

Regional Newspapers - UK - July 2018

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“Regional/local newspapers continue to struggle within the digital world, with media platforms such as Facebook and Google set up to favour national titles. The Cairncross Review, to be published in early 2019, indicates that there will be far greater government involvement in supporting the industry, through subsidies or regulation, to try to ensure that it will have a healthy long-term future.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

- People are willing to register with regional newspapers online
- Opportunities to appeal to younger readers

The situation has not improved for local and regional newspapers. Print circulation was down by 7.7% in 2017 to 1.5 billion and is expected to fall by a further 8.1% in 2018 to 1.4 billion, the paywall model has not provided the answer and GDPR regulations are presenting yet another threat to digital advertising revenue. As a result, more newspapers are closing and journalists are being let go. We are also seeing greater consolidation within the industry, with Newsquest purchasing family-run NWN Media and the CN Group, which was struggling to survive without the economies of scale of larger organisations.

However, consumers still value regional newspapers, with 67% of people feeling they are important for keeping the public informed. Given the seriousness of the current situation and the controversy over fake news in recent years, the government has launched the Cairncross Review which will be published in 2019. The review is looking at ways the government can take a more active role in supporting the industry, whether through subsidies or market regulation.

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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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The Market – What You Need to Know

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- Trinity Mirror using new metric to understand loyal readers
- Google-backed scheme sees Manchester Evening News use beacons for hyper-local news
- The Press Association produces first robot-generated stories
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- Nearly half read daily regional newspapers at least once a week
- Six in ten use a smartphone to read digital regional newspapers
- Directly visiting a newspaper is the main way people discover online regional news
- Nearly six in ten would like more in-depth articles
- One in five trust all the regional papers they read
- Two in three believe regional newspapers play an important role in keeping people informed

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16-24-year-olds would like more interactive animations

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One in five trust all the regional papers they read

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