

# ANNUAL *2015 Business Wire Media Survey Results*

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# 2015 Business Wire Media Survey Results

*In our 2015 Business Wire Media Survey, we queried nearly 400 journalists worldwide, representing a wide range of news organizations, questions related to the future of journalism and best practices as it relates to creating effective news coverage.*

The Business Wire culture of developing long-lasting, reciprocal relationships with both news media and professional communicators starts with understanding specific industry needs.

In our 2015 Business Wire Media Survey, we queried journalists from around the globe representing a wide range of news organizations to identify and determine how to meet their needs for effective story coverage. The responses from North American media are detailed in this report, as well as tips and trends from key international markets and provide today's communication professionals with a series of best practices for engaging with media, creating and distributing press releases and managing online newsrooms.

The big story in the 2015 Business Wire Media Survey is one of disruption.

Journalists are predicting that upstarts like BuzzFeed and the New York Times represent the future of news reporting and they plan to incorporate livestream technologies like Periscope and Meerkat into their reporting more than traditional multimedia sources like Getty or the AP.

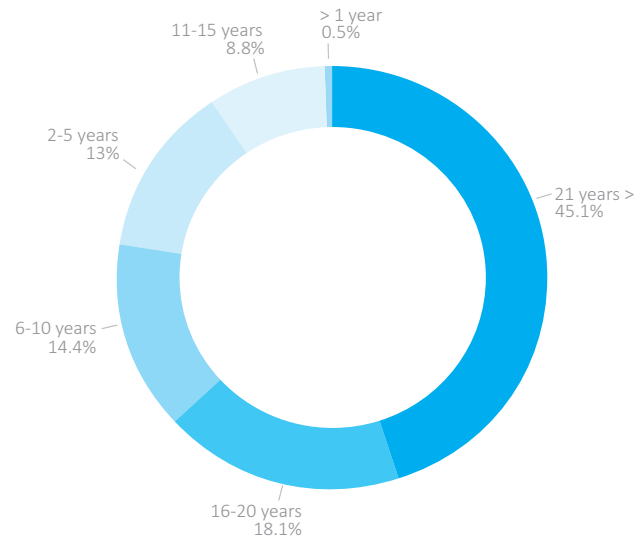
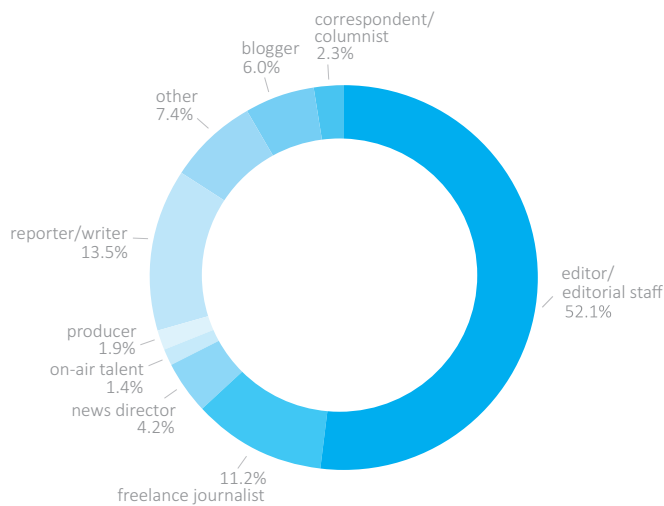
The big question: Is your media relations programming changing fast enough to meet the needs of today's 24/7 media?

Almost 400 members of the media participated in the survey. No incentive or prize was offered in exchange for participation.

## Profile of Today's North American Media

For this survey it was important to identify the profile of today's media in order to best understand who represents the news creators and distributors. The results from this survey contain insights from editors, reporters, writers, columnists, and bloggers, many of whom have been in the industry for more than 20 years and actively use corporate news as the basis for articles and posts.

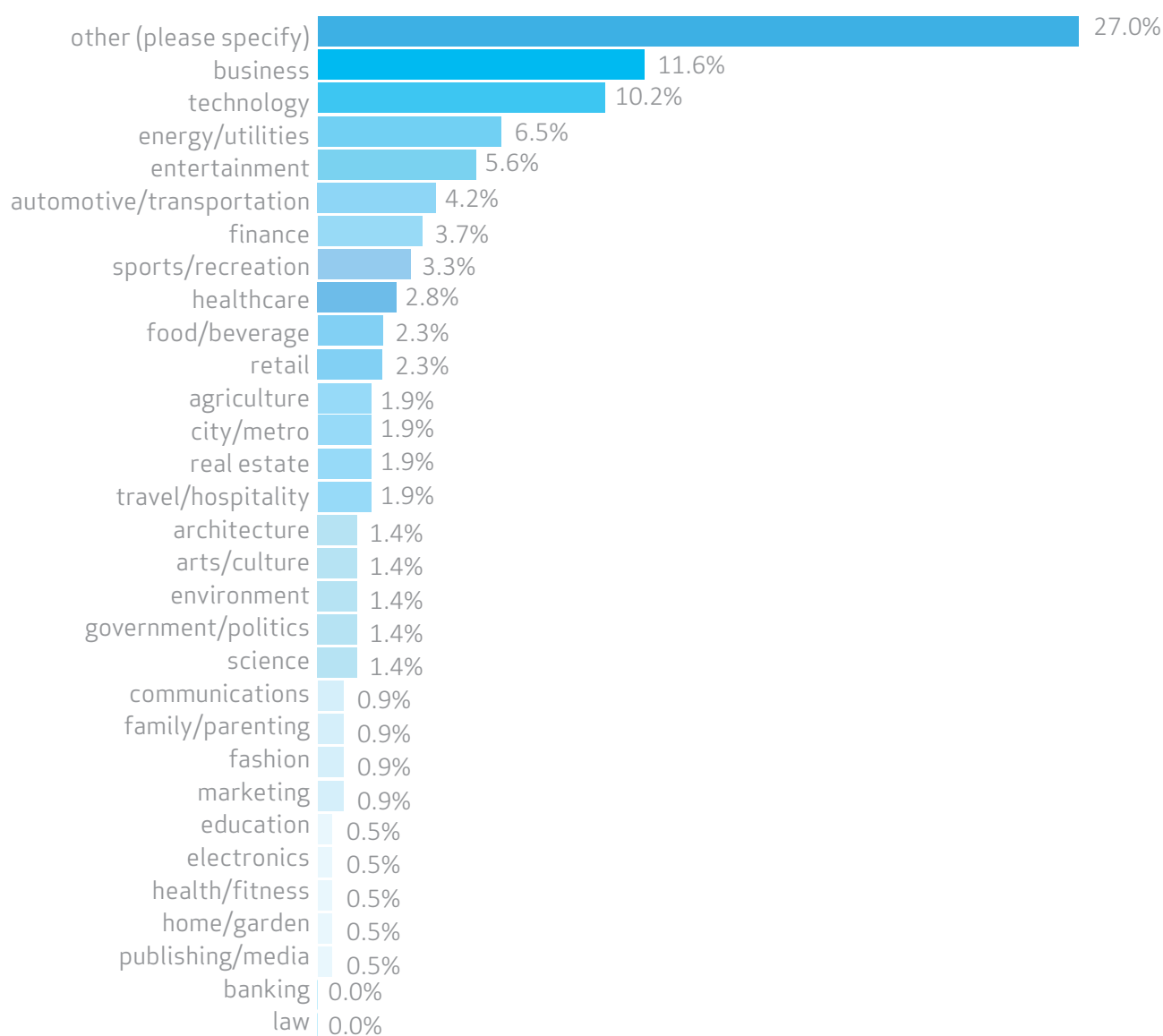
Which of the following most closely resembles your title?      How many years have you been a member of the media?



## Profile of Today's North American Media (cont'd)

Due to Business Wire's vast reach, multiple industry beats are represented by the journalists who participated in the survey.

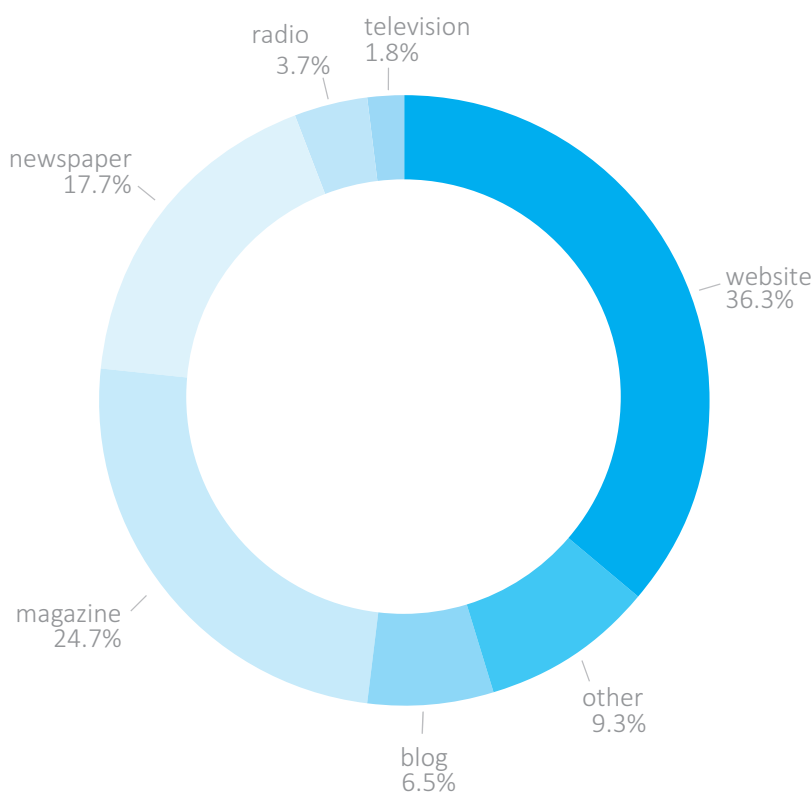
### Which industry is your primary beat?



## Profile of Today's North American Media (cont'd)

One of the biggest changes in the last decade has been the rise of new technologies and their impact upon news creation, delivery and consumption. For media outlets, the biggest shift continues to be the movement of readership from print to web, and now mobile devices. This shift provides limitless opportunities for reporters to reach and engage readers throughout the day via fresh content and via quickly adopted formats such as livestream video. However, with this shift comes a need for faster content creation, resulting in faster turnaround time.

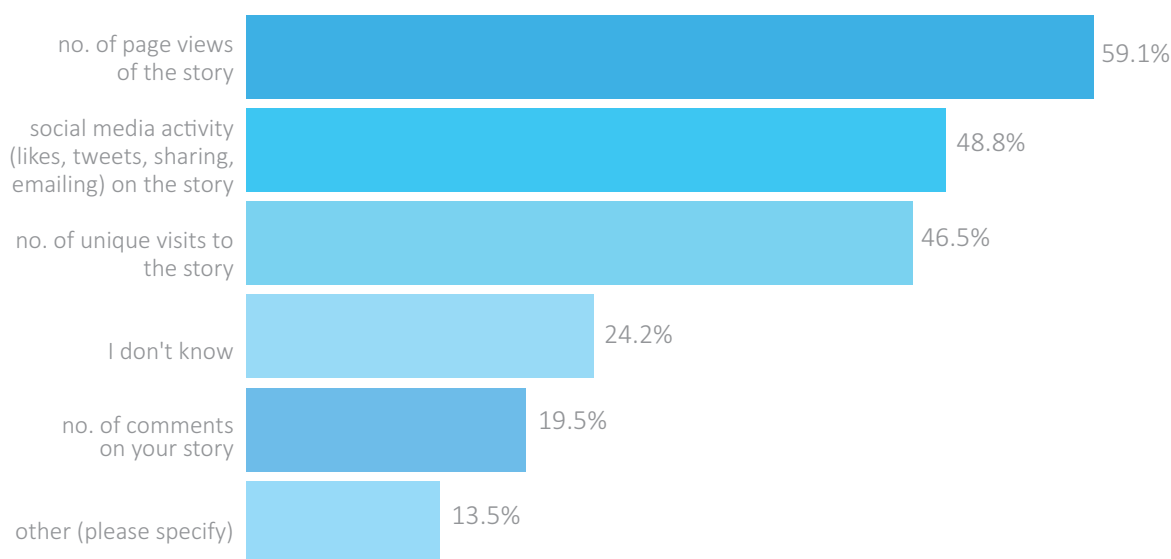
For which type of medium do you primarily provide content?



## Profile of Today's North American Media (cont'd)

The primary internal metrics used to evaluate the success of a reporter's story include the number of page views (59.1%) and unique visits (46.5%) to the story, as well as social media activity such as likes, tweets, sharing and emailing (48.8%) and comments left (19.5%) on the individual article.

Are any of the following metrics used to evaluate your stories? (select all that apply)

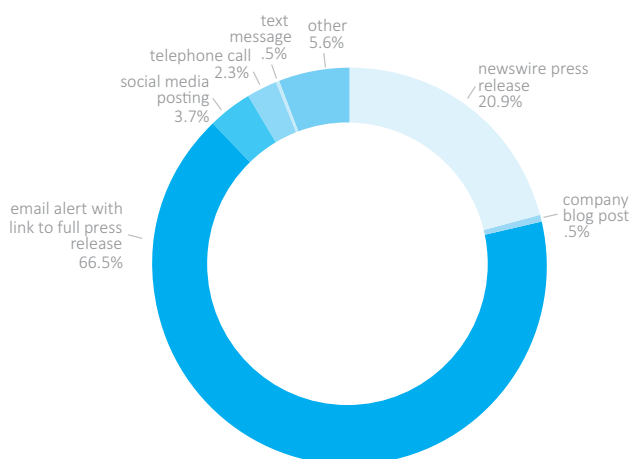




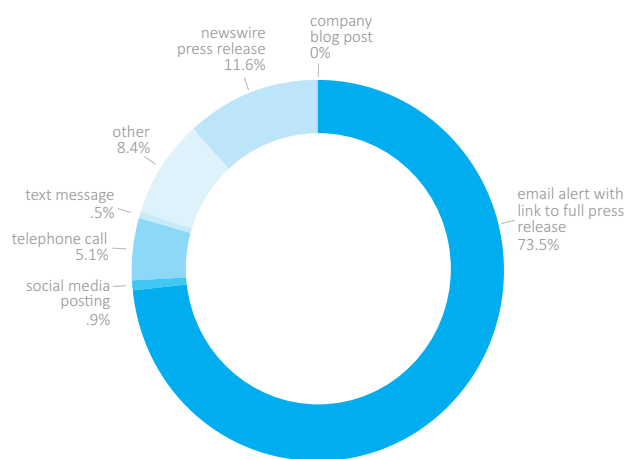
## Breaking News in the Digital Age

When it comes to how journalists prefer to receive breaking news, email alerts (66.5%) and newswire delivered press releases (20.9%) are still the most desired methods. Only 3.7% prefer to use social media platforms as a resource for receiving breaking news stories, while text messages and telephone calls (total 2.8%) are the least favored.

What is your preferred method for receiving breaking news from an organization?



What is your preferred method for receiving a story pitch?

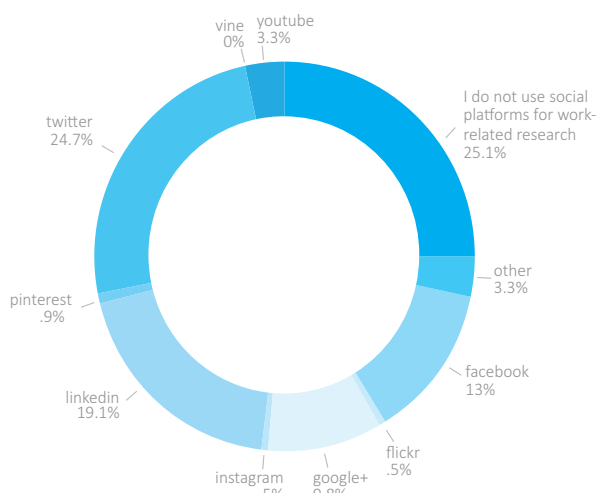


Interested in pitching journalists in Asia-Pacific markets? 44.8% said they prefer to receive breaking news distributed by newswires such as Business Wire.

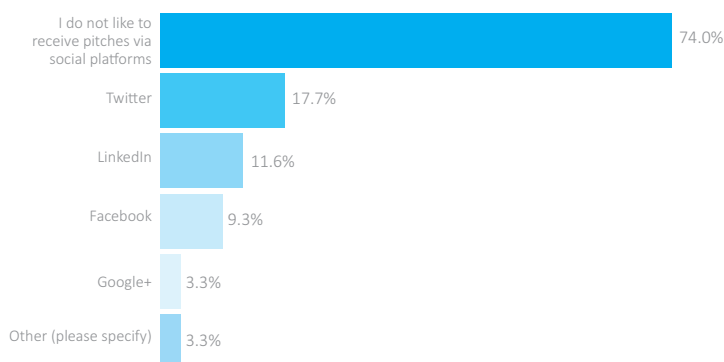
## Breaking News in the Digital Age (cont'd)

The role of social media platforms is changing to be more oriented toward news discovery and sharing as well as providing additional content and information for today's reporters. 74.9% of respondents use social media platforms for work-related research, however, 74% said they prefer not to receive story pitches via social media platforms.

Which social platform do you use primarily for work-related research?



Do you like to receive pitches via the following social platforms?



Surprisingly, 34.5% of Asia-Pacific respondents, and 50% of South American media are more likely to receive pitches through Facebook than any other social channels. However, 50% of reporters in these regions prefer not to be pitched through any social channels.

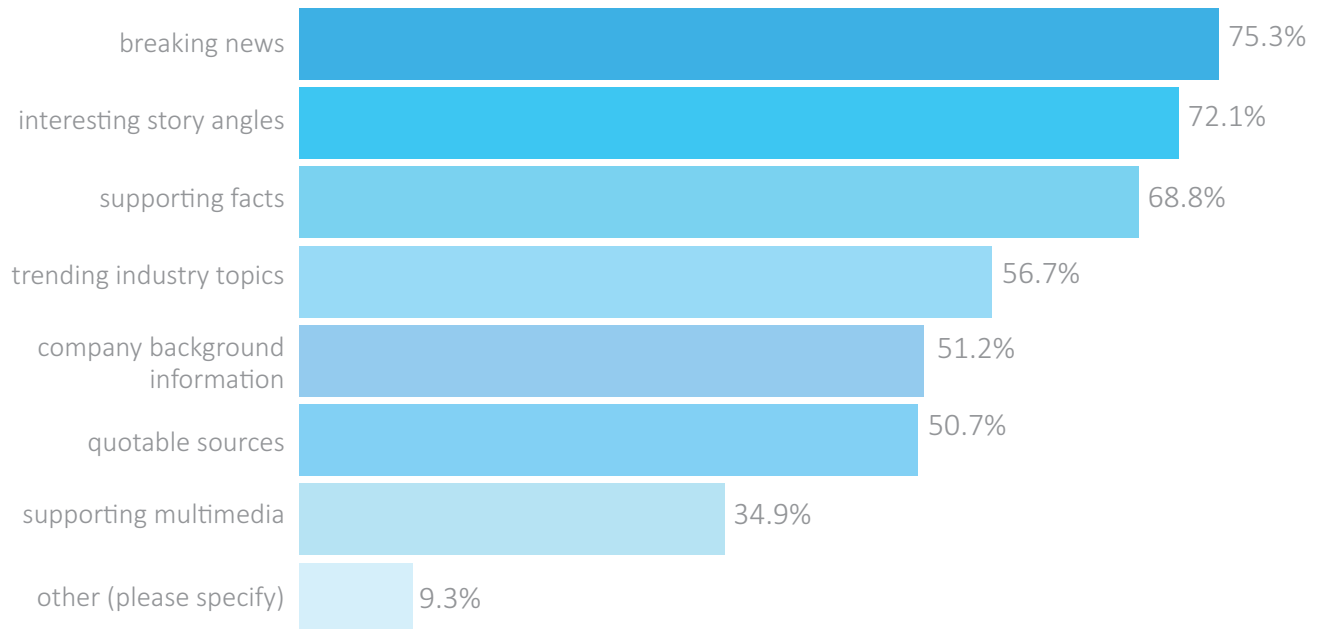


## Breaking News in the Digital Age (cont'd)

When seeking better coverage for one's organization, communication professionals must pay attention to the types of information journalists look for in a news release. The survey results showcase the specific news topics a reporter needs to not only consider writing about your news, but to also produce a strong piece of editorial coverage.

The most sought-after type of press release information reporters want from an organization is breaking news (75.3%) followed by interesting story angles (72.1%) and supporting facts (68.8%). Journalists also look at trending industry topics (56.7%), quotable sources (50.7%) and company background information (51.2%) to find unique and interesting additional story angles.

### What type of story information do you look for in a press release? (select all that apply)

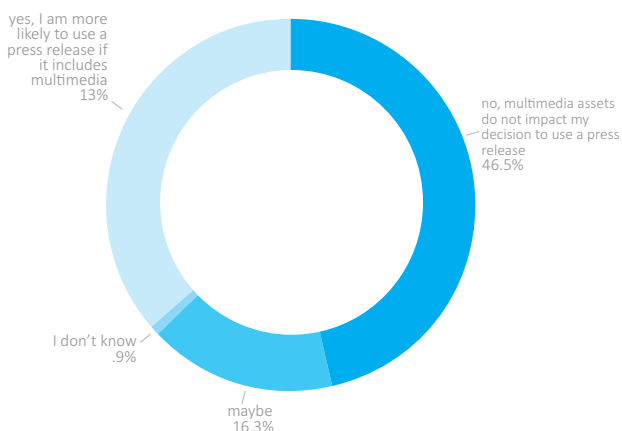


## Multimedia in the Digital Age

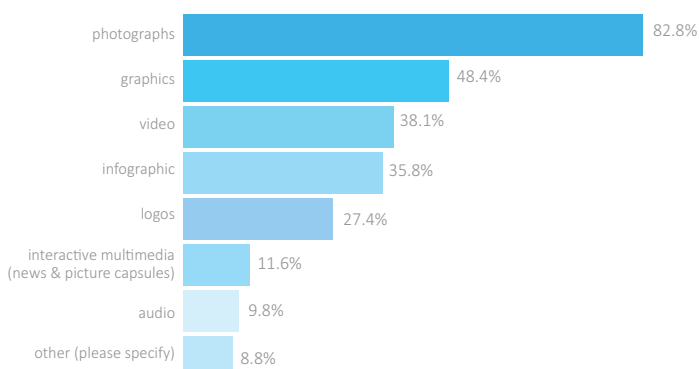
Today's most compelling news articles include a good headline and an interesting and relevant story, augmented by intriguing multimedia. In this survey, we asked reporters how likely they would be to use a company-issued news release if it included multimedia elements.

36.3% of responding reporters said they would be likely to use a news release if it included multimedia. The element most preferred is a photograph (82.8%), then graphics (48.4%), video files (38.1%), infographics (35.8%), and logos (27.4%).

Are you more likely to utilize a press release if it provides multimedia elements (logos, images, audio files, video files)?



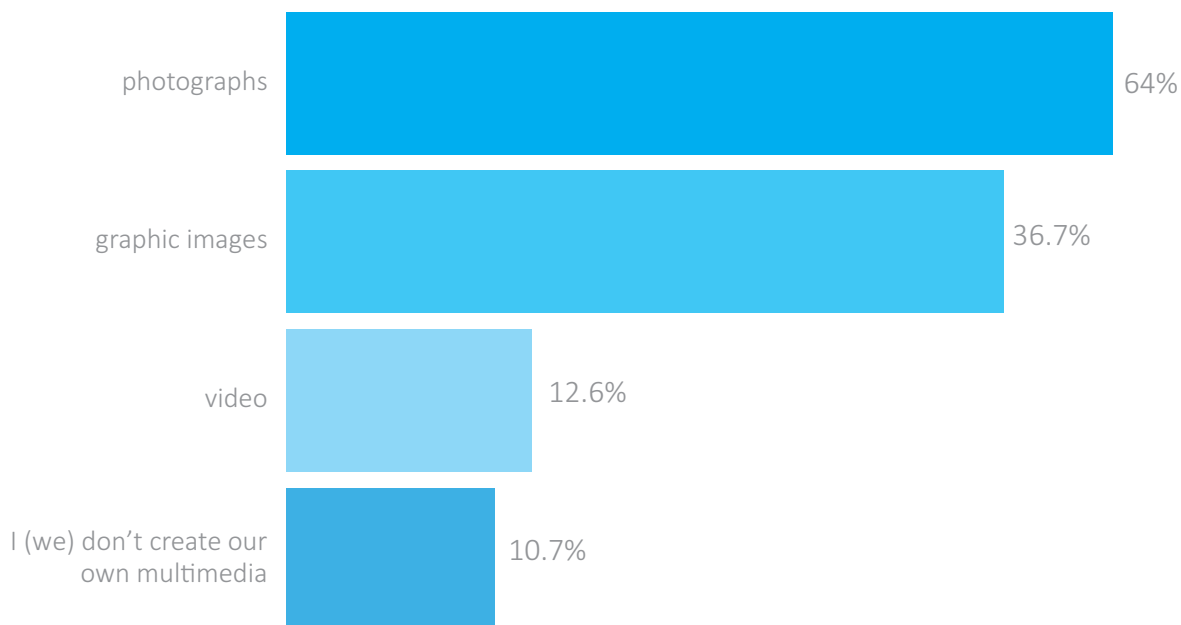
Which type of multimedia elements do you prefer be offered along with a press release? (Select all that apply)



Multimedia is crucial in today's news cycle, especially in Europe (47.9%) and Asia-Pacific (55.2%) where reporters are more likely to use a corporate news release if it contains multimedia.

## Multimedia in the Digital Age (cont'd)

Which types of multimedia do you create on your own to supplement your story? (Select all that apply)

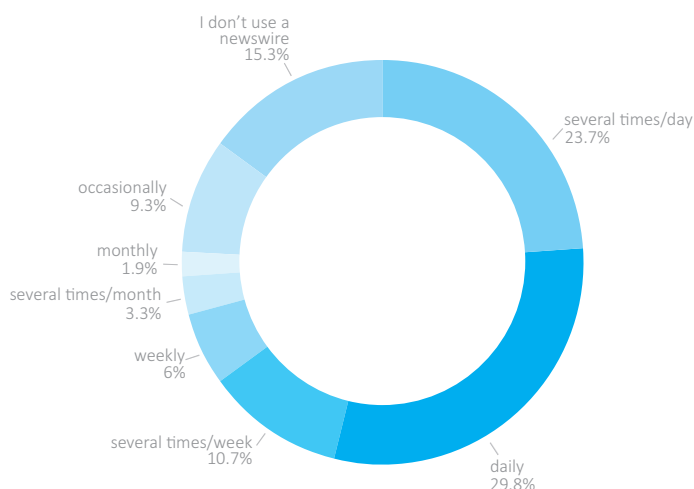


## The Role of Newswires

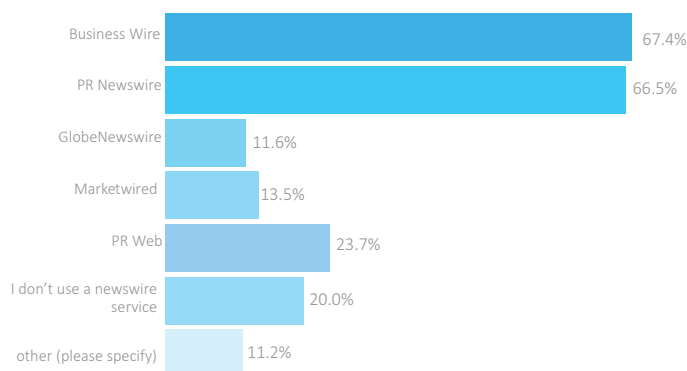
It is no surprise that in a time when news is being consumed so rapidly and abundantly, the role of newswires in journalism remains vital in the news creation space.

A majority of media respondents (84.7%) use commercial newswire services to find and augment their news coverage, with 53.5% referring to newswires daily or several times a day. When asked what newswire they relied on the most, Business Wire came out as the top news source with 67.4% of respondents choosing Business Wire as their most utilized commercial newswire resource for researching an organization.

If you use a newswire service, how often do you use it?



What newswire service do you use when researching an organization?

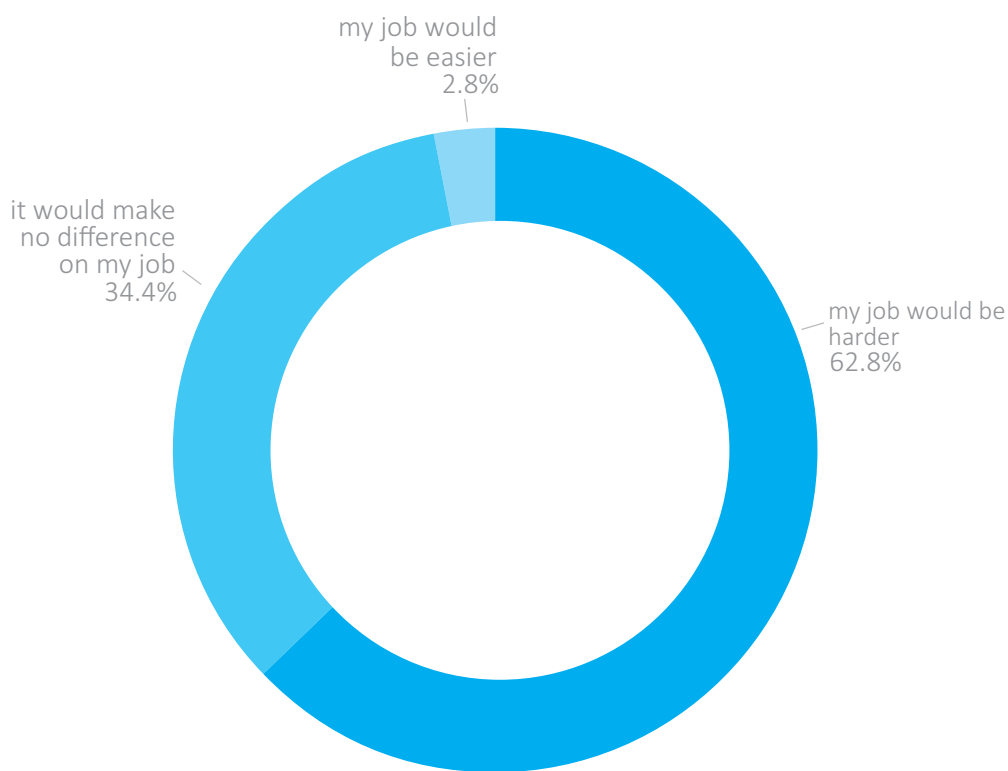


More than 40% of global media survey respondents refer to commercial newswires at least once a day.

## The Role of Newswires (cont'd)

How vital are commercial newswires for today's reporters? When asked if their jobs would be harder if newswire-distributed press releases were no longer made available, 62.8% said yes.

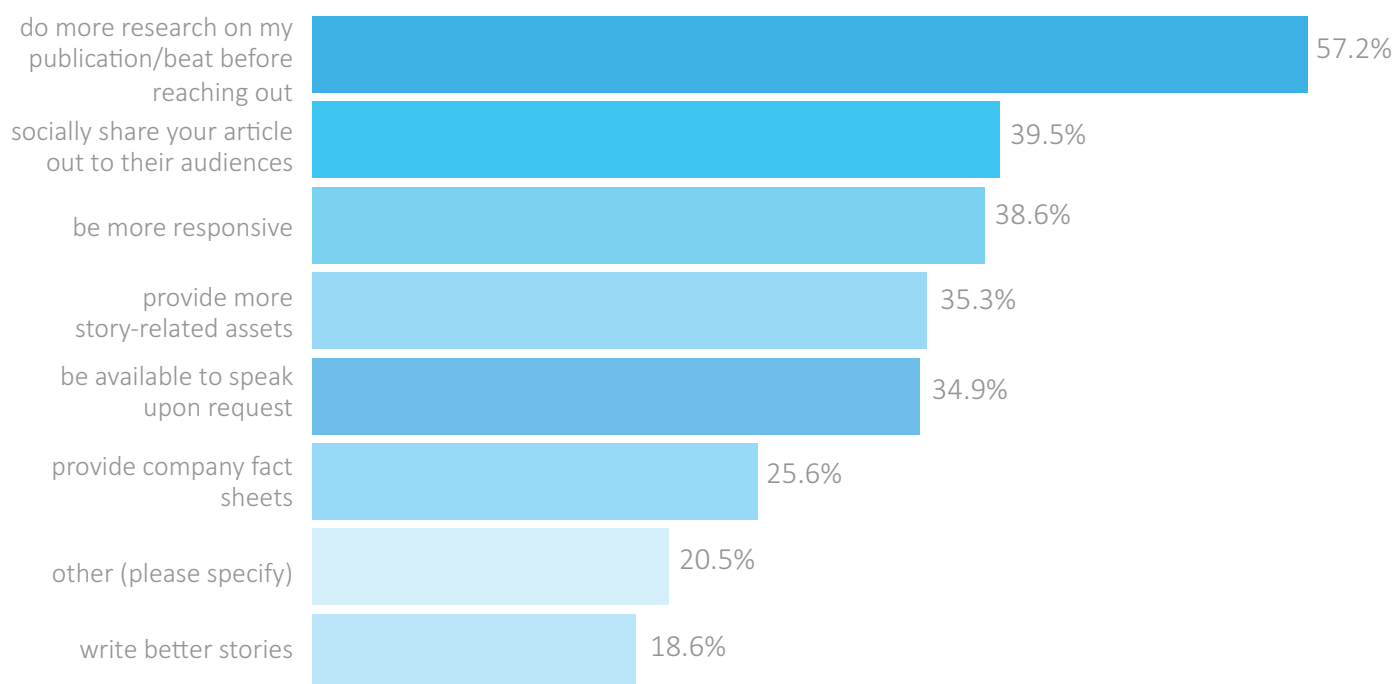
If newswire-distributed press releases were no longer made available, how would it affect your job?



## A Request for Communicators

The survey also aimed to identify what steps communicators could take to support the journalists covering their stories. The most requested step asks communication professionals to spend more time researching the journalist's publication/beat before reaching out to them (57.2%). Sharing their articles via social platforms followed at 39.5%.

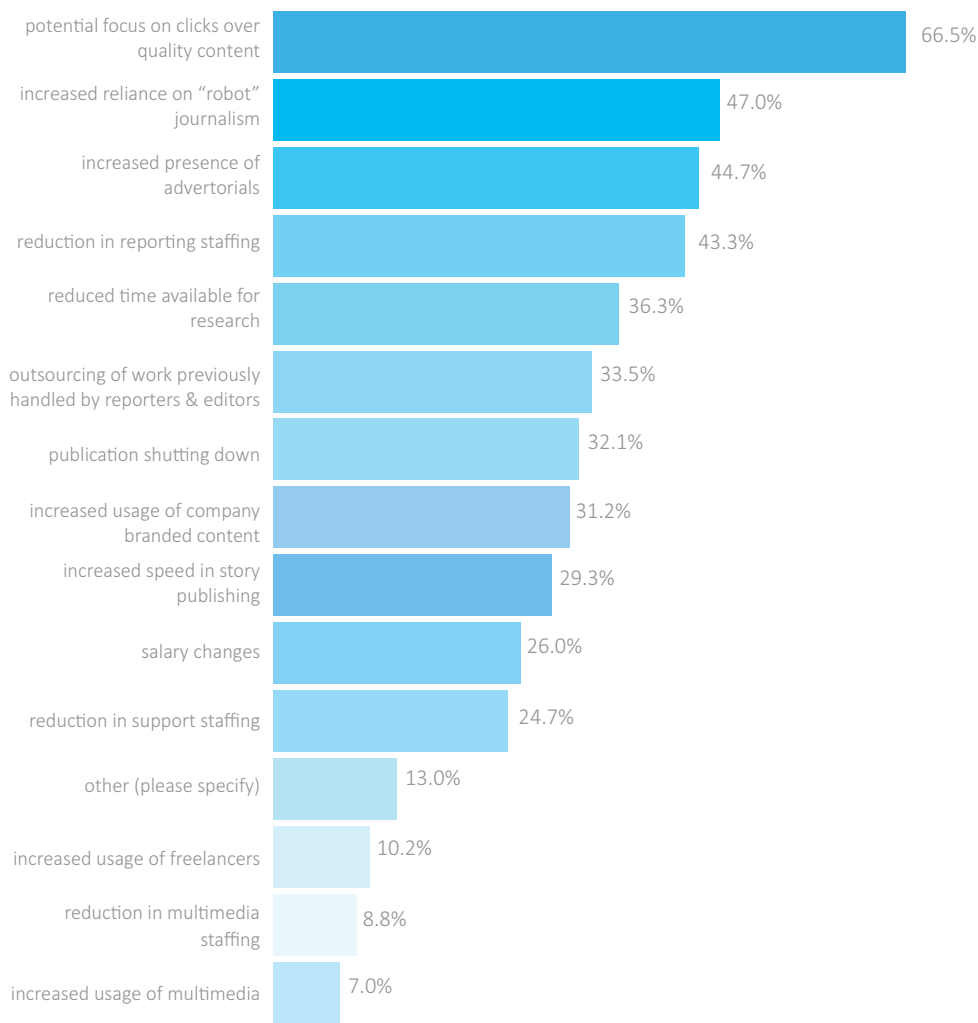
### What could PR professionals do to support your role better? (Select all that apply)



Globally, the top concern for today’s media outlets is the increased focus on inbound traffic vs. story quality. With this move, it becomes even more vital for today’s communicators to create and implement a coverage amplification program to help reporters meet these metrics.

## A Request for Communicators (cont’d)

What are your biggest concerns as it relates to today’s media environment? (Select all that apply)



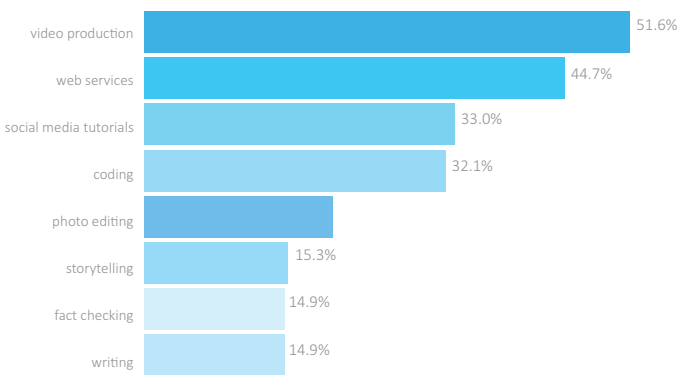


## The Changing Media Environment

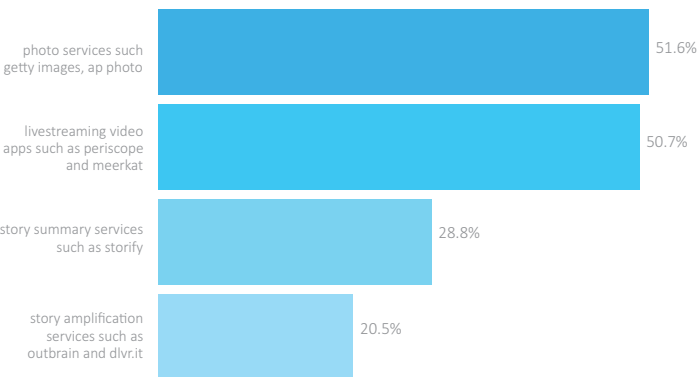
Journalists are concerned about the influence the digital era has on their job requirements. Around the globe, journalists see the future of news reporting to include a wide range of digital tools and they are taking steps to implement these changes.

When asked what skills reporters anticipated needing to learn to further their career, video production (51.6%) and web services skills (44.7%) were cited as the most important new aspects of a reporter’s job. The use of video technology in the future of news reporting is highlighted even by the media’s response to what future reporting tools they plan to use to supplement coverage. 50.7% noted livestreaming video apps and 51.6% plan to rely on photo services such as Getty Images or AP Photo for multimedia creation or discovery.

Which skills do you anticipate a need to improve to further your journalism career? (Select all that apply)



Which of the following technologies do you think you will use in future reporting? (Select all that apply)



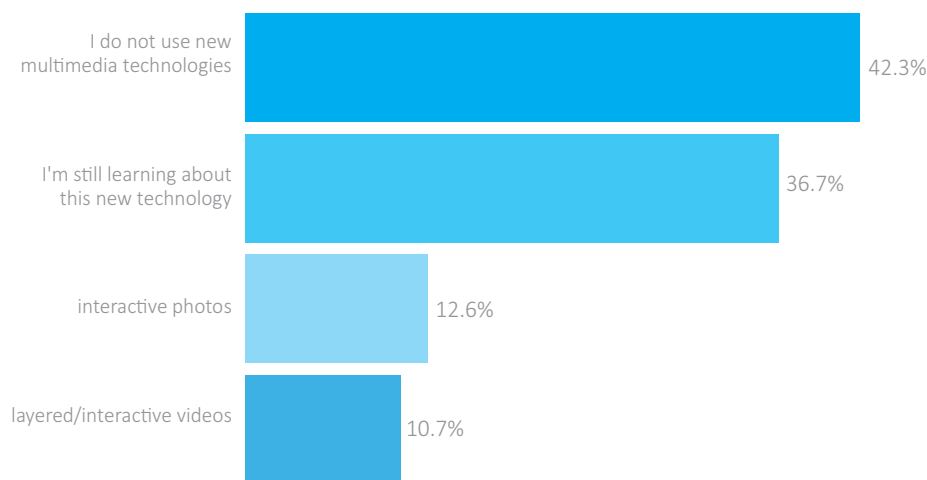
While photo services continue to be a central tool in the reporting process, it is important to note the growing interest globally in emerging technologies like livestreaming which provide a faster, more engaging way to interact with media audiences. 47.1% of global media outlets believe a key tool for future news reporting will include livestream apps such as Meerkat and Periscope.

## The Changing Media Environment (cont'd)

While these results show that journalists continue to embrace established forms of news story telling, there is a dominant shift occurring towards newer methods found primarily on digital platforms. For communicators, this is an indicator that when creating your news release, multimedia assets provide a secondary storytelling opportunity designed to reach and engage new audiences.

Modern news consumers are diverse in their choice of where to engage with news, and in their choice of formats – visuals, textual, videos, interactive platforms – so creating content that resonates with audiences across multiple platforms is the best practice for maximizing message visibility. 36.7% of respondents noted they are currently learning new multimedia technologies emerging in the news coverage space, with 23.3% already using interactive photos and video to supplement their stories.

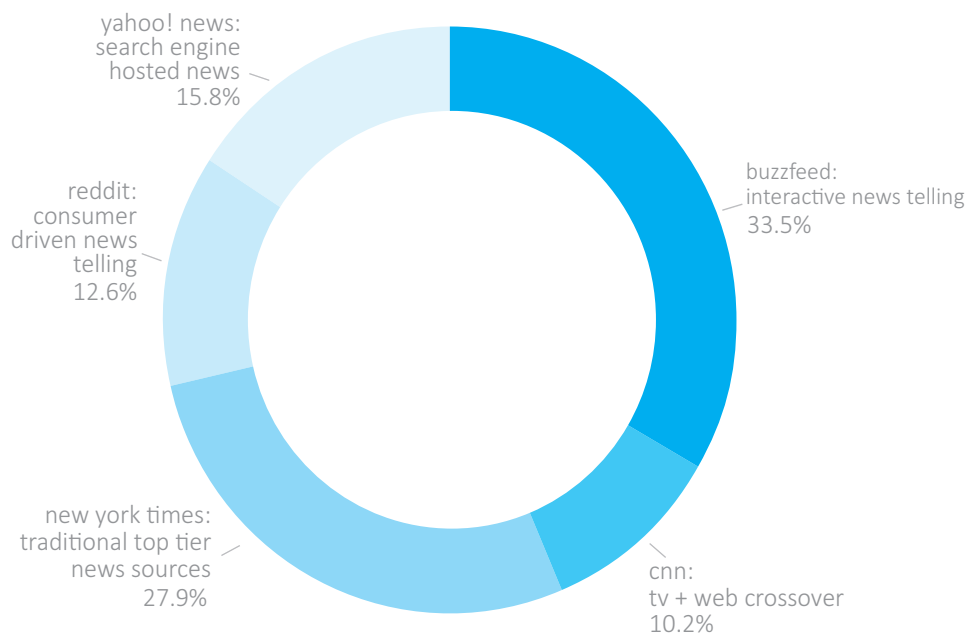
Which of the following new multimedia technologies are you using in your coverage? (Select all that apply)



## The Changing Media Environment (cont'd)

As for the future of the media landscape, the BuzzFeed model of short-form, interactive news telling (33.5%) and the New York Times (27.9%) long form style of news format were the most selected responses.

Which media outlet do you believe best represents the perceived future of media?



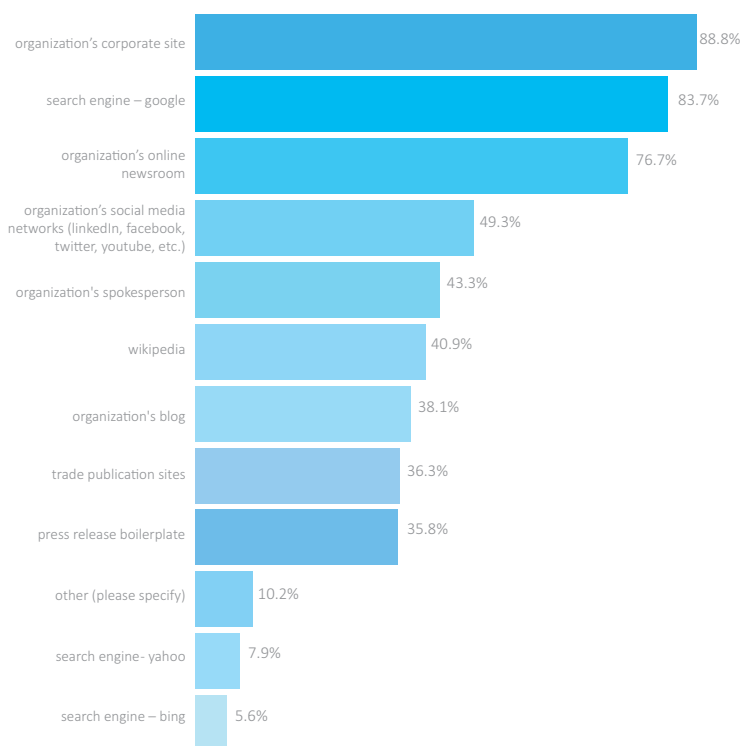
In a surprising twist, across the globe, responders chose BuzzFeed, known for short, entertainment-styled content and news, over more traditional long-form media outlets such as The New York Times as the publication that best represented the future of reporting.

## How the Media Conducts Research

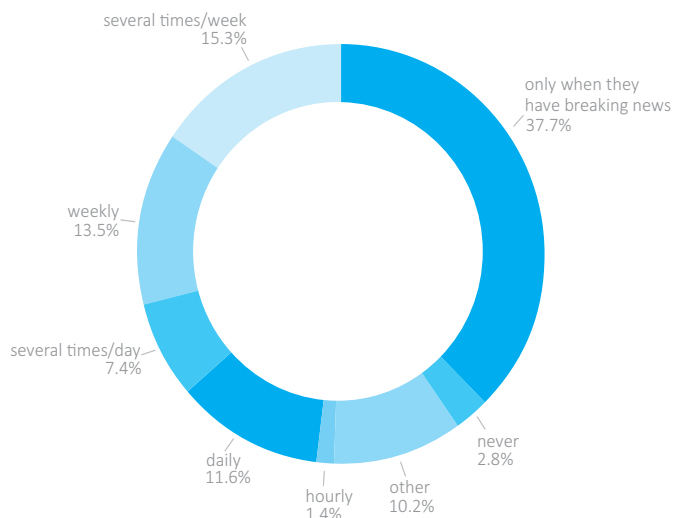
After search engine use (97.2%), an organization's corporate site (88.8%) and online newsroom (76.7%) are the foremost destinations for journalists when they need to research an organization. This "News," "Media," or "Press" section of an organization's website is used regularly for editorial research as are social media networks (49.3%), spokespersons (43.3%), blogs (38.1%), the press release boilerplate (35.8%), trade publications (36.3%) and Wikipedia (40.9%).

Journalists visit online newsrooms frequently, anywhere from hourly to several times a week (total 49.2%).

Where do you look when researching an organization? (Select all that apply)



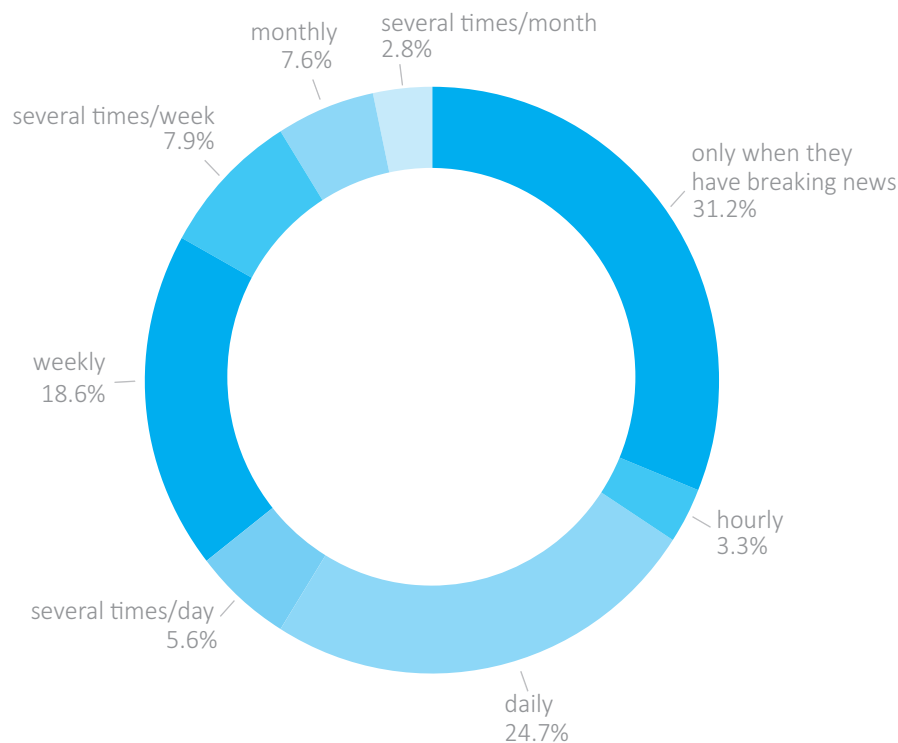
How often do you refer to a company's online newsroom/media center for research?



# How the Media Conducts Research (cont'd)

Half of those surveyed expect the online newsroom to be updated. Fresh content is preferred on a daily to weekly basis (total 48.9%).

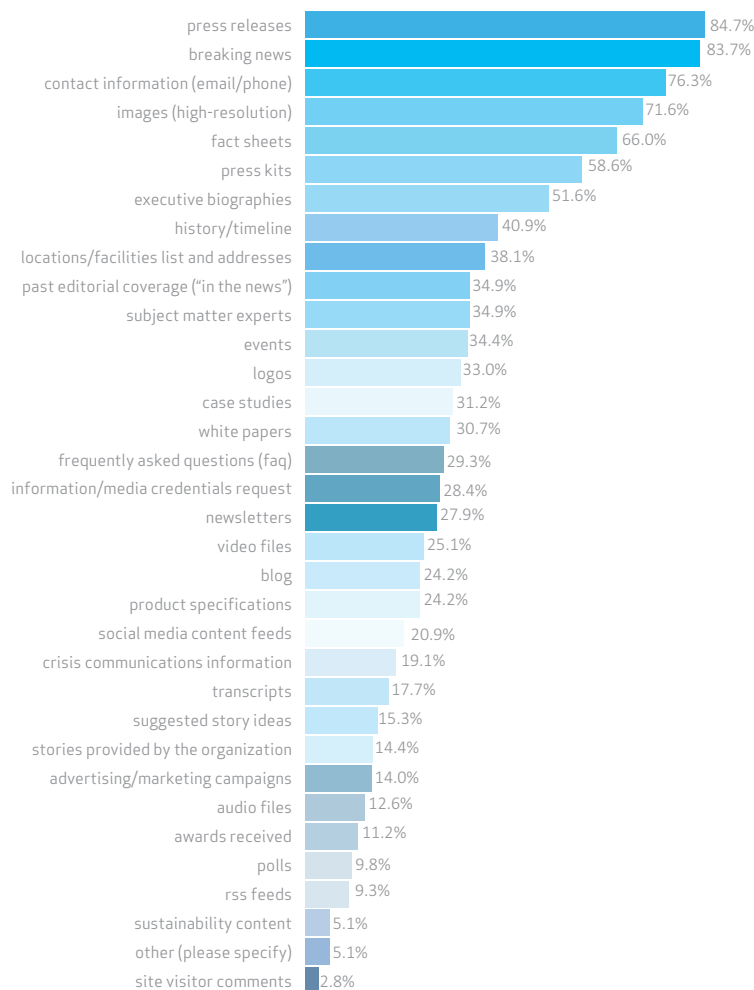
How often should an organization update their online newsroom/media center with fresh content?



## How the Media Conducts Research (cont'd)

Again this year, press releases (84.7%) remain the most sought-after content type within a company's online newsroom, with breaking news (83.7%) and media contact information (76.3%) close behind. High resolution images (71.6%), fact sheets (66%), press kits (58.6%) and executive biographies (51.6%) round out the top required pieces of content journalists look for when crafting news coverage.

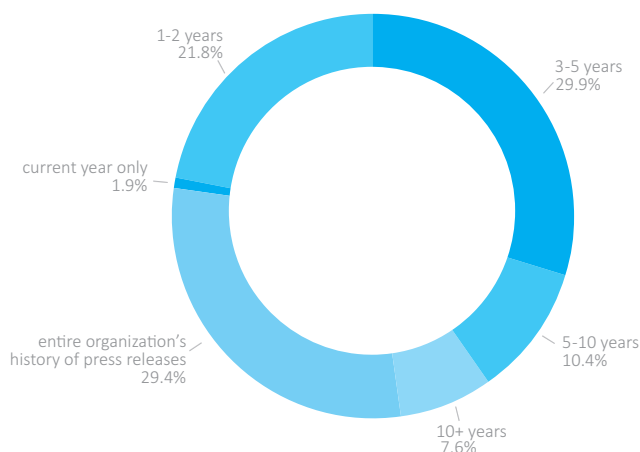
Which types of content do you want to access in an organization's online newsroom/media center? (Select all that apply)



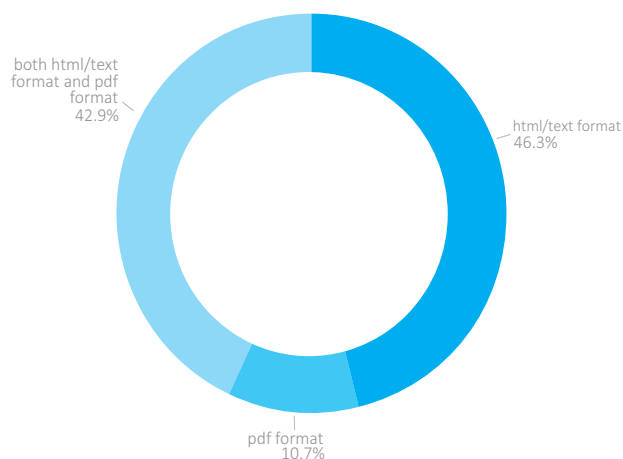
Globally, reporters prefer news releases to be presented in HTML format, with PDFs available as needed.

## How the Media Conducts Research (cont'd)

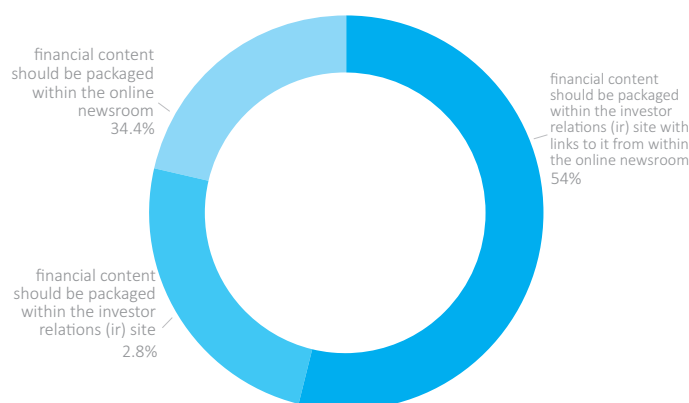
How many years of historical press release archives should be made available in an organization's online newsroom/media center?



Do you prefer press releases within an online newsroom/media center to be in an HTML/text format or a PDF format?



Should a public company's financial content (i.e. earnings releases, SEC filings, stock charts) reside within the online newsroom or within the investor relations (IR) site?

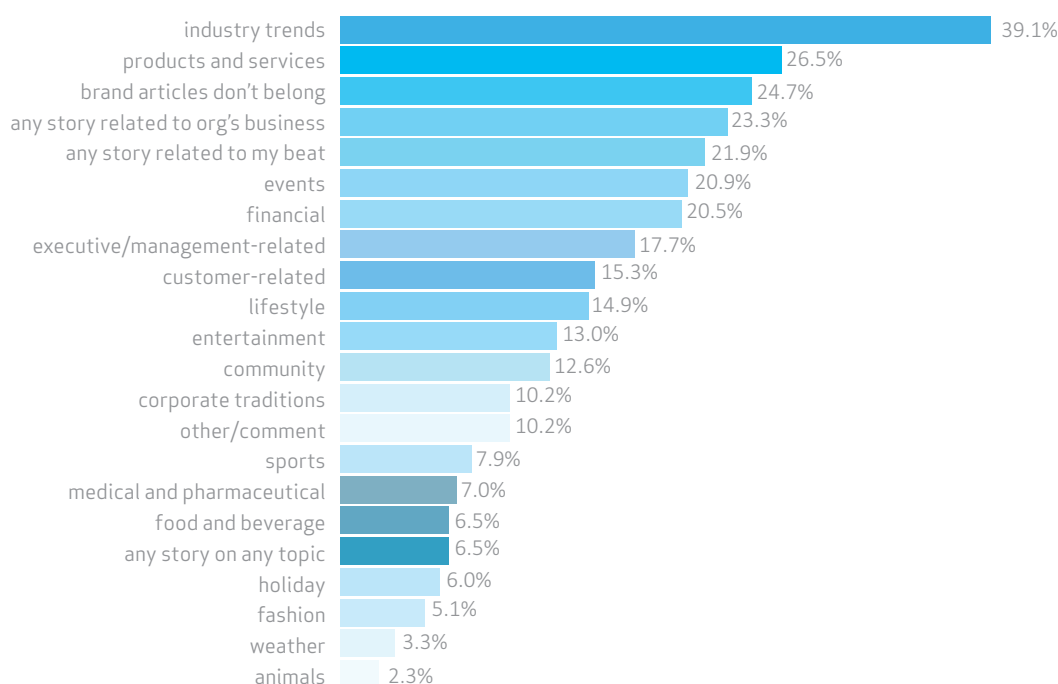




## How the Media Conducts Research (cont'd)

More than 75% of surveyed media are receptive to seeing brand articles within an online newsroom. When asked what type of stories should be found in the online newsroom, 39.1% responded that they'd like to see industry trends, as well as content about products and services (26.5%), events (20.9%) and financial information (20.5%).

What types of stories written/provided by the organization  
(i.e. brand journalism) do you want to see in an online  
newsroom/media center? (select all that apply)



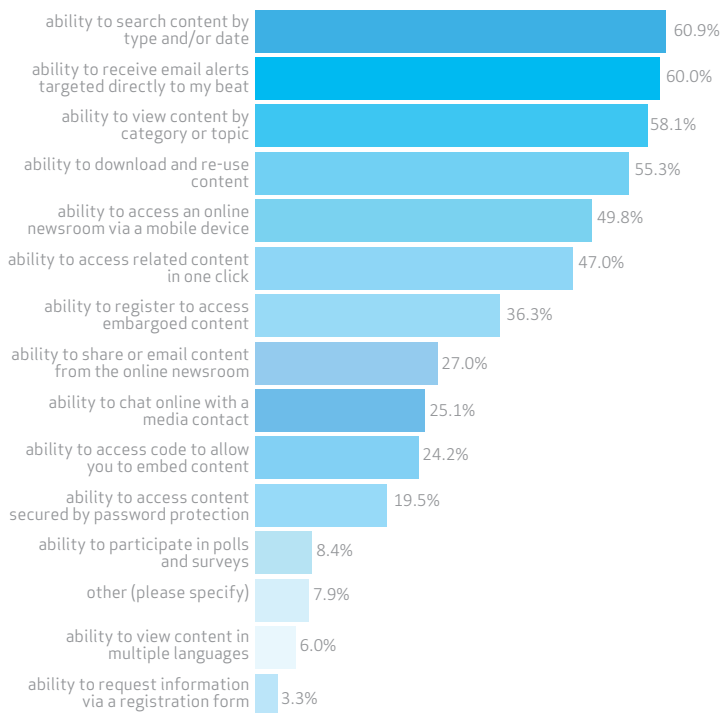
## How the Media Conducts Research (cont'd)

The functionality behind an online newsroom is just as important as providing required content types. Journalists expect to be able to search content within an online newsroom by type and or date (60.9%). This can easily be accomplished by providing simple and Advanced Search capabilities to site visitors.

The ability to download and re-use content (55.3%) such as video and image files is far more desired by media than simply offering an embed code (24.2%). And as expected, the ability to register for email alerts specific to their news interest is important to 60% of those surveyed.

Viewing content by category or topic are important choices to 58.1% of respondents and 49.8% want access to company online newsrooms via a mobile device.

Which features do you expect to see and/or use in an organization's online newsroom/media center?  
(Select all that apply)



## Summary

With the massive adoption of mobile technologies, news consumption is at an all-time high. The purpose of the 2015 Business Wire Media Survey is to provide communicators and media professionals insights into the latest trends in news coverage – from favored content types and newswire preference to the role of online newsrooms in the research process and the increased reliance on multimedia in the reporting process. These results provide a roadmap for communicators to create and present better, more effective news packages, allowing not only for the faster processing of quality content, but content that meets reporter metrics as well.

## Further Reading

- » [2014 North American Media Survey](#)
- » [Why Newswires?](#)
- » [The Journey of a News Release: What really happens when your news is distributed by Business Wire](#)
- » [Let's Get Visual: How to Increase ROI with visuals](#)
- » [How to write a modern, optimized news release to increase coverage opportunities](#)
- » [How to measure the success of your communication program](#)
- » [Considerations for Building a Better Online Newsroom](#)

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