

Global media trends from WAN-IFRA includes South African view

PARIS, FRANCE & FRANKFURT, GERMANY: The World Association of Newspapers and News Publishers (WAN-IFRA) has released its latest issue of *World News Publishing Focus*, examining media trends around the globe.



Will 2015 see native advertising become the breakthrough revenue model for online news media? Are print sales going to stabilise? Media leaders and leading observers from six regions around the world provide their insights on the issue. The series of interviews provides a global perspective on trends and illustrates the diversity of developments in the news publishing industry worldwide.

In India, for example, print revenue is not only stable but also growing, reports Rajiv Verma, CEO of HT Media. "Luckily for us, we are still experiencing double-digit revenue growth from our print operations."

Brazil is also home to stable print circulation, says Marcelo Rech, Director of Journalism for Brazil's RBS Group. "For the most part they have undergone profound changes over the last 15 years in order to produce more exclusive content and adopt a magazine-like style, both of which make them less susceptible to competition from electronic and digital media."

Those reports contrast with the answers from experts in South Africa and North America, where print circulations are under serious challenge.

In the US, however, the trend toward dailies reducing their frequency of publication is unlikely to continue, said Marc Edge, a journalism educator, author and blogger. "I believe they will conclude that alienating readers and advertisers by cancelling money-losing editions is not worthwhile in the long run."

Contrasts are also evident when it comes to predictions for native advertising, with Sebastian Stent, Head of Digital at Media24 News in South Africa, saying the new form of advertising has a strong future. "Native advertising is a huge priority for us in the coming year." On the other hand, Mark Hollands, CEO of The Newspaper Works in Australia, believes publishers in that country are too wary of compromising editorial integrity. "Many ask whether this is just a new name for advertorial. Others are concerned about what it might mean for editorial independence and the impact on reader confidence in the quality of their favourite publication."

Other highlights

- **After Charlie:** In the aftermath of the tragedy at *Charlie Hebdo*, many questions have arisen as the world attempts to process this latest attack on journalism and media freedom. WAN-IFRA Director of Press Freedom Andrew Heslop examines some of the issues that have been thrust to the forefront.
- **Finding funding for news:** Nick Tjaardstra, WAN-IFRA Executive Programmes Manager, Digital Media, takes an inside look at some of California's top digital organisations. The report is based on Study Tour visits to Pando, Bloomberg, Mother Jones, Beacon and Google News.
- **New nationwide platforms aim to ease ad-buying process:** Two new initiatives, one in Australia and the other in the UK, make it easier for agencies to buy ads from newspaper publishers. Senior Editor Brian Veseling interviewed the platforms' executives as well as an independent expert on advertising.
- **Publishers get positive response from putting teens in charge:** Letting teenagers take over your news operation for a day can be good for you. Dr. Aralynn McMane, WAN-IFRA Executive Director for Youth Engagement and News Literacy, talked with several executives involved in teen takeovers.

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