

THE FUTURE OF MEDIA

How digital-to-print revenue models continue to shape the industry

We all know that Rome wasn't built in a day – neither was the leaning tower of Pisa. In fact, it took 177 years to complete the iconic building that was to become one of the most famous in Italy. The main reason for this: After architect Bonanno Pisano had finished the third floor in 1178, the tower started to tilt. The ground on which it stands needed 100 years of rest to be stable again. Will the tower ever fall completely? We don't know, but thanks to AR technology, you can now see it free from danger.

HAVE A 3D ALL-ROUND LOOK!



About me and why I'm here...



- Content marketing and media consultant currently supporting a number of agencies and media owners through a variety of transformational activities
- Previously Business Director at SevenC3

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- Previously Business Director at SevenC3
- Now run a content marketing agency focused on 'quality content that cuts through the noise', called Rooido.com
- Journalist by trade

WHAT WE'LL COVER TODAY...

- THE PUBLISHING LANDSCAPE: How publishers are responding to the rapid pace of change
- THE PRINT AND DIGITAL MIX: Innovations bringing print and digital together
- BEYOND PRINT AND DIGITAL: Extending the value proposition even further – ‘Engagement not channel’
- REVERSE PUBLISHING: Flipping the model to deliver revenue through reverse publishing
- SUPPORTING A FUTURE INVOLVING PRINT: How the print and paper industry is helping publishers exploit opportunities
- Conclusion

THE PUBLISHING LANDSCAPE



“The pace of change has never been this fast, yet it will never be this slow again.” - **Justin Trudeau, Canadian Prime Minister**

THE PUBLISHING LANDSCAPE



For many publishers, it's been like fuelling the plane while flying at full speed." - **Julia Raphaely, CEO of South Africa's Associated Media Publishing**

THE PUBLISHING LANDSCAPE

Current digital usage and trends

- 44% (124 million) of the US population has listened to a podcast – up from 40% in 2017
- Smart-speaker penetration approaches 50%
- WhatsApp is now used for news by around half of online users in Malaysia (54%) and Brazil (48%) and by around a third in Spain (36%) and Turkey (30%)
- Digital publishing subscriptions (44%) have become the most important revenue stream for news publishers worldwide
- 94% of all radio listeners nationwide tune to a network affiliated station every week

THE PUBLISHING LANDSCAPE

- And it will continue: Voice, AI, VR... and who knows what next...
- But... the game remains 'giving audiences what they want, when they want, in the form they want', which is why...
- Print continues to thrive – it's just that it's now part of a far more complex eco-system
- And, in fact, that eco-system doesn't threaten print. It enhances it and gives it new opportunities to thrive

THE PUBLISHING LANDSCAPE



“Print is heavily edited and curated and it’s like an event that happens once a month. And there’s something really wonderful about that. And it’s a lean-back experience that I think gives a consumer a break from the intensity of the digital world. And I think increasingly that people are going to look for that. So, print plays a really important role in saying this is important and this has a place in culture, and take a moment to think and read about this and consume it. And I think our magazines are going to play an important role in how we do that for a long, long time.”

Troy Young, President of Hearst Magazines

THE PUBLISHING LANDSCAPE

Statistics certainly support that print is thriving...

- 58% of subscribers still describe themselves as primarily print-oriented
- 60-80% of publisher revenues are still generated from print
- In the US, the top 25 print magazines reach more adults and teens than the top 25 prime time shows
- 24.6 million UK adults were reading news brands daily, and 36 million were reading magazines monthly

THE PRINT AND DIGITAL MIX

Bringing print and digital together

- Lots of examples of publishers running multi-platform strategies today
- Reaching different audience groups through different platforms and formats
- Publishers and brands that are delivering across print, social, digital, TV etc...
- That model is certainly growing...

THE PRINT AND DIGITAL MIX



“With many of our bigger products, like *Take a Break*, there are other revenue streams outside of the print magazine that are really complementary. I call that our 360 model, where we have a print brand in the middle of it with lots of satellite and brand extension products that sit all around it and do lots of different things.”

Rob Munro-Hall, Group Managing Director, Bauer Media

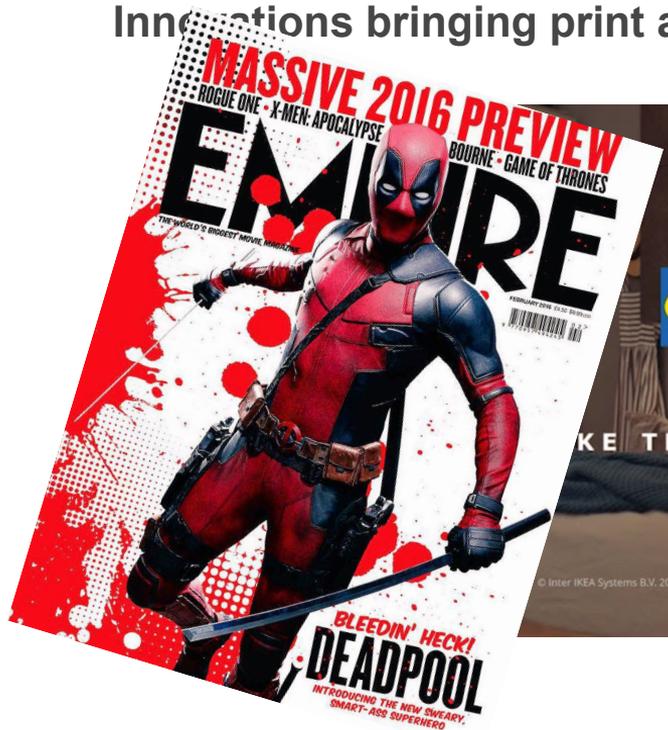
THE PRINT AND DIGITAL MIX

Innovations bringing print and digital together

- But publishers are also connecting print and digital in other ways too...
- Through innovations that bring print and tech together to enhance the reader experience and create differentiation...
 - Empire and Deadpool
 - Ikea and sleep
 - Hokkaido Shimbun and drones

THE PRINT AND DIGITAL MIX

Innovations bringing print and digital together



Beyond print and digital

Case study: Bauer Media

- Motorcycle News
- 60,000 print copies
- 2 million unique web users
- Spin-off print products

But also...

- An ecommerce shop
- An insurance product
- Four motorcycle shows... all under the *Motorcycle News* brand



THE PRINT AND DIGITAL MIX



“So beyond just a print and digital mix, we have a large amount of activity and products – all of which appeal to this audience and which are giving us other opportunities for revenue generation. Increasingly, along with every other publisher in the land, we are trying to use our big brand titles, which have a lot of interest and trust from our audiences, to get closer to buying and selling more products.”

Rob Munro-Hall, Group Managing Director, Bauer Media

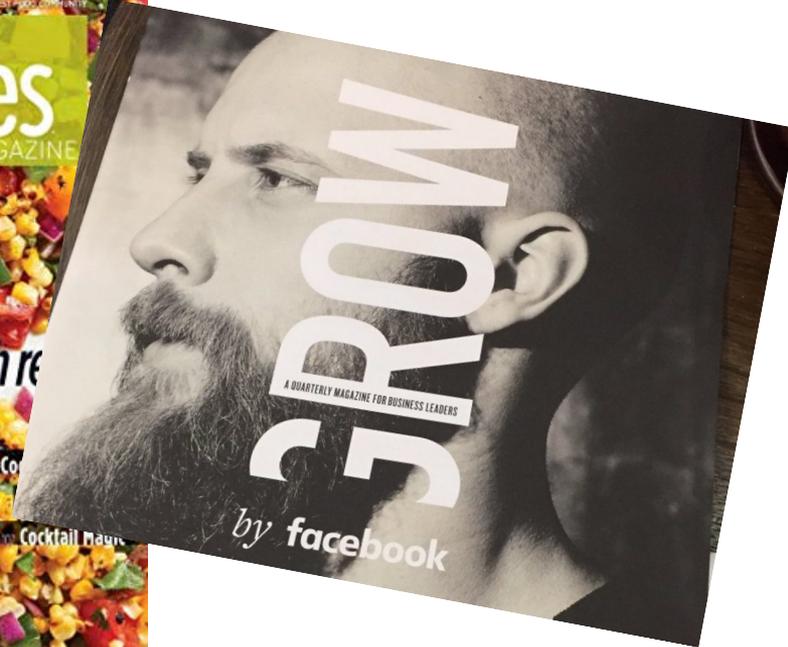
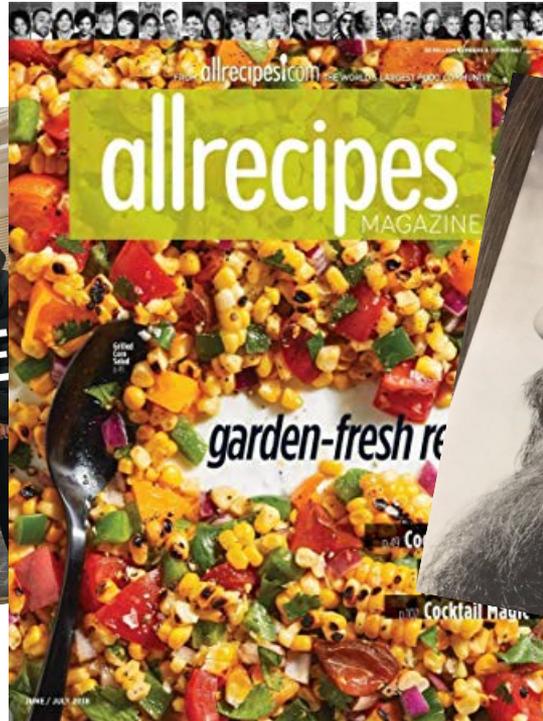
REVERSE PUBLISHING

Flipping the model to deliver revenue through reverse publishing...

- It's clear that print is continuing to play an integral role in the new eco-system
- This has created a new reliance on the reverse publishing model
 - The concept whereby publishers flip their traditional approach of taking magazine content and later making it available online, to one whereby digital content is published online first and later repurposed in print form
 - Some traditional digital-first brands have gone as far as to launch a new print offering for a specific audience, filling that print product with repurposed content originally created for digital channels

REVERSE PUBLISHING

Examples...



SUPPORTING A FUTURE INVOLVING PRINT

How the print and paper industry is helping publishers exploit opportunities...

- With print playing such a prominent role in the wider eco-system, print and paper suppliers are adapting
- Ruud van den Berg, Senior Vice President of Magazines, Merchants and Office at UPM Communication Papers, told us that:
 - In Germany, for example, people spend an average of 30 minutes a day reading news articles
 - 70% of consumers keep sales catalogues in their homes for over a month
 - 34% keep them for over a year

SUPPORTING A FUTURE INVOLVING PRINT

How the print and paper industry is helping publishers exploit opportunities...

- As a result, van den Berg told us, digital is now at the heart of how paper services are now delivered
- As such, UPM has launched a digital Customer Online (COL) portal
- It allows customers to view their personalised dashboard and check for themselves what has been ordered, delivered and invoiced
- They can also browse products, make orders and request samples

Conclusion

- Print continues to thrive
- It plays a pivotal role in multi-platform, multi-channel strategies
- Publishers understand its value to audience groups
- Innovation is bringing print and digital increasingly close together
- Print's appeal is multi-faceted:
 - Physical product
 - Deep dive and indulgent
 - Trusted
 - And, in a world of reverse publishing, no longer such an expensive investment



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