

**Q2 Report  
2022**



Global Digital Subscription  
**Snapshot**



| **piano**



## Celebrating four years of growth for the industry and our report.

Coinciding with the 44th FIPP World Congress in Portugal this June, we are delighted to launch the latest edition of our Global Digital Subscription Snapshot, in partnership with Piano. This edition of the report hits a couple of milestones of its own.

It's now almost four years to the day that we've been producing these reports, which have firmly cemented themselves in our annual research calendar.

Back in 2018 when we first began, data was collated on 45 publishing brands and showed a combined global digital subscription reach within the industry of 9.8 million. In this latest edition, we have a total of 121 individual titles included, with a global reach of 37.8 million subscriptions. Indeed, The New York Times alone now stands at 9.5 million subscribers and 10.9 million gross subscriptions.

The quarterly report now also covers streaming services, which takes the total number of entities in this latest issue up to 191. And new for this year, we've also made historic data available to all members in spreadsheet format via FIPP.com, so you can get in and use the numbers yourself.

This is a good opportunity for me to take a moment to thank all of the contributors who have worked on the report over the past few years, as well as those who have read it, and in particular thanks once again to Piano, who have been diligent supporters of this vital industry research throughout.

When we look at the latest set of data, the real headline takeaway is that publishers seem to be chugging along at a healthy post-pandemic rate, while streaming services have lost a bit of steam as new arrivals have served in part to cannibalise, rather than expand, the market.

For many this may make for surprising reading, given that when we started these reports the growth of streaming services looked unstoppable. Conversely, there has been a sense in the industry this year that the global exit from lockdown could have prompted a significant drop-off in publication subscriber numbers, whereas so far this does not appear to be the case.

Again leading the charge on this front is The New York Times, where the data shows that across their brands and verticals, each subscriber in the ecosystem has an average of 1.15 subscriptions (based on the above figures of net subscribers = 9,445,000, gross subscriptions = 10,877,000).

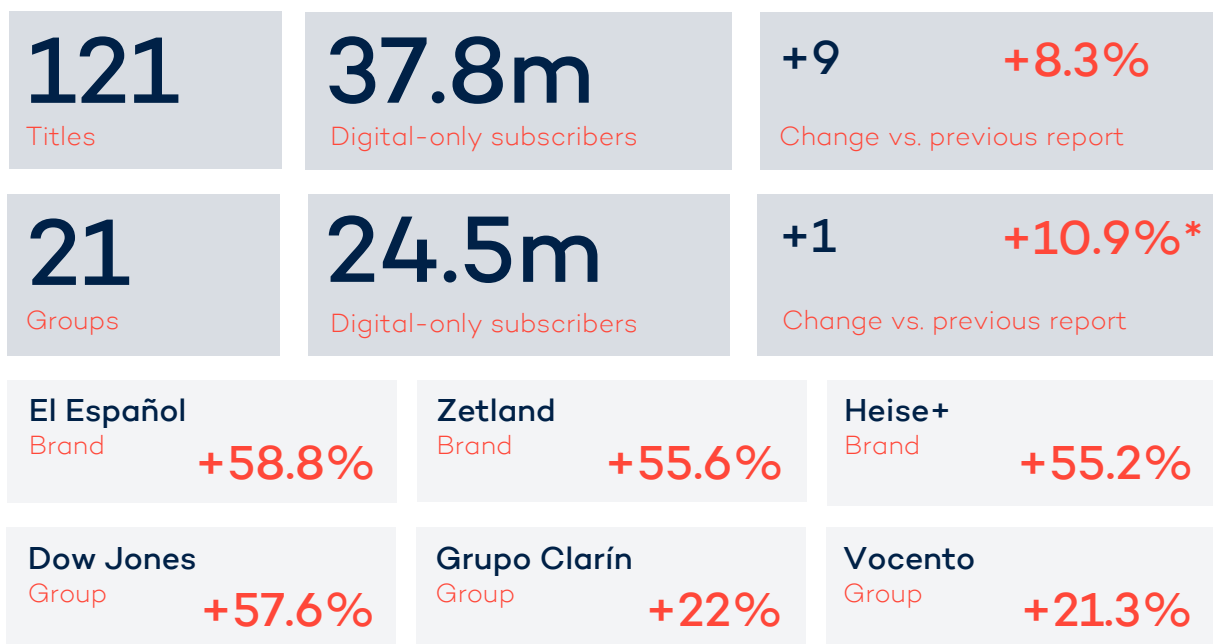
As we move into a new era in media, and the 'Cookiepocalypse' moves closer to becoming a reality, it's obvious that the shift towards reader revenues has been a smart one, and we would expect to see further innovations in this area ahead.

**James Hewes**  
President and CEO, FIPP

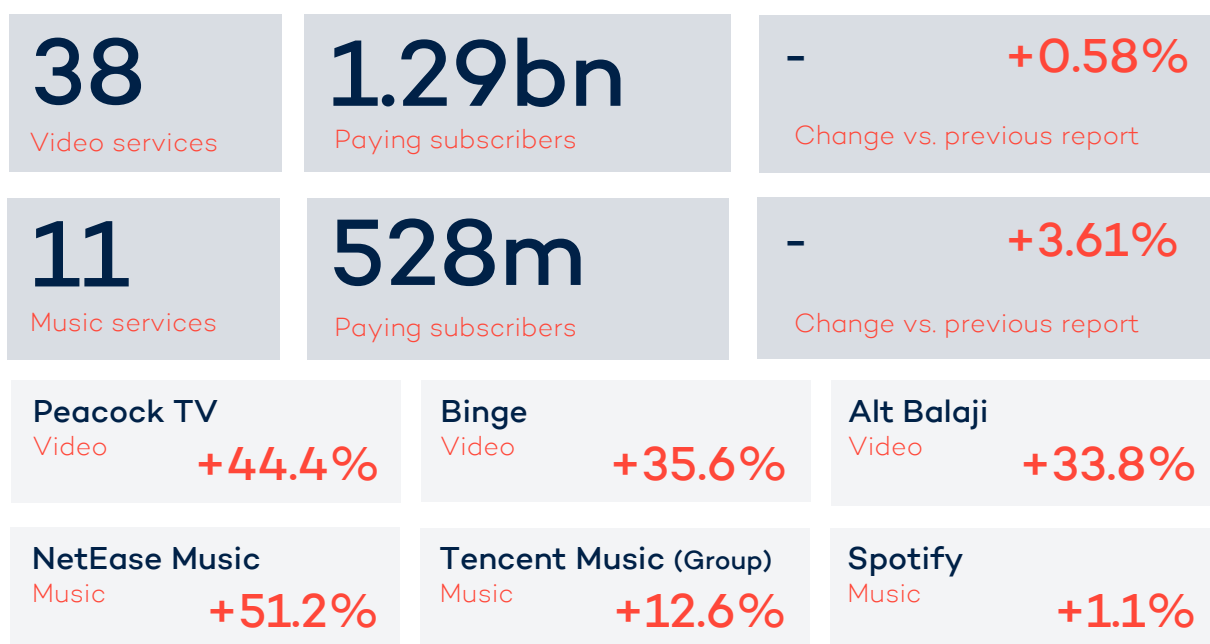


# Key Stats

## 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.

\*New York Times Group excluded from calculation to provide more accurate report on report comparison

# Publisher Talking Points

## The New York Times on track to reach 15 million subscribers by 2027

In its most recent [results call](#), The New York Times reported a decrease in net profits for the first quarter to \$6.3m, mainly due to its acquisition of loss-making The Athletic.

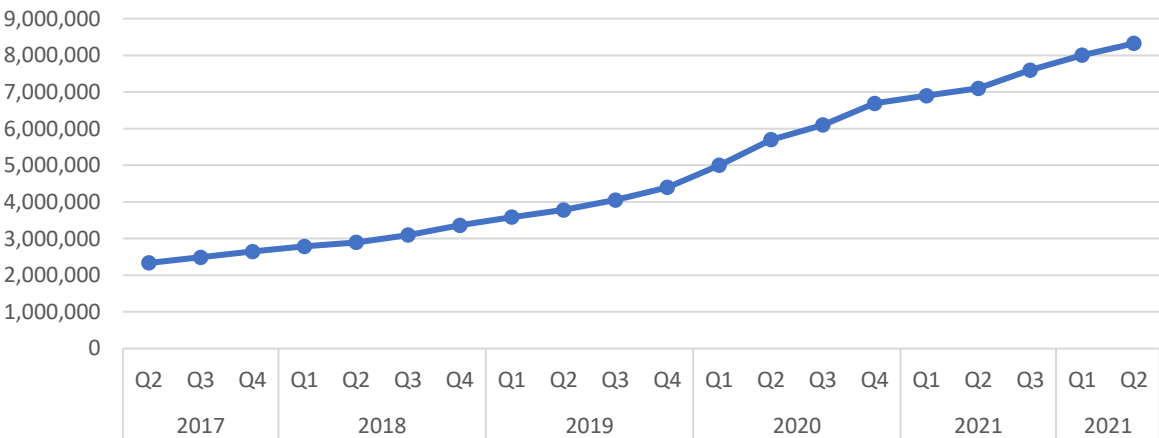
Yet CEO Meredith Kopit Levien remained upbeat about the results. Levin was reported as saying that the company is off to a strong start to achieve its goal of reaching 15m subscribers by the end of 2027.

The New York Times has been on an acquisition spree, recently adding The Athletic and Wordle to the fold. Wordle, the addictive word game which restricts users to one game a day, has reportedly brought tens of millions of new users to the Times.

The New York Times now has more than 8.3m subscribers, but including The Athletic, the group has 9.59m net subscribers. More impressive perhaps is that the company has grown its number of gross active subscriptions to 10.85m, showing that it is successfully managing to cross-sell its brands and brand verticals to its core subscriber base.

If figures for print subscriptions are included, the company now boasts 11.6m active subscriptions.

The New York Times – Digital-only subscribers (NYT brands)



# Publisher Talking Points

## Digital subscription market to be worth \$1.5 trillion by 2025

According to a new report [published](#) by subscription management solutions provider Lineup, the total market for digital subscriptions is currently worth \$650bn and will grow to \$1.5tn by 2025.

The report highlights seven subscription trends for publishers:

1. Post-pandemic, subscriptions will have staying power
2. Subscriptions will continue to grow beyond the media model
3. Content creators will drive subscription offerings
4. Subscriber commitment issues will persist
5. Substack growth will challenge publishers
6. Personalisation remains paramount
7. Green consumerism will drive the death of low-value print

The report states the subscription economy has been growing since before the pandemic. Whilst the increasing number of options available to users initially created some concern about subscription fatigue, the pandemic has shown that subscriptions have staying power, as many publishers continue to register record growth post the pandemic.

While subscriptions continue to present an attractive revenue opportunity for publishers, the report points out that they will face increasing competition from other media companies as well as other industries such as fashion, hospitality and travel. Even fast-food brands like Taco Bell have jumped on the subscription train. It offers a Taco Lover's Pass that allows subscribers to redeem one taco a day for 30 consecutive days.

The report further states that the increasing popularity of content creators on platforms like Instagram, YouTube and TikTok could potentially open up another subscription avenue for publishers. It suggests that publishers could partner with content creators and influencers to expand their reach.



## Publisher Talking Points

### TikTok to test subscriptions

Short-form video content platform TikTok has [confirmed](#) that it has started testing support for paid subscriptions, opening up the way for content creators on the site to monetise their content beyond advertising revenue.

TikTok is considered to have one of the best content algorithms in the business, helping it serve up addictive content that keeps users glued to their screens.

It has rapidly grown to become a major challenger for established social media platforms and is hugely popular with younger audiences. And where younger audiences go, advertising tends to follow.

TikTok has already released a number of products to help creators monetise their content. Their Creator Next hub provides creators with a number of monetisation tools, and it introduced a tipping feature for eligible creators after running a similar small-scale experiment.

### Instagram follows Facebook's lead and introduces subscriptions

Instagram has [announced](#) that it is trialling subscriptions to help creators earn recurring monthly income from their content.

Parent company Meta has rolled out a host of monetisation tools for creators as it struggles to keep hold of younger audiences who are leaving it in droves for platforms such as TikTok.

Meta's offering to creators spans subscriptions, brand sponsorship, advertising and even bonuses directly from Instagram and Facebook as part of Meta's \$1bn investment in creators.

Creators will be able to offer exclusive content and benefits, and Meta claims the benefit is that creators can do this on the same platform where they are already enjoying high levels of engagement with their existing audiences.



## Publisher Talking Points

Its trial of the subscription service is initially only available in the United States and will allow creators to provide exclusive live broadcasts and stories to their users.

Subscribers will also get badges to make them stand out when they comment on a creator's posts.

Meta is offering the service free of charge on both Facebook and Instagram, and claims that it will not collect any fees from creators until at least 2023.

### Elon Musk plans shake-up of Twitter Blue

If his take-over bid for Twitter is successful, Elon Musk plans to shake up Twitter Blue, Twitter's first subscription product.

Launched in 2021, the premium subscription feature acts as a news aggregator and is priced at \$2.99 per month.

It is available in the US, Canada, Australia and New Zealand but Twitter is yet to publicly disclose how many subscribers the service has attracted.

[According to](#) Reuters, Musk plans to shake up the service by lowering its price point, banning advertising and allowing users to pay for a subscription using cryptocurrencies such as dogecoin.

Musk stated in a tweet that he would lower the price to \$2 per month, but would require users to pay for 12 months in advance. Accounts could be suspended with no refund if used for spam or scam content.

Musk took a strong stance against allowing advertising, saying that the power of corporations to dictate policy on the social media platform is greatly enhanced if it relies on advertising as a revenue source.



## Publisher Talking Points

### Alternatives Economiques uses newsletter walls to boost conversion

Many of the titles in this report have enjoyed tremendous success with hard paywall strategies, but a one-size-fits-all approach doesn't work for all publishers.

Newsletter walls offer publishers an additional route to bring readers into their ecosystems and entice them with unique content. French publisher Alternatives Economiques (AE) has successfully employed this approach which has helped them increase their paywall conversion rates by an impressive 40%, [reports](#) What's New in Publishing.

Their approach is to first present users with a newsletter wall blocking content, then asking users to sign up for a weekly newsletter in exchange for free articles.

Newsletter walls allow for content discovery, increased engagement and the opportunity to develop a strong, lasting relationship that supports their subscription conversion rate.

AE constantly A/B test their newsletter wall and has found that simple changes to wording and sticking to simple designs are the most effective at driving sign-ups.

The publisher has achieved over 360,000 newsletter subscribers, allowing it to gain valuable insight into the content that interests their audience.

### The Guardian to test paywall on news app

In a precarious balancing act between its newfound subscription-based commercial success and its commitment to remain an open press outlet that's free to users on the web, The Guardian has [announced](#) that it will start experimenting with a paywall on its news app.

The company will target the experiment toward a limited number of regular users to deliver insight on the best pricing model for those using their app.



## Publisher Talking Points

It's a dramatic step for a publisher that is renowned for spearheading the membership approach whilst remaining committed to open content and advancing liberal press across the world. News apps are increasingly seen as a vital way for publishers to convert committed readers.

### A new type of newspaper for Italy

More than 12 years after its launch, Il Post has become Italy's most successful member-funded news site.

Il Post's journey to a member model has been a rollercoaster ride with the title oscillating between loss-making and profitable over the years.

But Il Post seems to have tapped into the needs of Italy's younger audiences and like The Guardian, has made a success of running a membership model without putting up a hard paywall.

The site currently has more than 50,000 paying members. Press Gazette [spoke](#) to Luca Sofri about his business model.

Sofri states that the newspaper market in Italy is very different from the rest of Europe. He describes the Italian newspaper market as fixed in its ways, and as contaminated by tabloid language and staid approaches to get people's attention.

Il Post was originally launched with the chief intention of simply explaining things better than its peers, rather than intentionally targeting younger audiences.

This approach, however, found resonance with younger readers as it offered something they simply couldn't find in other Italian news media.

Younger audiences now make up a sizable chunk of Il Post's membership since the scheme launched in 2019, helping the title thrive going into the pandemic.



## Publisher Talking Points

### Quartz moves to a membership model

Launched ten years ago as a challenger brand to established financial media, Quartz has been on a bumpy ride over the last few years.

The once prominent brand was acquired from Atlantic Media by Uzabase in 2018, taken private by management in 2020, and this year again changed hands after being acquired by G/O Media.

G/O Media is a private equity-owned digital media conglomerate that relies on cheap, programmatic ads for most of its revenue. The firm has informed staff that there will be no layoffs either before or after the buy-out.

Two weeks before the sale to G/O Media became public, Quartz [announced](#) that it would get rid of its paywall, and would instead be launching a membership model.

The title will, however, retain its paid premium newsletters which will be exclusively available to its paying members. The cost for an annual membership will be \$50.

### News media pitch value of quality journalism amid war in Ukraine

INMA [reported](#) that news brands are increasingly leveraging their journalistic qualities in an attempt to gain subscribers amid the war in Ukraine.

Their research investigated how many publishers have changed the content of their subscription landing pages and found that 72% of the top 50 news brands now include content with positioning that focuses on their credentials and the importance of quality journalism.

14% of these brands also directly promoted their coverage of the war in Ukraine on their landing pages.



## Publisher Talking Points

### Le Monde expands with the launch of English language product

As part of its ambitious plans to reach 1m subscribers by 2025, Le Monde announced in April that it will be launching its first-ever English language product.

Within the first week of launch, the English language site attracted 1,000 new subscribers and the company hopes to see this increase to 30,000 by year-end.

They see the English language site as a critical component to achieving their goal for international readers to eventually comprise 25% of their 1m subscription target.

According to a [report](#) in Adweek, Le Monde views the US market in particular as an attractive one to target as it is more mature from a subscription perspective than the French market. Le Monde estimates that it could hit a subscriber ceiling in France soon, and by their own estimates they've already captured 70% of the domestic market.

### Hearst invests in new data and product hub as digital subscriptions take off

Hearst Newspapers kicked off 2022 with plans to invest in a new shared development hub for the group.

The hub will include more than 20 new specialists spanning fields like product, data and design. This will be the single largest digital expansion ever for the group, according to an [article](#) in Poynter. The announcement comes fresh on the heels of Hearst's most successful year in history for growing digital subscribers.

Hearst ended 2021 with 300,000 digital-only subscribers, an increase of 50% from the previous year.

The hub will be a shared, central resource supporting the group's 24 daily and 52 weekly titles. Its focus will be to develop new tools and products which can be deployed across the group.



## Streaming Talking Points

### Netflix sees first loss of subscribers in 10 years

After more than 10 years of successive growth, Netflix reported a loss of 200,000 subscribers in the first quarter of 2022, ending the quarter with 221.6m subscribers.

The drop is largely attributable to the streaming platform suspending 700,000 accounts in Russia where it was enjoying explosive growth.

During its result call, the company did caution that it expects to lose an additional 2m subscribers in the next quarter, sending stocks in the streaming platform plummeting by 35% after the announcement.

Netflix seems to be facing stiff headwinds from increased competition and changing post-pandemic viewing habits. Traditional broadcasters are also gaining market share with lower-priced, ad-funded subscription offers.

As a result, Netflix has announced that it will start running trials to crack down on users who share passwords with different households. While the company will still allow passwords to be shared amongst different households, such subscriptions will attract premium pricing.

The company is also [reportedly](#) contemplating introducing a lower-priced subscription tier which will include advertising. Industry commentators suggest that such a move could be one of the biggest disruptions to the European TV market since the arrival of Sky, due to Netflix's wealth of first-party data from logged-in users.

### Disney+ adds 7.9m subscribers

Disney+ has managed to keep up its monumental growth by adding 7.9m subscribers in the first three months of 2022, easily beating analyst expectations of 5.2m new subscribers.



## Streaming Talking Points

According to a [report](#) in Variety this represents a year-on-year growth of 33% for the streaming platform.

The results contrast strongly with Netflix's performance during the first quarter and Disney predicts that growth in the 2nd half of its fiscal year will be even stronger.

Disney+ did take a \$1bn hit as it issued early cancellations to content licensing deals to repatriate content back to its own platforms.

Once subscriptions from Disney-owned Hulu and ESPN are added to those of Disney+, the group boasts 205m subscribers in total.

If Disney can maintain this trajectory it could soon overtake Netflix's total subscriber base which currently totals 221m.

### CuriosityStream sees a 50% jump in subscribers

CuriosityStream, a high-definition documentary streaming service started seven years ago by Discovery Communications founder John Hendricks, [saw](#) a 50% increase in subscribers last year.

It now boasts 23m subscribers. The service is available in 175 countries and subscriptions start at \$2.99 for HD streaming increasing to \$9.99 for 4k quality streaming.

Revenue earned for 2021 was \$71.3m, up 80% from the previous year. The service offers a way for production companies to monetise their content directly to audiences and it is also growing increasingly popular with content creators.

It allows content creators the opportunity to derive subscription revenue directly from their own audiences, usually built up on platforms such as YouTube.



## Streaming Talking Points

Many content creators find that YouTube's algorithm makes their videos less discoverable if they are deemed to contain controversial information.

And, unless YouTube users have a premium YouTube subscription, it's challenging for audiences to stay in a content creator's library of work as YouTube's algorithm will try to push audiences into more popular content that it can more easily monetise through advertising.

CuriosityStream recently invested in Nebula, another content creator-driven streaming platform focusing on informative, educational videos. Nebula currently boasts 500,000 subscribers and has recently added online classes to its platform.

### Paramount losses add up as subscribers grow

Paramount continues to enjoy rapid growth across its platforms including Paramount+, but its streaming service remains unprofitable and investors are taking note.

Paramount saw its stock drop after it [announced](#) its latest results. Combined with streaming losses, the company is also seeing revenue from its legacy movie studio and television operations decline.

The company has a stated strategy to grow the scale of its subscription base at the cost of short-term profitability, with a view to long-term scale and profitability.

While streaming revenue was up 82% to \$1.1bn, losses in the streaming business tripled to \$456m as the company pours money into content and marketing.

Paramount+ alone has notched up 40m users, and across all of Paramount's streaming platforms, it has 62m subscribers globally.



## Streaming Talking Points

### Spotify revenue up despite modest subscriber growth

In its latest results, Spotify [reported](#) that it added 2m new subscribers in the first quarter of 2022.

The modest performance was largely attributable to the streaming service pulling out of Russia in the wake of the war in Ukraine.

The service disconnected 1.5m subscribers in the winddown of its operations in Russia.

The company announced a 24% increase in revenues to €2.66bn and reported an operating loss of €6m for the quarter compared to a €14m profit for the same quarter last year.

Spotify continues to aggressively build out its library of podcasts, and the service now has more than 4m podcasts.

### Tencent and NetEase see growth as Spotify flatlines.

Chinese music streaming services [enjoyed](#) strong growth in the first three months of the year.

Tencent Music Entertainment, which owns a number of streaming platforms including QQ Music, Kugou Music and Kuwo Music, added 4m subscribers in the first quarter. This brings its total to 80.2m.

Netease, another Chinese music streaming platform, enjoyed even stronger growth adding 7.8m subscribers in the first quarter. This brings its total to 36.7m paying subscribers.

While the growth of these music streaming services is impressive, revenue per subscriber for the Chinese services remains modest when compared to Spotify.

Spotify earns an average of \$4.91 per subscriber, compared to Tencent's \$1.31 and Netease's \$1.01.

# Publisher Title Data 1/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
USA	The New York Times****	8,328,000	2022 Q2	<a href="#">Source</a>	4.03	USD 4.25 / week
USA	Wall Street Journal	3,000,000	2022 Q2	<a href="#">Source</a>	3.45	USD 38.99 / month
USA	Washington Post	2,700,000	2021 Q4	<a href="#">Source</a>	No change	USD 10 / 4 weeks
USA	The Athletic***	1,117,000	2022 Q2	<a href="#">Source</a>	4.75	USD 7.99 / month
USA	The Weather Channel	1,025,000	2022 Q2	<a href="#">Source</a>	New entry	USD 4.99 / month
UK	Guardian (members + subs)	1,000,035	2022 Q1	<a href="#">Source</a>	No change	Not applicable
UK	Financial Times	1,000,000	2022 Q1	<a href="#">Source</a>	No change	GBP 35 / month
USA	Substack	1,000,000	2021 Q4	<a href="#">Source</a>	No change	varies
China	Caixin	850,000	2022 Q2	Publisher	21.43	RMB 58 / month
Japan	Nikkei.com	816,682	2021 Q2	Publisher	No change	JPY 4277 / month
USA	Medium	725,000	2021 Q1	<a href="#">Source</a>	No change	USD 5 / month
Germany	Bildplus**	603,284	2022 Q2	<a href="#">Source</a>	1.50	EUR 7.99 / month
USA	The Daily Wire	600,000	2022 Q2	<a href="#">Source</a>	New Entry	USD 14 /month
UK	The Telegraph	577,720	2022 Q2	<a href="#">Source</a>	15.54	GBP 12.99 / month
UK/Global	Economist App (legacy + core weekly)	568,414	2021 H2	<a href="#">Source</a>	No change	GBP 19.99 / month
USA	Barrons	535,000	2021 Q2	<a href="#">Source</a>	No change	USD 19.99 / month
India	MoneyControl Pro	505,000	2022 Q1	Publisher	No change	INR 129 / month
USA	America's test Kitchen	500,000	2021 Q3	<a href="#">Source</a>	No change	USD 39.95 / year
USA	LA Times	500,000	2022 Q2	<a href="#">Source</a>	11.11	USD 4 / week
UK	The Times/Sunday	421,000	2022 Q2	<a href="#">Source</a>	10.79	GBP 26 / month

- \* Denotes changes since last reported – does not serve as a period on period comparison
- \*\* Includes digital and e-paper subs
- \*\*\* Net subscriber base of 1,117,000, gross subscriptions of 1,257,000
- \*\*\*\* Net subscriber base of 8,328,000 with gross subscriptions of 9,620,000
- 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
Global	Readly (content aggregator)	420,135	2021 Q2	<a href="#">Source</a>	No change	GBP 9.99 / month
France	Le Monde	420,000	2022 Q2	<a href="#">Source</a>	5.00	EUR 9.99/month
UK	The Guardian (subscribers)	419,541	2021 Q4	<a href="#">Source</a>	No change	GBP 11.99 /month
Italy	Corriere della Sera	384,000	2022 Q1	<a href="#">Source</a>	9.71	EUR 9 / month
USA	Bloomberg Media	375,000	2022 Q2	<a href="#">Source</a>	7.14	USD 29.90 / month
Argentina	La Nación	343,000	2022 Q1	<a href="#">Source</a>	-2.00	ARS 650 / month
France	L'Equipe	332,000	2021 Q3	<a href="#">Source</a>	No change	EUR 7.99 / month
Brazil	O Globo	306,000	2022 Q1	<a href="#">Source</a>	No change	BRL 24,90 / month
Brazil	Folha de São Paulo	300,000	2022 Q1	<a href="#">Source</a>	No change	BRL 29,90 / month
USA	The Atlantic	300,000	2022 Q1	<a href="#">Source</a>	No change	USD 59.99 / year
Poland	Gazeta Wyborcza	280,000	2022 Q1	<a href="#">Source</a>	No change	PLN 16.70 / 4 week
USA	The New Yorker	279,032	2020 Q4	<a href="#">Source</a>	No change	USD 9.99 / month
USA	Business Insider	250,000	2021 Q1	<a href="#">Source</a>	No change	USD 12.95 / month
France	Le Figaro	250,000	2022 Q1	<a href="#">Source</a>	11.11	EUR 9.90 / month
USA	Boston Globe	244,190	2022 Q2	<a href="#">Source</a>	-6.08	USD 27.72 / 4 week
Norway	Verdens Gang (VG)	240,000	2021 Q3	<a href="#">Source</a>	No change	NOK 39 / week
Sweden	Dagens Nyheter	220,000	2021 Q3	<a href="#">Source</a>	No change	SEK 349 / month
France	Mediapart	213,533	2022 Q1	<a href="#">Source</a>	-2.94	EUR 9.90 / month
Canada	The Globe and Mail	208,600	2022 Q2	<a href="#">Source</a>	22.71	CAD 6.99 / month
Germany	Weltplus**	200,097	2022 Q2	<a href="#">Source</a>	8.49	EUR 9.99 / month

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## Publisher Title Data 3/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
Australia	The Australian	200,000	2020 Q3	pv digest	No change	USD 40 / 4 weeks
USA	National Geographic	182,449	2021 Q4	<a href="#">Source</a>	No change	USD 2.99 / month
Spain	El Pais	164,200	2022 Q2	<a href="#">Source</a>	36.83	EUR 10 / month
USA	Wired	163,201	2020 Q4	<a href="#">Source</a>	No change	GBP 1.99 / month
Brazil	O Estado de SP	155,000	2022 Q1	<a href="#">Source</a>	No change	BRL 19,90 / month
Finland	Helsingin Sanomat	140,000	2021 Q4	<a href="#">Source</a>	No change	EUR 17.90 / month
Norway	Aftenposten	140,000	2022 Q1	<a href="#">Source</a>	No change	NOK 279 / month
Norway	+Alt (Amedia)	140,000	2021 Q4	<a href="#">Source</a>	16.67	DDK 249 / month
USA	San Francisco Chronicle	140,000	2022 Q1	<a href="#">Source</a>	<b>New Entry</b>	USD 4.99 / week
Germany	SZ Plus **	136,337	2022 Q2	<a href="#">Source</a>	13.44	EUR 9.99 / month
Italy	La Repubblica	134,000	2021 Q2	<a href="#">Source</a>	No change	EUR 9.99 / month
Sweden	Expressen	125,000	2021 Q3	<a href="#">Source</a>	No change	SEK 79 / month
Norway	Dagbladet Pluss	115,364	2021 Q1	<a href="#">Source</a>	No change	NOK 29 / week
UK	Tortoise	110,000	2021 Q2	<a href="#">Source</a>	No change	GBP 100 / year
Brazil	Valor Economico	108,959	2022 Q1	<a href="#">Source</a>	No change	BRL 60,90 / month
Australia	The Daily Telegraph	100,000	2021 Q1`	<a href="#">Source</a>	No change	AUS 28 / 4 weeks
UK	Mail+	100,000	2022 Q2	<a href="#">Source</a>	17.65	GBP 10.99 / month
USA	PunchBowl News	100,000	2021 Q4	<a href="#">Source</a>	<b>New Entry</b>	USD 30 / month
USA	Minneapolis Star Tribune	99,449	2022 Q2	<a href="#">Source</a>	-2.50	USD 17.6 / 4 weeks
New Zealand	New Zealand Herald	99,000	2022 Q1	<a href="#">Source</a>	47.76	NZD 5 / week

- \*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 4/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
USA	Vanity Fair	96,000	2020 Q4	<a href="#">Source</a>	No change	USD 29.99 / year
Spain	El Mundo	91,000	2022 Q2	<a href="#">Source</a>	13.75	EUR 5.75 / month
Germany	F+ ** (previous FAZ+)	90,545	2022 Q2	<a href="#">Source</a>	13.97	EUR 11.80 / week
USA	Seattle Times	81,000	2022 Q1	<a href="#">Source</a>	No change	USD 3.99 / week
South Africa	Netwerk24	80,900	2021 Q4	<a href="#">Source</a>	No change	ZAR 75 / month
Italy	Gazzetta	80,000	2022 Q1	<a href="#">Source</a>	<b>New Entry</b>	EUR 9.99 / month
Brazil	Zero Hora	76,027	2022 Q1	<a href="#">Source</a>	No change	BRL 11.90 / month
Argentina	La Voz del Interior	72,209	2022 Q1	Publisher	No change	ARS 850 / month
Slovakia	Dennik N	66,500	2022 Q2	pv digest	-2.21	EUR 4.99 / month
Spain	El Diario	66,000	2022 Q2	pv digest	No change	EUR 8 / month
India	Bloomberg Quint	65,000	2022 Q1	<a href="#">Source</a>	<b>New Entry</b>	INR 47 / month
France	Les Echos	63,000	2020 Q4	pv digest	No change	EUR 18 / month
USA	Slate+	60,000	2020 Q1	<a href="#">Source</a>	No change	USD 119 / year
USA	Philadelphia Inquirer	60,000	2022 Q1	<a href="#">Source</a>	No change	USD 3.99 / week
France	Le Parisian	60,000	2022 Q1	<a href="#">Source</a>	50.00	EUR 7.99 / month
France	Libération	56,000	2021 Q3	<a href="#">Source</a>	40.00	EUR 14.90 / month
USA	Dallas Morning News	52,930	2021 Q2	<a href="#">Source</a>	No change	USD 3.99 / week
Austria	Kleine Zeitung	50,000	2020 Q1	<a href="#">Source</a>	No change	EUR 18.99 / month
Spain	La Vanguardia	50,000	2021 Q3	<a href="#">Source</a>	No change	EUR 7.99 / month
Sweden	The Local	50,000	2022 Q1	<a href="#">Source</a>	No change	SEK 49 / month

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## Publisher Title Data 5/7

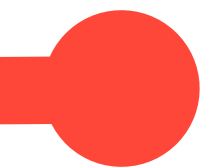
Country	Title	Subscribers	Source date	Source	Change*	Cost
Italy	Il Post	50,000	2022 Q1	<a href="#">Source</a>	New Entry	EUR 10 / month
Germany	Rheinpfalz Plus	46,987	2022 Q2	<a href="#">Source</a>	1.57	EUR 9.90 / month
Germany	Heise+	45,000	2022 Q1	pv digest	55.17	EUR 12.95 / month
Ireland	Independent.ie	43,000	2022 Q1	<a href="#">Source</a>	New Entry	EUR 5.99 / month
USA	Newsday	42,000	2021 Q2	pv digest	No change	USD 6.99 / week
Denmark	Zetland	42,000	2022 Q2	<a href="#">Source</a>	55.56	DKK 129 / month
South Africa	News24	41,000	2021 Q4	<a href="#">Source</a>	No change	ZAR 99 / month
Japan	Nikkei Asia	40,212	2022 Q1	Publisher	No change	USD 17.99 / month
Spain	ARA	40,000	2021 Q1	<a href="#">Source</a>	No change	EUR 9.99 / month
USA	Defector	40,000	2021 Q3	<a href="#">Source</a>	No change	USD 79 / year
Spain	Expansión	40,000	2022 Q1	<a href="#">Source</a>	New Entry	EUR 90 / year
Brazil	Super Noticia	37,204	2022 Q1	<a href="#">Source</a>	No change	BRL 9.90 / month
Portugal	PÚBLICO	35,000	2020 Q3	<a href="#">Source</a>	No change	EUR 20 / quarter
UK	Spectator	33,125	2021 Q4	<a href="#">Source</a>	No change	GBP 10.99 / month
Austria	Die Presse	33,000	2021 Q2	<a href="#">Source</a>	No change	EUR 27 / quarter
Canada	Toronto Star	32,000	2020 Q2	<a href="#">Source</a>	No change	CAD 9.99 / month
India	The Ken	30,000	2021 Q3	<a href="#">Source</a>	No change	INR 3245 / year
Norway	Stavanger Aftenbladet	30,000	2020 Q4	Publisher	No change	DDK 229 / month
Spain	El Confidencial	30,000	2021 Q4	<a href="#">Source</a>	No change	EUR 9 / month
Brazil	Estado de Minas	29,576	2022 Q1	<a href="#">Source</a>	No change	BRL 9.90 / month

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## Publisher Title Data 6/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
Switzerland	Republik	28,798	2021 Q3	pvc digest	No change	User defined
Spain	ABC	28,000	2022 Q2	<a href="#">Source</a>	33.33	EUR 9.99 / month
Spain	El Español	27,000	2022 Q1	<a href="#">Source</a>	58.82	EUR 6.99 / month
Germany	RP +	25,841	2022 Q2	<a href="#">Source</a>	-3.21	EUR 2 / week
France	La Croix	25,300	2021 Q4	<a href="#">Source</a>	No change	EUR 11.90 / month
USA	Quartz	25,000	2022 Q2	<a href="#">Source</a>	-7.41	USD 14.99 / month
Chile	La Tercera	25,000	2021 Q3	<a href="#">Source</a>	No change	CLP 5490 / month
Germany	Allgemeine Zeitung +	20,445	2021 Q2	<a href="#">Source</a>	No change	EUR 9.90 / month
Germany	KN Mobil	20,339	2021 Q4	<a href="#">Source</a>	No change	EUR 2.49 / week
Poland	Puls Biznesu	17,030	2021 Q3	Publisher	No change	PLN 55.25 / month
Germany	The Pioneer	17,000	2022 Q2	<a href="#">Source</a>	30.77	EUR 25 / month
South Africa	Daily Maverick	17,000	2021 Q4	<a href="#">Source</a>	<b>New Entry</b>	User defined
Brazil	Correio Braziliense	16,896	2022 Q1	<a href="#">Source</a>	-32.48	BRL 9.90 / month
USA	The Daily Memphian	16,200	2021 Q3	<a href="#">Source</a>	No change	USD 12.99 / month
Germany	Krautreporter	16,000	2021 Q2	pvc digest	No change	EUR 7 / month
Brazil	A Tarde	15,285	2022 Q1	<a href="#">Source</a>	No change	BRL 9.90 / month
Spain	Infolibre	13,500	2020 Q3	<a href="#">Source</a>	No change	EUR 6 / month
Germany	M-plus ** (Mittelbayerische Zeitung)	13,124	2022 Q1	<a href="#">Source</a>	1.82	EUR 10.99 / month
USA	America	12,000	2022 Q1	<a href="#">Source</a>	<b>New Entry</b>	USD 4.99 / month
Germany	NWZ Online Plus **	13,000	2022 Q2	<a href="#">Source</a>	<b>New Entry</b>	EUR 9.90 / month

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# Publisher Title Data 7/7

Country	Title	Subscribers	Source date	Source	Change*	Cost
Spain	La Voz de Galicia	10,000	2021 Q2	<a href="#">Source</a>	No change	EUR 6.95 / month

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- 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 Group Data

Country	Publisher	Subscribers	Source date	Source	%Change*
USA	The New York Times (Group)	9,585,000	2022 Q2	<a href="#">Source</a>	New entry
USA	Dow Jones	3,941,000	2022 Q2	<a href="#">Source</a>	57.64
Japan	Nikkei	1,868,407	2021 Q2	Publisher	No change
USA	Gannett	1,750,000	2022 Q2	<a href="#">Source</a>	16.67
Sweden	Bonnier	1,200,000	2020 Q4	<a href="#">Source</a>	No change
Germany	Axel Springer	1,006,800	2021 Q2	<a href="#">Source</a>	No change
Norway	Schibsted	1,000,000	2021 Q3	<a href="#">Source</a>	No change
Australia	NewsCorp Australia	946,000	2022 Q2	<a href="#">Source</a>	16.79
USA	Lee Enterprises	492,000	2022 Q2	<a href="#">Source</a>	9.33
USA	Tribune	441,000	2021 Q2	<a href="#">Source</a>	No change
Argentina	Grupo Clarín	366,000	2022 Q2	<a href="#">Source</a>	22.00
Norway	Amedia	350,000	2020 Q4	<a href="#">Source</a>	No change
USA	Hearst (Newspapers)	300,000	2022 Q1	<a href="#">Source</a>	No change
USA	McClatchy	299,000	2020 Q4	<a href="#">Source</a>	No change
Germany	Madsack	165,000	2022 Q1	<a href="#">Source</a>	New entry
Spain	Prisa Media	156,000	2022 Q2	<a href="#">Source</a>	New entry
Germany	NOZ Media	150,000	2021 Q3	<a href="#">Source</a>	No change
Switzerland	Tamedia	144,000	2022 Q2	Publisher	2.86
Australia	Australia Community Media	100,000	2021 Q3	<a href="#">Source</a>	No change
Sweden	MittMedia	95,000	2020 Q2	pv digest	No change
Spain	Vocento	91,000	2022 Q2	<a href="#">Source</a>	21.33

- \*Denotes changes since last reported – does not serve as a period on period comparison

# Video Streaming Data 1/2

Country	Title	Subscribers	Source date	Source	%Change*	Cost
Global	Netflix	221,600,000	2022 Q2	<a href="#">Source</a>	-0.18	USD 9.99 / month
Global	Amazon Prime Video **	200,700,000	2022 Q1	<a href="#">Source</a>	No change	USD 8.99 / month
USA	Disney+	137,700,000	2022 Q2	<a href="#">Source</a>	6.09	USD 7.99 / month
China	Tencent Video	124,000,000	2022 Q2	<a href="#">Source</a>	-3.88	RMB 20 / month
China	iQiyi	97,000,000	2022 Q1	<a href="#">Source</a>	-8.49	RMB 25 / Month
China	Youku	90,000,000	2020 Q2	<a href="#">Source</a>	No change	RMB 15 / month
USA	Youtube Premium	50,000,000	2021 Q3	<a href="#">Source</a>	No change	USD 11.99 / month
USA	Hulu	45,600,000	2022 Q2	<a href="#">Source</a>	0.66	USD 5.99 / month
USA	Paramount + (Ex CBS All Access)	40,000,000	2022 Q2	<a href="#">Source</a>	<b>New entry</b>	USD 4.99 / month
India	Eros Now	39,900,000	2021 Q2	<a href="#">Source</a>	No change	INR 49 / month
USA	Lionsgate (ex starz/starzplay)	31,400,000	2022 Q1	<a href="#">Source</a>	No change	Varies (Group)
USA	Discovery +	24,000,000	2022 Q2	<a href="#">Source</a>	20.00	USD 4.99 / month
Global	Curiosity Stream	23,000,000	2022 Q1	<a href="#">Source</a>	<b>New entry</b>	USD 2.99 / month
USA	ESPN+	22,330,000	2022 Q2	<a href="#">Source</a>	30.58	USD 6.99 / month
US	Apple TV ***	20,000,000	2021 Q2	<a href="#">Source</a>	No change	USD 4.99 / month
Global	DAZN	15,000,000	2021 Q3	<a href="#">Source</a>	No change	USD 19.99 / month
USA	HBO Max	13,910,000	2022 Q1	<a href="#">Source</a>	No change	USD 9.99 / month
USA	Peacock TV	13,000,000	2022 Q2	<a href="#">Source</a>	44.44	USD 4.99 / month
S.Korea	Wavve	10,000,000	2020 Q3	<a href="#">Source</a>	No change	7,900 KRW / month
USA	AMC Networks	9,500,000	2022 Q2	<a href="#">Source</a>	5.56	USD 8.99 / month

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- \*Denotes changes since last reported – does not serve as a period on period comparison
- \*\* Figure shown is Prime subscribers with access to video, not direct subscribers to video
- \*\*\* Subscription numbers stated as 40m, with 62% on free trial

## Video Streaming Data 2/2

Country	Title	Subscribers	Source date	Source	%Change*	Cost
China	Bilibili	8,800,000	2022 Q1	<a href="#">Source</a>	New entry	RMB 168 / year
SE Asia	Viu	8,400,000	2022 Q1	<a href="#">Source</a>	20.00	INR 99 / month
Global	Crunchyroll	5,000,000	2021 Q3	<a href="#">Source</a>	No change	USD 7.99 / month
Nordic	Viaplay	4,800,000	2022 Q2	<a href="#">Source</a>	20.00	DDK 89 / month
Ger/Neth	RTL	4,310,000	2022 Q2	<a href="#">Source</a>	26.76	EUR 4.99 / month
Turkey	BluTV	4,200,000	2021 Q2	<a href="#">Source</a>	No change	LIRA 22.90 / month
India	Alt Balaji	3,880,000	2022 Q2	<a href="#">Source</a>	33.79	INR 100 / 3 month
USA/UK	Britbox****	3,600,000	2022 Q2	<a href="#">Source</a>	38.46	USD 6.99 / month
Canada	Crave	3,000,000	2022 Q2	<a href="#">Source</a>	3.45	CAD 9.99 / month
Mexico	Claro video	2,974,000	2021 Q1	<a href="#">Source</a>	No change	MXN 69 / month
Australia	Stan	2,500,000	2022 Q1	<a href="#">Source</a>	4.17	AUD 10.00 / month
USA	Sling TV	2,250,000	2022 Q2	<a href="#">Source</a>	-12.11	USD 35 / month
UK	Now	2,210,000	2021 Q4	<a href="#">Source</a>	No change	GBP 9.99 / month
Italy	Timvision	2,000,000	2020 Q4	<a href="#">Source</a>	No change	EUR 19.99 / month
China	Mango	1,800,000	2022 Q1	<a href="#">Source</a>	New entry	USD 1.99 / month
Australia	Kayo	1,200,000	2022 Q2	<a href="#">Source</a>	9.09	AUD 25 / month
Australia	Binge	1,200,000	2022 Q2	<a href="#">Source</a>	35.59	AUD 10 / month
Australia	Foxtel Now	206,000	2022 Q2	<a href="#">Source</a>	-9.25	AUD 25.00 / month

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- \*Denotes changes since last reported – does not serve as a period on period comparison
- \*\*\*\* Britbox figures now includes subscribers to ITV Hub

# Music Streaming Data

Country	Title	Subscribers	Source date	Source	%Change*	Cost
Global	Spotify	182,000,000	2022 Q2	<a href="#">Source</a>	1.11	USD 9.99 / month
China	Tencent Music (Group)	80,200,000	2022 Q2	<a href="#">Source</a>	12.64	RMB 20 / month
Global	Apple Music	72,000,000	2022 Q2	<a href="#">Source</a>	No change	USD 9.99 / month
Global	Amazon Prime Music	64,000,000	2021 Q3	<a href="#">Source</a>	No change	USD 9.99 / month
Global	YouTube Music Premium	50,000,000	2021 Q3	<a href="#">Source</a>	No change	USD 9.99 / month
Global	NetEase Music	36,740,000	2022 Q2	<a href="#">Source</a>	51.19	RMB 18 / month
USA	Sirius Xm	34,000,000	2022 Q1	<a href="#">Source</a>	0.00	USD 17.99 / month
USA	Pandora	6,400,000	2021 Q1	<a href="#">Source</a>	No change	USD 4.99 / month
MENA	Anghami	1,400,000	2022 Q2	<a href="#">Source</a>	0.00	USD 4.99 / month
N. America	LiveXLive	1,162,000	2021 Q1	<a href="#">Source</a>	No change	USD 9.99 / month
India	Gaana	1,000,000	2020 Q1	<a href="#">Source</a>	No change	INR 99 / month

- Subscriber data compiled in September 2021 – Spotify and Tencent Music information updated in November 2021
- Prices shown are obtained using VPN and excludes promotional offers. Prices shown in your location may vary owing to geo targeting, promotional offers and local currently offers



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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](mailto: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.