

Newspapers - UK - February 2012

Report Price: £1750 / \$2837 / €1995

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The biggest challenge facing newspaper publishers at present is not just how they can manage the migration of their audience from print to digital but how they do this without 'leakage' to other digital media channels, such as other websites and social media services such as Twitter and Facebook. However, while it definitely represents a threat to traditional news channels, Mintel's research shows that social media also has a strong role to play in adding value by directing readers and potential readers to stories of interest."

– Michael Oliver, Senior Leisure & Media Analyst

In this report we answer the key questions:

- How can newspapers manage the shift to digital without 'leakage' to other channels?
- How can publishers monetise their digital audience?
- Can publishers carry advertising at the same time as charging for content?
- Is print a dying medium for newspapers?

The UK newspaper industry is undergoing an unsettling period of structural change, added to which it has had to cope with the devastating impact of an economic recession, followed by a weak economic recovery which seems to have petered out. The resurfacing during 2011 of lingering allegations about the prevalence of phone-hacking in the business was also unwelcome and led directly to the closure of one title, the News of the World and a prolonged period of self-examination on the part of the newspaper industry, as a result of the Leveson Inquiry. Factor in a volatile price for newsprint, a major cost for any newspaper publisher, and it all adds up to a very trying last five years for the industry.

This report examines the current status of the market, including the two key component sectors of national and regional newspapers. It looks at the factors driving consumption of news and the way in which competitive media are growing in popularity. It also examines consumer behaviour and opinions relating to newspapers and news, as well as their usage of digital devices to consume news. Mintel last covered these markets in two separate reports – National Newspapers – UK, March 2011 and Regional Media – UK, February 2011.

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100