

JOURNALISM, AUDIENCES, AND VALUE: Insights from the development of audience metrics

Communicative Figurations Conference, ZeMKI Research Centre,
University of Bremen, Bremen, 8–9 December 2016.

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Global advertising by category¹ (US \$ millions)

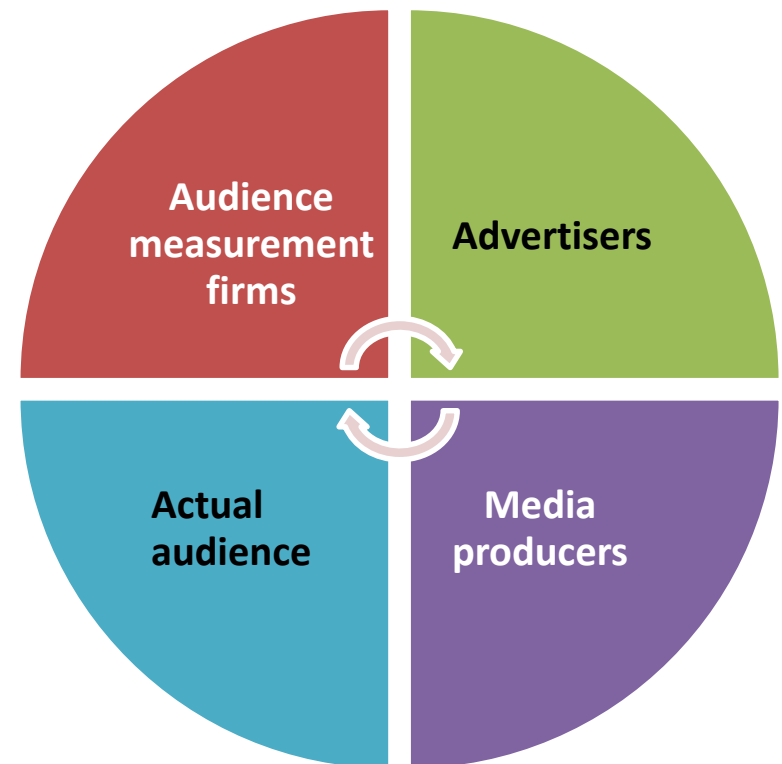
Category	2016
Digital	168,538
Television	202,511
Audio	31,271
Cinema	2,389
Out-of-Home	34,824
Consumer Magazines	21,903
Newspapers	70,389
Video Games	4,906
Total	505,642

¹At 2014 average exchange rates.

Note: Television, audio, newspaper, and consumer magazine digital advertising as well as video games advertising are included in their respective segments and also in the digital advertising segment, but only once in the overall total.

Sources: McKinsey & Company, Wilkofsky Gruen Associates

■ The audience marketplace





Print circulation



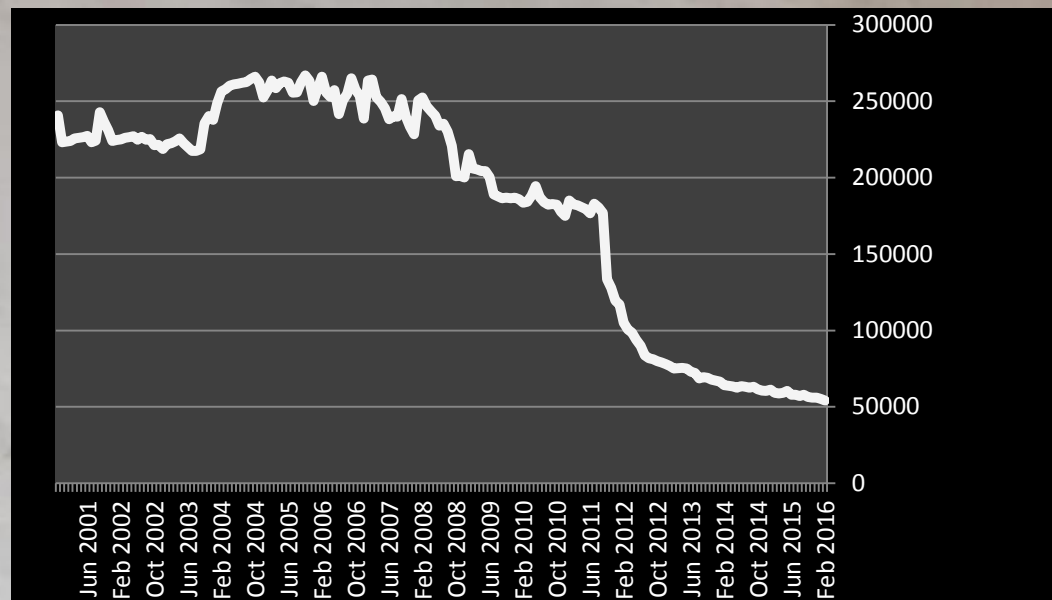
Print readership



comSCORE

Online

LAURENCE



STOP PRESS

Read all about it (and enjoy four
souvenir supplements) in this,
our final printed edition

1986-2016

THE TIMES

The Times - - { — — June — 870,000
 — — Sept. — 980,000
 — — 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

THE OBSERVER

FACTS

Circulation

ABC June-Dec. 1956: 633,064

Readership

1956 Hulton Survey 1,880,000

1956 I.P.A. Survey 2,056,000

Readership = circulation \times readers per copy

Readership: 710,000

1957

2016

FREE 36-PAGE SPECIAL BIRTHDAY SUPPLEMENT

225 YEARS OLD TODAY

David Mitchell, Caitlin Moran, Jay Rayner, Michael Frayn, Katharine Whitehorn, Andrew Rawnsley and many more join our celebrations



The Observer

Sunday 4 December 2016 £10
(Overseas £14.50)

Hard Brexit stance could lose us power, say top Tories

■ Ex-ministers reject 'Ukip-lite' views
■ May urged to spell out EU strategy

Writing in today's Observer, the former Conservative cabinet minister Francis Maude, ex-foreign office minister and former transport secretary, claims there is a danger of the Conservative party being hijacked by a "Ukip-lite" faction. He says the party must spell out its strategy for Brexit, and that it must not be seen to be a mere extension of the Ukip agenda.



Football abuse scandal grows with 55 clubs now involved

More than 50 football clubs have now been named in a growing list of players involved in a scandal over football abuse. The list includes 55 clubs, and the number is expected to rise. The scandal involves allegations of sexual abuse and harassment of young players.

Sick children moved as intensive care units run out of beds

Children have been moved from intensive care units as hospitals run out of beds. The move is being made as a temporary measure to cope with the high number of children requiring intensive care.

1997



1. Total qualifying traffic for the certification period 8 September – 7 October 1997

	Total
Page impressions	7,336,442

Telegraph



1 October to 31 October 2016

Page Impressions

Country/Region

Page Impressions

United Kingdom

189,606,298

Rest of the world

150,577,141

2016

Wide coverage and premium platforms

Süddeutsche Zeitung¹

**1.13 million
readers per issue**

SZ am Wochenende¹

**1.13 million
readers per issue**

SZ-Magazin²

**1.23 million
readers per issue**

SZ.de desktop³

**7.07 million
Unique Users/month**

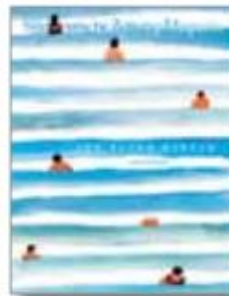
**107.35 million
Pls per month**

SZ.de mobile³

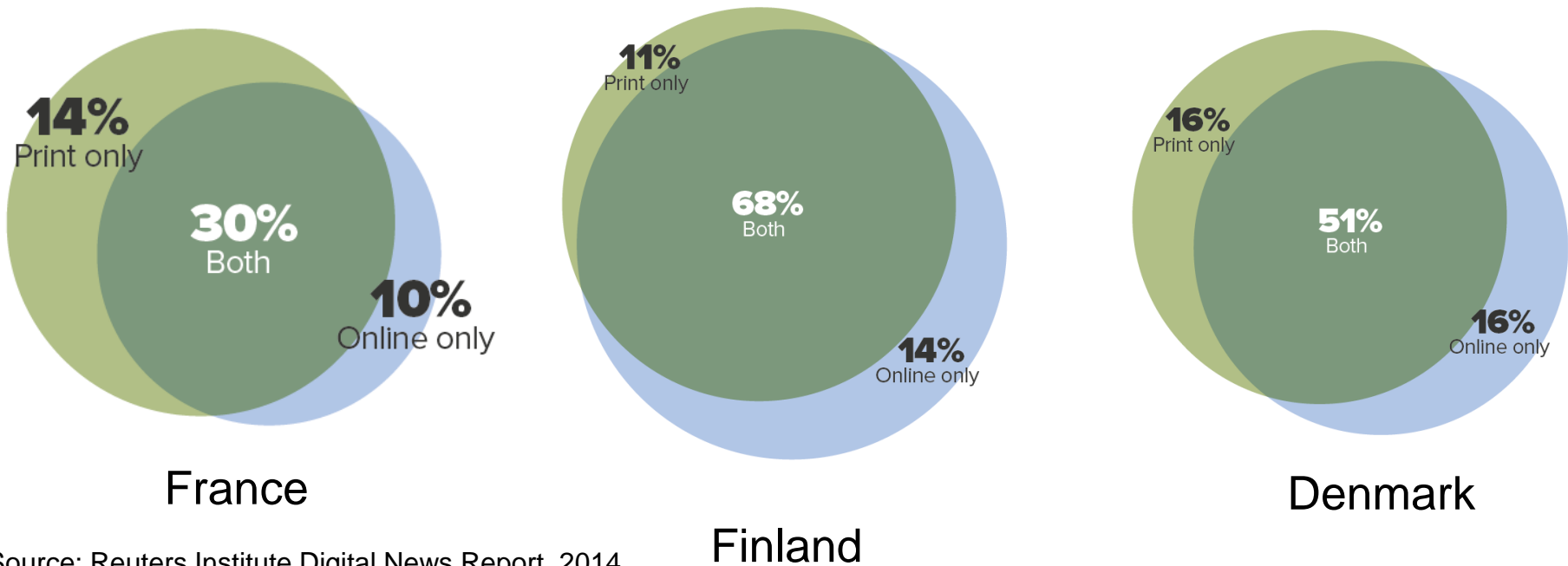
**4.49 million
Unique Users/month**

**66.62 million
Pls per month**

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



Overlaps in newspaper usage between print and online



Source: Reuters Institute Digital News Report, 2014

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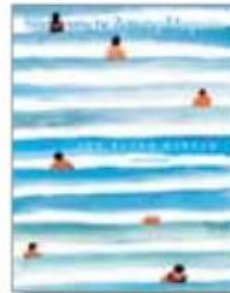
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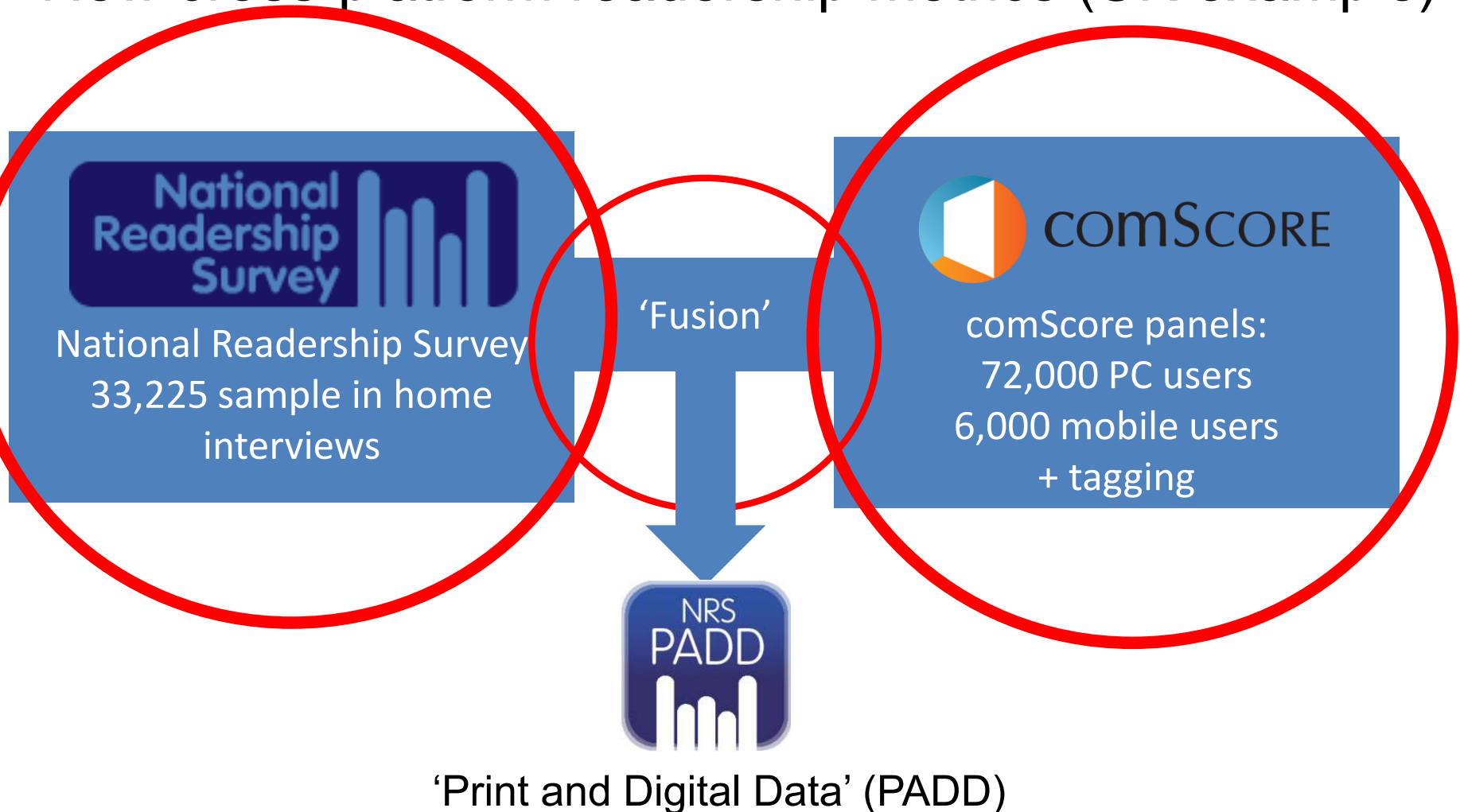
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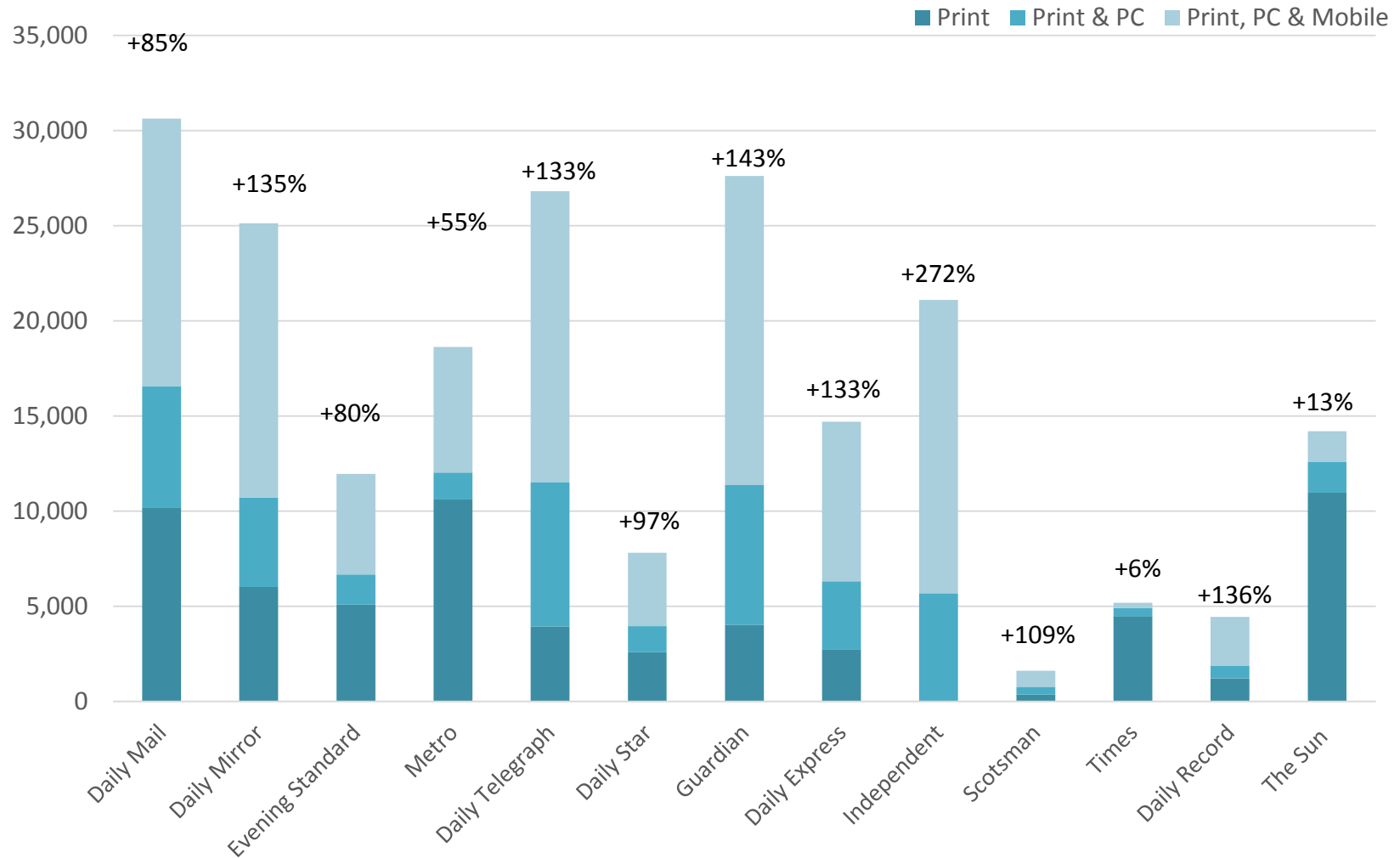
New cross-platform readership metrics (UK example)





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

Monthly Audience Estimates ('000s)



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

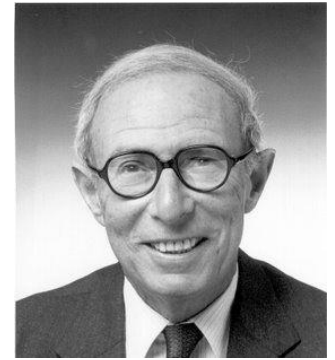
“The inclusion of the PC website and mobile data ... created impressive headlines as to the overall reach of publisher brands”

“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”)

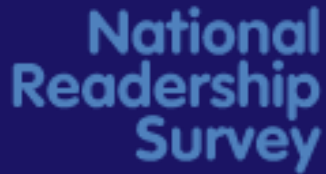
- “the preoccupation with audience size has led to erroneous decisions in the management of media content” - **Bogart 1966: 47**



Source: Bogart, Leo (1966) “Is it time to discard the audience concept?”
Journal of Marketing 30.1.

- The UK's **media regulator**, Ofcom, believes that “**share of consumption**” be “**calculated from *time spent*** for each platform” (Ofcom 2015a, 5, emphasis added).
- The ***Financial Times*** believes “**time-based metrics will benefit publishers**” because they **value “real reader engagement over clicks”** (FT.com 2015).
- **Medium**, developed by Twitter's co-founder Ev Williams, **uses “total time reading” as its “top-line metric”** (Williams 2015).





National
Readership
Survey

National Readership Survey
33,225 sample in home
interviews



comSCORE

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

'Fusion'



**Daily
Mail**



THE TIMES

theguardian



THE SCOTSMAN
SCOTLAND'S NATIONAL NEWSPAPER

The Herald
FOUNDED ON MONDAY JANUARY 27, 1783

The Telegraph



**DAILY
Mirror**

**THE
Sun**

**DAILY
STAR**

**Daily
Record**



National Readership Survey
33,225 sample in home
interviews

‘Fusion’



comSCORE

comScore panels:
72,000 PC users
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+ tagging



January 2015



National Readership Survey
33,225 sample in home
interviews

'Fusion'



comSCORE

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

Print: 15+

Great Britain
(excludes Northern Ireland)

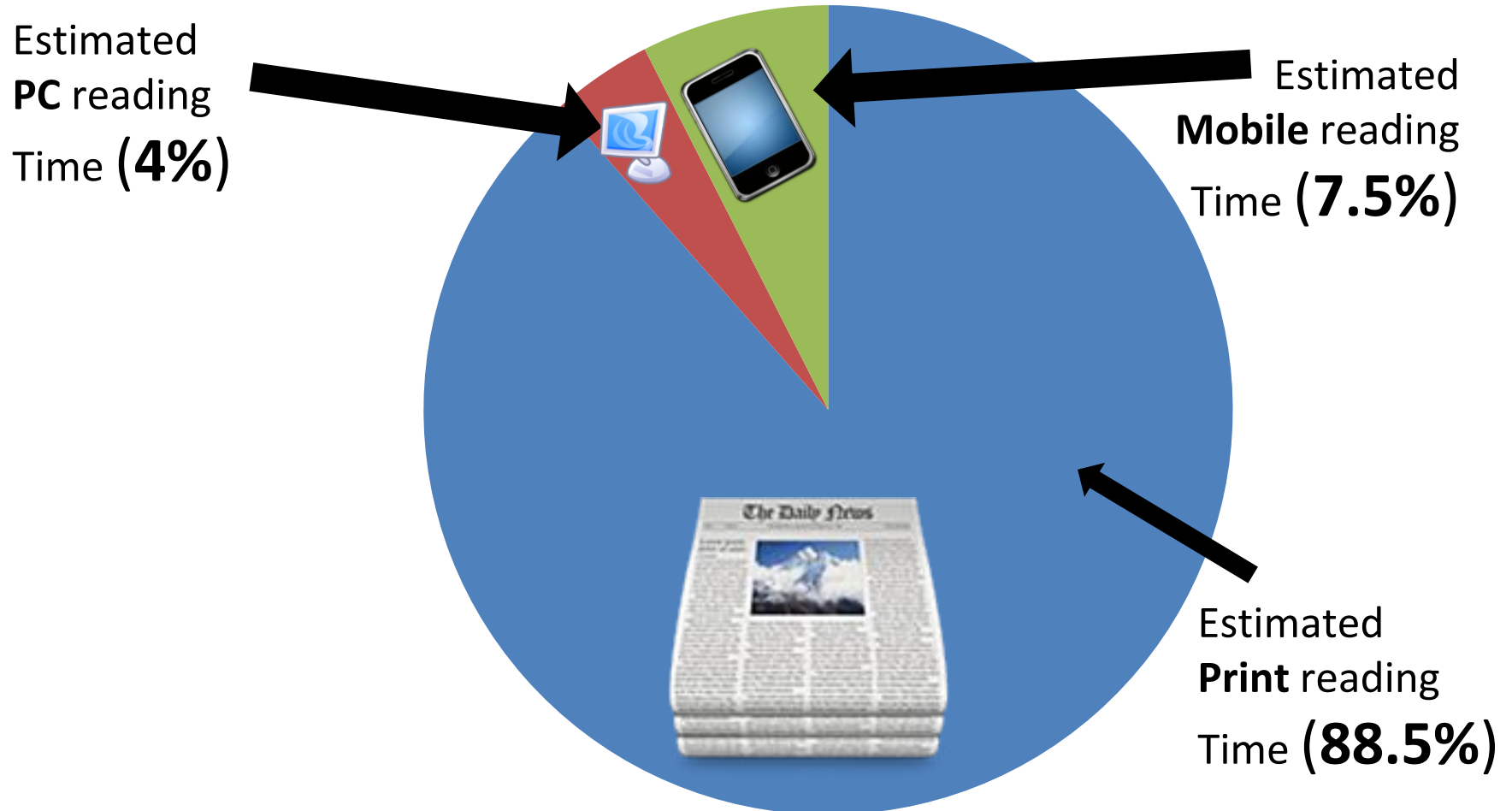


PC: 12+
Mobile: 18+

United Kingdom

Annual time spent reading. Aggregated print, PC, & mobile audiences.

(11 UK national newspapers, domestic audience, April 2015–March 2016)



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



Average print reading time
per reader
per day:

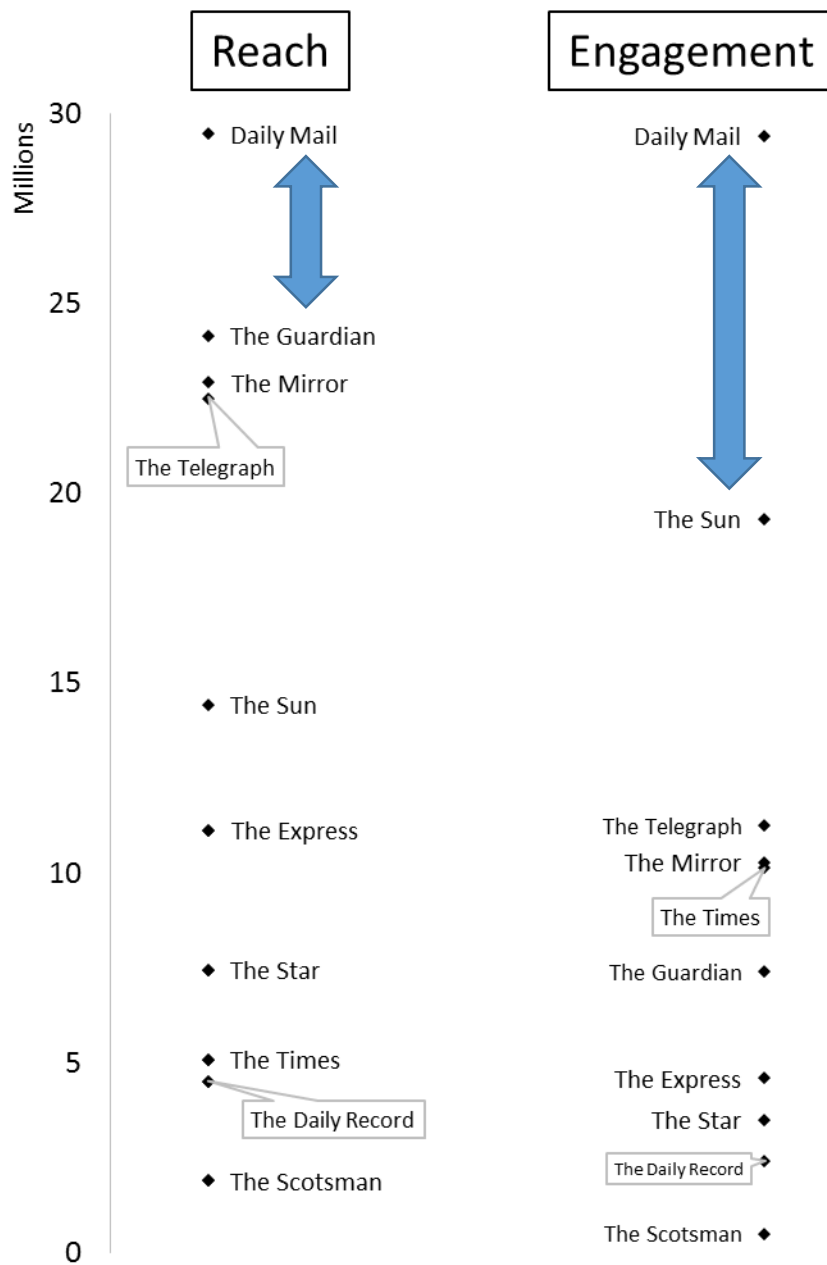
40 minutes

Average online usage time
per visitor
per day:

30 seconds



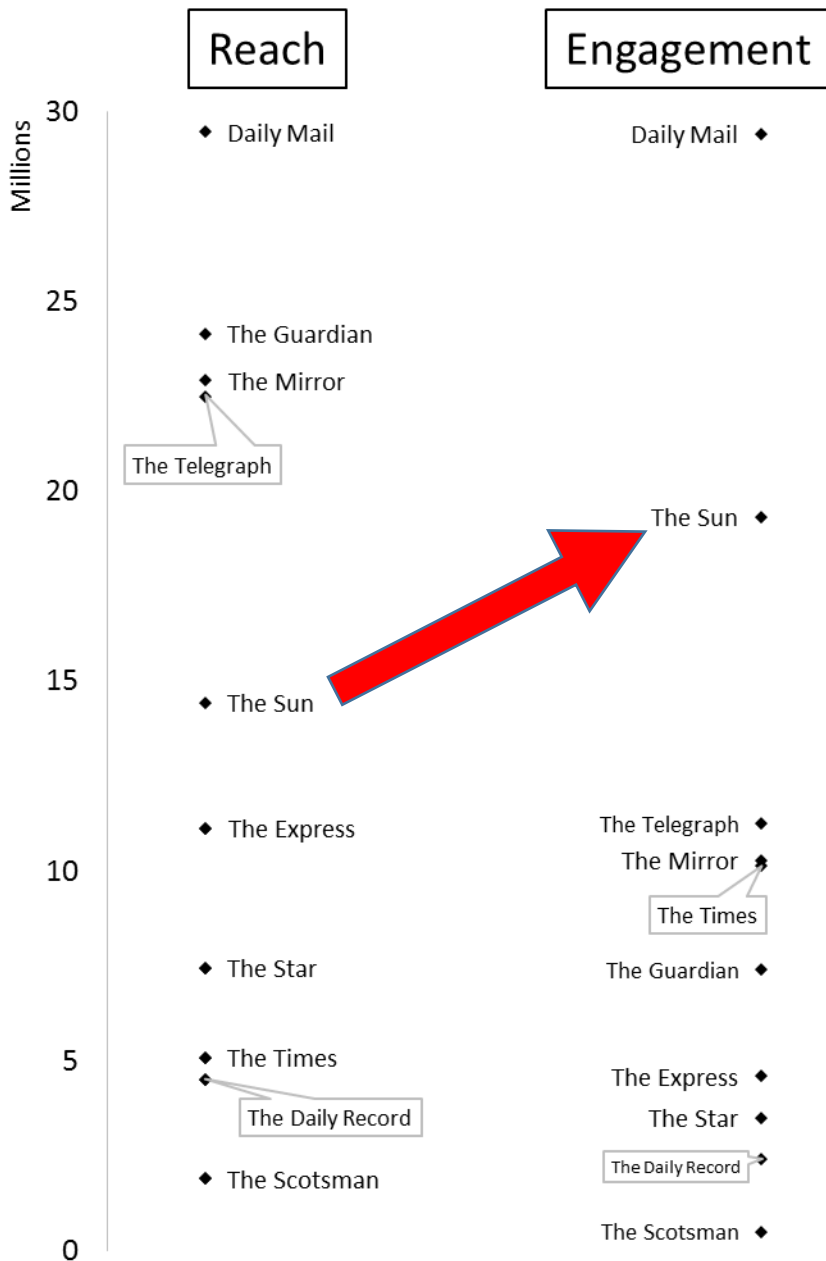
Monthly print, PC, and mobile audience (Sunday titles not included)



Billions

Annual print, PC, and mobile reading time (mins)

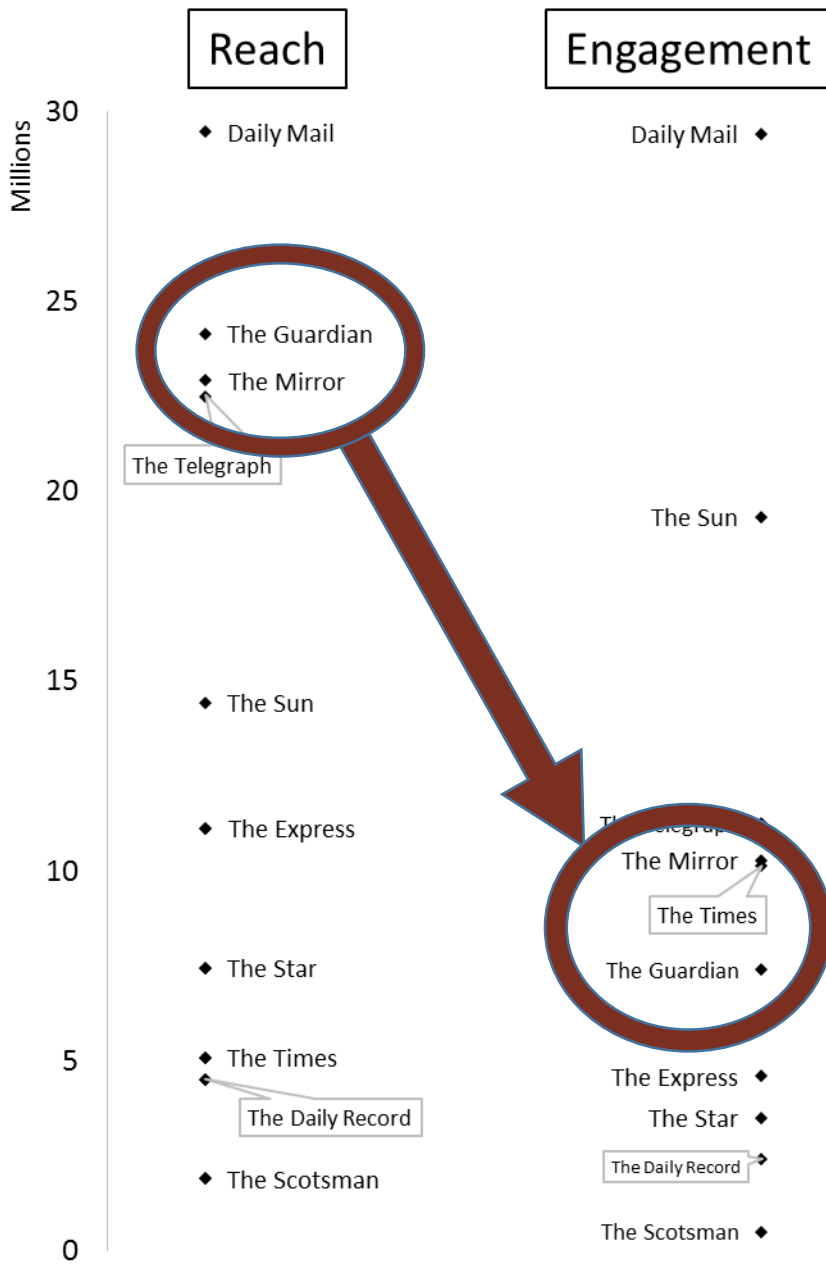
Monthly print, PC, and mobile audience (Sunday titles not included)



Annual print, PC, and mobile reading time (mins)

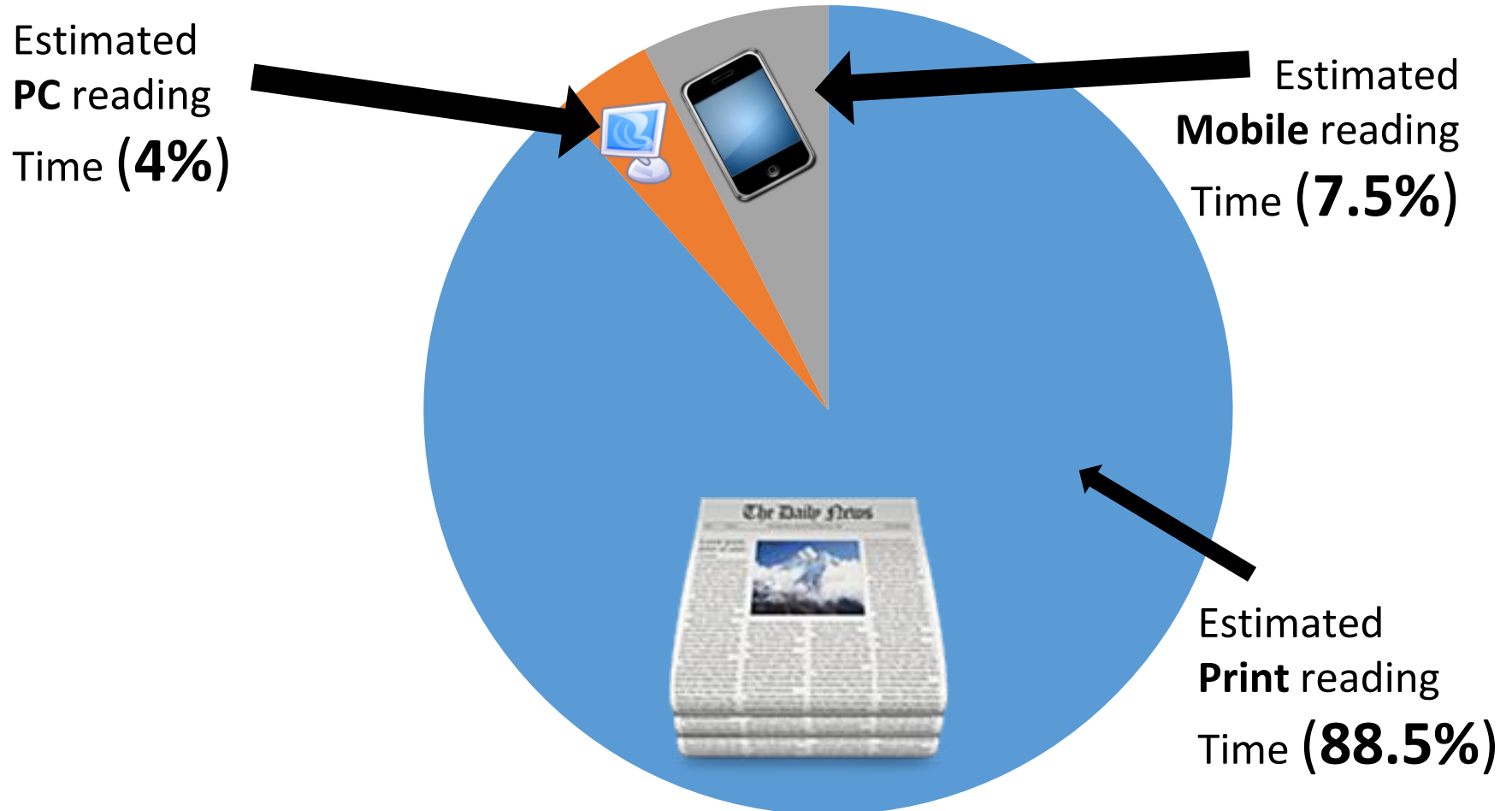


Monthly print, PC, and mobile audience (Sunday titles not included)



Annual time spent reading. Aggregated print, PC, & mobile audiences.

(11 UK national newspapers, domestic audience, April 2015–March 2016)



POLITICOMAGAZINE

FOURTH ESTATE

What If the Newspaper Industry Made a Colossal Mistake?

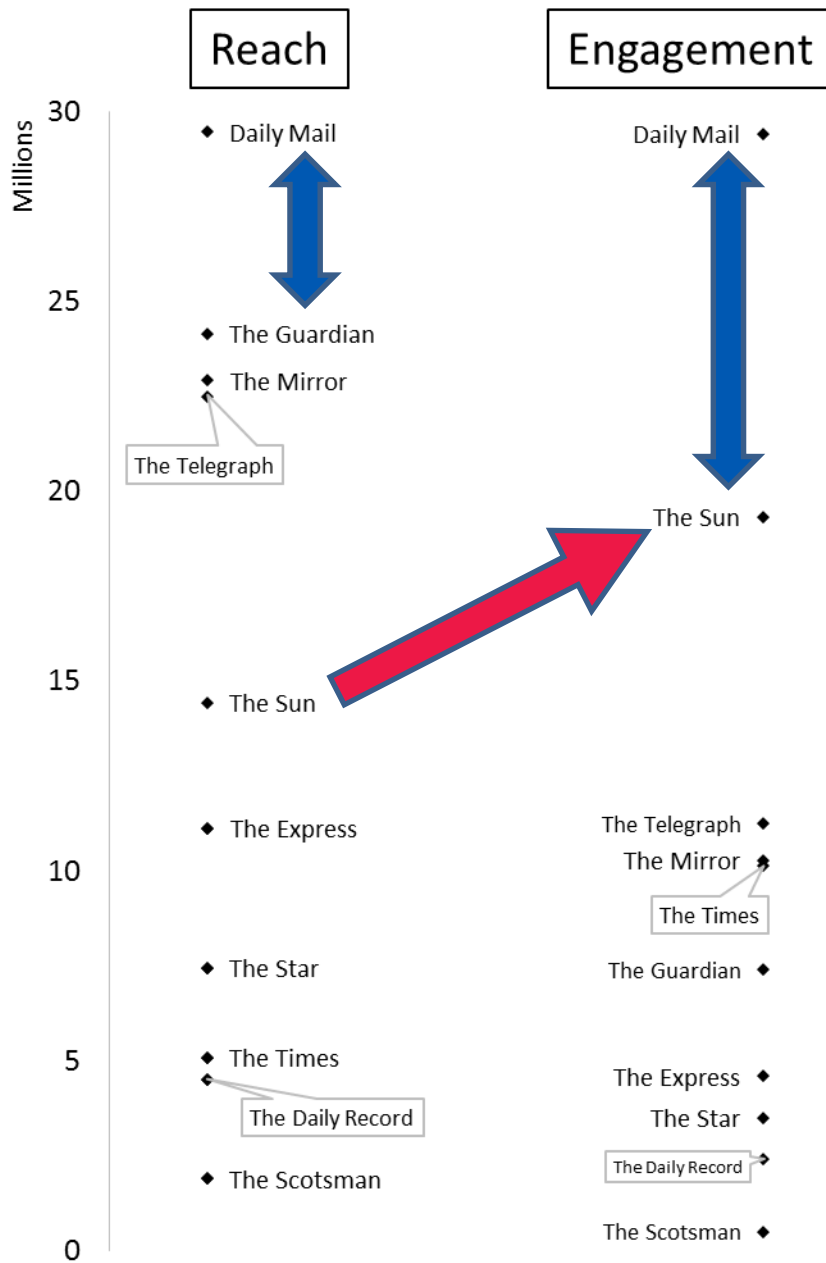
By JACK SHAFER | October 17, 2016

 Share on Facebook Share on Twitter

What if almost the entire newspaper industry got it wrong?

What if, in the mad dash two decades ago to repurpose and extend editorial content onto the Web, editors and publishers made a colossal business blunder that wasted hundreds of millions of dollars? What if the industry should have stuck with its strengths—the print editions where the vast majority of their readers still reside and where the overwhelming majority of advertising and subscription revenue come from—instead of chasing the online chimera?

Newspapers are
“stuck between a
failing experiment
with digital and a
shrinking market for
print”
(Iris Chyi, quoted in
Vasquez, 2015).



Annual print, PC, and mobile reading time (mins)

WEDNESDAY, JUNE 22, 2016 www.dailymail.co.uk DAILY NEWSPAPER OF THE YEAR 65p

Lies. Greedy elites. Or a great future outside a broken, dying Europe ...

If you believe in Britain vote Leave

Daily Mail COMMENT PAGES 18-19

Sunday, June 14, 2015 BRITAIN'S BEST-SELLING PAPER 50p

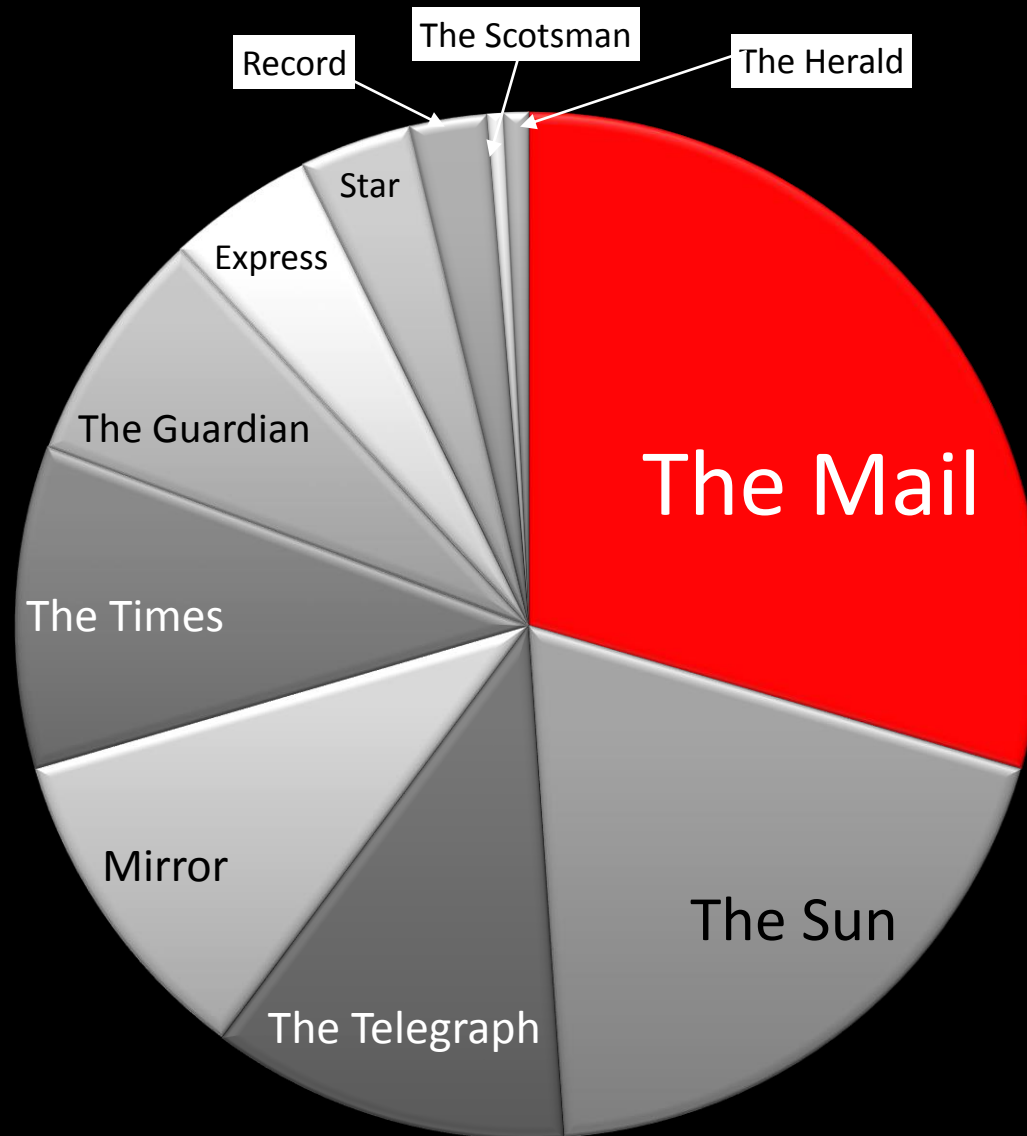
BeLEAVE in Britain

Oh Roo behave WAYNE'S PLEA TO ENGLAND FANS

THE Sun SAYS

VOTE TO QUIT EU ON JUNE 23

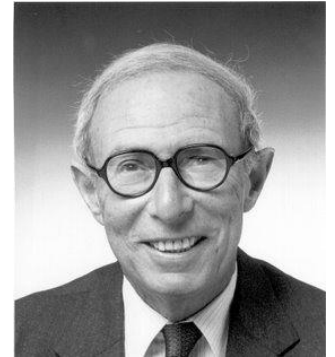
Distribution of annual multiplatform (print, PC, and mobile) reading time (in minutes) attracted by 11 UK national newspapers, April 2015–March 2016 (inclusive)



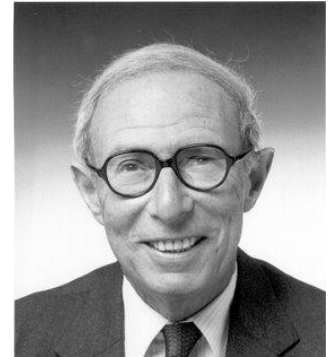
Sources: NRS and comScore.

Note: Data is for British audiences aged 18+. Video viewing on mobile platforms is excluded.

- “the preoccupation with audience size has led to erroneous decisions in the management of media content” - **Bogart 1966: 47**



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Advantages of attention-based metrics:

- Can capture newspapers' cross-platform audiences
- Single number, easy to understand
- Data collected continuously & at scale



Thank you.

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