

# 2026 STATE OF CONSUMER MONETIZATION MEDIA EDITION

**85% of consumers pay for at least one digital subscription or loyalty program.**

In a world where most wallets are already spoken for, media companies now compete on attention, value, and trust.

The new playbook requires matching pricing to subscriber behavior: premium tiers for power users, downgrade paths for price-sensitive customers, and pause options for everyone in between.

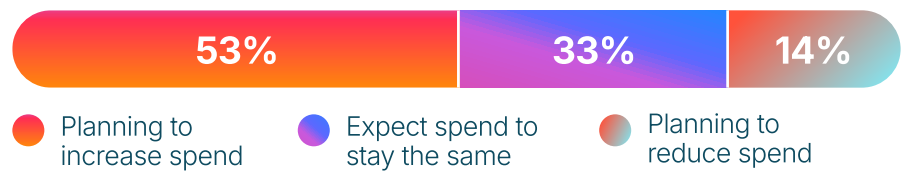
**01 Streaming dominates, but paid journalism still holds ground**  
82% of consumers subscribe to at least one streaming service, but 21% pay for news or magazine subscriptions, showing sustained demand for differentiated content and trusted voices.

**02 Price increases are widespread among news and magazine subscribers**  
61% say more than half their subscriptions raised prices in the past year. Most stayed anyway. 67% accepted those increases because they valued the content, proving that value drives retention more than price.

**03 Flexibility matters**  
80% of news and magazine subscribers consider ease of cancellation very or extremely important, and their behavior reflects that expectation. 64% have paused a subscription instead of canceling outright. Easy cancellation and pause-and-resume options reduce sign-up friction while preserving long-term subscriber value.

**04 Pricing models continue to evolve**  
67% of consumers are open to usage-based or hybrid pricing, and 64% of news and magazine subscribers show strong interest in bundling. Publishers have room to innovate without abandoning core subscription revenue.

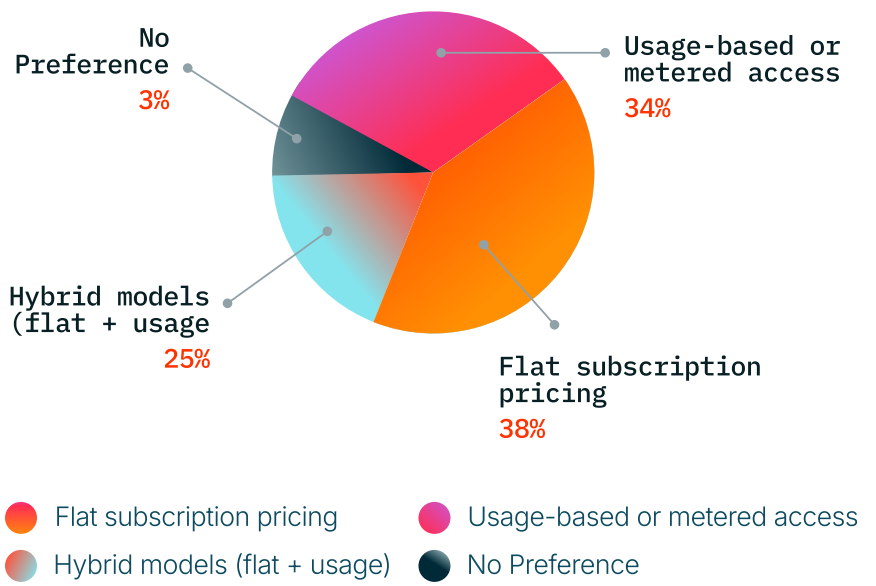
## CONSUMER MEDIA SPEND IS GROWING



## HIGH-VALUE MEDIA SUBSCRIBERS SPEND AND SUBSCRIBE MORE THAN MOST

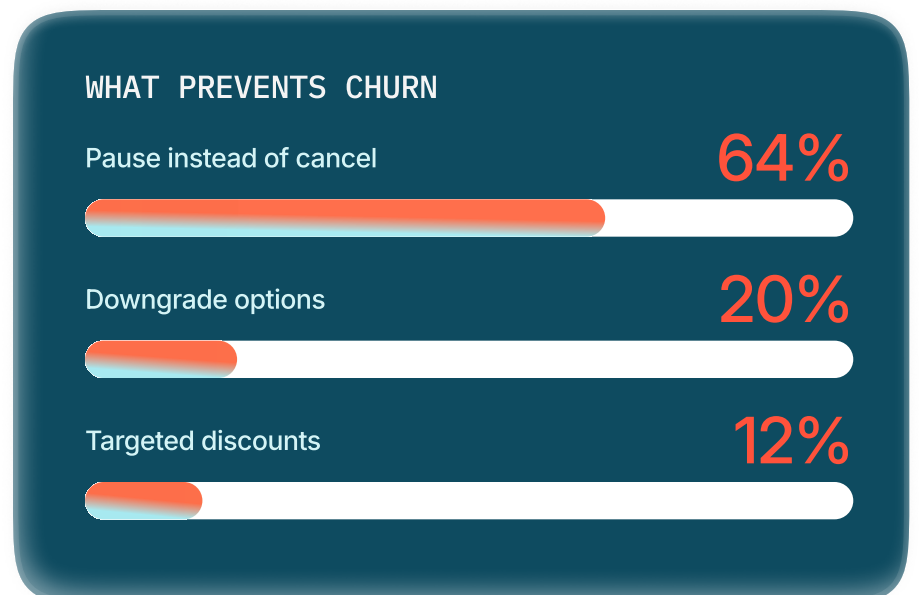
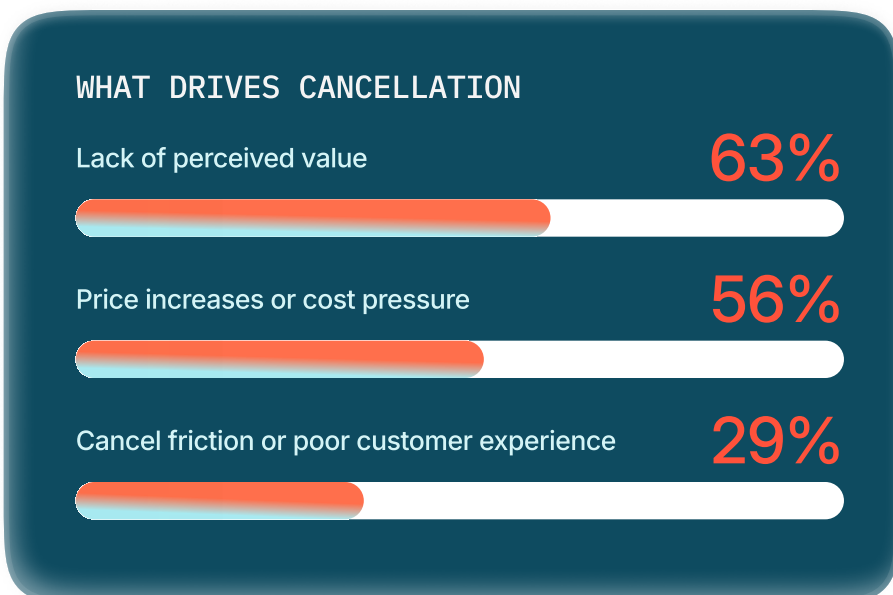


**MEDIA CONSUMERS ARE RETHINKING FLAT PRICING BECAUSE NOT EVERY SUBSCRIPTION EARNS THE SAME PLACE IN THEIR WALLET**



## WHERE RETENTION IS WON OR LOST

*Churn doesn't start at the cancel button. It starts when the value stops feeling worth it.*



**Media monetization now requires both acquisition strength and retention strategy.**

Success depends on flexible pricing, subscriber control, and systems built to attract new subscribers while keeping current ones.

See how Condé Nast increased subscriber retention with value-driven monetization →

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