WAN-IFRA | REPORT

Shaping the Future of News Publishing

World Press Trends 2016

The definitive guide to the global news media industry in numbers, trends and changes

WORLDPRESSTRENDS

Powered by WAN-IFRA

SUMMARY/ABOUT WPT

Welcome to the 2016 World Press Trends Report, the definitive guide to the global newspaper and news media industry – in numbers, trends and changes.

The report explores global trends that defined the news media business in 2015 and are continuing to shape it.

Today, more than 2.7 billion adults are reading newspapers in print globally. Digital newspaper and news media readership is growing, and in some of the most developed economies, readership on all digital platforms has surpassed the number of readers in print. World Press Trends analysis estimates that at least 40% of global internet users read newspapers and news media online.

In line with the trend we have identified last year, audiences continue to contribute the majority of revenues for news media companies. World Press Trends data shows that newspapers generated an estimated US$ 168 billion in circulation and advertising revenue in 2015. Eighty-nine billion dollars (53%) came from print and digital circulation, while $79 billion came from advertising. Together with magazines, newspapers are the third largest among all cultural and creative industries globally, and the two sectors are said to be creating around 2.9 million jobs worldwide.

Newspapers and news publishers have been tackling digital transformation for years, but 2015 was a breakthrough year for growing their online audiences and online revenues, as legacy news media often produced better journalism and higher subscription and advertising revenues than did their pure digital competitors.

One of the primary challenges for the industry remains new analytics tools and new metrics for news media content on all platforms. Publishers will be unable to successfully charge for their content and sell their advertising inventory to their full potential until they are able to properly plan and evaluate their content performance and really understand most aspects of their audience journey. It's all about what we make of the big, but also small, data about our audiences. World Press Trends and other research and publishing initiatives of WAN-IFRA aim to contribute to better understanding of the new role that newspaper media will play in the digital world. The content and our role in producing the news and great journalism is what matters. In 2016, there is a renewed understanding of the value and importance that news media bring to societies.

You will also notice that we are increasingly using the term "news media" instead of "newspaper," which has become an inadequate descriptor of our industry. We have gone a long way from the mass media industry that was defined by the medium and not by the message. Even though most research institutions still differentiate consumption and advertising on different mediums, our industry produces content that is consumed on all platforms.

About WPT:

The World Press Trends survey includes data from more than 70 countries, accounting for more than 90% of the global industry's value. The data is compiled through an enormous undertaking by dozens of national newspaper and news media associations and generous support from global data suppliers: PwC Global Entertainment and Media Outlook: 2016-2020, Zenith, Ipsos, comScore, the Pew Research Center and ITU.

The collected data is available in the **World Press Trends database**. For more information about what data is included, please see page 59 of this report or go to www.wan-ifra.org/wpt

IMPRINT

WORLD PRESS TRENDS 2016

PUBLISHED BY:
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Report supported by technology partner

NEWSCYCLE

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WORLD PRESS TRENDS 2016 OVERVIEW

READERSHIP

PRINT

2.7 bn
ADULTS
(40% OF ALL ADULTS)

DIGITAL

1.3 bn
INTERNET USERS
(40% OF ALL DESKTOP INTERNET USERS)

REVENUES

$168 bn
DOWN 2% COMPARED TO THE PREVIOUS PERIOD

PRINT

CIRCULATION
$86 BILLION
↑ UP 0.3%
COMPARED TO THE PREVIOUS PERIOD

ADVERTISING
$69.5 BILLION
↓ DOWN 7%
COMPARED TO THE PREVIOUS PERIOD

DIGITAL

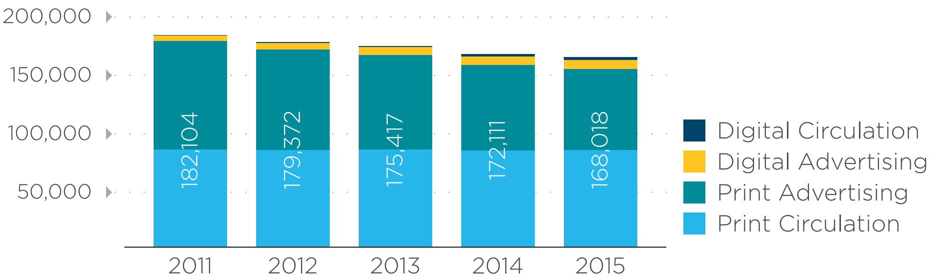
CIRCULATION
$3.0 BILLION
↑ UP 30%
COMPARED TO THE PREVIOUS PERIOD

ADVERTISING
$9.3 BILLION
↑ UP 7%
COMPARED TO THE PREVIOUS PERIOD

GLOBAL NEWS MEDIA INDUSTRY REVENUES

In line with the trend we identified last year, audiences continue to contribute the majority of revenues for news media companies. Leading newspaper companies have finally adjusted their strategies in light of the fact that display digital advertising will never be as important a part of their revenue mix as the traditional print advertising revenues are. Subsequently, more and more newspapers are focusing on developing meaningful relationships and engagement with their audiences, providing high-quality content, and transforming this into healthy revenue. And it's revenue that is increasingly coming from a truly diversified portfolio of products and services.

Global news media revenue sources 2011-2015 (in million US$)



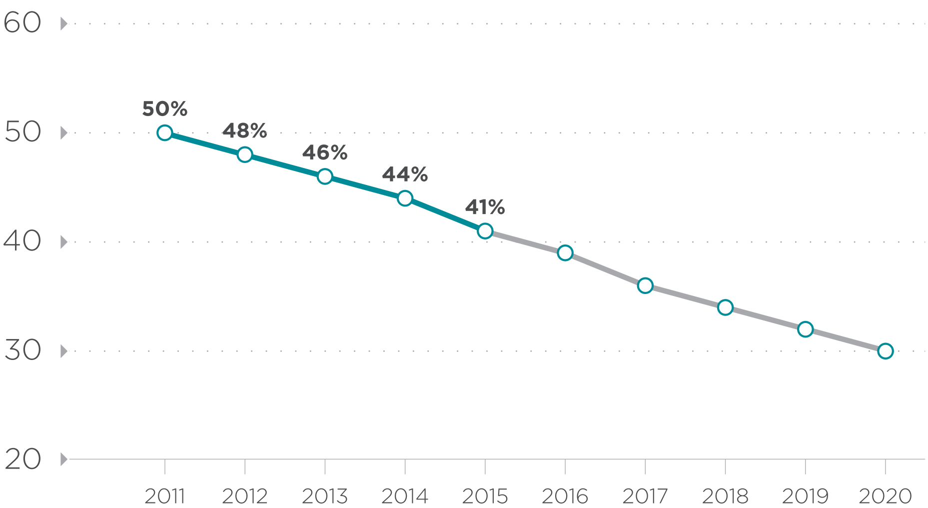
Source:
WPT Analysis, E&Y, Zenith, PwC Global Entertainment and Media Outlook: 2016-2020

Global newspapers and news media have generated an estimated US$ 168 billion in current prices in circulation and advertising revenue in 2015. Eighty-nine billion dollars came from print and digital circulation, while 79 billion came from advertising. Total global revenues fell 2% in 2015 from a year earlier and are down 7% over the past five years. Data on non-daily newspaper revenues, estimated at US$8 billion globally, have again been included in WAN-IFRA estimates of global industry revenues. The decline in total revenues can be attributed mostly to the continued decline of print advertising. Even though other revenue sources are stable or growing, they are still not replacing lost advertising dollars. Many industry analysts and insiders expect that the newspaper business will reach much-needed stability by 2020.

Global newspaper circulation revenue continues to be larger than newspaper advertising revenue. And even in 2015, we see from the global newspaper market figures that more than 92% of all newspaper revenue still comes from print. However, the decline of the share of advertising revenue as part of the overall news media revenue mix is evolving even faster than the industry had anticipated.

While the dual revenue model is not disappearing, it is evolving into something completely different. Print advertising is fast diminishing as a 50/50 revenue partner with content to deliver overall revenues for newspapers. Content is increasingly becoming the key source of revenue for many, with print and digital advertising being part of the product and service portfolio, alongside other diversification strategies such as events, newsbrands' e-commerce and full service marketing agency initiatives. An increasing number of news media companies are benefiting from these diverse revenue sources. But we still don't report how much we earn from other sources of revenue, and WPT data indicates that in mature newspaper mar-

Global print advertising share of total news media revenues 2011-2015 (in %)



Source:
WPT Analysis 2016

WITH REVENUES OVER THREE BILLION; DIGITAL CIRCULATION REVENUES ARE NOW MAKING UP FOR LOST PRINT CIRCULATION REVENUES IN MANY COUNTRIES

kets, this figure ranges from 7% to 20% of the overall revenues.

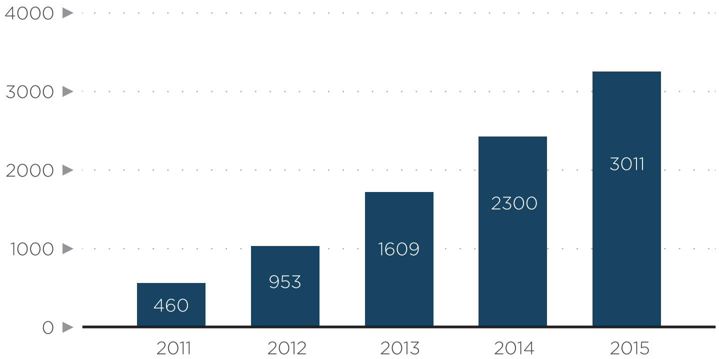
In revenue terms, content will truly be the king. Globally, print circulation revenues are stable, and most of the national news industries are finding ways to monetize this continued interest and commitment from the audiences. For the most advanced markets, especially regional and local ones, the sales of the print product are actually stable but are still an element of a larger product mix. Successful print products are smaller, community and interest focused and follow needs and habits of different audiences.

Global print circulation revenues grew 0.3% in 2015 from a year earlier and are up 2.7% over five years. This stable picture is largely the result of continued growing circulation in India, China and elsewhere in Asia. The two countries combined account for an astonishing 62% of global average daily print unit circulation in 2015, up from 59% in 2014.

Paid digital circulation revenues continue to grow at double-digit rates and have increased 31% in 2015 and 554% over five years. With revenues over US$ 3 billion, digital circulation revenues are now making up for lost print circulation revenues in many countries. According to Reuters Digital News study, consumers who are now paying for digital news combined with those who indicate they are willing to pay in the future make up a significant proportion of news consumers. But the growth has slowed or plateaued in many countries, and it appears digital news providers are struggling to grow the total market for paid digital news.

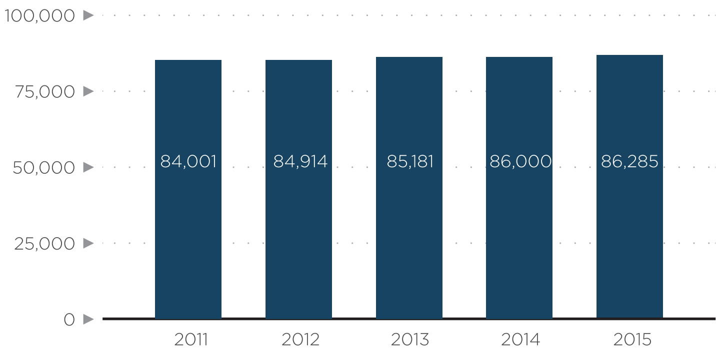
While digital advertising now represents 6% of the overall newspaper revenue, the industry was hoping to grow it as a significant source of revenue in the future. It increased by 7.3% in 2015 and 51% over five years, according to PriceWaterhouseCoopers Media & Entertainment Outlook 2016. However, its growth has declined to a CAGR of less than 10%. And this is at best, the expectation for the next five years.

Global digital news media circulation revenues 2011-2015 (in million US$)



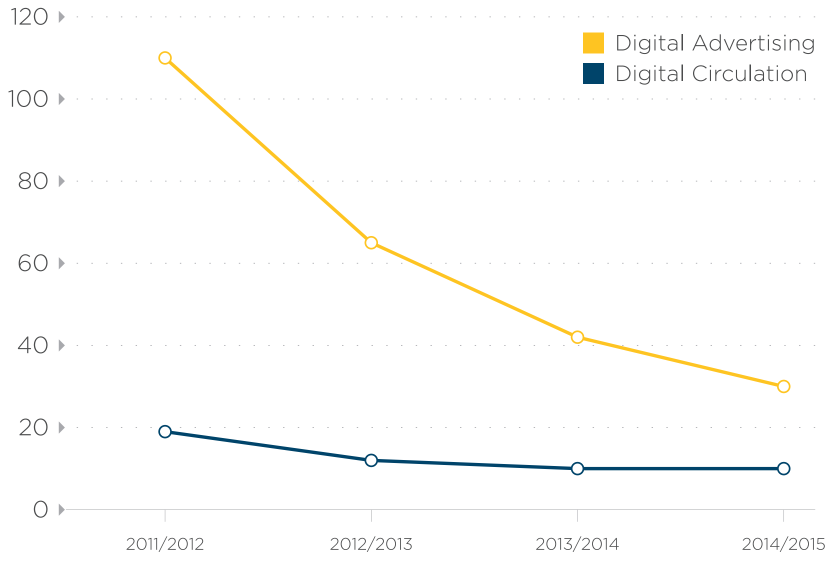
Source:
PwC Global Entertainment and Media Outlook: 2016-2020

Global print news media circulation revenues 2011-2015 (in million US$)



Source:
WPT Analysis 2016, WAN-IFRA National Associations

Global digital advertising and digital circulation revenue growth rates 2011-2015 (in %)



Source:
WPT Analysis 2016

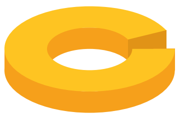
AD BLOCKING

419M

Mobile adblockers globally

90%

Global growth Jan 2015 - Jan 2016



93%

Adblocking browsers located in Asia-Pac

Source:
PAGEFAIR | 2016 Mobile Ad Blocking Report

In addition to rapidly declining print advertising and slow growth of digital advertising, ad blocking is a serious concern for the industry not only because of the loss in revenue but also because it reflects consumers' attitude and their power to avoid annoying experiences. The rise of ad blocking is happening at a time when display online advertising has managed to outstrip search advertising and when news brands are beginning to successfully demonstrate their value to advertisers with global digital advertising revenues reaching close to $10 billion annually. According to the latest report from PageFair, at least 419 million people (22% of the world's 1.9 billion smartphone users) are blocking ads on the mobile web. Mobile ad blocking on the mobile web grew by 90% globally in 2015.

Early adopters are now blocking ads on apps and walled garden platforms such as Spotify, Facebook, Instagram, and Apple News. The industry is struggling to come to terms with the fact that it has greatly contributed to the negative reputation of digital and mobile ads. In the race to reap digital dollars to replace the quickly diminishing print dollars, the news media have allowed bloated ads to run amok on news sites, packed with enough tracking software to annoy readers. Newspapers cannot afford to run the risk of losing publishers' most precious asset: the trust and goodwill of their audience. New technological empowerment drives new levels of service demands that include advertising content. The phenomenon is a remarkable demonstration of a new paradigm for publishers who have to place the consumer at the centre and mobile user experience is a top priority. But this crisis contains the seeds of an opportunity. The threat of ad blocking offers publishers a great chance to rethink their users' culture, enabling them to redefine how content and advertising performance and engagement really works as well as how to improve the product and the experience.

COUNTRY CASE STUDY: USA

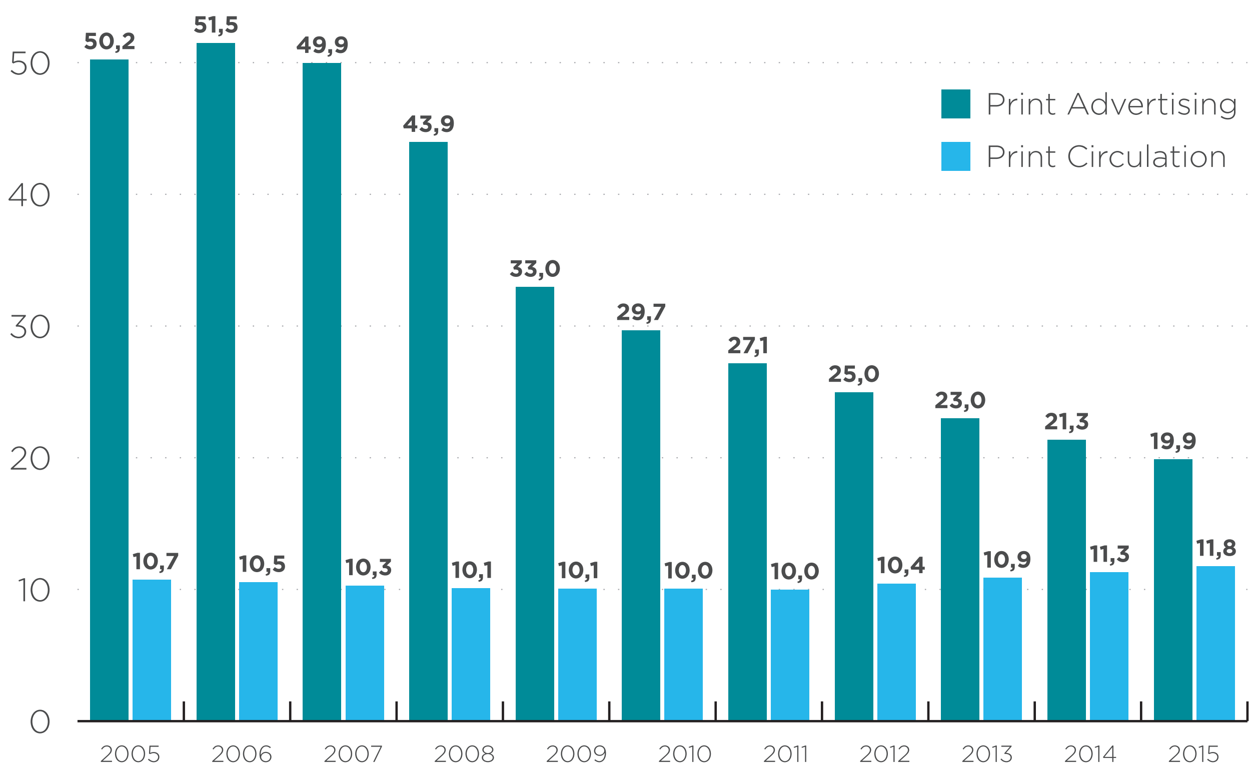
The US newspaper industry has lost more than $40 billion in ad revenue during the past 15 years. At the same time, audience revenues – subscriptions and newsstand sales – have grown thanks to increase in prices for single-copy sales and increase in sales of digital and bundle subscription packages.

Subsequently, the revenue structure of the newspapers companies in the US has dramatically changed during the past 15 years. Back in 2005, the ad-to-subscription ratio was at 4.6 to 1, whereas in 2015, it fell to 1.5 to 1. And the decline of print advertising is steeper than in most other global markets. Digital advertising represents more than a quarter of all advertising revenues, but in absolute numbers, this is insufficient to replace lost print revenues. Keeping in mind that the newspaper industry in the US was the one that relied most on advertising, this trend is a significant indication of the importance that audience revenues will have for the future of newspapers.

The chart below shows how much money newspapers took in annually from each unit of circulation. It shows that circulation dollars per reader are a stable and healthy part of the US newspaper industry, particularly compared to ads.

At The New York Times, circulation has surpassed ad revenue already in 2009. In addition, the number of their subscribers is higher today than in 2000. The demand for serious journalism is there as is the trust in brand. The number of New York Times digital

US Advertising vs. circulation news media revenue 2005 to 2015 (in billion US$)



Source:
U.S. News Media Alliance data

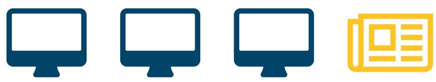
"I THINK WHAT'S HAPPENED OVER THE LAST 12 MONTHS IS A GROWING UNDERSTANDING — FROM DATA SCIENCE AND MACHINE LEARNING — THAT TIME SPENT IS ONE IMPORTANT MEASURE AND THAT FREQUENCY IS A VERY IMPORTANT ATTRIBUTE AND VERY SIGNIFICANT PREDICTOR OF SUBSCRIPTION AND RETENTION."

- MARK THOMPSON, THE NEW YORK TIMES

subscribers has reached 1.2 million according to the latest quarterly report. This is a small part of their digital audience, and according to Our Path Forward, an NYT new strategy memo[1], 12% of Times readers (including total print and digital audiences) deliver 90% of its digital revenue and 3% of the total audience deliver 100% of its print revenue. This is in line with the numbers for the whole industry; the newspapers are earning the majority of their revenues from a small segment of the most loyal readers and are increasingly focusing on growing and serving that base.

Other US newspapers are increasingly aware of how important engagement and loyalty are for growing a subscription base and future revenues. Among the 98 US newspapers with circulations over 50,000, the American Press Institute found that 79% use a digital subscription model, and the News Media Alliance (formerly the Newspaper Association of America) estimates that 75% of newspapers use a digital subscription model.[2]

Revenue other than circulation and advertising revenue now constitutes a significant part of overall revenue, accounting for more than 8% of total revenue. It is expected that with the decline of advertising revenues, other revenue avenues will be increasingly important for US newspapers.[3]



75%

OF US NEWSPAPERS USE A DIGITAL SUBSCRIPTION MODEL

1.5 to 1

AD-TO-SUBSCRIPTION RATIO IN 2015

1.2M

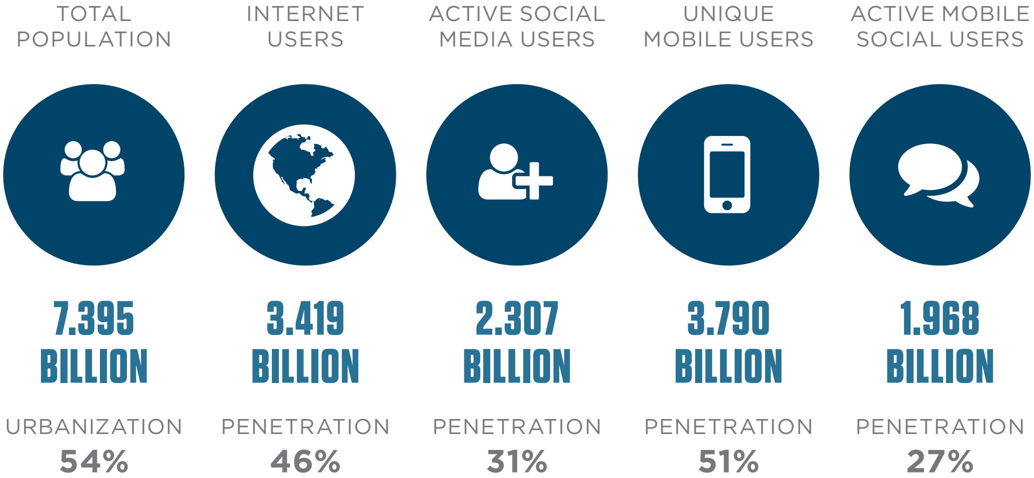
NYT digital subscribers in 2016

1 www.nytco.com/wp-content/uploads/Our-Path-Forward.pdf
2 www.americanpressinstitute.org/publications/reports/digital-subscriptions-today/#footnote-6977-1
3 NAA data on that begins just a couple years ago so it's not clear how much that has risen over the last decade.

MULTIPLATFORM DIGITAL UNIVERSE AND NEWS MEDIA AUDIENCES

Today's consumers are more sophisticated than ever, and they're empowered to create and consume content anywhere, anytime, on any device and in any format. More and more media time is spent across devices, and today, we consume more than 80 hours of media per week. What we do with that time remains an open question. Print leads the consumption of news in developing markets for now. However, the global up-take of smartphones has accelerated the digital disruption of the value chain we see in mature newspaper markets.

Global mobile and desktop internet usage 2016



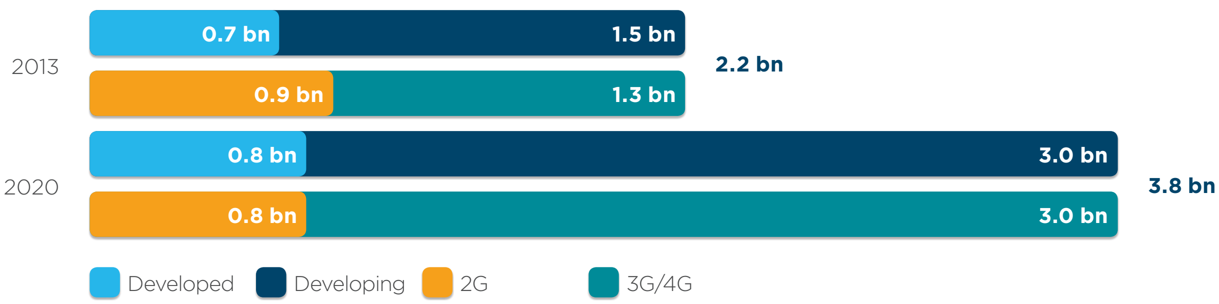
Source:
we are social | Digital in 2016

The global population is increasingly connected and social: 51% are using mobile phones and 31% are social media users. The worldwide smartphone market saw a total of 1.4 billion units shipped in 2015, marking it as the year with the highest shipments on record. Around 30% of the world population own a smartphone today. While it has been reported that mobile users spend only 5% of mobile time on news in the US, recent market research shows that nearly 90% of Americans now access news and information on smartphones and other mobile devices. According to comScore, the average top 10 digital media have 37% of their audience visiting only on mobile and 31% visiting on both mobile and desktop. In many markets, such as France, Germany, Japan, Australia and Canada, more than one third of the adult population use mobile to access news media content. And it's growing rapidly.

Mobile broadband is the most dynamic market segment. Globally, mobile broadband penetration reached 46% in 2015, a value that has increased 12 times since 2007. The data shows that already next year, most of the world population will use internet on mobile devices and that mobile broadband connections will increase to almost 70% by 2020.

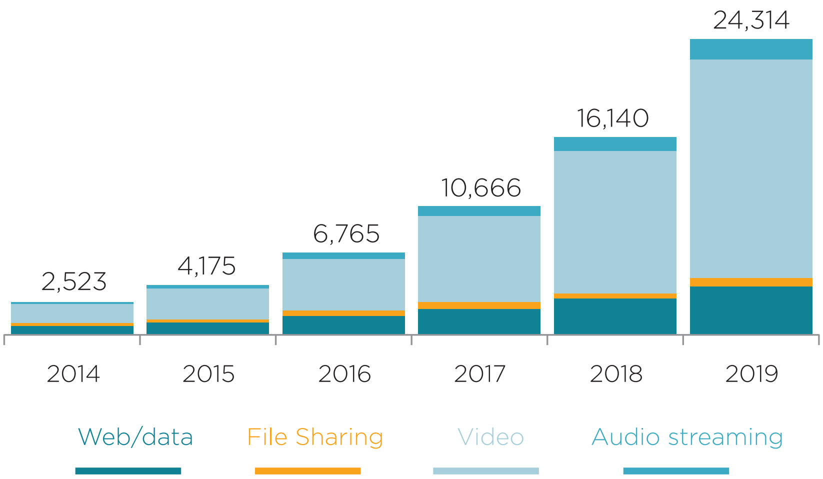
The growing number of smartphones and tablets is enabling unparalleled use of data-intensive applications, and Cisco is projecting a 66% annual increase of mobile data usage by 2019. Among online 16-34s, almost 95% watch video, and even among the oldest group tracked by the Global Web Index (the 55-64s), 8 out of 10 engage with video. Furthermore, about half of Internet consumers upload their own videos, 8 to 9 billion videos per day are watched on Facebook, 8 billion per day on Snapchat, and 4 billion on YouTube. More than 50% of YouTube traffic is now mobile, up from 6% in 2011.

Global number of mobile internet connections by technology (est.)



Source:
GSMA Intelligence

Global mobile data growth (2014 to 2019 est.)



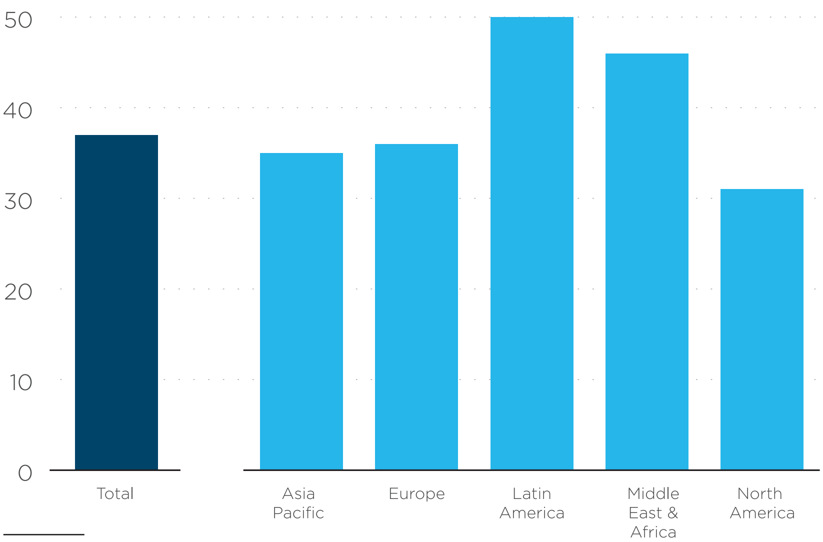
Source:
Cisco, VNI Mobile 2015

Media companies are fascinated by video because its growth seems endless, especially among young audiences who watch hours of video on their smartphones. But broken down to the actual revenue per video segment, for news organizations, the model looks extremely challenging. The question remains the same as for all other parts of the new news media value chain: how much is it worth investing in video production to obtain the desired return on investment?

Despite accelerated growth of data and traffic, user time on smartphones is mostly concentrated on just a few apps; a landscape dominated by social media such as Facebook, Instagram, and Twitter as well as entertainment brands such as Google's YouTube, Pandora, and Apple Music. Social networking leads all categories in engagement, accounting for 1 out of 5 minutes spent online. And 4 in 10 internet users globally get news from social networks.

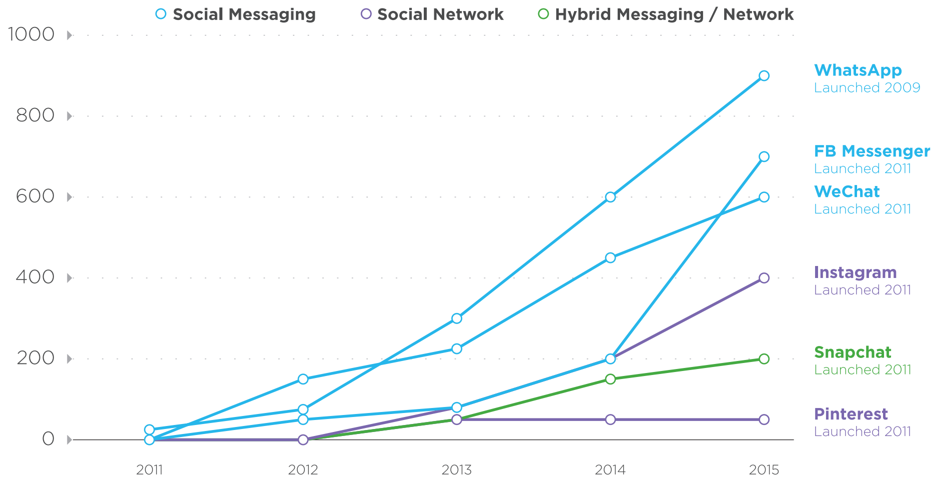
The same applies to social networks and messaging apps such as Snapchat. The combined user base of the top four messaging applications on mobile globally is already larger than the combined user base of the top four social networks according to research from BI Intelligence. Chat apps also have higher retention

Global internet users who use social media as news source (in %)



Source:
globalwebindex.net, 2016 data

Growth in number of users of messaging and hybrid networks 2011 – 2015 (in millions)



Source:
activate.com data

and usage rates than most mobile apps. Finally, the majority of their users are young. It is highly questionable what kind of revenue platform controlled messaging applications will be able to achieve. According to Bloomberg (2015), Snapchat has 150 million people using the service each day. That makes the four-year-old messaging app more popular than Twitter.

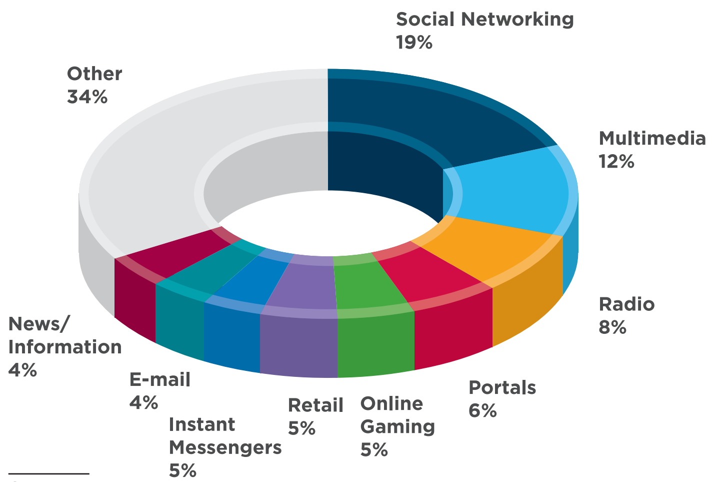
However, comparing internet adoption with another fast-growing global technology, mobile cellular service, we see remarkably similar decreases in annual growth rates, from over 70% in 1996 to under 10% in 2015. However, mobile cellular service is nearing saturation at almost 100% penetration, while internet usage has not yet reached 50% of the global population.

What are all these figures telling us?

The novelty of using digital media is gone. We are reaching digital media and device saturation. Audiences are engaged in a conversation in which news and content merge, enabling them to take action based on the content. They value the time they spend with “hard,” “serious” news, and they increasingly value their experience on mobile more than on any other platform.

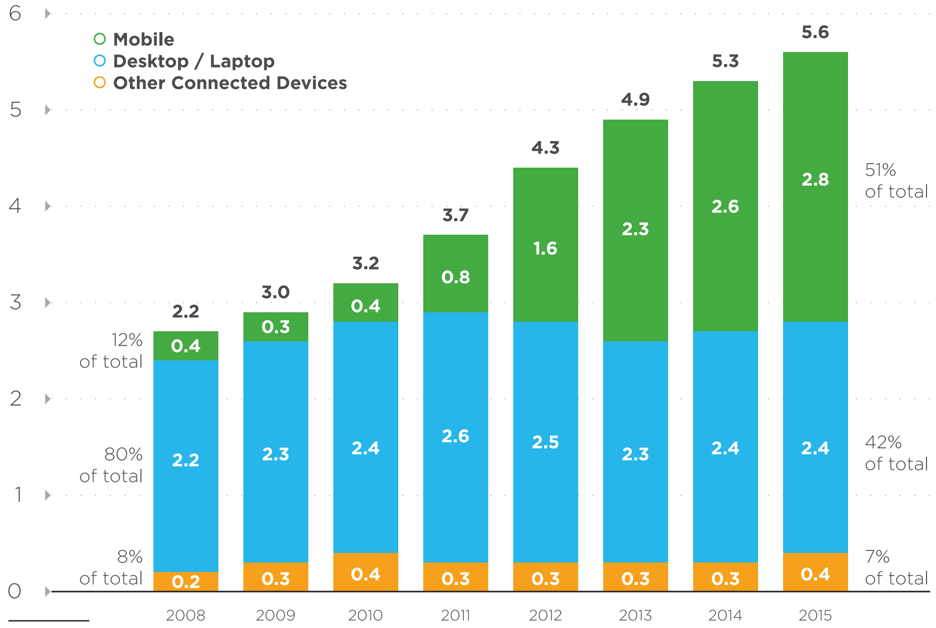
Today’s audiences are no longer impressed by devices. They have new expectations for the content, packaging and distribution of what they consume. The data shows that one of digital media’s primary functions is relationships and conversations – now more than ever

Share of total digital time spent by content category 2015 in U.S. (in%)



Source:
comScore Media Metrix Multi-Platform, U.S. Total Audience, December 2015

Time spent with digital media in U.S. (2008-2015)



Source:
eMarketer, KPCB Mary Meeker Internet Trends report 2016

with the rise of mobile. Mobile has already redefined consumer experiences in many aspects of daily life including news consumption. You will notice that in talking about audience behavior, we have mainly mentioned social networking platforms. Don't be mistaken in thinking that we are advocating social media as the news platforms of tomorrow. We are merely investigating their implications for news consumption and audience behaviors. Social clearly tells us not only that there is an increased demand from users for personalized services and experience but also that this is a dominant expectation. New audiences expect to be engaged as a member of a **community;** to have immersive, rich content **experiences**; for content to offer **solutions** to problems; and to receive content from a **trusted** source.

NEW AUDIENCES EXPECT VALUE AND ENGAGEMENT

Today's audiences have new expectations for the content, packaging and distribution of what they consume. Journalism is moving from "telling stories" to "enabling solutions." This journalism is not interested in only the "why?" but also in the "what now?" It fosters social engagement and debate. It has a growing impact on our lives. It also requires more trust in news. We are at the point that **only experimentation, with carefully selected user data and smart analytics,** can show us what content really engages and attracts audiences while at the same time performing important journalistic functions.

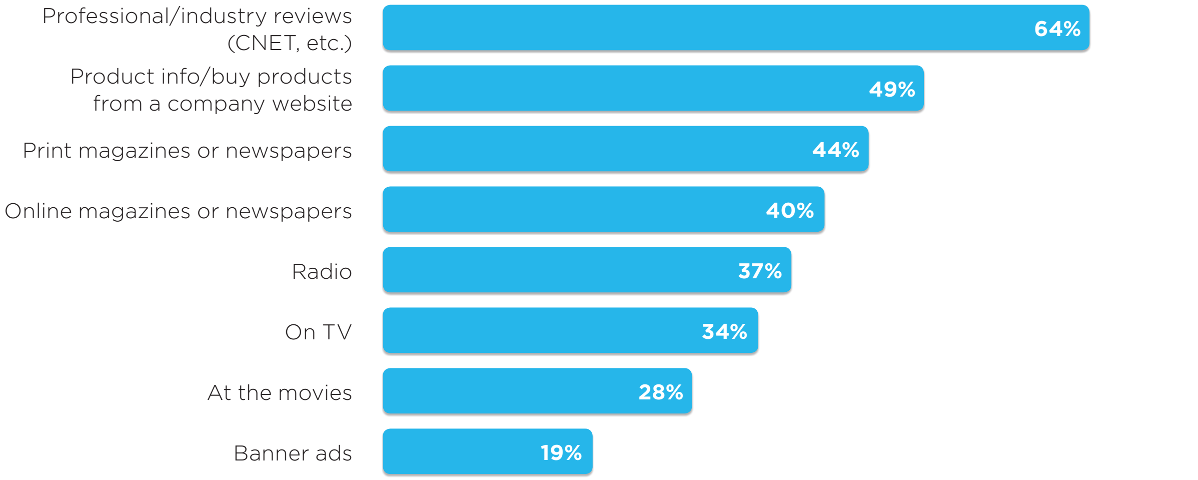
A Tow Center report released in April confirmed that most local news readers "expressed appreciation" for the solutions-oriented stories. Even though newspapers enjoy unmatched credibility in the media world, new audiences place even more trust in user-generated content and their peers' reviews and opinions. Nevertheless, solutions journalism can be part of the response to the challenges of trust and credibility. As long as key sections of our societies need reliable facts, there will always be a role for media that publish reliable, credible information. The success of investigative business reporting around the world is clear evidence of this. People need us to continually produce the kind of journalism they can trust, and we need to find the best ways to monetize our products.

Read more in
WAN-IFRA Trends in Newsrooms Report 2016

Media Trustworthiness

USER-GENERATED CONTENT - 59%

OTHER MEDIA - 39%



Source:
Ipsos MediaCT/Crowdtap Jan 2014

TODAY'S AUDIENCES ARE NO LONGER IMPRESSED BY DEVICES. THEY HAVE NEW EXPECTATIONS FOR THE CONTENT, PACKAGING AND DISTRIBUTION OF WHAT THEY CONSUME. THE DATA SHOWS THAT ONE OF DIGITAL MEDIA'S PRIMARY FUNCTIONS IS RELATIONSHIPS AND CONVERSATIONS – NOW MORE THAN EVER WITH THE RISE OF MOBILE

COUNTRY CASE STUDY: JAPAN

Japan still dominates the world's stage when it comes to print newspaper consumption. An amazing 77.1% of the total population read newspapers. Even though it has a highly digitalized population, Japan still boasts some of the world's best-selling newspapers. However, even though the country has the highest print newspapers subscription rates (95% of newspaper readers are regular subscribers), the circulations of print newspapers is going down at a compound annual rate of 2.2% during the past five years.

JAPAN STILL DOMINATES THE WORLD'S STAGE WHEN IT COMES TO PRINT NEWSPAPER CONSUMPTION. AN AMAZING 77.1% OF THE TOTAL POPULATION READ NEWSPAPERS.

At the same time, audiences across Asia Pacific including Japan are already mobile first, and most young audiences coming online in the Asia Pacific are often mobile only. The audiences in the region spend more time, and often more money, on their smartphones than do users in Europe and the United States. They are innovating with how apps work and what user experience they bring.

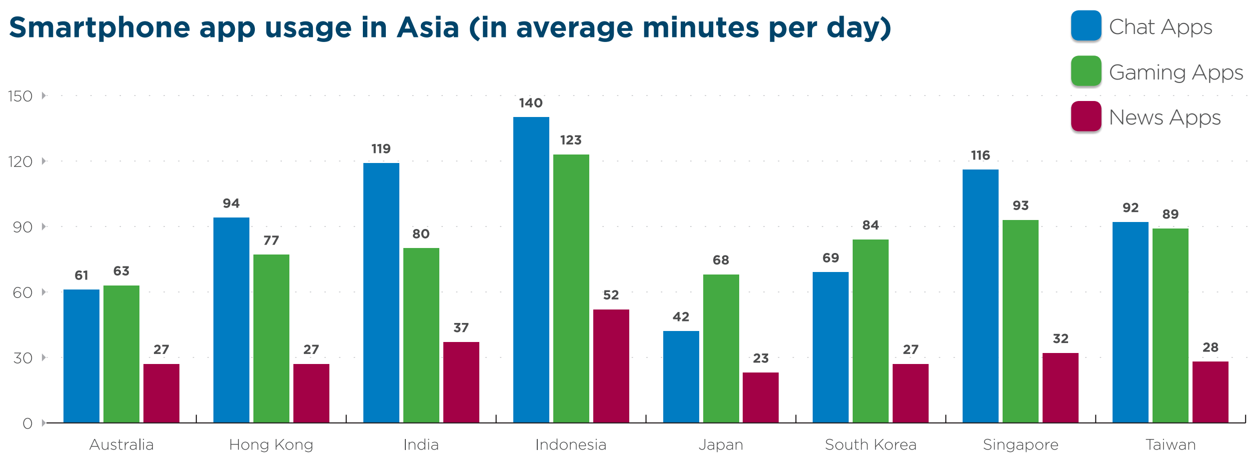
Compared to other Asian countries, Japan is not a leader in either smartphone penetration or app usage.

However, 2015 research from TSN and Google shows that Japan has the highest relative usage of mobile news apps similar to China and South Korea, where users are checking news on their smartphones every day and much more than their counterparts in Europe. In fact, news apps are the most popular app category among the majority of users in Japan (SmartNews, Gunosy, NewsPicks, LineNews and Antenna being the most popular ones with user numbers ranging between 2.5 and 5 million). It has been reported that the news apps in Japan have been in a harsh competitive environment since 2014, but their strategies can be great pointers for other markets.

Japan paid-for dailies, total average daily circulation
(circulation in 000 units)

Source:
The Japan Newspaper Publishers and Editors Association (NSK) data

Smartphone app usage in Asia (in average minutes per day)



Source:
Google – TNS APAC Mobile Usage Study, 2015

COUNTRY CASE STUDY: INDIA

In 2015, India had 354 million internet users representing almost 30% of its population. Internet use in major metropolitan areas is estimated to be more than 50%, whereas the figure is around 10% in rural areas.

The rapid growth of Internet use in India in recent years (it grew by 71% just on 2015) is primarily driven by the mobile Internet access. In 2015, about two-thirds of all Internet users in India came from the mobile. According to the report by the Internet and Mobile Association of India (IAMAI), mobile internet userbase in the country has reached 306 million at the end of December 2015. IAMAI predicts that in 2016 India will gain an additional 100 million internet users most of them mobile, who will be using content in local languages rather than English.

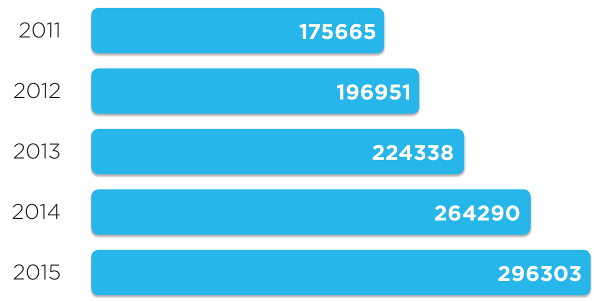
When it comes to usage of smartphones, it is estimated that India has reached 33% of smartphone penetration, with around 40% using their smartphone as a primary device. The most popular apps in the country are social networking, messaging and entertainment.

Zenith research shows that Indians spend an average of 14 minutes with newspapers in print. Over eight years, from 2010 to 2018, the research confirms that newspapers enjoy a remarkable stability, while all other major media declined to the benefit of digital consumption that jumped from an average of 11 to 66 minutes a day. More impressively mobile Internet is expected to reach an estimated 53 minutes consumption a day per individual in 2018, when it represented just a little more than 1 minute in 2010.

Still, India has the highest print newspaper circulation of any country. Despite the single-copy prices being the lowest in the world, the trends in India just confirm the global trend with circulation revenues surpassing advertising revenues.

Looking ahead, newspaper digital circulation spending in Asia Pacific should grow +27 CAGR 2015-2020, while newspaper publishing digital advertising will grow by a +10% CAGR between 2015 and 2020.

India paid-for dailies, total average circulation
(circulation in 000 units)



Source:
Indian Newspaper Society, Ministry of Information & Broadcasting, Govt. of India

THE GROWTH OF THE DIGITAL MEDIUM, ESPECIALLY IN MOBILE, HAS BEEN PHENOMENAL BOTH IN CITIES AND IN THE HINTERLAND. WITH DIGITAL SPEND EXPECTED TO TOUCH A WHOPPING INR 200 BILLLION IN THE YEAR 2020, REACHING OUT TO READERS IN DIGITAL AND AT THE SAME TIME EXTENDING THE REACH OF NEWSPAPERS TO MORE AND MORE READERS IN NEWER TOWNS IS THE MAIN OVERRIDING CHALLENGE IN THE INDIAN NEWSPAPER MARKET TODAY."

MAGDOOM MOHAMED, MANAGING DIRECTOR, WAN-IFRA SOUTH ASIA

NEWS MEDIA CIRCULATION AND READERSHIP

World Press Trends analysis reveals that about 2.7 billion people around the world read newspapers in print and more than 1.3billion, or about 40% of global internet users, read newspapers online. Online platforms and, above all, the growth of mobile are attracting the majority of the world's population to newspaper content. According to comScore and Ipsos, digital newspaper readership is growing worldwide, while online readership now exceeds the number of readers in print in most of the world's developed economies. Newspapers and news publishers have been successfully tackling digital transformation for years, but 2015 was a breakthrough year for growing their online audiences.

There is no doubt that news brands have embraced digital, but print titles still have an important role in societies on all continents.

Print newspaper reach (average issue readership in %)

	2014	2015
Australia	41.1	31.3
Austria	69.2	68.4
Bahrain**	61.2	59.8
Bosnia and Herzegovina	14.8	12.0
Brazil*	39.9	35.2
Canada	39.0	41.0
Chile*	61.8	62.1
China	39.8	
Costa Rica**	72.3	87.3
Croatia	36.4	29.6
Czech Republic	34.4	32.6
Denmark*	58.0	57.0
Egypt**	41.6	41.0
Finland*	66.0	58.3
France	38.0	37.0
Germany*	73.2	71.6
Guatemala*	85.5	74.5
Hong Kong	63.9	57.3
Hungary	39.2	38.7
Iraq**	4.8	4.3
Ireland	52.6	51.8
Israel	59.0	58.2
Italy	37.0	35.0
Japan	83.2	77.1
Kenya*	27.0	40.0
Kuwait**	69.4	
Latvia	14.6	13.7
Lithuania	25.7	24.9
Malaysia	56.7	59.7
Macedonia	11.2	7.5
Mexico*	42.4	32.0
Netherlands	53.3	47.8
New Zealand	35.1	
Norway	58.0	53.0
Oman**	45.2	44.5
Palestine**		8.4
Pakistan*	10.6	
Peru		37.0
Poland	39.9	37.5
Portugal		27.4
Qatar**	62.4	
Rwanda		10.0
Russian Federation	9.1	7.6
Saudi Arabia**	63.8	62.6
Serbia	38.0	34.0
Singapore	60.1	
Slovenia	40.4	32.9
Spain	29.8	28.5
Sweden	67.0	
Switzerland	75.1	
Syria**	12.1	10.5
Tanzania*	15.6	
Turkey	23.8	
Uganda	16.0	14.0
Ukraine	16.0	12.7
United Arab Emirates**	68.2	67.2
United Kingdom*	65.1	61.5
Zambia*	27.3	

NEWSPAPERS IN LATIN AMERICA REACH THE LARGEST AUDIENCES GLOBALLY AND THE AVERAGE READER SPENDS WITH THEM MORE THAN 20 MINUTES PER DAY

Source:
Ipsos, 2016

* Weekly reach
**Monthly reach

Note: Figures for average issue readership were used unless otherwise indicated. Full information on data sources is available on the World Press Trends database.

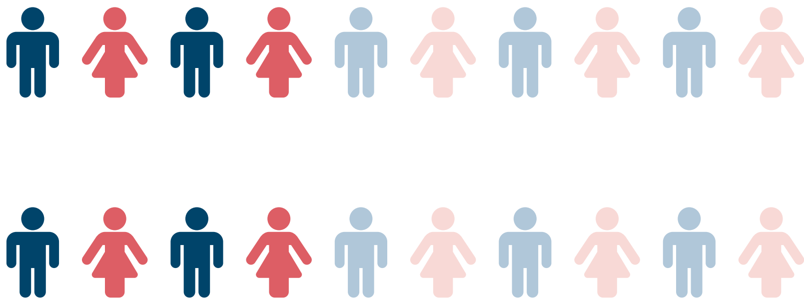
Daily newspaper global reach in 2015

2.7 bn

40% of all adults read print newspapers

1.3 bn

More than 40% of all internet users read newspapers in digital format



Source:
WPT Analysis, 2016

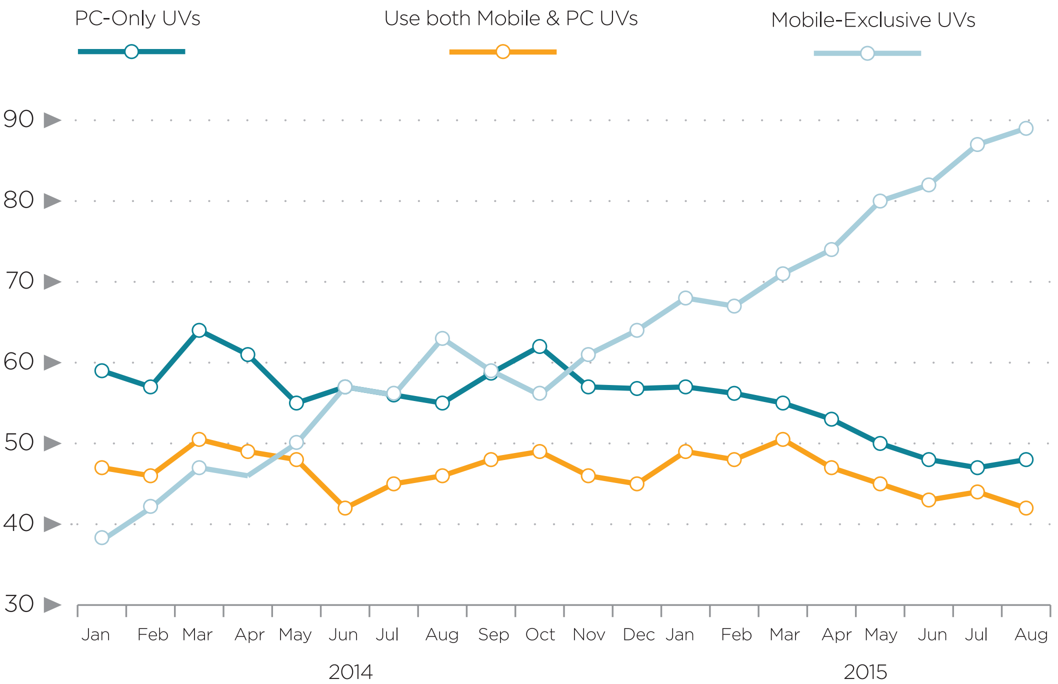
Unfortunately, the newspaper industry's data collection standards do not allow for global combined (unduplicated) and comparable readership numbers. Mobile and tablet audience measurement in most countries has only just begun.

In addition, more and more newspapers are reporting combined print and digital subscription data, and platform-specific circulation measurement could very soon be a thing of the past.

Print newspaper reach has stabilized in many mature markets, and there is a renewed appreciation of the value and engagement with audiences that print brings to the product mix.

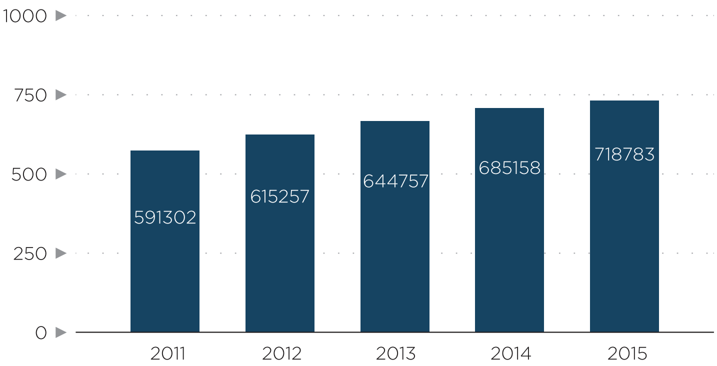
According to Zenith, the average global newspaper reader spends about 15 minutes per day reading the print edition of the newspaper. Western Europe and Latin America have the most loyal print newspaper readers, who spend more than 20 minutes per day

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



Source:
U.S. News Media Alliance

Global daily print newspaper circulation 2011-2015
(unit circulation in millions)



Source:
World Press Trends database and WPT Analysis, 2016

reading the newspaper in print. Colombian readers spend a world-record 60 minutes with newspapers in print, which is testimony to the quality of the newspapers in that country.

On the digital front, there is ample evidence that digital subscriptions in Latin America and elsewhere are driving growth and revenue opportunities and that charging for content represents a huge opportunity for newspapers and news brand content.

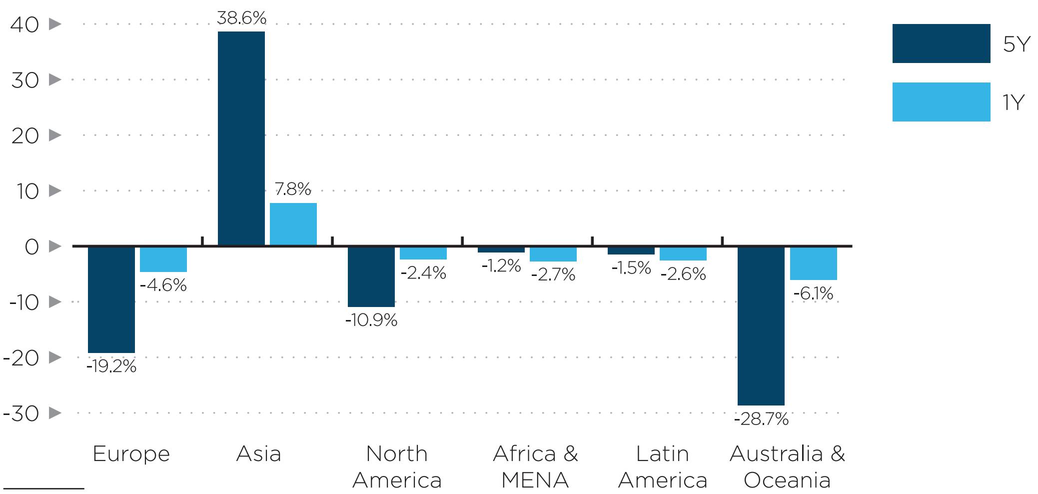
Whereas in Brazil, fewer than 25% of newspaper readers consume newspaper content on digital platforms, more than 70% of Australians and Canadians read newspapers via digital devices. News brands reach 70% of the UK's population across online, tablet and mobile. In the US, more than 80% of women and men are engaged with newspaper digital content. According to American News Media Alliance and comScore, more than half the digital newspaper audience in the US consists of those who use only mobile devices (smartphones or tablets) for their newspaper digital content, and it is reported that more than 90% of people aged 25-44 engage with newspaper digital content.

When it comes to sold copies, print unit circulation increased 5% globally in 2015 from a year earlier and shows a five-year growth of +21.6 %.

Circulation rose 7.8% in Asia in 2015 from a year earlier; it fell 2.4% in North America, 2.6% in Latin America, 2.7% in the Middle East and Africa, 4.6% in Europe and 6.1% in Australia and Oceania. Over five years, newspaper print circulation rose 38.6% in Asia but fell elsewhere: 1.2% in the Middle East and Africa, 1.5% in Latin America, 10.9% in North America, 19.2% in Europe, and 28.7% in Australia and Oceania.

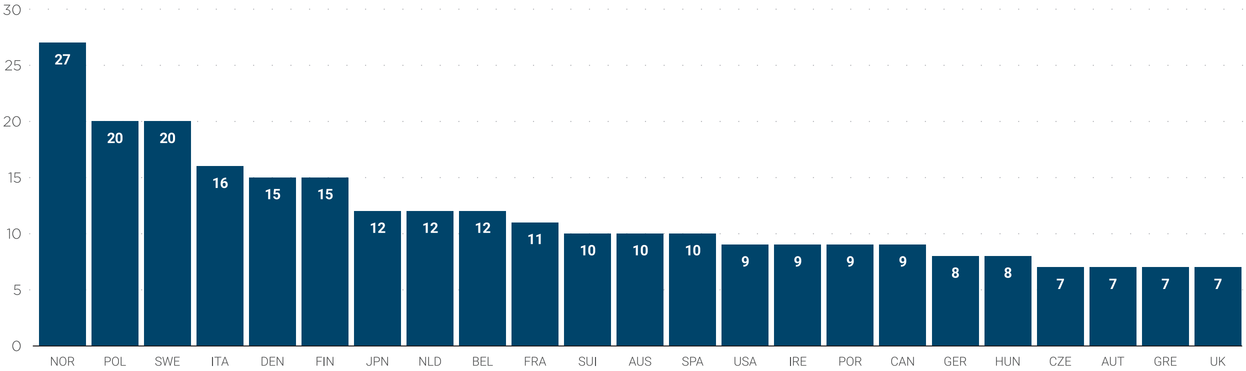
The seven biggest newspaper markets remain the US, Japan, Germany, China, the UK, India and Brazil,

Daily print newspaper circulation annual and 5y change by region (in %)



Source:
WPT Analysis, 2016

Paying for online news in 2015 (in %)



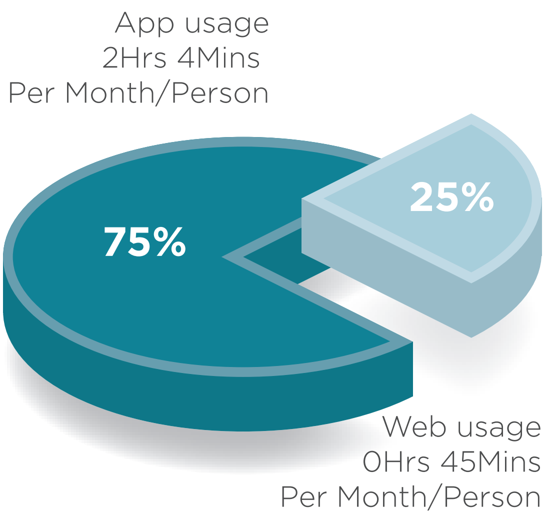
Source:
Reuters Institute Digital News Report, 2016

collectively commanding more than half of global newspaper revenues and about 80% of global daily circulation.

It is still a major challenge to gather data on digital subscriptions; we can follow the growth of digital newspaper subscriptions only by means of the level of revenues from such subscriptions where available. And as mentioned, paid digital circulation revenues continue to grow at double-digit rates. They increased 31% in 2015 and 554% over five years and have for the first time reached more than US$ 3 billion globally. Most of those revenues were generated in the US, but World Press Trends shows that some other markets are seeing significant gains in revenues from subscribers. In Australia, digital subscription revenues have reached US$ 100 million, growing 611% over four years, while in the Netherlands, digital subscription revenues grew to $28 million in just over three years.

According to the Reuters Institute Digital News Report, 13% of people in a survey covering 26 countries said they now pay for digital content, in either one-off purchases or ongoing subscriptions. Again, it isn't the same in all countries; the number of people who pay for digital content ranges from 27% in Norway, 20% in Poland and Sweden to 7% in Greece, Austria, the Czech Republic, and the UK. The success of digital subscription models seems to correlate highly with the level of trust in news organizations in the country in question.

Mobile news consumption patterns in U.S. (in % of time spent)



Source:
Nielsen/Knight Foundation Study| Mobile-first news: How people use smartphones to access information

According to research by the Reuters Digital News Report and a Nielsen/Knight Foundation study, over half the news audiences in major media markets such as the UK, USA, Germany and Australia today spend more of their time on mobile using apps than in browsers. However, they use either one news app or none. In the UK, 51% of respondents use the BBC news app, but that degree of market dominance is not found elsewhere. Of German digital news consumers, 15% use Der Spiegel's app. In the US, the Fox News app leads the way with 14%. And in a clear indication of how different US news markets can be, 1 in 10 respondents there uses a dedicated local TV news app.

For publishers, the crucial fact is that the top five apps capture 88% of a user's app time according to comScore. The audience for apps tends to consist of loyal users, but the audience that uses mobile news sites rather than apps visits more frequently.

DISTRIBUTED PLATFORMS

In addition to the challenges posed by monetization of digital content, in the past year or so, publishers have been confronted with wider choices regarding distribution platforms. Facebook, Snapchat, Google, Apple and other companies have developed technologies or content initiatives that are redefining how users consume news and other editorial content. Beyond publishing on paper, on their own websites and in news apps, news organizations are increasingly being asked to publish directly to those platforms – which they do not control.

Industry insiders claim that distributed content is one of the most profound changes in publishing since the advent of the web two decades ago. Publishers must decide: Is the hunt for readers urgent enough to justify sacrificing some of their independence?[5]

The four most talked-about distributed content initiatives – Facebook Instant Articles, Snapchat Discover, Apple News and Google AMP – are profoundly different from one another. However, all are outside publishers' control, and they change not only where we read news but also what we read and how we share it. In the process, they redefine the business model for publishers or maybe compromise it even further.

While speeding up page display is the official goal of Instant Articles, the most important aim for the company is to prevent users from leaving the Facebook app and keep them in the walled garden of the social network, where Facebook can collect data about users' behavior. And, of course, Instant Articles will allow Facebook, already a leading provider of mobile ads, to increase its ad revenue significantly over referral traffic.

While some publishers are adopting a wait-and-see approach, the consensus from most content providers is that Facebook is just too big to ignore, forcing them to play along with its distributed-content initiative. There remains widespread concern about the monetisation aspects of this new format. As Jeff Jarvis rightly points out, "The good news is that with Instant Articles and AMP, content can travel with the business model attached. The bad news is that in an era when first-party data is a prerequisite to building relationships with people, Facebook and Google know more about our users than we do."

That is proving to be even more true with the latest announcement by the social network that it will turn off access to user data for all new publishers.[6] That means that anybody hoping to set up a new publishing site and use Facebook's data to learn more about the audience he/she is reaching is out of luck. So publishers face some tough choices. If they want to reach audiences that spend ever-increasing amounts of time in the closed ecosystems of social platforms, they might end up with distribution, monetisation and most of their touch points with users increasingly controlled by platforms – and with even fewer revenues to finance their journalism.

If media companies had better insights and data, they could tailor content more effectively to behavior, preferences and context.

As always, the way forward for the industry might involve collaboration. There have been numerous calls during the past 12 months to pool efforts in the collection and interpretation of global news-industry usage data. That would mean leaving our old competitive worldview behind in order to unite with other publishers in the fight for user engagement. Collective data on users are essential to the creation of differentiated and personalised experiences for readers and advertisers.

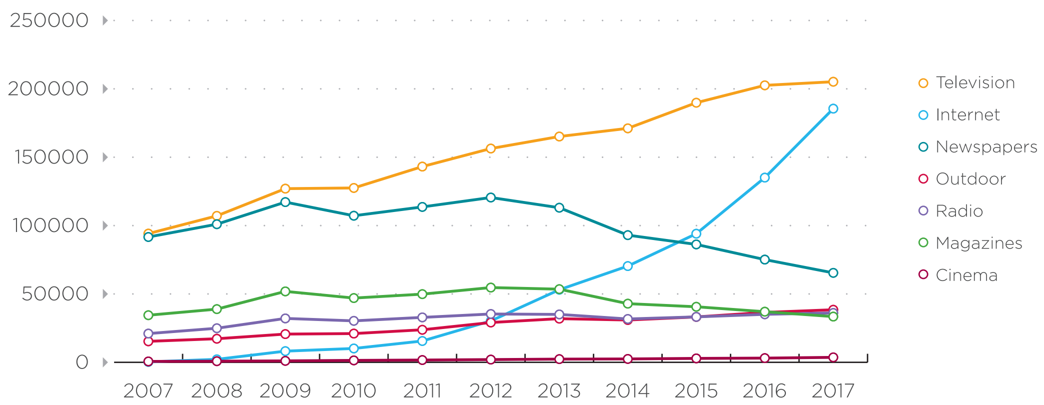
Read more in
WAN-IFRA Distributed Content Report 2016

4 WAN-IFRA Distributed Content Report 2016
5 https://contentinsights.com/blog/facebook-domain-insights-is-sharing-not-caring/

NEWS MEDIA ADVERTISING

While global internet advertising revenues reached US$ 160 billion in 2015, the full potential of the sector for news media remains unfulfilled as consumers turn to ad blocking to overcome their frustration with ads' impacts on page-loading times and data consumption. More positively, programmatic advertising has grown rapidly, with reportedly more than half of digital ads in mature markets now traded automatically, opening the way to better targeting of premium ads.
While automated trading definitely has huge benefits for media owners, consumers and advertisers, this is another example where the news media industry needs to establish relevant measures for reach, relevance and engagement.

Global advertising expenditure, 2007 to 2017 (est.) (in US$ million)



Source:
Zenith

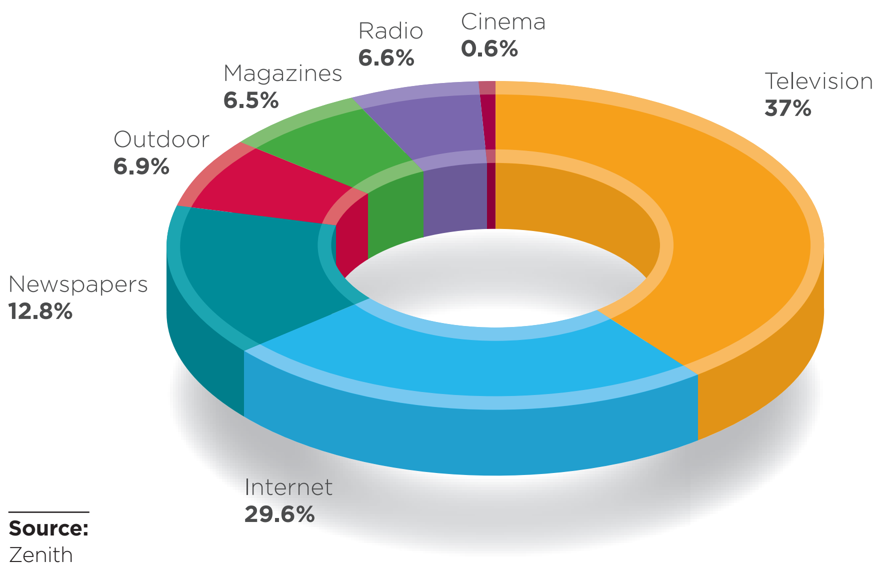
Zenith predicts global advertising expenditure will grow 4.6% in 2016, reaching US $579 billion by the end of the year. That forecast includes the fact that the Summer Olympics, the US presidential election, and the UEFA football championship in Europe are considerably boosting 2016 ad expenditure. The global ad market has enjoyed stable growth since 2011, with growth rates of between 4% and 5% per year, and that trend is expected to continue.

Television continues to draw the largest share of global advertising revenues, attracting 37% of total spend in 2015, followed by desktop and mobile internet with more than 29.4%, newspapers with 12.8%, outdoor with 6.9%, radio with 6.6%, magazines with 6.5%, and cinema with 0.6%.

During the past 10 years, internet advertising has risen from 6% of total global spend to almost 30% in 2015. In the same period, newspapers' share of global spend has nearly halved from 29% to 15%, while magazines' has fallen from 13% to 6.5%. However, the newspaper and magazine numbers from Zenith do not include advertising revenues from newspapers' and magazines' digital platforms; they fall into the internet category.

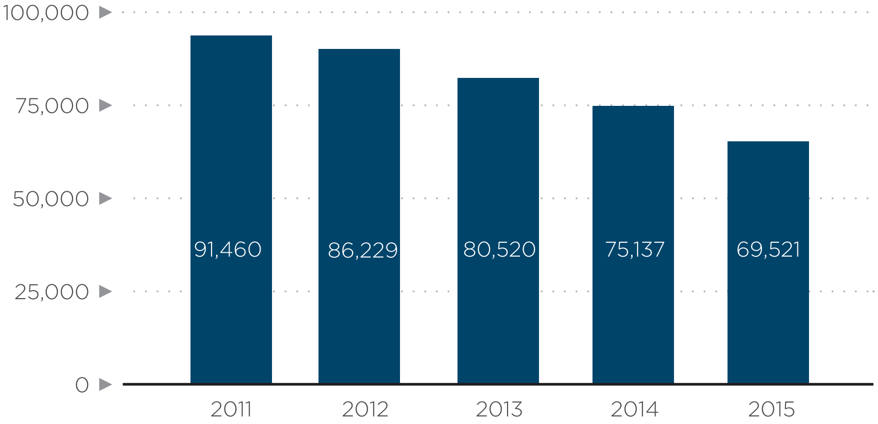
Print advertising worldwide declined 7.5% in 2015 and declined 24% over five years. Since it started in the mid-1990s, internet advertising (both desktop and mobile) has risen principally at the expense of print. Desktop and mobile internet advertising together grew 18.7% in 2015 and 102% over five years.

Global share of advertising expenditure by medium 2015 (in%)



Source:
Zenith

Newspaper print advertising expenditure 2011–2015 (in US$ million)



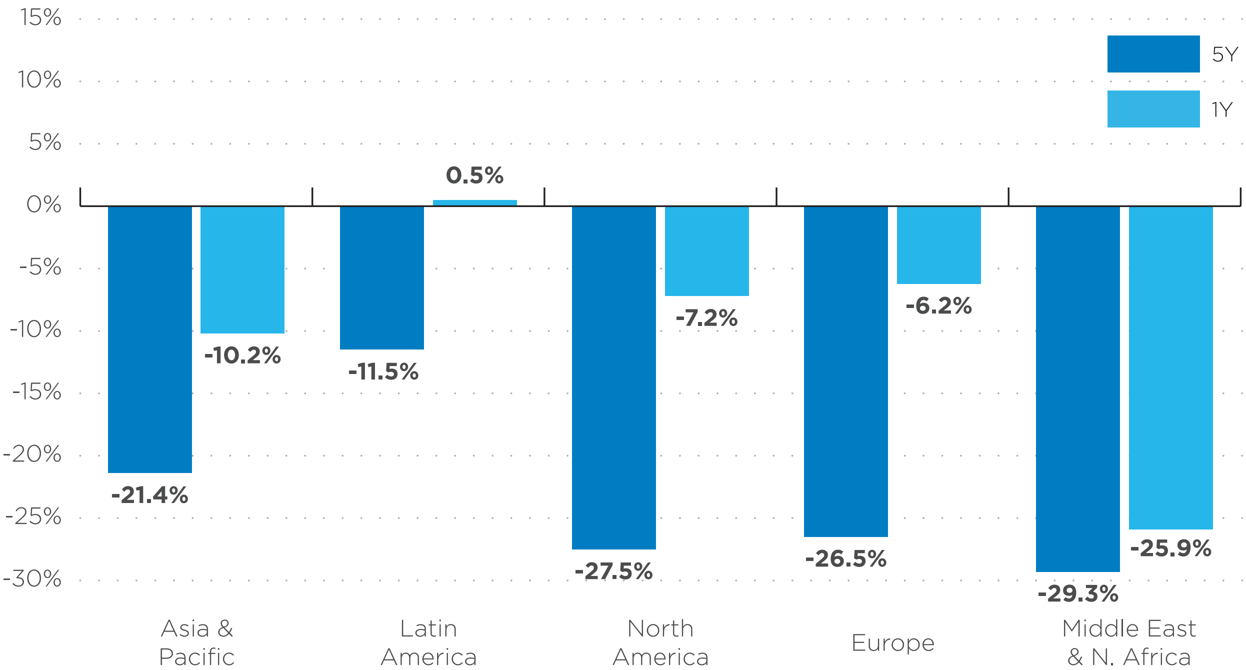
Source:
Zenith

Print newspaper advertising increased in 2015 only in Latin America, at a modest rate of 0.5%, but fell in all other regions: 25.9% in the Middle East and North Africa, 10.2% in Asia and the Pacific, 7.2% in North America, and 6.2% in Europe.

Over five years, print newspaper advertising declined 27.5% in North America, 26.5% in Europe, 29.3% in the Middle East and North Africa, 21.4% in Asia and the Pacific, and 11.5% in Latin America.

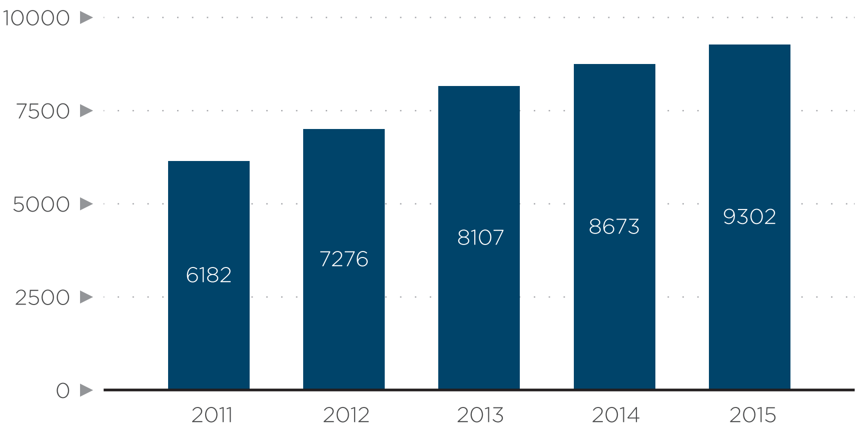
According to Zenith, the value of global online advertising in 2015 was $160 billion. While digital advertising still represents a small part of overall newspaper revenue, the industry is hoping to increase it as a significant source of revenue in the future. However, its growth has declined to a CAGR (compound annual growth rate) of under 10%. It grew by 7.3% in 2015 and 51% over five years, according to PwC Global Entertainment and Media Outlook: 2016-2020. It represents 6% of overall industry revenues.

Newspaper print advertising expenditure annual and 5y change by region



Source:
Zenith, WPT Analysis, 2016

Newspaper digital advertising revenues 2011–2015 (in million US$)



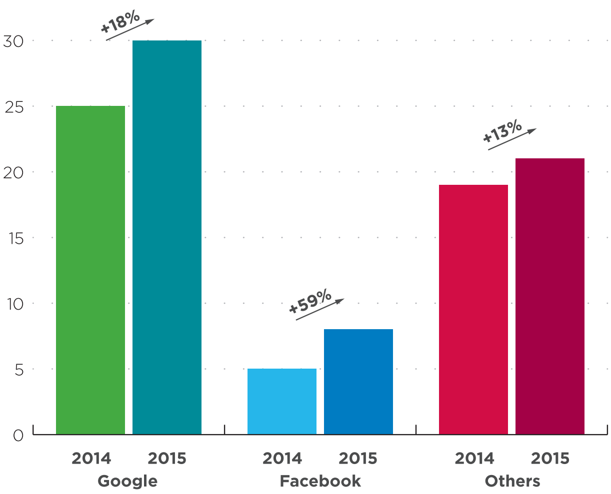
Source:
PwC Global Entertainment and Media Outlook: 2016-2020

Driven by strong video and mobile growth rates, internet display advertising spend is predicted to overtake paid search advertising this year. But as we all know, the main benefactors of digital ad spending in the US and worldwide continue to be social media and technology companies. Google takes the largest share, US$ 67 billion, of global online ad revenues. It is currently focused on improving its revenues from YouTube's video display ads and its programmatic ad platform. In 2015, Facebook's mobile ad revenue was about $13 billion, 80% of its total advertising revenue, with much of its recent growth coming from its native mobile apps. Of the major Chinese online companies, Tencent and Baidu, the leading social platform and search engine in China respectively, together took 56% of the total $ 33 billion ad revenue in that country.

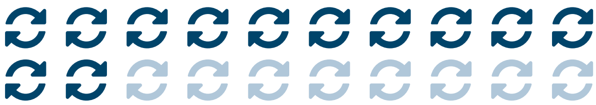
As print revenue continues to fall and with digital only slowly starting to compensate for the drop, native advertising is seen as a potential savior of the faltering news publishing industry. eMarketer has said that spending on native advertising is expected to grow to nearly $9 billion in the US in 2018 from just $1.5 billion in 2012.

The prices native ads command, sometimes in the six and seven figures, are also attractive when contrasted with the diminishing cost-per-impression figures for banner ads. Perhaps even more important, native advertising plays to publishers' strengths in storytelling, whereas banner ads have been trumped by technology giants such as Google and Facebook with their wealth of user data.

Advertising revenue and growth rates of Google, Facebook and other pure digital players 2014-2015 (in %)



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



60%

OF ALL DIGITAL ADVERTISING IN UK IS TRADED AUTOMATICALLY

55%

OF TOTAL NEWS BRAND REVENUES COME FROM CONTENT SALES

63%

DIGITAL CONTENT SALES SHARE OF DIGITAL NEWS BRANDS REVENUES

COUNTRY CASE STUDY: UK

In the UK, digital advertising now enjoys a 51% share of the ad market, and search has a 73% share of the digital total. The digital display sector is shrinking and automating at the same time; 60% of all digital advertising is traded programmatically in 2016 according to the Interactive Advertising Bureau (IAB).

News brands or what used to be called “newspaper companies” are hardest hit by the steady decline in traditional ad revenues. The industry’s share of national advertising revenue fell to 10.7% in 2015; its total ad revenue was one-quarter of the amount in 2000, but still more than radio, outdoor, magazines and cinema combined[6]. That number, however, does not include online advertising revenues for newspaper companies.

News brands are of course working hard to increase their digital revenues. However, while it would be fair to say that development of digital revenues dominates thinking in the sector, at most publishers, print advertising continues to contribute 80-90% of ad revenues[7]. Unfortunately, the trend in digital/print ad-revenue proportions at news publishers numbers reflects more a collapse in print than strong growth in digital. Pressured by owners and shareholders, newspaper companies often massage digital success and downplay the role of print. As an anonymous insider put it, “Print, despite falling numbers, may be where the money is right now – but digital progress is all that shareholders want to hear.”

In terms of contribution to revenues, circulation now plays a dominant role. Overall content sales constitute more than 55% of total revenues. In the UK, interestingly for news brands, revenues from digital content sales overtook those from digital ad sales in 2013 and continue to pull away[8].

The two big players in the large and active local/regional news content market, Trinity Mirror and Local World, merged in 2016 to form the largest regional newspaper group. TM also owns the mainstream national tabloid the Daily Mirror, and in Scotland the Daily Record.

Every national player in this sector is striving fiercely to develop alternative revenue streams, notably entering into new markets, including retail, travel and events.

News brands have embraced both social media and programmatic advertising. So far, there are no models emerging where news media can exploit social media revenue opportunities beyond the small incremental inventory benefit. However, reports are emerging of enterprising sales teams using small elements of social media promotion to good effect within wider print and digital multimedia pitches.

It is now normal for all newspapers to quote their overall readership in terms of print and digital whilst at the same time providing detailed breakdowns via the

6 Zenith 2016
7 PwC Global Entertainment and Media Outlook: 2016-2020
8 ibid.

UK online audience for news by platform 2015 (in%)

	Total Unique Visitors/Viewers (000)		
	Total Digital Population	Desktop	Mobile
Total Internet : Total Audience	50,260	46,533	35,118
News/Information	43,651	36,212	34,048
Newspapers	37,672	25,230	31,549

Source:
comScore

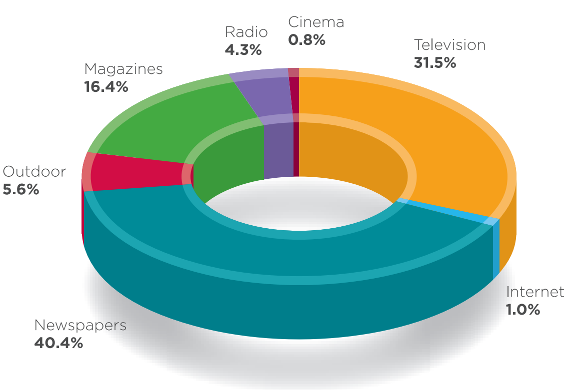
National Readership Survey (NRS) or ABC. The NRS estimates that the Daily Mail and Mail Online have some 23.5m UK readers over the course of a month. It puts the Daily Mirror in second place with 17.5m readers and the Daily Telegraph in third with 16.4m, just ahead of the Guardian on 16.3m.

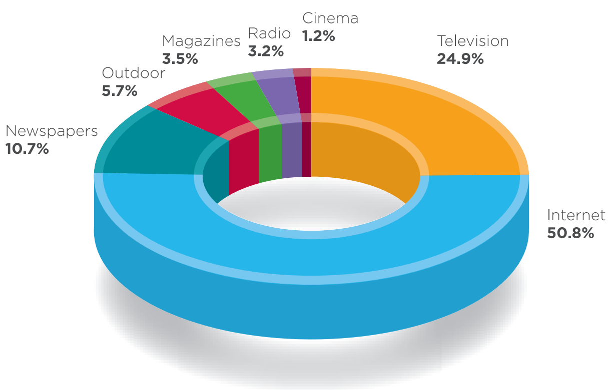
News brands today typically package their own portfolios, ad campaigns that include newspapers, magazines, digital display (desktop and mobile), radio, video and more. Some are prepared to buy in inventory from the outdoor sector to bolster their portfolios – something Google, Facebook et al, cannot do, at least not yet.

That trend has been welcomed by many who see multiplatform news media as being in a unique position to deliver integrated multimedia advertising campaigns to clients crying out for ideas and standout. That capability is seen as a USP (unique selling proposition) that is practically begging to be deployed against the march of dominant digital pure players.

To that end, some publishers are forming successful specialist teams to pitch multimedia advertising campaigns to clients and increasingly to receptive agencies. Trinity Mirror Group, now the largest regional player by revenue and circulation, has created a regional innovations team whose role is to create and sell integrated media campaigns to clients and agencies. In the national marketplace, the significant investment by the Daily Telegraph Group in its Spark initiative is worthy of note. A completely new department with creativity, data and native advertising executions across platforms and channels at its core, it carries the slogan “Where Mad Men meet Math Men.”

Share of UK advertising expenditure by medium 2000 and 2015 (in%)





Source:

NEWS MEDIA AUDIENCE ENGAGEMENT AND HOW TO MEASURE IT

The era of chasing clicks is over – it has damaged journalism and its business model almost beyond repair, but we are reaching a period when the new measurement is allowing us to reinstate the core values of journalism.

THROUGH DIGITAL ANALYTICS, WE NOW HAVE A DETAILED PICTURE OF WHAT IS HAPPENING. OUR CHALLENGE IS TO UNDERSTAND WHY.

The business model for journalism has been transformed by the emergence of digital platforms. We knew that for a long time. But we are only just realizing that the newsrooms and boardrooms were using audience measurement tools that didn't allow them to measure and evaluate the performance of their digital news content in a meaningful way for their business model and their editorial concept.

The emphasis on measuring print sold circulation as precisely as possible has reflected the business model of the industry for decades. This model has been simply copied to the digital sphere, where the only indicator that was possible to reliably measure was the number of page views. The whole news publishing industry has relied on this measurement, and it became embedded in the culture and business goals.

Single-metric evaluations that are still practiced today, like page views or number of unique visitors create newsroom environments in which writers and editors are incentivized to pursue those metrics instead of their stories and value for their audiences. They are implicitly (or explicitly) expected to produce a certain amount of stories per day to ensure traffic targets are met, which has a knock-on effect for the nature of the journalism produced.

As an industry, what we do and what we measure and value is not synchronized. Furthermore, by using inadequate metrics, the industry has missed the opportunity to establish a new business model based on true value of the content. However, there are two tendencies that are becoming obvious now.

The world of analytics and data is experiencing a profound change. Today, we have a much better understanding of the relationship between data and real life; there is rapid increase in multi-device/channel behavior, and subsequently, we are faced with unprecedented number of data points (big data); and we are seeing the shift from linear analytics to "learning" analytics. In addition, there is an increased understanding that "If nobody actually reads the article they've clicked on, what value is there in that click?"

Page views and clicks are not appropriate measurements that can be used for assessing a true value of the audience that can be related to the business model.

News industry leaders who have shown success in the digital sphere have developed their own way of measuring audiences and created the new company culture that has gone beyond clicks and page views. Different media organizations have tried various models of measuring success and the reach of their digital content with single metrics and also have used different metrics as a basis for paying journalists. Already in 2008, Gawker Media started paying writer bonuses based on the number of page views that their posts received each month. The Guardian developed its in-house analytical tool Orphan in 2011. In 2012, Marc Andreessen and Mixpanel founder Suhail Doshi said, "page views and uniques are a waste of time" and have called the tech world to start reporting performance evaluation numbers that are far more informative: engagement and retention. In 2014, the Financial Times, The Wall Street Journal and The Economist have all replaced the page view with a time spent in view as a dominant metric for setting the price for digital ads. Big media organizations such as Forbes, USA Today, The Washington Post and others have tried different systems for evaluating performance of their writers and content – and every couple of years, we see a new attempt at finding the right analytics tools.

The lesson is that through digital analytics, we now have a detailed picture of what is happening. Our challenge is to understand why. Here, as with the music industry, our problem is not one of decline, it's one of finding the right business models. Both big data and qualitative rich insights into new consumer cultures and context can contribute in two ways to new business models: first, by enabling us to know our own consumers better and serve them better and second, by developing new services based on needs and preferences of news consumers.

More than 20 years ago, the first online newspapers editions were published, mostly for free, outlining the rocky road that was ahead of the global news media industry. For more than two decades, news media companies have been chasing numbers of page views and users. We have been focused for far too long on various numbers that are not meaningful, those that aren't optimizing efforts for what is really important in our business.

We are finally seeing the indications that the era of chasing clicks is over. It has damaged journalism and its business model almost beyond repair, but the new audience measurement tools are allowing us to reinstate and keep the core values of journalism.

ANNEX
WORLD PRESS TRENDS DATA

WAN-IFRA compiles news publishing industry data with the assistance of a wide variety of contributors, ranging from newspaper associations to individual analysts, working in markets with varying systems of measurement. WAN-IFRA promotes the value of independent audited measurements, but sadly these do not exist in every market. Some figures provided are impossible to verify independently, and some are WAN-IFRA's assessments based on historical and regional trends.

Total paid-for and free dailies, total average circulation (000)

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Average circulation/ adult population (copies per 000)
Europe									
Austria	3115	3024	2986	2905	2999	-3.73%	3.23%	7388	405.9
Belgium	1598	1564	1520	1496	1471	-7.95%	-1.67%	9168	160.4
Bulgaria	1262	852	773	701	605	-52.06%	-13.69%	6162	98.2
Croatia	457	441	300	265	231	-49.49%	-12.83%	3595	64.2
Czech Republic	1435	1349	1284	1209	1156	-19.44%	-4.38%	8964	129.0
Denmark	967	1249	1068	1088	1120	15.82%	2.94%	4718	237.4
Estonia	211	204	184	178	163	-22.47%	-8.06%	1101	148.2
Finland	1912	1780	1656	1541	1460	-23.64%	-5.26%	4586	318.3
France	9852	9485	9130	8924	8734	-11.35%	-2.13%	54460	160.4
Germany	18522	18021	17242	16307	15786	-14.77%	-3.19%	70922	222.6
Hungary	1522	1379	1267	1210	1115	-26.75%	-7.86%	8411	132.6
Ireland	689	643	600	490	472	-31.54%	-3.71%	3630	130.0
Italy	5973	5691	4781	4168	3888	-34.91%	-6.72%	52466	74.1
Lithuania	282	261	219	176	160	-43.26%	-9.09%	2488	64.3
Netherlands	4443	4106	3829	3555	3165	-28.76%	-10.97%	14138	223.9
Norway	1803	1725	1632	1540	1453	-19.41%	-5.62%	4262	340.9
Poland	3201	2820	2509	2190	2063	-35.56%	-5.82%	32320	63.8
Portugal	124	105	98	95	106	-14.30%	12.38%	8894	12.0
Romania	906	766	656	550	485	-46.47%	-11.82%	16754	28.9
Russian Federation	9059	8825	8597	8375	8212	-9.35%	-1.95%	119958	68.5
Serbia	850	750	650	582	529	-37.76%	-9.11%	5941	89.0
Slovakia	381	352	300	278	256	-32.81%	-7.91%	4622	55.4
Slovenia	359	333	251	229	204	-43.18%	-10.92%	1758	116.0
Spain	3510	3008	2660	2350	2145	-38.89%	-8.72%	39510	54.3
Sweden	3428	2894	3308	3082	2049	-40.23%	-33.52%	8105	252.8
Switzerland	3051	2978	2848.7	2790	2728	-10.59%	-2.22%	7062	386.3
Ukraine	2440	2517	2419	2325	2297	-5.86%	-1.20%	38451	59.7
United Kingdom	13927	12805	12042	11999	10943	-21.43%	-8.80%	53560	204.3

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Number of titles/adult population (copies per 000)
Asia									
China	108111	120061	131734	137838	146468	35.48%	6.26%	1134936	129.1
India	175702	196951	224338	264290	296303	68.64%	12.11%	933624	317.4
Indonesia	9256	9457	9583	10994	11476	23.99%	4.39%	186238	61.6
Japan	48429	47862	47083	45447	44330	-8.47%	-2.46%	110637	400.7
Korea, South	15725	12539	11556	10650	9661	-38.56%	-9.29%	43534	221.9
Malaysia	2896	2899	2928	2758	3214	10.98%	16.53%	22743	141.3
Singapore	1533	1464	1419	1355	1321	-13.86%	-2.50%	4675	282.5
Thailand	7717	7767	7817	7867	7904	2.42%	0.47%	55923	141.3
Turkey	4732	4748	5077	4906	4580	-3.21%	-6.64%	58472	78.3
America, North									
Canada	5910	6011	5630	5310	5095	-13.78%	-4.04%	30126	169.1
United States of America	46717	45729	43008	42716	41770	-10.59%	-2.21%	260508	160.3
America, South									
Argentina	1440	1354	1403	1395	1496	3.89%	7.24%	32478	46.1
Brazil	8651	8806	8480	8478	7633	-11.77%	-9.97%	159985	47.7
Chile	723	688	708	699	692	-4.29%	-1.00%	14332	48.3
Mexico	6212	6427	6642	6860	7031	13.18%	2.49%	91953	76.5
Australia & Oceania									
Australia	2711	2548	2281	2008	1879	-30.69%	-6.42%	19335	97.2
New Zealand	618	596	551	519	494	-20.06%	-4.73%	3667	134.7
Africa									
South Africa	1683	1436	1346	1263	1175	-30.18%	-6.97%	38887	30.2

Total paid-for and free dailies, number of titles

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Number of titles/adult population (copies per 000)
Europe									
Austria	18	18	18	18	16	-11.11%	-11.11%	7388	2.17
Belarus	33		9					7984	
Belgium	25	25	25	25	25	0.00%	0.00%	9168	2.73
Bulgaria	71	62						6162	
Croatia	16	14	13	13				3595	
Czech Republic	82	82	81	81	81	-1.22%	0.00%	8964	9.04
Denmark	35	32	31	31	31	-11.43%	0.00%	4718	6.57
Estonia	11	11	10	10	10	-9.09%	0.00%	1101	9.08
Finland	49	49	47	46	46	-6.12%	0.00%	4586	10.03
France	121	120	123	118	116	-4.13%	-1.69%	54460	2.13
Germany	353	350	345	349	343	-2.83%	-1.72%	70922	4.84
Hungary	31	31	31	31	31	0.00%	0.00%	8411	3.69
Ireland	10	10	10	9	9	-10.00%	0.00%	3630	2.48
Italy	101	103	113	111	105	3.96%	-5.41%	52466	2.00
Latvia	16	13	12	12	12	-25.00%	0.00%	1683	7.13
Lithuania	18	17	14	10	11	-38.89%	10.00%	2488	4.42
Netherlands	30	32	30	30	29	-3.33%	-3.33%	14138	2.05
Norway	73	73	74	72	72	-1.37%	0.00%	4262	16.89
Poland	38	36	36	36	35	-7.89%	-2.78%	32320	1.08
Portugal	23	18		17	15	-34.78%	-11.76%	8894	1.69
Romania	53	46	45	42	42	-20.75%	0.00%	16754	2.51
Russian Federation	572	546	546					119958	
Serbia	12	13	11	11	11	-8.33%	0.00%	5941	1.85
Slovakia	9	9	9	9				4622	
Slovenia	8	8	9	9				1758	
Spain	116	113	110	110	106	-8.62%	-3.64%	39510	2.68
Sweden	93	89	81	84	78	-16.13%	-7.14%	8105	9.62
Switzerland	82	79	79	79				7062	
Ukraine	35	31	55					38451	
United Kingdom	108	106	105	109	117	8.33%	7.34%	53560	2.18

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Number of titles/adult population (copies per 000)
Asia									
China	970	970	970					1134936	
India	4397	4929	5767	6730	7871	79.01%	16.95%	933624	8.43
Indonesia	401	400	394	431				186238	
Israel	12	11	13	12	8	-33.33%	-33.33%	6048	1.32
Japan	107	106	105	105	105	-1.87%	0.00%	110637	0.95
Korea, South	363	324	363	374				43534	
Malaysia	32	32	40	25	25	-21.88%	0.00%	22743	1.10
Singapore	10	10	10	10	10	0.00%	0.00%	4675	2.14
Turkey	69	74	74	80				58472	
America, North									
Canada	109	109	113	95	93	-14.68%	-2.11%	30126	3.09
United States of America	1382	1427	1395	1355				260508	
America, South									
Argentina	44	44	37	47	43	-2.27%	-8.51%	32478	1.32
Brazil	684	727	722	784				159985	
Chile	65	65			46	-29.23%		14332	3.21
Colombia	60	61	60	57	57	-5.00%	0.00%	36516	1.56
Ecuador	47	47	47					11459	
Peru	101	101	101					22624	
Venezuela	109	109	109					22365	
Australia & Oceania									
Australia	51	52	51	50	47	-7.84%	-6.00%	19335	2.43
New Zealand	21	21	21	21	20	-4.76%	-4.76%	3667	5.45
Africa									
South Africa	20	21	21	21				38887	

Total paid-for dailies, total average circulation (000)

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Average circulation/ adult population (copies per 000)
Europe									
Austria	1997	1980	1862	1838	1820	-8.85%	-0.97%	7388	246.4
Belgium	1348	1321	1299	1277				9168	
Croatia	404	378	299					3595	
Czech Republic	1138	1052	942	875	816	-28.30%	-6.74%	8964	91.0
Denmark	967	902	799	763				4718	
Estonia	211	204	184	178	163	-22.47%	-8.06%	1101	148.2
Finland	1912	1780	1656	1541				4586	
France	7115	6841	6537	6324	6163	-13.38%	-2.55%	54460	113.2
Germany	18522	18021	17242	16307	15786	-14.77%	-3.19%	70922	222.6
Hungary	1237	1023	915	859	792	-35.98%	-7.81%	8411	94.2
Ireland	625	581	537	490	460	-26.49%	-6.20%	3630	126.6
Italy	4273	3991	3457	3218	2998	-29.84%	-6.84%	52466	57.1
Lithuania	282	261	219	176	160	-43.26%	-9.09%	2488	64.3
Netherlands	3359	3240	3063	2903	2732	-18.67%	-5.89%	14138	193.2
Norway	1803	1725	1632	1540	1453	-19.41%	-5.62%	4262	340.9
Poland	2810	2472	2216	1975	1870	-33.43%	-5.28%	32320	57.9
Portugal	480	413		223	37	-92.20%	-83.23%	8894	4.2
Romania	789	655	548	450				16754	
Spain	3520	3008	2550	2350	2145	-39.06%	-8.72%	39510	54.3
Sweden	2667	2156	2596	2432	1524	-42.86%	-37.34%	8105	188.0
Switzerland	1995	1920	1810					7062	
United Kingdom	11755	10737	9852	9820	8626	-26.62%	-12.16%	53560	161.1

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Number of titles/adult population (copies per 000)
Asia									
China	105261	116321	123603	131340				1134936	
India	175665	196951	224338	264290	296303	68.67%	12.11%	933624	317.4
Indonesia	9256	9457	9583	10994				186238	
Japan	48345	47778	46999	45363	44247	-8.48%	-2.46%	110637	399.9
Korea, South	12505	10929	10929					43534	
Malaysia	2596	2547	2574	2402	2858	10.09%	18.98%	22743	125.7
Singapore	956	915	873	824	786	-17.73%	-4.56%	4675	168.2
Turkey	4732	4748	5077	4906	4580	-3.21%	-6.64%	58472	78.3
America, North									
Canada	4303	4210	4190	4041	3859	-10.31%	-4.51%	30126	128.1
United States of America	44421	43433	40712	40420	39527	-11.02%	-2.21%	260508	151.7
America, South									
Argentina	1157	1043	993	926	926	-19.97%	0.00%	32478	28.5
Brazil	8651	8806	8480	8478	7633	-11.77%	-9.97%	159985	47.7
Chile	528	510	510					14332	
Australia & Oceania									
Australia	2711	2548	2281	2008	1879	-30.69%	-6.42%	19335	97.2
New Zealand	619	596	551	519				3667	
Africa									
South Africa	1514	1433	1346	1346				38887	

Total paid-for dailies, number of titles

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Number of titles/adult population (copies per 000)
Europe									
Austria	15	15	15	15	13	-13.33%	-13.33%	7388	1.76
Belgium	23	23	23	23				9168	
Croatia	14	11	13	13				3595	
Czech Republic	80	80	79	79	79	-1.25%	0.00%	8964	8.81
Denmark	32	30	30	30	30	-6.25%	0.00%	4718	6.36
Estonia	11	11	10	10	10	-9.09%	0.00%	1101	9.08
Finland	48	48	46	45	45	-6.25%	0.00%	4586	9.81
France	85	83	84	84	84	-1.18%	0.00%	54460	1.54
Germany	353	350	345	349	343	-2.83%	-1.72%	70922	4.84
Hungary	30	30	30	30	30	0.00%	0.00%	8411	3.57
Ireland	9	9	9	9	9	0.00%	0.00%	3630	2.48
Italy	97	103	111	109	103	6.19%	-5.50%	52466	1.96
Latvia	16	13	12	12	12	-25.00%	0.00%	1683	7.13
Lithuania	18	17	14	10				2488	
Netherlands	28	29	28	28	28	0.00%	0.00%	14138	1.98
Norway	73	73	74	72	72	-1.37%	0.00%	4262	16.89
Poland	37	35	35	35	34	-8.11%	-2.86%	32320	1.05
Portugal	19	18		14	13	-31.58%	-7.14%	8894	1.46
Romania	50	44	43	40				16754	
Russian Federation	530	495	495					119958	
Serbia	11	12	10	10				5941	
Slovakia	9	9	9	9				4622	
Slovenia	7	7	8	8				1758	
Spain	116	113	110	110	106	-8.62%	-3.64%	39510	2.68
Sweden	82	78	75	79				8105	
United Kingdom	95	94	93	96	104	9.47%	8.33%	53560	1.94

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Number of titles/adult population (copies per 000)
Asia									
China	960	960	960					1134936	
India	4396	4929	5767	6730	7871	79.05%	16.95%	933624	8.43
Indonesia	401	400	394	431				186238	
Israel	10	9	11	10	6	-40.00%	-40.00%	6048	0.99
Japan	106	105	104	104	104	-1.89%	0.00%	110637	0.94
Korea, South	352	324	324					43534	
Malaysia	31	31	38	24	24	-22.58%	0.00%	22743	1.06
Singapore	8	8	8	8				4675	
Turkey	69	74	74	80				58472	
America, North									
Canada	95	95	94	92	90	-5.26%	-2.17%	30126	2.99
United States of America	1382	1427	1395	1355				260508	
America, South									
Argentina	40	40	37	36	35	-12.50%	-2.78%	32478	1.08
Chile	60	60			43	-28.33%		14332	3.00
Colombia	56	57	56	53	51	-8.93%	-3.77%	36516	1.40
Australia & Oceania									
Australia	47	48	47	47	47	0.00%	0.00%	19335	2.43
New Zealand	21	21	21	21	20	-4.76%	-4.76%	3667	5.45
Africa									
South Africa	20	21	21	21				38887	

Free dailies, total average circulation (000)

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Average circulation/ adult population (copies per 000)
Europe									
Austria	1117	1044	1124	1067	1179	5.51%	10.45%	7388	159.5
Belgium	250	243	221	221				9168	
Bulgaria	167	25	25					6162	
Croatia	53	63	1					3595	
Czech Republic	297	368	342	334	340	14.48%	1.80%	8964	37.9
Denmark		347	269	325				4718	
France	2737	2644	2593	2600	2571	-6.07%	-1.12%	54460	47.2
Hungary	285	356	352	351	323	13.33%	-7.98%	8411	38.4
Ireland	64	62	62	0				3630	
Italy	1700	1700	1058	950	890	-47.65%	-6.32%	52466	17.0
Netherlands	1084	866	767	652	433	-60.06%	-33.59%	14138	30.6
Poland	392	348	293	216	192	-50.87%	-10.76%	32320	6.0
Portugal	179	160		697	69	-61.45%	-90.10%	8894	7.8
Romania	117	111	108	100				16754	
Slovenia	111	106	85					1758	
Sweden	761	738	712	650	525	-31.01%	-19.23%	8105	64.8
Switzerland	1056	1058	1039	1039				7062	
United Kingdom	2172	2068	2190	2179	2317	6.68%	6.33%	53560	43.3
Asia									
China	2850	3740	3740					1134936	
Japan	84	84	84	84	83	-1.19%	-1.19%	110637	0.8
Korea, South	3220	1610	1610					43534	
Malaysia	300	352	354	335	356	18.67%	6.27%	22743	15.7
Singapore	578	549	546	531	534	-7.46%	0.69%	4675	114.3
America, North									
Canada	1607	1801	1439	1268	1236	-23.07%	-2.55%	30126	41.0
America, South									
Argentina	283	311	410	469	570	101.41%	21.54%	32478	17.6
Chile	196	179	179					14332	
Africa									
South Africa	169	3	0					38887	

Free dailies, number of titles

	2011	2012	2013	2014	2015	Adult population (000)	Number of titles/adult population (copies per 000)
Europe							
Austria	3	3	3	3	3	7388	0.41
Belgium	2	2	2			9168	
Bulgaria	1	1				6162	
Croatia	2	3	0			3595	
Czech Republic	2	2	2	2	2	8964	0.22
Denmark	3	2	1	1	1	4718	0.21
Finland	1	1	1	1	1	4586	0.22
France	35	37	39	34	32	54460	0.59
Hungary	1	1	1	1	1	8411	0.12
Ireland	1	1	1	0	0	3630	0.00
Netherlands	3	3	2	2	1	14138	0.07
Poland	1	1	1	1	1	32320	0.03
Portugal	4	3		3	2	8894	0.22
Romania	3	2	2	2		16754	
Russian Federation	42	51	51			119958	
Serbia	1	1	1	1		5941	
Slovenia	1	1	1	1		1758	
Sweden	11	11	6	5		8105	
Switzerland	4	4	4	4		7062	
Ukraine	0		1		1	38451	0.03
United Kingdom	13	12	12	13	13	53560	0.24
Asia							
China	10	10	10	10		1134936	
Israel	2	2	2	2	2	6048	0.33
Japan	1	1	1	1	1	110637	0.01
Malaysia	1	1	2	1	1	22743	0.04
Singapore	2	2	2	2		4675	
America, North							
Canada	14	14	7	3	3	30126	0.10
America, South							
Argentina	4	4		11	8	32478	0.25
Chile	5	5			3	14332	0.21
Colombia	4	4	4	4	6	36516	0.16
Australia & Oceania							
Australia	4	4	4	3	0	19335	0.00
Africa							
South Africa	1	1	0			38887	

Non-dailies, total average circulation (000)

	2011	2012	2013	2014	2015	2015/2011 in %	2015/2014 in %	Adult population (000)	Average circulation/ adult population (copies per 000)
Europe									
Bulgaria		2902						6162	
Czech Republic	9508			821	800	-91.59%	-2.56%	8964	89.2
Denmark	6057	5625	5554	5429	5367	-11.39%	-1.14%	4718	1137.6
Estonia	350	353	328	302	313	-10.63%	3.68%	1101	283.9
Finland	783	739		614				4586	
Germany	94681	94648	95739	93142	76100	-19.63%	-18.30%	70922	1073.0
Ireland	1508	1508	1508	1468	66	-95.62%	-95.50%	3630	18.2
Lithuania	1553	1466	1260	1195	1242	-20.03%	3.93%	2488	499.2
Norway	709	679	601	605	588	-17.06%	-2.81%	4262	138.0
Poland	474	450	403	364	482	1.70%	32.25%	32320	14.9
Portugal		1748			518			8894	58.2
Romania	82	83	81	322				16754	
Slovenia	2110	1989	1902					1758	
Sweden	3391	3568	3606	3558	5238	54.47%	47.22%	8105	646.3
United Kingdom	16987	15225	14178	13187	12399	-27.01%	-5.98%	53560	231.5
Asia									
China	104210	104210						1134936	
Indonesia	992	624	538	767				186238	
Japan			21900	21900				110637	
Malaysia	72	22	240	378	23	-68.06%	-93.92%	22743	1.0
Singapore	34	30	29	28	27	-20.70%	-6.32%	4675	5.7
America, North									
Canada			19613	20578				30126	
Africa									
South Africa	8039	7857	8248					38887	

Non-dailies, number of titles

	2011	2012	2013	2014	2015	Adult population (000)	Number of titles/adult population (copies per 000)
Europe							
Austria	248	255	248	273	253	7388	34.25
Belarus			645	645		7984	
Belgium	2	2	2	2		9168	
Bulgaria		157	157			6162	
Czech Republic	417			1	1	8964	0.11
Denmark	256	242	241	238	235	4718	49.81
Estonia	29	30	27	27	26	1101	23.62
Finland	194	189	189	189	132	4586	28.78
Germany	1429	1431	1456	1427	1163	70922	16.40
Ireland	148	139	139	139	139	3630	38.29
Latvia	73	69	67	70	72	1683	42.78
Lithuania	244	235	229	229	211	2488	84.81
Norway	155	154	155	158	156	4262	36.60
Poland	18	17	16	15	17	32320	0.53
Portugal	25	24		16	13	8894	1.46
Romania	4	5	5	3		16754	
Russian Federation	25458	27801	27801			119958	
Slovenia	135	138	135	135		1758	
Sweden	180	189	189	186		8105	
Ukraine	2231	2312	2216		1846	38451	48.01
United Kingdom	985	945	929	882	856	53560	15.98
Asia							
China	958	958	958			1134936	
Indonesia	284	230	220	222		186238	
Israel	188	190	179		150	6048	24.80
Japan				206		110637	
Malaysia	2	2	9	3	3	22743	0.13
Singapore	2	2	2	2		4675	
America, North							
Canada	1042	1029	1019	1040		30126	
America, South							
Brazil	3530	4108	4064	4435		159985	
Chile	42	42			1	14332	0.07
Colombia	4	4	4	4	6	36516	0.16
Australia & Oceania							
Australia	499	499	449	450	449	19335	23.22
New Zealand	167	167	167	167		3667	
Africa							
South Africa	294	297	293	293		38887	

Sundays, total average circulation (000)

	2011	2012	2013	2014	2015	Adult population (000)	Number of titles/adult population (copies per 000)
Europe							
Belgium	775	779	783	783		9168	
Czech Republic	319	312	260	237	221	8964	24.65
Denmark	2086	1946	1836	1784	1220	4718	258.59
France	4360	4244	4121	4010	3891	54460	71.45
Germany	25023	24876	23450	22913	18558	70922	261.67
Hungary	381	357	297	243	272	8411	32.34
Ireland	902	834	773	712	670	3630	184.55
Romania	226	169	163	134		16754	
Slovakia	49	43	43	43		4622	
Slovenia	107	202	167	167		1758	
Switzerland	1136	1157	1145	1145		7062	
United Kingdom	9005	8868	8748	6747	5765	53560	107.64
Asia							
Malaysia	2925	2839	2669	2337	2455	22743	107.95
Singapore	959	918	861	809	766	4675	163.77
America, North							
United States of America	48510	44822	43292	42751		260508	
Australia & Oceania							
Australia	3017	2802	2487	1973	2010	19335	103.96
New Zealand	303	273	256	244		3667	
Africa							
South Africa	1345	1607	1335	1335		38887	

Sundays, number of titles

	2011	2012	2013	2014	2015	Adult population (000)	Number of titles/adult population (copies per 000)
Europe							
Belgium	5	5	5	5		9168	
Bulgaria		5				6162	
Czech Republic	3	3	3	3	3	8964	0.33
Denmark	11	11	11	11	11	4718	2.33
France	44	44	45	45	45	54460	0.83
Germany	273	273	265	252	193	70922	2.72
Hungary	4	4	4	4	4	8411	0.48
Ireland	6	6	6	7	7	3630	1.93
Romania	5	5	5	4		16754	
Slovakia	1	1	1	1		4622	
Slovenia	2	3	3			1758	
Switzerland	17	18	18	18		7062	
United Kingdom	25	24	23	25	26	53560	0.49
Asia							
Indonesia		1	0			186238	
Israel	9	9	10	9	9	6048	1.49
Malaysia	29	29	34	23	23	22743	1.01
Singapore	8	7	7	7		4675	
Sri Lanka				20		15446	
Turkey	1		1	0		58472	
America, North							
United States of America	900	981	934	923		260508	
America, South							
Chile	2	2			1	14332	0.07
Australia & Oceania							
Australia	11	11	11	11	11	19335	0.57
New Zealand	3	3	3	3		3667	
Africa							
South Africa	11	13	12	12		38887	

Total advertising expenditure (US$, million, current prices)

	2011	2012	2013	2014	2015
Europe					
Austria	1,967	1,944	1,948	1,941	1,958
Belarus	70	81	108	116	83
Belgium	3,899	3,922	4,021	4,090	4,147
Bulgaria	575	623	689	736	750
Croatia	232	210	196	194	199
Czech Republic	914	916	901	927	955
Denmark	1,906	1,851	1,830	1,855	1,936
Estonia	78	79	83	87	92
Finland	1,461	1,425	1,312	1,253	1,220
France	11,355	11,118	10,838	10,925	10,916
Germany	20,083	19,791	19,834	20,580	21,091
Greece	1,635	1,154	1,103	1,190	1,065
Hungary	497	466	474	514	528
Ireland	800	799	777	812	882
Italy	9,085	8,180	7,491	7,471	7,610
Latvia	75	77	80	82	83
Lithuania	106	107	107	107	108
Netherlands	4,311	4,097	3,965	4,053	4,100
Norway	1,772	1,801	1,847	1,792	1,783
Poland	1,815	1,715	1,624	1,663	1,710
Portugal	768	637	585	640	663
Romania	440	395	383	397	425
Russian Federation	3,431	3,897	4,326	4,513	4,112
Serbia	158	176	164	164	171
Slovakia	547	552	548	577	597
Slovenia	722	705	819	853	954
Spain	5,973	5,031	4,630	5,070	5,452
Sweden	2,931	2,924	2,902	2,997	3,112
Switzerland	5,199	5,317	5,375	5,499	5,640
Ukraine	764	828	893	555	306
United Kingdom	18,501	19,288	20,222	21,807	23,334

	2011	2012	2013	2014	2015
Asia					
Bahrain	19	20	21	20	17
China	45,850	51,612	58,507	64,658	70,365
Hong Kong	2,076	2,381	2,504	2,608	2,665
India	4,059	4,382	4,730	5,633	6,687
Indonesia	3,185	3,812	4,868	5,352	5,908
Israel	1,006	900	940	903	917
Japan	33,135	34,451	35,145	36,507	36,815
Korea, South	9,642	10,290	10,348	10,600	10,930
Kuwait	186	173	153	150	126
Lebanon	233	205	199	188	164
Malaysia	1,511	1,547	1,596	1,768	1,682
Oman	21	20	20	20	17
Pakistan	361	365	374	424	448
Philippines	1,484	1,658	1,823	1,983	2,457
Qatar	38	34	32	32	27
Saudi Arabia	553	616	657	655	562
Singapore	1,758	1,723	1,898	1,842	1,882
Thailand	3,067	3,368	3,385	3,671	3,782
Turkey	1,593	1,744	1,973	2,114	2,229
United Arab Emirates	536	509	541	565	524
Vietnam	602	703	896	1,001	1,108
America, North					
Canada	7,836	8,102	8,160	8,274	8,125
United States of America	154,647	161,815	167,936	176,236	182,615
America, South					
Argentina	1,255	1,578	2,073	2,895	4,087
Brazil	7,103	7,545	8,081	8,558	8,532
Chile	930	952	994	976	939
Colombia	2,157	2,388	2,516	2,652	1,764
Costa Rica	304	311	272	335	368
Ecuador	455	410	422	448	453
Mexico	3,660	3,968	4,393	4,810	4,741
Peru	595	660	715	756	721
Venezuela	989	1,164	1,182	1,477	2,141
Australia & Oceania					
Australia	9,028	9,027	9,236	9,321	9,593
New Zealand	1,419	1,413	1,489	1,554	1,586
Africa					
Egypt	124	139	130	142	121
South Africa	2,051	2,218	2,383	2,475	2,638

Newspaper advertising expenditure (US$, million, current prices)

	2011	2012	2013	2014	2015
Europe					
Austria	829	800	761	722	699
Belgium	980	965	1,007	1,017	983
Bulgaria	49	53	50	55	51
Czech Republic	121	102	95	87	81
Denmark	578	533	493	453	421
Estonia	21	21	20	19	19
Finland	630	625	526	486	455
France	1,153	1,078	1,018	937	854
Germany	6,428	5,993	5,560	5,341	5,164
Greece	343	244	241	222	186
Hungary	48	43	41	40	37
Ireland	201	172	148	131	137
Italy	1,284	1,042	838	756	705
Latvia	8	7	7	6	6
Lithuania	19	18	16	13	12
Netherlands	1,083	907	756	676	641
Norway	688	637	581	487	411
Poland	121	97	72	58	48
Portugal	50	48	39	40	37
Romania	15	12	10	10	10
Russian Federation	120	129	118	110	88
Serbia	24	25	20	19	21
Slovakia	59	58	52	50	49
Slovenia	109	94	81	79	61
Spain	1,124	889	762	754	757
Sweden	929	816	708	637	553
Switzerland	1,492	1,397	1,303	1,334	1,299
Ukraine	75	75	71	27	11
United Kingdom	3,709	3,329	3,058	2,805	2,503

	2011	2012	2013	2014	2015
Asia					
Bahrain	8	9	10	10	8
China	8,506	7,909	7,369	6,271	4,359
Hong Kong	583	663	715	701	690
India	1,809	2,021	2,109	2,442	2,916
Indonesia	1,241	1,416	1,601	1,634	1,562
Israel	310	257	228	201	175
Japan	4,979	5,188	5,129	5,035	4,720
Korea, South	2,614	2,446	2,229	1,681	1,698
Kuwait	84	80	79	79	61
Lebanon	10	10	9	9	8
Malaysia	775	765	788	827	738
Oman	18	17	17	16	14
Pakistan	66	66	66	66	58
Philippines	160	158	160	151	142
Qatar	27	24	23	22	19
Saudi Arabia	141	134	134	130	97
Singapore	661	636	667	636	619
Thailand	537	556	576	510	485
Turkey	327	346	354	348	354
United Arab Emirates	103	93	93	98	60
Vietnam	60	54	55	52	52
America, North					
Canada	1,423	1,458	1,212	1,005	885
United States of America	27,147	24,975	22,977	21,369	19,873
America, South					
Argentina	439	533	650	796	1,081
Brazil	850	855	823	728	663
Chile	247	240	240	220	203
Colombia	537	486	460	403	339
Costa Rica	84	84	97	105	116
Ecuador	95	101	93	91	88
Mexico	286	280	293	311	306
Peru	98	103	106	107	94
Venezuela	265	308	269	306	444
Australia & Oceania					
Australia	2,461	2,089	1,738	1,460	1,200
New Zealand	398	378	348	331	313
Africa					
Egypt	81	90	84	88	67
South Africa	484	490	498	476	501

Internet users (000)

	2011	2012	2013	2014	2015	Adult population (000)
Europe						
Austria	6,608	6,747	6,836	6,919	7,227	7388
Belarus	3,756	4,440	5,128	5,597	5,920	7984
Belgium	9,016	8,983	9,189	9,547	9,599	9373
Bulgaria	3,526	3,792	3,855	4,009	4,067	6163
Croatia	2,474	2,643	2,841	2,906	2,949	3595
Czech Republic	7,399	7,718	7,792	8,390	8,578	8964
Denmark	5,003	5,159	5,313	5,417	5,468	4718
Estonia	1,015	1,037	1,046	1,107	1,160	1101
Finland	4,780	4,866	4,977	5,045	5,079	4586
France	50,850	53,473	54,044	55,690	56,583	54460
Germany	66,477	66,231	69,131	69,799	71,310	70922
Greece	5,736	6,082	6,564	6,885	7,234	9243
Hungary	6,783	7,002	7,187	7,511	7,170	8411
Iceland	302	309	313	321	325	264
Ireland	3,428	3,528	3,598	3,679	3,718	3630
Italy	32,296	33,241	35,212	37,665	39,869	52466
Latvia	1,437	1,487	1,514	1,512	1,567	1683
Lithuania	1,927	2,009	2,025	2,115	2,077	2488
Luxembourg	467	488	510	527	554	476
Netherlands	15,261	15,559	15,789	15,713	15,767	14138
Norway	4,631	4,750	4,828	4,947	5,030	4262
Poland	23,580	23,717	23,908	25,316	25,839	32320
Portugal	5,833	6,345	6,494	6,718	7,103	8894
Romania	8,061	9,203	9,945	10,767	11,059	16754
Russian Federation	70,051	91,363	97,542	101,422	105,781	119958
Serbia	3,053	3,463	3,829	4,426	4,636	5941
Slovakia	4,019	4,148	4,216	4,334	4,612	4604
Slovenia	1,382	1,406	1,497	1,476	1,509	1759
Spain	31,598	32,652	33,396	35,414	36,526	39510
Sweden	8,766	8,870	9,100	8,971	8,879	8105
Switzerland	6,741	6,813	6,984	7,157	7,290	7063
Ukraine	13,121	16,081	18,630	20,974	22,265	38451
United Kingdom	54,010	55,725	57,615	59,192	59,927	53560
Asia						
Armenia	950	1,117	1,254	1,642	1,758	2463
Bahrain	1,006	1,174	1,214	1,233	1,287	1081
Bangladesh	6,903	7,763	10,420	22,112	23,183	113587
China	514,802	571,346	621,680	653,485	689,724	1134937
Georgia	1,221	1,413	1,635	1,640	1,661	3042
Hong Kong	5,106	5,216	5,333	5,784	6,206	6432
India	125,618	158,960	193,204	272,011	340,873	933624
Indonesia	30,062	36,015	37,539	43,614	56,602	186238
Iran	14,285	17,310	23,107	30,750	34,874	60432
Iraq	1,593	2,340	3,138	4,660	6,272	21496
Israel	5,349	5,601	5,662	6,163	6,611	6048
Japan	101,045	101,407	112,337	113,283	118,490	110637
Jordan	2,359	2,588	2,987	3,426	4,055	4897
Kazakhstan	8,378	8,952	10,732	11,411	12,784	12857
Korea, South	41,695	42,039	42,571	44,308	45,503	43534

	2011	2012	2013	2014	2015	Adult population (000)
Kuwait	2,130	2,409	2,712	2,954	3,195	3023
Lebanon	2,388	3,016	3,727	4,097	4,330	4447
Malaysia	17,430	19,096	16,812	19,037	21,554	22743
Oman	1,541	2,127	2,596	2,975	3,331	3569
Pakistan	15,630	17,668	19,750	25,536	34,006	122783
Philippines	27,405	34,792	36,102	39,348	40,985	68527
Qatar	1,315	1,397	1,792	1,987	2,076	1888
Saudi Arabia	13,675	15,928	18,272	19,988	21,957	22525
Singapore	3,680	3,825	4,368	4,323	4,544	4675
Sri Lanka	3,041	3,735	4,507	5,359	6,287	15814
Syria	4,613	4,855	5,063	5,273	5,547	11634
Thailand	15,836	17,772	19,520	23,630	26,719	55923
Turkey	31,661	33,779	35,253	39,568	42,279	58472
United Arab Emirates	6,813	7,610	7,955	8,214	8,355	7881
Vietnam	30,813	35,071	39,404	43,831	48,346	70530
Yemen	3,612	4,341	5,107	5,904	6,735	16029
America, North						
Canada	28,505	28,844	30,163	30,966	31,718	30126
United States of America	217,360	234,635	225,929	232,802	239,618	260509
America, South						
Argentina	21,244	23,489	25,480	27,808	30,132	32478
Brazil	91,616	98,286	104,254	112,418	122,795	159985
Chile	8,988	9,572	10,194	10,855	11,539	14332
Colombia	18,725	22,962	24,476	25,124	26,962	36516
Costa Rica	1,804	2,211	2,163	2,522	2,873	3735
Cuba	1,814	2,405	3,174	3,308	3,543	9532
Ecuador	4,761	5,418	6,308	7,250	7,901	11459
Guatemala	1,851	2,459	3,091	3,748	4,429	10358
Mexico	44,747	48,523	53,777	55,659	72,947	91954
Peru	10,717	11,521	11,982	12,451	12,833	22624
Venezuela	11,836	14,644	16,622	17,495	19,246	22365
Africa						
Algeria	5,140	5,701	6,301	9,734	15,153	28346
Egypt	21,450	22,614	25,758	30,363	32,851	61164
Ghana	2,244	2,708	3,218	5,063	6,435	16770
Kenya	11,598	13,656	17,040	19,471	21,009	26751
Libya	880		1,034	1,112	1,194	4405
Morocco	15,000	18,279	18,734	19,267	19,623	25019
Mozambique	1,076	1,248	1,429	1,617	2,518	15303
Nigeria	46,560	55,183	65,670	75,747	86,441	102053
South Africa	17,512	21,466	24,734	26,489	28,533	38888
Sudan	6,446	7,920	8,743	9,696	10,708	23938
Tanzania	1,508	1,922	2,209	2,519	2,863	29302
Tunisia	4,173	4,466	4,768	5,076	5,389	8513
Uganda	4,458	5,200	5,925	6,691	7,502	20261
Zambia	1,650	1,991	2,348	2,987	3,404	8768

Broadband Internet subscribers (000)

	2011	2012	2013	2014	2015	Adult population (000)
Europe						
Austria	2,098	2,130	2,233	2,359	2,446	7,388
Belarus	2,098	2,532	2,786	2,684	2,903	7,984
Belgium	3,544	3,692	3,829	4,011	4,121	9,373
Bulgaria	1,257	1,332	1,422	1,481	1,594	6,163
Croatia	893	919	955	984	986	3,595
Czech Republic	2,509	2,657	2,856	2,995	3,006	8,964
Denmark	2,143	2,180	2,272	2,342	2,407	4,718
Estonia	349	350	361	371	367	1,101
Finland	1,606	1,648	1,720	1,759	1,731	4,586
France	22,749	23,980	24,940	25,969	26,867	54,460
Germany	27,257	27,957	28,642	29,573	30,707	70,922
Greece	2,464	2,689	2,913	3,156	3,419	9,243
Hungary	2,313	2,396	2,597	2,581	2,719	8,411
Iceland	112	113	117	120	124	264
Ireland	1,071	1,112	1,189	1,259	1,310	3,630
Italy	13,519	13,763	14,013	14,374	14,549	52,466
Latvia	457	476	496	505	510	1,683
Lithuania	728	769	836	802	833	2,488
Luxembourg	170	170	177	187	198	476
Netherlands	6,498	6,654	6,792	6,851	7,029	14,138
Norway	1,786	1,858	1,920	1,977	2,003	4,262
Poland	6,972	6,888	7,031	7,234	7,443	32,320
Portugal	2,243	2,391	2,563	2,724	3,142	8,894
Romania	3,283	3,541	3,790	4,016	4,267	16,754
Russian Federation	17,635	20,923	23,745	24,951	26,679	119,958
Serbia	970	1,064	1,174	1,191	1,272	5,941
Slovakia	953	1,045	1,109	1,191	1,274	4,604
Slovenia	494	509	525	556	575	1,759
Spain	11,168	11,525	12,252	13,005	13,361	39,510
Sweden	3,027	3,073	3,148	3,281	3,496	8,105
Switzerland	3,078	3,212	3,438	3,465	3,690	7,063
Ukraine	3,170	3,645	3,997	3,946	4,979	38,451
United Kingdom	20,589	21,686	23,040	23,730	24,084	53,560
Asia						
Armenia	161	212	243	273	286	2,463
Bahrain	292	295	300	288	253	1,081
Bangladesh	469	600	1,525	3,093	3,866	113,587
China	156,487	175,183	188,909	200,483	260,145	1,134,937
Georgia	249	463	517	601	630	3,042
Hong Kong	2,299	2,255	2,235	2,281	2,336	6,432
India	13,351	14,982	14,928	15,750	17,120	933,624
Indonesia	2,736	2,983	3,252	3,009	2,785	186,238
Iran	2,120	3,804	5,161	7,426	8,634	60,432
Israel	1,879	1,937	2,003	2,131	2,173	6,048
Japan	35,696	36,132	36,725	37,789	38,663	110,637
Jordan	297	300	328	352	320	4,897
Kazakhstan	1,193	1,637	1,959	2,148	2,188	12,857
Korea, South	17,860	18,253	18,738	19,199	20,024	43,534
Kuwait	47	47	47	48	49	3,023

	2011	2012	2013	2014	2015	Adult population (000)
Lebanon	402	476	480	1,132	1,150	4,447
Malaysia	2,507	2,921	2,939	3,061	2,743	22,743
Oman	78	113	154	177	233	3,569
Pakistan	1,166	1,517	1,628	2,009	1,793	122,783
Philippines	1,791	2,147	2,573	2,900	3,460	68,527
Qatar	165	185	215	225	236	1,888
Saudi Arabia	1,951	2,540	2,920	3,032	3,590	22,525
Singapore	1,408	1,433	1,493	1,474	1,486	4,675
Sri Lanka	359	354	424	568	670	15,814
Syria	121	242	346	501	700	11,634
Thailand	3,895	4,519	5,192	5,440	6,229	55,923
Turkey	7,591	7,869	8,893	8,866	9,505	58,472
United Arab Emirates	867	955	1,042	1,092	1,226	7,881
Vietnam	3,838	4,775	5,153	6,001	7,600	70,530
Yemen	109	167	257	340	395	16,029
America, North						
Canada	11,283	11,690	12,094	12,568	13,060	30,126
United States of America	88,317	92,514	96,031	97,810	102,516	260,509
America, South						
Argentina	4,572	5,149	6,251	6,509	6,779	32,478
Brazil	17,833	19,120	21,361	23,589	24,922	159,985
Chile	2,011	2,166	2,295	2,490	2,719	14,332
Colombia	3,348	3,939	4,538	5,029	5,526	36,516
Costa Rica	420	449	485	516	559	3,735
Cuba	4	5	5	8	8	9,532
Ecuador	659	844	1,058	1,320	1,488	11,459
Mexico	11,566	13,077	12,295	12,669	14,584	91,954
Peru	1,212	1,443	1,613	1,767	1,999	22,624
Venezuela	1,816	2,037	2,233	2,400	2,580	22,365
Australia & Oceania						
Australia	5,552	5,735	5,981	6,536	6,663	19,335
New Zealand	1,178	1,272	1,316	1,410	1,450	3,667
Africa						
Algeria	981	1,155	1,280	1,600	2,262	28,346
Egypt	1,845	2,289	2,676	3,068	3,826	61,164
Ghana	65	68	69	70	75	16,770
Kenya	54	54	74	102	131	26,751
Libya	70	67	65	63	61	4,405
Morocco	595	690	844	993	1,148	25,019
Mozambique	21	20	18	20	21	15,303
Nigeria	216	14	15	16	14	102,053
South Africa	907	1,107	1,615	1,706	2,809	38,888
Sudan	17	25	26	21	28	23,938
Tanzania	28	41	56	85	106	29,302
Tunisia	559	527	520	499	488	8,513
Uganda	36	38	101	113	130	20,261
Zambia	16	15	14	21	23	8,768

Top 20 paid-for dailies

Pos.	Title	Country	Language	Circulation (000)
1	The Yomiuri Shimbun	Japan	Japanese	9101
2	The Asahi Shimbun	Japan	Japanese	6622
3	USA Today	United States of America	English	4139
4	Dainik Bhaskar	India	Hindi	3818
5	Dainik Jagran	India	Hindi	3308
6	The Mainichi Newspapers	Japan	Japanese	3166
7	Cankao Xiaoxi	China	China	3073
8	Amar Ujala	India	Hindi	2935
9	The Times of India	India	English	2836
10	The Nikkei	Japan	Japanese	2729
11	People's Daily	China	Chinese	2603
12	The Chunichi Shimbun	Japan	Japanese	2452
13	Hindustan	India	Hindi	2410
14	Malayala Manorama	India	Malayalam	2343
15	The Wall Street Journal	United States of America	United States of America	2276
16	BILD-Zeitung/BZ	Germany	German	2220
17	The New York Times	United States of America	English	2134
18	Guangzhou Daily	China	Chinese	1880
19	Nanfang City News	China	Chinese	1853
20	Rajasthan Patrika	India	Hindi	1812

Note:

Please note that inclusion on this list does not constitute endorsement by WAN-IFRA of either the figures or position on the list.

When data for 2015 was unavailable, the latest available figures were used.

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