

# The Western Visayas Media Landscape

“Truth or Dare: Western Visayas Journalists’ Response to Media Disruption”

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What's wrong  
with  
technology?



# The BANTALA experience

- Bantala, the University of the Philippines Visayas Media Excellence Awards, was conceived in the early months before COVID\_19. This is UPV's mechanism to recognize and honor the exemplary performance of Western Visayas journalists in different media platforms (print, radio and blog).

# The BANTALA experience

- Awards were given to stories with great impact to the lives of every Ilonggo.

# Learnings from the Road Show per province



IN COORDINATION WITH  
PHILIPPINE INFORMATION AGENCY REGION VI

## MEDIA BRIEFING **ROADSHOW** ( P E R P R O V I N C E )



**NOV. 17 - ANTIQUE**  
NOV. 18 - AKLAN  
NOV. 19 - CAPIZ  
NOV. 24 - NEGROS OCCIDENTAL

# Learnings from the Road Show per province

- Social representations of media organizations and media practitioners greatly vary per province.

# Learnings from the Road Show per province

- Social representation is defined by APA Dictionary of Psychology as a system, model, or code for unambiguously naming and organizing values, ideas, and conduct which enables communication and social exchange (i.e., at the levels of language and behavior) among members of a particular group or community.

# Learnings from the Road Show per province

- It is interesting to note that media practitioners have diverse concepts on social responsibility and individual or personal responsibility.
- Additionally, there are varying perspectives on the practices of social media use and news treatment and delivery. (Facebook, digital format, and livestreaming).



# Learnings from the Road Show per province

- The impact of Covid\_19 to the work of media practitioners greatly affected the sudden change of media platform to news gathering, delivery, and publication.
- The most common social media used by media practitioners is Facebook and YouTube.

# Why Facebook?

- According to Dreamgrow (March 12, 2023), Facebook is the undisputed heavyweight champion of social media platforms.
- Facebook fundamentally changed the way humans interact with each other.

# Why Facebook?

- Since its launch in 2004, it took Facebook only ten months to reach a million subscribers and only eight years to reach a billion.
- As of March 2023, Facebook boasts 2.74 billion active users – a number that grows with roughly 500,000 new users every day, or six new users every second.

# Why Facebook?

- Despite its immense popularity, Facebook is not the most visited website in the world.
- Somewhat surprisingly, its 25.5 billion monthly visits are bested by YouTube's 34.6 billion and totally eclipsed by Google's 92.5 billion.

# Why Facebook?

- In comparison to other social media platforms, Facebook is the most popular amongst users aged between 12 and 34 years but is starting to decline in percentage use.

# Why Facebook?

- The Infinite Dial reports that 58% of survey respondents in this age group who identified Facebook as their favorite social network in 2015 has shrunk to 32% in 2020.
- The biggest culprit – Instagram. The photo and video-sharing social network saw its share of this demographic go from 15% to 27% in the same time period.

# Influencers overtaking journalists as news source — report

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- TikTok influencers and celebrities are increasingly taking over from journalists as the main source of news for young people, according to a report published Wednesday by the Britain-based Reuters Institute.

# Influencers overtaking journalists as news source — report

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- The report found that 55% of TikTok and Snapchat users and 52% of Instagram users get their news from "personalities" -- compared to 33-42% who get it from mainstream media and journalists on those platforms, which are most popular among the young.



# Influencers overtaking journalists as news source — report

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- "While mainstream journalists often lead conversations around news in Twitter and Facebook, they struggle to get attention in newer networks like Instagram, Snapchat, and TikTok," the report said.

# Influencers overtaking journalists as news source — report

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- Lead author Nic Newman highlighted people like Britain's Matt Welland, who discusses current affairs and daily life on TikTok for his 2.8 million subscribers.

# Influencers overtaking journalists as news source — report

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- For young people, "news" is not just the traditional focus on politics and international relations, but "anything new that is happening in any walk of life: sports, entertainment, celebrity gossip, current affairs, culture, arts, technology..." he added.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- Facebook remains the leading source of news among social networks worldwide, but its influence is dropping, with 28% saying they use it to get news, compared with 42% in 2016.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- This likely reflects Facebook's shift away from news-sharing towards a focus on friends and family, as well as young people's preference for more video-based apps like TikTok and YouTube.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- TikTok now reaches 44% of 18-24-year-olds, and 20% get their news from the app, up 5% on last year.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- The biggest challenge for traditional news outlets is the falling number who go direct to their websites -- just 22%, down 10 points since 2018 -- rather than relying on social media links.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- In his foreword, Reuters Institute director Rasmus Kleis Nielsen said this shift presented "a much more fundamental change" for the news industry than even the shift from paper to digital a generation ago.



# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- "Legacy media... now face a continual transformation of digital as generations come of age who eschew direct discovery for all but the most appealing brands, (and) have little interest in many conventional news offers oriented towards older generations' habits, interests, and values," he said.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- These new audiences are aware of the risks of relying on algorithms, with only 30% thinking this is a good way to get a balanced diet of news -- but that is still considered better than relying on journalists, who scored just 27%.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- None of this is good news for media firms reliant on subscribers and ad revenue.

# “Fundamental change”

<https://www.philstar.com/world/2023/06/15/2274063/influencers-overtaking-journalists-news-source-report>

- The report found that 39% of subscribers had cancelled or renegotiated subscriptions, though the overall share of people paying for news across 20 countries surveyed remained stable compared with last year at 17%.

# Use of cellphone

- In the Philippines, according to Electronics Hub, Philippines ranked second in the world on the daily percentage use of cellphone which is 32.5%.
- Rank one belongs to South Africa with 58.2%.

# Use of cellphone

- Telenor Survey also reveals that 29% of the Filipinos are digital dependent.

# Use of cellphone

- Currently, there are 69 million Filipinos who own smartphone.

# Social media platform followers and users

- 24 Oras reported last May 29, 2023 that GMA Network, based on Google Analytics showed percentages of growth on its website page views and users in different social media platforms (Facebook, Tiktok, Twitter, Instagram, and YouTube: for 2021 – 32%, and 2022 – 13%)



# Social media platform followers and users

- For 2022, GMA Network social media followers is 275,451,774 and for first quarter of 2023, 296,882,230 with a percentage growth of 8%. Tiktok ranked first as a social media platform with Facebook, 2nd.

# Social media platform followers and users

- In 2022, the GMA Network Portal generated 1.8 billion page views from 179 million users.

Number of media organizations per province and city in Western Visayas (newspaper, radio, tv, cable, and bloggers)

- **Aklan**
- Newspapers **5**
- Legacy - 4
- Digital - 1
- Radio **18**
- AM - 4
- FM - 14
- Cable TV **2**
- Bloggers Society – no figures

Number of media organizations per province and city in Western Visayas (newspaper, radio, tv, cable, and bloggers)

- **Antique**
- Newspaper **0**
- Legacy – **0**
- Digital - **0**
- Radio **14**
- AM - **1**
- FM - **13**
- Cable TV **1**
- Bloggers Society – no figures

Number of  
media  
organizations  
per province and  
city in Western  
Visayas  
(newspaper,  
radio, tv, cable,  
and bloggers)

- **Capiz**
- Newspaper **3**
- Legacy - 2
- Digital- 1
- Radio **11**
- AM - 3
- FM - 8
- Cable TV **2**
- Bloggers Society **1**

Number of media organizations per province and city in Western Visayas (newspaper, radio, tv, cable, and bloggers)

- **Iloilo**
- Newspaper **9**
- Legacy - 6
- Digital - 5
- Radio **25**
- AM - 7
- FM - 18
- TV **1**
- Bloggers Society **1**

Number of  
media  
organizations  
per province and  
city in Western  
Visayas  
(newspaper,  
radio, tv, cable,  
and bloggers)

- **Negros Occidental**
- Newspaper **7**
- Legacy - 4
- Digital - 3
- Radio **30**
- AM -10
- FM - 20
- TV **1**
- Bloggers Society **1**

# Closer look into the region's media landscape

(5 Cs)

- **Channel** or medium – media platform transformations
- Merriam Webster (2023) describes medium as a way or a system of delivering information, entertainment, or both.



# Closer look into the region's media landscape

(5 Cs)

- The use of mobile phones to access news information from the internet is pertinent upon the arrival of the digital era (Mitchell et. al, 2012).

# Closer look into the region's media landscape

(5 Cs)

- According to Statista Research Department (2022), all three of the country's telecommunications companies in the Philippines have been implementing 5G networks across the nation in order to provide a greater variety of services to their customers and to fully utilize this technology.

# Closer look into the region's media landscape

(5 Cs)

- With this, digital connectivity, and sourcing news information through mobiles will apparently become more convenient.
- Contrastingly, print is going backward as a medium.

# Closer look into the region's media landscape

(5 Cs)

- The mediamorphosis principle of "survival" stresses that all forms of communication media are compelled to adapt and evolve for survival in a changing environment (Fidler, 1997).

# Closer look into the region's media landscape

(5 Cs)

- traditional to convergence to digital platforms
- print to digital – how many? **majority**
- broadcast to digital – how many? **majority**
- social media with bloggers – **increasing in number as influencers**
- professional and amateur (emerging) media channels –  
(**news live feeds**)

# Closer look into the region's media landscape

(5 Cs)

- **Consumption**
- Media consumption, refers to the activities and habits that media consumers engage in, including where, when, and how (IGI Global, 2023).

# Closer look into the region's media landscape

(5 Cs)

- The incorporation of digital technologies in the journalistic and editorial operations of print and broadcast media, on the other hand is attributed to newly formed activities and habits of media consumers, specifically the emergence of new sets of audiences that obtain news information online.

# Closer look into the region's media landscape

(5 Cs)

- **Content**
- Content production is another factor of the print and broadcast media adaptation to digital technology.



# Closer look into the region's media landscape

(5 Cs)

- It refers to the creation of single-media or multimedia entertainment content, as well as its pre- and post-production, and distribution to the general audience (Law Insider, 2023).
- Under this are print circulation decline and print operations discontinuation

# Closer look into the region's media landscape

(5 Cs)

- - news gathering
- - news writing
- - news delivery
- -target readership/listenership
- real time
- interactive

# Closer look into the region's media landscape

(5 Cs)

- **Competition**

According to Varney (2011), in industries undergoing technological transformation, where innovation and novel ideas become crucial for survival in the marketplace, competition is especially tough.

# Closer look into the region's media landscape

(5 Cs)

- **Challenges**
- ROI in terms advertisers and income

# Closer look into the region's media landscape (5 Cs)

- In the study of Concha and Soler (2012) about the impact of online advertising to newspapers, it was found that the advent of online advertising was viewed by numerous Philippine newspapers as a cue to venture into the online sphere and broaden the bastion of quality journalism.
- This is also true to broadcast media.

# Closer look into the region's media landscape

(5 Cs)

- Kind of information created and delivered
- - credibility of reporters
- - validity of sources of information
- - control of information (information overload – information superhighways)
- - proliferation of fake news

# Points to Ponder

- What is the truth about media disruption?
- What is the greatest challenge about media disruption?
- Are there ethical issues to consider?
- How journalists of the region address media transformation?
- These are the questions we need to answer. This is the reason why we are all gathered here today.

The evolution.

 **Klasik Titos and Titas of Manila** · Follow

May 11 · 🌐

Sumabay na sila sa Digitalization 🤔 . From palad to sobre to QR code realquick 🤗 <sup>100</sup>  
#TitosAndTitasOfManila #KTTMMay2023



**Angelo Gabriel Fuentebella**

Us: sorry wala kaming barya :((

Bata: okay lang po, dito nalang po.