

## Regional Newspapers - UK - August 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Willingness to pay for digital regional newspaper content is growing, particularly among younger people. As ad blockers create a new threat to digital advertising revenue, more regional titles may want to consider the option of implementing a soft paywall on select regional content.”  
– Rebecca McGrath, Media Analyst

### This report looks at the following areas:

- Monetisation options as ad blocker use increases
- Introducing new digital features

Regional/local newspapers continue to struggle, with print circulation falling further and more titles and jobs being lost. The quick closure of the major new regional print newspaper 24: The North's National in July 2016 further demonstrated the difficulty of trying to find a print audience, with the exception of commuter-based free titles. Online publishers face the challenge of competing with the BBC's regional coverage, although closer ties are being established between publishers and the organisation in order to help mitigate the potential impact on regional titles.

Publishers' digital content, especially mobile content, has become the priority, as the industry adapts to modern news consumption habits. While only 15% of people currently read regional/local titles online, this figure continues to grow year-on-year and is higher among younger people. Even more encouraging for regional publishers is that willingness to pay for regional online content is also growing, and is significantly higher among younger readers. This suggests that soft paywalls, if implemented carefully and for the correct content and features, are potentially a viable monetisation option.

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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 Market – What You Need to Know

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Print circulation continues to fall  
 Online sees significant growth  
 The BBC to fund 150 local journalists  
 Ad blockers threaten advertising revenue  
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Trinity Mirror acquires Local World

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Archant to launch over 60 newspaper and magazine apps

Trinity Mirror creates 'Connected Newsroom'

Johnston Press to focus on native advertising

Trinity Mirror launches more city websites

Trinity Mirror leads the way with aggregators

Print titles given a fresh look

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Archant introduces pop-up paper for Remain-heavy areas

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Many are finding their regional news via social media

Personalised briefings are a popular digital feature

Many have already used an ad blocker

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Many are finding their regional news via social media

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Ad blockers are becoming a threat

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People want personalised briefings

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