

# Understanding a Day in the Life of a News Reader

CUSTOMER:

A large U.S.-based news publisher with national exposure

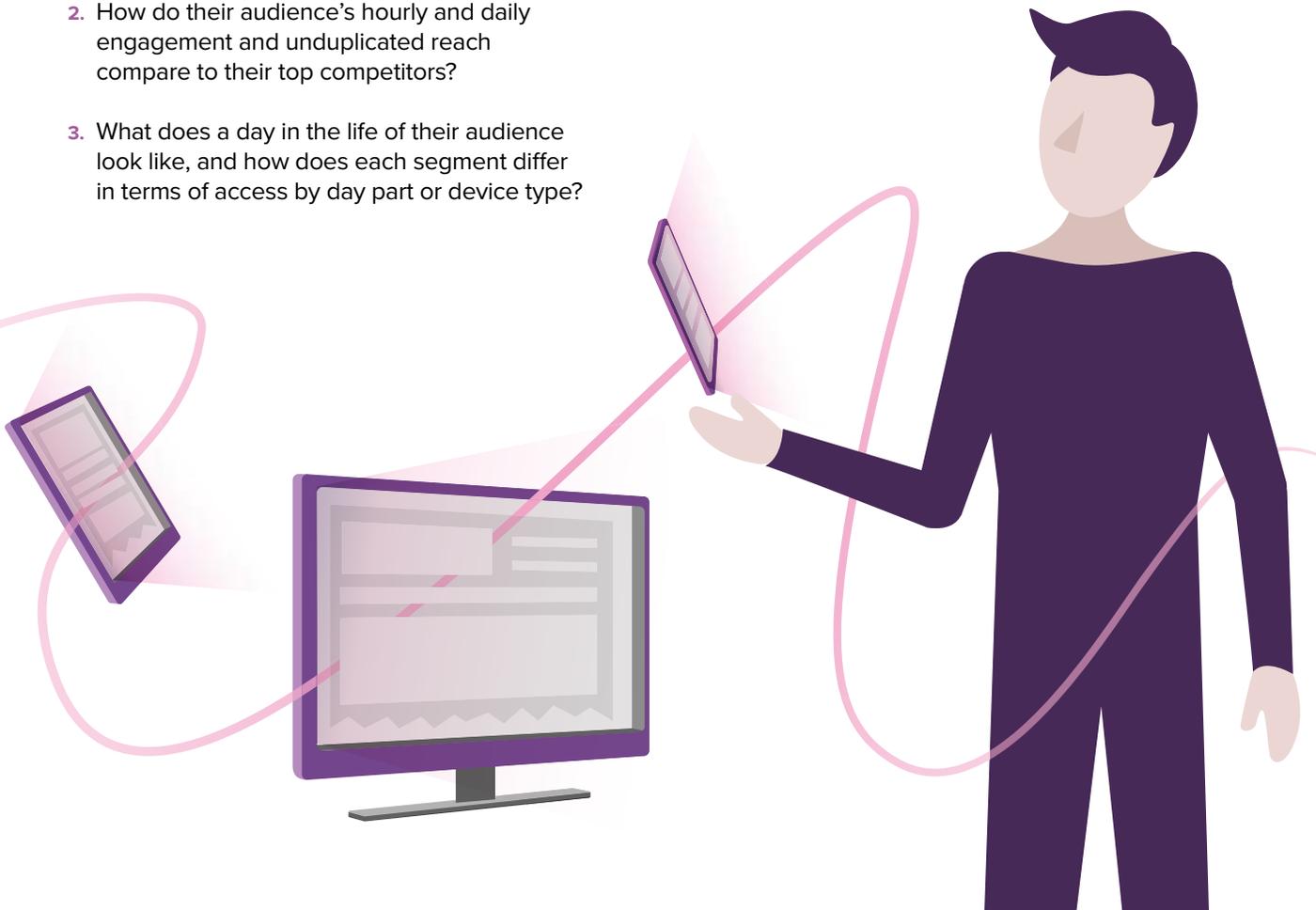
Our customer wanted to understand their audience's digital behavior and how their properties indexed compared to other news apps and websites in their category.

### What they wanted to discover:

1. How much time do consumers typically spend consuming news online versus other time spent with other media?
2. How do their audience's hourly and daily engagement and unduplicated reach compare to their top competitors?
3. What does a day in the life of their audience look like, and how does each segment differ in terms of access by day part or device type?



*Using Audience Profiles, this publisher was able to see how much time consumers spend accessing news versus other digital categories and how their specific audience accessed their properties on a daily basis.*



# Findings

## Device Use and Time Spent

- ▶ The news category ranks among the top 10 accessed content categories with a **reach of 92%** and **stickiness of 57%**.
- ▶ Consumers access news on PCs in two large spikes—in the morning and the evening—while mobile access peaks only in the morning.
- ▶ Users interact with the finance apps and sites in a very similar way with the same peaks of access and same device usage.

## Competitive Differentiation

- ▶ The publisher was one of the top 3 mobile publishers in the news category.
- ▶ The publisher has a high proportion of exclusive users—users that do not access competing news sites—indicating strong audience loyalty.
- ▶ The customer gained **11% incremental reach** from users accessing its services exclusively through mobile.

## Audience Insights

- ▶ The publisher uncovered new data revealing “switching behavior”—the time of day when their audience moved from desktop to mobile and vice versa.
- ▶ Audience members access the publisher’s news sites all day long, and spent the most time in them from 11am to 6pm.

## Outcomes

It’s not enough to be number one in news based audience size, rather it is about consistency in reaching your audience throughout the day and each day. Using the insights Audience Profiles provided, the customer was able to present the consistency of audience engagement throughout the day to potential advertisers.

Although they didn’t win on every device for reach, they were able to present a differentiated, compelling story to share with advertisers.

