

TheNewsMarket Study Reveals Journalists' Increasing Dependence on Multimedia Content & Online Newsrooms



Media Study Reveals the Growing Significance of Quality Online Newsrooms and Multimedia Content

A recent study of 248 journalists has revealed it is now essential for brands to offer content in multimedia formats, with three quarters stating press release distribution services alone were not sufficient as a source for stories. Furthermore, the study shows that online newsrooms are fast becoming an essential resource for journalists; with 66% stating they visit an online newsroom once a week and a third of them visiting daily.

The study was based on responses of journalists from outlets such as ABC, ITN and Sky. Based on this research, [TheNewsMarket](#) have produced a [White Paper](#) designed to help brands and PR professionals better engage journalists and distribute their content more effectively to a wider media audience.

The paper leaves little doubt over the importance of

supplementing stories with multimedia assets. Respondents rated images and videos as the most useful forms of content, with 85% agreeing online newsrooms were a useful source.

Matthew Thomson, the Managing Director of TheNewsMarket, commented: "Journalists are often short on time and have a tough job to hit the 24/7 deadlines of today's news cycle. Our study highlights their appetite to engage with useful tools such as online news sites. Communications and PR professionals can use our paper to justify the investment in valuable communication tools to help get their business the coverage they desire in the press."