The Evolution of Print in the Cross-Generational World of Information Media

Presented to:

ING Leadership Conference

September 29, 2018
Chicago, IL

Association for
PRINT
Technologies

Mining for *Acres of Diamonds*

"What I would like to invite you to do by the end of this talk is explore where you are today, for two reasons.

One: so that you can contribute more.

Two: that hopefully we can not just understand other people more, but appreciate them more, and create the kinds of connections that can stop some of <u>the challenges that we face today. They're only going to get magnified by the very technology that connects us, because it's making us intersect</u>."

Tony Robbins Ted Talk 2006

About APTech℠

The Association for PRINT Technologies (APTech℠) (formerly known as NPES), is the purpose-driven organization dedicated to supporting the entire commercial printing value chain.

APTech's signature event — PRINT® — answers the call by bringing the boldest and brightest innovators, influencers, and newest technology together to create connections that showcase and advance our industry.

APTech makes available to its members a wide range of services including:
- Industry Market Data & Research
- Global Business Development
- Education Programs
- Events that Convene the Industry
- Government Affairs Representation
- Safety and Technical Standards Development

Association for
PRINT
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About PRIMIR

PRIMIR (Print Industries Market Information and Research Organization) is the research unit of the Association for PRINT Technologies.

Unmatched Research Value

PRIMIR annually produces nearly $500,000 in timely research studies.

Membership

Membership is open to manufacturers, suppliers, printers, converters or brand owners engaged in printing or converting by any and all processes, within the United States or globally, or in the manufacture or distribution of equipment, software, materials or supplies to the graphic communications or converting industry

Meetings/Education/Networking

The PRIMIR Insights Conference offers an opportunity to network with peers who are interested.

Resources

APTech and PRIMIR members receive new studies as they are published.

For more information about PRIMIR, please contact Rekha Ratnam, Senior Director, PRIMIR Market Research at rratnam@aptech.org.

Credits

The Evolution of Print in the Cross-Generational World of Information Media

APTech – PRIMIR Research Unit

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- Past studies as task force member
     * Active Co-Chair

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PRIMIR Task Force

* Active Co-Chair

2000   The Future Markets for Prepress Equipment and Systems in the US: 2000-2005

2007   Life Cycle of the Analog and Digital Lithographic Printing Plate - 2007 Update

2008   The Future of the North American Newspaper Industry

2011** Economic Indicators for Print

2016** The Future of Print in the US – Landscape, Implications, and Opportunities

2017   Worldwide Market for Print 2.0: Global Opportunities in Publishing Printing and
        Marketing & Commercial Printing (2012-2021)

2017* Worldwide Printing Industry Consumables, Inks and Substrates Usage and Trends

2017   Service to U.S. Printers: Trends and Outlook

2018** The Evolution of Print in the Cross-Generational World of Information Media
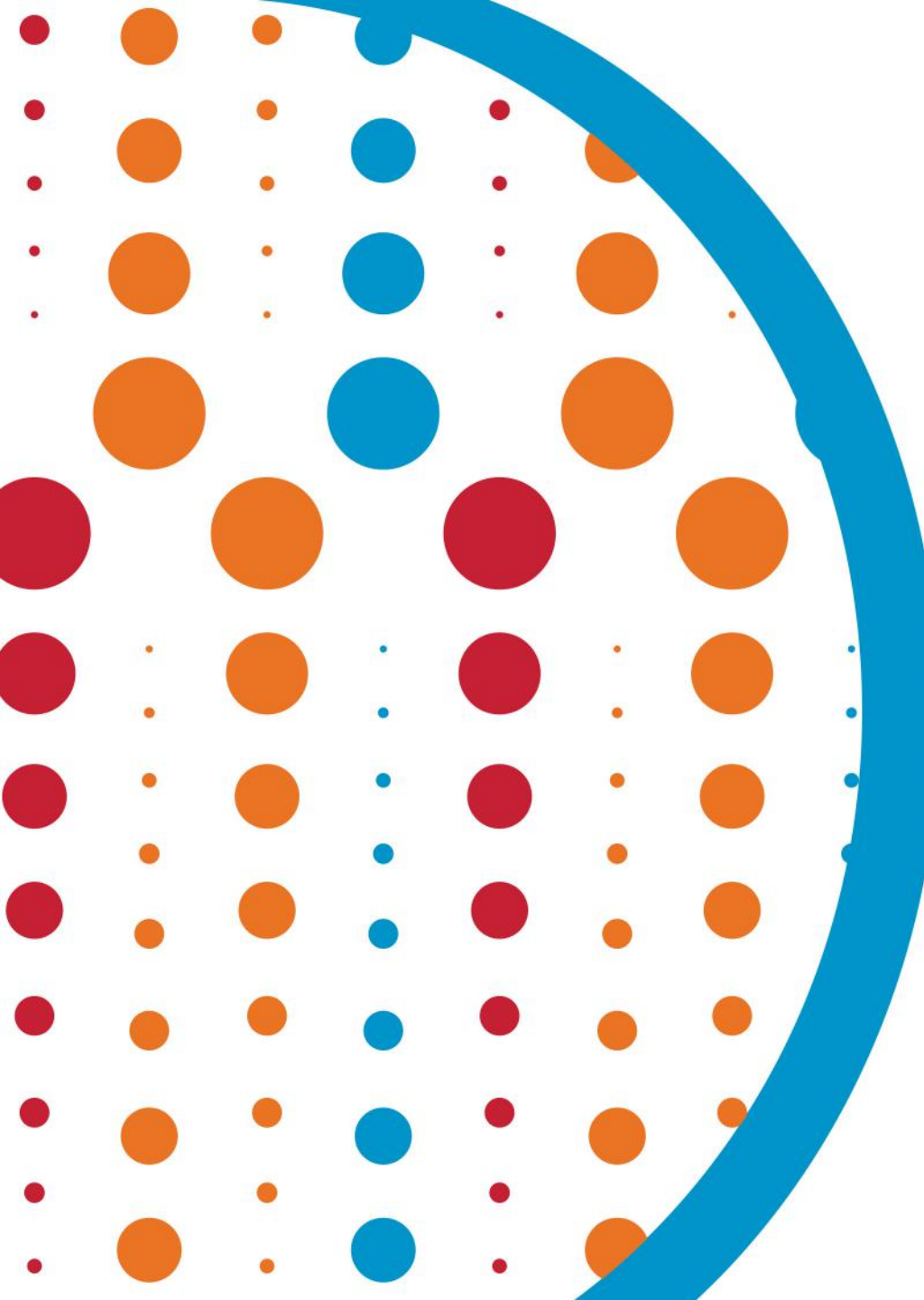
Gordon Borrell

Chief Executive Office

Borrell & Associates

gborrell@borrellassociates.com

- Chairman of the Local Media Association
- Past president of the Newspaper Association of America's New Media Federation

- Borrell Associates provides consulting services to help companies understand and capitalize on the evolving media landscape
- Assists companies in growing their revenues exponentially rather than incrementally
- Generates and publishes industry-related advertising reports
- Provides revenue benchmarking for local online operations
- Works with more than 700 media properties, Internet "pure-play" companies, investment analysts, and industry vendors
- Employs staff and analysts with broad experience in media management, retail and local advertising

The Current and Future State of the U.S. Information Media Landscape and its Consumer's Generational Habits and Patterns
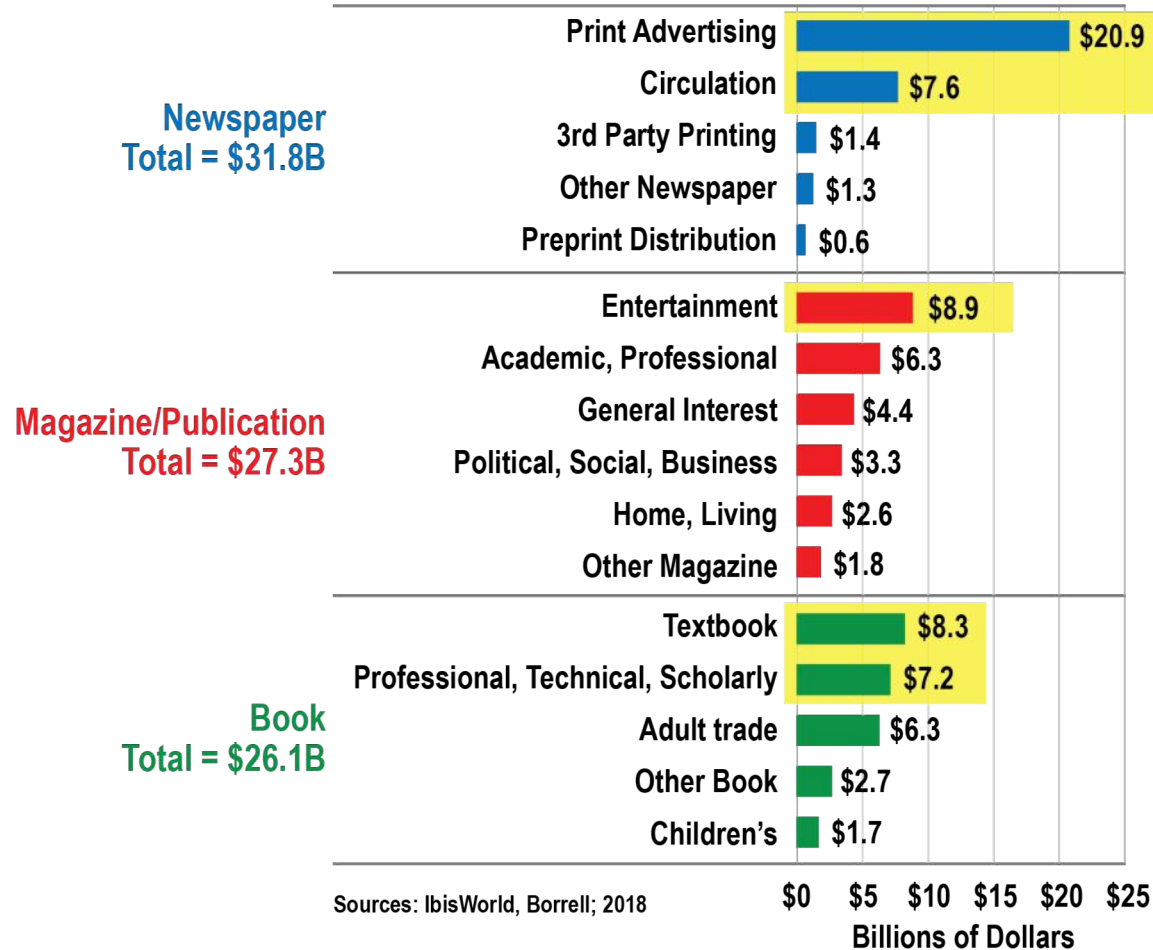
Key Forms
News & Information Media

- **Print**
- Radio
- Television
- Internet
- Mobile Communication

Print's Current Standing *(Projected 2018 Revenue)*

2018 Projected Publication Revenue

Newspaper
Total = $31.8B
- Print Advertising: $20.9
- Circulation: $7.6
- 3rd Party Printing: $1.4
- Other Newspaper: $1.3
- Preprint Distribution: $0.6

Magazine/Publication
Total = $27.3B
- Entertainment: $8.9
- Academic, Professional: $6.3
- General Interest: $4.4
- Political, Social, Business: $3.3
- Home, Living: $2.6
- Other Magazine: $1.8

Book
Total = $26.1B
- Textbook: $8.3
- Professional, Technical, Scholarly: $7.2
- Adult trade: $6.3
- Other Book: $2.7
- Children's: $1.7

Sources: IbisWorld, Borrell; 2018

Billions of Dollars

Consumers of Information

Majority Segments

- **Millennials** – most influence on info media
  - Youngest, largest group
  - Most educated
  - First digitally native
  - Constantly connected

- **Gen Xers** – impacted by Millennials influence on media

- **Baby Boomers** – impacted by Millennials influence on media

Demographics

1920's	1930's	1940's	1950's	1960's	1970's	1980's	1990's	2000's	2010's

Silent Generation
1928 - 1945
73 - 90
Years Old

Baby Boomer
1946 - 1964
54 - 72
Years Old

Generation X
1965 - 1979
39 - 53
Years Old

Millennial
1980 - 1994
24 - 38
Years Old

Generation Z
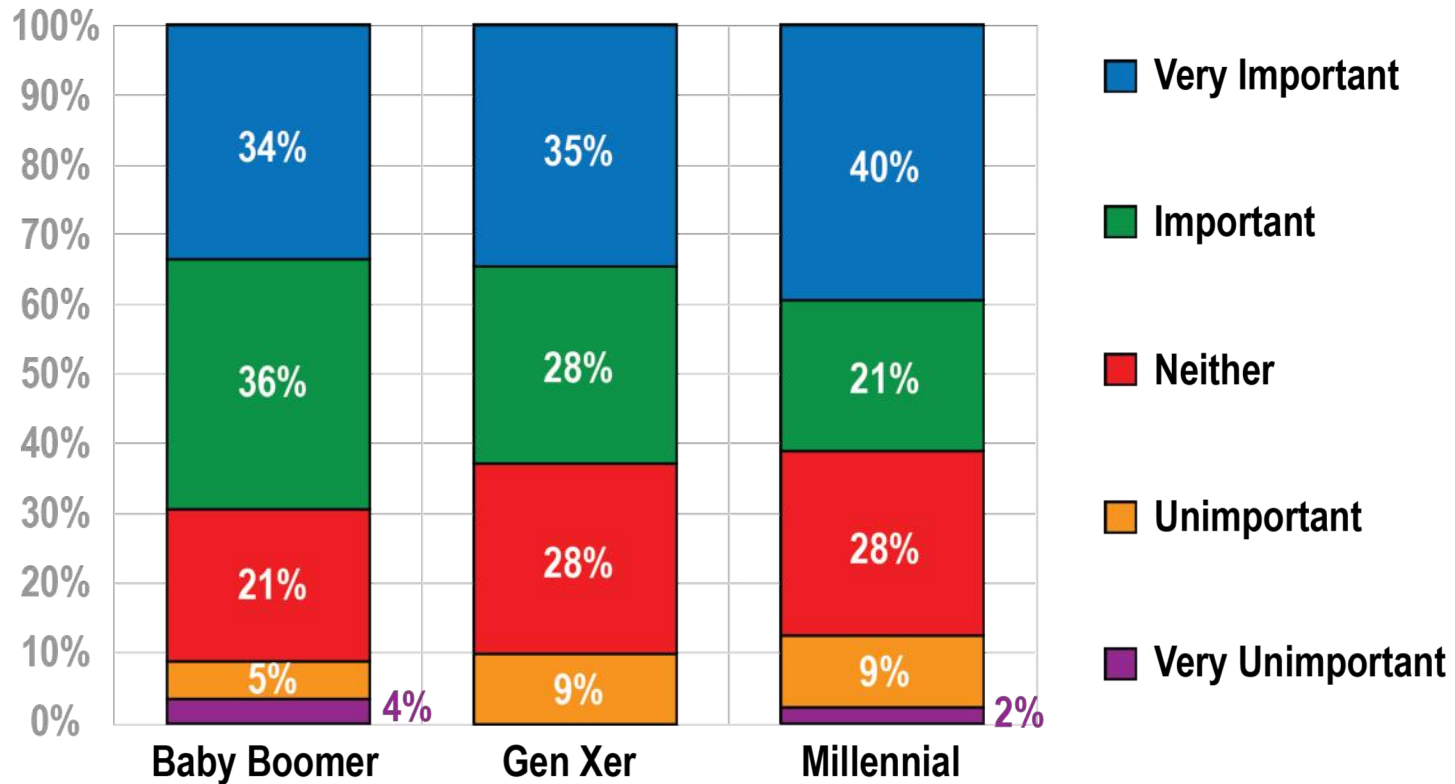1995 - 2012
6 - 23
Years Old

In 10 Years – 2028

- **The youngest Baby Boomer will be 64**
- **The oldest Baby Boomer will be 82**
- **Millennials will be 34 to 48**

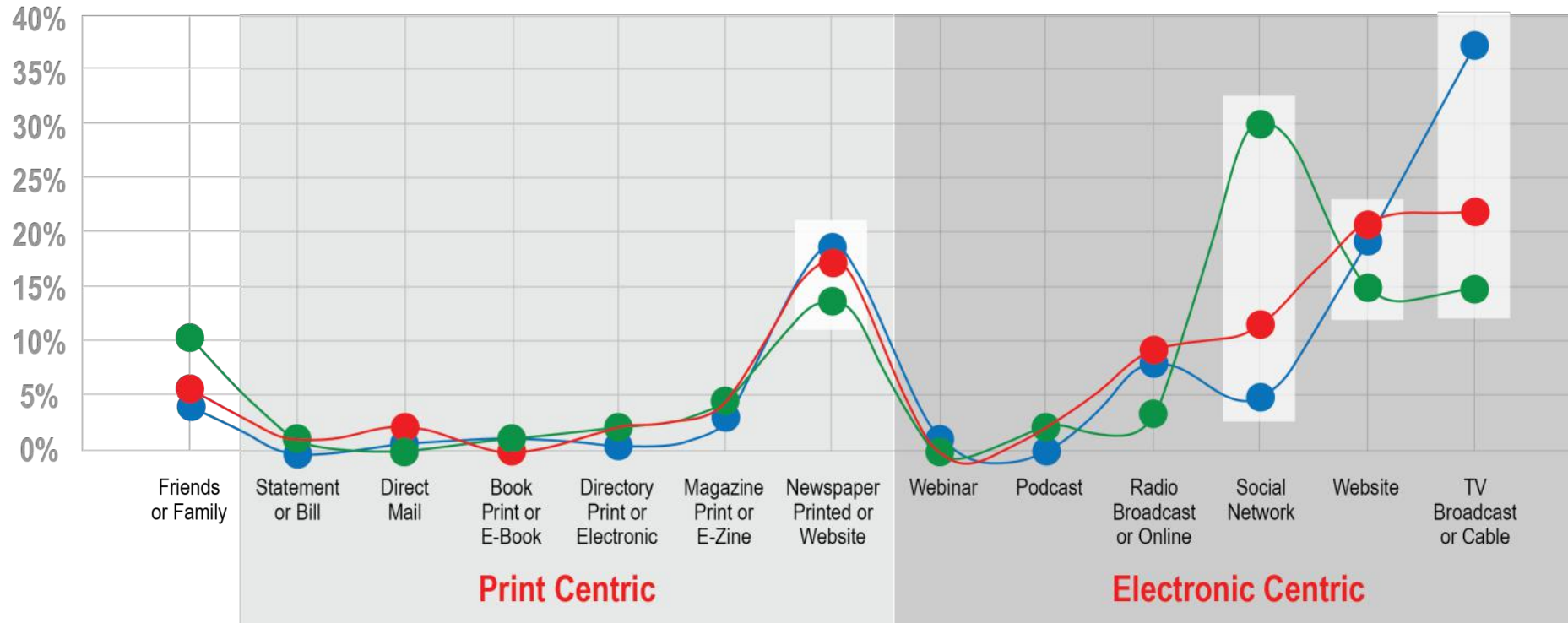# *Growth* of News & Information in Next 5 Years
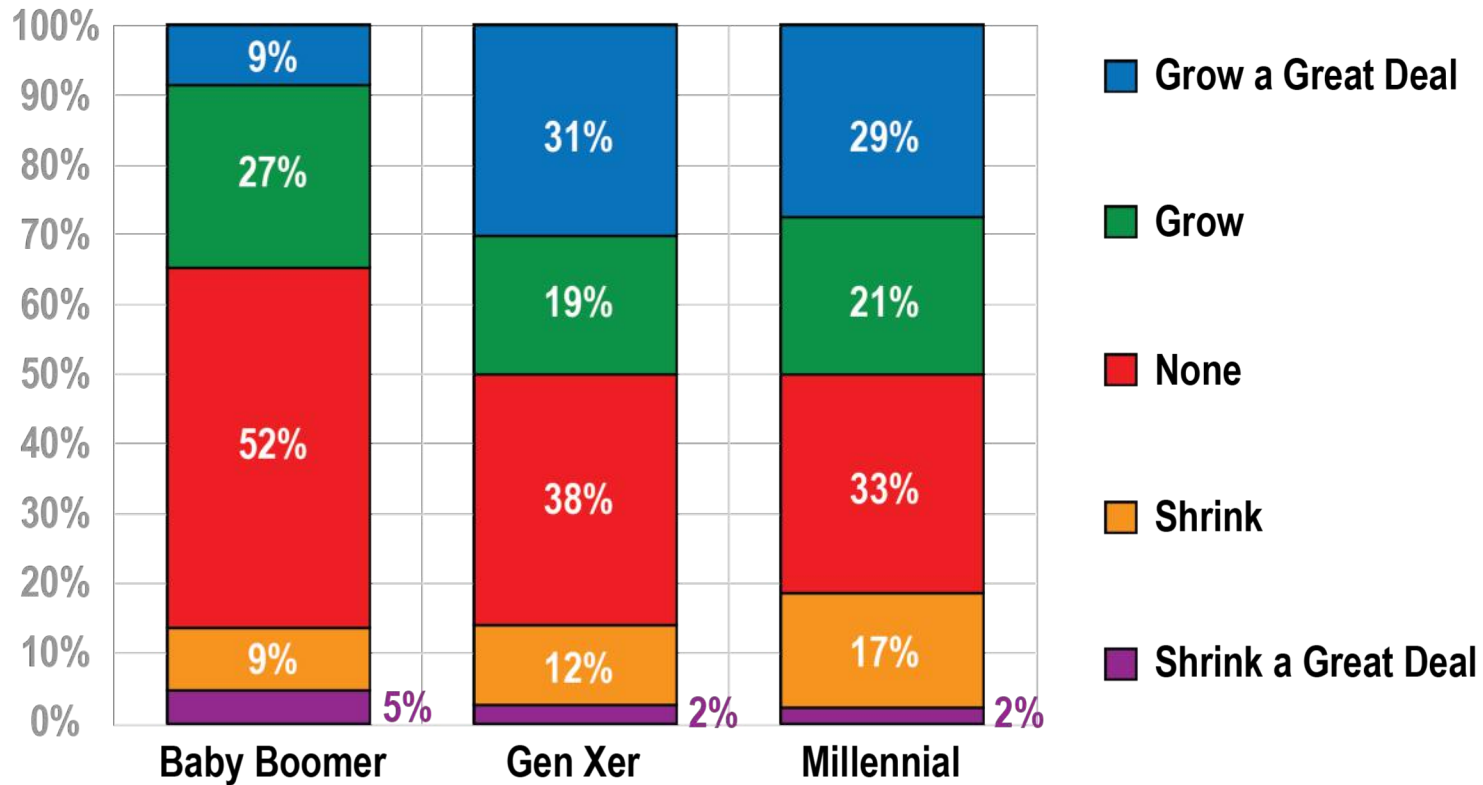
Q: During the next five years, do you believe your need for news and information will shrink, stay the same or grow?

Importance of News & Information in Daily Life

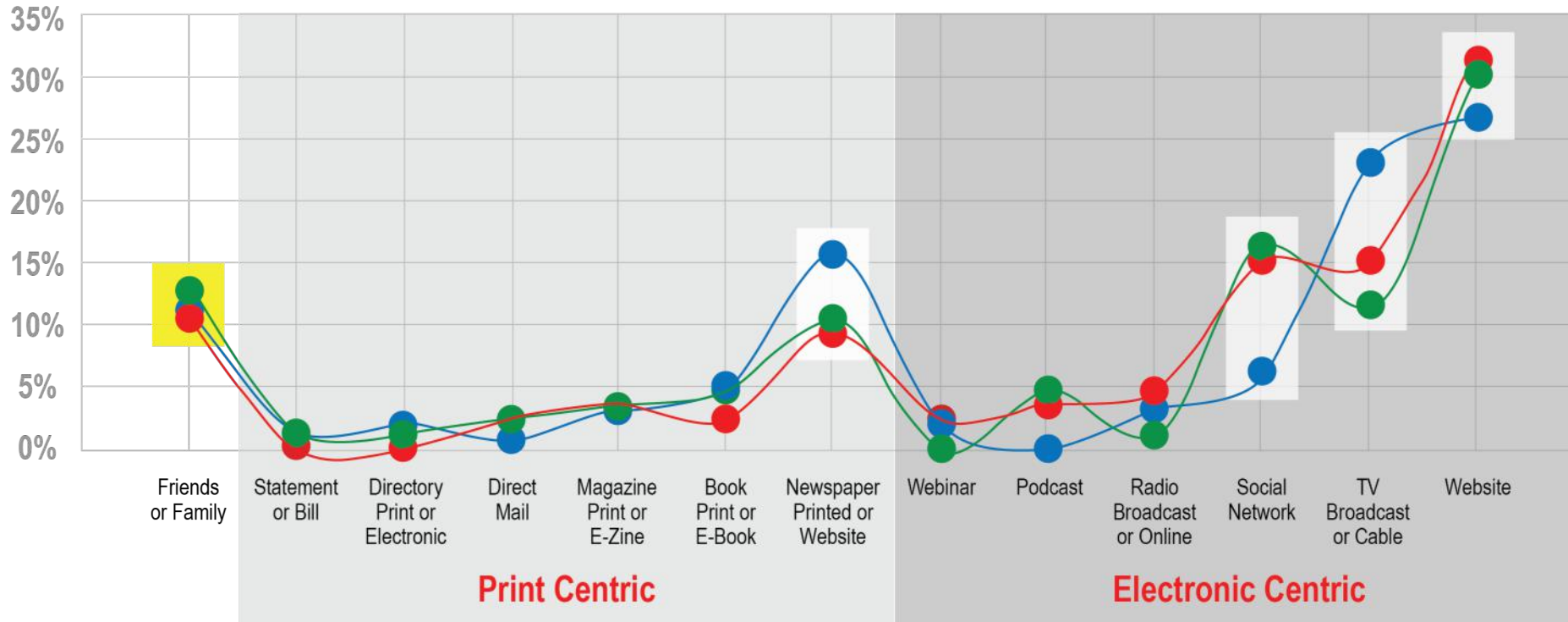Q: Rate the importance of news and information to your daily life.

Top *News* Source

Q: What are your top 2 sources for news about current events?

- ● Baby Boomer
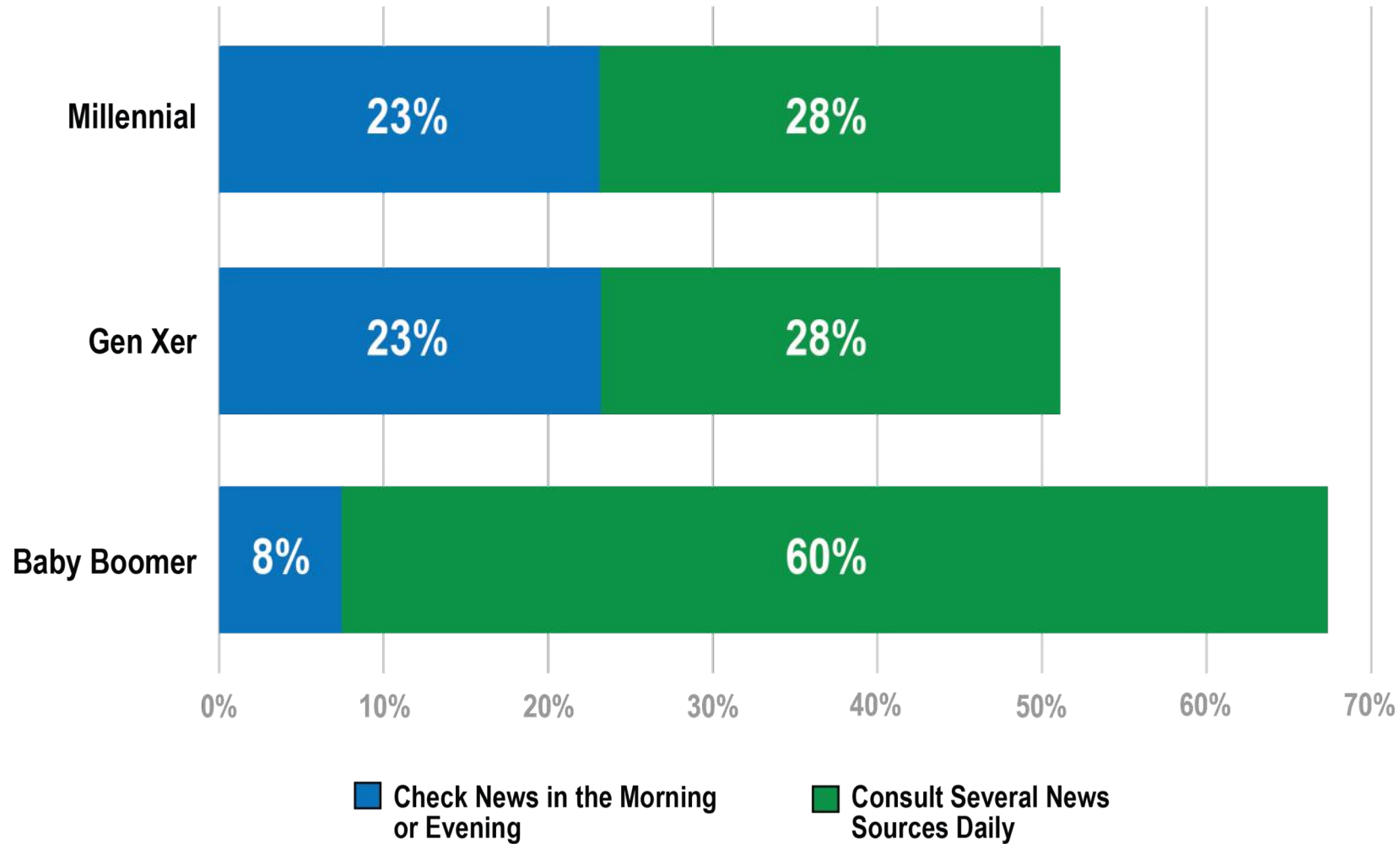- ● Gen Xer
- ● Millennial

Top *Information* Source

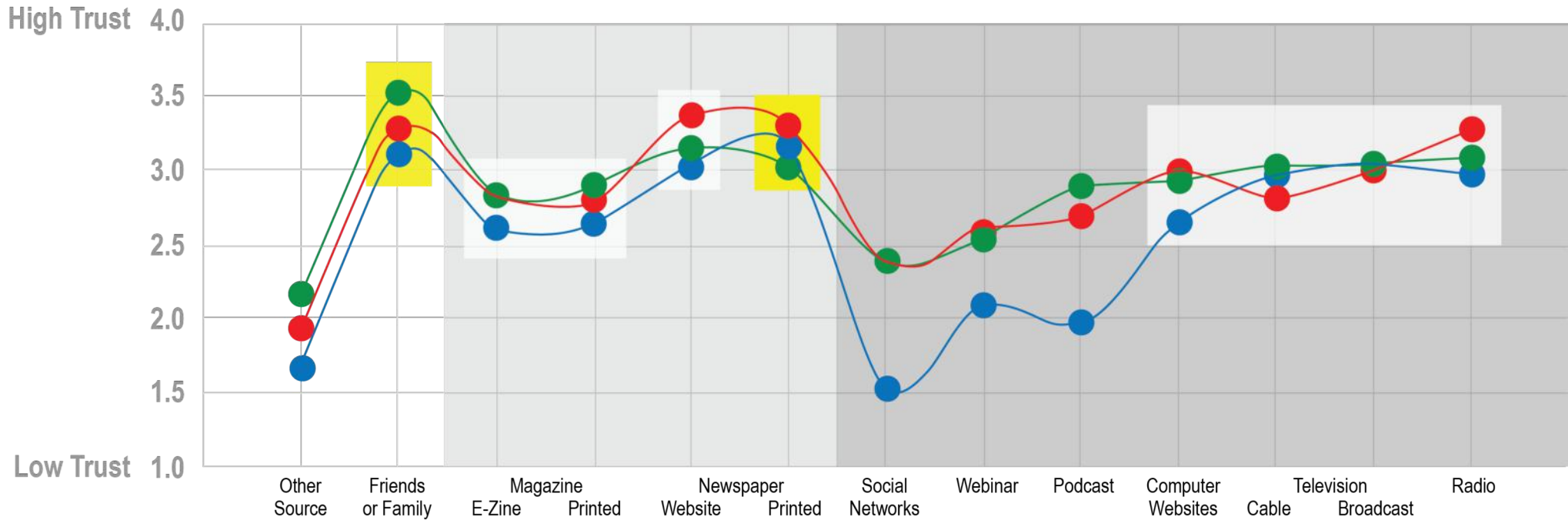Q: What are your top 2 sources for information to answer questions or resolve uncertainty?

- Baby Boomer
- Gen Xer
- Millennial

Source of News & Information by Generational Group

	Check News in the Morning or Evening	Consult Several News Sources Daily
Millennial	23%	28%
Gen Xer	23%	28%
Baby Boomer	8%	60%

■ Check News in the Morning or Evening **■** Consult Several News Sources Daily

Most *Used* News & Information Sources
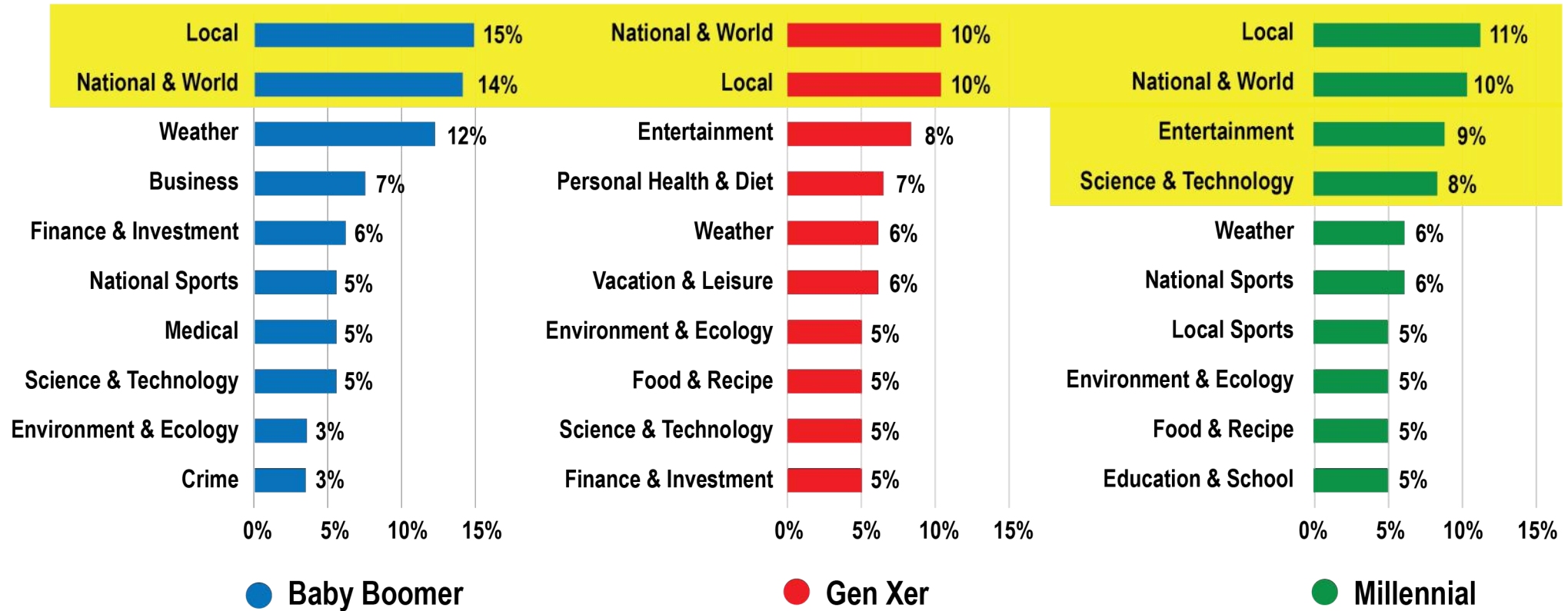

Q: Rank these sources of news and information according to how often you actually use each. (Scale: 0 = Never. 5 = Very often.)
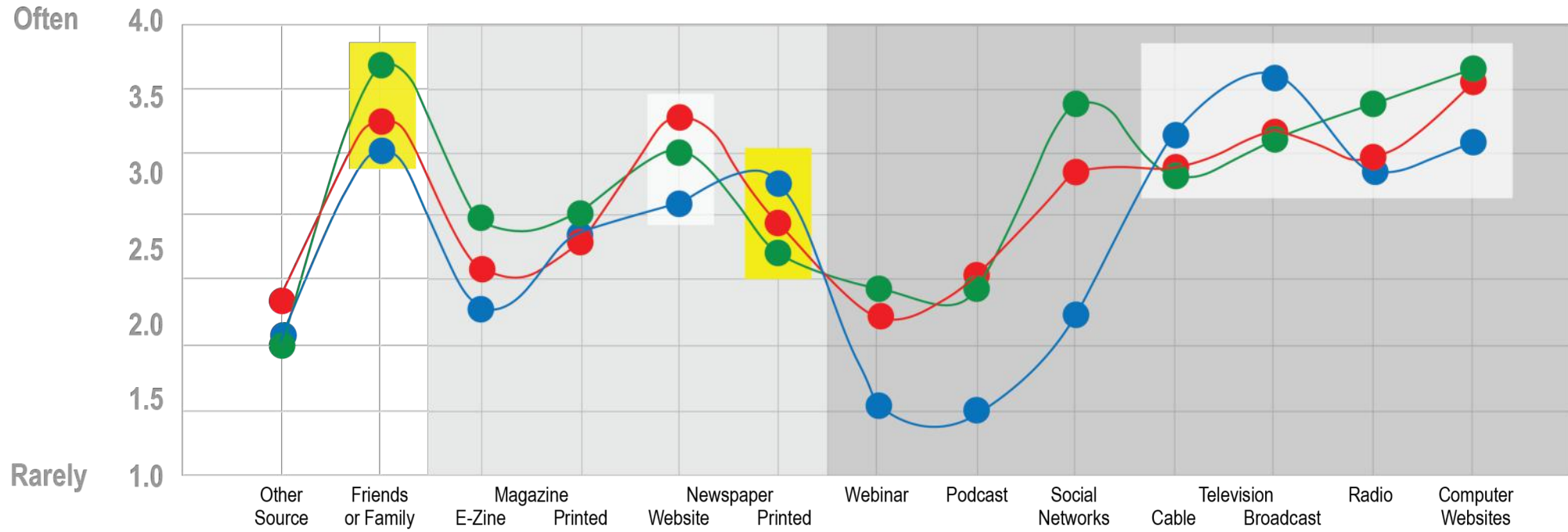
Print Centric
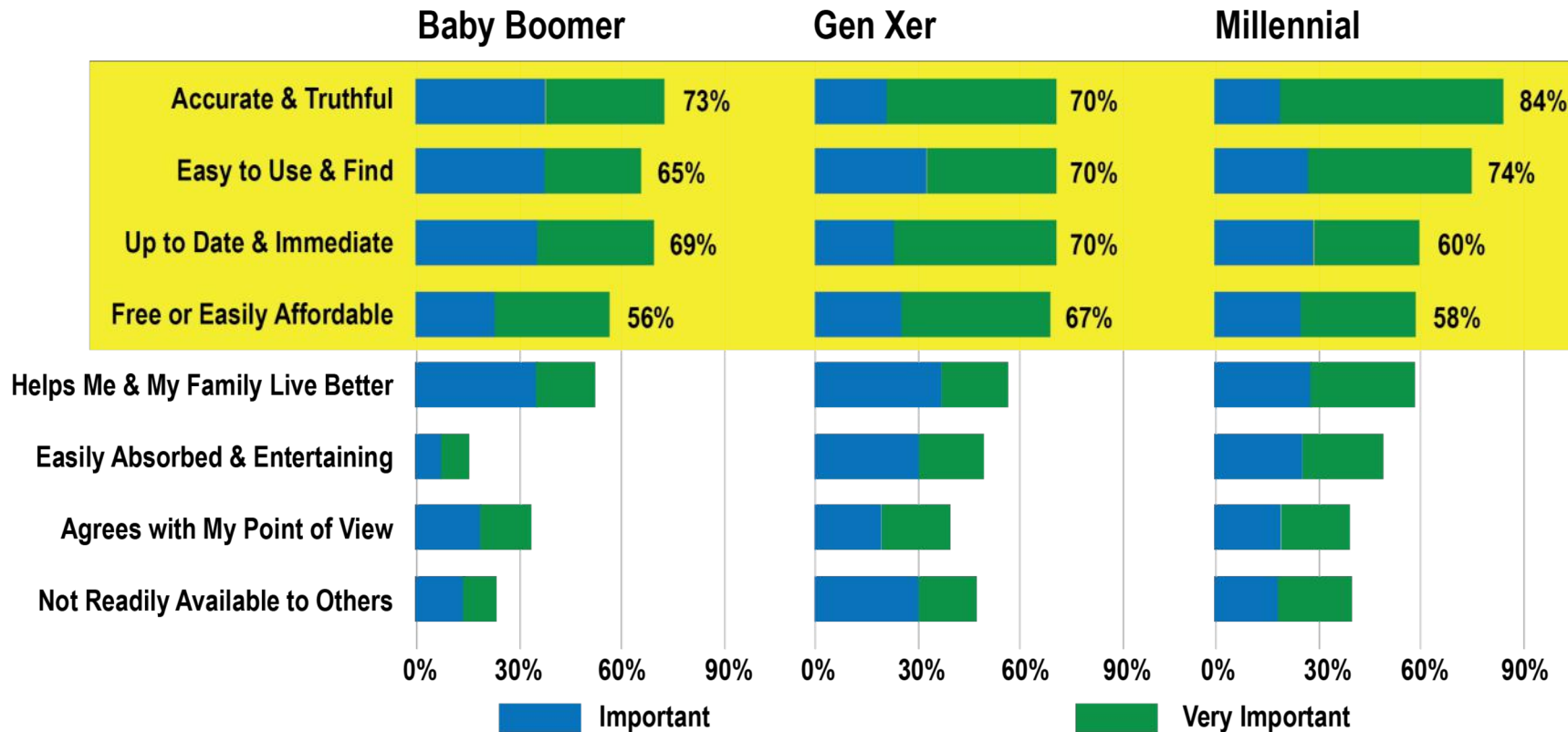
Electronic Centric

- Baby Boomer
- Gen Xer
- Millennial

Ten Most Interested News & Information Categories

Baby Boomer
Category	%
Local	15%
National & World	14%
Weather	12%
Business	7%
Finance & Investment	6%
National Sports	5%
Medical	5%
Science & Technology	5%
Environment & Ecology	3%
Crime	3%

Gen Xer
Category	%
National & World	10%
Local	10%
Entertainment	8%
Personal Health & Diet	7%
Weather	6%
Vacation & Leisure	6%
Environment & Ecology	5%
Food & Recipe	5%
Science & Technology	5%
Finance & Investment	5%

Millennial
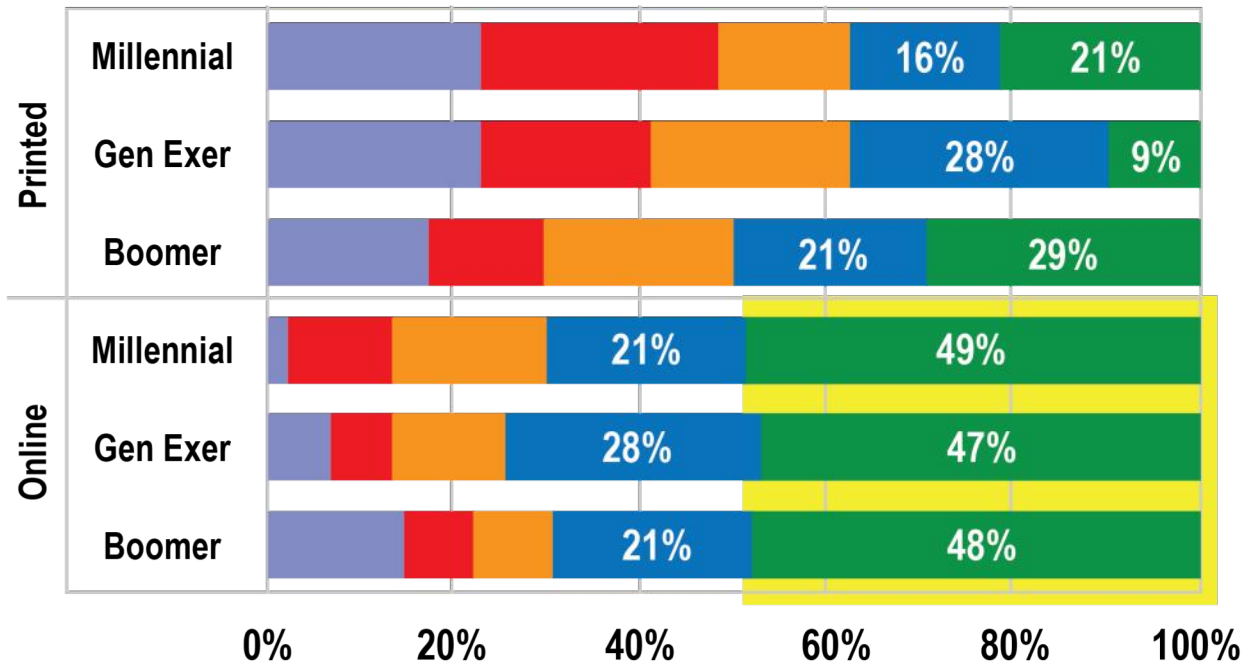| Category	%
Local	11%
National & World	10%
Entertainment	9%
Science & Technology	8%
Weather	6%
National Sports	6%
Local Sports	5%
Environment & Ecology	5%
Food & Recipe	5%
Education & School	5%

Q: Among the categories of news and information pick those that interest you the most.

Most Important Reasons for Using News & Information Sources

	Baby Boomer	Gen Xer	Millennial
Accurate & Truthful	73%	70%	84%
Easy to Use & Find	65%	70%	74%
Up to Date & Immediate	69%	70%	60%
Free or Easily Affordable	56%	67%	58%
Helps Me & My Family Live Better			
Easily Absorbed & Entertaining			
Agrees with My Point of View			
Not Readily Available to Others			

■ Important   ■ Very Important

Q: Thinking of the news and information sources you use most, what are the most important reasons you use them?

Newspaper Readership

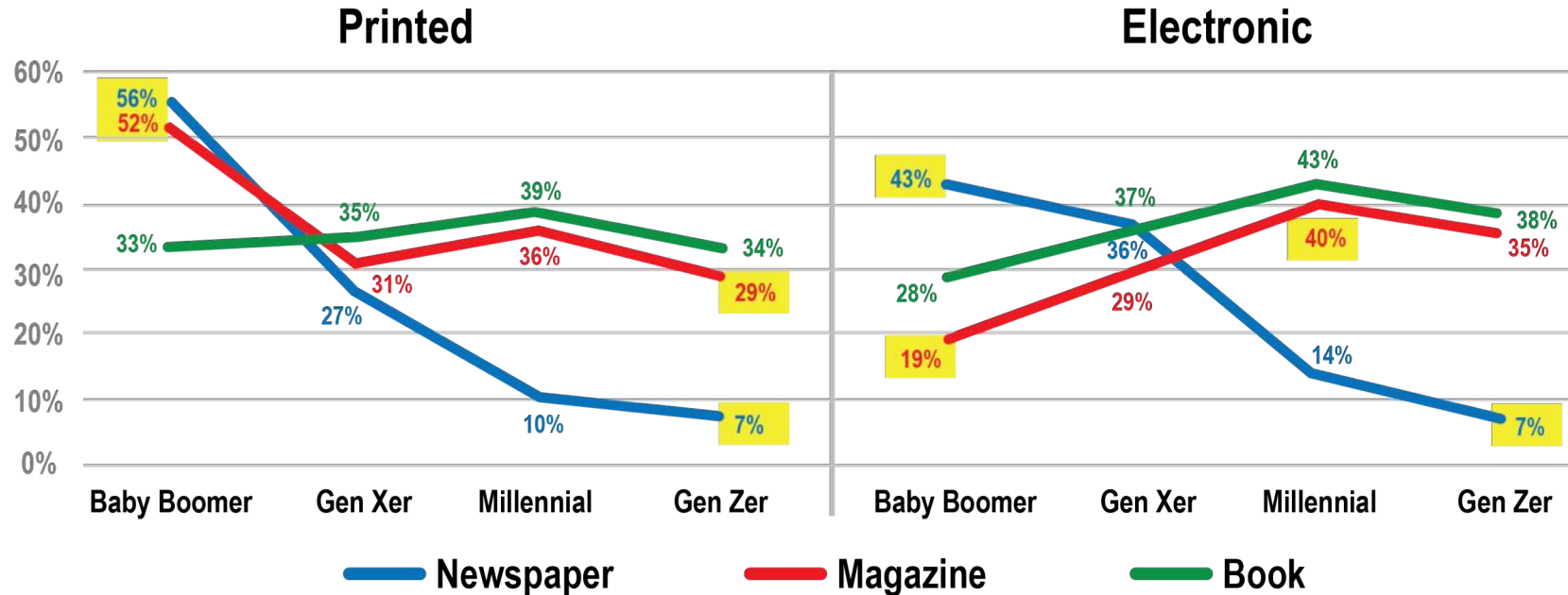**Printed**

	Year +	Past Year	Past Month	Past Week	Today or Yesterday
Millennial				16%	21%
Gen Exer				28%	9%
Boomer				21%	29%

Online

	Year +	Past Year	Past Month	Past Week	Today or Yesterday
Millennial				21%	49%
Gen Exer				28%	47%
Boomer				21%	48%

0%   20%   40%   60%   80%   100%

☐ Year + ■ Past Year ■ Past Month ■ Past Week ■ Today or Yesterday

Q: When was the last time you read a newspaper?

Note: Almost half of all three generations read an online newspapers every day or two and 70-75% of them read online at least weekly.

Note: 37% of Millennials read a printed newspaper within the past week.
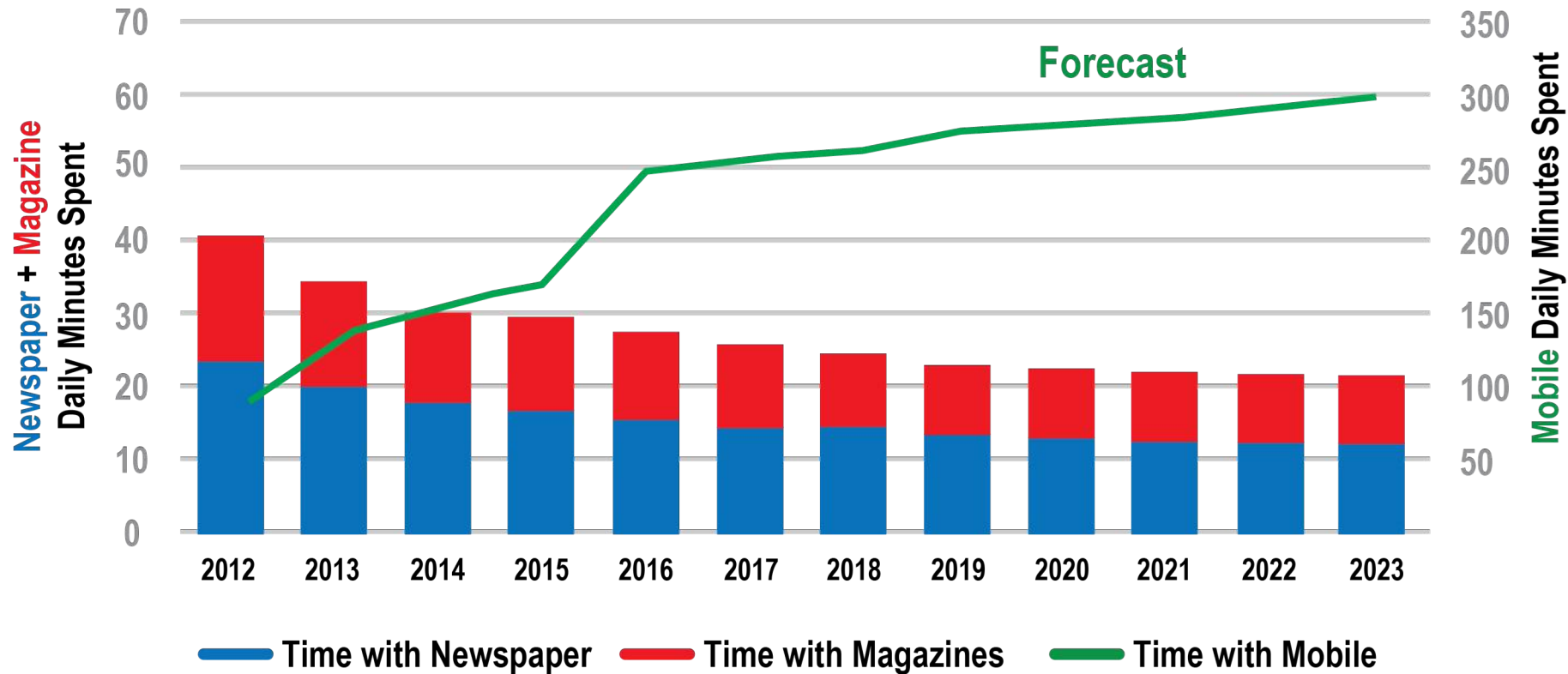
Generational Readership Distribution

Printed

Electronic

Newspaper — Magazine — Book

Sources: Nielson-Scarborough, PIB, Borrell; 2018

Notes: Newspaper: Read Printed I Online Newspaper
Magazine: Read Printed Periodical I E-Zine in Past 6 Months
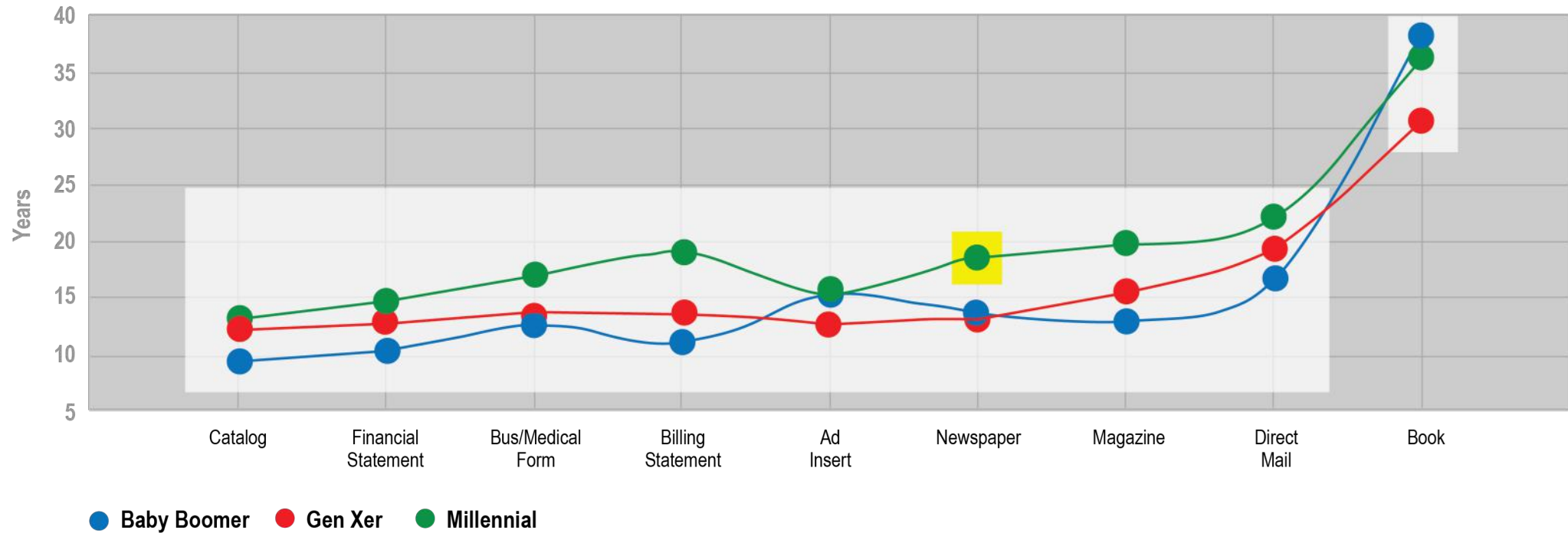Book: Bought Printed Book I E-Book in Past 6 Months

Minutes Spent with Media – Print & Mobile (Daily US Average)

Source: eMarketer, Borrell; 2018

Implications

Number of Years Print Will Remain

Q: How long will it take for each of these printed products to disappear from use?

Consider These Key Facts

Gen X and Millennials

- "News" needs will significantly grow over the next 5 years
- Interestingly, they look for news and info at different times of day
- They look for more than just local news and different topics
- They expect truth & accuracy to a much greater degree
- Millennials *believe* in our newspaper life expectancy

- Other than friends and family,

  o *Print & online news sources* are THE most trusted sources

- However,
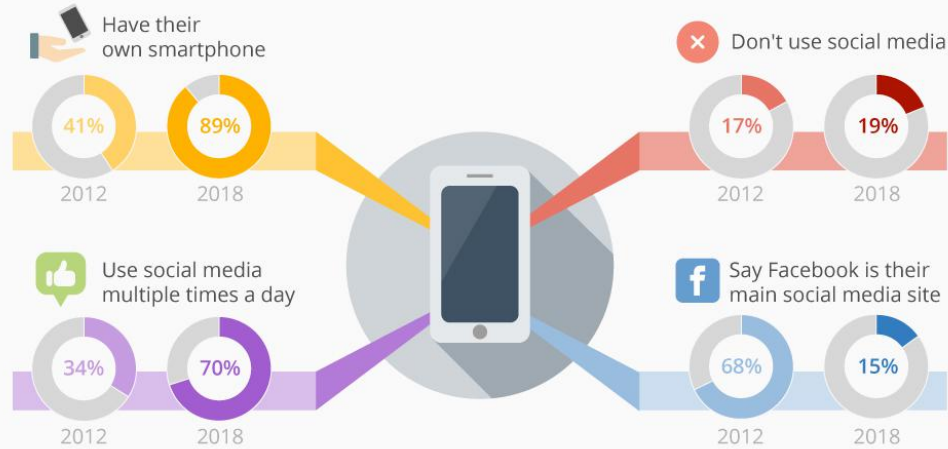 o Newspapers still follow web searches, TV and Social Networks as sources used

Make a Millennial Difference -- Take Action

- *Fill the need* for the *increasing appetite for news* & information among our younger generations

- *Celebrate the Trust*

- *Fill the day – you have the right time slots -* as they look for news and info in am and pm

- *Boost the news & information -* Entertainment, Science & Technology

- *Boost the look* i.e., inviting, vivid, eye-catching, colorful, they still love books and magazines

- *Millennials believe in newspapers*, let's give them what they want & need

GEN Z Bonus Material

Teens' Phones Get Smarter and More Addictive
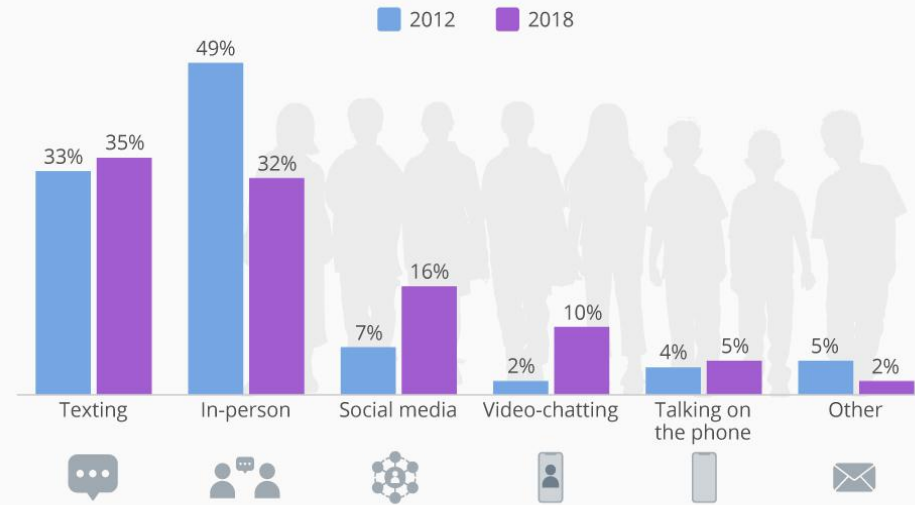Change in social media habits of 13–17 year olds in the U.S. between 2012 and 2018

Have their own smartphone
41% 2012
89% 2018

Use social media multiple times a day
34% 2012
70% 2018

Don't use social media
17% 2012
19% 2018

Say Facebook is their main social media site
68% 2012
15% 2018

statista

Less Talk, More Texting
U.S. teenagers' favorite way to communicate with friends in 2012 and 2018

2012   2018

Texting: 33% / 35%
In-person: 49% / 32%
Social media: 7% / 16%
Video-chatting: 2% / 10%
Talking on the phone: 4% / 5%
Other: 5% / 2%

statista
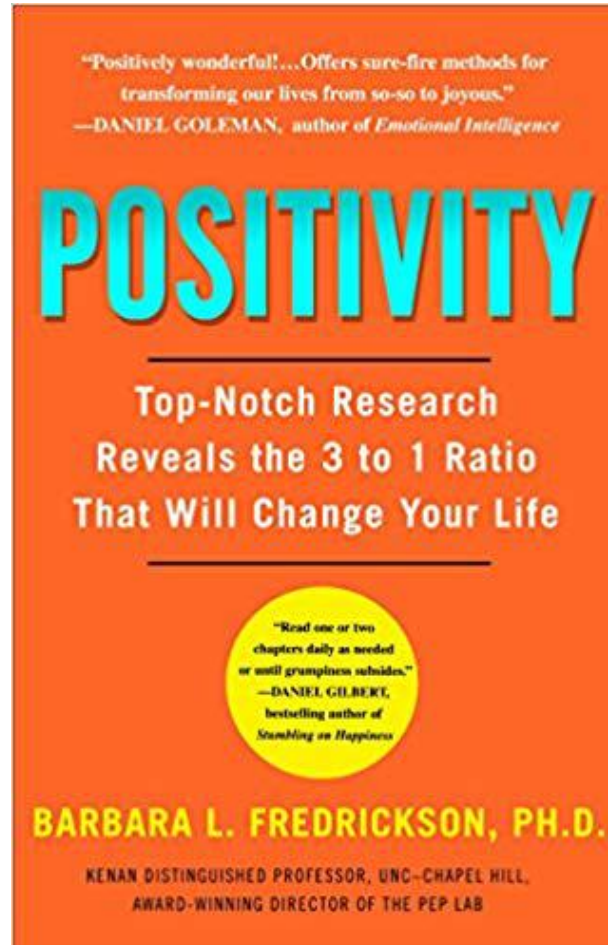
APTech, PRIMIR, ING, PRINT Positivity

Tools and Techniques to mine for your Diamonds

*What's in your **PRINT** tool kit?*

Winning Strategy