

# World Press Trends 2021-2022

Preview of the key takeaways

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# Plan for Today

- Emerging Findings
- Outlook
- Revenue
- Expenditure
- Platforms + Press Freedom



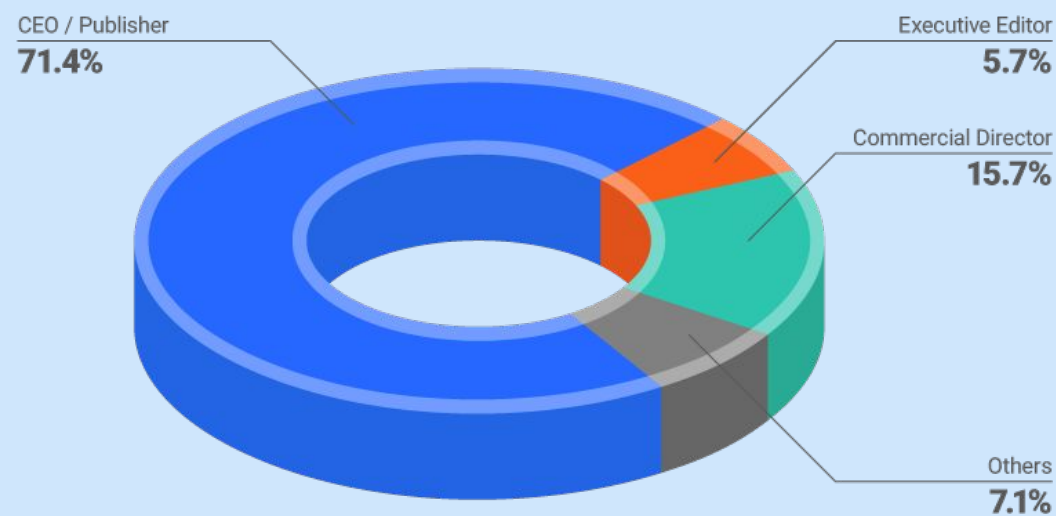
Damian Radcliffe, analysis  
Dr. Francois Nel, data insights  
Teemu Henriksson, editorial insights  
Dean Roper, editorial insights

# Outlook

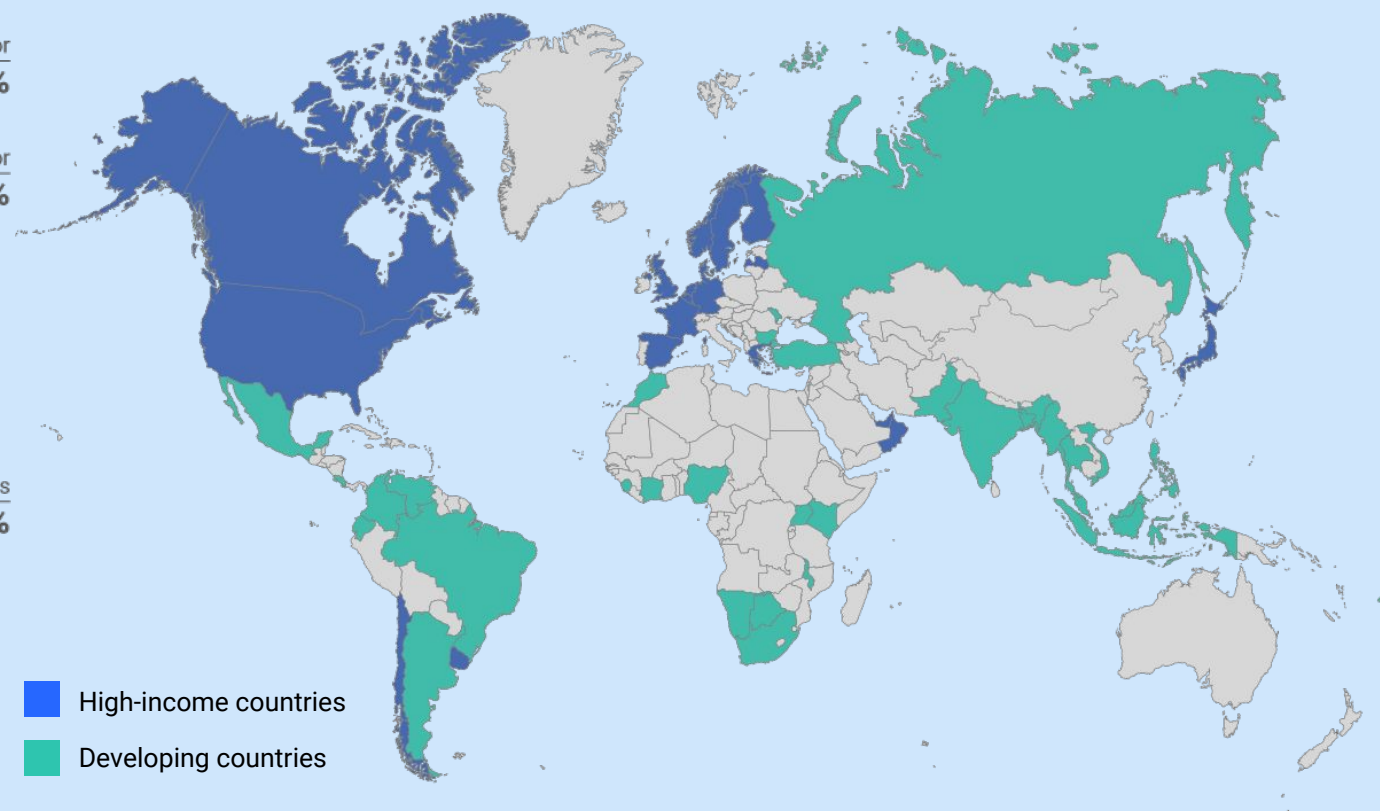
# Respondents

58 countries across 25 high-income and 33 developing economies.

More than 70% were C-suite (CEO, Publishers, Owners), Data collected in four languages (Sept-Oct 2021).

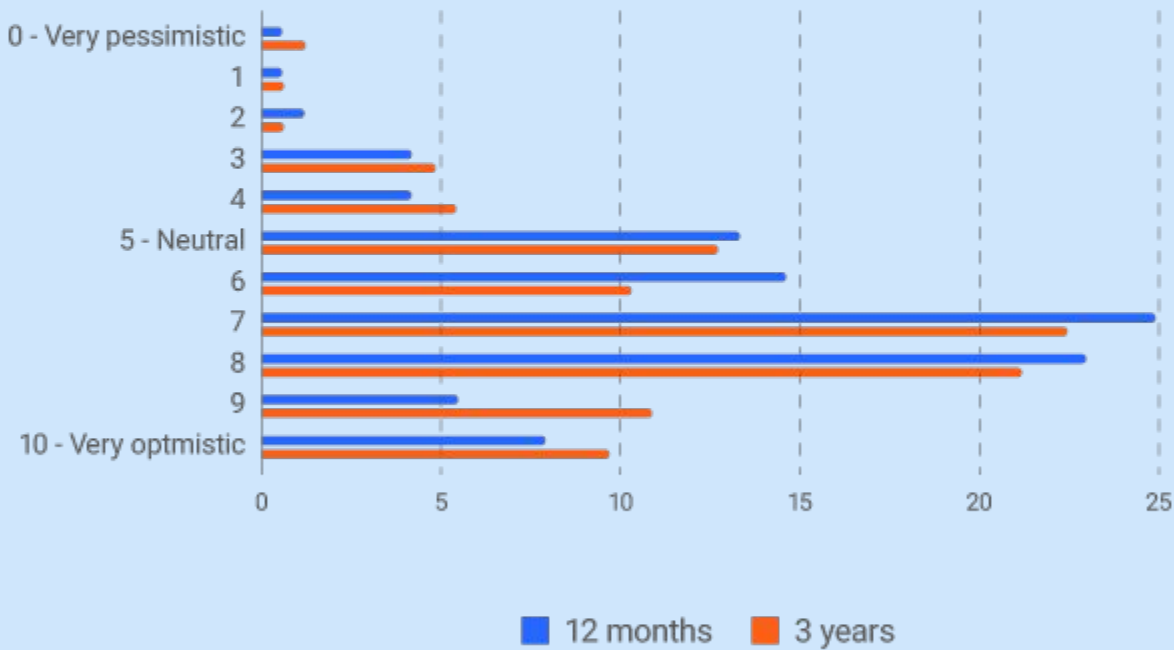
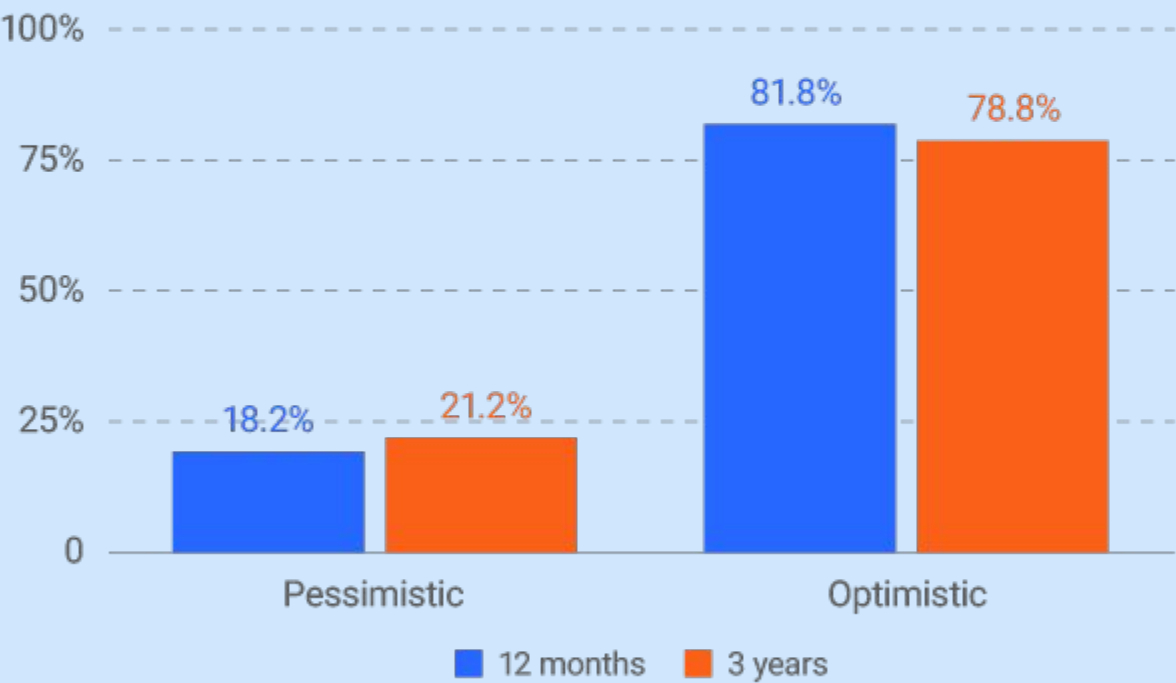


n = 162



# Glass more than half full

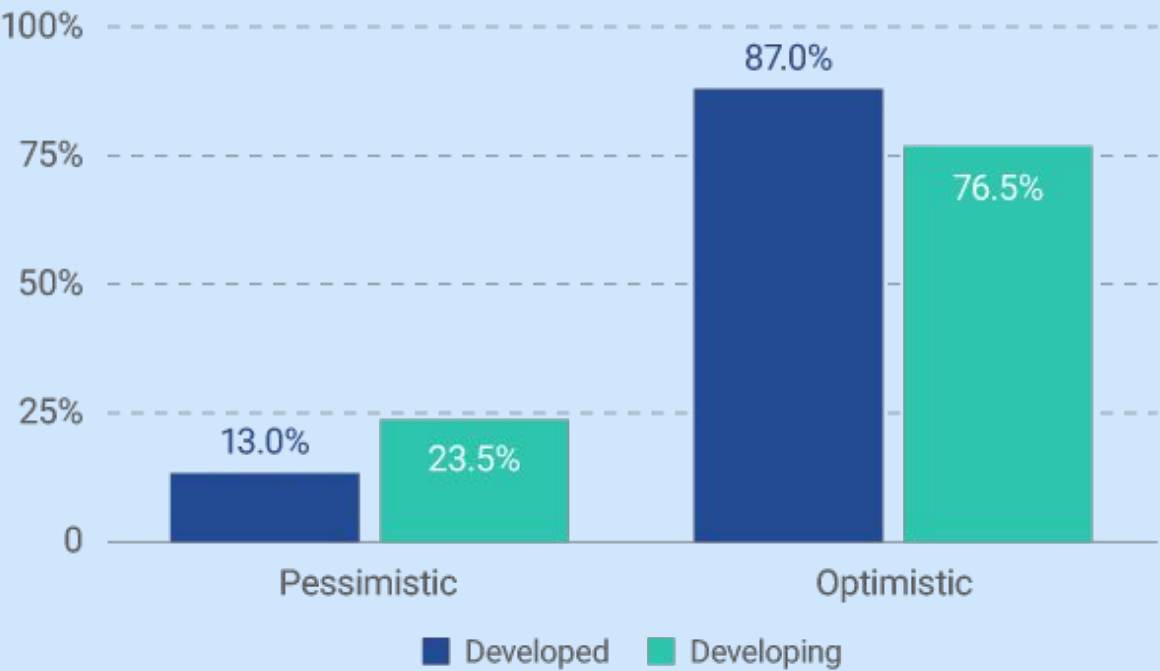
How do you feel about your company's business prospects: For the next 12 months, the next 3 years?



# Developed vs. Developing Countries

How do you feel about your company's business prospects for the next 12 months, next 3 years?

In 12 months



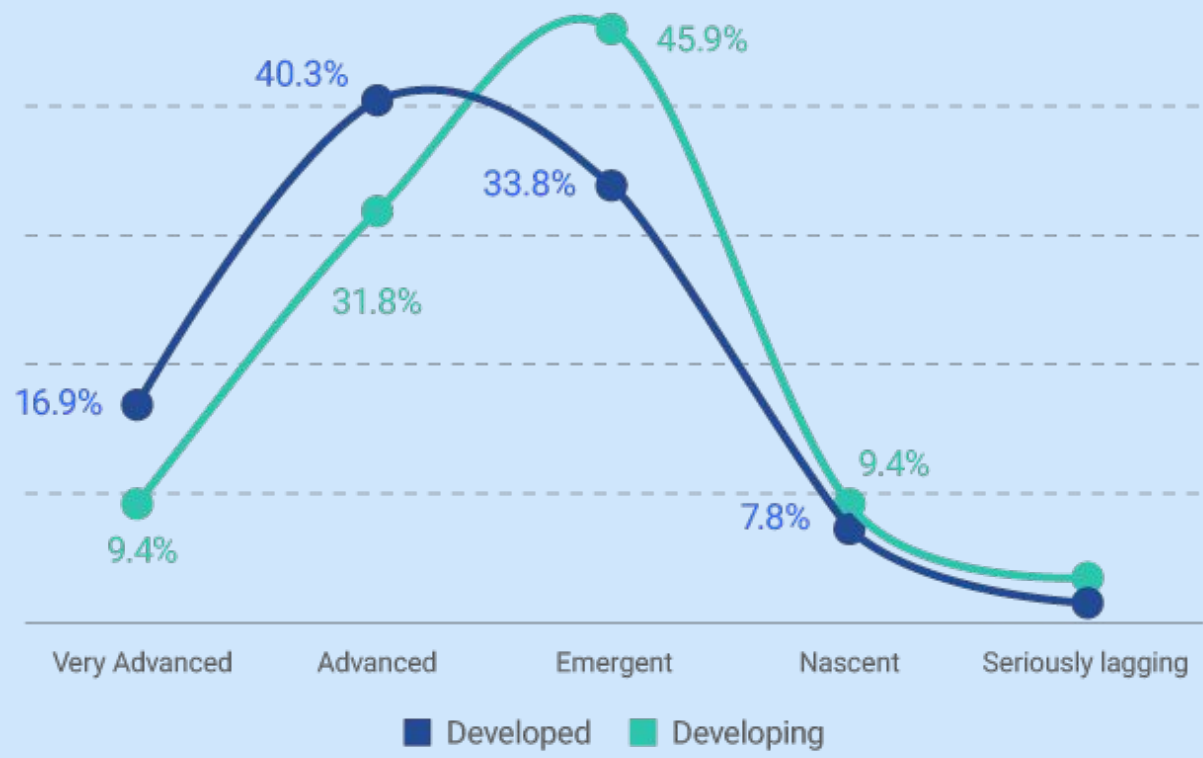
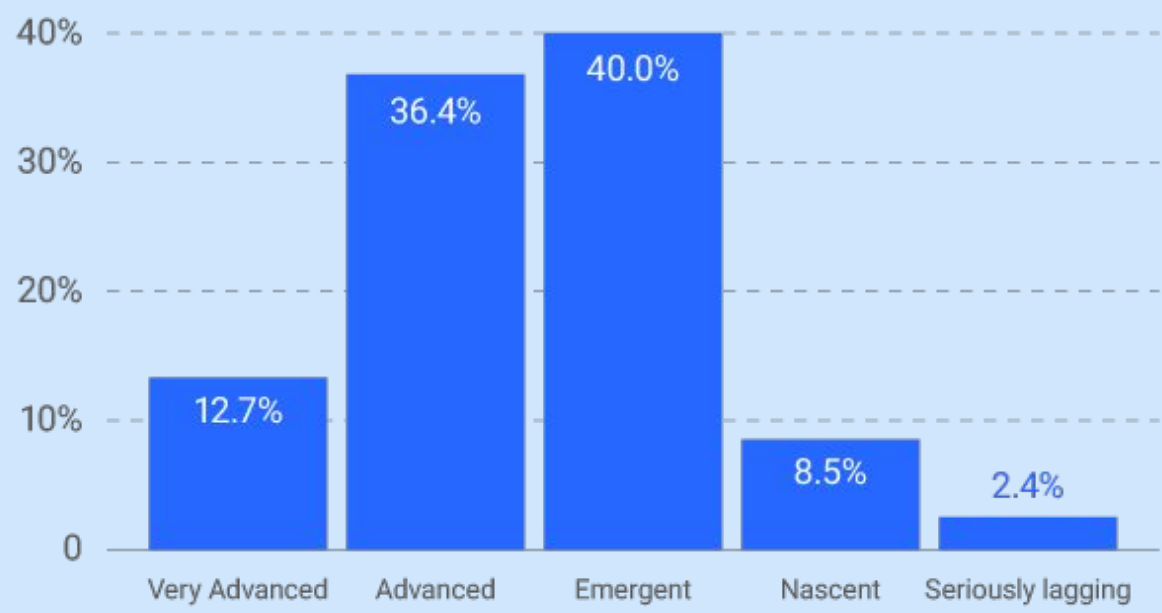
In 3 years



# Digital transformation

At what stage would you say your news organization is in comparison to your market or region?

Your organisations level of digital transformation?

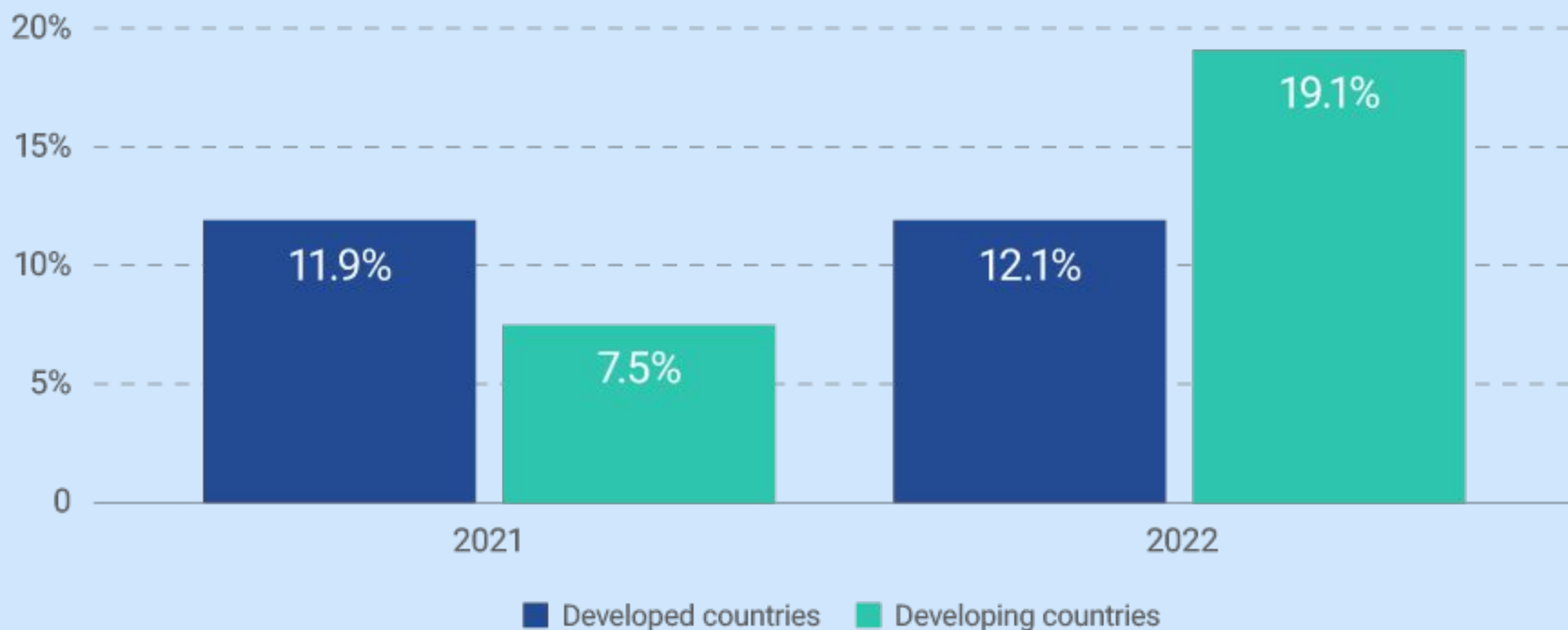


# Revenue



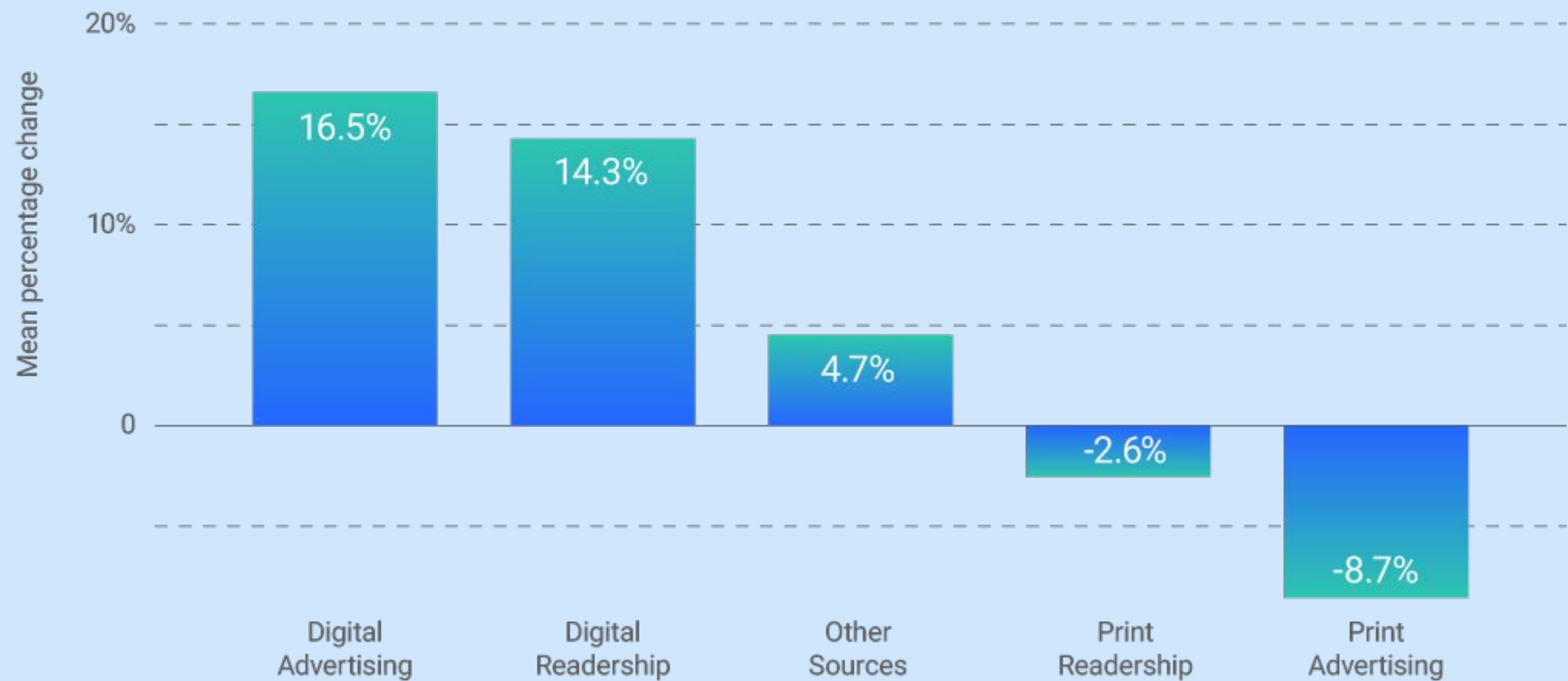
# Revenue changes

*What are your overall revenue expectations for 2021 compared to the previous year?*



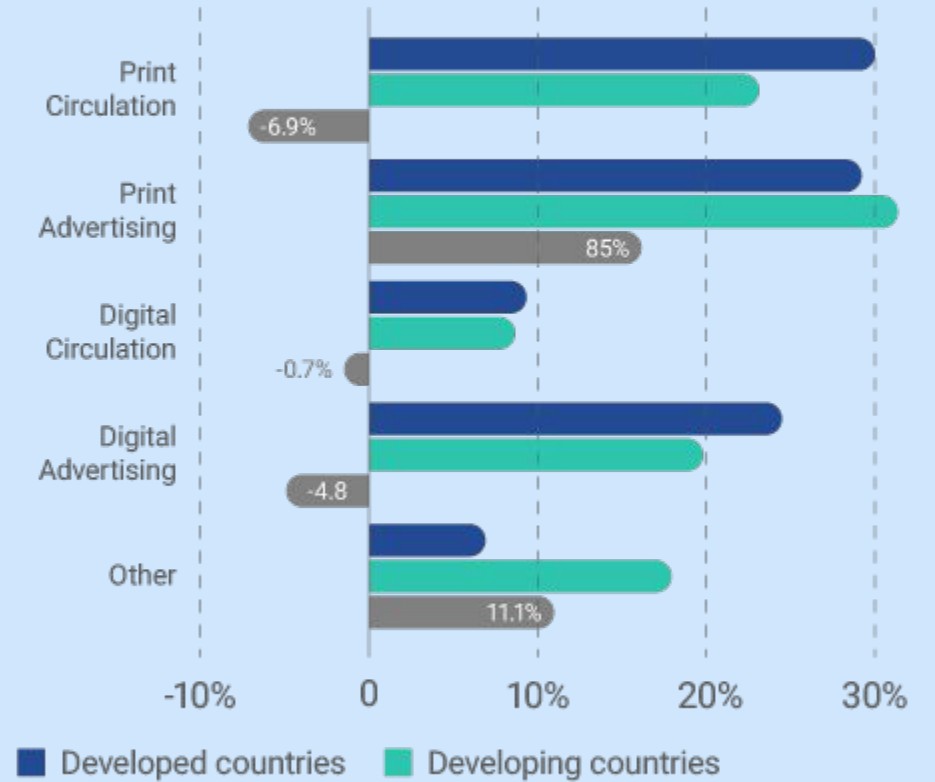
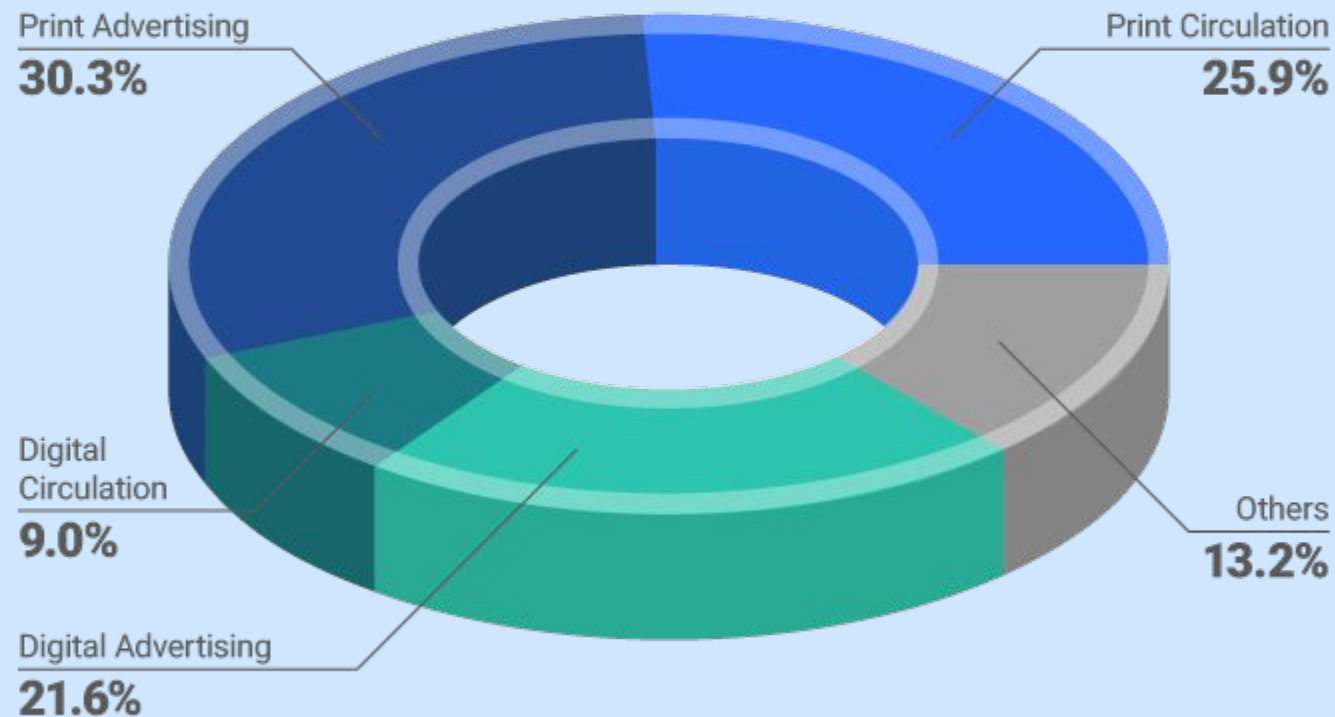
# Growth led by digital

Changes in revenue from different sources over the last year



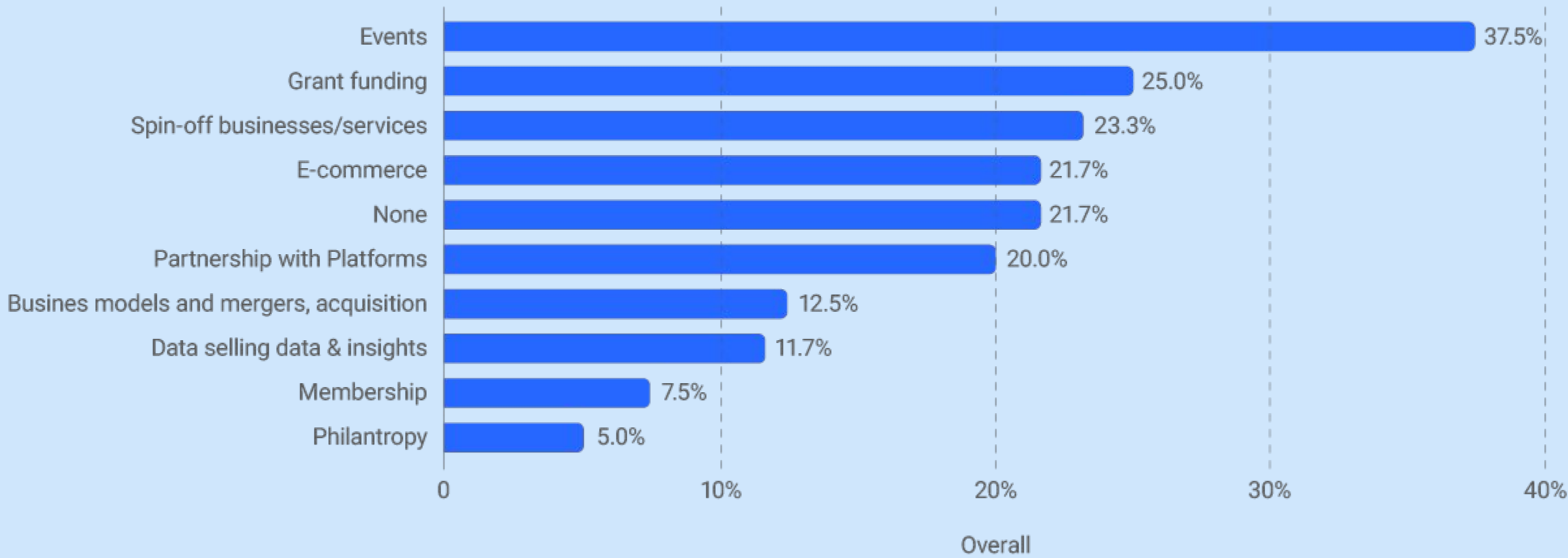
# But... print remains very important

*What percentage of your total revenue comes from the following sources?*



# Revenue diversification emerging

*Apart from advertising and reader revenue, which of the following are your most important revenue sources in 2021?*

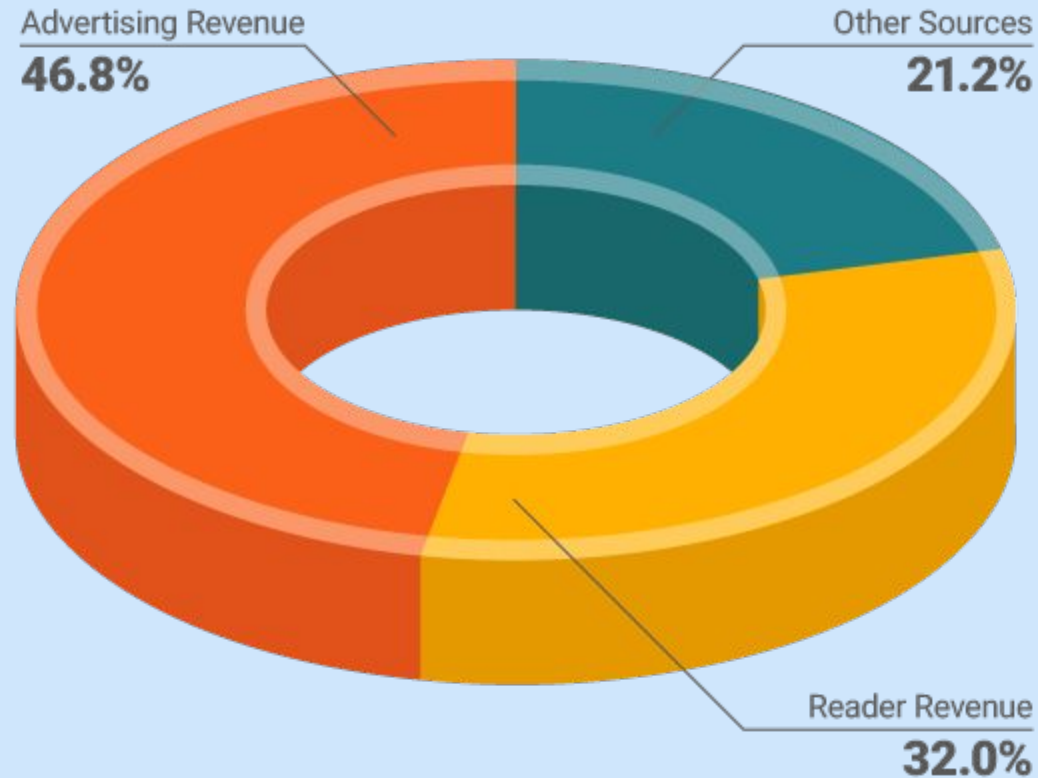


# Looking Ahead



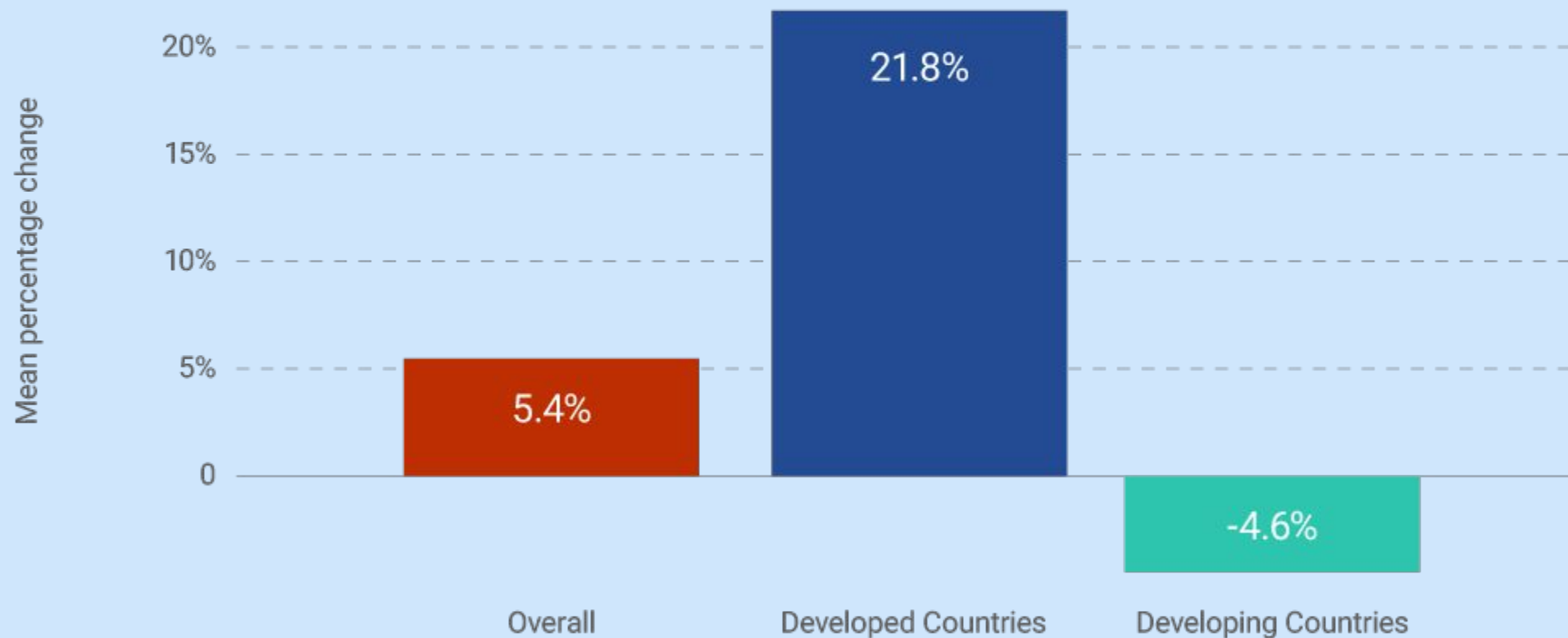
# Advertising still the leading source of \$

*Over the next 12 months, what percentage of your overall revenue will come from the following sources?*



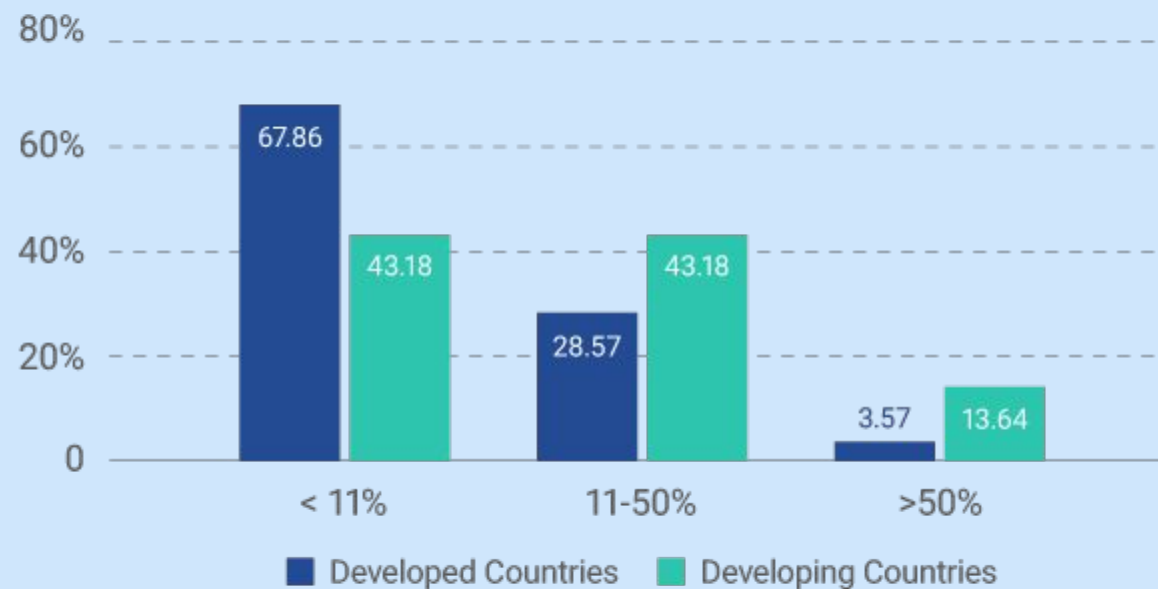
# Profitability remains a mixed bag

*Overall profit change over the past 12 months?*



# Revenue changes

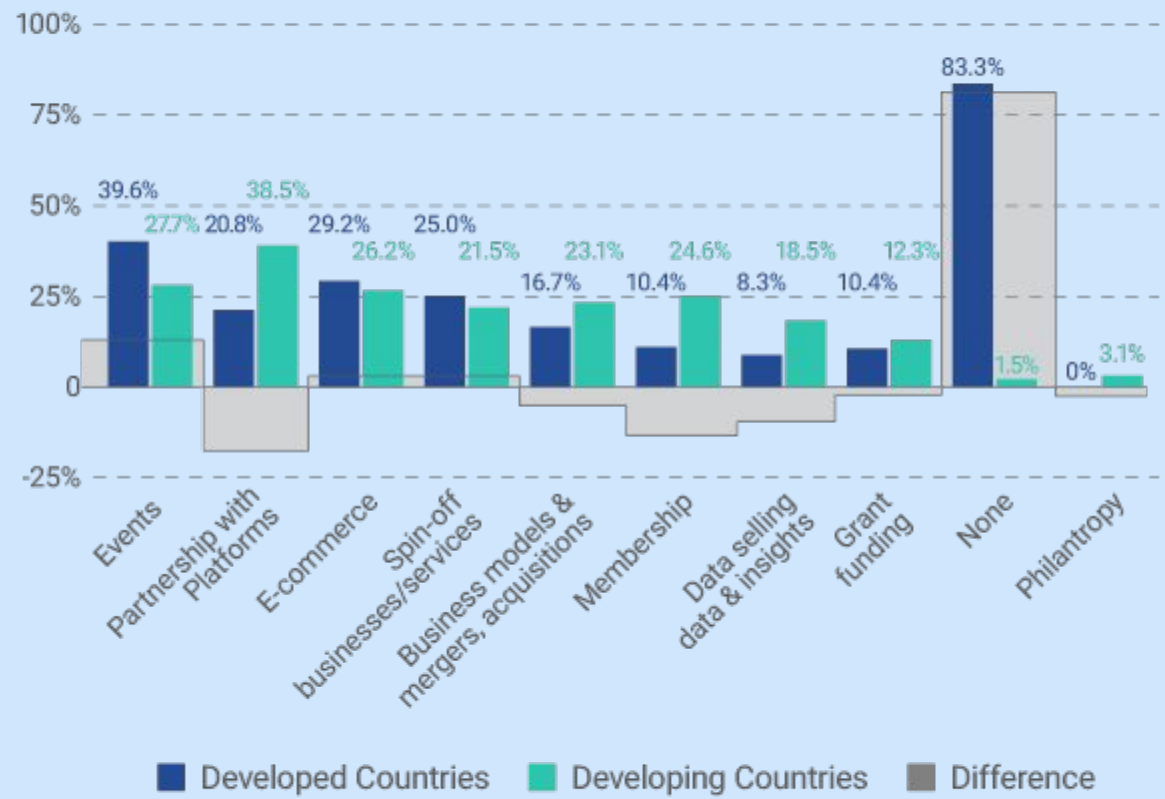
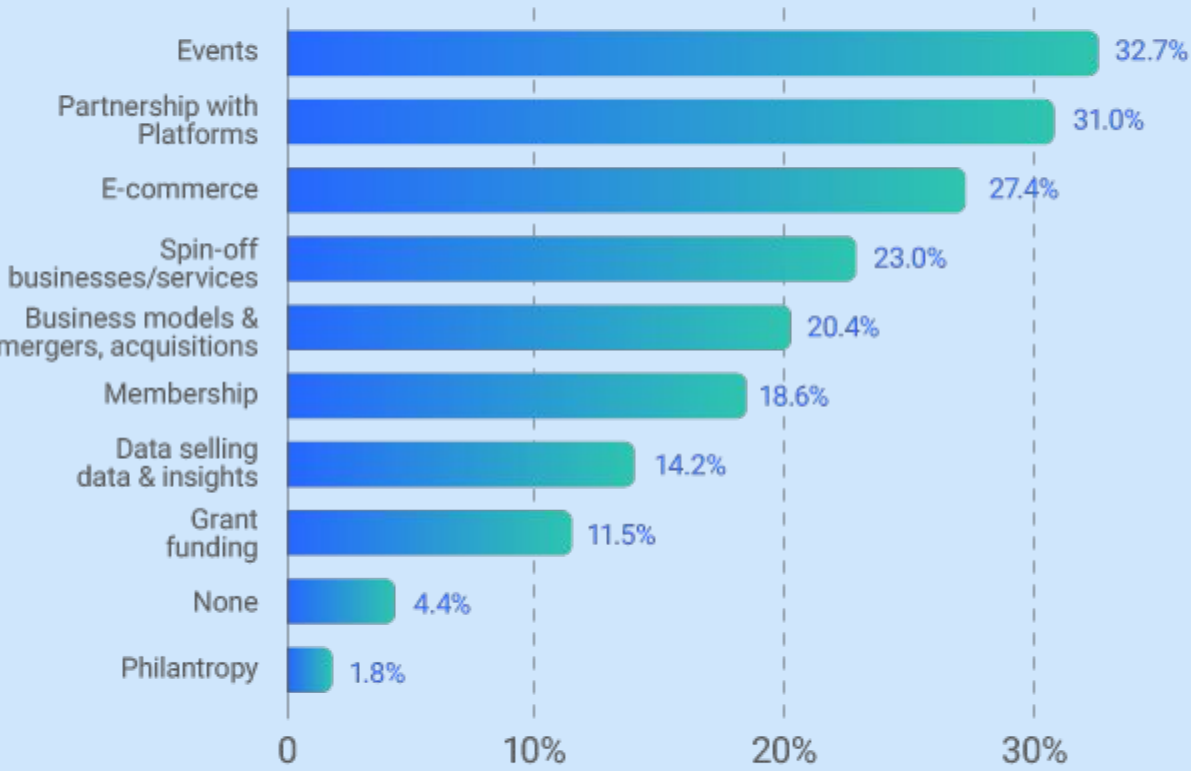
*What are your overall revenue expectations for 2022 compared to 2021?*





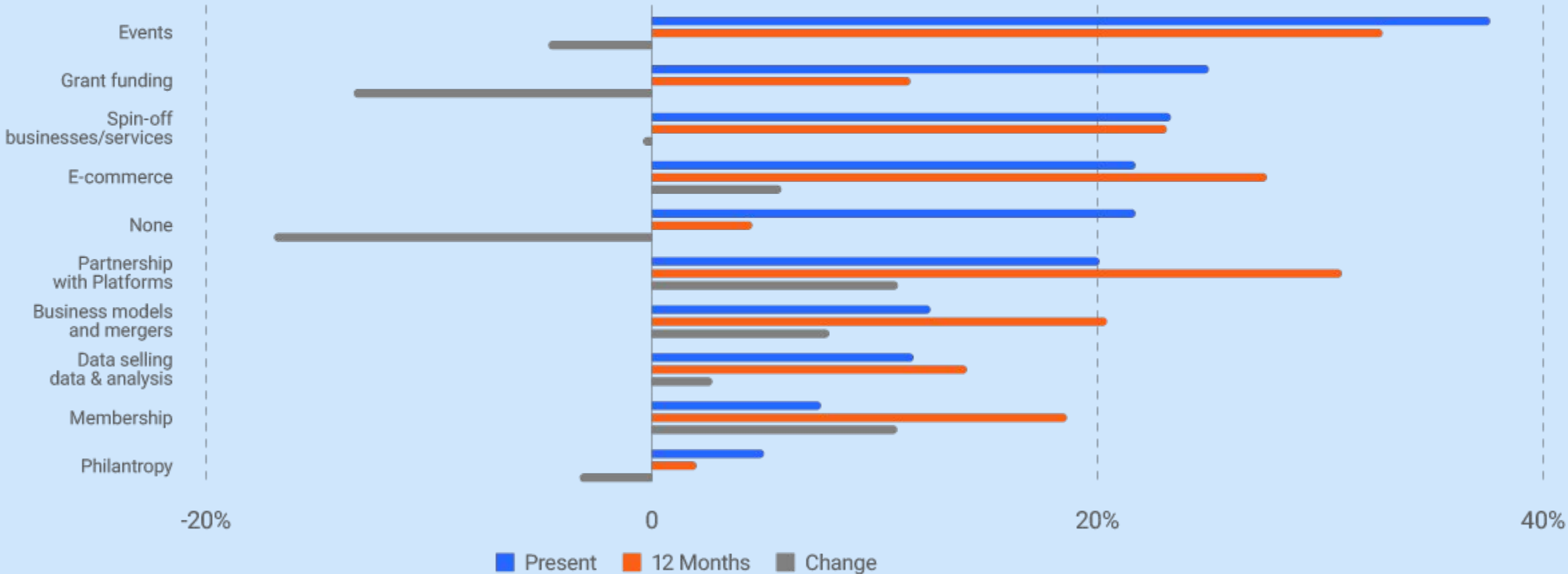
# Other revenue sources

Please select revenue streams you plan to focus more on in the next 12 months



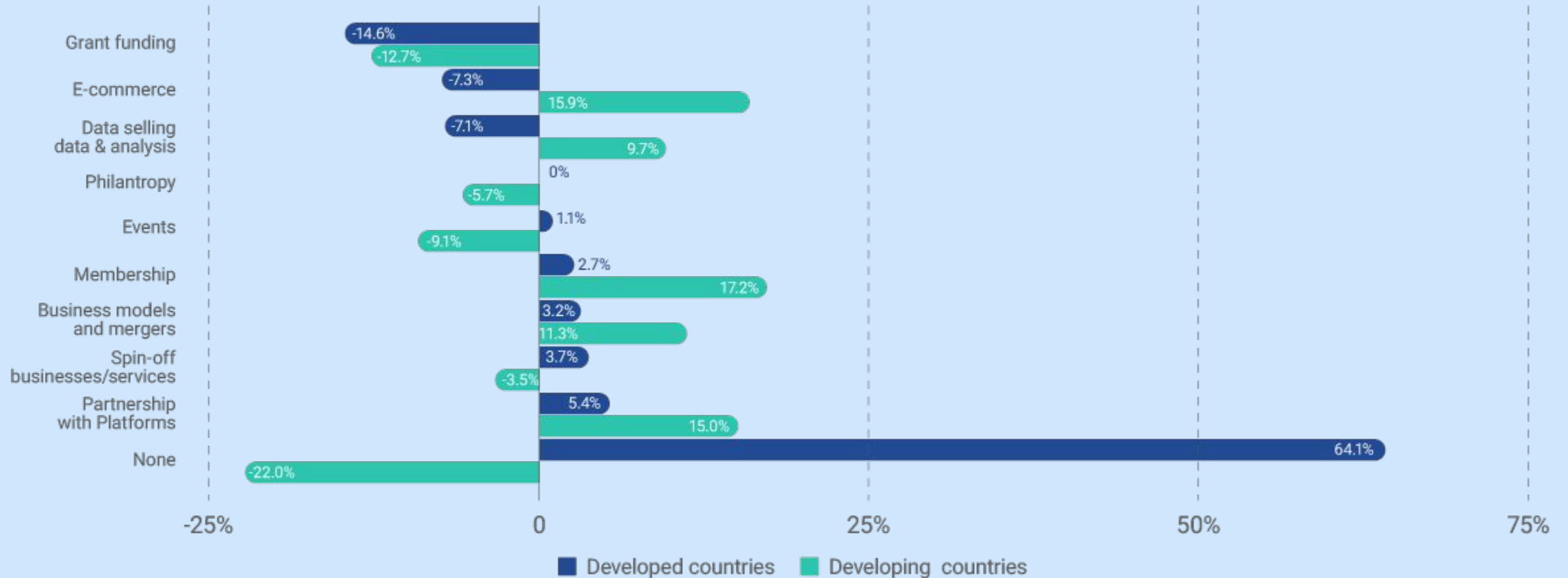
# Expect to see some shifts in focus

Apart from advertising and reader revenue, which of the following are your most important revenue sources?  
Now, Next and percentage change



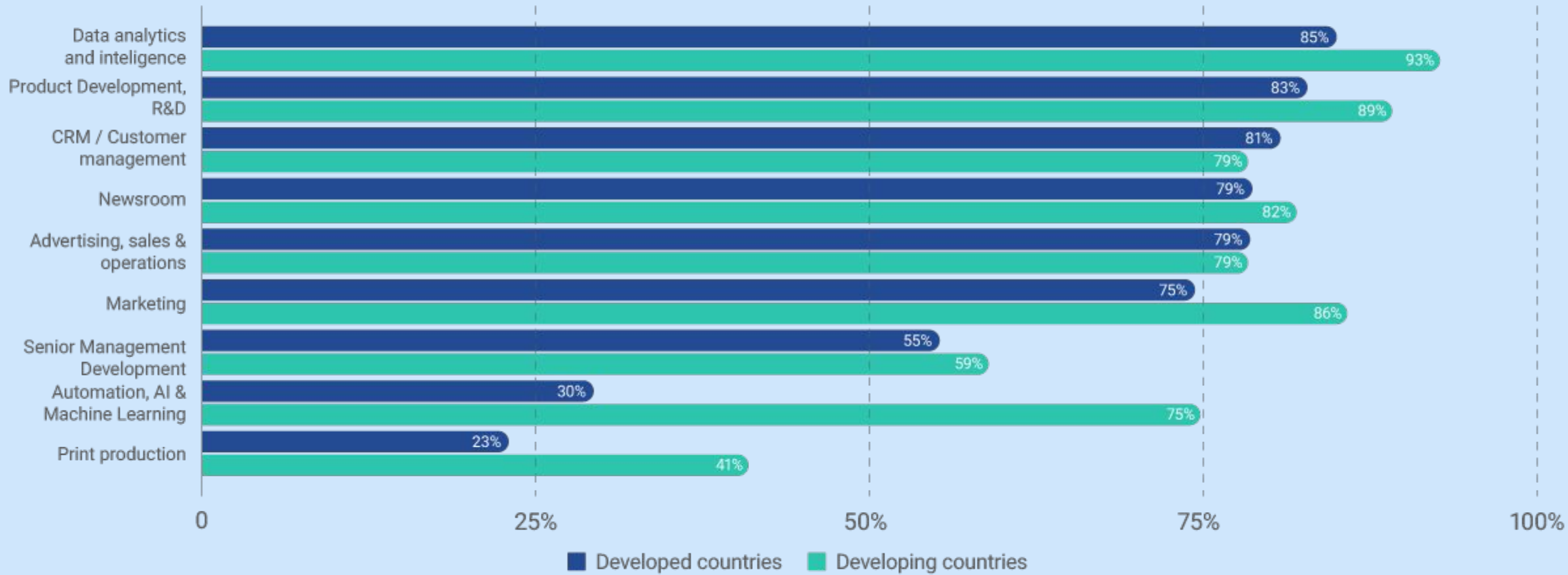
# Some regional differences emerging

*Change in focus on additional revenue streams over the next 12 months, developed and developing countries*



# Investment priorities

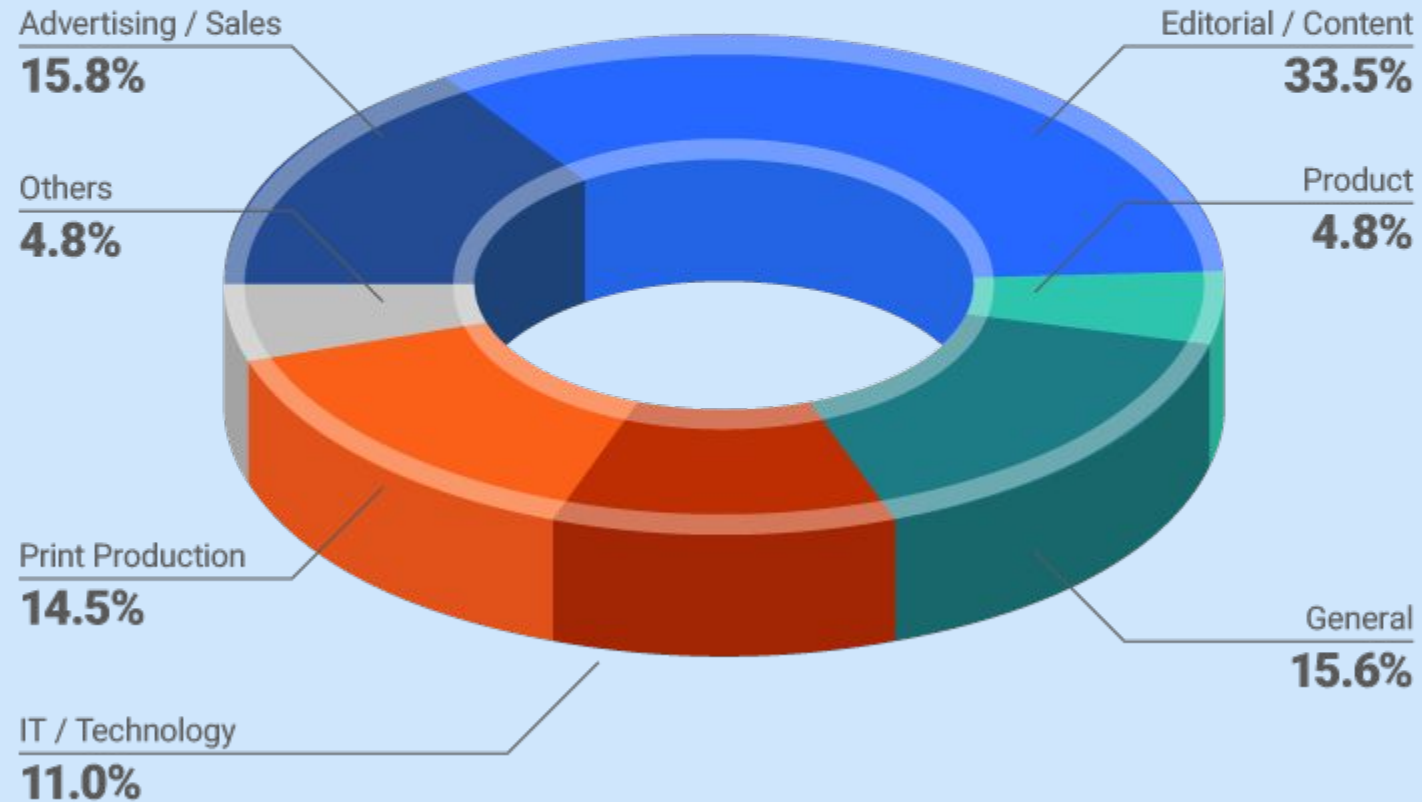
To what extent is it important for your organisation to invest in the following?



# Expenditure

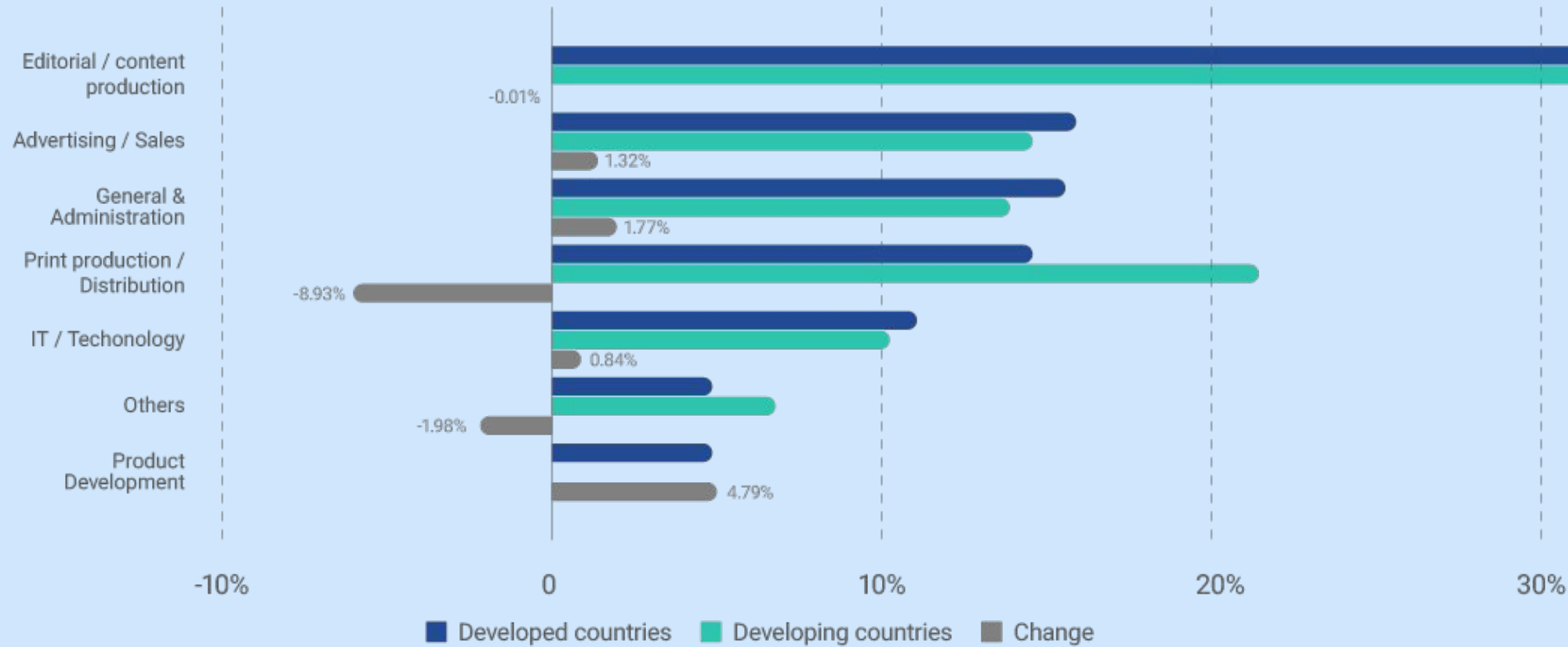
# Costs remain led by editorial

*What are your current costs across the following functions?*



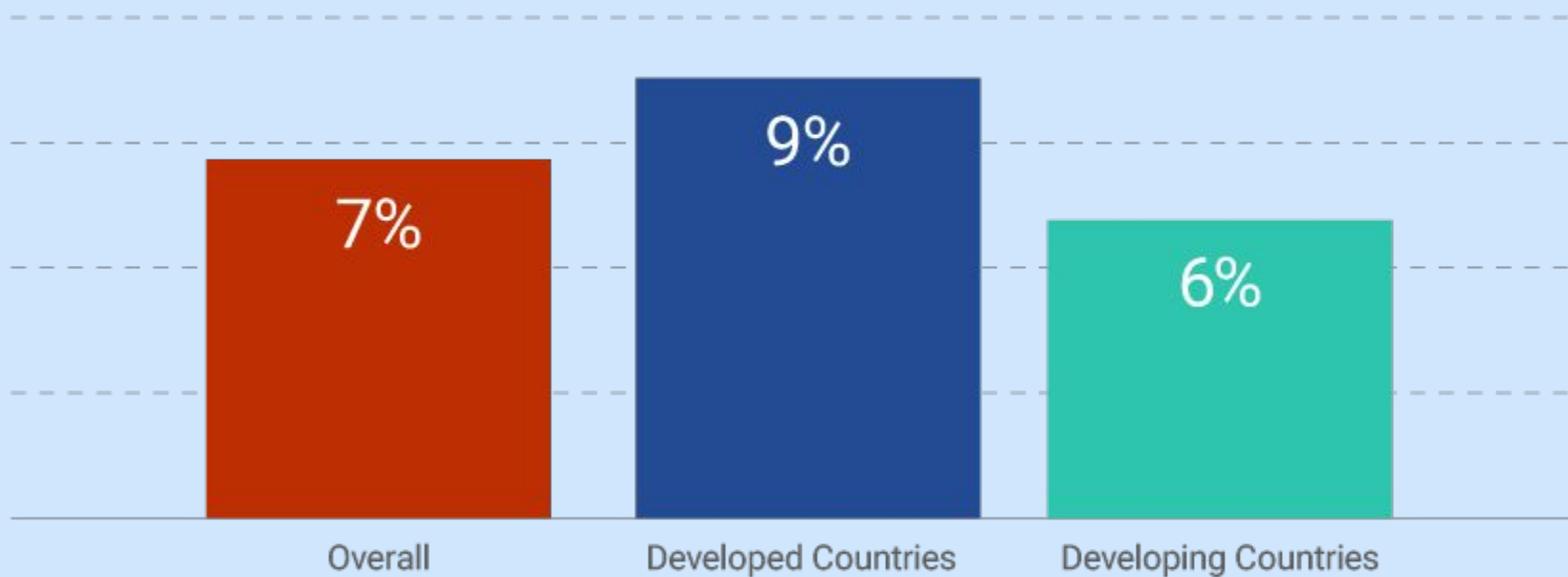
# Continued investment in content... + print

*Changing cost headings over the past year.*



# Staffing levels have rebounded

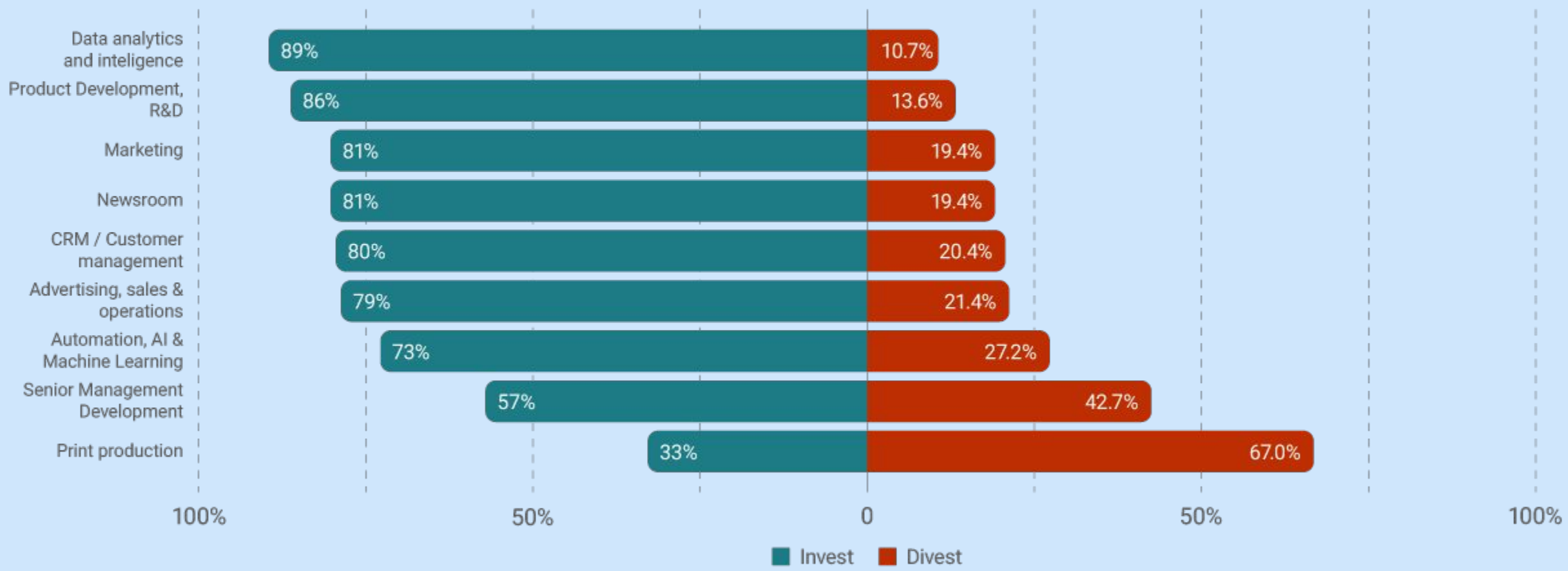
*How has the percentage of your overall staff changed in the last 12 months?*





# Product and Data key investment areas

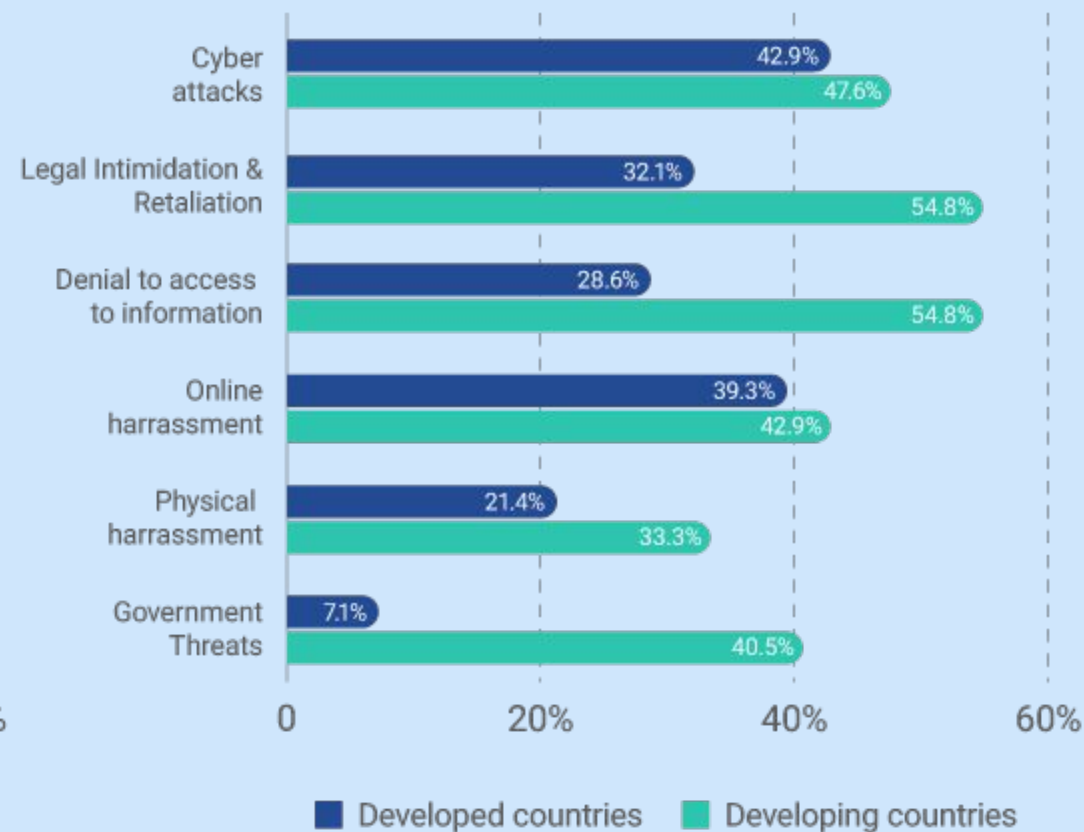
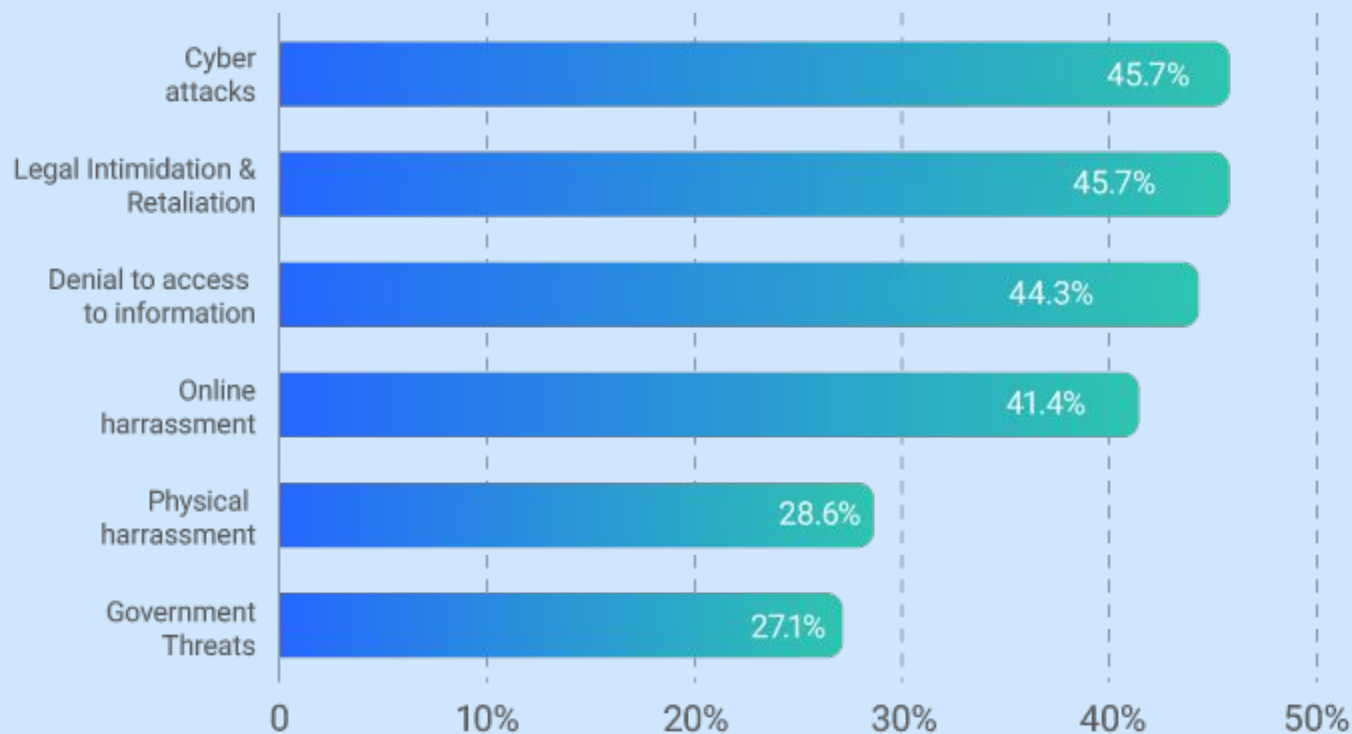
To what extent is it important for your organisation to invest or divest from the following?



# Platforms + Press Freedom

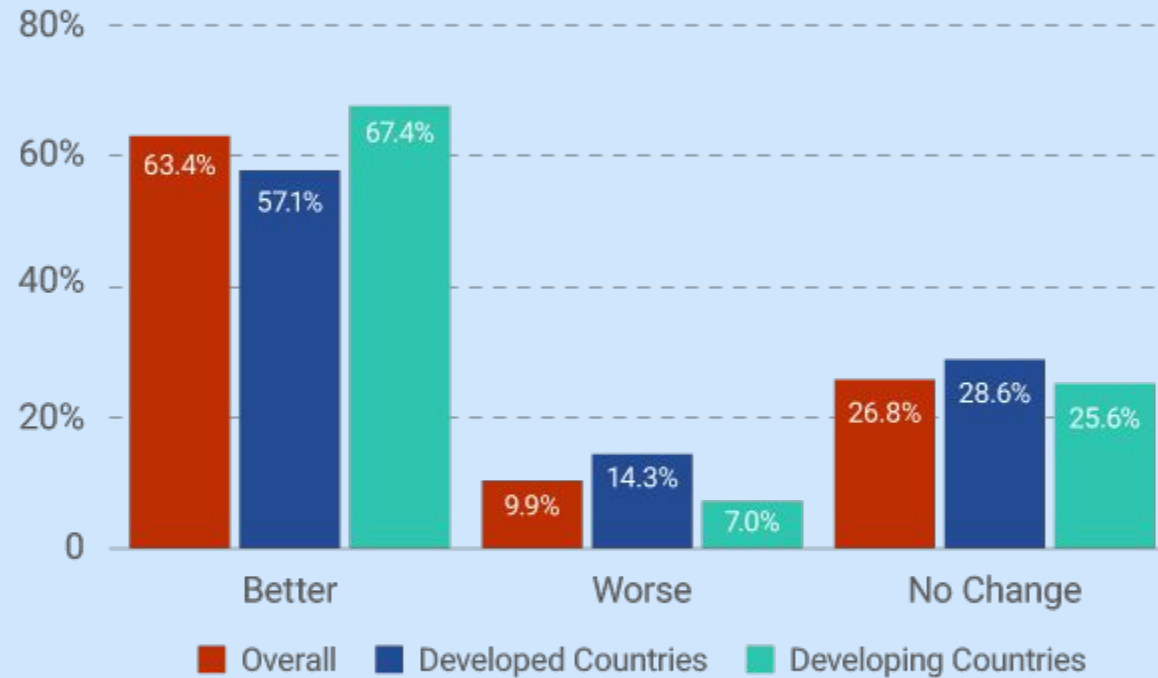
# Press freedom is a challenge for everyone

*Has your organisation or its staff experienced any of the following?*



# Frenemies(?)

*Have relations with tech platforms got better or worse in the past year?*



# Recap

*Four key takeaways*

1

Publishers are generally optimistic about their business prospects for the foreseeable future

3

Print, digital and advertising revenues remain important... but publishers expect nearly 21% of their overall revenue to come from other sources in the next 12 months (led by events, platforms and e-commerce).

2

Nearly 50% of respondents say their company is advanced in its digital transformation efforts

4

Press freedom abuses plague publishers and are not isolated to developing countries. Cyber attacks, online harassment and denial of access to information is prevalent in the developed world.