

Regional Newspapers - UK - August 2014

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“Ironically, given that it might be expected to be more difficult to find local/regional news for free than it would be to find national news for free, there appears to be more resistance among consumers to paying for local/regional online content than for national content.”

– Michael Oliver – Senior Leisure and Media Analyst

This report looks at the following areas:

- Can a strategy of raising print cover prices provide breathing space for publishers to develop stronger digital revenue streams?
- Can regional newspaper publishers persuade consumers to pay to access their content online?
- How can regional newspaper titles increase engagement with the communities they serve?

The regional newspapers business is undergoing a fundamental shift in readership patterns at the moment, with print circulations falling between 2009 and 2013 and digital daily unique browsers increasing by during the same period. Publishers are faced with the challenge of balancing investment in the fast-growing digital sector, which doesn't yet account for a significant proportion of users or revenues, and maintaining the strength of their print titles, which continue to bring in the majority of readers and revenues.

This report examines the current status of the regional newspapers market, including both print sales volumes and digital user numbers, as well as how print sales are divided between the different types of publication. It also provides an analysis of the leading publishers, including market shares. Finally, it looks at consumer readership, attitudes towards pricing and general attitudes towards regional newspapers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Can a strategy of raising print cover prices provide breathing space for publishers to develop stronger digital revenue streams?

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Can regional newspaper publishers persuade consumers to pay to access their content online?

The facts

The implications

How can regional newspaper titles increase engagement with the communities they serve?

The facts

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