



ACCULLIGENCE



Mapping Global Influence



Essential References
on the World's Media
and Think Tanks





Introduction

Before writing a monitoring report, drawing conclusions from media coverage, or making a communications decision based on it, you need to understand the terrain: which news outlets truly shape opinion, which research centres and polling institutions set the agenda, and where their funding and biases lie.

Without that context, translation becomes a drift through endless headlines with no sense of direction. Monitoring reports miss the point, analyses distort the picture, and recommendations mislead the very people they're meant to guide. What follows are decisions made not on insight but on guesswork.

Numbers matter, of course. Yet data alone can deceive if you don't distinguish between a tabloid chasing scandal and a broadsheet that commands trust.



Introduction

To stay clear of such traps, the following pages outline 10 essential global references—the benchmarks for anyone who wants to understand how the world's media and research networks really work, and how influence and credibility are distributed.

Treating every outlet as equal only clouds judgment. A flurry of mentions in The Daily Mail may look impressive on a spreadsheet, but in real terms it carries far less weight than a single article in The Guardian, The Financial Times, The Times, The Independent, The Economist, or The Telegraph.

If your data is skewed, your analysis will be too, and every decision that follows will be pointing in the wrong direction.



Contents

- 1. Digital News Report**
- 2. Digital Reputation Index**
- 3. MediaRank: Computational Ranking of Online News Sources**
- 4. Top 50 English-language News Websites in the World**
- 5. World Press Freedom Index**
- 6. Global Expression Report**
- 7. World Trends in Freedom of Expression and Media Development: Global Report**
- 8. Global Go To Think Tank Index Report**
- 9. State of the Sector Report**
- 10. Transparency Initiative**





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1



1 Digital News Report

An annual publication by the Reuters Institute for the Study of Journalism at the University of Oxford, the Digital News Report analyzes how audiences in 48 countries consume and trust news, exploring where they get their information and which sources they consider most reliable. Based on insights from 79,000 respondents surveyed by YouGov, the 2025 edition –the 14th in the series– documents a continuing shift toward news consumption via social media and video platforms, along with growing reliance on AI-powered chatbots, particularly among those under 35. Despite this increased usage, skepticism about the credibility of these sources continues to rise.





SJR

ISI

SI

ISI

G

EPI

SCImago

SCImago Media Rankings

Rankings

Viz tool

Methodology

About us

Blog

Media rankings

Explore, analyze, and download data about media brand's digital reputation. You can customize data interactively to obtain powerful insights that drive your research or strategic decisions

Search for a media outlet

Media Web Reputation Ranking

Download

All content

All media

All regions

All countries

All languages

2025 Summer Edition

Clear filters

Rank	Brand	Domain	Overall ↓	Content	Country	Language
1	The New York Times	nytimes.com	87.75	General	United States	English +2
2	BBC	bbc.com	87.50	General	United Kingdom	English +7
3	Forbes	forbes.com	86.50	Finance	United States	English

2 Digital Reputation Index

A quarterly index that evaluates the digital reputation of global media outlets using a set of objective performance indicators; such as traffic volume and quality, SEO, and domain authority. The latest edition, released in the summer of 2025 by the SCImago Research Group, covers more than 6,000 media organizations worldwide, including newspapers, magazines, news agencies, and television networks, drawing on data from 190 countries and over 30 languages.

The index enables customized comparisons by country, media type, and level of digital influence, offering a valuable resource for academic and professional research in journalism, communication, and audience analysis.



MediaRank

How can we quantitatively measure the quality of news and media sources? Our team is determined to answer this question with big data techniques and AI algorithms.

MediaRank is designed to keep track of online news sources' qualities. On one hand, we analyze the content generated by these sources and use multiple objective metrics to make qualitative differentiation among them. On the other hand, we are interested to see how news are consumed and comprehended by individuals and groups on social media.



News Sources Rankings

Show entriesSearch:

	News Source Title	News Topic	Country	Language	Media Rank	Link
1	The New York Times	General	United States	English	1	nytimes.com
2	The Washington Post	General	United States	English	2	washingtonpost.com
3	The Guardian	General	United Kingdom	English	3	theguardian.com
4	CNN	General	United States	English	4	cnn.com
5	BBC	General	United Kingdom	English	5	bbc.com
6	Reuters	General	United States	English	6	reuters.com
7	Bloomberg	Business	United States	English	7	bloomberg.com
8	ESPN	Sports	United States	English	8	espn.com



3 Media Rank

An automated ranking system covering more than 50,000 online news sources worldwide, MediaRank is developed by researchers at Stony Brook University to collect and analyze over one million news web pages and two million related tweets every day.

The algorithm evaluates outlets based on four key indicators of news quality: peer reputation, reporting bias and coverage scope, financial pressure, and popularity.

To validate its accuracy, MediaRank has been cross-analyzed against 35 established news rankings that include sources in French, German, Russian, and Spanish.





4

Top 50 English-language news websites in the world, September 2025

Global visits

 Search in table

	Newsbrand	Country	Sept 2025 visits	YoY % change	MoM % change
1	bbc.com + bbc.co.uk		934.7M	7	8
2	nytimes.com		639.4M	4	7
3	cnn.com		508.8M	-11	22
4	msn.com		498.5M	-17	-9
5	theguardian.com		308.2M	2	9
6	indiatimes.com		302.2M	-11	-9
7	news.google.com		298.7M	-9	-4
8	foxnews.com		285.2M	-1	14
9	dailymail.co.uk		213.6M	-23	-4
10	finance.yahoo.com		210.0M	-2	-5
11	people.com		183.7M	-2	-0
12	hindustantimes.com		175.4M	-33	-9
13	news.yahoo.com		165.9M	-13	-4



4 Top 50 English News Websites

A monthly listing published by Press Gazette, this ranking identifies the largest 50 English-language news websites in the world based on the most current data from SimilarWeb.

The report orders sites by visitor traffic, tracks changes both month-to-month and year-on-year, and analyses patterns of growth or decline.

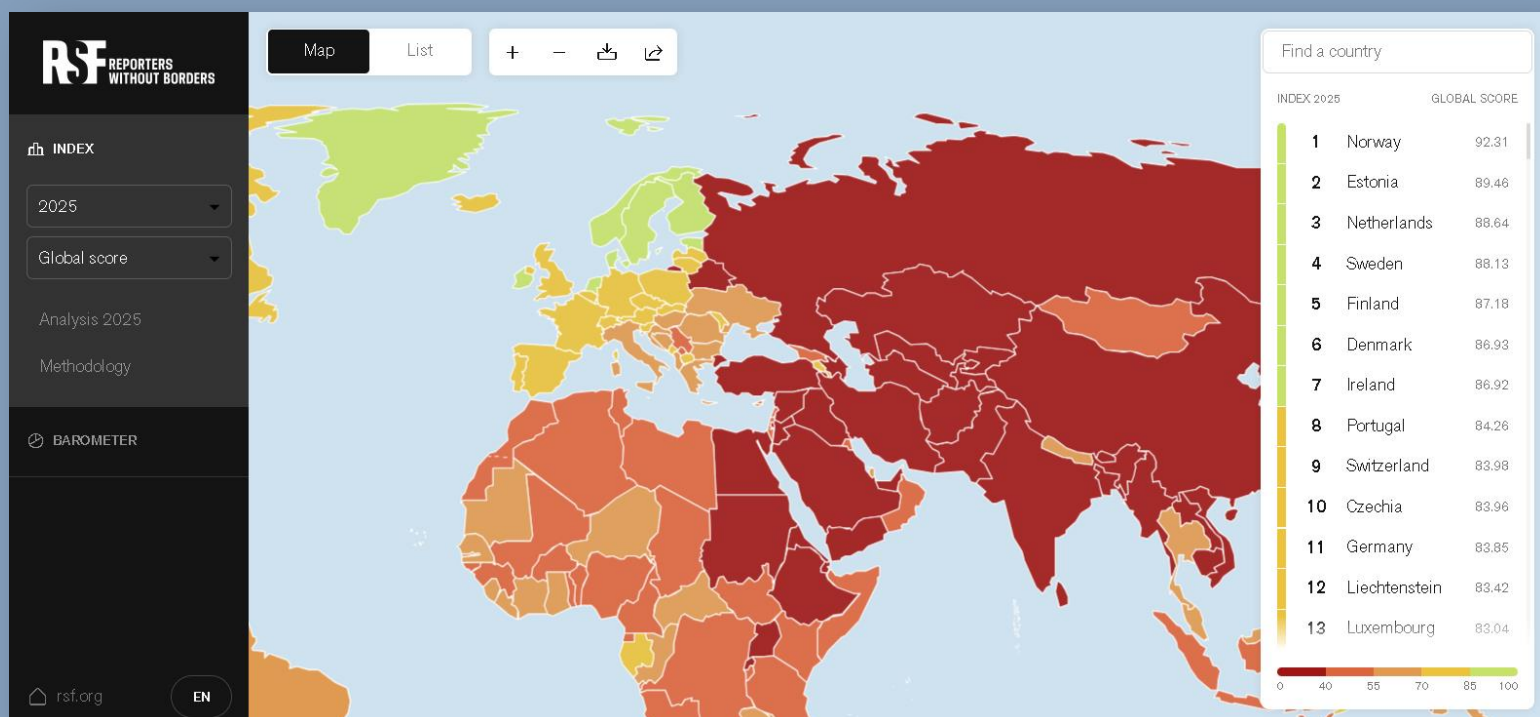
PressGazette
FUTURE OF MEDIA





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5 World Press Freedom Index

An annual ranking published by Reporters Without Borders (RSF), the World Press Freedom Index evaluates the level of freedom granted to journalists and media outlets across 180 countries and territories.

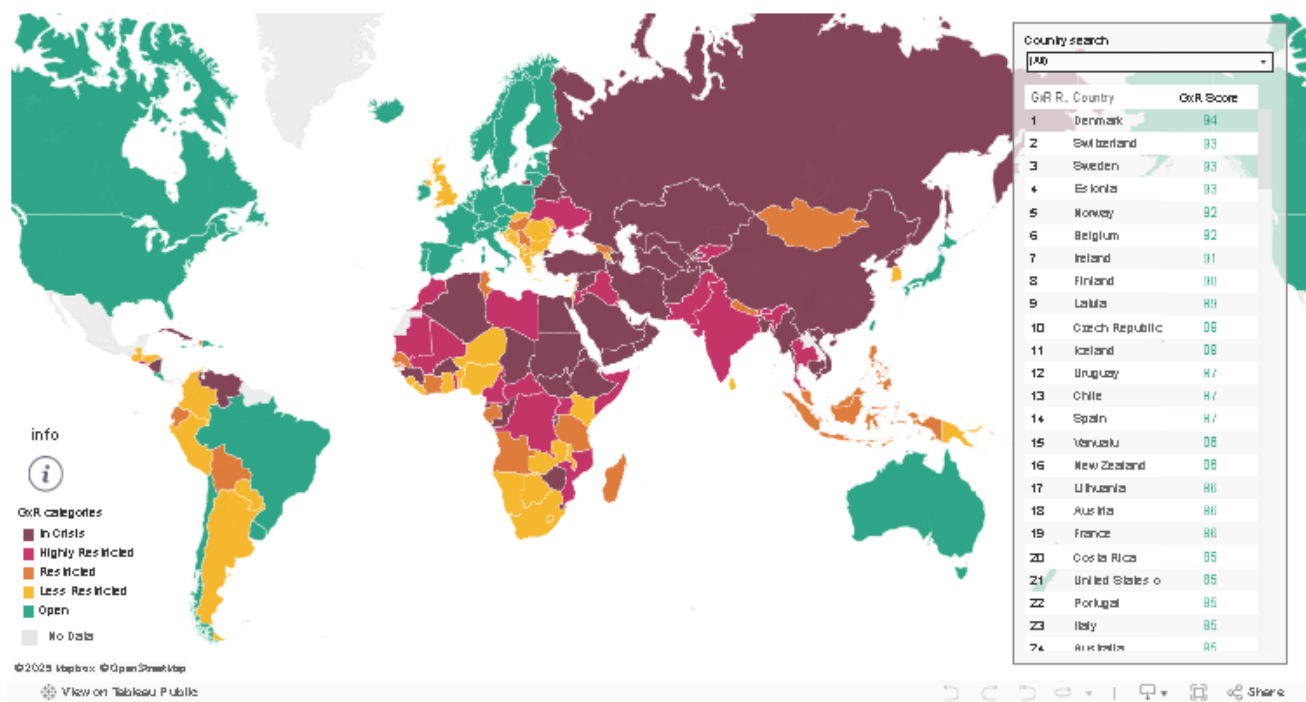
The Index is built on five major indicators: political context, legal framework, economic context, sociocultural context, and safety. The overall ranking uses a 0–100 scale where 100 represents the highest level of press freedom and 0 the lowest.

Although physical attacks against journalists are the most visible violations of press freedom, economic pressure is also a major, more insidious problem. The economic indicator on the RSF World Press Freedom Index now stands at an unprecedented, critical low as its decline continued in 2025. As a result, the global state of press freedom is now classified as a “difficult situation” for the first time in the history of the Index.





Freedom of expression is under threat across the world



6 Global Expression Report

An annual publication that applies 25 indicators to assess freedom of expression and access to information in 161 countries, generating a country-score on a scale from 0 to 100. The Report provides a tangible measure of online publishing freedom, protest regulation, investigative capacity, and access to the information needed for holding power to account.

Throughout the year, the GxR team issues periodic analyses based on data released by the Varieties of Democracy Institute (V-Dem). The Report focuses on five key dimensions: promoting media independence, expanding access to information, protecting journalists, facilitating civic participation by individuals and organizations, and embedding human-rights principles in the development of digital spaces.





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7



7

World Trends in Freedom of Expression and Media Development

World Trends in Freedom of Expression and Media Development: Global Report Published every four years since 2014, this flagship UNESCO report analyses global trends in media freedom, pluralism, independence, and the safety of journalists.

Its findings are based on an assessment of 160 data sources conducted by UNESCO in partnership with the Data-Pop Alliance, along with original research commissioned from Economist Impact specifically for the Report.

The Report serves as a reference for UNESCO Member States, international organisations, civil-society groups, academic institutions, and individuals seeking to understand the rapidly evolving global media landscape. It offers concise overviews and thematic briefs on worldwide trends, as well as insights into emerging challenges to freedom of expression and media development.





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Global Go To Think Tank Index Report

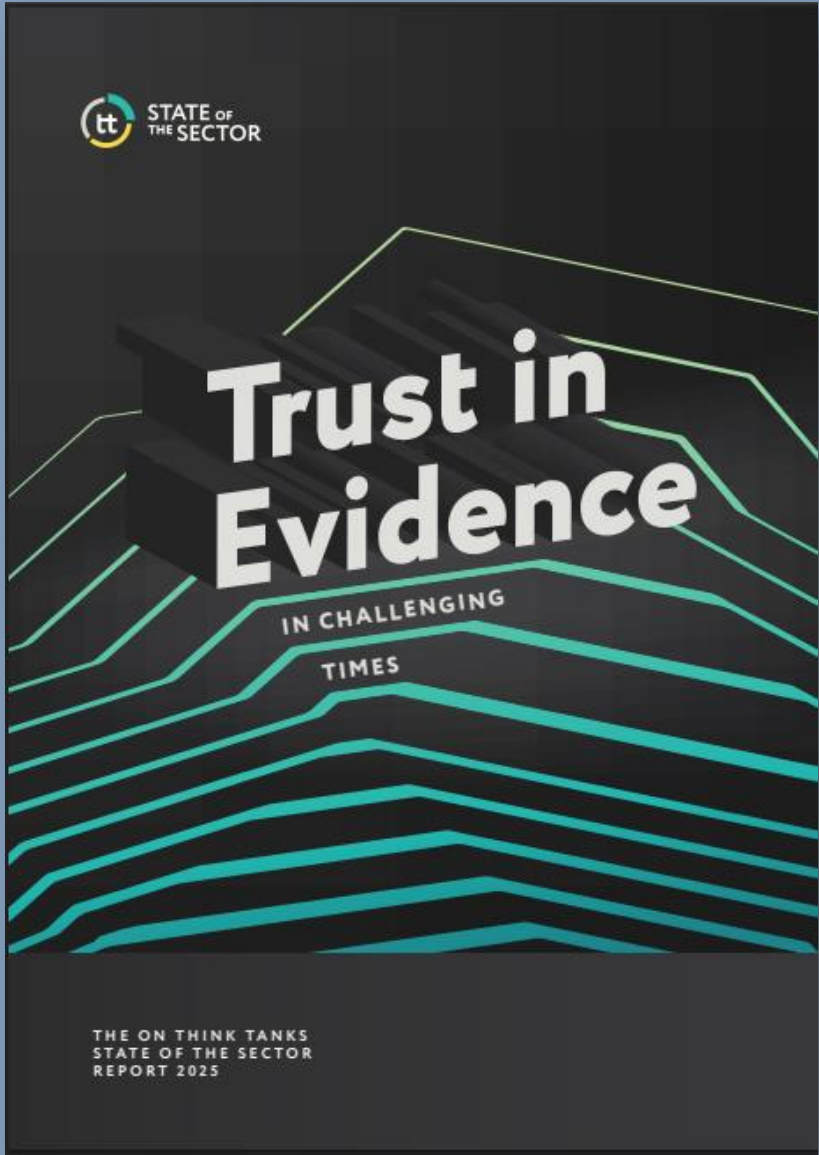
Published annually by the University of Pennsylvania's Think Tanks and Civil Societies Program (TTCSP) from 2008 to 2020, this global index identified and ranked the world's most influential and reputable think tanks.

The report was produced with input from a panel of more than 1,796 institutions and experts across print and online media, academia, public and private donor organizations, and governments worldwide.

The last edition of the Index was released in 2020. Its publication was discontinued following the death of its founder, Dr. James G. McGann, Director of the TTCSP, in 2021.

The report remains a key reference for mapping credible and impactful think tanks worldwide, offering thematic and regional rankings that highlight excellence and influence across policy research domains.





9 State of the Sector Report

An annual publication offering a comprehensive overview of the current state and future outlook of the global think tank sector, examining how research organizations operate amid growing polarization.

The 2025 edition – the sixth in the series – is based on the findings of a 74-question survey exploring the operational environment, institutional capacity, funding models, and internal dynamics of think tanks worldwide.

In addition to survey responses from 333 think tanks across 102 countries, the report incorporates analysis and data from On Think Tanks (OTT), which monitors and studies more than 3,800 policy research organizations around the globe.

OTT

A global consultancy
and platform for change



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150+ THINK TANKS

WORLDWIDE

WHICH ONES EXCEL?

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FEATURED FIVE-STAR TRANSPARENCY – DEJURE FOUNDATION UKRAINE

March 9, 2021

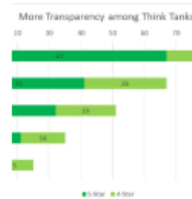
In recent months, many think tanks responded to the pandemic in a number of different ways. Our friends at On Think Tanks have documented the various responses, and we have also contributed to [that analysis](#).

At the same time, we are seeing that think tanks around the world continue to be interested in setting high standards of disclosure. We are glad to highlight a recent addition to our list of exemplary 5-star transparency, the [DEJURE Foundation](#) in Ukraine.

As Iryna Shyba, Executive Director of DEJURE Foundation, put it:

“It’s important for the DEJURE Foundation to have the trust of the citizens of Ukraine. So the organization makes sure its partnerships, financial structures, and funding sources are legal and transparent for everyone to see that there’s no money from oligarchs or political parties involved.

The DEJURE Foundation is a civic organization that promotes the rule of law and reforms in the sphere of justice in Ukraine. Striving to establish a just and trusted judiciary in Ukraine, the team seeks to lead by example. Transparency and integrity are in the organization’s core values. It fights to establish transparent practices in the judiciary, for example in the judges’ assets, decision-making process or appointment

 Search

New Report: How Has Think Tank Transparency Evolved in 2018?
7 YEARS AGO

New Transparify Report: Canadian Think Tanks



10 Transparify Initiative

The first global five-star rating system assessing the financial transparency of leading think tanks worldwide, covering over 150 institutions across more than 40 countries.

The initiative evaluates whether think tanks disclose their funding sources, the amounts received from each donor, and the specific research projects funded.

While the focus is on transparency regarding received funding, the assessment is limited to information publicly available on the organization's website. It does not evaluate spending transparency or the transparency of the funding sources themselves.

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Conclusion

These global indices and reports are invaluable resources for media researchers, journalistic translators, digital marketers, and professionals in public relations, communications, and branding, as well as for governments and executives.

Yet, before reviewing any monitoring or analytical report, one essential question must be asked: Was the team behind it fully aware of the media and research landscape outlined by these benchmarks and indices? And did they take these insights into account when tracking coverage, interpreting data, and crafting recommendations?

If the answer is yes—excellent. If not—then it's time to reconsider the foundation of the analysis itself.

Thank You



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N A V I G A T E T H E N O I S E

