

# The Cairncross Review

## Call for Evidence

### Questions under consideration:

- 1) **The review's objective is to establish how far and by what means we can secure a sustainable future for high-quality journalism, particularly for news. Looking ahead to 2028, how will we know if we have been successful, in relation to:**
  - a) publishers
  - b) consumers
  
- 2) **Do you consider that the future of high-quality journalism in the UK is at risk - at national, regional and/or local levels?**
  - a) What are the main sources of evidence that support your view?
  - b) What are the main sources of evidence which support an alternative perspective?
  
- 3) **What can the review learn from successful business models in other sectors or other countries, including those which work at scale?** We are particularly interested in any organisational or business models which might promote or advance the future of high-quality journalism at the local and regional levels:
  - a) Where new and viable business models are emerging for high-quality journalism, what does this tell us about changing consumer behaviour and preferences?
  - b) Are different approaches needed for different parts of the market (e.g national and local; general and special interest news)?
  - c) To what extent do new and emerging business models such as online-only, hyperlocals and cooperative models work or mitigate issues felt by traditional players?
  - d) What alternative income streams (other than advertising) are most likely to sustain high-quality journalism in the digital age? Are there barriers to their effective exploitation and if so, how could these be addressed?
  
- 4) **What has been the impact of the operation of the digital advertising market on the sustainability of high-quality journalism in the UK?**
  - a) Can digital advertising revenues support high-quality journalism in the future, as print advertising has done in the past?
  - b) How does the digital advertising market affect the ability of news publishers to monetise content?

- c) Does the digital advertising market influence what news people see and if so, in what ways?
  - d) What changes might be made to the operation of the digital advertising market to help support and sustain high-quality journalism?
- 5) Many consumers access news through digital search engines, social media platforms and other digital content aggregation platforms. What changes might be made to the operation of the online platforms and/or the relationship between the platforms and news publishers, which would help to sustain high-quality journalism?**
- a) Do the news publishers receive a fair proportion of revenues for their content when it is accessed through digital platforms? If not, what would be a fair proportion or solution and how could it best be achieved?
  - b) When their content is reached through digital platforms, do the news publishers receive fair and proportionate relevant data from the platforms. If not, what changes should be made and how could they best be achieved?
- 6) High-quality journalism plays a critical role in our democratic system, in particular through holding power to account, and its independence must be safeguarded. In light of this, what do you consider to be the most effective and efficient policy levers to deliver a sustainable future for high quality journalism?**
- a) Where, if at all, should any intervention be targeted and why (for example, at the local level, or at specific types of journalism)?
  - b) What do you think are or should be the respective responsibilities of industry, individuals and government, in addressing the issues we have identified?
  - c) If there is a case for subsidising high-quality journalism, where should any funding support come from?
    - i) What form should it take?
    - ii) How or where should it be targeted?

If there is any other evidence or information you wish to supply to the review please contact the Cairncross Review Secretariat at **Cairncrossreview@culture.gov.uk** or Cairncross Review Secretariat, Department for Digital, Culture, Media and Sport, 4th floor, 100 Parliament Street, London, SW1A 2BQ. **Responses will be published in full or summary form unless explicitly flagged 'not for publication', in which case they will be kept private.**