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For the full results of Roy Morgan International surveys which measure readership of major newspapers and their “online” Internet sites please [click here](#).

USA, UK & NZ NEWSPAPERS TRANSFORMING RATHER THAN DISAPPEARING WITH GROWTH IN “ONLINE” MEDIA

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The growth of the Internet and associated “online” media in recent years has provided a huge opportunity for newspapers to extend their established brands into the “online” world and reach a vast number of new “eyeballs”. Most newspapers have declining or steady readerships of their traditional newspaper.

Extensive and in depth analysis of Roy Morgan International data shows the “online” reach of some newspaper Internet sites provides reach in their “home” market and also attract readers from other countries around the world.

The [World Newspaper Advertising Conference & Expo](#) was held on March 13–14, 2008 in Budapest, Hungary to explore the relationships between “hardcopy” newspaper readership and “online” readership, and the impact.

Main Findings

- In the [USA](#), broadsheets like the New York Times (+78%), Washington Post (+56%) and USA Today (+54%) have the largest increased reach due to their “online” presence. The New York Times also leads the way with overall number reached “online”, with more than 4.5m people accessing nytimes.com daily. The Wall Street Journal had an online readership of 1.3m daily (+32%) with a paid subscription model. (Under the new ownership of Rupert Murdoch you can expect the WSJ’s “online” readership to increase substantially as Murdoch brings lessons learned with titles such as The Australian and Times of London to open up the wsj.com to a wider online audience.)
- [United Kingdom](#) newspapers the Guardian (+70%) and Times (+35%) are far ahead of the competition in the UK with the extra readers attracted to their “online” sites. The website for the Guardian, guardian.co.uk with over 900,000 visitors daily is the UK’s most popular newspaper website.
- Compared to the other markets covered, the newspapers in [New Zealand](#) are currently not utilising the opportunities provided by the Internet. The leading “online” presence in New Zealand is New Zealand’s leading daily, the New Zealand Herald, which has only a 19% increase in readership through its “online” site, nzherald.co.nz, which attracts nearly 250,000 visitors daily.

In recent years, many commentators have predicted the demise of the newspaper model that has been a dominant provider of news and classified advertising for the past century. The interactivity and “always there” nature of the Internet was supposed to mean people would no longer turn to newspapers to find out what is going on in the world, which would drive down newspaper readerships and threaten the significant advertising revenue streams that have supported newspapers for over 100 years.

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INDONESIA

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The extensive research undertaken by Roy Morgan International in this area proves conclusively that these views were completely wrong. Instead, newspapers have been able to leverage their coveted reputations as providers of news to attract strong “online” followings.

This special Roy Morgan International project was conducted with over 19,000 respondents in USA, UK and New Zealand between September 2006 – December 2007.

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USA NEWSPAPERS “ONLINE” REACH (Nov ’07)

	<u>Average Daily Reach</u>			
	<u>Newspaper</u>	<u>“Online”</u>	<u>Total*</u>	<u>Additional Reach#</u>
	‘000	‘000	‘000	%
New York Times	4,580	4,525	8,156	78
Washington Post	2,722	1,955	4,243	56
USA Today	6,812	4,173	10,471	54
Los Angeles Times	3,367	1,220	4,250	26
Wall Street Journal	3,268	1,331	4,328	32
Chicago Tribune	2,517	708	2,951	17

* Total refers to the combined total of newspaper readership and “online” reach, which means people that use both the newspaper and “online” are only counted once.

#Additional “average” daily newspaper ‘reach’ with “online” over newspaper reach only (%)

UK NEWSPAPERS “ONLINE” REACH (Aug ’07)

	<u>Average Daily Reach</u>			
	<u>Newspaper</u>	<u>“Online”</u>	<u>Total*</u>	<u>Additional Reach#</u>
	‘000	‘000	‘000	%
Guardian	1,095	913	1,858	70
Times	1,710	733	2,313	35
Financial Times	336	165	444	32
The Independent	681	313	970	42
Daily Telegraph	1,529	359	1,825	19
Evening Standard	628	144	732	17
The Sun	7,865	763	8,369	6
Daily Mail	6,098	440	6,427	5
Daily Mirror	4,076	276	4,285	5
Daily Express	2,123	66	2,188	3

* Total refers to the combined total of newspaper readership and “online” reach, which means people that use both the newspaper and “online” are only counted once.

#Additional “average” daily newspaper ‘reach’ with “online” over newspaper reach only (%)

NZ NEWSPAPERS “ONLINE” REACH (Dec '07)

	<u>Average Daily Reach</u>			
	<u>Newspaper</u>	<u>“Online”</u>	<u>Total*</u>	<u>Additional Reach#</u>
	<u>‘000</u>	<u>‘000</u>	<u>‘000</u>	<u>%</u>
New Zealand Herald	704	236	838	19
Dominion Post	338	51	363	7
Waikato Times	136	10	142	4
The Press	260	21	269	3
Otago Daily Times	114	2	116	2

* Total refers to the combined total of newspaper readership and “online” reach, which means people that use both the newspaper and “online” are only counted once.

#Additional average daily newspaper ‘reach’ with “online” over newspaper reach only (%)

The Roy Morgan Research Centre conducts the Morgan Poll in Australia and New Zealand and is the
Gallup International Association Member
No other public opinion poll taken in Australia or New Zealand has this qualification.