

# **Digital Newspaper & Magazine Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Type (e-Newspapers, e-Magazines, Digital Newspaper Advertising, Digital Magazine Advertising), By Region**

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## **Abstracts**

The global digital newspaper & magazine market is witnessing robust growth and is expected to grow during the forecast period owing to the rising number of smartphone users across the globe. Moreover, the market is being boosted owing to the increasing consumer preference toward digital platforms which is further supported by the presence of low-cost internet in different countries.

Newspapers that are published electronically are known as e-newspapers. They may take the shape of regular print publications that are released online, supplemental, or auxiliary content for print magazines, or original works that are only available online. Like traditional print newspapers, many news companies require subscriptions for their online publications. E-newspapers cover the full spectrum of newspaper content, including features, serious hard news, arts and entertainment, sports, and everything in between.

According to the article published by BBC, the carbon footprint of a paperback is approximately 1 kg (2.2 lbs) CO<sub>2</sub>e, whereas that of a weekend newspaper ranges from 0.3 kg (10 oz) to 4.1 kg (9 lbs) CO<sub>2</sub>e emission which include carbon dioxide and other greenhouse gases. Thus, with the rise in the carbon emissions which leads to global warming, consumers are getting aware and are preferring digital newspapers & magazines instead of paper made newspapers and magazines.

Moreover, due to their extent to draw readers towards interactive content, digital

newspapers and magazines are also drawing the attention of the media business. Additionally, throughout the forecast period, a rise in the usage of technologies such as virtual reality (VR) and augmented reality (AR) in digital media platforms is anticipated to fuel market expansion. As online means such as digital media are more widely accepted than traditional channels in emerging nations such as China and India, where there is a growing youth population, these markets are expanding at a faster rate.

The digital newspaper & magazine advertising is driving the market owing to its multiple advantages such as wide reach to different geographical locations and the newspaper advertisements generally have more persuasive power as most of the governments prefer to publish about their schemes and any official announcement. Thus, creating newspaper as a trusted medium for official announcements is expected to significantly drive the market growth.

#### Increasing Preference for Digital Platforms is Propelling the Market's Expansion

Owing to the rise in digital platforms such as social media, e-learning services and e-commerce, people are shifting toward digital platforms for all kind of needs. During the COVID-19 lockdown, many of the essential services were not getting delivered to households, which included newspapers. Thus, it forced people to shift to online mediums for gathering latest news which significantly contributed to the increased demand of digital newspaper & magazine market.

#### Rising Newspaper & Magazine Subscriptions is Driving Market Growth

The global digital newspaper & magazine market is witnessing high demand owing to the rising number of individuals with subscription packages of digital newspaper & magazine subscriptions. As per the article published by Seattle Times, they reached 81,000 digital subscribers and the number of digital-only subscriptions to the newspaper climbed by 30% in 2021 following a year of record-breaking growth in 2020. In addition, the American newspaper chain Gannett stated in November 2021, the number of digital-only subscriptions increased by 46% from the previous year to 1.5 million. Moreover, the regional newspapers in United States witnessed high growth in the digital newspaper segment. Thus, with the rise in subscriptions rates in different countries the market of digital newspaper & magazine will get benefited.

#### Rising Internet Penetration and Smartphones Users to Fuel Market Growth

The rising internet penetration and increasing users with smartphones and tablets is driving the market of global digital newspaper & magazine market. According to the data provided by World Bank, around 91% of the total population have access to internet, with approximately 295 million people owning a smartphone in United States, which is 89% of the country.

## Market Segmentation

The global digital newspaper & magazine market is segmented on the basis of type into e-Newspapers, e-Magazines, digital newspaper advertising, and digital magazine advertising. On the basis of region, the market is divided into North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

## Company Profiles

News Corporation, The New York Times Company, Nine Entertainment Co. Pty Limited, Johnston Press Ltd, Zinio LLC., Schibsted ASA, Magzter Inc, Readly AB, Nine Entertainment Co. Holdings Ltd, Daily Mail, and General Trust plc are among the major players that are driving the growth of the global digital newspaper & magazine market.

## Report Scope:

In this report, the global digital newspaper & magazine market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Global Digital Newspaper & Magazine Market, By Type:

e-Newspapers

e-Magazines

Digital Newspaper Advertising

Digital Magazine Advertising

### Global Digital Newspaper & Magazine Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

India

Japan

Australia

South Korea

Middle East & Africa

Saudi Arabia

South Africa

UAE

Turkey

South America

Brazil

Argentina

Colombia

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global digital newspaper & magazine market.

## Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

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