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

Harness the power of digital disruption to succeed:
- Do more with less.
- Understand and leverage editorial and content authoring strengths.
- Transform traditional operations with innovative digital workflows.
- Streamline news and editorial workflows and publishing.
- Deliver multichannel digital distribution.
- Create new ways to monetize content and attract subscribers/advertisers.

**The bad news:**
- 25 years of decline
- Total estimated circulation of U.S. daily newspapers
- Total estimated advertising and circulation revenue of U.S. daily newspapers
- Total estimated employment U.S. daily newspapers
- Increased newsroom layoffs

**The good news:**
- Percentage of newspaper advertising revenue coming from digital advertising is increasing
- Total estimated circulation of U.S. daily newspapers
- Total estimated advertising and circulation revenue of U.S. daily newspapers

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


**Total estimated circulation of U.S. daily newspapers**

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

**Total estimated employment U.S. daily newspapers**

**Increased newsroom layoffs**

**Percentage of newspaper advertising revenue coming from digital advertising**

Do more with less.

**Discover OpenText Content Hub for Publishers**

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

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