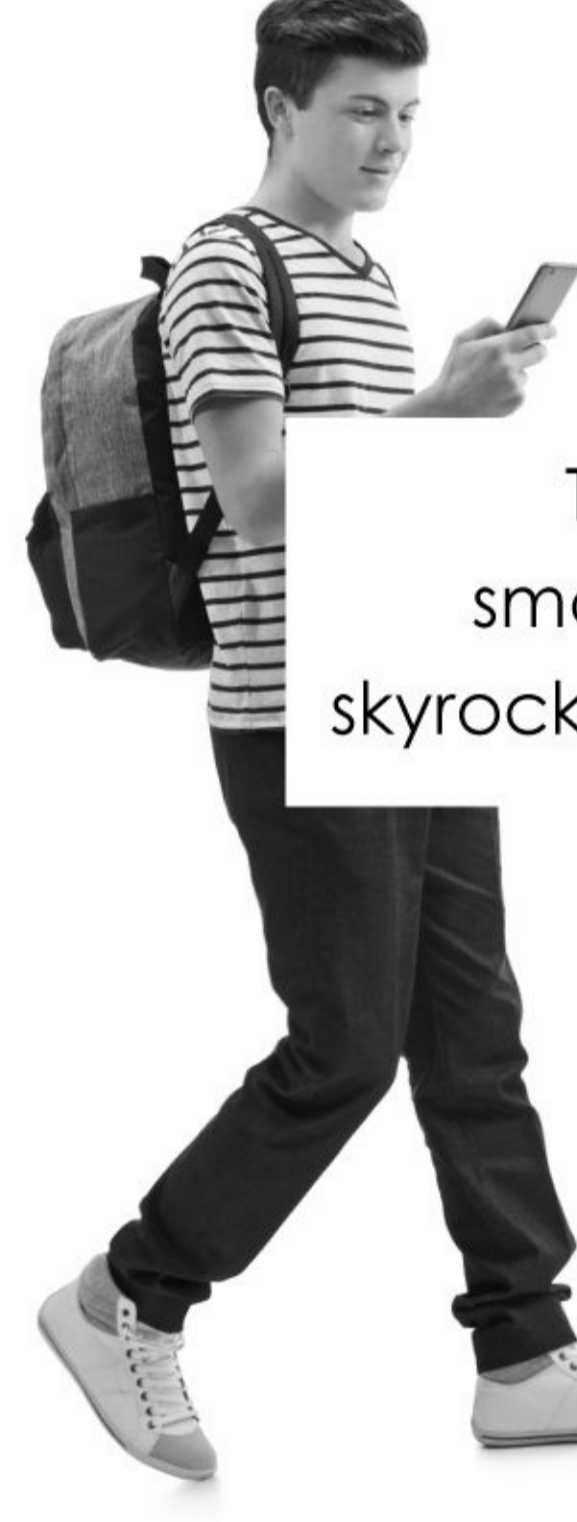
logged-in users every month; it reaches more people daily in the US than any single TV network

Over Memorial Weekend in 2018, by market capitalization,

NETFLIX became the most highly valued media company in the world



The amount of digital content we consume daily has increased by **19% year on year**



The time we spend on our smartphones daily continues to skyrocket at a year-on-year increase of

76%



of US network TV channels have **lost between 2-3%** of their subscribers since 2015



\$1 billion

in advertising revenue in 2017



Newspaper ad revenue is **almost one-third less** than it was just **10 years ago**



most shared stories around 2017 the UK General Election were from **nontraditional media**

FAKE NEWS

Change on the horizon?

Trust in news sourced on search engines has fallen to an all-time low of

34%

However, subscriptions to traditional news sites such as

The Washington Post & **FINANCIAL TIMES**

have **tripled** since 2017

7/10

top most shared articles on

Harvard Business Review

over last five years were produced in 2017

sources

- <https://www.cnn.com/2016/12/09/espn-isnt-the-only-cable-network-that-suffered-this-year.html>
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- <https://www.forbes.com/sites/dbloom/2018/05/26/netflix-disney-comcast-market-capitalization-valuation>
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