### ONLINE NEWSROOM SURVEY REPORT

2018

# WHAT JOURNALISTS WANT

TEKGROUP

### WELCOME!

For the past 17 years, we have asked journalists what they think about online newsrooms. We ask what features they want to see and how important certain elements are to them.

Using the results of this research, we can then ensure that our online newsroom platform contains all of the necessary and expected features.

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### STATS TO REMEMBER



say a newsroom is important

15%

visit every day with

25%

visiting once a week

75%

92%

75%

visit newsrooms of both large and small companies

prefer to receive news by email

prefer to receive targeted news



#### IMPORTANCE

### How important is it for an organization to have an online newsroom available to the press?



#### FREQUENCY

How often do you visit an organization's online newsroom?

15%

## 35%

VISIT EVERY DAY

VISIT EACH WEEK



#### **COMPANY SIZE**

## Do you visit online newsrooms for small-to-medium sized organizations, as well as large organizations?



#### **VISIT LARGE & SMALL**



#### **EMAIL ALERTS**

#### How do you want to get information from an organization?

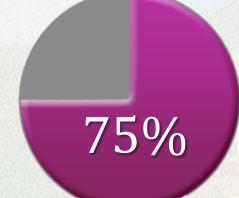


#### PREFER EMAIL ALERTS



#### TARGETED NEWS

Do you prefer to receive all news or only the type of news that applies to your research and writing?



#### **ONLY WANT NEWS OF INTEREST**



#### **BREAKING NEWS**

## How important is it to access breaking news within an online newsroom?

## 90%

#### SAY IT'S IMPORTANT

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CORPORATE	τογοτά	LEXUS
Featured News		
		ΤΟΥΟΤΑ
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#### **NEWS RELEASES**

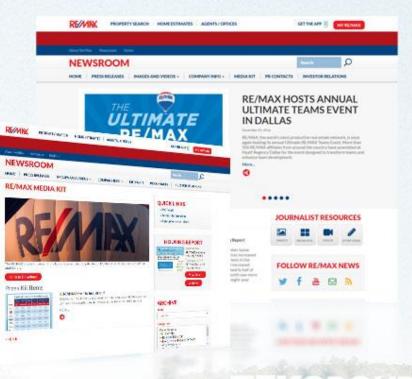
### How important is it to access news releases within an online newsroom?

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#### **RELEVANT NEWS**

How important is it to access news coverage from other outlets in an online newsroom (i.e. an "In the News" section)?





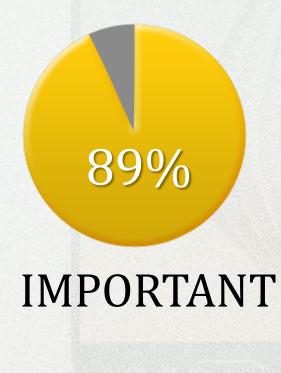
### IMAGES

#### How important is it to access photographs (both highand low-resolution) within an online newsroom?



### **PRODUCT INFO**

#### How important is it to access product information within an online newsroom?





#### **EXECUTIVE BIOS**

### How important is it to access executive biographies within an online newsroom?



87%



#### **PR CONTACTS**

### How important is it to access PR Contacts within an online newsroom?





### VIDEO

### How important is it to access video files within an online newsroom?





#### SEARCH

### How important is it to be able to search the archives within an online newsroom?

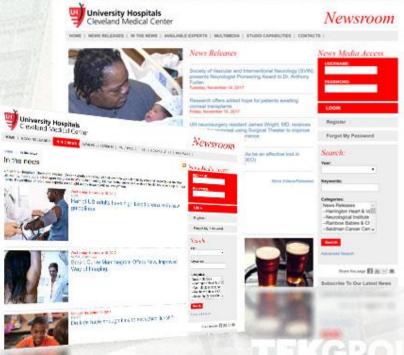




### **FINANCIAL INFO**

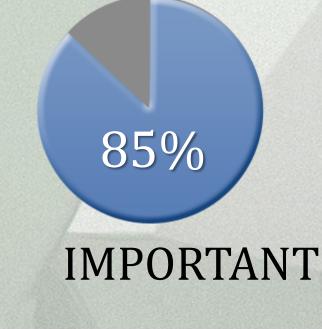
How important is it to access organization financial information (i.e. investor relations, stock ticker) within an online newsroom?





### **BACKGROUND INFO**

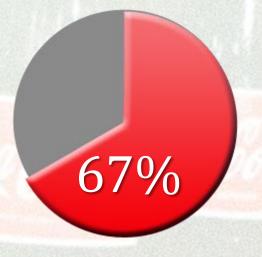
How important is it to access an organization's background information (i.e. history, awards, white papers) within an online newsroom?





#### **RSS FEEDS**

### How important is it to receive news via an RSS feed from an online newsroom?





#### SOCIAL MEDIA

How important is it to access a page within an online newsroom that links to all of an organization's social media environments (i.e. YouTube, Facebook, Twitter, LinkedIn)?





#### FACEBOOK

## How often do you visit an organization's Facebook page for information?

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### YOUTUBE

## How often do you visit an organization's YouTube channel for information?





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### TWITTER

### Do you want to receive news from an organization's Twitter feed?



#### YES/POSSIBLY



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### IN CLOSING

Journalists rely on an effective and efficient online newsroom to help them create more awareness about your brand.

News consumers rely on a timely and social media friendly online newsroom to follow and engage with your brand.

Your online newsroom should have all of the necessary elements that journalists and news consumers want.