



Media moments pack a punch

Measuring the true value of
Total News Publishing

October 2023

**We tasked Australia's
leading researchers to
go deeper
on media
impact**



**2,027
Australians**

ESTABLISHMENT SURVEY

Nationwide survey of
Australians covering all media
usage

**8,304
Media
Consumption
Occasions**

MEDIA DIARY

Daily deep dive with detailed
media usage behaviour and
motivations

**2.5
million
Digital
Minutes**

PASSIVE DIGITAL EXPOSURE

Plus, a passive meter on their
mobile device to share actual
digital behaviour

**We all know
that Total News
has big
reach....**



Total News Publishing

=

Written News

It represents all printed and digital news as one media channel



The Daily Telegraph FINANCIAL REVIEW THE AUSTRALIAN*

The West Australian
thewest.com.au

THE AGE
INDEPENDENT. ALWAYS.

7 NEWS
.com.au

news
.com.au

9 nine
.com.au

Total News Publishing

**We knew
Written News
was undervalued
in its
impact**



That went
beyond
reach ...

capturing
impact with
a consumer
lens ...

**So we sought out a more
holistic way to measure its
impact as a media platform**

... that was
comparable
for all media

And we found the

Media Moments that Pack a Punch are:



News is always with you



News is immersive



News is highly shareable



News enables impactful advertising

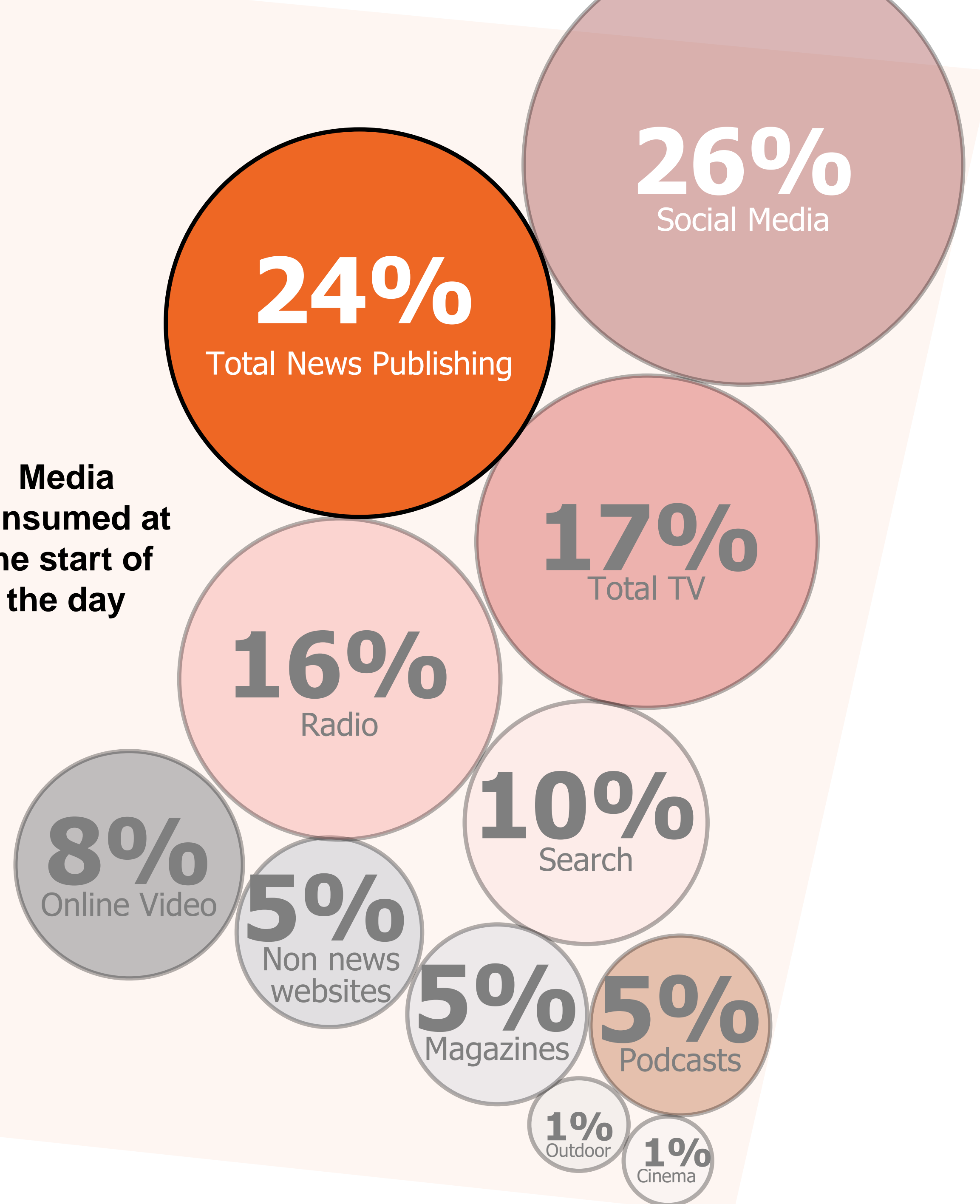
Written
News
is always
in your
corner



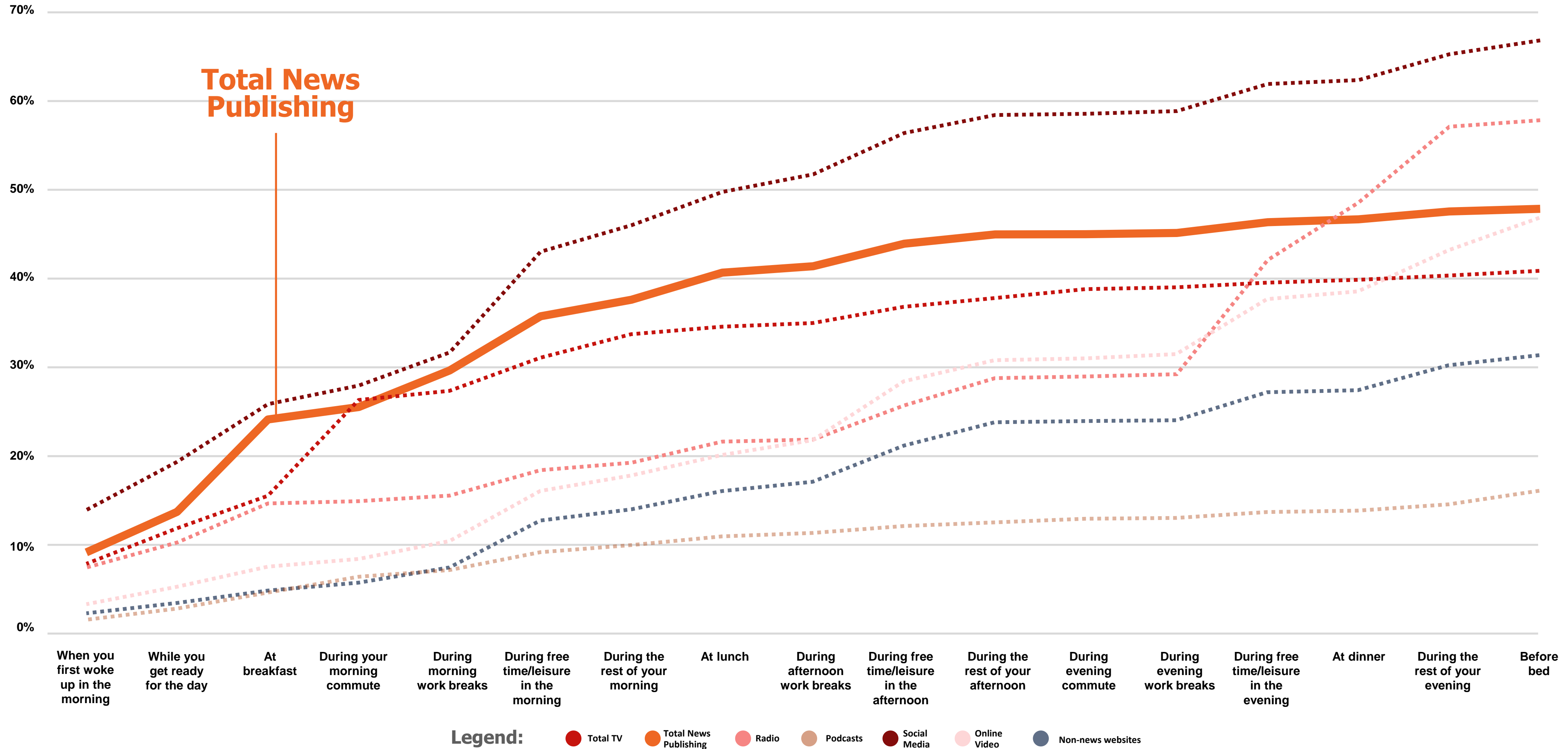
Aussies **start** their day with Written **NEWS**

1 in 4 Aussies reach for news before eating breakfast at the start of the day. The second highest of all media channels.

Media
consumed at
the start of
the day





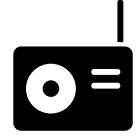





Written NEWS delivers audiences **early on** and builds **attention** throughout the day

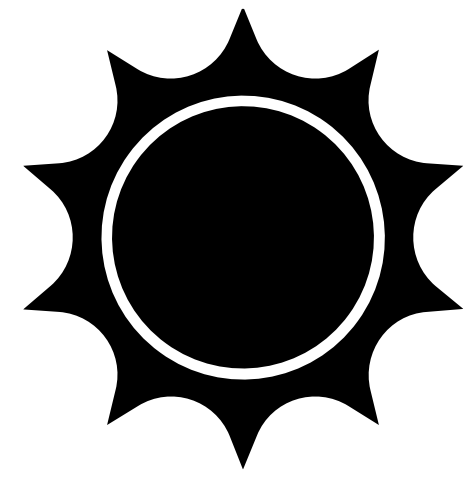




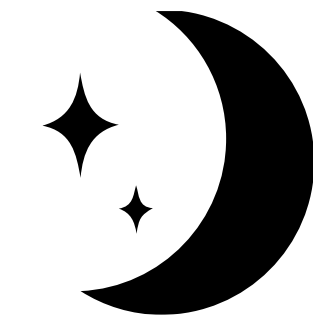
And is **consumed** in lots of places



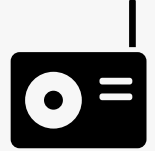







especially at work,
restaurants and waiting for
appointments!

Percentage of weekly consumers ...	 Total News Publishing	 Total TV	 Radio	 Podcasts	 Social Media	 Online video	 Search	 Outdoor
At work, or in an office	26%	5%	12%	18%	25%	17%	30%	6%
Restaurant/café	14%	4%	4%	9%	13%	8%	11%	11%
In a car	10%	4%	71%	40%	13%	10%	10%	59%
Personal appointment (e.g. doctor, dentist)	9%	1%	1%	4%	12%	4%	9%	6%
At an outdoor space (e.g. park, beach)	8%	1%	3%	8%	10%	8%	8%	15%
On public transport	8%	2%	7%	13%	12%	7%	8%	22%
At a friend's or family member's house	8%	7%	3%	9%	13%	10%	12%	2%
Airport / train station	5%	1%	3%	9%	9%	7%	6%	16%



Written News is with readers as they move throughout their day, **whenever** and **wherever** they are



Percentage	 Total News Publishing	 Total TV	 Radio	 Podcasts	 Social Media	 Online video	 Search	 Outdoor
 At home	78%	94%	51%	63%	92%	89%	89%	3%
 Out and about	56%	18%	85%	73%	51%	39%	49%	99%



Written
News
brings
you



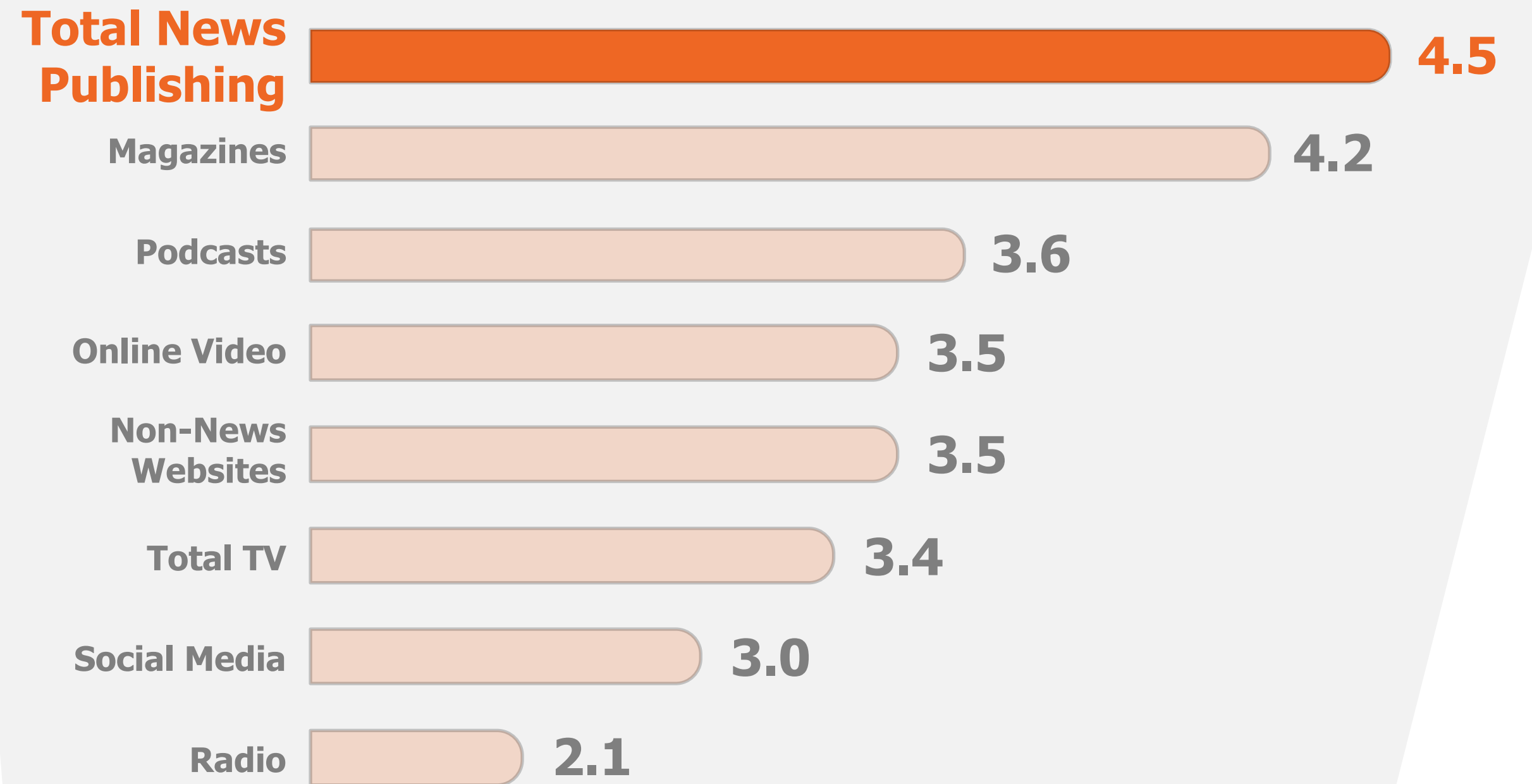
into
the
ring

Written News engages in more ways than any other channel

The breadth of news content consumed is up to 2X MORE than any other media channel.



DIFFERENT TYPES OF CONTENT CONSUMED - Average



Written NEWS is more than headlines



It is ranked in top 3 media choices for readers across most content categories.

Total News Publishing dwarfs several most media channels in politics, business/finance, environment, sport, tech, and even auto.

	Total TV	Total News Publishing	Radio	Podcasts	Social media	Online video	Non-news websites	Search	Outdoor	Cinema	Magazines
Politics	26%	33%	4%	3%	6%	7%	4%	10%	2%	2%	2%
Business & Finance	18%	27%	4%	5%	6%	7%	7%	17%	3%	2%	5%
Environment & Sustainability	18%	20%	3%	4%	9%	8%	7%	21%	3%	2%	4%
Sport	38%	16%	5%	3%	9%	8%	3%	11%	2%	2%	3%
Science & Technology	16%	16%	3%	4%	8%	11%	8%	24%	2%	3%	5%
Automotive	12%	14%	4%	3%	8%	12%	7%	26%	3%	3%	7%
Travel & Adventure	18%	11%	2%	3%	10%	11%	10%	26%	2%	2%	5%
Arts & Culture	18%	11%	3%	3%	12%	10%	10%	20%	3%	5%	5%
Health & Wellbeing	14%	11%	3%	5%	12%	11%	9%	26%	2%	2%	6%
Lifestyle	21%	10%	2%	3%	15%	11%	9%	17%	2%	2%	6%

CATEGORY REACH FOR NEWS

Up to

5X

vs Social

7X

vs Radio

10X

vs Outdoor

17X

vs Cinema

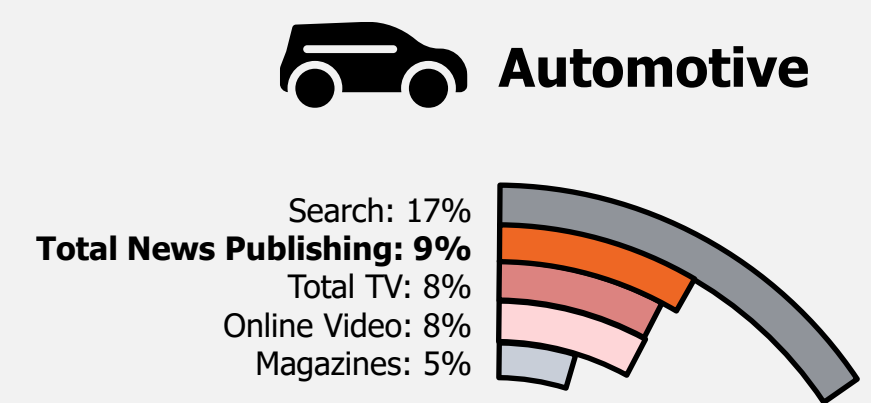
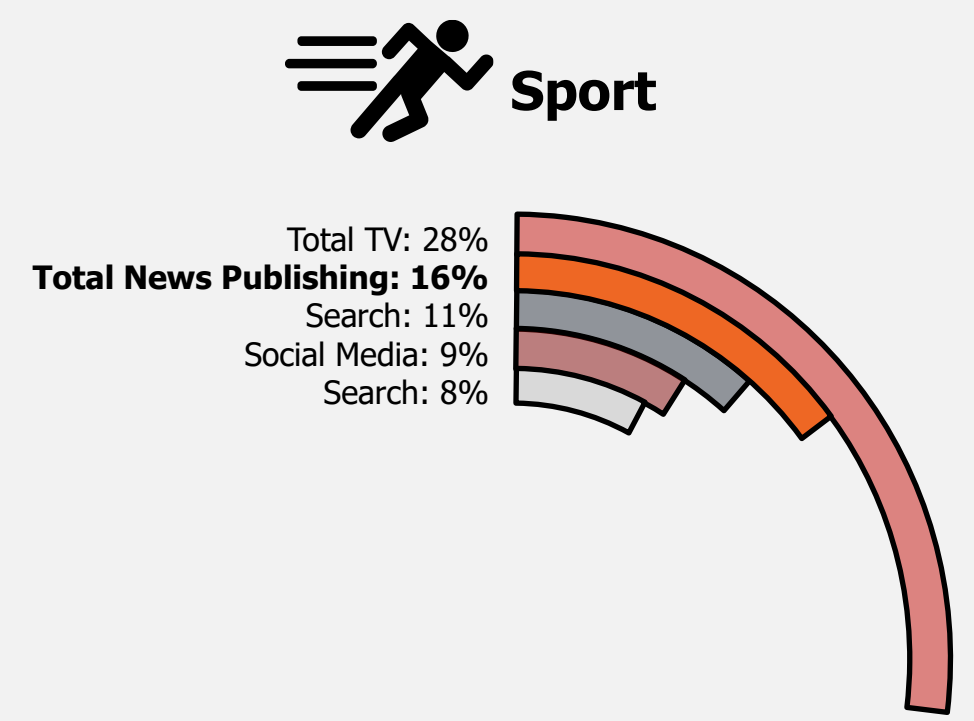
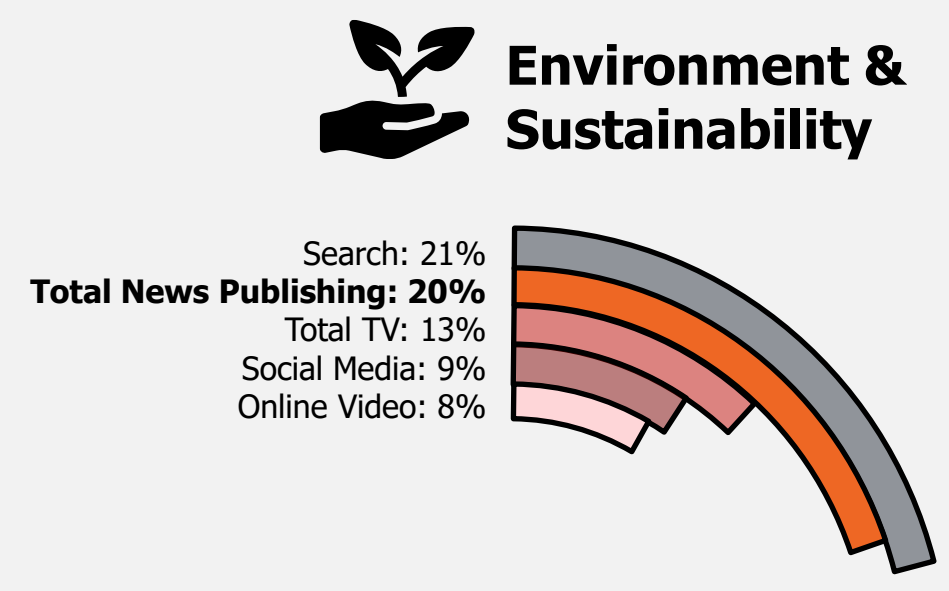
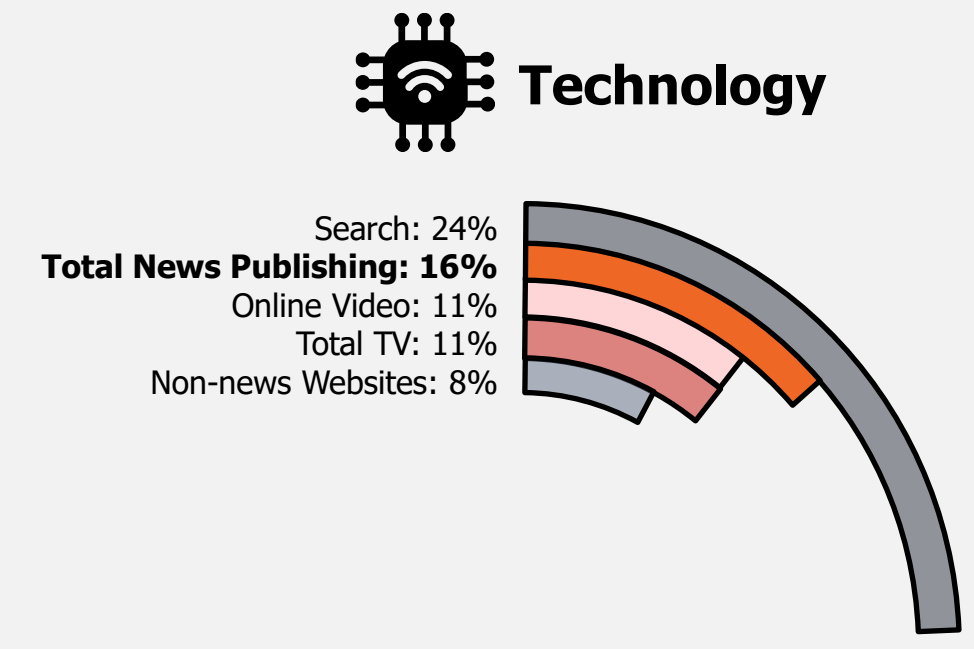
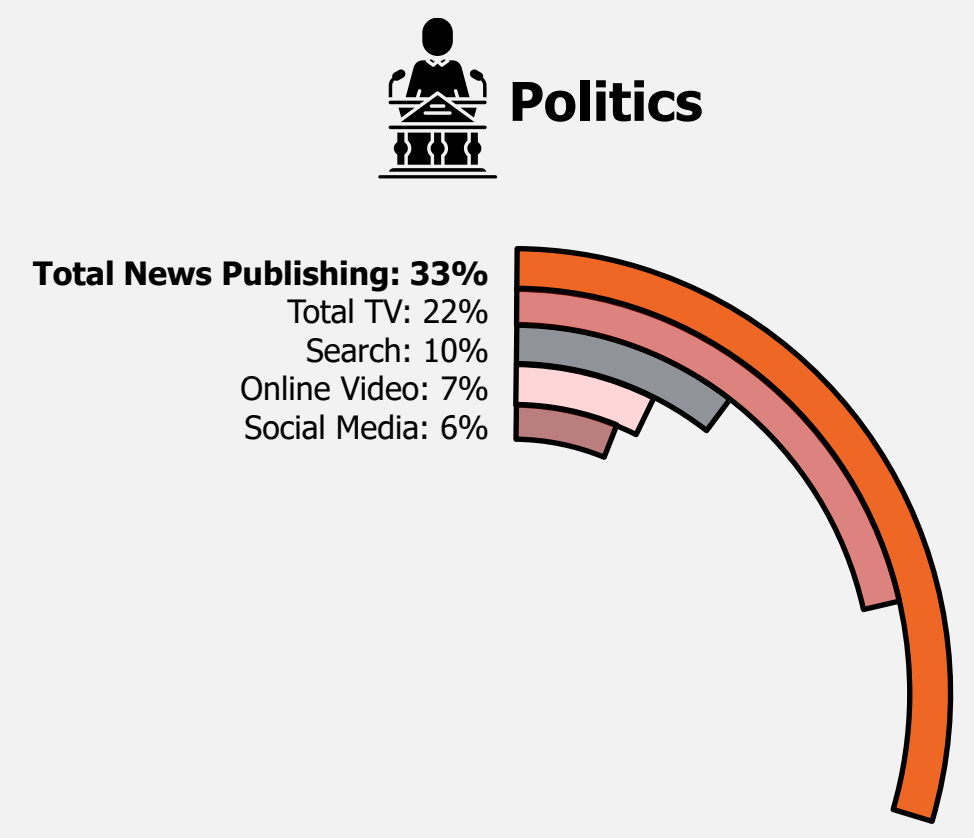
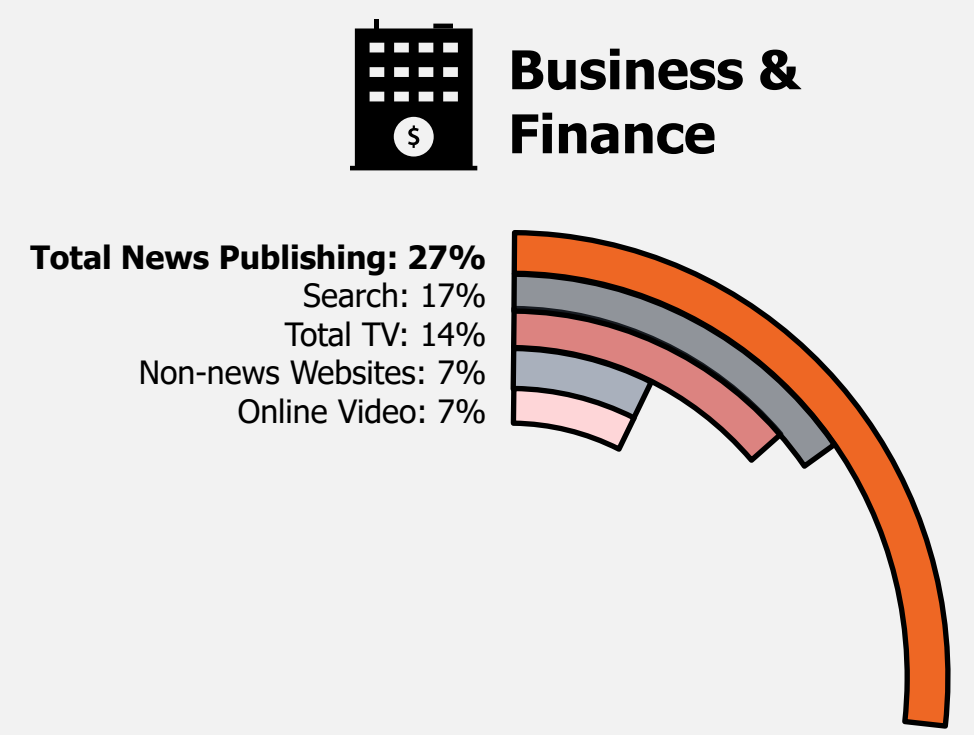
Source: TNB Moments Study - Online research conducted by FiftyFive5 ("Establishment Survey") - Total Sample

Written News is consistently the **1st or 2nd** choice +

for readers across major categories

Written News is the first choice for business/finance and political content.

FIRST CHOICE FOR TYPE OF CONTENT



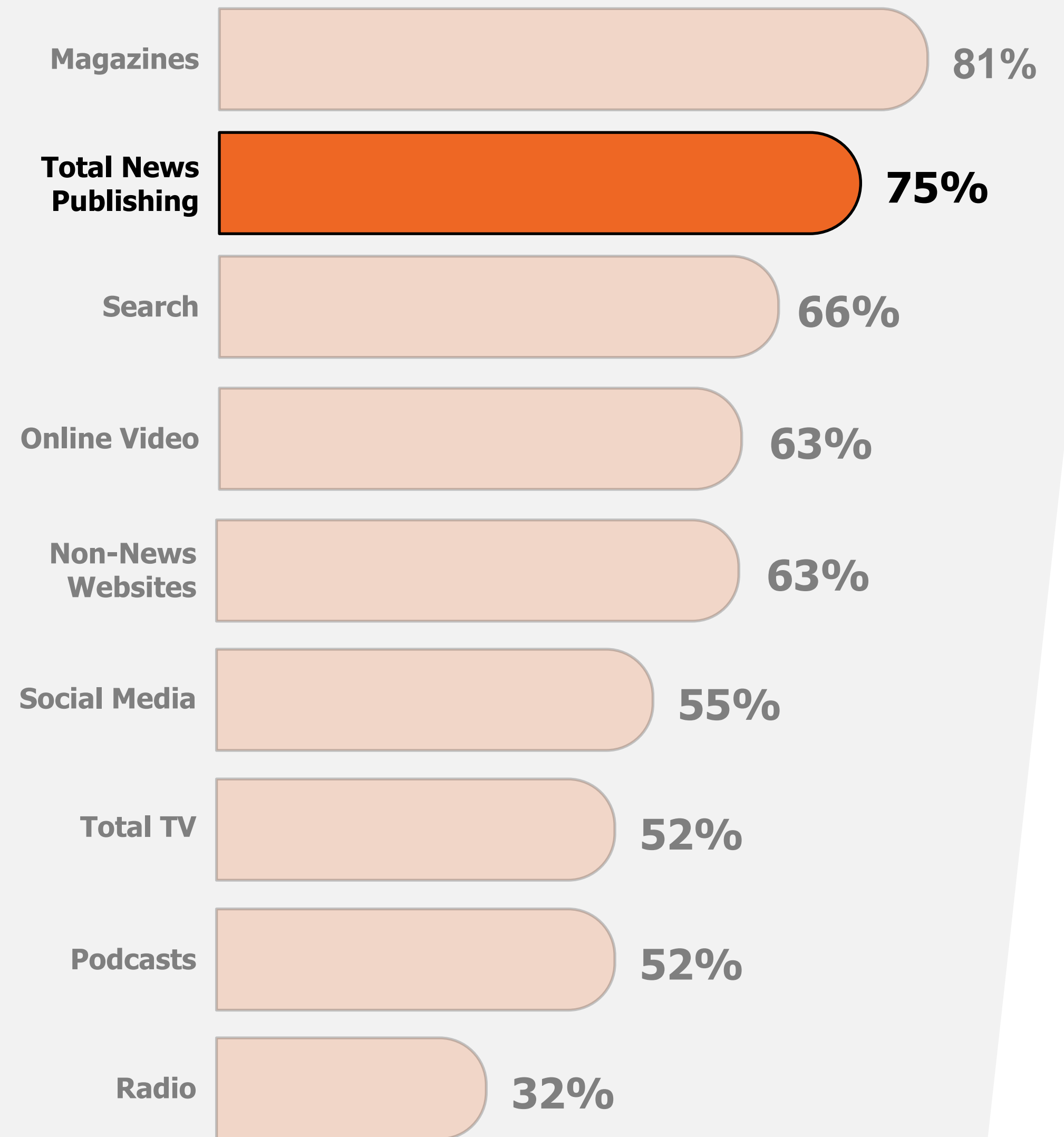
Source: TNB Moments Study - Online research conducted by FiftyFive5 ("Establishment Survey") - Total Sample

Majority of Written News audiences are focused

75% of readers are fully engaged when reading Written News.

Engagement is up to 2.3X greater than other media channel.

**% LEVEL OF ATTENTION:
I'M TYPICALLY FOCUSED**



When compared to other top rating media,

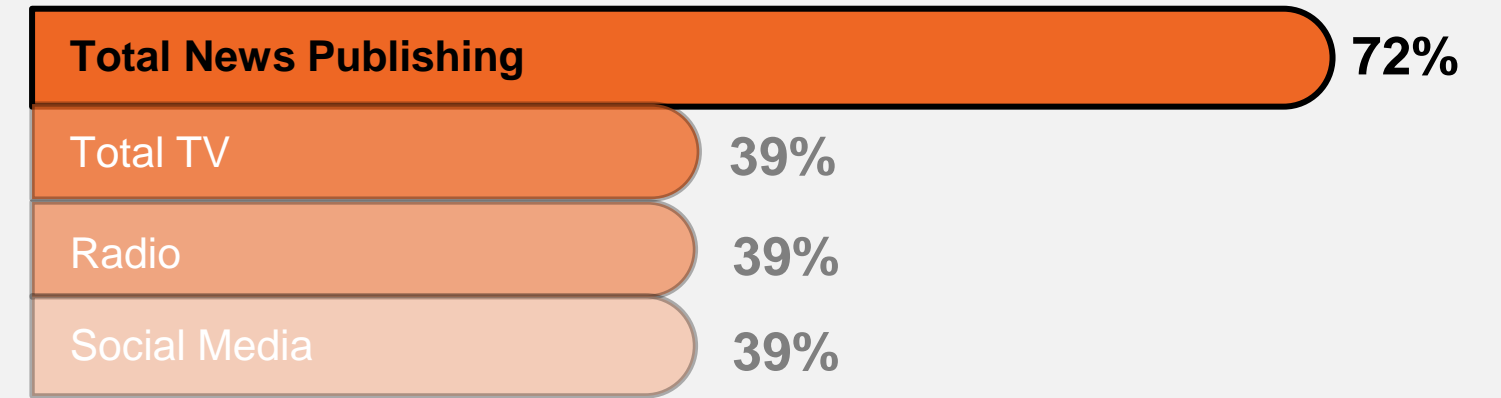
Aussies like to use Written news to stay in the know

But also lean into written news for lighter moments

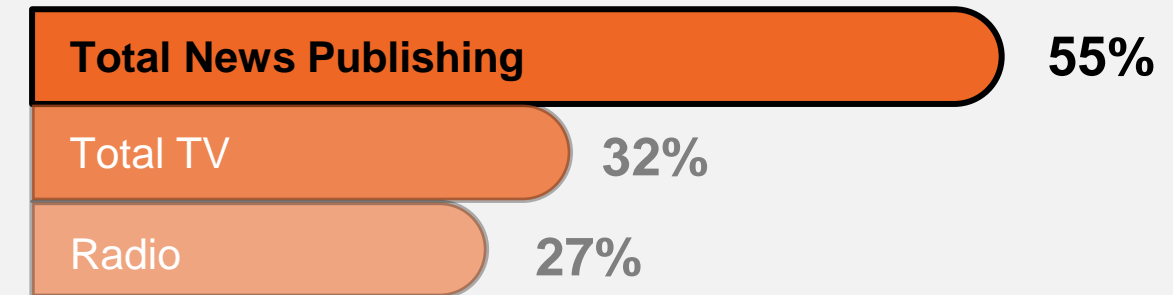
REASON FOR USING MEDIA



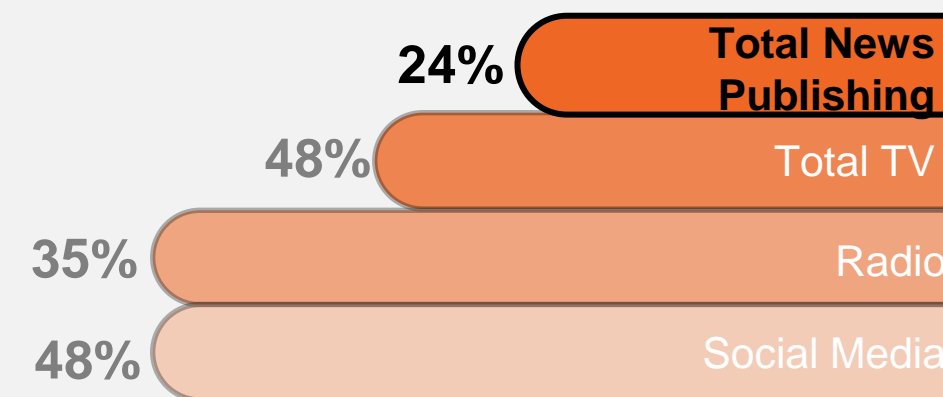
Stay up-to-date, seek the latest information



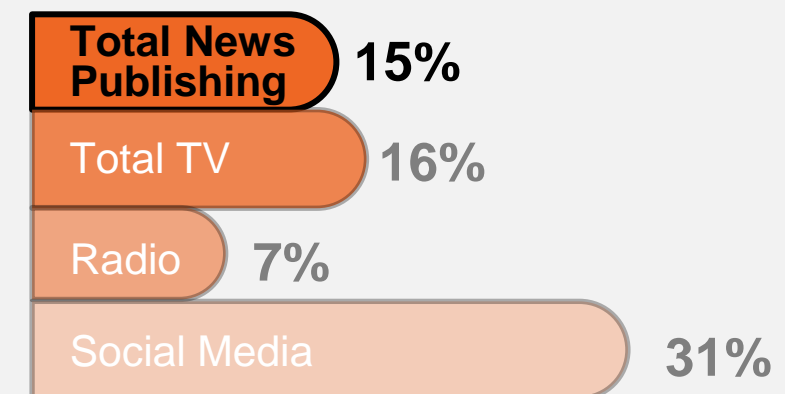
To learn or find useful information



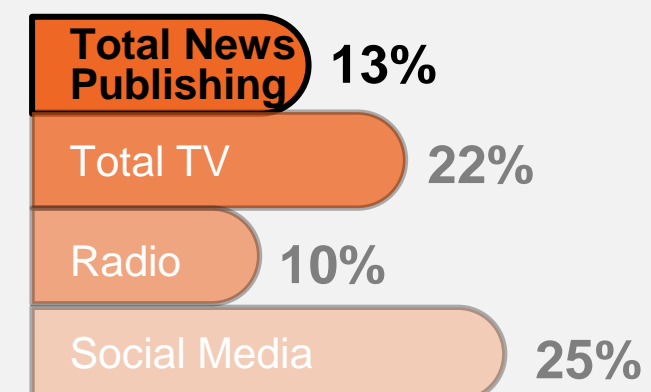
To distract, pass time, lighten the mood



To share an experience with others



To indulge in personal interests or guilty pleasures





Written News is the people's champion

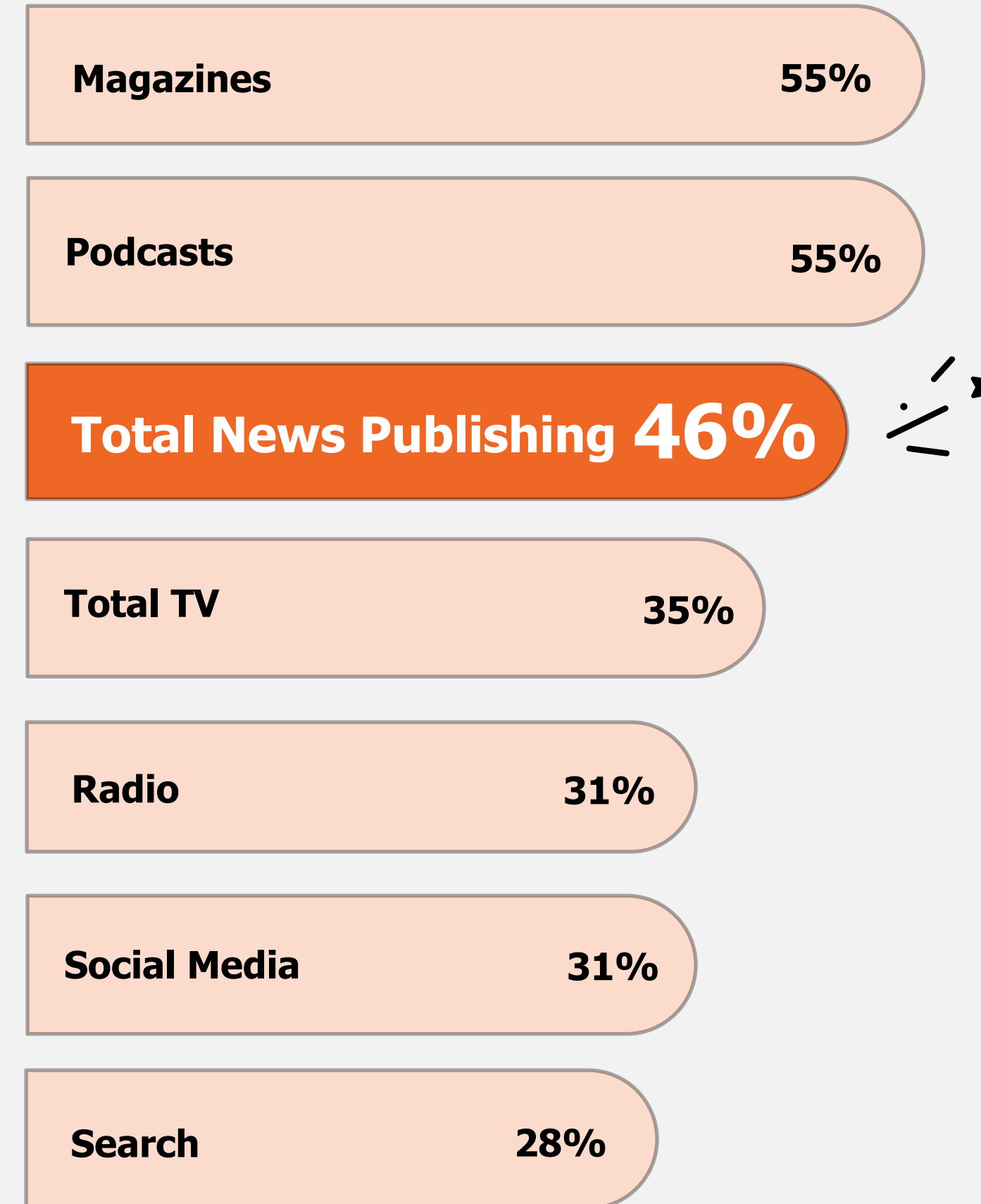


Written News is **Top 3** in the most highly recommended media types



The Winning Platforms

% Recommendation

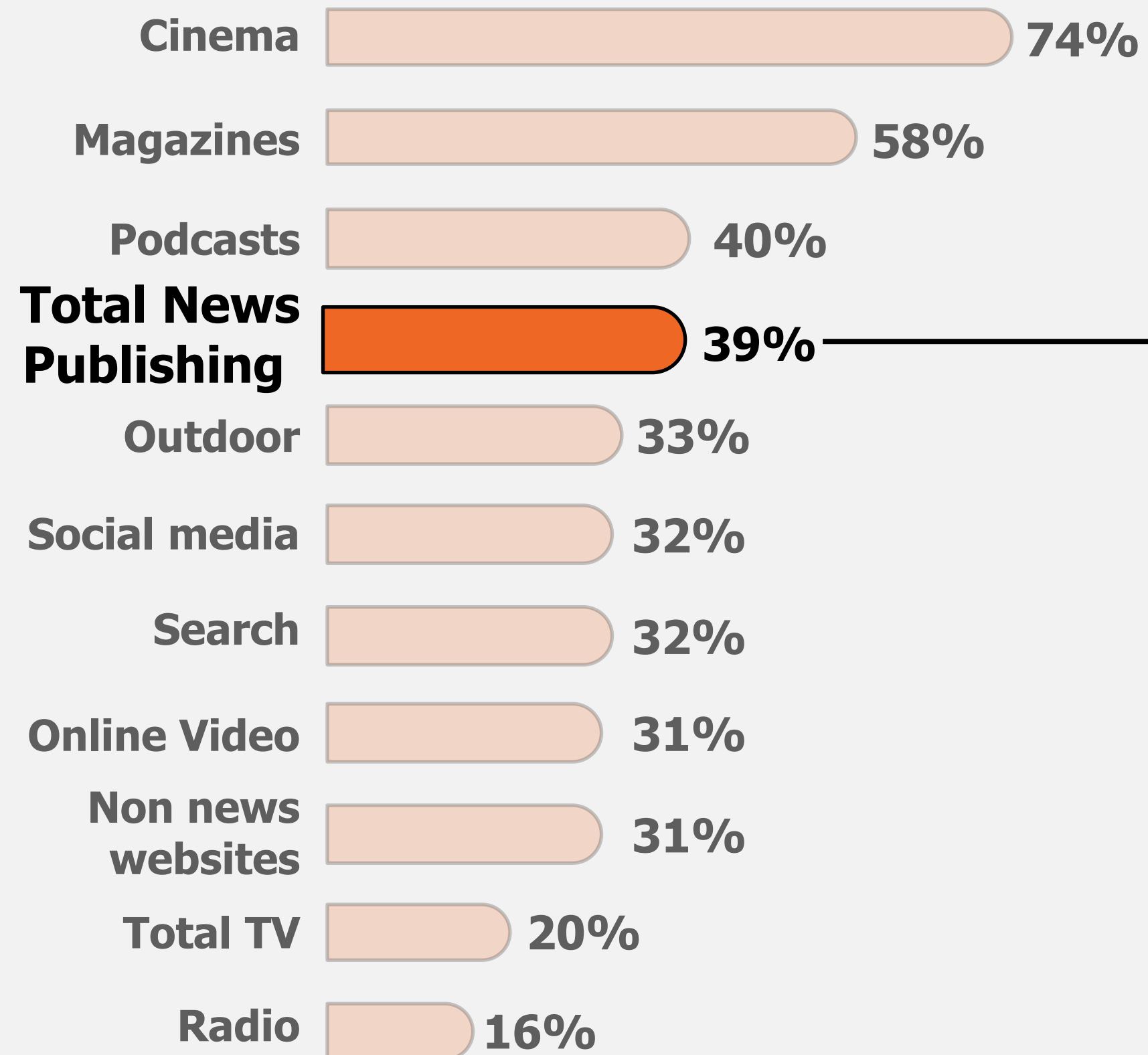


And **2 in 5** share Written News

making it one of the most shared media type

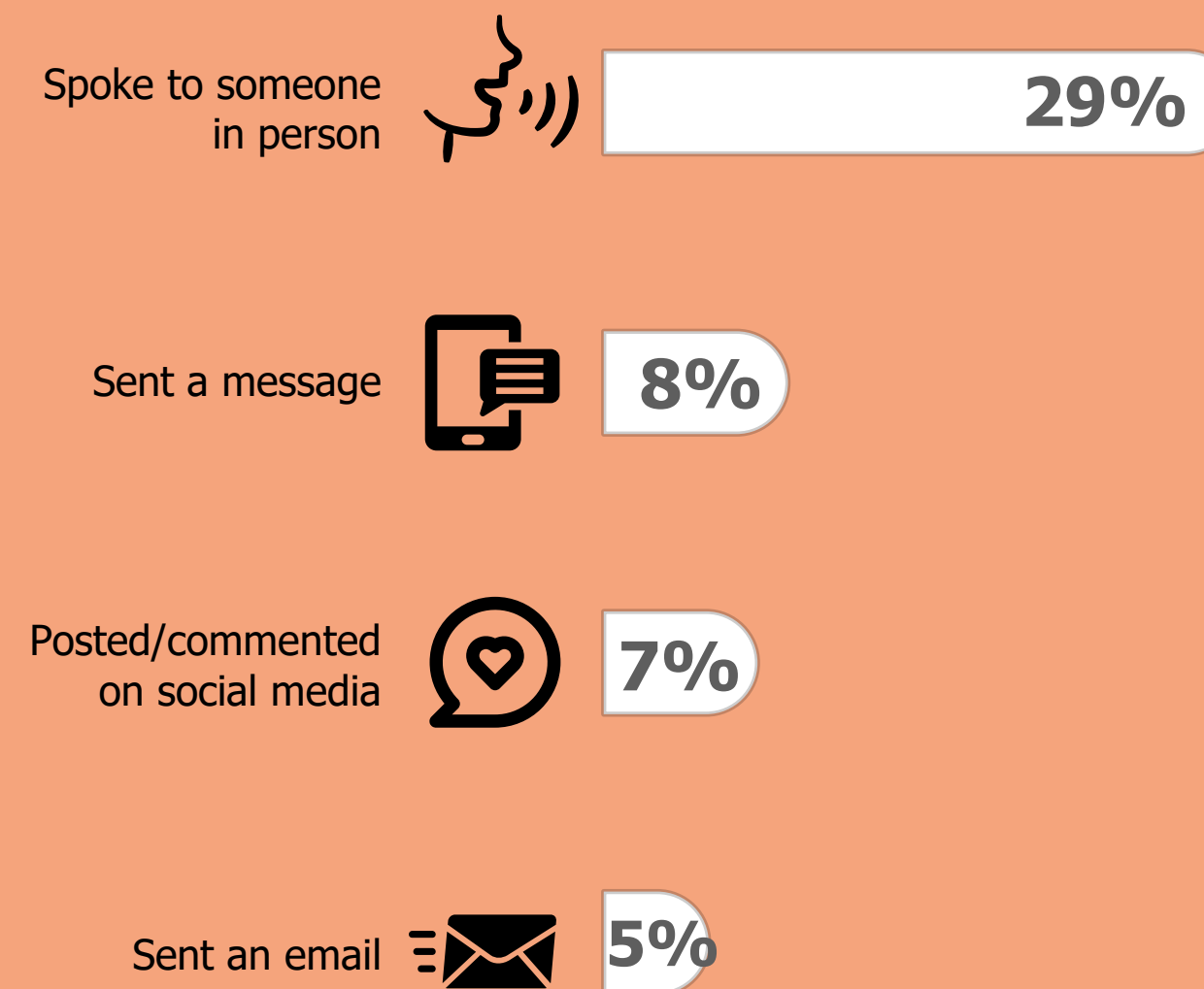


% Sharing Content with Others



Any 39%

% Occasions

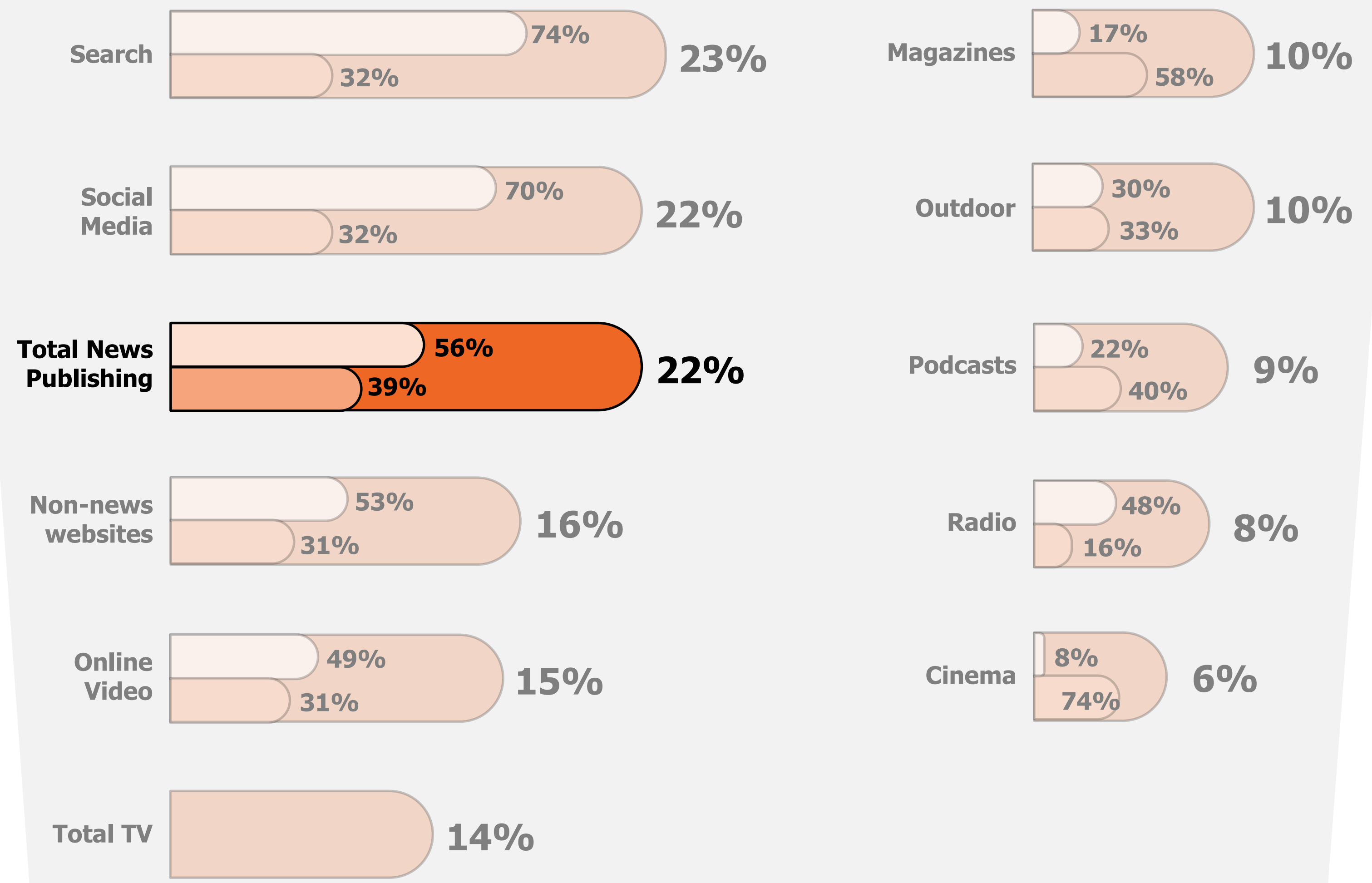




PLUS it has to **scale** to **amplify** that **sharing**

Aussies are twice or more likely to talk about written news vs something they saw on TV, saw outdoor or heard on the radio.

% SHARING CONTENT WITH OTHERS (WEIGHTED)



Legend:

- % Consume media at least once a day
- % Talking about
- % Shared/talked about on last occasion



Written News is core to digital platforms like search & social

Realnews

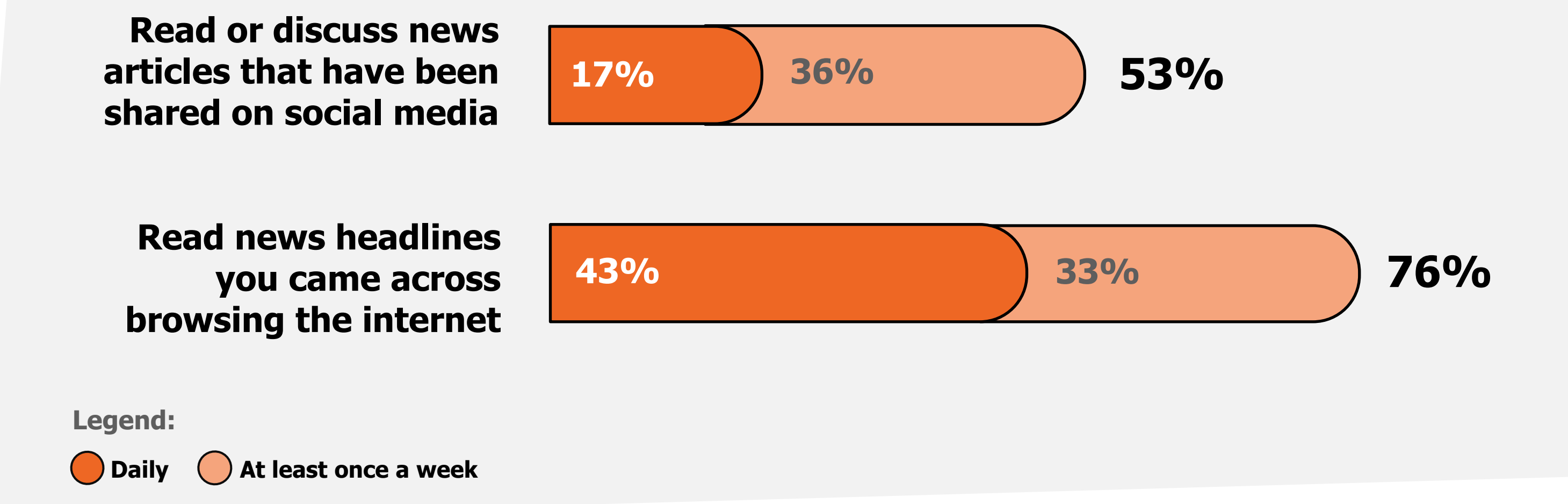
News content is accessed via search daily by 43% of readers and accessed via social weekly by 53% of readers.

Fakenews

Facebook traffic to news publishers has plummeted 50pc this year

Web traffic from Facebook to Australian publishers has collapsed by upwards of 50 per cent since the start of this year, as the Meta-owned platform escalates its pivot away from news. This is despite it having months left in its multi-million dollar deals with media outlets.

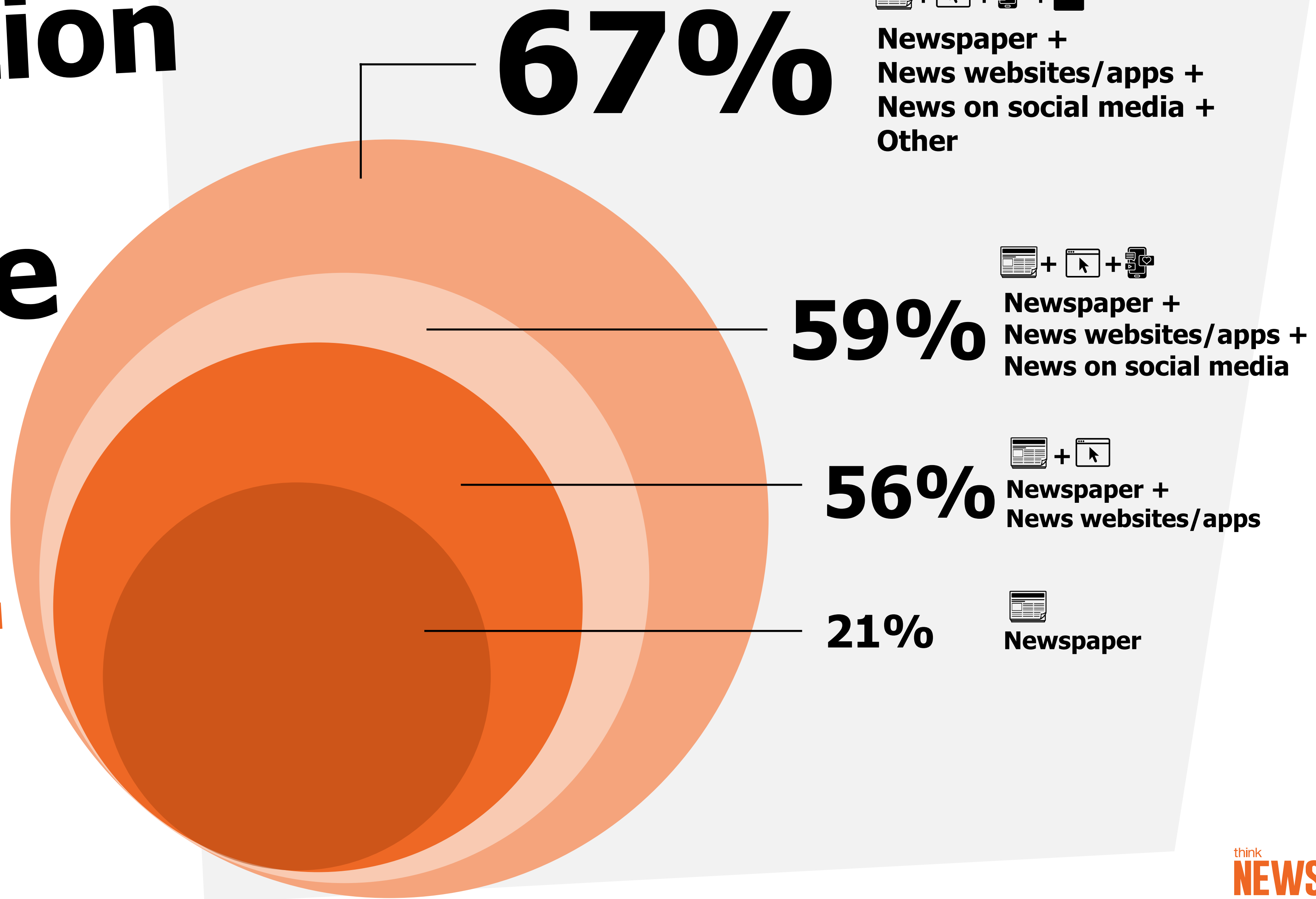
Figures compiled for internal use by several local publishers and data from analytics platform SimilarWeb show a precipitous fall in the amount of traffic reaching news articles published locally from Facebook in the last nine months.





The combination of these elements make the scale of Written News bigger

EXTENDED DAILY REACH



+ + +
Newspaper + News websites/apps + News on social media + Other

+ +
Newspaper + News websites/apps + News on social media

+
Newspaper + News websites/apps

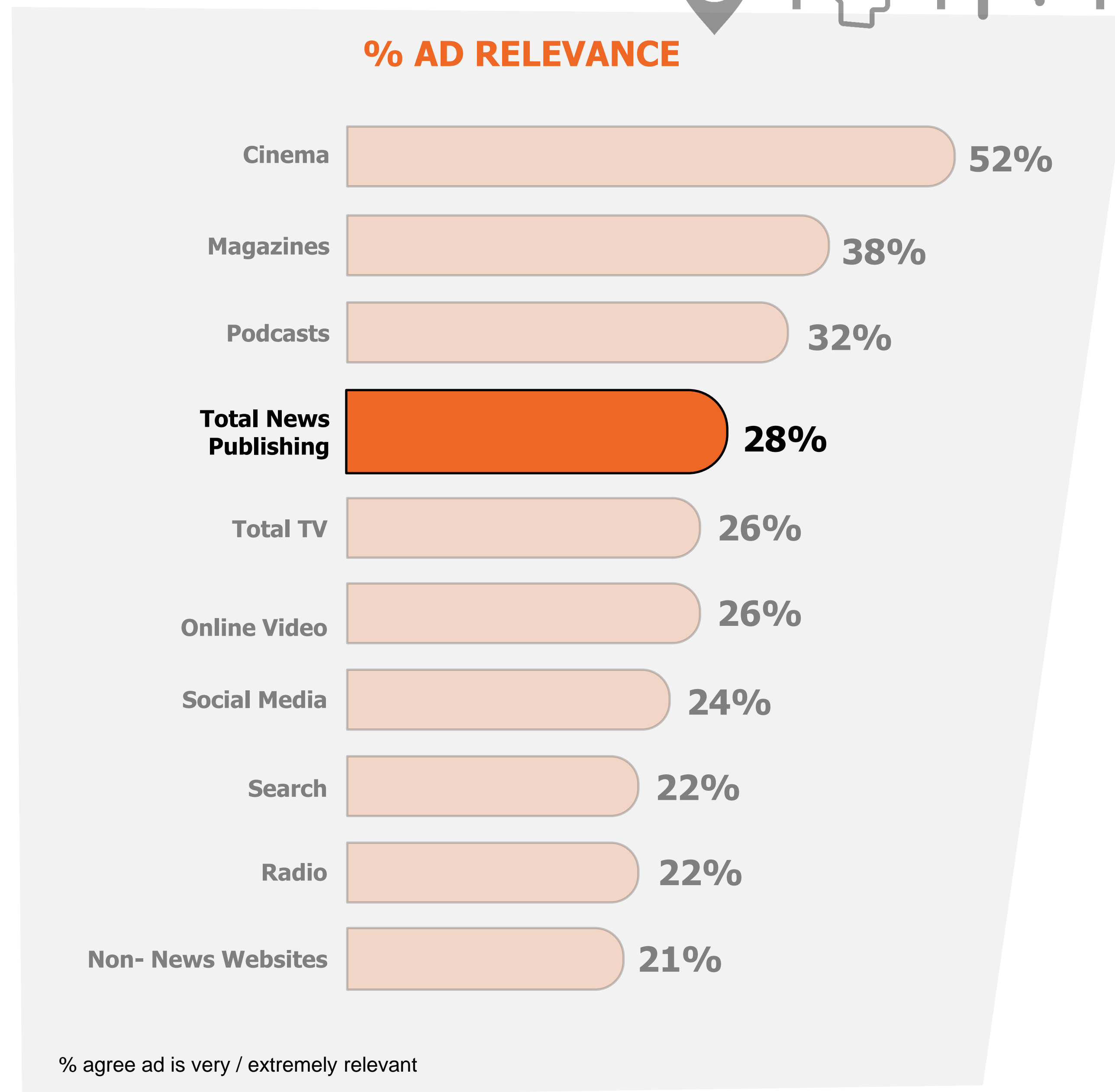
Newspaper



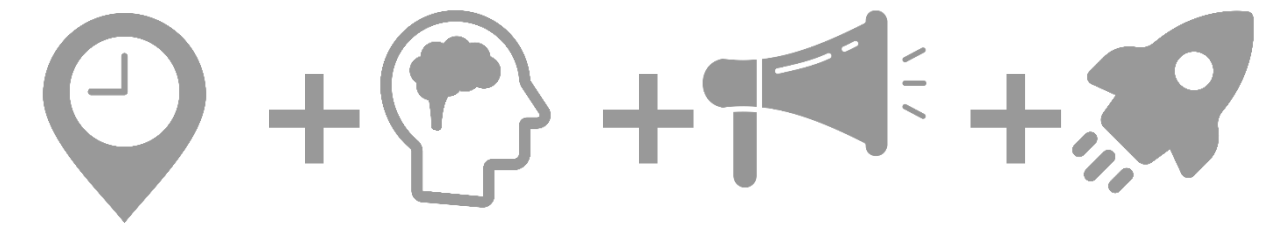
Written
NEWS gives your
advertising
serious
kick



Written
News
is one of
the **most**
relevant
channels for
contextual advertising



Importantly however,
it also has **high reach** which
amplifies its power.

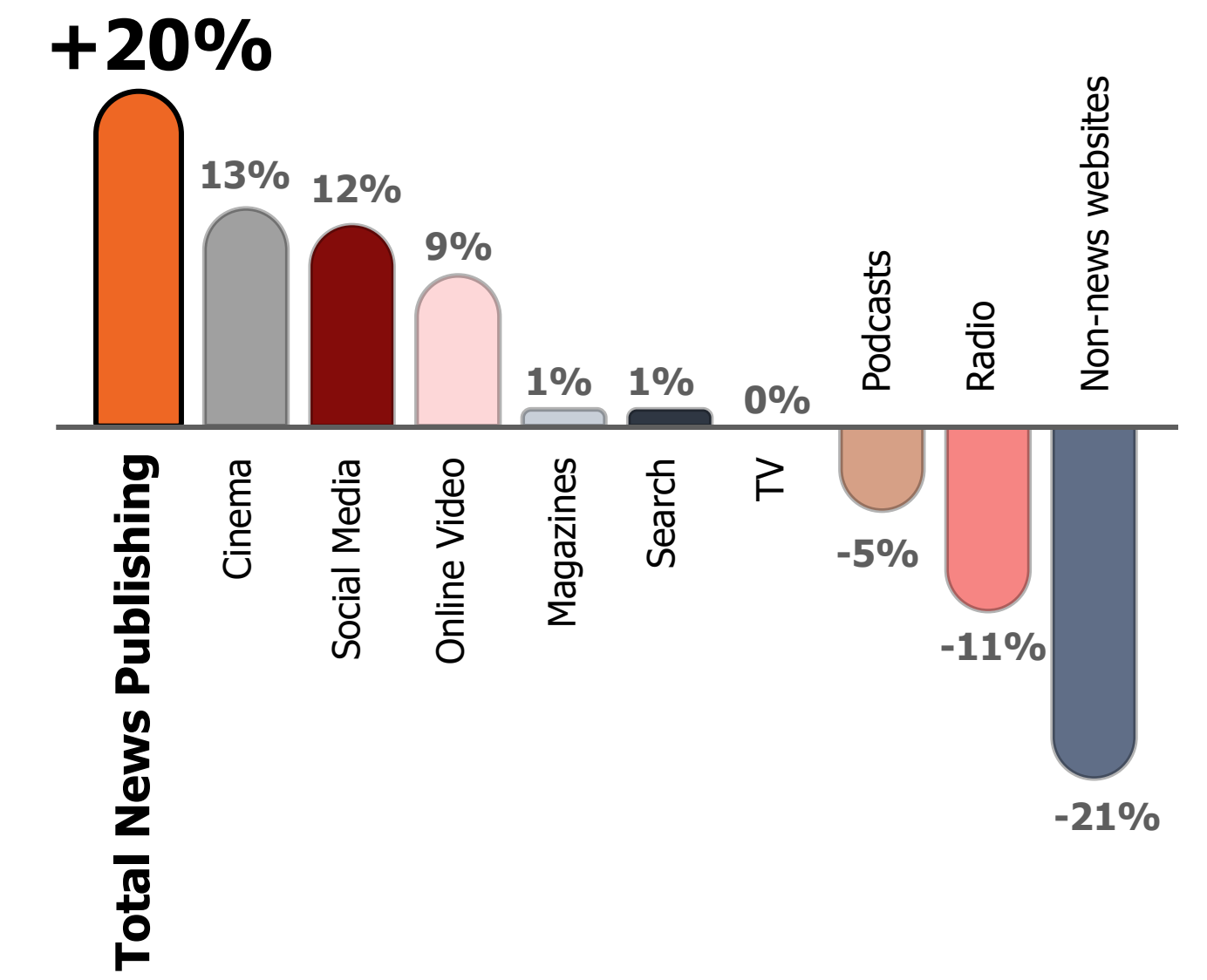


Written News over-index in relevance relative to its size, making its impact greater than other 'high relevance' media.

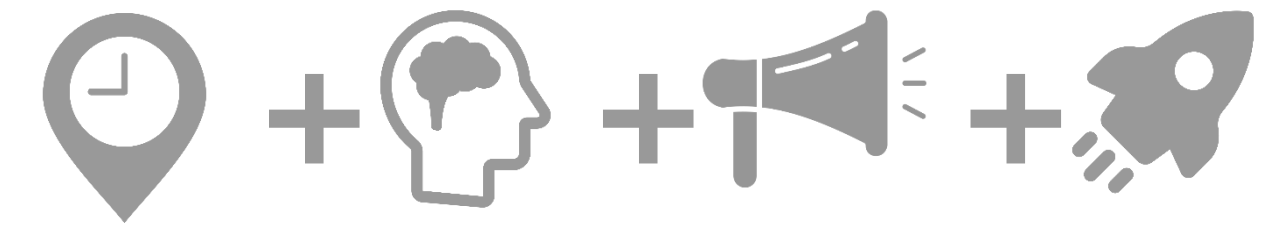
REACH VS RELEVANCE



INDEX VS EXPECTED

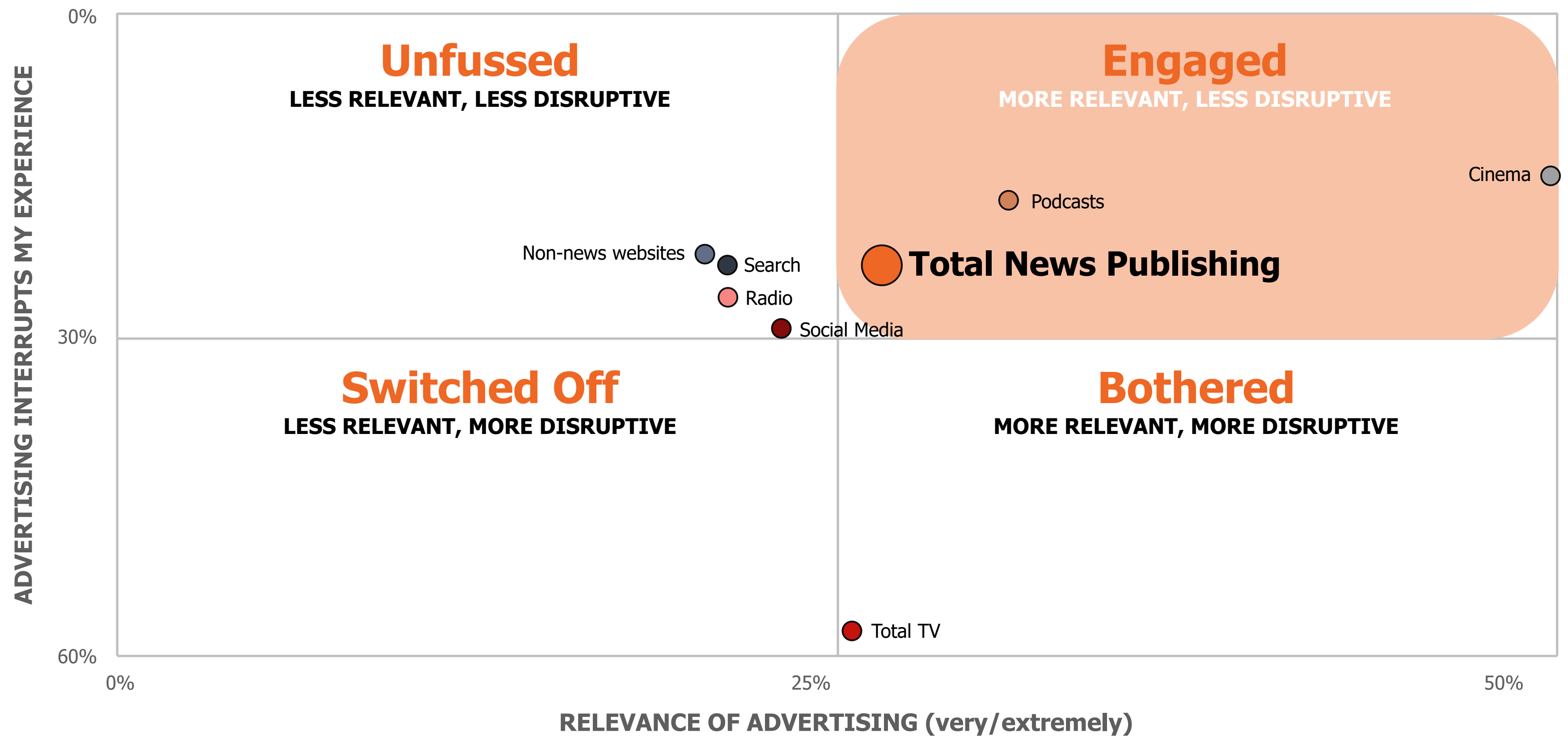


Source: TNB Moments Study - Online research conducted by FiftyFive5 ("Establishment Survey")



And when it is **relevant**, Written News readers **don't feel interrupted**

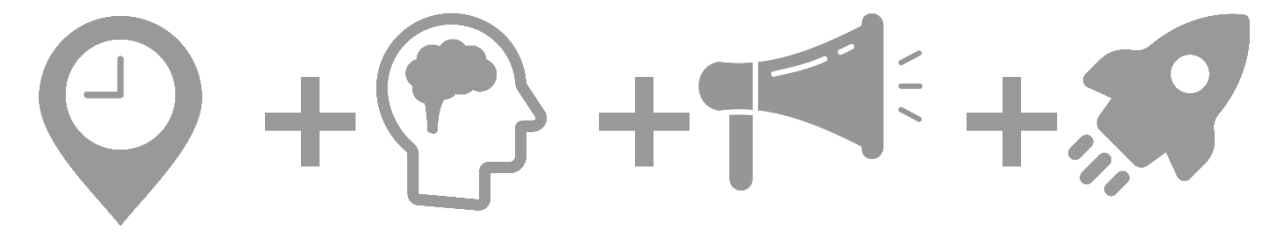
Advertising in written news is perceived as more relevant and less disruptive than radio, social media and Total TV.



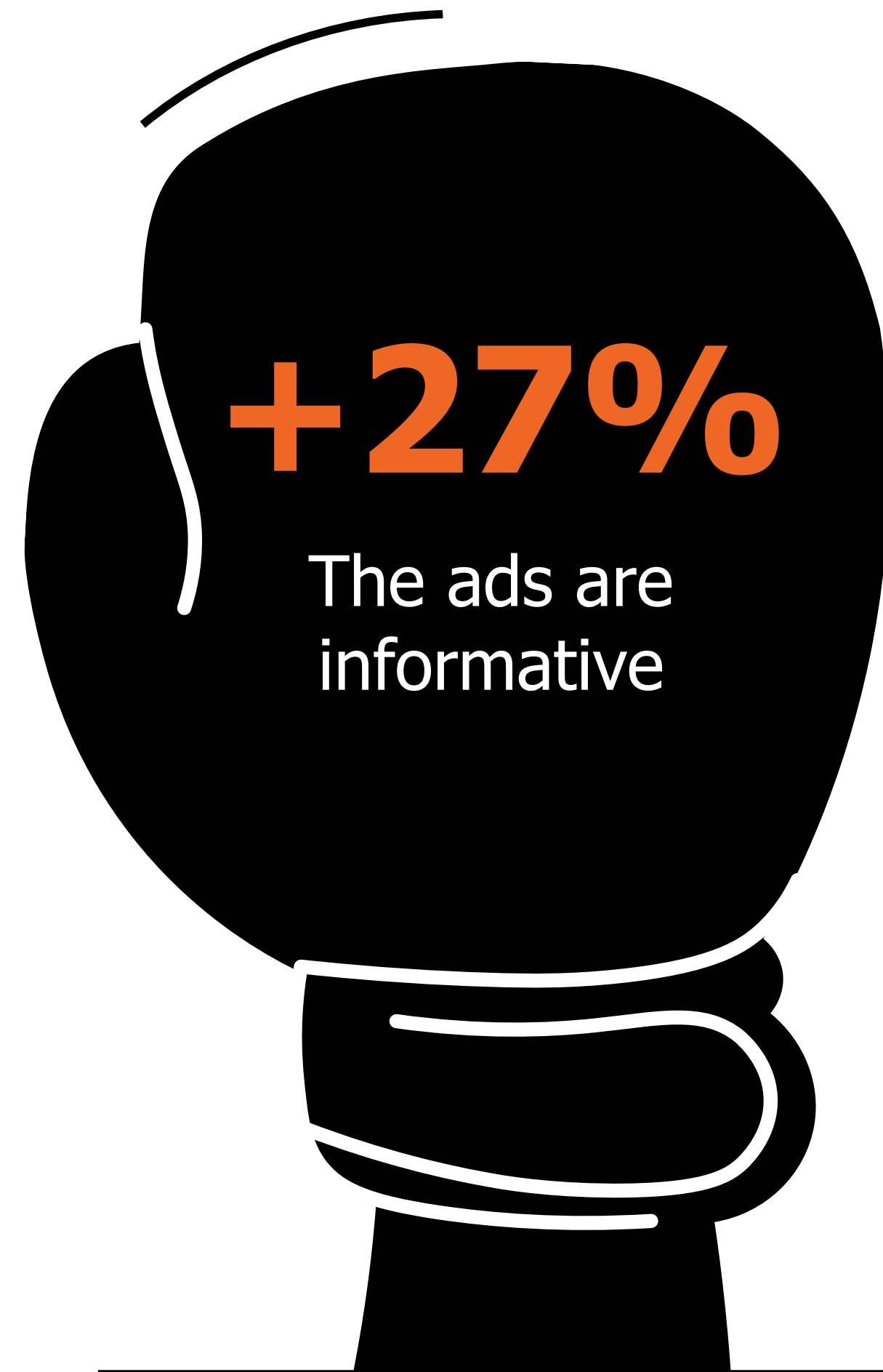
Source: TNB Moments Study - Online research conducted by FiftyFive5 ("Establishment Survey") - Weekly Users

This means that the advertising in written news is considered

informative, trustworthy, and has the **best offers.**



Actual vs. Expected
(indexed to all other media)





**Written
News**

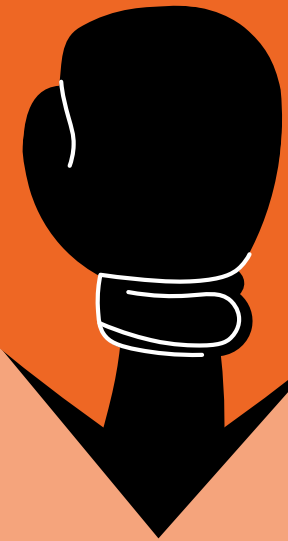
Moments

Pack a

Punch

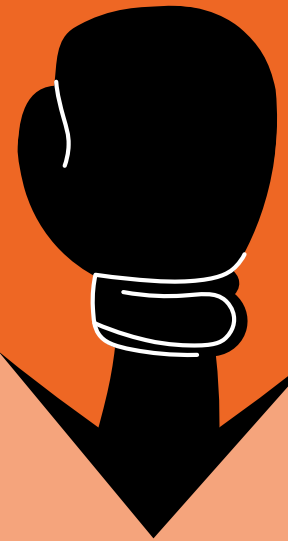
Written News moments pack a **punch**

News is Always With You



- Aussies start their day and week with written news.
- They consume in different ways.
- And in lots of places. Especially at work.

News is Immersive



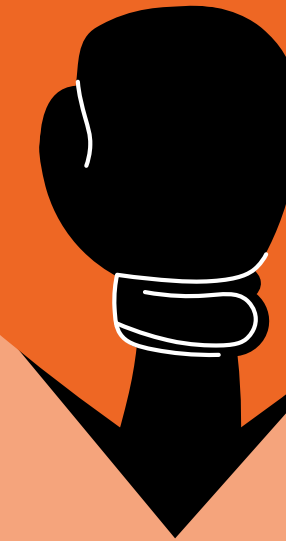
- Aussies consume more content types in written news.
- And they are focused.
- Because they are motivated to be up to date and to learn information.

News is highly shareable



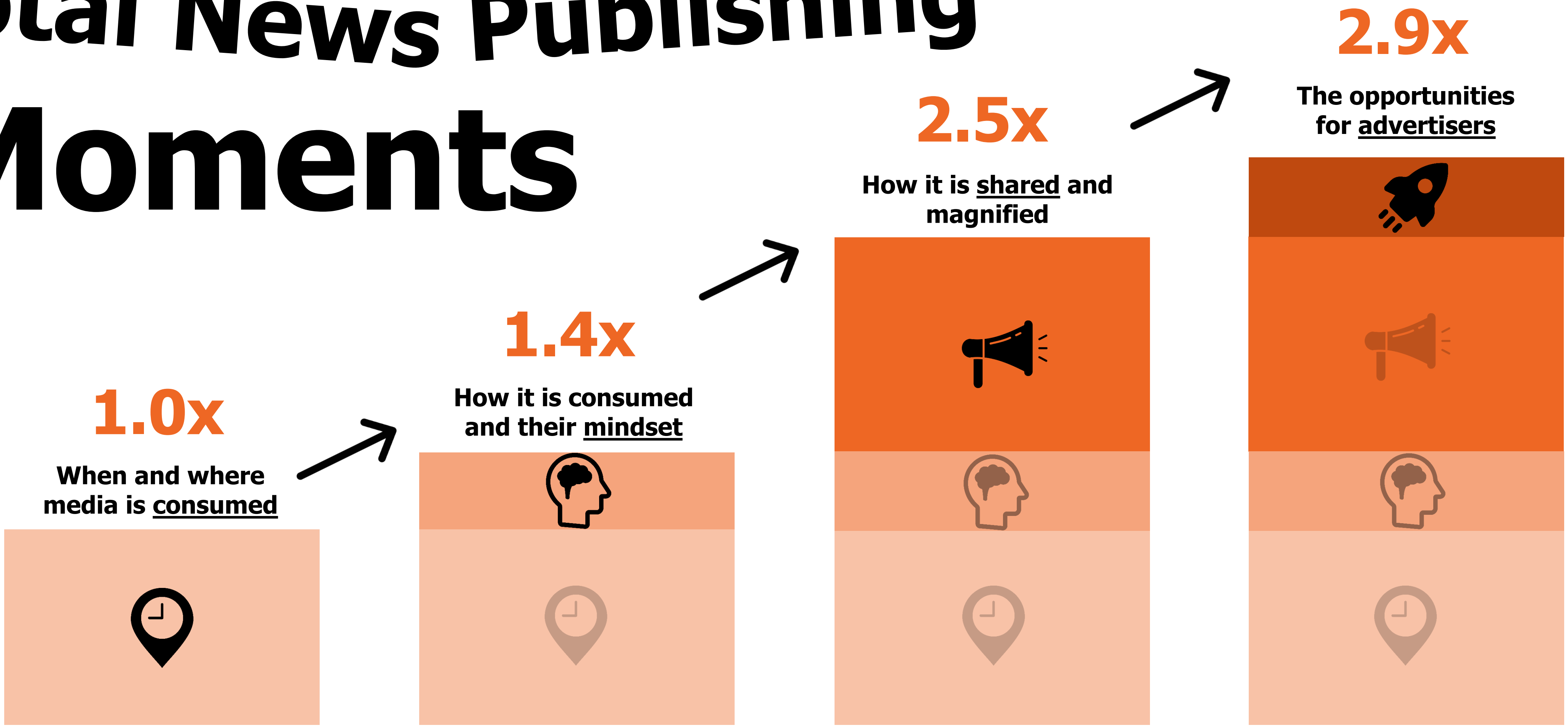
- As shareable as social media.
- It has scale to amplify sharing.
- And is core to digital platforms such as search and social.

News enables impactful advertising



- Over indexes in relevance.
- Readers don't feel interrupted.
- A powerful channel for contextual advertising.

The **Impact** of Total News Publishing Moments



Source: TNB Moments Study - Custom calculation leveraging Online research conducted by Fiftyfive5 ("Establishment Survey" and "Media Diary").

Is your mix mighty enough?

Australian market mix modelling highlights the current proportion of Total News Publishing media spend is well below optimal levels.

So, try shifting 6% of your marketing mix to Total News Publishing and reap the rewards!

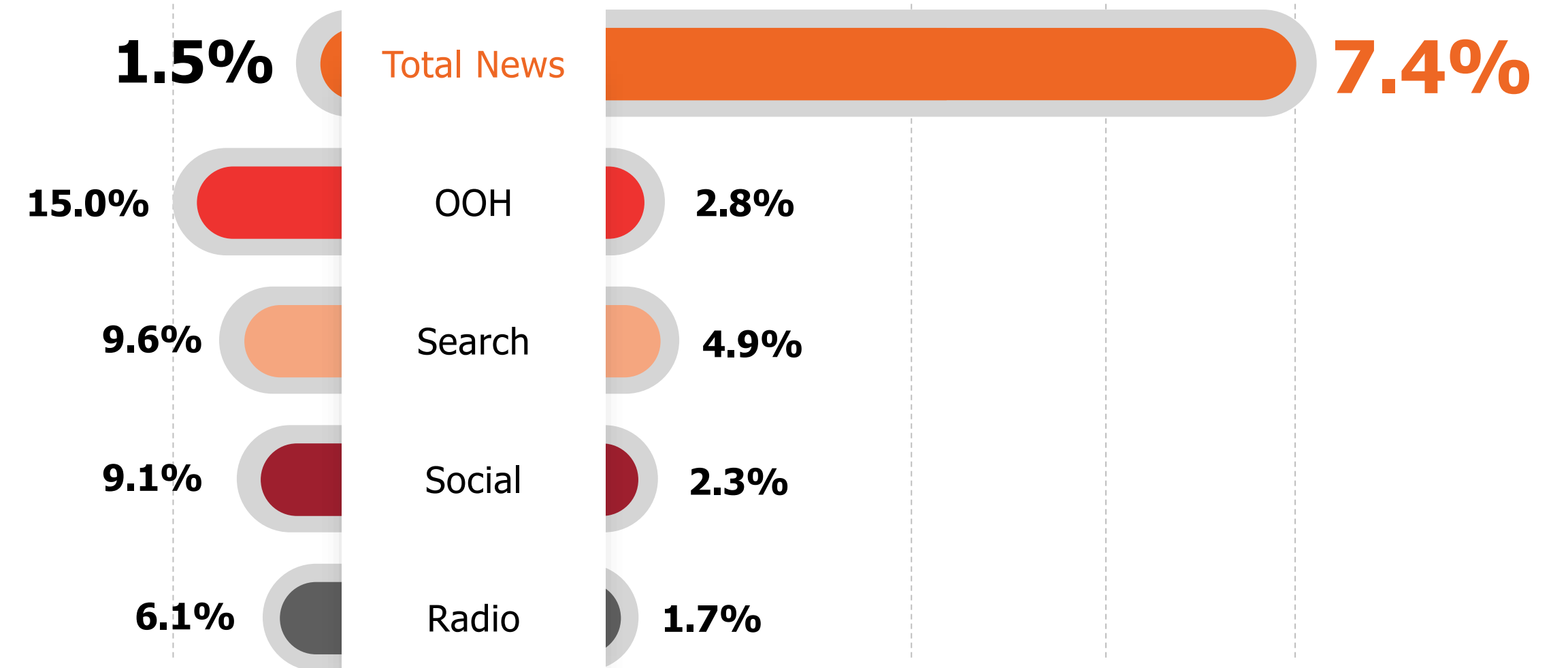
AUSTRALIAN MEDIA MIX



Current
Australian media mix

VS

Optimal
Optimised media mix



Share of media spend (%)

think
NEWS
brands