



Population **46m**
Internet penetration **93%**

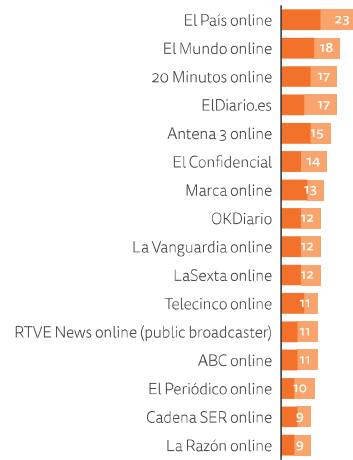
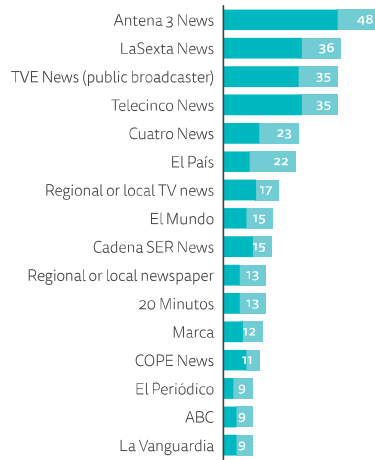
SPAIN

WEEKLY REACH OFFLINE AND ONLINE

TOP BRANDS

% Weekly usage

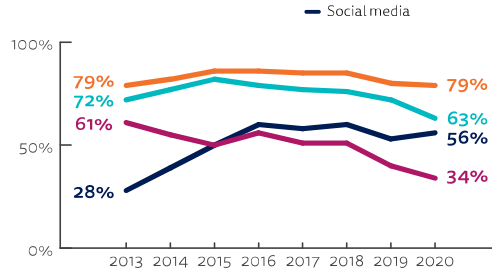
- **Weekly use**
TV, radio & print
- **More than 3 days per week**
TV, radio & print
- **Weekly use**
online brands
- **More than 3 days per week**
online brands



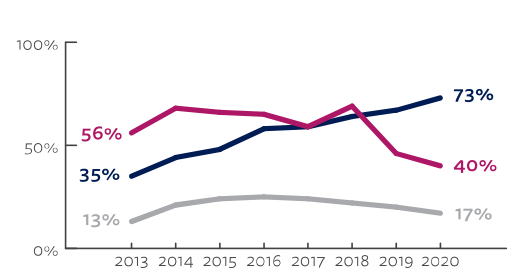
CHANGING MEDIA

The steep decline in print sales has pushed more brands to start charging online including *El Mundo* and many regional papers. *El País* delayed its metered paywall until May due to the COVID-19 pandemic. *Eldiario.es* jumped to 53,000 paying members after it launched an SOS call in face of a decline in ad sales.

SOURCES OF NEWS 2013-20



DEVICES FOR NEWS 2013-20*

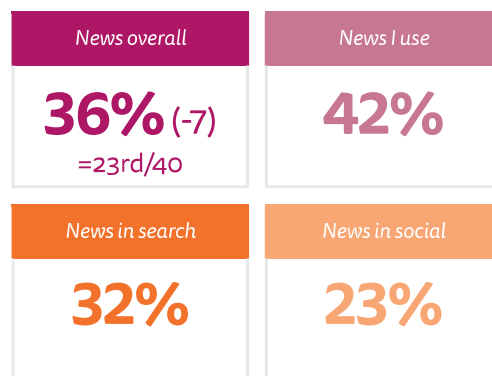


*2018 figures for computer use were likely overstated due to an error in polling.

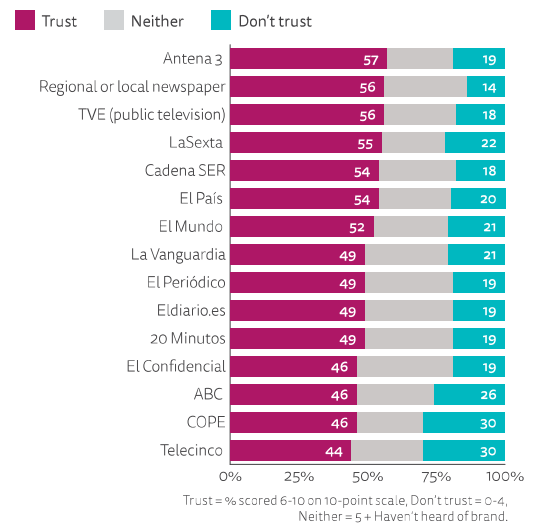
TRUST

Trust has declined further as coverage of elections in April, May and November 2019 dominated the news, along with the polarising topic of a Supreme Court ruling about Catalonia separatist leaders and its turbulent aftermath. Enric Hernández, former editor-in-chief of *El Periódico*, was appointed head of news at RTVE amid ongoing interim leadership at the public broadcaster.

DIFFERENT TYPES OF TRUST



BRAND TRUST SCORES



12% pay for **ONLINE NEWS** +2

TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
1	Facebook	44% (-3)	69%
2	WhatsApp	34% (-2)	81%
3	YouTube	25% (-1)	69%

Rank	Brand	For News	For All
4	Twitter	20% (+4)	35%
5	Instagram	17% (+5)	47%
6	Facebook Messenger	6% (-1)	26%