

A better understanding of the diversity of Australia's media landscape

Overview of the ACMA's Media Diversity Measurement Framework

The Media Diversity Measurement Project to date



Media Diversity Measurement Framework (current state)

Source Diversity



Content Diversity



Exposure Diversity



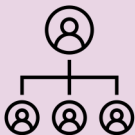
Supply-side metrics

Demand-side metrics

Media Diversity Measurement Framework (future state)

Source Diversity

Expansion of media control registers



Indicator 1:
Groups, owners & controllers



Addition of non-professional news outlets

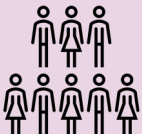


Indicator 3:
Professional news outlets

Addition of pricing models & revenue data



Definitions of 'journalists'



Indicator 2:
Professional news workforce

Workforce diversity

Role of AI in newsrooms

Content Diversity



Indicator 4:
Range & variety of news content

Automated tools for content analysis

Assess the range and variety of views in news content

Standpoint Diversity

Exposure Diversity



Indicator 5:
News consumption



Indicator 6:
Trust & impact

Barriers to access

Consumption of CALD & First Nations news

Impact of online intermediaries & recommender systems

Implementation – Overview

The framework will build a body of evidence for government to identify policy priorities including for its News Media Assistance Program (News MAP).

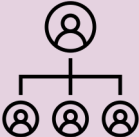


Work is now underway to implement the Media Diversity Measurement Framework, with the publication of the ACMA's first report under the framework and associated data due by the end of 2024. The framework will be implemented in phases:

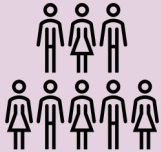
- > **Phase 1 (2024)** – Development of the first Media Diversity Measurement Report examining the state of the Australian news and media market using **existing data**.
- > **Phase 2 (On-going)** – Biennial reporting on the diversity of Australia's news and media landscape through the Media Diversity Measurement Report series. Maintenance and development of the existing ACMA datasets and developing an expanded evidence base through commissioning of new research projects to address data gaps identified in Phase 1.
- > **Phase 3 (On-going)** – Reviewing and evolving the framework over time.




How we will be measuring diversity under the framework in Phase 1 - Supply side factors

	Indicator 1	Key question	Initial metrics	Existing data
Source & content diversity (supply-side factors)	<p>Groups, owners & controllers</p> 	Who owns and/or exercises control over media groups and outlets producing professional news and opinion in Australia?	> Count of the number of media network owners (and, if available, controllers) of all professional news outlets across media platforms in Australia.	> ACMA media control registers. > PIJI business entity data (as part of Australian News Index).


How we will be measuring diversity under the framework in Phase 1 - Supply side factors

	Indicator 2	Key question	Initial metrics	Existing data
Source & content diversity (supply-side factors)	Professional news workforce 	How many journalists, editors, and other media professionals currently contribute to the production of professional news in Australia?	<ul style="list-style-type: none"> > Count of journalists, editors and other key media professionals employed by news outlets operating in Australia and directly contributing to the production of professional news. > Additional data is to be sought on employment type (e.g., full-time, part-time and casual) and primary location of newsroom, where possible. 	<ul style="list-style-type: none"> > ABS Census data. > Commercially available databases of journalists and other media contacts.


How we will be measuring diversity under the framework in Phase 1 - Supply side factors

	Indicator 3	Key question	Initial metrics	Existing data
Source & content diversity (supply-side factors)	Professional news outlets <div>  </div>	How many Australian news outlets are currently producing professional news and opinion?	<ul style="list-style-type: none"> > Count of all ‘news businesses’ that operate in Australia and provide ‘core news’ (as per NMBC definitions). > For each news source identified, additional data is to be sought on: <ul style="list-style-type: none"> > publication platform(s) (print, TV, radio, website, app, podcast, social media) > frequency of reporting (where relevant) (daily, weekly, bi-weekly, monthly) > news entity > focus of news reporting (general, local/community, multicultural, special interest, etc) > geographic scale. 	<ul style="list-style-type: none"> > PIJI Australian News Index.


How we will be measuring diversity under the framework in Phase 1 - Supply side factors

	Indicator 4	Key question	Initial metrics	Existing data
Source & content diversity (supply-side factors)	<p>Range & variety of news content</p> 	How much variety is present in professional news and opinion in Australia?	<ul style="list-style-type: none"> > Identify an appropriate cross-section of professional news sources, across different platforms, localities and target demographics, and assess a sample of content to determine: <ul style="list-style-type: none"> > category or news topic > number of core and covered articles, as a % of total news output > degree of localism (where relevant). 	<ul style="list-style-type: none"> > PIJI Australian News Sampling Project. > CMT Media Pluralism Research Project classifier tool.

How we will be measuring diversity under the framework in Phase 1 - Demand side factors

	Indicator 5	Key question	Initial metrics	Existing data
Source & content diversity (supply-side Exposure diversity (demand-side factors)	<div>News consumption</div> <div>  </div>	What are the most consumed sources of news in Australia?	<div>></div> <div>List of most popular cross-media sources of news by audience size and frequency of use (including international sources, and non-professional sources).</div>	<div>></div> <div>ACMA annual consumer survey (2022, 2023 and 2024).</div> <div>></div> <div>N&MRC annual Digital News Report.</div> <div>></div> <div>DITRDCA Media Content Consumption Survey.</div>

How we will be measuring diversity under the framework in Phase 1 - Demand side factors

	Indicator 6	Key question	Initial metrics	Existing data
Source & content diversity (supply-side) Exposure diversity (demand-side factors)	Trust & impact 	What are the most impactful sources of news in Australia?	> List of most popular cross-media sources of news by stated reliance, trust or personal importance (including international sources, and non-professional sources).	> ACMA annual consumer survey (2023/24) – share of reference. > N&MRC annual Digital News Report – findings on trust.

What does this mean for digital news publishers?

- The indicators which underpin the framework are specifically designed to be platform neutral and will offer insights from across Australia's print, radio, TV but also digital news media.
- This means that under the framework government will have greater visibility of the contribution of digital news platforms to the diversity of Australia's news media landscape.
- We encourage LINA and its members to continue to participate in the evolution of the framework both formally and informally to help ensure that the framework remains an effective tool in measuring and tracking the health of news media in Australia.

Questions?

Thank you