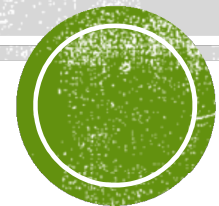
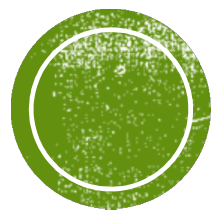


El periodisme després de Twitter

Plenari de comunicació de la Unió Catalana d'Hospitals

13 de juliol del 2017





Canvi d'hàbits informatius



El públic canvia de canal

Les vies d'accés a les notícies més utilitzades pels internautes a Espanya (Digital News Report 2017) són:

- 65% webs dels llocs informatius
- 41% xarxes socials
- 26% cercadors
- 12% alertes del mòbil



El públic canvia de canal

La principal via d'accés a les notícies dels internautes a Espanya (Digital News Report 2017) és:

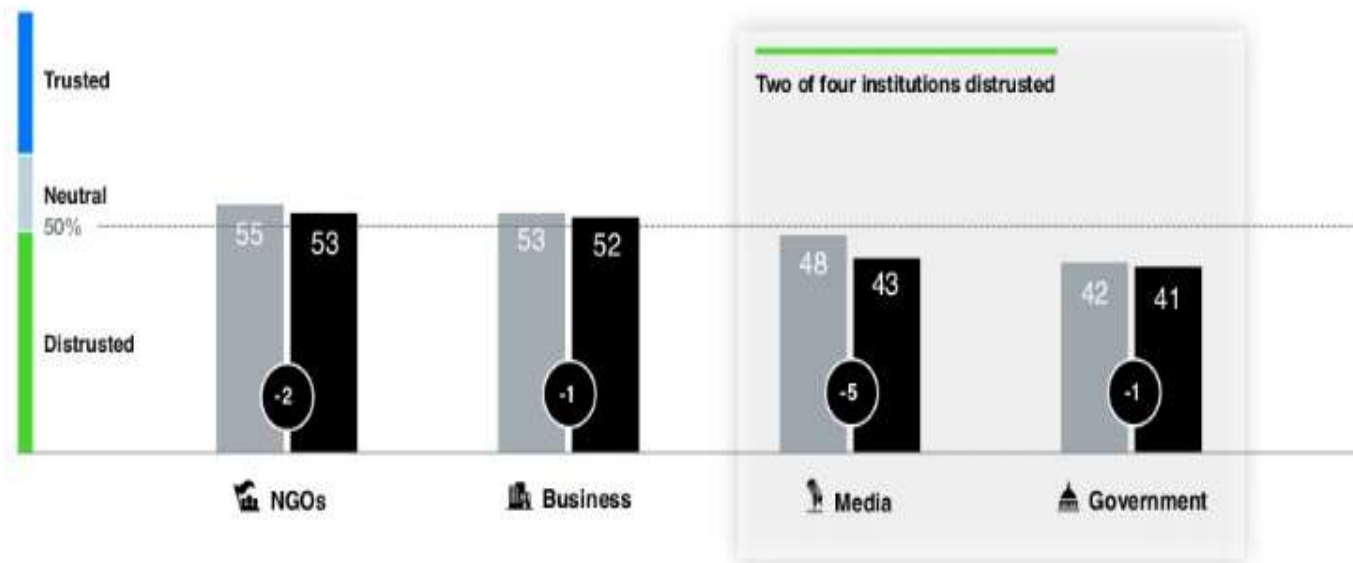
- 50% marca informativa
- 32% cercadors (terme o marca)
- 25% xarxes socials



Trust in All Four Institutions Declines

Percent trust in the four institutions of government, business, media and NGOs, 2016 vs. 2017

2016 2017



Source: 2017 Edelman Trust Barometer Q1 1-620. Below is a list of institutions. For each one, please indicate how much you trust that institution to do what is right using a nine-point scale, where one means that you "do not trust them at all" and nine means that you "trust them a great deal." (Top 4 Box, Trust) General Population, 26-country global total.

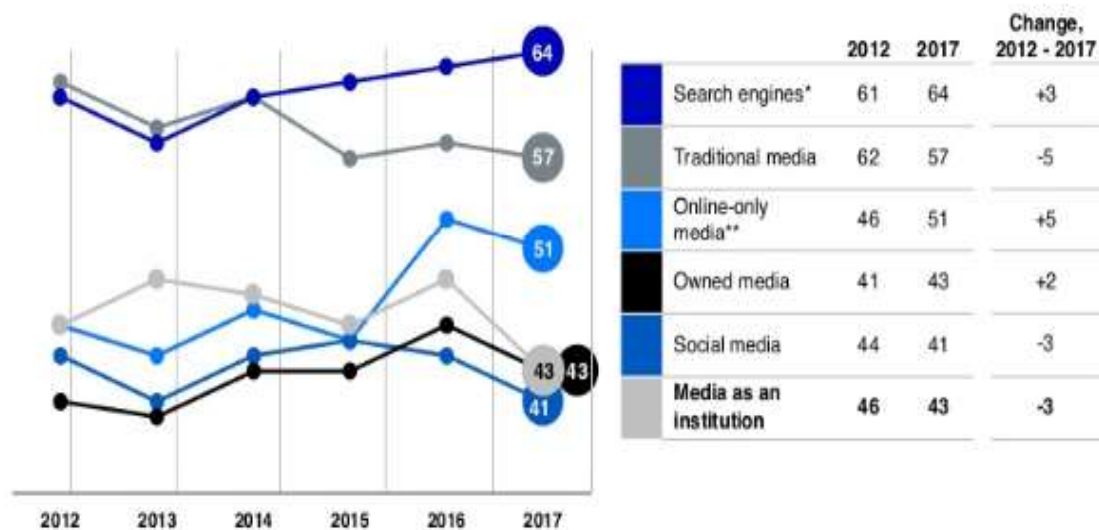
La confiança del públic canvia

Edelman Trust Barometer 2017



Traditional Media Shows Steepest Decline

Percent trust in each source for general news and information



Traditional media
down 5 points

Owned media now
as trusted as media
as an institution

Source: 2017 Edelman Trust Barometer Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box, Trust) General Population, 25-country global total, question asked of half the sample.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

**From 2012-2015, "Hybrid Media" was included as a media type. In 2016, this was changed to "Online-Only media."

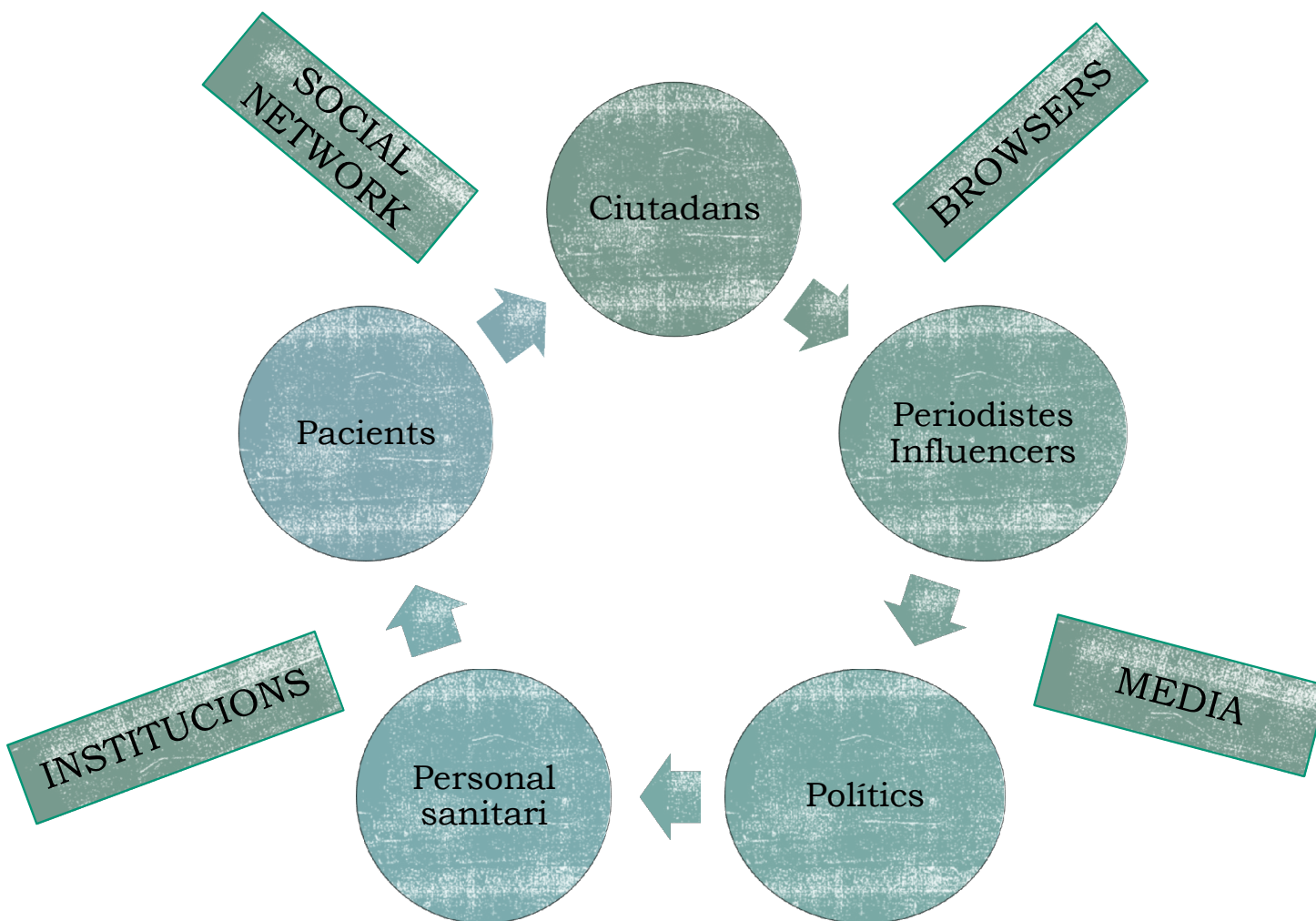
La confiança del públic canvia

Edelman Trust Barometer 2017



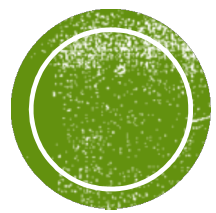
**Noves formes
de consum**





**Un nou
ecosistema
en conversa**

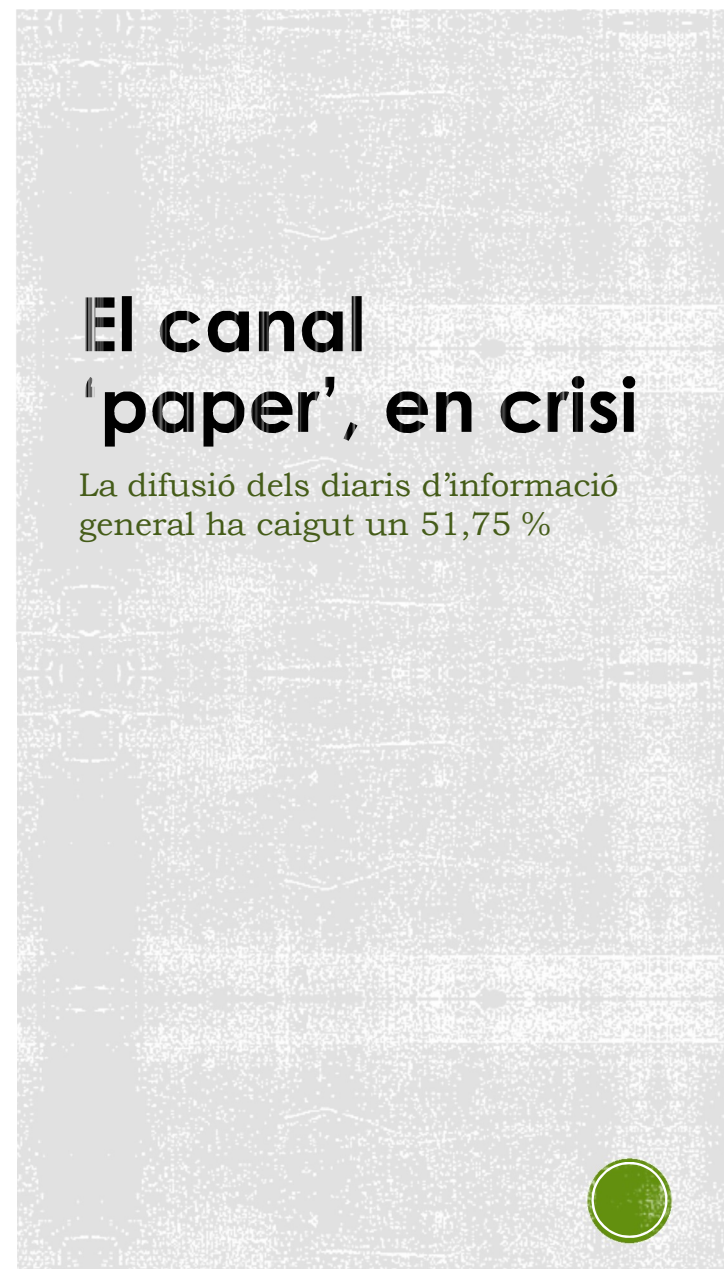
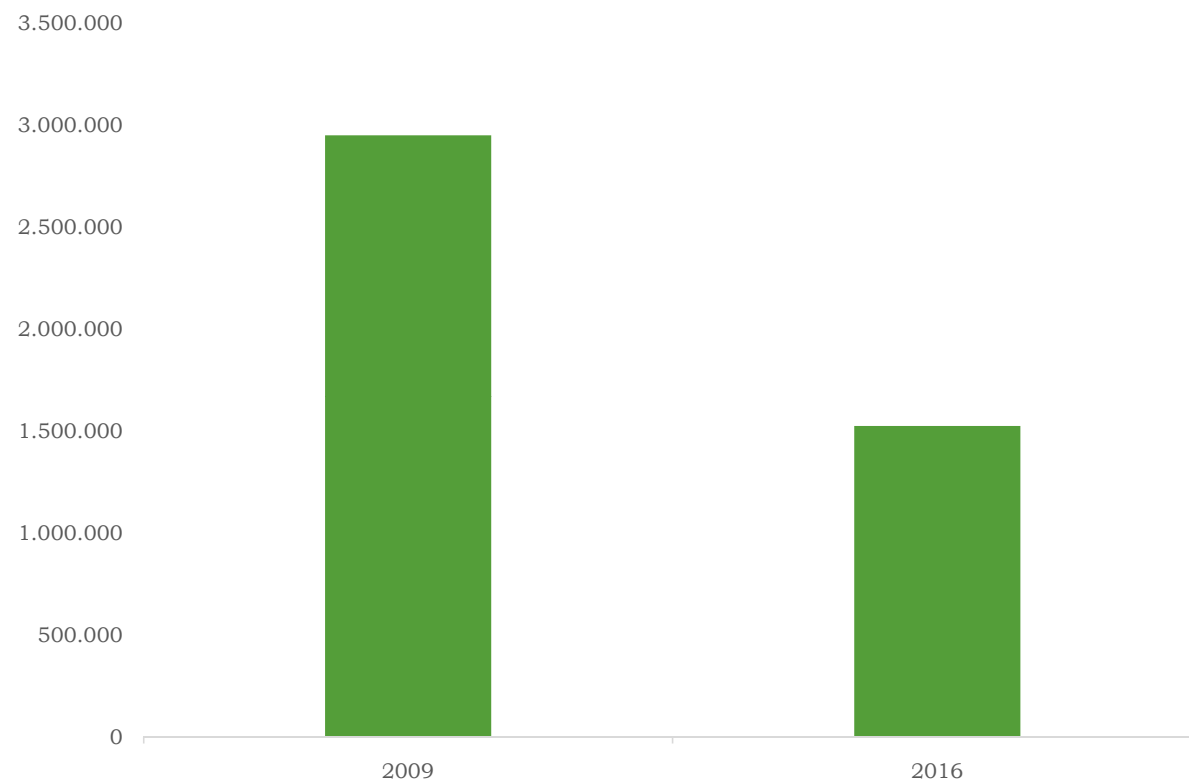




Un model econòmic en crisi

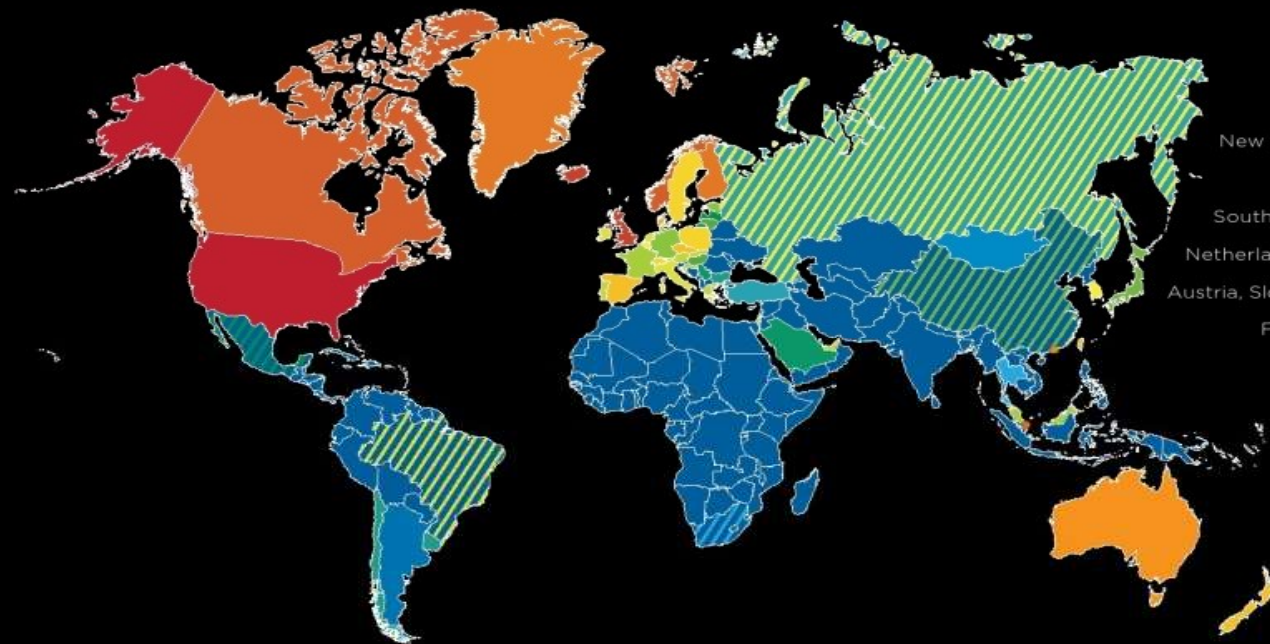


■ Difusió dels diaris d'informació general a Espanya



Newspaper extinction timeline

When newspapers in their current form will become insignificant*



— stripes indicate that newspapers will be extinct in metropolitan areas before regional areas



- Media strategy
- Thought leadership content
- Scenario planning

www.futureexploration.net

Created by Ross Dawson

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En Catalunya
11,4
3 TV-3
11,3
5 Tele 5
10,4
A-3
7,3
La 1
6,6
tve1
6,5
Temàtiques de pago
6,5
Cuatro
6,5
La Sexta
3,4
8TV
3,2
FDF-T5
2,8
Neox
2,6
Divinity
2,0
La 2
2,0
Energy
1,9
Nova
1,9
Paramount Channel
1,9
Clan
1,8
Discovery Max

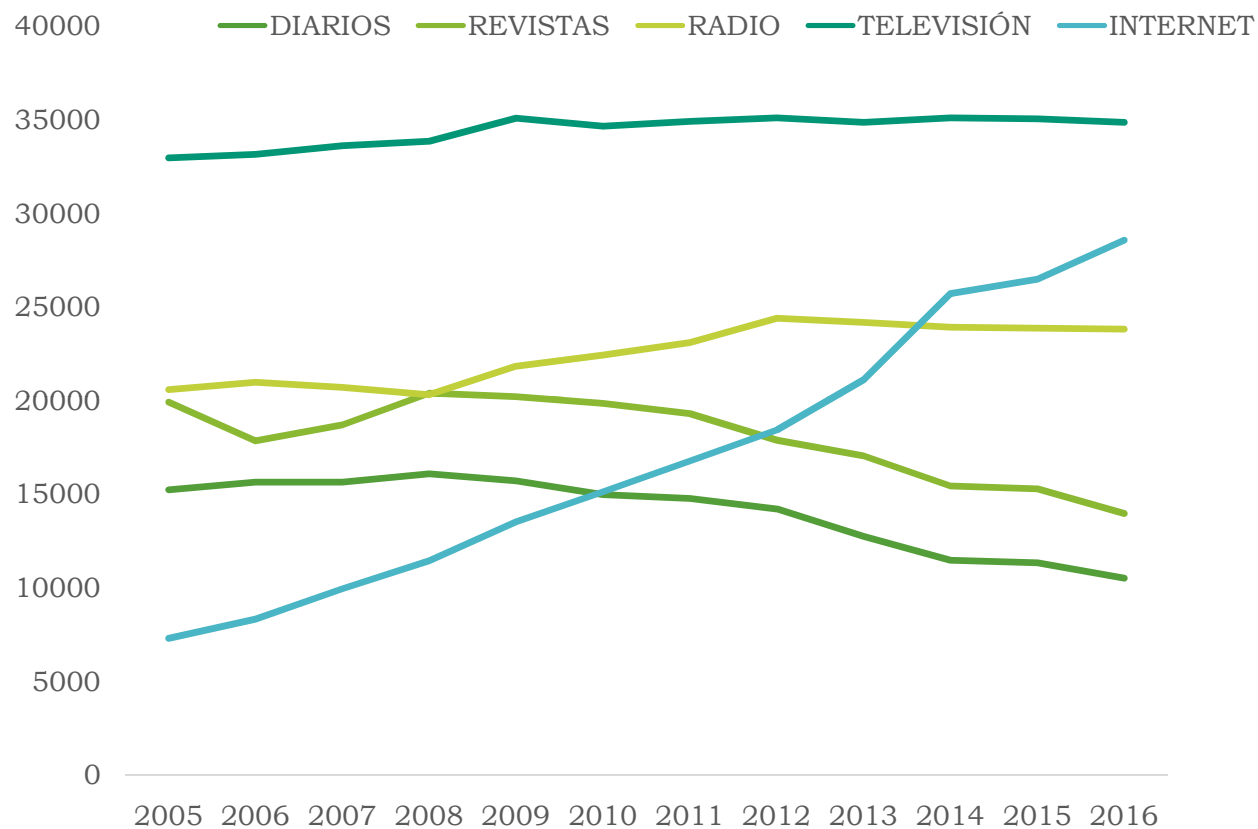
de Kantar Media y TVC



El canal TDT, amenaçat

El canvi ara arriba a la TV aquest any

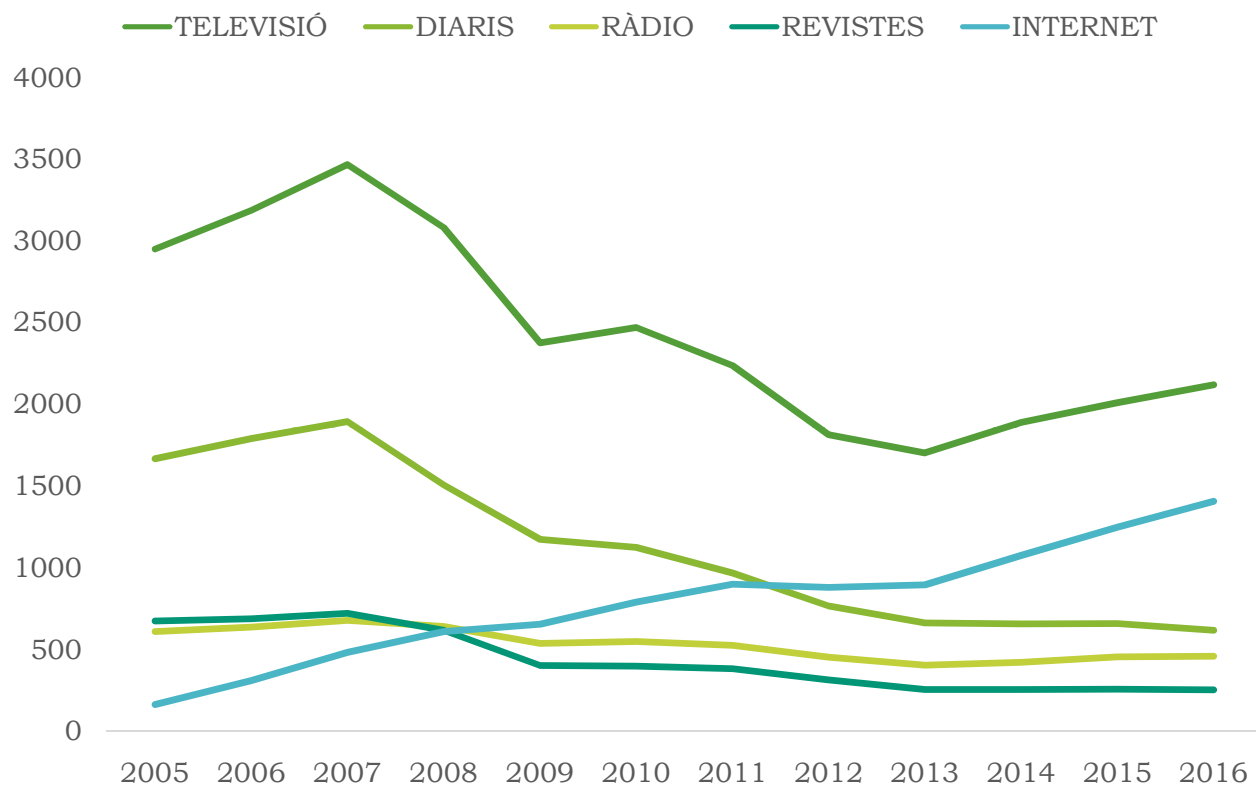




El canal digital, en alça

Consum de mitjans de comunicació (EGM) a Espanya





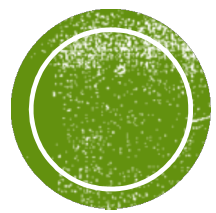
Canvis en la inversió publicitària

Inversió publicitària (2011):
5.008 Meuros

Inversió publicitària (2016):
4.855 Meuros

(Infoadex)





Canvi de rutines periodístiques



Reptes digitals del periodisme

- **LA IMMEDIATESA**
- **PÈRDUA DEL MONOPOLI EN LA CREACIÓ I DISTRIBUCIÓ**
- **LLENGUATGE MULTIMÈDIA**
- **FLUXE DE TREBALL NON-STOP**
- **TRANSPARÈNCIA I HACKEIG**
- **PROMISCUITAT DELS USUARIS I DELS ANUNCIANTS**

**STOP
PRESS**





DISRUPCIÓ

=

DESINTERMEDIACIÓ

Una nova mentalitat

- L'AUTORITAT ES VOL HORITZONTAL
- EL PODER ES VOL TRANSPARENT
- L'INDIVIDU S'HA APODERAT
- L'ECONOMIA PASSA DEL COMPETIR AL COMPARTIR

