

think
NEWS
brands

The whole story

News is a fundamental part of the day for Australians

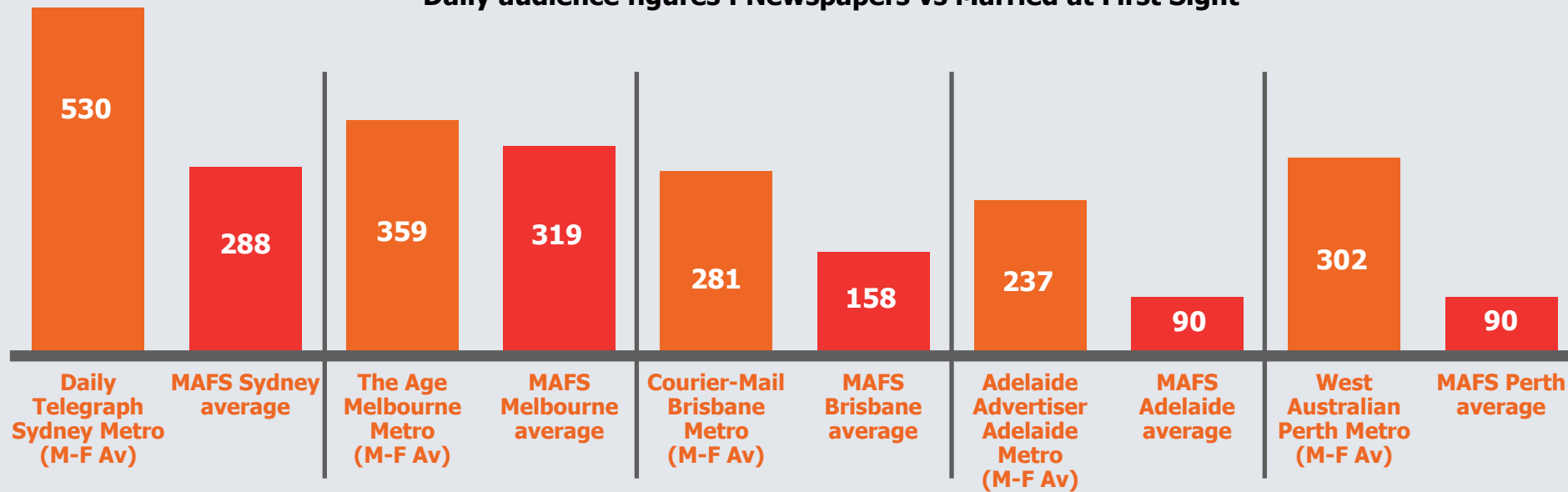
- With 10 million reading news on any given day, either in papers or online
- Reaching 18.2 million Australians each month. That's 95% of the population age 14+

Source: Emma CMV Sep20 respondents are asked "Which of the following was a source of news for you yesterday?" AND emma™ : Conducted by Ipsos Connect, People 14+ for the 12 months ending Dec 2020 ; DCR : Nielsen Digital Panel data soft calibrated to Digital Content Ratings (DCR) Dec 2020 People 14+. All newspaper brand readership is average Last 4 weeks over the 12 months to Mar20, Jun20, Sep20 and Dec20. All Digital news brand readership is the average Last 4 weeks for the months of Mar20, Jun20, Sep20 and Dec20.



The daily reach of news titles compares favourably to Australia's most popular TV programs

Daily audience figures : Newspapers vs Married at First Sight



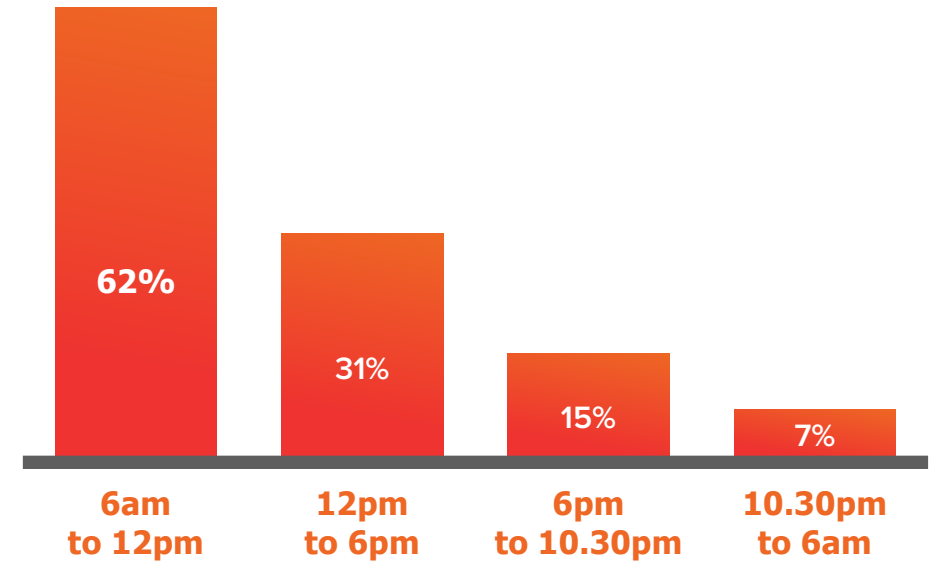
Source: Newspapers are average issue readership (AIR) emma™ within respective metro markets: Conducted by Ipsos Connect, People 14+ for the 12 months ending Dec 2020.

Television- OzTam MetroSTV Program Report, Average Audience (000s) Married at First Sight, 22 Feb, 23 Feb, 24 Feb, 25 Feb, 28 Feb. Excludes encores. Nine. 22-24Feb C28. 25-28Feb Overnight. Ttl Ppl 5 city metro

News is a morning ritual. It's consumed by the time you've had your coffee

➤ News sets the daily agenda for Australians. Two-thirds read news before midday.

Time of day Australians read news



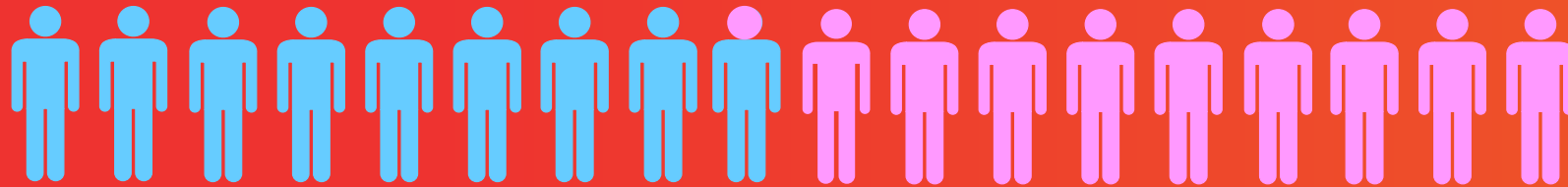
Readership is high across all age groups, including the hard to reach 14-34's

Readership and reach: Total news

Reach % to popn 14+: 95%

Totals: 18.2m

Male: 8.9m | Female: 9.3m

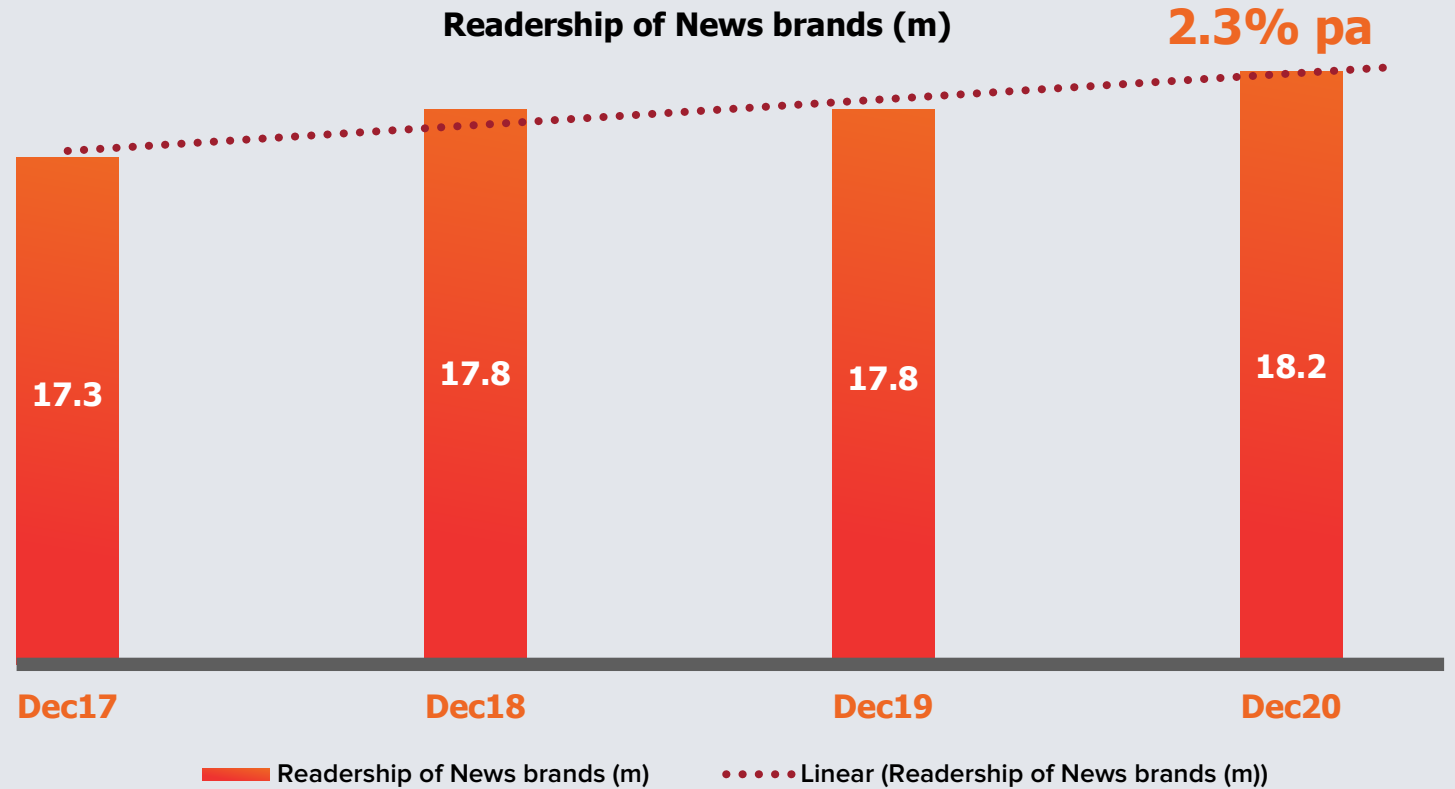


14-34: 6.1m | 35-54: 5.9m | 55+: 6.2m



Source: emma™, 12 months to December 2020. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. ALSO Nielsen Consumer & Media View (CMV), Nielsen Digital Panel, 4 weekly periods to December 2020, people 14+ calibrated to Digital Content Ratings (DCR) December 2020 People 14+. Australian publisher news brands and all other news related websites.

And news' readership continues to grow



• Source: emma™, 12 months to December 2020. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to December 2020, people 14+ calibrated to Digital Content Ratings (DCR) December 2020 People 14+. Australian publisher news brands and all other news related websites.

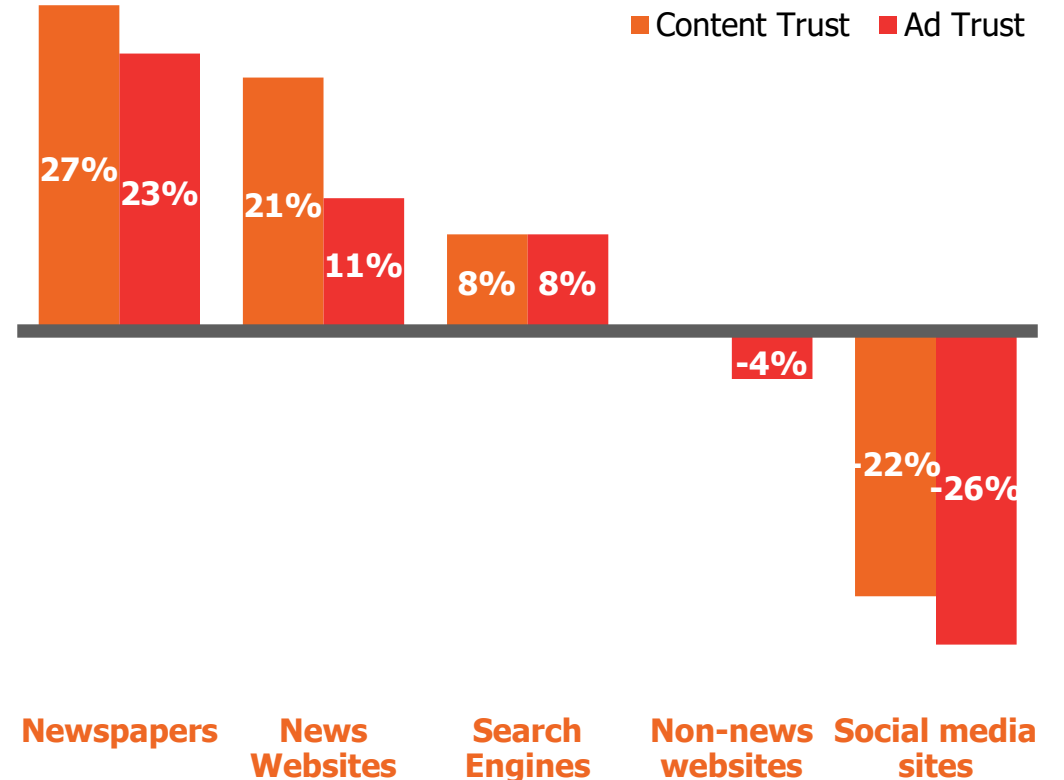
One third of Australia's most visited sites are news

Rank	Digital Content Provider
1	Google
2	Facebook
3	Microsoft
4	News Corp Australia
5	eBay
6	Nine
7	Australian Government
8	Apple Inc.
9	ABC
10	PayPal

Rank	Digital Content Provider
11	Woolworths
12	Amazon
13	Seven West Media
14	Verizon Media
15	Coles Group
16	Wikimedia Foundation
17	InterActiveCorp
18	Commonwealth Bank
19	DMG Media
20	Twitter

Consumers trust the ads in news more than in any other media

85% of consumers agree that, “Seeing a brand or product in news brands gives me more confidence that it's right for me”.

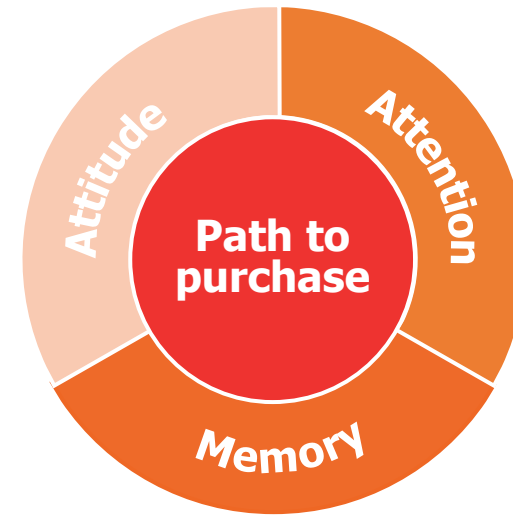


When people view news, they have a higher degree of engagement and memory

➤ 40% read news for more than 30 minutes a day.

➤ When readers interact with news, it's a lean-forward experience. Unlike other media channels, news has an actively engaged audience vs other prime time programming

➤ This makes news particularly strong in moving prospective consumers through the purchase funnel. News shifts the needle in how people feel about the brands being advertised.



Time spent reading newspapers yesterday



■ Up to 30 minutes

■ 30 to 59 mins a day

■ 60 minutes +

But is news effective for advertisers?

Benchmarking the impact of news

Australia's largest cross media advertising effectiveness study is complete



+5,350

Respondents



12

Separate Research cells
Across 42 print runs
252 websites



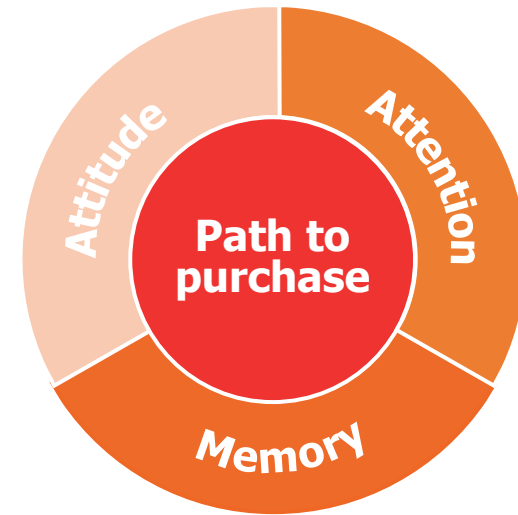
6,037

Unique experiences across
website and print

Which media platforms best drive short- and long-term memory, and ultimately brand choice?

Ultimately, when ads command **attention** and become accessible in **memory**, they can influence **attitude** towards a brand.

This study focused on memory, brand attitudes and purchase probability.



Three stages of memory



Brand choice lift (as proxy for purchase propensity)

Pre-test brand choice	Post-test brand choice	Brand Choice Lift
Attitude	Ad liking	Brand attitude

Total News

National and Metro Newspapers (print)

The Daily Telegraph

FINANCIAL REVIEW

THE AUSTRALIAN

The West Australian
thewest.com.au

THE AGE
INDEPENDENT. ALWAYS.

National and Metro Newspapers (digital)

Daily Telegraph dailytelegraph.com.au

FINANCIAL REVIEW afr.com

THE AUSTRALIAN theaustralian.com.au

The West Australian thewest.com.au

THE AGE theage.com.au

National News Sites (digital)

news.com.au

nine.com.au

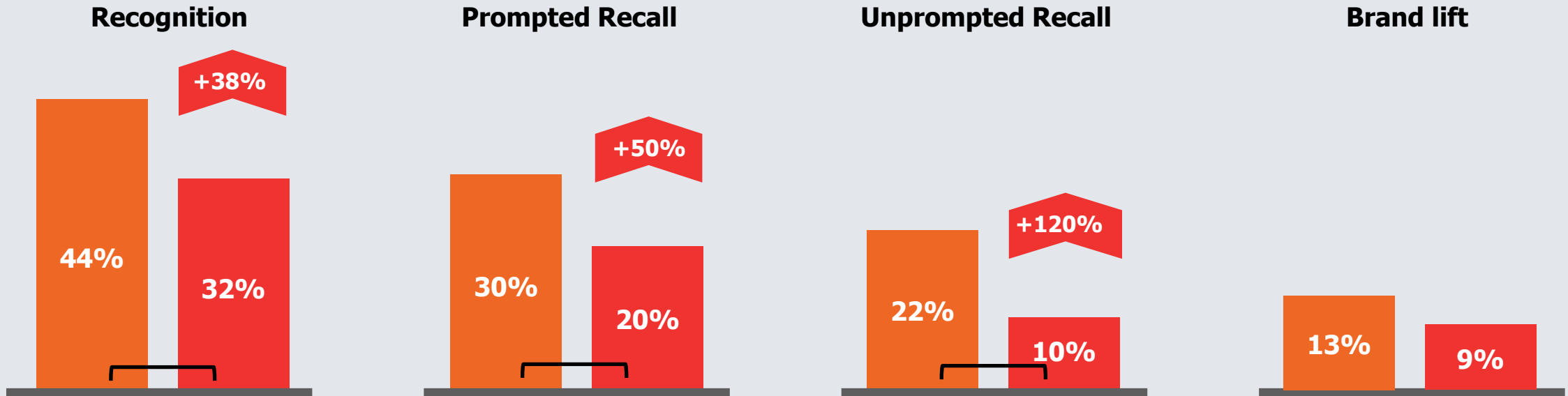
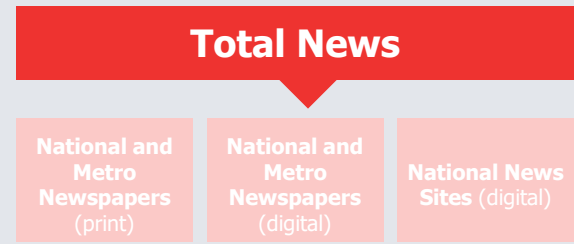
7NEWS.com.au

NEWS FIRST
10PLAY.COM.AU/NEWS

Note: News titles is not an exhaustive list. It is a sample of titles/mastheads only

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Ads placed in news are 2.2X better remembered than the run of the internet

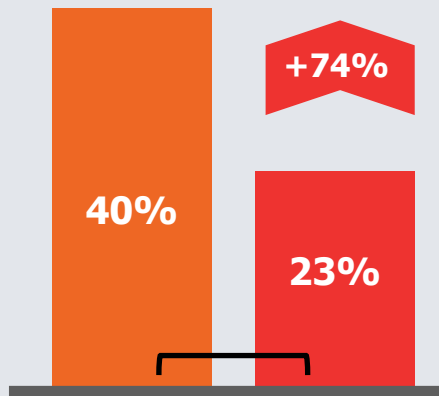


$p < .05$ National and Metro News
 $.05 < p < .10$ Run of the Internet

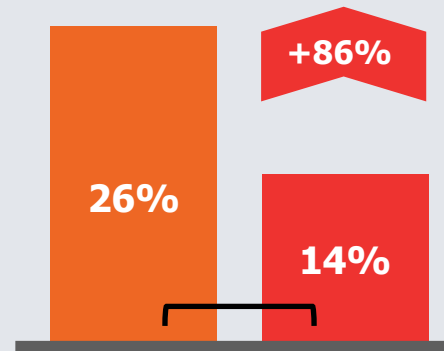
The benefit of advertising in total news is even more pronounced and effective among light category users – the most important growth segment



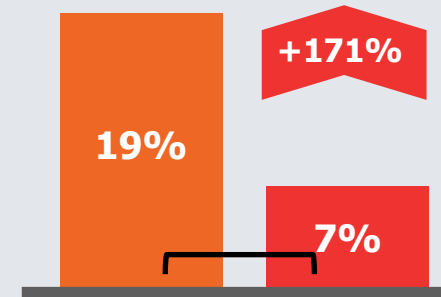
Recognition



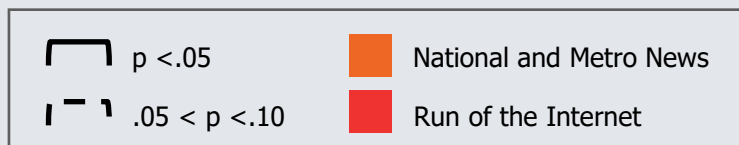
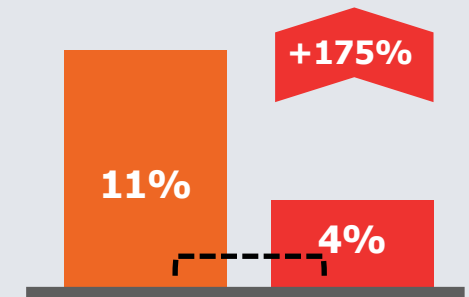
Prompted Recall



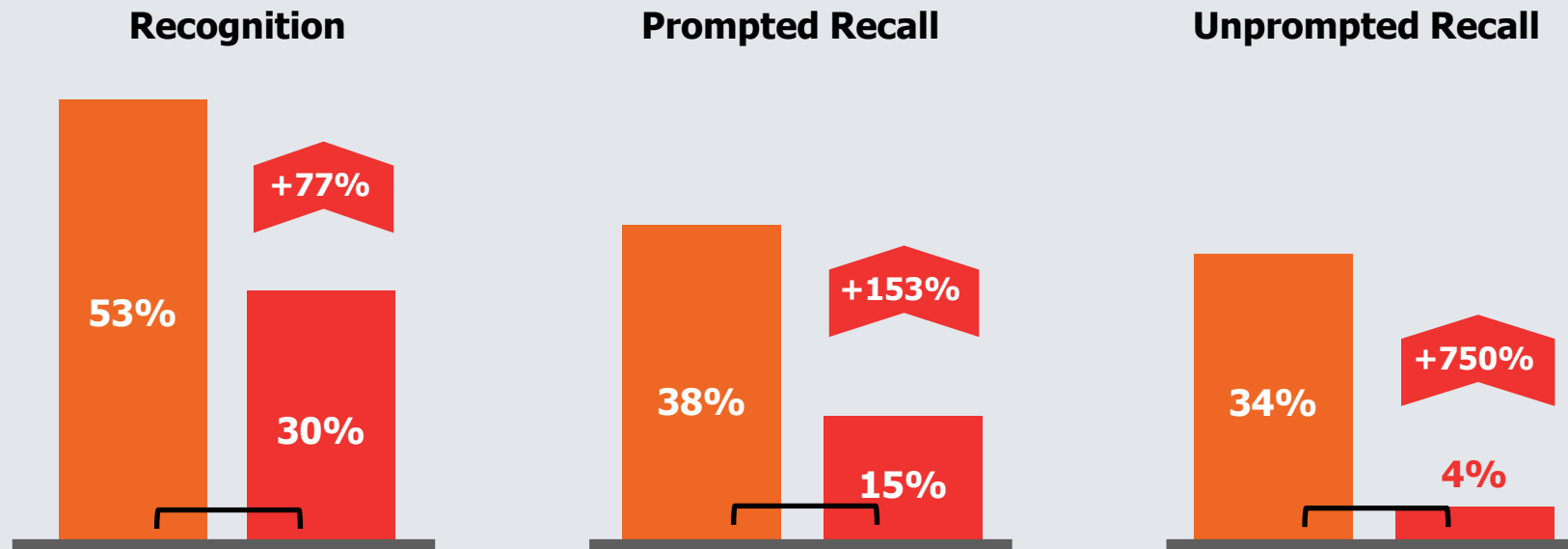
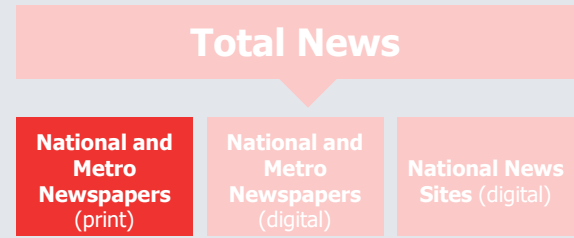
Unprompted Recall



Brand lift



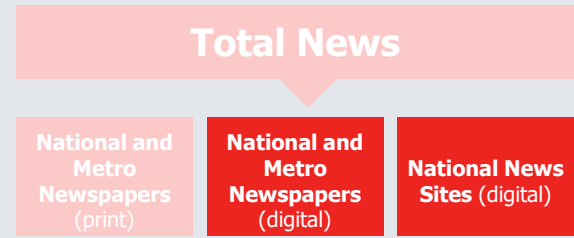
Advertising in major newspapers yields 8.5X greater unprompted recall than the run of the internet



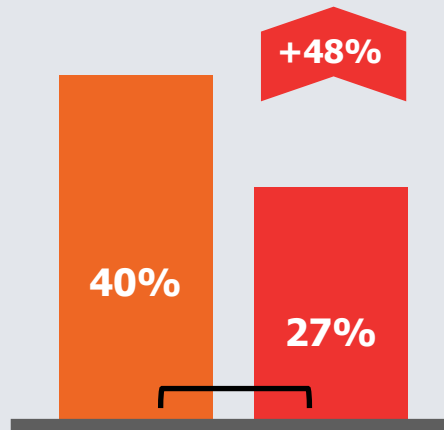
Legend for statistical significance and categories:

- p < .05
- .05 < p < .10
- National and Metro News
- Run of the Internet

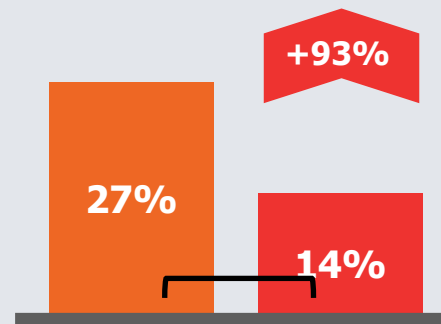
Memory effects in digital news are seen across ad formats (display and video) in major news



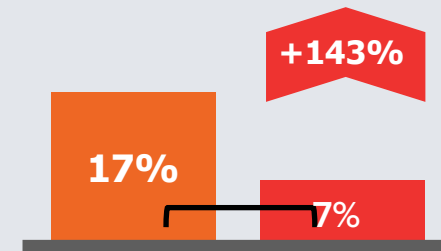
Recognition



Prompted Recall



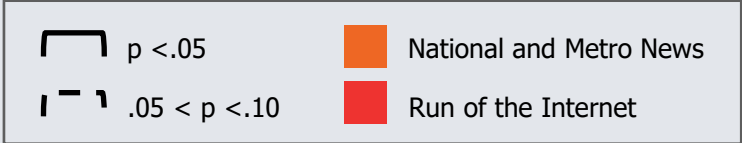
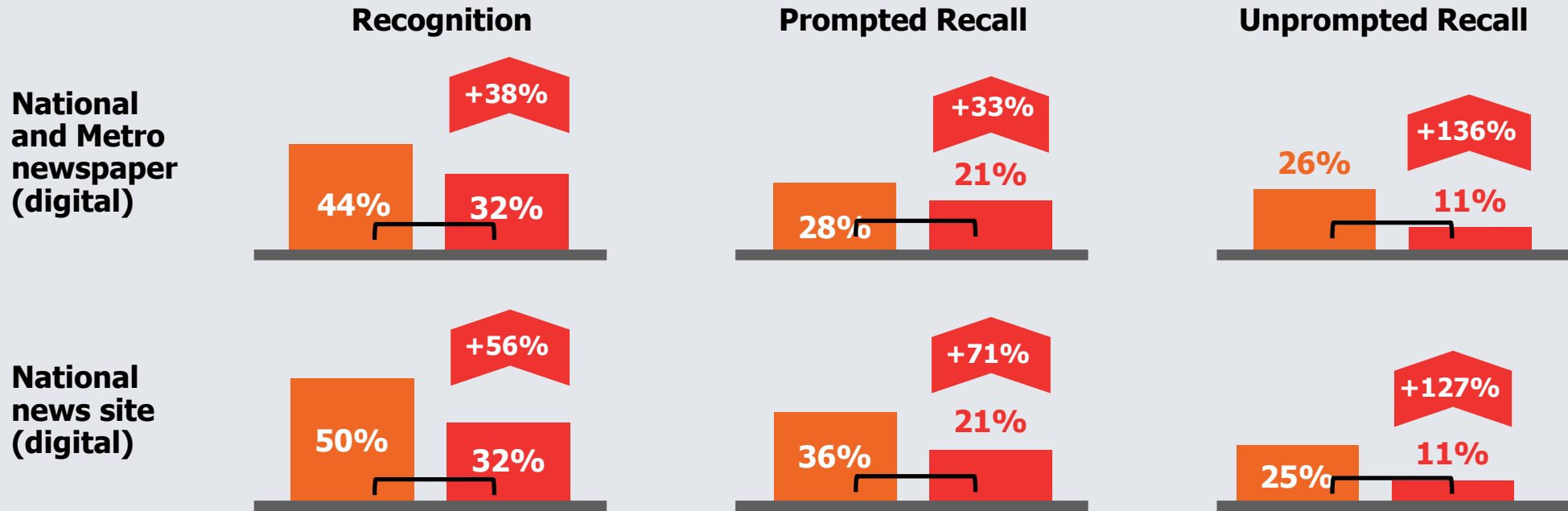
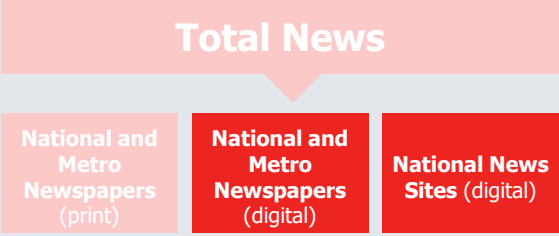
Unprompted Recall



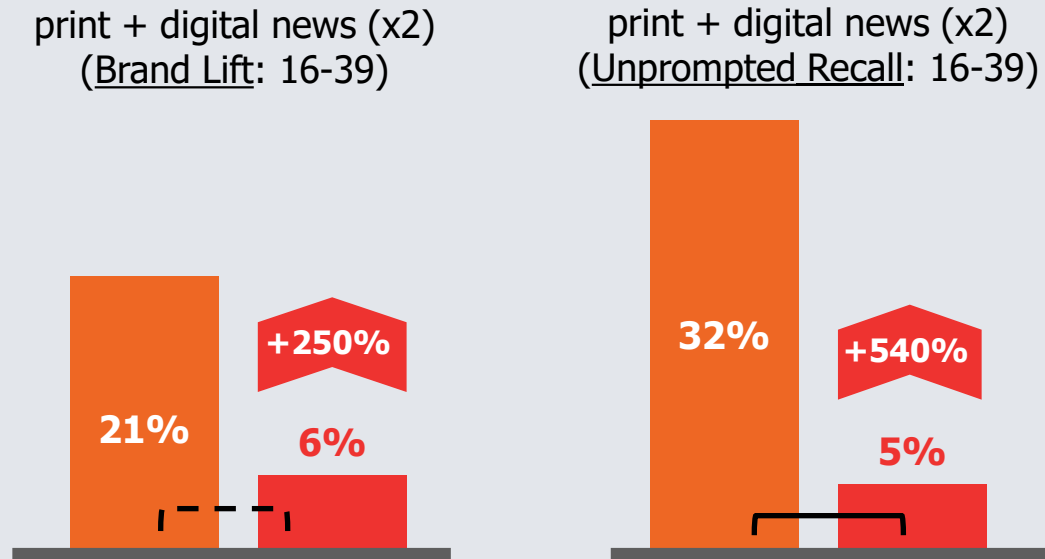
Legend for statistical significance and categories:

- p < .05
- .05 < p < .10
- National and Metro News
- Run of the Internet

Advertising in digital news environments deliver superior memory and recall compared to the run of the internet



Advertising across newspaper and digital news platforms generates 3.5X greater brand lift than the run of the internet



print + digital combinations provide even stronger memory effects.

	$p < .05$		National and Metro news (print + digital)
	$.05 < p < .10$		Run of the Internet

The whole story

News plays a uniquely important role in the daily life of Australians

1

News sets the daily agenda for Australians, with 10 million readers on any given day and two-thirds reading their news before midday

2

The average daily reach of news titles compares favourably to Australia's most popular TV programs

3

Readership of total news is growing +2.3%, and is strong across all age groups including hard-to-reach 14-34s

4

Digital news sites make up a third of the top 20 most visited sites in Australia

5

Consumers trust the ads placed in news more than ads in any other environment

The whole story

Australia's biggest cross media advertising effectiveness study puts measures to the impact of advertising in news

6

News platforms yield superior brand engagement and advertising effectiveness. Ads in news are better 2.2x better remembered

7

Advertising in national and metro newspapers (print) yield unparalleled effectiveness with 8.5X greater unprompted recall

8

Cross platform benefits are significant. Advertising across the combination of print + digital news provides for stronger impact with a 6.4x increase in engagement

9

The propensity to purchase among light users - the most important segment for growth – is amplified with a 2.75x increase when brands are advertised in news

10

Advertising for news can be created quickly and cheaply, allowing brands to be responsive to the news of the day and part of the whole story

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