

ŽURNĀLISTIKA

«kaķu video»

LAIKMETĀ

Nellija Ločmele, IR

DIGITALIZĀCIJA 2019

Tēriņi digitālajos medijos pārsniegs 50%

Piekļuve platjoslas internetam: 3,3 miljardiem

McKinsey prognoze

DARBARĪKS vs IEROCIS



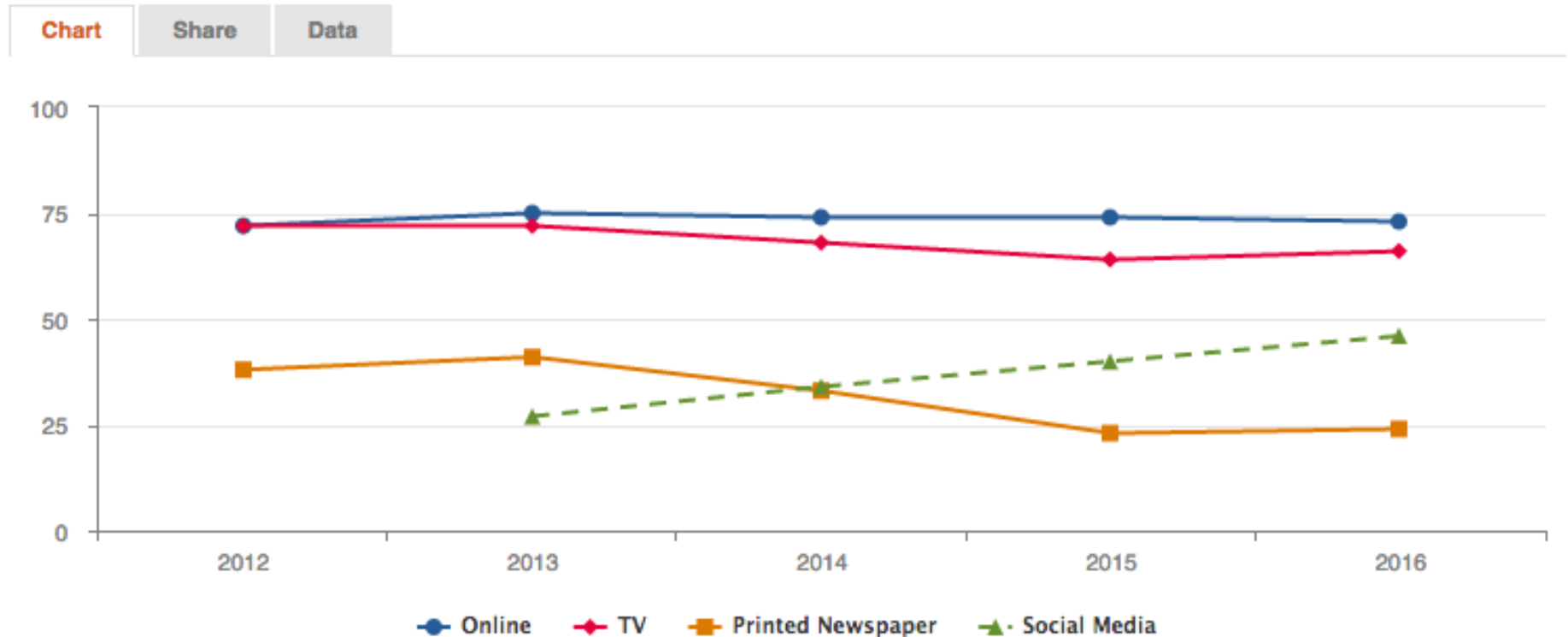
DARBARĪKS



- Auditorija + Interakcija
- Zīmolu vērtība
- Avoti + Dati
- Sadarbība

AUDITORIJA

SOURCES OF NEWS 2012–16 – TV, ONLINE, AND PRINT + SOCIAL MEDIA



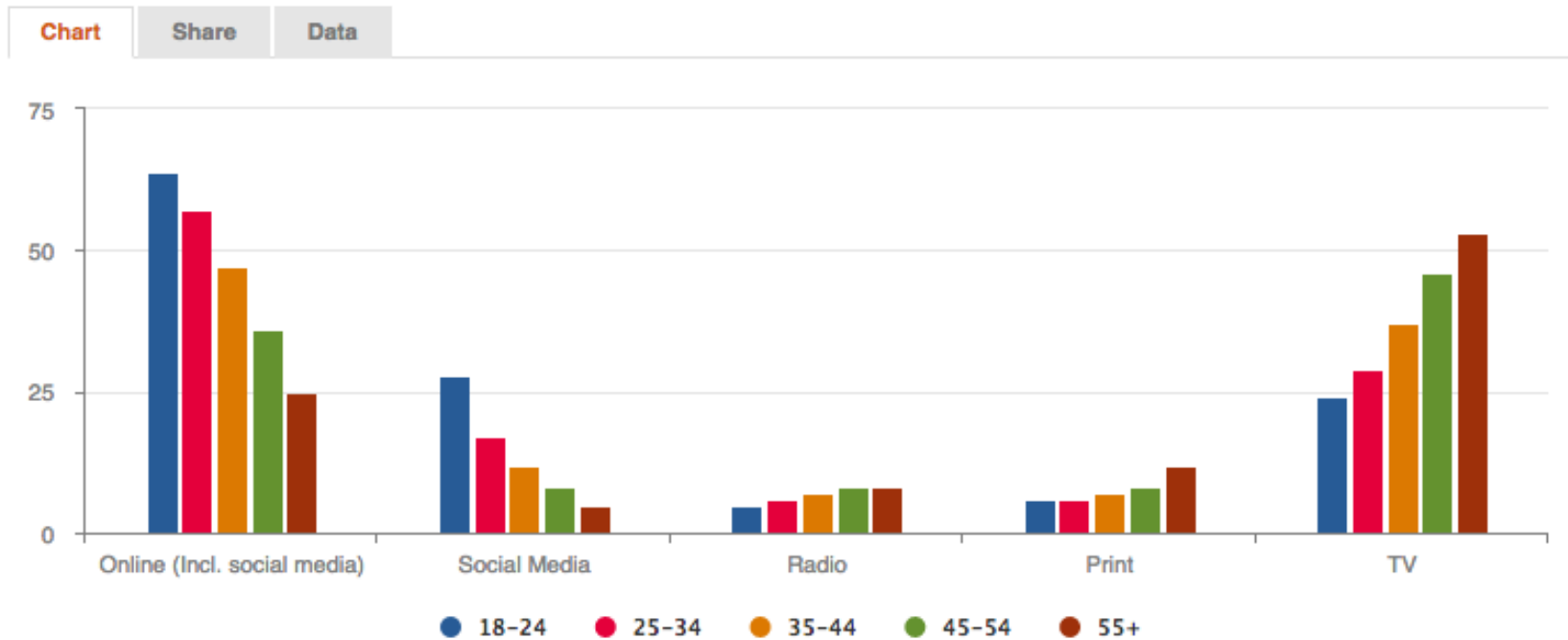
Q3. Which, if any, of the following have you used in the last week as a source of news?

Base:, US: 845/2028/2197/2295/2197

Note: 2014 data has been estimated because of an issue with randomisation of news sources in the questionnaire.

AUDITORIJA

MAIN NEWS SOURCES SPLIT BY AGE (ALL 26 COUNTRIES)



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: All 18-24s/25-34s/35-44s/45-54s/55+ who have used a news source in the last week: All countries = 5598/9187/9686/9383/18371

ZĪMOLA VĒRTĪBA

NEWSPAPER
BRAND



69%

BROADCASTER
BRAND



62%

DIGITAL
BORN*



45%

Q5B. Which, if any, of the following have you used to access news in the last week?

Base: Total sample

*Digital born brands like BuzzFeed and Huffington Post that produce their own content

DATI

bellingscat by and for citizen investigative journalists

Posts Tagged: MH17

September 30, 2016 By Bellingcat

UK & Europe MH17 Russia Ukraine

Revelations and Confirmations from the MH17 JIT Press Conference



Recent Posts

- Russia's SU-27 Probably Departed Belarus
- Revelations and Confirmations from the MH17 JIT Press Conference
- USNS Invincible Back at Bahrain
- Das russische Verteidigungsministerium legt neue Beweise vor, die belegen, dass ihre früheren Beweise gefälscht waren
- The Russian Defence Ministry Presents Evidence They Faked Their Previous MH17 Evidence

Recent Comments

- CFL68 on The Russian Defence Ministry Presents Evidence They Faked Their Previous MH17 Evidence
- stranger on Confirmed : Russian Bomb Remains

AVOTI

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THE PANAMA PAPERS

Politicians, Criminals and the Rogue Industry That Hides Their Cash



SADARBĪBA

re MAZĀS ALGAS
Pētījumi

PAR un PRET minimālās algas celšanu



TVXNET



IEROCIS



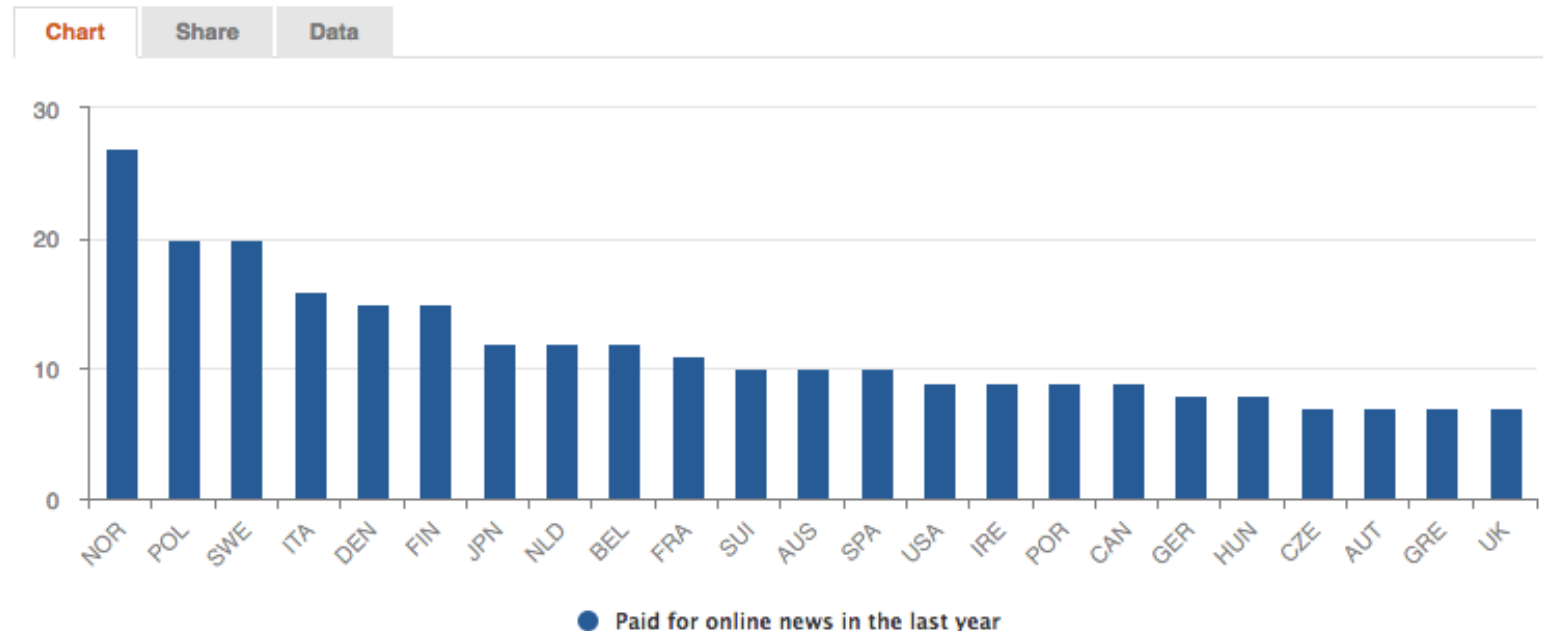
- Biznesa modeļa krīze & Fragmentācija
- Ad-block dilemma
- “Echo-chamber” un post-faktuālā sabiedrība
- Satura kvalitāte
- Kas pasūta mūziku???

BIZNESA MODEĻA KRĪZE



BIZNESA MODEĻA KRĪZE

% THAT HAVE PAID (ANYTHING) FOR ONLINE NEWS IN THE LAST YEAR

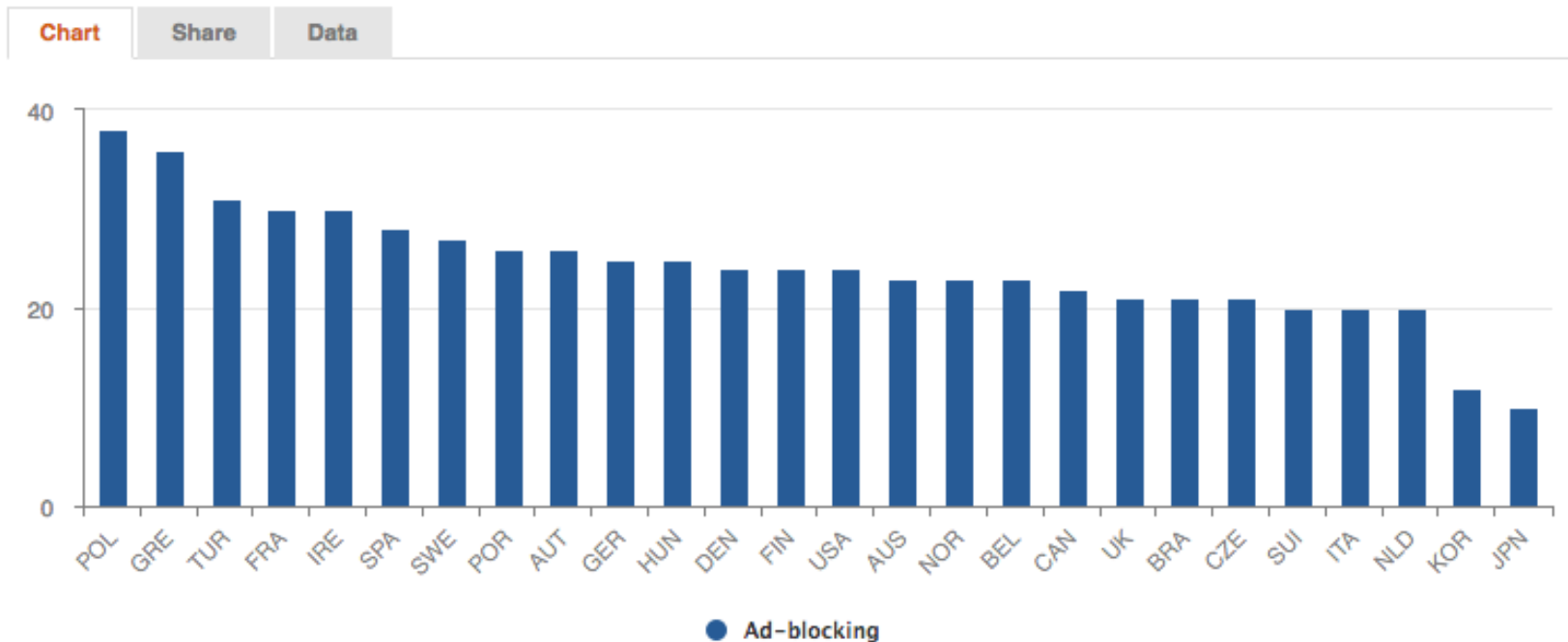


Q7a. Have you paid for ONLINE news content, or accessed a paid for ONLINE news service in the last year? (This could be digital subscription, combined digital/print subscription or one off payment for an article or app or e-edition).

Base: Total sample in each country

Ad-block DILEMMA

WIDESPREAD USE OF AD-BLOCKING ACROSS MARKETS



QAD3. And do you currently use software on any of your personal devices (e.g. laptop, smartphone etc.) that allows you to block adverts on the internet (e.g. Adblock Plus)?

Base: Total sample in each country

PATS SEV REDAKTORS

I AM HAPPY FOR NEWS TO BE SELECTED FOR ME...



36%

Automatically
based on what I've
read before



30%

Judgement
of editors
or journalists



22%

Automatically based
on what my friends
have consumed

Q10D_2016a_1/2/3: Indicate your level of agreement with the following statements: Having stories selected for me by editors and journalists is a good way to get news/Having stories automatically selected for me on the basis of what I have consumed in the past is a good way to get news/Having stories automatically selected for me on the basis of what my friends have consumed is a good way to get news.

Base: Total sample

ECHO - CHAMBER



#Google un Facebook algoritmi
#Personiskās izvēles

2 no 3 lietotājiem iegūst ziņas FB
= 44% ASV iedzīvotāju

Pew Research, 2016

ŽURNĀLISTI un ROBOTI

 HOME  SEARCH

The New York Times

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Sunday Review | QUIZ

 SHARE

Did a Human or a Computer Write This?

A shocking amount of what we're reading is created not by humans, but by computer algorithms. Can you tell the difference? Take the quiz.

MARCH 7, 2015

- 1 “A shallow magnitude 4.7 earthquake was reported Monday morning five miles from Westwood, California, according to the U.S. Geological Survey. The temblor occurred at 6:25 a.m. Pacific time at a depth of 5.0 miles.”

□

http://www.nytimes.com/interactive/2015/03/08/opinion/sunday/algorithm-human-quiz.html?smid=pl-share&_r=2

SATURA KVALITĀTE



Žurnālisti ASV

2001: 56 000

2009: 41 000

-30%

Pulicera prēmijas

pieteikumi
pētnieciskajā
žurnālistikā

-40%

PR materiālos
balstītas ziņas
Lielbritānijā

60%

KAS MAKSĀS?



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WHITELIST US

STOPLIGHT

- https://www.youtube.com/watch?v=bq2_wsDwkQ
- **No 15:27**