



The youth chapter

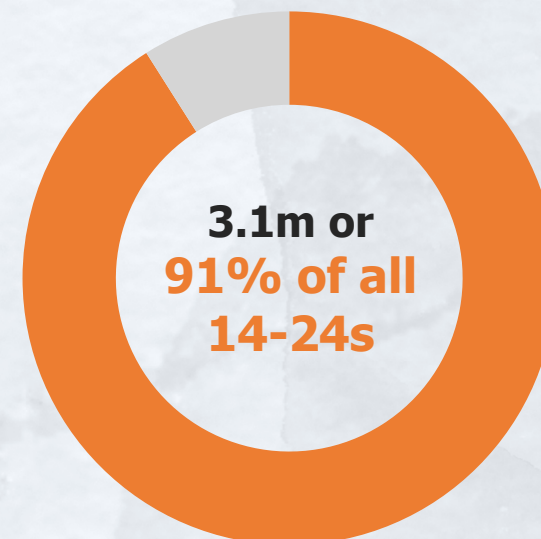
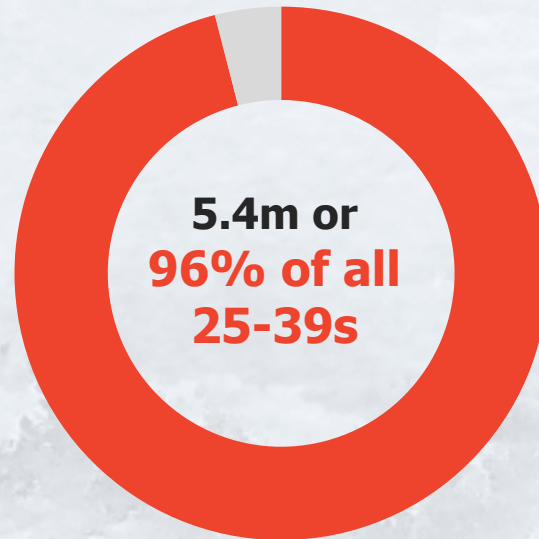
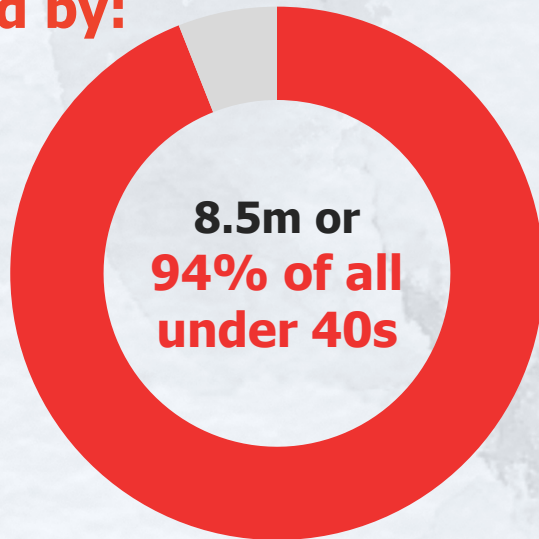
Why advertisers should wake up to news brands when targeting under 40s



9 in 10 young Australians engage with news monthly

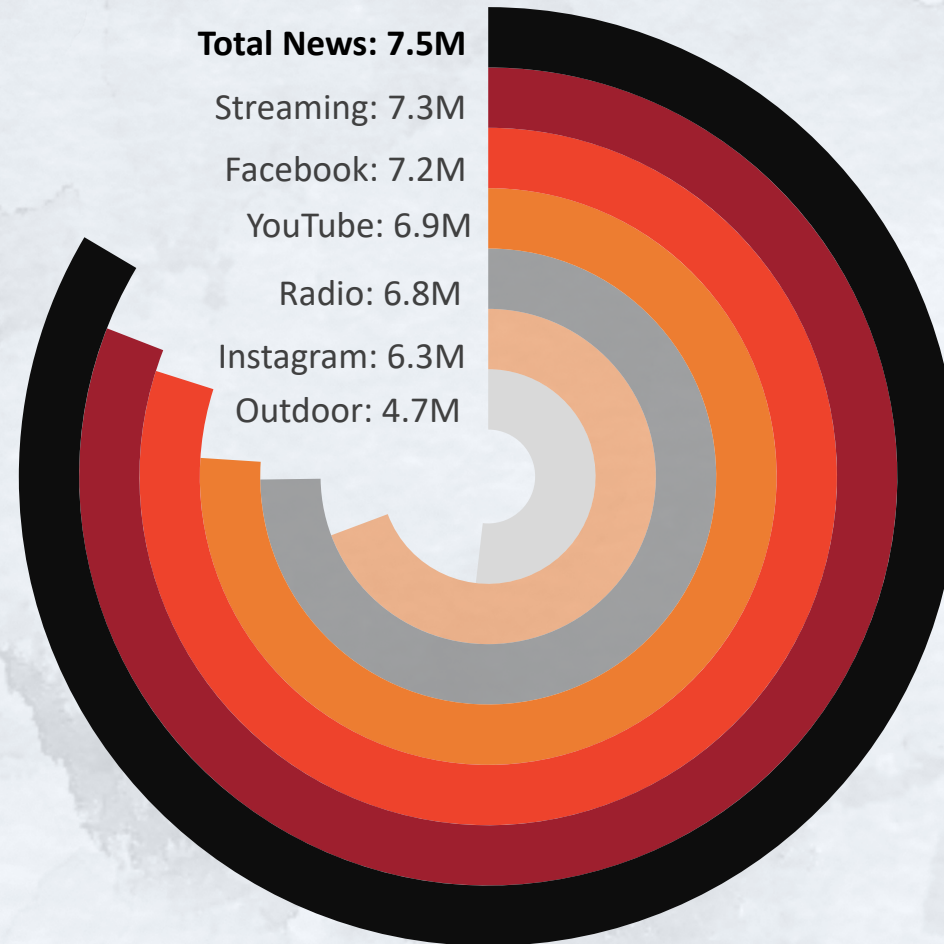
Of the more than 20.4 million monthly news readers **42%** are under 40

News is read by:



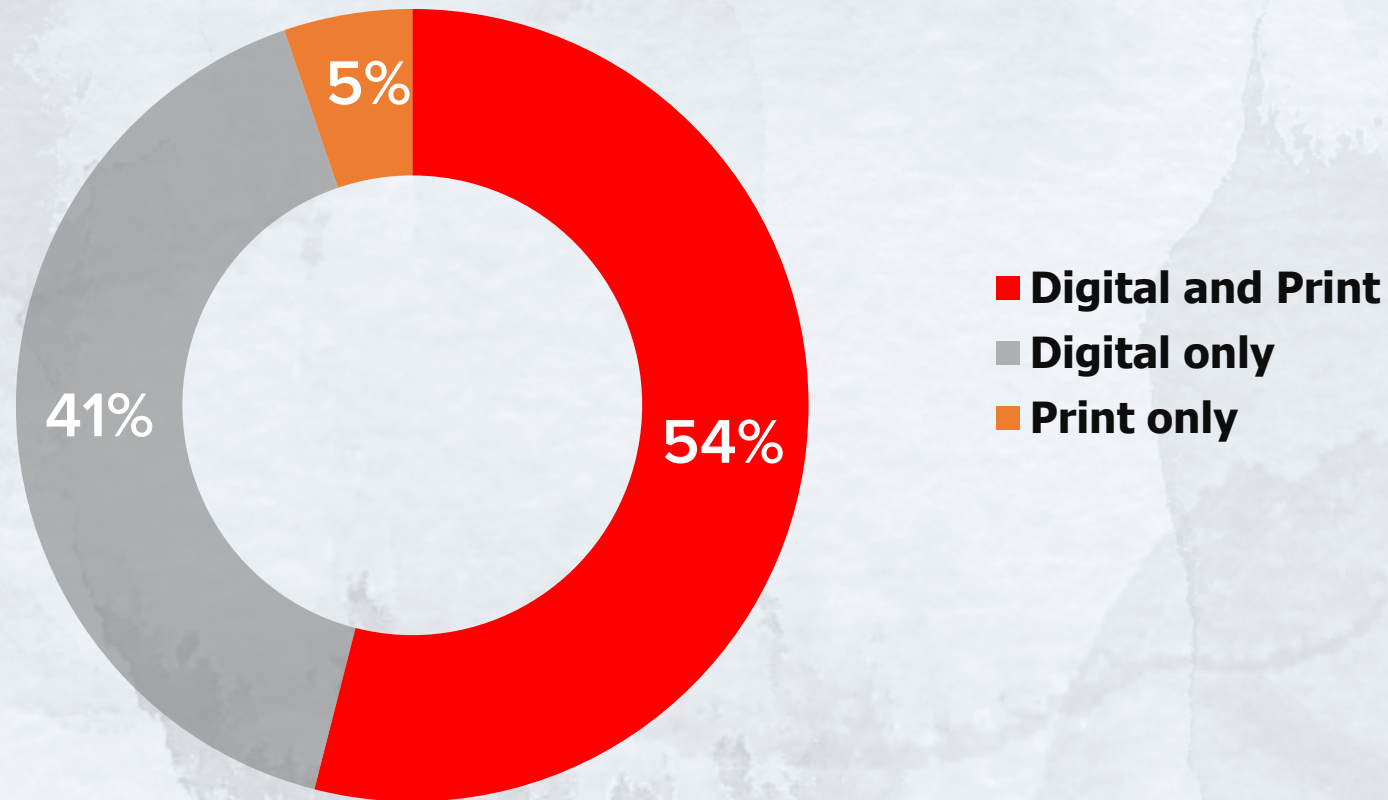
Each week news engages more under 40s than any other channel, including social media

Weekly media channel reach - under 40s



Despite heavy digital consumption, almost 3 in every 5 under 40s get their news from a newspaper

Readership by news type – under 40s

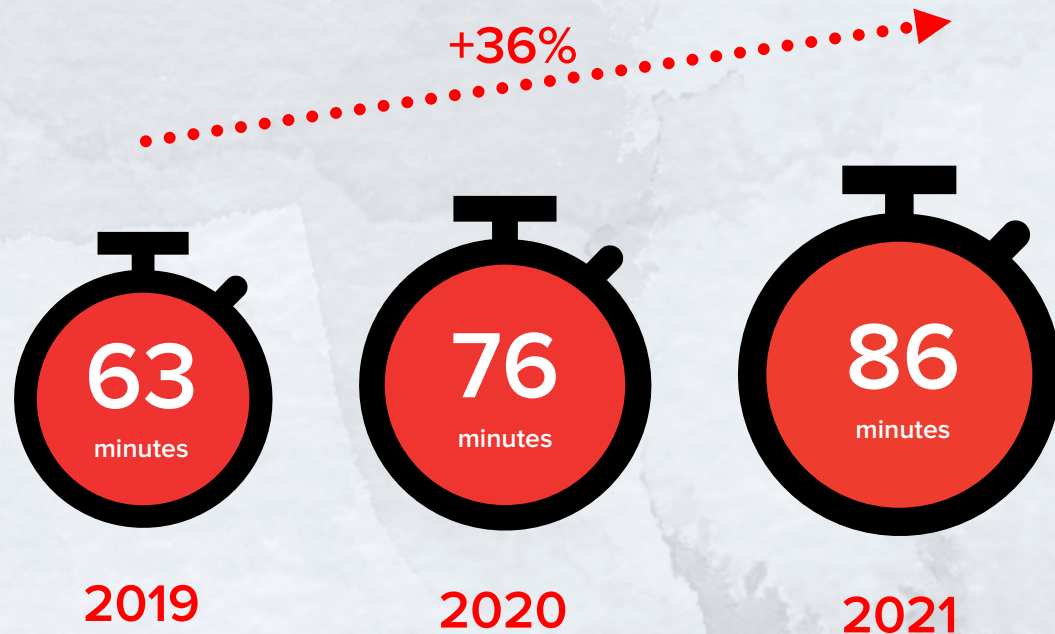


Source : Roy Morgan July 2020 to June 2021. "Total news" is Australians aged 14+ reading news (print) and/or news (digital) in the last 4 weeks averaged over the previous 12 months – whether ad supported or not. Digital news therefore includes Australian publishers' news and non-Australian owned news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

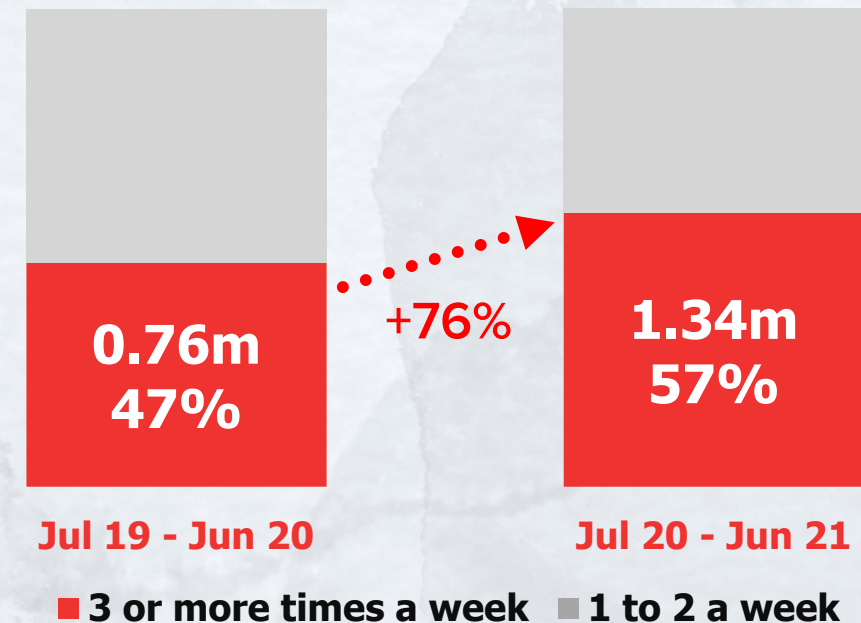
59% of readers under 40 years old read both news (print) and news (digital) in a 4 week period (54% read print and digital + 5% read print only).

More young consumers have been engaging with news more frequently and not just through covid

News dwell time for under 40s

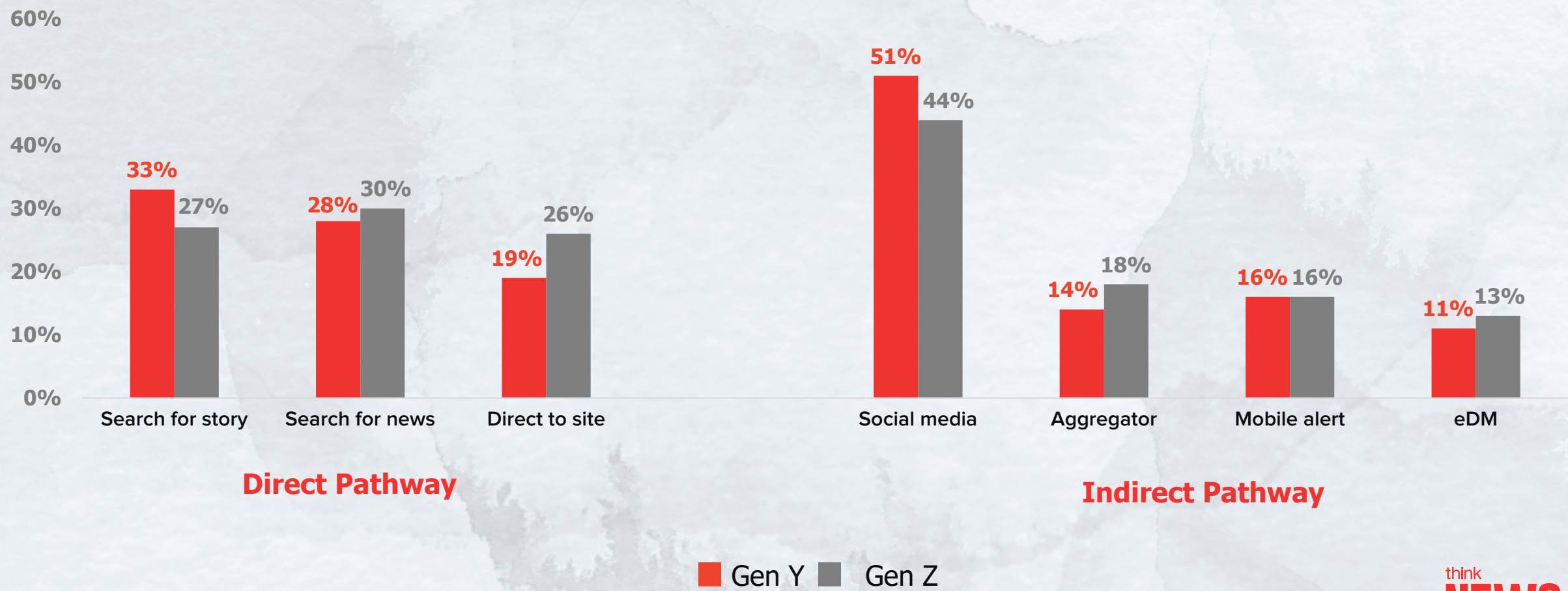


The majority of under 40s now read news 3 or more times a week



At least 1 in 3 will access news directly at the source

Pathways to online news (%)

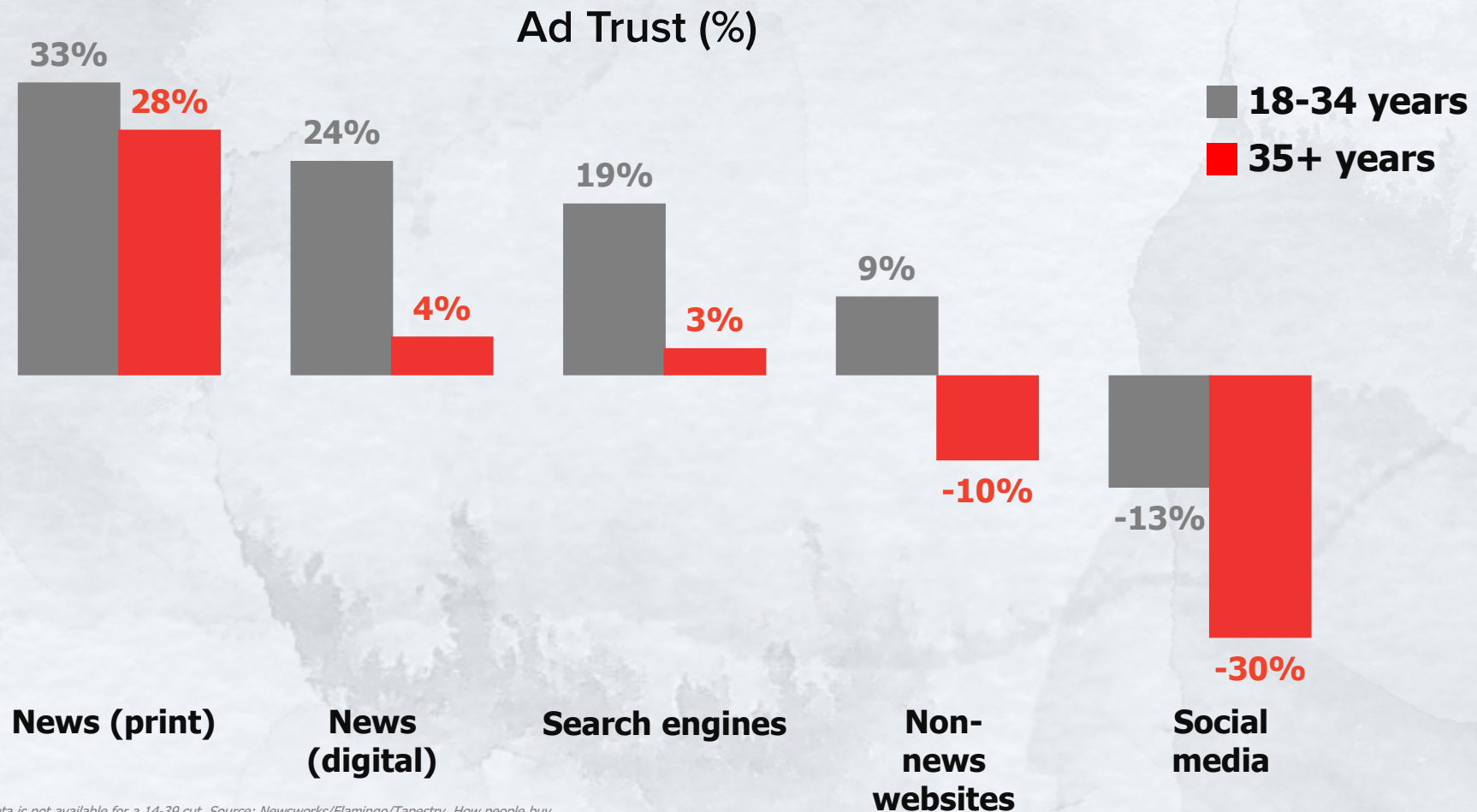


Source: Digital news report: Australian 2021. News & Media Research Center, University of Canberra. 2021.



Under 40s trust news more than 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”.



Young news readers are the early adopters and influencers across all categories

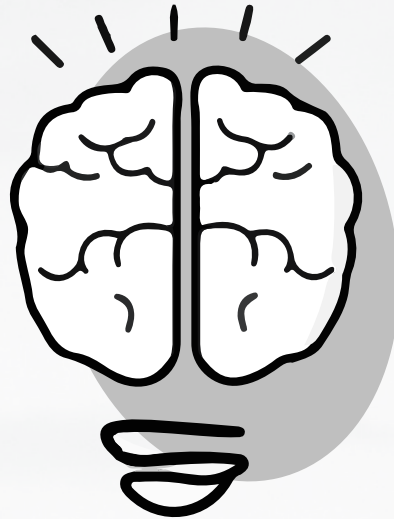
Young news readers over index irrespective of category, with 87% regarded as *trusted advisors* in their sphere of influence.

	LIFESTYLE	HEALTH & NUTRITION	TECH	REAL ESTATE
	Beauty & Skincare	Sport & Fitness	Mobile Phones	Build Property
Early adopter index	146	154	134	141
Trusted advisor index	138	134	128	
	Fashion	Diet & Health	Gaming	Buy Property
Early adopter index	158	134	173	143
Trusted advisor index	144	130	150	
	Music & Movies	Food	Home Entertainment	
Early adopter index	128	117	132	
Trusted advisor index	126	120	127	
			Computer Tech	
Early adopter index			132	
Trusted advisor index			121	



**Exposure to news
activates your
cognitive resources**

**That activation provides
better memory
pathways for ads**



The news effect

- Not only does news have unmatched scale and frequency among Australians, but news engages audiences when they're in a more receptive state.
- When we read news, we are leaning forward, focused, open-minded and actively reading for meaning and understanding.
- Compared to other media, consuming news better activates cognitive resources and creates high levels of long-standing memory encoding.
- Memory encoding is a key element of advertising effectiveness and purchase intent; delivering long-term brand salience and growth for advertisers.

The news effect and key effectiveness measures are as pronounced among under 40s

Advertising Effectiveness U40s vs. All Ages



Ads are almost 3X stickier on news than on Facebook

Advertising Effectiveness News vs. Facebook (U40s)



Source: ThinkNewsBrands. Premium Effectiveness Study.

News delivers 6X the brand recall and 3.5X the brand lift compared to run-of-internet

Advertising Effectiveness
News vs. Run-of-internet (U40s)



Source: ThinkNewsBrands. Premium Effectiveness Study.

The youth chapter

Scale, influence and effectiveness; three reasons why advertisers should wake up to news brands for targeting under 40s

1

Young Australians engage with news at scale and at the source

Almost half the 20.4 million news readers are under 40 – that is 94% of Australians under 40 are engaging with news each month. And the importance of news is strengthening amongst the age group; more under 40s engage with news than any other channel and 1 in 3 go directly to the source.

2

News delivers an influential young audience to marketers

Under 40s who read news are significantly more likely to be early adopters, and 87% of young news consumers are regarded as trusted advisors in their sphere of influence.

3

'The news effect' means ads in news are more effective

Consumers are focused and cognitively engaged to absorb information when reading the news. Because they trust news, 85% of consumers agree that “seeing a brand or product in news brands gives me more confidence that it's right for me”. The result is 'the news effect' and new research shows that amongst under 40s, ads are 2.6x more effective when they appear in news than Facebook.

