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What's the biggest threat facing journalism right now and what should we do about it?

The biggest threat facing journalism these days is probably advertising overall. I mean, I get it, you want as many people to go to your content so you make up nice advertisements. Take YouTube for instance, many youtubers make ads about their channel to get many people to go to their channel. Also, YouTube is known to have ads all over the place. For instance, before the video, about the advertiser and random ads on the side from all of your cookies (browsing data). Many people also make up the dreaded "click-bait" just to get people on their content. This applies to journalism because many of them are turning digital and online so all people have access to them at their fingertips. This can go good and bad because although some websites are content related only and give you 100% content, some websites are 90% ads and 10% content. This means that the website was created to make as much money as possible meaning that the point they're trying to get across doesn't really get to the reader. That is a huge threat to journalism because many people will start to ignore that website and start to going to unreliable websites because of clickbait or because it's "breaking news". What this means is that many websites will get a lot of attention and there will be dead websites that won't get any attention because all they're trying to do is making you click on ads or flooding you with them. All else I can say is that this is not a good place where journalism is going and that there will be more conflict going on.