

# PUBLISHING & MEDIA

## State of the **INDUSTRY**

The global pandemic has accelerated digital transformation in the publishing and media industries beyond expectations. In positive news, average media consumption has doubled from 2019 to reach 6 hours, 59 minutes per day in 2020.<sup>1</sup> But challenges abound, for instance the 20-30% decrease in major newspaper revenues.<sup>2</sup> At the same time, new content formats experience boundless growth, with podcast ad spend poised to reach \$31.3 million in 2020 and headed for \$106.5 million by 2022.<sup>3</sup>



## Marketing **OPPORTUNITIES**

**In the new reality after the pandemic, leading publishing & media companies prioritize digital technologies to deliver relevant customer experiences on channels and devices that resonate with consumers:**

**a) Keeping readers informed via mobile channels.** The shift to mobile devices is 2020's biggest news story: Consumers now spend 3 hours and 6 minutes per day on their smartphones<sup>4</sup>, so publishers need mobile-first strategies. Advertising budgets are also shifting to where the eyeballs are: Despite economic uncertainty, mobile ad spend maintains its growth to reach \$199.2 billion globally in 2020, with \$240 billion on the horizon for 2022.<sup>5</sup>

**b) Social media disrupting the media mix.** Before it's on the news, it's on Twitter! No wonder 48% of worldwide consumers report spending more time on social media since the start of the pandemic.<sup>6</sup> And to young consumers, social media is the media: 38% of Gen Z consumers now rely on social media as their main news source.<sup>7</sup>

**c) All news is personal.** The age of one-size-fits-all content is over. For better or worse, consumers want the kind of information and spin that supports their worldviews. For a more personalized digital experience, 81% of consumers are willing to share personal data.<sup>8</sup> Publishers need to know their key audience personas and tailor content and recommendations accordingly – or risk becoming yesterday's news.

<sup>1</sup> <https://www.globenewswire.com/news-release/2020/09/23/2097872/0/en/Global-Online-Content-Consumption-Doubles-in-2020-Research-Shows.html>

<sup>2</sup> <https://www.forbes.com/sites/bradadgate/2020/04/13/newspapers-are-struggling-with-coronavirus/#51ca0de439ef>

<sup>3</sup> <https://content-na2.emarketer.com/programmatic-podcast-ad-spending-will-double-2020>

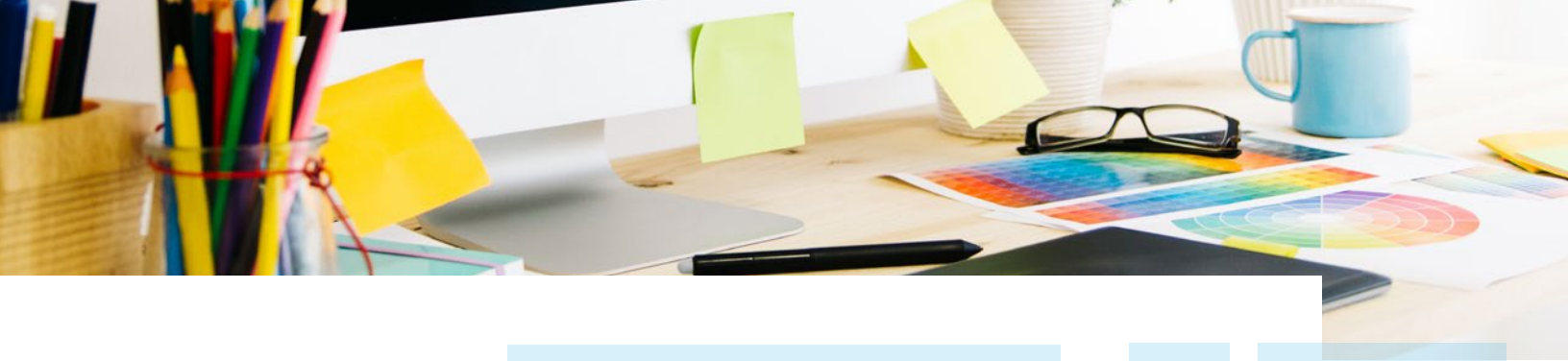
<sup>4</sup> <https://www.vox.com/recode/2020/1/6/21048116/tech-companies-time-well-spent-mobile-phone-usage-data>

<sup>5</sup> <https://www.statista.com/statistics/303817/mobile-internet-advertising-revenue-worldwide/>

<sup>6</sup> <https://www.globenewswire.com/news-release/2020/09/23/2097872/0/en/Global-Online-Content-Consumption-Doubles-in-2020-Research-Shows.html>

<sup>7</sup> <https://www.statista.com/statistics/281915/main-news-sources-millennials/>

<sup>8</sup> <https://www.zdnet.com/article/four-out-of-five-consumers-will-trade-data-for-personalisation/>



# Selligent clients deliver outstanding experiences:



Leading UK media company **Dennis Publishing** was looking to boost subscriber counts and customer engagement. To make it happen, the marketing team created an automated, personalized lifecycle email campaign in Selligent Marketing Cloud. The headline-worthy results include a 614% year-over-year increase (you read that right!) on subscriptions from email targeting and increased open rates by a whopping 27% in one of the most successful campaigns in the company's history.

## Take ACTION

### SHIFT TO A MOBILE-FIRST STRATEGY

Today's readers consume media, shop online, and navigate their daily lives on mobile devices. Publishers need to reach them with mobile-optimized and dynamic content, updated at the time of open, and relevant to the current situation. Selligent lets publishers efficiently design lifecycle campaigns with true omnichannel reach - incorporating touches across email, SMS, push, social, website, and more to follow readers wherever they go.

### LEARN TO READ CONSUMER PREFERENCE AND INTENT

Get a 360-degree view of your readers as unique individuals. The Selligent platform's Universal Consumer Profiles centrally store every individual reader's preferences. Updated in real time, Universal Profiles combine contact, interaction and transaction histories, with CRM data, web preferences and behaviors, to

drive truly connected, holistic customer experiences. Paired with extensive AI and dynamic content capabilities, the insights provide the foundation for personalized content marketing across all channels.

### DELIVER PERSONALIZED MEDIA EXPERIENCES BASED ON CONSUMER INTERESTS

When it comes to publishing & media, it's not just about creating engaging content. It's about personal relevance for every single consumer. With Selligent, publishers can personalize their communications and online experiences to the level of the individual reader. Selligent also knows the preferred channel and time of engagement for every individual reader and triggers personalized messages at the right moment.



Leading publishers and media companies choose Selligent Marketing Cloud as their intelligent B2C marketing platform: Drawing on AI-powered personalization, extensive testing capabilities, real-time engagement metrics, and dynamic content delivery, publishers create individualized media experiences at scale. **Learn more at [www.selligent.com](http://www.selligent.com)**