



nederlandse
publieke
omroep

EBU Knowledge Exchange: Young people & news

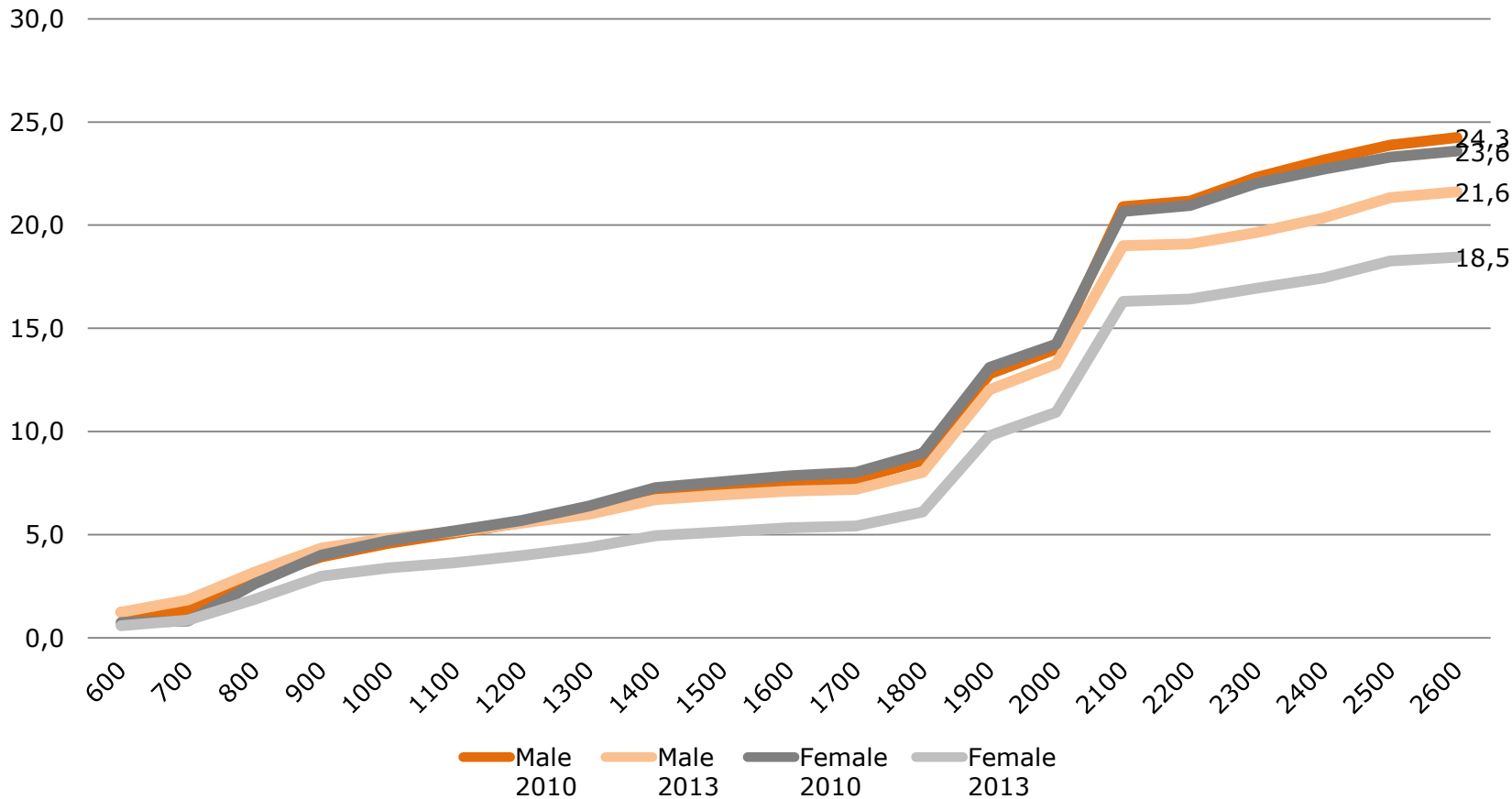
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Daily reach of news has dropped since 2010 among younger audiences (20-49 years)

Buildup daily reach NPO News on television 20-49 years (5+ min.)



Daily reach of news online and social media are increasing among younger audiences (20-49 years)

Buildup daily reach social media & news sites/apps 20-49 years

