

# LEGACY NEWS SOURCES ARE RISING IN POPULARITY – AND CHARGING FOR IT!

With the rise of digital native news outlets like *Vice*, *Vox* and *BuzzFeed* offering free content, you might assume legacy news outlets are losing relevance with younger generations in part due to cost barriers.

## 2016-2017 SUBSCRIBER GROWTH

The  
New York  
Times

+500,000  
digital subscribers

2.6 MILLION  
digital subscribers

WSJ

+200,000  
digital subscribers

1.7 MILLION  
digital subscribers



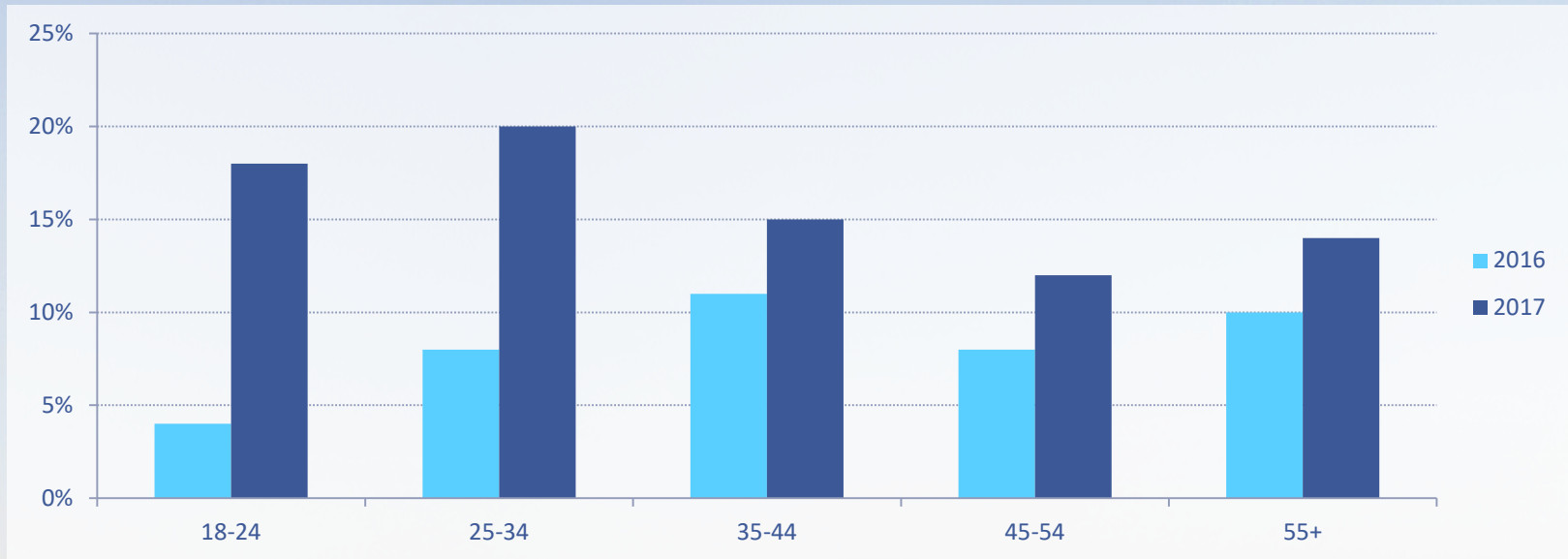
THE NEW YORKER

+250,000  
digital subscribers

1.1 MILLION  
digital subscribers

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## PAYING FOR SUBSCRIPTION NEWS BY AGE – USA



*Reuters Institute for the Study of Journalism*

Research shows the share of Americans ages 18-24 who paid for online news increased between 2016 and 2017 from 4% to 18%. Among ages 25-34 it rose from 8% to 20%.

Despite digital native news outlets increasing the number of newsroom employees by roughly 50% since 2011, yet they have struggled in terms of readership growth.

From 2016 – 2017, average monthly unique visitors declined by 5% for digital native news outlets.

# THE RISE OF INVESTIGATIVE JOURNALISM – IT COSTS AND PAYS.

Investigative journalism is costly and time intensive, yet increasingly valuable to subscribers and media brand reputation.

However, global partnerships between legacy media outlets and non-profit collaboratives have lowered cost barriers and expanded resources for investigative journalism in business/finance.

Recently, worldwide stories produced from partnerships include the “Panama Papers,” “Russian Trump Tower Meeting,” “Paradise Papers,” and “Cambridge Analytica.”

## Pro Publica



*50+ Correspondents*  
*125+ Media Partners*

## Center For Investigative Reporting



*30+ Correspondents*  
*50+ Media Partners*

## International Consortium Of Investigative Journalism



*200+ Correspondents*  
*100+ Media Partners*

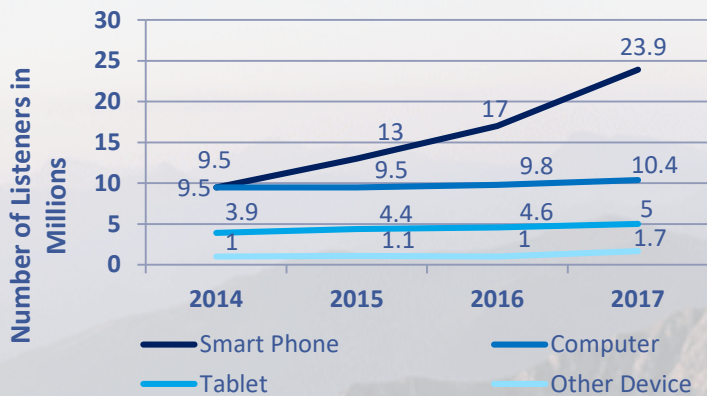
# AUDIO LIVES – THE RISE OF PODCASTS

## % OF U.S. CELLPHONE OWNERS WHO HAVE LISTED TO ONLINE RADIO IN A CAR VIA THEIR PHONE



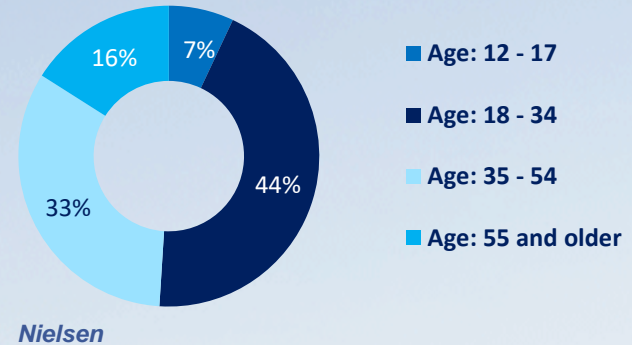
Pew Research

## 2014 -2017 U.S. PODCAST LISTENERSHIP BY DEVICE



Edison Research

## MONTHLY PODCAST CONSUMPTION



Podcasts have become increasingly popular, particularly among educated and affluent households.

According to Nielsen in 2017, 50% (60 million) of US homes were “podcast fans,” and 67 million Americans listen to podcasts monthly.

A recent survey showed that podcast listeners are four times more likely to follow brands on social media than non-listeners.

Podcasts are primarily listened to on the go with smart phones as the primary device for listenership in 2017, suggesting that it lends itself to multitasking.

71% of news outlets have embraced this opportunity, releasing their own podcasts.