
MARKET FACTS!

MARKET FACT #91

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500K

online subscribers is what The Washington Post newspaper lost in the last 3 years.

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COMMENT: The reality of the news business is that everybody is under the Attention War. And it's a warzone. Legacy newspapers like The New York Times, The Wall Street Journal, The Washington Post, Fortune, among others, are pivoting to (almost) a hard paywall. No payment, no news consumption. But the problem is that the Internet has still many news outlets providing real journalism without pivoting to a hard paywall, not to mention Youtube Channels, generating a hardcore competition, **while at the same time Google and Facebook reduce the level of attention of newspapers worldwide.** Hard paywalls in place + everybody fighting for the first 4 positions on Google, DOESN'T WORK.

A MESSAGE FOR BRANDS

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