

# Global Publishing Industry 2012-2017: Industry Trend, Profit and Forecast Analysis, March 2012

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## Abstracts

### Background:

The global publishing industry has experienced positive growth over the last five years and is expected to reach an estimated US \$348 billion in 2017 with a CAGR of 2.3% over the next five years. Internet publishing, foreign investment and the elimination of regulatory restrictions are expected to boost the Publishing industry in future.

Lucintel, a leading global management consulting and market research firm, has analyzed the global publishing industry and presents its findings in “Global Publishing Industry 2012-2017: Trend, Profit and Forecast Analysis.”

The publishing industry consists of organizations primarily engaged in publishing newspapers, magazines, periodicals, books, directories and mailing lists, calendars, greeting cards and maps in print or electronic form. The industry is a highly fragmented with North American dominating. A combination of factors such as literacy level, income level, changing life style, advertiser spending, technological changes, and government regulations are seen to impact industry dynamics significantly.

The industry faces challenges such as managing and protecting content rights and royalties, growing demand for digital content and a lack of widely accepted measurement; however, economic expansion, electronic innovation, increasing income level, and surging entertainment and media markets are expected to drive growth to new horizons. APAC is expected to grow at the highest rate over the forecast period. With an increasing number of mobile subscribers, there is a huge opportunity for mobile advertising in Asian countries such as India and China. This study provides an overview of the Global Publishing industry. The report tracks four industry segments for four

regions – thus it tracks 16 segments of the global publishing industry. This report includes revenue generated from spending by readers and advertisers in traditional as well as internet format, while revenue generated through music and software publishing as well as television and radio broadcasting is not considered.

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 publishing 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 in this regard by making them aware of emerging trends and demand requirements on an annual basis.

**Features and Scope of this Report:** 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 segments and by regions

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

Porter's Five Force analysis

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

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

Gross and net profit trends in the global publishing industry

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

## **Who Can Benefit From This Report?**

This study is intended for senior level executives, sales, marketing and business

development professionals at various nodes of value chain of this market. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

Business development

Strategic planning

Business presentation

Determination of market size and trend

Competitive analysis

Resource and Inventory Management

Budgeting

Investment Decision

### **Research Methodology:**

Lucintel has closely tracked and conducted research on hundreds of markets since 1998. This study is a result of years of ongoing research and continuous monitoring of industry dynamics and trends at various nodes of the value chain from both the supply side and the demand side. Lucintel compiles vast amounts of data from numerous sources, validates the integrity of that data, and performs a comprehensive analysis on it. Lucintel then organizes the data, its findings, and insights into a concise report designed to support the strategic decision-making process

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