

# Why video's reign has only just begun

Earlier this year, Q5 published **The New Newsroom: How the Relentless Rise of Video Must Reshape Journalism**, exploring how video is central to how audiences discover, engage with, and trust news. Attending the Future of Media and Technology Conference gave us a chance to reflect on the white paper and expand our thinking, hearing firsthand from industry leaders and seeing how different newsrooms are tackling the same challenges.

## Post-search, video-first world

The message was clear: Google Zero and platform dominance are forcing newsrooms to rethink how they operate and make money. Luke Bradley-Jones from The Economist Group summed it up perfectly with three D's:

### Differentiate

Focus on what makes your brand unique. That might mean cutting back elsewhere - no sacred cows.

### Direct

Build real relationships with your audience instead of relying on platforms to reach them.

### Distribution/Discoverability

Think beyond search - social, newsletters, Substack, and other channels are now key.

Interestingly, traditional channels like TV and radio still do well in U.S. subscriber acquisition, showing that trusted content still matters even as habits shift.

## Video as the default language

Everyone agrees: video is now the go-to way audiences consume news. Different organisations are tackling it in different ways:



### Focused Specialist

Doubling down on what they do best - long form video storytelling - while monetising through ads and platforms like YouTube.



### Portfolio Generalist

Covering all bases across multiple brands and revenue streams, competing everywhere.



### Public Service Mission-Driven

Prioritising reach and trust over money, meeting audiences wherever they are.

As mentioned in our paper, video isn't an experiment. It's structural. It requires rethinking workflows, cross-functional collaboration, and mobile-first, social-ready content. Personality-led, authentic storytelling is key, especially for younger audiences.

## Making video work

Short-form video grabs attention, but it rarely drives loyalty or revenue on owned platforms. That's why publishers need to focus on building direct audience relationships and scalable, repeatable formats. AI is helping with production - think subtitling, clipping, reversioning - but it doesn't replace human storytelling. Hybrid models, like filmed podcasts, show the need for content that works across formats and platforms.



## Big takeaways

**1****Audience first**

Meet people where they are, in the formats they want.

**2****Invest in talent**

Recognisable, trusted voices drive engagement.

**3****Embed video everywhere**

Video needs to be part of workflows, commissioning, and KPIs - not an afterthought.

**4****Experiment and adapt**

Try new things, learn fast, and scale what works.

**5****Balance monetisation and trust**

Platforms help reach people, but real value comes from owned, monetisable relationships.

Video is reshaping journalism in every way - structurally, commercially, and culturally. Newsrooms that embrace video, invest in talent, and put audiences first won't just survive - they'll set the standard for the next era of news.

Download the full report [here](#)

