

The current issue of the [Economist](#) features an article aptly titled **The people formerly known as the audience**.

So, what is the future of media, especially news? Where do all news come from (or will)?

*Surveys in Britain and America suggest that 7-9% of the population use Twitter, compared with almost 50% for Facebook. But Twitter users are the “influencers”, says Nic Newman, former head of future media at the BBC and now a visiting fellow at the Reuters Institute at Oxford University. “The audience isn’t on Twitter, but the news is on Twitter,” says Mr Jones.*

Quoting President Obama, Bin Laden and the Huffington Post, the article delves deep into news and its distribution in 2011; we do get some useful hints.

*Thanks to the rise of social media, news is no longer gathered exclusively by reporters and turned into a story but emerges from an ecosystem in which journalists, sources, readers and viewers exchange information.*



Check the [original Economist article here](#).