



Shaping the Future of the Newspaper

Media Trends & Impact on
Newspapers

Infotainment

Increased demands on everyday experiences, where games, DVDs, tickets, samples, etc. may become increasingly important components in the media offering.



Availability increasingly important

People not always buy what they like, but instead what is at hand. 24/7 is becoming the norm.



New family constellations

More single households, older people,
irregular mixes of parents and kids.



“Just in time” living
Less perceived time in life (especially
Western Europe).



Infinite choice

Too many options makes it hard to decide what product/service to buy.



Simplify your life

Increased life complexity calls for measures to simplify life.



Professional customers

We see a new breed of well-educated customers with extensive knowledge of competing products/services and pricing.



Individualism

Strong desire to be treated as a person,
not as part of a group.



Grey panthers

Older and older people in the society
(and wealthier and wealthier).

Climate panic

Many people are worried about pollution and the climate (less are prepared to act though). The carbon dioxide footprint of a printed newspaper is 0,4 kg CO₂.



Consumer power

The customer is taking control over brands and media flows on the Internet (blogs, etc.).



Consumer-generated ads
Customers creating - and distributing -
commercial messages.

Mobile broadband

Wireless Internet-access is gaining momentum, while mobile devices get increasingly faster, smaller and more user-friendly.



Design hype

50-70 percent of buying decisions are made in the store means more focus on design.



Intelligent paper

Paper is starting to talk, sound and blink.



Word-of-mouth

Viral marketing offers personal trust.



Long tailing

Digital media offer new possibilities to tailor content to niche audiences.



Social networks

Facebook and other social networks are of growing importance.

Digital Natives

The number of minutes spent web browsing doubled last year (in Sweden). Young people don't see the Internet as technology, but as something that has always been around.



The search for authenticity
In a world of fake stories the authentic
and real becomes important.



Location based media

GPS and other positioning techniques make it possible to offer localized contents and ads.



“Prosumtion”

The consumer as the producer: involving the consumer not only makes them do the job, but also create bonds and ensures authenticity.



PR and marketing merging

Editorial content has higher impact than ads, which turns PR into a sales activity.

Analytic journalism

Newspapers will offer deeper analysis, opinions and explanations of the news in a larger context to help people navigate in an increasingly complex world.

More media platforms

Newspapers are no longer print only.
News is distributed on more and more
media platforms (web, podcasts, mobile
phones, etc)



Audience fragmentation

More channels and more content providers means a thinning out of audiences.



Online transactions a new revenue source

As media goes online, transaction revenues for services become an increasingly important revenue stream.

User-generated content

More people create and share their content with others (e.g. blogs). User-generated content provides opportunities for self-expression and social interaction.



Free newspapers

The emergence of free newspapers is impacting the newspaper business models.

Simplified news

“News snacks” are becoming the norm as customer needs are oversaturated. Simplification means a newspaper can only afford to be good enough.



New demands on sales

Selling advertisements is becoming increasingly important - and difficult - as there are so many media channels. Sales staff is turning into media brokers.

Target market segmentation

As the choice for customers is becoming extensive we are moving towards more targeted audiences.

Digital media offers better measures
Digital media has an increasingly important advantage of being able to measure the impact of advertisements, clicks, transactions, etc.

Increasing part of revenue stream from digital media

Newspapers are relying more and more on revenues from digital media. Digital media will make up the growth futurewise.

Mobile news

News consumption is no longer equal to reading a paper at home. Instead we are consuming news when and where we want on various (mobile) devices.



Harder to charge for subscriptions

As people are getting used to free media the willingness to pay for print subscriptions goes down.

E-paper

While still early, we see experiments with foldable displays that may be next generations news gadgets.

Newspapers are becoming exclusive
Newspapers with high quality measures
can become more expensive and thus
address only an exclusive class.

**Newspaper companies are becoming
“just another media player”**

The newspaper industry can no longer perceive itself as exclusive or unique to other market players.

Attack from below

Low thresholds means new entrants will be in abundance. They will come from “below” and will be online, global, fast-moving and smart.

Globalization of media

While local papers have been shielded by geographical barriers, we are now seeing the emergence of a global culture with new media consumption patterns.

Multi channel strategies

The distinction between different media types (newspapers, tv, radio, web, etc) is getting thinner and thinner. Multi-channel strategies are one way to meet the new media landscape.

Measurement collapse

Yesterday's measurement tools will be less effective in the future, and new tools will be needed.



Direct(er) marketing

Advertisers want to reach their customers directly. Campaign sites, customer clubs, Facebook presence, etc. are ways to bypass traditional media.



Citizen journalism

People (especially young people) want to be involved and take part in the news reporting.



More complex media mix

While ad campaigns used to be rather simple (newspaper, tv, outdoors, etc) they are turning into complex clusters of media where stories are being built using campaign sites, Youtube clips, ads, tv spots, etc.



Increased individualism

As we see a strong trend of individualism in the society, mass media has the downside of offering the same message to everybody.

Decreased media freedom

The current terror threat and political situation tie back the hands of media in many countries. China has a strong censorship, Russia is tightening up media freedom, etc.



Better print quality

There has been a considerable increase in print quality and more colors.



Instantaneous information

We no longer need to wait to catch the news, but instead have minute-by-minute updates.

Digital printing

Industrial digital printing can become more important than offset printing in a world where everybody wants their own personalized paper.

Broken information asymmetry

Information is easy to charge for as long as only a few have access to it. Today's information symmetry makes it increasingly difficult to charge for regular news/information.

Towards more visual communication

Visual content is easily digested, and many times preferred over text. More and more displays with video content are appearing in our society.



Young people with new media behavior

Traditional media are losing ground among young people, where instead the Internet is becoming the de facto platform.

Push services

With RSS feeds and personalized web pages (e.g. iGoogle) people can tailor and manage their own news, updates and services.

Decreased mass market ad spending
In a fragmented media landscape, easily identified niche target groups will be of higher interest than the general public (from an advertisement point of view).

New revenue models

Newspapers need new revenue models to keep being profitable. New technology offers endless options to reach the future customers (e.g. rich-media ads, virtual worlds, viral marketing, product placement, parasite distribution, maglogs)

From being in control to being in touch

Customers of today (especially young ones) don't want to be told what to buy, but instead they want to be invited to a dialog and interact.

From channel to content

The content becomes more important than the channel. Instead, the best suited channels will be used in clever combinations to convey the content.



Falling circulation

In most countries printed newspaper circulation is falling, even though many newspapers are still very profitable.

Competition shift

While the competitors used to be easily identifiable, almost any company can be a future competitor when newspapers have TV channels, broadcasters offer news web sites, cell phone operators have news and mobile tv, and Internet companies offer searchable media.



Losing loyalty

Consumers are increasingly grazing media. If they don't like it, they immediately move on to greener pastures.



Media avalanches

Globalization leads to a situation where top news spread fast by its own force. Stories are becoming popular by their own popularity.

Hyperlocal newspapers

Local newspapers are becoming even more local.

Online only-companies becoming newspaper competitors

Google, Yahoo and Microsoft are building advanced ad platforms to compete for the ad revenue.



One-to-one marketing

Various techniques (including artificial intelligence) means Google and others can pinpoint every customer's needs and desires.