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Forest Industry at a Glance



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Newspaper Circulation Revenues Surpass Advertising

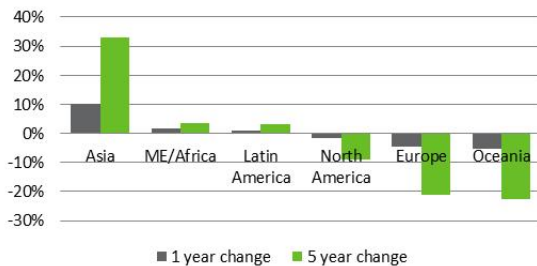
Global newspaper circulation revenues have become larger than newspaper advertising revenues in 2014, according to World Press Trends survey. Newspapers generated an estimated \$179 billion in circulation and advertising revenues last year, of which \$92 billion came from print and digital circulation. This is a shift from business-to-business model (publishers to advertisers) to a growing business-to-consumer emphasis.

Global print newspaper circulation increased by 6.4% year-on-year in 2014, while it was up 16.5% over the last five years. These positive figures are largely a result of circulation increase in Asia, particularly in India. In Europe, North America and Oceania, circulation continues to head south.

Global print advertising decreased by 5.17% in 2014 and by 17.51% over five years, impacted by the Internet.

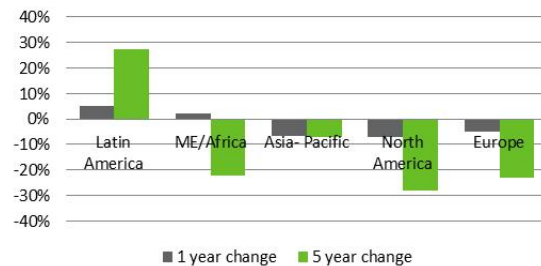
The World Press Trends survey shows that, across the world, some 2.7 billion people still read newspapers in print form and more than 770 million do so on desktop digital platforms. Globally, more than 93% of all newspaper revenues still come from print.

Global Print Newspaper Circulation 2014 (%)



Source: World Press Trends, PPI Europe, KSH Consulting

Global Print Newspaper Advertising 2014 (%)



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