



Annual Statement Report of Newspapers for the year 2020

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Bhutan InfoComm and Media Authority
Royal Government of Bhutan
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1. Introduction

As per the Chapter 2, Section 2.6, Clause K, of the Rules and Regulations for Publication 2019, all newspaper publishing houses are required to submit Annual Statements to the Authority on or before the 30th of April.

The Authority prepares the Annual Statement Report from the annual statements received from the newspapers.

As of 2020, there are seven newspapers in the country licensed by the Authority:

1. Bhutan Times Ltd.
2. Business Bhutan Ltd.
3. Bhutan Today Ltd.
4. Gyalchi Sarshog
5. Kuensel Corporation Ltd.
6. The Bhutanese Ltd.
7. The Journalist and Ltd.

Sl. No.	Newspaper	Language	Publishing Frequency	Cover Price (In Nu.)
1	Kuensel	Full Dzongkha and Full English papers	Monday – Saturday	Dzongkha: 5 English: 15
2	Gyalchi Sarshog	Dzongkha	Every Sunday	10
3	Bhutan Times	English	Every Sunday	10
4	Business Bhutan	English	Every Saturday	10
5	Bhutan Today	English	Every Sunday	10
6	The Bhutanese	English	Every Saturday	10
7	The Journalist	English	Every Sunday	10

2. Methodology

All information for this report has been submitted by the individual newspapers in the Annual Statement Report forms as designated in the Publication Rules (Annexure 4).

The following formulas are used to derive the total print run and circulation figure as per the formulas used by the Bhutan Interdisciplinary Research & Development (BIRD) in the “Readership, Circulation and Financial Performance of Newspapers in Bhutan” study carried out for the Authority in 2018.

1. The total print run is calculated as : Print run + Free copies + Non-distribution
2. Circulation figure is calculated is calculated as: Print run + Free copies + e-copies

3. Observations

3.1 Comparison of print run figures

The annual print run for 2020 of all seven Newspapers has decreased when compared to the 2019 data.

With a decrease of 0.760%, Business Bhutan was found to have the highest decrease in print run.

Sl. No	Name of the newspaper	Print run		
		2019	2020	increase/ decrease in %
1	Bhutan Times	94975	67565	↓ 0.289
2	Business Bhutan	78283	18791	↓ 0.760
3	Bhutan Today	60000	39320	↓ 0.345
4	Gyalchi Sarshog	34756	16100	↓ 0.537
5	Kuensel	1306806	666670	↓ 0.490
6	The Bhutanese	61365	49346	↓ 0.196
7	The Journalist	65560	45880	↓ 0.300

Table 1: Comparison of print run figures

3.2 Comparison of circulation figures:

All seven newspapers have decreased their circulation in 2020 as compared to the 2019 data.

Business Bhutan saw the highest decrease in circulation figures at 0.736 %.

Sl. No	Name of the newspaper	Circulation		
		2019	2020	increase/ decrease in %
1	Bhutan Times	69225	54985	↓ 0.206
2	Business Bhutan	74617	19704	↓ 0.736
3	Bhutan Today	60000	78002	↓ 0.300
4	Gyalchi Sarshog	30256	21829	↓ 0.279
5	Kuensel	1055172	619654	↓ 0.413
6	The Bhutanese	57649	45986	↓ 0.202
7	The Journalist	65560	63280	↓ 0.035

Table 2: Comparison of circulation figures

3.3 E-subscription:

Except for Gyalchi Sarshog, all other Newspapers have increased their e-subscription figures in 2020 as compared to 2019.

Kuensel had the highest numbers of e-subscription with a total of 42,555 e-subscribers, followed by Bhutan Today with 38,682 e-subscribers.

The Journalist which did not have e-subscription for 2019 has a total of 17400 e-subscriptions in 2020.

The graph below shows a comparison of the number of e-subscribers for 2019 and 2020 among the Newspapers (Figure 1). The detailed e-circulation figures are attached in Annexure 1.

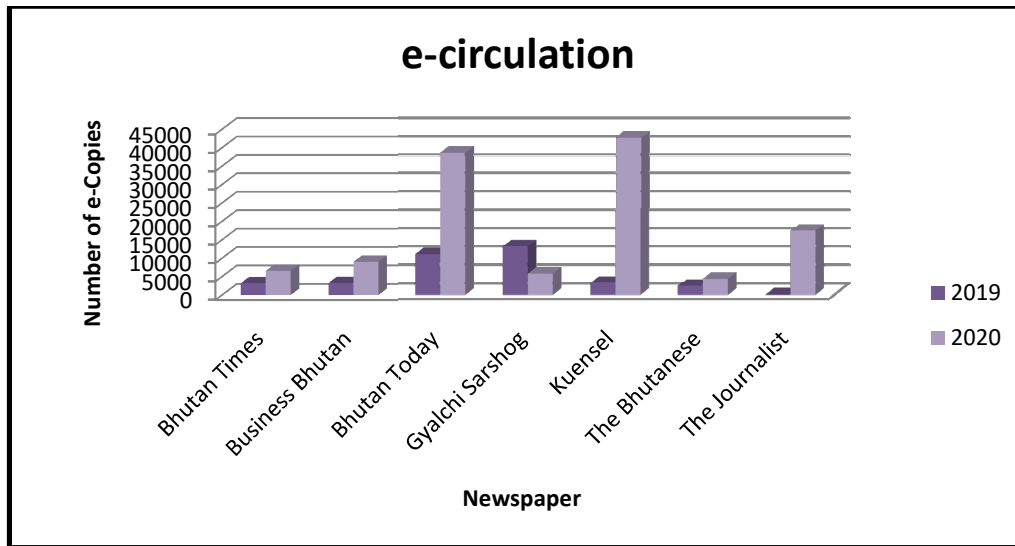


Figure 1: Comparison of number of e-copies distribution for 2019 and 2020

3.4 Reach to Dzongkhags

In 2020 there were a total of 590,294 print copies circulated to 20 Dzongkhags, of which Thimphu Dzongkhag had the highest percentage (74 %), followed by Chhukha (7%), Paro (6 %), Tashigang (2%) and Sarpang (2%). The remaining 8 % make up the copies circulated to the other 15 Dzongkhags. Gasa had the lowest circulation with just 250 circulations of the total circulation figure. The detailed Dzongkhag wise circulation of the newspapers is attached in Annexure 2.

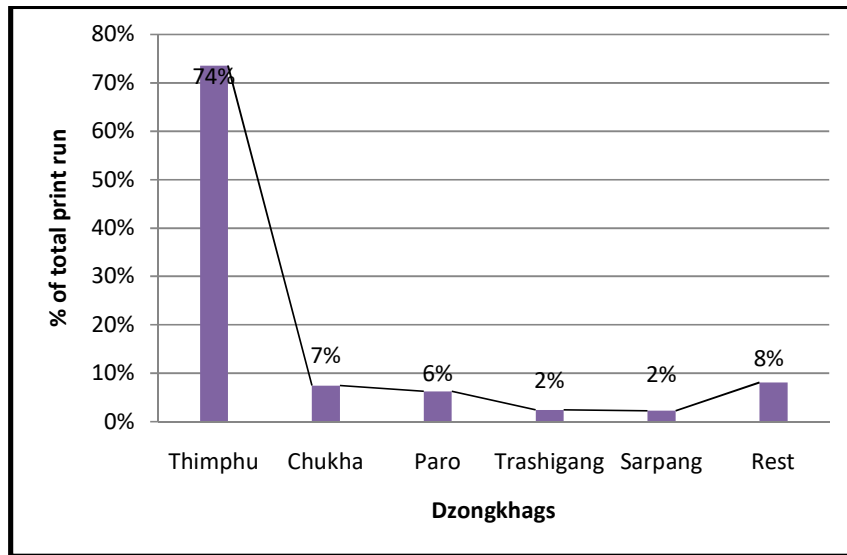


Figure 2: Print copy distribution among Dzongkhags

There was a decrease in circulation figure for all 20 Dzongkhags. The highest decrease was recorded for Mongar (85%), Pema Gatshel (78%), and Paro (73%). The Dzongkhag wise circulation data comparison for 2019 and 2020 is attached in Annexure 3.

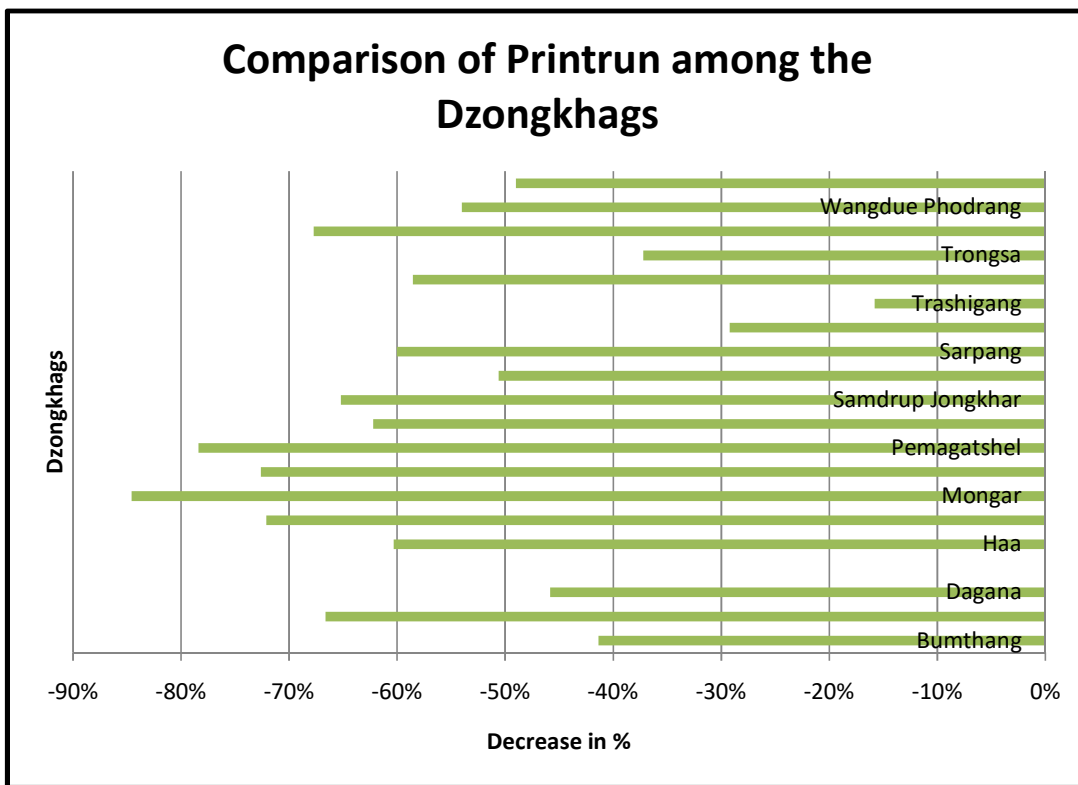


Table 3: Decrease of circulation figures for in 2020 as compared to 2019

3.5 Newspaper reach to Dzongkhags

The Bhutanese is the only newspaper with coverage in all 20 Dzongkhags. The Journalist has the second highest coverage in 19 Dzongkhags except Gasa, while Kuensel has the third highest coverage with 18 Dzongkhags.

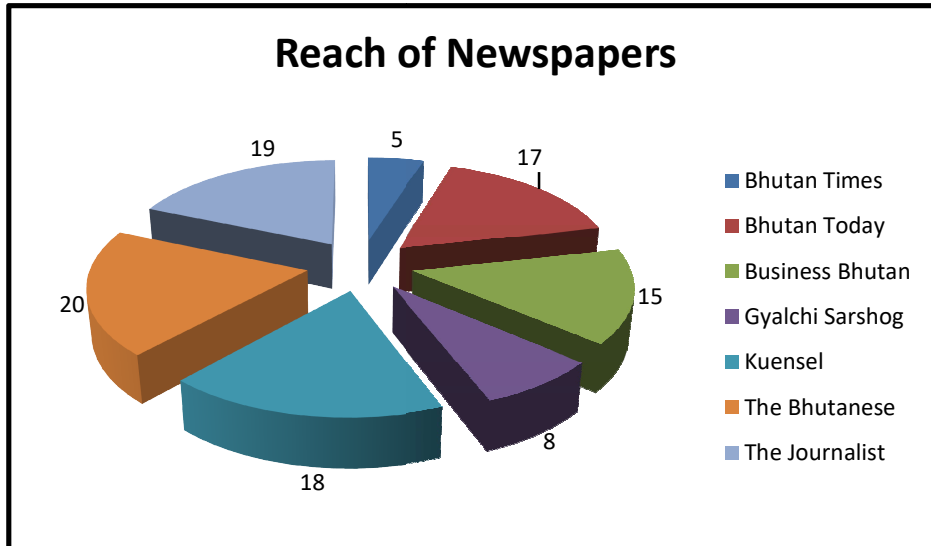


Figure 3: Coverage of Newspapers in the Dzongkhags

3.6 Editorial Team:

The Annual statement for the year 2020 shows that all newspapers meet the mandatory requirement to have minimum of 5 media personal as the editorial team. All the newspapers have an editorial team headed by an Editor with a minimum of 5 years working experience in the field of media.

4. Findings and Conclusion

In comparing the annual statements for 2019 and 2020, it was observed that the total print run had decreased for all seven newspapers in 2020. The circulation figures have also decreased for all seven newspapers in 2020 as compared to 2019.

However, except for Gyalchi Sarshog, all other newspapers have increased their e-subscriptions in 2020. The newspaper with the highest numbers of e-subscription was Kuensel with a total of 42,555 e-subscribers.

In 2020, there were a total of 590,294 print copies circulated to 20 Dzongkhags, of which Thimphu Dzongkhag had the highest circulation rate. There was a decrease in the circulation

figures for all 20 Dzongkhags except for Gasa where there was no change in the circulation figure.

The decrease in the total print run and total circulation figures could be attributed to the series of lockdowns imposed within the country in 2020 due to the COVID-19 pandemic.

During the pandemic, after receiving several requests from the newspapers for reduction in mandatory print copies, the Authority decided to leave it to the individual papers on the number of print copies. However, the Authority will be reviewing the number of print copies annually submitted by the newspapers in their Annual Statement Report.

Annexure 1: e-circulation figures.

sl no	Name of the newspaper	2019	2020	Increase/ decrease in %
1	Bhutan Times	3250	6610	1.034
2	Business Bhutan	3283	9066	1.761
3	Bhutan Today	10900	38682	2.549
4	Gyalchi Sarshog	13156	5729	-0.565
5	Kuensel	3202	42555	12.290
6	The Bhutanese	2373	4339	0.828
7	The Journalist	0	17400	NA

Annexure 2: Dzongkhag wise circulation of the newspapers

sl no	Dzongkhag	News paper							Total
		Bhutan Times	Bhutan Today	Business Bhutan	Gyalchi Sarshog	Kuensel	The Bhutanese	The Journalist	
1	Bumthang	0	435	20	250	2050	600	20	3375
2	Chukha	1000	6148	190	500	32799	3250	220	44107
3	Dagana	0	290	0	0	439	1000	10	1739
4	Gasa	0	0	0	0	0	250	0	250
5	Haa	0	290	15	0	3470	500	10	4285
6	Lhuntse	0	0	10	0	223	250	5	488
7	Mongar	0	435	25	0	2560	500	110	3630
8	Paro	1230	3190	275	500	28567	3000	70	36832
9	Pemagatshel	0	290	0	0	316	500	60	1166
10	Punakha	0	435	0	0	2583	2500	30	5548
11	Samdrup Jongkhar	0	580	0	0	5163	1000	60	6803
12	Samtse	0	435	10	250	6492	750	20	7957
13	Sarpang	42	435	25	250	11628	750	10	13140
14	Thimphu	27000	23227	600	10000	346794	26250	370	434241
15	Trashigang	0	435	25	0	13320	500	40	14320
16	Trashiyangtse	0	435	10	0	252	250	15	962
17	Trongsa	0	580	15	250	3424	500	20	4789
18	Tsirang	40	580	10	250	909	750	20	2559
19	Wangdue Phodrang	0	580	15	0	2228	250	10	3083
20	Zhemgang	0	0	10	0	0	1000	10	1020

Annexure 3: Comparison of Dzongkhag wise data for 2019 and 2020.

sl no	Dzongkhag	2019	2020	Increase/ decrease
1	Bumthang	5755	3375	-41%
2	Chukha	132163	44107	-67%
3	Dagana	3210	1739	-46%
4	Gasa	250	250	0%
5	Haa	10795	4285	-60%
6	Lhuntse	1750	488	-72%
7	Mongar	23557	3630	-85%
8	Paro	134576	36832	-73%
9	Pemagatshel	5394	1166	-78%
10	Punakha	14686	5548	-62%
11	Samdrup Jongkhar	19552	6803	-65%
12	Samtse	16104	7957	-51%
13	Sarpang	32876	13140	-60%
14	Thimphu	613444	434241	-29%
15	Trashigang	17005	14320	-16%
16	Trashiyangtse	2320	962	-59%
17	Trongsa	7628	4789	-37%
18	Tsirang	7925	2559	-68%
19	Wangdue Phodrang	6705	3083	-54%
20	Zhemgang	2000	1020	-49%

Annexure 4: Annual Statement Report Form

Postal Address		Publication Details		
Location		Publication Name		
PO Box		Cover Price	Print Copy	e-copy
Telephone		Publication Frequency	Daily (tick box)	Weekly (tick box)
Email		Publication Print-run		
Website		Language	Dzongkha (tick box)	English (tick box)
Printer Details	Name of Printer/Press	Location of Printer/Press	Complete Postal Address of Printer/Press	
Reporting Period (tick box)				
Circulation Details (provide figures against months)				
Month	Print copies	e-copy	Free copies	Non-distribution
January				
February				
March				

April				
May				
June				
July				
August				
September				
October				
November				
December				
Reach (provide figures against Dzongkhags)				
Dzongkhags	Print copies	e-copies	Free copies	Non-distribution
Bumthang				
Chukha				
Dagana				
Gasa				
Haa				
Lhuntse				
Mongar				
Paro				
Pema Gatshel				

Punakha				
Samdrup Jongkhar				
Samtse				
Sarpang				
Thimphu				
Trashigang				
Trashiyangtse				
Trongsa				
Tsirang				
Wangduephodrang				
Zhemgang				
Details of the Paper				
Editorial Team				
1. Name of the Editor				
2. Name of the Reporters	Submit the list with names , designation, contact number and email id			
Details of the Management				
Name of the Chief Executive Officer				
Board Directors	Submit the name of the Board Directors along with share holding details			
Financial details				
Financial statement	Submit the financial statement submitted to the Department of Revenue and Customs.			

