

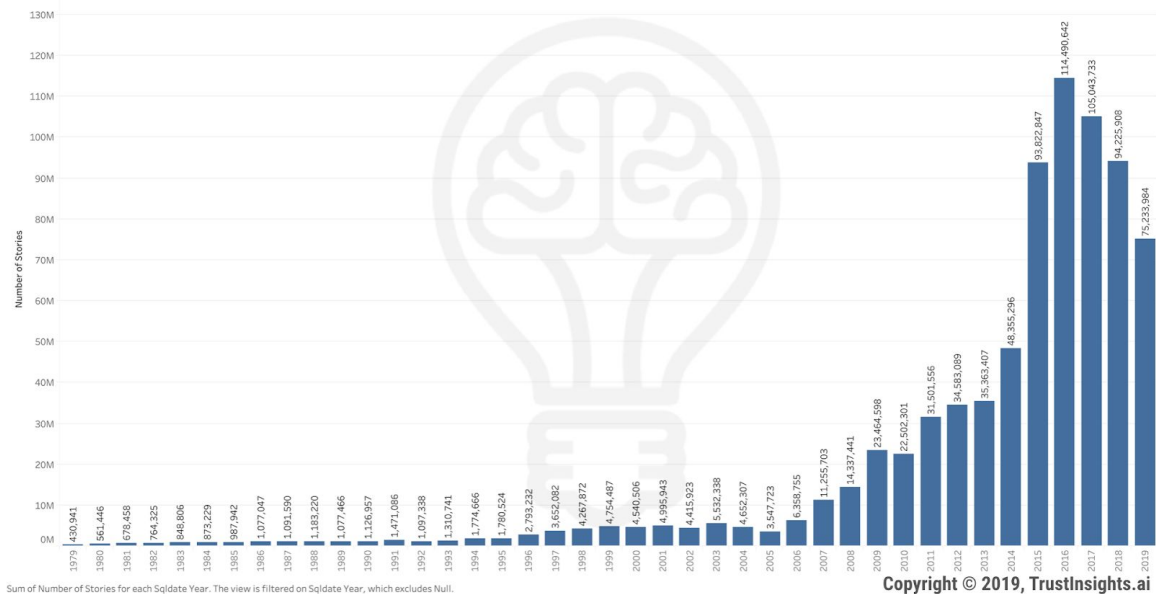
Instant Insights: Traditional News Volume By Year

Last updated: 27 November 2019

One of the key problems in modern marketing is the amount of data created every day. In 2020, it's estimated we will, as a civilization, create 50 zettabytes of data, a mind-boggling number.

To give just a tiny sense of how much and how fast we create data, Trust Insights analyzed the Google News database backend for the number of news stories published each year. 2019 will be closing out with about 85 million news stories:

Traditional News Stories Per Year, 1979-2019



This is the total number of stories, which means that syndicated news is also included (stories may be duplicated across outlets). This massive volume of news means that even the biggest front-page story could be lost amidst hundreds of thousands of other stories per day.

Why the decline in news after such a huge spike in 2016? We noted recently that approximately 10% of news stories are republished content, updated rather than net new content. When we look at the declines from year to year since 2016, we see approximately 8-10% declines, which aligns with the trend of republishing. Instead of new content, we're simply recycling content.

Data source: Google News and the GDELT Project, <https://www.gdeltproject.org/data.html>