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# Measuring Media Audiences

University of Hamburg, 9 January 2014

**Dr Neil Thurman**



ry New!

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e 2014  
ce 2013  
nce 2010  
ustom range...

Sort by relevance  
Sort by date

☐ include patents  
☐ include citations

☒ Create alert

The unfinished science story: Journalist-audience interactions from the Gl...  
and science sections  
DM Secko, S Tlalka, M Dunlop, A Kingdon, E Amend - Journalism, 2011 - jou.sagepub.com  
Abstract Science journalists are increasingly confronted with the ability of audiences to  
comment on science stories, create and share multimedia content, and blog about science.  
Yet, there is a surprising lack of literature exploring the narrative impacts of such changes ...  
Cited by 3 Related articles Cite Save

Deliberative, agonistic, and algorithmic audiences: Journalism's vision of its public in an age of  
audience transparency  
CW Anderson - International Journal of Communication, 2011 - msenergysolutions.net  
Abstract Building on earlier empirical work in newsrooms, this paper contends that a  
fundamental transformation has occurred in journalists' understanding of their audiences. A  
new level of responsiveness to the agenda of the audience is becoming built into the DNA ...  
Cited by 26 Cite Save

(RE-) DISCOVERING THE AUDIENCE: The relationship between journalism and audience in  
networked digital media  
W Loosen, JH Schmidt - Information, Communication & Society, 2012 - Taylor & Francis  
Current technological, organizational and institutional changes fundamentally alter the  
relationship between journalism and its audience—with consequences not only for  
journalistic practice, but also for theoretical and methodological issues of media research. ...  
Cited by 11 Related articles All 4 versions Cite Save

Audience Clicks and News Placement: A Study of Time-Lagged Influence in Online Journalism  
AM Lee, SC Lewis, M Powers - Communication Research, 2012 - crx.sagepub.com  
Abstract The rise of sophisticated tools for tracking audiences online has begun to change  
the way media producers think about media audiences. This study examines this  
phenomenon in journalism, building on a revised theoretical model that accounts for ...  
Cited by 3 Related articles All 3 versions Cite Save

Between profession and audience: codes of conduct and transparency as quality instruments for of  
and online journalism  
R Van Der Wurff, K Schönbach - Journalism Studies, 2011 - Taylor & Francis  
Abstract A three-wave Delphi study in the Netherlands invited 60 experts to assess the quality of  
traditional journalism and to propose measures for improvement. Although from  
different backgrounds and representing a wide range of opinions, the experts agree ...  
All 4 versions Cite Save



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“HAVE THEY GOT NEWS FOR US?”

Audience revolution or business as usual at the BBC?

DOI: 10.1080/17512781003670031  
Andy Williams, Claire Wardle & Karin Wahl-Jorgensen



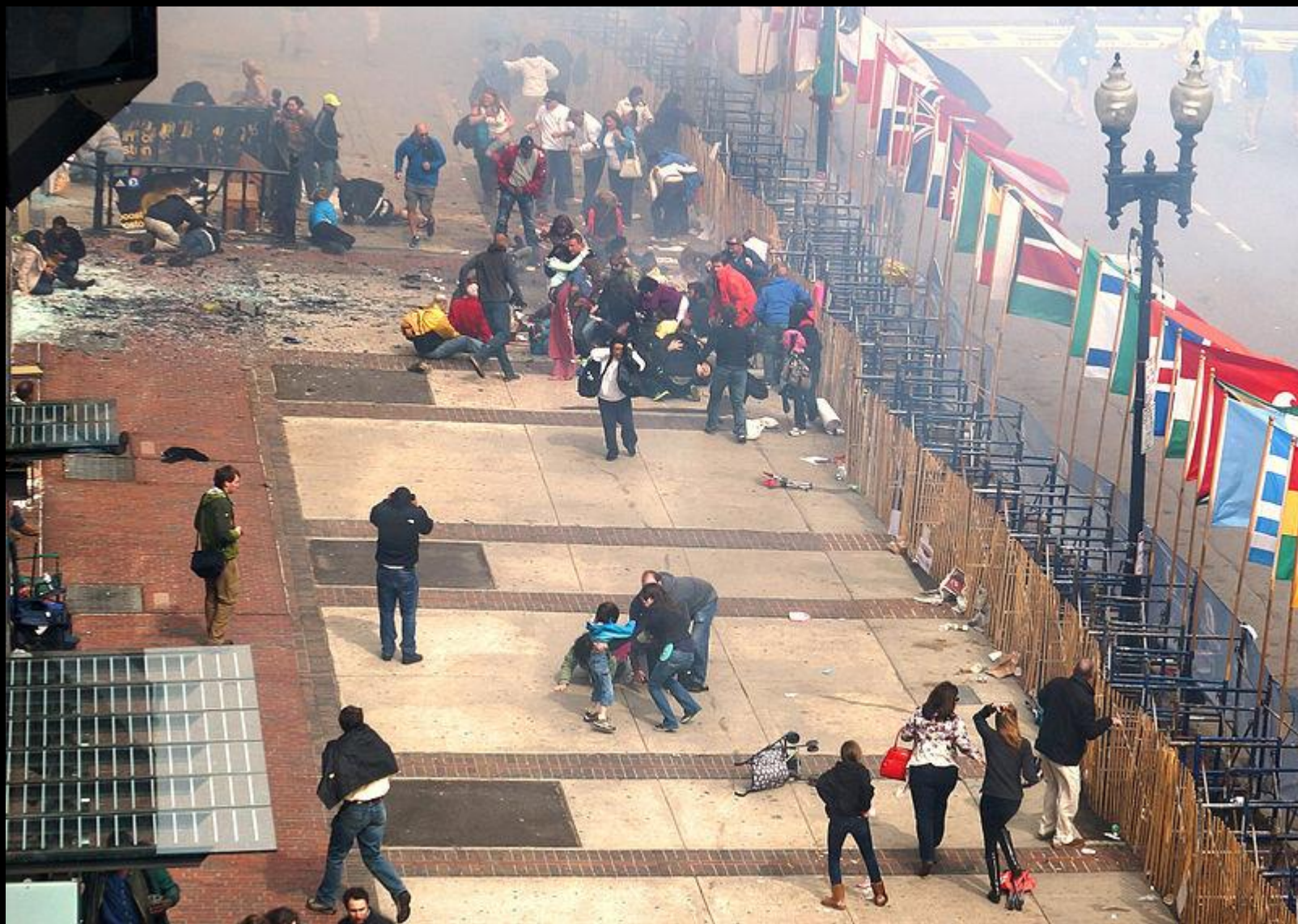
BBC

0000000000 TEXT

000km/h  
2013/02/15 09:20:28









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- Who determines journalism's 'audience' and why?
- What is the 'audience marketplace'?
- How are audiences measured, with what limitations?
- How is new technology undermining & disrupting the creation of journalism's audience ...
- ...and with what effect on the content & structure of journalism's institutions?













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- Who determines journalism's 'audience' and why?





**DYSPEPTICS!**

DO NOT SUFFER FROM INDIGESTION

When it is such a simple matter to get 30 drops of **SEIGEL'S SYRUP** after each meal, it is really surprising that a more common remedy is not more generally used.

**MOTHER SEIGEL'S SYRUP**

Price 1/2 & 1/3 per bottle.

**THE NEWS OF THE WORLD.**

No. 3,833. [ROYAL 1843.] Telephone: 6150 Holborn. SUNDAY, APRIL 8, 1917. Telegrams: Worldly, Fleet, London. ONE PENNY.

**LARGEST CIRCULATION IN THE WORLD**

**EXCELDIA HANDKERCHIEFS.**

Two Gold Medals awarded. Superior Quality. Popular Price. Sold everywhere.

See EXCELDIA name on every Handkerchief.

Ask for EXCELDIA Soft Collars, Fronts, Shirts.

## FATE OF ST. QUENTIN SEALED.

### FRENCH REACH SUBURBS OF GREAT STRONGHOLD.

#### ADVANCE ALL ALONG FRONT.

Magnificent progress by the British troops on the front from Comblanchien, south of Arras, to the environs of St. Quentin is reported by Sir Douglas Haig. In stubborn fighting the advantages everywhere remained with our troops.

On a front of about eight miles the French have gone forward, and have now reached the suburbs of St. Quentin, the capture of which cannot be long deferred.

With the fall of St. Quentin inevitable, preconceived notions as to the precise locality of the Hindenburg line will have to be revised.

It was thought that St. Quentin was an essential pillar of the new German front. If that view is the correct one then the blow to the enemy involved in the loss of the town will be a most serious one, involving a further considerable retirement.

It may prove, however, that the holding of the place was no part of the Hindenburg plan. Its chief value lies in its situation as a great railway centre. If, after two miles to the east of Hesdunet, we also attacked and captured on a front of about 10 miles a series of strongly-held positions, forming part of the enemy's advanced line of defence between the Valenciennes canal, and Arras. In this operation, in which the enemy offered determined resistance and suffered heavy casualties, we captured the village of Hesdunet, Comblanchien, and Comblanchien, and then the prisoners. Following up this success, our troops next carried the village of Hesdunet-Capelle, a few miles northwest of Comblanchien. Lower down, in the vicinity of Ham, we captured Marigny and Bismarck. Sir Douglas Haig said in a statement that the enemy had made a determined night attack in an endeavour to recover the line, but that by the aid of our tanks, and our artillery, the attack was repulsed. The enemy's losses were heavy, and all its guns were brought in. At the same time we attacked and captured the village of Marigny.

**HIS NEXT-DOOR NEIGHBOUR.**

KAISER WILHELM: "Do Youst! Vore vix its and hat!"

Legend of the fortified village lying below the Hindenburg line in the territory captured by our troops north of Comblanchien. Until the last few days it was held by the enemy. With its capture (see headline) and the people before it, the village is now in our hands. The village is a fortified position, and the people before it are now in our hands. The village is a fortified position, and the people before it are now in our hands. The village is a fortified position, and the people before it are now in our hands.

## WAR DECLARED BY UNITED STATES.

### RESOLUTION PASSED BY BOTH HOUSES OF LEGISLATURE.

#### ARMY OF 2,000,000.

I advise that Congress declare that the recent course of the Imperial German Government to be in fact nothing less than war against the Government and people of the United States; that it formally accepts the status of a belligerent which is thus thrust upon it, and that it takes immediate steps not only to put the country in a more thorough state of defence, but also to exert all its power and to employ its resources to bring the Government of the German Empire to terms and end the war.—From Mr. Wilson's address to Congress.

It was carried by an overwhelming majority. The House of Representatives, after 17 hours' debate, also adopted the resolution by an overwhelming majority. The figures were:

	Senate	House
For war	82	373
Against	6	50
Majority	76	323

Having made the great choice, America is to proceed with her determined spirit as was seen by the determined spirit in the aid, whatever days when people were not only concerned by their rulers, and war were provoked and waged on the interest of the nation or the people of nations were who were accustomed to see their rulers with no other and made self-governed nations as not to their neighbours. The idea of a war was not an idea to bring about some critical point. The idea was to bring about some critical point. The idea was to bring about some critical point.

## 500,000 MEN BY JULY.

### NEW SERVICE MEASURE PASSES INTO LAW.

#### LORD DERRY'S HINT OF LARGER PROPOSALS.

Five hundred thousand men are wanted for the Army by July, and in view of this...

## AIR RAID ON KENT.

### BOMBS DROPPED FROM AEROPLANE.

#### NO CASUALTIES AND NO DAMAGE DONE.

There has been another futile air raid on Kent. The following communique...

News of the  
World, October  
1843

News of the World, 1917





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“The profit of the newspaper arises from the price paid for advertisements, and the greater the number of advertisements the greater the profit.”



**- Viscount Palmerston in a letter to Queen Victoria, 30th October 1861.**



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“The profit of the newspaper arises from the price paid for advertisements, and the greater the number of advertisements the greater the profit. But advertisements are sent by preference to the newspaper which has the **greatest circulation**”

**- Viscount Palmerston in a letter to Queen Victoria, 30th October 1861.**



# 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 .....	<b>8257</b>
Third quarter, to Sept. 25, 1846...	<b>8404</b>
Second half-year, 1846 .....	<b>8523</b>
Fourth quarter, 1846 .....	<b>8643</b>

This result calls for the most grateful acknowledgments of the proprietors to the public, and must be highly satisfactory to their advertising friends, as it is a larger number than was ever previously attained for a similar period.

The number of the third quarter is the common average, excluding altogether the large extra sale of papers on the occasion of Prince Albert's visit to Liverpool. Had that excess been added, the average of the quarter would have amounted to 9657 each week.

Liverpool Mercury - Friday 01 January 1847





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](mailto: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?

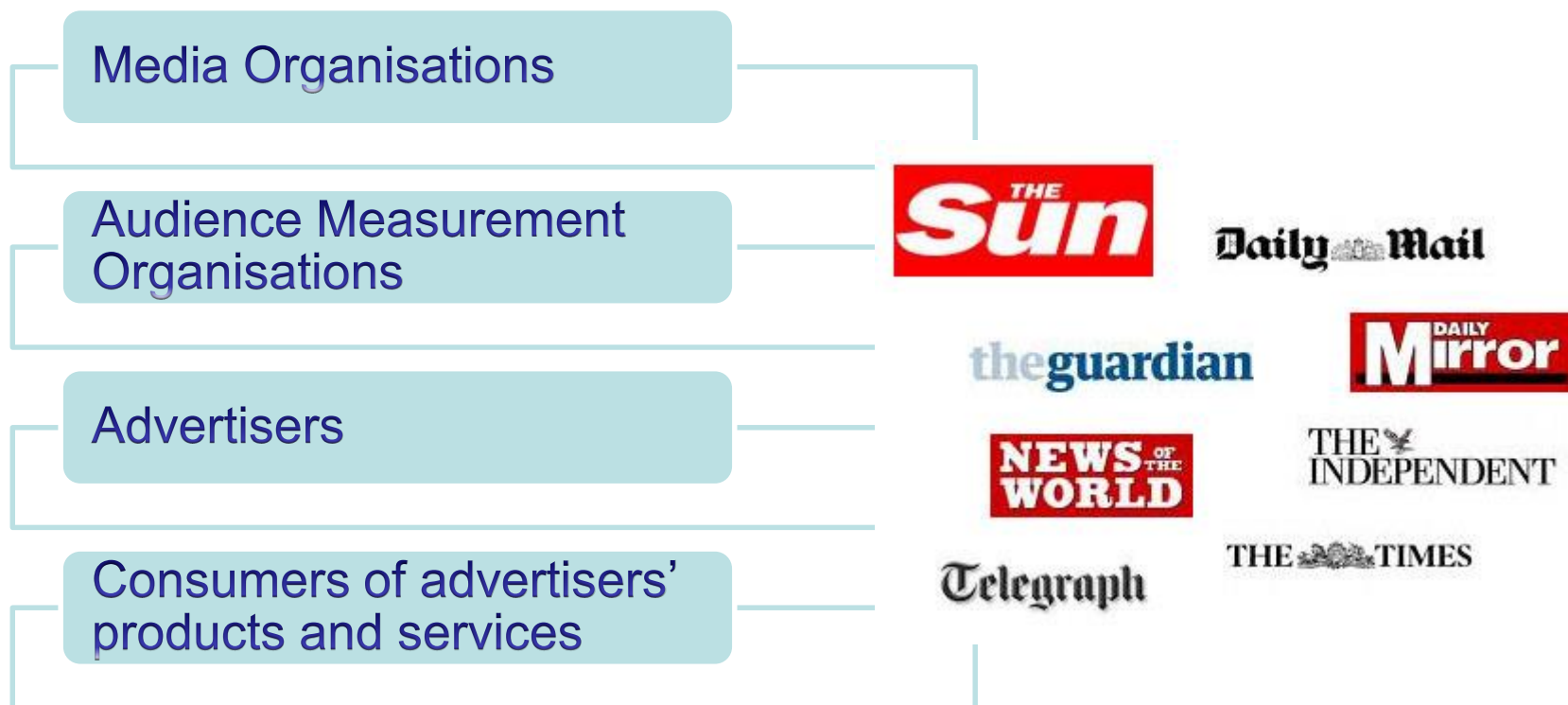
Don't be shy, feel free to contact us if you need some assistance.

- ▶ Call us or email us
- ▶ Jargon buster



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# Players in the audience marketplace







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# Players in the audience marketplace

Media Organisations

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

Media Organisations

Audience Measurement  
Organisations

Advertisers

Consumers of advertisers'  
products and services





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# Players in the audience marketplace

Media Organisations

Audience Measurement  
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Consumers of advertisers'  
products and services







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- Who determines journalism's 'audience' and why?
- What is the 'audience marketplace'?
- **How is that audience measured, with what limitations?**
- How is new technology changing / challenging conception of journalism's audience?
- How does audience measurement affect content & structure of journalism's institutions?





## TV

- ?
- ?

## Newspapers

- Circulation (physical copies)
- And...?

## Internet

- ?
- ?

## Radio

- ?
- ?



## **TV**

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

## **Newspapers**

- Circulation (physical copies)
- Readership, etc

## **Internet**

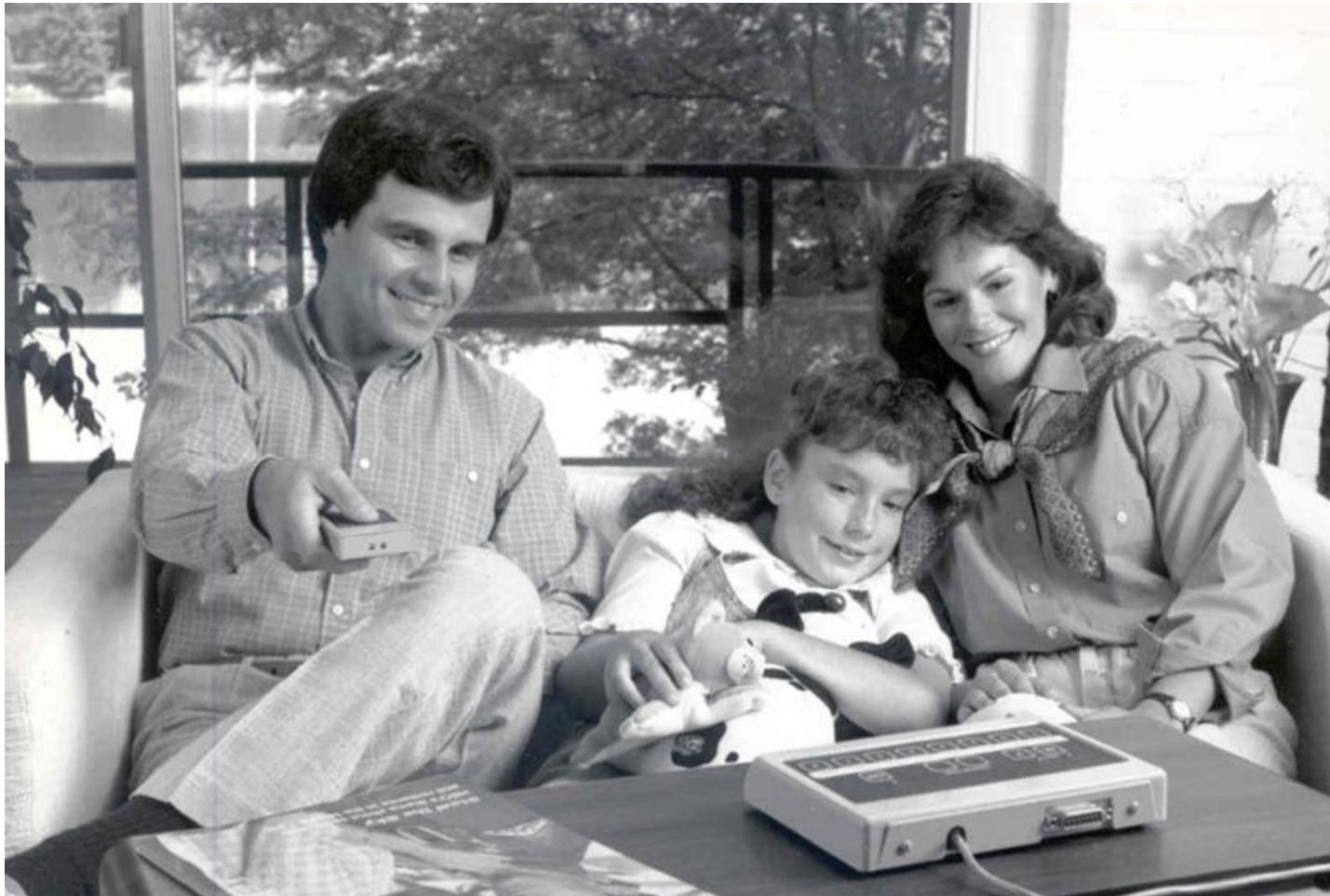
- Unique Users
- Page views, etc

## **Radio**

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

# TV

- Physical presence in room when TV is on ('people meter'), etc





# Radio

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

# Radio

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

EXAMPLE PAGE

MONDAY MORNING

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

Where you listen to radio

Each time you listen please also tell us where you listen to radio. Please draw lines and "X"s in the boxes for "AT HOME", "IN A CAR / VAN / LORRY", "AT WORK/ELSEWHERE", etc". If you drive for a living, please also tell us where you listen to radio.

How you listen to radio

Each time you listen please also tell us how you listen to radio. Please draw lines and "X"s in the boxes for "AT HOME", "IN A CAR / VAN / LORRY", "AT WORK/ELSEWHERE", etc". If you drive for a living, please also tell us where you listen to radio.

OTHER STATION / NAME UNKNOWN

WHERE LISTENING TO RADIO

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



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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.**





**EXAMPLE PAGE**

**MONDAY MORNING**

**MONDAY AFTERNOON**

**NOON**

**Lift flap on cover**

01 4.00 - 4.30am  
02 4.30 - 5.00am  
03 5.00 - 5.30am  
04 5.30 - 6.00am  
05 6.00 - 6.30am  
06 6.30 - 6.45am  
07 6.45 - 7.00am  
08 7.00 - 7.15am  
09 7.15 - 7.30am  
10 7.30 - 7.45am  
11 7.45 - 8.00am  
12 8.00 - 8.15am  
13 8.15 - 8.30am  
14 8.30 - 8.45am  
15 8.45 - 9.00am  
16 9.00 - 9.15am  
17 9.15 - 9.30am  
18 9.30 - 9.45am  
19 9.45 - 10.00am  
20 10.00 - 10.15am  
21 10.15 - 10.30am  
22 10.30 - 10.45am  
23 10.45 - 11.00am  
24 11.00 - 11.15am  
25 11.15 - 11.30am  
26 11.30 - 11.45am  
27 11.45 - 12.00pm  
28 12.00 - 12.15pm  
29 12.15 - 12.30pm  
30 12.30 - 12.45pm  
31 12.45 - 1.00pm  
32 1.00 - 1.15pm  
33 1.15 - 1.30pm  
34 1.30 - 1.45pm  
35 1.45 - 2.00pm  
36 2.00 - 2.15pm  
37 2.15 - 2.30pm  
38 2.30 - 2.45pm  
39 2.45 - 3.00pm  
40 3.00 - 3.15pm  
41 3.15 - 3.30pm

**OTHER STATION / NAME UNKNOWN**  
**AT HOME**  
**IN CAR/VAN/LORRY**  
**AT WORK / ELSEWHERE**  
**AM / FM RADIO**  
**DAB DIGITAL RADIO**  
**DIGITAL TV**  
**ONLINE / APPS**

**WHERE LISTENED**  
**HOW**

**Filling in when you listen to radio**  
Record your listening using a pen with black / blue ink.  
From when you start listening until you stop. Then put an 'X' at the start of the line and another 'X' at the end.  
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.  
If you listen via the Internet, please do not include time-delayed or recorded programmes.

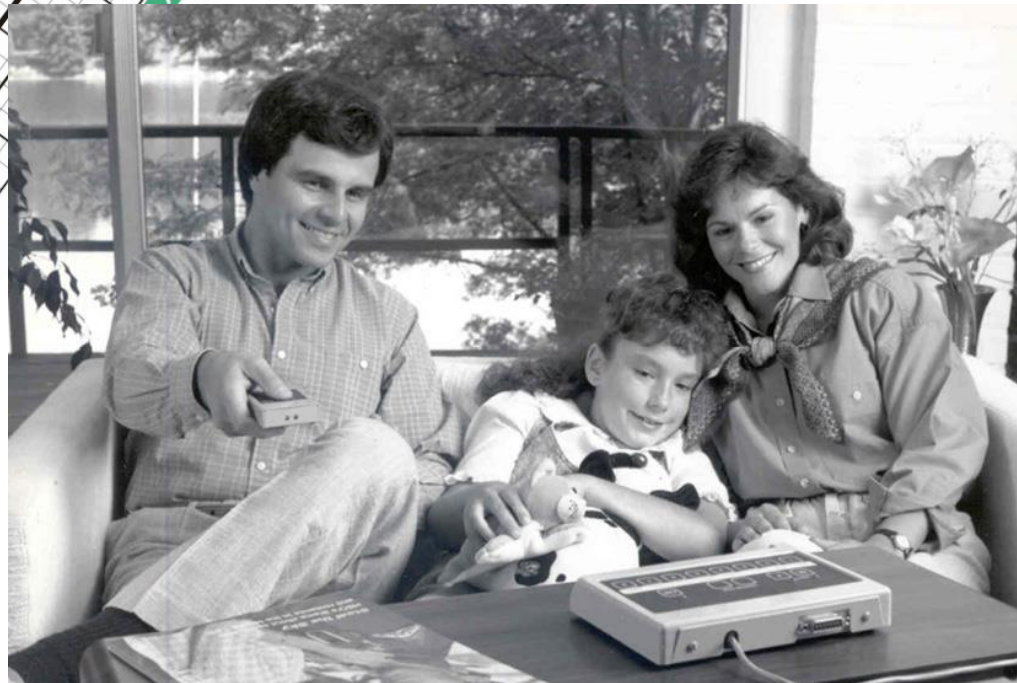
**Children**  
Children may need help to record their listening. Please remember to enter listening which takes place at School or College.

**Where you listen to radio**  
Each time you listen please also tell us where you listen:  
"AT HOME"  
"IN A CAR / VAN / LORRY"  
"AT WORK/ELSEWHERE"

**Please draw lines and "X"s in the same way as recording your listening**  
If you listen while working at home enter it as "at home" along a public place in a friend's home or at school etc.  
If you listen to a station that isn't in the diary / "AMPM RADIO" / "DAB DIGITAL RADIO" / "ONLINE / APPS" etc.  
If you listen to a station not on the label sheet provided, please write its name in a blank column. Otherwise use a label provided.  
If you don't know a station's name, please use the "Other Stations/Name Unknown" column.  
If you do not listen during any of the times shown on a page, put an "X" in the box at the bottom of the page beside "I DID NOT LISTEN TO THE RADIO AT ANY TIME BETWEEN 4.00am AND 3.30pm".

**PLEASE CHECK YOU HAVE RECORDED "WHERE" AND "HOW" FOR EVERY PERIOD WHEN YOU LISTENED.**

**CHECK**





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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



# 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

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Fourth quarter, 1846 .....	<b>8643</b>

This result calls for the most grateful acknowledgments of the proprietors to the public, and must be highly satisfactory to their advertising friends, as it is a larger number than was ever previously attained for a similar period.

The number of the third quarter is the common average, excluding altogether the large extra sale of papers on the occasion of Prince Albert's visit to Liverpool. Had that excess been added, the average of the quarter would have amounted to 9657 each week.

Liverpool Mercury - Friday 01 January 1847



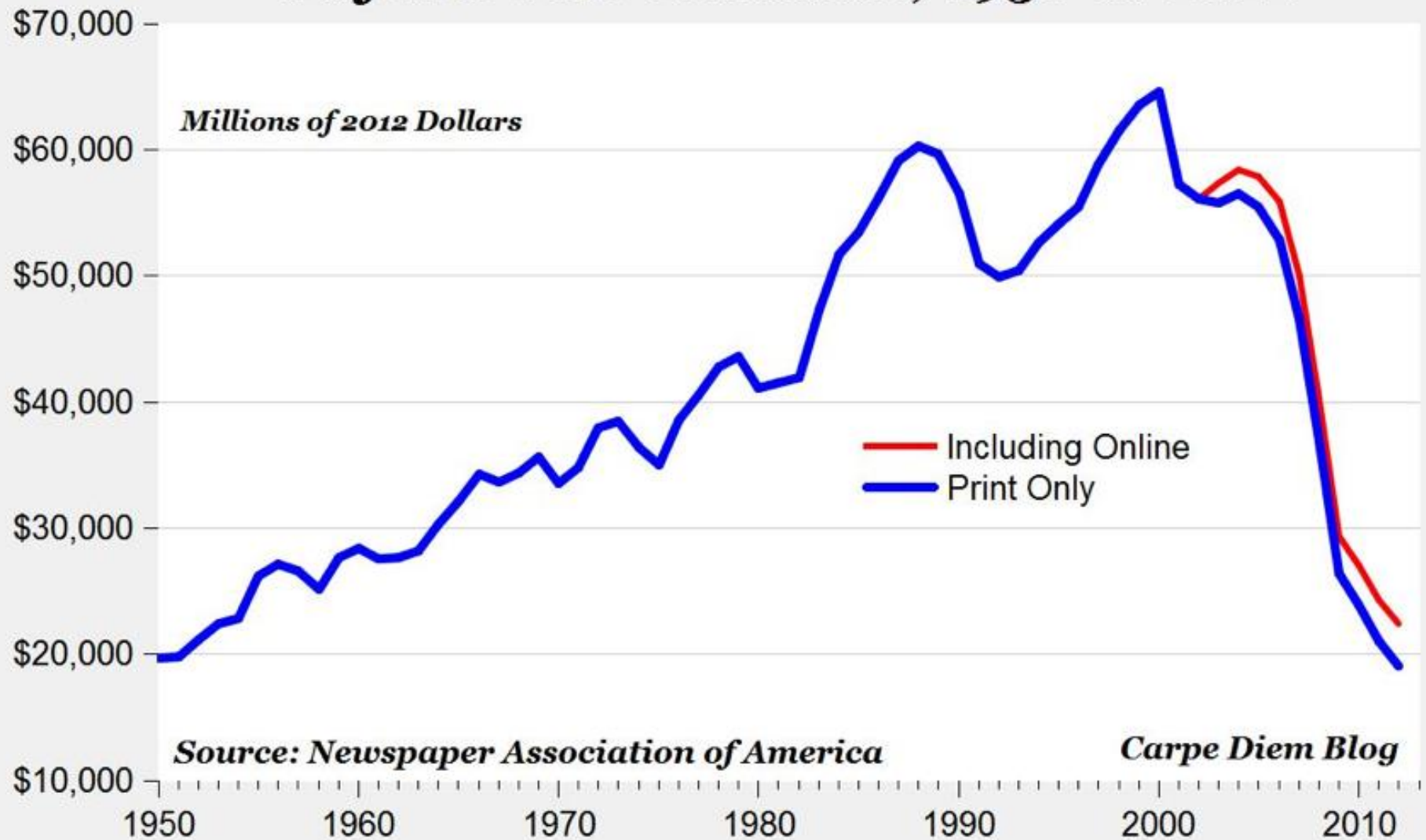
## SCALE

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)



# Newspaper Advertising Revenue Adjusted for Inflation, 1950 to 2012



SEPTEMBER 31, 2012

# Newsweek®

Newsweek

#LASTPRINTISSUE







“most efficiently  
and effectively  
reach our readers  
in all-digital  
format”

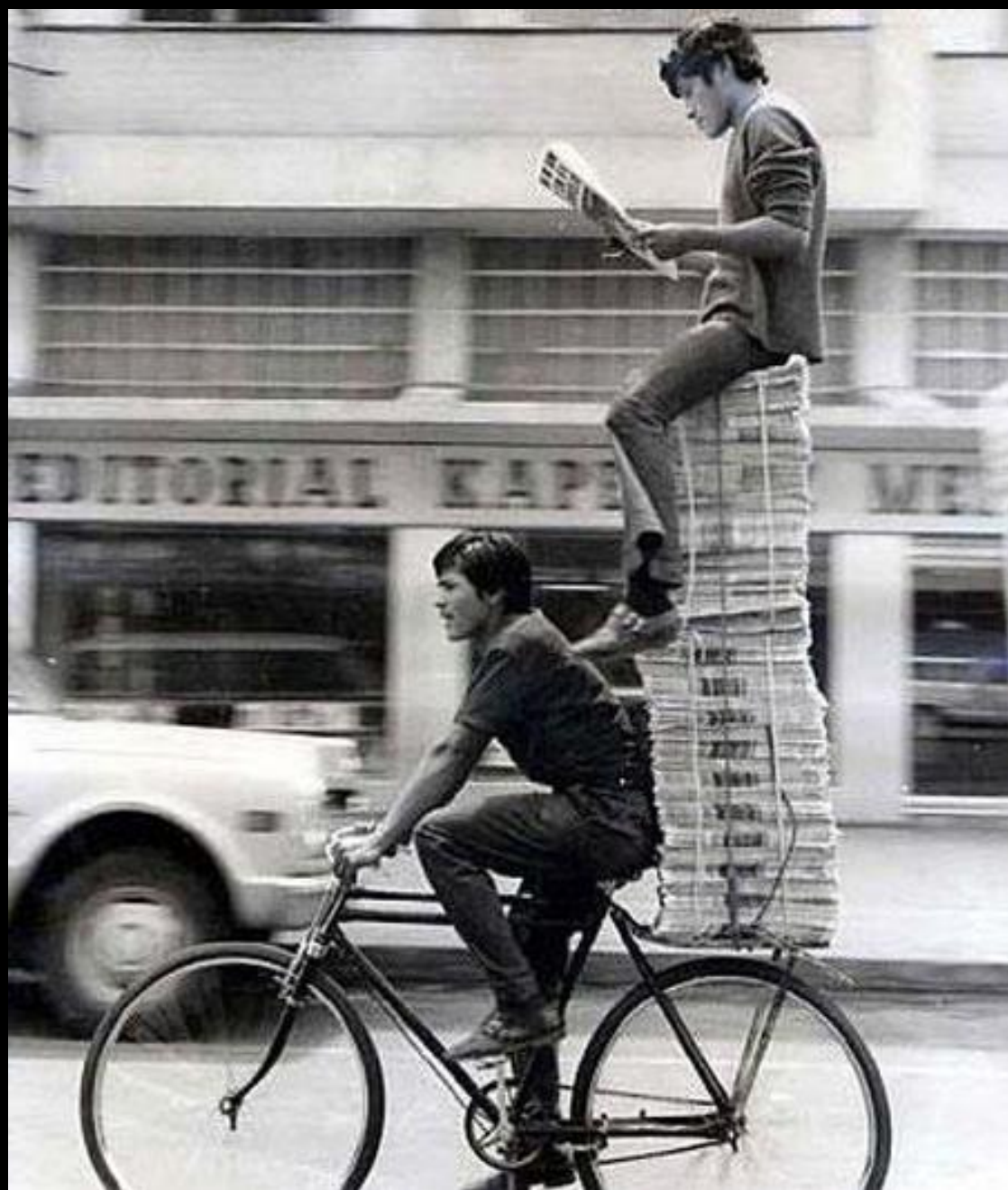
**Tina Brown &  
Baba Shetty**



“most efficiently  
and effectively  
reach our readers  
in all-digital  
format”

**Tina Brown &  
Baba Shetty**







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## Limitations of 'circulation' as a measure of newspaper audiences

- Physical newspapers can be read by more than one person







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## Limitations of 'circulation' as a measure of newspaper audiences

- Not all copies circulated are read ['bulks']





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## Limitations of 'circulation' as a measure of newspaper audiences

- Circulation is a measure of 'exposure' but not attention / engagement







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



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## Limitations of 'unique user / browser' as a measure of online audiences

- Measures browsing devices not people. A person can be counted as three 'users' if they access a website from home computer, work computer & mobile device
- Spiders / Robots can be counted (not real people!)



*"On the Internet, nobody knows you're a dog."*





## Limitations of 'page impression' as a measure of online audiences

- Again Spiders / Robots can be counted (not real people!)
- Interactive features (e.g. games / data visualization) not page based
- Long online video session = single 'page view'

The screenshot displays the BBC News Video interface. At the top is a red navigation bar with the BBC logo and links for News, Sport, Weather, Capital, Culture, Shop, TV, Radio, and More... A search bar is located on the right. Below this is a secondary navigation bar with 'NEWS VIDEO' in large letters and a list of regional and topical links: Home, UK, Africa, Asia, Europe, Latin America, Mid-East, US & Canada, Business, Health, Sci/Environment, Tech, Entertainment, and Video. The main content area features a large video player on the left showing a news anchor, with a progress bar at 00:06 of 01:01. To the right of the video player is a 'Related video / audio' section which currently shows 'No related video'. Below that is a 'Most watched' section with three video thumbnails: 'Boiling water to snow web craze' (9 hours ago), '#BBCTrending: White proverbs' (7 hours ago), and 'Rodman's birthday song to Kim Jong-un' (9 hours ago). At the bottom of the main area is a 'One-minute World News' section with a description: 'Watch the latest news summary from BBC World News. International news updated 24 hours a day.' and a 'Share this story' button. To the right of this section are three more video thumbnails: 'Inside 'bullseye' of the polar vortex' (6 hours ago), 'Troops 'moving on Bentiu'' (1 hour ago), and ''So cold water freezes in mid-air'' (5 January 2014).



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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**



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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:**

<b>Audience \ Channel</b>	<b>Print</b>	<b>Online</b>
Domestic	RQ1	RQ2
Overseas	RQ3	RQ4

## **Popularity:**

<b>Audience \ Channel</b>	<b>Print</b>	<b>Online</b>
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

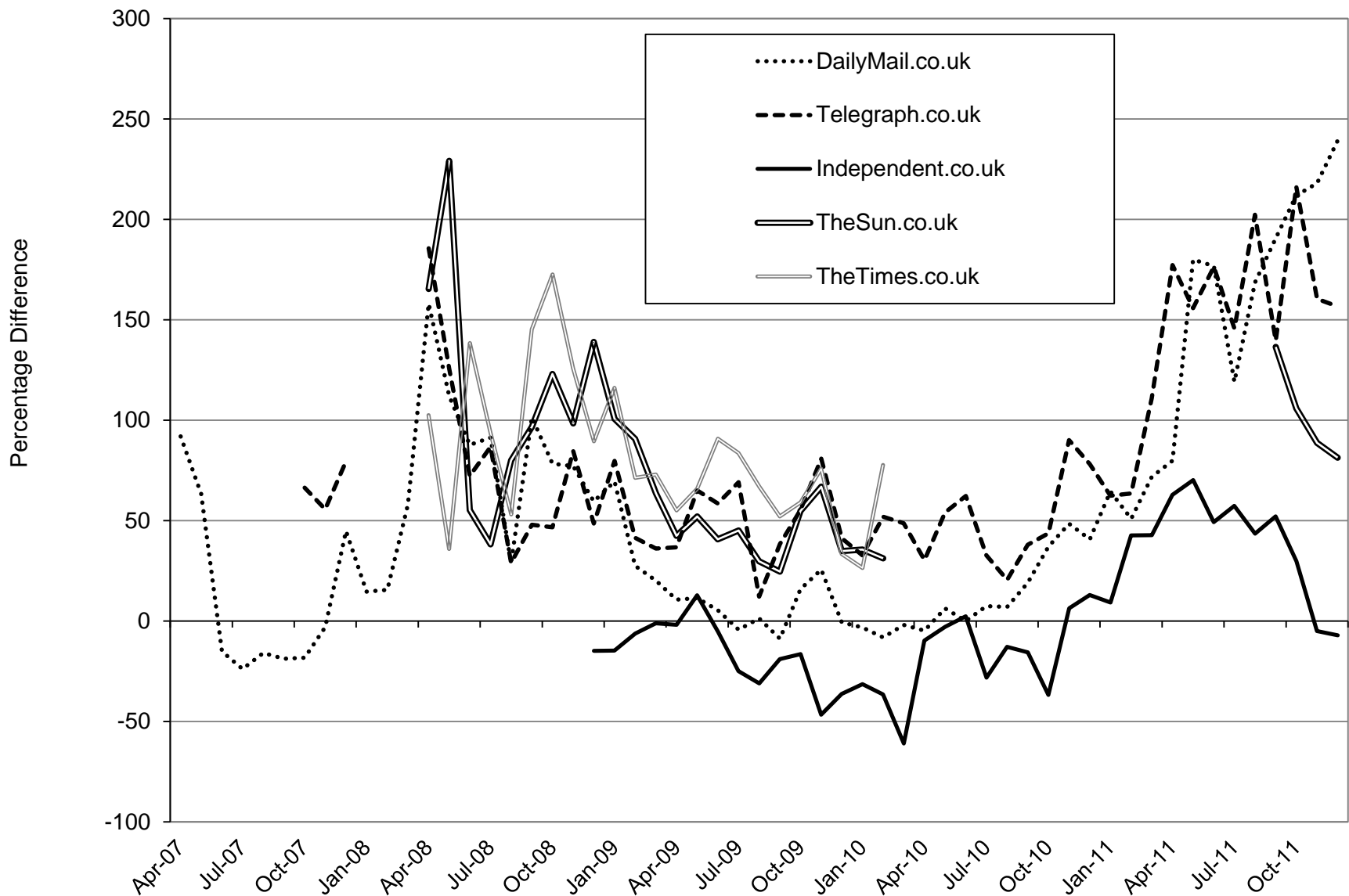






## The Nielsen Company (UK panel)





**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.

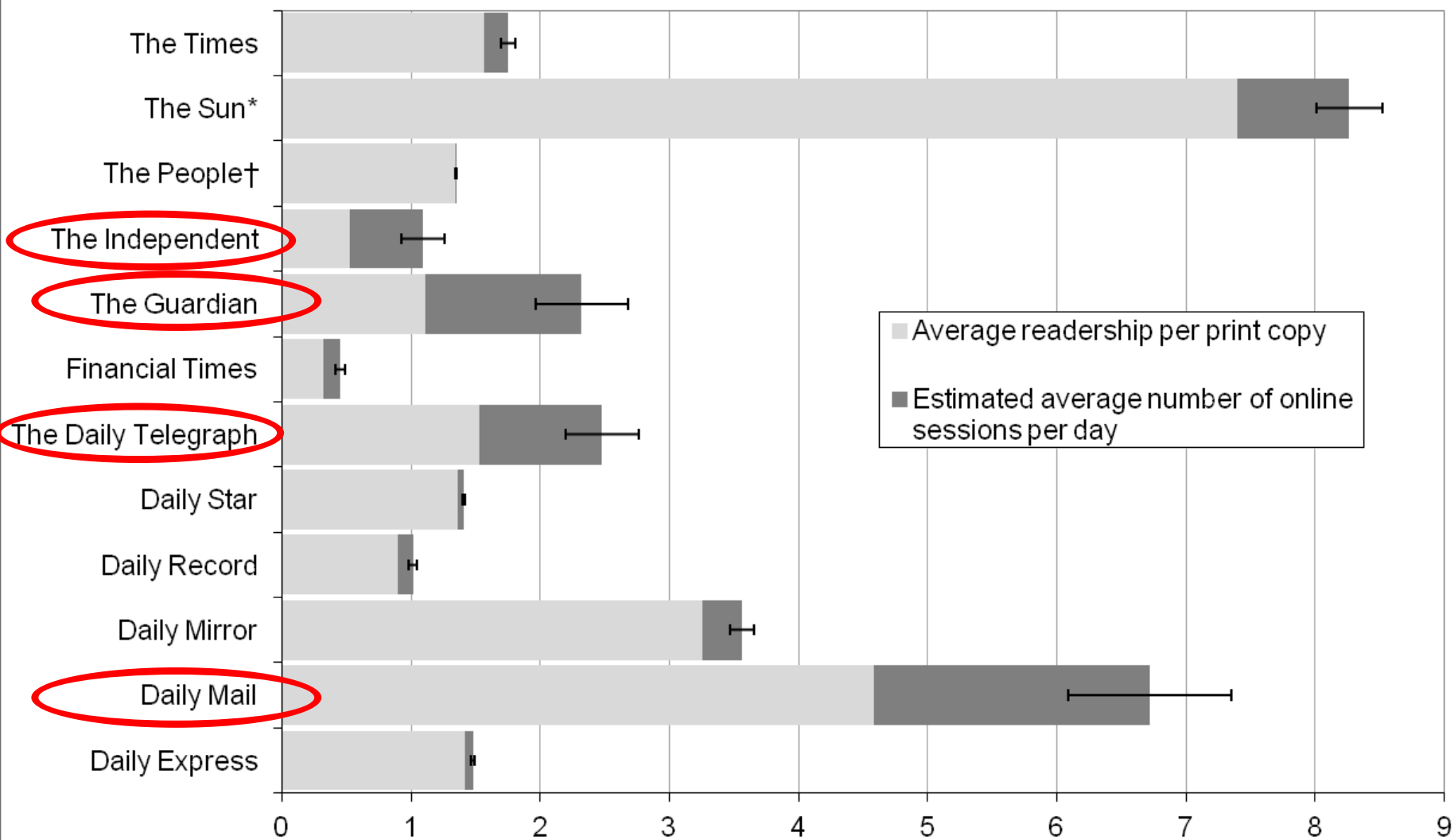


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# Results: Domestic Popularity



## 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.

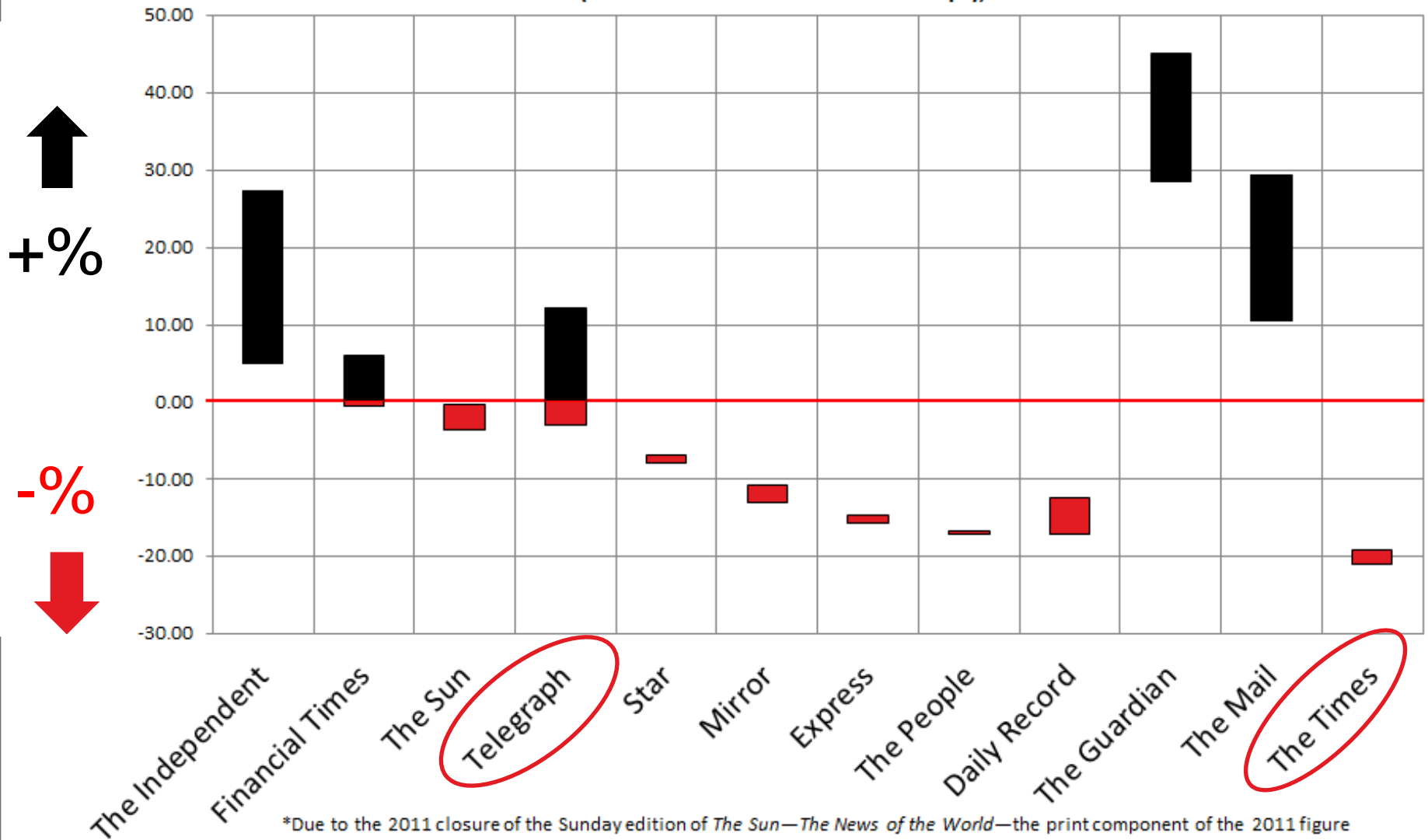
† *The People* publishes in print on Sundays only.

Millions



# Domestic popularity. Changes 2007-11

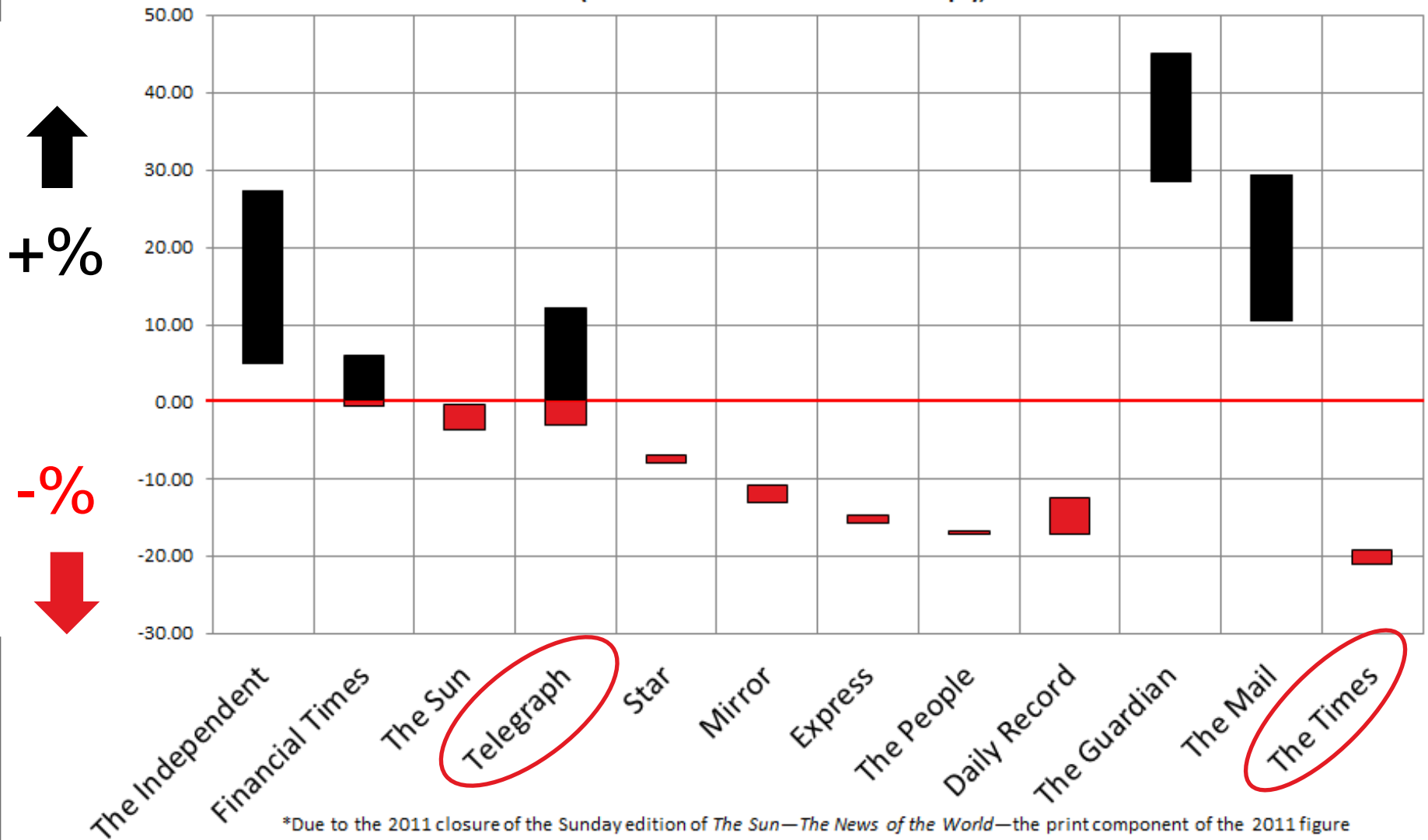
Estimated changes in the combined print and online 'popularity' of 12 individual UK national newspaper brands (based on their domestic readerships), 2007–2011



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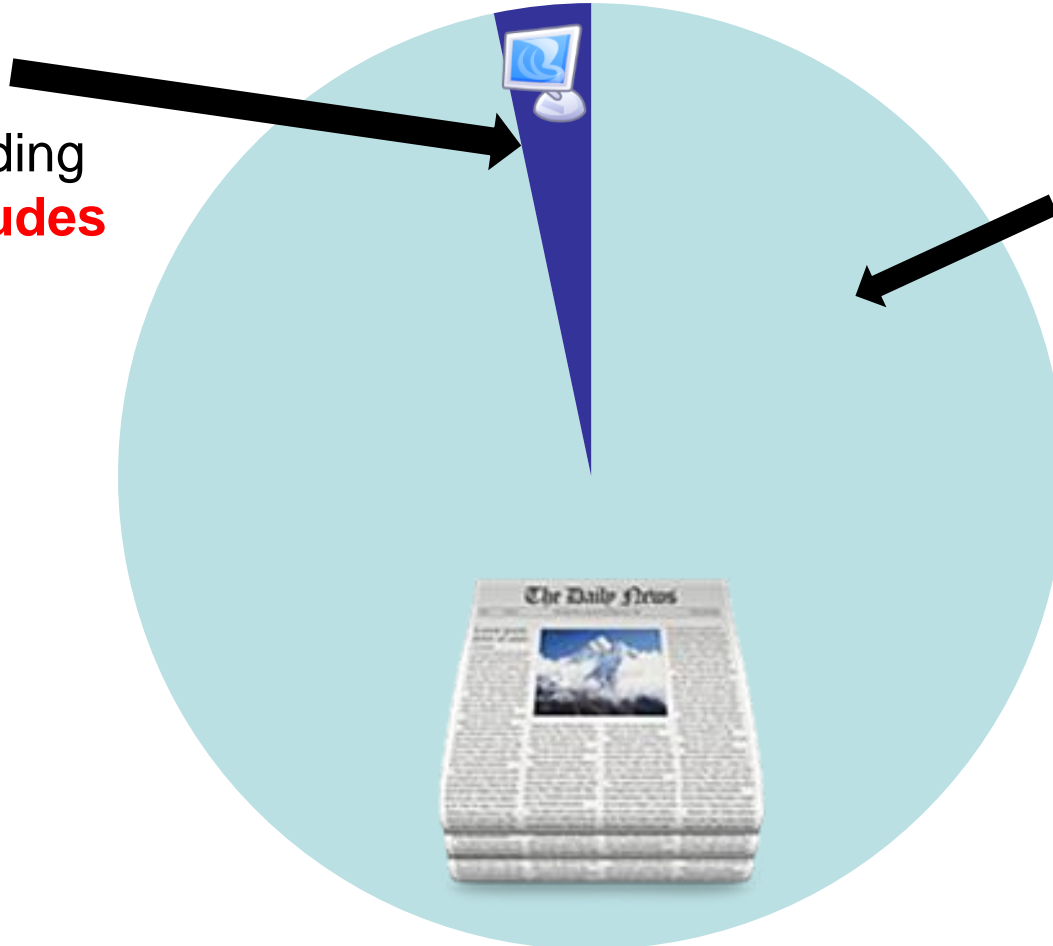


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## Results: Domestic Attention

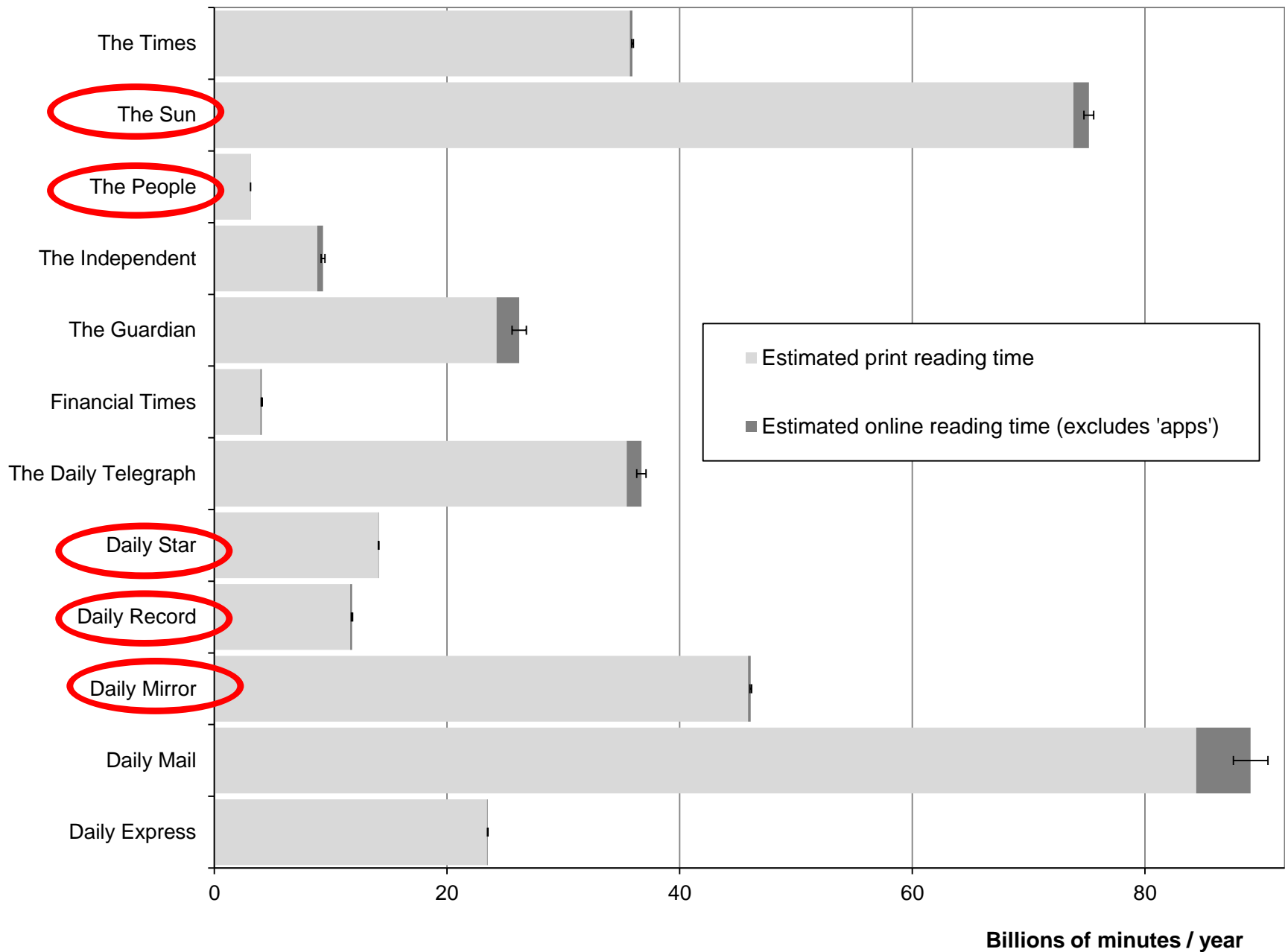
- Time spent reading, 2011, 12 UK national newspapers

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



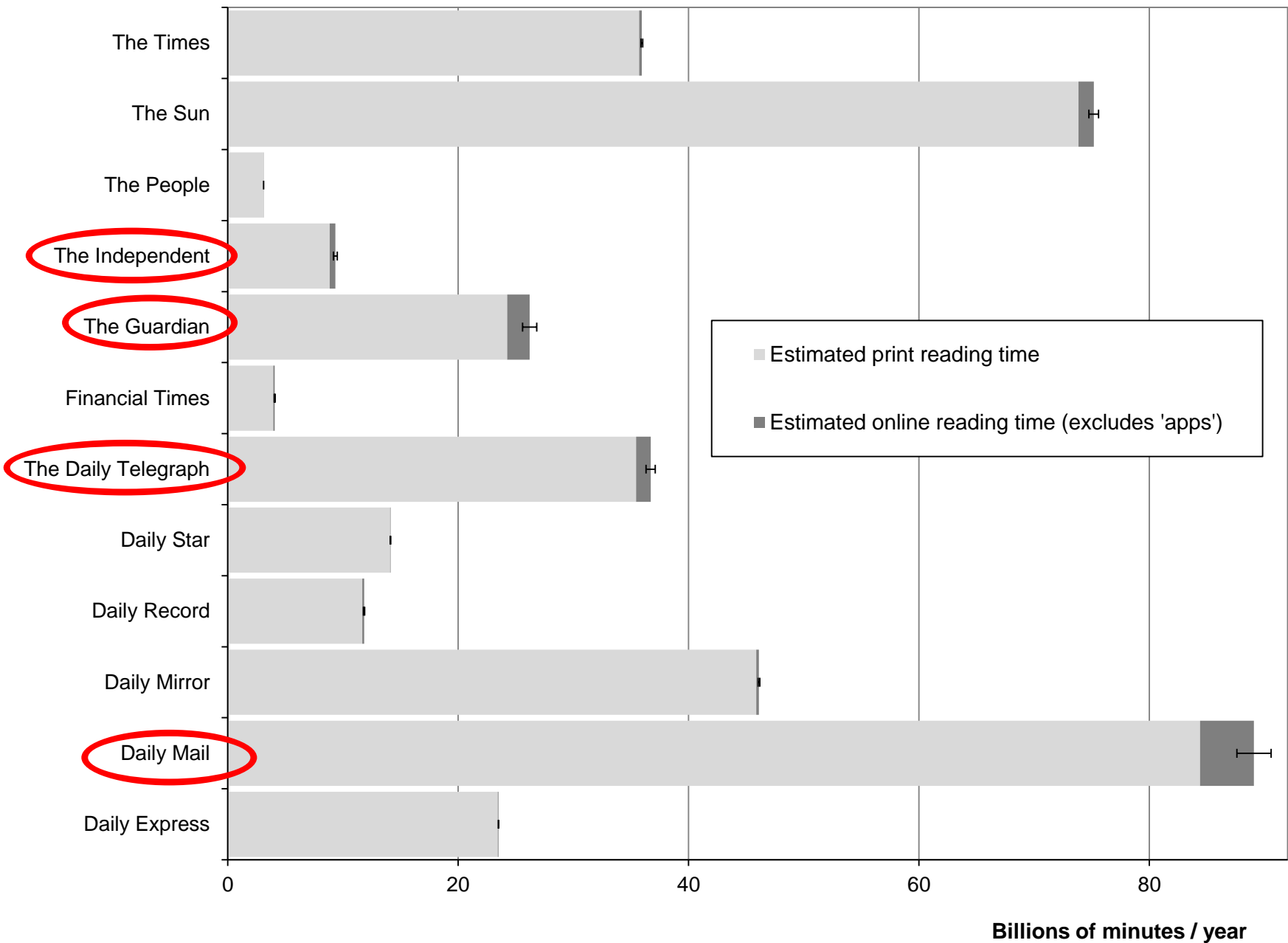
Estimated  
**Print** reading  
time

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

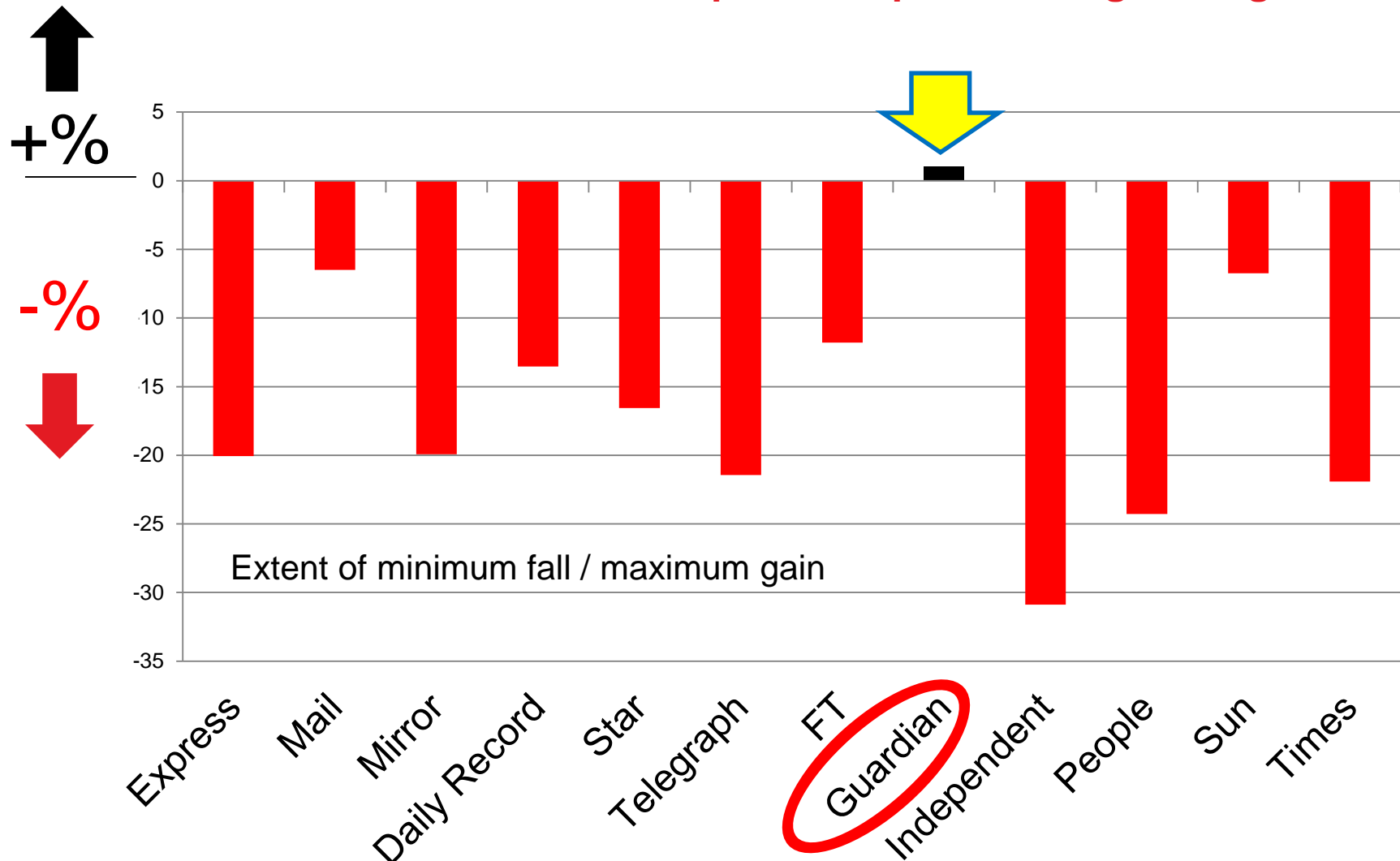




# Results: Domestic Readership – time-spent-reading, 2011



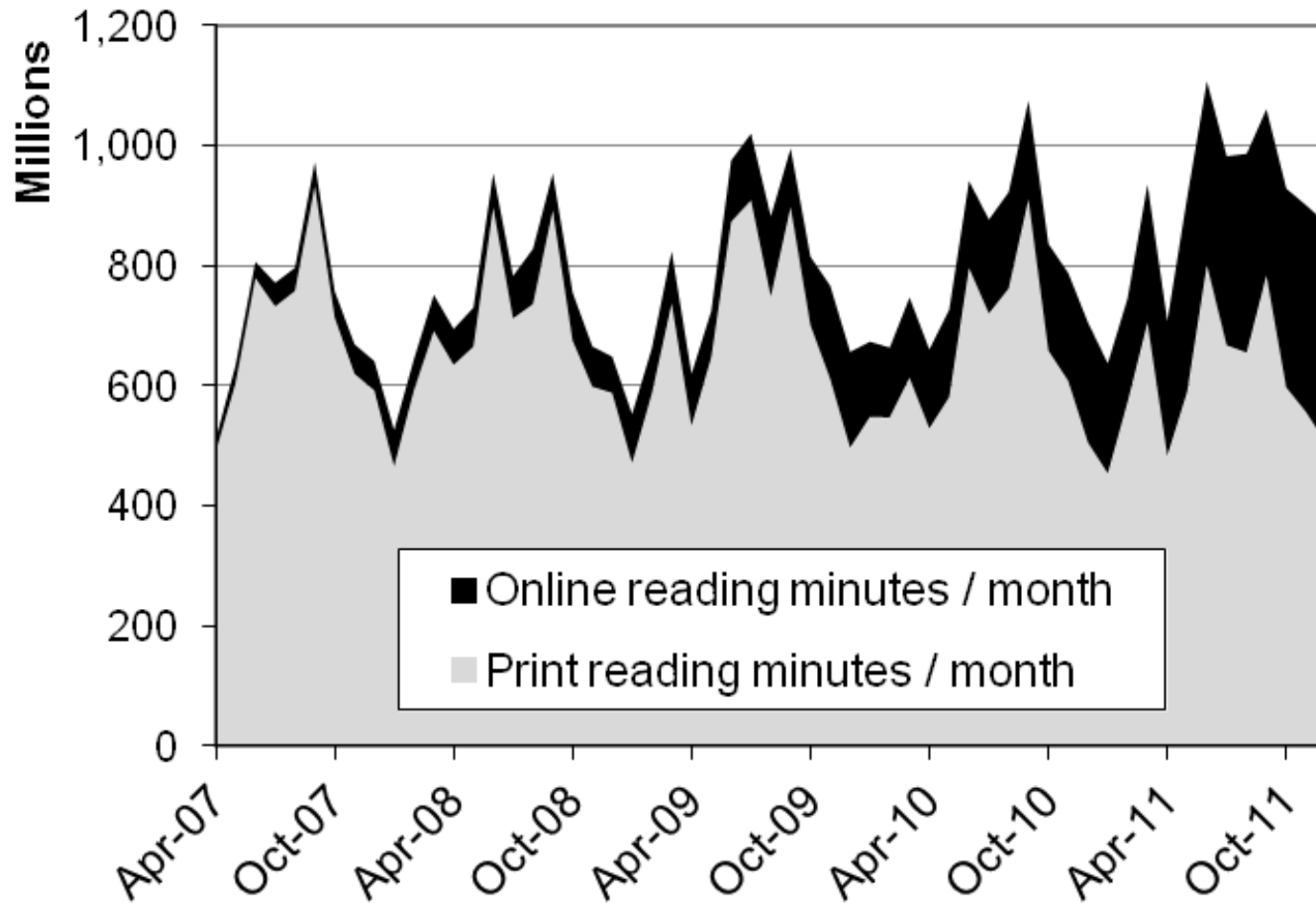
## Domestic Print + Online Readership – time-spent-reading. Change 2007-11



\*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)

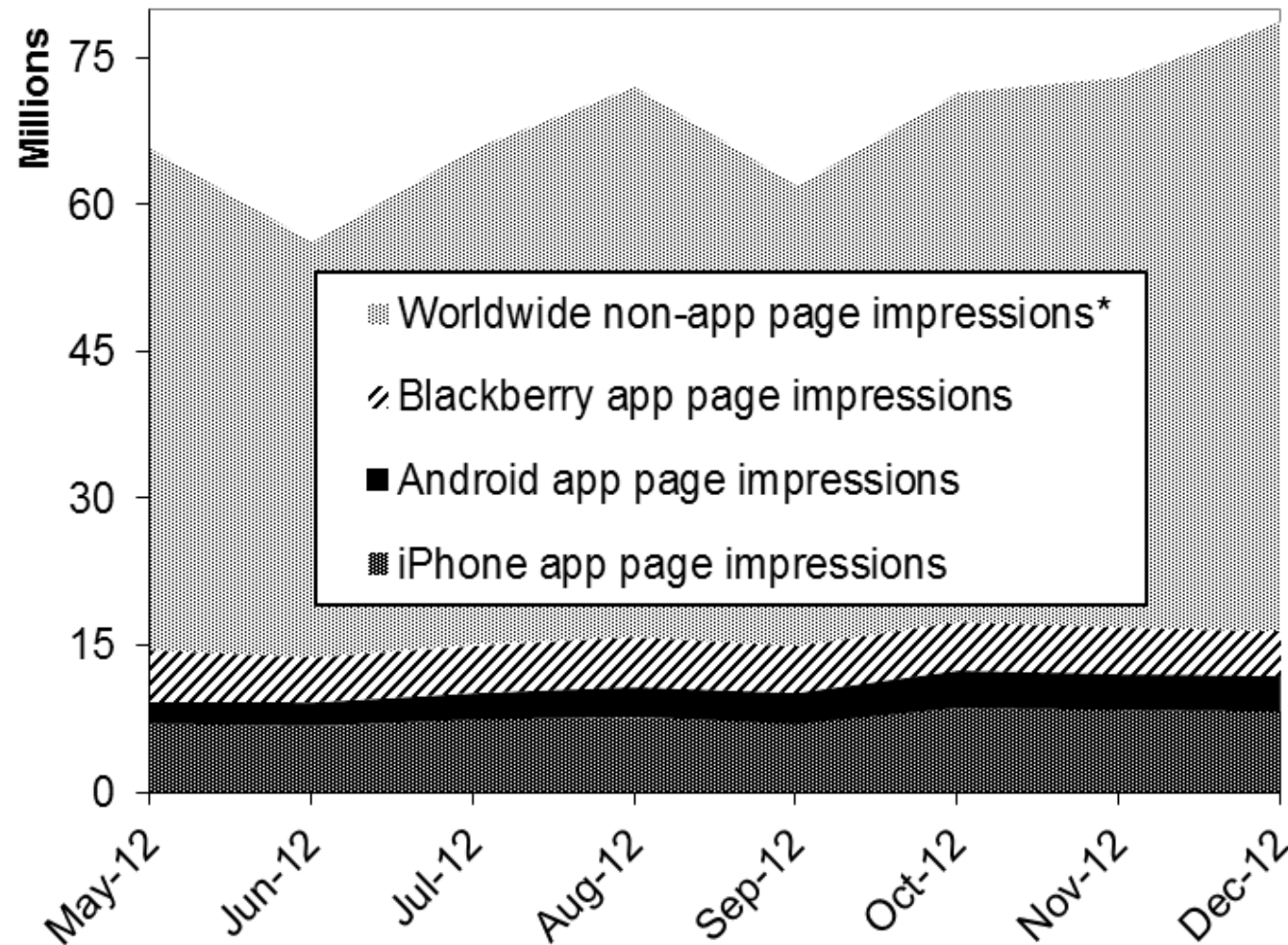
*The Daily Mail, The Mail on Sunday, and MailOnline*





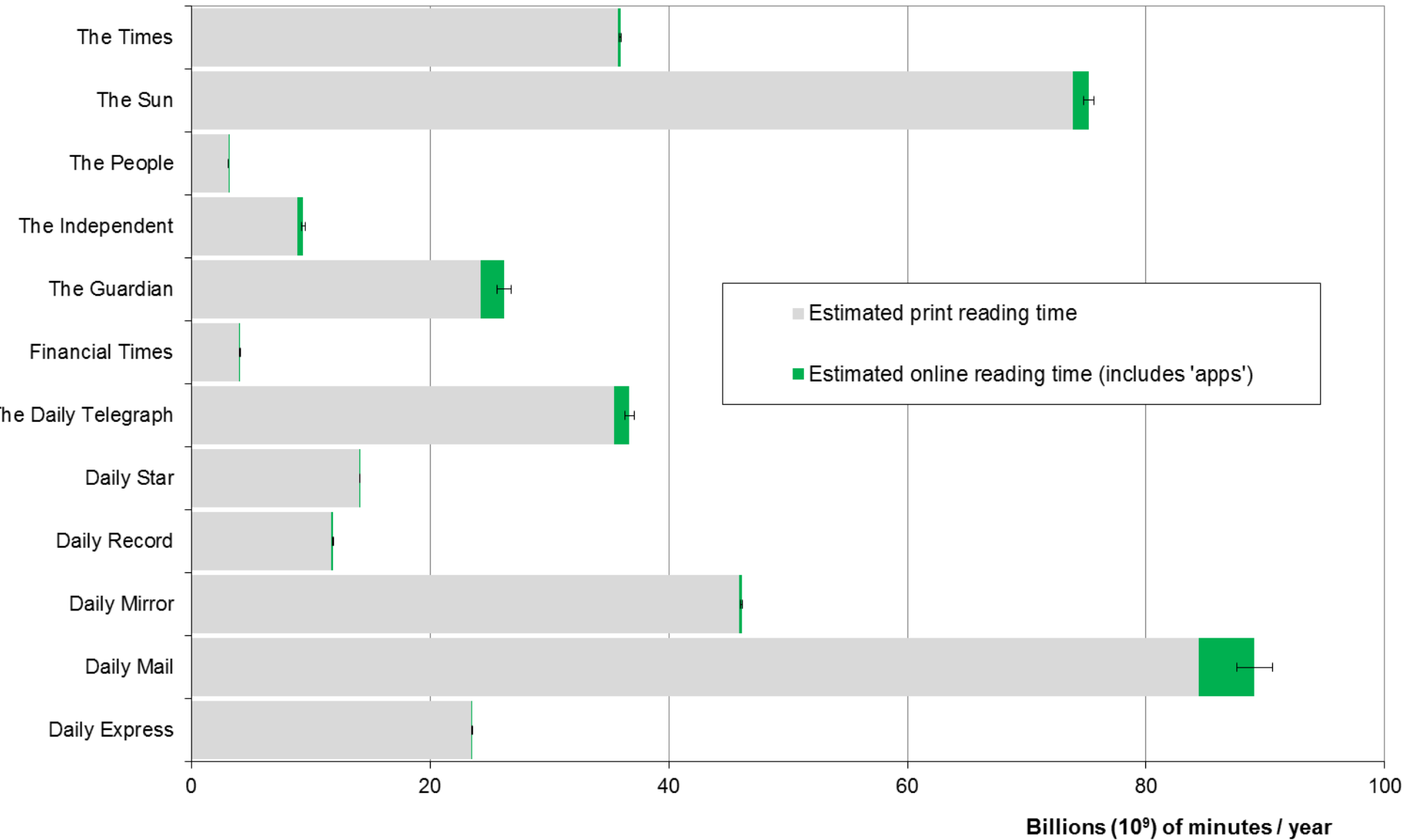


# Comparison of monthly page impressions recorded by Independent.co.uk and *The Independent's* iPhone, Android, and Blackberry 'apps'

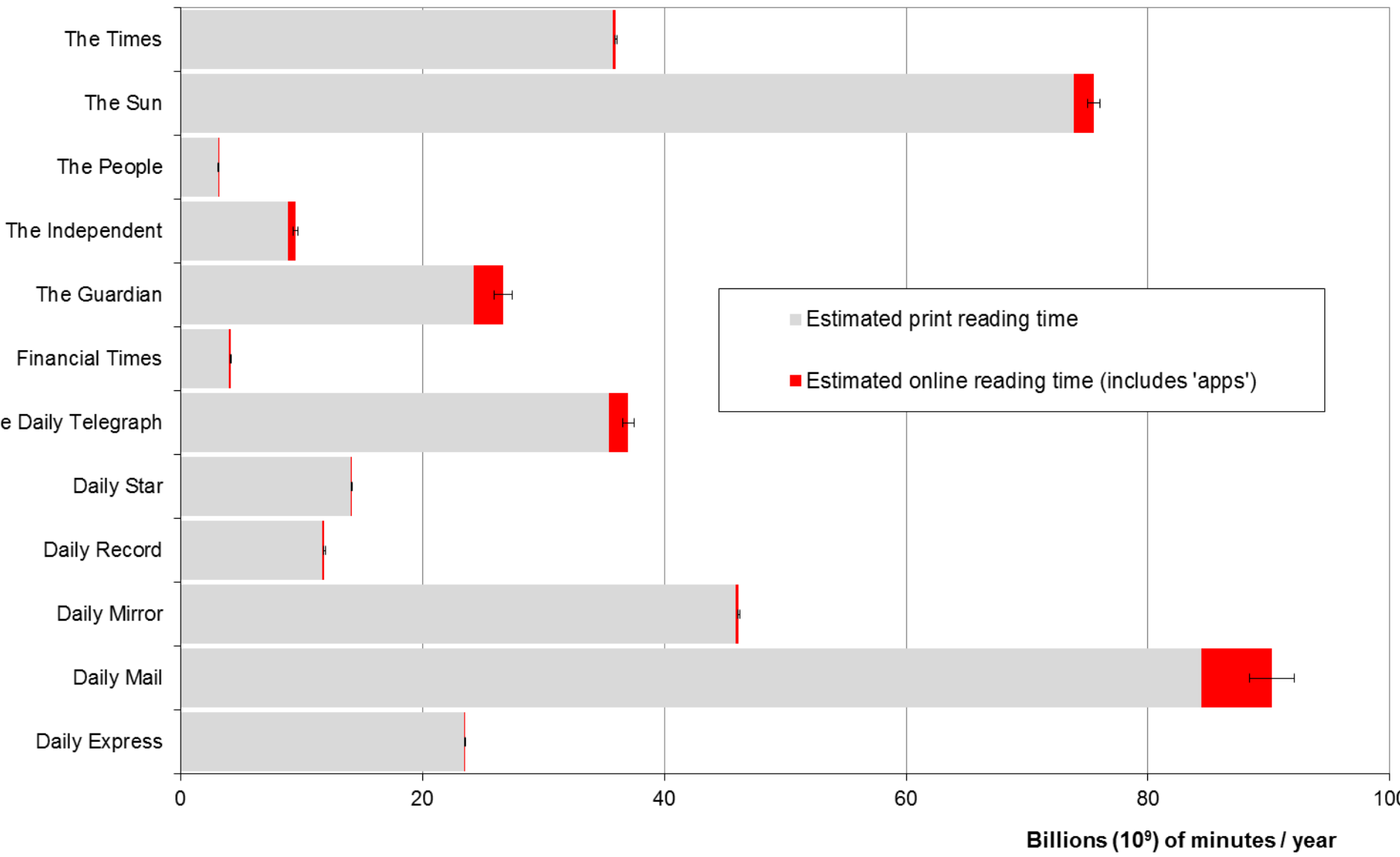


\* Excludes automated page impressions

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



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





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## Conclusions

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







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## Conclusions

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

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

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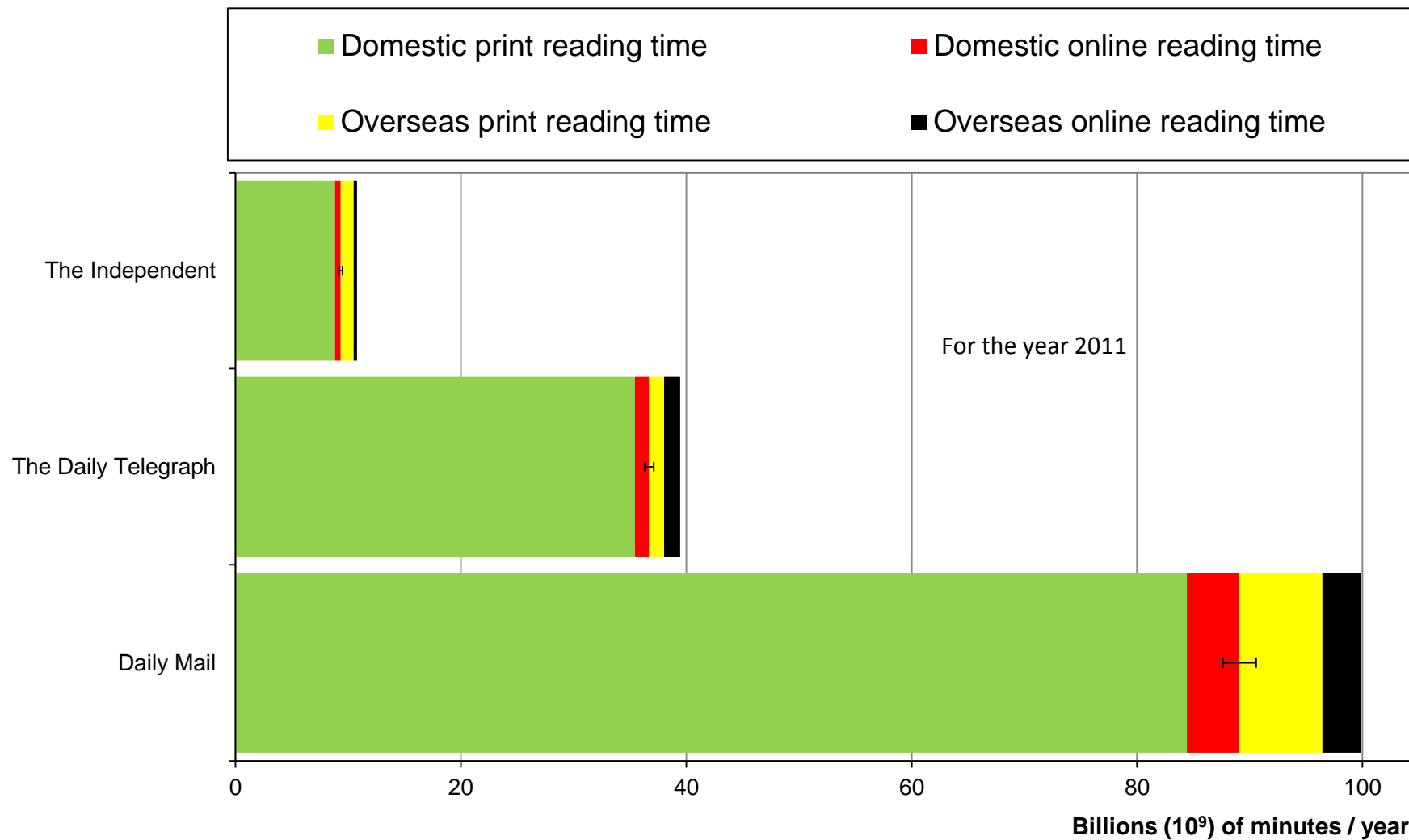
\*Figures based on the FundInvestor platform, January 2012. Based on gross funds placed under management, excluding funds re-invested. (Source: FundInvestor)

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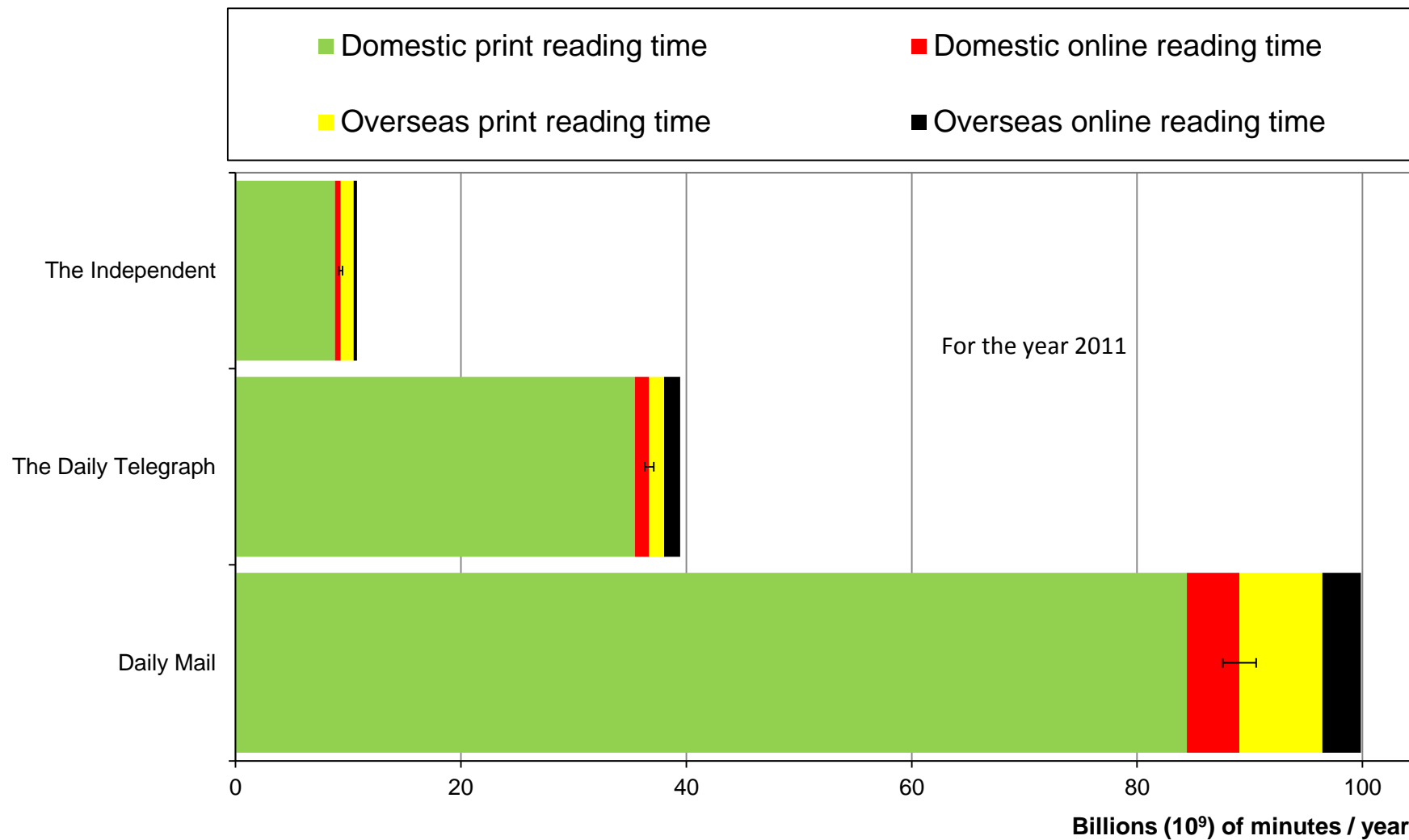


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#### Worldwide traffic

Unique Browsers  
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Daily average

970,899

2,896,419

Monthly total

21,251,877

89,789,001



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