

# National Newspapers - UK - March 2021

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

60% of national newspaper readers have been satisfied with the coverage of COVID-19 in the national newspapers they read, while only 11% have been dissatisfied. The crisis has presented the opportunity for national newspapers to reassert their importance to people for getting reliable/quality reporting in a world of fake or unreliable online news.

The COVID-19 pandemic has been a struggle for national newspaper publishers, as print circulation has dropped significantly and digital advertising revenue declined, at least initially, leading to publishers having to make significant cuts.

Boosted online engagement, across age groups, has enabled national newspapers to grow online subscriber and registration numbers significantly. Publishers will be concerned, however, that with many people facing economic hardships and the news agenda becoming less attention-grabbing than at the beginning of the pandemic, digital subscriber growth could slow down. The dominance of the major tech platforms, such as Facebook and Google, over the digital advertising market and content discovery remains a threat but the balance of power appears to be moving in a more positive direction for publishers.

National newspapers/publishers are expanding into more areas, such as radio and TV, that have a lot of potential for boosting reach and brand image. While the Netflix-style subscription service appears flawed in concept for newspapers, there are many opportunities in utilising other forms of media subscriptions, from magazines to music.

- The impact of COVID-19 on the national newspapers market.
- Forecast for the UK print circulation for national newspapers.
- National newspaper readership and purchasing behaviour.
- The main reasons people subscribe to a national newspaper online.



"While the pandemic has been very difficult for the market, reliable reporting throughout the crisis has enabled national newspapers to reassert their importance to a society bombarded with fake news."

- Rebecca McGrath, Senior Media Analyst

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- The national newspaper topics people spend the most time reading about online.



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## THE CONSUMER – KEY TAKEAWAYS

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