



# 2017 WORLD PRESSTRENDS

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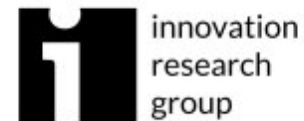
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# WORLD PRESS TRENDS

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World Association of Newspapers and News Publishers

World Association of Newspapers and News Publishers

World Association of Newspapers and News Publishers

World's Press Condemns Arrest of Die Welt Correspondent Deniz Yücel in Turkey, Calls for his Immediate Release

The World Association of Newspapers and News Publishers (WAN-IFRA) and the World Editors Forum (WEF) have called for the immediate release of Deniz Yücel, a dual national Turkish-German journalist for Die Welt, who has been arrested in Turkey on charges of spreading "propaganda in support of a terrorist organisation" and "inciting the public to violence".

Mr Yücel was initially detained on 14th February after reporting on the hacking of Turkish Energy Minister Berat Albayrak's private emails. Mr Albayrak is also the son-in-law of Turkish President Recep Tayyip Erdoğan.

On Monday 27th February, an Istanbul judge filed for Mr Yücel to be remanded in custody and later that evening the court ordered his detention pending trial.

Over 40 editors in chief, CEOs and publishers representing media from around the world have signed a letter addressed to President Trump outlining how his regular labelling of mainstream news outlets as 'fake news' as well as the exclusion of critical media outlets from a recent White House press briefing signalled a worrying decline in accountability for his administration.



#Journalism Matters

"It is deeply unhelpful to see the President of the United States fuelling antagonism towards news outlets by labelling them - misleadingly - as 'fake news'," the letter to President Trump said. "We fear that the overall climate for media freedom currently being fostered by your presidency seriously jeopardises the on-going ability of a free press to hold power to account in the United States."

"It is deeply unhelpful to see the President of the United States fuelling antagonism towards news outlets by labelling them - misleadingly - as 'fake news'," the letter to President Trump said. "We fear that the overall climate for media freedom currently being fostered by your presidency seriously jeopardises the on-going ability of a free press to hold power to account in the United States."



MOROCCO On January 20th, WAN-IFRA called on the Moroccan authorities to drop all charges against journalists and editor Ali Anouadi and to end their judicial pursuit of him and his news publication. Over two years on from his initial arrest, detention and subsequent release, independent journalist and editor-in-chief of the Arabic edition of news website Al-Ahram Online, Ali Anouadi continues to be blocked from another year of his journalism.



Atena Farhadian stands trial on Tuesday, May 18, for charges that include insulting members of parliament and spreading propaganda against the government.

TURKEY On March 4th, WAN-IFRA issued a statement in support of Zaman and Today's Zaman: "We stand in solidarity with our friends and colleagues at Zaman. To categorically denounce this latest assault on press freedom in Turkey. The appointment of trustees to run the media company is an outrageous step and one that further undermines the Turkish people's ability to access alternative sources of news and information. Distressingly, the practice of influencing the direction of a media company is becoming a favoured tactic of the internationally agreed standards for the freedom of the press and that severely erodes Turkey's democratic credentials."



A crowd gathered outside the Istanbul offices of the Turkish daily Zaman on March 4 to protest a ruling that allows a court to appoint the paper's trustees. (AFP)

Mexico: Medios regionales expresan desconfianza ante respuesta a libertad de expresión, valorar

Mexico City, Mexico - 2017-05-30

Directivos de 10 medios regionales mexicanos y de Periódicos y Editores de Noticias (WAN-IFRA) Secretaría de Gobernación (SEGOB) y de la Procuraduría General de la República (PGR) dialogar acerca de las medidas anunciadas p...

Entre los asistentes participaron periodistas en algunos de los estados que han sufrido violencia contra medios de comunicación y expresaron su enojo por el alto nivel de...

FOR IMMEDIATE RELEASE - Paris, Frankfurt, 1 May 2017

NEW STUDY: Surveillance, national security legislation and data retention laws threaten the sustainability of investigative journalism around the world

Protecting Journalism Sources in the Digital Age is a new global study produced by WAN-IFRA for UNESCO that examines the growing risks confronting forms of journalism dependent upon confidential sources and whistleblowers. It finds that the legal frameworks that support protection of journalistic sources, at international, regional and country levels, are under significant strain - a development that is seen to represent a direct challenge to the established universal human rights of freedom of expression and privacy, and one that especially constitutes a threat to the sustainability of investigative journalism.

The study, authored by former World Editors Forum/WAN-IFRA Research fellow Lulle Posetti, covers 121 UNESCO Member States and represents a global benchmarking of journalistic source protection in the Digital Age. It will be launched on World Press Freedom Day (May 3rd) during celebrations in Jakarta.



2 June 2016

Novaya Gazeta Editor, Dmitry Muratov Awarded to World Press Freedom Award

Dmitry Muratov, the annual press freedom award of the World Association of Newspapers and News Publishers (WAN-IFRA), has been awarded to the editor-in-chief of independent Russian newspaper, Novaya Gazeta.

During the opening ceremony of the 68th World Editors Forum and World Press Freedom Day in Colombia...



Greater Protections Demanded For Women Journalists On Historic Anniversary of Press Freedom Law

The World Association of Newspapers and News Publishers (WAN-IFRA) and the World Editors Forum, in conjunction with the FOJO Media Institute, are calling on media worldwide to support stronger protections for women journalists in a text released to mark the 250th anniversary celebrations of Sweden's Freedom of the Press Act, the first of its kind in the world.

The 2nd December Declaration (http://2december.wan-ifra.org) highlights the need to strengthen and support free, independent and professional journalism as a means of countering disinformation and combatting hate crimes. Identifying women journalists as frequently the most vulnerable and exposed, the Declaration denounces as a danger to quality journalism - and ultimately democracy itself - those who use threats and hate to silence the women who are making their voices heard.

# OUR CONVERSATION TODAY

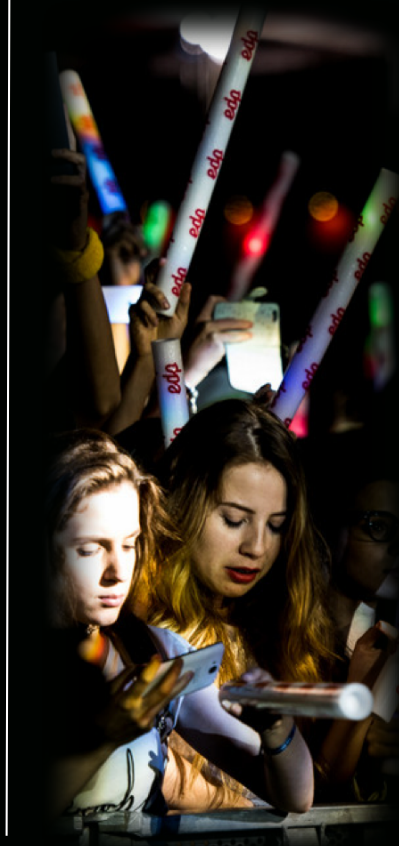
 newspaperworld

 vincentpeyregne

## Trust is the New Currency



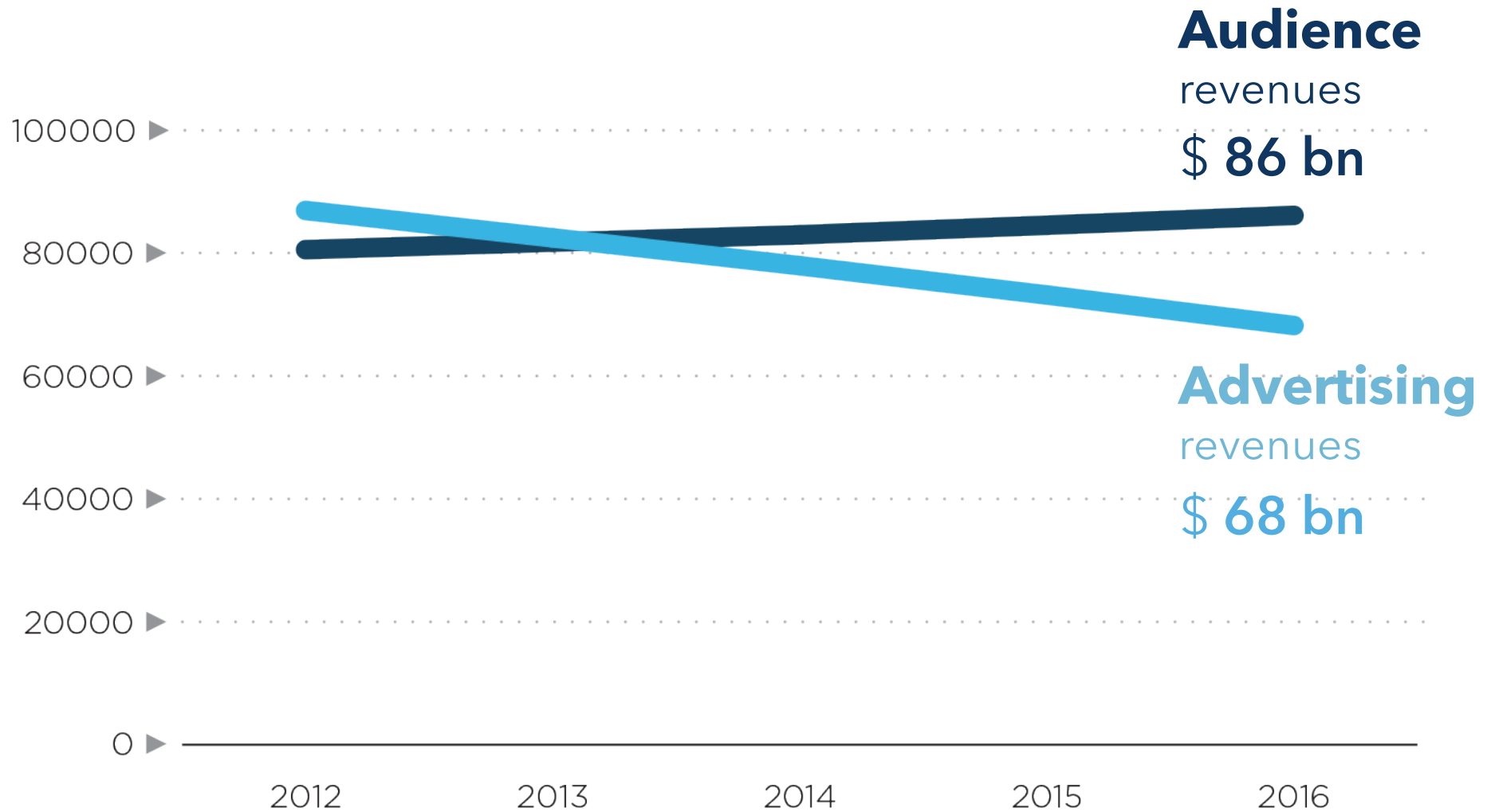
## Shift to Loyalty Community



## Push-back against ad tech & the Duopoly



# Global newspaper revenue 2012 - 2016



# Digital Journalism - Waves of Disruption

1

## Portals

1990-1997



2

## Search

1997-2006



3

## Social

2006-2015



4

# STORIES AS A SERVICE



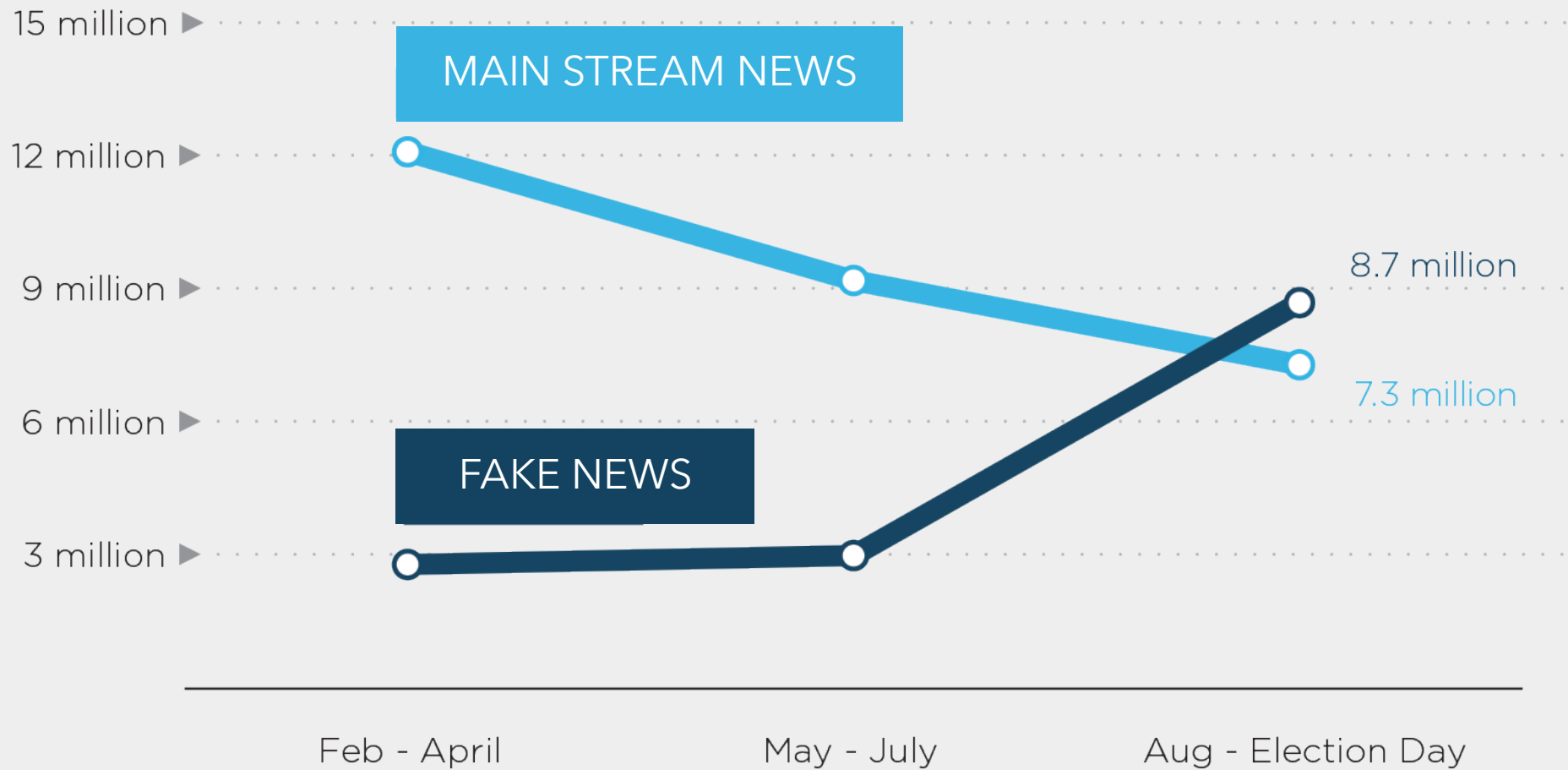
**1** OUR  
CONVERSATION  
TODAY

# Trust

**ATTENTION** is the **OLD** currency  
**TRUST** is the **NEW ONE**



# Total Facebook Engagements in the US for Top 20 Election Stories



\*Engagement refers to the total number of shares, reactions and comments for a piece of content on Facebook.  
Source: Facebook data via BuzzSumo



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## Reports

RSS



### Buhari & APC's campaign promises: Appraising 9 pledges 2 years on

Two years ago Nigeria's President Muhammadu Buhari and his All Progressive Congress government assumed office on the back of promises of change. Are they being met halfway into the president's tenure?

12:35 | 30th May 2017 (GMT)

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[health](#) [housing](#)



### Are 70% of Kenyans who can work jobless? Union chief mangles numbers

Unemployment remains a challenge to most African governments. Kenya's no less, but debating solutions should rest on accurate information.

02:56 | 26th May 2017 (GMT)

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[data](#) [development](#) [jobs](#) [statistics](#) [unemployment](#)

### In this section

Spot Check

Health Check

In Development

## Got a claim for us to check?

Is there a claim that you would like us investigate?

Has a politician, a business or union leader, a health association or environmental group said something that you suspect is untrue or misleading and that should be challenged.

We cannot investigate every claim sent in to us. But we will log all suggestions and appreciate your help.

[Suggest now](#)



## ABOUT US

"Residents of Hong Kong funded FactWire -- because they think good information is indispensable to survive as citizens. They know that if they support quality, well-verified stories, they will know what is really going on, and they will not be deceived with slanted or special-interest driven information."

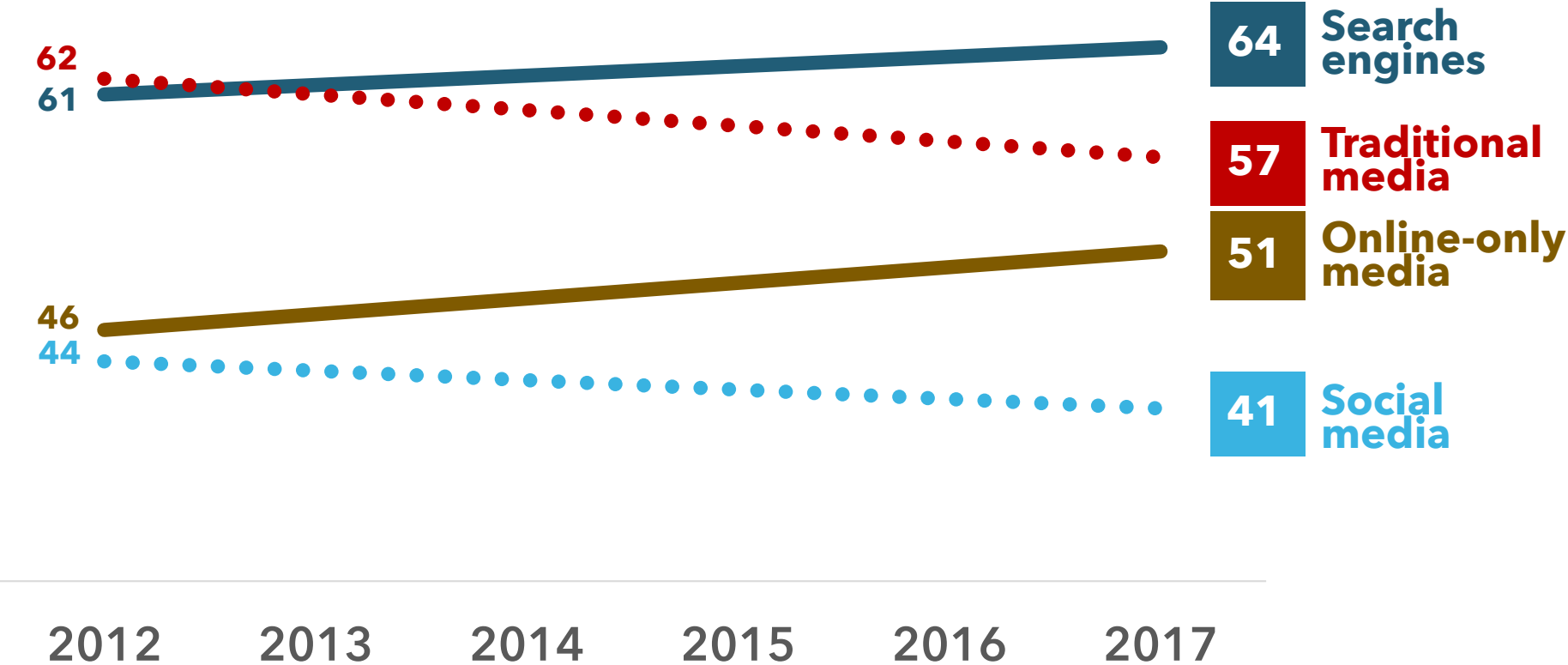
[March 4, 2016 - Global Investigative Journalism Network](#)

"FactWire is being backed by the largest crowdfunding campaign ever seen in Hong Kong, becoming the latest player to emerge in the media industry in recent months."

[Aug 21, 2015 - South China Morning Post](#)

# Traditional media shows steepest decline in trust

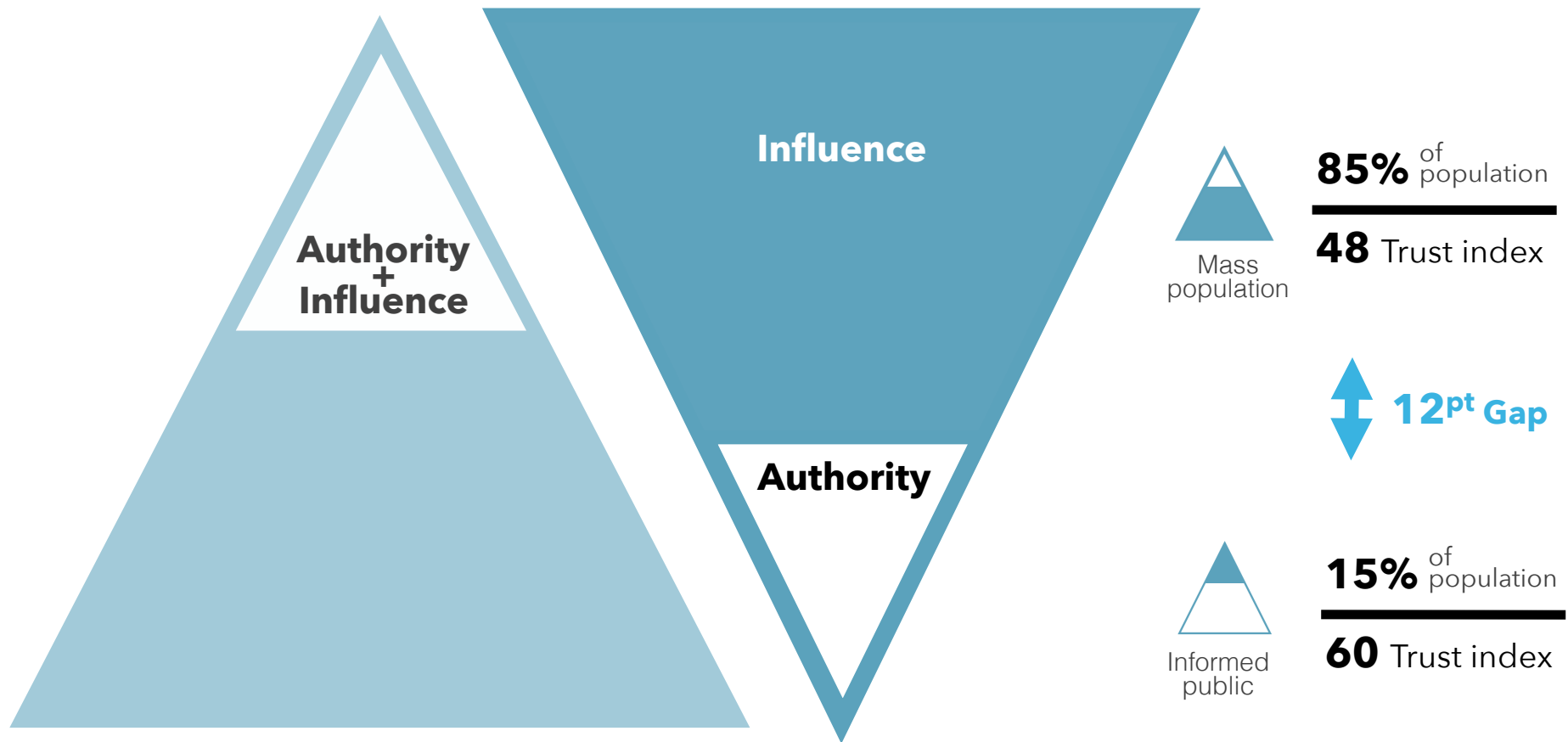
Percent trust in each source for general news and information



Source : Edelman Trust Barometer 2017. 33,000 respondents total, 28 countries

# 2016

## The inversion of influence

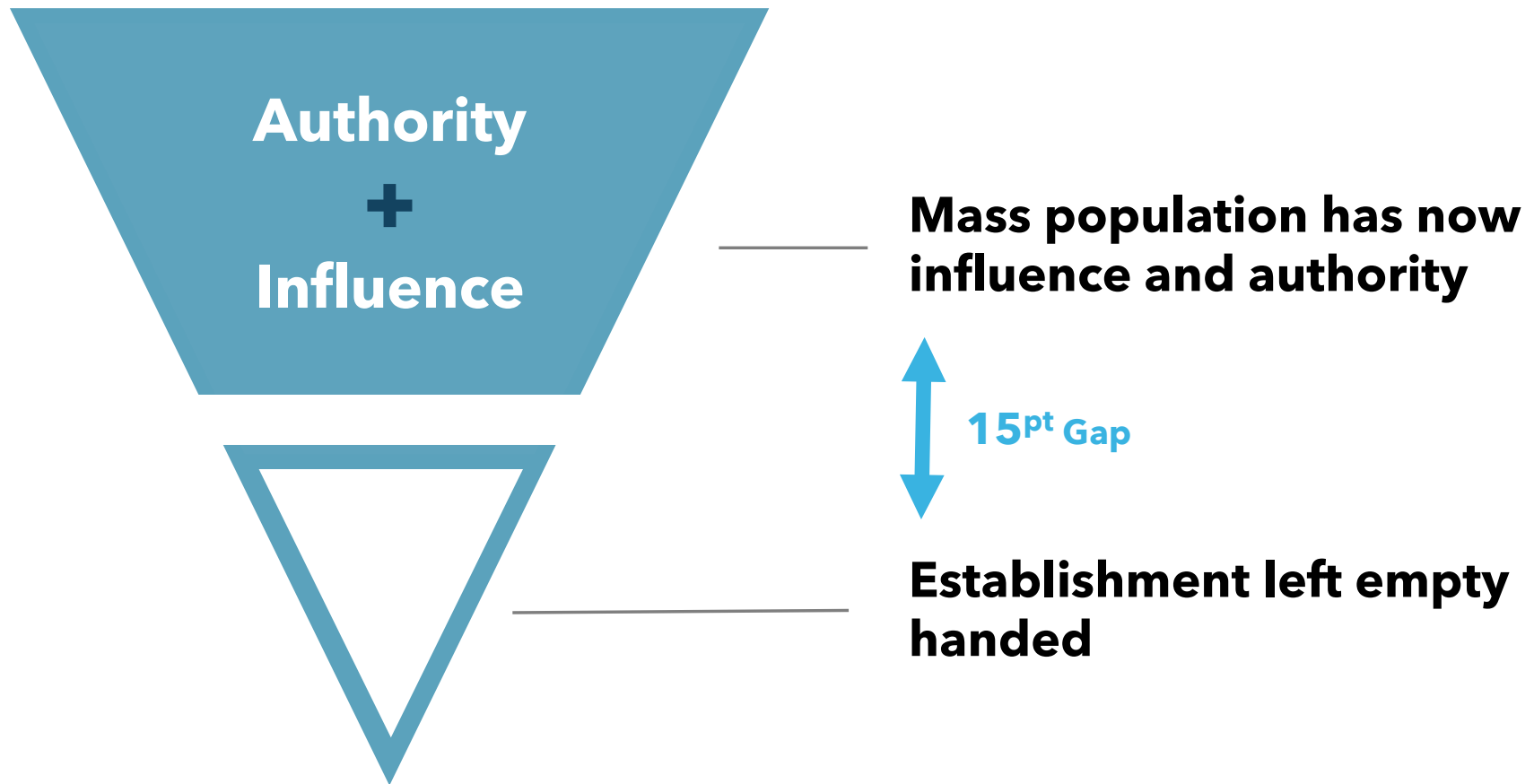


> 2015

**2017**

Trust gap widens

Mass population rejects "established authority"



**MAKE OUR  
NEWS  
GREAT  
AGAIN**



# Collaborations = scale

DH.be

La Libre BELGIQUE

l'avenir.net

L'Echo

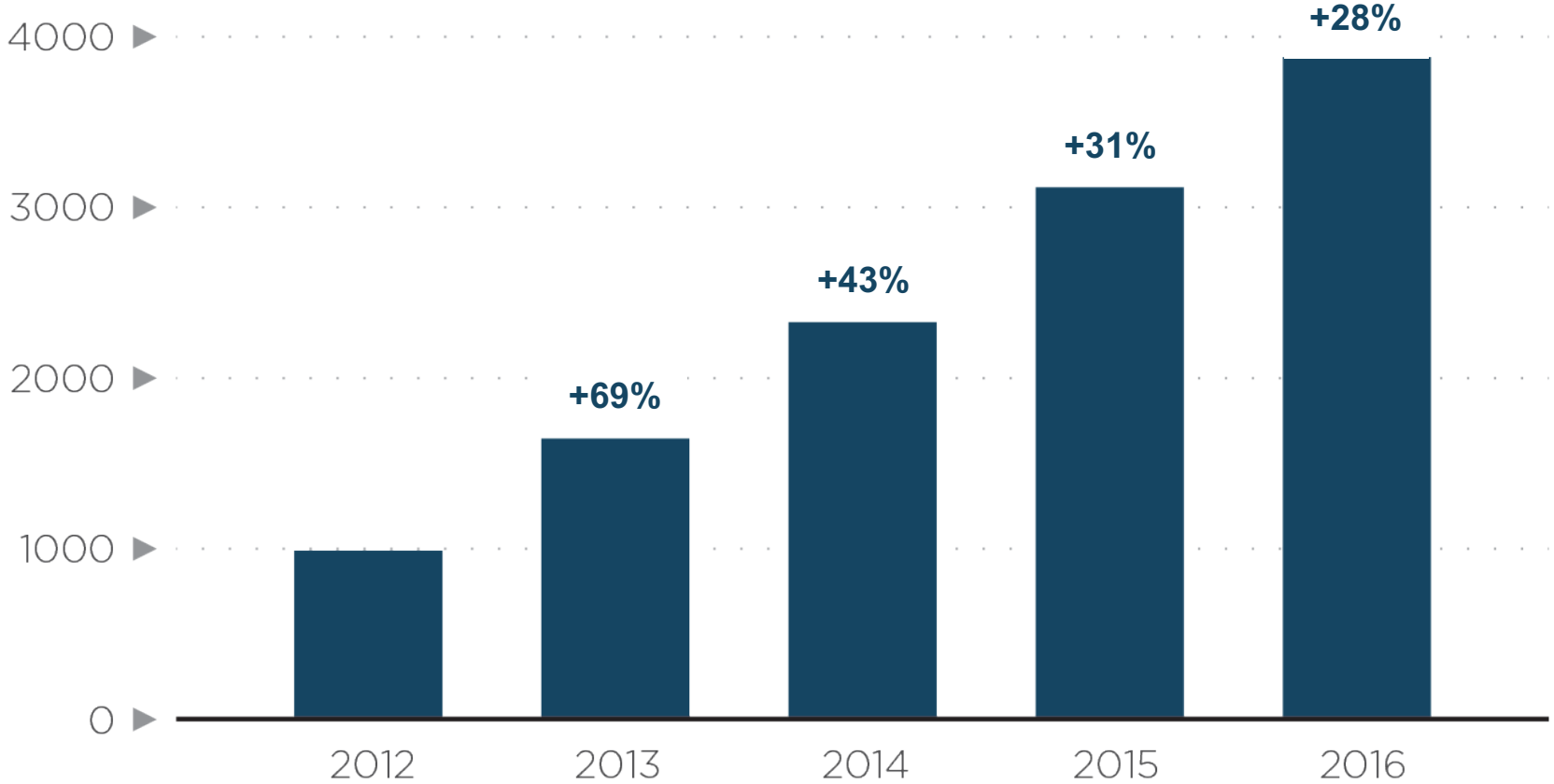
LE SOIR

SUDPRESSE

GRENZECHO

Scale = control of  
customer relationships

# Global newspaper digital circulation revenues 2012/2016



Source: PwC Global Entertainment & Media Outlook: 2016-2020

# Snapshot of Digital Subscription **success stories**

Title	Digital Only Subs	% Subs that are pure digital versus total daily circulation
NYT	1,600,000 +	69%
The Times	185,000 +	44%
Süddeutsche Zeitung	40,000 +	13%
Aftenposten, regionals incl	110,000 +	38%
Le Figaro	60,000	20%
El Mundo		
FT	566,000 +	75%
WSJ	1,000,000 +	50%
FAZ	40,000 +	20%
Les Echos	31,000 +	33%
The Economist	303,500 +	
Boston Globe	80,000 +	29%
Schwäbische Zeitung	15,000 +	10%
Amedia (entire group 62 titles)	110,000 +	23%
Sud Ouest	14000 +	6%

# 2 OUR CONVERSATION TODAY

# COMMUNITY

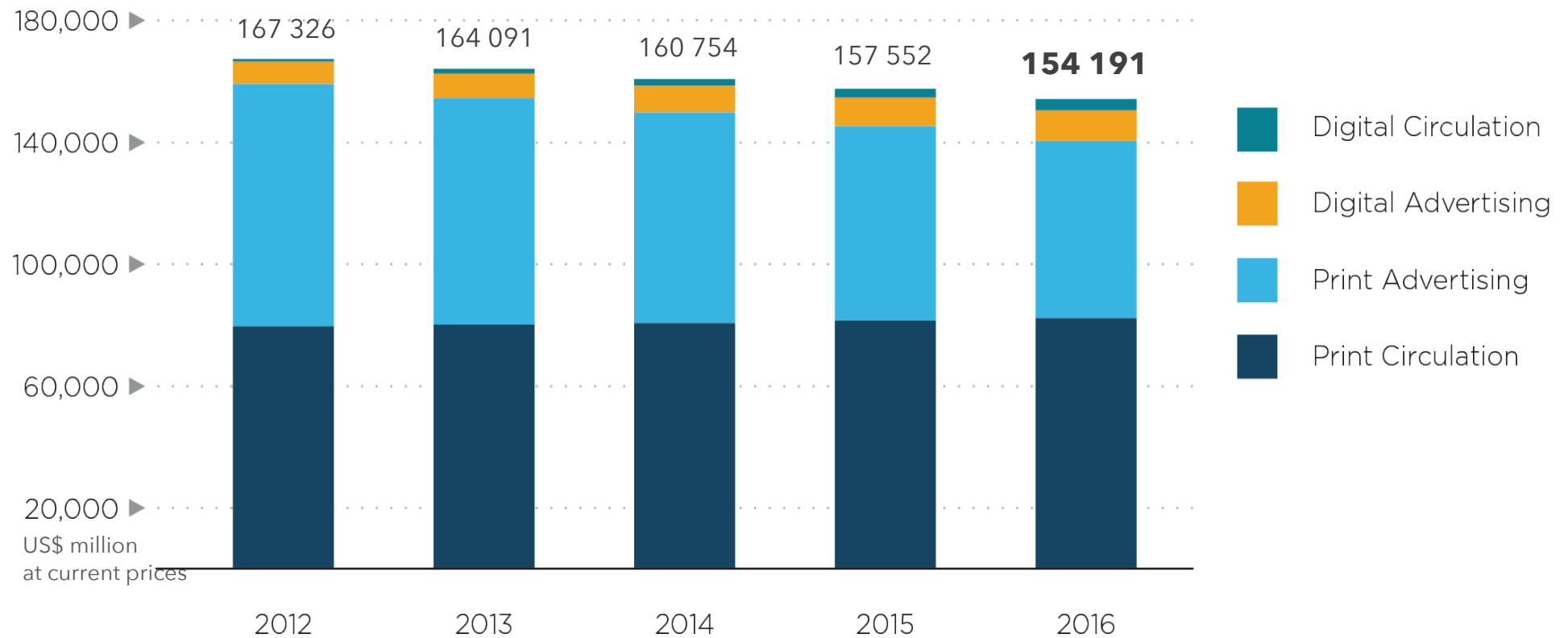
"NEWS NEEDS TO BE A **BUSINESS THAT BUILDS VALUE** FOR THE COMMUNITIES IT SERVES AND **SUSTAINS ITSELF AS A RESULT OF THAT VALUE.**"

- Jeff Jarvis



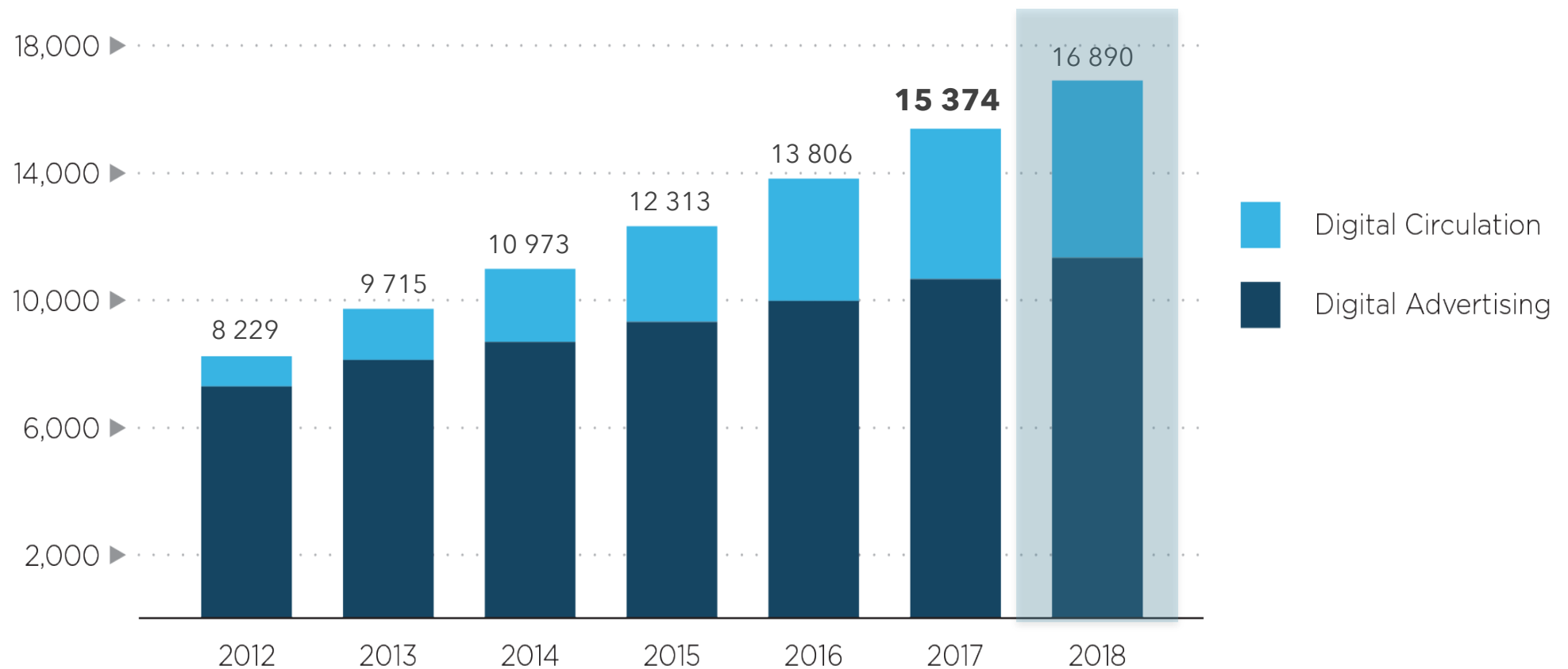
# Global newspaper traditional revenue sources 2012/2017

**CAGR - 2%**



# Global newspaper digital revenues 2012/2017

**CAGR + 16,5 %**



# Who pays for news, and why do people subscribe?

**53%**  
of adults pay  
for news



**52%**  
of those who do  
not subscribe are  
"news seekers"

---

Coverage of a specific topic is the  
**No. 1 reason** people start subscribing

---

**26%**  
who use a source  
for free might  
begin to pay for it



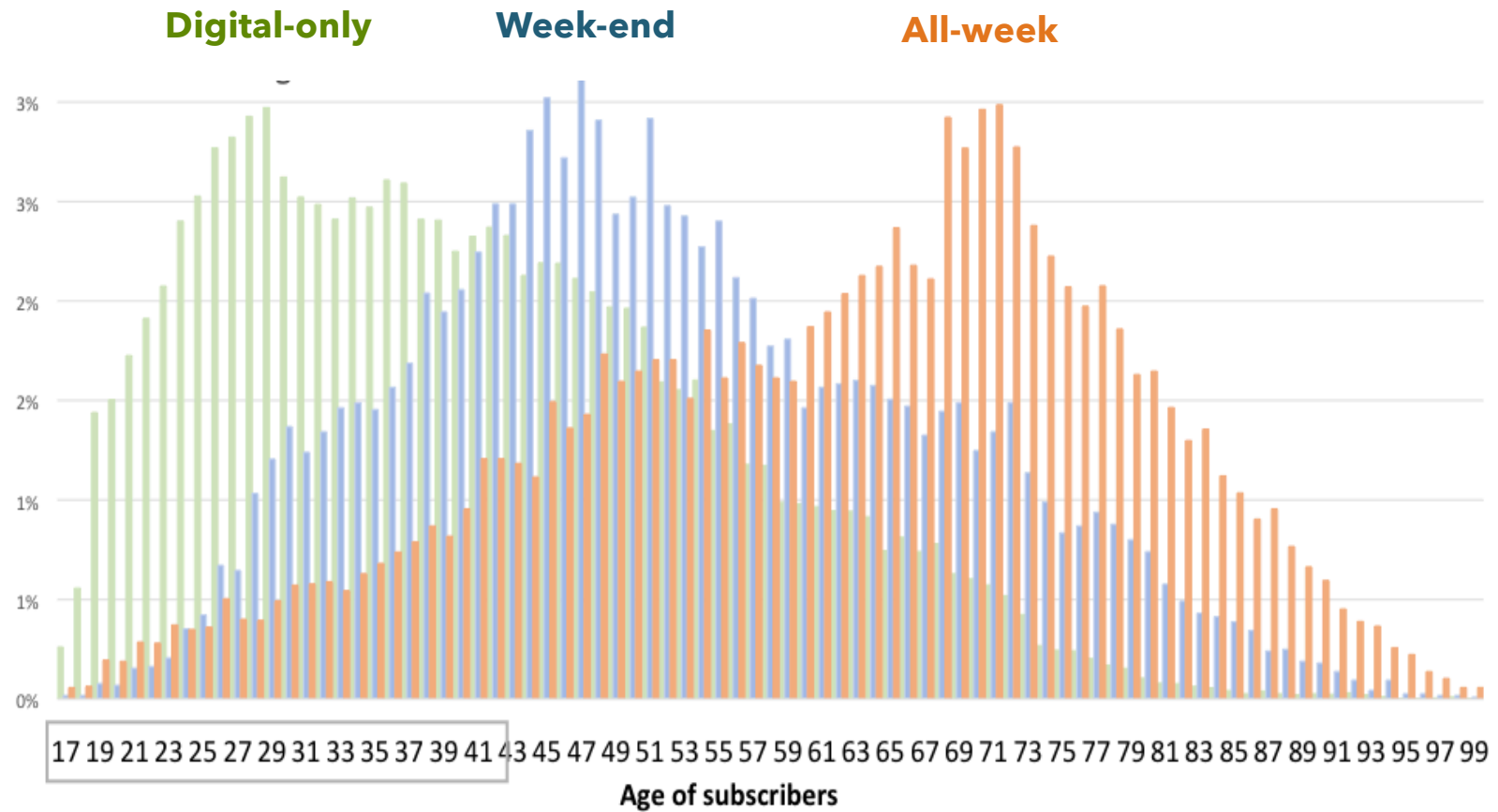
**52%**  
of payers subscribe to  
newspapers

---

**53%** of **digital subscribers** have never paid  
for a print version of that outlet

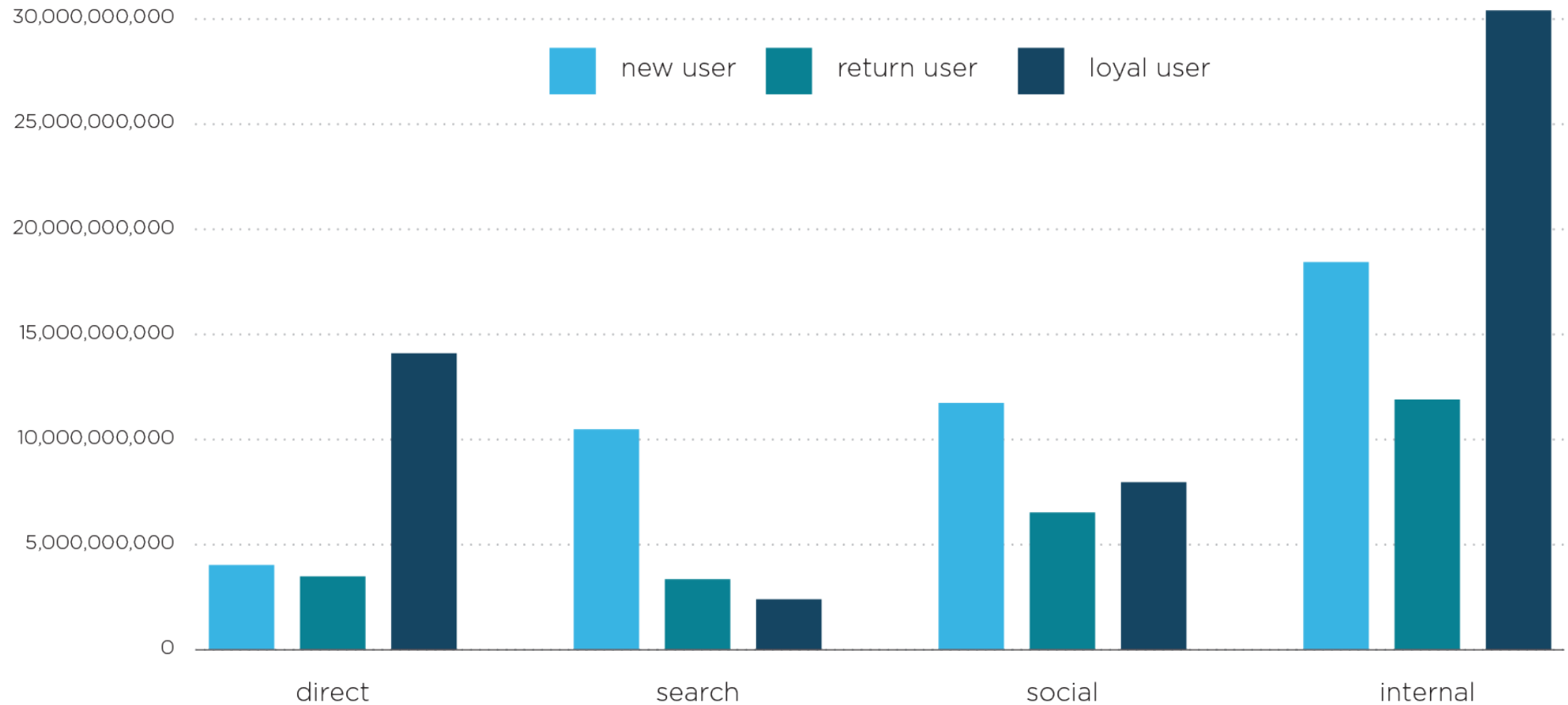
# Younger generation is willing to pay

Age distribution for new subscription sales per project  
Schibsted Norwegian subscription papers





# Loyalty vs. pageviews



Source : WAN-IFRA World Press Trends, Chartbeat

**3** OUR  
CONVERSATION  
TODAY

# ADVERTISING

**PUSH-BACK AGAINST AD TECH  
& THE DUOPOLY**

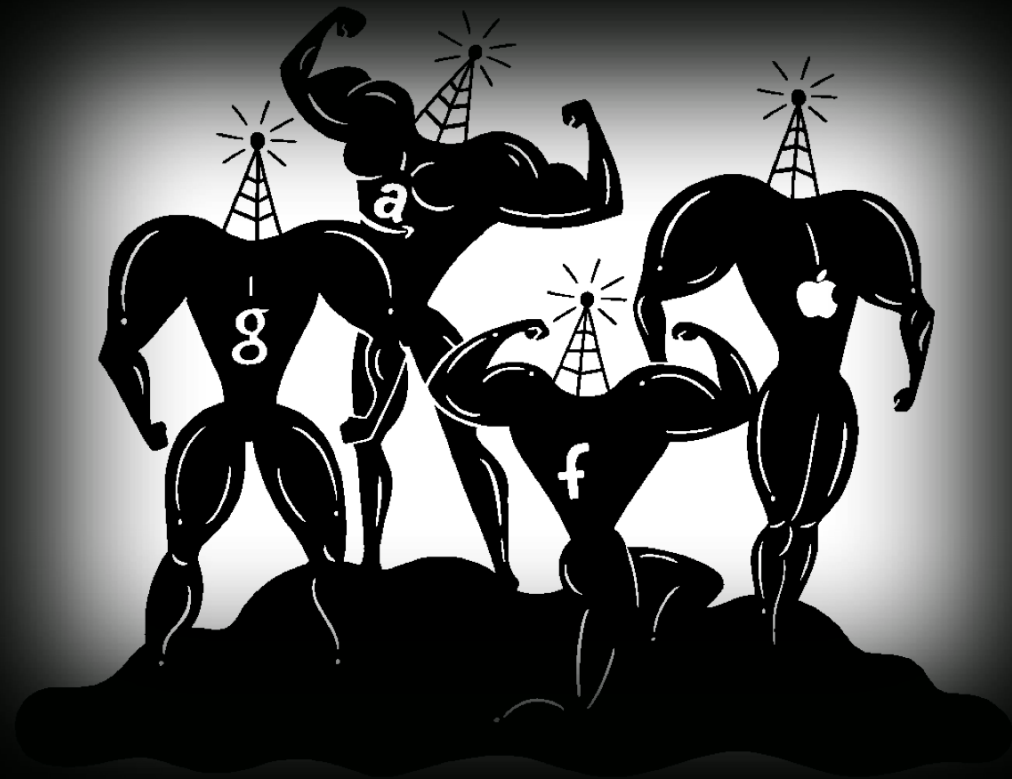
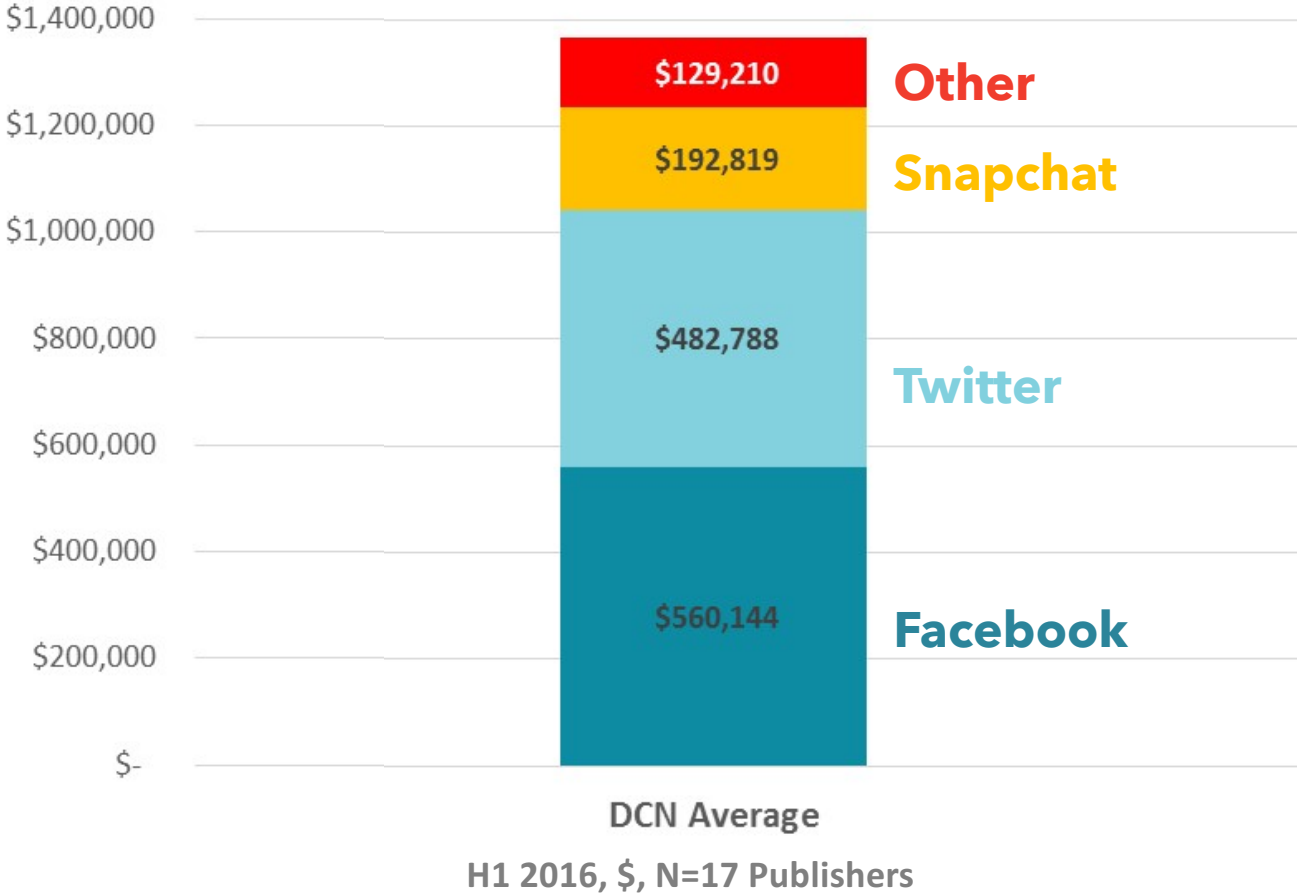


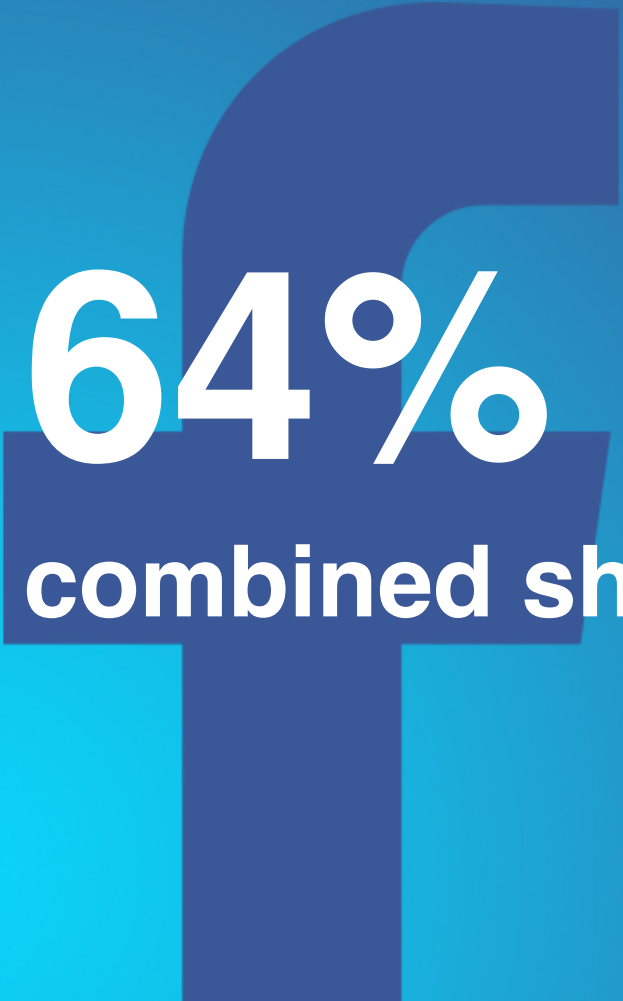
ILLUSTRATION HANNE BERKAAK, BYHANDS FOR TINIUS TRUST

# Total Average Revenue by Platform



Source: DCN Distributed Content Revenue Benchmark Report, January 2017

**Winners of the attention economy**  
aggregate largest audiences & capture  
most of ad revenue



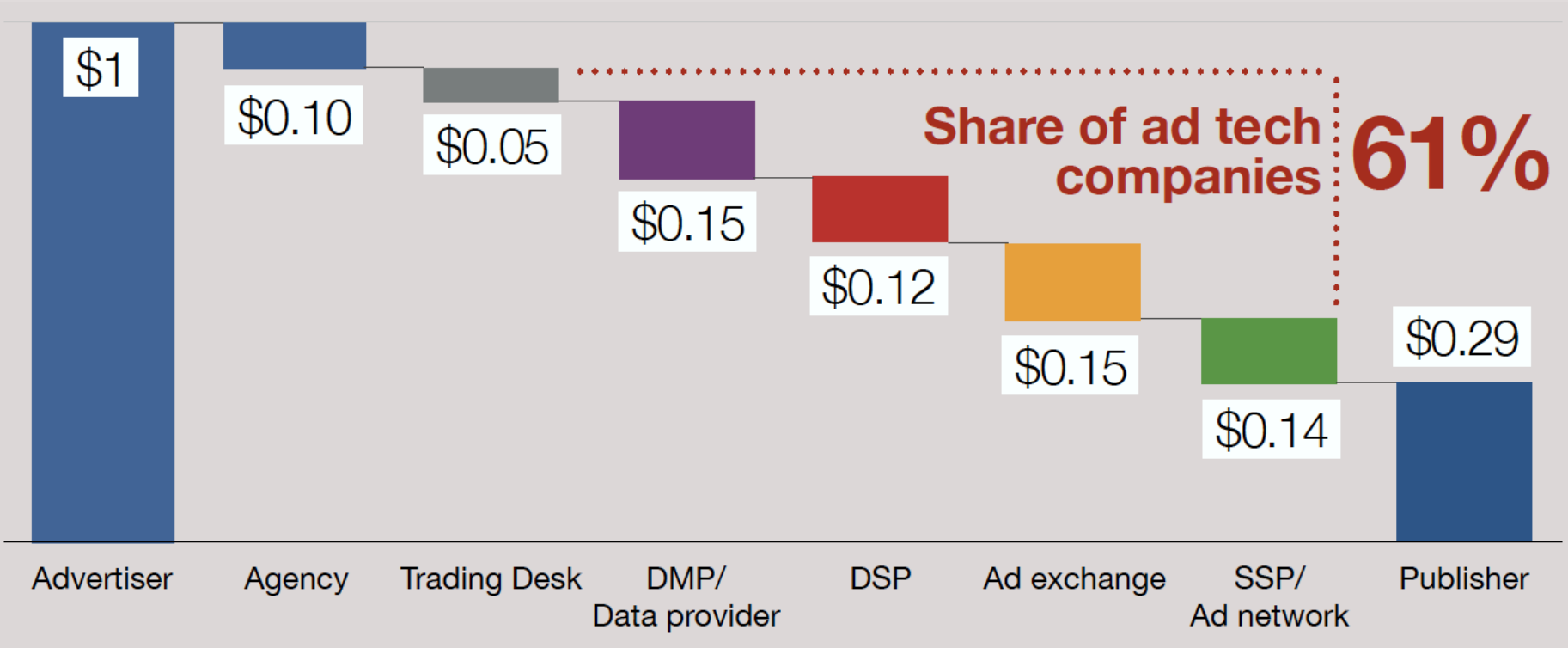
**64%**  
combined share



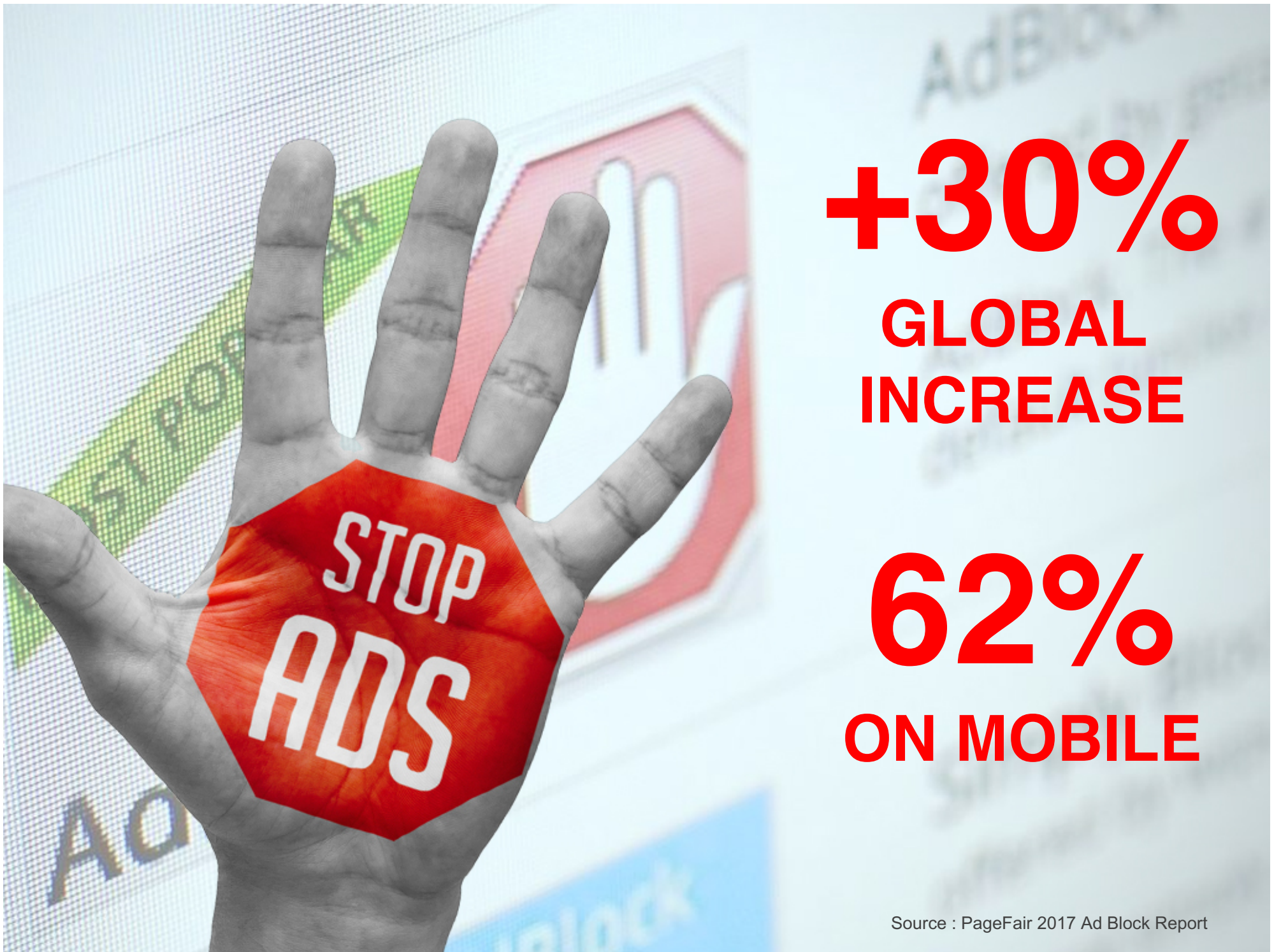
**89%**  
their share in  
new ad spend

Source: WAN-IFRA

# Who else captures \$ in digital ad ecosystem?



Source: AEMII – Future Media Lab / European Magazine Media Association 2016



**+30%**

**GLOBAL  
INCREASE**

**62%**

**ON MOBILE**

Source : PageFair 2017 Ad Block Report

Ad Collaboration

# Selling National Content at Scale

Intent



**Ad sales based  
on search**

National Content



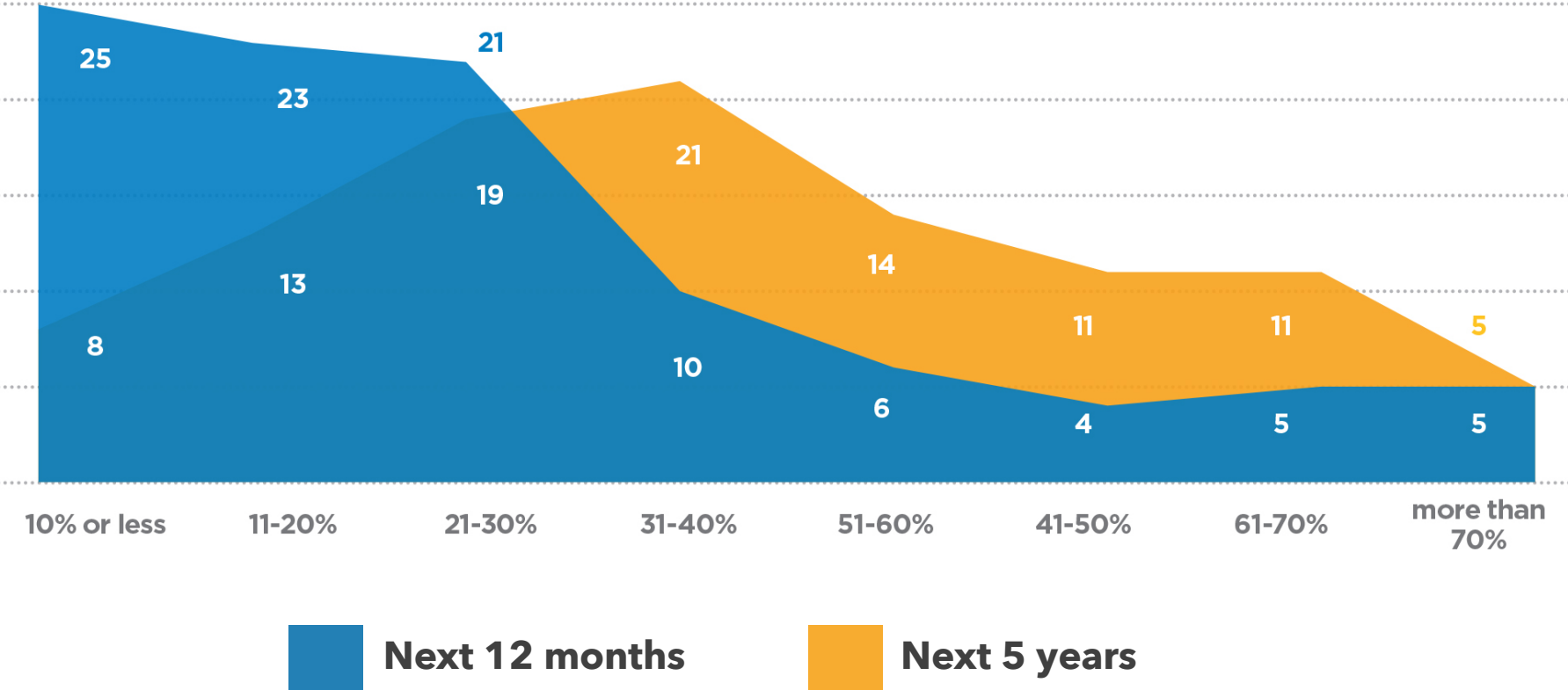
ID



**Ad sales based  
on audience**

# Publishers are looking at **new revenue sources**

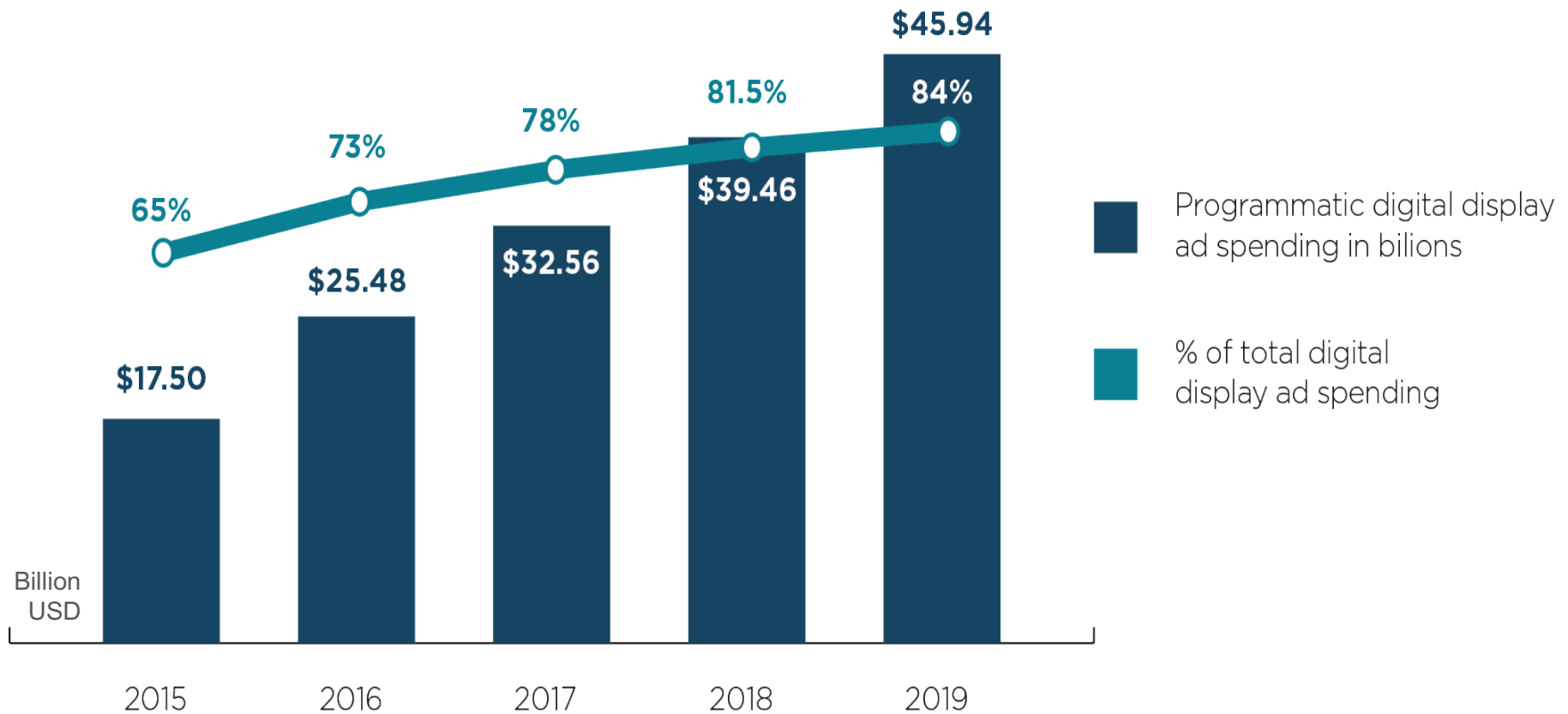
**Total company revenue/income from non-traditional media activities (content sales and advertising)**



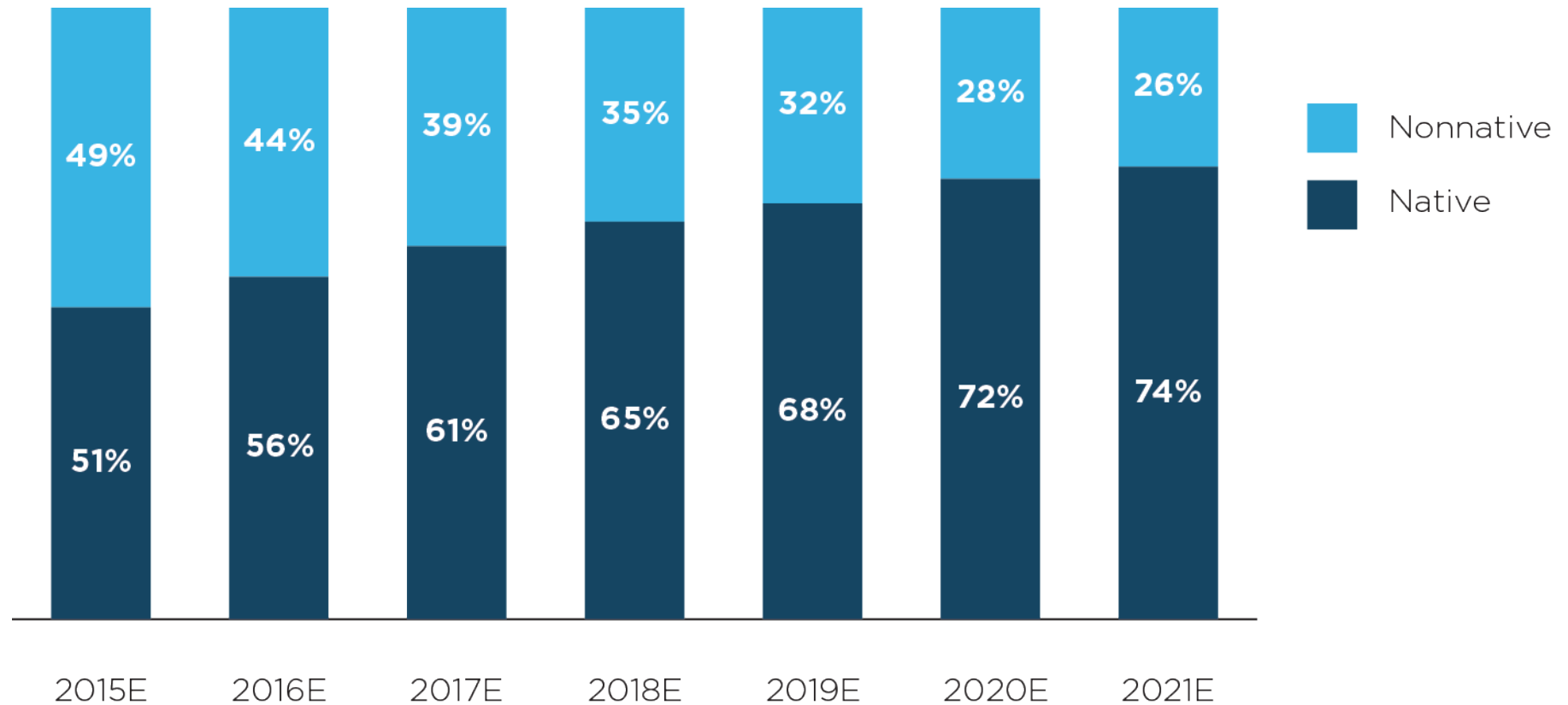
Source: World News Media Outlook 2017 – Innovation Research Group, & WAN-IFRA



# US **Programmatic** Digital Display Ad Spending 2015-2019



# Share of **Native Ads** In US Display Digital Ad Revenue 2015-2021



Note: Display includes all banner, rich media, sponsorships and video ads

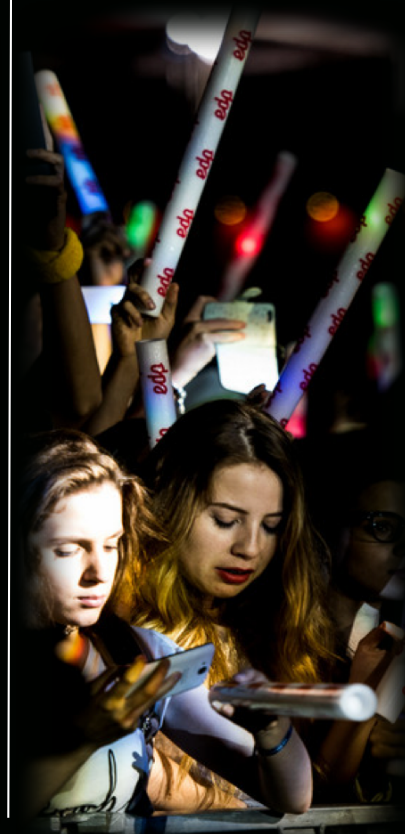
Source: BI Intelligence estimates based on historical data from the Interactive Advertising Bureau and PricewaterhouseCoopers, and IHS

# In Summary

**Seize the opportunity to build business need for trusted journalism**



**Focus on the right metrics: loyalty & community**



**There are ad opportunities for publishers in collaborations and trusted environments**



# World News Media Outlook 2017

## Executive Summary

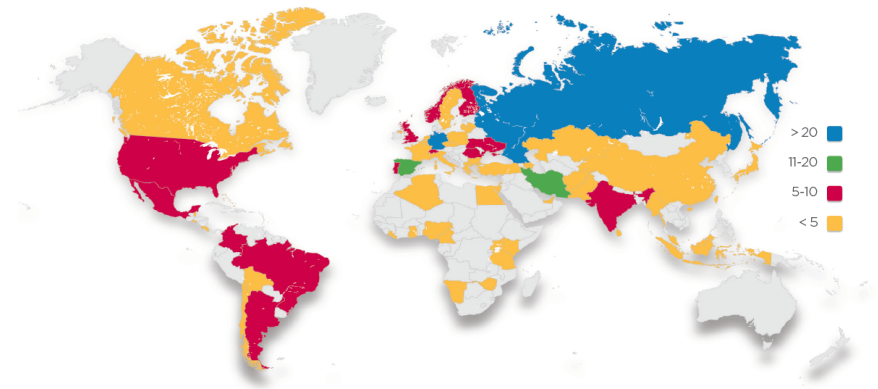
\$264.58  
\$244.34  
\$216.11



innovation  
research  
group



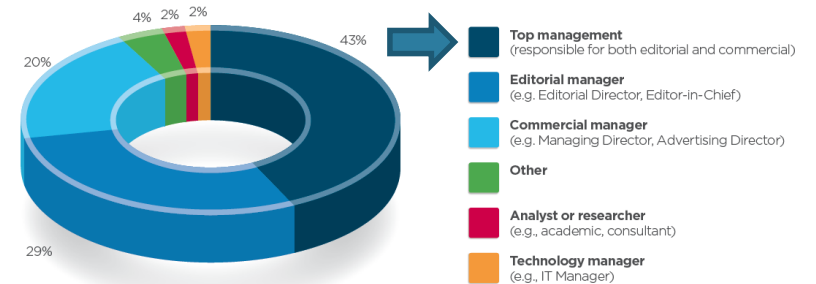
(Q11) Map of respondents



Source:

World News Media Outlook 2017 - Innovation Research Group, & WAN-IFRA

(Q2) Breakdown of respondents by job role



Source:

World News Media Outlook 2017 - Innovation Research Group, & WAN-IFRA

# Successful Organisations\* consider the following to be high priorities over the next 5 years:



Events and  
conferences



Podcasting /  
Streaming audio



Special  
reports



Web TV /  
Video

*\*Successful Organisations are both reporting financial growth and are seen to be innovative by their executives.*

## ***Booming firms***

(who report overall revenues up of more than 10%)  
**are more likely to invest in:**



Paid-for  
content websites

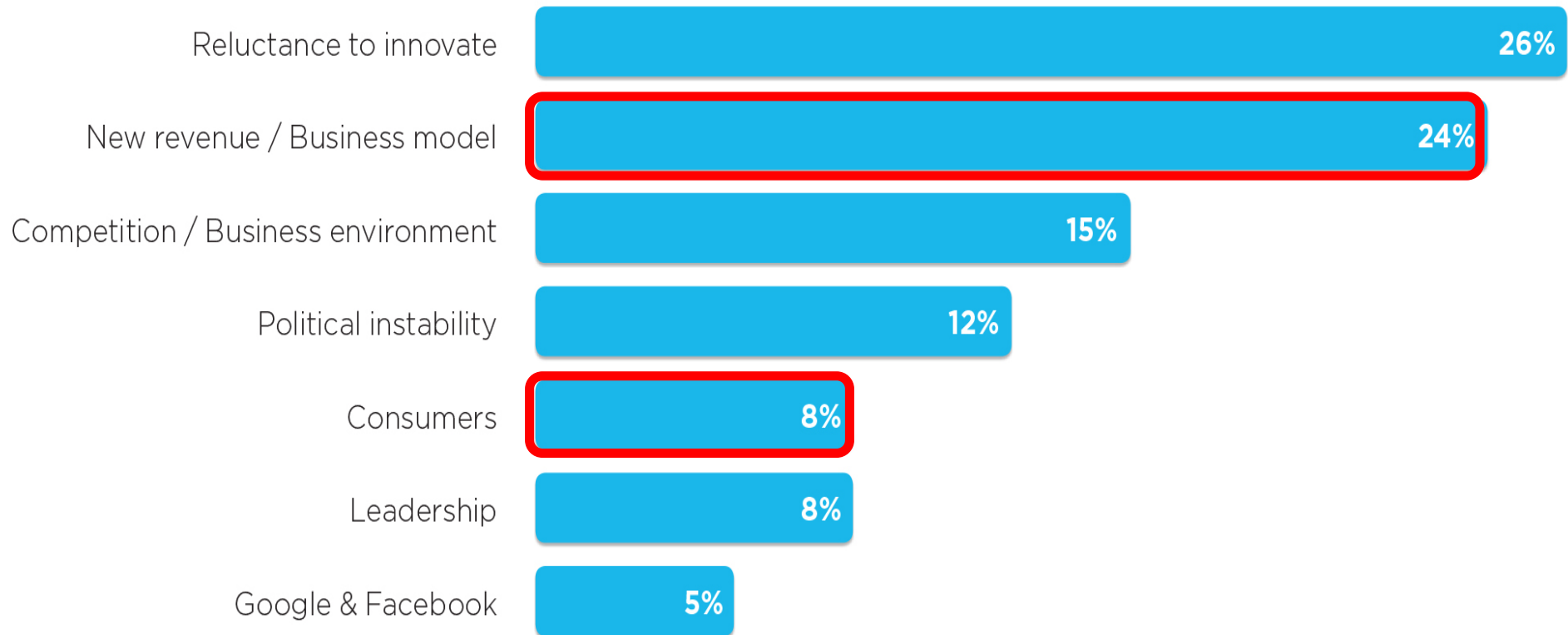


Paid-for  
mobile phone  
services



E-Commerce

# What is the Greatest Risk to your Company's Future Success?



**DETAILS OF  
WORLD PRESS TRENDS**  
are available on



Thank you very much!

**[www.wptdatabase.org](http://www.wptdatabase.org)**