



MONTHLY - FAIRFAX METRO MEDIA AUDIENCE REPORT FEBRUARY 2012

March 22, 2012: Fairfax Media Metro Division has launched another market-leading initiative with the publication of the first monthly Fairfax Metro Media Audience Report.

The new Fairfax Metro Media Audience Report metrics comprise unique audience, time on site per person per month, average monthly streams, M-site average monthly views, app downloads and tablet downloads, total masthead sales (print and digital) and net readership.

As Australia's first publisher to commission detailed time of day usage data for web usage for categories, brands and demographics, Fairfax Metro Media is working with agencies and marketers to provide insights on how web audiences differ throughout the day, and how this can feed into media planning and creative messaging. Some key insights from this month are listed below.

More metrics are expected to be introduced into future editions of the report to reflect the evolving media landscape and changes in media consumption patterns.

KEY INSIGHTS

1. The SMH & The Age are being consumed across the day in a range of digital formats.

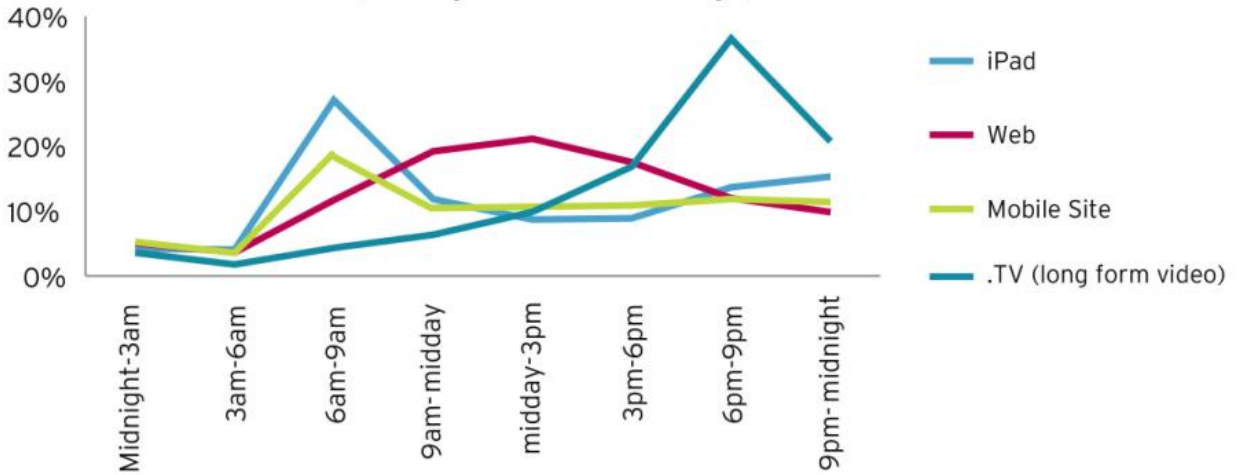
Mobile and tablet consumption is peaking early in the morning as people wake up and check the news over breakfast, before work and while commuting. Tablet usage of the mastheads also sees uplift in the evening particularly in lifestyle, travel and entertainment content.

Web site traffic is solid throughout the day and particularly strong during working hours.

Time of day usage for video viewing is being driven by format and length, with short snippets and updates following web site day time traffic, while longer online video formats are attracting a growing night time audience.

% of Digital Traffic By Time of Day By Platform

(average SMH and The Age)



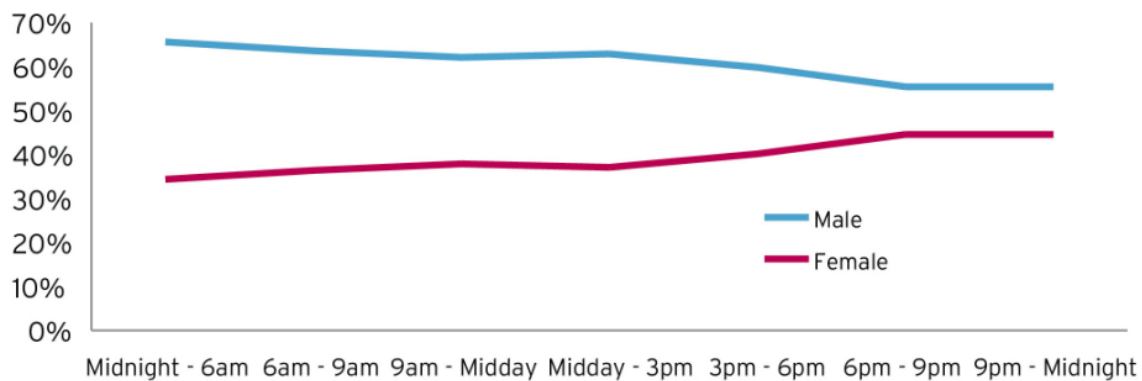
Source: Google Analytics

2. Fairfax Metro Media – first publisher to commission detailed time of day usage data for web usage for categories, brands and demographics.

Although there is strong usage for both genders across the day, males make up a larger percentage of the online population overnight and early in the day (6am-9am) with the presence of females growing through the day and peaking at 6-9pm.

Between these times, 52 per cent of the total Fairfax Metro Media audience, which includes all verticals, is female, with the SMH and The Age websites capturing a 45 per cent female audience for this time period.

SMH/Age Website Audience By Gender By Time of Day



Source: Nielsen Online Reporting, Jan 2012

3. Engagement with our printed products is strong

The report also shows that Fairfax Metro Media's print mastheads have solidly outperformed the competition in readership, increasing market share in NSW and Victoria, and reinforcing their position as the most read printed newspapers among key target audiences.

While the circulation figures might be about sales, what actually matters is the size of our audiences, the number of people engaging with our publications – and the December figures show just how robust our share of those audiences is.

4. Fairfax leads the market again in providing granular and transparent data – first release of monthly sales data for print & digital editions in Australian market.



The report marks the first time a publisher has provided monthly sales and other audience information for print and digital editions in Australia. It signals Fairfax Metro Media's ongoing commitment to presenting key industry stakeholders with the most transparent and holistic set of metrics for its mastheads across all platforms.

Monthly - Fairfax Metro Media Audience Report



February 2012.

Release Date: March 22, 2012.

 *The Sydney Morning Herald, smh.com.au, The Sun-Herald*
 *The Age, theage.com.au, The Sunday Age*

	2012		2011		% CHANGE	
Web - monthly unique audience [1]	2,748,000	1,737,000	2,420,000	1,692,000	trend break	trend break
Web - time per person per month H:M:S [1]	0:49:15	0:47:02	0:51:29	0:48:15	trend break	trend break
Web - pages views [1]	155,926,000	108,305,000	154,867,000	110,278,000	trend break	trend break
Video - monthly streams [3]	7,211,213	4,225,161	5,462,957	3,451,763	32.0%	22.4%
Mobile sites - daily unique browsers [2]	171,777	89,904	85,265	51,324	101.5%	75.2%
Mobile sites - monthly page views [2]	21,658,226	14,144,454	10,682,392	7,011,670	102.7%	101.7%
Phone Apps - downloads (to date) [8]	89,335	76,064	11,122	9,526	703.2%	698.5%
Phone Apps - daily unique browsers 2012: [5] 2011: [4]	5,673	5,225	734	738	672.9%	608.0%
Phone Apps - monthly page views 2012: [5] 2011: [4]	1,683,348	1,512,130	296,861	286,231	467.0%	428.3%
Tablet - downloads (to date) [8]	241,915	209,608	n/a	n/a	n/a	n/a
Tablet - daily unique browsers [4]	29,308	29,321	n/a	n/a	n/a	n/a
Tablet - monthly page views [4]	42,863,036	37,291,977	n/a	n/a	n/a	n/a
Print - net readership Monday - Friday [6]	717,000	648,000	738,000	659,000	-2.8%	-1.7%
Print - net readership Saturday [6]	978,000	806,000	1,004,000	859,000	-2.6%	-6.2%
Print - net readership Sunday [6]	1,064,000	673,000	1,108,000	689,000	-4.0%	-2.3%
Print - total sales Monday - Friday [7]	184,634	166,187	214,916	189,595	-14.1%	-12.3%
Print - total sales Saturday [7]	303,568	253,098	361,343	274,192	-16.0%	-7.7%
Print - total sales Sunday [7]	391,519	216,547	447,174	233,092	-12.4%	-7.1%
Digital Edition - total sales Monday - Friday [7]	5,683	4,545	2,232	n/a	154.6%	n/a
Digital Edition - total sales Saturday [7]	3,767	4,758	1,283	n/a	193.6%	n/a
Digital Edition - total daily sales Sunday [7]	5,281	4,776	2,668	n/a	97.9%	n/a

Notes:

Print: Circulation numbers include print only and excludes digital editions.

Web: Change in Nielsen measurement system in September 2011 created a trend break. 2012 and 2011 data can not be directly compared.

Web: Includes usage of websites from any device.

Sources: [1] Nielsen Online Ratings 2012/Nielsen Netview 2011. [2] Nielsen Mobile Market Intelligence. [3] Nielsen Site Census. [4] Omniture Site Catalyst. [5] Google Analytics. [6] Roy Morgan Research Dec 2011. [7] Publisher claim for four weeks to 26/2/12. Data set to be included in March quarterly audit. [8] AppFigures.