“While consumer resistance to online paywalls means regional newspapers continue to struggle to monetise rapidly growing digital audiences, distinctive print and specialist online products could have potential to open readers’ wallets.”

– David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Unbundled content: breaking up or breaking out?
- Readers as editors

The continuing migration of readers from print to digital media means annual regional newspaper circulations are expected to fall by 9.6% in 2019 to around 1,150 million, but also that their digital platforms’ daily unique browser numbers will grow 12.5% to more than 12 million.

This means that, in print and online, regional newspapers continue to reach more than two thirds of the adult population – yet they still struggle to monetise these audiences, who remain largely opposed to paying for digital access especially.

While consumers will remain resistant to paywalls online, distinctive print products and specialist digital platforms could have subscription potential, with newspapers’ free platforms becoming better geared to their promotion.
Regional Newspapers - UK - July 2019

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