Media Influence Matrix – United Kingdom – Methodology

This report is part of the Media Influence Matrix project initiated by the Center for Media, Data and Society (CMDS) and run as part of the Media & Power Research Consortium.

The country reports in the Media Influence Matrix series aim to research the changing landscape of:

- government and policy space, with a focus on the changes in the policy and regulatory environment;
- funding, with a focus on the key funding sources of journalism and the impact on editorial coverage;
- technology in the public sphere, with a focus on how technology companies, through activities such as automation and algorithm-based content distribution, impact news media and journalism.

The research focuses on news media, including newly emerged players. The study is neither aimed at exhaustively mapping the entire media industry nor is it intended to target specific media sectors. Instead, it maps the most popular and most influential news media on a country by-country basis and analyzes their changing relations with politics, government and technology companies.

Researchers are collecting data and information following a common set of research guidelines (See Research Guidelines in Appendix below). The analysis in these reports is carried out by researchers with experience in the country, under the guidance of a team of editorial supervisors and experts. The reports are reviewed by a team of experts selected by our advisory boards.

For each country report, a list of sources used in each chapter of the report is available. In the categorization of technology companies in all country reports we used the methodology of the Ranking Digital Rights project, which divides companies in two groups. The first group, internet and mobile, includes the so-called "mobile ecosystems," companies that create mobile devices and products. In the second category, telecommunications companies, we include service operators that offer connection and access services such as voice, data or cable connections.

Data and Information Collection for the United Kingdom Report

Government, Politics & Regulation

Legal Overview

- Academic and legal analysis of key laws affecting news media and journalism

- The official website of the UK government
- Official website of the UK Parliament
- Legislation.gov.uk
- Official websites of the House of Lords Democracy and Digital Technologies Committee, House of Commons Digital, Culture, Media and Sport Select Committee and House of Lords Communications and Digital Committee
- Reports by the Joint Committee on the Draft Defamation Bill and the Joint Committee on Privacy and Injunctions
- The register of All-Party Parliamentary Groups

UK Laws Affecting Journalism

- Official website of the European Court of Human Rights
- Official website of the UK Parliament
- Media reports
- Legal commentary
- Official court judgements
- Reports by the Joint Committee on the Draft Defamation Bill and the Joint Committee on Privacy and Injunctions
- Legislation.gov.uk
- House of Commons Library Briefing on the Defamation Act
- Mark Hanna and Mike Dodd, *McNae's Essential Law for Journalists,* 25th Edition (Oxford University Press 2020)

Access to Information

- Mark Hanna and Mike Dodd, *McNae's Essential Law for Journalists,* 25th Edition (Oxford University Press 2020)
- Media reports
- Official website of the Information Commission's Office
- Report of the ICO to Parliament on reforming access to information law
- Report of the Law Commission on protection of official data
- *openDemocracy* special reports on the operation of the Freedom of Information Act
- The Leveson Report
- Legislation.gov.uk

Platform-Specific Media Regulation

- Legislation.gov.uk
- The Leveson Report
- Official website of the Department for Digital, Culture, Media and Sport
- Reports by Parliamentary committees
- Academic analysis by the Media Standards Trust of the Royal Charter on Self-Regulation of the Press, and of IPSO
- Official websites of IMPRESS and IPSO

- Official website of IPSO's Editors' Code of Practice Committee
- Academic analysis of IPSO's Editors' Code of Practice and IMPRESS's Standards Code
- Media reports

Regulatory Authorities

- Academic and journalistic analysis of the history of media regulation in the UK
- The Leveson Report
- Official website of the UK Parliament and legislation.gov.uk
- Hansard (official record of UK parliamentary debates)
- Parliamentary committee reports
- Official website of Ofcom
- Ofcom reports and regulatory decisions
- Official website of the Department for Digital, Culture, Media and Sport
- Official website of the Press Recognition Panel
- Official websites of IMPRESS and IPSO
- Official website of the Public Appointments Commissioner
- Official website of the Regulatory Funding Company
- Official website of the Information Commissioner's Office
- Media reports

Broadcast Media & Frequency Spectrum

- Media reports
- Official website of Ofcom
- Ofcom regulatory decisions
- Legislation.gov.uk
- Official website of the BBC
- Official website of Channel 4
- Official website of the Department for Digital, Culture, Media and Sport
- Report by the House of Commons Digital, Culture, Media and Sport Committee

Print Media Regulators

- James Curran and Jean Seaton, *Power Without Responsibility: Press, Broadcasting and the Internet in Britain,* 8th Edition (Routledge 2018)
- Tom O'Malley and Clive Soley, *Regulating the Press* (Pluto Press 2000)
- The Media Standards Trust's submission to the Leveson Inquiry, *A Free and Accountable Media* and its assessment of IPSO
- Report on press regulation by the House of Lords Select Committee on Communications
- Media reports
- The Leveson Report
- Hansard
- Official website of the Press Recognition Panel

- Legislation.gov.uk
- Official websites of IMPRESS and IPSO
- Nick Davies, *Hack Attack: How the Truth Caught Up with Rupert Murdoch* (Chatto & Windus 2014)
- Official website of the UK Parliament
- Official website of the Public Appointments Commissioner
- Lara Fielden, *Regulating the Press: A Comparative Study of International Press Councils*, Reuters Institute for the Study of Journalism April 2012
- Official website of the Regulatory Funding Company
- Official website of the Department for Digital, Culture, Media and Sport
- Official website of Ofcom

Data Protection Regulators

- Legislation.gov.uk
- Official website of the Information Commissioner's Office
- The Leveson Report
- Media reports
- *openDemocracy* reports on the operation of the Freedom of Information Act
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Decision-Making

Key Decision-Makers

- The Leveson Report
- Legislation.gov.uk
- Media reports
- Patrick Barwise and Peter York, *The War Against The BBC: How an Unprecedented Combination of Hostile Forces Is Destroying Britain's Greatest Cultural Institution…and Why You Should Care* (Penguin 2020)
- Official website of Ofcom
- Ofcom reports on media plurality and 'fit and proper' decisions
- Media Reform Coalition analysis of official government records of ministerial meetings with stakeholders
- Official website of the Department for Digital, Culture, Media and Sport
- Academic analysis

Influencers

Internal

- Hansard
- Media reports
- Official website of the UK Parliament

- House of Commons Digital, Culture, Media and Sport Committee report on disinformation and 'fake news'
- House of Lords Select Committee on Democracy and Digital Technology report on digital technology and the resurrection of trust
- Academic
- ComScore data
- The Leveson Report
- Official website of the News Media Association
- Official website of the Society of Editors
- Media Reform Coalition analysis of official government records of ministerial meetings with stakeholders
- Final report of the Competition & Markets Authority merger inquiry into the proposed 21st Century Fox takeover of Sky Plc
- The Cairncross Review
- Tim Bale, *The Conservative Party: From Thatcher to Cameron* (Polity Press 2011)
- Official government webpage of the Creative Industries Council
- Think-tank reports
- Official websites of a number of UK universities and consultancies

External

- Media reports

Impact: Case Studies of Decision-Making and Influence

- Media reports
- Official merger inquiry page for the Fox-Sky merger
- Official website of Ofcom
- Ofcom reports and published decisions
- An independent report on IPSO by two journalists
- Official website of IPSO

Funding Journalism

Introduction

- 2018 Mediatique report for the Cairncross Review, *Overview of recent dynamics in the UK press market*
- Data on US newsroom employment from the Pew Center and the Institute for Nonprofit News
- The Cairncross Review
- Data and reports from the Broadcasters' Audience Research Board (BARB)
- Reports from Parliamentary committees
- Ofcom reports
- Official website of the Department for Digital, Culture, Media and Sport

- Media reports
- Reuters Institute Digital News Report 2021

Consumption Trends

- Broadcasters' Audience Research Board (BARB) data
- Ofcom News Consumption Surveys, Public Service Broadcasting reviews, Communications Market Reports and Media Nations reports
- Reuters Institute Digital News Reports and Factsheet on "Social Inequalities in News Consumption"
- Final report of the Competition & Markets Authority merger inquiry into the proposed 21st Century Fox takeover of Sky Plc

Popular News Media

Television

- Ofcom Public Service Broadcasting reviews, and review of BBC News and Current Affairs (2019)
- BARB, TouchPoints and Comscore data
- The Royal Charter for the Continuance of the British Broadcasting Corporation, December 2016
- Media reports
- James Curran and Jean Seaton, *Power Without Responsibility: Press, Broadcasting and the Internet in Britain,* 8th Edition (Routledge 2018)
- Official website of the BBC
- Academic analysis of BBC output
- Think-tank reports
- The Sutton Trust's report, *Elitist Britain 2019*
- Wikipedia
- Reuters Institute Digital News Report
- Legislation.gov.uk
- Official website of Channel 4
- Academic analysis of the 2019 general election results
- Official website of Sky

Newspapers

- Nick Davies, *Hack Attack: How the Truth Caught Up with Rupert Murdoch* (Chatto & Windus 2014)
- Nick Davies, *Flat Earth News: An Award-winning Reporter Exposes Falsehood, Distortion and Propaganda in the Global Media* (Vintage 2009)
- Audit Bureau of Circulations (ABC) data
- Media reports
- Academic analysis of BBC output

- Analysis of UK general election results
- Circulation, readership and demographic data from newspaper publishers' websites
- Company reports (published at Companies House and on publishers' websites)
- Wikipedia
- 2018 Mediatique report for the Cairncross Review, *Overview of recent dynamics in the UK press market*
- Media Reform Coalition report, *Mapping changes in local news 2015-17: More bad news for democracy?*
- The Cairncross Review
- Reuters Institute Digital News Report 2021
- The Sutton Trust's report, *Elitist Britain 2019*
- Media Reform Coalition report, *Who Owns the UK Media?* (2021)
- Official website of the BBC

Radio

- Radio Joint Audience Research (RAJAR) data
- Transcript of remarks by Sarah Sands, former Today Programme editor, given during a Reuters Institute seminar
- Media reports

Online News

- Ofcom News Consumption Reports
- Similarweb web traffic data published by Press Gazette
- Reuters Institute Digital News Reports
- Official Twitter and Facebook pages of major UK news brands
- Company reports (published at Companies House and on publishers' websites)
- Media reports

Influential News Media

- News, magazine and journal websites
- Official website of the Royal Television Society
- ABC data
- Media reports

Financial Performance of Major Media Groups

- Company reports (published at Companies House and on publishers' websites)
- Media reports
- Ofcom Communications Market Reports

Key Funders

- Media reports
- Data from Ofcom Communication Market Reports, based on the Advertising Association/WARC Expenditure Report and PwC Global Entertainment and Media Outlook 2020-2024
- Google and Facebook company websites
- Advertising Association/WARC data on advertising expenditure in the UK
- Competition & Markets Authority market study, *Online platforms and digital advertising* (2020)
- ABC data
- Reuters Institute Digital News Reports
- Company reports (published at Companies House and on publishers' websites)
- Reports by the Institute for Nonprofit News
- Charities register (maintained by the Charities Commission and accessible on its official website)
- Mutuals Public Register (maintained by the Financial Conduct Authority and accessible on its official website)
- Official websites of non-profit news organisations and charitable foundations
- Official website of the Public Interest News Foundation
- Independent review of TV Licence Fee enforcement for the Department for Culture, Media and Sport, accessible on its official website
- House of Commons Library reports
- Office for National Statistics data
- Official website of TV Licensing
- Patrick Barwise and Peter York, *The War Against The BBC: How an Unprecedented Combination of Hostile Forces Is Destroying Britain's Greatest Cultural Institution…and Why You Should Care* (Penguin 2020)
- BBC annual reports
- Television Licence Fee Trust annual statements
- House of Lords Select Committee on Communications and Digital reports on public service broadcasting and BBC charter review
- Official website of the UK Parliament
- Media Reform Coalition, *Media Manifesto 2019*
- House of Commons Select Committee on Digital, Culture, Media and Sport report on public service broadcasting
- Official website of Her Majesty's Revenue and Customs (HMRC)
- Official website of the BBC
- Academic analysis
- Official website of the News Media Association
- Official website of Nesta

Technology, Public Sphere & Journalism

Introduction

- Tech Nation annual reports

- Media reports
- Official website of the Department for Digital, Culture, Media and Sport (DCMS)
- DCMS Economic Estimates
- Official website of Tech UK

Technology Overview

- House of Commons Library reports
- Official website of Ofcom
- European Commission
- Ofcom Connected Nation, Online Nation and Communications Market reports
- Ofcom Technology Tracker surveys
- Official for National Statistics data
- Comscore data (from Ofcom Online Nations reports)
- Ofcom Adults' Media Literacy Tracker surveys
- StatCounter data
- Estimates of online sector revenues from Ofcom Communications Market Reports

Profiles of Key Players

- Company websites
- Company reports and proxy statements (available from Companies House and the official website of the US Securities and Exchange Commission (SEC))
- eMarketer data
- Media reports
- Data from Statista.com
- Webpage for the Competition & Markets Authority merger inquiry into the proposed 21st Century Fox takeover of Sky Plc
- Wikipedia
- House of Commons Library reports
- Official website of the Information Commissioner's Office

Technology & Government

- House of Commons Library reports
- Official website of the UK Parliament
- Academic analysis
- Official website of the Department for Digital, Culture, Media and Sport
- House of Commons Digital, Culture, Media and Sport Committee report on broadband and 5G
- Ofcom Connected Nations reports
- House of Commons Committee of Public Accounts report on tax avoidance and Google
- Media reports
- Reports by civil society organisations (Tax Watch, the Fair Tax Foundation)

- Official website of Her Majesty's Revenue and Customs (HMRC)
- KPMG reports on Taxation of the Digitalized Economy
- Official website of the OECD
- Competition and Markets Authority market study, *Online platforms and digital advertising* (2020)
- eMarketer data
- Official website of the European Commission
- Report of the Digital Competition Expert Panel, *Unlocking digital competition* (2019)
- Official website of the Competition & Markets Authority
- Official website of the Department for Business, Energy and Industrial Strategy
- Google Trends data
- Official website of the Joint Committee on the Draft Online Safety Bill
- Academic analysis of the Draft Online Safety Bill
- House of Lords Communications and Digital Committee report on freedom of expression in the digital age
- Official website of Index on Censorship
- Company reports

Technology & Journalism

- Media reports
- House of Commons Library reports
- Academic analysis of media coverage of the 2016 EU referendum campaign, and of the role played by fake news in the 2016 US presidential election
- Hansard
- House of Commons Digital, Culture, Media and Sport Committee reports on disinformation and 'fake news', and on misinformation in the Covid-19 'infodemic'
- Official website of the UK Parliament
- Analysis of UK national newspapers' coverage of Covid-19 stories by the press reform campaign group Hacked Off
- The Cairncross Review
- Official website of the Department for Digital, Culture, Media and Sport
- Competition and Markets Authority market study, *Online platforms and digital advertising* (2020)
- Report by the Tow Center for Digital Journalism, *Post-Industrial Journalism: Adapting to the Present* (2014)
- EUR-Lex website
- Google and Facebook websites