



**CITY UNIVERSITY
LONDON**

Alternative metrics and the transformation of news audiences

University of Gothenburg, Sweden, 23 January 2014

Dr Neil Thurman



The evolution of audience measurement

CIRCULATION

OF THE

LIVERPOOL MERCURY.

We are sure our friends, and the advertising public will be gratified with the following weekly average circulation of the *Mercury*, carefully drawn up from our stamp stock book and printing account.

WEEKLY AVERAGE SALE OF PAPERS

EVERY FRIDAY.

First half-year, 1846	8257
Third quarter, to Sept. 25, 1846...	8404

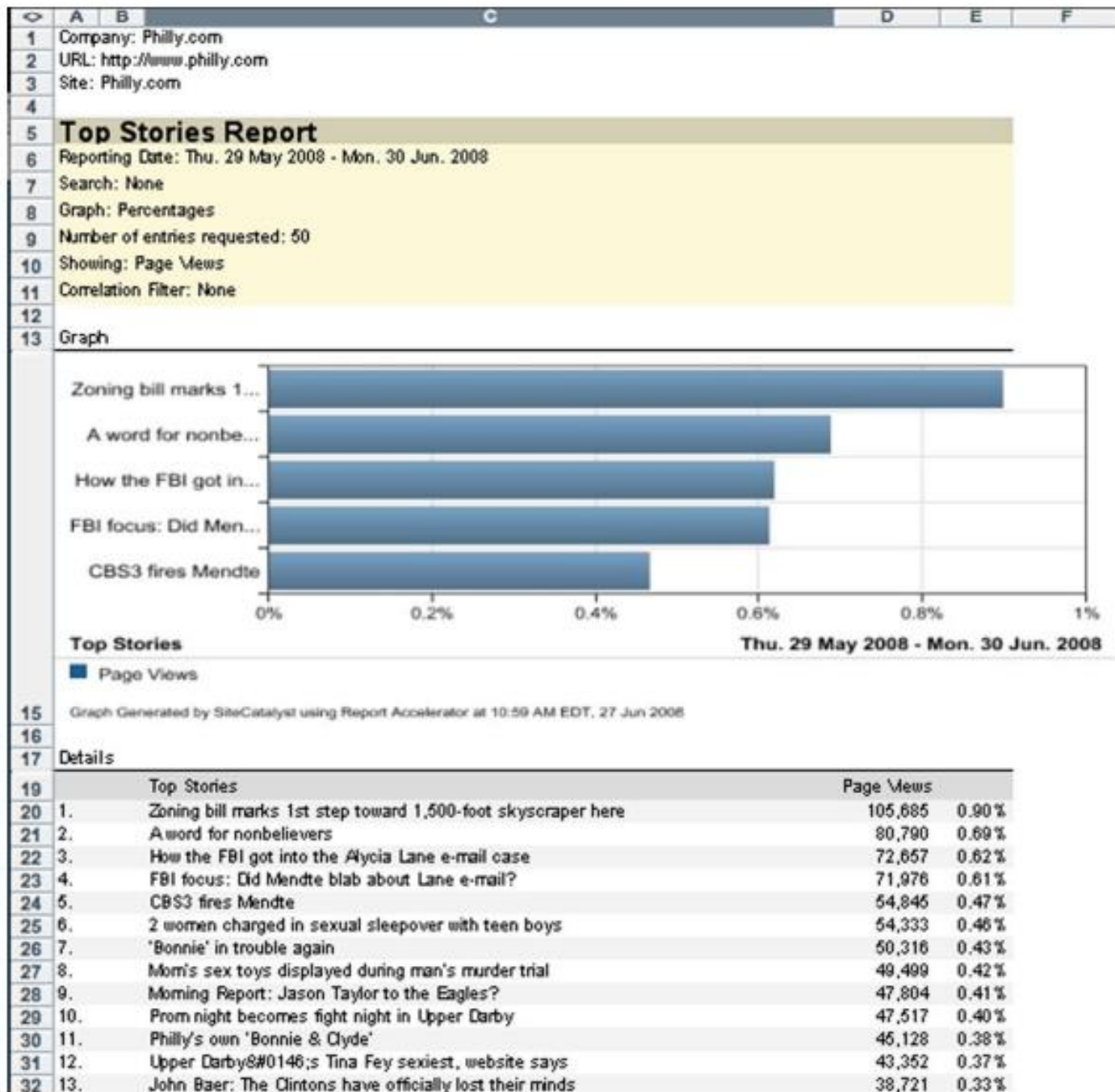


Figure 2. Online web statistics report, *Philly.com*



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**“I am writing for three people
in England and you are not
one of them.”**

Peter Jay





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"Oh, we're writing for the editor of course. He's the audience."

"My wife, she's the critic".

Reporters, quoted in Hetherington (1985: 37-8).





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Editorial staff often “laugh in the face of public discourse, of democracy; letter writers are rarely discussed in a language other than the idiom of insanity.”

“cranks, nuts,” or “crazy bastards.”

“way out in the Ozone.”

Wahl-Jorgensen, Karin (2007) *Journalists and the Public: Newsroom Culture, Letters to the Editor, and Democracy*. Cresskill, NJ, Hampton Press Inc



'Aggregated collaborative filtering'

NEWS

 **LIVE** BBC NEWS CHANNEL



News Feeds 

News Front Page

World

UK

England

Northern Ireland

Scotland

Wales

Business

Politics

Health

Education

Science & Environment

Technology

Entertainment

Also in the news

Video and Audio

Have Your Say

Magazine

In Pictures

Country Profiles

Special Reports

BBC News Most Popular Now Thursday, 28 January 2010

Most popular stories now

Most popular around the site

Most popular, day so far

Worldwide, most popular stories now

 This page updates automatically

Last updated 1 seconds ago

MOST POPULAR

MOST E-MAILED

Click on the map for a regional view

- 1 **Tesco ban on shoppers in pyjamas**
- 2 **Woman held as children found dead**
- 3 **Workers die in rail bridge falls**
- 5 **Toyota recalls another 1.1m cars**
- 4 **In pictures: Apple's iPad device**
- 6 **Apple unveils iPad tablet device**
- 7 **Two activists 'executed in Iran'**
- 8 **Haiti girl rescued after 15 days**
- 9 **Top 10 consumer gripes revealed**
- 10 **Sky launches 3D channel in pubs**



Return to most popular stories **worldwide**

TRAFFIC MONITOR

Worldwide traffic to the site is 15% below normal.



- ▶ Low graphics/accessible version
- ▶ About this information

	AGGREGATED COLLABORATIVE FILTERING							
		Sortable by:						
WEBSITES	Contextual	Most read	Content category	User location	How found	Media type	Social use	Time accessed
FT.com		Y	Y					
Guardian.co.uk		Y	Y				Y	Y
Mirror.co.uk		Y			Y	Y	Y	
News.bbc.co.uk		Y	Y	Y		Y	Y	Y
News.sky.com		Y	Y		Y	Y	Y	
NYTimes.com		Y	Y		Y	Y	Y	Y
Telegraph.co.uk		Y	Y					Y
theSun.co.uk		Y				Y	Y	Y
TimesOnline.co.uk		Y					Y	
WallStreetJournal.com		Y	Y	Y	Y	Y	Y	Y
WashingtonPost.com	Y	Y	Y			Y	Y	



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Taloussanomat's newsroom

**“Your story is
flying! In 12
minutes you have
got 500 readers”
– sub editor,
Taloussanomat, 11 July
2008**





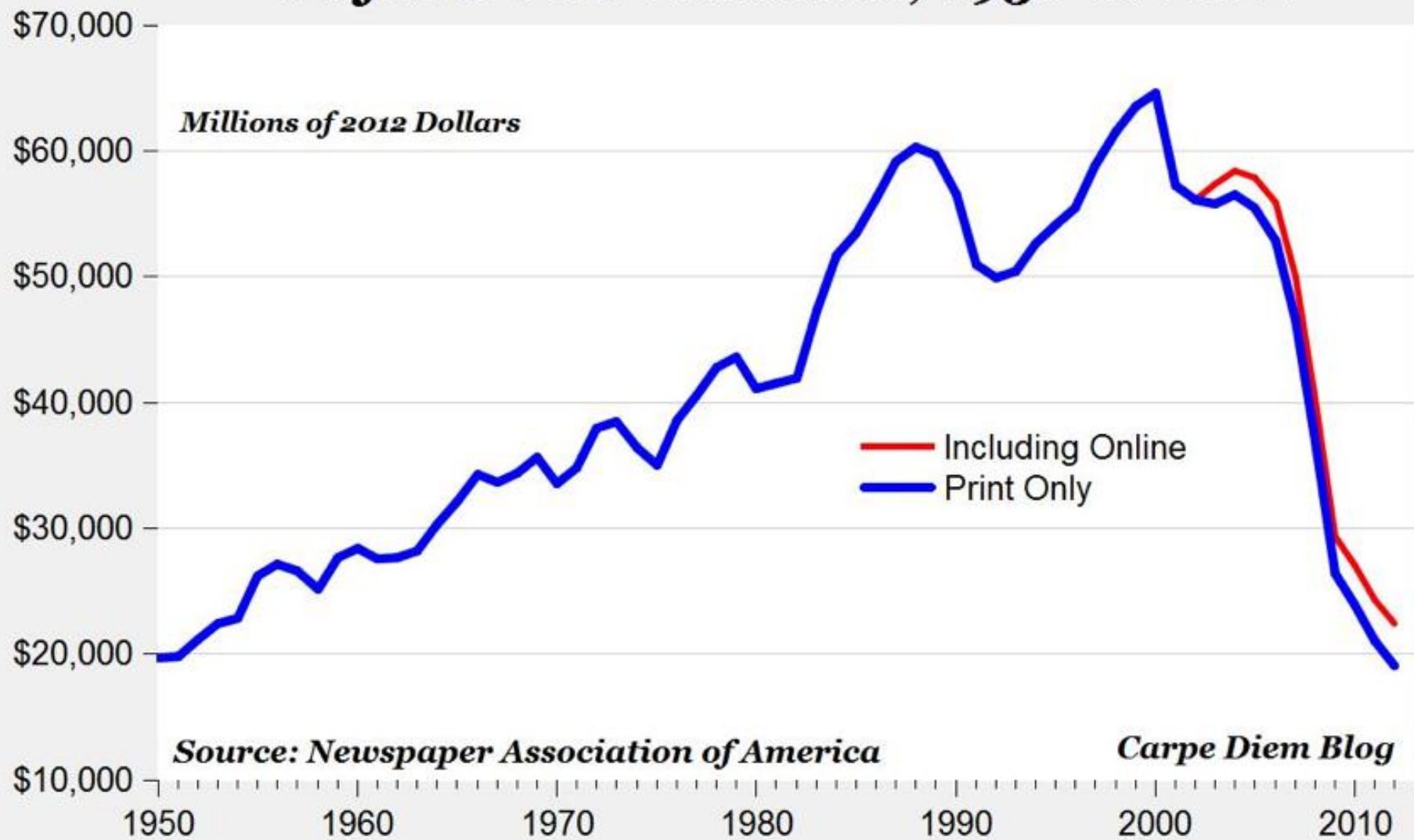
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“if the visitor numbers are low [the news desk] will publish some populist story like about **David Beckham’s underwear** to get reader figures up quickly”

– **multimedia journalist, Taloussanomat**




















Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012





Gawker Media 'big boards' show live unique visitor totals for top stories along with whether each story's traffic is trending up or down.

49,395	▲		Manti Te'o's Dead Girlfriend, The Most Heartbreaking And Inspirational Story Of The College Foo...
3,109	▲		I Can't Stop Looking at These South Korean Women Who've Had Plastic Surgery
2,562	▼		How 19-year-old activist Zack Kopplin is making life hell for Louisiana's creationists
2,075	▼		ESPN Reporter On Te'o Story: "Short Of Asking To See A Death Certificate, I'm Not Sure What M...
1,474	▲		Behind the 'Sandy Hook Truther' Conspiracy Video That Five Eight Million People Have Watched ...
1,382	▼		This Job Listing for an Office Manager is the Most Manic Piece of Fan Fiction You'll Read All Week
1,162	▲		These Deal Breakers Make Me Give Up On A Video Game Within The First Hour
976	▲		Elizabeth Banks Says Moms of Only Children Aren't 'Really' Moms, Pisses Off Fake Moms Every...
832	▲		The Best Electric Razor
796	▼		The Evolutionary Biology of Star Trek
754	▲		Lance Armstrong's Biggest Crime Was Being A Huge Asshole
657	▼		Good Job, Society—Kim Kardashian Now Feels the Need to Specify She Won't Be Allowing TV C...
653	▼		Those Goddamn Sandy Hook Truthers Got Their Hooks In Denard Span
587	▼		Tissue Boxes, Quiet Ringtones, and Secret iPhone Emoticons
568	▼		9 Amazing Short Films That Will One Day Be Feature Films
522	▲		Take Mensa's Free Test and Find Out If You're a Genius
474	▼		The 11 Days of the Year When People Watch the Least Amount of Porn

Open "http://gawker.com/stats/bigboard/stats?host=gawker.com&path=%2F5976204%2Fbehind-the-sandy-hook-truther-conspiracy-video-that-five-million-people-have-watched-in-one-week&apikey=2b5a2a4eeb3946267971818c51e42e3" in a new tab

Gawker Media 'big boards' show live unique visitor totals for top stories along with whether each story's traffic is trending up or down.



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Watched “pretty obsessively” with a “hawk eye”

-- MacGregor, 2007

- Catering to lowest common denominator of tastes
- More soft news with high entertainment values





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“We track costs ... by writer against uniques [unique users] and share that data with site editors-in-chief”

-- **Scott Kidder, vp of operations at Gawker.**

“The bigger the audience, the more you get paid .. the more loyal your audience — the more repeat visitors — the more you get paid.”

-- **Anonymous Forbes executive**

Source: <http://digiday.com/publishers/pageview-quota-pay-per-click/>



- Bright and Nicholls, 2013

the date of a major jobs speech to
om House Speaker John Boehner.
S consumer confidence slumps

treat strokes is set to move to its

death toll rises
a 'anti-terror' laws
ails at killings
minister found guilty
bin admits US charges
ut over leaked cables
rus' shows promise

Niagara Falls skipper calls
it a day

the big names to switch clubs on an
h Craig Bellamy, Joe Cole and Scott

aches 5,000m final

M charged over loan
wing biopic at Venice

fi son vows to fight

Features & Analysis

Storage mania

Why do we pay to keep things
we've no space for? 60

Revolution retrospective

Memorable moments from Libya's
six-month uprising

Desperate to work

Portugal's jobless generation
leaves for former colonies

Messi fever

Cricket-mad Indians go crazy for
football superstar

Croatia's cave-dwellers

Development threatens to destroy ancient underground
species **NEWSNIGHT**

Prize performers

Can Nobel winners help solve the present economic
crisis?

In pictures

Behind the scenes with Japan's notorious Yakuza
syndicates

Market Data

LAST UPDATED AT 08:37 GMT

Dow Jones	11613.58	▲	53.58	0.46%
Nasdaq	2579.46	▲	3.35	0.13%
FTSE 100	5376.20	▼	-18.33	-0.34%
Dax	5709.12	▼	-75.13	-1.30%
Cac 40	3233.83	▼	-22.93	-0.70%
BBC Global 30	5353.89	▲	5.68	0.11%

Marketwatch ticker DATA DELAYED BY 15 MINS

Most Popular

Shared Read Video/Audio

- 'Anti-cancer virus' shows promise
- A life in storage
- Graduates flee Portugal in search of work

“84% said they monitored web traffic on a regular basis”

(31%) of editors said they use online metrics to plan content production

(n=318)

- Vu, 2013



“Journalists ... felt content to ignore metrics ... “I think it’s because we are not concerned with commercial [things]”.

- Quoted in Usher, 2013.

VIEW AVERAGE ACROSS MEDIA

BY MEDIA

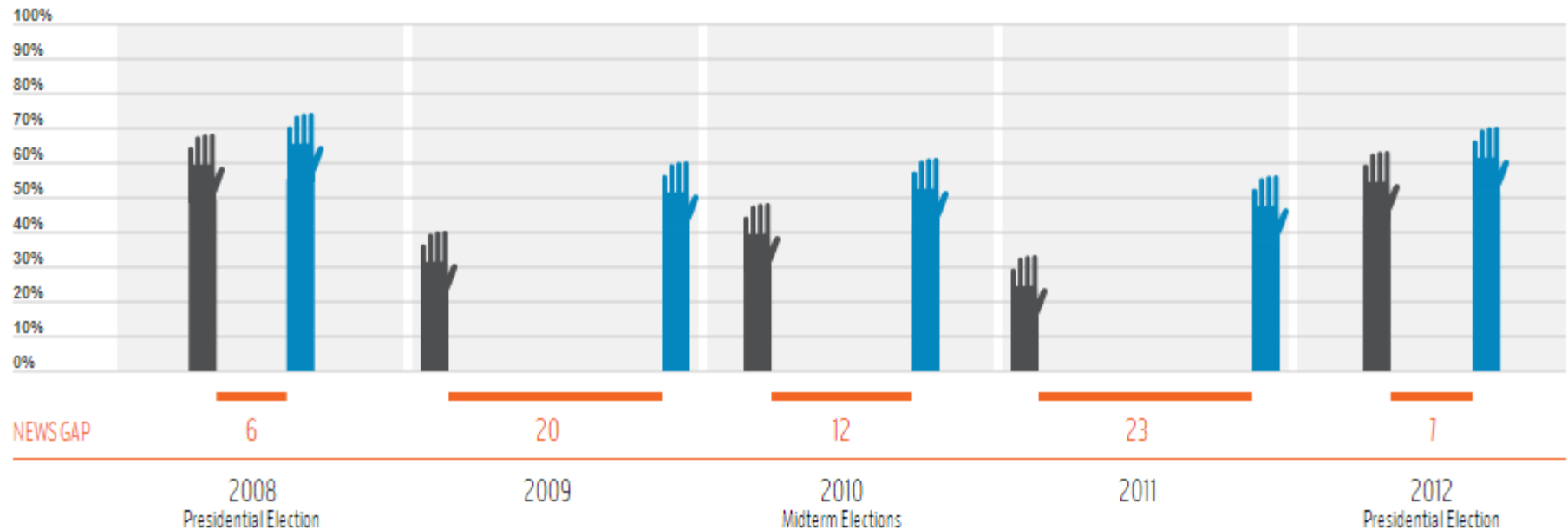
BACK TO TIMELINE

MOST NEWSWORTHY

MOST VIEWED BY
CONSUMERS

NEWS GAP
(IN PERCENTAGE POINTS)

CNN ABC CBS Washington Post USA Today



- Boczkowski and Mitchelstein *The News Gap*







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media audiences have been described as “institutionalized”, defined in particular ways, “using analytics tools and perspectives that reflect [media organizations’] needs and interests”

- Napoli, 2011: 3.





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Players in the audience marketplace

Media Publishers

Audience Measurement
Organisations

Advertisers

Consumers of advertisers'
products and services



Daily Mail

theguardian



THE INDEPENDENT

Telegraph

THE TIMES



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Players in the audience marketplace

Media Publishers

**Audience Measurement
Organisations**

Advertisers

Consumers of advertisers'
products and services

nielsen

COMSCORE.

Experian™
Hitwise

ABC
Audit Bureau of Circulations

RAJAR

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD



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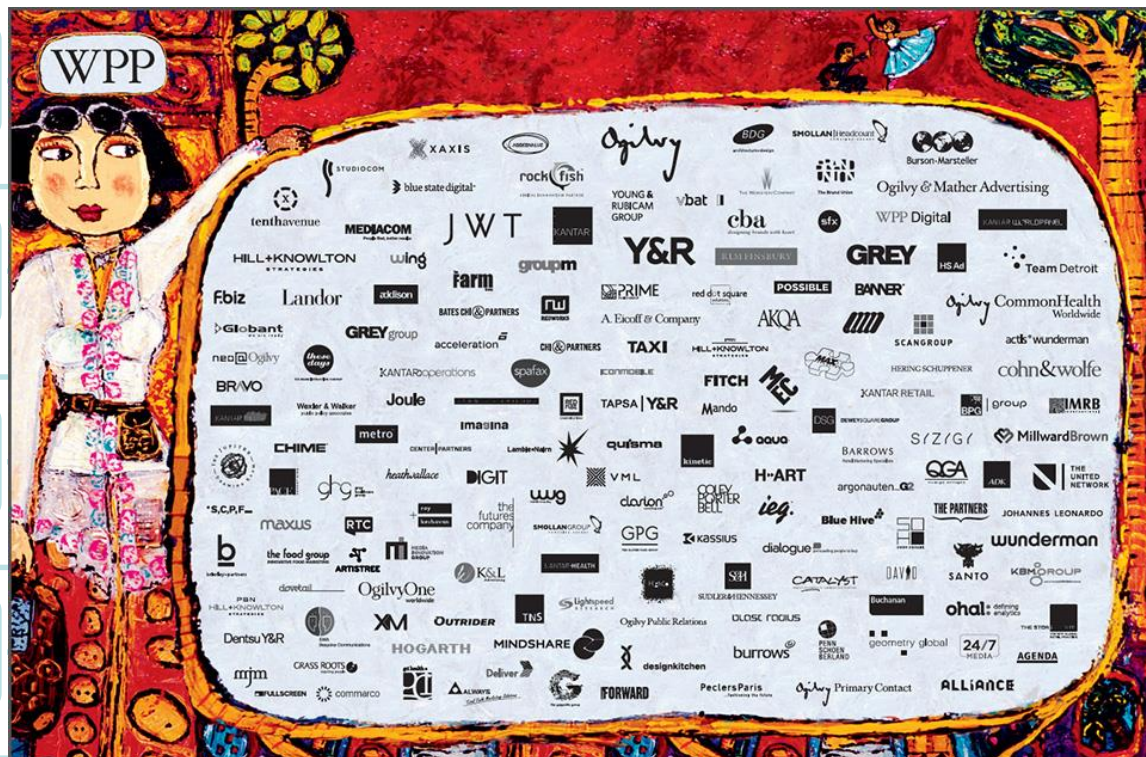
Players in the audience marketplace

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Consumers of advertisers'
products and services





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Players in the audience marketplace

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Audience Measurement
Organisations

Advertisers

**Consumers of advertisers'
products and services**



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136,407 PEOPLE READ

The Listener

Member of the Audit Bureau of Circulations.

All enquiries to : Head of Advertisement Department,

B.B.C. Publications, 35 Marylebone High Street, London, W.1.





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ABC re-launches Spiders & Robots service

This new service is available industry wide



Find out more

1 2 3 4 5 II ▶

Certificate Finder

Access to latest certificates are available to all

Search



Latest Reports

(12/12) Monthly Multi-Platform
(06/12) National Newspapers

more >>

Upcoming Reports

(17/01) National Newspapers
(23/01) Monthly Multi-Platform

more >>



Latest News

53,277 July-September 2013

- ▶ ABC re-launches Spiders & Robots service for the industry
- ▶ The value of content verification



QuickView

multi-platform reporting

ABC QuickView

- ▶ Members and paid subscribers click here
- ▶ New subscribers contact abcpost@abc.org.uk
- ▶ User guides and FAQs



Member benefits

Find out what we can do for you...

- ▶ for media owners
- ▶ for agencies & advertisers
- ▶ for everyone

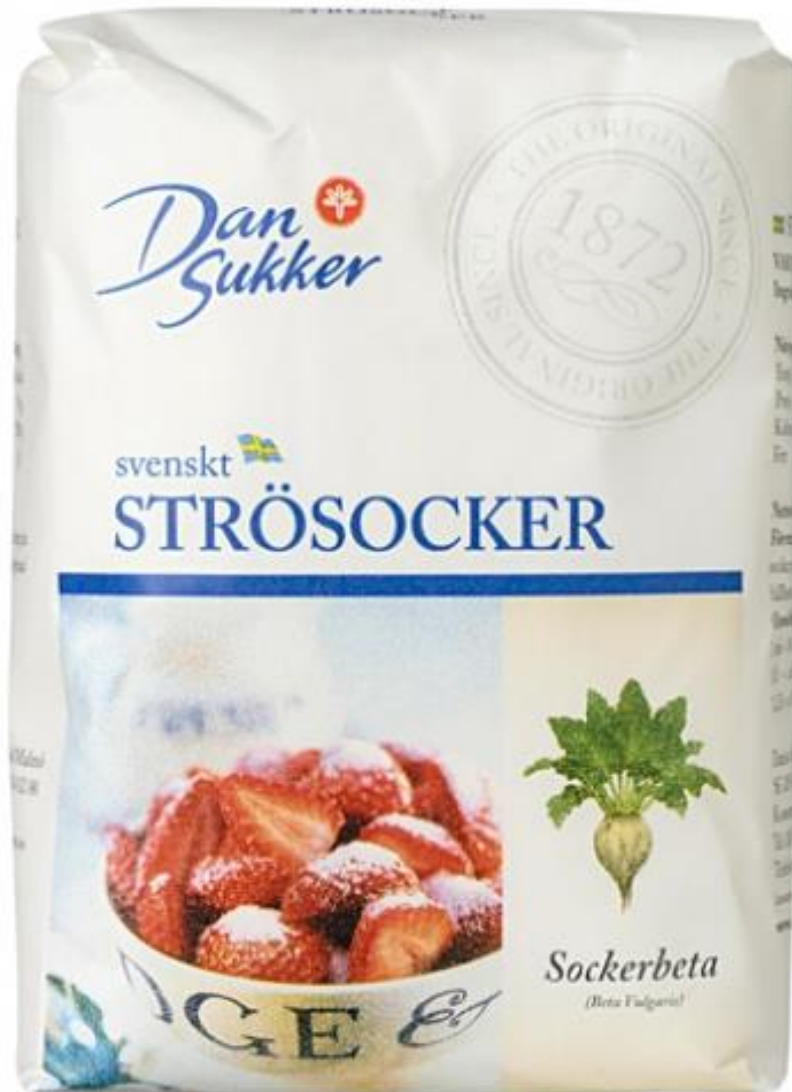


Need some help?

Don't be shy, feel free to contact us if you need some assistance.

- ▶ Call us or email us
- ▶ Jargon buster

Sugar or Sand?



to make it profitable to newspapers to offer expensive benefits and huge cash prizes as aids to circulation?

COUPONS AND INSURANCE.

"You may claim that advertising is too costly," added Mr. Tillett, "but I suggest that the advertiser cannot be without some self-reproach in this matter. He has paid and continues to pay advertising rates based upon figures which do not necessarily mean readers, and just so long as advertisers are prepared to shoulder the burden of free insurance and coupon competitions so long will newspapers continue to adopt these methods for increasing circulation. Rates based upon readers and not upon figures are what advertisers should expect to pay."

An audit bureau of circulation would give figures which might be more accurate than those they had received before, but even the "A B C" would not give them readers. They might reply that the news-

(Continued in next column.)

"rates based upon readers and not upon [circulation] figures are what advertisers should expect to pay"

He did not want them to assume that the ... their own ... was largely lack of unanimity, but he wished to assure them that they would have with them every reputable newspaper, every right-thinking business man irrespective of party, in any demand they might make that what they paid for they should receive and that a pound of sugar should be a pound of sugar and not two-thirds sugar and one-third sand.





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Newspapers

- Circulation (physical copies)
- Readership, etc

TV

- Min-by-min physical presence in room when TV is on ('people meter'), etc

Radio

- Individuals who say they've listened for least 5 mins / week (questionnaire), etc

Internet

- Unique Users
- Page views, etc





Radio

- Individuals listening for least least 5 mins / week (questionnaire), etc

EXAMPLE PAGE

MONDAY MORNING

MONDAY MORNING

AFTERNOON

Where you listen to radio

Each time you listen please also tell us where you listen

"AT HOME" - your own home
 "IN A CAR / VAN / LORRY" - as the driver or passenger
 "AT WORK/ELSEWHERE" - at work, school, college, etc"

Please draw lines and "X"s

If you listen for a single period put an "X" in that box. If you listen to more than one station for 5 minutes or more during the same time period, please mark all of them.

Children

Children may need help to record their listening. Please remember to enter listening which takes place at School or College.

Filling in when you listen to radio

Record your listening using a pen with black / blue ink.

To record your listening draw a line downwards through the boxes from when you start listening until you stop. Then put an "X" at the start of the line and another "X" at the end.

OTHER STATION / NAME UNKNOWN

WHERE LISTENING TAKES PLACE

AT HOME
 IN CAR/VAN/LORRY
 AT WORK / ELSEWHERE
 AM / FM RADIO
 DAB DIGITAL RADIO
 DIGITAL TV
 ONLINE / APPS

MONDAY MORNING

AFTERNOON

TIME

01 4.00 - 4.30am
 02 4.30 - 5.00am
 03 5.00 - 5.30am
 04 5.30 - 6.00am
 05 6.00 - 6.15am
 06 6.15 - 6.30am
 07 6.30 - 6.45am
 08 6.45 - 7.00am
 09 7.00 - 7.15am
 10 7.15 - 7.30am
 11 7.30 - 7.45am
 12 7.45 - 8.00am
 13 8.00 - 8.15am
 14 8.15 - 8.30am
 15 8.30 - 8.45am
 16 8.45 - 9.00am
 17 9.00 - 9.15am
 18 9.15 - 9.30am
 19 9.30 - 9.45am
 20 9.45 - 10.00am
 21 10.00 - 10.15am
 22 10.15 - 10.30am
 23 10.30 - 10.45am
 24 10.45 - 11.00am
 25 11.00 - 11.15am
 26 11.15 - 11.30am
 27 11.30 - 11.45am
 28 11.45 - 12.00pm
 29 12.00 - 12.15pm
 30 12.15 - 12.30pm
 31 12.30 - 12.45pm
 32 12.45 - 1.00pm
 33 1.00 - 1.15pm
 34 1.15 - 1.30pm
 35 1.30 - 1.45pm
 36 1.45 - 2.00pm
 37 2.00 - 2.15pm
 38 2.15 - 2.30pm
 39 2.30 - 2.45pm
 40 2.45 - 3.00pm



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“although many advertisers, media organizations, and media planners are aware of the limitations of audience measures, they seldom consider these limitations in day-to-day practice. As long as all participants in the transaction treat the data as accurate, the inherent unreliability of the data has no significant effect on the exchange. The marketplace conveniently overlooks the estimated nature of all measures and instead perceives and treats them as the ‘truth’ (Gitlin 1983).”

- Napoli, 2003: 82





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“the audience marketplace illustrates two countervailing forces. On the one hand, the desire for better quality in audience measurement persists, because better measurement means a higher-quality product (something generally desired by both advertisers and media organizations). On the other hand, the audience marketplace wants a single parsimonious currency, something achievable only when the provider of audience data is a monopoly”
- Napoli, 2003: 20





TV

- Min-by-min physical presence in room when TV is on ('people meter'), etc

Newspapers

- Circulation (physical copies)
- Readership, etc

Internet

- Unique Users
- Page views, etc

Radio

- Individuals who say they've listened for least 5 mins / week (questionnaire), etc



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Liverpool Mercury - Friday 01 January 1847

SCALE

Fifteen years ago, The Telegraph brand reached one in five of the UK population per year. Today, it reaches one in three.

<http://www.telegraph.co.uk/advertising/> (6 June 2013)

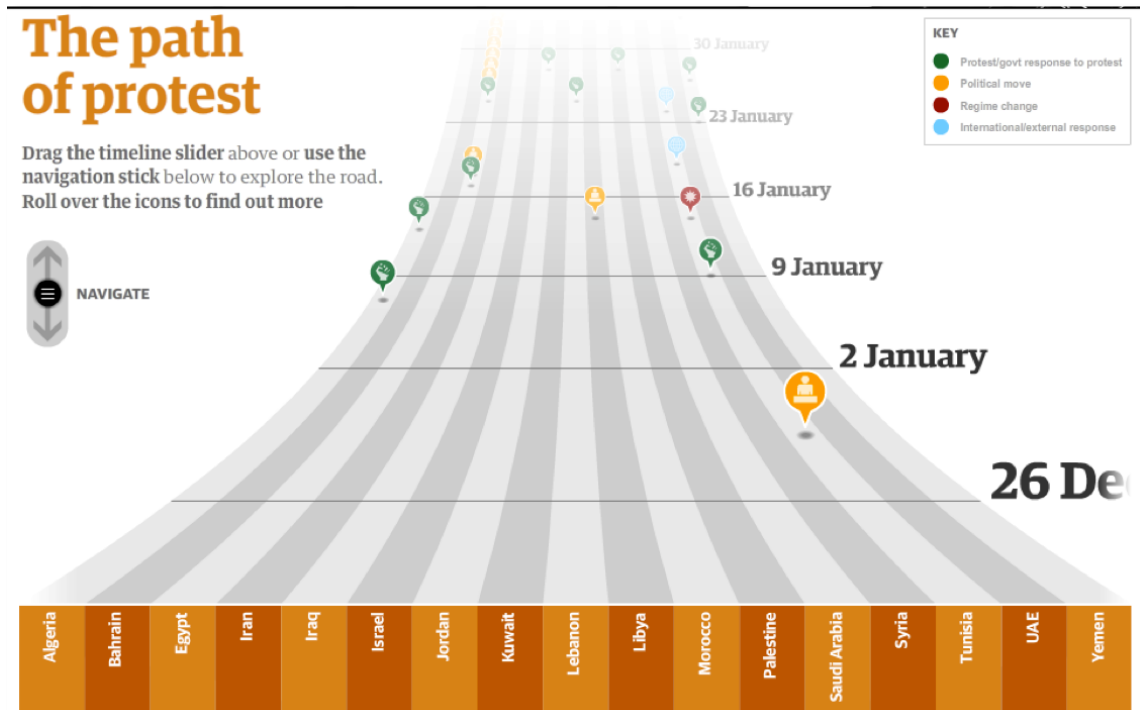






- **Monthly Page Views / Impressions**
- **Monthly Unique Users / Browsers**

- Interactive features (e.g. games / data visualization) not page based
- Long online video session = single 'page view'



BBC News Sport Weather Capital

NEWS VIDEO

Home UK Africa Asia Europe Latin America Mid-East US & Canada Business

BBC

00:06 01:01

One-minute World News

Watch the latest news summary from BBC World News. International news updated 24 hours a day.

Share this story About sharing



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Incompatibility of newspapers' standard print/online audiences metrics

**Online metrics -
monthly**

**Online metrics –
measure pages read
and browsing devices**

**Newspaper
Audiences**

Print metrics - daily

**Print metrics - measure
physical copies
distributed / readership**



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- **Time spent reading**
- **Daily popularity**





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• Time spent reading

“our media system is migrating towards a post-exposure audience marketplace ... in which traditional exposure metrics will lose their predominant position [and may be]supplanted by other dimensions of audience behaviour [this]... may have dramatic implications for the process of cultural production”

- Napoli, 2011:15





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• Time spent reading

- **Online** – available from a variety of commercial providers:
 - Nielsen – mainly panel based tracking
 - Hitwise – data from ISPs
 - ComScore – mainly panel based tracking
- **Print** – available in the results of face-to-face reader surveys (e.g. UK National Readership Survey)





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• Daily Popularity

- **Online** – number of daily online ‘sessions’ can be sourced from a variety of commercial providers (e.g. Nielsen, in this case).
- **Print** – daily print readers: derived from the results of face-to-face reader surveys (daily ‘readers per copy’ x daily circulation).





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- **Time spent reading**
- **Daily popularity**





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Time Spent Reading:

Audience \ Channel	Print	Online
Domestic	RQ1	RQ2
Overseas	RQ3	RQ4

Popularity:

Audience \ Channel	Print	Online
Domestic	RQ5	RQ6
Overseas	RQ7	RQ8





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Sample: 12 UK National Newspapers

- 2 middle market (**Daily Mail, Daily Express**)
- 5 popular / tabloid (**Sun, People*, Mirror, Daily Star, Daily Record**)
- 5 quality / broadsheet:
 - 3 free to access (**Independent, Guardian, Telegraph**)
 - 2 with paywall (**FT, The Times**)
- Monday-Fri, Saturday and Sunday print editions and their online channels (excluding 'apps') were considered

* - *Sunday-only newspaper*







UK National Readership Survey





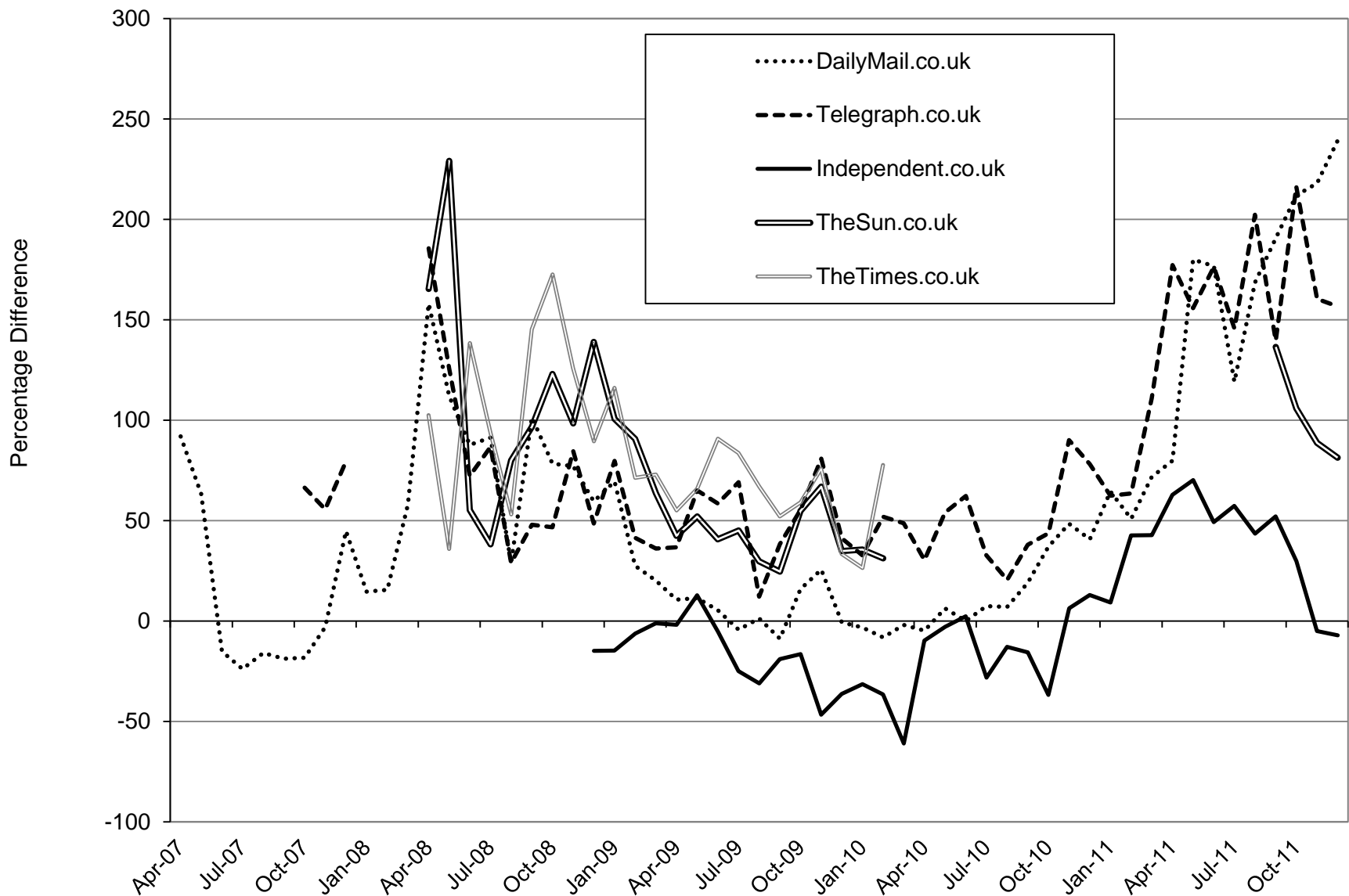
UK Audit Bureau of Circulations





The Nielsen Company (UK panel)





Note: Nielsen page views give the zero percent baseline. The data series represent the percentage difference between that baseline and the number of page impressions registered by ABC.

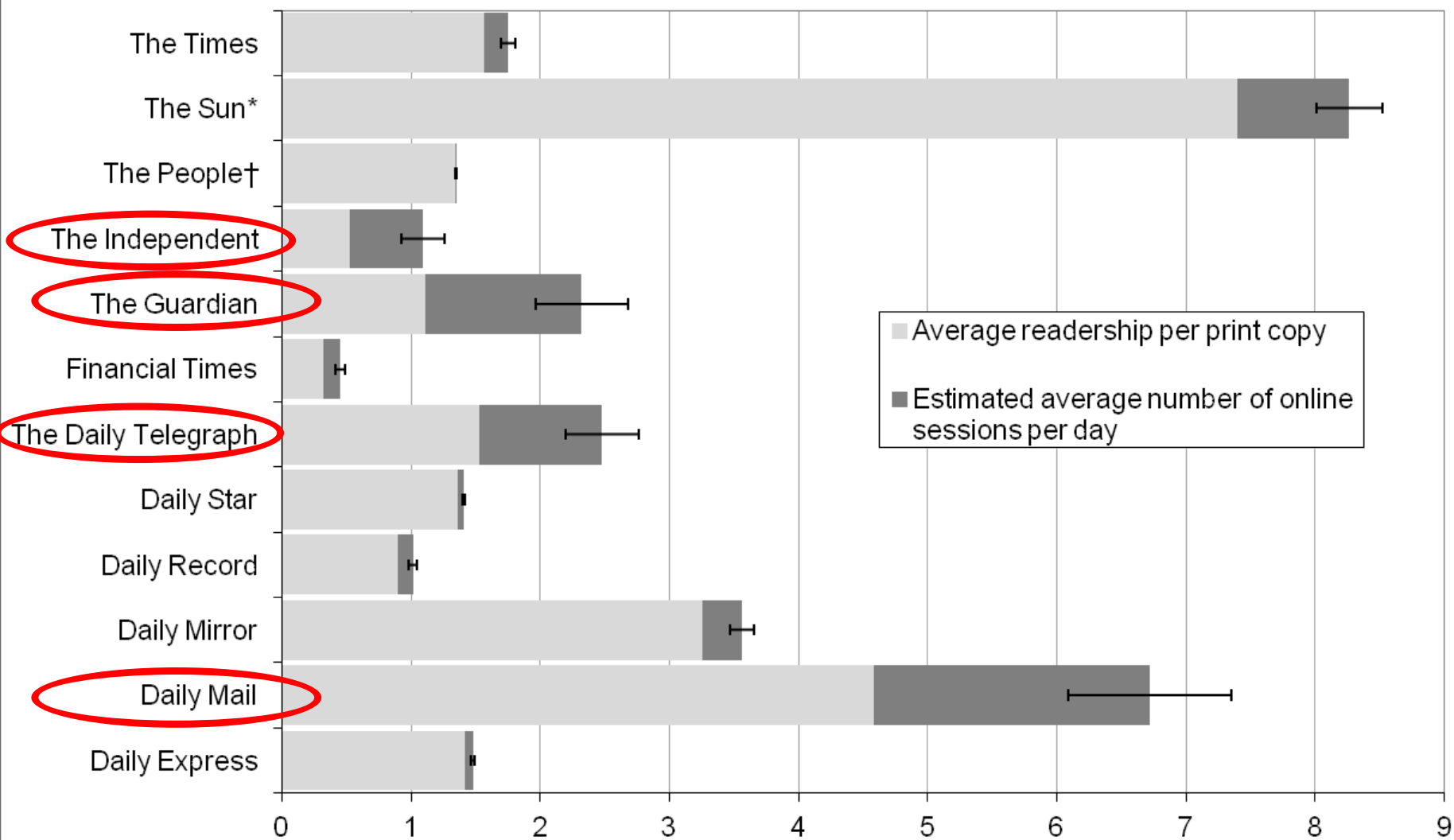


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Results: Domestic Popularity



Results: Domestic Popularity, 2011



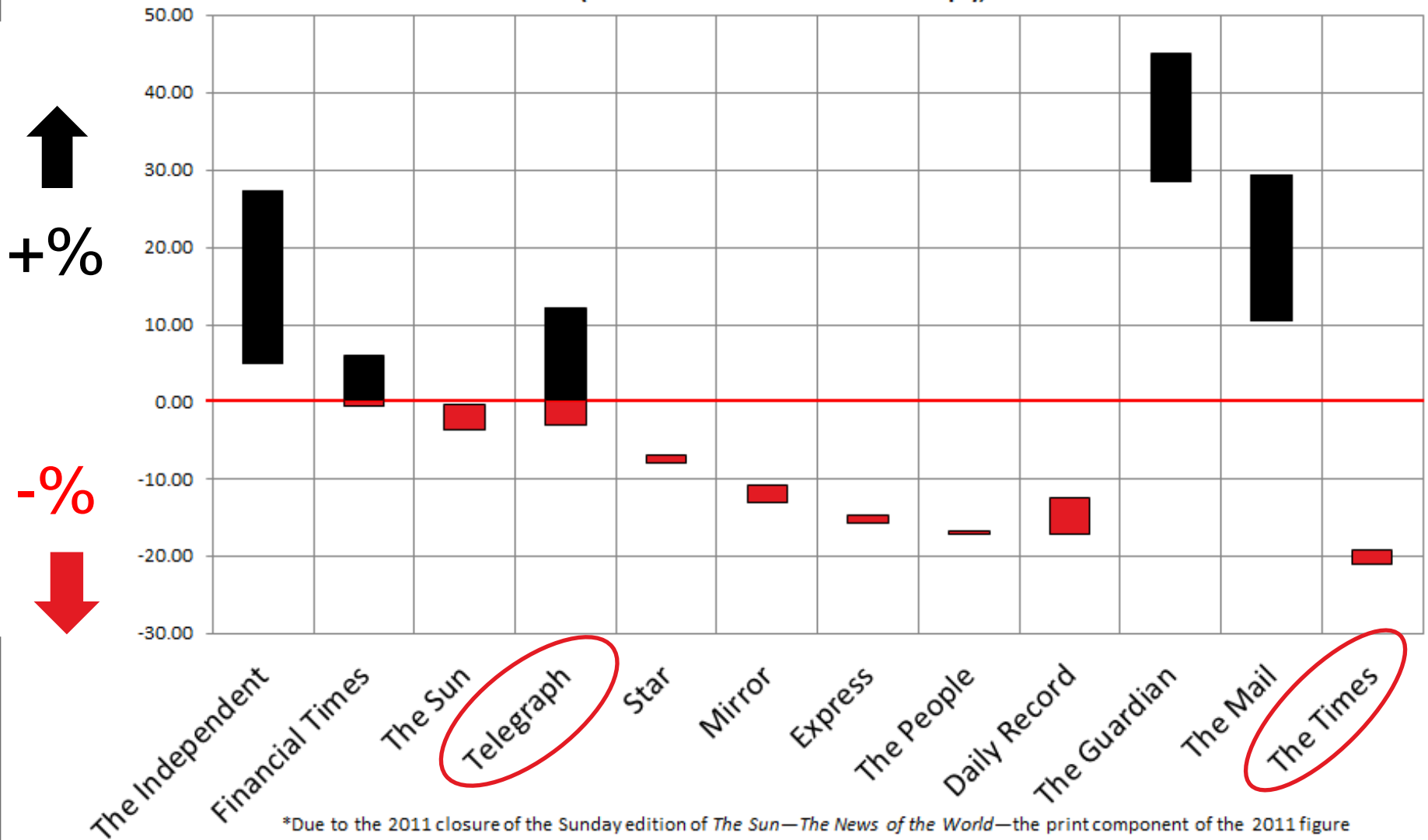
* Due to the 2011 closure of the Sunday edition of *The Sun*—*The News of the World*—the print component of these figures relate to *The Sun*'s Monday–Saturday editions only.

† *The People* publishes in print on Sundays only.

Millions

Domestic popularity. Changes 2007-11

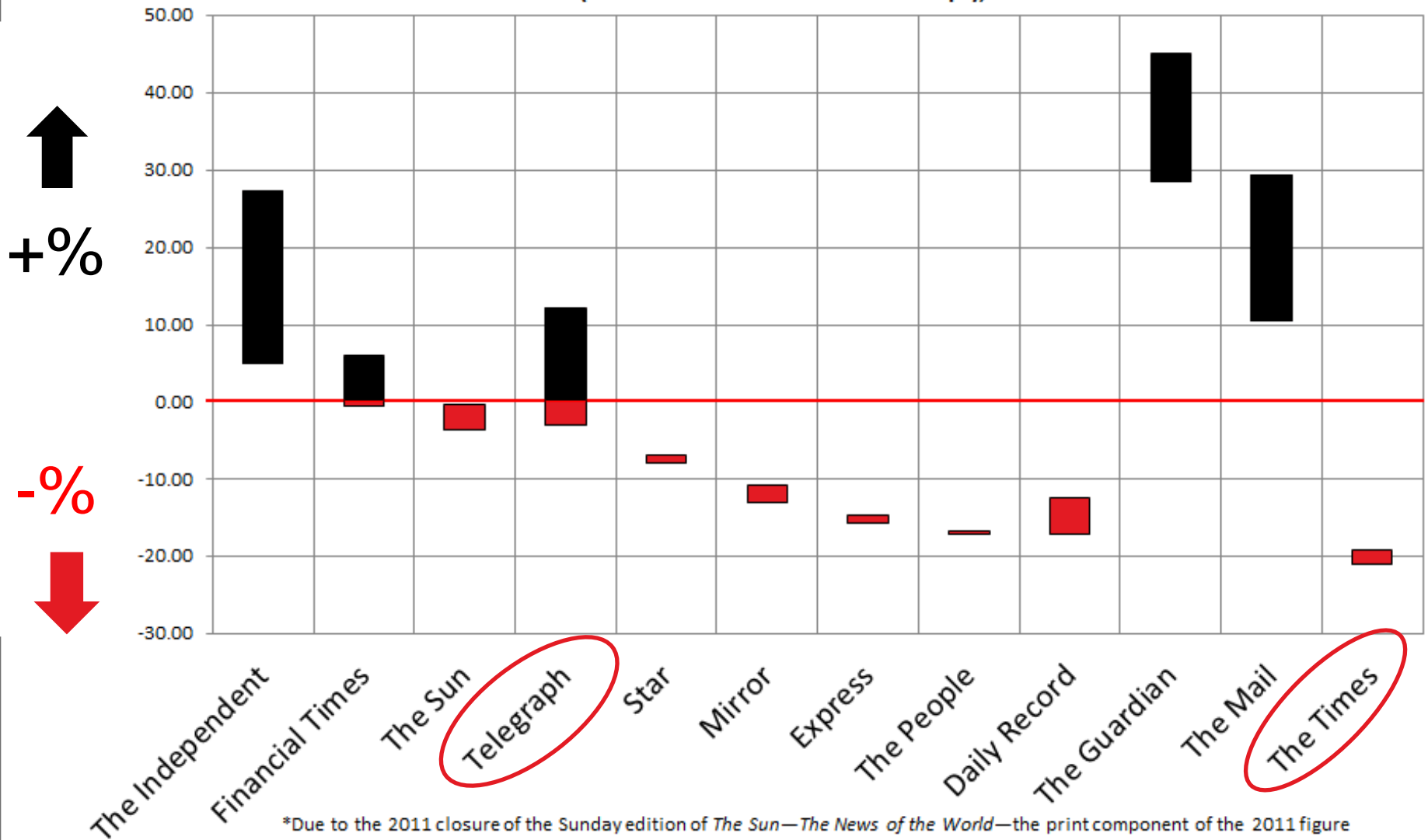
Estimated changes in the combined print and online 'popularity' of 12 individual UK national newspaper brands (based on their domestic readerships), 2007–2011



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Domestic popularity. Changes 2007-11

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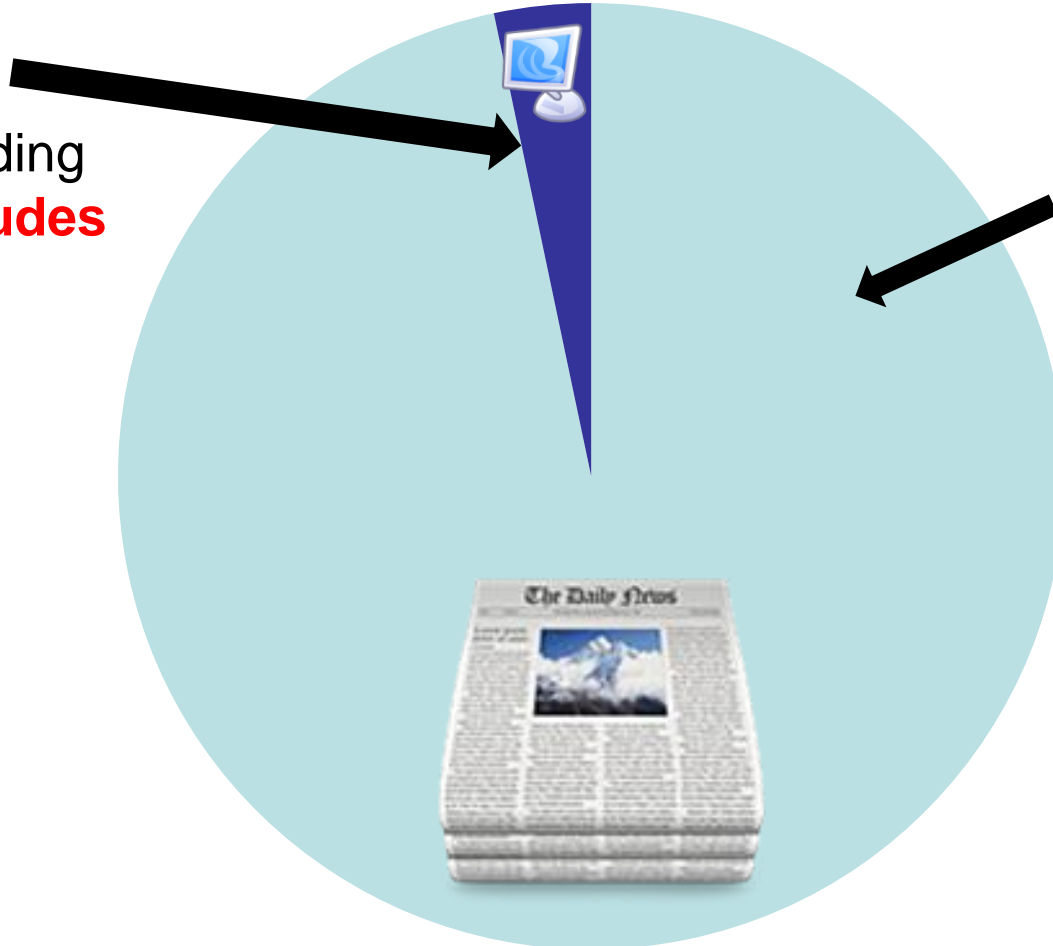


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Results: Domestic Attention

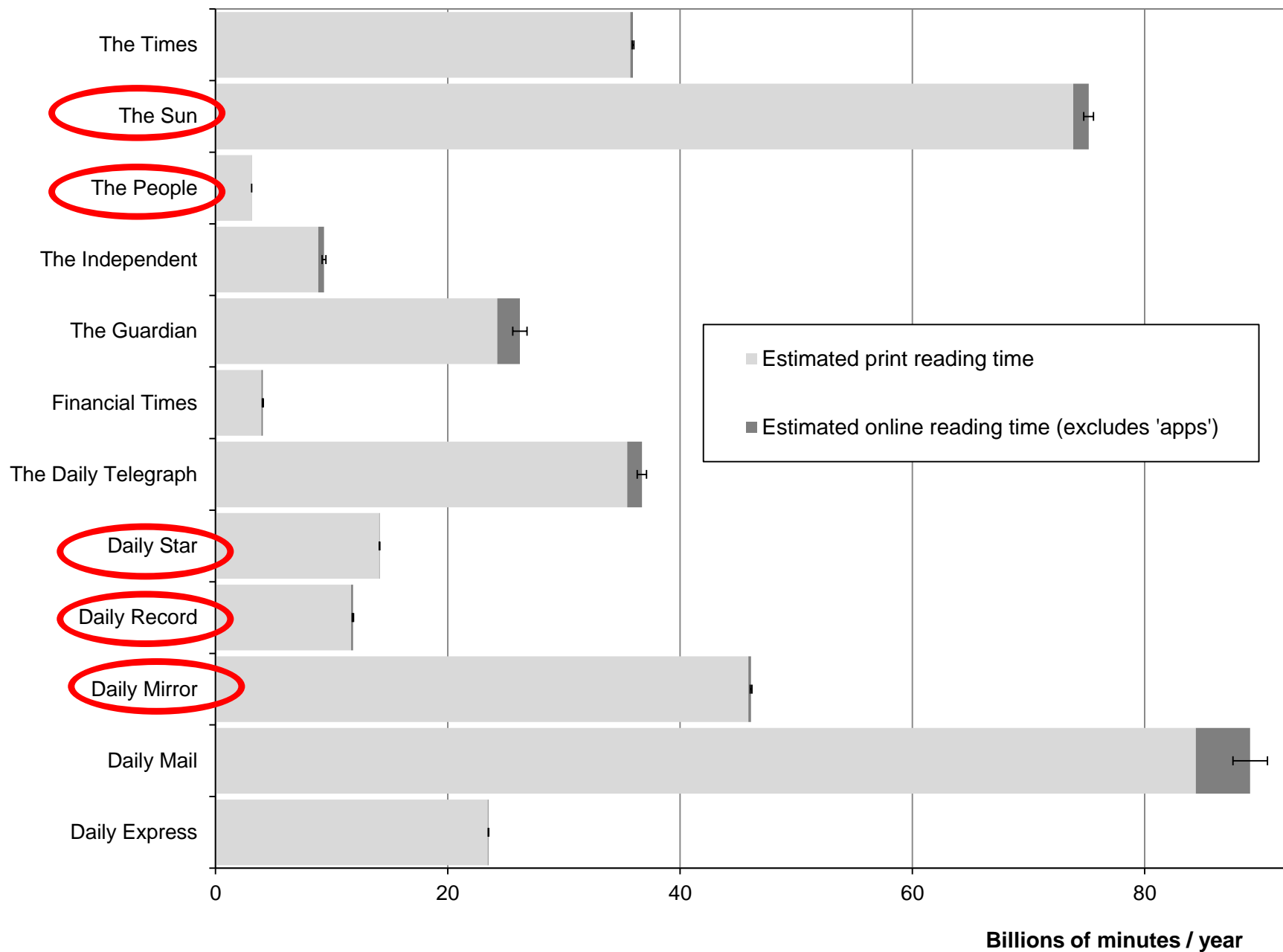
- Time spent reading, 2011, 12 UK national newspapers

Estimated
Online reading
Time (**excludes**
'apps')
(minimum)

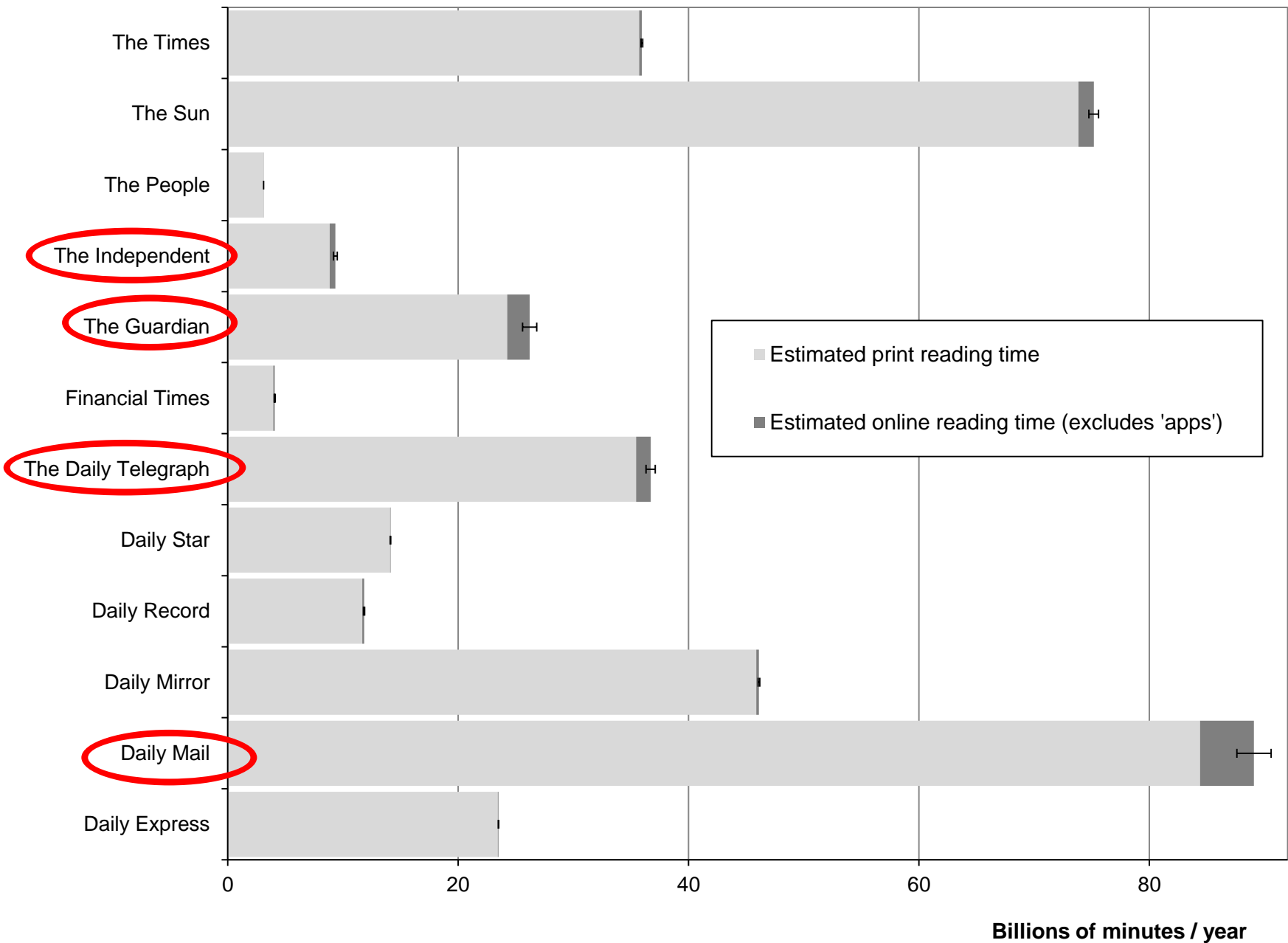


Estimated
Print reading
time

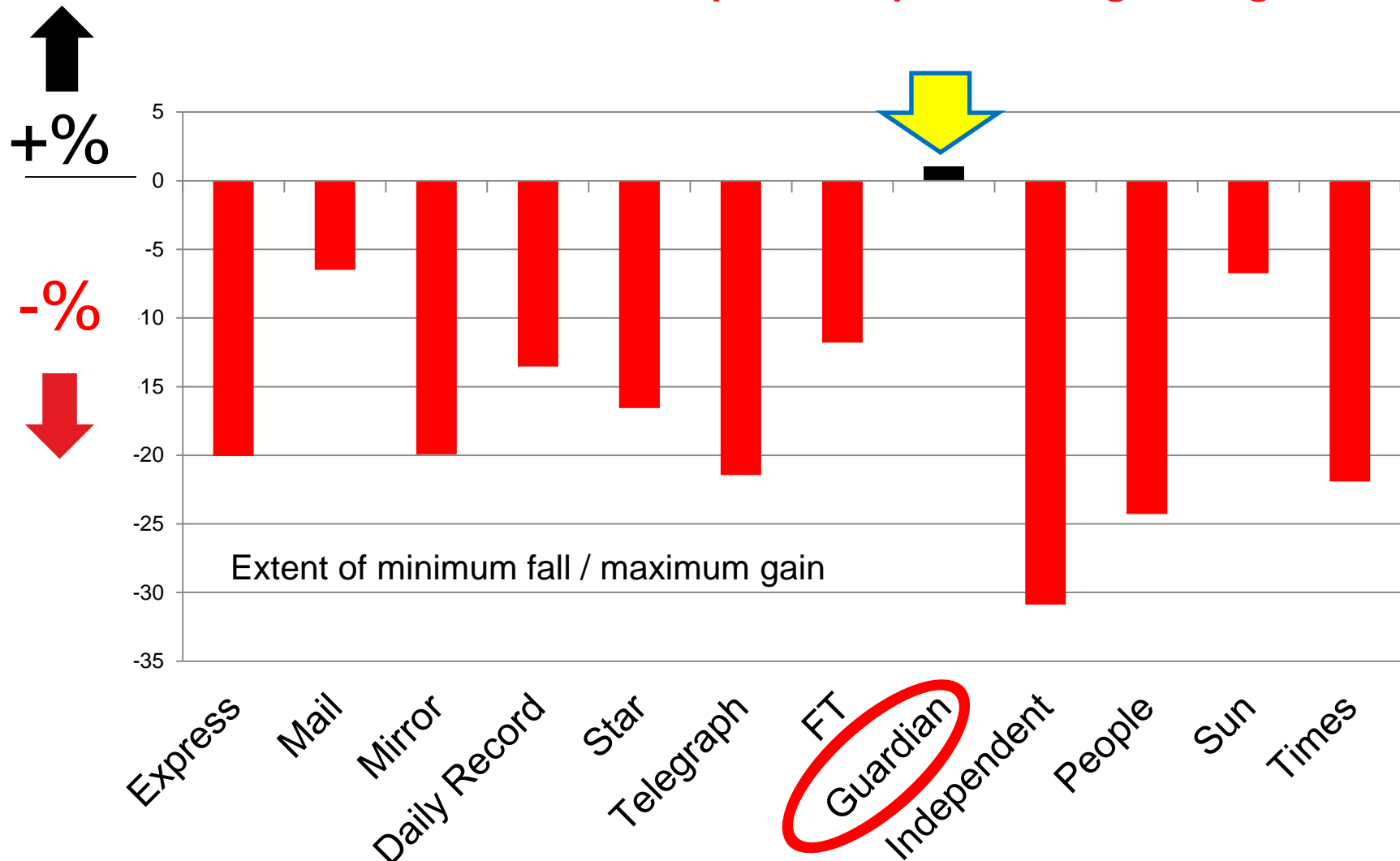
Results: Domestic Readership – time-spent-reading, 2011



Results: Domestic Readership – time-spent-reading, 2011



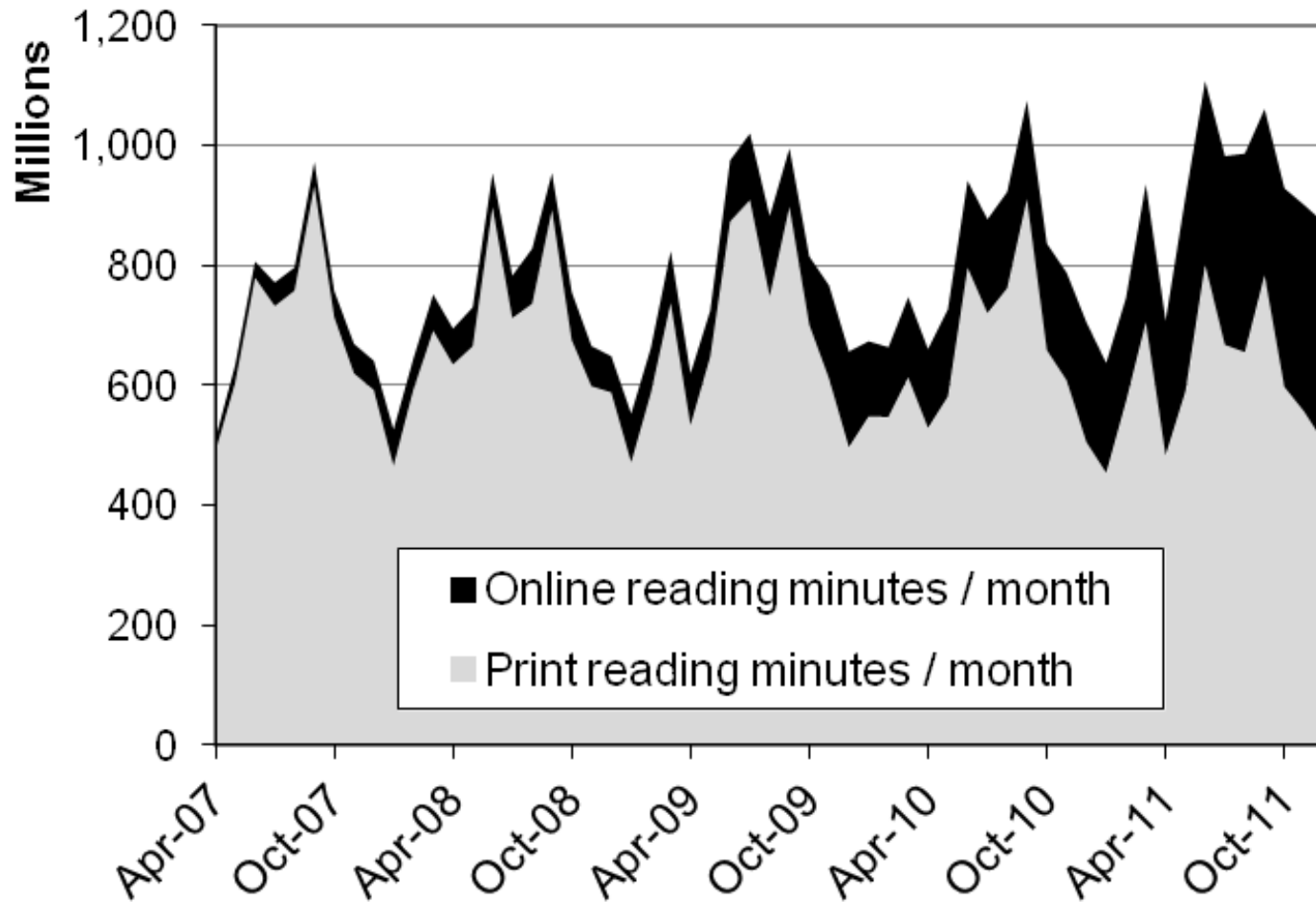
Domestic Print + Online Readership – time-spent-reading. Change 2007-11



*Due to the 2011 closure of the Sunday edition of *The Sun*—*The News of the World*—these figures relate to *The Sun*'s Monday–Saturday editions only.

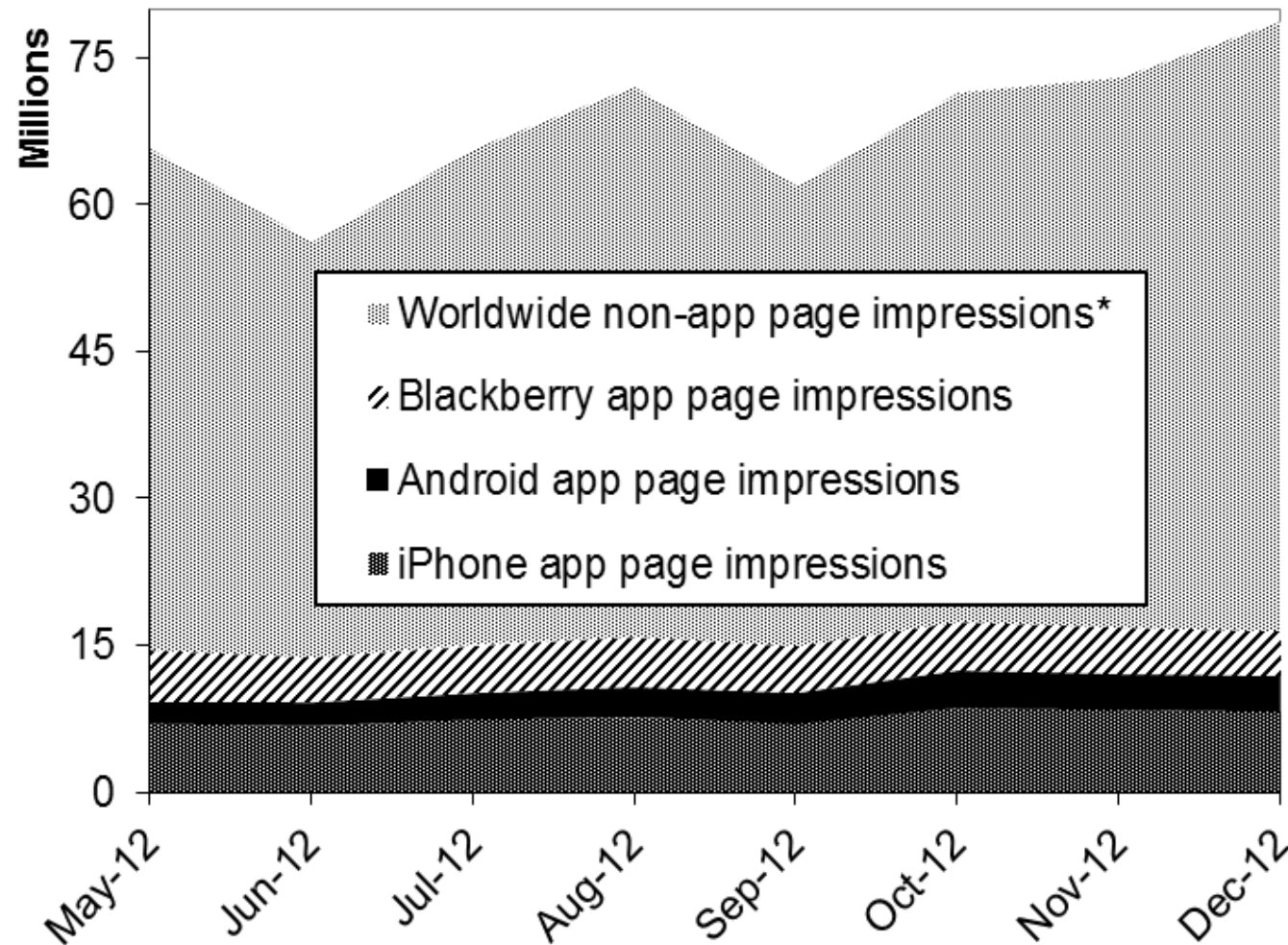
Overseas time-spent-reading (print & online)

The Daily Mail, The Mail on Sunday, and MailOnline



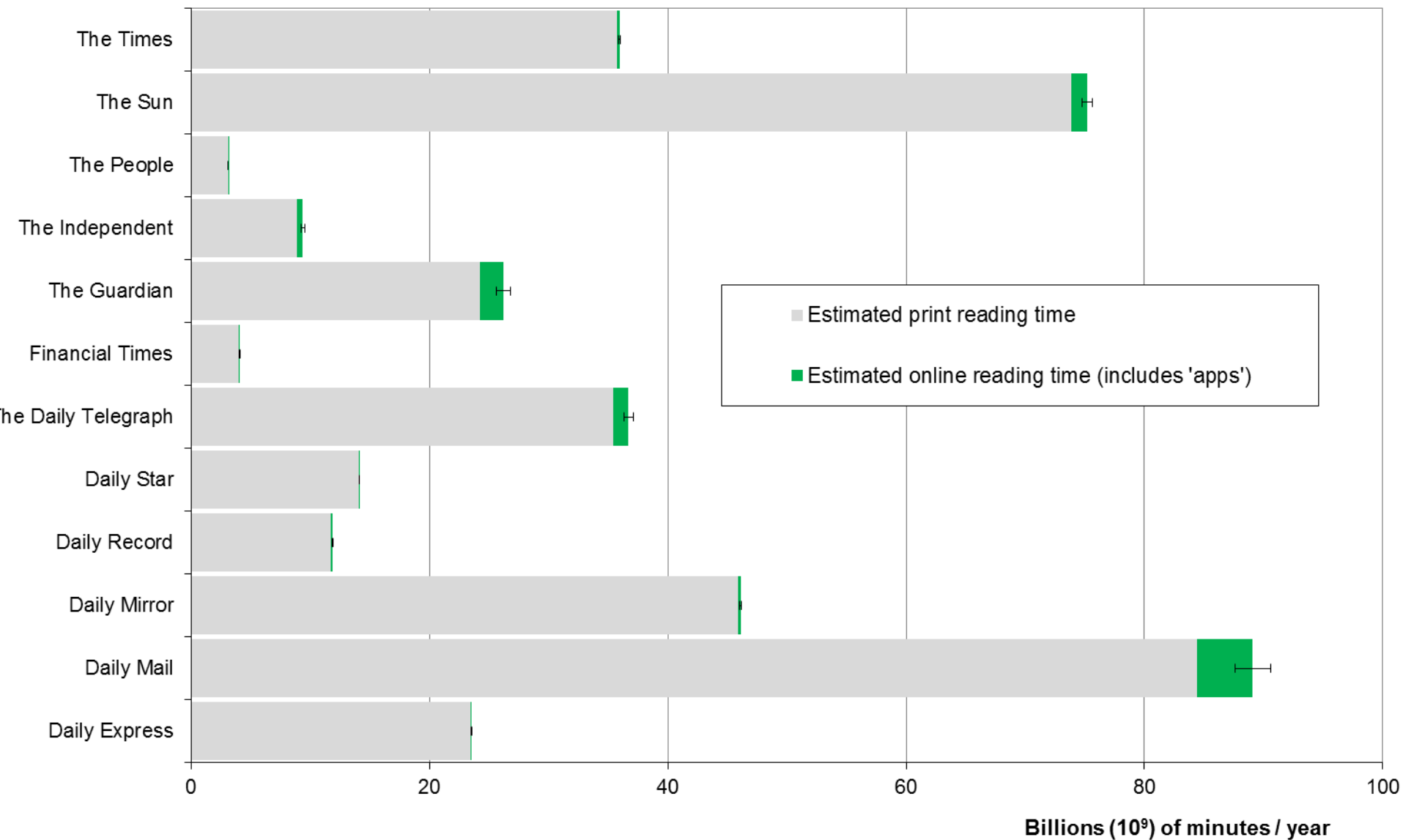


Comparison of monthly page impressions recorded by Independent.co.uk and *The Independent's* iPhone, Android, and Blackberry 'apps'

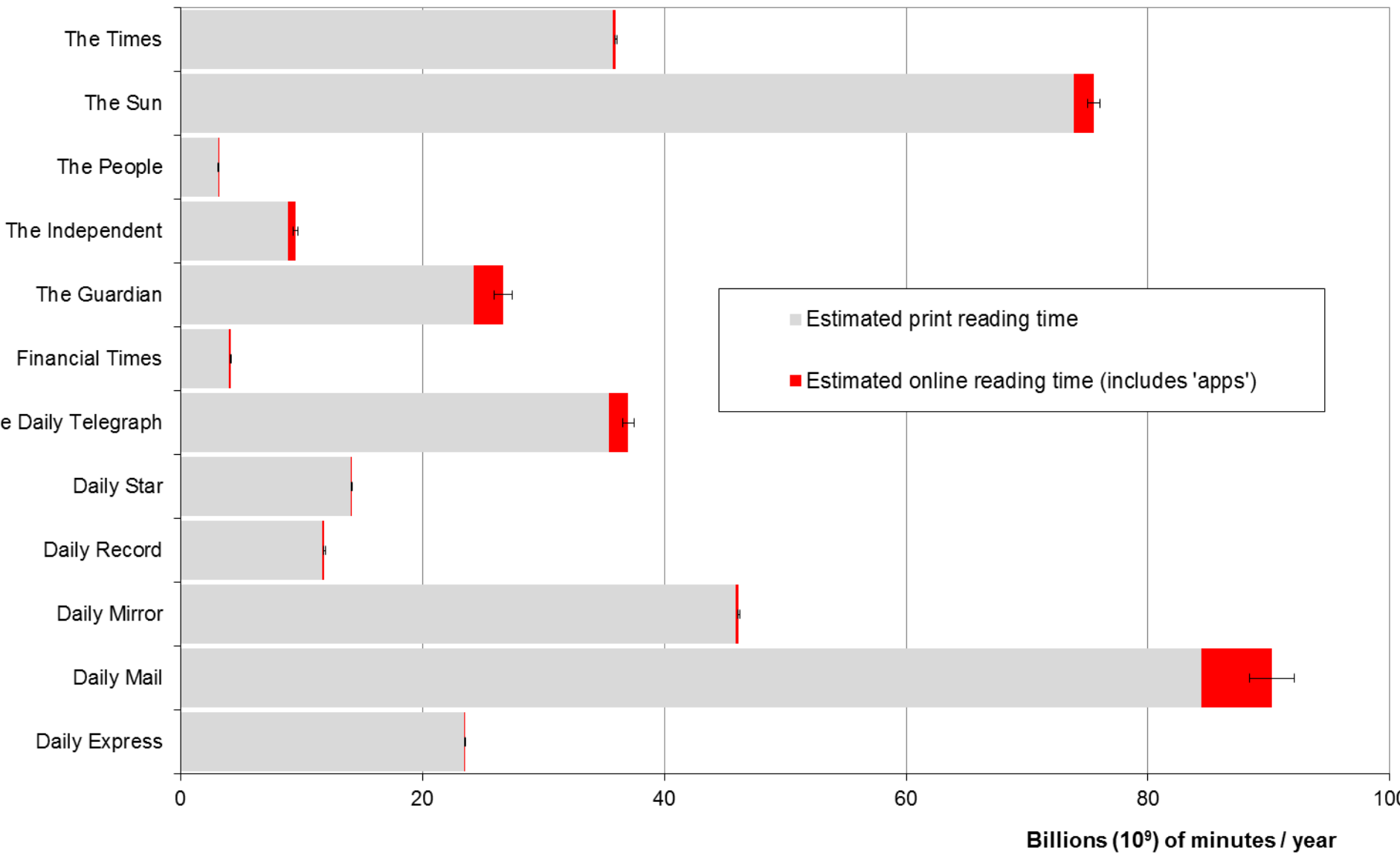


* Excludes automated page impressions

Results: Domestic Readership – time-spent-reading, 2011 (no apps)



Results: Domestic Readership – time-spent-reading, 2011 (with apps, est.)





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- **Success of ‘quality’ newspapers (+Daily Mail) in reaching out to online readers**





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- Success of 'quality' newspapers (+Daily Mail) in reaching out to online readers

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• German foreign minister: We have no hidden agenda against the City of London
• Asian markets fall following Kim Jong-il's death

Posted by Rupert Neale and Graeme Warden Monday 19 December 2011 23:15 GMT guardian.co.uk Article history

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Guido Westerwelle, Germany's foreign minister, tried to build bridges with the UK today - before Britain refused to pay £25bn to the IMF-EU bailout fund.

7.30am: Good morning, and welcome to another day of rolling coverage of the eurozone crisis.

European markets are forecast to open down in reaction to the news of the death of Kim Jong-il, the North Korean leader.

Most Asia-Pacific markets have dropped sharply as experts warn that Kim's death could lead to civil unrest that could spark a crisis in the region. North Korea's military has been put on the highest state of alert. South Korea's Kospi index dropped 3.4% and Japan's Nikkei 225 fell 1.3% to 8,296.12. The Korean won fell 1.6% against the dollar. The FTSE 100 is expected to open down 69 points to 5,328.

Meanwhile Mario Draghi, president of the European Central Bank (ECB), has breached the taboo of not countenancing a break-up of the eurozone. In an interview with the FT Draghi warned that struggling eurozone countries that leave the euro bloc would still face great economic difficulties afterwards. Countries leaving the bloc and devaluing their currency would create "a big inflation" and still need to adhere to structural reforms, "but in a much weaker position," he said.

And, everyone is still expecting Standard & Poor's to downgrade France's credit rating.

• This article was corrected on 20 December 2011 because the original described Sony Kapoor as working at Open Europe instead of Re-Define, a London-based thinktank.

8.10am: The FTSE 100 has opened down 30 points at 5,360.

Joe Rundle, head of trading at ETX Capital, said:

It is a short-term market and not much real long-term investing. I think it is going to be a negative week with very thin volumes.

Everyone is talking about North Korea and the uncertainties, while Fitch had quite strong words in its statement. It does not look like anything is going to be solved in Europe until it is right on the brink.

The pan-European FTSEurofirst 300 index of top shares was down 0.4% at 952.96 points.

The banks are among the biggest losers in the FTSE 100 following Vince Cable's announcement that he would "adopt in full" Sir John Vickers' proposal to "ringfence" retail banking from riskier investment banks. Barclays dropped 1.9%. RBS is down 1.9%, Lloyds 1.8% and HSBC 1%.

"Banks held too little capital in the good times – the danger now is that they will be forced to hold too much capital in bad times" Read Larry Elliott's take on Vickers.

9.41am: It's another busy day in the fight to save the euro, here are some of today's highlights.

14.30 GMT: European finance ministers will hold a conference call with an aim to agree a new €200bn loan to the International Monetary Fund as part of a deal to save the single currency. The EU still expects the UK to contribute £25bn to the fund.

14.30: The ECB will announce last week's bond purchases. It has spent €207.5bn on government bonds since its programme started in May last year.

15.30: George Osborne will address MPs on the Vickers' report into banking.

9.25am: Standard & Poor's has said it won't downgrade South Korea's credit rating following the death of Kim Jong-il.

Our ratings on South Korea take into account temporary

Posted by Rupert Neale and Graeme Warden Monday 19 December 2011 23:15 GMT guardian.co.uk Article history

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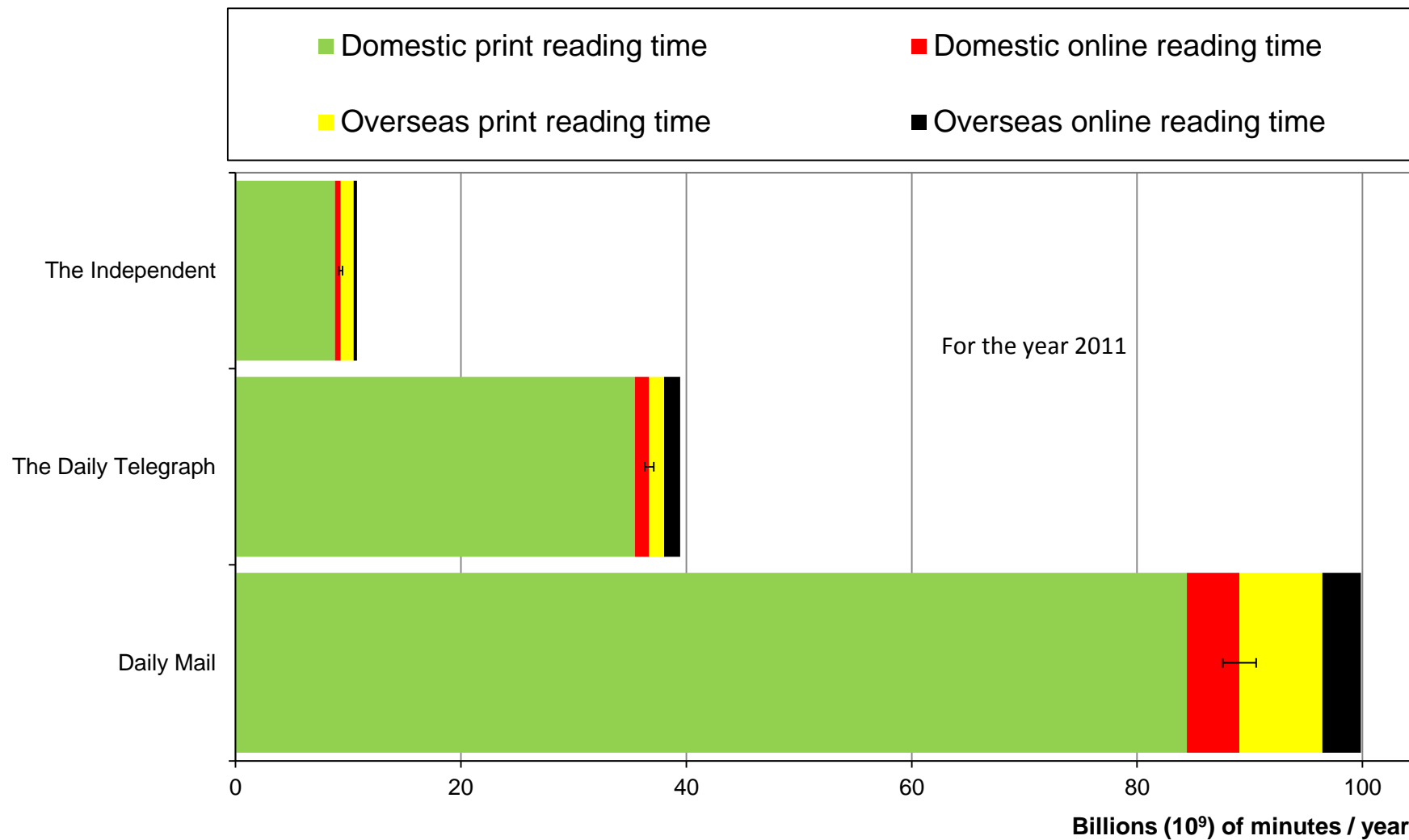
*Figures based on the FundInvestment platform, January 2012. Based on gross funds placed under management, excluding funds re-invested. (Source: FundInvestment)

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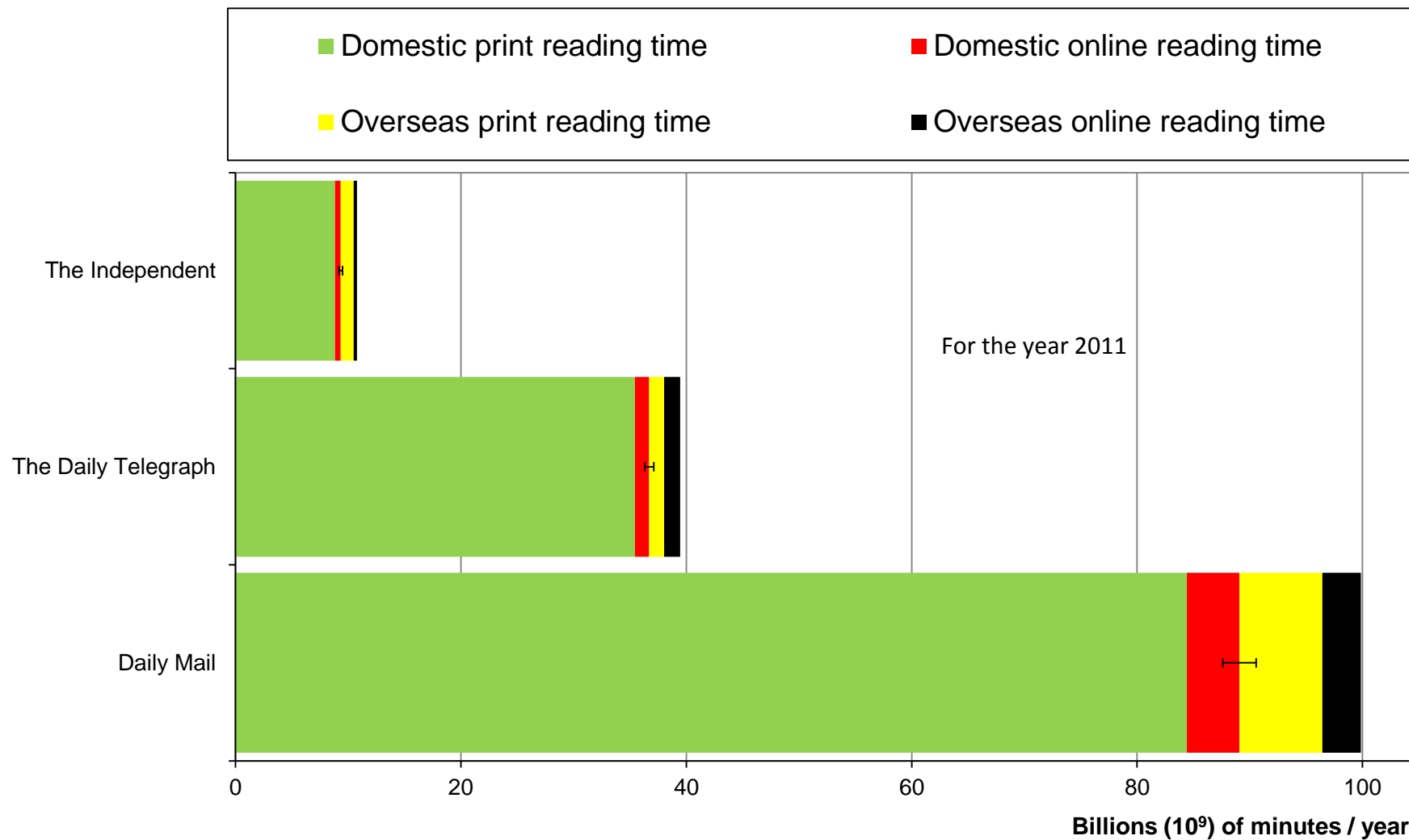


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Monthly total

21,251,877

89,789,001

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