



## Media Relations Update

April 16, 2020

As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on the most significant updates as it relates to COVID-19 and how this crisis is impacting public affairs. We are here for you and send you well wishes and safety during these trying times.

### Subscriptions and Paywalls: The Steady Rise in Media Value

More people are paying for media than ever before, especially news and entertainment, says a [new report by the World Economic Forum](#). Since growing numbers are willing to pay for media, companies are more likely to develop content that is registration and payment worthy. Interestingly, the report found that younger people are twice as likely to pay for news as those over the age of 55. Teens and young adults came of age in the streaming era and are quite used to paying for music, entertainment, and news streaming services popularized in recent years. The report also noted that 53% of people they surveyed expressed willingness to pay for news and 70% said they were likely to pay for entertainment outside of cable television bills in the future. These numbers forecast continual growth in paid-subscription media and the rise in media “value” among consumers: “the value and integrity of media has never been more relevant,” the WEF report says.

An unintended consequence of media’s increasing value, however, is the potential for “information inequality,” notes the WEF. Since lower-income families are often unable to pay for news, they may be left out of the paid-for information bubble that others have access to.

Proportion of consumers registering for media services, free and paid combined  
Expressed as % registering

