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# 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**



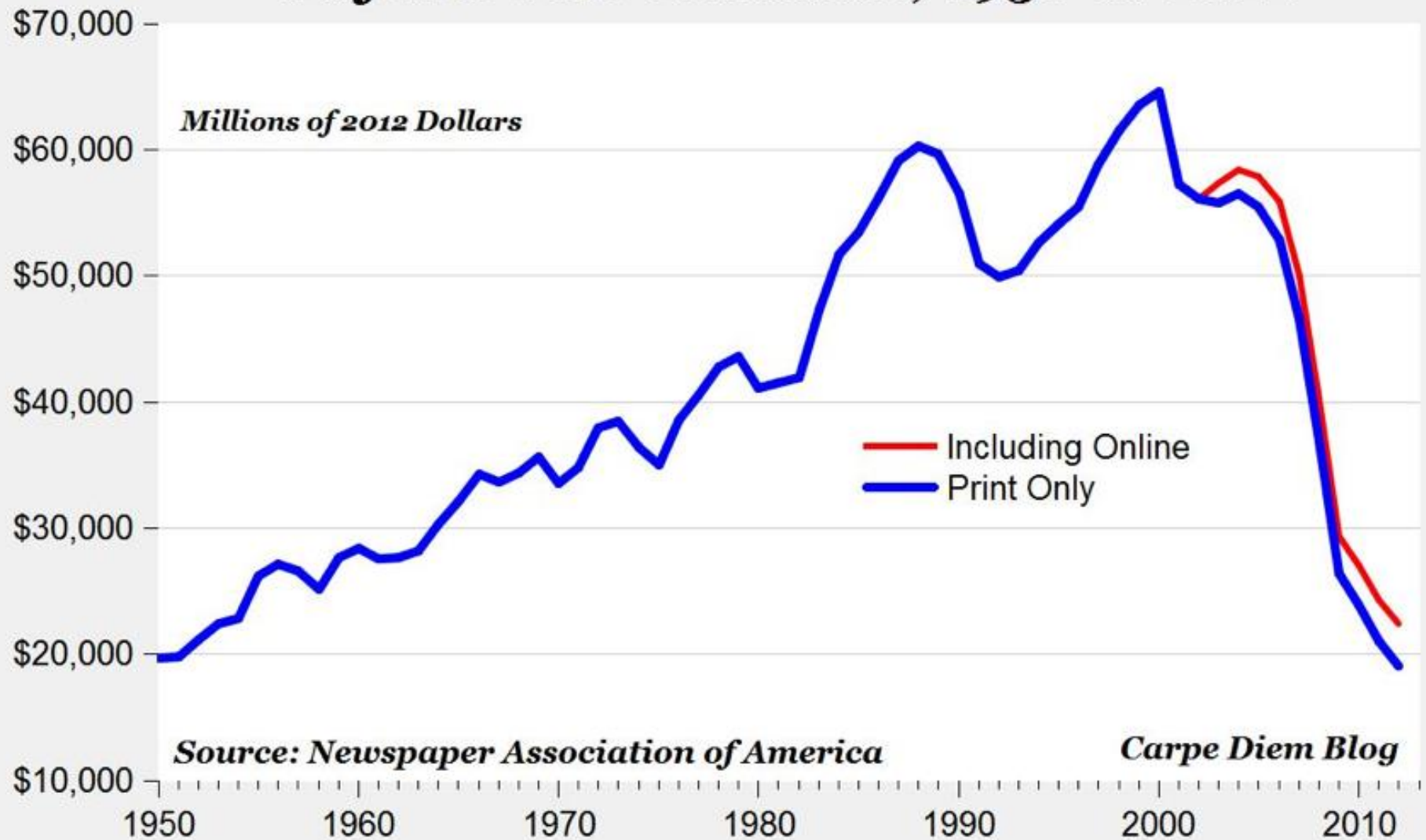
## SCALE

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





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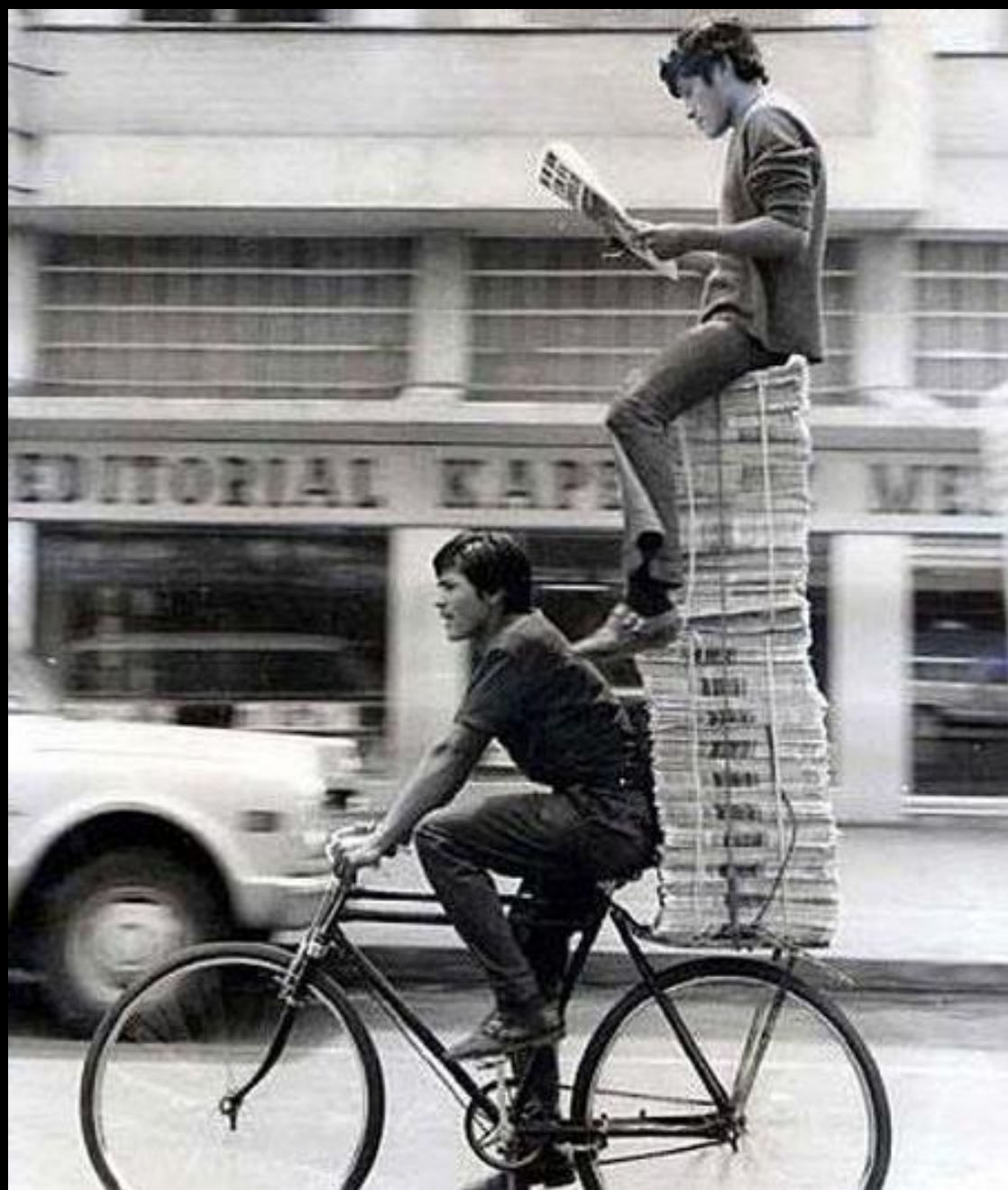
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- **Time spent reading**
- **Daily popularity:**
  - Average readership per print copy.
  - Estimated average number of online sessions per day.





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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)



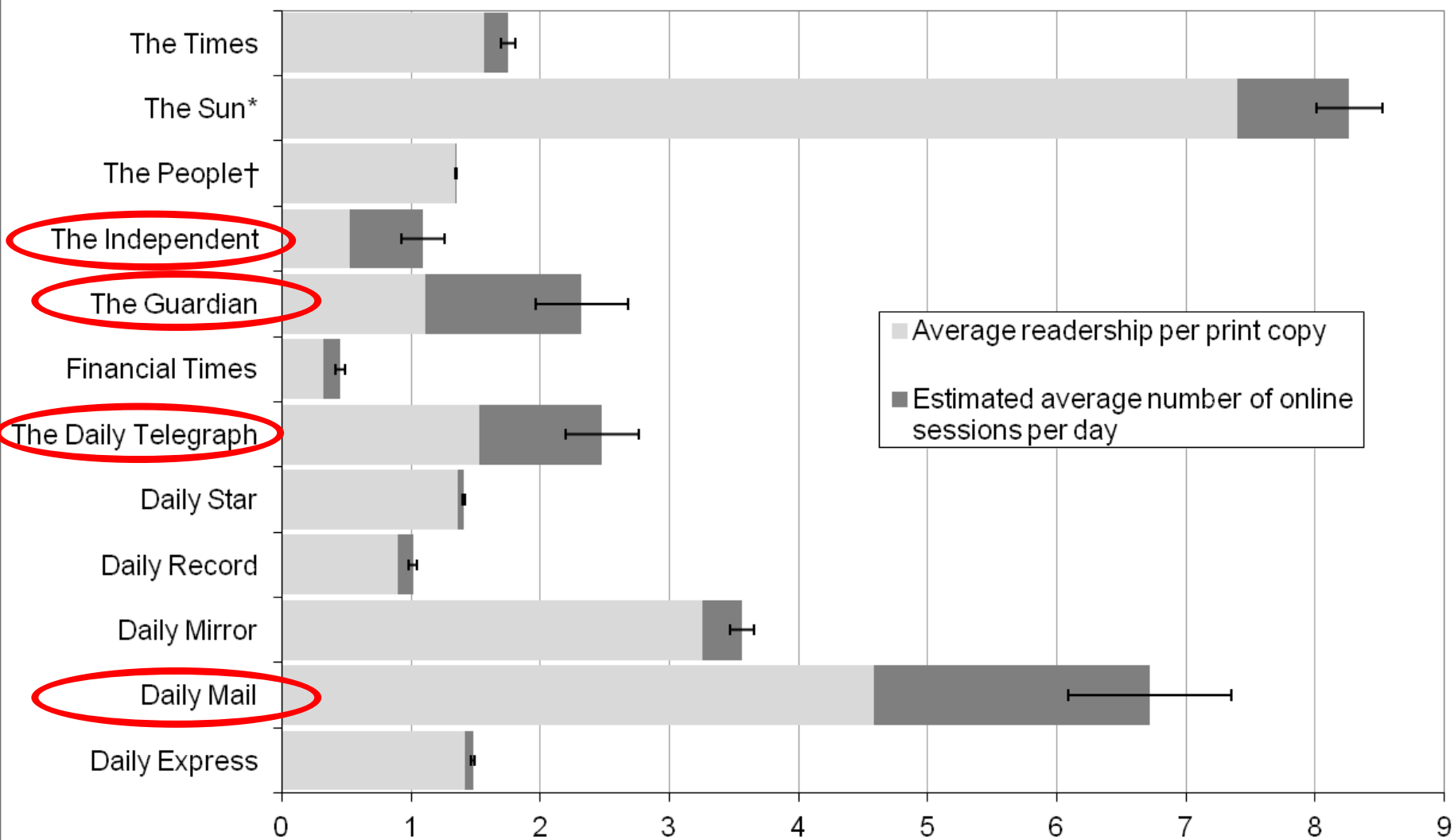


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# Results: Domestic Popularity



## 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.

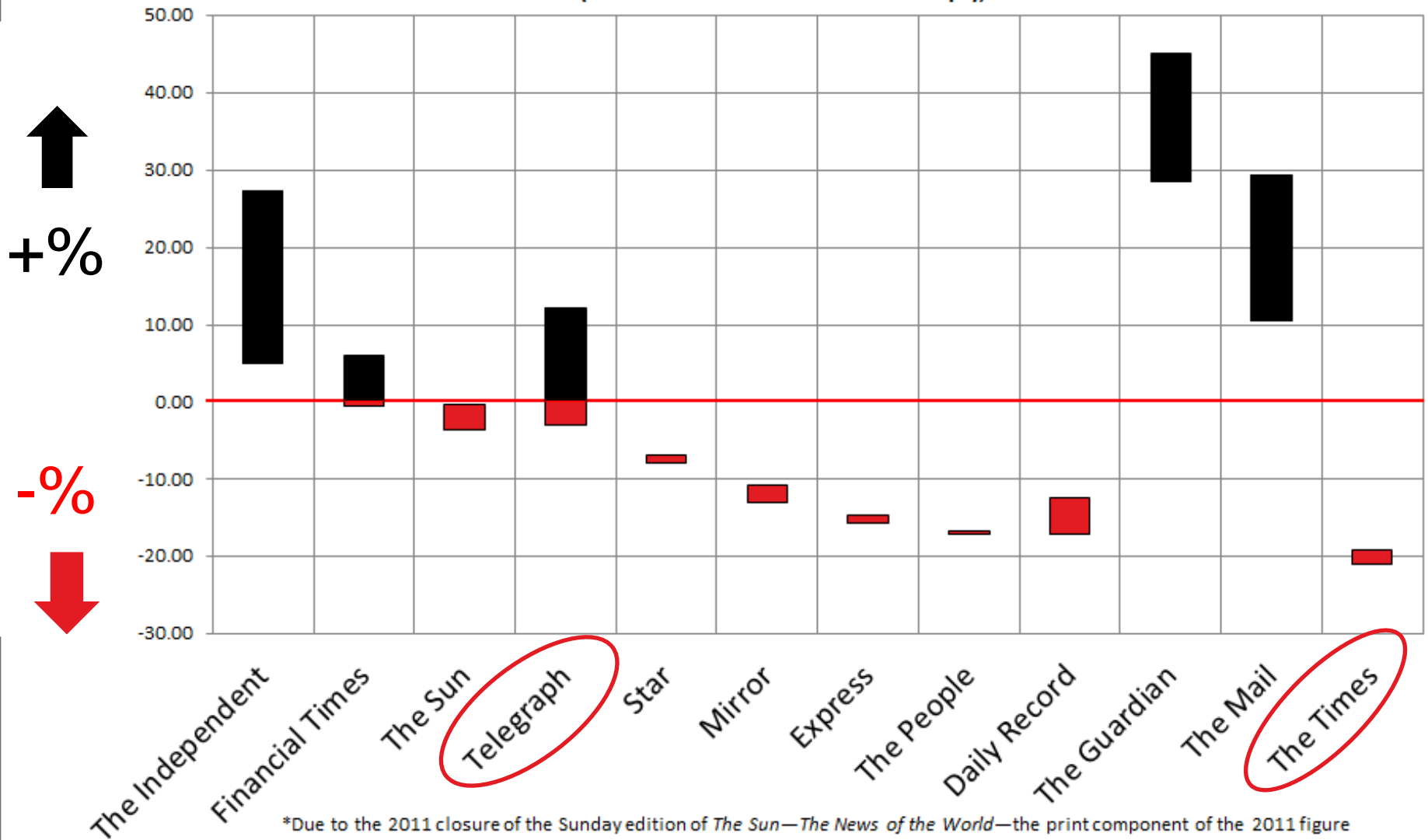
† *The People* publishes in print on Sundays only.

Millions



# Domestic popularity. Changes 2007-11

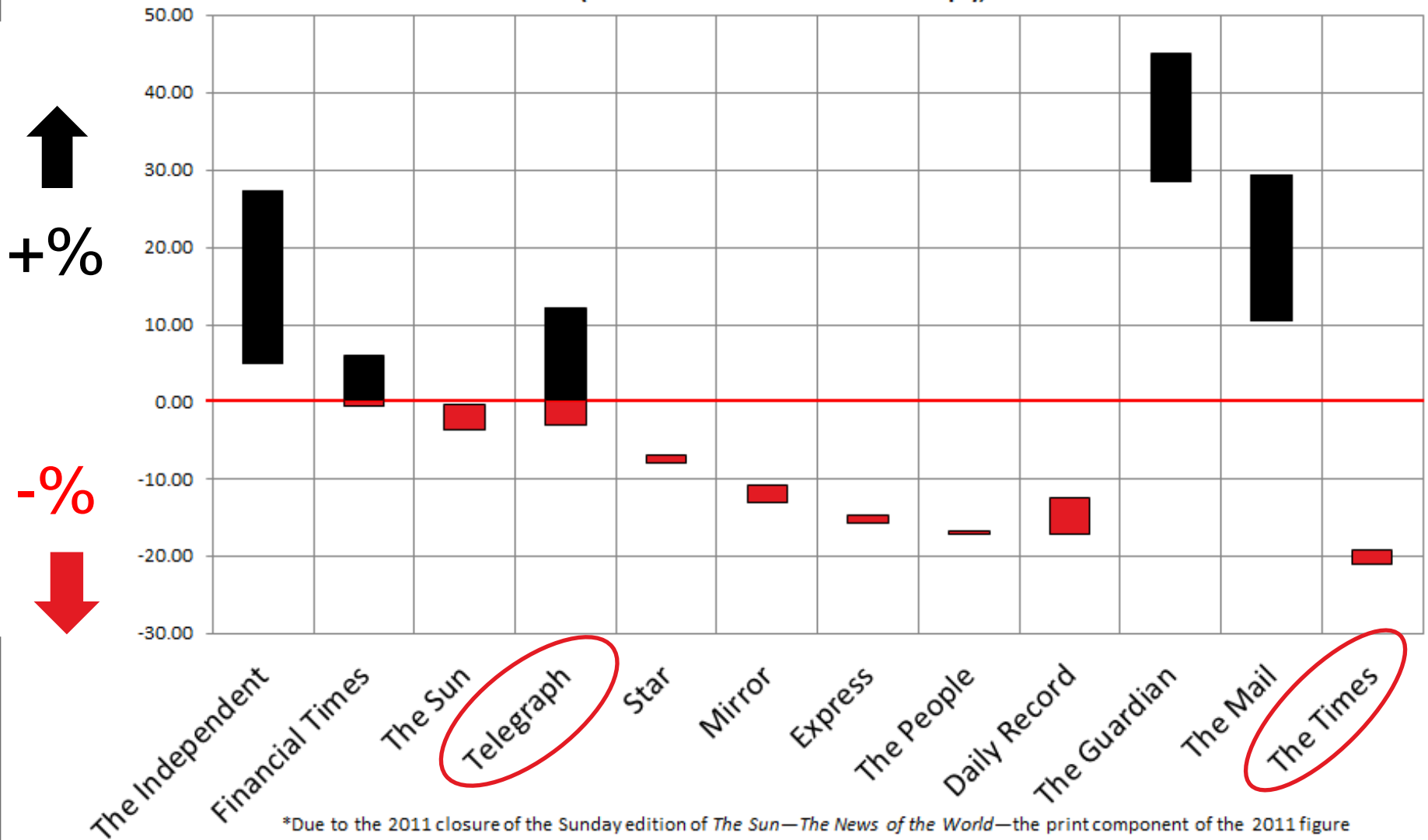
Estimated changes in the combined print and online 'popularity' of 12 individual UK national newspaper brands (based on their domestic readerships), 2007–2011



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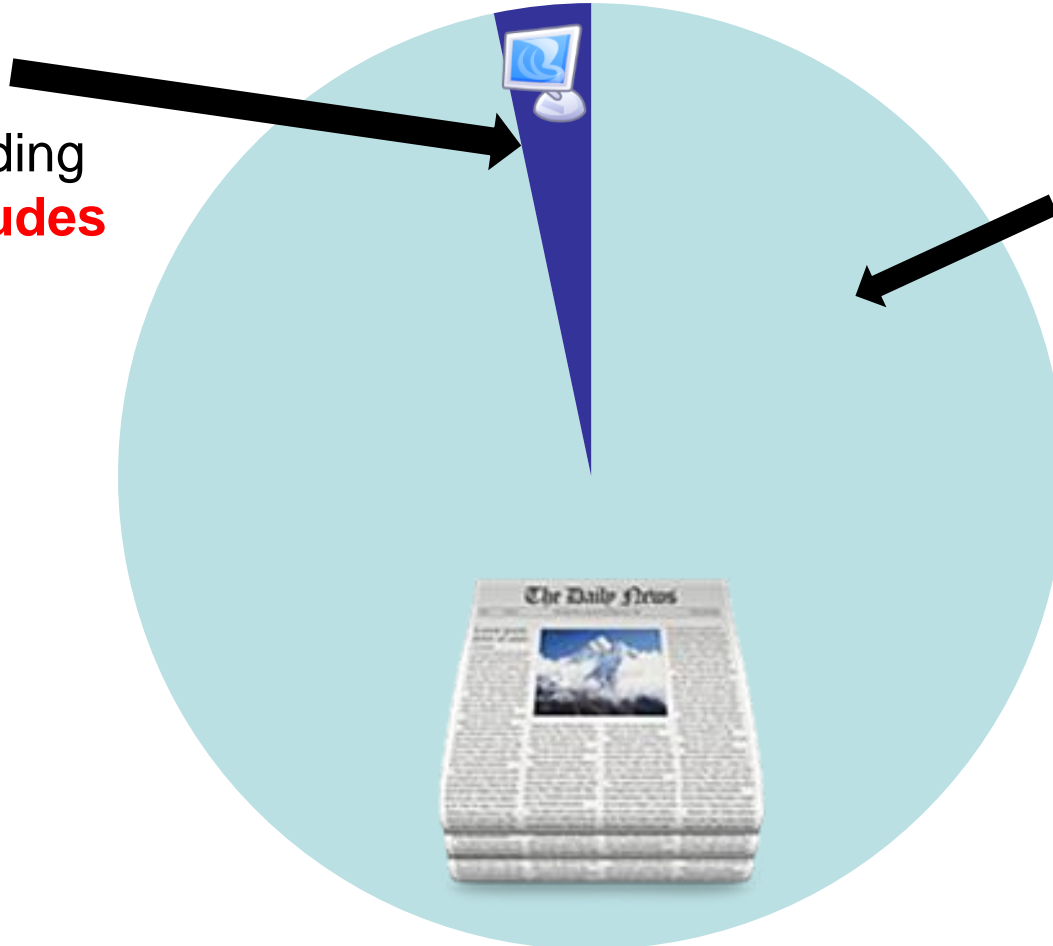


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## Results: Domestic Attention

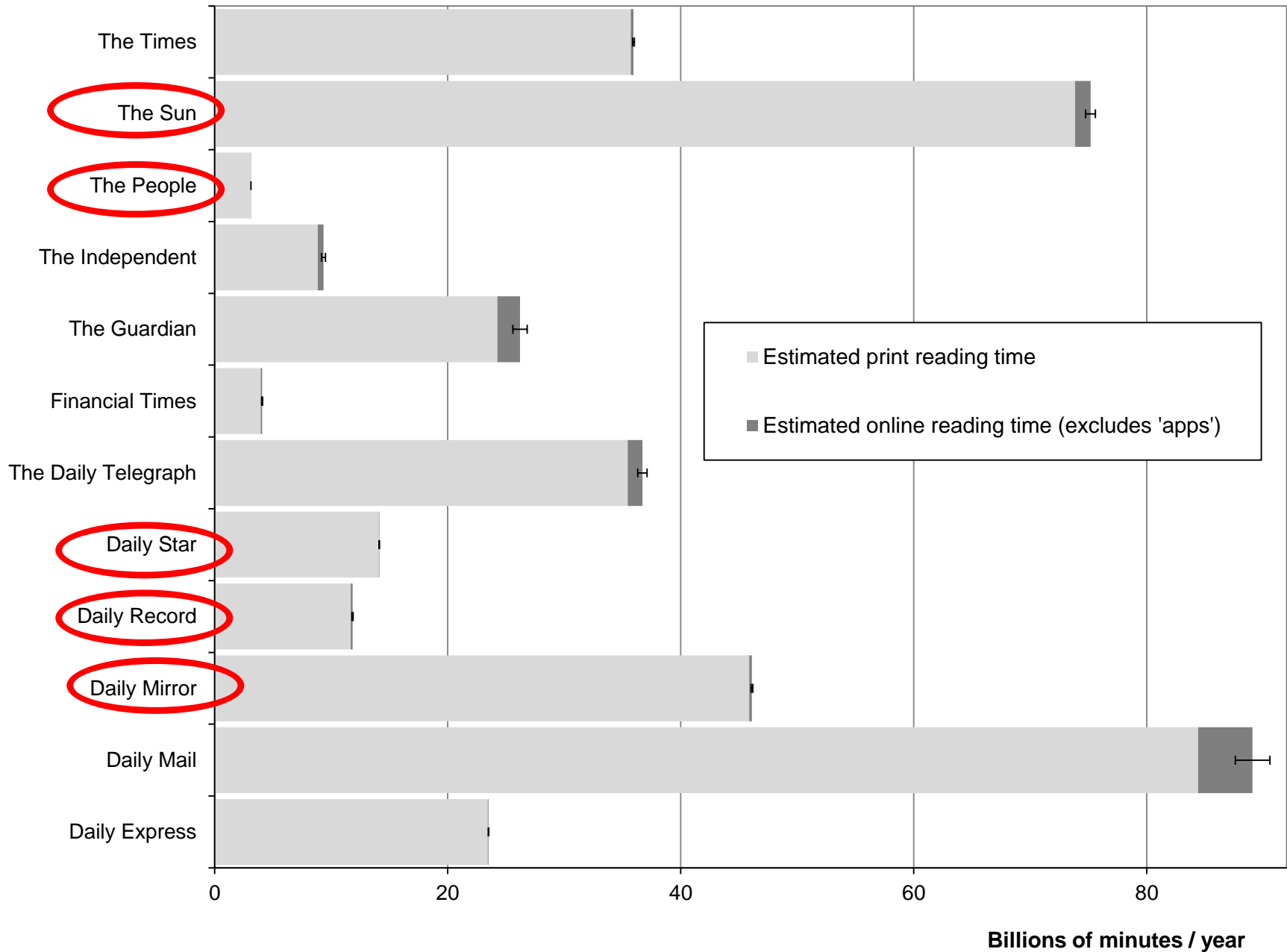
- Time spent reading, 2011, 12 UK national newspapers

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



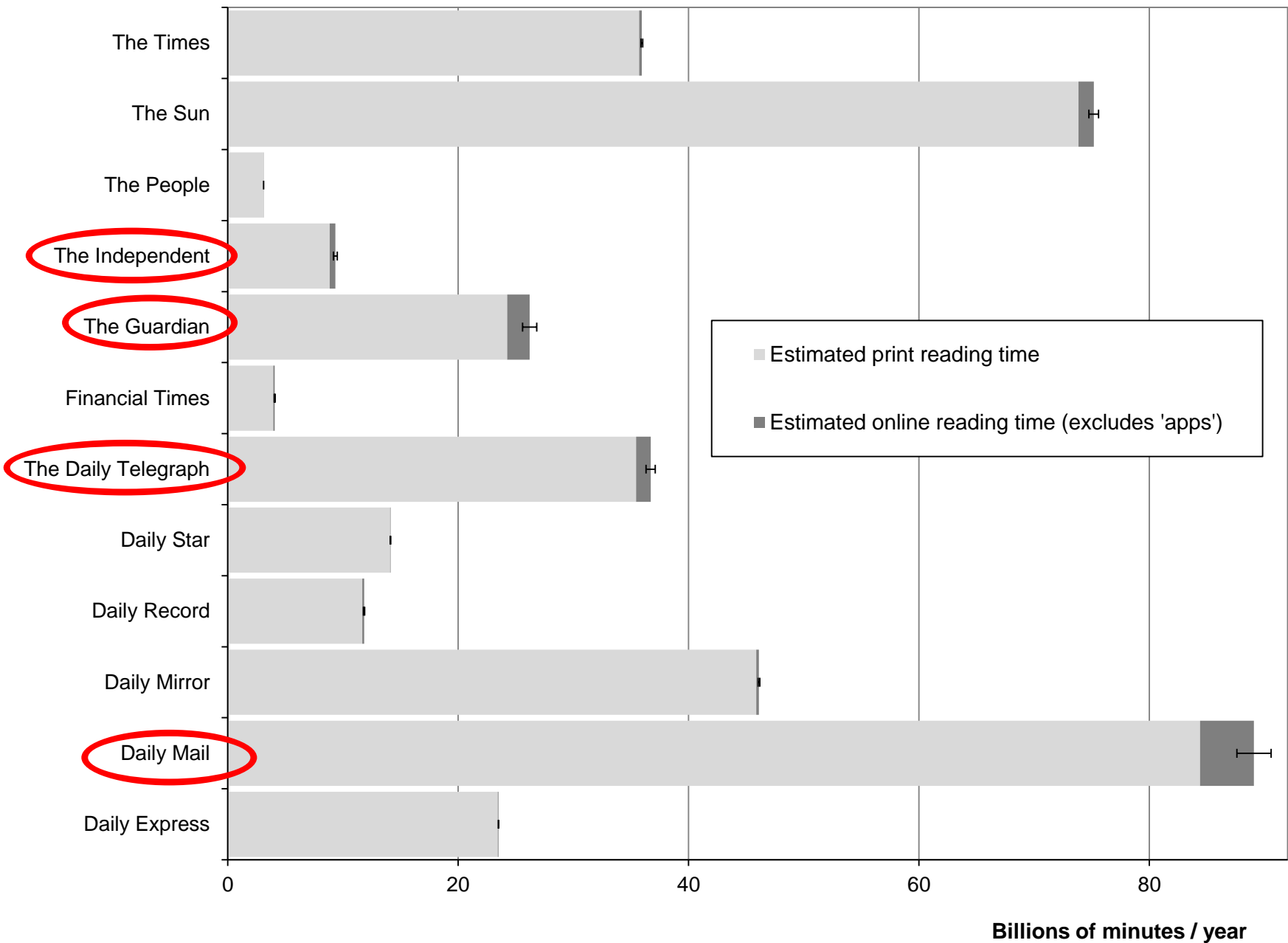
Estimated  
**Print** reading  
time

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

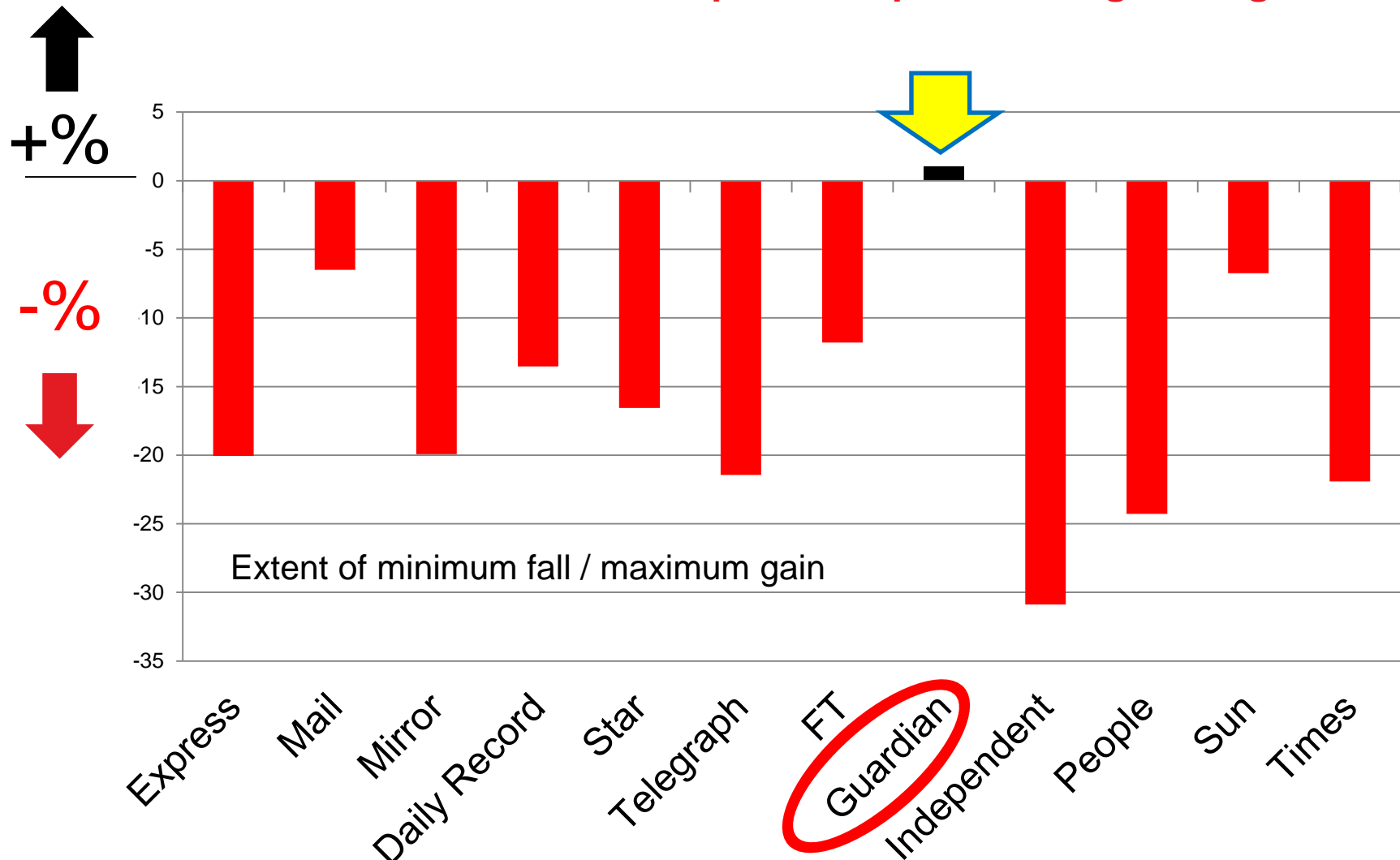




# Results: Domestic Readership – time-spent-reading, 2011



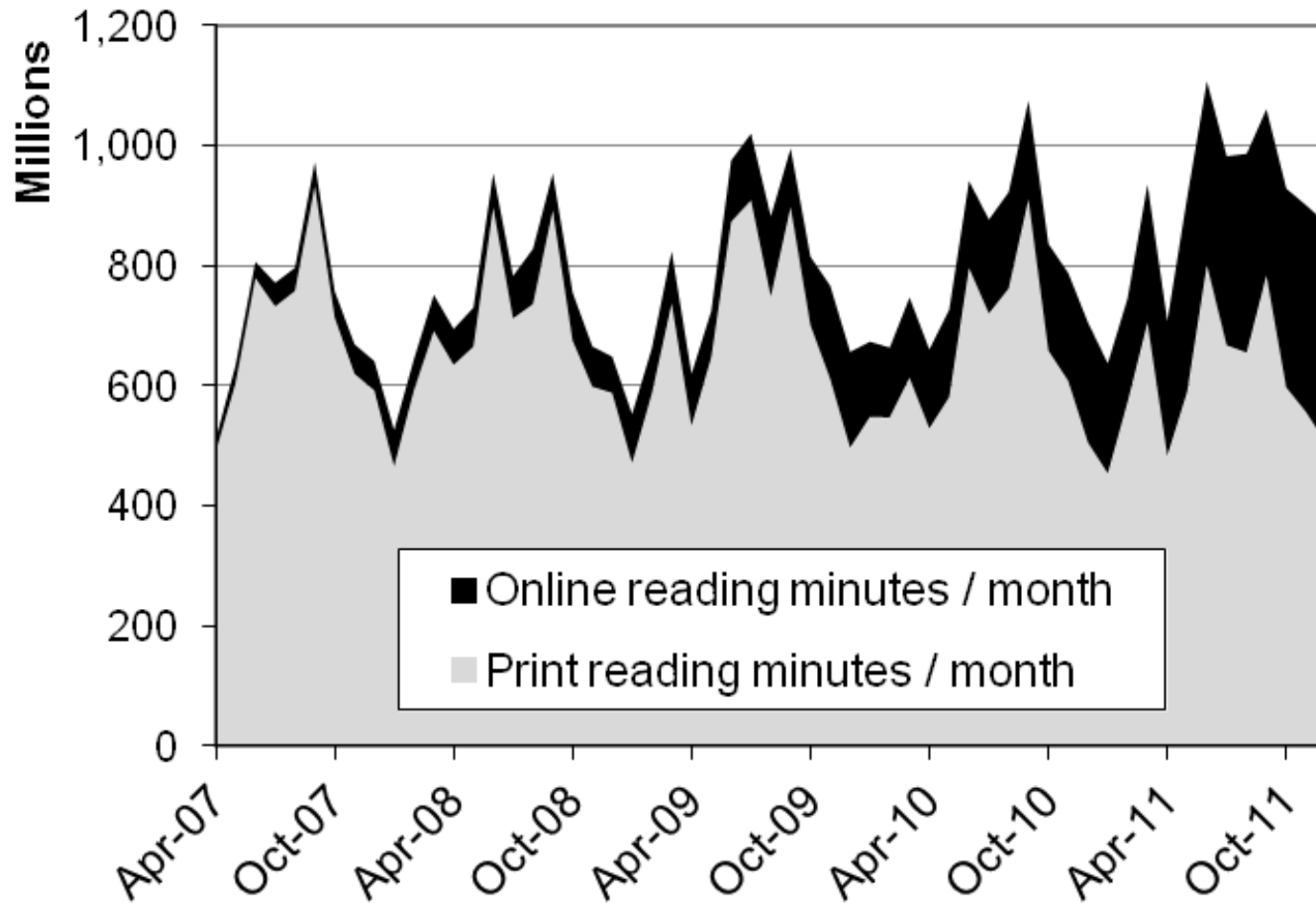
## Domestic Print + Online Readership – time-spent-reading. Change 2007-11



\*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)

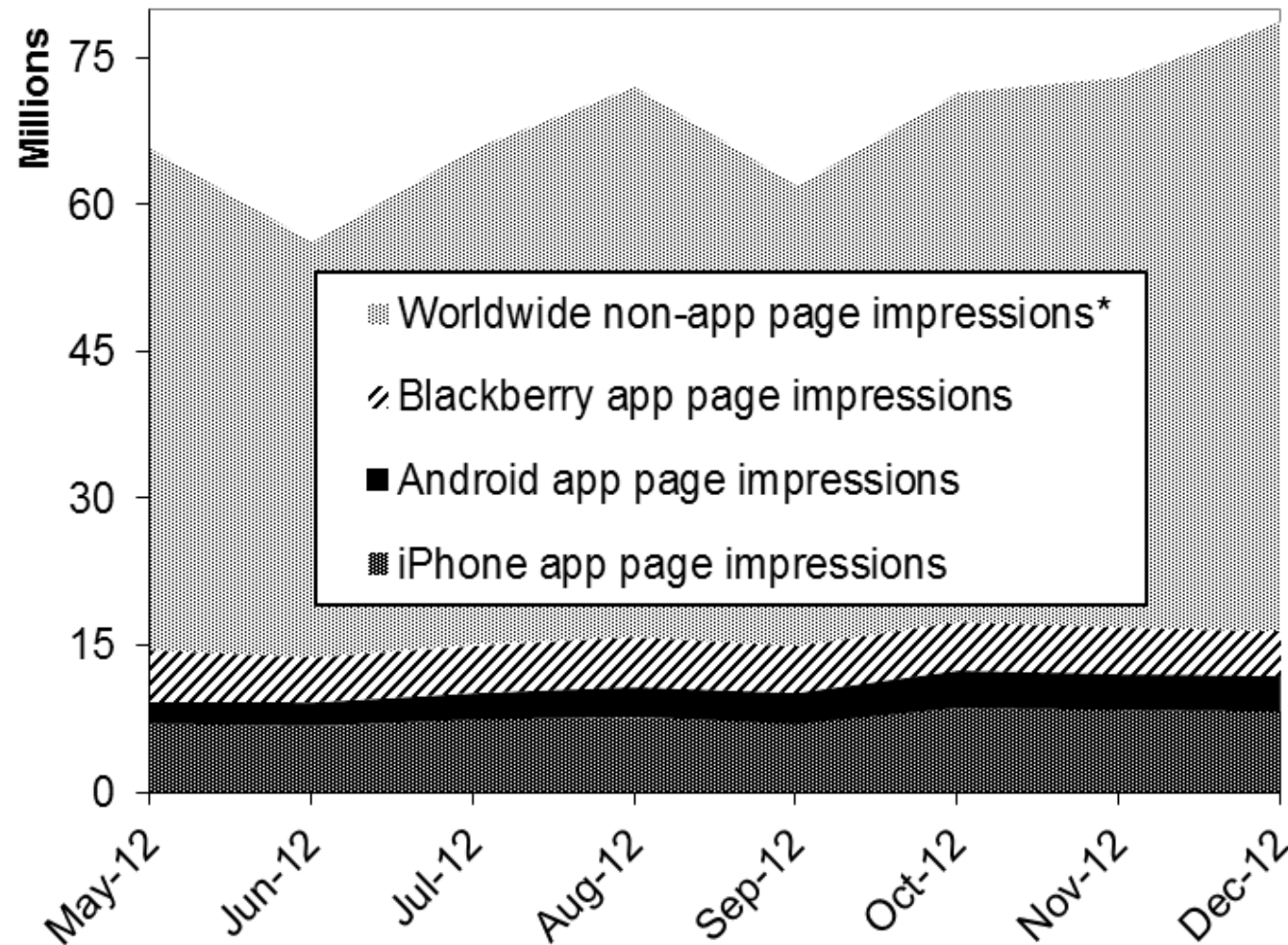
*The Daily Mail, The Mail on Sunday, and MailOnline*





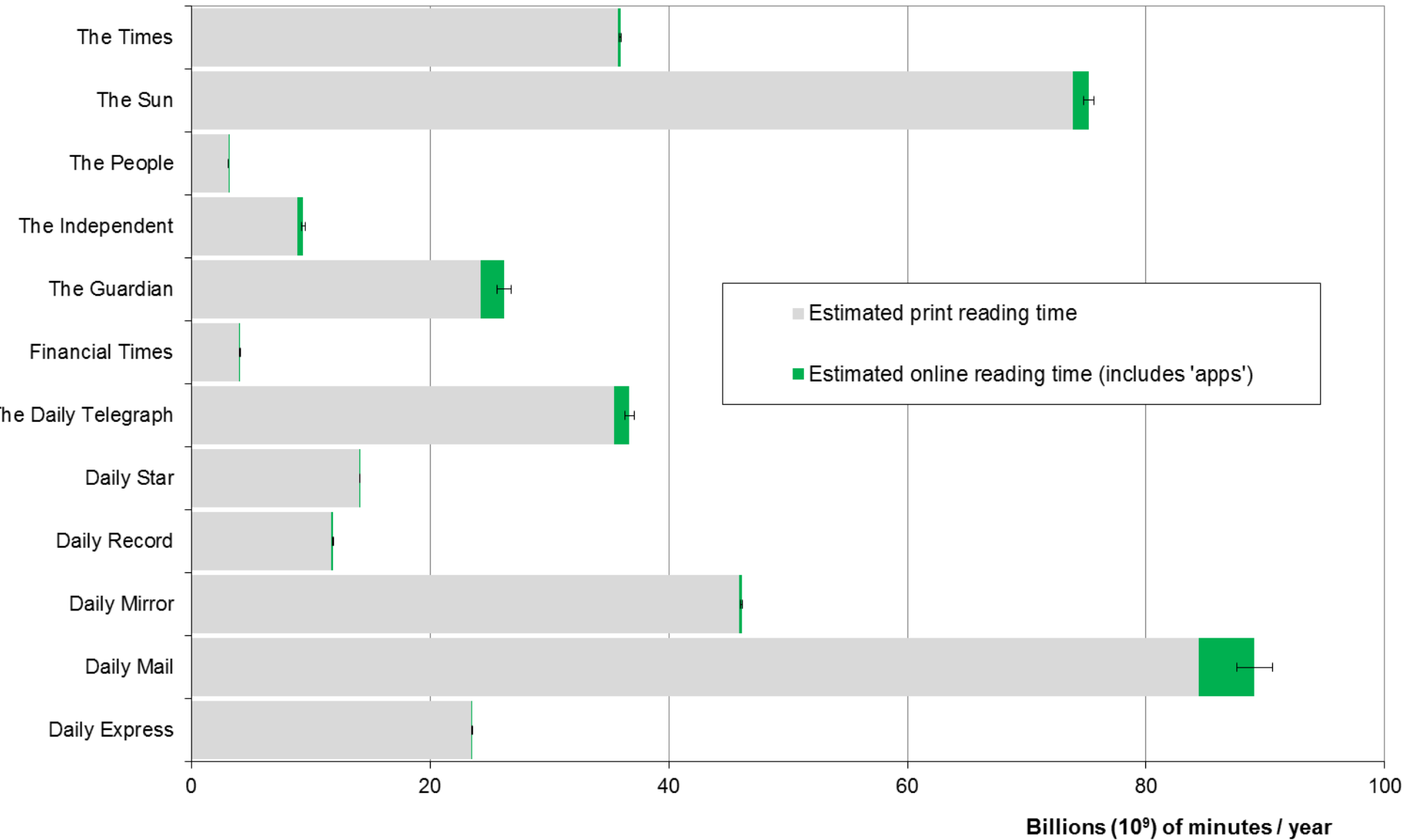


# Comparison of monthly page impressions recorded by Independent.co.uk and *The Independent's* iPhone, Android, and Blackberry 'apps'

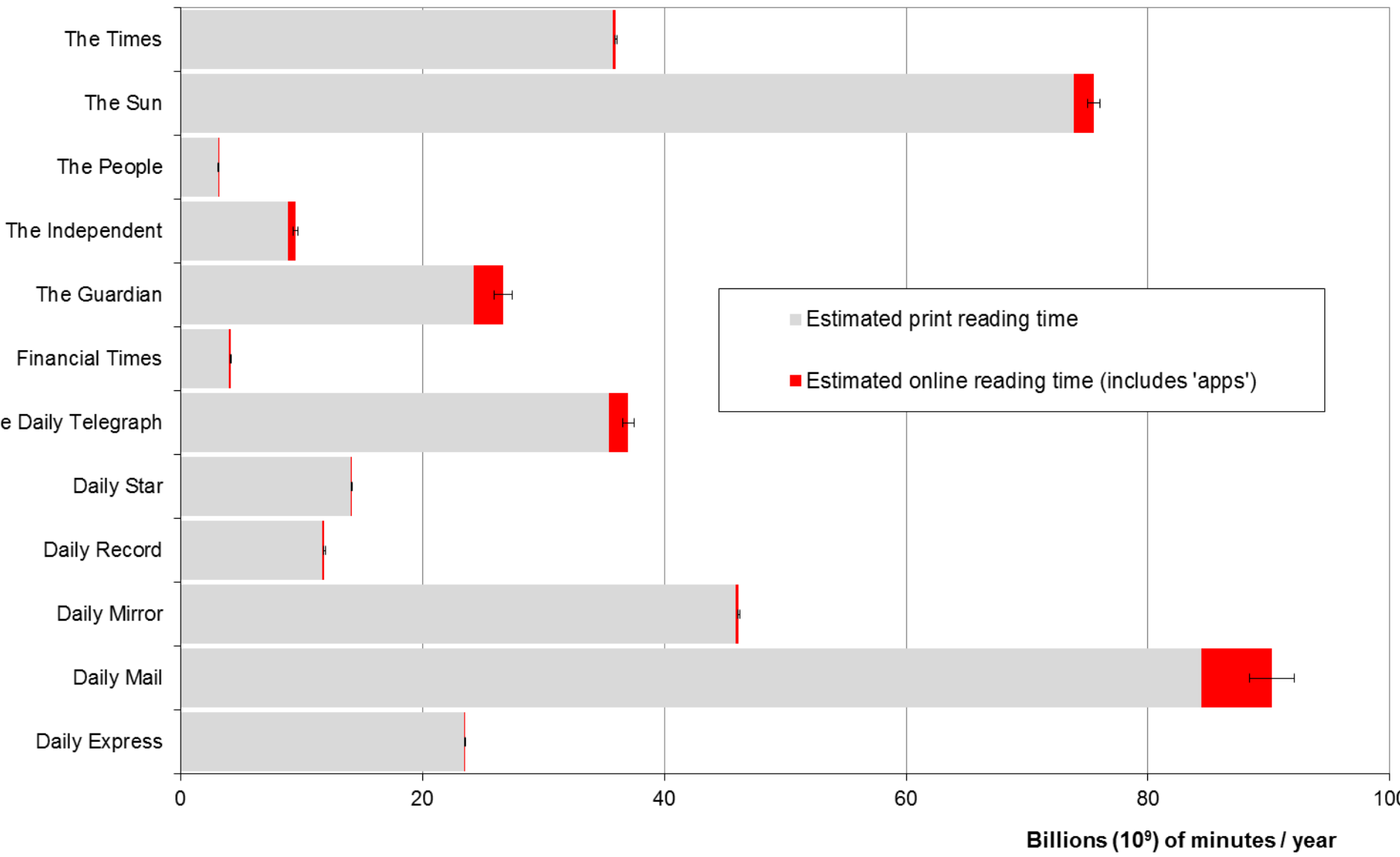


\* Excludes automated page impressions

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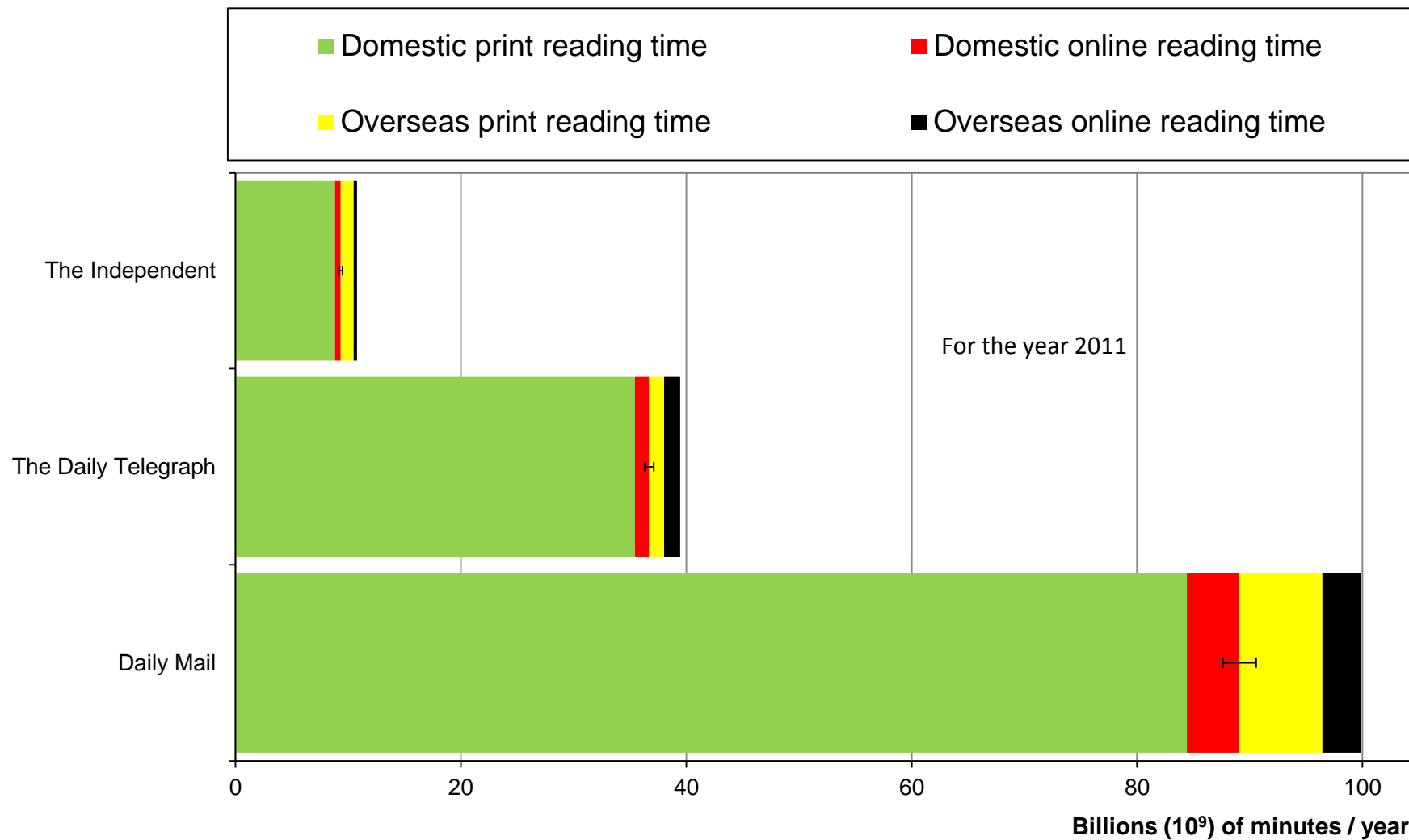
\*Figures based on the FundRazr platform, January 2012. Based on gross funds placed under management, excluding funds re-invested. (Source: FundRazr.co.uk)

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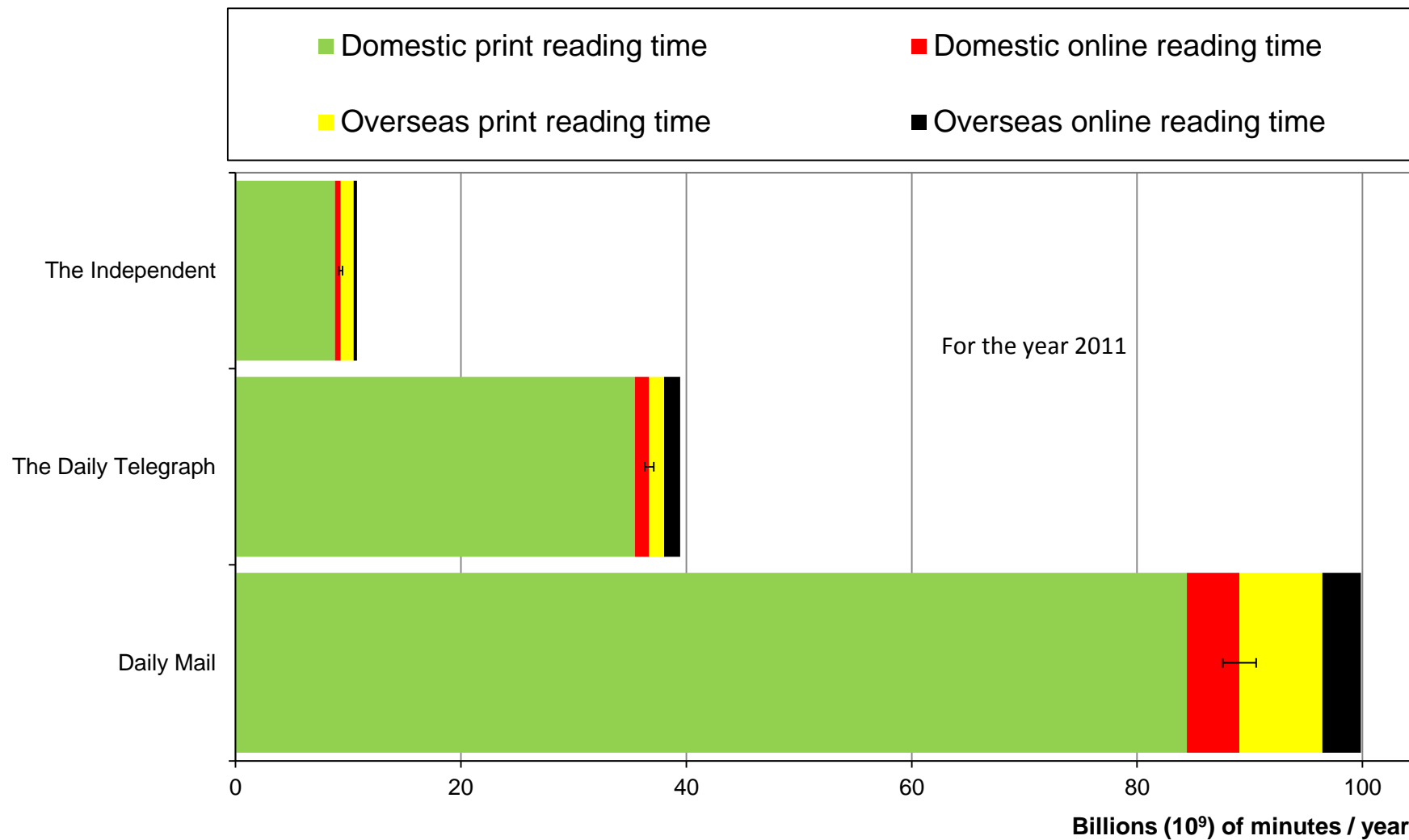


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Thurman, Neil (2014) “Newspaper consumption in the digital age: Measuring multi-channel audience attention and brand popularity” *Digital Journalism* 2(2)





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