

INNOVATE OR DIE: THE PHILIPPINE BROADSHEET
INDUSTRY IN THE RISE OF THE READERS'
DIGITAL SHIFT

THESIS

CHRISTIAN G. VILLARAMA

College of Arts and Sciences

CAVITE STATE UNIVERSITY

Indang, Cavite

June 2019

INNOVATE OR DIE: THE PHILIPPINE BROADSHEET INDUSTRY IN THE RISE OF THE READERS' DIGITAL SHIFT

Undergraduate Thesis
Submitted to the Faculty of the
College of Arts and Sciences
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree
Bachelor of Arts in Journalism



Innovate or die
372.4 V71c 2019
T-8340

CHRISTIAN G. VILLARAMA
June 2019

ABSTRACT

VILLARAMA, CHRISTIAN G. Innovate or Die: The Philippine Broadsheet Industry in the Rise of the Readers' Digital Shift. Undergraduate Thesis. Bachelor of Arts in Journalism. Cavite State University, Indang, Cavite. June 2019. Adviser: Ms. Erica Charmane B. Hernandez.

This study was conducted to determine if the innovations of a leading broadsheet company in the country were enough to counterbalance the impact of the shift in readership in the digital age. The study aimed to gather the innovations of the Philippine STAR in the rise of the readers' digital shift from 2012-2022 in terms of cost of printing, advertisements, subscribers, and geographical reach of circulation. Aside from that, it also aimed to assess these gathered innovations with the help of experts/key informants in the fields of business, journalism, and sociology. Lastly, the study intended to determine the most effective innovations gathered from the Philippine Star.

The data gathering process was divided into three phases. The first phase dealt with the collection of the innovations from the Philippine Star. The second phase focused on the assessment of the experts from the fields of business, journalism, and sociology to further elucidate the effectiveness of the gathered innovations from the first phase. The third phase determined the innovations' effectiveness ranking per category.

Based on the interview with the Human Resource Officer of the Philippine Star, the researcher found out that the Philippine Star had very little innovations that solely focused on its physical newspapers. The researcher gathered innovations "sample products" and "Learning Experience Acquired through Reading Newspapers (LEARN) program" bagged the most effective ranking on the survey results.

Though, the innovations had been collected and the ranks were determined, the status of the print industry in the Philippines was still vulnerable because the Philippine Star, one of the dominant companies in the industry, did not invest much on innovations focused on the print medium itself.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	v
ABSTRACT.....	vii
TABLE OF CONTENTS.....	ix
LIST OF TABLES	xi
LIST OF FIGURES	xii
LIST OF APPENDICES	xii
INTRODUCTION	1
Statement of the Problem	4
Objectives of the Study	5
Significance of the Study	6
Time and Place of the Study	9
Scope and Limitation of the Study	9
Definition of Terms	10
Theoretical Framework	13
Conceptual Framework	14
REVIEW OF THE RELATED LITERATURE	16
METHODOLOGY	41
Research Design	41
Sources of Data	42

Participants of the Study	43
Sampling Technique	46
Data Gathered	47
Statistical Treatment of Data	48
RESULTS AND DISCUSSION	50
Collecting the innovations	50
Innovations to reduce the cost of printing	50
Innovations to improve advertising revenue	51
Innovations to attract more subscribers	53
Innovations to widen the reach of circulation	55
Assessments of experts	57
Survey results	67
SUMMARY, CONCLUSION, AND RECOMMENDATIONS	70
Summary	70
Conclusion	71
Recommendations.....	78
REFERENCES	80
APPENDICES	83

LIST OF FIGURES

Figure		Page
1	Conceptual Framework of the Study	14
2	Consumer and Media Survey 2010-2013.....	28
3	NBDB survey	30
4	Philippine Newspaper Readership 2001-2011.....	32
5	Proposed Diagram 1	78
6	Proposed Diagram 2	79

LIST OF TABLES

Table		Page
1	Collected innovations from the Philippine Star	59
2	Results for the innovations to improve advertising revenue.....	72
3	Results for the innovations to improve to attract more subscribers...	73

LIST OF APPENDICES

Appendix	Page
1 Curriculum vitae	88
2 Informed consent	107
3 Sample of research instruments	134
4 Certificate of validation	155
5 Certificate of ethics review board	157
6 Certificate of English critic	159
7 Communication letters	161
8 Transcriptions	168
9 Routing slip	236

INNOVATE OR DIE: THE PHILIPPINE BROADSHEET INDUSTRY IN THE RISE OF THE READERS' DIGITAL SHIFT

Christian G. Villarama

An undergraduate thesis manuscript submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Sciences, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Arts in Journalism with Contribution No. T-CAS2019-ABJ021. Prepared under the supervision of Ms. Erica Charmane B. Hernandez.

INTRODUCTION

The newspaper industry as the people know is a dinosaur heading for the museum. Paper costs, electricity, and other overhead expenses go up sharply each year but not advertising revenue and circulation (Mangubat, 2013). A study made by Cruz II and Delos Reyes, two AB Journalism students from the University of the Philippines Diliman, showed that the top two leading broadsheets in the country, The Philippine Daily Inquirer and The Philippine Star, are experiencing slight readership decline every year. Though the decline in readership left the top two publications relatively unaffected, the downward trend in readership poses problems in terms of sustainability of newspapers in the next ten years. This trend is actually not just observed in the Philippines. In fact, newspaper producers worldwide have seen a declining pattern in readership (Bartlett, 2011 as cited in Cruz II & Delos Reyes, 2014).