

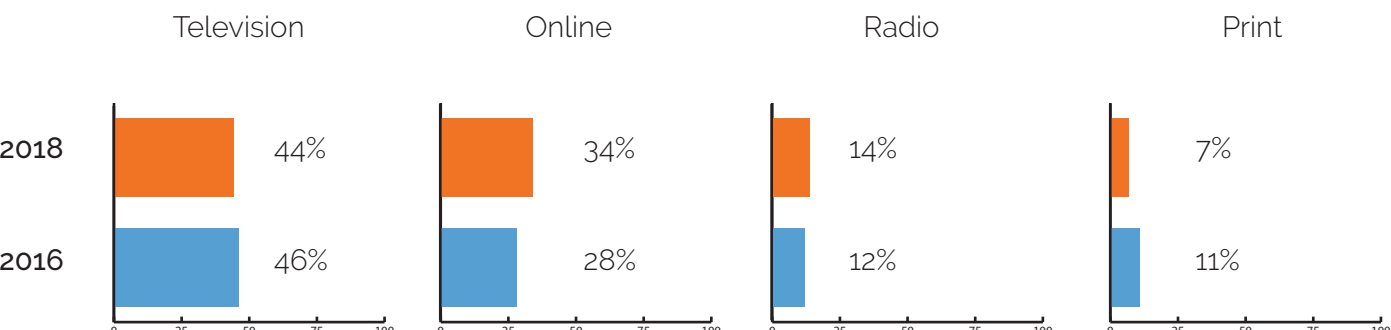
“Whether online or offline, do you prefer to consume news by ___?”

*3,425 U.S. adults surveyed

However, pathways to information are expanding in the digital age

Of those who prefer watching/reading/listening to the news, % who answered each way to the following question:

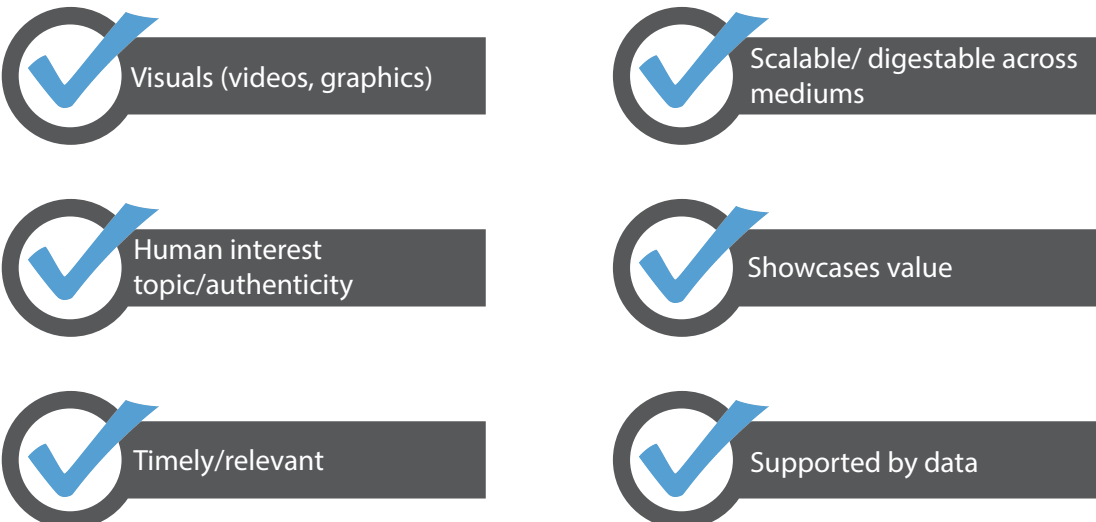
“Which of the following would you say you prefer for getting news?”



“Even with viewers turning to other news sources, you have to invest in securing TV coverage to win a second, third, and fourth life on digital platforms. Broadcast hits with digitally centric storytelling components help organizations reap the full value of their news by being able to share them effectively through social media, blogs, and direct marketing.”

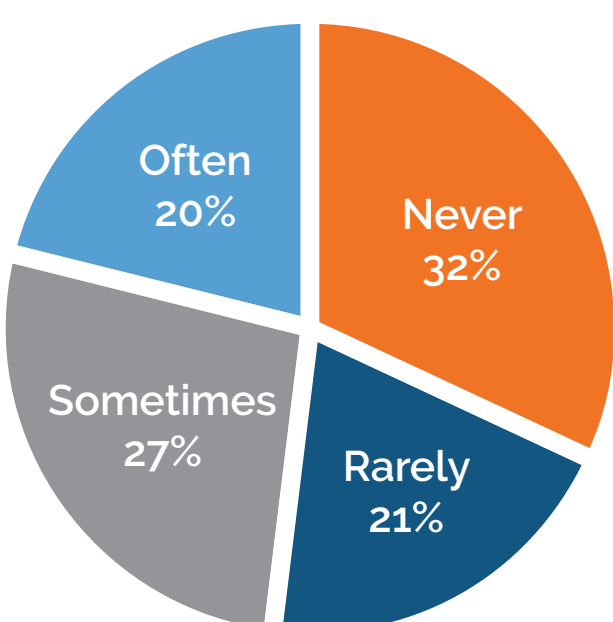
-Peter J. Howe
Senior Advisor

Storytelling components in the digital age

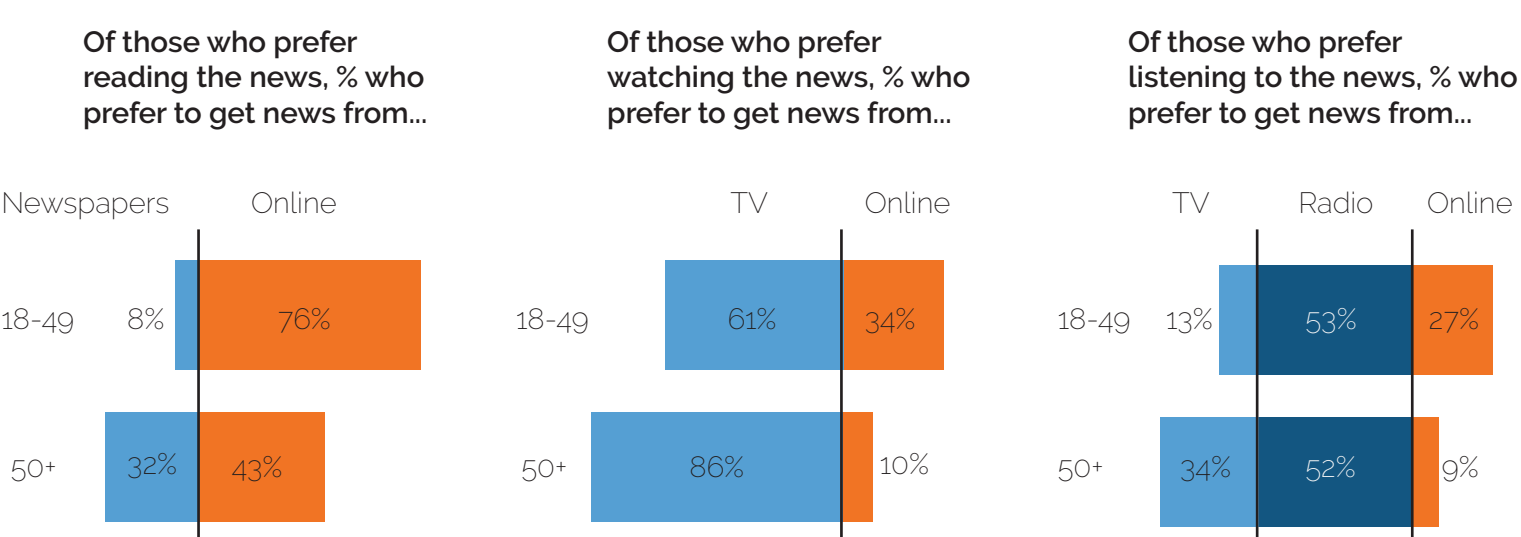


Social media and its growing role in news distribution

68% of U.S. adults get their news on social media.



Digital preferences driven by the young



“Despite the growing desire for online news, it’s clear that television -- the original video -- is still the content king. In today’s digital age, organizations need to make sure that traditional TV is still very much a part of their PR strategy while also considering the shifting consumption preferences and habits of their audience types.”

- Jayda Leder-Luis
Account Director

