

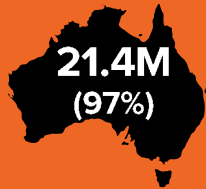


# Total News has power

## Trust in the staying power of Total News



### Super Scale



Aussies (aged 14+) read news every month.

### That's more than...

Eating vegetables  
17.5 million (80%)

Consuming milk  
16.2 million (73%)

Watching YouTube  
15 million (68%)

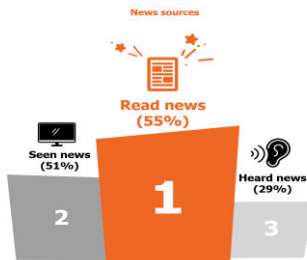
Drinking coffee  
12 million (54%)



### Anywhere, anyway

**20.7M** Australians consume news digitally each month

**Over 1 in 2** read both digital and print news each month



### News for everyone

**3 in 5**

News readers read 3+ special interest categories on top of general, breaking news

### Top Categories



- Property – 66%
- Sport – 60%
- Lifestyle & Health – 55%
- Entertainment & Culture – 51%
- Business & Finance – 48%



### Engaging 'ready to buy' audiences

Readers of top 3 titles within the auto, business & lifestyle news categories 20-30% more likely than general population to have high discretionary spending

Readers of top 3 titles within business categories 28% more likely to be very confident in their financial situation

Category readers more likely to be early adopters of new cars, tech and trying new travel experiences



### Eyes with wallets

**62%** Of news readers are paying for access and 88% more likely to read 5+ content categories.

Paying news readers are 20% more likely than the general population to be homeowners and big spenders

On average, they hold 2X level of wealth greater than average Aussie (\$162K in savings/ investments vs \$73K)

Source: Roy Morgan, All People 14+. All audience data is based on the last 4 weeks averaged over the 12 months to December 2023. Total News Publishing is defined as Australians aged 14+ reading news in print and/or news in digital. Digital news includes Australian publishers' news websites/apps, Apple News, and non-Australian-owned news. It also includes ABC News and Google News. All figures based on Total News definition except category reach which includes Total News Publishing.