



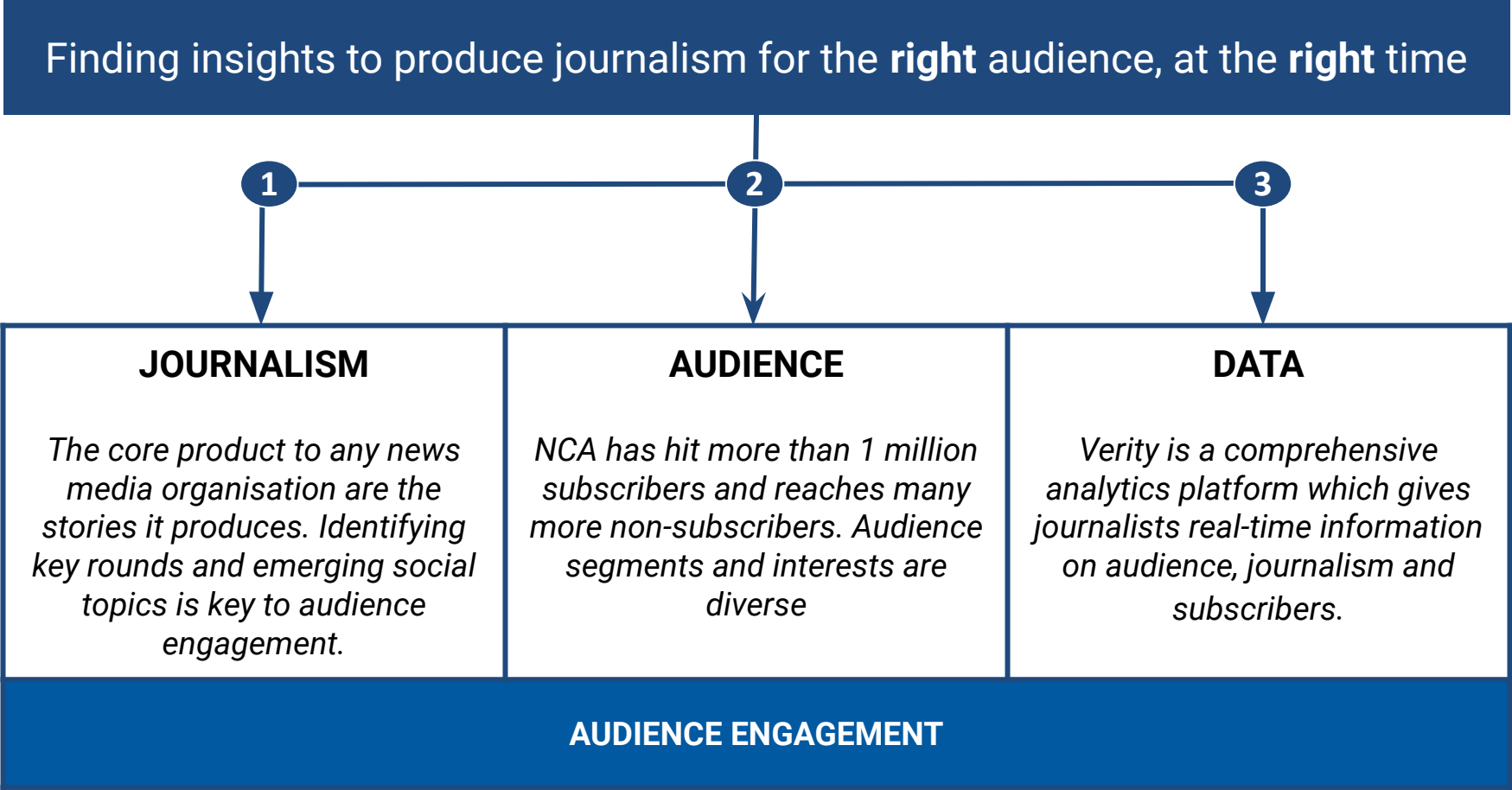
Verity and audience engagement
December, 2022

Audience engagement

*If a journalist breaks an incredible story,
but no one is there to read it,
did they really break an incredible story?*

- News Corp Australia introduced a world-class team called Content Led Growth to interpret data and translate it to journalists around the country
- NCA was publishing 60,000 articles per year - today, it publishes 45,000 - and found a bigger audience for less stories and greater readership retention
- Five years ago, NCA had 500,000 subscribers. Now, it has more than 1 million
- The longer a story is alive, the greater the audience opportunity

Audience-led is blending the art of journalism with the science of data



Interpreting the data for journalists

Insights: Infringements/crime + food + eating out = high audience opportunity

The outcome: Data-led journalism to deliver high audience engagement

The three-speed distribution process: Homepage, social media and newsletters

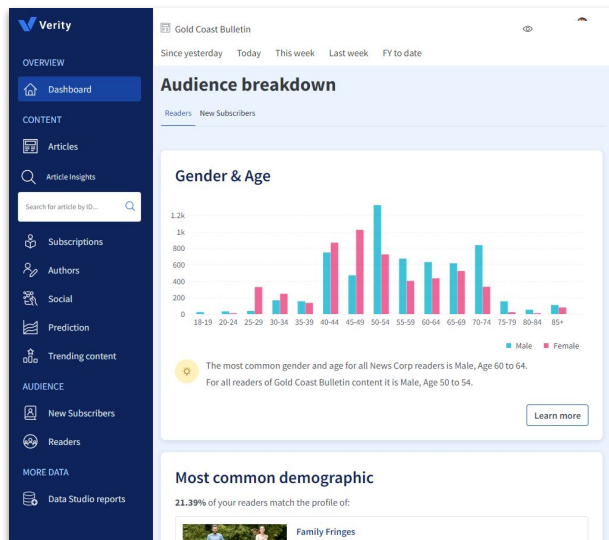
Read it here: <https://bit.ly/3FqFHpn>



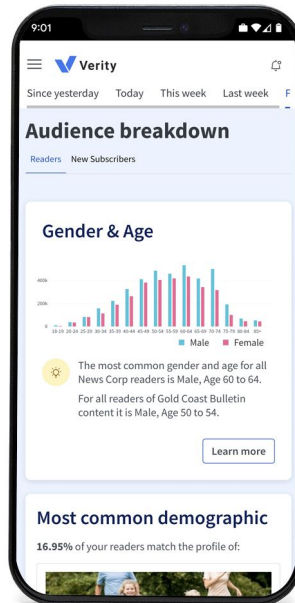
Verity and how it works

Insights presented across platforms, ensuring strong newsroom engagement

Web



App



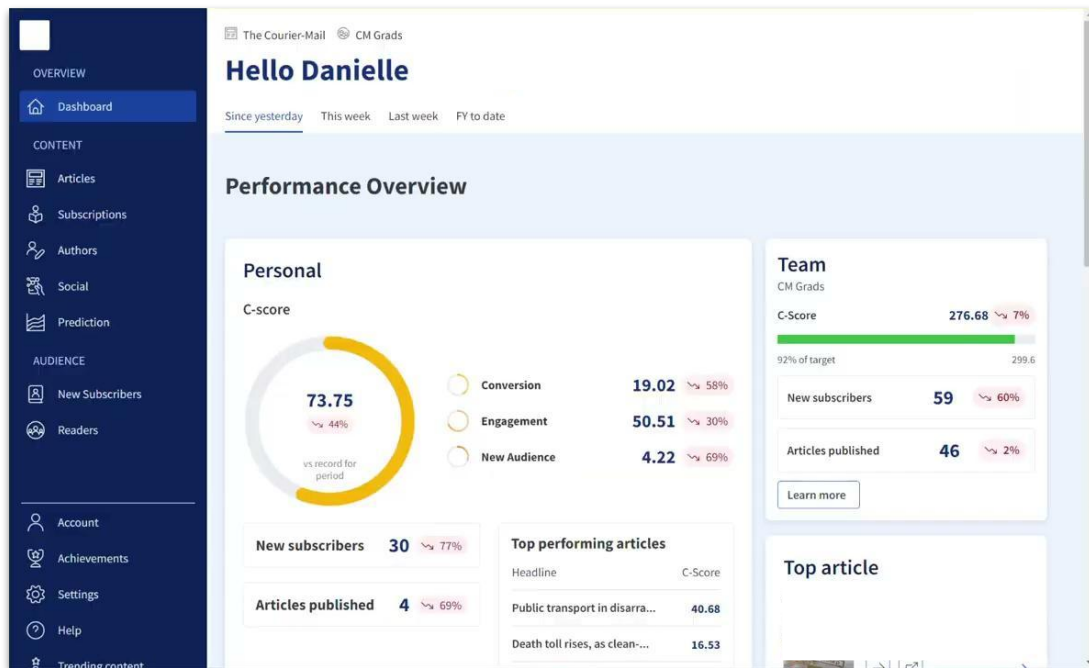
Live



- Personalised Push notification
- Automated insights (email)
- Newsroom screens



The modern newsroom assistant



Highly relevant:

- Intuitive homepage: Verity knows me. By name, role, team, newsroom.
- Based on role and key metrics
- Comparative metrics. 'Others like me/us' data & team reporting.

Audience led:

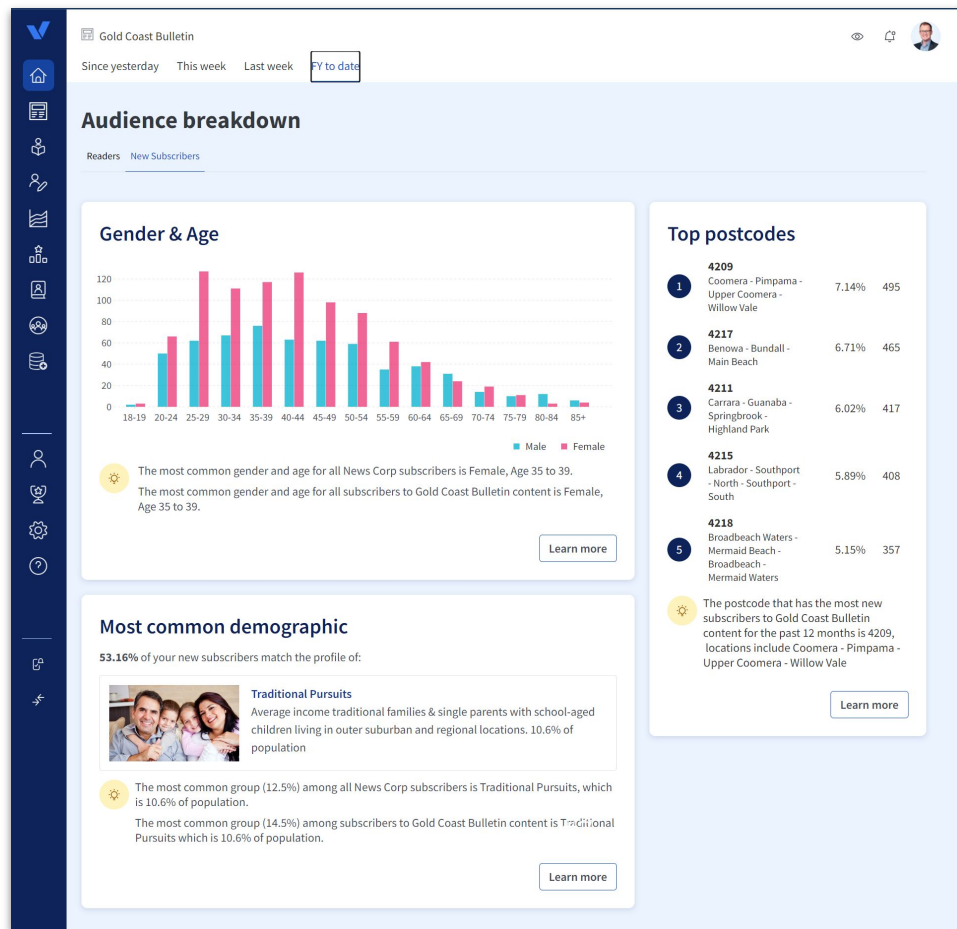
- Who is reading & subscribing. By age, gender, affluence, postcode.
- Live audience date. Concurrent user tracking across web, mobile and app. (App for first time)



Who is reading

Audience led:

- Age and Gender - new audience and readership (from existing base)
- Postcodes - to enable location centric analysis
- Demographic Mosaics - with comparison to network average.



Predictive journalism value



Home

Dashboard

Tools

Analytics

Reports

Settings

Help

Logout

Prediction

Headline

Content scoring

Fill out the questions below to obtain a prediction on subscribers in the first 7 days.

Provide an article headline

Select a publication group

☒ Metro

☐ The Courier Mail

☐ Regional / Local

☐ National

☐ The Australian

What section 1 does this article belong to?

News

What section 2 does this article belong to? Optional

Select section 2

Please select the publish date of the article

09/03/2022

Please select the article publish time Optional

Select time

Predictions may take up to 1 minute to be calculated

Predict

Reset

This story is **likely** (86.32%) to gain new subscribers.

Prediction factors

Subscriber probability

1+ Subscriber

86.32%

0 Subscriber

13.68%

Word strength

In

Queensland

private

Top

schools

0

Brand

The Courier Mail

0

Date and time

Week

0

Sections

News

0

Predictive:

- Enter a draft headline, or topic along with limited publication considerations (masthead, section)
- Receive a subscriptions prediction

PLUS...

Alerts and Monitoring

Rewards and Achievement

Reconstruction automated insights

News Corp Australia



Social listening



Off platform Social performance:

- Providing total audience view
- Content interactions off platform
- Key engagement metrics across Facebook's ecosystem
- Providing total interactions, comments and actions taken.

Gold Coast Bulletin

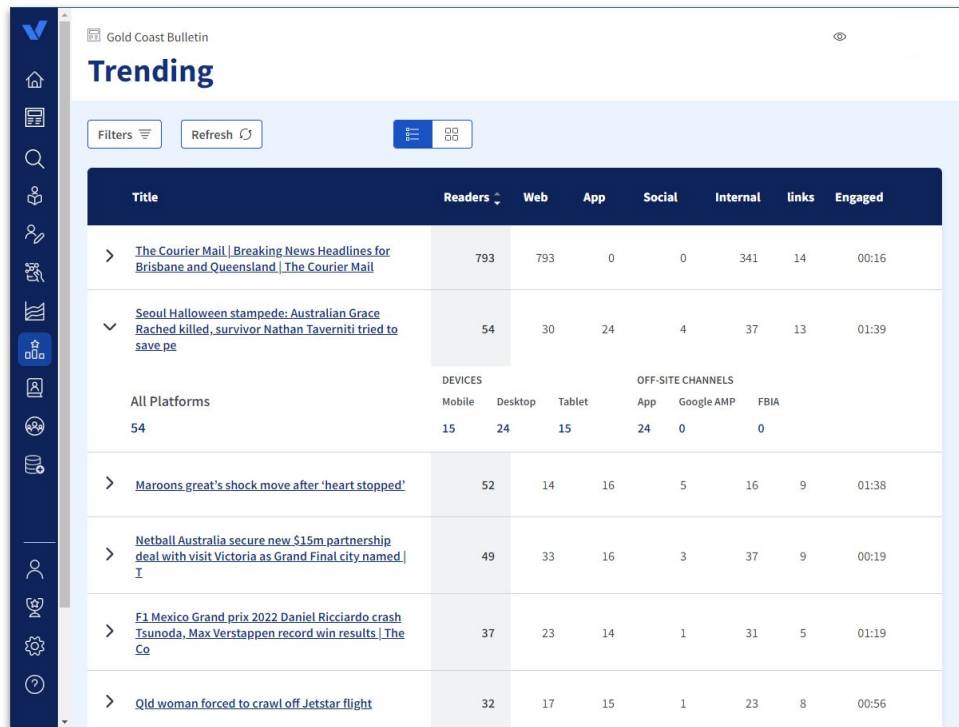
Social

Since yesterday Today This week Last week FY to date Custom... 15/10/2022 - 15/10/2022

You Newsroom All Filters

Post created	Facebook page	Headline	Journalists	Newsroom	Interactions	Comments	Shares
✓ Sat, 15 Oct 2022, 5:39 AM	news.com.au			News.com.au	8160	1204	751
	Erin Keller EK	Erin Keller - New York Post EP	VIEWS FROM FB 11785	EXPECTED INTERACTIONS 220	EXPECTED COMMENTS 98	EXPECTED SHARES 6	
		POST TYPE LINK			View article detail →	View post ↗	
> Sat, 15 Oct 2022, 3:34 PM	Taste.com.au	Unknown headline	No Authors		3539	145	696
> Sat, 15 Oct 2022, 7:48 AM	The Advertiser		EK EP	News.com.au	2931	561	237
> Sat, 15 Oct 2022, 6:50 AM	Herald Sun		JV	National News Network	2884	537	508
> Sat, 15 Oct 2022, 9:21 AM	news.com.au		HH	NewsWire	2210	1020	26

Live readership insights



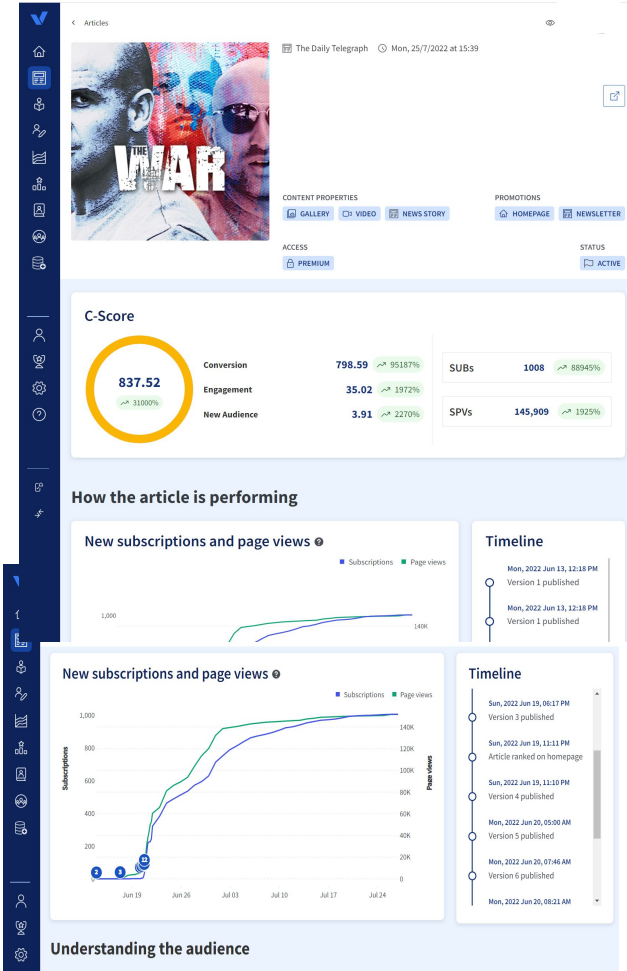
The screenshot shows a dashboard for 'Gold Coast Bulletin' with a 'Trending' section. It includes a sidebar with navigation icons, a top bar with 'Filters' and 'Refresh' buttons, and a table of trending articles. The table columns are Title, Readers, Web, App, Social, Internal, links, and Engaged. One article is expanded to show device and channel breakdowns.

Title	Readers	Web	App	Social	Internal	links	Engaged
> The Courier Mail Breaking News Headlines for Brisbane and Queensland The Courier Mail	793	793	0	0	341	14	00:16
▼ Seoul Halloween stampede: Australian Grace Rached killed, survivor Nathan Taverniti tried to save pe	54	30	24	4	37	13	01:39
DEVICES							
All Platforms		Desktop	Tablet	OFF-SITE CHANNELS			
54	15	24	15	App	Google AMP	FBIA	
				24	0	0	
> Maroons great's shock move after 'heart stopped'	52	14	16	5	16	9	01:38
> Netball Australia secure new \$15m partnership deal with visit Victoria as Grand Final city named I	49	33	16	3	37	9	00:19
> F1 Mexico Grand prix 2022 Daniel Ricciardo crash Tsunoda, Max Verstappen record win results The Co	37	23	14	1	31	5	01:19
> Qld woman forced to crawl off Jetstar flight	32	17	15	1	23	8	00:56

Live audience:

- Aiding real time decision making
- Audience insights across devices and across readership channels.
- Concurrent readership drives newsroom awareness and responsiveness

Verity: Single article views



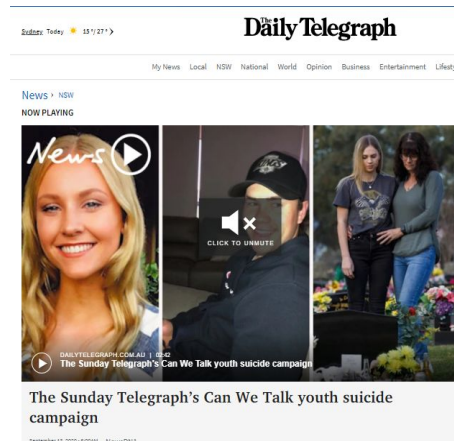
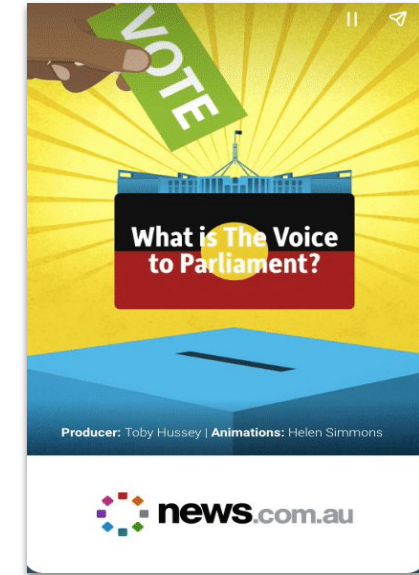
But... it's not all about the data

Not all journalism is built the same. Data can only show editors stories already published. **Experimentation is key.**

Outside of audience-led journalism using data, newsrooms are consistently evolving by identifying:

- Topics NCA never covered before
- Search and social trends
- Emerging topics and debates
- High-value explainers
- High-value community campaigns to drive an outcome

What it looks like:



Thank you



Want to talk more?

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