



Infos Presto

Les journaux sur toutes les plateformes



JOURNAUX CANADIENS



Infos Presto

- ✓ Lectorat des journaux sur toutes les plateformes
- ✓ Engagement
- ✓ Les journaux incitent aux décisions d'achats
- ✓ La force du multimédia
 - ✓ L'imprimé
 - ✓ Le numérique





Lectorat des journaux sur toutes les plateformes





Lectorat des journaux sur toutes les plateformes : les imprimés sont bien placés

9 sur 10 lisent un **journal toutes plateformes confondues** chaque semaine

7 sur 10 lisent un **journal imprimé** chaque semaine

6 sur 10 lisent un **journal sur un site Web de journal** chaque semaine

5 sur 10 lisent un **journal sur un téléphone** chaque semaine

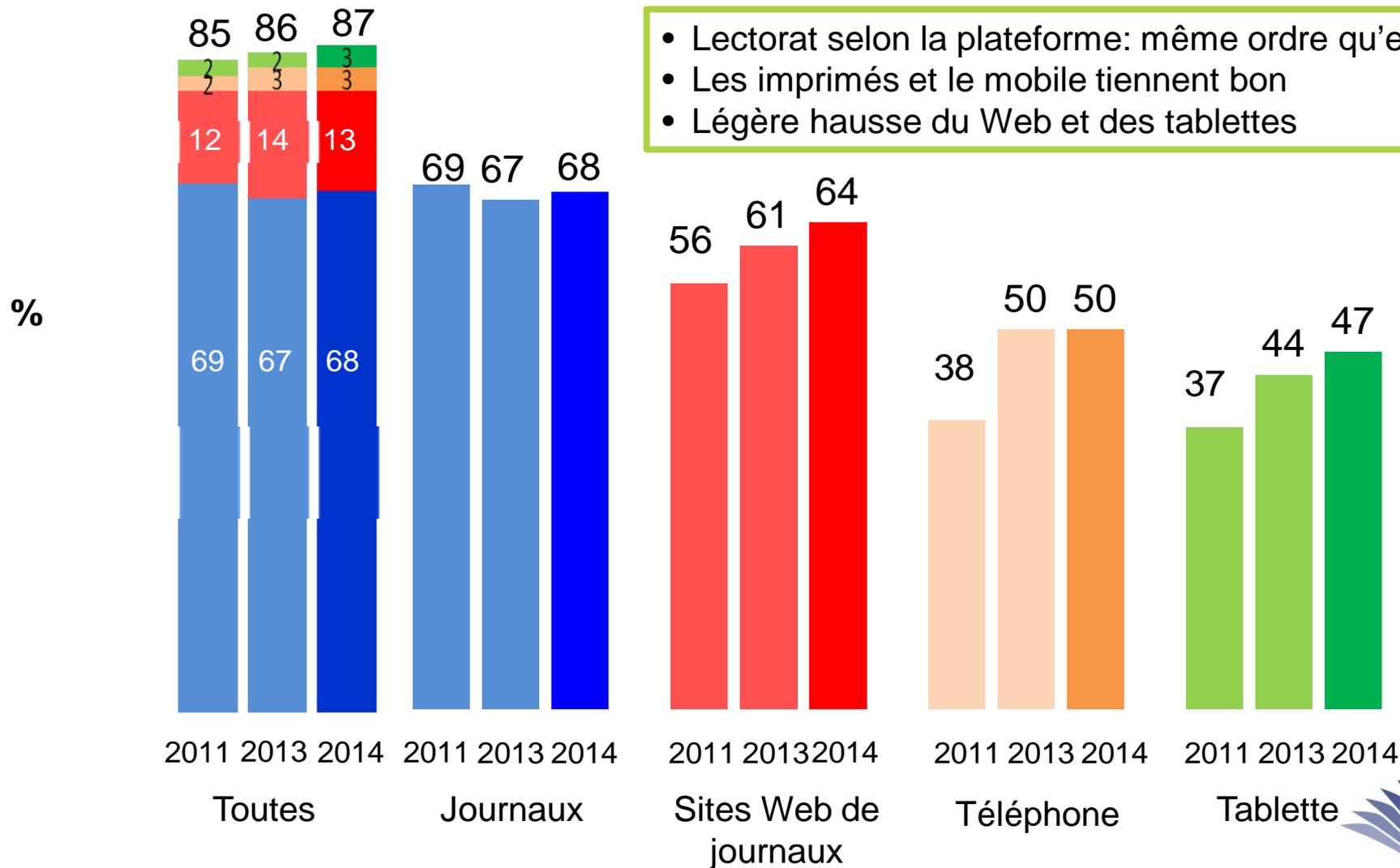
5 sur 10 lisent un **journal sur une tablette** chaque semaine





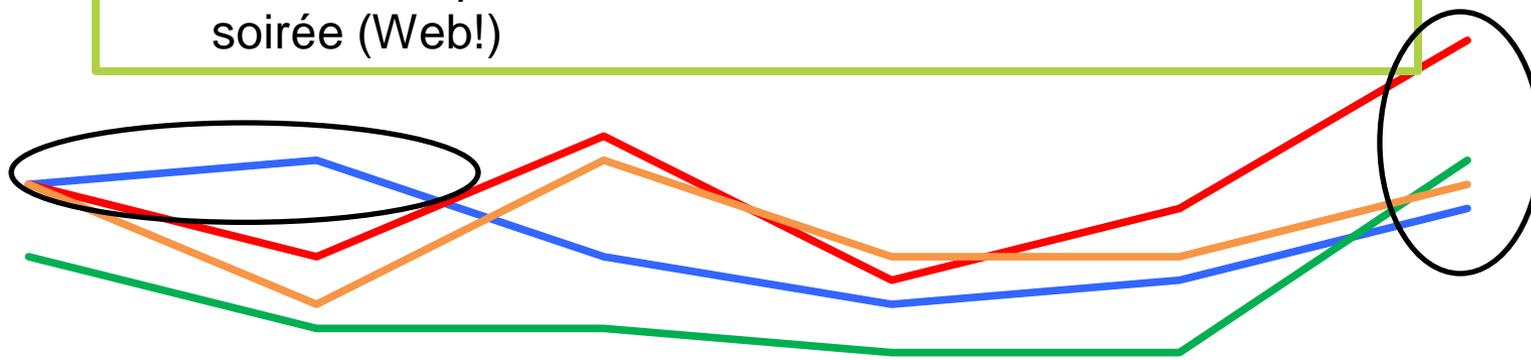
Lectorat des journaux - toutes plateformes : une force qui dure

- Lectorat selon la plateforme: même ordre qu'en 2011
- Les imprimés et le mobile tiennent bon
- Légère hausse du Web et des tablettes



Lectorat des journaux selon l'heure

- Imprimés – matin (plus élevé) et soirée
- Tablette – en soirée
- Web et téléphone – tôt le matin, en matinée et en soirée (Web!)



Tôt le matin Petit-déjeuner En avant-midi Repas du midi En après-midi En soirée

— Journal imprimé — Site Web de journal — Sur tablette — Sur téléphone



Engagement





Les lecteurs de journaux sont engagés :

- 46 minutes par jour avec les éditions **papier**
- 30 à 40 minutes par jour avec les versions **numériques**





Engagement avec les médias :*

- **Les journaux imprimés** sont au **1er rang** devant tous les autres médias
- **Les sites Web de journaux** se placent **bien au-dessus de la moyenne**

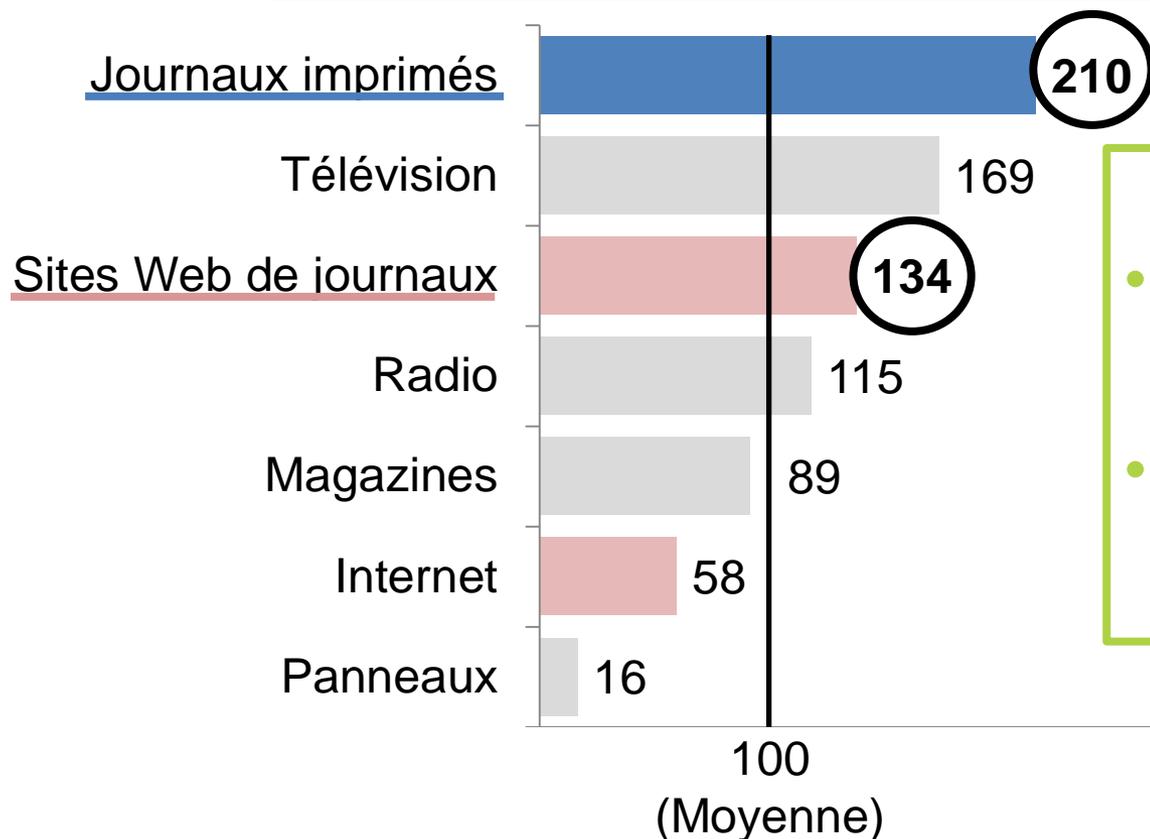
***Définition : Engagement avec les médias**

Selon 11 métriques : confiance, intérêt pour le média, inspiration, éthique, média de choix en présence de temps, publicités remarquées, publicités faisant croître la probabilité d'achats, renseignements utiles, publicités irritantes



Des médias engageants : les journaux et leurs sites

Indice d'engagement* avec les médias



Pointage moyen = 100

- **Journaux imprimés** : plus haut pointage – deux fois la moyenne
- **Sites Web de journaux** : **34% plus élevé** que la moyenne

*: Engagement avec les médias Selon 11 métriques : confiance, intérêt pour le média, inspiration, éthique, média de choix en présence de temps, publicités remarquées, publicités faisant croître la probabilité d'achats, renseignements utiles, publicités irritantes

Totum Research pour le compte de Journaux canadiens. « Engagement avec les médias et la publicité – résumé de recherche », avril 2014





Engagement avec la publicité :*

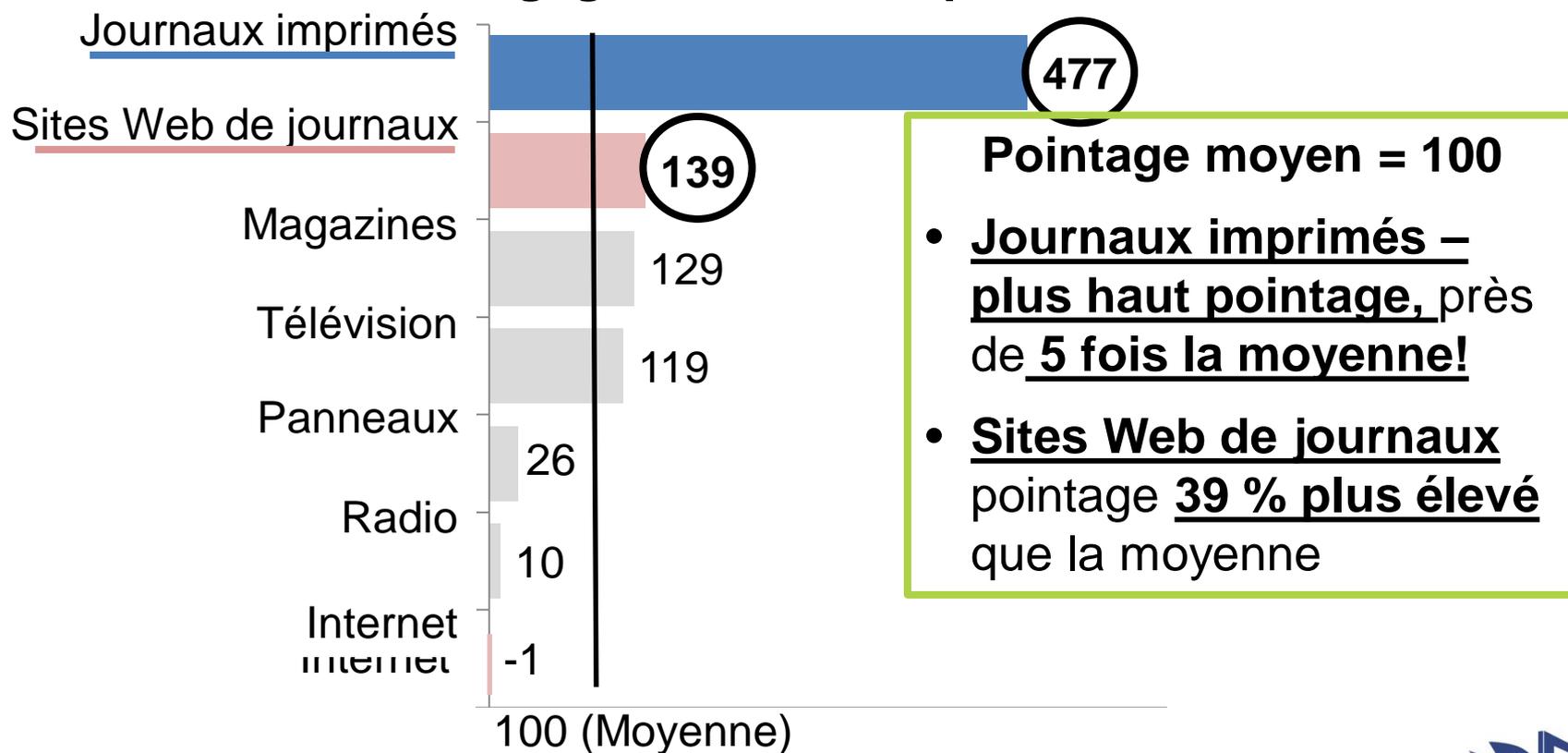
- **Journaux** imprimés au 1er rang
- **Sites Web de journaux** au 2e rang
- Tous deux **dépassent** tous les autres médias

***Définition: Engagement avec la publicité**

Selon 4 métriques : publicités remarquées, publicités font croître la probabilité d'achats, renseignements utiles et publicités irritantes. Tous les pointages d'engagement furent additionnés sauf « publicités irritantes » qui fut soustrait (attribut négatif). Dans certains cas, il en a résulté un pointage négatif.

Les publicités les plus engageantes : les journaux et leurs sites Web

Indice d'engagement avec la publicité*:



* Engagement avec la publicité : Selon 4 métriques : publicités remarquées, publicités font croître la probabilité d'achats, renseignements utiles et publicités irritantes. Tous les pointages d'engagement furent additionnés sauf « publicités irritantes » qui fut soustrait (attribut négatif). Dans certains cas, il en a résulté un pointage négatif.



Les journaux incitent aux décisions d'achats





Les journaux sont la **principale ressource** pour les Canadiens au moment d'effectuer **un achat**.





Les influenceurs incitent les autres à acheter

(et ils lisent les journaux imprimés et numériques)

« Les **influenceurs** sont des **mordus de l'information** (...) ils sont **davantage** représentés dans les auditoires des **médias imprimés** et des **éditeurs en ligne**, plus que chez les auditoires de Facebook et de Twitter. (...) **cibler les influenceurs par les médias qu'ils utilisent.** »

« *How Influence Works* » Admap





Les lecteurs de journaux qui utilisent de multiples plateformes sont plus au courant des publicités et ont un meilleur rappel des marques.





La force du multimédia

✓ L'imprimé





Les journaux imprimés : fiables et sources d'idées

Devancent tous les autres médias :



On fait **confiance** à leurs publicités



Sources d'idées pour le **magasinage** :
les journaux et les prospectus



7 Canadiens sur 10 ont posé un geste après avoir vu une **publicité** dans un journal :



- Ont découvert un produit ou un service
- Ont cherché à se renseigner davantage
- Ont visité un magasin en personne ou en ligne
- Ont effectué un achat
- Ont référé la publicité à une autre personne



The many evolutions of the artist Sting

Q & A Singer-songwriter sat down with *Mezzo* to discuss his iPad app, what he's listening to these days, and the importance of philanthropy

STONIA KRESINGER
@stoniak

Sting (born Gordon Sumner Thomas Sumner) has done many hard and experimental with myriad genres during his 35 years in the spotlight. From his early days as the lead in the popular and ever-changing new wave band the Police, to a solo career incorporating everything from jazz to new age sounds, to the museum, humanitarian, and environmental causes he has late his celebrity status on. Sting is no stranger to exploring new paths.

But his most recent turn, back to bass, was something of a surprising down for the prolific artist where the path he took was the most futuristic.

Having just come off the symphony tour, performing arrangements of his songs with large orchestras, he wanted to do something simple, an approach he's continuing during his current summer tour.

How did it feel to put your recent best set together, taking a look back at all these years?
I'm not a particularly nostalgic person, so initially, it was really hard when my manager has always been to move forward. But I did feel it was worth taking some time to reflect, seeing what I had achieved in the past 35 years, I certainly had a good time living those 25 years, and it is a pretty significant milestone in my career. I thought if ever there was a suitable time to do a project like the box set, this was it.

Was there any song you wanted to include but finally dropped?
The most challenging part of the process was choosing the songs and inevitably, there were many that didn't end up on the box set. But asking me to pick my favourite would be like asking me to choose a favourite child. I have them all and each one is unique in their own way. That said, I'm very proud of the end result.

Do you plan a new studio album in the near future?
I don't really have a plan quite

yet. I enjoy and appreciate the creative freedom I have, and the ability to do what interests me. I get bored pretty easily and so I always like to do something new and something like that.

It is hopefully surprising, I think my audience has come to expect that element of surprise. So I'm really not sure what comes next, but expect the unexpected.

What types of artists are you interested in these days?
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gadgets like the iPad?
In fact, it's important to embrace new technology and try to evolve with it. I look at the app as a

bum and go to enjoy all of the photos and live notes, and really get a sense of how the album was made. That's missing in the digital age. In terms of making music with something like the iPad, I wouldn't rule it out.

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New album. Travelling overseas with Patti Smith and her music

The success of Patti Smith's memoir *Just Kids*, about her friendship with Robert Mapplethorpe, sealed her reputation as a wide-ranging artist and writer in the heartland of New York City.

The 2010 bestseller about growing up in New York's art scene won the National Book Award for nonfiction and is her most successful project yet in any format, but whether her new literary fans will translate into more buyers of her music



Ramapo Patti Smith's first album of original music in 15 years.

Ramapo is a disc of wide-ranging intellectual folk, with lyrics inspired by the late French actress Maria Schneider. Singer Amy Winehouse and novelist Michel Houellebecq are also a good bet to be the only disc this year with a song about exploring America's West.

Smith takes natural pride in the son of the musician, who plays guitar and daughter, who is a pianist. Jackson, who's 30 and married to the musician Meg White, picked up his father's guitar and taught Smith to play after Fred Smith died in 1994. Jesse, 28, is featured on the album's closing version of Neil Young's "After the Gold Rush."

"It's for their father," said Smith, who lives in Detroit for many years while married but is now back in New York. "When we all play together we really have him with us. I'm just so happy they have so much of him within them. I just want my kids to be healthy and happy." **—MARCUS REID**

Winehouse's resurrection
Smith's maternal instincts partly inspired this is the first album by the late soul singer, who died last year. It was originally released in 2007, but the album was coming to a close, but her son, Chris, had been working on a new album that featured some music that mirrored the lyrics.

Smith was drawn to Winehouse as a singer who had "one of the most powerful voices I had ever heard," she said. "I was amazed at this girl and equally worried about her." **—MARCUS REID**

Paul Williams Still Alive – and kicking

Q & A Singer – now in his 70s – looks in a new documentary chronicling his life

NEIL EHMAN
@neil_ehman

Paul Williams has led quite the life as a prolific songwriter, an actor and a charming talk-show regular. But that doesn't necessarily mean he was excited about filmmaker Stephen Kessler featuring him in the new documentary, *Paul Williams* (fall here).

But Williams is looking for a good spot to spend with *Mezzo* so watching his life chronicled on screen and not listening to the music, because for addiction – and even out of his way not to mention pay later.

You seem pretty uncomfortable for much of the film with Stephen chronicling your career.

Scenarios during a tour of the Philippines chronicling the film, I decided I really liked him. I think he cares more about the music than I do. I think he's a good person. I think he's a good person. I think he's a good person. I think he's a good person.

It's interesting to see you in a more vulnerable way than you are in the film.

Why were you so uncomfortable about the film depicting about your life?



Paul Williams, co-writer.

I was really worried about showing it to my kids, especially my daughter. I had editing rights, so I could take anything out that I wanted, but there's the part where

I think you can't leave that in. But when I

As the president of ASCAP, how do you think the landscape for songwriters has changed?

There was a time when you were in the top five which was the record company, and you had this whole machine working to promote you to the music-consuming audience that had

What are some of the challenges you face as a songwriter today?

There are a lot of challenges. One is that you have to be a good person. Another is that you have to be a good person.

How do you think the landscape for songwriters has changed?

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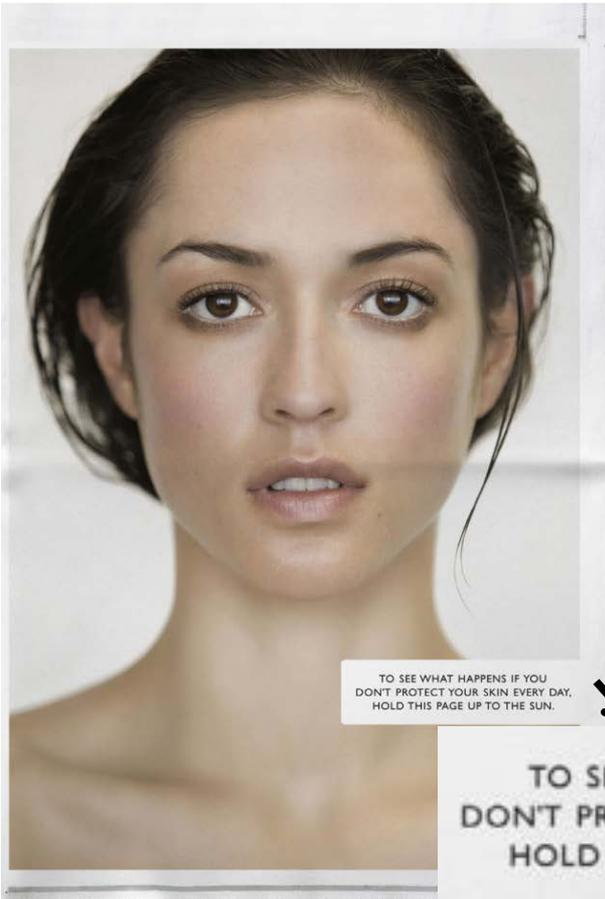
What are some of the challenges you face as a songwriter today?

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Marque : Modèle sport Subaru BRZ
Pan : Prouver la puissance du modèle
Résultats : Tout l'inventaire fut vendu en six mois



JOURNAUX CANADIENS



TO SEE WHAT HAPPENS IF YOU
DON'T PROTECT YOUR SKIN EVERY DAY,
HOLD THIS PAGE UP TO THE SUN.



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HOLD THIS PAGE UP TO THE SUN.



- Marque :** SunSense (FPS avec ingrédients anti-rides)
- Plan :** Lancé dans le journal 1-3 fois semaine, 4 sem.
- Résultats :** « La folie! » Inventaire d'un an vendu en 3 semaines





Les Canadiens aiment les prospectus



90 % des Canadiens aiment les prospectus

8 sur 10 lisent les prospectus imprimés

6 sur 10 lisent les prospectus en ligne

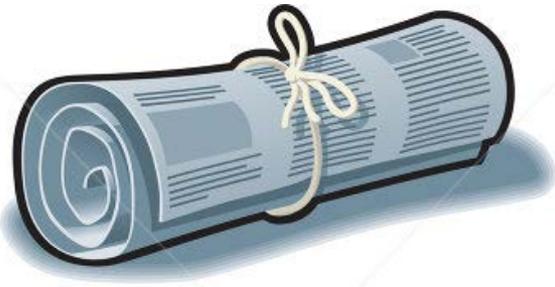
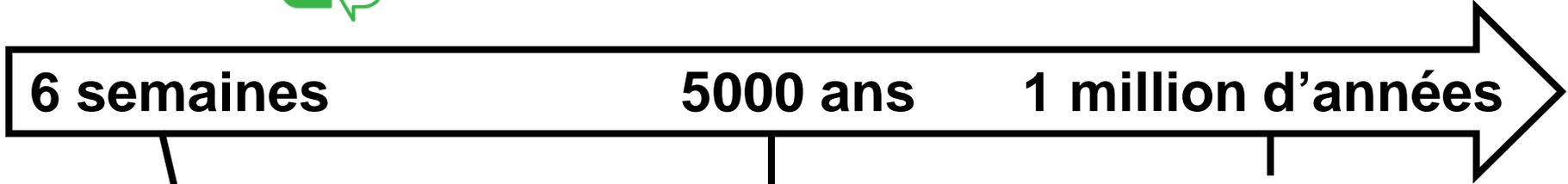




Les journaux imprimés sont verts

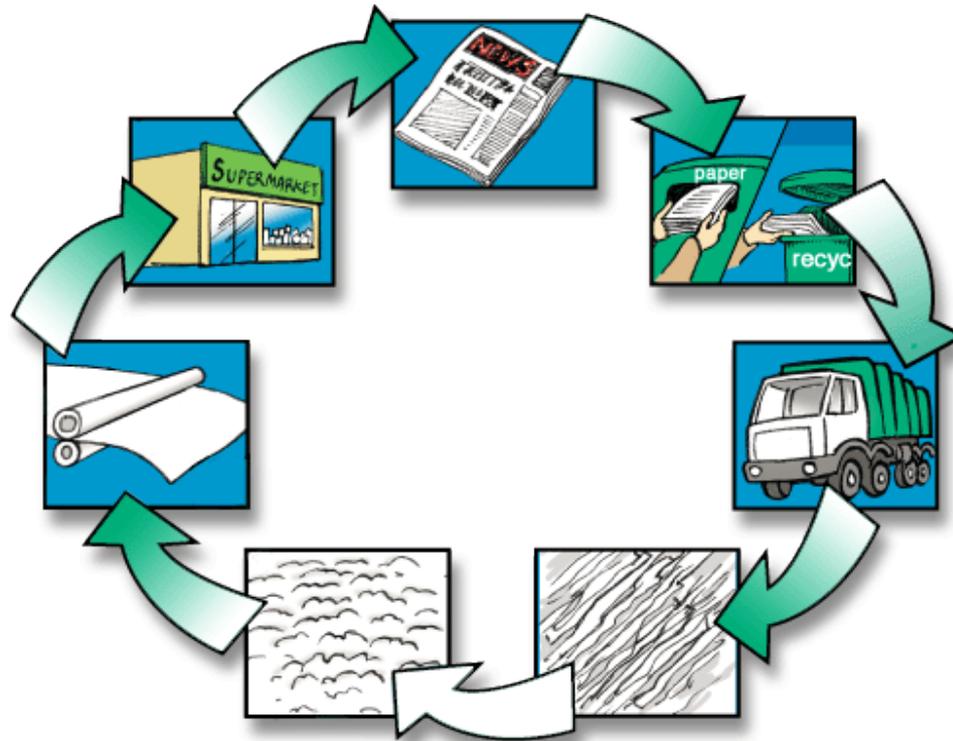


Chronologie de la biodégradation





Les journaux imprimés sont verts



Au Canada, plus de **85 %** des **journaux** sont **recyclés**



La force du multimédia

✓ Le numérique





Lecture des journaux sur tablettes

- **Neuf** lecteurs sur 10 **aiment** les éditions sur tablettes
- **Deux** lecteurs sur **trois** lisent **quasi toutes les pages**
- **L'impact des publicités sur tablettes** est aussi **puissant** que celui des **publicités imprimées**
- **Le rappel des publicités vidéo** est **27 % plus élevé** sur les tablettes qu'à la **télévision**





L'information lue sur les téléphones mobiles

Sur 21 activités effectuées sur les téléphones mobiles, **lire un article ou les nouvelles** a crû et a rejoint **Facebook et les jeux**.



Ce géant des marchandises emballées croit aux journaux imprimés et numériques

Coca-Cola

Situation : A entrepris une étude pour déterminer quels médias sont **les plus efficaces pour générer des ventes selon le nombre d'impressions**

Résultats : Du plus efficace au moins efficace :

Les imprimés

La télévision

La publicité numérique

La radio

La recherche

La publicité hors domicile

Les médias sociaux n'ont pas d'impact sur les ventes à court terme



La réalité augmentée permet au journal de prendre vie!



Téléchargez une application (par exemple Layar, ou Blippar) tenez le téléphone sur la publicité et obtenez plus d'information. Dans ce cas-ci, un autre modèle de bottes, et en tournant le téléphone, voyez différentes parties de la botte en question.

