World Press Trends 2014
The definitive guide to the global newspaper industry in numbers, trends and changes

Vincent Peyrègne
@vincentpeyregne
We represent news media industry in 120 countries

Based in Paris, and Frankfurt, with subsidiaries in Singapore, India, USA

We represent more than
18,000 publications
15,000 online sites
3,000 companies
80 associations
The exponential growth and adoption of consumer technologies drives new news media consumption patterns on digital and mobile, and disrupt traditional advertising revenue models, and forces publishers to react and adjust their business fast.

WAN-IFRA works around the world with publishers, editors, chief technology officers, business executives, newspaper associations, suppliers, service providers and research centres to defend and promote press freedom, and helps independent news publishing companies to succeed in their transformation process, increase their business, and perform their crucial role in open societies.

WE DO THIS BY DELIVERING

4 MAIN OFFERINGS

Support to innovation and business development

Critical business news and strategic market insights

International networking and knowledge sharing

Advocacy for press freedom and news literacy
« ...The uncertain is the unknown, and the unknown is the future, and you cannot predict the future.

But the unfamiliar? You can learn to operate with that. »

@jxpaton
WPT Data is Available through

www.wptdatabase.org

WPT Annual Report
WPT Custom Reports

Markets & Revenues
Circulation & Reach
Media Consumption
Advertising

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Our Data Partners

- 80 Local Associations
- Ipsos
- ComScore
- RAM
- ZenithOptimedia
- PWC
Global Newspaper

Revenues
The Newspaper Industry Value

- **102bn** Global consumer and educational book publishing revenues
- **87bn** Global filmed entertainment revenues
- **50bn** Global music revenues
- **163bn** Global newspaper revenues

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Global Newspaper Revenue Generation 2013

$78 bn
CIRCULATION REVENUE

$85 bn
ADVERTISING REVENUE

© 2014 WAN-IFRA
Global Newspaper Industry Revenue 2013
development 2009 to 2013 (US$bn)

Source: Zenith Optimedia and PWC Global Entertainment & Media Outlook
Global Newspaper Revenue Generation
2009 – 2013 and 2013-2017 (est.)

Print still accounts for 93% of newspaper revenues!
Digital vs Print
ad revenue potential

For every $1 gained in digital

$7 are lost in print revenue

Digital Gains Can’t Make Up for Print Loses
Regional Newspaper Industry Revenues
2013 (in %)

- North America: 21%
- EU/Africa/ME: 34%
- Asia Pacific: 36%
- Latin America: 9%
Circulation and Advertising Revenues in Major National Markets (est. 2013)

<table>
<thead>
<tr>
<th>Country</th>
<th>Circulation Revenue</th>
<th>Advertising Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>73%</td>
<td>27%</td>
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<tr>
<td>Japan</td>
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<td>China</td>
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<tr>
<td>United Kingdom</td>
<td>41%</td>
<td>59%</td>
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</tbody>
</table>

Source: NAA, NSK, PwC, BDZV, World Press Trends

© 2014 WAN-IFRA
Changing Revenue Stream
US market 2007-2013

2007
- Circulation: 16%
- Other: 3%
- Ads: 81%

2013
- Newspaper Ads: 46%
- Circulation: 29%
- Niche/Non-Daily: 8%
- Digital Ads: 9%
- New/Other: 8%

Source: NAA  © 2014 WAN-IFRA
A pattern of Disruption
New revenue streams

Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012

- Millions of 2012 Dollars
- Source: Newspaper Association of America, Carpe Diem Blog

Alternative Disruptive Digital Revenues

Source: NAA, Deseret Media  © 2014 WAN-IFRA
Mobile interference
US Net Mobile Ad Revenues by Company 2011-14

- Google
- Pandora
- Twitter
- Milennial Media
- Apple (iAd)
- Facebook
- Other

2011: $1bn
2012: $3bn
2013: $4bn
2014: $5bn

Adjust your business fast
Mobile Interference

© 2014 WAN-IFRA
Global Newspaper

Circulation and Reach
Global Reach
2013

2.5bn
49% of all adults read print newspapers

0.8bn
46% of all internet users read newspapers in digital formats
Global Daily Print Newspaper Circulation 2009 – 2013

Global daily paid and free newspaper unit circulation in million
Asia and Latin America continue to enjoy growth in print circulation!
Global Digital Newspaper Circulation
2009 – 2013

Audiences increasingly ready to pay for content

Global daily digital newspaper paid circulation in millions

80
178
543
1093
1753

2009
2010
2011
2012
2013

+60%
Global Digital News Audiences
2013-2014 (est)

Global digital news audiences grow by 23%

Source: ComScore

© 2014 WAN-IFRA
Global Newspaper

Media Consumption
Mobile usage as % of Web Usage, by Region, May 2014

Mobile represents 25% of total web Usage vs. 14% in 2013

Revenue changes increasingly mirror the shifts in consumer time.

Source: KPCB/Source: Advertising spend based on IAB data for full year 2013. Print includes newspaper and magazine. $30B+ opportunity calculated assuming Internet and Mobile ad spend share equal their respective time spent share. Time spent share data based on eMarketer 7/13 (adjusted to exclude outdoors / classified media spend). Arrows denote Y/Y shift in percent share.
Mobile Drives News Consumption
Devices Used to Access News in Past Week

Source: Reuters Institute Digital News Report 2013  © 2014 WAN-IFRA
...video drives mobile data traffic
2010–2018
Apps are driving mobile usage
2013-2014 (US market)

Source: comScore Media Metrix June 2013-June 2014
Global Digital News Audiences
2013-2014 (est)

- Total Visits: 5,68 (2013), 5,82 (2014)
- Total Pages Viewed: 0.79 (2013), 0.79 (2014)
- Total Minutes: 1.10 (2013), 1.03 (2014)

Source: Comscore

The biggest challenge for publishers continues to be how to increase the engagement.
Global Newspaper

Advertising trends
Newspaper Print Advertising Revenues
2009 – 2013

US$ million at current prices

- 2009: 97,439
- 2010: 96,484
- 2011: 94,564
- 2012: 89,866
- 2013: 84,694

13% decrease over 5 years
Newspaper Digital Advertising Revenues
2009 – 2013

US$ million at current prices

- 2009: 5,722m
- 2010: 6,406m
- 2011: 7,017m
- 2012: 7,637m
- 2013: 8,452m

Source: PwC Global Entertainment & Media Outlook

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47% increase over 5 years
Latin America continues healthy growth of advertising in the World Cup year!
Global Internet Advertising
2009 – 2013

GOOGLE AD REVENUE
>77% OF ALL SEARCH $

AND 38% OF GLOBAL INTERNET AD $

Source: PwC Global Entertainment & Media Outlook © 2014 WAN-IFRA
Global Advertising Share
Share of adspend by medium (%) 2013

- TV: 40.1%
- Newspapers: 16.9%
- Magazines: 7.9%
- Internet: 20.7%
- Outdoor: 7.0%
- Cinema: 0.5%
- Radio: 6.9%

Source: ZenithOptimedia
Global Advertising forecast
2008 – 2017 (est.)

Source: ZenithOptimedia and PwC Global Entertainment & Media Outlook © 2014 WAN-IFRA
Mobile and video are the main drivers of the global ad spend growth.
GLOBAL REVENUE

$163 billion global revenue
(stable vs. 2012)

PRINT REACH AND REVENUES

534 million copies
(up 2% vs. 2012)
2.5 billion readers in print
(stable vs. 2012)
Print advertising
13% decrease over 5 years and 6%
decrease over the last year.

DIGITAL REACH

800,000 on digital
(Up 23% compared to 2012)

Combined print-online audience is huge

DIGITAL BUSINESS MODEL

$1.7 billion circulation revenue
(up 60% vs. 2012)

$8.5 billion advertising revenue
(up 11% vs. 2012)
The Future
What Do We See?
not print or digital first, **AUDIENCE first**
to build multi platform revenue stream

**TRADITIONAL PRINT**

- Realign the Ad vs. Consumer ratio
- Niche publications
- Rely on your margin to build the future business model

**DIGITAL**

- Paid content as well as advertising
- Mobile, social, online video, search
- The industry’s center of gravity slowly shifts from subscriber growth towards monetization.
- Sales are increasingly moving from page-views to chunks of time

**NON-TRADITIONAL REVENUE**

- Personal Information Management Services
- Digital agency/marketing services
- Event marketing
- E-Commerce/transactions
- Direct Marketing

**THE BIG ARE GETTING BIGGER**

- The world’s largest media owners are getting a bigger share of global revenue.
- The top 30 companies increased their revenues by 8,2%, well ahead of the 3,7% growth in global ad expenditure in 2013 (Zenith Optimedia)
Conventional «rules» of business do not apply anymore in strategy, marketing and innovation

Five likely foundations for failure

1. **Focus** on only one strategic «discipline» is not anymore the graal

2. **Transfer** of commercial model from print/web to mobile

3. **Copying print form** (both on content and advertising)

4. **Neglect your print business**

5. **Organisation is first**, audience is second

---

... Instead, rely on all three “generic” disciplines at once: low cost, product innovation, customer intimacy

... traditional advertising models will not fund the long term growth of news. Audience of newspapers is huge and an asset to harness.

... Video drives mobile growth and engagement of young generations, native ad is the new nom, etc.

... Vote for a dual transformation process: protect the margin of print and develop paid online content + diversify to non-news-related digital business-fields

... Successful media companies put audience first, and place organisation second
Address the revenue shift
Realign the Ad vs. Consumer ratio

Five likely foundations for success

1. Build on your huge audience to embrace disruptive revenues

2. CMOs and CIOs to start forging strategic partnerships

3. Build on Engagement and use real user insights to drive

4. Learn from innovation and start-ups

5. Defend your rights in the digital age. Collectively

.....personal Information Management Services could be worth £16.5 billion for UK only.

.....to turn new technologies into profits and growth, marketing and IT will need to change how they work—and how they work together.

.....enabling interaction on every possible level, sharing mechanisms, maximizing on context. Data is increasingly driving newsrooms. Business will follow

.....Seek innovation through rapid-fire, low-cost experimentation on popular platforms with industry wide collaborative projects.

.....Independent news publishers can only grow within a fair regulation framework. Think what net neutrality, copyright, right to be forgotten mean to your mission.

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The Future @ WAN-IFRA

New Directions, Living Values
With our publications, reports, we deliver critical business news on new consumption patterns, how business models evolve, benchmark best cases, identify new trends, and understand how to operate with the unfamiliar.

« No man is an island. No one stands alone ».

We encourage community engagement by providing the right platforms at the right place for the right people at the right scale: global, regional, local.

Everything we do is because we believe that freedom of expression is a fundamental right, a touchstone of all our freedoms, and press freedom enhanced by solid independent news publishing companies as one of its fundamental pillars.

Consulting and advisory services, Media Innovation Hub, Global Alliance for Research and Innovation, Standards setting

WNPF and blogs, Business and technology trends, Shaping the Future of Newspaper, Executive programs, World Press Trends

World Publishing Expo, World Newspaper Congress, World Editors Forum, World Printers Forum, DMx Conferences, Regional committees, Nationals Club, SMBs Club, Media Innovation Club

Press Freedom, Protest and Fact finding mission, Public affairs and Media Policy, 3 May, News Literacy and Youth engagement, Media Development.
Focus areas 2014-2015

Media Innovation Map

Global Alliance for R&D

Advocacy and knowledge sharing

World Media Policy Forum

New Directions, Living Values
The Media Innovation Hub is a change accelerator, an international alliance of innovation practitioners, research and innovation centres, and emerging technology providers powered by Wan-Ifra.

Our central point
Connect partners of the digital innovation ecosystem.
Encourage experience sharing, provide team up opportunities with a central business platform for publishers, suppliers, start ups, innovators, developers, tech centres
The Global Alliance for research and Innovation is one of the three central projects of the Media Innovation Hub. It aims to facilitate the access of news publishers and suppliers with growth potential to pre-competitive Research and Innovation programs, including the EU “Horizon 2020” framework program and other national R&D calls.

Our central point
Encourage R&D collaborative projects between publishers / suppliers and research centres, academic tech clusters around the world.
How do publishers around the world engage with the growing number of corporate, media policy and pressing global regulatory issues. Do they share a common understanding on digital governance and strategic topics like copyright and related rights, net neutrality, privacy and data protection, fair competition in the digital market, environment...?

Our central point
Provide a platform, where business professionals, engaged with internet policy and digital governance, representatives from creative and content industries operating in digital media, can share a common understanding on critical global media policy issues. This means ensuring that these groups are well resourced, well connected. We aim to introduce creative thinking and ideas with our Forums and knowledge sharing platforms.
WORLD NEWSPAPER CONGRESS
WORLD EDITORS FORUM
2015
WASHINGTON, D.C. - 1-3 JUNE 2015
WHERE THE PRESS IS FREE,
AND EVERY MAN ABLE TO READ,
ALL IS SAFE.
THOMAS JEFFERSON, 1816
WAN-IFRA
IN COOPERATION WITH NAA
WAN-IFRA.ORG/DC2015
WAN-IFRA is the trusted and reliable global partner for the news media industry at the forefront of press freedom, quality journalism, global industry issues, and innovative and sustainable business and technology models.

WAN-IFRA defends and promotes press freedom, and helps independent news publishing companies to succeed in their transformation process, increase their business, and perform their crucial role in open societies.
Established ‘Big’ Internet Markets
China / USA / Japan / Brazil / Russia

+7% Growth in 2013 vs. 8% Y/Y = Slowing

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2013 Internet Users (MMs)</th>
<th>2013 Internet User Growth</th>
<th>2012 Internet User Growth</th>
<th>Population Penetration</th>
<th>Total Population (MMs)</th>
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<td>2,609</td>
<td>9%</td>
<td>11%</td>
<td>37%</td>
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</tr>
</tbody>
</table>

China Internet user data from CNNIC (12/2013). Iran Internet user data from KPCB estimates per data from Islamic Republic News Agency, citing data released by the National Internet Development Center.
### ‘Big’ Internet Markets

India / Indonesia / Nigeria / Mexico / Philippines

+20% Growth in 2013 = Strong, Material Penetration Upside

#### Countries with Internet Penetration ≤45%

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2013 Internet Users (MMs)</th>
<th>2013 Internet User Growth</th>
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<td>37%</td>
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</tr>
</tbody>
</table>

Indonesia Internet user data from APJII (1/2014).
Established ‘Big’ Smartphone Markets
USA / Japan / UK / Germany / Korea

+17% Growth in 2013 = Slowing, Well Past 50% Penetration

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2013 Smartphone Subs (MMs)</th>
<th>2013 Smartphone Sub Growth</th>
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<tr>
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<td></td>
<td>1,786</td>
<td>28%</td>
<td>25%</td>
<td>7,098</td>
<td>24%</td>
</tr>
</tbody>
</table>

Source: Informa. Note: Japan data per Gartner, Morgan Stanley Research, and KPCB estimates.
Developing ‘Big’ Smartphone Markets
China / India / Brazil / Indonesia / Russia

+32% Growth in 2013 = Strong, Material Penetration Upside Remains

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>2013 Smartphone Subs (MMs)</th>
<th>2013 Smartphone Sub Growth</th>
<th>Population Penetration</th>
<th>Total Population (MMs)</th>
<th>2014E Smartphone Sub Growth</th>
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<tbody>
<tr>
<td>1</td>
<td>China</td>
<td>422</td>
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<td>1,350</td>
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<tr>
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<td>36%</td>
<td>201</td>
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<tr>
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<tr>
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<td>24%</td>
</tr>
</tbody>
</table>

Source: Informa.
THANK YOU FOR YOUR ATTENTION

Vincent Peyrège
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@vincentpeyregne