

# Will newspapers go the way of the post office?

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130<sup>th</sup> Birth Anniversary of D. R. Wijewardena, 26  
February 2016

# Ave. monthly expenditure/household on comm. & recreation

		2009/10		2012/13	
		LKR	As % of comm. & recreation	LKR	As % of comm. & recreation
Communication	Telecom & Internet	749.84	65%	885.93	63%
	Post	4.41	0%	3.12	0%
	Other communication charges	0.74	0%	2.52	0%
Recreation	Excursions & pilgrimages	225.64	20%	222.39	16%
	Lotteries & betting	50.05	4%	48.6	3%
	Books, newspapers & magazines	42.63	4%	62.22	4%
	Toys	25.32	2%	27.32	2%
	Sports, art, music, dancing	13.83	1%	8.28	1%
	Radio, TV, video deck maintenance	12.91	1%	14.06	1%
	Pets & aquariums	10.57	1%	13.5	1%
	Cinema, plays, video	7.37	1%	11.81	1%
	Other recreational activities	14.15	1%	106.84	8%
	Total communication & recreation	1157.46	100%	1406.59	100%

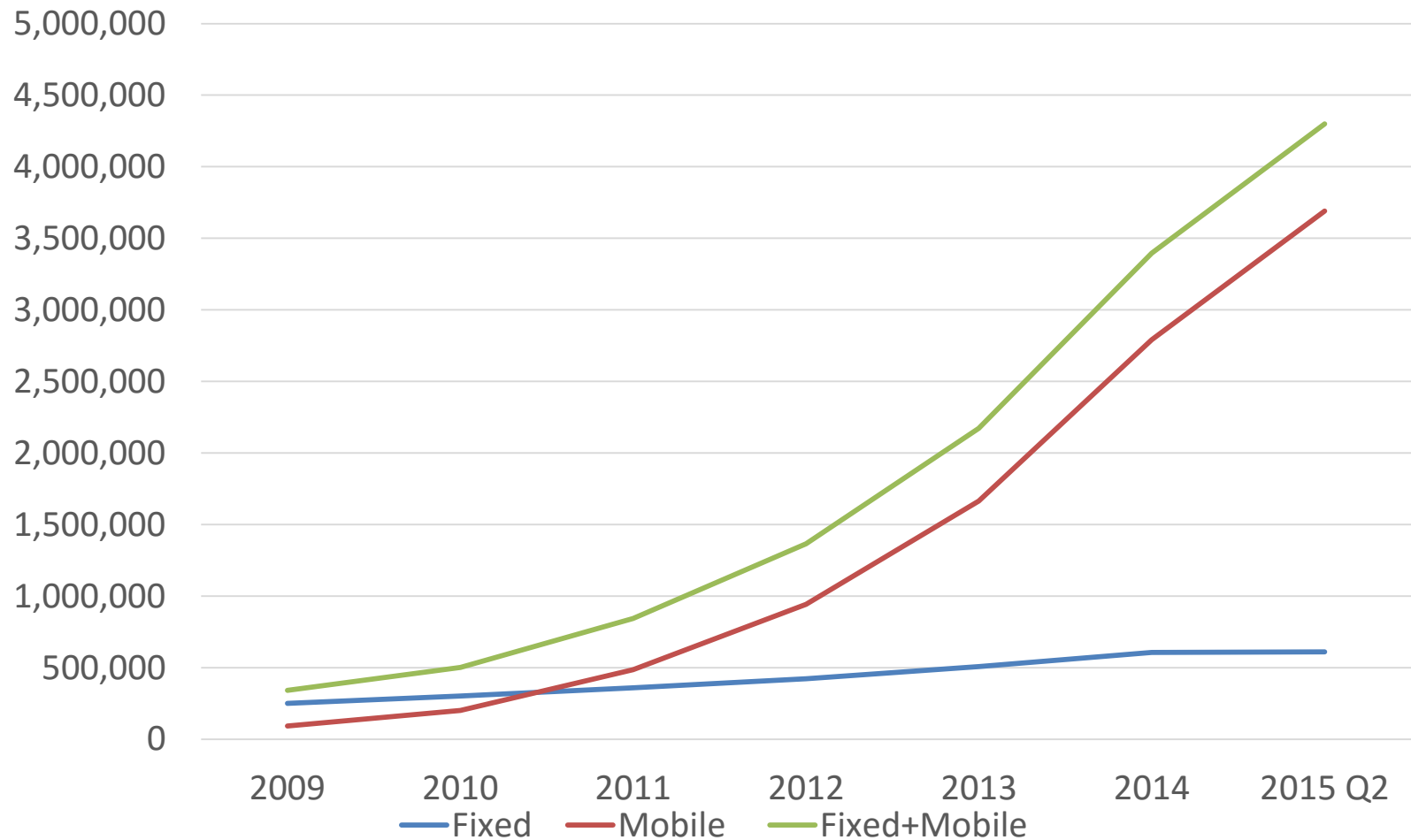
Source: HIES 2009/2010 & 2012/2013

## Sel. expenditures as % of mean monthly h'hold expenditure

2009/10	2012/13
31,331	41,144

	2009/10		2012/13	
	Amount (LKR)	As % of total household expenditure	Amount (LKR)	As % of total household expenditure
Telecom & Internet	749.84	2.4%	885.93	2.15%
Excursions & pilgrimages	225.64	0.7%	222.39	0.54%
Lotteries & betting	50.05	0.16%	48.6	0.12%
Books, newspapers & magazines	42.63	0.14%	62.22	0.15%

# Broadband penetration, 2009-2015Q2

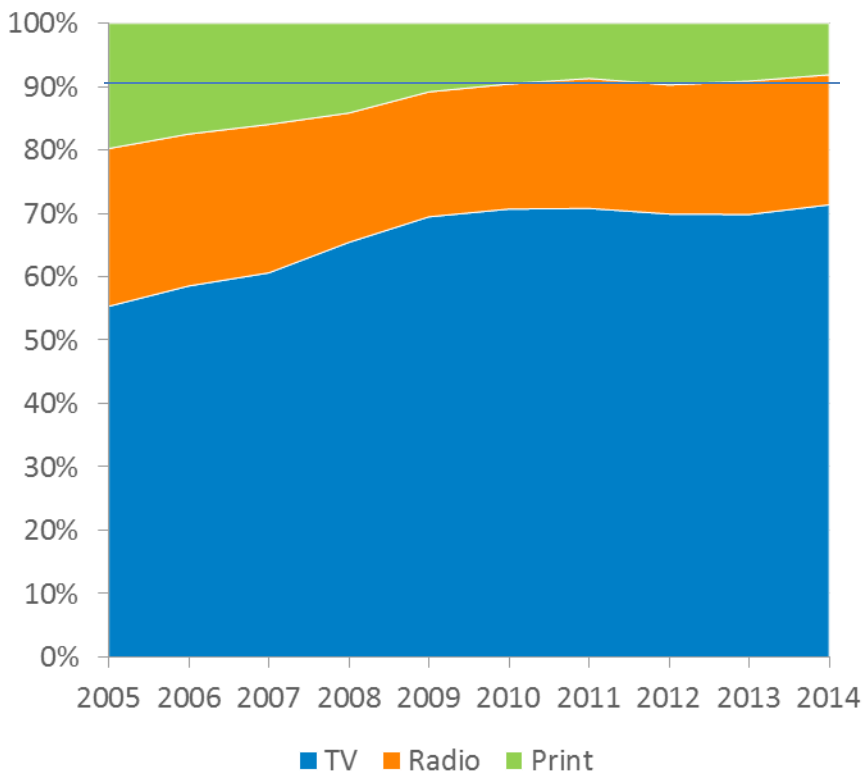


But newspapers are not sold; the attention they assemble is sold to advertisers

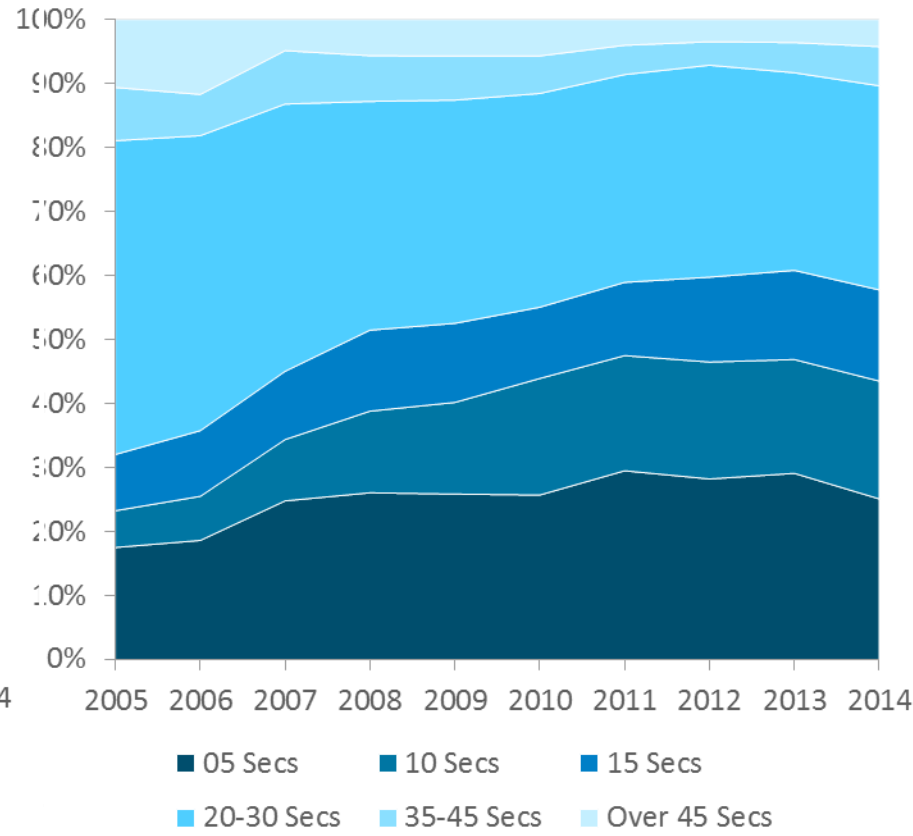
- Hard to get reliable data
- Following slide is from a 2015 presentation by Nielsen Lanka
  - Newspaper share of ad market in Sri Lanka has declined from 20% in 2005 to less than 10% in 2014

# TV AD SHARE CONTINUES TO INCREASE, AND SHORTER ADS (5-15SECS) ACCOUNT FOR 50% OF AD SPEND ON TV

**Value contribution by medium to total ad spend**



**Value contribution to TV ad duration**



Source: Nielsen Ad Ex data

Note: Above data includes value adds such as crawlers and spots