

TMR Digital Audience Research

Feb/March 2008



TMR has nearly 100 websites across 6 different regions



Trinity Mirror plc

Research Rationale

To generate strategic and commercial insights that are not available from other sources e.g Omniture, 2008 Readership Survey:

- Unduplicated adult reach (different from unique users)
- Adult reach within the region, UK & worldwide
- Duplication of TMR websites with TMR print products
- User profiles
- Dual user habits across print and digital
- Common print/digital audience metric for sales support

TMR Digital Audience Research Wave II

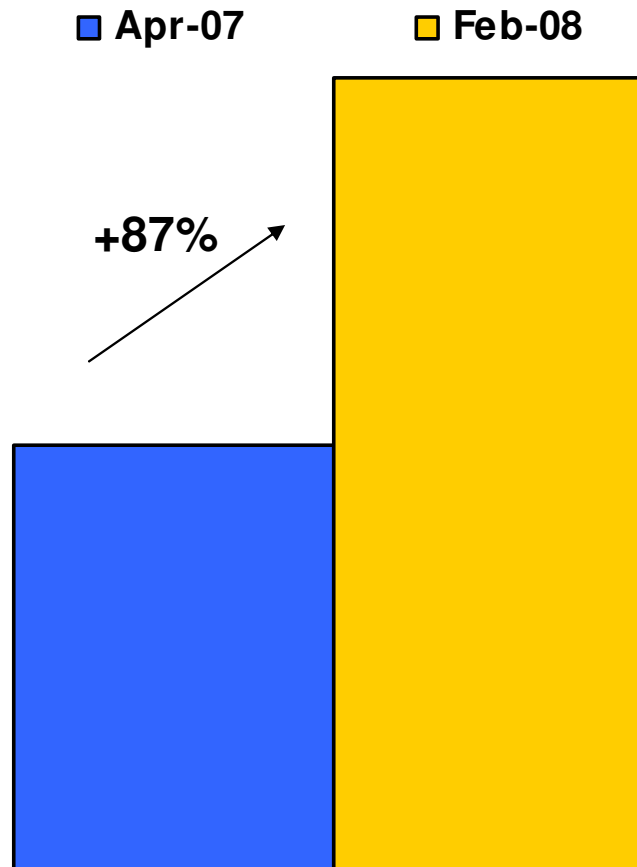
- Fieldwork took place Feb/March 2008
- 53,313 interviews
- Large sample even by region- NW: 5,604, NE: 4,619, Mids: 4,671, Wales: 2,362, SUN: 1,754, TMS: 1,627
- 110 websites (95 TMR)
- Included nationals e.g Mirror, Daily Record
- Recontact survey to explore dual print/digital user habits

...some key findings

- In Feb 2008 the TMR online portfolio was reaching in excess of individual 3.8m adults every month



TMR's unduplicated adult audience is growing very rapidly



Source: AARON, Spring 2008 Digital Audience Research, monthly TMR website visitors



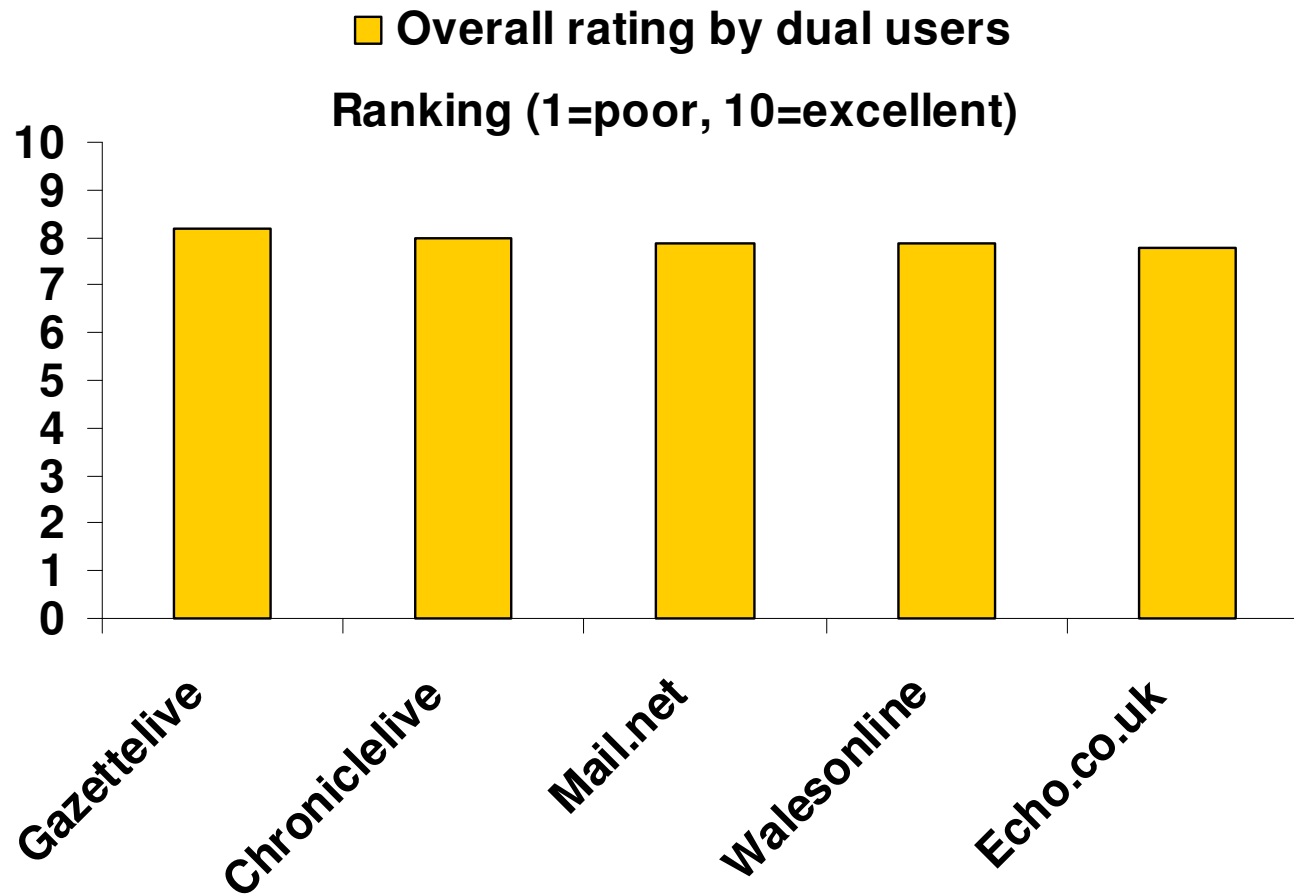
...some key findings

- In Feb 2008 the TMR online portfolio was reaching in excess of individual 3.8m adults every month
- Over a third of internet users across the TMR area are accessing a TMR website on a regular basis
- TM's national websites are reaching a different audience from the TM regional websites
- One in three TMR website visitors are regularly using more than one of TMR's websites
- All the TMR websites have a significant ABC1 bias

...some more key findings

- Total unduplicated adult reach across TMR's **print/digital** portfolio has grown
- More than two-thirds of TMR's digital audience are not AIRs of TMR newspapers
- Users of the core print and digital brands recognise and value the different role each format plays
- Speed and convenience drive online usage while ease of use and depth of information drive newspaper usage
- And finally...

Dual print/digital users love the websites



Source: AARON 2008, Digital Audience Recontact Survey: % of respondents (both readers and website users)

...next steps

- Rollout commercial insights
- Multibasing with 2008 Readership research
- TMR digital audience research wave III
- JICREG & PAG: standardised and auditable industry wide print/digital metrics

