

Q3 Report
2020

Global Digital Subscription

Snapshot





Welcome to the Q3 2020 edition of the Global Digital Subscriptions Snapshot!

We are delighted to present the latest edition of this widely anticipated report in association with our partners CeleraOne, as we have done since the very start. We work closely with them in compiling the report and in presenting the key findings at FIPP events throughout the year, most recently at the 2020 FIPP Congress and Digital Innovators' Summit, which took place in September 2020.

As with our Q2 edition, the dominant theme of this edition is the impact of the coronavirus on the digital subscriptions marketplace, with the full impact of the crisis visible in the figures for the first time.

Most notably, the New York Times has reported that digital subscriptions are now at 5.7m, and while its quarterly growth figure is impressive, it is dwarfed by the astonishing statistic that its digital subscriber numbers have grown by 50% over the same period last year. This incredible growth rate, coming as it does at a time when the NYT already has scale in this area, is extremely encouraging. It should lay to rest any suggestions that paywalls and digital subscriptions represent anything other than the future of our industry. It is also encouraging that other consumer focused newspaper groups, most notable Gannett in the US, have started to reach critical mass in digital subs.

In contrast, it remains a source of disappointment that the magazine industry continues to largely ignore digital subscriptions. This must change in the coming months, as the dramatic collapse in the advertising market (one estimate suggesting it will be down by more than 9% this year) shows that media businesses cannot rely on advertising in times of crisis. Hopefully, reports such as this one, together with the range of webinars, videos and training courses FIPP is running on this subject, will help the magazine industry to move more quickly in this regard.

Recently, we have started adding audio and video streaming services to the report, and it is interesting to note that these are also continuing to grow rapidly, with Netflix adding 10m subscribers this period. The notable exception to this is Apple, which continues to experience difficulties with both its streaming video service and with Apple News+ - there must now be questions as to whether the company really understands content, or if it's destined simply to be a scale distributor of other companies' IP.

In a time of great challenge and uncertainty for the whole of the publishing industry, this report should come as a ray of hope. It shows that consumers do recognise the value of our content and that, increasingly, they are prepared to pay for it. Long may that continue.

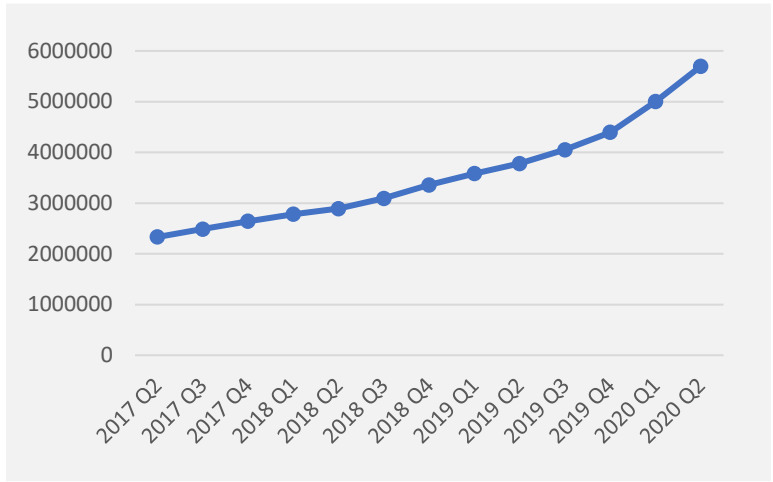
James Hewes
President and CEO, FIPP



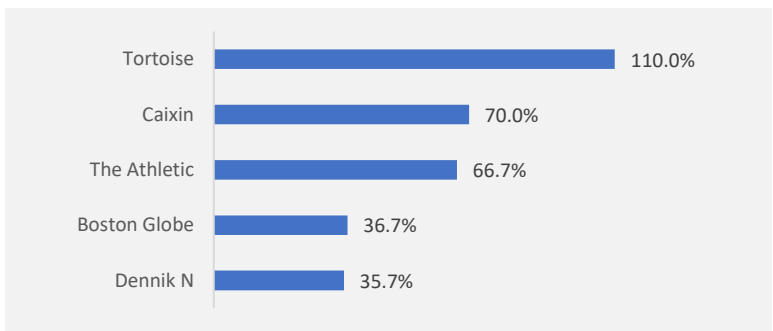
Key Stats

New York Times reaches 5,700,000 subscribers

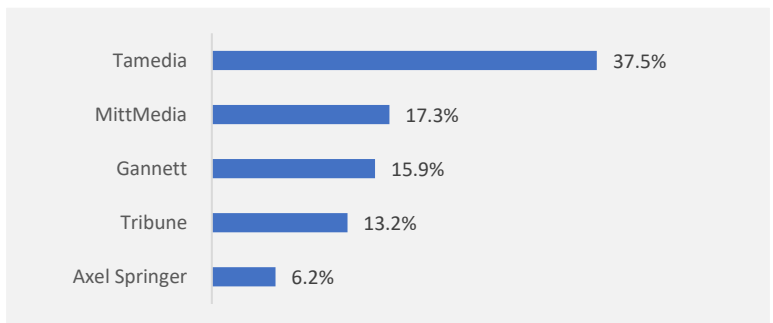
The New York Times added 669,000 subscribers in the 2nd quarter, a record growth figure for the title in volume terms.



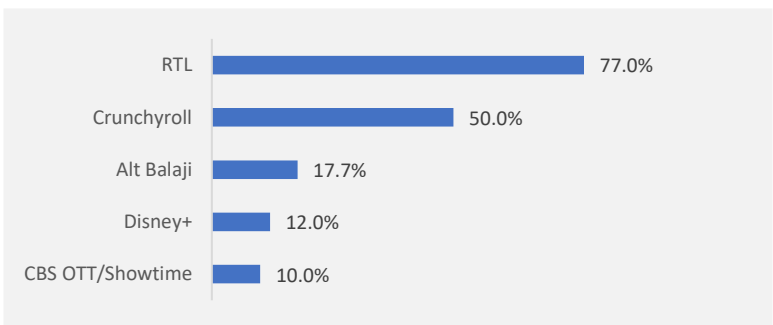
Top 5 publisher titles by % growth



Top 5 publisher groups by % growth



Top 5 streaming services by % growth



Figures shown reflect changes since our last report. As not all entities release information periodically, the basis for comparison may span multiple quarters and should not be viewed as a measure on period on period performance.



COVID-19 Talking Points

Subscription growth rate accelerates during COVID-19 crisis

In our last chart update, we highlighted some of the spectacular digital subscription growth rates publishers were enjoying.

While video streaming services were the clear winner in a world where consumers were spending all their free time at home, and had to find new ways to distract themselves from life under lockdown, many publishers also enjoyed a significant boost to new subscribers as consumers returned to trusted media to seek out information about how the COVID-19 crisis was affecting the world, their country and their local communities.

In May [Zuora](#) reported that subscriptions to digital news and media (including video, e-learning and communication) were growing by a staggering 300%. While the COVID-19 induced spike in subscription growth is likely temporary, Zuora finds that the business model itself has shown stellar growth over the past few years.

They report that subscription revenues grew by more than 350% over the past seven and a half years, and is growing 5 times faster than the S&P 500 industry benchmarks.

Publishers who invested in their digital subscription model enjoyed early success during the lockdown with a [report](#) by Press Gazette showing that 10 leading news publishers had added over 1 million subscribers by June.

Our last update also highlighted a welcome and largely new-found success for local and regional news outlets such as the LA Times and Boston Globe and Tribune Publishing which all had previously struggled for some time to break through a plateau in their digital-only subscription growth.



COVID-19 Talking Points

Global advertising market to shrink by 9% in 2020

In our current report, we continue to see gains for many titles.

While the major news outlets continue to dominate the headlines, we've also seen healthy performances for smaller and more specialised outlets.

Despite a positive performance in the digital subscription space, the COVID-19 crisis has brought formidable challenges to the news and magazine media industry.

Declining advertising and newsstand revenue have meant that consolidation of the industry and restructuring of companies has accelerated sharply during this period.

The global shutdown owing to the COVID-19 crisis has not only led to a shift in consumer behaviour but also a dramatic shift in advertising expenditure according to [Zenith's Advertising Expenditure forecast](#).

Zenith predicts that global advertising expenditure will decline by 9.1% this year.

While this decline is slightly smaller than the 9.5% experienced in 2008 during the great recession, the shift in advertising expenditure this year was much more brutal and rapid and will likely create a lasting shift in advertiser behaviour.

Before the pandemic unfolded, the agency was predicting global advertising growth of 4.3% for 2020.

While the agency predicts a 5.8% recovery in 2021, this will largely be driven by the rescheduled Tokyo Olympic Games and other sporting events and it is unlikely that print advertising will recover in 2021.



COVID-19 Talking Points

North America will see the smallest decline of 7% in advertising, but this is largely due to record political spending expected in the run-up to the presidential election. The middle east and Africa will be hardest hit with a 20% decline in advertising.

Western Europe will also be hit particularly hard with a 15% decline in ad spend. The Asia Pacific market will shrink by 8%, Central and Eastern Europe by 8% and Latin American by 13%.

The report predicts that this year digital will now account for more than 50% of global ad spend, but despite this milestone, digital advertising revenues will decline by 2% this year.

It is however traditional channels which will be hardest hit by the pandemic.

Out of home and cinema saw the steepest declines in advertising spend, declining by 25% and 51% respectively as consumers stayed home during the lockdown, cinemas closed and footfall on streets declined dramatically.

These sectors are however seen rebounding strongly in 2021 with Out of home set to grow by 16% and cinema by 65% in 2021.

Of the traditional channels, TV and Radio will be the most resilient, seeing declines of 11% and 12% respectively, before showing modest increases of 2% and 1% respectively in 2021.

While declines in print were less steep than for out of home and cinema, the sector is the one most likely to face long term impact from shifts in advertising behaviour.

Print advertising in newspapers will decline by 21% this year, and 20% in magazines and the report does not predict a recovery in print revenue in 2021.

COVID-19 Talking Points

Consolidation in magazine industry quickens

Consolidation of the news and magazine media industry was already well underway before the COVID-19 crisis hit, but the pandemic has accelerated these trends and in recent months publishers have had to make some difficult decisions to ensure the future stability and viability of their companies and products.

The economic damage inflicted by COVID was much more fast-paced and severe than the financial crisis in the previous decade, and this is reflected with the speed and scale with which publishers had to reconsider their portfolios and staff compliment.

In countries with a less entrenched reading culture, the impact has been brutal. The South African magazine market has been particularly hard hit. During the COVID-19 crisis [Associated Media](#), a leader in the luxury magazine market, closed its door's for good.

[Caxton Magazines](#), one of the biggest publishers in the country, announced in May that it would close its entire magazine division. While it is likely that buyers will be found for some of their titles some with a heritage spanning more than 100 years, no further details have been announced.

[Media 24](#), the largest newspaper and magazine publisher in the country, have closed two of their newspapers, and 5 of its magazines. Production of their remaining magazines will be outsourced and the publishing frequency of these titles will be reduced to six or eight editions a year and the company has introduced a paywall for premium content on its News24 network.

The US magazine media market seems somewhat better insulated against the pandemic shock as the majority of its print reader revenues are generated by subscriptions.



COVID-19 Talking Points

In the UK, where publishers are heavily dependent on single-copy newsstand sales, circulation for [print was down](#) as much as 20% during lockdown. This, coupled with [reports](#) that suggest that during the same period advertising revenues plummeted as much as 48% during the quarter, publishers have had to make tough decisions on loss-making or marginally profitable titles.

Immediate Media, which has performed exceptionally well during the last decade [announced](#) in July that it will close 11 titles and cut over 100 jobs.

[Bauer Media UK](#) announced the closure or disposal of 10 UK magazine brands including the iconic music magazine Q, and the merger of their two golf brands into a single entity.

Broadly considered the largest magazine media publisher in the world, the company this year existed its business in New Zealand.

In June announced that it would be selling its Australian business to Mercury Capital. Shortly after the deal was announced, 8 magazines in the stable [were closed](#).

Future PLC announced that it is closing down 6 titles in April but the company still managed to turn in a stellar [financial performance](#) by June. In recent years Future has become known as a business astute at acquiring and transforming marginal or loss making titles into viable products by plugging them into its vast digital content and e-commerce platforms.

Prior to the pandemic, Future acquired TI media. While no further consolidation of its newly merged portfolio has been announced, it is likely that the company will carefully scrutinise its assets, and it is likely that some print editions might be dropped in the process.



Publisher Talking Points

New York Times digital revenues exceed print

The New York Times turned in another stellar performance in Q2. Not only did the title add a record 669,000 new digital subscriptions, but the company [reported](#) that its digital revenue exceeds print revenue for the first time.

During the quarter the New York Times earned \$185.5 million in revenue for digital subscriptions and advertising, while print revenue was \$175.4 million. In total, the publication now has 5.7 million digital subscribers keeping it firmly on track to hit its target of 10 million digital subscribers by 2025.

Commenting on the results, the New York Times outgoing CEO Mark Thompson commented: “We’ve proven that it’s possible to create a virtuous circle... in which wholehearted investment in high-quality journalism drives deep audience engagement, which in turn drives revenue growth and further investment capacity.”

The company reported an operating profit of \$52.1 million, down 6.2% on the same period last year on the back of sharp declines in advertising spend during the period.

Digital revenues at Dow Jones top \$1bn

In its full-year results, [Dow Jones](#) reported that digital revenues now account for 71% of total revenue, up from 63% for the same period the previous year. Total subscription across print and digital products grew to 3.8 million, mostly driven by a 28% increase in digital subscriptions.

The company again confirmed a previously stated figure of a total of 3 million subscriptions for the Wall Street Journal, of which 2.2 million are digital-only subscriptions, an increase of 23% on the previous year.

Across the Dow Jones group, digital subscriptions now account for 67% of subscription revenues.



Publisher Talking Points

The Athletic reaches 1 million subscribers

When lockdowns started around the globe sporting events and their associated coverage came to a complete standstill. The New York Times was among many publications who stopped printing their sports section in print as sporting events disappeared.

This spelt disaster for publications which are highly dependent on sports content, such as the Athletic, which has enjoyed a meteoric rise in recent years. In the early days in March subscriptions to the title slowed down to a trickle, and in June the company announced that it had laid off 8% of its staff and mandated pay cuts across the company.

In September, however, the company [reported](#) that it had hit the 1 million subscriber mark. Adam Hansmann, the co-founder, commented that the COVID-19 crisis should have been the end of the line for the company.

But, he credits the fundamentals of the business which is solely dependent on subscription revenue as the reason why it managed to stay afloat during the pandemic. “We are literally at peak engagement,” he said.

Gannett appoints tech industry heavy-weight to drive digital transformation

Gannett, owners of USA today and 260 local news operations, recently [announced](#) the appointment of Mayur Gupta as new chief marketing and strategy officer. The company described his hiring as part of its pivot toward a subscription led business model.

Gupta previously held positions with technology companies Spotify and Freshly, and served on the board of New Media Investment Group when it acquired Gannett in November 2019. Gannett also announced in September this year that it is nearing 1 million paid online digital subscribers, representing a significant milestone in its digital transformation project.



Publisher Talking Points

Caixin sees 70% subscriber growth in a year

Caixin Media's flagship publication Caixin has recorded a 70% growth in subscribers during the last year. Caixin is recognised as a producer of independent, investigative journalism and an influential player in financial media.

The company ensured its editorial independence with a Board of Trustees that is independent of management. The board has the final say over setting editorial principals, as well as having the power to hire or dismiss the editor in chief. Caixin was the first media company in China to embrace placing all content behind a hard paywall in 2017. In the last year, the title has added 210,000 new subscribers bringing its total to 510,000.

[Streaming Talking Points >](#)



Streaming Talking Points

Netflix adds another 10 million subscribers

Netflix announced that it added another 10 million subscribers in Q2 during the peak of the coronavirus pandemic. Its total number of subscribers now stands at 193 million, tantalisingly close to the 200 million mark.

The company did again temper investor expectations about future growth by stating that it expects to add 2.5 million subscribers in Q3, substantially lower than the 6.8 million subscribers it added for the same period in 2019.

Netflix's success in recent years is no small part attributed to its continued rapid release of original and licenced shows and films. Despite a pandemic driven slowdown in tv and film production, Netflix has held up a blistering release pace during the pandemic with other streaming services seemingly struggling to keep up.

Netflix acknowledged that there is likely to be a slowdown during the second half of 2020, but are confident that their total number of new releases for 2020 will exceed figures for 2019.

Amazon Prime Video catching up with Netflix

Amazon Prime Video continues to be a dark horse in the SVOD market.

The company offers its video service as part of its Prime subscription service as well as providing it as a standalone product.

While Prime has 150,000,000 subscribers globally, Amazon does not provide a break down how many people subscribe to the video service, or how many people use the service as part of their Prime subscriptions.

New survey-based research by Kantar has shed some light on Amazon Prime Video's performance.



Streaming Talking Points

Tencent and iQIYI merger could form the world's largest streaming service

Kantar's quarterly Entertainment on Demand report shows that Amazon Prime Video subscriptions accounted for 23% of SVOD subscriptions during Q2, a sharp increase from the 14% share it had in the previous quarter.

While there is no doubt that Amazon Prime Video enjoyed a surge in new subscribers during lockdowns, the sharp increase is likely driven by Prime subscribers who've always had access to the service, but never used until the pandemic set in.

Tencent Holdings, the holding company of Tencent Video is in [talks](#) to acquire iQIYI, China's largest video streaming which has been dubbed the Netflix of China.

While talks with the iQIYI owner are still in early stages, and no specifics about what a deal might entail, a potential merger of the two services would create the world's biggest streaming service with more than 231,000,000 paying subscribers.

Both companies have huge potential for growth. Tencent has more than 900 000 000 million monthly active users of its free content, and for IQIYI this figure stands at 500 000 000 million.

Disney+ takes off like a rocket, Apple TV+ lands with a thud

2019 saw the launch of two highly anticipated new streaming providers, Disney+ and Apple TV+. While Apple has an extensive catalogue of content to draw from Apple TV+ billed itself as a service that would be driven by high-quality original content.

The launch of Disney+ has exceeded the company's projections, and by August the new streaming service announced had more than 60.5 million subscribers.



Streaming Talking Points

The service launched in November 2019 and with its vast library of child-friendly content, there is no doubt that Disney+ became an instant hit with parents at wits end on how to entertain their children during lockdowns.

Efforts by Apple TV+ has been less successful. The company claims to have 10 million subscribers, but it is believed the majority of these will be on the 1-year free trial offer the company is offering users of its hardware. Bloomberg speculates that about half of Apple TV+ subscribers have never actually used the service.

History has taught us that Apple is not a company whose efforts should be underestimated, however, the stop on production TV and Film production owing the pandemic would have undeniable dented its ability to get original content into production. The company is currently in talks with studios to bulk up its catalogue.

Google shuts down Google Play Music

While it has been known for some time that Google plans to shut down its Google Play Music as its shifts its focus to supporting Youtube Music, the company in August set deadlines for users to transfer their content.

The app will be shut down in September for users in New Zealand and South Africa, and Google will start shutting down the service in various regions in October.

All users are being asked to transfer their files by December, although streaming services will become unavailable before then.

Publisher Title Data 1/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	New York Times	5,700,000	2020 Q3	Source	14%	USD 2 / week
USA	Wall Street Journal	2,200,000	2020 Q3	Source	no change	GBR 14.99 / month
USA	The Informer	2,100,000	2019 Q3	Source	no change	USD 14.99 / year
USA	Washington Post	2,000,000	2020 Q2	Source	no change	USD 80 / year
UK	Financial Times	1,100,000	2020 Q1	Source	no change	GBP 33 / month
USA	The Athletic	1,000,000	2020 Q3	Source	66.7%	GBR 7.99 / month
UK	Guardian (members + subs)	790,000	2020 Q3	Source	see note 1	Not applicable
Japan	Nikkei.com	767,978	2020 Q2	Source	new entry	JPY 4277 / month
UK/Global	Economist App (legacy + new)	515,680	2020 H1	Source	see note 2	GBR 19.99 / month
China	Caixin	510,000	2020 H1	Publisher	70%	RMB 58 / month
USA	The Atlantic	500,000	2020 Q3	pv digest	new entry	USD 49.99 / year
Germany	Bildplus	489,254	2020 Q3	Source	new entry	EUR 7.99 / month
UK	The Times/Sunday	336,000	2020 Q3	Source	-2.6%	GBP 26 / month
France	Le Monde	300,000	2020 Q2	Source	27.7%	EUR 9.99/month
UK	The Telegraph	296,783	2020 Q2	Source	18.2%	GBP 2 / week
UK	The Guardian (subscribers)	265,000	2019 Q4	Source	no change	£11.99 / month
Argentina	La Nación	260,000	2020 Q1	Source	no change	ARS 490 / month
Argentina	Clarín	260,000	2020 Q2	Source	30%	ARS 300 / month
France	L'Equipe	258,816	2020 Q1	Source	new entry	EUR 9.99 / month
USA	LA Times	253,000	2020 Q3	Source	11.5%	USD 4 / week

Prices exclude promotional offers as far as possible, and were obtained in the UK using a VPN. Due to geo-blocking, dynamic pricing, and regional pricing variances, pricing shown in your local area and currency may differ.

* Figures in the % Changes column reflect changes since our last report. As not all entities release information periodically, the basis for comparison may span multiple quarters and should not be viewed as a measure on period on period performance.

Note 1 – Previous report shows members only figure and is not directly comparable.

Note 2 – Previous report included only classic app and figure is not directly comparable

Publisher Title Data 2/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Sweden	Aftonbladet	250,000	2018 Q4	Source	no change	SEK 99 / month
Poland	Gazetta Wyborcza	240,000	2020 Q1	Source	no change	PLN 29.99 / month
Brazil	Folha de São Paulo	236,000	2020 Q1	Source	no change	BRL 19,90 / month
Sweden	Dagens Nyheter	222,000	2020 Q2	Source	33.7%	SEK 119 / month
USA	Boston Globe	205,000	2020 Q2	Source	36.7%	USD 27.72 / 4 week
USA	Business Insider	200,000	2020 Q3	Source	new entry	USD 12.95 / month
France	Mediapart	170,000	2020 Q1	Source	no change	EUR 11 / month
USA	The New Yorker	167,374	2018 Q2	Source	no change	USD 99.99 / year
Norway	Verdens Gang (VG)	150,000	2020 Q1	Source	no change	NOK 39 / week
Canada	The Globe and Mail	139,000	2020 Q2	pv digest	new entry	CAD 6.99 / month
Italy	Corriere della Sera	133,000	2018 Q2	Source	no change	EUR 7.99 / month
Germany	Weltplus	130,847	2020 Q3	Source	new entry	EUR 9.99 / month
USA	National Geographic	123,494	2018 H2	Publisher	no change	USD 49 / year
Norway	Aftenposten	119,000	2020 Q1	Source	no change	NOK 279 / month
France	Le Figaro	110,000	2018 Q4	Source	no change	EUR 9.90 / month
USA	Chicago Tribune	100,000	2019 Q2	Source	no change	USD 3.99 / week
Norway	Dagbladet Pluss	100,000	2020 Q1	Source	no change	NOK 55 / week
Finland	Helsingin Sanomat	100,000	2019 Q3	Source	no change	EUR 214.8 / year
USA	Minneapolis Star Tribune	100,000	2020 Q2	Source	no change	USD 3.79 / week
USA	Wired	100000	2019 Q3	Source	no change	GBP 16.99 / year

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Publisher Title Data 3/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Japan	NewsPicks	98,334	2019 Q1	Source	no change	JPY 1500 / month
Sweden	Expressen	90,000	2020 Q2	Source	new entry	SEK 69 / month
UK	Mail+	80,000	2020 Q1	Source	new entry	GBP 10.99 / month
Sweden	Svenska Dagbladet	77,000	2019 Q2	Source	no change	SEK 199 / month
New Zealand	New Zealand Herald	70,000	2020 Q2	Source	new entry	NZD 5 / week
USA	Seattle Times	65,000	2020 Q3	Source	no change	USD 3.99 / week
Spain	El Pais	64,000	2020 Q3	Source	new entry	EUR 10 / month
Germany	Süddeutsche Zeitung	62,072	2020 Q3	Source	new entry	EUR 9.99 / month
Netherlands	De Correspondent	60,000	2018 Q3	Source	no change	User defined
USA	Slate+	60,000	2020 Q1	Source	new entry	USD 59.99 / year
Germany	FAZ	58,274	2020 Q3	Source	14.4%	EUR 4.95 / week
Slovakia	Dennik N	57,000	2020 Q3	Source	35.7%	EUR 4.99 / month
Spain	El Diario	56,000	2020 Q3	Source	7.7%	EUR 8 / month
France	Les Echos	50,500	2020 Q1	Source	new entry	EUR 18 / month
Spain	El Mundo	50,000	2020 Q3	Source	new entry	EUR 59 / year
Netherlands	The Correspondent	45,888	2019 Q1	Source	no change	User defined
Spain	Ara	45,000	2020 Q1	Source	no change	EUR 9.99 / month
UK	Tortoise	42,000	2020 Q3	pv digest	110%	GBR 100 / year
USA	Dallas Morning News	40,000	2020 Q1	Source	new entry	\$2.99 / week*
Switzerland	Neue Zürcher Zeitung	39,000	2019 Q3	Source	no change	EUR 10 / month

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Publisher Title Data 4/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Argentina	La Voz del Interior	36,000	2020 Q1	Publisher	new entry	ARS 265 / month
Austria	Kleine Zeitung	32,700	2019 Q2	Source	no change	EUR 18.99 / month
Canada	Toronto Star	32,000	2020 Q2	Source	no change	CAD 19.99 / month
Austria	Die Presse	31,000	2020 Q3	Source	new entry	EUR 24 / quarter*
Germany	Heise+	29,000	2020 Q2	pv digest	new entry	EUR 9.95 / month
Sweden	The Local	26,000	2020 Q2	Source	new entry	SEK 49 / month
Switzerland	Republik	26,000	2020 Q3	Source	18.2%	CHF 240 / year
USA	Quartz	21000	2020 Q3	Source	18.8%	USD 99.99 / year
Denmark	Zetland	20,000	2019 Q2	Source	no change	DKK 10 / week
Spain	La Voz de Galicia	17,000	2020 Q2	Source	new entry	EUR 4.95 / month
Spain	Infolibre	12,000	2020 Q3	Source	20%	EUR 6 / month

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Publisher Group Data

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	Dow Jones	2,500,000	2020 Q2	Source	see note 3	USA
USA	Gannett	1,000,000	2020 Q3	Source	15.9%	USA
Japan	Nikkei	822,102	2020 Q2	Source	new entry	Japan
Norway	Schibsted	800,000	2019 Q3	Source	no change	Norway
Germany	Axel Springer	620,101	2020 Q3	Source	6.2%	Germany
Australia	NewsCorp Australia	613,000	2020 Q2	Source	no change	Australia
USA	Tribune	419,000	2020 Q3	Source	13.2%	USA
Norway	Amedia	258,000	2019 Q3	Source	no change	Norway
France	Groupe Figaro	175,000	2020 Q2	pv digest	new entry	France
Switzerland	Tamedia	110,000	2019 Q1	Source	37.5%**	Switzerland
Germany	NOZ Media	100,000	2019 Q4	Source	no change	Germany
Sweden	MittMedia	95,000	2020 Q2	pv digest	17.3%	Sweden
UK	Immediate Media	63,201	2020 Q1	Source	no change	UK
Spain	Vocento	40,000	2020 Q1	pv digest	new entry	Spain

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** Figures shown in the % Change columns is based on updated data provided by the publisher for the previous period:
Dec '19 = 80,000

Note 3 – Previous report included figures for both print and digital subscription. Current report updated to show only digital subscriptions and is not directly comparable.

Note 4 – Previous report included Caixin at title level, publisher has now moved to reporting at group level

Video Streaming Data 1/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Netflix	193,000,000	2020 Q2	Source	no change	USD 5.99 / month
Global	Amazon Prime Video**	150,000,000	2020 Q2	Source	see note 6	USD 8.99 / month
China	iQiyi	119,000,000	2020 Q2	Source	no change	RMB 19 / Month
China	Tencent Video	112,000,000	2020 Q2	Source	no change	RMB 15 / month
China	Youku	90,000,000	2020 Q2	Source	see note 7	RMB 19 / month
USA	Disney+	60,500,000	2020 Q3	Source	12.0%	USD 6.99 / month
SE Asia	Viu	41,400,000	2020 Q1	Source	no change	SGD 4.90 / month
India	Alt Balaji	40,000,000	2020 Q4	Source	17.7%	INR 300 / year
USA	Hulu	35,500,000	2020 Q3	Source	10.6%	USD 5.99 / month
India	Eros Now	29,300,000	2020 Q3	Source	no change	INR 49 / month
USA	Youtube Premium***	20,000,000	2020 Q1	Source	no change	USD 11.99 / month
USA	CBS OTT/Showtime	16,200,000	2020 Q3	Source	20%	USD 9.99 / month
USA	Starz/Play/Pantaya	11,400,000	2020 Q3	Source	7.6%	Varies (Group)
US	Apple TV	10,000,000	2020Q2	Source	new entry	n/a
India	Hotstar	8,630,000	2020 Q3	Source	7.9%	INR 299 / month
USA	ESPN+	8,500,000	2020 Q3	Source	7.7%	USD 5.99 / month
Global	DAZN	8,000,000	2020 Q1	Source	no change	USD 19.99 / month
USA	HBO Max	4,100,000	2020 Q2	Source	new entry	USD 14.99 / month
S. Korea	Pooq	4,000,000	2019 Q1	Source	no change	USD 6.99 / month
Taiwan	Catchplay	3,000,000	2019 Q2	Source	no change	IDR 45,000 / mo.

Prices exclude promotional offers as far as possible, and were obtained in the UK using a VPN. Due to geo-blocking, dynamic pricing, and regional pricing variances, pricing shown in your local area and currency may differ.

* Figures in the % Changes column reflect changes since our last report. As not all entities release information periodically, the basis for comparison may span multiple quarters and should not be viewed as a measure on period on period performance.

Note 6 - Amazon Prime Video subscriber number is based on total subscribers to Amazon prime service and does not reflect actively purchased subscriptions. Previous report contained figures for estimated Amazon Prime Video customers and is not directly comparable

Note 7 - Subscription number for Youku is estimation, no formal guidance has been released by the holding company.

Video Streaming Data 2/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Crunchyroll	3,000,000	2020 Q3	Source	50%	USD 7.99 / month
Canada	Crave	2,800,000	2020 Q3	Source	7.7%	CAD 9.99 / month
Nordic	Viaplay	2,510,000	2020 Q2	Source	no change	DKK 89 / month
USA	Sling TV	2,250,000	2020 Q3	Source	-2.6%	USD 30 / month
Latam	Claro video	2,200,000	2018	Source	no change	MXN 69 / month
Australia	Foxtel Now	2,200,000	2020 Q2	Source	no change	AUD 25.00 / month
UK	Now TV	2,000,000	2019 Q3	Source	no change	GBP 7.99 / month
Australia	Stan	2,000,000	2020 Q3	Source	11.1%	AUD 10.00 / month
Ger/Neth	RTL	1,770,000	2020 Q2	Source	77%	Varies
Italy	Timvision	1,500,000	2018 Q3	Source	no change	EUR 4.99 / month
EU	Eurosport Player	1,400,000	2018 Q2	Source	no change	GBP 6.99 / month
N. America	Acorn TV	1,000,000	2020 Q2	Source	no change	USD 5.99 / month
USA/UK	Britbox	1,000,000	2020 Q1	Source	no change	USD 6.99 / month
Mexico	Blim	900,000	2019	Source	no change	MXN 109 / month
Australia	Fetch	760,000	2019 Q4	Source	no change	AUD 6.00 / month
USA	AT&T TV Now	720,000	2020 Q2	Source	-8.6%	USD 14.99 / month
Turkey	BluTV	500,000	2019 Q4	Source	no change	EUR 5.90 / month
UK	ITV Hub Premium	400,000	2020 Q1	Source	no change	GBP 3.99 / month
Chile	Movistar Playflow	277,000	2019 Q1	Source	no change	N/A

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Music Streaming Data

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Spotify	138,000,000	2020 Q3	Source	6.2%	GBR 9.99 / month
Global	Apple Music	68,000,000	2020 Q2	Source	no change	USD 4.99 / month
Global	Amazon Prime Music	55,000,000	2020 Q1	Source	no change	USD 9.99 / month
China	Tencent Music (Group)	47,100,000	2020 Q3	Source	10.3%	USD 7.99 / month
USA	Sirius Xm	34,300,000	2020 Q3	Source	-1.4%	Varies
Global	Youtube Music Premium (**)	20,000,000	2020 Q1	Source	no change	USD 15.99 / month
Global	Deezer	7,000,000	2018	Source	new entry	USD 9.99 / month
USA	Pandora	6,300,000	2020 Q3	Source	-7.4%	USD 9.99 / month
Global	Tidal	3,000,000	2017	Source	no change	USD 9.99 / month
MENA	Anghami	1,000,000	2019 Q3	Source	no change	USD 4.99 / month
N. America	LiveXLive	820,000	2020 Q1	Source	no change	USD 3.99 / month
Global	Soundcloud	100,000	2019	Source	no change	USD 4.99 / month
Global	Primephonic	50,000	2019 Q2	Source	no change	USD 7.99 / month

Prices exclude promotional offers as far as possible, and were obtained in the UK using a VPN. Due to geo-blocking, dynamic pricing, and regional pricing variances, pricing shown in your local area and currency may differ.

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** Overlap with Youtube music service.



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With special thanks to Markus Schöberl of [pv-digest](#) for his assistance with compiling data for this report.

Methodology

How was the data collected?

FIPP used propriety survey data as well as publicly available data to compile this report. Due to the use of publicly available sources, we cannot guarantee the accuracy or recency of the figures reported. The sources of our data is specified within the tables. Prices shown may be influenced by geolocation and dynamic pricing practices.

Why is my title, group or country not included?

We have tried to be as comprehensive as possible in sourcing data, but due to our reliance on publicly available data, this report should not be viewed as an exhaustive list. Should you wish to be included in future reports, please register your interest by e-mail Sylkia@fipp.com.

Why did you not include print and digital combinations?

We are aware that many publishers are enjoying tremendous success with packages which include both print and digital subscriptions. Owing to a lack of reporting on print and digital subscription bundles in the market, limited data is available for publication. Should you wish to submit such data for inclusion in future reports you are welcome to do so, please register your interest by e-mail Sylkia@fipp.com.