

# EPC Global Media Trends Book out now

The second issue of the EPC Global Media Trends Book, produced by the European Publishers Council (EPC), is out now detailing the trends in revenue and usage patterns for a variety of digital media, Internet and more, which then analyses and projects the future of these digital media segments.



The data in this book is an invaluable tool to inform both media business strategies and appropriate regulation worldwide.

## Key findings

- Smart phone usage is leap-frogging PCs in some countries
- Smart phone worldwide shipments will double from 2011 to 2015
- Mobile advertising spend in Western Europe has risen from 845 million dollars in 2011 to 2,735.50 million dollars in 2013 and that figure is predicted to rise to 8,389.50 million dollars by 2016
- E-commerce is being held back by consumer concerns about financial privacy, particularly in the UK, Colombia, New Zealand, Canada and Australia. The least concerned consumers are respondents from Poland, Spain and Mexico
- Facebook mobile advertising is expected to surge 240% from \$500 million to \$1.7 billion from 2012 to 2013
- Newspaper advertising revenues are less than half of the revenue from 2003 through 2007 in the US
- New York Times experienced 18.1% growth in circulation revenue between Q3 and Q4 of 2012 following erection of paywall in Q2 of 2011
- Vast majority of news is accessed from traditional news brands, although in the US, France and Germany, there is significant use of search engines and social media for news
- Top ten of most read online newspapers worldwide:
  - Mail Online
  - The New York Times Brand
  - The Guardian
  - Tribune Newspapers
  - Peoples Daily Online
  - Telegraph Media Group
  - Xinhau News Agency
  - Washington Post.com
  - Hearst Newspapers
  - Advance Digital

## Informing policy makers

The Council's involvement, as a partner to World News Media Network (WNNM), in this rigorous and authoritative publication, is part of its ongoing remit to educate and inform policy makers.

Representing the chairmen and CEOs of publishers of newspapers, magazines, journals, books, online databases and of broadcasting companies, its day-to-day work aims to ensure good and appropriate law-making and regulation based on realities, while sensitive to the challenges facing the global media sector.

Bringing together the world's most up-to-date data, this report presents the media industry in numbers that are then analysed and interpreted by leading international researcher Martha Stone of WNNM.

## Easily access content

EPC executive director, Angela Mills Wade said, "Our mission is to harness the potential of the digital revolution and to work to ensure that the valuable and authoritative content can be easily discovered and enjoyed. Also, and very importantly, we must remain financially independent and monetising our content through subscription and advertising is crucial, so we can continue to fund high-quality journalism.

"This report clearly shows an increasingly multi-media environment with different media and different platforms. We have been working over the past two years to develop the technical infrastructure to make it possible for the first time to manage, communicate and access online rights information seamlessly when using more than one medium: text, image, sound or audiovisual. We are also working on a project that will make it possible for each piece of content uploaded to the net to be identified and matched to its owner, making the whole business of online rights communication potentially seamless. This work is essential if we are to secure the future of professional online content and if we are to maximise the potential, clearly identified in this report, of digital media."

The executive and full report are available at [EPC Global media trends book](#).

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