

Manfred Werfel 2017-04-19

Print-Online Performance Gap

PRINT-ONLINE PERFORMANCE GAP

World Printers Forum Report: A US-only study raises debate



US Metropolitan Newspapers Between Print and Digital

Study by Hsiang Iris Chyi and Ori Tenenboim
(University of Texas, Austin, USA)

Report: Summary of Study & Experts Interviews

Published by World Printers Forum, 21 March 2017

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Hsiang Iris Chyi

Author of "Trial and Error: US Newspapers' Digital Struggles toward Inferiority," is an Associate Professor in the School of Journalism at the University of Texas at Austin, USA.

Focus On Metro Newspapers



The study selected all newspapers with daily circulations of more than 120,000.

The final sample consists of 51 metro daily newspapers, from A (Arizona) to W (Wisconsin).

TAB. 1: MAJOR US NEWSPAPERS' IN-MARKET PRINT AND ONLINE READERSHIP/REACH, 2015¹¹

State	Newspaper	Print		Online	
		Readership	Reach	Readership	Reach
Arizona	The Arizona Republic	1,282,828	33 %	641,452	16 %
Arkansas	Arkansas Democrat-Gazette	511,356	45 %	63,889	6 %
California	Los Angeles Times	3,328,388	24 %	1,502,302	11 %
California	San Francisco Chronicle	1,098,968	19 %	725,017	13 %
California	San Jose Mercury News	1,828,706	32 %	633,977	11 %
California	The Orange County Register	1,096,503	8 %	415,414	3 %
California	The Press-Enterprise	572,889	4 %	196,037	1 %
California	The Sacramento Bee	770,680	24 %	256,850	8 %
California	U-T San Diego	916,212	37 %	271,819	11 %
Colorado	The Denver Post	1,016,547	31 %	322,225	10 %
Connecticut	The Hartford Courant	591,431	28 %	168,235	8 %
Florida	Orlando Sentinel	882,172	28 %	275,950	9 %
Florida	South Florida Sun-Sentinel	687,846	19 %	201,277	6 %
Florida	Tampa Bay Times	1,097,400	30 %	175,152	5 %
Florida	The Miami Herald	943,478	26 %	281,286	8 %
Florida	The News-Press	274,641	27 %	57,713	6 %
Florida	The Tampa Tribune	705,802	20 %	206,509	6 %
Georgia	Atlanta Journal-Constitution	1,261,091	25 %	748,534	15 %
Hawaii	Honolulu Star-Advertiser	556,996	50 %	122,294	11 %
Illinois	Chicago Sun-Times	1,693,644	23 %	451,538	6 %
Illinois	Chicago Tribune	2,411,373	33 %	883,485	12 %
Indiana	The Indianapolis Star	747,841	33 %	243,426	11 %
Kentucky	The Courier-Journal	619,026	46 %	116,884	9 %
Massachusetts	The Boston Globe	1,292,997	25 %	842,798	16 %
Michigan	Detroit Free Press	1,337,559	36 %	512,932	14 %

Indiana	The Indianapolis Star	747,841	33 %	243,426	11 %
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Massachusetts	The Boston Globe	1,292,997	25 %	842,798	16 %
Michigan	Detroit Free Press	1,337,559	36 %	512,932	14 %
Minnesota	St. Paul Pioneer Press	698,848	20 %	189,771	5 %
Minnesota	Star Tribune	1,481,656	42 %	466,800	13 %
Missouri	St. Louis Post-Dispatch	933,935	38 %	354,057	14 %
Missouri	The Kansas City Star	722,333	39 %	211,196	11 %
Nevada	Las Vegas Review-Journal	571,947	36 %	169,738	11 %
New Jersey	The Star-Ledger	1,203,064	7 %	940,220	6 %
New York	New York Daily News	3,293,146	20 %	853,669	5 %
New York	Newsday	1,727,648	10 %	583,108	4 %
North Carolina	The Charlotte Observer	679,980	29 %	231,627	10 %
North Carolina	The News & Observer	559,487	24 %	196,447	8 %
Ohio	The Columbus Dispatch	708,687	38 %	180,912	10 %
Ohio	The Plain Dealer	931,483	31 %	334,573	11 %
Oregon	The Oregonian	807,434	32 %	440,753	18 %
Pennsylvania	Pittsburgh Post-Gazette	635,753	28 %	216,383	9 %
Pennsylvania	The Philadelphia Inquirer	1,394,400	22 %	458,441	7 %
Pennsylvania	Tribune-Review	724,128	32 %	173,449	8 %
Texas	Austin American-Statesman	622,672	40 %	255,751	16 %
Texas	Fort Worth Star-Telegram	798,304	15 %	388,135	7 %
Texas	Houston Chronicle	1,587,093	32 %	500,424	10 %
Texas	San Antonio Express-News	783,880	40 %	279,587	14 %
Texas	The Dallas Morning News	1,361,341	25 %	416,763	8 %
Utah	Deseret News	348,975	16 %	241,404	11 %
Virginia	The Virginian-Pilot	554,200	37 %	205,037	14 %
Washington	The Seattle Times	1,201,321	31 %	522,633	13 %
Washington DC	The Washington Post	2,131,608	41 %	1,075,807	21 %
Wisconsin	Milwaukee Journal Sentinel	753,384	42 %	273,950	15 %
Average		1,073,394	28.8 %	401,522	10 %

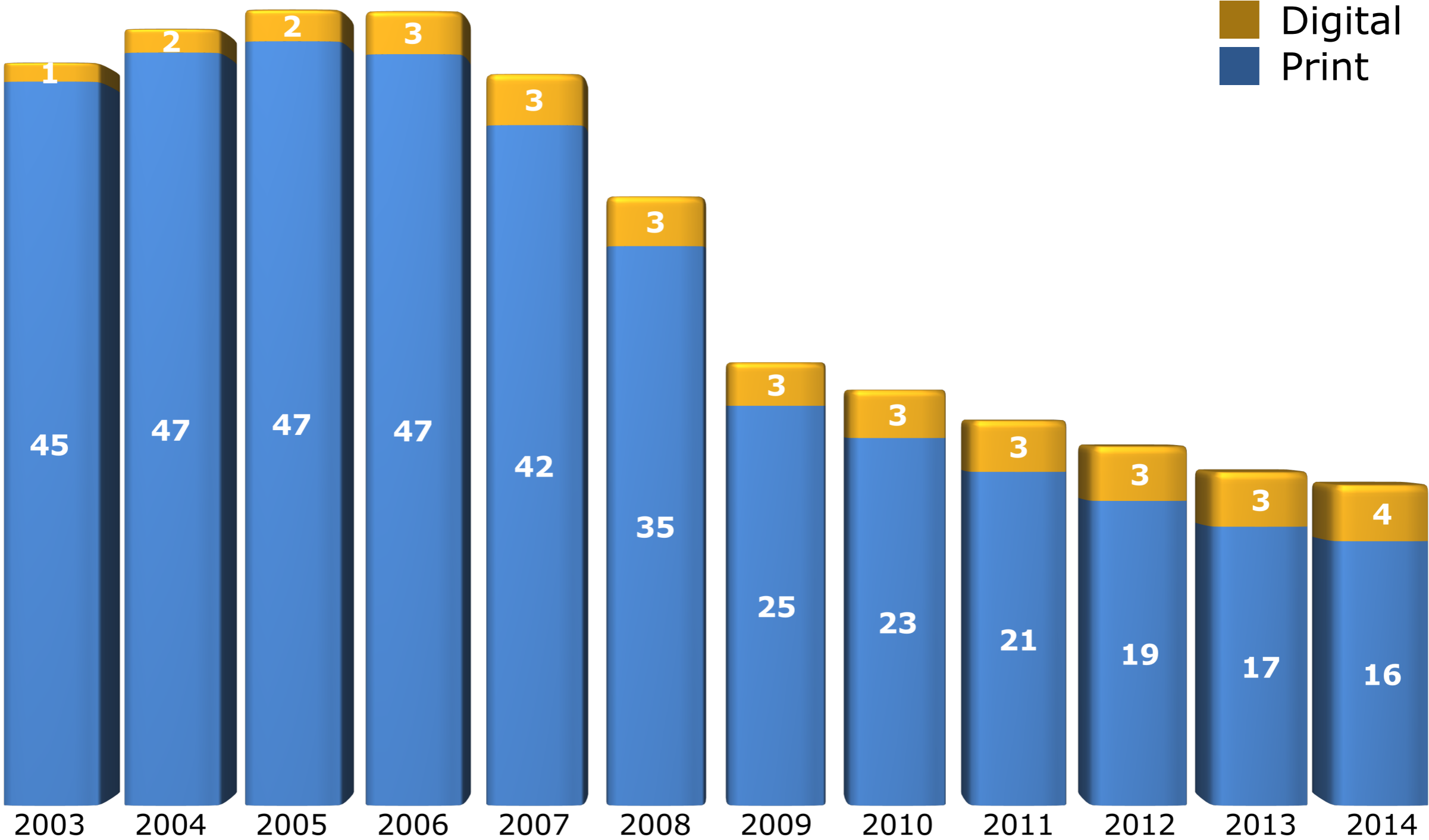
Print-Online Performance Gap



The (supposedly dying) print edition still outperforms the (supposedly dominating) digital edition by almost every standard – readership, engagement, subscription and advertising revenue – all by a wide margin.

US Newspaper Advertising Revenue

Billion US\$



Revenue



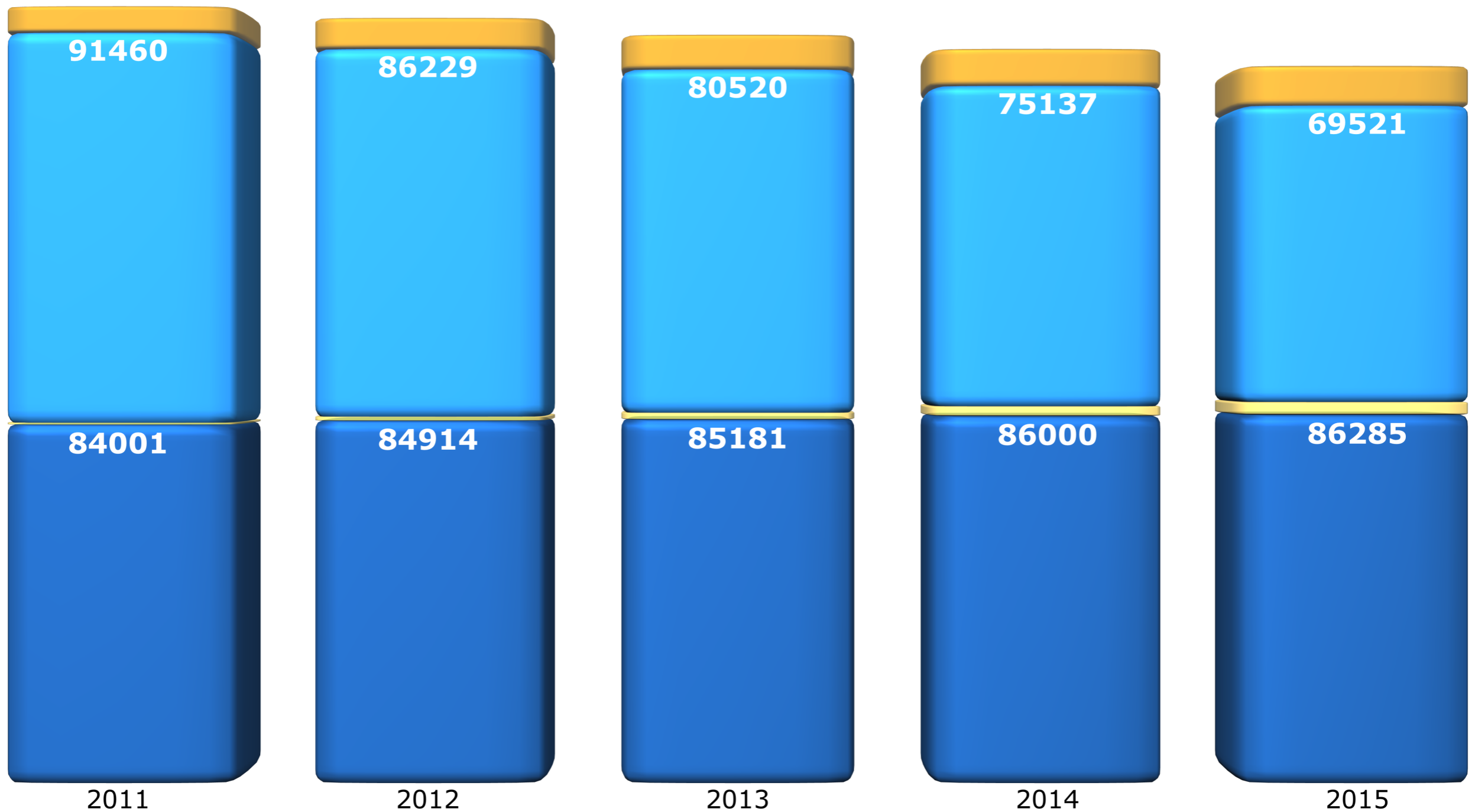
Newspapers have never generated sufficient digital revenue to cover the loss on the print side.

The NAA (now NMA) stopped releasing industry-wide revenue data after 2014, but the latest development is that three out of five publicly traded newspaper firms reported declines in their digital ad revenue in 2015.

Global Newspaper Revenue

Million US\$

■ Print Circulation ■ Digital Circulation
■ Print Advertising ■ Digital Advertising



Source: World Press Trends 2016 database and World Press Trends analysis

Readership

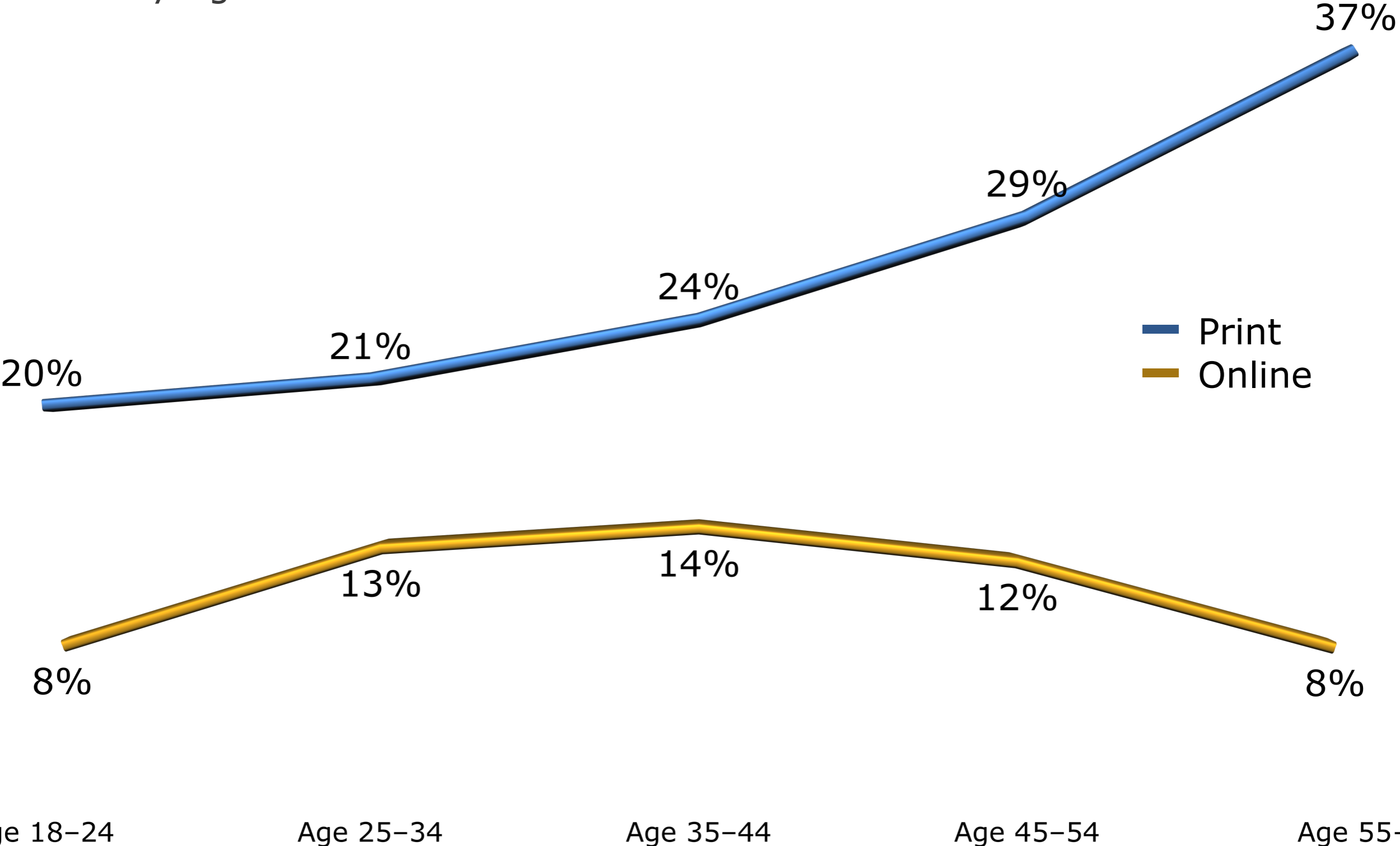


All 51 newspapers' print edition reaches more readers than the digital edition in these newspapers' home markets.

This is true across all age groups. Even among the youngest group, an average of 19.9% read the print edition of the newspaper during the past seven days; only 7.8% accessed the paper digitally.

In-market Print and Online Reach

2015 by Age



Results Readership Study



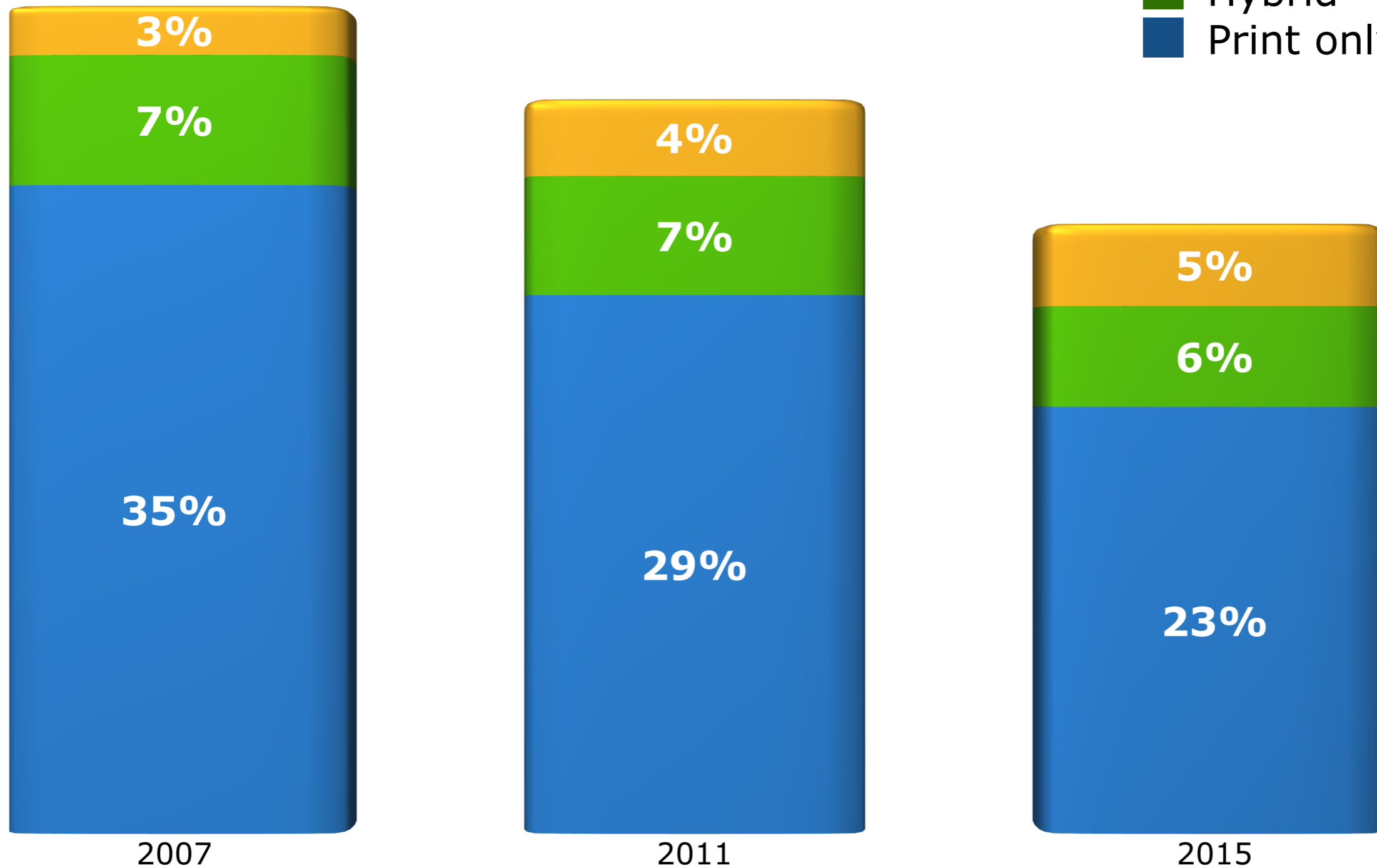
Print-only readers account for the majority of combined readership, followed by hybrid readers, who read both print and online editions, and online-only readers, who constitute the smallest audience segment.

More than a half of the newspapers under study actually experienced a decline in online readership between 2011 and 2015.

In-market Combined Readership

2007-2015-1

- Online only
- Hybrid
- Print only



News Aggregators



In 2008, Yahoo became the leading online news destination. In 2012, it remained the most visited news sites (26%), followed by Google (17%), CNN (14 %), local news sites (13%), and MSN (11%).

Only 5% of online news users named The New York Times, and 2% named The Wall Street Journal, USA Today, or The Washington Post their mostly visited news site.

Engagement



Beyond readership, user engagement with news sites, usually measured by “time spent,” is also problematic.

According to the NMA, average time per visit was 4.4 minutes, which amounted to 39 minutes per user throughout the month, or 78 seconds per day (NMA, 2012).

Neil Thurman, LMU Munich, and City University of London, UK



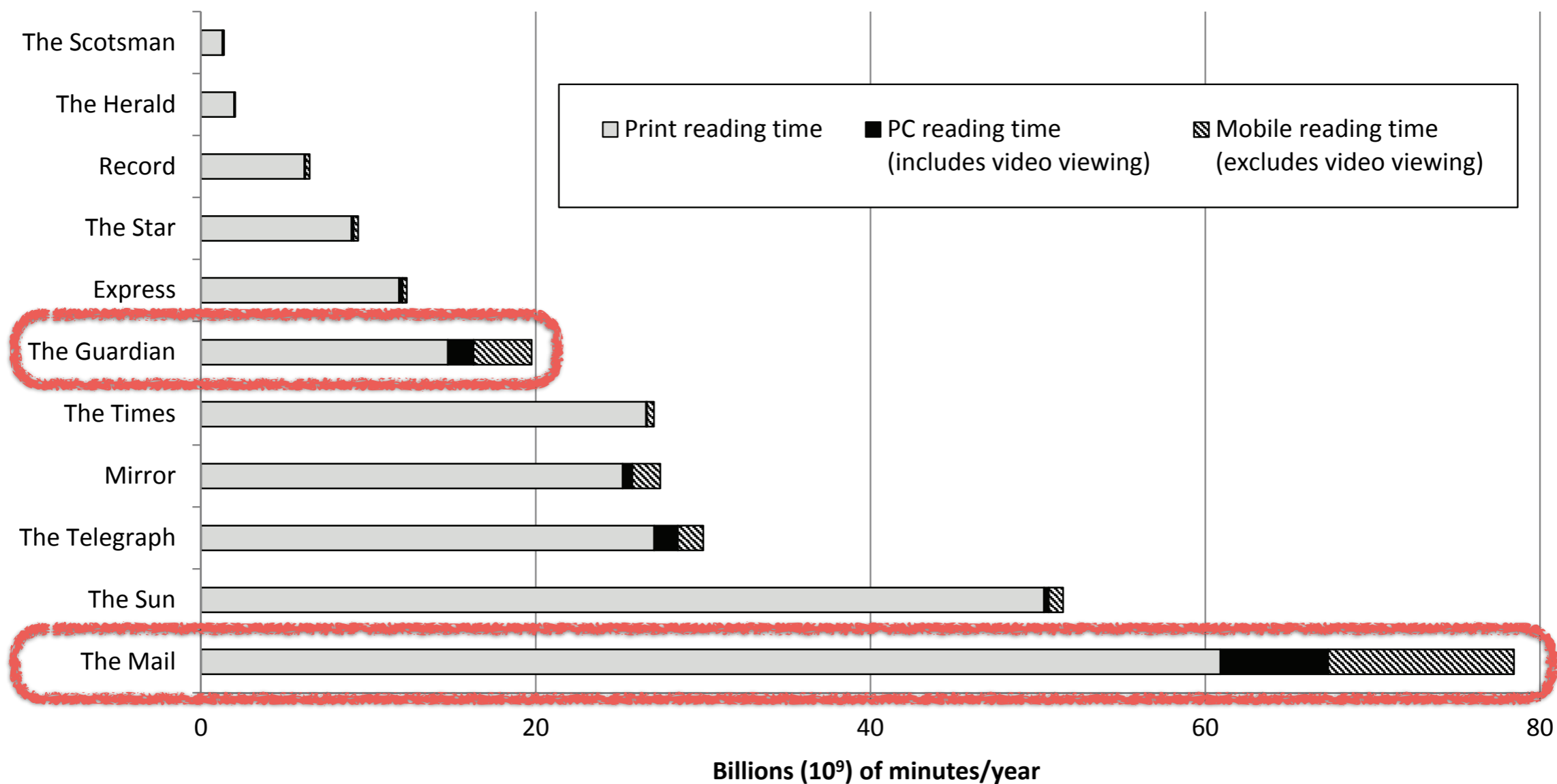
Of the time spent with UK newspaper brands by their British audiences, 88.5% is still in print with just 11.5 per cent online.

If we exclude The Mail and The Guardian ..., the other nine newspaper brands ... rely on the print channel for over 95% of the attention they receive.

Newspaper brands engage each of their online visitors for an average of less than 30 seconds a day, but their print readers for an average of 40 minutes.

FIGURE 1

Estimated total minutes spent reading by the aggregated British print, PC, and mobile readerships of each of 11 British national newspaper brands, April 2015–March 2016 (inclusive)



Sources: National Readership Survey, comScore.

Neil Thurman, Newspaper consumption in the mobile age, re-assessing multi-platform performance and market share using 'time-spent', published in Journalism Studies (tandfonline.com/10.1080/1461670X.2017.1279028)

Expert Opinions: Publishers

KASTURI BALAJI



Director, Kasturi & Sons Ltd, The Hindu Group, Chennai, India. K Balaji was Chairman of the World Printers Forum Board during the term of January 2015 through February 2017.

GERALD GRÜNBERGER



Managing Director of the Austrian Newspaper Publishers Association (VÖZ), Vienna, Austria

MARIO LAUER



Chief Marketing Officer, Süddeutsche Zeitung, Munich, Germany

HERMANN PETZ



Chairman of the Executive Board of Moser Holding, Innsbruck, Austria

MUJO SELIMOVIĆ



Founder of MIMS Co. and publisher of the daily paper Oslobodjenje, Sarajevo, Bosnia and Herzegovina. Mujo Selimović has been a member of the World Printers Forum Board since February 2017.

Expert Opinions: Printers

SANAT HAZRA



Technical Director, Bennett, Coleman & Co, The Times of India Group, Mumbai, India. Sanat Hazra has been a member of the World Printers Forum Board since February 2017.

PEDER SCHUMACHER



Chief Executive Officer of V-TAB, Gothenburg, Sweden. Peder Schumacher is has been a member of the World Printers Forum Board since January 2015. He is also chairman of NOPA, the Nordic Offset Printing Association.

Expert Opinions: Suppliers

ANU AHOLA



Senior Vice President, News & Retail, UPM Paper ENA, Helsinki/Augsburg, Finland/Germany. Anu Ahola has been a member of the World Printers Forum Board since February 2017.

DIETER BETZMEIER



Member of the Board of Directors of manroland web systems GmbH, Augsburg, Germany. Dieter Betzmeier has been a member of the World Printers Forum Board since January 2015.

DR. MICHAEL HIRTHAMMER



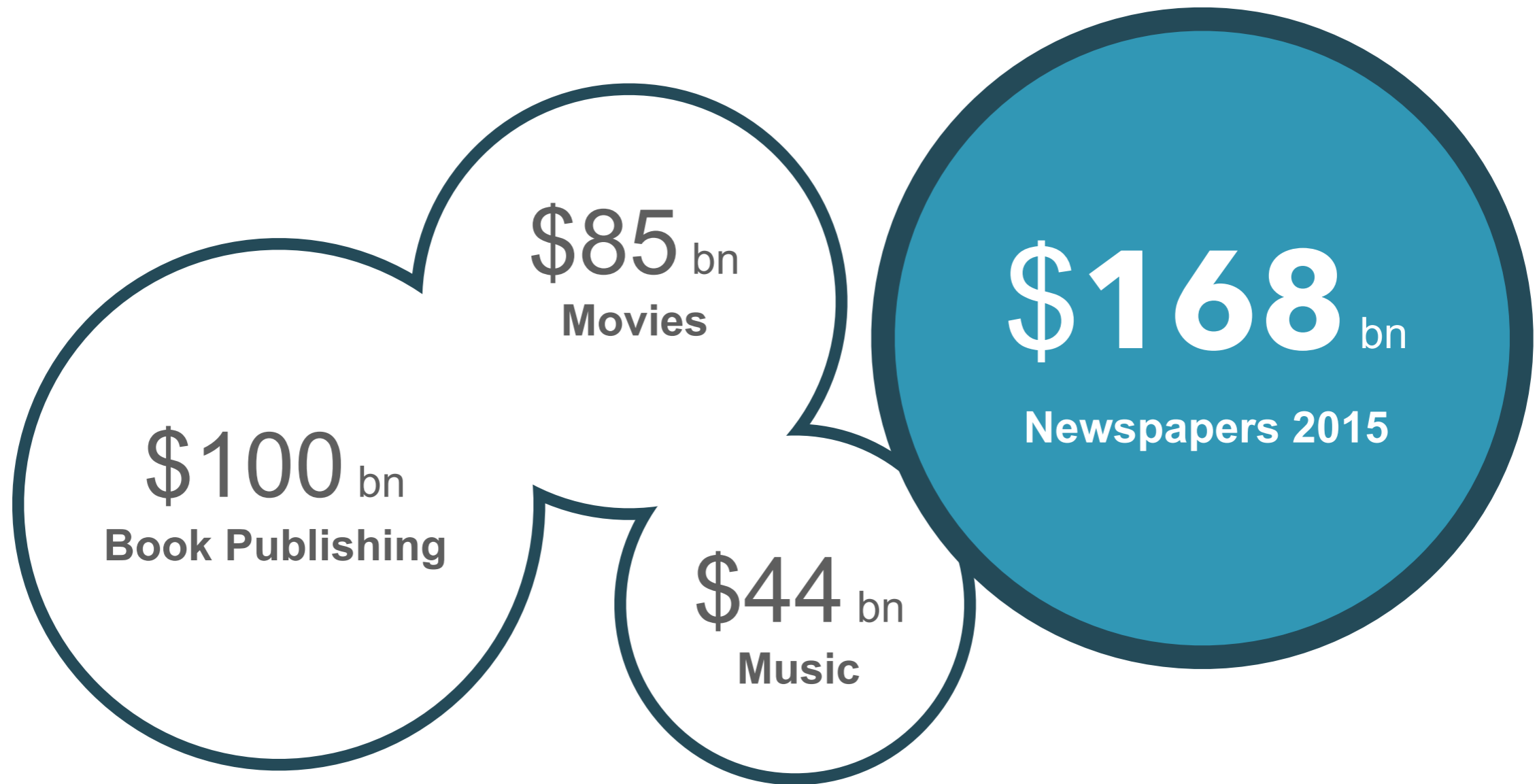
General Manager, Director Global Paste Technologies Screen & Industrial, DIC and Sun Chemical, Eurolab Karlstein, Germany. Michael Hirthammer has been a member of the World Printers Forum Board since January 2015.

MENNO JANSEN



Chairman Q.I. Press Controls BV, EAE Engineering Automation Electronics GmbH, Oosterhout, Netherlands. Menno Jansen has been a member of the World Printers Forum Board since February 2017.

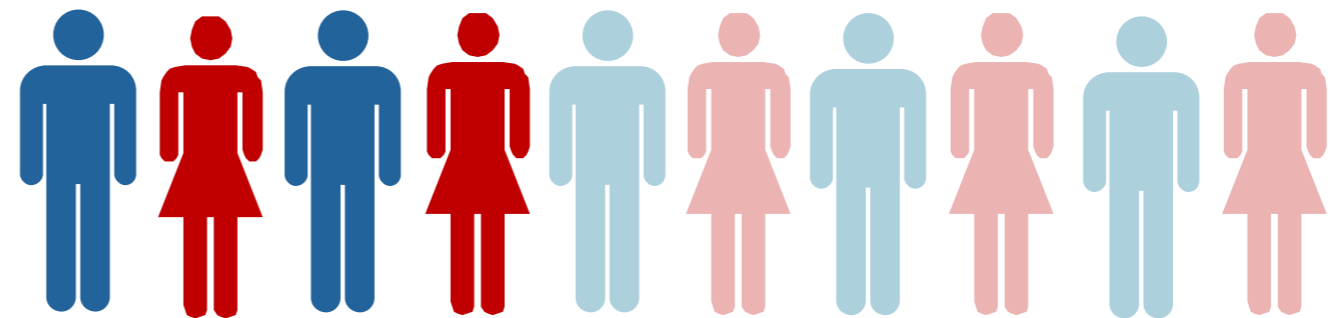
Global Revenue Media Industries



Global Newspaper Reach

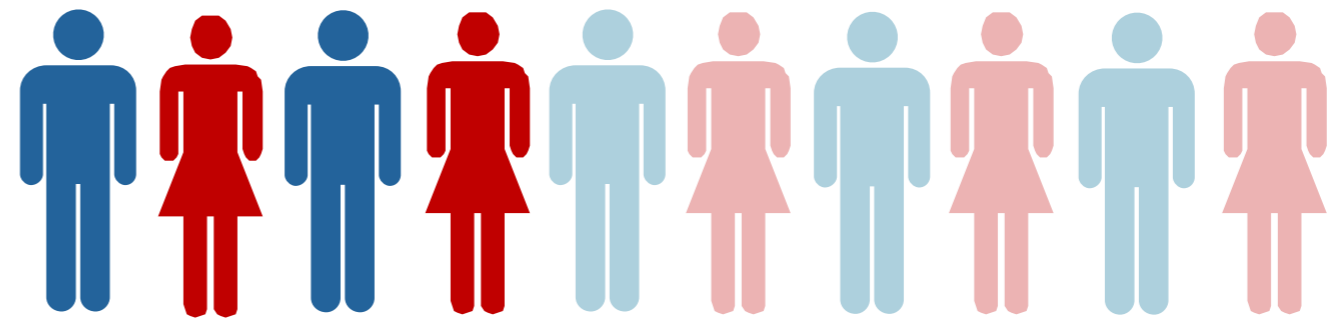
2.7 bn

40% of adult population
reads printed newspaper



1.3 bn

more than 40% of Internet users
read newspaper in digital form

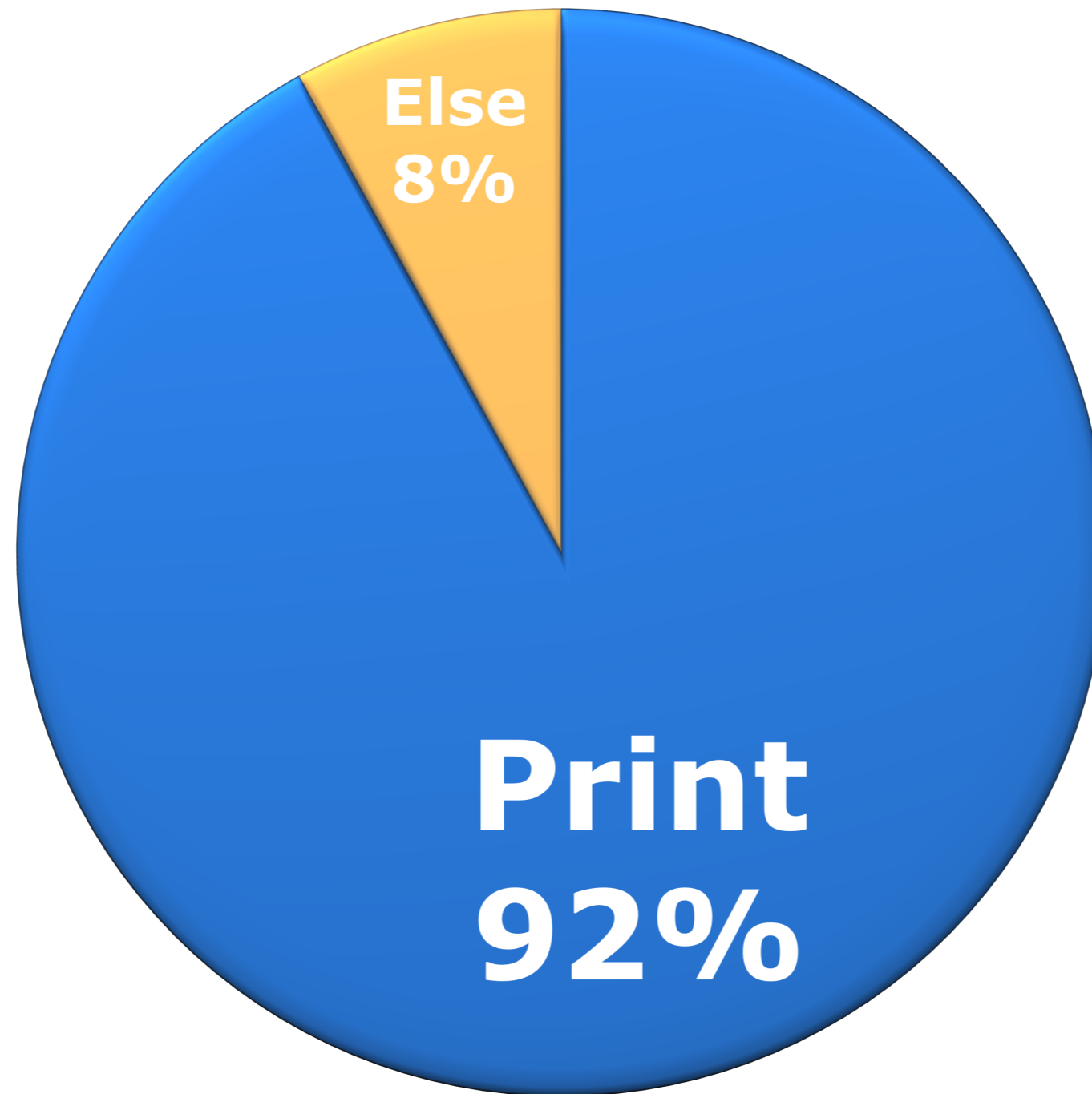


Top Seven Markets



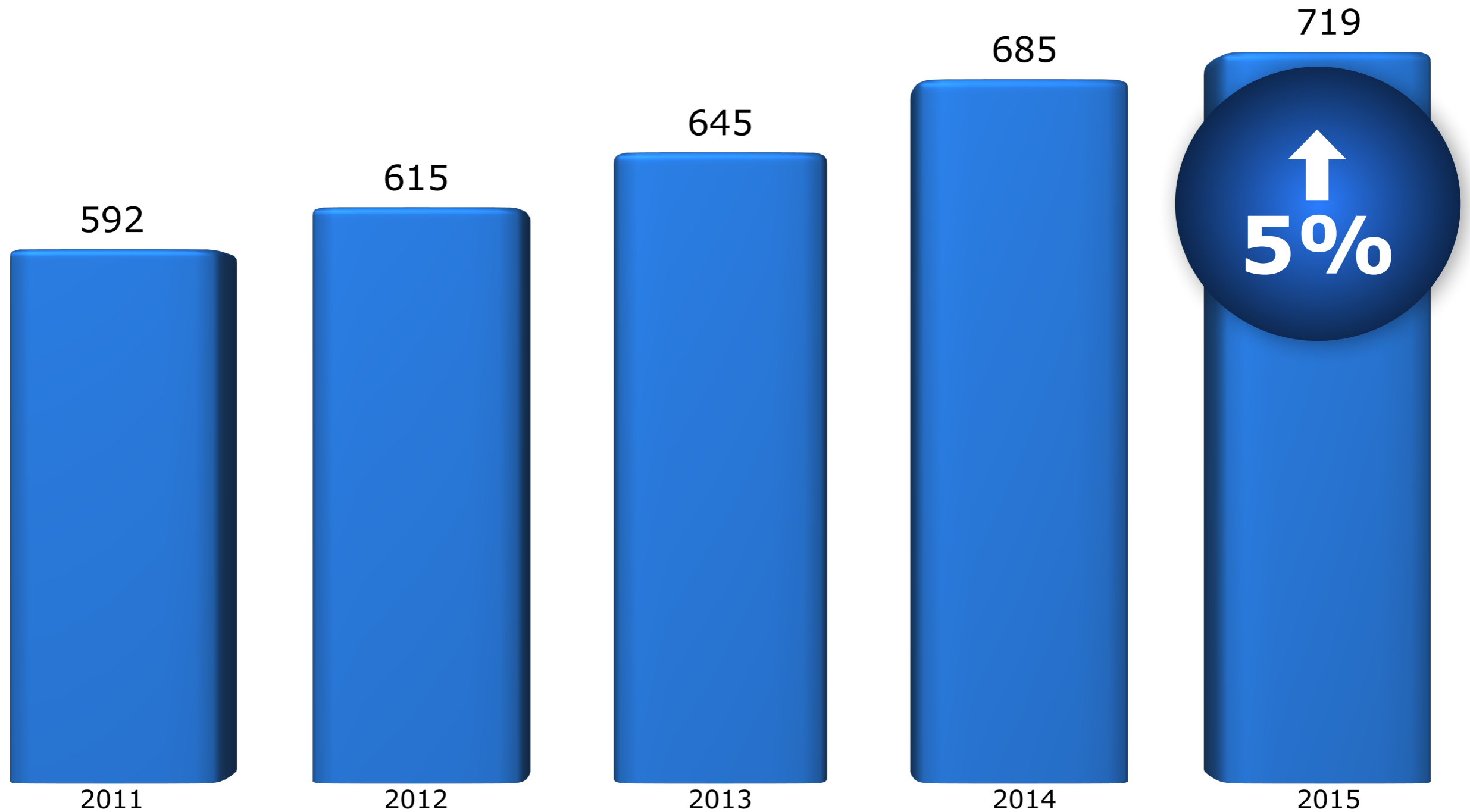
... generate half of global revenue,
and 80% of global circulation

Global Newspaper Revenue

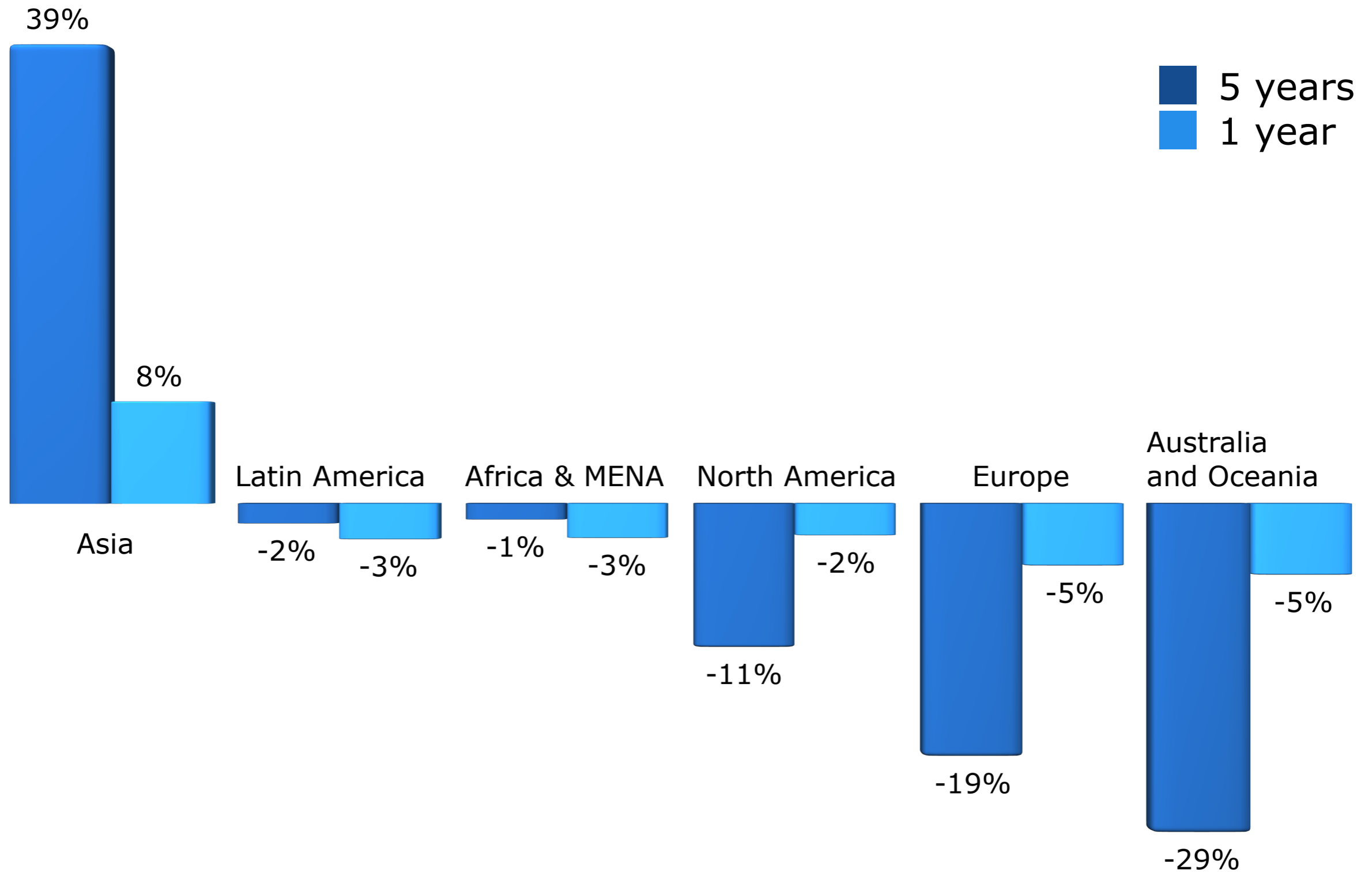


Global Newspaper Print Circulation

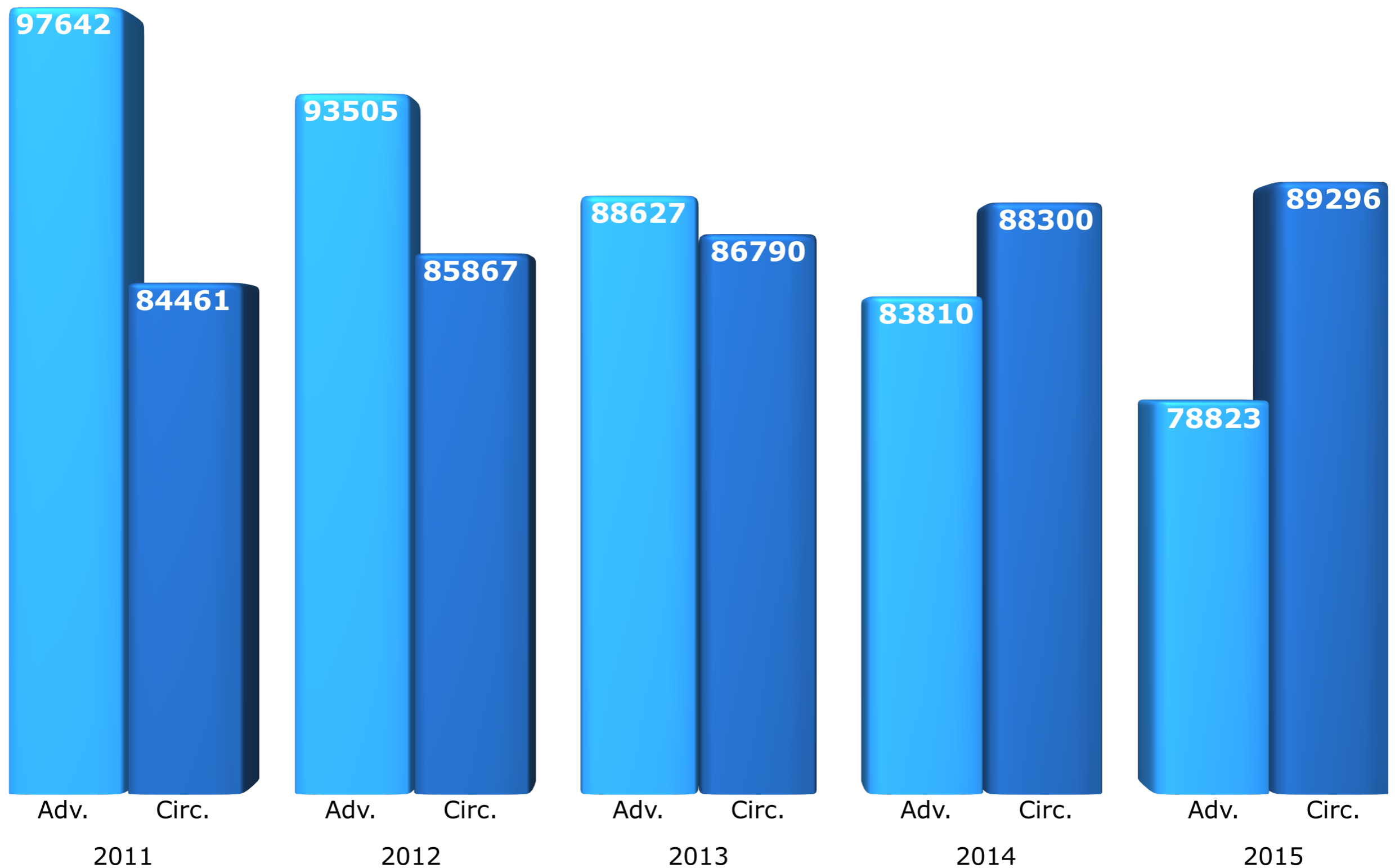
Million Copies



Print Circulation in World Regions



Global Newspaper Revenues Million US\$



Source: World Press Trends 2016 database and World Press Trends analysis



DIGITAL STRONG, BUT AUSSIES STILL PREFER PRINT

JANUARY 16, 2017

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Print remains the preferred medium for the majority of Australians who read news media, the latest emma statistics show.

November figures have nine out of ten consumers - or 16.7 million Australians - reading news media, with 80 per cent of them (13.5 million) preferring to read a printed newspaper.

Some 12.8 million readers accessed news media via smartphone, tablet, laptop or PC.

The report says 11.2 million people, or 61 per cent of consumers, read a metro newspaper in the period, while 7.5 million people (41 per cent of consumers) read a regional or community newspaper.

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Kevin Slimp: Finding the truth

Mark Hollands: Trust in an age of post-truth and fake news



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Advertising 41 mins ago



The top 10 most complained about ads in 2016 including Moneysupermarket, Paddy Power and Maltesers

Who wants today's newspapers? FT chief John Ridding on why print still has a future

Opinion By John Ridding - 12 January 2017 10:30am

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FUSSBALL BILD-Kolumnist Lukas Podolski erklärt, warum Leipzig oben bleibt - S. 12

RUMMENIGGE

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Bayern-Boss Karl-Heinz Rummenigge nimmt zu alten heißen Themen Stellung - Seiten 8/9

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4 SEITEN 2. LIGA!

Die schönsten 50 TORE der Bundesliga

Heute: Baslers Ecken-Tor
Seite 32

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Aubameyang

„Niemals zu Bayern“

Von DAVID RIEDEL
Pierre-Emerick Aubameyang ist Bundesliga-Torjäger Nummer 1! Verlässt er Dortmund oder bleibt er? Im Exklusiv-Interview schließt er einen Wechsel zum FC Bayern aus. Aber im Sommer könnte sich trotzdem was tun - Seiten 2/3

KOMMENTAR

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Von MATTHIAS BRÜGELMANN

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Kolumnisten wie dem beliebten Weltmeister Lukas Podolski. Mit einer 50-teiligen Serie der schönsten Tore der Bundesliga.

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ANGRILLEN

Sa, 28.01.

bei Opel






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6 days a week
32 pages
€1 copy price
300,000 circulation

Community Impact Newspaper Opens New \$10 Million Printing Facility

By: Nu Yang

Like & Share *E&P.*      



The new Community Impact Newspaper printing facility

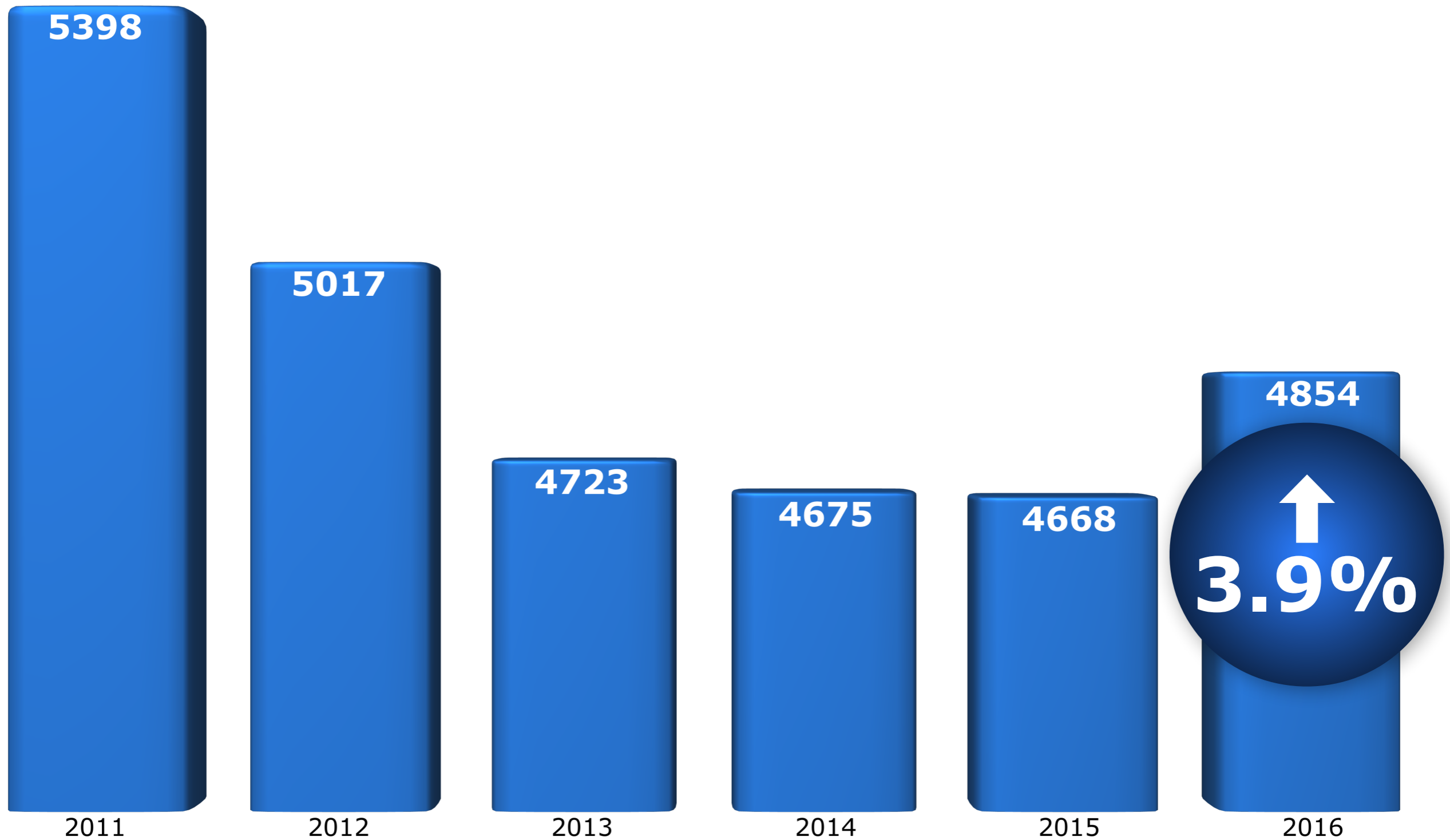
While many newspaper publishers are announcing new digital initiatives, Community Impact Newspaper chief executive officer John Garrett did the opposite. Last October, his company opened a state-of-the-art printing and mailing facility in Pflugerville, Texas. The new \$10 million facility now prints the company's 23 newspapers for the Austin, Dallas and Houston metro areas. The 36,000 square-foot printing facility also houses a new printing press: a Goss Magnum Compact (only four exist in the world—in Mexico; Sri Lanka; Staten Island, New York; and now Pflugerville, Texas).

New Print Plant in USA

- 23 regional newspapers
- Goss Magnum Compact
- 25 employees
- Targeting, versioning
- CEO John Garrett: "Digital is part of our future but doesn't pay the bills."

Newspaper Print Advertising Germany

Data: German Print & Media Association, 8 Feb 2017, m €





We simply put too much money
into digital. The development is
dramatic, and therefore we will
correct it.

Facebook video is completely overrated.
Nearly 85 percent of users break off after
a maximum of three seconds. Less than
three percent watch a spot in full length.
(January 2017)

Hans-Christian Schwingen
Chief Brand Officer, German Telecom

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