

Global Newspaper Industry 2012-2017: Trend, Profit, and Forecast Analysis, July 2012

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Abstracts

According to this report, the global newspaper industry, after a downturn, is expected to reach US \$171.6 billion with a CAGR of 1.6% by 2017. The industry comprises newspaper publishers that are engaged in the activities necessary for producing and distributing newspaper in both print and electronic form.

The global newspaper industry, after a downturn, is expected to reach US \$171.6 billion with a CAGR of 1.6% by 2017. The industry comprises newspaper publishers that are engaged in the activities necessary for producing and distributing newspaper in both print and electronic form.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on this industry and presents its findings in -Global Newspaper Industry 2012-2017: Trend, Profit, and Forecast Analysis. Digital publishing, evolving business models, changing distribution channels, strategic partnerships, and convergent platforms are the key emerging trends in the global newspaper industry.

Lucintel projects that the industry faces some challenges due to the growing importance of new media, driven by dynamic media consumption patterns, resulting in a large shift of readers to the online news sources. This trend is repressing the growth of both print newspaper advertising and circulation, despite overall economic expansion. The economic recession and instability of the last few years has also greatly affected the industry. Newspaper publishers are increasingly focused on reducing their costs to offset the loss of classified advertising share in total newspaper advertising, the decline in attracting new subscribers, and the shift of readers to the Internet.

The research by Lucintel indicates that better economic conditions and an upswing in

advertising, coupled with rising online distribution of books, newspaper, magazines, and new title launches, are key drivers for end-user spending. The introduction of new titles in the market and the relaxation of foreign ownership restrictions have stabilized the industry somewhat as have digital printing and technology. The industry seeks to enhance its reach to mitigate the continued move to the Internet and television for news and information.

This study is intended to provide industry leaders with a competitive benchmarking of the world's newspaper publishing companies. It helps current suppliers realistically assess their capabilities and strategies against leading competitors. It is designed to provide strategically important information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global newspaper industry. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage by making them aware of emerging trends and demand requirements on an annual basis.

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. **Some of the features of this market report are:**

Industry size estimates in terms of (US \$) value by regions and by segments

Global newspaper industry annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and merger and acquisition activity in global newspaper industry

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012-Q4 2012) for global newspaper industry

Gross and net profit trends in the global newspaper industry

Cost structure trend in the global as well as regional newspaper industry

More than 45 valuable figures/charts and 10 tables are provided in this report

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