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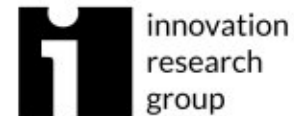


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WORLD PRESS TRENDS

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World's Press Condemns Arrest of Die Welt Correspondent Deniz Yücel in Turkey, Calls for his Immediate Release

The World Association of Newspapers and News Publishers (WAN-IFRA) and the World Editors Forum (WEF) have called for the immediate release of Deniz Yücel, a dual national Turkish-German journalist for Die Welt, who has been arrested in Turkey on charges of spreading "propaganda in support of a terrorist organisation" and "inciting the public to violence".

Mr Yücel was initially detained on 14th February after reporting on the hacking of Turkish Energy Minister Berat Albayrak's private emails. Mr Albayrak is also the son-in-law of Turkish President Recep Tayyip Erdoğan.

On Monday 27th February, an Istanbul judge filed for Mr Yücel to be remanded in custody and later that evening the court ordered him to be detained pending trial.

Members have signalled their deep concern with the US administration's actions on the press by calling on US President Donald Trump to halt his 'fake accusations' and to ensure White House briefings remain accessible to all media. A letter, sent to the US administration, firmly rejects President Trump's repeated accusation that media is the 'enemy of the American People', and calls on his administration to build a better professional relationship with the media.

Over 40 editors in chief, CEOs and publishers representing media from around the world have signed a letter addressed to President Trump outlining how his regular labelling of mainstream news outlets as 'fake news' as well as the exclusion of critical media outlets from a recent White House press briefing signalled a worrying decline in accountability for his administration.

"It is deeply unhelpful to see the President of the United States of America fuelling antagonism towards news outlets by labelling them – misleadingly – as 'fake news'," the letter to President Trump said. "We fear that the overall climate for media freedom currently being fostered by your presidency seriously jeopardises the on-going ability of a free press to hold power to account in the United States."

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UN International Covenant on Civil and Political Rights mandating "The right to express an opinion and freedom of expression" and "The right to freedom of association."

to investigate allegations that may have been involved.

Alena Karganova stands trial on Tuesday, May 19, for charges that include insulting members of parliament and spreading propaganda against the government.

GAMBIA On March 3rd, WAN-IFRA joined with African and international free expression organisations to urge the African Commission on Human and Peoples' Rights (ACHPR) to demand the imprisonment for defamation, Allogie Abdoulaye Ceesay, and other human rights violations of a 2014 ACHPR ruling that condemns imprisonment for defamation. Several appeals have been made by the MWLA, the Gambia Press Union, and other human rights organisations to President Jammeh and freedom of expression organisations to the Gambia authorities and to President Jammeh. These appeals have fallen on deaf ears. The appeal continues to languish in the courts.

MOROCCO On January 20th, WAN-IFRA called on the Moroccan authorities to drop all charges against journalist and editor Ali Anouza and to end their judicial pursuit of him and his news publication. Over two years on, independent journalist and editor-in-chief, Ali Anouza, remains in custody and his news website, 'the Arabic edition of news website', is blocked in another year.

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President Trump to Stop 'Fake News' Accusations

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NEW STUDY: Surveillance, national security legislation and data retention laws threaten the sustainability of investigative journalism around the world

Protecting Journalism Sources in the Digital Age is a new global study produced by WAN-IFRA for UNESCO that examines the growing risks confronting forms of journalism dependent upon confidential sources and whistleblowers. It finds that the legal frameworks that support protection of journalistic sources, at international, regional and country levels, are under significant strain - a development that is seen to represent a direct challenge to the established universal human rights of freedom of expression and privacy, and one that especially constitutes a threat to the sustainability of investigative journalism.

The study, authored by former World Editors Forum/WAN-IFRA Research fellow Julie Posetti, covers 121 UNESCO Member States and represents a global benchmarking of journalistic source protection in the Digital Age. It will be launched on World Press Freedom Day (May 3rd) during celebrations in Jakarta.

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Novaya Gazeta Editor, Dmitry Muratov, Awarded to World Press Freedom Award

Dmitry Muratov, the annual press freedom award of the World Association of Newspapers and News Publishers (WAN-IFRA), has been awarded to the Chief of independent Russian newspaper, Novaya Gazeta.

During the opening ceremony of the 68th World Editors Forum and 26th World Press Freedom Day in Jakarta, Indonesia, on May 3rd, Muratov was presented with the award by WAN-IFRA President and CEO, Peter Brabeck-Letombe.

Muratov is the first Russian journalist to win the award since its inception in 1995. He has been a vocal critic of the Russian government's policies on press freedom and has been subjected to numerous threats and attempts to silence him.

Muratov's award-winning work includes his reporting on the Russian government's attempts to suppress dissent and his efforts to expose corruption within the Russian government.

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Mexico: Medios regionales expresan desconfianza ante respuesta a libertad de expresión, valorar

Mexico City, Mexico – 2017-05-30

Directivos de 10 medios regionales mexicanos y de Periódicos y Editores de Noticias (WAN-IFRA) expresaron sus inquietudes frente a la crisis de libertad de expresión y valorar las medidas anunciadas por el gobierno.

Entre los asistentes participaron periodistas en algunos de los medios de comunicación y expresaron su enojo por el alto nivel de censura y la falta de transparencia en la respuesta del gobierno.

Los participantes expresaron su preocupación por la falta de transparencia en la respuesta del gobierno y la falta de respeto a la libertad de expresión. También expresaron su enojo por el alto nivel de censura y la falta de transparencia en la respuesta del gobierno.

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Greater Protections Demanded For Women Journalists On Historic Anniversary of Press Freedom Law

The World Association of Newspapers and News Publishers (WAN-IFRA) and the World Editors Forum, in conjunction with the FOJO Media Institute, are calling on media worldwide to support stronger protections for women journalists in a text released to mark the 250th anniversary celebrations for women journalists in a of the Press Act, the first of its kind in the world.

The 2nd December Declaration (<http://2december.wan-ifra.org>) highlights the need to strengthen and support free, independent and professional journalism as a means of countering disinformation and combatting hate crimes.

Identifying women journalists as frequently the most vulnerable and exposed, the Declaration denounces as a danger to quality journalism - and ultimately democracy itself - those who use threats and hate to silence the women who are making their voices heard.

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OUR CONVERSATION TODAY

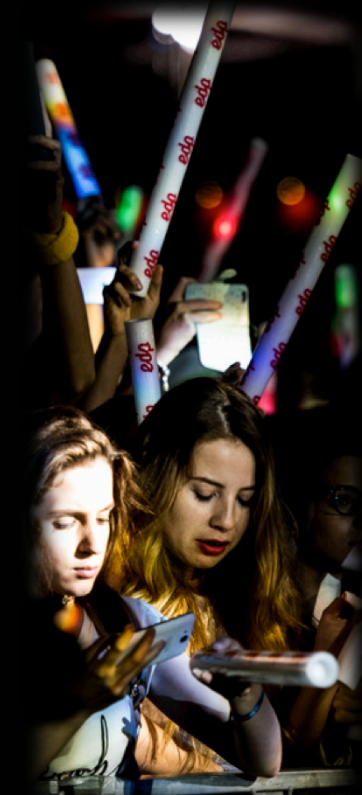
 newspaperworld

 vincentpeyregne

**Trust is
the New
Currency**



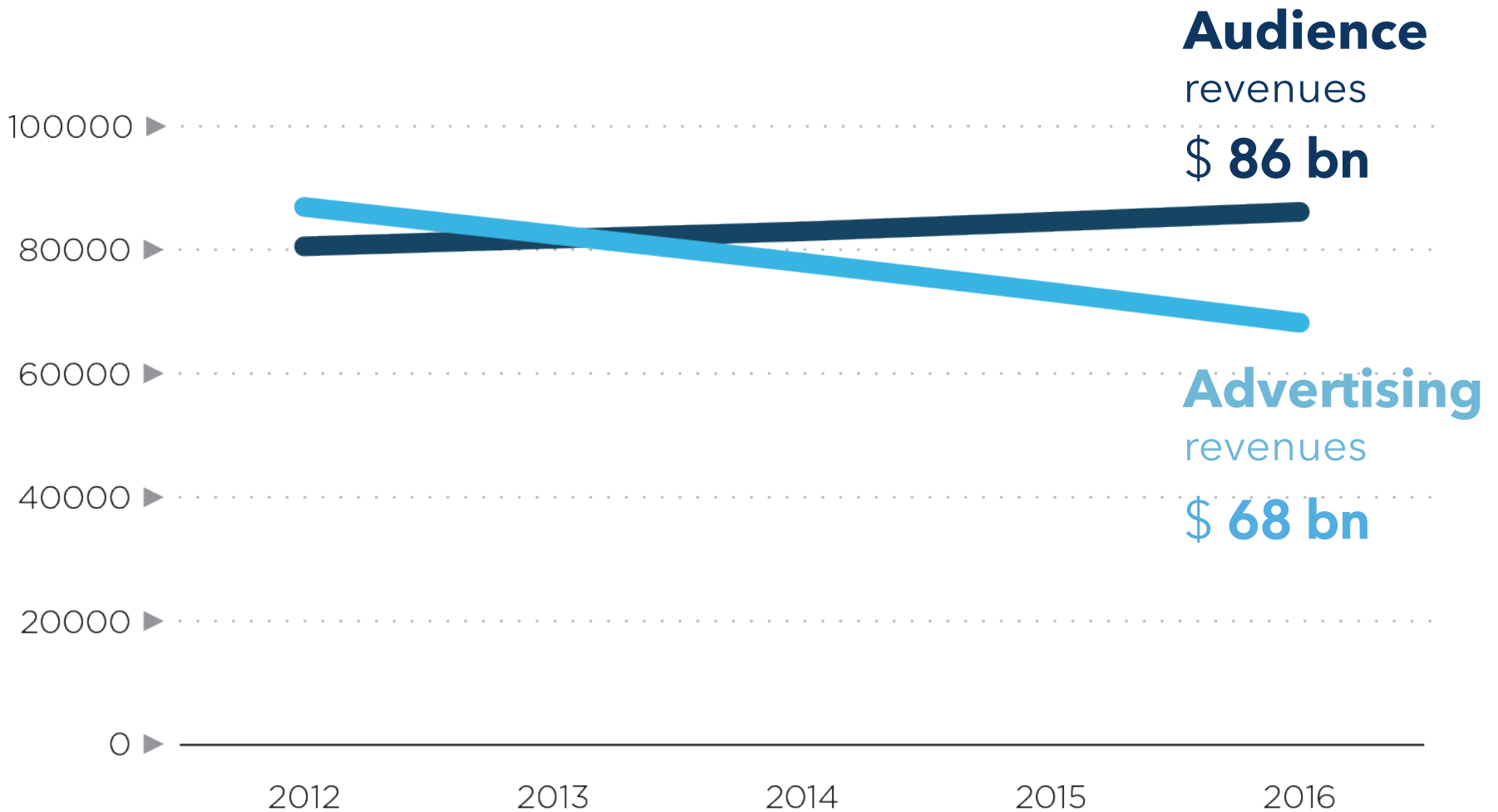
**Shift to
Loyalty
Community**



**Push-back
against ad
tech & the
Duopoly**



Global newspaper revenue 2012 - 2016



Digital Journalism – **Waves of Disruption**

1

Portals

1990–1997



2

Search

1997–2006



3

Social

2006–2015



A close-up photograph of a person's hands holding a white smartphone. The person is wearing a blue shirt and a silver metal watch on their left wrist. The background is out of focus, showing several bright green circular bokeh lights against a warm, golden-brown background. A white rectangular box with a thin border is centered over the phone, containing the text 'STORIES AS A SERVICE'. On the left side of the image, there is a vertical white line with a small blue circle containing the number '4' at the top.

STORIES AS A SERVICE

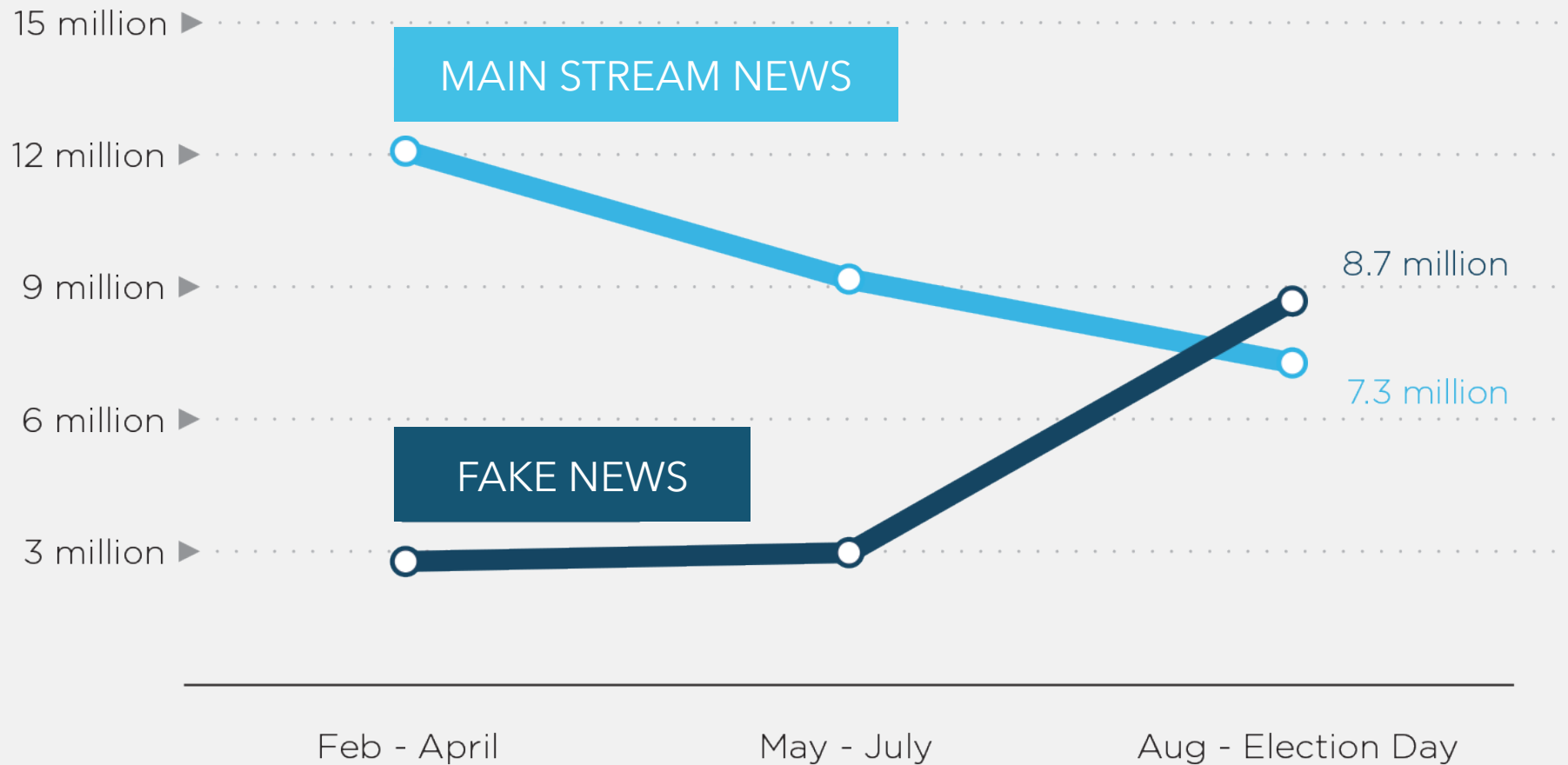
1 OUR CONVERSATION TODAY

Trust


ATTENTION is the **OLD** currency
TRUST is the **NEW ONE**



Total Facebook Engagements in the US for Top 20 Election Stories



*Engagement refers to the total number of shares, reactions and comments for a piece of content on Facebook.
Source: Facebook data via BuzzSumo

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Buhari & APC's campaign promises: Appraising 9 pledges 2 years on

Two years ago Nigeria's President Muhammadu Buhari and his All Progressive Congress government assumed office on the back of promises of change. Are they being met halfway into the president's tenure?

12:35 | 30th May 2017 (GMT)

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Are 70% of Kenyans who can work jobless? Union chief mangles numbers

Unemployment remains a challenge to most African governments. Kenya's no less, but debating solutions should rest on accurate information.

02:56 | 26th May 2017 (GMT)

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Got a claim for us to check?

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Has a politician, a business or union leader, a health association or environmental group said something that you suspect is untrue or misleading and that should be challenged.

We cannot investigate every claim sent in to us. But we will log all suggestions and appreciate your help.

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ABOUT US

"Residents of Hong Kong funded FactWire -- because they think good information is indispensable to survive as citizens. They know that if they support quality, well-verified stories, they will know what is really going on, and they will not be deceived with slanted or special-interest driven information."

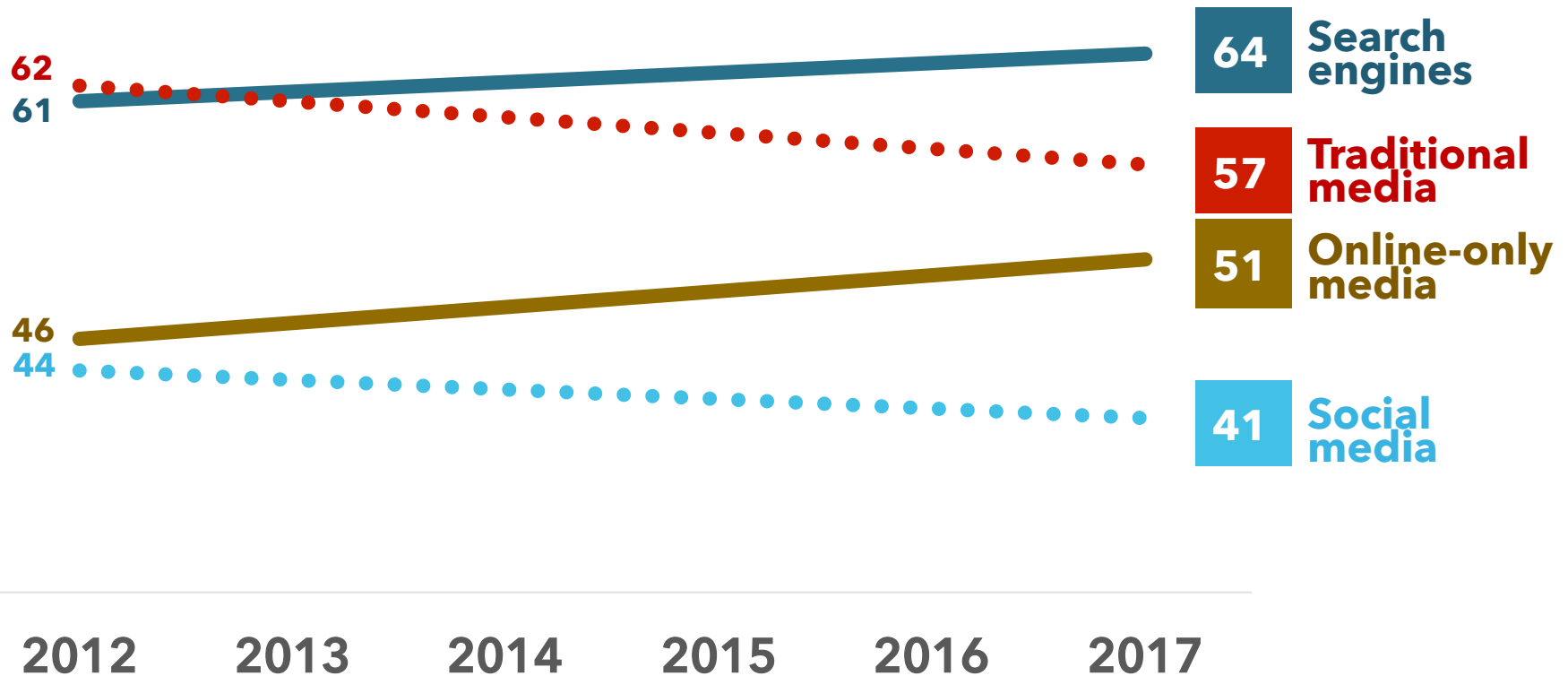
March 4, 2016 - Global Investigative Journalism Network

"FactWire is being backed by the largest crowdfunding campaign ever seen in Hong Kong, becoming the latest player to emerge in the media industry in recent months."

Aug 21, 2015 - South China Morning Post

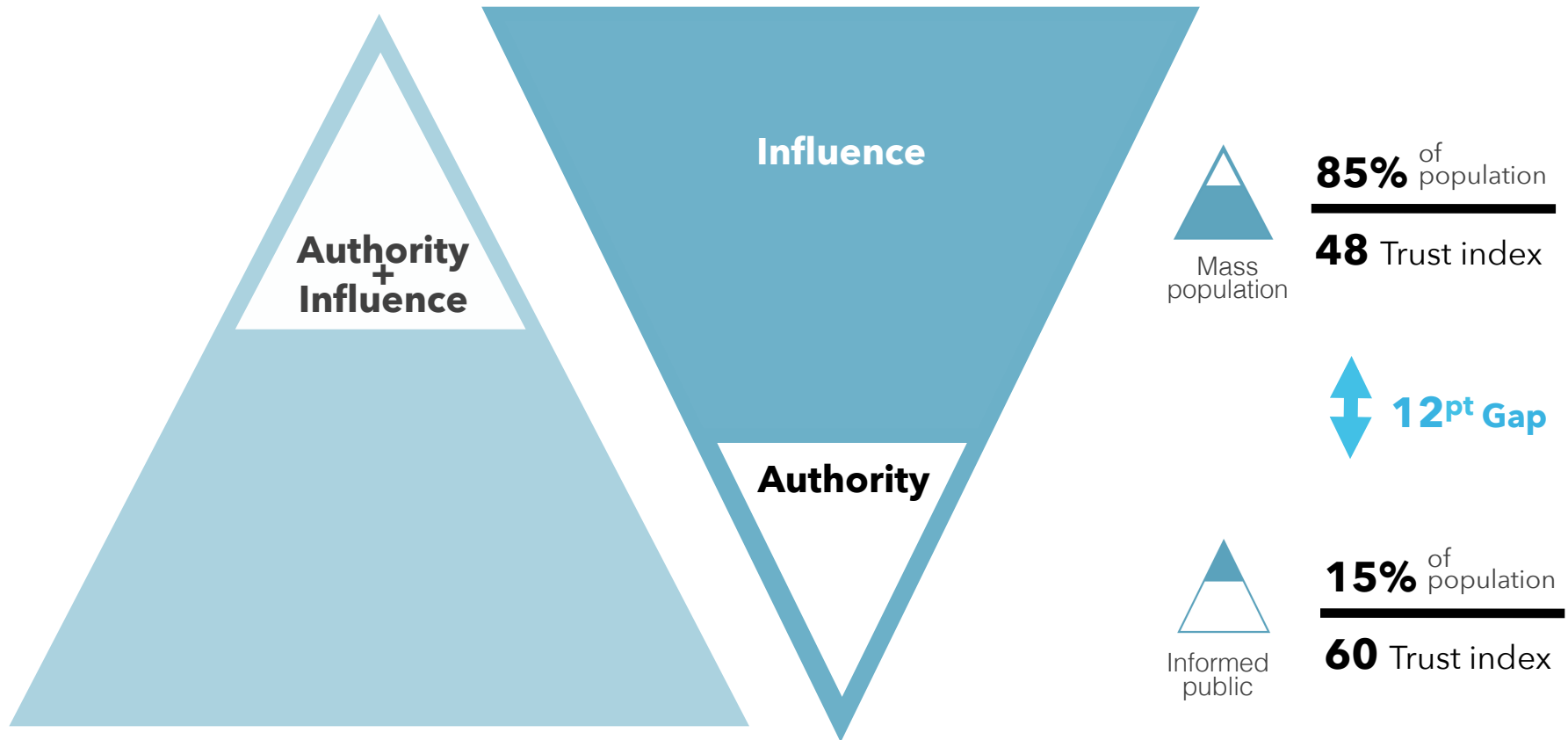
Traditional media shows steepest decline in trust

Percent trust in each source for general news and information



2016

The inversion of influence

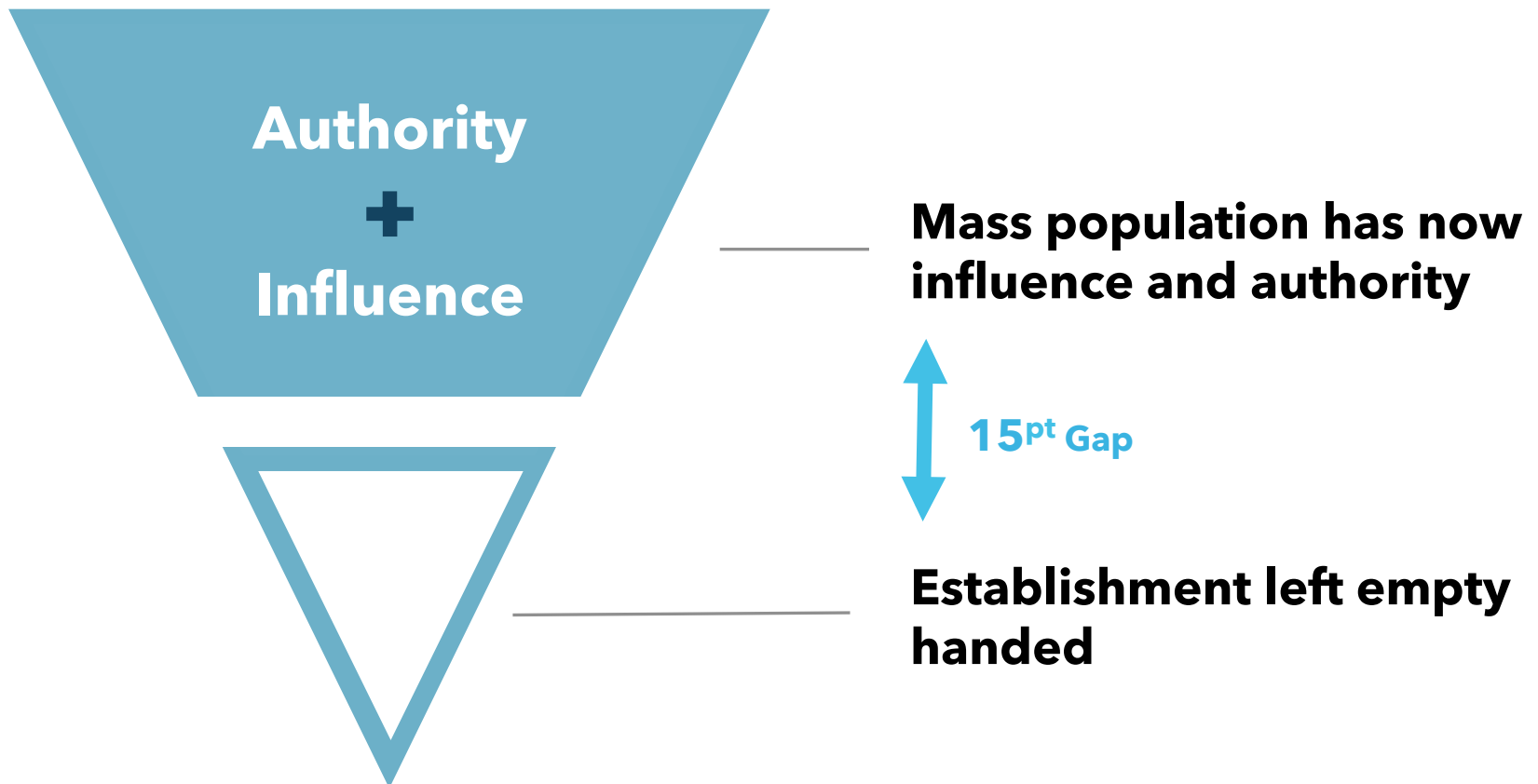


> 2015

2017

Trust gap widens

Mass population rejects “established authority”



**MAKE OUR
NEWS
GREAT
AGAIN**

Collaborations = scale

DH.be

La Libre BELGIQUE

l'avenir.net

L'Echo

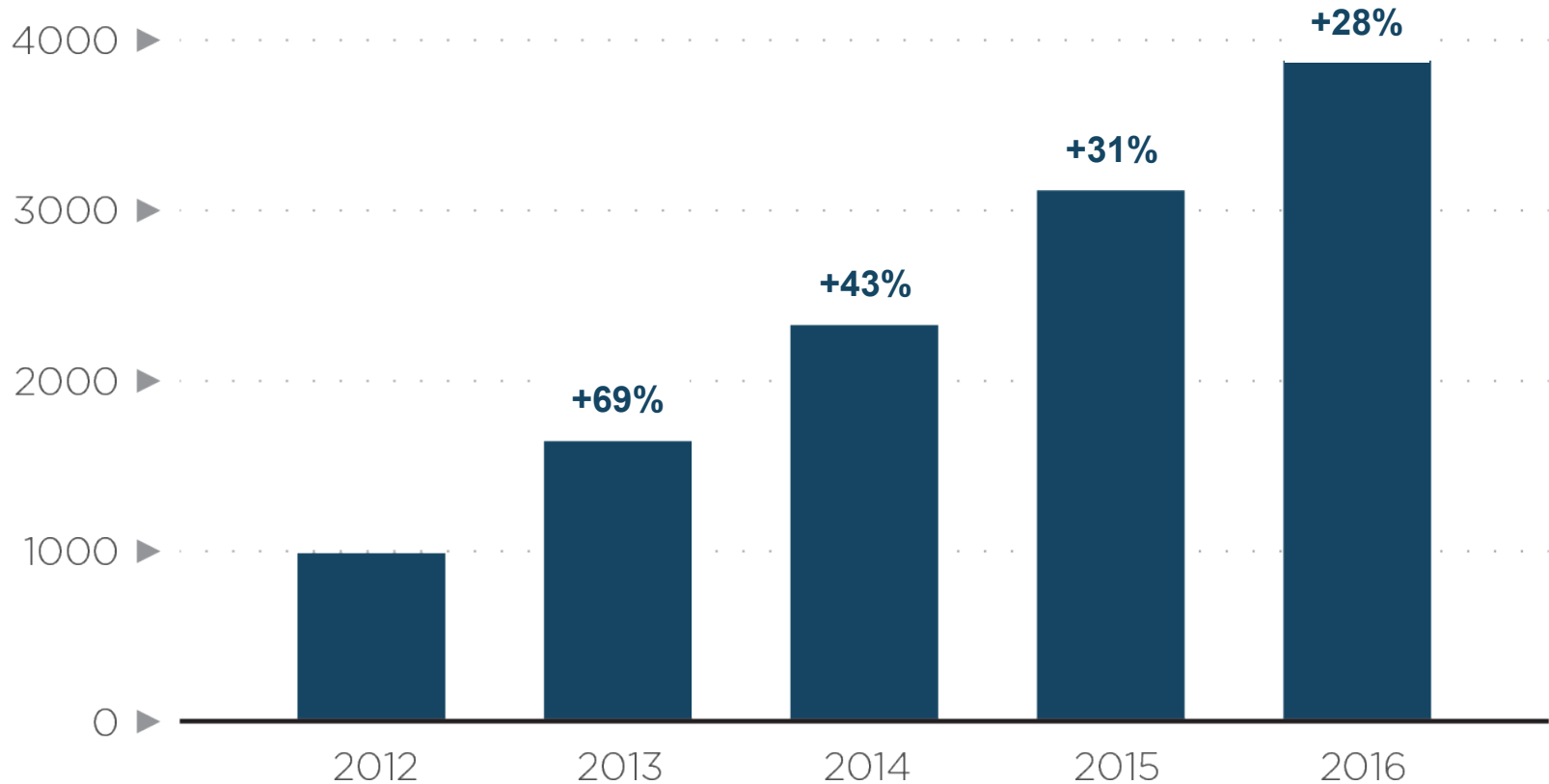
LE SOIR

SUDPRESSE

GRENZECHO

Scale = control of customer relationships

Global newspaper digital circulation revenues 2012/2016



Snapshot of Digital Subscription **success stories**

Title	Digital Only Subs	% Subs that are pure digital versus total daily circulation
NYT	1,600,000 +	69%
The Times	185,000 +	44%
Süddeutsche Zeitung	40,000 +	13%
Aftenposten, regionals incl	110,000 +	38%
Le Figaro	60,000	20%
El Mundo		
FT	566,000 +	75%
WSJ	1,000,000 +	50%
FAZ	40,000 +	20%
Les Echos	31,000 +	33%
The Economist	303,500 +	
Boston Globe	80,000 +	29%
Schwäbische Zeitung	15,000 +	10%
Amedia (entire group 62 titles)	110,000 +	23%
Sud Ouest	14000 +	6%

COMMUNITY

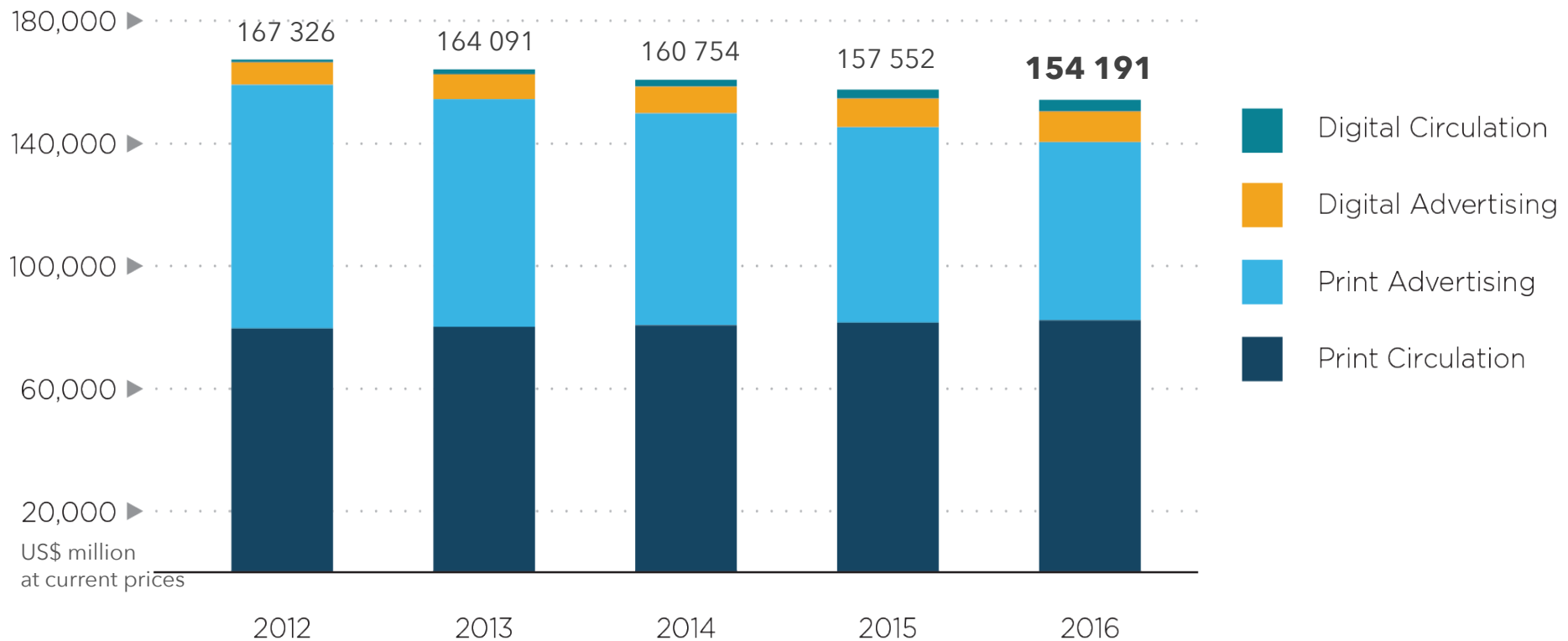
"NEWS NEEDS TO BE A **BUSINESS THAT BUILDS VALUE** FOR THE COMMUNITIES IT SERVES AND **SUSTAINS ITSELF AS A RESULT OF THAT VALUE.**"

– Jeff Jarvis



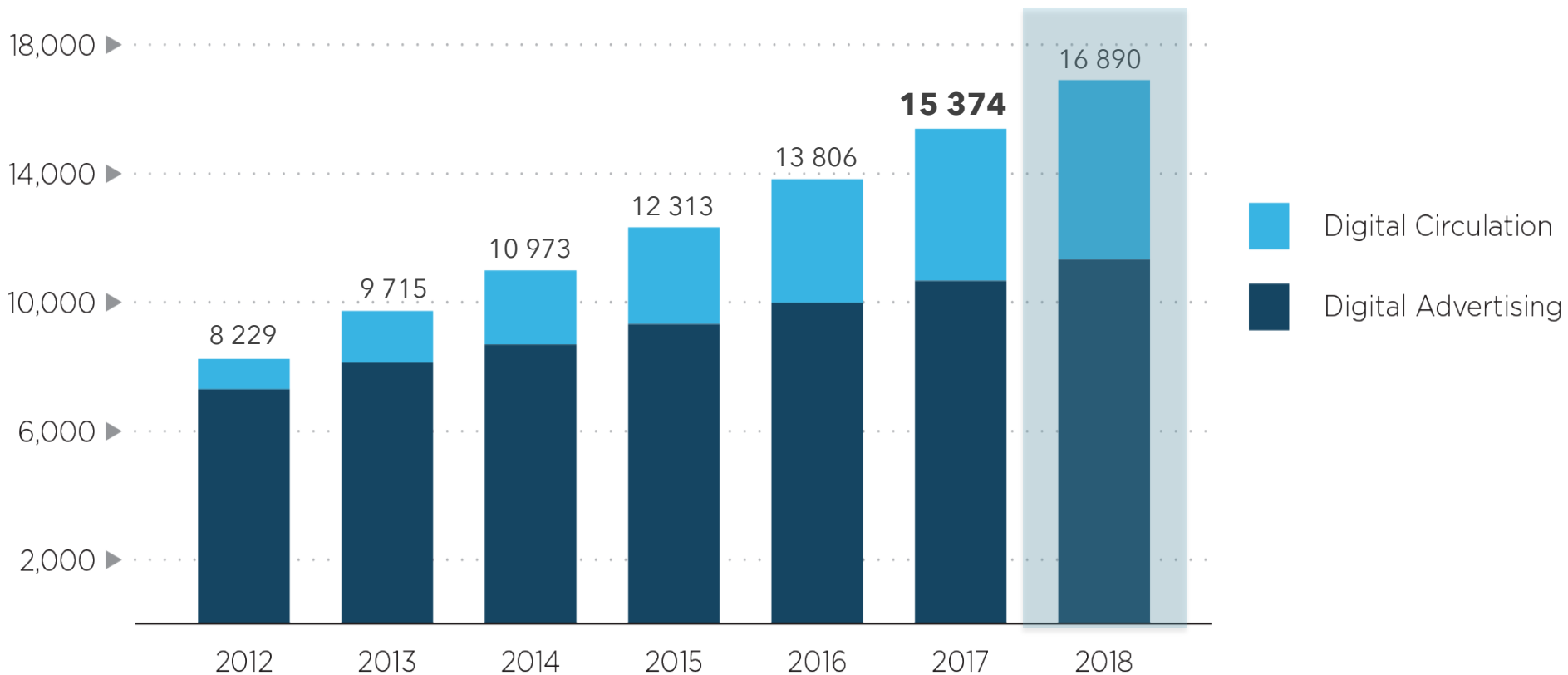
Global newspaper traditional revenue sources 2012/2017

CAGR - 2%



Global newspaper digital revenues 2012/2017

CAGR + 16,5 %



Who pays for news, and why do people subscribe?

53%

of adults pay
for news



52%

of those who do
not subscribe are
"news seekers"

Coverage of a specific topic is the
No. 1 reason people start subscribing

26%

who use a source
for free might
begin to pay for it



52%

of payers subscribe to
newspapers

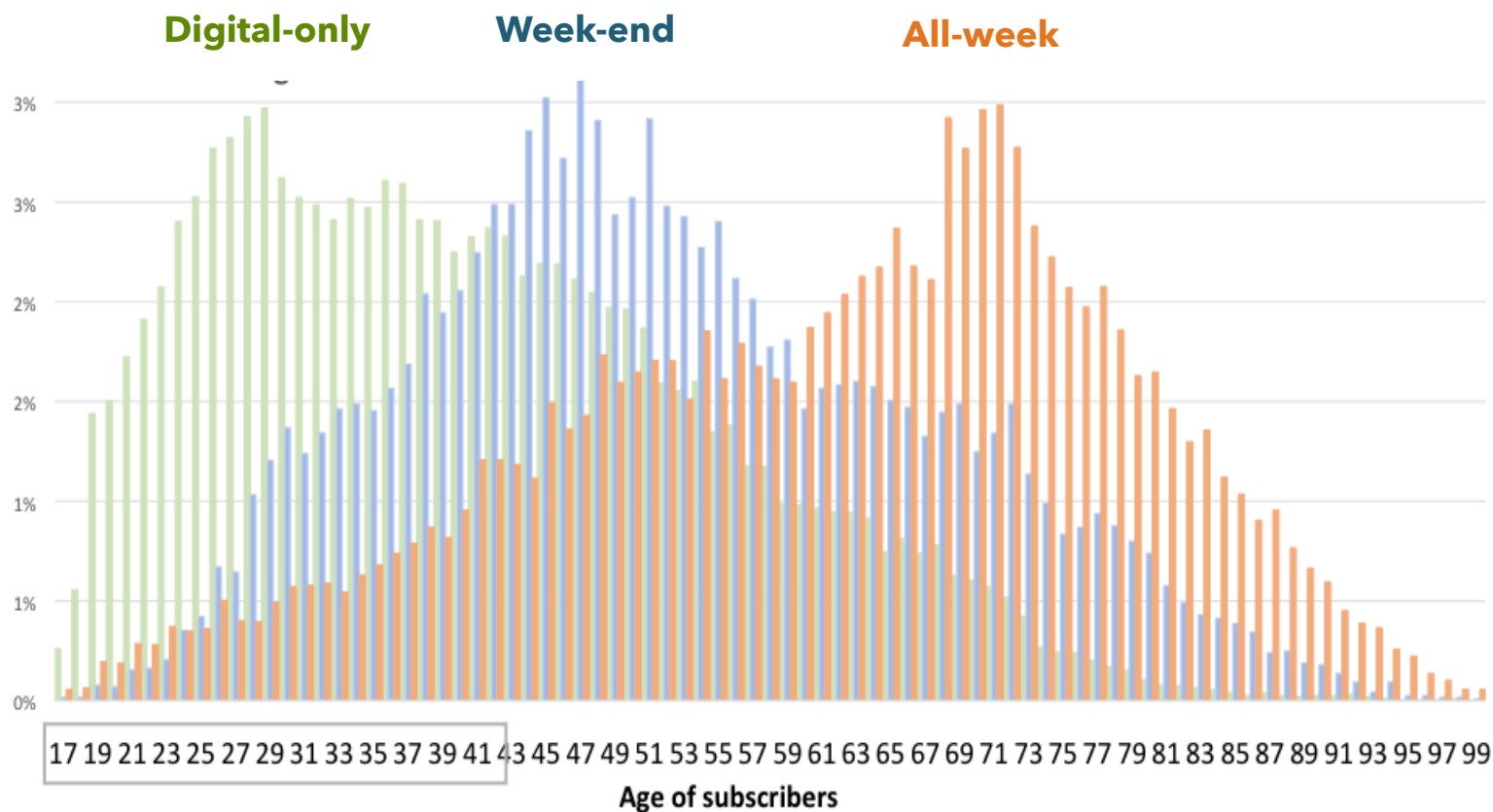
53%

of **digital subscribers** have never paid
for a print version of that outlet

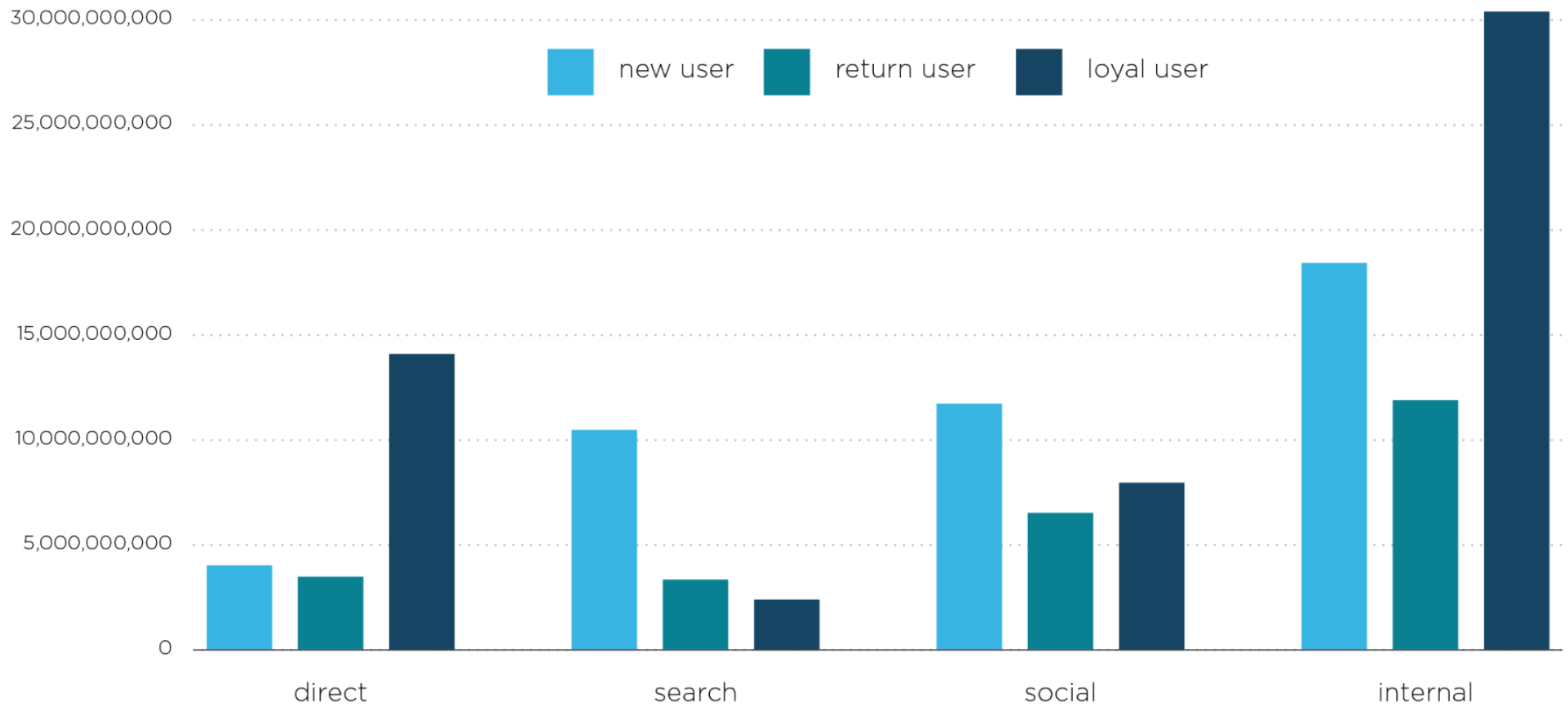
Younger generation is willing to pay

Age distribution for new subscription sales per project

Schibsted Norwegian subscription papers

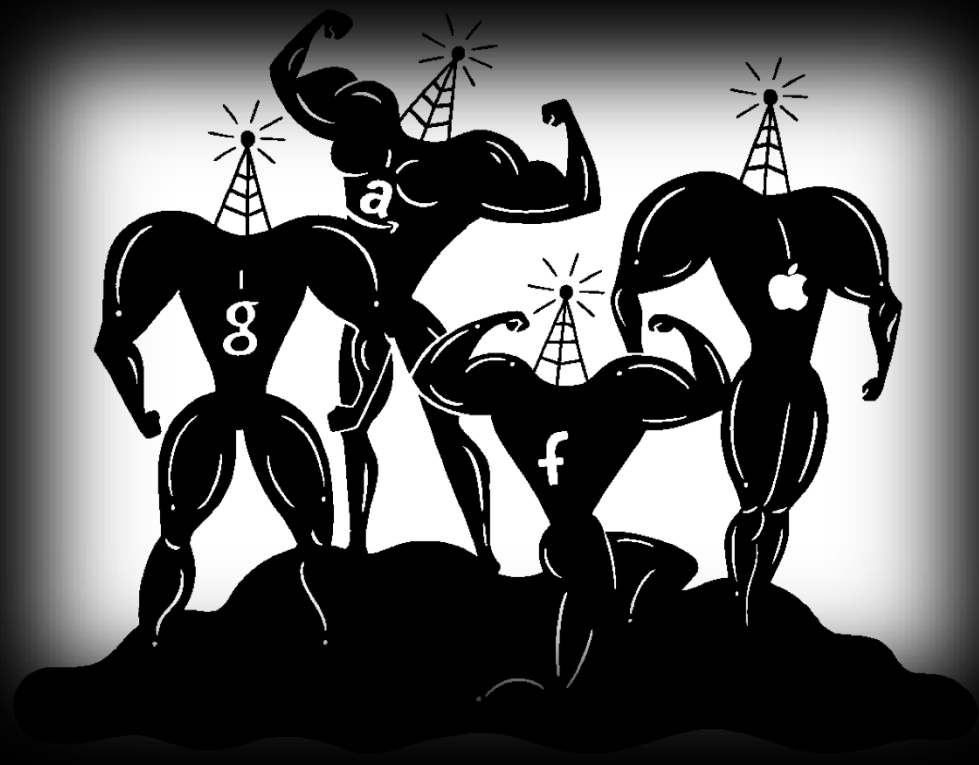


Loyalty vs. pageviews

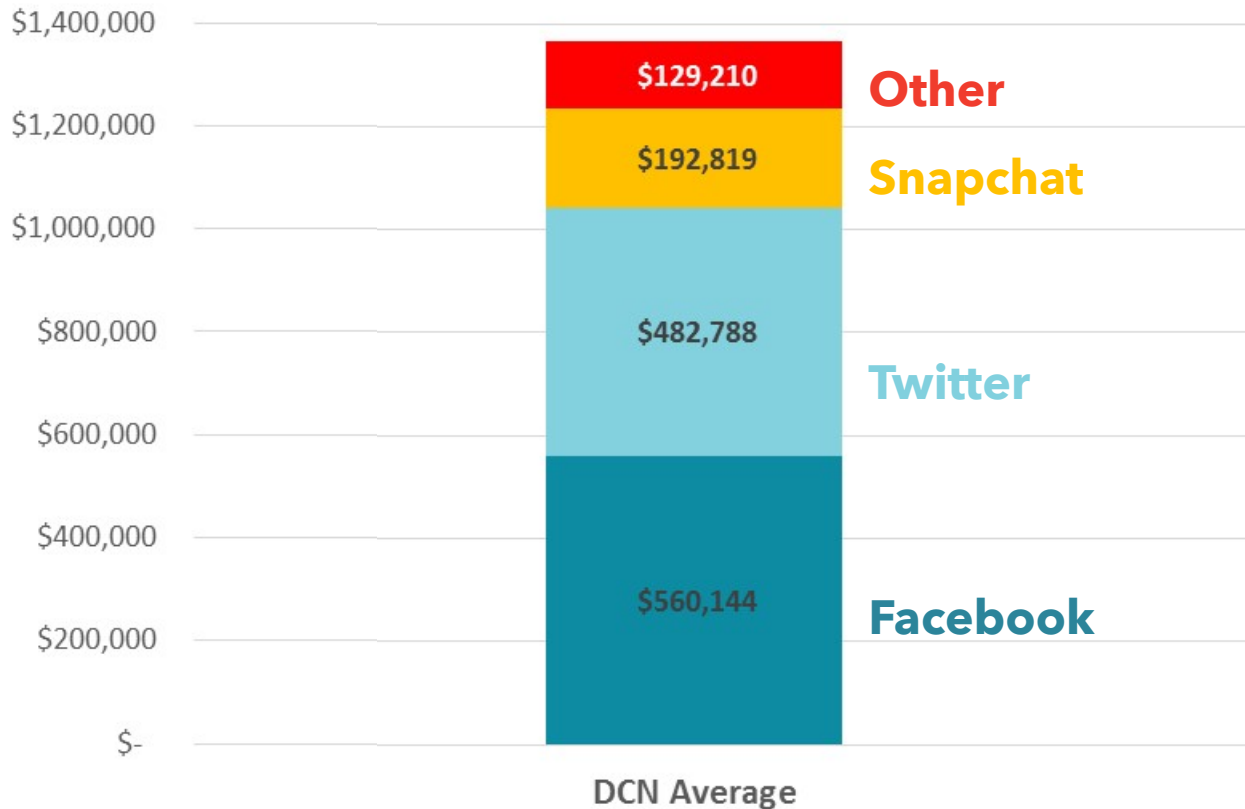


ADVERTISING

**PUSH-BACK AGAINST AD TECH
& THE DUOPOLY**

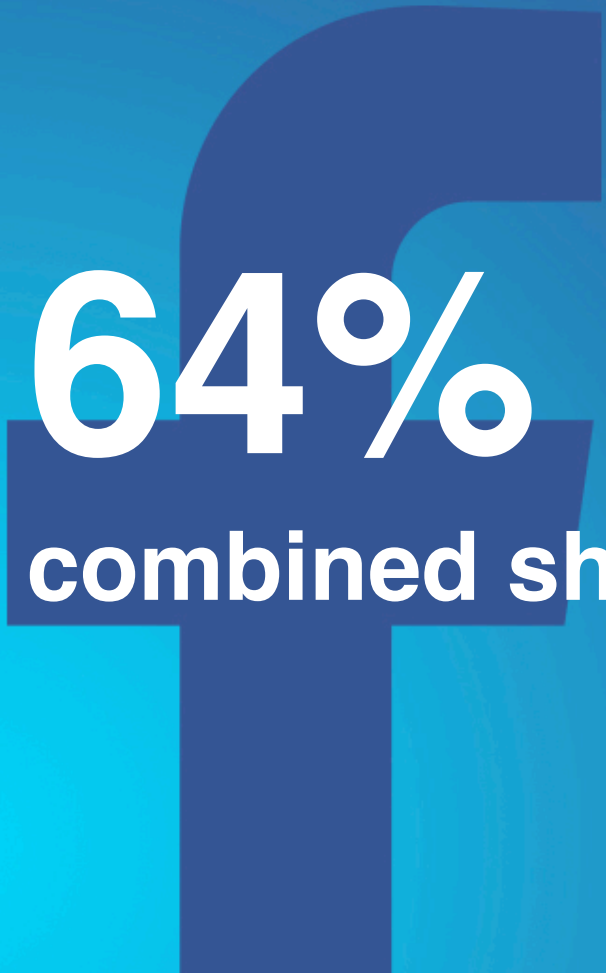


Total Average Revenue by Platform




H1 2016, \$, N=17 Publishers

Winners of the attention economy
aggregate largest audiences & capture
most of ad revenue



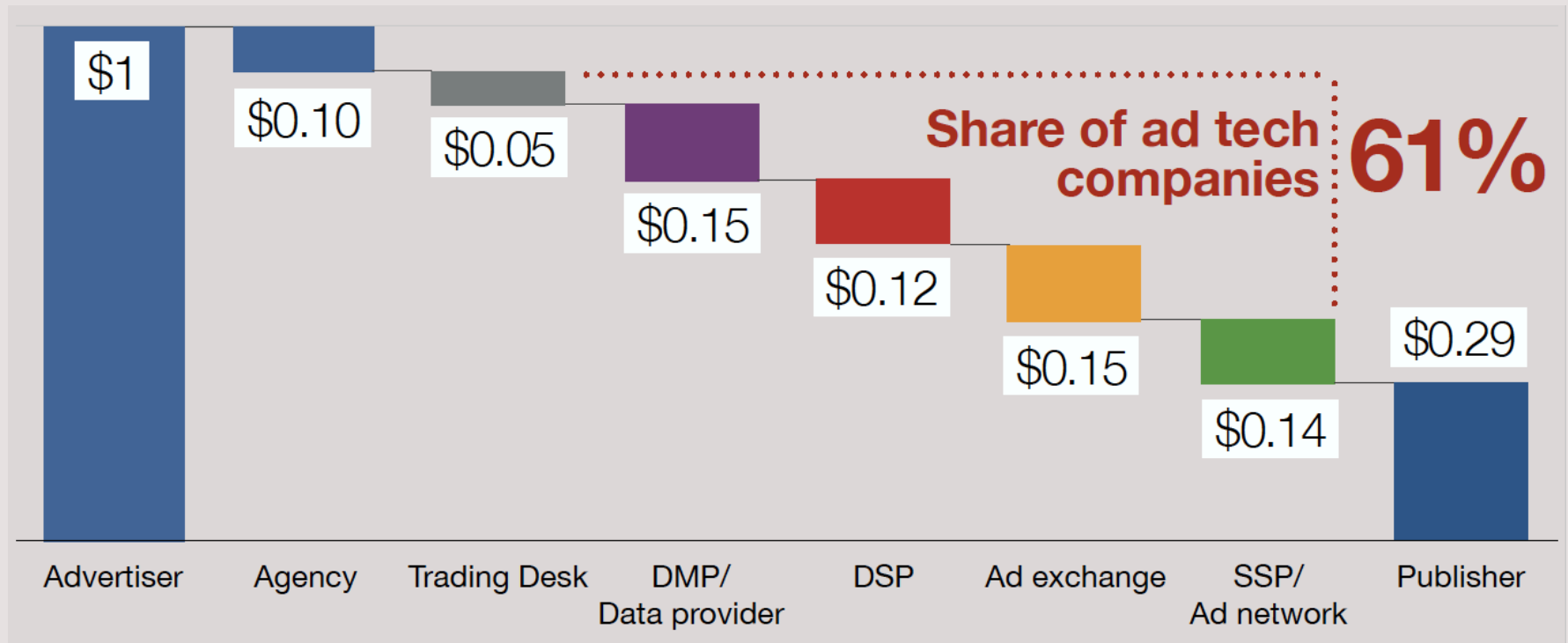
64%
combined share



89%
their share in
new ad spend

Source: WAN-IFRA

Who else captures \$ in digital ad ecosystem?





+30%

**GLOBAL
INCREASE**

62%

ON MOBILE

Ad Collaboration

Selling National Content at Scale

Intent



**Ad sales based
on search**

National Content



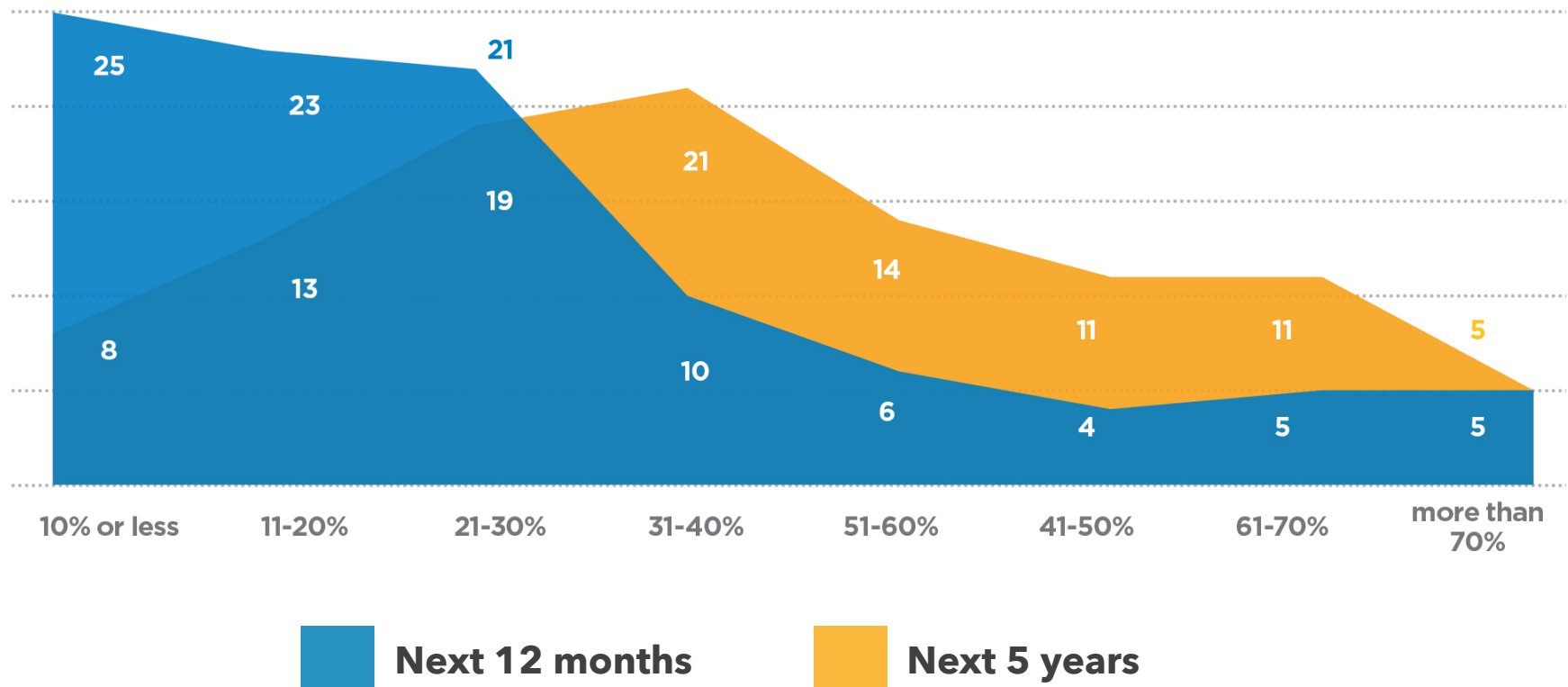
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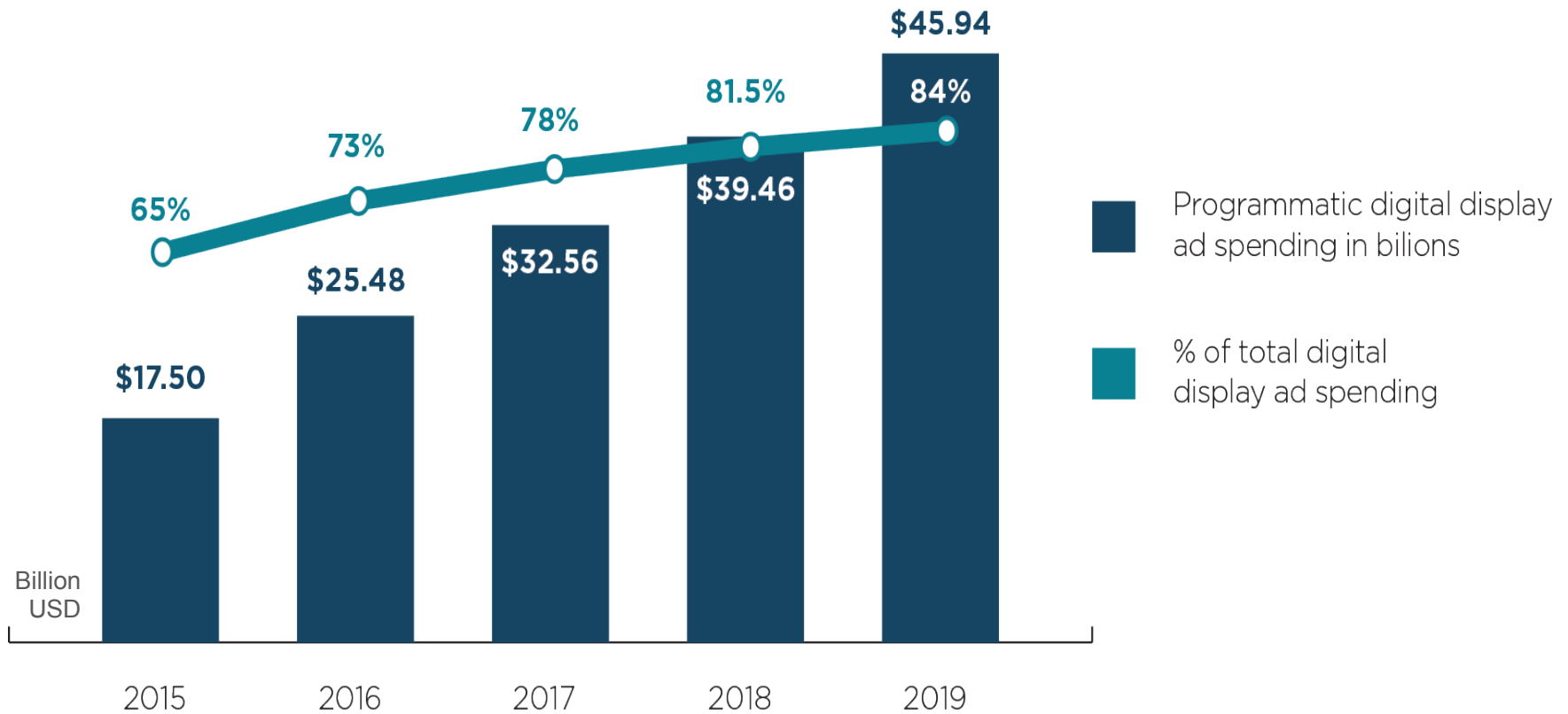
**Ad sales based
on audience**

Publishers are looking at **new revenue sources**

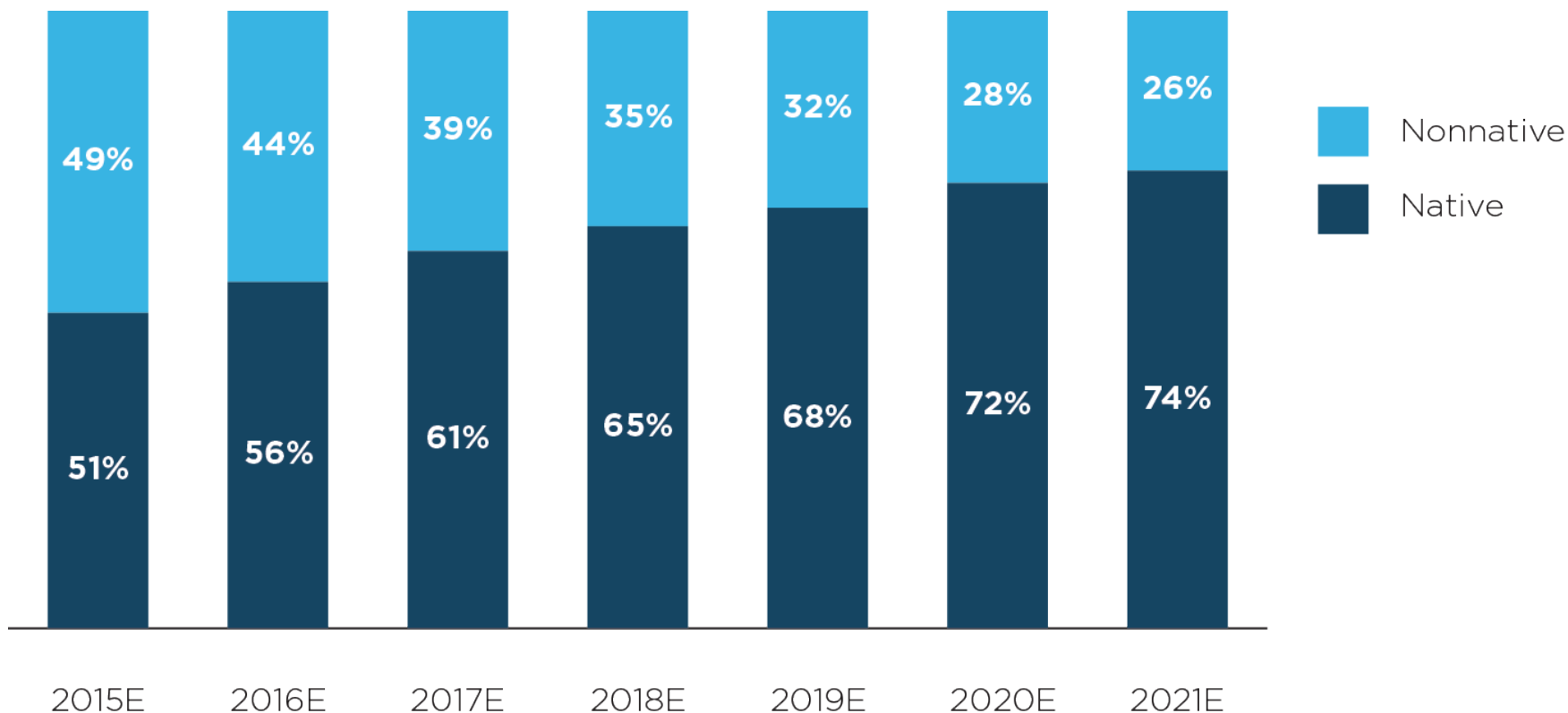
Total company revenue/income from non-traditional media activities (content sales and advertising)



US **Programmatic** Digital Display Ad Spending 2015-2019



Share of **Native Ads** In US Display Digital Ad Revenue 2015-2021



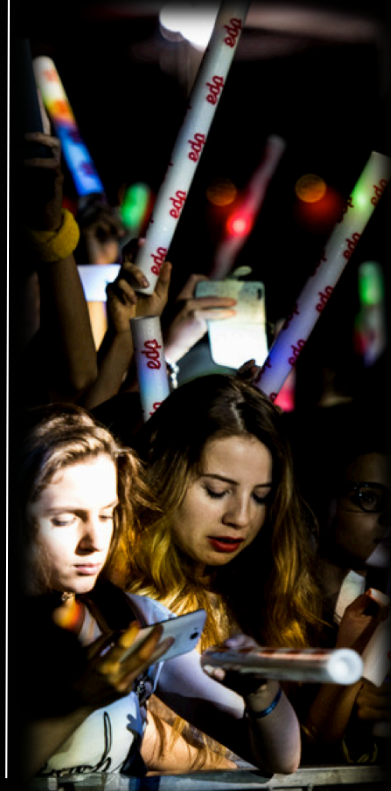
Note: Display includes all banner, rich media, sponsorships and video ads
Source: BI Intelligence estimates based on historical data from the Interactive Advertising Bureau and PricewaterhouseCoopers, and IHS

In Summary

Seize the opportunity to build business need for trusted journalism



Focus on the right metrics: loyalty & community



There are ad opportunities for publishers in collaborations and trusted environments



World News Media Outlook 2017

Executive Summary

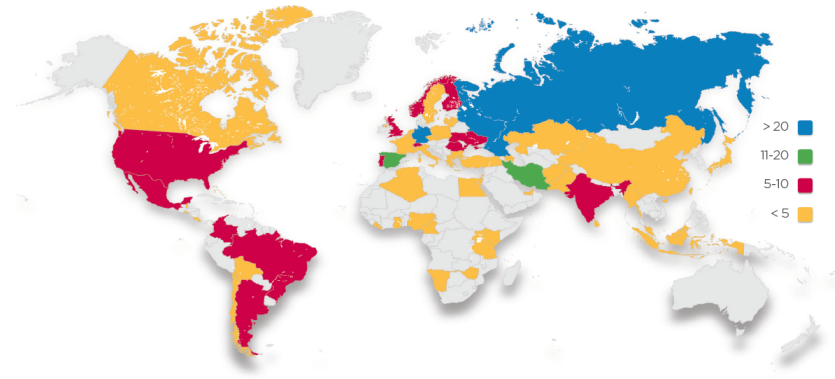
\$264.58

\$244.34

\$216.11



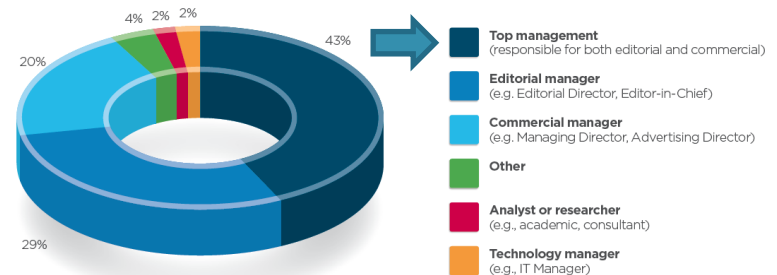
(Q11) Map of respondents



Source:

World News Media Outlook 2017 - Innovation Research Group, & WAN-IFRA

(Q2) Breakdown of respondents by job role



Source:

World News Media Outlook 2017 - Innovation Research Group, & WAN-IFRA

Successful Organisations* consider the following to be high priorities over the next 5 years:



Events and
conferences



Podcasting /
Streaming audio



Special
reports



Web TV /
Video

**Successful Organisations are both reporting financial growth and are seen to be innovative by their executives.*

Booming firms

(who report overall revenues up of more than 10%)
are more likely to invest in:



Paid-for
content websites

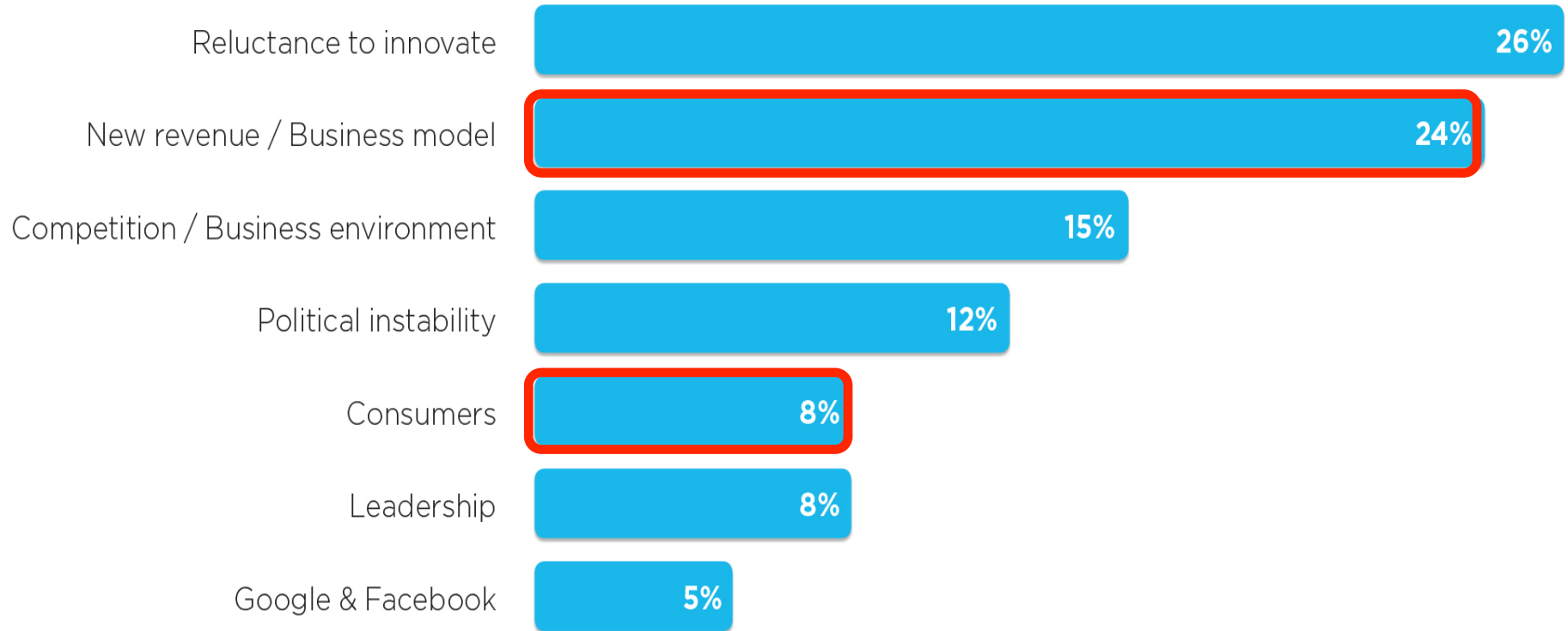


Paid-for
mobile phone
services



E-Commerce

What is the Greatest Risk to your Company's Future Success?



DETAILS OF
WORLD PRESS TRENDS
are available on



Thank you very much!

www.wptdatabase.org