
MARKET FACTS!

MARKET FACT #250

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800K

paying readers is what The Guardian found in 2017 after directly asking for donations.

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COMMENT: Make no mistake: **Customers are willing to pay for high-quality content on The Internet.** The whole WAR FOR ATTENTION is very real, but serious content cuts through the noise and reaches people's pockets. Sometimes you just have to ask and shift your business model. Furthermore, since we're talking about economic realities in the news business, 1/3 of The Guardian's revenue comes from digital readership. Another third comes from print revenue and another third from advertising, licensing deals etc. That's awesome news. **ANOTHER TRUTH:** Reader revenue first passed advertising as the largest source of revenue for The Guardian U.S. in 2020!

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