

Media industry holds on steady as ABC releases results for 2021 Q3

The Audit Bureau of Circulation (ABC) released the 2021 quarter three results, and are pleased to report that sales and distribution in both newspapers and magazines are moving upward compared to the previous reporting quarter.



Source: www.unsplash.com

Total newspaper distribution in South Africa increased by 4% from quarter two to 5,850,426. In addition, it proves optimistic that the current distribution number is higher than 2020 quarter three when South Africa went into alert level two on 18 August 2020.

The same is valid for magazine distribution that increased by 7,36% from quarter two to 4,321,853. Although not on the same level as 2020 quarter three, the current sales levels are higher than 2020 quarter four, and we expect a positive increase for 2021 quarter four. We saw the returning of select ceased titles to the shelves, which is all-around good news to loyal readers, advertisers and marketers.



Newspapers ABC Q3 2021: Industry fails to show upward momentum

Danette Breitenbach 10 Nov 2021



The significant change for this quarter is the consolidation of titles. Although this slightly impacts membership numbers for the ABC, it is a trend that still perseveres distribution numbers. Consolidation of media titles is by no means new, as seen internationally. Among other reasons, it is a way to combine resources and endure in a fluctuating media landscape.

Furthermore, consolidation can also give access to new consumer markets and higher advertising numbers. It remains to be seen if the shifting media landscape added to our consumers' evolving needs bring more consolidation in the future. Member numbers in e-mail newsletters, digital magazines and web traffic are holding steady with no change this quarter.

The ABC changed the reporting requirements for six-monthly and annual submission titles. "We are phasing in a process where these titles will have an input form available every quarter to submit the latest completed circulation data. In implementing the latter, the ABC can give advertisers and media houses the latest and freshest data without waiting a year," says Rickey Gounder, general manager of the ABC.



Magazines ABC Q3 2021: Magazines show a mere whisper

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The ABC remains the stamp of measurement and trust in providing transparent and accurate distribution data to marketers, media houses and advertisers.

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