



An update on the State of the Media



custom
reports



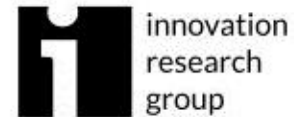
annual
report

database

www.wptdatabase.org

WORLD PRESS TRENDS

data partners



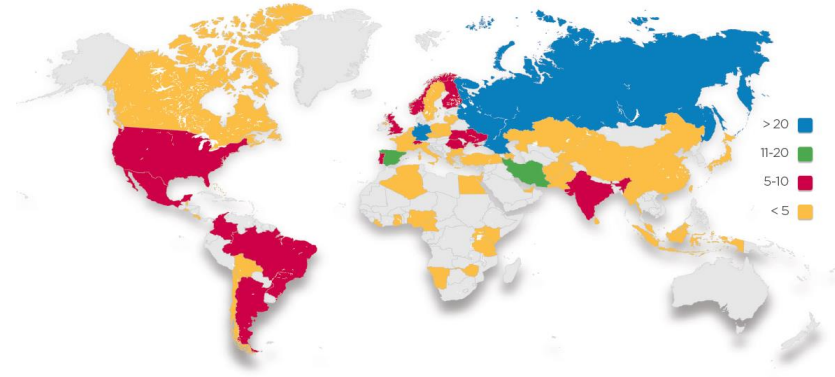
World News Media Outlook 2017

Executive Summary

\$264.58
\$244.34
\$216.11



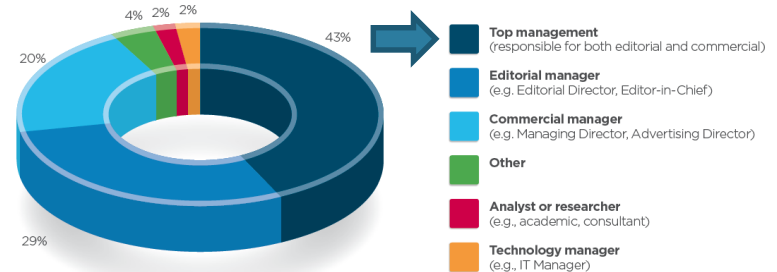
(Q1) Map of respondents



Source:

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

(Q2) Breakdown of respondents by job role

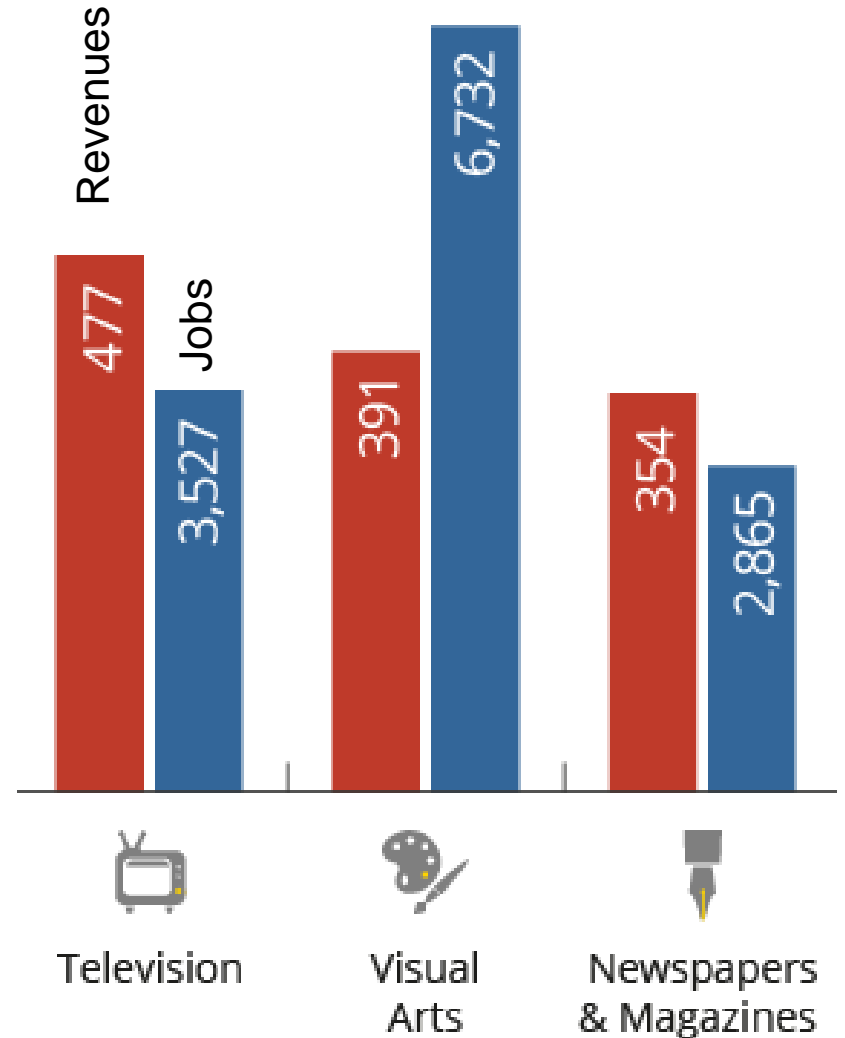


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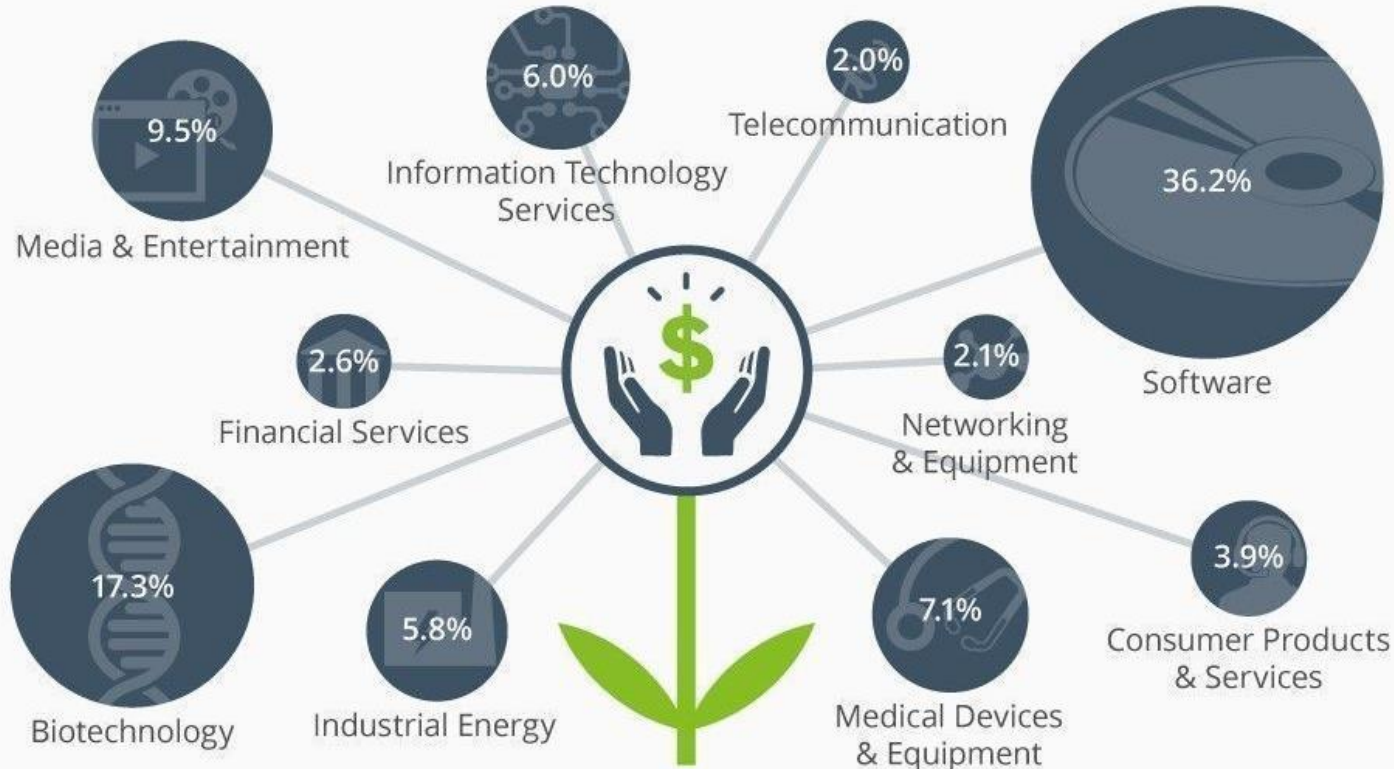
World News Media Outlook 2017 - Innovation Research Group, & WAN-IFRA

CREATIVE INDUSTRIES GLOBAL POWERS

Newspapers and magazines
3rd in revenue
6th in job



Media and entertainment drive future investments after software and Biotechnology

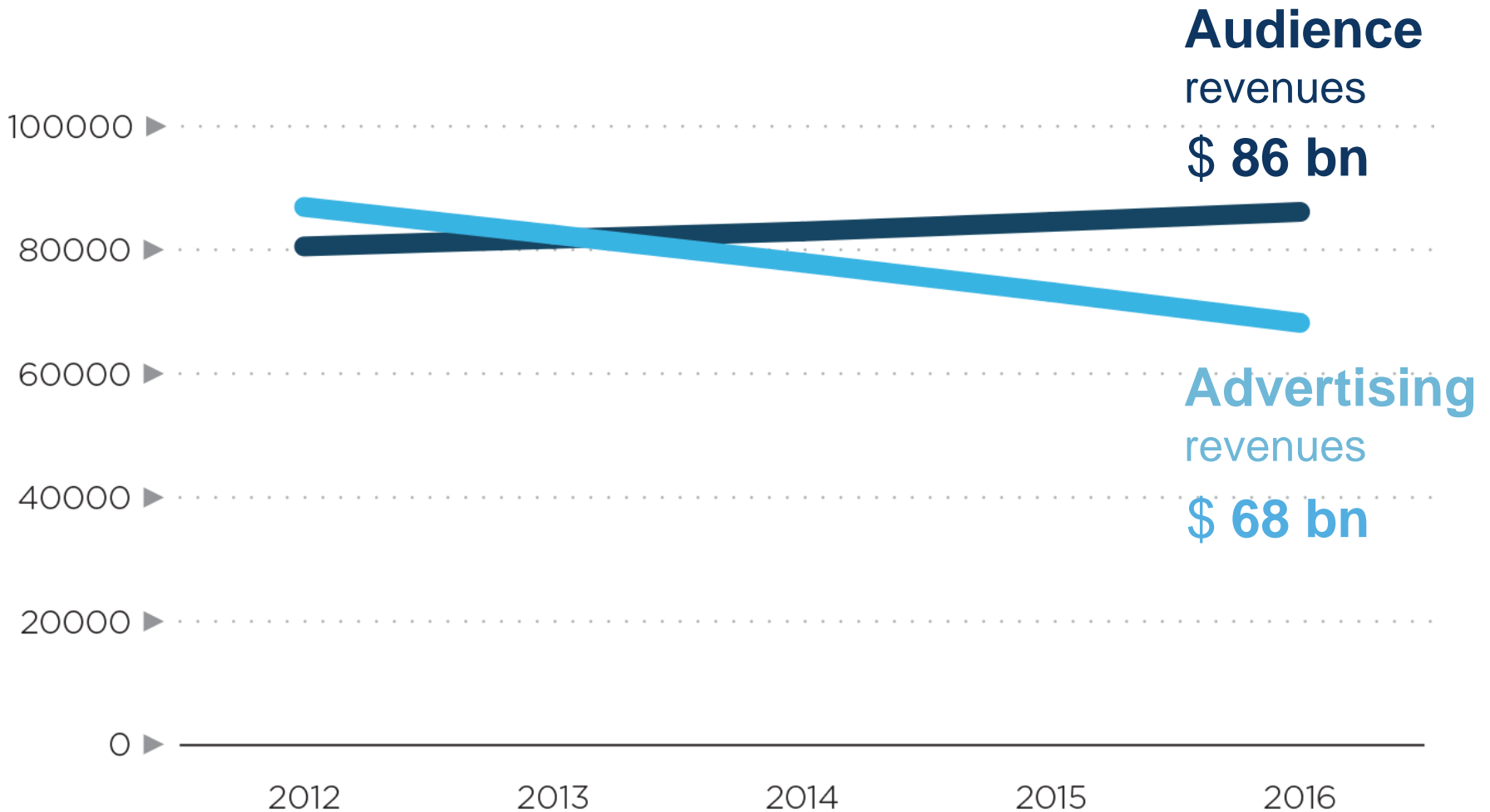


Which industries attract the Most Venture Capital

Top 10 US industry sectors by share of venture capital investment

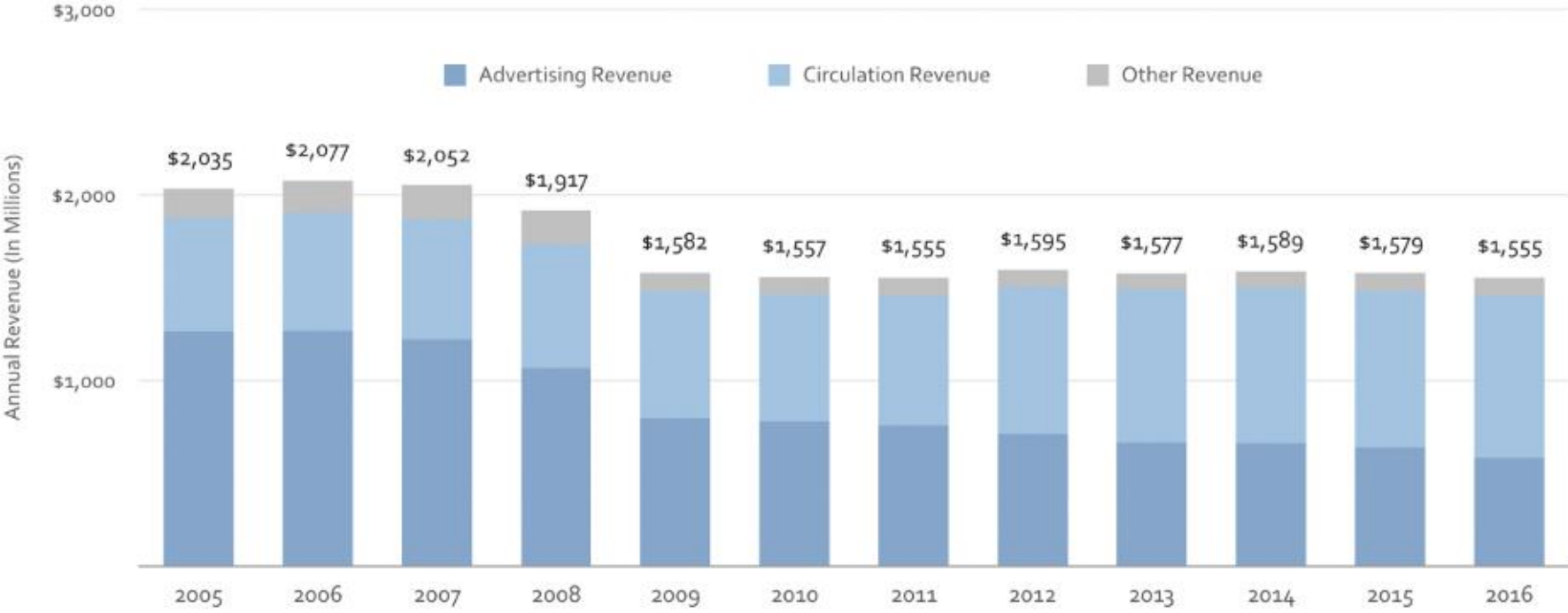
Source based on an analysis of 4,164 VC investments in the United States (2016)
Source Martin Prosperity Institute

Global newspaper revenue 2012 - 2016

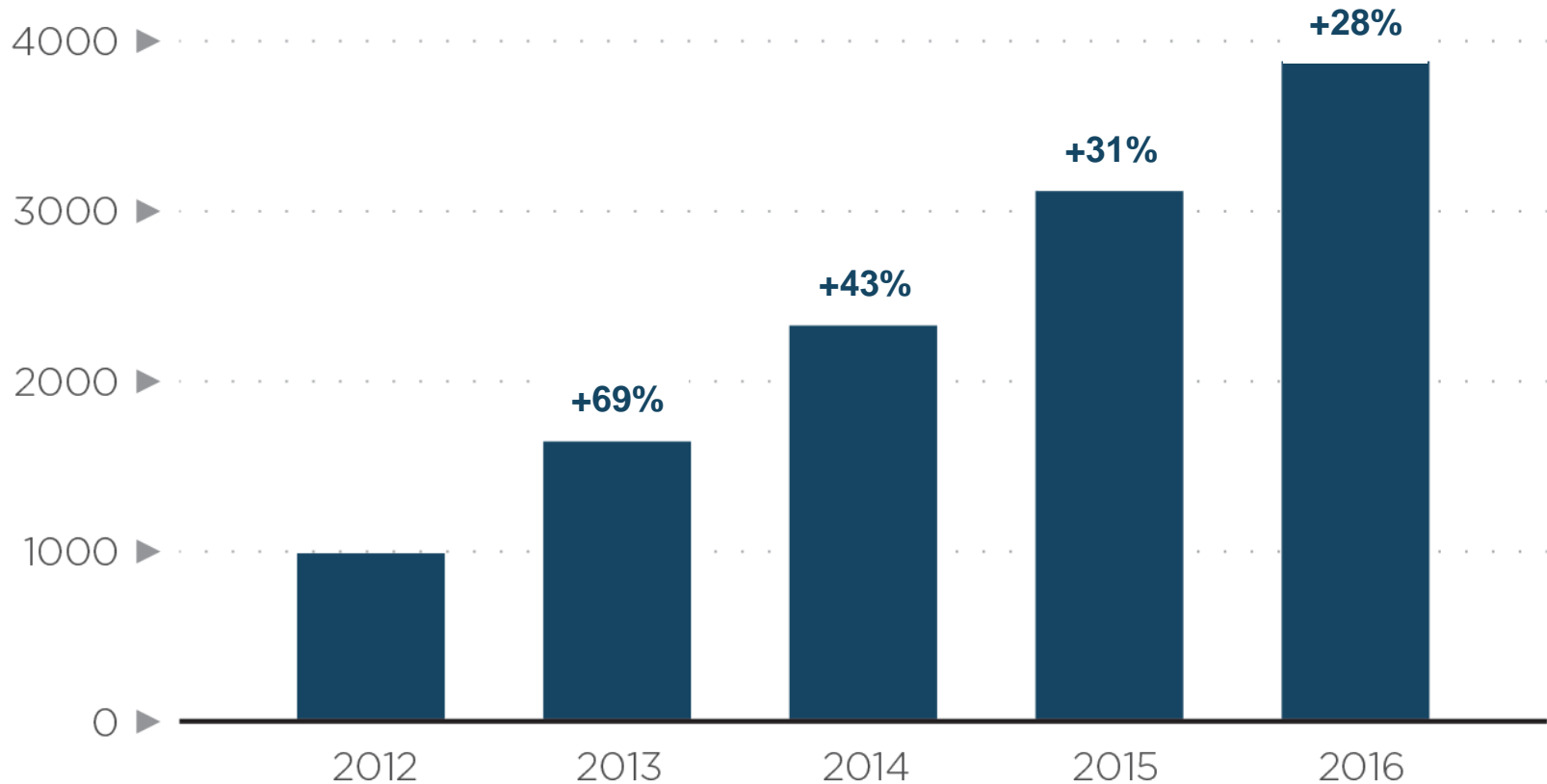


The New York Times Media Group Annual revenues 2005-2016

Source : Company Fillings ;
Note : Only includes revenue figures from NYT Media Group – OMMALINK @<http://om.co>



Global newspaper digital circulation revenues 2012/2016



Digital Journalism – Waves of Disruption

1

Portals

1990–1997



2

Search

1997–2006



3

Social

2006–2015



A close-up photograph of a person's hands holding a white smartphone. The person is wearing a light blue button-down shirt and a silver metal watch on their left wrist. The background is blurred, showing green bokeh lights and a brown textured surface. A white rectangular box with a thin border is centered over the phone's screen, containing the text "STORIES AS A SERVICE" in white, bold, uppercase letters. On the left side of the image, there is a vertical white line with a blue circle at its base, and a horizontal white line extending from the circle to the left edge of the text box.

**STORIES AS A
SERVICE**

OUR CONVERSATION TODAY

 newspaperworld

Trust is the New Currency



Make our News Great again



Looking at the business model



1

OUR
CONVERSATION
TODAY

Trust

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





No question: Trust is our
greatest challenge.

There is no greater.
We are constantly worried

about resources, social
media, monetization and all
those kinds of things.

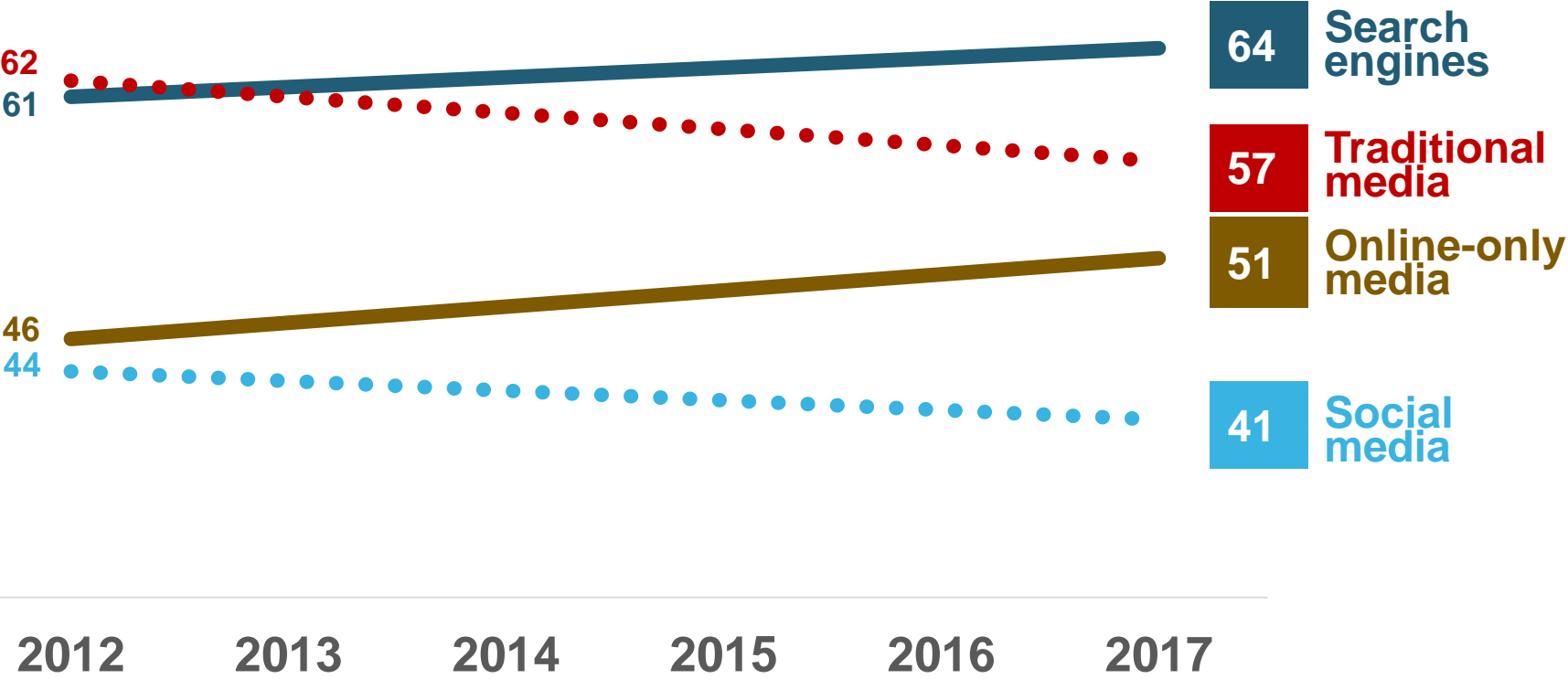
They pale in comparison
to the challenge of trust.

Marty Baron,
Executive Editor,
The Washington Post

**ATTENTION
IS THE OLD
CURRENCY
TRUST
IS THE NEW ONE**

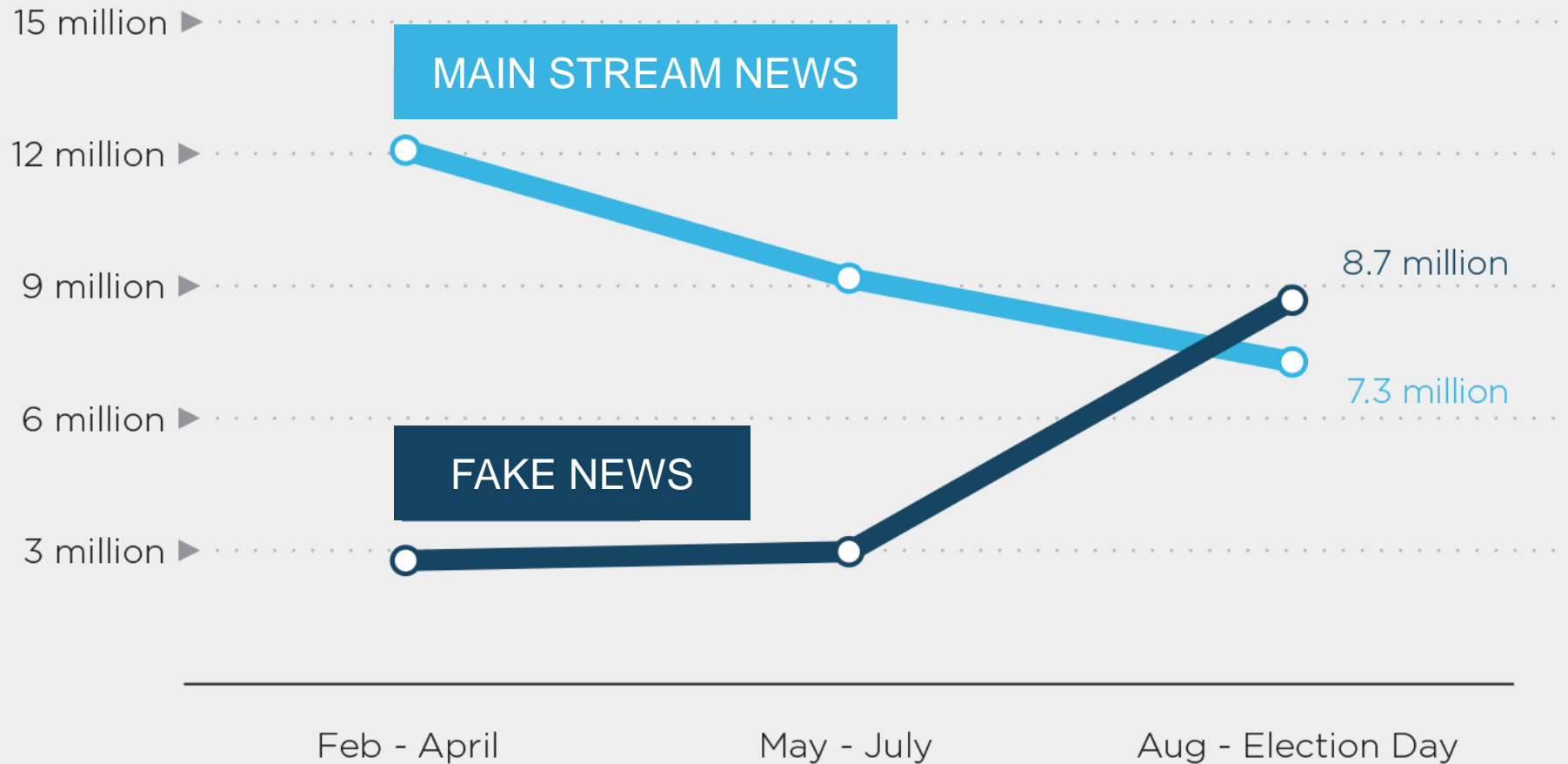
Traditional media shows steepest decline in trust

Percent trust in each source for general news and information



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

Total Facebook Engagements in the US for Top 20 Election Stories



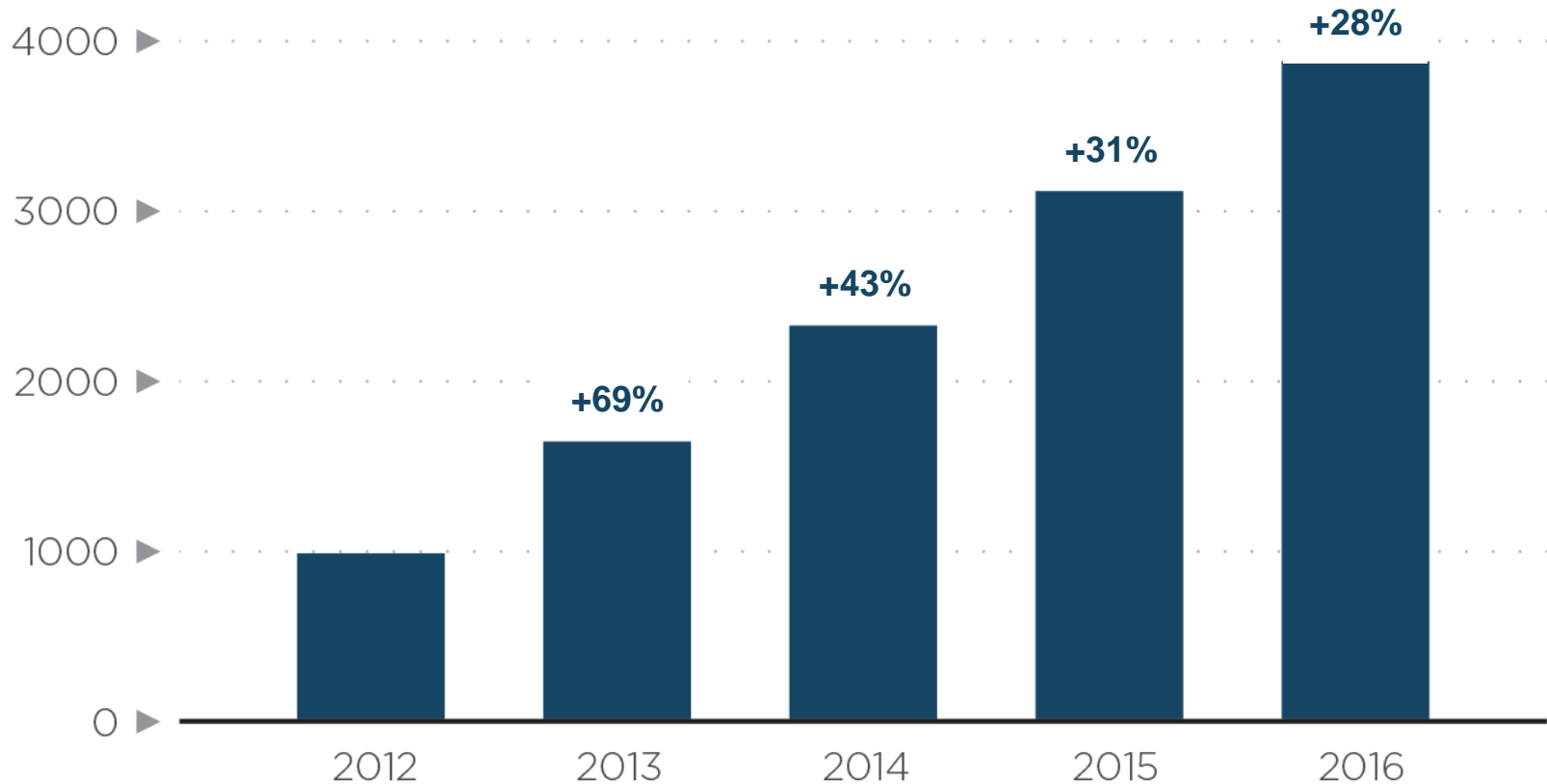
*Engagement refers to the total number of shares, reactions and comments for a piece of content on Facebook.
Source: Facebook data via BuzzSumo

Truth & Trust in the Media – An Asian perspective

FINDINGS FROM KEEP IT REAL: TRUTH & TRUST
IN THE MEDIA, AN EVENT JOINTLY ORGANISED
IN SINGAPORE, ON 19-20 JUNE 2017, BY
THE STRAITS TIMES AND WAN-IFRA.

OCTOBER 2017

Global newspaper digital circulation revenues 2012/2016



Snapshot of Digital Subscription **success stories**

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

Who pays for news, and why do people subscribe?

53%
of adults pay
for news



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

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

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

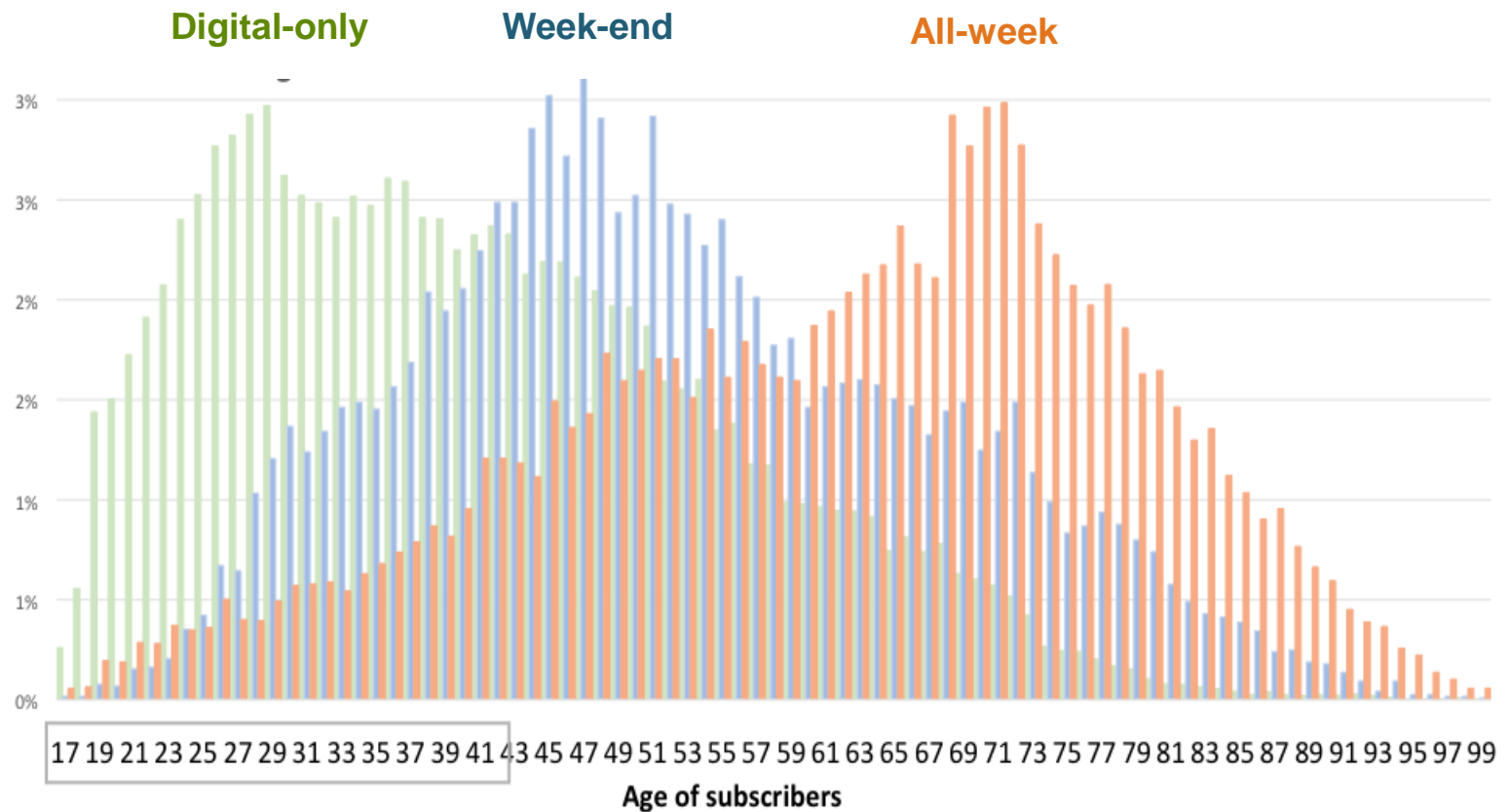


52%
of payers subscribe to
newspapers

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

Younger generation is willing to pay

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



2

OUR
CONVERSATION
TODAY

LET'S MAKE OUR NEWS GREAT AGAIN!





THE FUTURE WORLD OF NEWS

IS PERSONAL

AND LOGGED-IN BY DESIGN

LET'S START WITH THE COMMUNITY

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

THAT IS WHAT IS GOING TO BUILD TRUST”

- Jeff Jarvis, CUNY's Graduate School of Journalism

INFORMATION JOBS PEOPLE WANT TO GET DONE

Enlight me

Help me stay informed on issues that are relevant to me
Help me feel smart by stimulating my thinking

Educate me

Help me make better decisions to increase my value as parent, employee, student, etc
Help me be more secure or healthy

Enrich me

Give me information that will give me a material benefit i.e. make/save money or time
Help me become a better person

Entertain me

Keep me from boredom
Give me enjoyment or amusement
Help me to relax

Engage me

Connect me with people who share my interest or views
Make me feel part of a community

Empower me

Help me get action on things that matter to me
Provide me with information that is necessary to keep our democracy running

NEW AUDIENCES EXPECT

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

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

Content to offer
SOLUTIONS to problems

FROM TELLING STORIES TO SELLING SOLUTIONS

“PEOPLE DON’T BUY
PRODUCTS ANYMORE.
THEY BUY RELEVANT
EXPERIENCES”

- Mauro Porcini,
Chief Design Officer Pepsi Co

NEW SKILLS AND ROLES FOR THE JOURNALIST DESIGNER

CONTENT

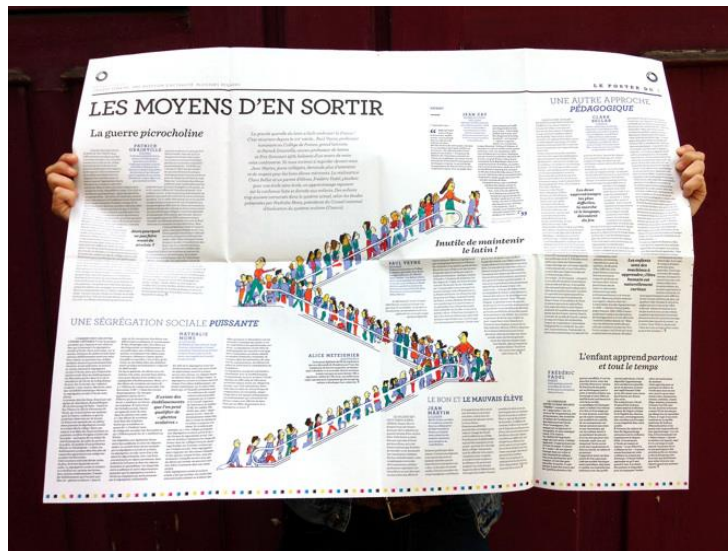


IMMERSIVE
CONSTRUCTIVE
PROSPECTIVE

PRACTICES



BOTS & ALGORITHMS
PREDICT
PROJECT MODE





MEDIAPART





ABOUT US

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

March 4, 2016 - Global Investigative Journalism Network

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

Aug 21, 2015 - South China Morning Post

53° Partly Sunny
WEATHER | TRAFFIC

The Boston Globe

Search

NEWS METRO BUSINESS SPORTS FEATURES PROVIDE MAGAZINE MULTIMEDIA DIGITAL EDITION MY SAVED

BRIAN MCCROFFY

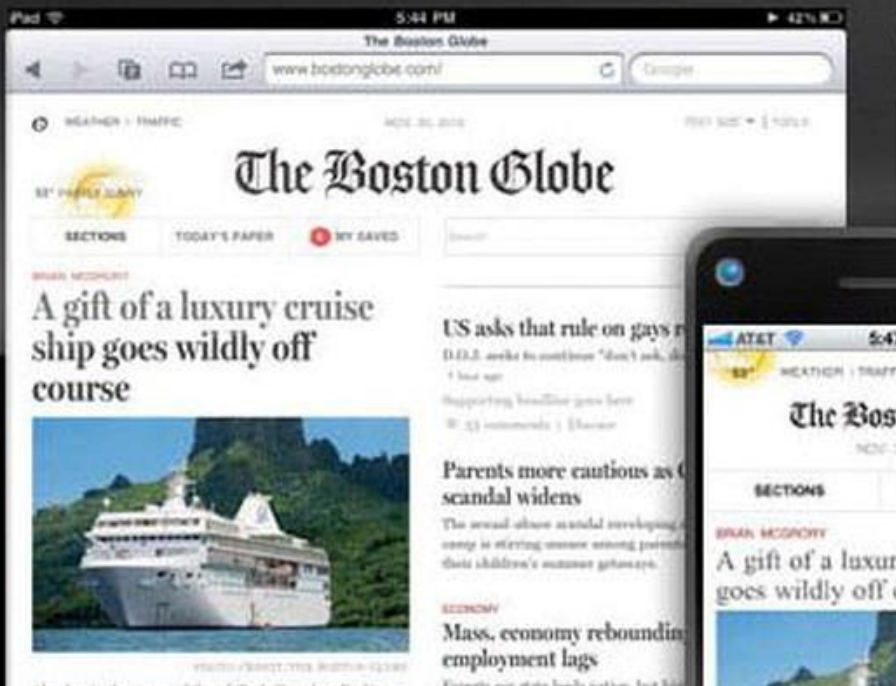
A gift of a luxury cruise ship goes wildly off course



PHOTO COURTESY OF GRAND CIRCLE TRAVEL

Alan Lewis, the owner of Grand Circle Travel, walked Foundation's offices one morning in 2007 and said he was donating philanthropy a 40 percent share of a cruise ship. But a year later, with smiles and handshakes in late 2007 quickly devolving into stabbing and double-crossing amid the economic downturn, Lewis

PHOTO COURTESY OF GRAND CIRCLE TRAVEL



Pad 5:44 PM 42%
The Boston Globe
www.bostonglobe.com
WEATHER | TRAFFIC NOV 30 2010
53° Partly Sunny
SECTIONS TODAY'S PAPER MY SAVED
BRIAN MCCROFFY
A gift of a luxury cruise ship goes wildly off course
US asks that rule on gays in military
D.H.S. seeks to continue "don't ask, don't tell" policy
Supporting headline goes here
PHOTO COURTESY OF GRAND CIRCLE TRAVEL
Parents more cautious as scandal widens
The sexual abuse scandal involving a priest is stirring unease among parents of their children's summer getaways.
ECONOMY
Mass. economy rebounding, employment lags
Experts see state budget deficit, but hope for recovery



AT&T 5:47 PM 65%
The Boston Globe
NOV 30 2010
SECTIONS MY SAVED
BRIAN MCCROFFY
A gift of a luxury cruise ship goes wildly off course

Kompas - VirtualNEWSPAPER

epaper.kompas.com

KOMPAS

Pilih edisi

Judul: Kompas Tanggal: 22/11/2013 OK

Baca ePaper
KOMPAS
bisa di Tablet atau Smartphone!

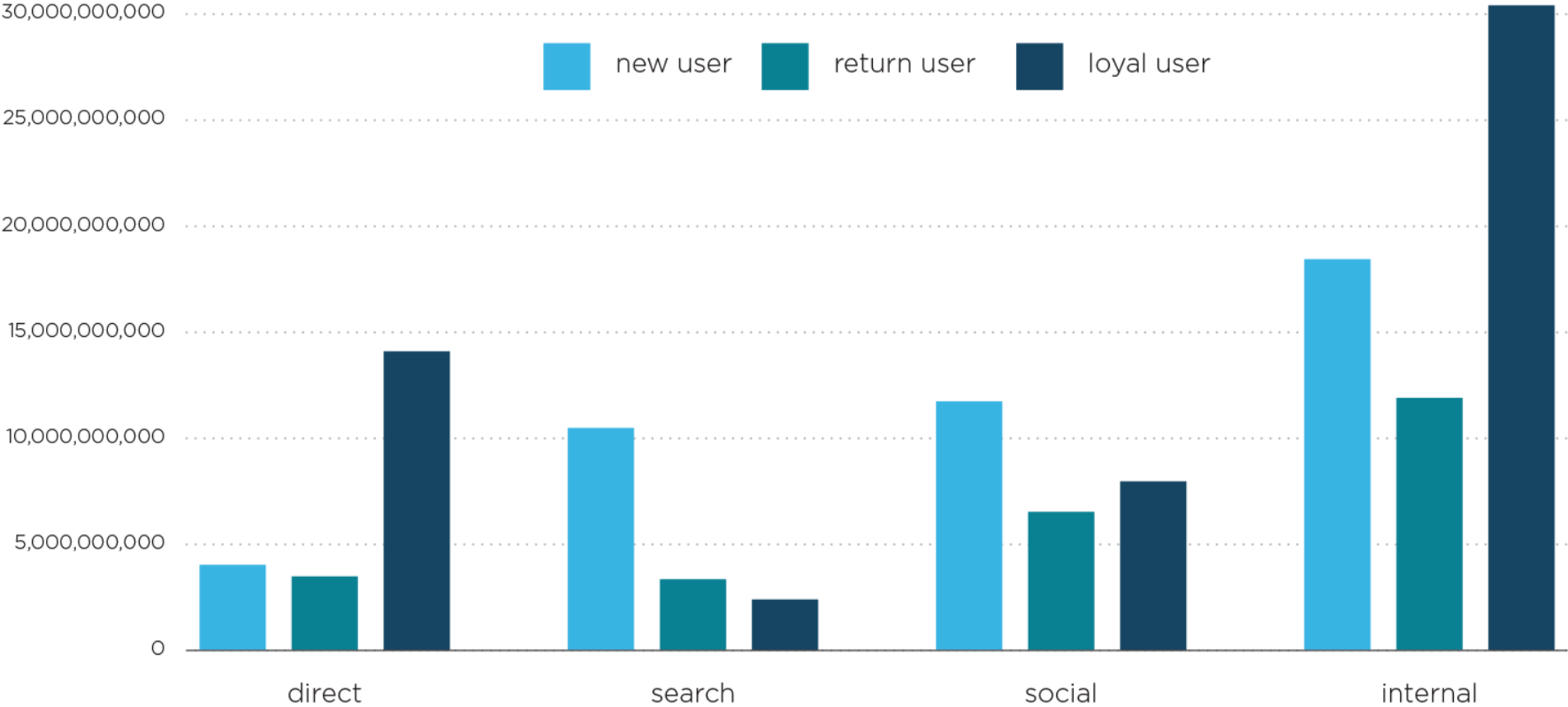
LOGIN

Filter terbitan

Kompas Kompas Siang Ekstra Edisi Khusus 2014

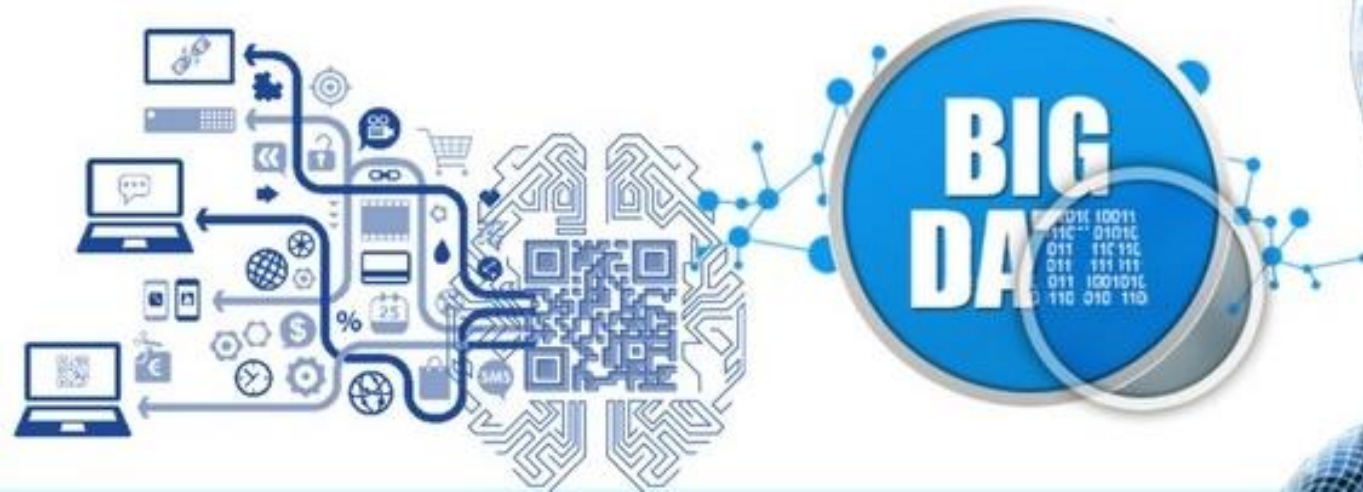
22 November 2013 21 November 2013 21 November 2013 20 November 2013 20 November 2013 19 November 2013 19 November 2013 18 November 2013 18 November 2013 17 November 2013 16 November 2013

Loyalty vs. pageviews



Source : WAN-IFRA World Press Trends, Chartbeat

Big Data And Artificial Intelligence For A Better Future



Collaborations = scale

DH.be

La Libre BELGIQUE

l'avenir.net

L'Echo

LE SOIR

SUDPRESSE

GRENZECHO

Scale = control of customer relationships

3

OUR
CONVERSATION
TODAY

LOOKING AT THE BUSINESS MODEL

PUSH-BACK AGAINST AD TECH
& THE DUOPOLY

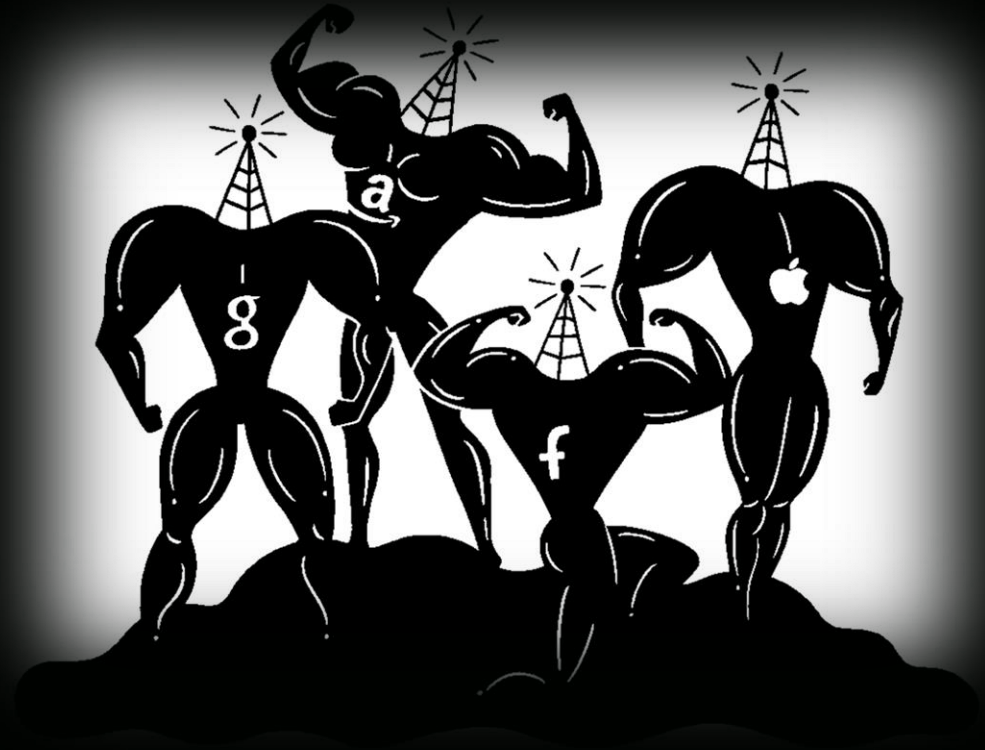
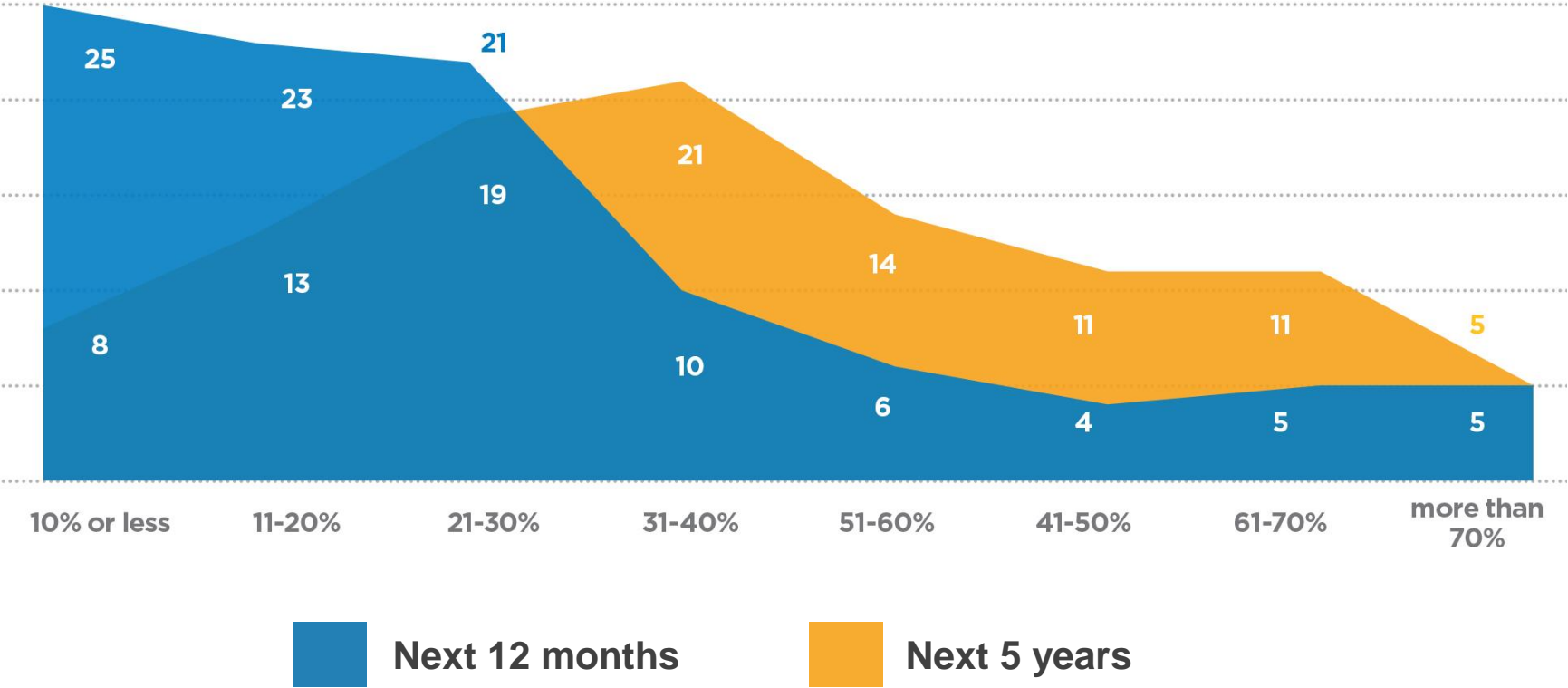


ILLUSTRATION HANNE BERKAAK, BYHANDS FOR TINIUS TRUST

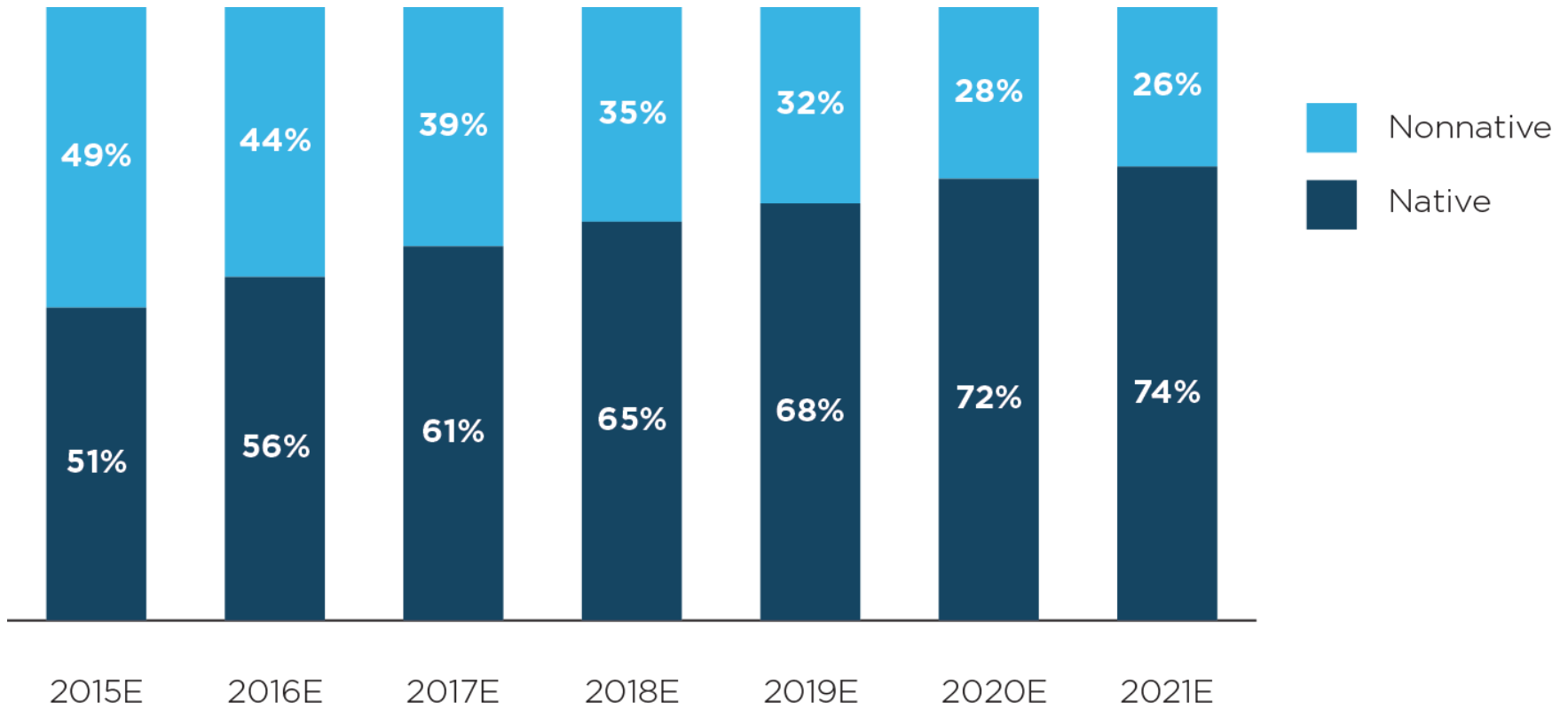
Publishers are looking at **new revenue sources**

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



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

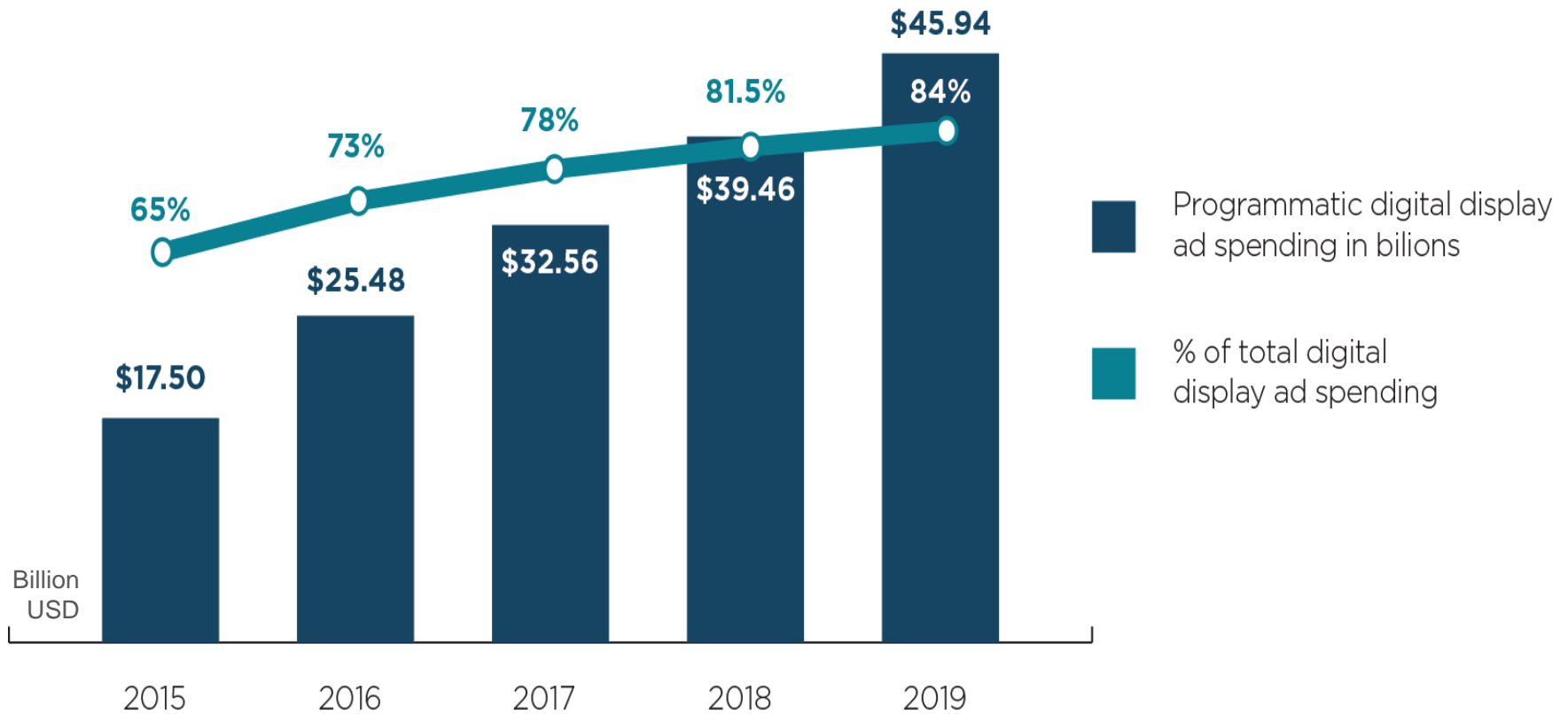
Share of Native Ads In US Display Digital Ad Revenue 2015-2021



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

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

US Programmatic Digital Display Ad Spending 2015-2019



THE RISE OF AD EXCHANGES AND PREMIUM PUBLISHERS AD NETWORKS

An aerial photograph of a coastal highway interchange. The road is multi-lane and curves through a brown, hilly landscape. The ocean is visible in the upper right corner. A large white circle is overlaid on the center of the image, containing the text 'The Pangaea Alliance' in a teal, sans-serif font.

**The Pangaea
Alliance**

More meaningful connections

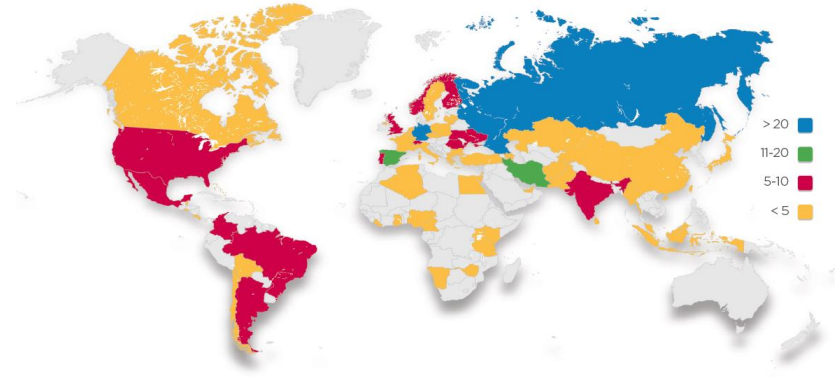
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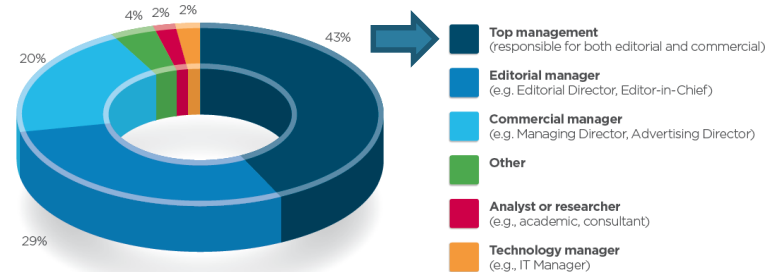
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(Q2) Breakdown of respondents by job role



Source:

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



Events and
conferences



Podcasting /
Streaming audio



Special
reports



Web TV /
Video

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

Booming firms

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



Paid-for
content websites

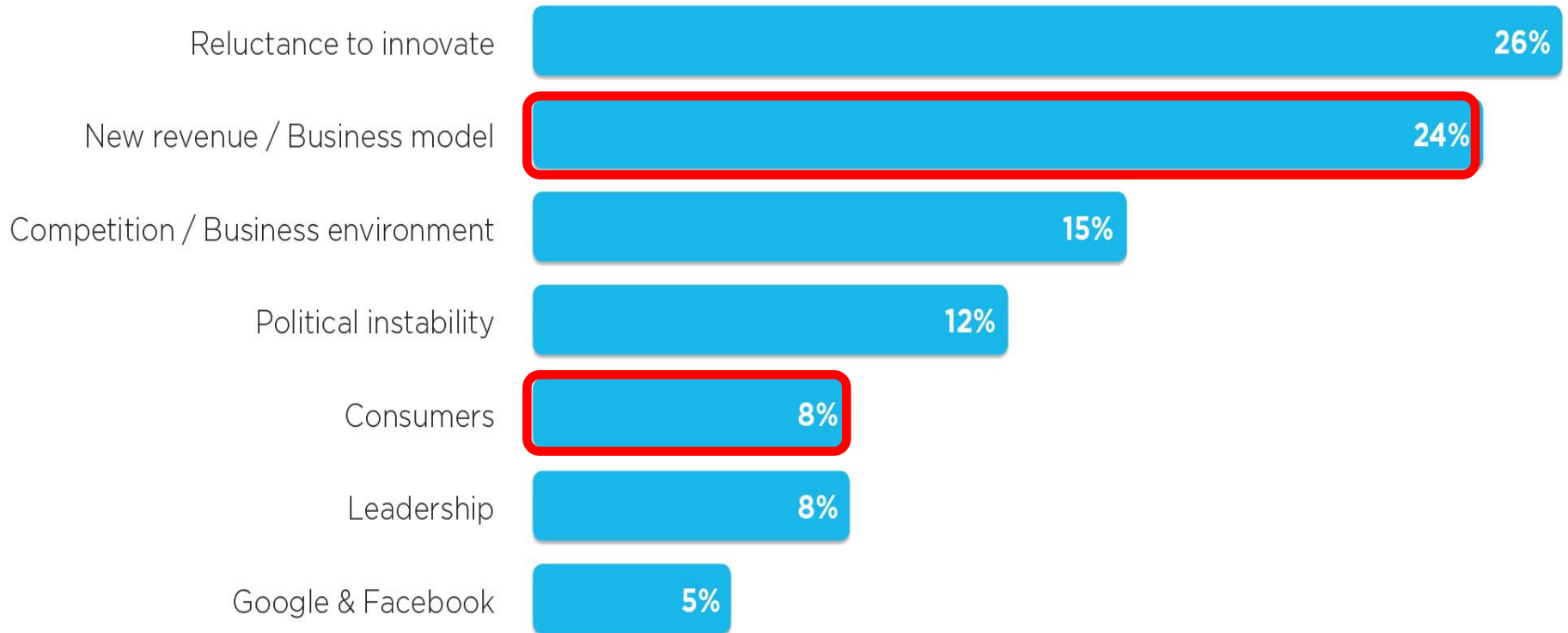


Paid-for
mobile phone
services



E-Commerce

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



4 Takeaways for the future of NEWSBRANDS

1

NURTURE CAPITAL OF TRUST

Trust is fragile and undermined by an increasing social gap

2

BUILD VALUE FOR YOUR COMMUNITY

From telling stories to offering solutions to problems

3

DATA IS KEY IN THE RELATIONSHIP ECONOMY

The one fits all model of news belongs to the past

4

NEW TRANSFORMATION MODELS FOR GROWTH

Preserving the autonomy of independent news on platforms

**THANK YOU FOR
YOUR ATTENTION!**

Gilles Demptos
Director Asia, WAN-IFRA
Gilles.demptos@wan-ifra.org

www.wan-ifra.org

