Newspaper Publishers

Description:

Companies in this industry publish newspapers in print and digital forms. Major companies include US-based Gannett, News Corporation, and Advance Publications, as well as Germany's Axel Springer, Japan's Asahi Shimbun, and the UK's Daily Mail and General Trust.

Global newspaper publishing revenue is about $170 billion per year, according to the World Association of Newspapers and News Publishers (WAN-IFRA). About 2.7 billion adults read a daily paper in print. The biggest newspaper markets are the US, Japan, Germany, China, the UK, India, and Brazil, which together account for more than half of global newspaper revenues and about 80% of global daily unit circulation. Newspaper revenue is declining in Western Europe and North America, while Latin America is a growth region, according to PricewaterhouseCoopers.

The US newspaper publishing industry includes about 7,400 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about $27 billion.

Competitive Landscape

Corporate spending on advertising and consumer disposable income drive demand. The profitability of individual companies depends on effective marketing and efficient operations. Large companies benefit from economies of scale in administration and by providing a range of outlets for advertisers. Small publishers can compete successfully by serving desirable markets. The US industry is concentrated: the top 50 companies generate about 75% of revenue.

Products, Operations & Technology

Major sources of revenue include daily, weekly, monthly, and Sunday newspapers; internet news services; and distribution services.

Contents:

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