

## National Newspapers - UK - February 2017

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“Heightened controversy over the spread of fake news and misinformation in 2016 has presented established national newspaper brands with an opportunity to reaffirm to the public the important role they play in terms of offering reliable journalism.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- Ad blockers and aggregators threaten advertising revenue
- Fake news controversy opens door for newspapers to re-establish authority

The now well-established trend for national newspapers continued in 2016, with print circulation declining further while online browser numbers increased. Mintel's research shows that few people now purchase a print newspaper more than once a week and the *Independent*'s decision to become digital-only (the first UK national newspaper to do so) further cements that the future of national newspaper titles rests on the success of their digital platforms.

The smartphone is now by a significant margin the primary device on which people consume online news, highlighting for national newspapers that they should have a mobile-first outlook for their digital content. Social media is also an increasingly important tool for newspapers in terms of reaching larger, younger audiences, while the popularity of aggregator platforms (eg Facebook's Instant Articles) presents new challenges in terms of monetising content.

The highly-charged controversy surrounding the issue of fake news and its impact on elections in 2016 has presented national newspapers with an opportunity to stamp greater authority in regards to their role as reliable news sources. Increases in print newspaper circulation figures during the EU referendum highlighted the fact that during times of major events people will often return to familiar and established news sources and formats.

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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

- Print circulation see further decline while online growth continues
- Controversy over fake news calls into question the role of social media
- Section 40 causes concern as press regulation battle continues
- Brexit vote boosts print circulation
- Cover prices rise further
- New news aggregators produce mixed results for publishers
- Ad blockers further threaten advertising revenue

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- New news aggregators produce mixed results for publishers

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- The Telegraph launches new video portal
- The Mail explores ecommerce further

## Launch Activity and Innovation

- The Independent becomes the first national title to focus solely on digital
- The Telegraph replaces metered paywall with new premium subscription service
- The Telegraph launches new video portal
- The Guardian focuses on branded content with 'Hosted by'
- The Mail explores ecommerce further

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The FT launches new analytics tool for journalists

Advertising campaigns remind people of the importance of national newspapers

The UK's first ever pop-up newspaper launches after referendum

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### The Consumer – What You Need to Know

- Only one in four regularly purchases a print newspaper
- A smartphone is the most popular device for reading news
- The BBC dominates online news
- Many have read news directly on an aggregator website/app
- One in five has used an ad blocker
- There is limited trust in online national news
- Many find text news preferable to video
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There is limited trust in online news websites/apps

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