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- Globe launched retirement-focused product
- Edmonton Journal launched new design and editorial projects
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Purchases/Ownership Changes**Black Press purchased daily and community newspapers from Glacier Media**

<http://newspaperscanada.ca/news/industry/black-press-purchases-daily-and-community-newspapers-from-glacier-media/>

Glacier Media has sold its Vancouver Island Newspaper Group (VING) papers to Black Press. The newspaper group publishes eight weekly and daily newspapers in the region north of the Malahat. The Victoria Times Colonist is not part of the sale. Black Press will take ownership of Nanaimo Daily News, the Harbour City Star in Nanaimo, the Alberni Valley Times, the Cowichan Valley Citizen, the Parksville Oceanside Star, the Tofino-Ucluelet Westerly News, the Comox Valley Echo, and the Campbell River Courier Islander. Black Press is also buying Glacier's Surrey Now, the Langley Advance, the Maple Ridge Times. Glacier is buying four titles from Black Press: the Tri-Cities News, the Burnaby News Leader, the Richmond Review and the New Westminster News Leader.

Gesca sold French-language regional newspapers to Groupe Capitales Medias

<http://business.financialpost.com/fp-tech-desk/power-corp-sells-french-language-regional-newspapers-keeps-la-presse>

Gesca parent company Power Corp has sold all six of its French-language regional newspapers in Quebec to Groupe Capitales Medias. The new media company, headed by former federal Liberal cabinet minister Martin Cauchon, has purchased Le Soleil in Quebec City, Le Nouvelliste in Trois-Rivières, Le Droit in Ottawa, La Tribune in Sherbrooke, Le Quotidien in Chicoutimi and La Voix de L'Est in Granby. Gesca will retain its flagship paper, Montreal daily La Presse.

Competition Bureau approved Postmedia-Sun Media deal

<http://www.newspaperscanada.ca/news/industry/competition-bureau-approves-postmedia-sun-media-deal>

The Competition Bureau of Canada has approved Postmedia's acquisition of 175 English-language newspapers from Quebecor. Postmedia received a no-action letter from the Competition Bureau regarding the purchase of Sun Media's newspapers, specialty publications and digital properties. The transaction — which includes the Toronto Sun, Ottawa Sun, Winnipeg Sun, Calgary Sun, Edmonton Sun and the free 24 Hours commuter dailies in Toronto and Vancouver — was first announced last fall.

Postmedia completed acquisition of Sun Media's English-language newspapers

<http://www.postmedia.com/2015/04/13/postmedia-completes-acquisition-of-sun-media-english-language-newspapers-and-digital-properties/>

Postmedia Network announced the closing of the Company's previously announced agreement to acquire Sun Media's English language newspapers and specialty publications, as well as digital properties, from Quebecor Media Inc. "Today we welcome more than 2,500 new employees and more than 170 new brands, along with loyal audiences and business partners, to the Postmedia family," said Paul Godfrey, president and CEO. "With the completion of this transaction Postmedia becomes one of Canada's largest newsmedia companies with even more compelling, made-in-Canada offerings for marketers. For our readers and audiences, we will continue to deliver the content they value most from their favourite Postmedia and Sun Media brands – across all of our platforms."

Woodbridge acquired full ownership of The Globe and Mail

<http://newspaperscanada.ca/news/industry/woodbridge-acquires-full-ownership-of-the-globe-and-mail/>

Woodbridge Co. Ltd. has taken full ownership of The Globe and Mail, acquiring the 15 percent stake in the news organization from BCE Inc. that it did not previously own. Woodbridge, the private holding company of the Thomson family, and the communications company announced on Friday they had reached a deal. Financial terms of the sale were not disclosed. Through Woodbridge, the Thomson family has been The Globe's majority owner. The company previously held 85 percent of the paper's shares, some of which it acquired in 2011 after BCE agreed to take full ownership of broadcasting company CTV Inc. for \$1.3-billion. The Globe will keep its governance structure, though its board will no longer include a representative from BCE.

Advocate Media acquired LighthouseNOW

<http://newspaperscanada.ca/news/industry/advocate-media-acquires-lighthouseNOW/>

In Nova Scotia, Advocate Media Inc. and Advocate Printing and Publishing have announced the acquisition of LighthouseNOW (Lighthouse Publishing). Sean Murray, president and CEO of Advocate, says his company has been in negotiations with Lighthouse for several months and is pleased to have completed the purchase this summer. Operating out of offices in Bridgewater, Lighthouse has been held by the Hennigar family for 47 years and is one of the most celebrated community newspapers in Canada. Lynn Hennigar will remain as publisher at the newspaper and Fred Fiander, director of media operations for Advocate, will manage the amalgamation of operations.

Neepawa Press under new ownership

<http://newspaperscanada.ca/news/industry/neepawa-press-under-new-ownership/>

In Manitoba, Glacier has sold the Neepawa Press to Ken and Christine Waddell, owners and publishers of the Neepawa Banner, the Rivers Banner and myWestman.ca. The deal closed on September 2, 2015. "The Neepawa Press will continue to publish weekly but there will be some changes in format and distribution," said new owner Ken Waddell.

Publishing Changes

Postmedia launched redesigned 24 Hours Toronto

<http://newspaperscanada.ca/news/industry/postmedia-launches-new-24-hours-toronto/>

Postmedia has launched a redesigned and rebranded version of 24 Hours Toronto, along with an all-new www.toronto24hours.ca website. The free commuter weekday paper caters to an urban demographic of working professionals aged 25 to 45, with a focus on local news and entertainment.

Nanaimo Daily News announced new publishing schedule

<http://newspaperscanada.ca/news/industry/nanaimo-daily-news-announces-new-publishing-schedule/>

The Nanaimo Daily News will no longer publish on Mondays effective Monday, August 10. In a notice sent to newspaper subscribers, publisher Andrea Rosato-Taylor announced the new streamlined print schedule and a number of other changes coming to the paper this fall, including a more reader friendly layout, the introduction of new columnists and extended news coverage within the Central Vancouver Island region.

Weyburn community newspapers teamed up to combine resources

<http://newspaperscanada.ca/news/industry/weyburn-community-newspapers-team-up-to-combine-resources/>

Two Glacier-media owned community newspapers in Weyburn, Saskatchewan will be merging their efforts as a unified media company. Effective Monday, September 14, 2015, the 106-year old Weyburn Review and the 30-year old Weyburn This Week will combine operations to offer a comprehensive media company to serve Weyburn and the surrounding area. "Combining resources along with our experienced staff offers local and national advertisers access to a number of services available under one roof including newspaper advertising, targeted market distribution, digital solutions, commercial printing, special projects and promotion items," said Weyburn This Week publisher Rick Major.

Caledon Enterprise changed publishing schedule

<http://newspaperscanada.ca/news/industry/caledon-enterprise-changes-publishing-schedule>

In Ontario, the Caledon Enterprise is discontinuing its Tuesday edition. The Metroland community newspaper first introduced the second edition back in 1997. "The decision to suspend publication of our Tuesday newspaper was a very difficult one but made necessary by changes in the local market and the broader media industry," said General Manager Steve Foreman. The final Tuesday newspaper was published on August 25. Caledon Enterprise will continue to publish weekly on Thursdays.

Orangeville Banner launched expanded Thursday edition

<http://newspaperscanada.ca/news/industry/orangeville-banner-launches-expanded-thursday-edition/>

In Ontario, the Orangeville Banner is moving to a once-a-week publishing schedule. The Metroland-owned community newspaper will publish a larger, more comprehensive Thursday edition and discontinue its Tuesday paper.

Publication Closures

Richmond Review ceased publication on July 24

<http://newspaperscanada.ca/news/industry/richmond-review-to-cess-publication-on-july-24/>

Glacier Media has announced it will be closing the Richmond Review in Richmond, B.C. Glacier purchased the 83-year-old community paper from Black Press in January 2015. The final edition will be published on Friday, July 24.

Glacier Media closed three B.C. community papers

<http://newspaperscanada.ca/news/industry/glacier-media-to-close-three-b-c-community-papers/>
<http://www.cbc.ca/news/canada/saskatchewan/la-ronge-newspaper-the-northerner-closing-after-41-years-1.3181831>

Glacier Media has announced it will suspend operations at three community newspapers in BC. The Burnaby News Leader, New Westminster News Leader and Tri-Cities Now will publish their final editions on October 1. Glacier purchased the News Leader papers from Black Press in December 2014. Two papers in SK also closed in August 2015 (LaRonge Northerner; Hudson Bay Post Review).

Metroland ended print edition of North Bay Nipissing News

<http://newspaperscanada.ca/news/industry/metroland-to-end-print-edition-of-north-bay-nipissing-news/>

In Ontario, Metroland Media Group has announced that it will cease the print edition of the North Bay Nipissing News. The final edition will be published on October 8, 2015.

West Island Chronicle and Westmount Examiner closed

<http://newspaperscanada.ca/news/industry/west-island-chronicle-and-westmount-examiner-to-close/>

TC Media announced plans to cease publication of two community papers in Quebec: the West Island Chronicle and the Westmount Examiner. Both English-language weekly papers will publish their final editions on October 21.

Black Press closed Alberni Valley Times

<http://newspaperscanada.ca/news/industry/black-press-to-close-alberni-valley-times/>

In British Columbia, Black Press has announced plans to close the Alberni Valley Times. The final edition of the 48-year-old paper was published on Friday, October 9. Black Press acquired the Vancouver Island publication from Glacier Media in 2014. It will continue to operate the biweekly Alberni Valley News.

Digital Initiatives

Postmedia launched new Saskatoon StarPhoenix and Regina Leader-Post

<http://newspaperscanada.ca/news/industry/postmedia-launches-reimagined-and-renamed-saskatoon-starphoenix-and-regina-leader-post/>

Postmedia introduced its latest reimagined and renamed publications this week: the Saskatoon StarPhoenix and Regina Leader-Post. The daily papers both have updated visuals across all platforms, redesigned smartphone apps, responsive websites and National Post branded sections in their print editions.

Postmedia rolled out a new look for the Windsor Star

<http://newspaperscanada.ca/news/industry/postmedia-rolls-out-a-new-look-for-windsor-star/>

In keeping with the ongoing digital transformation of newspapers across the chain, Postmedia unveiled a new editorial and design strategy for the Windsor Star earlier this week. The reimagined newspaper features design changes and rebranded platforms across print, online and mobile. The paper also features a new section titled NP in the Windsor Star, with national and international news and commentary from the National Post.

Postmedia focused on apps, discontinues evening tablet editions

<http://newspaperscanada.ca/news/industry/postmedia-discontinues-evening-tablet-editions/>

Postmedia has discontinued its evening tablet editions for the Ottawa Citizen, Montreal Gazette and Calgary Herald in order to focus its resources on its news apps. Postmedia launched its three 6:00 pm tablet editions 17 months ago.

Toronto Star, La Presse moved to sell digital advertising in house

<http://newspaperscanada.ca/news/industry/toronto-star-la-presse-move-to-sell-digital-advertising-in-house/>

The Toronto Star and La Presse are assuming responsibility for all digital advertising sales of thestar.com and lapresse.ca respectively, effective January 1, 2016. As a result, Square Victoria Digital Properties (La Presse) and Star Media Group (Toronto Star) will cease operations of Olive Media.

Torstar acquired 56 percent interest in VerticalScope

<http://newspaperscanada.ca/news/industry/torstar-acquires-56-percent-interest-in-verticalscope/>

Torstar has acquired a 56 percent interest in VerticalScope, an integrated multi-platform media company based in Toronto. VerticalScop owns and operates more than 600 consumer enthusiast online forums and premium content sites across North America. The forums and content sites cover a wide variety of special-interest communities and provide advertisers with platforms to reach engaged audiences through social media marketing. Sites include AutoGuide.com, Motorcycle.com, ATV.com and PetGuide.com.

Metroland Media invested in Nest Wealth

<http://newspaperscanada.ca/news/industry/metroland-media-invests-in-nest-wealth/>

Metroland Media Group has invested \$1.5-million in automated financial advisor website [Nest Wealth](#). The Toronto-based company is Canada's first online automated wealth management platform (commonly known as a robo-advisor). "We are very pleased to be leveraging our print and digital assets to deliver the message of this type of investing," remarked Metroland president Ian Oliver. "It is an area that we are not seeing a lot of advertising from currently and it can provide cost savings to the communities we serve."

Metroland re-launched Tradyo app

<http://newspaperscanada.ca/news/industry/metroland-re-launches-tradyo-app/>

Metroland Media has re-launched its mobile-only community classified app [Tradyo](#). The app allows users to create free listings, browse for goods based on geographic proximity and negotiate transactions through an in-app private chat function. Listings cover a range of product categories such as books, clothing, electronics, furniture and more. The media company first purchased the Toronto-based startup back in 2014. "The app represents a wonderful evolution of the community newspaper's buy and sell classifieds and takes our deep community expertise into the mobile space," said Terry Kukle, vice president business development and acquisitions, Metroland Media Group.

Globe launched new app

<http://www.theglobeandmail.com/community/digital-lab/a-new-globe-app-is-coming-heres-what-to-expect/article24486272/>

On May 19, 2015 The Globe and Mail unveiled a redesigned app for iPhone and iPad. The new app, available as an update through iTunes, provides unparalleled access to news and analysis at key moments of the day — from morning briefings and breaking news to in-depth features and interactive storytelling. The app is updated three times a day on weekdays and once daily on weekends with a focus on distilling the business, investing, political, international and cultural stories that matter to Canadians. The app will also always have the latest breaking news and most up-to-date version of The Globe's coverage.

Sun Media closed comments on most online articles

<http://newspaperscanada.ca/news/industry/sun-newspaper-chain-to-close-comments-on-most-online-articles/>

James Wallace, vice-president, editorial for Sun newspapers, announced that the newspaper chain is removing reader comments from most of its online articles. According to a note to readers last week, the move is in response to, “the increasing use of Sun comment boards for anonymous, negative (and) even malicious personal attacks.

Content Access Models – Paywalls, Meters, Micropayments**Toronto Star cancelled paid digital subscriptions**

<http://www.thestar.com/news/gta/2015/03/07/note-to-readers-star-to-end-paid-digital-subscriptions-on-april-1.html>

The Toronto Star has announced that it will cancel its paid digital subscription program for online readers, effective April 1, 2015. The newspaper’s content will be available to access for free online at thestar.com and across all digital devices, including tablets and smartphones. According to note to readers in the paper, the Star’s decision to cancel its Digital Access program is the result of extensive communication with readers and advertisers. The note also mentions that the paper plans to unveil further improvements to its digital content — including new design features and editorial offerings — in the coming months.

Toronto Star launched Star Touch tablet app

<http://newspaperscanada.ca/news/industry/torstar-to-launch-new-tablet-app-in-september/>
<http://newspaperscanada.ca/news/industry/toronto-star-launches-star-touch-tablet-app/>

Toronto Star launched its new tablet app on September 15. The Star’s interactive digital edition has been developed in partnership with La Presse and is based on the Montreal daily’s own La Presse + platform technology. Torstar dismantled the paper’s online pay wall earlier this year in anticipation of the launch of the new tablet app. “We seek to really dramatically change storytelling,” said David Holland, president and chief executive of Torstar. “The stories are going to be showcased in a more interactive way than ever before and provide a deep level of engagement and immersion.” Star Touch includes a number of interactive design features (photo galleries, maps, audio clips, videos and more) and exclusive editorial content. The mobile app is modeled on La Presse+, which launched in 2013.

Toronto Star tablet app hit 100,000 downloads milestone

<http://newspaperscanada.ca/news/industry/toronto-star-tablet-app-hits-download-milestone/>

Toronto Star’s new tablet app has been downloaded more than 100,000 times since its release on September 14, 2015. According to publisher John Cruickshank, Toronto Star Touch users tend to be “much younger” than the paper’s current audience and readers are spending about 18 minutes a day on the app, which is three times longer than time spent on the Star’s previous tablet product.

Winnipeg Free Press rolled out affordable, user-driven access to news; 27-cent cost per article comes with money-back guarantee

<http://www.winnipegfreepress.com/breakingnews/Free-Press-to-roll-out-affordable-user-driven-access-to-news-297814851.html>

While we are offering an all-access digital pass for \$16.99 per month that includes an optional free copy of Saturday's paper, we recognized we also had to offer something different that reflects the realities of online purchasing practices. In other words, why pay to read the contents of the entire website when all you want to read is what you want to read? And that's why we are introducing a pick-and-pay model, priced at 27 cents per story, that is a first for news websites in North America. Once you've logged in, you can read as much or as little as you like based on what you want to spend. A walleting system will track each 27-cent purchase, and at the end of the month, your credit card will be charged.

Micropayment success at the Winnipeg Free Press

<http://newspaperscanada.ca/news/micropayment-success-at-the-winnipeg-free-press/>

The Winnipeg Free Press launched a new pay-per-article subscription model for its online content in the spring of 2015. This unique micropayment-based paywall, the first of its kind in North America, has been a resounding success for the daily paper, according to a new INMA blog post by Christian Panson, vice president/digital at the Winnipeg Free Press.

La Presse shifted focus to digital, will end weekday print edition in 2016

<http://newspaperscanada.ca/news/industry/la-presse-shifts-to-digital-will-cease-weekday-printed-edition-in-2016/>

Montreal-based French-language daily La Presse has announced it will cease its print newspaper Monday through Friday starting in January 2016. La Presse will continue to publish a Saturday print edition but will shift to a digital focus throughout the week. The paper's innovative La Presse + tablet app first launched in 2013 and now attracts more than 460,000 weekly readers.

Nanaimo Daily News implemented paywall

<http://www.nanaimodailynews.com/news/326762331.html>

The Nanaimo Daily News is 141 years old — an icon in our community. A paid daily newspaper is inextricably linked to the community it serves. Starting on Sept. 17, you'll see some changes. The look of the paper will be streamlined and brightened. Our content will also no longer be available for free online, meaning that our paid subscribers are our No. 1 priority. No other media outlet in our area can deliver the product we can, and we take that responsibility very seriously.

General Industry

Postmedia launched new platform for scalable native advertising

<http://newspaperscanada.ca/news/marketing-news/postmedia-launches-new-platform-for-scalable-native-advertising/>

Postmedia announced the launch of Postmedia Content Solutions, a collaborative native advertising platform developed in partnership with Polar Mobile Group. The Native Network platform gives advertisers the ability to set up scalable campaigns across Postmedia's media network and allows for targeted or simplified campaign executions at both a national and a local level.

Free commuter paper 24 Hrs signed distribution deal with Gateway Newstands

<http://newspaperscanada.ca/news/industry/free-commuter-paper-24-hrs-signs-distribution-deal-with-gateway-newstands/>

Free daily paper 24 Hrs has entered into an exclusive three-year distribution deal with Gateway Newstands. Starting July 2, the Postmedia-owned commuter paper will be available at more than 90 TTC and GO transit stations, within Toronto's underground PATH system and at Gateway Newstands across the Greater Toronto Area. Postmedia acquired the free daily in April as part of its purchase of Sun Media's English-language publications. "We are thrilled to work with Gateway Newstands to bring 24 Hrs to a larger, broader audience by making our free daily newspaper available to subway commuters across the GTA," said Postmedia president and CEO Paul Godfrey. "This allows us to further extend our reach and provide advertisers with a unique opportunity to influence an often tough to reach younger demographic.

Globe launched retirement-focused product

http://www.marketingmag.ca/advertising/globe-launches-retirement-focused-product-160151?utm_source=EmailMarketing&utm_medium=email&utm_campaign=Media_Filter

After 171 years, The Globe and Mail is finally thinking retirement. The national daily has launched a new product called Globe Retirement that will cater to its 1.7 million readers over the age of 50. The product is appearing in print in each Thursday's Report on Business section, as well as a dedicated online site.

Edmonton Journal launched new design and editorial projects

<http://newspaperscanada.ca/news/industry/edmonton-journal-launches-new-design-and-editorial-projects/>

Edmonton Journal has introduced a new design and logo for its print, web and mobile platforms. The innovative responsive design is a collaborative effort led by Postmedia's Gayle Grin with input from renowned newspaper designer Mario Garcia and London-based design team Winkcreative. The Alberta daily has also launched a new pilot project in partnership with the National Post.

National Newsmedia Council launched

<http://newspaperscanada.ca/news/news-releases/national-newsmedia-council-launches/>

Canada has a new press and newsmedia council thanks to a refreshed and renewed commitment to the newsmedia industry by publications across the country, as well as the successful amalgamation of several regional press councils, including the Ontario Press Council, the Atlantic Press Council and the British Columbia Press Council. The National Newsmedia Council (NNC) will receive, review and potentially adjudicate complaints from the public regarding alleged violations of ethical and/or journalistic standards about a member outlet's publication.

Research Highlights

Automotive Research Tools

<http://www.newspaperscanada.ca/ad-resources/automotive-research>

Newspapers Canada has created five different materials on our Automotive Advertising Research for use by newspapers: a PowerPoint presentation provides all the details from the study – newspapers can pull a few slides as needed; a one-page written summary offers an overview of the key findings of the research; a two-pager highlights the key data charts; an infographic acts as a quick reference piece and works well as a leave-behind; finally, a case study gives detailed proof of advertiser success.

Federal Government advertising must deliver substance

<http://newspaperscanada.ca/news/public-affairs/federal-government-advertising-must-deliver-substance-4/>

The Government of Canada spent \$75,213,380 on advertising (media and production) in 2013-2014. Advertising in community newspapers (excluding Official Language, Ethnic and Aboriginal publications) accounted for just \$867,153. On average, this results in annual federal government spending of only \$1,021 in each of Canada's 849 local community newspapers. Newspapers Canada has prepared a report designed to provide publishers with information on the issues regarding government advertising spending as well as a sample Opinion/Editorial piece to help educate readers.

Newspapers account for \$2.6 billion in advertising revenue in 2014

<http://newspaperscanada.ca/news/research/newspapers-account-for-2-6-billion-in-advertising-revenue-in-2014/>

In 2014 total advertising spending from major reported media accounted for just over \$12 billion. Internet advertising continues to climb, placing it in the lead position. Once again, the top three advertising media in 2014 are Internet, Television and Newspapers. Total advertising revenue from Daily and Community Newspapers combined in 2014 was \$2.6 billion, representing 21% of reported media. Full details and trending can be viewed in the Interim Report. Newspapers Canada collects and reports on revenue data for the daily and community newspaper industries. Top line data provides a high-level view of newspaper industry revenues. Data is provided annually for inclusion in the industry report on Net Advertising Volumes.

Community Newspapers are a billion dollar industry

<http://newspaperscanada.ca/research-statistics/newspaper-revenue/>

Total 2014 advertising revenue for community newspapers in Canada was \$968 million. Community newspapers also reported an additional \$90 million in other related revenue. Highlights from the latest annual revenue survey include:

- Print advertising revenue represents the majority (97%) of revenue at \$935 million. The majority (71%) of community newspaper revenue comes from Local/Retail.
- Online advertising (including Mobile) in 2014 totals \$32,773,000 and represents 3% of all revenues. Mobile advertising is still in the early stages with community newspapers, accounting for \$228,000 in 2014.

World Press Trends survey showed major shift in newspaper revenue sources

<http://newspaperscanada.ca/news/research/world-press-trends-survey-shows-major-shift-in-newspaper-revenue-sources/>

Global newspaper circulation revenues are larger than newspaper advertising revenues for the first time this century, according to the annual World Press Trends survey released by the World Association of Newspapers and News Publishers (WAN-IFRA). Newspapers generated an estimated US\$179 billion in circulation and advertising revenue in 2014. Ninety-two billion dollars came from print and digital circulation, while 87 billion came from advertising.

WAN-IFRA World Press Trends provided snapshot of global newspaper industry

<http://newspaperscanada.ca/news/research/wan-ifra-world-press-trends-provides-snapshot-of-global-newspaper-industry/>

Nearly half of the world's adult population (about 2.7 billion people) still read newspapers in print according to the latest World Press Trends Report released by the World Association of Newspapers and News Publishers. Roughly 800 million people access newspaper content digitally, with 7 in 10 millennials consuming news media on a daily basis via news apps, digital subscriptions, print subscriptions and Facebook.

American Press Institute released new study on how Millennials consume news

<http://www.americanpressinstitute.org/publications/reports/survey-research/millennials-news/>

Young adults consume news in strikingly different ways than previous generations according to a new study released by the Media Insight Project, a collaboration between the American Press Institute and the Associated Press NORC Centre for Public Affairs. Researchers surveyed 1,046 American adults between the ages of 18 and 34 about their news consumption habits. The results show that 85 percent of Millennials believe keeping up with the news is at least somewhat important, while almost 70 percent report following the news on a daily basis. Furthermore, while social media and mobile devices play a significant role in news consumption, Millennials' paths to discovery are more nuanced and varied than some may have imagined. Digitally native young adults reported using a blend of social, search, aggregators, online-only news sites and traditional news reporting sources such as newspapers and television.

New York Times research found young news readers seek reliable news sources

<http://www.inma.org/blogs/value-content/post.cfm/new-york-times-research-finds-young-news-readers-seek-reliable-news-sources#ixzz3fJl3lqDn>

Media Insight Project's study "How Millennials Get News" reported that 85% of Millennials say keeping up with the news is at least somewhat important to them, giving news providers reasons to be optimistic about our chances of attracting this important audience.

ASC released new research on consumer perspectives on advertising

<http://newspaperscanada.ca/news/research/asc-releases-new-research-on-consumer-perspectives-on-advertising/>

Consumers continue to rate ads in traditional media as more trustworthy than ads that appear online according to a new study from Advertising Standards Canada (ASC). The ASC Research: Consumer Perspectives on Advertising 2015 report found that a majority of Canadians continue to feel positively about advertising and get value from the ads they read, hear and see.

Pew research study highlighted the power of local news in the digital age

<http://newspaperscanada.ca/news/research/new-pew-research-study-highlights-the-power-of-local-news-in-the-digital-age/>

New research from Pew Research Center demonstrates that there is a pervasive interest in local news across North America. The *Local News in the Digital Age* study reveals that nearly nine in ten residents in the three diverse cities across the U.S. (Denver, Macon and Sioux) follow news about their local area very or somewhat closely, and roughly half follow it very closely. The 159-page report offers an in-depth look at local news consumption in the three divergent US cities and probes residents about their news habits, civic engagement and attitudes about the city and the media that serve it.

Internet use drove 1.4% increase in media consumption in 2015

<http://www.zenithoptimedia.com/internet-use-drive-1-4-increase-media-consumption-2015/>

People around the world will spend more than eight hours a day consuming media this year. According to the *Media Consumption Forecasts*, a new report by ZenithOptimedia, people will spend an average of 492 minutes a day consuming media in 2015, up 1.4% from 485 minutes a day in 2014. This increase will be driven by the rapid growth in internet use, which will increase by 11.8%.

New research on audience engagement with flyers and inserts

<http://newspaperscanada.ca/news/research/new-research-on-audience-engagement-with-flyers-and-inserts/>

Since 2011, Newspapers Canada has partnered with the Flyer Distribution Standards Association (FDSA) to conduct research to understand Canadians' relationship with flyers and to identify and examine consumer engagement with various types of flyers and direct-to-consumer media.

NADbank and PMB released spring 2015 studies

<http://www.newspaperscanada.ca/news/research/nadbank-and-pmb-release-spring-2015-readership-studies>

The amalgamated organization of NADbank and PMB has released two new studies measuring magazine and newspaper readership in Canada. The NADbank 2015 Study provides a comprehensive overview of daily newspaper readership and media usage for 41 daily newspapers in 18 markets, surveyed throughout 2014. Newspaper brands still reach over 70 percent of Canadians every week, and four of 10 readers now access their newspaper content on a digital platform.

Vividata launched with Fall 2015 readership study

<http://newspaperscanada.ca/news/research/vividata-launches-with-fall-2015-readership-study/>

The latest readership data from Vividata shows that Canadians of all ages are reading newspapers more than ever, across a variety of different platforms. Vividata, the amalgamated organization of NADbank and Print Measurement Bureau (PMB), launches this week with the release of its inaugural readership survey.

Newspaper reach dramatically extended by digital

<http://newspaperscanada.ca/news/research/newspaper-reach-dramatically-extended-by-digital/>

Canadians are reading newspapers more than ever, and how they are reading has changed. *Vividata's* new cross-platform data confirms that declines in print newspaper readership have been offset by growth in digital readers. And 26% of readers now can only be reached through digital platforms.

81% of Canadians are reading newspapers

<http://newspaperscanada.ca/news/research/81-of-canadians-are-reading-newspapers/>

The latest research from Vividata confirms that more than eight out of ten Canadians report reading a newspaper in print or digital format in the past week. The newspaper habit is particularly strong in Quebec (84%) and in the Prairies (83%). Adults 50+ years old account for almost half the measured population and are among the strongest readers with 86% readership.

Newspapers are top traditional media source to influence purchase decisions

<http://newspaperscanada.ca/news/newspapers-are-top-traditional-media-source-to-influence-purchase-decisions/>

The most recent Vividata research finds that almost a quarter (22%) of Canadians live in households who expect to purchase a vehicle in the next 12 months. And when it comes to influencing this purchase decision, newspapers and flyers (29%) are the top traditional media source.