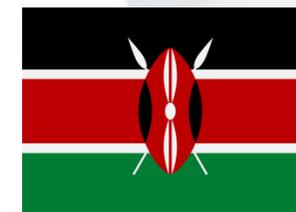


OVERVIEW AND KEY LEARNINGS FROM FIPP2025
REASONS TO BE CHEERFUL!

Lets start with a movie...

- **HUMAN-CURATED CONTENT REMAINS INDISPENSABLE.**
- **AUTHENTICITY, TRUST, AND COMMUNITY ARE THIS INDUSTRY'S CORE VALUES.**
- **MAGAZINE MEDIA CONTINUALLY ADAPTS, BUT ITS ESSENCE PERSISTS.**





FIPP

Hola!/Hello! Magazine - Spain/UK



- Human **STORY** telling and emotional connections are **CENTRAL**
- Community building **DEEPENS** reader **ENGAGEMENT**
- **PRINT** is a powerful **LUXURY** experience

Storytime - The Netherlands



- Take a **BRAND** mindset over the label 'Magazine'
- Embrace an **ECOSYSTEM** approach
- **EDUCATIONAL** mission with clear social purpose
- **PAPER** and **PRINT** have sensory and cognitive benefits over digital
- Form **PARTNERSHIPS** with tech, education and governments to support children's literacy

TIME – USA



- A 102 Yr old 'print' brand being re-invograted
- Dropped paywall to make TRUSTED journalism freely accessible worldwide
- Rapid GLOBAL expansion into LOCAL markets
- EMBRACE AI – 15 partnerships and many tools and agents already in use
- Technology engagement is ESSENTIAL to future sucess

Nation Media Group - Kenya

The slide titled "NMG CASE STUDY" features a central infographic with social media icons and four key initiatives:

- Total reach: 64.2 Million users**
- Website reach: 7.5 Million users**
- 12.5K**
- 56.7**

The initiatives include:

- Nation Photo Festival** → Spotlighting visual arts & photography
- Seeds of Gold** → storytelling for agriculture (crafting cultural + economic narratives)
- NOMA (TV drama)** → investing in local film and storytelling
- Thought-leadership platform** → shaping policy conversations

Other content on the slide includes:

- EVENTS:** INTERNATIONAL WOMEN'S DAY, NMTHER SUMMIT, SKILL UP AFRICA, RAZA YETA, INVESTOR EDUCATION CONFERENCE, SACCO MEMBERS, Mental Wellness Counselling CONFERENCE, NATION HEALTH SUMMIT.
- PODCASTS:** ONE HEALTH, UPGRADE THE RUSTLE, SPEAKING OF GEN Z, MAKE MONEY, NATION, SUNDAY.
- PRODUCT UNBUNDLING:** Business Daily, One Nation, NTV App.

So we have newspapers, TV stations and radio stations,

- **Traditional assets offer MAJOR new revenue opportunities**
- **Build DIRECT relationships with audiences via OWNED platforms**
- **INNOVATE collaboratively to unlock value and adapt to audiences**

5 KEY REASONS TO BE CHEERFUL ;

- PUBLISHERS ARE NO LONGER MAKING BINARY DECISIONS ABOUT PRINT OR DIGITAL**
- AI IS INCREASING THE FOCUS ON TRUST, AUTHENTICITY AND THE VALUE OF BRANDS AND QUALITY CONTENT**
- MANY PUBLISHERS RECOGNISE THAT PRINT OFFERS A LUXURY, LEAN BACK EXPERIENCE THAT READERS AND ADVERTISERS STILL VALUE**
- PUBLISHERS ARE DIVERSIFYING INTO NEW AREAS TO PROTECT THEIR ASSETS AND THE PRINT MAGAZINE IS OFTEN AT THE CORE**
- THE MAGAZINE INDUSTRY IS RESILIENT AND HAS TRANSFORMED ITSELF MANY TIMES OVER 100+ YEARS**

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