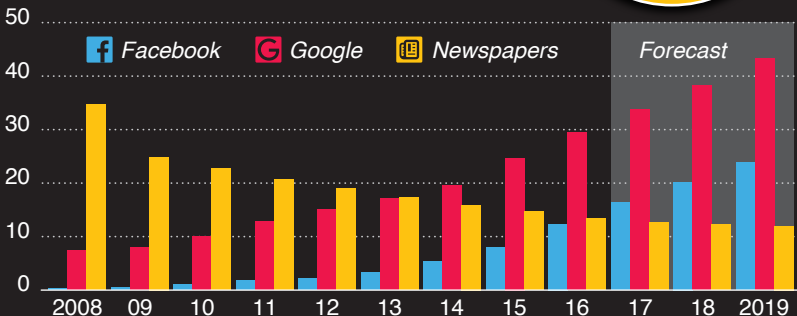


Print media hammered by falling ad revenue

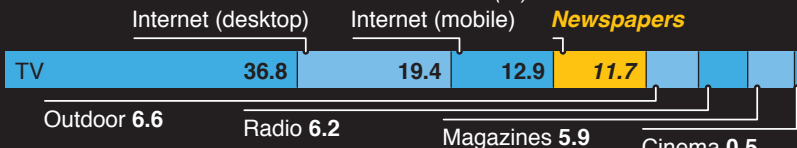
Google and Facebook look set to control 60 percent of the U.S. digital advertising market this year, maintaining their grip on online revenues publishers desperately need as traditional print sales continue to fall

The New York Times and Wall Street Journal saw print advertising revenues fall by more than **20%** in 2016

DIGITAL VS PRINT ADVERTISING SPENDING, U.S. (\$bn)



2017 SHARE OF GLOBAL ADSPEND BY MEDIUM (%)



Picture: Getty Images

Sources: MarketingProfs, ZenithOptimedia, eMarketer, Financial Times

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