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## MEDIA RELEASE

**UNDER EMBARGO UNTIL 12.01AM MONDAY 29<sup>th</sup> APRIL, 2019**

### **MORE THAN 10 MILLION AUSTRALIANS NOW READ THEIR NEWS MEDIA ACROSS BOTH PRINT AND DIGITAL PLATFORMS – EMMA™ DATA - Total News media readership 17.4 million people -**

Over 10 million Australians (10.1 million), or more than half the population (54%), read both print and digital news media, according to the latest emma™ (Enhanced Media Metrics Australia) data<sup>1</sup> for February 2019, released today.

In total, digital news media is read by 15.7 million Australians<sup>2</sup>, or 85% of the population and printed newspapers are read by 11.8 million people, or 64% of the population.

Across print and digital platforms, 17.4 million people, or 94% of the population reads news media<sup>3</sup>.

Metro news media was read by 9.6 million people, or 52% of Australians.

Regional/Community newspapers are read by 5.5 million people (29% of the population).

NewsMediaWorks CEO, Peter Miller, said: “The latest emma data reminds us that readership of news media across channels is robust. More than half the population reads both print and digital news media, demonstrating that both formats appeal and are valued by a large and engaged audience. Authentic, credible and trusted journalism is sought out by readers of news brands and that hasn’t changed.

“News media is the nation’s most trusted media channel for both content and advertising<sup>4</sup> and advertisers, too, are seeking trusted environments for their brands and services.”

*The Sydney Morning Herald* is Australia’s highest-reaching title across all platforms with 7.49 million readers. *The Daily Telegraph* followed, reaching 4.44 million readers and the *Herald Sun* with 4.13 million (see table below).

<b>emma cross platform readership (000s, last four weeks)</b>	<b>emma February 2019</b>
The Sydney Morning Herald	7494
The Daily Telegraph	4439
Herald Sun	4131
The Age	3709
The Australian	3326
The West Australian	3164

Courier-Mail	2823
The Australian Financial Review	2675
Adelaide Advertiser	1581
Newcastle Herald	776
Gold Coast Bulletin	772
Canberra Times	770
The Weekly Times	644
Townsville Bulletin	632
Sunshine Coast Daily	593
Northern Territory News	524
Illawarra Mercury	483
Mercury	424
Cairns Post	373
The Land	367
Geelong Advertiser	349
Chronicle	340
The Courier	336
The Examiner	294
Northern Star	275
The Advocate (Burnie) <sup>NDP</sup>	225
The Morning Bulletin	223
The Border Mail	205

\* 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 The Advocate (Burnie).

Sources:

1. *emma*<sup>TM</sup>, Survey conducted by Ipsos Connect, People 14+, 12 months to February 2019. Print Readership based on last four weeks with the exception of minor regional titles which are based on Average Issue Readership. Trends compared with 12 months to February 2018. NDP, Nielsen Digital Panel, February 2019, People 14+ calibrated to Nielsen Digital Content Ratings (DCR) data for the equivalent period. All readership based on last four weeks.
2. 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) 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
  - b) There is a difference in the universe between the two products; DCR is 13+ and emma-CMV is 14+
  - c) The calibration process used to align NDP with DCR uses text for the targets and not video
3. 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.
4. 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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