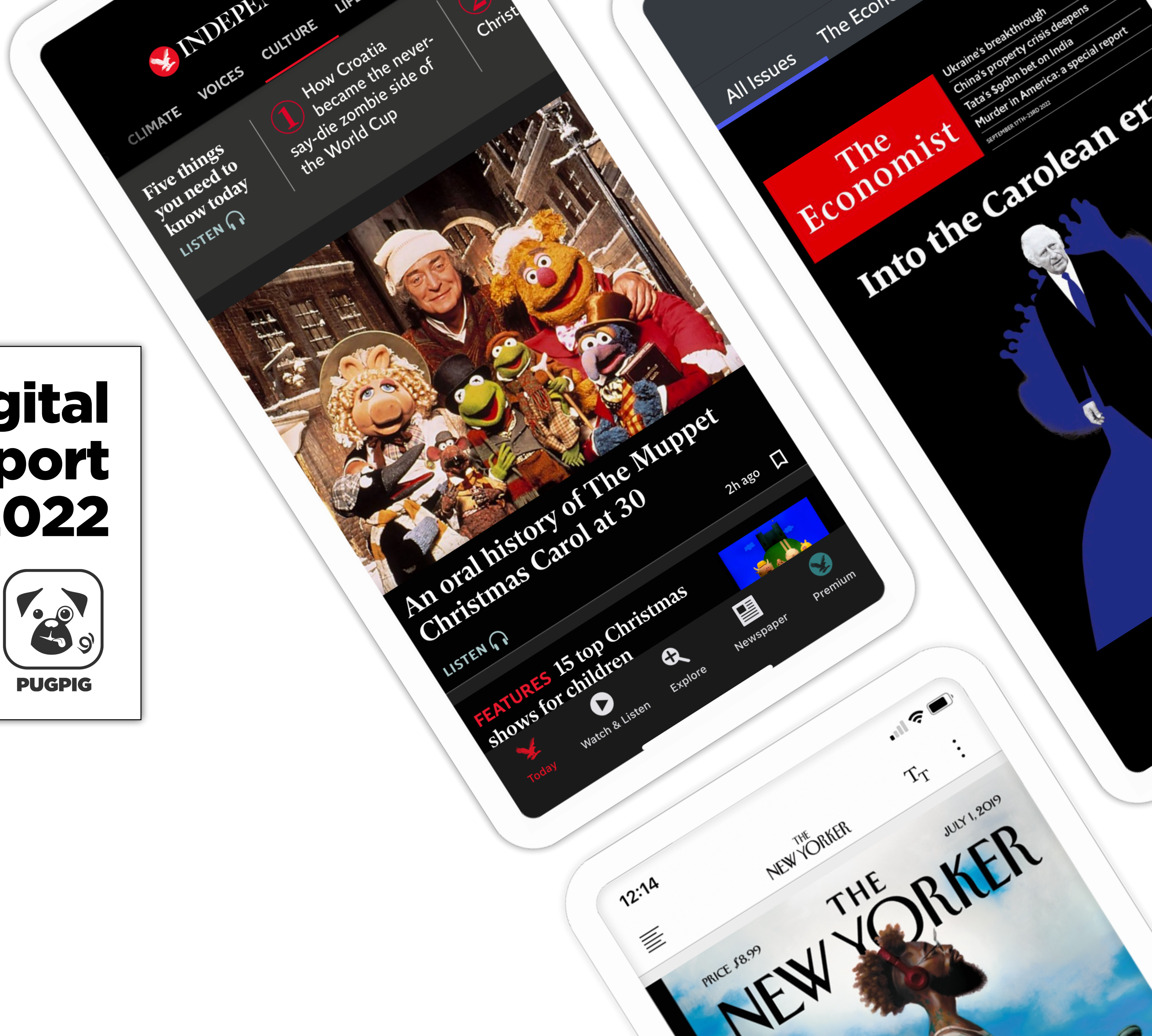


State of the Digital Publishing Market Report December 2022



PUGPIG



Welcome to the 2022 Report

by Jonny Kaldor, Puggig CEO and co-founder

Well we did it. After three months of pulling together huge amounts of data and interviewing a plethora of senior leaders across the media industry, I'm happy to introduce our 2nd annual publishing report.

This year we had access to more analytics than ever before - with a portfolio of over 350 brands spanning news media, consumer media and b2b/specialist media, we have a unique view into the behaviour of readers on mobile. As always the report mixes this data along with experiences and insights from our panel of publishers. And this year we've also thrown in case studies highlighting a few publishers who are doing some particularly interesting things in digital right now.

As you read through the report, you'll see many things that you expect around how the industry is thinking about digital, where execs are spending most of their effort and where readers spend most of their time, but there are also a few real surprises in here, which I think challenge the assumptions that many of us might have made.

I hope that the data and insights that we've shared in this report will help as you think about your digital publishing strategy for 2023 and beyond.

As always, if you have any feedback or would like to dig in deeper to anything you've seen in this report, just let me know...

Jonny

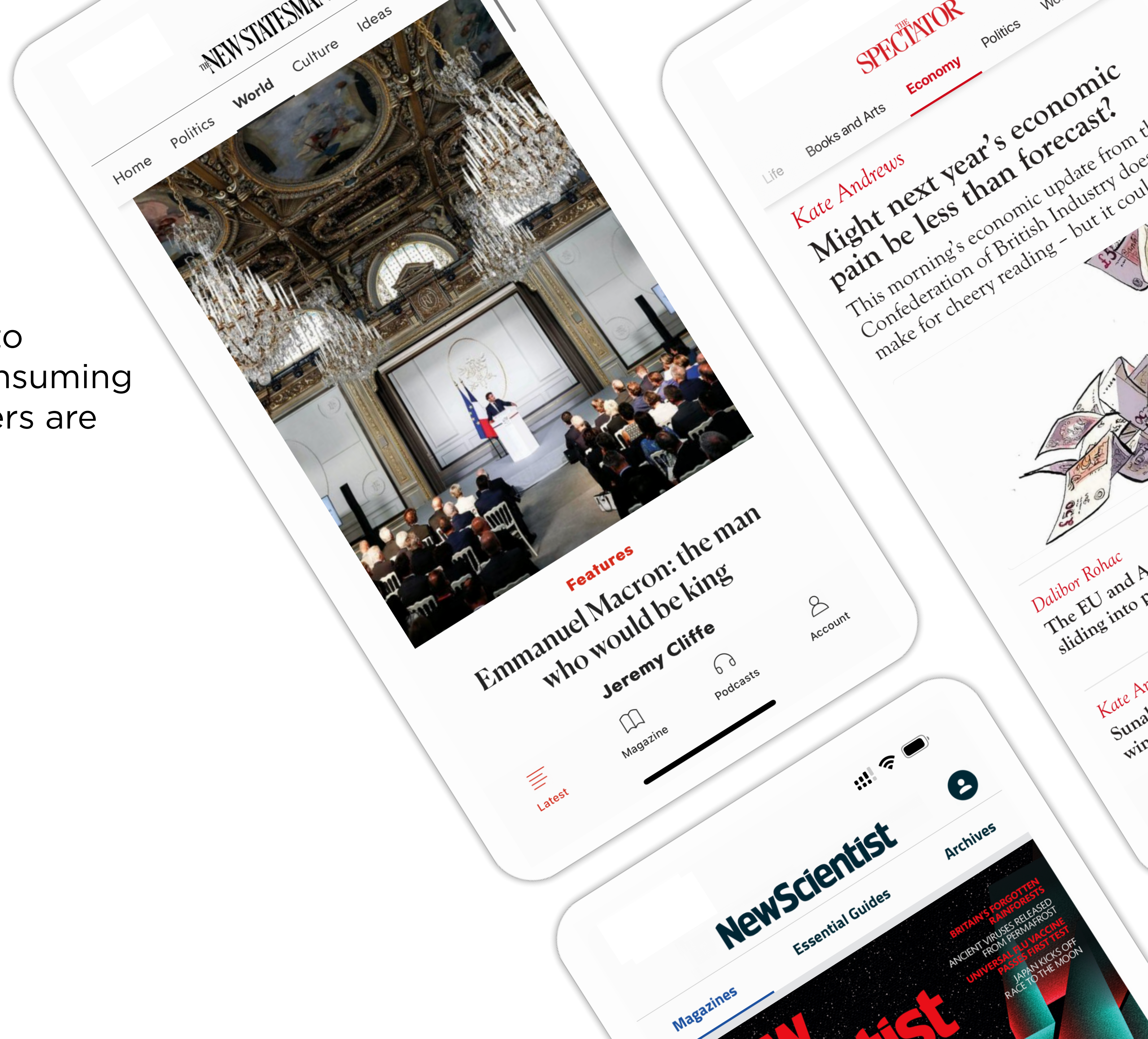
Executive summary

by Kevin Anderson, Pugpig Consulting Services Director

- Mobile use spiked during the pandemic as it became the only way to do daily tasks, but unlike digital habits that have fallen back to pre-pandemic levels, mobile use continues to grow.
- And while time spent in mobile browsers has remained the same since before the pandemic, time spent in apps has grown by almost an hour a day and continues to rise.
- In-app subscribers as opposed to those that have access to the app through a bundle make up a smaller part of your app audiences, but they have the highest levels of engagement. This will have implications for app subscription strategies and whether to take up Apple on its offer to allow publishers to opt out of platforms' in-app purchases for subscription sales and rely on their own systems.
- The media leaders we spoke to highlighted two challenges in the coming year: rising costs and competition for talent.
- Two areas of innovation stand out for research participants: personalisation and audio.
- They see personalisation as a way to better serve audiences, which they see as key to attracting more subscribers and holding onto them.
- Publishers are excited about audio as a driver for audience and revenue growth through subscriptions and novel strategies such as lucrative licensing deals.

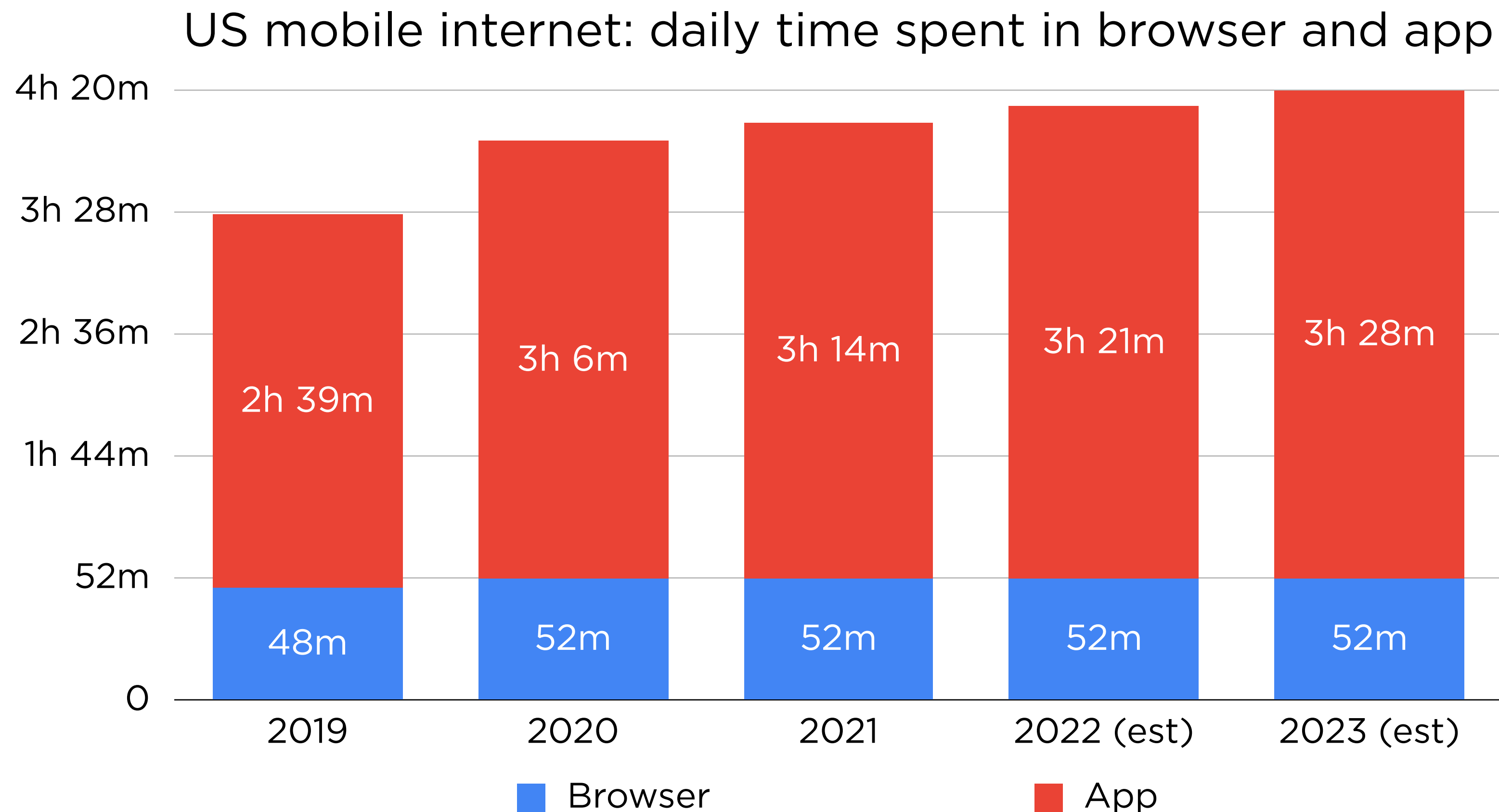
The data

We've pulled together analytics aggregated across a sample of our 350+ media brands and augmented it with industry data. This allows us to give insight into how readers are consuming content on mobile and how publishers are responding to their needs.



Time spent on mobile continues to increase

And apps are where the lion's share of time is spent



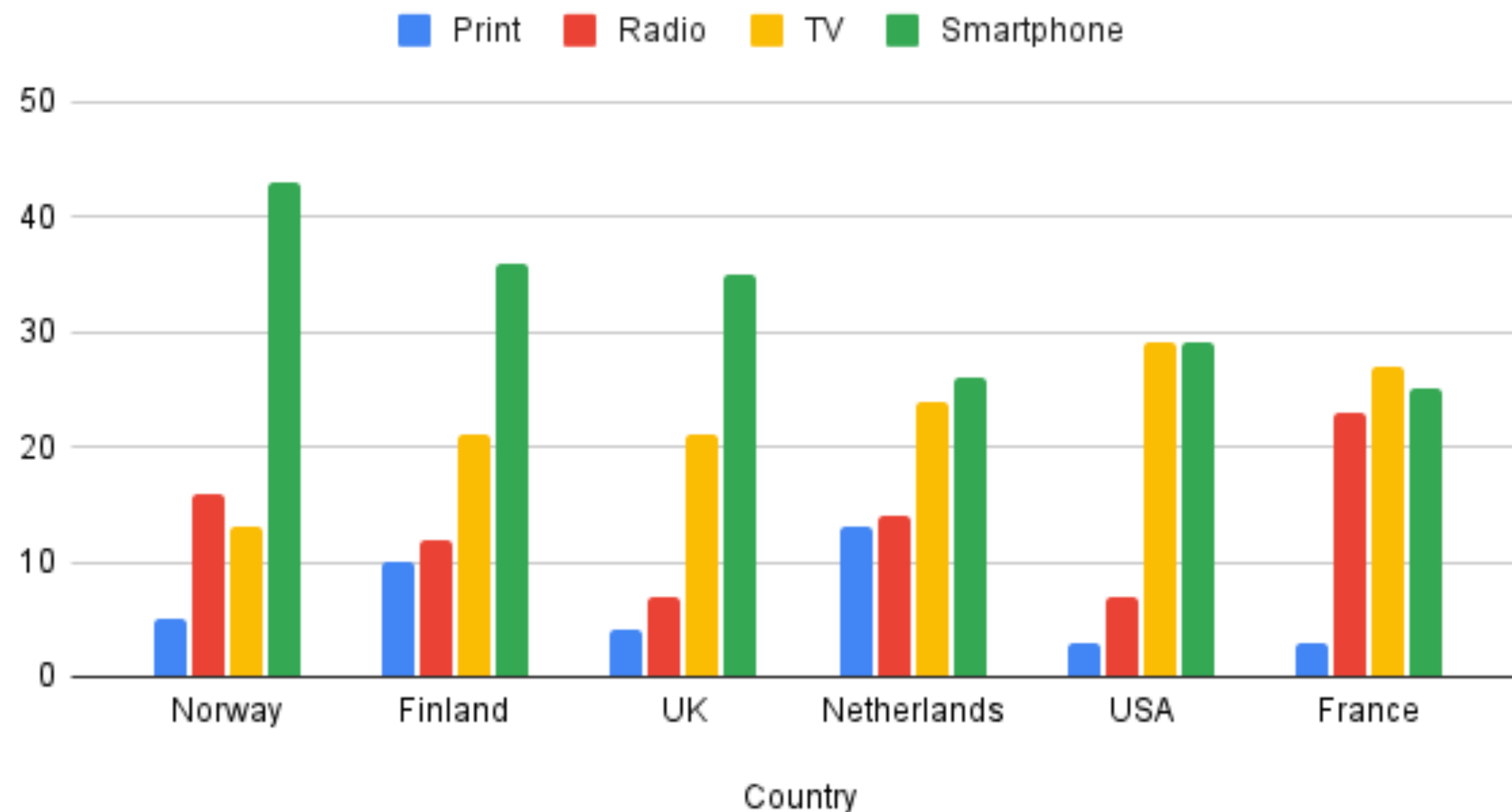
Based on data from eMarketer about US mobile users, they spend the majority of their daily mobile internet time in apps versus mobile web browsers.

Moreover, since 2019, while the time spent by users in mobile browsers has remained flat, the average time spent in apps has grown by almost an hour.

Mobile is first for news in the Nordics and UK

People most often use their smartphones first to look for news in the morning

First News in the Morning: Print, Radio, TV and Smartphone



In its Digital News Report 2022, the Reuters Institute for the Study of Journalism at Oxford found that in several European countries, including the UK, smartphones were the first place that people went to for news in the morning.

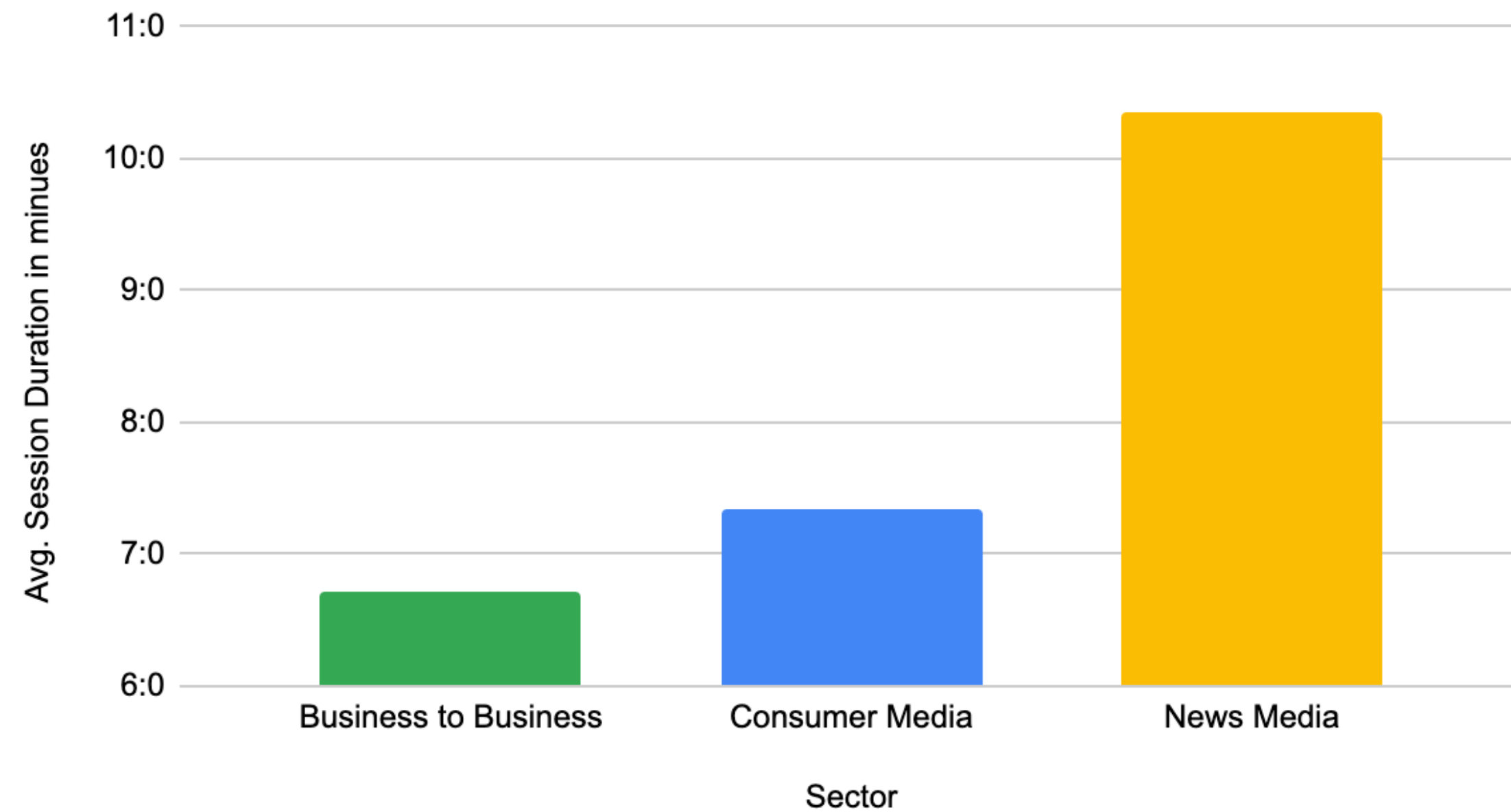
In the US, TV and smartphones shared the top spot, while in France, TV was slightly ahead of smartphones for the first source of news in the morning.

News publishers are using push notifications and newsletters to engage these morning audiences.

Apps are super sticky

And daily news publishers are streets ahead engaging audiences

Average session duration by sector



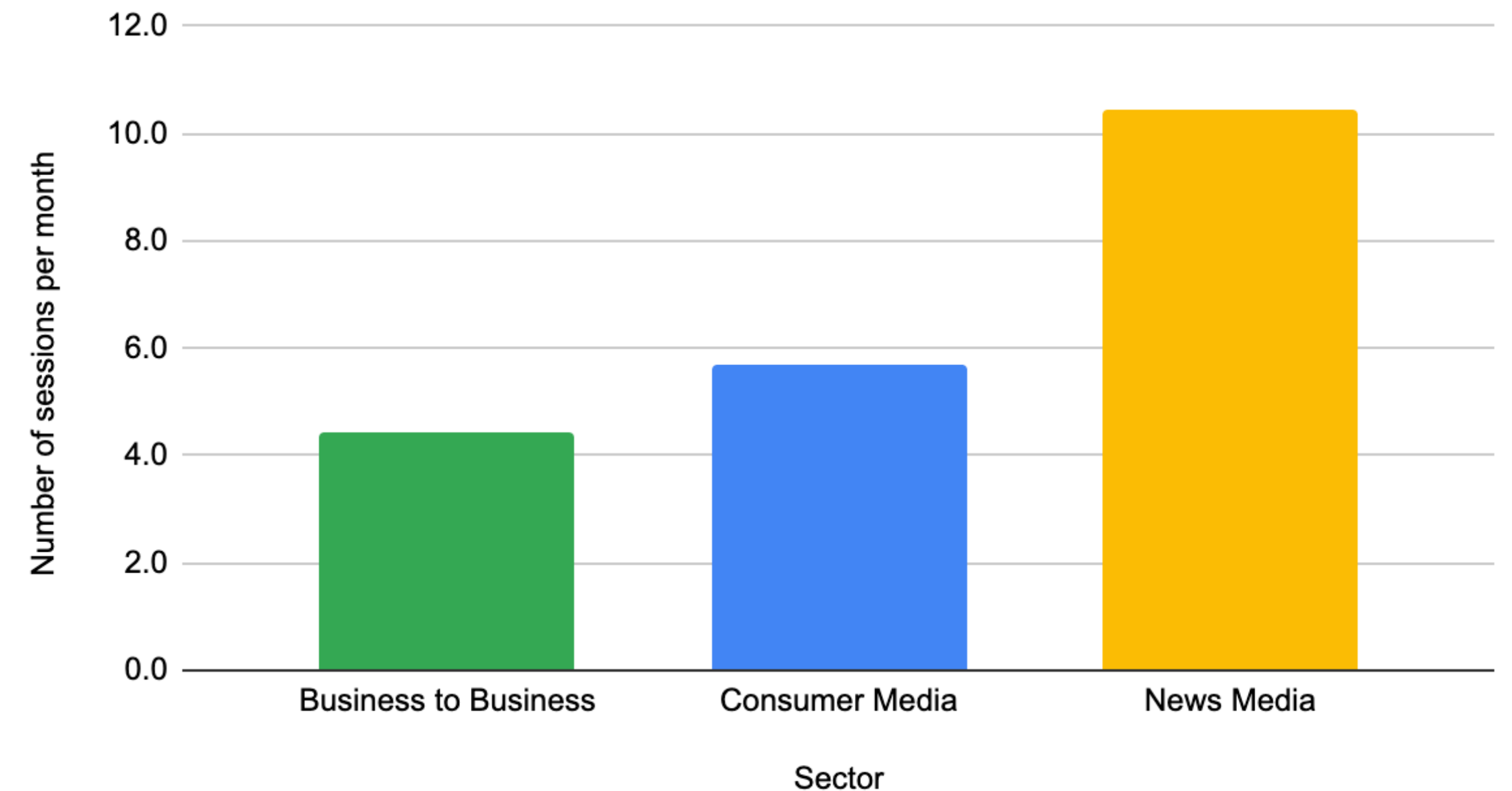
Average session duration in top performing Puggig apps

18:49

Average sessions per user per month for top performing Puggig apps

27.5

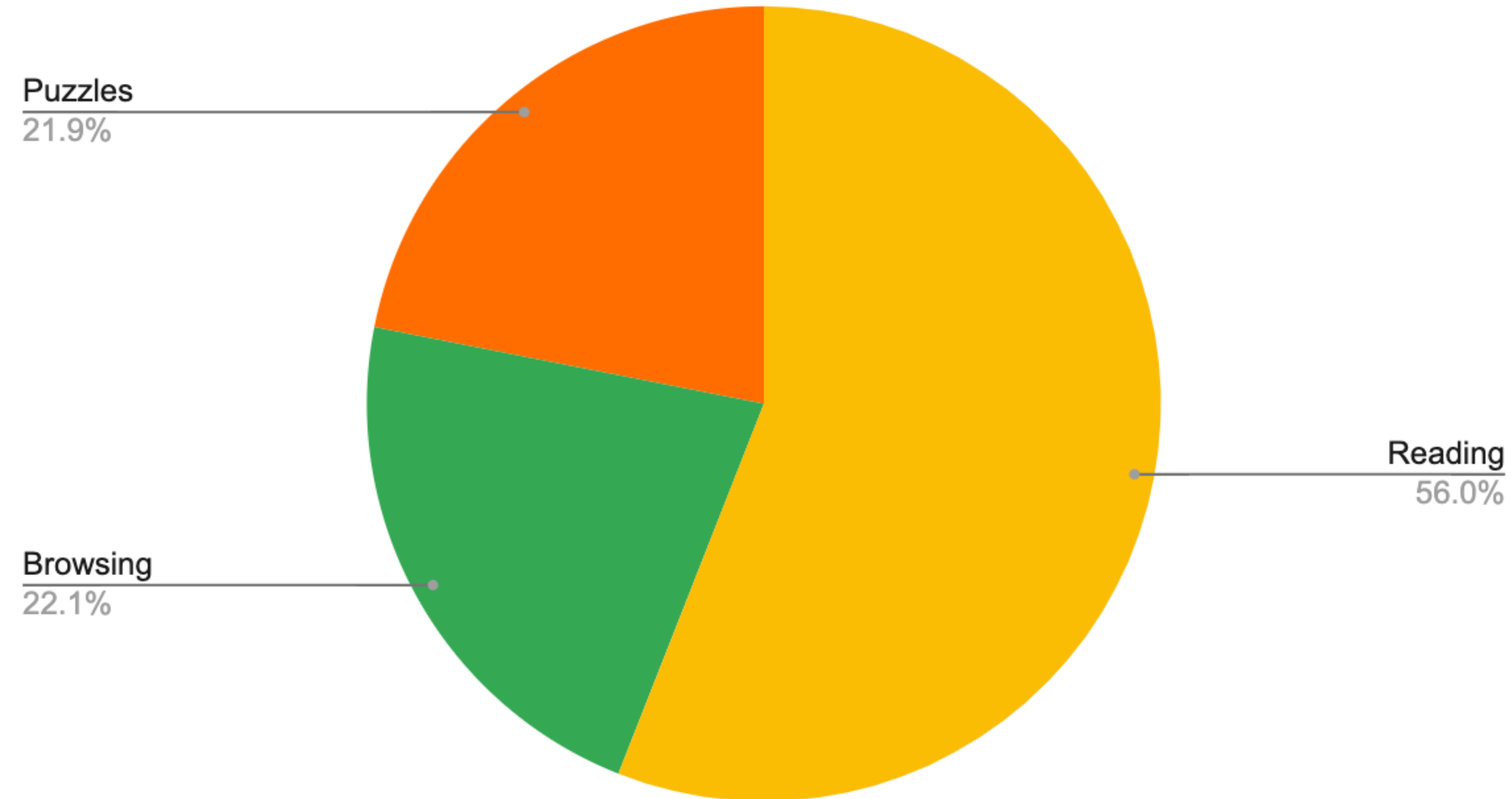
Average sessions per user per month by sector



Puzzles are super sticky for news publishers

Users for some publishers spend more than 20% of their time with puzzles

A UK national news publisher



Games have come to play an important role in the audience development and revenue strategy of UK publishers including the Telegraph, The Guardian, Bauer and the Independent, according to the Press Gazette.

Users of one UK national news publisher's app on Pugpig's Bolt platform spend more than 20% of their time with puzzles.

...and puzzles can drive subscriptions

The New York Times is using puzzles as part of their subscription funnel

The screenshot shows the Poynter website interface. At the top, there is a search bar, the date 'November 30, 2022', the Poynter logo, and a 'NEWSLETTERS' button with an envelope icon. Below the navigation bar, the article is categorized under 'Business & Work'. The main headline reads 'News alone is no longer the driver of New York Times subscription growth'. A sub-headline states 'The company's quarterly financial report follows what has become a trend: an operating profit margin of around 10%'. The article features a photograph of the New York Times building facade with the logo visible. At the bottom right of the article, there is a dark box with the text 'Start your day informed and inspired.' and a green 'SUBSCRIBE' button.

The New York Times is promoting what it calls “the bundle”, which includes news, games, reviews, audio and recipes. It’s a higher priced, upsell strategy to increase ARPU.

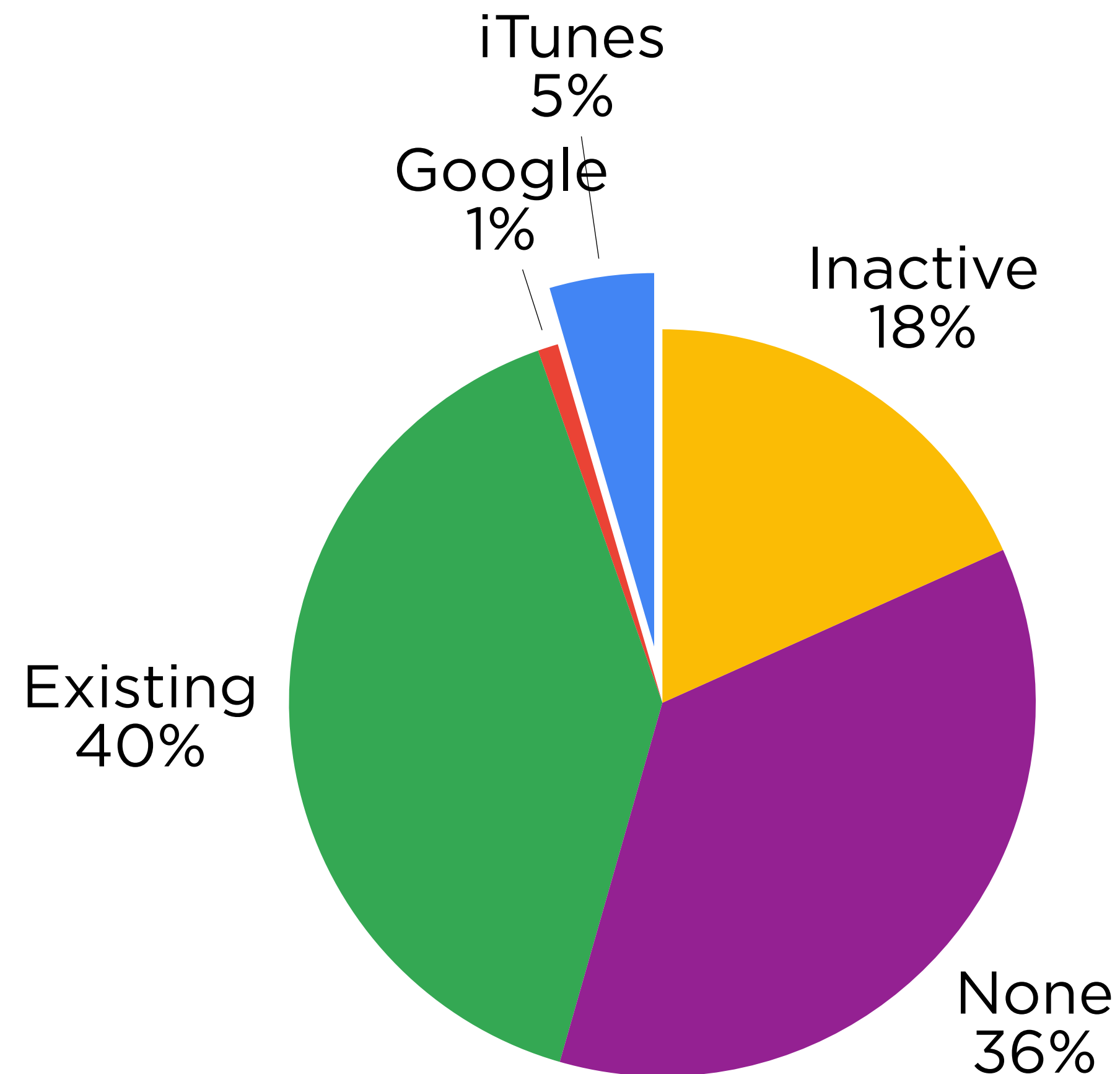
The New York Times’ acquired Wordle in January 2022. It’s free, but the NYTimes is using a games subscription to drive take up of the higher-priced, all-access bundle, according to [Digiday](#).

Benefits of the bundle

Subscribers getting the app as part of a bundle outnumber other segments

Subscriber statuses:

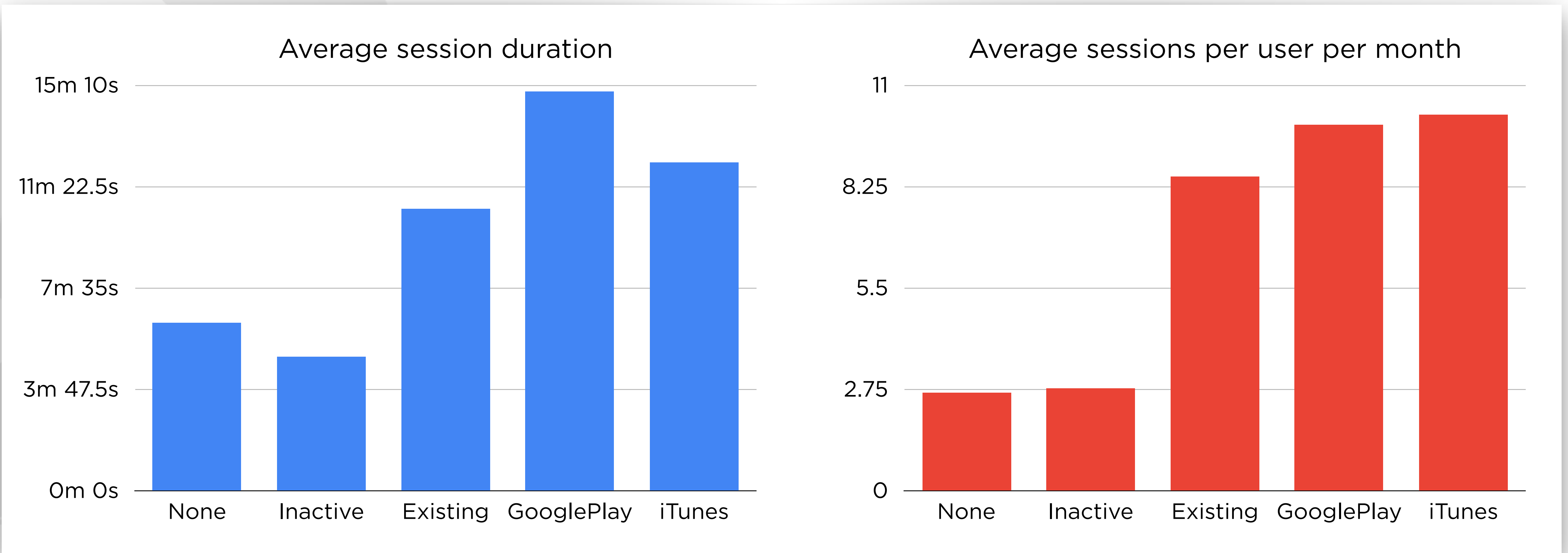
- Existing subscribers have access to the app as part of a subscription bundle.
- Inactive subscribers still have access to the app but their subscriptions have lapsed.
- None are app users who do not have subscriptions and are not signed into the app.
- Google/iTunes are subs bought through the app



Existing subscribers, who get your app as part of their subscription bundle, make up the largest subscription group across our apps, with non-subscribers slightly behind. Inactive subscribers - those whose subscriptions have lapsed but still access to the app - are third. This means that you have opportunities to engage and convert non-subscribers and also to re-engage inactive subscribers with in-app messages, email or other marketing campaigns. But there is another point. In-app subscribers are your most engaged audiences.

In-app subs are your most engaged audience

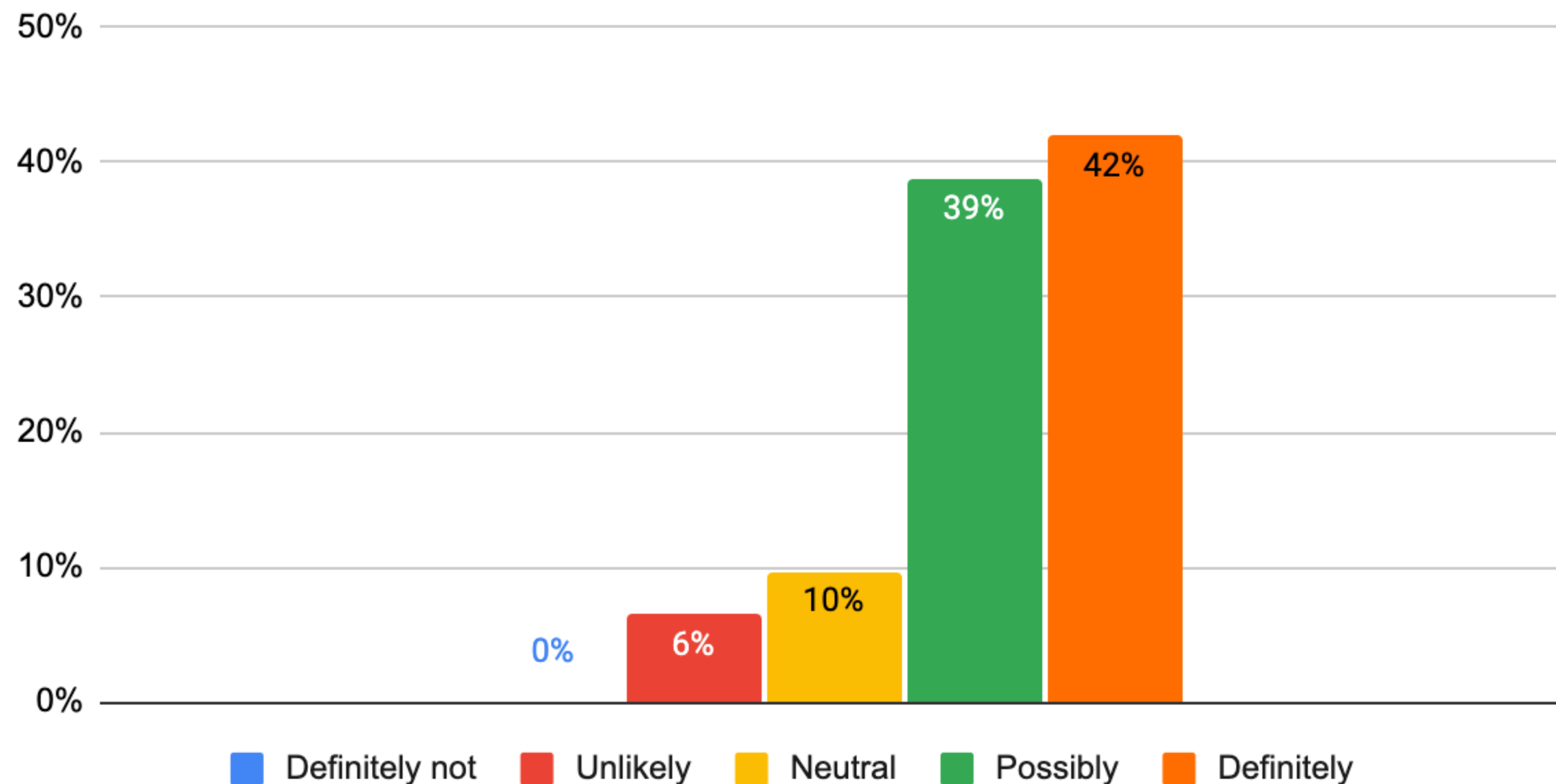
Both in terms of time spent and repeat visits



Which brings us to another point: It is important to note that in-app subscribers have higher engagement based on screens per session and sessions per user per month, higher even than existing subscribers who receive the app as part of their subscription bundles. Users buying through the app store made the purchase because they want access to the app. That intention means more attention. Through app store optimisation you can focus some energy on growing this highly engaged audience.

Many considering opting out of in-app subs purchases

Now Apple allow you to drive readers to your own subs journeys and bypass in-app purchases, will you consider this...

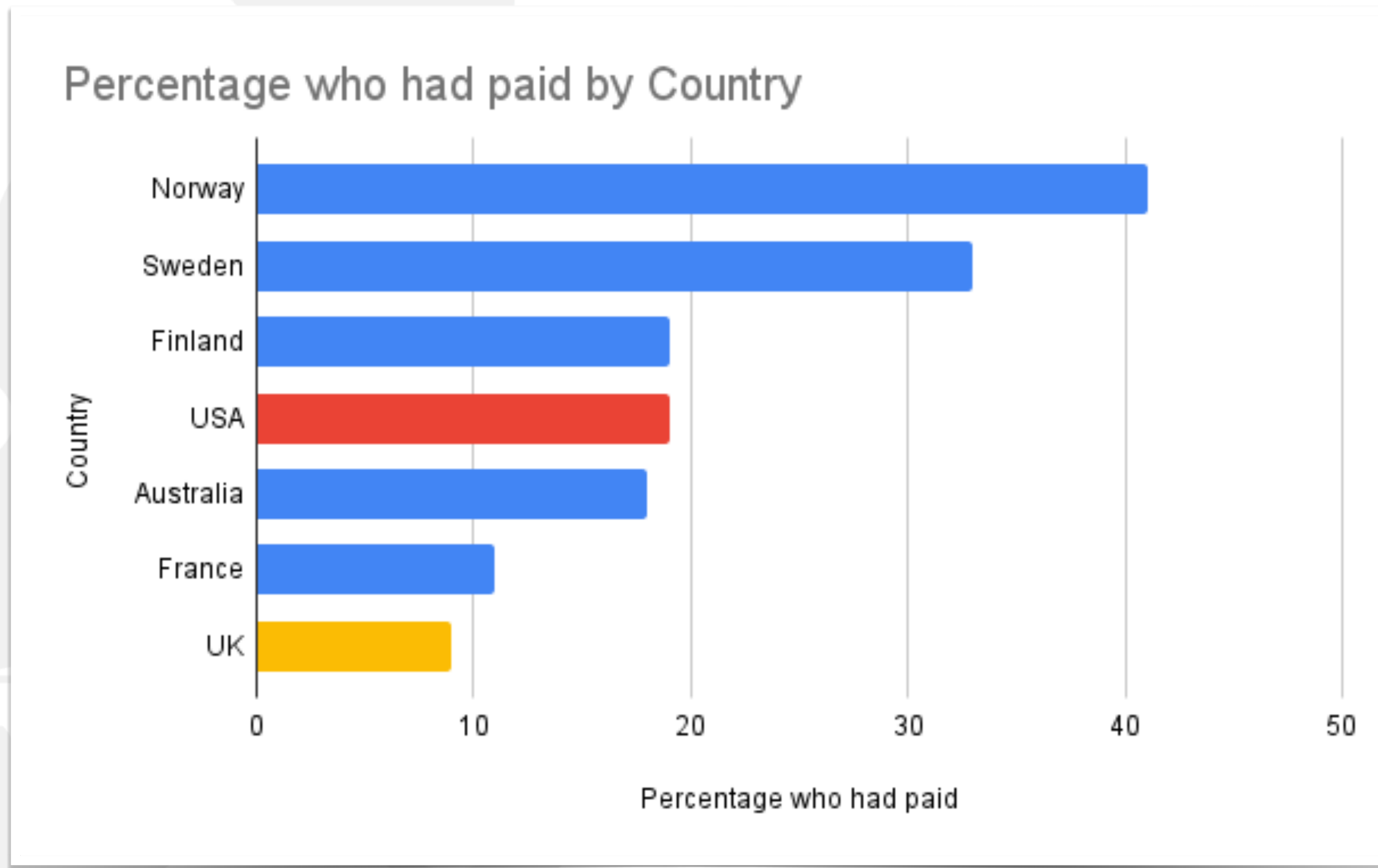


And this data should also play a part in the modelling that informs your decision to take advantage of Apple's option to decide whether to opt out of the app store subscription system. The benefit is that you will avoid having to pay Apple a cut of the subscription fee, and you'll have access to more first-party data. However, you will want to make sure that your subscription journey is as easy to use and as frictionless as possible.

And you will want to measure engagement baselines before changing to your own subscription flow to see if these users are as engaged as the in-app subscribers using the app stores were.

Paying audiences vary widely by country

Based on those who have paid for content in the last 12 months



What about the likelihood of getting readers to pay?

Scandinavian nations show the highest propensity to pay, according to the latest Digital News Report by the Reuters Institute for the Study of Journalism.

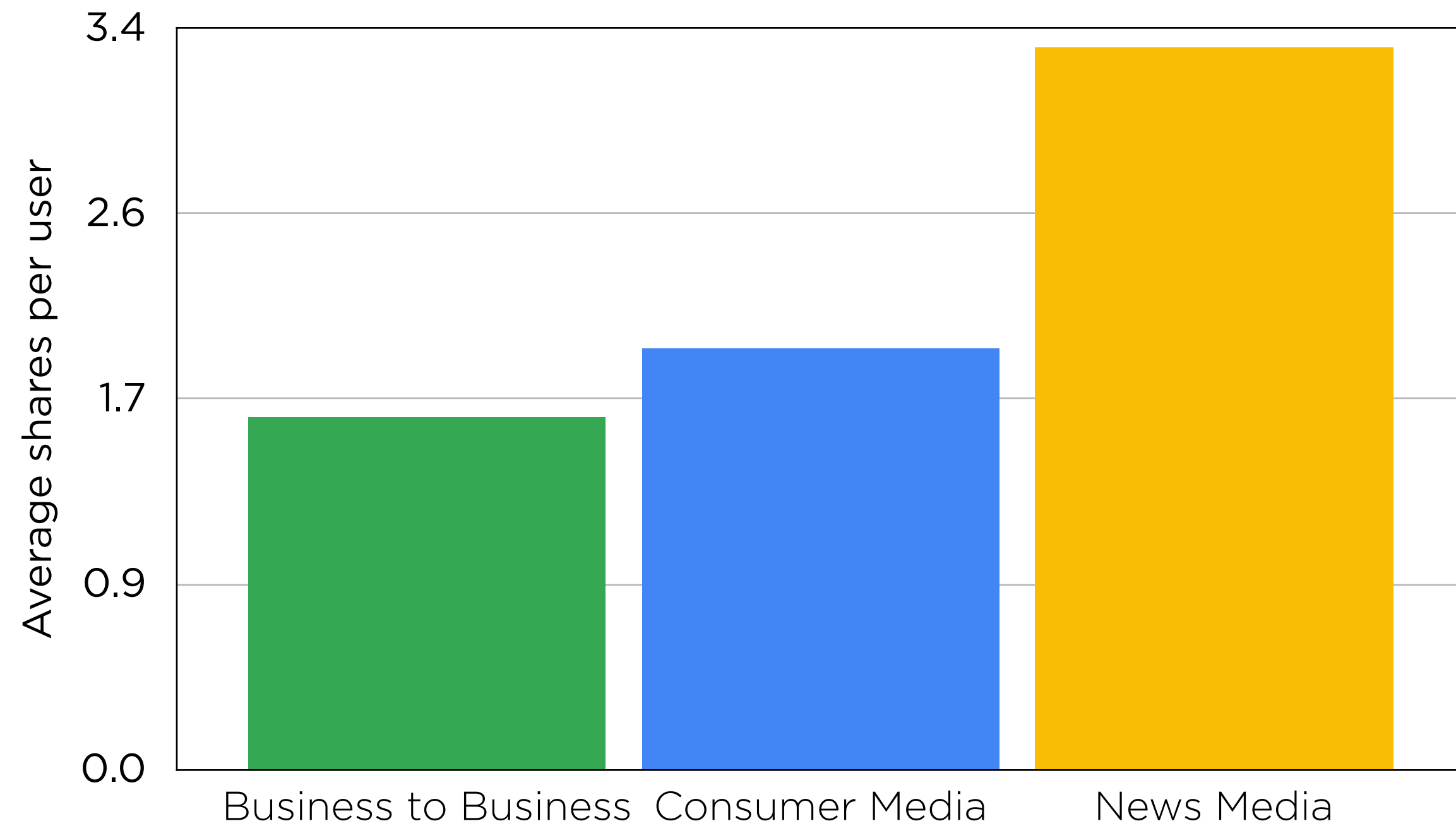
However, audiences in the US are now as likely to have paid for news in the past year as Finland, with Australia only slightly behind.

Audiences in the UK were half as likely to have paid for news in the past year as audiences in the US.

These are useful benchmarks when you are considering KPIs for your subscription conversion goals.

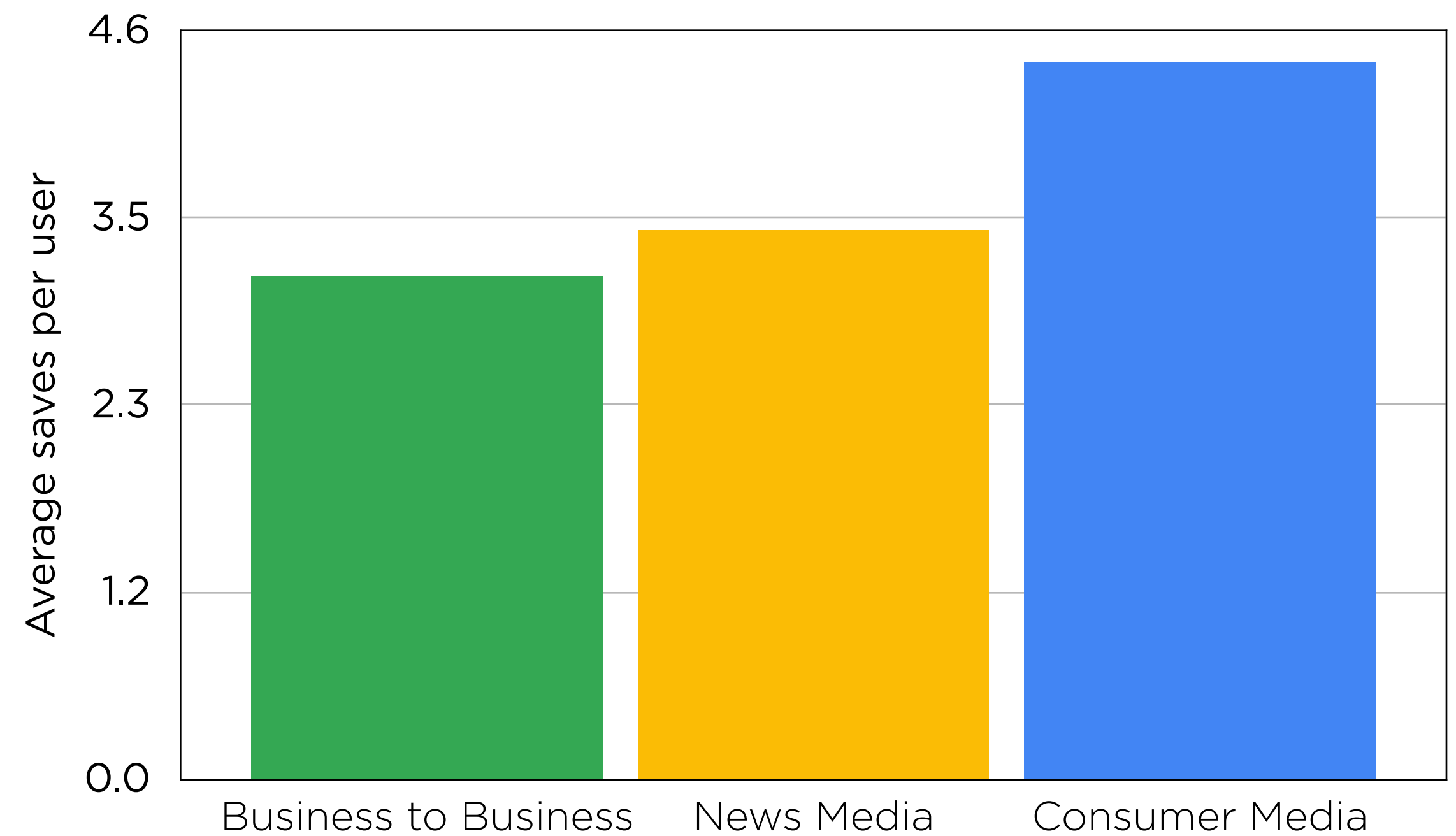
News media lead in sharing activity

Average social shares per user by sector



It's no surprise that news media generates more sharing activity than other verticals, clearly reflected in the numbers here. What's reassuring for consumer media publishers is that their content has a higher propensity for saving, which suggests that it has longer term, evergreen value.

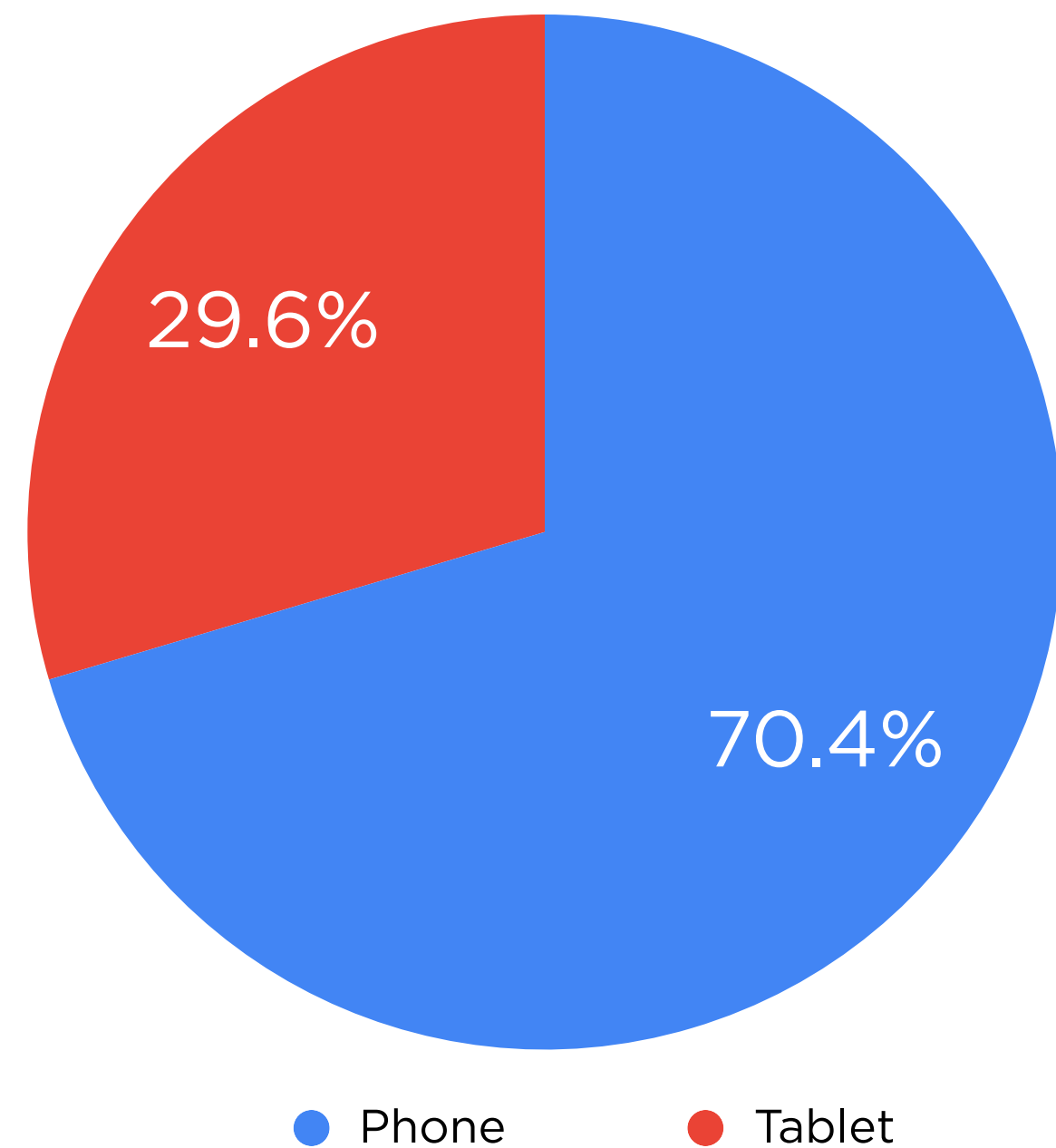
Average saves per user by sector



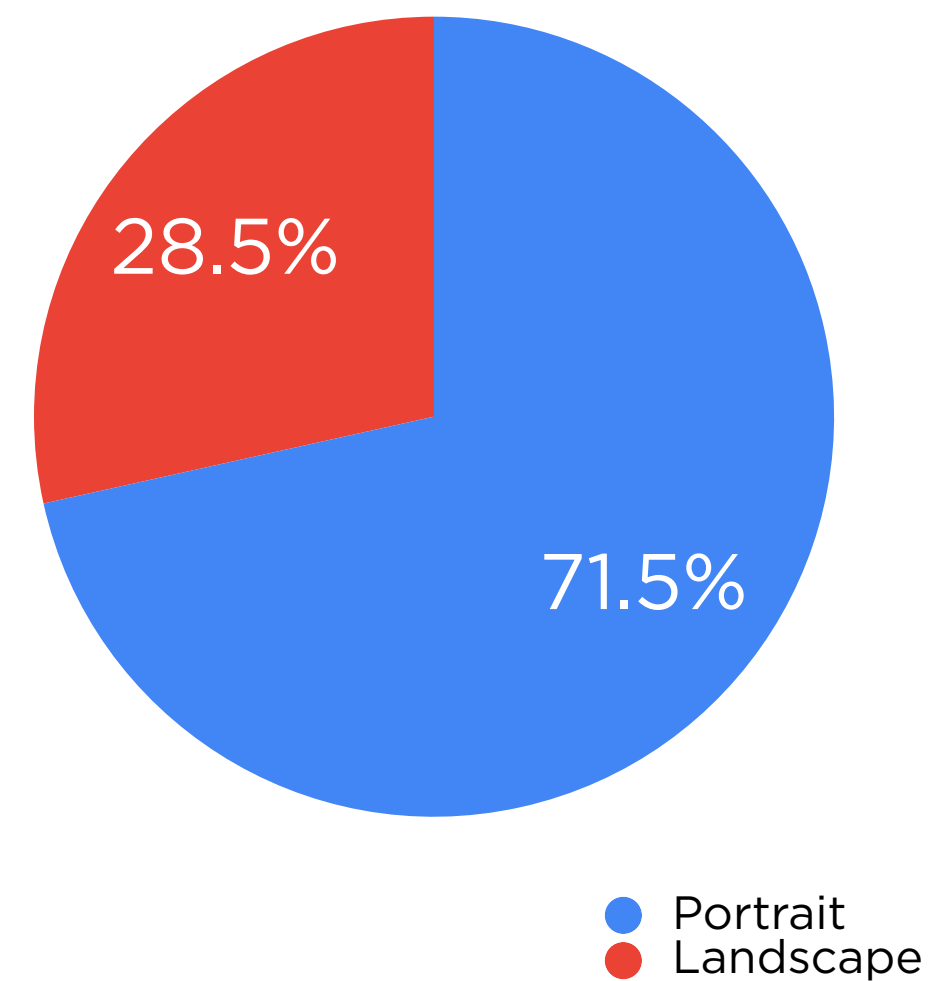
Unsurprisingly, phones dominate in usage

But don't forget about tablets, and landscape mode

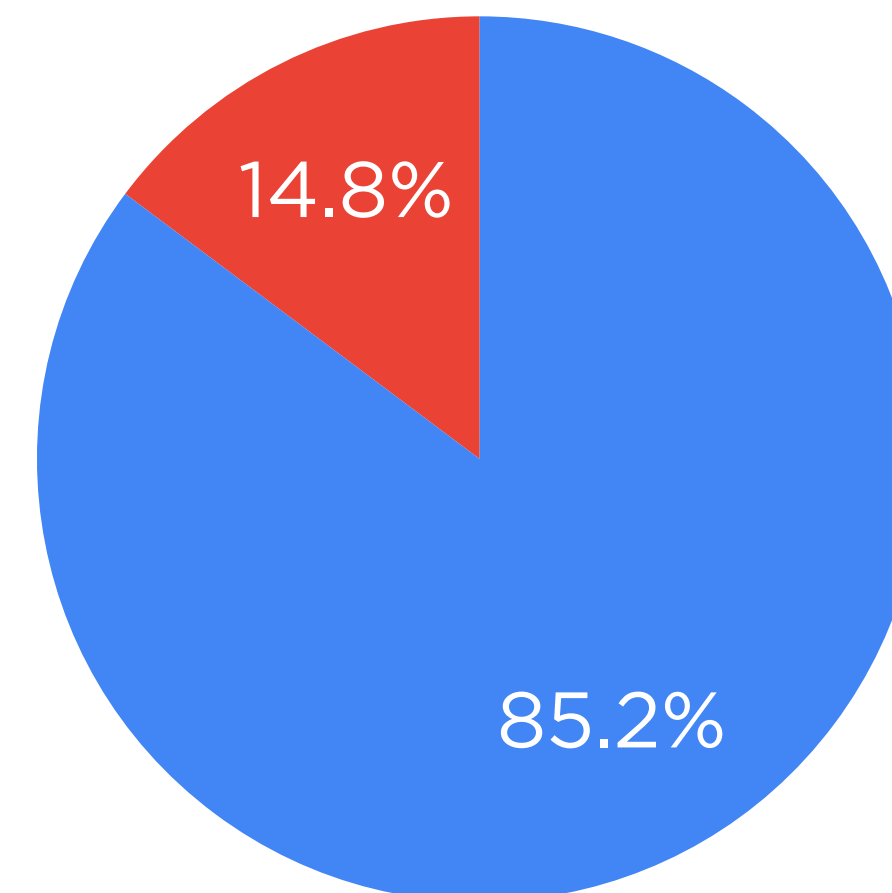
Phone vs. Tablet users across Puggig apps



Tablet - Portrait vs Landscape users



Phone - Portrait vs Landscape users



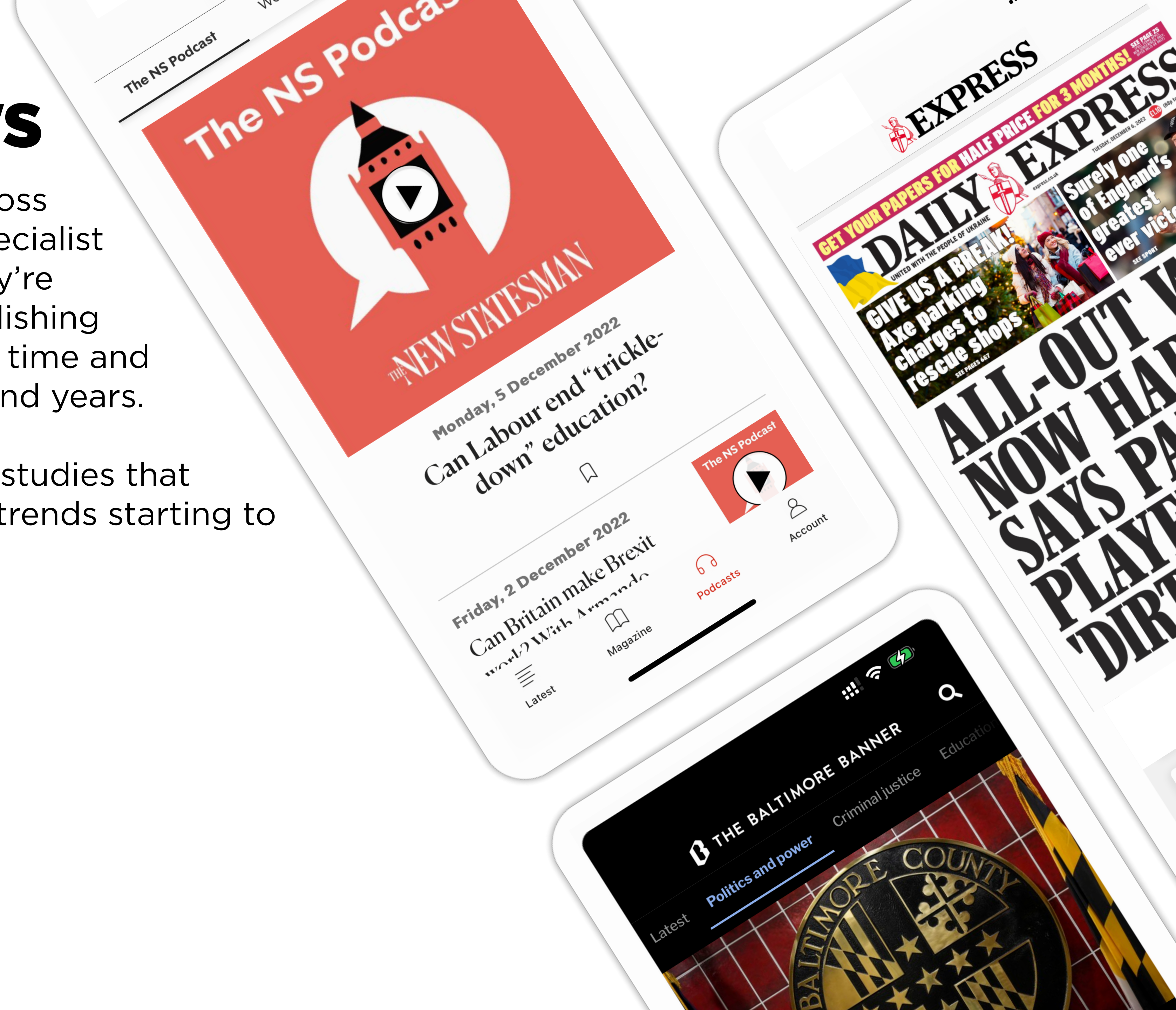
When designing products for mobile, phones are rightly the starting point, but it's important to consider the other screens that may be in your readers' hands.

Tablet usage, while still a small percentage of total usage is still important, particularly with consumer media, so it's vital to design both your apps and your content with that in mind. Not only that, but given the popularity of keyboards on tablets, landscape designs are also important to factor in..

The interviews

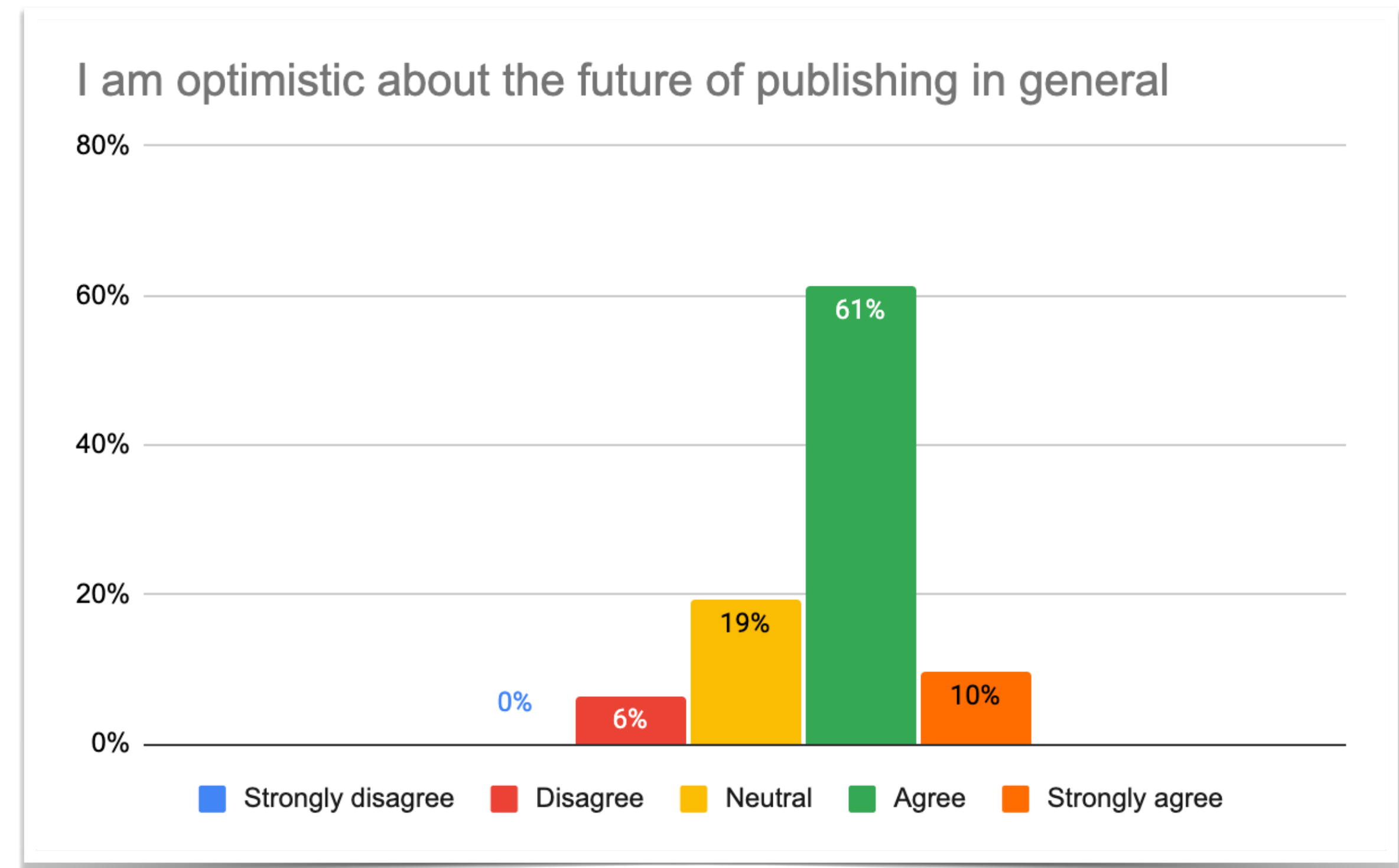
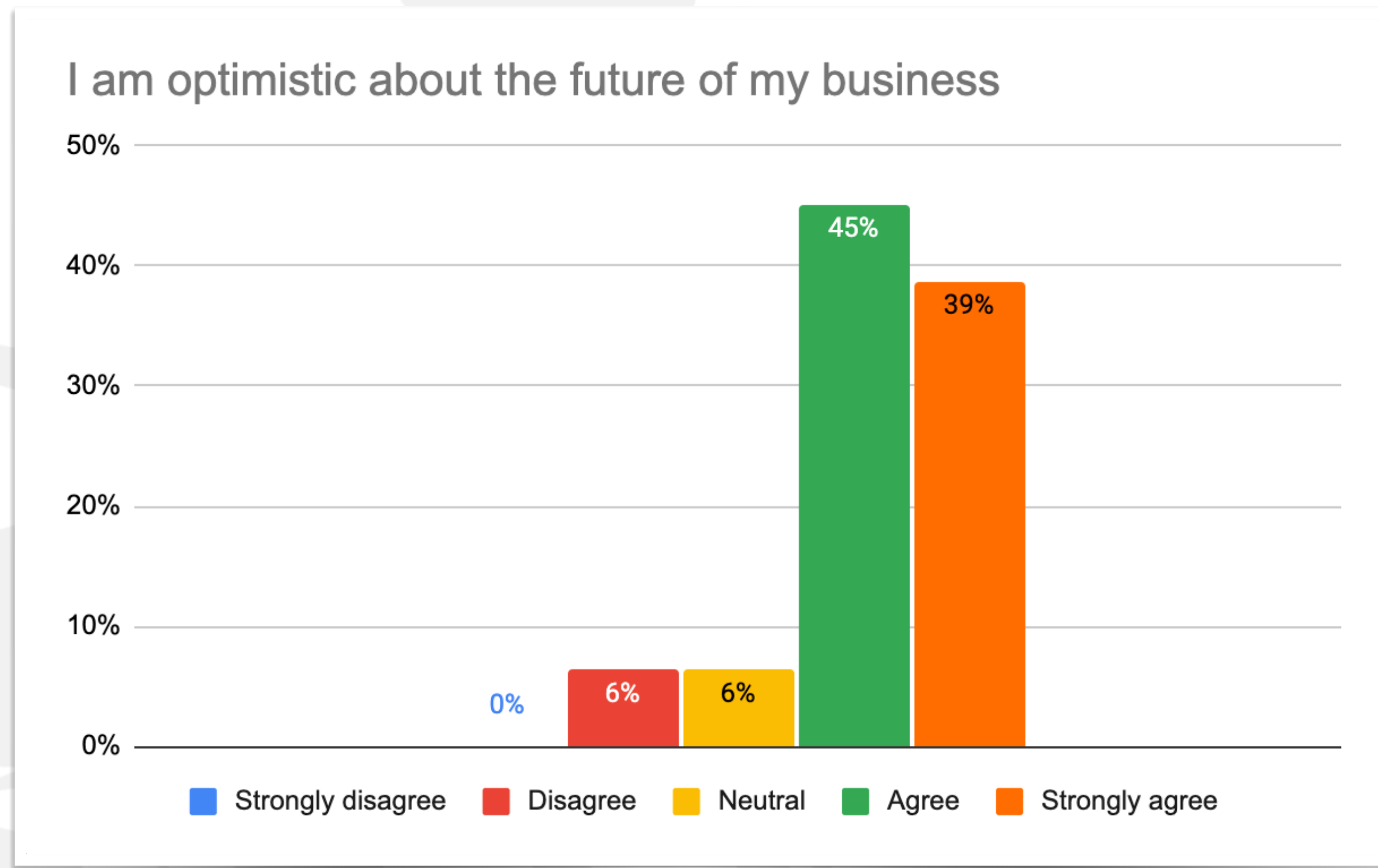
We interviewed senior execs across a mix of news, consumer and specialist media to get a sense of how they're thinking about the future of publishing and where they're focusing their time and effort over the coming months and years.

We've also thrown in a few case studies that nicely illustrate some of the key trends starting to emerge across the industry



There's optimism about the future

Nearly everyone has a positive outlook, and everyone is more optimistic about their own business than the rest of the industry*



*Possibly in the same way that most drivers consider themselves better than average...?

Growing digital audiences are driving revenue

Strong brands and new products are increasing revenue across digital platforms

- The media leaders we spoke to are confident that their strong brands supported by stable subscriber bases would keep them growing in the years to come.
- The pandemic drove growth for publishers, which they are looking to build on. It is a reason that increasing retention was viewed as the second biggest challenge they said they face, right after growing subscriptions.
- They are seeing growth across all of their digital channels including email newsletters, websites and apps, and they have diversified business models that allow them to translate that attention into revenue.
- Analysts following the newspaper industry were less optimistic, predicting a challenging environment for newspaper publishers for the next two years.

In their own words: Why are they optimistic?

...the opportunities in digital media, news media analysts are more pessimistic.

“We’re investing in talent and tools and resources. Usually newsrooms are shrinking and downgrading to cheaper tools. Our leadership gets it – they’re very audience-obsessed and digitally savvy and, I think, doing exactly what we need to do in 2022 and beyond.”

“We have a great set of brands. We have a great set of people, and there is change, which means that there is opportunity.”

“Hardship creates opportunity, we just have to keep moving fast to try new content ideas by platform to delight our app users, social followers, site visitors and magazine readers.”

“Digital channels offer great opportunities for high quality, personalised content and superb data capture opportunities, and there is still a place for print.”

“Basically, I think the economic downturn for the next two years will hit media kind of hard.”

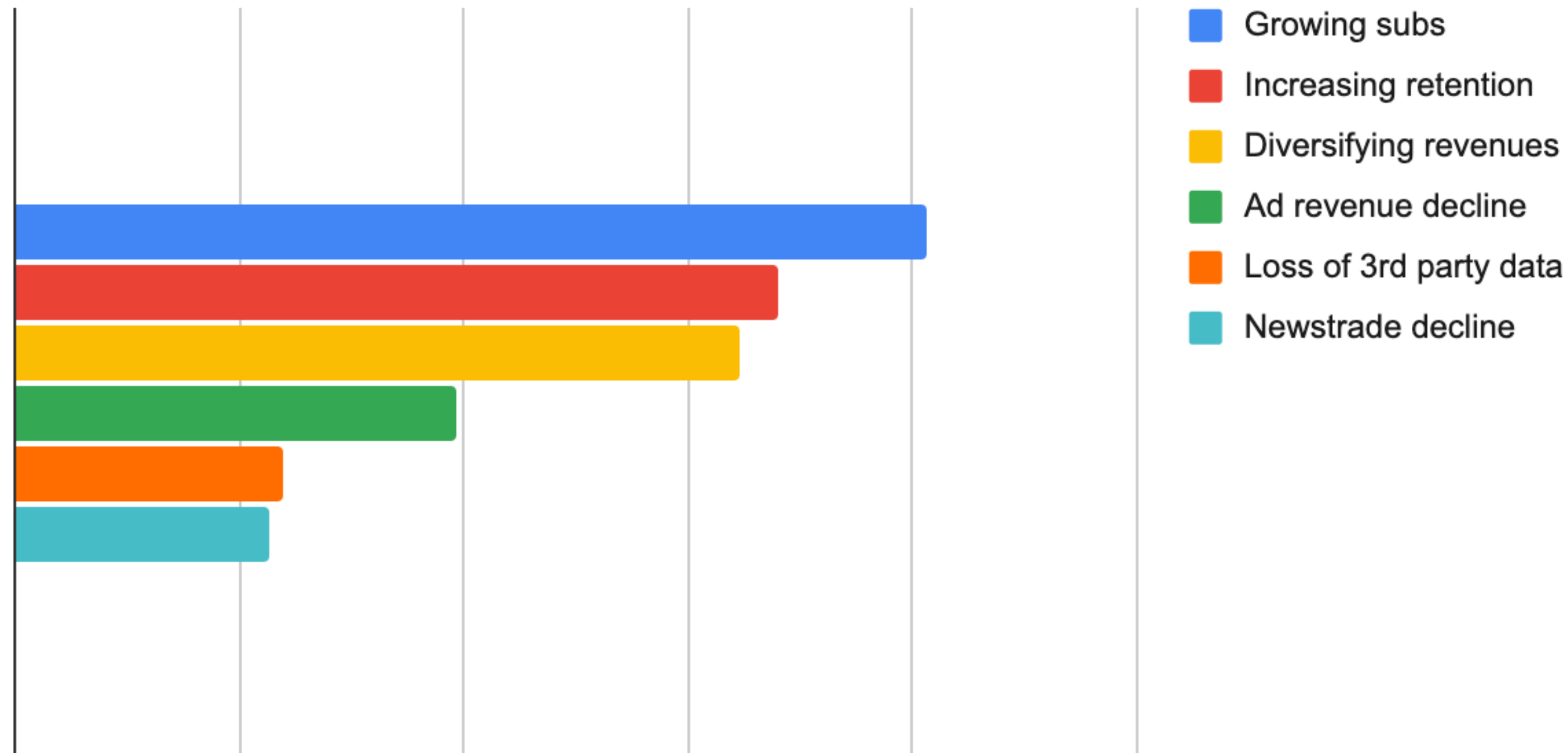
“Newspapers and their sites face a tough haul for the next several years.”

“We have a clear sense of purpose in modernising a traditional organisation: It is digital products and investing in digital staff and people with digital skills and experience.”

Growing subscriptions is the biggest challenge

But retention was a close second

Rank the following in terms of the importance of the challenges that you are facing right now



All of the media leaders we spoke to employ subscriptions and other forms of reader revenue including single edition purchases via their apps or voluntary payments as a source of revenue.

Thus, they are focused on growing subscriptions and retaining current subscribers.

However, they are also looking to diversify their revenues as they look for their next sources of growth and also to build resilience in their businesses.

What other challenges are they facing?

Inflation, attracting talent and Google top the list

“Content diversification in terms of setting up non-news verticals because the news fatigue is setting in and people are fed up with news and would rather read something else like family-related content, cooking, games...”

“Google has become our biggest competitor. 65% of people never click from a google search. We need to find new models to acquire readers and reduce reliance on Google.”

“Recruitment (and) inflationary pressure on cost base.”

“Both price of paper and delivery are rising and predicted to keep rising. It’s not sustainable, and you can say that in a number of different ways - financially and environmentally. That’s why we are looking at digital solutions like the fantastic Puggpig app.”

“The challenge of finding good people, retaining good people, finding solutions, finding the right technologies, that is universal.”

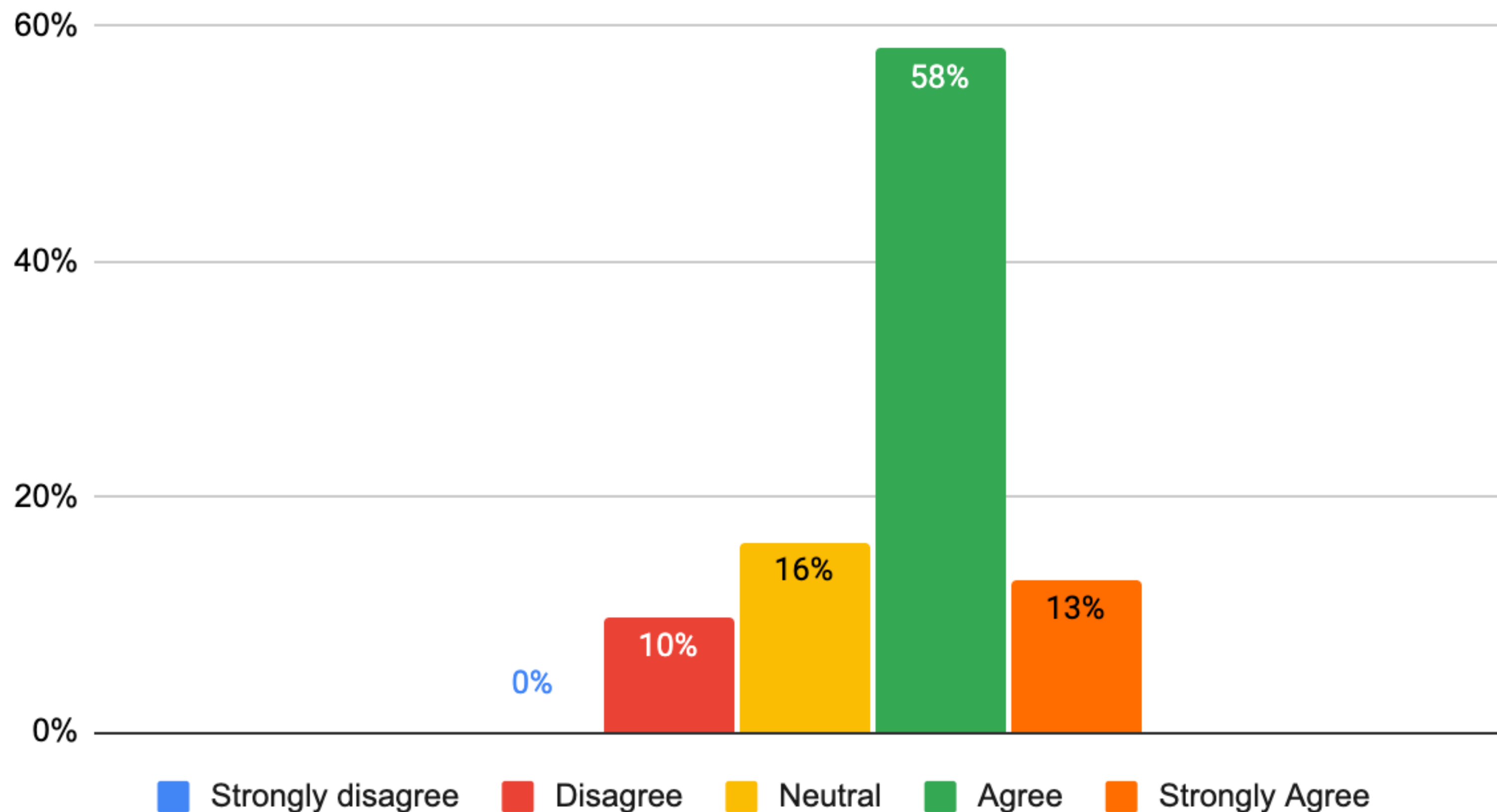
“The challenge is about prioritisation. ... There is no shortage of things to try to do. It’s just about trying to make sure that you’re investing your time and energy in the right places.”

“The other challengers are about retaining talent and trust. Publishing has become much more about star talent. It’s a real pinch point for publishers because the rewards are often elsewhere... stars are the real attraction for subscribers.”

General sense that we're prepared for the future

71% agree that they have the tools to meet the challenges ahead

I am confident that we are prepared to meet these challenges

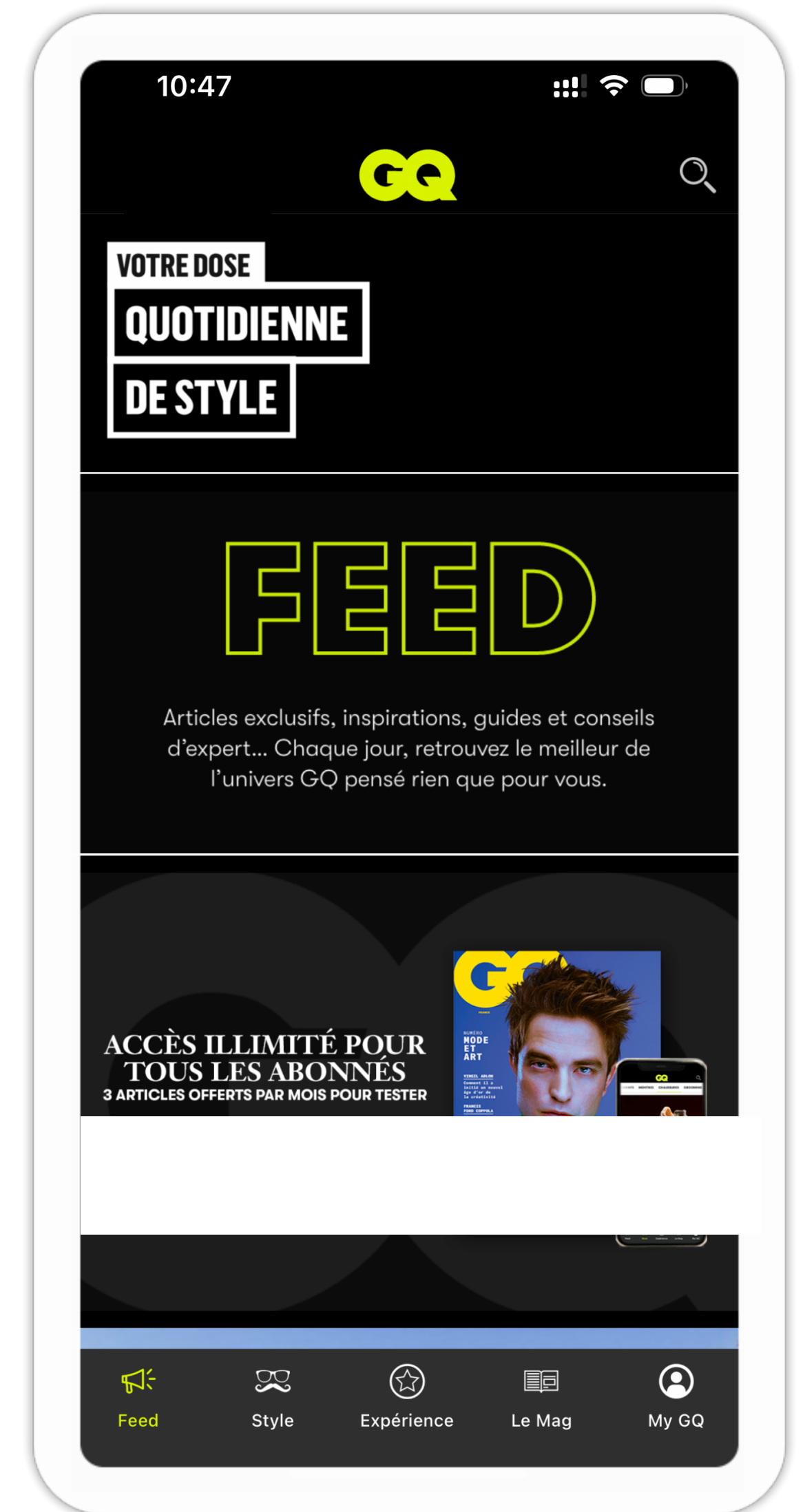
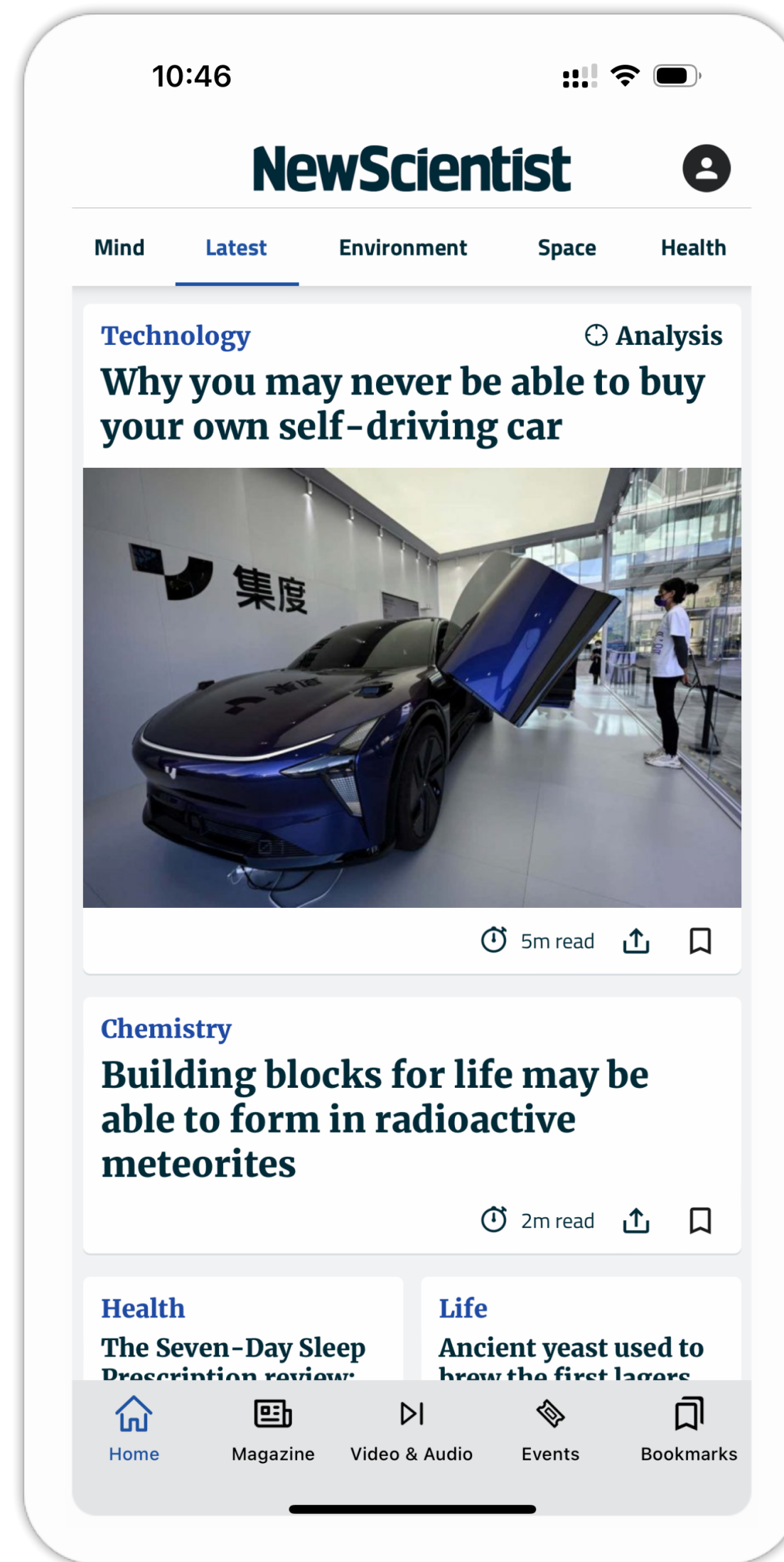


While it might seem paradoxical, some leaders said that rising costs were convincing their audiences to transition to digital, which was supporting digital transformation of their organisations.

They are also positive about the ability of their new products to contribute additional revenue and the rebound in revenue from events.

Moreover, leaders like Dávid Tvrdoň of [SME.sk](#) said that he had successful models to base strategies on and product testing had become easier. “You can experiment and A/B test much easier than you could five years ago,” he said.

Innovation



Publishers' innovation roadmap for 2023

Not VR or NFTs. Publishers are focused on personalisation and social video

We asked publishing leaders what comes next. Where were they looking to innovate and what tech projects were they working on for 2023?

Their plans are simple and clear. They are focused on personalisation or customisation and social video.

Meta will be disappointed that no publisher that we've spoken to has been interested in AR/VR or the metaverse.

And they also aren't interested in NFTs. "Many people tried them but will not be doing them again," said Nic Newman with the Reuters Institute for the Study of Journalism at Oxford.

Media leaders spoke about a number of different personalisation approaches:

- Automated recommendations and automated front pages that rely on artificial intelligence.
- Content that is tailored to specific audience segments, either on the site, in the app, via a newsletter or push notification.
- Many respondents spoke of segmented, multi-variant newsletters.
- Content that is personalised based on users' previous activity or expressed interests.

Innovation in 2023: Golf Digest and personalisation

We have seen a lot of change on our end with growth over the past two and a half years. A lot of people have taken up golf in particular, especially young people ... all of the sudden because of the pandemic, it was a safe sport. It brought down the barrier to entry.

“Every golfer or person has their thing. Some people are course nerds. Some people are into equipment.

How do we capture that consumer and customise the experience? How do we show them that we’re proficient in the area that they are passionate about? Do we send them a newsletter about instruction videos or in-the-moment updates about the tour? Or do we personalise the content circulation? How do we personalise the passion area for each of our consumers with the ultimate goal of converting them to paid subscribers?”

Amy Hartford, Golf Digest



Case Study: The PinkUn

Serving a passionate audience with a niche app

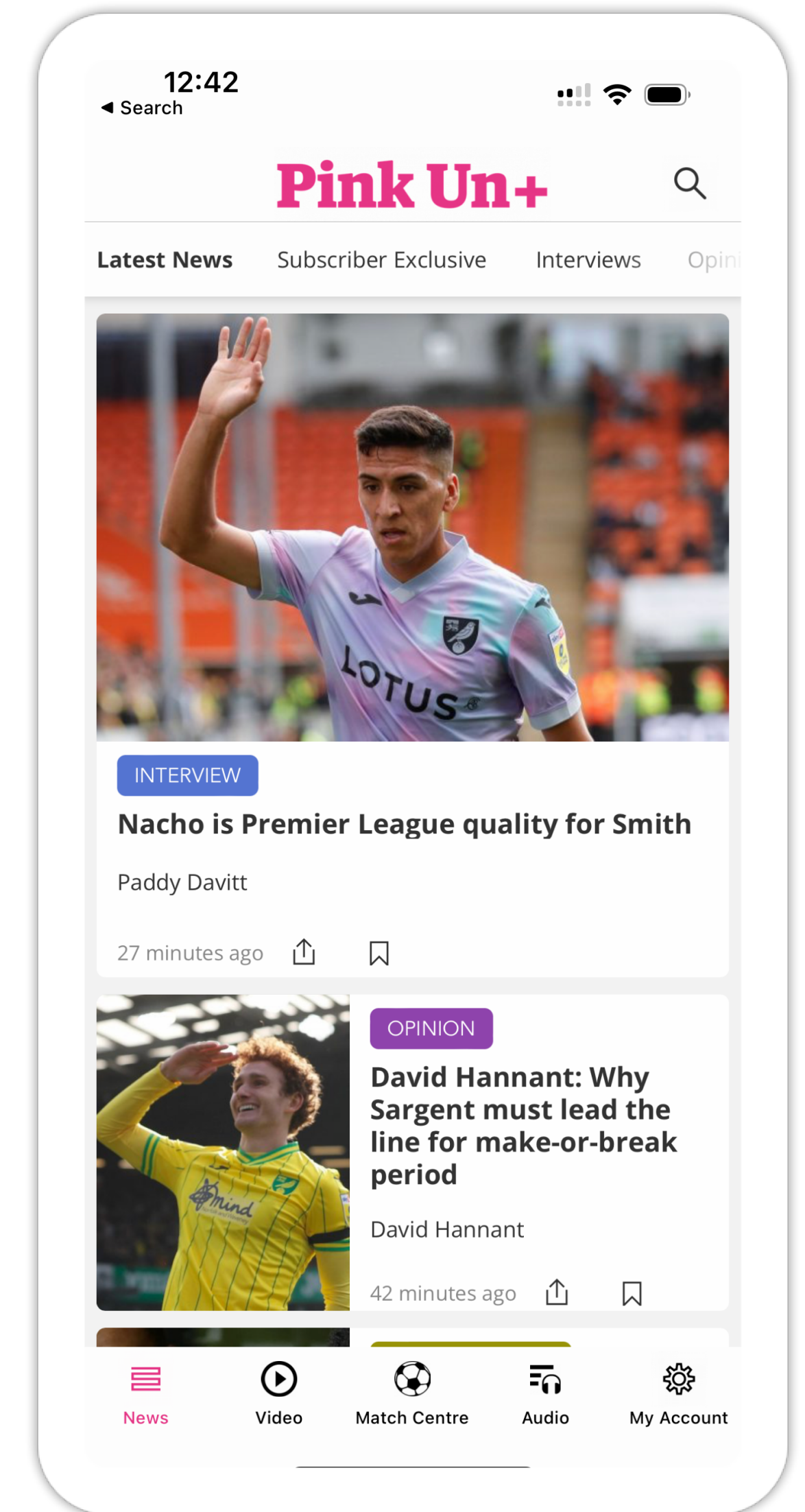
The Challenge

- The Pink Un began as part of two Archant titles, the Eastern Daily Press and Norwich News, covering Norwich City F.C.
- The young, passionate editorial team was producing audio and video for social media. The challenge was how to monetise that content when they were posting it on channels, such as social, that deliver little revenue.
- It had a strong brand and a massive audience but had no direct method of monetisation, just indirect revenue from advertising, YouTube and supporting the papers' subscription models.

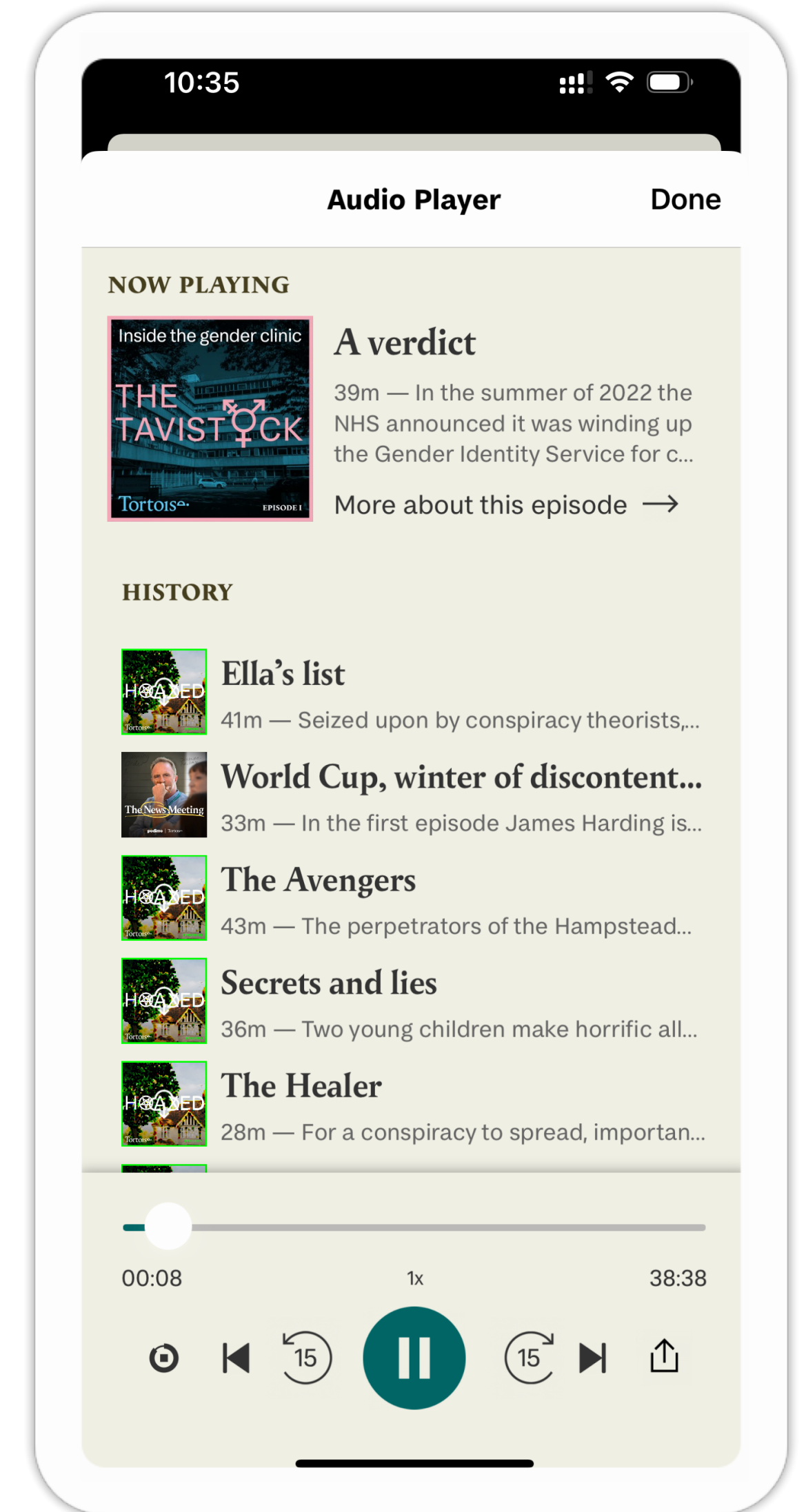
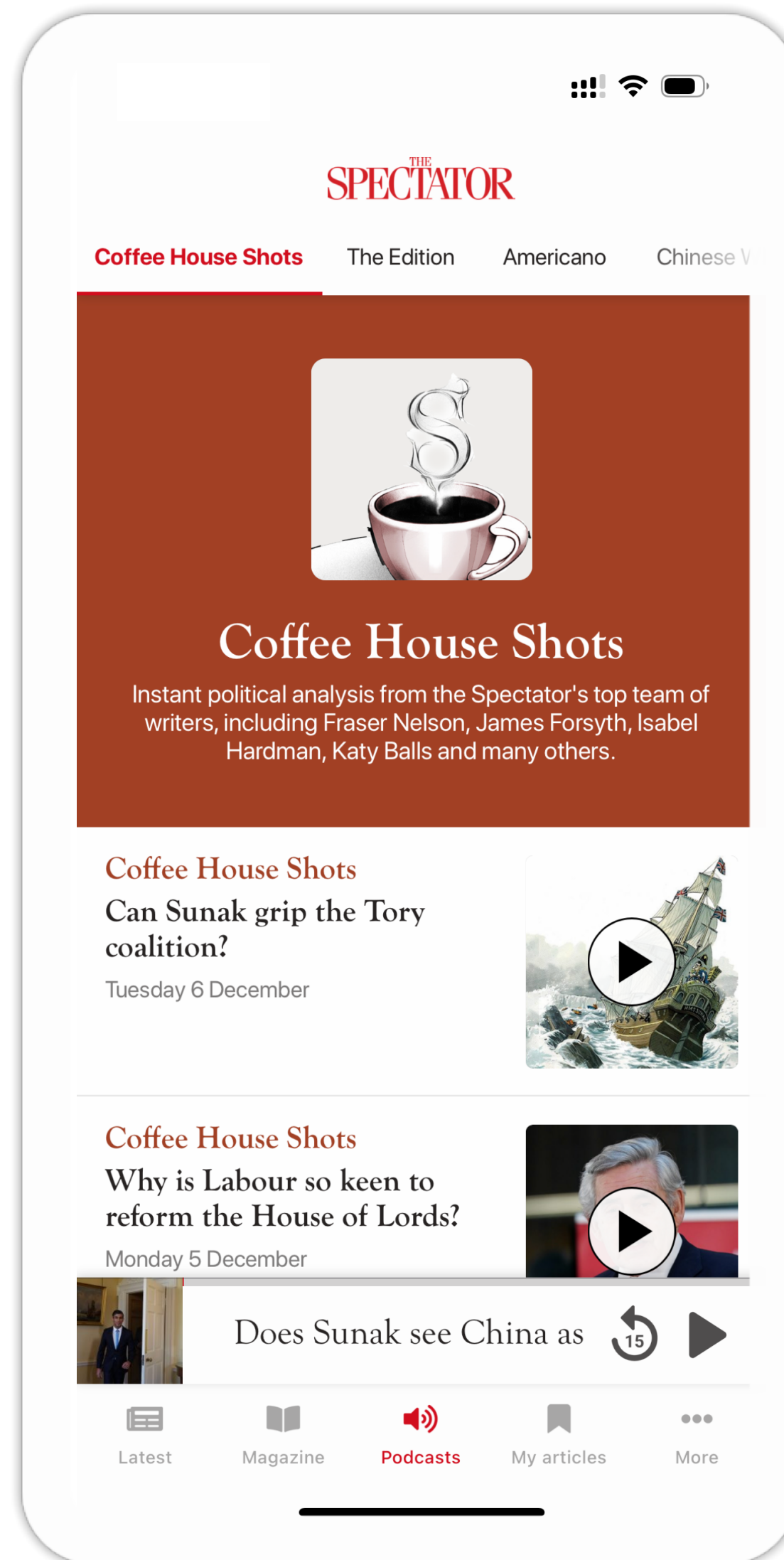
The team decided an app was the best way forward to generate revenue from this strong brand with a dedicated group of followers. The app was conceived, designed and launched over four months in autumn 2021.

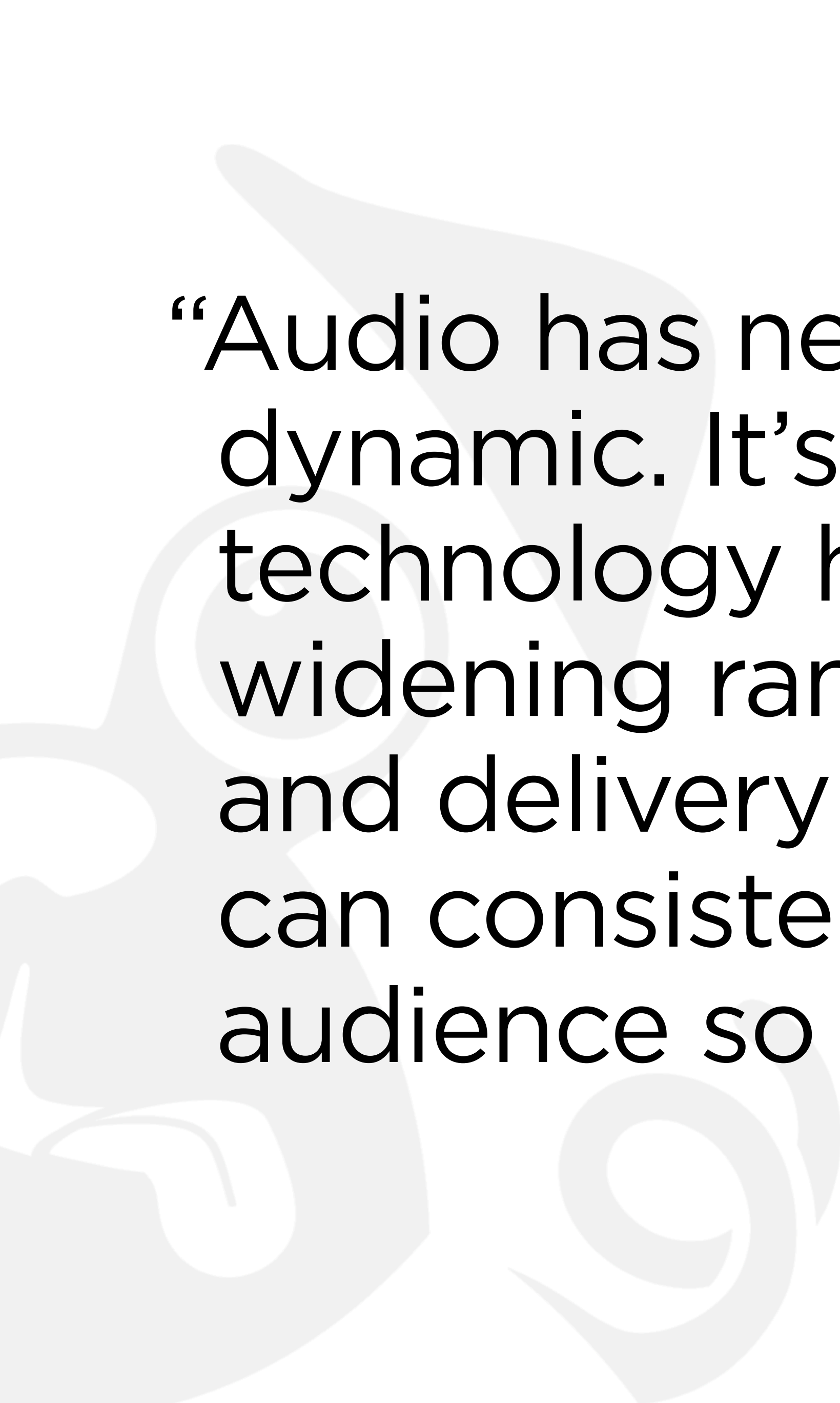
Facts + Figures

- The most highly engaged app on the Puggig platform with over 48 sessions per user per month
- 82% trial-to-paid subscription conversion in app since launch.
- Initial subscriptions volume target was achieved within 3 months of launch, which was well ahead of projected schedule.
- Consistent month-over-month subscriber growth with extremely low churn.



The Opportunity with Audio



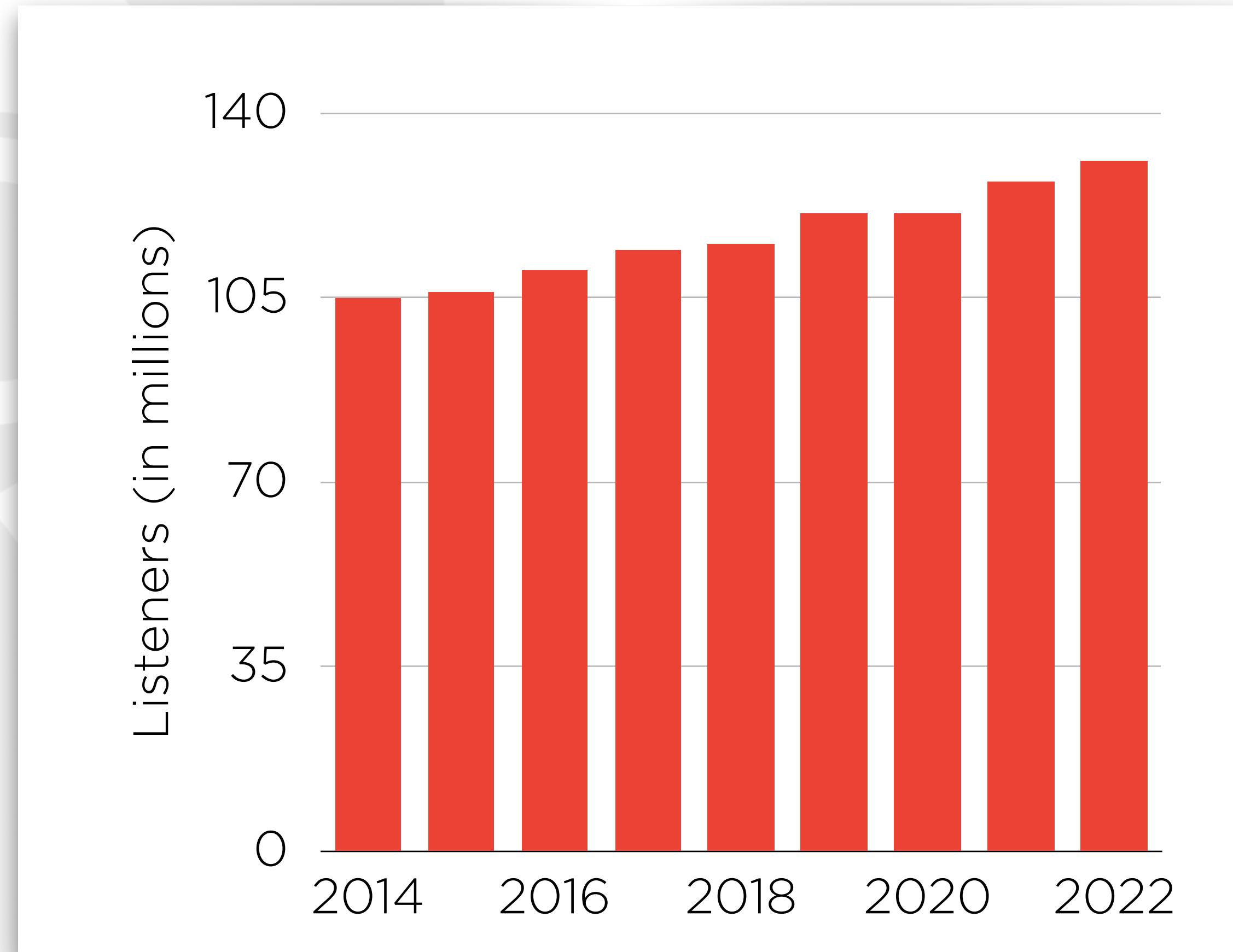


“Audio has never been so diverse and dynamic. It’s continued to grow as technology has evolved with an ever widening range of revenue models, content and delivery systems. It’s also proving that it can consistently capture the younger audience so desired by advertisers.”

Brett Spencer, digital audio consultant

Spoken Word Audio listening is growing

In the US, there has been steady growth over the last eight years.

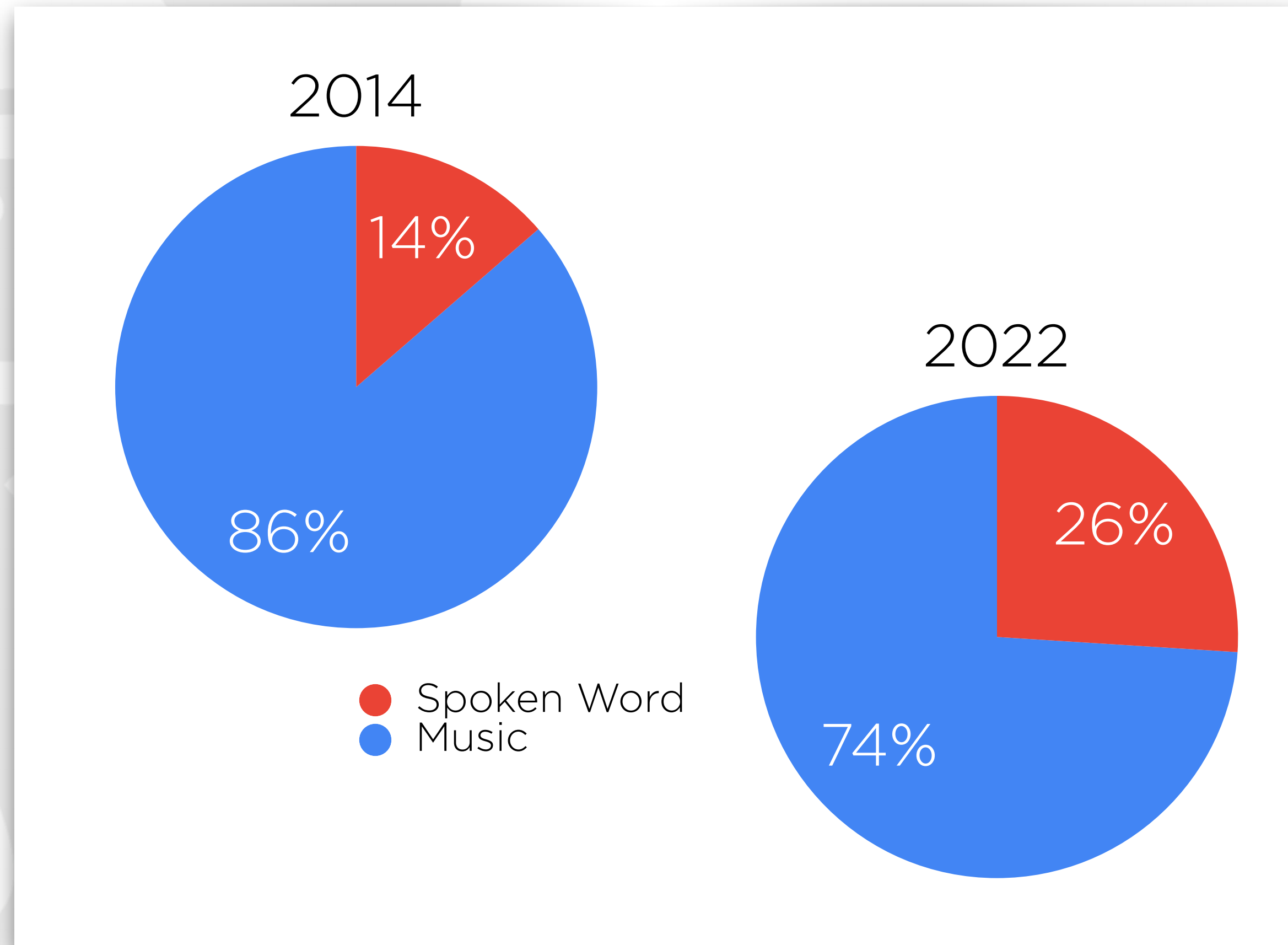


NPR and Edison Research looked at the share of audio listening between music and spoken word audio, which includes news, sports, talk/personalities and audiobooks.

The number of people listening to spoken word audio has increased by 26 m people since 2014, from 105 m to 113 m listeners.

But what is really striking is how younger audiences have been a major driver of this growth in listening to spoken word audio.

Young people are listening to more spoken word audio



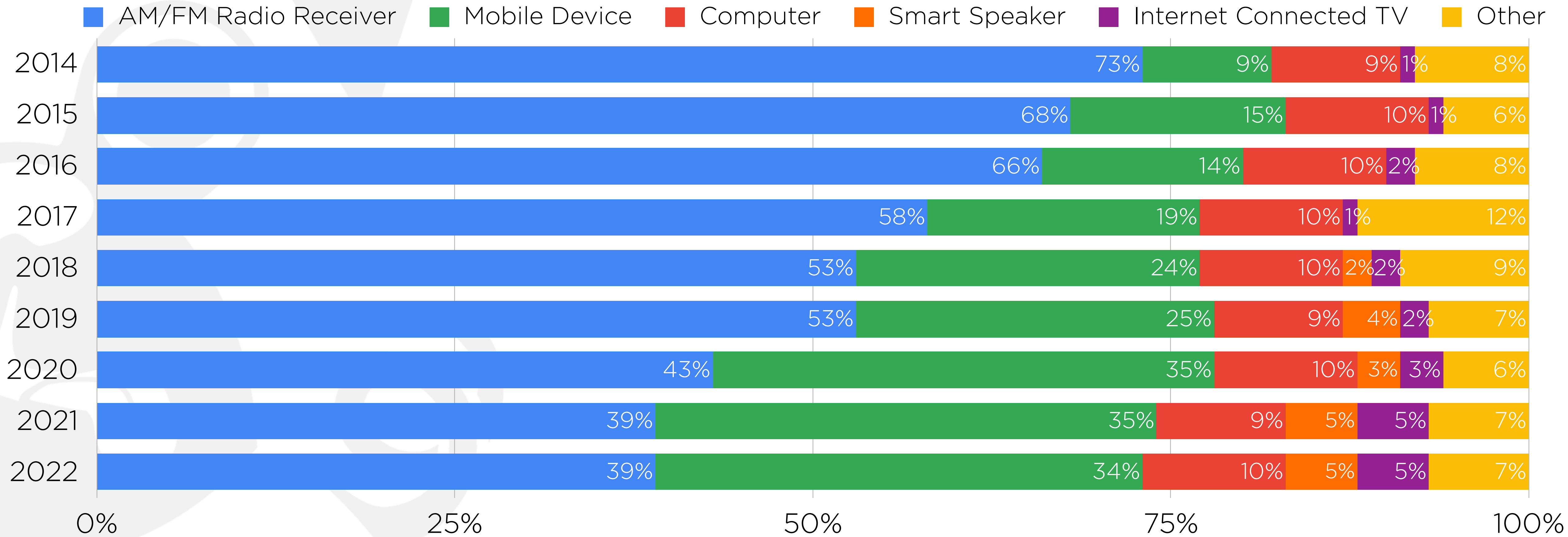
Young people listen to a lot of music, but their listening habits have shifted in the past seven years.

Amongst audiences 13-34, time spent listening to audio as share of all listening time spent increased by 117% between 2014 and 2022.

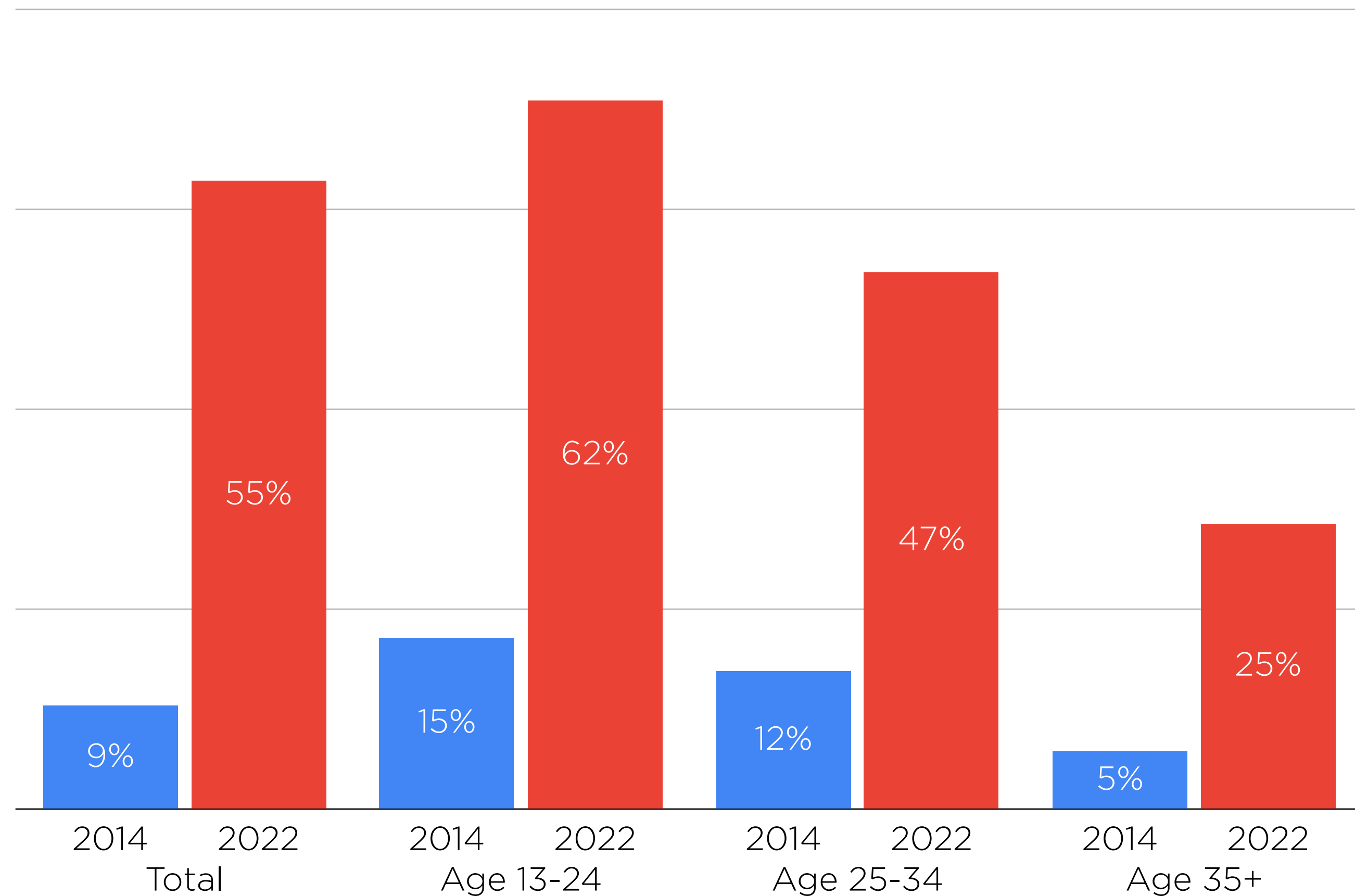
Moreover, young people are key drivers in a shift to mobile for listening.

The massive shift to mobile audio listening

Mobile listening almost quadrupled as a share of audio listening by device in the last eight years. Smart speaker growth has stalled.



Young people driving the shift to mobile listening

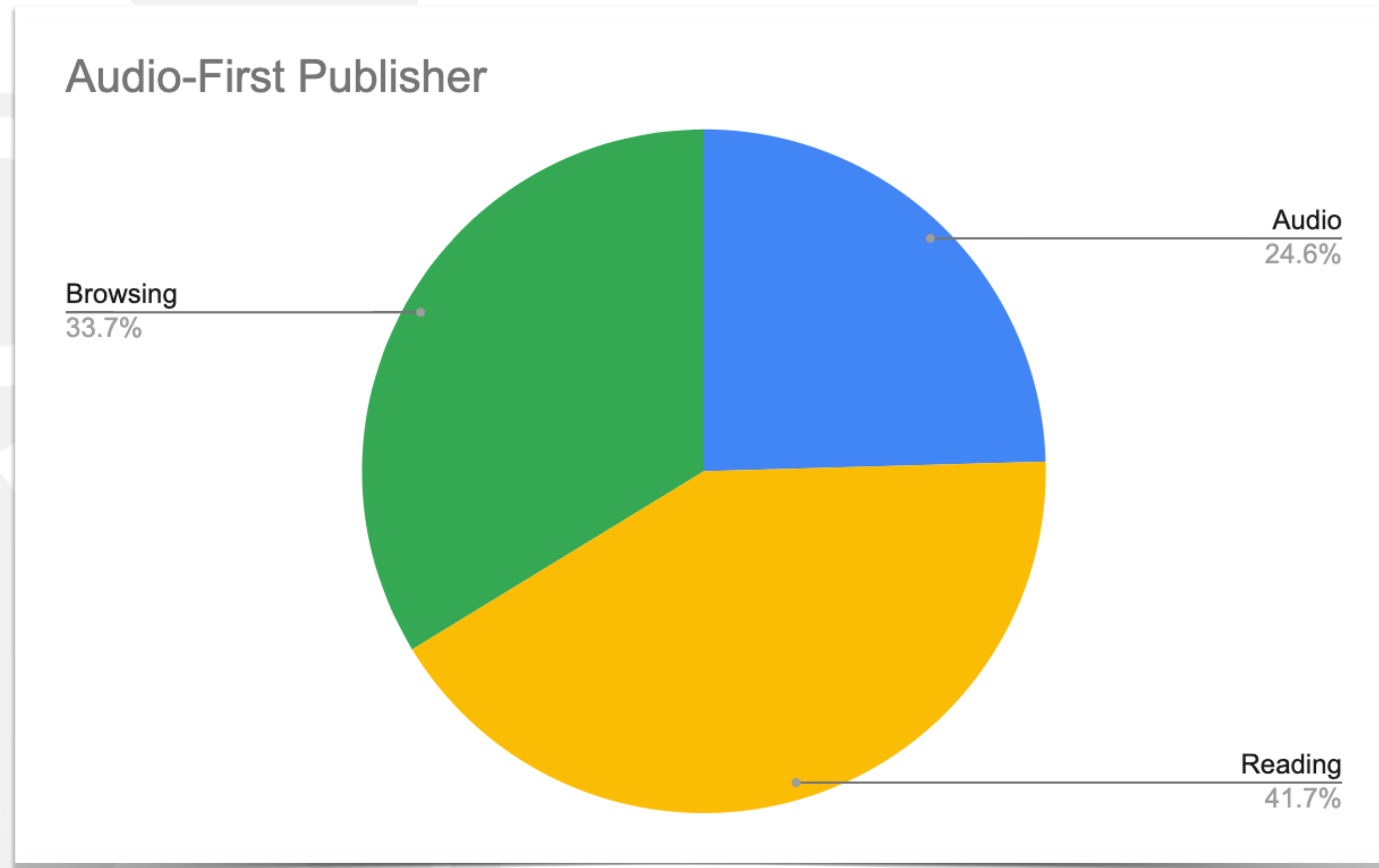


The shift in the share of time spent (%) listening to spoken word audio on a mobile device increased across all age groups, but it increased most dramatically amongst young listeners.

Audio on mobile can be an important part of your strategy to grow your audience and increase engagement especially amongst younger audiences.

In-app activities for an audio-first publisher

Almost a quarter of time spent in their Puggig app is with audio



Amongst Puggig apps, most time is currently spent browsing and reading articles with as few as 2-3% spent listening to audio.

However, this is starting to change with the increase of publishers adding audio articles and podcasts to their offering.

One audio-first publisher in particular, which has leaned heavily into podcasts, is seeing almost a quarter of time spent in the app listening to audio.

Case Study: Foreign Affairs

Building a new multimedia led app to increased engagement

The challenge

Foreign Affairs wanted to enhance their multimedia offering with an improved audio interface and a video offering.

They wanted a better way to highlight their events and they wanted to offer the bi-monthly edition in a digital friendly format, whilst still retaining the sense of completeness that comes with a magazine. Finally, they wanted to improve the audio experience, given podcasts, along with newsletters are a key piece of their retention strategy.

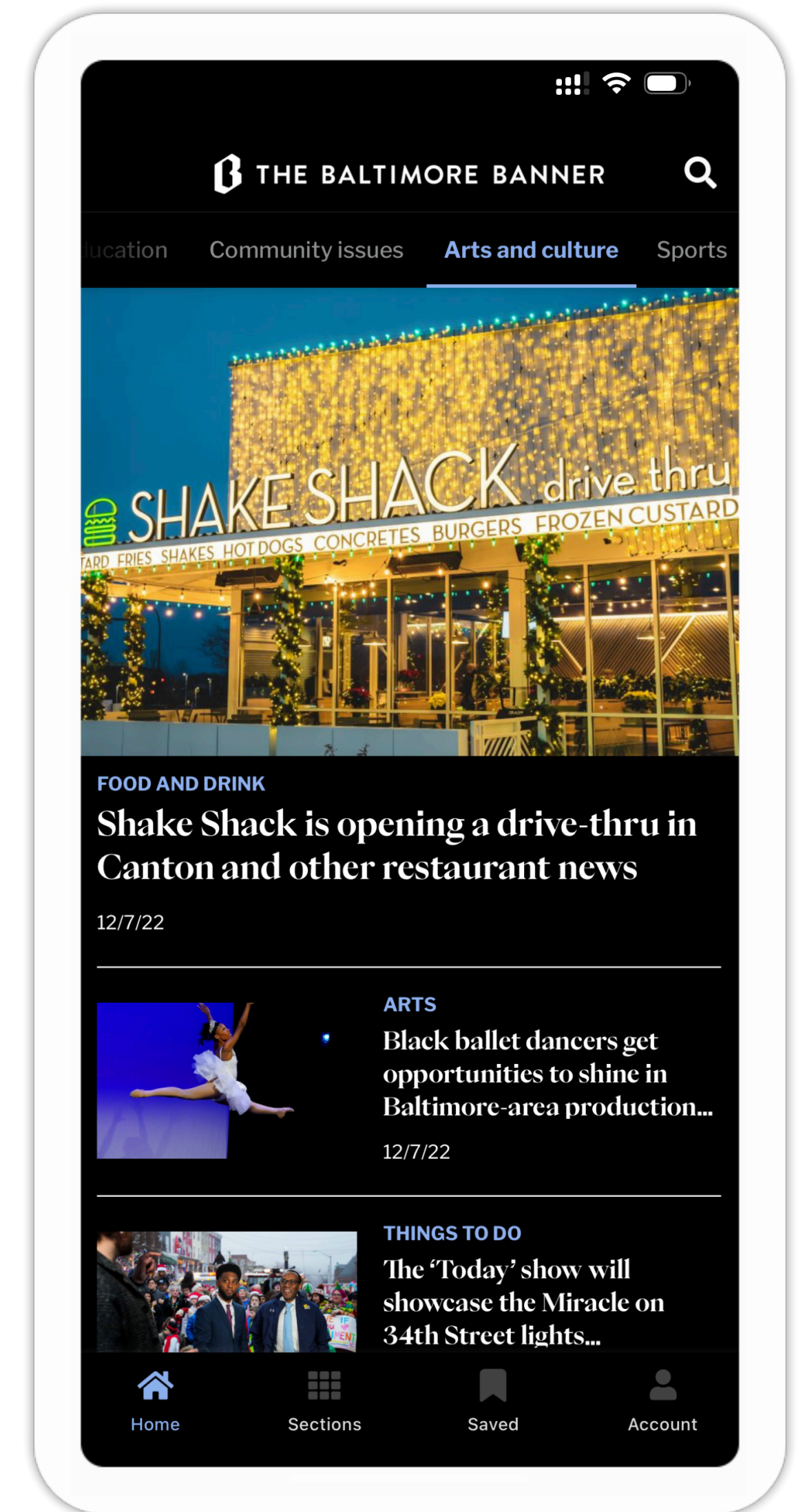
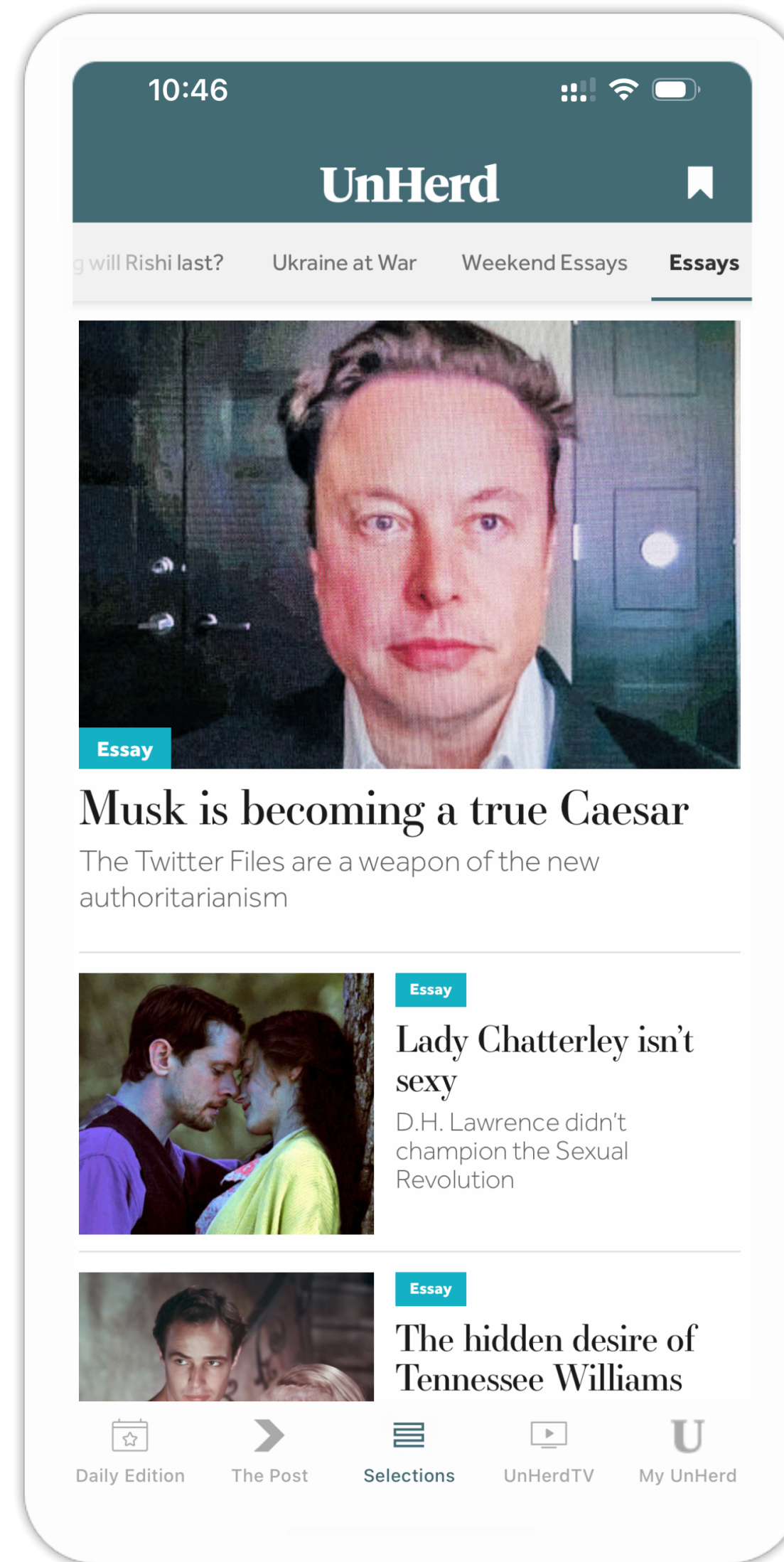
Team Puggig revamped and relaunched the Foreign Affairs app over 5 weeks in the summer of 2022.

Results

- Since the app relaunch, screen views are up by 39% and visits are up by 69%.
- In-app listening has more than doubled with the release of the new app. "That was our biggest objective, and we passed with flying colours," said Carlos A. Morales, Director, Digital Analytics and Audience Development at Foreign Affairs.
- The new app has accumulated 1,000 new reviews, 20% of all reviews since it first launched five years ago.
- In-app audio plays have increased by 224%.
- App ranking improved dramatically with the new app, moving from the top 125 apps in their category to the top 70, including days in which it ranked at 35.



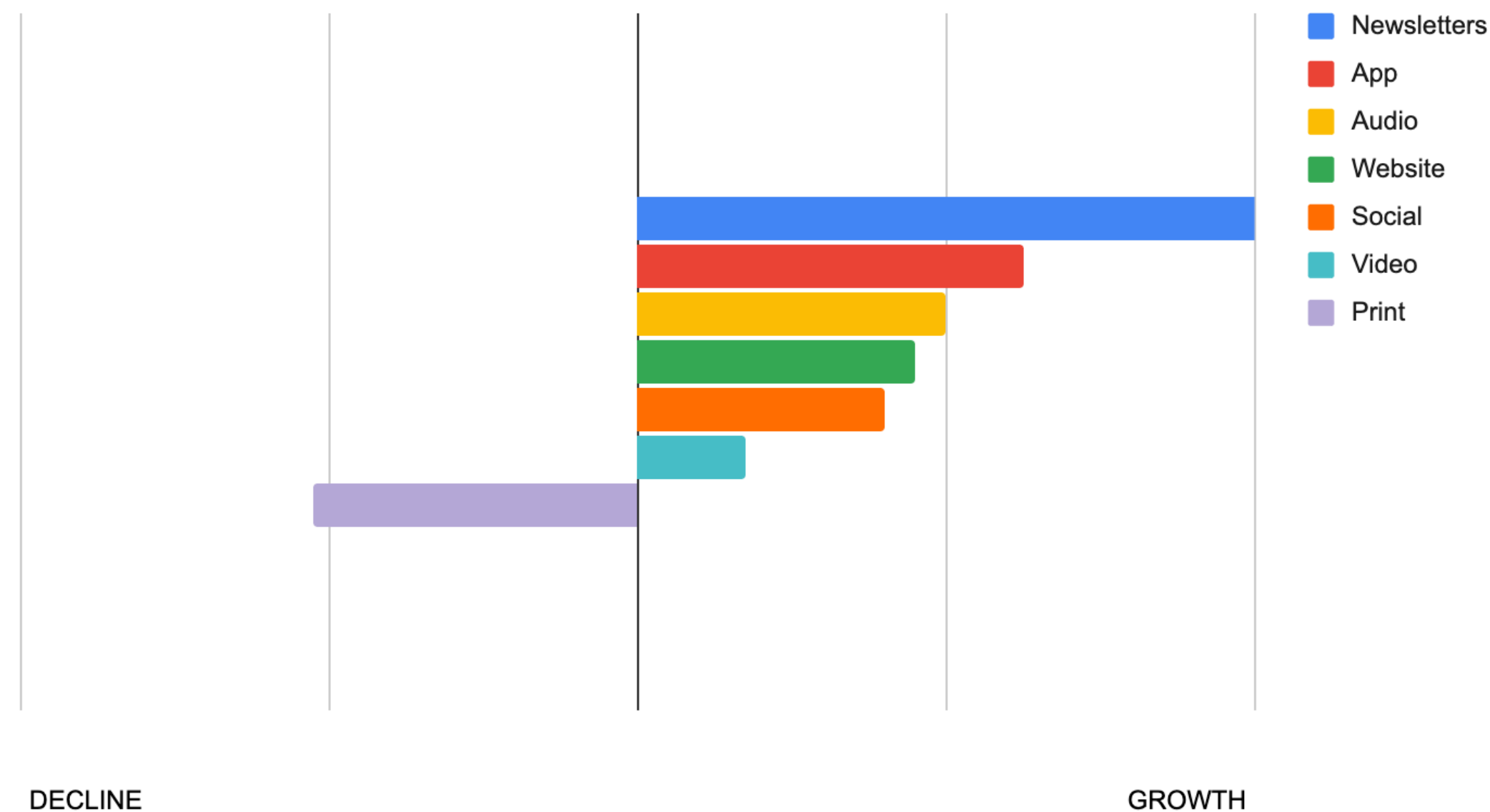
Outlook and priorities for publishers



Growth last year and next year

Weakness in print is expected to continue

Growth in last 12 months by channel

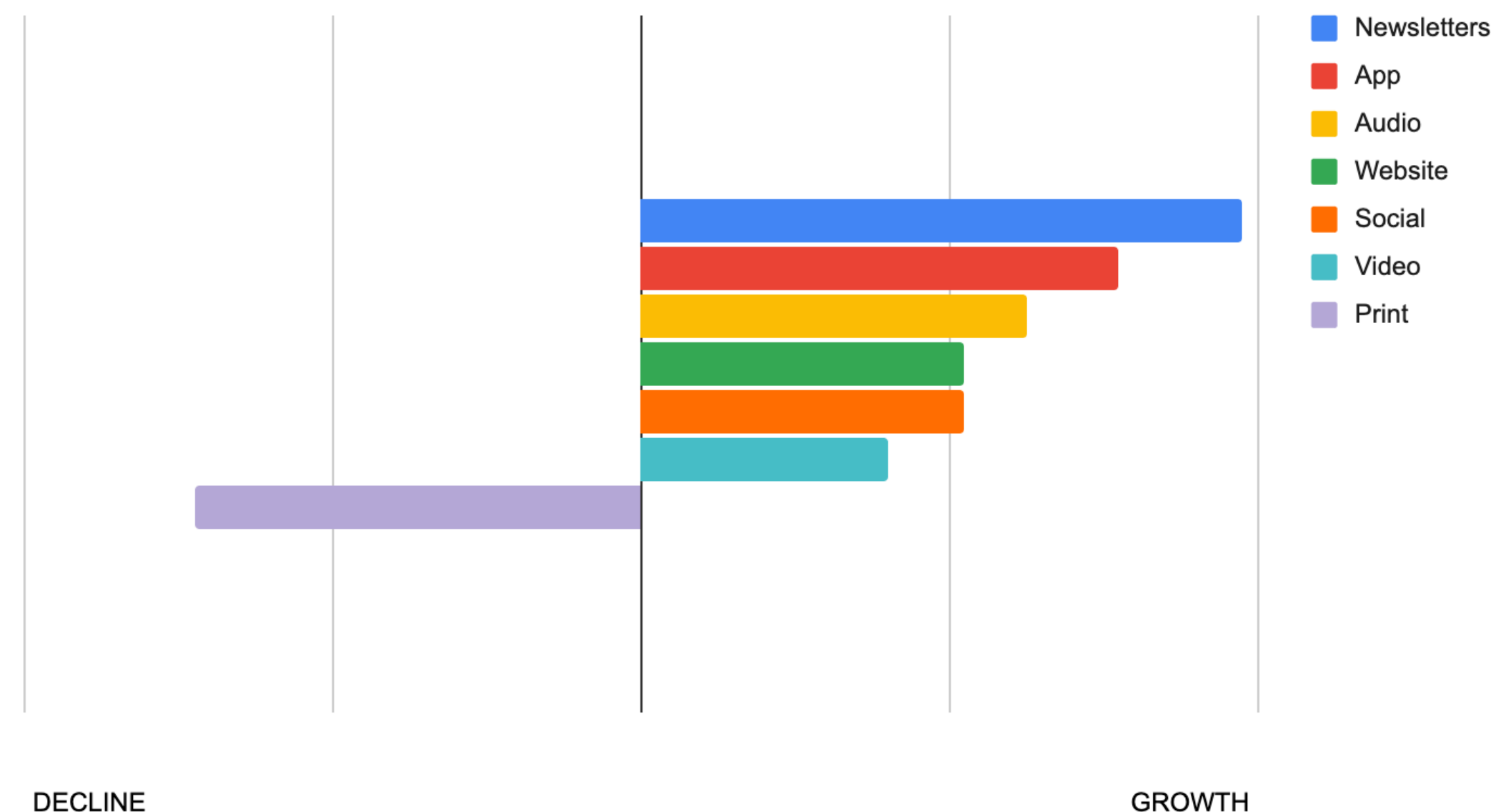


Those we surveyed saw apps as their second biggest source of growth last year and into next 12 months, and our case studies demonstrate growth in audiences and subscribers on apps.

Newsletters continue to be source of growth and organisational energy. In a [survey conducted by WAN-IFRA](#):

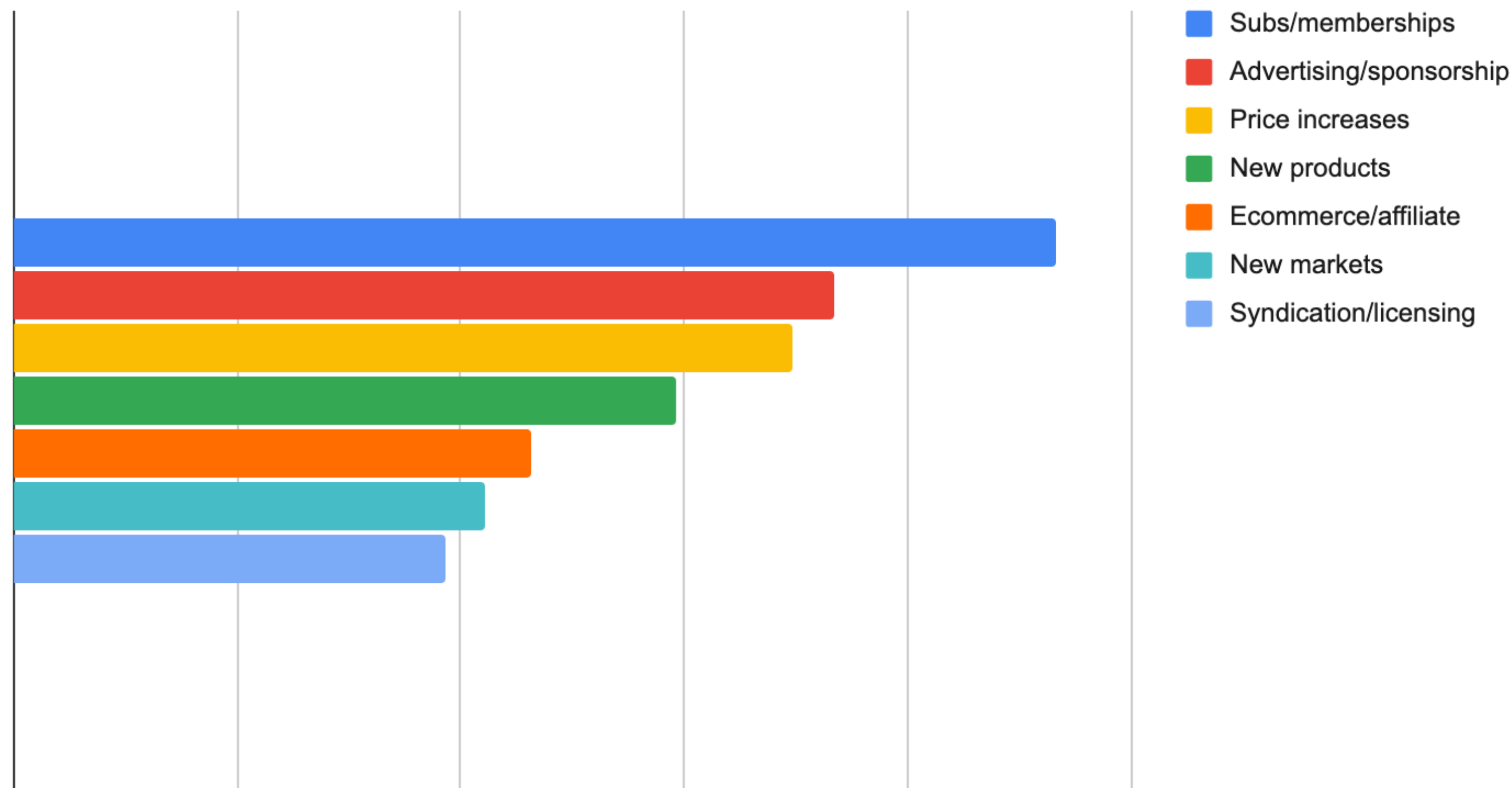
- 82% of publishers said that they planned to launch at least one new newsletter in 2022.
- 66% said they would launch 1-5.
- 12% were considering launching more than 10.

Expected growth in the next 12 months by channel



Subscriptions and memberships are expected to be the top revenue growth driver in 2023

Rank the following in terms of the expected growth in the coming year



Many of the media leaders we spoke to said subscriptions were the bedrock of their businesses.

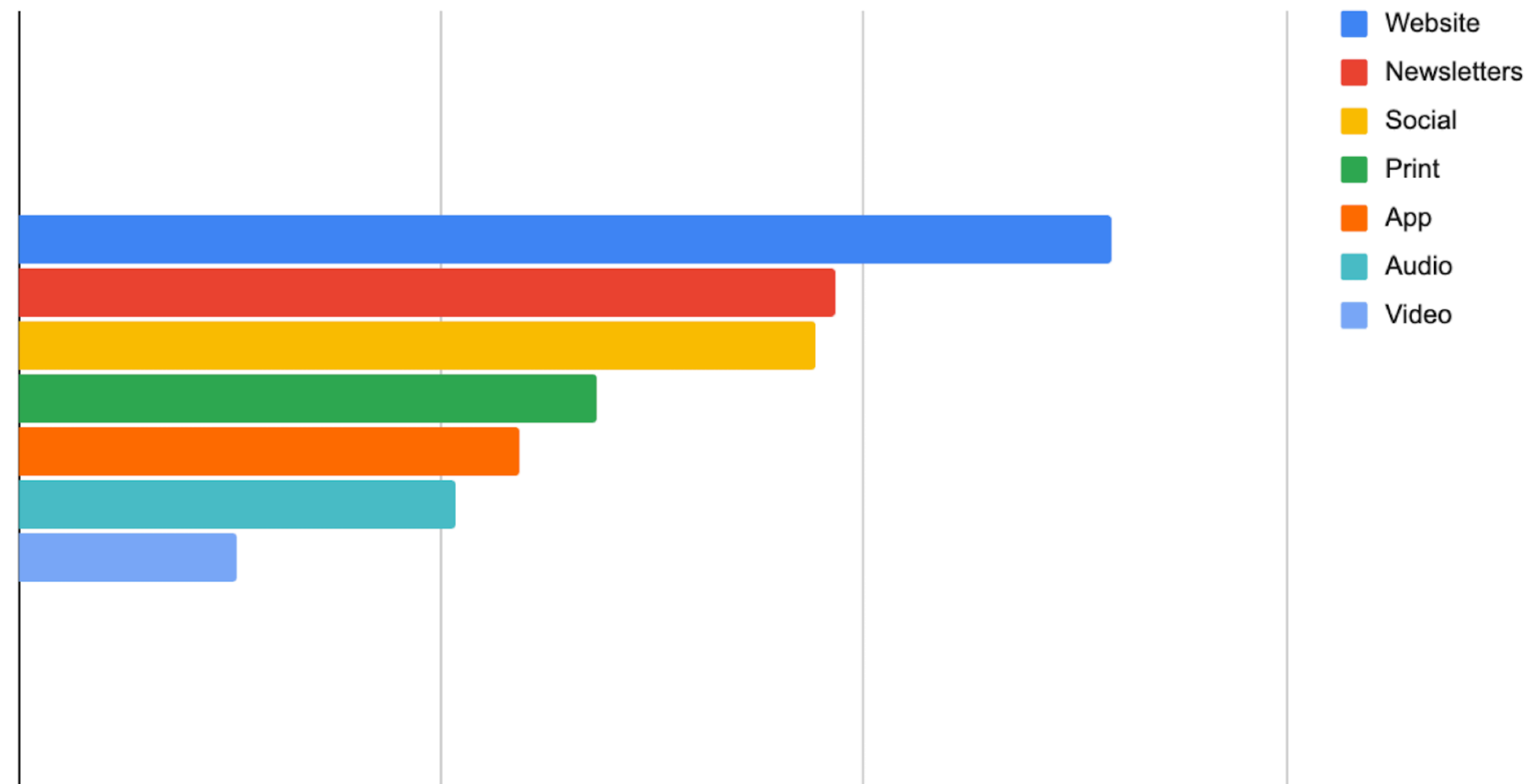
Publishers also see price increases not only as a source of growth but also as a way to address inflation, which is driving up the cost of print production and distribution.

However, we were challenged over assumptions that advertising was in decline. “We see many publishers actually growing ad revenue and hoping to accelerate this growth with new products based on first party data,” Greg Piechota, with INMA, said.

Websites still deliver the largest audiences

While apps deliver the most engaged

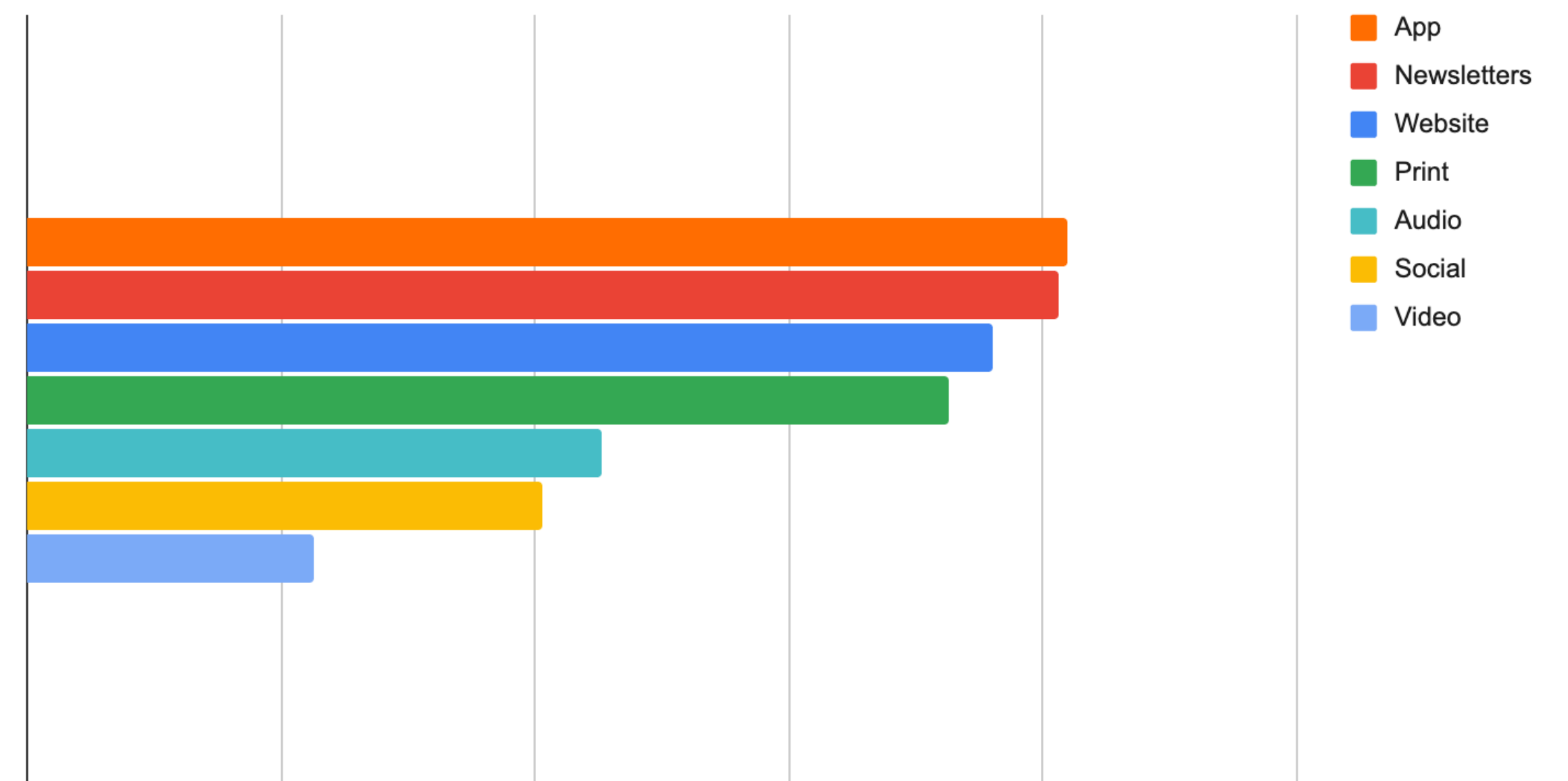
Rank the following channels in terms of size of audience



The media leaders we spoke to said that websites delivered the largest audiences but their apps delivered their most engaged audiences.

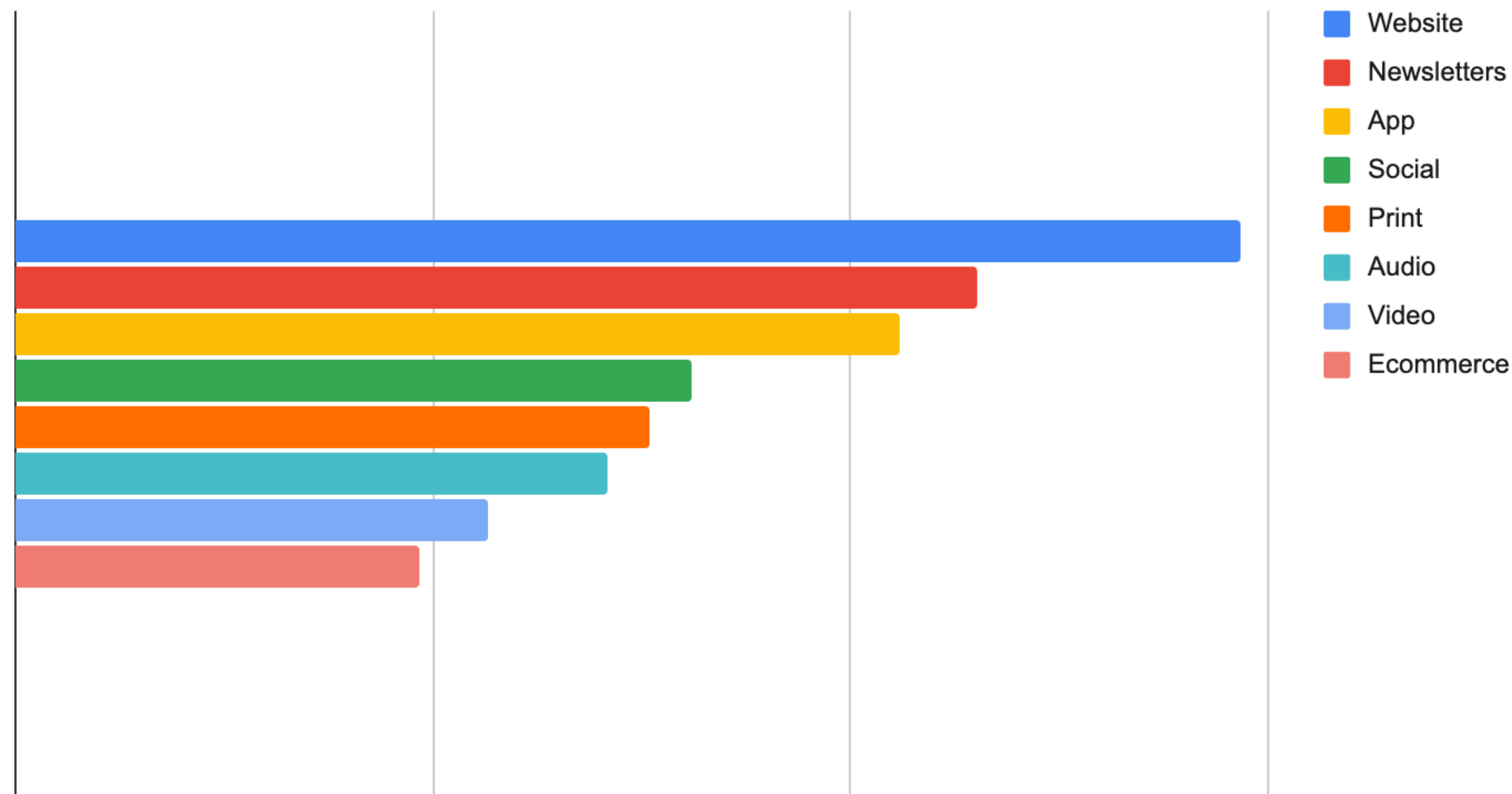
However, newsletters are key to their strategies as both a high volume and high engagement channel to drive conversion and support retention, two of their key goals in 2023.

Rank the following channels in terms of level of engagement



Media leaders' strategic focus is on digital channels

Rank the following in terms of strategic importance to your business

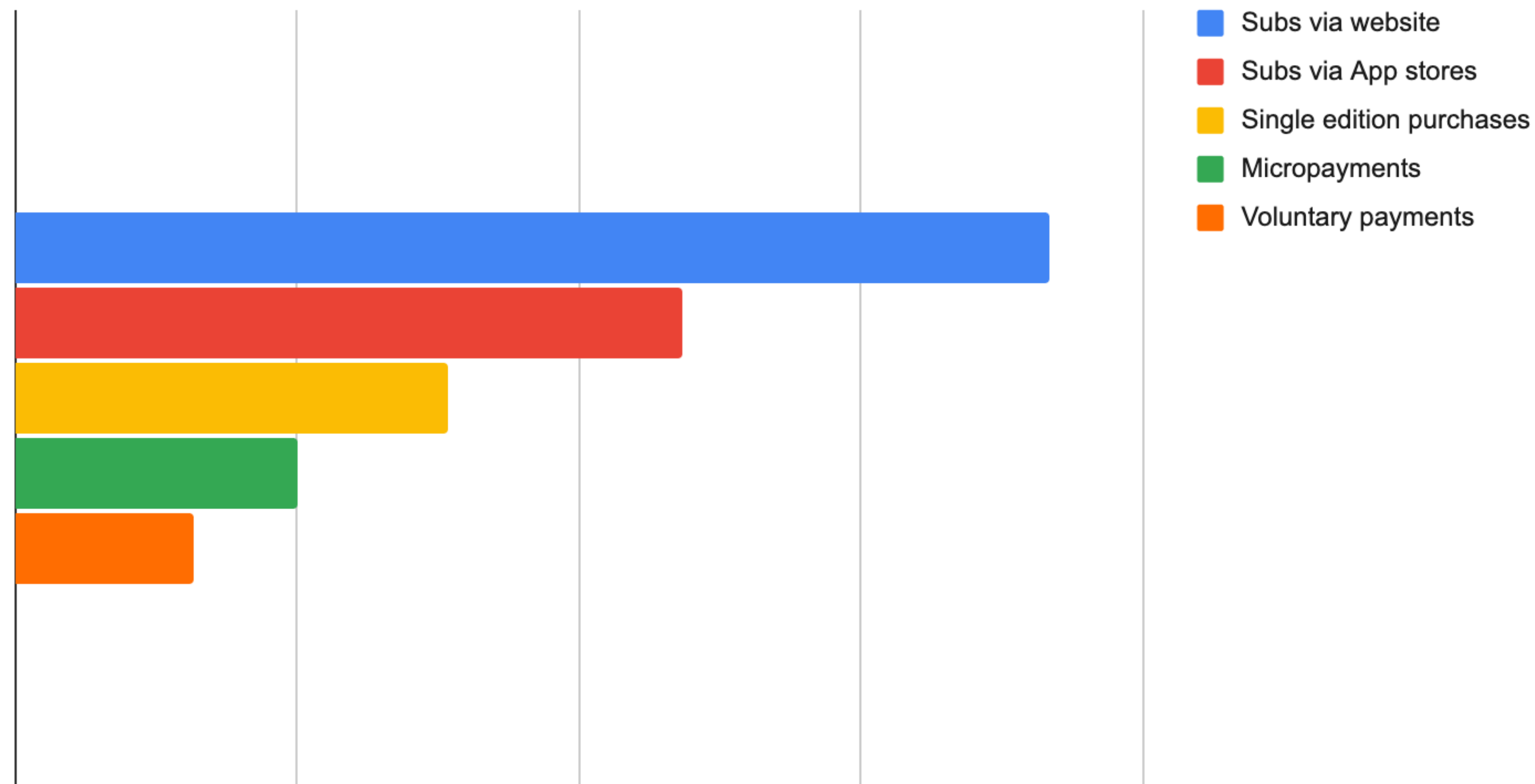


There's optimism about the opportunities that digital platforms and formats offered, which is why publishers are focusing on their websites, newsletters and their apps. Many said that their projects in 2023 would include a new CMS. The pandemic accelerated the adoption of digital habits amongst consumers, and they see inflation and the higher costs of print products as continuing those trends. For that reason, they are driving hard to deliver new digital products that use personalisation and popular formats like audio to drive subscriptions.

Subs via website rank as the most important payment channel

With subscriptions via app stores coming in second

Rank the following in terms of strategic importance



Almost all the publishers we spoke to have subscriptions and other forms of reader revenue including single edition purchases via their apps or voluntary payments.

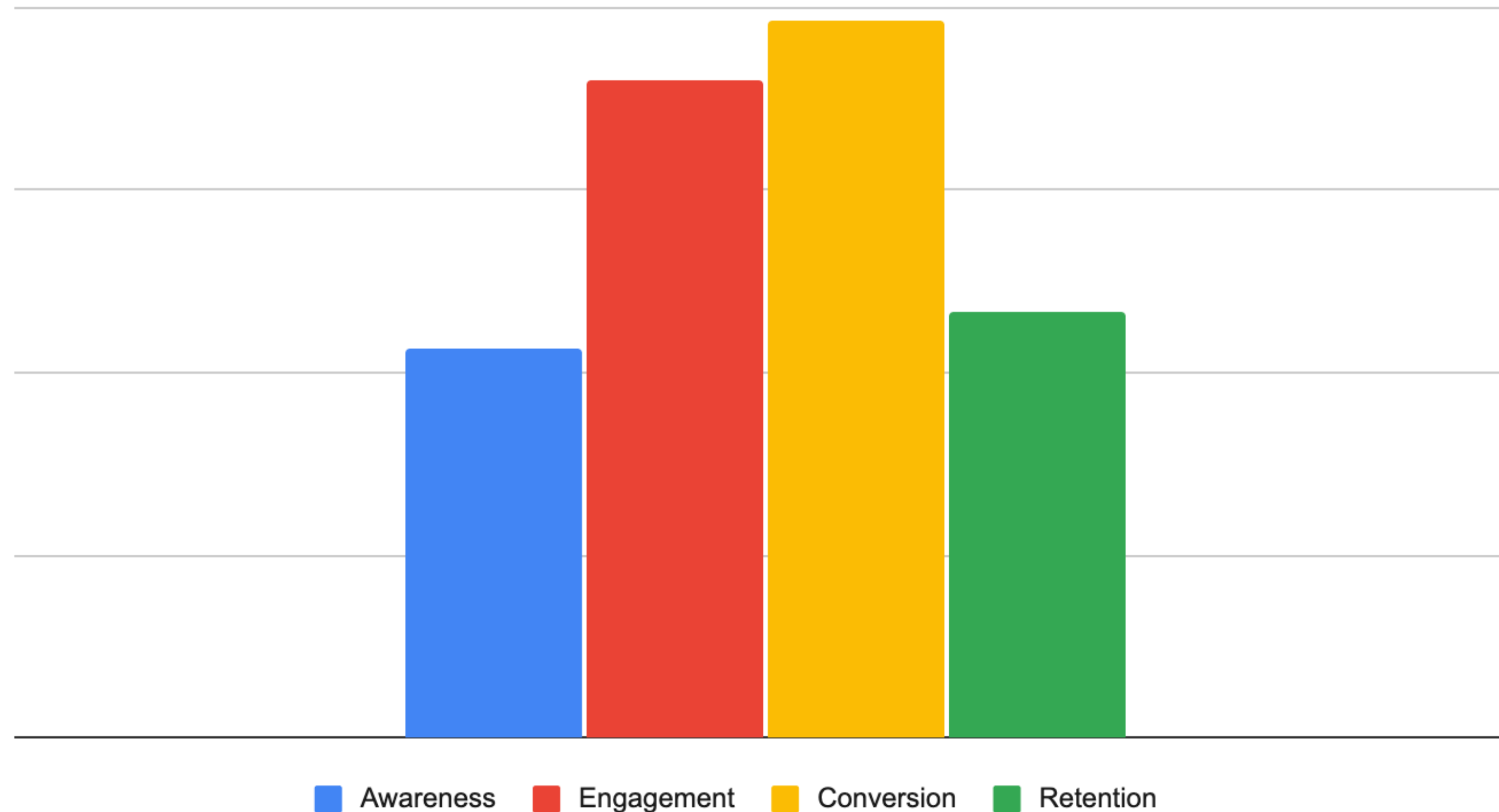
Thus, they are focused on growing subscriptions and retaining current subscribers.

Micropayments and voluntary payments are still struggling to get traction in the industry, but we keep a close eye on them.

Where on the subscription funnel is the focus?

Conversion and engagement remain the focus, while less investment being spent on awareness

Rank in order of the amount of time you are spending focused on various stages of your conversion funnel



More than half of our publishers are focused on engagement and conversion, showing how subscription growth was still their highest priority.

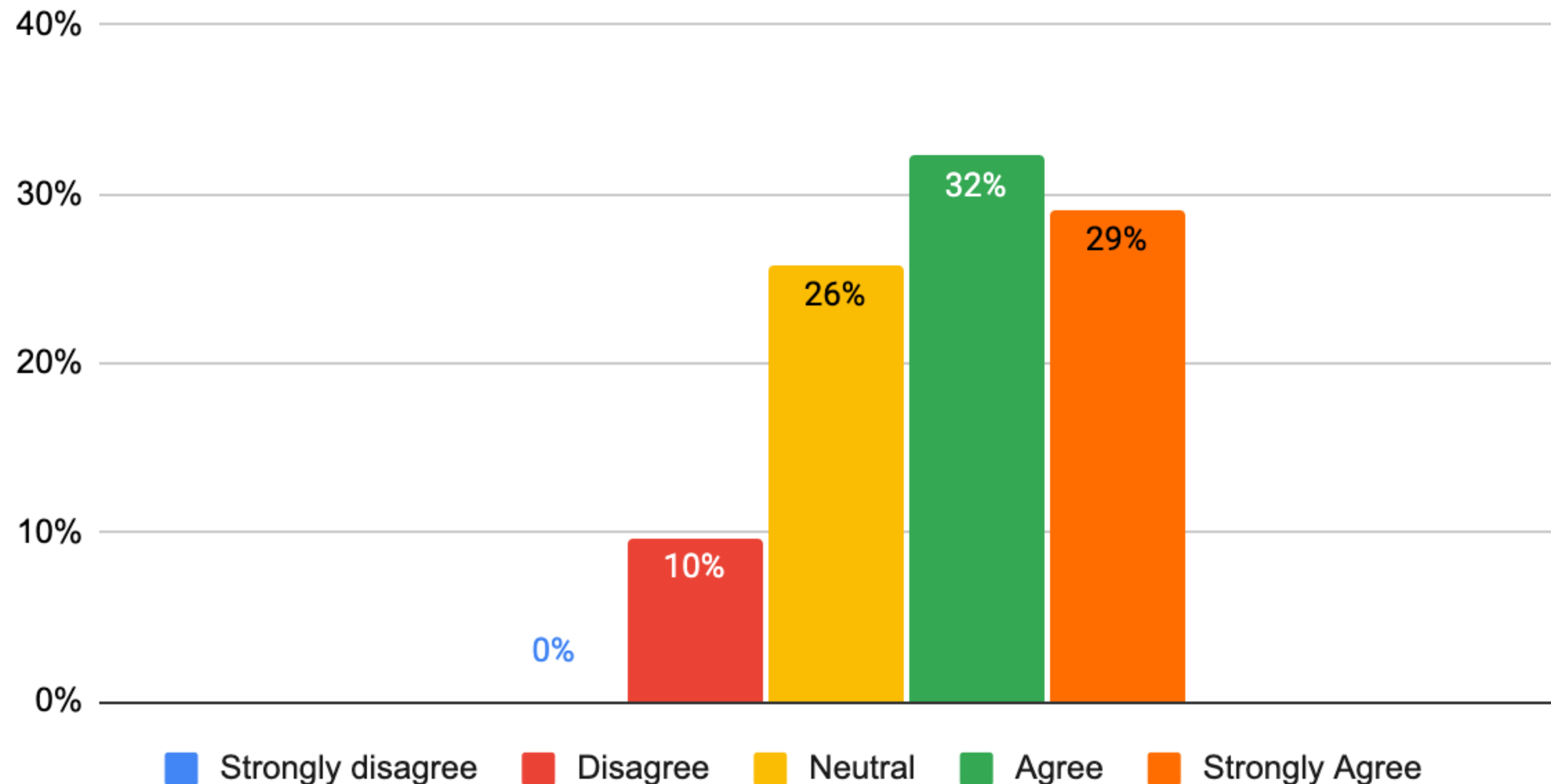
And with that focus on subscriber growth, many also spoke of increasing engagement that would lead to conversion. This played prominently in their rationale behind adding personalisation features to their digital content

Those who spoke about retention said that they had seen strong subscriber growth during the pandemic and wanted to hold onto those gains.

Can apps attract new customers?

As well as engaging current ones?

Do you agree that apps can perform as acquisition channels for new customers?

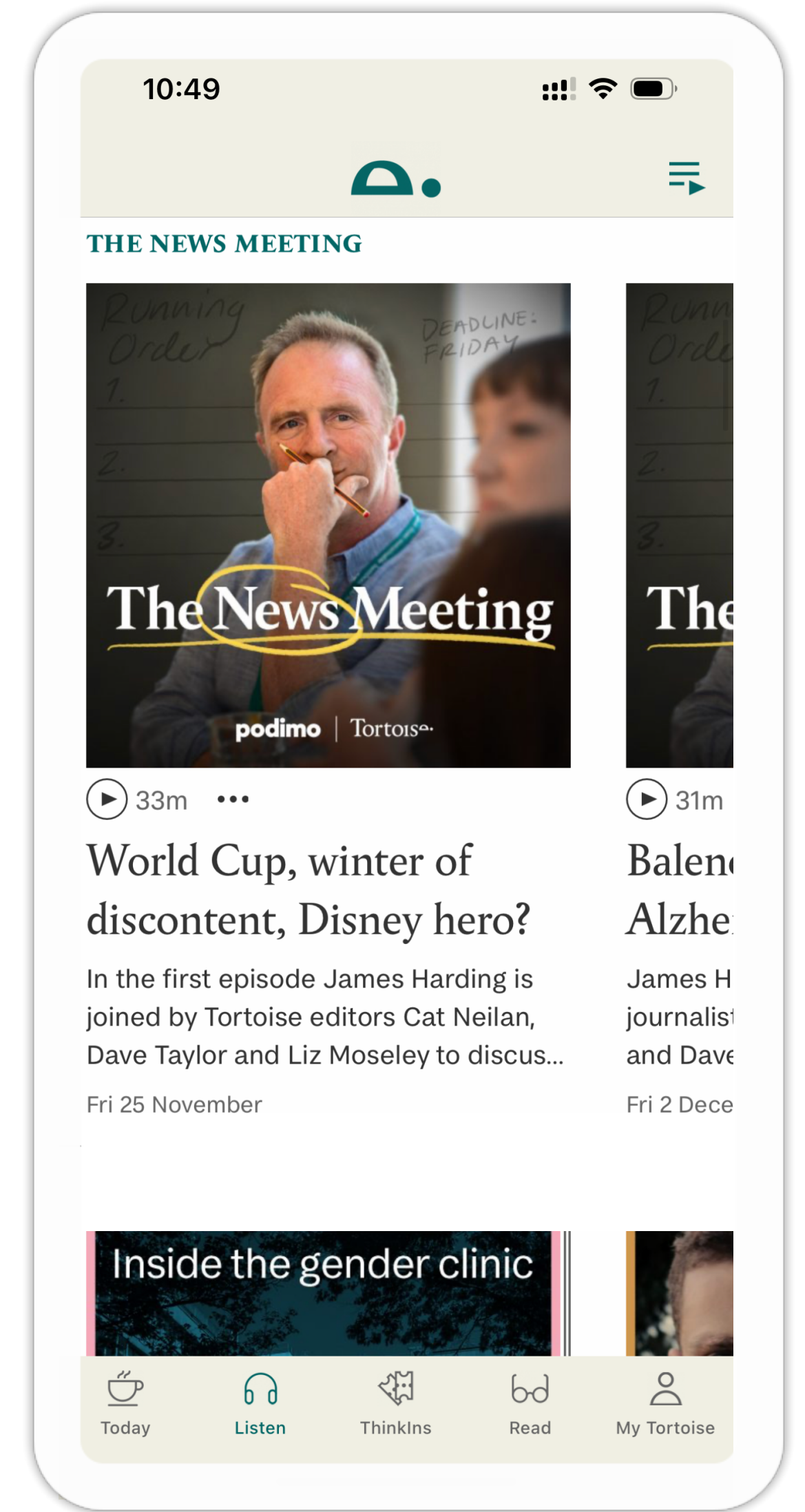
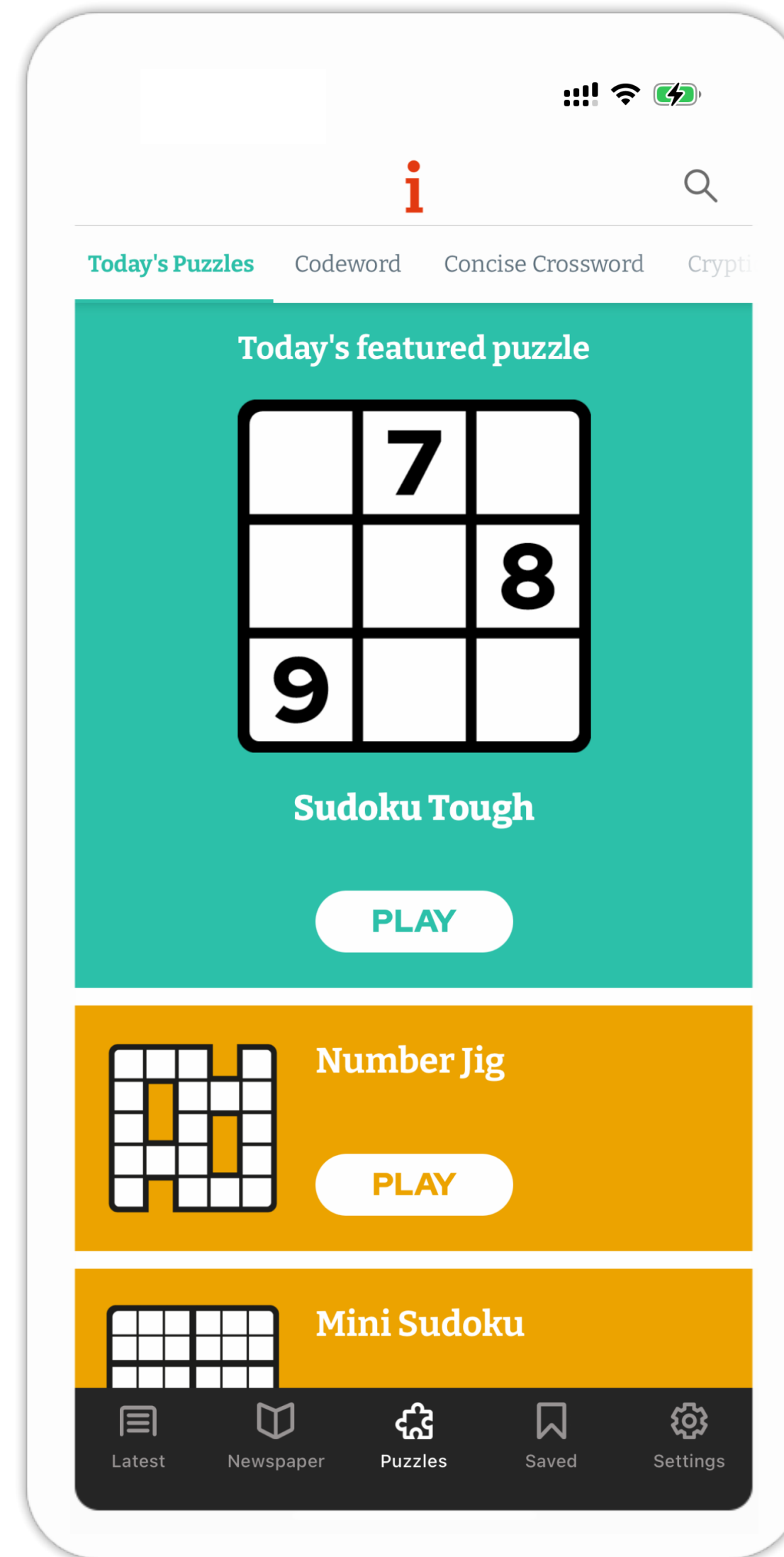


The longstanding view is that apps appeal to publishers' most loyal existing audiences, but in the past, publishers did not see them as a tool to attract new audiences.

However, the majority of publishers that we spoke to see apps as a way to acquire new customers.

But the strategies to use them are still developing. One said, "I can see that there is a world where the app is as good as or better in introducing people to everything we do - newsletters, podcasts - and surfacing that to people at a different place and time."

Making Product and Tech decisions



What are you thinking about most right now?

New products and culture change

“Many publishers miss talent, skills and other resources to fully transform the business, but often internal culture is the barrier hardest to crack.”

“How to ensure that our legacy print publishing model remains viable”

“How to motivate (subscribers) to stay with us”

“I see the adoption of data, advanced analytics and automation as differentiators between slow and fast movers.”

“What is your product market fit? Why do you exist? What are your audience’s needs?”

“Cost cutting. Their growth projections are not as high as they thought. Consolidation and cost-cutting is back on the agenda.”

“How our brand and content differentiation follows through into our mobile apps.”

“Trying to do less stuff but do it better.”

“Google and how to compete.”

“How to grow revenue and audience on new platforms outside of traditional digital and print platforms.”

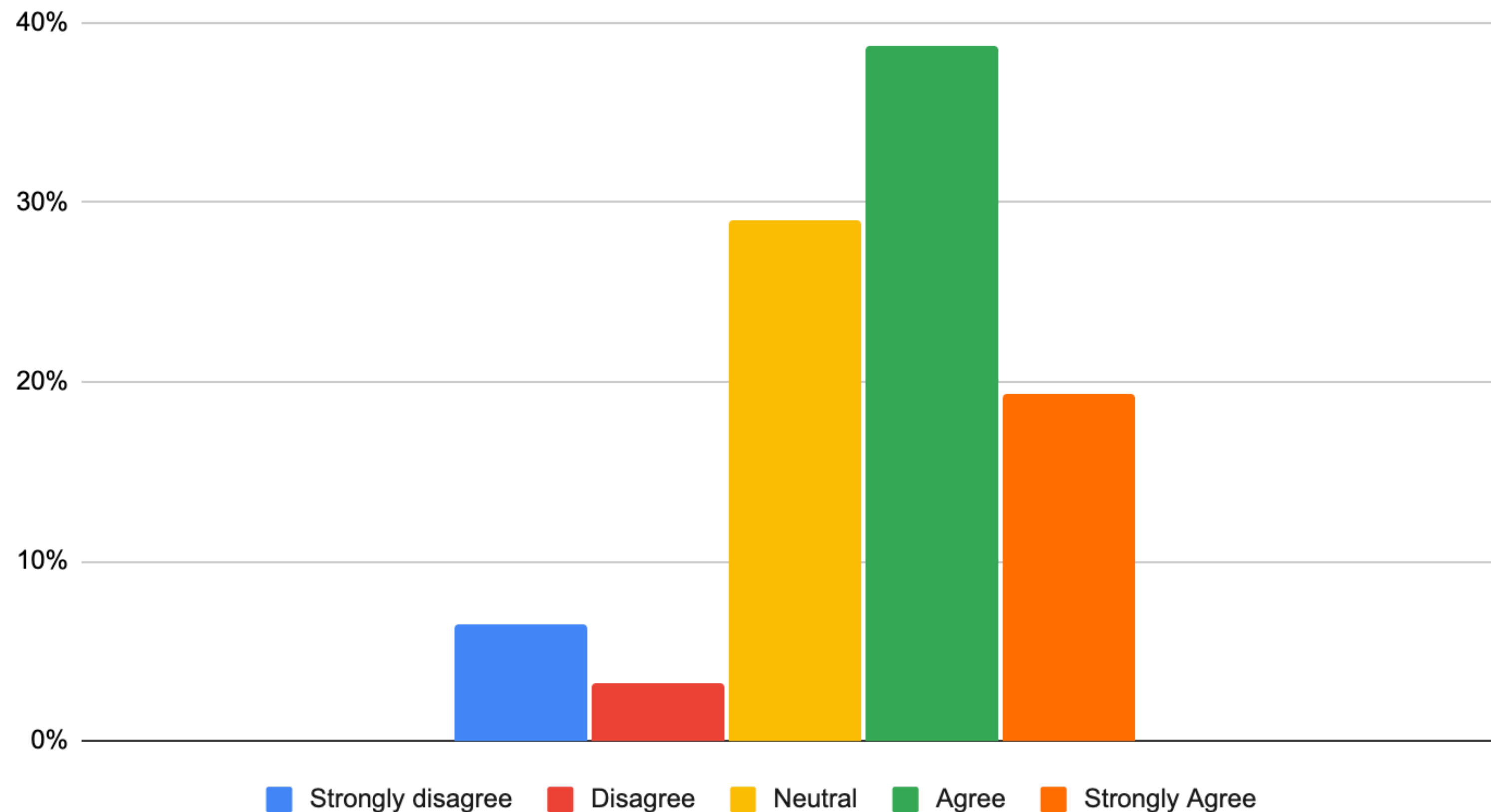
“How to grow our premium subscription bundle.”

“How do we get people to find enough value in what we’re doing that they will pay for it?”

Buy or build?

Most respondents believe it is better to licence core technology than build it on their own

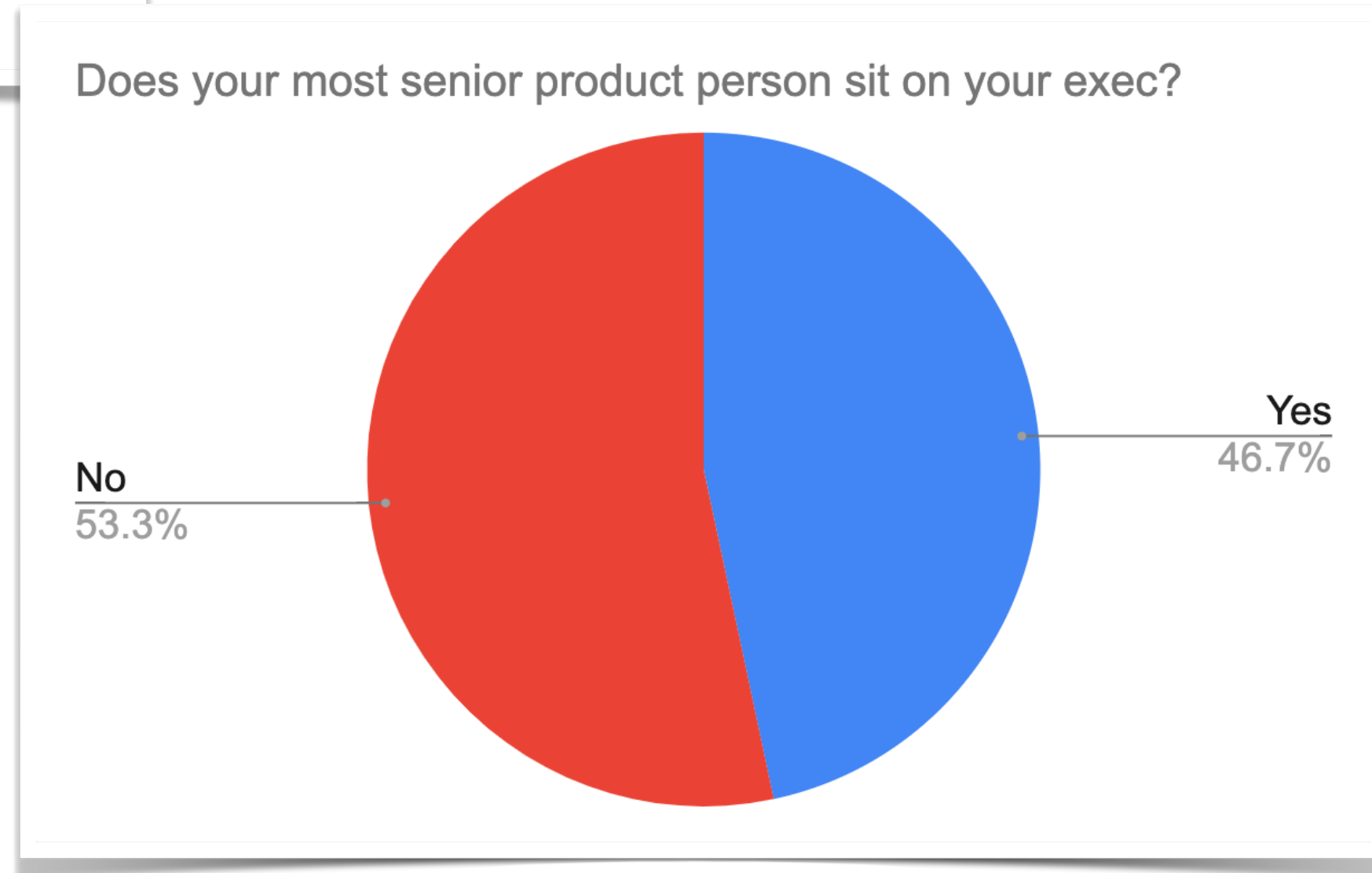
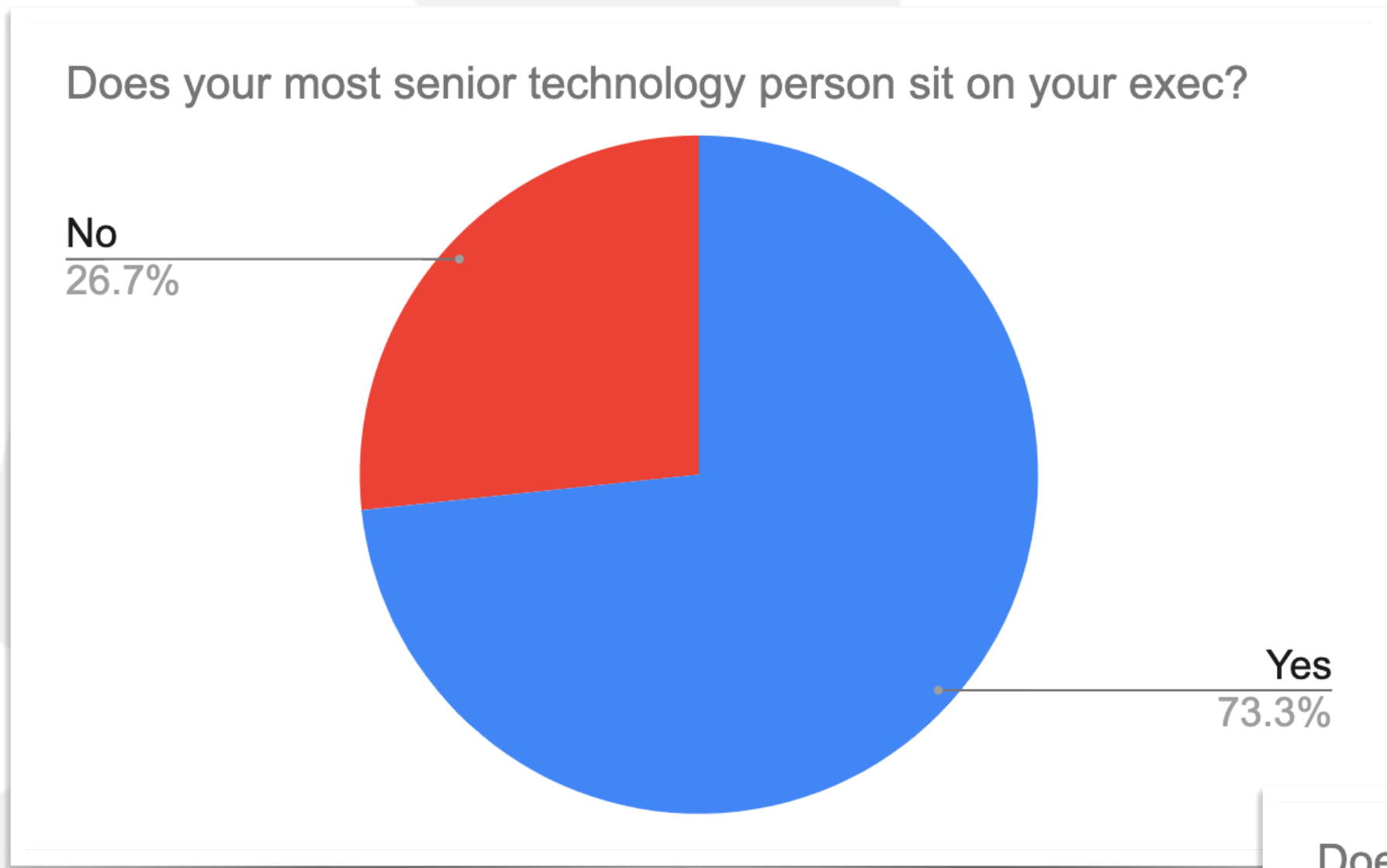
It's better to licence core technology platforms than to build them



When it comes to the classic buy-versus-build question, most agreed that it was better to buy than build. Several publishers we spoke to described how in the past that they had built large technology projects, CRM or CMS projects, but they have since shifted to licenced or open-source technology. However, they also described it as a cycle that shifted back and forth depending on the level of investment in technology and talent.

Where tech and product sits in the organisation

This has an impact on how technology and product decisions are made. Technology, more than product, leaders are more likely to operate at the executive level.



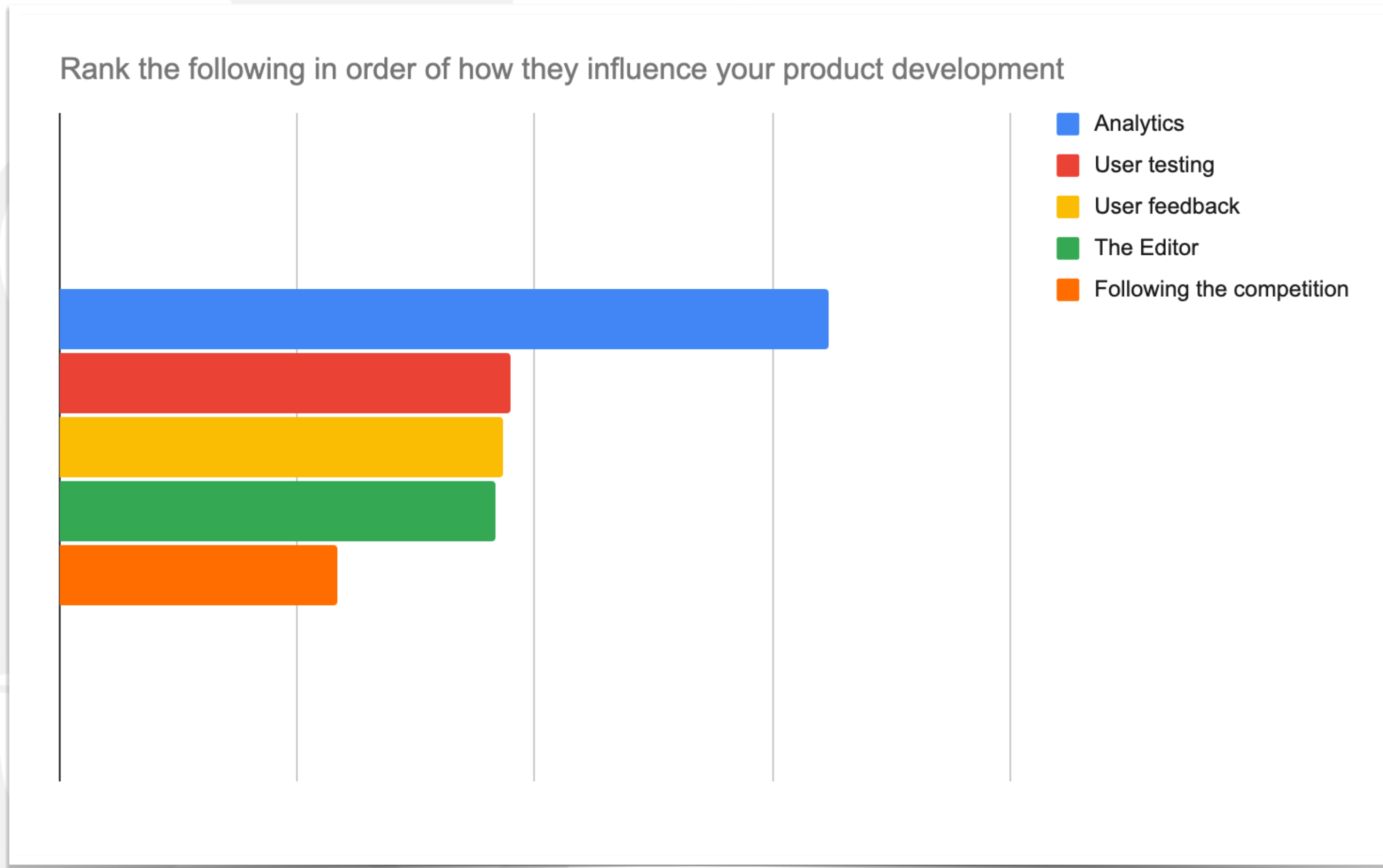
We're seeing a positive shift here. In years gone by, CTOs have reported into finance or operations and have failed to get a seat at the top table - now we see that almost 3/4 of tech teams have a place on the exec.

Product teams also, that have been all over the place organisationally in recent years, are seeing themselves getting the influence they need in order to operate effectively.

Increasingly we're seeing the CPTO role (Chief Product and Technology Officer), wrapping both capabilities together and getting real traction in media companies, small and large.

Product development is largely data driven

But the editor still holds great sway in news media



The role of the editor in product decision making has taken a bit of a back back seat since our last report, where it was a significant driver of product direction.

Now, somewhat reassuringly, product direction is driven mostly by analytics, with user testing, user feedback and the editor all following behind.

It's worth saying that news media skews these results somewhat in the direction of the editor. In consumer magazines, it's all about the analytics and the user..

The last word - If you could snap your fingers?

What one thing would you do to change the world of publishing?

“Level the playing field on Big Tech regulation”

“Rising cost of print and postage (for the traditional part of our business)”

“Get rid of low quality publishers, low quality ad networks and low quality programmatic advertising.”

“News content is a service, a vital one, but service nevertheless. Be useful, first and foremost.”

“Change users’ reliance on social media for news and media consumption.”

“Tech giant regulation gets sorted out”

“More capacity for small independent publishers and more capital.”

“Commitment to fully staffed high quality newsroom”

“The honest answer is more jobs or more resources. Even in the digital sphere, it doesn’t feel like there are jobs everywhere.”

“When the news industry leaders secure sustainability of their operations, they hopefully will focus on bigger issues such as the crisis of trust and engagement with institutions of liberal democracies, including media.”

What are you most excited about?

“How publishers are beginning to truly embrace data-led strategies, both in editorial and the wider business.”

“Investment in new digital content platforms which will transform our publishing model.”

“The opportunity to serve existing and new audiences even better via our digital products.”

“New products to attract subs”

“The number of ideas and opportunities. There is not enough time to do them all.”

“Format innovation. I think there is a lot of format innovation going on right now, telling stories in mixed, multiple media ways.”

“Paid podcast subscriptions”

“Podcast licensing deals.”

“The ability to move traditional print subscribers over to (our digital bundle).”

“Journalism quality as an asset”

“The potential we have left in our mobile apps relative to the appetite of our subscribers.”

“There is an appetite to break away from the traditional cautiousness and make bolder changes to products and the business model.”

“I am excited about opportunities in predictive analytics and automation to save time and effort of creative talent spent on mundane tasks, accelerate learning and fit the journalism products to the needs of news consumers.”

Key Takeaways

- Mobile use continues to grow, building on a sharp rise during the pandemic.
- Apps continue to grow in their share of time spent on mobile, and apps are sticky, engaging users with dramatically session duration and sessions per user per month than websites.
- While bundled subscribers make up the majority of app users, in-app subscribers are more engaged than the bundled users.
- Apps, along with newsletters and audio, are part of a focus on high-engagement formats that are helping to grow publishers' revenue.
- Personalisation is a key focus for 2023. Publishers believe that building systems to deliver more relevant content to audience segments will drive subscriptions and increase retention.
- Specialist subscription apps like Archant's football-focused Pink Un+ are finding great success in engaging and monetising audiences.
- Apps are part of the new spoken word audio revolution, drawing listeners from radio and engaging audiences directly with a great user experience.

Our panel

Thank you to all the people from the following companies who kindly gave their input to this report

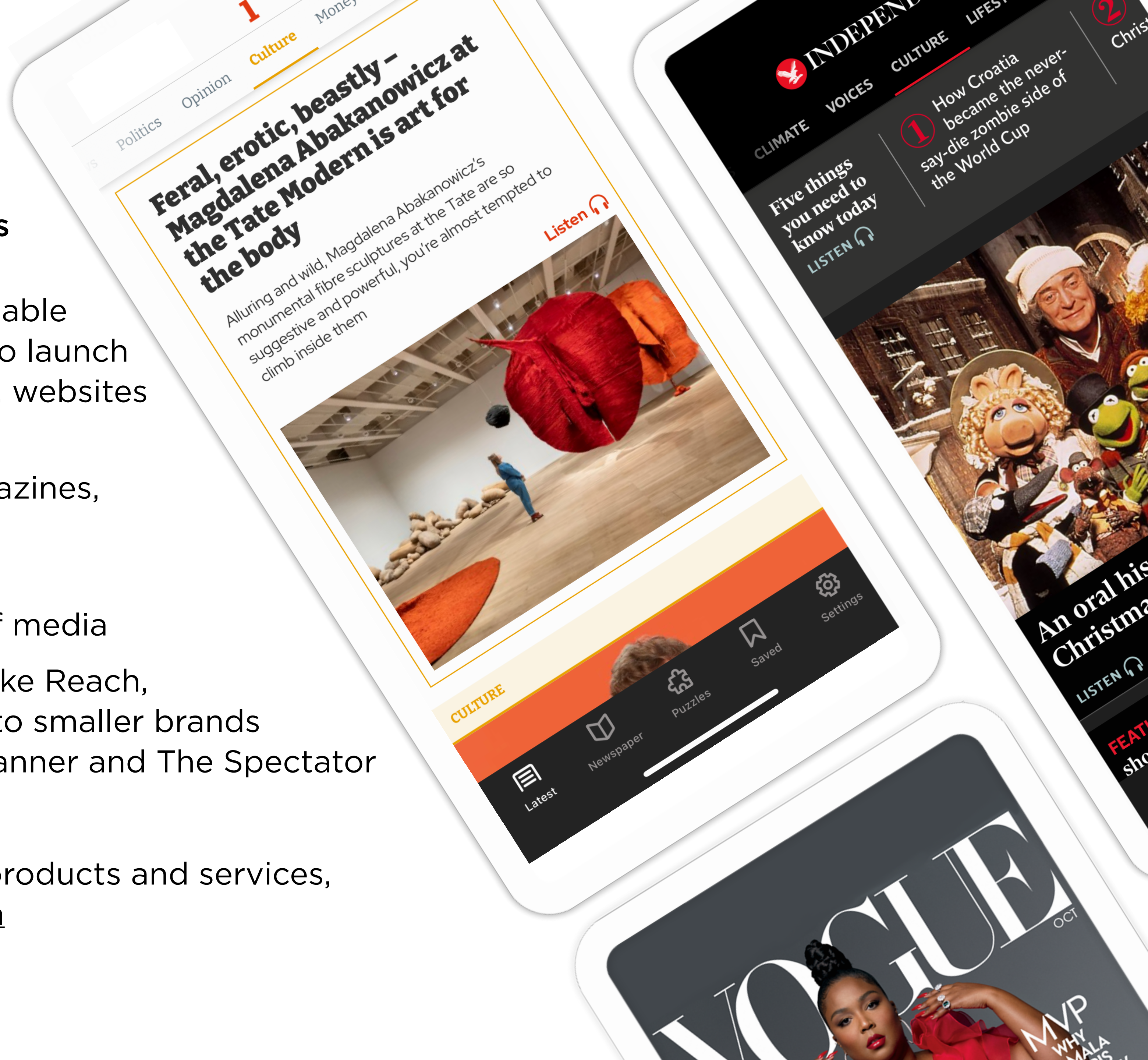
Saga Publishing
INMA
National World
Jersey Evening Post
LION Publishers
Digital Media Consultant
National Review
The Logic
Golf Digest, Discovery
SME.sk
Poynter Institute
New Statesman Media Group
The Spectator
Manifesto Growth Architects
Crain Communications

Sightline Media Group
The Economist
Future Plc.
Nikkei Inc
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