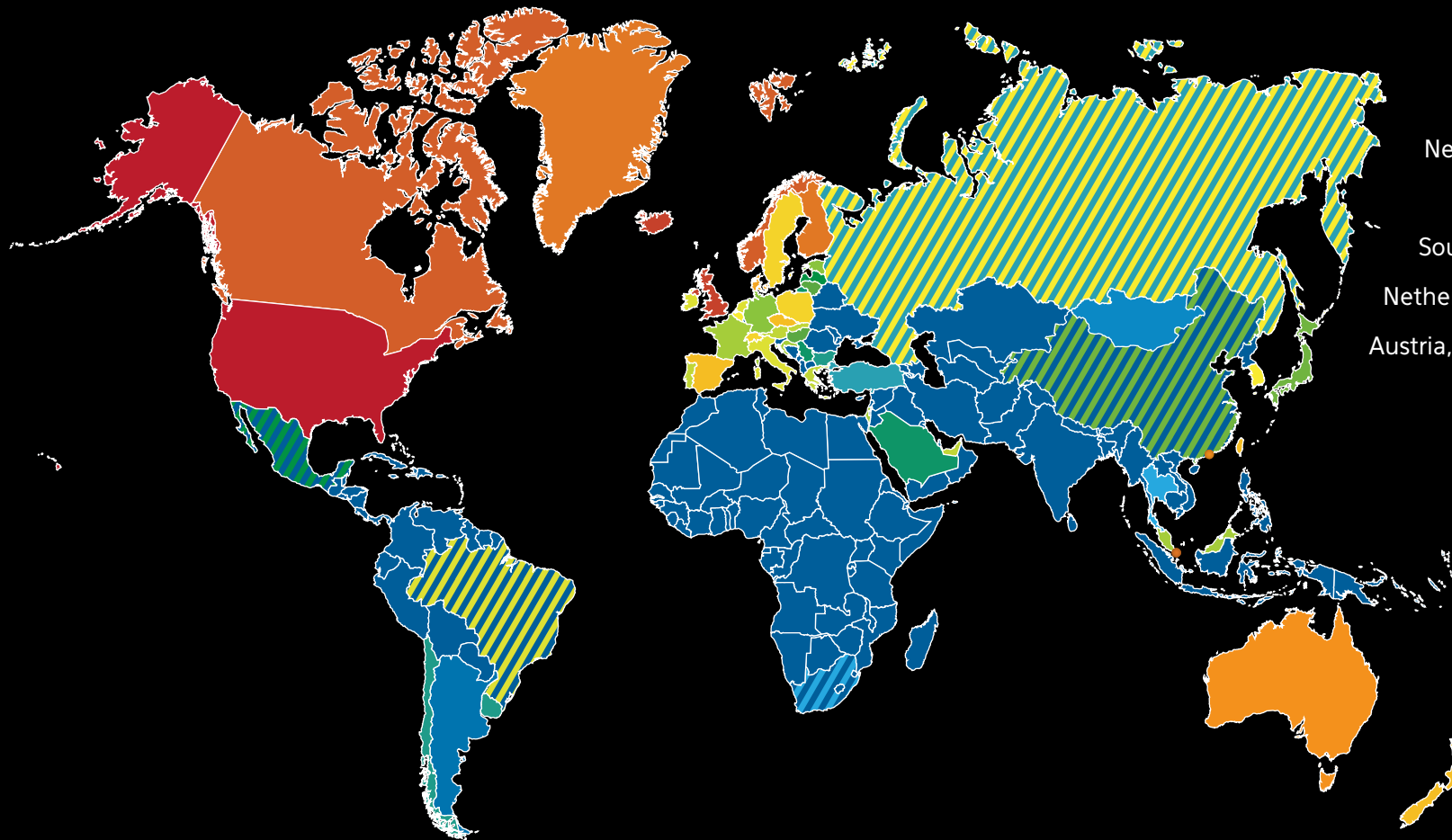


# Newspaper extinction timeline

When newspapers in their current form will become insignificant\*



USA **2017**

UK, Iceland **2019**

Canada, Norway **2020**

Finland, Singapore, Greenland **2021**

Australia, Hong Kong **2022**

Denmark **2023**

New Zealand, Spain, Czech, Taiwan **2024**

Poland, Sweden, Switzerland **2025**

South Korea, Metro Russia, Belgium **2026**

Netherlands, Ireland, Metro Brazil, Italy **2027**

Austria, Slovakia, Greece, Portugal, U.A.E. **2028**

France, Israel, Malaysia, Croatia **2029**

Germany, Estonia **2030**

Japan, Metro China **2031**

Hungary, Lithuania **2032**

Latvia, Metro Mexico **2033**

Serbia, Saudi Arabia **2034**

Bulgaria, Chile, Uruguay **2035**

Russia, Turkey **2036**

Metro South Africa, Thailand **2037**

Mongolia **2038**

Argentina **2039**

Rest of the world **2040+**

— stripes indicate that newspapers will be extinct in metropolitan areas before regional areas

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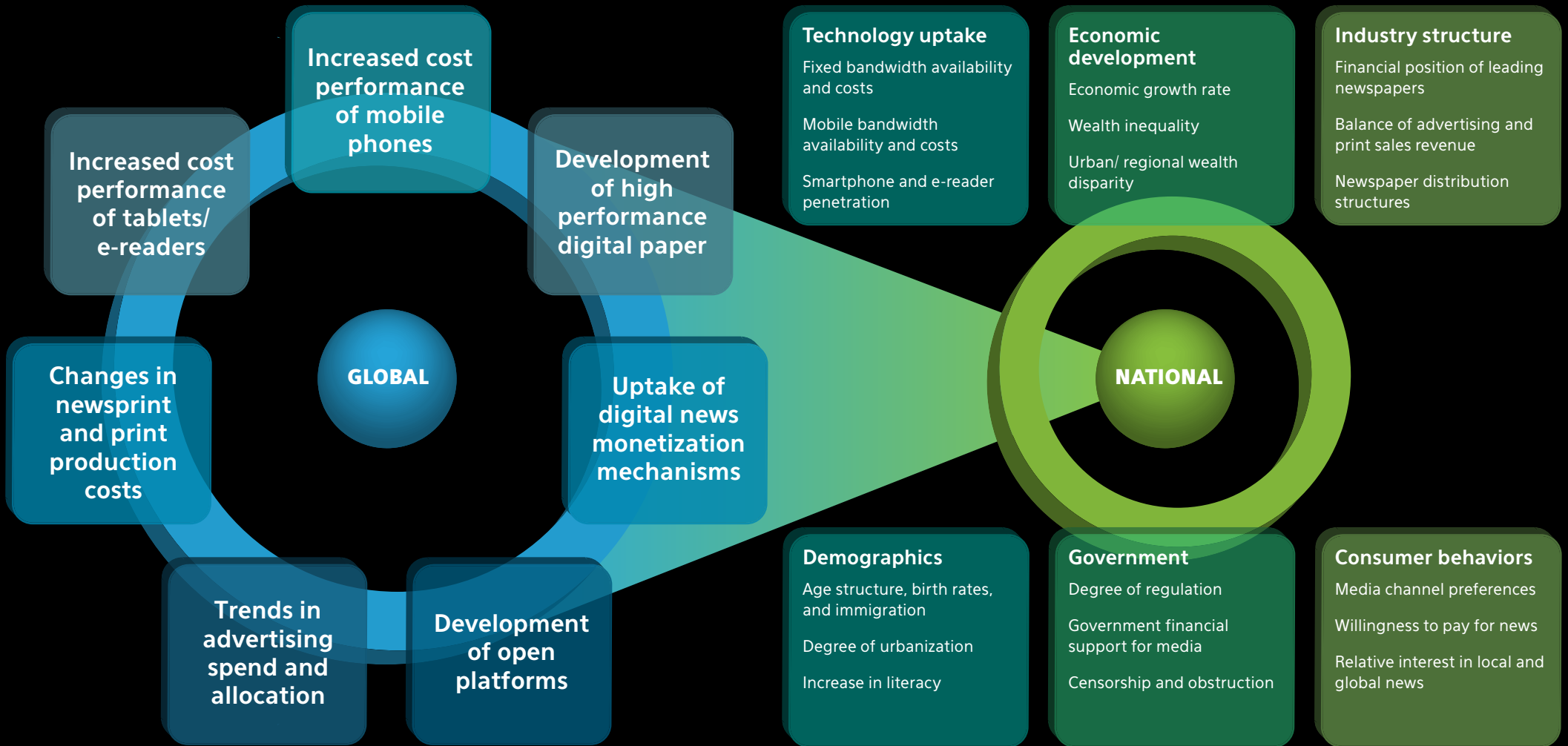


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# Newspaper extinction timeline: key factors



## \* Notes to the timeline

This schedule for newspaper extinction shows best estimates given current trends. The timeline is intended to highlight the diversity of global media markets and stimulate useful strategic conversations.

Newspapers in their current form becoming insignificant is not the same as the death of news-on-paper, which will continue in a variety of forms.

Ways that newspaper publishers of today will succeed in the transition beyond "newspapers in their current form" include transitioning to other channels, providing personalized news-on-paper, and tapping niche markets.



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