

The landscape has changed. We have changed.



News Corp

THE SUNDAY TIMES
THE TIMES
THE Sun ON SUNDAY

News Corp is listed on NASDAQ ("NWS", "NWSA"). Murdoch Family Trust owns approx. 39% of the News Corp voting shares.

21ST CENTURY FOX

sky FX NATIONAL GEOGRAPHIC CHANNEL Star FOX

Sky is 39% owned by 21st Century Fox

21st Century Fox is listed on NASDAQ ("FOX", "FOXA"). Murdoch Family Trust owns approx. 39% of the 21st Century Fox voting shares.

New players on the block in news: Facebook, Twitter, Huffington Post, BuzzFeed

Social media is the primary source of news articles for c.36% of UK millennials⁽¹⁾

Users are taking news from more sources: 3.5 on average, compared to 2.9 in 2010 (Ofcom, 2015)⁽²⁾

Facebook is #3 news source in UK by % of references (Ofcom, 2015)⁽²⁾

Twitter now ranks equal to Channel 4 and the Guardian as a news source (Ofcom, 2015)⁽²⁾

1 OC&C Report: Is Content King After All?, 2016

2 Ofcom Research Report: News consumption in the UK, December 2015