

Updated August 2021

**THE
WHOLE
STORY.**

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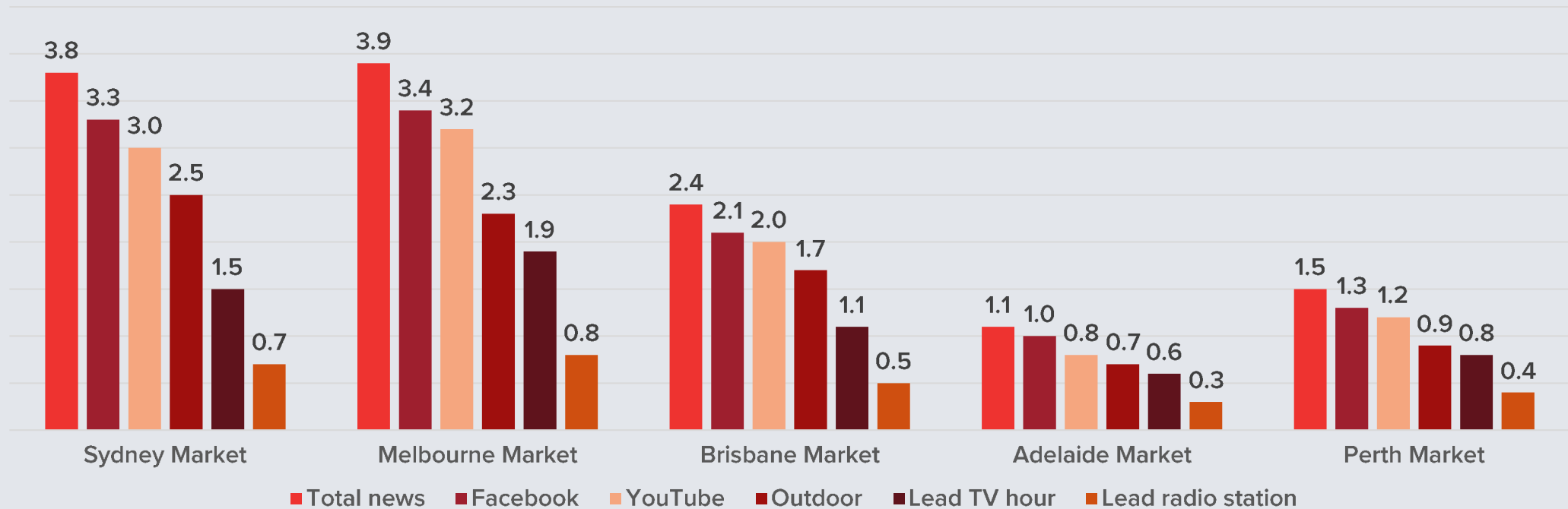
News is a fundamental part of the day for Australians

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

Source : Roy Morgan January 2021 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 7 days averaged over the last 6 months



The reach of news titles compares favourably to leading media channels



Unique audience (millions)

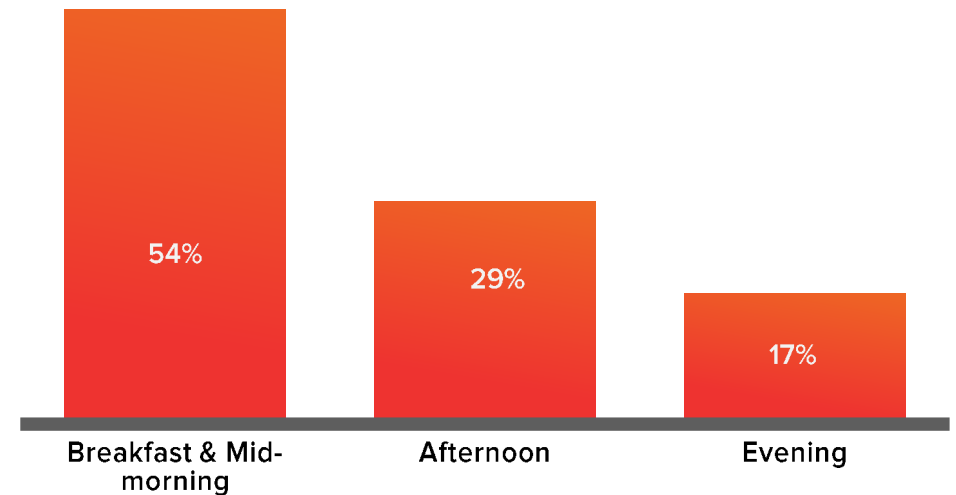
News is a morning ritual. It's consumed by the time you've had your coffee



News sets the daily agenda for Australians. Over half prefer to read the news before midday.

Time of day news readers prefer to read news

Average Monday to Sunday



Source : Roy Morgan July 2020 to June 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.

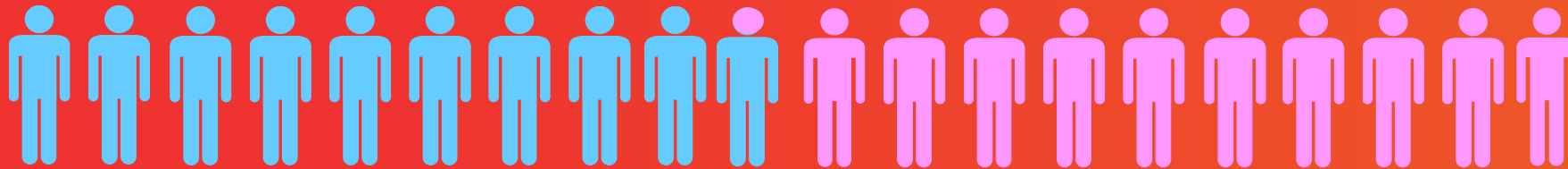
Readership is high across all age groups, including the hard to reach 14-34s

Readership and reach: Total news

Reach % to popn 14+: 97%

Totals: 20.4m

Male: 10.0m | Female: 10.4m

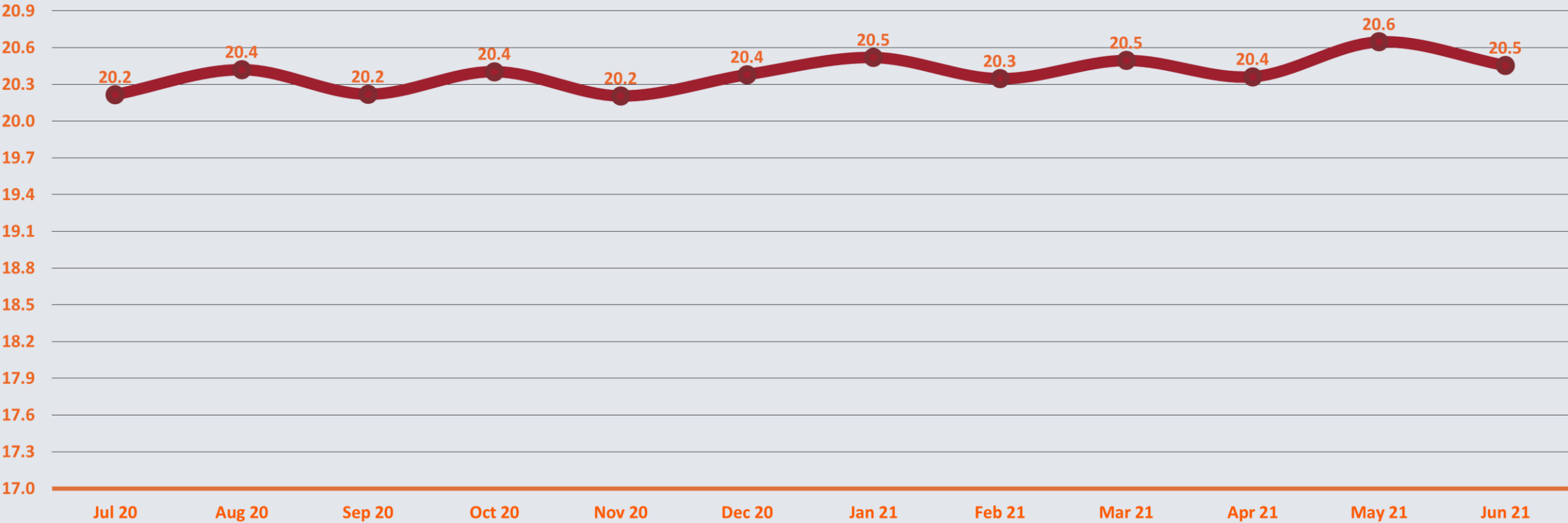


14-34: 6.7m | 35-54: 6.5m | 55+: 7.2m



Readership is consistent all day every day

News' readership by month (millions)

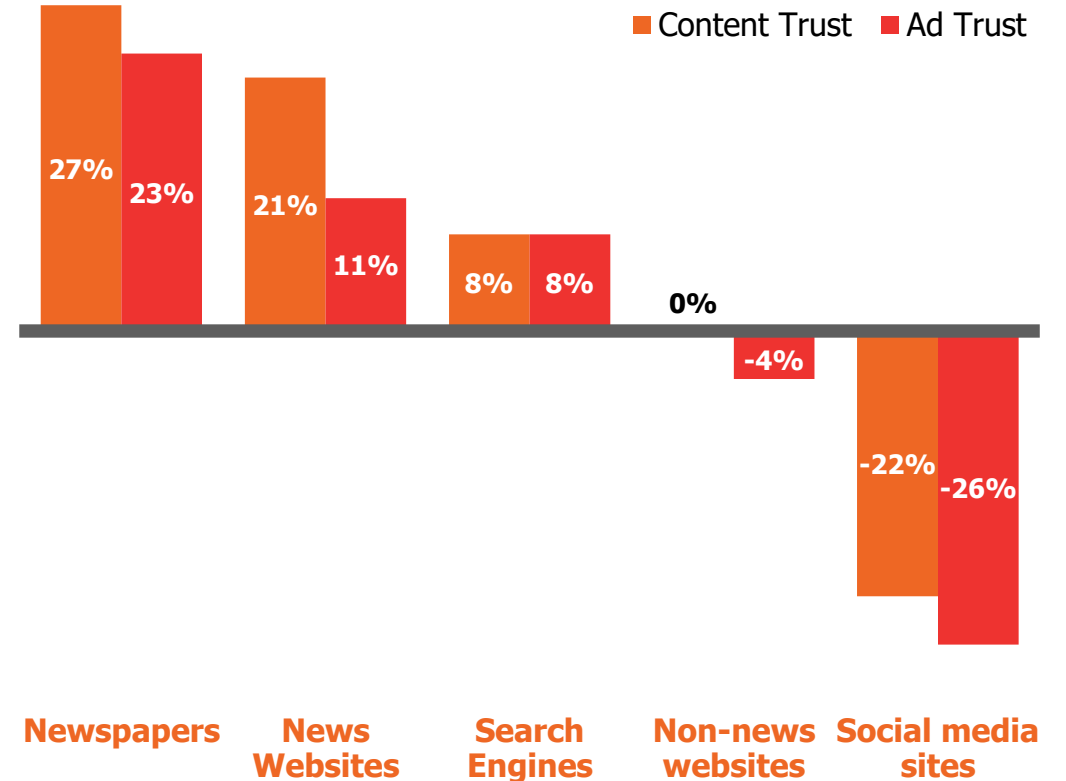


Source : Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) whether ad supported or not. Digital news therefore includes Australian publishers' news websites/apps, Apple news and non-Australian owned news websites eg Buzzfeed, The Guardian, 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



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 newspapers each day



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

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



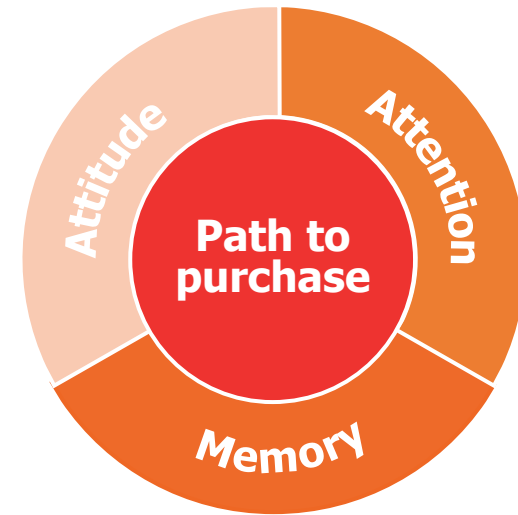
6,037

Unique experiences across
website and print

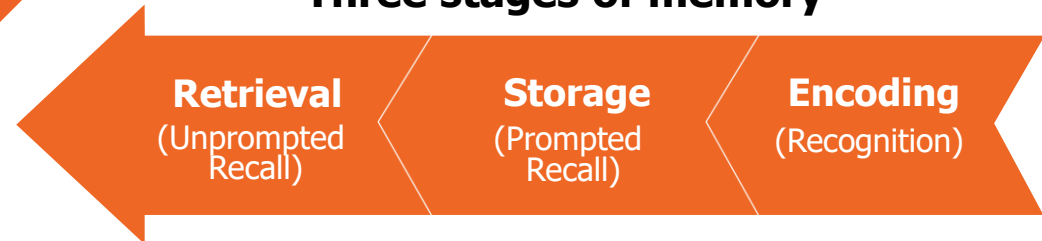
Which media platforms best drive short- and long-term memory, and ultimately brand choice?

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

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

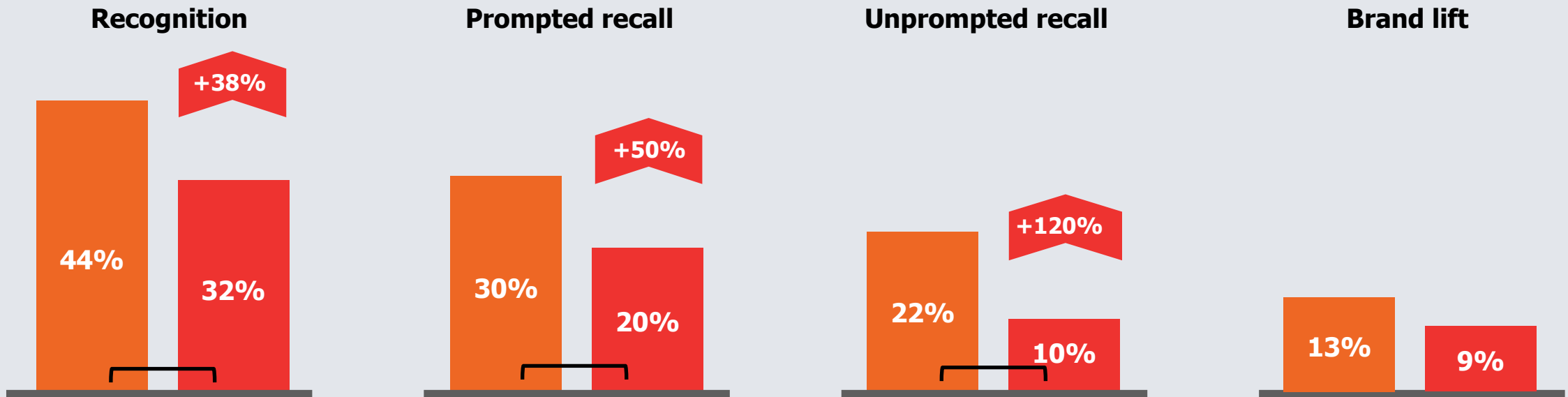
7NEWS.com.au

10 NEWS FIRST
10PLAY.COM.AU/NEWS

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

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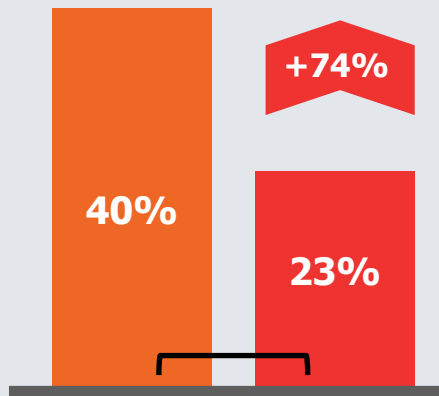
Ads placed in news are 2.2X better remembered than the run of the internet



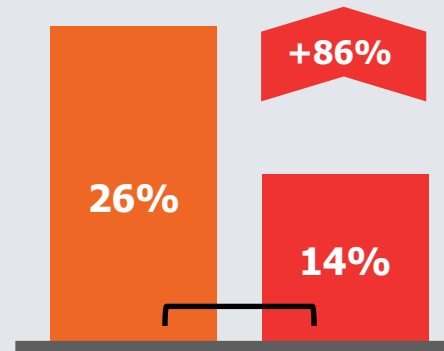
The benefit of advertising in total news is even more pronounced and effective among light category users – the most important growth segment



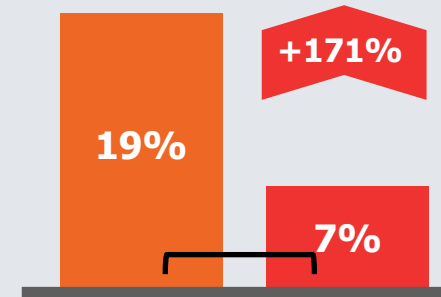
Recognition



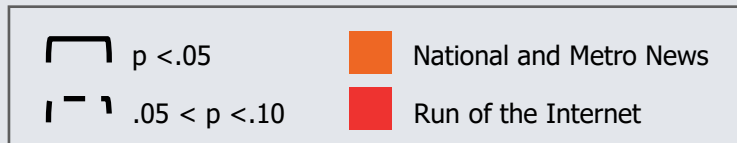
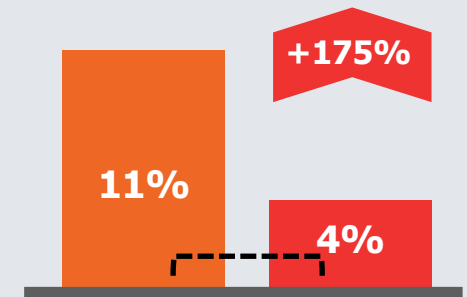
Prompted recall



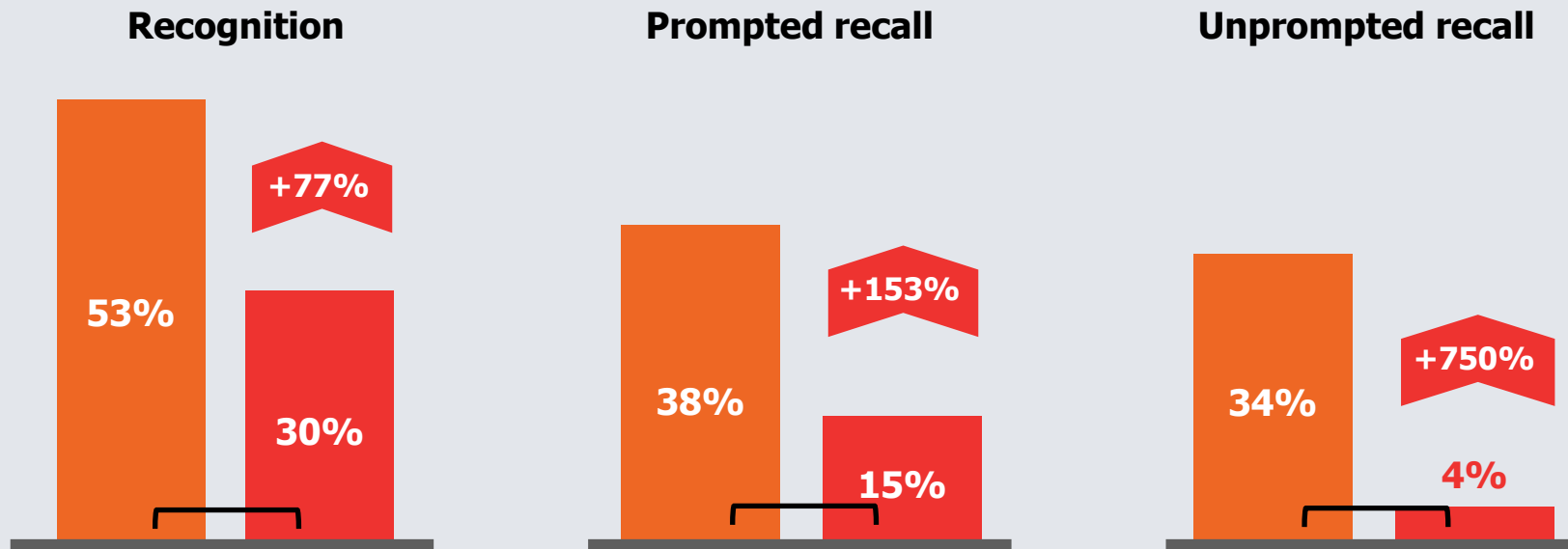
Unprompted recall



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

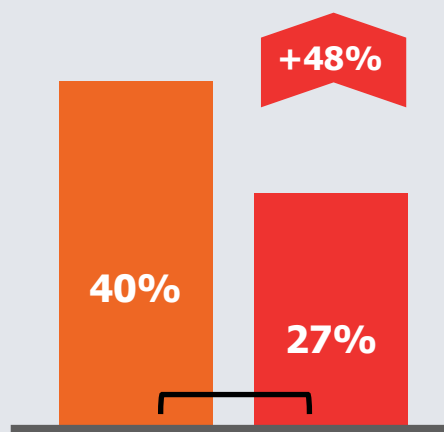
Total News

National and
Metro
Newspapers
(print)

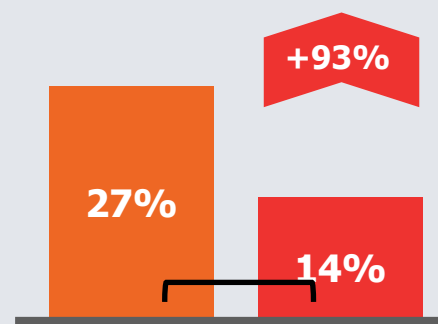
National and
Metro
Newspapers
(digital)

National News
Sites (digital)

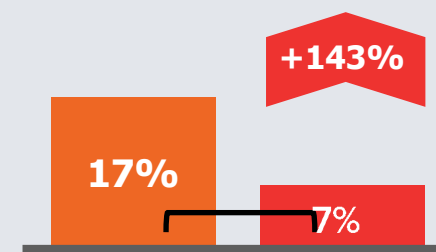
Recognition



Prompted recall



Unprompted recall



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

National and Metro News
 Run of the Internet

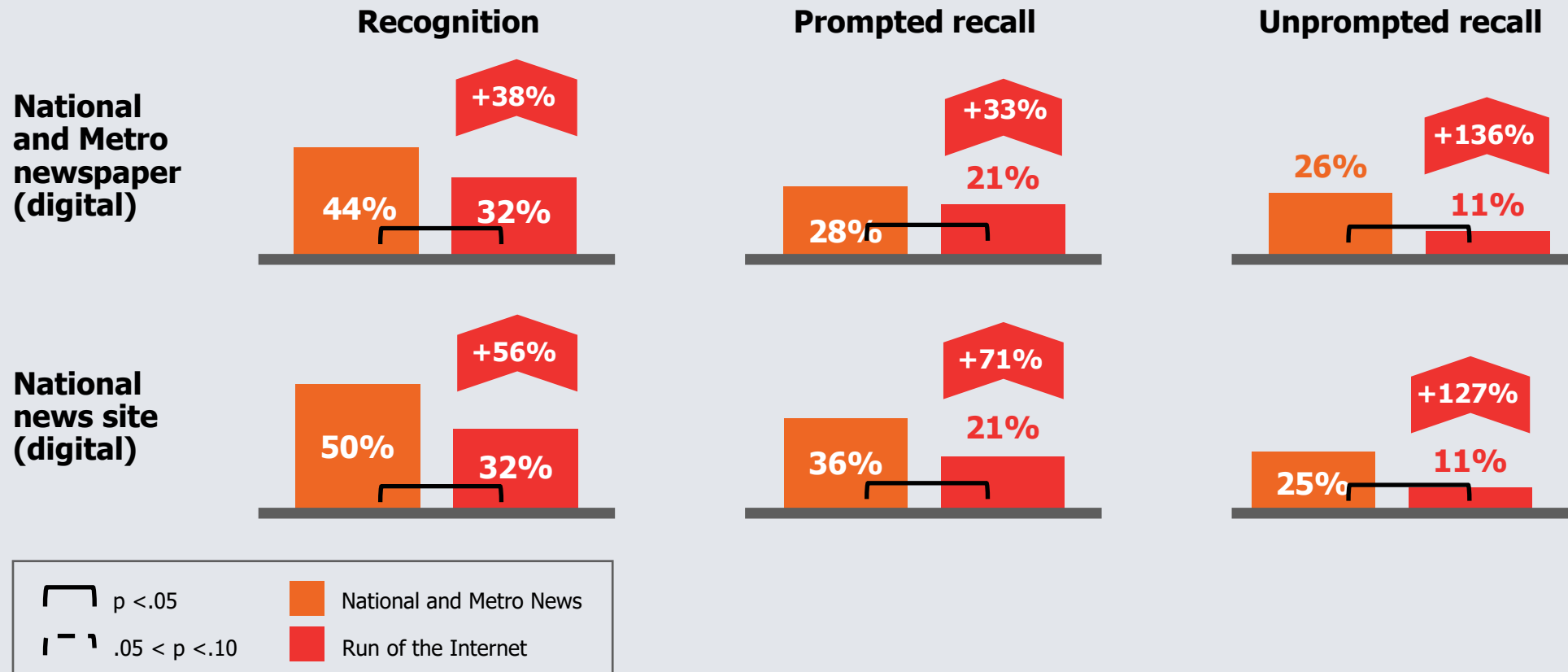
Advertising in digital news environments delivers superior memory and recall compared to the run of the internet

Total News

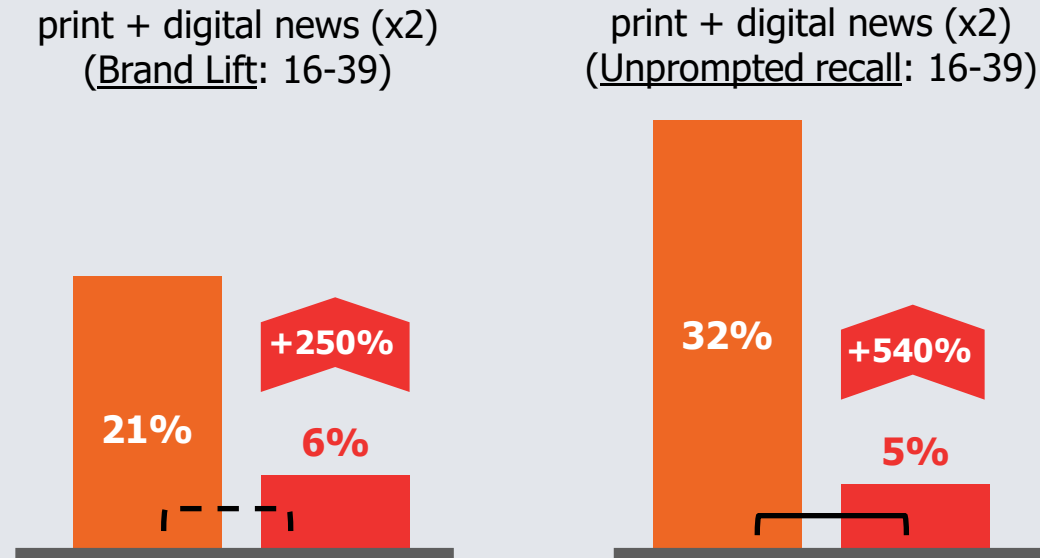
National and Metro Newspapers (print)

National and Metro Newspapers (digital)

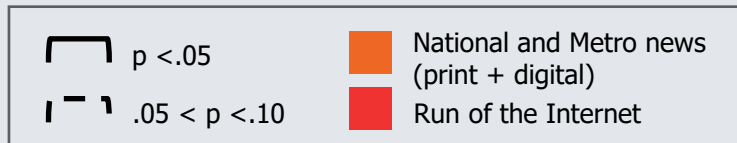
National News Sites (digital)



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.



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

Total News

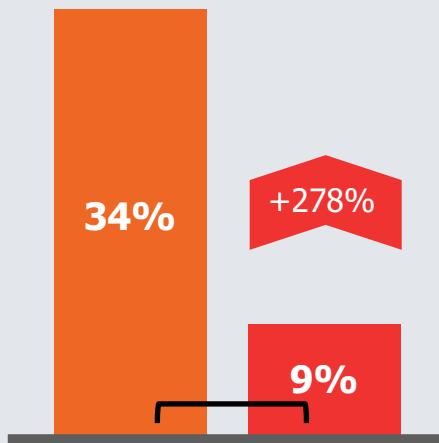
National and Metro Newspapers (print)

National and Metro Newspapers (digital)

National News Sites (digital)

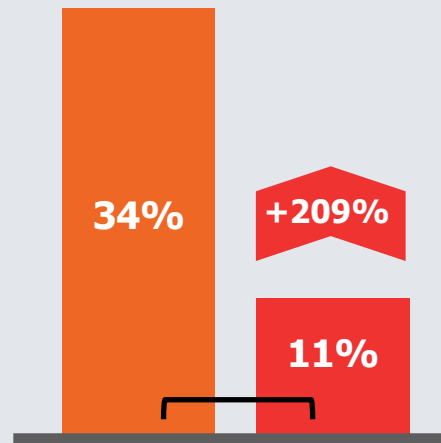
Newspapers (print) vs Facebook display

Unprompted recall



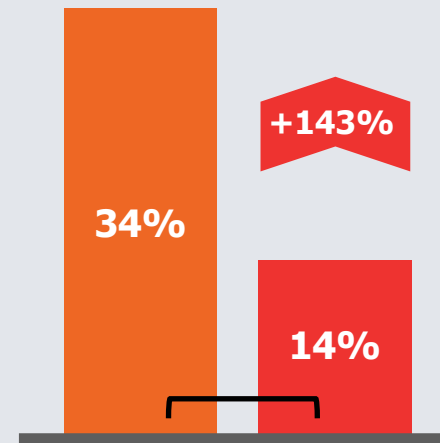
Newspapers (print) vs Facebook video (:15)

Unprompted recall



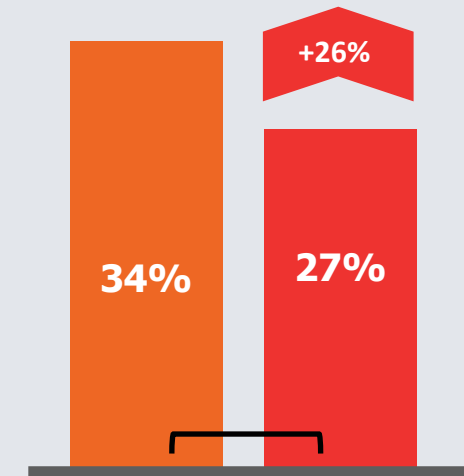
Newspapers (print) vs Facebook video (:06)

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

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

Total News

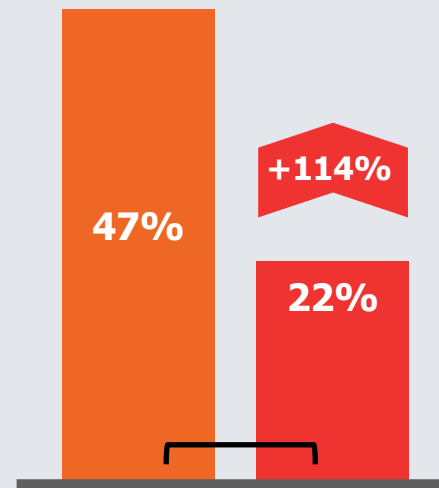
National and Metro Newspapers (print)

National and Metro Newspapers (digital)

National News Sites (digital)

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

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

Total News

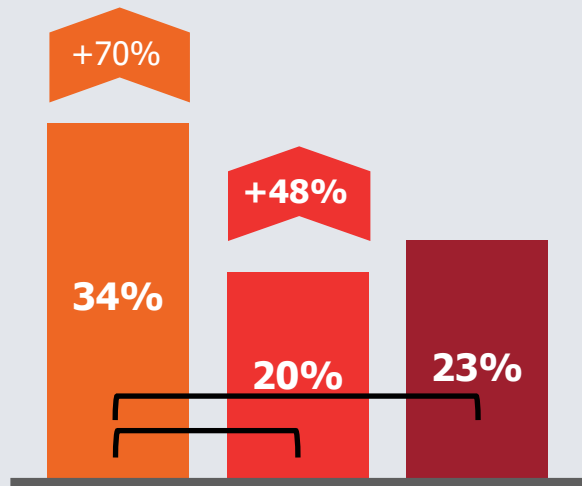
National and Metro Newspapers (print)

National and Metro Newspapers (digital)

National News Sites (digital)

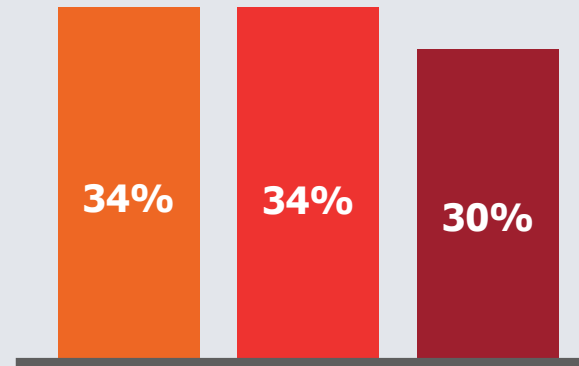
Newspapers (print) vs YouTube video (:06)

Unprompted recall



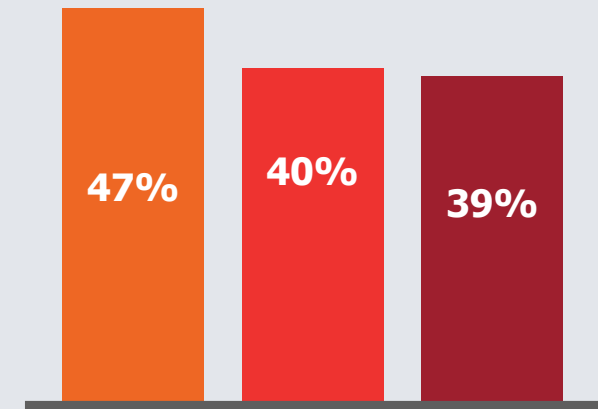
Newspapers (print) vs YouTube video (:15)

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.

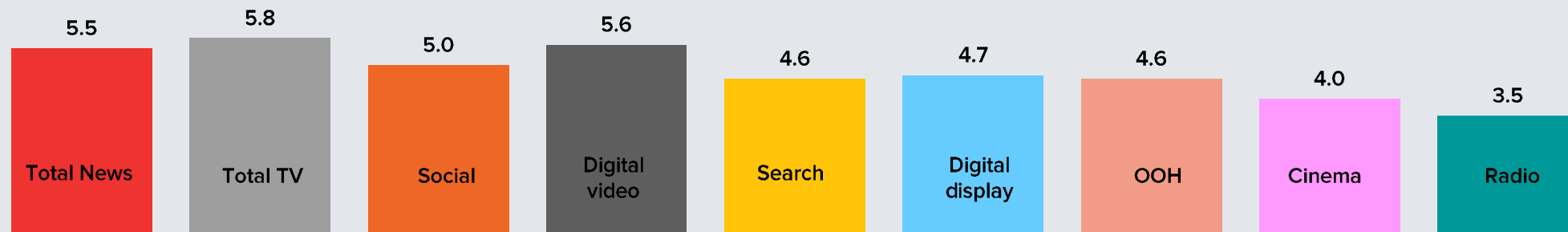
$p < .05$
 $.05 < p < .10$

National and Metro News
 YouTube

YouTube mobile

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

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 and over half reading their news before midday

2

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

3

Readership is not seasonal, its consistent every day, every month, every year

4

Audiences are strong across all age groups including hard-to-reach 14-34s

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 than run of internet

7

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

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 compared to run of internet

9

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

10

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

