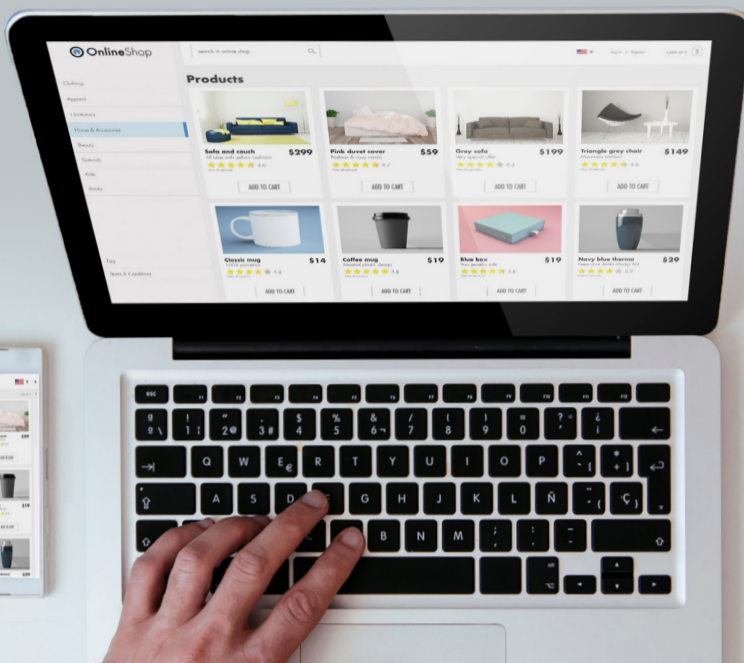


ONLINE SHOPPERS CLICK WITH NEWS MEDIA



1 OUT OF EVERY 2 NEWS MEDIA READERS MADE AT LEAST ONE ONLINE PURCHASE LAST MONTH*1



THAT'S 9.3 MILLION READERS WHO PURCHASE ONLINE*1

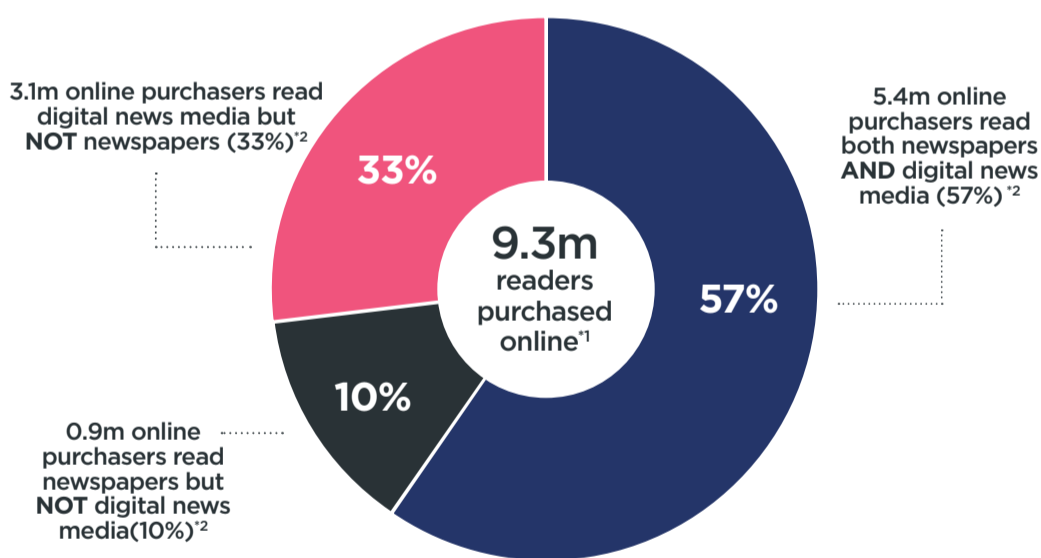
8.4M

DIGITAL NEWS MEDIA READERS PURCHASED ONLINE*1

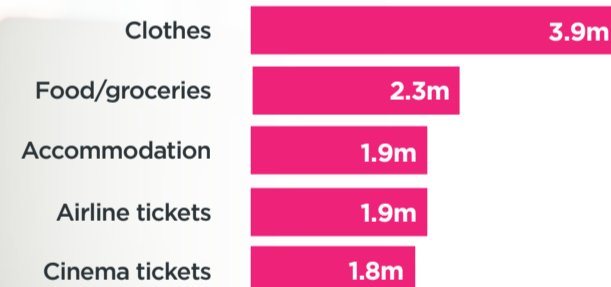
6.2M

NEWSPAPER READERS PURCHASED ONLINE*1

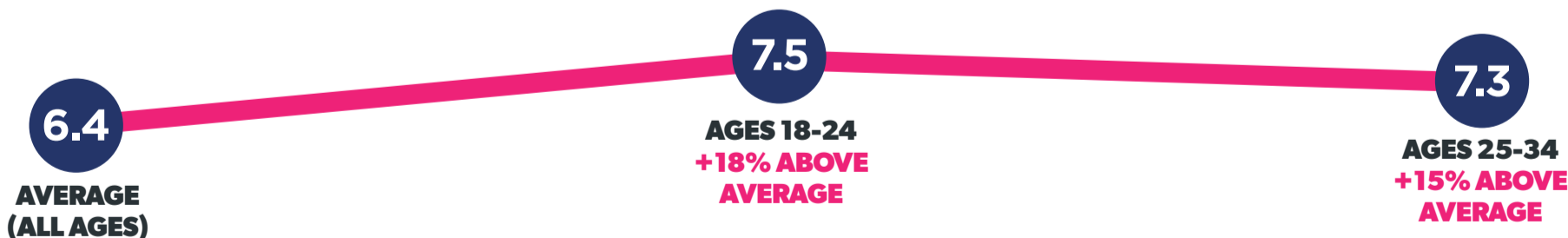
NEWS MEDIA READERS PURCHASED ONLINE IN THE PAST MONTH - AGED 14+



TOP 5 CATEGORIES FOR READERS' ONLINE PURCHASES (PAST MONTH)*4



NUMBER OF ONLINE PURCHASES IN THE PAST MONTH (AMONG READERS WHO PURCHASED)*3



1m

AUSTRALIANS NOW PAY FOR ACCESS TO DIGITAL NEWS MEDIA*5



NewsMediaWorks

emma

Source : emmaTM, 12 months to April 2019. Readership based on last four weeks. Survey conducted by Ipsos Connect, people 14+ ALSO Nielsen Consumer & Media View (CMV). Nielsen Digital Panel, 4 weeks to April 2019, people 14+ calibrated to Nielsen Digital Content Ratings data for the equivalent period. *1 How many times have you bought products or services on the internet in the last month? Deduplicated count where answered 1 to 40+ times. *2 Note that Total Digital news media readers = Read only Digital news media PLUS Read Digital news media AND Newspapers - similarly for Total newspapers readers. *3 Count weighted average on the question in *1 above. +18% more than average is compared to the average online purchaser across the population aged 14+. *4 Which of these activities have you done on the internet in the past month? Eg Purchased an airline ticket etc. *4 Which, if any, of the following websites/apps did for access to in the past month?