

# **News media delivers record readership as news brands reach 18.2m Australians - emma data**

Australian news media brands have delivered record readership of 18.2m, reaching more than nine out of 10 Australians (96%), the highest since the inception of emma<sup>TM</sup> (Enhanced Media Metrics Australia) in 2013.

The uptick in readership has been fuelled by Australians seeking reliable and trusted news and information during CV-19 with digital consumption of news media the key driver. Across measured digital platforms, news media reached 17.2 million Australians, representing 91% of the population aged 14+, a 10% audience increase compared to the previous period (Dec 19). Despite the pandemic, print audiences continued to reach 12.7 million, or two in three Australians (67%).

NewsMediaWorks CEO Peter Miller said: “Trusted news and information has never been more important to Australians and this is reflected by the dramatic increase in news media consumption. Misinformation has been rife during the pandemic, but these figures demonstrate that Australians know to turn to the trusted medium of news media when accuracy and trust are critical.

“As we start to emerge from lockdown, the need for reliable and timely information will continue and for businesses looking to bounce back by advertising in credible media channels, the trust halo news media generates will play a crucial role in their recovery.” The top 10 most read mastheads in Australia have also seen impressive increases in their audiences (see table below).

Emma cross platform readership (000s last four weeks)	emma March 2020
The Sydney Morning Herald	11033
The Daily Telegraph	6521
The Australian	6230
The Age	5321
The Herald Sun	4796
The Australian Financial Review	3726
The West Australian & Sunday Times	3675
The Courier Mail	3366
The Adelaide Advertiser	2428
The Canberra Times	2291

*SOURCES: emma™, Survey conducted by Ipsos Connect, People 14+, 12 months ending March 2020. Print Readership is all based on average last four weeks, including Community and Class B Regional titles which were based on Average Issue Readership through to the end of June 2019. Digital new media readership is based on last four weeks soft calibrated to DCR.*

News media is defined as member companies of NewsMediaWorks, including Nine, News Corp Australia, Seven West Media's West Australian Newspapers, The Guardian and The Saturday Paper. 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, News Corp Australia and Seven West Media's West

Australian Newspapers.