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WORLD NEWSPAPER FUTURE & CHANGE STUDY 2010

The World Association of Newspapers and News Publishers (WAN-IFRA), University of Central Lancashire, UK, and Norwegian School of Management are preparing their second annual World Newspaper Future & Change Study, and are

calling upon newspaper company executives to take a survey about their company's business strategy and ability to change with the demands of the market.

Please find below further information, including the link to the survey, for your attention. Please do not hesitate to contact our office for any inquiries.

The World Association of Newspapers and News Publishers (WAN-IFRA), University of Central Lancashire, UK, and Norwegian School of Management are preparing their second annual World Newspaper Future & Change Study, and are calling upon newspaper company executives to take a survey about their company's business strategy and ability to change with the demands of the market.

This global study aims to better understand and quantify newspaper company's responses to challenges across the newspaper company value chain. During its inaugural year in 2009, despite extremely challenging financial circumstances for many newspapers around the world during the financial downturn, the majority of the 657 respondents indicated that their companies were in innovation mode, creating new print and digital products and new businesses, such as insourcing printing, training and events.

The 21-question survey should take no more than 15 minutes to complete. As a way of thanking survey respondents for their contribution, WAN-IFRA will send them the final World Newspaper Future & Change Study report following the World Newspaper Congress in Beirut in June 2010. Respondents will fill out their contact info at the end of the survey. Their identities will remain confidential.

The survey is being conducted in multiple languages: English, Portuguese, Spanish, French, German, Chinese and Japanese. The English version is available at:

www.surveymonkey.com/s/wnfcs2010