

Reconfiguring the measured audience

Revitalizing Concepts in Mass Communications Conference, Brussels,
17-18 February, 2017

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Predicted
audience

Measured
audience

Actual
audience

TV

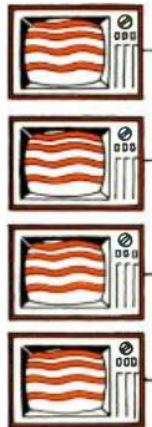
Print

Radio

“How do
you know
what programs
people are
watching in the
sample
households?”

The answer is simple-but it
is based on an extraordinary-
ly complex system of
electronic data transmission
and data processing.

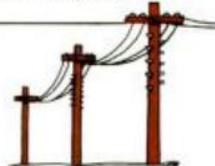
Heart of this system is the
Nielsen-designed Storage
Instantaneous Audimeter
(SIA). Smaller than a cigar




Up to 4 TV sets in each sample
household-connected to Nielsen
Storage Instantaneous Audimeter

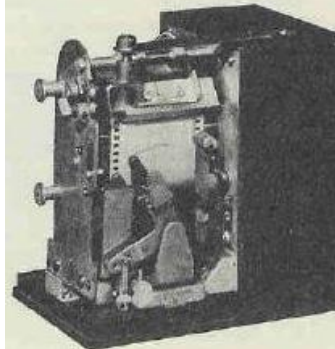


Special Telephone Line



THE  TIMES						
<i>The Times</i>	- - {	—	—	June	—	870,000
		—	—	Sept.	—	980,000
		—	—	Dec.	—	920,000
A glance will show the immense superiority of the circulation of <i>The Times</i> paper.						

THE NIELSEN AUDIMETER



... the graphic recording in-
strument installed in a radio
receiver in a scientifically se-
lected radio home. By record-
ing every twist of the dial,
every minute of the day or
night, the Audimeter obtains
precious radio data not avail-
able through any other means.
Audimeters are of 3 different
types (only one illustrated
here).

Strictly Come Dancing wins the Christmas TV ratings battle as 7.2 million viewers tune in to see head judge Len Goodman's last show

By [ELLIE GENOWER FOR MAILONLINE](#)

PUBLISHED: 09:57 GMT, 27 December 2016 | **UPDATED:** 12:24 GMT, 27 December 2016

Strictly Come Dancing's Christmas Special topped the TV ratings this year, with 7.2 million people tuning in to see head judge Len Goodman bid farewell to the show.

The special featured a set of previous Strictly contestants to the show, with Frankie Bridge, Ainsley Harriott, Melvin Odoom, Denise Lewis, Pamela Stephenson and Gethin Jones all taking part.

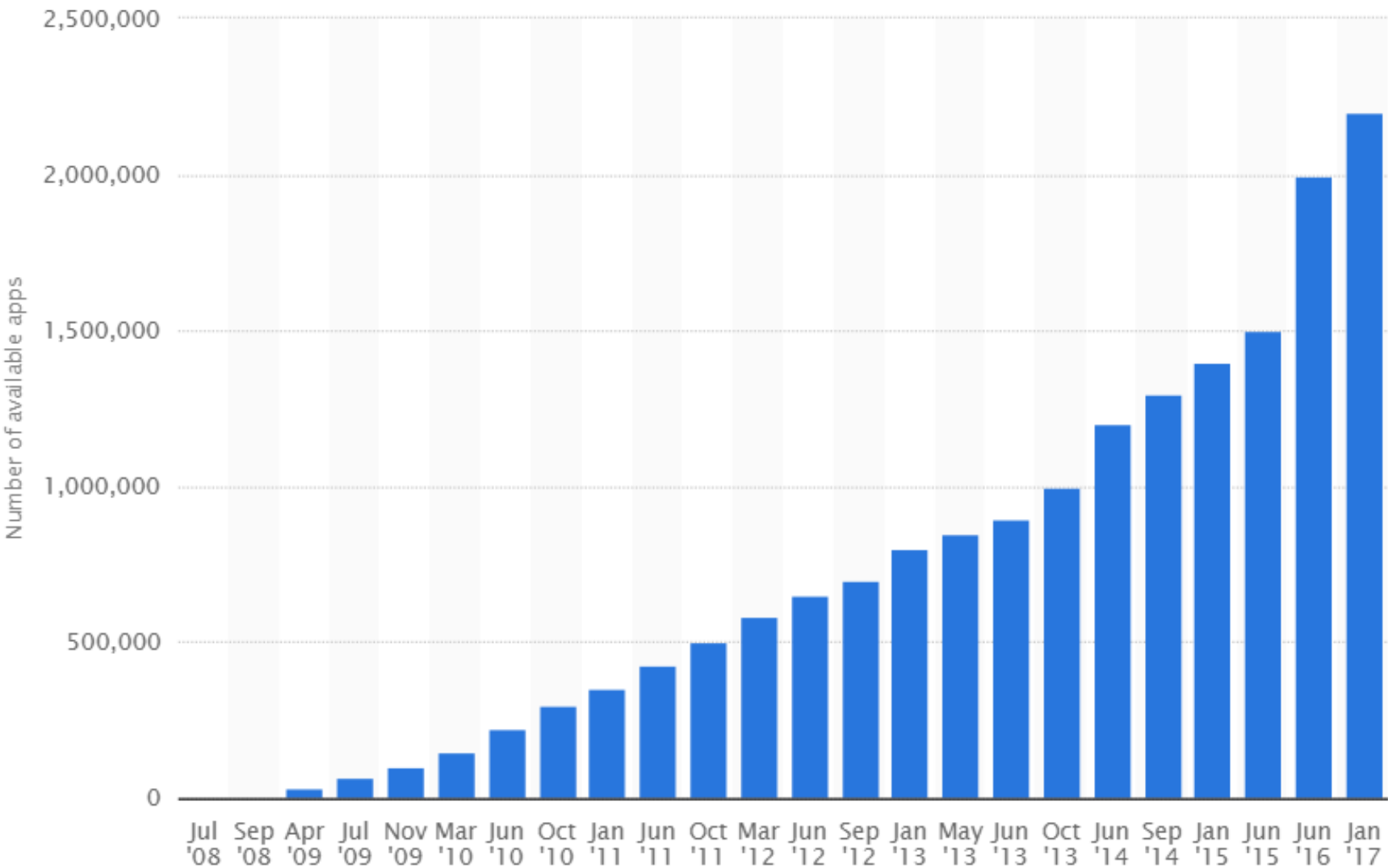
Mervin triumphed in the contest which saw a misty-eyed Len award a ten for every dance.





Nielsen Meter

Number of available apps in the Apple App Store



Source: Statista

[washingtonpost.com](http://www.washingtonpost.com) > [Business](#) > [Industries](#) > [Media](#)

Nielsen Sued Over TV Ratings Method

Univision Says 'People Meter' Undercounts Minorities

By Frank Ahrens

Washington Post Staff Writer

Friday, June 11, 2004; Page E03

The nation's largest Spanish-language broadcaster yesterday sued to stop Nielsen Media Research Inc. from rolling out a controversial television ratings technology in Los Angeles that opponents say undercounts minority viewers.

“... ratings system resulted in a ratings decline for African-American and Hispanic radio stations in New York of between 38-67%.”

- **Charles Warfield** ([Source](#))



THE TIMES

<i>The Times</i>	{	—	—	June	—	870,000
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		—	—	Dec.	—	920,000

A glance will show the immense superiority of the circulation of *The Times* paper.

1841

The Times



3 October to 30 October 2016

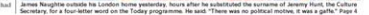
Analysis of Circulation

Average Circulation Per Issue

TOTAL	United Kingdom	Republic of Ireland	Other Countries
437,352	420,310	2,614	14,428

2016

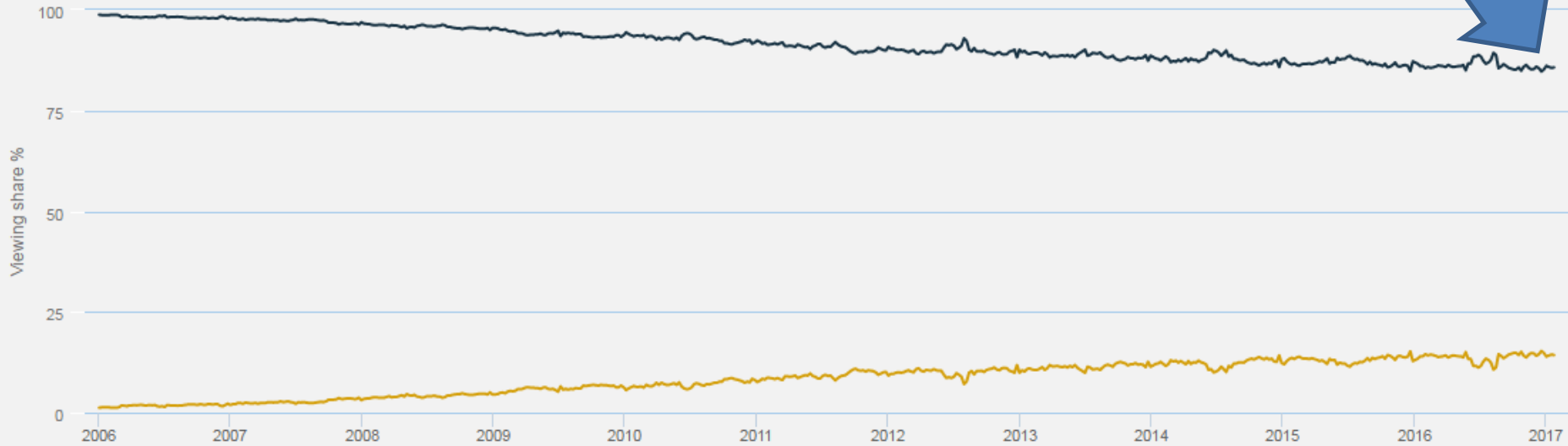
So how was breakfast, Mr Naughtie?



Massachusetts Market's Dairy Blend infant formula is available from Food Hero United www.fh.us, 17000 Springbrook, Suite 400, Dallas, TX 75244



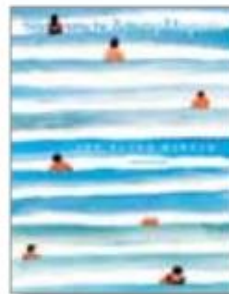
Live vs. time-shifted viewing, 2006-2017 (UK)



Live viewing



Time-shifted viewing



Wide coverage and premium platforms

Süddeutsche Zeitung¹

SZ am Wochenende¹

SZ-Magazin²

SZ.de desktop³

SZ.de mobile³

**1.13 million
readers per issue**

**1.13 million
readers per issue**

**1.23 million
readers per issue**

**7.07 million
Unique Users/month**

**4.49 million
Unique Users/month**

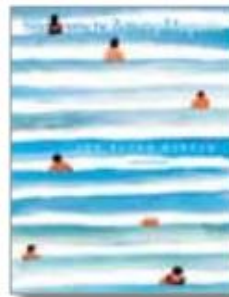
**107.35 million
Pls per month**

**66.62 million
Pls per month**

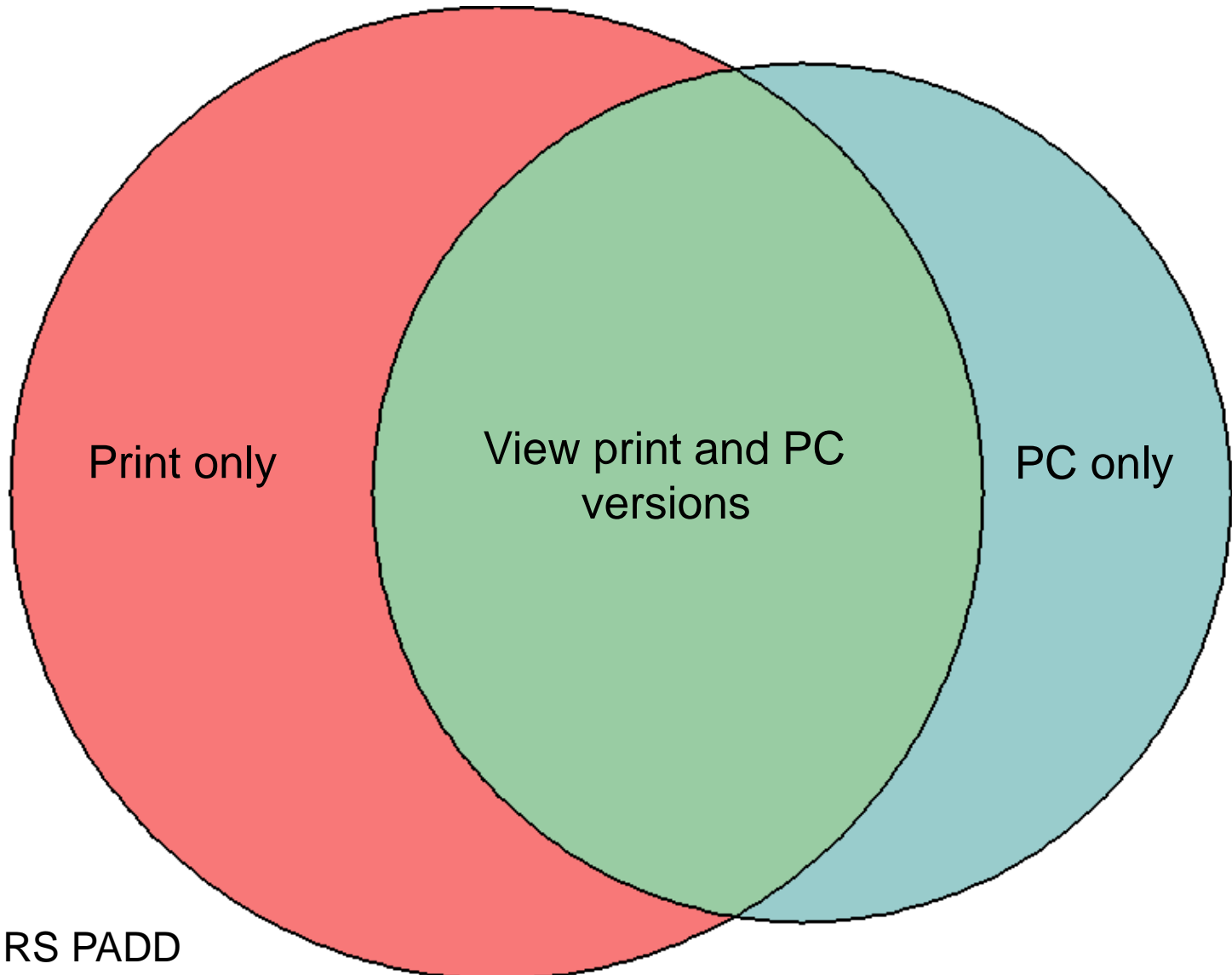
**31.87 million
visits per month**

**21.31 million
visits per month**

Source: https://sz-media.sueddeutsche.de/de/service/downloads/preisliste-mediadaten-sz_de.pdf



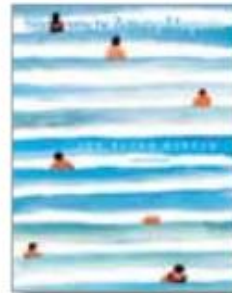
Average monthly Print/PC audience overlap for 13 UK newspaper brands



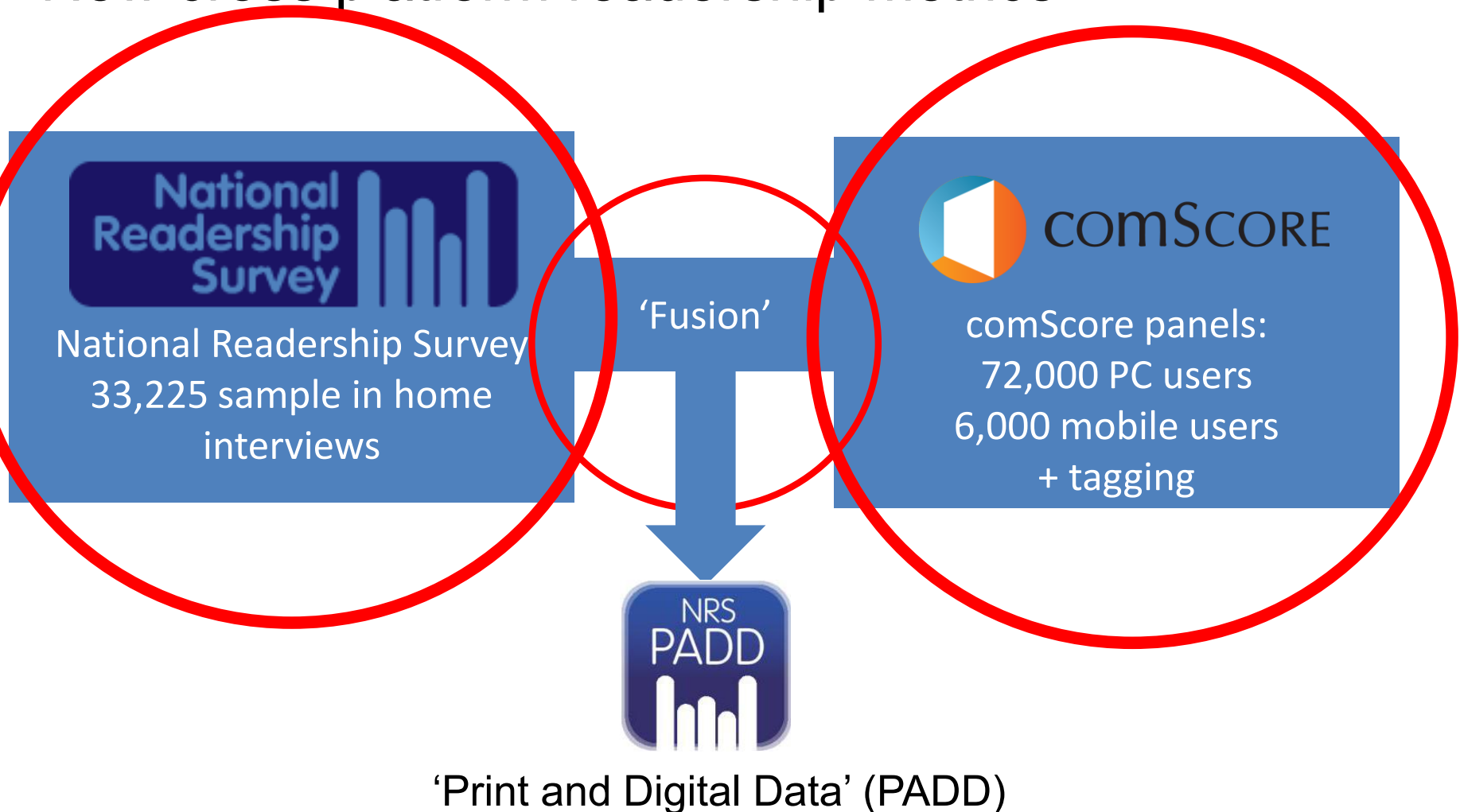
Source: NRS PADD

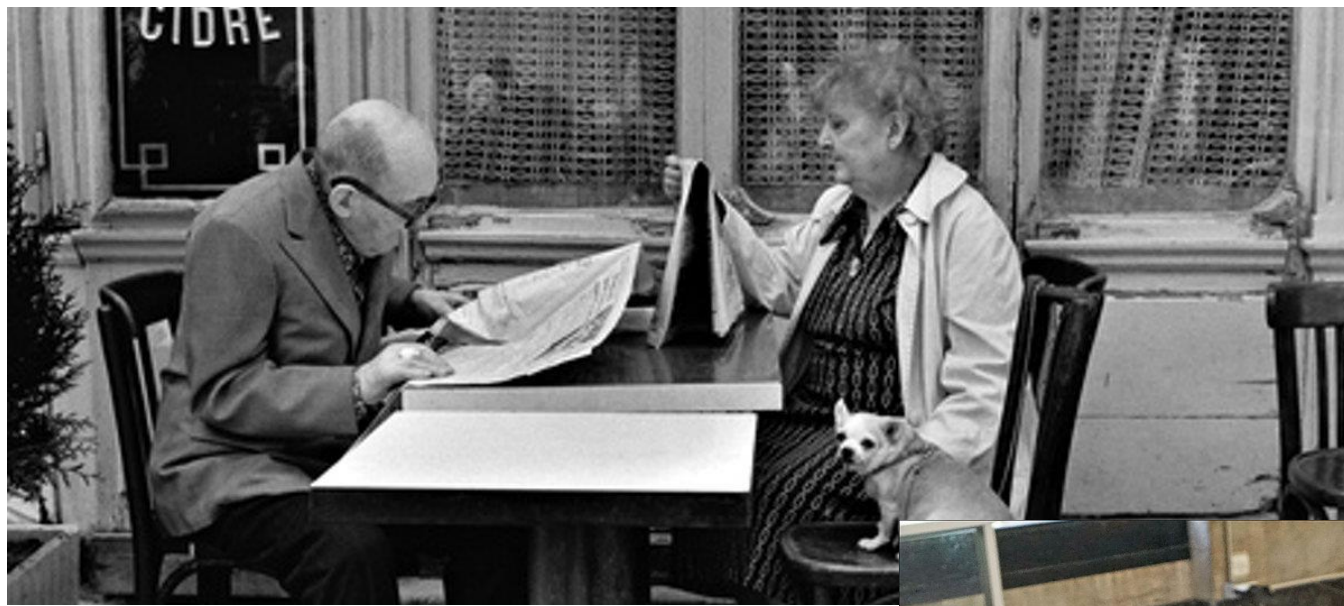
Wide coverage and premium platforms

Süddeutsche Zeitung ¹	SZ am Wochenende ¹	SZ-Magazin ²	SZ.de desktop ³	SZ.de mobile ³
1.13 million readers per issue	1.13 million readers per issue	1.23 million readers per issue	7.07 million Unique Users/month	4.49 million Unique Users/month
			107.35 million Pls <u>per month</u>	66.62 million Pls <u>per month</u>
			31.87 million visits <u>per month</u>	21.31 million visits <u>per month</u>



New cross platform readership metrics





On average mobile adds a further 107% audience reach to individual newsbrand footprints

Monthly Audience Estimates ('000s)

■ Print ■ Print & PC ■ Print, PC & Mobile

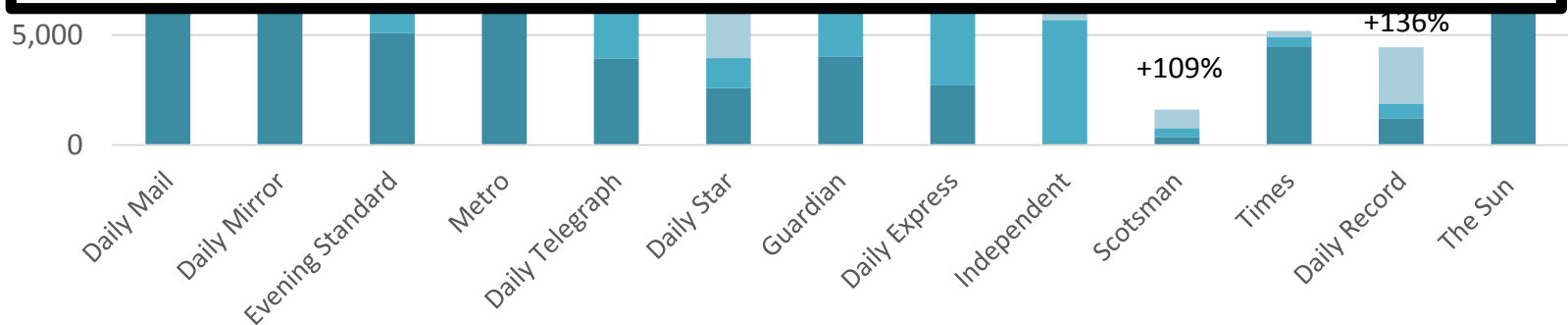
35,000 +85%

“The inclusion of the [online] data ... created impressive headlines as to the overall reach of publisher brands”

“Depressing headlines about the ongoing decline of print audiences ... have been transformed to a positive story of growing mobile audiences and extensive brand reach”

Katherine Page, NRS

(“Breaking and making: A new measurement service for the British published media”)



Source: NRS PADD: NRS July 2015 – June 2016 & comScore June 2016
(Monthly audience estimates)





FTSE 100
▲ 6,484





BUSINESS NEWS

EU CLEARS \$1.2BN FRENCH AID TO PEUGEOT ARM



Brussels approves first instalment of \$7bn in planned state guarantees and requires carmaker to propose restructuring plan for its entire business

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Av. Time spent per day by online and print readers of 11 UK national newspaper brands



Average print reading time
per reader
per day:

40 minutes

Average online usage time
per visitor
per day:

30 seconds



- “**share of consumption**” should be “**calculated from *time spent*** for each platform” (Ofcom 2015a, 5, emphasis added).
- “***time-based* metrics will benefit publishers**” because they **value “real reader engagement over clicks”** (FT.com 2015).
- “***total time reading***” as its “**top-line metric**” (Williams 2015).





National Readership Survey
33,225 sample in home
interviews

‘Combined’

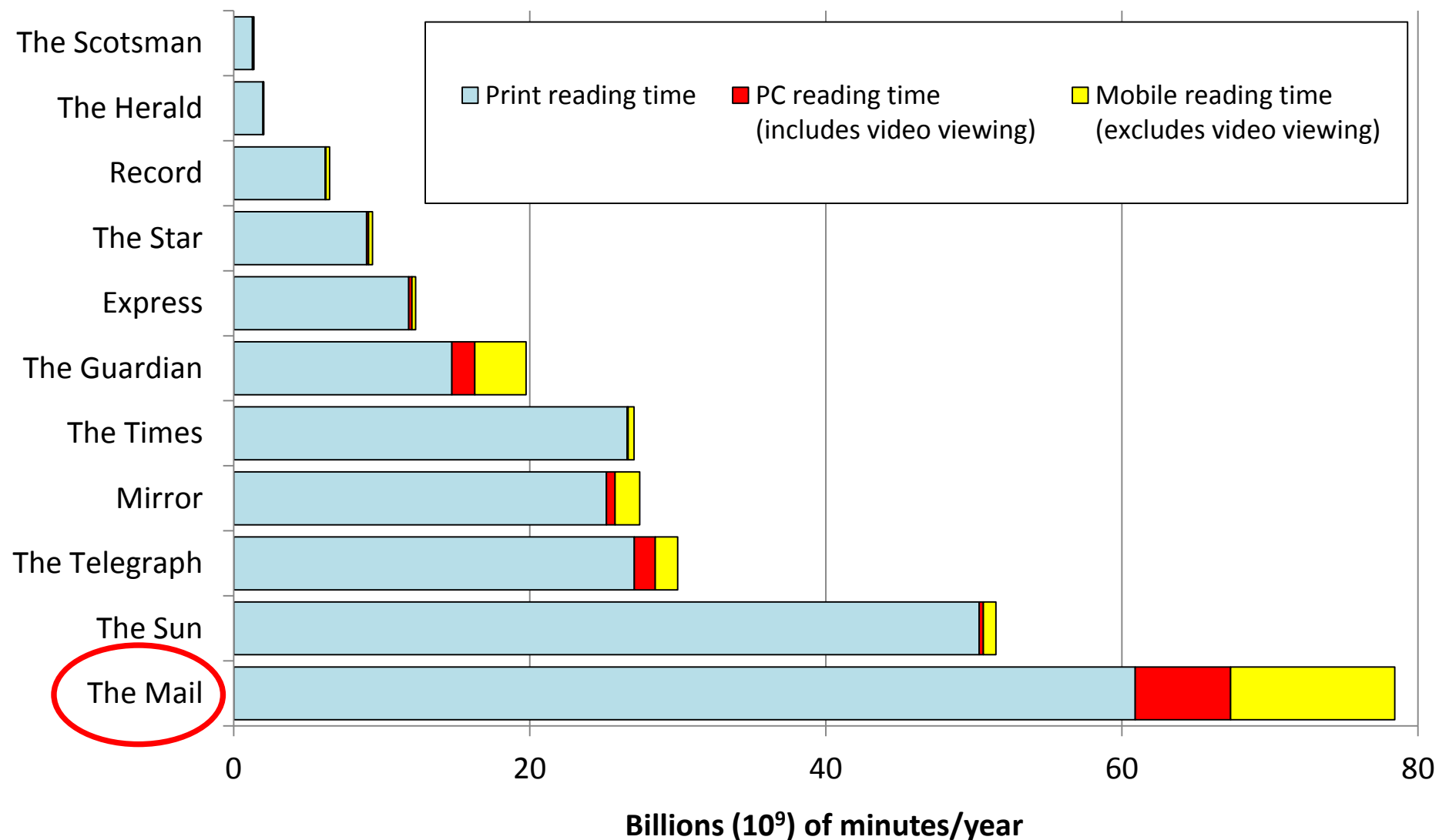


comSCORE

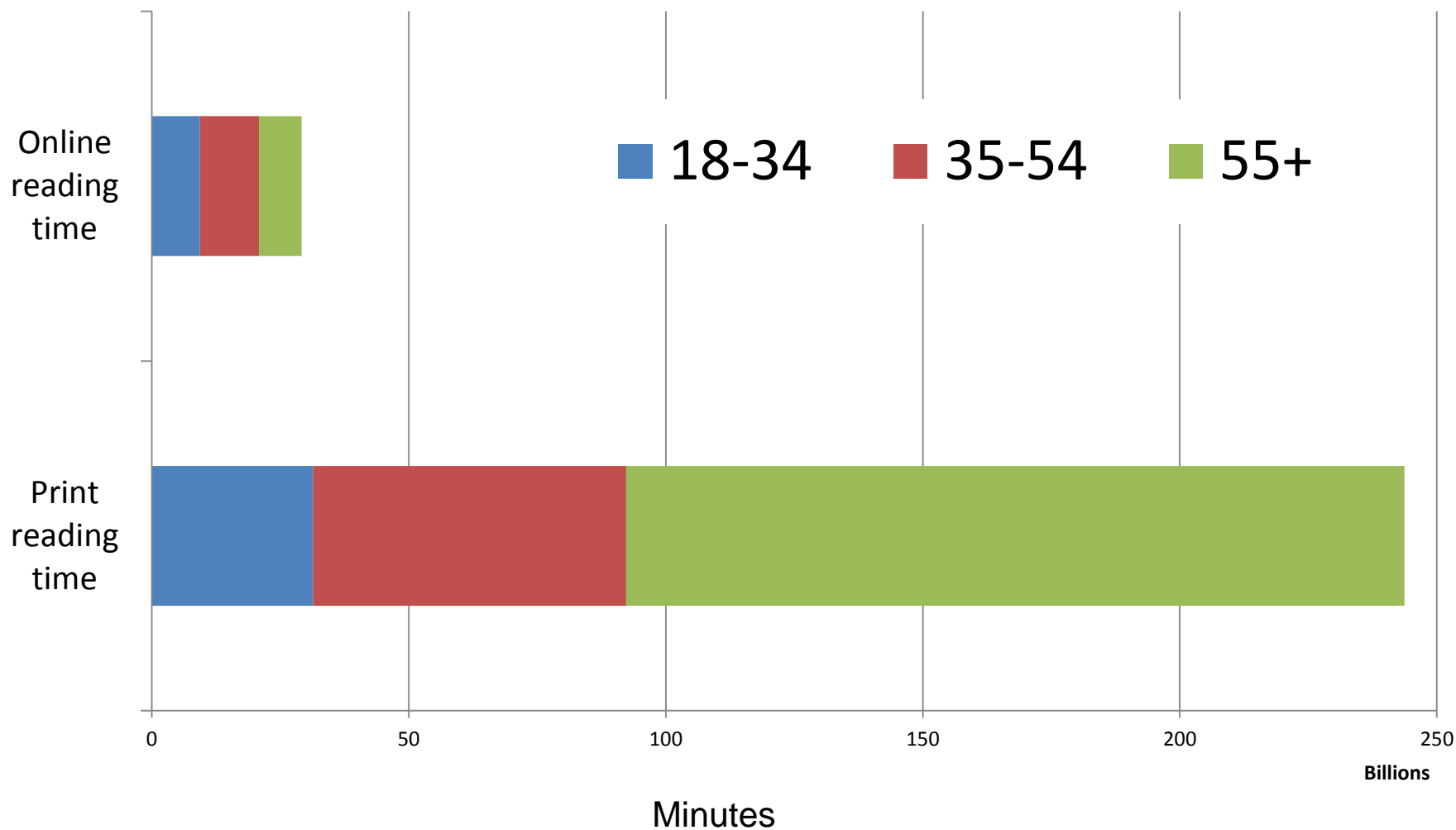
comScore panels:
72,000 PC users
6,000 mobile users
+ tagging



Estimated total minutes spent reading by the aggregated British print, PC, and mobile readerships of each of 11 British national newspaper brands, April 2015–March 2016 (inclusive)



Time spent reading nine UK newspapers by their 18–34, 35–54, and 55+ year old British print and online audiences, 2015.



Source: Neil Thurman and Richard Fletcher (forthcoming)

- **Retain print readers:**
 - Annual revenue per print reader = £124. Per digital user = £15.50*
- **Push value of print product to advertisers:**
 - John Witherow, editor of *The Times*: “a bias against print [by ad agencies] ... I think they are mistaken and print will come back.”**
- **Emulate—online—qualities of print that make it so engaging:**
 - Design cues refined over centuries
 - Contained experience
 - Sense of completion

NEWSPAPER CONSUMPTION IN THE MOBILE AGE

Re-assessing multi-platform performance and market share using “time-spent”

Neil Thurman

This article combines data from the British National Readership Survey, the Audit Bureau of Circulations, and comScore to calculate how much audience attention newspapers' print, personal computer (PC), and mobile platforms attract. The results show that, of the time spent with 11 UK national newspaper brands by their British audiences, 88.5 per cent still comes via their print editions, 7.49 per cent via mobiles, and just 4 per cent via PCs. The study reveals that the “share of consumption” of UK national newspaper brands (when measured by time spent) is less evenly distributed than commonly understood, conforming better to a logarithmic pattern than a linear one, and that a single brand—The Mail—has close to a 30 per cent market share. Such data should inform debates on, and the regulation of, media plurality. For publishers, this research calls into question the transition from print to online, showing how “dead-tree” editions are their most important platform. However, the circulation of print editions is in steep decline and newspapers' fortunes are falling almost as steeply. Unless the qualities that make newsprint so much more engaging than online journalism can be harnessed to propel a reading resurgence, newspapers' decline will continue, with important social, cultural, and political consequences.

KEYWORDS attention; audience measurement; comScore; engagement; mobile audience; newspaper readership; ratings analysis; time spent

Introduction

The measurement of media audiences generates data that are crucial to media owners, advertisers, regulators, and legislators, as well as citizens and others in public life. Media owners use audience data to make micro-level decisions on editorial content

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STUDIES

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