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## MEDIA RELEASE

**UNDER EMBARGO UNTIL 12.01AM MONDAY 1<sup>st</sup> APRIL, 2019**

### **METRO NEWS MEDIA READ BY 9.8 MILLION AUSTRALIANS – EMMA™ DATA - News media across platforms read by 17.4 million people -**

Metro news media is read by 9.8 million Australians, or more than half the population (53%), according to the latest emma™ (Enhanced Media Metrics Australia) data<sup>1</sup> for January 2019, released today.

Across print and digital, news media<sup>2</sup> is read by 17.4 million people, or 94% of the population.

Digital news media is read by 15.7 million Australians<sup>3</sup>, or 85% of the population and in print, newspapers are read by 11.9 million people, or 64% of the population.

Regional and community newspapers are read by 5.5 million people, or almost a third of the population (30%).

NewsMediaWorks CEO, Peter Miller, said: “News media continues to command large audiences across platforms. Readers of news media are clearly putting their faith in journalism that appears in trusted news brands.

“Independent research conducted by Ipsos Connect shows that news media is the nation’s most trusted media channel for both content and advertising<sup>4</sup> and advertisers are responding with our latest quarterly News Media Index showing continued improvements in advertising revenue for news media.”

*The Sydney Morning Herald* is Australia’s highest-reaching title across all platforms with 8.08 million readers. *The Daily Telegraph* followed, reaching 4.24 million readers and the *Herald Sun* with 4.15 million (see table below).

emma cross platform readership (000s, last four weeks)	emma January 2019
The Sydney Morning Herald	8083
The Daily Telegraph	4236
Herald Sun	4146
The Age	4021
The West Australian	3571
The Australian	3564

Courier-Mail	2885
The Australian Financial Review	2440
Adelaide Advertiser	1775
Canberra Times	843
Newcastle Herald	807
Gold Coast Bulletin	723
Illawarra Mercury	681
The Weekly Times	673
Sunshine Coast Daily	582
Northern Territory News/Sunday Territorian	497
The Land	462
Mercury	461
Townsville Bulletin	426
Cairns Post	363
The Courier	319
Northern Star	295
The Border Mail <sup>NDP</sup>	278
The Morning Bulletin	265
The Examiner	231

\* The digital audience numbers in the above TAR are reported only if they meet the sample size thresholds agreed between Nielsen and TRW.

<sup>NDP</sup> Figures are not calibrated to DCR for two reported mastheads. The digital sample was too small to report The Saturday Paper and The Daily Advertiser in January cross platform audiences.

Sources:

- emma<sup>TM</sup>, Survey conducted by Ipsos Connect, People 14+, 12 months to January 2019. Print Readership based on last four weeks with the exception of minor regional titles that are based on Average Issue Readership. Trends compared with 12 months to January 2018. NDP, Nielsen Digital Panel, January 2019, People 14+ calibrated to Nielsen Digital Content Ratings (DCR) data for the equivalent period. All readership based on last four weeks.
- 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.
- 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 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
  - There is a difference in the universe between the two products; DCR is 13+ and emma-CMV is 14+
  - The calibration process used to align NDP with DCR uses text for the targets and not video
- ADTRUST; AdTrust Wave 3 research IPSOS Connect November 2018 : Online questionnaire : n= 2503 Australians aged 18+ Nationally representative.

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**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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