

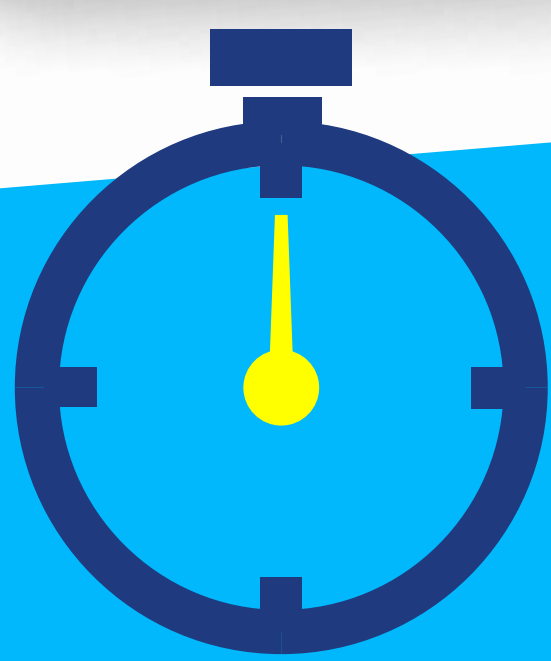
BREAKING NEWS

8 KEY STATS FOR MEDIA PUBLISHING MARKETERS



As consumers adapt to a changing world, media publishing houses are sending their digital transformation efforts into overdrive. It's critical for leading brands in the field to prioritize digital technologies and processes, to deliver relevant media experiences in a world hungrier than ever for content:

1



2

6 HOURS 59 MINUTES

per day in 2020 spent **consuming media** (doubled from 2019)

Source: DoubleVerify, September 2020

48%

of worldwide consumers spend more time on **social media** since the pandemic

Source: DoubleVerify, September 2020

3

The "new reality" is hastening the decline of print:

20% >>> 30%

decrease in major **newspaper revenues** in Spring 2020

Source: Forbes, April 2020



4

Is your content optimized for mobile? If not, consider this statistic:

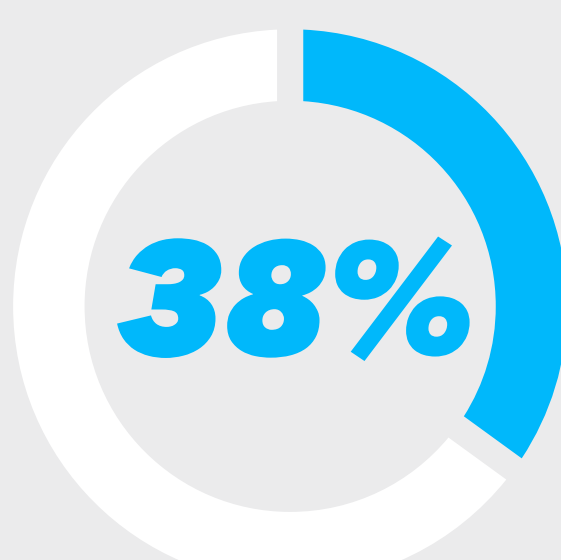
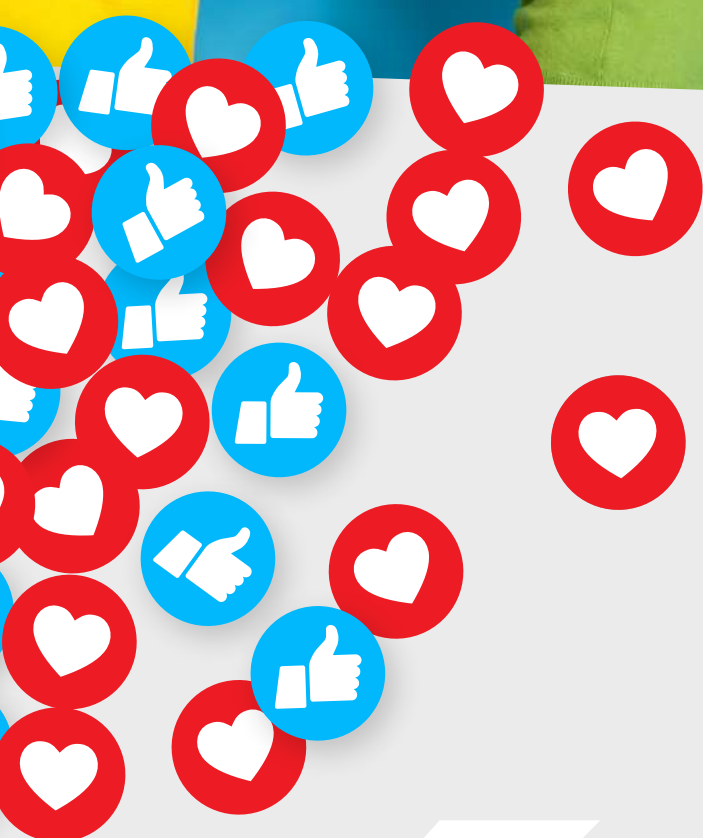
3 HOURS 6 MINUTES

per day spent on smartphone

Source: eMarketer, April 2020



5



Younger generations are disrupting the media mix:

Gen Z consumers

rely on **social media** as main news source

Source: Statista, June 2020

6

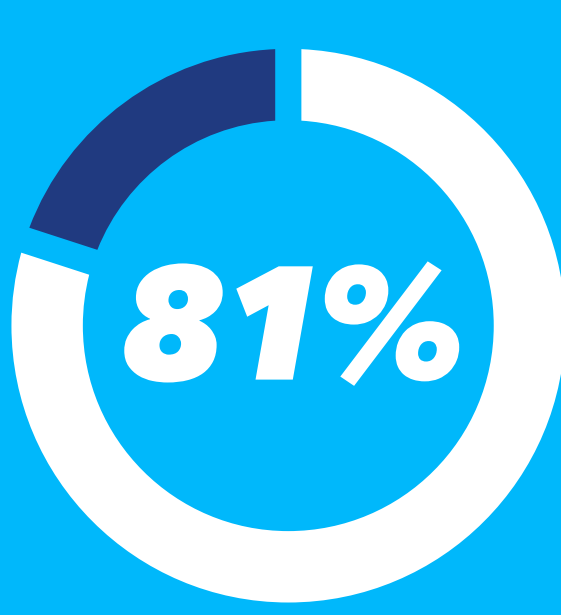
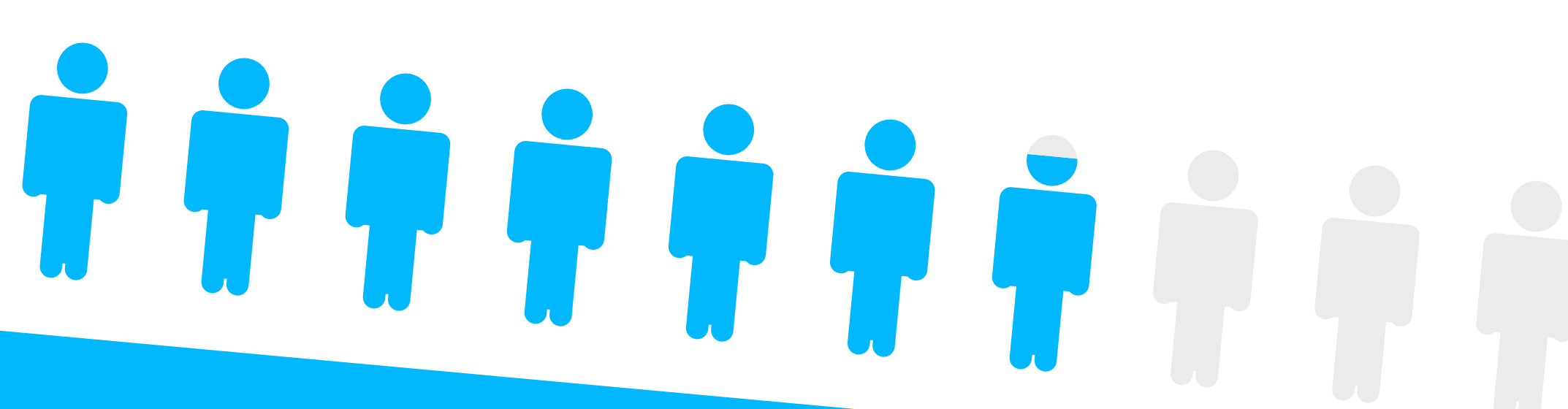
Advertisers need to match their marketing to content:



69% of consumers

register ads relevant to viewed content

Source: DoubleVerify, September 2020



Today's consumers clearly understand their position in the data-value exchange:

will share personal data

to create a more personalized experience

Source: Formation.ai, September 2020

8

HOT TREND!

Publishers need to branch out into audio content:

\$31.3 MILLION PODCAST AD SPEND

in 2020, expected \$106.5 million by 2022

Source: eMarketer, July 2020



For media publishing, it's not just about creating engaging content. It's about delivering personal relevance for every single subscriber or visitor. Selligent's AI-powered personalization allows you to communicate one-on-one with your subscribers and create individualized media experiences at scale. With our platform's extensive testing capabilities, real-time engagement metrics, and dynamic content delivery, we offer the tools you need to reduce churn and boost subscriber acquisition and retention.

Learn more at [Selligent.com](https://selligent.com) or visit the MySelligent portal: portal.selligent.com.