

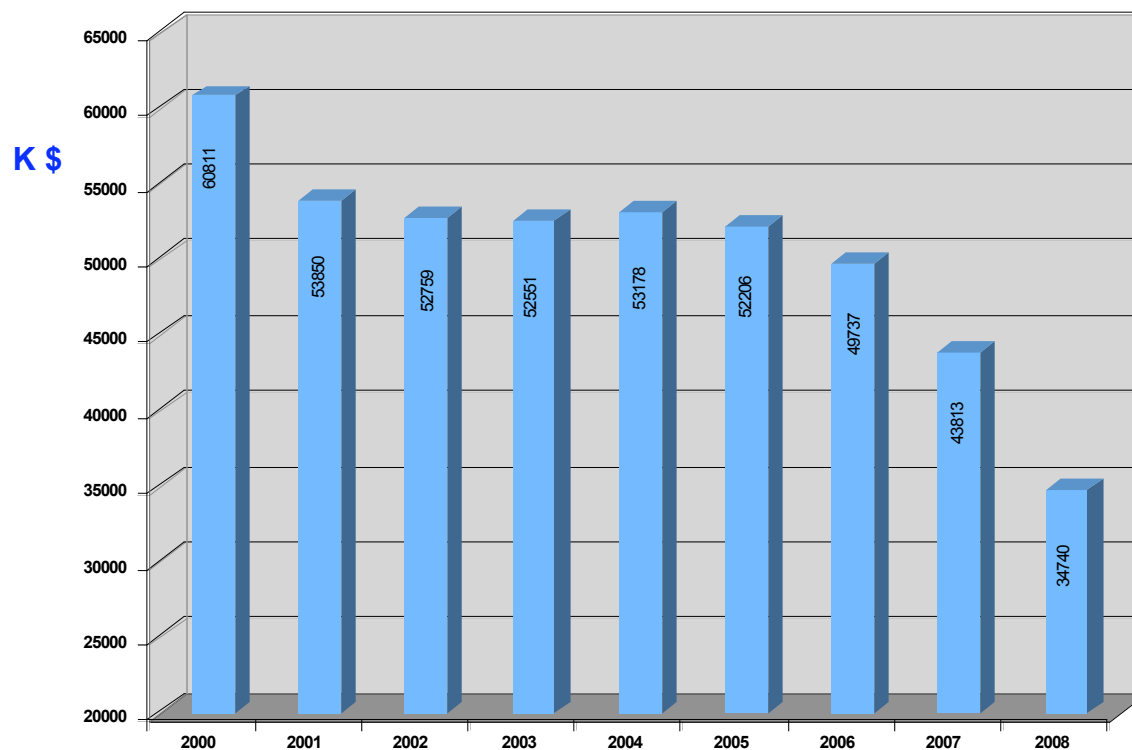


# **PANORAMA DELLA CRISI USA**

**IFRA ITALIA 2009 Bari 10 – 11 Giugno**  
**Sergio Vitelli Segretario ASIG**



## Andamento Pubblicità sui quotidiani USA 2000 – 2008 a valori costanti 2008



Elaborazione ASIG Service su dati  
Newspaper Association of America e U.S Department of Labor

Previsioni Barclays Capital

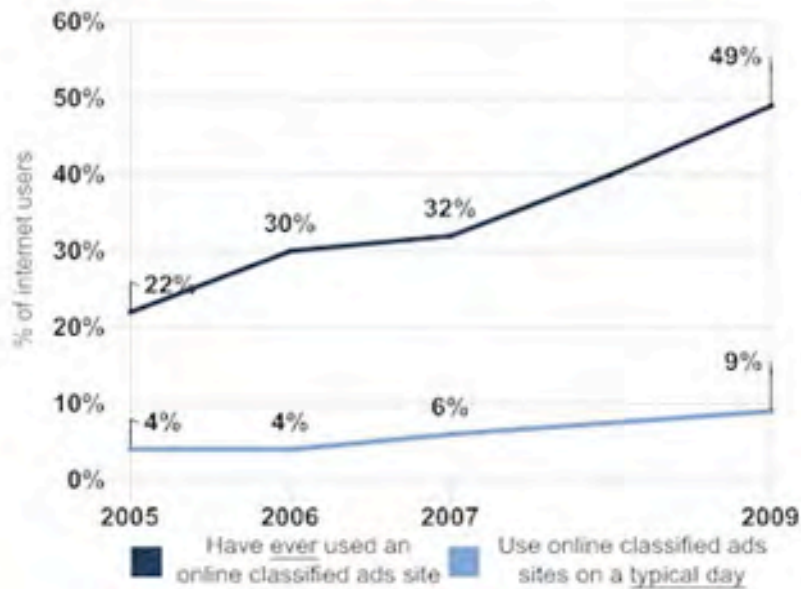
2009 - 22 %

2010 - 10 %

## La migrazione della pubblicità classified verso il web

### Use of online classified ads sites doubled from 2005-2009

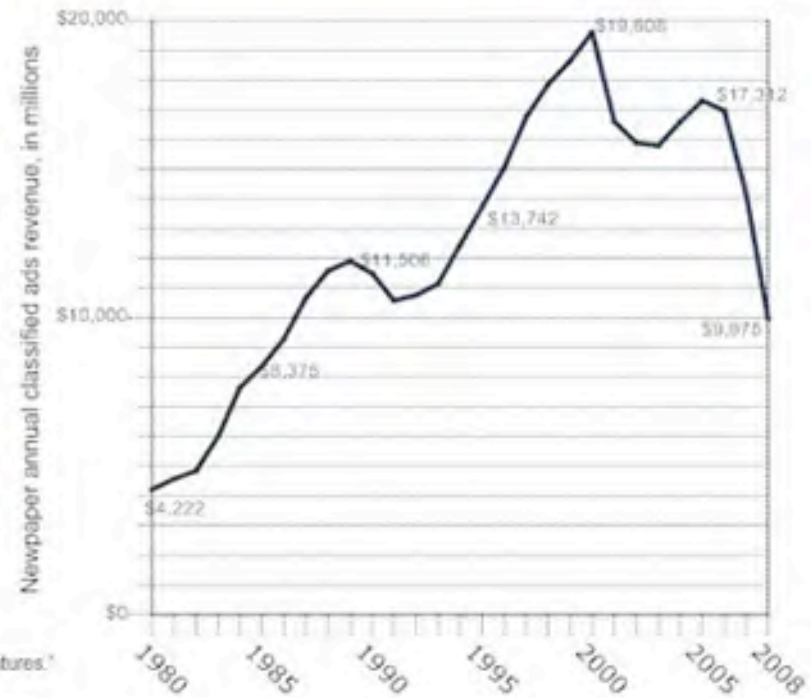
The percentage of online adults to use classified ads websites.



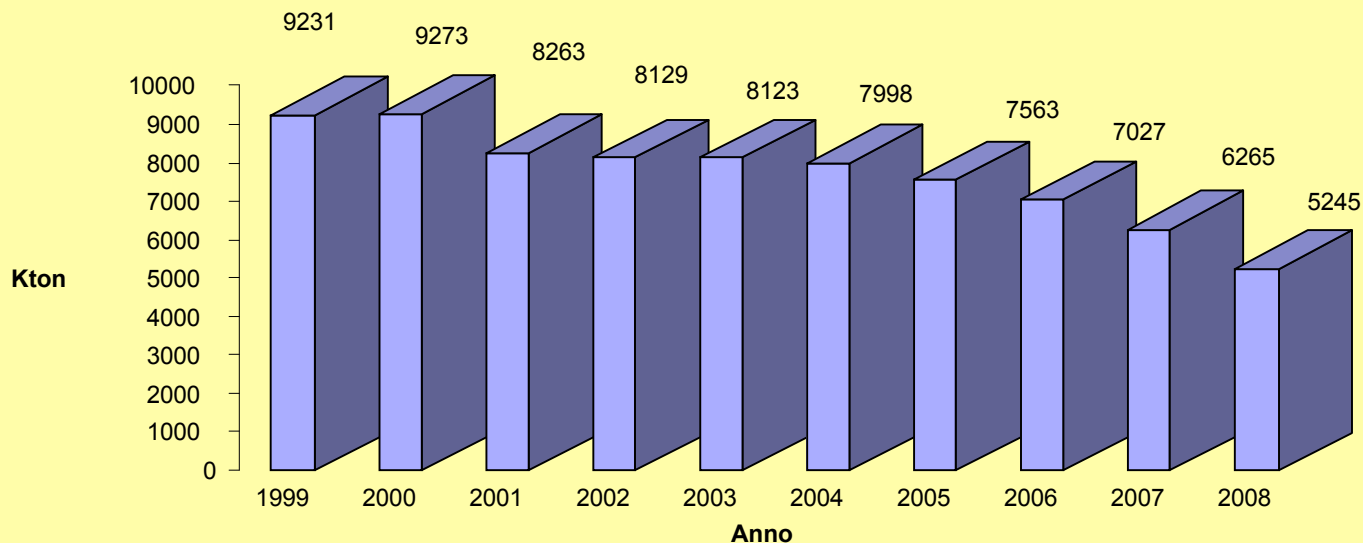
Source: Business Analysis and Research, Newspaper Association of America, "Advertising Expenditures." Available at: <http://www.naa.org/TrendsandNumbers/Advertising-Expenditures.aspx>.

### Newspaper classified ads revenue has plummeted in the past few years

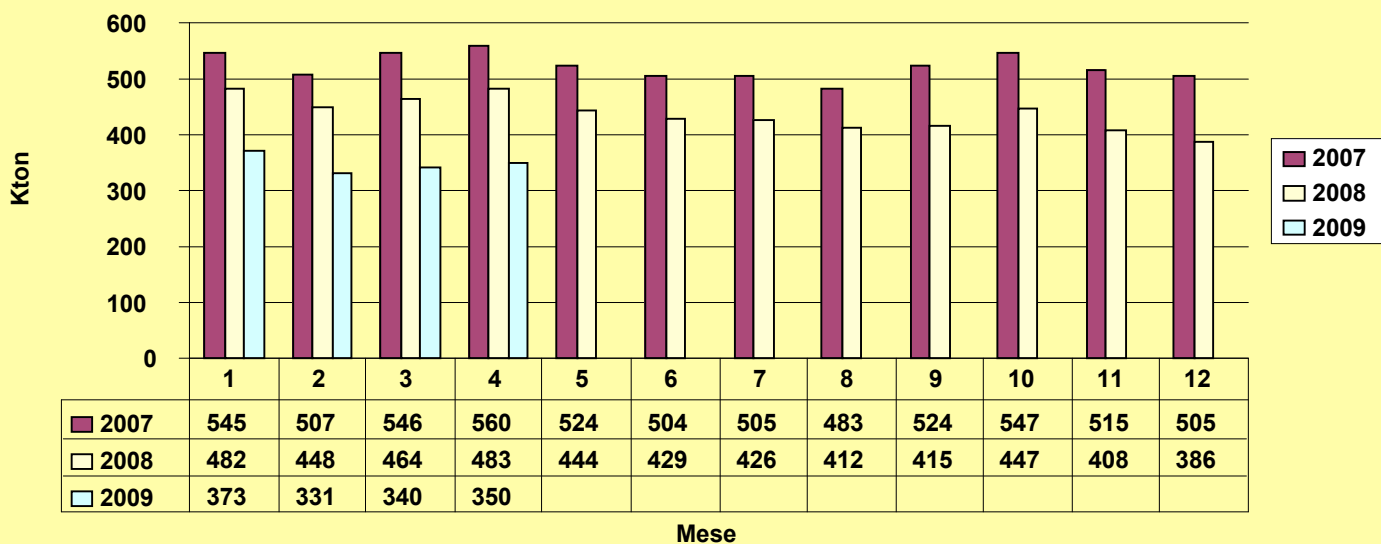
Newspaper revenue from classified ads, 1980-2008.



**Consumo annuo carta quotidiani U S A**

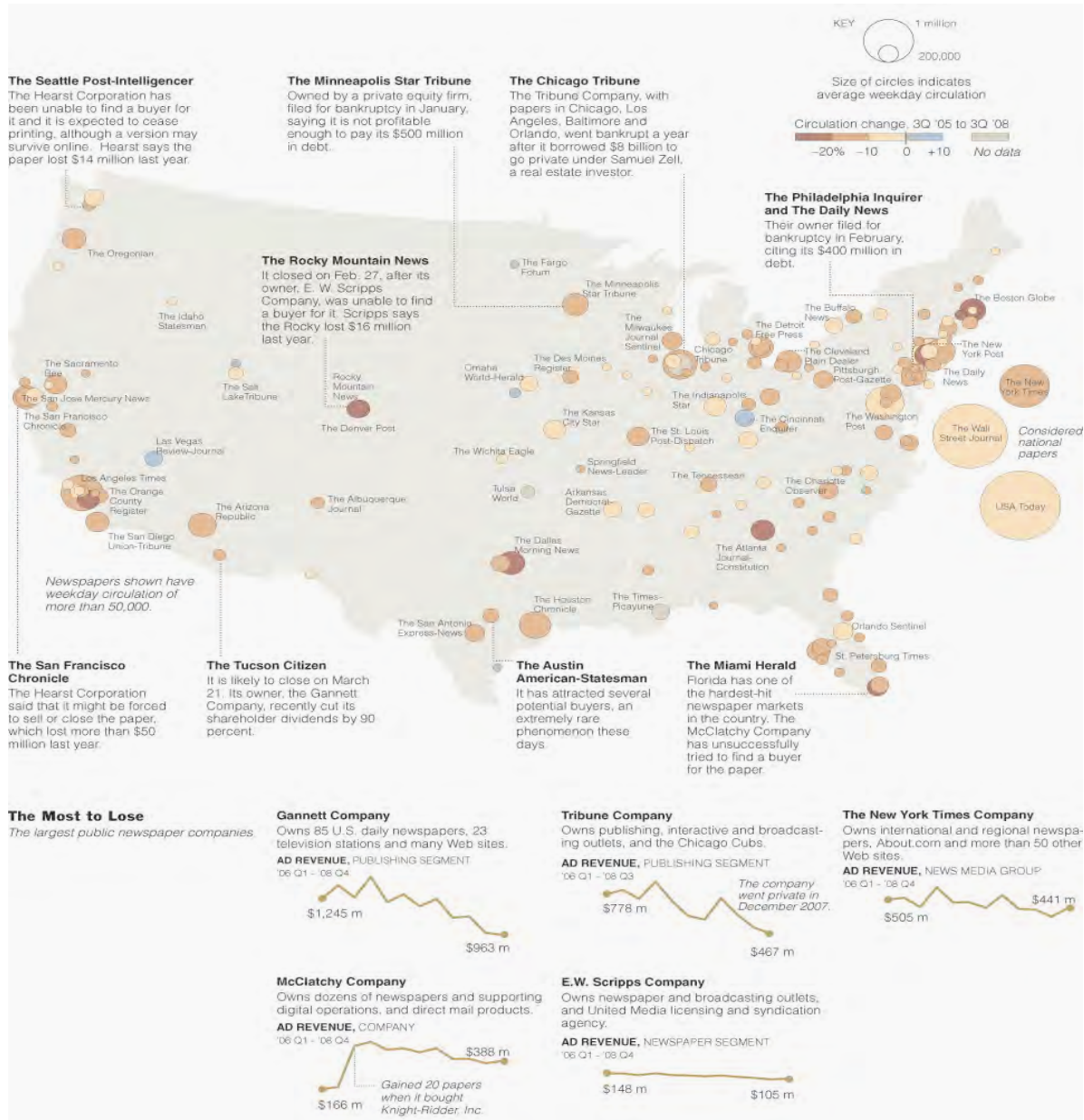


**Consumo mensile carta Quotidiani USA**





# Mappa della crisi dei principali Quotidiani USA



Fonte New York Times e Audit Bureau Circulation



**PANORAMA DIFFUSIONI QUOTIDIANI U S A**

Pos	12 / 2007 ABC Circ	3/2009 ABCCirc	Δ% 2009 2007	Testata
1	2.281.831	2.113.725	-7,37	USA Today
2	2.070.498	2.082.189	0,56	Wall Street Journal
3	1.121.623	1.039.031	-7,36	New York Times
4	907.997	723.181	-20,35	Los Angeles Times
5	740.947	665.383	-10,20	Washington Post
6	708.773	602.857	-14,94	New York Daily News
7	675.245	558.140	-17,34	New York Post
8	643.086	501.202	-22,06	Chicago Tribune
9	477.493	425.138	-10,96	Houston Chronicle
10	452.016	389.701	-13,79	Arizona Republic
11	321.405	371.728		Denver Post
12	459.305	368.194	-19,84	New York Newsday
13	382.451	331.907	-13,22	Dallas Morning News
14	378.316	320.076	-15,39	Minneapolis Star Tribune
15	432.230	312.141	-27,78	Chicago Sun Times
16	468.739	312.118	-33,41	San Francisco Chronicle
17	429.552	302.638	-29,55	Boston Globe
18	348.416	291.630	-16,30	Cleveland Plain Dealer
19	370.875	290.730	-21,61	Detroit Free Press
20	364.974	288.298	-21,01	Philadelphia Inquirer
21	382.055	287.082	-24,86	New Jersey Star Ledger
22	337.515	283.093	-16,12	St. Petersburg Times
23	332.829	268.512	-19,32	Portland Oregonian
24	396.888	261.828	-34,03	Atlanta Journal Constitution
25	332.273	261.253	-21,37	S.Diego Union Tribune
26	305.394	248.855	-18,51	Sacramento Bee
27	284.473	238.400	-16,20	St Louis Post-Dispatch
28	278.937	234.667	-15,87	Kansas City Star
29	254.437	232.361	-8,68	Indianapolis Star
30	300.972	230.877	-23,29	Orange County Register
31	276.166	227.119	-17,76	San José Mercury News
32	246.584	210.098	-14,80	Baltimore Sun
33	237.867	209.477	-11,94	Pittsburgh Post Gazette
34	251.998	206.205	-18,17	Orlando Sentinel
35	241.556	203.240	-15,86	Milwaukee Journal Sentinel
36	229.584	203.175	-11,50	Seattle Times
37	320.345	202.434	-36,81	Rocky Mountains News
38	312.811	202.122	-35,39	Miami Herald
39	260.316	195.522	-24,89	South Florida Sun Sentinel
40	244.280	195.510	-19,96	Columbus Dispatch
41	238.743	195.277	-18,21	Tampa Tribune
42	215.734	193.992	-10,08	Courier Journal Louisville
43	245.034	192.930	-21,26	San Antonio Express News
44	190.374	192.342	1,03	St Paul Pioneer Press
45	237.554	189.357	-20,29	Fort Worth Star Telegram
46	195.449	188.956	-3,32	Cincinnati Enquirer
47	230.901	187.633	-18,74	Charlotte Observer
48	187.042	185.699	-0,72	Contra Costa Times
49	184.659	180.314	-2,35	Arkansas Democrat Gazette
50	194.222	174.548	-10,13	Omaha World Herald
	263.703	169.748	-35,63	Detroit News
	190.572	155.540	-18,38	Hartford Courant
	118.822	99.103	-16,60	Philadelphia Daily News



PROPRIETA' E PROBLEMATICHE EDITORI U S A					
Pos	Testata	Prop&Finanza	BRC11	Interventi	Data
1	USA Today	Gannett Company Inc.		-60% stip CEO, 1 week non pagata -20 giornalisti per 2009 attesi tagli occup 10%	
2	Wall Street Journal	News Corporation (Murdoch)		-11 prep giornalisti -45 jobs	
3	New York Times	NYT Company (Sulzberger-Ochs)		Soppressa Books Section	01/02/2009
		(+ Boston Globe, Int Herald Tribune)		Vendita 21 piani sede	09/03/2009
		Bond 350M\$ entro 2010		Vendita Boston Red Sox	as soon
		Prest 250M\$ Mr. Slim		Unione City and near reg sections	01/04/2009
		- 75 M\$ (1° Trim 2009)		-100 jobs stip -5% per 9 mesi	01/04/2009
				Soppressa Travel Escapes Friday	01/05/2009
				-5% managers -15% free lance	01/05/2009
4	Los Angeles Times	Tribune Publishing Corp (Zell)	8-dic-08	-40 (feb08) -135 (jul08) -75 (oct08) -70 (feb09)	
				previsti -300 jobs nel 2009	
5	Washington Post	Washington Post Corp.		Soppressa Business Section -300 prep con inc all'esodo	
				Universal Newsdesk fine 2009 e b/w	16/04/2009
6	New York Daily News	Daily News LP (Zuckerman)	1-feb-09	Debt 400 M\$ Allo studio S'distr/back con New York Post	
7	New York Post	News Corporation (Murdoch)		Allo studio S'distr/back con New York Daily News	
8	Chicago Tribune	Tribune Publishing Corp (Zell)	8-dic-08	Dal 2006 al 2009 Staff giornalisti da 670 a 430	
9	Houston Chronicle	Hearst Corporation		In Aprile 2009 riduzione 12% lavoratori	
10	Arizona Republic	Gannett Company Inc.		- 83 jobs nel 2008 1 week non pagata 1° e 2° trim 2009	
11	Denver Post	Media News Group Inc.		Cassa Integr 200 jobs con personale Rocky Mountain News	
12	New York Newsday	Cablevision Systems Corporation		-125 jobs di cui 25 in Newsroom	
13	Dallas Morning News	A.H. Belo Corporation		Distribuzione com une Dallas	
14	Minneapolis Star Tribune	Avista Capital Partners	15-gen-09	Perdita 26 M\$ nel 2008 / -10 % Newsroom	
15	Chicago Sun Times	Sun Times Media Group	31-mar-09	Da Aprile in atto forti riduzioni jobs	
16	San Francisco Chronicle	Hearst Corporation		Gia tagliati 150 jobs altri 150 nel 2009 Minaccia di chiusura	
				perdita 50M\$ nel 2008	
17	Boston Globe	NYT Company		eliminate redazioni estere	
				Boston da 0,75 a 1\$ extda 1 a 1,50	01/04/2009
				richiesti tagli per 20 M\$ chiusa i estremis trattativa	07/05/2009
18	Cleveland Plain Dealer	Advance Publications		-20% jobs previsto su web per fine 2009	
19	Detroit Free Press	Gannett Company Inc.		Solo 3gg/week a casa	
20	Philadelphia Inquirer	Philadelphia Media Holdings	22-feb-09	eliminate redazioni estere	
21	New Jersey Star Ledger	Advance Publications	21-mar-09	-40 % prep (2008) congelamento stip e pensioni	
22	St Petersburg Times	Times Publishing Co.		In atto dim inuzioni stip e pens	
23	Portland Oregonian	Advance Publications	21-mar-09	Dim inuz tra 5 e 10 % stip	
24	Atlanta Journal Constitution	Cox Enterprises		Attesi nel 2009 -90 giornalisti (30%)	
25	S.Diego Union Tribune	Platinum Equity		Nuovo propr in Maggio 2009 attesi -50 newsroom jobs	
26	Sacramento Bee	Mac Clatchy		Previsto -10 % jobs	
27	St Louis Post Dispatch	Lee Enterprises		-80 jobs	
28	Kansas City Star	Mac Clatchy		-250 jobs riduzioni 5-10% stip	
29	Indianapolis Star	Gannett Company Inc.		1 week non pagata	
30	Orange County Register	Freedom Communication Inc.			
31	San José Mercury News	Media News Group Inc.		Staff Newsroom da 420 (2001) a 280 (2009)	
32	Baltimore Sun	Tribune Publishing Corp (Zell)	8-dic-08	eliminate redazioni estere	
33	Pittsburgh Post Gazette	Block Communications			
34	Orlando Sentinel	Tribune Publishing Corp (Zell)	8-dic-08		
35	Milwaukee Journal Sentinel	Journal Communications			
36	Seattle Times	Mac Clatchy			
37	Rocky Mountains News	E.W. Scripps Company		Chiuso 27 febbraio 2009	
		perdite 16M\$ nel 2008			
38	Miami Herald	Mac Clatchy		potrebbe andare su web	
39	South Florida Sun Sentinel	Tribune Publishing Corp (Zell)	8-dic-08		
40	Columbus Dispatch	Dispatch Printing Co (Wolfe)			
41	Tampa Tribune	Media General			
42	Courier Journal Louisville	Gannett Company Inc.			
43	San Antonio Express News	Hearst Corporation			
44	St Paul Pioneer Press	Media News Group Inc.			
45	Fort Worth Star Telegram	Mac Clatchy		Distribuzione com une Dallas	
46	Cincinnati Enquirer	Gannett Company Inc.			
47	Charlotte Observer	Mac Clatchy			
48	Contra Costa Times	Media News Group Inc.			
49	Arkansas Democrat Gazette	Wehco Media			
50	Omaha World Herald	Omaha WH Co (employee own)			
	Detroit News	Media News Group Inc.		Solo 3gg/week a casa	
	Hartford Courant	Tribune Publishing Corp (Zell)	8-dic-08	Giornale storico (prima ediz. Daily dal 1837)	
	Philadelphia Daily News	Philadelphia Newspapers	22-feb-09		



## U.S.A giornali che hanno cessato la stampa nel biennio 2008 - 2009

**Ann Harbour News ( 174 anni di vita 45.000 cp/day )**  
**Baltimore Examiner**  
**Christian Science Monitor ( 130 anni di vita 52.000cp/day dal 27/03/09 )**  
**Coatesville Ledger**  
**The Daily Reporter**  
**Dakota Journal**  
**The Democrat**  
**East Hartford Gazette**  
**East Iowa Herald**  
**Elizabethtown Chronicle**  
**Fallon Star Press**  
**Gazette Advertiser**  
**Hardee Sun**  
**Harlem Valley Times, Millbrook Round Table, Voice Ledger**  
**The Hershey Chronicle**  
**The Independent**  
**Kansas City Kansan ( dal 10/01/09 )**  
**LA City Beat**  
**Maricopa Tribune**  
**The Milford Observer**  
**Ming Pao New York**  
**Ming Pao San Francisco**  
**New Hope Gazette**  
**The Newton Record**  
**Northern Star**  
**Oak Cliff Tribune**  
**Oxford Tribune, Parkesburg Post Ledger and Solanco Sun Ledger**  
**Pawling News Chronicle**  
**Petoskey Citizen-Journal**  
**Plymouth Bulletin**  
**Putnam County Courier**  
**Quakertown Free Press**  
**Register Herald**  
**The Rockingham News**  
**Rocky Mountain News ( 150 anni di vita 200.000 cp/day )**  
**Seattle Post-Intelligencer ( 146 anni di vita 117.000 cp/day dal 17/03/09 )**  
**Stillwater Courier**  
**The Town Meeting**  
**Tucson Citizen ( 138 anni di vita 20.000 cp/day dal 16/05/09 )**  
**Vail Sun**  
**Valley Journal**  
**The Weekly Almanac**





## Classifica dei primi 30 siti editoriali visitati in USA Aprile 2009

NYTimes.com -- 16,546,000 -- (-8%)  
Wall Street Journal Online -- 12,398,000 -- 160%  
USATODAY.com -- 11,987,000 -- 12%  
washingtonpost.com -- 10,232,000 -- 8%  
LA Times -- 8,418,000 -- 18%

Boston.com -- 5,888,000 -- 33%  
Daily News Online Edition -- 5,033,000 -- 73%  
New York Post -- 4,403,000 -- 27%  
Chicago Tribune -- 4,342,000 -- 30%  
SFGate.com/San Francisco Chronicle -- 3,489,000 -- (-9%)

Newsday -- 3,380,000 -- 32%  
Politico -- 3,208,000 -- 83%  
The Washington Times -- 2,772,000 -- 70%  
Atlanta Journal-Constitution -- 2,677,000 -- (-3%)  
The Houston Chronicle -- 2,659,000 -- 9%

NJ.com -- 2,658,000 -- 106%  
Chicago Sun-Times -- 2,495,000 -- (-7%)  
The Seattle Times -- 2,318,000 -- 39%  
MiamiHerald.com -- 2,192,000 -- 104%  
DallasNews.com - The Dallas Morning News -- 2,166,000 -- (-12%)

Baltimore Sun -- 2,030,000 -- 23%  
Star Tribune -- 1,991,000 -- 40%  
Azcentral.com -- 1,779,000 -- 9%  
Orlando Sentinel -- 1,634,000 -- 42%  
Detroit Free Press -- 1,572,000 -- 74%

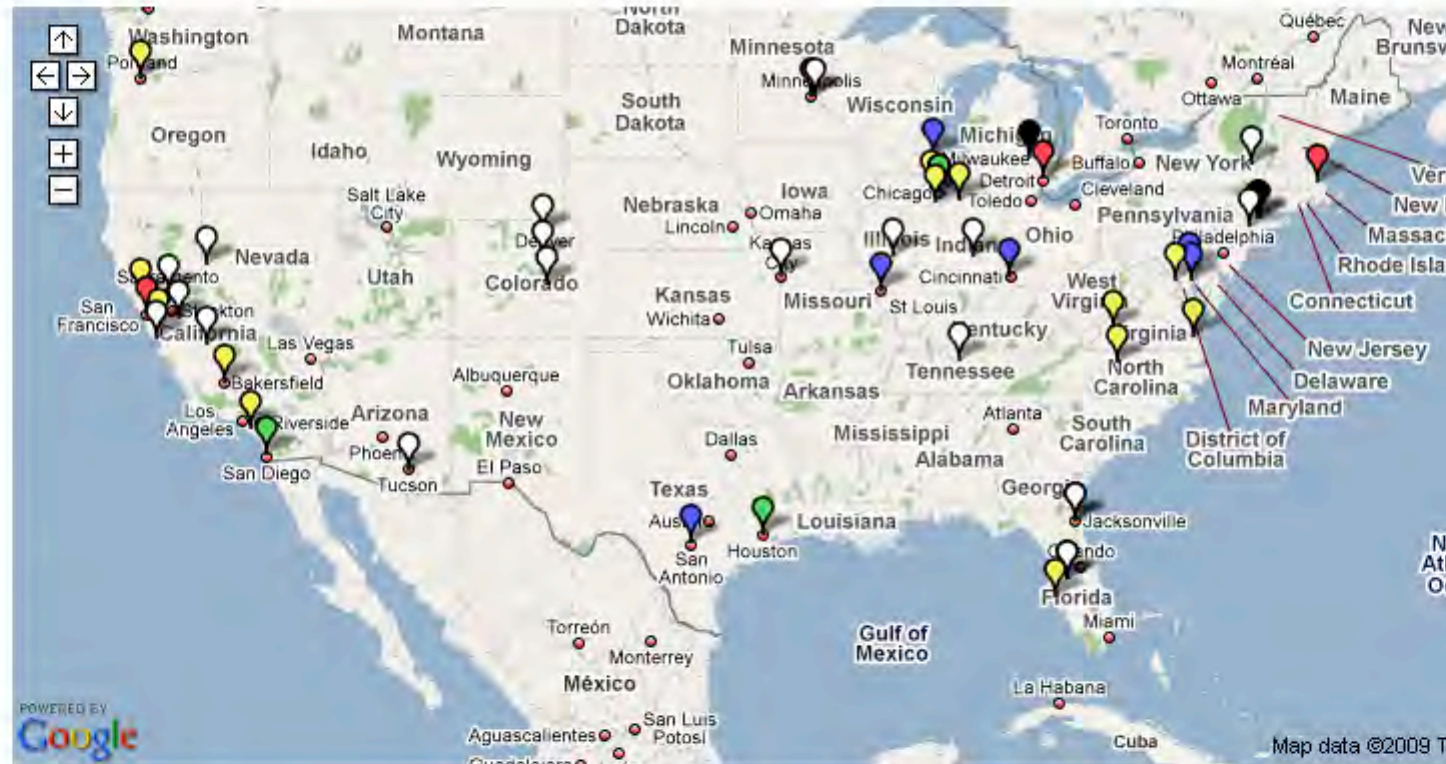
Philly.com -- 1,547,000 -- (-2%)  
Boston Herald -- 1,516,000 -- 63%  
tampabay.com -- 1,467,000 -- 27%  
Seattle Post-Intelligencer -- 1,454,000 -- (-17%)  
MercuryNews.com -- 1,438,000 -- (-15%)

# paper cuts

**2007 total: 2,112+ \***

Layoffs and buyouts at U.S. newspapers

\* June to December 2007



MAP KEY: = 1-24 = 25-49 = 50-74 = 75-99 = 100+ = Unknown

# paper cuts

## 2008 total: 15,974+ jobs

Layoffs and buyouts at U.S. newspapers in 2008



MAP KEY: = 1-24   = 25-49   = 50-74   = 75-99   = 100+   = Unknown

# paper cuts

## 2009 total: 10,025+ jobs

Layoffs and buyouts at U.S. newspapers in 2009

Dati aggiornati al  
10 06 2009



MAP KEY: = 1-24 = 25-49 = 50-74 = 75-99 = 100+ = Unknown