



2018
WORLD PRESSTRENDS

Powered by WAN-IFRA

What is the cost of

TRUST?



The relationship between trust and performance of media

PERFORMANCE SCORE: Top three trust-building mandates for media, and percent who say the media is performing well or very well against them

A donut chart showing 36% of the circle filled with yellow. The percentage '36%' is written in large yellow font in the center of the white circle.

36%

Guard information quality

A donut chart showing 45% of the circle filled with yellow. The percentage '45%' is written in large yellow font in the center of the white circle.

45%

Inform good life decisions

A donut chart showing 50% of the circle filled with yellow. The percentage '50%' is written in large yellow font in the center of the white circle.

50%

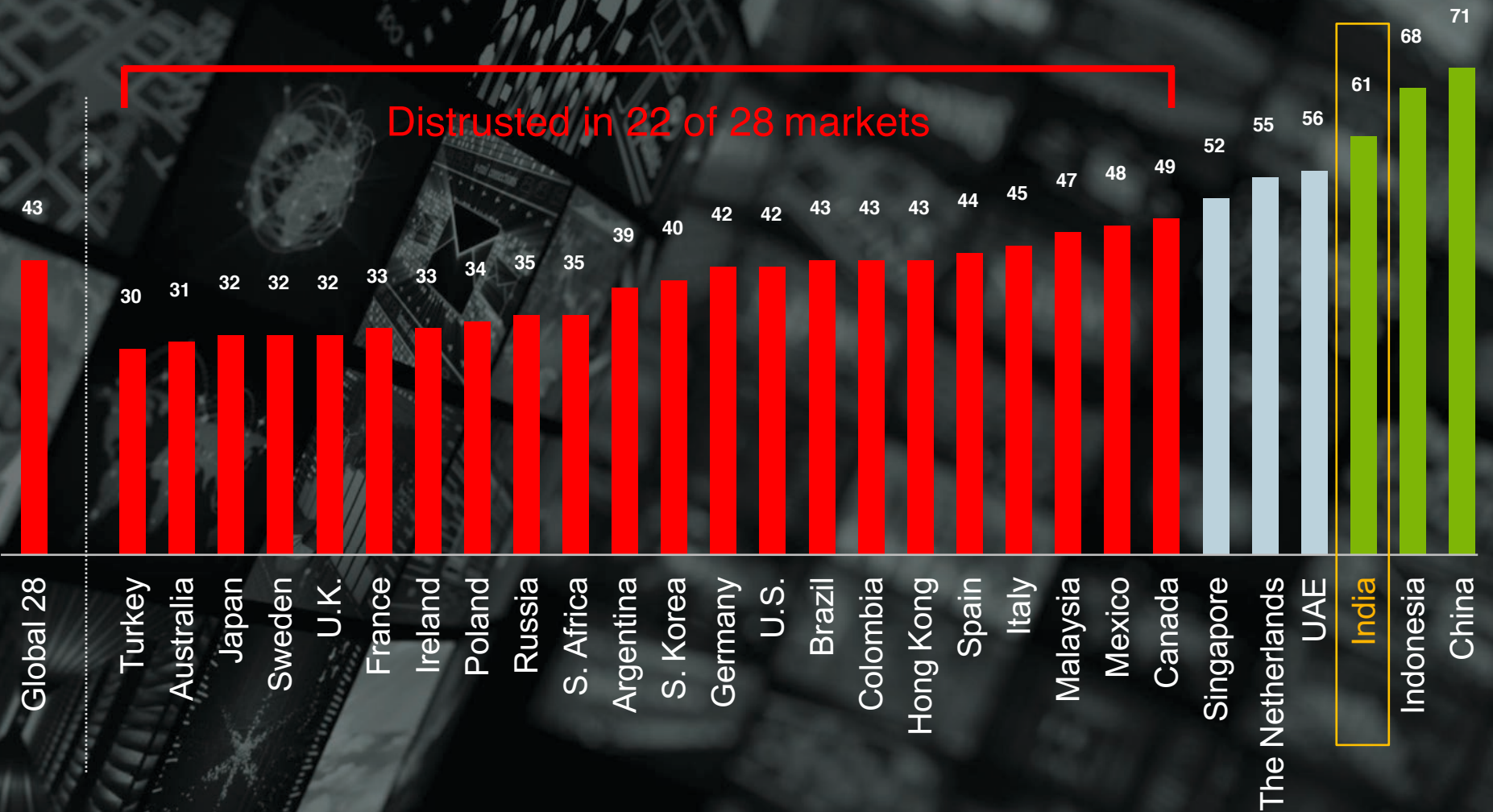
Educate people on important issues

In 2018, Media is the Least Trusted Globally

Percent trust in media, and change from 2017 to 2018



■ Distrust
 ■ Neutral
 ■ Trust

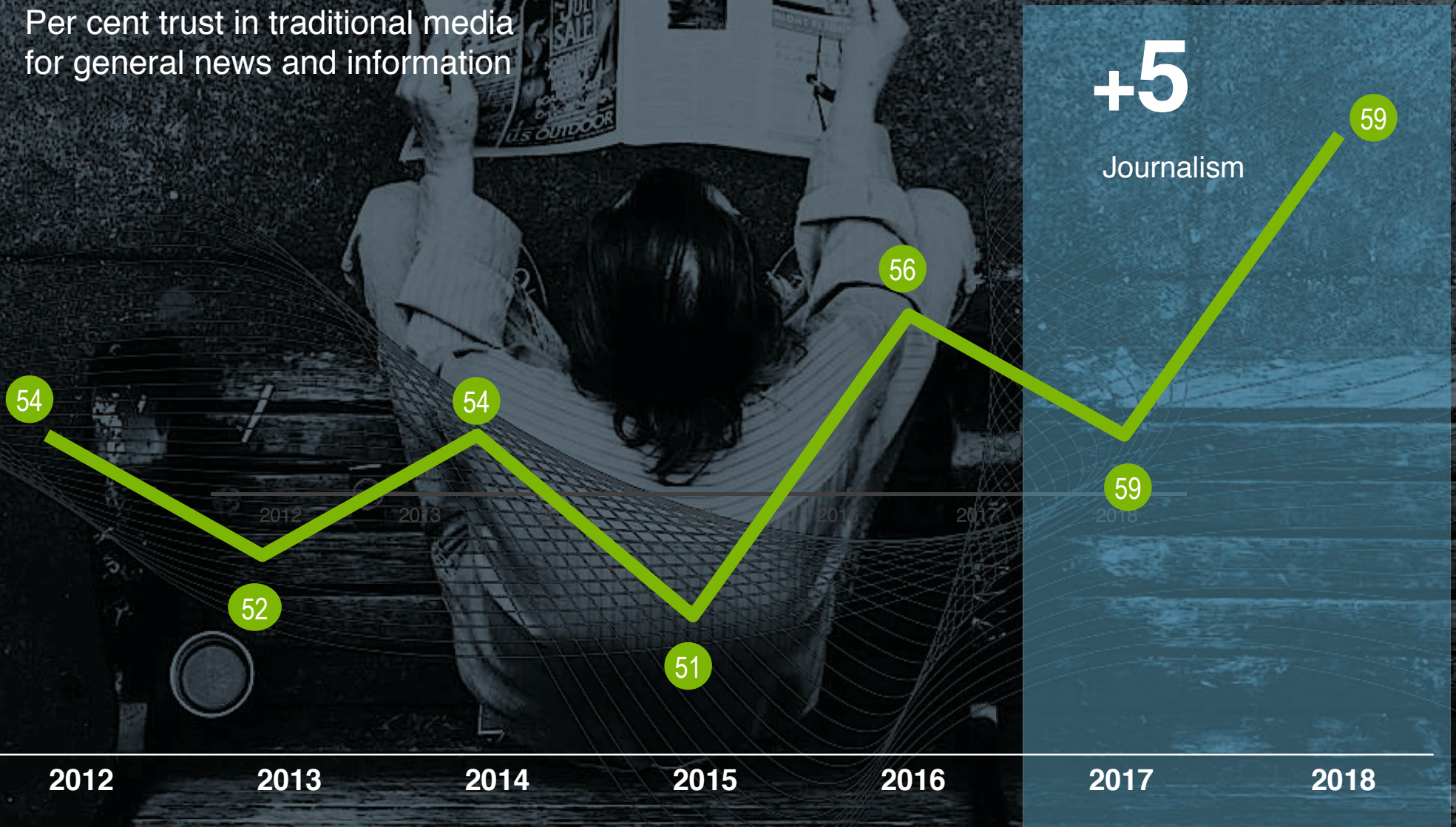


Source: 2018 Edelman Trust Barometer. General population, 28-market global total.



But Trust Rebounds for Journalism in Traditional Media

Per cent trust in traditional media for general news and information

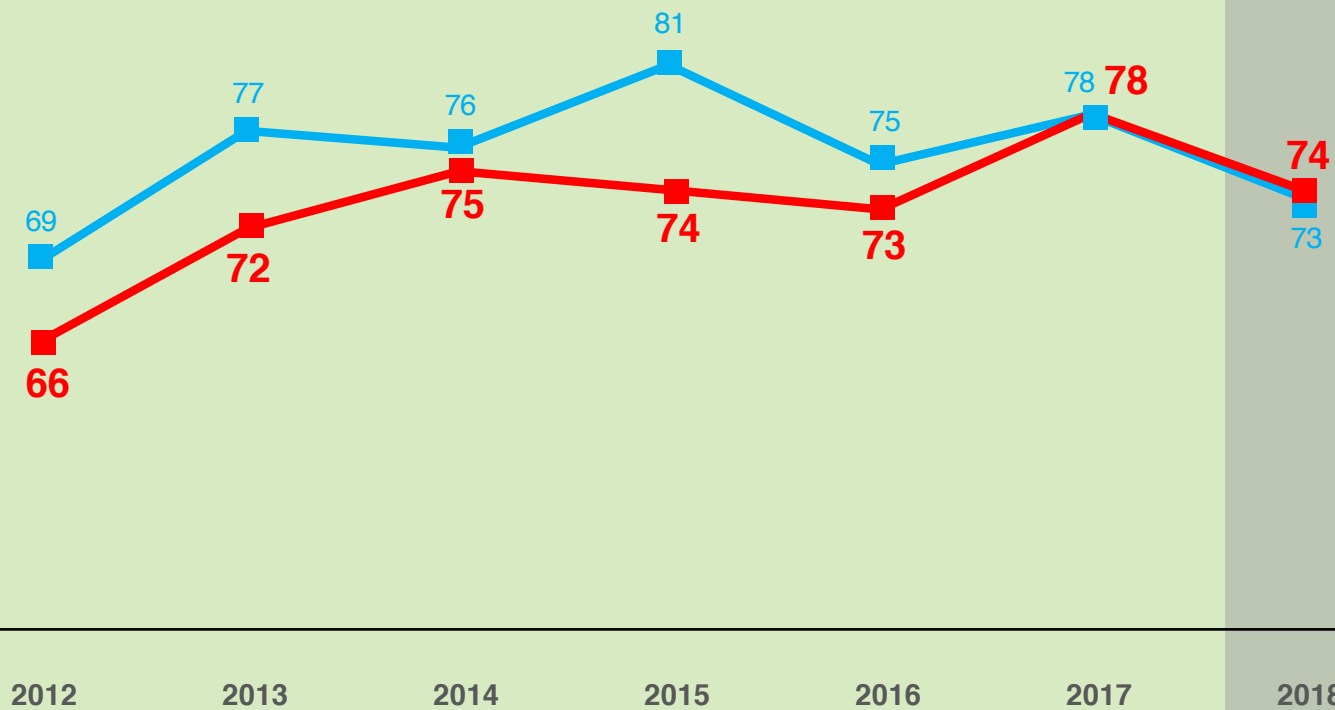


Source: 2018 Edelman Trust Barometer. When looking for general news and information, how much would you trust each type of source for general news and information? General population, 25-market global total. Journalism is an average of traditional media and online-only media.



Trust in Journalism and Platforms Declines

Percent trust in each source for general news and information, 2012 to 2018, in India



■ Average trust in traditional and online-only media
■ Average trust in search engines and social media platforms

-4

Journalism

-5

Platforms

Source: 2018 Edelman Trust Barometer. General population, India. Journalism is an average of traditional media and online-only media. Platforms is an average of search engines and social media.

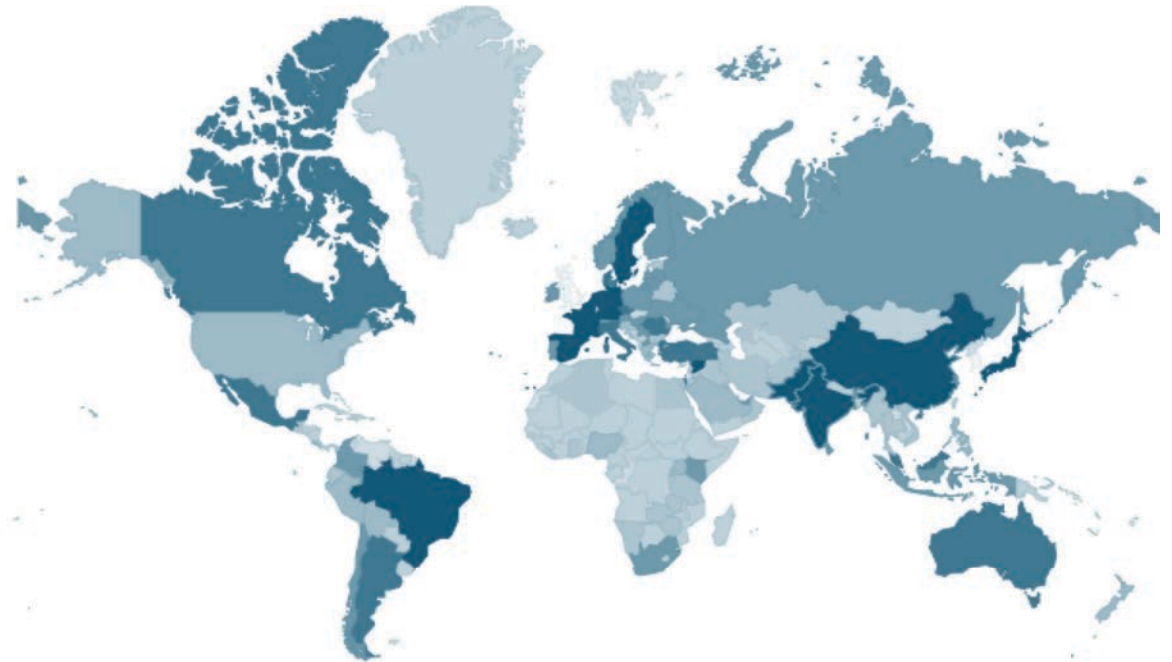


Data sources in WPT 2018:

World Bank (217 countries);
PwC (53); Chartbeat (242)
Zenith (81); Ipsos (63);
WAN-IFRA member associations
(30), WAN-IFRA Outlook (63).

Additional data from 2018:

Edelman Trust Barometer,
International Monetary Fund,
International
Telecommunications Union.



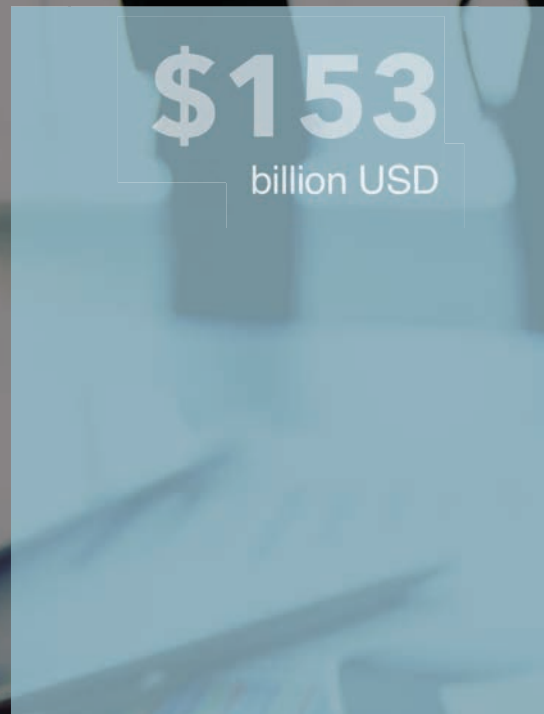


1. REVENUE



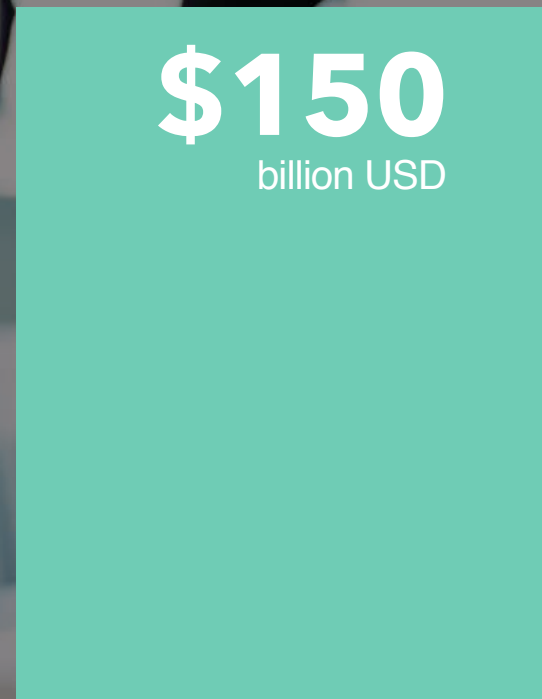
The Bottom Line

Newspaper primary revenue streams, billion USD



2016

DOWN 2%
COMPARED TO THE
PREVIOUS PERIOD



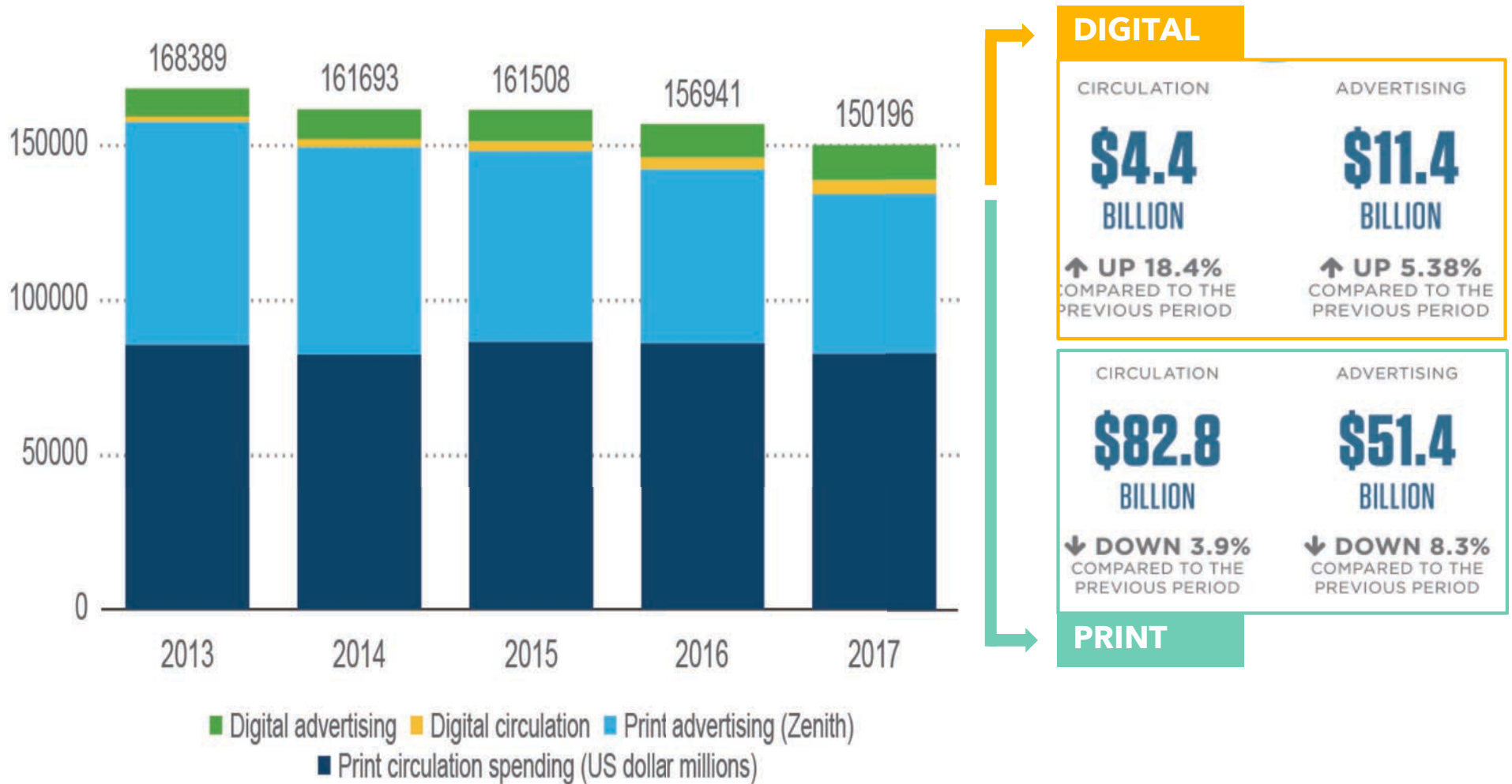
2017

DOWN 4,4%
COMPARED TO THE
PREVIOUS PERIOD



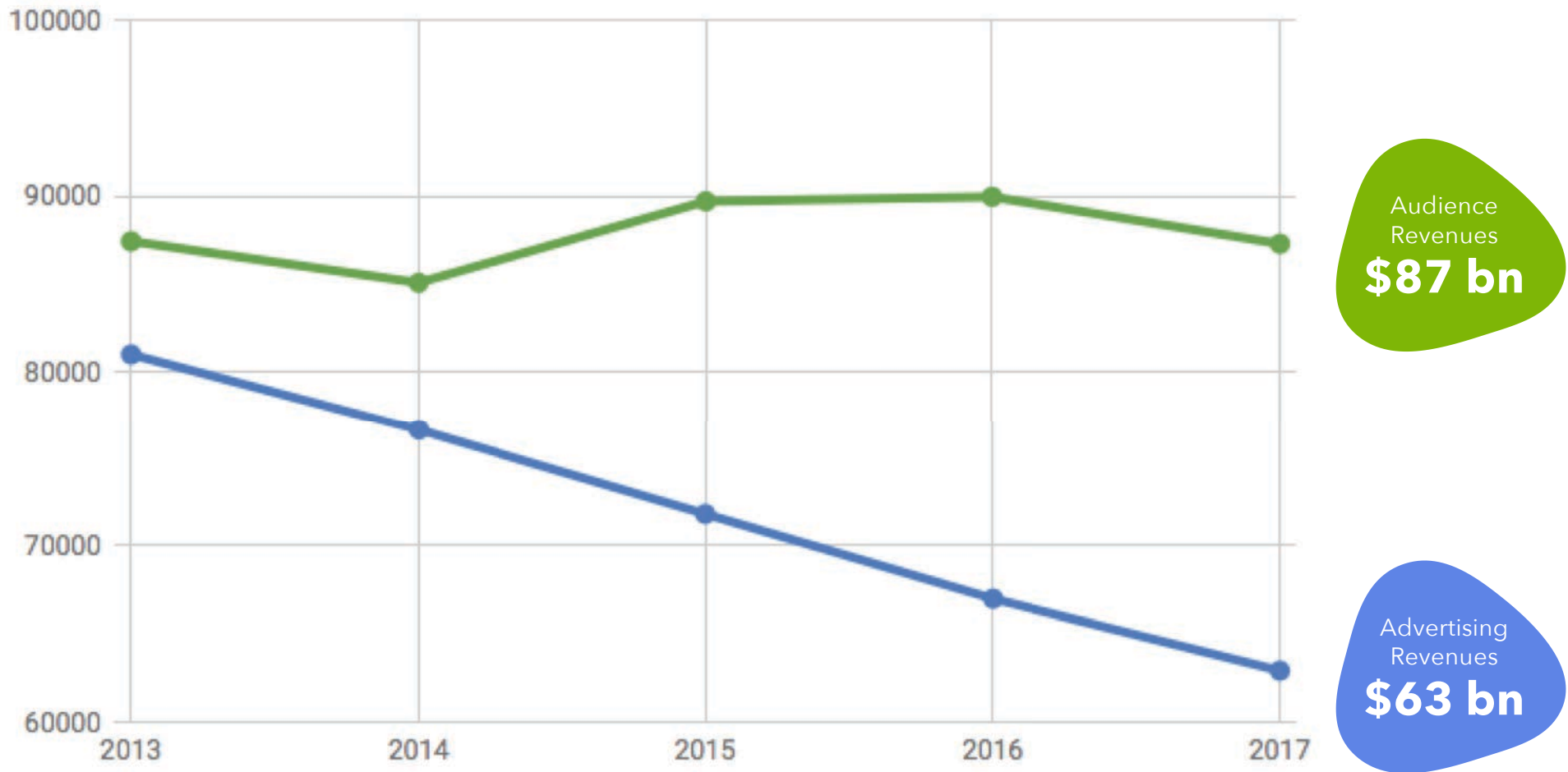
Global primary newspaper revenue sources

Reliance on print still a reality





The shift to **audience-based** revenue continues to outpace ad revenue, but is it enough?

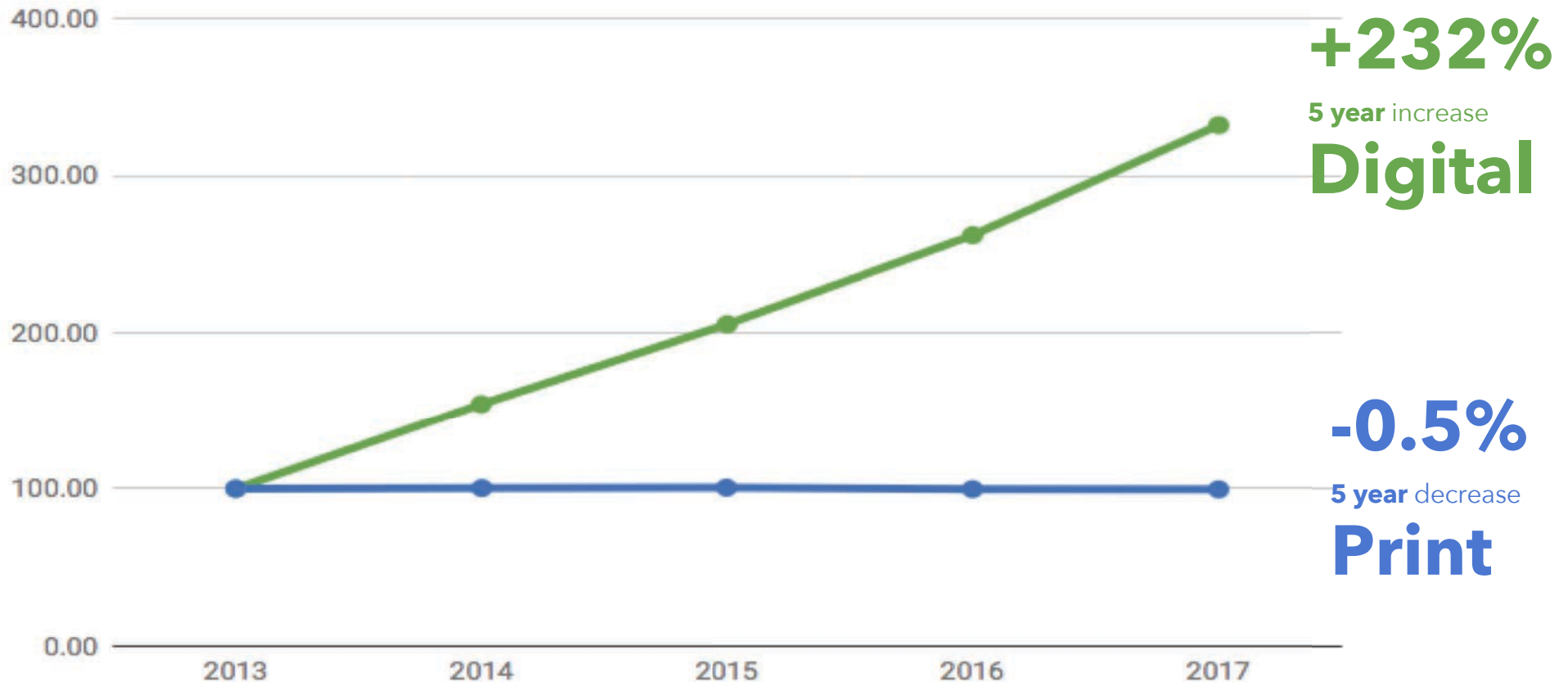




2. READER REVENUE



Global **print circulation** stable, digital audiences continue to grow as more publishers connect directly with audiences

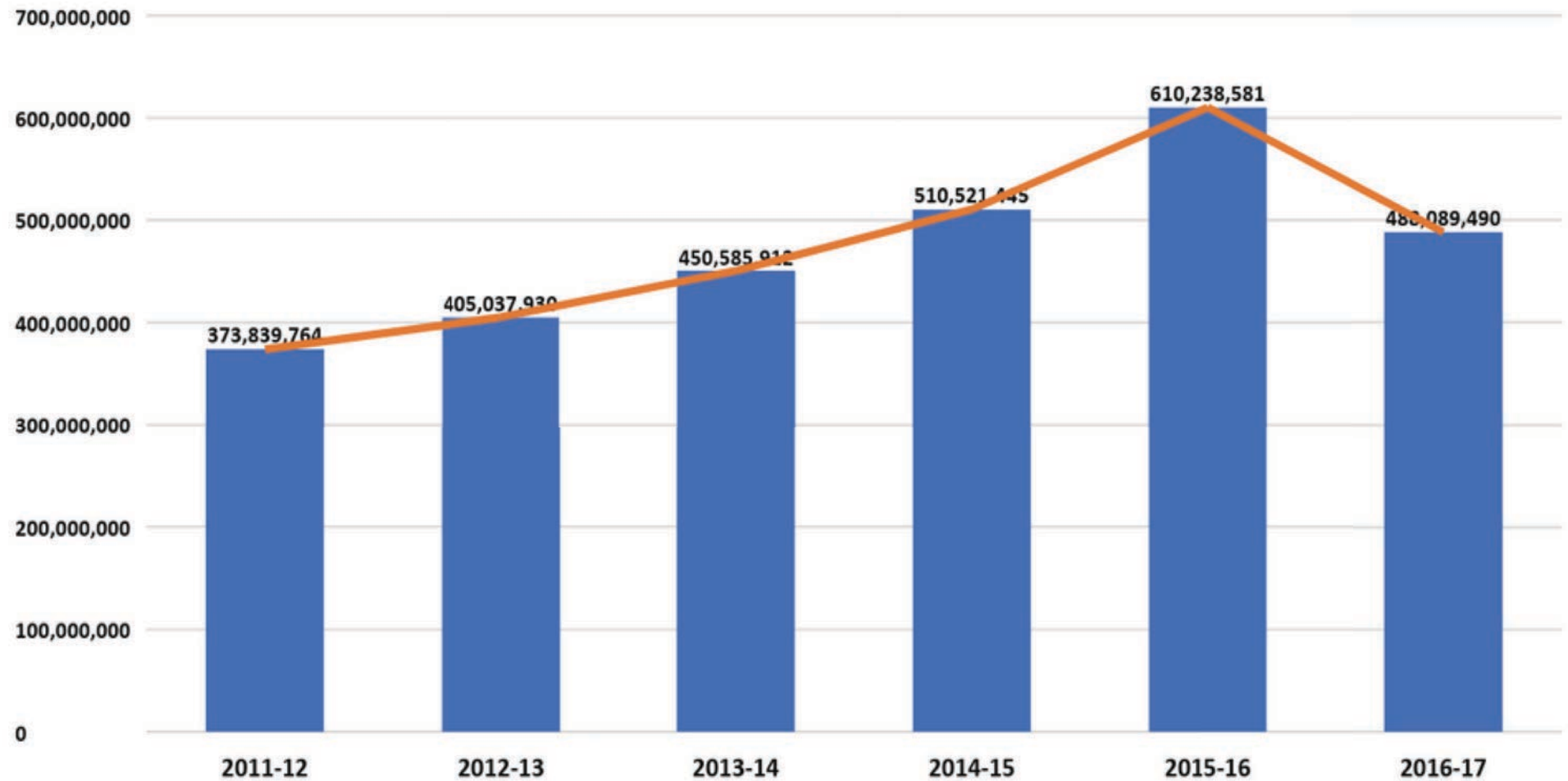


Source: Global print and digital circulation: 000s of units (indexed at 2013 = 100)
Analysis of data provided by PwC (Global Entertainment & Media Outlook 2018-2022)



India print circulation falls 20%

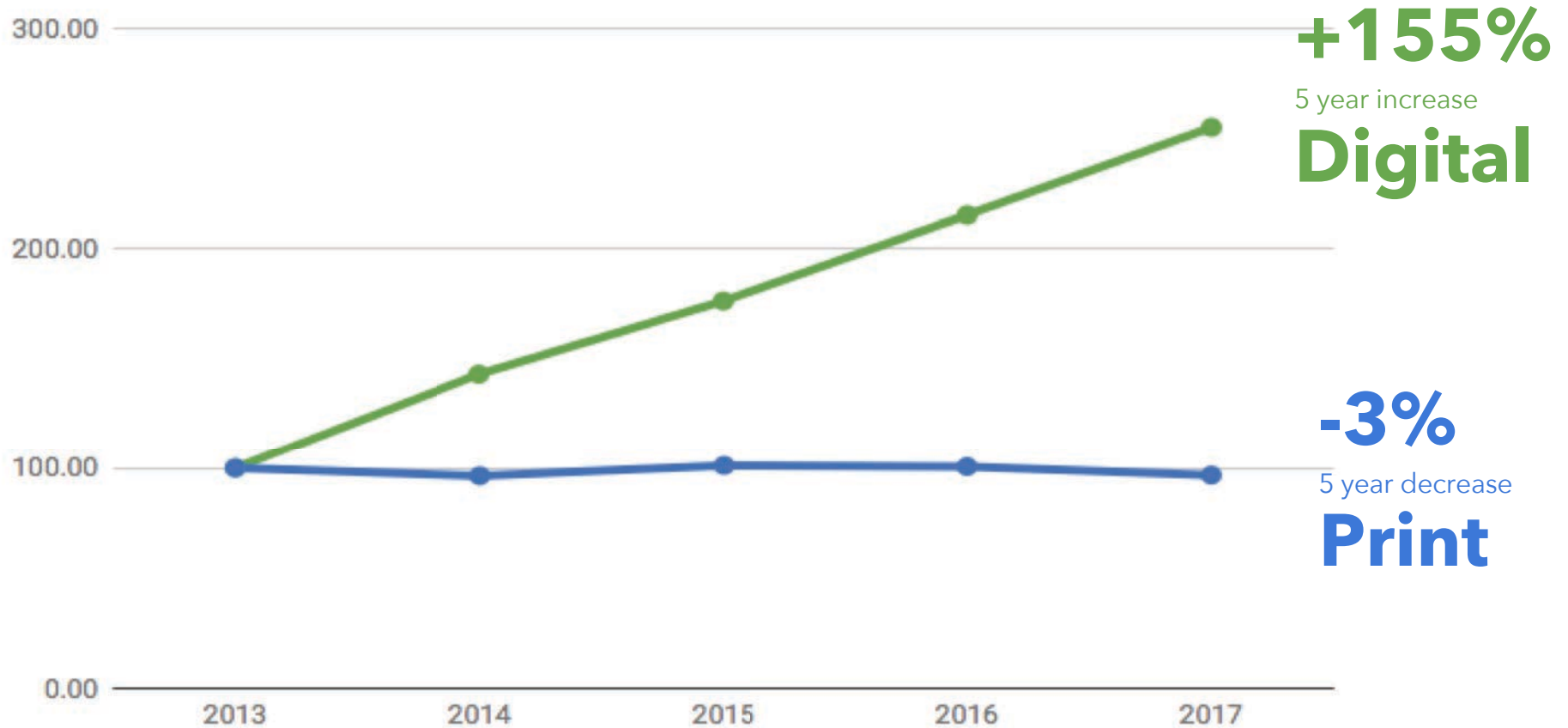
Anomaly? Year-on-Year development 2016-2017





Digital **circulation revenues** shoot up as more users pay directly for digital content

2013: index 100

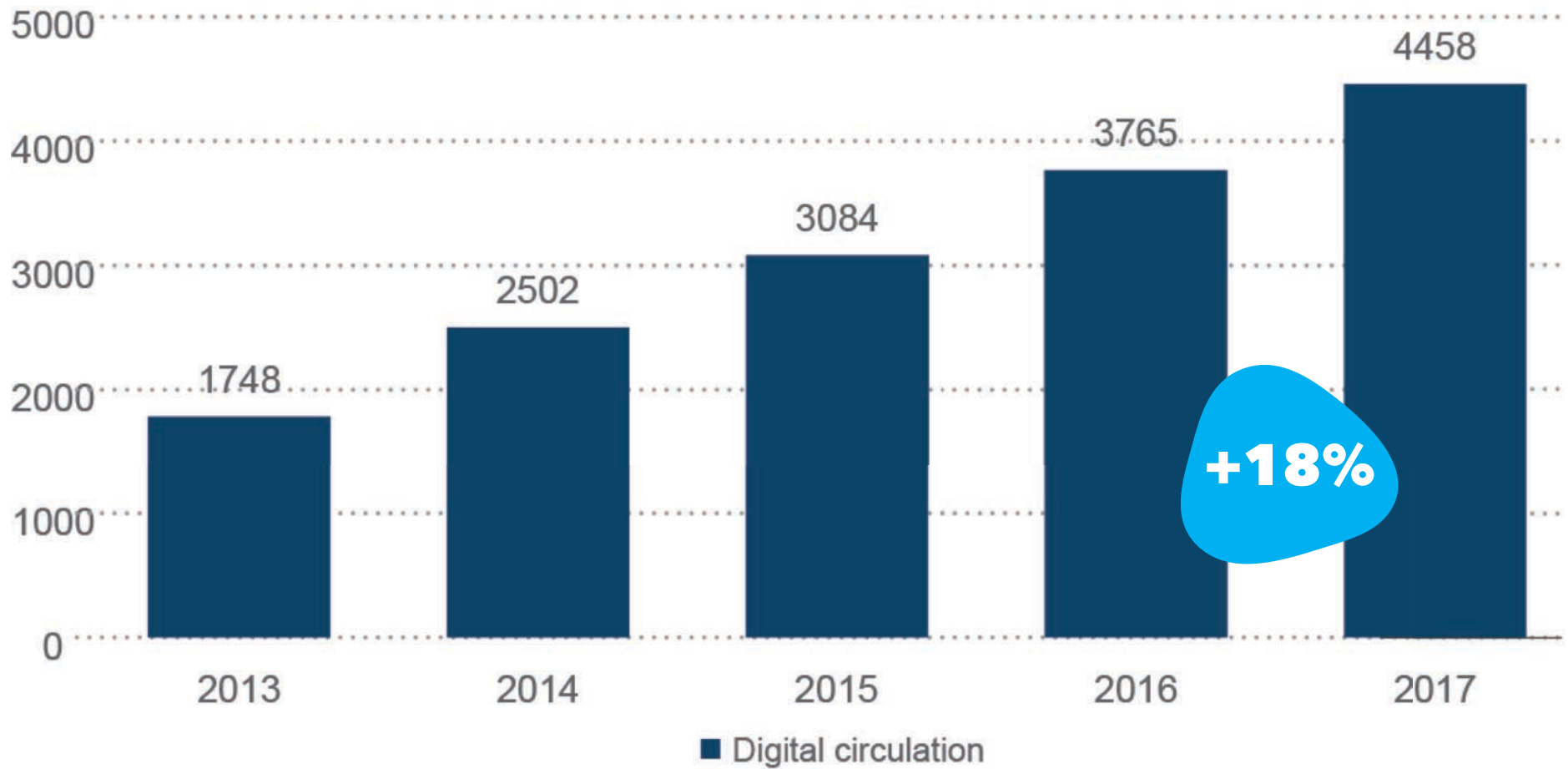


Indexed at 2013 = 100. Source: Global print and digital circulation: US dollar millions (indexed at 2013 = 100)
WPT analysis of data provided by PwC (Global Entertainment & Media Outlook 2018-2022)



Digital circulation revenues continue to climb

US dollar millions



Report reveals best-practice in retaining subscribers

WAN-IFRA recently published this report, talking to numerous publishers around the world who are turning their focus to retention of digital subscribers.

wan-ifra.org/reader_rev_report



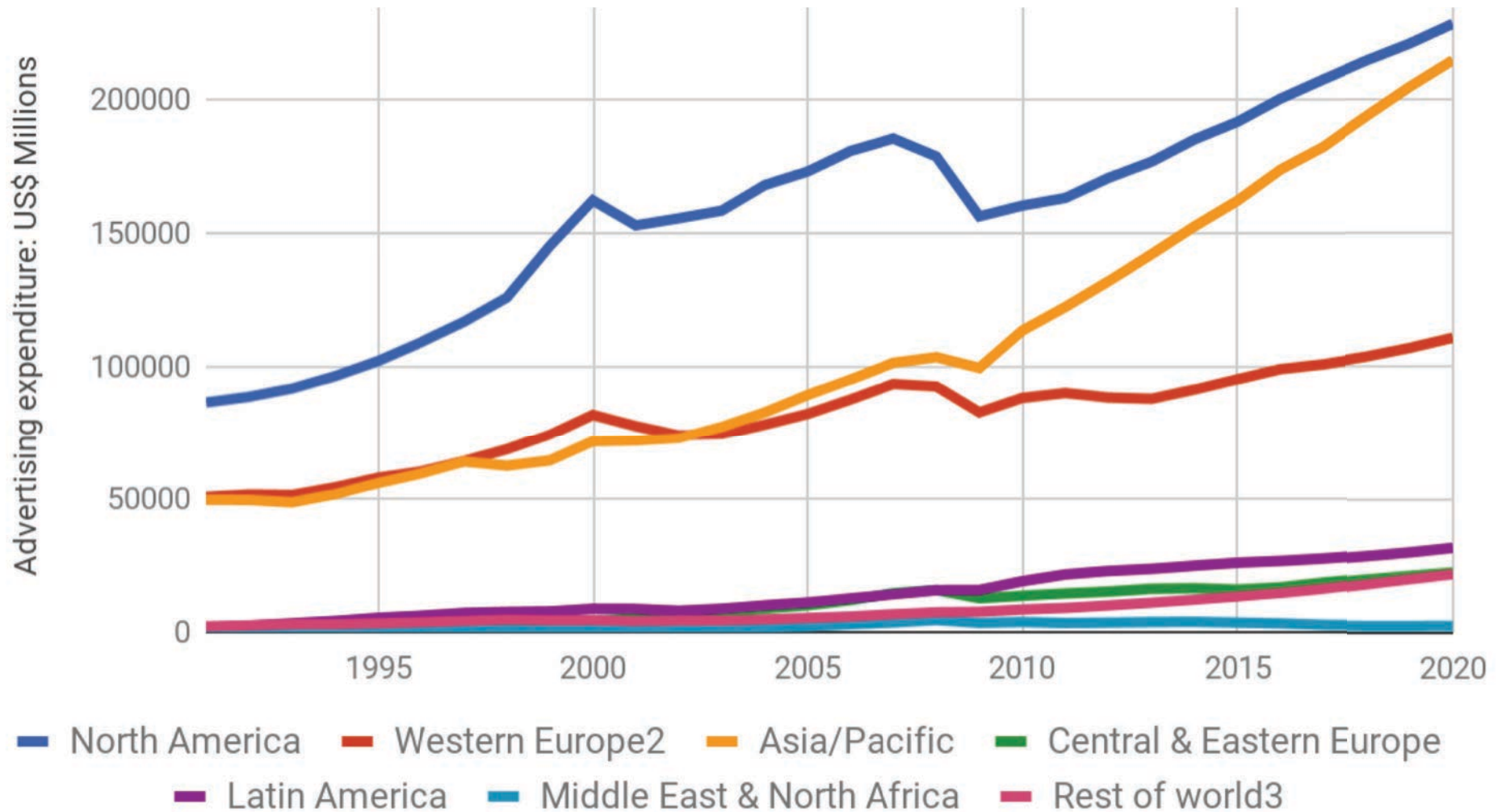
ERROR 404
ADVERT NOT FOUND
THE ADVERT YOU ARE LOOKING FOR MIGHT
HAVE BEEN REMOVED, HAD ITS NAME CHANGED
OR IS TEMPORARILY UNAVAILABLE

CHANNEL

3. ADVERTISING REVENUE



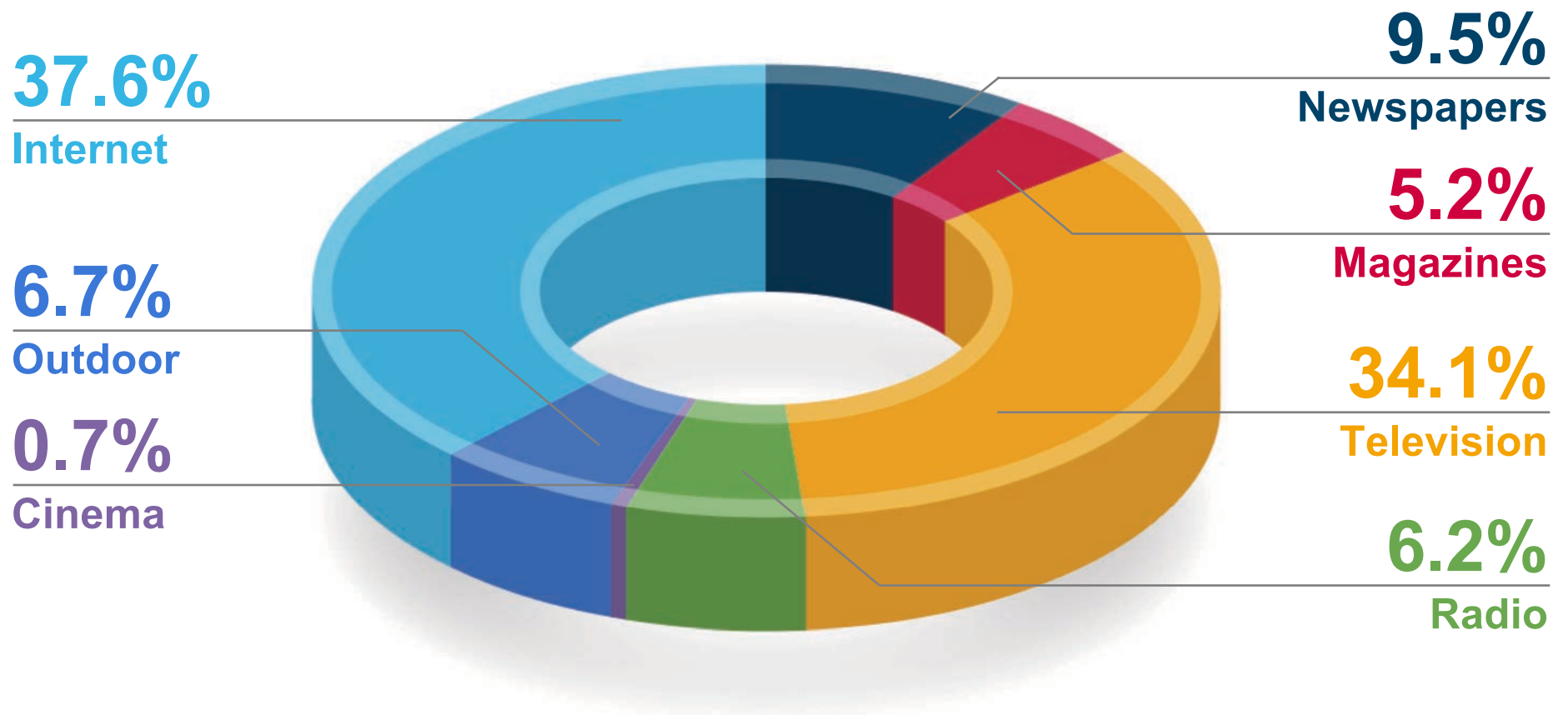
Global advertising expenditure keeps rising



Source: Zenith, 2018, projected to 2020.



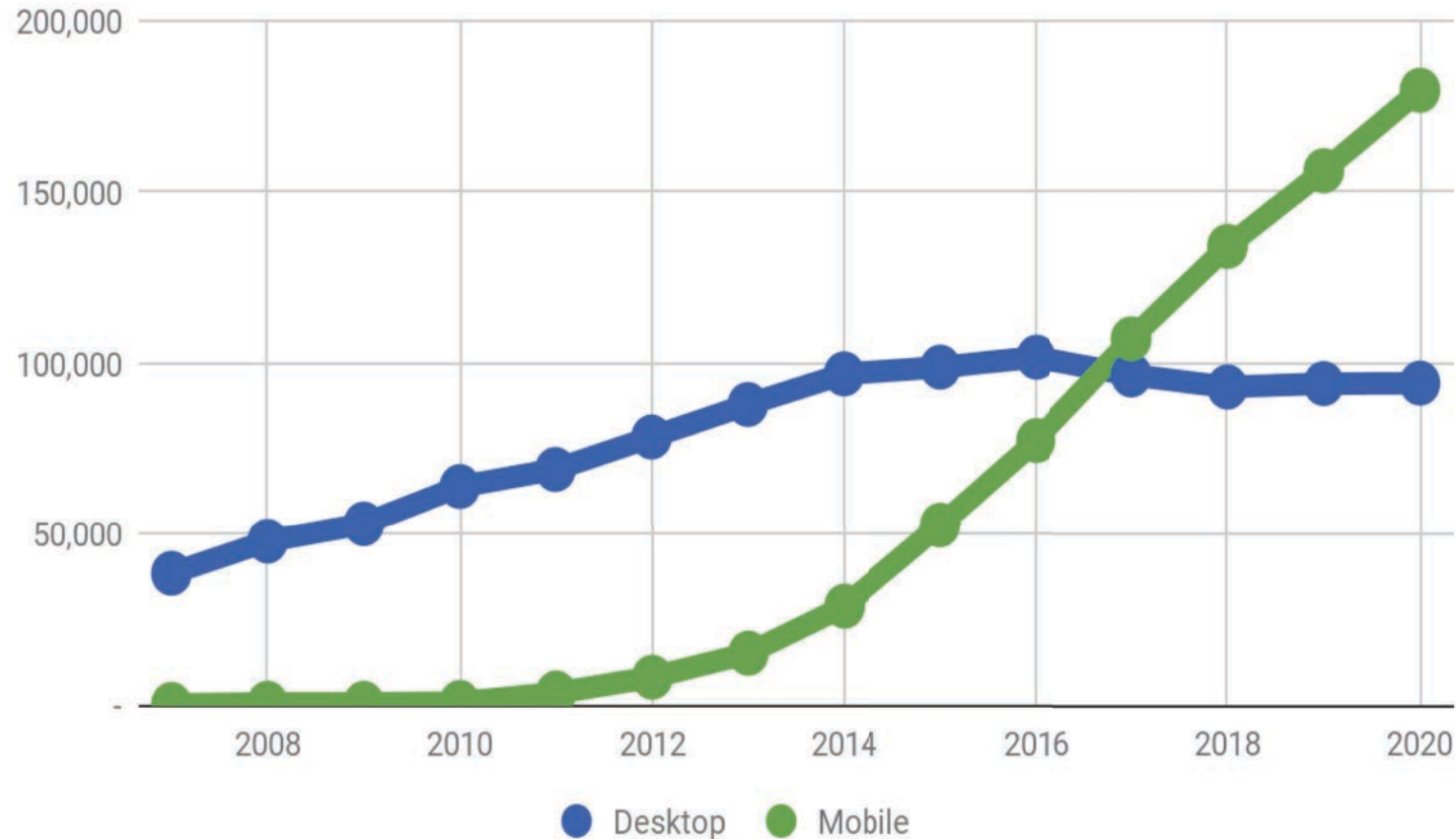
Newspapers' share of ad spend has now dipped under 10%





Mobile Advertising Spike

Zenith estimates that mobile will account for 65.6% of internet expenditure and 29.3% of all expenditure in 2020 – more than all the traditional media except television put together



+38%

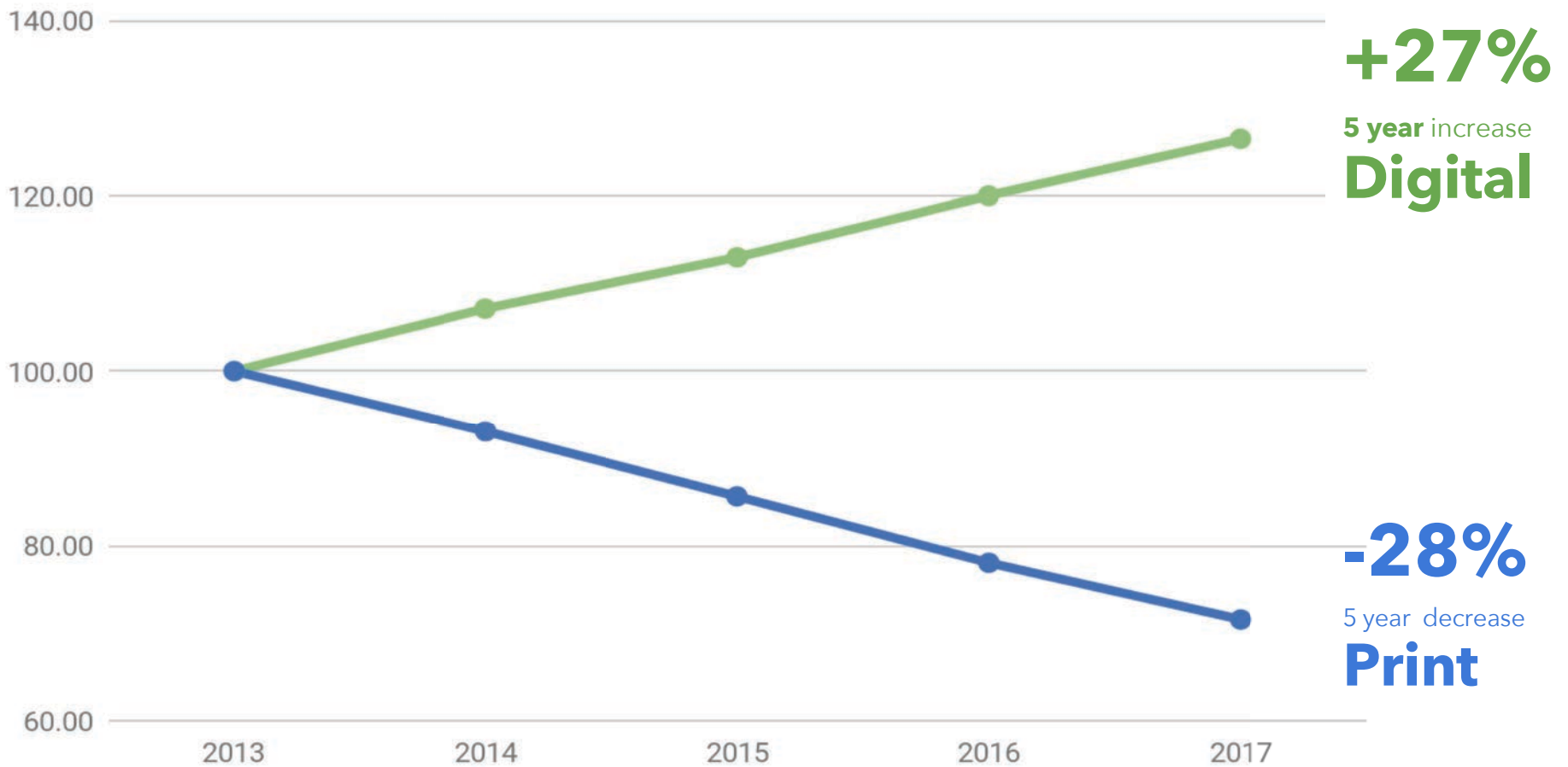
Mobile adspend in 2017

-5%

Desktop adspend in 2017



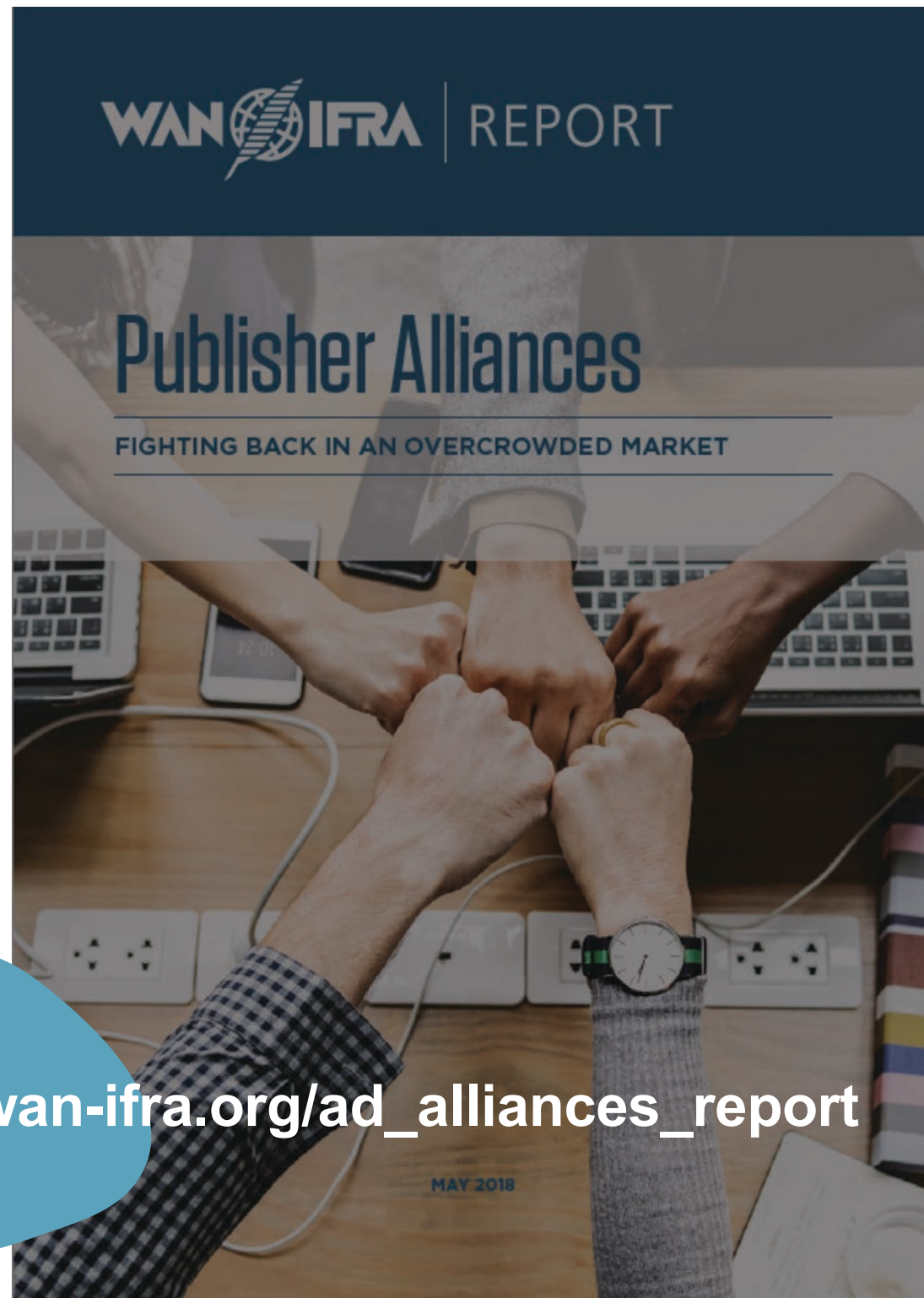
The Advertising Revenue Conundrum



Source: Global print and digital circulation revenues: US dollar millions (indexed at 2013 = 100)
Analysis of revenue data provided by PwC (Global Entertainment & Media Outlook 2018-2022)

Joining forces

To tackle some of the huge challenges on the digital advertising side, publishers are increasingly joining and forming advertising alliances, as WAN-IFRA reported in one of its most recent research reports. Download it below:



wan-ifra.org/ad_alliances_report

4. TAKEAWAYS



KEY FIGURES SNAPSHOT

\$150
billion

Overall primary revenue streams **contracted by 4.4%** (YoY)

58%

58% of newspapers' overall revenue comes from **circulation sales.**

90%

Print revenues still account for nearly **90% of overall revenues globally.**

↑ Digital circulation revenues **increased by 18.4%**

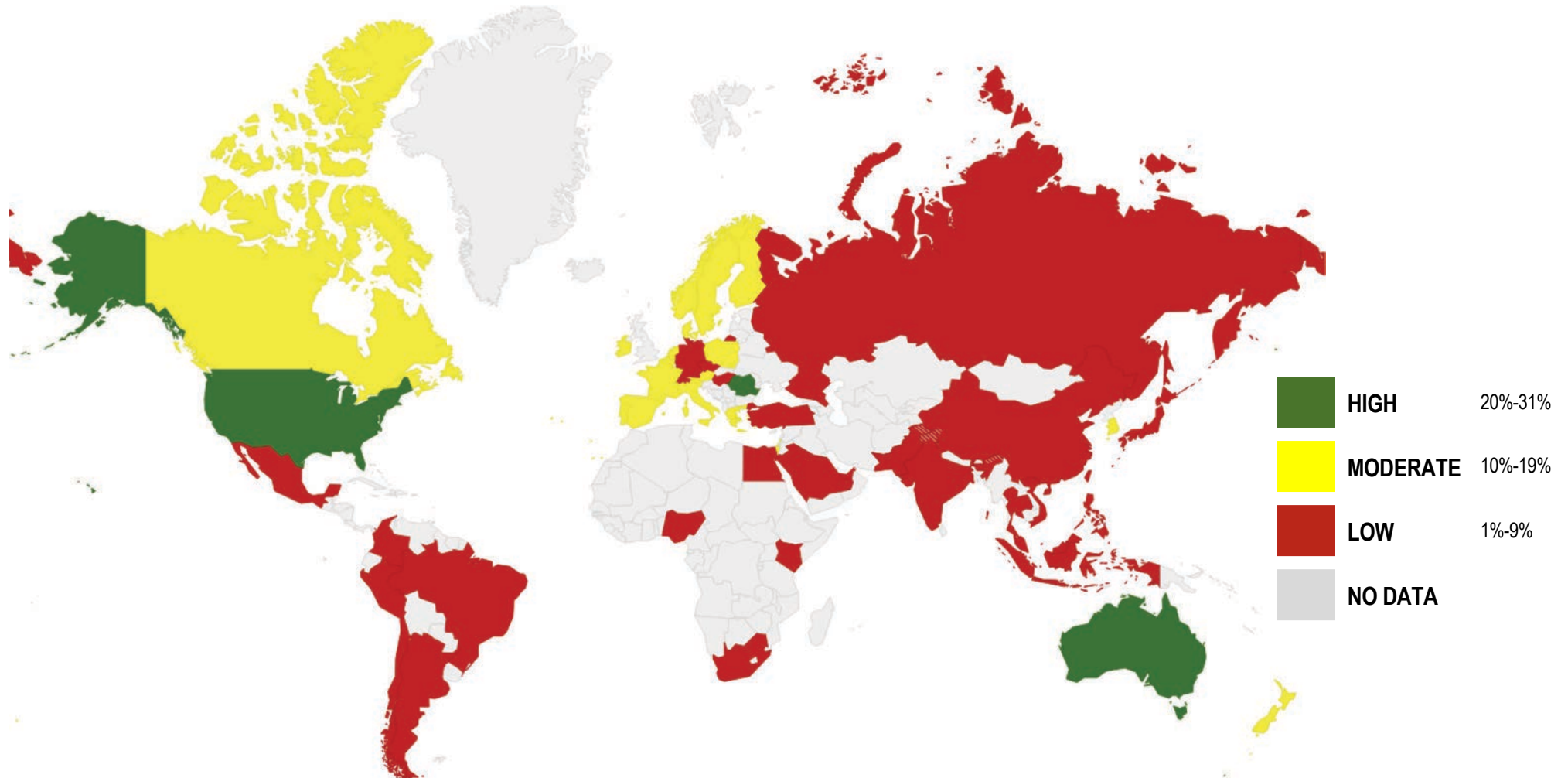
↑ Digital advertising revenues **increased by 5.38%**

↓ Print circulation revenues **declined by 3.9%**

↓ Print advertising revenues **declined by 8.3%**

The pace of transformation from print to digital is accelerating

Percentage of overall revenues derived from digital activities



Source: WPT analysis proposed by Prof Castulus Kolo of data provided by PwC (Global Entertainment & Media Outlook 2018-2022)

value

What is the ~~cost~~ of

TRUST?

The impact on trust on the performance of news and the revenues of newsmedia firms worldwide is undeniable



The greater the trust (Edelman Trust Barometer 2018), the greater the:

- ▶ digital **circulation** figures $r = .57; p < .001$
- ▶ print **circulation** figures $r = .59; p < .001$
- ▶ print advertising **revenues** $r = .50; p < .001$
- ▶ print circulation **revenues** $r = .44; p < .01$
- ▶ digital advertising **revenues** $r = .24; p < .05$

Sources: PwC (Global Entertainment & Media Outlook 2018-2022) and Edelman Trust Barometer 2018; Analysis: Pearson's r correlation ($r > .5$ = strong correlation). Significance ($p < .001$ means a 1 in a 1000 probability that these results could have been achieved by chance).

A photograph of Mark Zuckerberg at a public hearing. He is in the center, looking slightly to the right. To his right, another man is partially visible. In the background, a banner reads "ERCE.HOUSE.GOV | COMMERCE". A camera is visible on the left side of the frame.

ERCE.HOUSE.GOV | COMMERCE

Regulation of media and technology firms
may be inevitable

BUT the wrong regulation

will impact the performance of everyone

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



www.wptdatabase.org

THANK YOU!



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WAN-IFRA leads the global conversation that matters for the future of independent news publishing

MEDIA FREEDOM

Protect the rights of journalist to operate free media

MEDIA SUSTAINABILITY

provide our members with professional services to help their business prosper

MEDIA INNOVATION

Bring the outside in, looking beyond what is already known