

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 as newspapers move from print to multi-platform media organizations. According to World Association of Newspapers and News Publishers, more than half the world's adult population reads a newspaper: more than 2.5 billion in print and more than 800 million in digital form, which is more than the global users of internet.

36.2 Print circulation increased +2 per cent globally in 2013 from a year earlier but declined by -2 per cent over five years. Print circulation continues to rise in countries with a growing middle class and relatively low broadband penetration, but long-term structural declines in print circulation continue in mature markets as audiences shift their focus from print to digital. Circulation rose +1.45 per cent in Asia in 2013 from a year earlier and +2.56 per cent in Latin America; it fell -5.29 per cent in North America, -9.94 per cent in Australia and Oceania, -5.20 percent in Europe and -1 per cent in the Middle East and Africa. Over five years, newspaper circulation rose +6.67 per cent in Asia, +6.26 per cent in Latin America and +7.5 per cent in the Middle East and Africa; it fell -10.25 per cent in North America; -19.59 per cent in Australia and Oceania; and -23.02 per cent in Europe.

Revenues :

36.3 The newspaper industry generates more than US\$160 billion of revenue globally from content sales, advertising revenues and increasingly other forms of diversified revenue streams. Though digital audience and revenues are growing substantially, 93 per cent of newspaper company revenues globally continue to come from print. Print advertising world-wide declined -6 per cent in 2013 from a year earlier and declined -13 per cent over five years. Digital advertising for newspapers increased +11 per cent in 2013 and +47 per cent over five years, but remains a relatively small part of overall internet advertising.

36.4 Print newspaper advertising increased +3.9 per cent in Latin America in 2013 compared with a year earlier, but fell in all other regions: -3.2 percent in Asia and the Pacific, -8.7 percent in North America, -8.2 per cent in Europe; and -1.8 per cent in the Middle East and Africa. Over five years, print newspaper advertising increased +3.3 per cent in Asia and the Pacific, +49.9 per cent in Latin America. It declined -29.6 per cent in North America, -17.9 per cent in Europe, and -21.1 percent in the Middle East and Africa. Global newspaper publishing revenues from print circulation and advertising were stable year-on-year at US\$163bn in 2013. But that figure is down from US\$187bn in 2008. Paid digital circulation increased 60 per cent last year and rose more than 2,000 per cent over the last five years, albeit from a very low starting point.

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. In Fact till 31st March, 2014 99,660 publications (Newspapers & Other periodicals) have been registered in India witnessing a constant growth of the Print Media.

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 , 2014 :

(During 2013-14 only about 20% of the publishers have submitted their annual statements. Hence, the report cannot be construed as comprehensive. It can give only a broad overview about the general trend of the Indian Press based on the number and claimed circulation of publications.)

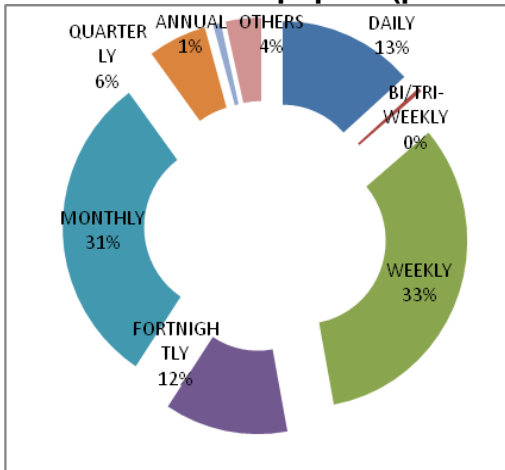
36.7 During 2013-14, 5,642 new publications were registered and 49 registered publications ceased their publications. As on 31st March, 2014, there were 99,660 registered publications on record as against 94,067 at the end of March, 2013. There was 5.9% increase in total registered publication over the previous year. Of the 5642 publications that registered during the period 2013-14, 1255 were dailies, 9 tri-bi-weekly, 1907 weeklies, 555 fortnightlies, 1562 monthlies, 161 quarterlies, 19 annuals and 174 of other periodicities.

36.8 There were 13,350 registered dailies and 411 tri/bi-weeklies in 2013-14, as against 12,109 dailies and 402 tri and bi weeklies in 2012-13. Total number of dailies has increased by 1241 or 10 per cent during the reporting year. A total of 85,899 periodicals of various periodicities other than dailies and tri/biweeklies were on the records of the RNI in 2013-14. Out of these, 33,170 were weeklies, 30,484 monthlies, 12,168 fortnightlies, 5,790 quarterlies and 767 annuals. There were 3,520 publications of other periodicities as bi-monthly, tri-monthly, half-yearly etc. Weeklies and monthlies appeared to be more popular, with their total number soaring to 63,654 accounting for 74.10% approx. of the total periodicals or about 64% of all registered publications (dailies & periodicals) whereas dailies and fortnightlies accounted for 13% & 12 % respectively of total registered publications.

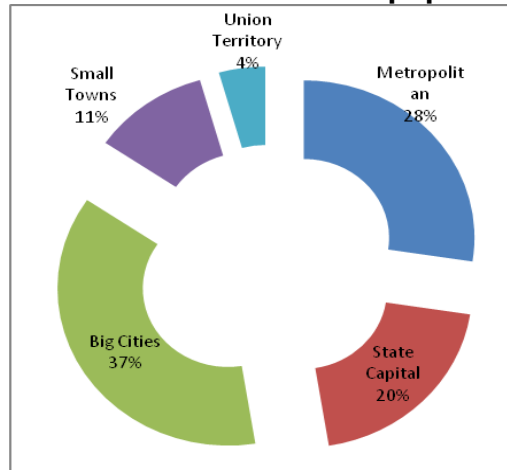
36.9 The Print Media tends to concentrate in certain important cities and towns, giving them eminence as major printing and publishing centers. At the end of 2013-

14, the total numbers of publications registered from the four Metropolitan Cities were 27,333 accounting to 27.43 per cent of the all India total. State capitals were publishing 19,945 registered publications or 20.01 per cent of total. Big cities (population more than 1 Lakh) published a total of 36,942 publications constituting 37.07 per cent. A total number of 11,054 publications came out from small towns constituting 11.09 per cent and Union Territory accounting for the remaining 4.40 per cent (approx).

Nature of Newspapers (periodicity)



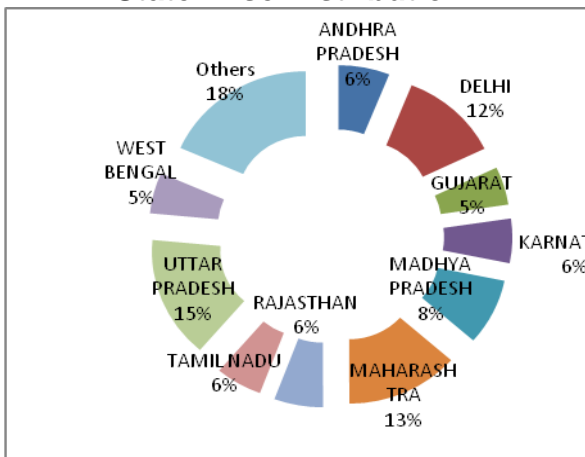
Concentration of Newspapers



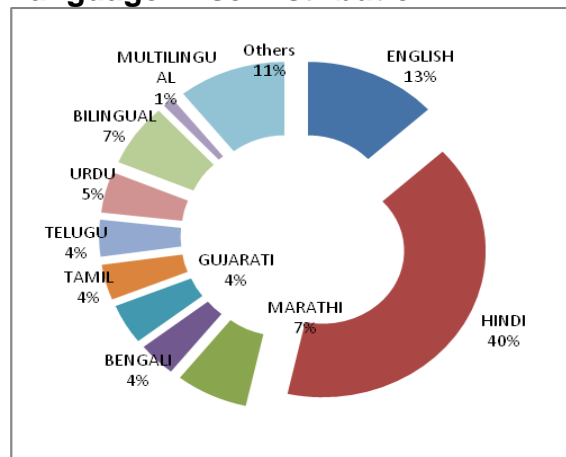
36.10 Uttar Pradesh accounted for maximum number of registered newspapers (15,209) with a share of 15 per cent. This is hardly surprising given the fact that it is the most populous state in India. Maharashtra (13,375) and Delhi (11,767) occupied second and third position with 13 & 12 % share in total newspaper registered in India.

36.11 Maximum newspapers were published in Hindi (40%), official language of India, followed by English (13%). Amongst regional languages, Marathi with 7155 (7%) regional newspapers had more share than Urdu which accounted for about 5 % of registered newspapers in India.

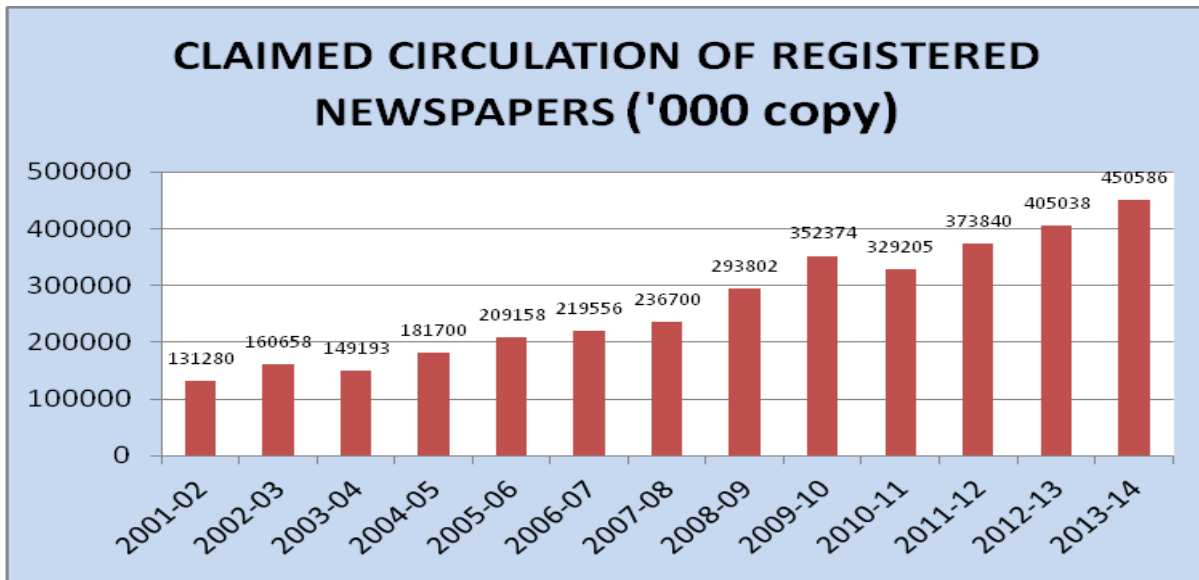
State Wise Distribution



Language Wise Distribution

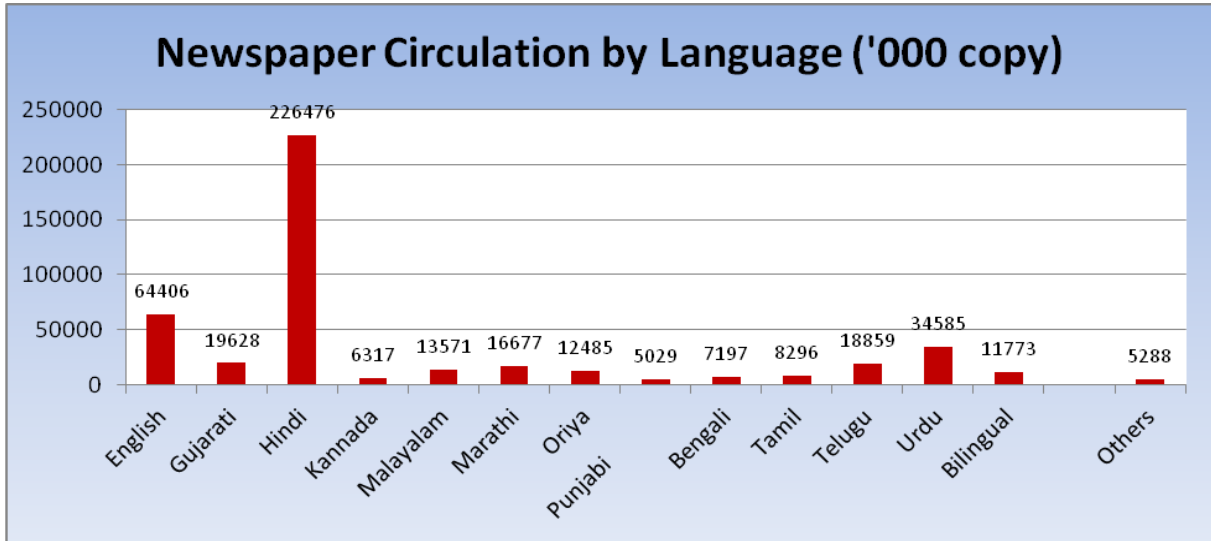


36.12 **Circulation of Newspapers:** The total circulation of publications increased from 40,50,37,930 copies per publishing day in 2012-13 to 45,05,86,212 copies per publishing day in 2013-14. The annual increase (45.5 million) over the previous year was about 11.2 per cent. Following figure indicates the increasing trend of newspaper circulation in India.

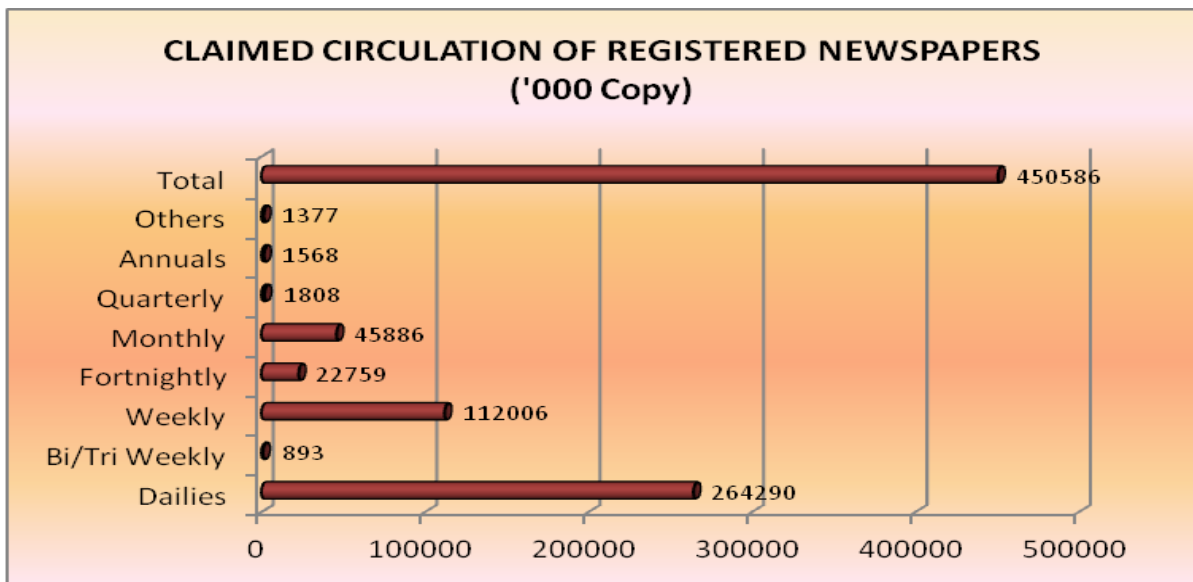


36.13 **“Ananda Bazar Patrika”**, a Bengali/Daily published from Kolkata turned to be the largest circulated single edition daily with a claimed circulation of 11,81,112 copies per publishing day followed by **“The Times Of India”**, an English/Daily published from Mumbai with a claimed circulation of 10,26,153 copies and **“Hindustan Times”** an English/Daily published from Delhi with a circulation of 9,75,737 copies per publishing day. **“The Times Of India”**, having 29 editions in English with a total claimed circulation of 47,42,671 copies per publishing day occupied the first position among multi-editions dailies during 2013-14. **“Dainik Bhaskar”**, having 35 editions in Hindi with a total claimed circulation of 35,49,796 copies per publishing day occupied second position among multi-editions dailies. **“The Sunday Times Of India”**, an English/Weekly Edition from Mumbai, was the largest circulated periodical in 2013-14 with a claimed circulation of 10,21,260 copies per publishing day, while **“The Sunday Times Of India”**, an English/Weekly Edition from Delhi, with a circulation of 9,18,913 copies being second, and **“Ascent”**, an English/Weekly from Delhi with a claimed circulation of 9,95,820 copies per publishing day was rated as third.

36.14 In 2013-14 again, Hindi publications as usual retained their largest share in claimed circulation with 22,64,75,517 copies per publishing day or 50.26 % of the total circulation, followed by English publications with 6,44,05,643 copies per publishing day (14.29 %). Other languages in which publications had claimed circulation of more than ten million copies were Urdu 3,45,85,404 (7.68 %), Gujarati 1,96,28,242 (4.36 %), Marathi 1,66,77,205 (3.70 %), Telugu 1,88,58,626 (4.19 %), Malayalam 1,35,70,603 (3.01 %) and Odia 1,24,84,899 (2.77 %).



36.15 The number of **daily** publications, which furnished circulation figures, was 6,730 in 2013-14 as compared to 5,767 publications in 2012-13. The circulation of dailies was 26,42,89,811 copies per publishing day in 2013-14 as against 22,43,37,652 copies per publishing day in 2012-13 i.e. an increase of 17.80 per cent. Among **Periodicals**, weeklies had a share of 11,20,05,740 copies per publishing day i.e. 24.86 per cent of the total circulation, followed by monthlies with 4,58,85,746 copies per publishing day i.e. 10.18 per cent of total circulation and fortnightlies with 2,27,59,091 copies per publishing day or 5.05 per cent of total circulation.



36.16 **Distribution Pattern** : Out of 45,05,86,212 copies circulated per publishing day in 2013-14, as many as 42,81,17,200 copies (95.01%) were sold and 2,24,69,003 copies (4.99%) were distributed free which included sample, voucher, complimentary and office copies. In case of daily newspapers, share of copies sold

(97.02 %) was higher as out of a total claimed circulation of 26,42,89,811 copies per publishing day, the number of copies sold were 25,64,07,006 .

36.17 Average Circulation : Average circulation of dailies and tri/bi-weeklies was 39,526 copies per publishing day where as the average circulation of periodicals were 14,496 copies per publishing day during 2013-14. Average circulation of Big newspapers decreased by 5,255 copies from 1,73,260 to 1,68,005 during 2013-14 and that of small newspapers decreased by 5,125 copies from 13,773 to 8,648 copies per publishing day as compared to previous year. As for the medium newspaper average circulation increased by 329 copies from 41,766 to 42,095 during 2013-14 in compared to previous year.

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: Print & Digital together increasing newspaper audiences”- World association of Newspapers and News Publishers (WAN-INFRA)
- Press in India 2013-14, 58th Annual Report of the Registrar of Newspapers for India, Ministry of Information & Broadcasting.