

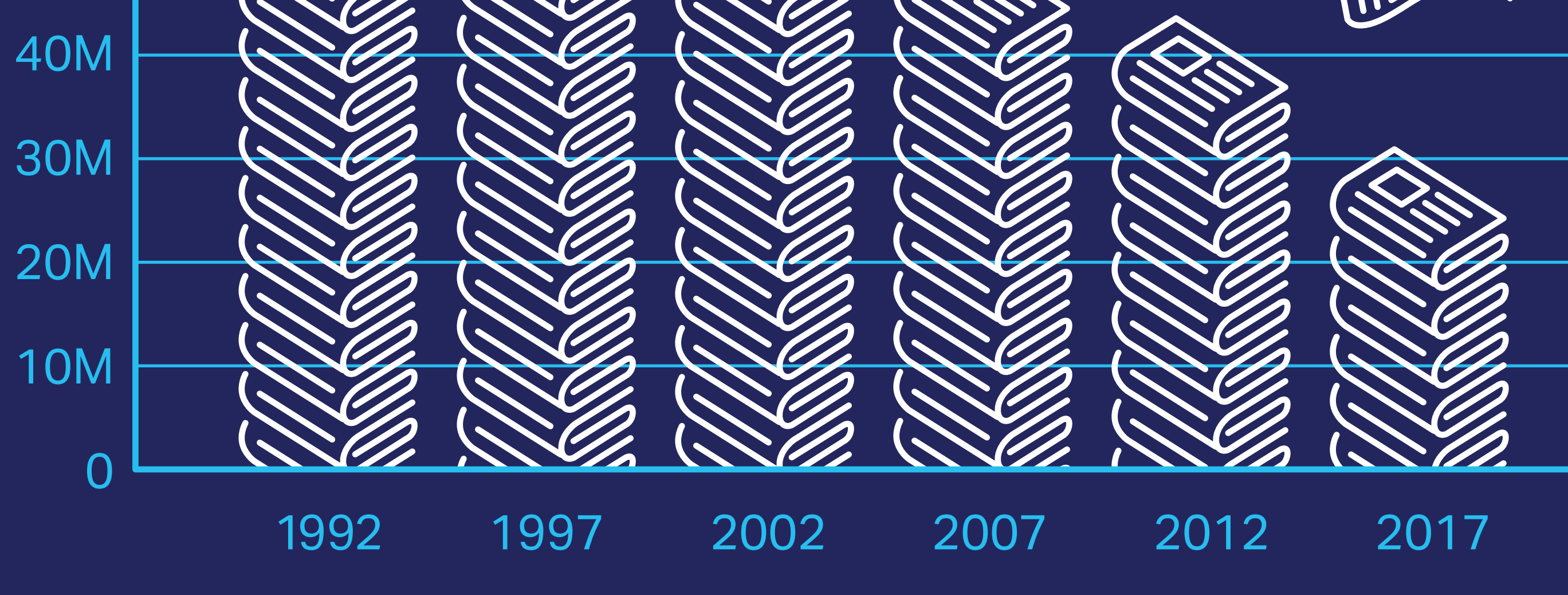
# How to survive in news and information publishing

Digital disruption and economic shifts have blown away the foundations, and traditional subscriptions and advertising revenues no longer support the industry.

To survive, it's time to up your digital game.

## Digital disruption

## Economic shifts



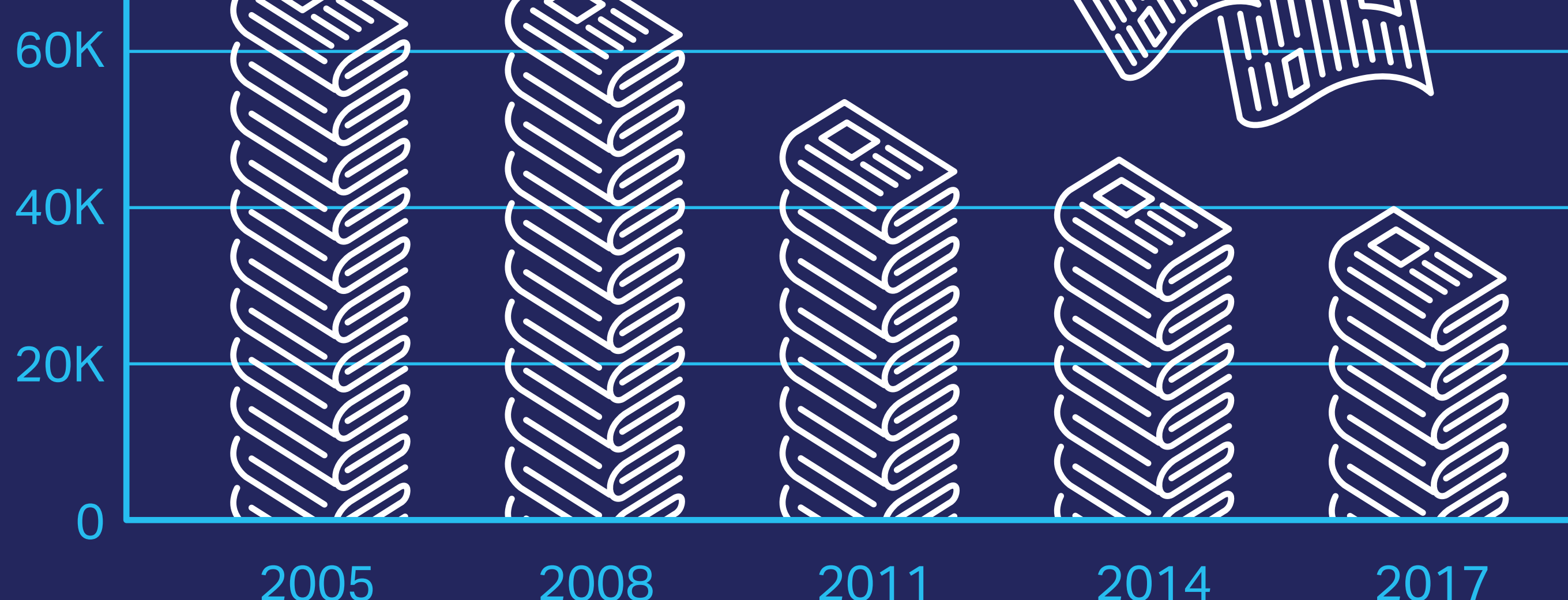
Total estimated circulation of U.S. daily newspapers

## 25 years of decline



Total estimated advertising and circulation revenue of U.S. daily newspapers

## Revenue cut by 2/3



## Increased newsroom layoffs

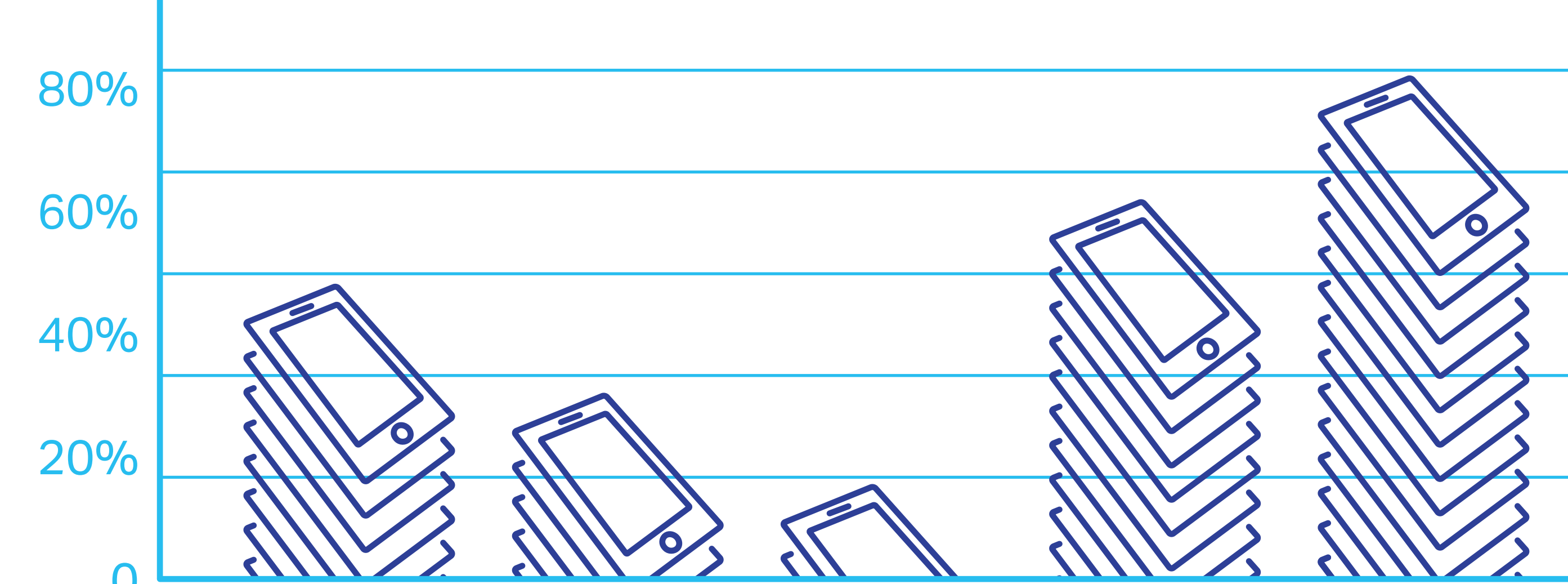
Pew Research Center. Newspapers Fact Sheet (2018) <http://www.journalism.org/fact-sheet/newspapers/>

### The bad news:

News and information publishing must now work with only half the circulation, one-third the revenue, and a fraction of the staff.

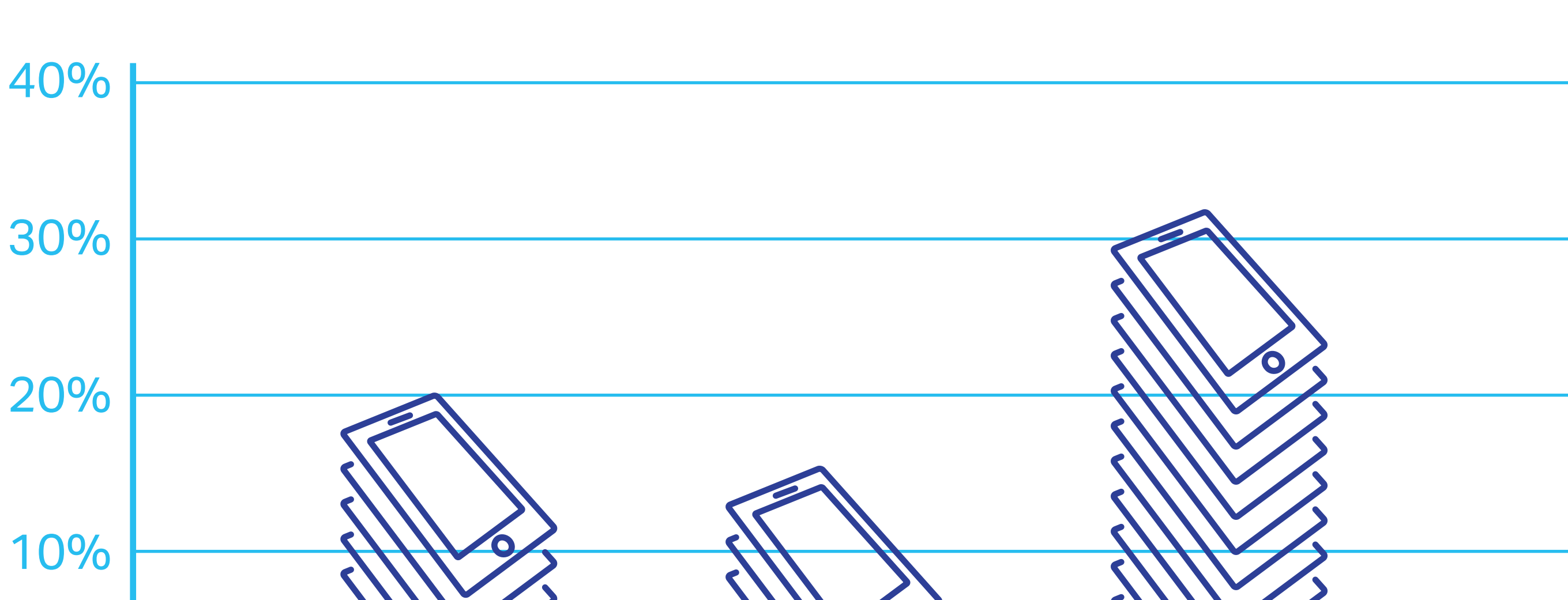
### The good news:

Digital subscriptions are surging and revenue from digital advertising is increasing.



Paid digital-only subscribers of selected U.S. newspapers/news publishing groups (2015-2016)

Richter, Felix. Statista. U.S. Newspapers See Surge in Digital Subscriptions (2017) <https://www.statista.com/chart/8859/digital-news-subscribers/>



Percentage of newspaper advertising revenue coming from digital advertising

Pew Research Center. Newspapers Fact Sheet (2018) <http://www.journalism.org/fact-sheet/newspapers/>

## Harness the power of digital disruption to succeed:

- 1 Understand and leverage editorial and content authoring strengths
- 2 Transform traditional operations with innovative digital workflows
- 3 Streamline news and editorial workflows and publishing
- 4 Deliver multichannel digital distribution
- 5 Create new ways to monetize content and attract subscribers/advertisers

## Do more with less.

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