

2025 KEY TRENDS FUTURE MEDIA HUBS

The media world is undergoing rapid and profound change. The emergence of new technologies, changing consumer behaviour, and the growth of alternative platforms are forcing traditional media companies to reinvent themselves. **Five key trends** are shaping the future of the media industry. **These trends are based on an analysis of more than 40 trends and 150 sub-trends that have been grouped into five overarching developments.** This paper provides an overview of these trends, their implications and possible strategies for the future.



TREND 1: CHANGING MEDIA FORMATS AND CHANNELS

There is a radical shift in media consumption towards new formats, with short-form content and mobile consumption dominating. Social media is playing a greater role in the distribution of news, but at the expense of context and depth. The growth of podcasting and audio innovation shows that impact is not always about market share. Gen Z is leading the way and gaming is increasingly influencing interactive storytelling. News organizations need to consider the value of short-form content and the effort required to make these formats as high quality as traditional newscasts.

Key Insights:

- Short-form content is growing, especially among Gen Z.
- Gaming is driving interactive storytelling and engagement.
- Podcasting and audio are growing despite modest market share.
- Social media's role in news media is problematic: context gets lost, depth is missing, and it doesn't drive traffic to news outlets.

TREND 2: THE IMPORTANCE OF CONNECTIONS AND RELATIONSHIPS



Young people are building strong relationships with alternative news sources and influencers. Traditional media is struggling with this, while new media influencers are successfully building communities around their content. This explains the growth of dark social platforms, such as WhatsApp and Telegram, and the success of community-driven media initiatives. Gaming platforms show how interaction within digital communities creates a sense of belonging.

Key Insights:

- Alternative news sources gain influence through personal connections.
- Dark social platforms (eg. WhatsApp, Telegram) are becoming crucial for news distribution.
- Gaming is being used as an inspiration for building engaged communities.



TREND 3: NEW GATEKEEPERS: THE DOMINANCE OF PLATFORMS AND INFLUENCERS

Traditional media is under pressure from platforms, influencers and political interference. Big influencers like MrBeast and Acid are becoming media companies in their own right, with big investments. At the same time, the influence of governments and the emergence of AI as a news producer are creating a more complex media landscape. Fragmentation and consolidation go hand in hand, with media consumers relying less and less on traditional channels.

Key Insights:

- Influencers are becoming media companies with large investments.
- AI can take over journalistic tasks, but raises ethical issues.
- Political influence on media is increasing, raising questions about independence.
- Fragmented media landscape creates more challenges for reliability and distribution.

TREND 4: NEWS FATIGUE AND DECLINING TRUST IN TRADITIONAL MEDIA



News consumers are increasingly experiencing news fatigue. Algorithms are trapping people in personalized filter bubbles, while Gen Z does not actively seek out news, but expects it to come to them. This leads to hyper-personalized news and information volatility. At the same time, young people seek escapism in "cozy gaming", where positive and safe online environments take center stage.

Key Insights:

- News avoidance increases due to overwhelming negative news coverage.
- Filter bubbles reinforce existing beliefs and polarization.
- Hyper-personalized news is the norm for younger generations.
- Escapism in gaming is an antidote to an overload of negative stimuli.



TREND 5: AI AS AN ACCELERATOR OF DIGITAL TRANSFORMATION IN MEDIA

AI is having a huge impact on the media industry. From improving the user experience to automating journalism, AI is being used more and more. At the same time, AI comes with risks, such as disinformation and loss of trust. Many media companies are hesitant to invest in AI, even though the technology is recognized as essential for the future.

Key Insights:

- AI helps deliver more personalized and relevant news to users, but maintaining audience trust remains a major challenge
- Danger of disinformation from AI-generated content.
- Media companies are cautious about investing in AI, despite the opportunities.
- Gaming benefits from AI with more intelligent and realistic storylines.



STRATEGIC RECOMMENDATIONS

- Strategic AI integration: from content creation to workflow automation.
- News media need Big Tech for reach, but face the challenge of competing by creating unique, engaging content that keeps audiences on their own platforms.
- Community engagement as a core strategy in content strategy.
- Greater interaction between games and traditional media.
- Move to personalized content and interactive experiences.
- Rebuilding trust through transparency and ethical journalism.
- Counter news avoidance by focusing on solutions journalism.
- Support startups and scale-ups to drive innovation in the industry.
- Create flexible and scalable media architectures.
- Invest in upskilling staff, both technologically and conceptually.

Media change is **inevitable and happening faster than ever**. Traditional media companies must adapt to new formats, technologies and consumer behaviours. The key to success is innovation, strategic partnerships and regaining trust. By making smart use of AI, community engagement and interactive storytelling, media can reposition itself in an increasingly competitive landscape. There is no absolute truth, but the **need to respond to the changing media landscape is more urgent than ever**.

FULL TREND REPORT 2025



KEYTRENDS PER HUB



NEWS HUB

1. AI is accelerating digital transformation in journalism
2. News consumption patterns are changing dramatically
3. A new style of audience relations & engagement
 - newsletters, interactive social media and messaging apps, fostering community-driven conversations & trust
4. Trust in news is declining and the need for more transparency
5. News fatigue and news avoidance are increasing
6. Increasing pressure on the news business model
7. New gatekeepers are pushing news media companies out
8. The future of news is both local and global
9. Innovative journalistic approaches are reshaping news
10. Regulation and ethics become increasingly important in news
11. Diversity and inclusion remain a weak point in traditional news
12. News impact and audience behaviour
 - lasting relationships and financial stability in news media



GAME HUB

1. **Changes in consumer behaviour and demands:** evolves into a social, immersive and expressive experience, emphasizing accessibility, authenticity and digital ownership, shaping player expectations beyond the gaming world.
2. Business development & the prosumer/UGC model
3. Equal playing field of games and traditional media
4. Games as social platforms & gaming communities
5. Virtual transformation & virtual worlds
6. Social acceptance & accessibility to play
7. Immersivity and interactivity in journalistic context
8. Esports ecosystem claiming new audiences
9. Regulation & the detox of games



NEW TECHNOLOGY HUB

1. AI technology transformation: LLM, NLP & Generative AI
2. Strategic infrastructure evolution (XR)
3. Balancing skill development and long-term growth in AI-driven media, strengthening governance and industry standards for responsible AI
4. Collaboration and cloud services driving innovation in media & entertainment



NEXT GEN HUB

1. The rising importance of interactivity and gamification in media consumption
2. The dominance of short & snackable content in a mobile-first world
3. AI-driven personalization transforming media experiences
4. Community building and social interaction redefining audience loyalty
5. Transmedia storytelling enhancing narrative immersion
6. Virtual identity and avatars are redefining interaction
7. The evolution of edutainment as a bridge between learning and leisure

SANDBOX HUB



1. AI, entertainment, music, and mediatech as a growing industry
2. AI & XR at the forefront
3. Challenges in access to specialized support
 - funding gap in entertainment, music and mediatech despite industry potential.
4. Business-to-business (B2B) focus
 - providing tools, platforms, and solutions to other businesses in the media value chain.
5. Global orientation

