

The logo for Onclusive, featuring a stylized white 'O' icon followed by the word 'nclusive' in a white sans-serif font, all set against a teal background.

Onclusive

2018

GLOBAL MEDIA REPORT

Top 50 Publisher List Released

The State of Media

The media landscape has never been as expansive as it is today. The explosion of digital, social, blogs, and influencers has increased the number and types of outlets that are publishing content by many orders of magnitude. News and information has been utterly democratized, and it is no longer the case that we must rely on a handful of journalists and a small number of publications as primary sources. Today, every blogger is a journalist. Every niche content site is a news destination. Influence is no longer consolidated with the major, national media.

For the communications and media relations professional this represents a unique challenge. Audiences are dispersed and harder and harder to reach. They are also less loyal to a particular news source and more inclined to trust social media and smaller publications. The modern PR professional now requires real-time insights and data science to identify the most effective strategies for storytelling, and can no longer rely on a few personal relationships at target media outlets.

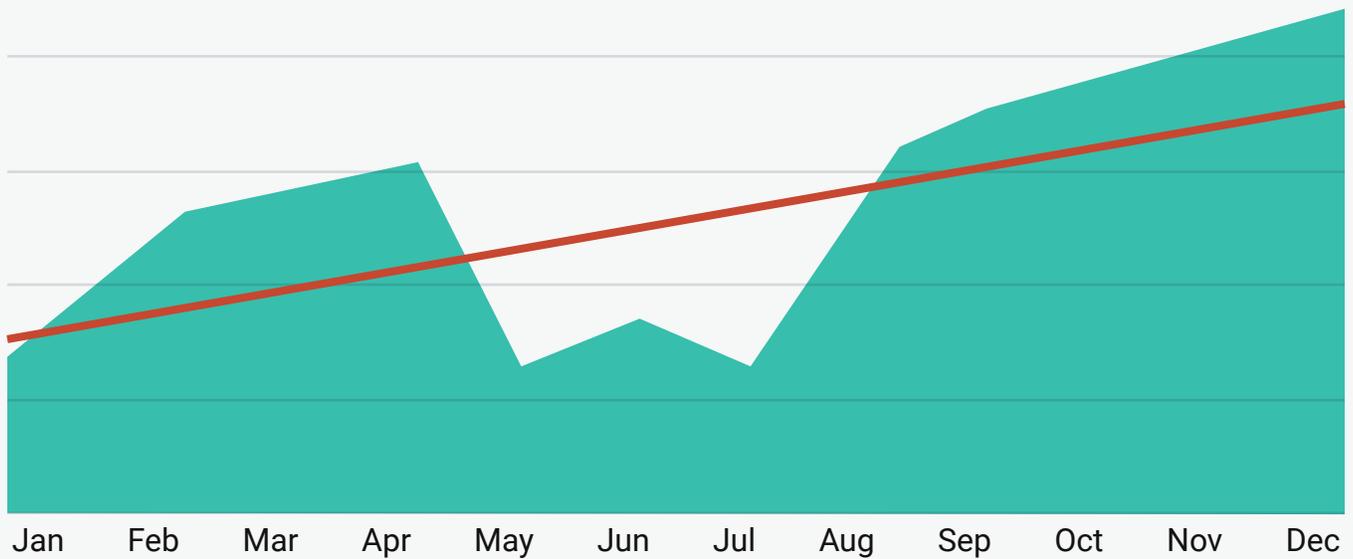
To fully understand the media growth trend, Onclusive analyzed over 1.6 billion pieces of content published globally during the calendar year of 2018. The numbers tell a story of a media ecosystem that continues to expand at an accelerated rate, and an ecosystem that is becoming increasingly democratized by a “long tail” of lower tier publications.

The Numbers

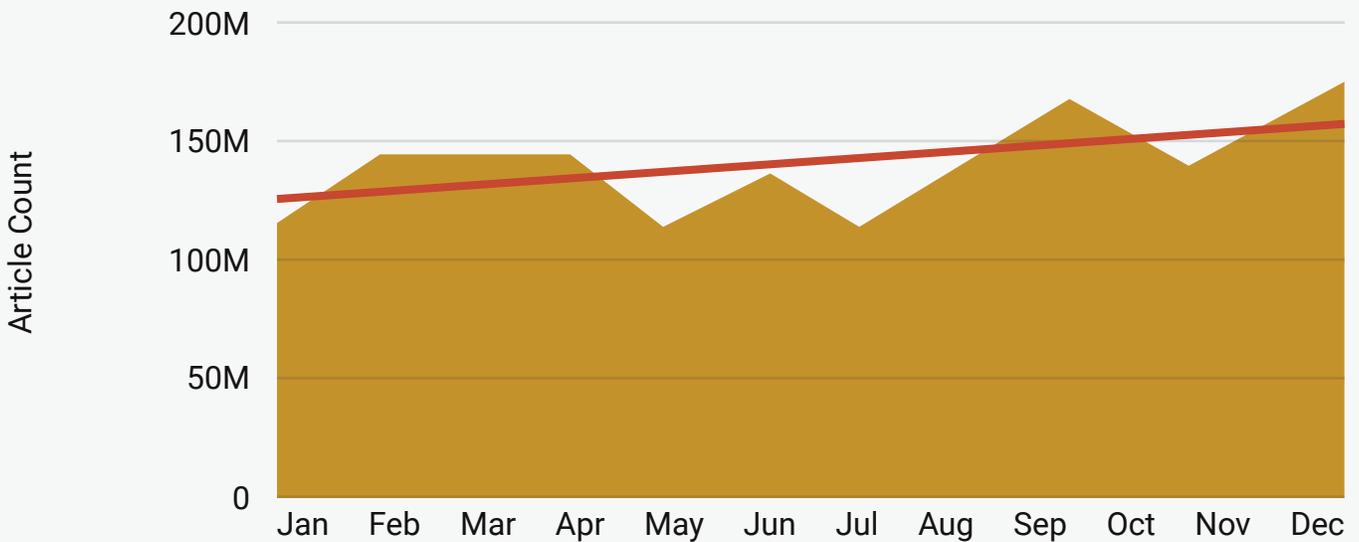
There were approximately 16% more media properties globally which published content from January to December 2018.

Increase of Number of Publishers

The total number of articles published by these media outlets also increased - by 28%. During December 2018 there were 162 million articles published, up from 126 million during the January period, for a total increase of 36 million articles.

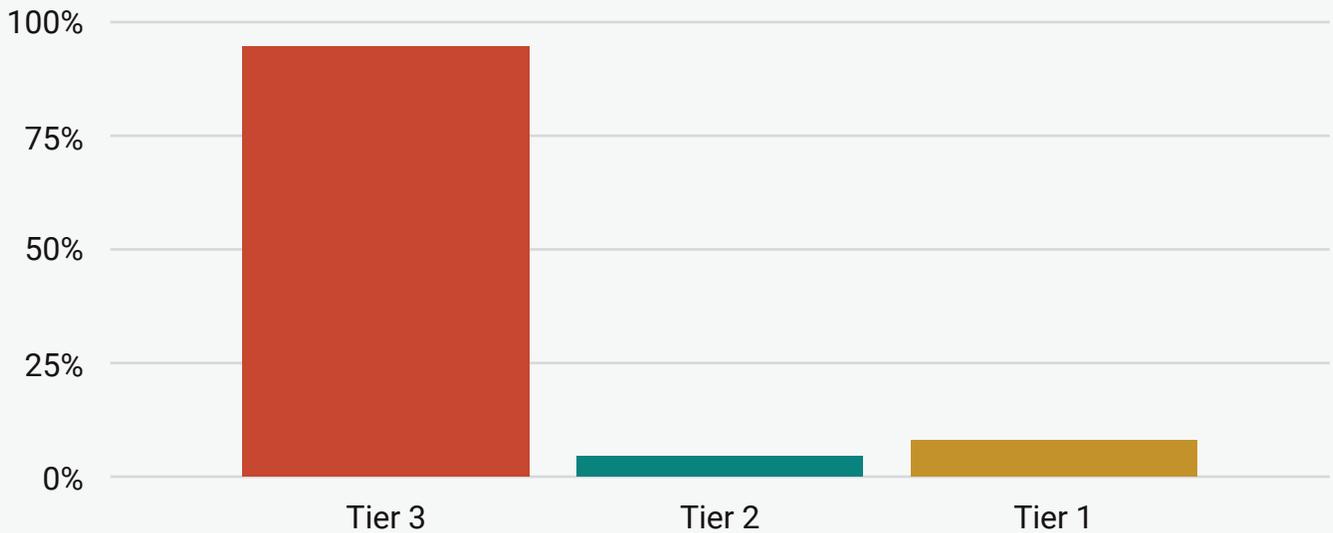


Article Count By Month



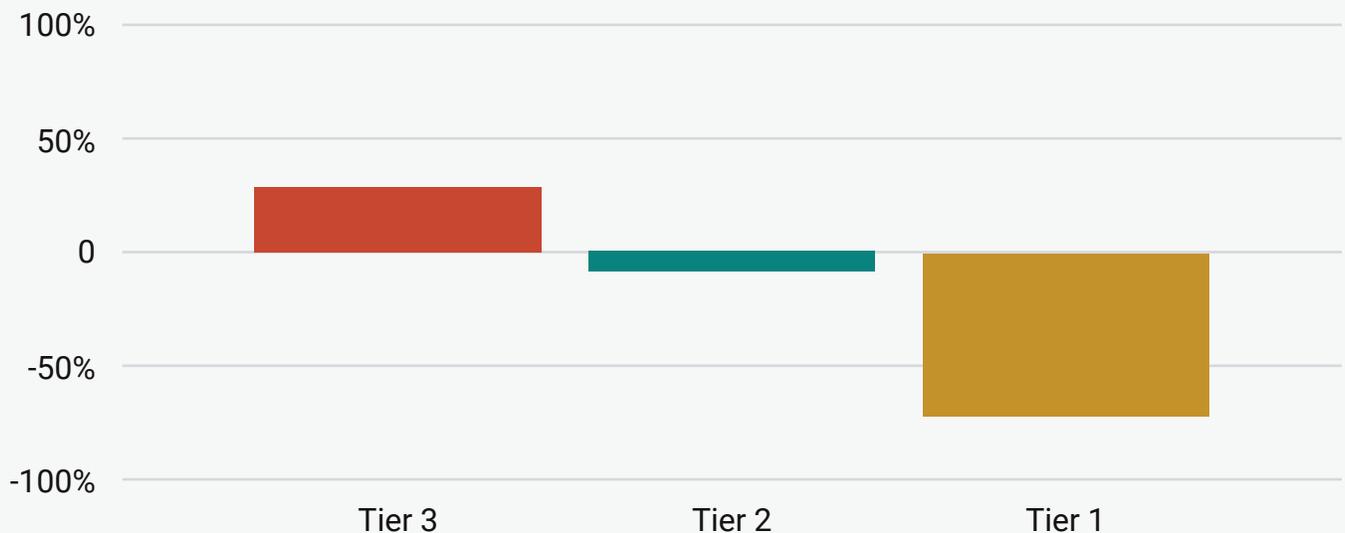
This increase was primarily driven by a rise in the number of lower-tier publications, as measured by the domain authority of the publication. Across a scale of three tiers, with tier 1 having the highest authority and tier 3 having the lowest authority, the largest increase was in the number of publications in tier 3 which represented 95% of the incremental media outlets.

Change in Publication Count by Tier



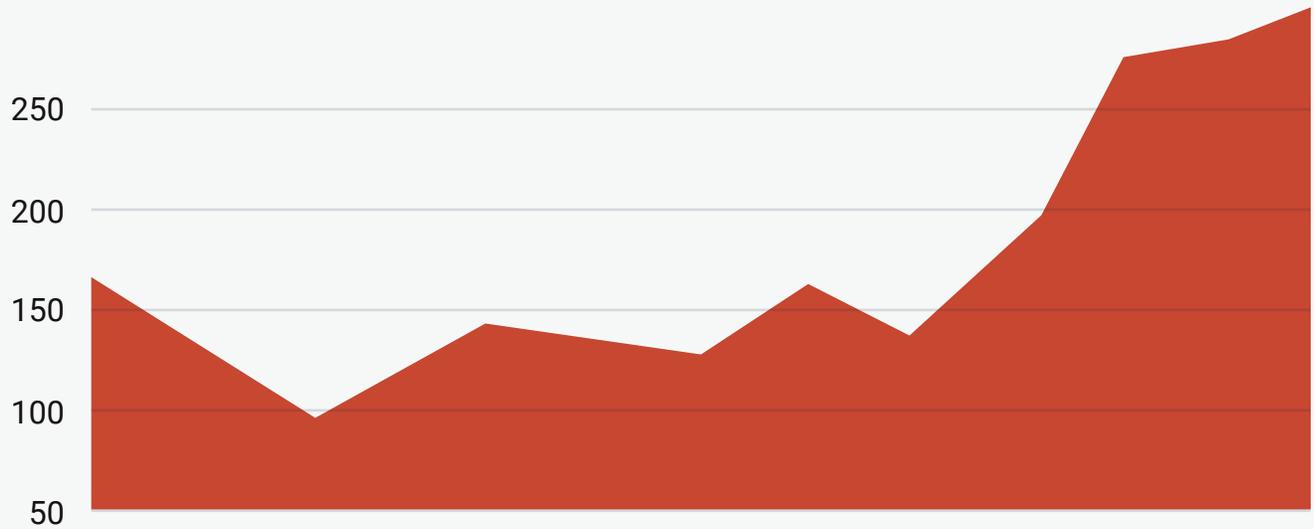
The volume of articles published by media outlets in each tier tells a similar story. There was a 23% increase in the average number of articles published by tier 3 outlets while there was a decline in both tier 2 and tier 1, with tier 2 publications publishing an average of 6% fewer articles and tier 1 publications publishing 55% less.

Change in Article Count by Tier



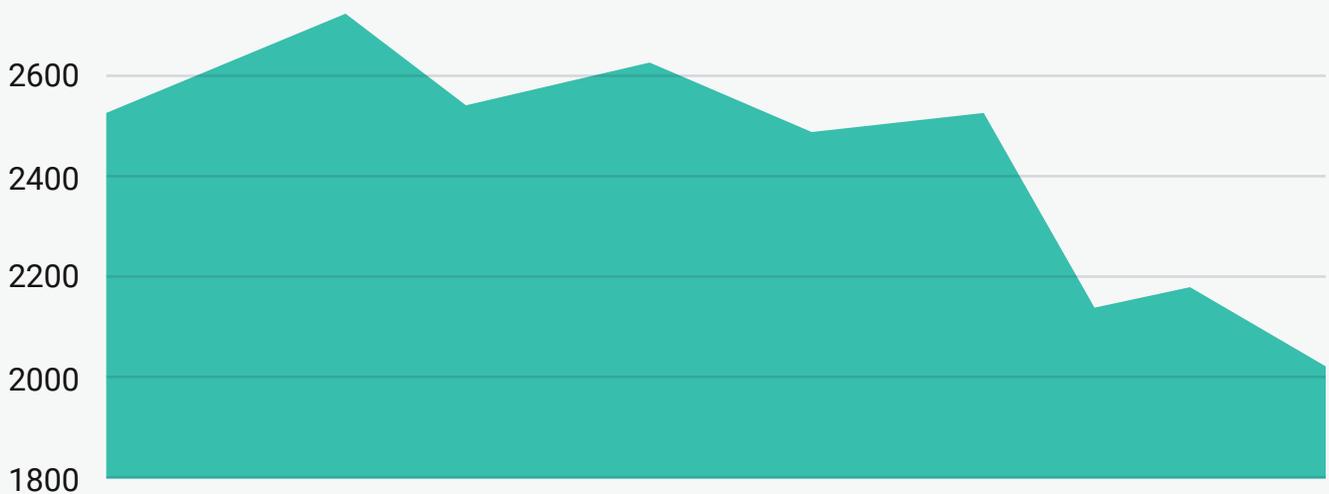
When analyzing the activity of individual journalists, we saw the average number of articles published per author rose sharply during the period, increasing by 78%. This may reflect the increasing demands of journalists as media companies downsize their staff writers who are now covering multiple beats and are required to deliver higher output. This also illustrates how the greater ease of publishing across newer digital channels is resulting in more content being generated overall.

Average Number of Articles Per Author



But with these increased pressures on journalists, and the democratization of media overall, content is becoming more and more “snackable”. When analyzing the overall length of articles we saw the number of characters per article drop by 18%, from an average 2,324 characters per article to 1,967 per article.

Average Number of Characters Per Author



Niche content sites, social media, blogs, and influencers are now commanding greater readership and earning higher authority. Platforms like LinkedIn Pulse are now publishing more content and generating more engagement than many of the top traditional publications combined. Not only are there more than 100,000 daily LinkedIn posts, the content is being published directly by the most influential business leaders in the world.

Not surprisingly, LinkedIn has taken the #5 position on the Onclusive Top 50 Publisher List. Other “non traditional” media properties which enjoy status on the list include Patch, LiveDoor, Yahoo!, UDN, Seeking Alpha, and Medium who was the #1 publisher of article volume in 2018.

The Onclusive 2018 Top 50 Publisher List ranks global media platforms based on the total number of articles published.

In order to ensure the most relevant information for this report, we have filtered certain types of media outlets including newswire services, content aggregators, hyper local publishers, content publishing tools, and other various network services which may not represent a stand-alone media property with contributing authors.

| | | | | | |
|----|-------------------------|----|-------------------|----|------------------|
| 1 | Medium | 18 | RIA Novosti | 35 | Anadolu Ajansi |
| 2 | MSN | 19 | Seeking Alpha | 36 | Business Insider |
| 3 | Patch | 20 | Regnum.ru | 37 | Eastday |
| 4 | El País | 21 | ABC News | 38 | The Guardian |
| 5 | LinkedIn Pulse | 22 | National Post | 39 | CNN |
| 6 | Livedoor JP | 23 | subscribe.ru | 40 | natalie.mu |
| 7 | Yahoo! | 24 | Qingdao | 41 | Forbes |
| 8 | BBC | 25 | VnExpress | 42 | Yomerumo News |
| 9 | UDN.com | 26 | LaRepublica.pe | 43 | Die Presse |
| 10 | Mail Online | 27 | Indian Express | 44 | Telegraph |
| 11 | Washington Post | 28 | Ghatreh.com | 45 | FOX News |
| 12 | Reuters | 29 | CBC | 46 | Life News |
| 13 | Tass.ru | 30 | Science Direct | 47 | New York Post |
| 14 | New York Times | 31 | okwave.jp | 48 | Economic Times |
| 15 | San Francisco Chronicle | 32 | Izvestia | 49 | Radio Caracol |
| 16 | Cadena SER | 33 | USA Today | 50 | RCF France |
| 17 | Mainichi JP | 34 | Rossiskaya Gazeta | | |

Key Takeaways

Readers are increasingly sourcing news and information from more obscure media destinations and as a result the more established legacy publications are losing influence. According to a survey conducted by the Keller Fay Group and Jonah Berger (a professor at the University of Pennsylvania's Wharton School of Business), consumers regard micro-influencers as “**more credible and believable**,” “**more knowledgeable**,” and “**better at explaining how the product works or could be used**” than the average person. Moreover, micro-influencers “have up to 22.2 times more ‘buying conversations’ that include product recommendations each week than an average consumer.”

The media ecosystem is not dying. But it is changing. The universe of publishers is bigger than ever, and becoming less concentrated around the most popular, well-known media outlets. Additionally, many of these established publications are being supplanted by smaller sites, blogs, and company web properties.

In 2019, the democratization of media will continue at a rapid pace, and many PR departments will change the way they think about the target media list. Now that we have true measures of the quality, value, and impact of earned media, many long-held assumptions about which outlets are most effective for telling a brand story are being challenged. More than ever, businesses are evaluating communications performance by connecting content to business outcomes. And the data is showing us that the best performance may come from the most unexpected publications and journalists. With these insights, media relations teams will be tasked to identify and build relationships with dozens, and potentially hundreds of new publications in order to maintain their **Power of Voice™**.

But for the modern communicator, armed with the right metrics and tools, this is not a risk - it is an opportunity. The game is changing from being a competition to break-through at a small number of vanity publications, and becoming a data-driven contest to be first to locate the hidden gems and own the story where the audience is most engaged.

ABOUT THE STUDY

All data comes from the Onclusive content aggregator, the world's largest automated crawler of news, blogs, press releases, and content marketing.

DEFINITIONS

MEDIA PROPERTY: Any publisher of news, blogs, press releases, or content marketing in digital, television, print, and radio formats

CONTENT / ARTICLE: A discrete piece of news, blogs, press releases, or content marketing

CRAWLER: A program that systematically browses the World Wide Web in order to create an index of information

PUBLICATION TIER: A relative rank based on a digital media property's domain authority

DOMAIN AUTHORITY: A search engine ranking score that predicts how well a website will rank on search engine result pages

POWER OF VOICE: A proprietary metric developed by Onclusive for measuring the overall quality of content marketing and earned media

Onclusive

Onclusive is the data science company for communications. We connect content to business outcomes for the first time, and leverage artificial intelligence to reveal which communications strategies drive actual brand engagement. The result is thousands of high-performance campaigns around the world. Onclusive developed the Power of Voice™ metric as a way to measure the quality of a brand's media coverage in relation to its competitors, and invented PR Attribution™ to measure the real impact that content is having on a company's bottom line. Onclusive was founded in 2011 and is headquartered in the San Francisco Bay Area.

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