

CHAPTER 36

NEWSPAPERS AND PERIODICALS

36.1 International Trends : Newspapers are pervasive, they are part of the fabric of our societies. More people read newspapers than ever before, thanks to the many ways they can now be read. According to the data, more than half the world's adult population reads a newspaper: more than 2.5 billion in print and more than 600 million in digital form, which is more than the global users of internet.

36.2 Newspaper print circulations continue to rise strongly in Asia and the Middle East, offsetting declines in print circulation in Europe, North America and Latin America. Global circulation increased by 1.1 per cent between 2010 and 2011, according to the World Press Trends update. Asia now accounts for a third of global circulation and has seen circulations grow by 16 per cent over five years, while those in Western Europe and North America have declined by 17 per cent during the same period. Newspaper circulation grew 3.5 per cent in Asia year-on-year, and 4.8 per cent in the Middle East and North Africa. It fell 3.4 per cent in Europe, 3.3 per cent in Latin America, and 4.3 per cent in North America. Circulation in Australasia was stable. Scandinavian and Alpine countries continue to have the highest readership of newspapers per capita, with South Korea and Hong Kong rising to top-10 positions. The top countries for newspaper readership are also among the countries with the highest broadband penetration rates.

Revenues :

36.3 While the circulation continues to increase, newspaper advertising revenues have been declining as revenues lost in print have not been replaced by digital advertising. Print continues to provide the vast majority of newspaper company revenues, with circulation alone accounting for nearly half of all revenues. Newspapers are a 200 billion dollar annual industry. Newspaper advertising revenue totalled US\$76 billion in 2011-- 20 per cent of the overall ad market -- down from US\$128 billion in 2007. North America accounts for 72 per cent of the decline in the value of newspaper advertising worldwide. Advertising declines in Western European newspapers have eased in recent years.

36.4 Overall digital advertising market rose from US\$ 42 billion to US\$76 billion from 2007 to 2011. Only 2.2 per cent of total newspaper advertising revenues in 2011 came from digital platforms.

36.5 Trends in India : In a country like India, it is very important that the citizens have access to information for proper functioning of the democracy. In the past, the print media shouldered this responsibility of disseminating information/news regarding the happenings within and outside the country. However, with the growth of IT, digital and other technology, television and internet are supplementing this role with instant coverage. It appears that proliferation of audio visual media and internet has not significantly affected the print media as per statistics of growth of print media made available with the RNI.

36.6 The print media has responded to the new changes and challenges with its modernization. It has embraced Information Technology, which resulted in better coverage with great speed and affordable price. The readership of newspapers is also growing. Statistics show that people prefer their regional language newspapers and that is why the regional newspapers are venturing out to bring editions from other cities where there is sizeable population of the respective language.

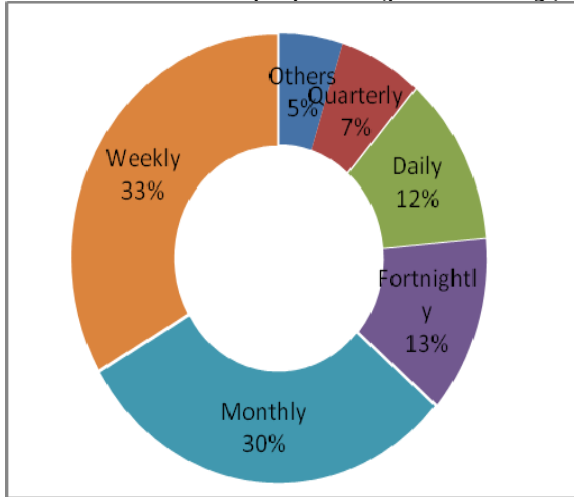
Registered Newspapers As on 31st March , 2010 :

36.7 During 2009-10, 4,253 new newspapers were registered. 15 newspapers ceased publication. As on 31st March 2010, there were 77,384 registered newspapers as against 73,146 at the end of March 2009. There was 5.8% increase in total registered publication over the previous year.

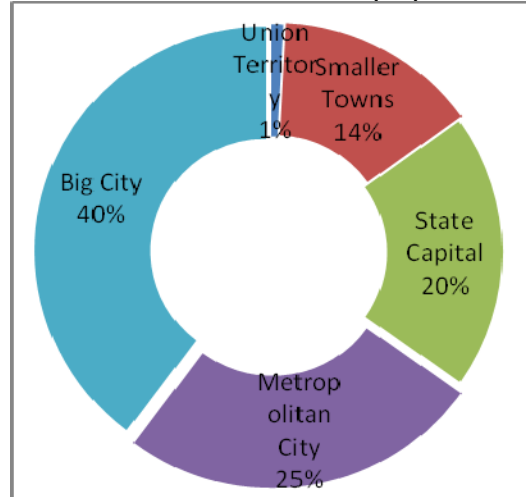
36.8 Out of 77,384, weeklies (33%, 25812 No.'s) and monthly newspapers (30%, 23475 No.'s) comprised more than half of the total registered newspapers whereas fortnightly newspapers (13%, 9,892 No.'s) and dailies (12%, 9,355 No.'s) accounted for more than 10% share each.

36.9 The registered newspapers were largely concentrated in metropolitans, big cities and state capitals. These cities together accounted for about 85 % of all registered newspapers.

Nature of Newspapers (periodicity)



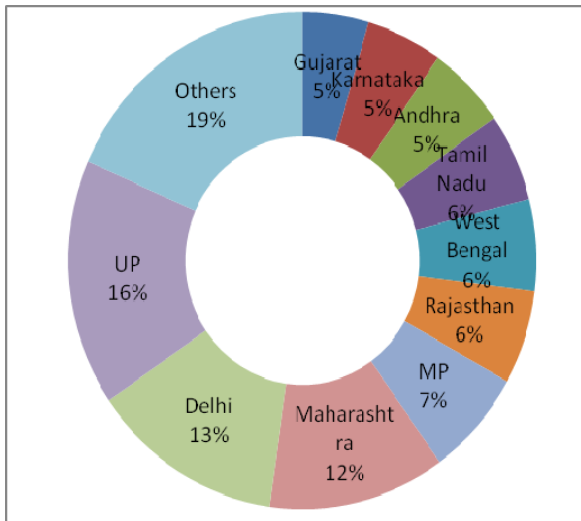
Concentration of Newspapers



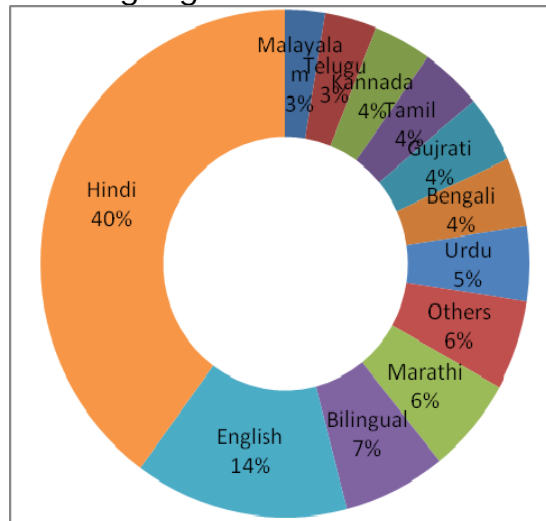
36.10 Uttar Pradesh accounted for maximum number of registered newspapers (12,411) with a share of 16 per cent. This is hardly surprising given that it is the most populous state in India. Delhi (10264) and Maharashtra (9445) occupied second and third position with 13 & 12 % share in total newspaper registered in India.

36.11 Maximum newspapers were published in Hindi (40%), official language of India, followed by English (14%). Amongst regional languages, Marathi with 4705 (6%) regional newspapers had more share than Urdu which accounted for about 5 % of registered newspapers in India.

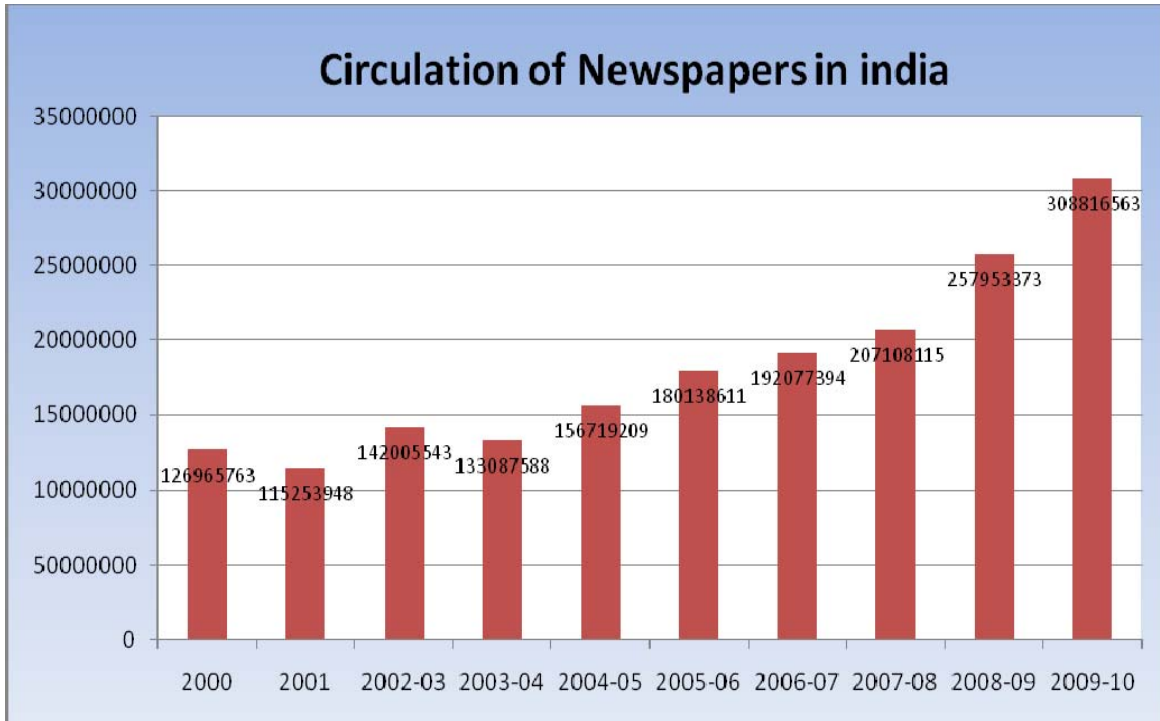
State Wise Distribution



Language Wise Distribution

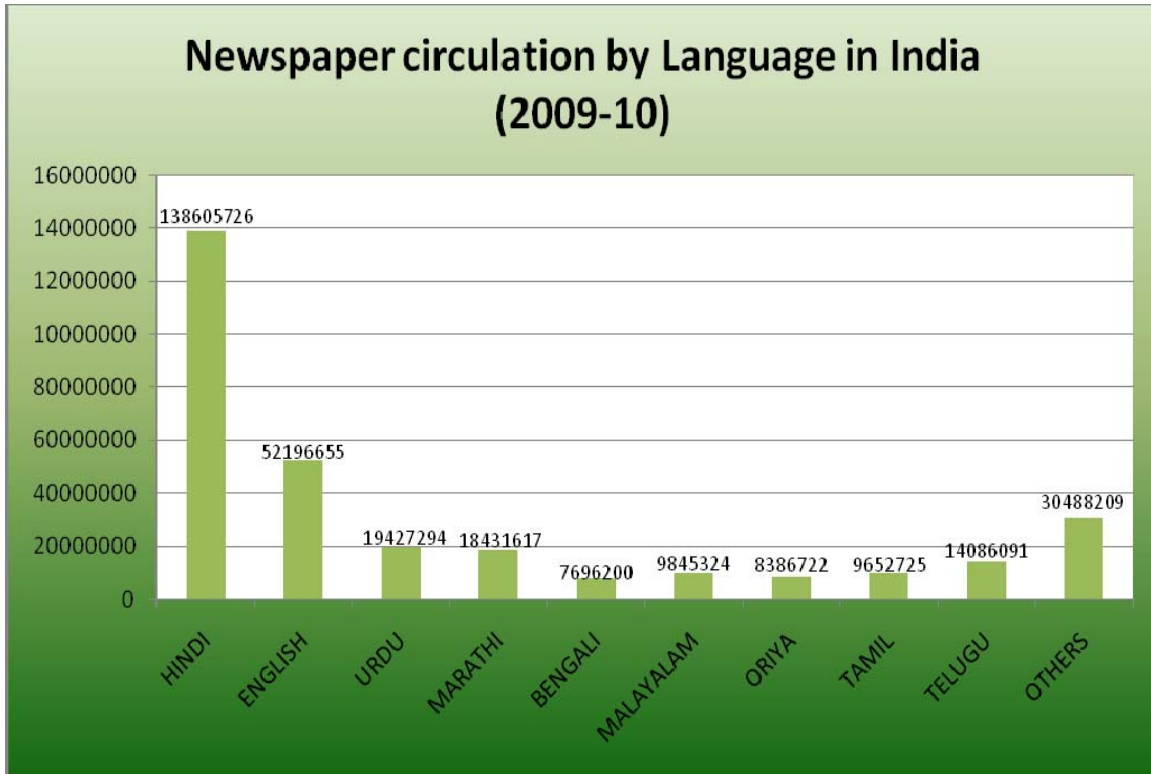


36.12 Circulation of Newspapers: Total circulation of newspapers in India as on 31st March, 2010 was about 308.8 million. The annual increase over the previous year (257.9 million) was about 20 per cent. Following figure indicates the increasing trend of newspaper circulation in India.

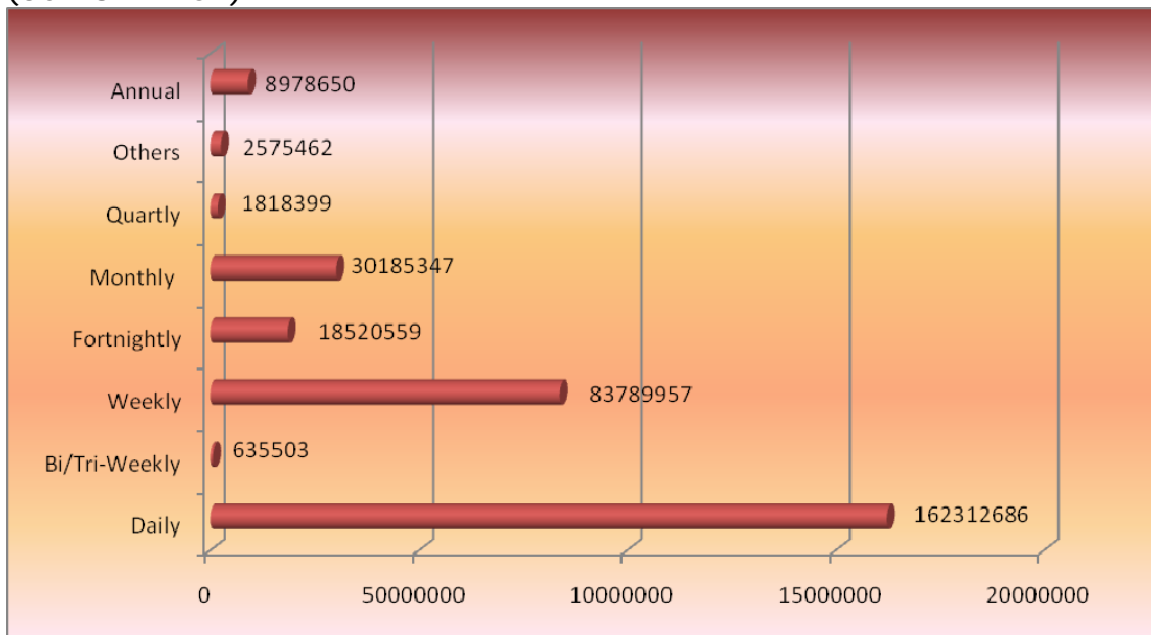


36.13 The Hindu , an English daily , published from Chennai, was the largest circulated daily in 2009-10 with a claimed circulation of 1.45 million copies, followed by ENADU , Telgu daily , published from hyderabad with a circulation of 1.32 million copies and Ananda Bazar Patrika, a Bengali daily, published from Kolkata with circulation of 1.18 million.

36.14 In 2009-10 Hindi newspapers as usual retained their largest share in circulation with 138.6 million copies (44.88%) , followed by English newspapers with 52.2 million copies(16.9 %). Other languages in which newspapers had circulation of more than ten million copies were Urdu (19.4 million, 6.29 %) , Marathi (18.4 million, 5.96 %) and Telugu(14 million,4.56%).



36.15 The circulation of dailies was about 162 million copies in 2009-10 , an increase by 19.57 % over the previous years' circulation (135.8 million). Among periodicals, weeklies had a share of about 27% (83.8 million copies) of total circulation of newspapers, whereas fortnightlies had a share of about 6 % (18.5 million) and monthlies a share of 9.77% (30.18 million).



36.16 Distribution Pattern : Out of the 308.8 million copies per publishing day in 2009-10 about 92.1 % were sold and 7.9 % were distributed free which included sample and voucher copies. The per cent composition of copies sold was higher in case of dailies (97.2 %).

36.17 Average Circulation : During 2009-10, average circulation of dailies and tri/bi weeklies was 41,410 copies per publishing day whereas that of periodicals was 15,857 copies per publishing day. As compared to the previous year , there was an increase of 1,463 copies and 1,276 copies in the average circulation of dailies and tri/bi weeklies and periodicals respectively.

36.18 Challenges: Newspapers, world wide are changing, and must change, if they are to continue fulfilling their traditional role as watchdog, and as the provider of credible news and information that citizens need to make informed decisions in society. A major challenge is to cope up with the increasing penetration of electronic media and changing lifestyle of people. According to a survey , out of 10 tablet users in six cases the tablets have replaced what they used to get from a newspaper or magazine. In response to the changing consumer behavior most major newspapers have started online versions/ e-papers. Hence , the major issue is not that of audience . The challenge is largely one of business, of finding successful business models for the digital age.

36.19 Source of Information : The publishers under Section 19D of the **Press and Registration of Books Act, 1867**, are required to submit Annual Statements to the Registrar of Newspapers for India. These Annual Statements are the principal source of data. However, all publishers do not submit their Annual Statements. Hence, this report cannot be construed as comprehensive. It can give only a broad overview on the general trend of the Indian Press based on the number and circulation of newspapers. Since, the data is based on the number of annual statements for each year, these can only be termed as claimed circulation figures. After authorization of the Regional Offices of other media units of the Ministry of I&B, the offices of the District Information Officers throughout the country collect the annual statements and send to the **Registrar of Newspapers for India**.

References:

- "World Press Trends: Newspaper Audience Rise, Digital Revenues Yet to Follow"- World association of Newspapers and News Publishers (WAN-INFRA)
- Press in India 2009-10, 54th Annual Report of the Registrar of Newspapers for India.