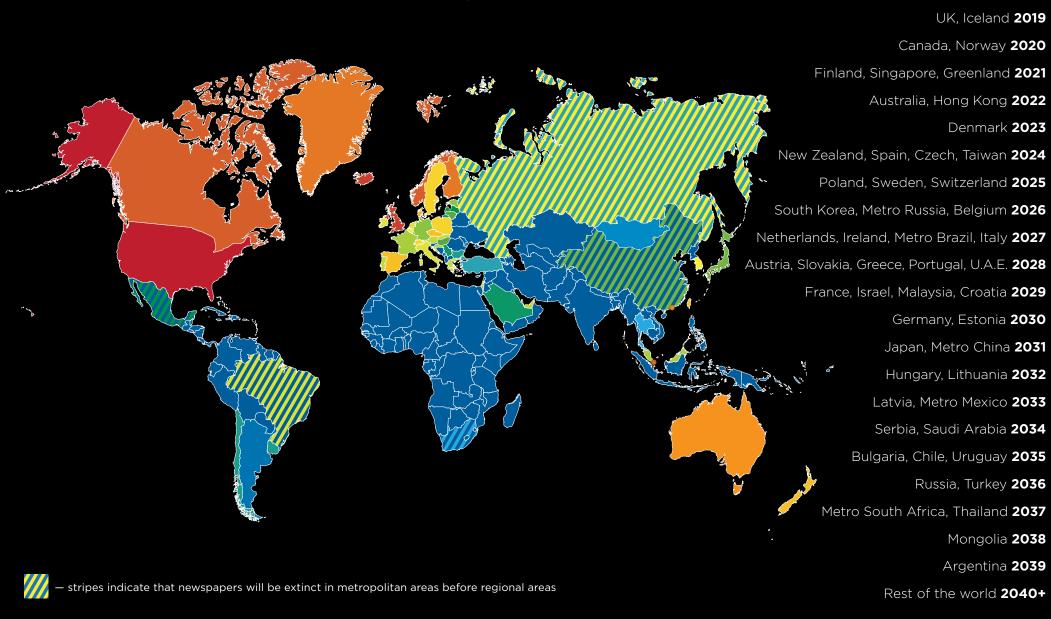
Newspaper extinction timeline

When newspapers in their current form will become insignificant*





- Media strategy
- Thought leadership content
- Scenario planning

USA **2017**

Newspaper extinction timeline: key factors

Increased cost performance of tablets/ e-readers Increased cost performance of mobile phones

Development of high

performance

digital paper

Technology uptake

Fixed bandwidth availability and costs

Mobile bandwidth availability and costs

Smartphone and e-reader penetration

Economic development

Economic growth rate

Wealth inequality

Urban/ regional wealth disparity

Industry structure

Financial position of leading newspapers

Balance of advertising and print sales revenue

Newspaper distribution structures

Changes in newsprint and print production costs

GLOBAL

Uptake of digital news monetization mechanisms

NATIONAL

Demographics

Age structure, birth rates, and immigration

Degree of urbanization

Increase in literacy

Government

Degree of regulation

Government financial support for media

Censorship and obstruction

Consumer behaviors

Media channel preferences

Willingness to pay for news

Relative interest in local and global news

* Notes to the timeline

This schedule for newspaper extinction shows best estimates given current trends. The timeline is intended to highlight the diversity of global media markets and stimulate useful strategic conversations.

Newspapers in their current form becoming insignificant is not the same as the death of news-on-paper, which will continue in a variety of forms.

Trends in

advertising

spend and

allocation

Ways that newspaper publishers of today will succeed in the transition beyond "newspapers in their current form" include transitioning to other channels, providing personalized news-on-paper, and tapping niche markets.

Development

of open

platforms



Future Exploration Network helps media organizations to engage with the future, build effective strategies, innovate, and achieve results.

Services include:

- Media Strategy
- Scenario Planning
- Future of Media Workshops
- Thought Leadership Content
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fen@futureexploration.net

USA: (415) 315 9566

Australia: +61-2 9994 8011