

Print Media Global Market Briefing 2016

Print Media Global Market Briefing Released By The Business Research Company

HYDERABAD, TELANGANA, INDIA, July 18, 2016 /EINPresswire.com/ -- Print Media Global Market provides strategists, marketers and senior management with the critical information they need to assess the global Print Media sector.

The Print Media industry produces a variety of publications, including books, magazines, newspapers and directories. The Print Media industry produces its material in printed materials or electronic media.

Book publishers generally have a large warehouse of books which are delivered on demand. However, each issue of newspapers and magazines are distributed only once. The printed newspapers are delivered to distributors who then transport them to newsstands and individual carriers. Whereas, magazines are either mailed to subscribers or shipped to retail distributors. Books and magazines are also being sold through e-commerce sites.

The market segments in the Print Media sector as of 2015 were Newspaper & Periodical Publishers, Book Publishers and Directory, Mailing List, And Other Publishers.

Delivering Content through Video Magazines – Video magazines are a series of online videos that follow the print magazine format. Consumers spend double the amount of time watching video content online, either on desktop or a mobile device, than they do in reading text online. Research from Forrester has calculated that one minute of video is equal to XX million words. Studies have also shown that video advertising generates four times the leads of non-video advertising. Companies like Meredith, Condé Nast, Hearst et al have created video production units.

Digitization of Newspapers – Newspapers, magazines and books are considered as the primary form of print media. This industry is currently experiencing significant transformations with the advent of new technologies. These are providing a multitude of new platforms to disseminate news content in innovative ways. Publishers of newspapers, books, magazines and news media have changed their distribution approaches by introducing digital offers and services which can cater for the needs of the consumers.

Description

- Print Media Global Market Briefing Report from the Business Research Company covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies for this market.
- The market characteristics section of the report defines and explains the market.
- The market size section gives the print media market revenues, covering both the historic growth of the market and forecasting the future.
- Drivers and restraints looks at the external factors supporting and controlling the growth of the market.
- Market segmentations break down the key sub sectors which make up the market. The regional breakdowns section gives the size of the market geographically.

- Competitive landscape gives a description of the competitive nature of the market, market shares, and a description of the leading companies. Key financial deals which have shaped the market in the last three years are identified.
- The trends and strategies section highlights the likely future developments in the print media market and suggests approaches.

Reasons to Purchase

- Get up to date information available on the print media market globally.
- Identify growth segments and opportunities.
- Facilitate decision making on the basis of historic and forecast data and understand the drivers and restraints on the market.
- Develop strategies based on likely future developments.
- Gain a global perspective on the development of the market.

Scope

Markets Covered: Periodical Publishers, Book Publishers, Newspaper Publishers, Directory and Mailing List Publishers

Companies Mentioned: RELX Group, Pearson, Wolters Kluwer, Penguin Random House, ThomsonReuters, Phoenix Publishing and Media Company, Hachette Livre, Holtzbrinck, China South Publishing & Media Group, McGraw-Hill Education

Geographic scope: Americas, Europe, Asia, Middle East and Africa, Oceania.

Time series: Five years historic and forecast.

Data: Market value in \$ billions.

Data segmentations: Regional breakdowns, market share of competitors, key sub segments.

Sourcing and Referencing: Data and analysis throughout the report is sourced using end notes.

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Buy Now

- Print Media Global Market Report is a detailed report giving a unique insight into this market. The report is priced at \$1000 for an individual user. To use across your office the price is \$1500 and \$2000 if you wish to use across a multinational company.
- Clients are able to input on the design of the report and highlight points of special interest.

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