

Metro news media read by more than half the population - emma April data

Metro news media is read by 9.5 million Australians, representing more than half (51%) our 14+ population, according to the latest emma (Enhanced Media Metrics Australia) data for April 2019, released today.

A total of 17.4 million Australians, or 93% of the population, read news media across platforms. Eight in ten Australians (84% or 15.6 million people) read digital news media, while print news media is read by 11.6 million people, or 63% of the population.

A total of 9.8 million people, or 53% of the population, read both print and digital news media. Regional/Community news media is read by 5.4 million people, or 29% of the population.

NewsMediaWorks CEO, Peter Miller, said: “Trusted, independent and brand safe news content has again come to the fore, particularly as 16 of the world’s largest advertisers come together to create a taskforce to compel the digital giants to confront dangerous and fake content online. There is only one media channel that has the nation’s most trusted content and that is news media⁴. The stability of news media’s large audience in the latest emma figures confirms that readers seek trusted and credible journalism that only we can offer.”

The Sydney Morning Herald is Australia’s highest-reaching title across all platforms with 7.04 million readers. The Daily Telegraph followed, reaching 4.12 million readers and the Herald Sun with 3.76 million (see table below).

emma cross platform readership (000s, last four weeks)	emma April 2019
Sydney Morning Herald	7039
Daily Telegraph	4122
Herald Sun	3760
The Age	3703
The Australian	3360
The West Australian & The Sunday Times	3164
Courier-Mail	2592
Financial Review	2316
Adelaide Advertiser	1538
The Weekly Times	749

Canberra Times NDP	654
Gold Coast Bulletin NDP	511
The Saturday Paper	495
Newcastle Herald NDP	453
Northern Territory News NDP	443
Townsville Bulletin	421
Mercury	413
Cairns Post	378
The Land	371
Geelong Advertiser	365
Illawarra Mercury NDP	337
Sunshine Coast Daily NDP	336
Queensland Country Life	295
The Examiner	244
Chronicle NDP	241
The Courier NDP	238
The Bendigo Advertiser NDP	196
The Border Mail NDP	178
Northern Star NDP	171
The Morning Bulletin NDP	166
The Daily Advertiser NDP	146
The Advocate (Burnie) NDP	122
The Standard NDP	106

Sources:

1. emmaTM, Survey conducted by Ipsos Connect, People 14+, 12 months ending April 2019, 14+ Nielsen Digital Panel data calibrated to Digital Content Ratings April 2019.

2. Print Readership based on last four weeks with the exception of minor regional titles which are based on Average Issue Readership. Trends compared with 12 months to April 2018. NDP, Nielsen Digital Panel, April 2019, People 14+ calibrated to Nielsen Digital Content Ratings (DCR) data for the equivalent period. All 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. Where indicated (above), “NDP” figures are not calibrated to DCR for the month.

3. The digital unique audience figures in this report are not DCR currency. Nielsen makes every effort to align the NDP digital numbers with DCR but they will not be exactly the same due to the following reasons: a) A technique known as soft calibration is used to align NDP with tagged websites in DCR - complete alignment isn't possible due to the number of websites involved b) There is a difference in the universe between the two products; DCR is 13+ and emma-CMV is 14+ c) The calibration process used to align NDP with DCR uses text for the targets and not video The calibration of NDP Digital audience to DCR represents a change in methodology and therefore a trend break that renders year on year

comparisons invalid for digital news media and total audience. The break will last until October 2019. Print is unaffected.

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