

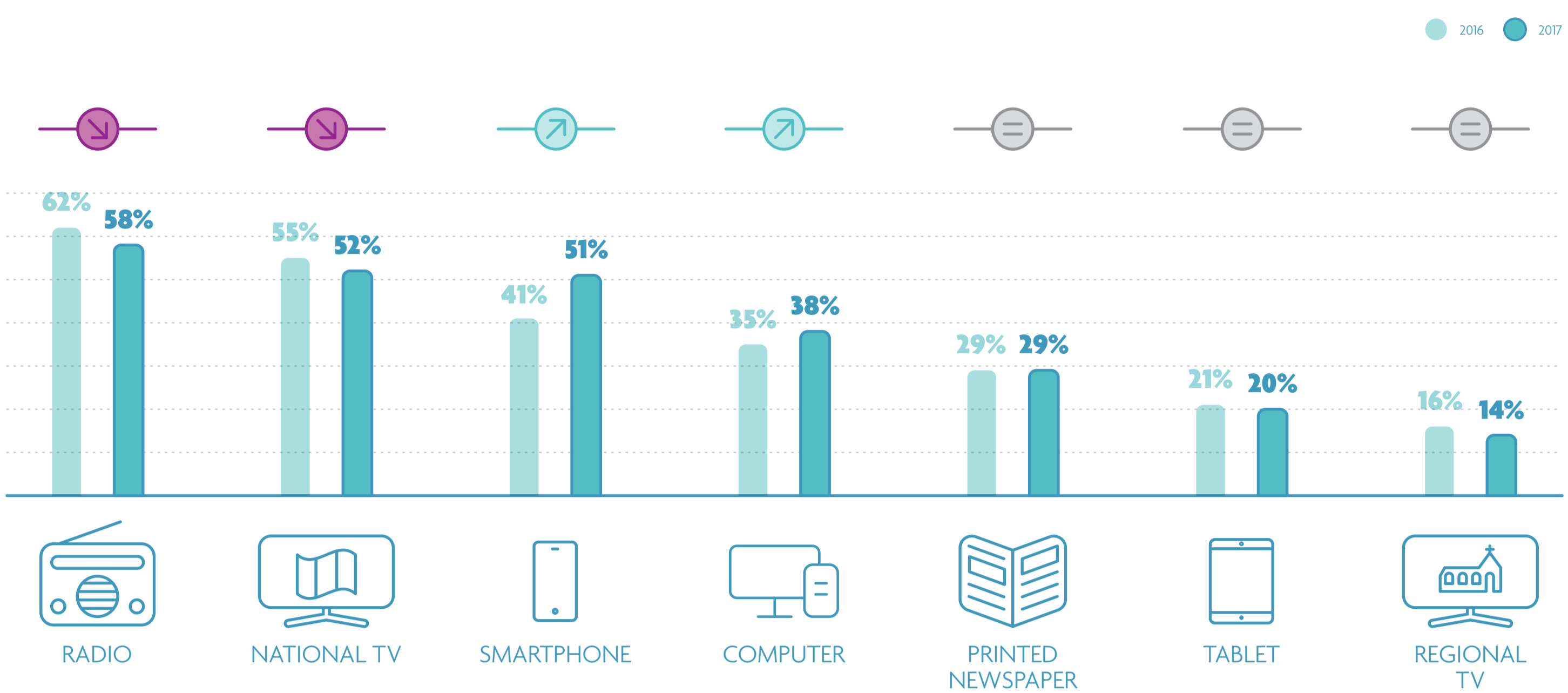


NEWS CONSUMPTION

News sources and attitudes towards news strongly dependent on age

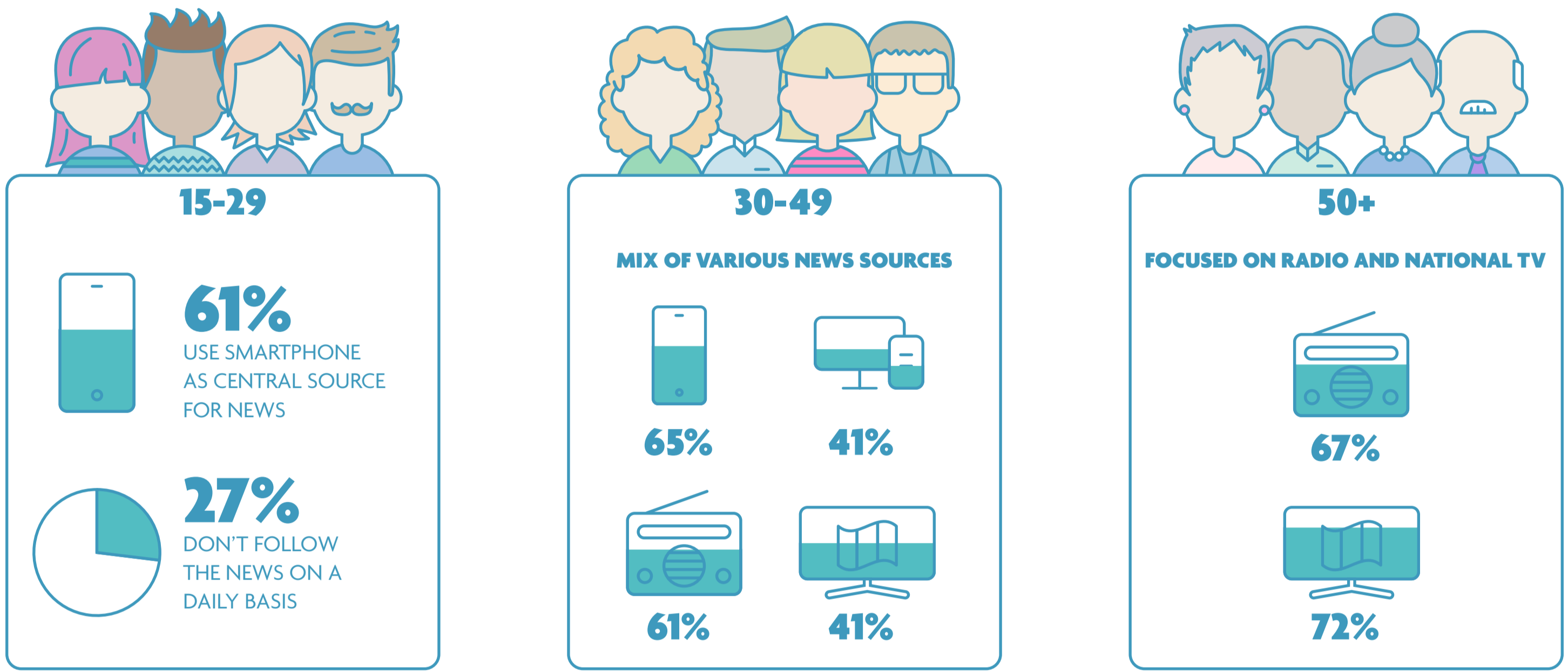
DAILY NEWS CONSUMPTION

Strong growth in the smartphone as daily news source



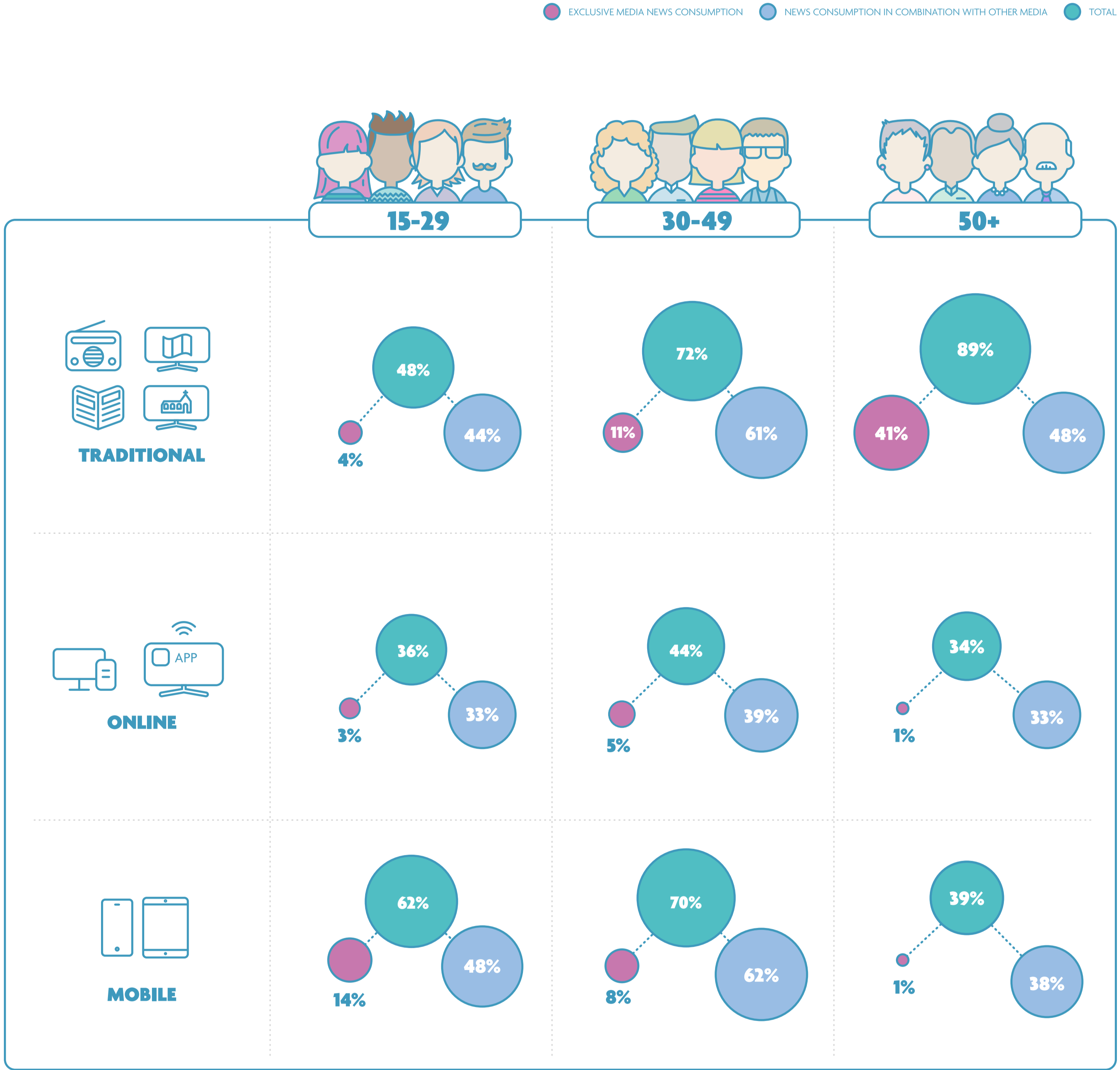
NEWS CONSUMPTION BY AGE SEGMENT

Sources used for news consumption depend on age



TRADITIONAL VS. ONLINE VS. MOBILE NEWS CONSUMPTION

Popularity of traditional media is higher for older age categories



STATEMENTS

News consumption, satisfaction & topics

