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)

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>168,538</td>
</tr>
<tr>
<td>Television</td>
<td>202,511</td>
</tr>
<tr>
<td>Audio</td>
<td>31,271</td>
</tr>
<tr>
<td>Cinema</td>
<td>2,389</td>
</tr>
<tr>
<td>Out-of-Home</td>
<td>34,824</td>
</tr>
<tr>
<td>Consumer Magazines</td>
<td>21,903</td>
</tr>
<tr>
<td>Newspapers</td>
<td>70,389</td>
</tr>
<tr>
<td>Video Games</td>
<td>4,906</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>505,642</strong></td>
</tr>
</tbody>
</table>

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

Audience measurement firms

Advertisers

Actual audience

Media producers
A glance will show the immense superiority of the circulation of *The Times* paper.
Readership = circulation \times \text{ readers per copy}

Readership: 710,000
1. Total qualifying traffic for the certification period 8 September – 7 October 1997

<table>
<thead>
<tr>
<th>Page impressions</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7,336,442</td>
</tr>
</tbody>
</table>

1997

Telegraph

1 October to 31 October 2016

<table>
<thead>
<tr>
<th>Country/Region</th>
<th>Page Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Kingdom</td>
<td>189,606,298</td>
</tr>
<tr>
<td>Rest of the world</td>
<td>150,577,141</td>
</tr>
</tbody>
</table>
# Wide coverage and premium platforms

<table>
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<tr>
<th>Süddeutsche Zeitung(^1)</th>
<th>SZ am Wochenende(^2)</th>
<th>SZ-Magazin(^2)</th>
<th>SZ.de desktop(^3)</th>
<th>SZ.de mobile(^3)</th>
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<td><strong>1.23 million readers per issue</strong></td>
<td><strong>7.07 million Unique Users/month</strong></td>
<td><strong>4.49 million Unique Users/month</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>107.35 million Pls per month</strong></td>
<td><strong>66.62 million Pls per month</strong></td>
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Source: https://sz-media.sueddeutsche.de/de/service/downloads/preisliste_mediadaten-sz_de.pdf
Overlaps in newspaper usage between print and online

France
- 14% Print only
- 30% Both
- 10% Online only

Finland
- 11% Print only
- 68% Both
- 14% Online only

Denmark
- 16% Print only
- 51% Both
- 16% Online only

Source: Reuters Institute Digital News Report, 2014
Wide coverage and premium platforms

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New cross-platform readership metrics (UK example)

National Readership Survey
33,225 sample in home interviews

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

‘Fusion’

‘Print and Digital Data’ (PADD)
On average mobile adds a further 107% audience reach to individual newsbrand footprints

(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

• 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
33,225 sample in home interviews

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

Reach

Monthly reach

The Sun

The Guardian

The Daily Telegraph

Ludwig-Maximilians-Universität München
Department
Institut für Kommunikationswissenschaft und Medienforschung
National Readership Survey
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January 2015
National Readership Survey
33,225 sample in home interviews

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

‘Fusion’

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)

- Estimated Print reading Time (88.5%)
- Estimated PC reading Time (4%)
- Estimated Mobile reading Time (7.5%)

Sources: NRS, comScore
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

Sources: NRS, comScore
The diagram compares the reach and engagement of various newspapers. The reach is measured in millions, while the engagement is measured in billions of annual print, PC, and mobile reading time minutes.

- **Daily Mail**: Reach = 30 Million, Engagement = 80 Billion
- **The Guardian**: Reach = 15 Million, Engagement = 60 Billion
- **The Mirror**: Reach = 15 Million, Engagement = 60 Billion
- **The Telegraph**: Reach = 10 Million, Engagement = 40 Billion
- **The Sun**: Reach = 20 Million, Engagement = 70 Billion
- **The Express**: Reach = 10 Million, Engagement = 40 Billion
- **The Star**: Reach = 5 Million, Engagement = 20 Billion
- **The Times**: Reach = 5 Million, Engagement = 20 Billion
- **The Scotsman**: Reach = 2 Million, Engagement = 10 Billion
- **The Daily Record**: Reach = 1 Million, Engagement = 5 Billion


Reach

- Daily Mail
- The Guardian
- The Mirror
- The Sun
- The Express
- The Star
- The Times
- The Daily Record
- The Scotsman

Engagement

- Daily Mail
- The Guardian
- The Mirror
- The Sun
- The Express
- The Star
- The Times
- The Daily Record
- The Scotsman

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

Annual print, PC, and mobile reading time (mins)
Annual time spent reading. Aggregated print, PC, & mobile audiences.
(11 UK national newspapers, domestic audience, April 2015–March 2016)

Estimated Print reading Time (88.5%)
Estimated Mobile reading Time (7.5%)
Estimated PC reading Time (4%)
Newspapers are “stuck between a failing experiment with digital and a shrinking market for print” (Iris Chyi, quoted in Vasquez, 2015).
LINDHOUT ARREST
Seven years after journalist Amanda Lindhout was kidnapped in Somalia, the RCMP announce an arrest. The unusual investigation reached into Africa, but the net closed on a Somali suspect in Ottawa. A/2. Lindhout's ordeal. A/3

NATIONAL POST

NEPAL: AFTER SHOCK

MORE INSIDE

FINANCIAL POST

Why companies book the lessons of the Tim Hortons/Enbridge mess. Page FP15

SPORTS

The Stanley Cup coaches offer a study in contrast but similar results. Overtime, FP23

NEWS

The invisible voter: Are politicians cheating single Canadians? Page 46

WIRTSCHAFT

Diese Woche

Schweinsemann: Ein Zächer war überall der Lärm des Politik. Vermüht in seinen Nächten wurden nur milde gestraffen. Direkt ihm jetzt die Aus! (Seite 24)

Grund runter: Warum zieht der Käufer eines Eigenheims bis zu 6.5 Prozent an den Nähren und der Käufer eines Wohneinschlages oft nicht? (Seite 25)

Familien: Beide Eltern gehen arbeitslos, verbringt der Sohn viel Zeit mit den Kindern wie früher, als «niemand von beiden einen Job hatte». Wie geht das? (Seite 26)

Mens für Männer

WIRTSCHAFT: Die geschäftliche Einsichtshilfe

Mehr ist nicht!

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

**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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