

The times they are a changin'

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111.5 million watch Super Bowl



The times they are a changin'



A Korean music video has an audience 20 times larger than the telecast of the Super Bowl.

What's going on?

With more choices and more devices, you are in control.

The times they are a changin'

We no longer have to get news and information by appointment.



Daily newspaper circulation in U.S.

1940	41,132,000
1950	53,829,000
1960	58,882,000
1970	62,108,000
1973	63,147,000
1980	62,202,000
1990	62,328,000
2000	55,773,000
2009	30,400,000

Editor & Publisher,
Audit Bureau of Circulation

Daily newspaper circulation in U.S.

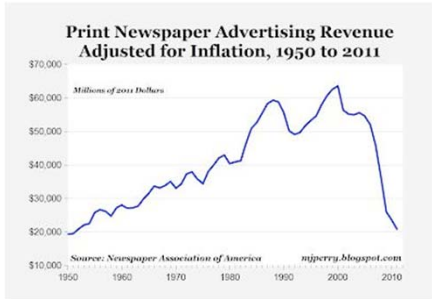


Average Circulation at the Top 25 U.S. Daily Newspapers

Preliminary Figures as Filed with the Audit Bureau of Circulations - Subject to Audit

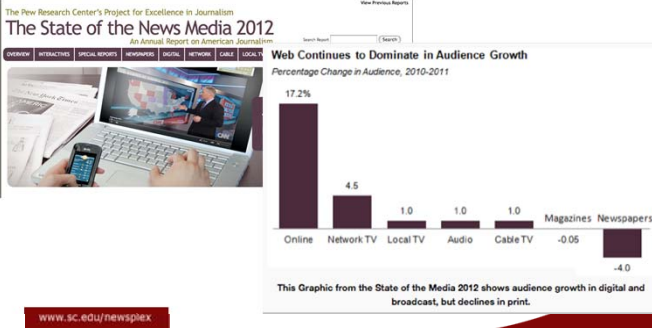
Newspaper Name	Print	Total Digital	Total Excluding Branded Editions	Total Branded Editions	Total Average Circulation as of 3/31/12	Total Average Circulation as of 3/31/11	% Change
WALL STREET JOURNAL	1,566,027	552,288	2,118,315		2,118,315	2,117,796	0.02%
USA TODAY	1,701,777	115,669	1,817,446		1,817,446	1,829,099	-0.64%
NEW YORK TIMES	779,731	807,026	1,586,757		1,586,757	916,911	73.05%
LOS ANGELES TIMES	489,514	100,221	589,735	26,840	616,575	605,244	1.87%
NEW YORK DAILY NEWS	400,061	156,470	556,531	23,105	579,636	530,924	9.17%

Print ad revenue plummets



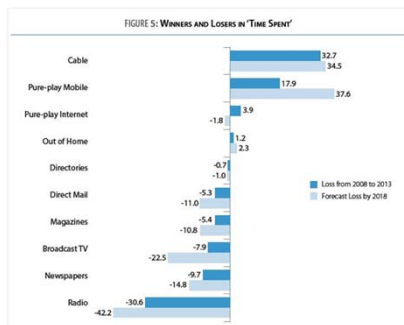
www.sc.edu/newsplex

TV still healthy; growth online



www.sc.edu/newsplex

Winners & losers in time spent



Borrel, 2014

www.sc.edu/newsplex

Projected future ad revenue

FIGURE 8.1: LEGACY MEDIA'S SHARE OF ONLINE AD SPENDING, IN \$ BILLIONS



Source: Borrell, 2014.
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The future is mobile

- More than 100% penetration; 75% are smart phones
- For 18-34s, phones and tablets are the primary source of entertainment
- In the US, we sent 2.19 trillion text messages in 2012.

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What is your mobile strategy?

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