

MEDIA TRENDS 2023



@vicderbyshire ✓
104 Following
435.6K Followers
7.4M Likes

Follow



The death of Twitter has dragged on too long. Please, Elon, put us out of our misery

HERE BE DRAGONS

2022 SAW ONE OF OUR FAVOURITE PLATFORMS FOR THE TRUSTED DISSEMINATION OF NEWS AND OPINION, BE BOUGHT BY A GROWN MAN (ALSO THE WORLD'S RICHEST), TURN UP TO WORK ON HIS FIRST DAY WITH A KITCHEN SINK, SACK EVERYONE, REINSTATE DONALD TRUMP'S ACCOUNT WHILE ALSO MAKING ALL THE GOOD PEOPLE LEAVE. 2023 - A QUIET YEAR FOR MEDIA TRENDS? WE HOPE NOT. COME JOIN US AS WE NAVIGATE THE MEDIA WINDS OF 2023 TO SEE HOW THEY MIGHT AFFECT THE WORLD OF MARKETING AND COMMUNICATION. LET'S DIVE STRAIGHT IN..

Here Be Dragons is a PR & Creative Communications Agency.

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Paul McEntee, Founder & CEO of Here Be Dragons

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INTRODUCTION

The great writer Nora Ephron once wrote that “everything is copy”. Looking ahead to 2023, it’s fair to say that in today’s media landscape, “everything is content”.

There is an almost overwhelming amount of information and platforms at our disposal every waking minute of our day. In an increasingly challenging economic environment, and with so much competition for attention and finances, how and where brands target their content will be more critical than ever.

At the same time, the platforms that many brands have made a key part of their content strategies until now are also transforming. Indeed, the wider social media ecosystem is arguably facing its biggest moment of upheaval in its history.

However, while this might mean that some relationships need to change or even end, there are other opportunities to grow your brand and reach new audiences – if you are prepared to meet today’s online audience where they are.

So what will the media landscape look like in 2023? Where can brands target their resources and seek out the most engagement? And what are the wider issues in the industry to be aware of that could impact the success of your content?

Instagram is the most popular news source among teenagers used by nearly **THREE IN TEN** in 2022 (29%), according to Ofcom’s News Consumption in the UK 2021/22 report. TikTok and YouTube follow closely behind, both used by **28% OF YOUNGSTERS** to follow news.²

66% of people use the internet for news. **ONE IN SEVEN** (14%) UK adults now only look at news online.³

People are now on average spending **4-5 HOURS** per day on apps.⁴



BREAKING THE NEWS !!!

Facebook and Twitter have been the 'traditional' social beasts of traffic and impact for many years, but it's clear that there is a rupture taking place between those two platforms and news partners. The huge amount of layoffs at Facebook and Twitter in the last quarter of 2022 will likely continue to have a deep impact on the relationship.⁵

The volatility of Musk-era Twitter has already resulted in brands and partners re-evaluating their relationship with the bird app. ***“What I will be watching closely in 2023 is the aftermath of the big breakup between news and social media,”*** says Michaël Jarjour, a freelance consultant and News Product Manager. ***“After mass layoffs at Meta and Twitter, the people who served as the glue between news and tech are gone. And, of course, tens of millions of dollars of payments — usually for licensing or innovation — no longer land in news publishers’ accounts. In the best case, this may foster closer collaboration between news publishers. In the worst, they’ll struggle even more to reach and inform new audiences.”***⁶

Twitter might never have reached the scale of Meta or Google, but its impact on the news culture has always eclipsed its relatively small size. As Patrick Charlton

of Buzz Radar has put it: ***“Twitter has a power all of its own: the lightning-fast, instant aspect of the platform means it can influence the news agenda, impact markets and make political waves, plus it has thousands of engaged, overlapping communities that cover the political and social spectrum from one end to the other. When big news stories break, or huge world events are afoot, like elections, disasters, wars or a once-in-a-generation pandemic, it’s to Twitter that audiences turn.”***⁷

Charlton has also advised brands not to immediately cut their ties with Twitter, but rather to monitor their content, track if it's reaching the right audience (or even a new, desirable audience), and see if the app stabilises from the chaotic first months of Musk's tenure.

“WHEN BIG NEWS STORIES BREAK, OR HUGE WORLD EVENTS ARE AFOOT, LIKE ELECTIONS, DISASTERS, WARS OR A ONCE-IN-A-GENERATION PANDEMIC, IT’S TO TWITTER THAT AUDIENCES TURN.”

PATRICK CHARLTON



KEEP IT BITESIZE

“The key thing for both news brands and the advertising industry is stay on top of the changing news consumption behaviour of young people. Like the rest of young people’s media consumption, it’s increasingly on-demand. There is a trend towards looking for specific news topics as and when rather than dedicating media time specifically to news platforms. News brands are increasingly having to think in terms of bitesize news.” – Suzana Lay, writing in Mediacat Magazine.⁸

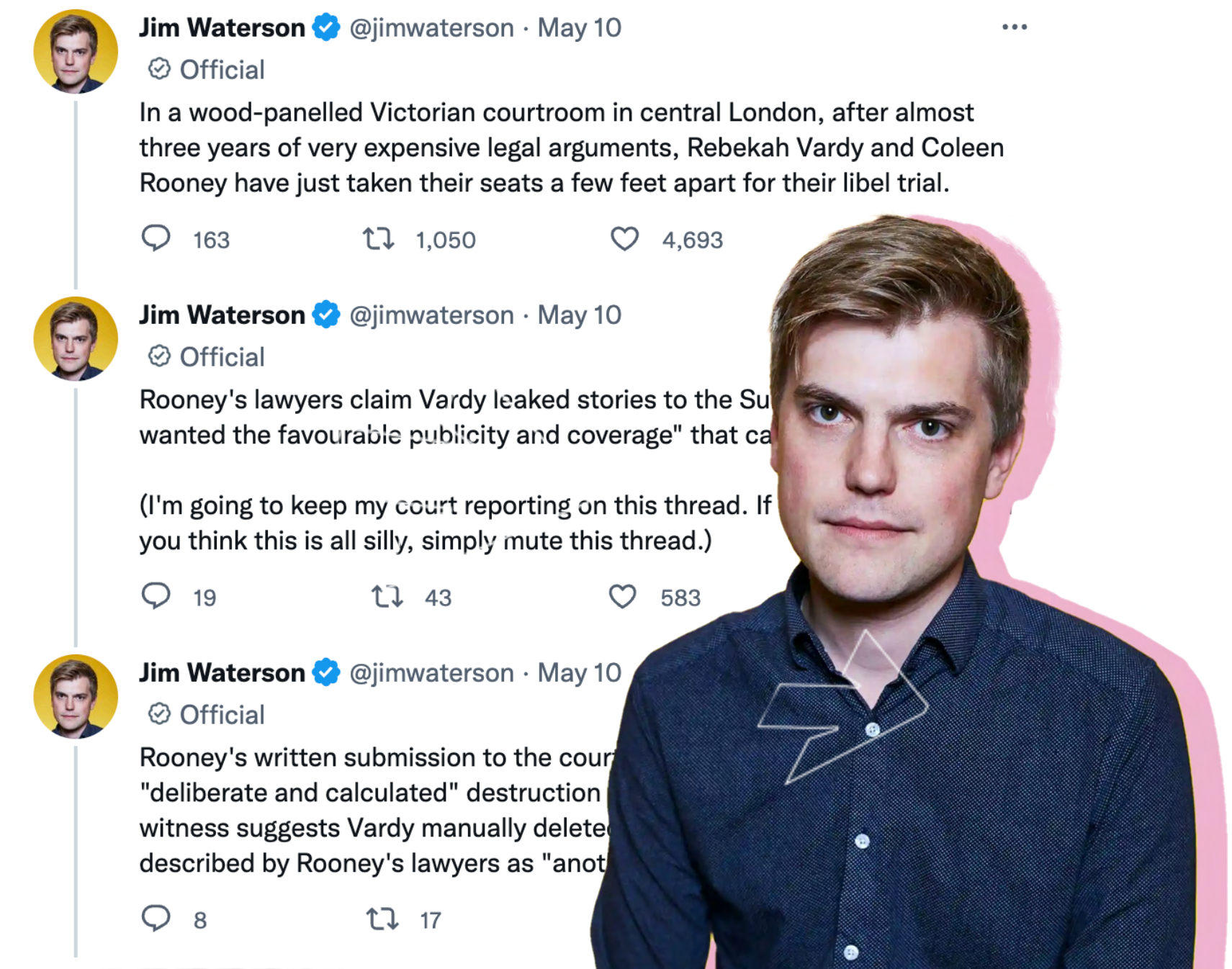
We have seen news brands, big and small, develop innovative and impactful formats that have adapted successfully to the new media landscape. The days of using social media platforms to post simple links to external sites or to embed videos that don’t provide context to a story are truly over.

It’s now more important than ever to prioritise the quality of your content over the quantity. The key is to know your audience (be it the one you have or the one you desire) and focus on what they care about. Ask yourself: how would we best serve our audience when it comes to this story or trending topic? Is it a complex story that would benefit from

more background and context? Or is there dis-or-mis-information in a story that could be debunked with facts and expertise analysis?

Easily digestible - but tightly informed - video explainers are a huge growth area for news brands. Ros Atkins from the BBC has had super-viral results across multiple platforms from his video explainers on big news topics, ranging from Partygate to Elon Musk’s Twitter takeover to the Qatar World Cup.⁹

The Guardian, meanwhile, broke through the noise during the so-called ‘Wagatha Christie’ trial (Rebekah Vardy v Coleen Rooney) by having media editor Jim Waterson produce daily recaps of the action, as well as making video responses to user questions in the comments.¹⁰



“THE KEY THING FOR BOTH NEWS BRANDS AND THE ADVERTISING INDUSTRY IS STAY ON TOP OF THE CHANGING NEWS CONSUMPTION BEHAVIOUR OF YOUNG PEOPLE.”

SUZANA LAY

THE TIKTOK (R)EVOLUTION

Ah, yes. TikTok. There's no escaping that the Chinese-owned entertainment app is fast becoming the new colossus in the media landscape. One of its key growth areas going forward is news, whether brands – including TikTok itself – like it or not. According to Ofcom's news consumption report, TikTok has seen the largest increase in use of any news source between 2020 and 2022, growing from from **0.8 million** UK adults in 2020 (1%) to **3.9 million** UK adults in 2022 (7%).

What's more, the report found that those consuming news on Facebook, Twitter, Instagram and Snapchat are more likely to do so from "news organisations", while those consuming news on TikTok are more likely to do some from "people they follow"¹¹ TikTok differs from apps like Facebook and Twitter in that it doesn't specifically program or curate news or news trending topics. The company doesn't have an issue with news brands joining and using the platform, but, right now at least, that's where any relationship between TikTok and news partners begins and ends.

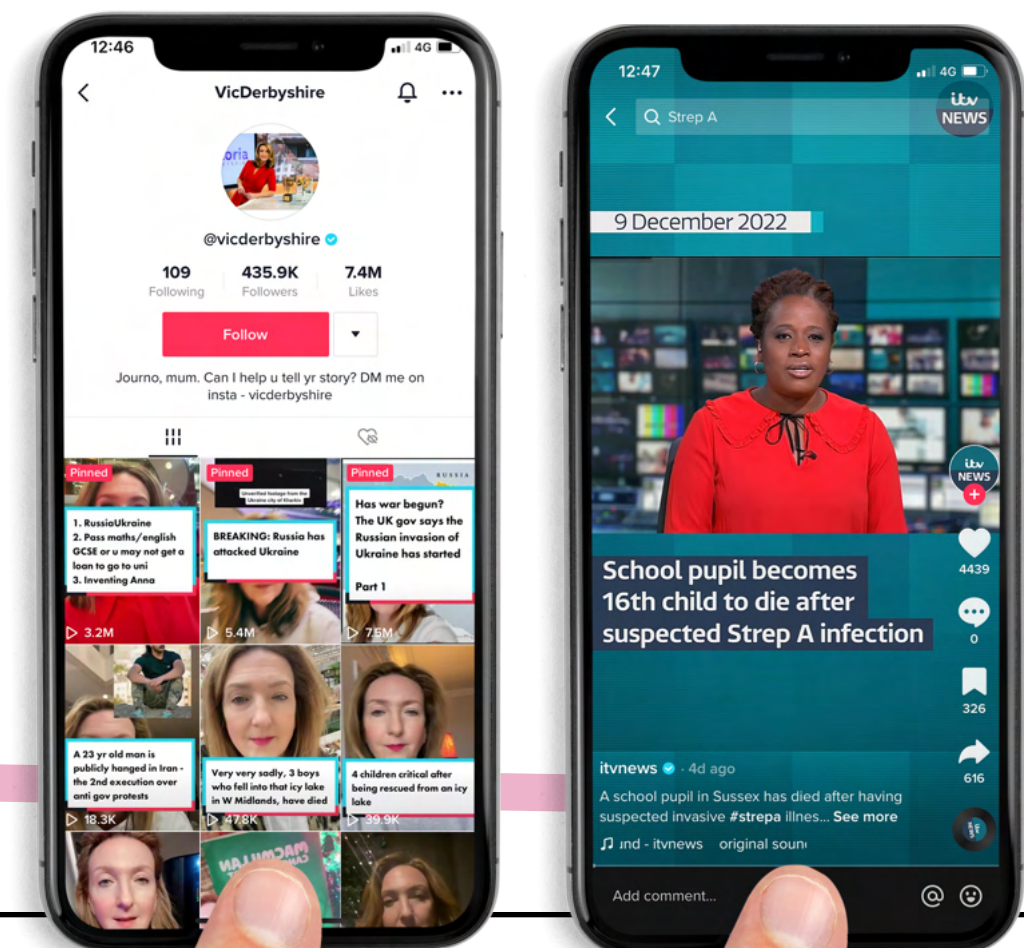
So far, traditional news outlets like Sky News (3m followers), BBC News (661K followers) and ITV News (1.4m followers) have made significant inroads on

the app. One of the newer brands to make a name for itself on TikTok is The News Movement (64K followers), whose wider social strategy targets young users. More than half of The News Movement's TikTok views and half of its YouTube views come from people under the age of 24.¹²

George Goldberg, a journalist with The News Movement highlights the fine balance that all content, news or otherwise, must strike on TikTok. **"It has to look like an audience member could have made it, but it also has to be balanced with journalistic integrity and facts."** Building on their TikTok breakthrough, the News Movement plans to build up their own website, in the form of short, digestible pieces as if **"your knowledgeable mate is helping you understand the world"**.

For Gen Z, TikTok Is the New Search Engine

TIKTOK HAS SEEN THE LARGEST INCREASE IN USE OF ANY NEWS SOURCE BETWEEN 2020 AND 2022, GROWING FROM FROM 0.8 MILLION UK ADULTS IN 2020 (1%) TO 3.9 MILLION UK ADULTS IN 2022 (7%).
OFCOM'S NEWS CONSUMPTION REPORT



SEARCH AND SELL

Apart from news, there are two other nascent areas of TikTok that could further change the media landscape in 2023.

Search hub:

The New York Times wrote in September 2022 that: *“TikTok is known for its viral dance videos and pop music. But for Generation Z, the video app is increasingly a search engine, too.”*¹³

More and more younger people are relying on TikTok’s famously powerful algorithm to throw up suggestions for where to eat and where to shop, as well as videos explaining how something works – the typical information on which people would traditionally rely on Google.

In the summer of 2022, TikTok tested a ‘Nearby’ or ‘Local’ feed in southeast Asia, allowing users to view videos posted by people (and brands) nearby to them.

¹⁴

The app has also added a feature allowing users to add a location-tag to videos, all of which would suggest that ‘TikTok as a search engine’ could become a powerful strategic tool for brands of all kinds in 2023.

Ecommerce:

Not unconnected to the expanding search function is the rise of ‘social shopping’ on TikTok and other platforms. TikTok hit the pause button on the expansion of its ecommerce operation, TikTok Shop, in the summer of 2022, due to low adoption rates and other internal issues¹⁵

However, ecommerce has been a huge success for Douyin, the Chinese version of TikTok, which is also owned by ByteDance: it has reportedly seen sales triple year on year, selling more than 10bn products.¹⁶

The retail social commerce market in China surpassed **\$350bn** in 2021.¹⁷

There is evidently still a lot of work to do in this area in Europe, but you’d be a fool to write-off ecommerce as a passing fad. If anyone can devote the time and resources to making ‘social shopping’ work, it’s TikTok. Indeed, they already seem to be testing other options again.¹⁸

“TIKTOK IS KNOWN FOR ITS VIRAL DANCE VIDEOS AND POP MUSIC. BUT FOR GENERATION Z, THE VIDEO APP IS INCREASINGLY A SEARCH ENGINE, TOO.”

THE NEW YORK TIMES



TRUST ME

Other media developments and opportunities, in brief:

Underlying all social platforms' opportunities for growth in 2023 is the issue of trust. Trust in news in general has fallen and this is reflected in popular views of platforms as arbiters of factual information. A 2022 report by Reuters Institute found Google to be the most trusted platform for news by users (**52%**), whereas Facebook and Twitter ranked at **27%**, Instagram at **24%** and TikTok at the bottom with **20%**.¹⁹

The same survey found that age plays a significant factor in trusting news on social platforms: some **40%** of people under 35 said they trust Instagram and TikTok for news compared to **6%** of people aged over 55 who said they trusted Instagram, and **3%** of the same age group who said they trusted TikTok.

And what happens to trust when the copy you read might not even have been written by a human? The recent introduction of AI tool ChatGPT is both awe-inspiring and scary at the same time. Able to write human-like copy across a variety of topics, the software could be used by news-outlets, brands and marketers, looking for an easy way of producing copy at speed and scale that isn't necessarily fact checked.

Written in a human and conversational way, AI tools such as this could easily feed up 'answers' to questions asked of it that can be easily cut & pasted, thereby making people less likely to use search engines and other sources to seek the truth.

STREAMED PODCASTS

Spotify is rolling out video podcasting tools to creators worldwide, indicating that there's an ever-growing market for watching your favourite podcasters do their thing.²¹



MICROPAYMENT SUBSCRIPTIONS

In 2022, there was increased discussion around adapting traditional news subscription models to give customers more flexibility in what they paid for. Axate, for example, offers a plug-in that allows you to monetise casual users with a pay-as-you-read system.²²

In the same vein, self-publishing platforms like Substack, Patreon and Medium have all seen increases in take-up over the past 5-6 years. These platforms allow journalists and writers with a speciality to reach an audience directly through paid email newsletters and subscriptions. The prices for these subscriptions are usually tiered, so you get a sample of the output for free but must pay a certain amount every month (be it a fixed amount or a "pay what you can" sum) to access the content in full. Substack has been the most prominent breakthrough success: it says it now has over 500,000 paying subscribers. In 2023, these platforms should see even more increases, as writers try to find alternative (or additional) sources of income. It's an exciting opportunity, but, as ever, making money from it won't be easy. For anyone considering these outlets, it's advisable to research how much work will be involved (for instance, in publicising and marketing your newsletter) as well as the supports that are available through the platforms themselves.²³

NEWSLETTERS

We have not reached peak newsletter – far from it. According to the 2022 Reuters Institute’s Digital News Report, surveying 93,000 online news consumers across 46 markets, the average number of people who access news via email is 17%. In the UK, it’s 9%.. That survey also found a huge gap in the ages of newsletter subscribers (in the US, just 5% of 25-34 year olds and 3% of 18-24 year olds said they rely on email access as a main source). There could be an opportunity for a focused news brand to crack that demographic.²⁴

TRADITIONAL MEDIA

What about traditional media in 2023? Ofcom’s news consumption report for 2022 made note that older users were found to favour TV, radio and print, whereas younger users preferred social media and the internet for news. The reach of TV networks (such as BBC, ITV and Sky) at 74%, consistent with trends from the last report. Radio saw a decrease in reach to 40% in 2022, compared to 44% in 2018.²⁵

Print/online newspapers similarly saw reach decrease from 2020 (47%) to 2022 (38%). However, the bright spot for newspapers seems to be their online iterations: Ofcom found that newspaper reach doubles for younger groups when online newspaper reach is added to print. In 2023, in a tough economic situation with advertising spend down, it’s likely that some publications might fold their print operations entirely and focus exclusively on online publication. There may even be opportunities in the crossover with platforms like Substack, which allow organisations to “rebundle” several newsletters and podcasts under the one title.²⁶

WEB 3 AND THE FUTURE OF NEWS

As a culture, we’re just beginning to explore the opportunities (and current limitations) of Web 3.0. That is defined as the decentralised framework controlled in equal measure by many separate nodes in a network as opposed to a single, centralised server. Web 3 is underpinning blockchains, cryptocurrency and virtual reality, but is still very much in its early days (the Nov 2022 collapse of the FTX crypto-exchange has been a notable failure). But evangelists for Web 3 still maintain it is the future of the web, allowing people more control over their privacy and data. So are there opportunities for news in this new frontier? Reuters looked at the prospect of VR news in a 2017 report.²⁷

The findings and suggestions from 2017 are as pertinent going into 2023 and beyond: namely, that improvements are still needed to the technology and that cost to both the publication and the user (for example, paying for headsets) remains a significant blocker. Reuters found that VR for news would most appeal if it can take you somewhere you can’t physically go.²⁸

It’s definitely something for news and media companies to consider for the future. There are some interesting examples already out there: for example, the Guardian’s recreation of life inside a solitary confinement cell and a BBC/Aardman iteration of a Syrian refugee’s boat journey.^{29/30}

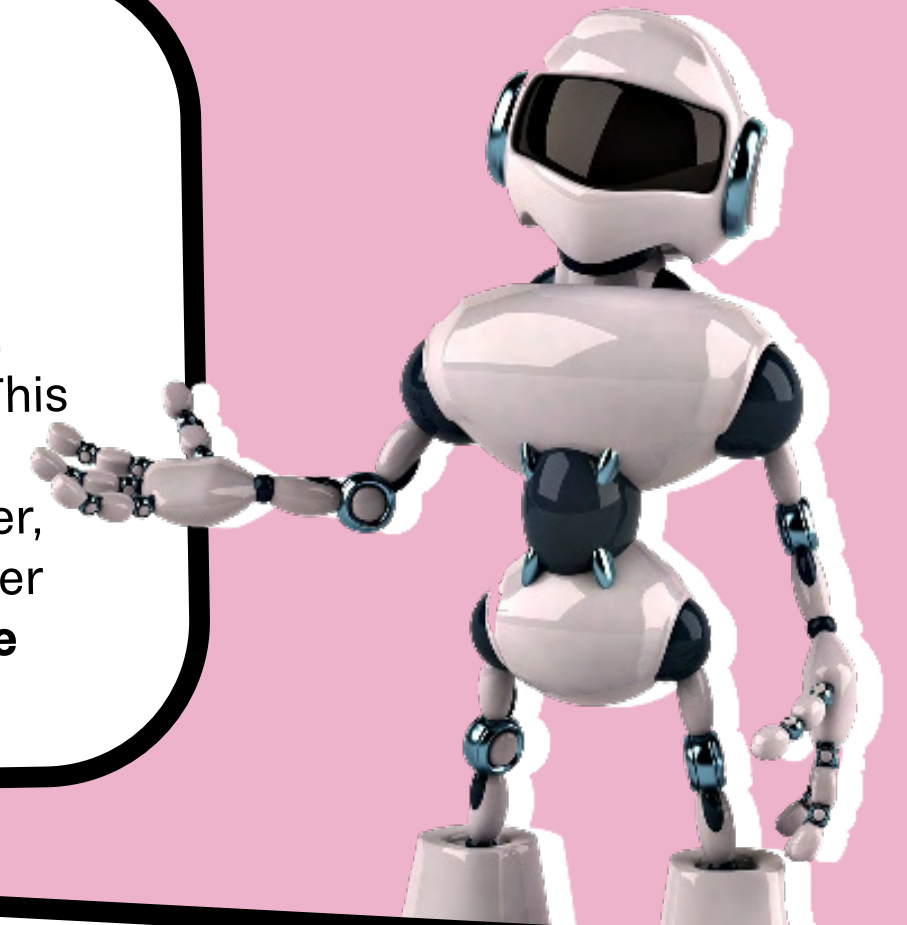


ENRIQUE ANARTE LAZO, TIKTOK LEAD FOR OPENLY, THE LGBTQ+ NEWS BRAND OF THE THOMSON REUTERS FOUNDATION:

“Openly recently reached 100,000 followers on TikTok. The key to Openly’s success lies in understanding what we can offer our audience, and what makes us different from general news accounts or other LGBTQ+ channels. And that is, in our case, impartial queer news stories that speak directly at them, instead of down to them, as well as LGBTQ+ content that feels authentic, useful, and tangible for the user.
“Looking ahead, seeing that many outlets are already on TikTok in some way, I’m convinced that creativity, trustworthiness, and actual interest in user needs will define the success of publishers on the platform - particularly among those who have to build a brand from scratch and don’t benefit from being known to the audience from Instagram, Twitter or YouTube.”

CHATGPT’S PREDICTION FOR THE FUTURE OF MEDIA

“In recent years, there has been a trend towards people using social media and other online platforms to access news and information. This trend is likely to continue, as these platforms offer a convenient way to stay informed and up to date with the latest developments. However, it is important to note that not all information on social media and other online platforms is reliable, and **it is important for people to verify the accuracy and credibility of news sources before relying on them.**”



GEORGE GOLDBERG, JOURNALIST WITH THE NEWS MOVEMENT

Top tips to make news work on TikTok:

- “With TikTok, your content has to look native. Learn the effects and tools available on TikTok. Your audience know these exist, so you need to know it too. You can’t just do a straight piece to-camera. Make it in the vernacular of the app – whether it’s green screen effects or a trending sound.
- One thing we do is ask for feedback in the comments in case we’ve missed something. Don’t be afraid to engage in the comments and add even more context there. List your sources, add graphs or further reading.
- The strategy with TikTok is “tell me the story now”. The more measured, weekend-read longform content will work well on YouTube or Instagram, where there’s a bit more breathing space.
- Short video works really well on TikTok and Instagram, especially. Keep it to a minute’s length; if you can tell the story in 30 or 40 seconds, even better.
- Make bespoke content for each platform. Whatever platform it is, you have to take the time to understand what works on it. But I understand that that’s a time and resource thing. You can’t be a ‘lurker’. TikTok gives you a boost when you use the in-app features, so it’s to your benefit and the audiences too.
- Think positive: In 2023, we’re going to be focusing on self, wealth, and health. Even if a story is negative, if you can spin it in a positive sense, that works well on social platforms.



HERE BE DRAGONS

WE ARE A LONDON-BASED, GLOBALLY CONNECTED CREATIVE COMMUNICATIONS AGENCY.

IN A WORLD OF CONSTANT CHANGE, WE BELIEVE EARNED MEDIA IS THE MOST POWERFUL & RESILIENT CHANNEL TO TELL OUR CLIENT'S BRAND STORIES. HOW WE GET THERE IS DOWN TO THE BEAUTY OF THE COURSE WE CHART TOGETHER.

ARE YOU READY FOR CHANGE?

AWARDS

The Drum PR: Small Budget

The Drum Social Purpose: Best PR Campaign

Creative Moment: Most Creative Stunt 2022

Creative Moment: Most Creative Charity Campaign 2022

The Drum PR: Most Effective Use of Content 2021

Creative Moment: Small Agency of the Year 2020

The Drum Marketing: Best B2C Integrated Campaign 2020



WHAT WE DO

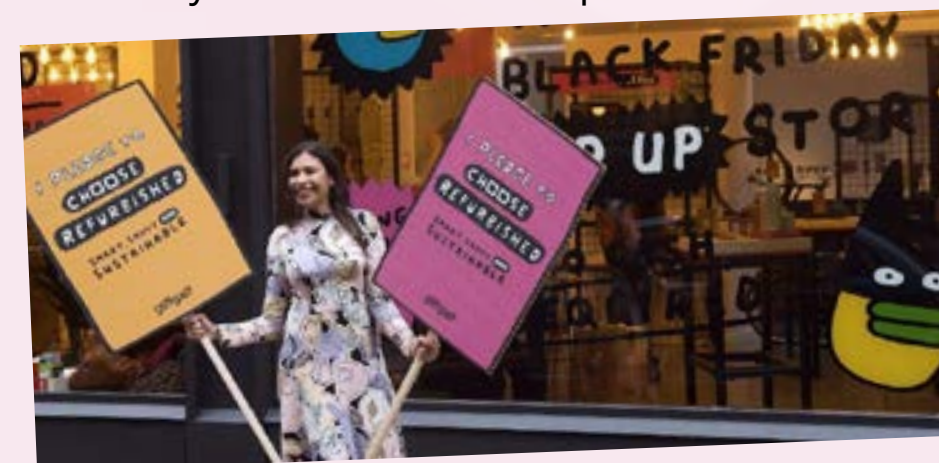
OUR AGENCY & STUDIO

- PR & PRESS OFFICE
- BRAND STRATEGY
- SOCIAL MEDIA
- DIGITAL PR & SEO
- EXPERIENTIAL & MEDIA
- TAILWINDS & FORESIGHT
- CREATIVE CAMPAIGNS
- DIGITAL & BRAND DESIGN
- CONTENT PRODUCTION

BLACK FRIDAY STORE

giffgaff

We hijacked Black Friday, a moment of rampant overconsumption, by creating a pop-up shop in Covent Garden, with a big difference. Nothing was for sale. All the items in the store, including phones, were refurbished. You could only get hold of one of the items by pledging to 'choose refurbished' for the next year. All in support of tackling our growing e-waste problem and championing a circular economy that's better for you and better for the planet.



DIAL4CLIMATE

THE CLIMATE PSYCHOLOGISTS

An activation that seeks to raise awareness of climate change, while also alleviating climate anxiety.

'Dial4Climate' is a pop up phone booth that appeared in both Paris & London. Inspired by emergency SOS freeway call booths, the installation invited the public to pick up the phone, at which point they were given a series of messages on how they can alleviate climate anxiety.



GRENFELL STREET PARTY



JUSTICE4GRENFELL

In 2017 the UK experienced one of the biggest tragedies in recent years. 72 innocent people died in a fire that shouldn't have happened. 5 years later no one has been arrested. At a time when communities were coming together across the country, we held a street party in the shadow of Grenfell Tower. A table was laid with 72 plates and chairs, but no guests. Each place setting carried the name of a victim from the tragedy.



ART OF THE QUEUE

BEAVERTOWN BREWERY

As the pubs began to plan their reopening on 4th July, Beavertown Brewery wanted to be at the heart of those conversations. The brand has always deployed the power of creativity to spark a better conversation. So we turned a moment of boredom and mundanity (queuing two metres apart to wait for a beer) into a moment of joy. Tim Key was commissioned to write a beautiful poem and an ode to the pub which could be enjoyed line by line, every two metres in the queue to a series of partner pubs across London.

DIFFERENT IN THE DARK

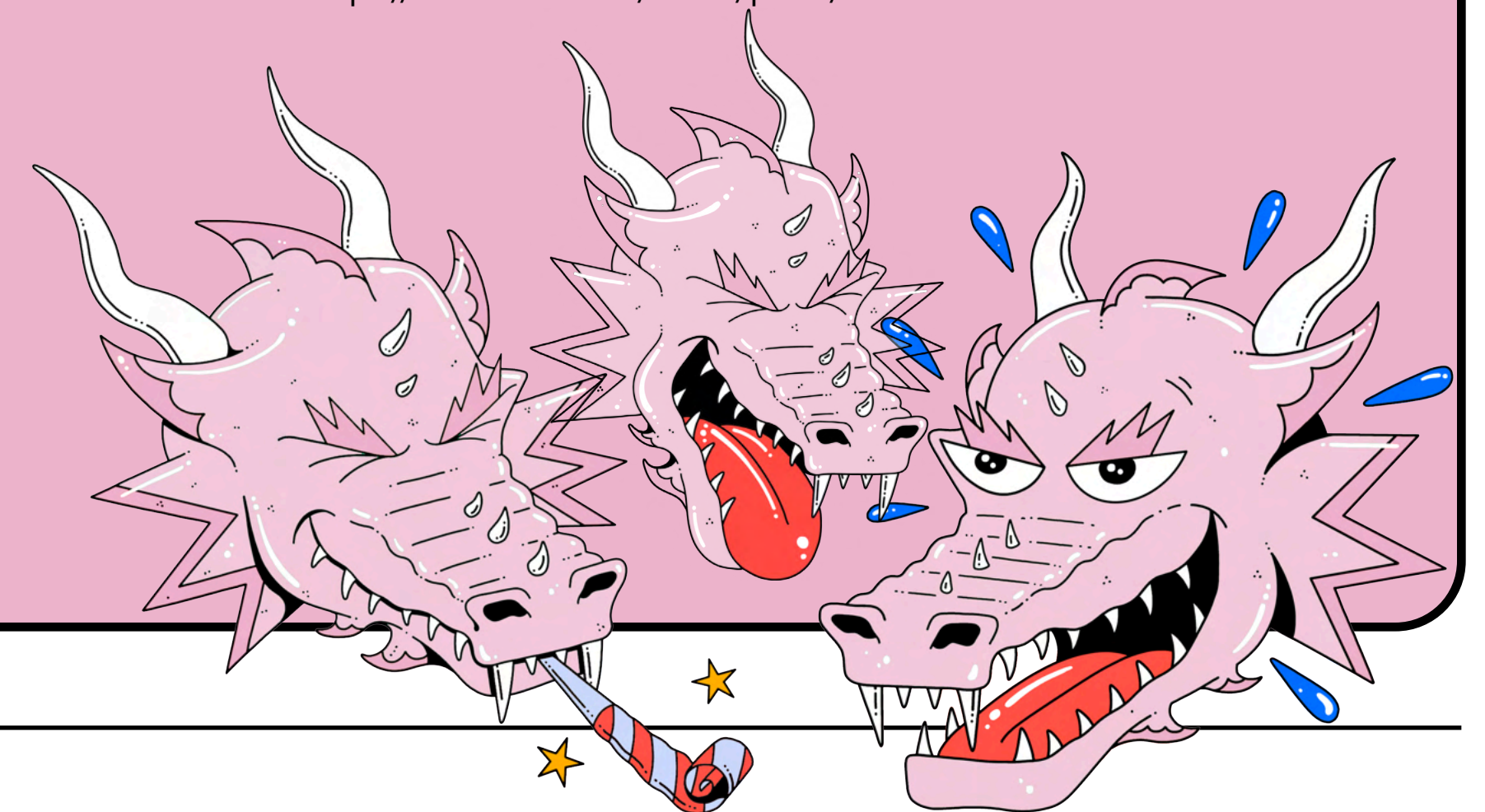


KOPPARBERG

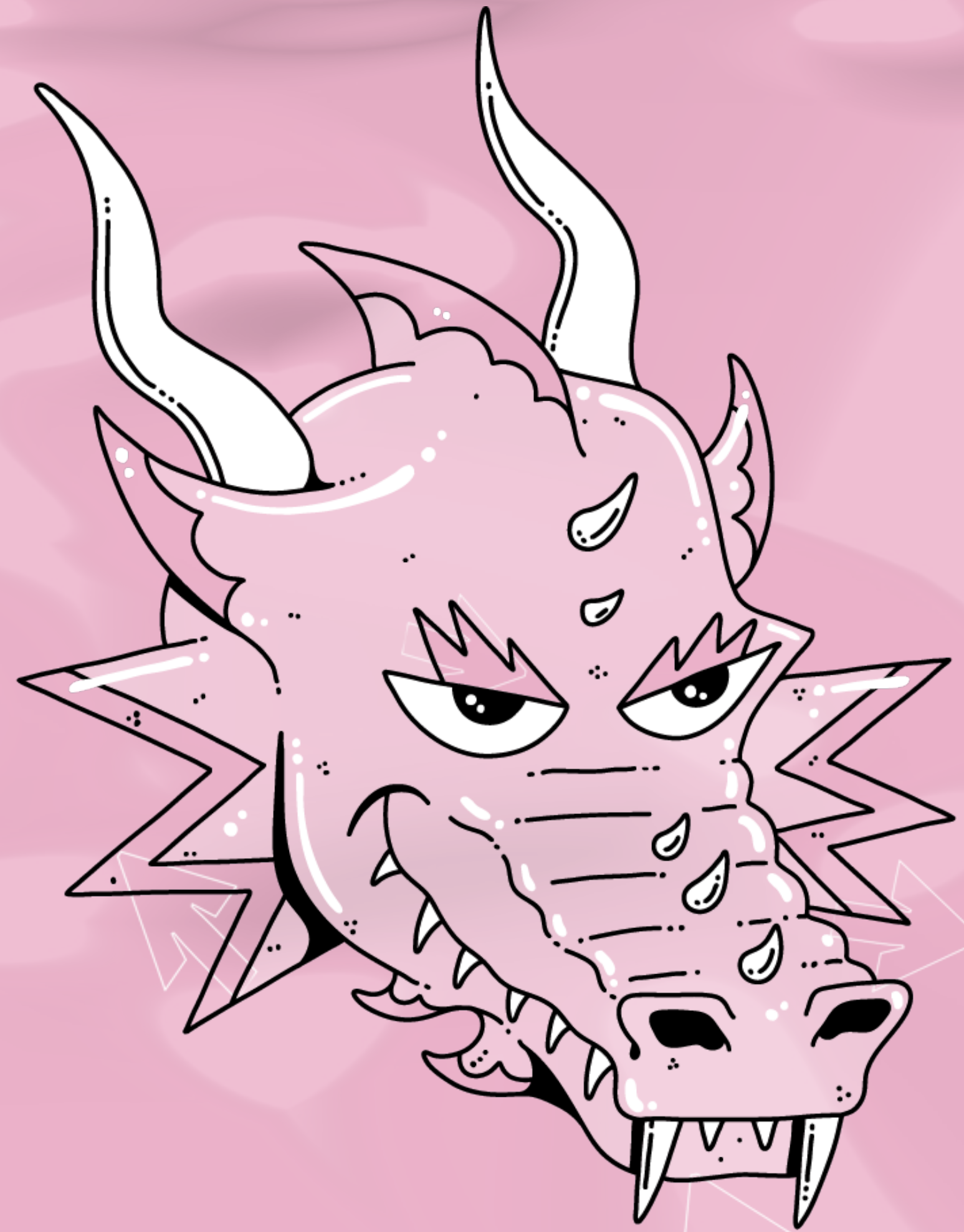
To launch KOPPARBERG Dark Fruit Spiced Rum, London rapper and creative, Kojey Radical, created a limited-edition line of t-shirts inspired by the new drink. Available on Everpress, t-shirt profits went directly to the Music Venue Trust. Featured on LADBible, Guap and Metro.

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