



Germany

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EUROPE

# IMPACT OF COVID-19 ON THE MEDIA LANDSCAPE

#COVID19  
#KONTAKTBESCHRÄNKUNG  
#CORONAVIRUS  
#ZUSAMMENGEHENCORONA  
#CORONALOCKDOWN  
#CORONAKRISE  
#CORONAVIRUSDEUTSCHLAND  
#DATENSPENDE

The demand for reputable news portals, newspapers and magazines is higher than ever before and yet many media companies are suffering from the economic consequences of the pandemic. Cancelled events, falling advertising sales and cancellations of already sold ads are causing an 80 percent slump in marketing revenues\*. Many media houses are considering savings and aid programs, reducing print circulation and page counts.

Many media companies are considering applying part-time work for their employees. Business areas that will be affected first are advertising and marketing departments, events, as well as sports and cultural editorial teams especially at local newspapers. Axel Springer announces that no part-time work is yet planned in journalism due to increasing online traffic, as well as other publishers including (Read Article Here: [Süddeutsche Zeitung](#).)

**The need for reliable information through independent media is high. This is shown by the increasing online reach.**

\*according to the Federal Association of Digital Publishers and Newspaper Publishers (BDZV)

## WHAT CAN BE DONE

Crucial to offer “ready-to go” content, instantly publishable:  
**Thought Leadership, by-line articles, alerts with infographics, video, imagery.**

Constantly **monitor** how COVID-19 impacts the market and develop the best strategy for our clients and the media.

Be highly **relevant**.

### Media Struggles

Flood of (breaking) news and fake news.  
Unpredictable events.  
Editorial offices are empty.

“Even less time to consider a pitch, review products, conduct interviews and disseminate the news.”

## SOME GOOD NEWS

[Media houses sell more digital subscriptions.](#)

[The growing need for information results in significant growth in online visits.](#)

[The decline in magazine advertising is less drastic.](#)

[“Lean-Back” magazines such as philosophy, guidebooks, business & politics magazines continue to perform well while sports or travel titles are experiencing difficulties.](#)

[Younger generations are returning to television.](#)