



FAST *facts*

Newspapers Across Devices





Fast Facts

- ✓ Newspaper Readership Across Devices
- ✓ Engagement
- ✓ Newspapers Drive Purchase Decisions
- ✓ Multimedia Strength
 - ✓ Print
 - ✓ Digital





Newspaper Readership Across Devices





Newspaper Readership Across Devices - Print Solid

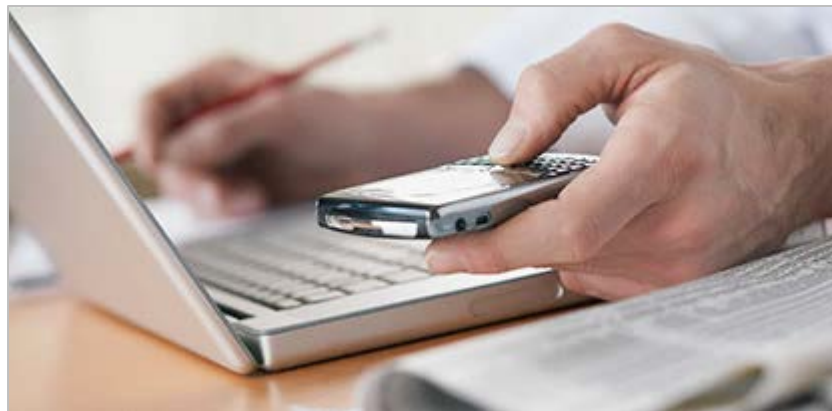
9 in 10 read a **newspaper on any device** each week

7 in 10 read a **print newspaper** each week

6 in 10 read on a **newspaper website** each week

5 in 10 read a newspaper on the **phone** each week

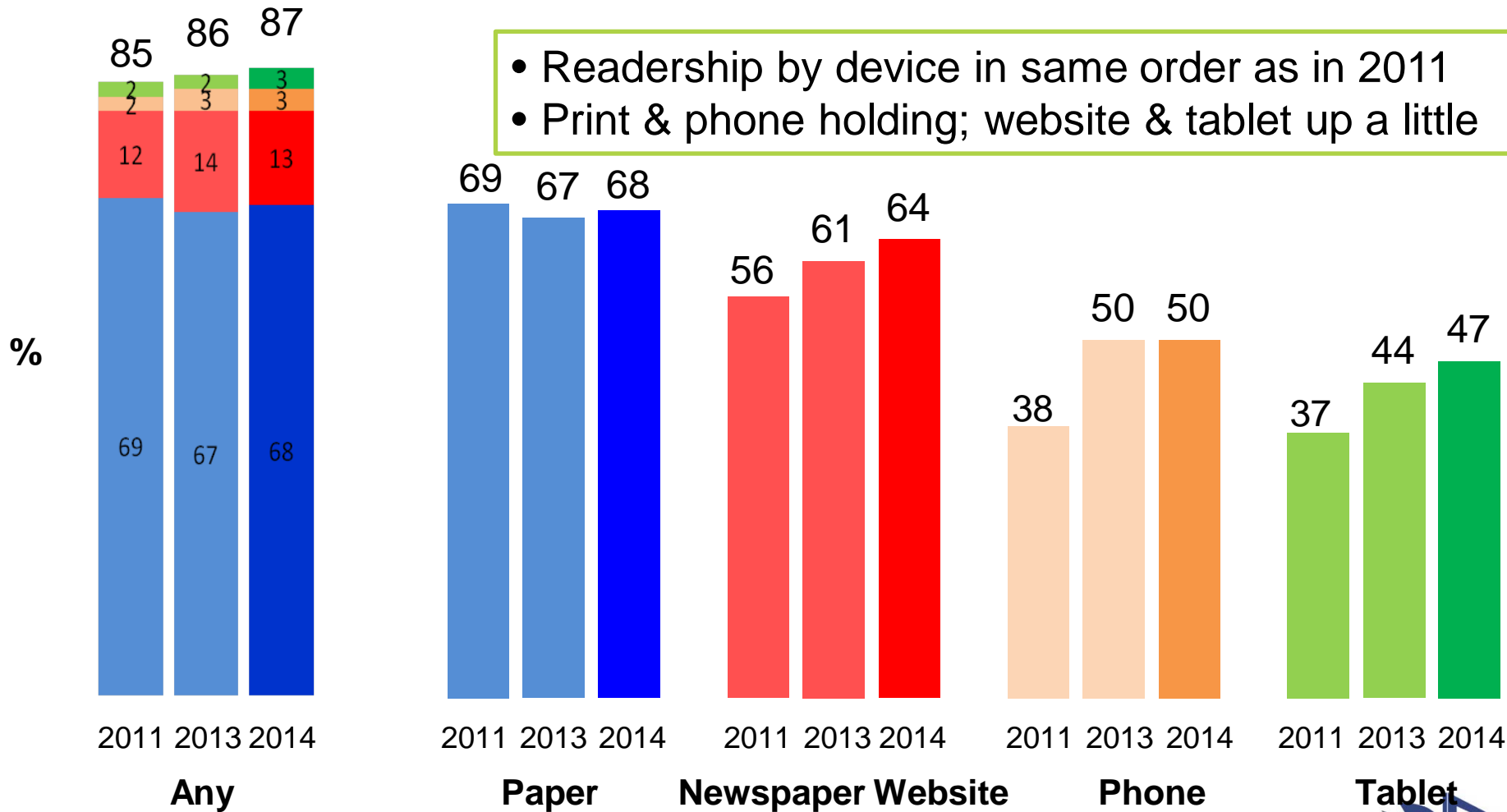
5 in 10 read a newspaper via a **tablet** each week





Readership Across Multiple Media – Strong Over Time

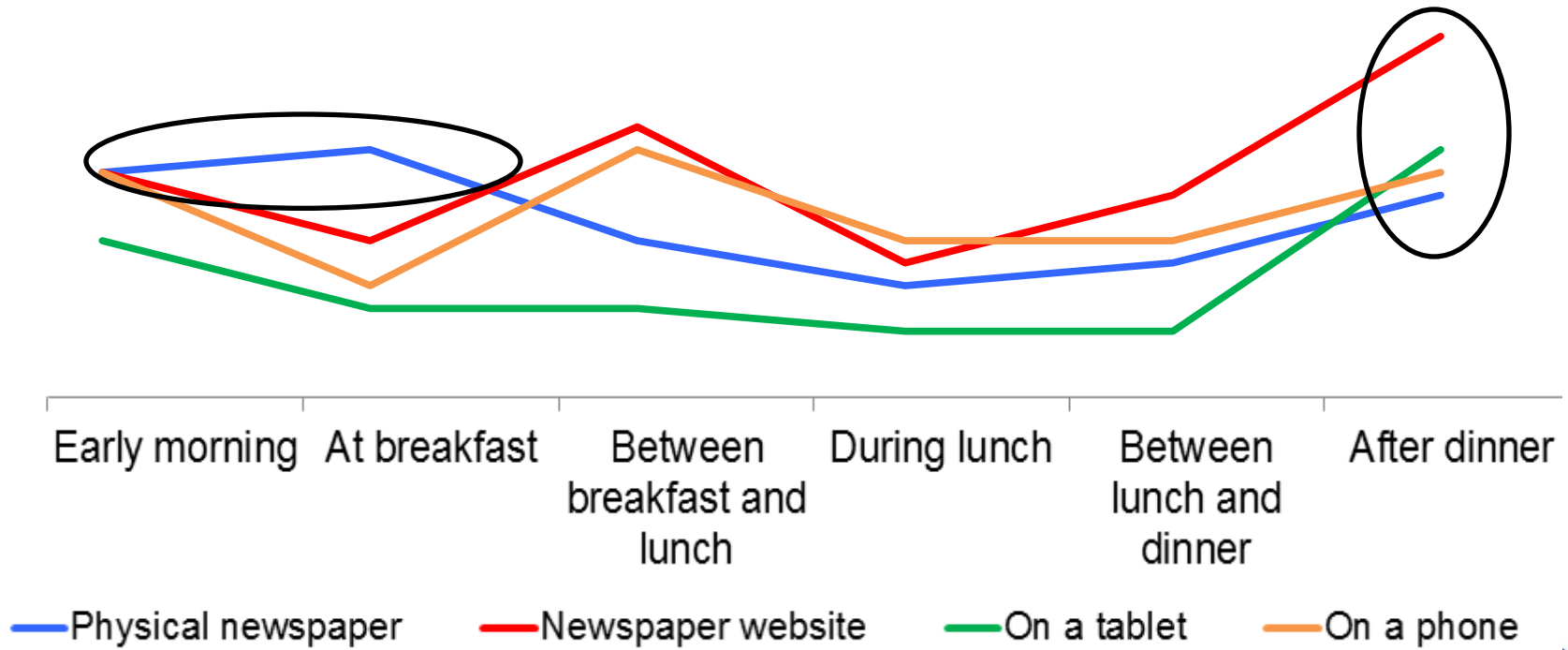
- Readership by device in same order as in 2011
- Print & phone holding; website & tablet up a little





Readership By Time of Day

- Print – Morning (strongest) + Evening
- Tablet – Evening
- Web & Phone – Early AM + Mid-AM + Evening (web!)







Newspaper Readers are Engaged

- 46 minutes per day with **paper** copies
- 30-40 minutes per day with **digital** versions





Media Engagement*

- **Print newspapers are #1** - outperforming all other media
- **Newspaper sites also score well above average**

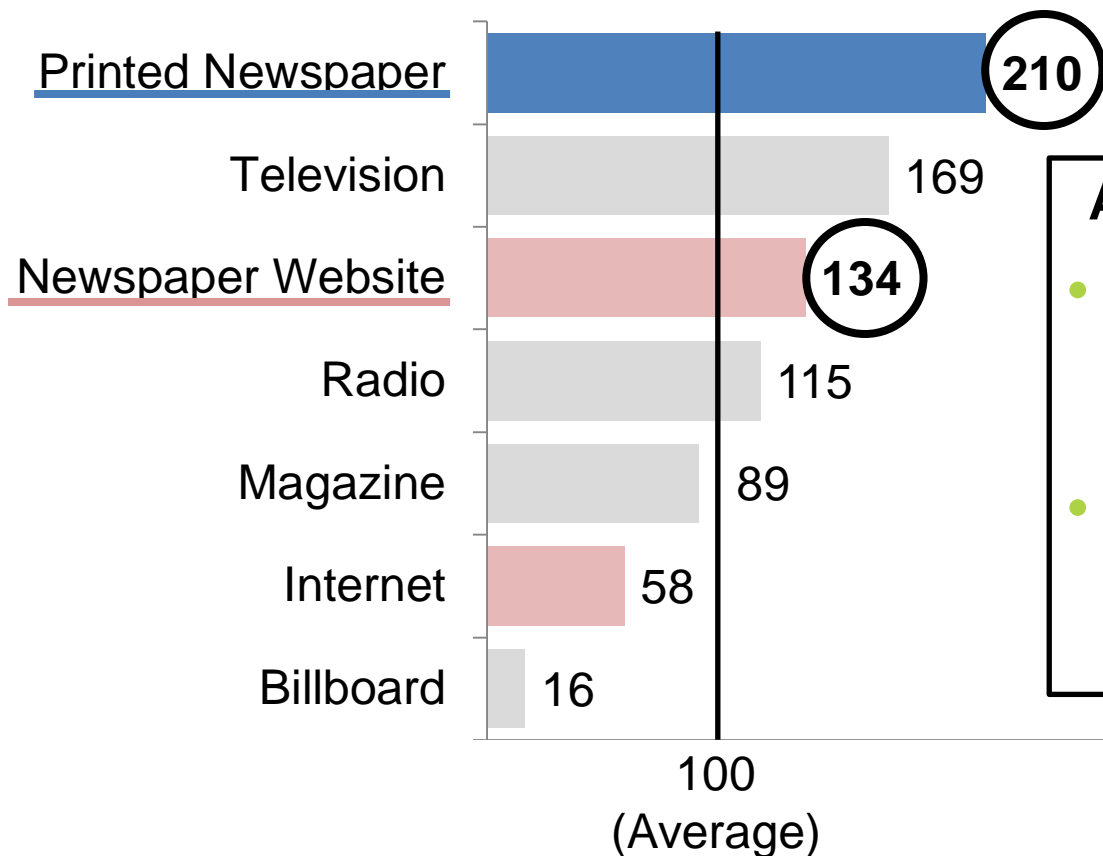
***Definition: Media Engagement**

Measured on 11 metrics: trust, connection with the medium, inspiration, ethical, go-to medium when have time, notice ads, ads increase purchase likelihood, useful info in ads & annoying ads



Engaging Media: Newspapers & Websites

Media Engagement* Index



An average score = 100

- **Print newspapers** scored **highest** - twice the average
- **Newspaper website** scored **34% higher** than average

* Media engagement measured on 11 metrics: trust, connection with the medium, inspiration, ethical, go-to medium when have time, notice ads, ads increase purchase likelihood, useful info in ads & annoying ads.

Totum Research on behalf of Newspapers Canada, "Media and Advertising Engagement Research Summary", April 2014





Ad Engagement*

- **Print newspapers are #1**
- **Newspaper sites are #2**
- **Both outperform all other media**

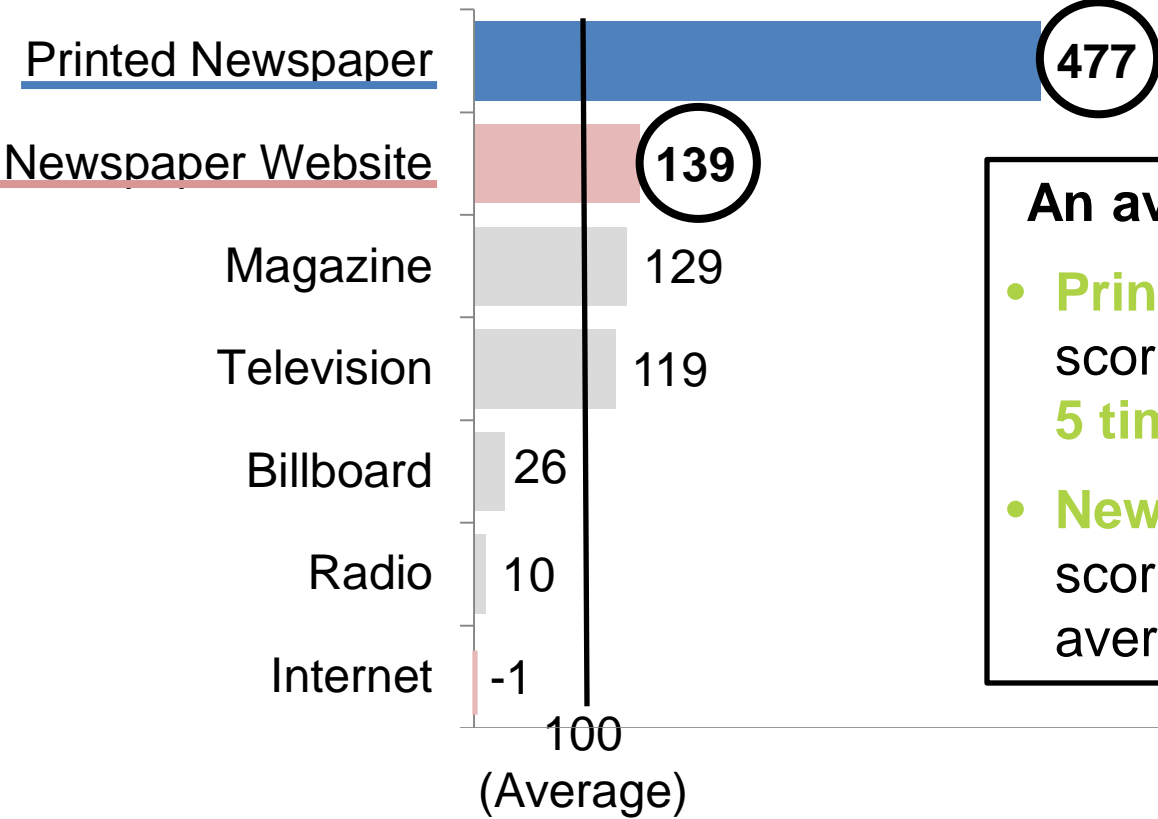
***Definition: Ad Engagement**

Measured on 4 metrics: notice ads, ads increase purchase likelihood, useful info in ads & annoying ads. All engagement scores were added except 'it contains annoying ads' which was subtracted (as it is a negative attribute). In some cases, this created a negative score.



Most Engaging Ads: Newspapers & Websites

Ad Engagement* Index



An average score = 100

- **Print newspapers** scored **highest** – almost **5 times the average!**
- **Newspaper website** scored **39% higher** than average

* Ad engagement measured on 4 metrics: notice ads, ads increase purchase likelihood, useful info in ads & annoying ads. All engagement scores were added except 'it contains annoying ads' which was subtracted (as it is a negative attribute). In some cases, this created a negative score.

Totum Research on behalf of Newspapers Canada, "Media and Advertising Engagement Research Summary", April 2014



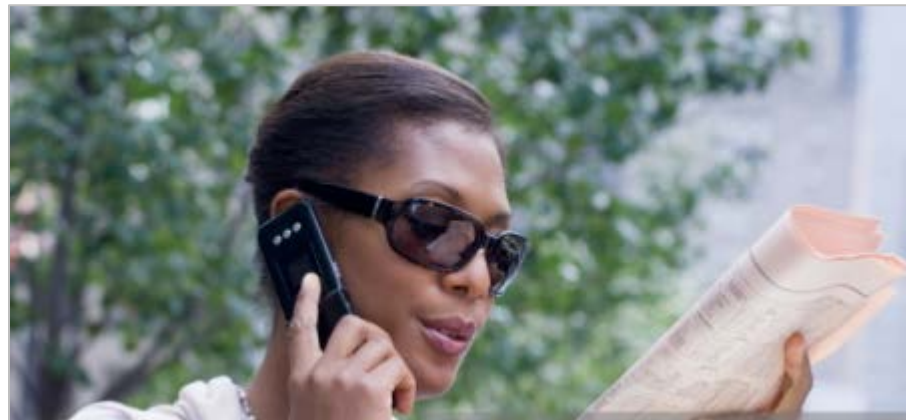


Newspapers Drive Purchase Decisions





Newspapers are the **number # 1** resource for Canadians when they are making a **purchase decision.**





Influencers Drive Purchases Of Others

(and they read newspapers in print & digital)

“Influencers are information hounds ...these people are more heavily represented in the audiences for print media, and online publishers, more so than in the audiences of Facebook and Twitter...target influencers through the media they use”

“How Influence Works”, Admap





Newspaper readers across devices are more aware of the ads, and have better brand recall.





Multimedia Strength

✓ **Print**



NEWSPAPERS CANADA



Print Newspapers: Trusted & Idea Source

Beat out all other media:



Newspapers ads are **trusted**



The **idea** source for **shopping** trips: newspapers & flyers



7 in 10 Canadians Take Action after Seeing a Newspaper Ad



- Became aware of a product or service
- Looked for more information
- Visited a store in-person or online
- Made a purchase
- Referred the ad to someone else



Brand: SunSense (SPF + ingredients to prevent wrinkles), Australia

Plan: Only used newspapers: 1-3 times/week for 4 weeks

Results: "It was a frenzy!" Sold a year's worth in 3 weeks



NEWSPAPERS CANADA



Canadians Embrace Flyers



90% of Canadians welcome flyers

8 in 10 read the print flyer

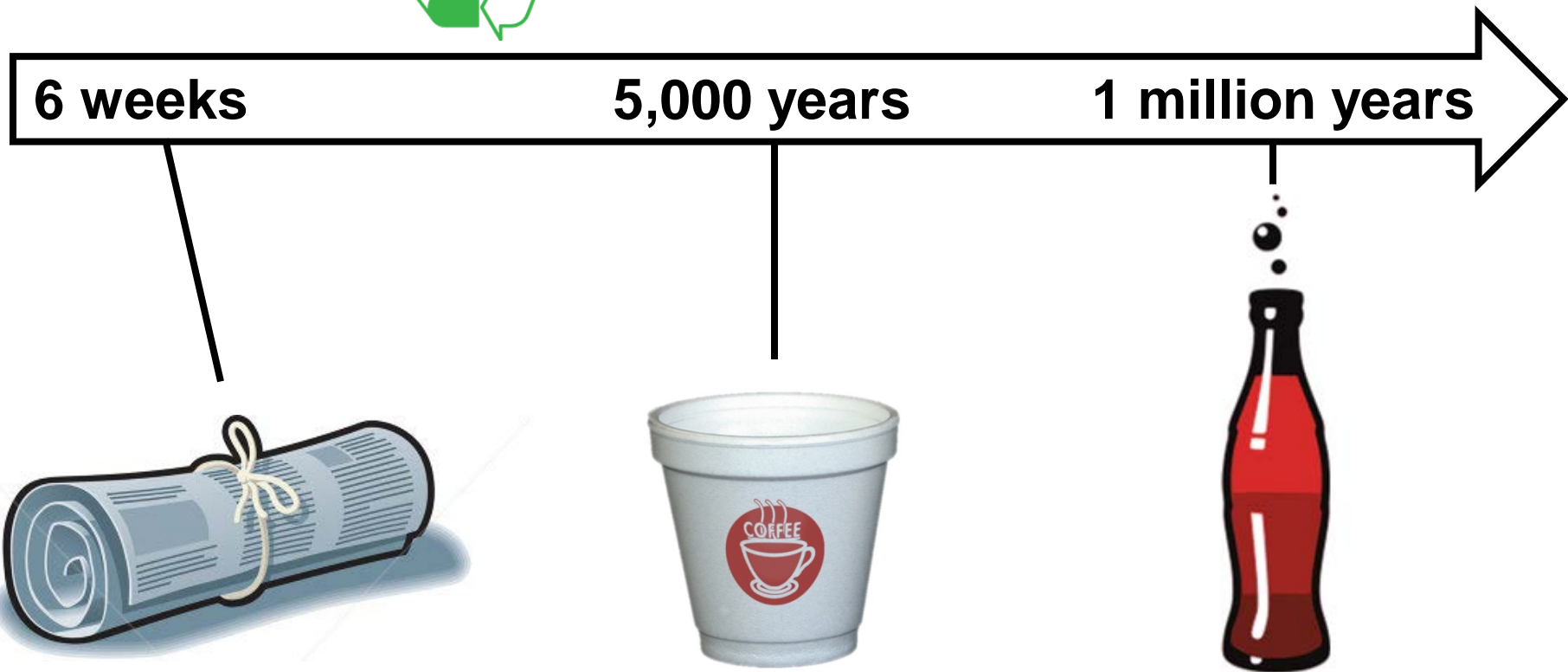
6 in 10 read the online flyer



Print Newspapers Are Green

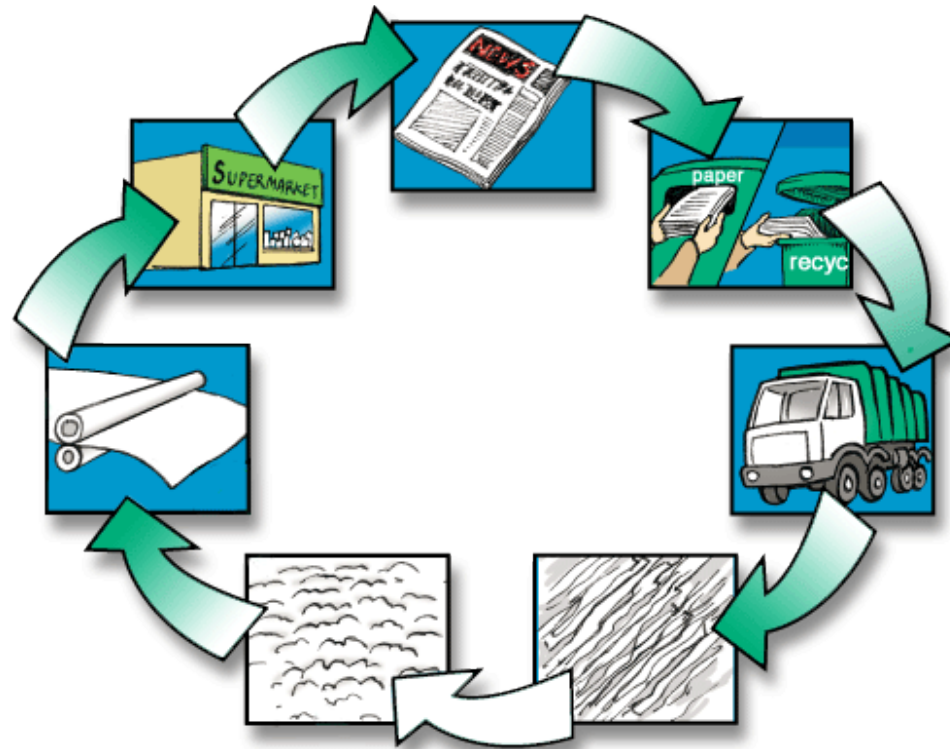


Biodegradable Time Line





Print Newspapers Are Green



In Canada, over **85%** of **newspapers** are **recycled**



Multimedia Strength

✓ Digital





Reading Newspaper on Tablet

- Nine out of 10 **enjoy** the tablet edition
- **Two-thirds** read **almost every page**
- **Tablet ad impact** just as **powerful** as **print**
- **Video ad recall** is **27% higher** on tablets vs **TV**



Inma.org, "Digital newspaper: same advertising impact and so much more", March 26, 2013;
gigaom, "Viewers recall ads best when they watch them on tablets: Study", Aug. 23, 2013

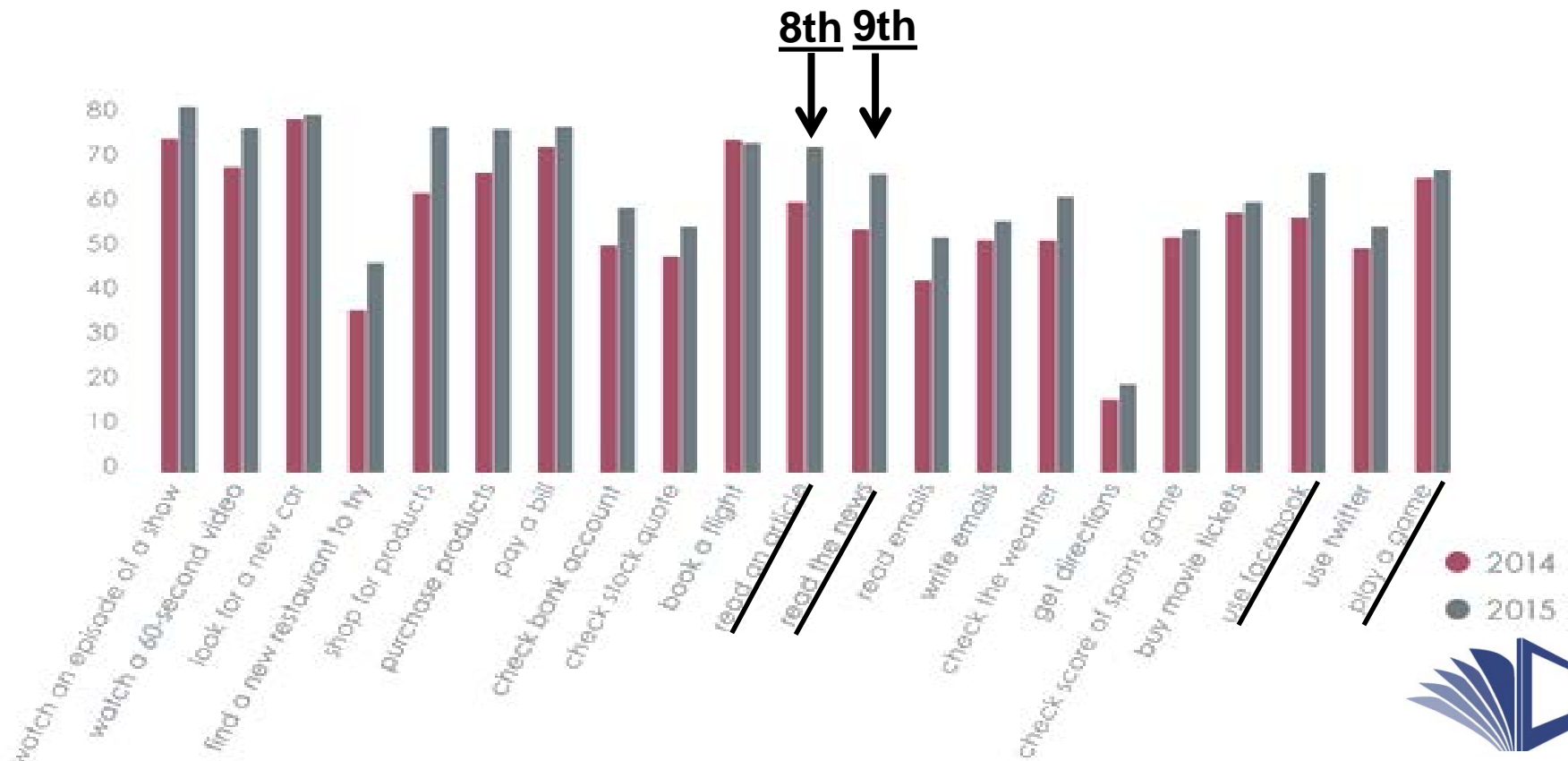


NEWSPAPERS CANADA



News Read On Mobile Phone

Out of 21 mobile activities, reading an article/news grew matching Facebook & gaming





Packaged Goods Giant Believes in Print & Digital



Situation: Undertook a study to determine which media are most **effective at generating sales on a per impression basis**

Results: From most effective to least:

- Print**
- TV
- Digital Display** (90% impact of TV)
- Radio
- Search
- Out of Home

They also found that **social media** buzz had **no impact** on short-term sales





Augmented Reality allows the newspaper to come to life!



Download an app (i.e. Layar, Blippar), hold the phone over the ad and further information is provided – in this case different boots. As you turn the phone, you can see all sides of the boot.

