

Call for global newspaper survey participants

The World Association of Newspapers and News Publishers (WAN-IFRA), the University of Central Lancashire and the Norwegian School of Management are calling on newspaper company executives worldwide to take a survey about their company's business strategy and ability to change with the demands of the market.



Carried out in preparation for the second annual World Newspaper Future & Change Study, the global study aims to better understand and quantify newspaper companies' responses to challenges facing the industry. The inaugural survey in 2009 found that a majority of respondents were in growth mode, creating new print and digital products and new businesses, such as training and events, despite the financial downturn.

The 21-question survey takes about 15 minutes to complete. Respondents will receive a copy of the World Newspaper Future & Change Study report following the World Newspaper Congress and World Editors Forum, to be held in Beirut, Lebanon, from 7 - 10 June 2010. The identities of all respondents will remain confidential.

Part of Shaping the Future of the Newspaper project

The global Future & Change study is conducted under the WAN-IFRA Shaping the Future of the Newspaper project (SFN) which identifies, analyses and publicises breakthroughs and opportunities that can benefit newspapers worldwide. SFN provides WAN-IFRA members with strategy reports on these developments, a library of case studies and business ideas, and other vital information for all those who need to follow press industry trends. More on the SFN project can be found at www.futureofthenewspaper.com.

WAN-IFRA conducts the SFN project with support from four international partners - manroland, a company for newspaper production systems; Telenor, a Norwegian telecommunications, IT and media group; Atex, supplier of solutions and services for advertising, content management, circulation and online applications and Nörske Skog, the Norway-based global paper producer.

The survey questionnaire is available in multiple languages including; [English](#), [Spanish](#), [French](#), [German](#), [Portuguese](#), [Chinese](#) and [Japanese](#).

For more information on the 2010 World Newspaper Congress and World Editors Forum, go to www.wanlebanon2010.com.