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WORLDPRESSTRENDS

Presented by
Sérgio de Oliveira
Director Exhibitions

2014-09-19

GLOBAL
READERSHIP

2.5bn

49% of all adults
read print newspapers

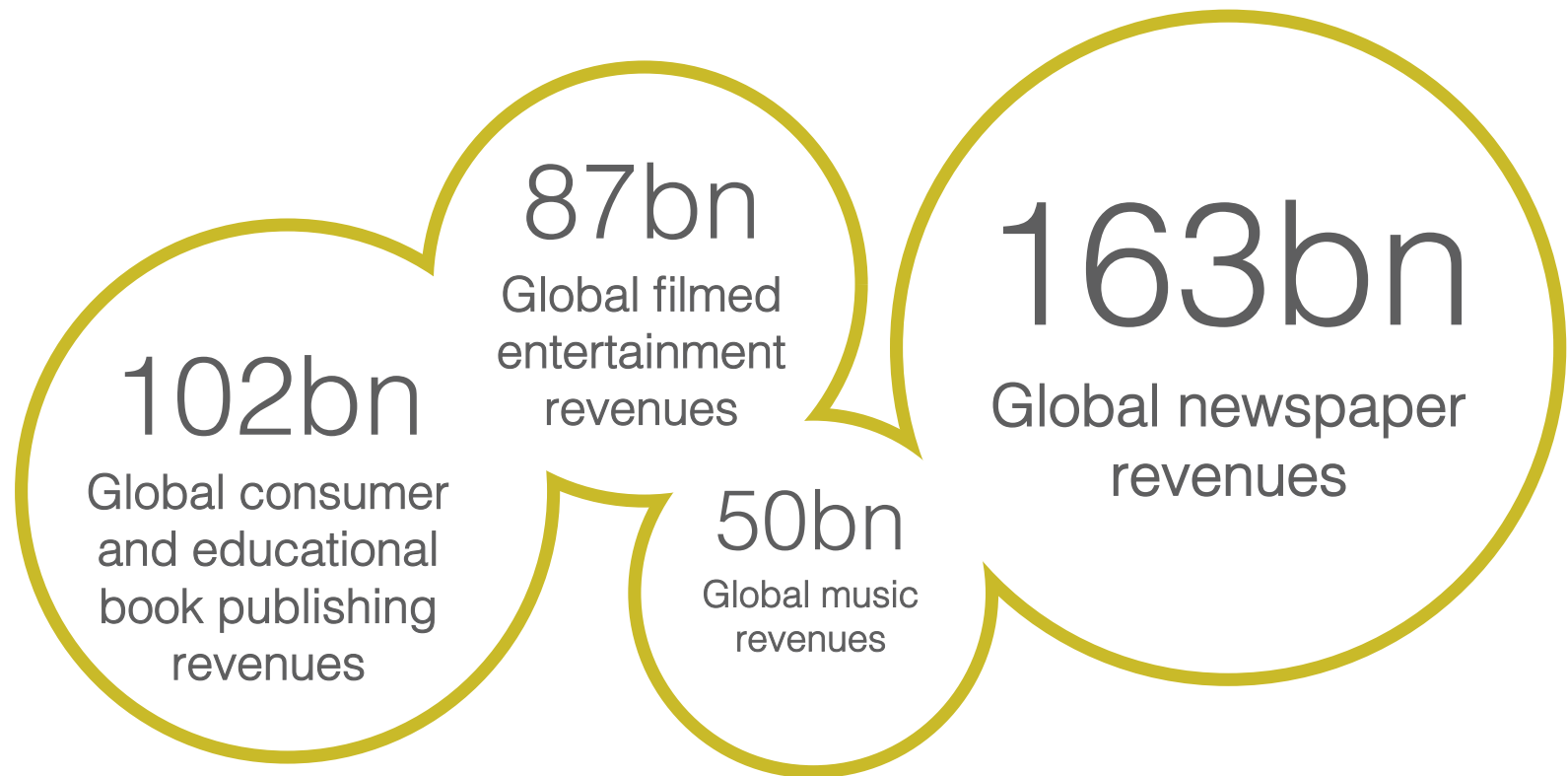


0.8bn

46% of all internet users
read newspapers
in digital formats

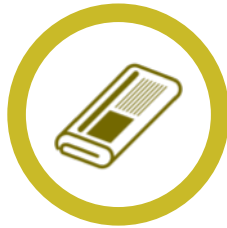


NEWSPAPER
INDUSTRY
VALUE



Source: PwC Global Entertainment & Media Outlook

NEWSPAPER
INDUSTRY
2013



PRINT
CIRCULATION

2% decrease over 5 years and 2% growth over the last year.



PRINT
ADVERTISING

13% decrease over 5 years and 6% decrease over the last year.



Digital circulation

2091% increase over 5 years and 60% increase over the last year.



Dig advertising

47% increase over 5 years and 11% increase over the last year.





We represent news media industry in
120 countries

Based in Paris, France, and
Frankfurt am Main, Germany, with
subsidiaries in Singapore and India

We represent more than
18,000 publications
15,000 online sites
3,000 companies
80 associations



Our Data Partners





www.wan-ifra.org/wpt

Markets & Revenues

Circulation & Reach



Media Consumption

Advertising

Global Newspaper Revenue Generation 2013

\$78 bn

CIRCULATION REVENUE



\$85 bn

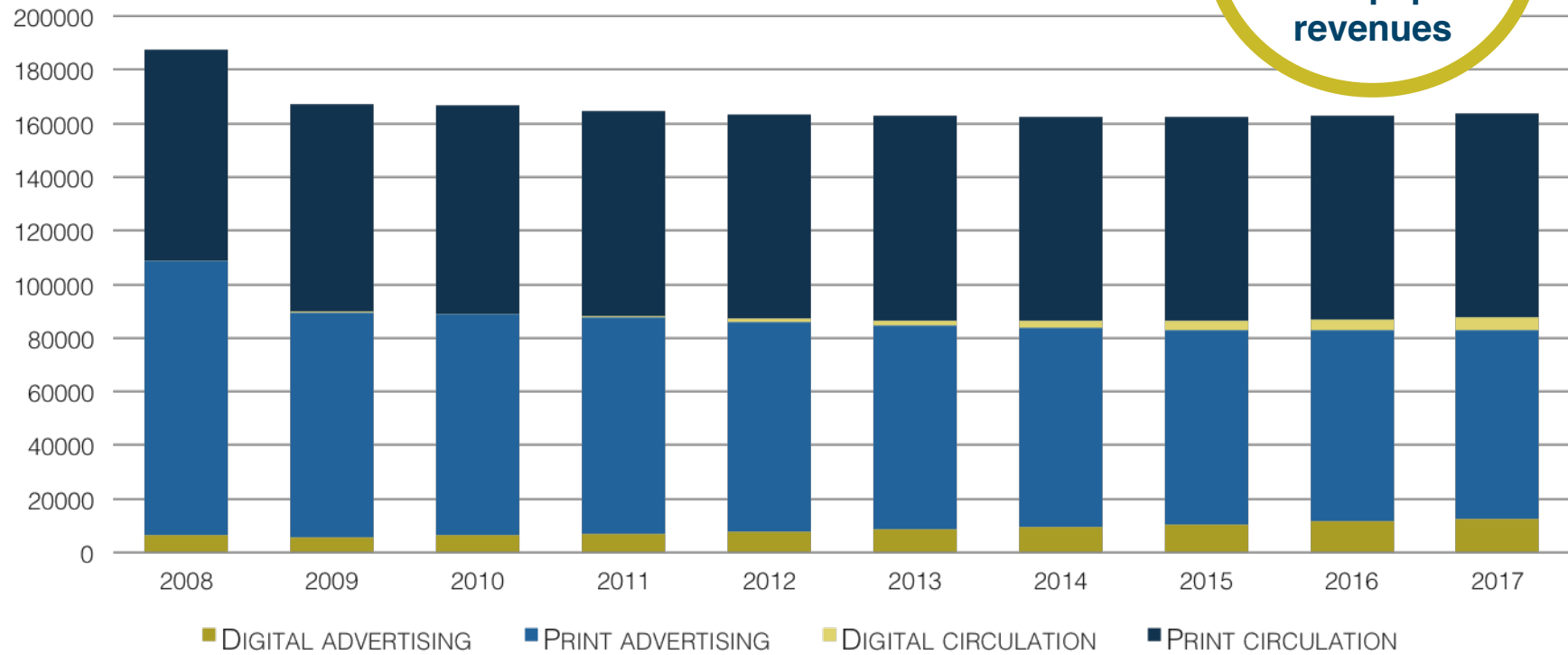
ADVERTISING REVENUE



Source: Zenith Optimedia and PwC Global Entertainment & Media Outlook

Global Newspaper Revenue Generation 2009 – 2013 and 2013-2017 (est.)

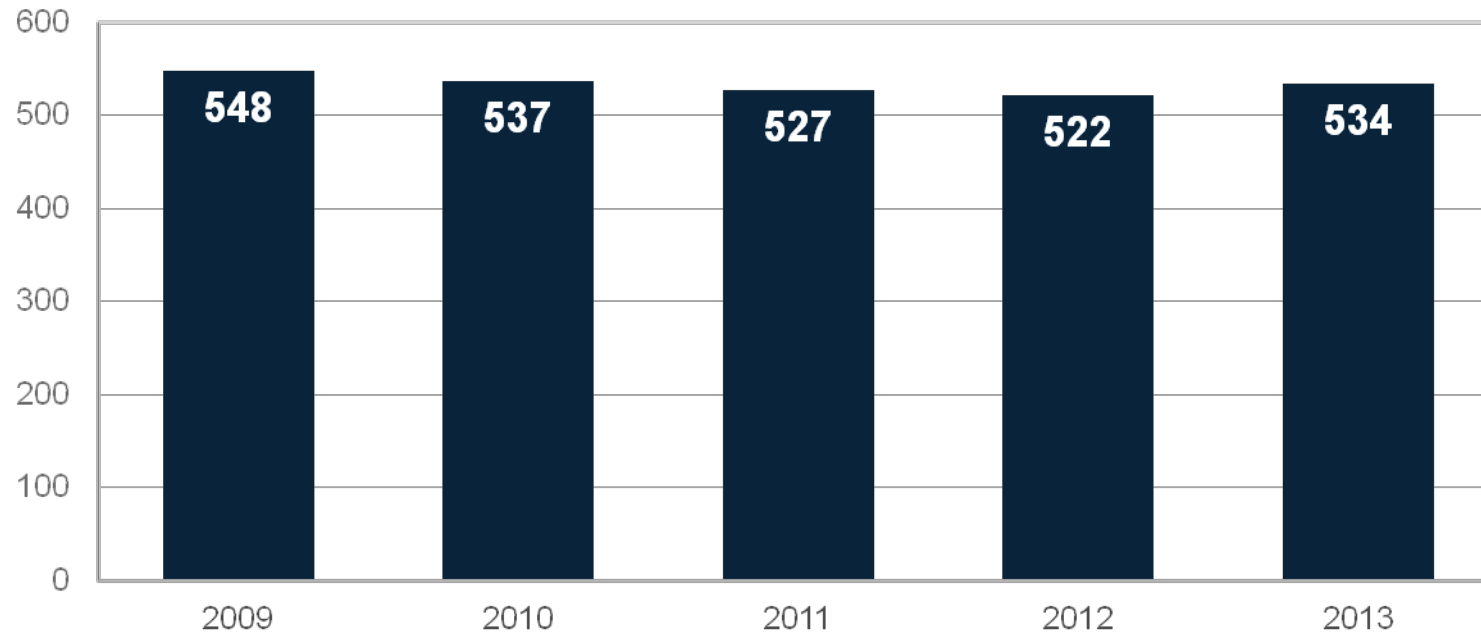
Print still accounts for 93% of newspaper revenues



Source: Zenith Optimedia and PwC Global Entertainment & Media Outlook



Global Daily **Print Newspaper Circulation** 2009 – 2013



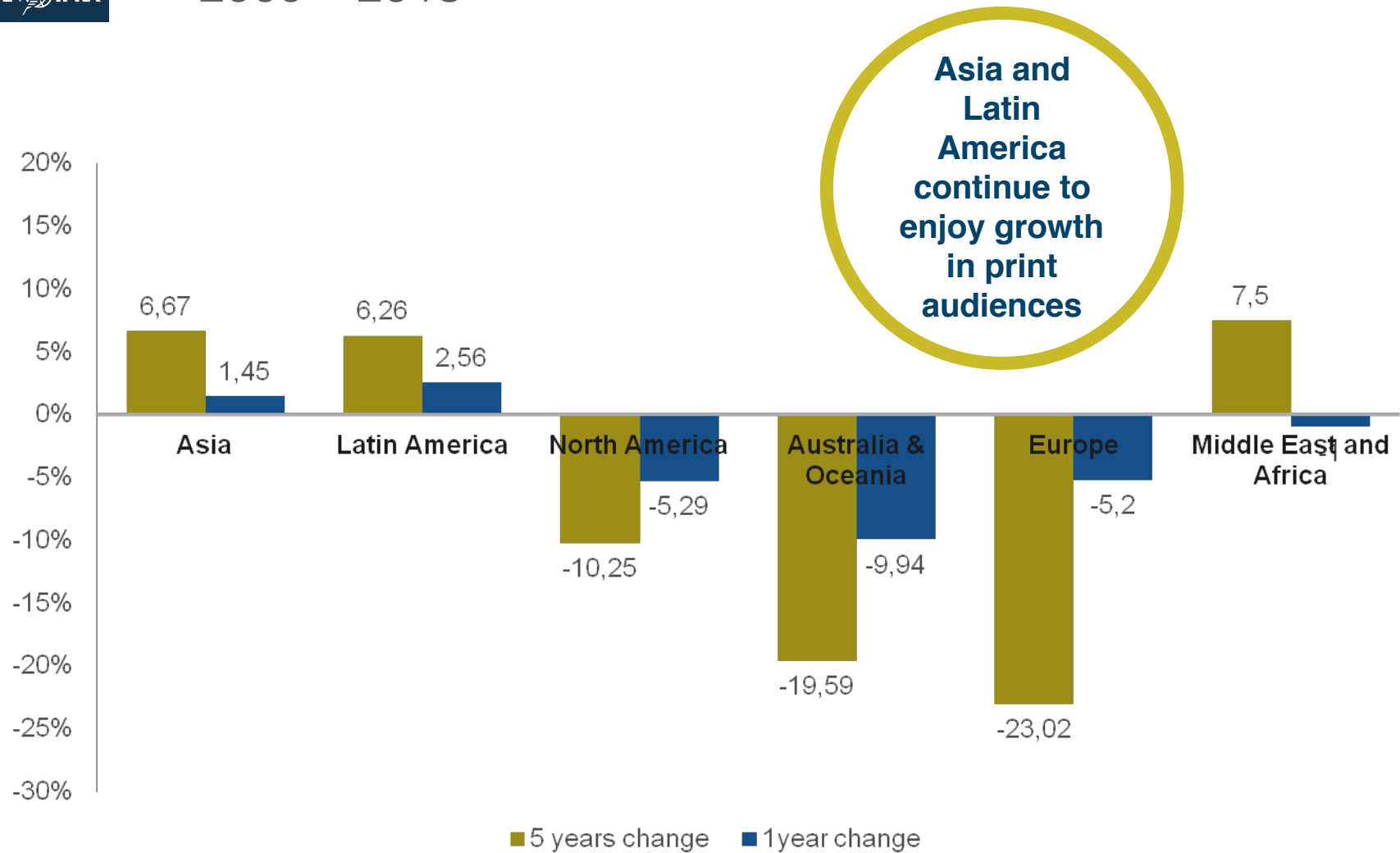
Global daily paid and free newspaper unit circulation in million

Source: World Press Trends database



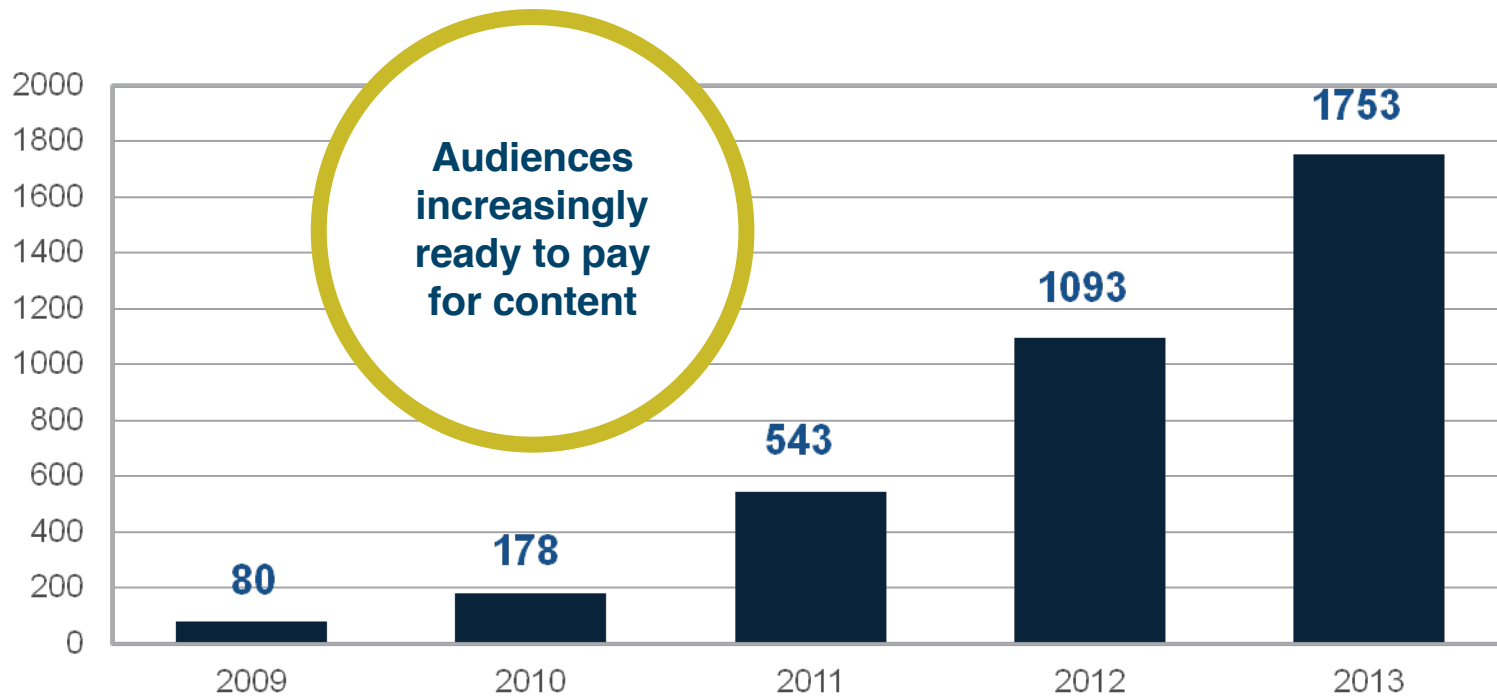
Daily Newspaper Circulation by Region

2009 – 2013



Source: World Press Trends

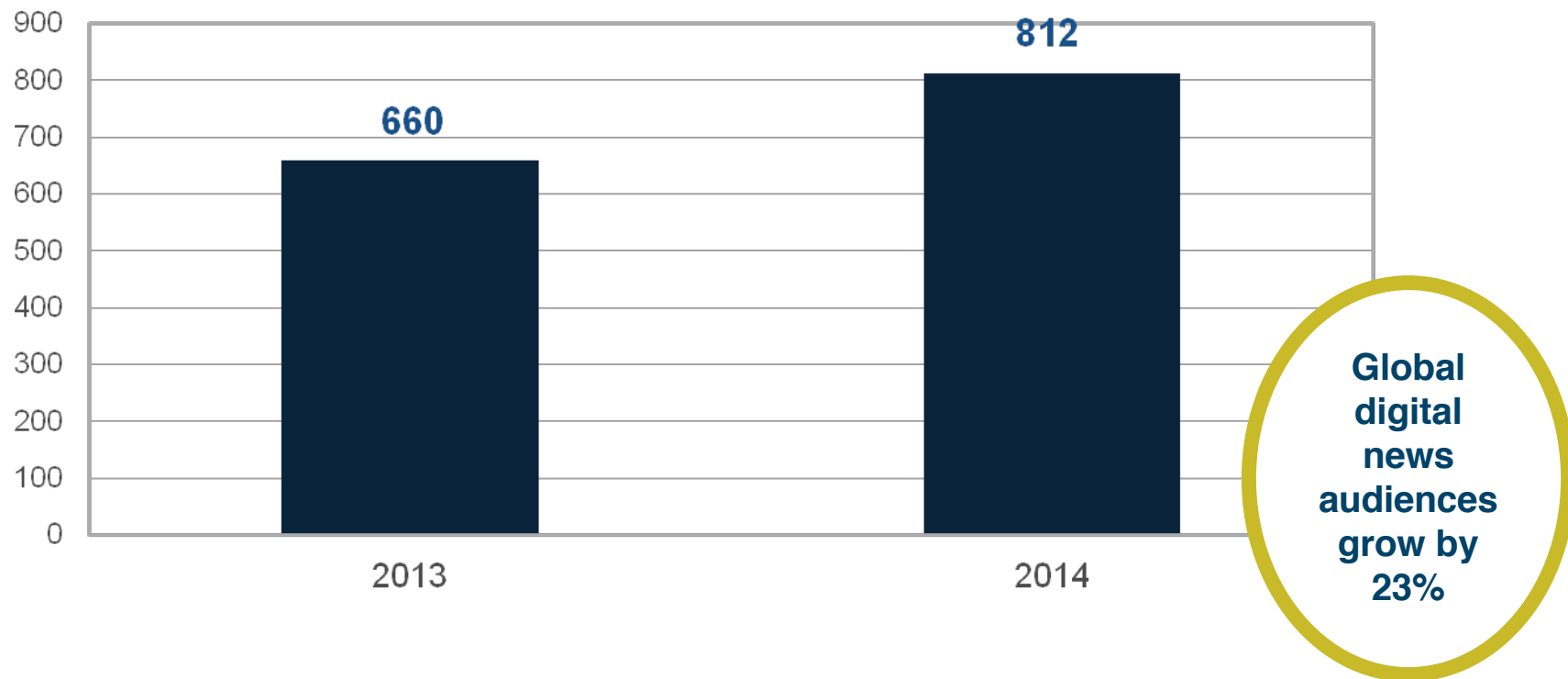
Global Digital Newspaper Circulation 2009 – 2013



Global daily digital newspaper paid circulation in millions

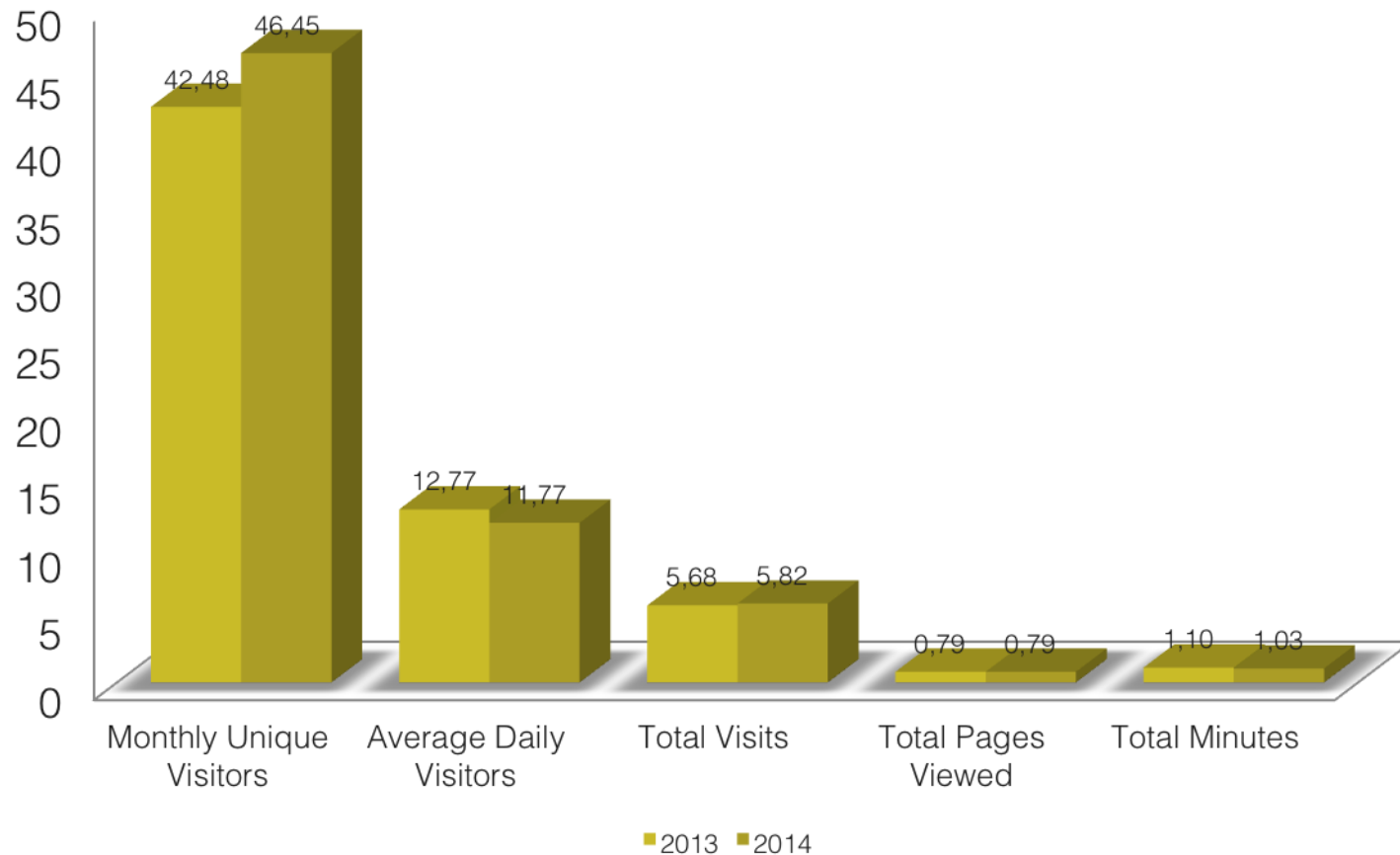
Source: World Press Trends database

Global Digital News Audiences 2013–2014 (est)



Source: ComScore, CHISHOLM analysis.

Global Digital News Audiences 2013–2014 (est)



Source: Comscore, CHISHOLM analysis.

Increasing **Engagement**

Increase social media presence to interact with audiences and build brands.

Promote upcoming material and provide incentives through database marketing.

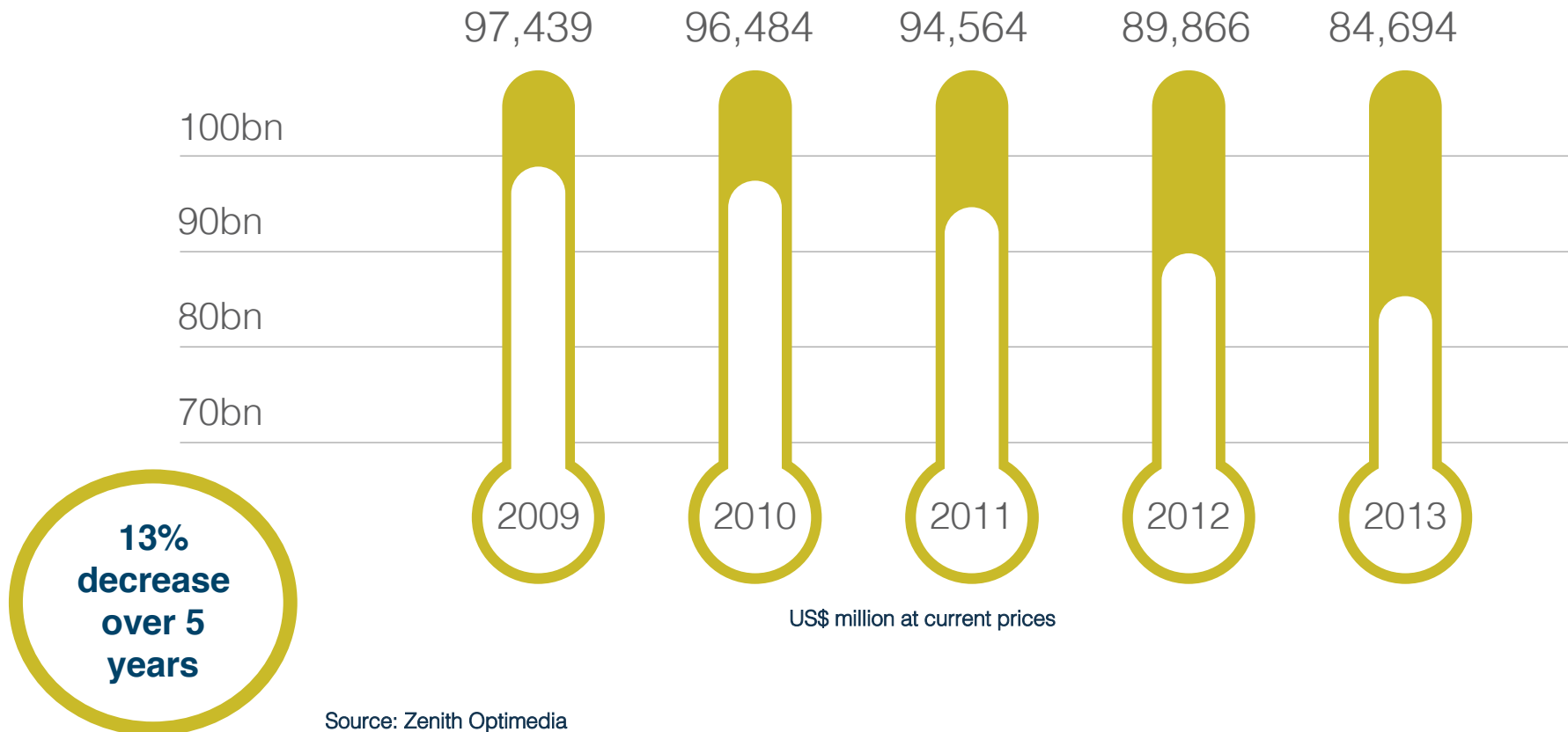
Improve site navigation and restructure pages based on audience interest, to encourage increasing page visits.

Develop audience knowledge based on past visits to enhance user experience and increase the time they spend.

Diversify portfolio of products and services to build brand loyalty, long term relationship with the audience and develop new revenue streams.

Newspaper Print Advertising Revenues

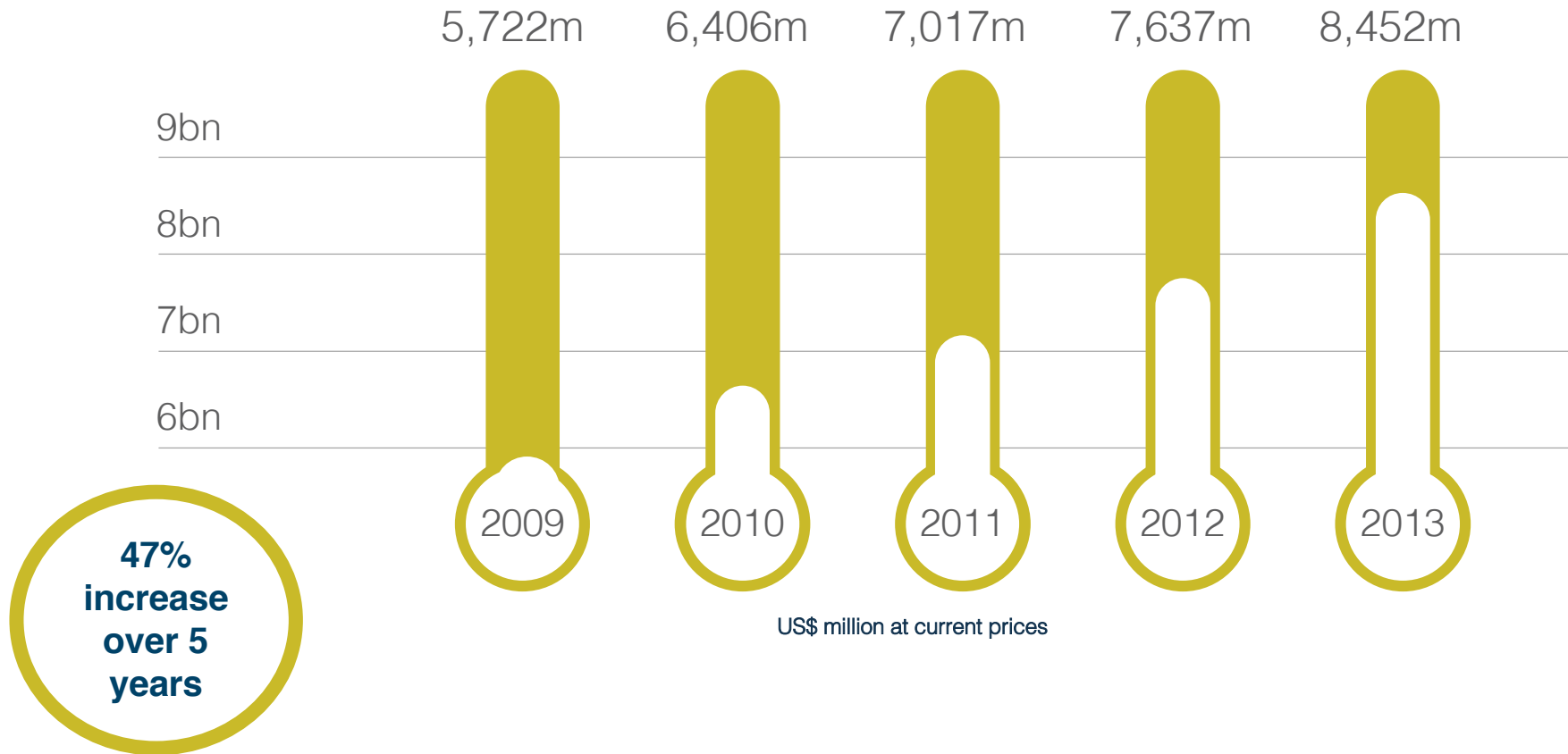
2009 – 2013





Newspaper Digital Advertising Revenues

2009 – 2013

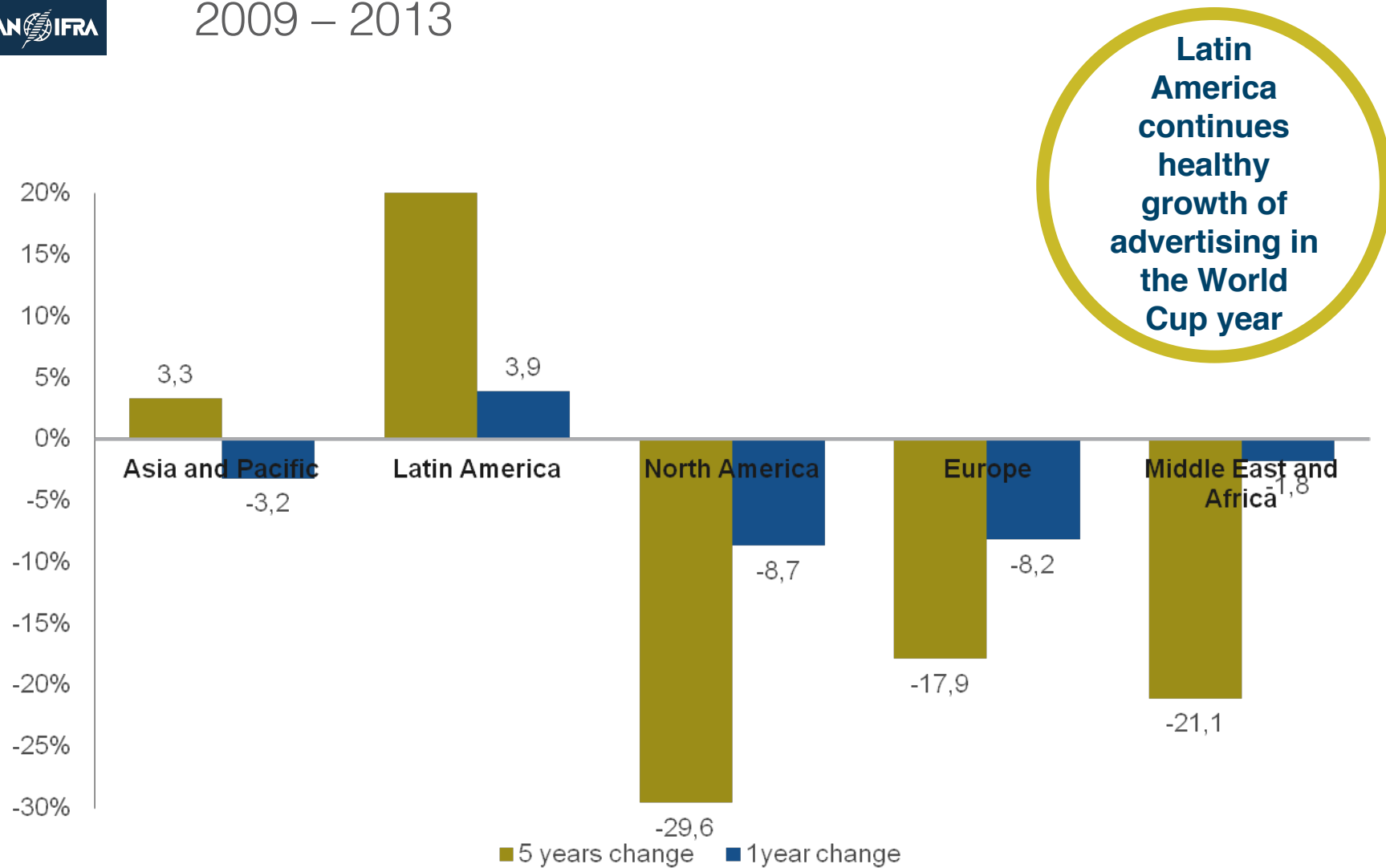


Source: PwC Global Entertainment & Media Outlook



Newspaper Advertising by Region

2009 – 2013



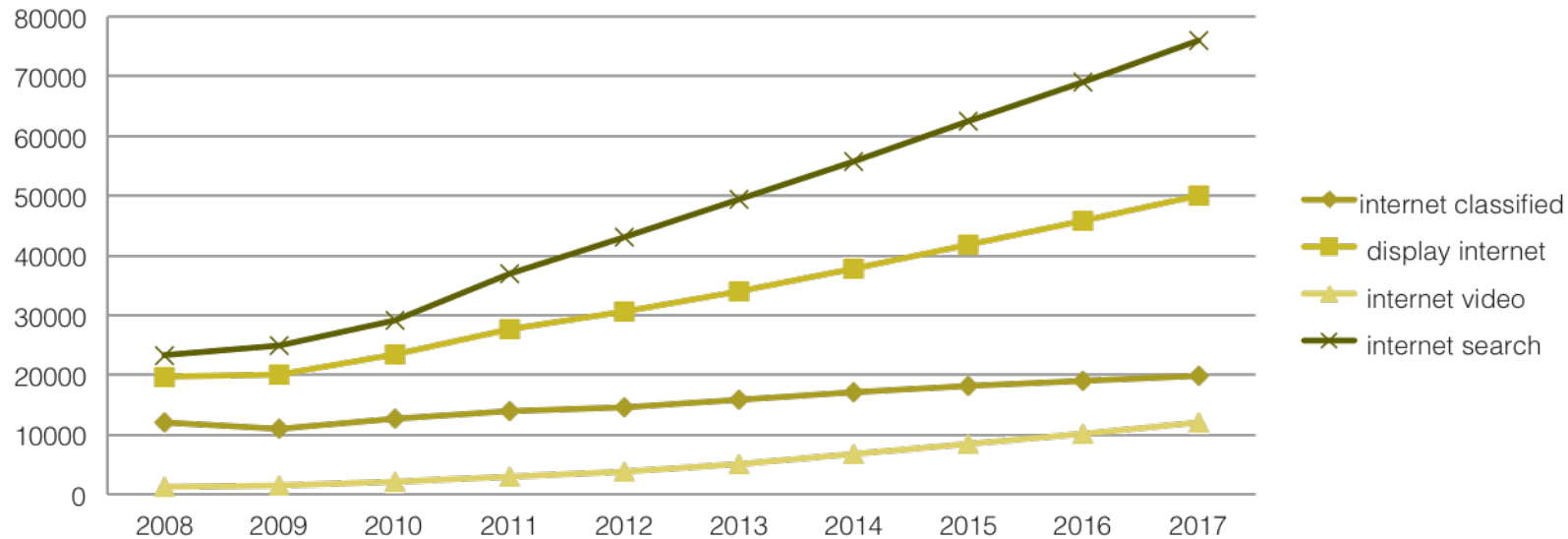
Source: World Press Trends

Global Internet Advertising

2009 – 2013

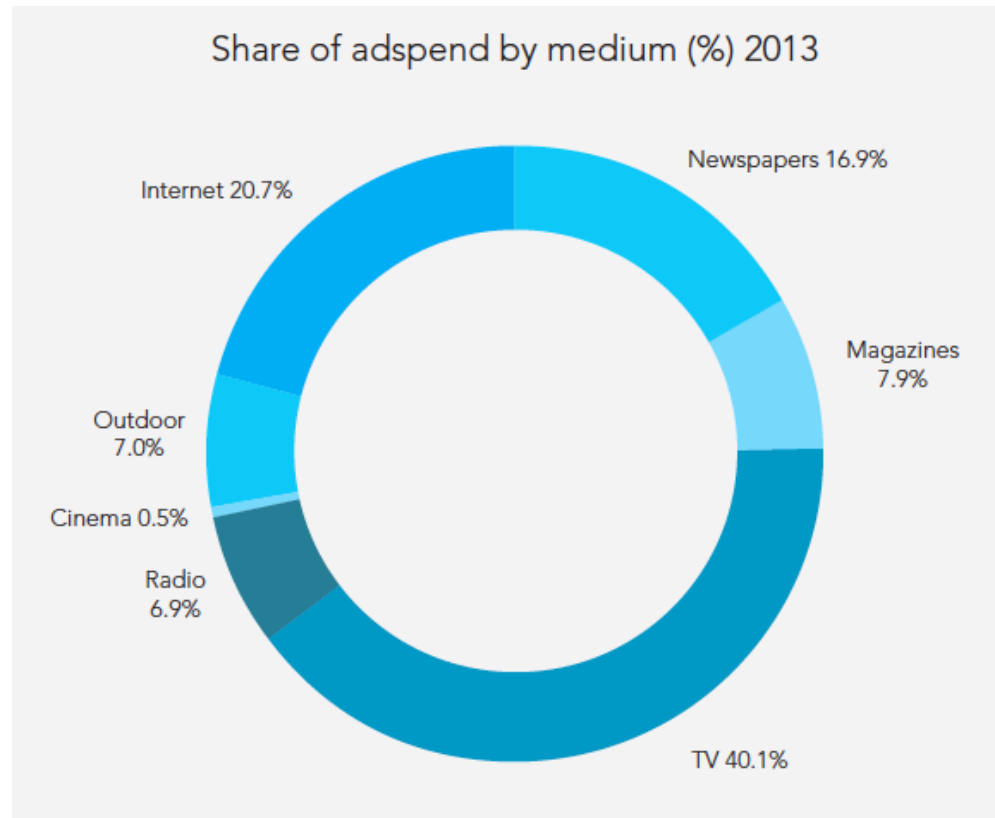
Google ad revenue >77% of all search \$

And 38% of global Internet Ad \$



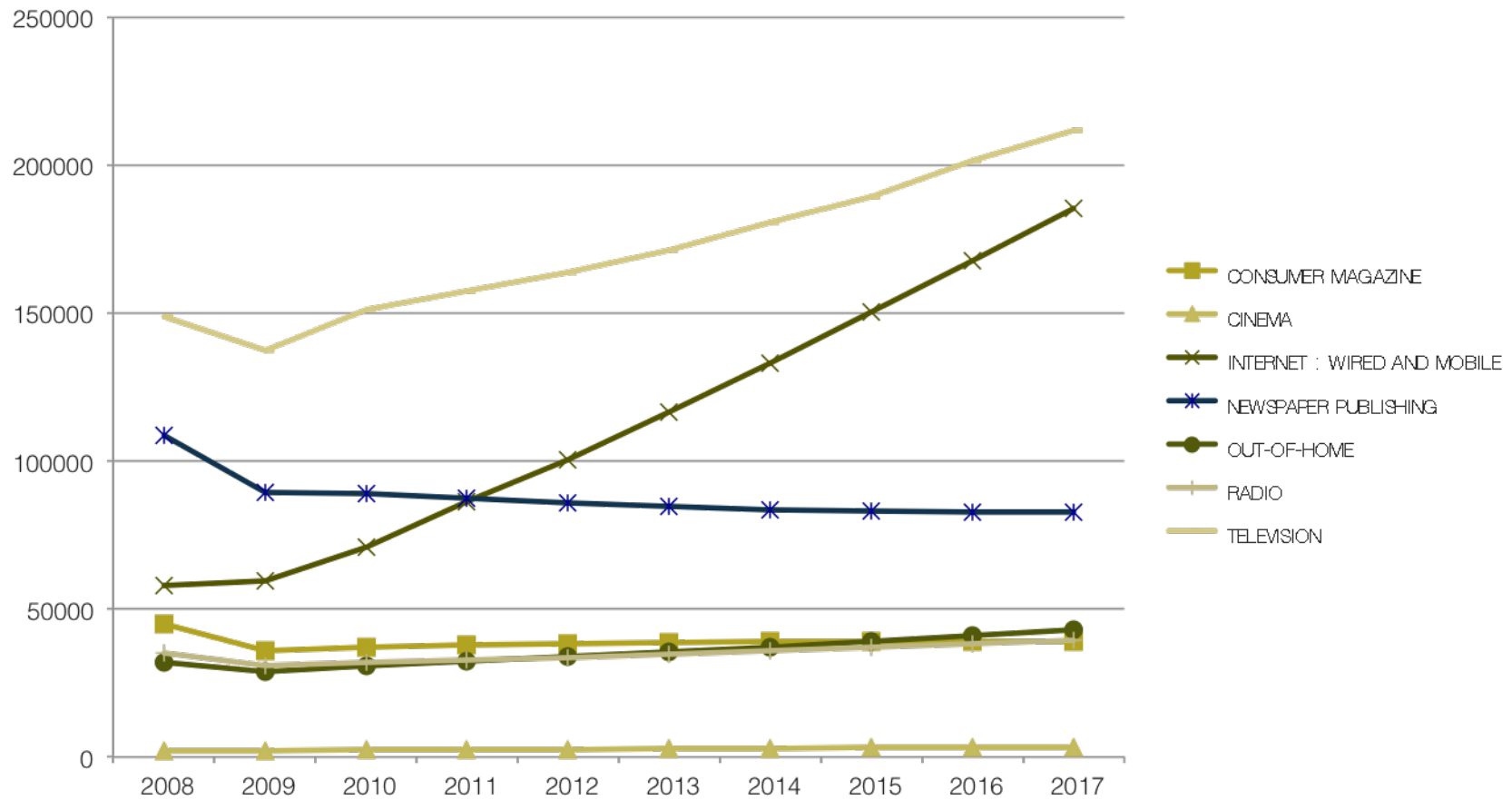
Source: PwC Global Entertainment & Media Outlook

Global Advertising Share 2013



Source: ZenithOptimedia

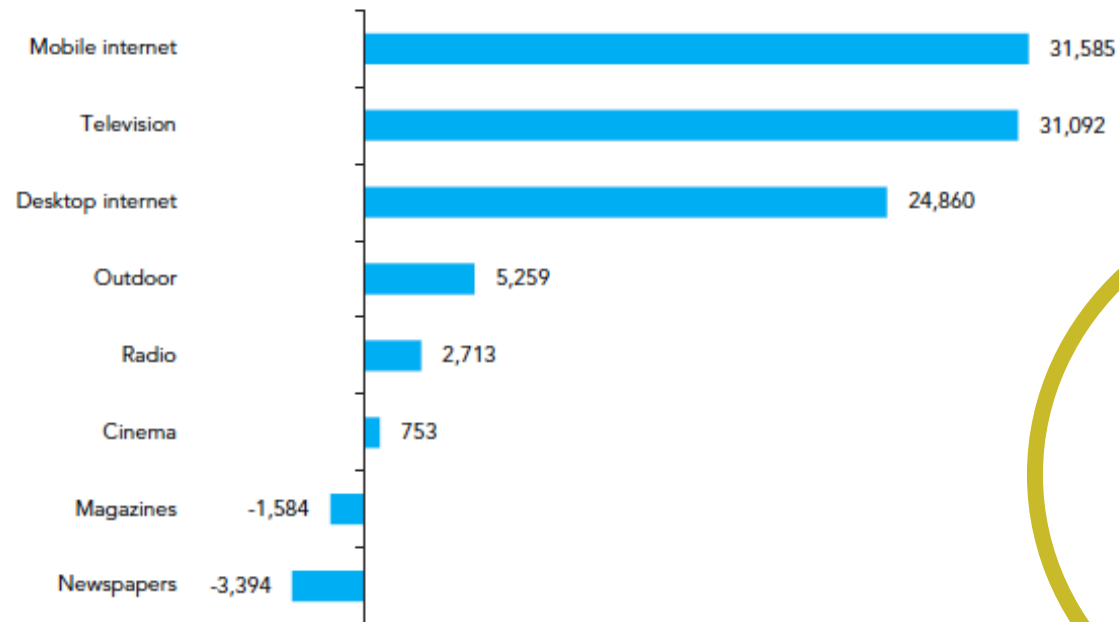
Global Advertising 2008 – 2017 (est.)



Source: ZenithOptimedia and PwC Global Entertainment & Media Outlook

Advertising Trends 2008 - 2013

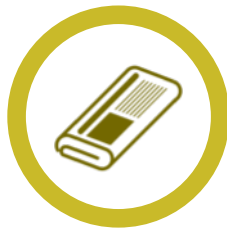
Contribution to global growth in adspend by medium
2013-2016 (US\$m)



**Mobile and
video are the
main drivers
of the global
ad spend
growth**

Source: ZenithOptimedia

NEWSPAPER
INDUSTRY
2013



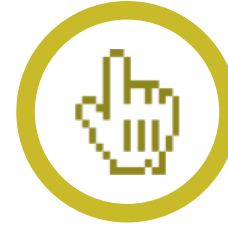
Circulation & Reach

2.5 billion
readers in
print,
800,000 on
digital



ADVERTISING

13% decrease
over 5 years
and 6%
decrease over
the last year.



Digital Subscriptions

2091% increase
over 5 years and
60% increase
over the last year.



Business models

Increase
digital
engagement
but don't
neglect print!





All data is now available
on the **WPT interactive database**
and through custom made reports at
<http://www.wptdatabase.org/>