

# Media in the Year 2015



AMERICAN OPINION  
RESEARCH

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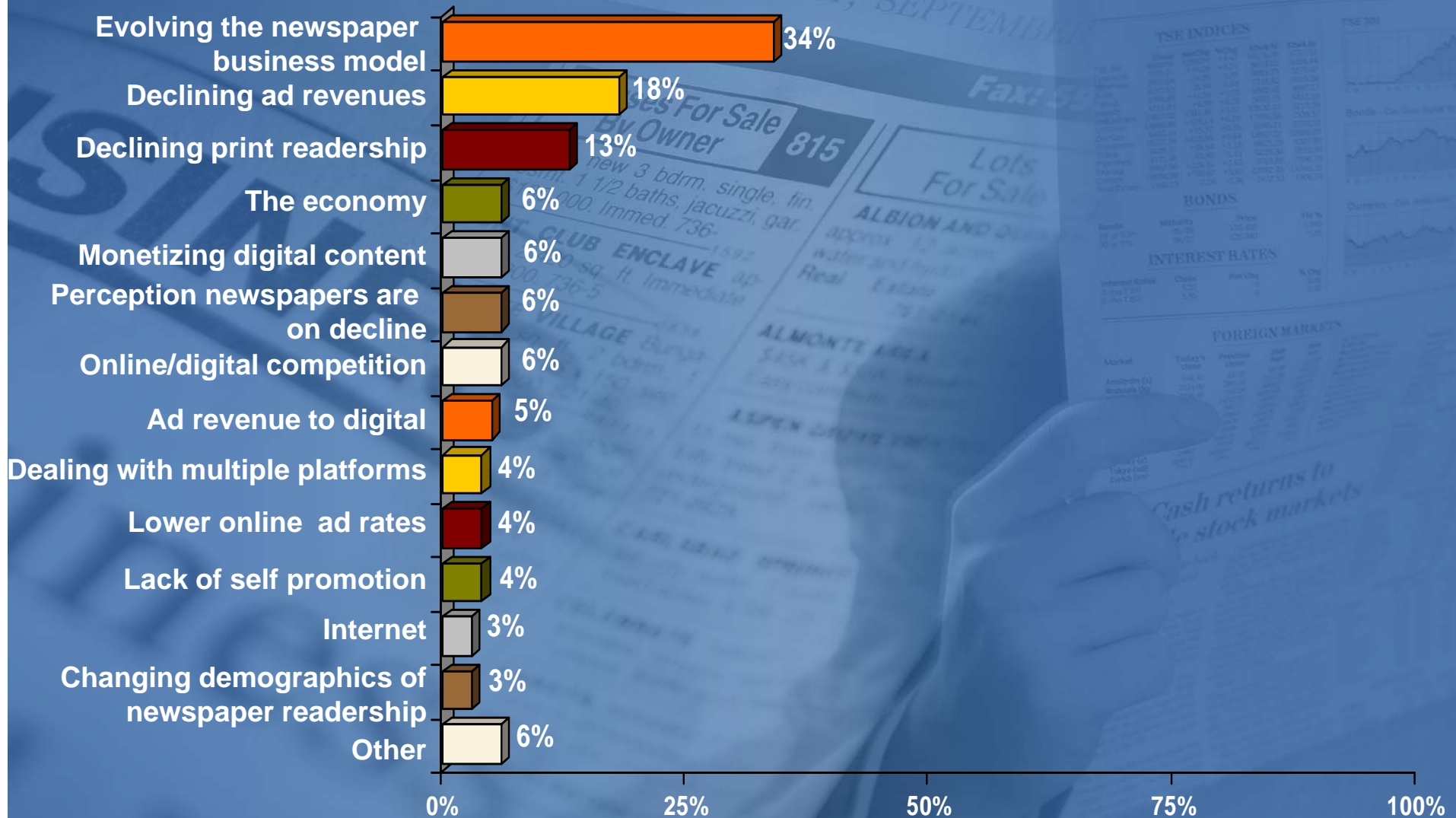
June 2012

# Information Comes From:

- More than 400 media research studies
- About 400,000 interviews with readers, potential readers and non readers
- More than 150 focus groups & online forums
- Working with 150+ newspapers, magazines, TV, Internet providers and other media



# Our Industry's Most Important Issues



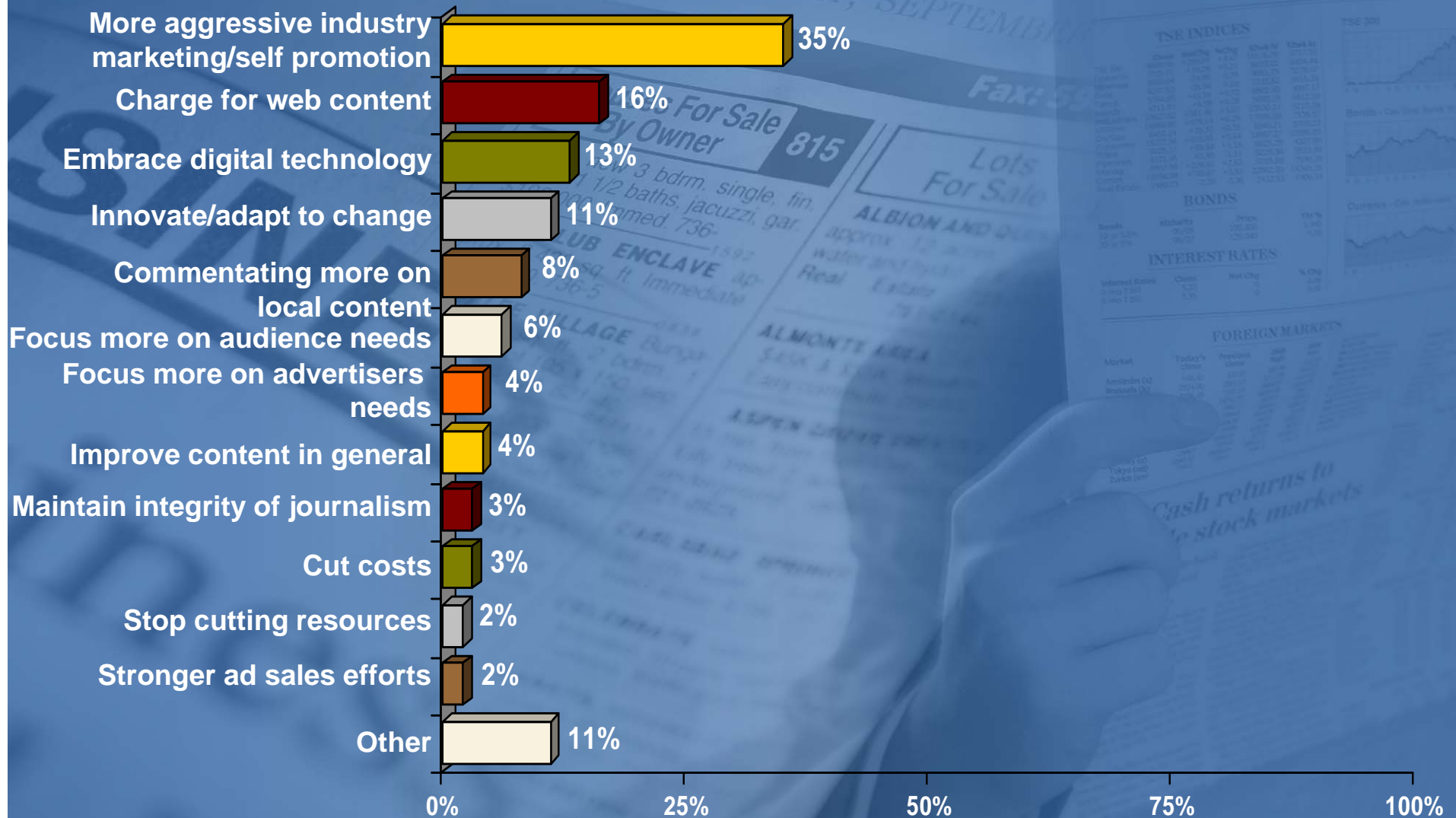


# What Executives Said

- “We need to evolve faster and more flexible.”
- “We need to change or train our staff to embrace digital.”
- “Continue to stress the importance of an informed and balanced public using multiple platforms.”
- “Embrace technology and the 24-hour news cycle.”



# How To Make The Industry Stronger



# 5 Facts Of Life In Today's Media

1. The mass market no longer exists



# 5 Facts Of Life In Today's Media

2. Readers are the ones in control now



# 5 Facts Of Life In Today's Media

3. The franchise for some news topics is now owned by others





# 5 Facts Of Life In Today's Media

## 4. Uniqueness rules



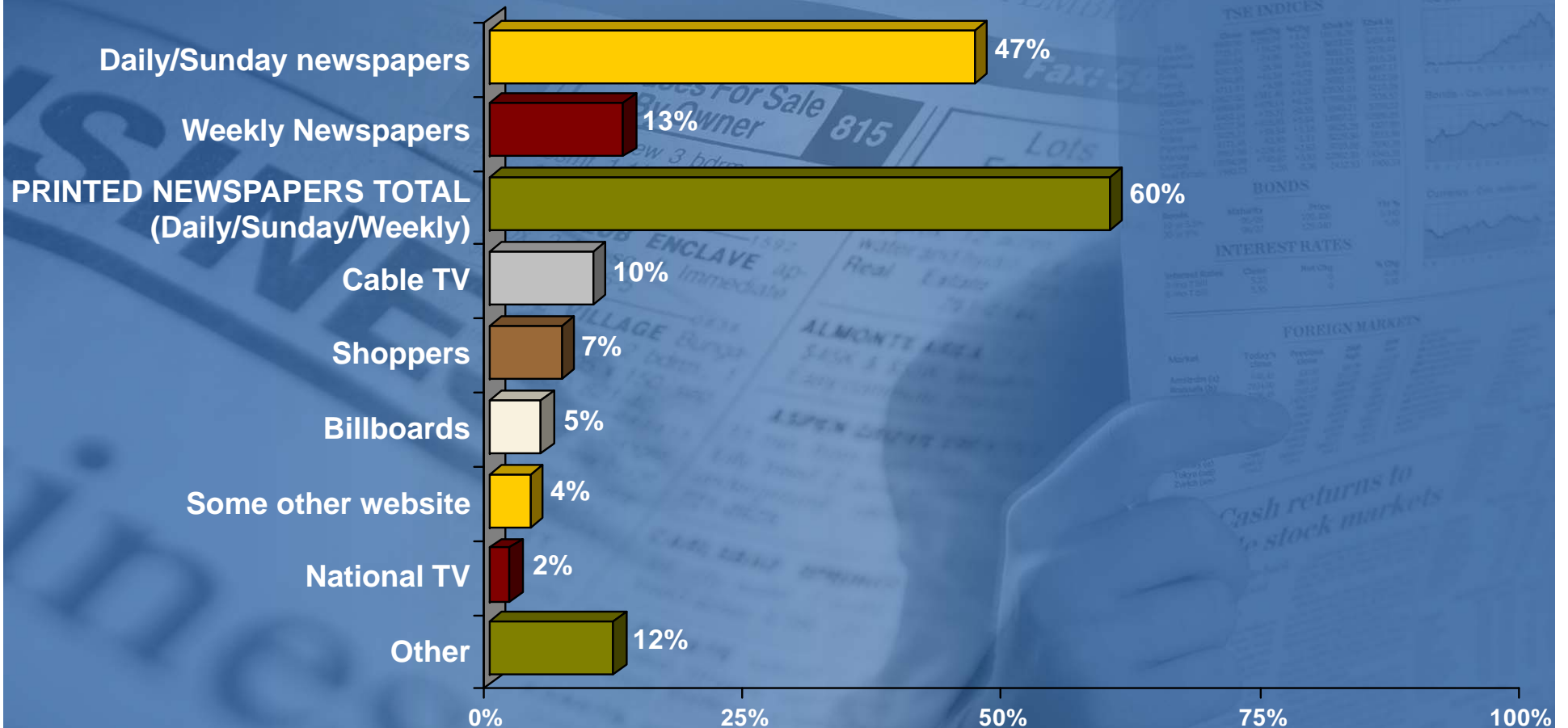
# 5 Facts Of Life In Today's Media

5. Some customers are less interested in “breaking” news



# News & Advertising Sources

## NEWSPAPERS TOP SOURCE FOR SHOPPING INFORMATION

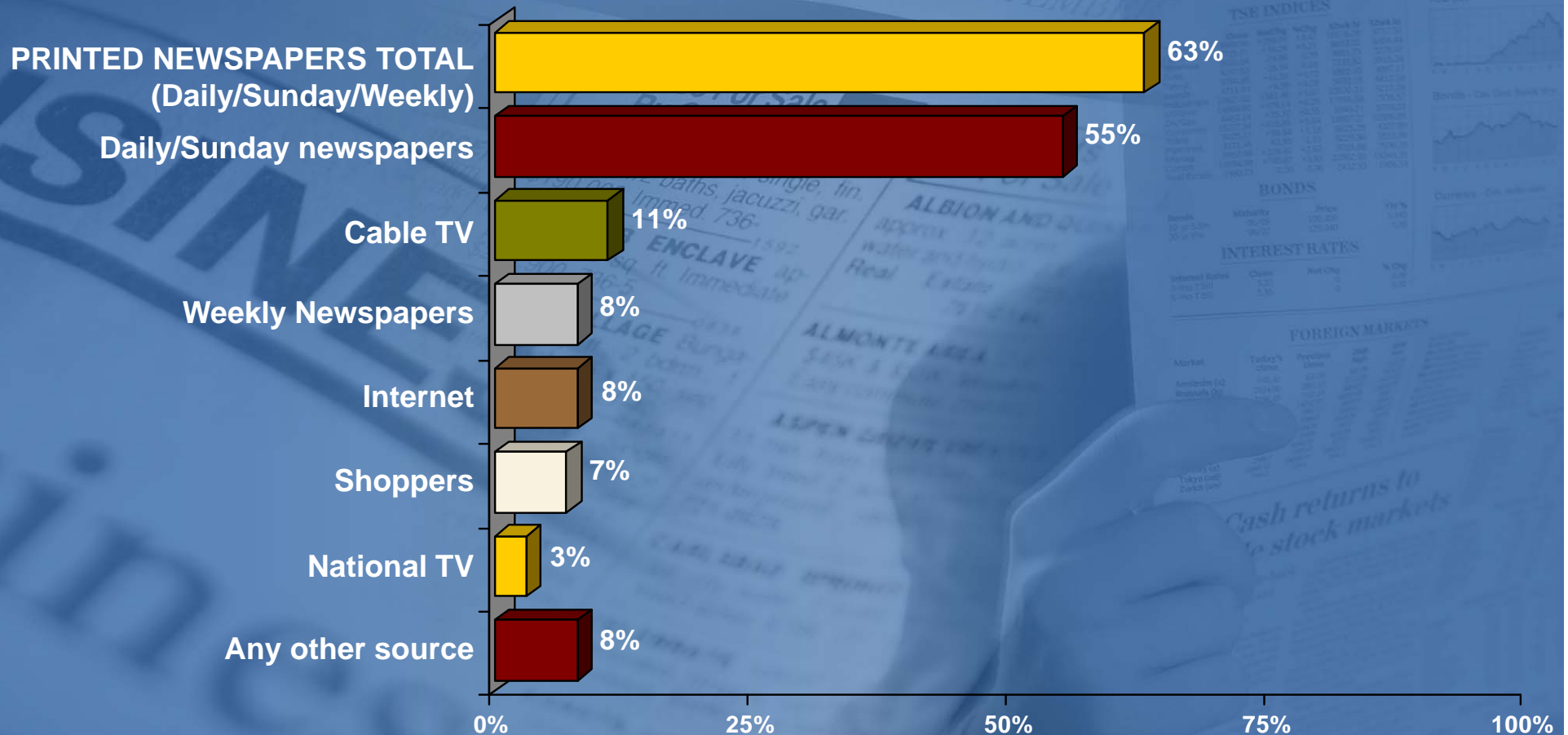


Almost half who use any advertising for local sales and shopping information say daily/Sunday newspapers are their primary source. When combined with weekly newspapers, six in 10 consumers (60%) cite printed newspapers as their primary ad source. Newspaper websites add another one percent to the reach of newspapers. All other sources, including television and the Internet are much farther back.



# News & Advertising Sources

## NEWSPAPERS TOP SOURCE FOR SHOPPING INFORMATION



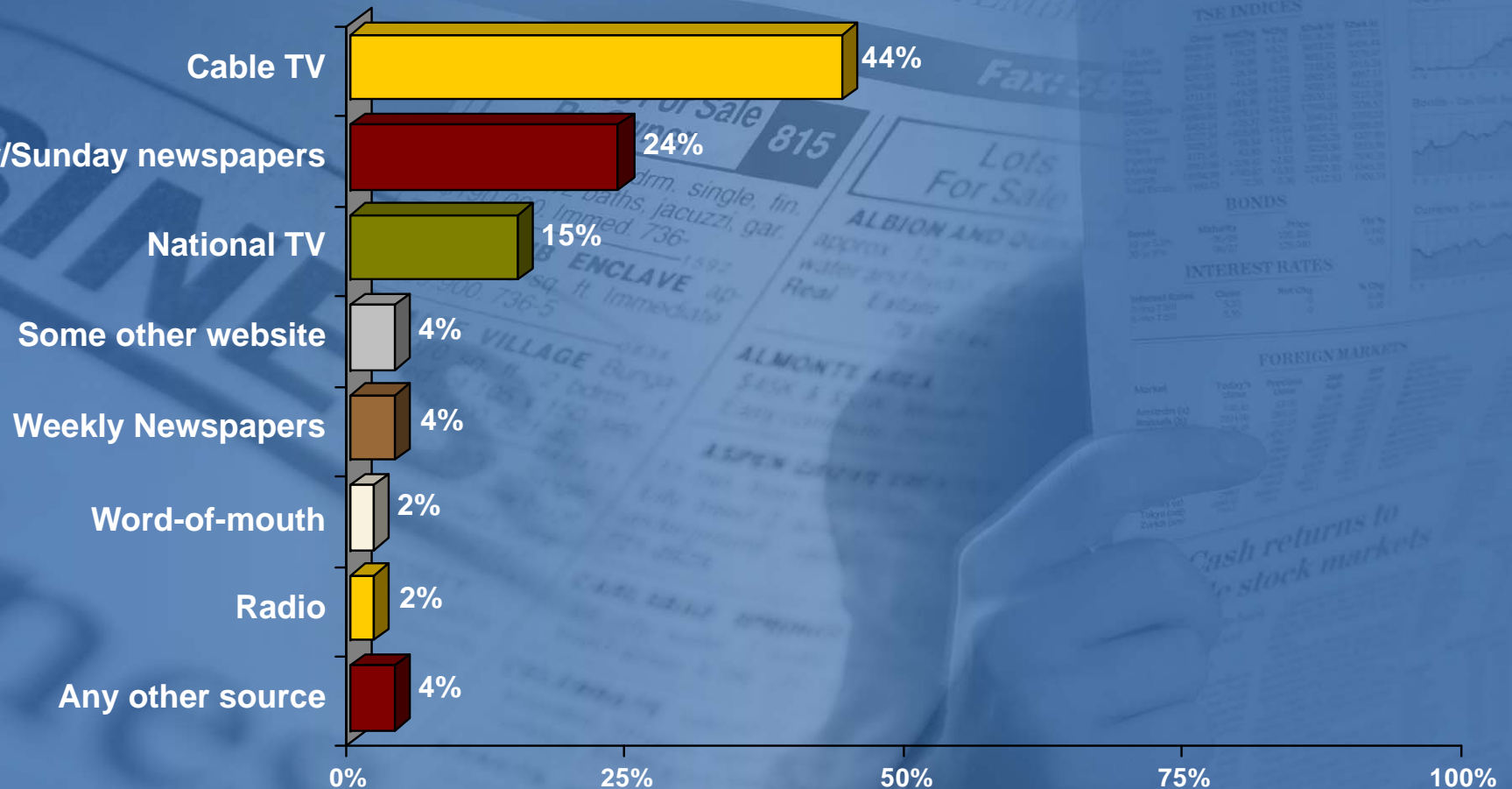
Over half of adults (55%) who use any advertising for local sales and shopping information say daily/ Sunday newspapers are their primary source. When combined with weekly newspapers, over six in 10 (63%) cite printed newspapers as their primary ad source. All other sources, including television and the Internet are much farther back.





# News & Advertising Sources

## SOURCES OF LOCAL NEWS

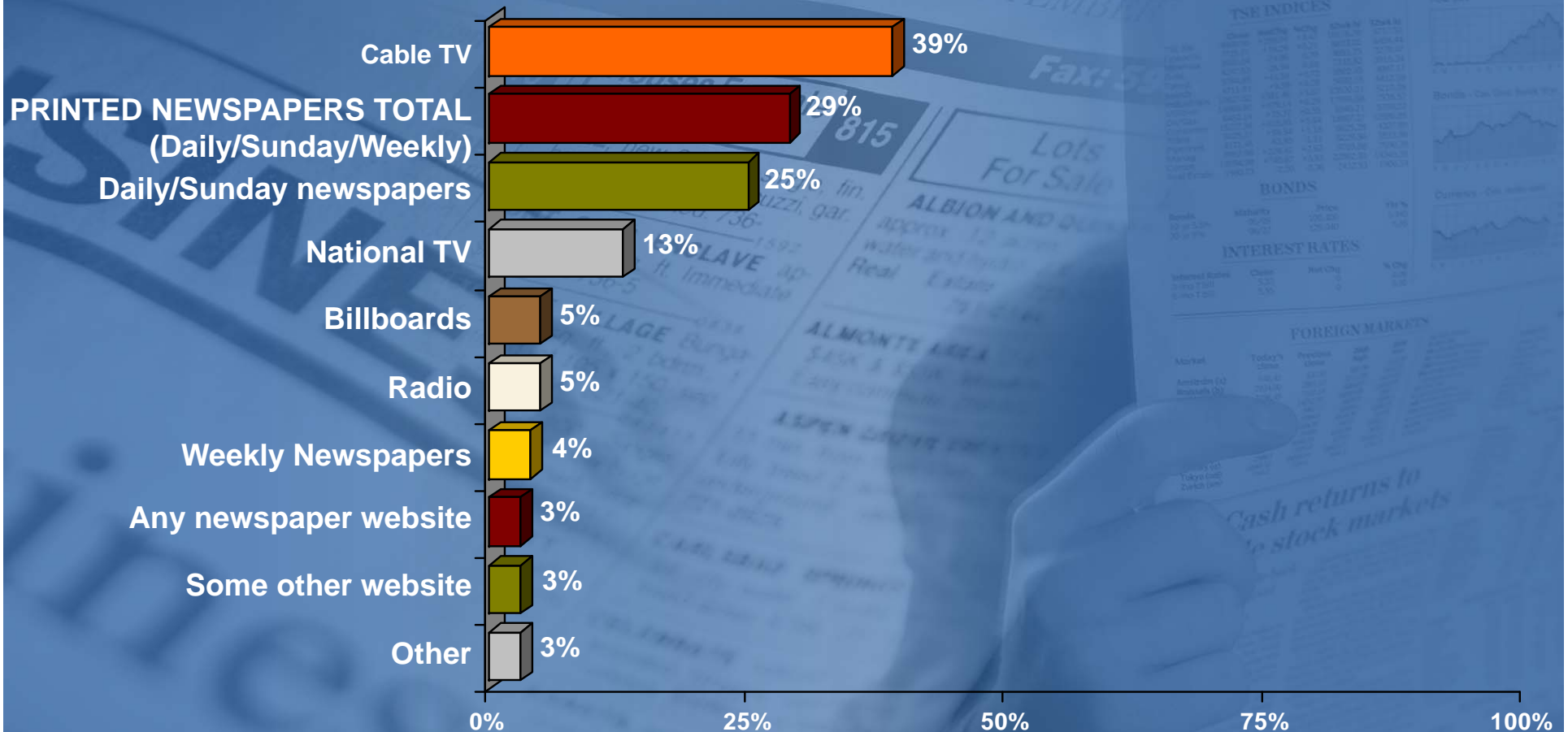


Printed newspapers follow cable television as the most relied upon source for local news and information. Television is, however, generally very fragmented, and the local newspaper generally rates higher than any individual station. Weekly newspapers add four percent and newspaper websites add another one percent to the overall reach of printed newspapers.



# News & Advertising Sources

## NEWSPAPERS A MAJOR SOURCE OF LOCAL NEWS



Printed newspapers follow cable television as the most relied upon source for local news and information. Television is, however, generally very fragmented and the local newspaper generally rates higher than any individual station. Newspaper websites add another three percent to the reach of printed newspapers.

