



ΕΝΩΣΗ ΙΔΙΟΚΤΗΤΩΝ ΗΜΕΡΗΣΙΩΝ ΕΦΗΜΕΡΙΔΩΝ ΑΘΗΝΩΝ

ΕΦΗ ΜΕΡΙ ΔΕΣ

2024



DATA AND TRENDS IN THE GREEK PRESS

Xenia Kourtoglou Founder, *Focus Bari*



What we will see

- The «Digital Greeks» today
 - The Evolution of the Media in Greece
-
- The Historical Relationship with the Media
 - The Image of Newspapers
-
- Today's Status of "News Brands"
 - Closing “Tips”

Our sources

- Bari Smart Readability Survey
- Focus Bari Media Evaluation Surveys
- **Exclusive Research for Today's Conference**
- Research Focus on Web



1. The Digital Greeks

The Digital Evolution in Greece

Beginning

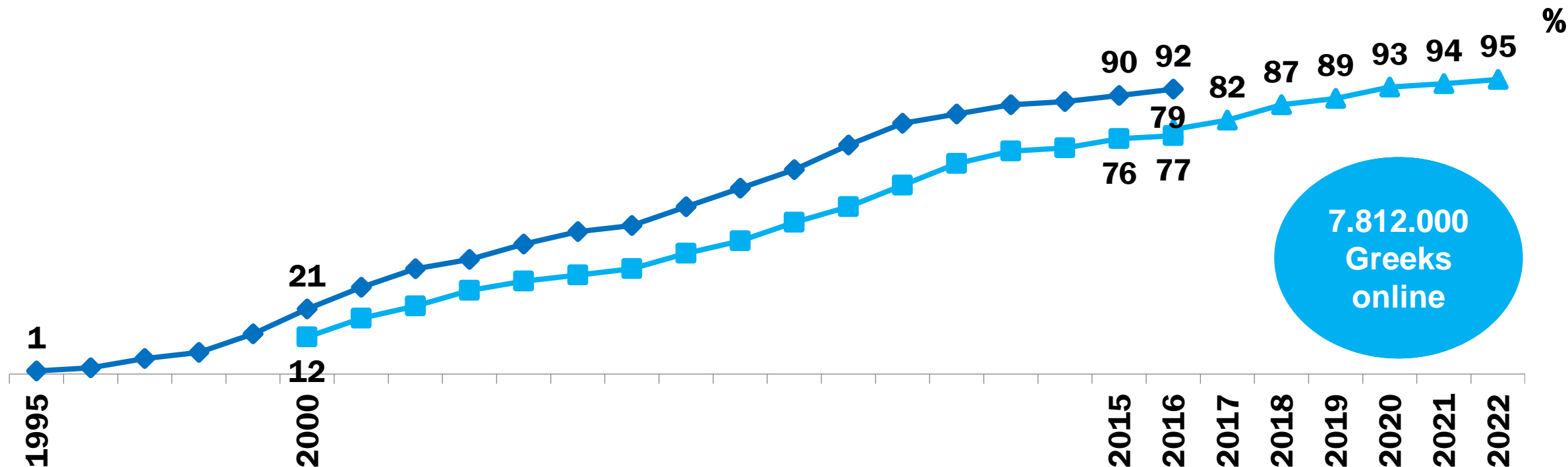
Extension

Today

Ages 13-54, Urban 50+

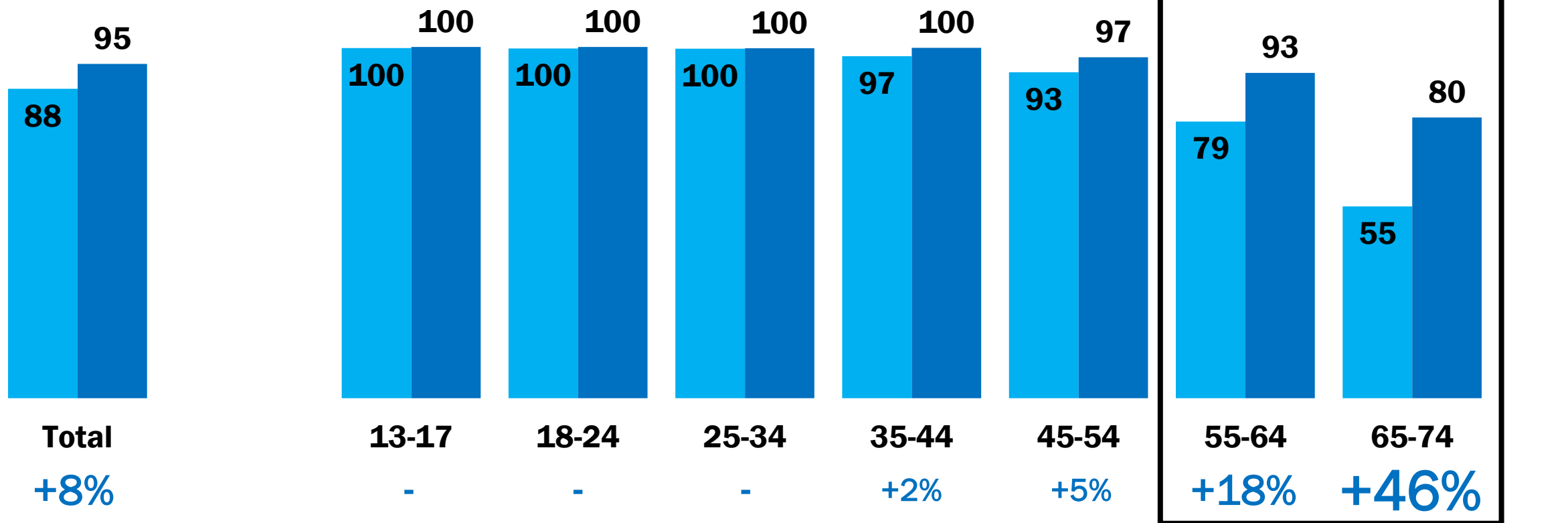
Men - Women 13-70, Nationally (-25 χλμ)

Men - Women
13-74, Nationally



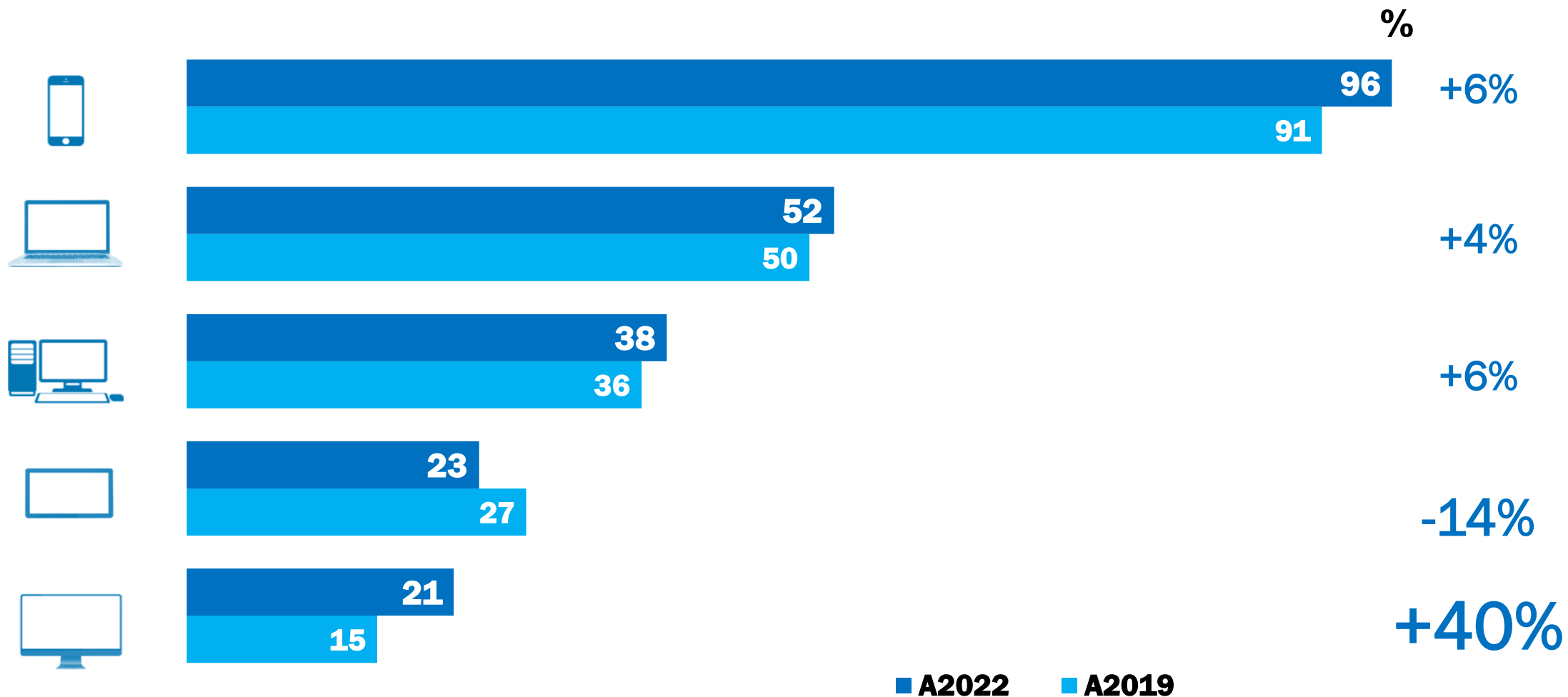
A Spectacular Rise in Mature Ages!

■ A2019 ■ A2022





Smartphone is King !



“I have everything in the palm of my hand, wherever I want, however I want it, when I want it!”



Social (87%)



Email (77%)



Online shopping (76%)



Research (74%)



Communication (73%)



E-banking (66%)



Public Sector (51%)



Music (47%)



2. The Evolution of Media

The timeless "Identity" of each Media



Absolut daily habit, "imposing" presence, **"necessary evil"**



"A calm companionship everywhere you go"



Favorite (male) habit, prestigious, reliable news/info

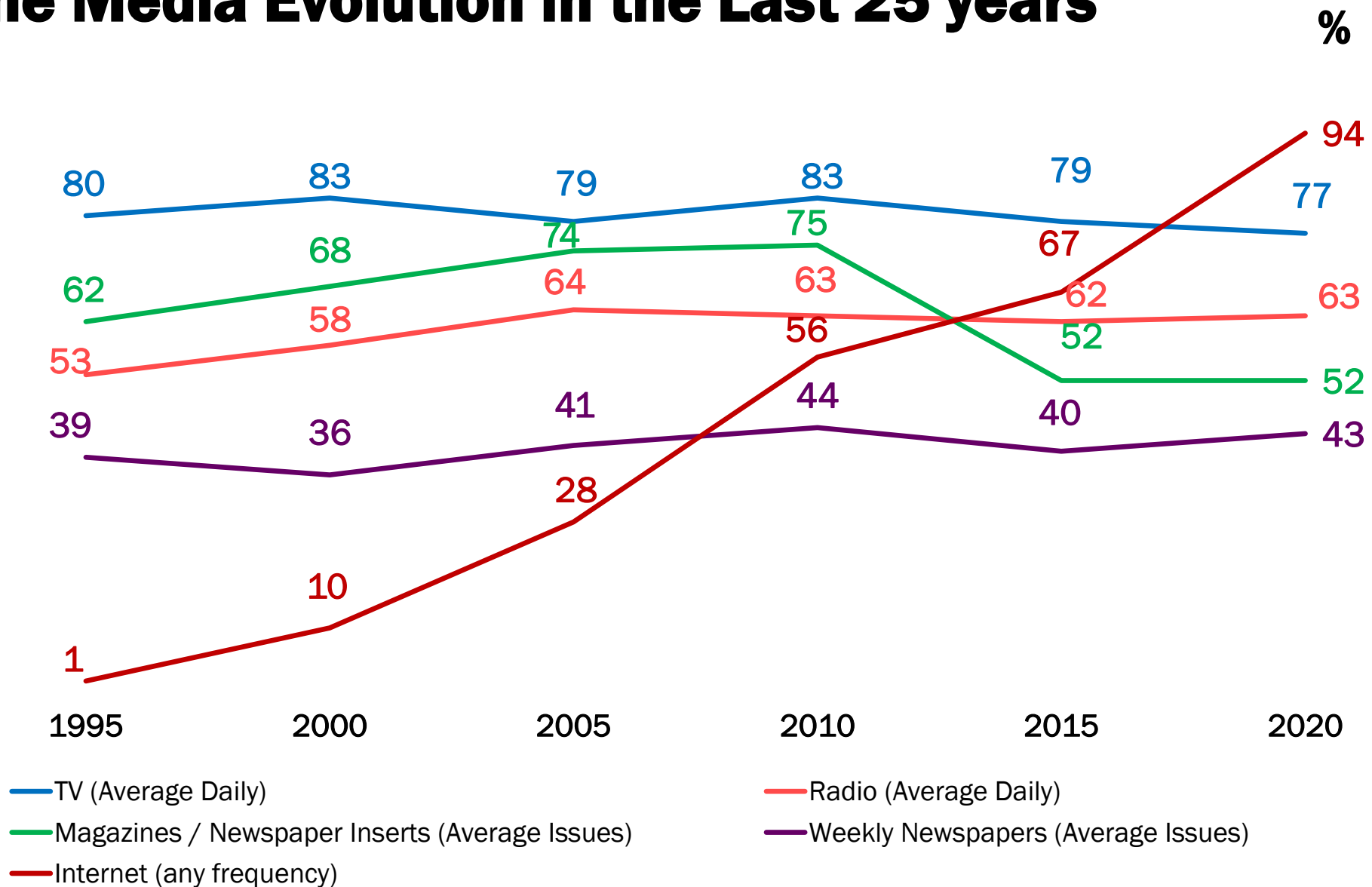


(Women's) recreational "escape"



"It's not exactly a "Medium" : everything in my hand in my own way"

The Media Evolution in the Last 25 years

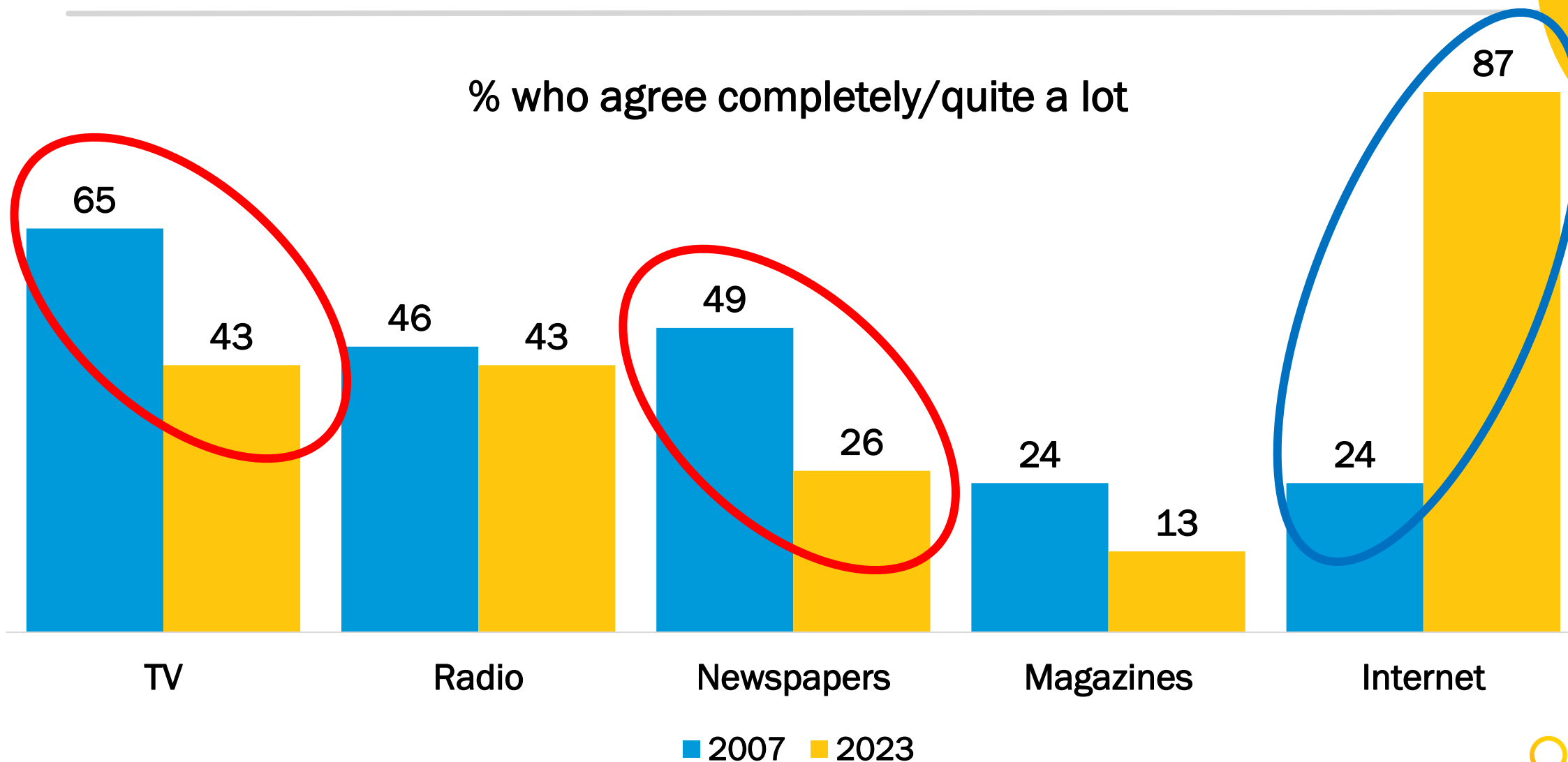




3. The historical relationship with each Medium

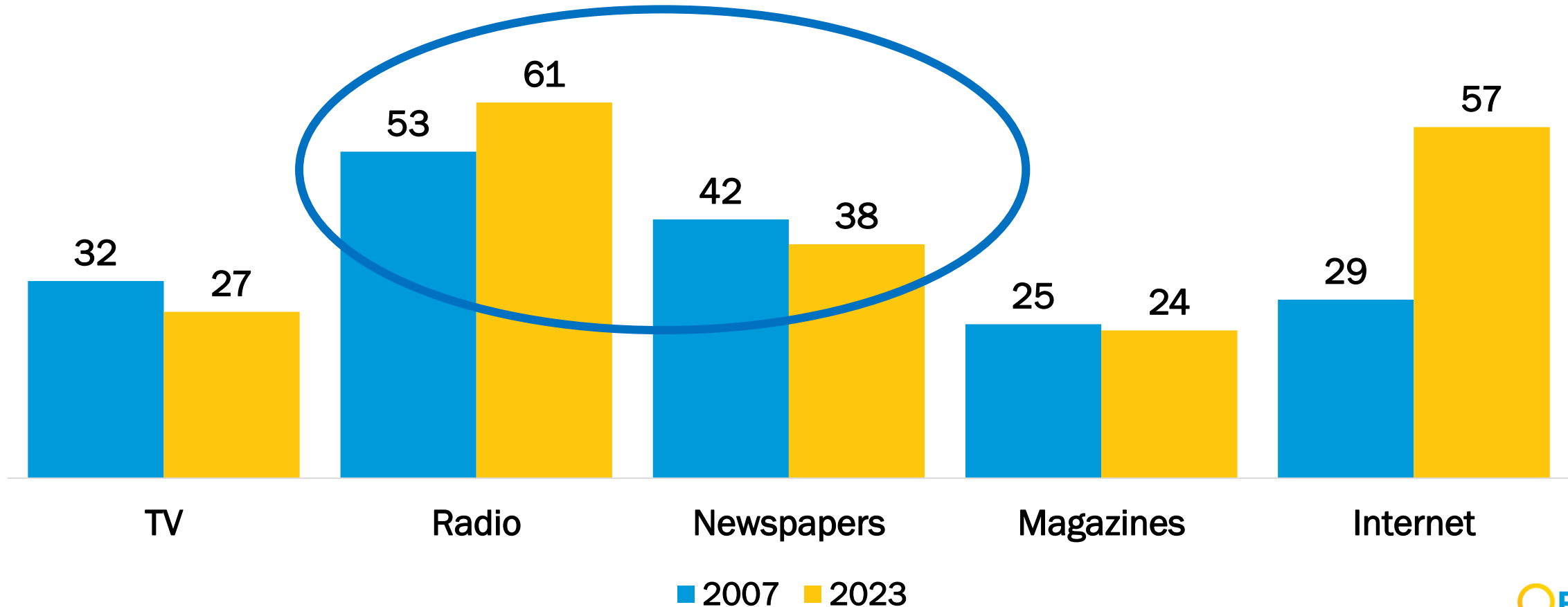
“The Medium I prefer for the news/info”

% who agree completely/quite a lot



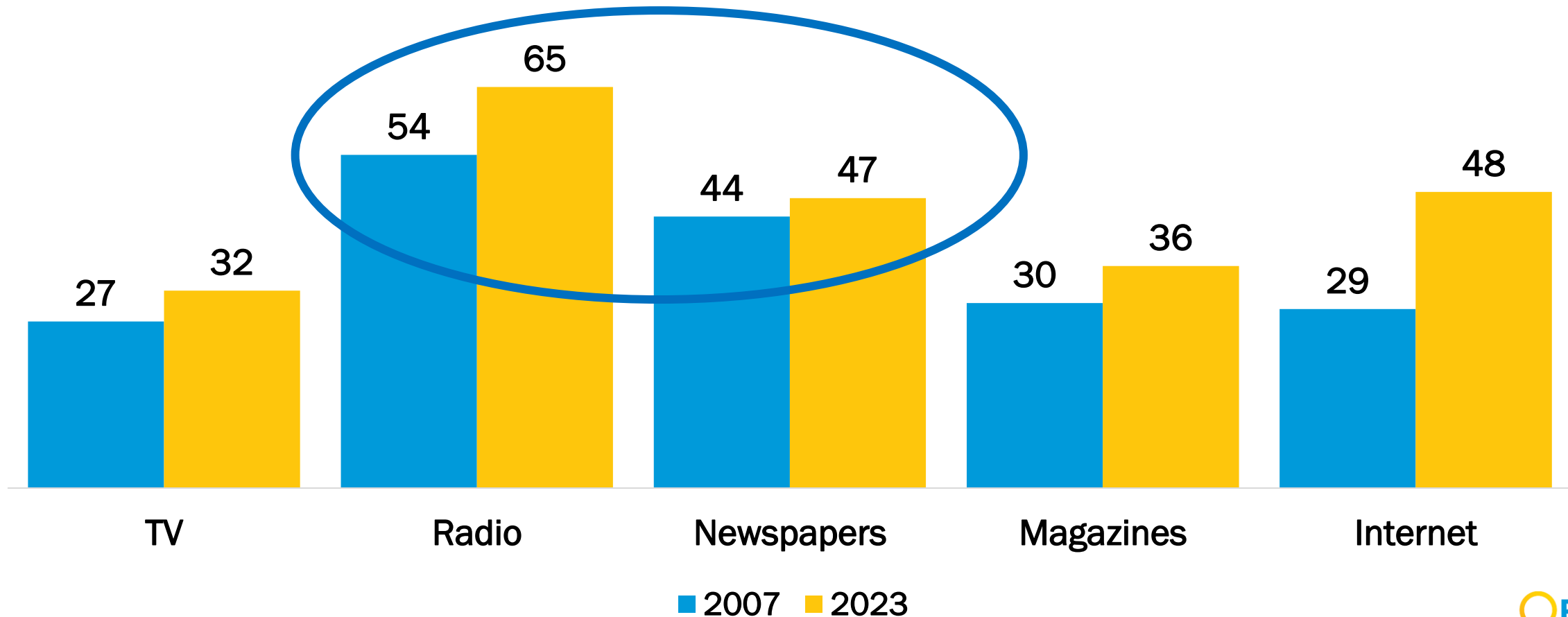
“The Medium I respect/trust/consider reliable”

% who agree completely/quite a lot



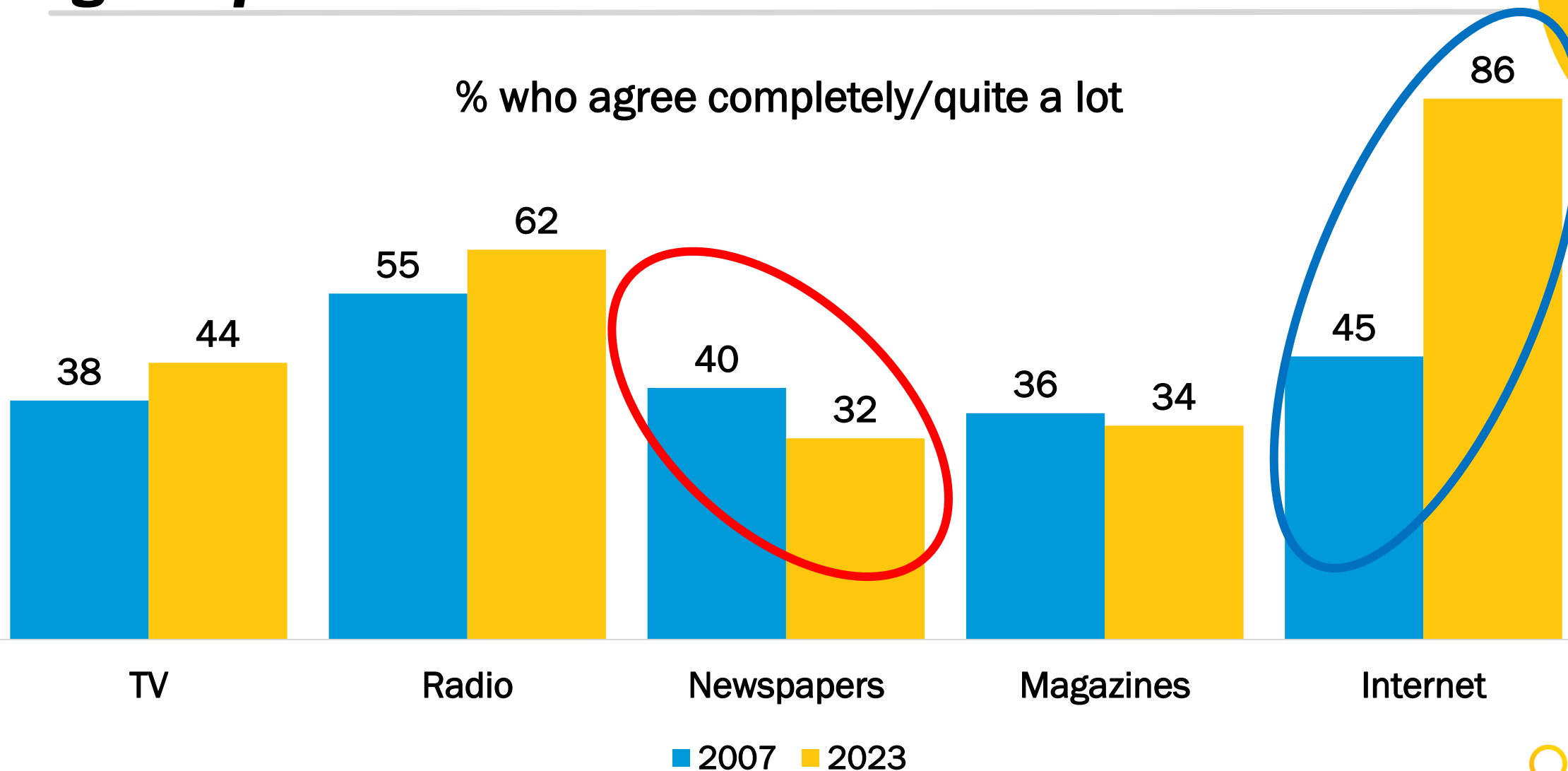
“It is characterised by seriousness & professionalism”

% who agree completely/quite a lot



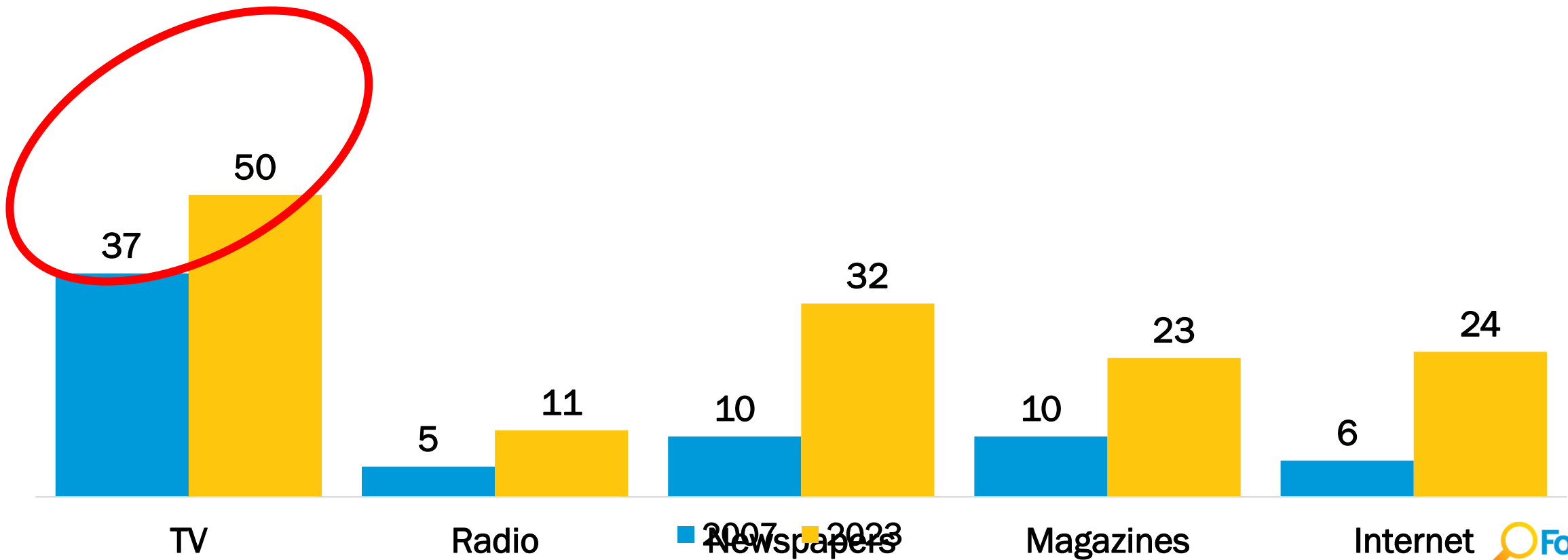
“A Medium that continuously improves/progresses/ gets updated”

% who agree completely/quite a lot



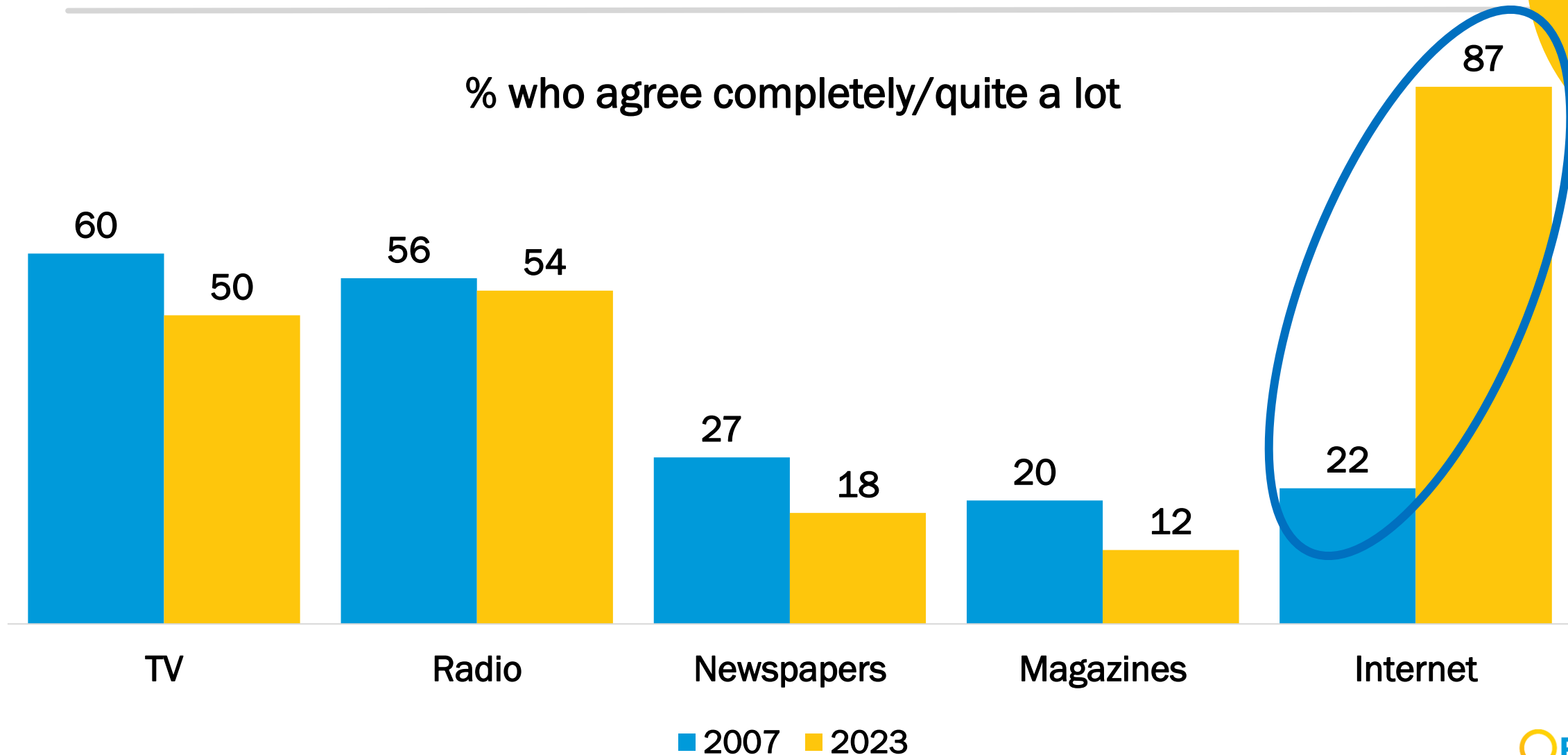
“It creates negative emotions”

% who agree completely/quite a lot



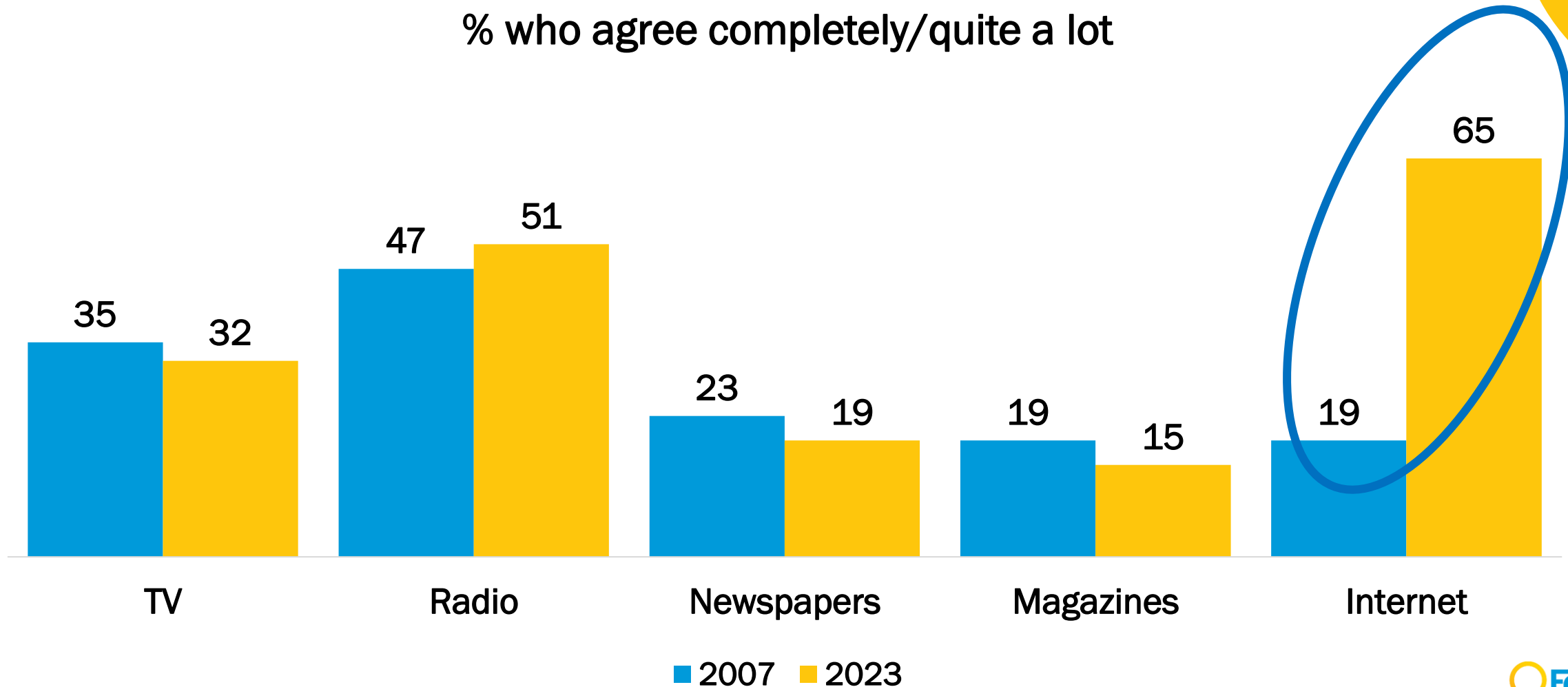
“It is an integral, necessary part of my daily life”

% who agree completely/quite a lot



“It is a Medium that I feel close to / can identify with”

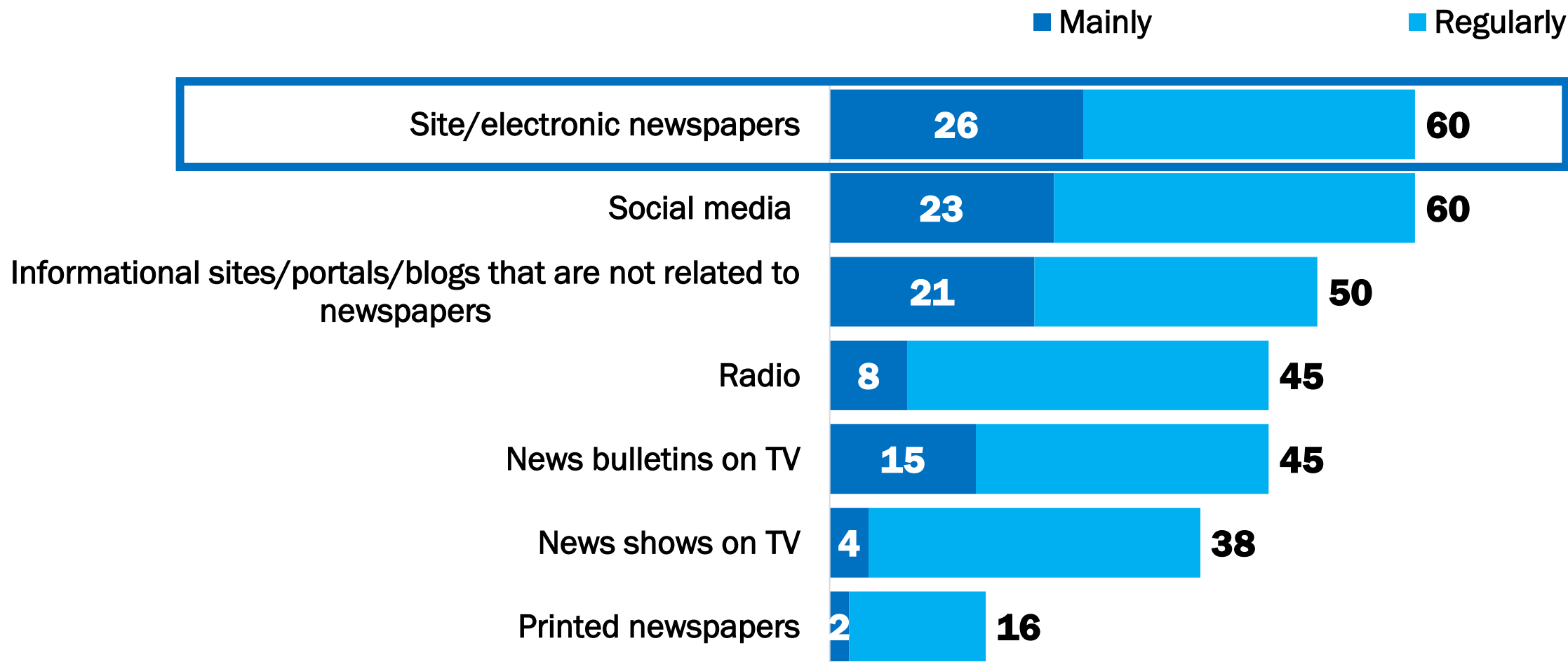
% who agree completely/quite a lot



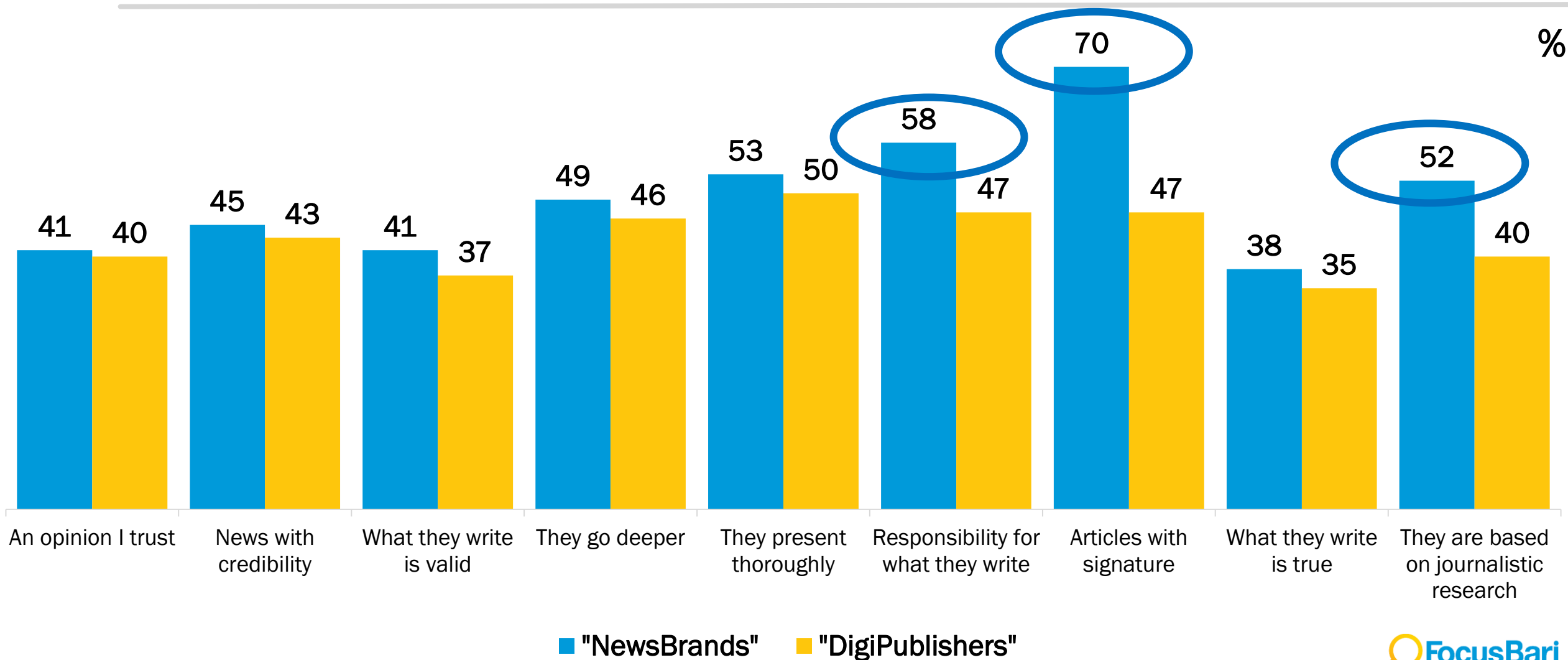


4. The Image of Newspapers/ «News Brands»

"Where do you get the news from..."



«News Brands» vs. «Digi-Publishers»



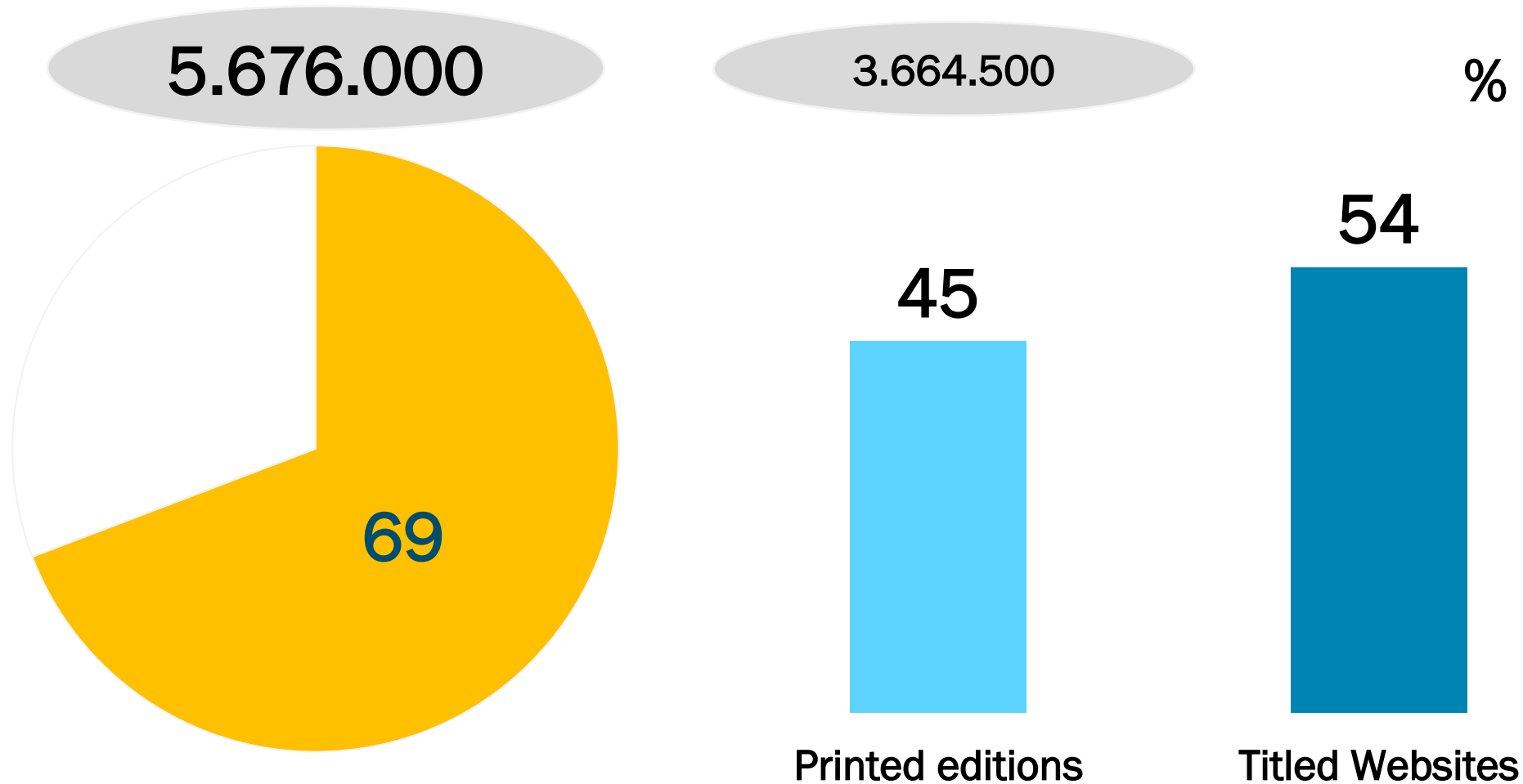
The «Qualitative View»

- Learning the news online only gets a few minutes...
- With constant disruption & "annoyance" from intrusive ads!
- All Media sectors seem to suffer from a negative image, in view of...
- The broader insecurity of the times,...
- The easily consumable information,...
- Which lead to a **need for trust** offered through traditional «**News Brands**»
- The paper format, despite respect, attention & love, cannot compete with digital or electronic instant news



5. The current status of "News Brands"

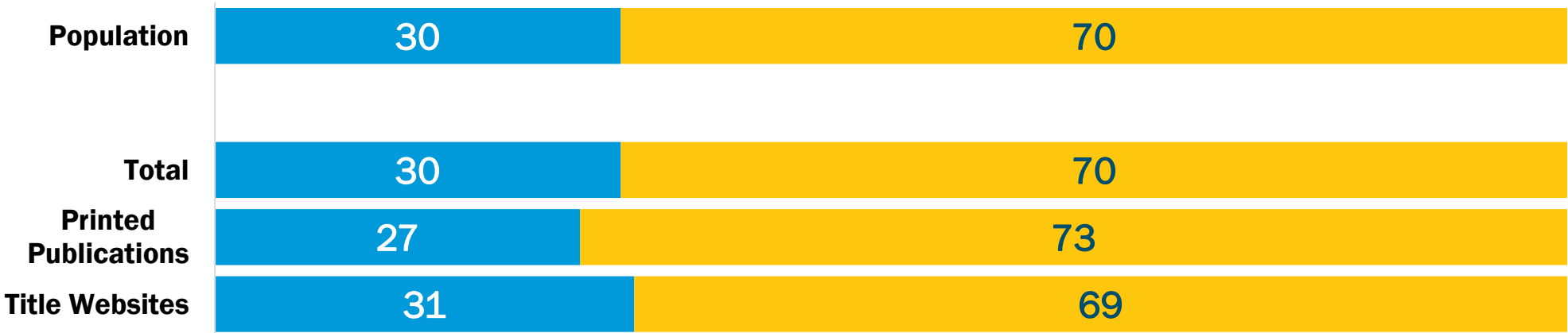
Almost 7 out of 10 Greeks are exposed to at least one News Brand in the Average Issue



News Brands cover both sexes, as well as a broad age spectrum

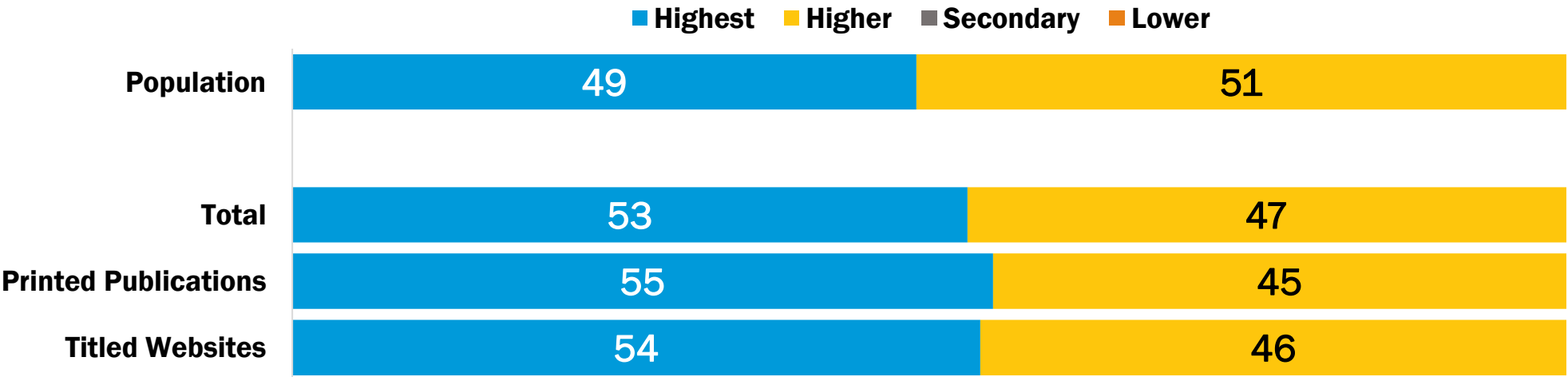
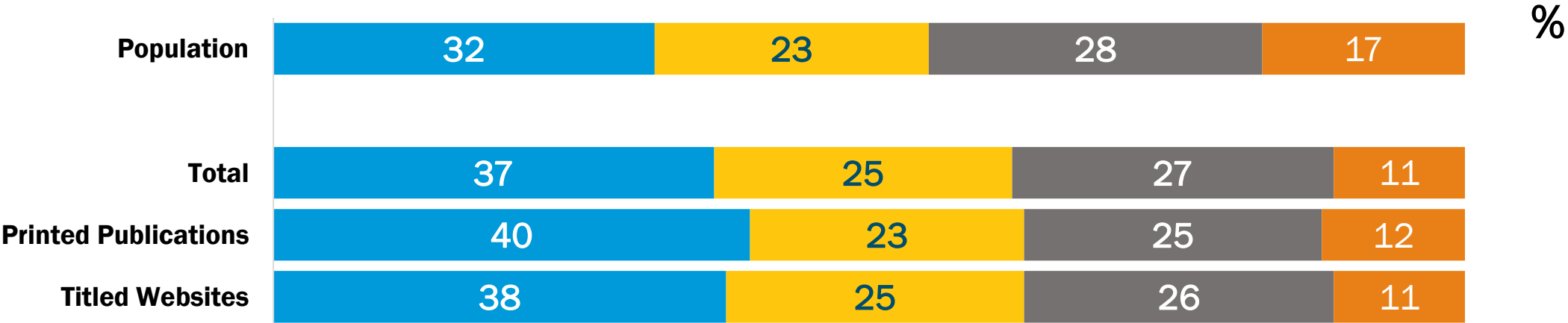


■ Men ■ Women

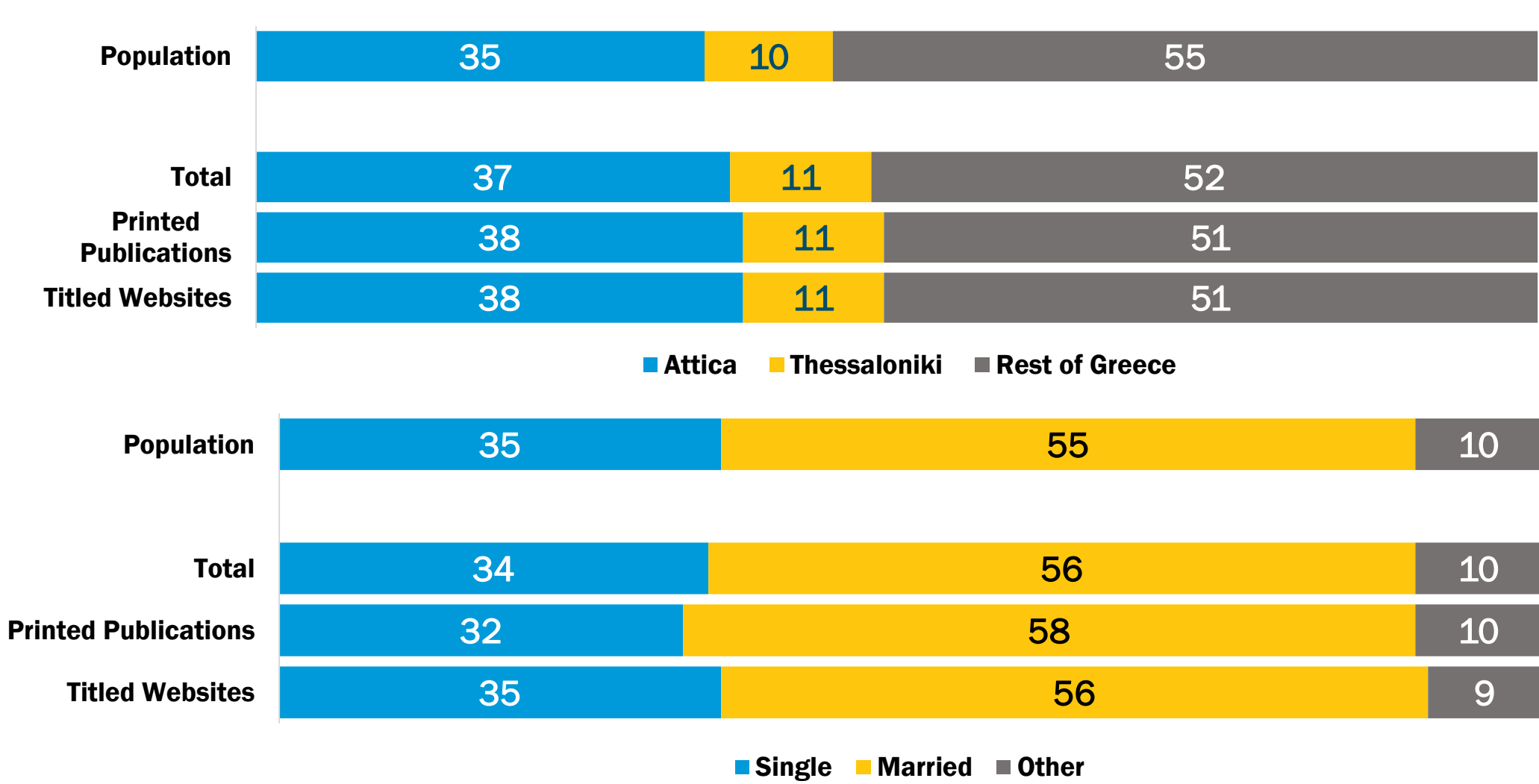
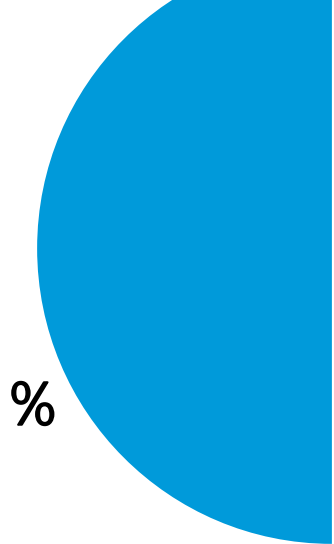


■ aged 13-34 ■ aged 35-74

With a clear leadership in upper education and socio-economic classes

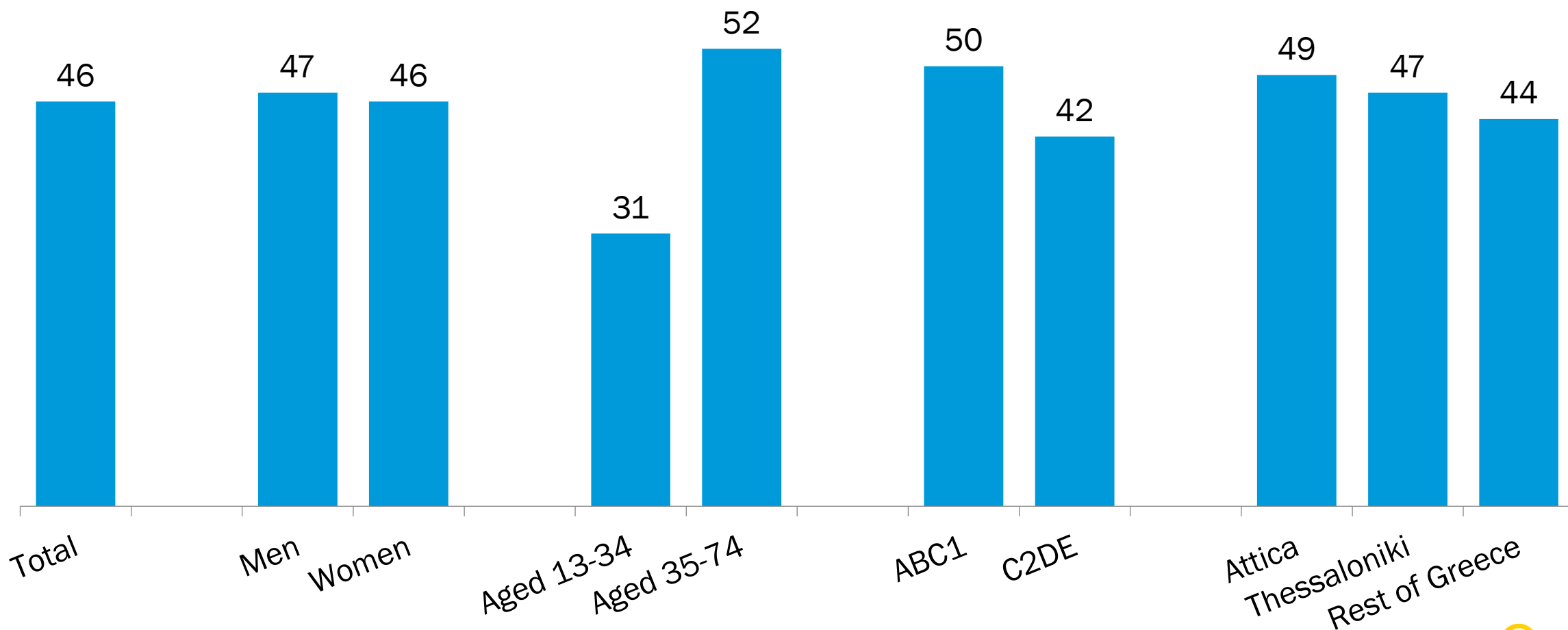


Newsbrands are addressing the whole country and the average Greek household/family



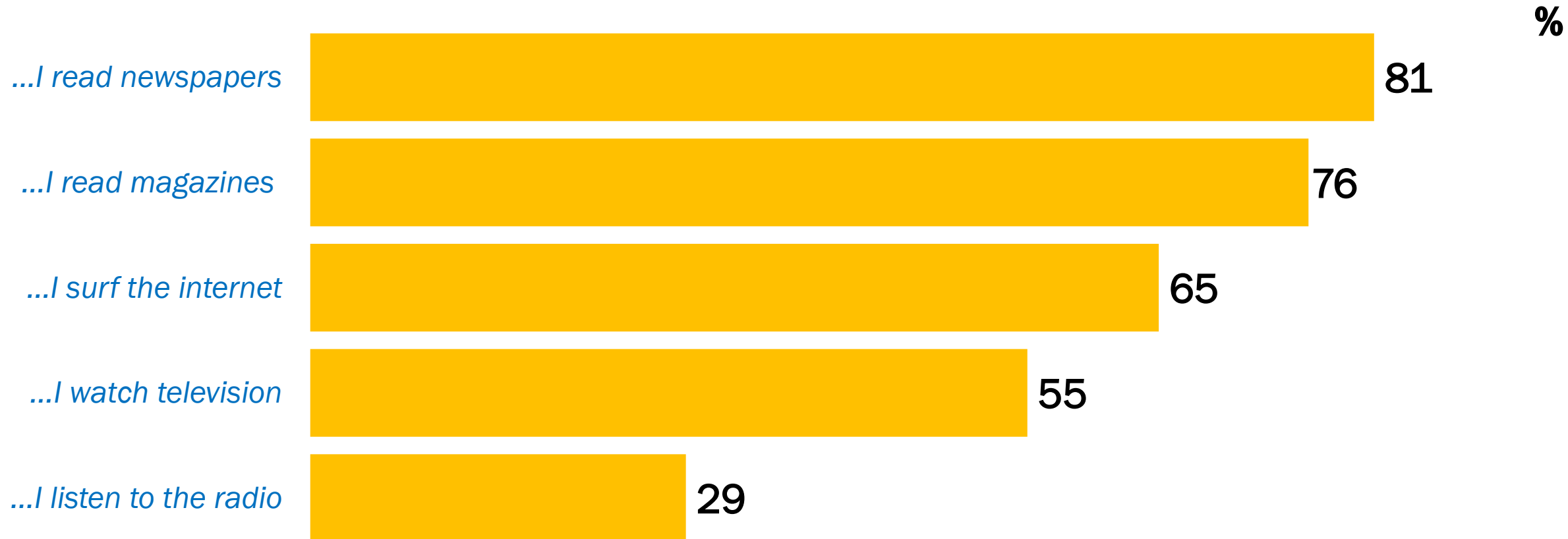
With a huge competitive advantage in extended, focused reading time!

Reading time in minutes



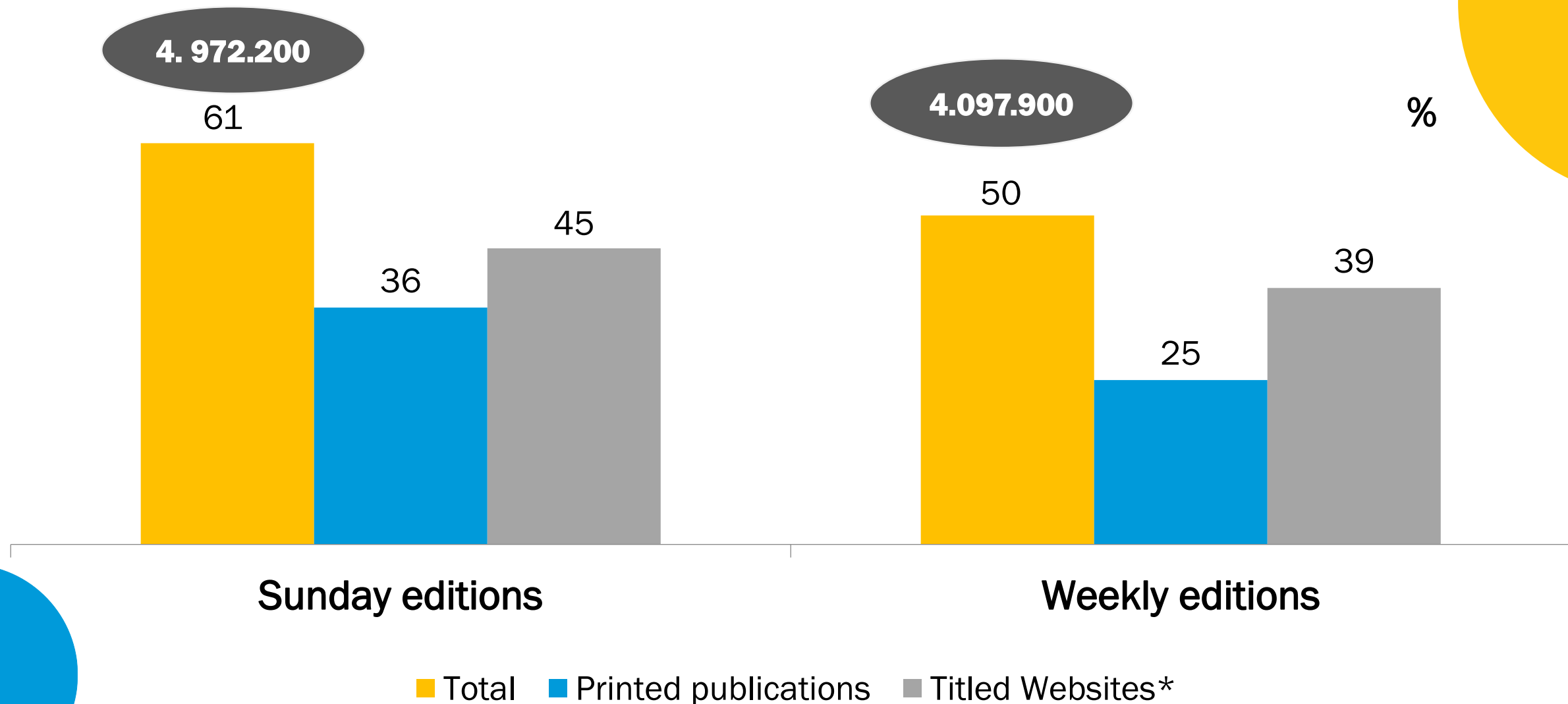
And an even greater advantage as they hold readers' main attention!

"I don't do any side activities when..."



And of the 19% who do something at the same time, 60% pay more attention to the newspaper!

Traditionally, Sunday papers hold a leading position



With strong advertising power! 😊

1 in 2

states that **they have learned about a product** they did not know about because they saw it advertised in a newspaper

4 in 10

state that **their opinion of a product has improved** because they saw it advertised in a newspaper

3 in 10

state that they **have bought** a product because they saw it advertised in a newspaper



6. Closing “Tips”

The Reader is “Phygital” !



54%

Read the
Online
Edition

45%

Read
the
Print
Edition

The 7 Main Highlights

- #1. The entire Media world seems to be facing the challenge of credibility and trust
- #2. The internet has universally penetrated everyday life, mainly via mobile, as a new way of all life aspects
- #3. Newspapers are durable, maintaining satisfactory penetration of the cumulative average issue readership
- #4. Print publications enjoy a significant time focus
- #5. Traditional titles hold the primacy in information
- #6. With majority penetrations as polymorphic "NewsBrands"
- #7. The competitive advantages of the press exist and are a driver of future growth.**



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Thank
you!



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