

News media continues to demonstrate strength reaching nine in ten Australians across digital and print platforms - emma data

News media reaches large and engaged audiences across digital and print platforms, as publishers continue to innovate and readers seek out trusted, professionally generated news.

Australian news media reaches nine in ten Australians (94%), or 17.6 million people aged 14+, the latest emma™ (Enhanced Media Metrics Australia) data¹ for July 2019 shows.

Across measured digital platforms news media reaches 15.5 million Australians, representing 83% of the population aged 14+.

At the same time, print audiences remain strong with 13.1 million, or seven in ten Australians (70%), choosing print news formats.

NewsMediaWorks CEO, Peter Miller, said that the emma data clearly demonstrates the power of news media and the ongoing demand for its content across multiple platforms from consumers.

“Editorial and commercial publisher innovation was evidenced last week at the industry’s News Media Awards and demonstrated how our news brands engage, inspire, challenge and delight their readers. This was evident across digital and print platforms that have also delivered some of the best and most innovative solutions available for advertisers. Complementary platforms provide increased relevance, innovation and the ability for in-depth story telling, which is why we remain the most trusted media channels in the country⁴,” he said.

“Trusted journalism and news media innovation were the central themes at last week’s INFORM 19 conference, summed up with gusto by speaker Professor

Scott Galloway from NYU when he said: ‘Journalists are the best police force that doesn’t carry guns and badges’.”

The top 10 most read mastheads in Australia continue to deliver large scale, influential audiences. As these mastheads add new ways to talk to audiences, they continue to grow their ability to reach Australians at scale.

emma cross platform readership (000s, last four weeks)	emma July 2019 ¹
Sydney Morning Herald	7966
Daily Telegraph	4342
Herald Sun	4167
The Age	3805
The Australian	3545
The West Australian & The Sunday Times	3401
Courier-Mail	2698
Australian Financial Review	2586
Adelaide Advertiser	1661
Canberra Times	888

Sources:

1. *emmaTM, Survey conducted by Ipsos Connect, People 14+, 12 months ending July 2019. **Print Readership** is all now based on average last four weeks over the 12 months to July 2019 - this now includes Community and Class B Regional titles which were previously based on Average Issue 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 will allow comparison v last year for Oct19*

data v Oct18 when there will be 13 months of readership data soft calibrated to DCR. Print news media and Total News Media will then be reportable for Jul20 v Jul19 when there will be 13 months of data for the last 4 weeks across all newspaper channels (eg 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.

About emma: emma™ (Enhanced Media Metrics Australia) is Australia's cross-platform audience insights metric built for the digital age. emma™ was developed for The Readership Works (TRW) by independent research companies Ipsos and Nielsen. The Media Federation of Australia was involved in the development of emma™ and sits on the Technical Committee. emma is independently audited by Dr Rob Hall.

About NewsMediaWorks: NewsMediaWorks is the peak organisation representing Australia's leading news media publishers. Established in 2006, it focuses on promoting the unique power and value of print and digital news brands as trusted and effective advertising partners that engage more than 90% of Australians every month. NewsMediaWorks also supports the regulatory interests of the sector including advertising codes and environmental sustainability. Its stakeholders are Nine Entertainment Co, News Corp Australia and Seven West Media's West Australian Newspapers.