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## **MEDIA RELEASE**

**UNDER EMBARGO UNTIL 12.01AM MONDAY 21<sup>st</sup> JANUARY, 2019**

### **NEWS MEDIA READ BY 17.5 MILLION AUSTRALIANS, REACHING 94% OF THE POPULATION – EMMA™ DATA - emma October data incorporates Nielsen Digital Content Ratings digital audiences for the first time -**

Key points:

- emma cross-platform readership now calibrated to the IAB-accredited Nielsen Digital Content Ratings digital audience currency data.
- Previously unreported digital audiences (off-platform, secure pages and mobile aged under 18) now captured in the emma figures.
- Greater number of news media and magazine titles now able to report currency level total audiences.
- Trend break in total audience comparisons until October 2019. Print is unaffected.

News media across all platforms are read by 17.5 million Australians, or 94% of the population, according to the latest emma™ (Enhanced Media Metrics Australia) data<sup>1</sup> for October 2018, released today.

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

The new audience data now integrates digital news media consumers measured by DCR but previously not included in the cross-platform readership.

Digital news media is read by 15.6 million, or 84%, of Australians. Total print news media readership is 12.2 million, or 66%, of the population.

Metro newspapers are read by 9.9 million people, or 54% of consumers. Regional and community newspapers are read by 5.8 million people, or a third of the population (31%).

Additional newspaper mastheads will now receive a currency-grade total audience including regional mastheads.

NewsMediaWorks CEO, Peter Miller, said: “emma CMV, now with calibrated Nielsen DCR, means we can more accurately measure both on and off platform digital and print news media audiences. The data clearly demonstrates that the vast majority of Australians seek out their trusted news, entertainment and information in news media. News media offers unparalleled credible,

independent journalism, which is why it comes as no surprise that it is Australia's most trusted media channel<sup>2</sup>. That trust positively impacts purchase intent, and advertisers are taking note."

This is the eighth month of emma cross platform readership data to come from Nielsen, in a new strategic collaboration announced in May. It is the first using DCR calibration.

The full integration of the IAB-accredited Nielsen DCR currency into emma will be possible with the delivery of Nielsen's full synthetic digital respondent-level database at a date to be confirmed in the first half of 2019.

*The Sydney Morning Herald* is Australia's highest-reaching title across all platforms with 7.43 million readers. *The Daily Telegraph* followed, reaching 4.5 million readers and the *Herald Sun* on 4.44 million (see table below).

emma cross platform readership (000s, last four weeks)	emma October 2018
Sydney Morning Herald	7429
Daily Telegraph	4500
Herald Sun	4435
The Age	3643
The Australian	3627
Courier-Mail	3042
Financial Review	2472
West Australian <sup>NDP</sup>	2445
Sunday Times / perthnow.com.au	1932
Adelaide Advertiser	1625
Canberra Times	722
Newcastle Herald	701
Gold Coast Bulletin	682
Sunshine Coast Daily	677
The Saturday Paper	557
The Weekly Times	545
Illawarra Mercury	518
The Land	439
Mercury	413
Cairns Post	387
Townsville Bulletin	387
Northern Star	360
The Courier	321
The Examiner	266
The Morning Bulletin	250
The Border Mail <sup>NDP</sup>	232
The Daily Advertiser <sup>NDP</sup>	152
The Standard <sup>NDP</sup>	151

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 and month-on-month data comparisons of digital news media and total audience invalid. The trend break will last until October 2019. Print is unaffected.

*Sources:*

1. *emma™, 12 months to October 2018. Readership based on last four weeks. Trends compared with 12 months to October 2017. Survey conducted by Ipsos Connect, people 14+, Nielsen Digital Panel, October 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/)*

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.

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