Newspaper consumption in the digital age: Measuring multi-channel audience attention and brand popularity

ICA Annual Conference, London, 17-21 June 2013

Dr Neil Thurman
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)
“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
• Time spent reading
• Daily popularity:
  • Average readership per print copy.
  • Estimated average number of online sessions per day.
### Time Spent Reading:

<table>
<thead>
<tr>
<th>Audience \ Channel</th>
<th>Print</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>RQ1</td>
<td>RQ2</td>
</tr>
<tr>
<td>Overseas</td>
<td>RQ3</td>
<td>RQ4</td>
</tr>
</tbody>
</table>

### Popularity:

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</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>RQ5</td>
<td>RQ6</td>
</tr>
<tr>
<td>Overseas</td>
<td>RQ7</td>
<td>RQ8</td>
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</table>
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
The Nielsen Company (UK panel)
Results: Domestic Popularity

Av. no. online sessions / day (2011)

Lower estimate

Av. daily readership per print copy (2011)
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.
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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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

- The Times
- The Sun
- The People
- The Independent
- The Guardian
- Financial Times
- The Daily Telegraph
- Daily Star
- Daily Record
- Daily Mirror
- Daily Mail
- Daily Express

Estimated print reading time
Estimated online reading time (excludes 'apps')

Billions of minutes / year
Results: Domestic Readership – time-spent-reading, 2011

Billions of minutes / year

- The Times
- The Sun
- The People
- The Independent
- The Guardian
- Financial Times
- The Daily Telegraph
- Daily Star
- Daily Record
- Daily Mirror
- Daily Mail
- Daily Express

Estimated print reading time
Estimated online reading time (excludes 'apps')
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)

- The Times
- The Sun
- The People
- The Independent
- The Guardian
- Financial Times
- The Daily Telegraph
- Daily Star
- Daily Record
- Daily Mirror
- Daily Mail
- Daily Express

Estimated print reading time
Estimated online reading time (includes 'apps')
Results: Domestic Readership – time-spent-reading, 2011 (with apps, est.)

- The Times
- The Sun
- The People
- The Independent
- The Guardian
- Financial Times
- The Daily Telegraph
- Daily Star
- Daily Record
- Daily Mirror
- Daily Mail
- Daily Express

Billions (10^9) of minutes / year

- Estimated print reading time
- Estimated online reading time (includes 'apps')
Conclusions

• Success of ‘quality’ newspapers (+Daily Mail) in reaching out to online readers
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Billions (10^9) of minutes / year

For the year 2011

The Independent

The Daily Telegraph

Daily Mail

Domestic print reading time

Domestic online reading time

Overseas print reading time

Overseas online reading time
Billions (10^9) of minutes / year

For the year 2011

Domestic print reading time
Domestic online reading time
Overseas print reading time
Overseas online reading time

Daily Mail
The Daily Telegraph
The Independent
<table>
<thead>
<tr>
<th>Certificate type</th>
<th>Worldwide traffic</th>
<th>Daily average</th>
<th>Monthly total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital</td>
<td>Unique Browsers</td>
<td>970,899</td>
<td>21,251,877</td>
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<tr>
<td></td>
<td>Page Impressions</td>
<td>2,896,419</td>
<td>89,789,001</td>
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</table>
Exposed

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

Engaged

The University for business and the professions