Chapter VI

Analysis of Circulation, Readership and Revenue Statistics

6.1. Introduction

Influence of news and knowledge on the modern society is acknowledged in all spheres of life. A report produced by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 1991 confirmed this. It showed that not less than 8,000 daily newspapers were produced throughout the world. More importantly, this was the lowest rather than the highest figure due to the fact that there were some parts of the world from which it was not possible to collect facts and figures. Moreover, there were 40 countries and territories in which no daily journal was known to be published at all. Also, of the about 29,00,00,000 copies printed daily, slightly more than a third of them, which is about 99,000,000 copies, were printed in English. Thus, almost one in every three newspaper was in English language with 2,350 different publications across 70 countries. Although the report is twenty years old, its importance is twofold. First, this was one of the very few reports on newspapers released after extensive field research. Second, the work was done at the time when newspapers were at their zenith. Thereafter, they were gradually subdued by electronic and telecommunication media and the Internet.

Against this backdrop, this chapter is devoted to the analysis of circulation, readership and revenue statistics in worldwide and Indian contexts with emphasis on the latter. A wide range of quantitative parameters related to the industry is put to analysis to have a comprehensive and clear picture of the industry. In the first part, an analysis of the world's oldest newspapers still in circulation, and the world's largest newspapers are presented. Moreover the eight countries in the world that have the highest newspaper readers per 1,000 of the population are listed and analysed. In the second part, the Indian print statistics is analysed under many categories such as revenue growth of major newspaper groups, readership trends in rural and urban areas, locations of originations of various language newspapers, and comparison of current circulation data with that of previous years. Before concluding, the concerns and doubts over maintaining the growth momentum is analysed.

6.2. Tools of Analysis

This chapter analyses various quantitative indicators pertaining to the newspaper industry. These indicators are logically and qualitatively analysed to arrive at conclusions that shall help to ascertain the condition and direction of the industry. However, the analysis is strengthened by statistical tools upon necessity as the inferences and assertions that lead to the conclusions are validated or negated by these tools.

The main statistical tool employed in this chapter is 'Rank Correlation based Hypothesis Testing'. First, a hypothesis test is used to conclude on

certain property of a data set based on the analysis of a sample taken from it. It begins with an assumption about any parameter like mean, standard deviation or proportion of the data set. This assumption is called a hypothesis. To test the validity of the assumption, samples are gathered and calculations are made to set lower and/or upper limits under the desired significance level. Normally, hypothesis tests are performed at 95% significance level to leave 5% error margin. The higher the significance level, the more accurate the test becomes. The sample value corresponding to the parameter is tested against the limits. If the value is within the limits, the test is not significant and the hypothesis is accepted. If the sample value lies outside the limits, the test is significant and the hypothesis is rejected.

Rank correlation and hypothesis testing based on that are non-parametric tests, which do not consider the population be normally distributed. It is rather concerned about individual ranks than the value of a given population parameter. This method effects a correlation analysis when the data are not available to use in numerical form but when information is sufficient to rank the data. This test does not require to make any assumption about the population parameter's distribution. First, the rank correlation is worked out by the following formula.

$$\text{Rank Correlation } r_s = 1 - [(6\Sigma d^2)/(n(n^2-1))]$$

Where n = number of paired observations

d = difference between the ranks for each pair of observation.

Then, null hypothesis is framed such that there is no correlation in the ranked data. In this research, as the value of n is less than 30, a statistical table named 'Spearman's Rank Correlation Values for Combined Areas' is used. The 'Limit of Acceptance', that is the value beyond which the null hypothesis is rejected, is calculated from this table. It is checked for conformity within limits with the value of Rank Correlation. Acceptance or rejection of null hypothesis is effected and inferences are drawn accordingly. If the value of n happens to be grater than 30, it is treated like a normal distribution curve and the limits are set after calculating the standard error by appropriate formulae.

6.3. Dynamism of the Environment

While the developed economies and the world in general witnessed stagnant or negative growth, the Indian newspaper industry witnessed impressive annual growth up to the year 2007. It is the latest period until which authoritative figures are available with the Press Council of India and the Registrar of Newspapers for India. According to these two regulatory bodies, there are inconsistencies with regard to readership and circulation figures in year-to-year and within-a-year basis. Therefore the broad trend is projected by time series or extrapolation methods (State of Newspaper Scene 2007, Pp.1-4, 30.).

Notwithstanding, the growth in the industry has been much beyond global trend. Even more it is higher than the overall growth of Indian economy. Yet a marginal decline was witnessed in readership across all segments of

newspapers. This trend of continued buoyancy in the newspaper scene is likely to continue for some time, according to media researchers (Price Water House Coopers, 2008). Moreover a comprehensive study of circulation, readership, revenue and production will be so vast that it is a research of its own. Hence only overall growth figures and macro trends are presented.

Furthermore it is to be emphasised that the circulation data, revenue growth and number of publications remained more stable until the dawn of the third millennium. However after India signed the World Trade Organisation (WTO) agreement in 1991, it had to comply with the World Bank and the International Monetary Fund (IMF) regulations that lead to liberalisation and globalisation efforts. Gradual decontrol of the press and media laws and regulations was part of it. Thus more notably the drive of mergers and acquisitions effected after 2006 changed the facts and figures related to the newspaper industry in a dramatic manner. Therefore it is clear that the dynamism of the environment causes ephemerality in data. In this regard, an attempt is made in the last subsection to show a comparison of pre-2005 and post-2011 figures without causing much confusion. Furthermore, it is a fact that the number of newspapers too gradually diminished through combination of publications. The old names made great by great editors and policies slowly dimmed.

6.4. Issues of Accuracy and Reliability in Surveys and Statistics

Quite some of the statistics are taken from the Indian Readership Survey

(IRS), which is termed as the Bible of media research (Arunabh Saikia, 2014). However it is to be acknowledged that the IRS was heavily criticised by mainstream print and electronic media to have been replete with a lot of contradictions and absurdities regarding the readership and circulation figures (Anant Rangaswami et al., 2014). It is claimed that not only are they in sharp contrast with data pertaining to the previous years, but also are not representative of the otherwise obvious and simple truths. For example, at one place the Survey claims that the readership of The Hindu's Business Line is three times more in Manipur than in Chennai (Mukund Padmanabhan, January 2014). This defies logic, as underscored by the Hindu's publishers, because Chennai is the strongest readership base of The Hindu group of publications. Hence the figures of the Survey are taken after leaving margin for errors and deviations. Further, there is no other reliable survey to pinpoint at the facts and figures. That is, first, dealer inputs are not accurate as in practice dealers care not keeping accounts in a precise manner. Second, wastage, loss and unaccounted copies contribute to the complexity. Third, sharing of one paper and purchasing of multiple copies for archiving and referential purposes complicate the calculations. Fourth, many readers, especially the young and educated, prefer reading on-line versions on the Internet owing to its advantages such as reading flexibility and convenience, electronic and printed backup, and feedback and commenting. Therefore the publisher and the market researcher alike shall not be relied upon in total. However as there is no other so

close a reliable source to hinge upon, this Survey is taken as the standard.

6.5. Oldest Newspapers still in Circulation

Table 6.1 lists the world's oldest surviving newspapers in chronological order. Starting from the 17th century, they are still under publication.

Table 6.1

Oldest Newspapers still in Circulation

S. No.	Newspaper	Country	Published since
1.	Post-och Inrikes Tidningar	Sweden	1645
2.	Haarlems Dagblad	Netherlands	1656
3.	La Gazzetta di Mantova	Italy	1664
4.	The London Gazette	UK	1665
5.	Wiener Zeitung	Austria	1703
6.	Hildesheimer Allgemeine Zeitung	Germany	1705
7.	Worcester Journal	UK	1709
8.	The Newcastle Journal	UK	1711
9.	The Stamford Mercury	UK	1712
10.	The Northampton Mercury	UK	1720
11.	Hanauer Anzeiger	Germany	1725
12.	Lloyd's List	UK	1734
13.	The Belfast News Letter	N. Ireland	1737
14.	Feuille d'Avis de Neuchâtel	Switzerland	1738
15.	Darmstaedter Tageblatt	Germany	1740
16.	Press & Journal	UK	1747
17.	Berlingske Tidende	Denmark	1749
18.	Giessener Anzeiger	Germany	1750
19.	Leeuwarder Courant	Netherlands	1752
20.	The Yorkshire Post	UK	1754

Table 6.1 Cont.

Oldest Newspapers still in Circulation

S. No.	Newspaper	Country	Published since
21.	La Gazzetta di Parma	Italy	1755
22.	Provinciale Zeeuwse Courant	Netherlands	1758
23.	Norrköpings Tidningar	Sweden	1758
24.	Saarbrücker Zeitung	Germany	1761
25.	Schaumburger Zeitung	Germany	1761
26.	24 heures/Feuille d'Avis de Lausanne	Switzerland	1762
27.	Hersfelder Zeitung	Germany	1763
28.	The Hartford Courant	USA	1764
29.	Lippische Landeszeitung	Germany	1766
30.	Aalborg Stiftstidende	Denmark	1767
31.	Adresseavisen	Norway	1767
32.	Feuille d'Yverdon	Switzerland	1773
33.	The Gazette	Canada	1778
34.	Neue Zürcher Zeitung	Switzerland	1780
35.	Golarsche Zeitung	Germany	1783
36.	Northampton Daily Hampshire Gazette	USA	1786
37.	The Times of London	UK	1788
38.	The Berkshire Eagle	USA	1789
39.	Zwolse Courant	Netherlands	1790
40.	The Observer	UK	1791
41.	Tauber-Zeitung	Germany	1791
42.	Jeversche Wochenblatt	Germany	1791
43.	Norwich Bulletin	USA	1791
44.	Greenfield Recorder	USA	1792
45.	Rutland Herald	USA	1794
46.	Thurgauer Zeitung	Switzerland	1798
47.	Gazette de Lausanne	Switzerland	1798

Table 6.1 Cont.

Oldest Newspapers still in Circulation

S. No.	Newspaper	Country	Published since
48.	Keene Sentinel	USA	1799
49.	Nijmeegs Dagblad	Netherlands	1800
50.	Bote vom Unter-Main	Germany	1803
51.	Charleston Post and Courier	USA	1803
52.	The Bedford Gazette	USA	1805
53.	Schleswig-Holst. Landeszeitung	Germany	1807
54.	Concord Monitor	USA	1808
55.	Solinger Tageblatt	Germany	1809
56.	Carmarthen Journal	Wales	1810
57.	New Haven Register	USA	1812
58.	Mobile Register	USA	1813
59.	Göteborgs Posten	Sweden	1813
60.	Arnhemse Courant	Netherlands	1814
61.	Le Journal de la Corse	France	1815
62.	Cellesche Zeitung	Germany	1817
63.	Ludwigsburger Kreiszeitung	Germany	1818
64.	Westfälischer Anzeiger	Germany	1822
65.	The Bombay Samachar	India	1822
66.	Abo Underrättelser	Finland	1824
67.	Cannstatter Zeitung	Germany	1824
68.	Union-News & Sunday Republican	USA	1824
69.	Kennebec Journal	USA	1825
70.	El Peruano	Peru	1825
71.	Le Figaro	France	1826
72.	El Mercurio de Valparaíso	Chile	1827
73.	Stamford Advocate	USA	1829
74.	Providence Journal	USA	1829

Table 6.1 Cont.

Oldest Newspapers still in Circulation

S. No.	Newspaper	Country	Published since
75.	Aftonbladet	Sweden	1830
76.	Sydney Morning Herald	Australia	1831
77.	The Gleaner	Jamaica	1834
78.	Açoriano Oriental	Portugal	1835
79.	Kalamazoo Gazette	USA	1837
80.	The Tuam Herald	Ireland	1837
81.	The Times-Picayune	USA	1839
82.	The Geelong Advertiser	Australia	1840
83.	The Tasmania Examiner	Australia	1842
84.	The Plain Dealer	USA	1845
85.	Straits Times	Singapore	1845
86.	The Herald	South Africa	1845
87.	The Witness	South Africa	1846
88.	The New York Times	USA	1851
89.	The Age	Australia	1854
90.	The Daily Telegraph	UK	1855
91.	The Sacremento Bee	USA	1857
92.	Atuagagdliutit	Greenland	1861
93.	The Northern Scot	Scotland	1870
94.	The Daily Californian	USA	1871
95.	The Salt Lake Tribune	USA	1871
96.	The Mainichi Shimbun	Japan	1872
97.	The Bay City Times	USA	1873
98.	Diario de Noticias - Madeira	Portugal	1876
99.	Cape Times	South Africa	1876
100.	Dagens Nyheter	Sweden	1878
101.	The Hindu	India	1878

Table 6.1 Cont.

Oldest Newspapers still in Circulation

S. No.	Newspaper	Country	Published since
102.	Asahi Shimbun	Japan	1879
103.	The Ohio State Lantern	USA	1881
104.	The International Herald Tribune	USA	1887
105.	The Financial Times	UK	1888
106.	The Alpine Avalanche	USA	1891

(Compiled from Diverse Sources)

The table shows that Europe started, sustained and dominated the press and related technological developments. Further, it is awe-inspiring to see that some newspapers are published for centuries. Moreover if developments in Europe regarding the press are fit and seen against the social and economic life of the people of that times, it shows that Christian literature and Church teachings commanded supremacy. Nevertheless, art, literature, government news and sensational items too found a place. The table further shows that the culture, business and technology surrounding the press were transferred to and implanted in the Americas by the Europeans where it grew substantially in a domineering manner. It is further observed from the table that the English and European colonies, often referred to as the Commonwealth, also had this medium and its technology. This balance of power regarding the press was maintained until recently by the Europeans and Americans. Thereafter, the Internet and related technology driven by the multi polar world socioeconomic set-up, economic and military assertiveness of China and Russia, the

(re)emergence and market base necessities created by the Indian and South American economies, and the social and moral decay of the Anglo Saxon world titled this balance of power in favour of a more distributed and non-polarised structure. Finally, out of the 106 newspapers listed in the table, only two are published from India, which is about 1.89 percent. They are shaded in grey in the table. It signalises that India's place in the world newspaper arena could have been better.

6.6. World's Largest Newspapers

Table 6.2 presents the list of one hundred newspapers that maintain the highest circulation numbers in the world. They are listed in the descending order of daily circulation numbers. Yet, one word of caution with respect to the accuracy of numbers is that newspapers in some countries do not submit their circulation related data to independent Audit Bureaus. In such cases, the Bureaus worldwide can not keep track of the circulation figures. Therefore, fellow publishers, apex bodies or associations give a near exact figure which however cannot be verified independently. Leaving that, the figures are accurate and representative of the newspaper industry. Moreover, it should help to know the general condition as regards newspaper circulation. Out of the 100 newspapers listed in the table, 17 are from India. They are shaded in grey in the table.

Table 6.2

World's Largest Newspapers

Rank	Newspaper	Country	Circulation ('000)
1	Yomiuri Shimbun	Japan	14,067
2	The Asahi Shimbun	Japan	12,121
3	Mainichi Shimbun	Japan	5,587
4	Nihon Keizai Shimbun	Japan	4,635
5	Chunichi Shimbun	Japan	4,512
6	Bild	Germany	3,867
7	Sankei Shimbun	Japan	2,757
8	Canako Xiaoxi (Beijing)	China	2,627
9	People's Daily	China	2,509
10	Tokyo Sports	Japan	2,425
11	The Sun	UK	2,419
12	The Chosun Ilbo	South Korea	2,378
13	USA Today	USA	2,310
14	The Wall Street Journal	USA	2,107
15	Daily Mail	UK	2,093
16	The Joongang Ilbo	South Korea	2,084
17	The Dong-A Ilbo	South Korea	2,052
18	Nikkan Sports	Japan	1,965
19	Hokkaido Shimbun	Japan	1,922
20	Dainik Jagran	India	1,911
21	Yangtse Evening Post	China	1,715
22	Sports Nippon	Japan	1,711
23	The Nikkan Gendai	Japan	1,686
24	Times of India	India	1,680
25	Guangzhou Daily	China	1,650
26	The Mirror	UK	1,597

Table 6.2 Cont.

World's Largest Newspapers

Rank	Newspaper	Country	Circulation ('000)
27	Yukan Fuji	Japan	1,559
28	Shizuoka Shimbun	Japan	1,479
29	Nanfang City News (Guangzhou)	China	1,410
30	Dainik Bhaskar	India	1,405
31	Sankei Sports	Japan	1,368
32	Hochi Shimbun	Japan	1,354
33	Yangcheng Evening News (Guangzhou)	China	1,320
34	Malayala Manorama	India	1,309
35	Liberty Times	Taiwan	1,300
36	Thai Rath	Thailand	1,200
37	New York Times	USA	1,121
38	Hindustan Times	India	1,108
39	Chutian Metro Daily (Wuhan)	China	1,084
40	Gujarat Samachar	India	1,051
41	Ananda Bazar Patrika	India	1,046
42	Xinmin Evening News (Shanghai)	China	1,045
43	Eenadu	India	1,039
44	Nishi-Nippon Shimbun	Japan	1,025
45	Kronen Zeitung	Austria	1,009
46	WAZ Mediengruppe	Germany	1,001
47	United Daily News	Taiwan	1,000
48	China Times	Taiwan	1,000
49	Daily Sports	Japan	999
50	The Hindu	India	989
51	Hindustan	India	957
52	Beijing Evening News	China	950

Table 6.2 Cont.

World's Largest Newspapers

Rank	Newspaper	Country	Circulation ('000)
53	Mathrubhumi	India	904
54	Los Angeles Times	USA	902
55	Information Times	China	900
56	Daily News	Thailand	900
57	Al-Ahram	Egypt	900
58	Peninsula City News	China	860
59	Kom Chad Luek	Thailand	850
60	Kyoto Shimbun	Japan	825
61	Kobe Shimbun	Japan	821
62	Punjab Kesari	India	817
63	Komsomolskaya Pravda	Russia	817
64	Rajasthan Patrika	India	804
65	Dahe Newspaper	China	796
66	Chugoku Shimbun	Japan	789
67	Ouest France	France	783
68	Daily Sakai	India	783
69	Jang	Pakistan	775
70	AJ	India	759
71	De Telegraaf	Holland	753
72	Qianjiang Evening News	China	750
73	Qilu Evening News	China	750
74	Nanfang Daily	China	750
75	Daily Thanthi	India	750
76	Moskovskiy Komsomolets	Russia	750
77	Sandesh	India	743
78	Daily Express	UK	720
79	New York Daily News	USA	715

Table 6.2 Cont.

World's Largest Newspapers

Rank	Newspaper	Country	Circulation ('000)
80	The Washington Post	USA	708
81	Daily Star	UK	705
82	Today Evening News	China	699
83	New York Post	USA	686
84	Corriere della Sera	Italy	677
85	Wuhan Evening News	China	660
86	Modern Express	China	651
87	Yanzhao Metro Daily	China	650
88	Metro Express	China	650
89	Zeitungsgruppe Koln	Germany	628
90	Kahoku Shimpo	Japan	622
91	La Repubblica	Italy	622
92	Trud	Russia	613
93	Beijing Youth Daily	China	606
94	Chicago Tribune	USA	601
95	New Express	China	600
96	Daily Sunshine	China	600
97	Matichon	Thailand	600
98	Khao Sod	Thailand	600
99	Apple Daily	Taiwan	600
100	Min Sheng Pao	Taiwan	600

(Source: World Press Trends, the World Association of Newspapers, 2005)

The table shows that the Japanese are the most avid readers of newspapers. They are followed by the Chinese and the Indians. Yet the cradles of newspaper evolution and growth such as the UK, Germany, France, Italy and

the USA are far behind even when taken collectively. The relatively very low population in Europe and America cannot be given as justification for this poor performance in newspaper circulation. This is because the numbers do not reflect population in a proportionate manner, but are only a minimal fraction of the overall population of a country. The figures further show that Indian newspapers together constitute about 11.91 percent of the total world newspaper circulation.

To have a clearer picture in this regard, the table is disintegrated into two separate entities. They are listed country wise on two parameters, one based on the combined circulation figure irrespective of newspaper brand and the other based on the number of most circulative newspapers. Tables 6.3 and 6.4 have the details.

Table 6.3

Country wise Breakup based on Combined Circulation Figure

S. No.	Country	Combined Circulation ('000)	Percentage
1.	Japan	64,229	42.38
2.	China	24,232	15.99
3.	India	18,055	11.91
4.	United States of America	9,150	6.04
5.	United Kingdom	7,534	4.97
6.	South Korea	6,514	4.30
7.	Germany	5,496	3.63
8.	Taiwan	4,500	2.97
9.	Thailand	4,150	2.74
10.	Russia	2,180	1.44
11.	Italy	1,299	0.86
12.	Austria	1,009	0.67
13.	Egypt	900	0.59
14.	France	783	0.52
15.	Pakistan	775	0.51
16.	Holland	753	0.50
	Total	**1,51,559**	**100**

The table shows that Japan brings out close to half of worldwide newspaper circulation by way of its major newspapers. In addition, the three Asian countries of Japan, China and India have a combined circulation percentage of 70.28. It is up to the society and the government to ascertain whether the Asian population is mind controlled this much by the English press or their agents in these countries, or they are just exploited as a subscriber base for the revenue of western countries and their coteries. The table further shows

that Australia, an influential country in world affairs, and all South American and African countries are absent in the scenario.

Now the country wise breakup of the number of most circulative newspapers is provided in Table 6.4.

Table 6.4

Country wise Breakup of the Number of Most Circulative Newspapers

S. No.	Country	No. of Newspapers
1.	China	23
2.	Japan	21
3.	India	17
4.	United States of America	8
5.	Thailand	5
6.	Taiwan	5
7.	United Kingdom	5
8.	South Korea	3
9.	Germany	3
10.	Russia	3
11.	Italy	2
12.	Austria	1
13.	Holland	1
14.	France	1
15.	Egypt	1
16.	Pakistan	1
	Total	**100**

This table also shows the predominance of Asian newspapers. Here China is ahead of Japan, and both of them along with India have 61 percent of the number of most circulative newspapers. India retains the third place in this

table too by having 17 out of the 100 most circulative newspapers. Here a rank correlation test is applied between the two tables to know whether the number of newspaper publications in the countries positively and strongly correlates with the overall circulation figures. For this, individual ranks of the countries is taken and compared. Table 6.5 has the ranks of countries in the two parameters.

Table 6.5

Combined Circulation and No. of Major Newspapers - Rank Comparisons

Country	**Rank in**	
	Combined Circulation	**No. of Major Newspapers**
Japan	1	2
China	2	1
India	3	3
The USA	4	4
United Kingdom	5	7
South Korea	6	8
Germany	7	9
Taiwan	8	6
Thailand	9	5
Russia	10	10
Italy	11	11
Austria	12	12
Egypt	13	15
France	14	14
Pakistan	15	16
Holland	16	13

Pursuantly, the rank correlation coefficient is arrived at in Table 6.6 and the related hypothesis test is performed in Table 6.7.

Table 6.6
Calculation of Rank Coefficient

Rank 1	Rank 2	Difference	Squared
1	2	-1	1
2	1	1	1
3	3	0	0
4	4	0	0
5	7	-2	4
6	8	-2	4
7	9	-2	4
8	6	2	4
9	5	4	16
10	10	0	0
11	11	0	0
12	12	0	0
13	15	-2	4
14	14	0	0
15	16	-1	1
16	13	3	9
		Sum of Squares	**48**
		Rank Coefficient for N=16	**0.93**

The correlation coefficient of 0.93 hints at a very strong positive association between the first and second rankings. At 0.01 level of significance, that is to have 99 percent accuracy, the hypothesis test is done in Table 6.7

Table 6.7

Ranking based Hypothesis Test

Hypothesis	Significance Level	Rank Coefficient	T Value (Acceptance Limit)	Result
Null (H_0): There is no rank correlation, first and second rankings of countries are not the same. **Alternative (H_1):** There is rank correlation. Countries' first and second rankings have purpose and correlation.	$\alpha = 0.01$ (99%)	0.93	0.6324 for N = 16	Reject **H_0**. The test is highly significant. Countries' ranking on the two parameters did not occur in a random manner.

The test shows that the first and second rankings of the sixteen countries are similar barring minor aberrations. Thus, ranking in one parameter of a country can be quite strongly associated with the ranking in the other parameter of that country. It thus shows that a country's rank in one parameter affects its rank in the other in a reciprocal manner. This reveals that the macro social and business environment of these countries has matured with regard to the publication and subscription of newspapers and there is little or no room for improvement or decline in these rankings like short term economic indicators.

6.7. Newspaper Readers per 1000 - Country-wise Details

With numerous small and medium sized newspaper publishers, the USA has the largest daily circulation of newspapers with about 5,80,00,000 copies. It is almost 20 percent of the total circulation in the world. However, the USA

ranks sixth when it is number of readers per 1,000 persons. In this regard, the world average is 100 readers for every 1,000 persons. Table 5.8 presents the list of countries that have the highest number of newspaper readers per 1,000 of the country's population.

Table 6.8

Newspaper Readers per 1,000 - Country wise Data

S. No.	Country	No. of Readers	% Difference
1.	Germany	723	-
2.	Holland	718	0.70
3.	France	715	0.42
4.	UK	713	0.28
5.	Canada	682	4.55
6.	USA	632	7.91
7.	Japan	573	10.30
8.	India	103	456.31

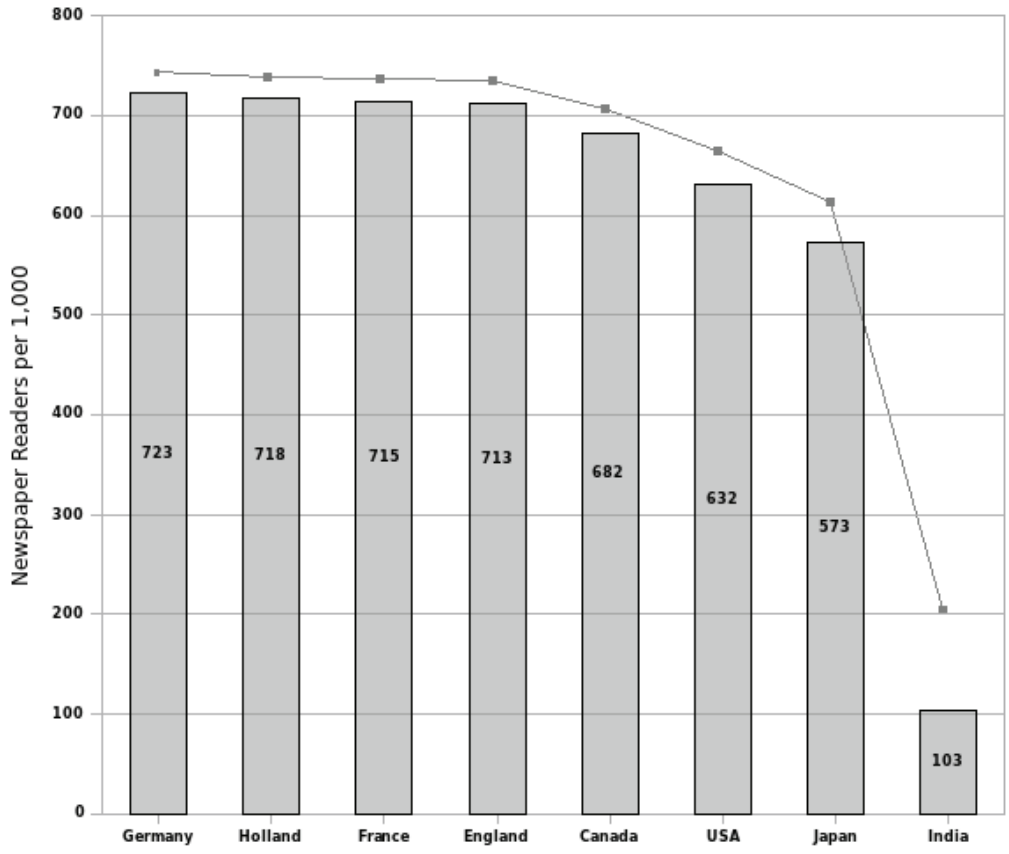
(Source: Report of the Indian Newspaper Society, 2010)

The table reveals three distinctive sets of countries. The first set comprises the four Western European countries of Germany, Holland, France and the UK, which have almost equal number of newspaper readers per one thousand people. Percentage difference among them is always less than one percent. These four countries therefore are possibly having a homogeneous publisher and reader base. The other industrialised nations of Canada, the USA and Japan come after them and form the second set of nations. They distinguish themselves from the top four countries by having huge percentage difference when transitioning from the first to the second set, and with high intra set

percentage differences. Third, India ranking eighth among the list proves as an exception in the number of newspaper readers per 1,000 of the population. This is because no other immediate or distant follower or successor country shows this much variation in percentage as India does. Here the country's comparatively very low overall literacy rate alone is not the reason behind this inordinately poor readership ratio. On the contrary, a universal language that binds the country as a single ethnic or racial entity is absent in India. Therefore unlike other countries India is unable to maintain a stable reader base for every thousand of the population. The figure shows the difference using a trend line.

Fig. 6.1

Newspaper Readers per 1,000 - Country-wise Data



6.8. Indian Print Statistics

As far as the Indian newspaper industry is concerned, it consists of 41 centenarians. Newspapers are published in as many as 101 languages and dialects. Bombay Samachar being published from Mumbai is the oldest existing newspaper not only in India but also in Asia. It is a Gujarati daily established in 1822, almost two centuries ago. However, the first non-English newspaper was Samachar Darpan. It was a Bengali language newspaper published from Calcutta in the year 1818.

The print media recorded a growth of 16 percent in 2007 to reach an estimated Rs.18,000 crore revenue. Within print media, newspaper publishing constituted more than 80 percent with a revenue of Rs.14,900 crore and a segment growth of 17 percent. In India 14 newspaper publishing groups account for two-third of circulation and three-fourth of revenue. Their growth in 2007 ranged between 8 and 22 percent with a distinctive pattern that the bigger the publishing group, the higher its rate of growth. Table 6.9 has this details. This growth rate however has declined after 2008 owing to challenging socioeconomic trends.

Table 6.9

Revenue Growth of Major Newspaper Groups, 2007

S. No.	Publication Group	Growth Rate Percent
1.	Bennett Coleman & Co	22
2.	ABP Group	20
3.	Kasturi & Sons	20
4.	The Hindustan Times	20
5.	Dainik Bhaskar Group	18
6.	Jagran Prakashan	18
7.	Ushodaya Enterprises	15
8.	Living Media India	13
9.	Malayala Manorama	12
10.	The Thanthi Trust	12
11.	Deccan Chronicle	10
12.	Rajasthan Patrika	8
13.	Sakal Papers	8
14.	Lok Prakashan	8

(Source: Pitch-Madison, 2008 - Quoted in State of Newspaper Scene 2007, Submitted to the Press Council of India, 2008)

The table reveals that the publishers of the Times of India group of newspapers witnessed the highest growth rate of 22 percent. On the contrary, the publishers of Rajasthan Patrika, Sakal Papers and Lok Prakashan witnessed the slowest growth rate of 8 percent each. Moreover, at an average, these major Indian newspaper groups grew at a rate of 14.57 percent with a standard deviation of 5.06. However the range itself is as much as the average, that is 14 percent, which shows that the growth story is largely uneven.

Another study that analysed financial statements of 37 publicly traded

companies in the Indian Media and Entertainment sector showed that the gross profits grew 31 percent in compound terms between 2003 and 2007. Thus the sector was twice as profitable as its global counterparts. Moreover between that period print media enjoyed the highest ever compounded growth and operating profit margin (Ernest and Young, 2008). Yet another survey regarding readership trends among the adult population found stagnation in readership of publications of all kind including newspapers. Table 6.10 has the details.

Table 6.10

Readership Trends (Percent of Adults)

S. No.	Publication	2003-2007			2007-2008		
		All India	Urban	Rural	All India	Urban	Rural
1.	Newspapers	37.4	57.0	28.6	37.1	55.8	28.6
2.	Magazines	13.8	23.9	9.2	12.2	21.1	8.2
3.	Any	38.7	58.7	29.9	38.3	57.5	29.7

(Source: IRS Survey R2/2006-07, Quoted in State of Newspaper Scene 2007)

The table shows that despite the growth and boom in news media lately, their overall reach has not covered even two thirds of adult population of the country. Even more, irrespective of rural urban divide or type of publication, the male and female ratio remains static. More clearly when the percentages are segregated into males and females, females are consistently lower in readership percentage with hardly a quarter of them reading any newspaper. In the case of males it was one third of the population. Anyway a stagnation in the overall expansion is observed with regard to the reach of publications. Even worse, because of the Internet, the young educated age groups are not taking reading

newspapers as serious an obligation as their elders.

Similarly the growth in number of newspapers has not resulted in the proportionate increase in readership or circulation. To be clear, the number of Dailies in 1991 was 3,229, which increased to 6,800 in 2006. It is a 110.59 percent increase within 15 years. In addition the circulation of Dailies in 1991 was 5.9 crore copies, which went up to 8.9 crore copies in 2009, a 50.85 percent increase. Thus while the number of publications has increased, readership has not increased in a corresponding manner but more than halved. Here rural and urban areas grew evenly and did not show much difference percentage wise.

By next the number of locations from which newspapers originate is presented language wise in Table 6.11.

Table 6.11

Locations of Origination of Newspapers

S. No.	Language	Locations of Origination
1.	Hindi	35
2.	English	31
3.	Marathi	16
4.	Telugu	16
5.	Tamil	10
6.	Gujarati	9
7.	Kannada	6
8.	Malayalam	5
9.	Oriya	4
10.	Punjabi	4
11.	Urdu	4
12.	Bengali	3
13.	Assamese	3

(Source: CMS Compilation, State of Newspaper Scene 2007.)

Although data pertaining to the number of locations from which newspapers of a particular language originate shows a highly variable pattern, it is not a case of random scatter either. For, it shows that the nation's mainstream language newspapers coming from the most developed states, quite possibly with high literacy and economic growth rate, have the highest number of locations of originations. Therefore, behind the language is concealed the social and economic position of the corresponding State relative to other States. Thus these numbers are to be seen in conjunction with the socioeconomic indicators of performance of the State including its language development status and industrial growth. In short, the language of a newspaper, its number of locations

of origination, and the relative socioeconomic position of the State representing the language are very highly and positively correlated.

6.9. Comparative Analysis of Circulation Data

The total number of registered publications with the RNI was 82,222 as on March 2011. Their total daily circulation was 32,92,04,841 copies. In that accounting period, that is during 2010-11, the number of new publications registered with the RNI stood at 4,853. It was an increase of 6.25 percent over the previous year. Every year, more number of newspapers and periodicals are registered in Hindi than in any other Indian language. In 2011, 32,793 publications, which is about 39.88 percent of the total, were registered in Hindi. Following that, with 11,478 publications, English remained the second most prominent language for news publishing. Thus, Hindi and English together constituted more than two quarters of the total registered publications. Moreover, the State that had the largest number of newsprint registrations was Uttarpradesh with 13,065 publications, followed by Delhi with 10,606 publications. However, only 14,508 publications, that is about 17.64 percent, submitted their Annual Statements to the RNI. Further in this respect, Hindi language publications submitted in higher percentage their Annual Statements to the RNI than any other. More clearly, 7,910 Hindi publications, which is about 24.12 percent, promptly submitted their Annual Statements. As far as English language publications were concerned, only 1,406 submitted their Annual Statements, which was merely 12.25 percent.

In this regard, Table 6.12 presents the list of thirty very prominent newspapers published in India. The list is sorted in the descending order of daily circulation numbers.

Table 6.12

Leading Newspapers in India

S. No.	Newspaper	Language	Daily Circulation	
			2011 (Lakh Copies)	2005 (Absolute)
1	Dainik Jagran	Hindi	164.29	11,42,013
2	Dainik Bhaskar	Hindi	144.48	11,45,217
3	Hindustan	Hindi	122.05	Unavailable
4	Malayala Manorama	Malayalam	97.10	12,33,974
5	Amar Ujala	Hindi	86.08	6,05,611
6	Times of India	English	76.43	19,21,774
7	Lokmat	Marathi	75.07	Unavailable
8	Daily Thanthi	Tamil	74.31	6,01,800
9	Rajasthan Patrika	Hindi	67.56	5,72,026
10	Mathrubhumi	Malayalam	64.93	8,64,730
11	Eenadu	Telugu	59.25	7,58,580
12	Ananda Bazar Patrika	Bengali	58.59	8,29,777
13	Sakshi	Telugu	53.06	Unavailable
14	Gujarat Samachar	Gujarati	52.05	9,52,000
15	Dinakaran	Tamil	49.99	Unavailable
16	Daily Sakal	Marathi	44.37	Unavailable
17	Hindustan Times	English	37.67	8,78,320
18	Punjab Kesari	Hindi	33.47	8,31,454
19	Prabhat Khabar	Hindi	26.21	Unavailable
20	Navbharat Times	Hindi	25.84	6,29,325
21	The Hindu	English	22.08	8,69,191

Table 6.12 Cont.

Leading Newspapers in India

S. No.	Newspaper	Language	Daily Circulation	
			2011 (Lakh Copies)	2005 (Absolute)
22	Patrika	Hindi	20.72	Unavailable
23	Nai Dunia	Hindi	15.69	Unavailable
24	The Telegraph	English	12.75	Unavailable
25	Deccan Chronicle	English	10.38	Unavailable
26	DNA	English	9.30	Unavailable
27	Mumbai Mirror	English	7.95	Unavailable
28	Economic Times	English	7.89	Unavailable
29	The New Indian Express	English	6.67	Unavailable
30	The Tribune	English	6.40	Unavailable
31	Aj	Hindi	Unavailable	9,10,130
32	Sandesh	Gujarati	Unavailable	5,90,331

(Source: Media Research Users Council, Indian Readership Survey, 2012)

The table leads to many inferences. First, as stated earlier, literacy, education, community participation, religious values and other social and economic factors have direct correlation with the number of publications and circulation thereof in a language. Second, the macro social and business environment has so changed after the liberalisation drive that the circulation figures have increased in an unbelievable manner. This manifold increase, or otherwise, is made possible by a combination of factors such as mergers, acquisitions, corporate takeovers, direct or indirect control by large commercial and political interests and vigorous marketing and product promotion. Some have gone to the extent of marketing newspapers as if they were commodities

and consumables. In this regard, some papers have either ceased publication or published with another title. Thirdly the necessity artificially created for newspapers by government tenders, legal notifications, classified information, political news updates, educational materials, sensational news items and many other news forms is another important factor to reckon. Finally, while many publications provide single-edition newspapers, some provide multi-edition ones. This also affects circulation figures and corresponding ranks of individual papers.

6.10. Concerns and Doubts

Although newspaper circulation is rising or stabilising in three quarters of the world's countries over the past decade, decline in the once largest newspaper industries of North America and Europe due to the rise of the Internet is causing concern. The idea of free newspapers is also catching up in a few countries (61st World Newspaper Congress, June 2008). It is obvious that the younger generation is spending more time on Internet and possibly web version of newspapers. Yet, China, India and Japan together help to keep the circulation growth of newspapers in the world. India is the second largest newspaper industry in Asia next only to China. Here too, increasing production and administrative costs, reduced foreign and domestic investments, inflationary pressures and the macro socioeconomic conditions cast uncertainty over the sustenance of this trend. With convergence of communication technologies giving birth to a host of new media services, information hungry

people are unconcerned about content dimensions. The Indian Newspaper Society (INS) has estimated, along with the projection of Price Water House Coopers, that newspapers will witness a steady cumulative growth for the years to come. However the real condition in this regard is yet to be seen.

While the continued growth of newspapers in the immediate years is an undoubted fact, to what extent the momentum will be kept in the coming years depends on several internal and external factors and initiatives taken. Among the internal factors content package is very important. It means how distinct the newspapers are going to be from one another. The second internal factor relates to how well newspapers integrate and adapt to online media. Thirdly the priorities of newspapers in their reach and targeting gain importance. The fourth and final internal factor includes promotion and marketing strategies that encompass price, delivery, innovation and collaborative effort. External factors relate to socioeconomic conditions that determine the flow of advertisements, corporate restructuring by way of mergers, acquisitions, and collaborations, political stability, governmental policies and other uncertainties, which may be controllable or uncontrollable.

6.11. Conclusion

This chapter analysed circulation, readership and revenue statistics in worldwide and Indian contexts. A wide range of quantitative parameters related to the newspaper industry was put to analysis. It showed that the environment was dynamic in the sense that the growth pattern of the Indian press was

unstable and detached from that of the world press. Moreover there were issues of accuracy and reliability regarding the surveys and statistics.

The analysis further showed that Europe started, sustained and dominated the press and related technological developments. It was awe-inspiring to see that some newspapers therefrom have been published for centuries. Further, statistics about world's largest newspapers showed that the Japanese were the most avid readers of newspapers. They were followed by the Chinese and the Indians. Yet the cradles of newspaper evolution and growth such as the UK, Germany, France, Italy and the USA were far behind even when taken collectively. Furthermore, the four Western European countries of Germany, Holland, France and the UK, had highest number of newspaper readers per one thousand people. India was far behind in this regard.

In addition, the analysis revealed that in India newspapers are published in 101 languages and dialects with 41 centenarian publications. Bennett Coleman & Co, the owner of the Times of India, is the largest newspaper publisher in India. Hindi and English newspapers are printed from highest number of locations. Yet, the phenomenal growth in newspaper circulation got subdued after 2008 owing to a multitude of factors.

Finally, this need not be the complete picture, for quite a percentage of the publications remain obscure to the normal reader. They usually have a very

narrow presentation scope such as dealing with religious doctrines, community mobilisation and some other propaganda. Thus, despite its being registered with the RNI, they may not be available for circulation in the mainstream community.

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