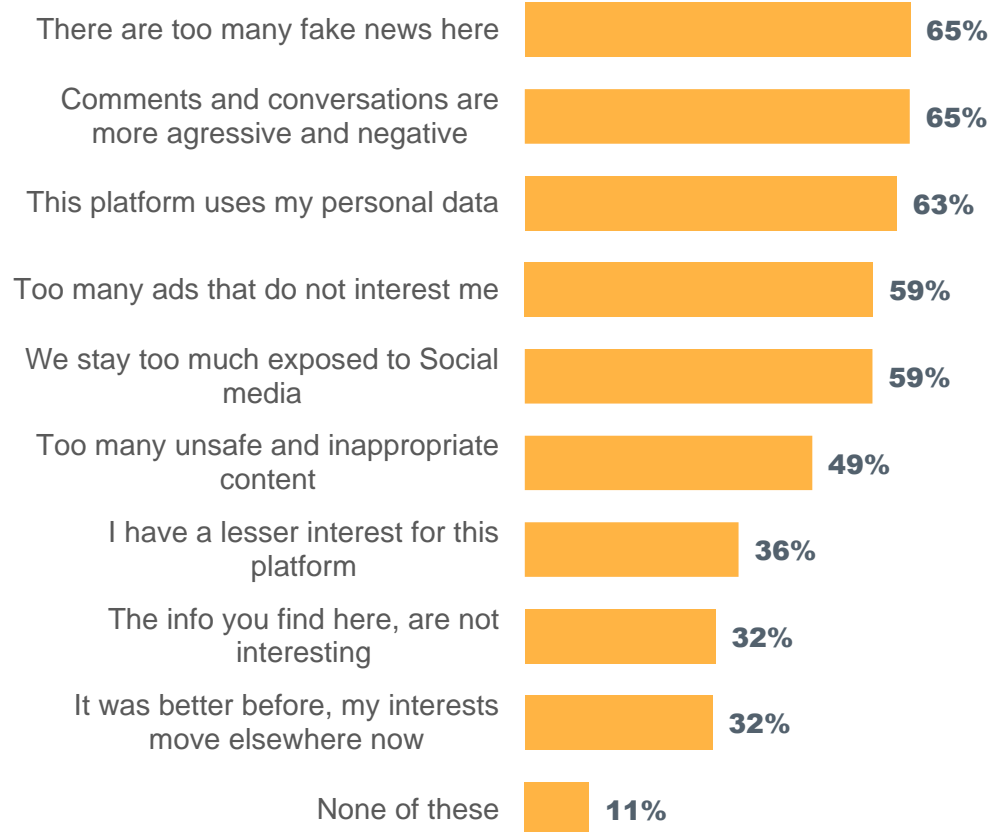


SOCIAL MEDIA, not that POPULAR

Opinions towards the used social networks by their publics...

Social network 1



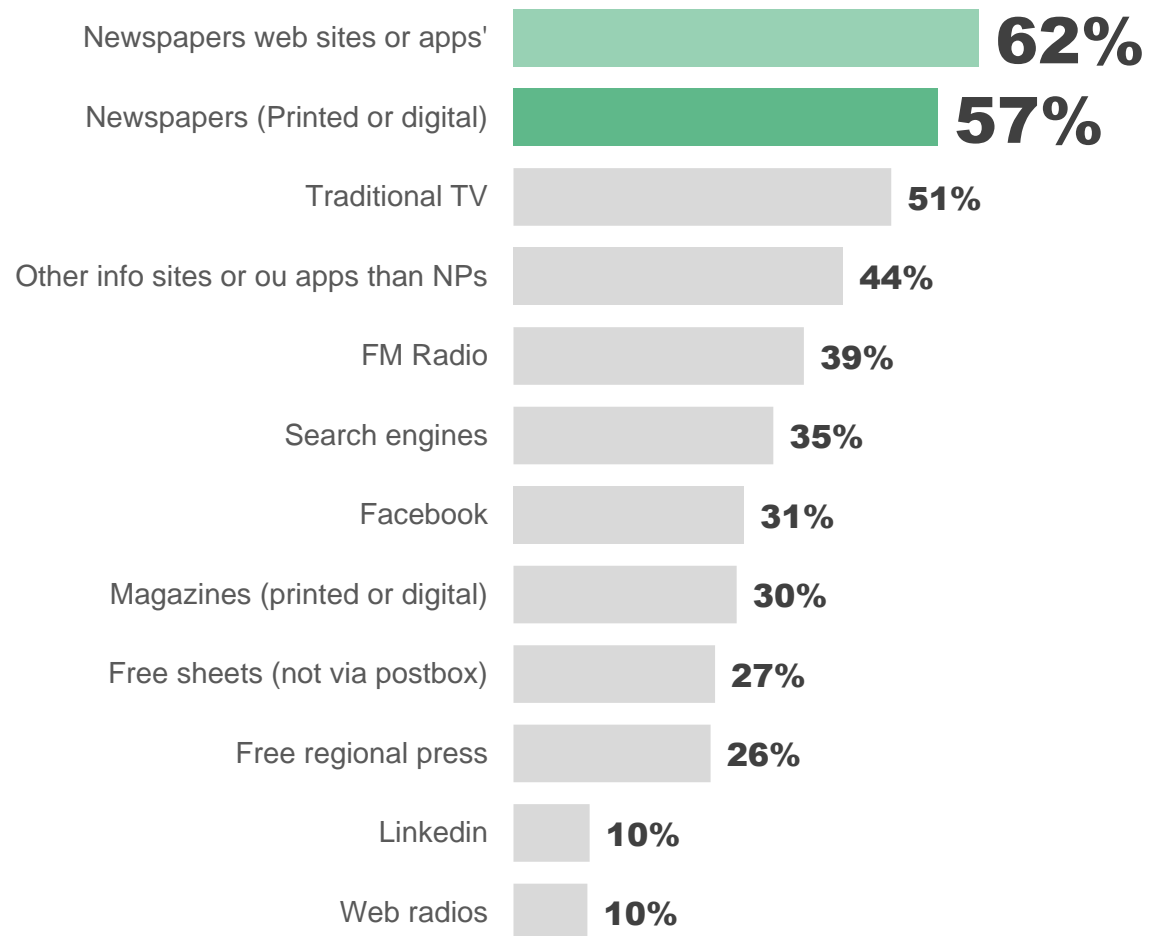
Social network 2



Source: NP Media Barometer March 2021

Base: regular users of social the network | Social Network X opinions | FB: n=1520, 5,2 answers per ind. | YT : n=1185, 2,9 answers per ind.

NEWSBRANDS are the MOST **RELIABLE** MEDIA



FACT