

Q4 Update  
2020

Global Digital Subscription

# Snapshot





# Welcome to the Q4 2020 update of the Global Digital Subscriptions Snapshot!

Welcome to the fourth and final update of the FIPP / CeleraOne Global Digital Subscriptions Snapshot for 2020.

When we started the year, we could never have anticipated the importance of this report, given the dramatic impact of the global coronavirus crisis on digital subscriptions. The combination of global audiences with a thirst for the latest news on the pandemic, coupled with mass working from home, has seen a boom in numbers beyond anything we could have predicted.

Our Snapshot is led once again by the New York Times, the perennial leader in this space. In the three quarters of results reported this year, they have added a million subscribers. Staggeringly, revenue from digital subscriptions in just these nine months almost equalled the total for 2019.

But this report has never just been about the NYT. It continues to show excellent growth across the board. The Telegraph, one of the UK's leading daily papers, reports single quarter growth of nearly 8%. In the US, the Boston Globe reports 32% growth in just six months. Everywhere, we see growth in numbers, particularly in those reporting group data, such as Schibsted and Tamedia.

There is also the very welcome update from Condé Nast, which should give pause for thought for magazine publishers that have yet to enter this space. Across Wired, the New Yorker and Vanity Fair, they are reporting significant numbers of digital subscribers, almost half a million in aggregate. If there was any doubt that this model can work for magazine brands, that must surely have disappeared.

We're delighted to welcome a number of new titles to the list for the first time. Joining Vanity Fair are Japan's Nikkei Asia Review and a couple of brands from Germany, KN Mobil and Allgemeine Zeitung. They join an ever-growing list of media businesses across the world in recognising that paid content is the future of the industry.

Beyond the publishing world, the explosive growth of Disney+ continued this quarter, with the House of Mouse adding another 20% to their subscriber base. A number of other video streaming services reported double-digit growth in the last three months, suggesting there is plenty of opportunity still in this market. It is the same story in music streaming, with market leader Spotify adding another 6m subscribers this term.

The next update to the Snapshot, due early in 2021, will include a big update to the data and a number of insight pieces looking at different case studies of success in this space. If you're not already signed up to the FIPP newsletter, I recommend you do so now to ensure you don't miss it.

Thanks for reading and see you in 2021!

**James Hewes**  
President and CEO, FIPP



## Publisher Title Data 1/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	New York Times	6,100,000	2020 Q4	<a href="#">Source</a>	7%	USD 2 / week
USA	Washington Post (~1)	3,000,000	2020 Q4	<a href="#">Source</a>	50%	USD 60 / year
USA	Wall Street Journal	2,350,000	2020 Q4	<a href="#">Source</a>	6.8%	USD 38.99 / month
USA	The Informer	2,100,000	2019 Q3	<a href="#">Source</a>	no change	USD 19.99 / year
UK	Financial Times	1,100,000	2020 Q1	<a href="#">Source</a>	no change	GBP 33 / month
USA	The Athletic	1,000,000	2020 Q3	<a href="#">Source</a>	no change	GBR 7.99 / month
UK	Guardian (members + subs)	790,000	2020 Q3	<a href="#">Source</a>	no change	Not applicable
Japan	Nikkei.com	767,978	2020 Q2	<a href="#">Source</a>	no change	JPY 4277 / month
UK/Global	Economist App (legacy + new)	515,680	2020 H1	<a href="#">Source</a>	no change	GBR 55 / quarter
China	Caixin	510,000	2020 H1	Publisher	no change	RMB 58 / month
Germany	Bildplus	493,646	2020 Q4	<a href="#">Source</a>	0.89%	EUR 7.99 / month
UK	The Times/Sunday	337,000	2020 Q4	<a href="#">Source</a>	0.29%	GBP 26 / month
UK	The Telegraph	320,000	2020 Q3	<a href="#">Source</a>	7.8%	GBP 76 / year
France	Le Monde	300,000	2020 Q2	<a href="#">Source</a>	no change	EUR 9.99/month
Italy	Corriere della Sera	300,000	2020 Q1	<a href="#">Source</a>	100% **	EUR 9.99 / month
USA	The Atlantic	300,000	2020 Q3	<a href="#">Source</a>	no change	USD 49.99 / year
USA	Boston Globe	270,000	2020 Q4	<a href="#">Source</a>	31.7%	USD 27.72 / 4 week
UK	The Guardian (subscribers)	265,000	2019 Q4	<a href="#">Source</a>	no change	£11.99 / month
Argentina	La Nación	260,000	2020 Q1	<a href="#">Source</a>	no change	ARS 320 / month
Argentina	Clarín	260,000	2020 Q2	<a href="#">Source</a>	no change	ARS 340 / month

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\*Figures in the % Changes column reflect changes since our last report. As not all entities release information periodically, the basis for comparison may span multiple quarters and should not be viewed as a measure on period on period performance.

\*\* Change figures based on publishers data and not in comparison to last report

## Publisher Title Data 2/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
France	L'Equipe	258,816	2020 Q1	<a href="#">Source</a>	no change	EUR 9.99 / month
USA	LA Times	253,000	2020 Q3	<a href="#">Source</a>	no change	USD 4 / week
Sweden	Aftonbladet	250,000	2018 Q4	<a href="#">Source</a>	no change	SEK 99 / month
Poland	Gazetta Wyborcza	240,000	2020 Q1	<a href="#">Source</a>	no change	PLN 19.99 / month
USA	The New Yorker	240,000	2020 Q4	<a href="#">Source</a>	43.39%	USD 99.99 / year
Brazil	Folha de São Paulo	236,000	2020 Q1	<a href="#">Source</a>	no change	BRL 19,90 / month
Sweden	Dagens Nyheter	208,000	2020 Q4	<a href="#">Source</a>	-6.3%	SEK 119 / month
USA	Business Insider	200,000	2020 Q3	<a href="#">Source</a>	no change	USD 12.95 / month
France	Mediapart	170,000	2020 Q1	<a href="#">Source</a>	no change	EUR 11 / month
Norway	Verdens Gang (VG)	150,000	2020 Q1	<a href="#">Source</a>	no change	NOK 39 / week
USA	Wired	142000	2020 Q4	<a href="#">Source</a>	42%	GBP 1.99 / month
Canada	The Globe and Mail	139,000	2020 Q2	pvc digest	no change	CAD 6.99 / month
Germany	Weltplus	131,739	2020 Q4	<a href="#">Source</a>	0.68%	EUR 9.99 / month
Norway	Aftenposten	119,000	2020 Q1	<a href="#">Source</a>	no change	NOK 279 / month
France	Le Figaro	110,000	2018 Q4	<a href="#">Source</a>	no change	EUR 9.90 / month
Finland	Helsingin Sanomat	100,000	2019 Q3	<a href="#">Source</a>	no change	EUR 17.99 / month
Norway	Dagbladet Pluss	100,000	2020 Q1	<a href="#">Source</a>	no change	NOK 55 / week
USA	Chicago Tribune	100,000	2019 Q2	<a href="#">Source</a>	no change	USD 3.99 / week
USA	Minneapolis Star Tribune	100,000	2020 Q2	<a href="#">Source</a>	no change	USD 3.79 / week
Japan	NewsPicks	98,334	2019 Q1	<a href="#">Source</a>	no change	JPY 1500 / month

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## Publisher Title Data 3/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	Vanity Fair	96000	2020 Q4	<a href="#">Source</a>	new entry	USD 29.99 / year
Sweden	Expressen	90,000	2020 Q2	<a href="#">Source</a>	no change	SEK 69 / month
New Zealand	New Zealand Herald	82,000	2020 Q4	<a href="#">Source</a>	17.14%	NZD 5 / week
UK	Mail+	80,000	2020 Q1	<a href="#">Source</a>	no change	GBP 10.99 / month
Sweden	Svenska Dagbladet	77,000	2019 Q2	<a href="#">Source</a>	no change	SEK 199 / month
USA	Seattle Times	71,000	2020 Q4	<a href="#">Source</a>	9.23%	USD 3.99 / week
Germany	SZ Plus	66,889	2020 Q4	<a href="#">Source</a>	7.76%	EUR 9.99 / month
Spain	El Pais	64,000	2020 Q3	<a href="#">Source</a>	no change	EUR 10 / month
UK	Tortoise	62,000	2020 Q3	<a href="#">Source</a>	47.7%	GBR 100 / year
Germany	FAZ+	61,996	2020 Q3	<a href="#">Source</a>	6.33%	EUR 4.95 / week
Netherlands	De Correspondent	60,000	2018 Q3	<a href="#">Source</a>	no change	User defined
Slovakia	Dennik N	60,000	2020 Q4	<a href="#">Source</a>	6.34%	EUR 6.99 / month
USA	Slate+	60,000	2020 Q1	<a href="#">Source</a>	no change	USD 59.99 / year
Spain	El Diario	56,000	2020 Q3	<a href="#">Source</a>	no change	EUR 8 / month
France	Les Echos	50,500	2020 Q1	<a href="#">Source</a>	no change	EUR 18 / month
Spain	El Mundo	50,000	2020 Q3	<a href="#">Source</a>	no change	EUR 69 / year
Netherlands	The Correspondent	45,888	2019 Q1	<a href="#">Source</a>	no change	User defined
Spain	Ara	45,000	2020 Q1	<a href="#">Source</a>	no change	EUR 9.99 / month
USA	Dallas Morning News	40,000	2020 Q1	<a href="#">Source</a>	no change	USD 3.99 / week
Switzerland	Neue Zürcher Zeitung	39,000	2019 Q3	<a href="#">Source</a>	no change	EUR 10 / month

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## Publisher Title Data 4/4

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Argentina	La Voz del Interior	38,744	2020 Q1	Publisher	7.6%	ARS 305 / month
Austria	Kleine Zeitung	32,700	2019 Q2	<a href="#">Source</a>	no change	EUR 12.99 / month
Austria	Die Presse	32,000	2020 Q4	<a href="#">Source</a>	3.23%	EUR 24 / quarter*
Canada	Toronto Star	32,000	2020 Q2	<a href="#">Source</a>	no change	CAD 19.99 / month
Sweden	The Local	30,000	2020 Q4	<a href="#">Source</a>	15.38%	SEK 49 / month
Germany	Heise+	29,000	2020 Q2	pv digest	no change	EUR 9.95 / month
Japan	Nikkei Asia Review	28122	2020 Q4	Publisher	new entry	USD 13.99 / month
Switzerland	Republik	26,000	2020 Q3	<a href="#">Source</a>	no change	CHF 240 / year
USA	Quartz	21000	2020 Q3	<a href="#">Source</a>	no change	USD 99.99 / year
Denmark	Zetland	20,000	2019 Q2	<a href="#">Source</a>	no change	DKK 10 / week
Germany	KN Mobil	19714	2020 Q4	<a href="#">Source</a>	new entry	EUR 2.49 / week
Spain	La Voz de Galicia	17,000	2020 Q2	<a href="#">Source</a>	no change	EUR 4.95 / month
Germany	Algemene Zeitung +	15,286	2020 Q4	<a href="#">Source</a>	new entry	EUR 9.99 / month
Spain	Infolibre	12,000	2020 Q3	<a href="#">Source</a>	no change	EUR 6 / month
Switzerland	Le Temps	6,900	2019 Q3	Publisher	no change	CHF 25 / month

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## Publisher Group Data

Country	Title	Subscribers	Reported	Source	%Change*	Cost
USA	Dow Jones	2,500,000	2020 Q2	<a href="#">Source</a>	no change	USA
USA	Gannett	1,030,000	2020 Q3	<a href="#">Source</a>	3%	USA
Norway	Schibsted	830,000	2020 Q4	<a href="#">Source</a>	3.75%	Norway
Japan	Nikkei	822,102	2020 Q2	<a href="#">Source</a>	no change	Japan
Australia	NewsCorp Australia	685,200	2020 Q4	<a href="#">Source</a>	no change	Australia
Germany	Axel Springer	625,385	2020 Q4	<a href="#">Source</a>	0.85%	Germany
USA	Tribune	427,000	2020 Q4	<a href="#">Source</a>	1.9%	USA
Norway	Amedia	258,000	2019 Q3	<a href="#">Source</a>	no change	Norway
France	Groupe Figaro	175,000	2020 Q2	pv digest	no change	France
Switzerland	Tamedia	120,000	2020 Q4	Publisher	9%	Switzerland
Sweden	MittMedia	95,000	2020 Q2	pv digest	17.3%	Sweden
UK	Immediate Media	63,201	2020 Q1	<a href="#">Source</a>	no change	UK
Germany	NOZ Media	45,000	2020	<a href="#">Source</a>	no change	Germany
Spain	Vocento	40,000	2020 Q1	pv digest	no change	Spain

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## Video Streaming Data 1/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Netflix	195,200,000	2020 Q4	<a href="#">Source</a>	1%	USD 7.99 / month
Global	Amazon Prime Video (~1)	150,000,000	2020 Q2	<a href="#">Source</a>	no change	USD 8.99 / month
China	Tencent Video	120,000,000	2020 Q4	<a href="#">Source</a>	7.1%	RMB 19 / month
China	iQiyi	119,000,000	2020 Q2	<a href="#">Source</a>	no change	RMB 19 / Month
China	Youku	90,000,000	2020 Q2	<a href="#">Source</a>	no change	RMB 19 / month
USA	Disney+ **	73,300,000	2020 Q4	<a href="#">Source</a>	21.2%	USD 6.99 / month
SE Asia	Viu	41,400,000	2020 Q1	<a href="#">Source</a>	no change	INR 99 / month
India	Alt Balaji	40,000,000	2020 Q4	<a href="#">Source</a>	no change	INR 300 / year
USA	Hulu	36,600,000	2020 Q4	<a href="#">Source</a>	3%	USD 5.99 / month
India	Eros Now	36,200,000	2020 Q4	<a href="#">Source</a>	3.1%	INR 99 / month
USA	Youtube Premium	30,000,000	2020 Q4	<a href="#">Source</a>	50%	USD 11.99 / month
India	Disney+ Hotstar	18,500,000	2020 Q4	<a href="#">Source</a>	214%	INR 399 / year
USA	CBS OTT/Showtime	17,900,000	2020 Q4	<a href="#">Source</a>	10.5%	USD 10.99 / month
USA	Starz/StarzPlay/Pantaya	13,700,000	2020 Q4	<a href="#">Source</a>	20.2%	Varies (Group)
USA	HBO Max	12,700,000	2020 Q4	<a href="#">Source</a>	309%	USD 14.99 / month
USA	ESPN+	10,300,000	2020 Q4	<a href="#">Source</a>	21.2%	USD 5.99 / month
US	Apple TV	10,000,000	2020Q2	<a href="#">Source</a>	no change	USD 4.99 / month
Global	DAZN	8,000,000	2020 Q1	<a href="#">Source</a>	no change	USD 19.99 / month
S. Korea	Pooq	4,000,000	2019 Q1	<a href="#">Source</a>	no change	USD 6.99 / month
Taiwan	Catchplay	3,000,000	2019 Q2	<a href="#">Source</a>	no change	IDR 45,000 / mo.

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\*\* Disney+ subscriber number includes Disney+ Hotstar subscriptions



## Video Streaming Data 2/2

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Global	Crunchyroll	3,000,000	2020 Q3	<a href="#">Source</a>	no change	USD 7.99 / month
Canada	Crave	2,800,000	2020 Q3	<a href="#">Source</a>	no change	CAD 9.99 / month
Nordic	Viaplay	2,716,000	2020 Q4	<a href="#">Source</a>	8.2%	SEK 109 / month
Latam	Claro video	2,670,000	2019	<a href="#">Source</a>	21.3%	MXN 69 / month
USA	Sling TV	2,460,000	2020 Q4	<a href="#">Source</a>	9.3%	USD 30 / month
Australia	Stan	2,200,000	2020 Q4	<a href="#">Source</a>	10%	AUD 10.00 / month
Australia	Foxtel Now	2,000,000	2020 Q4	<a href="#">Source</a>	-9.9%	AUD 25.00 / month
UK	Now TV	2,000,000	2019 Q3	<a href="#">Source</a>	no change	GBP 7.99 / month
Ger/Neth	RTL	1,790,000	2020 Q2	<a href="#">Source</a>	1.1%	Varies
Italy	Timvision	1,500,000	2018 Q3	<a href="#">Source</a>	no change	EUR 4.99 / month
USA/UK	Britbox	1,500,000	2020 Q4	<a href="#">Source</a>	50%	USD 6.99 / month
EU	Eurosport Player	1,400,000	2018 Q2	<a href="#">Source</a>	no change	GBP 6.99 / month
Spain/ Latam	Telefonica/Movistar	1,400,000	2020 Q3	<a href="#">Source</a>	new entry	varies
N. America	Acorn TV	1,000,000	2020 Q2	<a href="#">Source</a>	no change	USD 5.99 / month
Mexico	Blim	900,000	2019	<a href="#">Source</a>	no change	MXN 109 / month
Australia	Fetch	760,000	2019 Q4	<a href="#">Source</a>	no change	AUD 6.00 / month
Turkey	BluTV	500,000	2019 Q4	<a href="#">Source</a>	no change	EUR 5.90 / month
UK	ITV Hub Premium	400,000	2020 Q1	<a href="#">Source</a>	no change	GBP 3.99 / month

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## Music Streaming Data

Country	Title	Subscribers	Reported	Source	%Change*	Cost
Spotify	144,000,000	2020 Q4	<a href="#">Source</a>	4.3%	GBR 9.99 / month	Spotify
Apple Music	68,000,000	2020 Q2	<a href="#">Source</a>	no change	USD 9.99 / month	Apple Music
Amazon Prime Music	55,000,000	2020 Q1	<a href="#">Source</a>	no change	USD 9.99 / month	Amazon Prime Music
Tencent Music (Group)	51,700,000	2020 Q4	<a href="#">Source</a>	9.8%	Varies	Tencent Music (Group)
Sirius Xm	34,400,000	2020 Q4	<a href="#">Source</a>	0.3%	USD 13 / month	Sirius Xm
Youtube Music Premium	30,000,000	2020 Q4	<a href="#">Source</a>	50%	USD 11.99 / month	Youtube Music Premium
Deezer	7,000,000	2018	<a href="#">Source</a>	no change	USD 9.99 / month	Deezer
Pandora	6,300,000	2020 Q3	<a href="#">Source</a>	no change	USD 9.99 / month	Pandora
Tidal	3,000,000	2017	<a href="#">Source</a>	no change	USD 9.99 / month	Tidal
Anghami	1,000,000	2019 Q3	<a href="#">Source</a>	no change	USD 4.99 / month	Anghami
LiveXLive	932,000	2020 Q4	<a href="#">Source</a>	13.7%	USD 3.99 / month	LiveXLive
Soundcloud Go	100,000	2019	<a href="#">Source</a>	no change	USD 4.99 / month	Soundcloud Go
Primephonic	50,000	2019 Q2	<a href="#">Source</a>	no change	USD 7.99 / month	Primephonic

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\*\* Overlap with Youtube music service.



FIPP connects global media and represents content-rich companies or individuals involved in the creation, publishing or sharing of quality content to audiences of interest. FIPP exists to help its members develop better strategies and build better businesses by identifying and communicating emerging trends, sharing knowledge, and improving skills, worldwide.

[www.fipp.com](http://www.fipp.com)



CeleraOne provides cutting-edge technologies for paid content, identity management and user segmentation. It supports publishers to implement paywalls, registration walls, data walls and personalisation strategies. Clients include Axel Springer, Neue Zürcher Zeitung, Süddeutsche Zeitung, Zeit Online and many more websites.

[www.celeraone.com](http://www.celeraone.com)

With special thanks to Markus Schöberl of [pv-digest](#) for his assistance with compiling data for this report.

## Methodology

### How was the data collected?

FIPP used propriety survey data as well as publicly available data to compile this report. Due to the use of publicly available sources, we cannot guarantee the accuracy or recency of the figures reported. The sources of our data is specified within the tables. Prices shown may be influenced by geolocation and dynamic pricing practices.

### Why is my title, group or country not included?

We have tried to be as comprehensive as possible in sourcing data, but due to our reliance on publicly available data, this report should not be viewed as an exhaustive list. Should you wish to be included in future reports, please register your interest by e-mail [Sylkia@fipp.com](mailto:Sylkia@fipp.com).

### Why did you not include print and digital combinations?

We are aware that many publishers are enjoying tremendous success with packages which include both print and digital subscriptions. Owing to a lack of reporting on print and digital subscription bundles in the market, limited data is available for publication. Should you wish to submit such data for inclusion in future reports you are welcome to do so, please register your interest by e-mail [Sylkia@fipp.com](mailto:Sylkia@fipp.com).