

Newspaper publishing

Key insights at a glance

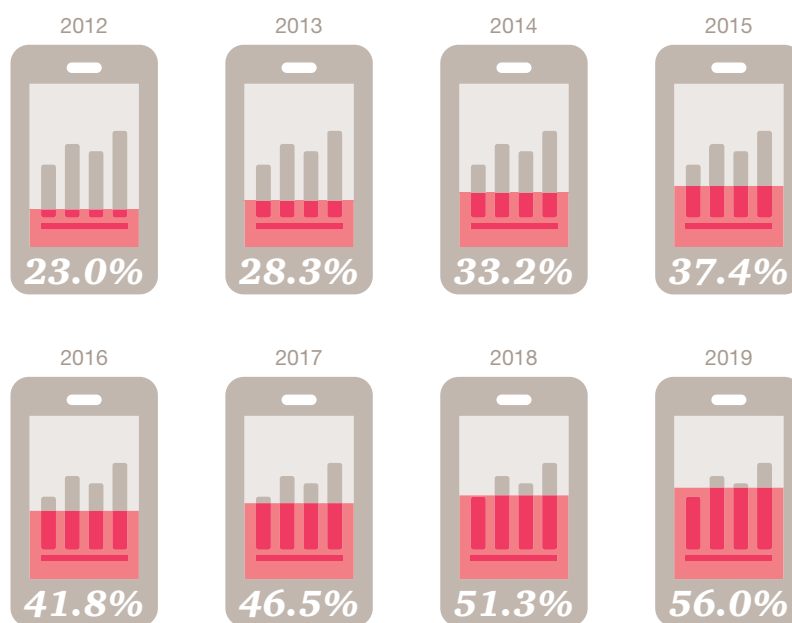


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Mobile monetisation is the next critical challenge. By 2017, more than half of the world's population will be mobile Internet subscribers. While markets such as Turkey and Indonesia that comprise the global industry's bedrock remain comprehensively led by print for now, mobile take-up threatens the same digital disruption faced in markets like the UK. Year-on-year growth in Brazil's total newspaper revenue, for example, was 3.4% in 2014, but this growth will have fallen to 1.8% in 2019.

Fig. 6: Growing smartphone penetration compels publishers to secure a post-print future off the desktop

Worldwide smartphone penetration (%), 2012–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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