

The Readership Works

MEDIA RELEASE

THE READERSHIP WORKS ANNOUNCES EMMA™ DATA WILL BE RELEASED MONTHLY

August 14th, 2013

The Readership Works today announced that emma™ (Enhanced Media Metrics Australia), the new cross platform audience insights survey, will release monthly data to the market, with monthly database releases commencing in November 2013.

The monthly data releases will consist of a full 12 month rolling database featuring cross-platform audience figures, readership of all titles, comprehensive consumer profiles and product data, and will include the fused Nielsen Online Ratings data.

There will be two interim monthly reports, in September and October, prior to the commencement of database releases. These will include top line cross-platform and print readership results.

“Since emma’s™ inception we have responded to calls from media agencies and advertisers for cross-platform accountability and greater accuracy, transparency and frequency of data. The release of monthly data will meet that need and gives us the ability to demonstrate the reach of newspapers and magazines and their influence on purchase decisions,” The Readership Works General Manager Mal Dale said.

The first emma™ data will be released on August 19th and will feature results for the period July 2012 – June 2013.

The first data release from emma™ will include the landmark development of including fused data from Nielsen Online Ratings, to provide a more accurate and complete picture of the way people consume newspapers and magazines across platforms.

When the first data is released on August 19th, it will feature a number of innovations in the Australian market:

- A more in-depth database of all newspaper and magazine formats capturing data across print, website, mobile and tablet
- The fusion of Nielsen Online Ratings data with the emma™ survey - the two independently audited audience measurement systems will combine data, with Nielsen providing Ipsos MediaCT with its Interactive Advertising Bureau (IAB Australia) - endorsed online audience ratings data which will be fused onto the emma™ survey data.
- Sophisticated survey techniques utilised to interview 54,000 people a year, seven days a week
- Readership data on individual branded sections of newspapers

The Readership Works

- New contemporary segmentation of the Australian population with 10 new consumer segments identified
- New insights into brand and product consumer behaviour.

Following shortly after launch will be the inclusion of community titles into the same database and as part of emma's™ comprehensive innovation plan, a print engagement metric will also be released.

The new measurement survey has been developed by independent research company Ipsos MediaCT, global leaders in local audience measurement. Ipsos conducts national audience surveys and is the official measurement system in 41 countries including the UK, Italy and France.

ends

For further information contact:

Rochelle Burbury

Third Avenue Consulting

Rochelle@thirdavenue.com.au

0408 774 577

About The Readership Works

The Readership Works is a wholly owned subsidiary of The Newspaper Works established for the sole purpose of conducting and completing all aspects of the tender including the determination of the successful tendering organisation and the ongoing provision and evolution of the audience survey through collaboration with industry partners and independent experts. General Manager is Mal Dale.

About Ipsos MediaCT

Ipsos MediaCT specialises in media, content and technology research and is the global leader in local audience measurement. Ipsos MediaCT is working with The Readership Works to provide the most comprehensive and rounded picture of media consumption in Australia. Globally, Ipsos MediaCT conducts the national audience surveys in 41 countries. Using innovative data-capture techniques and analysis, Ipsos MediaCT provides insights into the tastes, behaviour and expectations of readers, listeners, viewers and internet users across all media. Ipsos MediaCT's Managing Director is Simon Wake.