



Re-thinking Content Distribution in the Post-COVID Age



Engagement

Average Session (Web)

Desktop 4:20 to 7:00 min

Mobile 1:30 to 1:50 min

Average Sessions – New vs Returning Users

Returning 6:20 to 9:00 min

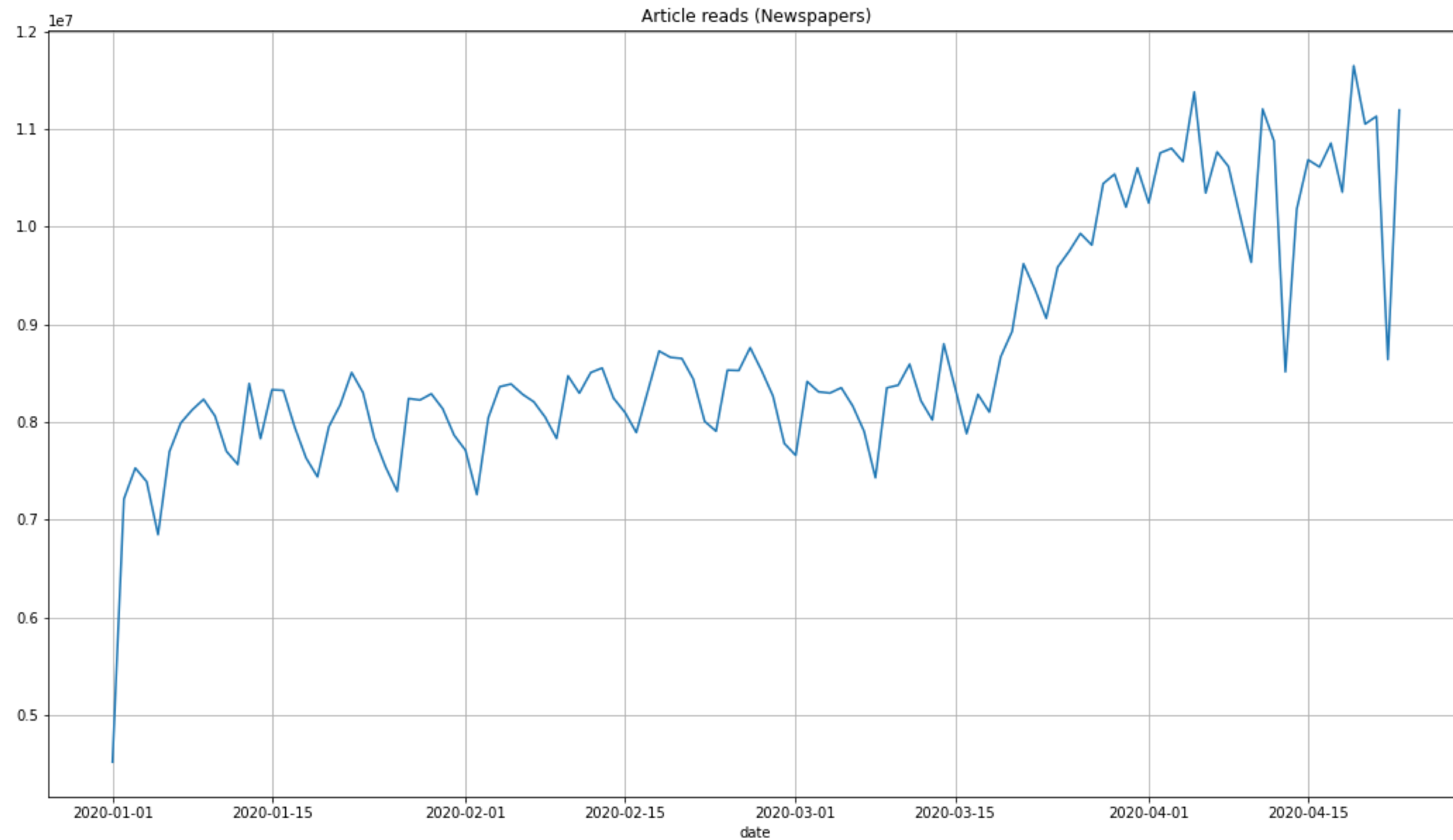
New 1:40 to 2:00 min

As one would expect, the lowest consumption point is midweek,
With weekends, Monday and Friday having highest consumption

Newspapers and Magazines

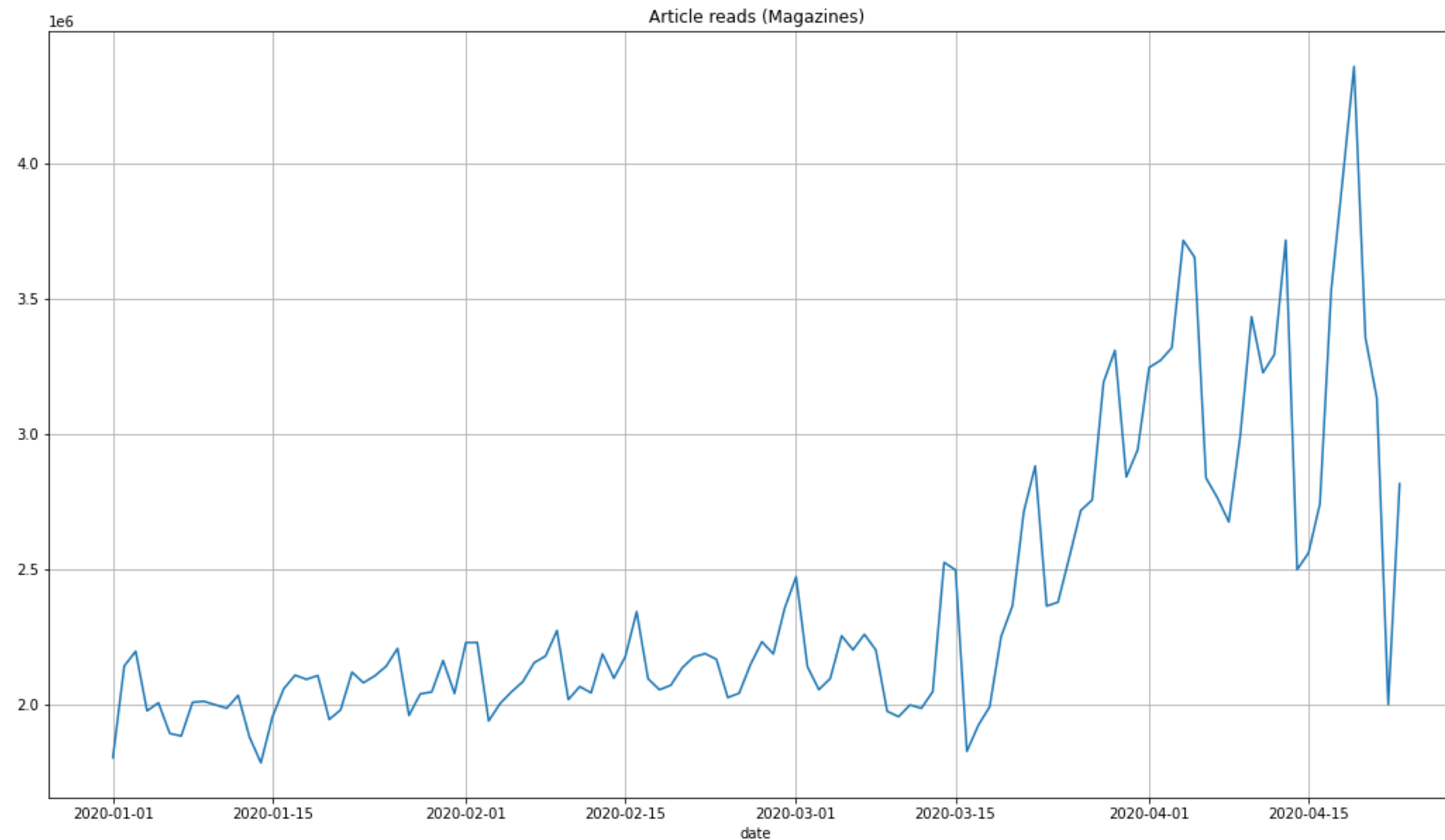
1 January – 18 April 2020

Articles Read



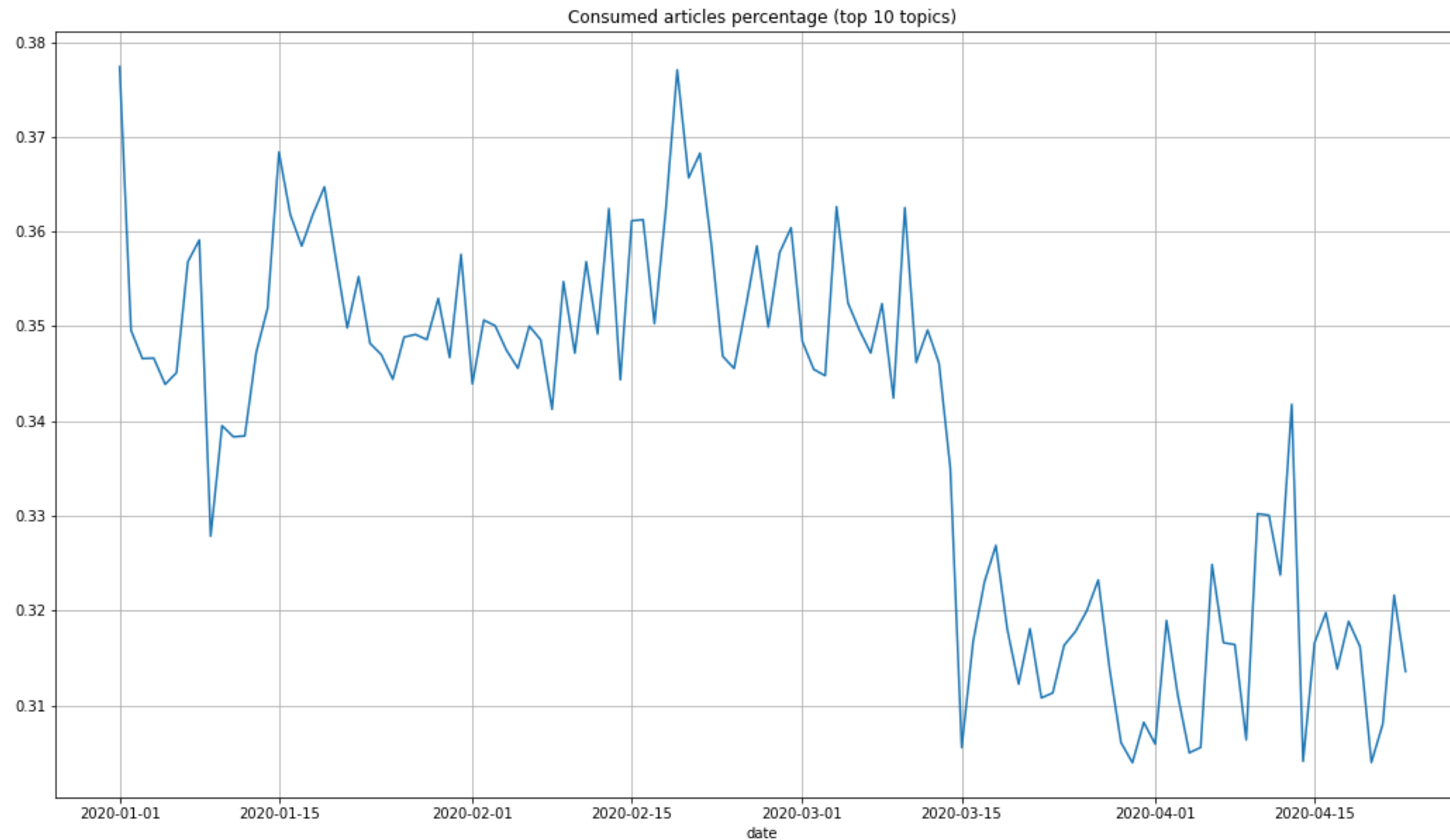
Newspapers
1 January – 24 April 2020

Articles Read



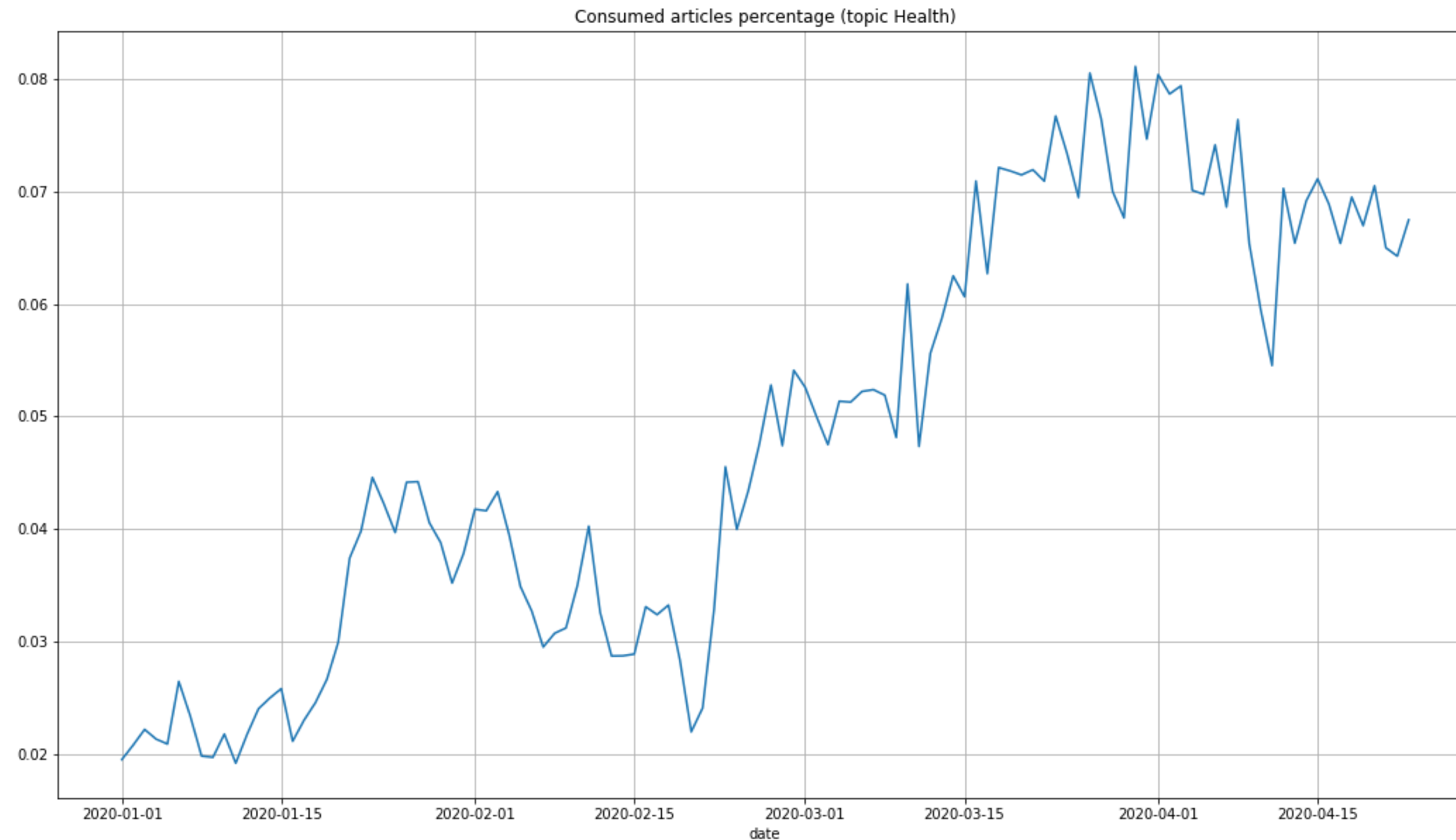
Magazines
1 January – 24 April 2020

Consumed Articles



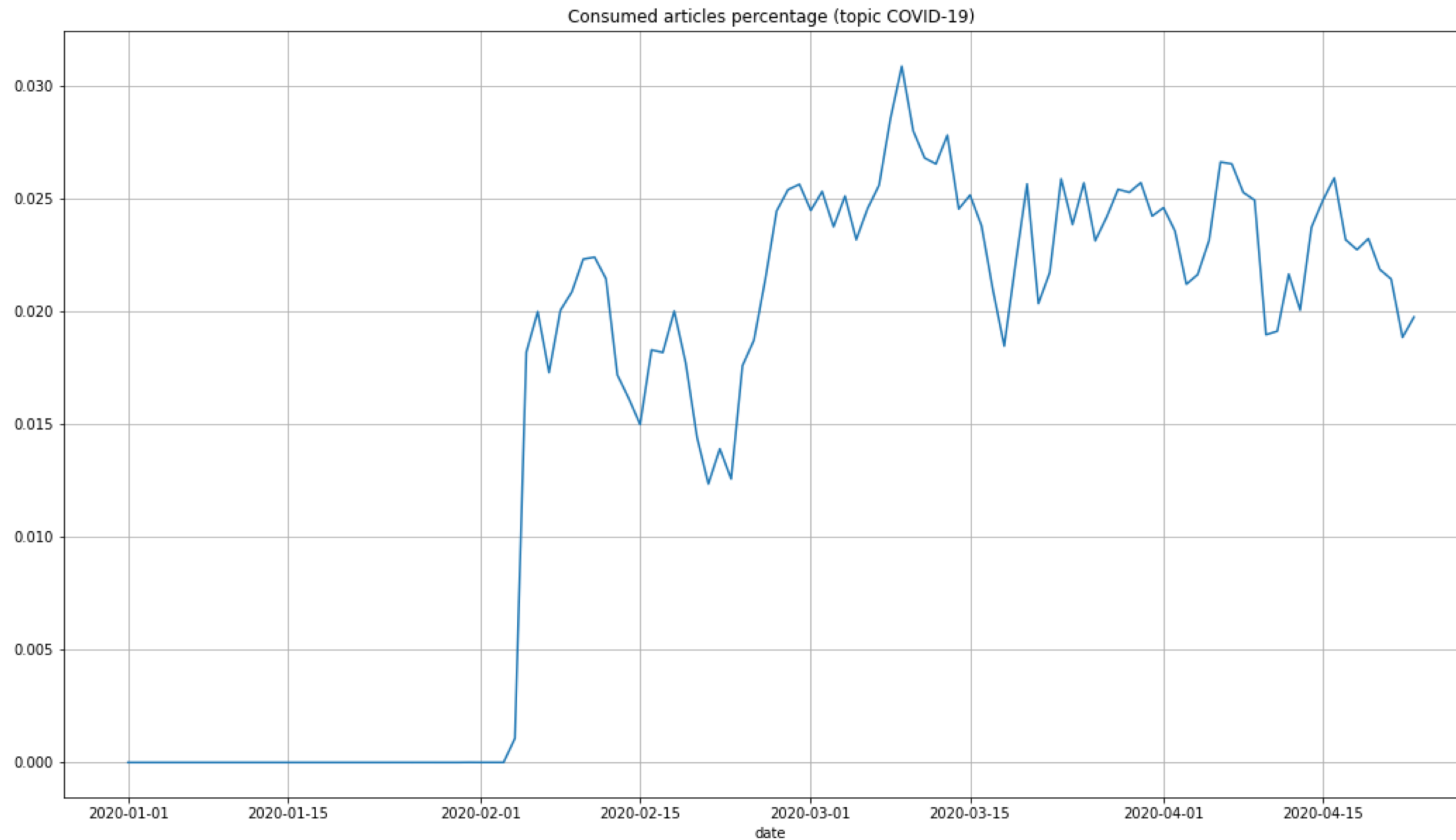
Top 10 Topics
1 January – 24 April 2020

Consumed Articles



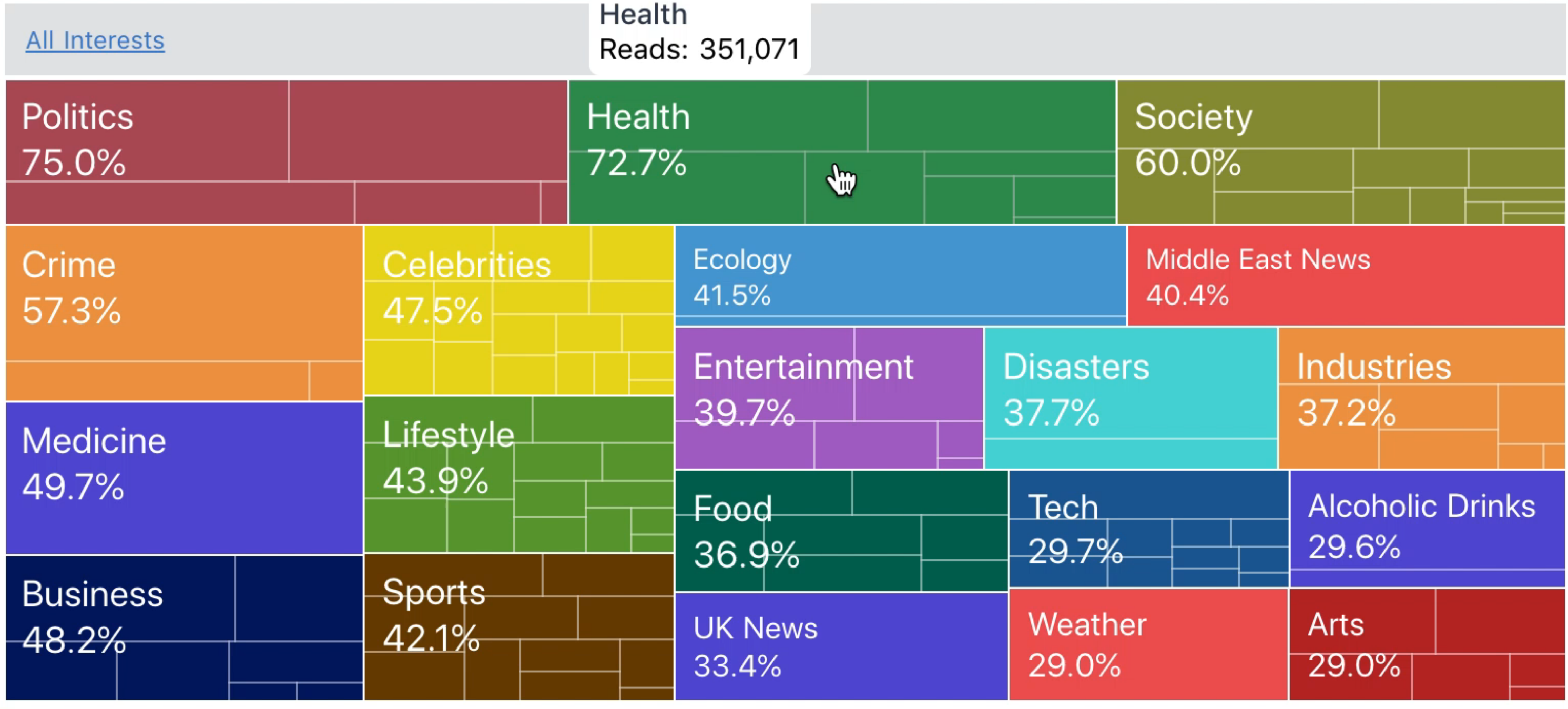
Health Topic
1 January – 24 April 2020

Consumed Articles



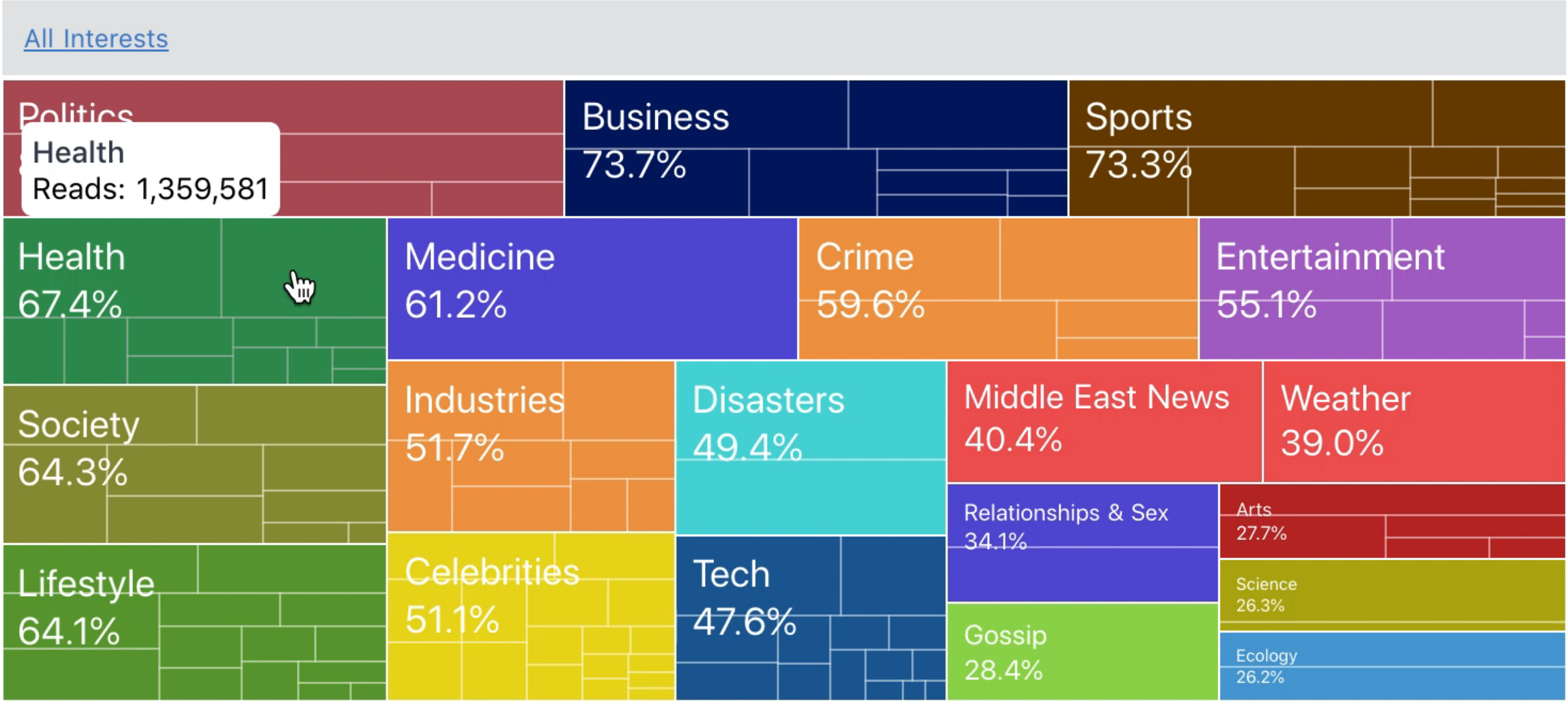
COVID-19 Topic
1 January – 24 April 2020

Consumed Articles



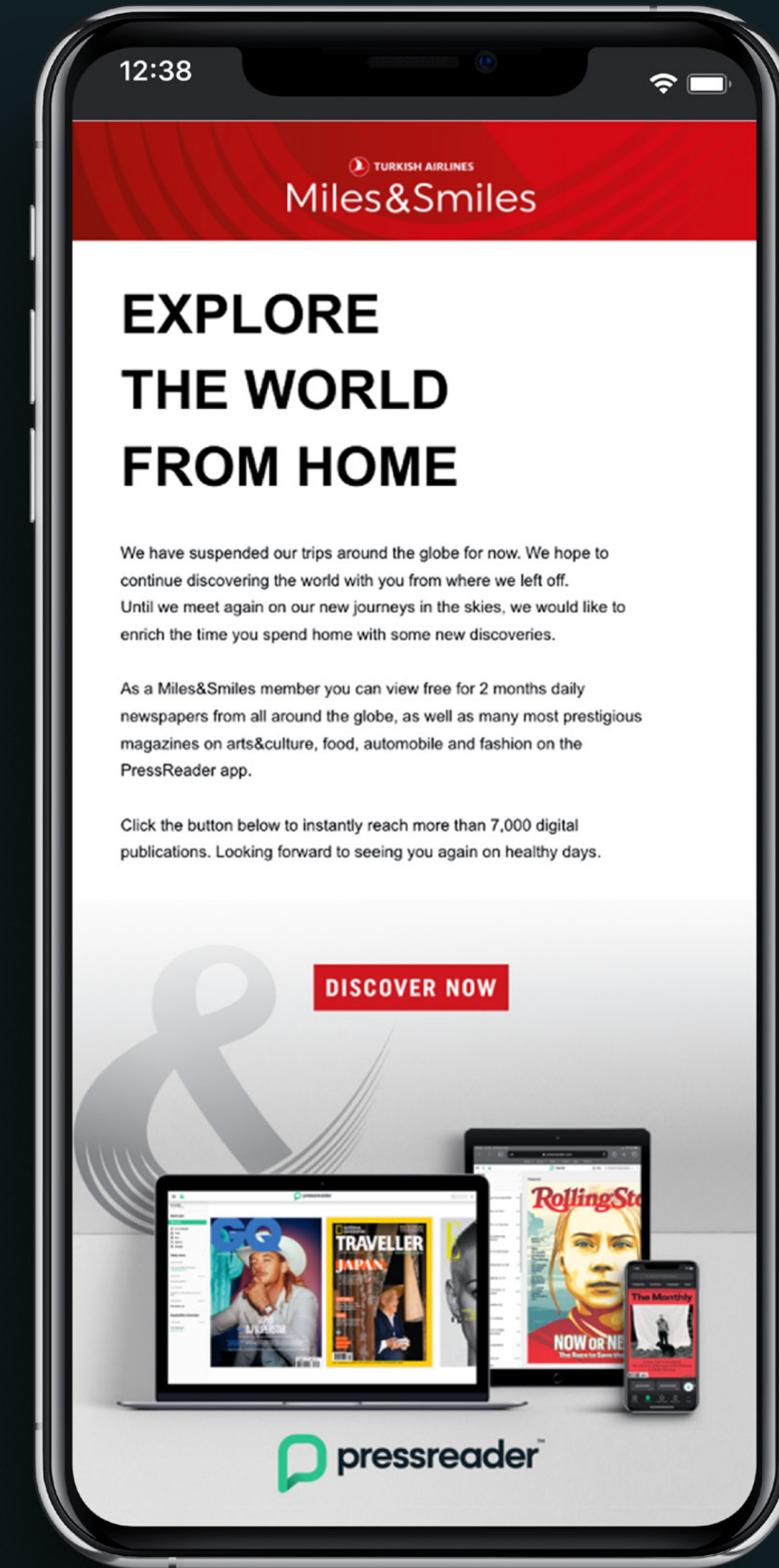
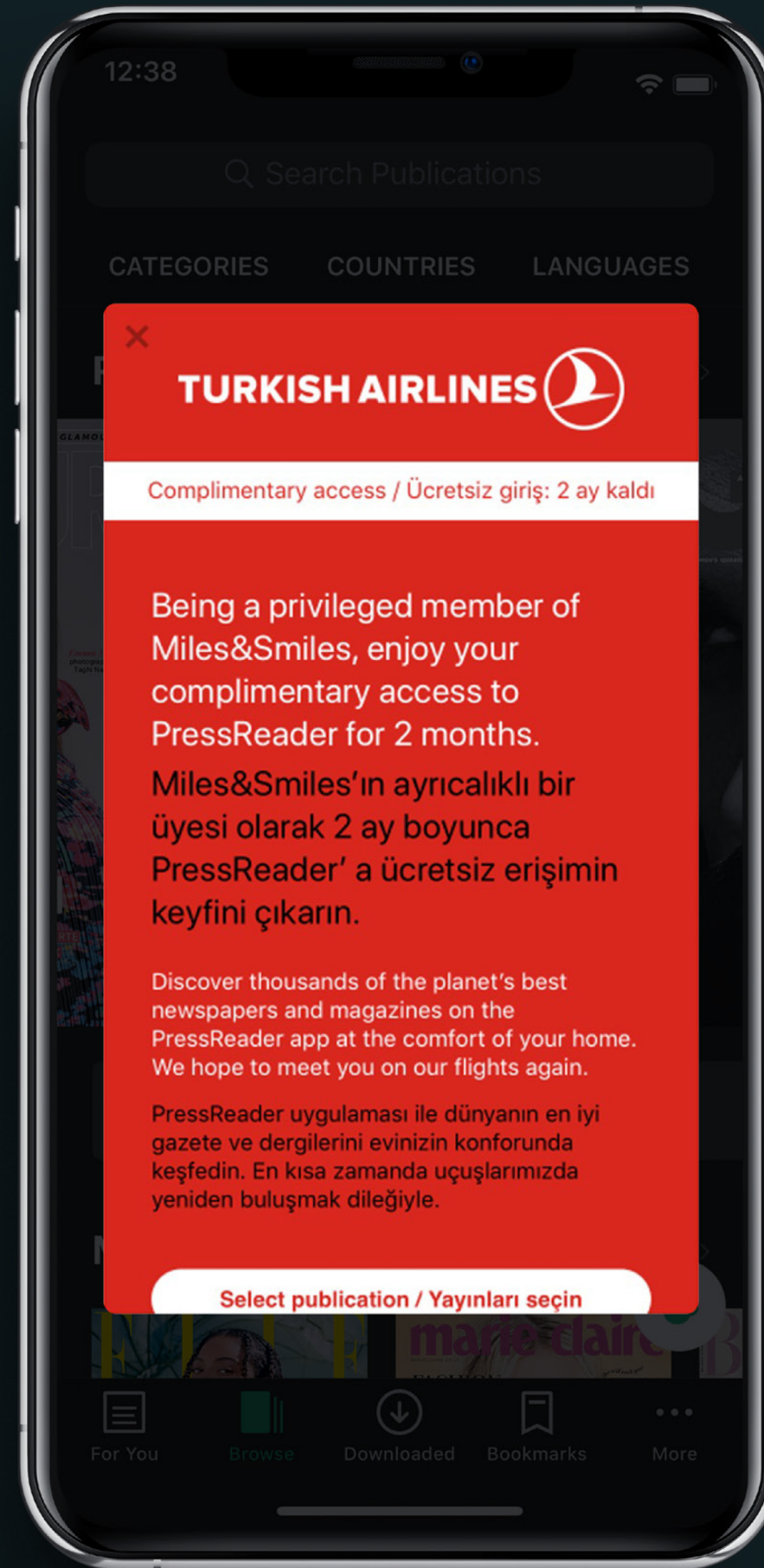
Health Topic
22 January 2020

Consumed Articles

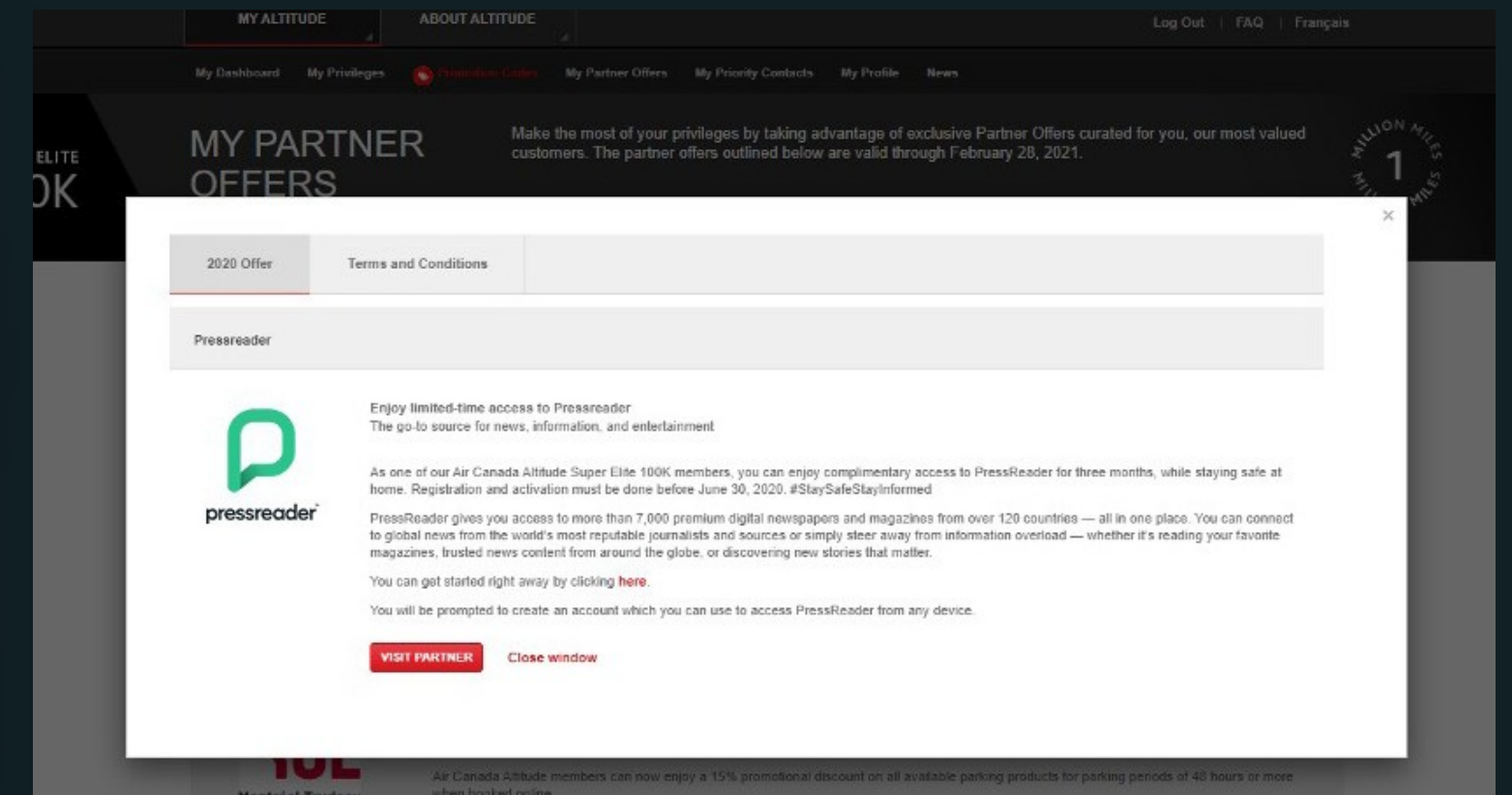


Health Topic
24 March 2020

Airlines



Airlines



Marine

Holland America

On March 30, Orland Ashford, President of Holland America, issued [A Humanitarian Crisis](#) and extended the pause of its operations due to port closures and travel restrictions surrounding global health concerns. Between March 31 to April 13, Holland America passengers unable to disembark on the Zaandam used PressReader to connect to the world. For crew remaining on the Rotterdam and Oosterdam, we're continuing to provide unlimited access to newspapers and magazines on our platform.



“As the world addresses global health concerns, travel has come to a temporary standstill as communities take necessary precautions to protect themselves” All of us at Holland America Line are wishing everyone the best during this unprecedented time.”

Orlando Ashford
President, Holland America

Marine



“It’s hard to grasp how much our world has changed over the past few weeks. We find ourselves in challenging times as COVID-19 increasingly impacts our everyday lives. As a community of world travelers, I know that the prospect of staying indoors, social distancing and pausing your travel plans is especially frustrating.

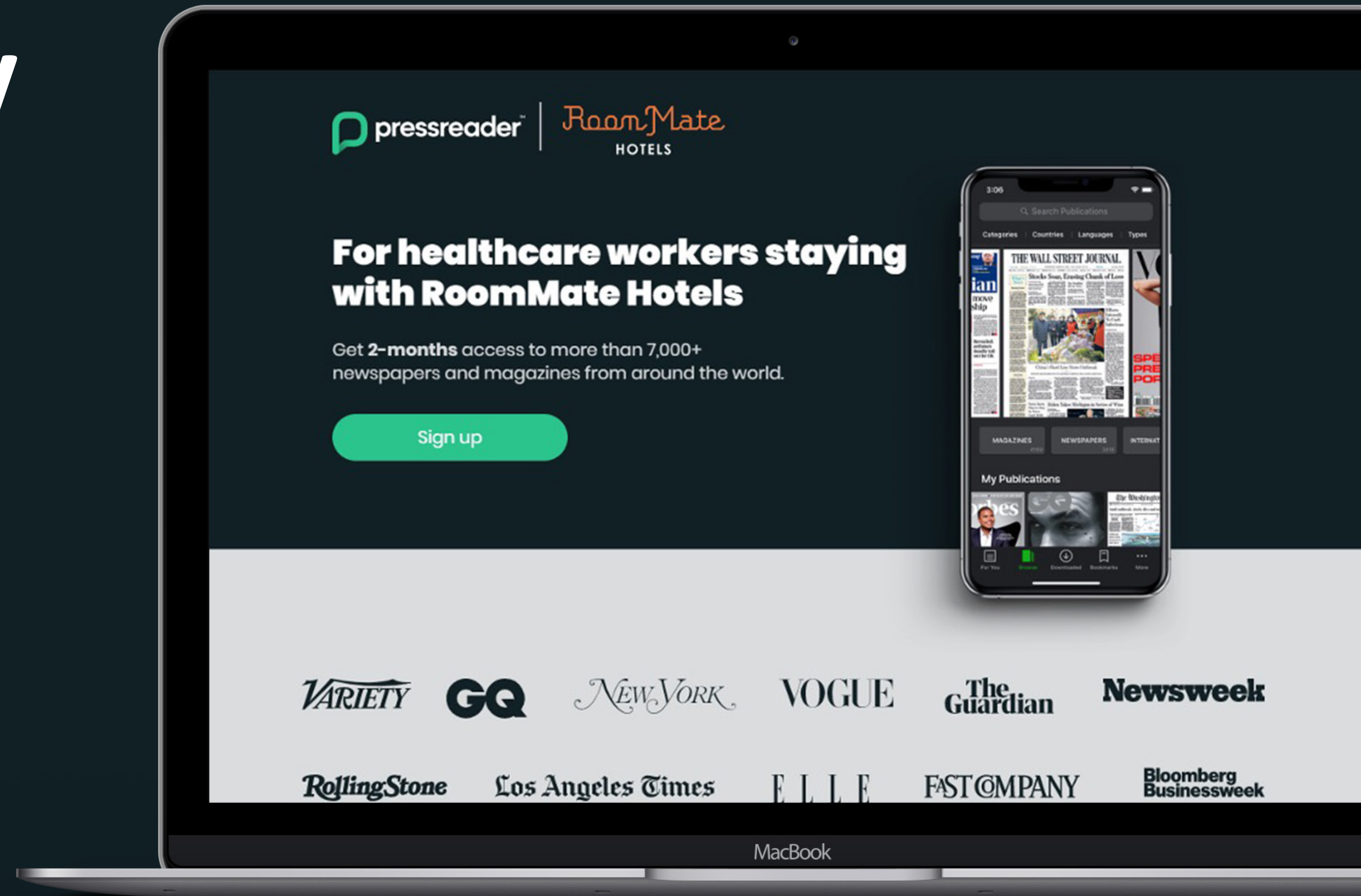
To help pass this time, I’m pleased to let you know that our partner, PressReader, is providing our River Heritage Club members complimentary and unlimited access to news and entertainment from around the world through their digital content platform for 90 days. This is the same program you have access to onboard our ships and I’m so happy we’re able to extend this benefit to you while you are at home.”

Ellen Bettridge
President & CEO

British Forces



Hospitality



Hospitality

Meliá Hotels International

The Spanish-owned Meliá Hotels International is doing their part to ease over-saturation of hospitals and medical centers. As leaders in the industry, they were the first to convert their Mallorca hotel into a hospital. And they've made rooms available for authorities, care workers, social workers, and patients who've been **discharged**, or who need a safe space to self-isolate.

Heartfelt thanks to...PressReader... and all the partners that will continue to join us to in helping medicalized hotels.

Gabriel Escarrer

CEO, Meliá Hotels International



Gabriel Escarrer
@GabrielEscarrer

Gracias de corazón a @Endesa, @Schindler, @Otis, @Pressreader, @Hmobile, @ReviewPro @Xenox, @Lindt, @canalplus y todos los partners que se seguirán sumando a ayudarnos a ayudar en los hoteles medicalizados [lavanguardia.com/vida/20200402/...](https://lavanguardia.com/vida/20200402/)



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PALLADIUM
HOTEL GROUP

#PressReaderCares

Healthcare

the Good Caregroup



NAPA is very excited to be working with PressReader, to bring Care Homes digital newspapers and magazines.



Staying current with community news

For residents who have moved from their home towns, PressReader has local content from across the country so they access their favorite daily newspapers.



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Libraries

BostonPublicLibrary @BPLBoston

#DigitalResource Highlight: What's black and white + read all over with #yourBPLcard? BPL cardholders can access their favorite newspapers and magazines on one site and get access to publications the day they're published with @PressReader. Learn more: pressreader.com.



Calgary Library Fdn @LibraryFdnYYC

@Pressreader puts the world at your fingertips. With local and international newspapers and magazines from more than 100 countries in multiple languages, there's something for everyone. @calgarylibrary



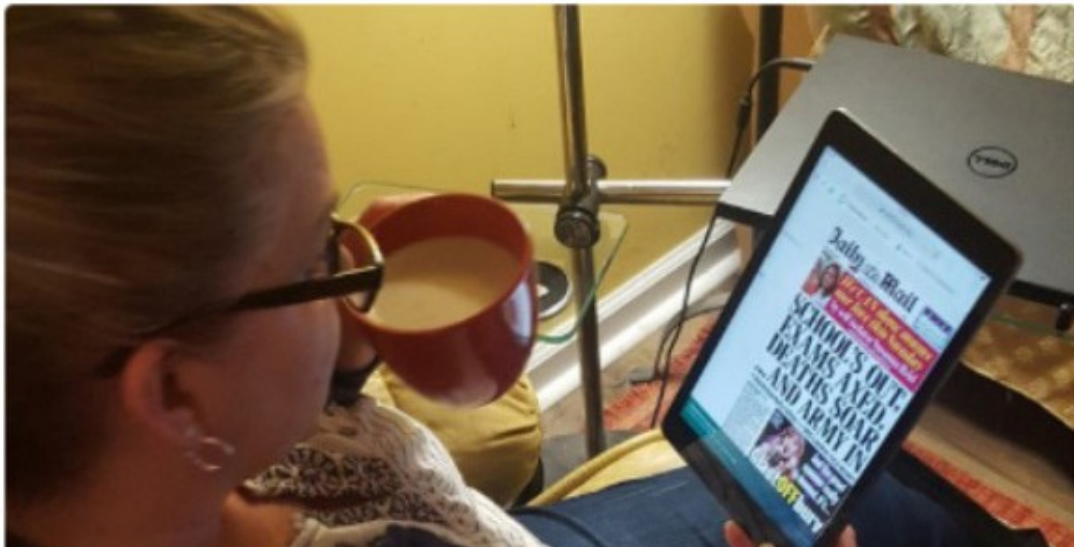
UniSouthamptonLib @UniSotonLibrary

New resource: @PressReader, providing digital access to over 7000 newspapers and magazines from more than 120 countries. Access via SVE for now but we're working on it! library.soton.ac.uk/resources/p



Westerville Library @westervlibrary

Morning coffee + international newspapers from @PressReader. ☕ Checking in on other parts of the world that mean a lot to me. Find out how other countries are responding to #COVID19 with #free access from @westervlibrary. - Katrina, HR Director westervillelibrary.org/pressreader



Libraries

More than 11,000 e-books, audio books, newspapers and magazines have been downloaded by readers since the start of March and demand for Pressreader – an online platform to access newspapers and magazines from around the world – **was up by 259% last month**, compared with March 2019.

‘We look forward to being able to welcome the public back into our libraries. In the meantime we are seeking to use our skills as information professionals as effectively as possible and help people to access the resources and services they need,’

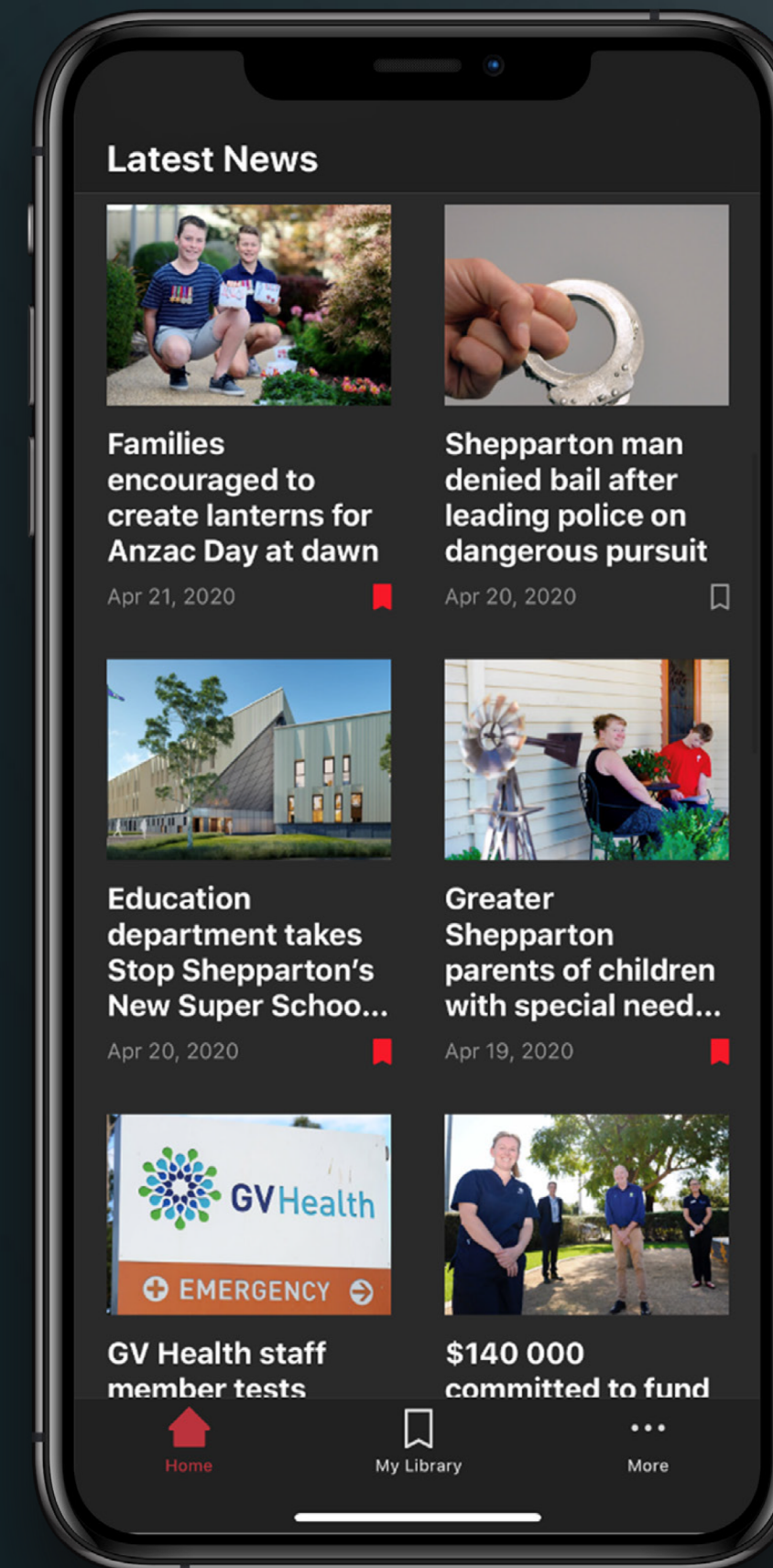
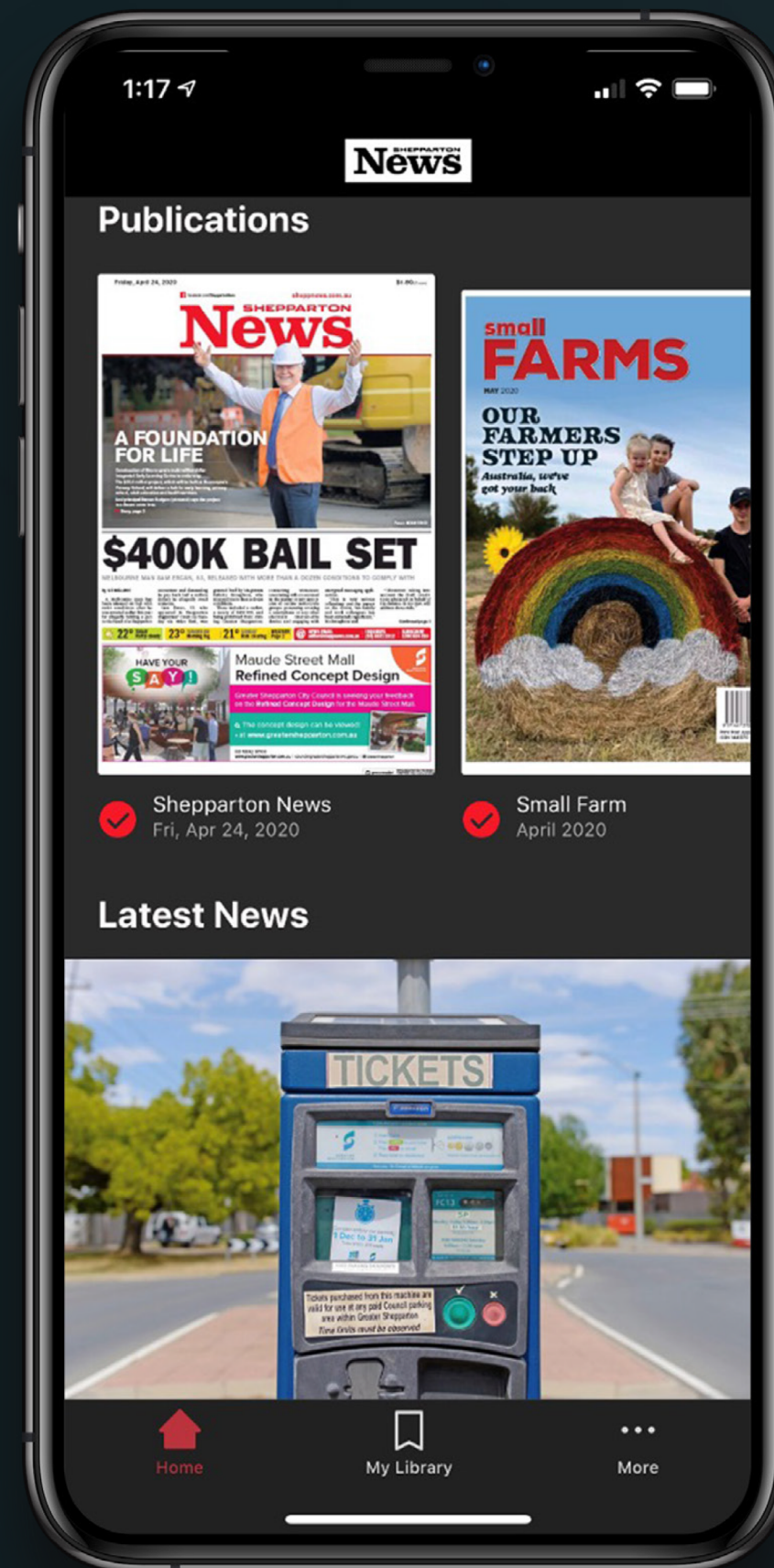
Ed Jewell

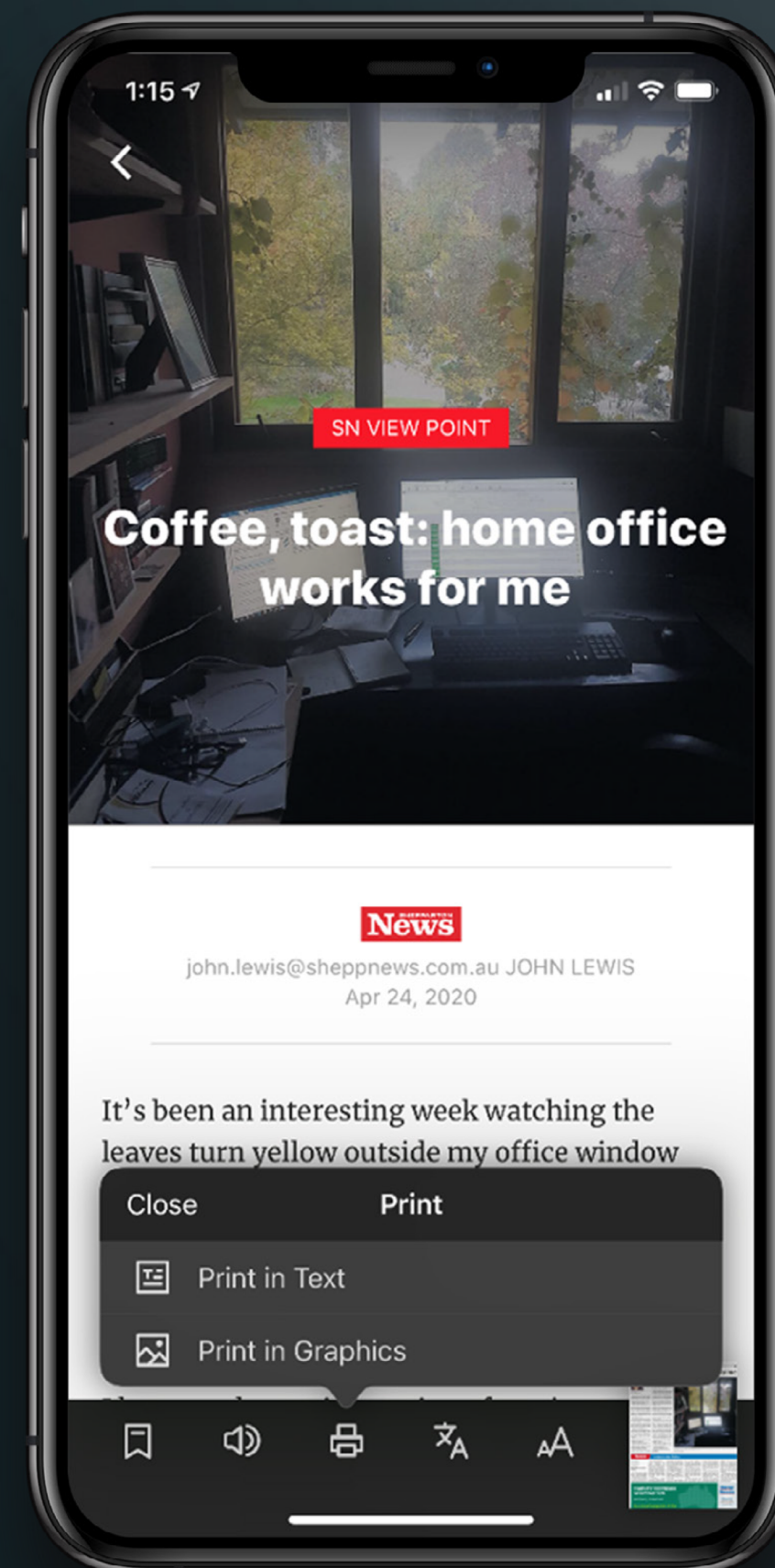
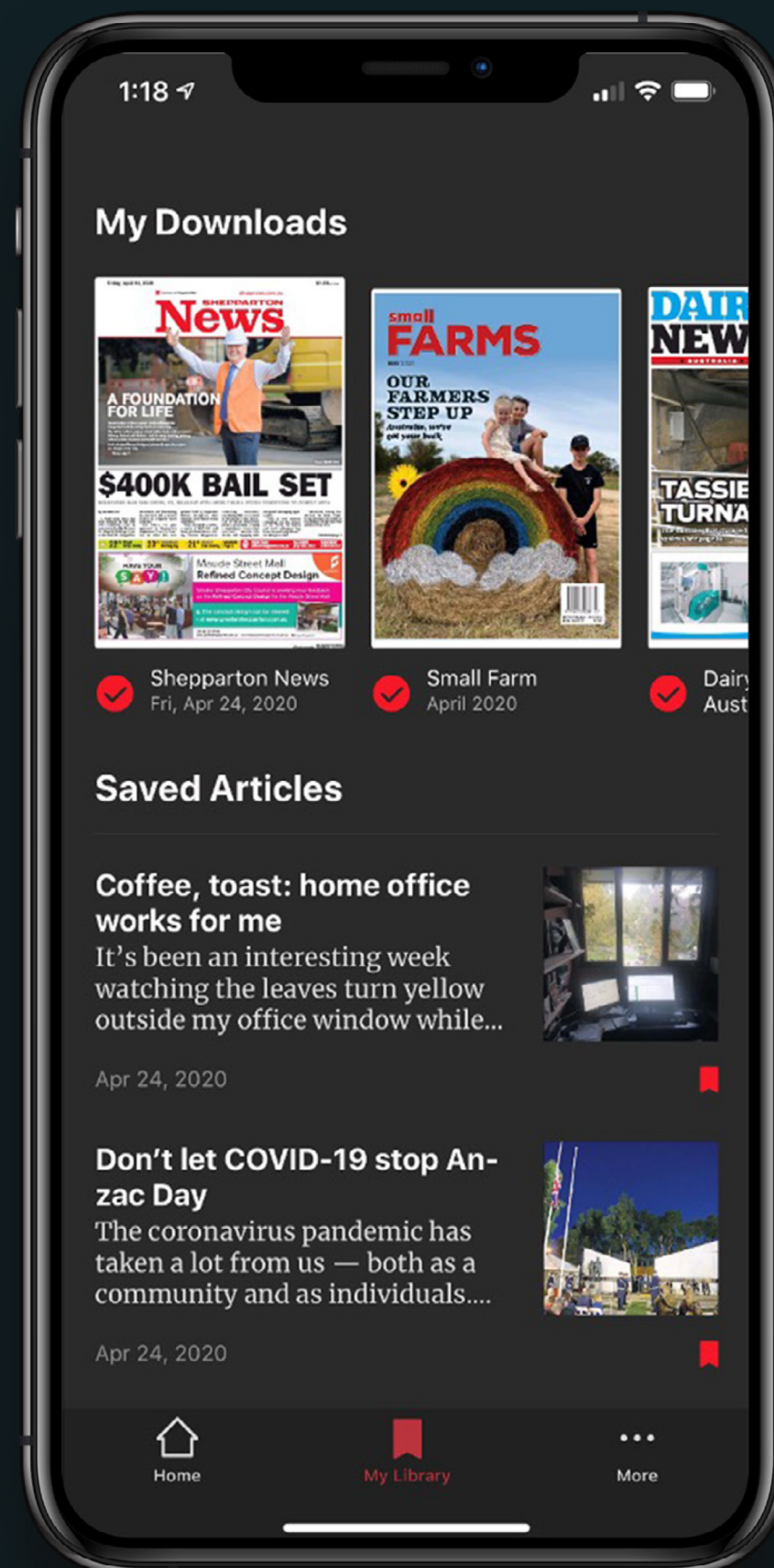
Chief Librarian, Jersey Library (UK)

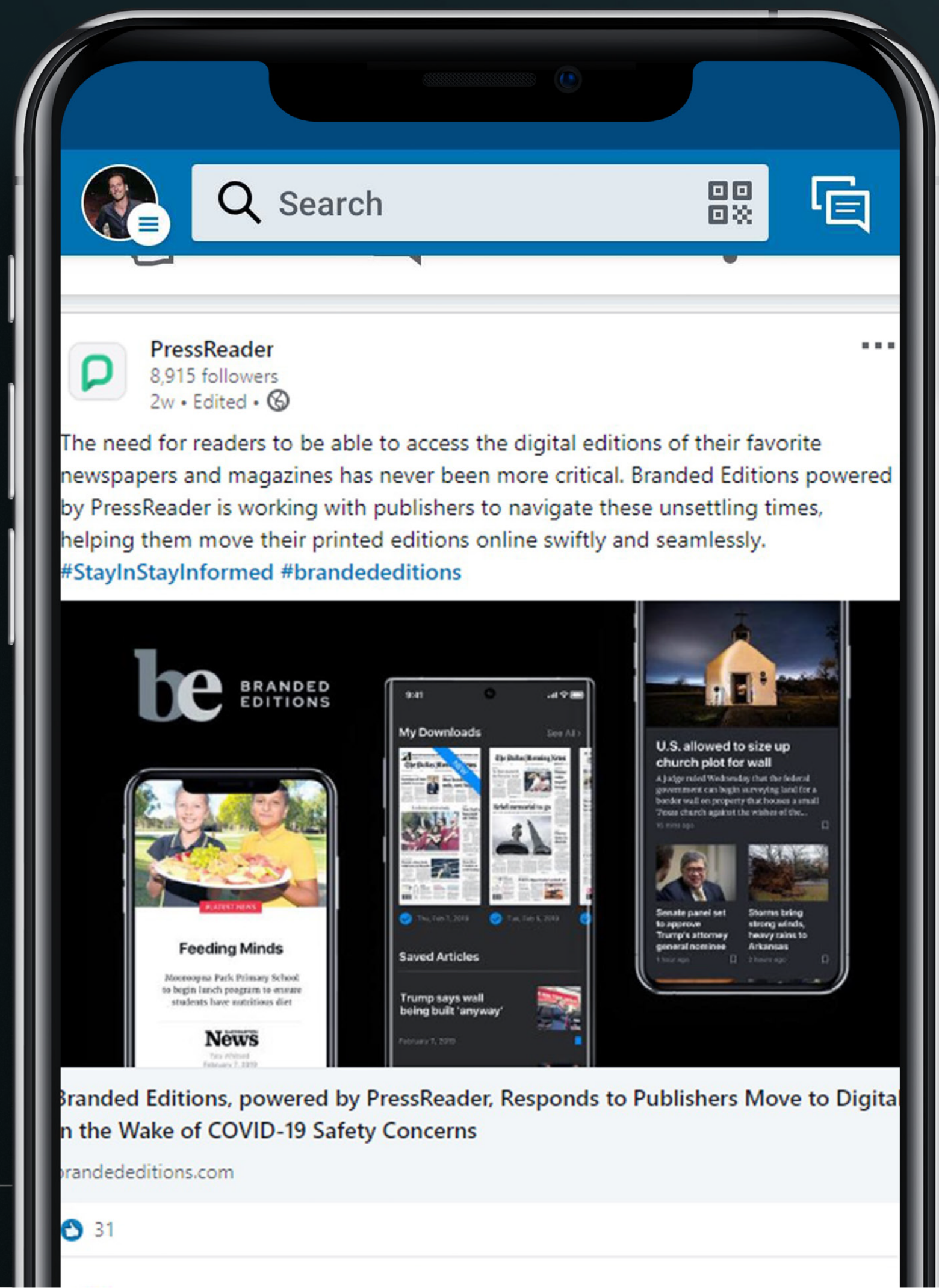
<https://jerseyeveningpost.com/news/2020/04/27/soaring-growth-in-demand-for-e-books-and-newspapers/>



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Get in touch

Nikolay Malyarov

CEO, International and Chief Content Officer

Nik@pressreader.com

Steve Chapman

Vice President, Content Partnerships

Steve@pressreader.com

