

# Digital news media audiences grow year on year as readers seek trusted, premium news - emma data

Digital news media audiences have grown by 2% year on year as demand for trusted, professionally generated news continues to drive Australia's news media audiences.

Across measured digital platforms news media reaches 15.73 million Australians, representing 84% of the population aged 14+, the latest emma™ (Enhanced Media Metrics Australia) data<sup>1</sup> for November 2019 shows.

Australian news media across print and digital platforms reaches nine in ten Australians (94%), or 17.71 million people aged 14+.

Print audiences remain strong with 12.89 million, or seven in ten Australians (69%), choosing print news formats.

NewsMediaWorks CEO, Peter Miller, said: "Premium, trusted content is an important differentiator for news media. The growth in digital audiences and the continued strength of print audiences is a strong validation that here is no more trusted media channel in the country than news media, both in print and digital channels<sup>4</sup>.

"The premium environment that news media delivers continues to attract and retain large audiences for this reason. In addition, our AdTrust research has proven that trust in content and ads increases consumer intent to purchase, which provides a powerful return on investment to advertisers."

The top 10 most read mastheads in Australia continue to deliver large and influential audiences.

As these mastheads add new ways to talk to audiences, they continue to grow their ability to reach Australians at scale (see table below).

<b>emma cross platform readership (000s, last four weeks)</b>	emma November 2019 <sup>1</sup>
Sydney Morning Herald	7795
Daily Telegraph	4578
Herald Sun	4448
The Age	4336
The Australian	3767
Courier-Mail	3376
The West Australian & The Sunday Times	2967
Australian Financial Review	2647
Adelaide Advertiser	1933
Canberra Times	918

**Sources:**

1. *emma<sup>TM</sup>, Survey conducted by Ipsos Connect, People 14+, 12 months ending November 2019. **Print Readership** is all based on average last four weeks over the 12 months to November 2019, including Community and Class B Regional titles which were based on Average Issue Readership through to and including June 2019 readership. **Digital new media** readership based on last four weeks. The digital audience numbers within the above TAR are reported only if they meet the sample size thresholds agreed between Nielsen and TRW.*
2. *Digital news media readership allows comparison vs last year from Oct 19 data vs Oct 18 when readership data became soft calibrated to DCR. Year on year Print news media and Total News Media will be reportable for Jul 20 vs Jul 19 when there will be 13 months of data for the last 4 weeks across all newspaper channels (ie Including Community and Class B Regional newspapers).*
3. *News media is defined as member companies of NewsMediaWorks, including Nine Entertainment Co, News Corp*

*Australia, Seven West Media's West Australian Newspapers, The Guardian and The Saturday Paper.*

4. *ADTRUST; AdTrust Wave 3 research IPSOS Connect November 2018: Online questionnaire: n= 2503 Australians aged 18+ Nationally representative.*