

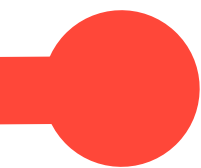
Q4 Report
2022

Global Digital Subscription

Snapshot



| piano



Publishers will continue to see growth in 2023 despite economic headwinds

The opening months of 2023 are being billed as an uncertain time for all those that rely on subscription revenues. The combination of a looming recession – one we must be careful not to talk ourselves into – and inflation are casting a shadow over revenue streams that had looked to be in healthy post-Covid recovery. Eyes that had long been diverted elsewhere have started turning back to the relative comfort of the advertising market, quickly forgetting the frequent storms that blow over that particular safe harbour.

But the evidence of our latest Global Digital Subscription Snapshot, produced as always in collaboration with our friends at Piano, suggests otherwise. The number of titles reporting data continues to grow (we're up to 140 now) and the total volume of digital subscriptions exceeds 40m globally, a significant number. We see evidence of growth everywhere, and no sign that publishers are yet being affected by any sort of slowdown.

Indeed, we would endorse the findings of our sister organisation INMA, who believe that publishers will continue to see healthy growth in 2023. The idea that news subscriptions, which tend to attract wealthier consumers and are therefore more recession-proof, is a compelling one, particularly given the nature of the titles that do well in this space. Our quarterly snapshots will reveal the truth of this throughout the year though.

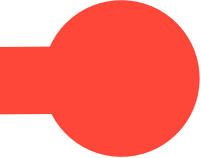
There's been a lot of talk in recent months too about the decline of the creator economy and that the 'newsletter boom' is over, both of which are firmly rebuffed by the latest results from Substack. They continue to show robust growth and are adding new formats to their platform, becoming a truly multi-media publishing business for the first time.

Similarly, the results of Clarín in Argentina are a welcome boost for a media market that has suffered in recent years. Their historic milestone of 600k subscribers, bringing them into the global Top 20 for the first time, is not to be overlooked.

Nor is the success of FIPP members Harvard Business Review in their latest results, and we congratulate them on building a digital subscriptions base that now accounts for fully a third of their overall subscriber numbers.

Having been seen as a contender to challenge NYT's position as perennial market leaders in this space, the difficulties The Washington Post is experiencing come as a surprise.

We all thought that the combination of Amazon tech and marketing know-how with Bezos' bottomless reserves of cash would create a true competitor to the Times' domination.



Publishers will continue to see growth in 2023 despite economic headwinds

Now, as with so many who've underestimated the challenge of our industry and the expertise required to succeed, the bubble seems to have burst. It seems as though Arc – the Post's highly regarded proprietary tech stack – and even the Post itself are for sale. Perhaps, now that Trump seems to be defeated, Bezos just feels the fight is won.

What else can we expect to see in the coming months in this space? Well, there seems to be momentum behind a return to micropayments, or at least a 2023 variation on them. While growth rates remain strong in digital subscriptions, the total audience still only represents a fraction of the total addressable audience for these brands. Micropayments might be a way to fill some of this revenue gap.

Look out too for a renewed focus on advertising, as the stranglehold that Big Tech has had on this space seems to be loosening. We'll be looking at that in more detail in a report we'll be publishing in April.

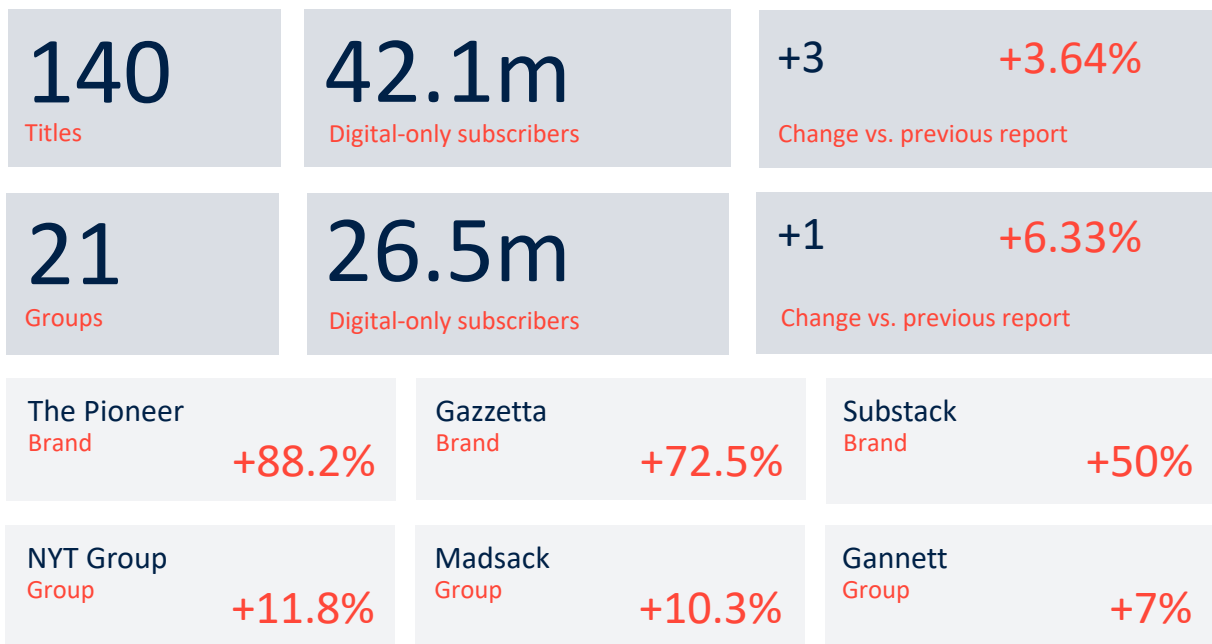
As ever, if you want to contribute to the data in this report, please don't hesitate to get in touch. We rely on you to help us build the most complete picture possible of the industry. Thanks for reading and I hope you're having a good start to the year.

James Hewes
President and CEO, FIPP

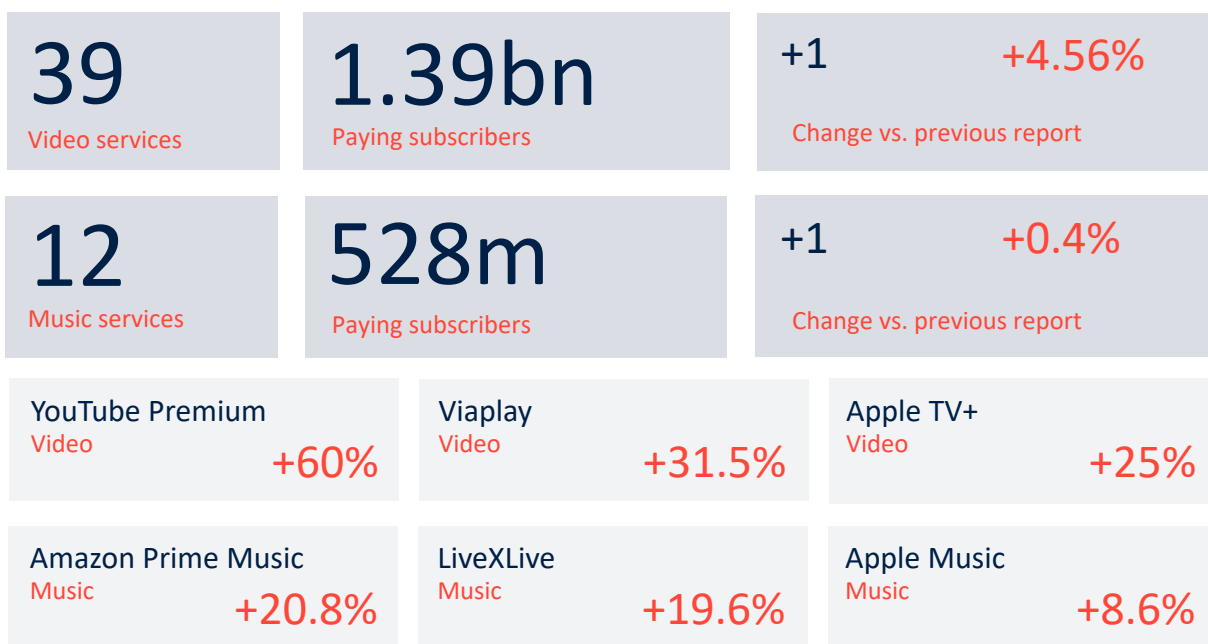


Key Stats

Publishing



Streaming



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.

Publisher Talking Points

The New York Times doubles down on bundled subscriptions

The New York Times Company [announced](#) strong growth in Q3 of 2022 and attributed its success to a continued focus on selling digital subscription bundles.

CEO Meredith Kopit Levien was quoted as saying it was their best-ever quarter for net new bundle subscribers.

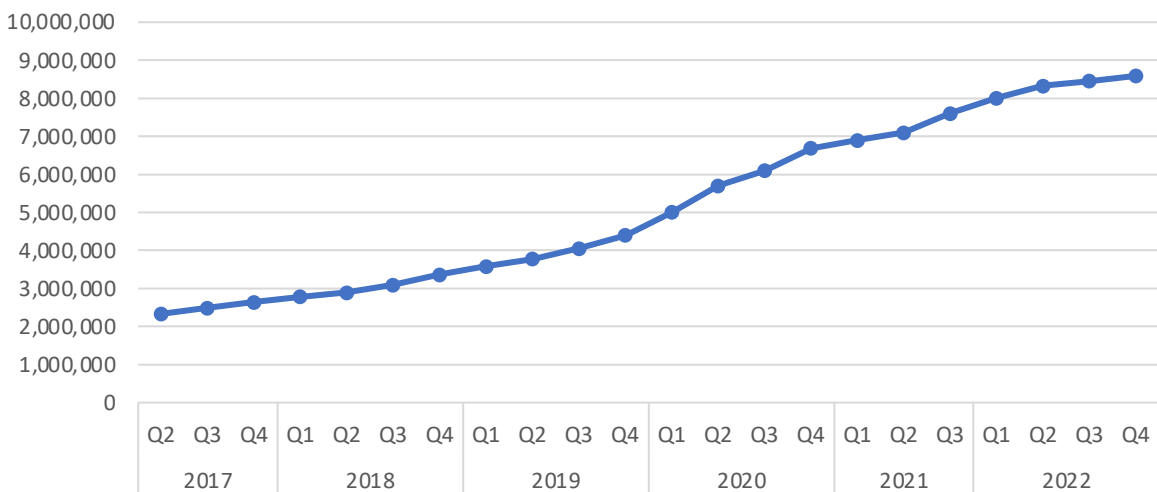
In recent years the company has invested significantly to diversify its content verticals and position itself as a content brand beyond news. As a result, the company now has over one million bundle subscribers.

The success of the bundle strategy was attributed to the company's focus on its three pillars: leading in news, helping people make the most of their lives and passions, and offering a bundle that makes The New York Times indispensable in the daily lives of millions more people.

The publisher has a well-stated goal of reaching 15 million subscribers (across all print and digital products) by 2027 and sees content diversification and bundled subscription sales as key to achieving it.

The company ended the quarter with 8.59 million digital-only subscribers, and 10.02 million digital subscriptions.

The New York Times Digital Only Subscribers





Publisher Talking Points

Local news media continue to defy digital subscription downturn in 2022

Research from Northwestern University Medill Local News Initiative [suggests](#) that subscriptions to local news have remained strong despite early signs that readership might be falling off.

Reports from the Poynter Institute for Media Studies showed a 20% drop in page views and unique visitors to local news publications. Industry experts predicted that people returning to work post Covid, combined with impact of inflation on household finances, might foretell a downturn in subscriptions.

Data from the Medill Subscriber Engagement Index, however, shows that subscriptions for local news publications in the US have continued to rise.

The Index tracks subscriptions for large, medium and small newspapers and found that subscriptions rose across all three categories.

Matt Lindsay, President of media and data analytics firm Mather Economics, commented: “We are seeing that pageviews have gone down but publishers are getting better at converting subscribers, so they are maintaining their numbers of new subscriptions. There’s been a learning curve and now the big thing is retention and monetisation, how to raise the average price that people pay.”

INMA predicts digital subscriptions will continue to grow in 2023

The INMA has launched a new subscription benchmark service for publishers using historical data from more than 160 news brands in 33 countries. Using this data, the INMA [predicts](#) that publishers will continue to see healthy growth in digital subscriptions in 2023, albeit at a slower pace.

INMA predicts that by Q3 2023, digital subscription volume will be up 52% in comparison to Q1 2021, and digital subscription revenue will be up 47% over the same period but cautions that the increase in cancellations observed in 2022 may continue, slowing down overall growth slightly.



Publisher Talking Points

While the analysis acknowledges the impact of a potential recession and consumers reducing their total number of digital subscriptions, it predicts that entertainment led subscriptions to streaming platforms such as Netflix and Spotify might be more vulnerable to cancellations.

INMA believes news subscriptions will be supported by a relatively low market penetration in comparison to entertainment services, coupled with the fact that news subscribers tend to be wealthier and heavier users of news who view their news subscriptions as essential, justifiable indulgences.

An [article](#) on sifted reports that Sesamy, a Swedish start-up, is betting that micropayments could provide a viable alternative to subscription models.

The start-up argues that micropayments, or pay-per-click, may be the antidote to subscription fatigue.

While the concept of micropayments isn't new, Sesamy believes changes in technology have made it a more attractive model.

The company believes that rather than competing with subscriptions, it could become a complementary alternative for users who are willing to pay for content, but not sign up for a full subscription.

A similar model is being explored by UK-based Axate who are working with local media outlets that don't have subscriptions at all. Instead, readers can access articles by using Axate's digital wallet.

Dominic Young, founder of Axate explains: "People aren't that bothered about putting £3 in a wallet and paying 50p for an article. What people are worried about is subscriptions."

New start-ups back micropayments as an alternative to subscriptions



Publisher Talking Points

The Economist stops selling print-only subscriptions

The Economist has [reportedly](#) stopped selling print-only subscriptions. In future, readers who still want to receive a printed copy of the publication will have to take out a print and digital subscription bundle.

The Economist has enjoyed record revenues in their past financial year, thanks largely to growth in digital subscriptions which made up 66% of all new subscriptions prior to the print-only option being scrapped.

In its annual report the Economist highlighted that digital subscribers have better retention rates, lower cost of service and supports the publishers carbon reduction goals.

Top 10 publishers on Substack rake in \$25 million

Substack co-founder Hamish McKenzie [published](#) an article in which he goes to great lengths to explain why people should stop referring to Substack as a newsletter platform.

Instead, he argues, Substack should be viewed as a full-spectrum publishing platform with content creation opportunities that span podcasts, video and written content.

While he admits that the platform focussed on the concept of newsletters when launching, it did so to simplify its proposition to attract creators.

McKenzie went on to decry media coverage of the newsletter boom, or more specifically, the end of the newsletter boom.

The article stated that the platform now boasts 1.5 million subscribers and that its top 10 publishers on the platform alone have earned a combined \$25 million in revenue in the last year.



Publisher Talking Points

Defector becomes profitable in its 2nd year of existence

Defector, the employee-owned sports and culture website, has [released](#) a voluntary financial report showing that the publication has become profitable in its 2nd year of operation.

In the report the publisher showed \$3.8 million in revenue, mostly derived directly from subscription income. The publisher also reported that it had suspended its experimentation with ad revenue models as it lacks the expertise to give this area the focus it deserves.

Defector recently made a foray into the podcast space and reportedly enjoyed a 10% bump in digital subscribers on the back of its hit podcast Normal Gossip.

Defector maintained a total subscriber base of 38,000 as of the end of September, roughly three weeks before a substantial chunk of annual subscriptions came up for renewal.

1 in 3 subscriptions to Harvard Business Review are now digital

The Harvard Business Review celebrated its 100th anniversary in October and recently [announced](#) that it has hit a milestone of reaching 116,000 digital subscribers.

Harvard Business Review launched its subscription offering in 2019, and digital subscriptions now make up more than a third of its 328,000 total.

According to Sarah McConville, executive vice president, said: “We tend to do well, as a business, during economic downturns. If you are a business leader managing through uncertainty, you want to spend your time with someone giving you trusted advice.”

Although a not-for-profit publication, the title has seen a 25% increase in revenue as it has diversified its content channels to attract new readers and by introducing a paywall.



Publisher Talking Points

The Washington Post loses 500,000 subscribers

While reliable subscription data on privately owned The Washington Post is hard to come by, a [report](#) by The Wrap suggests that the publication has lost 500,000 subscribers since Q1 2021.

According to sources with knowledge of the company's finances, the publisher is on track to generate around \$600 million in revenue this year but is not expected to make a profit.

According to the report, the Post might be considering the sale of the publishers' Arc XP software. Arc XP was originally developed as an in-house publishing tool but has since transformed into publishing software sold to external organisations including BP PLC.

The Daily Wire launches consumer product subscriptions

Conservative media and entertainment company The Daily Wire [confirmed](#) that it has reached 1 million paid subscribers to its streaming service DailyWire+.

The company has been positioning DailyWire+ as an alternative to mainstream entertainment companies, particularly Disney, and said it would invest a minimum of \$100 million in kids content for the service over the next three years.

In a company-wide town hall, The Daily Wire co-CEO Jeremy Boreing outlined aspirations to grow its subscriber base to 10 million. The service has three paid tiers allowing access to all content. It's top tier also allows subscribers to engage with The Daily Wire hosts and writers.

The company is projecting nearly \$200 million in revenue by the end of the year, partly bolstered by a foray into consumer product subscription services. It has launched its own Razor brand which has attracted over 100,000 subscribers.



Publisher Talking Points

Gazeta Wyborcza reaches
300,000 subscriber
milestone

In an open letter, Gazeta Wyborcza editor Wojciech Bartkowiak [shared](#) that the publisher has reached the milestone of 300,000 digital subscribers, and commended its readers for helping to ensure press freedom in Poland.

In the letter Bartkowiak states that it has been a particularly challenging year for the publisher, calling out the Polish government and politicians for what he terms “blunt persistence in derailing democracy”.

The publication is one of the few remaining independent media outlets that continue to operate and refuses to back down amidst the challenging political environment in the country.

Gazeta Wyborcza was launched 33 years ago with a core principal of holding power to account.

Clarín enters the top 20
publishers globally with
600,000 digital subscribers

Efforts by Latin American newspapers to drive digital subscription adoption have traditionally lagged behind other regions around the globe.

Argentinian-based Grupo Clarín seems to have overcome the resistance of its readers to pay for news on the internet by reaching a 600,000 digital subscriber base.

Nicolás de Anchorena, external relations analyst at Argentina's Grupo Clarín, [said](#) that newspaper publishers in Latin America are starting to see the light at the end of the tunnel as long-term sustainability becomes achievable on the back of their newfound digital success.



Streaming Talking Points

Streaming services to face headwinds as consumers cut back spending

Following a decade of monumental growth for streaming services, and in particular consumer adoption of multiple services during the Covid crisis, consumers are set to scale back on video streaming services.

A global survey by Accenture [found](#) that 38% of respondents will cut back their subscription spending. An additional 15% of respondents stated that they would greatly reduce the amount spent on subscription services.

John Peters, a Managing Director in Accenture's Media & Entertainment industry practice commented there are limits to the amount of complexity and options that customers are prepared to deal with.

The survey found that 41% of consumers would prefer an all-in-one platform to simplify their video streaming entertainment experience, and 61% would like to share their streaming profiles across platforms to allow for better personalisation of content.

Netflix returns to growth as it adds 2.4 million new subscribers

Following two tough quarters during which Netflix lost subscribers, the streaming giant has returned to growth adding 2.41 million subscribers bringing its total subscriber base to 223.09 million.

The streaming giant's most recent financial results also [showed](#) that the company added subscribers in Canada and the US market for the first time since Q4 2021.

The company expects to add 4.5 million paid subscribers in Q4 of 2022 on the back of new subscription tiers and continued efforts to reduce password sharing.

In November, the company launched its new lower priced, ad-supported tier at \$6.99.



Streaming Talking Points

Disney+ adds 12 million subscribers but remains unprofitable

The new ad-supported tier was introduced in an attempt to attract more price sensitive customers.

The company is also accelerating its plan to monetize password sharing globally in 2023 using its “extra members” feature.

The feature was tested in several Latin American markets in 2022 and allows account holders to pay an additional fee to allow subaccounts for other users.

Netflix has also launched a profile transfer feature that allows subaccount holders to transfer their profiles to their own paid accounts.

In its most recent earnings call, Disney [reported](#) that it added 12 million new subscribers bringing its total subscription base to 164.2 million.

Across all its services, Disney+, Hulu and ESPN+ the company now boasts a total of 235.7 million subscribers, officially making it the biggest streaming provider globally.

ESPN+ added 1.5 million new subscribers bringing its total to 24.3 million, and Hulu added 1 million new subscribers for a total of 47.2 million.

Disney's streaming businesses generated \$20.15 billion in revenue but fell short of Wall Street expectations.

Overall the streaming business lost \$1.5 billion but CEO Bob Chapek expects the division to reach profitability by 2024.

Disney+ has followed Netflix's lead and introduced an ad-supported lower-tier price point of \$7.99 in October.



Streaming Talking Points

Paramount reaches 67 million subscribers globally

Paramount+ [reported](#) that it added 4.6 million subscribers in the third quarter of 2022 to reach a total of 46 million subscribers in the US.

The company also reported that it now has 67 million subscribers globally across all its platforms which include Showtime, Noggin and BET+.

While slightly lower than the 4.9 million subscribers it added in the previous quarter, this is still more than double the number of new subscribers Netflix has added globally during the same period.

The company credited its performance to its strong line-up of original content, slate of sports content such as NFL and UEFA Champions League and successful international launches of its platforms.

YouTube Music and Premium adds 30 million subscribers

YouTube [announced](#) that it has added 30 million new subscribers in the last year bringing it's total across YouTube Music and Premium to 80 million.

YouTube no longer breaks out figures for the music and premium services, and the figure reported includes an unspecified number of users on a free trial.

The company claims to have contributed \$6 billion in revenue to the music industry, 30% of which was from user generated content.

YouTube offers two subscription tiers. YouTube Music Premium which costs \$9.99 per month and allows users to play and download ad-free music.

YouTube Premium costs \$11.99 and includes ad-free video in addition to music.



Streaming Talking Points

BritBox restructures and targets US growth

BritBox International, the streaming joint venture between the BBC and ITV has been restructured following the launch of ITVX in the UK.

While BritBox will still be available in international markets and plans to grow its US use base of 2.6 million subscribers, the platform is no longer available as a stand-alone offer in the UK.

The move comes as UK broadcaster ITV has launched ITVX to replace its ITV HUB streaming service.

ITVX will be available as both a free to use ad-funded service, and as an ad-free premium service with a subscription cost of £3.99 per month.

But the free and subscription versions of ITVX will host most of the content previously available on BritBox.

ITVX currently has 30 million registered users and 1.2 million paying subscribers. Its launch represents a significant shift in strategy for ITV.

While the company intends to double its number of paying subscribers, its core strategy is to dramatically expand its ad inventory and real estate by doubling its monthly average users and streaming hours by 2026.

A new [report](#) by Midia has found that the number of subscribers to music services globally reached 616.2 million by the end of the 2nd half of 2022.

The figure represents a 17.6% increase from the previous year representing over 92 million new subscribers for music streaming services.

The report suggests, however, that growth is slowing in comparison to the previous years. Between 2020 and 2021 music streaming services added 109.5 million new subscribers.

Global music subscriptions reach 616 million



Streaming Talking Points

Spotify reaches 195 million subscribers

Spotify [reported](#) 195 million subscribers at the end of the third quarter of 2022. The streaming giant added 7 million new subscribers in the quarter, 1 million more than it forecasted.

The company continues to invest heavily in building out its library of podcasts with the total number available on the service increasing to 4.7 million.

The company's investment in podcasts, reported to be \$1 billion, continues to weigh on profitability, but the company expects margins on its podcasts to turn positive in 2023.

Publisher Title Data 1/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
USA	The New York Times*	8,590,000	2022 Q4	Source	1.56	USD 8 / 4 weeks
USA	The Wall Street Journal	3,157,000	2022 Q4	Source	2.00	USD 9.75 / week
USA	The Washington Post	2,500,000	2022 Q4	Source	-7.41	USD 12 / 4 weeks
USA	Substack	1,500,000	2022 Q3	Source	50.00	Varies
USA	The Athletic*	1,167,000	2022 Q3	Source	-	USD 7.99 / month
USA	The Weather Channel	1,025,000	2022 Q2	Source	-	USD 1.99 / month
UK	The Guardian (members + subs)	1,000,035	2022 Q1	Source	-	Varies
USA	The Daily Wire	1,000,000	2022 Q4	Source	12.36	USD 12 / month
UK	Financial Times	1,000,000	2022 Q1	Source	-	GBP 55 / month
USA	Barrons	862,000	2022 Q4	Source	1.65	USD 5 / week
China	Caixin	850,000	2022 Q2	Publisher	-	RMB 58 / month
Japan	Nikkei.com	830,201	2022 Q3	Publisher	-	JPY 4277 / month
USA	Medium	725,000	2021 Q1	Source	-	USD 5 / month
Germany	Bildplus**	647,935	2022 Q4	Source	2.73	EUR 7.99 / month
UK/Global	Economist App (legacy + core weekly)	611,484	2022 H1	Source	-	GBP 18.90 / month
Argentina	Clarín	600,000	2022 Q4	Source	44.79	ARS 1150 / month
UK	The Telegraph	585,395	2022 Q4	Source	1.48	GBP 12.99 / month
UK/Global	The Economist (digital subs)	561,000	2022 Q2	Source	-	GBP 18.90 / month
India	MoneyControl Pro	552,000	2022 Q1	Publisher	-	INR 129 / month
USA	America's test Kitchen	500,000	2021 Q3	Source	-	USD 39.95 / year

- * Denotes changes since last reported – does not serve as a period-on-period comparison
- ** Includes digital and e-paper subs
- Prices shown are obtained using VPN and exclude promotional offers. Prices shown in your location may vary owing to geo-targeting, promotional offers and local currently offers

Publisher Title Data 2/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
USA	LA Times	500,000	2022 Q2	Source	-	USD 4 / week
UK	The Times/Sunday	468,000	2022 Q4	Source	5.17	GBP 26 / month
Global	Readly (content aggregator)	465,456	2022 Q1	Source	-	GBP 11.99 / month
Italy	Corriere della Sera	457,000	2022 Q3	Source	19.01	EUR 9 / month
USA	Bloomberg Media	450,000	2022 Q4	Source	18.42	USD 29.99 / month
France	Le Monde	440,000	2022 Q3	Source	3.29	EUR 15.99/month
UK	The Guardian (subscribers)	419,541	2021 Q4	Source	-	GBP 13.75 /month
Argentina	La Nación	365,000	2022 Q4	Source	4.89	ARS 850 / month
USA	The Atlantic	361,200	2022 Q4	Source	20.40	USD 59.99 / year
Brazil	Folha de São Paulo	360,000	2022 Q3	Source	-	BRL 29,90 / month
USA	Business Insider	350,000	2022 Q2	Source	40.00	USD 12.95 / month
France	L'Equipe	332,000	2021 Q3	Source	-	EUR 9.99 / month
Brazil	O Globo	306,000	2022 Q1	Source	-	BRL 24,90 / month
Poland	Gazeta Wyborcza	300,000	2023 Q1	Source	7.14	PLN 24 / 4 week
USA	The New Yorker	279,032	2020 Q4	Source	-	USD 29.99 / quarter
Sweden	Dagens Nyheter	250,000	2022 Q2	Source	-	SEK 299 / month
France	Le Figaro	250,000	2022 Q1	Source	-	EUR 9.99 / month
USA	The Boston Globe	244,190	2022 Q2	Source	-	USD 27.72 / 4 weeks
Norway	Verdens Gang (VG)	240,000	2021 Q3	Source	-	NOK 49 / week
Spain	El Pais	214,000	2022 Q4	Source	19.14	EUR 10 / month

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Publisher Title Data 3/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
France	Mediapart	213,553	2022 Q1	Source	New Entry	EUR 11.99 / month
Germany	Weltplus**	210,950	2022 Q4	Source	1.25	EUR 9.99 / month
Canada	The Globe and Mail	208,600	2022 Q2	Source	-	CAD 7.99 / month
Australia	The Australian	200,000	2020 Q3	pv digest	-	USD 40 / 4 weeks
USA	National Geographic	182,449	2021 Q4	Source	-	USD 6 / 6 month
USA	Wired	163,201	2020 Q4	Source	-	USD 29.99 / year
Brazil	O Estado de SP	155,000	2022 Q1	Source	-	BRL 19,90 / month
Germany	SZ Plus **	151,825	2022 Q4	Source	7.58	EUR 9.99 / month
USA	San Francisco Chronicle	150,000	2022 Q3	Source	-	USD 4.99 / week
Norway	Aftenposten	150,000	2022 Q3	Source	-	NOK 279 / month
Norway	+Alt	140,000	2021 Q4	Source	-	NOK 119 / month
Finland	Helsingin Sanomat	140,000	2021 Q4	Source	-	EUR 10.90 / month
Italy	Gazzetta	138,000	2022 Q3	Source	72.50	EUR 4.99 / month
Italy	La Repubblica	134,000	2021 Q2	Source	-	EUR 9.99 / month
Sweden	Expressen	125,000	2021 Q3	Source	-	SEK 89 / month
India	Tol+	120,000	2021 Q1	Source	-	INR 129 / Month
USA	Harvard Business Review	116,000	2022 Q4	Source	New Entry	USD 12 / month
Norway	Dagbladet Pluss	115,364	2021 Q1	Source	-	NOK 39 / week
Germany	F+	110,822	2022 Q4	Source	11.80	EUR 4.95 / week
UK	Tortoise	110,000	2021 Q2	Source	-	GBR 12 / month

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Publisher Title Data 4/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
Brazil	Valor Economico	108,959	2022 Q1	Source	-	BRL 60,90 / month
USA	PunchBowl News	100,000	2021 Q4	Source	-	USD 30 / month
USA	Minneapolis Star Tribune	100,000	2022 Q3	Source	-	USD 19.16 / 4 weeks
Spain	El Mundo	100,000	2022 Q4	Source	9.89	EUR 8.99 / month
New Zealand	New Zealand Herald	100,000	2022 Q3	Source	-	NZD 5 / week
Colombia	El Tiempo	100,000	2022 Q2	Source	-	COP 900 / month
Australia	The Daily Telegraph	100,000	2021 Q1`	Source	-	AUS 28 / 4 weeks
USA	Vanity Fair	96,000	2020 Q4	Source	-	USD 29.99 / year
UK	Mail+	85,000	2023 Q1	Source	11.84	GBP 10.99 / month
USA	Seattle Times	81,000	2022 Q1	Source	-	USD 4.99 / week
South Africa	Netwerk24	80,900	2021 Q4	Source	-	ZAR 99 / month
Sweden	Svenska Dagbladet	77,000	2019 Q2	Source	-	SEK 199 / month
Argentina	La Voz del Interior	76,522	2022 Q3	Publisher	-	ARS 850 / month
Brazil	Zero Hora	76,027	2022 Q1	Source	-	BRL 11.90 / month
USA	Philadelphia Inquirer	70,000	2022 Q3	Source	-	USD 6.99 / week
Netherlands	De Correspondent	70,000	2023 Q1	Source	0.00	User defined
Spain	La Vanguardia	67,000	2022 Q2	Source	-	EUR 7.99 / month
Slovakia	Dennik N	66,500	2022 Q2	pv digest	-	EUR 9.99 / month
Norway	Stavanger Aftenbladet	65,000	2022 Q2	Source	-	NOK 279 / month
India	BQ prime	65,000	2022 Q1	Source	-	INR 47 / month

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Publisher Title Data 5/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
USA	Dallas Morning News	64,172	2022 Q4	Source	2.37	USD 4.99 / week
France	Les Echos	63,000	2020 Q4	pv digest	-	EUR 38 / month
USA	Slate+	60,000	2020 Q1	Source	-	USD 30 / quarter
Spain	El Diario	60,000	2022 Q4	pv digest	-9.09	EUR 6.66 / month
Singapore	Initium	60,000	2022 Q2	Source	-	USD 6.3 / month
France	Le Parisian	60,000	2022 Q1	Source	-	EUR 7.99 / month
Austria	Kleine Zeitung	60,000	2020 Q3	Source	20.00	EUR 12.99 / month
USA	Arkansas Democratic Gazette	56,800	2022 Q3	Source	-	USD 34 / month
France	Libération	56,000	2021 Q3	Source	-	EUR 14.90 / month
Japan	Nikkei Asia	50,381	2022 Q3	Publisher	37.60	USD 17.99 / month
USA	Newsday	50,000	2022 Q3	Source	-	USD 6.99 / week
Sweden	The Local	50,000	2022 Q1	Source	-	SEK 49 / month
Spain	Expansión	50,000	2022 Q3	Source	25.00	EUR 90 / year
Italy	Il Post	50,000	2022 Q1	Source	-	EUR 8 / month
Ireland	Mediahuis (Independent.ie)	50,000	2022 Q1	Source	-	Varies
Germany	Heise+	50,000	2022 Q2	pv digest	11.11	EUR 12.95 / month
Germany	Rheinpfalz Plus	47,957	2022 Q4	Source	0.60	EUR 10.40 / month
USA	The Information	45,000	2022 Q4	Source	New Entry	USD 39 / month
Denmark	Zetland	42,000	2022 Q2	Source	-	DKK 129 / month
Spain	ARA	41,200	2022 Q2	Source	-	EUR 9.99 / month

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Publisher Title Data 6/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
South Africa	News24	41,000	2021 Q4	Source	-	ZAR 99 / month
USA	El Tiempo Latino	40,000	2022 Q3	Source	New Entry	USD 5 / month
Portugal	PÚBLICO	40,000	2022 Q3	Source	14.29	EUR 6 / month
Germany	NZZ Deutschland	40,000	2022 Q4	pv digest	New Entry	EUR 14.90 / month
USA	Defector	38,000	2022 Q3	Source	0.00	USD 79 / year
Brazil	Super Noticia	37,204	2022 Q1	Source	-	BRL 9.90 / month
Spain	ABC	35,000	2022 Q4	Source	25.00	EUR 9.99 / month
Spain	El Confidencial	35,000	2022 Q2	Source	-	EUR 9 / month
USA	Nola.com	34,500	2022 Q3	Source	-	USD 9.99 / month
UK	The Spectator	33,125	2021 Q4	Source	-	GBP 29 / quarter
Austria	Die Presse	33,000	2021 Q2	Source	-	EUR 27 / quarter
Germany	The Pioneer	32,000	2022 Q4	Source	88.24	EUR 25 / month
Canada	Toronto Star	32,000	2020 Q2	Source	-	CAD 9.99 / month
USA	Tampa Bay Times	30,000	2022 Q3	Source	-	USD 11.75 / month
USA	STAT	30,000	2022 Q3	Source	-	USD 39 / month
India	The Ken	30,000	2021 Q3	Source	-	INR 3245 / year
Germany	RP +	29,703	2022 Q4	Source	-27.00	EUR 2 / week
Brazil	Estado de Minas	29,576	2022 Q1	Source	-	BRL 9.90 / month
Switzerland	Republik	27,886	2022 Q4	pv digest	-3.17	User defined
Spain	El Español	27,000	2022 Q1	Source	-	EUR 3 / month

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Publisher Title Data 7/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
France	La Croix	25,300	2021 Q4	Source	-	EUR 11.90 / month
Chile	La Tercera	25,000	2021 Q3	Source	-	CLP 5790 / month
Austria	Der Standard	25,000	2022 Q4	pv digest	New Entry	EUR 8 / month
Germany	Allgemeine Zeitung +	20,445	2021 Q2	Source	-	EUR 9.99 / month
Spain	La Voz de Galicia	20,000	2022 Q2	Source	-	EUR 9.95 / month
Porto Rico	El Nuevo Dia	20,000	2022 Q3	Source	-	USD 4.99 / month
Spain	El Correo	18,000	2022 Q2	Source	-	EUR 6.95 / month
South Africa	Daily Maverick	17,500	2022 Q4	Source	2.34	User defined
Poland	Puls Biznesu	17,030	2021 Q3	Publisher	-	PLN 59 / month
Germany	Krautreporter	17,000	2022 Q2	Source	6.25	EUR 7 / month
Brazil	Correio Braziliense	16,896	2022 Q1	Source	-	BRL 9.90 / month
USA	The Daily Memphian	16,200	2021 Q3	Source	-	USD 12.99 / month
Brazil	A Tarde	15,285	2022 Q1	Source	-	BRL 9.90 / month
Germany	NWZ Online Plus	15,209	2022 Q4	Source	7.20	EUR 9.90 / month
Germany	HA+	15,000	2022 Q4	pv digest	New Entry	EUR 34.99 / month
Spain	Infolibre	13,500	2020 Q3	Source	-	EUR 6 / month
Germany	M-plus	12,590	2022 Q4	Source	-2.70	EUR 10.99 / month
USA	America	12,000	2022 Q1	Source	-	USD 4.99 / month
Germany	StZ Plus	8790	2022 Q4	Source	1.65	EUR 9.99 / month
Germany	StN+	2,899	2022 Q4	Source	1.12	EUR 7.99 / month

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Publisher Group Data

Country	Publisher	Subscribers	Source date	Source	%Change*
USA	The New York Times (Group)*	10,750,000	2022 Q4	Source	11.75
USA	Dow Jones	4,099,000	2022 Q4	Source	1.74
Japan	Nikkei	2,129,694	2022 Q3	Publisher	-
USA	Gannett	2,000,000	2022 Q4	Source	6.95
Sweden	Bonnier	1,200,000	2020 Q4	Source	-
Australia	NewsCorp Australia	1,012,000	2022 Q4	Source	4.98
Germany	Axel Springer	1,006,800	2021 Q2	Source	-
Norway	Schibsted	1,000,000	2021 Q3	Source	-
USA	Lee Enterprises	532,000	2022 Q4	Source	6.19
USA	Outside	500,000	2022 Q1	Source	New Entry
USA	Tribune	441,000	2021 Q2	Source	-
Norway	Amedia	350,000	2020 Q4	Source	-
USA	Hearst (newspapers)	338,000	2022 Q2	Source	-
USA	McClatchy	299,000	2020 Q4	Source	-
Germany	Madsack	182,000	2022 Q3	Source	10.30
Germany	NOZ Media	150,000	2021 Q3	Source	-
Switzerland	Tamedia	143,000	2022 Q2	Publisher	-
Spain	Vocento	101,000	2022 Q4	Source	-1.94
Australia	Australia Community Media	100,000	2021 Q3	Source	-
Sweden	MittMedia	95,000	2020 Q2	pv digest	-
UK	DC Thomson	25,000	2022 Q4	Source	New Entry
UK	National World	19,000	2022 Q3	Source	New Entry

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Video Streaming Data 1/2

Country	Title	Subscribers	Source date	Source	%Change*	Cost
Global	Netflix	223,000,000	2022 Q4	Source	1.06	USD 9.99 / month
Global	Amazon Prime Video **	200,700,000	2022 Q1	Source	-	USD 8.99 / month
USA	Disney+	164,200,000	2022 Q4	Source	7.96	USD 7.99 / month
China	Tencent Video	122,000,000	2022 Q3	Source	-	RMB 25 / month
China	iQiyi	101,000,000	2022 Q4	Source	2.75	RMB 30 / Month
China	Youku	90,000,000	2020 Q2	Source	-	RMB 25 / month
USA	YouTube Music & Premium	80,000,000	2022 Q4	Source	60.00	USD 11.99 / month
USA	Hulu	47,200,000	2022 Q4	Source	2.16	USD 7.99 / month
USA	Paramount +	46,000,000	2022 Q4	Source	6.24	USD 4.99 / month
India	Eros Now	39,900,000	2021 Q2	Source	-	INR 49 / month
USA	Lionsgate	37,300,000	2022 Q3	Source	-	Varies (Group)
China	Bilibili	27,200,000	2022 Q2	Source	-	RMB 168 / year
US	Apple TV	25,000,000	2022 Q2	Source	25.00	USD 6.99 / month
Global	Curiosity Stream	25,000,000	2022 Q2	Source	-	USD 2.99 / month
USA	ESPN+	24,300,000	2022 Q4	Source	6.58	USD 9.99 / month
USA	Discovery+	24,000,000	2022 Q2	Source	-	USD 4.99 / month
Global	DAZN	15,000,000	2023 Q1	Source	0.00	USD 19.99 / month
USA	HBO Max	13,910,000	2022 Q1	Source	-	USD 9.99 / month
USA	Peacock TV	13,000,000	2022 Q2	Source	-	USD 4.99 / month
USA	AMC Networks	11,100,000	2022 Q4	Source	2.78	USD 8.99 / month

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Video Streaming Data 2/2

Country	Title	Subscribers	Source date	Source	%Change*	Cost
SE Asia	Viu	9,100,000	2022 Q3	Source	8.33	INR 99 / month
Nordic	Viaplay	7,300,000	2022 Q4	Source	31.53	DDK 89 / month
Global	Crunchyroll	5,000,000	2021 Q3	Source	-	USD 7.99 / month
Ger/Neth	RTL	4,784,000	2022 Q4	Source	6.31	EUR 4.99 / month
S.Korea	Wavve	4,230,000	2022 Q2	Source	-	7,900 KRW / month
Turkey	BluTV	4,200,000	2021 Q2	Source	-	LIRA 22.90 / month
India	Alt Balaji	3,880,000	2022 Q2	Source	-	INR 100 / 2 month
Canada	Crave	3,000,000	2022 Q2	Source	-	CAD 9.99 / month
Mexico	Claro video	2,974,000	2021 Q1	Source	-	MXN 59 / month
USA	BritBox US	2,600,000	2022 Q2	Source	New Entry	USD 7.99 / month
Australia	Stan	2,500,000	2022 Q3	Source	-	AUD 10.00 / month
UK	Now	2,210,000	2021 Q4	Source	-	GBP 9.99 / month
USA	Sling TV	2,197,000	2022 Q3	Source	-	USD 35 / month
Italy	Timvision	2,000,000	2020 Q4	Source	-	EUR 19.99 / month
China	Mango TV	1,800,000	2022 Q1	Source	-	USD 1.99 / month
Australia	Binge	1,451,000	2022 Q4	Source	14.89	AUD 10 / month
Australia	Kayo	1,270,000	2022 Q4	Source	-3.05	AUD 25 / month
UK	ITV X	1,200,000	2022 Q4	Source	New Entry	GBP 3.99 / month
Australia	Foxtel Now	197,000	2022 Q4	Source	-1.99	AUD 25.00 / month

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Music Streaming Data

Country	Title	Subscribers	Source date	Source	%Change*	Cost
Global	Spotify	195,000,000	2022 Q4	Source	3.72	USD 9.99 / month
China	Tencent Music	85,300,000	2022 Q4	Source	3.14	RMB 8 / month
Global	Apple Music	84,700,000	2022 Q4	Source	8.59	USD 10.99 / month
Global	Amazon Prime Music	82,200,000	2022 Q4	Source	20.88	USD 9.99 / month
Global	NetEase Music	37,600,000	2022 Q3	Source	-	RMB 8 / month
USA	Sirius Xm	34,200,000	2022 Q4	Source	0.59	USD 10.99 / month
Russia	Yandex	13,700,000	2022 Q4	Source	New Entry	
Global	Deezer	9,500,000	2022 Q4	Source	New Entry	
USA	Pandora	6,300,000	2022 Q4	Source	-1.56	USD 4.99 / month
N. America	LiveXLive	1,390,000	2022 Q4	Source	19.62	USD 3.99 / month
MENA	Anghami	1,300,000	2022 Q4	Source	1.56	USD 4.99 / month
India	Gaana	1,000,000	2020 Q1	Source	-	INR 99 / month

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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 uses a combination of publicly available data and data supplied by publishers 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 to mcloeteconsulting@gmail.com.

Why do 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. The focus of this report is, however, to act as a showcase of success for digital subscription revenue streams in publishing, music and video streaming, and as such we do not feature combined print and digital subscription figures.