

RESEARCH:

FROM A VOLUME ECONOMY TO DATA-DRIVEN JOURNALISM:

The New Era in
Digital Media
(2023-2026)



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RESEARCH:

FROM A VOLUME ECONOMY TO DATA-DRIVEN JOURNALISM: THE NEW ERA IN DIGITAL MEDIA (2023-2026)

Over the last 10 years, digital media has been under enormous volume pressure created by the cycle of “more content, more traffic, more advertising.” As the number of media outlets and digital content creators has increased, the advertising pie has grown, but it is now divided into increasingly smaller shares.

As a result, publishers operating with much smaller teams than before have to race against time under an information overload and produce more content to generate more revenue.

When artificial intelligence (AI), which makes content creation easier, and an increasingly difficult disinformation environment are added to this picture, the need for quality data and verified information continues to rise.

Newsrooms, business desks, publishers, and content creators see press releases that contain verified information and quality data as a “safe harbor.”

The massive growth in content and disinformation has pushed publishing to a point where it can no longer be managed solely through human labor. At the same time, editors want to use the advantage of being the “first to publish” by turning a press release into a live story within seconds.

FactGenie, an AI tool developed by Reuters News Agency, one of the world’s most influential and trusted sources for business and financial news, may be one of the clearest proofs of this need. (Reuters Institute - Journalism and Technology Trends and Predictions 2026)

Reuters News Agency automatically extracts key information from press releases sent by companies, enabling financial journalists to publish them quickly. Used by 150 journalists worldwide, this tool has also halved the time it takes to publish news other than company news.



The Reuters example supports the main argument of the research discussed in this article: the journalist's role is shifting from writing from scratch to verifying incoming data and placing it in context.

At this point, data delivered through quality press release distribution enters the radar of AI tools and editors much faster.

As B2Press, through our professional editorial services, we provide journalists with the quality information and verified data they are looking for in a ready-to-use format.

Building on this context, and with the support of artificial intelligence, we selected two of the regions and three of the countries within our scope of service.

From a data journalism perspective, we examined the online performance of 30 leading publications across Europe, the

Middle East, the United Kingdom, Türkiye, and the UAE between January 1, 2023 and March 31, 2026.

We also analyzed how much of the content creation in these publications were originated from press releases. Let's evaluate the results of the B2Press Online News Analysis 2026 research together.

1. Total News Creation by Publication

As part of the B2Press Online News Analysis 2026 research, we reviewed the selected leading publications from each region based on their total content creation performance between 2023 and 2025.

We assessed daily and annual average online news within the framework specified in the research methodology. The three-year trend points to an average annual increase of 7% in content volume.

Publication	Country/Region	2023	2024	2025	Average (Annual)	Average (Daily)
aljazeera.com	Middle East	54.750	58.400	62.050	58.400	160
bbc.co.uk	United Kingdom	73.000	75.500	78.000	75.500	207
dailymail.co.uk	United Kingdom	292.000	310.250	328.500	310.250	850
sozcu.com.tr	Türkiye	91.250	98.550	105.850	98.550	270
khaleejtimes.com	UAE	43.800	47.450	51.100	47.450	130
bild.de	Europe	109.500	113.150	116.800	113.150	310



2. Analysis of Selected Publications

To capture the most up-to-date picture, we focused on two different publications and included the first quarter of 2026.

We calculated brand-mentioned news, the press release coverage rate, and news using data.

BBC (United Kingdom)

The BBC, the United Kingdom's public service broadcaster, was one of the publications that kept press release coverage at the lowest level despite its high content volume.

Data was used in almost one in every three stories (32%), while this rate exceeded 40% in business and technology news.

The share of stories mentioning a brand remained at 14%, while the rate of stories

we identified as potentially published as a result of press releases, through comparisons with other media outlets, was 6%.

We found that the BBC's strategy is based on taking the data in a press release and reproducing it within its own context, rather than publishing the release as is.

Sözcü (Türkiye)

When we examined Sözcü, a newspaper published in Türkiye, we found that its publishing focus is mainly on current affairs and business.

Particularly in consumer-oriented business news, we observed that brand and data use are blended together.

The rate of stories that qualified as press release coverage was 15%, and these stories appeared especially in the "Business" and "Lifestyle" categories.

BBC (United Kingdom)

Metric	Value
Total News Stories (2023-2026 Q1)	246.600
Daily Average	208
Category with Highest Volume	World, Politics
Brand-Mentioned News Rate	14%
The Rate of Press Release Coverage	6%
The Rate of News Using Data	32%

Sözcü (Türkiye)

Metric	Value
Total News Stories (2023-2026 Q1)	323.550
Daily Average	274
Category with Highest Volume	Current Affairs, Business
Brand-Mentioned News Rate	22%
The Rate of Press Release Coverage	15%
The Rate of News Using Data	18%



3. Category-Based Distribution and Brand Density

As part of the **B2Press Online News Analysis 2026** research, we also examined in which categories publications produced the most news.

It is important to remember that this distribution is influenced not only by editorial preferences but also by the advertising revenue model.

In publications across the Middle East and the UAE, the business and economy category accounts for more than 30%, while over 60% of the stories in this category directly or indirectly include a brand.

In Europe, publications such as Le Monde and El Mundo continue to be dominated by politics and world news.

The technology category stands out as the area where brand visibility is highest.

Highest-Volume News Categories		
Publication	1 st Category	
The Guardian	World	28%
Mynet	Entertainment	30%
Khaleej Times	Business/Economy	35%
Yahoo	Lifestyle	40%
Publication	2 nd Category	
The Guardian	Politics	22%
Mynet	Current Affairs	25%
Khaleej Times	Local	25%
Yahoo	Business	20%
Publication	3 rd Category	
The Guardian	Culture	15%
Mynet	Business	18%
Khaleej Times	Lifestyle	15%
Yahoo	Technology	15%



4. The Relationship Between Data Use and Brands

One of the most striking findings of our research is the increasing acceptance of data-driven press releases in newsrooms.

Publications in the UAE are the ones that turn press releases into news the most, while data use in these stories is also ahead of other publications.

European journalists also favor the use of data.

Press release distribution has become a mechanism that meets the need for “fast and verified content” in digital media.

Especially in finance, technology, and healthcare, newsrooms evaluate a press release not as a PR text, but as a “ready-to-use, verified data package.”

Publication Group	Press Release Coverage	Data Use in Press Releases
European Publications	12%	45%
Turkish Publications	18%	38%
UAE Publications	28%	60%

5. Regional Comparison (2023-2026 Q1)

As part of the B2Press Online News Analysis 2026, we selected 2 regions and 3 countries. Among them, the UAE stood out as the country with the world's highest density of branded news. It is also not far behind other countries in terms of data use.

In the country, press release distribution forms the backbone of business journalism.

In Europe and the United Kingdom, data-driven journalism is more prominent. Brand content can appear on homepages only when supported by strong data, such as statistics, market share, or research.

Region	Brand Name Mention Rate in News	Press Release Coverage	The Rate of News Using Data
Middle East	28%	22%	19%
Europe	16%	9%	27%
United Kingdom	14%	7%	31%
Türkiye	24%	17%	21%
UAE	35%	30%	25%

Conclusion: Strategic Distribution in the New Media Ecosystem

The findings of the B2Press Online News Analysis 2026 research reveal a clear reality: online news creation is now a volume economy, and the way to avoid getting lost in this volume is through “data” and “verification.”

The most striking picture in the regional comparison comes from the UAE.

In the publications analyzed, the press release coverage rate reaches 30%. In other words, nearly one in every three stories in the UAE is directly or indirectly based on a press release.

The same rate remains at 7% in the United Kingdom and 9% in Europe. Türkiye is among them with 17%.

When viewed from the perspective of data use, the picture is reversed: 31% of news stories in United Kingdom publications contain data, while this rate remains at 25% in the UAE.

Europe ranks second with 27%.

This finding points to an important pattern: as data-driven journalism increases, the press release coverage rate decreases, but data-driven releases play a decisive role in crossing this threshold.

Over the three-year period covered by the research, press release coverage rates show a general upward trend.

Despite the average annual 7% increase

in content volume, the rise in coverage rates indicates that the weight of press releases in editorial workflows is growing in direct proportion to volume pressure.

At the category level, technology stands out as the area where press release-originated news creation is most intense.

In finance news, data-driven releases are evaluated by editors as priority sources; content containing market share data, investment figures, and growth statistics reaches newsrooms as a “ready-to-use dataset.”

Healthcare remains the category with the highest need for verification, making source credibility and data quality critical.

In publications across the Middle East and the UAE, the business and economy category accounts for more than 30% of total content creation, and over 60% of the stories in this category directly or indirectly include a brand.

The structural conclusion we reached from the research as a whole is this: while newsroom resources are shrinking, pressure on them to create more is increasing.

In this paradox, press releases function not only as an announcement tool for newsrooms but also as a content source.

In an environment where the journalist's role is shifting from writing from scratch to verifying incoming data and placing it in context, content that is supported by data, contains analysis, and is prepared to global standards can be directly integrated into the editorial workflow.

As we saw in the BBC example, even

publications with high editorial standards take the data in a release and reproduce it in their own context, making the quality of the release decisive.

As a practical reflection of this transformation, brands need to go beyond creating good content.

It is also important for prepared content to reach the right media network, in the right technical format, and with speed.

Online PR platforms such as B2Press come into play at exactly this point with business models that make press release distribution possible across the world.

In the “high volume - limited time” equation we observed in the B2Press Online News Analysis 2026 research, data-driven content supported by a professional distribution network becomes one of the strongest assets in brands’ fight for digital visibility.

To summarize in one sentence: 2026 and beyond will be an era won not only by those who create the news, but by those who distribute data in the fastest and most reliable way.

Publications Analyzed by Region

Regions	
Middle East	Europe
aljazeera.com	bbc.co.uk
alarabiya.net	bild.de
youth7.com	lemonde.fr
khaleejtimes.com	notizie.it
gulfnews.com	elmundo.es
elbalad.news	emerge.nl
masrawy.com	capital.ro
sabq.org	pt.investing.com
al-watan.com	onet.pl
arabnews.com	hln.be

Publications Analyzed by Country

Countries		
United Kingdom	Türkiye	United Arab Emirates
bbc.co.uk	sozcu.com.tr	khaleejtimes.com
yahoo.com	hurriyet.com.tr	gulfnews.com
theguardian.com	mynet.com	www.gulftoday.ae
dailymail.co.uk	ensonhaber.com	alkhaleej.ae
bbc.com	haberler.com	mathrubhumi.com

Methodology and Data Reliability

This study was prepared by consolidating data obtained from sitemap scans, RSS feed analyses, Google News index samples, and digital media monitoring tools.

Within the scope of the research, more than 3 million URLs from 30 publications were examined.

For each publication, the daily average number of news stories was calculated using URLs selected through monthly sampling, and projections were made with a weighted average by year.

The URL structures, meta-tags, and keyword density of news stories were analyzed using NLP (Natural Language Processing)-based classification.

The presence of commercial organization names in news texts and the frequency of corporate announcement patterns such as “the CEO made the following statement,” “a launch was organized,” and “completed an investment round”

were measured. Numerical indicators, percentage expressions, financial tables, or research references were searched within the text. Data obtained from publications with direct archive and API access, such as BBC, Al Jazeera, The Guardian, Sözcü, and Hürriyet, has high reliability.

For publications such as Bild, Le Monde, Khaleej Times, and Gulf News, index-based sampling and sitemap verification were conducted.

This research reflects the online performance of selected publications and does not claim to represent the media ecosystem of the relevant regions and countries.

The estimation model was used due to limited archive access for some local Arabic publications. The data regarding these publications should be considered indicative.

The threshold values used in determining press release reflection are based on the decision of the researcher and the results may differ partially with different methodological preferences.

A mockup of the B2PRESS account creation interface. It includes a 'CREATE AN ACCOUNT' header, input fields for first name (John), last name (Doe), company (Acme Inc.), email (your@emailaddress.com), and password (masked with asterisks). A 'REGISTER' button is highlighted with a cursor. Below the form is a link for 'Already have an account?'. To the right, a teal box contains the B2PRESS logo, the tagline 'Where business meets media — open this door to elevate your brand!', and a 'CONTINUE WITHOUT LOGIN' button. At the bottom left of the form is a 'Sign in with Google' button.

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