Reconfiguring the measured audience

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

The answer is simple—but it is based on an extraordinarily 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

The Times - - }
  June = 870,000
  Sept. = 880,000
  Dec. = 920,000

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

... the graphic recording instrument installed in a radio receiver in a scientifically selected radio home. By recording every twist of the dial, every minute of the day or night, the Audimeter obtains precious radio data not available 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

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.
Number of available apps in the Apple App Store

Source: Statistica
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)
A glance will show the immense superiority of the circulation of The Times paper.
Put photo of someone watching tv on computer
Live vs. time-shifted viewing, 2006-2017 (UK)

Source: BARB
## Wide coverage and premium platforms

<table>
<thead>
<tr>
<th>Source</th>
<th>Readers/Issue</th>
<th>Unique Users/Month</th>
<th>PIs/Month</th>
<th>Visits/Month</th>
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<tbody>
<tr>
<td>Süddeutsche Zeitung¹</td>
<td>1.13 million</td>
<td></td>
<td></td>
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<tr>
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<td>4.49 million</td>
<td>66.62 million</td>
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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

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New cross platform readership metrics

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 [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”)
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.
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
• “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 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

* Source: Deloitte/NMA report, Dec 2016  ** Source: *Campaign Magazine*, 20 October 2016
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...