



FAIRFAX MEDIA'S **SMARTPHONE NEWS CONSUMPTION**
AUDIENCE STUDY
February 2015



AGENDA

Explore How the News
Landscape Has Transformed

Reveal 4 Diverse News Audience Segments

Analyse the Distinct News Consumption
Behaviours Between these Segments

Examine Fairfax Media's M-Site
Audiences Category Behaviours

Summary



OBJECTIVE & METHODOLOGY

OBJECTIVE

Explore how Fairfax Media's digital audiences' news consumption behaviours have changed over time and understand the role that the smartphone plays in their news repertoire.



Survey conducted on
the following websites;
The Sydney Morning Herald
The Age
WAtoday
Brisbane Times
Canberra Times



Survey ran from
6th – 20th
November, 2014



1,050
respondents



Incentivised by the
chance to win
1 of 2 iPhone 6's



INSIGHT 1:

OF FAIRFAX MEDIA'S DIGITAL AUDIENCE
SURVEYED, A HIGHER PROPORTION
ACCESSED NEWS DAILY FROM
A MOBILE THAN ON TV





“

I used to be up to date on a daily basis, now I'm almost updated at 30min - 1 hour intervals

”

Alan: 30-34 yrs, male professional

Source: Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050)

Q. How would you describe the way that smartphone or tablet devices have changed your news consumption behaviour?

AS WE KNOW, NEWS CONSUMPTION HAS CHANGED OVER THE LAST 2 YEARS

Doing less of ...



56%

are **relying less** on the
evening tv news
bulletin

Doing more of ...



70%

are looking at news
multiple times a day
rather than just in one
sitting



59%

are accessing news
on more platforms
(i.e. mobile, radio etc)



55%

are sourcing news
from multiple
sources



48%

are finding & browsing
news stories while on
social media

Source; Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050)
Q. Thinking about your news consumption behaviour over the last 2 years, could you please indicate whether you're doing the following more often, the same amount or less often?

SOCIAL AND MOBILE HAVE SHAKEN THE NEWS LANDSCAPE

The two big shakers
driving change to the
news landscape ...



Social Media



Mobile

SOCIAL MEDIA ALERTS PEOPLE TO NEWS STORIES



“ News is more immediate ...
If I see a rumour about
something on Facebook,
I can then look it up on
a news site using my
phone or tablet ”

Rachel: 30-34yrs, female professional

58% click on news articles in their social media feed

45% first hear about news stories on social media

65% visit a news publisher for validation if first read about something on social media

54% find that once they've clicked on an article on social media, they find themselves consuming additional content with that news publisher

Source; Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050)

Q. How likely are you to undertake the following social media news activities at least monthly? Please select all that apply. Based on very likely / somewhat likely.

Q. How would you describe the way that smartphone or tablet devices have changed your news consumption behaviour?

MORE OF FAIRFAX MEDIA'S DIGITAL AUDIENCE ACCESS NEWS DAILY ON A MOBILE THAN ON TV

% who access news daily on the following mediums ...



80%



77%



73%



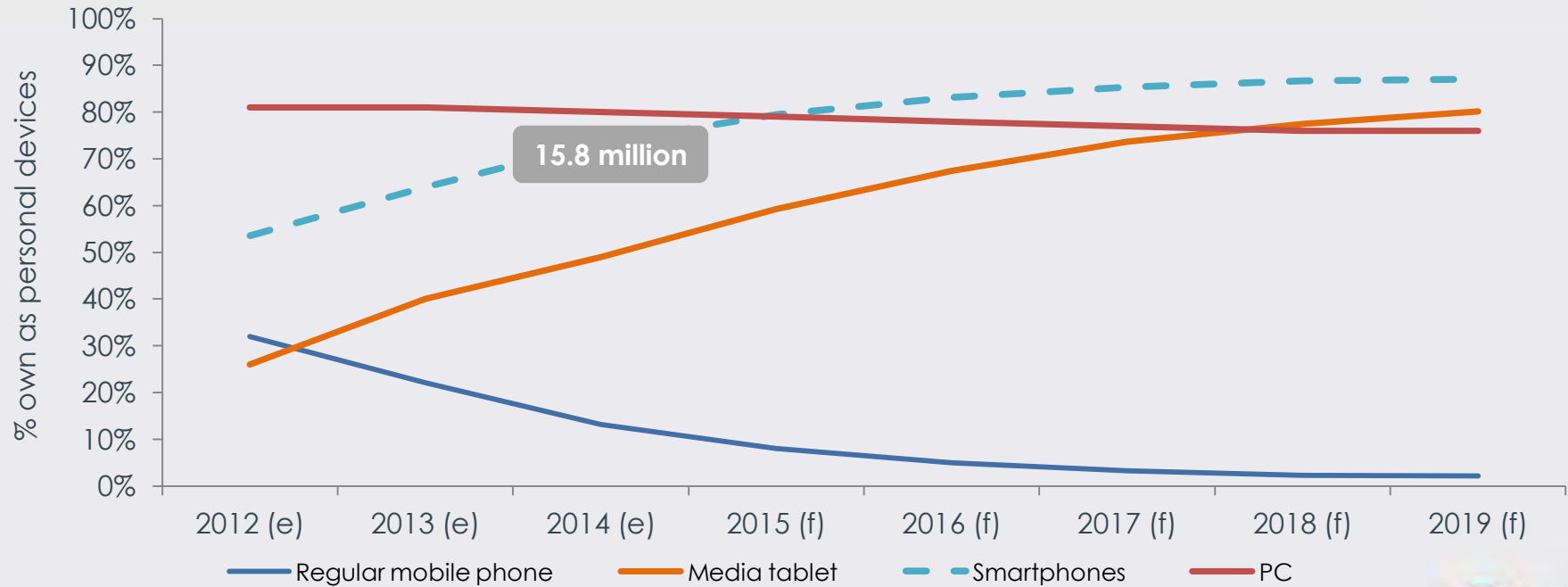
65%



42%

According to Telsyte's Digital Consumer report, close to 1-in-3 (28%) people are likely to interact with their mobile device while watching live TV news and current affair programs*.

NEARLY ALL AUSTRALIANS OWN A SMARTPHONE



AUSTRALIANS HAVE EMBRACED A MOBILE LIFESTYLE

People are using their smartphone mostly for things **other than making / receiving calls**

46%

People agree their life would be much more **boring and difficult** without their mobile device

44%

People have significantly increased their mobile **internet usage** within the year

38%

AUSTRALIANS SEEK CUSTOMISED DIGITAL NEWS CONTENT

According to Telsyte's Australian Digital Consumer report, when it comes to digital news, features people are interested/ wanting is to....

Be able to
easily follow
stories of
interest
(75%)

Be able to filter
stories by
categories
(65%)

Be able to
customise
website/mobile
(65%)

Be able to
share news
stories on social
media
(42%)



“ I love that news on my
smartphone is tailored to my
concerns and interests ...
Sports isn't of interest and
now I don't have to sit
through and listen to it ”

Wendi: 18-24 yrs, female student



INSIGHT 2:

SMARTPHONES ARE DRIVING
INCREMENTAL NEWS ENGAGEMENT



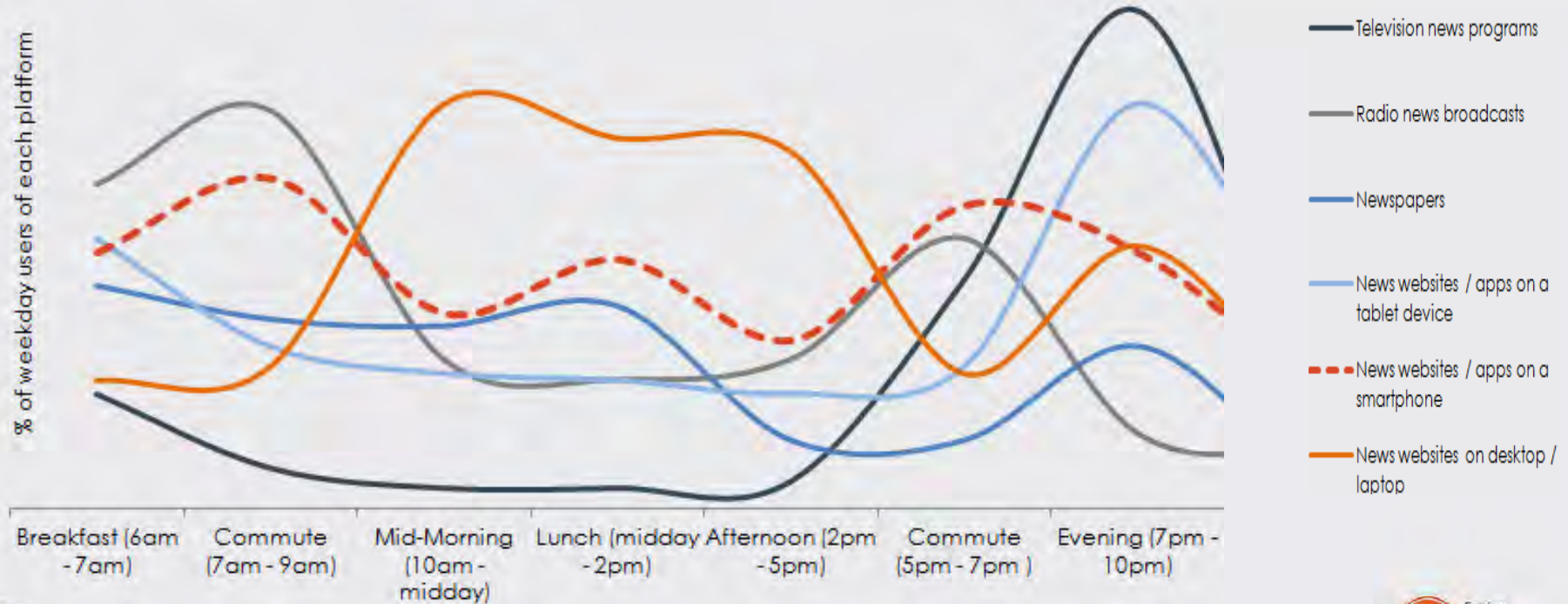


“ I'm always aware of the latest news because of my smartphone. It gives me constant access to news, so I read more, and therefore read more widely. ”

Fred: 18-24 yrs, male student

Source; Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050)
Q. How much do you agree with the following statements with regards to news consumption on a smartphone device? Strong Agree / Agree scores included. Q. How would you describe the way that smartphone or tablet devices have changed your news consumption behaviour?

THROUGHOUT THE DAY SMARTPHONE NEWS ACCESS IS MORE STEADY THAN DESKTOP

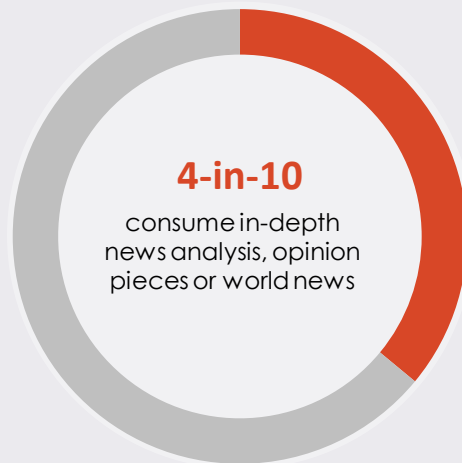


Source: Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050)

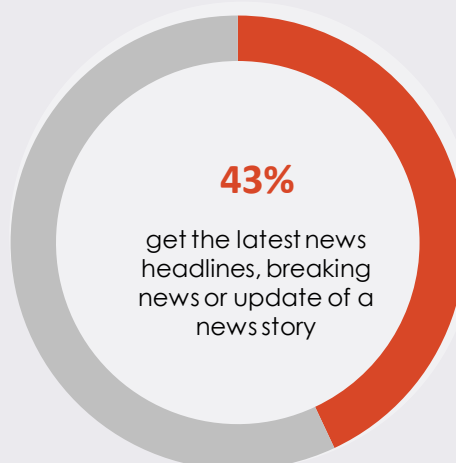
Q. You've indicated that you are most likely to access the following news sources during the weekday. At what times during the weekday do you access news on each of the below sources?

SMARTPHONES ARE EQUALLY USED FOR IN-DEPTH AND LIGHTER NEWS CONTENT

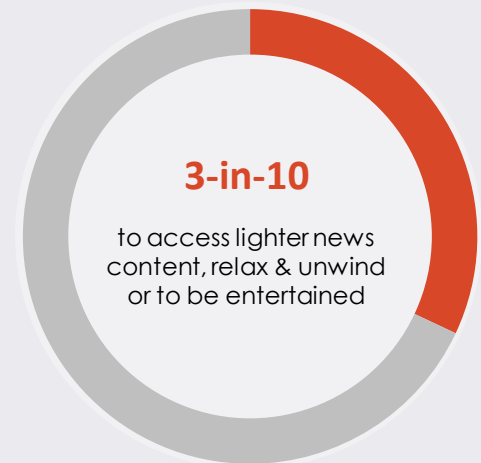
'hard-core' news



'up to date' news



'relax & unwind' news





INSIGHT 3:

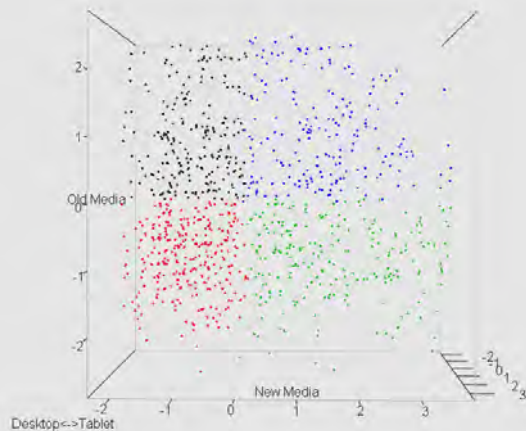
TWO-THIRDS (68%) OF FAIRFAX MEDIA'S
DIGITAL AUDIENCE ACCESS NEWS DAILY
ON THEIR SMARTPHONE

Source: Fairfax Media Smartphone News Consumption Audience Study, November 2014
(n=1050)

Q. How frequently do you access these news sources? Please select all that apply.



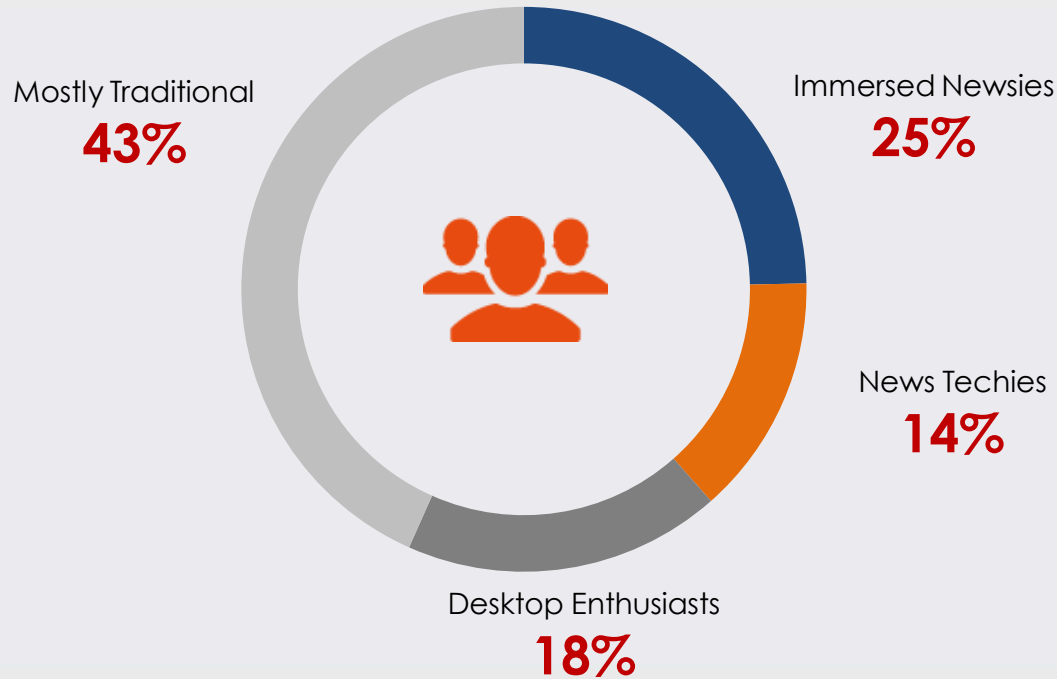
A CLEAR DEFINITION OF FAIRFAX MEDIA'S DIGITAL NEWS SEGMENTS







4 Distinct Segments:

1. **Immersed Newsies:** equally high usage of both new media (smartphone, tablet) and old media (television, radio and newspapers)
2. **News Techies:** high usage of smartphone, tablet and social media, with low to no usage of television, radio or newspapers
3. **Desktop Enthusiasts:** predominantly use desktop
4. **Mostly Traditional:** high usage of television, radio and newspapers and low usage of smartphone or tablet

SIZING THE SEGMENTS



PROFILING THE SEGMENTS


	Immersed Newsies (25%)	News Techies (14%)	Desktop Enthusiasts (18%)	Mostly Traditional (43%)
Demographics:	35 – 40yrs (Ave) HHI \$150K+ Managers / Professionals	30 – 34yrs (Ave) HHI \$100K+ Young Singles / Couples	35 – 40yrs (Ave) Male Skilled Workers	45 – 50yrs (Ave) Retirees Older Couples
Core mediums in their news repertoire:				
News Reading Behaviour:	<p><i>"I'm addicted to the news"</i></p> <p>Anna: 40-44yrs, female professional</p>	<p><i>"I want access anywhere/time"</i></p> <p>Stan: 25-30yrs, male student</p>	<p><i>"I like to access news on my desktop, mobile is good when I'm not chained to my desk"</i></p> <p>Harry: 45-50yrs, male professional</p>	<p><i>"I access news the old way, though mobile is used when I can't fit the paper in my bag"</i></p> <p>Linda: 45-50yrs, female clerk</p>



INSIGHT 4:

1 IN 3 OF FAIRFAX MEDIA'S
SMARTPHONE AUDIENCE
SAY ITS THEIR PRIMARY
SOURCE OF NEWS



A group of young people are sitting on red brick steps. In the foreground, a woman with dark curly hair is smiling and looking at a smartphone held in her hand. To her left, another person is holding a smartphone. To her right, a blonde woman is also looking at a smartphone. The background is slightly blurred, showing more people and the steps.

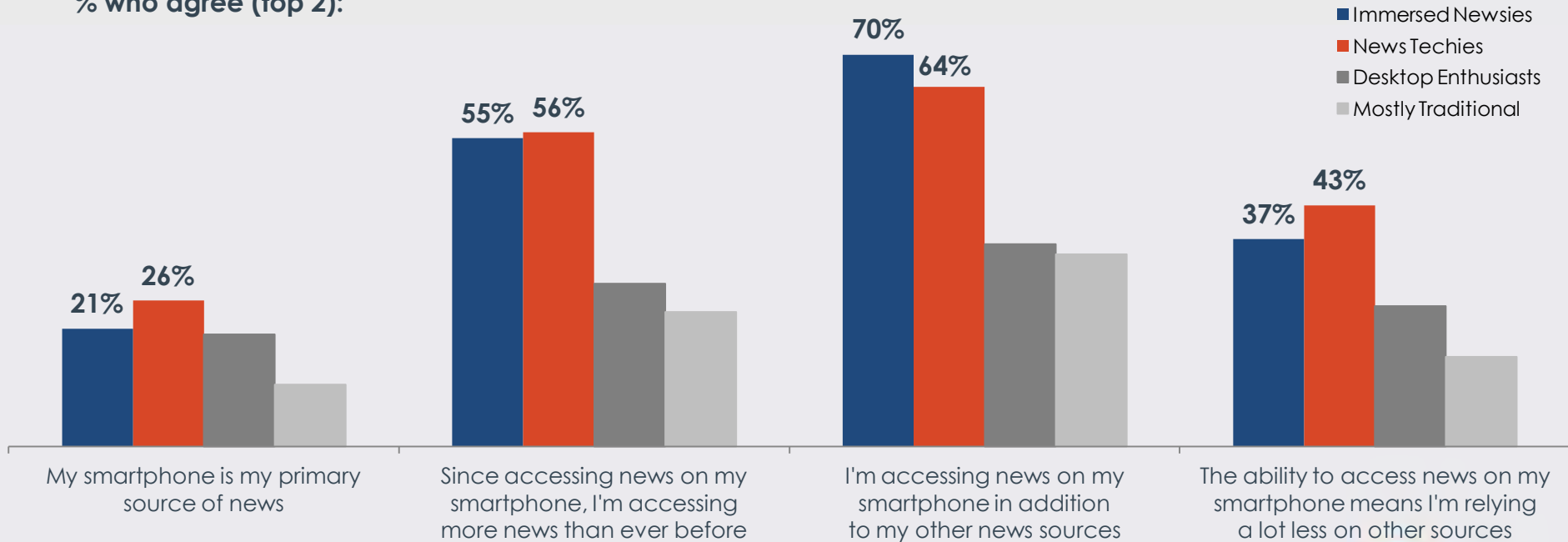
Quoted by Dina, a News Techie...

“ Smartphone news access has allowed me to access information instantly, always be updated with first hand information, has increased my self confidence in social circles and has aided me in utilising my time more efficiently ”

40-45yrs, female professional

NEWS TECHIES MOST LIKELY TO USE SMARTPHONE AS THEIR PRIMARY NEWS MEDIUM

% who agree (top 2):



Source; Fairfax Media Smartphone News Consumption Audience Study, November 2014 (n=1050).

Q. How much do you agree with the following statements with regards to news consumption on a smartphone device? Based on those strongly agree and agree.



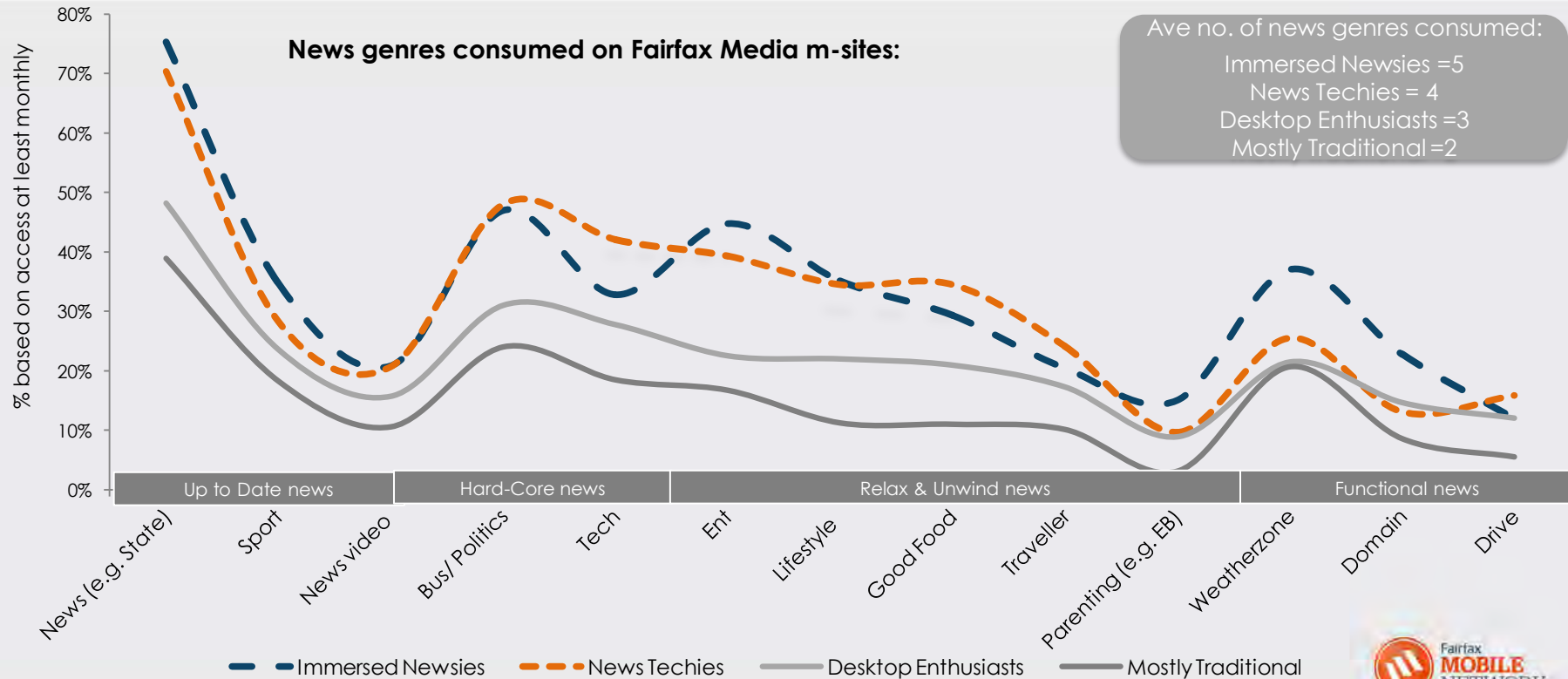


Quoted by Jared, an Immersed Newsie...

“ My smartphone has enabled me to be more
in touch with what's happening.
I get addicted and want to check it
constantly. I like the way I can keep up
to date, and up to the minute
with what's happening. ”

30-34yrs, male salesman

A WIDER NEWS REPERTOIRE CONSUMED BY IMMERSED NEWSIES & NEWS TECHIES



Source: Fairfax Media Smartphone News Consumption Audience Study, November 2014 Base = people who access Fairfax Media m-sites at least monthly (n=714)
 Q. Which of the following Fairfax Media news content do you access at least monthly on your smartphone or tablet app? Please select all that apply
















Quoted by Jessica, a News Techie...

“ In the past I would only check the news a few times a day and when I did, I would often read everything. I now look for content on my smartphone that interests me throughout the day (either when I first wake up, commuting, bored or before I go to bed).

”

30-34yrs, female professional

MOTIVATIONS FOR SMARTPHONE NEWS ACCESS DIFFER GREATLY DURING THE DAY

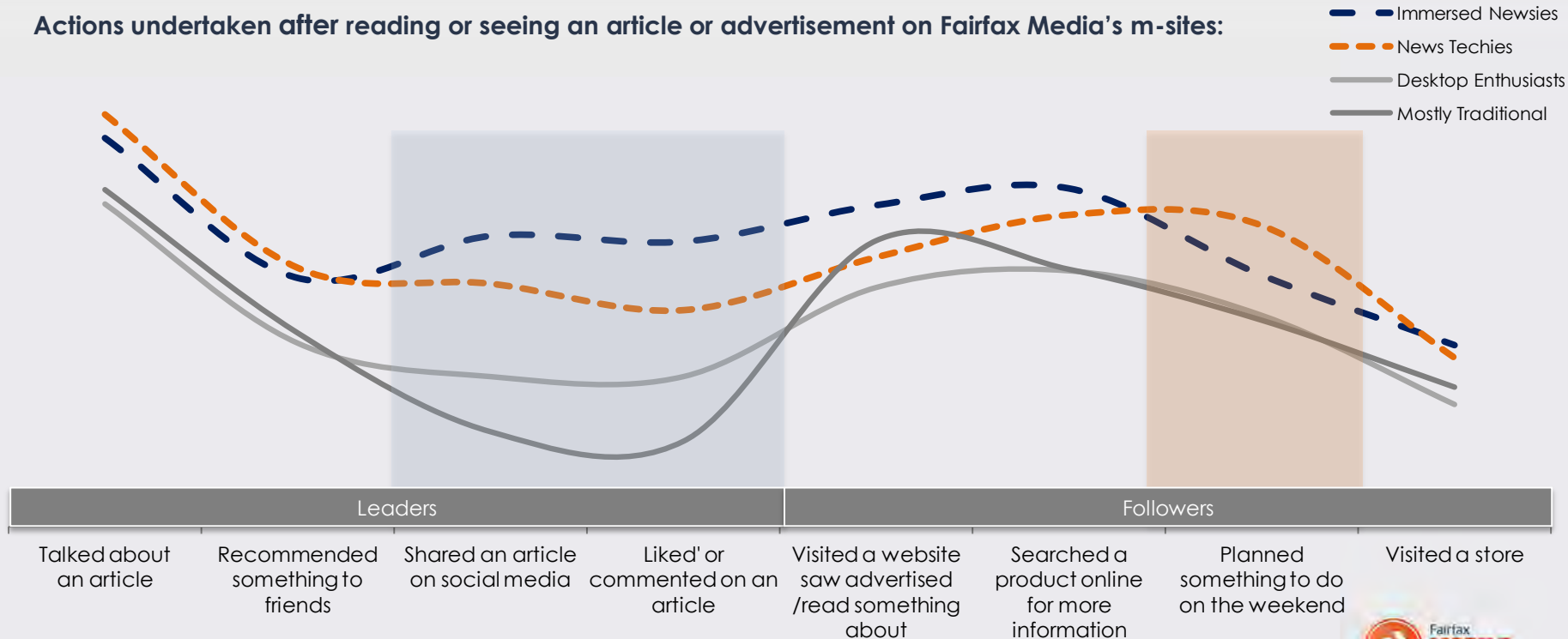
	Morning before 10am	Mid Morning 10am – before 12pm	Lunch 12pm - before 2pm	Mid Afternoon 2pm - before 6pm	Evening 6pm - before 10pm	Late Evening 10pm onwards
Immersed Newies					 ENRICH (i.e. In depth information)	
News Techies		 ENRICH (i.e. world/ political news)	 INSPIRE (i.e. opinion pieces)		 ENTERTAIN (i.e. light content/ entertaining)	
Desktop Enthusiasts	 INFORM (i.e. latest headlines /updates)		 ENRICH (i.e. world/ political news)	 INFORM (i.e. latest headlines /updates)		 ESCAPE (i.e. light content/ entertaining)
Mostly Traditional		 INFORM (i.e. latest headlines /updates)	 INFORM (i.e. latest headlines /updates)		 INFORM (i.e. latest headlines /updates)	

Source; Fairfax Media Smartphone News Consumption Audience Study, November 2014 Base = people who access Fairfax Media m-sites at least monthly (n=714)

Q. At what time of day are you most likely to use your smartphone device for each of the following?

FAIRFAX MEDIA'S M-SITE CONTENT INSPIRES AND DRIVES ACTION

Actions undertaken after reading or seeing an article or advertisement on Fairfax Media's m-sites:



Source; Fairfax Media Smartphone News Consumption Audience Study, November 2014 Base = people who access Fairfax Media m-sites at least monthly (n=714)
 Q. Have you undertaken any of the following after reading or seeing an article or advertisement on Fairfax Media's smartphone or tablet app news properties?
 Please select all that apply. 'None of the above' is not selected.



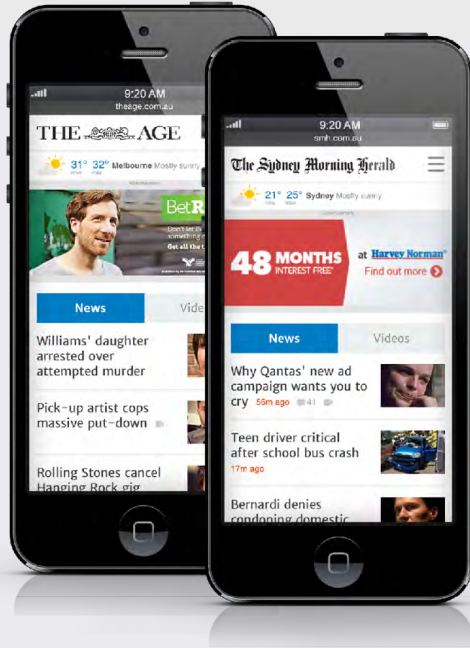


INSIGHT 5:

FAIRFAX MEDIA'S SMARTPHONE
WEBSITE AUDIENCE ARE MORE LIKELY
THAN THE AVERAGE AUSTRALIAN TO
BE PURCHASING BIG TICKET ITEMS



EACH MONTH FAIRFAX MEDIA REACHES OVER 1 MILLION PEOPLE ON ITS SMARTPHONE WEBSITES



The Sydney Morning Herald
INDEPENDENT. ALWAYS.

THE AGE
INDEPENDENT. ALWAYS.

The Canberra Times
INDEPENDENT. ALWAYS.

WA today
INDEPENDENT. ALWAYS.

brisbanetimes
INDEPENDENT. ALWAYS.

1,027,000

people access
Fairfax Media's
metro masthead
m-sites each month;
*this is more people than total
attendees to the 2014
Australian Open (643,280)~*

Source: emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending Nov 2014. Based on SMH/AGE/BT/CT sites accessed via Mobile Web L4W (WT is not in emma). ~<http://www.tennis.com.au/news/2014/01/27/ao-2014-the-final-word>



THEY'RE MORE LIKELY THAN THE AVERAGE AUSTRALIAN TO SHOP ONLINE

Retail

Of Fairfax Media's metro masthead m-site audience...



85%

are responsible for grocery shopping; spending \$150+ is the weekly norm



52%

have purchased clothes at a department store in the last 4 weeks



50%

have purchased clothes online in the last 4 weeks; they're 35% more likely to have done so^



\$100

is the average amount spent on clothing in the last 4 weeks

A global study found that 77% of people use mobile advertising to aid purchase decisions, 1-in-4 on a daily basis*

Source: emmaTM, conducted by Ipsos MediaCT, all people 14yrs+ for the 12 month period ending Nov 14. Based on smh/age/bt/ct mob web L4W. ^More likely than average Australian population. *WARC, Advertising guides mobile purchases, sourced by Buzzcity, published 22nd Oct 2014



THEY'RE MORE LIKELY THAN THE AVERAGE AUSTRALIAN TO BE PURCHASING BIG TICKET ITEMS

Lifestyle

In the next 12 months, Fairfax Media's metro masthead m-site audience are ...



60%

more likely to intend
to obtain a mortgage
for a home [^]



31%

more likely to
intend to travel
overseas [^]



25%

more likely to obtain a
credit card [^];
when seeking information
on financial institutions,
online advertising is the
most useful



18%

more likely to intend
to purchase a car[^]



SUMMARY

SUMMARY

- More of Fairfax Media's digital news audience surveyed access news daily on their mobile device than they do on TV
- Smartphones are an additive news source; two-thirds agree that they are consuming more news since being able to access news on a smartphone
- An equal amount of 'hard core' and 'lighter' news content is being consumed on smartphones
- Fairfax Media's m-site content and advertising inspires and drives people to take action
- Fairfax Media's m-site audience are more likely than the average Australian to be purchasing big ticket items such as holidays, vehicles, applying for home loans etc



THANKYOU