



PR Newswire

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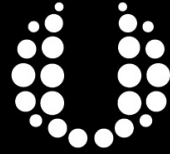
“中国品牌海外传播”系列论坛

欧洲媒体传播的趋势与最佳实践

Media Communication in Europe: Trends and Best Practices

2013-09-06

北京 Beijing



PR Newswire

United Business Media

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ENGAGE OPPORTUNITY *EVERYWHERE*

Introduction to PR Newswire

EMEA Media Landscapes

PRN Newswire EMEA & India – Speakers



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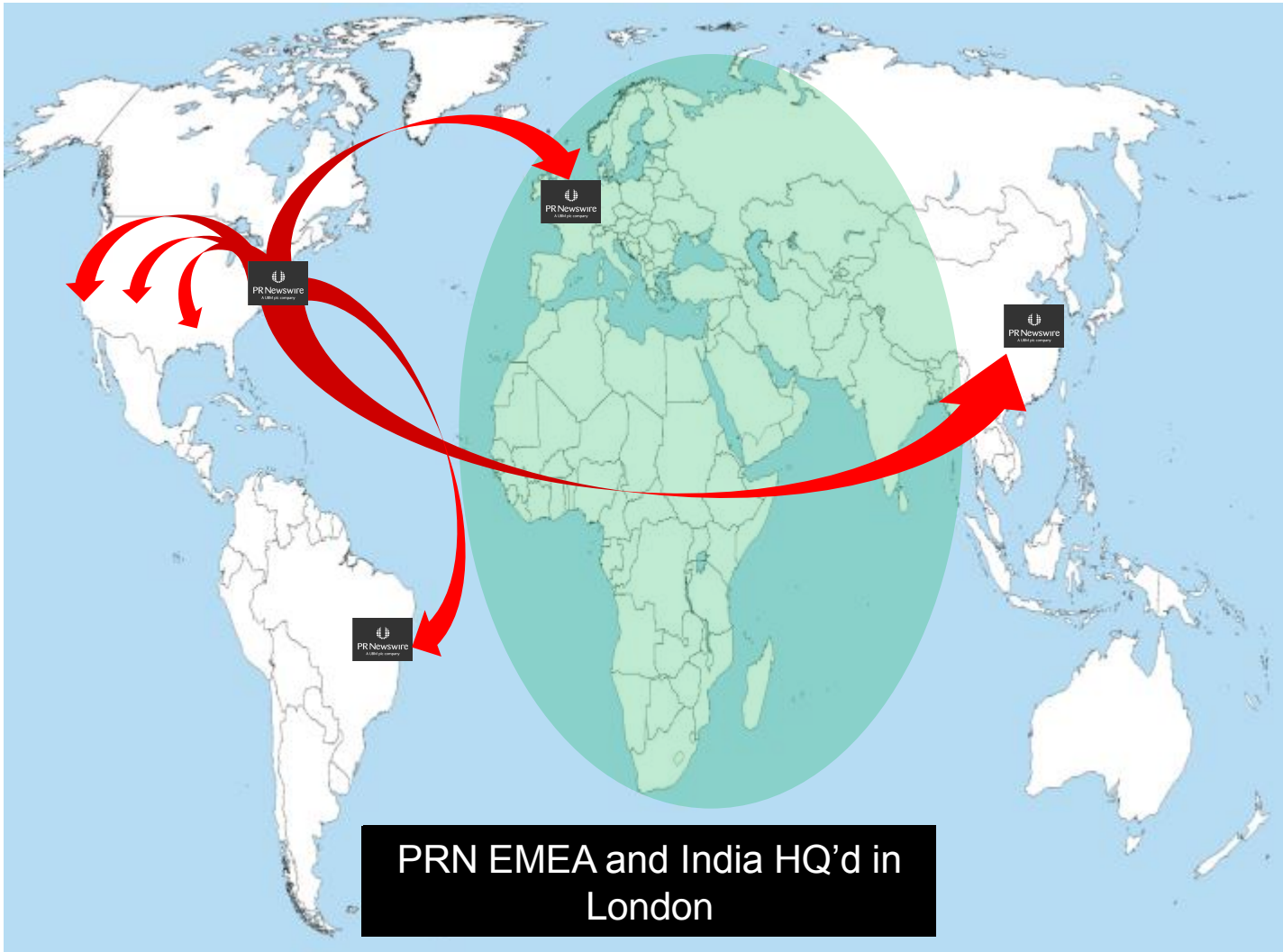
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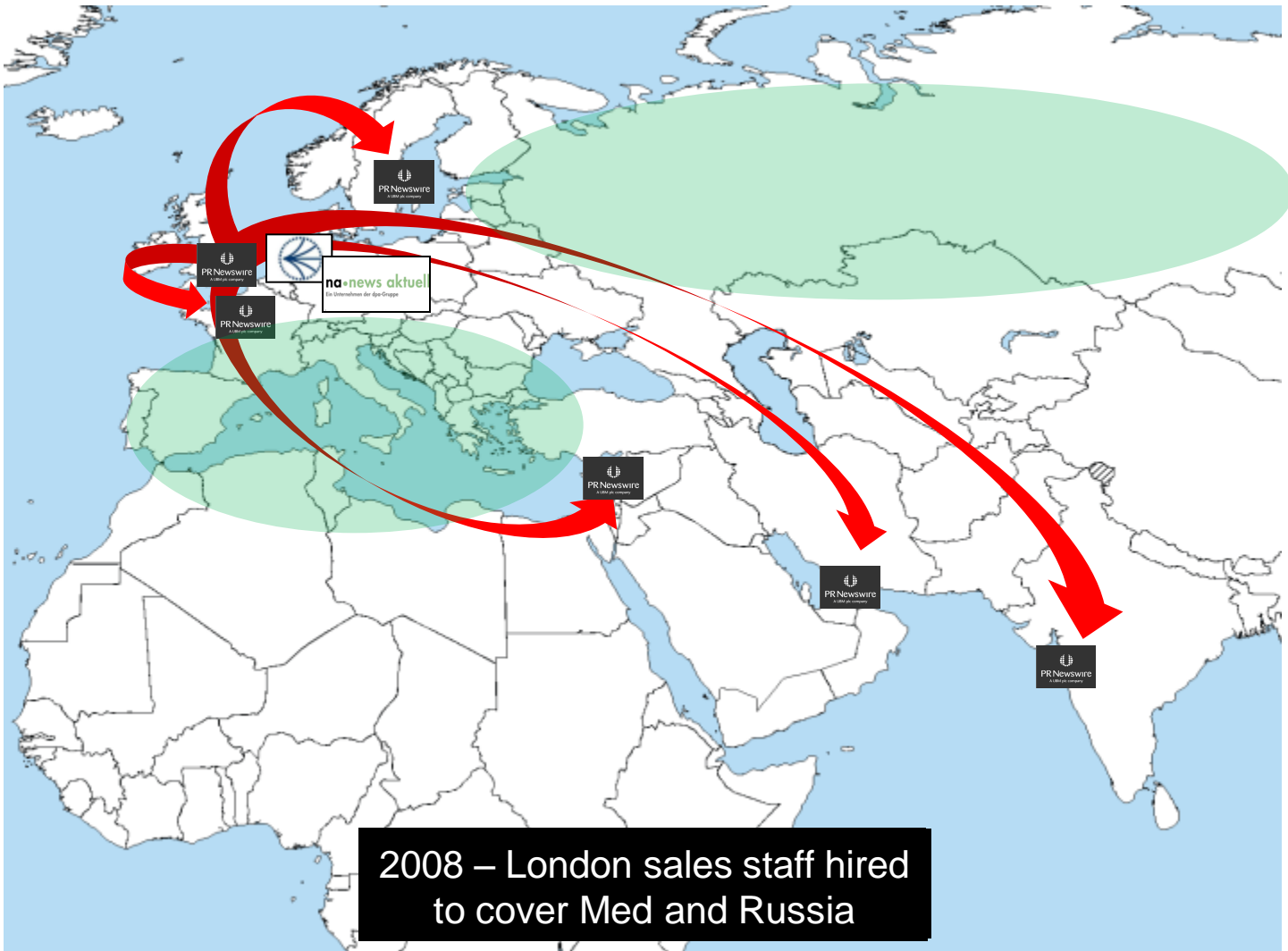
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PRN Newswire – Global Picture



History of PRN EMEA and India



PR Newswire – Wire Strategy

Full Wire Reach

Traditional Media Channels

Online Partner Channels

Content

PRESS ASSOCIATION

PTN

hindustantimes

LES CHAINES CANAL+

dpa

Bild

BBC

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THE SUNDAY TIMES



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TECHCRUNCH

Focus on United Kingdom



Media Landscape

Oldest newspaper industry in the world

Relatively small country size means **national titles dominate** with regional press mostly freesheets or cheap weeklies

Clearly defined broadsheet (highbrow) and tabloid (lowbrow) split with audiences split across political and social demographics

Newspapers now rely on their **online editions** to stay afloat with the bigger titles exploring pay-wall subscriptions (*Times*, *The Sun*)

Big media organisations struggling in the recession

Only **31% of population** uses newspapers as their predominant source of news, with 41% going online

In Social Media, **Twitter and facebook** dominate and are becoming influential in breaking stories

Most traditional media journalists now regularly use social channels

PRN United Kingdom Reach

News Agency

PA Group

Reputation:

National News Agency

PRN Relationship:

Non-Exclusive

No. of Subscribers:

500-600

Language:

English

Comments:

UBM has a stake in PA and they are one of our longest-standing and closest partners



PRN Proprietary

Number of sites: 150

Highlights:



Top Blogs:



PRNJ Subscribers:

7349

Comments:

Big drive on UK websites by the whole Media Relations team in 2012 – Priority market



Focus on France



Media Landscape

National print press is in decline due to economic pressure on advertising revenue

More popular are regional titles (most of them free) – which account for **more than half** the country's newspaper readership

In terms of media consumption, print publications only account for **around 10%** of the total time spent looking at news items

TV and radio fare better and have a solid base of support with **over 42 million** listeners regularly using the radio to get their news

Online and mobile now account for **over half** the media consumption in France

Despite this, the AFP news agency (the biggest provider of content to mass media in the world) continues to garner respect and influence globally

France is one of the biggest markets in Europe for Blogging and Social Networking with over 20 million Blogs

Focus on France

News Agency



Reputation:

National News Agency

PRN Relationship:

Non-Exclusive

No. of Subscribers:

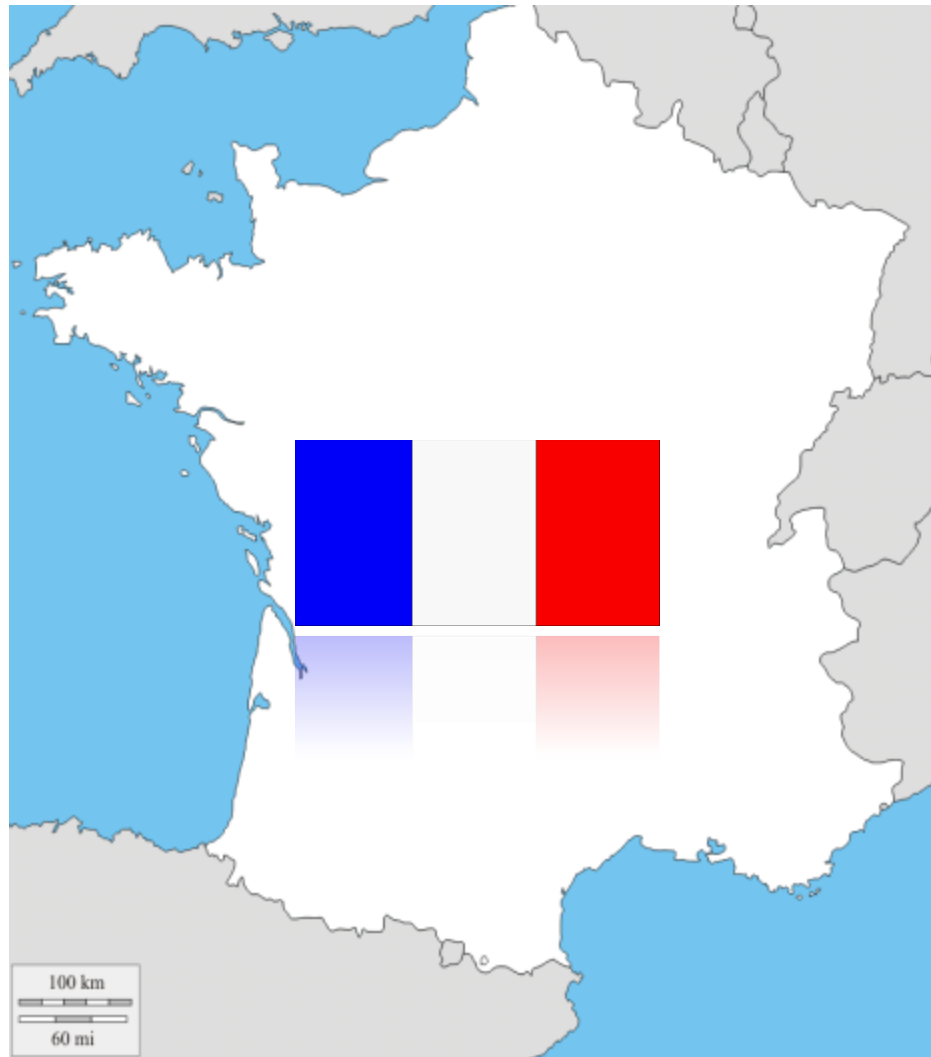
N/A

Language:

French

Comments:

We do not push content to the full AFP Wire – but post to the web-only AFP Direct



PRN Proprietary

Number of sites: 68

Highlights:

AIR&COSMOS

hello*ton

Top Blogs:

LUXURE

GLAMLIFE
Fashion, Style & Lifestyle Magazine

iPadd.fr
The Best, Most, Latest iPad

PRNJ Subscribers:

1940

Comments:

High quality online and strong reputation with media compensates for lack of “Wire”





Focus on Germany



Media Landscape

Biggest newspaper industry in Europe

Dominated by a handful of family-run businesses, but still offers **over 350 daily newspapers** including *BILD*, a national tabloid which is the biggest-selling newspaper in Europe

After years of abuses by the Nazi regime up to the Second World War, the German press now prides itself on being **self-regulated and democratic**

The newspaper industry is not growing, but has seen **slower decline** than elsewhere largely due to a strong local press and community journalism

All major publications maintain an online presence, but by far the most successful is **Speigel.de** – the first ever online magazine, which launched in 1994 one day before *Time Magazine Online* in the US

There are more social media users in Germany than any other country in Europe

Unlike in France, German **Blogs have only a small influence**, although a handful like *Netzpolitik* and *BILDBlog* are increasingly popular

Focus on Germany

News Agency



Reputation:
National News Agency

PRN Relationship:
Exclusive

No. of Subscribers:
Around 1000

Language:
German

Comments: PRN's ten-year partnership with news aktuell has tied in exclusivity with all the DACH agencies



PRN Proprietary

Number of sites: 465

Highlights:

wallstreet online



YAHOO! SPIELE
DEUTSCHLAND

PRNJ Subscribers:
3041

Comments: The majority of our online reach is leveraged through our partnership with news aktuell



Focus on Spain



News Agency
europa press

Reputation:
Commercial Agency

PRN Relationship:
Exclusive

No. of Subscribers:
Over 1400

Language:
Spanish

Comments:
EP is a good example of a partner that combines traditional media reach with strong online

PRN Proprietary

Number of sites: 205

Highlights:



Top Blogs:



PRNJ Subscribers:
1514

Comments: Southern Europe online reach has increased impressively since 2011, with over 100% growth year-on-year



Focus on Italy



Media Landscape

Politics and Media are inextricably linked – most notably during the rule of Silvio Berlusconi, a media tycoon who simultaneously held the titles of Prime Minister and owner of Mediaset – the biggest commercial TV organisation in Italy

As a result, **most newspapers are privately-owned** and heavily influenced by the various political parties

Milan and Rome are the two main media hubs and they are home to the main current affairs titles: *La Repubblica* and *Il Messaggero*

As in Spain, one of the biggest titles by circulation is the sports daily *La Gazzetta dello Sport*, reflecting the Italian love of football

TV is the most popular medium for news consumption in Italy, with 80% of the population relying on it – the highest percentage in the whole of Europe

Online news is important, but there is a snobbery towards Press Releases with most news sites very journalistic and associated with the major newspapers rather than individual entities

Focus on Italy

News Agency



Reputation:

Second-biggest agency in Italy behind ANSA

PRN Relationship:

Exclusive

No. of Subscribers:

Over 300

Language:

Italian / English

Comments:

Adnkronos gives us comparable reach at a better rate



PRN Proprietary

Number of sites: 31

Highlights:



Top Blogs:



PRNJ Subscribers:

1203

Comments: Southern Europe online reach has increased impressively since 2011, with over 100% growth year-on-year



Focus on The Netherlands

News Agency



Reputation:
National News Agency
in the Netherlands

PRN Relationship:
Exclusive

No. of Subscribers:
Over 150

Language:
Dutch / English

Comments:
PRN and ANP jointly
own ANP Perssupport –
our Dutch press release
service



PRN Proprietary

Number of sites: 5

Highlights:

ANP Pers Support

PRNJ Subscribers:
501

Comments: Current
lack of Dutch language
online due to a lack of
content – this is being
addressed by diverting
the APS domestic feed
and a “hit-list” of around
50 sites should be set
up by the end of the
year





Focus on Russia



Media Landscape

Massive industry with over 93,000 official media outlets including 400 daily newspapers selling over **8 billion copies annually**

Heavy ministerial control in large parts of the regional press with **85% directly influenced** by governments or owned by authoritarian large businesses

Ranked only **#142 out of 179** countries for press freedom by Reporters Without Borders – one of the worst in Europe

TV remains the most prevalent source of news for many with up to 80% of people citing it as their medium of choice

A handful of national titles offering an objective, independent news focus for the **“Golden Million”** – a more liberal section of the population centred around Moscow and St Petersburg

Online providing a viable option for a new wave of young tech-savvy Russians who **increasingly use Social Media** to affect peaceful protest and demonstrate against the government

Focus on Russia

News Agency



Reputation:

Largest News Agency in the Russia and CIS

PRN Relationship:

Exclusive

No. of Subscribers:

Over 500

Language:

Russian / English

Comments:

CIS is the Commonwealth of Independent States (Formerly Soviet Union)



PRN Proprietary

Number of sites: 61

Highlights:



PRNJ Subscribers:

365

Comments: It is currently difficult to reach Russian language sites from our systems but new partner Pressuha.ru will give us 25+ guaranteed postings from later this year



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