News media content personalization: Converged, commodified, and contracted out

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### SOURCES OF NEWS BY COUNTRY (January 2015)

<table>
<thead>
<tr>
<th>Source of News</th>
<th>UK</th>
<th>GER</th>
<th>JPN</th>
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<tbody>
<tr>
<td>TV</td>
<td>75%</td>
<td>82%</td>
<td>73%</td>
</tr>
<tr>
<td>Radio</td>
<td>37%</td>
<td>50%</td>
<td>17%</td>
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<tr>
<td>Printed Newspapers</td>
<td>38%</td>
<td>38%</td>
<td>44%</td>
</tr>
<tr>
<td>Online (inc. social media)</td>
<td>73%</td>
<td>60%</td>
<td>70%</td>
</tr>
</tbody>
</table>

**Q3.** Which, if any, of the following have you used in the last week as a source of news? Please select all that apply.

Source: RISJ Digital News Report, 2015  
UK - $n=2149$, Germany - $n=1969$, Japan $n=2017$
Starting point for online news (January 2015)

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<tr>
<th>Method</th>
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<tbody>
<tr>
<td>Direct to news brand</td>
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<td>Mobile notifications and alerts</td>
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<tr>
<td>Other aggregator site, newsreader, or app</td>
<td>4%</td>
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Q10. Thinking about how you got news online (via computer, mobile or any device) in the last week, which were the ways in which you came across news stories? Please select all that apply. Base: Total sample in each country.

Source: RISJ Digital News Report, 2015

n=23,557 (average n=1,963)
“the big difference is that is a more personalized experience”

Robin Pembroke, general manager of news products at BBC Future Media (Kelion, 2015).
Growth in personalisation at 11 UK and US news publishers, 2007-2010

Source: Thurman & Schifferes, 2012
Changes in deployment of personalization features at eleven national US and UK websites, 2007–16

- Mobile
- Passive
- Converged
- Commodified
Av. number of personalization features per mobile ‘app’ 2010-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2015</th>
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<tbody>
<tr>
<td>Value</td>
<td>1.21</td>
<td>2.62</td>
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</table>

Av. number of personalization features per web edition 2010-2016

<table>
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<tr>
<th>Year</th>
<th>2010</th>
<th>2015</th>
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<tbody>
<tr>
<td>Value</td>
<td>8.8</td>
<td>6.1</td>
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</table>
Changes in deployment of passive and active personalization features at eleven national US and UK websites, 2010–16
Also in the News

D’oh! ‘Simpsons are not Catholic’, say producers
Same-sex first for Israeli dancing show

Sport

Live - Korean GP practice
Second practice is about to begin at the newly completed Yeongam circuit after Lewis Hamilton sets the pace in the opening session.

Rooney future yet to be resolved
Napoli 0-0 Liverpool
Man City 3-1 Lech Poznan
Hamilton ‘excited’ by title race

Add My UK News & Weather Location

UK
Clegg on the offensive over cuts
Police sack murder-call handler
Liverpool fans ‘hunted’ by Ultras
Super-council ‘could save £100m’

England
Dr Kelly evidence to be released
Aspirin ‘cuts bowel cancer cases’

Scotland
Union’s plea ahead of cuts rally
Inquest due into Norgrove death

Northern Ireland
Concern at health capital budget
£1m cannabis seized in Belfast

Wales
BBC chief welcomes S4C decision
Cancer protestor’s assembly bid
“the time and effort to personalize something” would put off all but a “relatively small number of people”
—Steve Herrmann, editor, BBC News website (personal communication, 2008)

“anytime we’ve done anything that is not passive we’ve got very, very little uptake”
Changes in deployment of passive and active personalization features at eleven national US and UK websites, 2010–16
FROM OTHER NEWS SITES

- Globe Investor China's economy soars - 3 hrs ago
- People's Daily Online Economy soars, sets stage for more tightening - 5 hrs ago
- Yahoo! News China economy soars, sets stage for policy tightening - 7 hrs ago
- South China Morning Post China GDP growth hits 8.7pc, becomes world's second largest economy - 8 hrs ago
- Sydney Morning Herald China's turbo growth fans inflation fears - 9 hrs ago
- About these results
is a multi-currency union, deleting references to the euro as the EU's official currency.

Practical changes
- Repatriating powers from Brussels to Britain, giving Parliament more autonomy and scaling back the influence of EU laws on domestic matters.

Debate begins...

The debate in the House of Commons by the Treasury

Strategy division

After the leak, the Bank of England should not come as a surprise that the Bank is undertaking such work about a stabilized government policy. There are a range of economic and financial issues that arise in the context of the renegotiation and national referendum. It is one of the Bank’s responsibilities to assess those that relate to its objectives.

"It is not sensible to talk about this work publicly, in advance. But as with work done prior to the Scottish referendum, we will disclose the details of such work at the appropriate time," a Bank spokesman continued.

Mr Carney’s speech and the publication of the report will come less than two weeks after the launch of the respective 'In' and 'Out' campaigns, and as Mr Cameron faces a rebellion from six Cabinet ministers who wish to campaign in the 'Out' camp.

Ads by Google

The End of Globalization?
(China National Post, Hong Kong)

As Germany Welcomes Migrants, Some Wonder How to Make Acceptance Last
(The Independent)

Top stories from Outbrain

How English skills ensures an international education
(Panasonic Europe)

Why C.B. Robinson is Putting More Focus on Europe and Asia
(Times Scotland)

15 Places To See Before They Disappear
(Mystery)

No push to push; globally Concerns are rising. But Why?
The Economist

Outbrain
• **Prevalence** of personalisation at news brands’ in decline
• Shift in focus from **web to mobile**
• More likely to be **passive**
• **Industry consolidation** – Outbrain’s virtual monopoly for content recommendations
• **Content recommendations commoditised** – concern over editorial / advertising boundaries
## Starting point for online news (January 2015)

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\( n=23,557 \) (average \( n=1,963 \))
Mark Zuckerberg Wants To Build The ‘Perfect Personalized Newspaper’ For Every Person In The World

EUGENE KIM
NOV. 7, 2014, 1:51 AM

During his first-ever public Q&A on Thursday, Facebook CEO Mark Zuckerberg explained his vision for News Feed, the page where every Facebook user gets to see a constant stream of “stories.”

“Our goal is to build the perfect personalized newspaper for every person in the world,” Zuckerberg said. “We’re trying to personalize it and show you the stuff that’s going to be most interesting to you.”

He said each user gets exposed to more than 1,500 stories each day, but an average
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