

Trusted content sees news media continue to demonstrate strength among audiences, reaching nine in ten Australians across digital and print platforms - emma data

As publishers continue to innovate and readers seek out trusted, professionally generated news, Australia's news media across digital and print platforms remains strong with large and engaged audiences.

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 August 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 million, or seven in ten Australians (70%), choosing print news formats.

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

“News brands engage, inspire, challenge and reward their readers. The ability of both print and digital news media platforms to deliver in-depth story telling is why we remain the most trusted media channels in the country⁴, with daylight second,” he said. “And NewsMediaWorks’ AdTrust research has proven that trust in content and ads increases consumer intent to purchase, driving news media’s effectiveness.”

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 (see chart below).

emma cross platform readership (000s, last four weeks)	emma August 2019 ¹
Sydney Morning Herald	7829
Daily Telegraph	4236
The Age	4214
Herald Sun	4053
The Australian	3346
The West Australian & The Sunday Times	3122
Courier-Mail	2662
Australian Financial Review	2515
Adelaide Advertiser	1610
Canberra Times	874

Sources:

1. *emmaTM, Survey conducted by Ipsos Connect, People 14+, 12 months ending August 2019. **Print Readership** is all now based on average last four weeks over the 12 months to August 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 vs last year for Oct 19 data vs Oct 18 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 Jul 20 Jul 19 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.*

ends.

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.