



WORLDPRESSTRENDS

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custom
reports



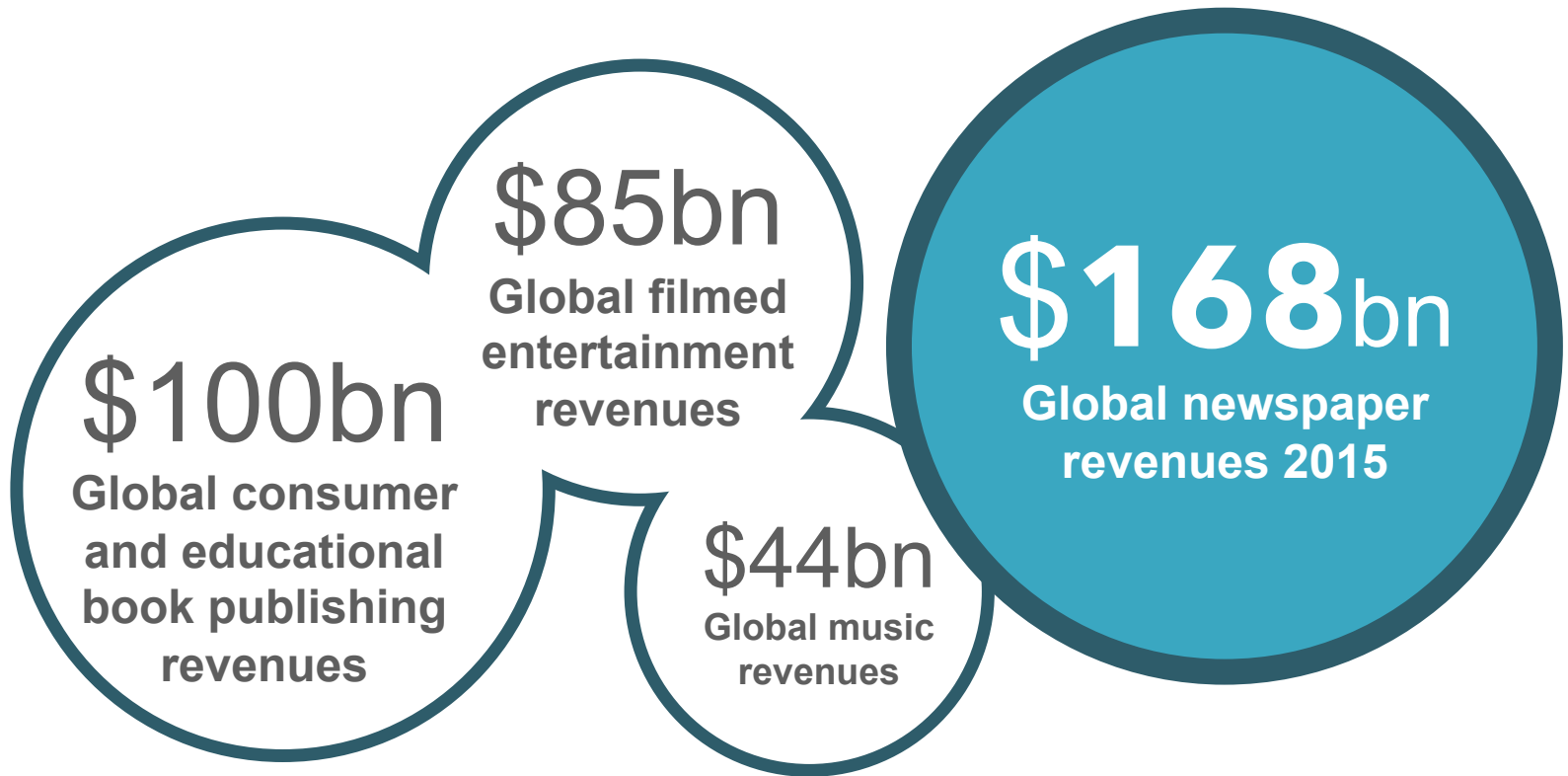
annual
report

Database
www.wptdatabase.org

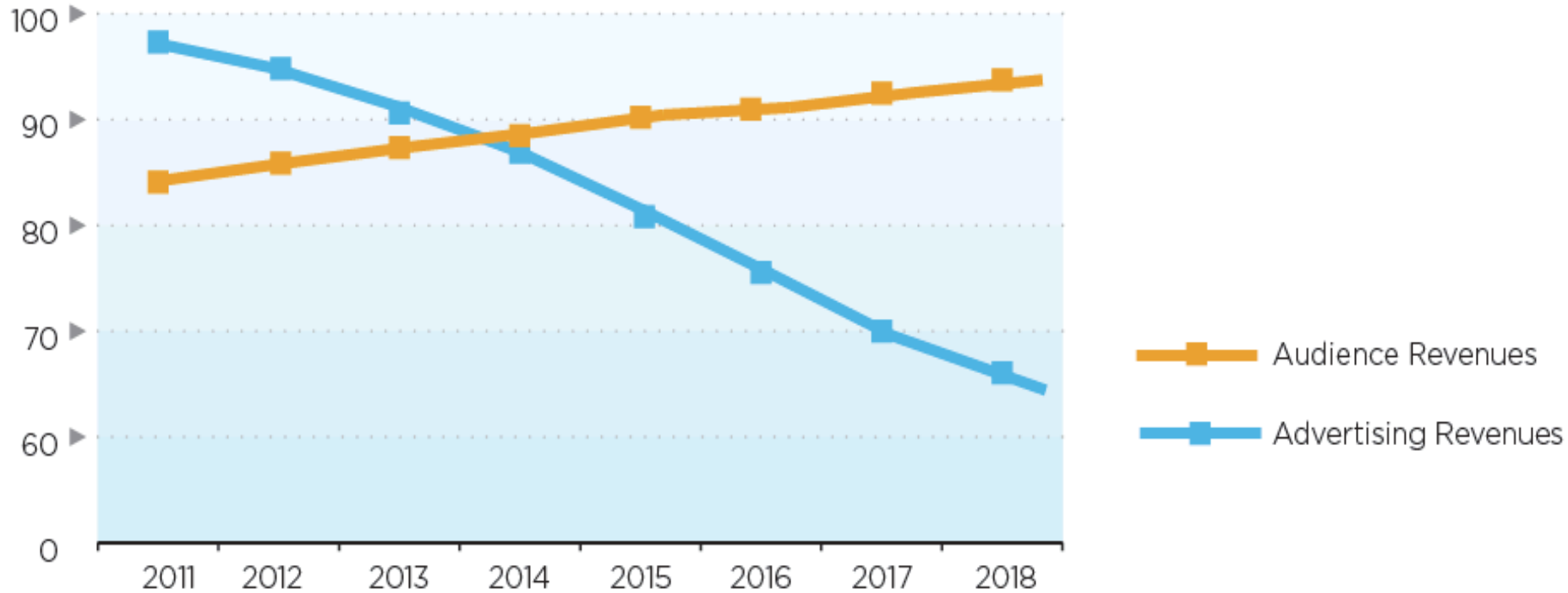


No thanks!

We are
too busy

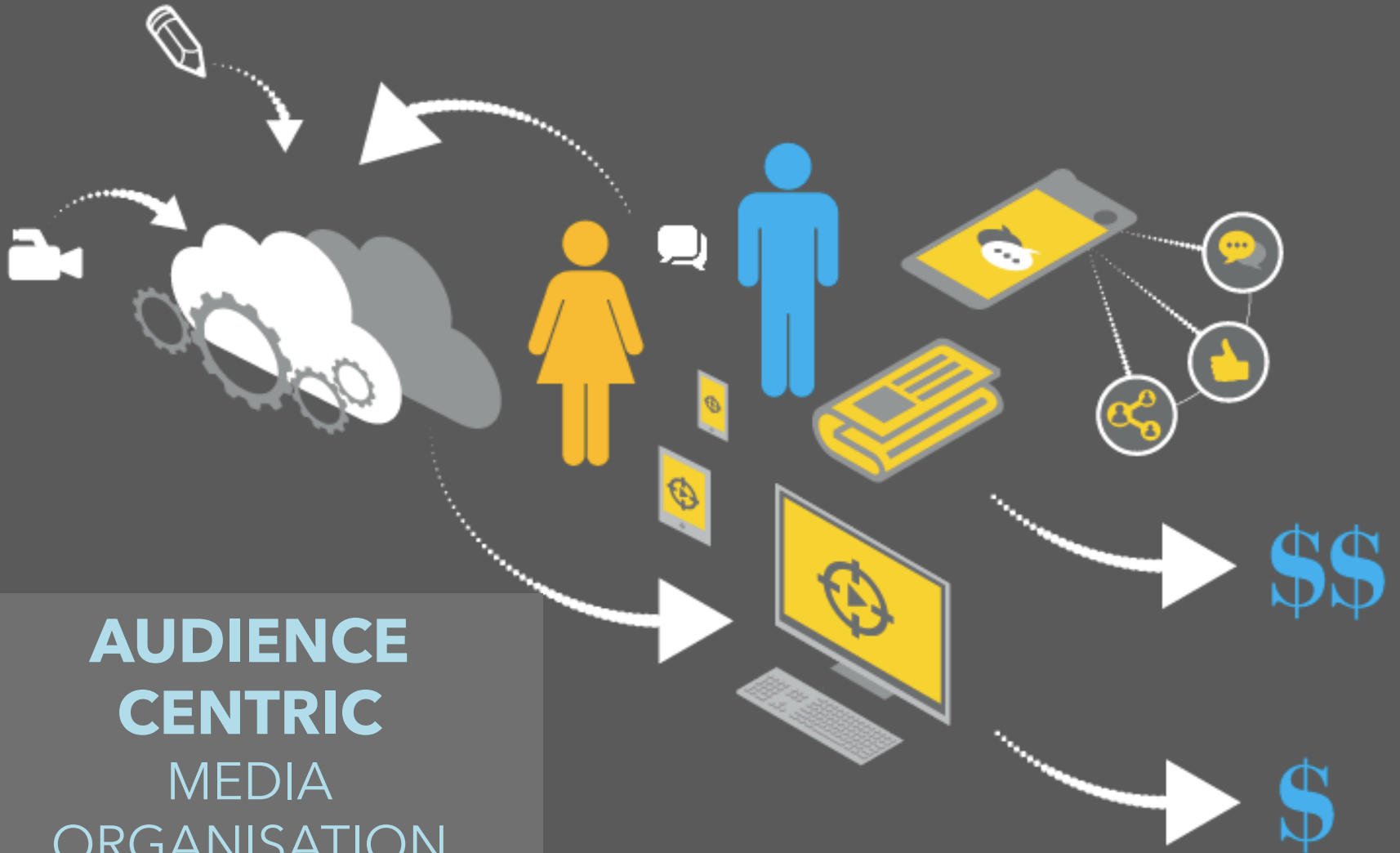


Global newspaper revenue 2011-2015



Global Newspaper Revenues US\$ million

**AUDIENCE
CENTRIC
MEDIA
ORGANISATION**



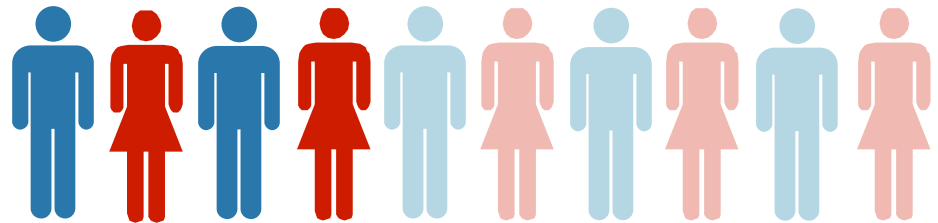
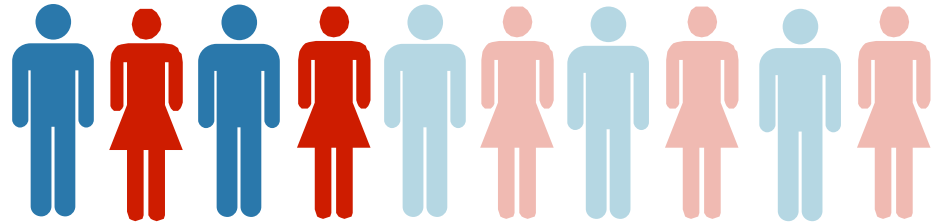
Global newspaper reach 2015

2.7bn

40% of all adults
read print newspapers

1.3bn

more than 40% of all Internet
users read newspapers
in digital formats



Newspaper reach and time spent in Latin America

Colombia

newspapers in print reach 70% monthly and average reader spends with them **60 mins** per day



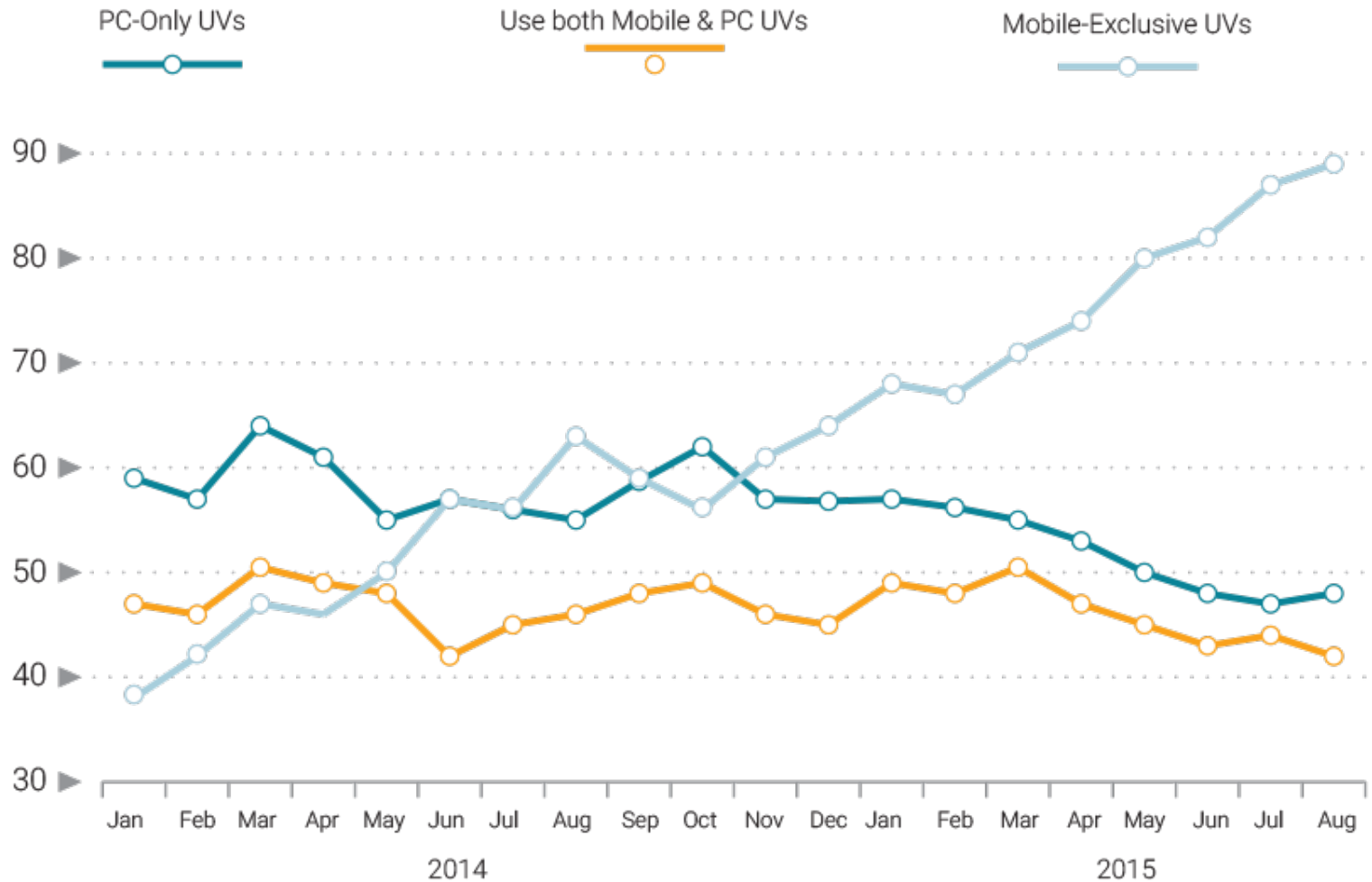
Brazil

newspapers in print reach 41.5% monthly (in 9 metropolitan areas) and average reader 27 mins per day

Chile

newspapers in print reach 73.6% monthly and average reader reads 28 mins per day

Trend in Platform Usage by Newspaper Digital Audience Jan. 2014 - Aug. 2015 (Adult Unique Visitors, Millions)



**TOTAL
POPULATION**



**7.395
BILLION**

URBANISATION
54%

**INTERNET
USERS**



**3.419
BILLION**

PENETRATION
46%

**ACTIVE SOCIAL
MEDIA USERS**



**2.307
BILLION**

PENETRATION
31%

**UNIQUE
MOBILE USERS**



**3.790
BILLION**

PENETRATION
51%

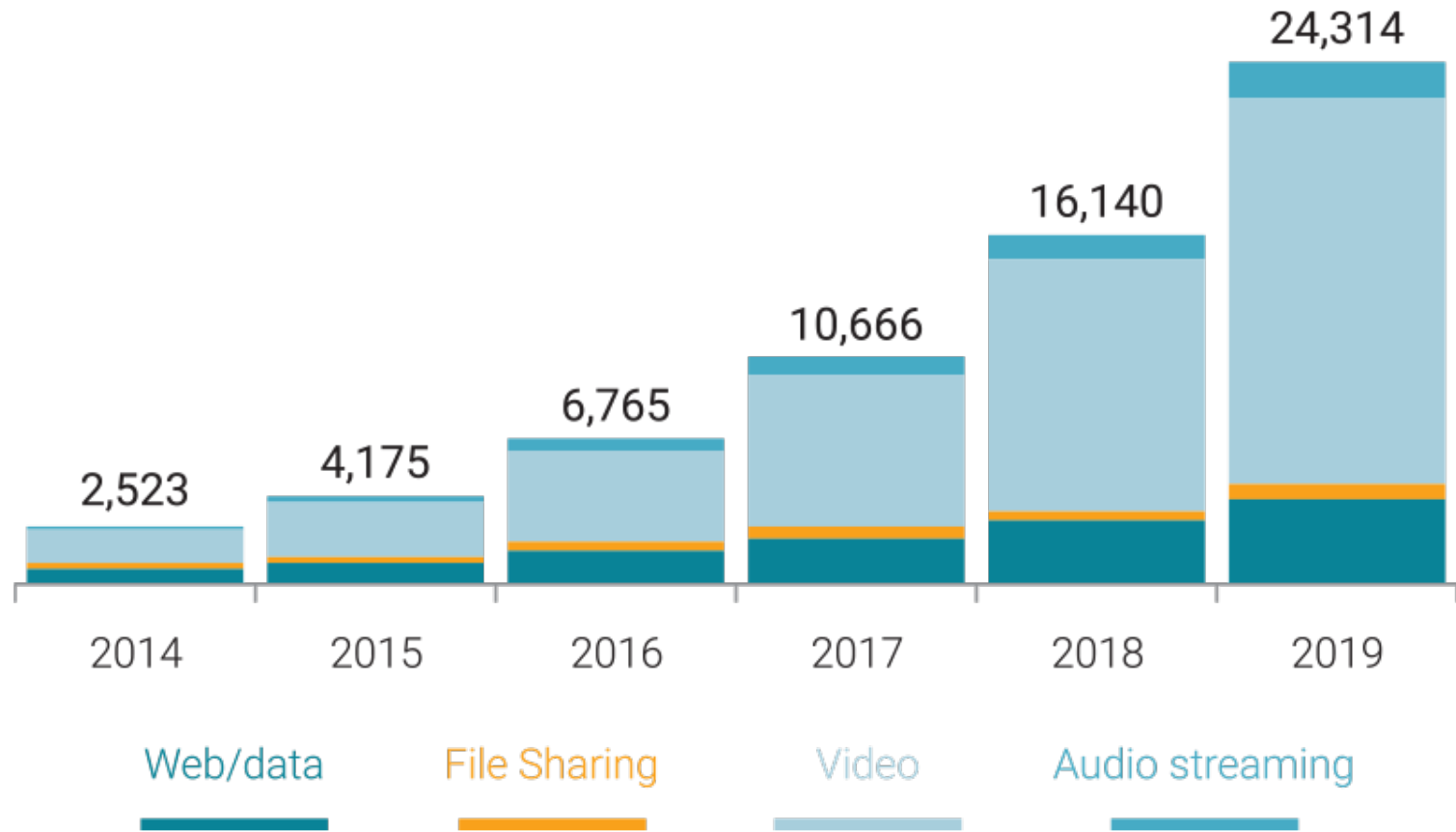
**ACTIVE MOBILE
SOCIAL USERS**



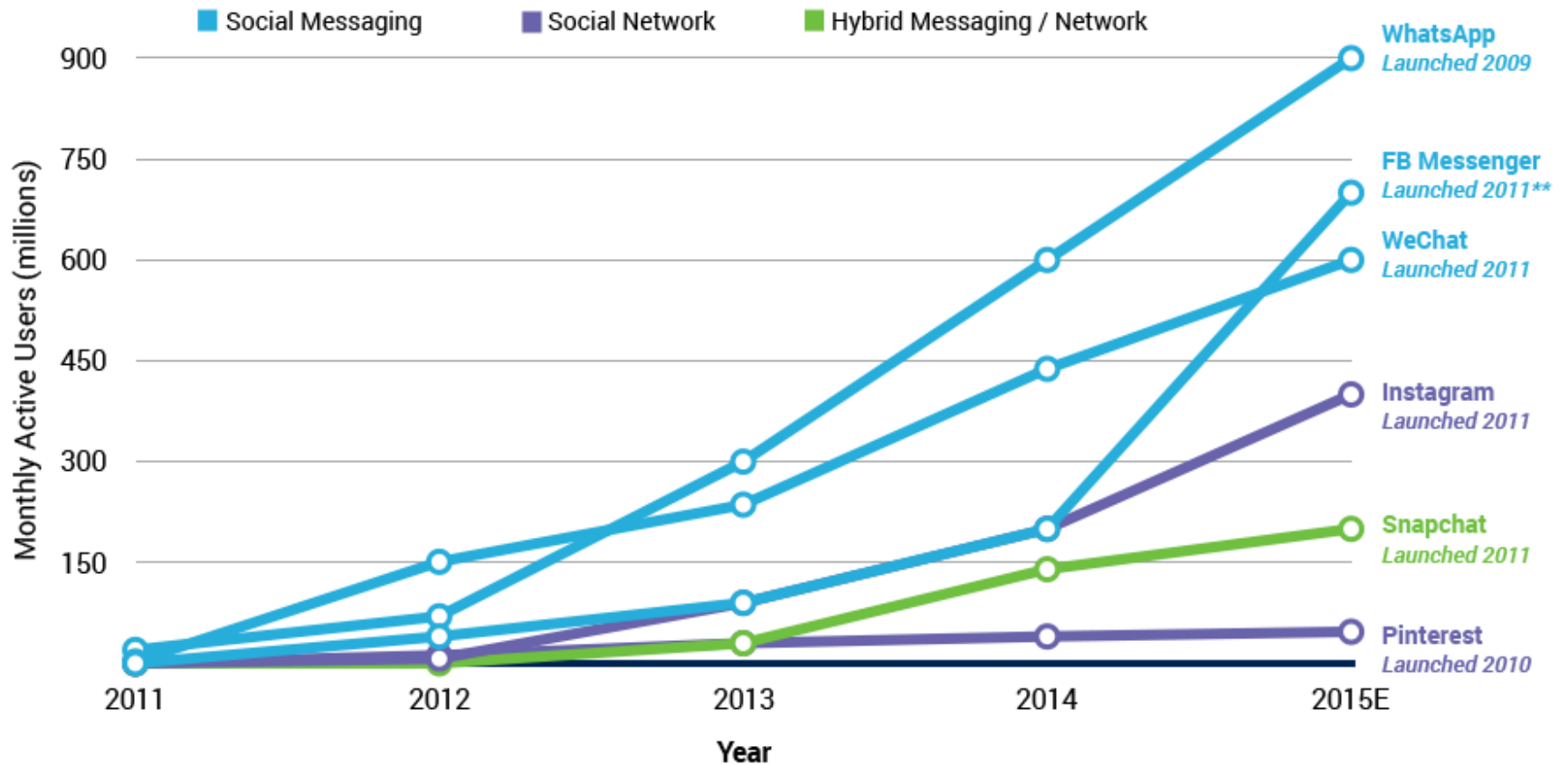
**1.968
BILLION**

PENETRATION
27%

Video fueling strong mobile data growth



Rapid growth of messaging and hybrid networks 2011 - 2015



New audiences **expect**

To be Engaged as a member of a **COMMUNITY**

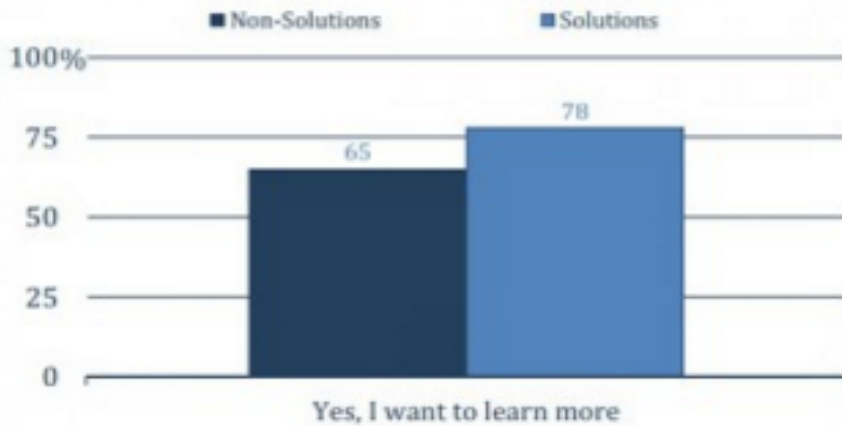
To have **IMMERSIVE**, rich content **EXPERIENCES**

Content to offer **SOLUTIONS** to problems

To receive content from a **TRUSTED** source

New audiences expect value and engagement

Desire to Learn More about the Issue



Readers like stories about problems more when they also include possible solutions

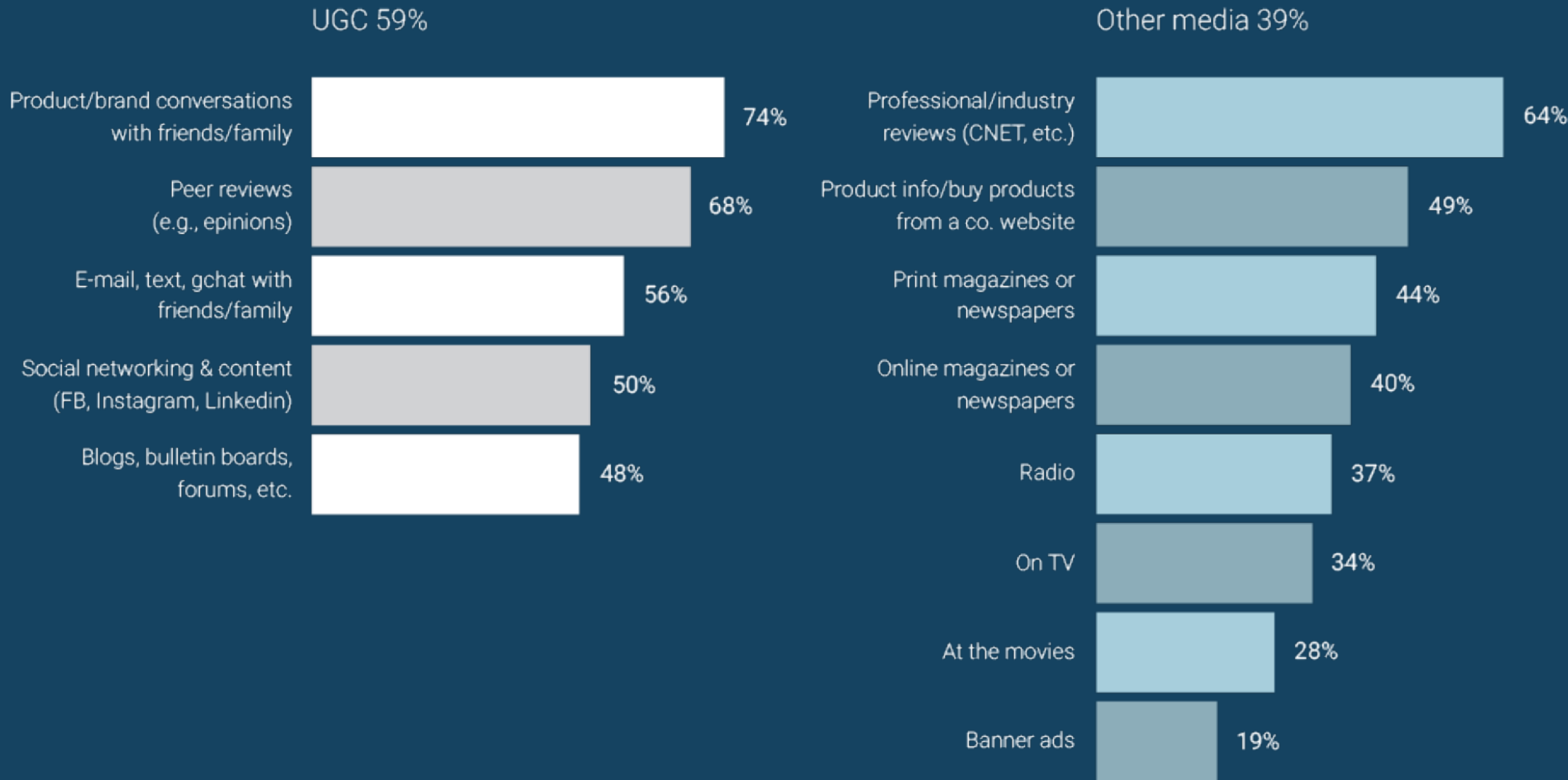
Source: Tow Center, 2016



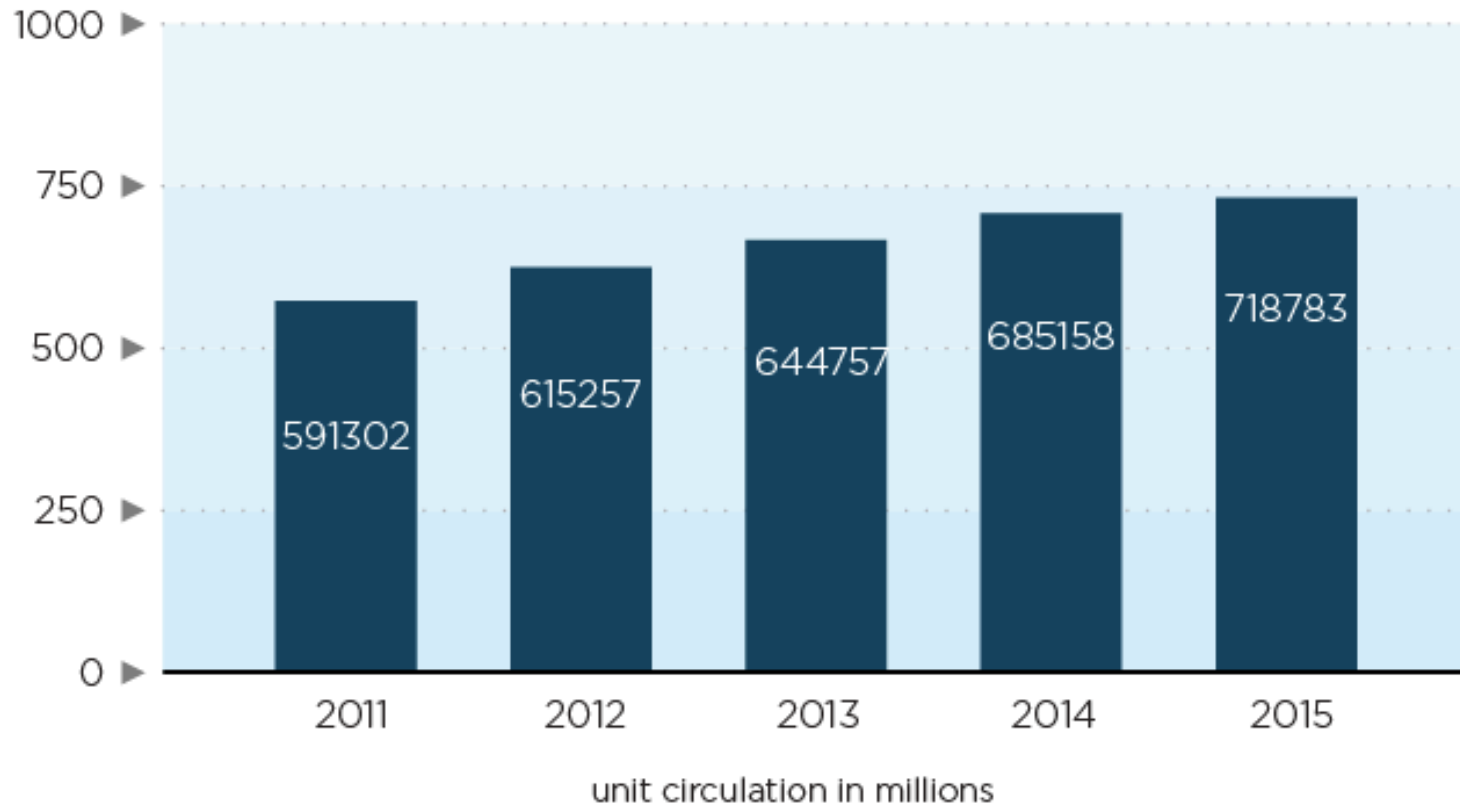
2:59 para explicar o mundo

Fundador: Francisco Pinto Balsemão
Expresso

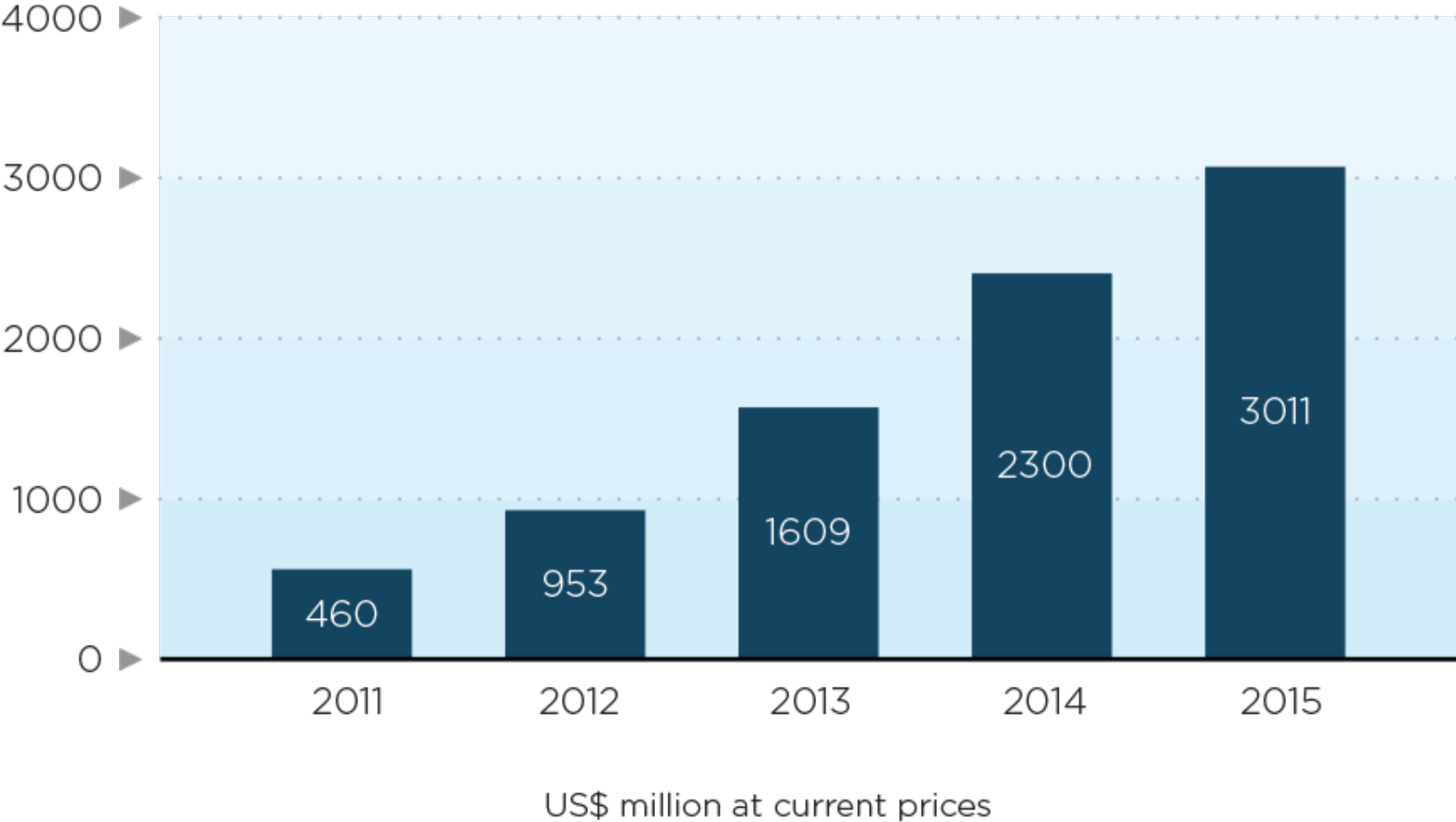
Media Trustworthiness



Global newspaper print circulation 2011-2015

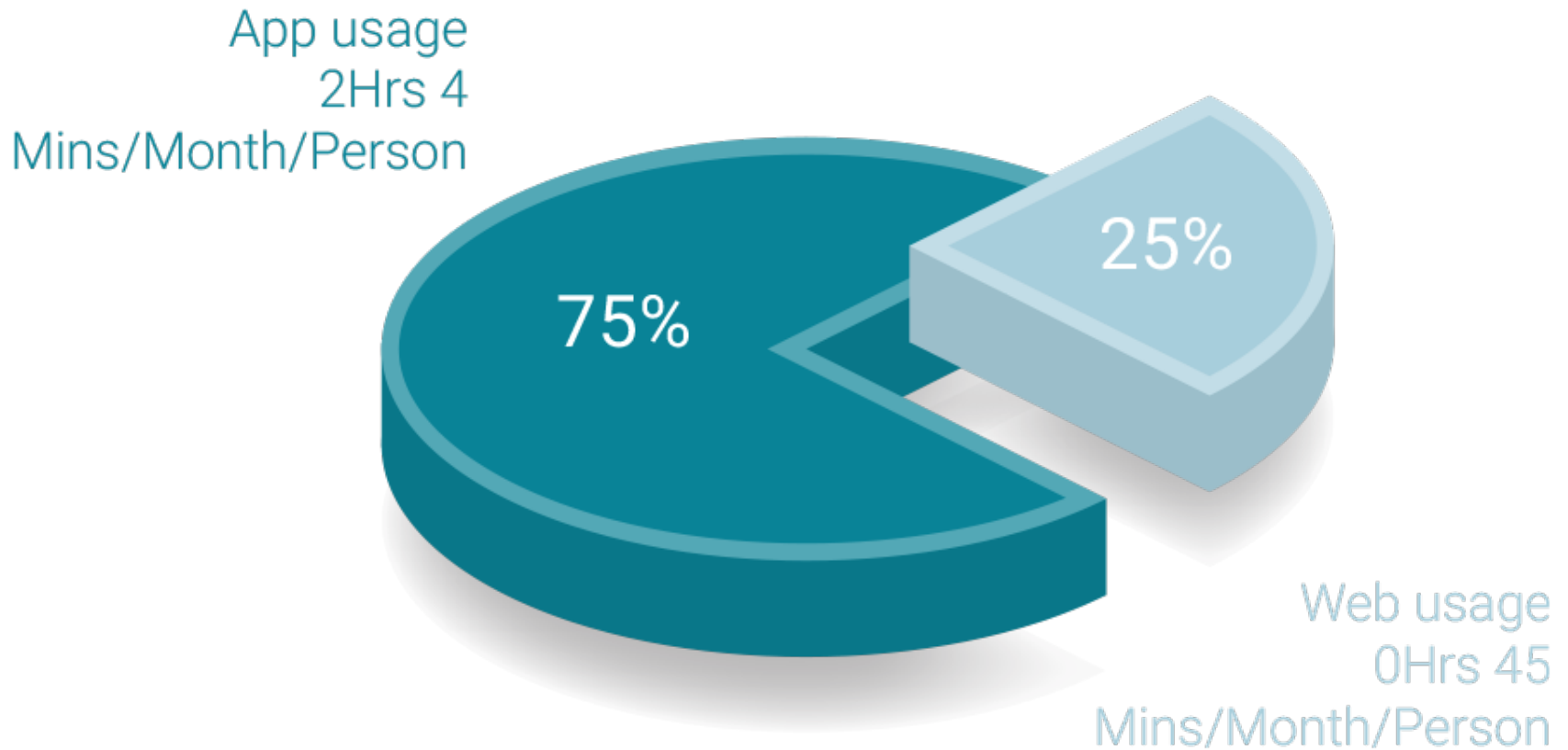


Global newspaper digital circulation revenues 2011-2015

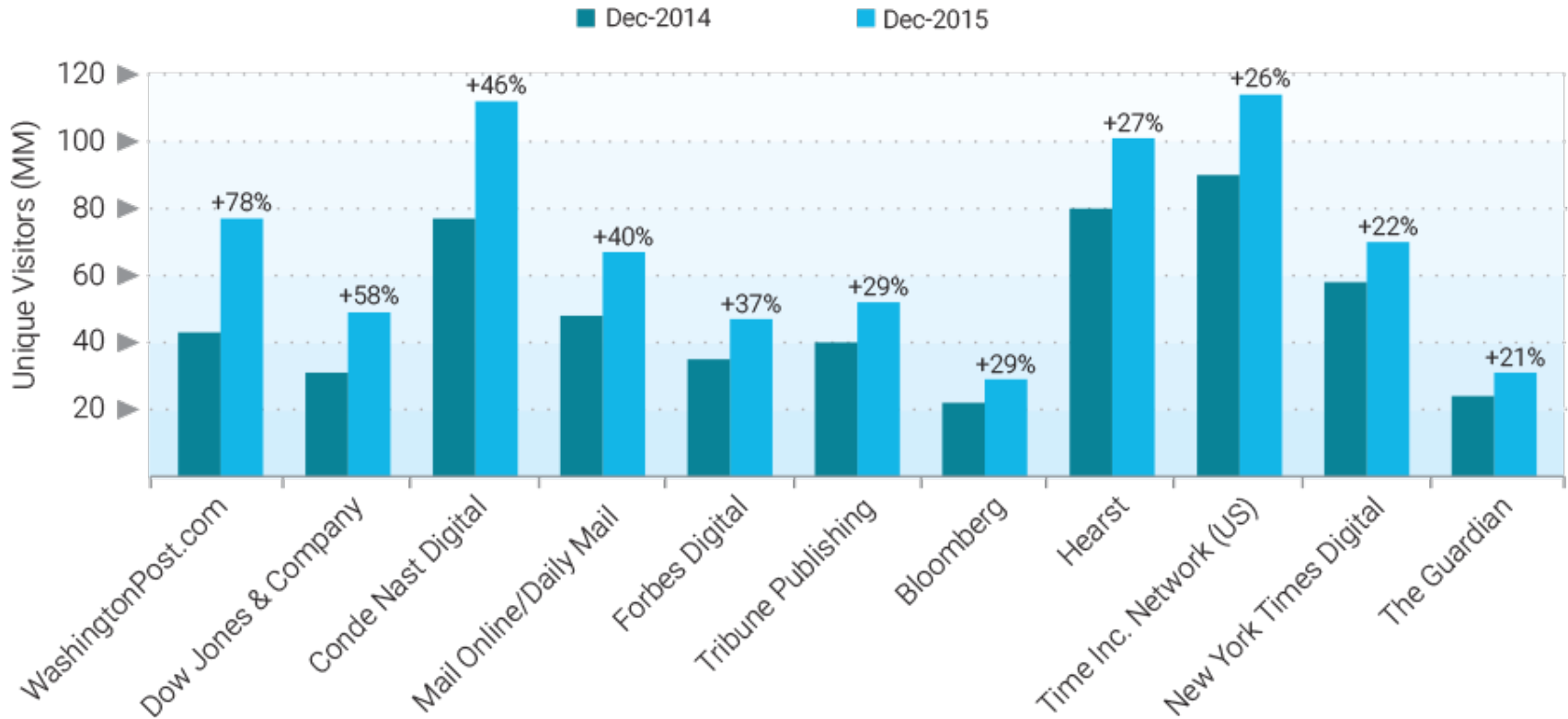


Source: PwC Global Entertainment & Media Outlook: 2016-2020

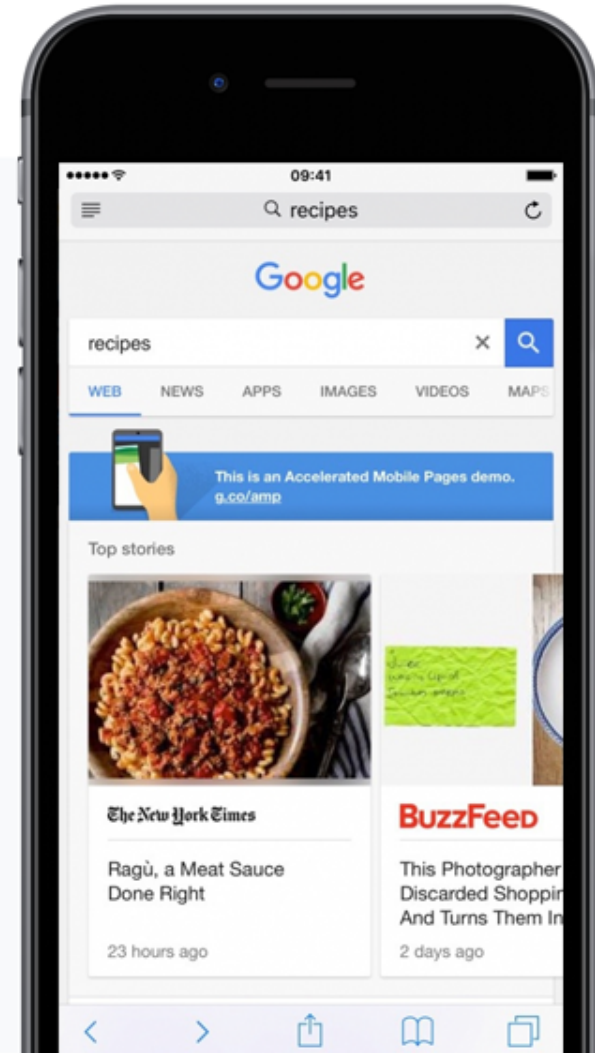
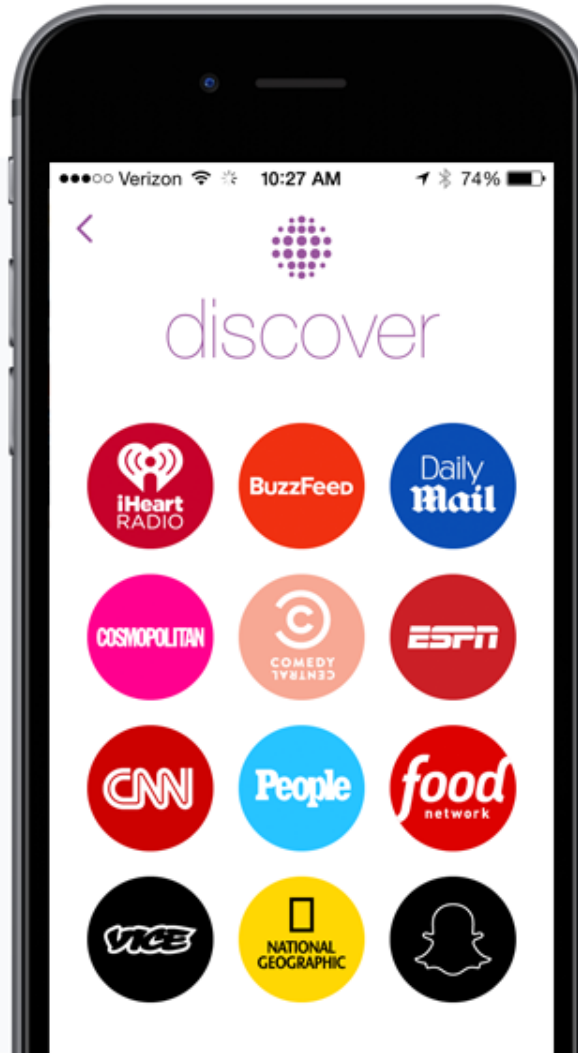
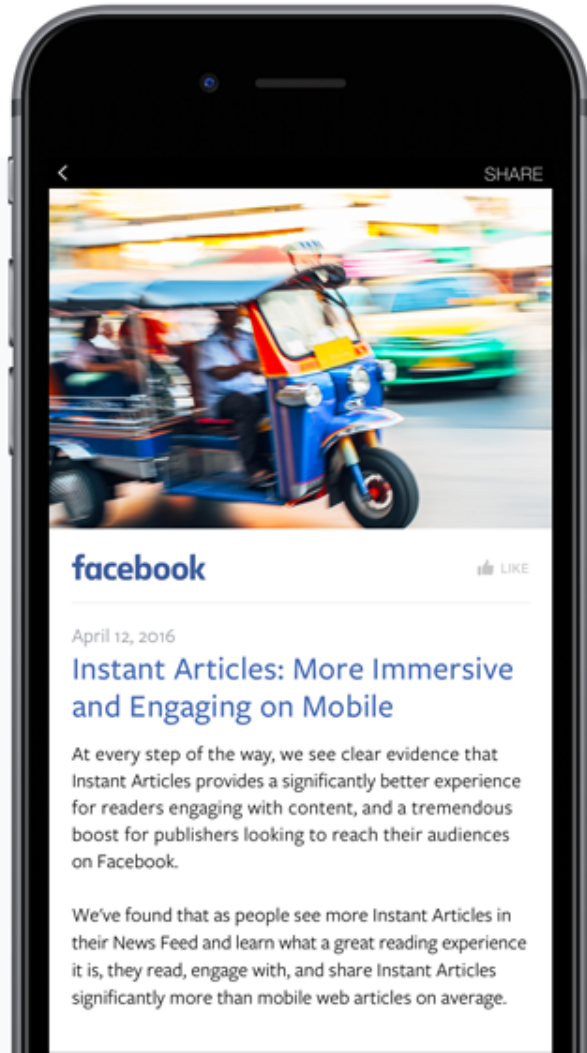
Total mobile news time spent (app vs. browser)



US Digital Audience Growth of Selected Traditional Print Publishers*



*Based on selection of traditional print publishers' with 20 percent year-over-year unique visitor growth.



Instant Articles vs Regular Links, The New York Times

3.5x

more
shares

2.5x

more
likes

5.5x

more
comments

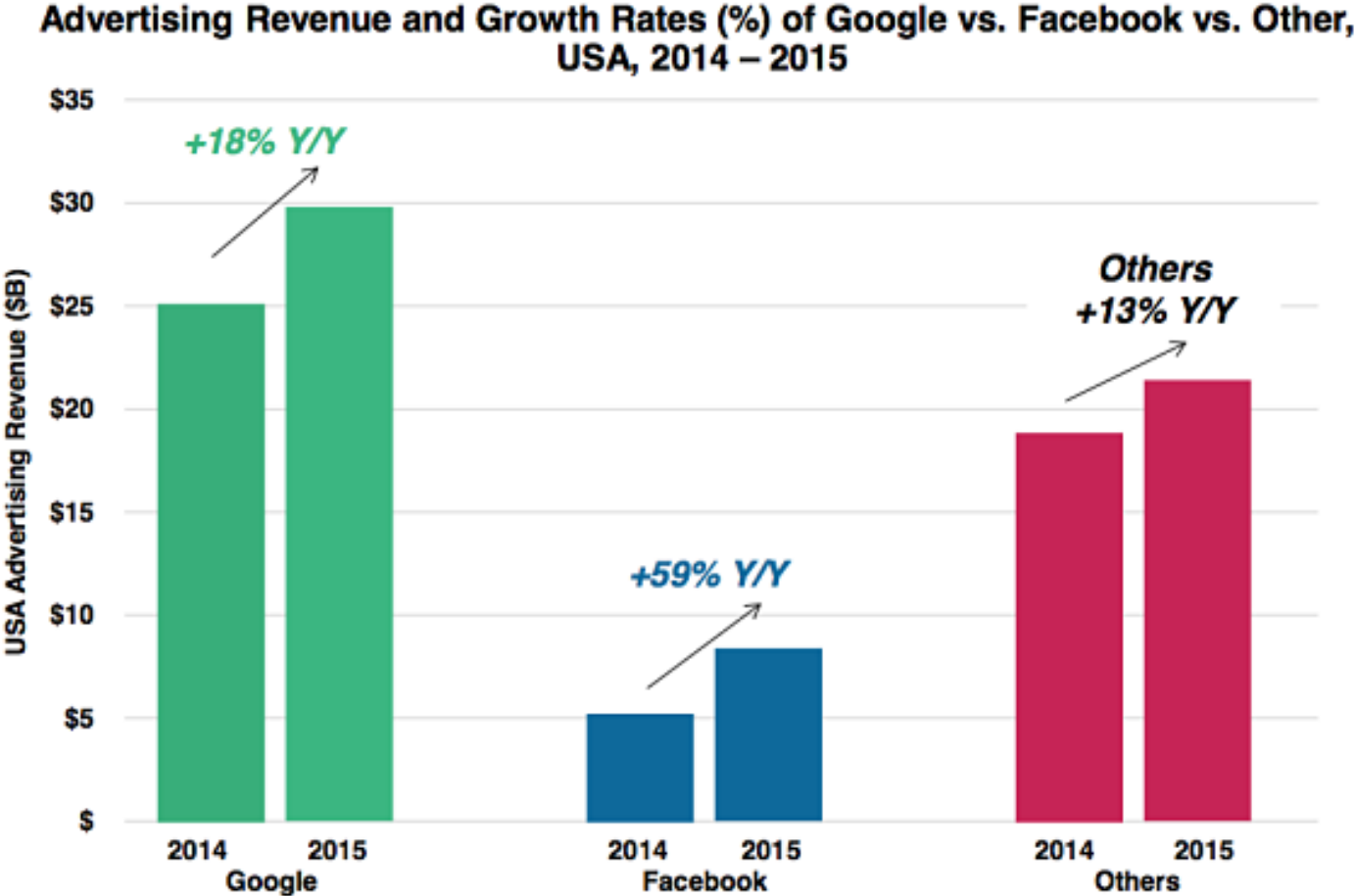
Based on engagement for links posted on
the main New York Times Facebook page,
November 9 - 13.



**“We’re not big enough
alone; instead of making
tech platforms stronger,
media companies must
unite to stay ahead”**

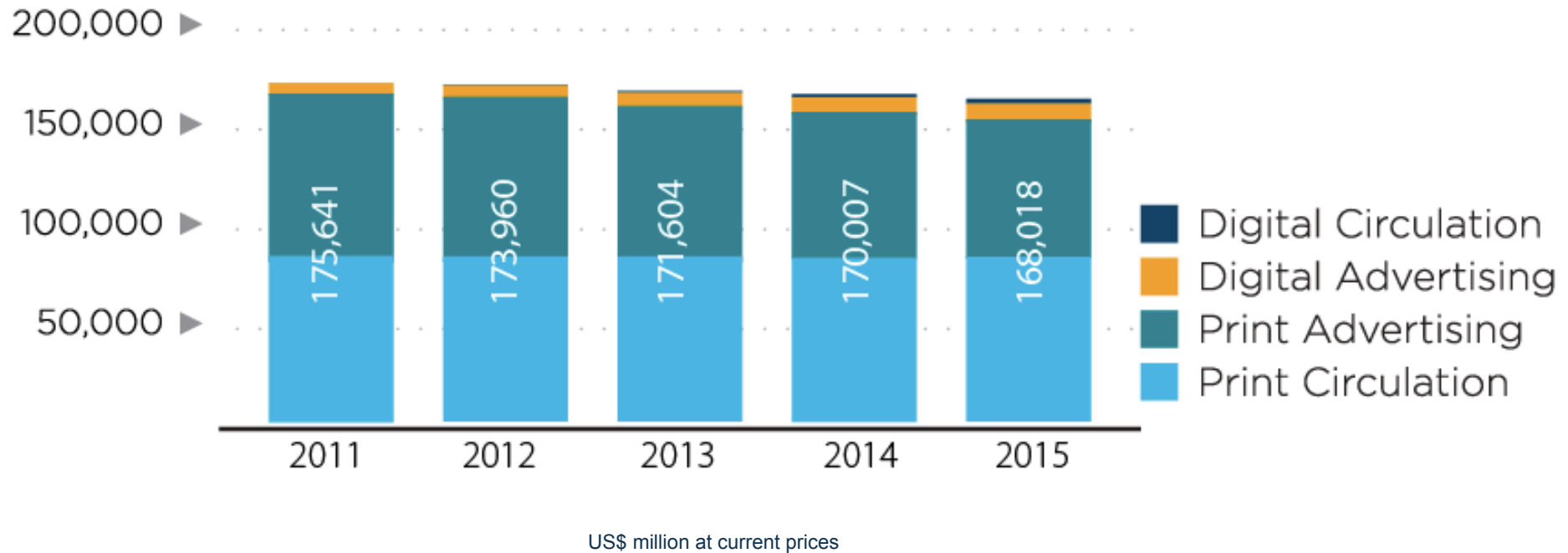
- Espen Sundve VP Product Management Schibsted

Share of internet advertising growth in the US

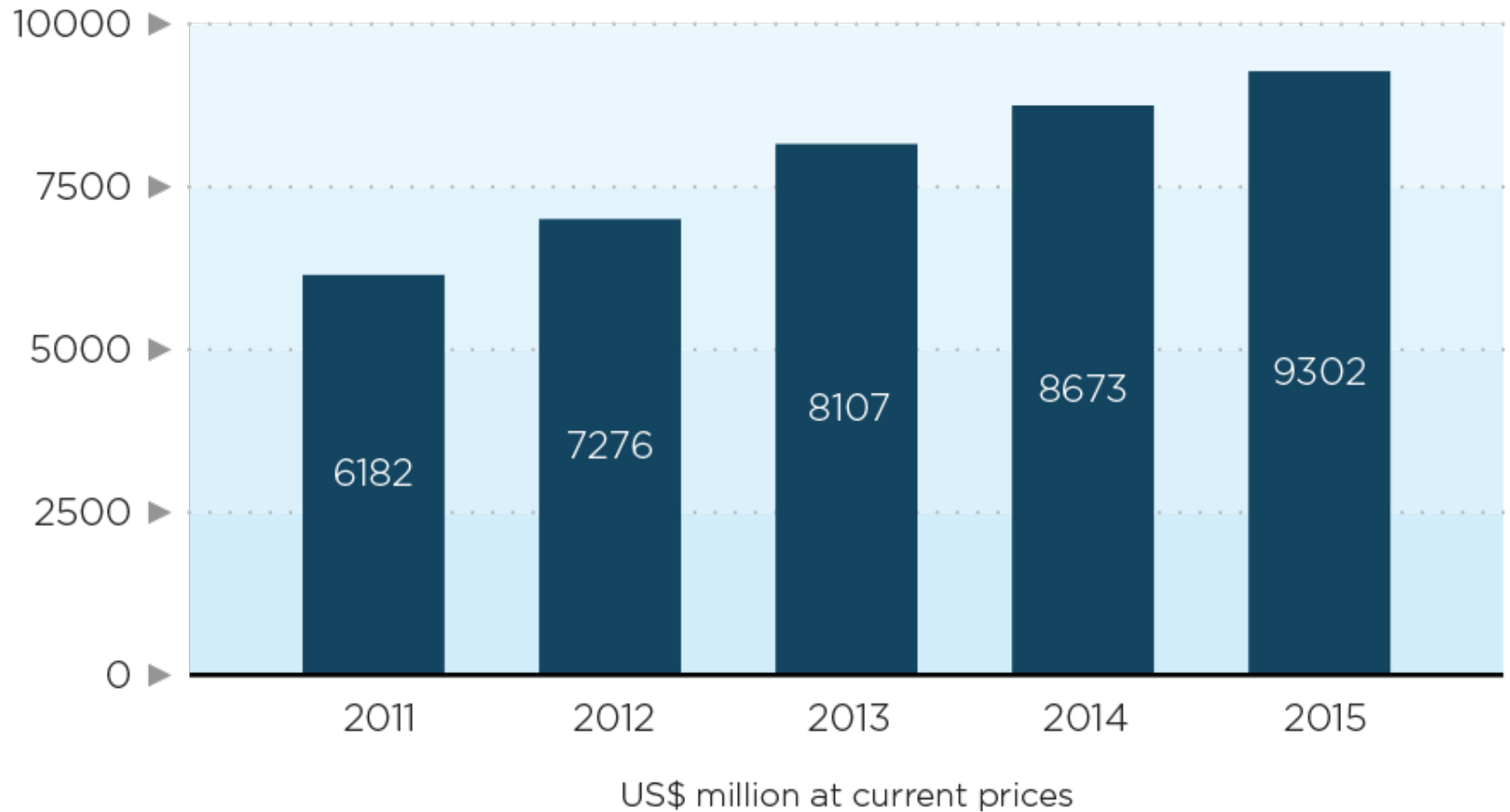


Source: KPCB

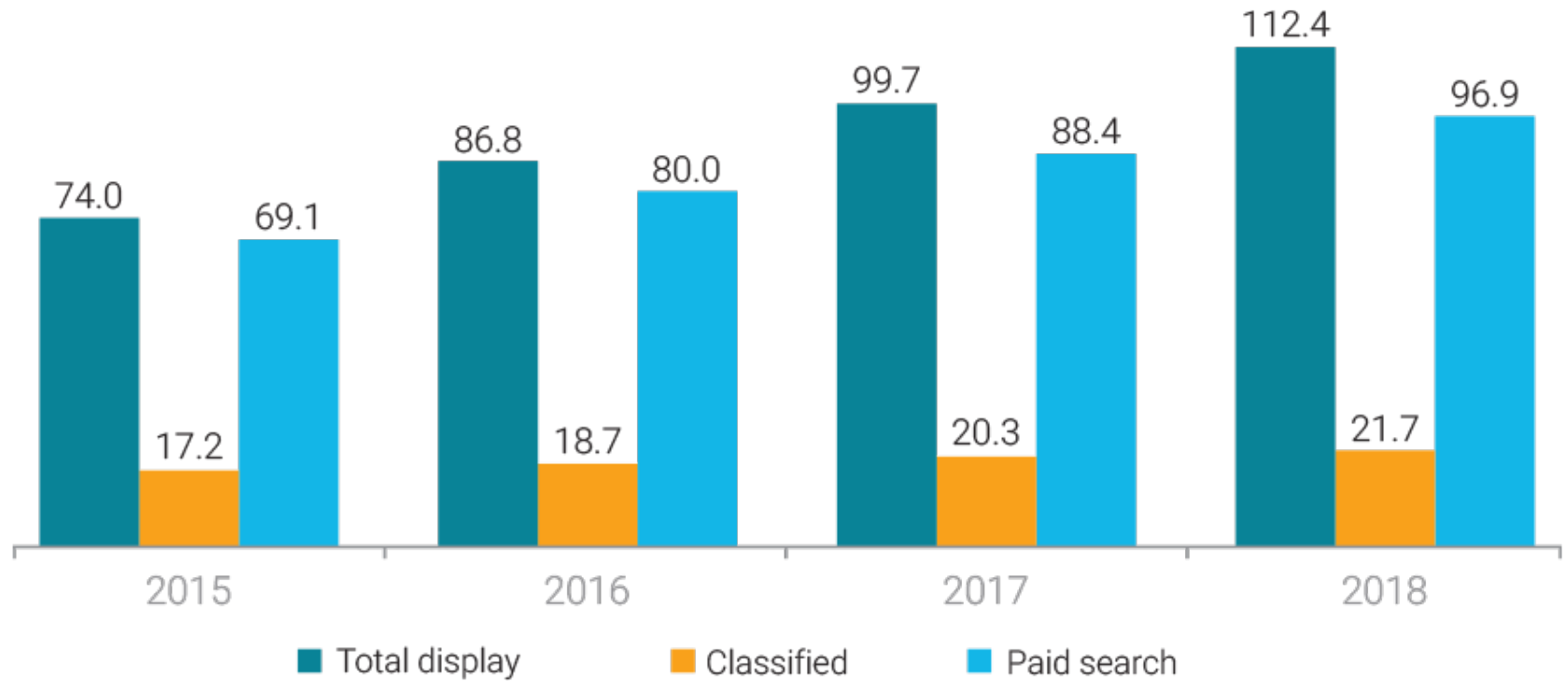
Global newspaper revenue sources 2011-2015



Global newspaper digital advertising 2011-2015



Internet ad spend by type 2015 – 2018 (forecast)





419M

mobile adblockers
globally

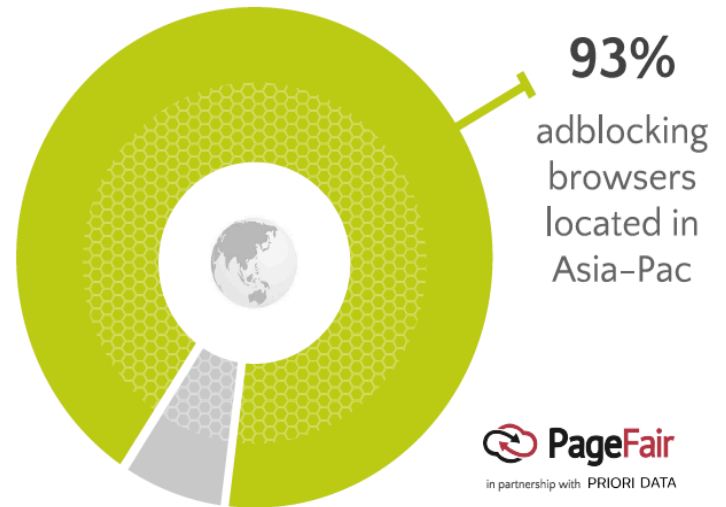


90%

global growth
Jan 2015 – Jan 2016

SHARE OF ADBLOCKING BROWSER USERS

(Asia-Pac vs rest of world, March 2016)



Newspaper native advertising deliver **ENGAGEMENT**



63 mins



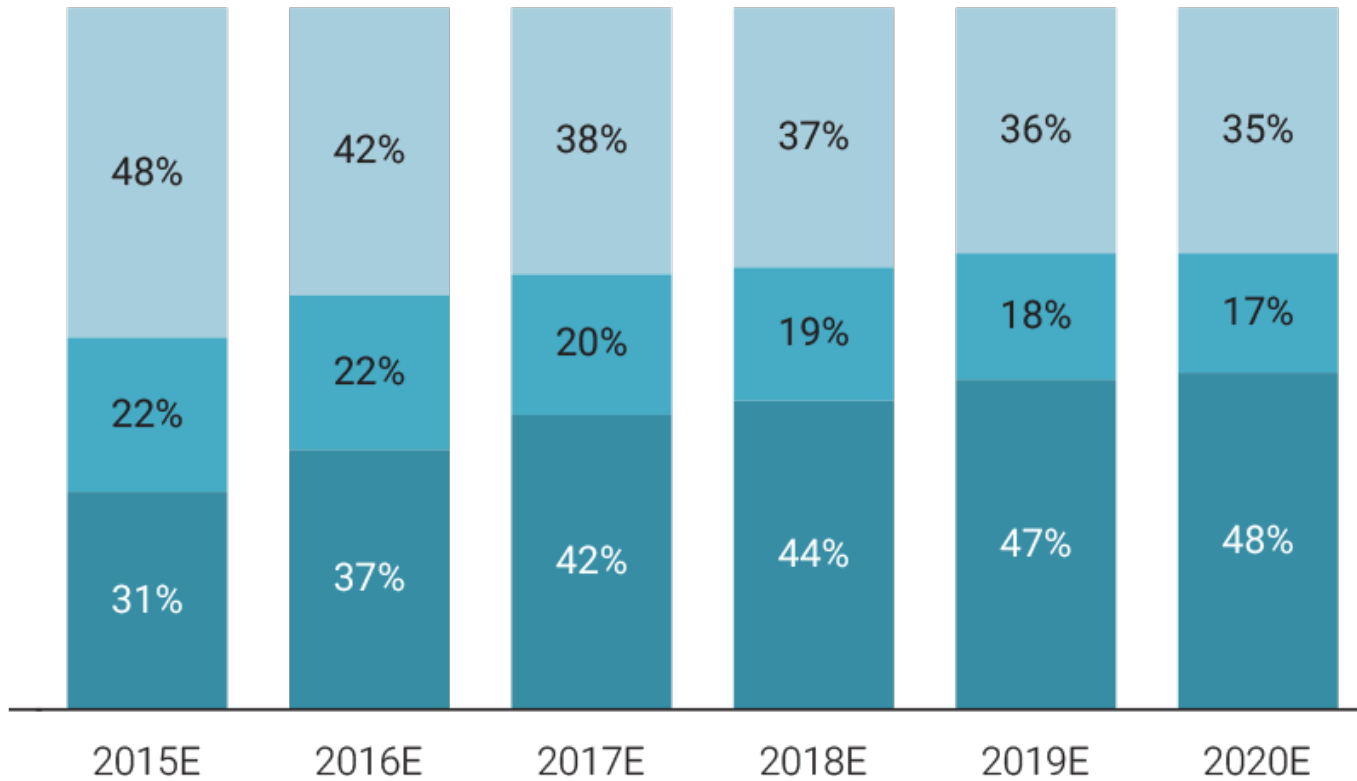
15 minutes

THE WALL STREET JOURNAL
WSJ

Programmatic and real time bidding advertising

Share Of Digital Advertising Revenue (US)

■ RTB ■ Programmatic (Non-RTB) ■ Non-Programmatic



Newsbrands **DIVERSIFY**

Washington Post Live
ADVANCING THE CONVERSATION.

BAUER EVENTS – Industry, Brand, Consumer, Sponsor

MEDIA GROUP

Brand/Industry facing events	Brand/Consumer facing events	Bespoke Sponsor led events	Commercial Marketing events
<ul style="list-style-type: none"> • The Empire Awards • The Kerrang! Awards • The Q Awards • The Mother & Baby Awards • FHM 100 Sexiest 	<ul style="list-style-type: none"> • Kerrang! Tour, KI Klub, Empire Live 	<ul style="list-style-type: none"> • Great Gatsby Film Event at Westfield • H&M Roadshow • Ford Focus Event • Uncle Ben's: Cooking Event • Vive le Ziegenkäse & LECKER: Cooking with Bloggers • Pohl Boskamp: Singing Workshops 	<ul style="list-style-type: none"> • Internal Events- Advertising Conference/ Quarterly Advertising Updates/ Bauer Live • Trade focussed events such as The FHM Grooming Awards • Icons & Idols • Fashion Breakfast • Auto Trophy • Food Trendtag • JOY Trend Award

BAUER MEDIA INTERNATIONAL



Bollywood celeb at



*Media Partner / in association with zoom



Newsbrands DIVERSIFY

Invest in Advertisers

Become an online retailer

Launch an events business

Buy media and online startups



Commodity exchange	MCX India's No.1 Commodity Exchange
Jewellery chain	GITANJALI TRUST FOREVER
Cricket league	CCI Celebrity Cricket League
Finance Co.	smc wealth A JOINT VENTURE WITH SANLAM, SOUTH AFRICA
E-commerce	infibeam.com Fresh way to buy
Financial services	BNA WEALTH CREATORS Building Relationships. Creating Wealth
SIM card manufacture	Motrix makes sense



MailBook Shop For a great range of classic and contemporary books Shop now >
Mail Garden Shop A complete range of plants & bulbs Shop now >
Mail Wine Club In association with Virgin Wines An exclusive range of quality wines Shop now >
Mail Travel Holidays, breaks, escorted tours and experiences Shop now >

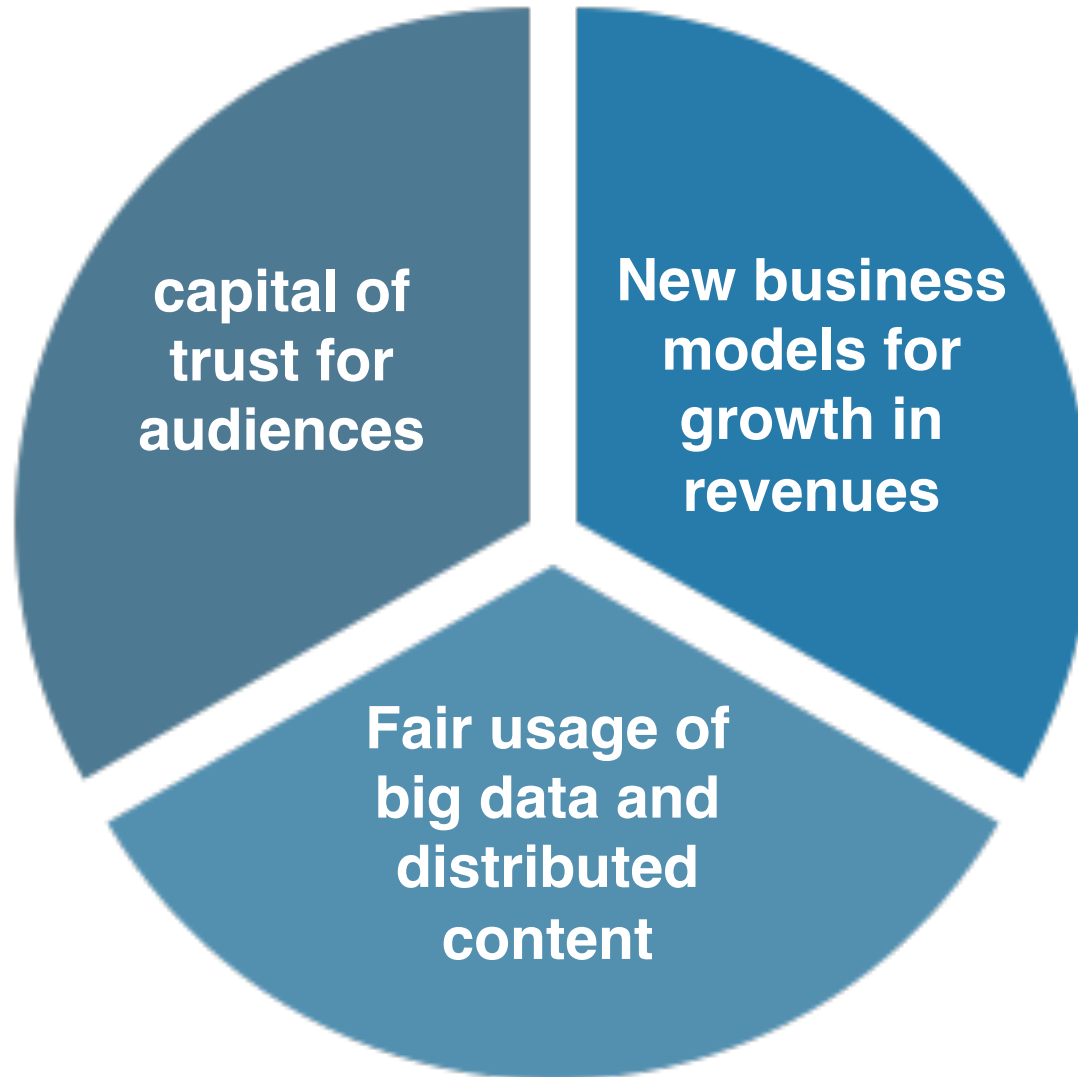


mipim 25 MIPIM'14 Cannes Франция, Канн, Дворец Фестивалей 11.03.2014 - 13.03.2014
Коммерсантъ Russian Mobile Breakfast: BREAKTHROUGH IDEAS AND MARKET PERSPECTIVES 11.03.2014 - 13.03.2014
MOBILE: WORLD CONGRESS Mobile World Congress 2014 25.02.2014



Dreamteam	Plus	ViktKlubb.se
Drömlvan	PLUS	ViktKlubb.se
XL-coachen	PLUS	ViktKlubb.se
COACHIN	PLUS	ViktKlubb.se
Handdator	PLUS	ViktKlubb.se
WAP / 3G	PLUS	ViktKlubb.se
Webb-TV	PLUS	ViktKlubb.se

The future of **NEWSBRANDS**





Let's talk about **PERFORMANCE**.

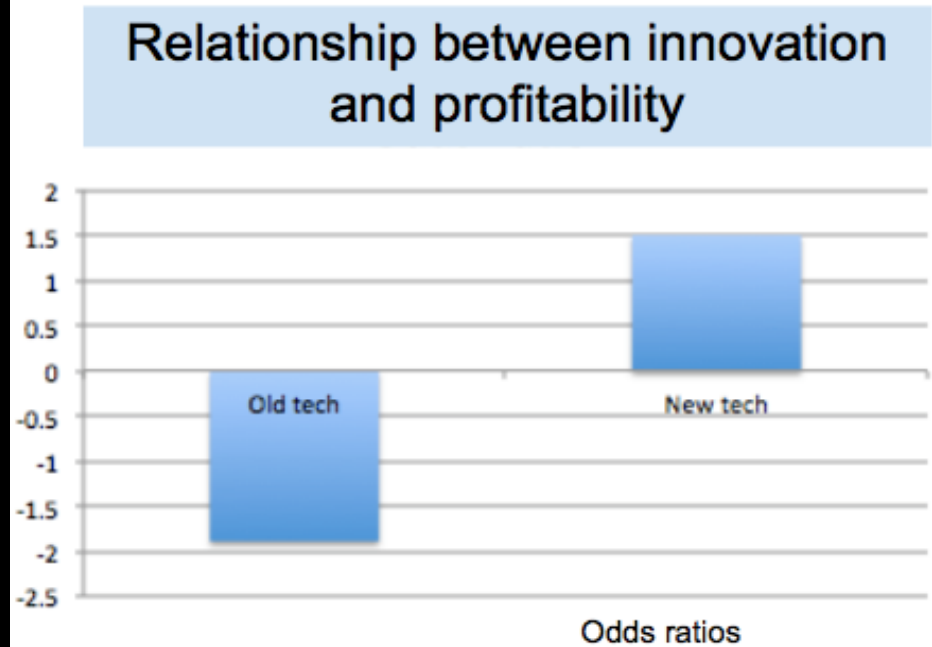
More specifically, let's talk about innovation and the priorities of news media decision-makers.

A joint initiative powered by



Q. Is there a significant difference between the priorities at **profitable** companies and those at **unprofitable** ones?

Investment in technology has been related to performance ... But that is changing.

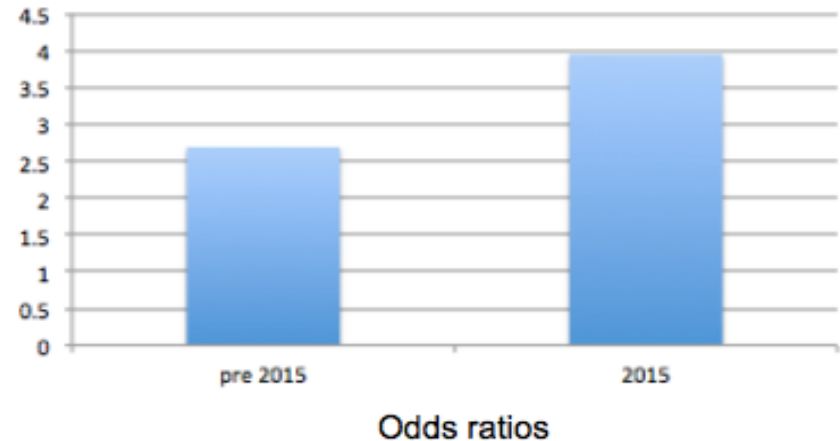


Companies that prioritise investment in **old technologies** (e.g., printing technology and pre-press technology) are **ALMOST TWICE as likely to have reported a significant drop** (more than 20%) in revenue over the past year.

By 2015, however, this trend was no longer statistically significant. So this year's results are crucial...

So,
if technology
alone is no
longer enough
for competitive
advantage,
what is?
Increasingly,
success is
related to
talent.

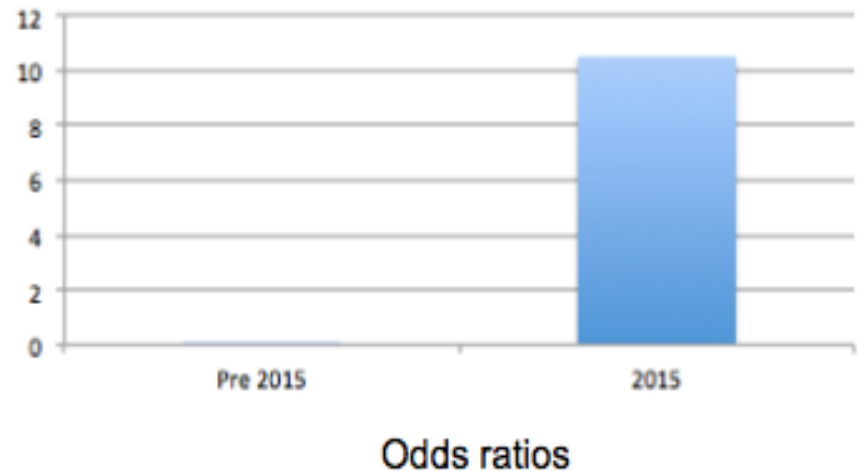
Relationship between investment in people and profitability



Companies which prioritised **investment in people** (developing leadership and management, competencies of the board and diversification of the workforce) - were significantly more likely to be reporting 'booming' profitability (profits up by more than 20%) than those which did not.

Successful companies work to put innovation on the minds of **EVERYONE** in the organisation.

Relationship between innovative culture and profitability



Increasingly, companies are more likely to be booming if managers:
... work in a company with a culture which encourages everyone to be innovative

TEN AND HALF TIMES more likely in 2015, compared with 'not significant' in previous years.

WORLD NEWS MEDIA OUTLOOK 2017

Want to know more?
Participate in the next
study at:

<http://bit.ly/wnmo2016>