



UK Media Consumption

UK Media Consumption – Key talking points

Media
Consumption
Myths



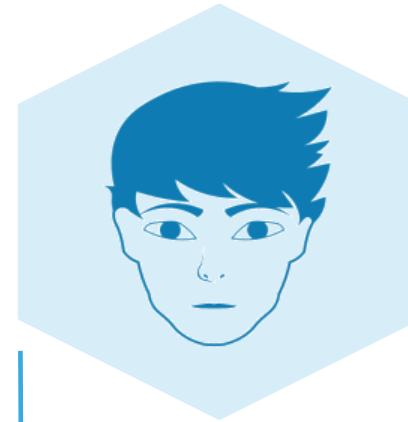
Attitudinal
Statements



Time Spent
Consuming
Media



The mind of
the
'Millennial'



Media Trust



Gorkana UKPulse

UKPulse is a web-based PR planning and audience research tool that enables users to identify target audiences and provide insights to their attitudes, preferences and behaviours.

A shift in focus from media groups to audience groups can stimulate new ideas, significantly improve targeting and help demonstrate success.

Data is based on an annual survey 10,050 UK Adults and is nationally representative.



Exploding some Media Myths

70% of UK Adults still read a print version of a newspaper



UK Adults are **20 percentage points** less likely to read a print title in the weekend



Gold Star titles still exist – but the reach of the **BBC** is decreasing



79% of UK Adults read online news sites



Daily Mail readers are more likely to read about finance, news & business



How our changing attitudes effect media (and PR)

33% of people don't currently pay for online news content, and don't intend to do so in the future



only **5%** are using Twitter as a tool for connecting with organisations



83% don't consider themselves influenced by celebrity endorsements when making purchasing decisions

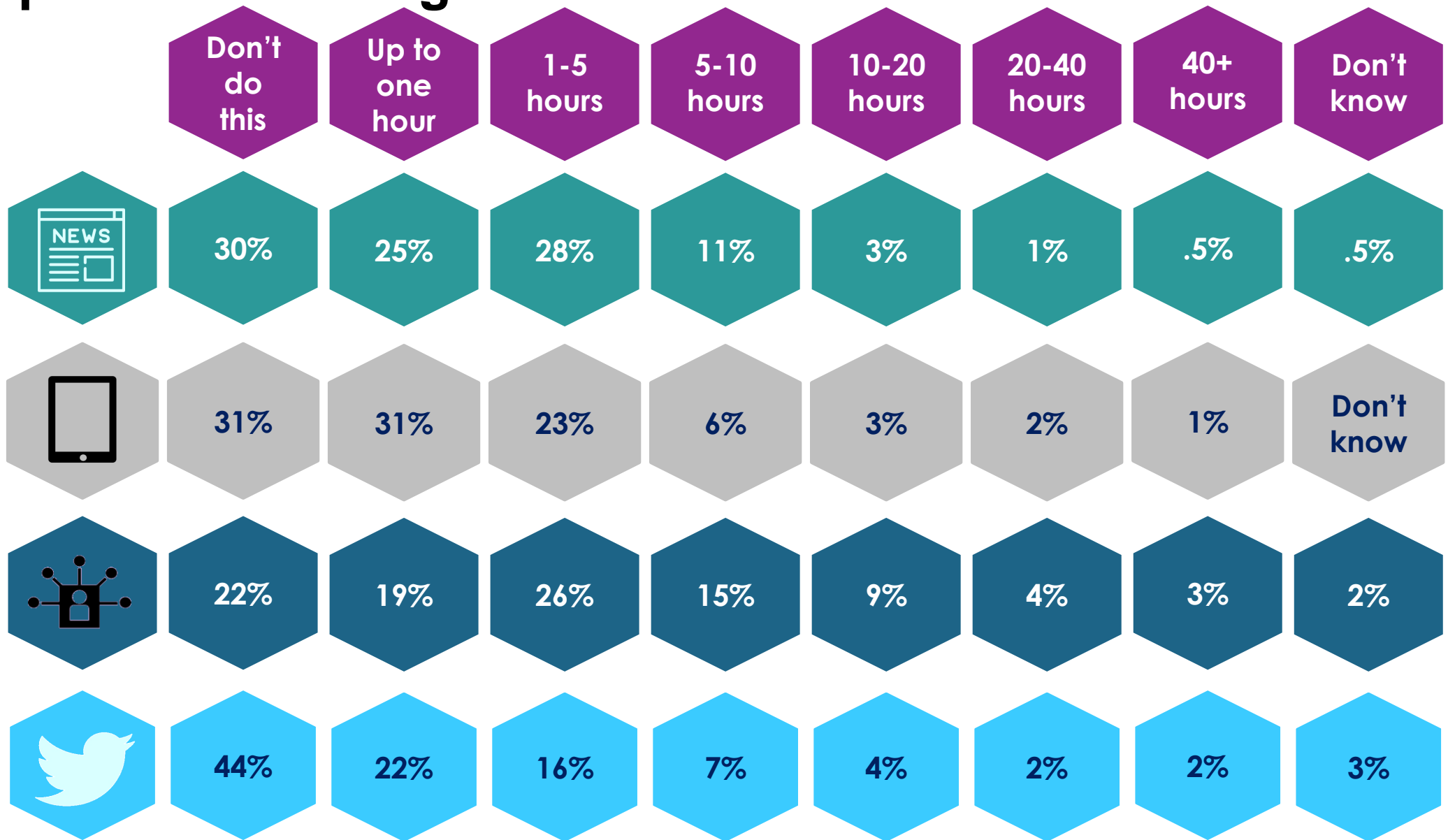


27% of people will consult a company website

85% would switch products and services in order to get more value for money



Print versus Online – How long people spend consuming different media



Inside the mind of the Millennial

For the purposes of this, we've defined Millennials as those aged 20-34, which covers those born between 1982-1994.

68% of Millennials do regularly read a Print newspaper

Key titles here are the **Guardian**, **The Times** and **Metro**

20% consider **BuzzFeed** as a primary newsource



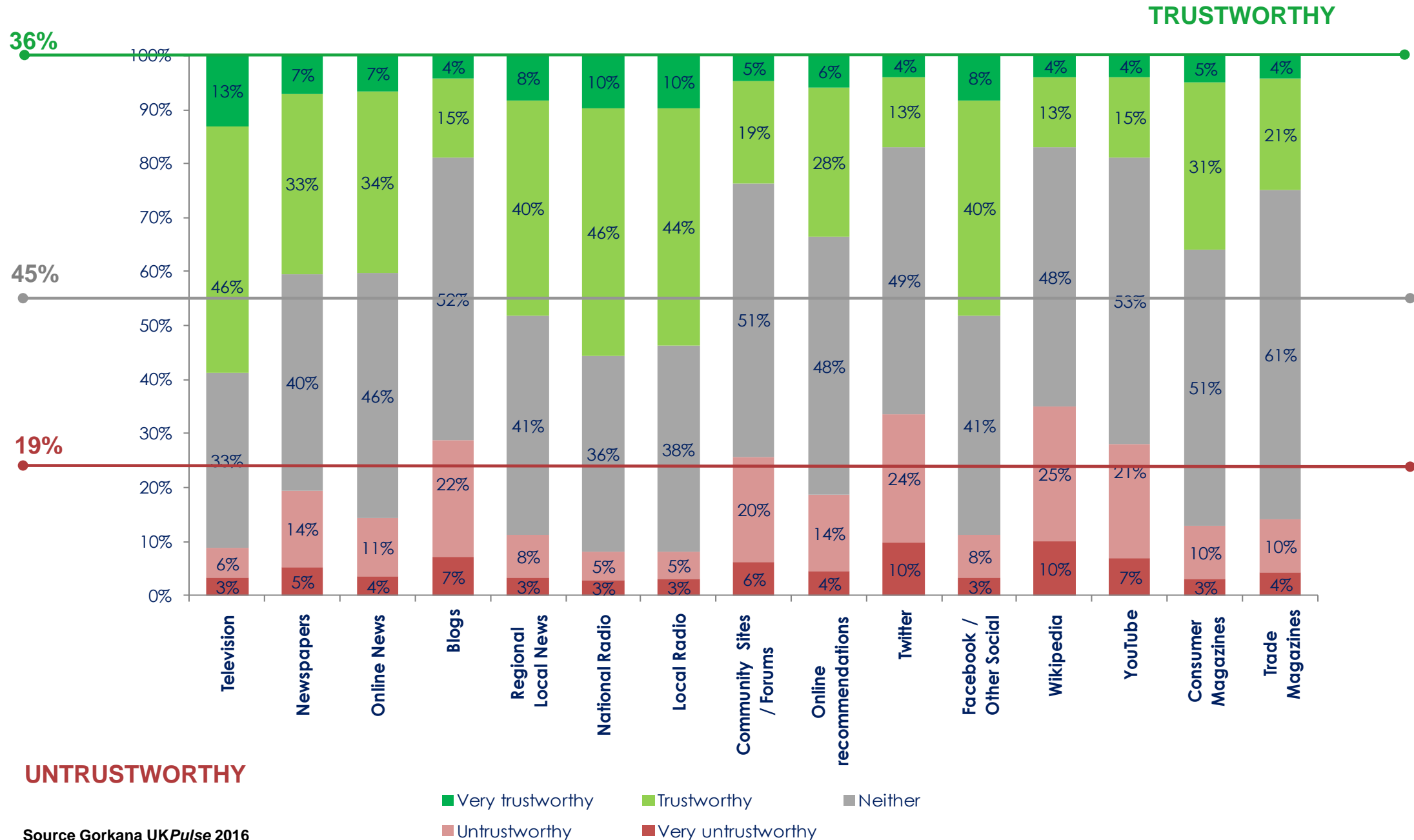
More likely to read about **Education**, **Style/Fashion** and **Children/Family**

More likely to consider themselves experts in **Fitness**, **Technology** and **Science**

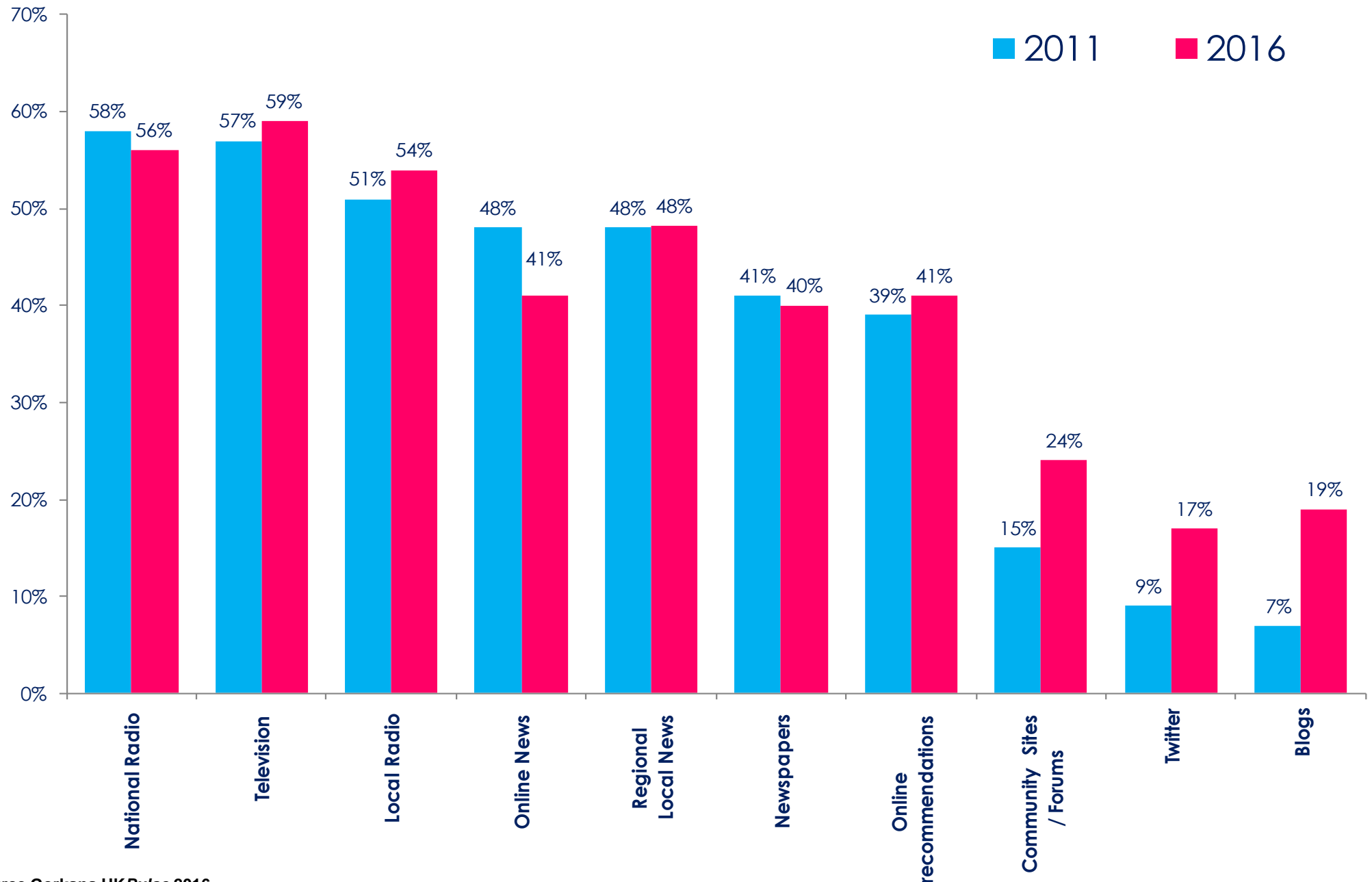
More likely to read online news-sites - and titles like the **Economist** and **Forbes**

59% like to take risks – compared to a national average of 44%

How much we Trust each type of Media



Trust over time – how our perceptions have changed in five years



Why Metro is betting on apps



Martin Ashplant – Digital Director, Metro



A bit about Metro newspaper

THE WORLD'S LARGEST FREE NEWSPAPER

ABC CIRCULATION:

1.3M

3.1M READERS
EVERY WEEKDAY

21 AVERAGE
READING TIME:
MINS

2.3 
READERS PER COPY

NRS JULY 15 - JUNE 16

DEMOGRAPHICS

 **57%**

 **43%**

ABC1: **55%**

Average age: **39**

18-44: **64%**

Working: **74%**
(Index: 131)

NRS JULY 15 - JUNE 16

Metro's core product – the newspaper, is **designed to brighten up the morning** commute for our Urbanite audience.

CIRCULATION

LONDON **762,959** | SCOTLAND **122,455**
NORTH WEST **105,252** | MIDLANDS **90,399**
YORKSHIRE **79,355** | NORTH EAST **55,476**
EAST MIDLANDS **40,227** | MERSEYSIDE **33,890**
SOUTH WEST **29,847** | SOUTH WALES **26,153**

ABC JULY 2016



Metro's millennial audience

- ▶ Almost 50% more likely than the average millennial to respond to ads on mobile
- ▶ Over half regularly use their mobile for keeping up to date (20% more likely than average)
- ▶ 53% of our millennials use apps to consume news – that's higher than the average 46% for our readers
- ▶ 67% agree it's easy to get lost in all the news stories online
- ▶ 58% agree they don't have time to go through the stories that interest them in much detail

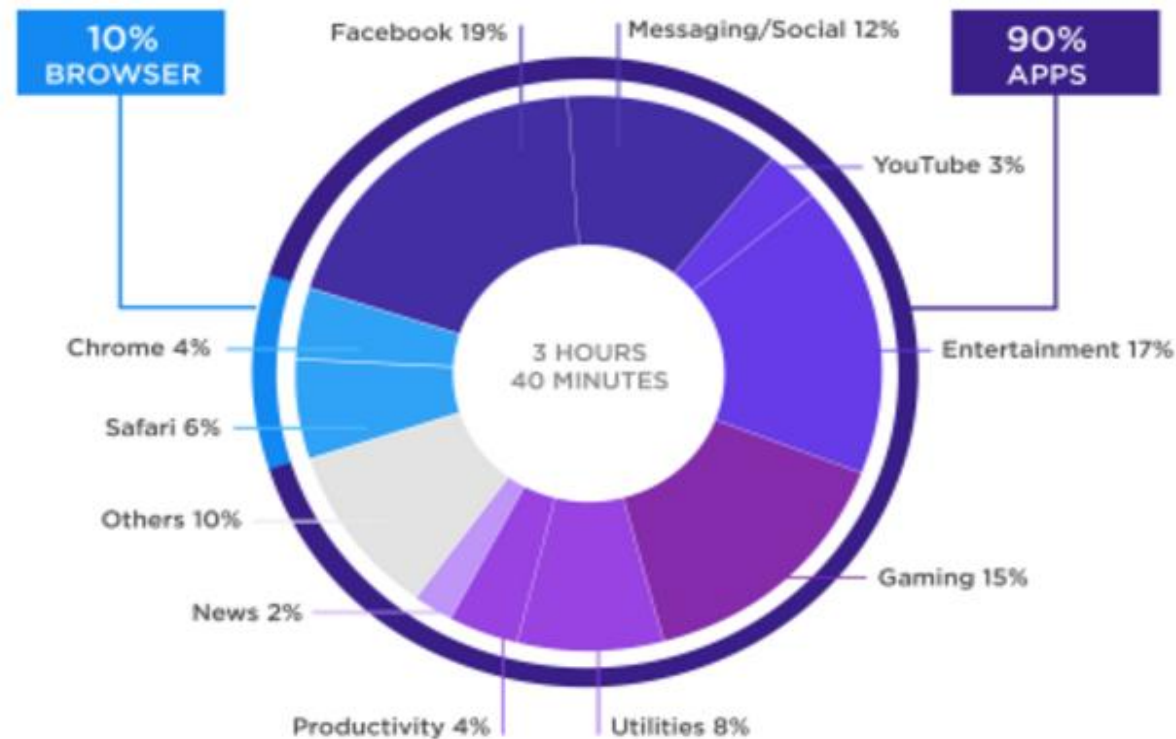
Source: Metro/TGI – Aug 2016



The power of apps

Vast majority of mobile activity is on apps

90% of Time on Mobile is Spent in Apps



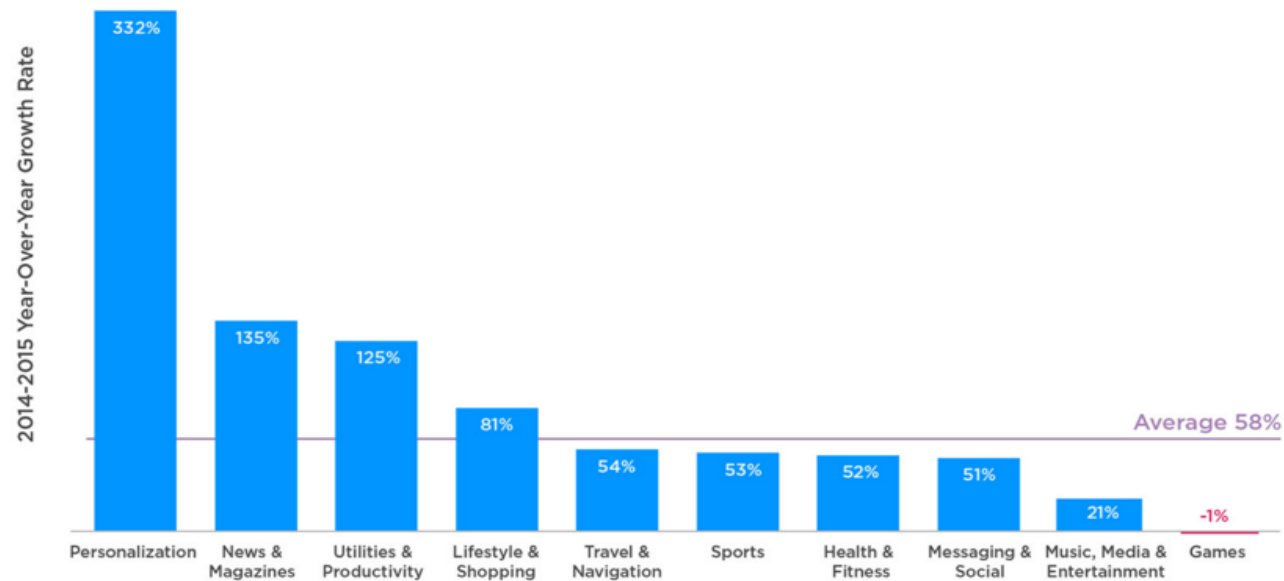
Source: Flurry Analytics, comScore, Pandora, Facebook, NetMarketShare. Note: US Jun 2015



The power of apps

App use is growing, with personalisation and news leading the way

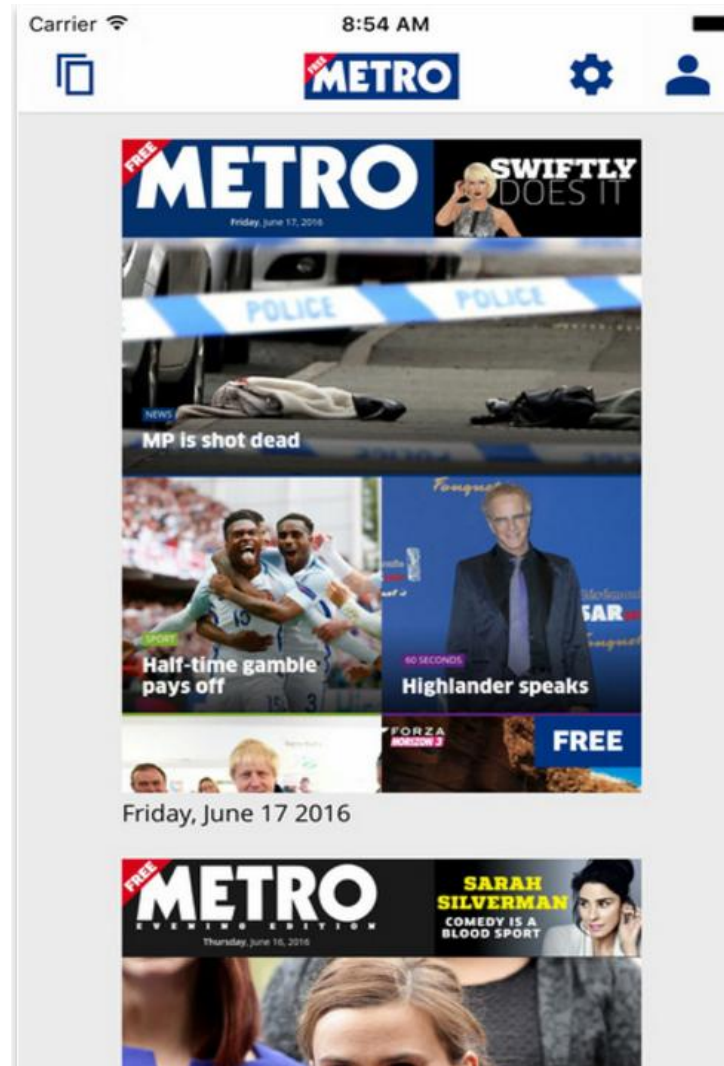
Mobile Use Grows 58% Year Over Year (Sessions)



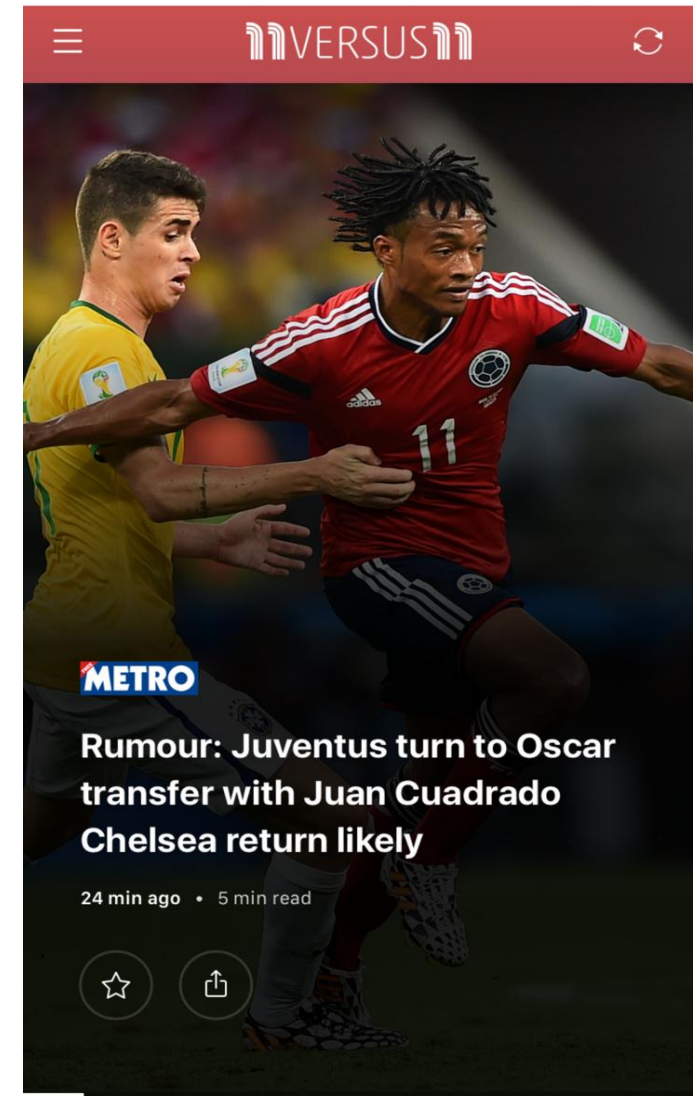
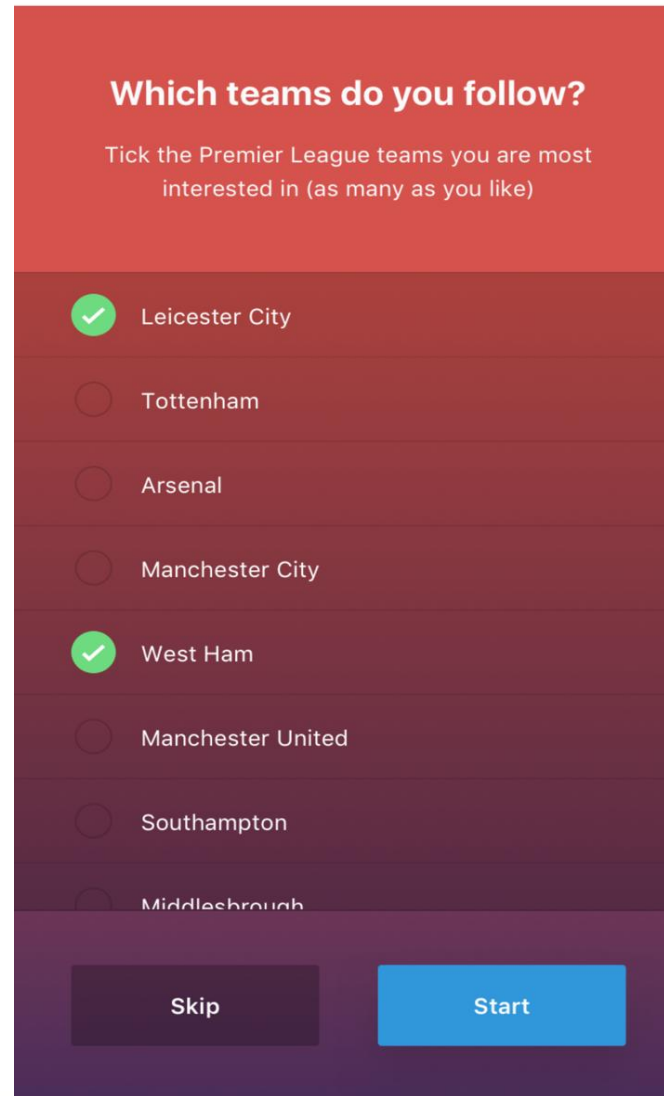
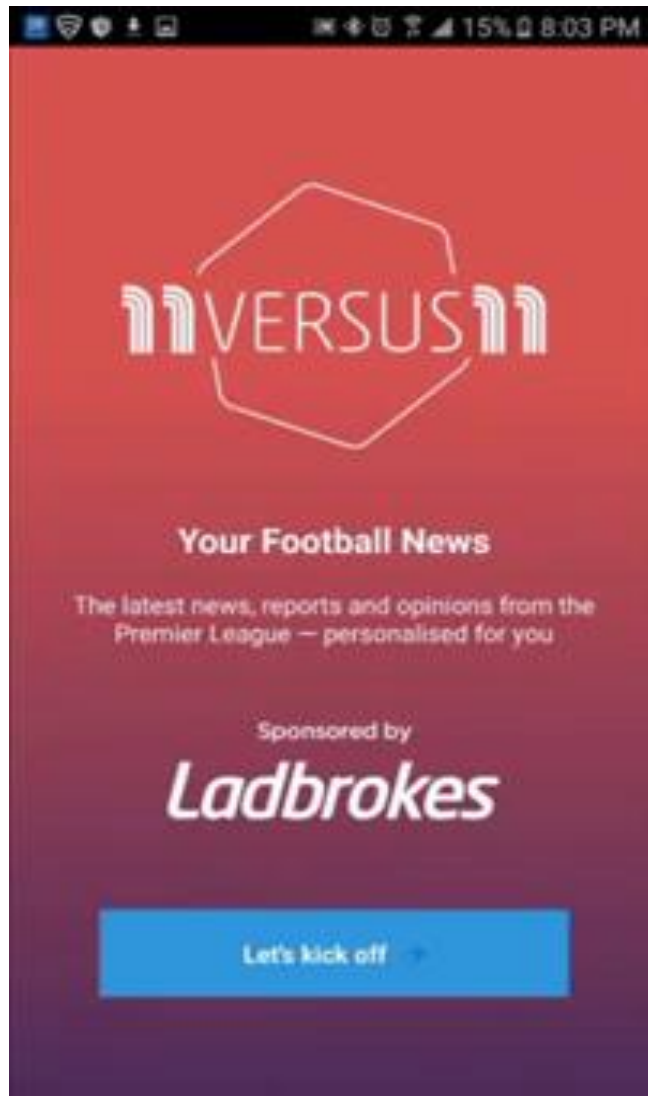
Source: Flurry Analytics, 2014-2015



Metro's digital edition apps

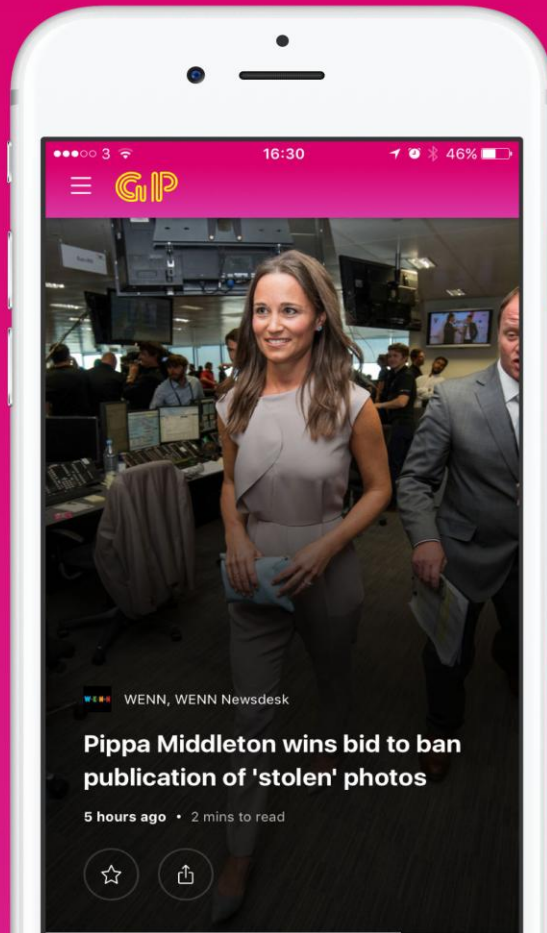


Metro's content vertical apps – 11versu11

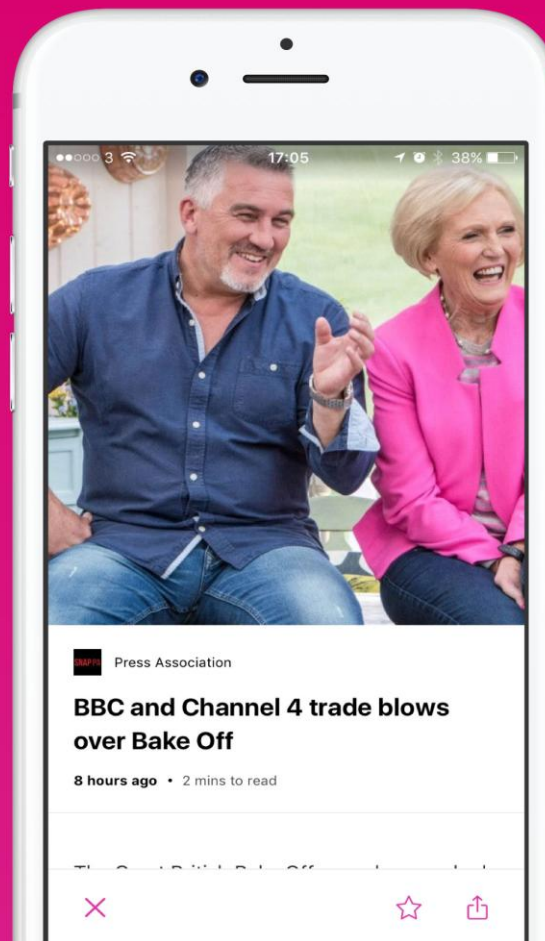


Metro's content vertical apps – Guilty Pleasures

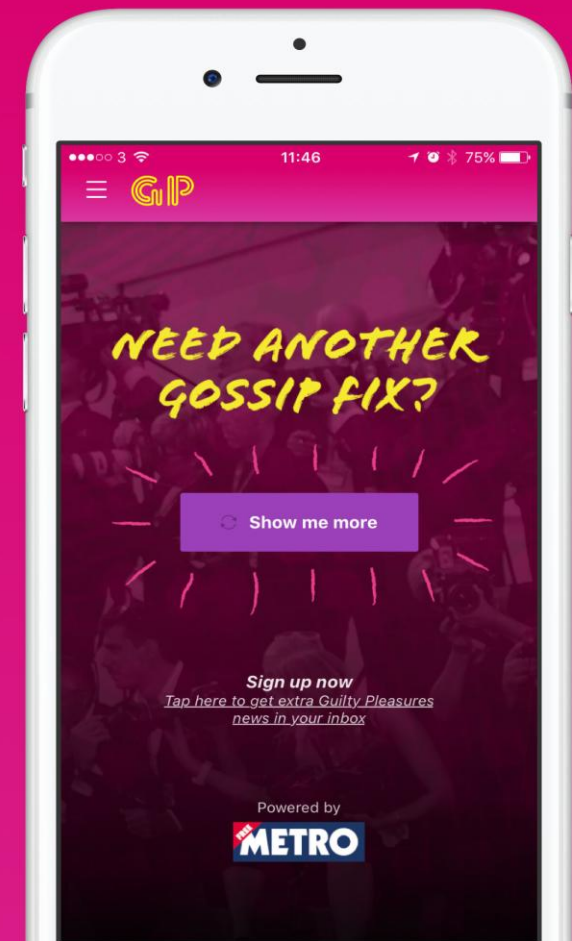
Keep up with latest celeb news and gossip - personalised for you.



Get the best showbiz stories and pictures from top quality sources.



When you're finished reading, update the list for a new set of stories.



News app v news website

Scale v engagement



Metro Digital Editions app

- ▶ 34k daily users
- ▶ Driving 2m page impressions per day
- ▶ Equates to 59 PVs/user
- ▶ Average user spends 28mins in the app per day
- ▶ Average interstitial ad CTR of 2%

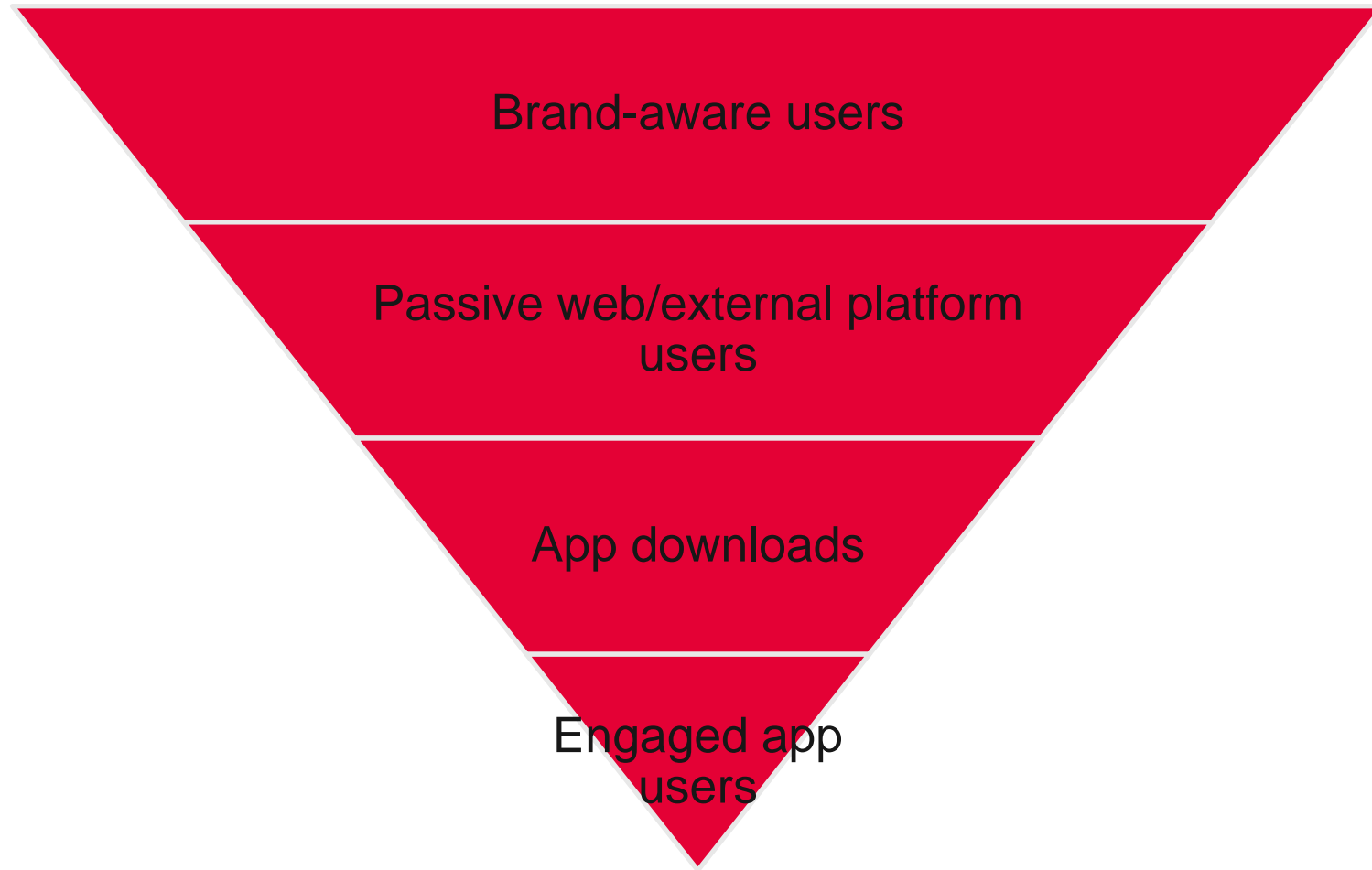
Mainstream news website

- ▶ 1m daily users
- ▶ Driving 2m page impressions per day
 - ▶ Equates to 2 PVs/user
- ▶ Average user spends 2mins on site per day
- ▶ Average banner ad CTR of 0.05%



It's all about the funnel

Converting passers-by into habitual users



App-endix

1. Apps deliver highly engaged and loyal audiences who choose to visit your product
2. App users are often more engaged with adverts in their favourite apps
3. Important to view the app as a product which can be continually improved based on data and user feedback
4. Make creating an engaged app user the thin end of the funnel – everything else should drive towards that



Thank you

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Questions

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