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Newscasts: an opportunity to connect with television channel audiences

Los telediarios: una oportunidad para conectar con la audiencia de los canales de televisión

Ana González-Neira
ana.gneira@udc.es
https://orcid.org/0000-0002-6369-0323
Universidade da Coruña, Spain
https://ror.org/01qckj285

Natalia Quintas-Froufe
n.quintas.froufe@udc.es
https://orcid.org/0000-0001-7597-6516
Universidade da Coruña, Spain
https://ror.org/01qckj285

Carlota Fiaño-Salinas
carlota.fsalinas@udc.es
https://orcid.org/0000-0002-6315-3296
Universidade da Coruña, Spain
https://ror.org/01qckj285

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Abstract

The growing competition from Over-the-Top (OTT) platforms has transformed the programming offerings of traditional television networks. For these channels, newscasts are a differentiating feature from the content offered by competitors outside the classic structures of television broadcasters, in which live broadcasts are scarce. This research analyzes the behavior of the Spanish television audience regarding newscasts over the past six years (2019-2024) to determine whether their evolution has been affected by these changes, the impact of the Covid-19 pandemic or the dislocation of news. In this way, it is possible to assess whether these segments constitute a significant framework within the programming schedules of linear channels. To achieve this, audience data from the four Spanish generalist networks that have broadcasted newscasts during these six years were analyzed, based on information obtained from audience measurement systems. The results indicate that these programs have increased their viewership, with a special predominance of Antena 3's news broadcasts. Furthermore, newscasts tend to contribute to the audience of the channels and confirm the importance of audiovisual journalism in their schedules. It is concluded that newscasts are a differentiating value compared to OTT platforms, both in terms of content and consumption format.

Keywords

Audience, newscasts, television, programming, audiovisual consumption, time-shifted audience, pandemic, OTT.

Resumen

La creciente competencia de las plataformas *Over the top* (OTT) ha transformado la oferta de programas de las cadenas generalistas de televisión. Los telediarios constituyen para estos canales un rasgo diferenciador de los contenidos ofertados por concurrentes ajenos a las estructuras clásicas de emisores televisivos, en los que las transmisiones en directo son exiguas. En esta investigación se analiza el comportamiento de la audiencia televisiva española respecto a los noticiarios durante los últimos seis años (2019-2024) para determinar si su evolución se ha visto afectada por los cambios mencionados, el impacto de la pandemia y la plataformización de los medios. De este modo se puede valorar si estos espacios constituyen un pilar importante dentro las parrillas de programación de los canales lineales. Para ello se analizan los datos de audiencia de las cuatro cadenas españolas de corte generalista que emitieron telediarios en estos seis años basándose en la información procedente de la audimetría. Los resultados indican que estos espacios han incrementado su peso entre los más vistos de las cadenas con especial predominio de los telediarios de Antena 3. Además, los noticiarios suelen aportar audiencia a los canales y corroboran la importancia del periodismo audiovisual en sus parrillas. Se concluye que los telediarios constituyen un valor diferenciador frente a las plataformas OTT tanto en contenido como en forma de consumo.

Palabras clave

Audiencia, informativos, televisión, programación, consumo audiovisual, audiencia en diferido, pandemia, OTT.

Introduction

The emergence of new players on the television has forced traditional television channels to relocate and redefine themselves. In the last five years, the percentage of subscribers to *Over the Top* (OTT) services has almost doubled from 37% to 65%, but linear television retains its dominance with 84% of the audience compared to 16% for streaming (Vara *et al.* 2024). In Spain, the arrival of Netflix in 2015 and the subsequent arrival of other OTTs changed the audience's audiovisual consumption patterns and led to a further adaptation of programming schedules (Cascajosa-Virino, 2018; Fernández Herruzo, 2024; Izquierdo-Castillo and Latorre-Lázaro, 2022). The digitization of television production and consumption, platformization, and the increase in digital video viewing imposed an even more pressing search for audiences than already existed (Cañedo and Segovia, 2022; de la Casa *et al.,* 2023; Ekström and Westlund, 2019). The audiovisual offering diversified and competition increased significantly (Budzinski *et al.,* 2021), leading to a review of the business model in light of the development of the digital (Arjona Martín, 2021; Quintas-Froufe and González-Neira, 2016).

This transformation took place in two main directions. On the one hand, various studies have addressed the changes in the programming schedules of traditional channels (Fernández Herruzo, 2024; Forteza Martínez, 2021; Saavedra Llamas *et al*., 2021), in which some genres have been relegated due to strong competition from OTTs.

On the other hand, with varying degrees of success, television channels have been incorporating innovations with the aim of extending their reach. They have expanded their viewing windows through social media (Gallardo-Camacho and Maganto-Pérez, 2022), YouTube (Carrillo Bernal *et al.,* 2022; González-Neira *et al.,* 2022), time-shifted broadcasting, and even new proprietary platforms such as Flooxer (Atresmedia), Playz (RTVE), Mtmad (Mediaset), and their own OTTs such as RTVE play (García Torre, 2022) in order to reach younger audiences (Eguzkitza-Mestraitua *et al.,* 2023).

In a context of liquid television, where consumption is diluted in terms of when, how, and where due to the dynamics imposed by technological innovations and new viewing models derived from OTTs, news programs can break with these practices and maintain loyalty to the temporal factor.

In this complex environment, with linear television audience figures in gradual decline in recent years in Spain (Barlovento, 2024), it is worth

investigating whether the audience supports the basic principles of educating, informing, and entertaining of generalist television or whether, on the contrary, their information preferences have limited this triad due to novel news consumption practices (Gómez de Travesedo Rojas *et al.,* 2020; Herrero-Diz *et al.,* 2020; Vázquez-Herrero *et al.,* 2022) or their own interest in the news. In this regard, data from *the Digital News Report Spain 2024* reflect a progressive increase in news indifference. With the increase in supply through new channels such as social media, which are increasingly used by younger generations (Catalina-García *et al.,* 2021; Cortés Quesada, 2022; Ceballos-del-Cid *et al.,* 2025; Goirizelaia *et al.,* 2025), it is worth asking whether the role that news programs actually play has been negatively affected in terms of audience.

In this regard, various studies support the prominence of the small screen in the news habits of Spaniards, with a rate very close to that of the internet. The survey by the Sociological Research Center (CIS) on social media audiences (2023) ranks television as the preferred medium for news. Likewise, the *General Framework of the Media in Spain* (AIMC, 2024a) indicates that it is the medium with the highest usage (81.1%), coincidentally the same percentage as in 1980. However, the momentum of the internet in this area should not be overlooked. The *General Media Study* for the last four months of 2024 shows that television, with 81.6%, ranks second in terms of media penetration, behind the internet with 88.9% (2024b).[1] Internet use varies, but according to the *General Framework of the Media in Spain* (AIMC, 2024a), 60.1% of those surveyed use the internet to keep up with current events.

The 2024 edition of the *Digital News Report Spain* points to a downward trend in trust in the news and a declining interest in politics and information. This study provides more detailed information by breaking down the digital origin of the information. It notes that in the last two years there has been a slight decline in the percentage of internet users who get their news from social media. It also indicates that television remains the preferred medium for news (56%), followed by social media (48%). Furthermore, compared to previous editions of this study, there was a slight increase in 2023 in the percentage of Spaniards who cited this medium as their main source of news (38%). However, when segmented by age, another trend emerges: those under 35 prefer social media as their source of information (39%).

1 It should be noted that this overtaking already dates back to 2021.

In this context of fierce audiovisual competition, news broadcasts are a distinguishing feature for generalist channels, setting them apart from the content offered by competitors outside the classic structures of television broadcasters, where live broadcasts are scarce. This informative function does not appear and is replaced by entertainment and, sometimes, by educational content. Therefore, this study aims to analyze the behavior of the Spanish audience regarding these news programs over the last six years (2019-2024). This will reveal whether digitization and audiovisual consumption beyond television channels, as well as the pandemic, may have affected the viewing of these programs over the last six years and whether they constitute a crucial part of their programming, in terms of audience, compared to the new broadcasters.

Television news

Television news programming is best represented by news programs or telediarios. This format originated in radio and has been present in television schedules since the 1950s, following its debut in France in 1949 with the *Journal télévisé.* It offers the main news of the day in several 30-45 minute editions, with a very stable internal structure (Marín, 2017). It should be noted that this research does not cover the changes that have taken place in recent years, with an increase in weather information and a greater emphasis on infotainment, as well as the move to virtual reality and other technological advances (Berrocal-Gonzalo, 2005; Sotelo González *et al.,* 2025; Karbaum-Padilla, 2022; Molares-Cardoso, 2020; Pestano, 2008).

In Spain, it was first broadcast on September 15, 1957, on TVE by José de las Casas and Ángel Marrero and presented by Jesús Álvarez García (Antona Jimeno, 2017; Mateos-Pérez, 2009; Montero Díaz *et al*., 2018; Palacio, 2020; Román Portas *et al.,* 2019). Since then, it has undergone various changes, many of them resulting from the Spanish political context and technological advances (Montero Díaz *et al.*, 2014).

From its inception, it became an important event for television audiences. Its enormous impact can be seen in the influence these broadcasts have on viewers' lives, as they often coincide with family gatherings in Spanish homes. Even today, with home dynamics far removed from those of thirty

years ago, an analysis of peak television viewing times in Spain shows that the midday period coincides with the time when news programs are broadcast on most television channels.

Table 1

Percentage of television audience in different time slots (year 2023)

	2:00-2:30	2:30-3	3:00-3:30	3:30-4	4:00-4:30	8:30 p.m. to 9 p.m.	9:00-9:30	9:30 p.m.-10 p.m.	10:00 p.m.-10:30 p.m.
Mon-Sun	7:40	22.6	29.3	26.2	22.6	27.3	40.6	42.7	46.7
Mon-Fri	19.5	22.8	29.2	27.2	22.1	27.9	41.2	43.6	47.6
Saturday	19.9	23	30.2	27.1	23.5	25.4	38.1	39.5	44
Sunday	18	21	28.5	26	23.7	26.2	39.7	41.6	45.2

Source: General Media Framework in Spain (2024).

In this regard, it is necessary to contextualize the times at which the main news programs of the generalist channels are broadcast in Spain: in the afternoon between 2:30 p.m. and 4 p.m., while in the evening between 8:30 p.m. and 10 p.m., depending on the channel (Table 2). In both cases, these are times of high television viewing during the day, and this continues to be the case during the broadcast of these news programs.

Therefore, despite changes in family and work rhythms, this daily appointment with the news remains. In other words, regardless of the digitization of information and the change in news processes, with the internet offering a constant flow of information, television still has the power to mark the internal rhythms of viewers' personal lives (Scaglioni, 2020). However, in recent years, there has also been an erosion in these figures, as the afternoon television audience was almost 30% in 2023, compared to 37.1% in 2015 (AIMC, 2024a).

Table 2
News broadcast times in Spain: afternoon and evening

Network	News program	Start time	End time	Duration
Telecinco	Telecinco News	3:00 p.m.	3:30 p.m.	30 min
Telecinco	Telecinco News	9:00 p.m.	9:30 p.m.	30 min
Antena 3	Antena 3 News 1	3:00 p.m.	3:30 p.m.	30 min
Antena 3	Antena 3 News 2	9:00 p.m.	9:30 p.m.	30 min
La 1	Telediario 1 + regional	3:00 p.m.	4:15 p.m.	1h 15min
Channel 1	Telediario 2	9:00 p.m.	9:55 p.m.	55 min
La Sexta	La Sexta News 1st Edition	2:30 p.m.	3:05 p.m.	35 min
La Sexta	La Sexta News 2nd Edition	8:00 p.m.	9:00	1h

Methodology and objectives

The main objective of this non-experimental, longitudinal research design (Hernández *et al.,* 2010) is to study the viewing of television news programs on Spanish generalist television, both live and recorded, using audience data from audience measurement as a reference. Therefore, the aim is to verify whether this format is supported by audience preferences in the context described above.

The research questions to achieve the objectives described are:

- What place do news programs occupy among the most-watched broadcasts each year and each month?
- Which channel has the highest audience ratings for these programs? Have there been changes in audience preferences in relation to news programs?
- Has there been a decline in this format on generalist channels?
- Do news programs attract or detract from the audience of the channels on which they are broadcast?
- How did the pandemic influence viewership of these programs? Is there a difference in viewership of these news programs when comparing the pre- and post-pandemic periods?

To answer these questions, a quantitative study was conducted using average audience figures and audience share as indicators for analyzing the news programs broadcast by the generalist channels La 1, Antena 3, Telecinco, and La Sexta in their afternoon and evening editions, from Monday to Sunday, as well as those of the channels. It also analyzes the number of news programs that appear among the thirty most-watched monthly broadcasts, the channel on which the most-watched news program of each month is broadcast, and the most-watched recorded news programs in the months analyzed.

These channels were selected because they were the only ones with national coverage that broadcast daily news programs during the period analyzed (2019-2024). It should be noted that this research is limited to linear and time-shifted audiences, so it does not address other types of digital consumption through other viewing windows, as this would require further research that exceeds the objectives of this study.

To establish the period of time under study, it was taken into account, as advised by Montero (2014), that the time frame should be significant in some way. Therefore, the period selected covers the last six years, from 2019 to 2024, as the latter is the year closest to the research. The selection of this time frame allows us to understand the period before, during, and after the COVID-19 pandemic. Aware of the importance of contextualization in audience studies, this selection provides a sufficiently broad space to evaluate the possible variations that the pandemic and the technological context produced in terms of audience in this format. Special emphasis will be placed on the analysis of the months of March, April, May, and June of each of these years, as they coincide with the lockdown period in 2020[2] *(*Focas, 2020; Masip *et al.,* 2020; Montaña Blasco, 2020). Furthermore, these are months in which audience behavior is not usually altered due to extended vacation periods.

The main sources used for data collection were Kantar Media (the official television audience measurement company in Spain), the *General Media Framework in Spain* and the *General Media Study* by the Association for Media Research (AIMC), the consulting firm Barlovento Comunicación, and the Center for Sociological Research (CIS). These sources use different,

2 Mobility restrictions due to the COVID-19 pandemic were in place in Spain from March 14, 2020, when a state of emergency was declared, until June 21 of that same year, when it was announced that the restrictions would be lifted.

mainly quantitative methodologies to collect the main indicators used in television audience studies in Spain.

Results

To achieve the objectives set and answer the research questions, the results of the analysis are presented below in different sections.

The most watched news program each month

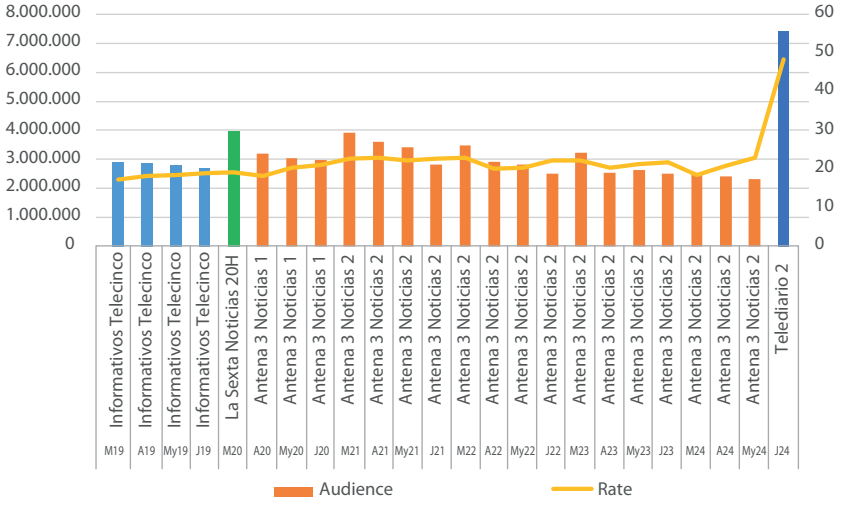
The data collected indicate a trend among the most-watched news programs in each of the twenty-four months analyzed. While in 2019, the most watched news program each month was Telecinco, followed closely by Antena 3, the pandemic changed this dominance, as in March 2020 the most watched news program was La Sexta Noticias (8 p.m.) with 3,982,000 viewers and a 19.1% audience share. This program was broadcast on a key day in terms of news (March 14, 2020), which coincided with the announcement of the state of alarm due to the health crisis. It reached the highest number of viewers in the sample analyzed in this research (3,982,000). Since then, Antena 3's news programs (second edition) have dominated the monthly ratings for most watched news programs, with a share of between 20% and 22%, except in June 2024. The only time La 1 took the top spot was in June 2024, with a 49.5% share and more than seven million viewers. These high figures are because the news program was broadcast during the half-time break of a Spanish national team match in the European Championship, thus benefiting from the audience of the sporting event. Likewise, it must be considered the knock-on effect that the return of the game show *Pasapalabra* to Antena 3 had on the news programs (Fernández Herruzo, 2024). The synergy between the two programs had an impact on the success of the audience share, which has been maintained until 2024.

In this regard, the data collected also shows the changes imposed by the pandemic on the information needs of Spaniards, since, during April, May, and June 2020, the most watched news program was Antena 3 Noticias 1. In other words, it is striking that the peak in news consumption occurred at midday, rather than in the evening as usual, precisely because of the change

in work and family dynamics imposed by the lockdown, as well as the urgency of the news.

Figure 1

Most watched news program each month

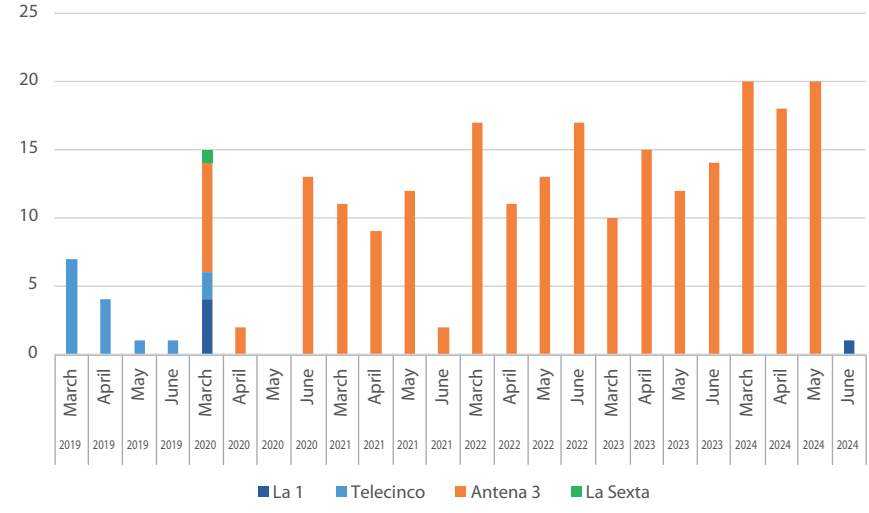


Source: Barlovento Comunicación.

Figure 1 also shows how the pandemic increased news consumption during 2020 and 2021. However, these figures began to decline from 2022 onwards. Nevertheless, despite the number of viewers has been decreasing, the audience share has hardly been affected in the months following the pandemic, due to the overall decline in the total number of viewers.

Finally, it is noteworthy that there has been a progressive decline in the March-June period in all the years analyzed and June has the lowest audience ratings of each year (except in 2024). This is probably a consequence of changes in habits influenced by the arrival of summer.

Figure 2
Number of news programs among the 30 most watched broadcasts each month



Source: Barlovento Comunicación.

Figure 2 reflects three important trends. First, the shift in the leadership of news programs between Telecinco and Antena 3. Second, it shows that the arrival of the pandemic significantly altered the weight of news programs among the most watched programs of the month. Since 2020, with rare exceptions probably due to the broadcast of sporting events, the relevance of news programs among the most watched broadcasts on these channels has been increasing, even reaching 20 of the 30 places in two months of 2024. Finally, March 2020 stands out as an anomaly in terms of news, both because of the high number of news programs among the most-watched programs and because of the variety of channels with highly watched news programs due to the health emergency.

News programs among the most watched programs each year

When analyzing the presence of news programs among the fifty most-watched programs each year, two notable facts can be observed. On the one hand, there is a slight increase in the number of these programs in the annual list, from four in 2019 to six in 2021. On the other hand, the leadership of Antena 3's news programs is also evident.

If we consider the overall audience figures, it can be seen that all the most-watched news programs in 2019 reached four million viewers, with two of them even exceeding six million. This is undoubtedly a very high figure, although it is conditioned by the fact that these news programs are broadcast during the half-time breaks of various soccer matches, so they usually inherit the audience of these sporting events.

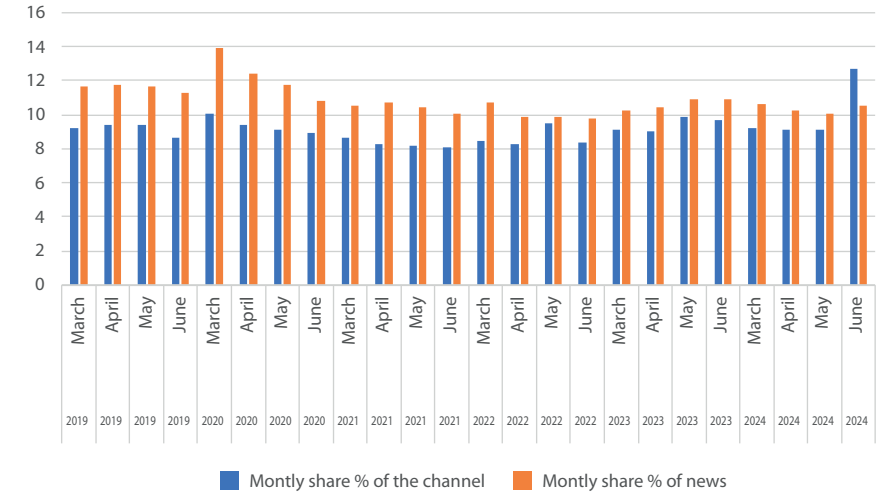
The analysis also reveals that while the audience share of the most-watched news programs during the period under review remained more or less stable at between 21% and 23%, the number of viewers declined progressively. The data would be consistent with the progressive decline in the total number of television viewers.

Finally, it is worth highlighting the power of information during the pandemic, which corroborates the results of previous research (González-Neira *et al.,* 2023). Three of the most-watched broadcasts of 2020 were the news programs on La Sexta, La 1, and Telecinco on March 14, the date on which lockdown began.

The shift in news programs in relation to channel audience

In audience research, contextualization is a key element in accurately assessing data. For this reason, a comparison has been made between the average share of the news programs on each of the channels and that of the channel for that month, with the aim of determining the extent to which these programs add to or detract from the channel's viewership.

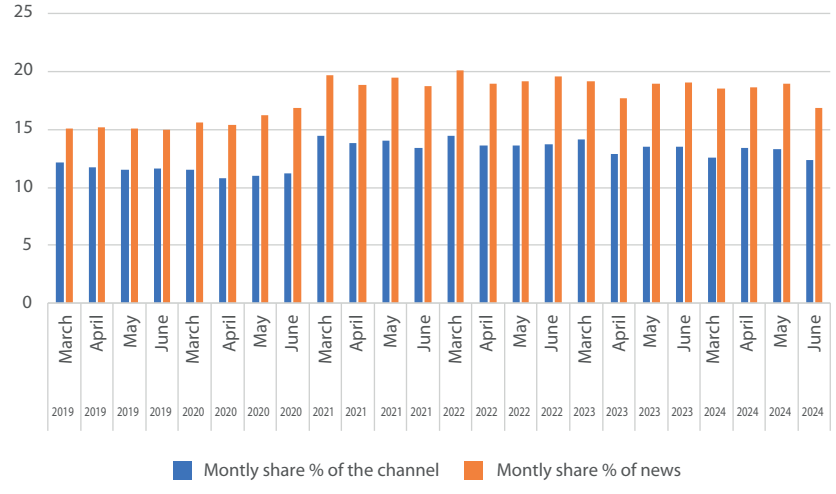
Figure 3
Monthly comparison between La 1's audience share and its news programs



Source: Barlovento Comunicación.

In the case of La 1, as a result of the pandemic, there has been a gradual decline in the audience share of its news programs during the months analyzed, with a slight upturn in 2023 and the exception of the Eurocup broadcast in June 2024. However, they are always above the channel's average (except for June 2024). This positive difference in favor of news programs has also been narrowing in recent months and almost never exceeds two points. Finally, it is worth noting the viewership of this public channel's news programs during the first month of lockdown (March 2020), with a peak of almost 14%.

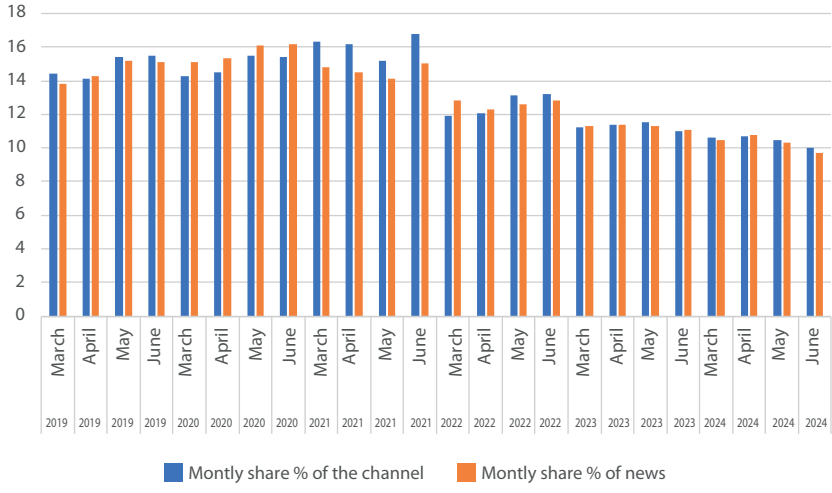
Figure 4
Monthly comparison between Antena 3's audience share and its news programs



Source: Barlovento Comunicación.

Antena 3's news programs also exceed the channel's average audience share. In this case, Figure 4 clearly shows the consolidation of these programs with a progressive increase from 2021 onwards. This is the channel where the difference between the news share and the channel's share has been increasing significantly, precisely due to the increase in *the share* of its news programs, with a difference of more than five points.

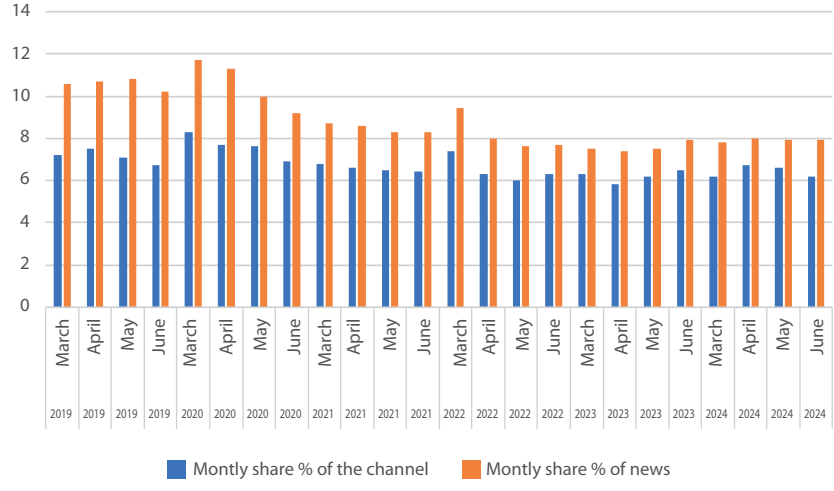
Figure 5
Monthly comparison between Telecinco's screen share and its news programs



Source: Barlovento Comunicación.

In the case of Telecinco, unlike the previous channels, there is parity between the audience shares of the news programs and those of the channel. Even in 2021 and 2022, the channel's *share* is higher than that of its news programs. This shows the gradual decline in the share of its news programs since 2021, as well as the reduction in its overall share since 2022. Telecinco's global crisis, which had a very negative impact on its audience, is clearly evident in Figure 5.

Figure 6
Monthly comparison between La Sexta's audience share and its news programs



Source: Barlovento Comunicación.

Finally, the data analyzed indicates that La Sexta's news programs also contribute to the channel's average audience. However, their weight has been declining over the years, while in 2019 the difference was close to four points, in 2023 it was less than two points. As with the public channel, its audience during the first two months of lockdown (March and April 2020) stands out, highlighting its importance as a news source.

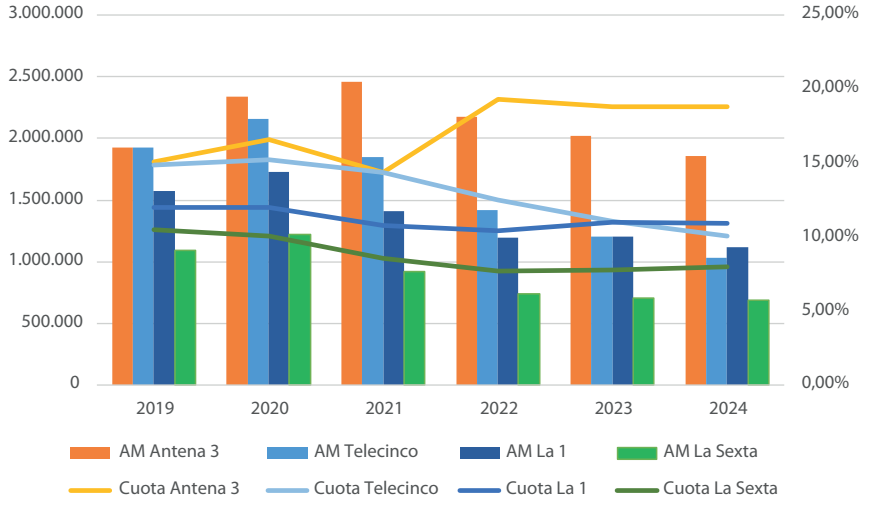
Analysis of the average annual news audience

In relation to the evolution of news viewership in annual terms during the period analyzed, the consolidation of Antena 3's news programs is clearly evident, compared to Telecinco and La 1. An examination of the weighted audience for afternoon and evening news programs shows that while in 2019 the data was very similar, with Antena 3's news programs enjoying a very

limited lead, in 2024 there is a clear divergence in the trends for these three channels. The consolidation of Antena 3's news programs is fueled by the crisis that both Telecinco and La 1 have suffered in recent years. In fact, in 2022, Antena 3's news programs were the most watched broadcast in 280 days and achieved the highest audience ratings on 349 days of the year. These figures improved even further in 2023, when they were the most watched every day of the year except for two days when La 1 led with its news programs.[3] However, in 2024, La 1 experimented a slight improvement, becoming the leader on 55 occasions, but still far behind Antena 3's 275.

Figure 7 clearly shows the progressive decline in terms of audience for the public broadcaster's news services, which coincides with the problems and changes at Mediaset in the last two years.

Figure 7
Average annual audience for news programs on Antena 3, Telecinco, La 1, and La Sexta



Source: Barlovento Comunicación.

3 Both dates coincide with TVE's broadcast of major sporting events: August 20 with the Spain-England soccer match and May 7 with the Alcaraz-Struff tennis match.

It also confirms the impact that lockdown and the pandemic had on news consumption. As seen, the Spanish audience's preference for television news increased in 2020 due to the special context of the pandemic. As a result, all channels increased their average audience and audience share. However, this effect did not last over time, and in subsequent years, there was a gradual decline in average audience figures due to the decline in the number of people watching television.

Time-shifted viewing

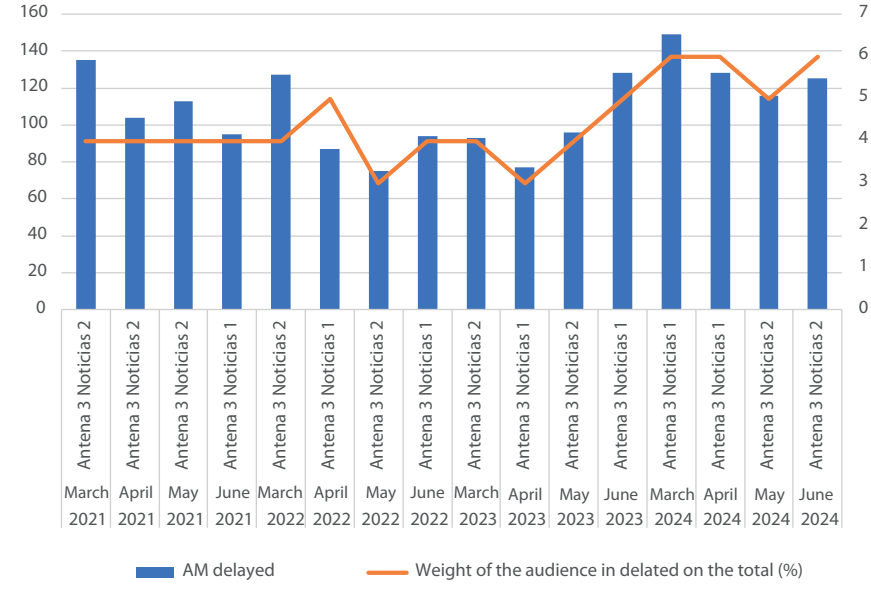
In order to obtain a broader picture of the consumption of these programs, time-shifted viewing was also analyzed, based on data obtained on the news programs with the highest ratings for this type of viewing during the months of March to June 2021, 2022, 2023, and 2024.[4] After analyzing the results, the dominance of Antena 3 news, mainly the second edition, is evident.

It is worth mentioning the importance of live broadcasting in this genre, which makes it difficult for delayed broadcasts to be successful. In fact, this format tends to contribute the lowest percentage of delayed viewing to the total audience for a given program (González-Neira and Fernández Martínez, 2019).

Since 2021, the weight of this type of time-shifted viewing on the total audience for news programs has ranged from 3% to 6%, with an average audience of between 75,000 (May 2022) and 149,000 (March 2024). These figures contrast to other content from the same period, where time-shifted consumption is much higher, such as series (*La cocinera de Castamar* with more than 30%) or game shows (such as *Tu cara me suena* with more than 10% or *Mask Singer* with around 13%). This type of consumption demonstrates that news programs break the barrier of timeless consumption characteristic of liquid television and anchor it to the present, a time shared between broadcaster and receiver, one of the main differences with other players such as OTTs.

4 The years 2019 and 2020 are excluded as they are not included in the methodology of the Barlovento Comunicación reports.

Figure 8
Most watched news programs on delayed broadcasts (March-June 2021-2024)



Source: Barlovento Comunicación.

Conclusions and discussion

This research indicates that news programs on Spanish generalist channels dominate the audience's daily attention and are among the most watched programs in the months analyzed over six years. In 2024, 20 of the 30 most consumed programs per month are news programs, demonstrating their importance. The data show that despite changes in family and work rhythms, this daily commitment to the news, mainly in its evening edition, is still maintained.

In this regard, it is significant to note that, like other programming, these news programs have gradually lost audience share, yet their screen share remains unchanged. Both facts are a consequence of the current television ecosystem, in which linear audience measurement should be complemen-

ted by digital measurement to obtain a more accurate picture of reality, especially when it comes to young audiences. The decline in the total number of people who consume linear television, directed towards new audiovisual practices and new uses of the small screen, and the readjustment of television schedules may be one of the reasons that explain this phenomenon, as well as the new news routines mentioned above. However, the percentage of the audience that follows these news programs remains stable, so it can be concluded that interest in these programs has not eroded.

Except in the case of Telecinco, on the other channels analyzed, news programs exceed the average audience share of the channels. This difference is most striking on the channel with the leading news program, Antena 3. Therefore, the strength of these programs and the interest they generate is evident. They tend to attract audiences to the channels and confirm the importance of audiovisual journalism in their programming schedules. In this regard, the data collected shows the leadership of Antena 3's news programs over its competitors during much of the period analyzed, influenced by the crisis of the public channel and Telecinco, as well as the change of channel of *Pasapalabra*, as pointed out by Fernández Herruzo (2024).

The results analyzed indicate that the COVID-19 pandemic was a boost for television news programs. It has been verified that the health emergency led to extraordinary levels of television news consumption in 2020. It revalued the role of news programs on their respective networks, although in the following months they lost viewers. Therefore, the pandemic postponed the progressive decline that had been occurring in the years prior to COVID-19 by two years. It caused a pause but did not reverse the existing trend.

The data collected from audience measurement information shows that television continues to be an important source of information for viewers, as noted in some of the studies mentioned at the beginning of this paper (CIS, Digital News Report, etc.). There is, therefore, a parallel between the information reported in the surveys and viewers' behavior in front of the small screen.

News programs are therefore a distinguishing feature of broadcasters that do not have a journalistic tradition. Live broadcasts and the connection with news events are a distinguishing feature of generalist channels that is supported by a significant portion of the audience. The informative function continues to be valued and supported by the audience of these four channels, despite the rise of new forms of news routines. This is undoubtedly a decisive factor due to the social and democratic consequences of access to journalistic

information. In a context of the rise of pseudo-media, this strength must be exploited to reclaim the value of the journalistic profession.

Thus, in today's highly competitive environment, television news programs represent an opportunity for generalist channels because, despite being a very old format, they continue to attract audiences and differentiate them from their competitors. For these channels, reinforcing broadcasts connected to the present, such as live journalism in the form of television news, is an excellent opportunity to retain an audience that often flees to new broadcasters and their timeless content. In short, strengthening this journalistic commitment means betting on a format that is followed by the public.

Finally, it is worth noting how this format differs from the global characteristics of liquid television, mainly in terms of live viewing. In a context of consumption that breaks down the barriers of time and space, news programs represent a continuation of traditional viewing anchored in the present. Data derived from time-shifted viewing attests to the fact that their success comes from simultaneous broadcasts. Therefore, news programs, one of the oldest formats on the schedule with more than six decades of history, have maintained their initial nature (with some modifications in content, production, and technology) and their capacity to influence as an informative brand that continues to determine the internal schedules of many Spanish households (as demonstrated during the pandemic).

It should be noted that this research opens future development. One of these would be to compare these conclusions with data on digital consumption of television news programs. Further research could include a study that offers a more complete picture in which the digital aspect is present. This would provide a more comprehensive view of audience behavior toward television news programs. A final line of research would open comparative studies in two areas. On the one hand, comparing with other countries so that the following of this news format in other countries could be determined. On the other hand, by extending the time frame to include other years and other factors such as the recent and pressing disaffection with news or the presence of news influencers who could affect the viewing of these programs and their perception of journalism.

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Declaration of Authorship - CRediT Taxonomy	
Author	**Contributions**
Ana González-Neira	Conceptualization, Research, Formal Analysis, and Writing.
Natalia Quintas-Froufe	Research, Methodology, Validation, Review, and Editing.
Carlota Fiaño-Salinas	Data curation, visualization, and original draft.

Declaration on the Use of Artificial Intelligence
The authors DECLARE that the preparation of ***the*** article ***"Television news programs: an opportunity to connect with television channel audiences"*** did not involve the use of Artificial Intelligence (AI).