



Consumer Trends For Young Media Consumers Should Make These Companies Take Notice

Description

A Pew Research Center study released in October 2016 revealed surprising facts when it pertained to preference for consuming news across demographic lines. Pew asked U.S. consumers aged 18 to 29 whether they prefer to listen, watch or read the news. The results showed that 42% of the bracket preferred “read,” 38% chose “watch,” and 19% would rather “listen” to get their news.

This was compared to 40% who preferred to read the news in the 30-49 demographic, 29% among those 50-64, and 27% in the 65+ age group. The study also showed of the consumers in the 18-29 demographic, 81% preferred to read their news online, and 37% of those who had a preference for watching also did so online. Even among listeners to news 30% preferred to do so online, much of which could be attributed to the rise of podcasts – digital audio files that users can download and listen to.

Thomson Reuters posts positive results on August 1

Thomson Reuters Corp ([TSX:TRI](#))(NYSE:TRI) is a multinational mass media and information firm headquartered in Manhattan, New York City. The company posted earnings that beat expectations on Tuesday, August 1, and increased its profit target for 2017. For the second quarter Thomson Reuters reported a profit of \$206 million – \$0.27 per share, this was down from \$350 million and \$0.45 per share for Q2 2016. The decline was due to accounting revisions due to foreign exchange rates and a loss of earnings from the intellectual property and science business it sold in October.

Q2 revenue was reported at \$2.8 billion which was relatively unchanged but represented a 2% growth factoring in foreign exchanges. Thomson Reuters has an Alexa rating, the algorithm to which traffic is calculated, of 500 globally and 262 in the United States.

Corus Entertainment Inc. boasts a big dividend yield

The share price of **Corus Entertainment Inc.** ([TSX:CJR.B](#)) has risen 10% in 2017 and saw a big spike in June after a terrific earnings report. Corus Entertainment is a Canadian media and broadcasting

company. It owns Global Television Network and holds a large footprint in the children's television market, owning YTV, Treehouse TV, Teletoon, and other localized channels like the Cartoon Network, Disney XD, Nickelodeon, and others.

Corus Entertainment reported profit of \$66.7 million in its third quarter, boosted by the acquisition of said Global TV Network. It reported \$461.6 million in revenue, up from \$360 million in the same period last year. This was also aided by the purchase of Shaw Media in a \$2.65 billion dollar deal in April of 2016.

Corus has fueled earnings with recent acquisitions, but a business model primarily concentrated on television, especially for a very young demographic, bring with it a great deal of long-term risk. For investors seeking income, Corus does offer a terrific 8.18% dividend yield.

Right now I prefer the heavily diversified media model of Thomson Reuters. The stock boasts a dividend of \$0.43 per share with a 2.89% yield to boot.

CATEGORY

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