



Print Media Global Market Analytics Report 2016

Print Media Global Market Analytics Report Released By The Business Research Company

HYDERABAD, TELANGANA, INDIA, July 18, 2016 /EINPresswire.com/ -- The Print Media Market Analytics Global Report provides strategists, marketers and senior management with the critical information they need to assess the global website market and compare it with other markets and across geographies.

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.

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 1.8 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

- The market characteristics section of the report defines and explains the print media market.
- The market size and comparisons section gives the current market value (\$bn) of the print media market and some other indications of the markets importance. It then covers the historic growth of the market and forecasts the future. Drivers and restraints looks at the external factors supporting and controlling the growth of the market.
- The comparisons with other markets section looks at the print media market in relation to a range of leading industrial markets in terms of size (\$bn) and growth.
- The regional and country breakdowns section gives the size of the print media market by geography and compares historic and forecast growth. It covers all the regions, key developed countries and

major emerging markets.

- The market segmentation section looks at the segments within the print media market and compares their size and historic and forecast growth.
- The market comparison section draws comparisons between the print media market and country and regional populations and economies to understand the importance of the print media market and how this is changing.
- Competitive landscape gives market shares, and a description of the leading companies.
- Key financial deals which have shaped the print media market in recent years are identified.
- The comparison with macroeconomic factors compares the print media market by country with population and GDP to illustrate the relative importance of the print media market within the society and economy in different countries and how this is changing.
- The next sections look at print media production and consumption in different countries and regions and how it is changing and how this relates to the overall market.
- The trends and strategies section highlights the likely future developments in the print media market and suggests approaches companies can take to exploit this.

Reasons to Purchase

- Outperform competitors using accurate up to date demand-side dynamics information.
- Identify growth segments for investment.
- Facilitate decision making on the basis of historic and forecast data and the drivers and restraints on the market.
- Benchmark performance against key competitors.
- Develop strategies based on likely future developments.
- Utilise the relationships between key data sets for superior strategizing.
- Suitable for supporting your internal and external presentations with reliable high quality data and analysis.

Scope

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

Markets Compared: TV And Radio Broadcasting, Film And Sound, Information Services, Website, Print Media

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

Countries: Brazil, China, France, Germany, India, Italy, Japan, Spain, Russia, UK, USA.

Regions: Asia, Americas, Europe, Middle East & Africa, Oceania.

Time series: Five years historic and forecast.

Data: Ratios of market size and growth to related markets, population, GDP.

Data segmentations: Country and regional splits, market share of competitors, market segments.

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

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