

**Q3 Report
2021**

Global Digital Subscription

Snapshot





The pinpoint of light approaches for magazine media

Sitting at the front of the (driverless) DLR trains that leave Bank station in London every few minutes, you experience a curious sensation. You plunge through the heart of the city, submerged in a concrete shroud deep beneath the surface. Gradually, you become aware of a dim glow away in the distance, which resolves into a pinpoint of light, growing in size until suddenly...! You arrive in the open air, the noise of the tunnel recedes, the horizon opens up in front of you and, dazzled by the sun, you see the track receding away into the distance in front of you. You've emerged from the dark of the underground into the light of the day.

While this latest quarterly edition of the FIPP CeleraOne Global Digital Subscription Snapshot doesn't quite show it yet, we are seeing the point of light for magazine media growing larger and larger. Across the world, magazine media businesses are trialling and launching paid content solutions, and we await the first results with anticipation.

An illustration of the success possible for magazine media is shown by the newest entry in the Snapshot, *America's Test Kitchen*, a long-established US magazine media brand now with more than half a million digital subscribers.

Meanwhile, those news brands – and selected other brands – that have already taken the plunge, continue to go from strength to strength. Perennial leaders the *New York Times*, the *Washington Post* and the *Wall Street Journal* all continue to show strong growth. There are good growth numbers scattered throughout the report for other brands too – look at Germany's leading newspaper, *Die Welt*, reporting 6% quarterly growth for its *WeltPlus* offering.

This edition of the Digital Subscriptions Snapshot also features news and analysis on a number of brands featured in the report. I would highlight in particular the innovation shown by Canada's *Globe and Mail*. Their AI-driven paywall solution delivers custom user journeys based on viewing habits, meaning some consumers never see a paywall at all while others encounter it almost immediately.

While there is still a long way to go before we reach the end of the beginning of paywalls and digital subscriptions, for many of the early adopters it is rapidly becoming "business as usual". They now have the opportunity to look at other areas, to identify new growth opportunities, perhaps in e-commerce or education. We wait eagerly to see what they'll choose, and of course, you'll be able to read about it on Fipp.com.

In video streaming, *Disney+* continues its relentless march, having added 15m subscribers this quarter, easily outstripping competitors. We'll wait to see whether *Netflix* reports a "Squid Game bounce" next quarter but *Disney* remains on track to overhaul them within the next couple of years.

Spotify continues to lead the pack in music and is now more than twice as large as its nearest competitor. Note also that China's *Tencent Music* is nearly as big as *Apple's* offering, and continues to grow.

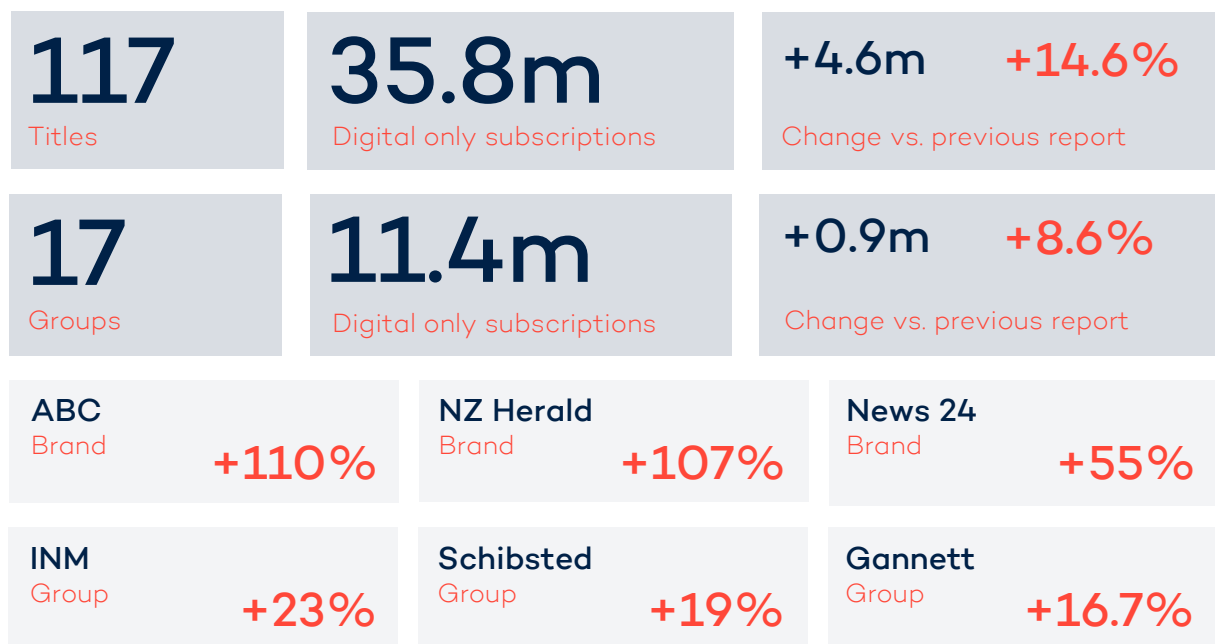
When it comes to magazines, I would quote Carl Sagan: "Maybe it's a little early. Maybe the time is not quite yet. But those other worlds – promising untold opportunities – beckon. Silently, they orbit the sun, waiting."

James Hewes
President and CEO, FIPP

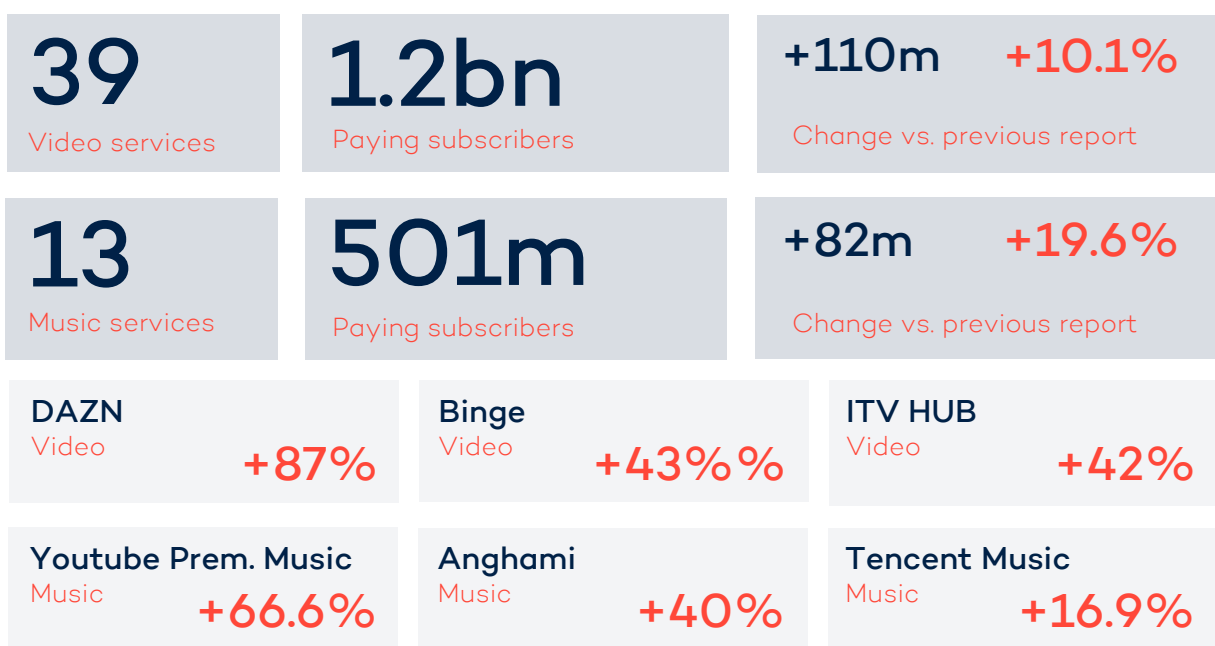


Key Stats

Publishing



Streaming



Figures shown reflect changes since our last report. As not all entities release information periodically, the basis for comparison may span multiple quarters and should not be viewed as a measure on period on period performance.

Publishers Talking Points

New York Times adds 455k digital subscribers with best ever 3rd quarter performance

The New York times [celebrated](#) a stellar third quarter after adding 455,000 new digital subscribers and hitting the milestone of achieving 1 million subscribers outside of the United States.

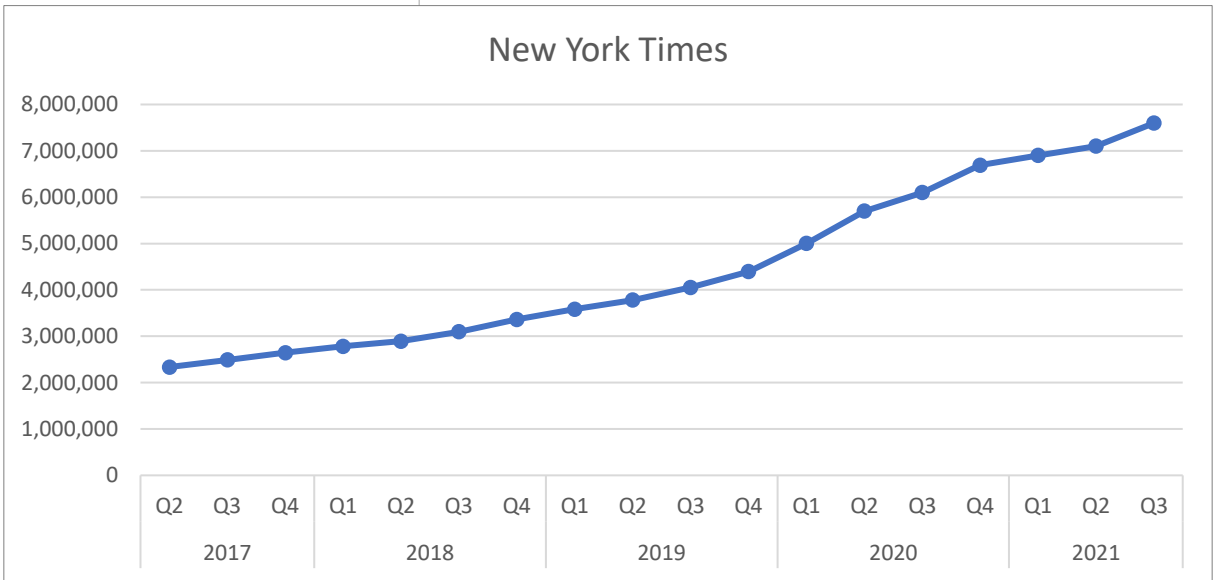
With 8.6 million subscribers, 7.6 million of which are digital subscribers, the company is on track to achieve its goal of 10 million subscribers by 2025.

Subscription revenues were up 13.8% year on year and the company is expecting it to increase by a further 12% in the 4th quarter.

Digital-only subscription revenue is expected to increase by 25%.

The New York Times is now sitting on more than \$1bn in free cash flow and are considering further investment in additional digital revenue streams.

It has started offering subscriptions to some of its 50 newsletters which have been free up until now, developing an audio app and considering testing an iPad app inspired by the print section of the New York Times for Kids.





Publisher Talking Points

The paywall that knows when to give up

Canadian newspaper The Globe and Mail [showcased](#) its AI-driven paywall earlier this year at the Online News Association Annual Conference.

Affectionately known as Sophi, the paywall has helped the publisher double its digital subscriber base to 170,000 and improved conversion rates by 50%.

Sophi uses deep-learning techniques to automate and optimise a wide range of publishing decisions.

It curates home pages, decides which content to promote on social media, and can calculate a user's potential value from both an advertising and subscription perspective.

With the system, a user frequently viewing specialist, high-value content topics such as finance might be ushered into a paywall fairly quickly, whilst someone who exclusively views car reviews that delivers high advertising yields might never encounter a paywall.

Its success has not gone unnoticed leading to its adoption by 11 different publishers across 50 outlets.

Guardian shows operating profit as subscribers hit 400k

The Guardian became marginally profitable in 2019 for the first time in more than two decades.

Despite Covid impact on advertising revenues, the company managed to strengthen its financial position in 2020 by posting a net operating profit of £3.1 million.

One of the first publishers to pronounce themselves as digital-first and an early trailblaser in mobile news app development, the Guardian was, however, slow to embrace paywalls.

The publisher instead focussed on a membership model to keep its content freely available.



Publisher Talking Points

Whilst its membership model has arguably been a success and continues to grow, their most recent results have been bolstered by the launch of their subscription base news app the Daily..

By July this year, the app had attracted over 400,000 subscribers – a 46% increase in comparison to the previous year.

The company still enjoys the support of 561,000 recurring contributors and has set itself a [goal to reach 2 million](#) subscribers and recurring contributors by 2022.

Axel Springer reaches 1 million digital subscribers

Axel Springer's brands this year hit the critical milestone of attracting more than [1 million digital subscribers](#).

The group's German news brands Bild and Welt contribute the lion's share with a combined figure of nearly 700,000 digital subscribers, but the headline figure also includes subscriptions generated by Politico Europe, Gründerszene and brands from Ringier Axel Springer.

Axel Springer took its first steps towards digital subscriptions in 2009 with paid subscriptions for its iPhone news apps, and in 2012 Welt became the first German news brand to launch digital subscriptions.

This year, digital revenues account for more than 50% of Axel Springer's revenues in the news segment.

The company also confirmed that digital reader revenue now accounts for up to 60% of the total revenue at digital-native brands such as Politico Europe.



Publisher Talking Points

Twitter launches content driven subscription service

Twitter has launched a [new subscription](#) service called Twitter Blue in a limited number of countries.

Whilst the subscription service offers enhanced features for super users, a core part of the product is a new news aggregator service that allows users to view ad-free content on several publisher websites.

The service has been created using technology from the news start-up Scroll which Twitter acquired earlier this year and works in a similar way to Scroll's Nuzzel news aggregator.

While Twitter Blue won't bypass publisher paywalls, it will note which content is free, and users will be able to view those articles ad-free on the publisher's site.

Publishers will receive a share of the subscription revenue based on the amount of content viewed by subscribers.

Subscribers will also be able see how much of their subscription is being paid to each publisher.

Expressen reaches 125,000 subscribers with the help of experimentation

Swedish publisher Expressen has done well in building its digital subscription base from a cold start to 125,000 subscribers in just over two years.

In an INMA [report](#) the publisher has shared some insights into how a culture of experimentation has helped it drive forward subscriptions.

The report shows how publishers can achieve massive gains with small user experience changes, but also highlights that the key to success is constant experimentation and embracing failure as part of the learning process.

For Expressen, a change as simple as restyling their subscribe button on their site has helped it more than double conversion rates on subscriptions.



Publisher Talking Points

UK publishers see digital subscription revenues grow by 48% in Q1

A [report](#) by the Association of Online Publishers (AOP) and Deloitte has shown that digital publishing revenue in the UK across B2C and B2B markets was up 31.9% year on year in Q1 of 2021.

Digital subscription revenue was a core driver to the sharp upturn enjoyed by digital publishers and is up 48% compared to the same period the year before.

The report found that across both B2C and B2B, the value of subscription revenue for publishers has grown to £123m in total by the end of March 2021.

Apple to stop taking a bite out of news app subscription revenue

Apple announced a major change to its app store policies for news apps in September. Prior to the change, news apps user could only subscribe to apps using the Apple app store ecosystem.

Apple takes a 30% cut on these revenues, which either means that publishers need to take the revenue hit or pass the cost on to the end-user.

Another severe limitation was that those who subscribed to the app weren't able to enjoy their subscriber status on other platforms including the web and social media.

This effectively left users having to take out separate subscriptions for the app and other platforms to access all content publishers offered on a subscription basis.

And, just to make matters worse, Apple didn't allow publishers to link back to their websites for their subscription services with their Apple news apps.

Apple's new policy will allow news publishers to link to their onsite subscriptions platforms from their news app, and sell subscriptions directly to users. This not only means no longer paying apple a 30% cut on subscription revenue but allows publishers to directly control their relationship with users.



Streaming talking points

Netflix casts eyes beyond streaming as it hits 213 million subscribers

Netflix recorded strong revenue increases in the 3rd quarter on the back of slate of new productions being released, including its best ever performing series, Squid Game.

The company [posted](#) a 9.1% year on year revenue increase in the 3rd quarter. The company has said that growth has softened but it expect to add an additional 8.5 million subscribers in the 4th quarter.

The company admits that it is nearing saturation point in the US market, and that it will need to focus on international markets to sustain growth of it's video service.

It's taking an experimental approach for growth, and have recently launched a free mobile service in Kenya with a view on driving subscriber growth.

The company has, however, set it sights on diversifying outside of streaming and is testing a new video games product in certain markets.

Disney+ growth slows as it adds only 2.1 million subscribers

Disney+ [reported](#) that it has added 2.1 million subscribers in its most recent financial quarter in comparison to more than 13 million subscribers added in the previous quarter. (Changes shown on our tables span two quarters of reporting)

Disney+ is still a relative newcomer and was propelled to success when it launched its service right as lockdowns started around the globe.

Across all of its platforms, which include ESPN, Hulu, Live TV and Starz the Disney group now has 179 million streaming subscribers.

The company expects growth to be modest with a few million subscribers being added in the next quarter. Despite softening growth the company is planning to ramp up the production of high-quality content as long term subscription driver.



Streaming Talking Points

Apple TV+ reaches 40 million subscribers, but 62% are still on a free trial

While Apple remains tight-lipped about the actual number of paying subscribers it has, a [new report](#) by Ampere Analysis suggests Apple TV+ had 40 million subscribers by the end of 2020, but that 62% of these were still on free trials.

In the last year, Apple TV+ has struggled to play catch up with its larger rivals in building out a library of content and original programming.

Unlike players like Netflix and Disney, Apple doesn't have a catalogue of existing content that it can tap into whilst it ramps up the production of original content. Original content has become a key driver of success for streaming services like Netflix.

Apple has recently added substantially to its real estate holdings at a time when demand for office space has reduced dramatically owing to shifting work patterns following the pandemic.

It is assumed that Apple plans to use this real estate to create its own studio facilities to make them less reliant on external studios to ramp up production.

DAZN eyes up local sports right to drive subscriptions

Following a [reported](#) EUR840m deal to secure lucrative Serie A rights in Italy, sports streaming service DAZN is eyeing up acquisitions and local sporting rights to help drive up its subscriptions.

The company recently snapped up rights to show boxing in the UK and is considering a buy-out of BT Sports to get access to Premier League Football, Premiership Rugby and Moto GP rights.

In other countries, a lot of the rights owned by the "Netflix of sports" are currently for televising less popular sports, but premium local rights are seen as crucial for attracting new subscribers.

DAZN currently has an estimated 15 million subscribers globally.



Streaming Talking Points

Spotify reports 22% increase in subscription revenue and 75% surge in ad revenue

Spotify recently [reported](#) it's latest results. The music streaming giant now has 380 million monthly active users, of which 172 million are paying subscribers.

Paying subscribers increased by 19% year on year and the company expects to add another 5 to 8 million subscribers in the next quarter.

The company did report a stellar advertising performance, with revenues up 75% year on year.

The company continues to grow it's library of podcasts, and now hosts 3.2 million podcasts on its platform.

YouTube Music was fastest growing music service in 2020

YouTube Premium and YouTube music reached a combined subscriber base of 50 million, making it the fastest-growing music service of 2020.

Whilst some of these subscribers are on a free 1 month trial, overall the streaming service has enjoyed over 60% growth in subscribers over the last year.

It is [reported](#) that based on this performance the streaming service now has an 8% share of the global paid-for music subscription market.

Publisher Title Data 1/6

Country	Title	Subscribers	Reported	Source	Change*	Cost
USA	New York Times	7,600,000	2021 Q4	Source	10.14	USD 17 / 4 weeks
USA	Washington Post	3,000,000	2020 Q4	Source	-	USD 100 / year
USA	Wall Street Journal	2,700,000	2021 Q3	Source	9.76	USD 38.99 / month
USA	The Informer	2,100,000	2019 Q3	Source	-	USD 68 / month
UK	Financial Times	1,300,000	2020 Q1	Source	-	GBP 33 / month
USA	The Athletic	1,200,000	2021 Q2	Source	-	USD 5.99 / month
UK	Guardian (members + subs)	961,000	2021 Q3	Source	6.78	Not applicable
Japan	Nikkei.com	816,682	2021 Q2	Publisher	6.34	JPY 4277 / month
USA	Medium	725,000	2021 Q1	Source	New entry	USD 5 / mont
China	Caixin	700,000	2021 H1	Publisher	37.25	RMB 58 / month
Germany	Bildplus***	574,761	2021 Q3	Source	3.33	EUR 7.99 / month
USA	Barrons	535,000	2020 Q2	Source	-	USD 19.99 / month
UK/Global	Economist App (legacy + core weekly)	524,559	2021 H1	Source	3.49	GBR 17.90 / month
USA	America's test Kitchen	500,000	2021 Q2	Source	New entry	USD 4.17 / month
USA	Substack	500,000	2021 Q2	Source	-	varies
UK	The Telegraph	500,000	2021 Q3	Source	21.01	GBP 3 / week
USA	The Atlantic	450,000	2020 Q3	Source	12.50	USD 59.99 / year
UK	The Guardian (subscribers)	401,000	2021 Q3	Source	13.92	GBP 11.99 /month
USA	LA Times	400,000	2021 Q3	Source	46.06	USD 4 / week
India	MoneyControl Pro	367,000	2021 Q3	Publisher	11.21	INR 199 / month

- Subscriber data compiled in September 2021 - New York Times Figures updated in November 2021
- *Denotes changes since last reported – does not serve as a period on period comparison
- **Total of digital and e-paper subscriptions
- Prices shown are obtained using VPN and excludes promotional offers. Prices shown in your location may vary owing to geo targeting, promotional offers and local currently offers

Publisher Title Data 2/6

Country	Title	Subscribers	Reported	Source	%Change*	Cost
UK	The Times/Sunday	367,000	2021 Q3	Source	9.55	GBP 26 / month
France	Le Monde	366,067	2021 Q2	Source	-	EUR 9.99/month
Argentina	La Nación	350,000	2020 Q4	Source	-	ARS 450 / month
France	L'Equipe	332,000	2021 Q3	Source	7.79	EUR 11.99 / month
Italy	Corriere della Sera	328,000	2021 Q2	Source	-	EUR 9.99 / month
USA	Bloomberg Media	325,000	2021 Q3	Source	30.00	USD 34.99 / month
Argentina	Clarín	300,000	2021	Source	15.38	ARS 450 / month
USA	The New Yorker	279,032	2020 Q4	Source	-	USD 99.99 / year
Brazil	Folha de São Paulo	271,750	2020 Q2	Source	15.15	BRL 19,90 / month
Poland	Gazeta Wyborcza	258,000	2021 Q1	Source	-	PLN 19.99 / month
USA	Business Insider	250,000	2021 Q1	Source	-	USD 12.95 / month
Sweden	Aftonbladet	250,000	2018 Q4	Source	-	SEK 99 / month
Brazil	O Globo	244,572	2020 Q2	Source	New entry	BRL 19,90 / month
France	Le Figaro	225,000	2021 Q2	Publisher	-	EUR 9.90 / month
USA	Boston Globe	223,000	2020 Q4	Source	-	USD 27.72 / 4 week
Sweden	Dagens Nyheter	220,000	2021 Q3	Source	5.77	SEK 119 / month
France	Mediapart	220,000	2021 Q1	Source	0.92	EUR 11 / month
Australia	The Australian	200,000	2020 Q3	pv digest	-	USD 40 / 4 weeks
USA	National Geographic	182,449	2021 Q4	Source	-	USD 2.99 / month
Germany	Süddeutsche Zeitung	180,000	2021 Q2	Source	-	EUR 9.99 / month

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Publisher Title Data 3/6

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Canada	The Globe and Mail	170,000	2021 Q2	Source	-	CAD 6.99 / month
USA	Wired	163,201	2020 Q4	Source	-	GBP 1.99 / month
Germany	Weltplus***	162,666	2021 Q3	Source	5.76	EUR 9.99 / month
Brazil	O Estado de SP	154,331	2020 Q2	Source	New entry	BRL 19,90 / month
Norway	Verdens Gang (VG)	150,000	2020 Q1	Source	-	NOK 39 / week
Italy	La Repubblica	134,000	2021 Q2	Source	New entry	EUR 2.99 / month
Norway	Aftenposten	130,000	2020 Q4	Source	-	NOK 279 / month
Sweden	Expressen	125,000	2021 Q3	Source	38.89	SEK 79 / month
Finland	Helsingin Sanomat	120,000	2021 Q1	Source	20.00	EUR 17.99 / month
Japan	NewsPicks	110,000	2019 Q4	Source	-	JPY 1500 / month
New Zealand	New Zealand Herald**	110,000	2021 Q2	Source	107.55	NZD 5 / week
UK	Tortoise	110,000	2021 Q2	Source	10.00	GBR 100 / year
Spain	El Pais	110,000	2021 Q3	Source	10.00	EUR 10 / month
USA	Minneapolis Star Tribune	102,000	2020 Q4	Source	-	USD 3.79 / week
Germany	SZ Plus	101,739	2021 Q3	Source	15.41	EUR 9.99 / month
Australia	The Daily Telegraph	100,000	2021 Q1`	Source	New entry	AUS 28 / week
USA	Chicago Tribune	100,000	2020 Q1	Source	-	USD 3.99 / week
Norway	Dagbladet Pluss	100,000	2020 Q1	Source	-	NOK 55 / week
USA	Vanity Fair	96,000	2020 Q4	Source	-	USD 29.99 / year
Brazil	Valor Economico	90,133	2020 Q2	Source	New entry	BRL 49,90 / month

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Publisher Title Data 4/6

Country	Title	Subscribers	Reported	Source	%Change*	Cost
UK	Mail+	85,000	2021 Q2	Source	6.25	GBP 9.99 / month
Spain	El Mundo	80,000	2021 Q2	Source	33.33	EUR 69 / year
South Africa	Netwerk24	80,000	2021 Q3	Source	6.67	ZAR 99 / month
Sweden	Svenska Dagbladet	77,000	2019 Q2	Source	-	SEK 199 / month
Germany	FAZ+	73,763	2021 Q4	Source	8.50	EUR 4.95 / week
Brazil	Zero Hora	71,949	2020 Q2	Source	New entry	BRL 22.90 / month
USA	Seattle Times	71,000	2020 Q4	Source	-	USD 4.99 / week
Netherlands	De Correspondent	70,000	2021 Q1	Source	-	User defined
Slovakia	Dennik N	68,000	2021 Q2	pv digest	4.62	EUR 4.99 / month
Spain	El Diario	66,000	2021 Q1	Source	-	EUR 8 / month
France	Les Echos	63,000	2020 Q4	pv digest	-	EUR 18 / month
USA	Slate+	60,000	2020 Q1	Source	-	USD 59 / year
USA	Dallas Morning News	52,930	2021 Q2	Source	32.33	USD 3.99 / week
Spain	La Vanguardia	50,000	2021 Q2	Source	New entry	EUR 5.99 / month
Austria	Kleine Zeitung	50,000	2020 Q4	Source	-	EUR 14.24 / month
Germany	Rheinpfalz	44,258	2021 Q3	Source	New entry	USD 44.10 / month
USA	Newsday	42,000	2021 Q2	pv digest	New entry	n/a
Spain	ARA	40,000	2021 Q4	Source	-	EUR 9.99 / month
France	Le Parisian	40,000	2020 Q4	Source	-	EUR 7.99 / month
France	Libération	40,000	2020 Q3	Source	-	EUR 14.90 / month

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Publisher Title Data 5/6

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	Defector	40,000	2021 Q3	Source	New entry	USD 79 / year
Switzerland	Neue Zürcher Zeitung	39,000	2019 Q3	Source	-	EUR 24 / month
Argentina	La Voz del Interior	38,744	2020 Q1	Publisher	-	ARS 399 / month
Brazil	Super Noticia	37,204	2020 Q2	Source	New entry	BRL 9.90 / month
Portugal	PÚBLICO	35,000	2020 Q3	Source	-	EUR 72 / year
UK	Spectator	33,125	2020 Q3	Source	New entry	GBP 9.99 / month
Austria	Die Presse	33,000	2021 Q2	Source	3.13	EUR 27 / quarter
Japan	Nikkei Asia	32,086	2021 Q2	Publisher	5.01	USD 13.99 / month
Canada	Toronto Star	32,000	2020 Q2	Source	-	CAD 14.99 / month
South Africa	News24	31,000	2021 Q3	Source	55.00	ZAR 75 / month
Spain	El Confidencial	30,000	2021 Q2	Source	New entry	EUR 9.00 / month
India	The Ken	30,000	2021 Q3	Source	New entry	USD 120 / year
Sweden	The Local	30,000	2020 Q4	Source	-	SEK 49 / month
Norway	Stavanger Aftenbladet	30,000	2020 Q4	Source	-	DDK 299 / month
Germany	Heise+	29,000	2020 Q2	pv digest	-	EUR 12.95 / month
Switzerland	Republik	28,798	2021 Q3	pv digest	2.85	CHF 22 / month
Denmark	Zetland	27,000	2021 Q3	Source	45.95	DKK 129 / month
USA	Quartz	27,000	2021 Q3	Source	28.57	USD 99.99 / year
Brazil	Estado de Minas	26,290	2020 Q2	Source	New entry	BRL 9.90 / month
Germany	RP +	25,643	2021 Q4	Source	8.86	EUR 7.99 / month

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Publisher Title Data 6/6

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Brazil	Correio Braziliense	25,022	2020 Q2	Source	New entry	BRL 9.90 / month
Chile	La Tercera	25,000	2021 Q3	Source	New entry	CLP 3990 / month
France	La Croix	24,000	2020 Q4	Source	-	EUR 11.99 / month
Spain	ABC	21,000	2021 Q2	Source	110.00	EUR 9.99 / month
Germany	Algemene Zeitung + *	20,445	2021 Q2	Source	4.08	EUR 9.99 / month
Spain	El Confidencial	20,000	2020 Q4	Source	-	EUR 9 / month
Germany	KN Mobil	19,509	2021 Q4	Source	-10.59	EUR 2.49 / week
Poland	Puls Biznesu	17,030	2021 Q3	Publisher	13.71	PLN 79 / month
Spain	El Español	17,000	2020 Q3	Source	13.33	EUR 6.99 / month
Germany	Krautreporter	16,000	2021 Q2	pv digest	New entry	EUR 9.00 / month
Brazil	A Tarde	15,285	2020 Q2	Source	New entry	n/a
USA	The Daily Memphian	14,000	2021 Q2	Source	New entry	USD 14.99 / month
Spain	Infolibre	13,500	2020 Q3	Source	-	EUR 6.95 / month
Germany	The Pioneer	13,000	2021 Q2	pv digest	New entry	EUR 25 / month
Spain	La Voz de Galicia***	10,000	2021 Q2	Source	-	EUR 6.95 / month
Switzerland	Le Temps	6,900	2019 Q3	Publisher	-	CHF 27 / month

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Publisher Group Data

Country	Publisher	Subscribers	Reported	Source	%Change*
USA	Dow Jones	2,500,000	2020 Q2	Source	-
Japan	Nikkei	1,868,407	2021 Q2	Publisher	2.50
USA	Gannett	1,400,000	2021 Q2	Source	16.67
Sweden	Bonnier	1,200,000	2020 Q4	Source	-
Germany	Axel Springer**	1,006,800	2021 Q2	Source	46.34
Norway	Schibsted	1,000,000	2021 Q3	Source	19.05
Australia	NewsCorp Australia	810,000	2021 Q3	Source	9.71
USA	Tribune	441,000	2021 Q2	Source	-
Norway	Amedia	350,000	2020 Q4	Source	-
USA	McClatchy	299,000	2020 Q4	Source	-
Switzerland	Tamedia	140,000	2021 Q3	Source	4.77
Australia	Australia Community Media	100,000	2021 Q3	Source	New Entry
Sweden	MittMedia	95,000	2020 Q2	pvt digest	-
Spain	Vocento	75,000	2021 Q1	pvt digest	-
UK	Immediate Media	63,201	2020 Q1	Source	-
Germany	NOZ Media	45,000	2020	Source	-
Ireland	Independent News and Media	40,000	2021 Q2	Source	23.08

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- **Not directly comparable to previous period as basket of titles reported has changed
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Video Streaming Data 1/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Netflix	213,000,000	2021 Q4	Source	2.40	USD 8.99 / month
Global	Amazon Prime Video **	200,000,000	2021 Q2	Source	-	USD 8.99 / month
China	Tencent Video	125,000,000	2021 Q2	Source	-	RMB 20 / month
USA	Disney+	118,100,000	2021 Q4	Source	14.00	USD 8 / month
China	iQiyi	105,200,000	2021 Q2	Source	0.86	RMB 25 / Month
China	Youku	90,000,000	2020 Q2	Source	-	RMB 15 / month
USA	Youtube Premium	50,000,000	2021 Q3	Source	66.67	USD 11.99 / month
USA	Hulu	42,800,000	2021 Q3	Source	2.88	USD 5.99 / month
USA	CBS All Access***	42,000,000	2021 Q2	Source	134.64	USD 5.99 / month
India	Eros Now	39,900,000	2021 Q2	Source	-	INR 49 / month
USA	Peacock TV	20,000,000	2021 Q2	Source	-	USD 4.99 / month
USA	Discovery +	18,000,000	2021 Q3	Source	38.46	USD 4.99 / month
USA	Starz/StarzPlay/ Pantaya	17,700,000	2021 Q2	Source	21.23	Varies (Group)
US	Apple TV *****	15,200,000	2021 Q2	Source	-	USD 4.99 / month
Global	DAZN	15,000,000	2020 Q2	Source	87.50	USD 19.99 / month
USA	ESPN+	14,900,000	2021 Q2	Source	7.97	USD 6.99 / month
USA	HBO Max	12,100,000	2021 Q2	Source	-	USD 9.99 / month
S.Korea	Wavve	10,000,000	2020 Q3	Source	New entry	7,900 KRW / month
SE Asia	Viu	7,000,000	2021 Q2	Source	32.08	INR 99 / month
USA	AMC Networks	6,000,000	2021 Q1	Source	-	USD 8.99 / month

- Subscriber data compiled in September 2021 – Netflix and Disney+ updated November 2021
- Prices shown are obtained using VPN and excludes promotional offers. Prices shown in your location may vary owing to geo targeting, promotional offers and local currently offers
- *Denotes changes since last reported – does not serve as a period on period comparison
- ** Figure shown is Prime subscribers with access to video, not direct subscribers to video
- *** Paramount+ replaces CBS All Access and includes ShowTime OTT subscribers
- **** Figures shown are eligible subscribers to which service is available, not direct subscribers
- ***** Subscription numbers stated as 40m, with 62% on free trial

Video Streaming Data 2/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Crunchyroll	5,000,000	2021 Q3	Source	25.00	USD 7.99 / month
Turkey	BluTV	4,200,000	2021 Q2	Source	-	LIRA 12.90 / month
S. Korea	Pooq	4,000,000	2019 Q1	Source	-	USD 6.99 / month
Nordic	Viaplay	3,290,000	2021 Q3	Source	6.13	DDK 89 / month
Taiwan	Catchplay	3,000,000	2019 Q2	Source	-	NTD 39 / month
Ger/Neth	RTL	3,000,000	2021 Q2	Source	10.29	EUR 4.99 / month
Canada	Crave	2,900,000	2021 Q1	Source	3.57	CAD 9.99 / month
Mexico	Claro video	2,670,000	2019	Source	-	MXN 69 / month
USA/UK	Britbox	2,600,000	2021 Q1	Source	-	USD 6.99 / month
USA	Sling TV	2,440,000	2021 Q2	Source	2.95	USD 35 / month
India	Alt Balaji	2,400,000	2020 Q4	Source	-	INR 100 / 2 month
Australia	Stan	2,400,000	2021 Q2	Source	4.35	AUD 10.00 / month
UK	Now TV	2,210,000	2021 Q1	Source	-	GBP 9.99 / month
Italy	Timvision	2,000,000	2020 Q4	Source	-	EUR 9.99 / month
Australia	Kayo	1,054,000	2021 Q2	Source	23.85	AUD 25 / month
Australia	Fetch TV	760,000	2019 Q4	Source	-	AUD 6.00 / month
Australia	Binge	733,000	2021 Q2	Source	42.05	AUD 10 / month
UK	ITV Hub Premium	567,000	2021 Q2	Source	41.75	GBP 3.99 / month
Australia	Foxtel Now	219,000	2021 Q1	Source	-15.12	AUD 25.00 / month

- Subscriber data compiled in September 2021 – Netflix and Disney+ updated November 2021
- Prices shown are obtained using VPN and excludes promotional offers. Prices shown in your location may vary owing to geo targeting, promotional offers and local currently offers
- *Denotes changes since last reported – does not serve as a period on period comparison
- ** Figure shown is Prime subscribers with access to video, not direct subscribers to video
- *** Rebranding to Paramount +, updated figures not available
- **** Figures shown are eligible subscribers to which service is available, not direct subscribers
- ***** Subscription numbers stated as 40m, with 62% on free trial

Music Streaming Data

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Spotify	172,000,000	2021 Q4	Source	8.86	GBR 9.99 / month
Global	Apple Music	77,000,000	2021 Q2	Source	13.24	USD 9.99 / month
China	Tencent Music (Group)	71,200,000	2021 Q3	Source	16.91	Varies
Global	Amazon Prime Music	64,000,000	2021 Q2	Source	16.36	USD 9.99 / month
Global	Youtube Music Premium	50,000,000	2021 Q3	Source	66.67	USD 11.99 / month
USA	Sirius Xm	31,400,000	2021 Q2	Source	0.01	USD 13 / month
Global	NetEase Music	19,000,000	2021 Q2	Source	New Entry	RMB 18 / month
Global	Deezer	7,000,000	2019	Source	-	USD 9.99 / month
USA	Pandora	6,400,000	2021 Q1	Source	-	USD 9.99 / month
MENA	Anghami	1,400,000	2021 Q1	Source	40.00	USD 2.99 / month
N. America	LiveXLive	1,162,000	2021 Q1	Source	16.20	USD 9.99 / month
India	Gaana	1,000,000	2020 Q1	Source	-	INR 99 / month
Global	Soundcloud Go	100,000	2019	Source	-	USD 9.99 / month

- Subscriber data compiled in September 2021 – Spotify and Tencent Music information updated in November 2021
- Prices shown are obtained using VPN and excludes promotional offers. Prices shown in your location may vary owing to geo targeting, promotional offers and local currently offers



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With special thanks to Markus Schöberl of [pv-digest](#) for his assistance with compiling data for this report.

Methodology

How was the data collected?

FIPP used a combination of publicly available data and data supplied by publishers to compile this report. Due to the use of publicly available sources, we cannot guarantee the accuracy or recency of the figures reported. The sources of our data is specified within the tables. Prices shown may be influenced by geolocation and dynamic pricing practices.

Why is my title, group or country not included?

We have tried to be as comprehensive as possible in sourcing data, but due to our reliance on publicly available data, this report should not be viewed as an exhaustive list. Should you wish to be included in future reports, please register your interest by e-mail Sylkia@fipp.com.

Why did you not include print and digital combinations?

We are aware that many publishers are enjoying tremendous success with packages which include both print and digital subscriptions. The focus of this report is, however, to act as a showcase of success for digital revenue streams in publishing, music and video streaming, and as such we do not feature combined print and digital subscription figures.