

Fundamentals Q1, 2021

Updated July 2021

think
NEWS
brands

News

Key facts about news in Australia



Total news

The measure of 'total news' refers to all printed and digital news including Australia's leading news publishers

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)

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

NEWS FIRST
10PLAY.COM.AU/NEWS

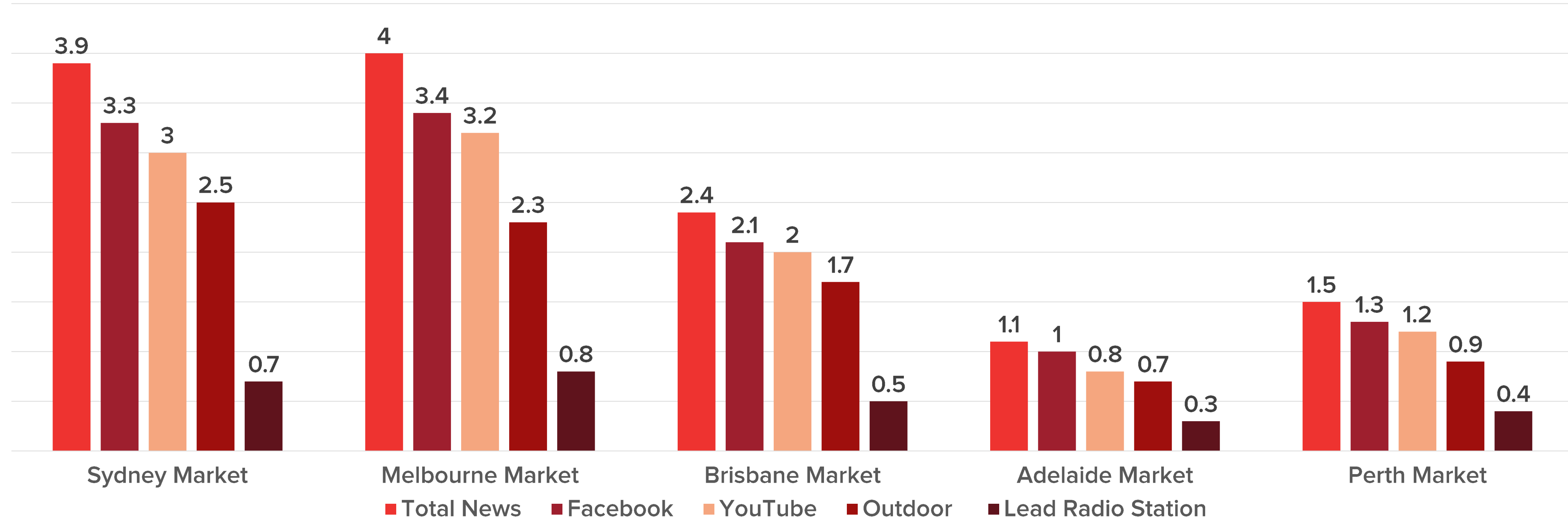
Note: The above is an example of only and does not represent the full list of news entities within Australia.

News is a fundamental part of the day for Australians

➤ Every week 19 million Australians read news across papers or online. That's 9 out of 10 Australians aged 14+.



The reach of news titles compares favourably to other leading media channels



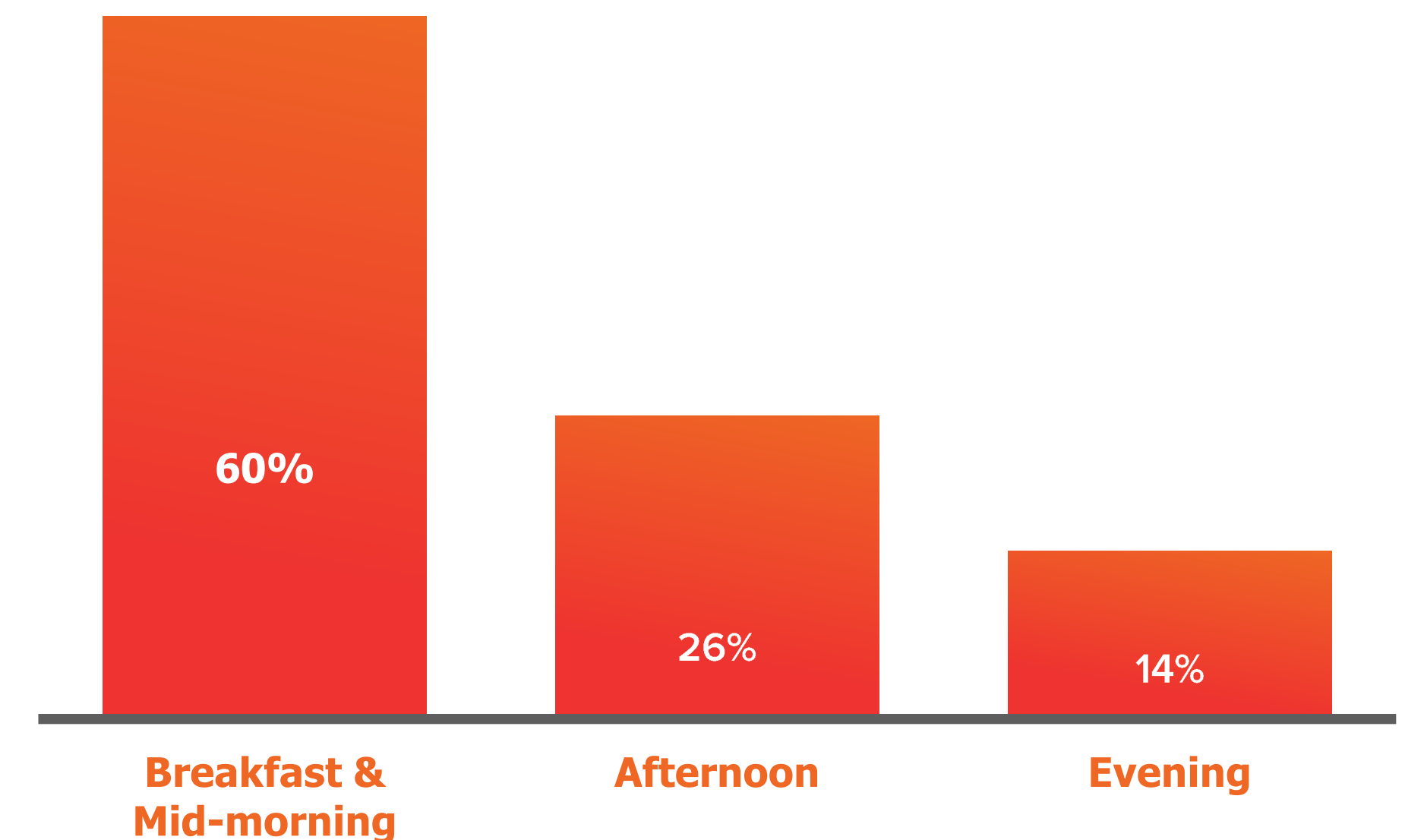
Unique audience (millions)

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

➤ News sets the daily agenda for Australians with 6 out of 10 people reading the news before lunchtime.

Time of day readers prefer to read news

Average Monday to Sunday



Source : Roy Morgan April 2020 to March 2021.
Which media do you prefer to use at breakfast/mid-morning, lunchtime/afternoon and dinner time/after dinner. Eg Newspapers – print or online. Unique audience aggregated to Breakfast & Mid-morning/afternoon/evening.

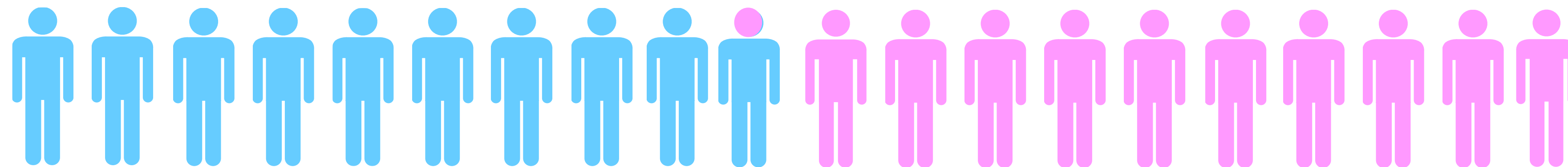
Readership is high across all age groups, including the hard to reach 14-34's

Readership and reach: Total news

Reach % to popn 14+: 97%

Totals: 20.4m

Male: 10m **Female:** 10.4m



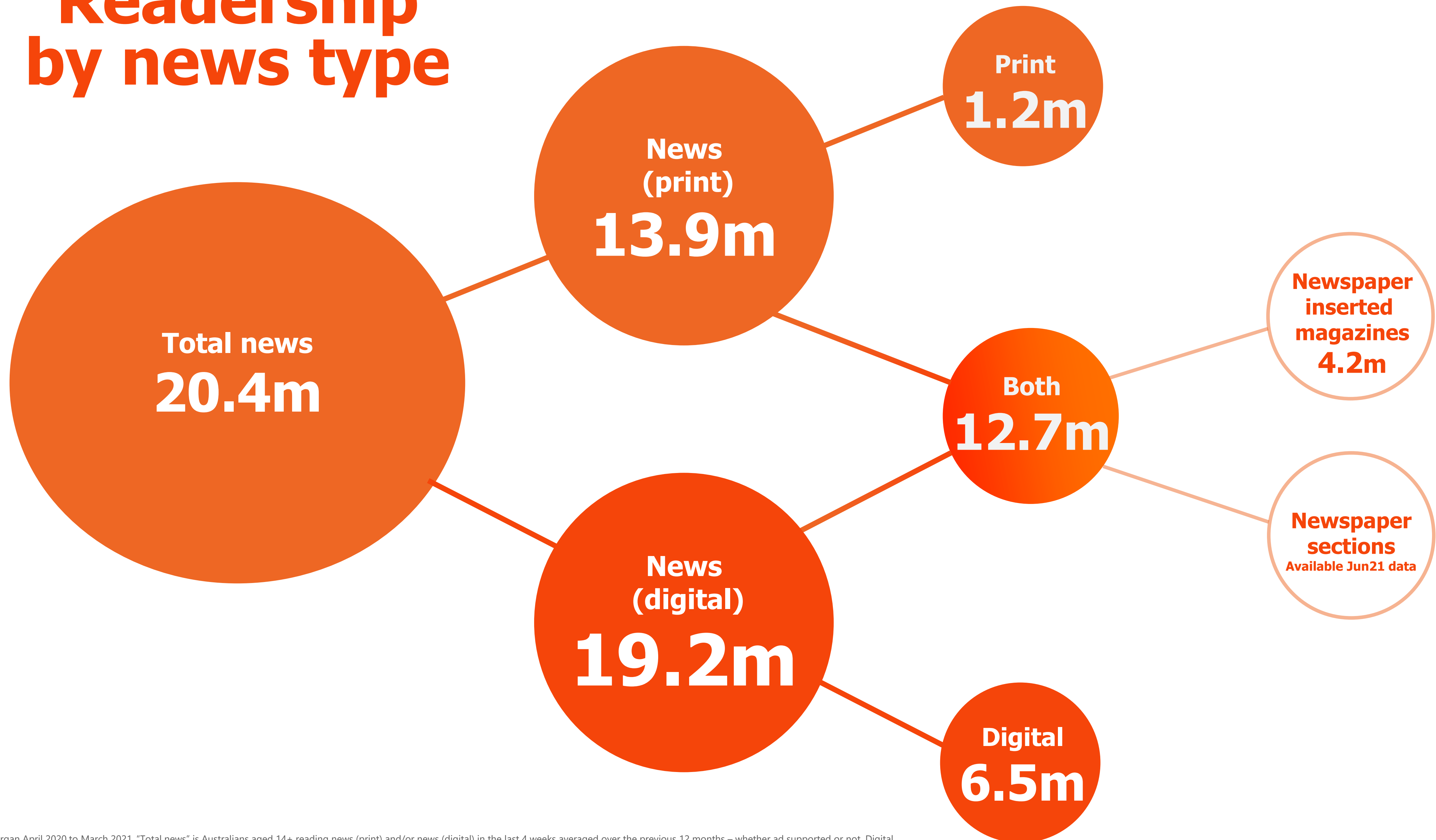
14-34: 6.8m **35-54:** 6.4m **55+:** 7.2m



All the facts on who is reading the news

Cross platform readership
by demographic, platform
and over time

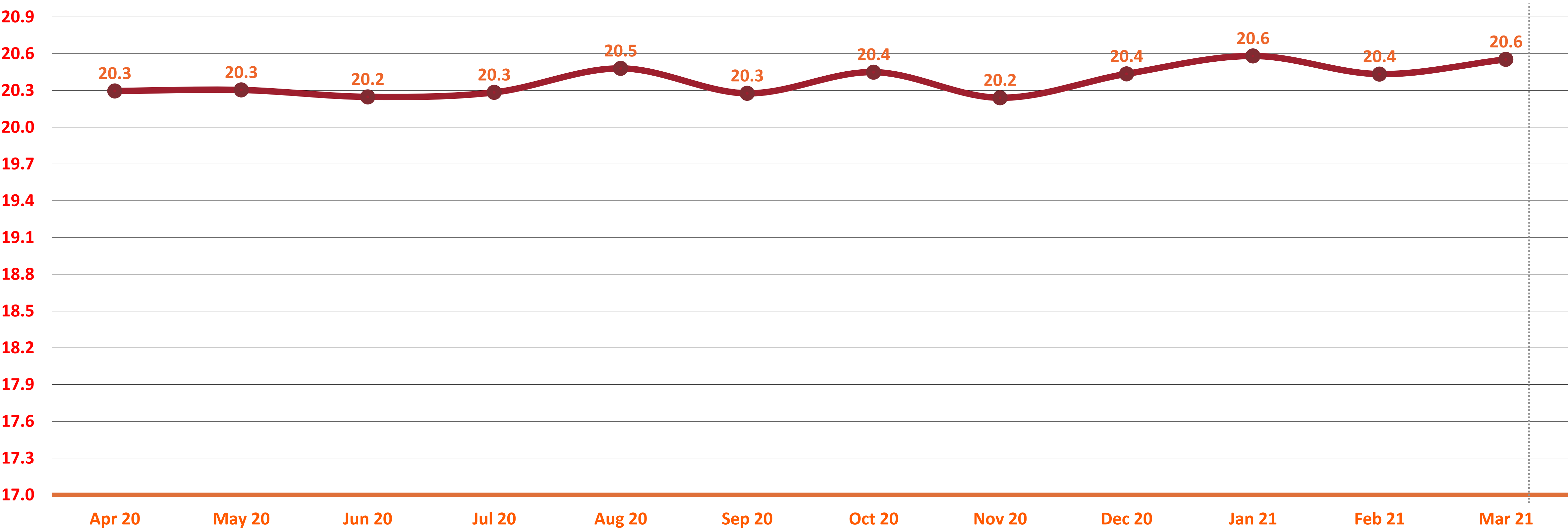
Readership by news type



Source : Roy Morgan April 2020 to March 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg Buzzfeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

Readership is strong all year round

News readership by month (millions)

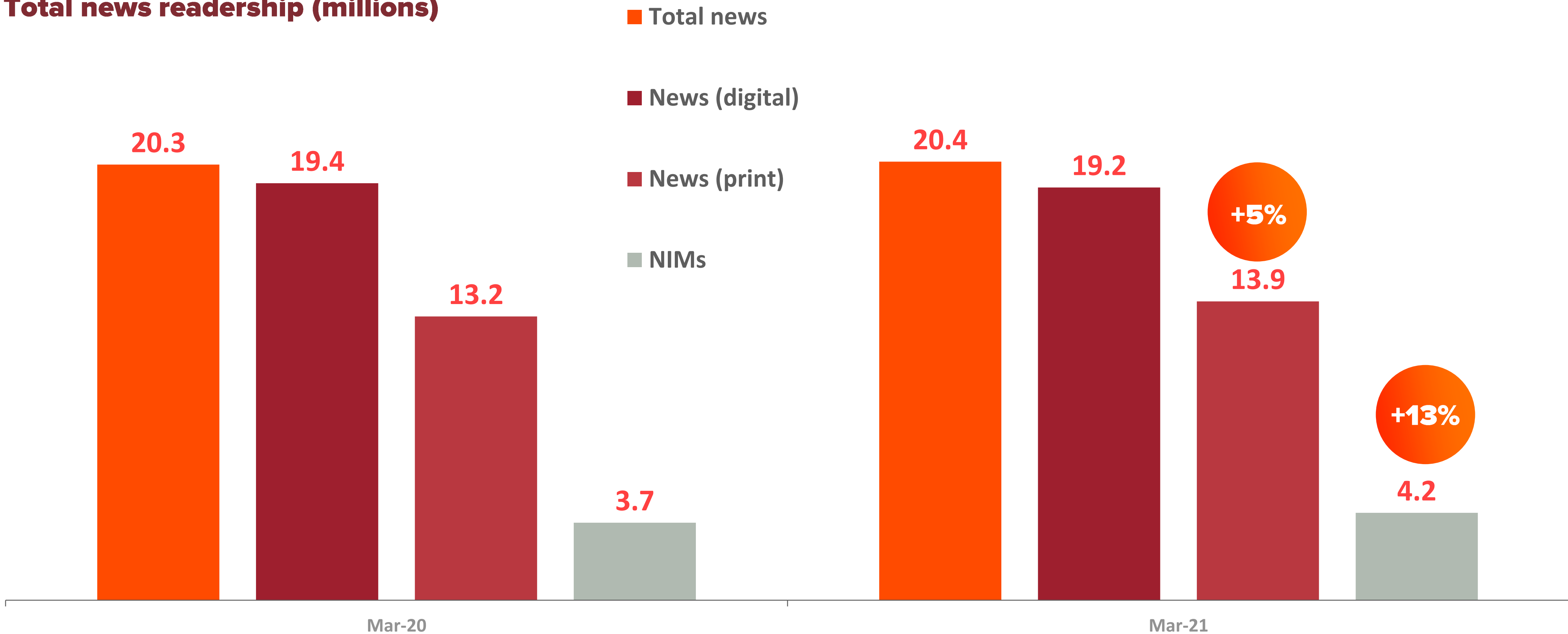


Source : Roy Morgan April 2020 to March 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

The above graph plots "Read news in the last 4 weeks (print or digital)" by the month they were interviewed. Each month, sample size average is n=5500 with the lowest at n=4500

Readership news type growth/decline

Total news readership (millions)



Source : Roy Morgan April 2020 to March 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg Buzzfeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news. Data collection commenced Nov 2019. Mar 2020 data is therefore taken as respondents' average readership last 4 weeks from interviews in November 2019 through to March 2020. NIMs readership of 3.7m March 2020 is taken as the month of April 2020 with sample size too small prior. Readership of newspaper sections will be included in the RM results for June 2021 with 2 months data having then been collected.

Readership news type by age/region

Monthly readership March 2021	Reach % to population 14+	Totals	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Reach to age 14+		97%	97%	97%	94%	98%	99%	97%	97%
Population 14+	100%	21.1m	10.4m	10.7m	7.3m	6.6m	7.3m	15m	6.1m
Total news	97%	20.4m	10m	10.4m	6.8m	6.4m	7.2m	14.5m	5.9m
News (digital)	91%	19.2m	9.4m	9.8m	6.4m	6.2m	6.6m	13.7m	5.5m
News (print)	66%	13.9m	7.1m	6.8m	3.8m	4.1m	6m	9.7m	4.2m
Newspaper inserted magazines (NIMs)	20%	4.2m	2.1m	2.1m	1.0m	1.1m	2.1m	3.2m	1.0m

How do Australians read news?

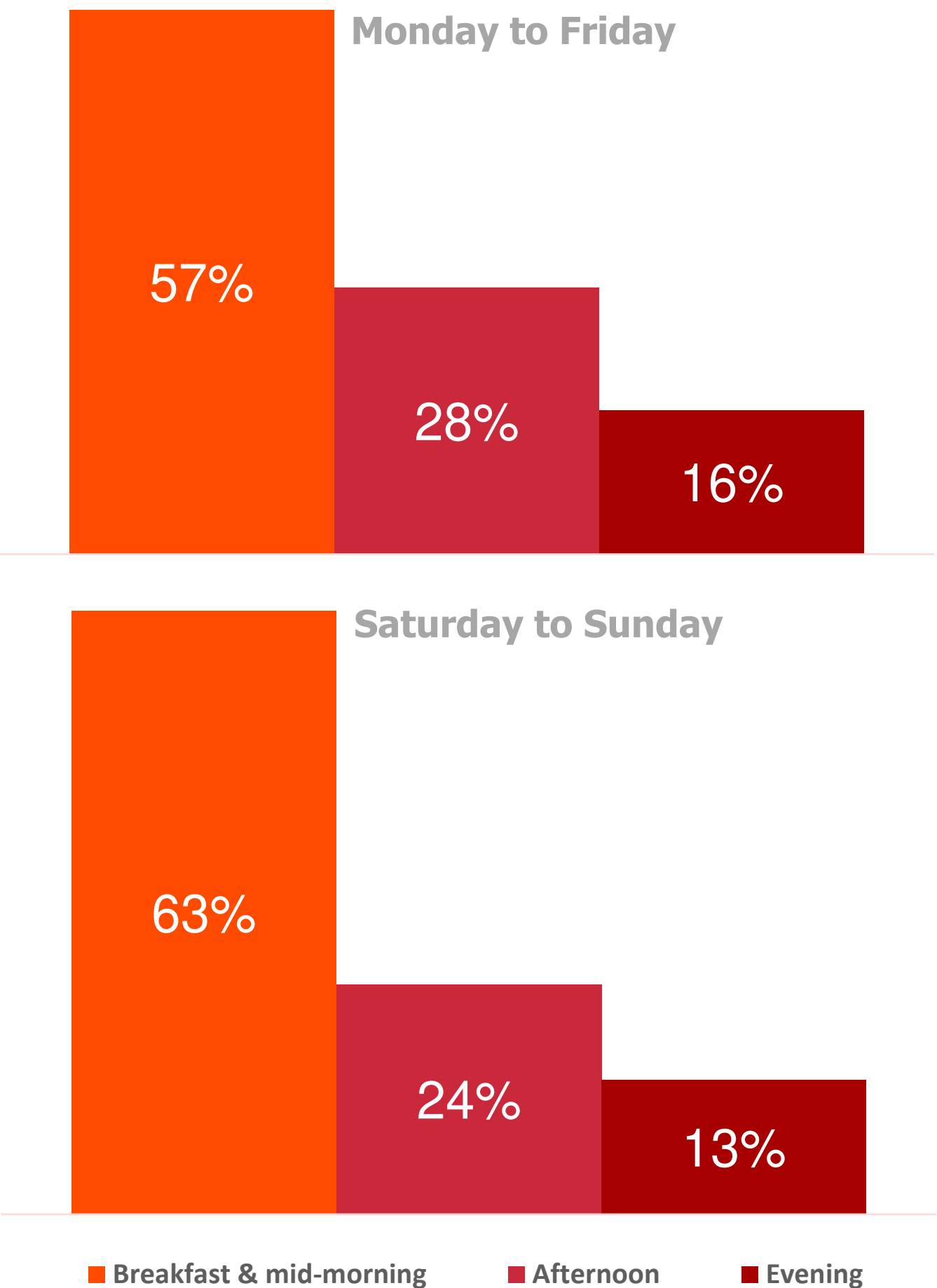
Readership and
engagement by
location and
demographic



When, how frequent and how long?

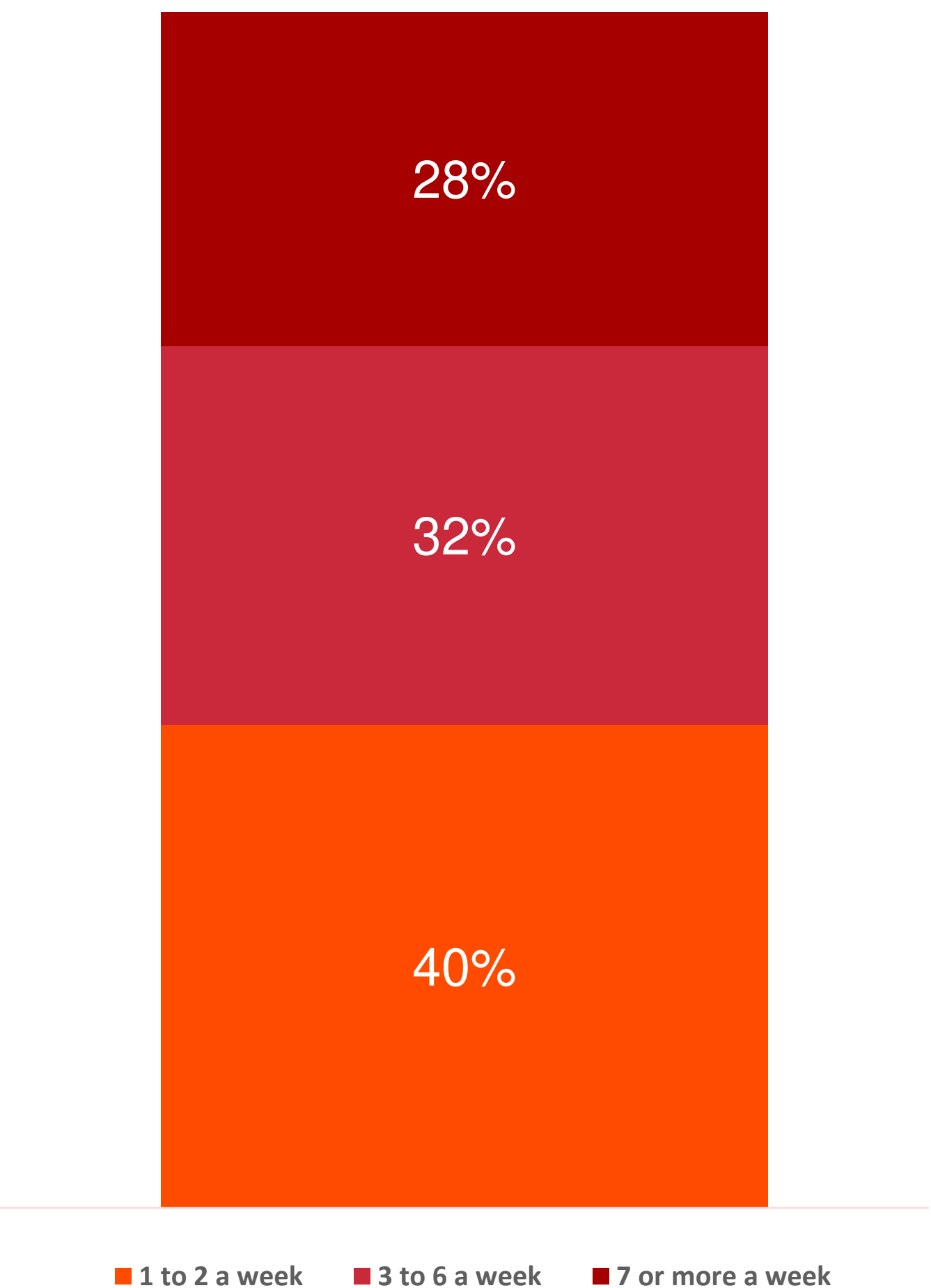
When

Mondays to Fridays, newspapers are the most engaging media before lunch
57% of newspaper readers prefer to be reading papers before lunchtime



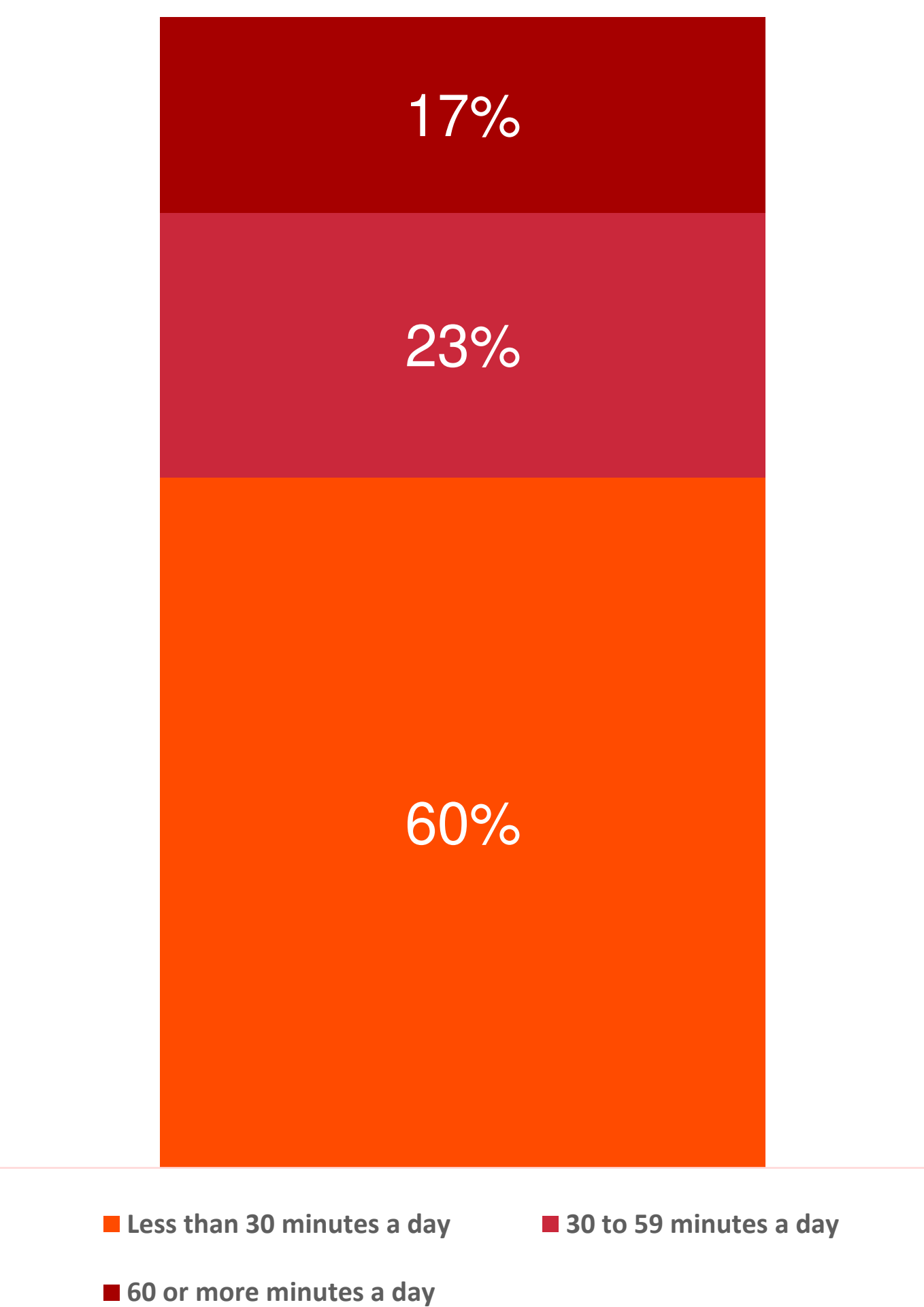
How frequent

28% of newspaper readers typically read 7 or more issues a week



How long

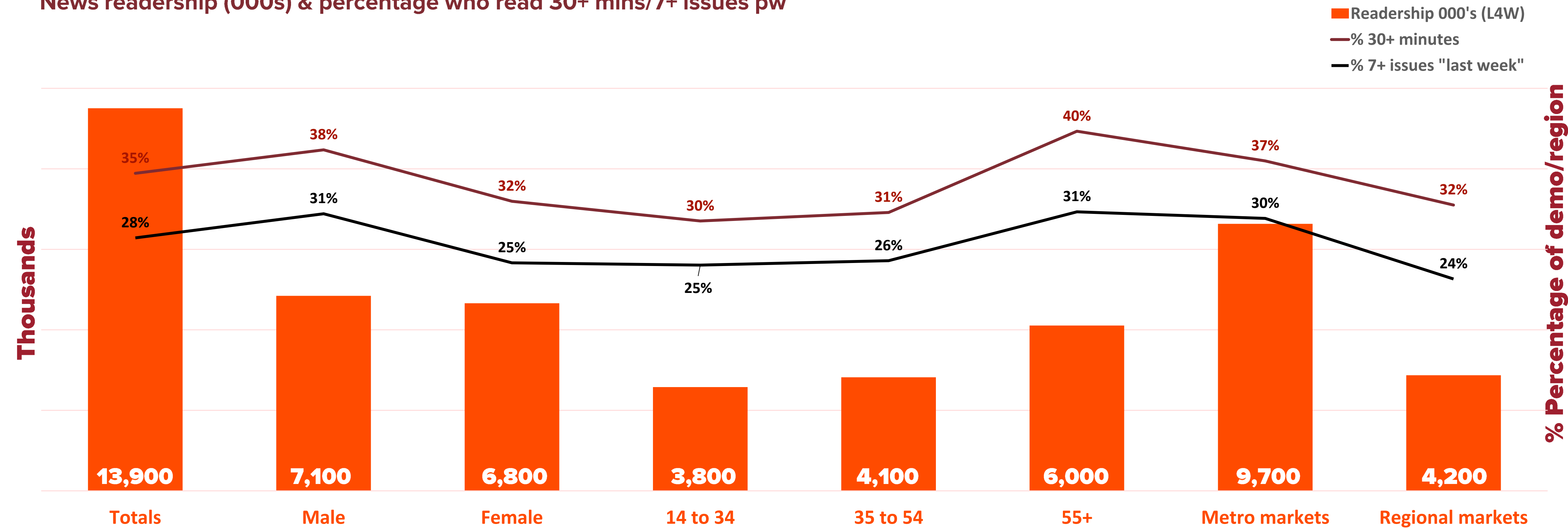
40% of newspaper readers read them for more than 30 minutes



Source : Roy Morgan April 2020 to March 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month
When : "Which media do you prefer to use at breakfast/mid-morning/lunchtime/afternoon/dinner time/after dinner?" Displayed In the legend as Breakfast & mid-morning, afternoon and evening respectively.
How frequent : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.
How long : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"

Regular readership by age/region

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



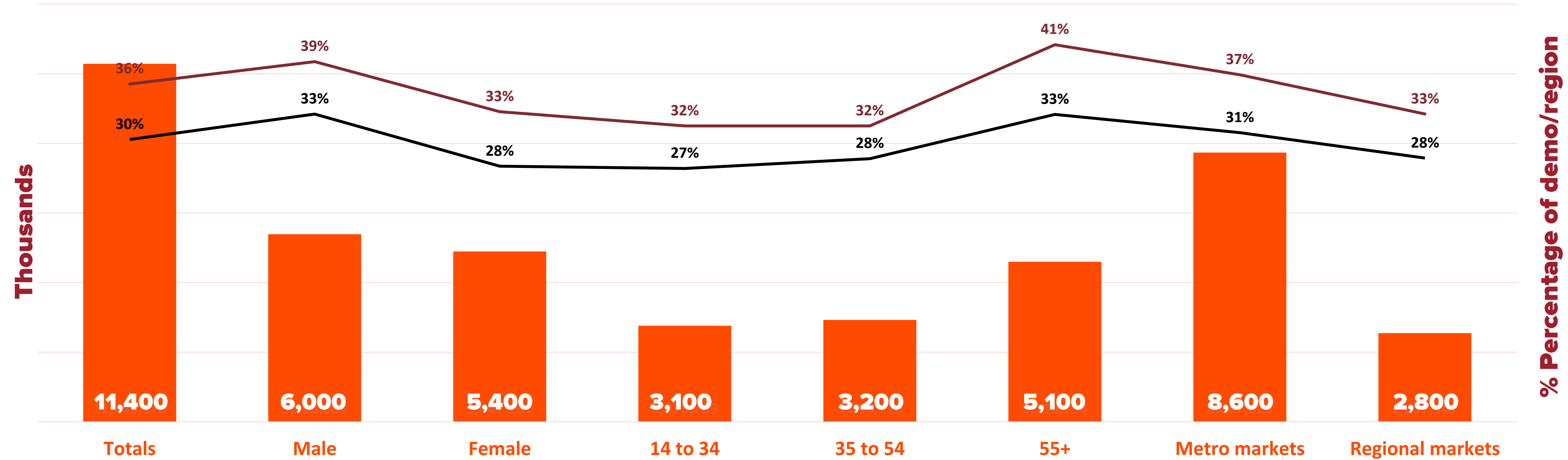
	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Readership (Millions) (L4W)	66%	13.9m	7.1m	6.8m	3.8m	4.1m	6m	9.7m	4.2m
Proportion (%) reading 30+ mins		35%	38%	32%	30%	31%	40%	37%	32%
Proportion (%) reading 7+ issues 'last week'		28%	31%	25%	25%	26%	31%	30%	24%

Source : Roy Morgan April 2020 to March 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month
Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"
Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.
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

Nat/Metro title readership 000s (L4W) % 30+ minutes % 7+ issues 'last week'

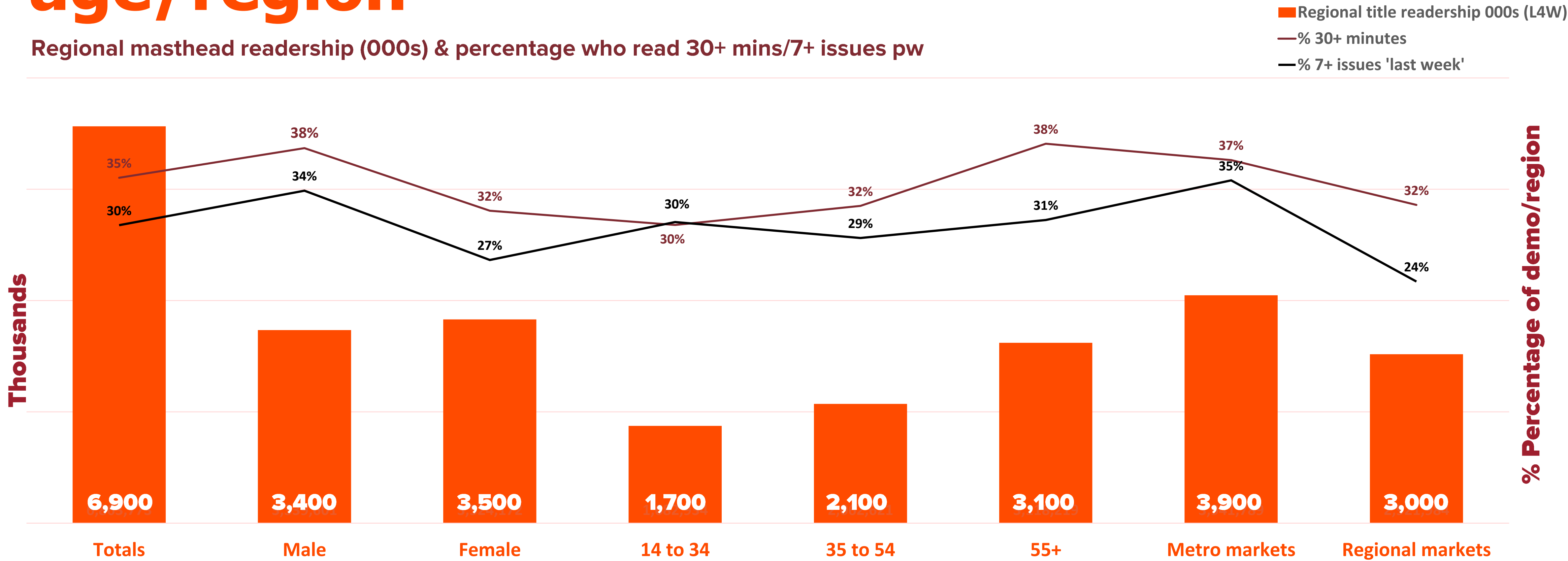


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Nat/Metro title readership (Millions) (L4W)	54%	11.4m	6m	5.4m	3.1m	3.2m	5.1m	8.6m	2.8m
Proportion (%) reading 30+ mins		36%	39%	33%	32%	32%	41%	37%	33%
Proportion (%) reading 7+ issues 'last week'		30%	33%	28%	27%	28%	33%	31%	28%

Source : Roy Morgan April 2020 to March 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month
Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"
Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.
Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: regional titles by age/region

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

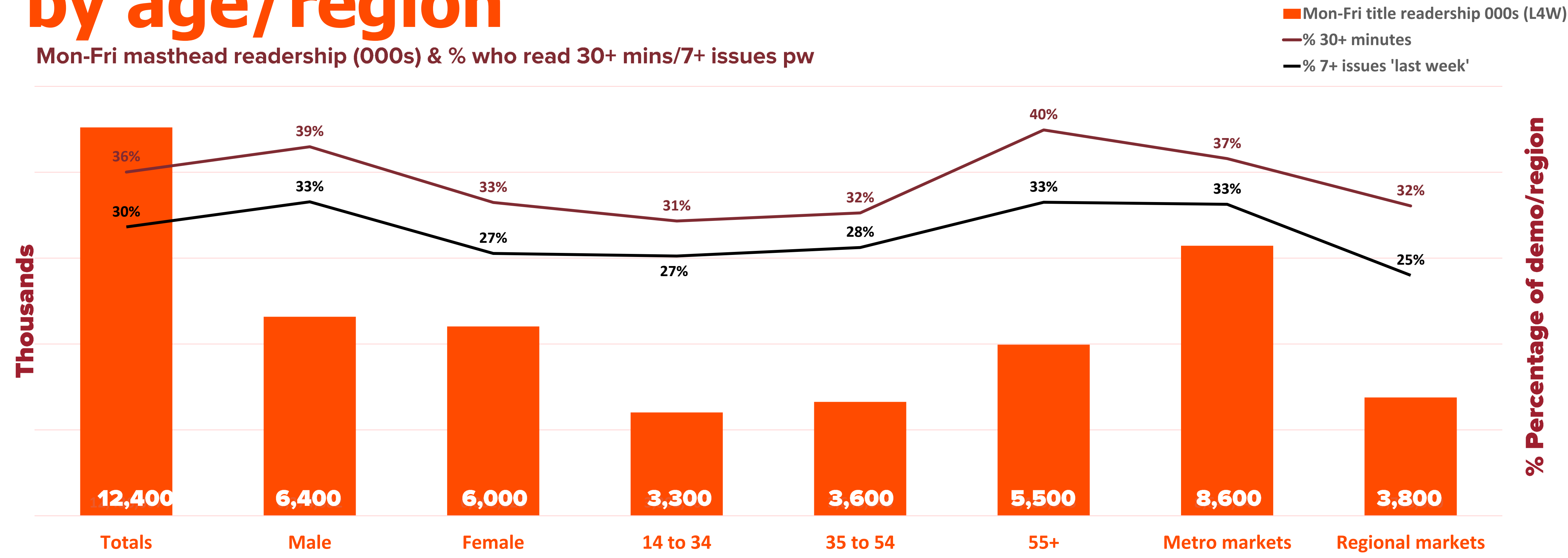


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Regional title readership (Millions) (L4W)	33%	6.9m	3.3m	3.5m	1.7m	2.1m	3.1m	3.9m	2.9m
Proportion (%) reading 30+ mins		35%	38%	32%	30%	32%	38%	37%	32%
Proportion (%) reading 7+ issues 'last week'		30%	34%	27%	30%	29%	31%	35%	24%

Source : Roy Morgan April 2020 to March 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month
Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"
Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.
Metro market as per OzTam definition. Regional markets are all markets outside of the defined OzTAM metro areas.

Regular readership: Mon-Fri titles by age/region

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

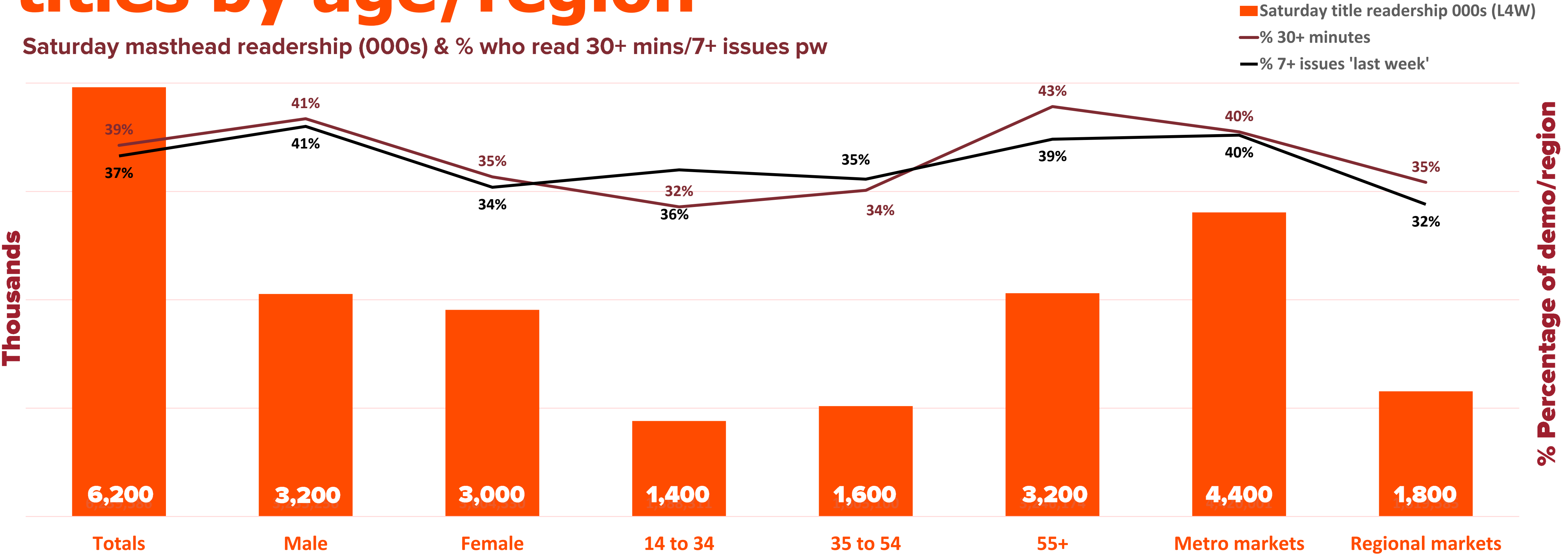


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Mon-Fri title readership (Millions) (L4W)	59%	12.4m	6.4m	6.0m	3.3m	3.6m	5.5m	8.6m	3.8m
Proportion (%) reading 30+ mins		36%	39%	33%	31%	32%	40%	37%	32%
Proportion (%) reading 7+ issues 'last week'		30%	33%	27%	27%	28%	33%	33%	25%

Source : Roy Morgan April 2020 to March 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month
Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"
Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.
Metro 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

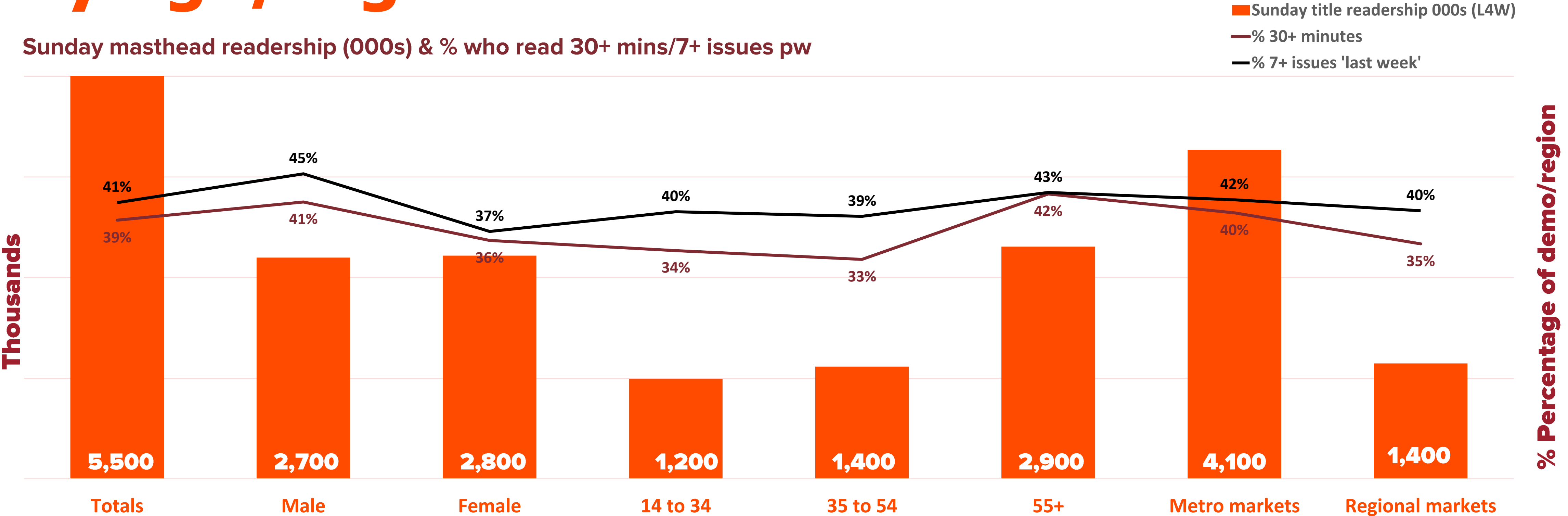


	Reach % (of popn 14+)	Total	Male	Female	14 to 34	35 to 54	55+	Metro markets	Regional markets
Saturday title readership (Millions) (L4W)	30%	6.2m	3.2m	3m	1.4m	1.6m	3.2m	4.4m	1.8m
Proportion (%) reading 30+ mins		39%	41%	35%	32%	34%	43%	40%	35%
Proportion (%) reading 7+ issues 'last week'		37%	41%	34%	36%	35%	39%	40%	32%

Source : Roy Morgan April 2020 to March 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month
Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"
Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.
Metro 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%	5.5m	2.7m	2.8m	1.2m	1.4m	2.9m	4.1m	1.4m
Proportion (%) reading 30+ mins		39%	41%	36%	34%	33%	42%	40%	35%
Proportion (%) reading 7+ issues 'last week'		41%	45%	37%	40%	39%	43%	42%	40%

Source : Roy Morgan April 2020 to March 2021. News (print) readership is Australians aged 14+ having read news (print) in the last 4 weeks averaged over the previous 12 month
Reading 30+ mins : "How many hours or minutes in total do you spend doing each of the following activities at home or away from home, in the morning, during the day or in the evening? – Read a newspaper"
Reading 7+ issues 'last week' : "In the last 4 weeks which newspapers have you read...and which did you read in the last 7 days?" This metric counts the number of issues the respondent has read in the last 7 days.
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News (digital)

News readership and engagement by demographic

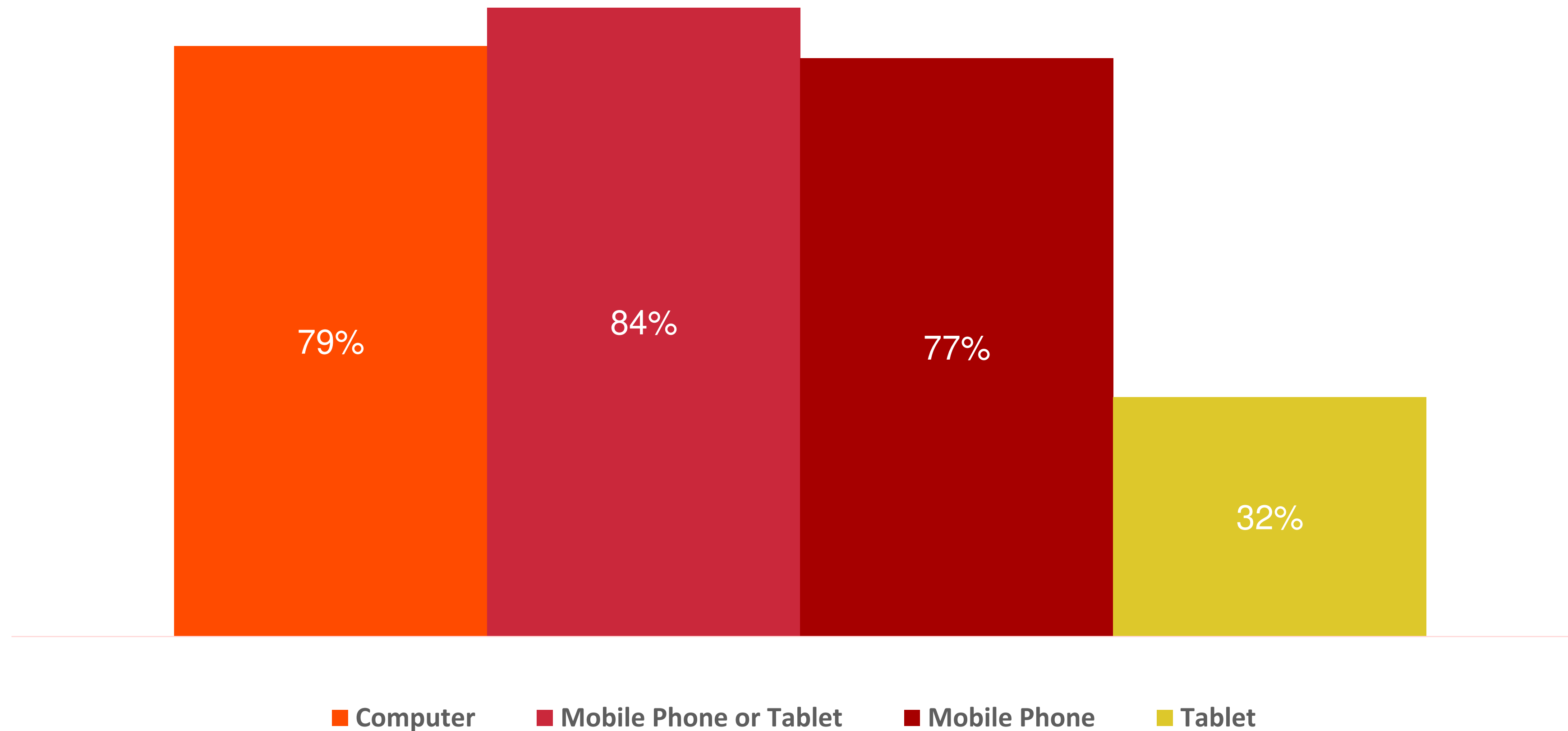


News (digital): tech penetration

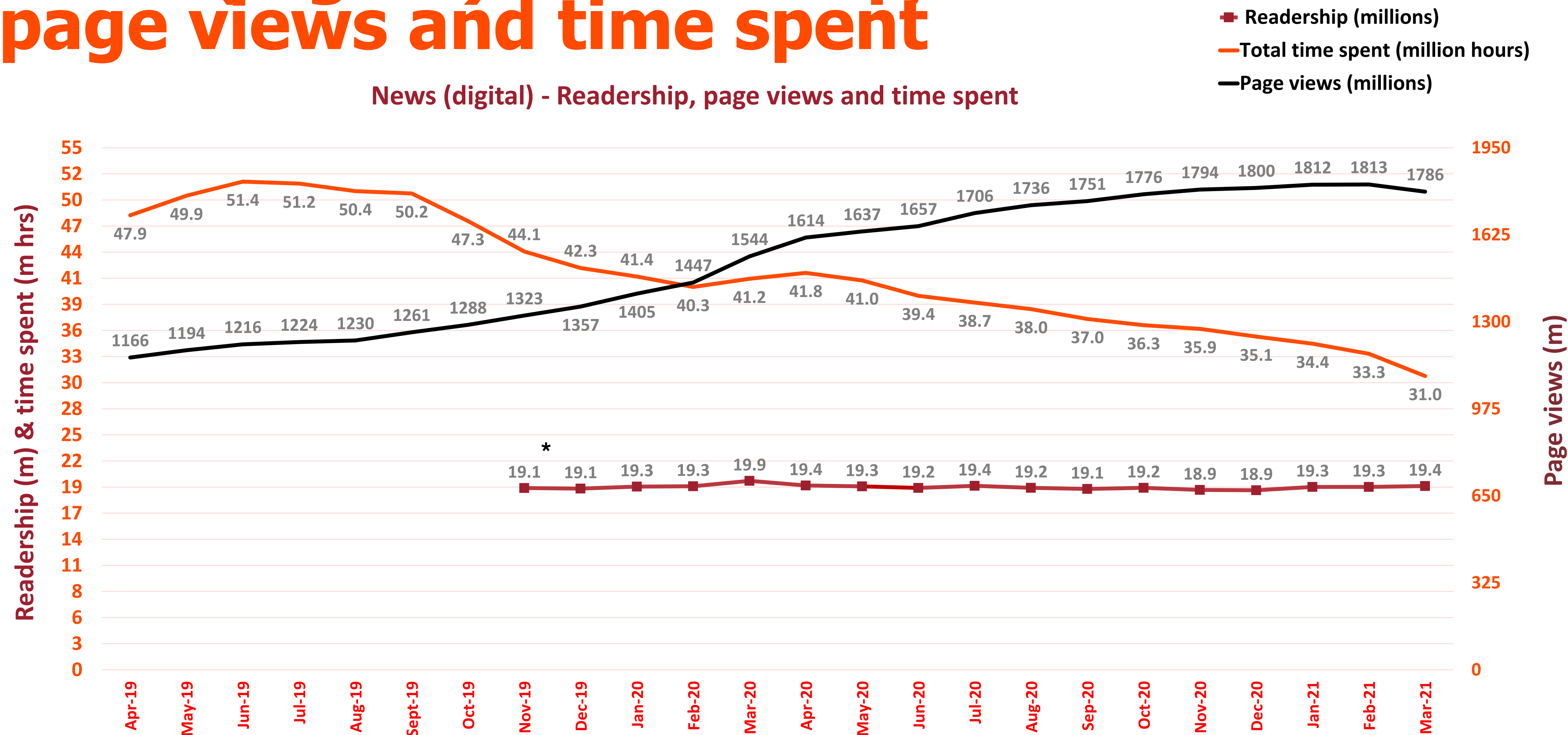
	JUL-DEC '20	JAN-JUN '20
Average # of video capable screens per household	6.7	6.7
Set	1.8	1.8
PC/Laptop	1.8	1.8
Tablet	1.0	1.0
Mobile	2.0	2.1
Device penetration		
High-definition TV sets	99%	99%
PVR	50%	52%
Internet connectivity	91%	91%
Internet capable TV sets	62%	59%
Connected TV sets	52%	48%
Smart phones	94%	94%
Tablets	60%	60%
PC/laptops	81%	81%
Intending to buy in next 12 months*		
PC/Laptop	13%	12%
Tablet	8%	8%
Mobile phone	22%	N/A

News (digital): devices used

Device use of those accessing news online L4W



News (digital): readership, page views and time spent



Source : Roy Morgan April 2020 to March 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

Total time spent and page views are average 4 weeks over the last 12 months.

*For readership on this chart *Digital readership L4W commenced collection November 2019. Readership trend therefore uses the month interviewed. The average sample size each month is n=5000 while minimum is n=3000.

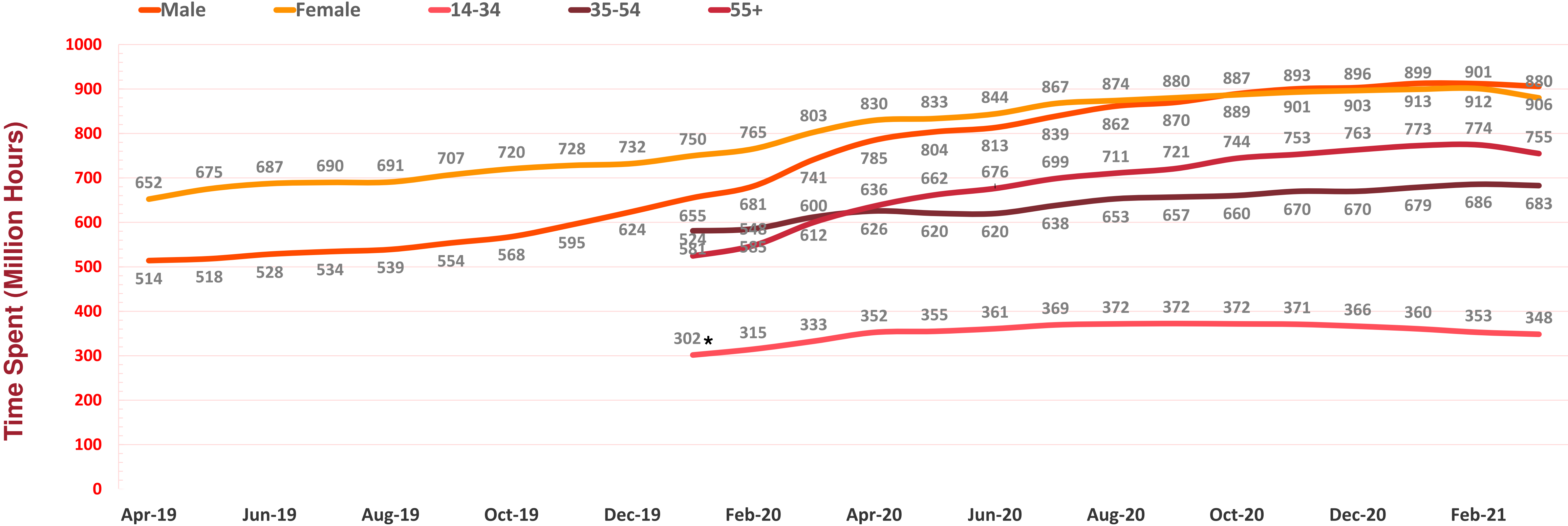
News (digital): readership, page views and time spent by demographic

Monthly readership and engagement March 2021	Total	Male	Female	14-34	35-54	55+
Reach	91%	91%	91%	88%	95%	90%
Population 14+	21.1m	10.4m	10.7m	7.3m	6.6m	7.3m
News (digital)	19.2m	9.4m	9.8m	6.4m	6.2m	6.6m
Page views (m)	1786m	906m	880m	348m	683m	755m
Time spent (m hours)	31m	16.1m	14.9m	6m	11m	14m

Source : Roy Morgan April 2020 to March 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.

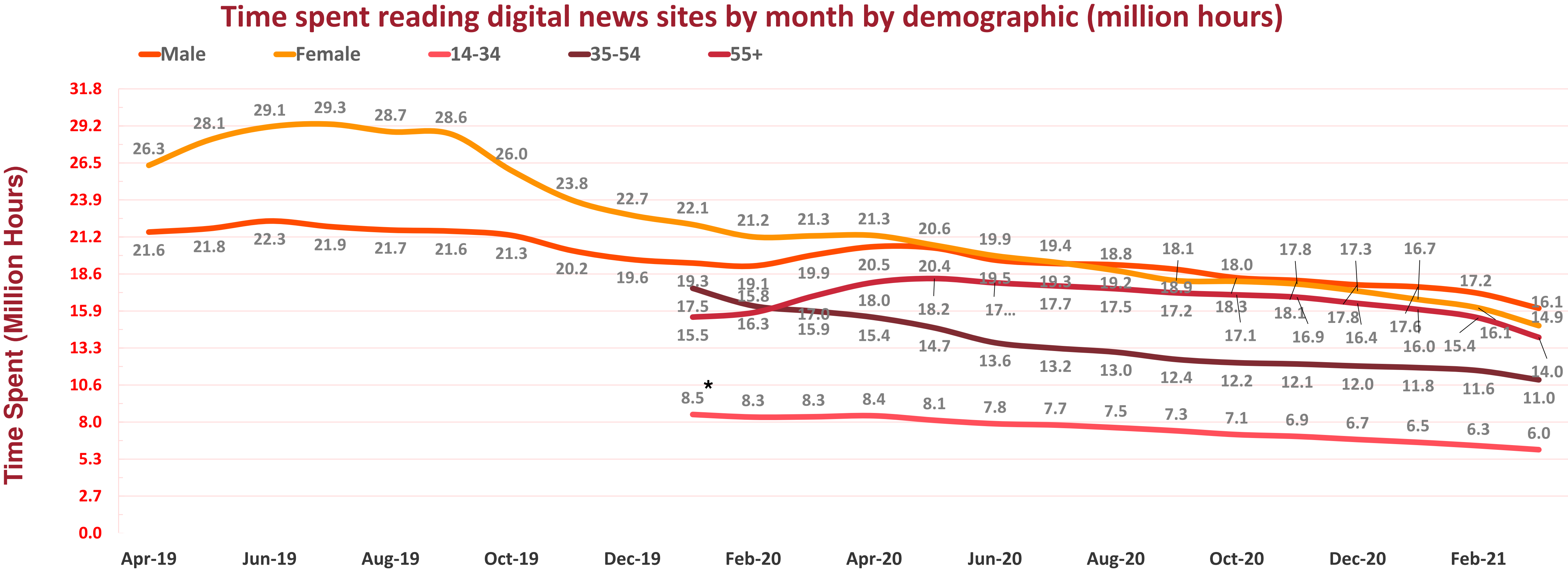
News (digital): page views by demographic

Number of page views for digital news sites by month by demographic (millions)



Source : Roy Morgan April 2020 to March 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.
* Age breaks are not available prior to January 2020.

News (digital): time spent by demographic



Source : Roy Morgan April 2020 to March 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg BuzzFeed, The Guardian, BBC, Daily Mail. It also includes ABC news and Google news.
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