

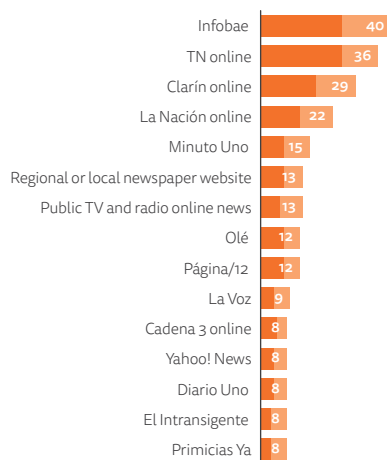


Population **45m**
Internet penetration **93%**

ARGENTINA*

WEEKLY REACH OFFLINE AND ONLINE

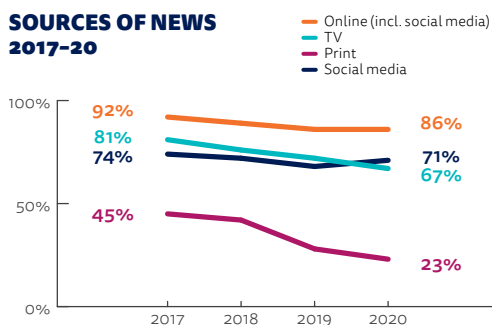
- Weekly use TV, radio & print
- More than 3 days per week TV, radio & print
- Weekly use online brands
- More than 3 days per week online brands



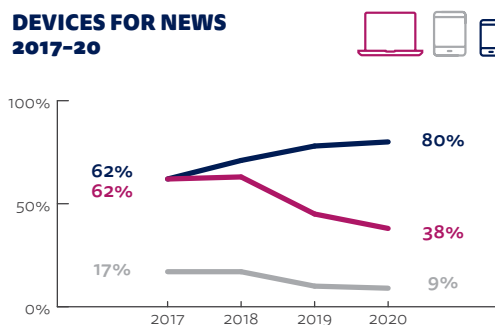
CHANGING MEDIA

Social media have overtaken TV news amongst our online sample for the first time, while weekly print consumption has fallen from 45% to just 23% over the last three years. Eight out of ten (80%) respondents say they now use the smartphone to access news each week.

SOURCES OF NEWS 2017-20



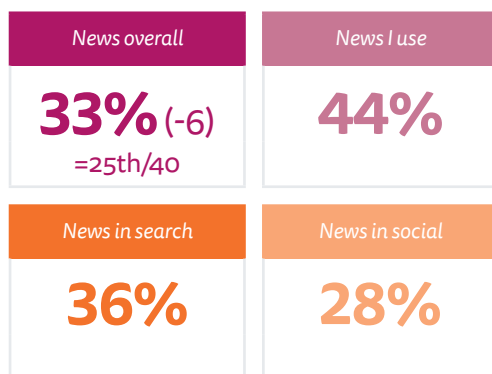
DEVICES FOR NEWS 2017-20



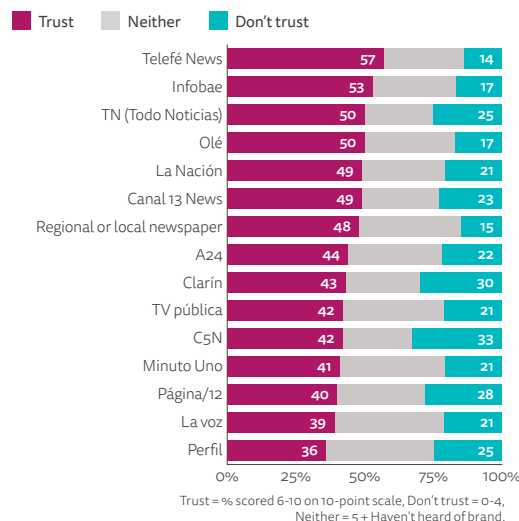
TRUST

Trust in media has significantly decreased across all media categories: only one-third of respondents trusts news overall, down from 39% in 2019. Trust in news I use is also lower, at 44%, compared to 47% a year earlier. High levels of political polarisation have affected the media industry in Argentina, with many well-known brands attracting strong levels of distrust.

DIFFERENT TYPES OF TRUST



BRAND TRUST SCORES



PAY

11%

+3

pay for **ONLINE NEWS**

TOP SOCIAL MEDIA AND MESSAGING

Rank	Brand	For News	For All
1	Facebook	65% (+2)	82%
2	WhatsApp	38% (-1)	83%
3	YouTube	26% (+1)	71%

Rank	Brand	For News	For All
4	Instagram	23% (+5)	55%
5	Twitter	14% (-1)	22%
6	Facebook Messenger	10% (-1)	38%

*Data are from more urban areas, rather than a fully nationally representative sample. These will tend to represent richer and more connected users.