Australian Government | acma Australian Communications and Media Authority

News media in Australia: 2025 report

The ACMA's first report under the

Media Diversity Measurement Framework

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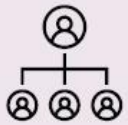
What is the Media Diversity Measurement Framework?

The Framework was developed by the ACMA to help inform government decision-making in support of public interest journalism and media diversity in Australia.

In 2023, the government announced funding for the ACMA to implement the Framework as a key input to its News Media Assistance Program.

The ACMA will report against the Framework every 2 years through the *News media in Australia* series.

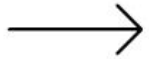
Source diversity



Indicator 1
Groups, owners & controllers

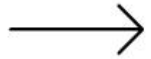
Indicator 3
Professional news outlets

Indicator 2
Professional news workforce



Content diversity

Indicator 4
Range & variety of news content

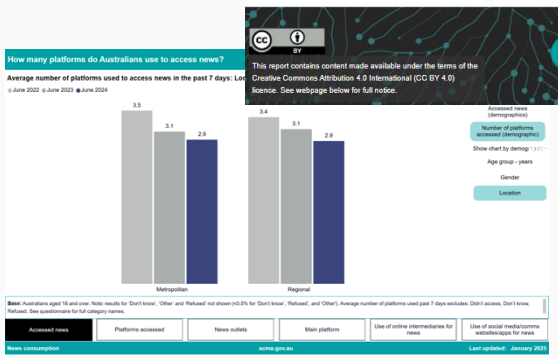


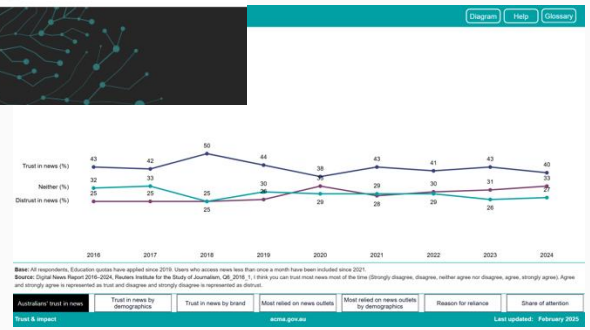
Exposure diversity

Indicator 5
News consumption

Indicator 6
Trust & impact

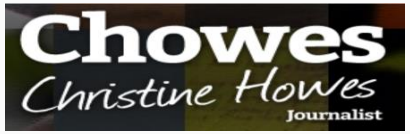
News media in Australia: 2025 report





News media in Australia: 2025 report

Thank you to all those who contributed to the development of the framework and first report…



...and many others!

Which networks and owners control Australia's news brands?

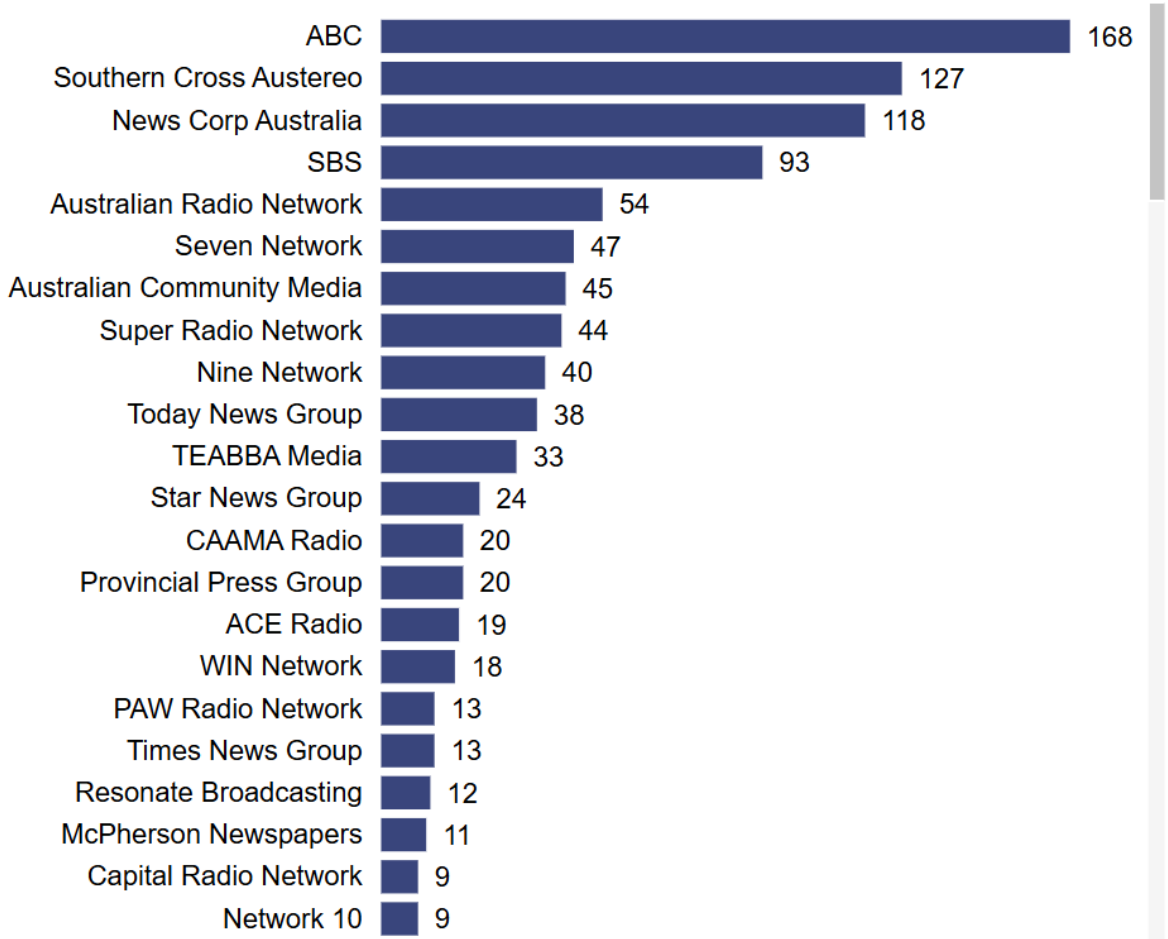
Diagram

News brands	Owners
1,817	880
News outlets	**Networks**
2,858	105

Total networked brands	Total independent brands
1,260	557

(Use the diagram button at the top of this page to show the hierarchy of controllers, owners, brands and outlets)

Number of news brands by network



Australia's professional news market is highly networked

Indicator 1 – groups, owners and controllers

How many journalists are employed in Australia?

Total journalists employed over time in Australia

Total journalists 2011

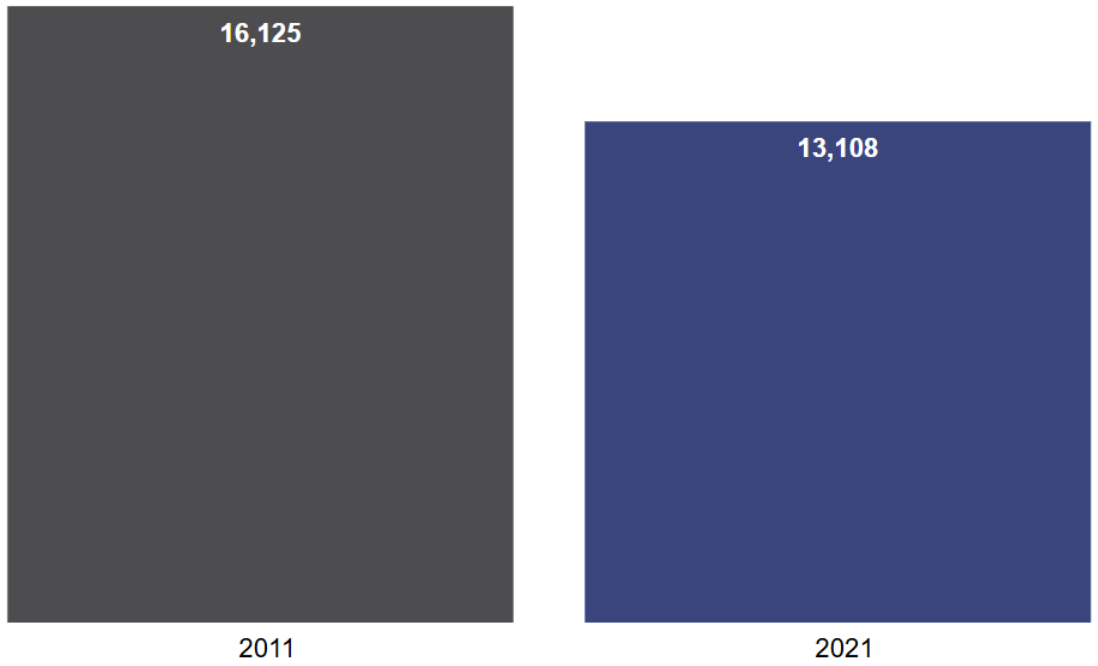
16,125

Total journalists 2021

13,108

Increase/decrease 2011 v 2021

-18.7%



The total number of journalists in Australia is decreasing

Indicator 2 – professional news workforce

How many journalists are employed in Australia by type?

Total journalists 2011

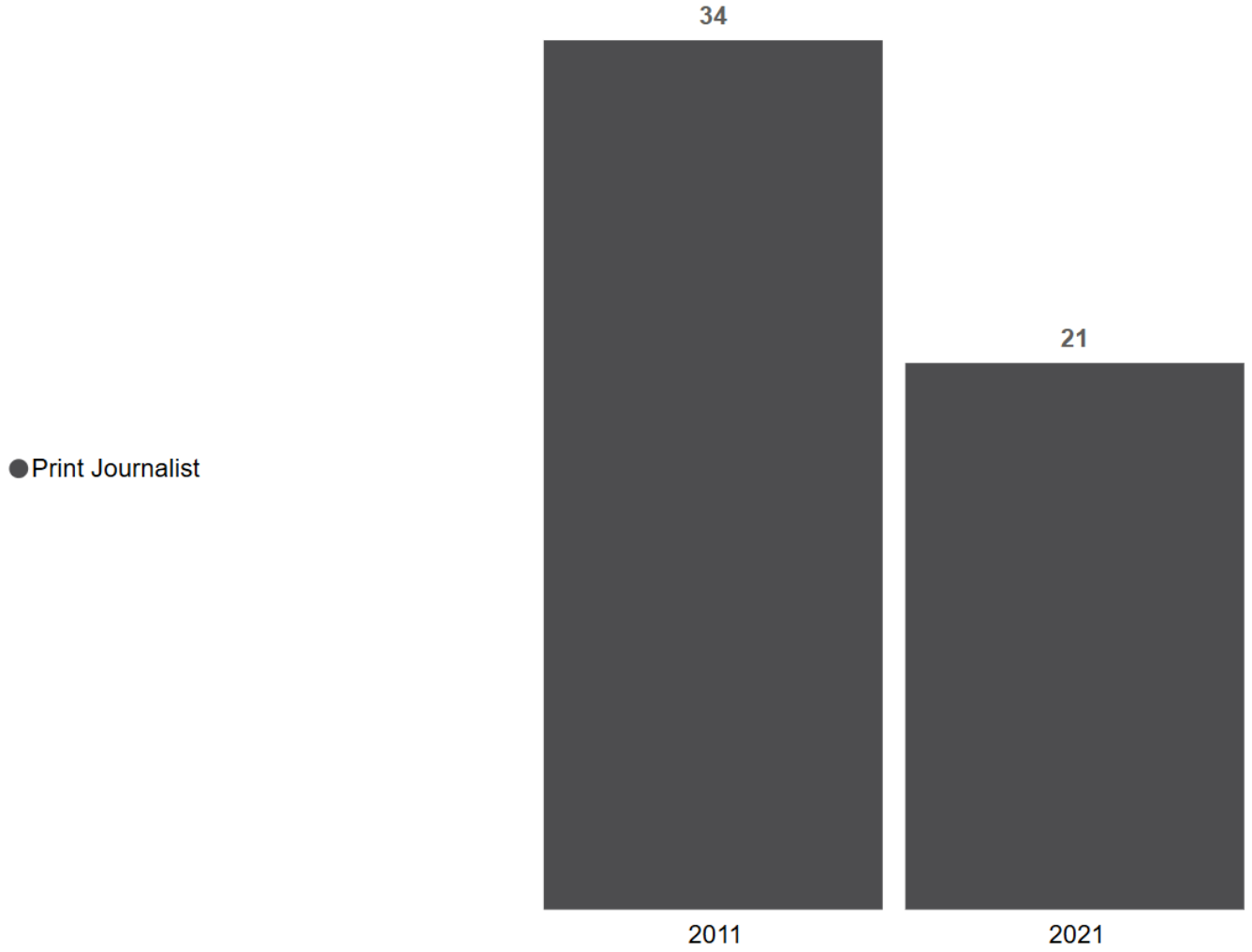
5,510

Total journalists 2021

2,816

Increase/decrease 2011 v 2021

-48.9%



‘Print journalists’ have seen the greatest decrease

Indicator 2 – professional news workforce

How many journalists are employed in Australia by type?

Total journalists 2011

2,125

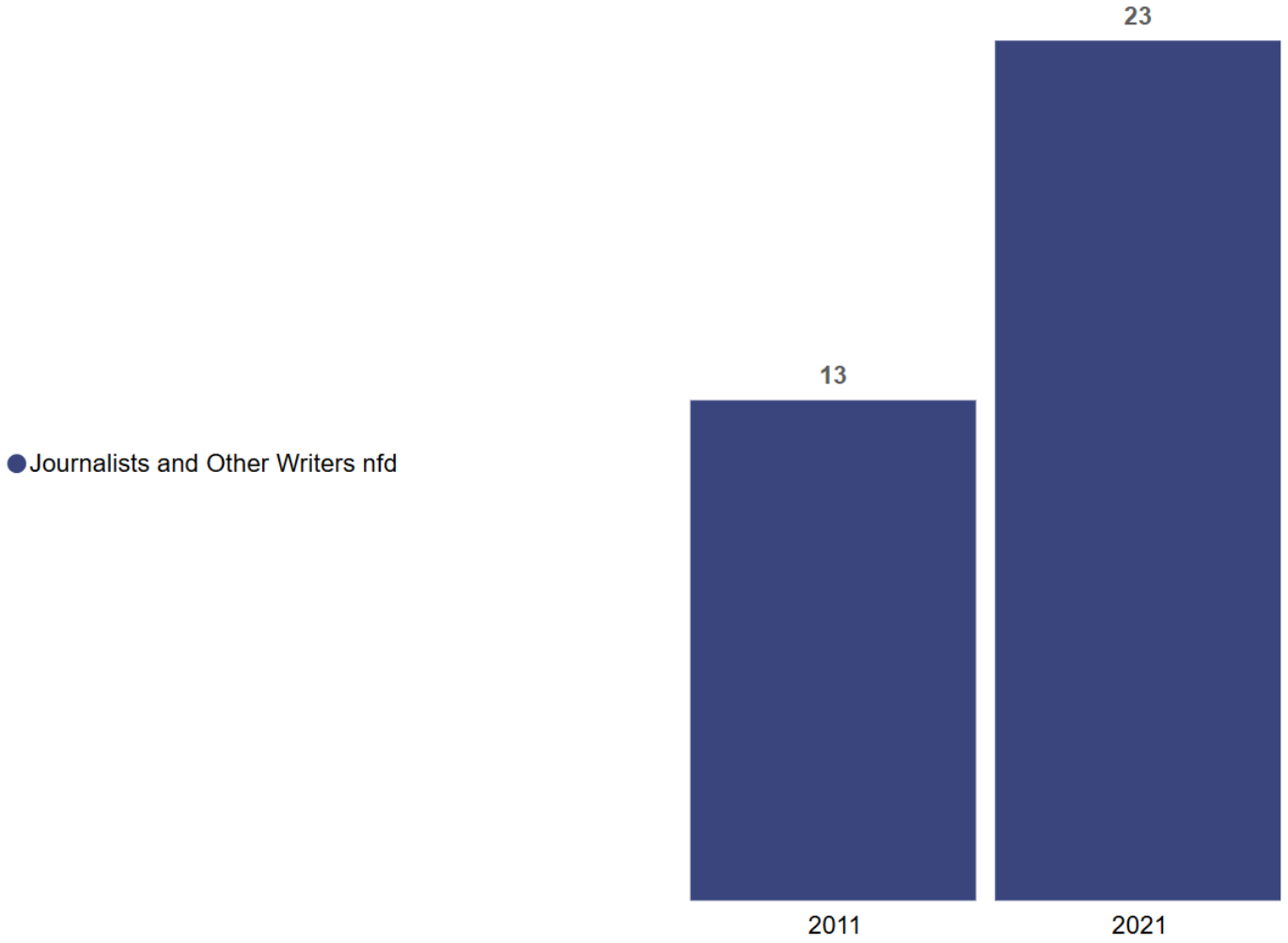
Total journalists 2021

2,969

Increase/decrease 2011 v 2021

+39.7%

Total journalists employed over time in Australia by type (%)



‘Journalists and other writers: not further defined’ saw the largest increase

Indicator 2 – professional news workforce

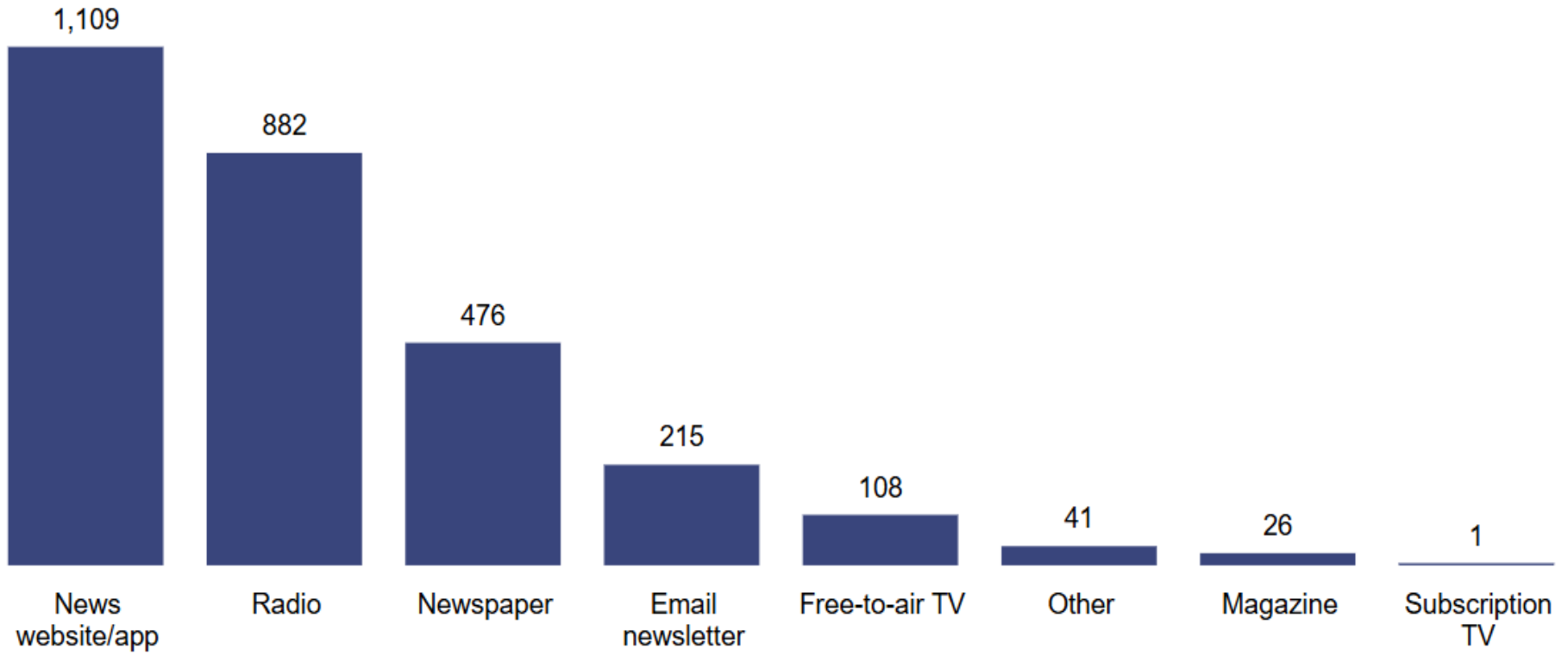
How many Australian news outlets are producing professional news?

Number of news outlets

2,858

(Use the diagram button at the top of this page to show the hierarchy of controllers, owners, brands and outlets)

Number of news outlets by platform



News websites and apps are the most prevalent type of news outlet

Indicator 3 – professional news workforce

How much Australian news is public interest journalism?

Public interest journalism

Total news stories

9,642

Total news stories (%)

80

Other

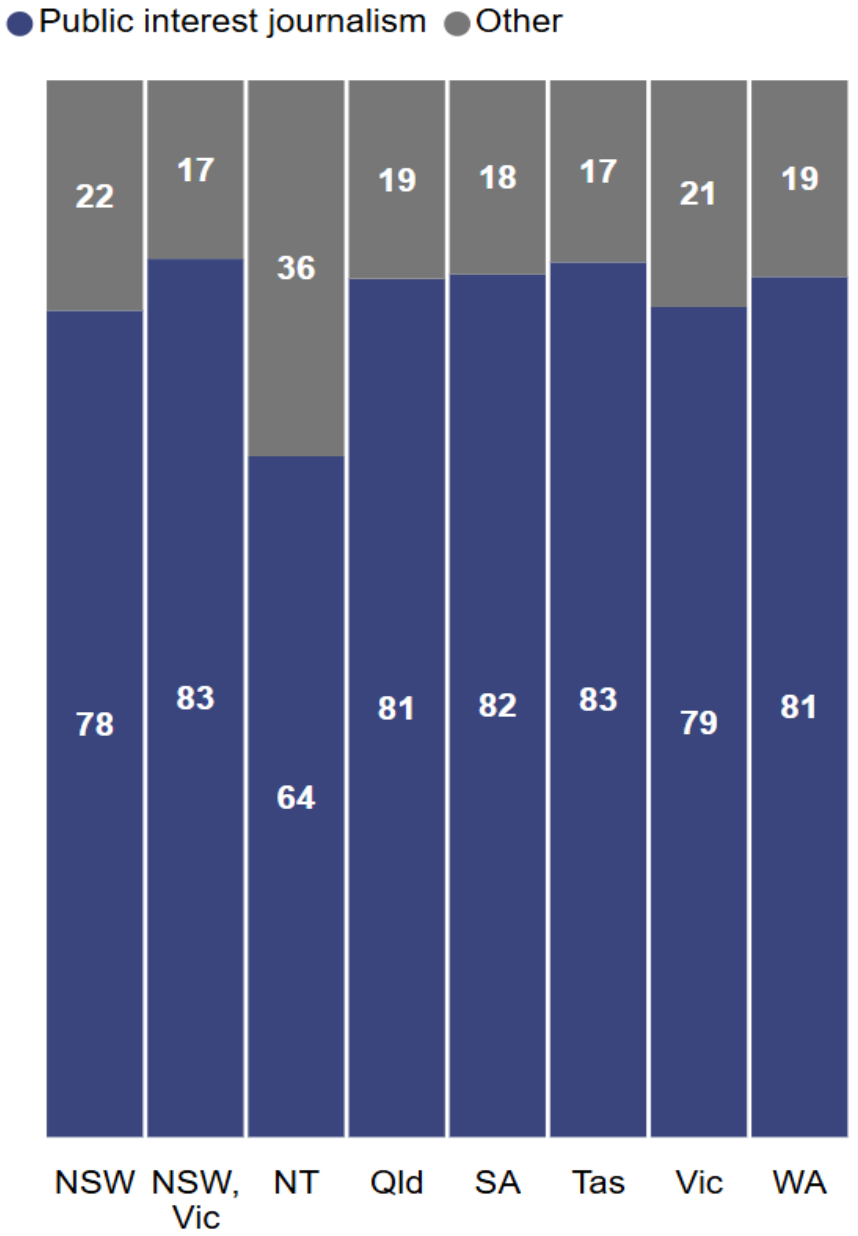
Total news stories

2,401

Total news stories (%)

20

Sampled news stories by state/territory (%)

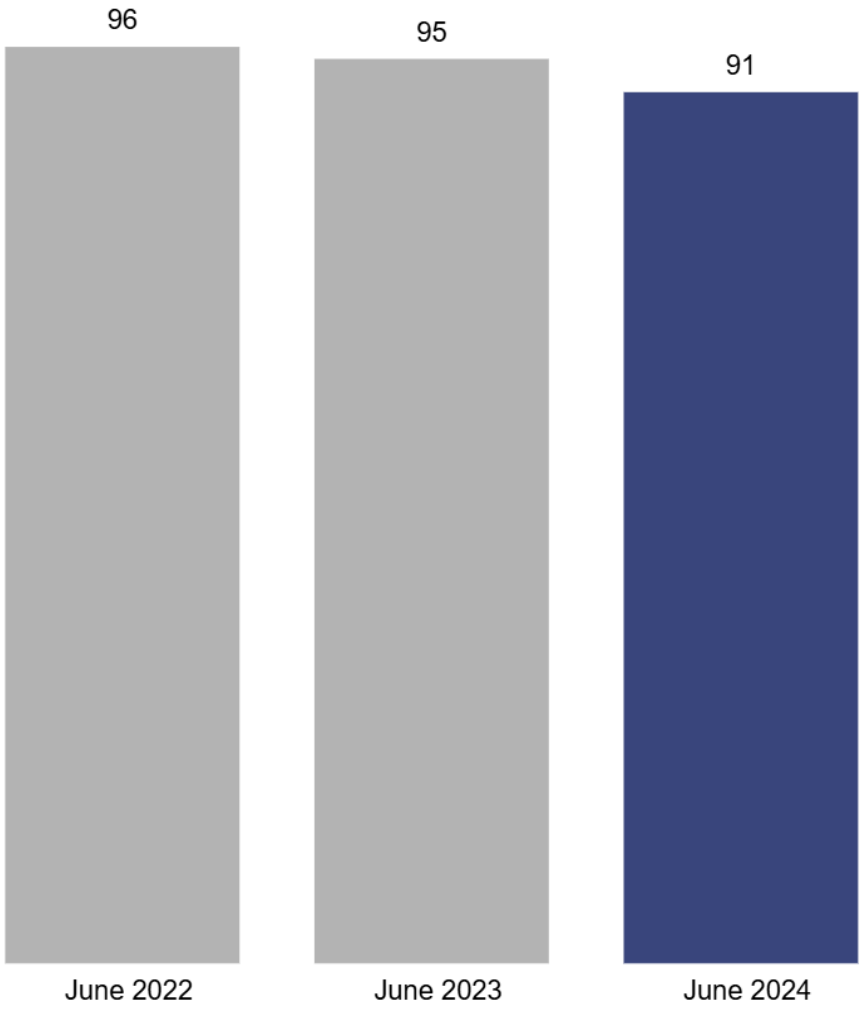


A high proportion of news articles produced in Australia contain public interest journalism

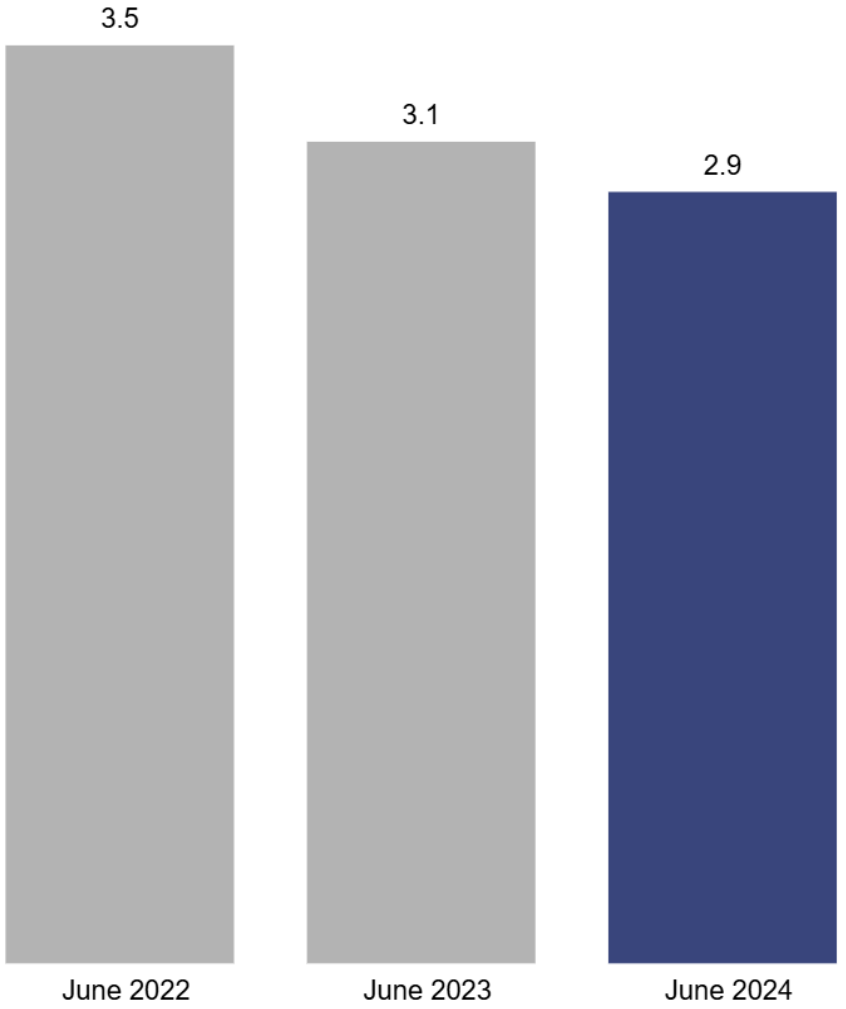
Indicator 4 – range and variety of news content

How many Australians access news?

Accessed news in the past 7 days (%)



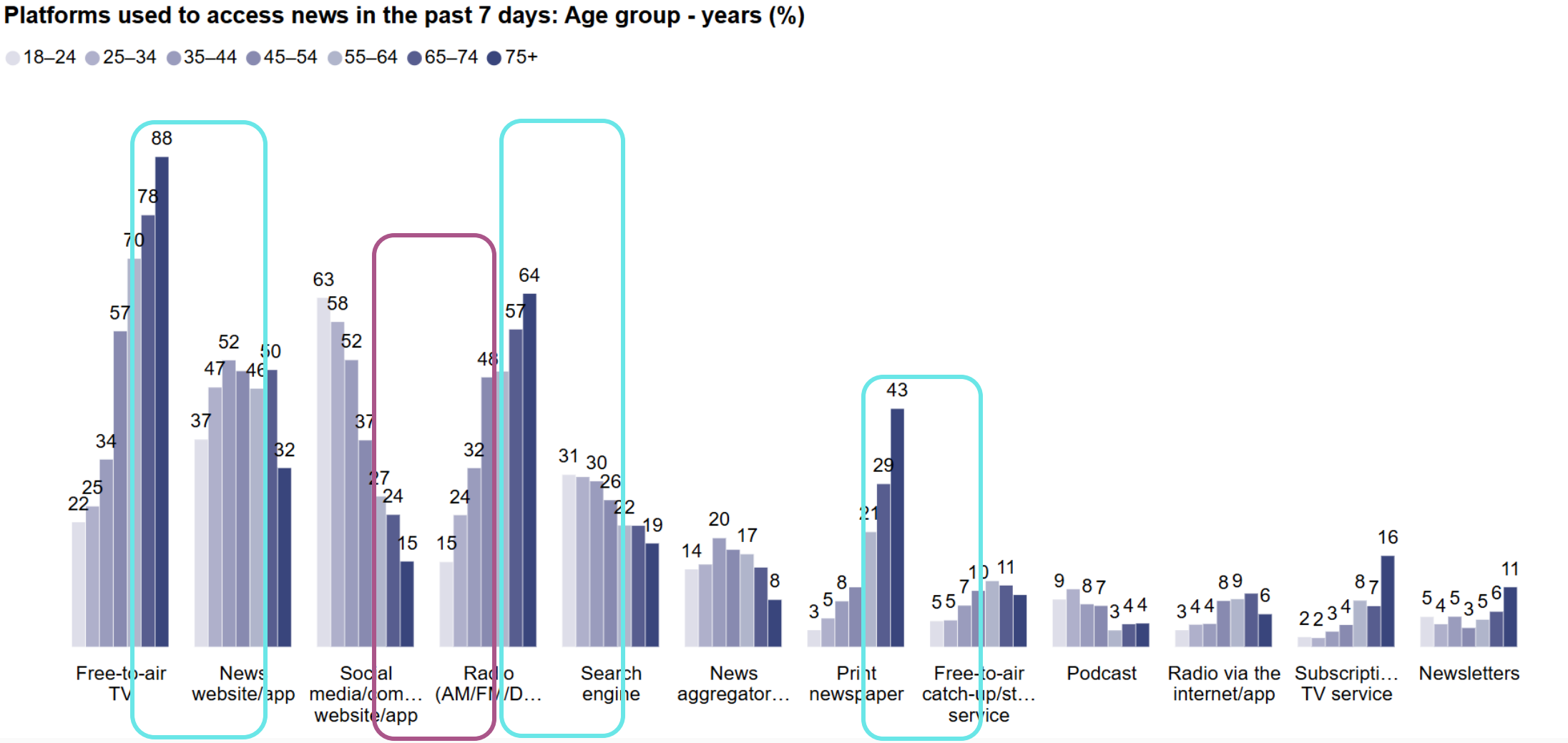
Average number of platforms used to access news in the past 7 days



News consumption is decreasing in Australia

Indicator 5 – news consumption

What are the most popular platforms for Australians to access news?

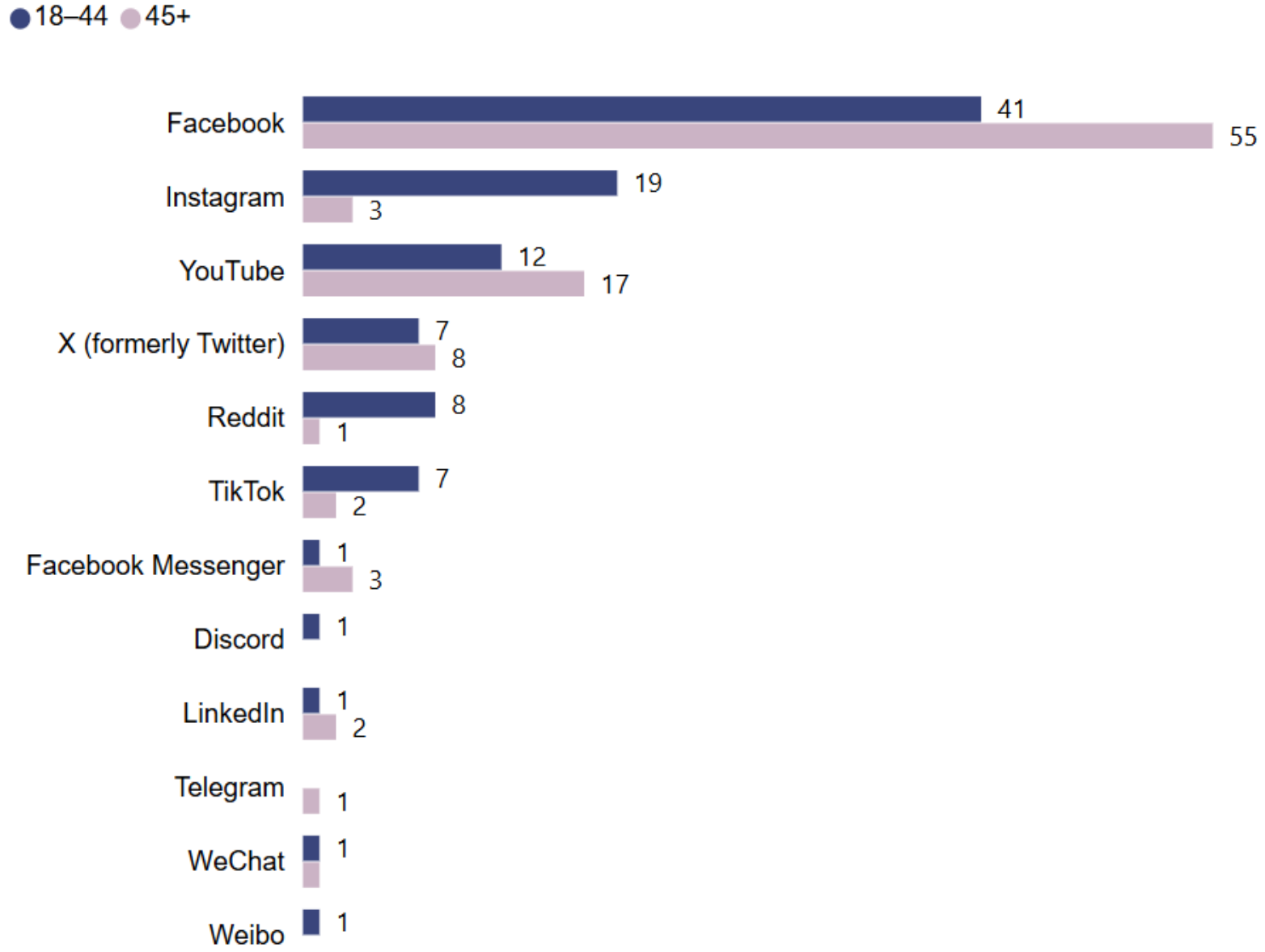


Older Australians are more likely to use traditional platforms to access news, while younger Australians are more likely to use social media

Indicator 5 – news consumption

Which news outlets do Australians rely on the most?

Most relied on news outlets – age group (%)

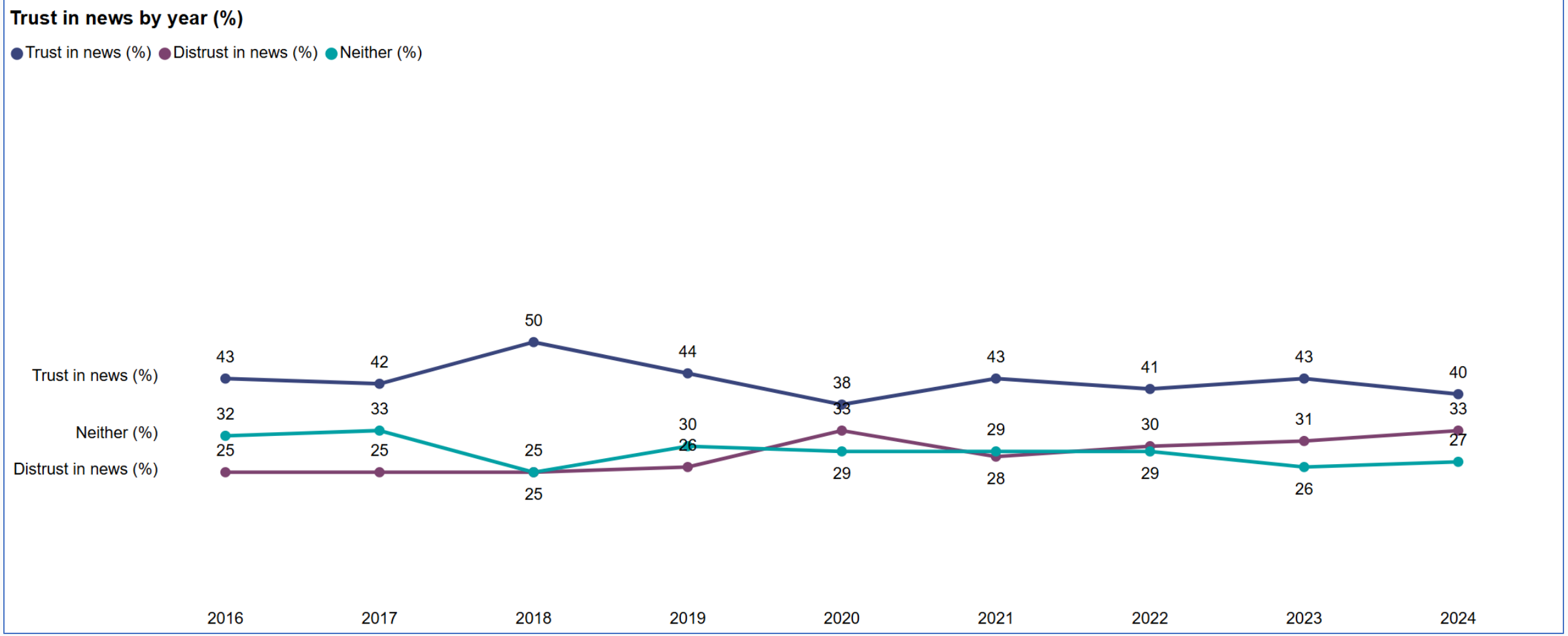


Among social media platforms, older Australians are more likely to rely on Facebook for news, while younger people are more likely to rely on Instagram

Indicator 6 – trust and impact

How is Australians' trust in news trending?

Diagram | Help | Glossary



Australians' trust in news is declining

Indicator 6 – trust and impact

What does this mean for news publishers?

The 2025 report offers insights on the state of Australia's media diversity across print, radio, TV and digital news media

It highlights the contribution of digital news platforms to the diversity of Australia's news media landscape

A focus of the framework is on the diversity of professional Australian news outlets – for the first report this was limited to platform type and primary state/territory

Opportunities for news outlets and industry bodies to continue to help us strengthen and expand the framework and reporting on news media diversity in Australia

Looking ahead…

The ACMA will continue work on the Framework and *News media in Australia* series

This will include:

- maintaining and updating published interactive data reports
- monitoring trends in the news media environment
- identifying new sources of data and research to address gaps in reporting
- examining and updating the Framework to ensure it is fit for purpose
- publishing a comprehensive report every 2 years on the state of news media diversity in Australia.

See ‘next steps’ for each indicator in the 2025 report

Questions?

Read the 2025 report and explore our interactive reports here
acma.gov.au/news-media-australia

Contact:

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