

Fundamentals H2, 2020

News

Key facts about print and digital news sites in Australia



Total news

The term total news refers to the printed and digital news of Australia’s leading news publishers.

National and metro newspapers (print)

The Daily Telegraph

FINANCIAL REVIEW

THE AUSTRALIAN

The West Australian

THE AGE
INDEPENDENT. ALWAYS.

National and metro newspapers (digital)

The 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

10 NEWS FIRST
10PLAY.COM.AU/NEWS

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

News is a fundamental part of the day for Australians

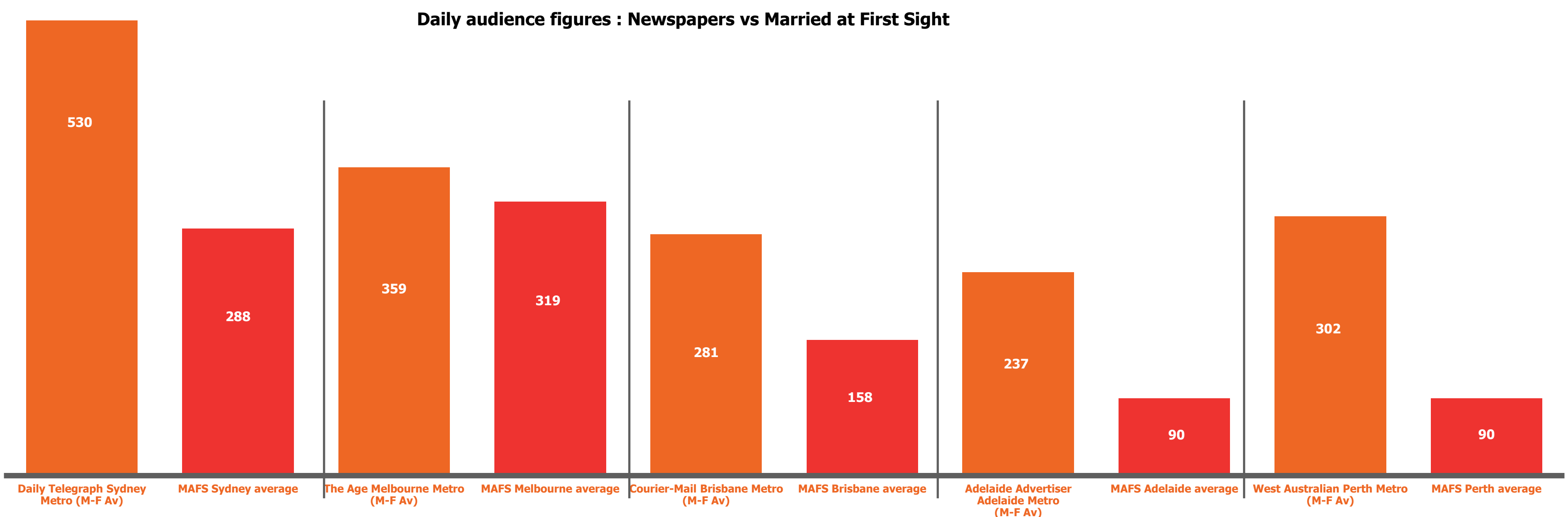
➤ With 10 million reading news on any given day, either in papers or online

➤ 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



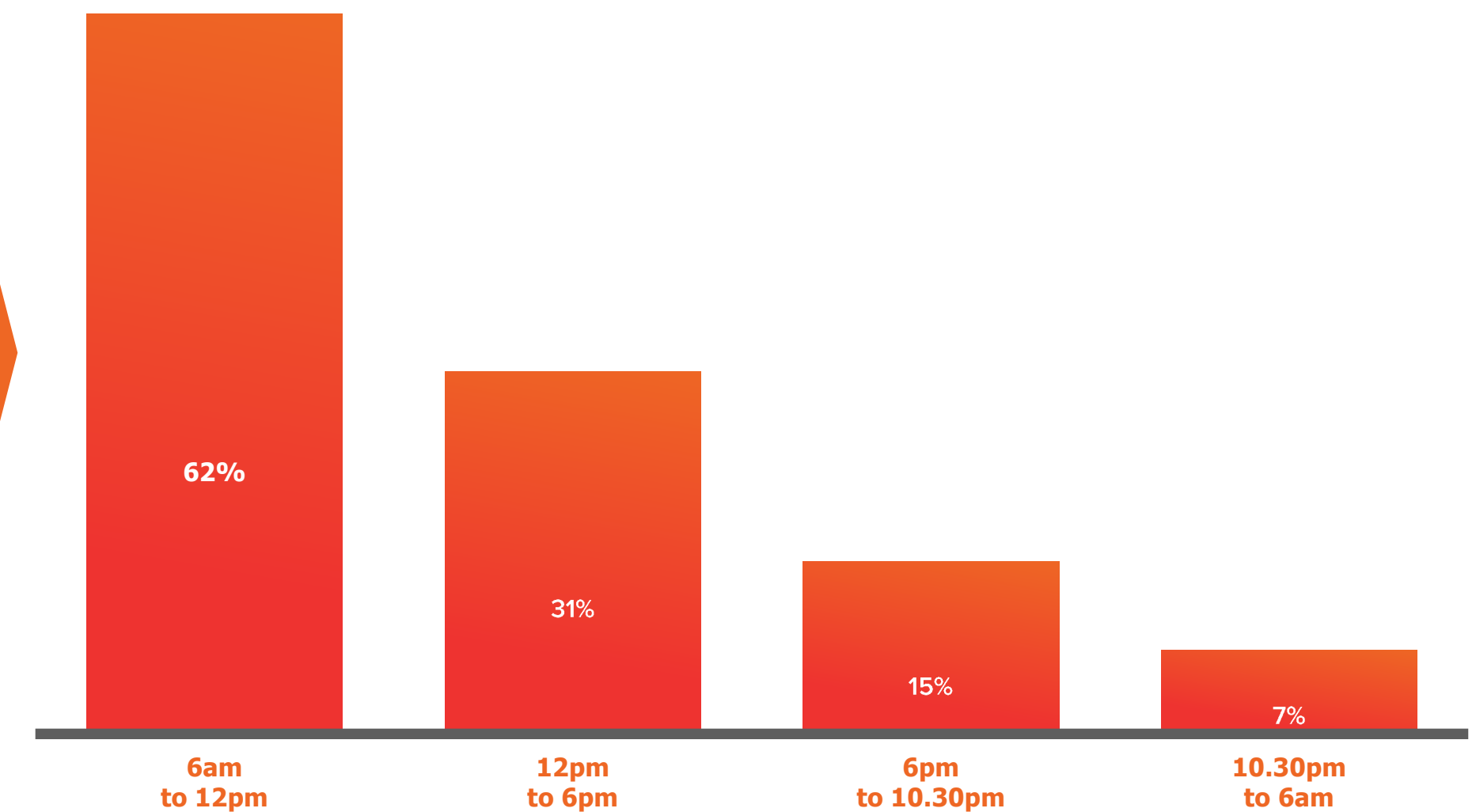
Source: Newspapers are average issue readership (AIR) emma™ within respective metro markets: Conducted by Ipsos Connect, People 14+ for the 12 months ending Dec 2020.
Television- OzTam MetroSTV Program Report, Average Audience (000s) Married at First Sight, 22 Feb, 23 Feb, 24 Feb, 25 Feb, 28 Feb. Excludes 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.

Source: emma™ : Conducted by Ipsos Connect, People 14+ for the 12 months ending Dec 2020 ;

Time of day Australians read news



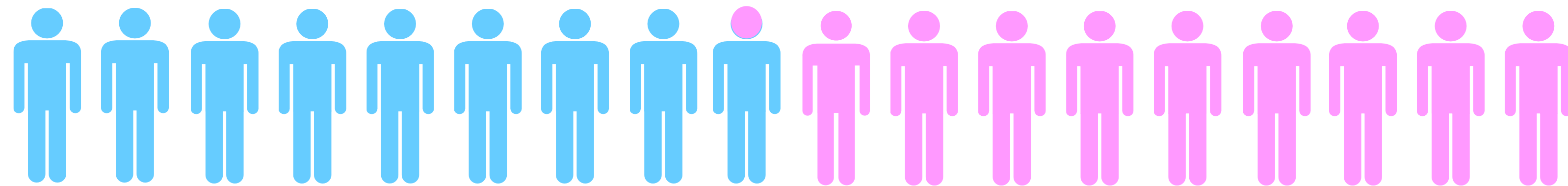
Readership is high across all age groups, including the hard to reach 14-34's

Readership and reach: Total news

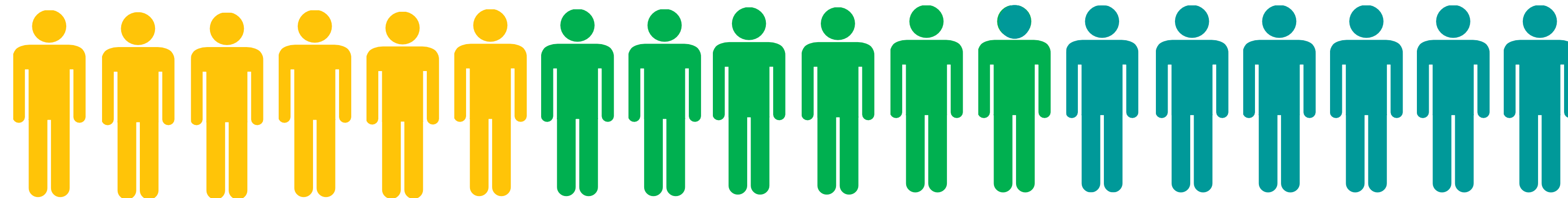
Reach % to popn 14+: 95%

Totals: 18.2m

Male: 8.9m **Female:** 9.3m

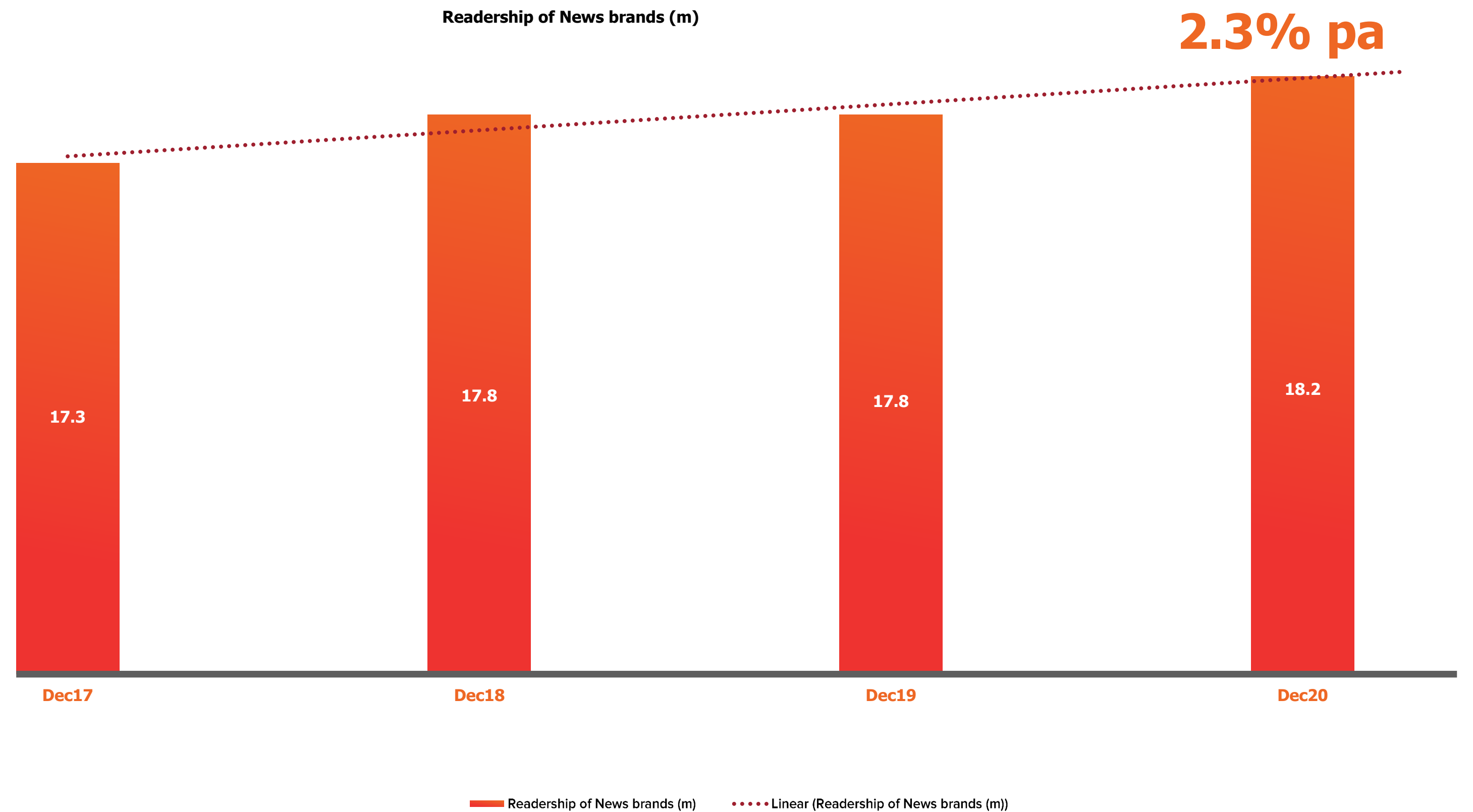


14-34: 6.1m **35-54:** 5.9m **55+: 6.2m**



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.

All the facts on who is reading the news

Cross platform readership
by demographic, platform,
section and over time

News readership across all sites and publications

	Total news (cross platform)	Digital news	Print news
Advertiser & non-advertiser supported newspapers, digital mastheads and news websites ¹	18.2m	17.5m	10.8m
Advertiser supported newspapers, digital mastheads and news websites ²	18.1m	17.1m	10.8m
emma™ newspapers and digital news total ³	18.0m	16.9m	10.8m

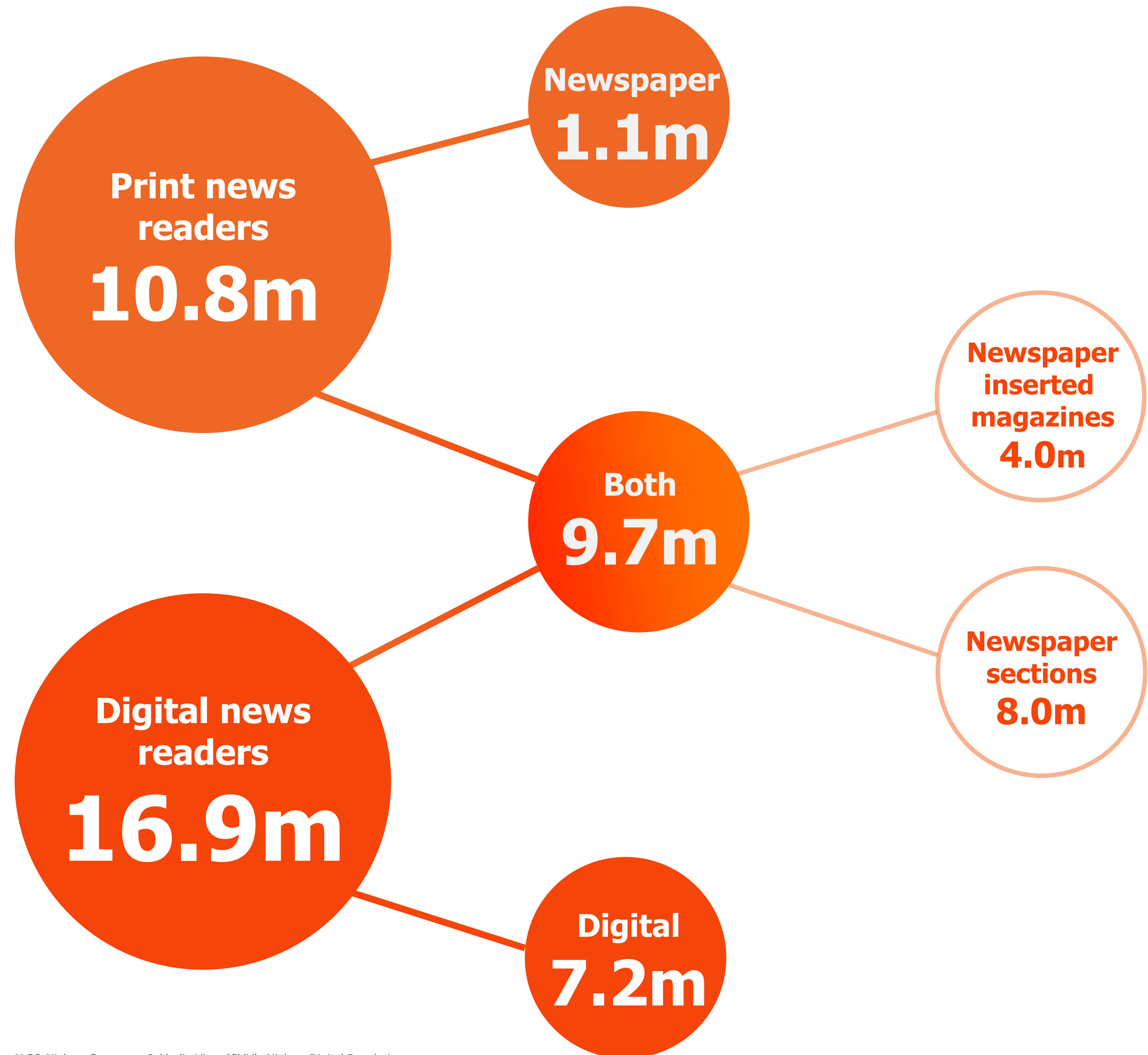
Source: emma™, 12 months to December 2020. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to December 2020, people 14+ calibrated to Digital Content Ratings (DCR) December 2020 People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

*1 Represents *2 and *3 (below) also adding in All other News related websites that are not owned by the Australian newspaper publishers eg SBS News, DailyMail, ABC online, DailyExpress, Buzzfeed

*2 Represents *3 (below) also adding in TV News websites that are owned by the newspaper publishers ie 7News, 9News, NBN News, Fox News

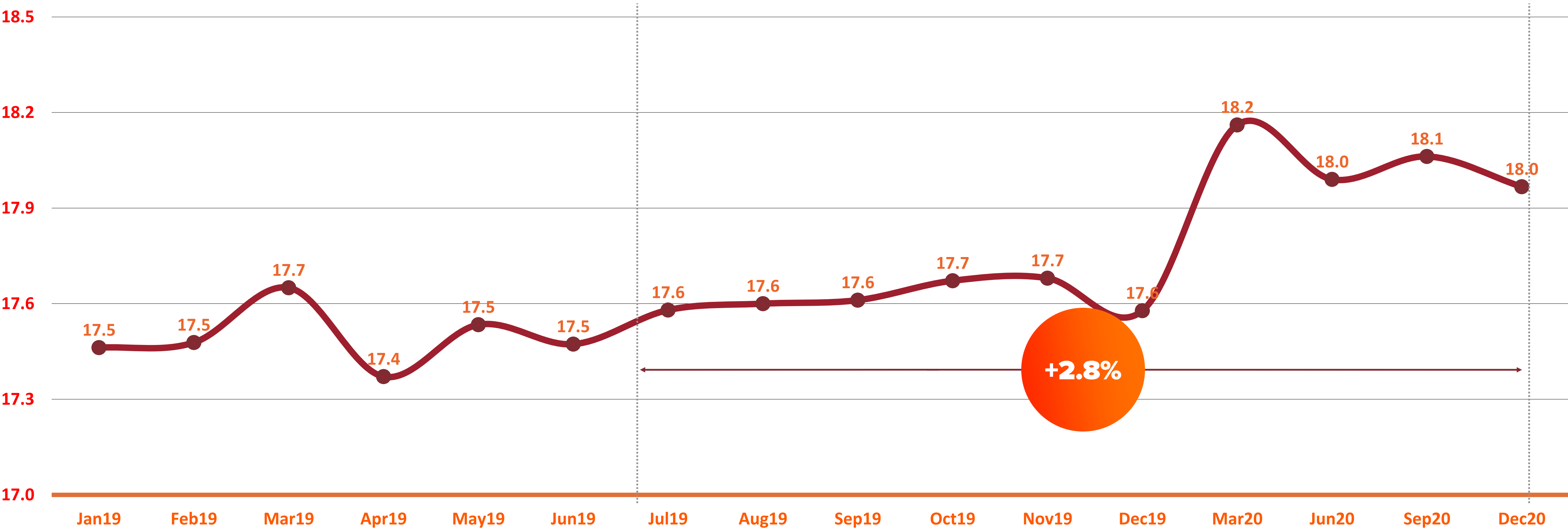
*3 Includes only Australian publishers' news brands (newspapers, their associated websites and their news websites that are online only ie News.com.au, BrisbaneTimes.com.au, WAToday.com.au, Canberratimes.com.au). This represents "currency" market reporting and is the focus of the rest of this report.

Readership by news type



Readership over time

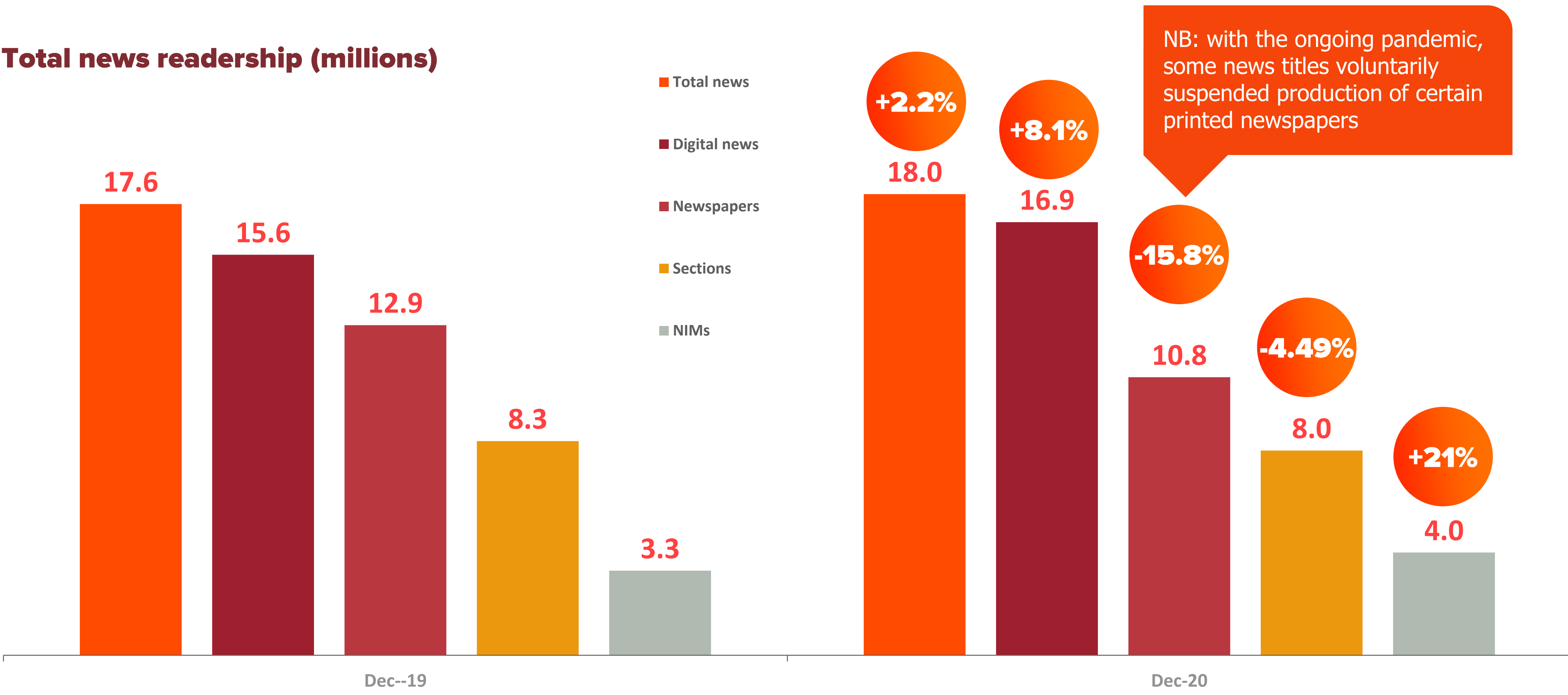
News readership (millions)



Source: emmaTM, 12 months to December 2020. Newspaper 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+.

Readership news type growth/decline

Total news readership (millions)



Source: emmaTM, 12 months to December 2020. Newspaper 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) December2020 People 14+.

Readership news type by age/region

Readership and reach (Jun20)	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		94%	94%	95%	90%	97%	98%	94%	93%
Population 14+	100%	19.1m	9.4m	9.7m	6.7m	6m	6.3m	13.4m	5.7m
Total news	94%	18m	8.8m	9.2m	6m	5.8m	6.2m	12.6m	5.3m
News (digital)	88%	16.9m	8.1m	8.7m	5.5m	5.5m	5.8m	11.9m	4.9m
News (print)	57%	10.8m	5.4m	5.4m	3m	3.3m	4.5m	7.4m	3.4m
Any section of the newspaper (print)	42%	8m	4.1m	3.9m	2.1m	2.4m	3.5m	5.7m	2.3m
Newspaper inserted magazines (NIMs)	21%	4m	1.8m	2.2m	1m	1.1m	1.9m	3m	1m

How do Australians read news?

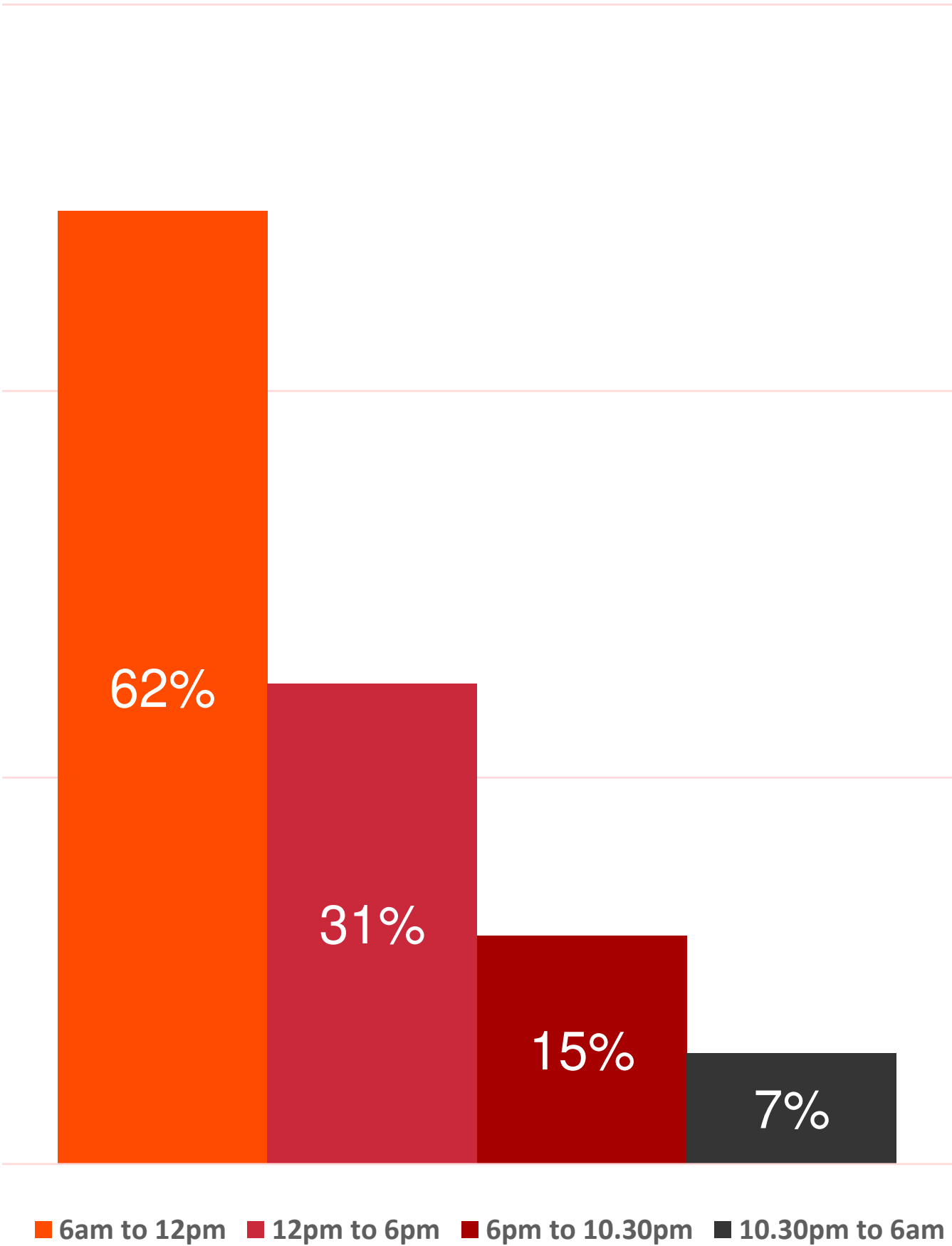
Readership and
engagement by
location and
demographic



When, how frequent and how long?

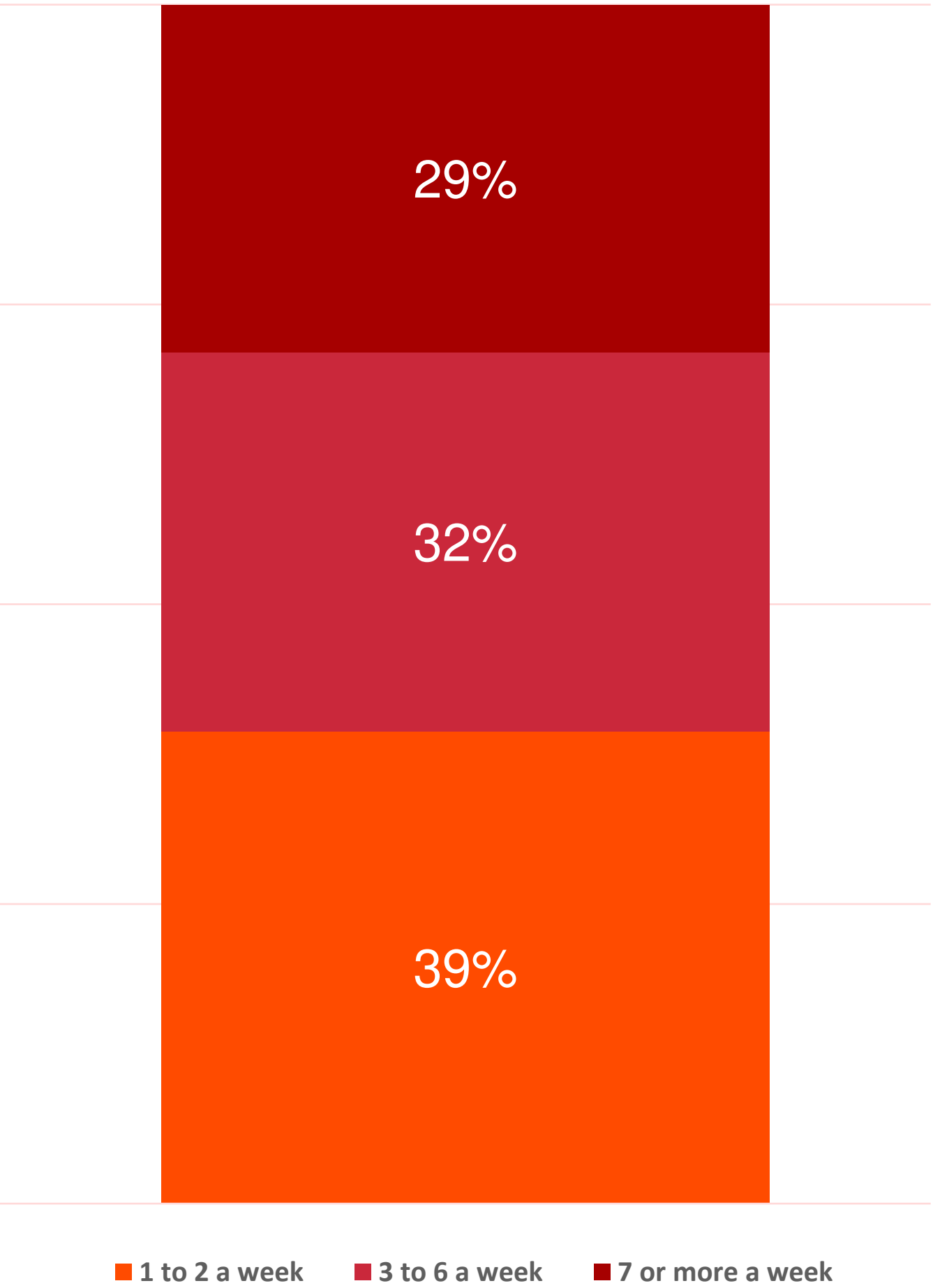
When

62% of yesterday's newspaper readers read them between 6am & 12pm*



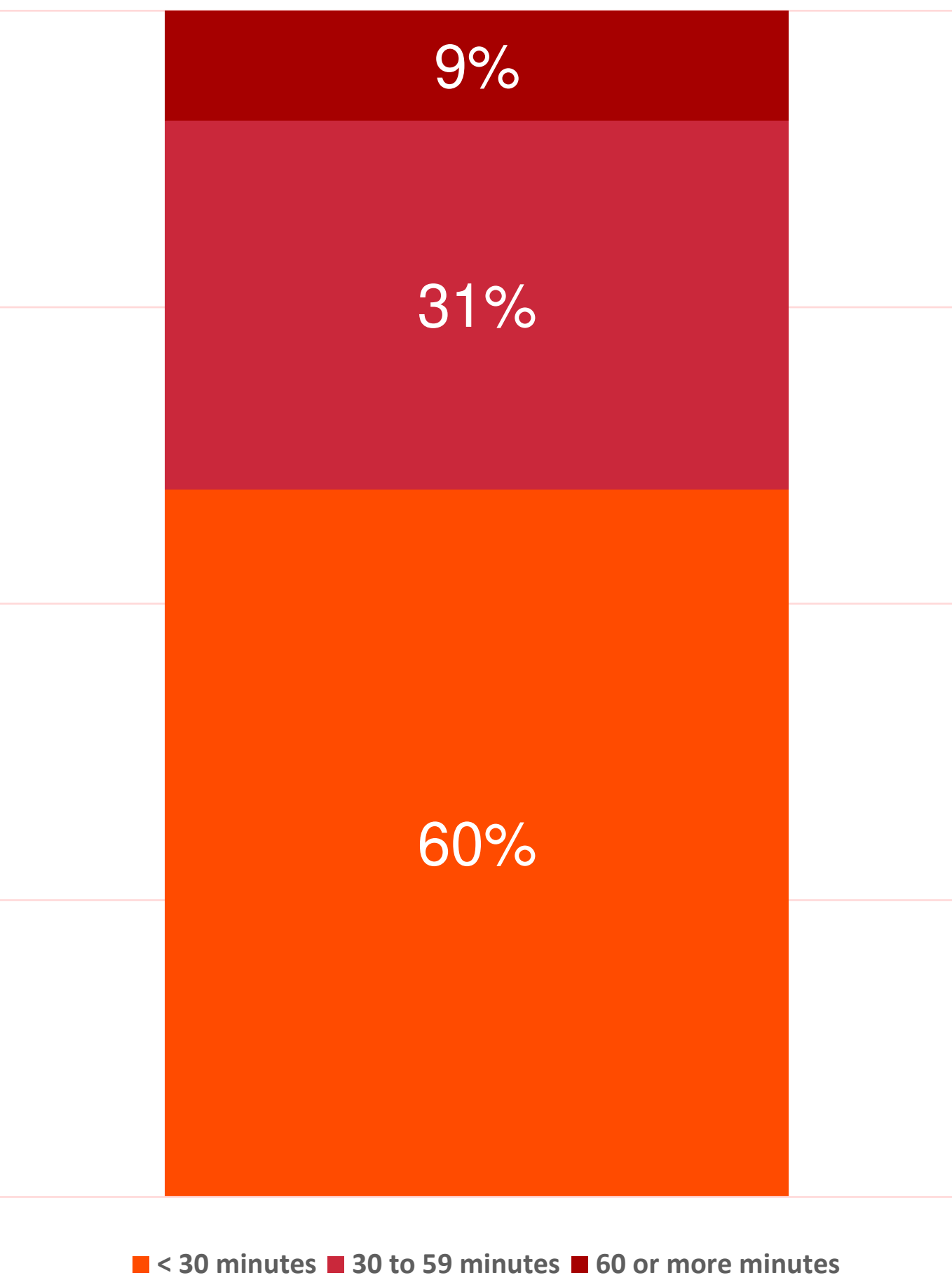
How frequent

29% of newspaper readers typically read 7 or more issues a week



How long

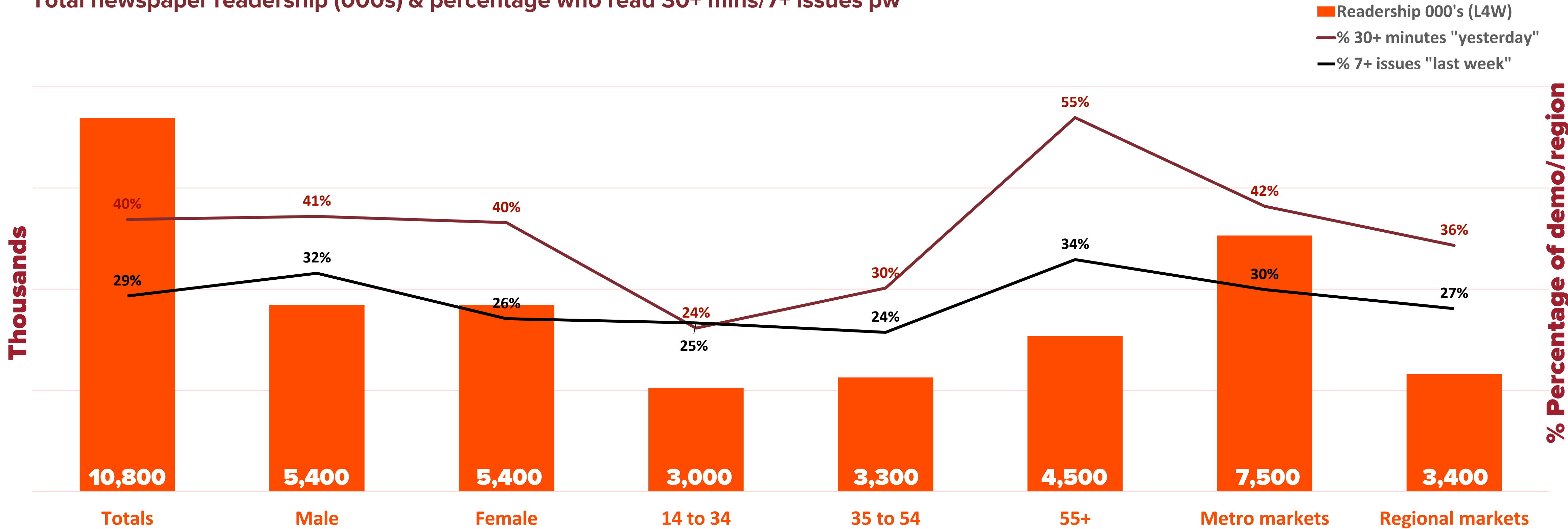
40% of yesterday's newspaper readers read them for more than 30 minutes



*Multiple response question. Answers sum to more than 100%. Chart re-based to 100%. Source: emmaTM, 12 months to December 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, People 14+.

Regular readership by age/region

Total newspaper readership (000s) & percentage who read 30+ mins/7+ issues pw

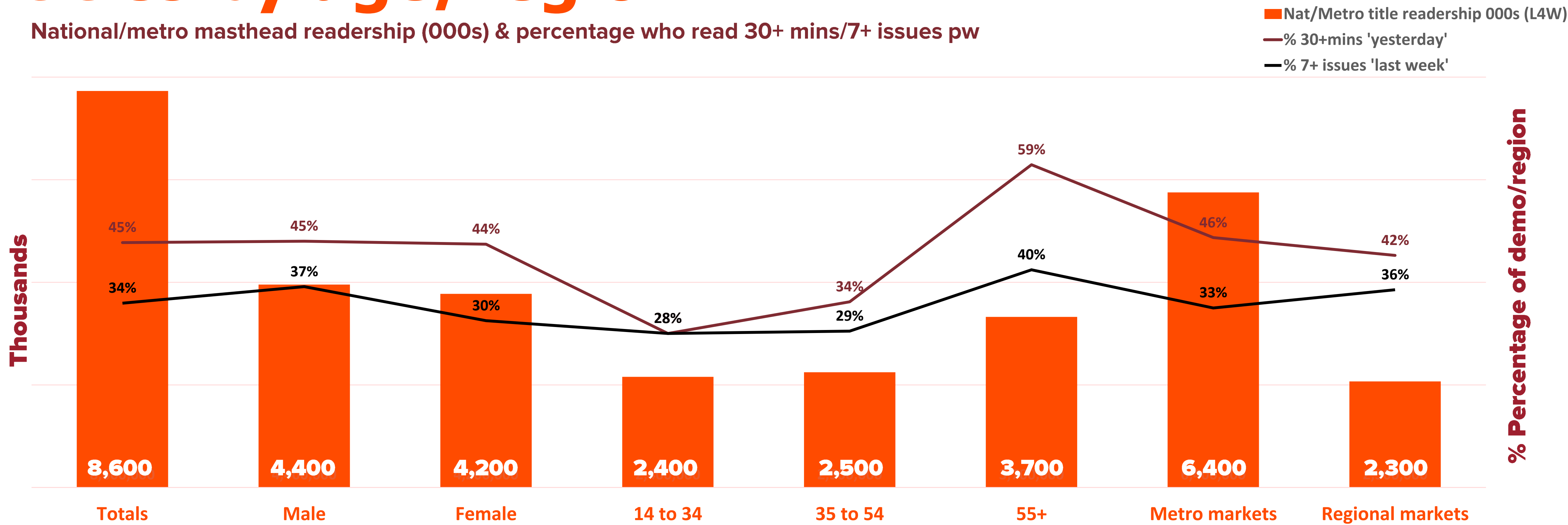


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Readership (Millions) (L4W)	57%	10.8m	5.4m	5.4m	3m	3.3m	4.5m	7.5m	3.4m
Proportion (%) reading 30+ mins 'yesterday'		40%	41%	40%	24%	30%	55%	42%	36%
Proportion (%) reading 7+ issues 'last week'		29%	32%	26%	25%	24%	34%	30%	27%

Source: emmaTM, 12 months to December 2020. Total readership based on last four weeks (December 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (December 2020). 7+ issues pw is per typical week (December 2020). Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: national/metro titles by age/region

National/metro masthead readership (000s) & percentage who read 30+ mins/7+ issues pw

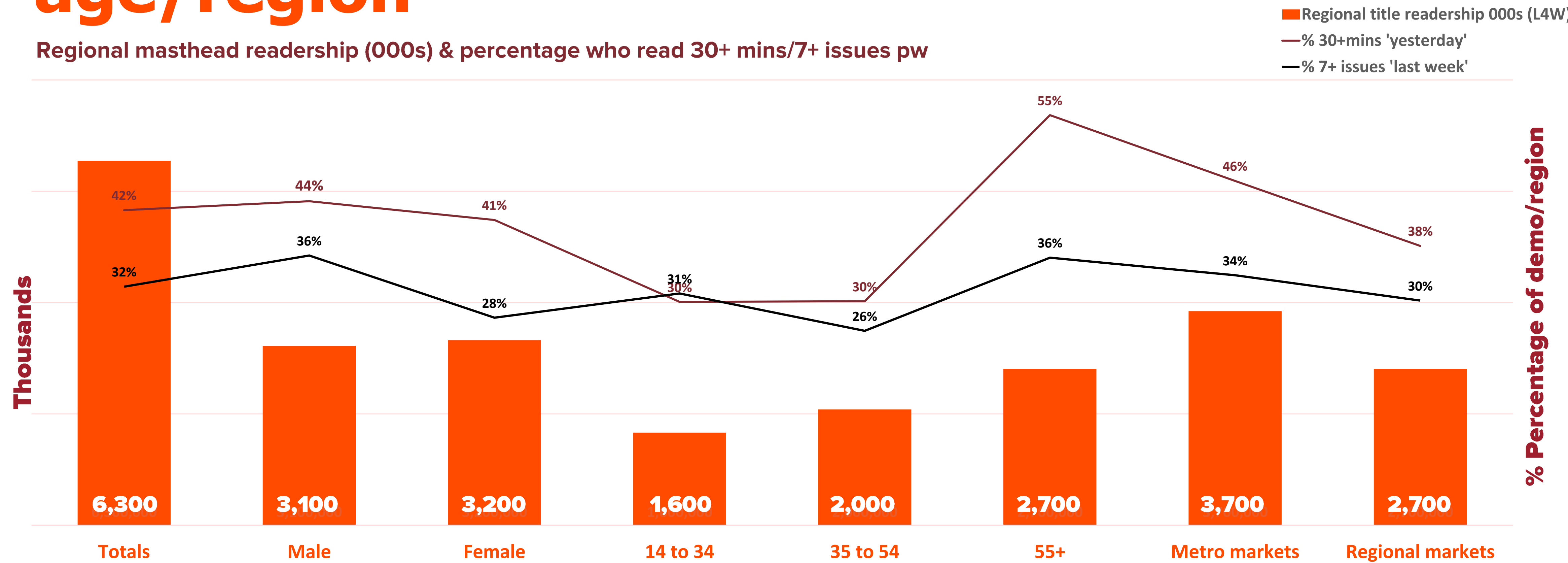


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Nat/Metro title readership (Millions) (L4W)	45%	8.6m	4.4m	4.2m	2.4m	2.5m	3.7m	6.4m	2.3m
Proportion (%) reading 30+ mins 'yesterday'		45%	45%	44%	28%	34%	59%	46%	42%
Proportion (%) reading 7+ issues 'last week'		34%	37%	30%	28%	29%	40%	33%	36%

Source: emmaTM, 12 months to December 2020. Total readership based on last four weeks (December 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (December 2020). 7+ issues pw is per typical week (December 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas. Nat/Metro newspapers are The Australian, Financial Review, The Saturday Paper, Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, The Adelaide Advertiser, Courier-Mail and West Australian/Sunday Times – that includes their Mon-Fri editions & their Weekend editions. All other papers are classified as Regional.

Regular readership: regional titles by age/region

Regional masthead readership (000s) & percentage who read 30+ mins/7+ issues pw

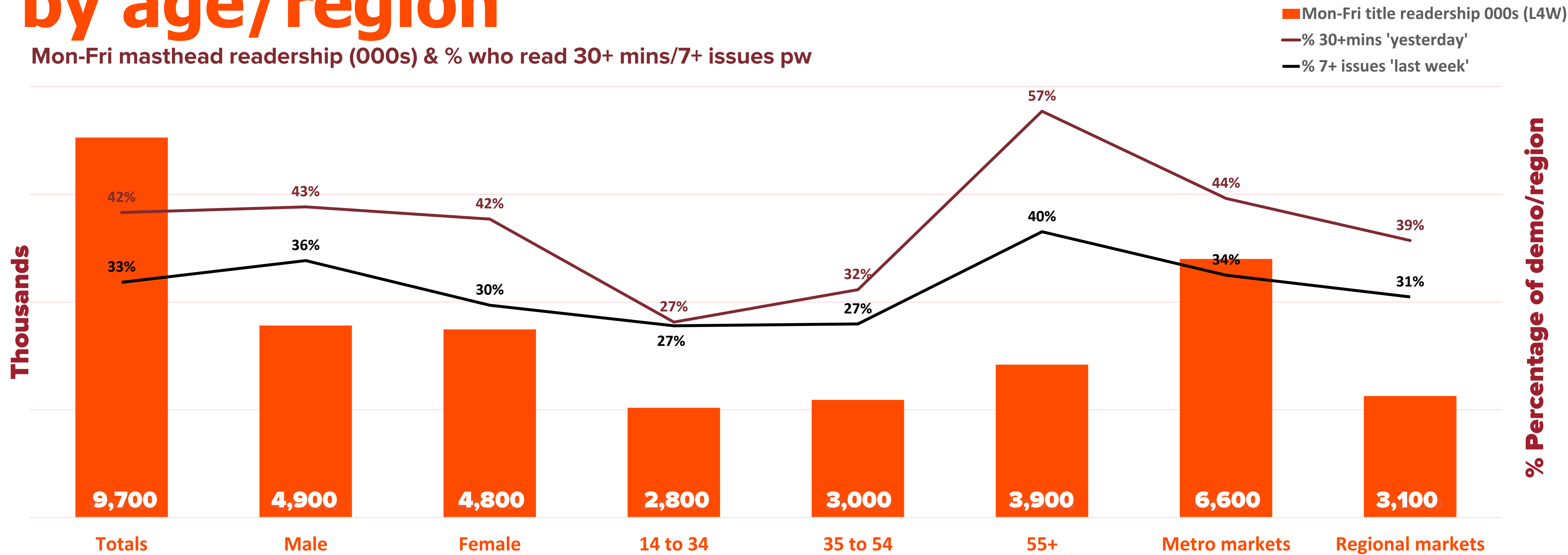


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Regional title readership (Millions) (L4W)	33%	6.3m	3.1m	3.2m	1.6m	2m	2.7m	3.7m	2.7m
Proportion (%) reading 30+ mins 'yesterday'		42%	44%	41%	30%	30%	55%	46%	38%
Proportion (%) reading 7+ issues 'last week'		32%	36%	28%	31%	26%	36%	34%	30%

Source: emmaTM, 12 months to December 2020. Total readership based on last four weeks (December 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (December 2020). 7+ issues pw is per typical week (December 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas. Nat/Metro newspapers are The Australian, Financial Review, The Saturday Paper, Daily Telegraph, Sydney Morning Herald, Herald Sun, The Age, The Adelaide Advertiser, Courier-Mail and West Australian/Sunday Times – that includes their Mon-Fri editions & their Weekend editions. All other papers are classified as Regional.

Regular readership: Mon-Fri titles by age/region

Mon-Fri masthead readership (000s) & % who read 30+ mins/7+ issues pw

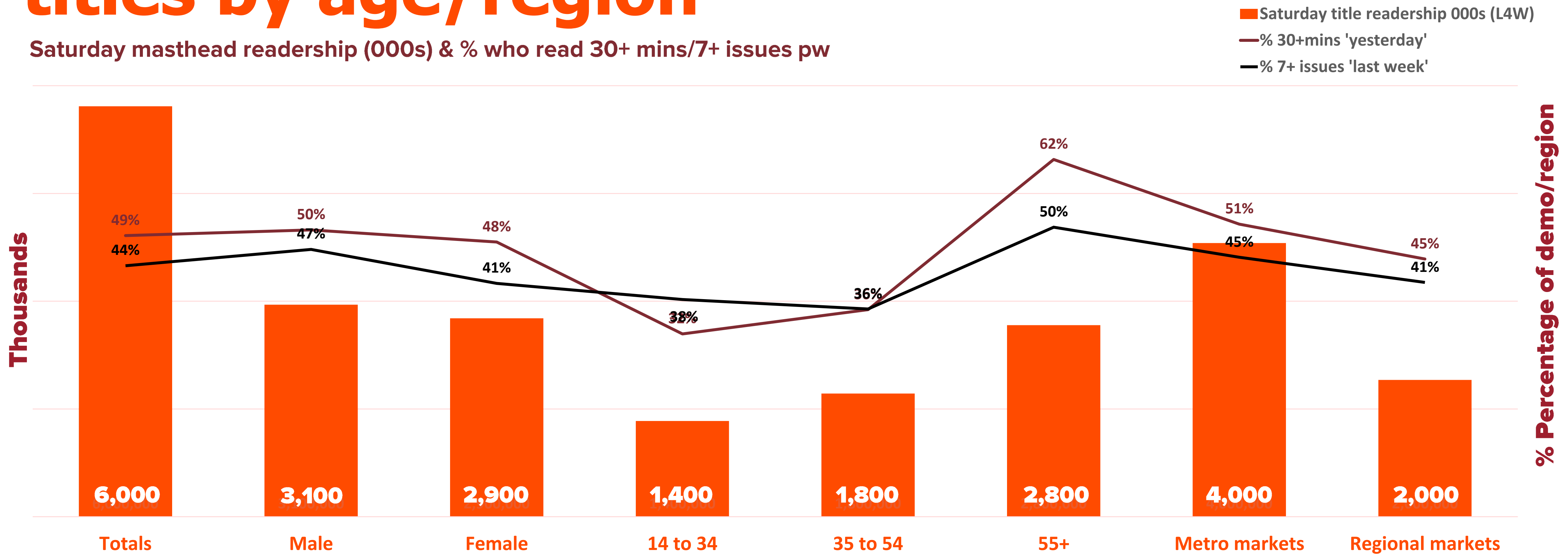


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Mon-Fri title readership (Millions) (L4W)	51%	9.7m	4.9m	4.8m	2.8m	3m	3.9m	6.6m	3.1m
Proportion (%) reading 30+ mins 'yesterday'		42%	43%	42%	27%	32%	57%	44%	39%
Proportion (%) reading 7+ issues 'last week'		33%	36%	30%	27%	27%	40%	34%	31%

Source: emmaTM, 12 months to December 2020. Total readership based on last four weeks (December 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (December 2020). 7+ issues pw is per typical week (December 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: Saturday titles by age/region

Saturday masthead readership (000s) & % who read 30+ mins/7+ issues pw

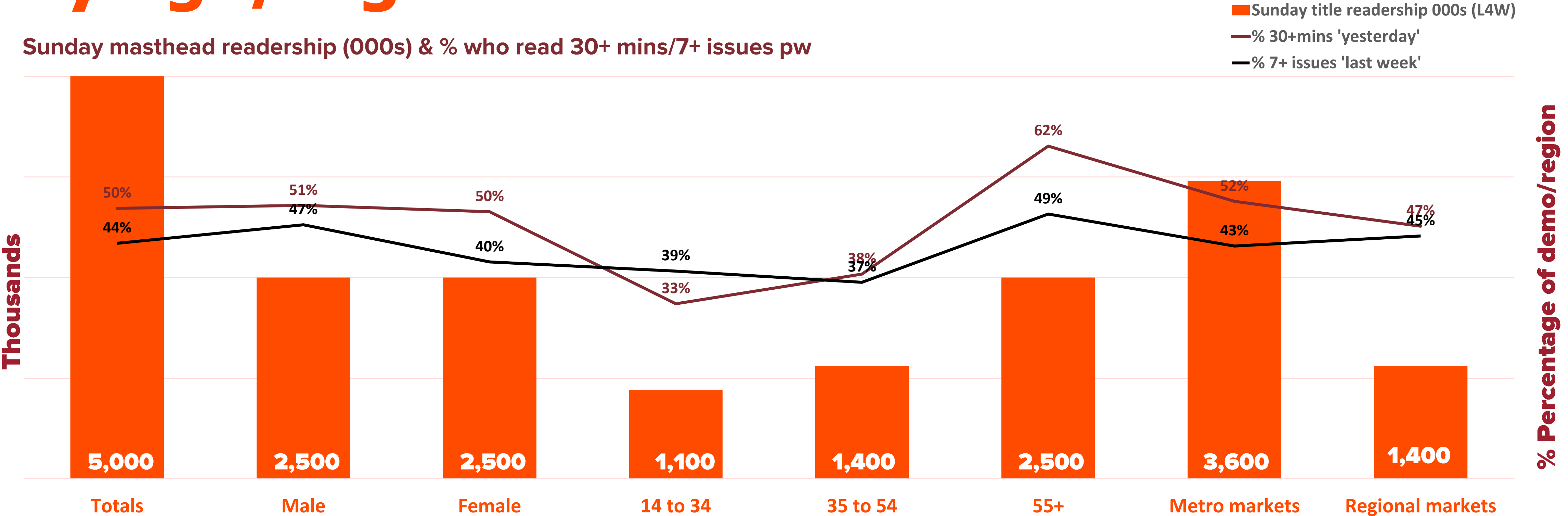


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Saturday title readership (Millions) (L4W)	31%	6m	3.1m	2.9m	1.4m	1.8m	2.8m	4m	2m
Proportion (%) reading 30+ mins 'yesterday'		49%	50%	48%	32%	36%	62%	51%	45%
Proportion (%) reading 7+ issues 'last week'		44%	47%	41%	38%	36%	50%	45%	41%

Source: emmaTM, 12 months to December 2020. Total readership based on last four weeks (December 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (December 2020). 7+ issues pw is per typical week (December 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: Sunday titles by age/region

Sunday masthead readership (000s) & % who read 30+ mins/7+ issues pw

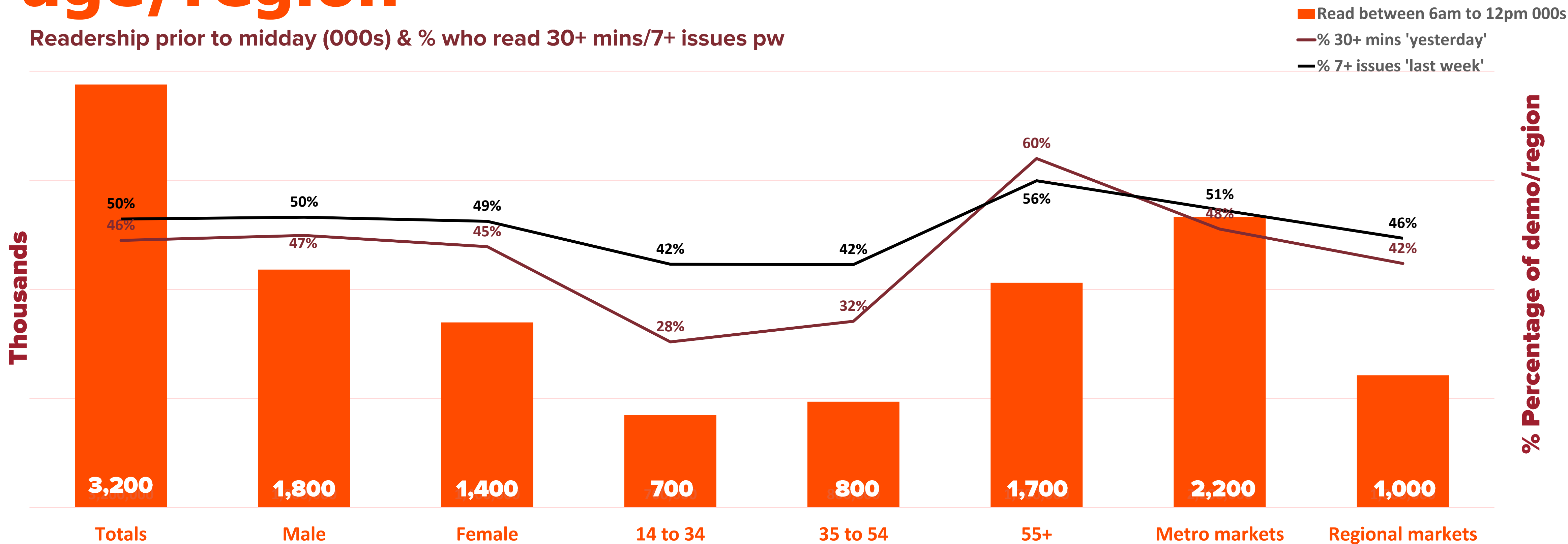


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Sunday title readership (Millions) (L4W)	26%	5m	2.5m	2.5m	1.1m	1.4m	2.5m	3.6m	1.4m
Proportion (%) reading 30+ mins 'yesterday'		50%	51%	50%	33%	38%	62%	52%	47%
Proportion (%) reading 7+ issues 'last week'		44%	47%	40%	39%	37%	49%	43%	45%

Source: emmaTM, 12 months to December 2020. Total readership based on last four weeks (December 2020). Survey conducted by IPSOS Connect, People 14+. Readership >=30mins based on time spent reading newspapers yesterday (December 2020). 7+ issues pw is per typical week (December 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: prior to midday by age/region

Readership prior to midday (000s) & % who read 30+ mins/7+ issues pw



	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Readership between 6am-12pm (Millions)	17%	3.2m	1.8m	1.4m	0.7m	0.8m	1.7m	2.2m	1m
Proportion (%) reading 30+ mins 'yesterday'		46%	47%	45%	28%	32%	60%	48%	42%
Proportion (%) reading 7+ issues 'last week'		50%	50%	49%	42%	42%	56%	51%	46%

Source: emmaTM, 12 months to December 2020. Total readership based on last four weeks (December 2020). Survey conducted by IPSOS Connect, People 14+. Read newspapers 6am to 12pm represents those who did so yesterday. Readership >=30mins based on time spent reading newspapers yesterday (December 2020). 7+ issues pw is per typical week (December 2020). Metro TV market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas

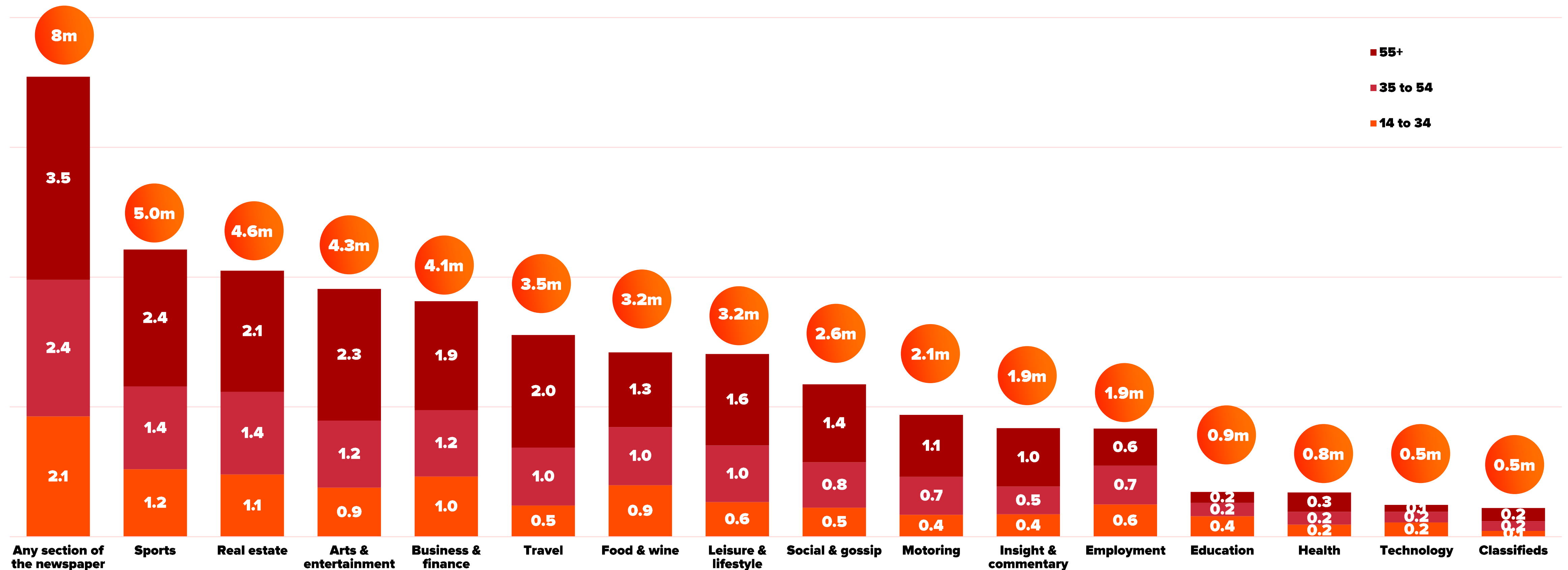
What sections are Australians reading?

Newspaper sections'
readership and reach
by demographic



Readership by section type

Read a newspaper section L4W (millions)



Section readership by age/region

Monthly reach (m)	Reach % to population 14+	Total	Male	Female	14-34	35-54	55+	Metro markets	Regional markets
Population 14+	100%	19.1m	9.4m	9.7m	6.7m	6m	6.3m	13.4m	5.7m
Read any section L4W	43%	8m	4.1m	3.9m	2.1m	2.4m	3.5m	5.7m	2.3m
Sports	26%	5m	3.1m	1.8m	1.2m	1.4m	2.4m	3.6m	1.4m
Real estate	25%	4.6m	2.4m	2.3m	1.1m	1.4m	2.1m	3.3m	1.3m
Arts & entertainment	24%	4.3m	2.1m	2.2m	0.9m	1.2m	2.3m	3.1m	1.2m
Travel	22%	4.1m	2.5m	1.6m	1m	1.2m	1.9m	3.1m	1m
Business & finance	22%	3.5m	1.7m	1.8m	0.5m	1m	2m	2.6m	0.9m
Food & wine	19%	3.2m	1.5m	1.7m	0.9m	1m	1.3m	2.4m	0.8m

Source: emmaTM, 12 months to December 2020. Newspaper readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+. TV Regions definition is as OzTam. Not showing (in order of Audience size) = Leisure & Lifestyle, Health, Social & Gossip, Motoring, Employment, Insight & commentary, Classifieds, Technology, Education.

Digital news brands

Digital news readership and engagement by demographic



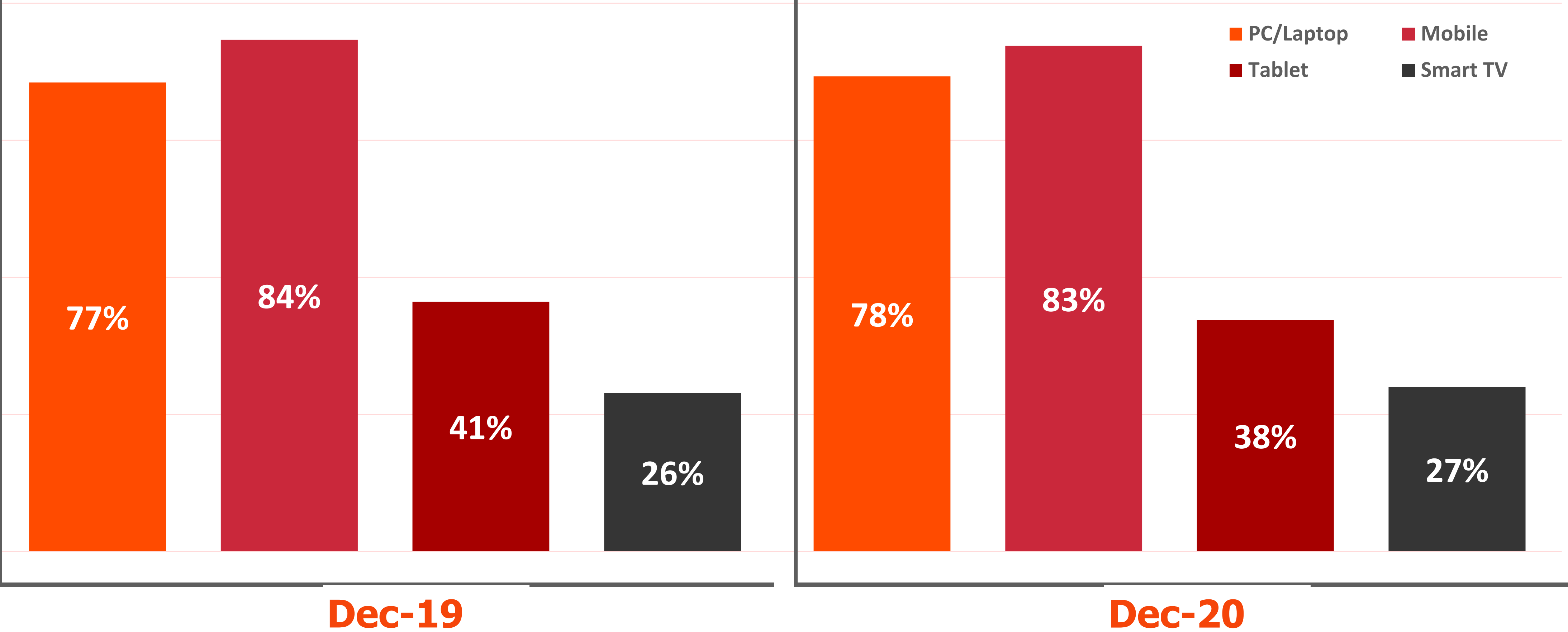
Digital news : tech penetration

	JUL-DEC '20	JAN-JUN '20
Average # of video capable screens per household	6.7	6.7
Set	1.8	1.8
PC/Laptop	1.8	1.8
Tablet	1.0	1.0
Mobile	2.0	2.1
Device penetration		
Smart TV	42%	48%
PC/Laptop	80%	81%
Tablet	60%	60%
Mobiles	87%	94%
Device purchase intention		
Smart TV	7%	7%
PC/Laptop	22%	25%
Tablet	2%	3%
Mobiles	34%	33%

Source: OzTAM & Regional TAM Establishment Survey; . 1Jul 2020-31 Dec 2020 & 1 Jan 2020- 30 Jun 2020. DTT, PVR estimates are based on install levels from the combined OzTAM Metro and Regional TAM panels as at last date of each period; Estimates for internet connection, tablet household penetration and internet capable TV in home from combined OzTAM Metro and Regional TAM quarterly Establishment Survey (ES). Based on mobile and landline CATI ES. Internet connection and tablet penetration based on rolling four-quarter averages to stabilise month-to-month trends. Estimate for internet capable TV in home refers to the capability to be internet connected, whether connected or not. Purchase Intent N12M: Nielsen CMV 12 months to Jun20 & Dec20. Mobile purchase intention is "will consider"

Digital news : devices used

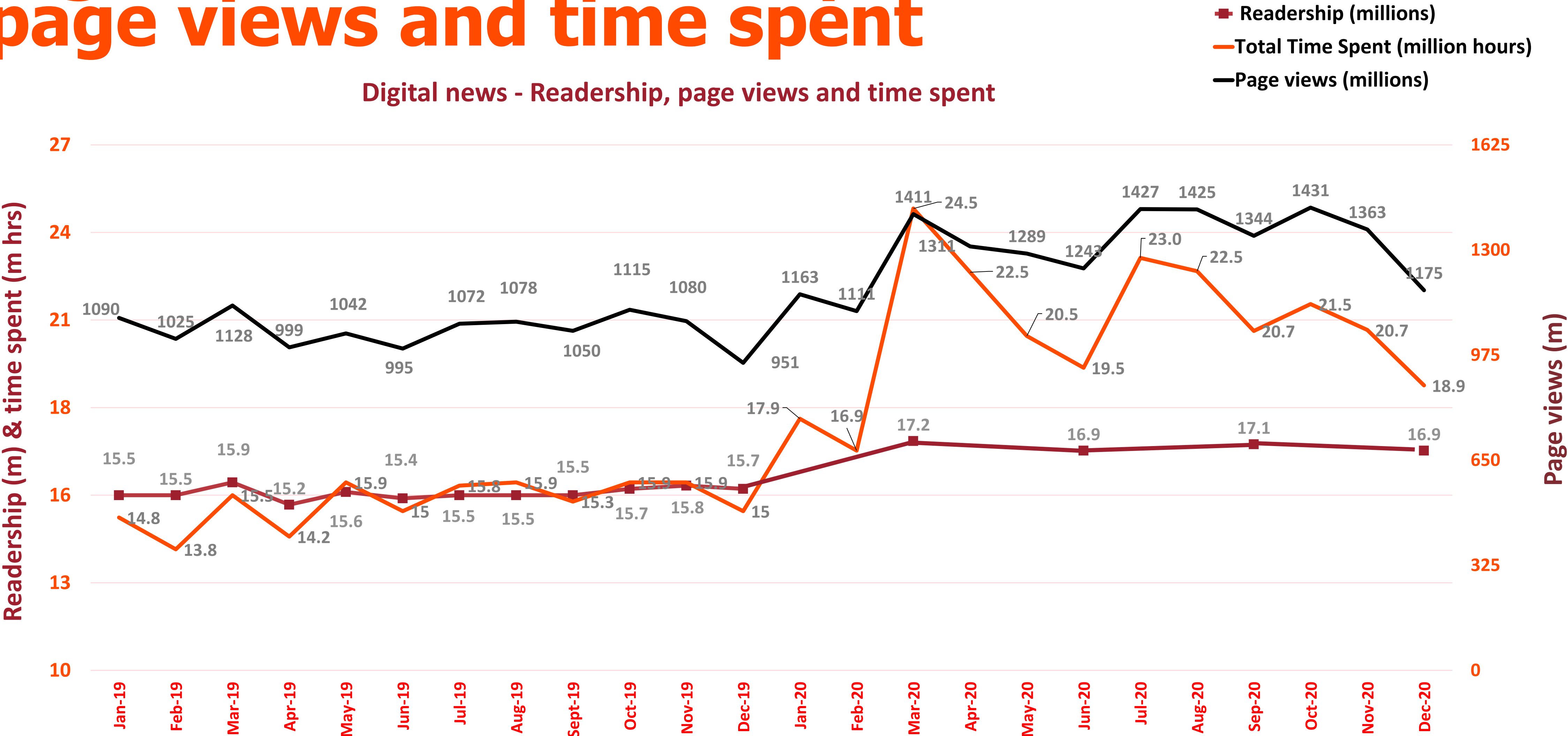
Devices used to access the internet – Penetration of pop aged 14+ (%)



Source: emma, 12 months to December 2016 & 12 months to December 2020

Digital news : readership, page views and time spent

Digital news - Readership, page views and time spent



Source: Readership is Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to December 2020, people 14+ calibrated to Digital Content Ratings (DCR) December2020 People 14+.
Page views & Time spent are from Nielsen Digital Content Ratings, Monthly Total, January 2020 - December 2020, P2+, Digital C/M, Text. This is a basket of core digital brands that have both newspapers and news websites, but also including news.com.au, brisbanetimes.com.au & WAtoday.com.au (See Appendix)
* Note that DCR is Aged 13+ (ie Time spent & Page views) whereas emma CMV digital brand readership is aged 14+ (above)

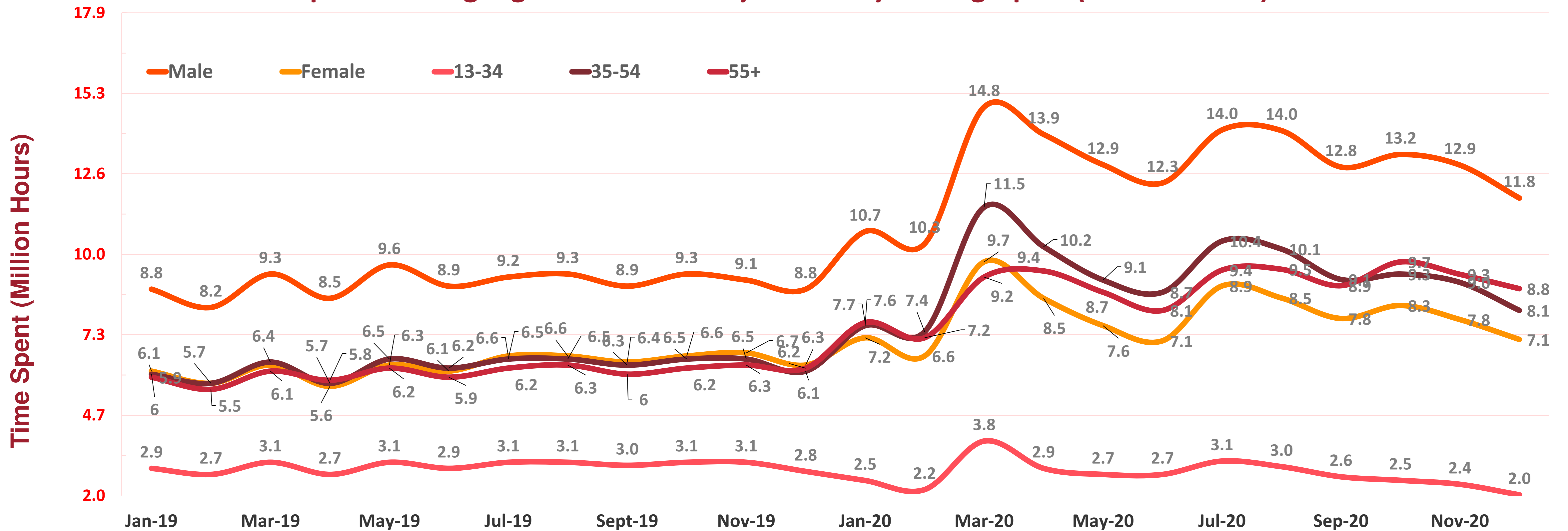
Digital news : readership, page views and time spent by demographic

Monthly readership (m) and time spent	Total*	Male*	Female*	14-34*	35-54	55+
Reach	88%	86%	90%	82%	92%	92%
Population 14+	19.1m	9.4m	9.7m	6.7m	6m	6.3m
Digital news	16.9m	8.1m	8.7m	5.5m	5.5m	5.8m
Page views	1175m	657m	519m	216m	543m	417m
Time spent (hours)	18.9m	11.8m	7.1m	2m	8.1m	8.8m

Source: Readership is Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weekly periods to December 2020, people 14+ calibrated to Digital Content Ratings (DCR) December2020 People 14+.
Page views & Time spent are from Nielsen Digital Content Ratings, Monthly Total, January 2020 - December 2020, P2+, Digital C/M, Text. This is a basket of core digital brands that have both newspapers and news websites, but also including news.com.au, brisbanetimes.com.au & WAtoday.com.au (See Appendix)
* Note that DCR is Aged 13+ (ie Time spent & Page views) whereas emma CMV digital brand readership is aged 14+ (above)

Digital news: time spent by demographic

Time spent reading digital news sites by month by demographic (million hours)



References



Australia's leading news brands

A powerhouse news and editorial engine, news brands create timely, relevant, trusted content that feeds the most read websites, papers, sections and inserts in Australia.



5 national
21 metro

343 regional

360 branded newspaper sections

23 newspaper inserted magazines

297+ digital news sites

Newspaper (print) brands

Adelaide Advertiser	Fairfield City Champion	North West Telegraph	The Age
Albany Advertiser	Farm Weekly	Northern Argus	The Area News
Auburn Review	Financial Review	Northern Daily Leader	The Armidale Express Extra
Augusta - Margaret River Mail	Flinders News	Northern Star	The Australian
Augusta Margaret River Times	Fremantle Gazette	Northern Star Weekly	The Baw Baw Shire and West Gippsland Trader
Bairnsdale Advertiser	Fremantle Herald	Northern Territory News	The Bellingen Shire Courier-Sun
Ballina Shire Advocate	Fremantle/Cockburn Gazette	Observer	The Border Mail
Bankstown-Canterbury Torch	Geelong Advertiser	Perth Voice	The Burdekin Advocate
Barossa & Light Herald	Geraldton Guardian	Pilbara News	The Canberra Times
Bendigo Advertiser	Gippsland Times and Maffra Spectator	Port Lincoln Times	The Coffs Coast Advocate
Blue Mountains Gazette	Great Lakes Advocate	Port Macquarie News	The Courier
Brimbank & North West Star Weekly	Hawkesbury Courier	Port Stephens Examiner	The Daily Advertiser
Brisbane News	Hawkesbury Gazette	Post Group	The Examiner
Broome Advertiser	Herald Sun	Redland City Bulletin	The Extra
Bunbury Herald	Highlands Post	Riverine Herald	The Land
Bunbury Mail	Hunter Valley News	Saturday Advertiser	The Leader
Busselton Dunsborough Times	Illawarra Mercury	Shepparton News	The Maitland Mercury
Busselton-Dunsborough Mail	Jimboomba Times	Sound Telegraph	The North Central Review
Byron Shire News	Joondalup Times	South Gippsland Sentinel-Times	The Saturday Paper
Cairns Post	Kalgoorlie Miner	South Western Times	The Senior
Cairns Weekend Post	Kiama Independent	Southern Gazette	The Standard
Camden Haven Courier	Kingborough Chronicle	St George & Sutherland Shire Leader	The Star
Campbelltown Macarthur/Wollondilly/Camden-Narellan Advertiser	Latrobe Valley Express	Stirling Times	The Tablelander
Canberra Chronicle	Lismore Echo	Stock & Land	The Times
Canning Gazette	Liverpool City Champion	Stock Journal	The Weekend Star
Central Western Daily	Maitland & Lower Hunter Star	Sunbury & Macedon Ranges Star Weekly	The Weekly Advertiser
Centralian Advocate	Mandurah Mail	Sunday Age	The Weekly Times
Chronicle	Manning Great Lakes Extra	Sunday Canberra Times	Townsville Bulletin
Coastal Times	Maribrynong & Hobsons Bay Star Weekly	Sunday Examiner	Tweed Daily News
Cockburn Gazette	Melton & Moorabool Star Weekly	Sunday Herald Sun	Tweed Daily News: Community Edition
Courier-Mail	Melville Gazette	Sunday Mail	Wangaratta Chronicle
Daily Examiner	Mercury	Sunday Tasmanian	Wanneroo Times
Daily Liberal And Macquarie Advocate	Mercury on Saturday	Sunday Telegraph	Warragul & Drouin Gazette
Daily Telegraph	Mid-coast Observer	Sunday Territorian	Weekend Australian
Domain Review Bayside & Port Phillip	Midland Express	Sunday Times	Weekend Bulletin
Domain Review Ivanhoe & Valley	Midstate Observer	Sun-Herald	Weekend Gold Coast Bulletin
Domain Review Melbourne Times	Midwest Times Incorporating Northern Guardian	Sunraysia Daily	Wentworth Courier
Domain Review Moonee Valley	Mildura Weekly	Sunraysia Life	West Australian
Domain Review Stonnington & Boroondara	Mosman Daily	Surf Coast Times	West Australian Saturday
Dubbo Mailbox Shopper	My Weekly Preview	Sydney Morning Herald	Western Advocate
East Gippsland News	Newcastle Herald	Tamworth Times	Western Suburbs Weekly
Eastern Reporter	NewsMail	The Advertiser	Western Weekender
Echo	Noosa News	The Advertiser incorporating the Lake Times	Whyalla News
Echo News	North Queensland Register	The Adviser	Wimmera Mail-Times
Express	North Shore Times	The Advocate	

NB Orange highlighted represent National & Metro brands (excl TAS, ACT * NT)
In some instances both the M-F versions and the Sat/Sun versions are displayed as if they are separate brands.
The list may also include some brands that have recently ceased in Print – some of which continue in a digital only format.
List does not include news.com.au, BrisbaneTimes .com.au or WAtoday.com.au

Digital news : basket for reporting of time spent reading and page views (DCR)

Adelaidenow	Daily Telegraph	Property
The Age	Domain Media Group	Queensland Times
The Australian	Escape	Realcommercial
Australian Community Media Network	Fraser Coast Chronicle	Sunshine Coast Daily
The Australian Financial Review	Gold Coast Bulletin	The Sydney Morning Herald
The Brisbane Times	Herald Sun	Townsville Bulletin
Cairns Post	Mercury	WAtoday
Chronicle	News	Weeklytimesnow
Community News	Newsmail	West Australian
Courier Mail	Northern Star	
Daily Mercury	NT News	

Note : In the Digital news brands section, Time spent & Page views are from Digital Content Ratings(DCR) December2020 People 2+. The data is a basket of core digital brands that have both newspapers and news websites, but also including news.com.au, brisbanetimes.com.au & WAtoday.com.au. The basket contains all those digital entities listed above.

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