

## ORGANISATIONS INCLUDED IN THE STUDY

See the main document for the sample strategy behind the sites selected. In cases where subscriptions are sold on a weekly basis, monthly prices are for four weeks. Source for online reach: comScore MMX Key Measures, % reach desktop only, January 2017, Finland/France/Germany/Italy/Poland/UK.

## FINLAND

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
Helsingin Sanomat	www.hs.fi	Up-market newspaper	Metered paywall	32	€16.50 (£13.99)
Maaseudun Tulevaisuus	www.maaseuduntulevaisuus.fi	Up-market newspaper	Free access	2	–
Ilta-Sanomat	www.is.fi	Mid-market/tabloid newspaper	Freemium	51	€9.90 (£8.39)
Iltalehti	www.iltalehti.fi	Mid-market/tabloid newspaper	Freemium	45	€8.90 (£7.54)
Kauppalehti	www.kauppalehti.fi	Business newspaper	Metered paywall	n/a	€24.90 (£21.11)
Aamulehti	www.aamulehti.fi	Regional newspaper	Metered paywall	14	€15.00 (£12.71)
Etelä-Suomen Sanomat	www.ess.fi	Regional newspaper	Freemium	4	€14.50 (£12.29)
Huvudstadsbladet	www.hbl.fi	Regional newspaper	Freemium	1	€14.99 (£12.71)
Ilkka	www.ilkka.fi	Regional newspaper	Freemium	3	€19.00 (£16.11)
Kaleva	www.kaleva.fi	Regional newspaper	Free access	8	–
Karjalainen	www.karjalainen.fi	Regional newspaper	Freemium	2	€18.00 (£15.26)
Keskisuomalainen	www.ksml.fi	Regional newspaper	Metered paywall	4	€19.62 (£16.63)
Satakunnan Kansa	www.satakunnankansa.fi	Regional newspaper	Metered paywall	4	€15.00 (£12.71)
Savon Sanomat	www.savonsanomat.fi	Regional newspaper	Metered paywall	5	€11.10 (£9.41)
Turun Sanomat	www.ts.fi	Regional newspaper	Freemium	4	€7.90 (£6.70)
MTV	www.mtv.fi	Commercial TV	Free access	n/a	–
Yle	www.yle.fi/uutiset	Public service media organisation	Free access	30	–
Uusi Suomi	www.uusisuomi.fi	Digital born, domestic	Free access	9	–
verkkouutiset	www.verkkouutiset.fi	Digital born, domestic	Free access	2	–
BuzzFeed	www.buzzfeed.com	Digital born, international	Free access	2	–
Delfi	www.delfi.ee	Digital born, international	Free access	1	–
Mashable	www.mashable.com	Digital born, international	Free access	1	–

## FRANCE

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
L'Humanité	www.humanite.fr	Up-market newspaper (added)*	Freemium	1	€20.00 (£16.95)
La Croix	www.la-croix.com	Up-market newspaper (added)*	Metered paywall	2	€17.00 (£14.41)
Le Figaro	www.lefigaro.fr	Up-market newspaper	Freemium	20	€8.90 (£7.54)
Le Monde	www.lemonde.fr	Up-market newspaper	Freemium	19	€17.90 (£15.17)
Liberation	www.liberation.fr	Up-market newspaper (added)*	Metered paywall	5	€8.90 (£7.54)
Les Echos	www.lesechos.fr	Business newspaper	Metered paywall	5	€17.00 (£14.41)
Dernières Nouvelles d'Alsace	www.dna.fr	Regional newspaper	Freemium	1	€19.90 (£16.87)
L'Est Républicain	www.estrepublicain.fr	Regional newspaper	Freemium	1	€19.00 (£16.11)
La Dépêche du Midi	www.ladepeche.fr	Regional newspaper	Freemium	4	€9.90 (£8.39)
La Montagne	www.lamontagne.fr	Regional newspaper	Freemium	1	€14.50 (£12.29)
La Nouvelle République du Centre-Ouest	www.lanouvellerepublique.fr	Regional newspaper	Free access	2	-
La Voix du Nord	www.lavoixdunord.fr	Regional newspaper	Metered paywall	3	€19.90 (£16.87)
Le Dauphiné Libéré	www.ledauphine.com	Regional newspaper	Freemium	3	€24.90 (£21.11)
Le Parisien	www.leparisien.fr	Regional newspaper	Metered paywall	13	€9.99 (£8.47)
Le Progrès	www.leprogres.fr	Regional newspaper	Freemium	2	€19.90 (£16.87)
Le Télégramme	www.letelegramme.fr	Regional newspaper	Metered paywall	2	€14.99 (£12.71)
Ouest France	www.ouest-france.fr	Regional newspaper	Freemium	8	€4.99 (£4.23)
Sud Ouest	www.sudouest.fr	Regional newspaper	Freemium	3	€9.90 (£8.39)
L'Obs	www.tempsreel.nouvelobs.com	Weekly newspaper/news magazine	Freemium	12	€3.90 (£3.31)
L'Express	www.lexpress.fr	Weekly newspaper/news magazine	Freemium	11	€7.99 (£6.77)
Le Point	www.lepoint.fr	Weekly newspaper/news magazine	Freemium	6	€9.90 (£8.39)
France Télévisions	www.francetvinfo.fr	Public service media organisation	Free access	13	-
BFM TV	www.bfmtv.com	Commercial TV	Free access	11	-
CNews/CanalPlus	www.cnews.fr	Commercial TV	Free access	n/a	-

PAY MODELS IN EUROPEAN NEWS

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
TF1/LCI	www.lci.fr	Commercial TV	Free access	6	–
L'Internaute	www.linternaute.com	Digital born, domestic	Free access	23	–
Mediapart	www.mediapart.fr	Digital born, domestic (added)*	Hard paywall	2	€11.00 (£9.32)
BuzzFeed	www.buzzfeed.com	Digital born, international	Free access	2	–
Huffington Post	www.huffingtonpost.fr	Digital born, international	Free access	7	–
Mashable (with France 24)	www.mashable.france24.com	Digital born, international	Free access	1	–
Slate	www.slate.fr	Digital born, international	Free access	3	–

*\* In order to avoid leaving out important sites not captured by the overall sampling, this news outlet was strategically added to the original selection.*

## GERMANY

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
Die Welt	www.welt.de	Up-market newspaper (added)*	Freemium	10	€9.99 (£8.47)
Frankfurter Allgemeine Zeitung	www.faz.net	Up-market newspaper	Freemium	6	€44.90 (£38.06)
Süddeutsche Zeitung	www.sueddeutsche.de	Up-market newspaper	Metered paywall	6	€34.99 (£29.66)
die tageszeitung (taz)	www.taz.de	Up-market newspaper (added)*	Free access (combined with membership and voluntary payment)	1	–
Bild**	www.bild.de	Mid-market/tabloid newspaper	Freemium	15	€4.99 (£4.23)
Handelsblatt	www.handelsblatt.com	Business newspaper (added)*	Freemium	3	€34.99 (£29.66)
Augsburger Allgemeine**	www.augsburger-allgemeine.de	Regional newspaper	Metered paywall	2	€8.99 (£7.62)
Freie Presse	www.freipresse.de	Regional newspaper	Metered paywall	1	€4.99 (£4.23)
HAZ	www.haz.de	Regional newspaper	Freemium	1	€8.99 (£7.62)
Kölner Stadtanzeiger**	www.ksta.de	Regional newspaper	Free access	1	–
Münchner Merkur	www.merkur.de	Regional newspaper	Free access	2	–
Nürnberger Nachrichten	www.nordbayern.de	Regional newspaper	Free access	n/a	–
Regional newspapers Funke media group (WAZ+NRZ+WP+WR)+IKZ	www.derwesten.de	Regional newspaper	Free access	2	–
Rheinische Post	www.rp-online.de	Regional newspaper	Free access	5	–
Südwest Presse	www.swp.de	Regional newspaper	Free access	1	–
Thüringer Allgemeine**	www.thueringer-allgemeine.de	Regional newspaper	Freemium	1	€7.99 (£6.77)
Westfälische Nachrichten**	www.wn.de	Regional newspaper	Free access	1	–
Der Focus	www.focus.de	Weekly newspaper/news magazine	Free access	14	–
Der Spiegel	www.spiegel.de	Weekly newspaper/news magazine	Freemium	13	€15.60 (£13.22)
Die Zeit	www.zeit.de	Weekly newspaper/magazine (added)	Freemium	6	€17.60 (£14.92)
Stern	www.stern.de	Weekly newspaper/news magazine	Free access	7	–
ARD	www.tagesschau.de	Public service media organisation	Free access	4	–
ZDF	www.heute.de	Public service media organisation	Free access	1	–

PAY MODELS IN EUROPEAN NEWS

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
ProSieben	www.prosieben.de	Commercial TV	Free access	n/a	–
RTL	www.rtl.de	Commercial TV	Free access	n/a	–
SAT.1	www.sat1.de	Commercial TV	Free access	n/a	–
Heftig	www.heftig.de	Digital born, domestic	Free access	2	–
news.de	www.news.de	Digital born, domestic	Free access	2	–
t-online	www.t-online.de	Digital born, domestic	Free access	6	–
BuzzFeed	www.buzzfeed.com	Digital born, international	Free access	1	–
Huffington Post	www.huffingtonpost.de	Digital born, international	Free access	5	–

\* In order to avoid leaving out important sites not captured by the overall sampling, this news outlet was strategically added to the original selection.

\*\* Only the names of newspapers are listed here, while the selection for all cases marked with a \*\* was based on an aggregated level of several newspapers of the same group (IVW-database).

## ITALY

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
Il Corriere della Sera	www.corriere.it	Up-market newspaper	Metered paywall	24	€9.99 (£8.47)
Il Fatto quotidiano	www.ilfattoquotidiano.it	Up-market newspaper	Freemium	10	€5.99 (£5.08)
Il Giornale	www.ilgiornale.it	Up-market newspaper	Free access	6	–
Il Manifesto	www.ilmanifesto.it	Up-market newspaper (added)*	Metered paywall	n/a	€20.00 (£16.95)
L'Avenire	www.avenire.it	Up-market newspaper	Free access	1	–
La Repubblica	www.repubblica.it	Up-market newspaper	Free access	25	–
Libero	www.liberoquotidiano.it	Up-market newspaper (added)*	Free access	5	–
Il Sole 24 Ore	www.ilsole24ore.com	Business newspaper	Metered paywall	10	€20.00 (£16.95)
Il Gazzettino	www.ilgazzettino.it	Regional newspaper	Freemium	2	€15.99 (£13.55)
Il Messaggero	www.ilmessaggero.it	Regional newspaper	Freemium	5	€15.99 (£13.55)
Il Messaggero Veneto	www.messaggeroveneto.it	Regional newspaper	Free access	1	–
Il Secolo XIX	www.ilsecoloxix.it	Regional newspaper	Free access	2	–
Il Tirreno	www.iltirreno.gelocal.it	Regional newspaper	Free access	2	–
La Stampa	www.lastampa.it	Regional newspaper	Freemium	9	€19.99 (£16.94)
QN-II Giorno	www.ilgiorno.it	Regional newspaper	Free access	1	–
QN-II Resto del Carlino	www.ilrestodelcarlino.it	Regional newspaper	Free access	2	–
QN-La Nazione	www.lanazione.it	Regional newspaper	Free access	1	–
L'Espresso	www.espresso.repubblica.it	Weekly newspaper/news magazine	Freemium	3	€5.99 (£5.08)
Panorama	www.panorama.it	Weekly newspaper/news magazine	Free access	2	–
L'Internazionale	www.internazionale.it	Weekly newspaper/news magazine	Free access	2	–
RAI	www.rainews.it	Public service media organisation	Free access	4	–
MEDIASET	www.tgcom24.mediaset.it	Commercial TV	Free access	7	–
La7	www.tg.la7.it	Commercial TV	Free access	n/a	–
Sky Italia	www.tg24.sky.it	Commercial TV	Free access	n/a	–

PAY MODELS IN EUROPEAN NEWS

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
Blogo	www.blogo.it	Digital born, domestic	Free access	6	–
Diariodelweb.it	www.diariodelweb.it	Digital born, domestic	Free access	11	–
Blastingnews	www.it.blastingnews.com	Digital born, domestic	Free access	9	–
Fanpage	www.fanpage.it	Digital born, domestic	Free access	6	–
Citynews	www.romatoday.it	Digital born, domestic (added)*	Free access	2	–
Huffington Post	www.huffingtonpost.it	Digital born, international	Free access	5	–

\* In order to avoid leaving out important sites not captured by the overall sampling, this news outlet was strategically added to the original selection.

## POLAND

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
Gazeta Wyborcza	www.wyborcza.pl	Up-market newspaper	Metered paywall	10	zł 19.90 (£3.99)
Rzeczpospolita	www.rp.pl	Up-market newspaper	Metered paywall	5	zł 119.00 (£23.85)
Nasz Dziennik	www.naszdziennik.pl	Up-market newspaper (added)*	Freemium	0.2	zł 32.20 (£6.45)
Fakt Gazeta Codzienna	www.fakt.pl	Mid-market/tabloid newspaper	Free access	11	–
Super Express	www.se.pl	Mid-market/tabloid newspaper	Free access	10	–
Dziennik Gazeta Prawna	www.gazetaprawna.pl	Business newspaper	Freemium	4	zł 97.90 (£19.62)
Gazeta Podatkowa	www.gazetapodatkowa.gofin.pl	Business newspaper	Freemium	n/a	zł 28.38 (£5.69)
Puls Biznesu	www.pb.pl	Business newspaper (added)*	Hard paywall	2	zł 79.00 (£15.83)
Echo Dnia	www.echodnia.eu	Regional newspaper	Freemium	2	zł 14.90 (£2.99)
Express Ilustrowany	www.expressilustrowany.pl	Regional newspaper	Freemium	2	zł 14.90 (£2.99)
Gazeta Lubuska	www.gazetalubuska.pl	Regional newspaper	Freemium	1	zł 14.90 (£2.99)
Gazeta Pomorska	www.pomorska.pl	Regional newspaper	Freemium	2	zł 14.90 (£2.99)
Głos – Dziennik Pomorza	www.gs24.pl	Regional newspaper	Freemium	1	zł 14.90 (£2.99)
Polska Dziennik Bałtycki	www.dziennikbałtycki.pl	Regional newspaper	Freemium	1	zł 14.90 (£2.99)
Polska Dziennik Łódzki	www.dzienniklodzki.pl	Regional newspaper	Freemium	1	zł 14.90 (£2.99)
Polska Dziennik Zachodni	www.dziennikzachodni.pl	Regional newspaper	Freemium	3	zł 8.90 (£1.78)
Polska Głos Wielkopolski	www.gloswielkopolski.pl	Regional newspaper	Freemium	2	zł 14.90 (£2.99)
Gazeta Polska	www.gazetapolska.pl	Weekly newspaper/ magazine (added)*	Hard paywall	1	zł 16.67 (£3.34)
Newsweek Polska	www.newsweek.pl	Weekly newspaper/ news magazine	Freemium	5	zł 19.99 (£4.01)
Polityka	www.polityka.pl	Weekly newspaper/ news magazine	Freemium	2	zł 18.99 (£3.81)
Wprost	www.wprost.pl	Weekly newspaper/ news magazine	Freemium	2	zł 19.00 (£3.81)
TVP	www.tvp.info	Public service media organisation	Free access	2	–
Polsat	hwww.polsatnews.pl	Commercial TV	Free access	n/a	–
TVN	www.tvn24.pl	Commercial TV	Free access	n/a	–



Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
interia	www.interia.pl	Digital born, domestic	Free access	6	–
niezalezna	www.niezalezna.pl	Digital born, domestic	Free access	2	–
onet	www.onet.pl	Digital born, domestic	Free access	13	–
Pikio	www.pikio.pl	Digital born, domestic	Free access	3	–
Wirtualna Polska	www.wp.pl	Digital born, domestic	Free access	14	–

*\* In order to avoid leaving out important sites not captured by the overall sampling, this news outlet was strategically added to the original selection.*

## THE UK

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
Daily Telegraph	www.telegraph.co.uk	Up-market newspaper	Freemium	15	£8.00 (€9.44)
The Guardian	www.theguardian.com	Up-market newspaper	Free access (combined with membership)	17	–
The Times	www.thetimes.co.uk	Up-market newspaper	Hard paywall	2	£24.00 (€28.24)
Daily Express	www.express.co.uk	Mid-market/tabloid newspaper	Free access	8	–
Daily Mirror	www.mirror.co.uk	Mid-market/tabloid newspaper	Free access	10	–
Daily Record	www.dailyrecord.co.uk	Mid-market/tabloid newspaper	Free access	2	–
Daily Star	www.dailystar.co.uk	Mid-market/tabloid newspaper	Free access	4	–
The Daily Mail	www.dailymail.co.uk	Mid-market/tabloid newspaper	Free access	19	–
The i	www.inews.co.uk	Mid-market/tabloid newspaper	Free access	1	–
The Sun	www.thesun.co.uk	Mid-market/tabloid newspaper	Free access	1	–
Financial Times	www.ft.com	Business newspaper	Hard paywall	n/a	£46.00 (€54.27)
Aberdeen Press & Journal	www.pressandjournal.co.uk	Regional newspaper	Metered paywall	0.3	£10.00 (€11.80)
Express & Star	www.expressandstar.com	Regional newspaper	Free access	1	–
Liverpool Echo	www.liverpoolecho.co.uk	Regional newspaper	Free access	2	–
Manchester Evening News	www.manchestereveningnews.co.uk	Regional newspaper	Free access	2	–
The Economist	www.economist.com	Weekly newspaper/ news magazine	Metered paywall	1	£14.70 (€17.34)
The Spectator	www.spectator.co.uk	Weekly newspaper/ news magazine	Metered paywall	1	£10.50 (€12.39)
The Week	www.theweek.co.uk	Weekly newspaper/ news magazine	Free access	1	–
BBC	www.bbc.com	Public service media organisation	Free access	27	–
Channel 4	www.channel4.com/news	Public service media organisation	Free access	0.2	–
Channel 5	www.channel5.com/show/5-news	Commercial TV	Free access	n/a	–
ITV	www.itv.com/news	Commercial TV	Free access	3	–
Sky	www.news.sky.com	Commercial TV	Free access	4	–
The Independent	www.independent.co.uk	Digital born, domestic	Free access	10	–

PAY MODELS IN EUROPEAN NEWS

Brand	Website URL	Type of media	Pay model	Online reach in %	Monthly price
BuzzFeed	www.buzzfeed.com	Digital born, international	Free access	4	-
Huffington Post	www.huffingtonpost.co.uk	Digital born, international	Free access	3	-
Mashable	www.mashable.com	Digital born, international	Free access	2	-
Slate	www.slate.com	Digital born, international	Free access	1	-