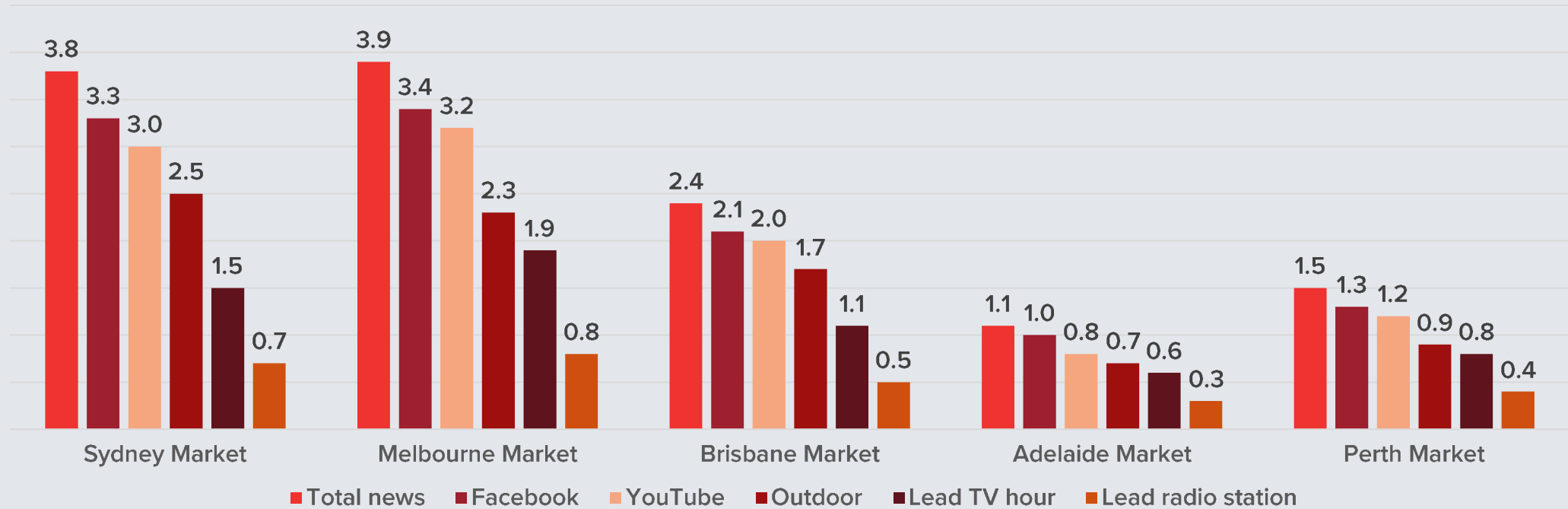


THE SOCIAL CHAPTER.

**The Benchmark Series:
comparing news with social**

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The reach of news titles compares favourably to leading media channels



Unique audience (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 7 days 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. Facebook, YouTube, Outdoor, Radio are also last 7 days.. Television - OzTam Metro STV Timeband Report, Cume Reach (000s) Seven, 18h00-18h59, 1-28 Feb 2021, C28. Pp13+

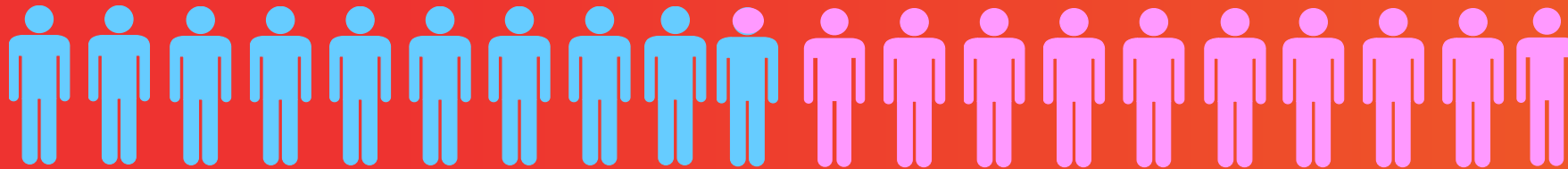
Readership is high across all ages, including heavy users of social media

Readership and reach: Total news

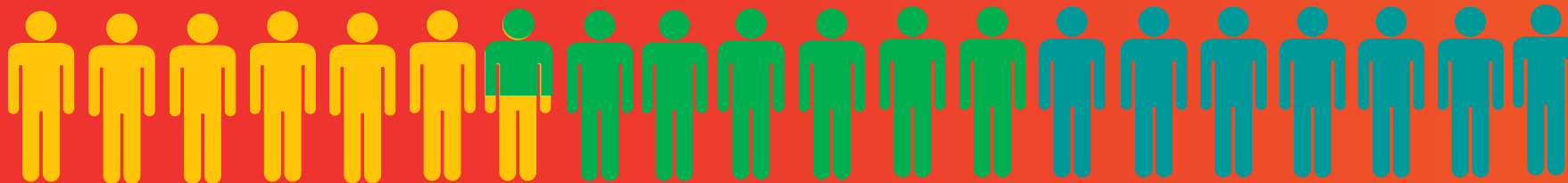
Reach % to popn 14+: 97%

Totals: 20.4m

Male: 10m | Female: 10.4m

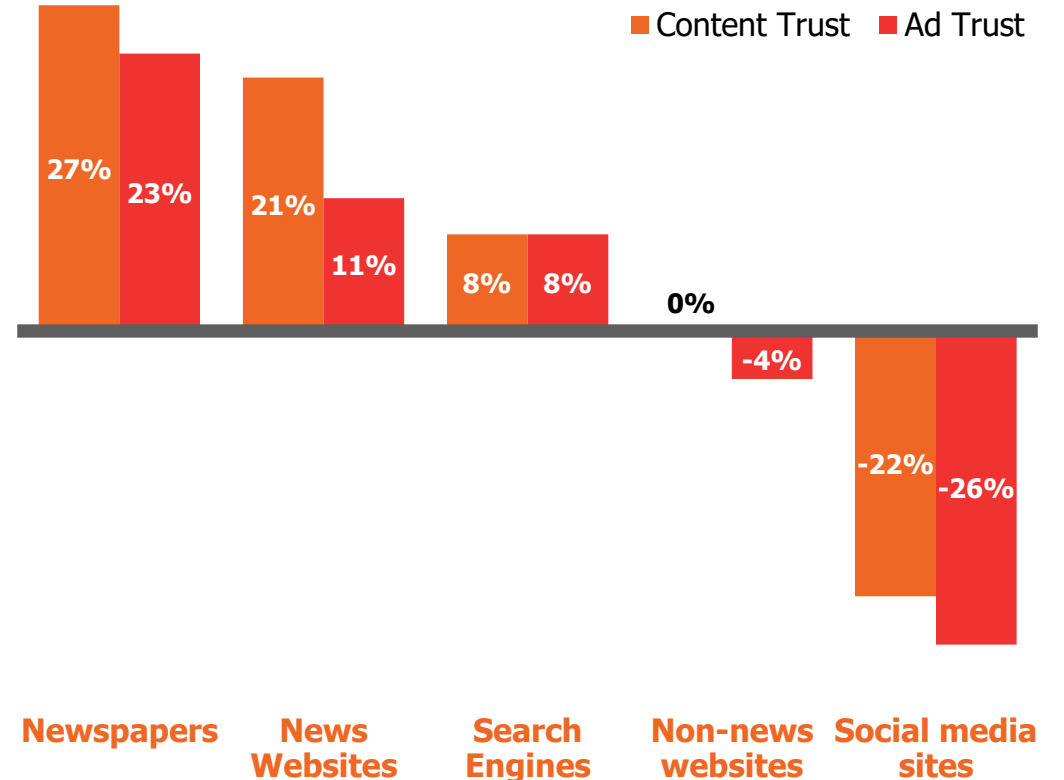


14-34: 6.8m | 35-54: 6.4m | 55+: 7.2m



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”.



How do you know if advertising in news works?

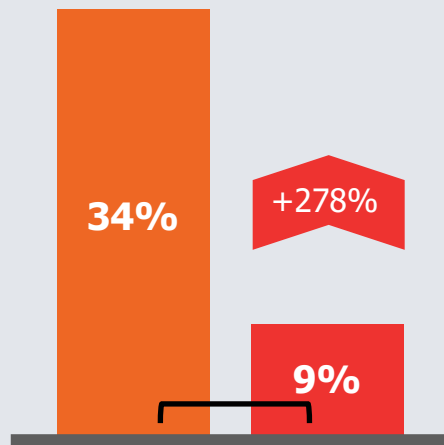
Benchmarking the impact of news to social media

Irrespective of Facebook ad type, ads in newspapers outperform Facebook by up to 4X



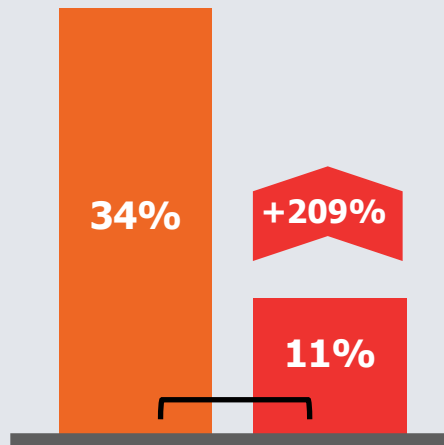
Newspapers (print) vs Facebook display

Unprompted recall



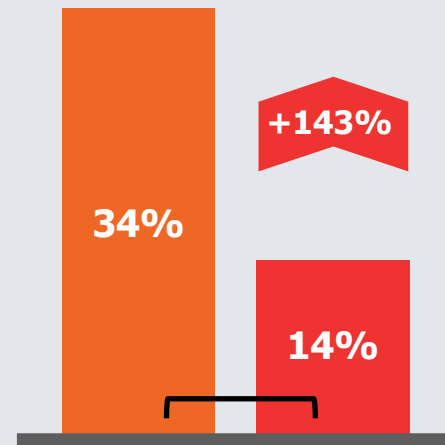
Newspapers (print) vs Facebook video (:15)

Unprompted recall



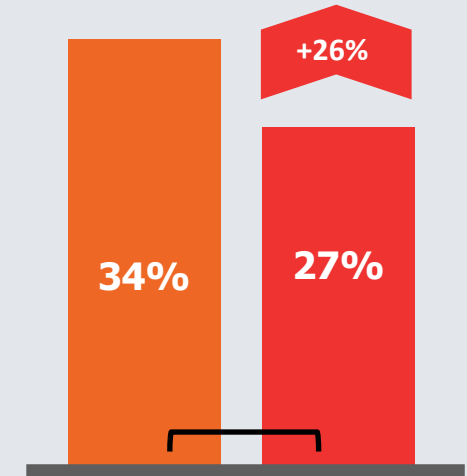
Newspapers (print) vs Facebook video (:06)

Unprompted recall



Newspapers (print) vs Facebook video (:15 + :06)

Unprompted recall



$p < .05$
 $.05 < p < .10$

National and Metro News
 Facebook

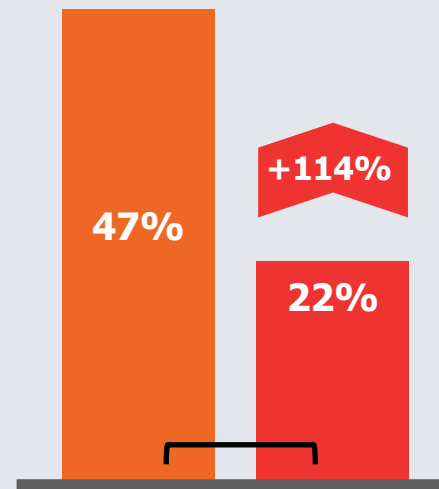
Source: The Benchmark Series: The powerful impact of placement. ThinkNewsBrands, March 2021



Advertising across news formats is 2X as effective as Facebook for unprompted recall





News (print + digital video :15) vs Facebook (display + video :15)

Unprompted recall



 $p < .05$
 $.05 < p < .10$

 National and Metro News
 Facebook

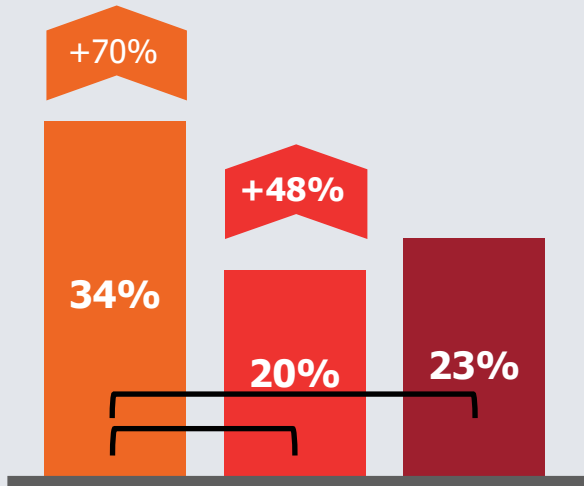
Source: The Benchmark Series: The powerful impact of placement. ThinkNewsBrands, March 2021

Ads in news are as good as (or better than) ads on YouTube



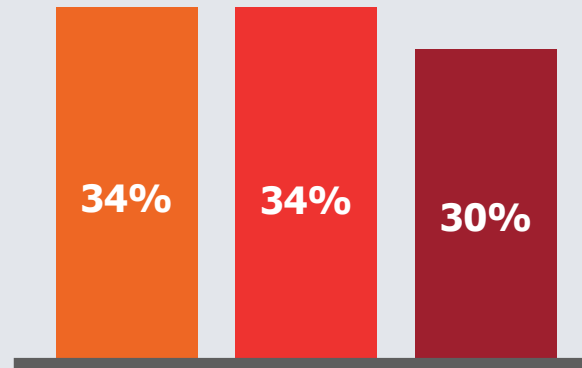
Newspapers (print) vs YouTube video (:06)

Unprompted recall



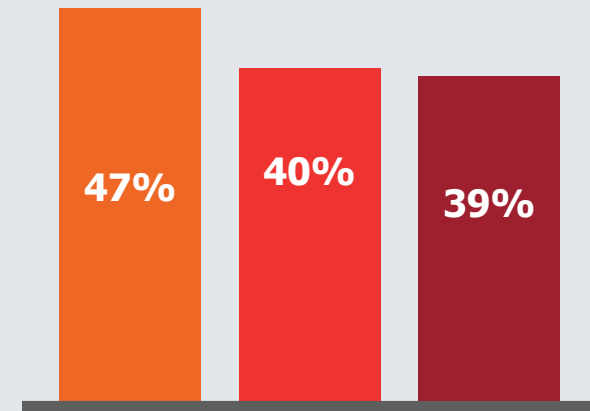
Newspapers (print) vs YouTube video (:15)

Unprompted recall



News (print + digital video :15) vs YouTube (video :06 + video :15)

Unprompted recall



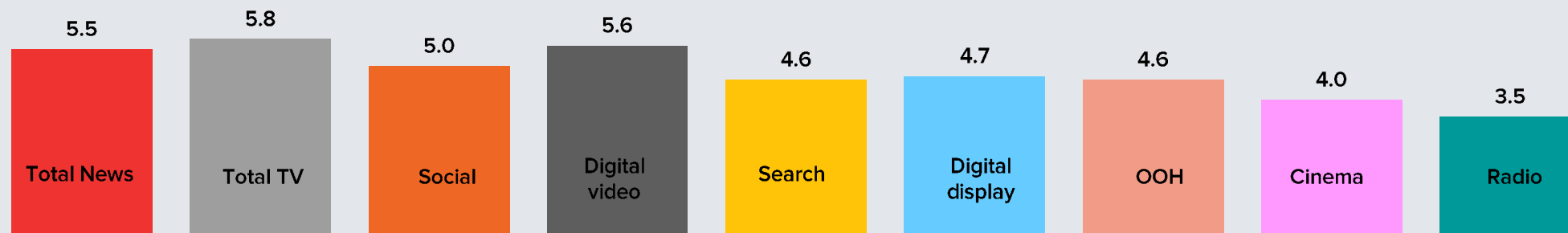
Print ads in news provide ad memory impact greater than a YouTube :06 video ad and are on par with :15 YouTube video ads.

	$p < .05$		National and Metro News		YouTube mobile
	$.05 < p < .10$		YouTube		

Source: The Benchmark Series: The powerful impact of placement. ThinkNewsBrands, March 2021

The superior memory effect of advertising in news delivers immediate business impact, with news amongst the best for short-term ROI

Average short-term ROI
(finance brands)



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

Social media is simply no alternative to news. News has strong reach, superior trust, memorability and business impact.

1

The reach of news leads the way, outperforming social media and other leading media channels

2

Readership is high across all age groups, including hard-to-reach 14-34s, who are typically heavy users of social media

3

Digital news sites make up a quarter of the top 20 most visited sites in Australia and consumers trust the ads placed in news more than ads in any other environment

4

With superior unprompted recall, ads in newspapers outperform social media by up to 4X

5

Strong memory retention of news advertising delivers immediate sales and growth impact, news is amongst the best for short-term ROI; 57% better than radio, and 10% better than social media

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