

Magazines - UK - June 2014

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“Publishers need to address a level of unwillingness among consumers to pay for digital content and still be marketed to, a model that is largely ubiquitous in the print magazine market. Publishers need to make a choice between free, wholly ad-supported digital content, possibly in combination with an alternative revenue stream such as a paywall, and ad-free content for paid subscribers.”

– Harry Segal, Research Analyst

This report looks at the following areas:

- Traditional print revenue models are ill suited to digital consumption
- Digital publishers need to adopt a flexible CMS to meet consumer demands

The print magazine market contracted in 2014 as publishers faced increased competition for attention from other forms of media such as e-books and video streaming services as well as cannibalisation from the increasing popularity of digital magazines and magazine websites.

While the shift to digital is expected to pick up pace over the next year, publishers still have to contend with a broad, cross-industry reluctance among consumers to spend money on digital content. The digital magazine industry is arguably still in its infancy and publishers are still at odds as to what form digital magazines should take – should digital editions be replicas of their print editions, to be read in a linear start-to-finish fashion, or should they include more rich media and encourage navigation between editions?

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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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