



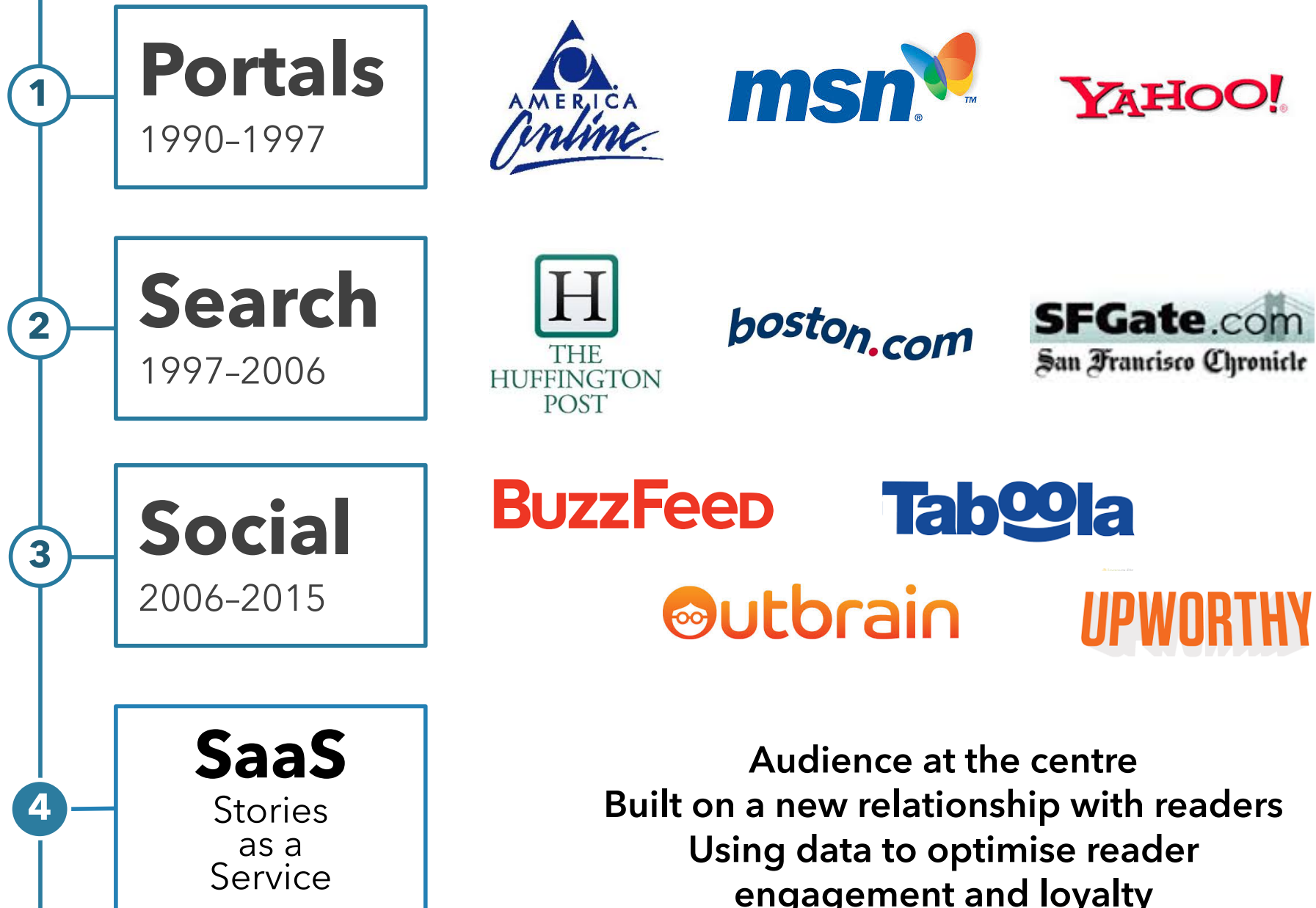
News Media Trends

WAN-IFRA Middle East Conference, Dubai, 28 Feb -1 Mar 2018

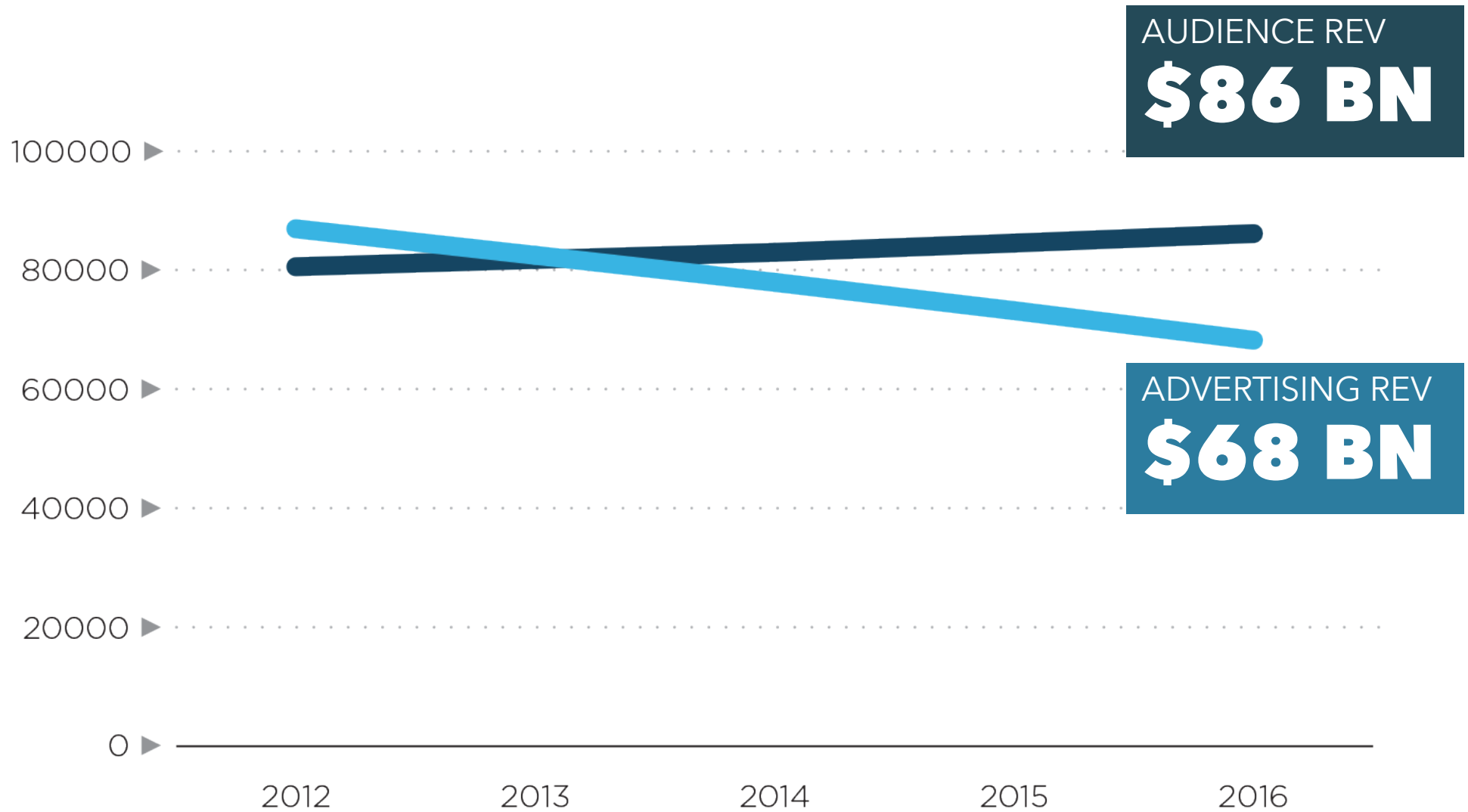


Thomas Jacob
Chief Operating Officer
WAN-IFRA

Digital Journalism – Waves of Disruption

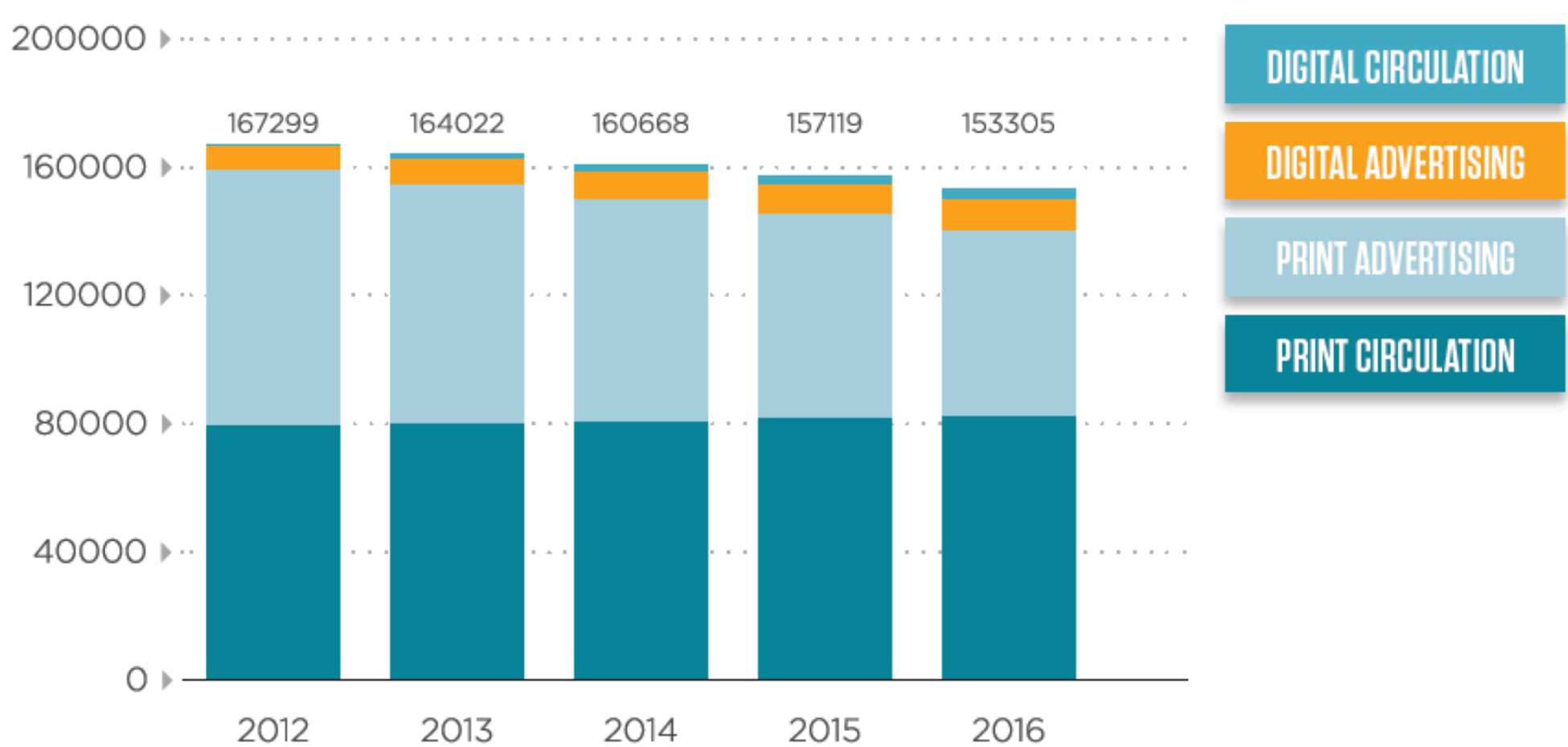


Global newspaper revenue



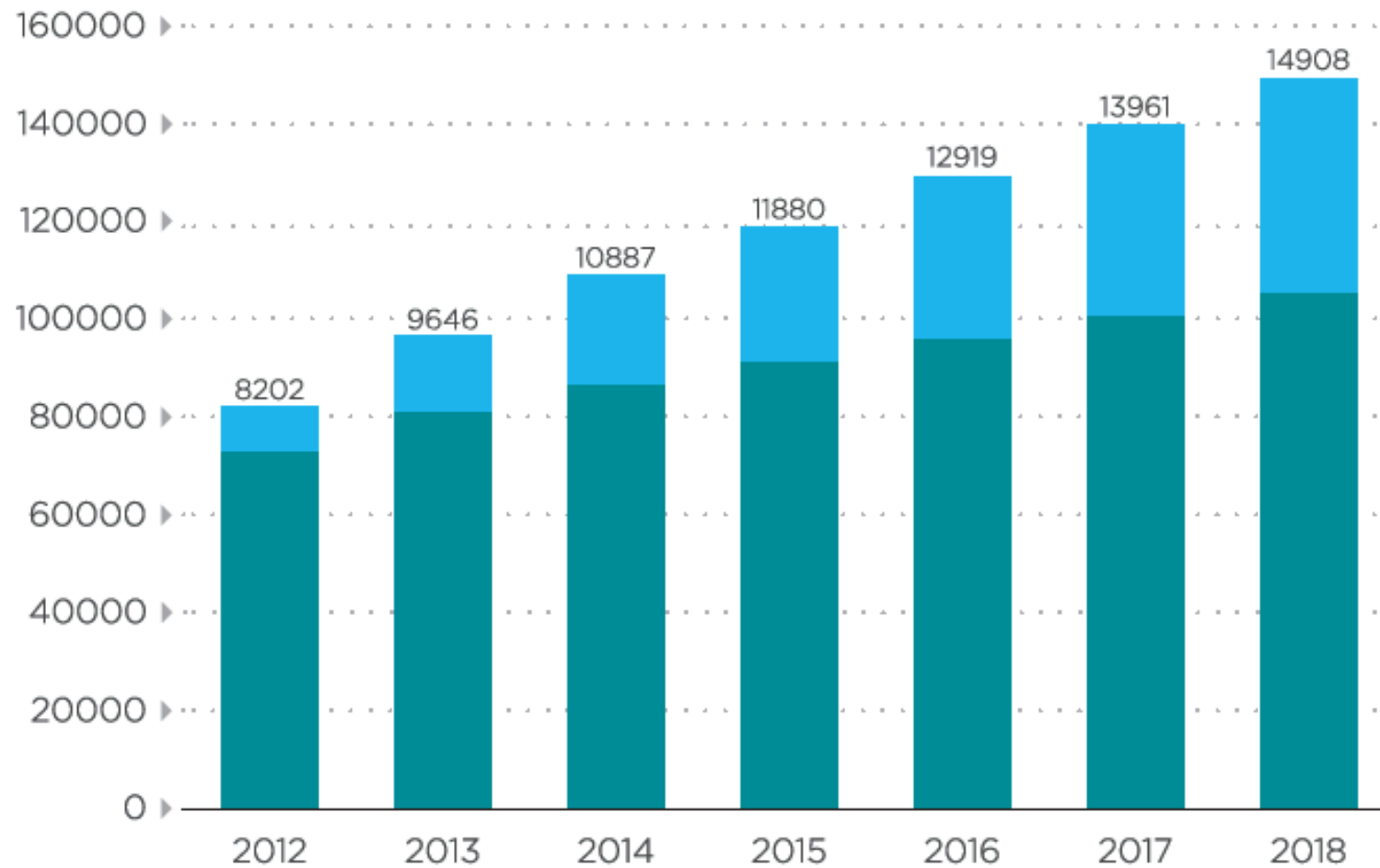
Source: WPT Analysis, E&Y, Zenith, PwC Global Entertainment and Media Outlook: 2016-2020

Global newspaper traditional revenue sources



Source: WPT Analysis, Zenith, PwC Global Entertainment and Media Outlook: 2017-2021

Global newspaper digital revenues



24.6%
CAGR-DIGITAL
CIRCULATION

5.4%
CAGR-DIGITAL
ADVERTISING

Source: PwC Global Entertainment and Media Outlook: 2017-2021

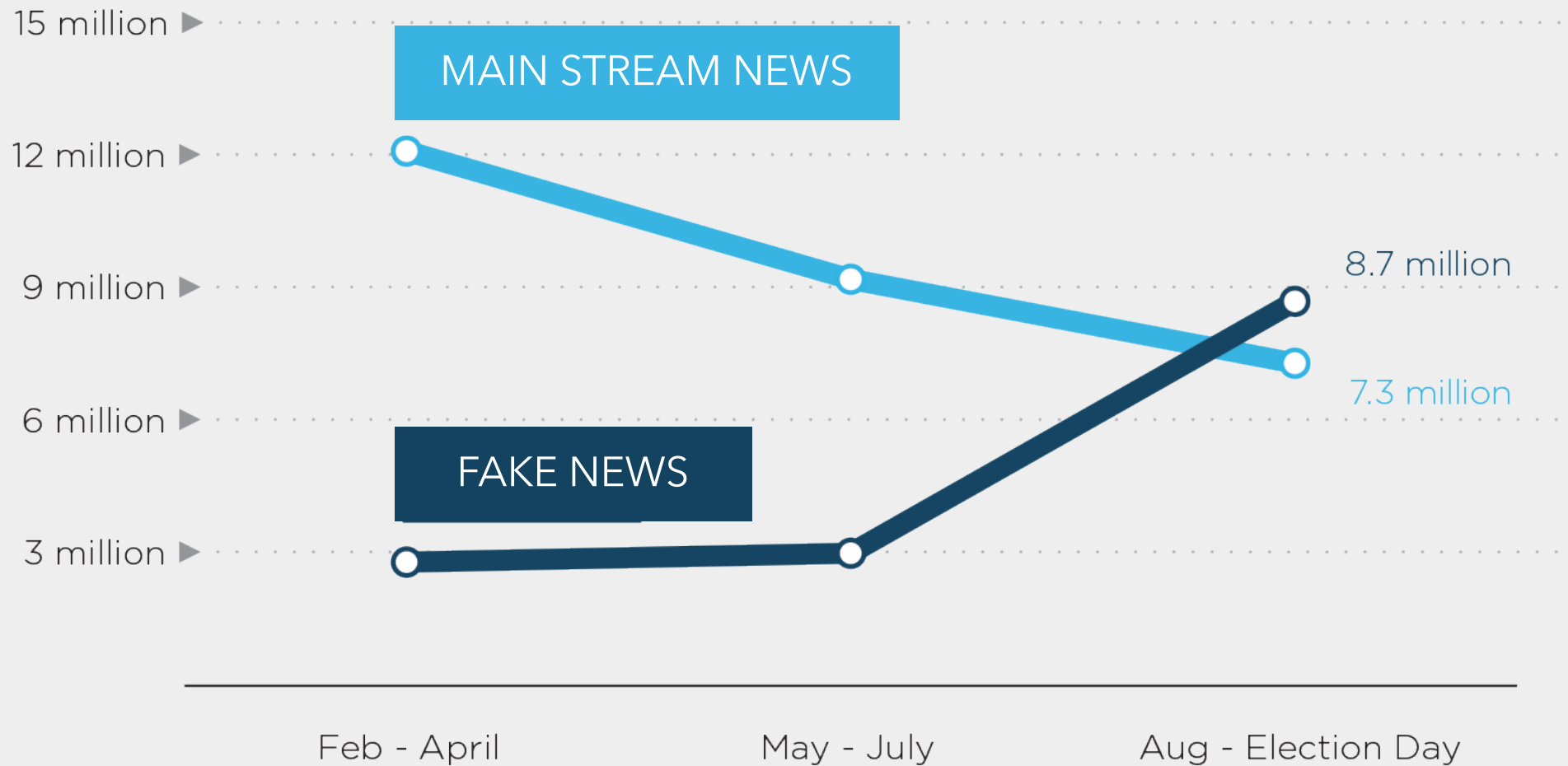
1

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

Trust



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

2

Moving the focus from from **REACH** to **LOYAL COMMUNITIES** willing to **PAY** for content

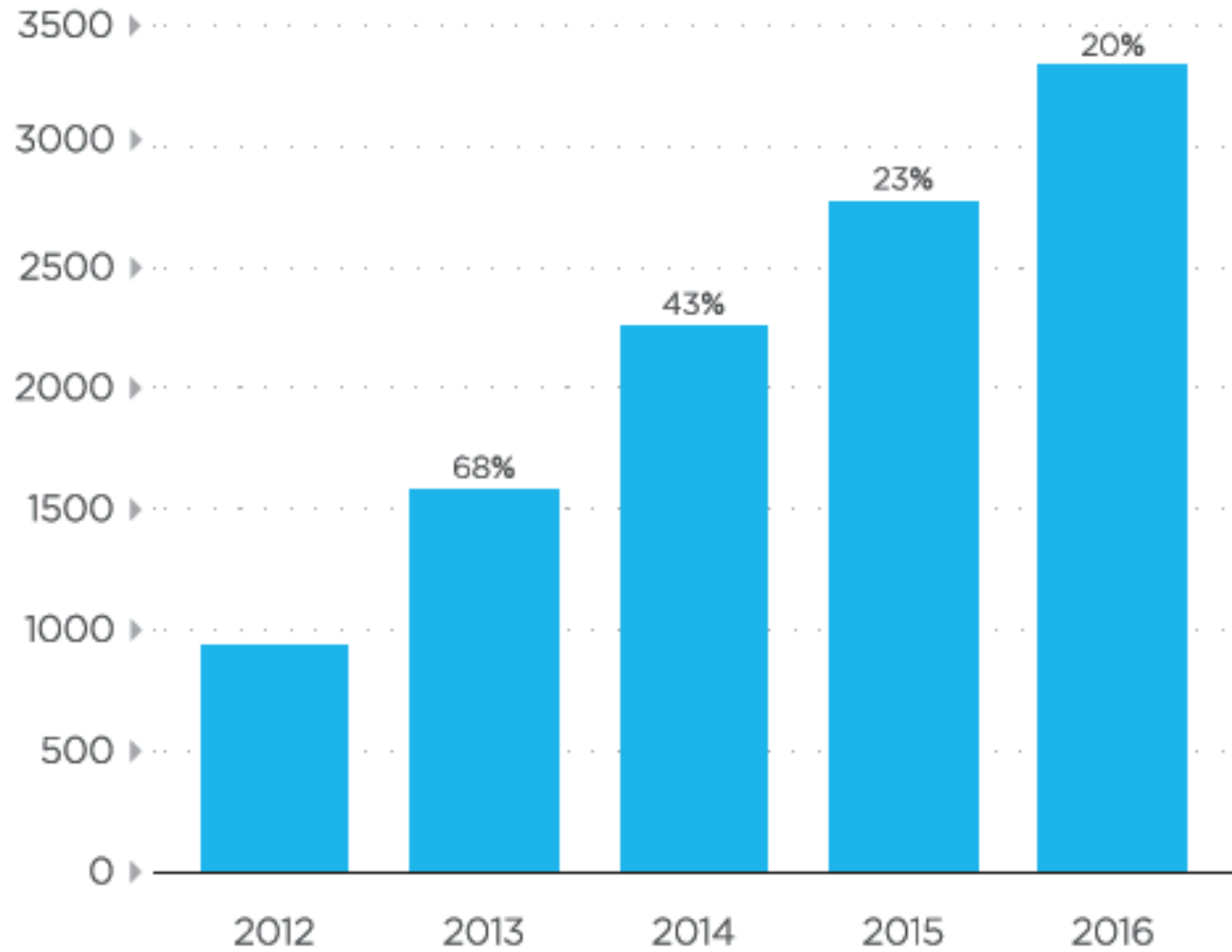
COMMUNITY

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

- Jeff Jarvis



Global newspaper digital circulation revenues



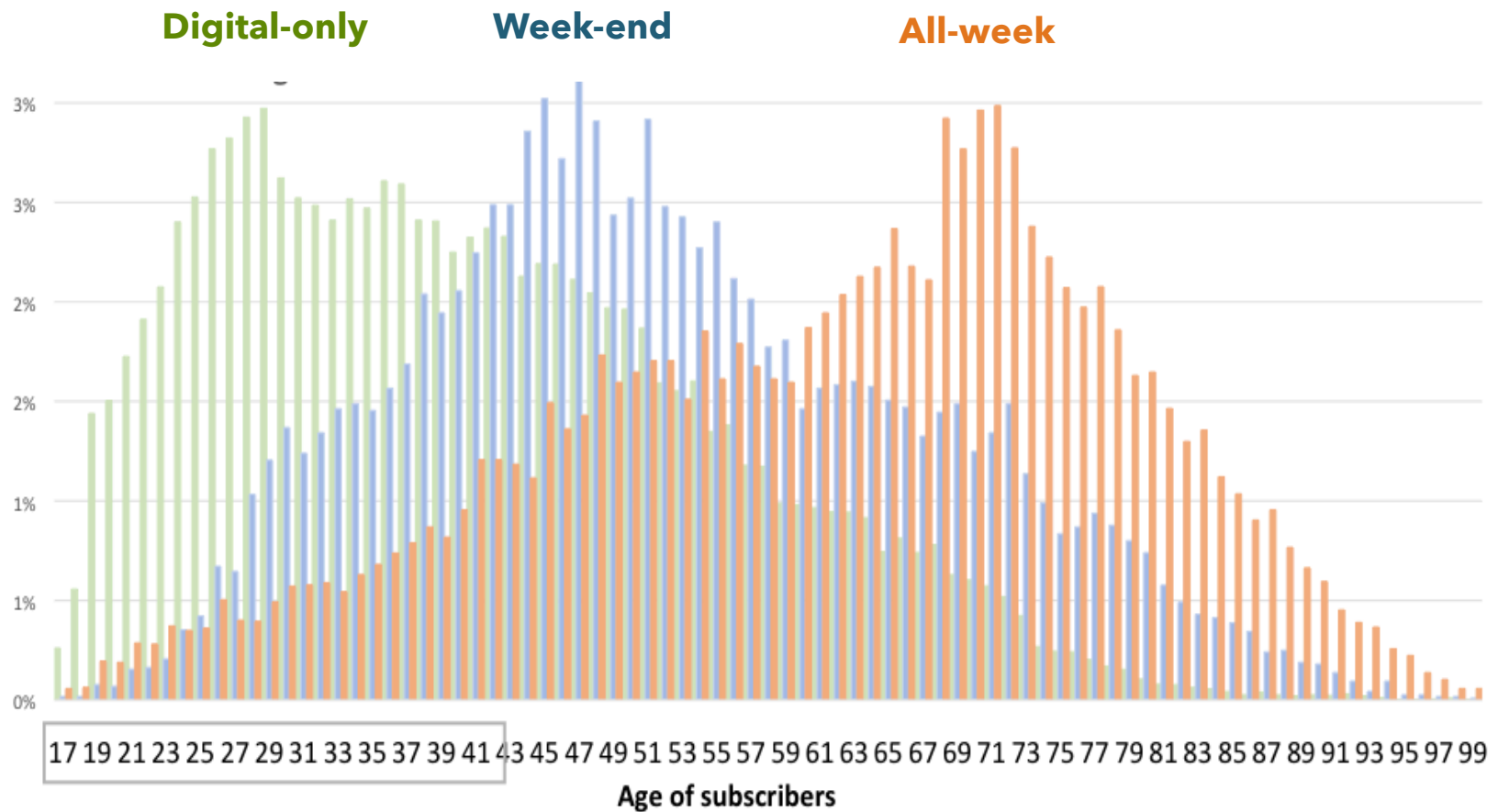
Source: PwC Global Entertainment and Media Outlook: 2017-2021

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%

Younger generation is willing to pay

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



3

COLLABORATIONS

pooling masses of **reader data** to feed into a single platform to ultimately create **highly targeted, quality audience segments**

ADVERTISING

PUSH-BACK AGAINST AD TECH & THE DUOPOLY

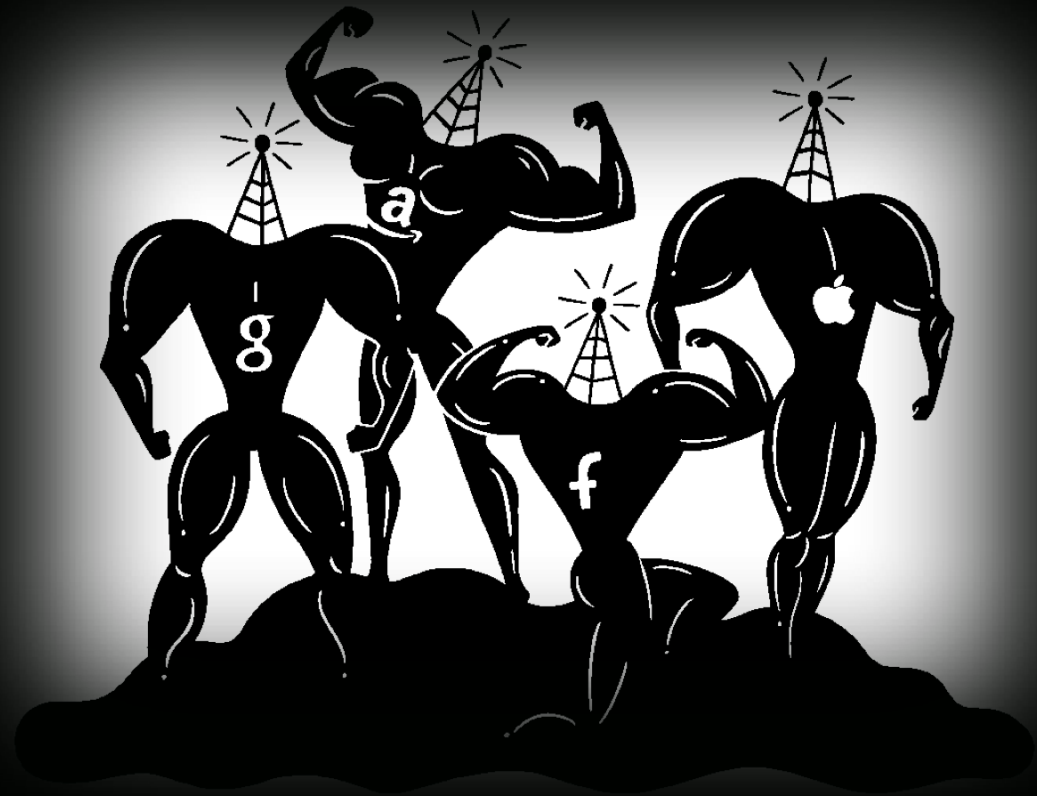


ILLUSTRATION HANNE BERKAAK, BYHANDS FOR TINIVS TRUST

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

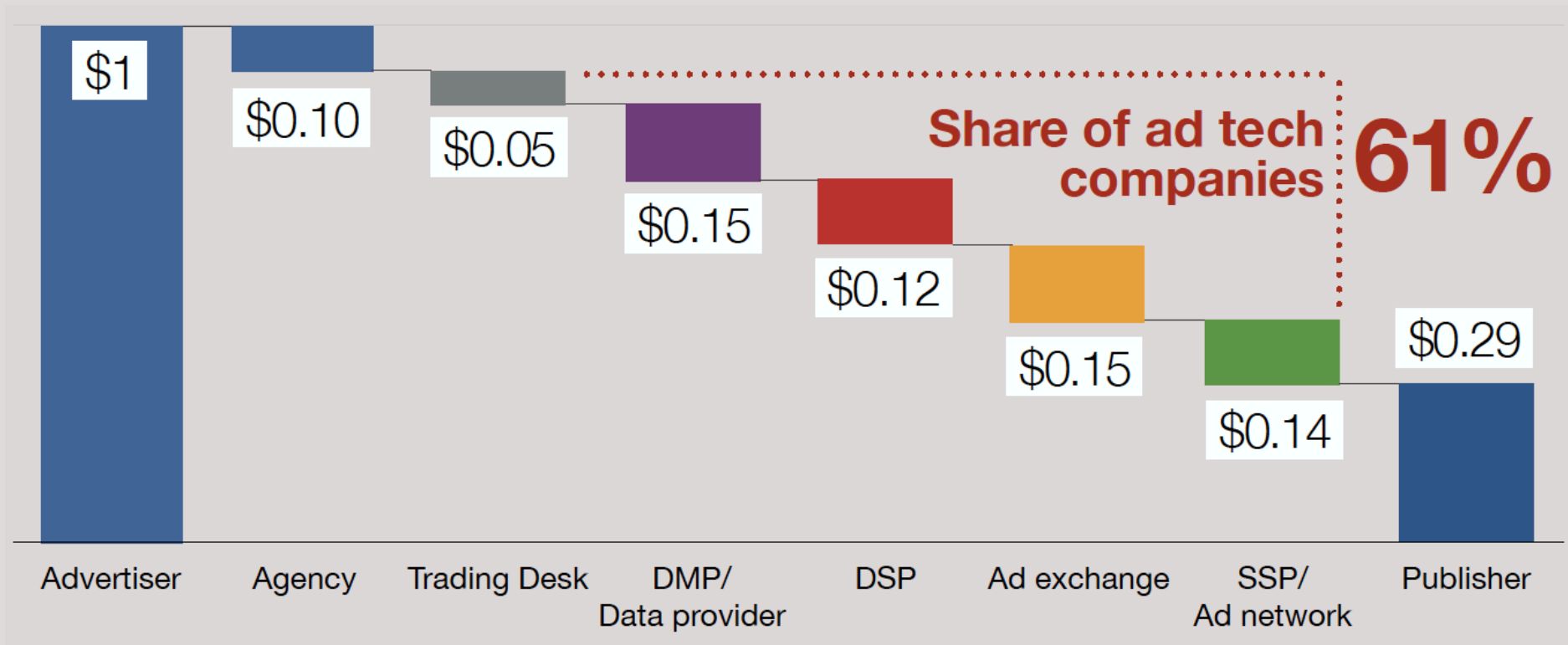
64%

combined share

89%

**their share in
new ad spend**

Who else captures \$ in digital ad ecosystem?





+30%

**GLOBAL
INCREASE**

62%

ON MOBILE

Source : PageFair 2017 Ad Block Report

Ad Collaboration
Selling National Content at Scale

Intent



**Ad sales based
on search**

National Content



ID



**Ad sales based
on audience**

4

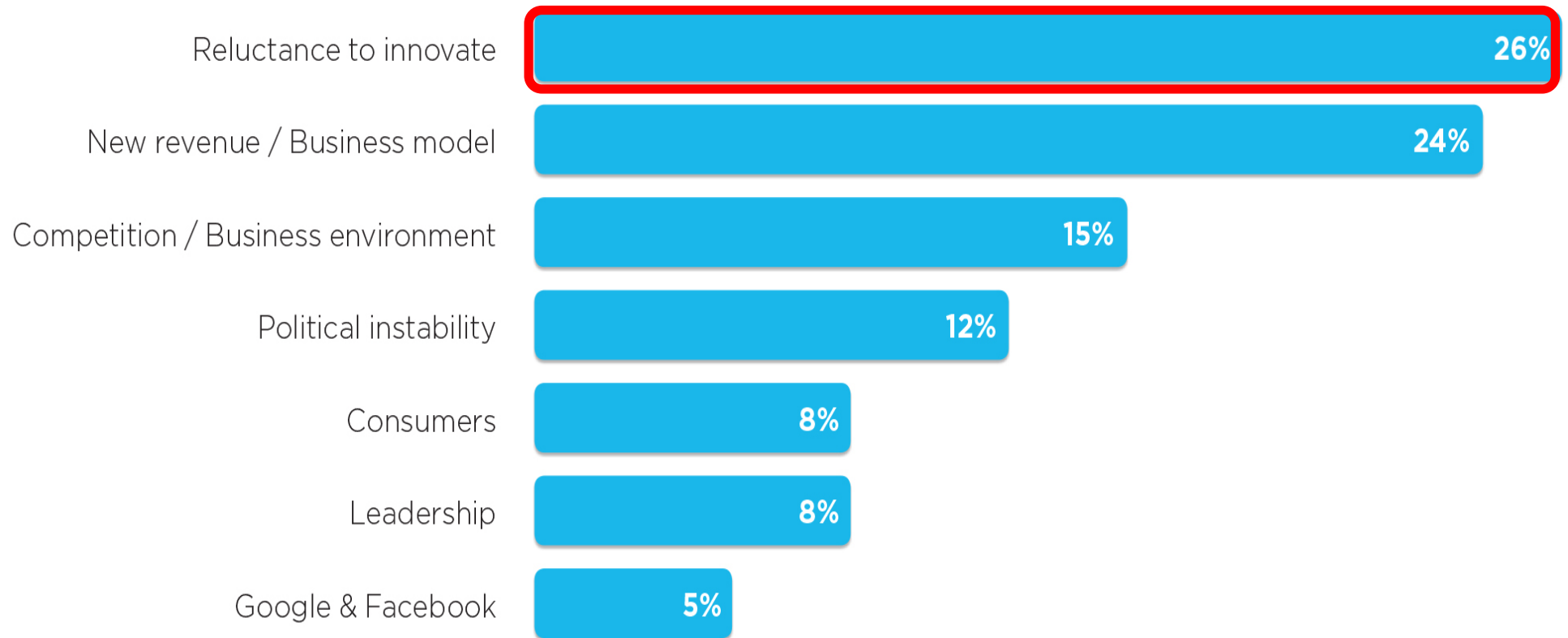
STRATEGIES
for **SUCCESS**

THE WAY FORWARD

**WHAT DO SUCCESSFUL MEDIA
COMPANIES PRIORITISE?**



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

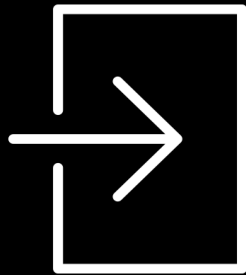


>4X

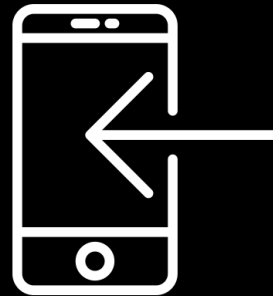
Organisations whose **leaders model the right innovation behaviours** for others to follow are more than 4 times as likely to be reporting significant increases in revenues, compared with organisations which do not

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

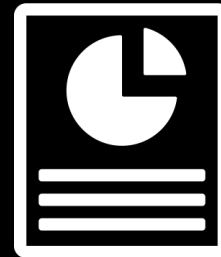
Successful Organizations* consider the following to be **high priorities** over the next 5 years:



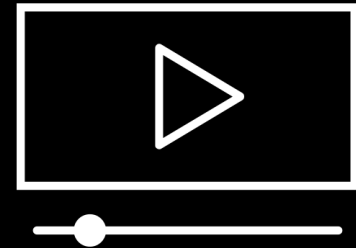
Events and
conferences



Podcasting /
Streaming audio



Special
reports

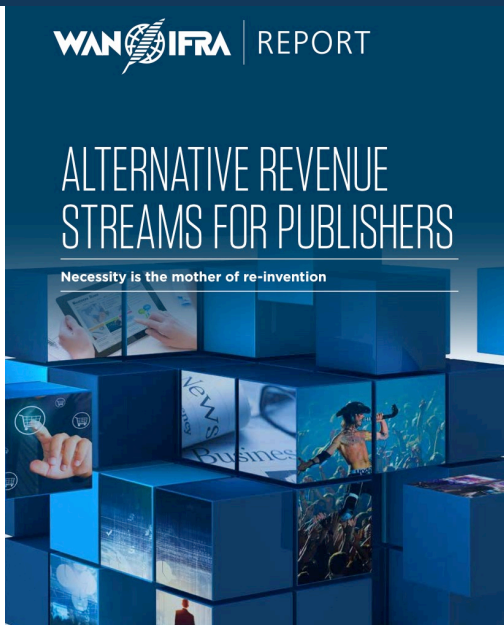


Web TV /
Video

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



Ideas . Insights . Intelligence
www.wan-ifra.org



Thank you

Thomas Jacob
Chief Operating Officer

WAN-IFRA
Rotfeder-Ring 11
60327 Frankfurt am Main
Germany

thomas.jacob@wan-ifra.org
Linkedin: [tjacob1](#)