

PCS Publishing's 2020 Digital Revenue Report



Looking to the future:

Increasing digital



Today
This is the average percentage of publishers income generated from digital sources.

By 2022



Publishers predict their income from digital will need to increase by almost 20% in the next two years.

Key findings

one

It's not surprising that publishers expect their total revenue to increasingly come from digital.

They know digital technology has an important role to play in the industry's current and future activities – only one publisher in our survey said they didn't need revenue from digital sources.

Most publishing companies are now just as likely to be producing and selling digital forms of their content and advertising, as they are to be printing it.

two

Increasing digital revenue doesn't come without its challenges – and the survey results are clear there are many obstacles to increasing digital revenues.

According to our survey, publishers seem to have the same problems. Their top challenges are linked to engaging with, and showing value to, an audience that is used to getting online content for free.

Despite being among the most trusted news sources on the internet, publishers may find their websites are overlooked by readers, who often head to social media or other less trustworthy platforms for their news.

top challenges for publishers



challenge one:

Getting their audience to appreciate the value of online content.



challenge two:

Keeping the audience engaged with their digital content and channels.



challenge three:

Being able to find the time to create the volume of content needed for digital channels.



challenge four:

Quality of online content is important to publishers but difficult to balance with audiences across platforms.



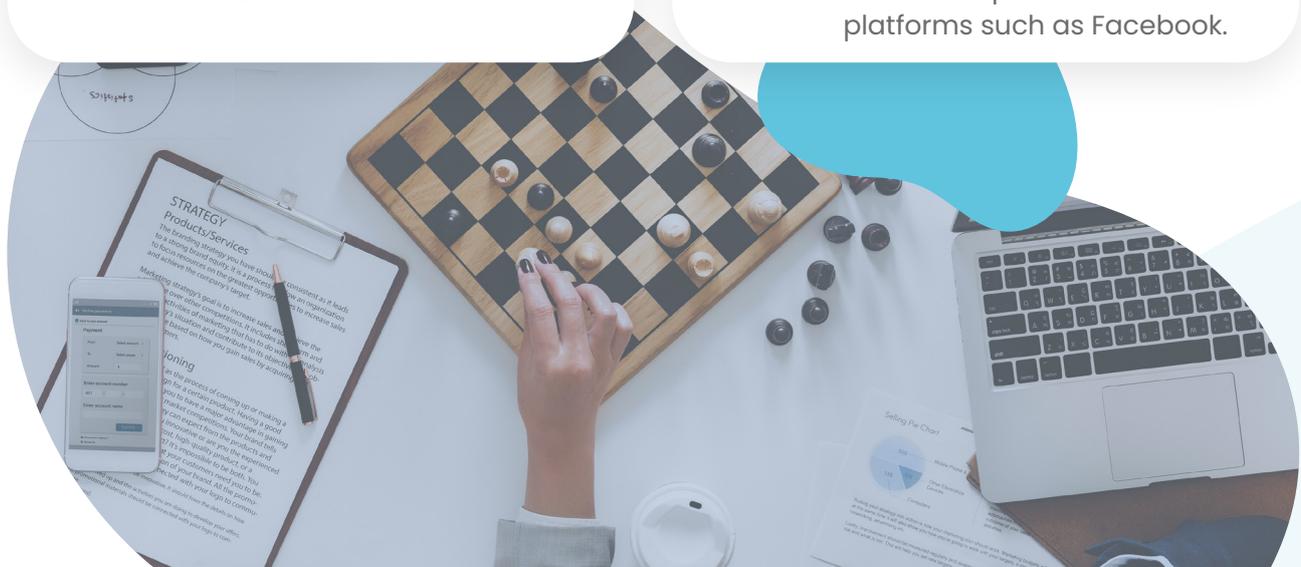
challenge five:

Ensuring regular, exclusive content is featured on the website.



Surprisingly...

out of the options in the survey Publishers were least worried about competition from other platforms such as Facebook.



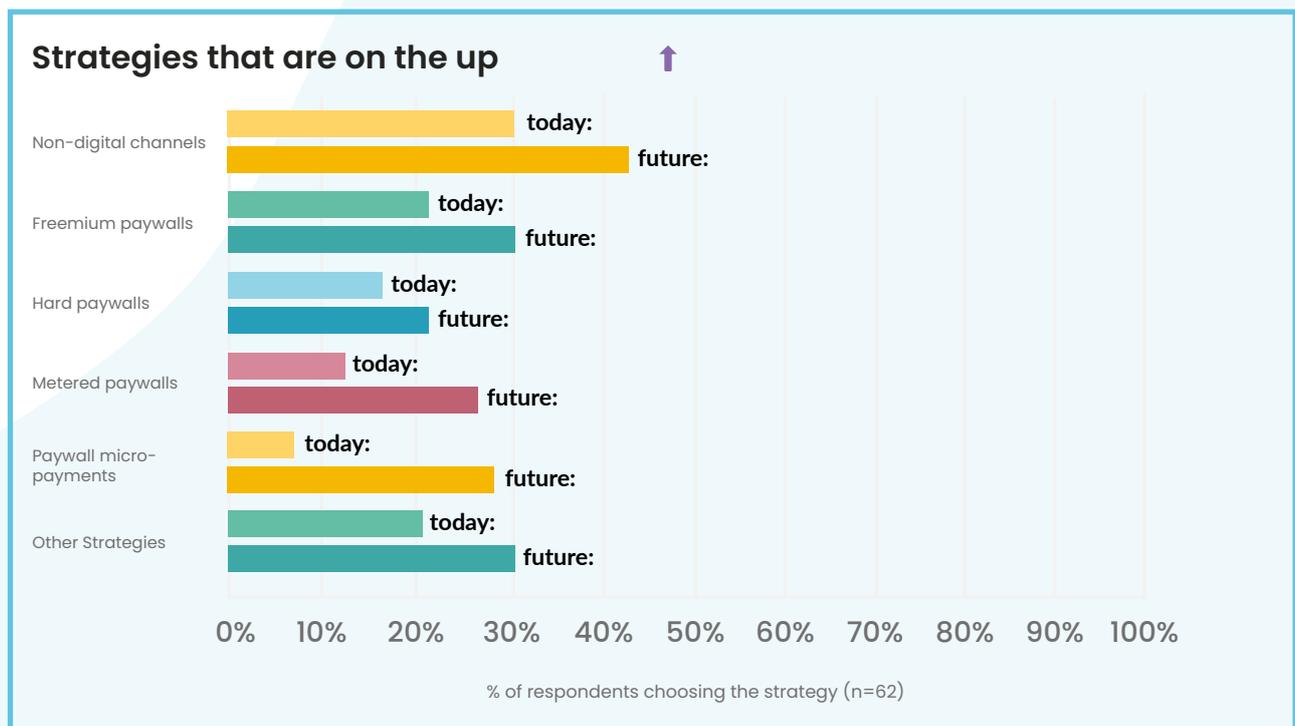
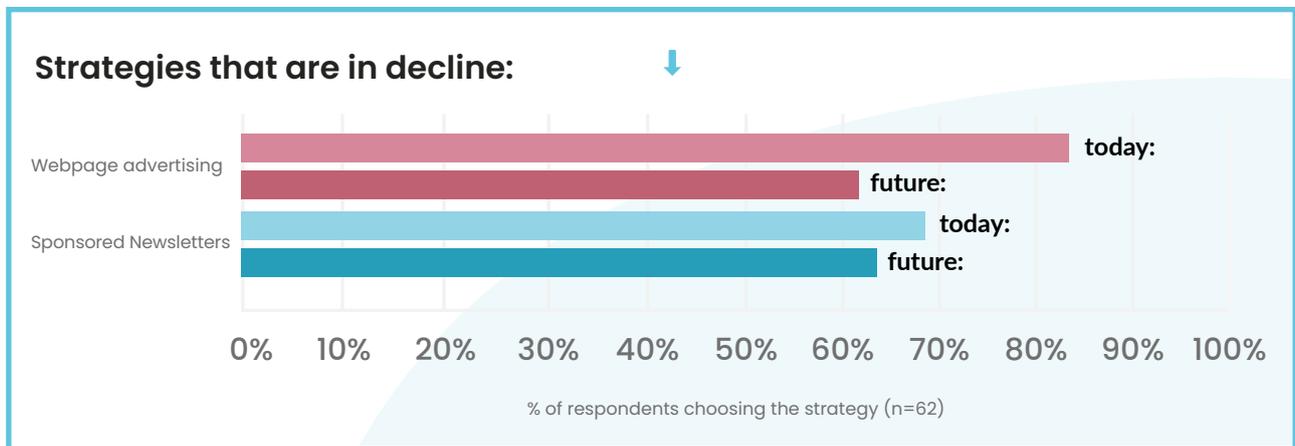
three

Predicting their income will increasingly come from digital sources is leading publishers to shift the strategies they implement.

According to the survey the most popular strategy in the future is going to focus on non-digital channels. This type of diversification may seem like going back to basics but publishers would consider events, advertising campaigns and direct mail initiatives as a way to promote profitable revenue generation.

Publishers have to make their voices heard in this exciting digital age, while providing existing and future customers with a seamless, personalised service. Excellent software solutions, powered by easy-to-use technology, are crucial. This is where PCS can offer publishers real expertise – helping to make a genuine difference to their performance as a business.

Strategies publishers are using today to increase their income from digital sources, and plan to use in the future:



It is an exciting time for publishers as they look at experimenting with different strategies to generate revenue. One respondent said they would consider featuring digital versions of print titles on popular apps such as Readly, whereas others would head down the non-digital route.

four

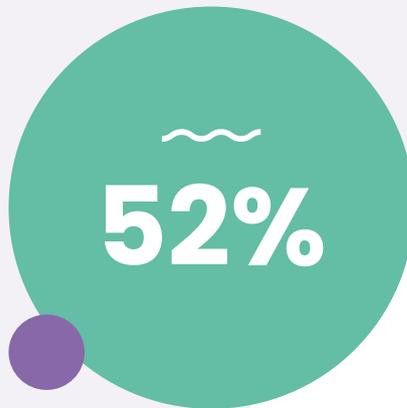


Publishers have ambitious plans for the future

they know there is a need to generate digital revenue and they have exciting plans on how to get there. However, in their current state, publishers feel they could be doing more to achieve this goal.

When asked **'how do you rate your approach to generating revenue from digital channels and content?'**

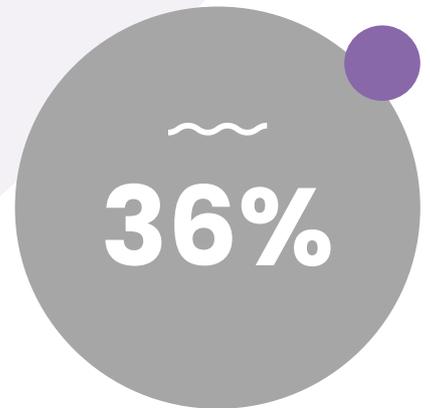
the replies were:



52%

Average

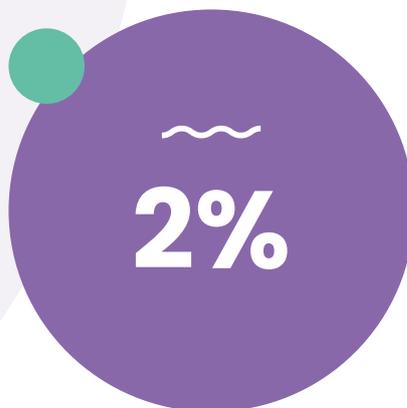
we are running basic projects, but we still have a lot to do.



36%

Good

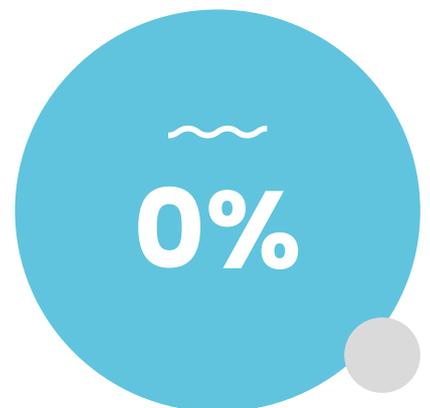
we are running projects that deliver good results, but we could be doing more.



2%

Poor

we do very little to try and generate digital revenue.



0%

Excellent

we are running projects which exceed expectations and targets.

We know from our **46 years of experience**, having the right tools in place is more likely to turn an average result into an excellent one. Publishers shouldn't settle for poor results – there are tools that can increase their digital revenue without the current system needing a complete overhaul.

Conclusion:



Our survey – Challenges and Opportunities of Digital Revenue, gives an incredible insight into the problem’s publishers are facing as their world continues to evolve.

They may feel under pressure to get results from their digital sources, but one thing that shone through was that when publishers are put to the test, they rise to the challenge. When one strategy doesn’t work, they are prepared to shift their focus and try new things, while at the same time not sacrificing on the quality of their content output.

They know there is no ‘one size fits all’ answer, or a silver bullet solution, but one thing they all share is a need to have the right tools to allow them to maximise their efforts.



At PCS we have a range of solutions, which focus on allowing publishers to do what they do best.

From time-saving technology through to software that will revolutionise the way each team works, as the industry changes we have solutions that are so flexible they can adapt and make digital output and revenue generation run seamlessly alongside print. This is what takes these exciting ideas from vision to action.

As publishers all face common challenges there is a need to create a strong community focussing on collaboration and joint experiments. We need to enter an era where competitors become collaborators. By sharing in the successes and best practices all publishers will help to ensure this dynamic industry doesn’t dwindle, but instead thrives in a digital age and survives long into the future.

One of the best ways to do this...



is to attend a **free** webinar to assess the tools available to achieve these top strategies. Pre-register for ours today by [clicking here](#)



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