

# How consumers are shifting to new channels for news

Article

*This article was compiled with the help of generative AI based on data and analysis that is original to EMARKETER.*

"Digital devices are by far the most common way Americans get news," our analyst Rahul Chadha said on a recent episode of the "**Behind the Numbers**" podcast. "Some 86% of Americans say that's how they at least sometimes get their news," he said, citing recent data

from Pew Research Center. But the digital news consumption picture is getting more nuanced as digital devices connect users to news on publisher sites, social platforms, and even messaging apps.

Here are key trends in news consumption from Pew's data:

- **Digital overtakes traditional:** About 63% of consumers get news from TV and 42% from radio.
- **Social media remains prevalent:** 54% of adults get news on social platforms at least sometimes.
- **News sites and apps rise:** 65% use news websites or apps, nearly tied with search at 66%.
- **The generational divide persists:** 85% of those ages 18 to 29 prefer digital news vs. 45% of those ages 50 to 64.

"News sites and news apps are also among one of the top channels for engaging with news," said our analyst Henry Powderly. "I really think that is a bit of a resurgence going on right now."

### **Social media's role**

While **Meta** has backed away from news content on Facebook, removing dedicated features and deprioritizing it algorithmically, **TikTok** has seen the largest gains for news consumption, with 17% of US adults regularly getting news there—up from 3% in 2020. Among TikTok users, it ranks second only to Twitter for news.

"TikTok's growth over the last four years has been pretty tremendous," Chadha said. "News publishers have to start creating content on TikTok because Facebook has revamped their algorithm to de-emphasize news."

However, this shift poses monetization challenges, as social news consumption rarely drives traffic back to publishers' sites.

### **Opportunities in messaging**

Some publishers are experimenting with news delivery via messaging apps like WhatsApp. The platform's new Channels feature allows one-way broadcasting to followers.

"I think there is potential, especially in markets where WhatsApp is already entrenched," said Chadha, giving it a smaller chance of catching on in the US.

"In the US, because there's been this longer tradition of other channels for accessing news via multiple platforms, there might be a bigger challenge for WhatsApp," he said. Chadha also said feature creep, or adding features without a clear benefit, could be an issue with WhatsApp.

Several major news publishers have gained large followings on WhatsApp channels, with CNN and The New York Times each reporting around 14 million followers, BBC News at 9 million, and the New York Post at 8 million. But whether these numbers translate to active news consumption or if the platform will become a lasting trend for news distribution is uncertain.

[Listen to the full episode.](#)

*This was originally featured in the **EMARKETER Daily** newsletter. For more marketing insights, statistics, and trends, subscribe [here](#).*