

TAKEAWAYS FOR MEDIA LEADER

- CREATE AN IDENTIFIABLE AND EMBODIED EDITORIAL VOICE.
- TEST, LISTEN, ADJUST.
- PRIORITIZE VERTICAL FORMATS AND INTERACTION.
- BETTER TAILOR NEWS CONTENT FOR YOUNGER AUDIENCES WITH AI.
- MEASURE ENGAGEMENT, NOT JUST TRAFFIC.
- TRAIN YOUR EDITORIAL TEAMS IN DIGITAL CODES.

MORE INFO ABOUT CARL

- 👉 Check the website **Data for Creators** : <https://dataforcreators.com/>
- 👉 Join the **Carl** initiative on **Linked In** : <https://www.linkedin.com/company/data-for-media>

PRESS CONTACT:

Carla Bertone
Head of Marketing, Distribution
& Communication
carla.bertone@louiemedia.com

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CRACKING THE GEN Z CODE!

Communicating with the Next Generation

"Younger Europeans
are less likely to get
news from legacy
platforms."

Source : **Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults.** Pew Research center, Report, October 30, 2018.





KEY INSIGHTS

1 IN 2024, 97% OF YOUNG PEOPLE (AGED 16-29) IN THE EU REPORT DAILY INTERNET USE. (1)

2 40% SAY THEY SOMETIMES OR OFTEN AVOID THE NEWS, UP FROM 29% IN 2017. (2)

3 32% OF 18-24 YEAR OLDS USE TIKTOK TO STAY INFORMED.(2)

4 ADULTS UNDER 30 ARE LESS LIKELY TO AGREE ON A SINGLE MAIN SOURCE FOR NEWS (3)

(1) Source : Young People - digital world, European Commission, May 2025
(2) Source : Digital News Report 2024 - 2025 (Reuters Institute, University of Oxford) / 94k respondents
(3) Source : Western Europeans Under 30 View News Media Less Positively, Rely More on Digital Platforms Than Older Adults Pew Research center, Report, October 30, 2018.



JOAN CAÑETE BAYLE

Editorial Projects Strategy Director, Prensa Iberica (Spain)

"Prensa Ibérica's strategy for reaching Generation Z is primarily carried out through social media, mainly via the publication Código Nuevo, a 100% social media-native outlet that structures its content around content creators. Código Nuevo is a standalone publication and, in addition, produces content and provides advice on social media strategy for the group's legacy media outlets."



Website : [Codignonuevo.com](https://codignonuevo.com)



UNDERSTANDING GEN Z



REPORTS

"Younger groups, especially those aged 18–24, are much more likely than older ones to prefer watching – or listening to – the news."

Digital News Report 2025, Reuters Institute, Oxford University

SOLUTIONS ?



"To engage **younger audiences in science journalism**, news organizations have to talk to them to see what sparks their curiosity."

Martina Efeyini, science journalist, Nieman Lab Predictions for journalism, 2023.

"A recent UNESCO study showed that a majority of influencers fail to verify the information that they're sharing with their audiences. **What a huge opportunity for journalists.**"

Julia Munslow, Nieman Lab Predictions for journalism, 2024.

"It is also striking that across countries under-35s are much more likely to say the news is too hard to follow or understand, suggesting that **more could be done to make the news more accessible to younger and other hard-to-reach groups.**"

Digital News Report 2025, Reuters Institute, Oxford University