



ECLIPSE COMMUNICATIONS
TREND TALK
SPECIAL EDITION • 8 MAY 2020

MOVEMENTS in MEDIA

The effects of the COVID-19 pandemic have seen companies such as Edcon, Comair and Air Mauritius (among others) begin to implement business rescue plans. The long-term, devastating impact will be felt by companies and our economy as a whole with one industry of specific interest recently under fire, media.

Our first edition of Trend Talk highlighted how media were operating in the national lockdown, from weekly print titles put on hold, to the push towards digital and video. Sadly, our special edition of Trend Talk today covers the rapid and devastating changes in our South African media landscape.

**ASSOCIATED
MEDIA PUBLISHING**
— WE KNOW WOMEN —

News that turned the media industry on its head was the announcement of Associated Media Publishing (AMP) permanently closing its doors due to COVID-19 and its related effects. AMP was the success behind Cosmopolitan, House & Leisure, Good Housekeeping and Women on Wheels.

"This is the most difficult decision I have ever had to make. For the last 38 years, AMP has been one of South Africa's leading publishers and our titles have been part of many peoples' lives. It's a big blow for magazine media brands in South Africa as they hold a special place in our country. We never thought this day would come, but we are left with no choice," says CEO of Associated Media Publishing, Julia Raphaely.

Print media has seen a decline in recent years and the pandemic resulted in a significant loss of revenue due to the decline in advertising. In April, Mail & Guardian plummeted into financial uncertainty and media houses, Arena Holdings and Independent Media and African News Agency, implemented salary cuts for their publications to keep delivering newsworthy stories.

M&G

ARENA
HOLDINGS

 **INDEPENDENT**

**africa
news.**

Caxton has been permanently affected, announcing it will be withdrawing from magazine publishing. At over 60 years old, Bona is one of the country's oldest magazines, while Garden & Home was first published in 1946 under the title The South African Home Gardener and Poultry Keeper and Rooi Rose dates back to 1942. The media house however, is attempting to accommodate Living & Loving and Farmer's Weekly, which has been published for over 100 years.



"We are still operating on all 72 digital platforms and social media platforms and running with content for our readers," said National Editor, Irma Green.



Locally produced content will also be affected as the Independent Communications Authority of South Africa (ICASA), South Africa's broadcasting regulator, has approved an application from the SABC for its annual local TV content quotas to be waived because of the pandemic. Ultimately, this means that SABC is allowed to produce and broadcast less locally-produced programming and fewer hours of certain genres of first-run television content in 2020.

Prior to the waiver, the SABC was under an annual obligation to broadcast a certain number of hours - in various languages - of new, original content in genres ranging from sports and news to current affairs, and from children's programming and educational content to scripted entertainment on radio and television.

Mass market tabloid newspaper and the largest South African newspaper, Daily Sun, published its last print issue for regions other than Gauteng, Limpopo, Mpumalanga and North West on Thursday, 30 April 2020. Fortunately, the publication will remain available digitally in the five remaining provinces - Western Cape, Eastern Cape, Northern Cape, Free State and KwaZulu-Natal. With this being said, the publication is investing more into its digital platforms as it has seen an increase in unique users.



With the change in the media landscape, brands will be affected by the way news is delivered to its audience. Now more than ever, we need to consider how brands can build presence digitally while remaining a valuable resource of information to existing publications.

The word 'ECLIPSE' in a large, white, serif font, centered over a dark, blue-tinted aerial photograph of a city with various buildings and structures.

ECLIPSE