

# Digital news media now read by 15.7 million Australians, reaching 85% of the population: emma



Digital news media is read by 15.7 million Australians, or 85 per cent of the population, according to the latest emma (Enhanced Media Metrics Australia) data<sup>1</sup> for November 2018, released today.

Across digital and print, news media is read by 17.4 million people, or 94 per cent of the population. In print, newspapers are read by 12.1 million people, or 65 per cent of the population.

Metro newspapers are read by 9.9 million people, or 53 per cent of consumers. Regional and community newspapers are read by 5.8 million people, or a third of the population (31 per cent).

The November emma data incorporates the new calibrated Nielsen Digital Content Ratings (DCR) digital audiences, providing a complete picture for tagged sites of audiences both on and off-platform.

NewsMediaWorks CEO, Peter Miller, said: “The strength of our publishers’ digital news brands has been embraced by readers as they seek out trusted, credible and authentic news content in this era of fake news and privacy breaches by the social media platforms. And this growth comes as newspapers continue to hold their

ground. News media is Australia's most trusted media channel for both content and advertising<sup>2</sup>, demonstrated in the latest News Media Index which shows continued improvements in advertising revenue as companies seek brand-safe environments."

*The Sydney Morning Herald* is Australia's highest-reaching title across all platforms with 7.64 million readers. The *Herald Sun* followed, reaching 4.52 million readers and *The Daily Telegraph* on 4.2 million (see table below).

emma cross platform readership (000s, last four weeks)	emma November 2018
Sydney Morning Herald	7639
Herald Sun	4515
Daily Telegraph	4195
The Age	4174
The Australian	3612
Courier-Mail	2927
West Australian <sup>NDP</sup>	2576
The Australian Financial Review	2503
Sunday Times / perthnow.com.au	1891
Adelaide Advertiser	1878
Canberra Times	790
Newcastle Herald	747
The Weekly Times	715
Gold Coast Bulletin	627
Sunshine Coast Daily	599
The Saturday Paper*	557
Illawarra Mercury	508
Mercury	448
Northern Territory News	407
Cairns Post	392
Townsville Bulletin	386
The Land	340
The Courier	300
The Examiner	266
The Morning Bulletin	251
The Border Mail <sup>NDP</sup>	250
Northern Star	230
The Standard <sup>NDP</sup>	160
The Daily Advertiser <sup>NDP</sup>	97

\* The digital audience numbers in the TAR are reported only if they meet the sample size thresholds agreed between Nielsen and TRW. For the Nov18 TAR The Saturday Paper did not meet the minimum sample size. Therefore, the print, digital and total audience figures for The Saturday Paper are replicated from the Oct18 TAR. December figures for The Saturday Paper will be released as normal

*as sample criteria were met.*

The incorporation of calibrated Nielsen DCR digital audiences means that emma's digital methodology has changed and there will be a trend break in the data, rendering year-on-year data comparisons of digital news media and total audience invalid. The trend break will last until October 2019. Print is unaffected.

*Sources:*

1. *emma<sup>TM</sup>, 12 months to November 2018. Readership based on last four weeks. Trends compared with 12 months to November 2017. Survey conducted by Ipsos Connect, people 14+, Nielsen Digital Panel, November 2018, People 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period*

2. *ADTRUST; Galaxy Research online questionnaire, June 2017 (n=2,863 : 2 legs of n=1400 per media) and April 2018 (n=1400 : 1 leg of n=1400 per media) was conducted among a nationally representative sample of Australians aged 18 years and older. View full results at [https://newsmediaworks.com.au/research\\_type/major-reports/](https://newsmediaworks.com.au/research_type/major-reports/)*