

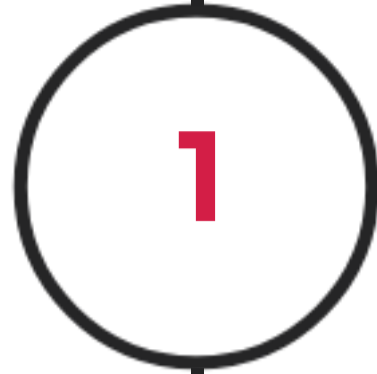
10 Trends To Be Thankful For

2017

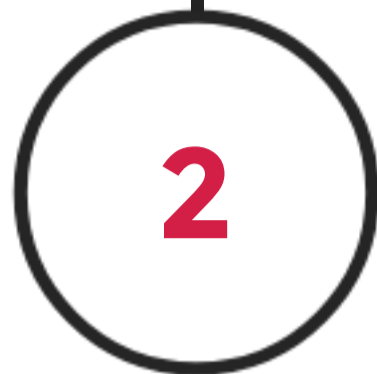
There's much in 2017 that has made being part of the news industry difficult, but with help from our friends at WAN-IFRA, we're happy to report that 2017 has also brought us a lot of good news about news.



56%
How much of newspapers' overall revenue came from circulation (both print and digital) in 2016.



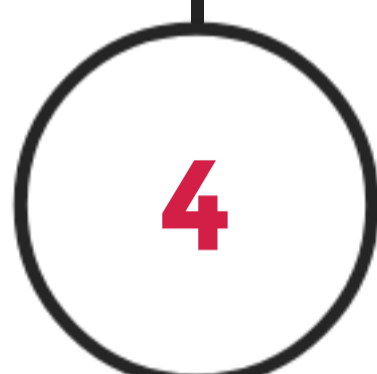
28%
How much digital circulation revenue grew year-over-year from 2015 to 2016. Since 2012, digital circulation revenue has grown more than **300%**.



91.6%
How much of total news revenue is brought in by print news products.



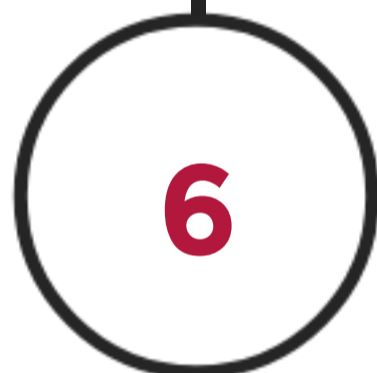
5%
How much digital advertising grew year-over-year from 2015 to 2016.



\$82.2 billion
Print circulation revenue from 2016, up 1% from 2015.



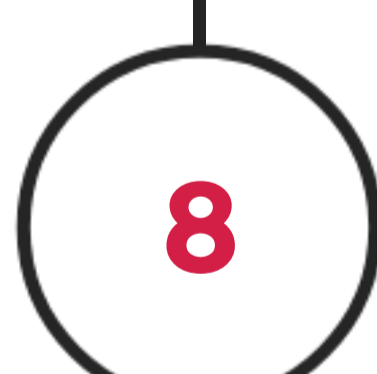
\$3.3 billion
Digital circulation revenue from 2016, up 20% from 2015.



\$9.6 billion
Digital advertising revenue for 2016, up 5% from 2015.



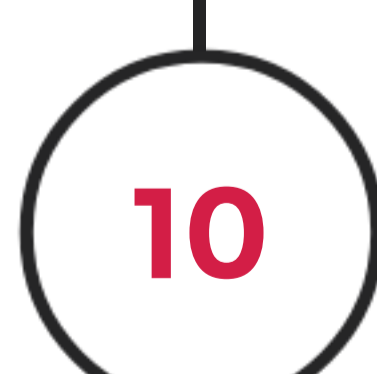
757 million
Daily print newspaper circulation, worldwide, in 2016. Up from 716 million in 2015.



53%
Number of respondents who pay for news, whether print or digital.



80.67%
The increase in number of daily newspapers in India between 2015 and 2016, the largest increase in the world.



World Press Trends data courtesy of WAN-IFRA

