ABSTRACT

With more than 2.7 billion adults reading a daily newspaper, and the 153 billion of revenues globally, newsprint media industry at present is one of the most influential economic and social businesses. However, global newsprint media industry is confronted with many challenges posed by the socio-economic scenario, wider consumers’ choice, changing preferences, penetration of cable TV news and internet news websites. Nevertheless, the newspaper industry in India has been successful and maintained its advancement with increased circulation and readership. This paper first analyzes the various factors responsible for robust growth in Indian newsprint media market despite the global slowdown. The paper then analyzes the newspaper subscription statistics and points out the future challenges for Indian newsprint media market. Finally, a consumer survey on present newsprint media perception among Indian urban middle class is analyzed to study the future challenges and solution for the Indian newspaper market. One of the most important conclusions of this study points towards ethical journalism and credible editorial policy as the savior for the Indian newsprint media in face of impending challenges.

KEYWORDS: India, Newspaper, Newsprint media, Internet, Circulation, Consumers.
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