



**20
25**

**Australian Media
Landscape Report**

medianet.

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About the report

Welcome to the 2025 Australian Media Landscape Report.

This report is based on a survey conducted in January 2025 to provide insights into the work and preferences of Australian journalists and help respond to some of the challenges they are facing in the industry.

Respondents were invited to participate via professional email addresses stored in Medianet's media contacts database. A total of 521 journalists participated in the anonymous survey, providing comprehensive insights into the impacts of the current social and political climate on media content, preferences, decision-making, journalist experiences, and changes in the media landscape over the past few years. The survey also explores key factors driving these shifts, such as employment trends, industry

challenges, and the impact of new technologies like generative AI on journalism.

Survey participants were invited to enter a draw to win a monetary gift card. Responses were analysed confidentially, and all identifying information about respondents was removed to maintain anonymity.

Of the 521 respondents, 65% worked in digital journalism, 50% worked in print, 20% worked in radio, 16% worked in TV and 12% worked in podcasting.

The information presented in this report includes quantitative results, qualitative insights and quotes from respondents. Quotes were selected to reflect common themes shared among many of the responses, but they do not necessarily represent the views of Medianet.

Acknowledgement of Country:

We acknowledge the Wurundjeri and Boonwurrung people as the Traditional Owners of the land on which this report was written. We recognise their continuing connection to lands, waters and communities and pay our respect to Aboriginal and Torres Strait Islander cultures, and to Elders past, present and emerging.

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- Mercedes Carrin
- Yang Zhou
- Antony Phillips
- Phil McLean
- Tim Mansour
- All respondents of the survey for sharing their views about the industry.

Please note: This survey is intended to provide a snapshot of the experiences of journalists, not a comprehensive study into the state of the media industry. Responses received may not fully reflect an accurate sample of Australian journalists.

Percentages were rounded to the nearest whole number. Where these do not add up to 100, this is due to respondents being able to select more than one answer to the question or rounding.

Respondents

521



65%
Digital



50%
Print



20%
Radio



16%
TV



12%
Podcasting

Snapshot of the media industry

Demographics

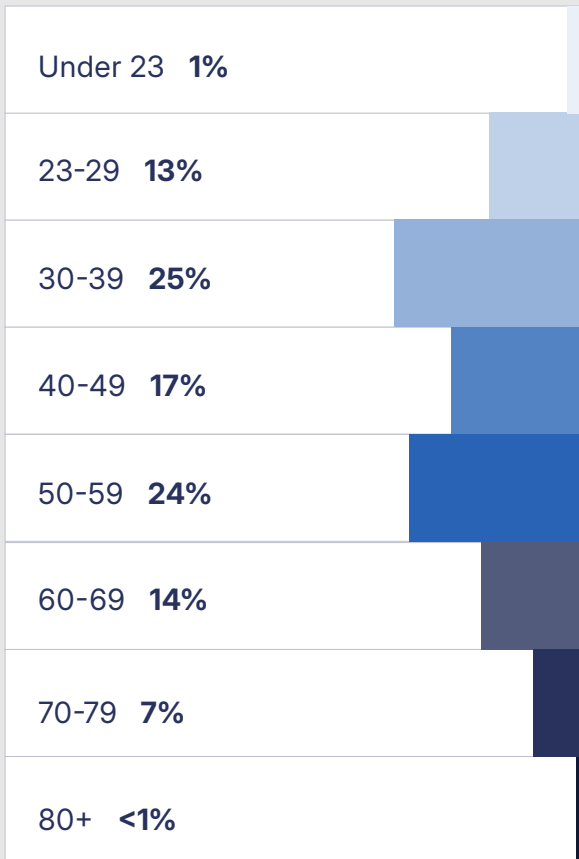


Figure 1 — Age of respondents (years)

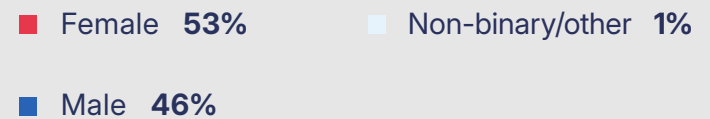
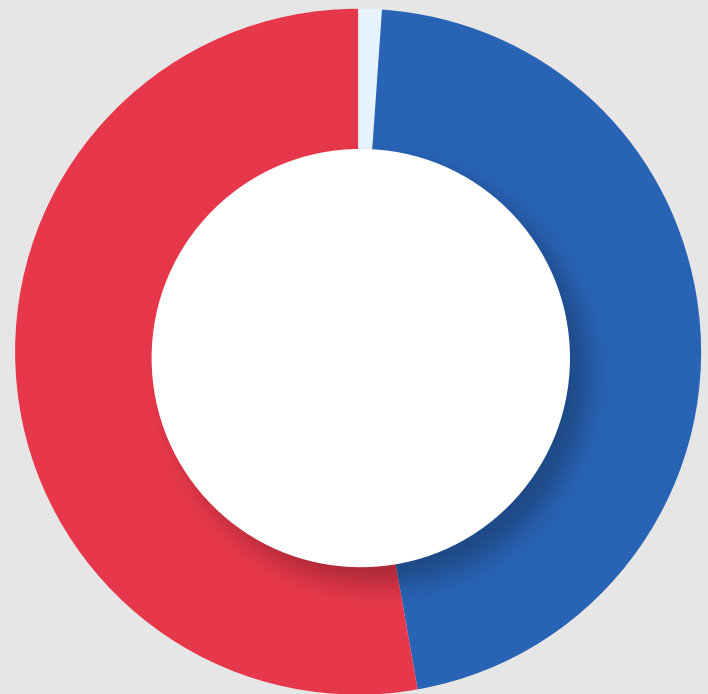


Figure 2 — Gender of respondents (of those who disclosed)

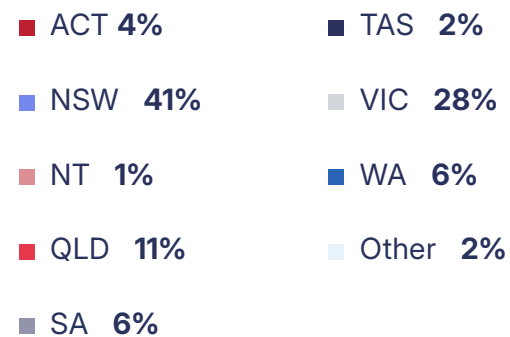
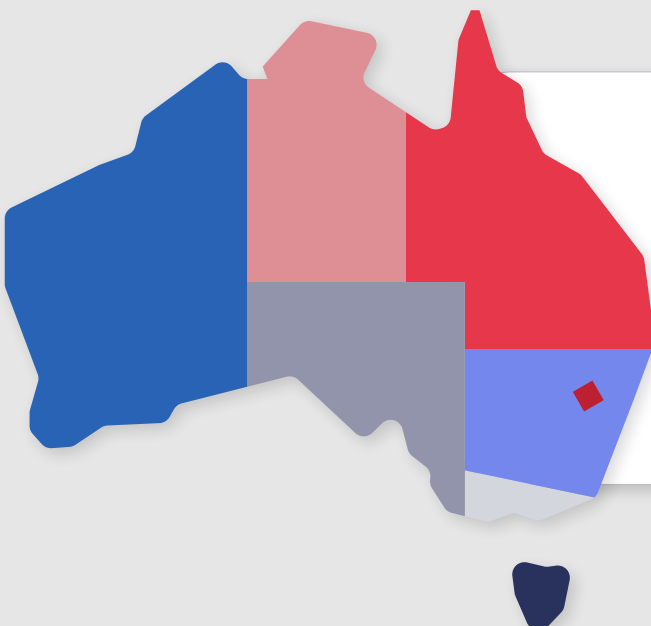


Figure 3 — Location of respondents

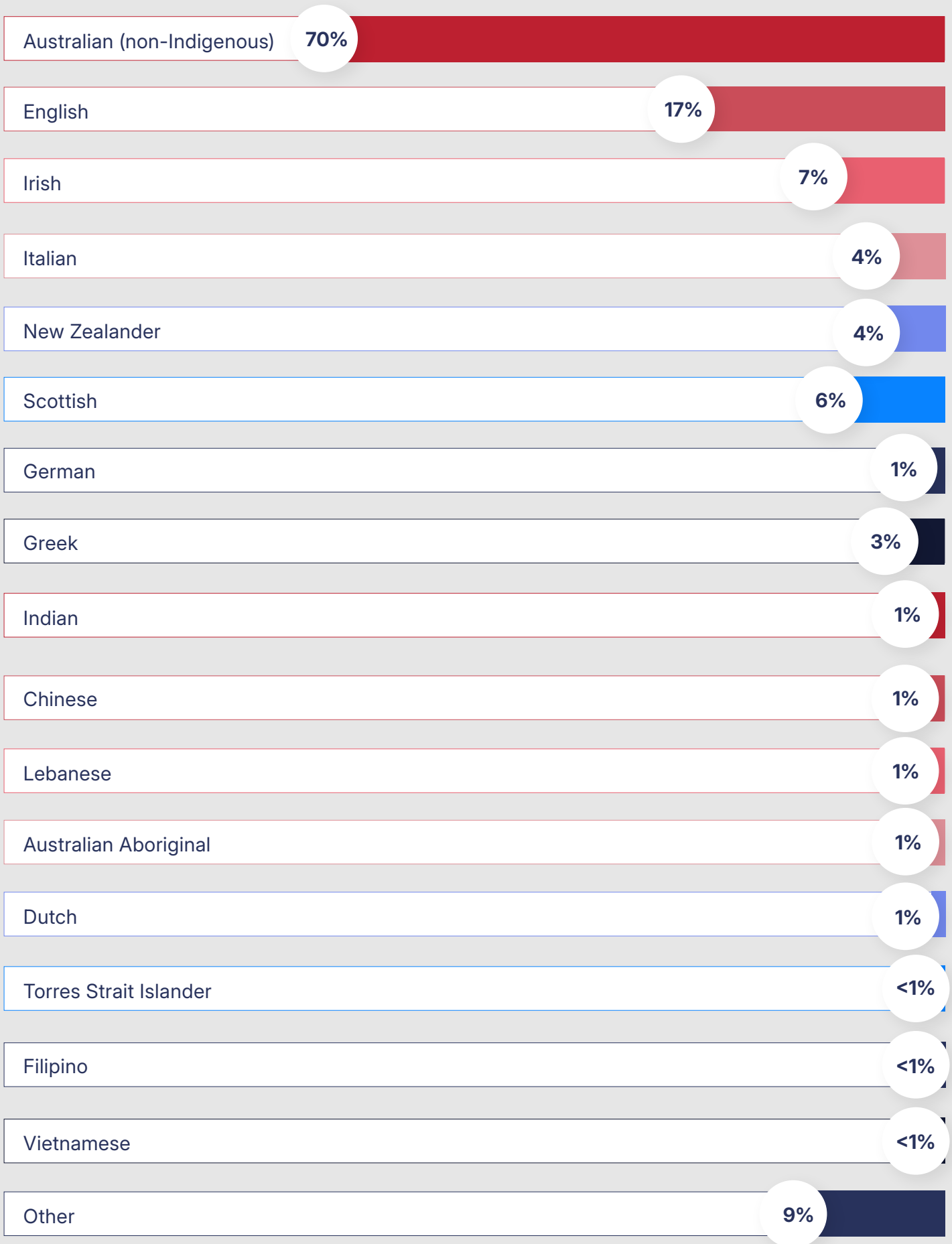


Figure 4 — Ethnic background of respondents

Snapshot of key findings

Employment and work

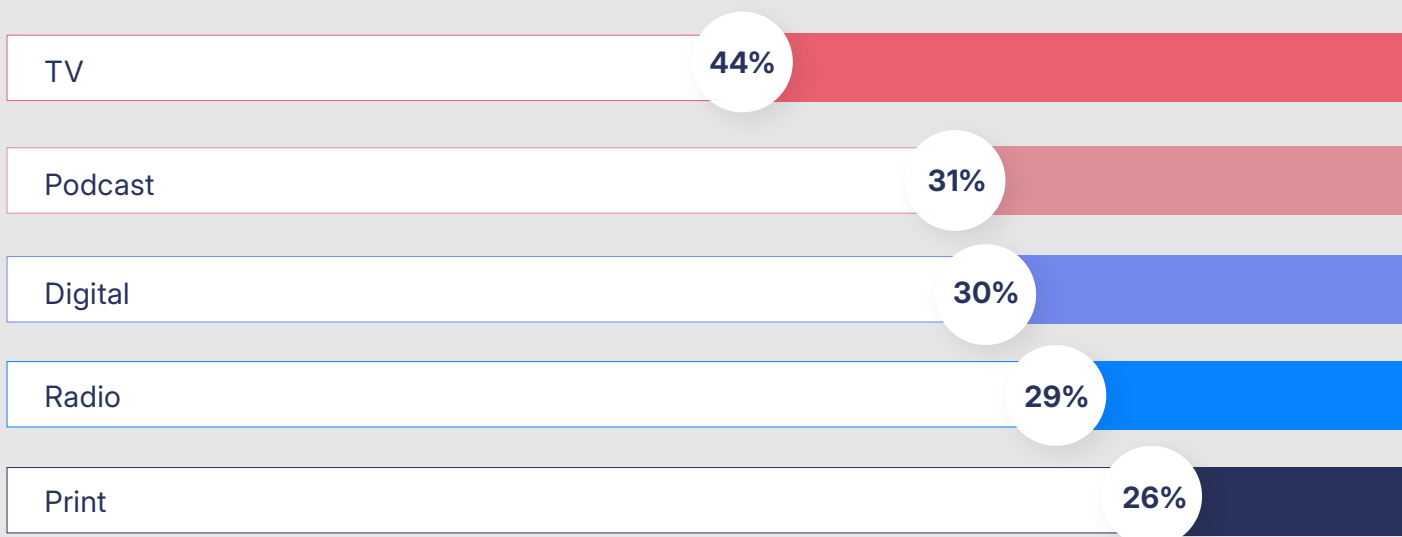


The most common pay bracket was **\$80,000 to \$99,999 per year**

Salary of more than **\$100,000+ p.a.**

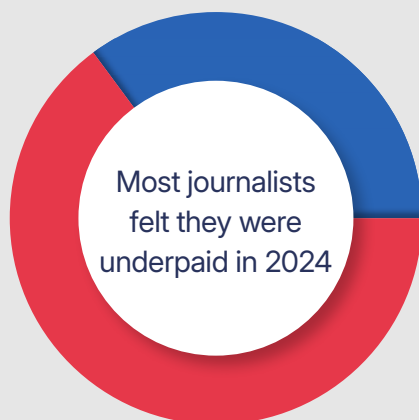


Thirty-eight percent of male journalists who disclosed their pay received a salary of more than \$100,000 in 2024, compared to 23% of female journalists.



TV remained the highest paid sector, with almost half (44%) of all journalists working in TV receiving more than \$100,000 per year.

This was followed by podcasting (31%), digital (30%), radio (29%) and print (26%).



Most journalists felt they were underpaid in 2024

■ 66% Felt underpaid
■ 34% Did not feel underpaid

Money was the most common 'greatest challenge' experienced by journalists in 2024.



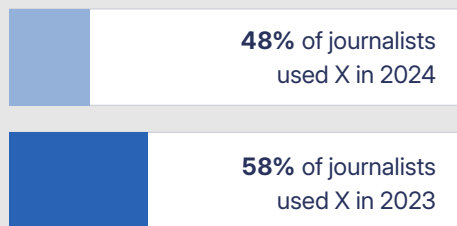
88%

Industry and professional contacts remained the top story source for 88% of journalists.

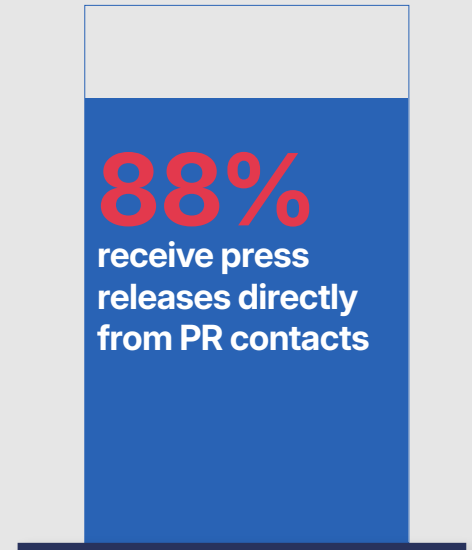
Press releases were the second most commonly used story source, used by 83% of journalists.



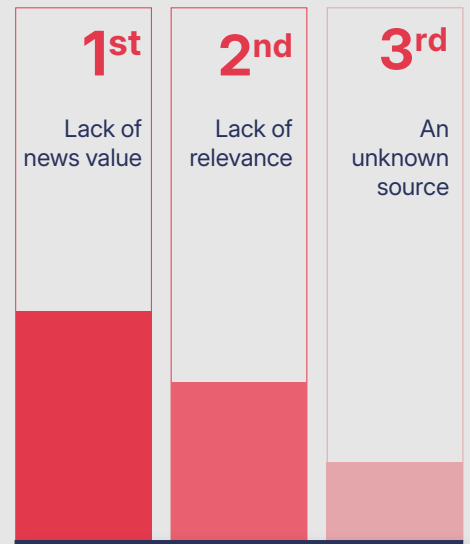
Facebook remained the most used social media platform by journalists professionally in 2024.



There was a significant drop in professional X usage in 2024, with 48% of respondents saying they used the platform, down from 58% in 2023.



Most journalists (88%) who use press releases said their PR contacts email them directly with press releases.



For most respondents, the top reason to not use a press release was 'lack of news value', followed by 'lack of relevance' and 'unknown source'.

Story sources

An increase in disinformation or fake news was the biggest threat to public interest journalism identified by journalists.

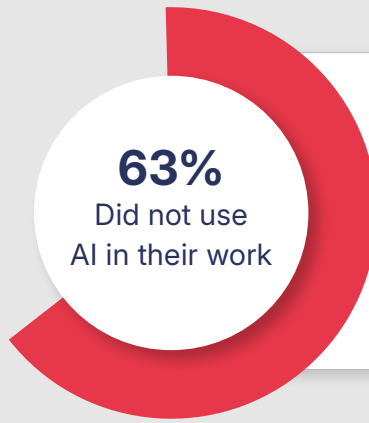
Do you think trust in the media has increased or decreased?

Decreased

Increased

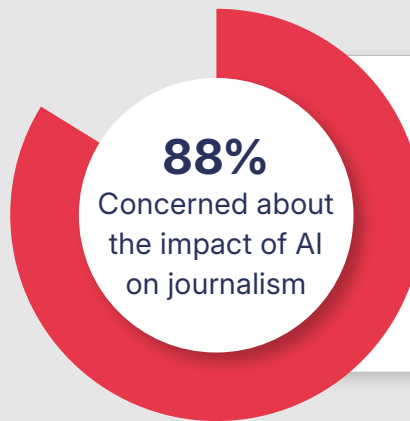
The overwhelming sentiment was that trust in the media has decreased.

Threats to the media



63%
Did not use
AI in their work

The majority of journalists (63%) had not personally used generative AI or large language models (LLMs) in their work in 2024.



88%
Concerned about
the impact of AI
on journalism

Eighty-eight percent of respondents said they were concerned about the impacts that generative AI/LLMs could have on the overall integrity or quality of journalism.



16%
Lost or know
someone who
has lost work
to AI

Sixteen percent of journalists said they had lost work or know someone who has lost work due to the adoption of generative AI/LLMs. Respondents employed as freelancers, contractors and those working in podcasting or radio were more highly affected.



72%
of journalists consider their reporting to be free from bias.



Nineteen percent of journalist claimed to have suffered negative repercussions for voicing personal views in their reporting.



Journalists also highlighted a clear understanding that **trust, accuracy, and impartiality** are crucial for maintaining credibility and relevance in a media landscape where alternative sources are vying for public attention.

67% view social media as a news source to be a negative trend.

The majority view the fragmentation of the media landscape and rise of social media as sources of news as negative trend, with 67% thinking social media and fragmentation contribute to the creation of echo chambers.

Section 01

Work and
employment of
journalists



Current work and employment

Of all survey respondents, 65% worked in digital, 50% in print, 20% in radio, 16% in TV and 12% in podcasting.

The majority of respondents (65%) were employed full-time. The next most common were freelance (16%) and part-time (12%).

Almost half (42%) worked at independent media organisations, with 38% at commercial outlets, 13%

at public/government funded media, and 14% at community media.

Fifty-nine percent of the surveyed journalists worked in the city, 28% worked regionally and 10% worked in the suburbs.

Politics, business and health were the three most covered subject areas by journalists surveyed.

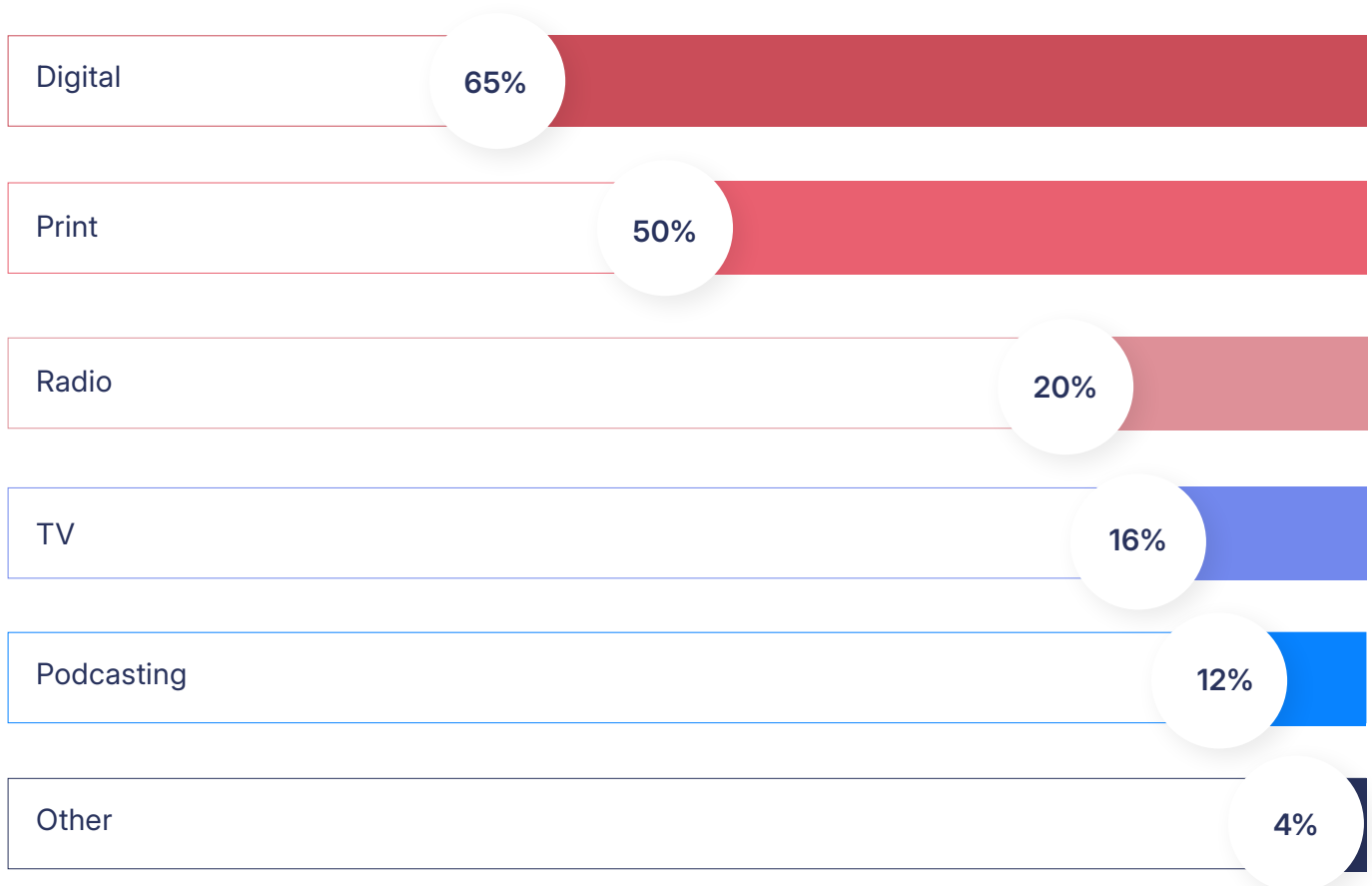
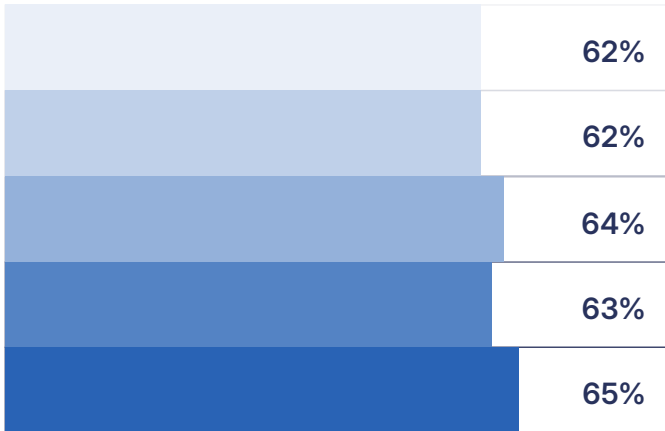
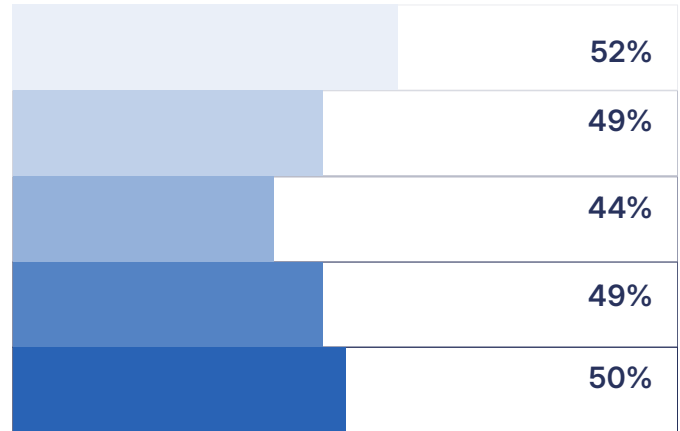


Figure 5 — Sector of the media industry

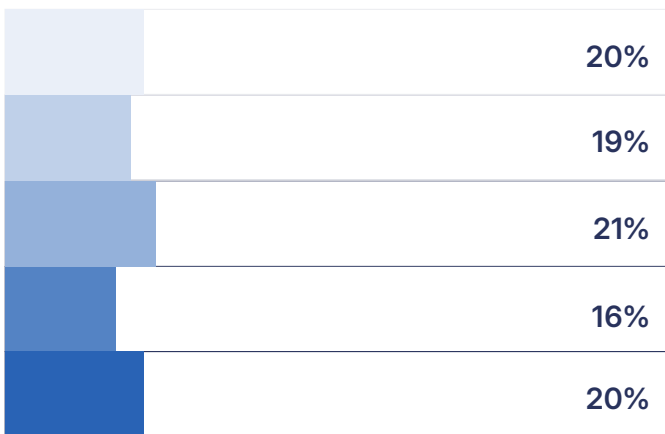
Digital



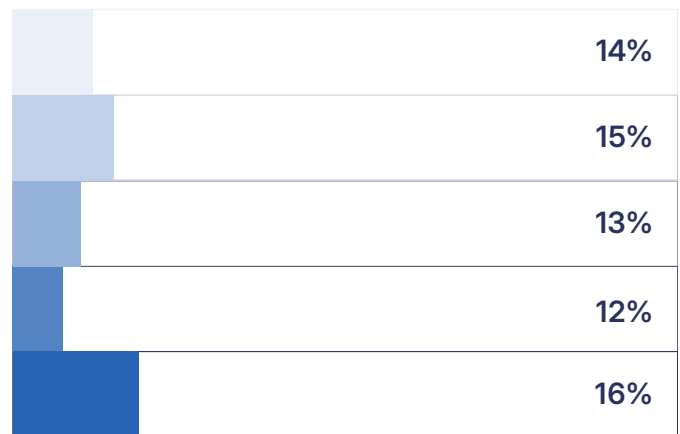
Print



Radio



TV



Podcasting

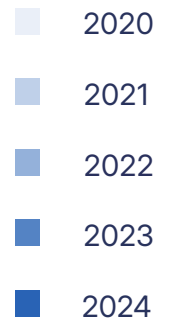


Figure 6 — Sector of the media industry over time (respondents were able to select multiple answers)

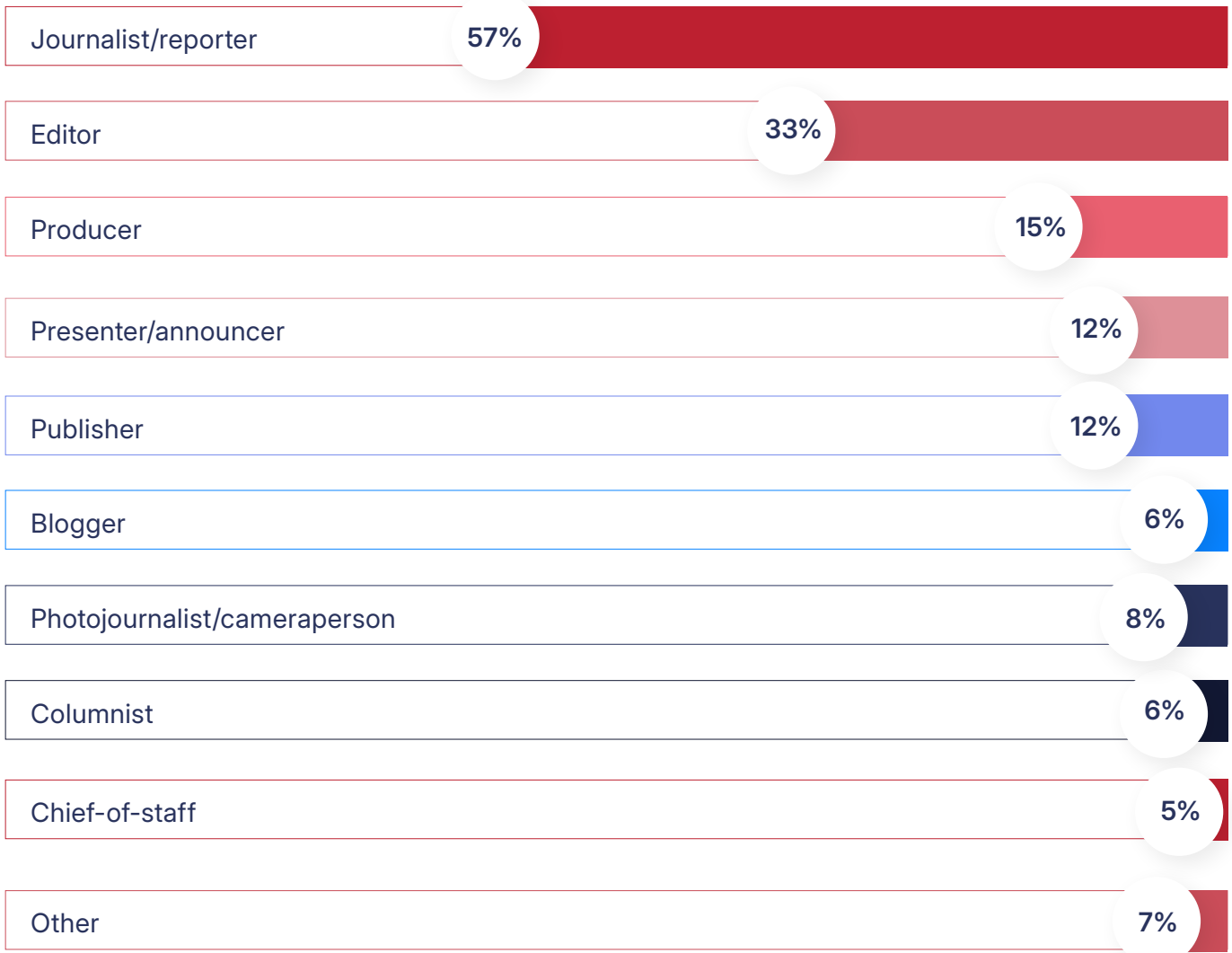


Figure 7 — Role in the media

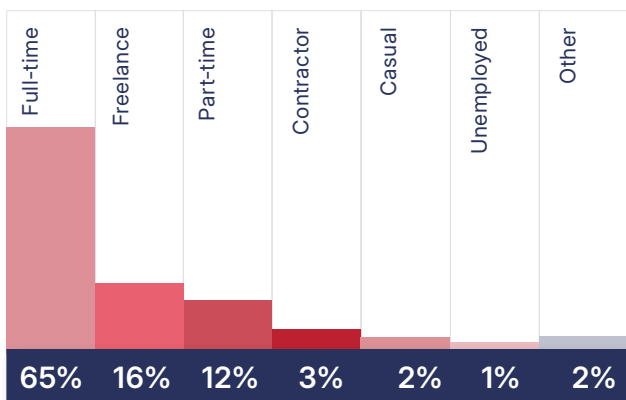


Figure 8 — Employment status

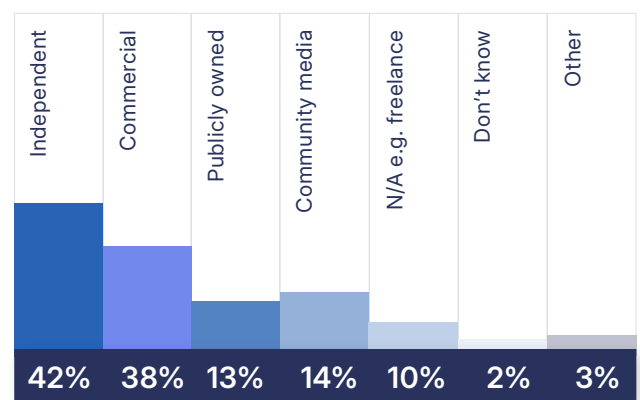


Figure 9 — Type of media organisation

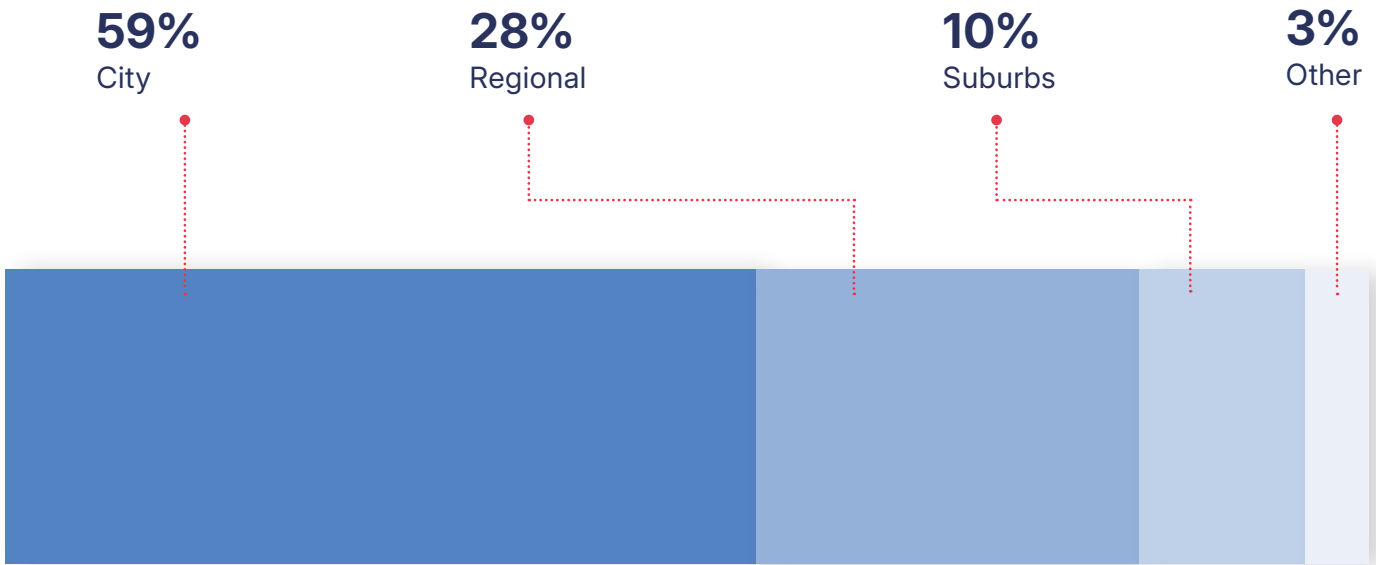


Figure 10 — Journalists' work area

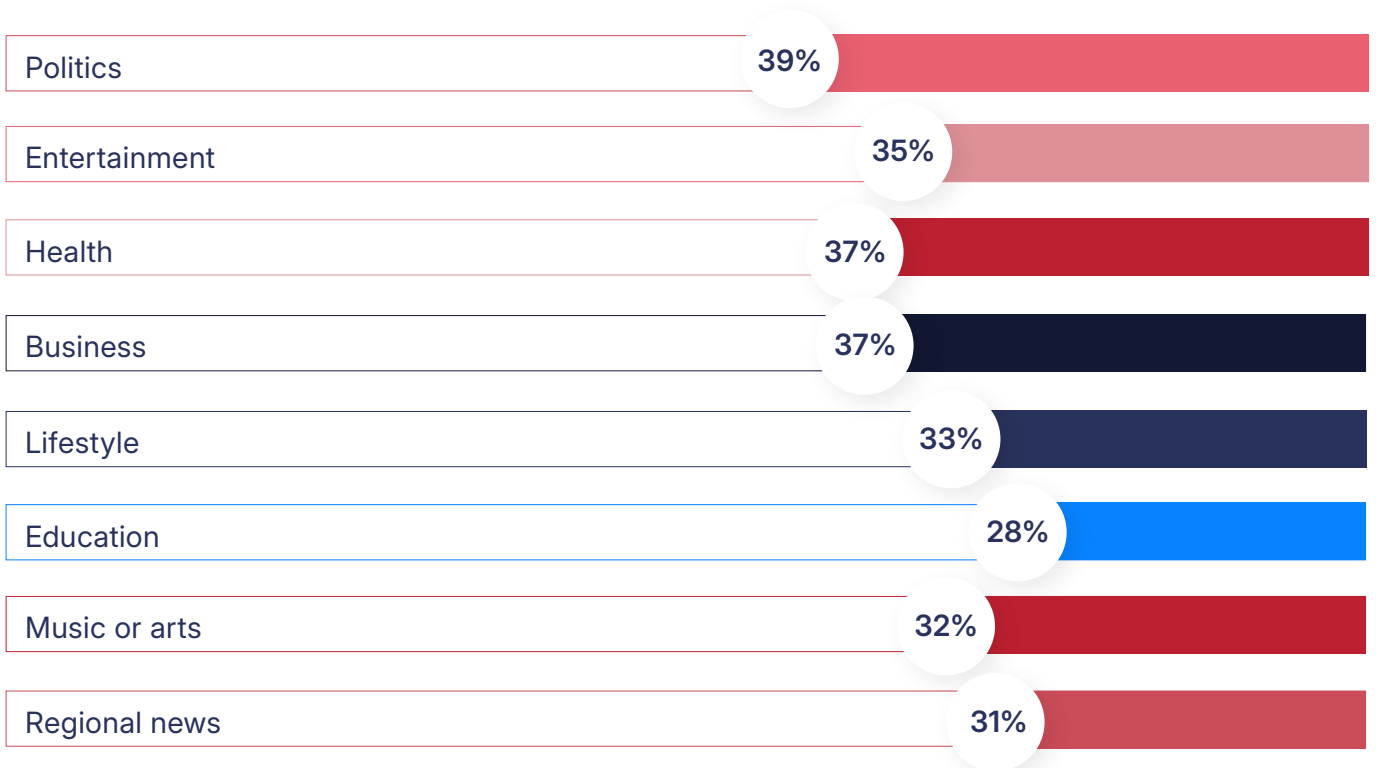


Figure 11 — Journalists' topic/subject area

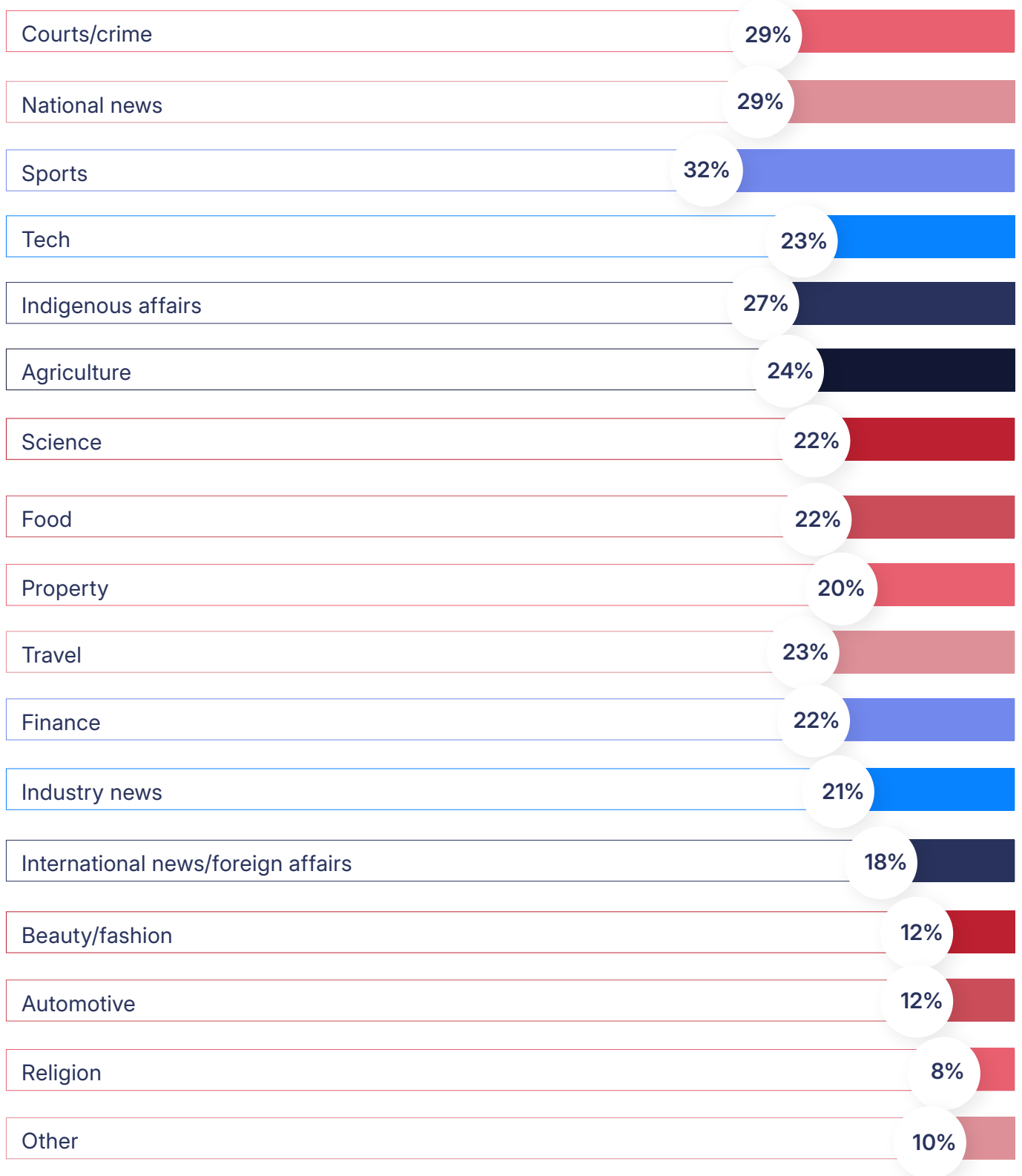


Figure 11 — Journalists' topic/subject area (Continued)

Industry movement

Of all survey respondents, 42% said their job or role had changed in some way in 2024, including changing jobs in the industry, changing roles at the same organisation, taking on additional work, or starting a 'side hustle'. Six percent said they had started looking for a job outside of journalism.

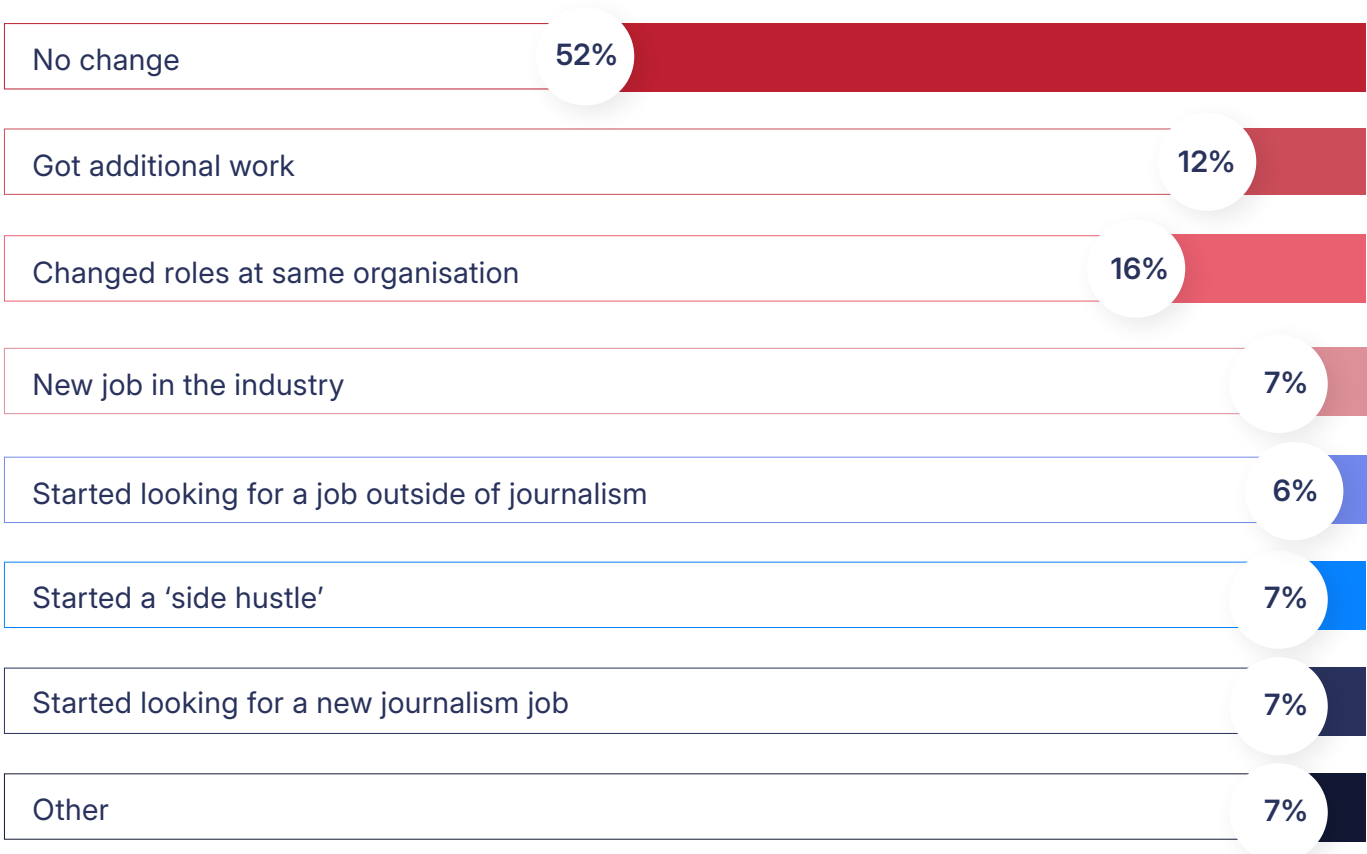
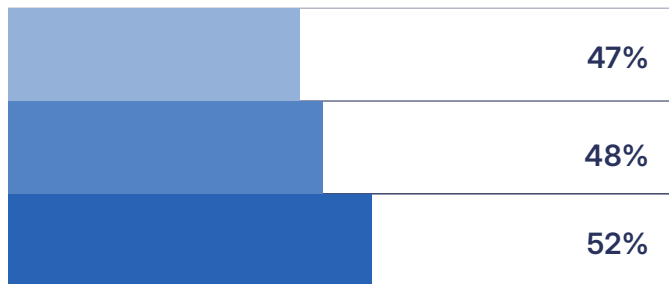


Figure 12 — Job changes in 2024

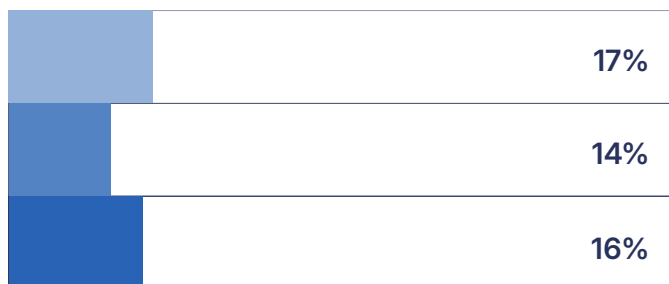
No change



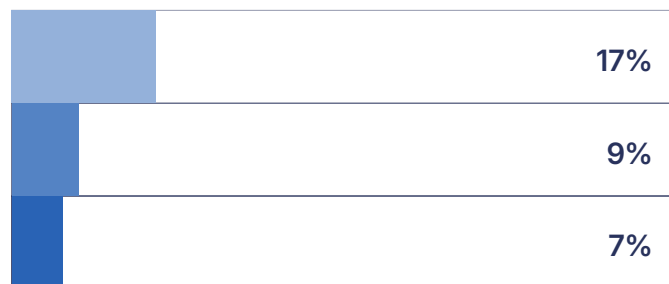
Started looking for a new journalism job



Changed roles at same organisation



New job in the industry



Started looking for a job outside of journalism



Started a side hustle



Got additional work

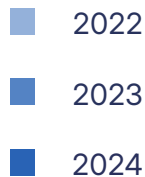
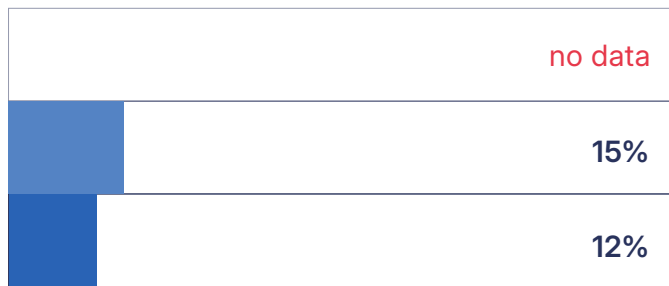


Figure 13 — Job changes over time

Pay

The most common pay bracket for journalists in 2024 was between \$80,000 to \$99,999 per year, followed by \$60,000 to \$79,999 per year. The percentage of respondents who were paid over \$100,000 per year remained unchanged. These results are not adjusted for inflation, and do not account for respondents' employment types, for example part-time compared to full-time.

The 2025 survey once again highlighted a significant gender pay gap in the media industry. Thirty-eight percent of male journalists who

disclosed their pay received a salary of more than \$100,000 in 2024, compared to 23% of female journalists. No journalists who identified themselves as non-binary claimed to earn more than \$100,000 per year.

There was also a significant difference in pay depending on the areas journalists worked. Journalists working in the city received far higher salaries overall compared to regional or suburban journalists who were far more represented in the less than \$60,000 pay bracket.



Thirty-eight percent of male journalists who disclosed their pay received a salary of more than \$100,000 in 2024, compared to 23% of female journalists.

TV was the highest paid sector, with almost half (44%) of all journalists working in TV receiving over \$100,000 per year. This was followed by podcasting (31% paid over \$100,000 per year), digital (30%), radio (29%) and then print (26%).



TV was the highest paid sector, with almost half (44%) of all journalists working in TV receiving over \$100,000 per year.



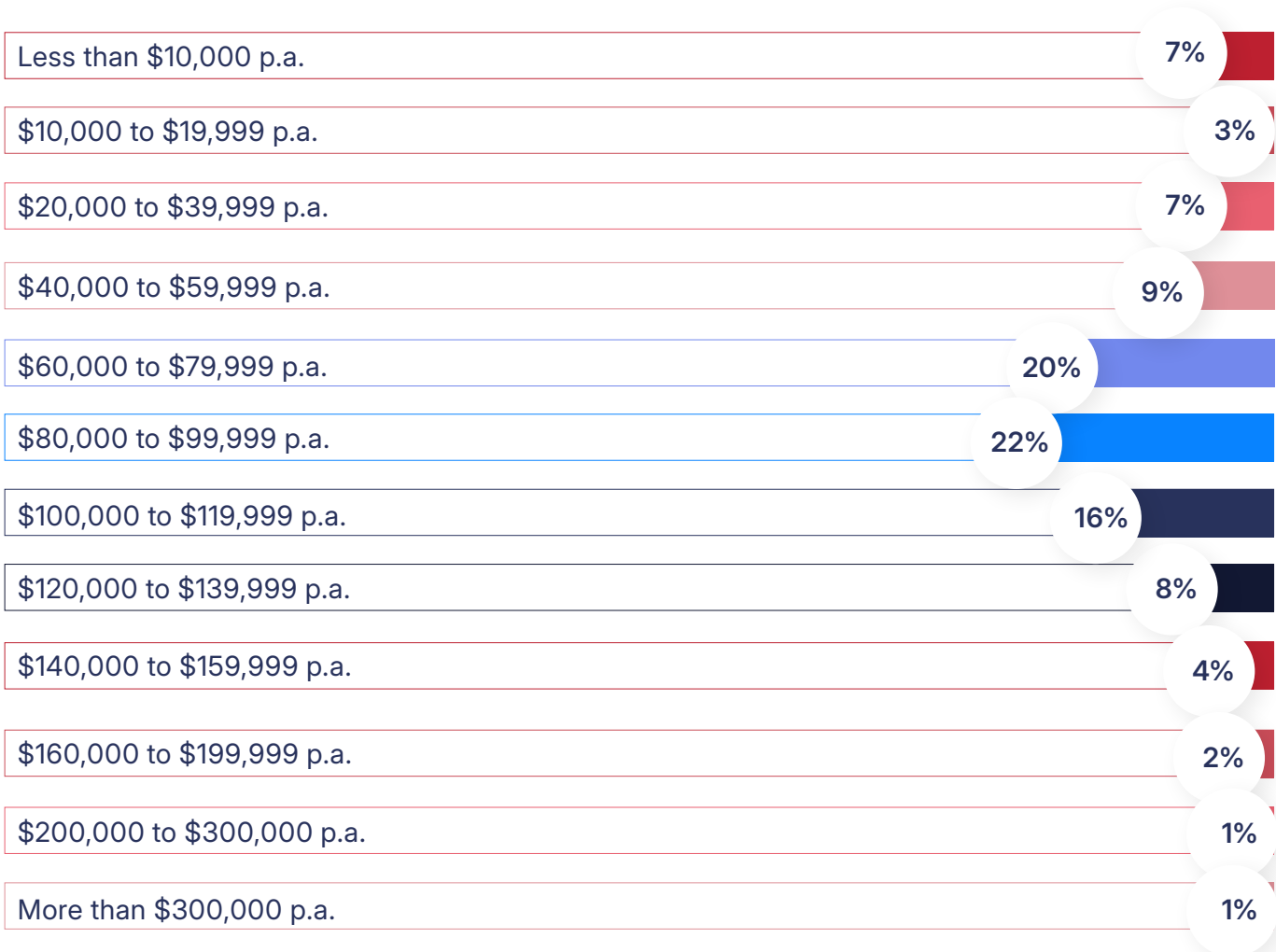


Figure 14 — Journalists' pay (those who disclosed)

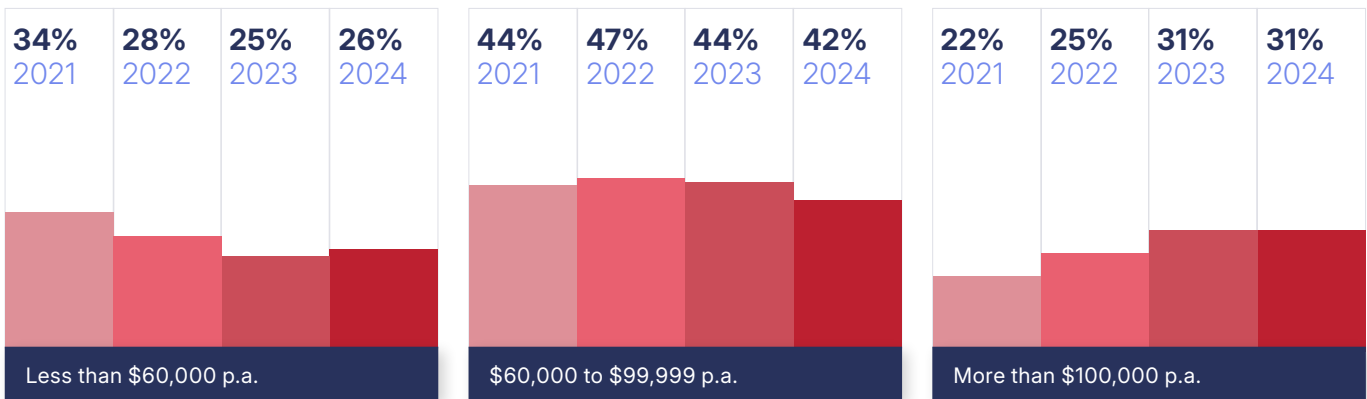


Figure 15 — Pay based on year (those who disclosed)

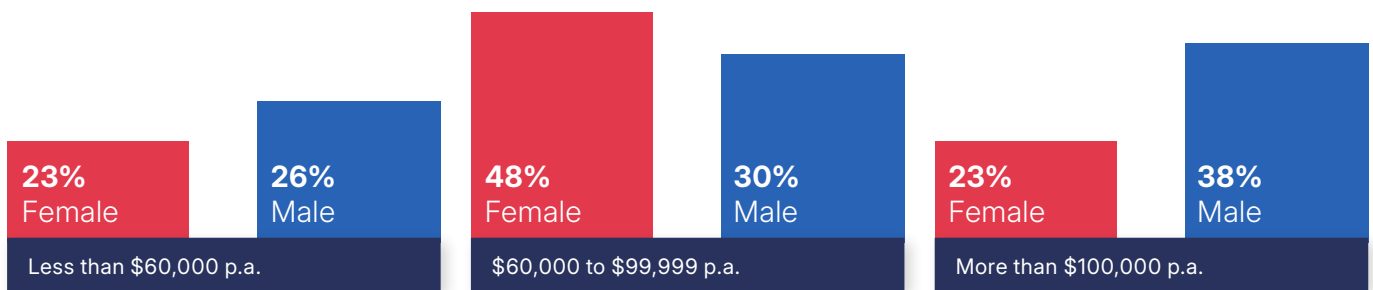


Figure 16 — Pay based on gender (those who disclosed)

Please note: Data from respondents who identified their gender as non-binary has been excluded due to the small sample size.

“ I had to find extra ways to make money to be happy with my life because I don’t want to stop being a journalist.

“ Anyone seeking to work in journalism is either (a) not interested in the money or (b) stupid.

“ We are earning far less in the regions than our metro counterparts. Hard to balance the cost of living.

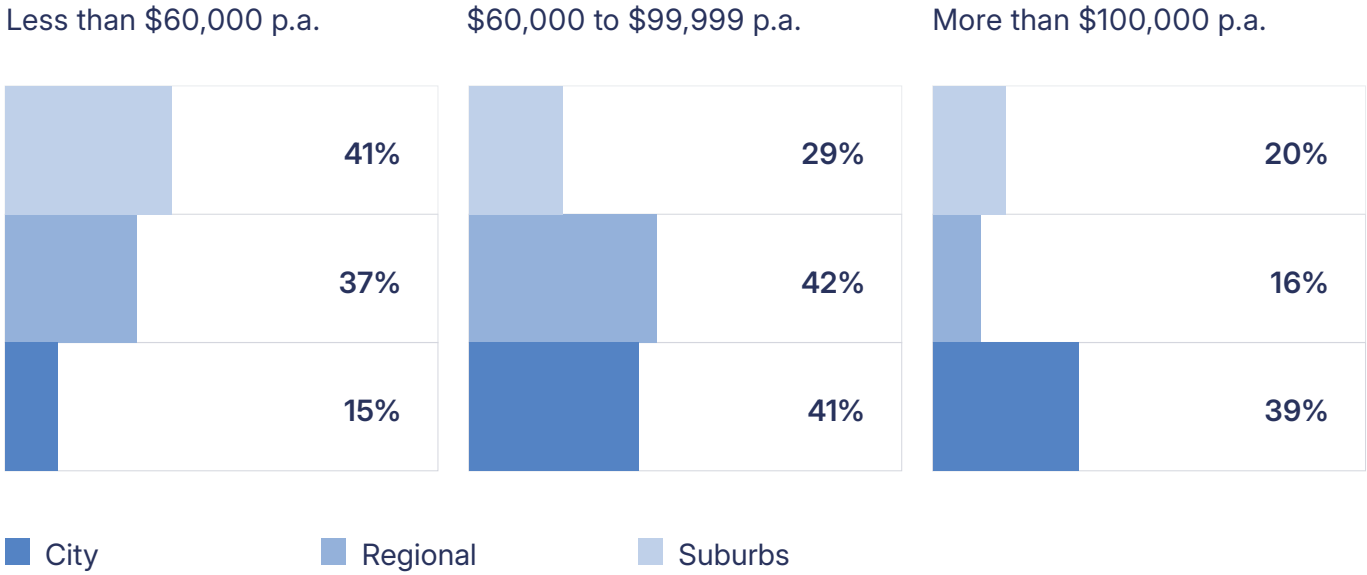


Figure 17 — Pay based on journalists' location

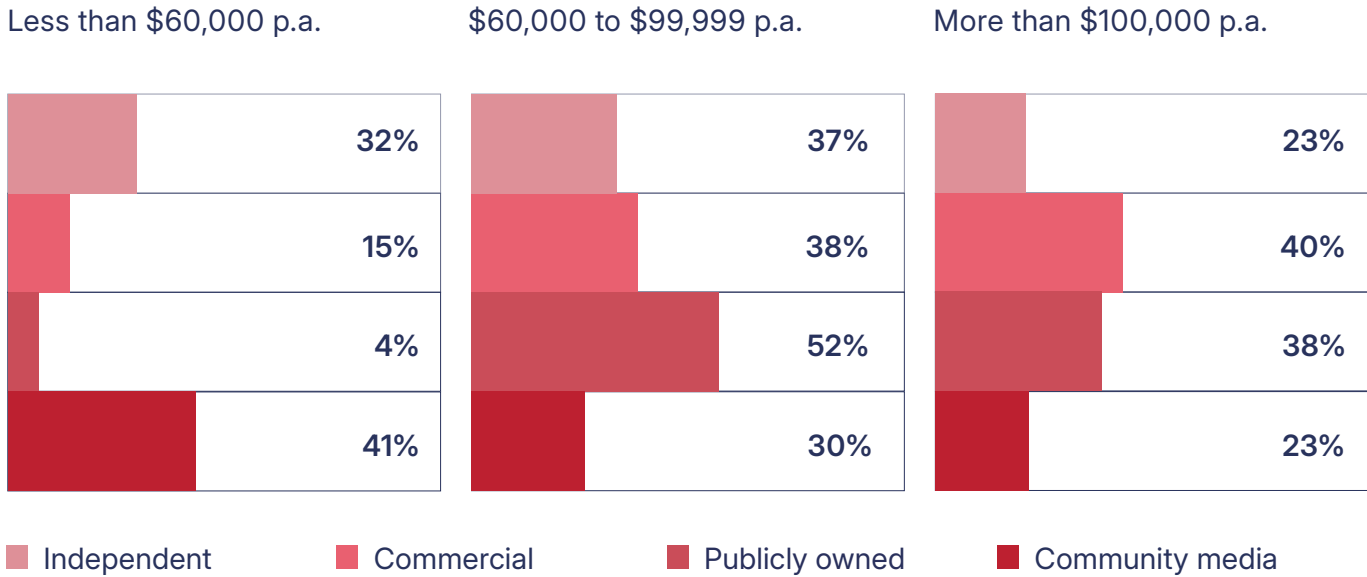


Figure 18 — Pay based on journalists' media organisation type (those who disclosed)



“

Degree qualified
journalists with
two decades
experience are not valued in
the market place any more.
It is so sad.

Evaluation of pay

Respondents were asked to evaluate how fairly they were paid for their work.

Sixty-seven percent of respondents felt they were underpaid in 2024.

Almost half (47%) believed they were somewhat underpaid and 20% said they felt grossly underpaid. Thirty percent said they were paid fairly, while less than 1% of respondents said they were overpaid.

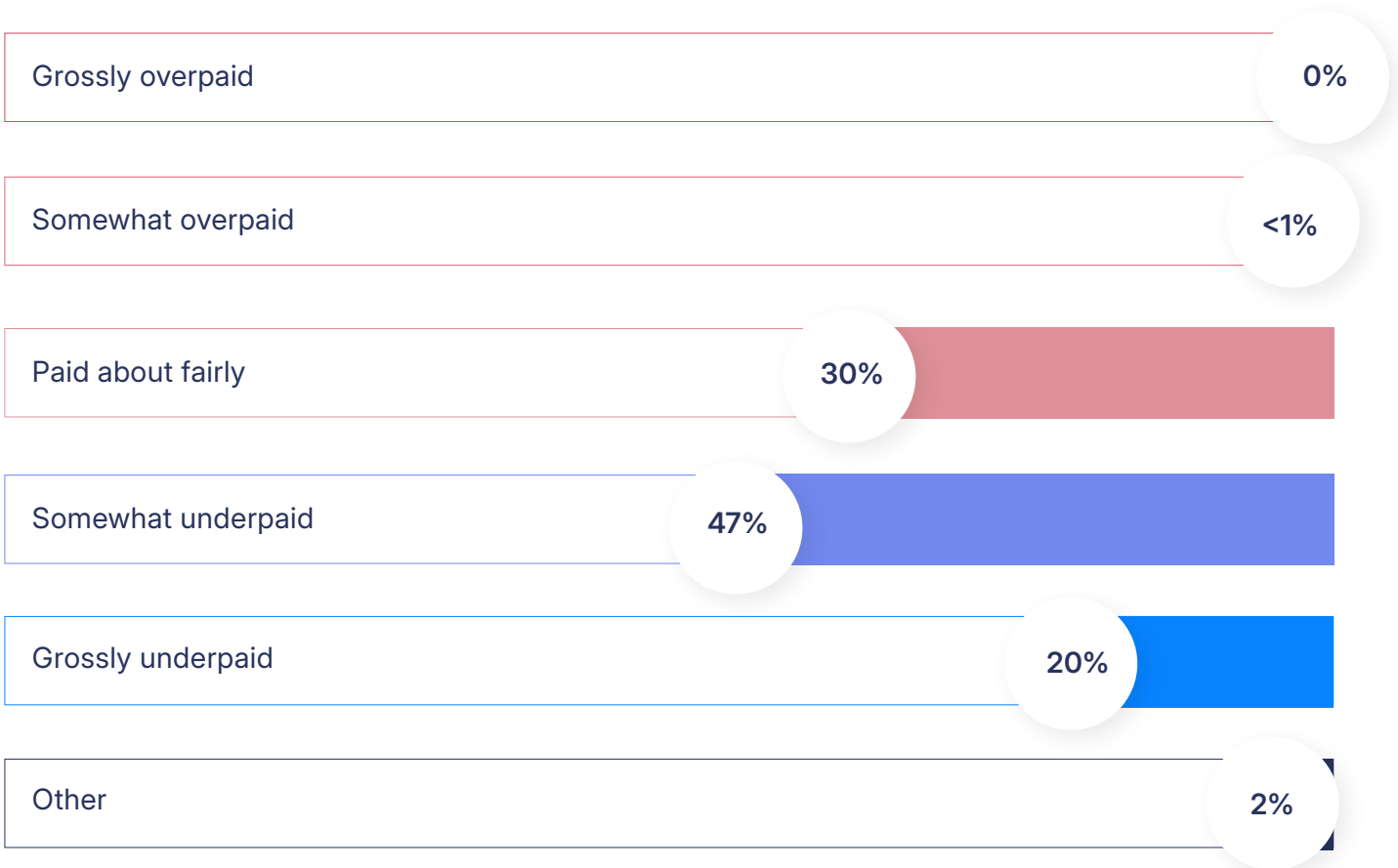


Figure 19 — Journalists' evaluation of own pay

Money was the most common 'greatest challenge' experienced by journalists in 2024 (see page 31).

Many respondents highlighted stagnant wages, a mismatch between workload and compensation, and the challenges faced by freelancers and those working in regional areas.

Many expressed frustration that their pay has not kept pace with the rising cost of living or their increasing responsibilities. Responses underscored the widespread sentiment of being underappreciated, with some respondents pointing to the fact that they had to find creative ways to supplement their income.



Sixty-seven percent of respondents felt they were underpaid in 2024.

“ I am multi-tasked. I get paid one amount in radio to carry out multiple duties on multiple platforms.

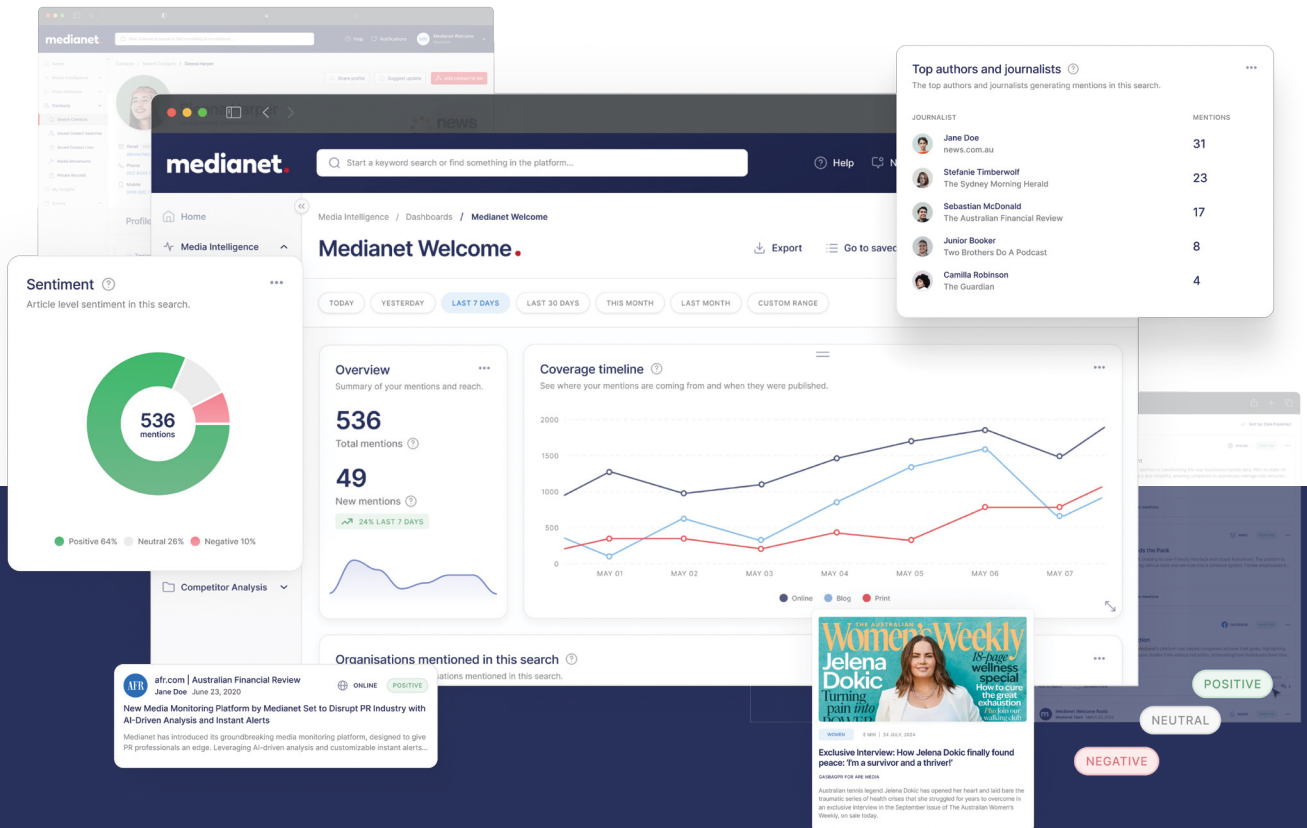
“ Freelance rates are low and it just feels like writers just aren't valued.

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media intelligence experience.



Media release
distribution



Media contacts
database



Media
monitoring



Media
analysis

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Section 02

Challenges for
journalists and
threats to the media

Personal challenges

Money, uncertainty about the future and changes to workload were the three most common greatest challenges experienced by journalists in 2024.

For the third year in a row, the greatest challenge identified by journalists was money.

Over the past three years, financial concerns have remained the most pressing issue for journalists, reflecting the growing economic strain on the media industry.

In 2022, 36% of journalists cited money as their greatest

challenge, a significant rise from previous years. This concern only deepened in 2023, jumping to 43%, marking the highest level of financial stress recorded among media professionals.

While the percentage has slightly decreased in 2024 to 41%, it continues to be the top challenge, underscoring ongoing job insecurity, low wages, and the increasing cost of living pressures faced by journalists today.

Eleven percent of respondents reported experiencing no challenges in 2024.



For the third year in a row, the greatest challenge identified by journalists was 'money'.

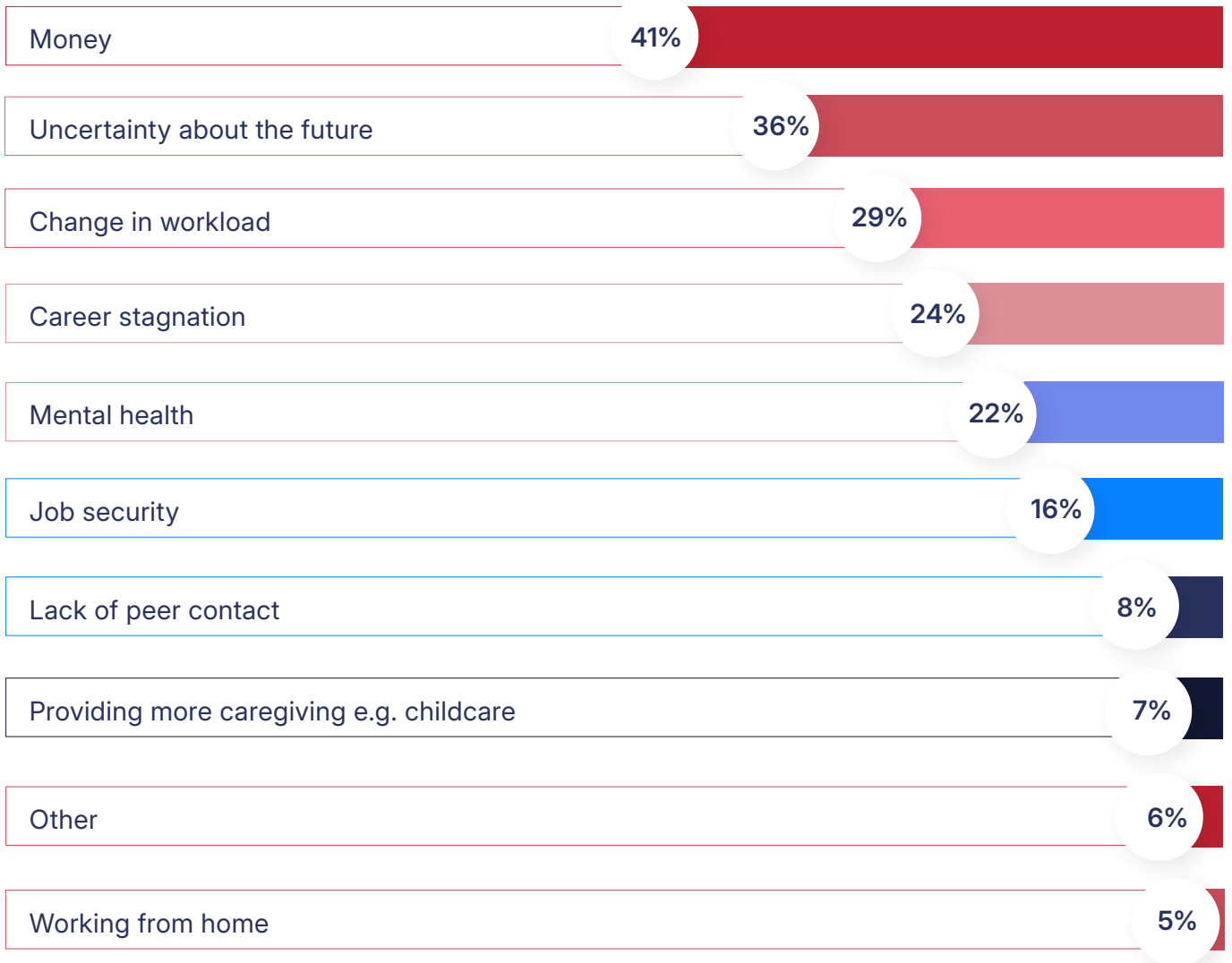


Figure 20 — Greatest challenges experienced by journalists in 2024

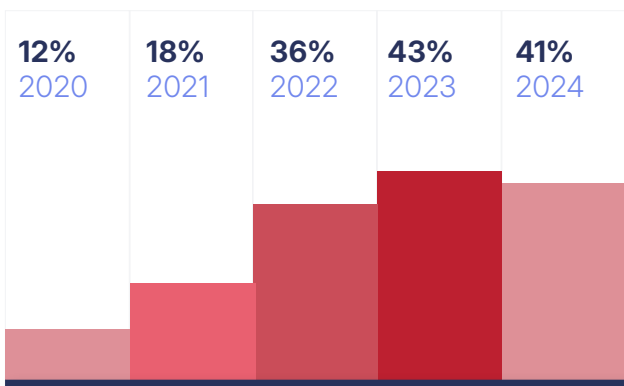


Figure 21 — Money as a greatest challenge (year)

| |
|-----------------------------------|
| 2020: Lack of peer contact |
| 2021: Mental health |
| 2022: Money |
| 2023: Money |
| 2024: Money |

Figure 22 — Top challenge identified by journalists (year)

A man with curly hair and a woman are looking at a document together. The document features several colorful pie charts and bar graphs. The man is pointing at one of the charts. The background is blurred, suggesting an office or meeting environment. The overall image has a blue tint.

“

The general erosion of mainstream media is hurting my organisation. The shift to new mediums and podcasting is leaving traditional media behind with younger demographics.

“ The internet is awash with utter nonsense. Misinformation, disinformation, bald face lies and psy-op content that threaten the foundation of western democracy.

“ Media organisations are constantly cutting staff and reducing resources. The existing revenue model is broken.

“ Social media and other platforms largely go unchecked for facts etc and spread misinformation that people believe, then mainstream media is negatively portrayed.

“ As AI has grown in popularity it seems to threaten the importance of having a human do our work.

Threats to public interest journalism

Survey respondents were asked to identify factors that they thought threatened public interest journalism in 2024.

The top factors identified were an increase in disinformation or fake news and the closure of media organisations/newsrooms, identified as a threat by 75% and 69% of respondents, respectively.

This was followed by a lack of resources and staff (66%), declining trust in media organisations (63%) and the concentration of media ownership (50%).

Two percent of journalists responded that they did not feel there had been any threats to public interest journalism in 2024.



**Seventy-five percent
of journalists said an
increase of disinformation or fake
news threatened public interest
journalism in 2024.**

Compared to results from the 2024 survey, concern about the closure of media companies/newsrooms increased by nearly a quarter, making it now the second largest threat to public interest journalism according to respondents.

Commentary pointed to increased polarisation of society and the perceived political biases of certain media outlets as contributors to the problem, which might be leading to a fragmentation of audiences and a decline in the perceived objectivity of journalism.

Additionally, the rise of social media and technology, while offering new avenues for information sharing, has presented challenges for respondents, such as the spread of misinformation and the rise of AI-generated content.

Overall, a sense of urgency and concern about the future of public interest journalism in Australia can be seen from journalists' comments, especially for those who are striving to uphold traditional values and serve the public good.

“ Mainstream media is consistently spreading misinformation and the public now have trust issues with all media.

“ Social media has killed off responsible news gathering, fact-checking and advertising streams.

“

Legacy media has been infected by political bias, 'progressive' agendas, unethical practices and bad reporting.

“

We're at a breaking point of polarisation where media isn't committing to its role of being objective and it's instead pushing people to political extremes.

“

Journalism has become a war between right or left leaning organisations, with no clear impartial reporting being undertaken.

Increase in disinformation/fake news



Closure of media companies/newsrooms



Lack of resources and staff



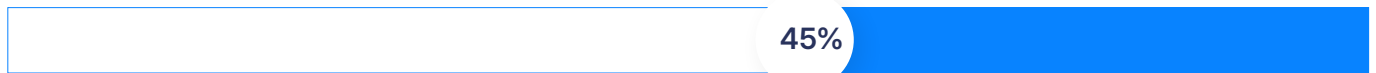
Declining trust in media organisations



Concentration of media ownership



Generative AI/LLMs



Polarisation of media



Right to access information



Other



Intrusion of privacy

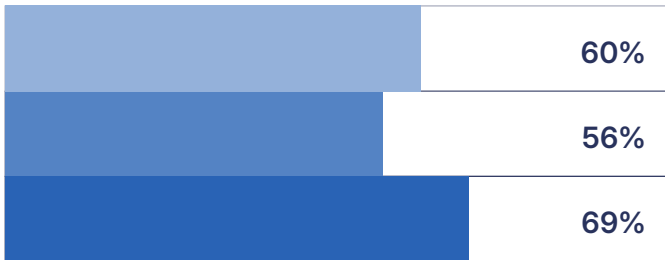


Public interest journalism has not been threatened

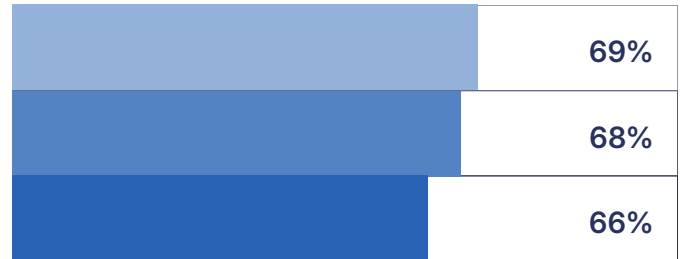


Figure 23 — Biggest threats to public interest journalism in 2024

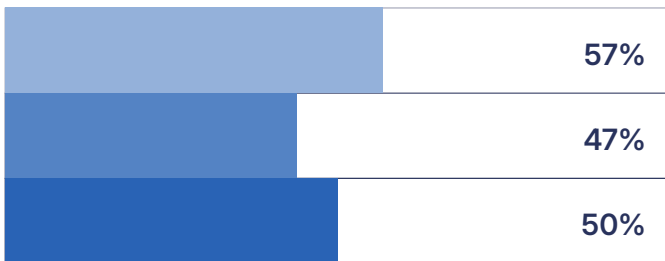
Closure of media companies/newsrooms



Lack of resources and staff



Concentration of media ownership



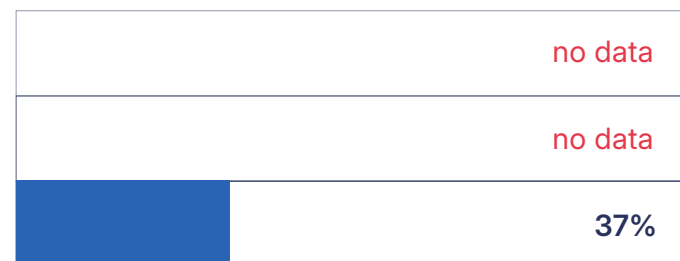
Right to access information



Increase in disinformation



Polarisation of media



Intrusion of privacy

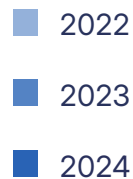
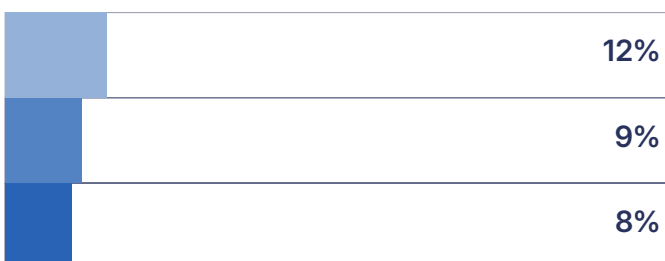
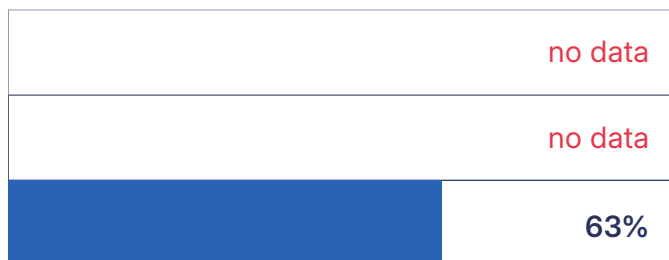
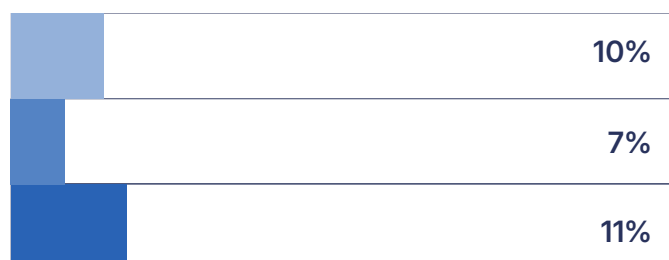


Figure 24 — Biggest threats to public interest journalism (year)

Declining trust in media organisation



Other



Generative AI/ Large Language Models such as ChatGPT

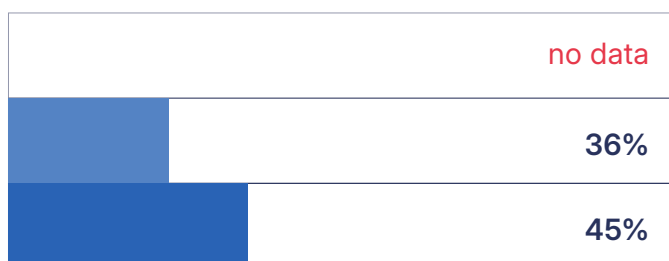


Figure 24 — Biggest threats to public interest journalism (year)(Continued)

“ I think people have shifted to independents and are less trusting of the main masthead.

“ Readers getting news straight off social media and content creators has stripped back the need to follow legacy media.

“

I made the mistake of writing about vaccines just this week. Bigger me. How dare I fact-check a presentation which was given at a local council meeting. The social media pile-on has been unbearable.



Harassment in the media

In total, around one fifth of respondents (21%) say that they have faced some form of harassment.

Of those who say they have faced harassment or abuse, the most common reason was

due to their coverage of topics (43%), followed by other reasons and/or not knowing the reason for the abuse (34%), gender (23%) and finally, racial background (6%).

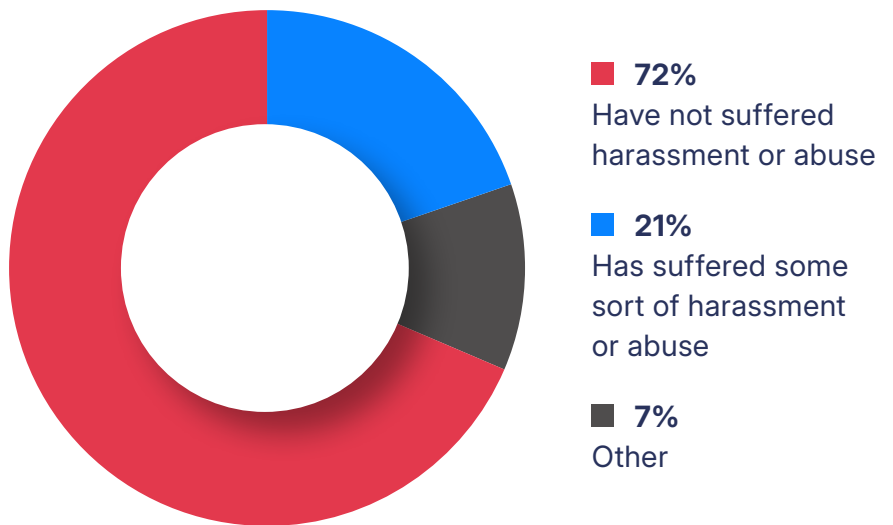


Figure 25 — Abuse or harassment in the workplace

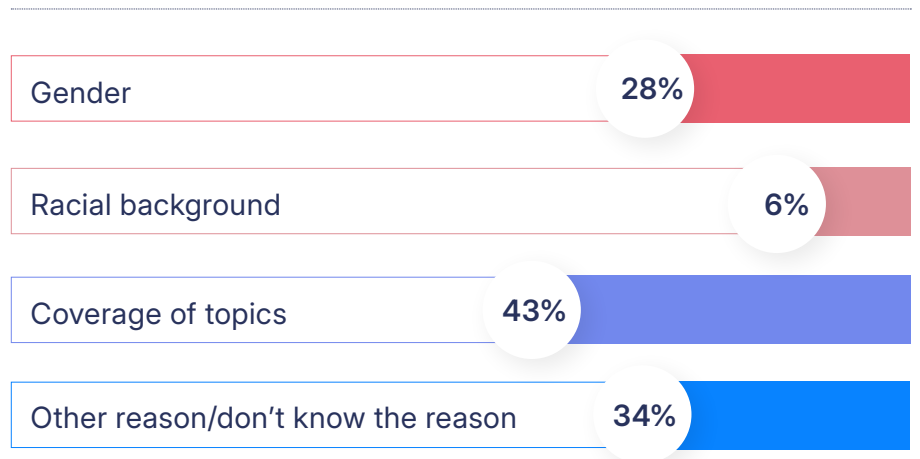


Figure 26 — Breakdown of reasons for harassment

Note: Respondents were able to choose multiple answers.



“

The proliferation of 'infotainment' and marcomms presented as 'journalism' is making it harder for those of us dedicated to the craft of proper journalism to get the traction.

“Ageism is the worst discrimination I have suffered in this workplace.

“The number of abusive phone calls has significantly increased in the past year, resulting in my workplace introducing mobile call recording apps to catch offenders and report them to their employers and the police for judicial prosecution.

“The manager and owner intervene when a story impacts the advertising revenue involving a client.



“

I was bullied
beyond belief
at a commercial
radio station for a year by
both men and women.

“ Anyone who voices opposition or concern is taken off stories or perceived to be biased.

“ I will admit to having given a somewhat pro-Voice stance to our coverage of the recent referendum, since a significant majority of the Indigenous members of our community were in favour. We lost subscribers after I wrote an editorial stating the case for a yes vote on that basis.

“ I have been attacked by pressure groups if I write anything less than totally supportive of the Israeli government/Zionist movement [...]



Section 03

Generative AI, Large
Language Models and
the media

Journalists' use of generative AI/ Large Language Models

Last year saw continued breakthroughs in the development and uptake of generative AI or Large Language Models such as ChatGPT.

The majority of journalists (63%) had not personally used generative AI/LLMs in their work, though this figure has decreased from 74% in 2023.



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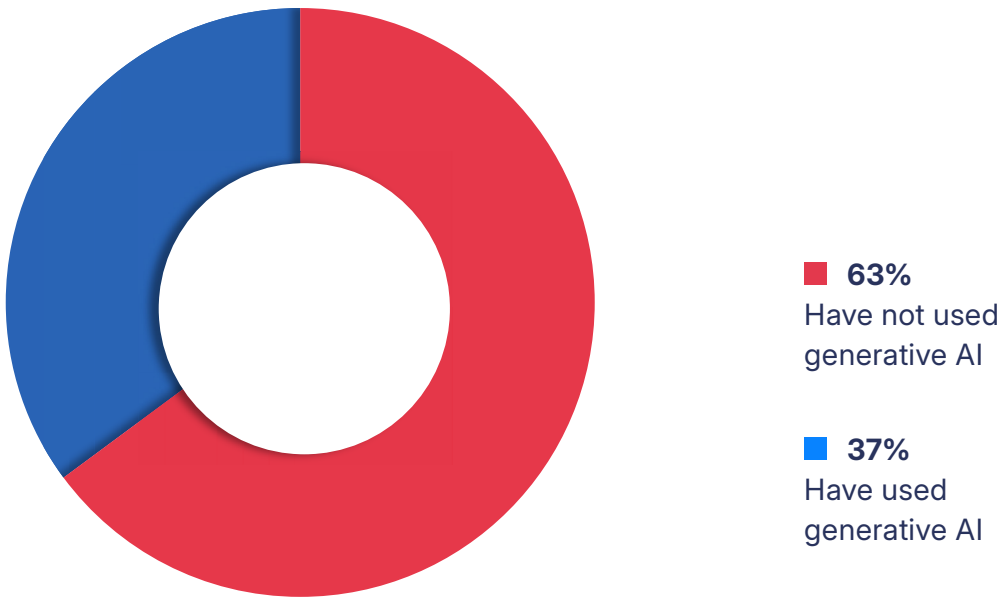


Figure 26 — Journalists' use of generative AI/LLMs

“ I will never use AI to produce ethical journalism produced by a human being.

“ Asking AI to research trending topics for particular stories or subjects to get ideas flowing.

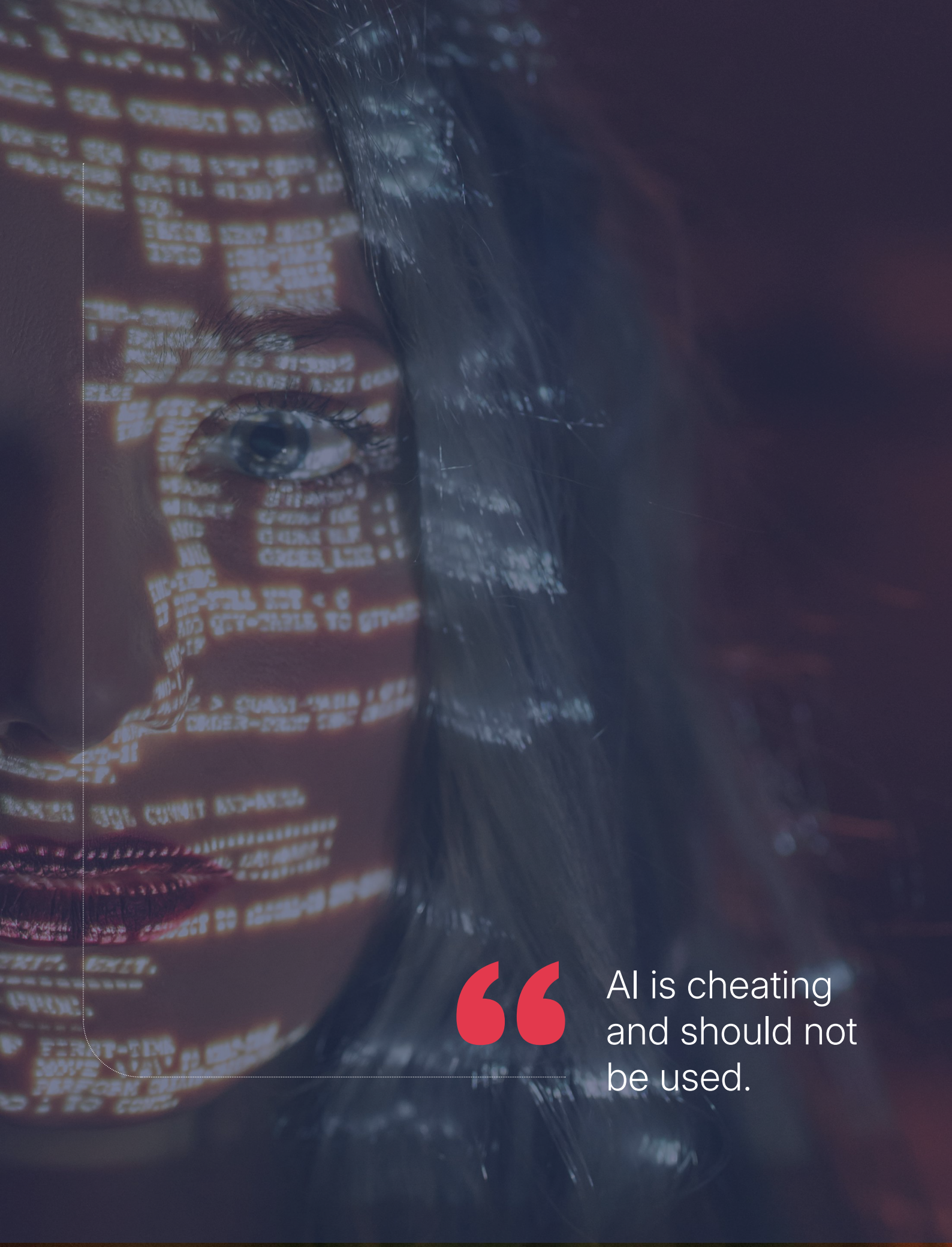
“ Call me a dinosaur, but I've refused to embrace AI – leaving that for younger staff.

“ **ONLY if no byline and ONLY for newsletters or internal material NEVER for publishing as an article.**

“ **I hope it's not being used but many young employees are f**** lazy and may be using it.**

“ **Human brains are my preferred content source ... humans have built in bullshit detectors.**

“ **AI has changed the game and reduces researching time significantly, however too many organisations are using it to write articles and it is littered with errors and poor syntax – and blatantly obvious it is written by AI.**



“

AI is cheating
and should not
be used.

Impact of generative AI/ Large Language Models on journalists' speed and efficiency

Half of respondents (51%) said the integration of generative AI/LLMs had not influenced their news gathering process. Twenty-two percent of respondents said it had, with 17% reporting a slight improvement in their speed and efficiency, 5% reporting a significant improvement, and 1% saying their speed and efficiency had decreased due to the integration of generative AI/LLMs.

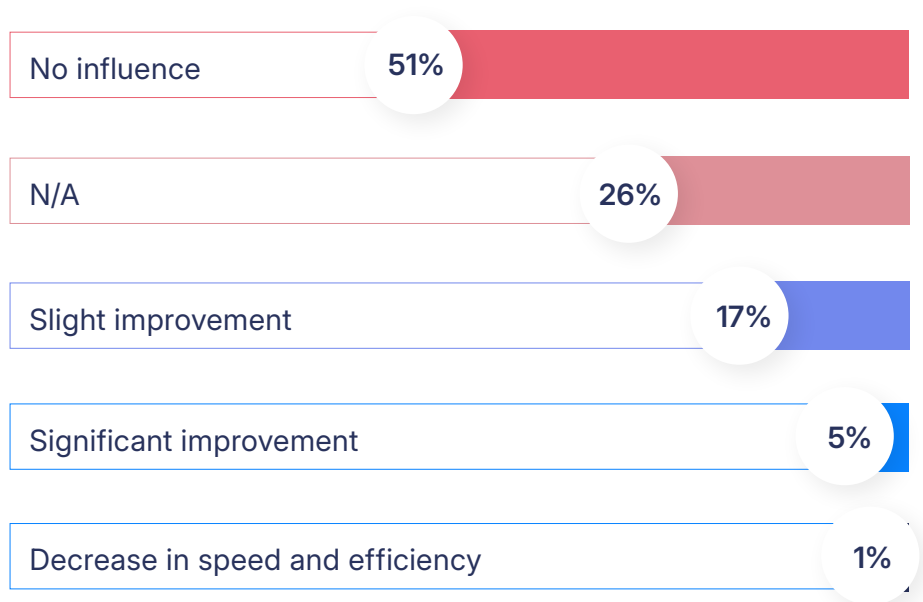


Figure 27 — Impact of generative AI/LLMs on speed and efficiency of journalists

“

If writing up a conference or long interview – it literally saves hours.

“

We have a headline and summary AI suggestor.

“

Gen AI can process information so much faster than we can – there's no reason to offload the writing part of our work, when we can short cut the research part – and still produce brilliant articles much quicker.

Concern about impacts of generative AI/ Large Language Models on the media

A significant majority (88%) of respondents said they were concerned about the impacts that generative AI/LLMs could have on the overall integrity or quality of journalism. This represents an increase compared to the 79% of concerned journalists in 2023.

The level of concern has also increased, with 37% of respondents being 'extremely concerned' compared to just 18% in 2023.

Thirty-three percent of respondents said they were 'somewhat concerned', 18% were 'fairly concerned',

and 7% of respondents were 'not concerned' about the possible impacts.

Forty-five percent of respondents also view AI/LLMs as a threat to public interest journalism in 2024 (see page 58). This represents a significant increase from the 36% of respondents with this belief in 2023.

Some respondents acknowledged the potential of AI as a tool to assist journalists, particularly in tasks like research and summarisation.



A significant majority (88%) of respondents said they were concerned about the impacts that generative AI/LLMs could have on the overall integrity or quality of journalism.



“

I'm worried that it will contribute to fake news if journalists don't do their due diligence in fact checking the facts that AI spits out.

“ Obviously AI is replacing the need for writers and sub-editors and even editors in a lot of categories

“ There’s no doubt it will reduce headcount in many organisations

“ AI is still an idiot and can’t be trusted for correct information.

“ Apart from taking jobs from journalists, AI is an unreliable source of information and likely to lead to the spread of fake news.

“ I am concerned it lowers the bar so far in terms of what people consider good reportage.

“

Until ChatGPT
can have a deep
and meaningful
interview with a top CEO,
then my job is fine.



“ It dilutes the ability and craft that is journalism.

“ I am deeply concerned about the impact it will have on the public as the internet becomes an unreadable mess of automatically generated slop, and as very convincing fake imagery and videos persuade people that finding reliable information online is no longer possible.

“ It’s a tool that I am using and refining my skills in using – because that is going to be the value in journalist endeavours moving forward. Knowing how to use ALL the tools at our disposal.

“ I use it as a tool – an assistant of sorts; I don’t worry about LLM (AI) replacing my job, but if it does, I’ll have to adapt and evolve.

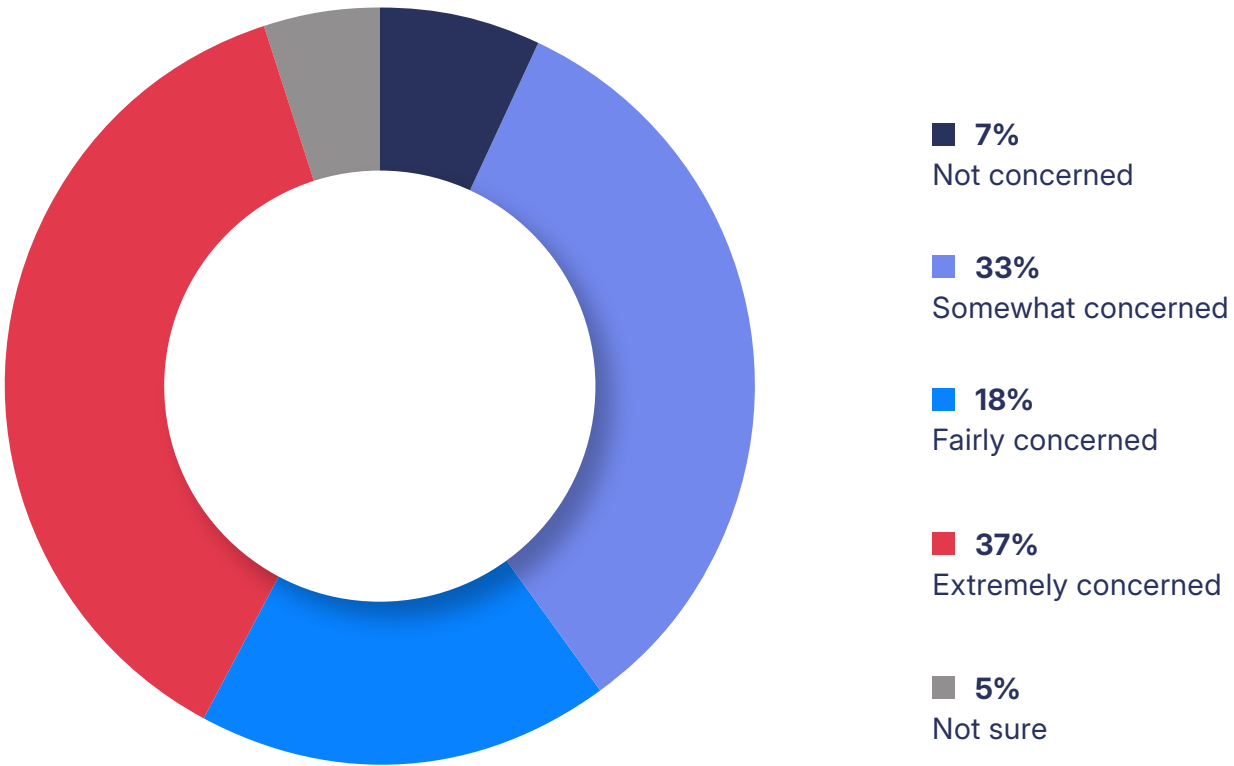


Figure 27 — Concern about impacts of generative AI/LLMs on the overall integrity or quality of journalism

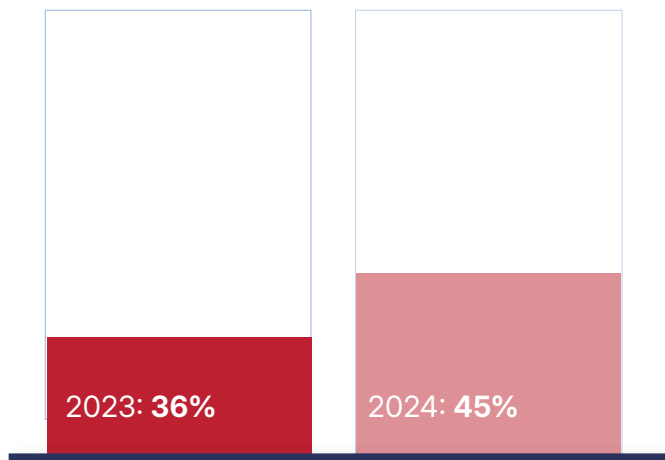


Figure 28 — AI/LLMs as a threat to public interest journalism (year)

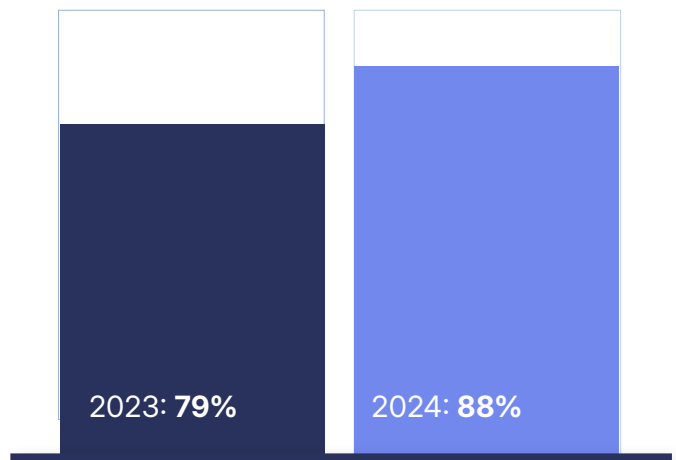


Figure 29 — Concern (somewhat, fairly or extremely concerned) about impacts of generative AI/LLMs on the overall integrity or quality of journalism (year)

Impact of generative AI/ Large Language Models on journalists' employment

Sixteen percent of journalists said they had lost work or knew someone who had lost work due to the adoption of generative AI/LLMs in 2024. This represents a 33% increase in comparison to 2023.

Eleven percent said they knew someone who had lost work due to the uptake

of generative AI/LLMs, 4% personally had lost work, and 1% had both lost work and knew someone who had.

Respondents employed as freelancers and contractors, as well as those working in podcasting and radio, were more highly affected.



Sixteen percent of journalists said they had lost work or knew someone who had lost work due to the adoption of generative AI/LLMs in 2024.



“

I refuse to use a
technology that
will take my job.

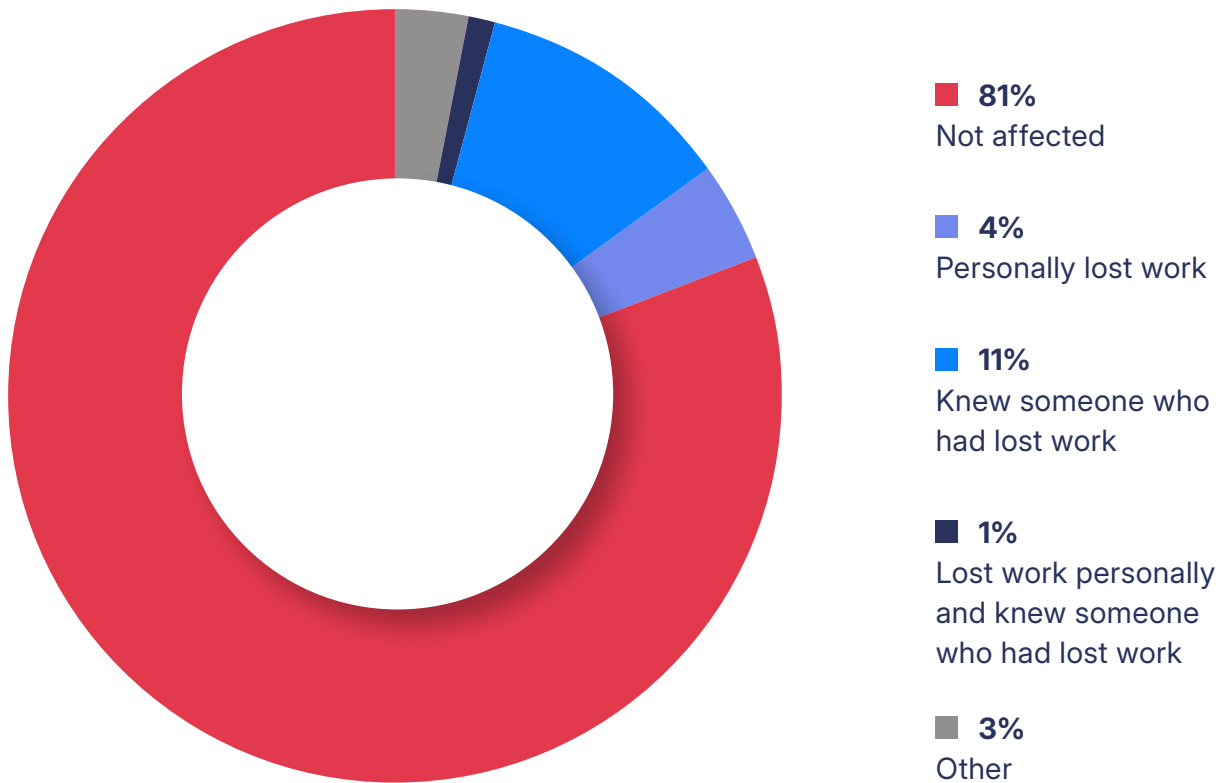


Figure 30 — Effect of generative AI/LLMs on journalists' employment

“Generative AI is stealing the work of journalists, photographers and other creatives to train its models. It is unethical to use it.”



Section 04

Trust, bias,
and the future
of journalism

Bias in journalism

Over 70% of respondents said that they believed their reporting is free of bias. Almost a third (28%) of respondents said they believed their reporting was not free from bias.

Those working in community media had the largest proportion of respondents saying their reporting was not free of bias (38% of respondents) while those working in commercial media had the largest percentage of respondents claiming their reporting is free of bias (74% of respondents).

Despite recognising inherent biases, respondents emphasised the importance of striving for objectivity, balance, and fairness in their reporting.

Some respondents highlighted the importance of transparency and disclosing any relevant biases to their audience to foster trust and allowing readers to make informed judgments about the information presented.

“There should be no bias – just truth, facts, balance. It’s not rocket science.

“It would be absurd to assume there’s no bias, there always is, what you need to try to do is minimise it as much as you can, be aware of when you’re being biased so you can pull yourself and your personal beliefs out of the story.



“

When I sit in front
of my computer,
I have no friends,
no enemies and no family.
I'm here to report the facts.

“ I try as much as possible to offer balanced reporting so that it is free of bias.

“ I am obliged to consider all sides, as all reporters should be.

“ No reporting is free of bias. There is no ‘view from nowhere’.

“ Bias is everywhere. Better to acknowledge it, and attempt to counter it than to pretend it doesn’t exist.

“ I don’t think anyone can be completely free of bias. I do think, however, you can report facts and give as much context for readers to understand how to make decisions on issues for themselves.

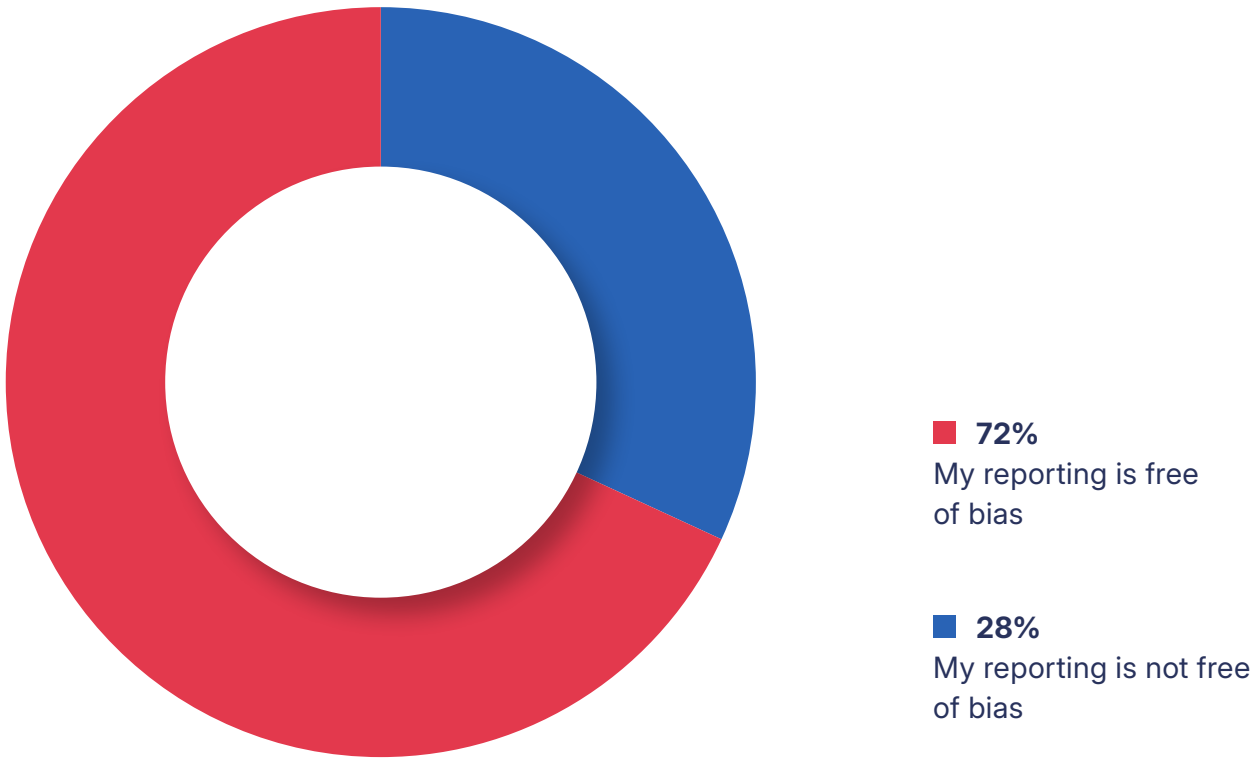


Figure 31 — Journalists' perception of bias in their reporting

Independent



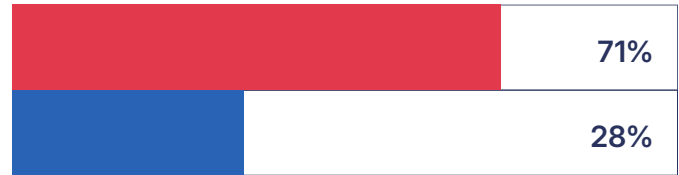
Commercial



Community



Government



■ My reporting is free of bias

■ My reporting is not free of bias

Figure 32 — Journalists' perception of bias in their reporting (based on type of media organisation)

Clashes with editorial direction

Fifty-one percent of respondents said they have disagreed with the editorial direction of their outlet 'sometimes'.

Thirty-six said they have not disagreed with their outlet's editorial direction, and 13% said they disagreed 'all the time'.

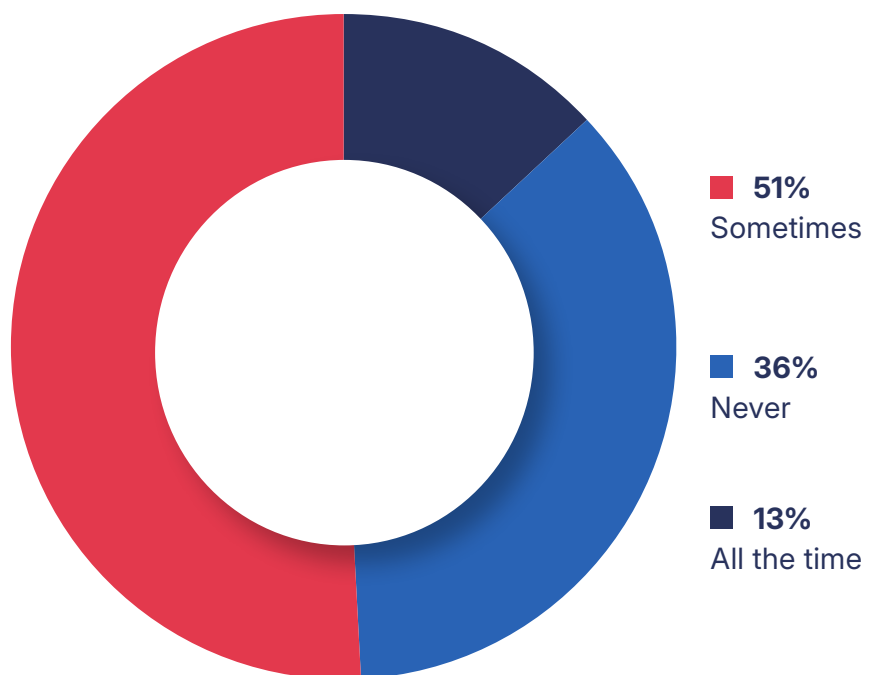


Figure 33 — How often journalists disagree with the editorial direction of their outlet

Voicing personal opinions

Almost 20% of respondents said that they have also faced negative repercussions for voicing their personal views in their reporting.

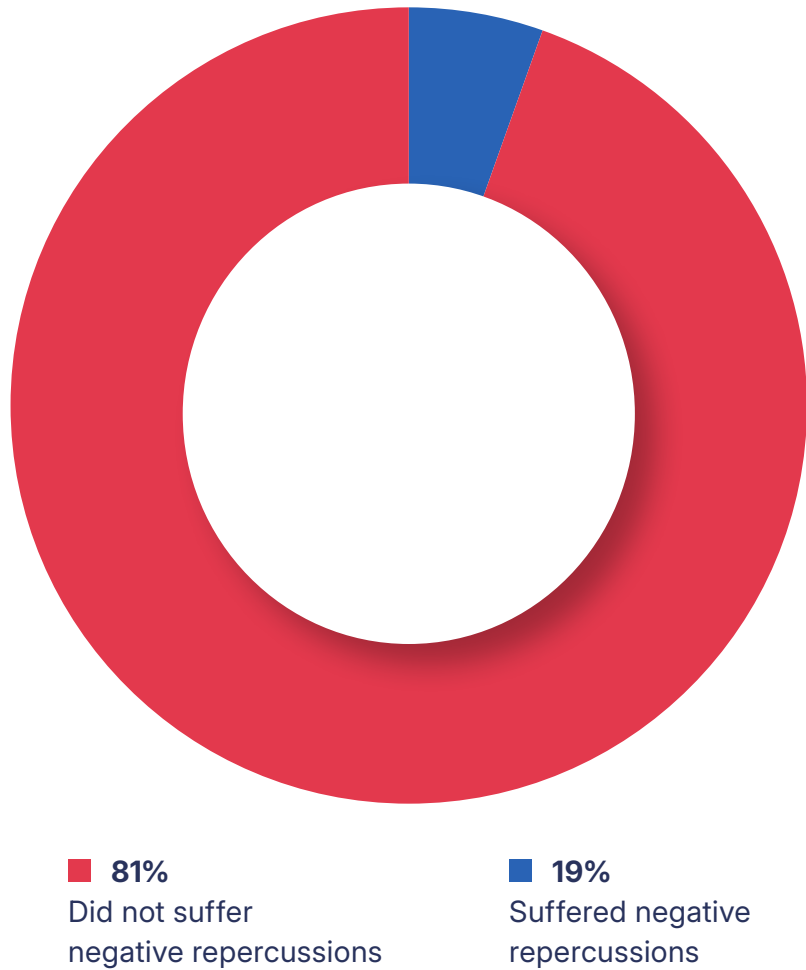


Figure 34 — Respondents who suffered negative repercussions for voicing personal opinions in reporting.

Use of alternative publishing platforms

Almost 40% of respondents said they are or have considered reporting on an additional or alternative platform/channel other than the one they work for. Of those that use alternative platforms or considered doing

so, 53% said they did so to supplement their current income. Forty-six percent said their motivation was to be able to share opinions they would not be able to share in their primary media outlet.

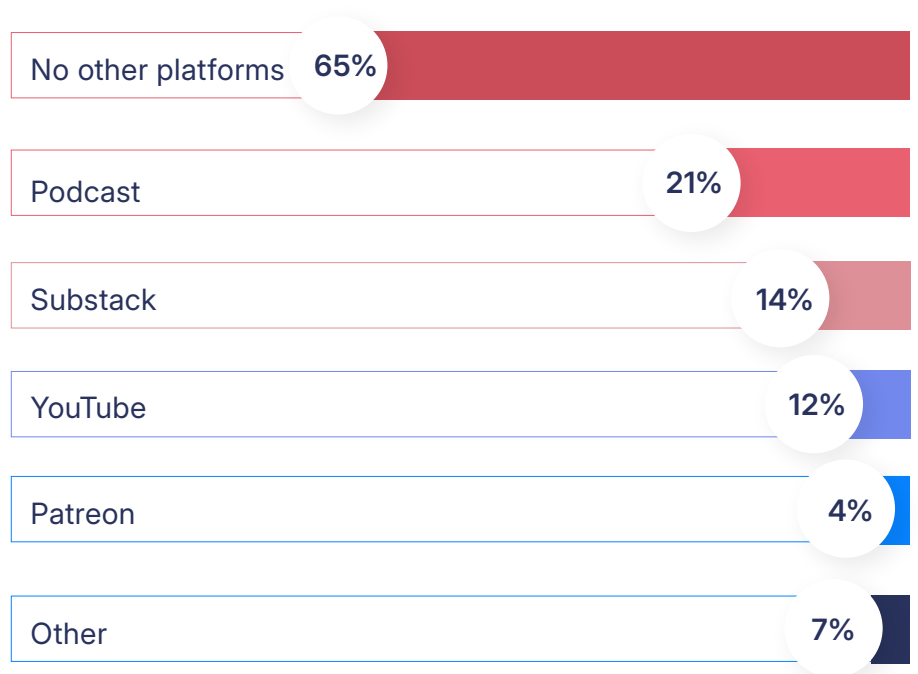


Figure 35 — Other platforms/channels where journalists publish their work (those who disclosed)

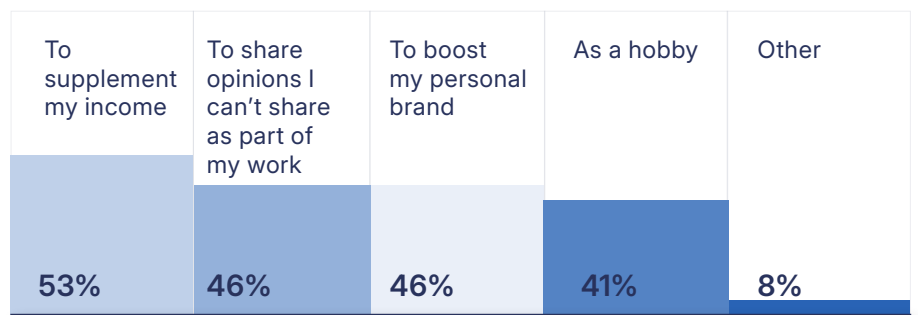


Figure 36 — Factors that led to journalists choosing to publish their work on other platforms

Social media and fragmentation of the media landscape

When asked if the fragmentation of the media landscape and the rise of social media as a source of news was positive or negative, 67% of respondents said it was negative because it creates echo chambers.

Only 10% believed that social media can encourage diversity of perspectives.

Negative: Leads to misinformation and echo chambers



Neutral: Neither positive nor negative



Positive: Encourages diversity of perspectives

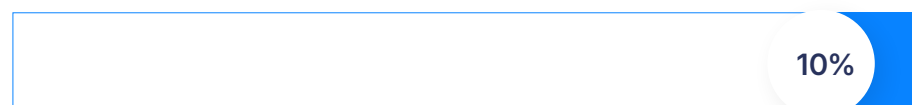


Figure 37 — Journalists's perception of social media as a source of news

Journalists' perception of trust in the media

Respondents were asked to share their beliefs around public trust in the media.

A clear majority of responses agree with a perceived decrease of trust in the media due to political polarisation, misinformation, bias, and social media's role in amplifying these issues. While some respondents reported stable or increased trust in niche areas, the overall sentiment indicates that journalists are concerned about the decline of public trust in the media.

Many highlighted the role of social media in eroding trust, with platforms such as Facebook and X amplifying misinformation, disinformation and creating echo chambers.

Some respondents criticised the prevalence of clickbait and sensationalism in media, which they believe undermines credibility.

Other respondents pointed out that the media often fails to provide adequate context and nuance, leading to a distorted understanding of complex issues.

“ [Trust has] decreased. For goodness sakes, the media is why we got Trump.

“ People's attention spans are decreasing along with their interest in things that don't directly impact them and there's a general feeling of hate / ridicule toward the media.

A person's hands are shown reading a newspaper. The background is a dark, blue-tinted image of the newspaper's pages. A large red quotation mark is positioned to the left of the text.

“

Trust in the media has decreased significantly, in line with the media's failures to adequately contextualise the biggest issues of our time – issues like climate change and fascism – and the declining reliability of social media as a distribution channel.

Media and journalism in 2025

Respondents were also asked to share their views on what they believe ‘journalism’ and ‘the media’ will be defined by in the year ahead.

The general sentiment from responses is one of apprehension and uncertainty. With more mentions of the impact of misinformation, AI, and political polarisation, respondents shared their desire for truthful and accurate journalism from credible sources.

The majority of respondents acknowledged that the media landscape is rapidly changing, and journalism must adapt to remain relevant.

There’s a strong belief that credible research, fact-checking, and clear sourcing will be crucial for maintaining trust and distinguishing professional journalism from unreliable sources.

AI was again a prominent theme, with journalists expressing both excitement and apprehension about its potential impact. Some see AI as a tool to enhance efficiency and productivity, while others worry about its potential to replace human journalists and generate unreliable content.

Another ongoing issue was political polarisation. The influence of figures like Donald Trump and the role of social media in amplifying divisive narratives were highlighted as key concerns.

Social media continued to be singled out as a major force shaping media consumption and news dissemination, and while journalists are concerned about the spread of misinformation on social media, some recognise the need to adapt to new platforms and engage audiences in a fragmented media landscape.

Journalists reflected on their evolving role in society, with some emphasising the need for greater objectivity and a return to traditional reporting practices. Others see a need for more personality and human connection in storytelling, particularly in the face of AI-generated content.

There’s a sense of resilience and determination to uphold journalistic values and serve the public interest, despite the challenges and uncertainties facing the industry.

ANSWER

The ability to be factually accurate. Verification and peer-reviewed articles seem to carry more credibility.

ANSWER

AI and Trump

“

What will define journalism and the media in 2025?

ANSWER

Organisations should not be able to call themselves media outlets if they use AI for writing stories.

ANSWER

The internet

ANSWER

Journalism is real, value-adding work. Any idiot can post about what's happening. Journalism adds context and depth, or explains or makes relevant.

ANSWER

A journalist is still someone that adheres to the Code of Ethics and has specific skills and experience in researching and creating fact-based storytelling that serves the public interest. Everything else should be termed 'content creation'.

ANSWER

Transparency. Integrity.
Rigour. Expertise. Tenacity.
Courage. Style.

ANSWER

Accuracy – even the slightest mistakes or ambiguities in reporting will be used to demonise the media as 'fake news'.

ANSWER

TikTok



Section 05

Journalists'
sources and
social media

Journalists' story sources

Over time, industry and professional contacts have remained the top story source for journalists (used by 88% of respondents in 2024).

Press releases were the second most used story source, used by 83% of journalists.

General public



Industry and professional contacts

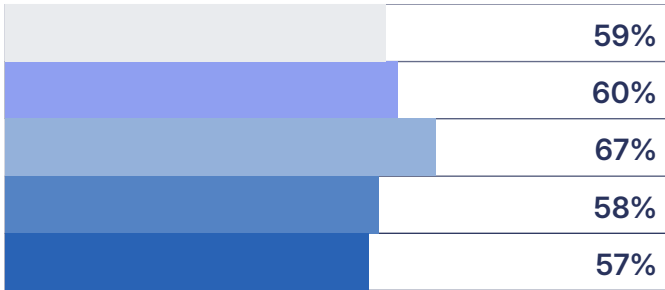


Press releases

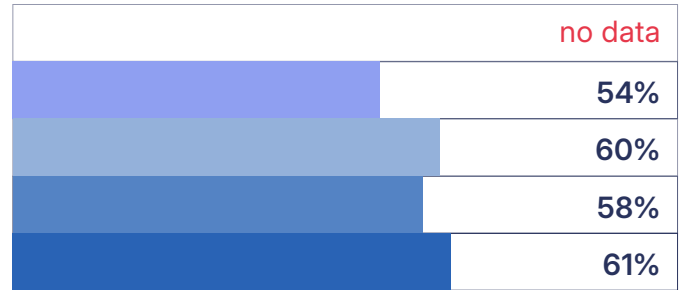


Figure 38 — Story sources used by journalists (year)

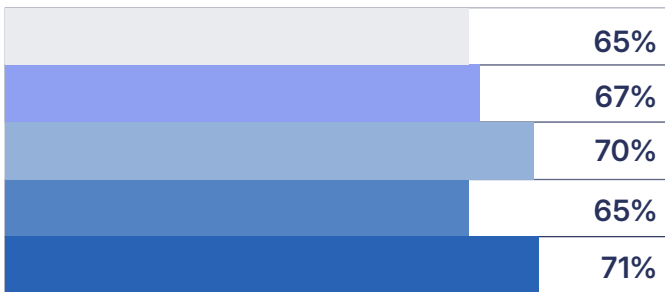
PR agencies/publicists



Journals/peer-reviewed articles



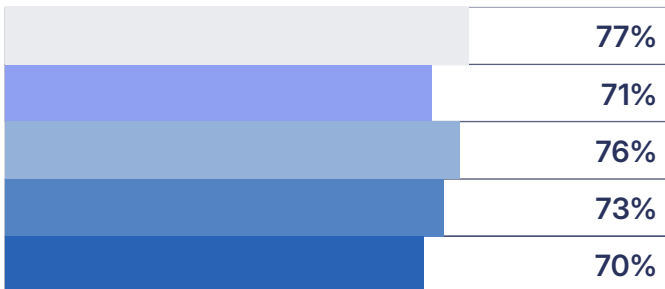
Other news media



Search engines e.g. Google



Social media



Generative AI/LLMS



Official documents e.g. government docs

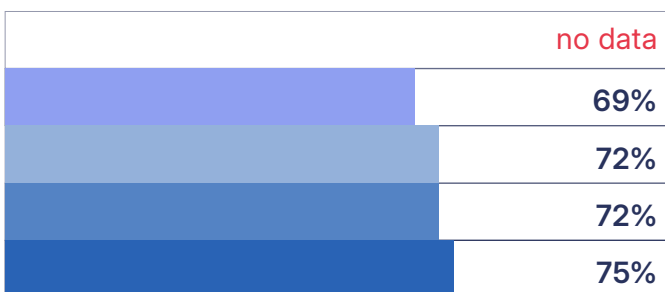


Figure 38 — Story sources used by journalists (year) (Continued)

Press releases

Eighty-three percent of journalists used press releases as a story source in 2024.

Of the survey respondents who used press releases to source stories in 2024 (83%), the majority (88%) said their PR contacts email them directly with press releases.

Over two-thirds (70%) said they receive emails or pitches from a press release distribution service, while 29% receive press releases from their editor or chief-of-staff, and 31% find them online on a press release platform.



Eighty-three percent of journalists used press releases as a story source in 2024.



Figure 39 — Where journalists found press releases in 2024

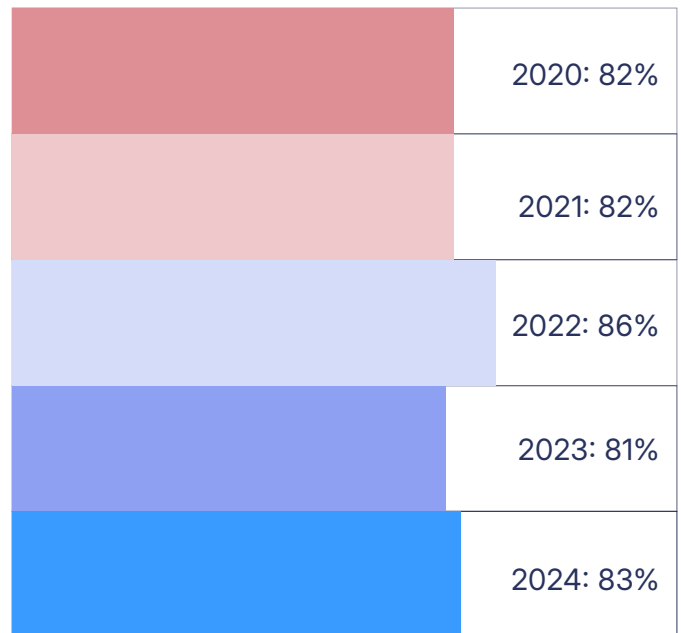


Figure 40 — Journalists' use of press releases to source stories (year)

Reasons not to use a press release

For 36% of respondents, the top reason that would stop them from using a press release was lack of news value. For 27% of respondents, the top reason was lack of relevance, and for 17% of respondents, an unknown source was the main reason for not using a press release.

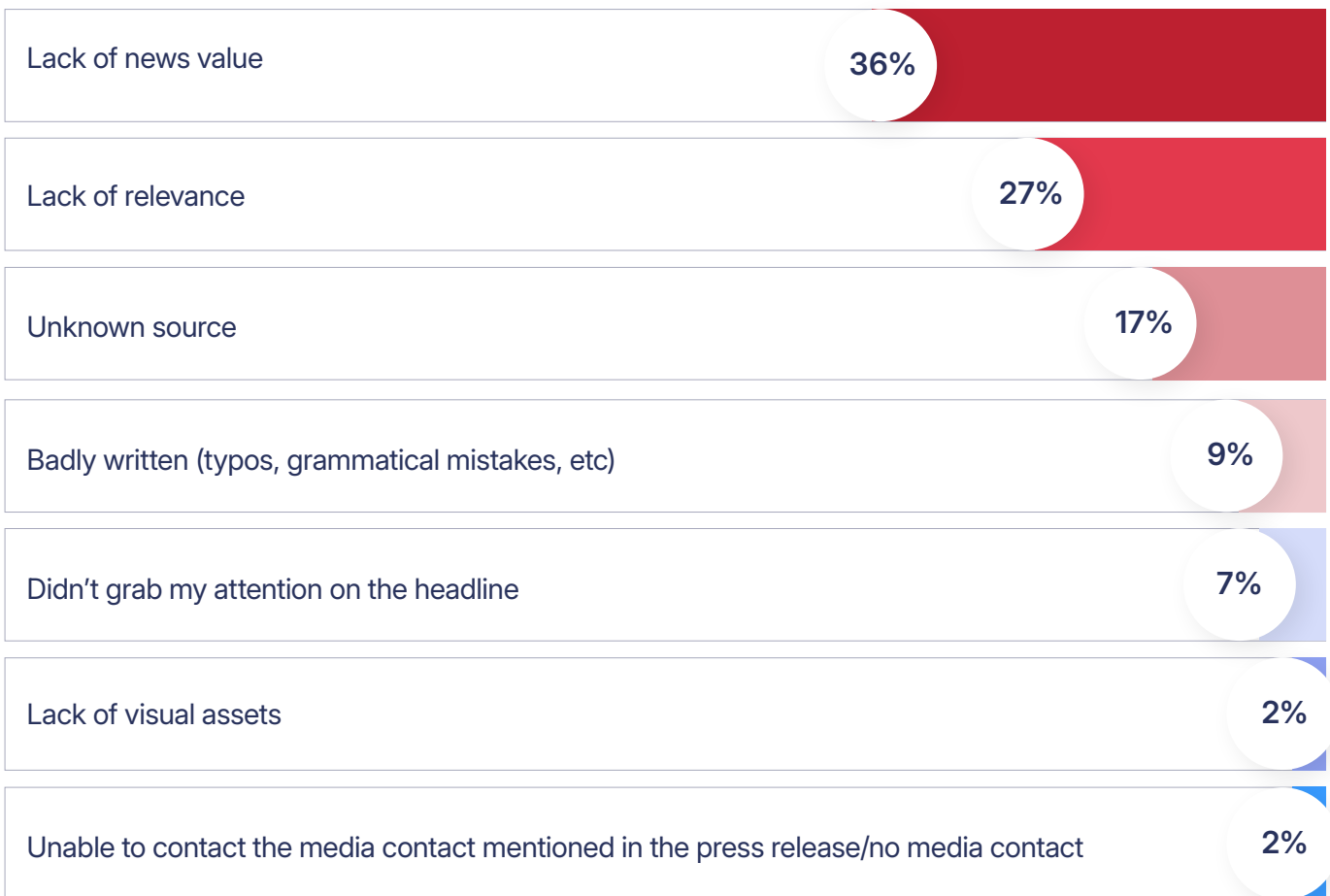


Figure 41 — The top reason for not using a press release in a story

Journalists' use of social media platforms

Almost three quarters (70%) of journalists in 2024 used social media as a story source.

Facebook continued to be the most commonly used platform by journalists professionally in 2024.

Instagram usage remained relatively steady compared to previous years and LinkedIn continued to take on the third spot ahead of X for the second year in a row. X usage dropped significantly again in 2024 (from 58% to 48%) among journalists (see page 87). Use of TikTok as a story source rose steadily again in 2024.

The platform with the most growth however was Bluesky which was the focus of attention throughout the year as some journalists touted it as an alternative to X.

In just one year, Bluesky was reported to be used by 19% of respondents. Youtube, LinkedIn, Whatsapp and Reddit also had significant increases.



Facebook continued to be the most commonly used platform by journalists professionally in 2024.

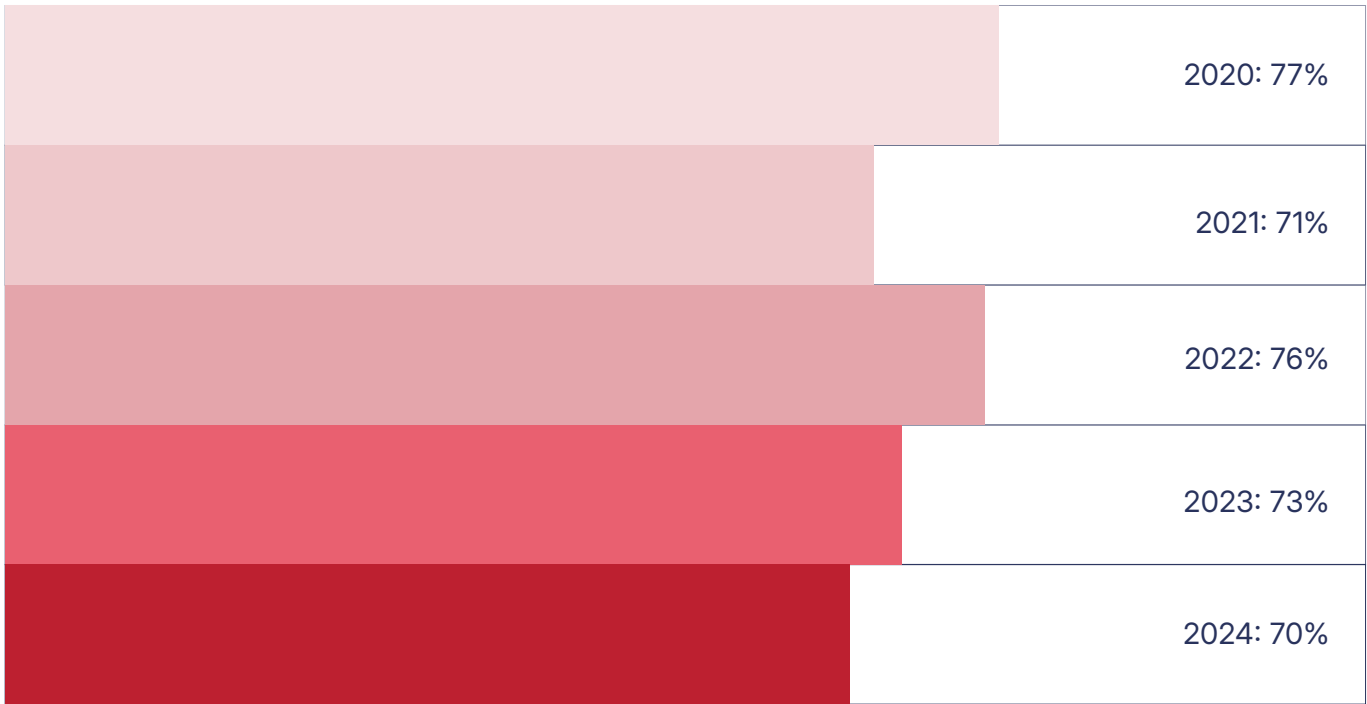


Figure 42 — Journalists using social media as a story source

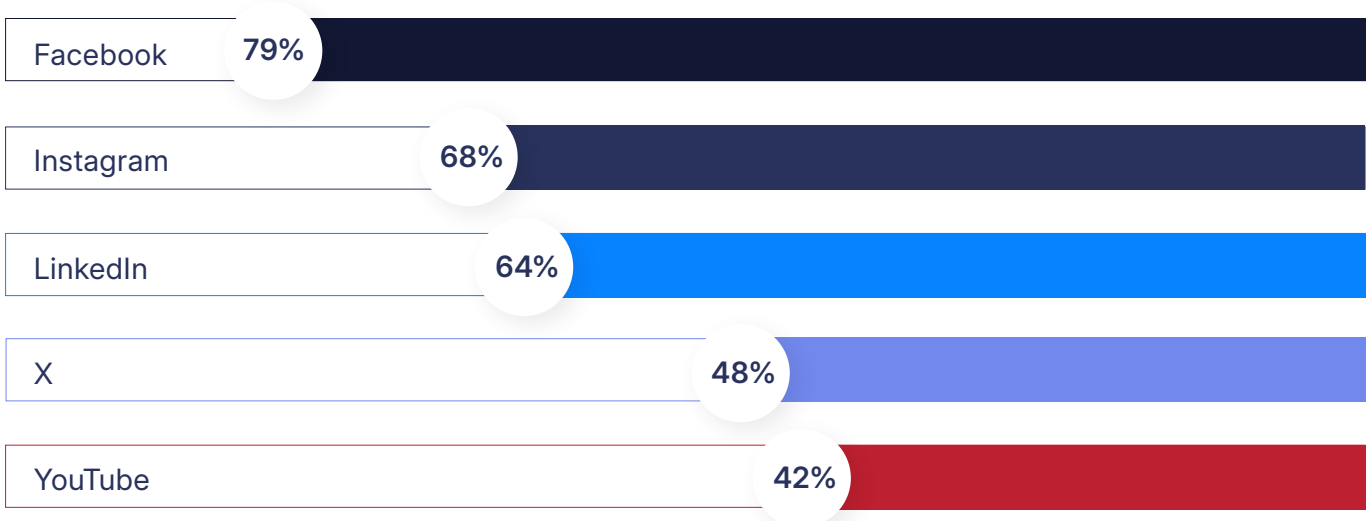


Figure 43 — Professional social media usage by journalists in 2024

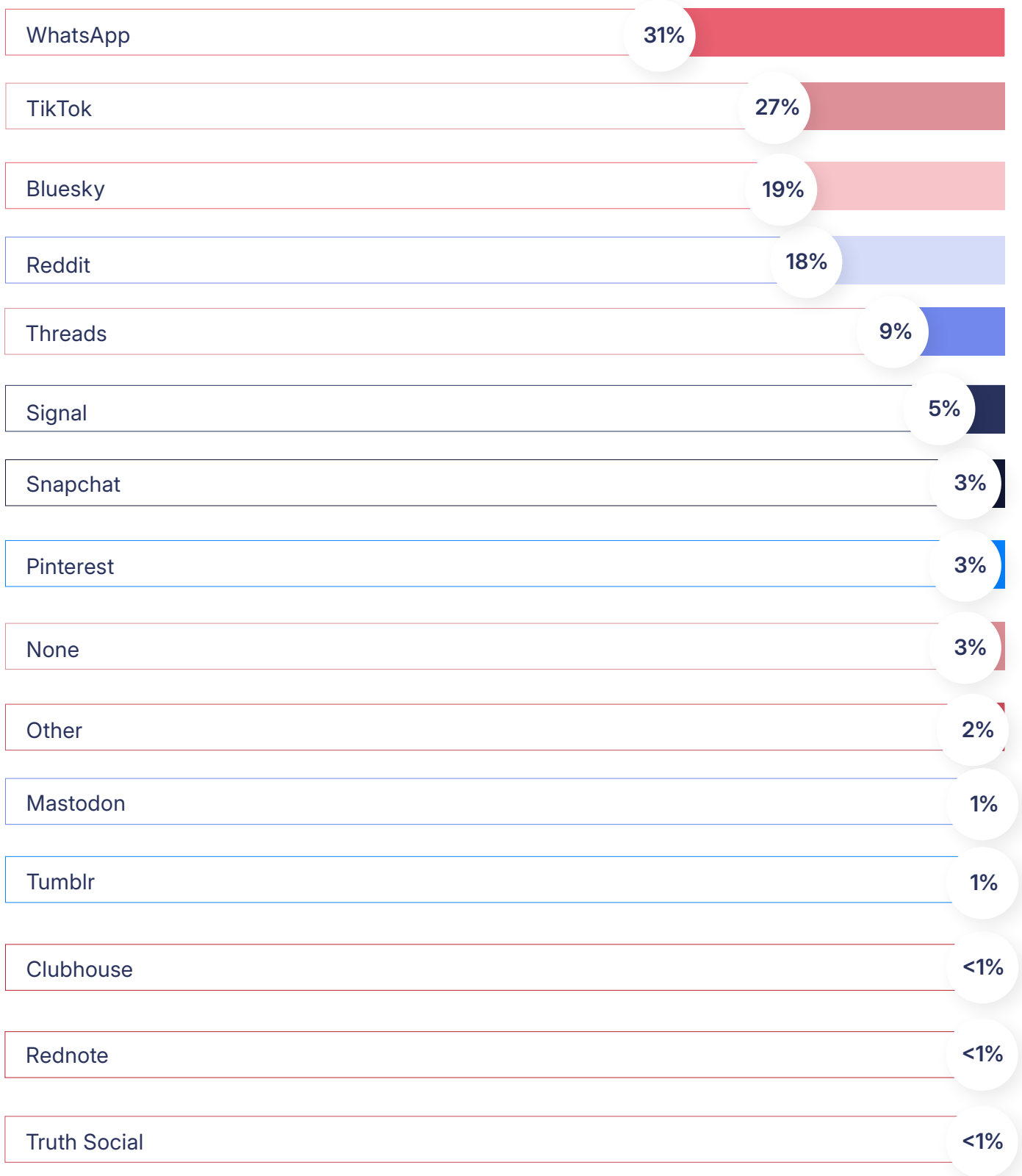
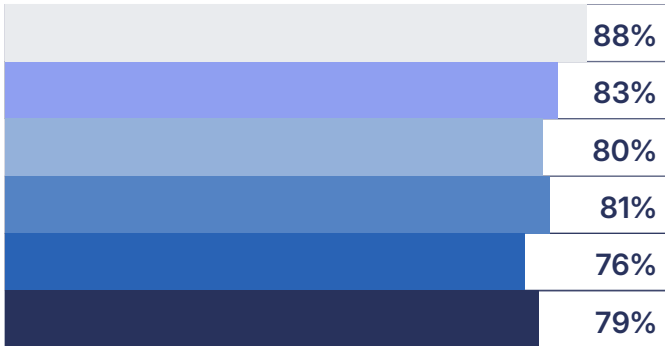
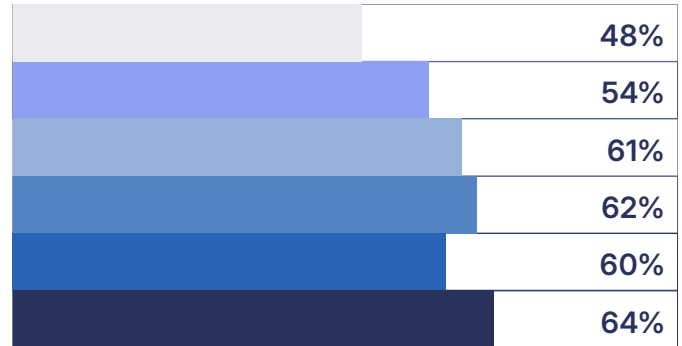


Figure 43 — Professional social media usage by journalists in 2024 (Continued)

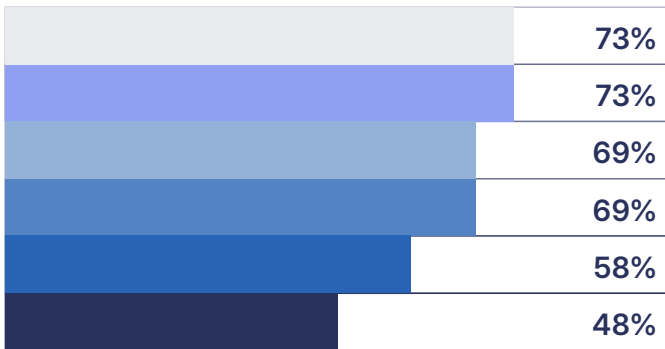
Facebook



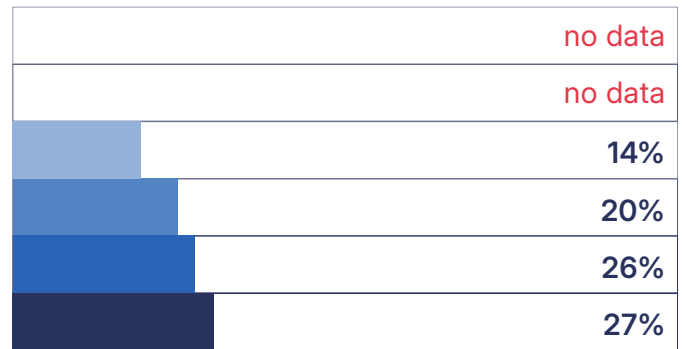
LinkedIn



X



TikTok



Instagram

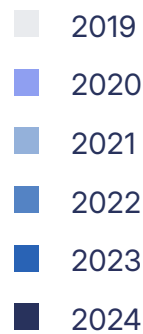
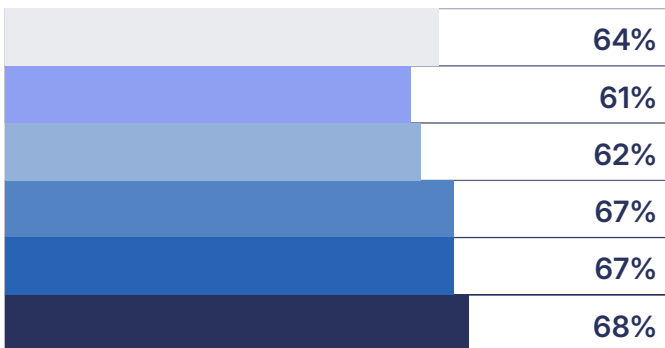
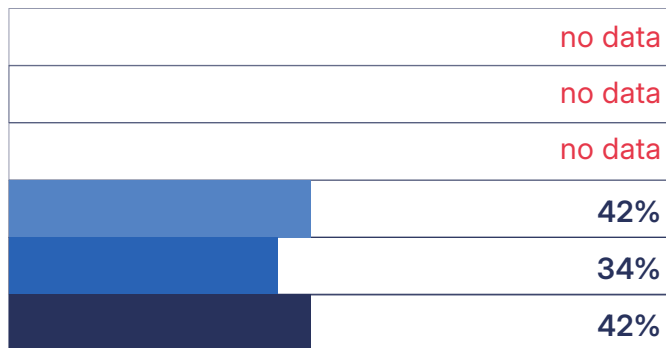
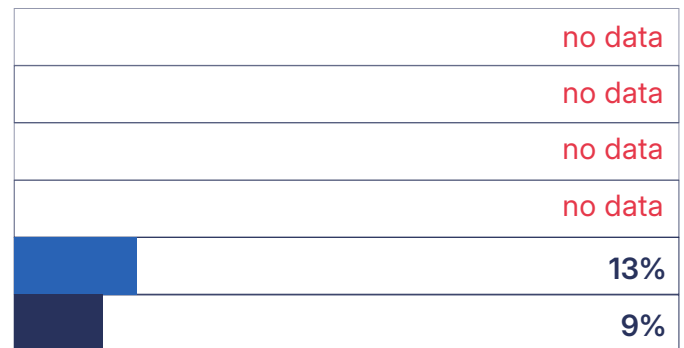


Figure 44 — Professional social media usage by journalists (year)

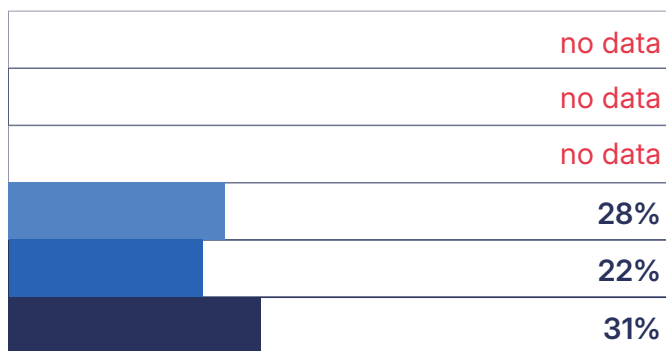
YouTube



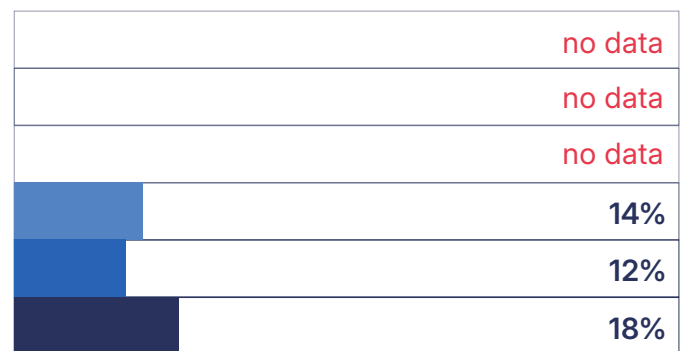
Threads



Whatsapp



Reddit



Bluesky

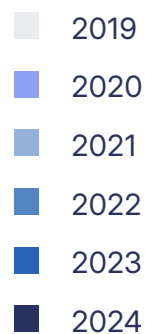
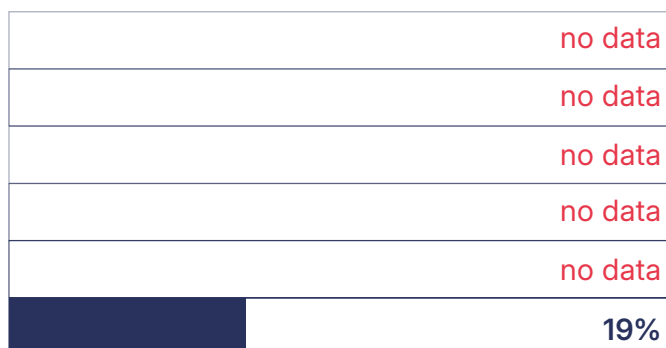


Figure 44 — Professional social media usage by journalists (year) *(Continued)*

Changes to journalists' preferred platforms in 2024

There was a significant drop in professional X usage in 2024, with 48% of respondents saying they used the platform, down from 58% in 2023.

Over half of total respondents (55%) say they either deleted their X account (15%) or are using it less than they used to (40%).

Twenty-one percent of journalists said they were active users of the platform in their work in 2024.

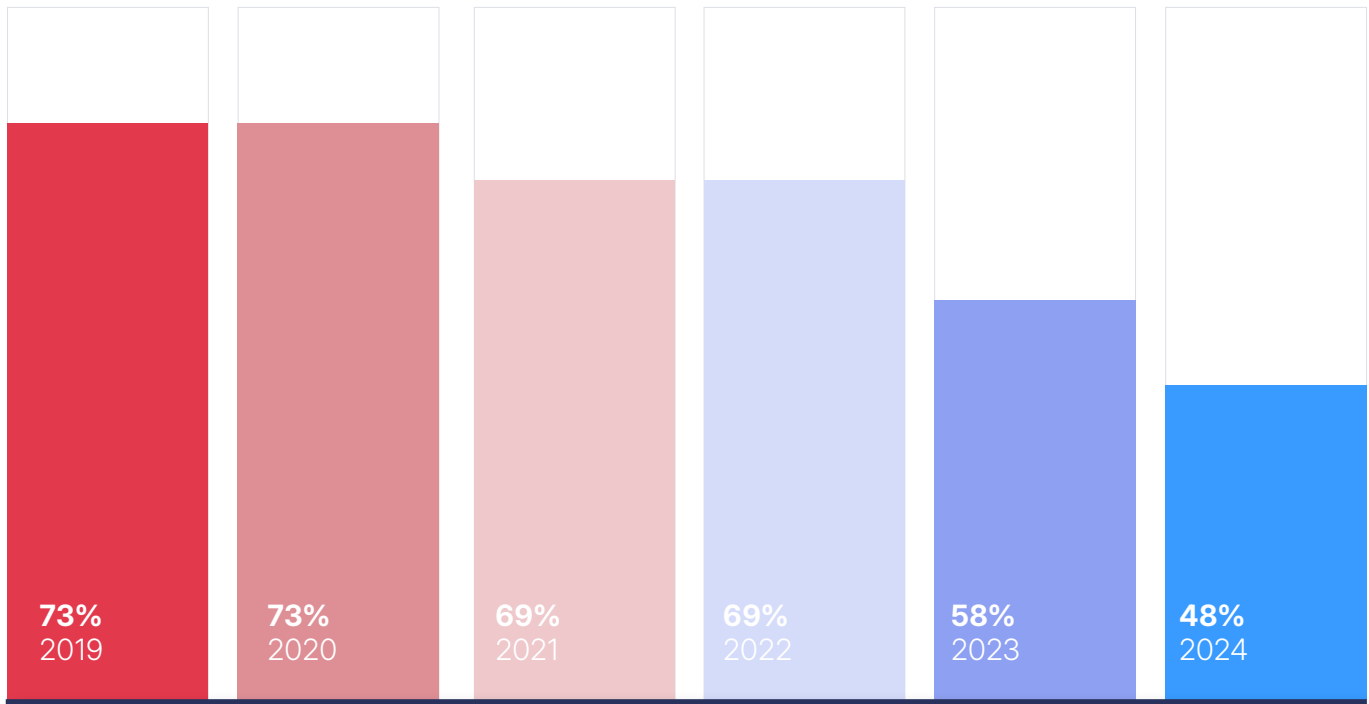


Figure 45 — Journalists' using X (year)

Bluesky's introduction into the market has also further divided the share of potential X users. Fifteen percent of total respondents have created a Bluesky account and are actively using it, with 3% saying they are continuing to actively use the X competitor and 3% saying they are using it more than they used to.

X/Twitter

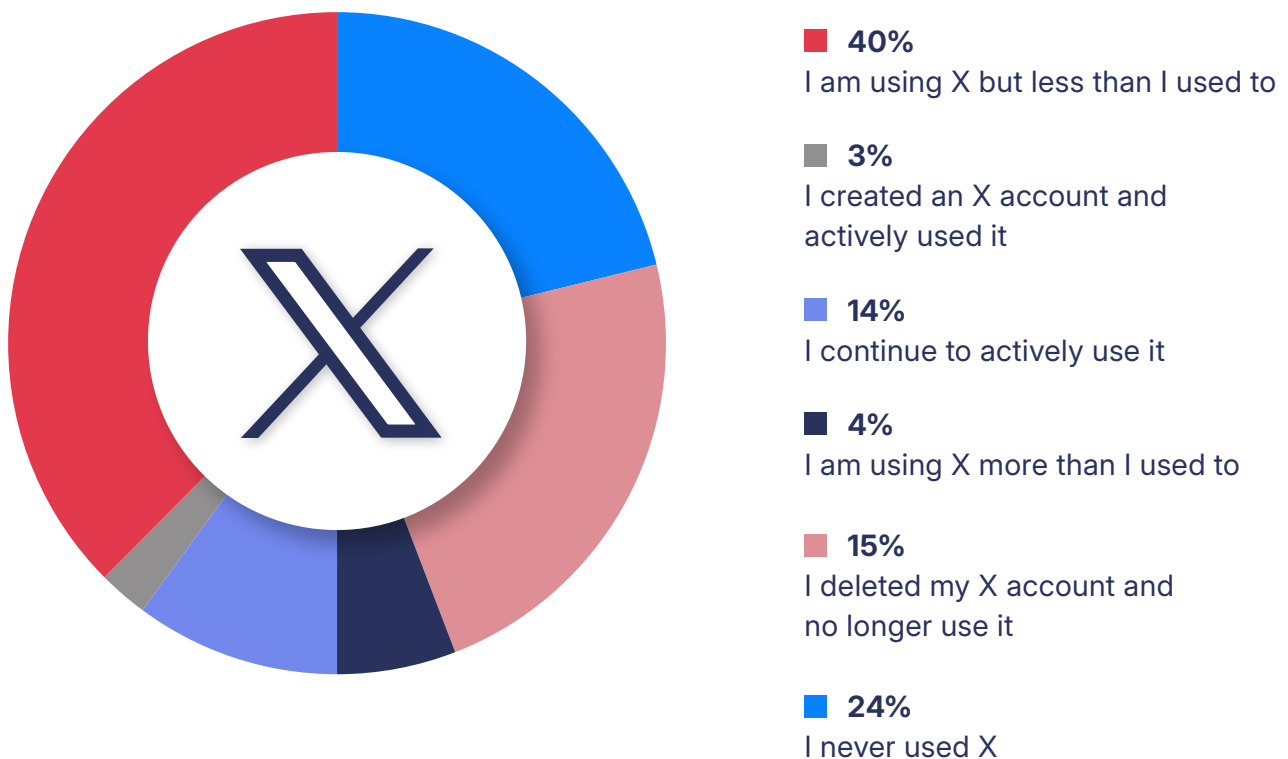
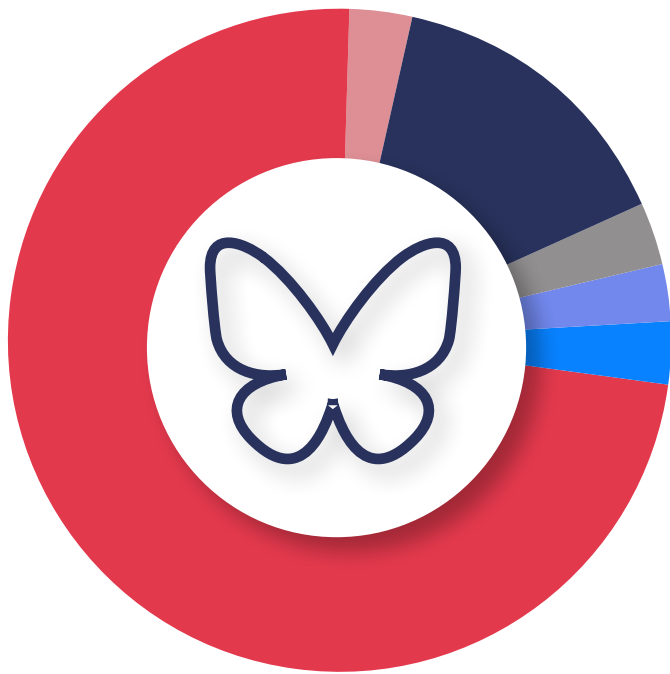


Figure 46 — Changes to usage of social media platforms

Bluesky



- **74%**
I never used Bluesky
- **3%**
I am using Bluesky but less than I used to
- **3%**
I am using Bluesky more than I used to
- **3%**
I continue to actively use it
- **15%**
I created an Bluesky account and actively used it
- **3%**
I deleted my Bluesky account and no longer use it

Figure 46 — Changes to usage of social media platforms (Continued)

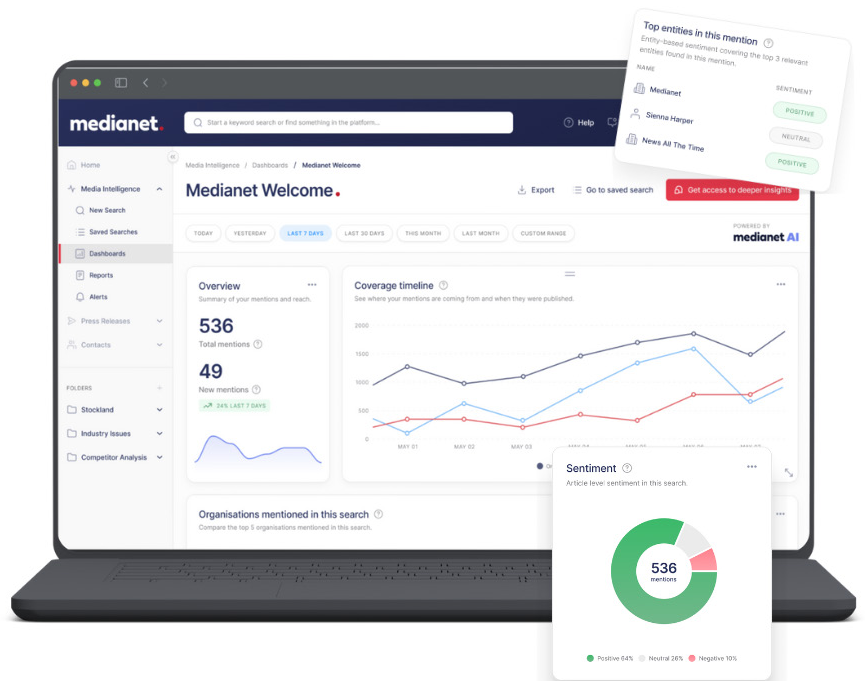


There was a significant drop in professional X usage in 2024, with 48% of respondents saying they used the platform, down from 58% in 2023.

About Medianet

Medianet is the #1 Media Intelligence platform in Australia and New Zealand with a suite of PR and communications solutions that help organisations connect with their target audience, monitor their media coverage and achieve earned media success.

With a 40 year history of close ties with newsrooms, and being co-owned by the biggest media organisations in Australia – News Corp, Nine and 7 West Media – Medianet offers a unique advantage to those looking to experience the incredible benefits of earned media, while assisting journalists to tell the stories that matter.



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