2025 BROADCAST TRENDS REPORT

The content boom and the battle for authenticity in an artificially intelligent era

Broadcast Revolution

80+

worldwide elections

45

international sporting events

59

global armed conflicts

9

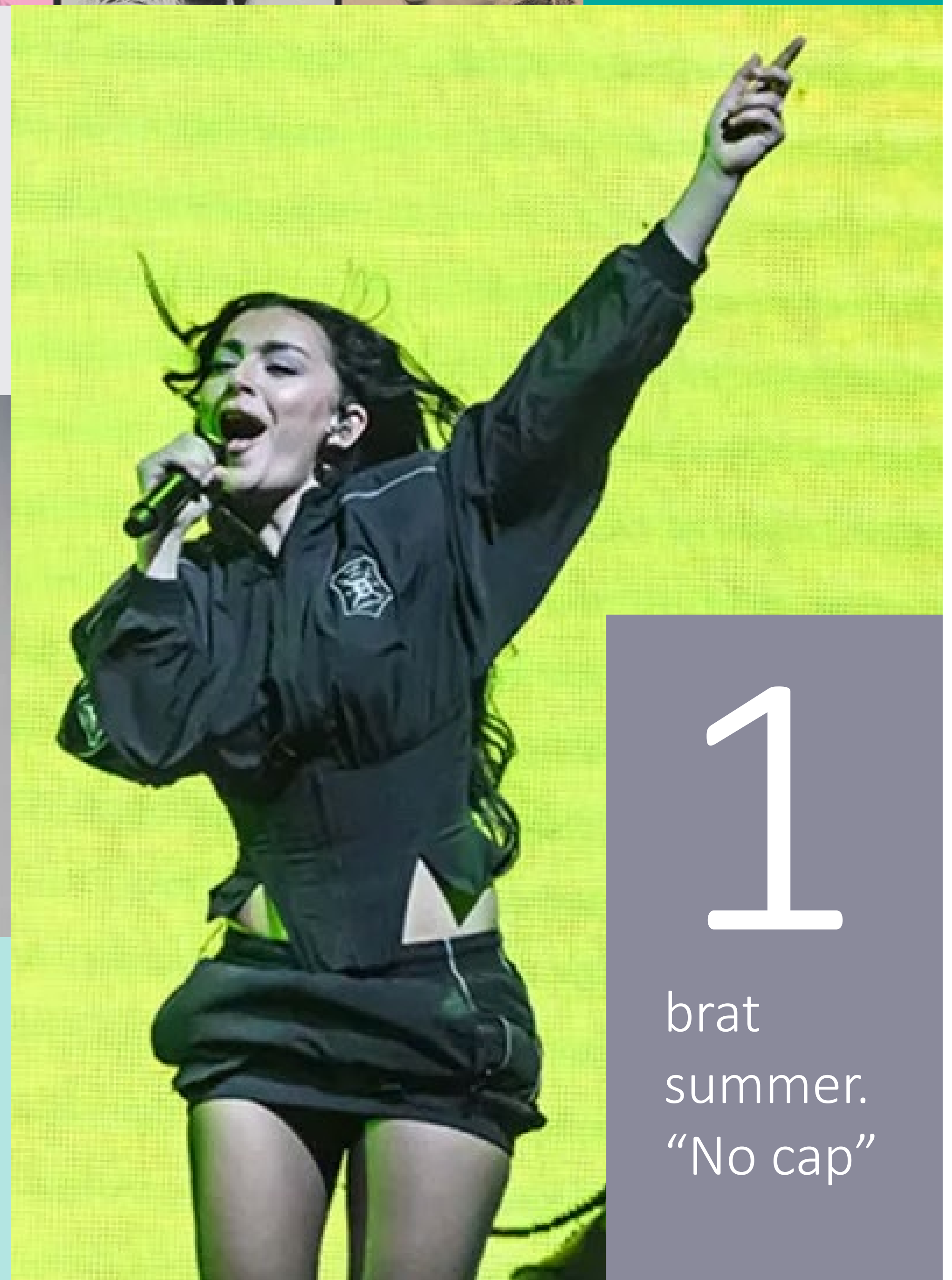
UK Taylor Swift concerts

4

energy price cap changes

2

famous brothers reuniting



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brat summer. “No cap”

Foreword

It has been a year of global political power shifts, economic challenges, geopolitical tensions, cultural and historical firsts, and Chat GPT.

For broadcast media, it was a record-breaking year for radio in the UK as RAJAR announced radio listening hit an audience of 50.9million adults, whilst podcast listening reached an all-time high with 12.3 million listeners in the UK each week.

Meanwhile, TV has had a year of transitioning as it navigates a decline in linear viewing and focuses on boosting its streaming, on-demand, and digital content for its audiences.

So, how has 2024 shaped the UK broadcast media landscape, and vice versa?

We surveyed the UK public, PR professionals, and broadcast journalists to bring you our 2025 Broadcast Trends Report, *The content boom and the battle for authenticity in an artificially intelligent era.*

Here is our take on this year and what’s to come as we look ahead to 2025.

Contents

Read the report in full or click on the page numbers below to take you to the chapters that are of most interest to you.

Key takeouts from 2024

TV, radio, and social media dominated UK media consumption

TV remains the most **trustworthy news source**

Consumers are getting their news from multiple sources

PRs and journalists are feeling the pressure to **create content for social media**

Despite broadcast coverage being valued highly, **4 in 10** PRs do not have a broadcast strategy

Consumers are looking to **verify news** across multiple sources

The rise of AI and citizen journalism is the most pressing **challenge for** broadcasters

The value of **video** is rising

IN THIS REPORT WE EXPLORE FOUR CRUCIAL AREAS:

1

The battle for trust between the media and UK public and the use of AI

2

The pressure on mainstream media, journalists, and PRs to **create content for online channels** and be social media experts

3

The search for **diverse representation** and authentic first-hand experience on screen

4

The need to have an **impact** on your audience and how to measure it

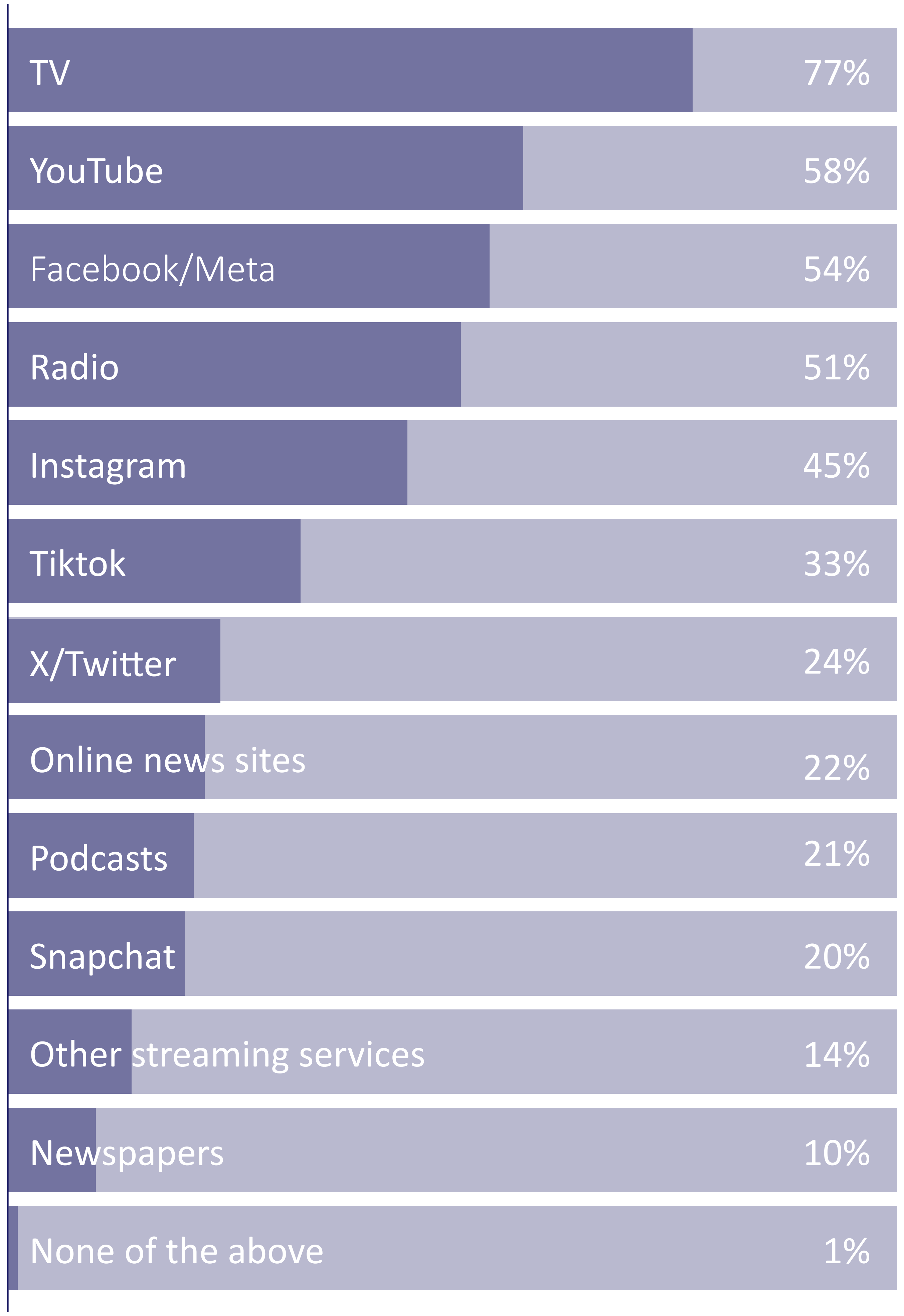
The UK media diet

Key events like the General Election and the Olympics temporarily upgraded indifferent, casual viewers to opinionated, engaged fans who were tuning into mainstream broadcasters and following key influencers on social media to get the latest news.

The UK media diet

62% OF UK ADULTS SAY THEY INCREASE THEIR CONSUMPTION FOR KEY NEWS EVENTS LIKE THE OLYMPICS AND THE GENERAL ELECTION.

Daily media consumption figures



Where are people getting their news?

TV IS RATED THE PRIMARY SOURCE FOR WHERE PEOPLE GET THEIR NEWS, ONLINE NEWS SITES ARE SECOND, AND RADIO IS THIRD.

Breakdown by type of media

TV

1 in 2 people say they watch national TV at least 2-3 times a week

1 in 2 people say they watch regional BBC TV at least 2-3 times a week

1 in 3 people say they watch regional ITV news at least 2-3 times a week

1 in 3 people watch magazine-style shows – Lorraine, This Morning, Loose Women - at least once per week

RADIO

1 in 5 people listen to national radio every day

1 in 4 people listen to regional radio at least 2-3 times a week

PODCASTS

1 in 4 people listen to news podcasts at least once per week

PRINT & ONLINE

1 in 5 people read newspapers at least 2-3 times a week

1 in 5 people read online news every day

SOCIAL MEDIA

Over a third of people scroll their social media newsfeeds every day

Types of media consumer in the UK

Over the last couple of years, we have continued to see consumer news consumptions habits span across multiple platforms – which this report will go onto explore – so, we broke the public down into personality types that reflect behaviours and attitudes towards the news.

Media Personalities

6%
LIFESTYLE LISTENER

‘I do not like “hard news.” I am only interested in human interest, arts, culture, sport.’

30%
SHORT SNAPPY SCROLLER

‘I rely on breaking news alerts, watch short 30 second news videos, and skim social media feeds. I do not have time to indulge in the news, but I want to keep abreast of what’s happening.’

10%
NONE OF THESE

21%
DIGITAL DIGESTER

‘If it is online, apps, news websites, social media, podcasts; I will consume it.’

17%
NEWS JUNKIE

‘I wake up and listen to the radio/TV for news, buy a newspaper, or look at the news on my phone and social media throughout the day.’

16%
TRUTH SEEKER

‘I like to start my day with traditional media formats (print and TV) but then turn on online sources to see how the world is reacting to the news.’

CHAPTER 1

The battle for trust

Fake news had its brash entrance a few years ago, but it’s a murkier time now where misinformation, anti-establishment rhetoric, and conspiracy theories have reached a new level of discreet sophistication.

The tidal wave AI movement and adoption of tools like ChatGPT in the backend of 2023 introduced a new layer of scepticism from both the public and the media who are now faced with the challenge of deciphering what is real and what is augmented.

The battle for trust

OVERCOMING FAKE NEWS IS A CHALLENGE FOR 7 IN 10 BROADCAST JOURNALISTS

6 IN 10 BROADCAST JOURNALISTS SAY POLICING THE GROWTH OF AI IS A SIGNIFICANT CHALLENGE

The struggle for the public to trust and for the media to be trusted is prevalent for half of broadcasters who themselves say that they believe the UK media is seen as only “moderately trusted” by the UK public. As a result, the public is conducting their own due diligence in verifying news stories.

Over the last 12 months, we have witnessed the introduction of “media with an opinion” coming through mainstream broadcasters in programming and popular co-hosted news podcasts.

Yet, 9 in 10 UK adults are concerned about bias in the news to some degree, and – on the flip side – the rise in “citizen journalism” is ranked as a significant change to broadcast news media by over a third of broadcast journalists.

The trust it seems must be earned, not atomically given, and the door swings both ways.

Half of adults look at multiple news sources to corroborate a story

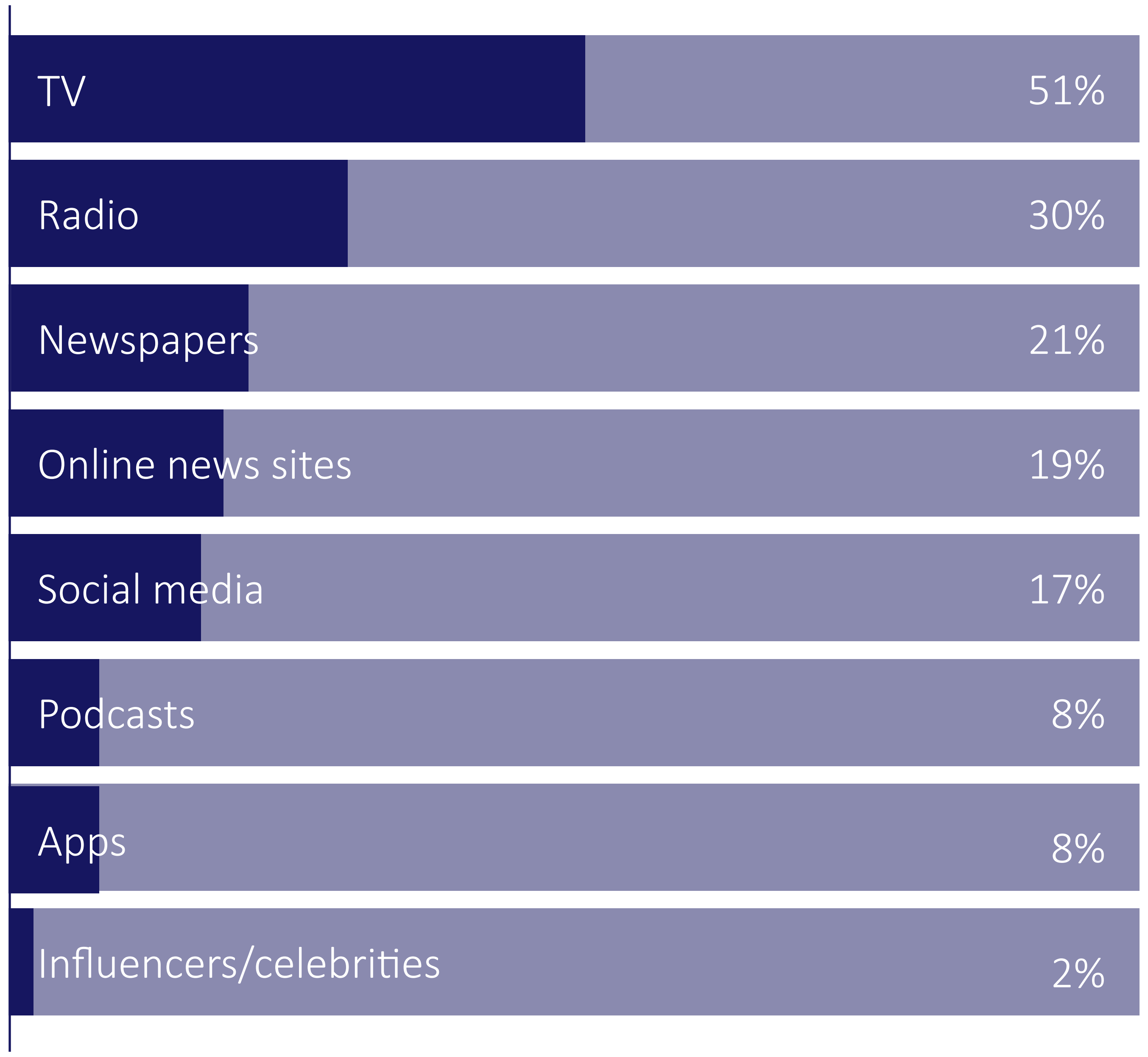
4 in 10 people stick to trustworthy forms of media

1 in 4 adults do not fully trust any of the major news sources, yet the remaining majority who do, place their trust in broadcast.

The battle for trust

The BBC, Sky, and ITV rank in the top three most trusted media outlets for reliable, factual news coverage.

Most trusted news sources by the UK public:



Despite apprehension, trust is not driving people away from the media, and engagement in traditional media channels remains high.

Over three quarters of adults watching TV daily, 6 in 10 watching YouTube, and half of adults listening to radio.

Brands have an important role in this power dynamic, and the broader social trend of the public distrusting first.

What does this tell us as PRs now that the British public have raised the bar?

It's not just about carrying out a more targeted media outreach as part of a campaign, but with the press and public increasing the level of scrutiny on the news stories they choose to cover, the need for PRs to offer robust data-driven insights and authentic campaigns has never been more crucial.

CHAPTER 2

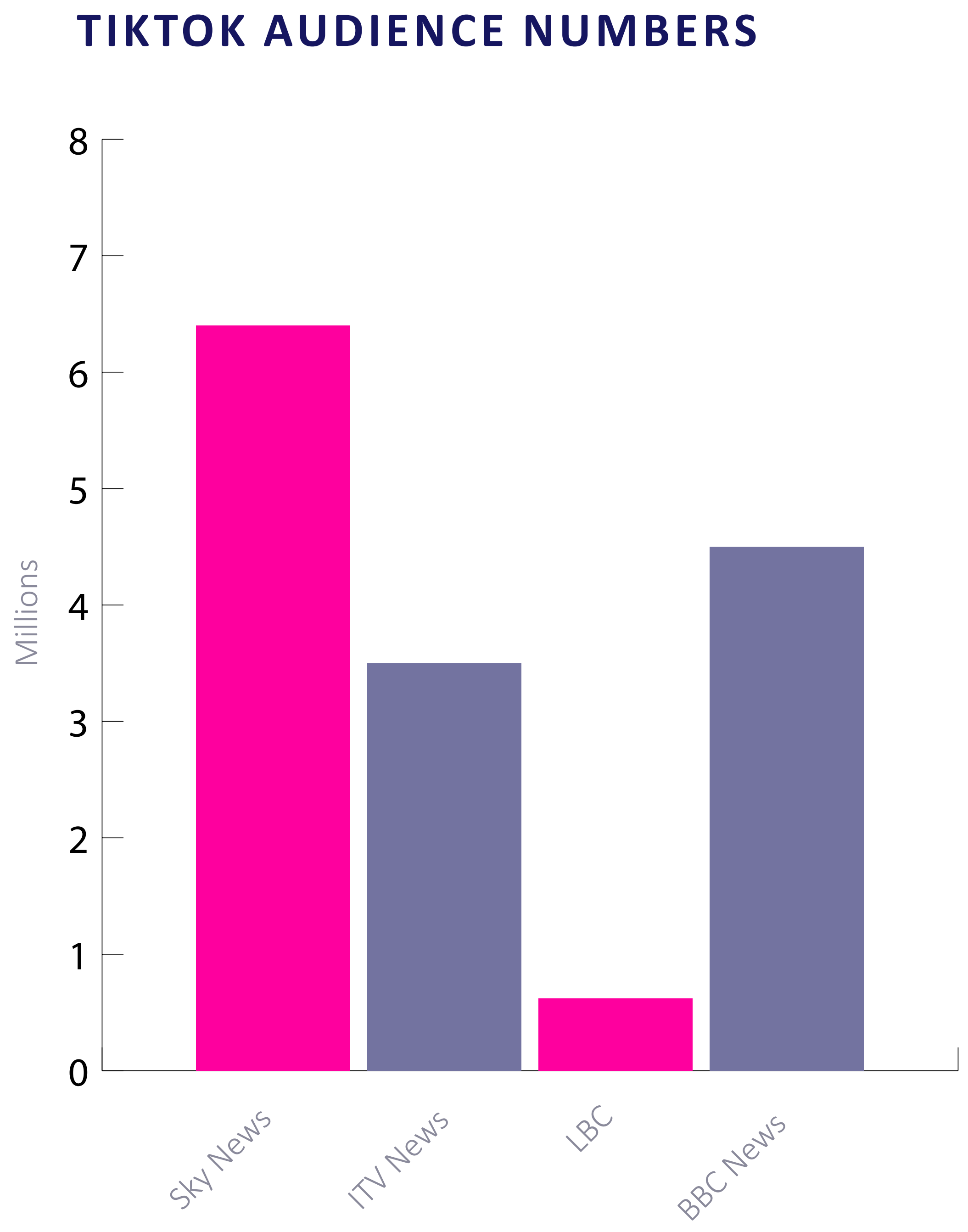
The pressure to be online

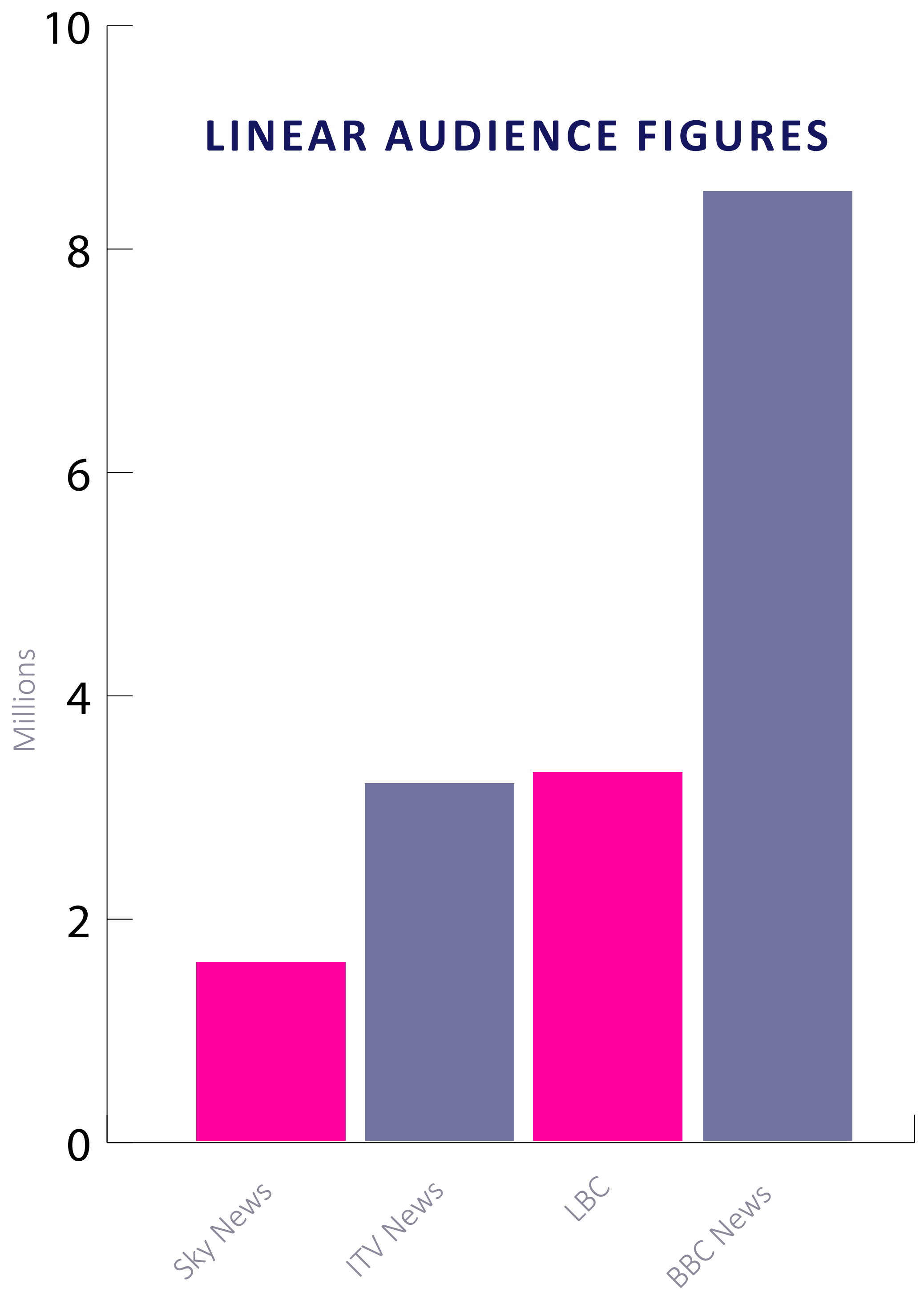
Long gone are the days where everyone stayed in their traditional media lanes. Broadcast journalists and PRs have both experienced a significant shift in the expectations of their job roles, thanks to social media and the fact that broadcasters are now serving three audiences: those who listen to linear TV and radio, those who catch up on demand, and those who watch shorts video content on Instagram and TikTok.

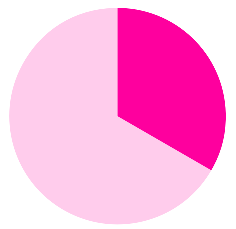
Earlier this year, Ofcom released their own report indicating that for the first time, less than half of 16 to 24-year-olds are now watching traditional TV, highlighting the urgent need for broadcasters to do more to serve (and save) a Gen Z audience.

The pressure to be online

Social media has prompted the most significant change for broadcasters and PRs. For some broadcasters, their social media audience is not too far behind its linear audience in numbers.



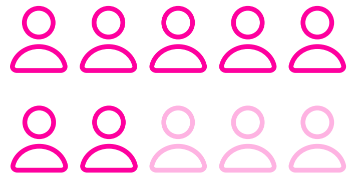




Over a third of journalists cite their most pressing challenge as producing online content alongside main programming

98%

A staggering 98% of broadcast journalists create their content to attract online audiences



On the other end of the spectrum, 7 in 10 PRs say that social media has meant that they are expected to create campaigns that work across multiple platforms, not just traditional editorial channels

The pressure to be online

This mirrored change in the role of PRs and journalists is unsurprising if we compare it with insights from the UK public on the most effective media channels that have caused them to act.

Social media and TV consistently prove the top two most effective channels to prompt action for consumers after they see a news story, including: changing behaviours, buying a product or service, researching the topic further, donating to a charity, or contacting their local MP.

The need for visuals for content to work on multiple channels is at the fore of priorities for broadcasters, to address that universal challenge: targeting younger audiences.

Instagram ranked the top source of news for 18-24-year-olds, closely followed by YouTube and TikTok. Yet, although the numbers are less, traditional channels still have their place in the Gen Z media diet, as 4 in 10 watch national TV news at least 2-3 times a week, and 1 in 4 listening to radio the same amount.

There is vast opportunity here for PRs to reach multiple audiences by engaging broadcast media by thinking visual when planning campaigns, thinking about social and cultural trends during ideation, and considering how campaigns can work across multiple channels as the lines continue to blur between platforms.

THE PRESSURE TO BE ONLINE

The power of YouTube and video

With YouTube viewing scoring as the second highest media channel watched daily, it's no wonder that we have seen broadcasters make the first step towards taking themselves off the terrestrial TV and put themselves fully on YouTube and growing their audience there.

BROADCASTER OR YOUTUBER? PODCASTER OR YOUTUBER? BOTH? ALL? IS IT BECOMING ONE IN THE SAME?

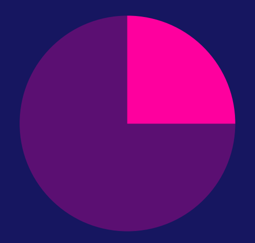
These are the questions that started to emerge this year as we saw broadcasters like Rupert Murdoch's Talk TV cease broadcasting as a traditional television channel and move solely online and YouTube. Likewise for podcasts, YouTube has become a key platform for the industry due to the power of discoverability through video shorts, and podcasters reaping the rewards of the algorithm.

Radio and podcast studios look far more like TV studios nowadays, as it's become the norm to stream the live feed online for online audiences, and chop up the shorts content for Instagram, TikTok, and YouTube.

For PRs, thinking visual is key, and crafting stories that are video-led and have talkability and shareability are crucial if they want to tap into the UK broadcast channels.

THE IMPACT OF VIDEO

4 in 10 people are more likely to watch a video than read an article



Nearly a quarter of people regularly share online videos with friends and family

27%

More than 1 in 4 say that they are more likely to think about a brand if they produce engaging videos

ENGAGEMENT: TYPES OF VIDEOS THAT ARE **MOST EFFECTIVE**

1ST PLACE

29% people engage with **funny and comedic** videos

2ND PLACE

16% engage with **educational** videos

3RD PLACE

9% engage with **emotional** videos

THE PRESSURE TO BE ONLINE

The power of YouTube and video

THE QUESTION OF REGULATION

The mass migration to YouTube is met with some apprehension from the public.

47% feel that TV or radio shows that move online to YouTube will become more biased as they will no longer be regulated

The question of regulation will be one for 2025, as YouTube becomes a powerful platform for podcasts and traditional broadcasters alike, and most broadcasters expect that we'll see more broadcasters switch away from linear TV to online streaming sites.

PODCASTS ARE BOOSTING AUDIO AND ON DEMAND CONTENT

98% of broadcast journalists believe that the popularity of podcasts is going to match the appeal of live broadcast in the years to come

2024 RAJAR figures also suggest that podcast listening is rising with radio listening, resulting in an audio boost for the UK. In 2024, there were over 460,000 active podcasts on Apple Podcasts, which all celebrated their own community of listeners, from the niche to the mass market. The level of audience segmentation data available to podcast creators means that brands can be even more targeted when it comes to engaging with audiences via podcasts, be-it through sponsorship, advertising, or editorial placement of spokespeople and stories.

Yet...

71% of PRs say that they do not have a podcast strategy and over half of PRs are expected to land coverage on podcasts

As we go into 2025, the question for brands when it comes to podcasts will not be if, but **how** to engage with this booming industry, be-it having real estate in the market, or collaborating with existing podcasts.

CHAPTER 3

The search for representation and first-hand experience

It isn’t news that broadcasters are continuously aiming to show more diversity on the airwaves. The BBC have long had their 50/50 gender split and 80/20 diversity goals, yet there is still some way to go. The vast majority of news producers are searching for expert-led authenticity.

The search for representation and first-hand experience

When questioned about this in a previous Broadcast Revolution event, ITV News stated how the diverse stories and people are out there – their news team is just having to work harder to find them.

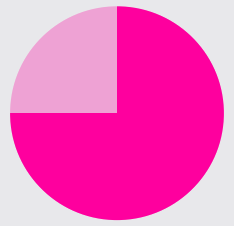
For those PRs who ranked broadcast media as the most difficult type of media coverage to secure, there is an opportunity here, to mimic your hack counterparts by investing time to find those underrepresented voices in yours or your client's organisation.

First-hand experience is also crucial. This doesn't necessarily mean case studies – although always useful – but that commentators that have lived and breathed the area that they are discussing and can bring new insight to the conversation.

8 in 10 journalists value commentary from experts when putting together their news programmes.

Investing time to develop your organisation's experts through media training and an on-going broadcast strategy is how PRs can service a need from the UK broadcast media.

1 in 3 members of the public do not feel represented on TV and radio in terms of age, race, gender, or class



Nearly three quarters of broadcast journalists struggle to get diverse guests

Guests from different **racial** backgrounds are the most difficult to secure followed by **class** and then **gender**

CHAPTER 4

The need to make an impact

At a time where it's a highly competitive market to grab your target audience's attention, the need to produce impactful content to sit across all channels has never been a bigger priority for broadcasters.

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At a time where it's a highly competitive market to grab your target audience's attention, the need to produce impactful content to sit across all channels has never been a bigger priority for broadcasters.

The need to create strategic PR campaigns to engage broadcast media and deliver valuable coverage is crucial, given the ROI it comes with...

PERCENTAGE OF PEOPLE THAT TAKE THE FOLLOWING ACTIONS AFTER SEEING A NEWS STORY OR PR CAMPAIGN ON TV:

Yet, despite 1 in 2 PRs saying that their clients value TV coverage the most, **41% of PRs do not have a broadcast strategy**, which will be crucial in the year to come.

HOW TO ENSURE YOUR CAMPAIGNS HAVE IMPACT IN 2025?

Leveraging in-house experts

Making yourself relevant

Forward-planning stories

Recruiting first-hand experienced voices

Engaging with broadcast media early

Being flexible with your timings

Finding opportunities to insert your brand into the news agenda

Building a visual campaign with strong additional assets

Key priorities for broadcasters in the next 12 months

As we look ahead into 2025, the fiscal challenges for the UK, the impact of the new Labour government's policies, and the escalated conflicts in Ukraine and the Middle East, will continue to be the top stories for broadcasters, in amongst these other on-going stories:

- Continued cost-of-living
- Big sporting events
- Climate change
- The NHS
- Education
- Transgender rights
- Renewable energy
- Sustainability

There is an opportunity here for PRs to audit your brand spokespeople and the insights your organisation can offer to broadcasters. Coupled with an on-going reactive broadcast strategy, this is where brands can slot into the news agenda and add valuable commentary.

Conclusion

In conclusion, 2024 was a year of profound shifts and challenges for the UK broadcast media landscape, shaped by political, economic, and social dynamics both at home and globally. Audiences have shown an appetite for engaging with news and content across an increasingly growing media landscape, where trust, representation, and immediacy are at a premium.

Traditional formats like TV and radio continue to play a foundational role, yet digital-first platforms such as YouTube and TikTok are redefining how younger audiences connect with news and storytelling.

As media professionals strive to maintain credibility and adapt to the pressures of multi-channel content creation, the role of PRs in delivering data-driven, authentic, and visual campaigns has never been more critical.

Looking to 2025, the media sector's success will hinge on building trust, expanding representation, and achieving impactful audience engagement across all touchpoints. With continued fiscal pressures, a new Labour government, and ongoing global conflicts, UK broadcasters sand PRs will need to navigate these priorities to connect with an audience that values transparency and relevancy.

Ultimately, the future of UK broadcast media and PR lies in a delicate balance between upholding journalistic integrity and embracing digital innovation. As audiences demand faster, more inclusive, and impactful storytelling, broadcasters and PR professionals alike will need to craft narratives that are as enduring as they are immediate. By prioritising transparency, adaptability, and meaningful connections, the sector can not only retain relevance but also foster a more informed and engaged society.

Traditional formats like TV and radio continue to play a foundational role, yet digital-first platforms such as YouTube and TikTok are redefining how younger audiences connect with news and storytelling.

Appendix

The research for this report was carried out by Research Without Barriers (RWB) on behalf of Broadcast Revolution. The sample comprised 2,001 UK adults, 132 PR professionals, and 100 broadcast journalists.

Other statistics referenced in this report come from:

- RAJAR Quarterly Listening Figures Q2 2024
- Ofcom Media Nations 2024 Report
- Barb monthly viewing data
- 2024 Podcast Industry Statistics, The Podcast Host

Broadcast Revolution