

## National Newspapers - UK - May 2014

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“For the popular tabloids sector, a more effective strategy than using a full paywall is likely to lie in some kind of ‘freemium’ offering, whereby the basic news content can be accessed for free, but additional features (perhaps breaking sports and celebrity news or specific video content eg of football goals etc.) have to be paid for.”

– Michael Oliver, Senior Leisure and Media Analyst

## This report looks at the following areas:

- Are Britons losing their passion for the news?
- Can a strong digital presence help to maintain print circulation?
- Is going behind a paywall the inevitable long-term outcome for all newspaper titles?
- What do changing device ownership trends mean for digital content providers?

This report examines the fast-changing market for national newspapers, which is struggling to come to terms with a decline in its core product – print newspapers – and rapid growth in their digital audience. The latter is proving harder to monetise as a result of many sites establishing the principle of free access early in their lives, which has proved difficult to shake off once consumers have become accustomed to free news.

Although the market appears to be hurtling headlong towards full conversion to digital, Mintel’s research for this report has identified some resistance to reading news online compared to reading in print, and not just among the more traditional older age groups of consumer that one might expect.

Instead, for now at least, digital is another string in the bow of publishers – albeit one that should not be ignored – and is just one of a number of different platforms through which news is now disseminated.

Mintel last reported on this market in *National Newspapers – UK, April 2013*. This report examines the factors driving demand for national newspapers, looks at sales trends overall and by segment, assesses market shares, profiles the leading publishers and provides a consumer viewpoint concerning brand perception; it documents readership levels, devices used to access national news online, sites visited online and general attitudes towards national 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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The facts

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