

World Press Trends 2014

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

WORLDPRESSTRENDS

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Summary

Welcome to the 2014 World Press Trends Report of the global newspaper industry. This edition provides a comprehensive picture of the structure, value and economics of our industry and its major trends.

Each day, more than half the world's adult population read a daily newspaper: 2.5 billion in print and more than 800 million in digital form. Of particular note is the continuous growth of digital circulations, a testament to the value of high-quality journalism and a result of successful multi-platform business strategies.

The newspaper industry generates over US\$ 160 billion of revenue globally from content sales, advertising revenues and increasingly other forms of diversified revenue streams. For many, diversification is not a new strategy but is central to a revenue and business model that understands the value of loyal news audiences.

There is still high demand for high-quality news content and many newspaper companies are finding ways to transfer this demand into sufficient revenues from digital. Finding the sustainable business models for digital news media is not only important for news businesses, but for the future health of debate in democratic society.

Global newspaper trends reveal a robust industry that has evolved and grown as a result of major technological and structural disruptions. Part of this evolution of the industry is recognition that the print product continues to underpin a major part of the business and is likely to continue to do so in the future.

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

About World Press Trends

WAN-IFRA collects accurate data for more than 70 countries, which represent more than 90 per cent of the global industry base, thanks to the very positive support of national newspaper and media associations and other contributors.

We also draw on data from a wide range of global partners:

Zenith Optimedia has provided extensive data on national advertising trends, but also support in country data across a wide range of industry parameters.

IPSOS has provided extensive data on national print audience levels.

comScore has provided extensive data on digital audience behaviour, one of the most important issues for our industry.

While the industry gathers comprehensive data on the analogue world, it continues to face challenges in getting a true picture of the reach and impact of newspaper publishing across multiple platforms. Thanks to efforts of industry bodies and research companies that have developed new metrics methodologies, we see that newspaper content reaches more people than ever, providing new business opportunities and increased impact.

WAN-IFRA openly supports and encourages initiatives regarding the establishment of industry measurement standards.



Imprint

World Press Trends 2014

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World Press Trends Overview 2014

Revenue

\$163 billion

(Stable compared to 2012)

Daily Print Newspaper Circulation

534 million copies

(up 2% compared to 2012)

Print Readership

2.5 billion adults

(Stable compared to 2012)

Digital Readership

800 million internet users

(up 23% compared to 2012)

Digital Circulation Revenue

\$1.7 billion

(up 60% compared to 2012)

Digital Advertising Revenue

\$8.5 billion

(up 11% compared to 2012)

Global Newspaper Industry Revenues

Global newspaper industry revenue trends reflect a robust global industry that has evolved and grown as a result of major structural disruptions.

The global newspaper publishing market in 2013 was estimated at US\$ 163 billion. The industry's value is larger than that of the book publishing industry, or the film industry or the music industry. The figure was stable from 2012 to 2013, but is down from US\$ 187 billion in 2008.

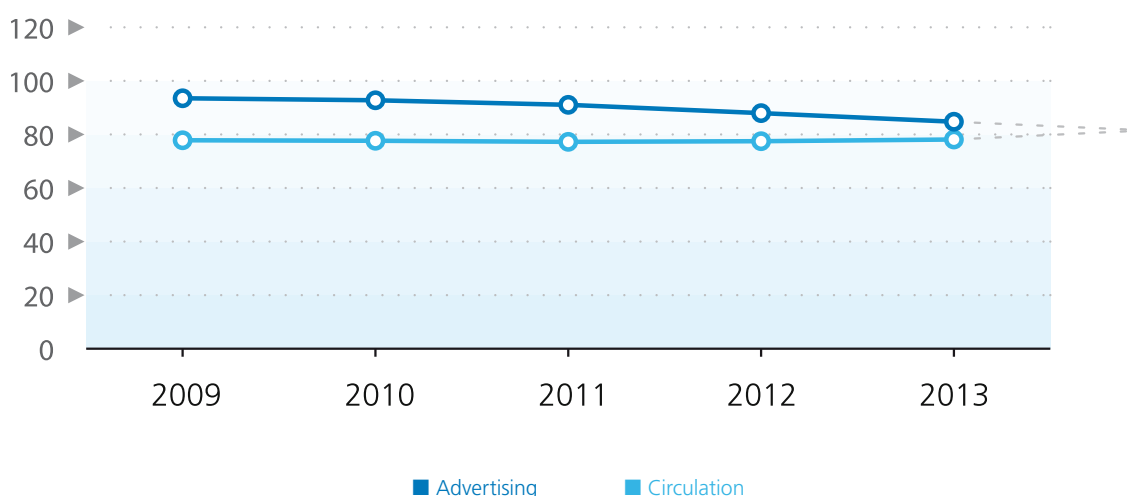
Figure 1: Global Newspaper Industry Revenue 2013



Source: Zenith Optimedia and PWC Global Entertainment & Media Outlook

While circulation revenues rose globally after years of decline, advertising revenues continued to fall in 2013. Circulation's share of total revenue is forecast to continue rising in the future and paid-for content in all its forms may soon become publishers' biggest source of revenue.

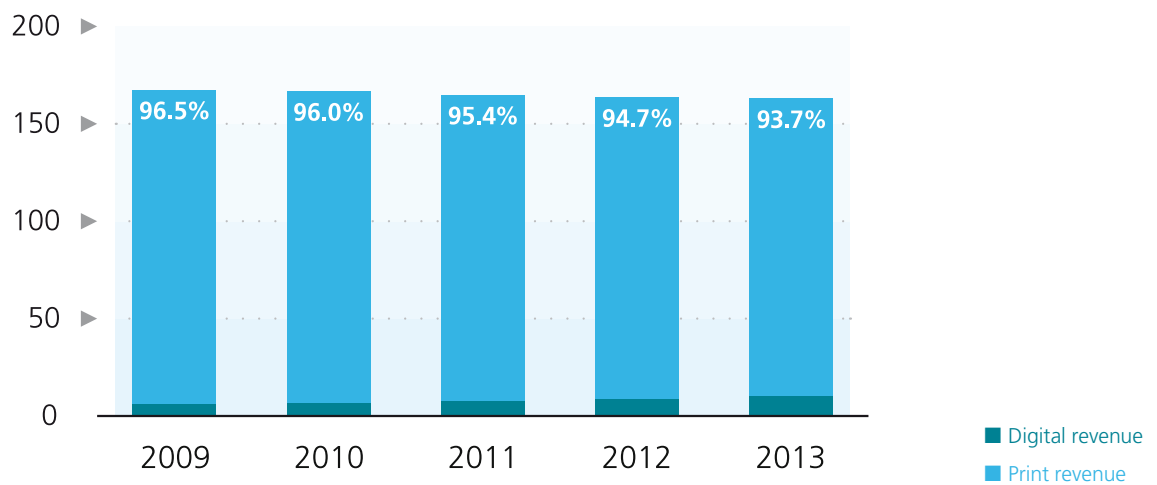
Figure 2: Global Newspaper Industry Revenue Structure 2009 to 2013 (US\$ bn)



Source: World Press Trends, Zenith Optimedia, PwC Global Entertainment & Media Outlook

And even though digital advertising and digital circulation revenues are growing, digital still represents a small part of the overall global newspaper industry revenue. Globally, 93 per cent of all newspaper industry revenues come from print and print will continue to be a major source of revenue for many years.

Figure 3: Global Newspaper Industry Digital vs. Print Revenue 2009 to 2013 (US\$ bn)



Source: World Press Trends, PwC Global Entertainment & Media Outlook

A report published by the US-based Project for Excellence in Journalism (PEJ) in 2012 uncovered that the US newspaper industry, while still in search of a new business, loses estimated US\$ 7 in print ad revenue for every US\$ 1 earned by newspapers in digital advertising revenue.

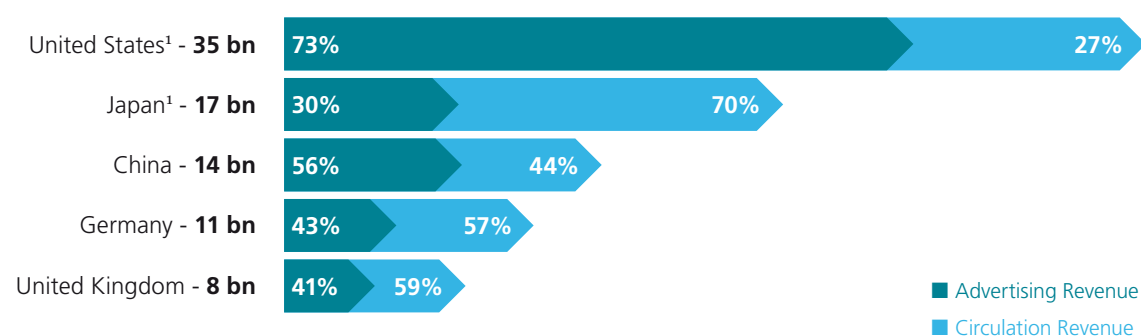
Figure 4: Digital vs. Print Advertising Revenue Potential



Source: Pew Research Center's Journalism Project

The United States and Japan are the largest newspaper publishing markets, followed by China, Germany and the United Kingdom (European Union news publishing revenues are estimated at US\$ 50 billion in 2013). These five newspaper industries make more than 55% of the total global market value. However, each of them has a unique revenue structure and different tendencies.

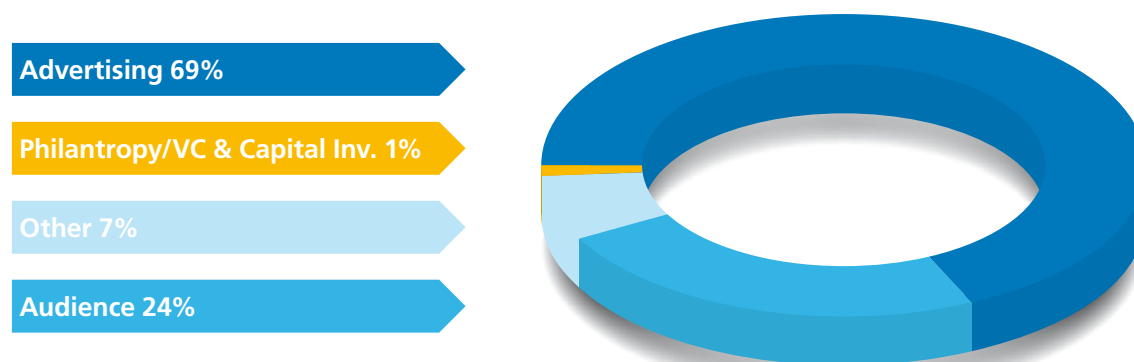
Figure 5: Circulation and Advertising Revenues in Major National Markets (est. 2013)



Source: NAA, NSK, PwC, BDZV, World Press Trends

Each of these industries is increasingly testing and adopting new revenues sources — digital advertising, direct marketing, and event and philanthropy revenues — while revenue from traditional print advertising channels is declining. Revenue for the multiplatform U.S. newspaper media business amounted to US\$ 37.59 billion in 2013, a slight decline from US\$ 38.60 billion in 2012. Within that total, \$23.57 billion came from advertising across all platforms, \$10.87 billion from circulation and \$3.15 billion from other sources. Revenue outside of advertising and circulation, from new revenue sources, accounted for just over 8 percent of total newspaper media revenue.²

Figure 6: US Newspaper Industry Revenue Structure 2013 (in %)



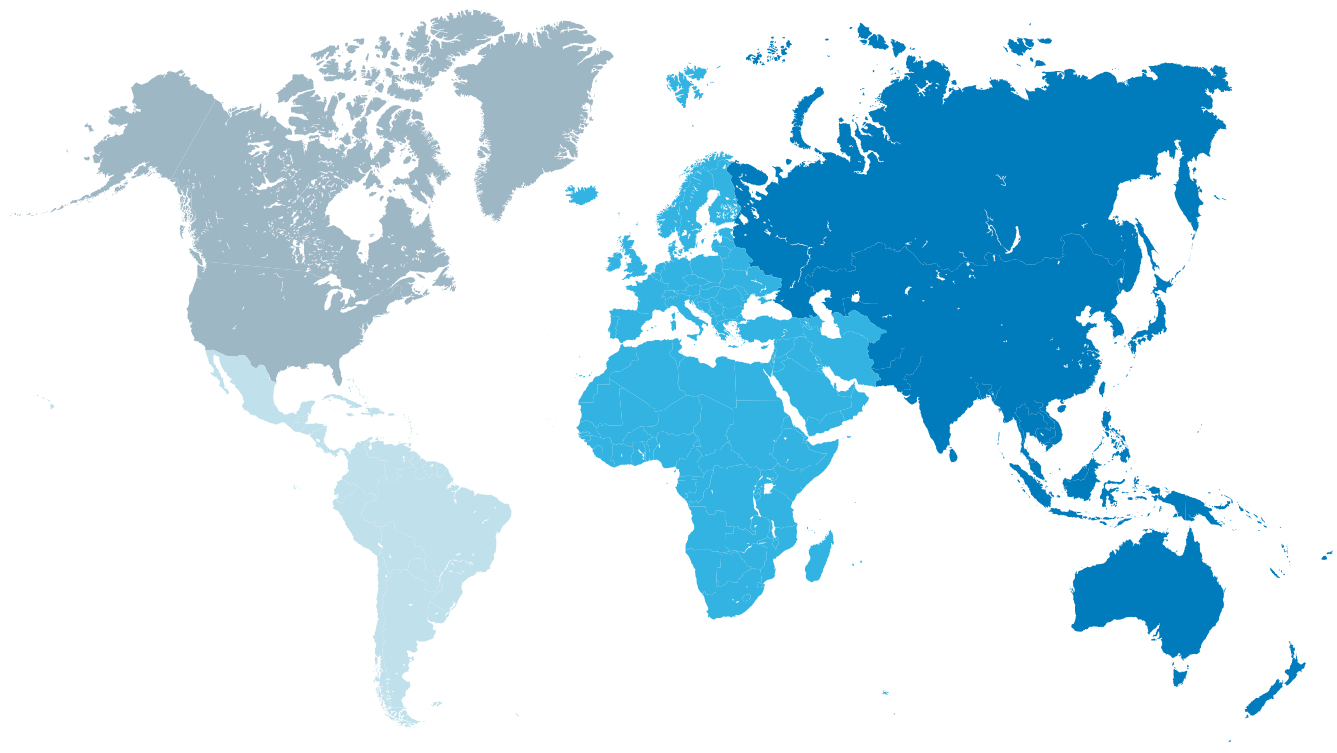
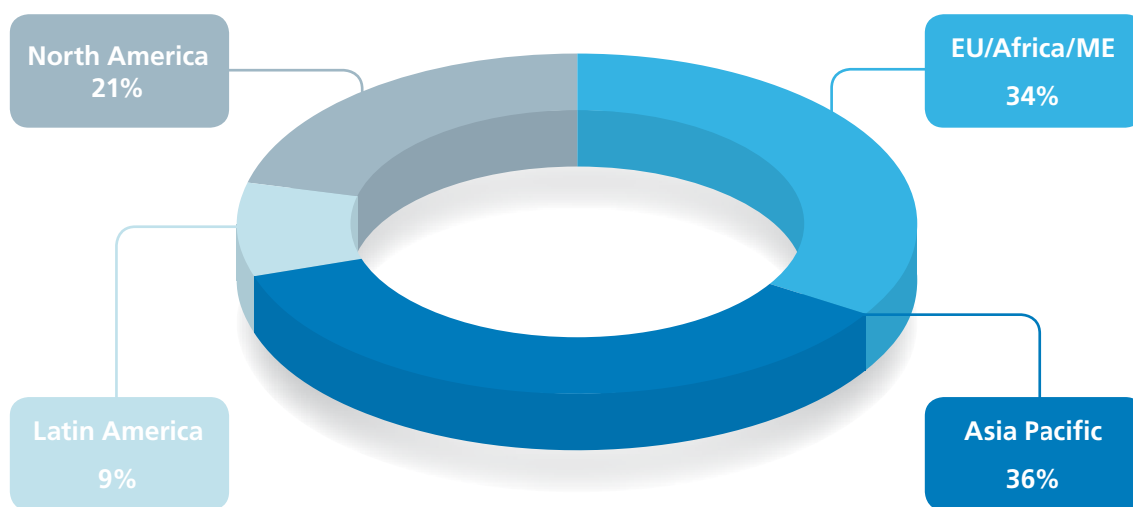
Source: Pew Research Center's Journalism Project

¹ US and Japan revenue estimate does not include other revenue sources

² Source: Newspaper Association of America

Regionally, 36 per cent of newspapers' market value is in Asia, 34 per cent in Europe, the Middle East and Africa, 21 per cent in North America and 9 per cent in Latin America.

Figure 7: Regional Newspaper Industry Revenues 2013 (in %)

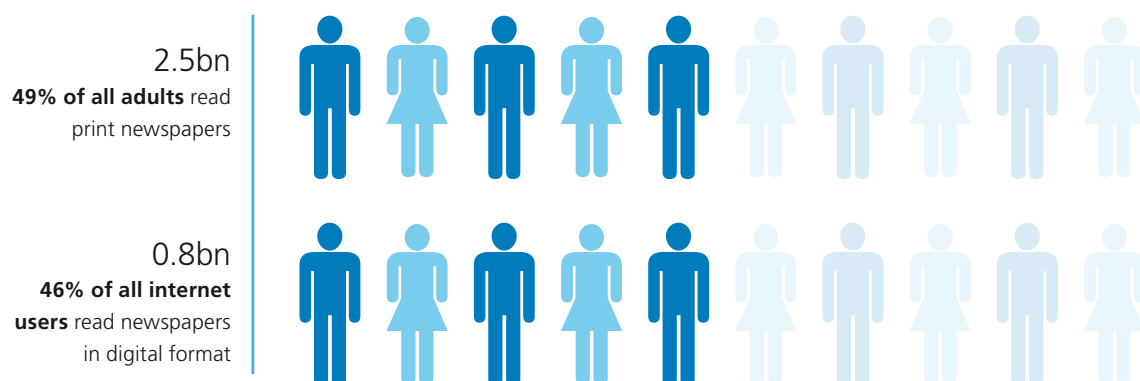


Source: World Press Trends, PwC Global Entertainment & Media Outlook

Global Newspaper Circulation and Reach

WPT analysis reveals that around 2.5 billion people around the world read newspapers in print and 800 million on digital platforms.

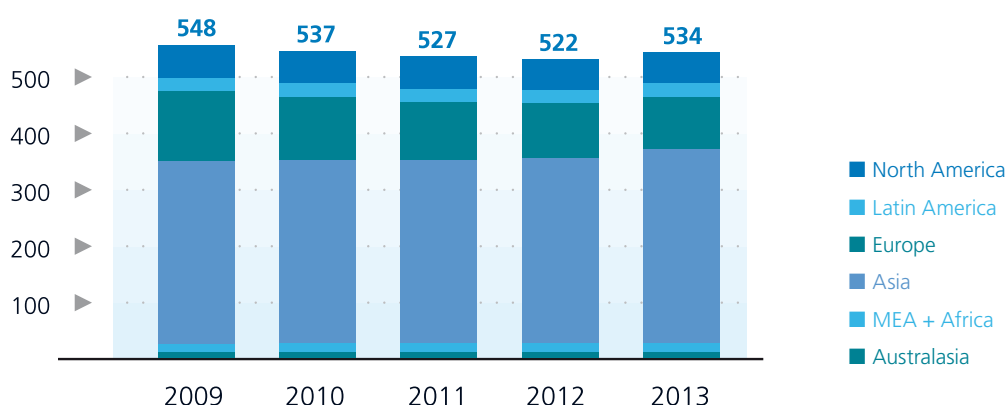
Figure 8: Global Daily Newspaper Readership 2013



Source: World Press Trends, Ipsos, comScore

Print circulation increased +2 per cent globally in 2013 from a year earlier but declined by -2 per cent over five years. Print circulation continues to rise in countries with a growing middle class, but long-term structural declines in print circulation continue in mature markets as audiences shift their focus from print to digital.

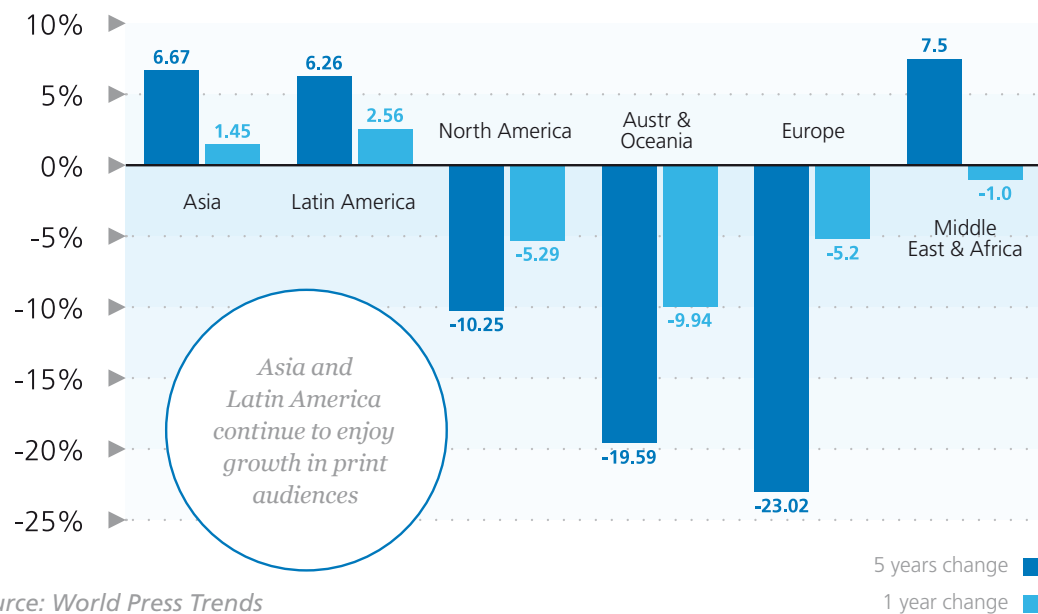
Figure 9: Global Daily Print Newspaper Circulation 2013 (million copies)



Source: World Press Trends

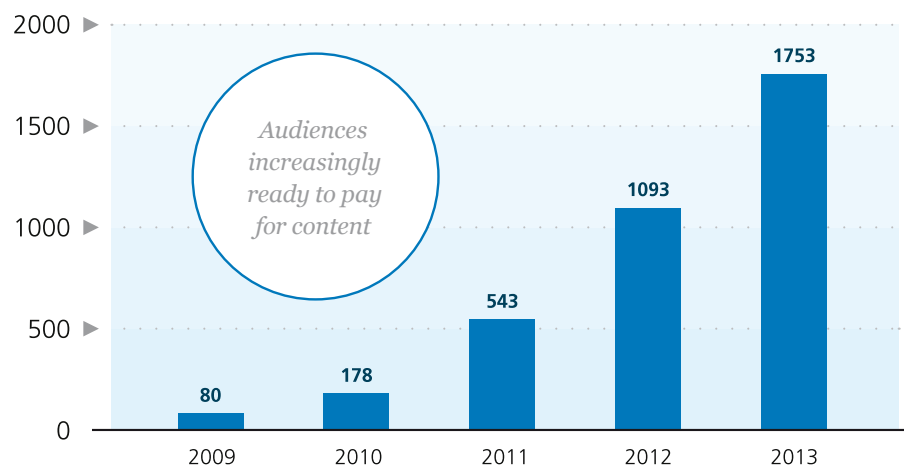
Circulation rose +1.45 percent in Asia in 2013 from a year earlier and +2.56 percent in Latin America; it fell -5.29 percent in North America, -9.94 percent in Australia and Oceania, -5.20 percent in Europe and -1 percent in the Middle East and Africa.

Figure 10: Global Daily Print Newspaper Circulation 2013 (in %)



Paid digital circulation increased 60 percent last year and rose more than 2,000 percent over the last five years, albeit from a very low starting point. There is growing understanding by the public that you get what you pay for, and an increasing willingness to pay for newspaper content on digital platforms.

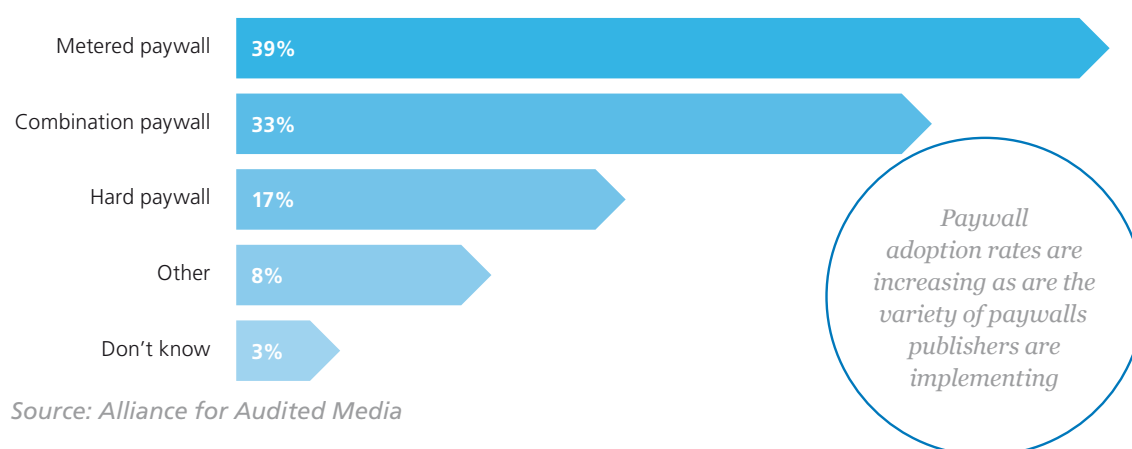
Figure 11: Global Digital Newspaper Circulation Revenue 2009 – 2013 (US\$ mn)



Source: World Press Trends, PwC Global Entertainment & Media Outlook

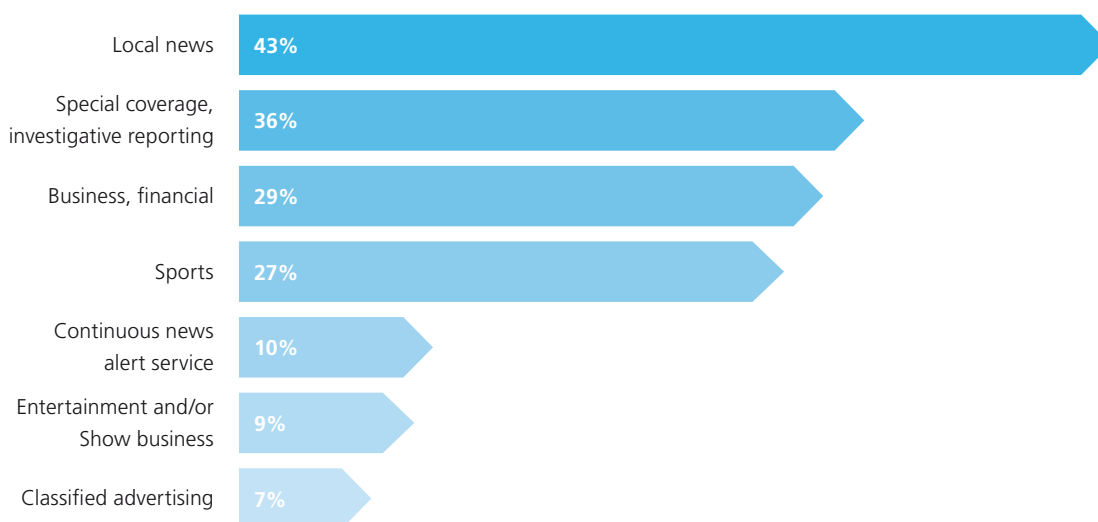
Newspapers are increasingly deciding to charge for their digital content, working hard to convince readers to pay for digital access and content that was previously available for free. Strategies include pricing structures with print and digital subscriptions bundled or offering more services to attract and retain readers. According to the Alliance for Audited Media, almost half of all US newspapers companies have implemented a content payment system. The metered model is the dominant paid content strategy adopted by the US, UK and German newspapers so far.

Figure 12: Paid Content Models in US



According to the survey from the Bain & Company, demand for paid content seems to be coming from areas such as financial information, local news or investigative journalism. However, even those willing to pay still say they would spend three times less for digital news than for the print version.

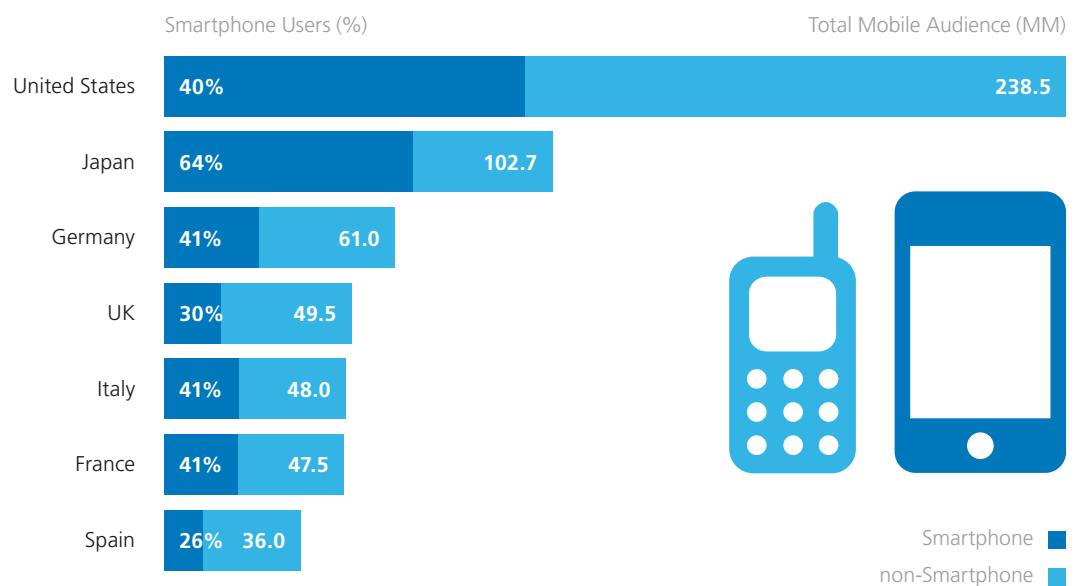
Figure 13: Content that consumers of online news pay for



Media Consumption Trends

Smartphones and multipurpose tablets are increasingly becoming a commonplace. According to the World Press Trends and comScore data, adoption rates for smartphones are already surpassing 50 percent penetration in some developed countries. The global penetration rate could quickly reach much higher levels if smartphones and multi-purpose tablets sales continue their current trend, clearly indicating that consumers are openly embracing the latest devices to hit the market as well as new reading experiences.

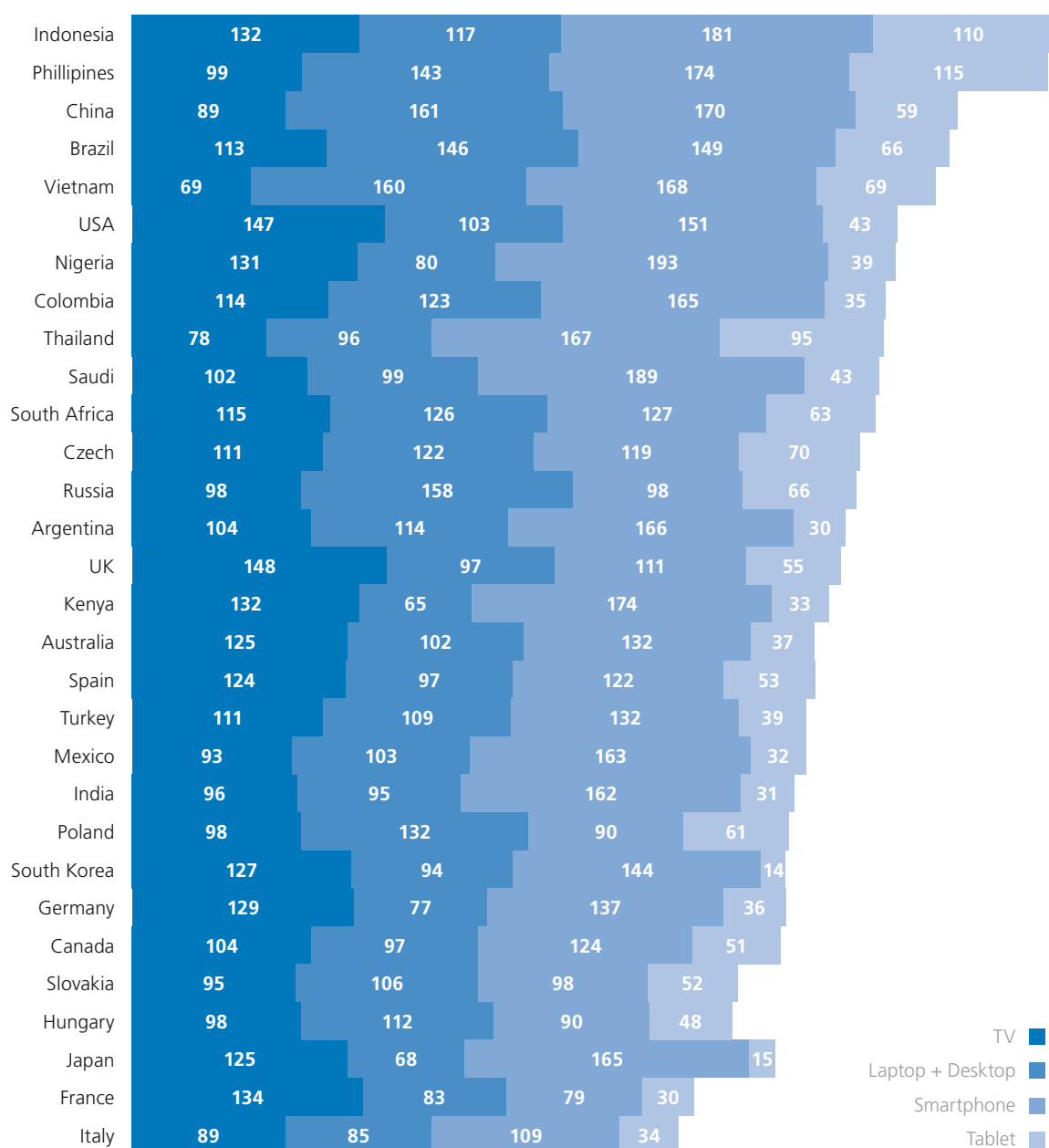
Figure 14: Global Mobile Audiences 2013



Source: comScore

Smartphones and tablets are delivering remarkable opportunities in audience growth, product diversification, and advertising and content revenues. It is becoming apparent that more devices means more users for newsbrands and more consumption time. Media audiences worldwide spend more time each day using their digital devices than watching TV.

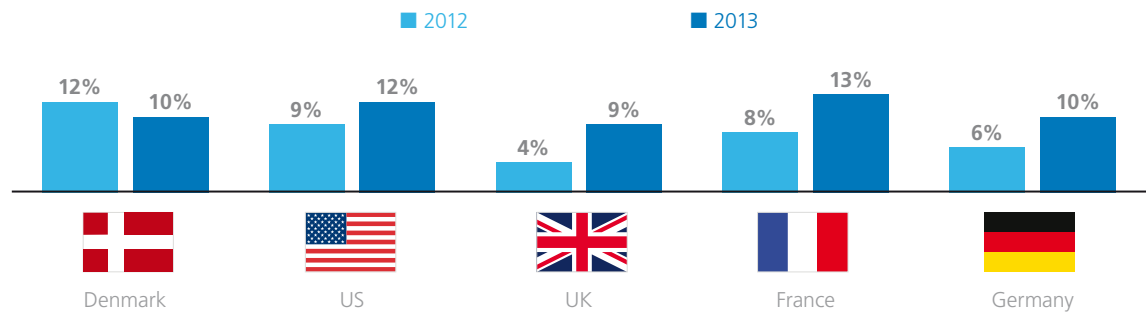
Figure 15: Daily Distribution of Screen Minutes 2014



Source: Internet Trends 2014, KPCB

Audiences worldwide increasingly rely on multiple platforms for entertainment, communication and consumption of the news. Despite losing the absolute dominance they once enjoyed, legacy media continue to perform very well in providing content through both old and new channels.

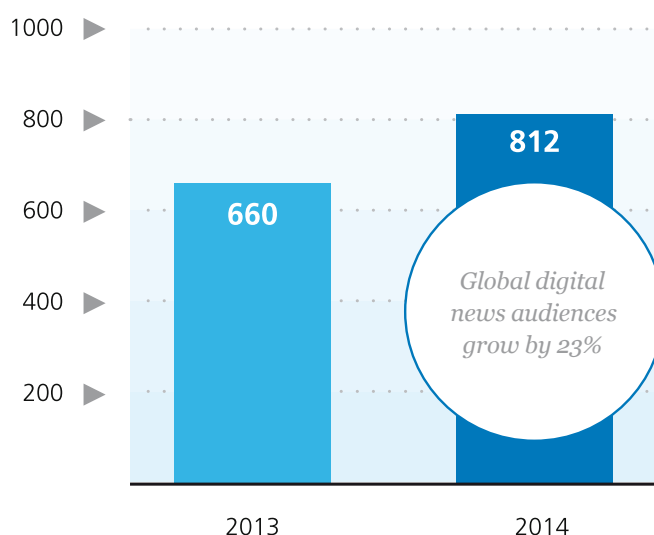
Figure 16: Have you paid for digital news in the past year?



Source: Reuters Institute Digital News Report 2013

Reuters Institute's Digital News Report based on the survey of over 18,000 online news consumers in the UK, US, Germany, France, Italy, Spain, Brazil, Japan, Denmark and Finland, reveals that 11 percent people are paying for digital news and that number has remained stable over the past 12 months. Of those paying for news in all countries, 59 percent are paying for an ongoing subscription. There has been a significant switch to more valuable ongoing digital subscriptions in most countries.

Figure 17: Global Digital News Audiences
(million users)

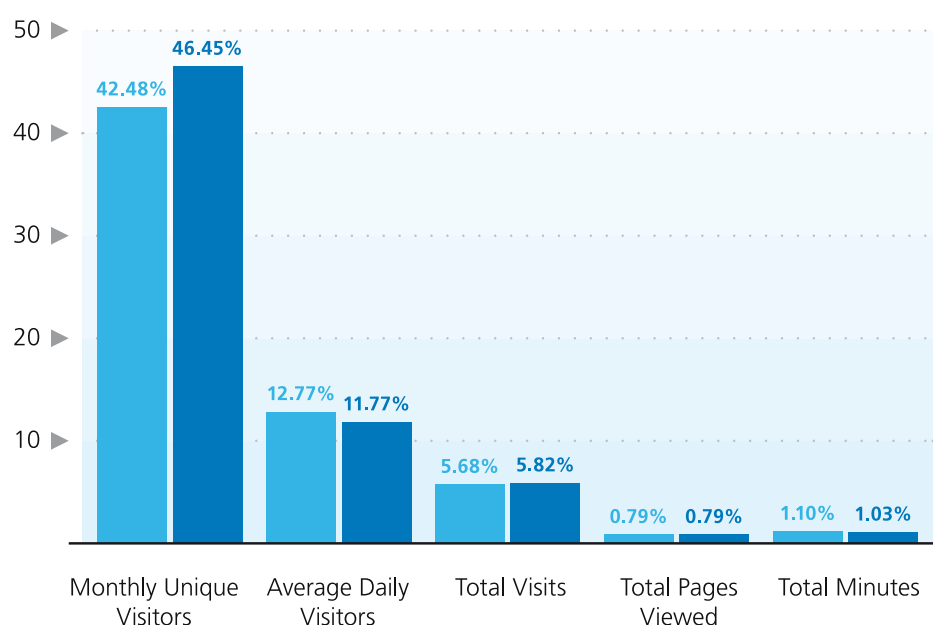


Source: comScore, Chisholm Analysis

The newspaper industry continues to show growth in digital. Between March 2013 and March 2014 news sites globally have shown visitor growth of 23 percent compared with all internet services, which saw only 12.5 percent growth. The highest levels of growth are seen in Asia Pacific, while lower levels were seen, not surprisingly in Europe and North America.

News sites may reach 46.4 percent of all internet users, but they account for only 11.8 percent of daily visitors, 5.7 percent of total visits, 0.8 percent of all pages viewed and 1.0 percent of time spent per page. While news sites' reach of internet users is commendably high, perhaps the biggest issue facing the industry is how many regular visitors

Figure 18: Global Digital News Audiences Usage Patterns



Source: comScore, Chisholm Analysis

■ 2013 ■ 2014

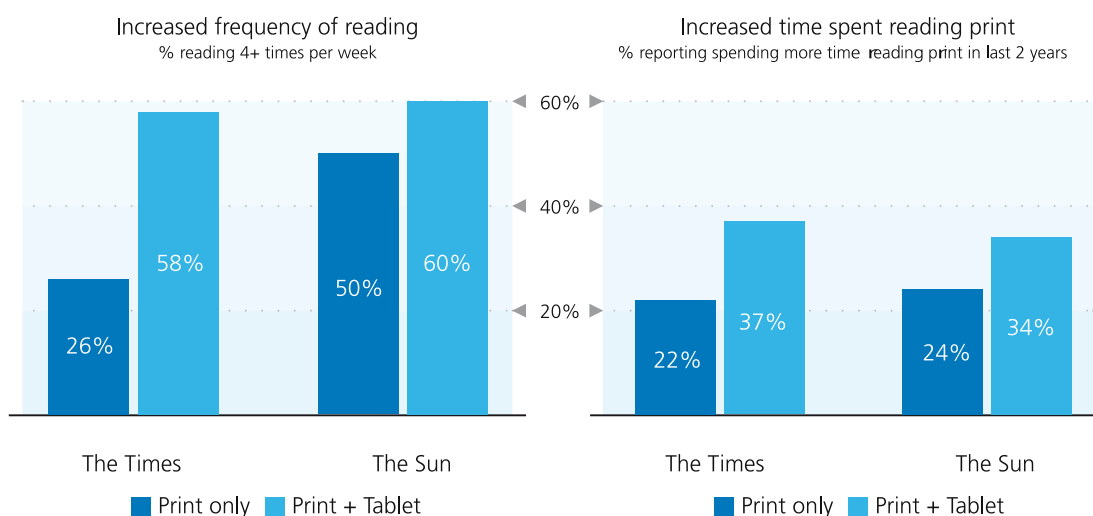
are there who could be turned into subscribers.

In the age of digital media and big data, publishers are increasingly able to calculate the monetary value of every user and to track their revenue model based on their actual audience composition and revenue capacity. Contribution of a loyal audience can be directly correlated to profitability, whereas monthly unique visitors and page views do not. To build a profitable audience, publishers need to track and understand the monetary value of each audience member, and then drive their audience development strategies to optimise revenue.³

Faced with changing consumption patterns and challenging conditions in the media market, many newspapers have diversified their businesses and re-launched some of their paper brands on multimedia platforms. Creative and efficient use of new platforms has driven increased newspaper content readership.

The News UK research shows that compared to print-only readers, multichannel readers showed far stronger responses to their chosen newspaper. Influence increased by 61 percent, trust increased by 39 percent, affinity increased by 73 percent, and appeal increased by 41 percent.

Figure 19: UK Tablet and Print Audiences Usage Patterns



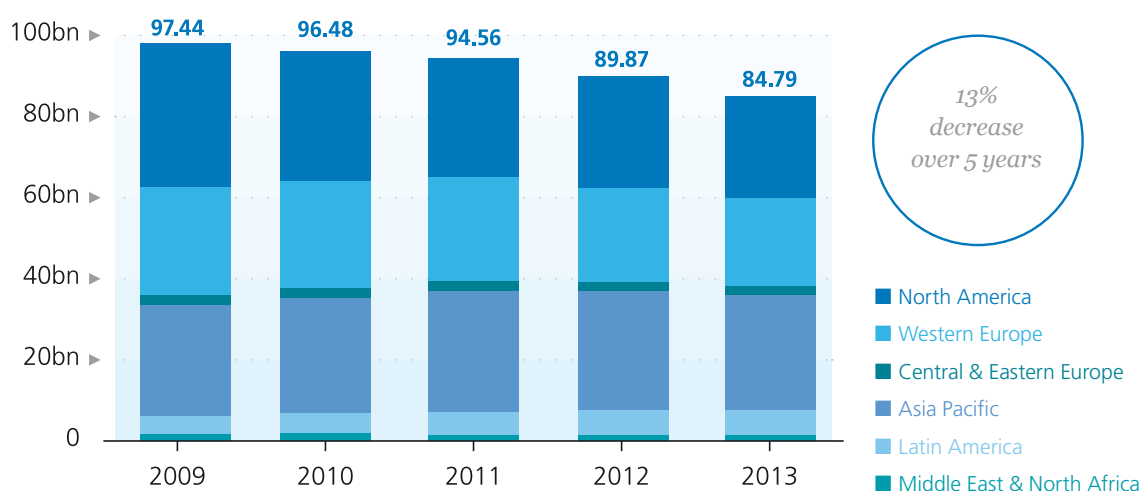
Source: News UK

³ Paid digital content, SFN WAN-IFRA 2013

Advertising

Print advertising world-wide declined -6 percent in 2013 from a year earlier and declined -13 percent over five years. Digital advertising for newspapers increased +11 percent in 2013 and +47 percent over five years, but remains a relatively small part of overall internet advertising.

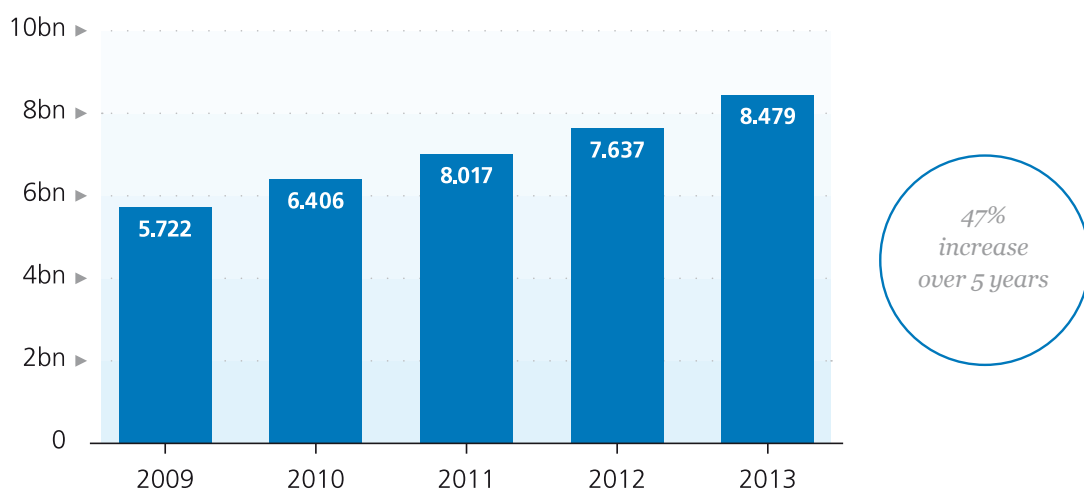
Figure 20: Global Newspaper Advertising Revenues 2013 (US\$bn)



Source: ZenithOptimedia

Looking at the regional figures, print newspaper advertising increased nearly 4 percent in Latin America in 2013 compared with a year earlier, but fell in all other regions: down more than 3 percent in Asia and the Pacific, nearly 9 percent in North America, just over 8 percent in Europe; and almost 2 per cent in the Middle East and Africa.

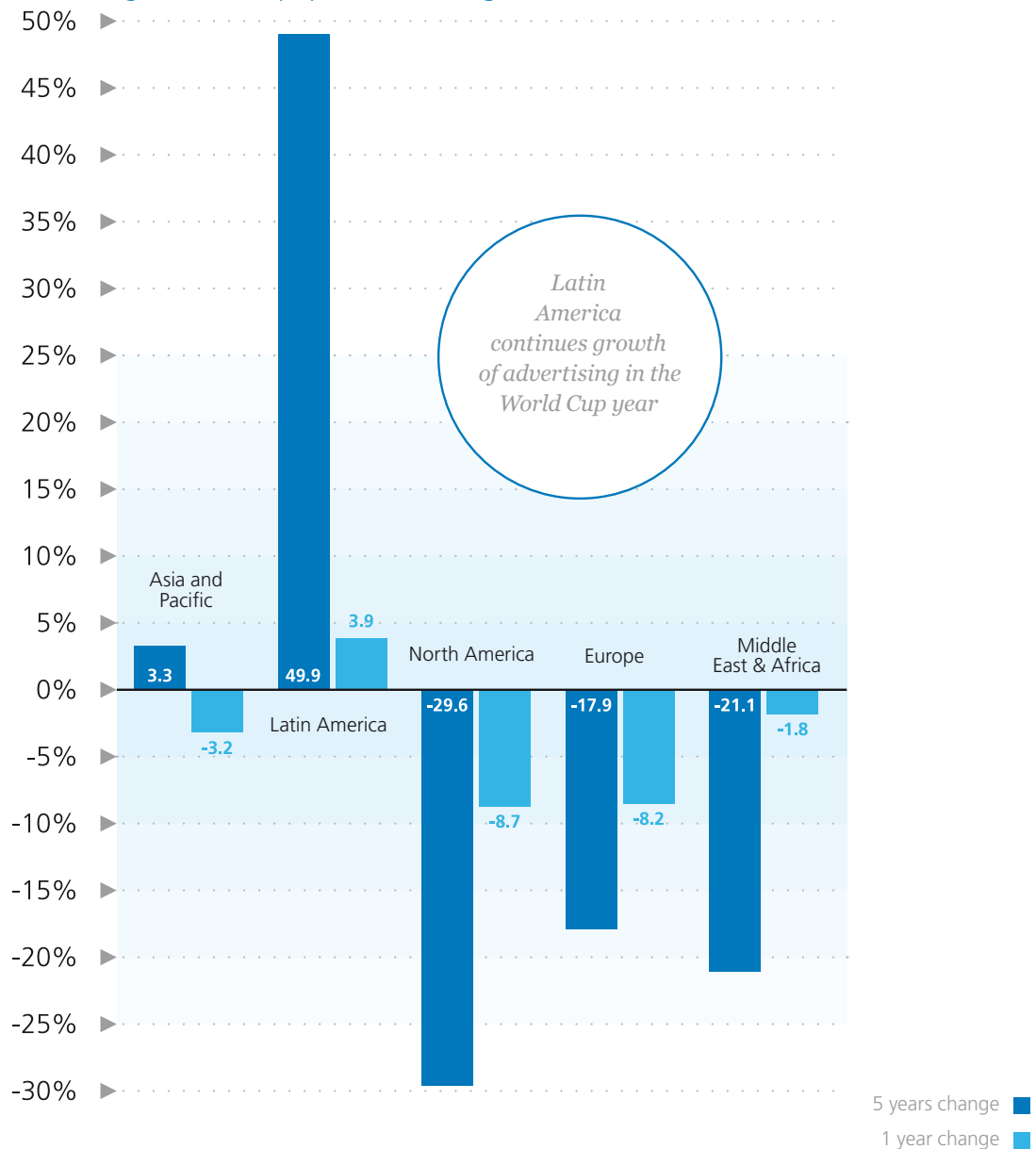
Figure 21: Global Newspaper Digital Advertising Revenues 2013 (US\$bn)



Source: PwC Global Entertainment & Media Outlook

Over five years, print newspaper advertising increased more than 3 percent in Asia and the Pacific, and nearly 50 per cent in Latin America. It declined about 30 percent in North America, 18 per cent in Europe, and 21 percent in the Middle East and Africa. Advertising in Latin America showed high growth rates due to low base index, growth of advertising in the World Cup year and increased investment by governments aiming to influence editorial policies.

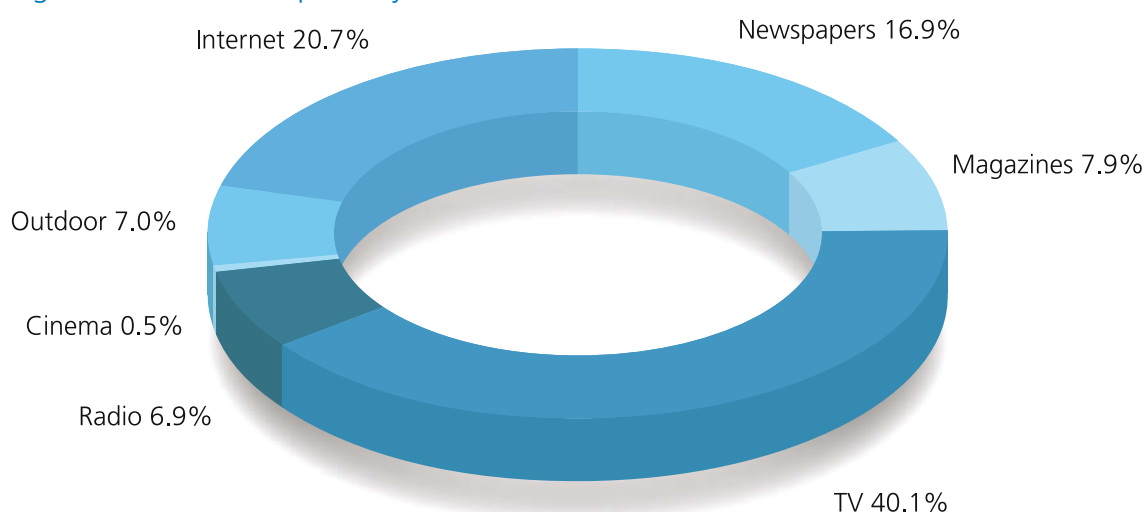
Figure 22: Regional Newspaper Advertising Revenues 2013 (in %)



Source: World Press Trends and ZenithOptimedia

Newspaper publishing is the third-largest advertising medium globally. Internet advertising, including wired and mobile, continues to increase share of advertising and currently stands at 20.7 percent, TV continues to dominate, and newspaper publishing is in third place at 16.9 percent. This triad has dominated world advertising revenues continuously over the last five years and are forecast to dominate late into the current decade and beyond.

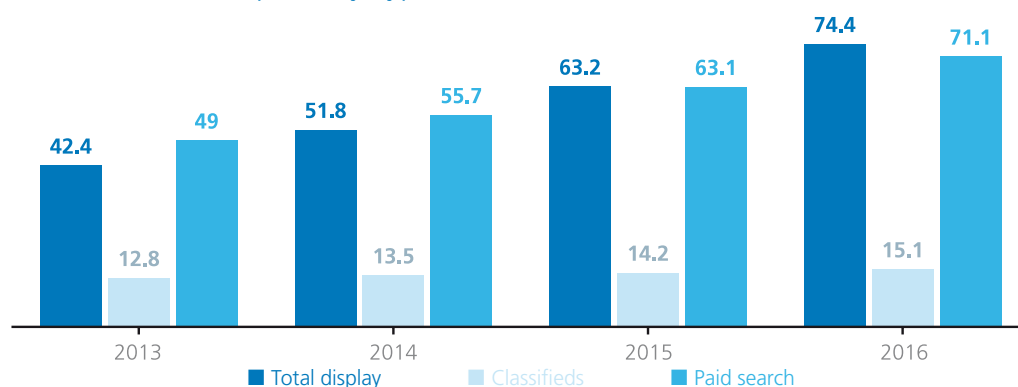
Figure 23: Global Adspend by Medium 2013



Source: ZenithOptimedia

Double-digit compound annual growth rate (CAGR) during the period 2009-2013 for internet advertising is indicative of overall recovery in the global advertising market. TV continues to dominate world ad revenues. Digital, which incorporates significant TV and newspaper digital revenues, is fast catching up with the world's longstanding favourite advertising medium. Internet is still the fastest growing medium. According to ZenithOptimedia, it grew 16.2 percent in 2013, and double-digit annual growth is forecast for 2014 to 2016. Much of internet advertising revenue goes to only a handful of companies, and most of the paid search still goes to Google.

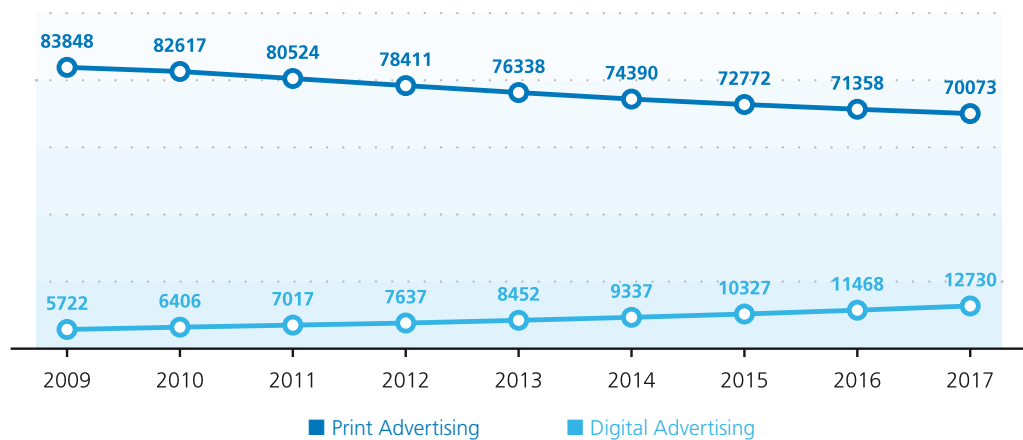
Figure 24: Internet Adspend by Type 2013-2016 forecast (US\$bn)



Source: ZenithOptimedia

Newspapers digital advertising revenues have so far failed to replace historically large print advertising revenues. It is estimated that in 2013, digital advertising revenues for news companies equated to 10 percent of total advertising revenues. However, digital advertising growth rates for newspaper companies are below expectation and the industry saw an 11 percent increase in digital revenues in 2013.

Figure 25: Print and digital newspaper adspend forecast (in US\$ bn)



Source: World Press Trends, ZenithOptimedia, PwC Global Entertainment & Media Outlook

The equalisation of print and digital revenues is more likely to occur, if at all, late in the next decade and is more a consequence of collapsing print advertising in major markets than continued robust digital advertising growth. This underlines the requirement of newspapers to develop multiple revenue streams that include non-traditional revenues, and especially noteworthy is the development of digital subscription revenue models.

Out of all digital advertising opportunities for newspapers, digital video is described as the ‘hot new’ opportunity to generate additional revenue beyond traditional display advertising. However, mobile internet and video advertising remain a small part of the advertising spend globally. Despite the low base, forecast growth rates for mobile and video advertising cannot be ignored by newspaper companies that are developing multimedia portfolios.

A 2014 study commissioned by the UK-based Newsworks showed that tablet advertising across major brands delivered tap rates and dwell times in excess of 40 times better than traditional display advertising. Tablet advertising is reported to deliver impact and yields for advertisers similar to that of print.

Advertisers turn to media audits

Media auditors are expanding the use of econometric modelling to measure the value of all advertising channels as a normal part of their core offer to advertisers. Rapidly expanding audit companies increasingly influence buying efficiency of agencies. Offering a number of products, audit companies use proprietary tools to benchmark buying efficiency and assess value of advertising in newspapers and other media. Audit reports provide transparent view of the prices achieved by newspaper companies for their advertising inventory across all media channels. The potential impact on newspaper advertising and ad yields of this trend cannot be underestimated.

Programmatic buying trend

Programmatic Buying is; “the process of buying digital media in an automated fashion, using technology to buy ad impressions in real-time to reach a very specific consumer on the right screen at the right time.”⁴

Recent high levels of publicity and lively discussion include predictions that programmatic will account for 17 percent of all ad revenues by 2017⁵. However, the future of programmatic buying and its impact across channels is still not fully understood and accepted by newspaper companies. Observers note that programmatic buying across all media channels (including print) is a possible future and one that may have a negative impact on newspaper industry advertising revenues.

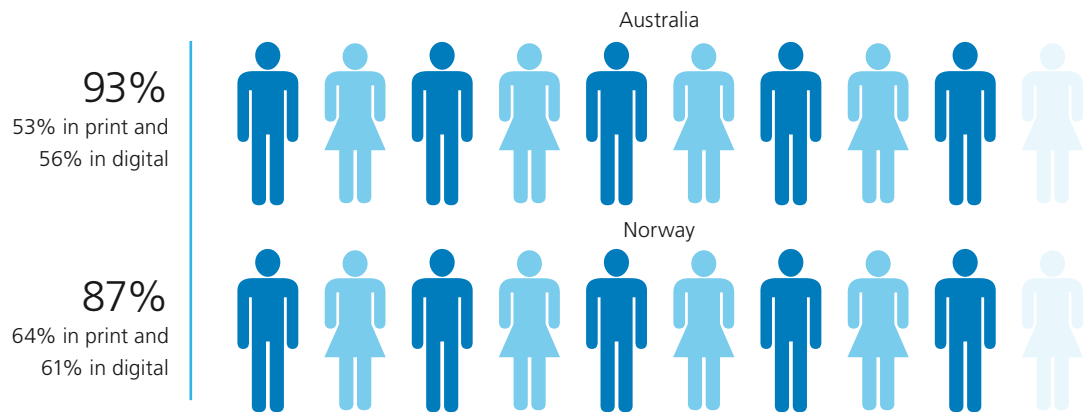
⁴ Demystifying Programmatic Buying” Vivaki 2014

⁵ How Software Is Eating Video Ads And, Soon, TV”, Forrester 2013

New Industry Metrics

Despite the endless predictions about the death of newspapers, our industry reach has actually continued to grow and new metrics methodologies demonstrate that newspaper content reaches more people than ever, providing new business opportunities and increased impact. New readership surveys in Australia and Norway are showing that newspapers have a much larger footprint when print and digital are measured together. In Australia, newspapers have over 53 percent reach in print and 56 percent in digital, but their combined reach is 93 percent of adult population, and in Norway, newspapers reach over 64 percent in print and 61 percent in digital, whereas their combined reach is 87 percent.

Figure 26: Combined Readership



Source: World Press Trends, MBL Norway, Newspaper Works Australia

The new metrics show that while it is true that old business models have and will continue to be challenged, the newspaper “industry” has stabilized and evolved over the last few years into a more robust, valuable, creative and innovative industry. Economic troubles for some are still a reality, some challenges are yet to come in different regions, but today’s new landscape and the decline of the old business models have provided a foundation for a new era of experimentation, innovation and evolution.

Digital News Media Audience Engagement

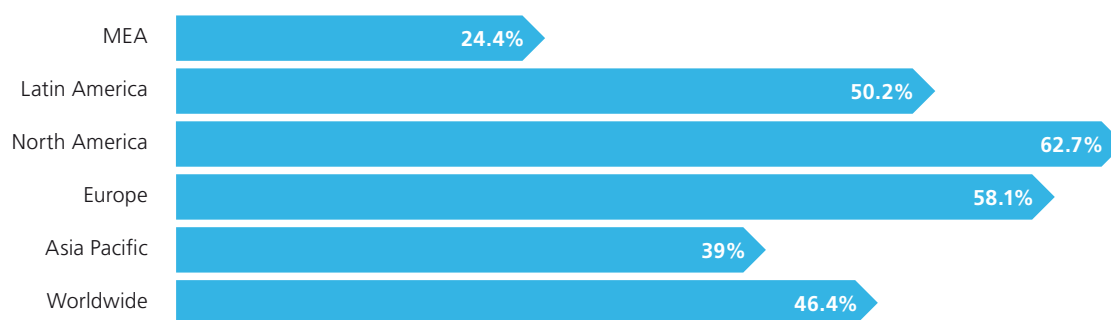
by Jim Chilsholm

The global picture

Worldwide the total number of people visiting digital news services increased by 23 percent to 812 million people, 46 percent of all the world's internet users (see Figure 17, page 17). This figure excludes those accessing by a mobile device such as smartphone or tablet. It is estimated that their inclusion, on average, increases the total audience by around a third, taking the total digital news audience to 1.1 billion visitors, 63 percent of all users.

These levels vary from one world region to another with 63 percent of internet users in North America visiting a newspaper site, and 24 percent of those in the Middle East and Africa. Inevitably, relative consumption levels, including print vs. digital, reflect the recent cultural and technological evolution in that country.

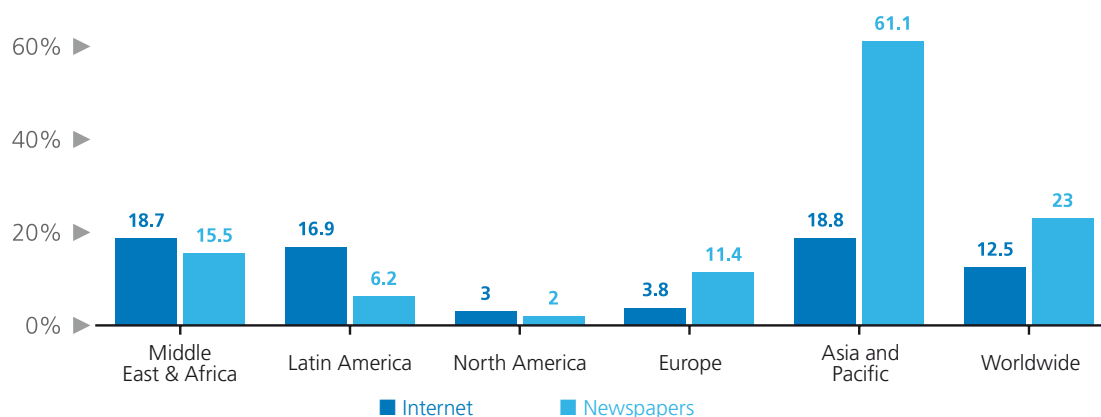
Figure 27: Regional View of Global Digital News Audience (in %)



Source: comScore

Online audience of the industry continues to show growth that surpasses that of general internet use. Between 2012 and 2013 news sites globally have shown visitor growth of 23 percent compared with all internet services which saw only 12.5 percent growth. Again figures vary, with highest levels of growth seen in Asia Pacific, while lower levels were seen, not surprisingly in Europe and North America.

Figure 28: Variance in Visitors - Internet and Newspapers (in %)



Source: comScore

Engagement behaviour

News sites may reach 46.4 percent of all internet users, but they account for only 11.8 percent of daily visitors, 5.7 percent of total visits, 0.8 percent of all pages viewed and 1.0 percent of time spent per page. Therefore, while news sites' reach of internet users is commendably high, perhaps the biggest issue facing the industry is that while we attract visitors from time to time, their frequency of visits on desktop computers, and activity on the site – pages viewed, time spent – are relatively low (see Figure 18 on page 17).

While overall usage of news sites is increasing, on some key variables – daily visitors, visits, pages viewed, time spent – show a decline in share of usage, possibly due to the rapidly rising use of smartphones and tablets to access news, and other information.

In line with other global trends, we see that Asia is the fastest-growing news media environment, but here again it tends to be that, overall, more people are turning to digital news media while levels of activity are not growing at the same rate. Either newcomers to digital news are showing lower levels of involvement and interest, or the growth of mobile media is affecting the usage behaviour of news consumers.

Figure 29: Variances in Behaviour Between Established Visitors and Newcomers

	NP visitors/ Internet users	Visits / user	Pages / visit	Time per page
2013	42.5	7.6	5.3	54.6
2014	46.4	7.3	5.1	52.6
Newcomers	78.3	6	4.4	39.3

Source: comScore, Chisholm analysis ⁶

In terms of news media, engagement as a term is applied to understanding how visitors interact with their chosen medium. In the digital world, the access to accurate measurement enables a far greater knowledge of audience behaviour, at more levels. Engagement can be related to the following metrics: level of reach, frequency of visits, pages visited and time spent.

The benefit of this information is that these indicators vary from title to title and country to country. Benchmarks and performance tracking of visitor behaviour easily demonstrates which factors are driving a site's strengths and/or weaknesses.

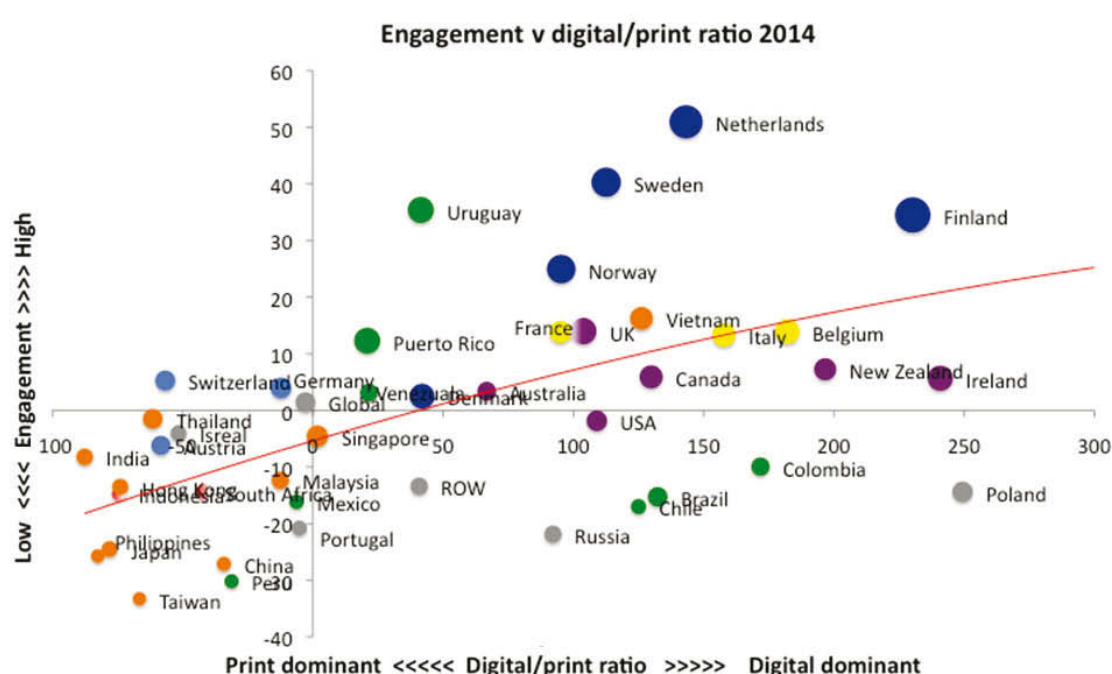
⁶ While the data for 2014 visitors is higher than that of 2013, it is assumed that the difference is newcomers. However, it is inevitable that the change reflects more newcomers, off-set by people who no longer visit.

Patterns of behaviour

comScore collects data for 44 countries which account for 83 percent of the world's internet usage. From this it is possible to draw a mapping of world usage and news consumption patterns and break these down by country, and by clusters depending on behaviour. The basis of this model follows into two dimensions:

- The ratio of digital news access as opposed to that in print.
- The level of engagement for news sites in that country.

Figure 30: Geographical Analysis of News Audience Behavior



From this it is possible to plot each country's position according to the patterns of digital news consumption. Countries with a high digital to print ratio are on the right and those with high levels of online news engagement are toward the top.

The clusters of visitor behaviour suggest that culture and history play a major role in consumption patterns, as much as individual title content and design.

The chart shows that countries fall into three distinct groups:

- Those where digital is high against print, and with high levels of engagement (top right);
- Those with low digital, but higher levels of print consumption, and low levels of engagement (bottom right);
- Those with low levels of both digital news access and low engagement (bottom left).

What is most interesting, and probably expected, is that behavioural clusters also show distinct regional leanings.

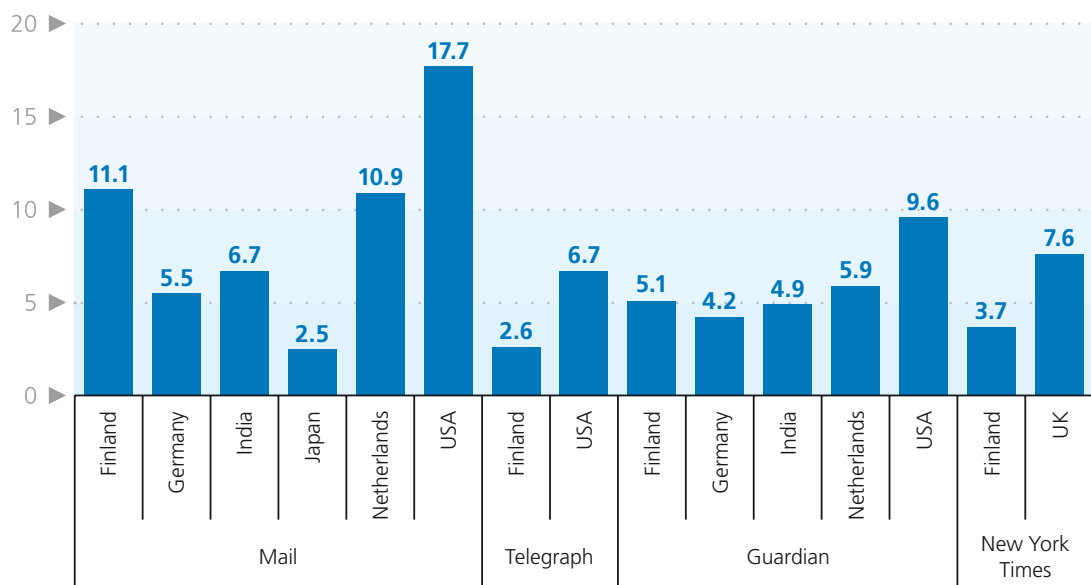
- The first group with high levels of digital to print ratio, and high engagement, are very prevalent among Northern European countries (Dark blue);
- Those with low scores on both axes are very likely to be Asian (Orange);
- Latin American countries fall into two distinct groups – Colombia, Brazil, Chile, who show a high digital ratio, but low engagement, and Venezuela and Mexico, which tend to be more to the centre of both axes (Green);
- Germanic countries show middling online engagement but a tendency toward print (Cyan);
- Anglophone countries show slightly higher levels of engagement and tend to be more digitally oriented. (Magenta).

The chart above clearly shows distinct engagement patterns among the groups. It is dominated by the Nordic strengths in reaching out to the wider internet audience (a reflection of their high print penetration), and high levels of frequency of visit. Latin Americans spend the most time per page read, compensating for relatively low frequency of visit. Conversely, those people living in the West of mainland Europe, together with Asian news media, visit the most pages. Overall the Asian media show the thinnest levels of engagement.

Internationalisation

One of the growing trends in digital news consumption is the global reach of national brands. US and UK titles have been developing a significant presence overseas. A similar pattern exists among Hispanic titles.

Figure 31: International Audiences of Major News Brands (% of online newspaper users)



Source: comScore

In many markets these foreign titles are achieving a growing presence. The UK title MailOnline, the website of the UK's second-biggest print newspaper, the Daily Mail, is now read by 17 percent of US online newspaper users and is the third-most popular newspaper website in the country. The three UK newspapers in the US top 10 account for 25 percent of the top 10 titles' gross audience, 16 percent of visits and 14 percent of all page views.

A number of these newspapers now have larger audiences abroad than in their home market.

Figure 32: UK Titles - Foreign Visitors

		Visits per visitor	Pages per visit	Seconds per page
Mailonline	Finland	2	4	47.8
	Germany	4.5	1.3	57.5
	India	2.4	2	74.1
	Japan	2.1	1.4	82.5
	Netherlands	3.9	2.7	62.3
	USA	2.7	2.8	90.1
	UK	10.5	3.5	70.8
Guardian	Finland	3.9	1.6	28.1
	Germany	4.8	1.4	19.7
	India	2	1.5	30.9
	Netherlands	4.2	1.6	22.6
	USA	2.5	1.6	25.1
	UK	5.5	2.9	31
Telegraph	Finland	2.6	1.6	47.4
	USA	1.8	2.2	60.4
	UK	3.7	3.6	52.1

Source: comScore

The table above shows how each of the engagement indicators varies from country, and in particular from readership at home. Of course what we don't know is how many of those readers are UK expats and how many are natives of that country.

The Impact of multi-media platforms

Data on audiences from mobile devices are now becoming available, based on the fusion of datasets from different media surveys, and merging the survey-based print readership measurement with the panel-based measurement of digital usage.

Smartphones and tablets are beginning to deliver opportunities in audience growth, product diversification, and advertising and content revenues. While it is inevitable that publishers will see some transference from print and desktop to mobile platforms, the overall advantages to the industry in influence and new sources of revenue are likely to be significant as well.

The United States

In the USA, the NAA has reported data for print, desktop and mobile, since 2011, based on fusion between comScore's digital media data, and Scarborough's long established print readership survey.

Print accounts for 85 million readers, of whom 56 million are print only. Digital accounts for 45 million visitors of whom only 17.5 million are digital only. Digital readership therefore increases the total audience by 18 percent. Four percent people rely solely on mobile platforms, up from 1 percent in 2011.

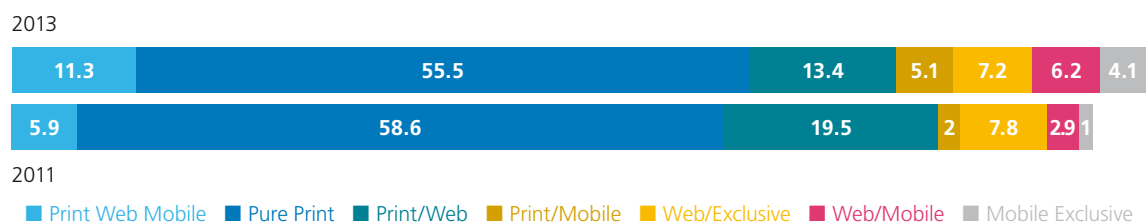
Figure 33 shows the percentage variance in audience levels in each of the above media-usage groups between 2011 and 2013. This shows how users are shifting rapidly to digital platforms.

Over the two years between surveys, usage of mobile devices grew by 128 percent. By comparison desktop usage increased by 5.2 percent. Total print readership fell by only 0.8 percent, considerably better than recent readership

Figure 33: Variance in Audience Levels 2011 vs. 2013

Print Desktop Mobile	92.8
Pure Print	-5.3
Print/Desktop	-31.6
Print / Mobile	163
Pure Desktop	-8
Desktop/Mobile	110.4
Pure mobile	320.8
Total print	-0.8
Total Desktop	5.2
Total mobile	127.9
Total digital	21
All media	5.2

Figure 34: Comparison of Platform Usage 2011 vs. 2013 (millions of monthly visitors)



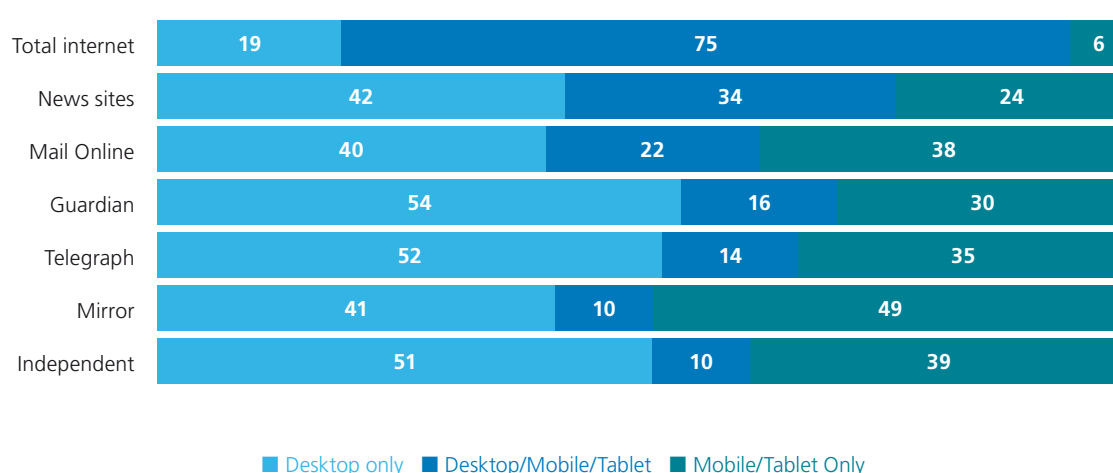
Source: NAA

trends suggest. Significantly, the biggest areas of decline were among print/desktop readers, down by 32 percent.

New digital data from comScore shows the mix of the digital news platforms in the UK, by title.

The United Kingdom

Figure 35: News Media Multi-Platform Mix March 2014 (proportionate in %)



Source: comScore, Chisholm analysis

As the chart above demonstrates, the mix of platforms varies significantly from one title to another:

- The Guardian has the highest proportion of visitors to access their service purely by desktop, 54 percent, followed by Telegraph.
- The Mirror has by far the highest proportion of their audience coming from mobile platforms, with nearly half of their visitors accessing information this way.
- Independent and Mirror, have the lowest proportion of people who utilise both desktop and mobile devices.

Estimates of all media audiences

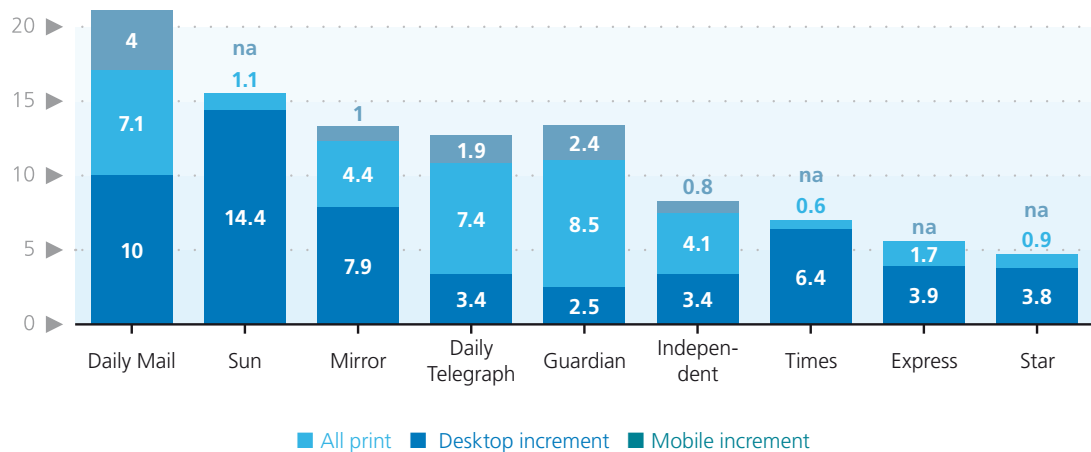
The chart on the next page shows the incremental benefit of the desktop audience, over and above that in print. It then shows the further benefit of mobile over the print/desktop audience.

The figures demonstrate the strength of Mail Online with an additional 7.1 million (70 percent) audience from desktop followed by a further 4.0 million mobile visitors. This is over and above their position as the second-largest print title in the UK.

However, the figures demonstrate that The Guardian, at 8.5 million, and Telegraph with 7.4 million, achieve higher UK desktop audiences, which must also be seen in the context of their significantly lower print audience levels.

The desktop audiences of The Sun and Times sites are relatively low due to the impact of their “hard” paywalls.

Figure 36: Multimedia News Consumption by Title (monthly visitors in millions)



Source: comScore MMX, Chisholm analysis, NRS PADD

The figures show that The Telegraph followed by The Guardian are enjoying a particularly strong benefit from their digital services. However, it must be born in mind that these figures reflect the relative scale of the print audience, as much as the scale of digital. So the Mail shows relatively less dependence on digital because of scale of its print readership which is larger than the Telegraph and Guardian combined.

Other markets

Various other studies are now emerging around the world, showing varying levels of the incremental benefits of desktop and mobile audiences.

- In Spain, the comScore Fusion project shows that digital platforms typically add 107 percent to the total print readership.
- In Australia the Newspaper Works' Emma Fusion project shows that printed newspapers are read by 86 percent of the population over a month. This figure rises to 93 percent when digital is included. Within this, 47 percent visit desktop, 16 percent smartphones and 16 percent tablets.

Methodology ⁷

This report is based on comScore MMX data for March 2013 and March 2014, which they have generously supplied for World Press Trends analysis.

At this stage the report draws solely on desktop-based data, since that for mobile devices – smartphones and tablets – is only now becoming available, as it rolls out country by country. However, examples of multi-media performance are included.

Four standard digital metrics that comScore collects for media owners and advertisers were used in the analysis:

- The number of people who visit a site at some time in a month
- The total number of visits (gross) to the site
- The total number of pages (gross) that are visited
- The total amount of time spent over the month, measured in minutes or hours

There are various methodologies that are used to examine the relationship between print readership and digital audiences, such as measuring “click-through” rates.

However, these indicators were chosen as they are derived from one source, which every publisher must obtain, and the definitions are simple to describe. These indicators also allow for benchmarking and performance tracking of visitor behaviour that helps in discovering which factors are driving a site’s strengths and weaknesses.

⁷**Caveat:** While this report should be read in the context of the rest of this World Press Trends Report, opinions and analyses presented are those of the author, Jim Chisholm, and not necessarily those of WAN-IFRA. In particular the word “Engagement”, while widely accepted by the marketing industry, is the choice of the author, and not of WAN-IFRA.

Annex 1: Press Release

Print and Digital Together Increasing Newspaper Audiences

Print and digital combined are increasing audiences for newspapers globally, but digital revenues are not keeping pace, posing a risk for newspaper businesses and the societies they serve, the annual World Press Trends survey of the World Association of Newspapers and News Publishers (WAN-IFRA) revealed.

“Unless we crack the revenue issue, and provide sufficient funds so that newspapers can fulfill their societal role, democracy will inevitably be weakened,” said Larry Kilman, Secretary General of WAN-IFRA, who presented the survey to 1,000 publishers, chief editors and other senior newspaper executives at the 66th World Newspaper Congress, 21st World Editors Forum and 24th World Advertising Forum in Turin, Italy.

“The role that newspapers play in society cannot be underestimated, and has never been more crucial,” he said. “If newspaper companies cannot produce sufficient revenues from digital, if they cannot produce exciting, engaging offerings for both readers and advertisers, they are destined to offer mediocre products with nothing to differentiate them from the mass of faux news. Finding the sustainable business models for digital news media is not only important for your businesses, but for the future health of debate in democratic society.”

The survey revealed:

- Print circulation increased +2 per cent globally in 2013 from a year earlier but declined by -2 per cent over five years. Around 2.5 billion people around the world read newspapers in print and 800 million on digital platforms.

- Print circulation continues to rise in countries with a growing middle class and relatively low broadband penetration, but long-term structural declines in print circulation continue in mature markets as audiences shift their focus from print to digital. Circulation rose +1.45 per cent in Asia in 2013 from a year earlier and +2.56 per cent in Latin America; it fell -5.29 per cent in North America, -9.94 per cent in Australia and Oceania, -5.20 percent in Europe and -1 per cent in the Middle East and Africa.

Over five years, newspaper circulation rose +6.67 per cent in Asia, +6.26 per cent in Latin America and +7.5 per cent in the Middle East and Africa; it fell -10.25 per cent in North America; -19.59 per cent in Australia and Oceania; and -23.02 per cent in Europe.

- Print advertising world-wide declined -6 per cent in 2013 from a year earlier and declined -13 per cent over five years. Digital advertising for newspapers increased +11 per cent in 2013 and +47 per cent over five years, but remains a relatively small part of overall internet advertising. Much of internet advertising revenue goes to only a handful of companies, and most of it goes to Google.

- Print newspaper advertising increased +3.9 per cent in Latin America in 2013 compared with a year earlier, but fell in all other regions: -3.2 percent in Asia and the Pacific, -8.7 percent in North America, -8.2 per cent in Europe; and -1.8 per cent in the Middle East and Africa.

Over five years, print newspaper advertising increased +3.3 per cent in Asia and the Pacific, +49.9 per cent in Latin America. It declined -29.6 per cent in North America, -17.9 per cent in Europe, and -21.1 percent in the Middle East and Africa.

- While digital advertising continues to grow, it still represents a small part of overall newspaper revenue. Globally, 93 per cent of all newspaper revenues continue to come from print.

- Global newspaper publishing revenues from print circulation and advertising were stable year-on-year at US\$163bn in 2013. But that figure is down from US\$187bn in 2008.

- Paid digital circulation increased 60 per cent last year and rose more than 2,000 per cent over the last five years, albeit from a very low starting point.

“There is growing understanding by the public that you get what you pay for, and an increasing willingness to pay for newspaper content on digital platforms,” said Mr Kilman. “With all the free offerings out there, people are still willing to pay for news that is professionally written and edited, that is independent, entertaining and engaging. In short – what newspapers have offered for 400 years, and continue to offer, on emerging and existing platforms, no matter how it is delivered.”

The World Press Trends survey includes data from more than 70 countries, accounting for more than 90 per cent 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: Zenith Optimedia, IPSOS, comScore, RAM and the ITU.

The data is compiled in an annual report supplied to all WAN-IFRA members, and is also available through annual subscription to the World Press Trends interactive database, <http://www.wan-ifra.org/wpt>

While newspapers attract a significant portion of the total internet audience, the biggest challenge for publishers continues to be how to increase the engagement of audiences on digital platforms. While 46 per cent of the digital population visits newspaper websites, newspapers are a small part of total internet consumption, representing only 6 per cent of total visits, 0.8 per cent of pages viewed and 1.1 per cent of total time spent on digital platforms.

Newspapers have begun working to increase these measures of engagement, and are doing so in a variety of ways, the survey found:

- By increasing their social media presence to interact with audiences and building their brands;
- By promoting upcoming material and providing incentives through database marketing;
- By improving site navigation and restructuring pages based on audience interest, to encourage increasing page visits;
- By developing audience knowledge based on past visits to enhance their experience and increase the time they spend.

“While there is much to be done, the good news is, there is evidence that progress is being made,” said Mr Kilman. “And it is essential for our industry to continue to come together to exchange ideas, learn what others are doing, find inspiration about what can be done so, ultimately, we can continue to provide the accurate and credible news and information that citizens need, and have long come to expect from us, to make informed decisions in democratic society.

“This is the ultimate goal, and the challenge,” he said. “Your successes – and your failures – will not only have an impact on your businesses today, but are also likely to have a profound impact on your children, on the shape of society in the future.”

The survey also found:

- Television continues to maintain the largest share of global advertising revenues, with 40.1 per cent, followed by internet with 20.7 per cent, newspapers with 16.9 per cent, magazines with 7.9 per cent, outdoor with 7 per cent, radio with 6.9 per cent, and cinema with 0.5 per cent.
- The newspaper industry's value – US\$ 163bn annually from circulation sales and advertising – compares with US\$ 102bn book publishing revenues, US\$ 87bn film revenues, and US\$ 50bn music revenues.
- Regionally, 36 per cent of newspapers' market value is in Asia, 34 per cent in Europe, the Middle East and Africa, 21 per cent in North America and 9 per cent in Latin America.
- While single copy newspaper sales have fallen 26 per cent since 2008, subscription sales have fallen only 8 per cent, indicating higher loyalty and stronger customer relationships with subscribers.

Annex 2: World Press Trends Data

Top 50 paid-for dailies

Pos.	Title	Country	Language	Circulation (000)
1	Yomiuri Shimbun	Japan	Japanese	9690
2	The Asahi Shimbun	Japan	Japanese	7450
3	Mainichi Shimbun	Japan	Japanese	3322
4	The Times of India	India	English	3322
5	Dainik Jagran	India	Hindi	3113
6	Cankao Xiaoxi	China	Chinese	3073
7	The Nikkei	Japan	Japanese	2769
8	BILD-Zeitung/BZ	Germany	German	2658
9	People's Daily	China	Chinese	2603
10	Chunichi Shimbun	Japan	Japanese	2533
11	Dainik Bhaskar	India	Hindi	2507
12	Wall Street Journal	United States of America	English	2379
13	Hindustan	India	Hindi	2237
14	Malayala Manorama	India	Malayalam	2233
15	The Sun	United Kingdom	English	2172
16	Amar Ujala	India	Hindi	2018
17	Guangzhou Daily	China	Chinese	1880
18	New York Times	United States of America	English	1865
19	Nanfang City News	China	Chinese	1853
20	Eenadu	India	Telugu	1801
21	Yangtze Evening News	China	Chinese	1790
22	Sports Nippon	Japan	Japanese	1770
23	Daily Mail	United Kingdom	English	1769
24	Chosun Ilbo	Korea, South	Korean	1757
25	Qianjiang Evening News	China	Chinese	1750
26	Rajasthan Patrika	India	Hindi	1735
27	Qilu Evening News	China	Chinese	1726
28	Daily Thanthi	India	Tamil	1722
29	USA Today	United States of America	English	1674
30	Nikkan Sports	Japan	Japanese	1662
31	Tokyo Sports	Japan	Japanese	1607
32	Sankei Shimbun	Japan	Japanese	1589
33	Information Times	China	Chinese	1570
34	Metro Express	China	Chinese	1531
35	The Mathrubhumi	India	Malayalam	1459
36	Hochi Shimbun	Japan	Japanese	1428
37	The Hindu	India	English	1392
38	Global Times	China	Chinese	1372
39	Daily Sakal	India	Marathi	1312
40	Dinakaran	India	Tamil	1307
41	Hindustan Times	India	English	1291
42	Sankei Sports	Japan	Japanese	1272
43	Joongang Ilbo	Korea, South	Korean	1264
44	Sakshi	India	Telugu	1225
45	Chutian Metro Daily	China	Chinese	1210
46	Lokmat	India	Marathi	1186
47	Peninsula City News	China	Chinese	1180
48	Ananda Bazar Patrika	India	Bengali	1160
49	Patrika	India	Hindi	1125
50	Wuhan Evening News	China	Chinese	1100

Note: 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. Some auditing bodies have started to account for digital circulation, and where digital and print circulation are provided together, the total figure is included in the list. Please note that inclusion on this list does not constitute endorsement by WAN-IFRA of either the figures or position on the list.

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

	2009	2010	2011	2012	2013	2013/2009 in %	2013/2012 in %	Adult population (000)	Average circulation/adult population (copies per 000)
Europe									
Austria	2869	2924	3115	3024	2986	4,08	-1,26	7203	414,5
Belarus	1796	1816	1814					8046	
Belgium	1634	1622	1598	1564	1520	-6,98	-2,81	9292	163,6
Bulgaria	1037	1142	1262	852	852	-17,84	0,00	6248	136,4
Croatia	595	493	457	441	300	-49,58	-31,97	3615	122,0
Czech Republic	1700	1543	1435	1349	1284	-24,47	-4,82	8943	143,6
Denmark	1628	1421	967	1249	1068	-34,40	-14,49	4659	229,2
Estonia	227	218	211	204	184	-18,94	-9,98	1131	162,7
Finland	2039	1975	1912	1780	1656	-18,78	-6,97	4569	362,4
France	9760	9461	9852	9485	9130	-6,45	-3,74	54143	168,6
Germany	19746	19090	18522	18021	17242	-12,68	-4,33	70141	245,8
Greece	1315	1290	1200					9488	
Hungary	1521	1444	1522	1379	1267	-16,70	-8,12	8413	150,6
Iceland	138	138	138	138	138	0,00	0,00	255	541,2
Ireland	909	760	689	643	600	-34,03	-6,75	3584	167,3
Italy	8865	8581	5973	5691	4781	-46,07	-15,99	51455	92,9
Lithuania	641	309	282	261	219	-65,83	-16,09	2513	87,1
Luxembourg	250	245	296	296	296	18,40	0,01	445	665,2
Netherlands	4847	4544	4443	4106	3829	-21,00	-6,74	13948	274,5
Norway	2061	1864	1803	1725	1631	-20,86	-5,45	4169	391,2
Poland	3613	3367	3201	2820	2509	-30,55	-11,02	32751	76,6
Portugal	878	878	756	573				8891	
Romania	1922	1620	906	766	656	-65,87	-14,36	16969	38,7
Russian Federation	12341	9545	9059	9059				120540	
Serbia	1202	1005	850	750	650	-45,92	-13,33	5946	109,3
Slovakia	434	404	381	352	300	-30,88	-14,77	4602	65,2
Slovenia			359	333	251	-30,08	-24,62	1751	143,3
Spain	6524	3758	3510	3008	2660	-59,32	-11,57	39650	67,1
Sweden	3884	3774	3428	2894	2567	-33,91	-11,30	7962	322,4
Switzerland	3449	3097	3051	2978	2449	-29,00	-17,77	6950	352,3
Ukraine	2981	2833	2440	2517				38666	
United Kingdom	16355	14600	13927	12805	12042	-26,37	-5,96	52560	229,1

	2009	2010	2011	2012	2013	2013/2009 in %	2013/2012 in %	Adult population (000)	Average circulation/adult population (copies per 000)
Asia									
China	107850	109902	108111	120061	120061	11,32	0,00	1113052	107,9
India	109937	109937	109937	112892	112892	2,69	0,00	889019	127,0
Indonesia	8081	8744	9256	9457	9583	18,59	1,33	177405	54,0
Japan	50437	49406	48429	47862	47083	-6,65	-1,63	110785	425,0
Korea, South	16020	16020	15725	12539				42687	
Malaysia	2807	2745	2896	2899	2928	4,31	0,99	21991	133,1
Singapore	1550	1541	1533	1464	1419	-8,44	-3,07	4535	312,9
Thailand	7592	7617	7717	7717	7717	1,65	0,00	54949	140,4
Turkey	4844	4619	4732	4748	5077	4,81	6,93	55450	91,6
America, North									
Canada	5619	5927	5910	6011	5630	0,20	-6,34	29181	192,9
Mexico	5328	5328	5328	5328	5328	0,00	0,00	86856	61,3
United States of America	48574	46709	46717	45729	43008	-11,46	-5,95	252903	170,1
America, South									
Argentina	1528	1479	1440	1354	1403	-8,18	3,62	31499	44,5
Brazil	8920	8358	8651	8806	8480	3,39	-3,70	152275	55,7
Chile	789	745	724	689	689	-12,67	0,00	13920	49,5
Australia & Oceania									
Australia	2890	2817	2711	2548	2281	-21,07	-10,48	18736	121,7
New Zealand	632	634	619	596	551	-12,82	-7,55	3577	154,0
Africa									
South Africa	1733	1733	1683	1436	1346	-22,33	-6,27	37617	35,8

Source for population data: World Bank, 2013 (the latest figures available)

Total paid-for and free dailies, number of titles

	2009	2010	2011	2012	2013	2013/2009 in %	2013/2012 in %	Adult population (000)	Average circulation/adult population (copies per 000)
Europe									
Austria	19	18	18	18	18	-5,26	0,00	7203	2,50
Belarus	33	33	33		9	-72,73		8046	1,12
Belgium	24	25	25	25	25	4,17	0,00	9292	2,69
Bulgaria	73	71	71	62	62	-15,07	0,00	6248	9,92
Croatia	16	17	16	14	13	-18,75	-7,14	3615	3,60
Czech Republic	83	81	82	82	81	-2,41	-1,22	8943	9,06
Denmark	35	37	35	32	31	-11,43	-3,13	4659	6,65
Estonia	11	11	11	11	10	-9,09	-9,09	1131	8,84
Finland	52	51	49	49	47	-9,62	-4,08	4569	10,29
France	98	119	121	120	123	25,51	2,50	54143	2,27
Germany	357	353	353	350	345	-3,36	-1,43	70141	4,92
Greece	44	44	44					9488	0,00
Hungary	32	30	31	31	31	-3,13	0,00	8413	3,68
Ireland	11	10	10	10	10	-9,09	0,00	255	39,22
Italy	94	95	101	103	111	18,09	7,77	3584	30,97
Latvia	19		16	13	12	-36,84	-7,69	51455	0,23
Lithuania	23	18	18	17	14	-39,13	-17,65	2513	5,57
Luxembourg	8	8	8	8	8	0,00	0,00	445	17,98
Netherlands	34	30	30	32	30	-11,76	-6,25	13948	2,15
Norway	75	73	73	73	74	-1,33	1,37	4169	17,75
Poland	39	38	38	36	36	-7,69	0,00	32751	1,10
Portugal	20	18	23	18	18	-10,00	0,00	8891	2,02
Romania	76	59	53	46	45	-40,79	-2,17	16969	2,65
Russian Federation	582	572	572	546	546	-6,19	0,00	120540	4,53
Serbia	13	12	12	13	11	-15,38	-15,38	5946	1,85
Slovakia	10	9	9	9	9	-10,00	0,00	4602	1,96
Slovenia			8	8	9		12,50	1751	5,14
Spain	155	134	130	113	110	-29,03	-2,65	39650	2,77
Sweden	91	91	93	89	81	-10,99	-8,99	7962	10,17
Switzerland	84	81	82	79	79	-5,95	0,00	6950	11,37
Ukraine	43	38	35	31	55	27,91	77,42	38666	1,42
United Kingdom	110	114	108	106	105	-4,55	-0,94	52560	2,00

	2009	2010	2011	2012	2013	2013/2009 in %	2013/2012 in %	Adult population (000)	Average circulation/adult population (copies per 000)
Asia									
China	996	982	970	970	970	-2,61	0,00	1113052	0,87
India	2701	2796	4397	4397	4397	62,79	0,00	889019	5,08
Indonesia	302	348	401	400	394	30,46	-1,50	177405	2,22
Israel	17	12	12	11	13	-23,53	18,18	5652	2,30
Japan	109	107	107	106	105	-3,67	-0,94	110785	0,95
Korea, South	315	330	363	324	324	2,86	0,00	42687	7,74
Malaysia	32	34	32	32	40	25,00	25,00	21991	1,98
Singapore	10	10	10	10	10	0,00	0,00	4535	2,32
Turkey	71	68	69	74	74	4,23	0,00	55450	1,36
America, North									
Canada	101	123	109	109	113	11,88	3,67	29181	3,87
Mexico	510	510	510	510	510	0,00	0,00	86856	5,87
United States of America	1431	1431	1382	1427	1427	-0,28	0,00	252903	5,64
America, South									
Argentina	48	48	44	44	37	-22,92	-15,91	31499	1,17
Brazil	682	652	684	727	722	5,87	-0,69	152275	4,74
Chile	55	52	65	65	65	18,18	0,00	13920	4,67
Colombia	43	45	60	61	60	39,53	-1,64	34791	1,72
Ecuador	47	47	47	47	47	0,00	0,00	11174	4,21
Peru	100	100	101	101	101	1,00	0,00	21567	4,68
Venezuela	112	109	109	109	109	-2,68	0,00	21588	5,05
Australia & Oceania									
Australia	52	52	51	52	51	-1,92	-1,92	18736	2,72
New Zealand	21	21	21	21	21	0,00	0,00	3577	5,87
Africa									
South Africa	20	20	20	21	21	5,00	0,00	37617	0,56

Source for population data: World Bank, 2013 (the latest figures available)

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

	2009	2010	2011	2012	2013	Adult population (000)
Europe						
Austria	2305	2009	1997	1980	1862	7203
Belarus	1796	1816	1814			8046
Belgium	1382	1374	1348	1321	1299	9292
Bulgaria	870	975	1095	827	827	6248
Croatia	535	439	404	378	299	3615
Czech Republic	1365	1246	1138	1052	942	8943
Denmark	1058	999	967	902	799	4659
Estonia	227	218	211	204	184	1131
Finland	2039	1975	1912	1780	1656	4569
France	7362	7273	7115	6841	6537	54143
Germany	19746	19090	18522	18021	17242	70141
Greece	1100	1075	985			9488
Hungary	1239	1153	1237	1023	915	8413
Ireland	767	700	625	581	537	255
Italy	4842	4581	4273	3991	3723	3584
Lithuania	574	309	282	261	219	2513
Luxembourg	113	110	112	112		445
Netherlands	3530	3455	3359	3240	3063	13948
Norway	2061	1864	1803	1725	1632	4169
Poland	3168	2968	2810	2472	2216	32751
Portugal	533	533	480	413	413	8891
Romania	1241	1053	789	655	548	16969
Russian Federation	11306	8510	8024	8024	8024	120540
Serbia	1052	845	705	645	500	5946
Slovakia	434	404	381	352	300	4602
Slovenia			248	227	166	1751
Spain	3915	3758	3510	3008	2660	39650
Sweden	3206	3081	2667	2156	1855	7962
Switzerland	2126	2067	1995	1920	1810	6950
Ukraine	2864	2716	2440	2517	2517	38666
United Kingdom	14009	12566	11755	10737	9852	52560

	2009	2010	2011	2012	2013	Adult population (000)
Asia						
China	106070	106372	105261	116321	116321	1113052
India	109900	109900	109900	112892	112892	889019
Indonesia	8081	8744	9256	9457	9583	177405
Japan	50353	49322	48345	47778	46999	110785
Korea, South	12800	12800	12505	10929	10929	42687
Malaysia	2475	2401	2596	2547	2574	21991
Singapore	973	964	956	915	873	4535
Turkey	4719	4619	4732	4748	5077	55450
America, North						
Canada	4117	4361	4303	4210	4190	29181
Mexico	4800	4800	4800			86856
United States of America	46278	44413	44421	43433	40712	252903
America, South						
Argentina	1129	1080	1157	1043	993	31499
Brazil	8202	8358	8651	8806	8480	152275
Chile	581	554	528	510	510	13920
Australia & Oceania						
Australia	2885	2809	2,711	2,548	2,281	18763
New Zealand	632	634	619	596	551	3577
Africa						
South Africa	1596	1596	1514	1433	1346	37617

Source for population data: World Bank, 2013 (the latest figures available)

Total paid-for dailies, number of titles

	2009	2010	2011	2012	2013	Adult population (000)
Europe						
Austria	16	15	15	15	15	7203
Belarus	33	33	33			8046
Belgium	22	23	23	23	23	9292
Bulgaria	70	70	70	61	61	6248
Croatia	15	15	14	11	13	3615
Czech Republic	81	79	80	80	79	8943
Denmark	32	34	32	30	30	4659
Estonia	11	11	11	11	10	1131
Finland	51	50	48	48	46	4569
France	85	85	85	83	84	54143
Germany	357	353	353	350	345	70141
Greece	40	40	40			9488
Hungary	31	29	30	30	30	8413
Ireland	9	9	9	9	9	255
Italy	85	90	97	103	111	3584
Latvia	17		16	13	12	1909
Lithuania	22	17	18	17	14	2513
Luxembourg	6	6	5			445
Netherlands	29	28	28	29	28	13948
Norway	75	73	73	73	74	4169
Poland	38	37	37	35	35	32751
Portugal	15	14	19	18	18	8891
Romania	69	55	50	44	43	16969
Russian Federation	541	532	530	495	495	120540
Serbia	12	11	11	12	10	5946
Slovakia			9	9	9	4602
Slovenia			7	7	8	1751
Spain	139	134	116	113	110	39650
Sweden	83	83	82	78	75	7962
Ukraine	41	38	35	31	31	38666
United Kingdom	104	99	95	94	94	52560

	2009	2010	2011	2012	2013	Adult population (000)
Asia						
China	996	972	960	960	960	1113052
Indonesia	302	348	401	400	394	177405
Israel	14	10	10	9	11	5652
Japan	108	106	106	105	104	110785
Korea, South	304	304	352	324	324	42687
Malaysia	29	31	31	31	38	21991
Singapore	8	8	8	8	8	4535
Turkey	69	68	69	74	74	55450
America, North						
Canada	96	94	95	95	94	29181
Costa Rica			6	6	6	3703
Mexico	505	505	505			86856
United States of America	1397	1397	1382	1427	1395	252903
America, South						
Argentina	41	41	40	40	37	31499
Chile	53	50	60	60	60	13920
Colombia	43	45	56	57	56	34791
Australia & Oceania						
Australia	48	48	47	48	47	18736
New Zealand	21	21	21	21	21	3577
Africa						
South Africa	19	20	20	21	21	37617

Source for population data: World Bank, 2013 (the latest figures available)

Free dailies, total average circulation (ooo)

	2009	2010	2011	2012	2013	Adult population (000)	Average circulation/adult population (copies per 000)
Europe							
Austria	564	915	1117	1044	1124	7203	156,0
Belgium	252	248	250	243	221	9292	23,8
Bulgaria	167	167	167	25	25	6248	4,0
Croatia	60	54	53	63	1	3615	0,28
Czech Republic	335	327	297	368	342	8943	38,2
Denmark	570	422		347	269	4659	57,7
France	2398	2188	2737	2644	2593	54143	47,9
Hungary	282	291	285	356	352	8413	41,8
Ireland	142	60	64	62	62	3584	17,3
Italy	4023	4000	1700	1700	1058	51455	20,6
Luxembourg	137	135	184			445	
Netherlands	1317	1099	1084	866	767	13948	55,0
Poland	445	399	392	348	293	32751	8,9
Portugal	345	345	179	160	160	8891	18,0
Romania	681	567	117	111	108	16969	6,4
Slovenia			111	106	85	1751	48,5
Sweden	678	693	761	738	712	7962	89,4
Switzerland	1323	1030	1056	1058	1039	6950	149,5
United Kingdom	2346	2034	2172	2068	2190	52560	41,7
Asia							
China	1780	3530	2850	3740	3740	1113052	3,4
Japan	84	84	84	84	84	110785	0,8
Korea, South	3220	3220	3220	1610	1610	42687	37,7
Malaysia	332	344	300	352	354	21991	16,09
Singapore	577	577	578	549	546	4535	120,4
America, North							
Canada	1502	1566	1607	1801	1439	29181	49,3
America, South							
Argentina	399	399	283	311	410	31499	13,0
Chile	208	191	196	179	179	13920	12,9
Australia & Oceania							
Australia	326	330	334	322	322	18736	17,2
Africa							
South Africa	137	137	169	3	0	37617	0

Source for population data: World Bank, 2013 (the latest figures available)

Free dailies, number of titles

	2009	2010	2011	2012	2013	Adult population (000)	No. of titles/adult population (million)
Europe							
Austria	3	3	3	3	3	7203	0,42
Belgium	2	2	2	2	2	9292	0,22
Bulgaria	3	1	1	1	1	6248	0,16
Croatia	1	2	2	3	0	3615	0
Czech Republic	2	2	2	2	2	8943	0,22
Denmark	3	3	3	2	1	4659	0,21
Finland	1	1	1	1	1	4569	0,21
France	13	32	35	37	39	54143	0,72
Hungary	1	1	1	1	1	8413	0,12
Ireland	2	1	1	1	1	3584	0,28
Italy	9	5	10			51455	
Luxembourg	2	2	3			445	
Netherlands	5	3	3	3	2	13948	0,14
Poland	1	1	1	1	1	32751	0,03
Portugal	5	4	4	3	3	8891	0,34
Romania	7	4	3	2	2	16969	0,12
Slovenia			1	1	1	1751	0,57
Sweden	8	8	11	11	6	7962	0,75
Switzerland	5	3	4	4	4	6950	0,58
United Kingdom	6	15	13	12	12	52560	0,23
Asia							
China	5	10	10	10	10	1113052	0,01
Israel	3	2	2	2	2	5652	0,35
Japan	1	1	1	1	1	110785	0,01
Malaysia	3	3	1	1	2	21991	0,09
Singapore	2	2	2	2	2	4535	0,44
America, North							
Canada	5	29	14	14	7	29181	0,24
America, South							
Argentina	7	7	4	4	4	31499	0,13
Colombia		3	4	4	4	34791	0,11
Chile	2	2	5	5	5	13920	0,36
Australia & Oceania							
Australia	4	4	4	4	4	18736	0,21
Africa							
South Africa	1	1	1	1	0	37617	0

Source for population data: World Bank, 2013 (the latest figures available)

Non-dailies, total average circulation (ooo)

	2009	2010	2011	2012	2013	Adult population (000)	Average circulation/adult population (copies per 000)
Europe							
Bulgaria	3900	4248		2902		6248	
Czech Republic	13218	12823	9508			8943	
Denmark	8204	6267	6057	5625	5554	4659	1192,1
Estonia	309	285	350	353	328	1113	294,7
Finland	854	845	783	739		4569	
Germany	93812	93095	94681	94648	95739	70141	1365,0
Greece	230	184				9488	
Ireland	2071	1025	1508	1508	1508	3584	420,8
Lithuania	1575	1644	1553	1466	1260	2513	501,4
Luxembourg	252	254	287			445	
Norway	621	730	709	679	601	4169	144,2
Poland	681	496	474	450	403	32751	12,3
Romania	4334	3305	82	83	81	16969	4,8
Slovenia			2110	1989	1902	1751	1086,2
Sweden	3349	3470	3391	3568	3606	7962	452,9
United Kingdom	21346	20041	16987	15225	14178	52560	269,7
Asia							
China	102302	108005	104210	104210		1113052	
Indonesia	1063	1084	992	624	538	177405	3,0
Malaysia	23	22	72	22	240	21991	10,9
Singapore	38	37	34	30	29	4535	6,4
Africa							
South Africa	6781	6781	8039	7857	8248	37617	219,3

Source for population data: World Bank, 2013 (the latest figures available)

Non-dailies, number of titles

	2009	2010	2011	2012	2013	Adult population (000)	Number of titles/adult population (million)
Europe							
Austria	223	247	248	255	248	7203	34,43
Belgium	2	2	2	2	2	9292	0,22
Bulgaria	384	384		157	157	6248	25,13
Czech Republic	477	456	417			8943	0,00
Denmark	270	256	256	242	241	4659	51,73
Estonia	31	28	29	30	27	1113	24,26
Finland	188	183	194	189	189	4569	41,37
Germany	1441	1410	1429	1431	1456	70141	20,76
Ireland	151	146	148	139	139	3584	38,78
Latvia	88		73	69	67	1732	38,68
Lithuania	275	259	244	235	229	2513	91,13
Norway	154	157	155	154	155	4169	37,18
Poland	21	18	18	17	16	32751	0,49
Portugal	37	37	25	24	24	8891	2,69
Romania	75	24	4	5	5	16969	0,29
Russian Federation	28011	25720	25458	27801	27801	120540	230,64
Slovenia			135	138	135	1751	77,10
Sweden	174	174	180	189	189	7962	23,74
Switzerland	103	100	101	98	93	6950	13,38
Ukraine	2474	2309	2231	2312	2216	38666	57,31
United Kingdom	1109	1076	985	945	929	52560	17,68
Asia							
China	941	957	958	958	958	1113052	0,86
Indonesia	232	240	284	230	220	177405	1,24
Israel	170	170	188	190	179	5883	30,43
Malaysia	2	2	2	2	9	21991	0,41
Singapore	2	2	2	2	2	4535	0,44
America, North							
Canada		1045	1042	1029	1019	29181	34,92
Costa Rica			50	50	50	3703	13,50
America, South							
Brazil	2784	3404	3530	4108	4064	31499	129,02
Chile	48	6	42	42	42	13920	0,28
Colombia	5	4	4	4	4	34791	0,29
Australia & Oceania							
Australia	492	492	499	499	499	18736	26,63
New Zealand	167	167	167	167	167	3577	46,69
Africa							
South Africa	244	262	294	297	293	37617	7,79

Source for population data: World Bank, 2013 (the latest figures available)

Sundays, total average circulation (ooo)

	2009	2010	2011	2012	2013	Adult population (000)	Total average circulation/ adult population (copies per thousand)
Europe							
Belgium			775	779	783	9292	84,27
Bulgaria				110		6248	
Czech Republic	386	351	319	312	260	8943	29,07
Denmark	1981	1981	2086	1946	1836	4659	394,04
France	4532	4342	4360	4244	4114	54143	75,98
Germany	23577	24531	25023	24876	23450	70141	334,33
Hungary	438	418	381	357	297	8413	35,30
Ireland	1115	991	902	834	773	3584	215,54
Netherlands	639					13948	
Romania	401	263	226	169	163	16969	9,61
Slovakia	56	52	49	43	43	4602	9,34
Slovenia			107	202	167	1751	95,35
Switzerland	1216	1181	1136	1157	1145	775	1477,99
United Kingdom	11998	10557	9005	8868	8748	52560	166,43
Asia							
Hong Kong	76	76				6281	
Malaysia	2856	2741	2925	2839	2669	21991	121,37
Singapore	980	971	959	918	861	4535	189,94
America, North							
United States of America	46850	46850	48510	44822		252903	
Australia & Oceania							
Australia	3265	3155	3017	2802	2487	18736	132,74
New Zealand	321	308	303	273	256	3577	71,46
Africa							
South Africa	1766	1766	1345	1607	1335	37617	35,49

Source for population data: World Bank, 2013 (the latest figures available)

Sundays, number of titles

	2009	2010	2011	2012	2013	Adult population (000)	No. of titles/adult population (million)
Europe							
Belgium	5	5	5	5	5	9292	0,53
Bulgaria				5	5	6248	0,80
Czech Republic	3	3	3	3	3	8943	0,34
Denmark	11	11	11	11	11	4659	2,36
France	46	42	44	44	45	54143	0,83
Germany	264	269	273	273	265	70141	3,78
Hungary	4	4	4	4	4	8413	0,48
Ireland	9	9	6	6	6	3584	1,67
Netherlands	1	0				13948	
Romania	9	5	5	5	5	16969	0,29
Slovakia	1	1	1	1	1	4602	0,22
Slovenia			2	3	3	1751	1,71
Switzerland	17	17	17	18	18	775	23,23
Turkey		1	1	1	1	55450	0,02
United Kingdom	29	26	25	24	23	52560	0,44
Asia							
Indonesia				1	0	177405	0,00
Israel	9	9	9	9	10	5883	1,70
Malaysia	27	27	29	29	34	21991	1,55
Singapore	7	7	8	7	7	4535	1,54
America, North							
United States of America	919	919	900	981	934	252903	3,69
America, South							
Chile	3	1	2	2	2	13920	0,14
Australia & Oceania							
Australia	12	12	11	11	11	18736	0,59
New Zealand	3	3	3	3	3	3577	0,84
Africa							
South Africa	11	14	11	13	12	37617	0,32

Source for population data: World Bank, 2013 (the latest figures available)

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

	2009	2010	2011	2012	2013
Europe					
Austria	3.977	4.224	4.178	4.206	4.206
Belarus	88	98	70	81	108
Belgium	4.079	4.452	4.608	4.634	4.751
Bulgaria	674	652	682	738	824
Croatia	312	293	279	252	246
Czech Republic	1.072	1.130	1.160	1.160	1.149
Denmark	2.093	2.141	2.257	2.192	2.175
Estonia	91	86	93	93	98
Finland	1.546	1.641	1.628	1.611	1.525
France	12.094	13.025	13.416	13.137	12.809
Germany	22.107	23.061	23.730	23.433	23.184
Greece	2.843	2.491	1.932	1.364	1.303
Hungary	744	764	752	773	790
Ireland	1.060	989	945	896	869
Italy	9.946	10.294	9.889	9.069	8.163
Latvia	97	84	88	91	94
Lithuania	121	119	125	126	128
Netherlands	4.892	5.052	5.094	4.841	4.815
Norway	2.330	2.508	2.695	2.706	2.820
Poland	2.103	2.147	2.191	2.070	1.961
Portugal	1.035	1.042	907	752	691
Romania	538	458	440	395	383
Russian Federation	5.678	6.665	8.107	9.208	10.217
Serbia	172	205	201	224	209
Slovakia	681	655	647	652	647
Slovenia	688	797	853	833	731
Spain	7.230	7.521	7.068	5.946	5.471
Sweden	2.997	3.367	3.578	3.532	3.426
Switzerland	4.692	5.294	5.626	5.662	5.725
Ukraine	525	666	764	828	893
United Kingdom	17.168	18.537	18.986	19.382	20.448

	2009	2010	2011	2012	2013
Asia					
Bahrain	92	96	33	36	38
China	22.679	28.422	33.540	37.202	40.951
Hong Kong	1.250	1.777	2.074	2.379	2.502
India	4.043	4.579	5.028	5.429	5.860
Indonesia	3.424	4.165	5.121	6.151	7.510
Israel	995	1.054	1.016	909	950
Japan	50.925	50.798	49.983	51.968	53.015
Korea, South	6.966	9.244	10.062	10.738	10.612
Kuwait	370	386	354	333	325
Lebanon	150	181	151	136	130
Malaysia	1.678	1.943	2.105	2.156	2.234
Oman	59	64	58	55	55
Philippines	1.161	1.474	1.650	1.686	1.846
Qatar	103	111	88	79	75
Saudi Arabia	646	635	596	593	602
Singapore	1.658	1.844	1.991	1.952	2.151
Thailand	3.124	3.444	3.633	3.846	4.370
Turkey	1.536	2.005	2.580	2.823	3.062
United Arab Emirates	592	629	528	482	493
Vietnam	521	557	596	678	816
America, North					
Canada	9.817	10.775	11.252	11.630	11.570
Costa Rica	208	255	304	311	272
Mexico	3.905	4.355	4.817	5.201	5.500
United States of America	147.919	151.090	154.129	161.241	167.299
America, South					
Argentina	1.959	2.716	3.574	4.494	5.903
Brazil	11.216	13.248	14.397	15.293	16.380
Chile	1.022	1.172	1.355	1.387	1.472
Colombia	1.352	1.768	2.157	2.388	2.516
Ecuador	334	369	455	420	452
Peru	416	514	595	650	700
Venezuela	623	1.374	1.450	1.707	1.921
Australia & Oceania					
Australia	11.501	12.873	12.815	12.813	13.118
New Zealand	1.565	1.642	1.679	1.661	1.742
Africa					
Egypt	488	520	314	350	328
South Africa	2.945	3.484	3.874	4.186	4.499

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

	2009	2010	2011	2012	2013
Europe					
Austria	1.312	1.549	1.664	1.607	1.553
Belarus	14.0	14.0	9.5	10.0	11.5
Belgium	1.133	1.167	1.158	1.140	1.190
Bulgaria	58	54	58	63	59
Croatia	105	93	78	66	60
Czech Republic	153	130	118	113	112
Denmark	726	686	684	631	573
Estonia	30.3	24.3	25.4	24.9	23.8
Finland	696	718	673	639	538
France	1.370	1.366	1.362	1.274	1.202
Germany	7.640	7.630	7.595	7.081	6.481
Greece	485	485	406	289	285
Hungary	129	126	118	116	116
Ireland	302	270	237	203	175
Italy	1.710	1.649	1.518	1.231	990
Latvia	13.8	9.4	9.3	8.2	7.4
Lithuania	26.8	22.3	22.3	20.8	17.8
Netherlands	1.520	1.401	1.280	1.072	1.037
Norway	970	1.004	1.047	968	882
Poland	570	519	477	381	285
Portugal	65	59	59	57	46
Romania	28.3	17.7	15	12.3	10
Russian Federation	235	265	283	305	280
Serbia	25	31	30	31	26
Slovakia	59.3	78.2	69.2	68.3	60.9
Slovenia	122.6	112.9	128.4	111.6	95.7
Spain	1.596	1.536	1.328	1.050	901
Sweden	1.049	1.151	1.158	1.017	882
Switzerland	1.417	1.536	1.589	1.488	1.388
Ukraine	82	88	75	75	71
United Kingdom	4.368	4.350	3.980	3.572	3.265

	2009	2010	2011	2012	2013
Asia					
Bahrain	59	62	25	27	29
China	5.954	6.131	7.545	7.015	6.405
Georgia	2	2	1	1	1
Hong Kong	390	510	583	662	714
India	1.782	1.993	2.242	2.504	2.612
Indonesia	1.263	1.507	1.828	2.086	2.359
Israel	323	324	313	260	231
Japan	8.450	8.020	7.511	7.827	7.360
Korea, South	2.598	2.832	2.728	2.552	2.290
Kuwait	244	257	244	231	231
Lebanon	31	38	30	29	26
Malaysia	844	964	1.079	1.066	1.133
Oman	52	57	51	49	49
Philippines	154	178	178	173	178
Qatar	90	99	79	71	67
Saudi Arabia	441	432	410	390	390
Singapore	644	731	749	720	756
Thailand	629	642	649	645	709
Turkey	414	475	530	560	556
United Arab Emirates	369	387	302	272	272
Vietnam	62	61	60	60	56
America, North					
Canada	2.105	2.180	2.043	2.094	1.717
Costa Rica	58	72	84	84	97
Mexico	310	340	375	367	360
United States of America	32.966	29.669	27.147	24.975	22.977
America, South					
Argentina	628	908	1.251	1.518	1.851
Brazil	3.135	3.242	3.366	3.388	3.261
Chile	259	316	361	350	354
Colombia	354	447	537	566	594
Ecuador	88	98	95	110	104
Peru	83	91	98	103	110
Venezuela	160	368	388	451	500
Australia & Oceania					
Australia	3.594	3.795	3.493	2.964	2.428
New Zealand	504	507	471	437	433
Africa					
Egypt	375	393	236	262	245
South Africa	782	832	910	927	935

Internet users (ooo)

	2009	2010	2011	2012	2013	Adult population in (000)
Europe						
Austria	6.144,29	6.302,81	6.718,36	6.819,39	6.831,46	7203
Belarus	2.607,77	3.008,49	3.751,31	4.443,41	5.127,73	8046
Belgium	7.557,55	8.159,37	8.586,24	9.026,56	9.199,07	9292
Bulgaria	3.413,31	3.487,28	3.812,76	4.122,87	3.854,98	6248
Croatia	2.492,24	2.668,65	2.628,34	2.776,41	2.838,58	3615
Czech Republic	6.756,89	7.243,37	7.695,42	7.909,50	7.797,50	8943
Denmark	4.796,26	4.918,76	5.016,60	5.183,82	5.312,23	4659
Estonia	971,70	992,68	1.025,10	1.058,60	1.059,75	1131
Finland	4.404,04	4.660,45	4.814,36	4.902,17	4.977,84	4569
France	46.199,69	51.966,17	52.074,41	54.312,34	54.090,39	54143
Germany	64.702,82	66.995,91	67.832,58	68.649,84	67.691,18	70141
Greece	4.783,89	5.025,66	5.991,12	6.330,24	6.604,65	9488
Hungary	4.810,87	5.304,61	6.979,70	7.179,12	7.189,75	8413
Iceland	296,20	301,53	303,11	306,24	311,85	255
Ireland	3.004,44	3.130,28	3.446,91	3.544,73	3.595,70	3584
Italy	29.392,09	32.467,55	34.517,36	35.246,60	34.976,84	51455
Latvia	1.507,13	1.534,60	1.591,30	1.642,80	1.514,76	1732
Lithuania	1.995,66	2.062,79	2.083,55	2.178,04	2.023,55	2513
Luxembourg	434,61	458,38	469,90	475,64	509,40	445
Netherlands	14.816,19	15.070,60	15.410,41	15.527,28	15.788,64	13948
Norway	4.446,29	4.562,33	4.653,39	4.704,40	4.832,70	4169
Poland	22.498,00	23.798,44	24.794,54	24.840,40	24.216,25	32751
Portugal	4.944,10	5.438,49	6.143,93	6.807,68	6.495,08	8891
Romania	7.861,83	8.561,80	9.415,88	10.695,00	9.934,78	16969
Russian Federation	41.136,50	60.952,50	69.545,70	75.612,92	88.108,91	120540
Serbia	2.789,23	2.982,66	3.064,14	3.492,54	3.689,45	5946
Slovakia	3.793,01	4.113,67	4.049,54	4.352,00	4.216,64	4602
Slovenia	1.305,39	1.436,98	1.415,88	1.436,40	1.497,47	1751
Spain	28.646,96	30.321,68	31.254,86	33.289,20	33.386,45	39650
Sweden	8.461,65	8.441,20	8.885,82	8.885,82	9.092,17	7962
Switzerland	6.295,74	6.565,38	6.736,76	6.736,76	7.006,64	6950
Ukraine	8.243,54	10.687,87	13.121,43	15.402,96	19.014,65	38666
United Kingdom	48.205,23	48.530,63	54.397,44	54.507,82	57.587,45	52560
Asia						
Bahrain	619,88	694,01	1.019,12	1.164,71	1.198,95	1052
Bangladesh	4.557,93	5.501,61	7.524,68	9.481,10	10.178,67	109616
China	384.768,82	459.036,73	514.801,79	568.568,57	621.680,04	1113052
Georgia	885,25	1.197,80	1.640,08	2.041,27	1.929,54	3671
India	59.153,80	87.820,35	125.018,24	156.180,45	189.073,08	889019
Indonesia	16.429,08	26.193,91	29.757,59	37.221,22	39.528,74	177405
Iran	8.096,28	9.616,57	15.707,71	19.445,87	24.318,41	58860
Israel	4.724,91	5.123,73	5.350,57	5.697,31	5.706,06	5883
Japan	99.495,21	99.666,26	101.045,34	101.039,56	109.829,56	110785
Jordan	1.537,90	1.644,78	2.157,17	2.534,21	2.854,88	4263
Kazakhstan	2.898,35	5.547,46	8.378,58	8.828,25	9.200,25	12778
Korea, South	39.777,55	40.908,38	41.714,80	41.864,14	42.571,21	42687

	2009	2010	2011	2012	2013	Adult population in (000)
Kuwait	1.344,31	1.680,35	2.090,99	2.231,28	2.541,92	2526
Lebanon	1.264,97	1.846,61	2.214,89	2.608,88	3.149,51	3574
Malaysia	15.623,71	15.989,77	17.604,08	18.989,32	19.901,45	21991
Oman	726,85	996,89	1.366,15	1.707,69	2.413,76	2797
Pakistan	28.285,02	29.128,97	15.907,08	17.610,38	19.853,54	120214
Philippines	8.253,28	23.315,20	27.507,09	34.369,73	36.405,62	64940
Qatar	848,41	1.435,18	1.611,98	1.647,59	1.849,88	1865
Saudi Arabia	10.187,46	11.253,72	13.339,21	15.164,57	17.441,47	20468
Singapore	3.441,44	3.604,46	3.680,43	3.845,36	3.941,42	4535
Sri Lanka	1.814,75	2.503,19	3.130,35	3.815,98	4.485,78	15157
Syria	3.466,59	4.232,45	4.684,57	5.059,36	5.985,53	14850
Thailand	13.809,93	15.483,38	16.475,90	18.422,42	19.392,84	54949
Turkey	26.152,02	28.969,98	31.716,57	33.233,55	34.656,35	55450
United Arab Emirates	4.440,84	5.107,95	6.154,92	6.707,29	8.224,59	7851
Vietnam	22.839,53	23.959,69	30.805,49	34.688,02	39.382,21	69973
Yemen	2.323,49	2.970,49	3.696,42	4.326,71	4.881,48	14644
America, North						
Canada	27.093,14	27.389,33	28.620,71	29.919,28	30.165,82	29181
Costa Rica	1.576,02	1.700,49	1.990,83	2.245,17	2.239,25	3703
Cuba	1.613,94	1.790,02	2.614,23	2.885,63	2.896,27	9350
Guatemala	1.305,13	1.510,84	1.815,15	2.361,17	3.047,24	9281
Mexico	29.509,59	35.217,86	40.131,75	44.103,60	53.165,66	86856
United States of America	217.974,97	228.697,60	242.614,88	252.467,97	266.180,48	252903
America, South						
Argentina	13.621,24	18.185,57	20.789,93	22.746,63	24.826,30	31499
Brazil	75.791,32	79.245,74	88.494,76	98.028,59	103.386,75	152275
Chile	6.578,83	7.701,16	9.023,33	10.606,62	11.717,11	13920
Colombia	13.696,21	16.897,62	18.958,56	22.986,93	24.982,17	34791
Ecuador	3.508,35	4.194,77	4.605,14	5.152,85	6.350,81	11174
Peru	9.032,26	9.973,24	10.583,93	11.230,73	11.907,24	21567
Venezuela	9.281,57	10.775,27	11.775,61	12.895,67	16.692,46	21588
Australia & Oceania						
Australia	16.299,14	16.969,89	17.983,38	18.627,96	19.198,65	18736
New Zealand	3.439,69	3.625,27	3.788,47	3.943,13	3.700,93	3577
Africa						
Algeria	3.924,90	4.433,53	5.037,23	5.479,07	6.469,35	28622
Egypt	19.355,09	21.691,78	32.874,40	36.373,96	40.667,14	56619
Kenya	3.962,00	10.492,79	11.650,72	13.354,82	17.297,94	25725
Libya	676,37	889,72	899,19	1.275,80	1.023,25	4403
Morocco	13.065,06	15.656,19	17.104,68	17.750,14	18.484,56	23766
Mozambique	612,61	975,40	1.028,98	1.160,38	1.395,02	13950
Nigeria	30.897,61	38.021,56	46.190,43	53.414,37	65.973,83	97225
South Africa	4.932,02	8.998,43	10.623,22		25.908,19	37617
Sudan		3.484,16	6.520,49	7.206,86	8.617,90	22399
Tunisia	3.556,77	3.882,07	4.173,46	4.423,39	4.768,29	8383

Source: International Telecommunication Union, 2014
Source for population data: World Bank, 2013 (the latest figures available)

Broadband internet subscribers (ooo)

	2009	2010	2011	2012	2013	Adult population in (000)
Europe						
Austria	1.845,60	1.983,00	2.070,00	2.127,00	2.210,00	7203
Belarus	1.092,29	1.665,89	2.097,26	2.530,95	2.784,97	8046
Belgium	3.134,08	3.373,14	3.528,84	3.679,20	3.819,39	9292
Bulgaria	958,21	1.088,29	1.224,70	1.305,41	1.370,10	6248
Croatia	684,96	803,82	861,28	890,27	923,89	3615
Czech Republic	1.354,99	1.521,00	1.668,80	1.754,00	1.823,00	8943
Denmark	1.997,14	2.064,65	2.095,47	2.137,40	2.257,39	4659
Estonia	301,09	311,96	317,30	328,73	341,61	1131
Finland	1.533,80	1.572,70	1.588,70	1.645,00	1.676,50	4569
France	19.900,00	21.300,00	22.749,00	23.960,00	24.940,00	54143
Germany	24.891,80	26.089,80	27.185,82	27.906,90	28.603,46	70141
Greece	1.916,63	2.257,11	2.462,66	2.685,35	2.910,07	9488
Hungary	1.879,18	2.057,82	2.208,09	2.281,09	2.401,15	8413
Iceland	107,07	107,01	110,01	113,10	115,83	255
Ireland	870,56	941,41	993,67	1.039,62	1.121,55	3584
Italy	12.283,45	13.060,00	13.432,00	13.483,00	13.600,39	51455
Latvia	436,97	434,88	457,42	481,10	506,00	1732
Lithuania	564,29	684,06	624,34	642,91	664,06	2513
Luxembourg	156,12	168,37	169,75	170,65	177,62	445
Netherlands	6.129,00	6.329,00	6.498,01	6.592,00	6.716,92	13948
Norway	1.668,81	1.723,68	1.745,61	1.829,57	1.837,02	4169
Poland	4.798,11	4.960,53	5.622,37	5.954,67	5.964,80	32751
Portugal	1.888,24	2.104,28	2.242,58	2.390,20	2.528,63	8891
Romania	2.800,00	3.000,00	3.260,00	3.518,00	3.760,00	16969
Russian Federation	12.900,00	15.700,00	17.420,16	20.658,16	23.734,35	120540
Serbia	590,59	858,22	916,65	1.001,96	1.073,50	5946
Slovakia	627,72	694,41	746,73	798,39	845,99	4602
Slovenia	452,02	481,80	487,84	502,16	517,26	1751
Spain	9.706,69	10.534,49	11.048,50	11.396,35	11.999,56	39650
Sweden	2.941,65	2.987,01	3.035,00	3.056,00	3.056,00	7962
Switzerland	2.739,15	2.911,50	3.076,38	3.237,00	3.237,00	6950
Ukraine	1.906,73	2.954,56	3.169,40	3.643,46	3.643,46	38666
United Kingdom	18.222,00	19.130,00	20.440,46	21.370,57	21.370,57	52560
Asia						
Bahrain	75,98	67,63	183,00	173,18	175,24	1052
Bangladesh	55,00	60,00	468,50	600,46	989,52	109616
China	103.978,00	126.337,00	156.487,00	175.183,00	188.909,00	1113052
Georgia	150,00	253,92	324,51	392,08	444,59	3671
India	7.745,71	10.990,00	13.350,00	14.980,00	14.540,00	889019
Indonesia	1.863,82	2.280,32	2.736,38	2.983,00	3.251,80	177405
Iran	400,00	962,25	1.772,87	3.076,15	4.351,20	58860
Israel	1.723,00	1.762,00	1.879,03	1.937,00	1.985,00	5883
Japan	31.654,88	34.016,47	34.865,86	36.108,45	36.664,51	110785
Jordan	203,47	195,78	199,89	193,60	193,60	4263
Kazakhstan	577,20	1.426,80	1.193,40	1.592,10	1.907,30	12778
Korea, South	16.347,72	17.193,57	17.859,00	18.252,20	18.737,13	42687

	2009	2010	2011	2012	2013	Adult population in (000)
Kuwait	45,00	46,00	47,00	47,00	47,00	2526
Lebanon	197,00	303,00	371,00	451,00	480,00	3574
Malaysia	1.541,70	1.846,50	2.137,60	2.459,90	2.443,10	21991
Oman	41,11	45,45	52,56	71,21	95,25	2797
Pakistan	302,83	531,79	737,78	926,92	1.077,97	120214
Philippines	1.722,41	1.722,40	1.791,00	2.146,60	2.572,80	64940
Qatar	141,32	142,00	163,00	183,68	215,49	1865
Saudi Arabia	1.342,84	1.496,61	1.576,98	1.965,75	2.111,83	20468
Singapore	1.170,70	1.270,60	1.330,00	1.349,20	1.390,80	4535
Sri Lanka	169,60	228,32	359,00	354,00	423,52	15157
Syria	34,79	67,56	121,30	242,15	346,15	14850
Thailand	2.624,28	3.251,85	3.822,00	4.352,00	4.926,00	54949
Turkey	6.456,36	7.079,79	7.554,73	7.858,17	8.382,811	55450
United Arab Emirates	687,71	786,82	866,97	951,79	1.038,76	7851
Vietnam	3.214,18	3.669,32	3.838,21	4.446,60	5.151,40	69973
Yemen	54,00	84,00	109,00	167,30	256,80	14644
America, North						
Canada	9.980,00	10.477,89	10.931,88	11.314,19	11.709,90	29181
Costa Rica	179,78	39626	413,66	448,07	473,63	3703
Cuba	2,88	3,71	4,42	5,01	5,36	9350
Guatemala	156,00	259,00	NA	273,74	278,81	9281
Mexico	9.348,85	11.325,02	11.868,40	12.717,14	13.626,60	86856
United States of America	78.349,00	82.759,00	86.445,00	90.341,00	91.342,00	252903
America, South						
Argentina	3.511,03	4.020,77	4.558,80	5.147,63	5.742,55	31499
Brazil	11.295,53	13.266,31	16.855,12	18.186,48	20.190,87	152275
Chile	1.644,03	1.779,11	1.998,07	2.154,16	2.158,59	13920
Colombia	2.086,25	2.596,56	3.297,19	3.893,67	4.486,75	34791
Ecuador	241,23	197,89	618,92	818,72	997,59	11174
Peru	809,62	911,62	1.190,35	1.422,29	1.574,22	21567
Venezuela	213,07	231,66	1.781,91	2.007,54	2.222,83	21588
Australia & Oceania						
Australia	5.102,00	5.165,00	5.412,00	5.611,00	5.839,00	18736
New Zealand	981,00	1.089,00	1.140,00	1.240,00	1.316,00	3577
Africa						
Algeria	818,00	900,00	980,75	1.154,75	1.280,00	28622
Egypt	1.045,79	1.426,06	1.843,62	2.287,25	2.674,85	56619
Kenya	8,35	4,16	48,96	42,91	57,03	25725
Libya	63,00	72,80	70,00	67,30	64,70	4403
Morocco	475,77	498,68	588,99	681,57	836,11	23766
Mozambique	12,50	14,63	16,27	20,48	17,98	13950
Nigeria	81,96	99,11	215,68	14,28	15,05	97225
South Africa	481,00	743,00	907,00	1.107,20	1.615,21	37617
Sudan		13,50	17,43	24,79	44,66	22399
Tunisia	372,82	481,81	558,94	527,92	524,63	8383

Source: International Telecommunication Union, 2014
Source for population data: World Bank, 2013 (the latest figures available)

Newspaper reach

	2013 (%)	Adult population (000)		2013 (%)	Adult population (000)
Australia	43,42	18736	Lithuania	33,00	2513
Austria	71,80	7203	Malaysia	56,24	21991
Belgium	53,70	9292	Mexico	40,30	86856
Brazil	24,00	152275	Netherlands	57,10	13948
Canada	39,00	29181	New Zealand	39,00	3577
Chile	68,30	13920	Norway	64,00	4169
China	39,80	1113052	Oman	46,10	2797
Costa Rica	61,52	3703	Philippines	68,53	64940
Croatia	40,40	3615	Poland	43,62	32751
Czech Republic	37,10	8943	Qatar	63,40	1865
Denmark	62,00	4659	Romania	19,10	16969
Egypt	49,90	56619	Russian Federation	10,40	120540
Finland	73,00	4569	Saudi Arabia	64,60	20468
France	49,10	54143	Serbia	38,00	5946
Germany	64,70	70141	Singapore	67,77	4535
Hong Kong	59,30	6281	Slovakia	52,90	4602
Hungary	42,31	8413	Slovenia	41,10	1751
Indonesia	13,30	177405	South Africa	29,80	37617
Ireland	57,00	3584	Spain	32,40	39650
Israel	61,00	5883	Sweden	66,00	7962
Italy	40,30	51455	Switzerland	75,10	6950
Japan	83,20	110785	Turkey	25,35	55450
Kenya	21,50	25725	Ukraine	16,43	38666
Latvia	16,20	1732	United Arab Emirates	69,00	7851
Lebanon	34,80	3574	United Kingdom	51,60	52560
			United States of America	41,60	252903

Source for population data: World Bank, 2013 (the latest figures available)

Note: Figures for average issue readership were used where available. However, some figures may represent other reading frequencies. Full information on data sources is available on the World Press Trends database.

The World Press Trends database

The World Press Trends database contains individual country reports and aggregated data and trends on circulation and readership, advertising revenues, digital publishing and much more.

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Members of WAN-IFRA continue to receive a World Press Trends report without charge, which contains the data that is most often consulted. For those who need access to additional data, WAN-IFRA is offering the database to both members and non-members by individual access, on an annual subscription basis, and IP access that allows companies, universities or libraries to provide access to any number of users. Full details can be found at <http://www.wan-ifra.org/wpt>

World Press Trends can tell you how many newspaper titles are published world-wide. Which daily newspaper has the largest circulation in the world? Which country has the biggest number of top 100 dailies by circulation?

It can tell you the number of titles and circulation by countries, or aggregated world-wide; newspaper reach, readership and media consumption trends: online editions and online readership; top newspaper advertisers and advertising categories; cover prices; advertising expenditures and revenues; market share of newspapers and other media; and much more.

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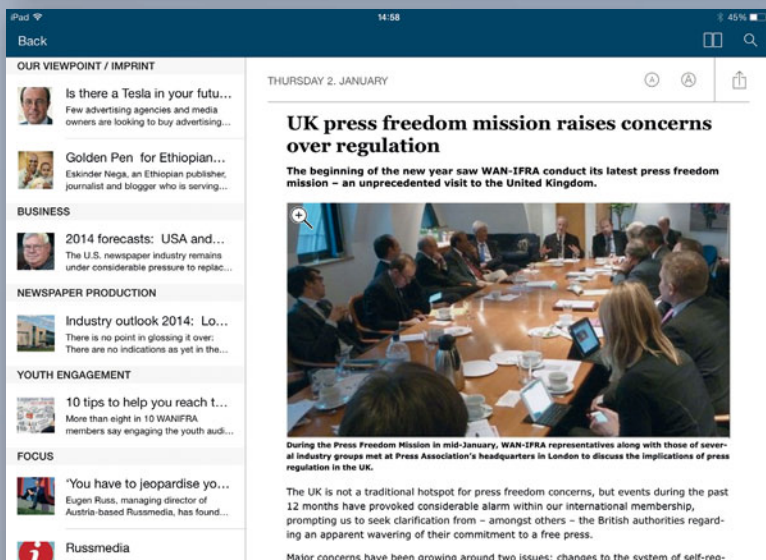
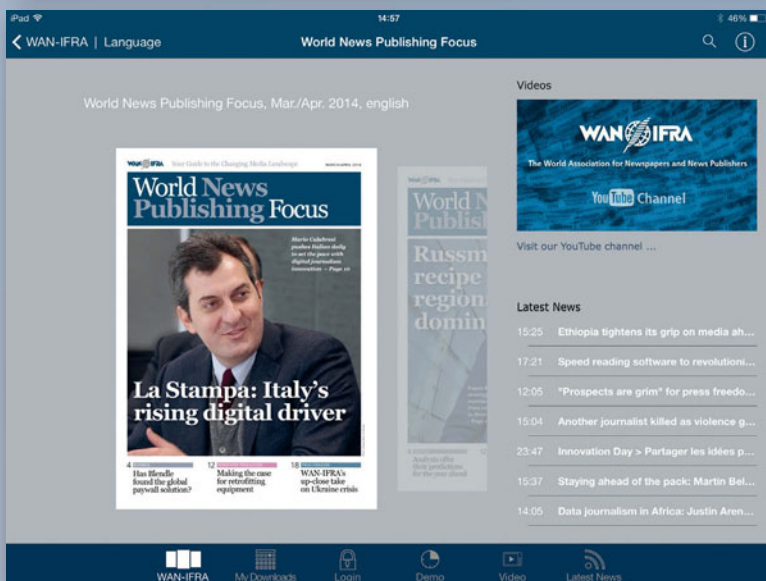
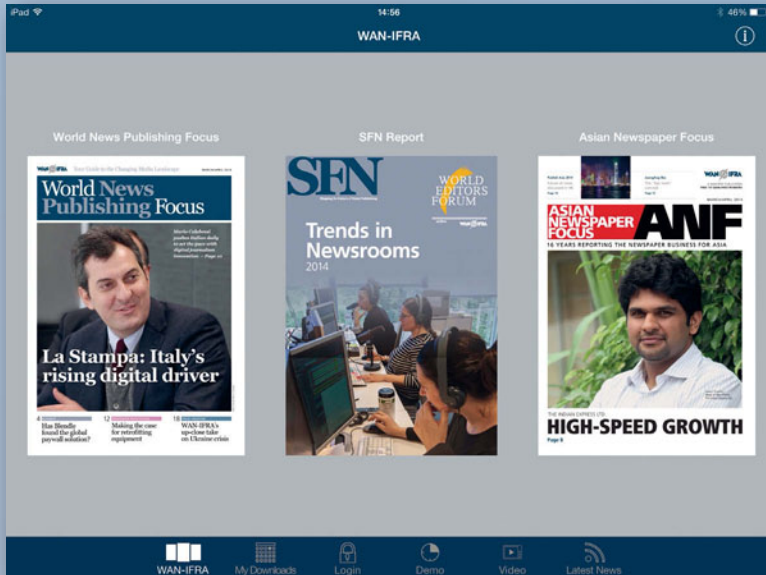
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