

EFAST 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

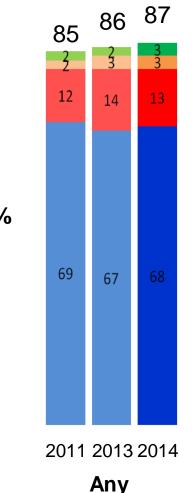
9 in 10 read a newspaper on any device each week
7 in 10 read a print newspaper each week
6 in 10 read on a newspaper website each week
5 in 10 read a newspaper on the phone each week
5 in 10 read a newspaper via a tablet each week



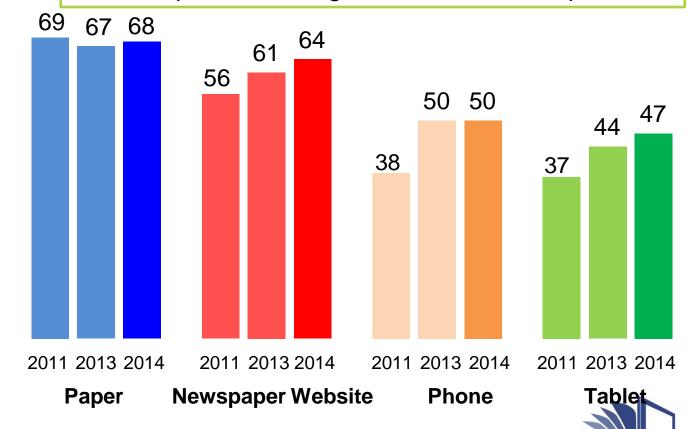




Readership Across Multiple Media – Strong Over Time



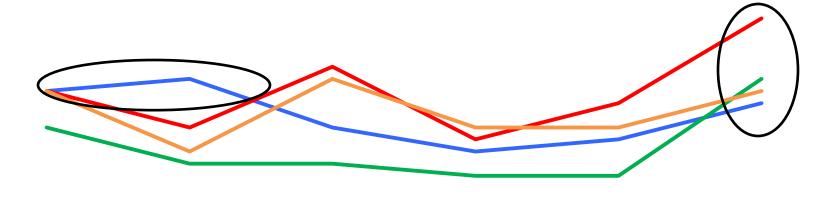
- Readership by device in same order as in 2011
- Print & phone holding; website & tablet up a little





Readership By Time of Day

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



Early morning At breakfast

Between breakfast and lunch

During lunch

Between lunch and dinner

After dinner

—Physical newspaper

Newspaper website

On a tablet

On a phone











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

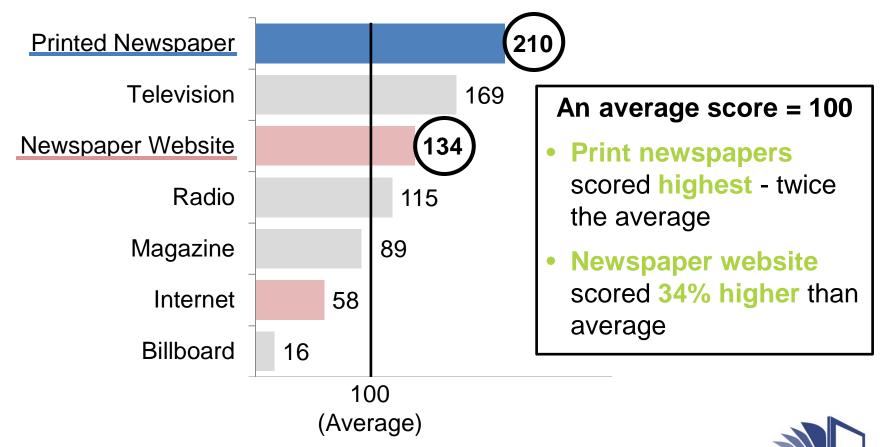
*Definition: Media Engagement

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



^{*} 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.





Ad Engagement*

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

*Definition: Ad Engagement

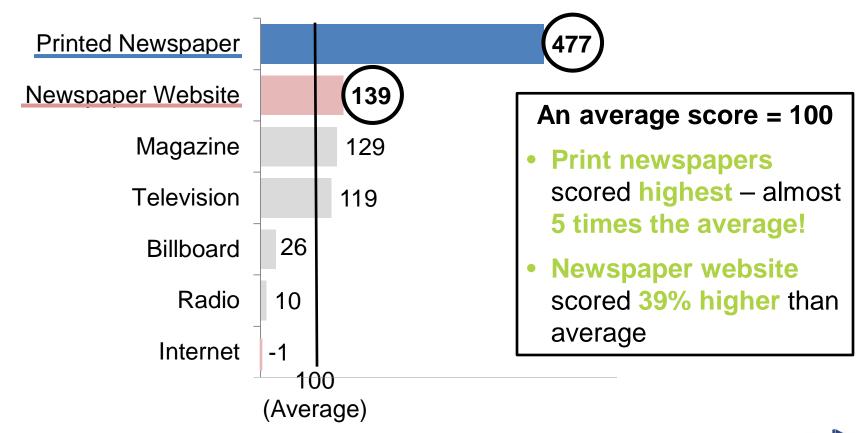
Measured on 4 metrics: notice ads, ads increase purchase likelihood, useful info in ads & annoying ads. All engagement scores were added except 'it contains annoying ads' which was subtracted (as it is a negative attribute). In some cases, this created a negative score.





Most Engaging Ads: Newspapers & Websites

Ad Engagement* Index



NEWSPAPERS CANADA

^{*} 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"

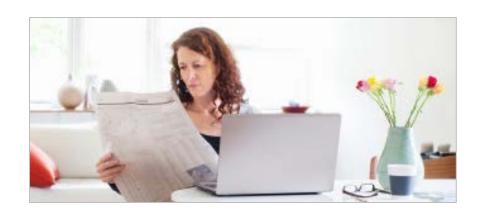
"How Influence Works", Admap







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







Multimedia Strength

✓ Print







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





I certainly had a good time liv-ing those 25 years, and it is a preny significant milestone in my career. I thought if ever

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 favourities would be like asking me to choose a favouritie child't I love them all and each one is unione in





and now ware band the periodic promise everything from just to now age sounds, to the environmental causes he has been been convenient and the production of the production of a stripping down for the profile, raints where the path and the profile, raints where the path and the profile, raints where the path and the profile, raints where the path has been been profile, and the profile, raints where the path has been profile, and the profile of the profile

Paul Williams Still Alive — and kicking



You seem pretty uncom-fortable for much of the film with Stephen follow-ing you around. Somewhere (during a room of the Philippines chroni-cied in the film), I decided I really liked him. I think he came into the film, maybe wethout a conscious kind of concocsion of which maybe without a conscious kind of conception of what him of conception of what he wanted. I think he would'to been thrilled to find me living in a trailer behind a junkyard, ploying at the Red Lion nightly, doing the Estables Connection with a sock pusper, but the facts in he walked into a life that I was really happy with, but the life of the life of



there isn't any real d a bored housewife in

medicating and prob-ably dealing with their fear and their boredom their anxiety."

"I think that hadrally

think that basic-ally there isn't any real differ-ence beneen a rock star theoring herom and a borred house-wife in Ohlo drinking Li-terine. They're both self-medicating and probably desling with their fear and their boredom, their ans-sity. They suffer from addic-

Cadence Weapon reveals more on buzzy third LP

had a were gamen. I don't have a were gamen. I don't have a were gamen and were gamen and the creation of the companies of th



Brand: Subaru BRZ sports model

Plan: Demonstrate "hotness" (live editorial surrounds)

Results: Entire production line sold out in 6 months





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



Canadians Embrace Flyers



90% of Canadians welcome flyers

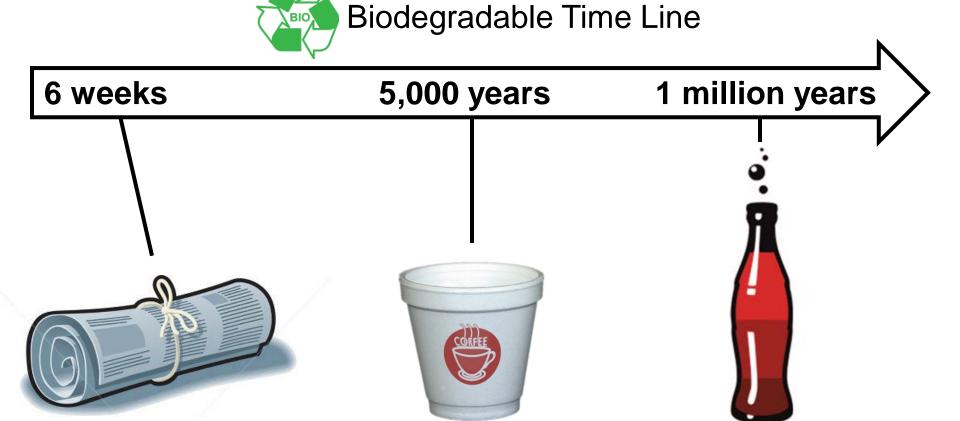
8 in 10 read the print flyer

6 in 10 read the online flyer



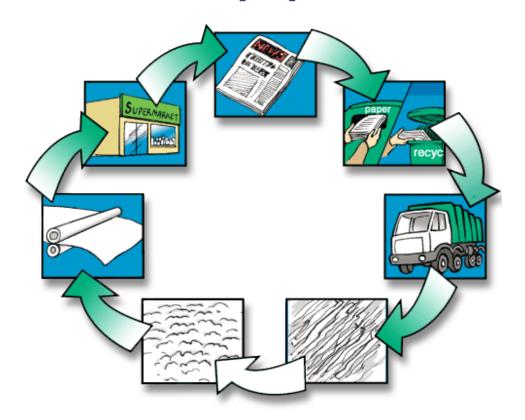


Print Newspapers Are Green





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



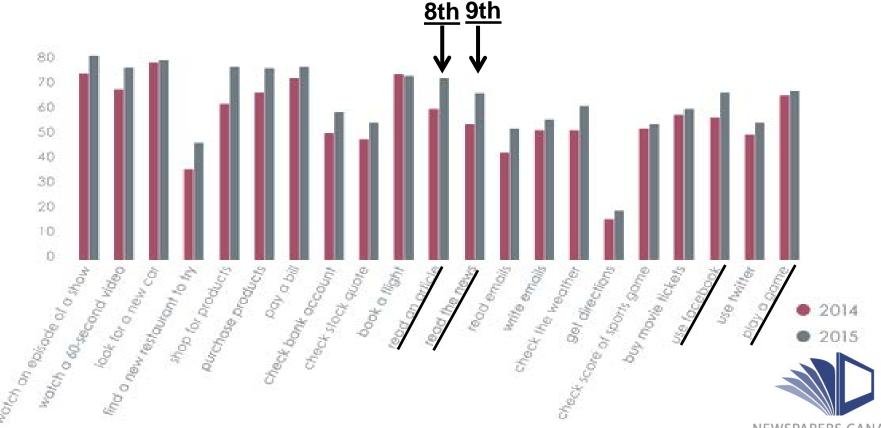


Inma.org, "Digital newspaper: same advertising impact and so much more", March 26, 2013; gigaom, "Viewers recall ads best when they watch them on tablets: Study", Aug. 23, 2013



News Read On Mobile Phone

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





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.

