

**Q:** In a world of misinformation, which one of these, if any, will have the biggest impact on the future of the media?



42%

AI - as it evolves and is adopted by individuals / businesses alike



33%

Changing consumer behaviour in terms of the way people get their news



8%

The ongoing decline of print media



13%

New revenue models built from e-commerce, community memberships and events



4%

Other - please share