

**Updated July 2021**

**THE  
WHOLE  
STORY.**

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**NEWS**  
brands

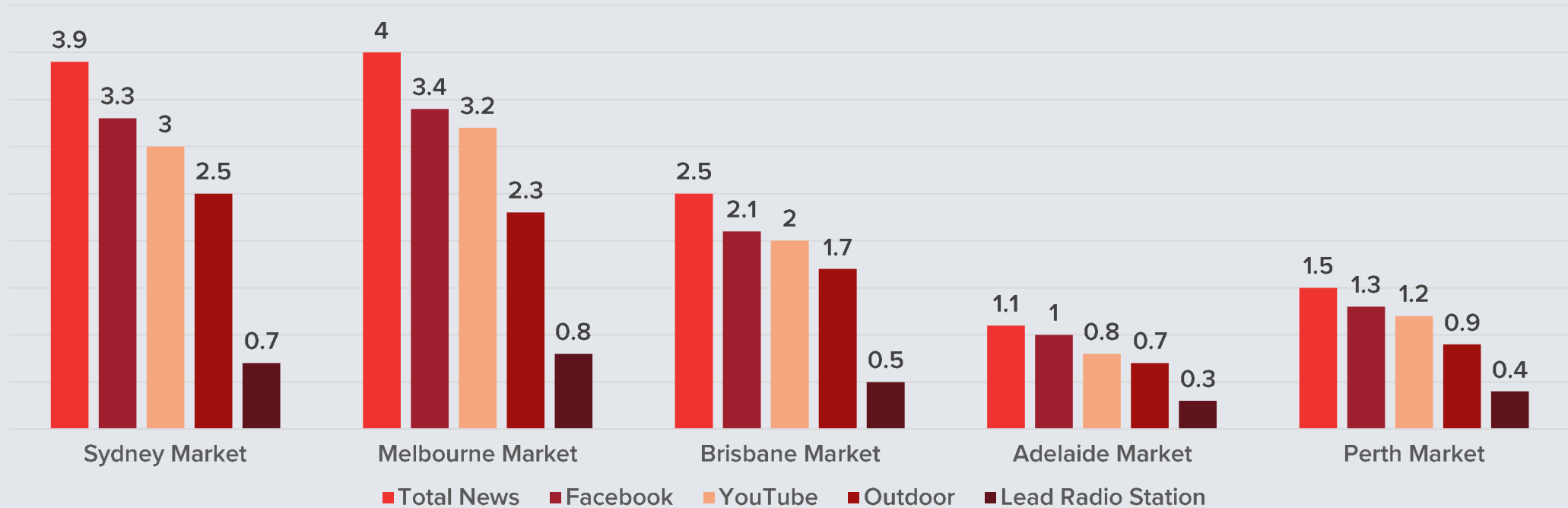
# News is a fundamental part of the day for Australians

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

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..



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



**Unique audience (millions)**

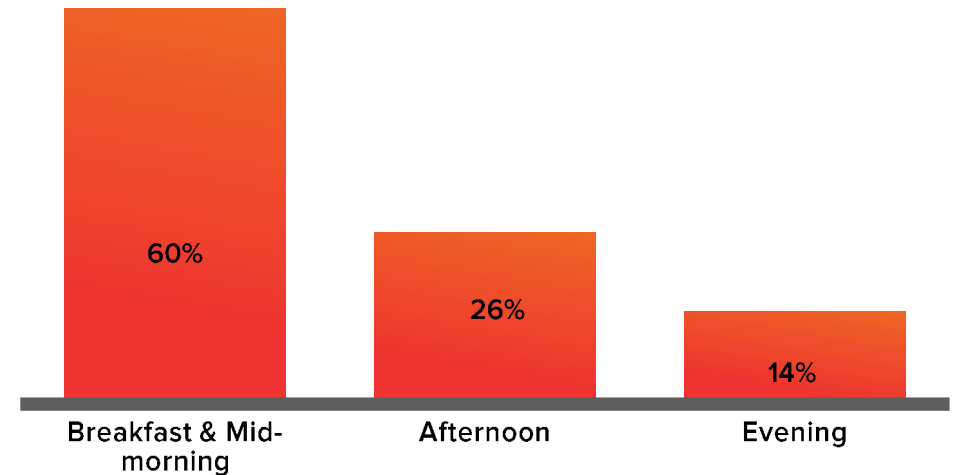
# News is a morning ritual. It's consumed by the time you've had your coffee

➤ News sets the daily agenda for Australians. 6 out of 10 read the news before midday.

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. Percentages are volume weighted from Monday to Friday readers and Saturday/Sunday readers

Time of day readers prefer to read news

Average Monday to Sunday



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

**Readership and reach: Total news**

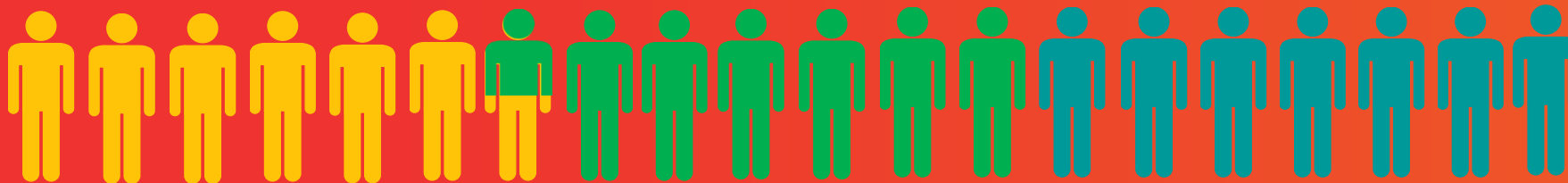
**Reach % to popn 14+: 97%**

**Totals: 20.4m**

Male: 10m | Female: 10.4m

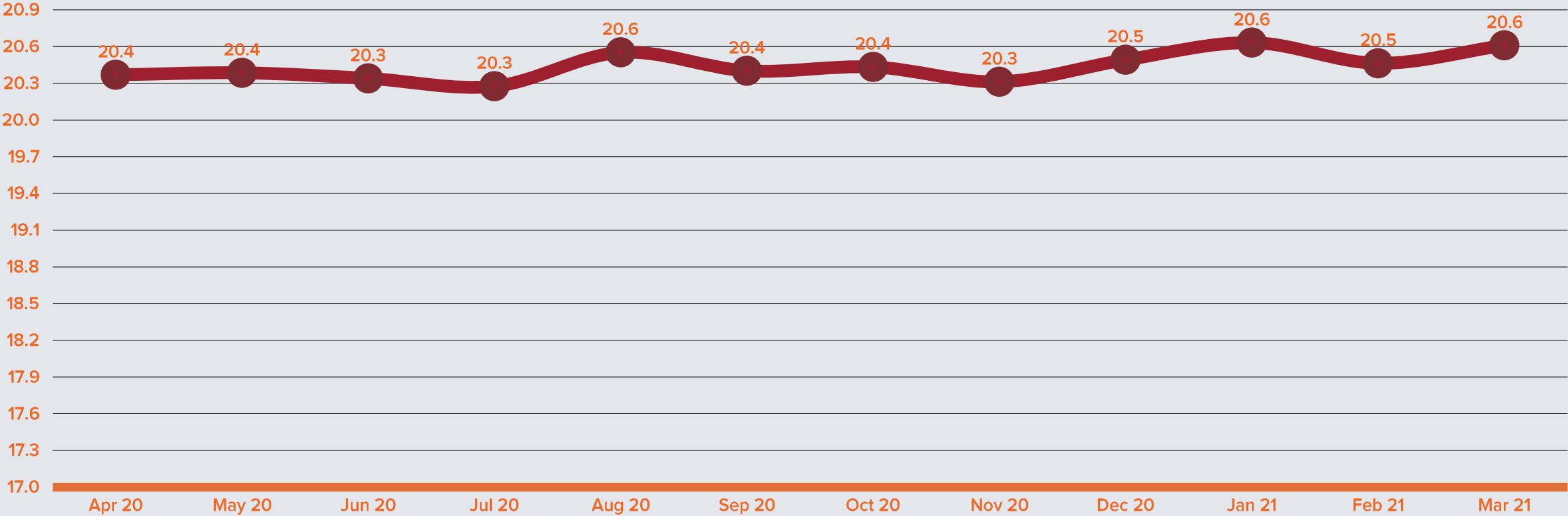


14-34: 6.8m | 35-54: 6.4m | 55+: 7.2m



# Readership is strong all year round

Total 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) 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.

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

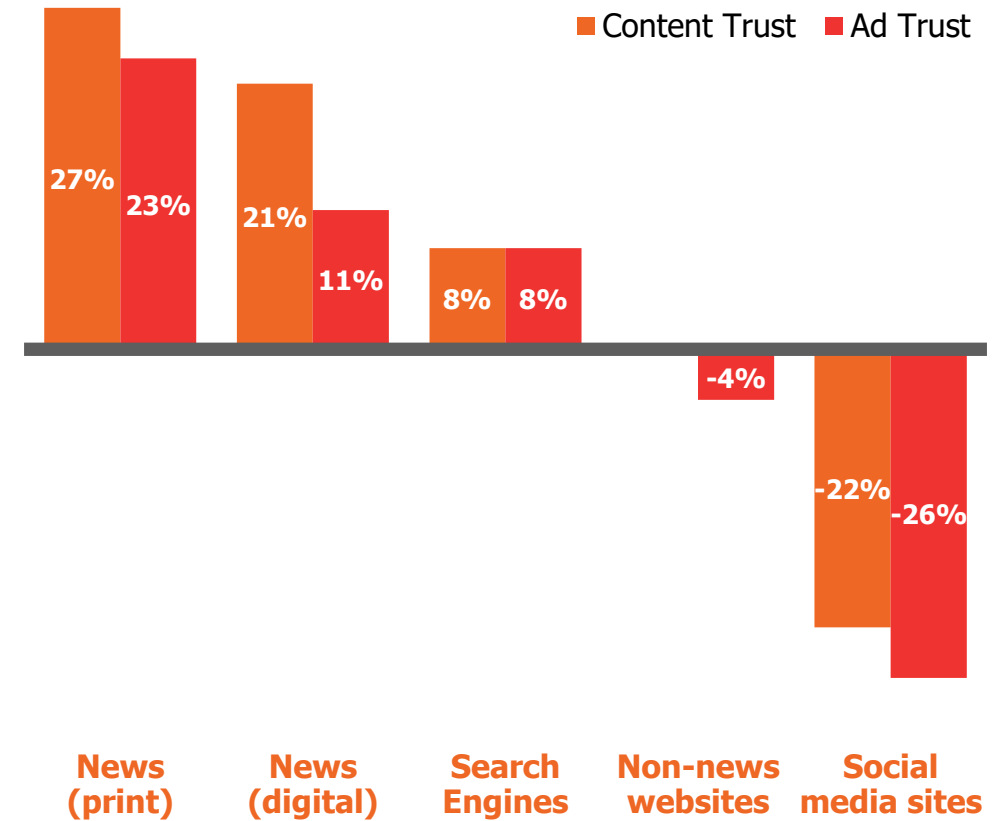
# One quarter of Australia's most visited sites are news

Rank	Digital Content Provider
1	Google
2	Facebook
3	Microsoft
<b>4</b>	<b>News Corp Australia</b>
<b>5</b>	<b>Nine</b>
6	Australian Federal Government
7	eBay
8	Woolworths
<b>9</b>	<b>ABC</b>
10	Amazon

Rank	Digital Content Provider
11	Apple Inc.
12	PayPal
13	Coles Group
<b>14</b>	<b>Seven West Media</b>
15	Wikimedia Foundation
16	InterActiveCorp
17	Commonwealth Bank
18	NetFlix
<b>19</b>	<b>Verizon Media</b>
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”.



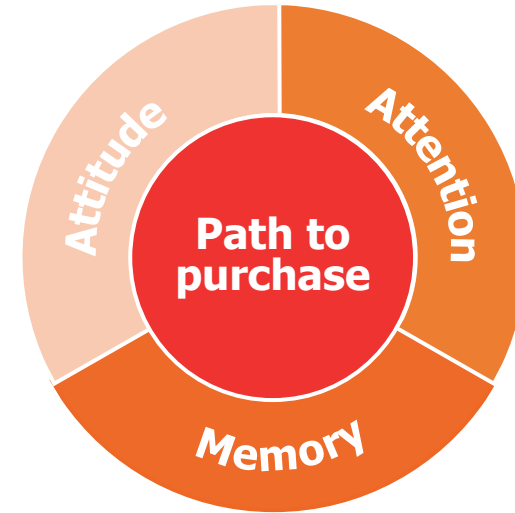


# When people view news, they have a higher degree of engagement and memory

➤ 39% 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.



**Average time spent reading news each day**



■ Up to 30 minutes    ■ 30 to 59 mins a day    ■ 60 minutes +

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. News (digital) 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.

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"

# How do you know if advertising in news works?

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



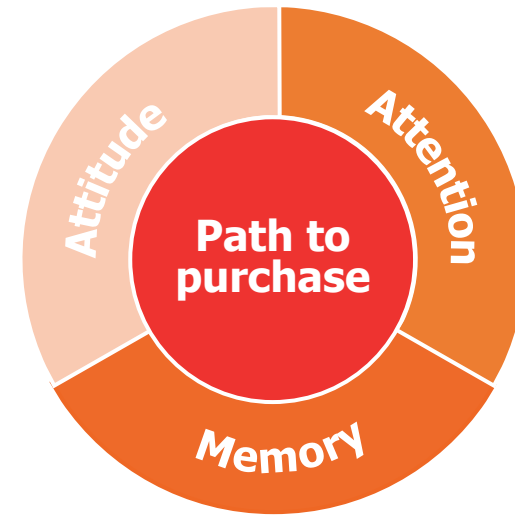
**6,037**

Unique experiences across  
website and print

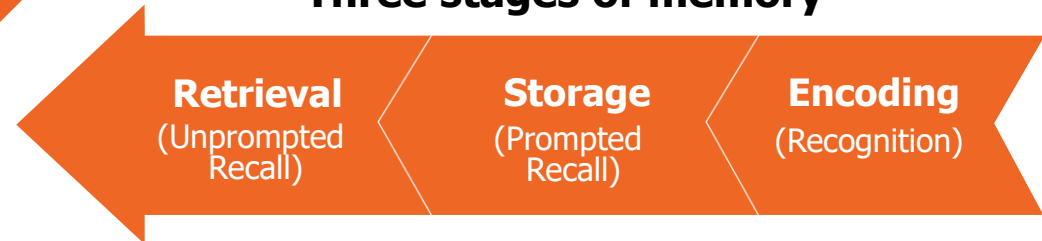
# Which media platforms best drive short-and long-term memory, and ultimately brand choice?

➤ 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](http://dailytelegraph.com.au)

FINANCIAL REVIEW [afr.com](http://afr.com)

THE AUSTRALIAN [theaustralian.com.au](http://theaustralian.com.au)

The West Australian [thewest.com.au](http://thewest.com.au)

THE AGE [theage.com.au](http://theage.com.au)

## National News Sites (digital)

news.com.au

nine.com.au

7NEWS.com.au

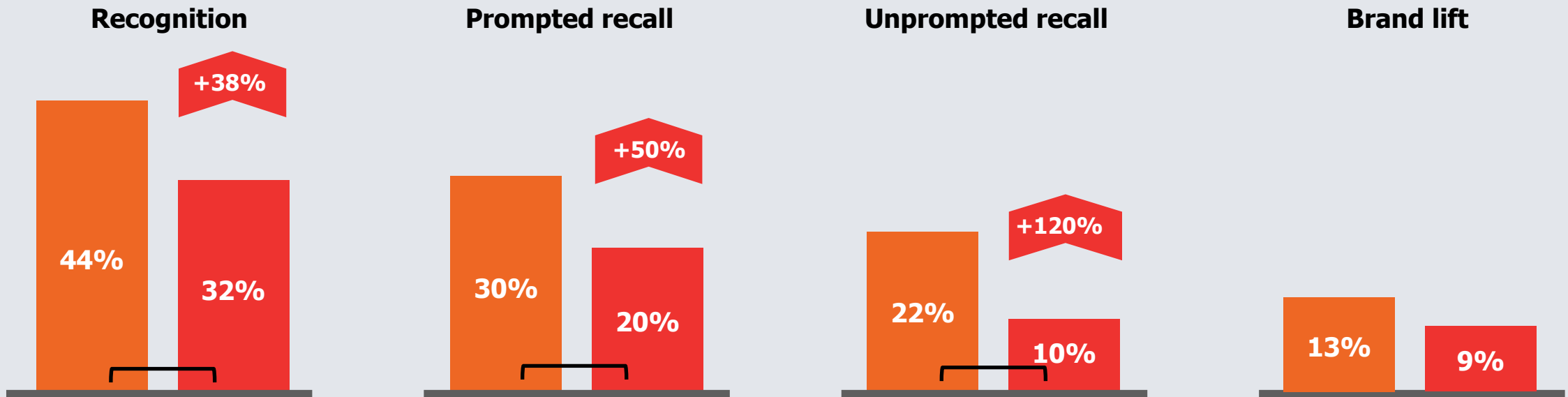
10 NEWS FIRST

[10PLAY.COM.AU/NEWS](http://10PLAY.COM.AU/NEWS)

Note: News titles is not an exhaustive list. It is a sample of titles/mastheads only. The term total news refers ALL printed and digital news including Australia's leading news publishers.

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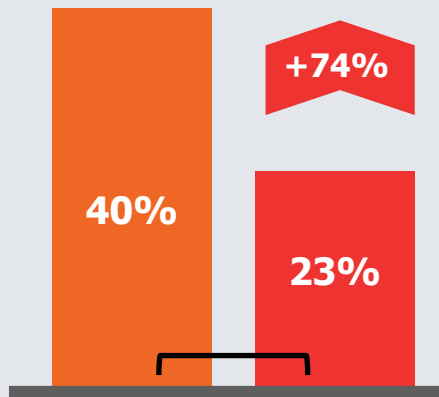
# Ads placed in news are 2.2X better remembered than the run of the internet



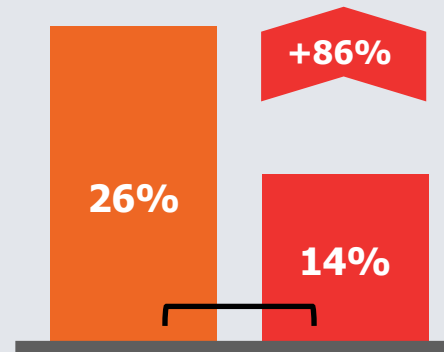
# The benefit of advertising in total news is even more pronounced and effective among light category users – the most important growth segment



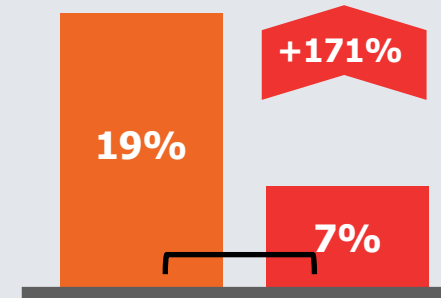
Recognition



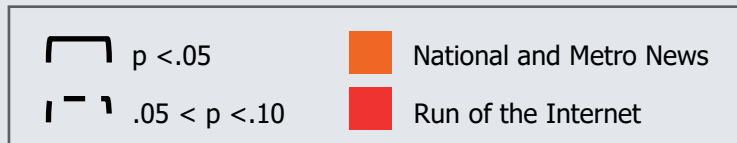
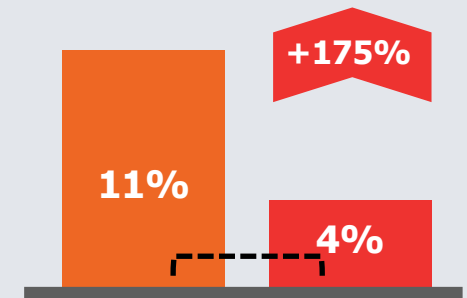
Prompted recall



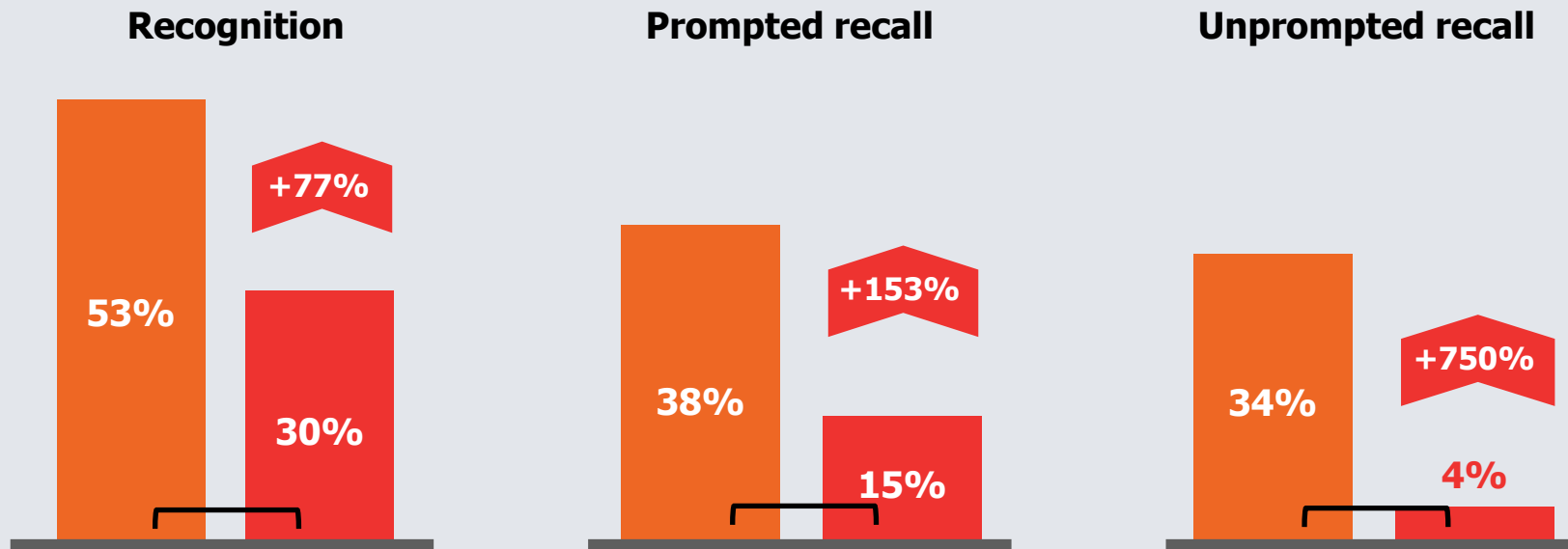
Unprompted recall



Brand lift



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

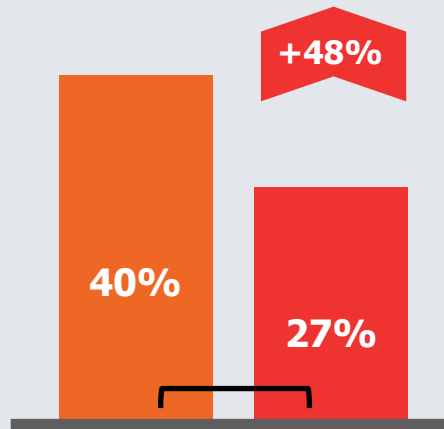




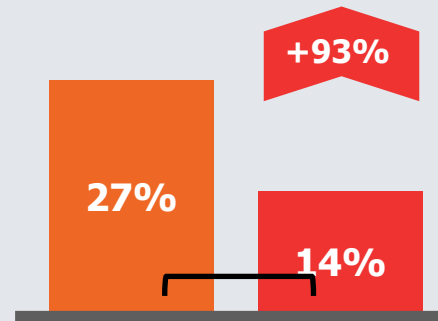
# Memory effects are seen across ad formats (display and video) in major news



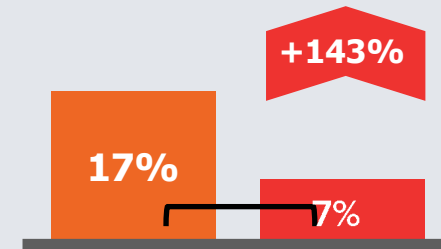
Recognition



Prompted recall



Unprompted recall



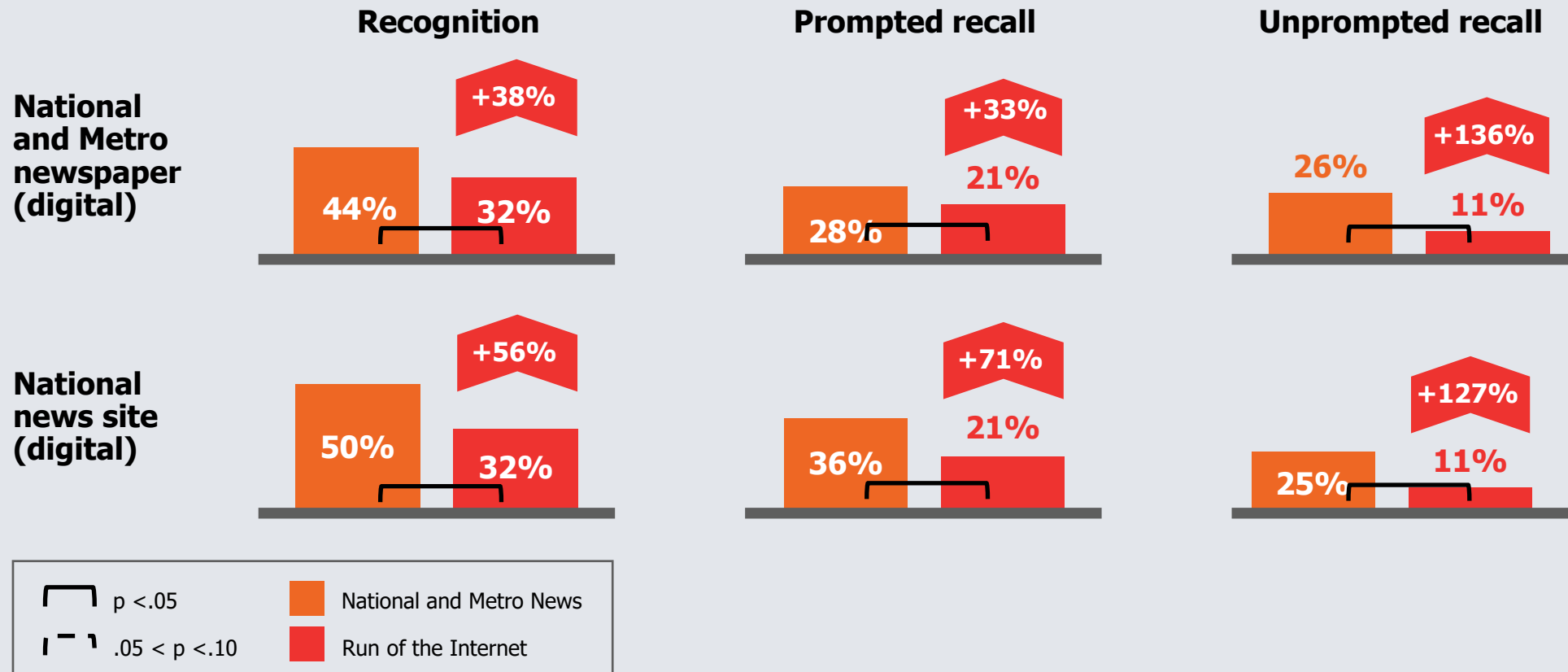
# Advertising in digital news environments deliver superior memory and recall compared to the run of the internet

Total News

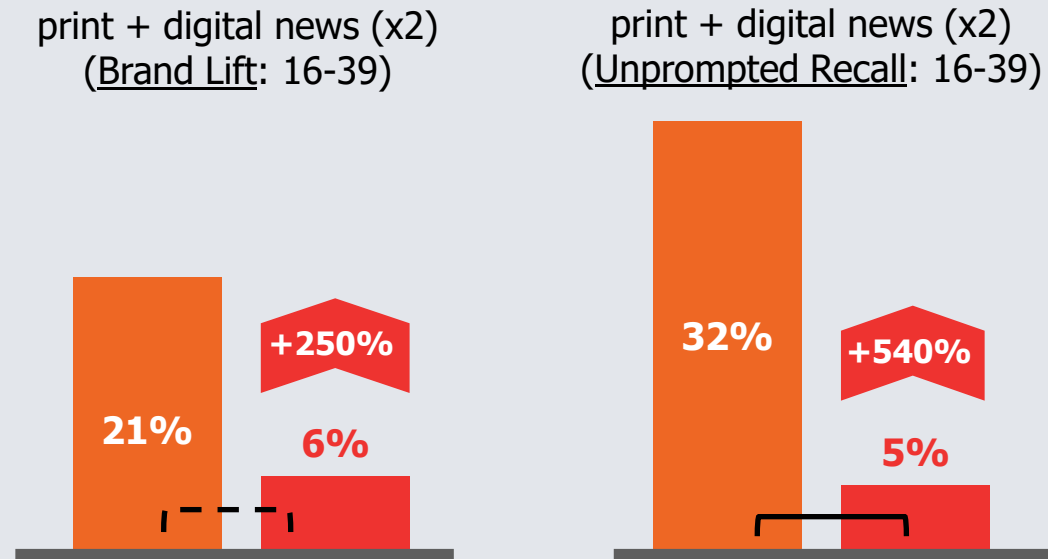
National and Metro Newspapers (print)

National and Metro Newspapers (digital)

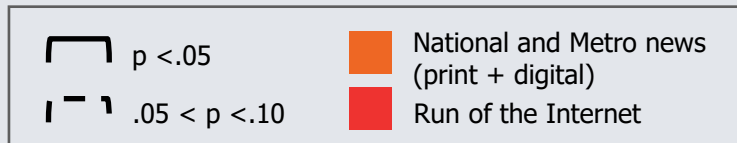
National News Sites (digital)



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

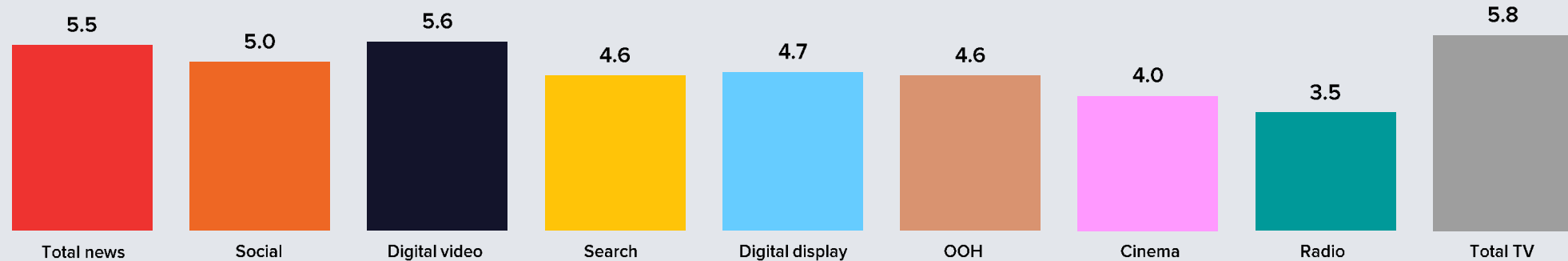


**print + digital combinations provide even stronger memory effects.**



# News delivers immediate business impact, with one of the best short-term ROIs

## Average short-term ROI (finance brands)



Source: 'Demand Generation', Feb 2021, Mindshare/MediaCom/Wavemaker/GroupM/Gain Theory. The payback series analyses the ROI of 60 brands with annual turnover of \$23b, and \$450m in advertising. Data is based on 14 finance brands. Total News is primarily based on print and magazine data.

# For example, in the short-term, total news delivers financial brands \$5.50 for every \$1 invested...

...which is

## 57%

better than radio...

...and

## 20%

more than search...

...and

## 10%

better than social

# The whole story

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

1

News sets the daily agenda for Australians, with 19 million readers in any given week with 6 out of 10 reading their news before midday

2

The average daily reach of news titles compares favourably to Australia's leading media channels

3

Readership is not seasonal and is strong across all age groups including hard-to-reach 14-34s

4

Digital news sites make up a quarter 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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