

Total News.



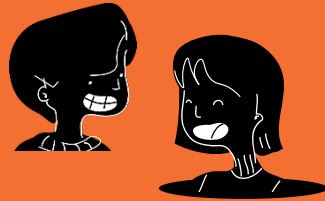
A mighty power for mighty sales



Trust in the superpowers of Total News

News can be relied upon for superior audience reach with high value, attentive consumers, and increased purchase intent that converts to sales. Bottom of funnel results can be achieved by adjusting budget mix and reallocating more to Total News.

News has...

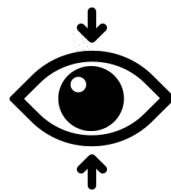


Right Audience

Not all eyeballs are equal. News delivers high value, downturn resilient audiences.

High Value Eyeballs

The Aussies who have, and are active with their money, are 30% more likely to be reading news than any other channel



Right Environment

Audiences are attentive to content with dwell times in news on mobile 75% greater than non-news sites.

Superior Layout

Aussies take in more information and content on news than any other platform AND they have a higher concentration ad viewing than non-news sites.



Right Action

Purchase intent is 23pp higher with news in the media mix.

The Bottom Line

Greater profit and market share (+88%), sales (+14%) and acquisition effects (+56%) when news advertising is used in a campaign.

Trust it works



3rd best at delivering financial return outperforming social, outdoor, cinema and search.



Shift your mix by 6%.