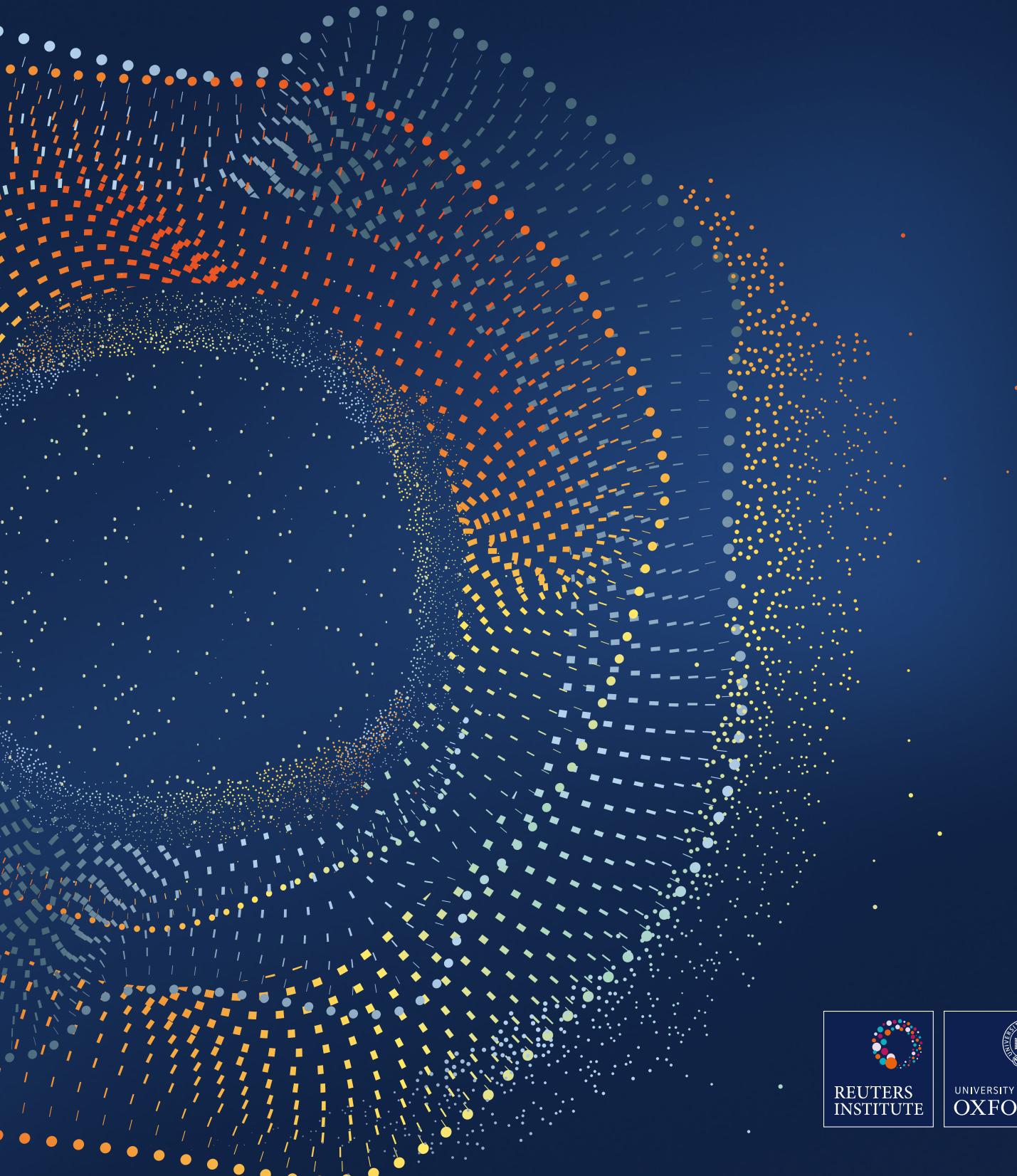


Reuters Institute Digital News Report 2026



ITALY

Historically characterised by television dominance, concentrated ownership, and a relatively slow digital transition, Italy's media landscape is now being reshaped by disputes over platform power, major ownership changes, and the rise of new online actors. The result is a more competitive but also more fragmented market, where legacy brands, digital-born outlets, and creators increasingly coexist and compete.

Italy's legacy media sector is still dominated by TV, which generates 73% of traditional media revenues. The sector has historically been highly concentrated around the PSB Rai and the Berlusconi family's Mediaset. Rai remains the leading operator, ahead of Sky and Mediaset, and these three broadcasters together account for 69% of total TV revenues. Meanwhile, streaming platforms such as Netflix, DAZN, Amazon, and Disney continue to expand, now capturing more than 21% of TV revenues.

Growth in digital advertising has not benefited the wider media sector evenly, as revenue has become ever more concentrated among a few large platforms. The latest figures, for 2024, show that platforms took over 85% of gross digital advertising revenues, further marginalising publishers and traditional advertising sales houses.⁸⁰

Weekly offline reach figures are dominated by the news and current affairs programmes of Italy's leading broadcasters. Among print outlets, only *Corriere della Sera* and *La Repubblica* are used weekly by 10% of respondents. These are the flagship titles of Italy's two main publishing groups, Cairo/RCS and GEDI. Cairo/RCS also owns the commercial broadcaster La7, while GEDI has historically owned several newspapers, radio stations, and digital-native brands.

GEDI has undergone rapid and far-reaching change in recent years and, most recently, in March 2026, it was 100% acquired by the Greek media group Antenna, controlled by the Kyriakou family. The transaction includes *La Repubblica*, Radio DeeJay, Radio Capital, HuffPost Italia, National Geographic

Italia, Limes, and the advertising sales house Manzoni, but not the daily *La Stampa*, already sold separately to regional publisher SAE. The deal is the latest step in a broader reshaping of GEDI, after earlier disposals of many local titles and of the weekly *L'Espresso* in 2022.

Online news use is less dominated by broadcasters than the offline market. Although Mediaset, Sky, and Rai are important digital brands, they face much stronger competition online from newspaper websites such as *La Repubblica*, *Corriere della Sera*, *Il Fatto Quotidiano*, and *Il Sole 24 Ore*, alongside the news agency ANSA. The online environment has also created more room for digital-born players. Fanpage continues to lead the online rankings, while *Il Post*, HuffPost Italia, and CityNews (owner of local outlets such as *RomaToday* and *MilanoToday*) have also built meaningful audiences. This shift is even more visible among younger users, where the social-first brand Will Media and the digital native *Il Post* reach 11% and 15% of under-35s respectively.

Italy became an important testing ground for how publishers, regulators, and policymakers are seeking to redefine the relationship between journalism and tech platforms. In 2025 the media and telecoms regulator AGCOM issued high-profile decisions determining the 'fair remuneration' due from Meta and LinkedIn for the use of GEDI's journalistic publications. AGCOM did not publish the figures but €9–10m for Meta appeared in some press reports.⁸¹ In October 2025, the newspaper publishers' federation FIEG filed a complaint with AGCOM against Google's AI Overviews, arguing that AI-generated summaries were reducing traffic to news websites and weakening advertising



Population	59m
Internet penetration	89%

revenues.⁸² Both issues will have European repercussions. Meta challenged key parts of AGCOM's fair remuneration decision, with the Italian court referring the case to the Court of Justice of the EU.⁸³ In February 2026 the AGCOM President said he was preparing to report Google AI Mode to the European Commission because of its impact on the press and on freedom of information. These disputes unfolded alongside Italy's new AI law, approved in late 2025, which introduced a national framework covering AI harms, copyright, data, and training uses.

Influencers and content creators are becoming more relevant in Italy, and regulators have started to respond. In July 2025, AGCOM adopted a new code of conduct for 'significant' influencers, later opening a registration portal for larger creators and introducing basic rules on transparency, commercial disclosure, and content responsibility. In the final days of the March 2026 constitutional referendum campaign, Prime Minister Giorgia Meloni appeared on Pulp Podcast, a video podcast hosted by a popular Italian rapper and YouTuber. At the same time, Substack has gained ground among established journalists and commentators, including Stefano Feltri and Selvaggia Lucarelli, whose newsletters quickly attracted large paying audiences.

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⁸⁰ <https://www.agcom.it/publicazioni/relazioni-annuali>

⁸¹ <https://www.ilsole24ore.com/art/agcom-meta-dovra-versare-nove-milioni-euro-gedi-AHqxj3fB>

⁸² <https://www.theguardian.com/technology/2025/oct/16/google-ai-overviews-italian-news-publishers-demand-investigation>

⁸³ <https://www.ilsole24ore.com/art/meta-giornali-l-avvocato-ue-da-ragione-editori-AHhBZceB>

WEEKLY REACH OFFLINE AND ONLINE FOR NEWS

TOP BRANDS

% Weekly usage for news

Note: percentages reflect recalled news usage by survey respondents.

- Weekly use TV, radio & print
- Weekly use online brands

8% (-1)
pay for
ONLINE NEWS



TV, RADIO, AND PRINT

Rai TV News (Tg1, Tg2, Tg3, TgR)	38
Mediaset TV News (Tg4, Tg5, Studio Aperto)	36
SkyTg24	20
TgCom24 (Mediaset)	20
Rai News24	16
Tg La7	14
Commercial radio news	14
Rai radio news (Gr1, Gr2, Gr3)	11
Other regional or local newspaper	11
Fuori dal Coro	11
Dritto e Rovescio	10
La Repubblica	10
Il Corriere della Sera	10
Piazzapulita	8
Porta a Porta	7
Il Fatto Quotidiano	7

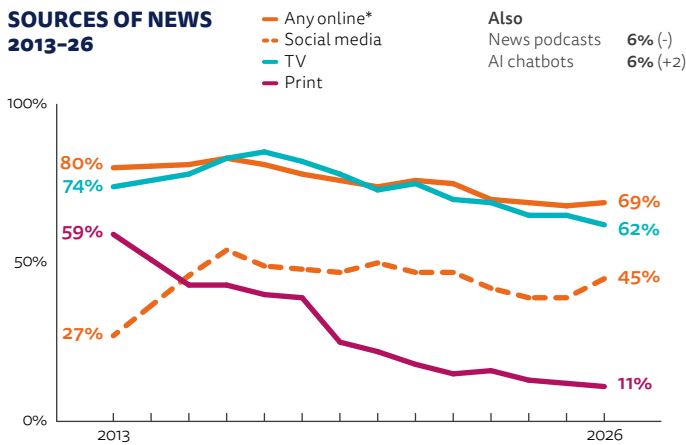
ONLINE

Fanpage	22
TgCom24 online (Mediaset)	17
ANSA online	17
SkyTg24 online	14
La Repubblica online	11
Rai News online	11
Il Corriere della Sera online	10
Commercial radio news online	9
Il Fatto Quotidiano online	9
IlPost.it	8
Notizie Libero online	7
Other regional or local newspaper online	7
Il Sole 24 Ore online	7
TgLa7 online	7
Free newspapers online	7
HuffPost	5

CHANGING MEDIA

Weekly reach for TV news is down slightly but remains comparatively high, while print is at just 11%. After an 11pp fall since 2020, social media use for news is up 6pp.

SOURCES OF NEWS 2013-26



* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots

Also
News podcasts 6% (-)
AI chatbots 6% (+2)

TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News	For All
1	Facebook	44% (+8)	69%
2	Instagram	31% (+9)	60%
3	WhatsApp	29% (+8)	89%
4	YouTube	21% (+1)	65%
5	TikTok	11% (+1)	30%
6	Telegram	7% (+1)	27%

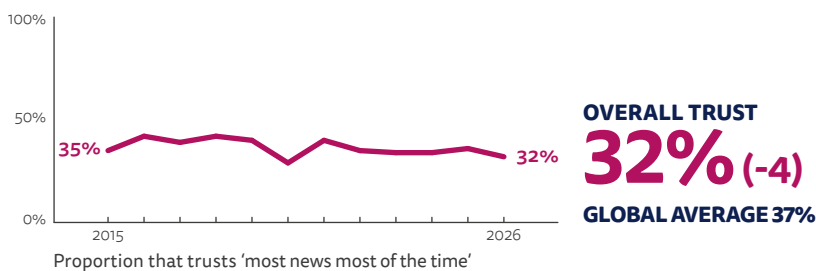


36% (+3) AVOID THE NEWS sometimes/often

TRUST

Trust in news has fallen further and remains comparatively low, at 32%. In Italy's highly polarised media environment, brands seen as more neutral tend to attract higher levels of trust, while outlets with a clearer partisan profile generally score lower and are trusted mainly by those who share similar political views.

OVERALL TRUST IN NEWS 2015-26



PUBLIC OPINION ON BRAND TRUST

Only the brands listed were included in the survey. It should not be treated as a list of the most or least trusted brands, as it is not exhaustive.

Brand	Trust	Neither	Don't Trust
ANSA	74%	18%	8%
Fanpage	41%	31%	29%
Il Corriere della Sera	59%	26%	15%
Il Fatto Quotidiano	54%	29%	17%
Il Giornale	46%	31%	23%
Il Sole 24 Ore	64%	24%	11%
IlPost.it	44%	38%	18%
La Repubblica	55%	27%	18%
La Stampa	54%	30%	16%
Libero Quotidiano	41%	32%	27%
Mediaset News	54%	23%	23%
Other regional or local newspaper	60%	27%	12%
Rai	56%	23%	22%
SkyTG24	64%	24%	12%
Tg La7	58%	26%	15%

Q6_2018_trust. How trustworthy would you say news from the following brands is? Please use the scale below, where 0 is 'not at all trustworthy' and 10 is 'completely trustworthy'. Details: 6-10 coded as 'Trust', 5 coded as 'Neither', 0-4 coded as 'Don't trust'. Those that haven't heard of each brand were excluded. Whether respondents consider a brand trustworthy is their subjective judgement, and the scores are aggregates of public opinion, not an objective assessment of underlying trustworthiness.



WORLD PRESS FREEDOM INDEX SCORE 2026

Score: **65.16**

56 / 180