



) NP (
News Power

NP Media Barometer Wave 1

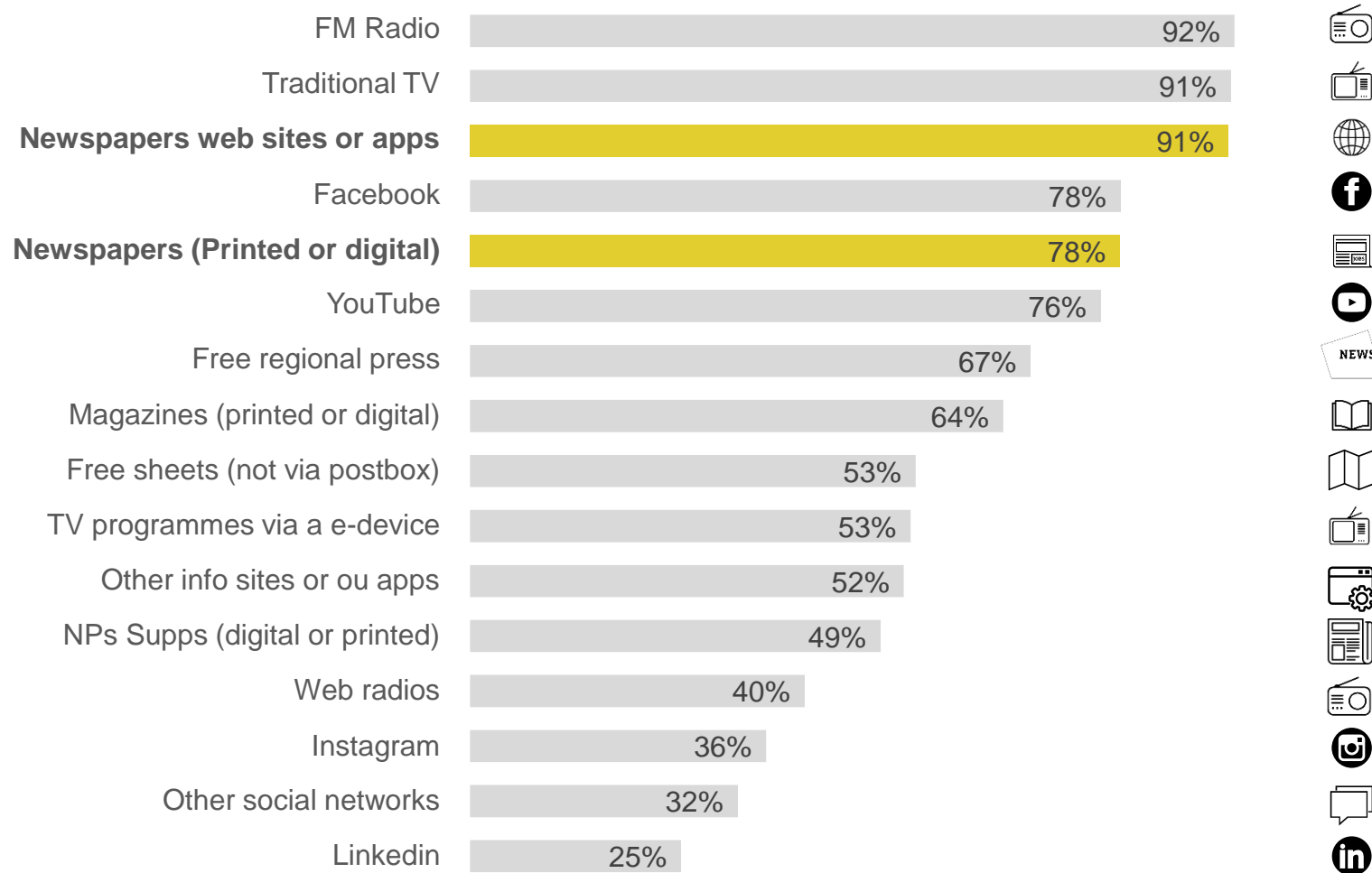
November 2018

METHODOLOGY

- Fieldwork : online biennial survey
- Period Q3 2018 (next wave is planned Q2 in 2020)
- Sample : N=2.147 individuals, aged 18-64 y.o. (and connected by definition)
- Filtered by the reading of newspapers (any access) at least a few times a month/
corresponds to 86% of the population
- Main content
 - Access to the media – moments and devices (print included 😊)
 - Motivation to the media (information!)
 - Credibility of the channels (newsbrands vs global players)
 - Notions of advertising cluttering and touchpoints perception
- Research agency : **AQRate**

TOP 3 OF MASSIVE REACH

Consumption of these media at least X / month



Source: NP Media Barometer Nov '18

DAILIES AUDIENCE OF WEB SITES AND APPS ABOVE PRINT!

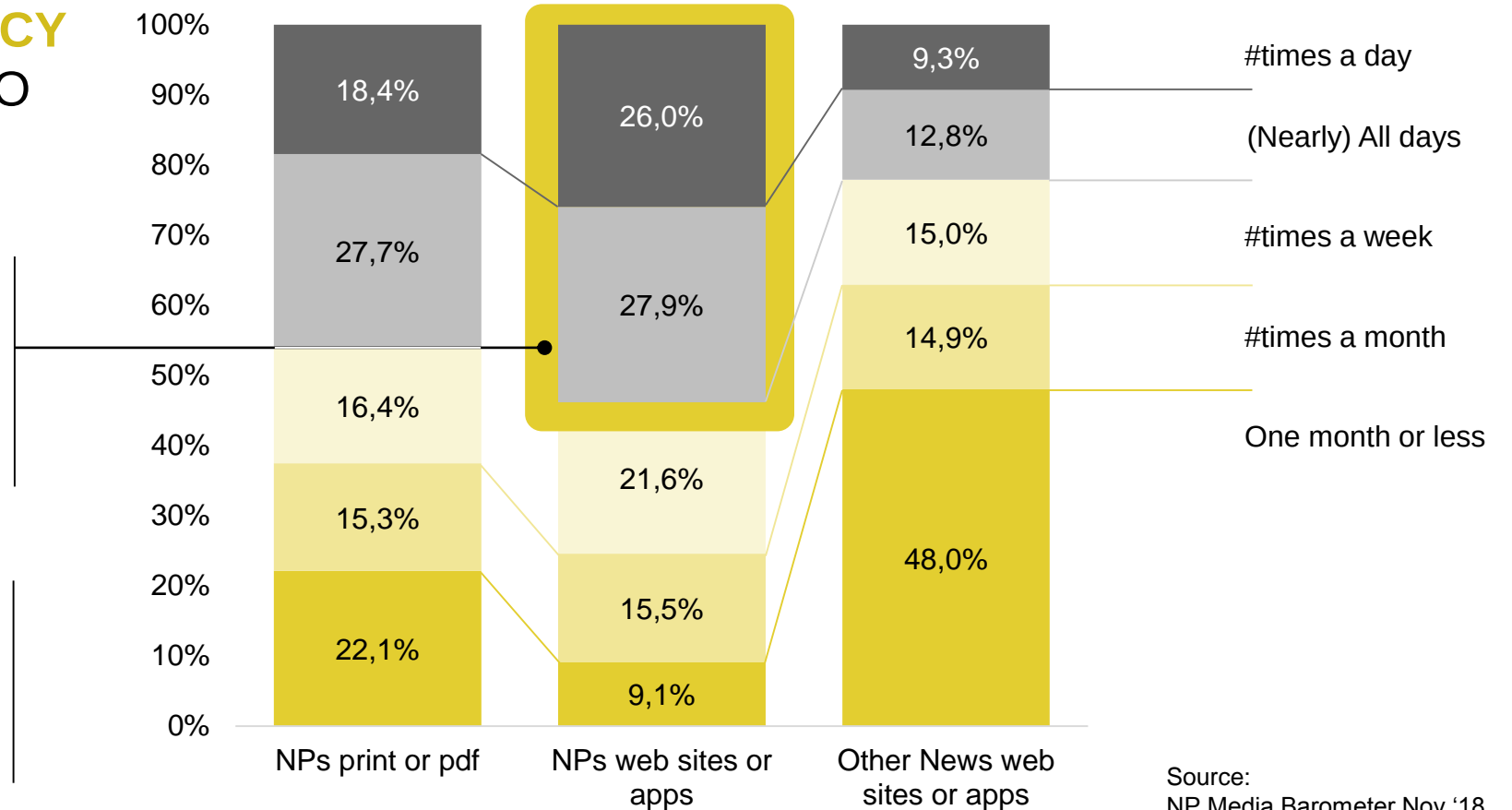
«AT WHICH **FREQUENCY** ARE YOU EXPOSED TO THESE MEDIA?»

54%

/NPs WEB SITES OR APPS

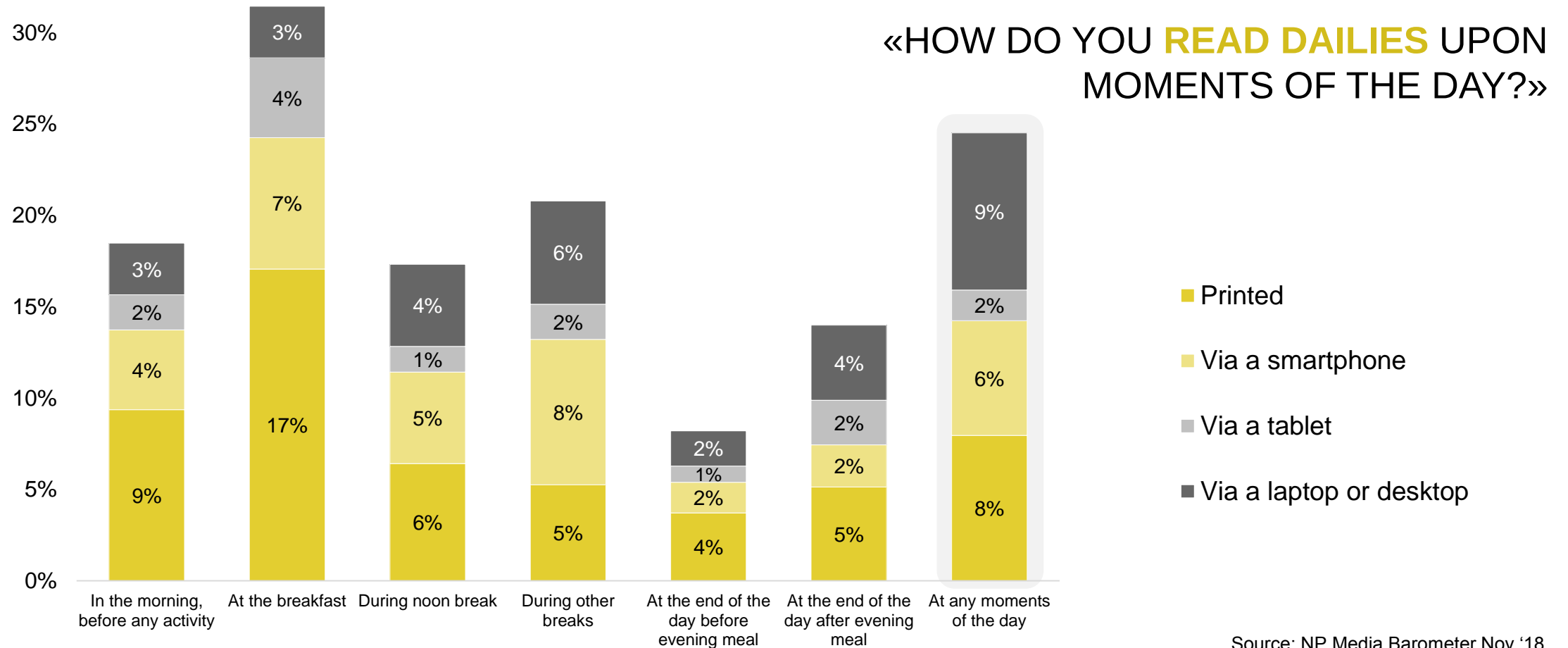
46%

/NPs PRINT OR PDF



Source: NP Media Barometer Nov '18

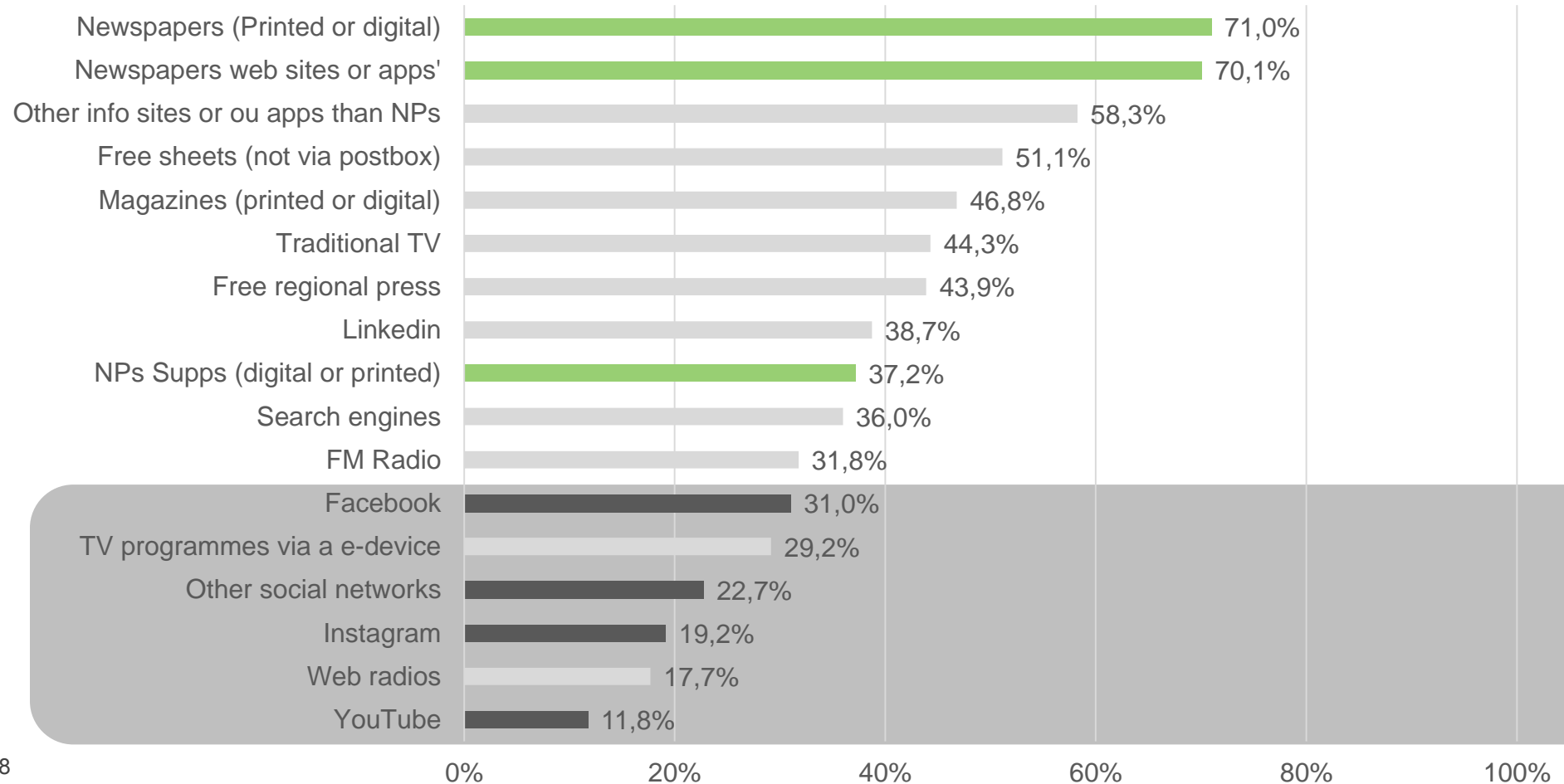
POST-DIGITAL AGE: ATAWAD OF THE DAILIES



Source: NP Media Barometer Nov '18

THE MEDIA WE USE TO BE INFORMED: NEWSPAPERS FIRST!

**GLOBAL
PLAYERS:
NOT VALID
INFO
SOURCES**

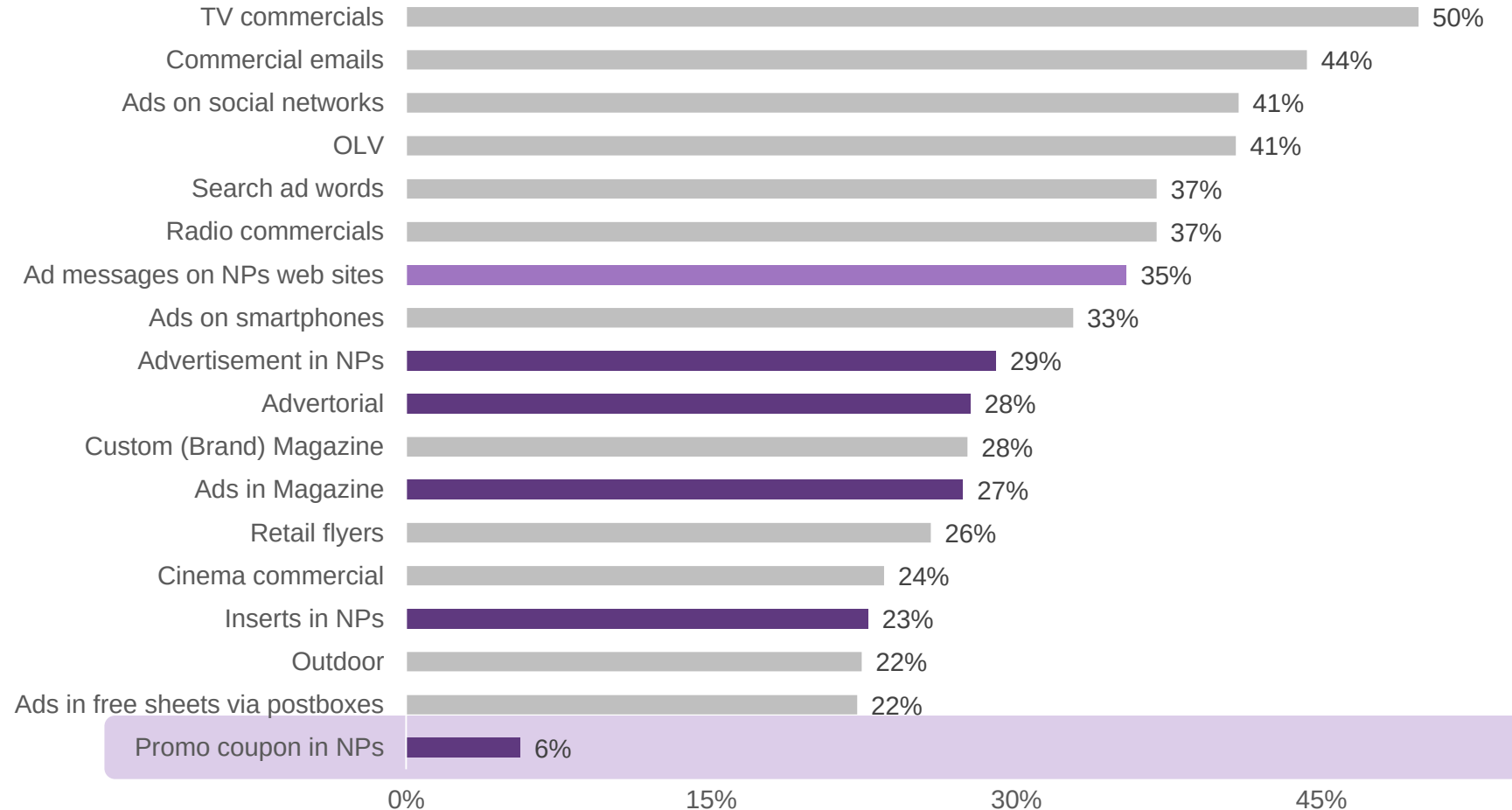


Source: NP Media Barometer Nov '18



ADVERTISING CLUTTERING

THESE ADS ARE
TOO MANY
(% REACH)

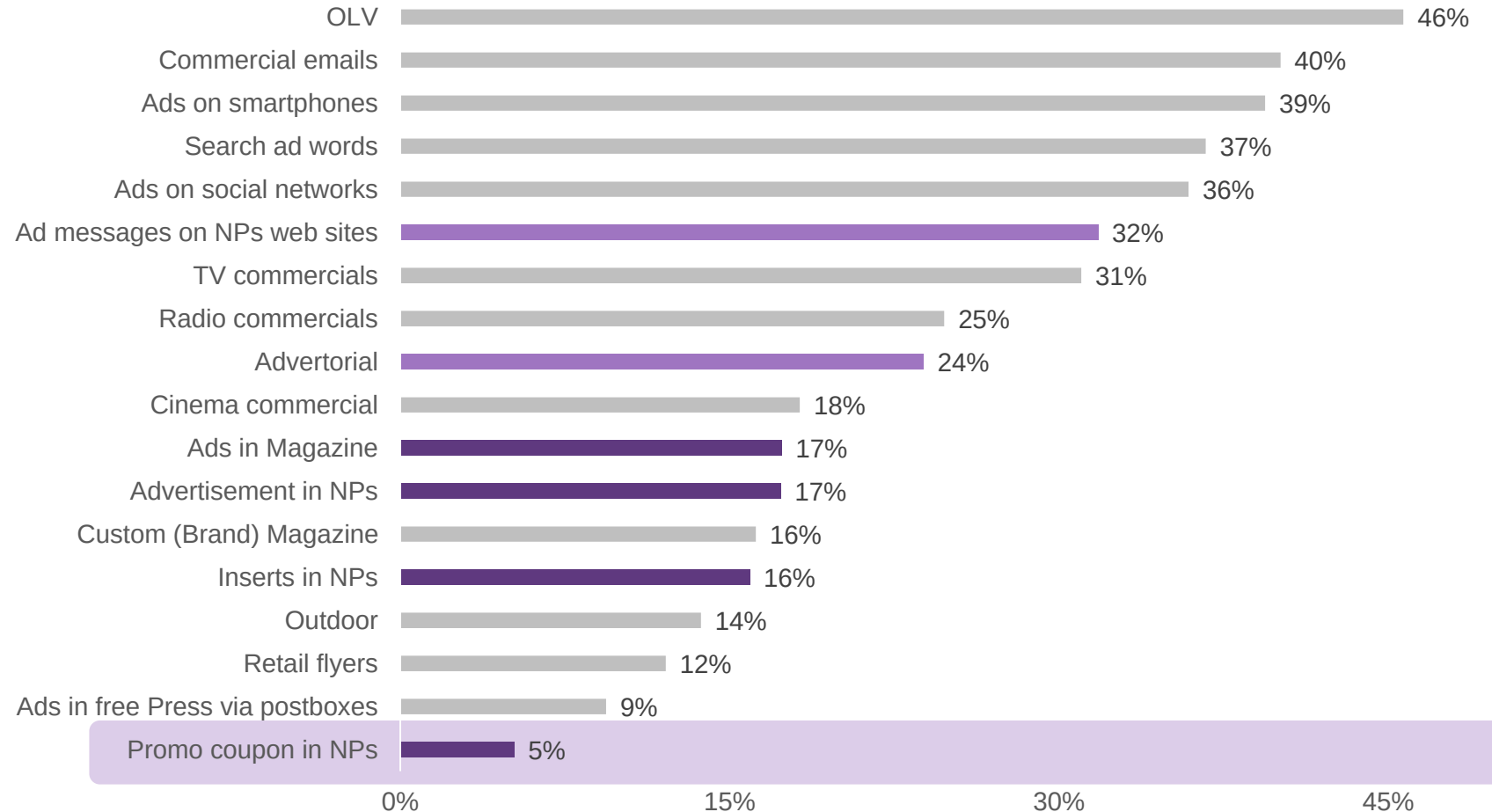


Source: NP Barometer Newworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)



ADVERTISING CLUTTERING

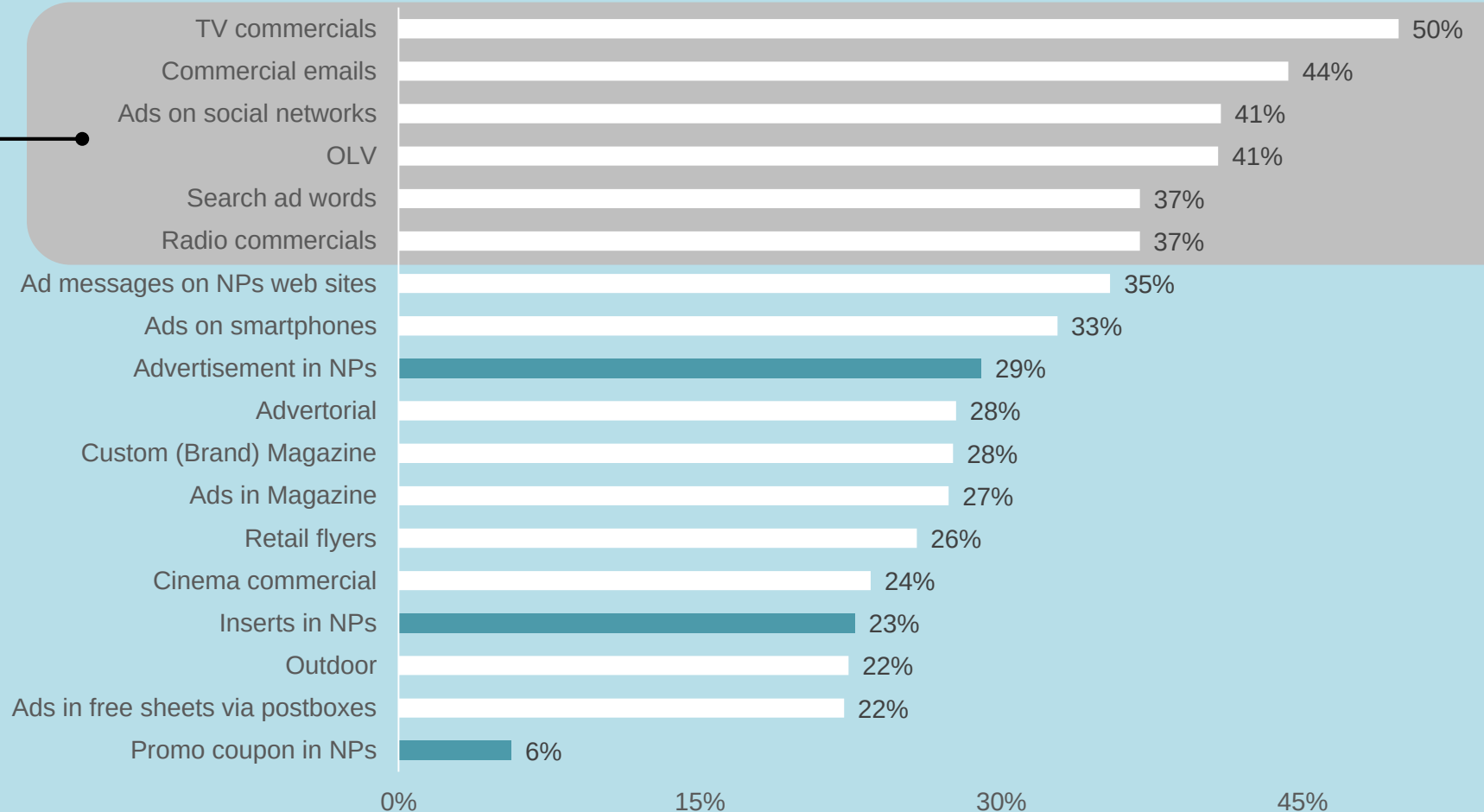
THESE ADS
ARE **TOO**
INTRUSIVE
(% REACH)



Source NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)

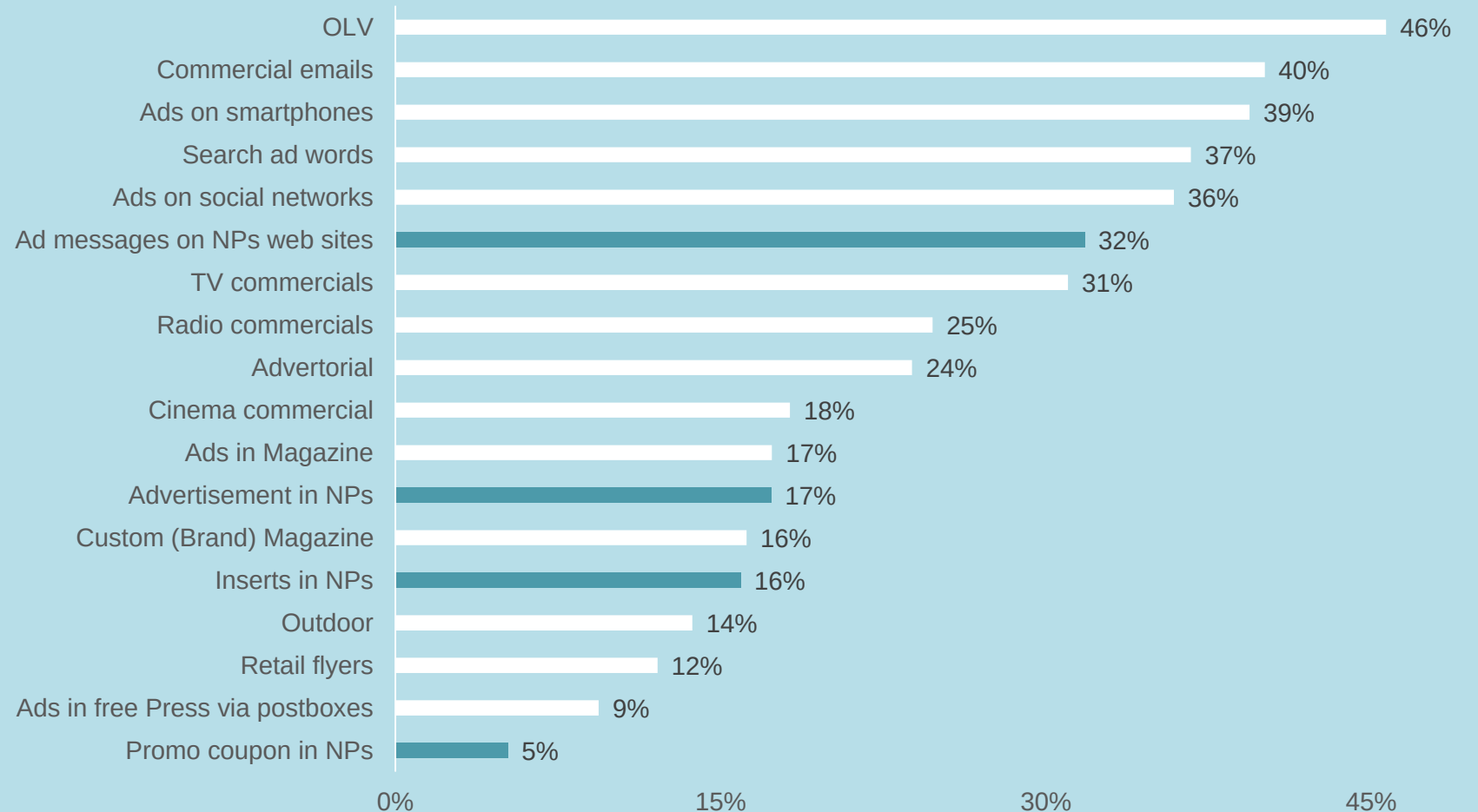
NO OVERABUNDANCY IN NEWSPAPERS

THESE ADS ARE
TOO MANY
(% REACH)



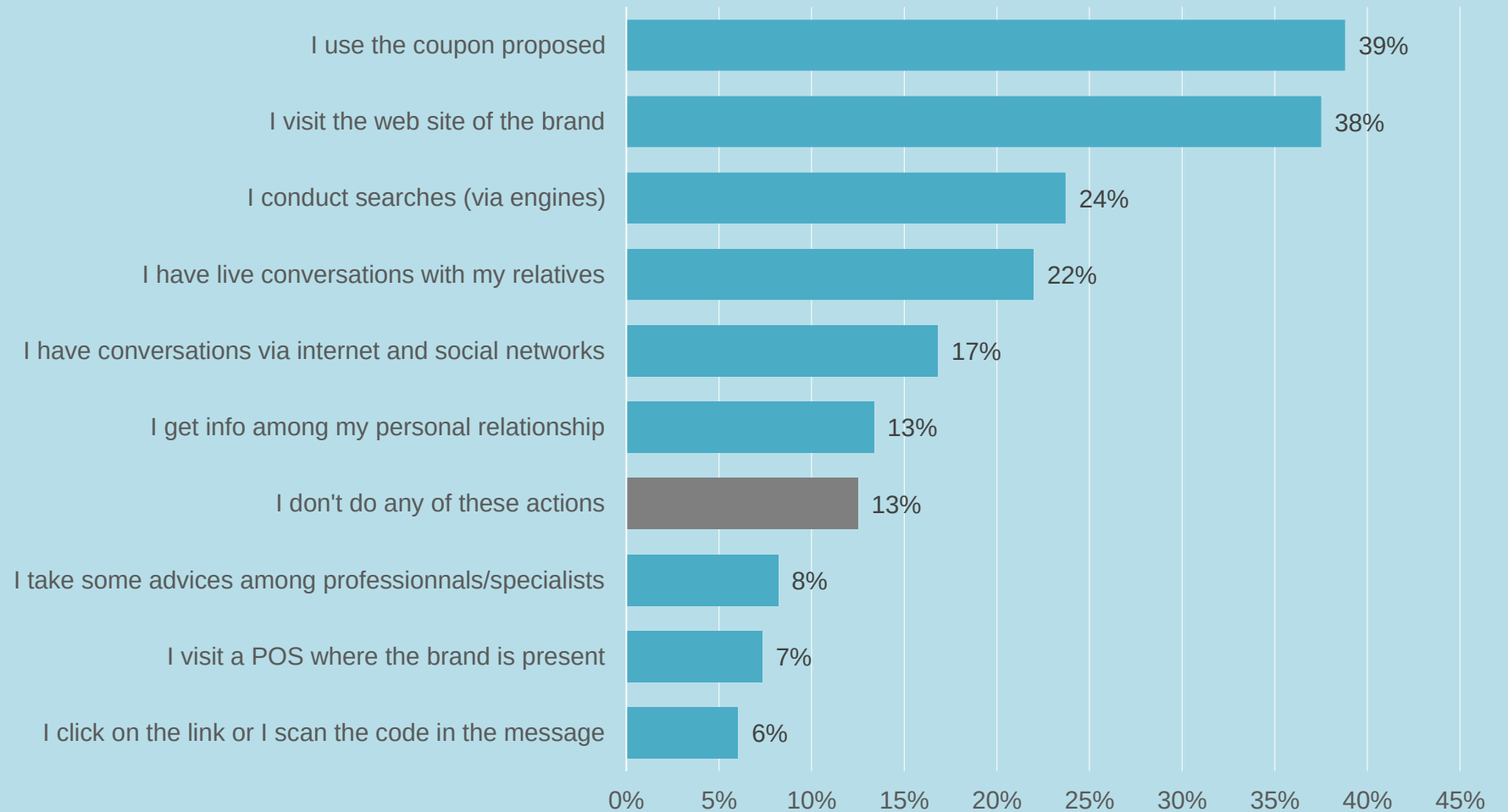
NON INTRUSIVE ADS IN NEWSPAPERS

THESE ADS
ARE **TOO**
INTRUSIVE
(% REACH)



DO YOU HAPPEN TO REACT AFTER HAVING READ AN ADVERTISEMENT IN A NEWSPAPER?

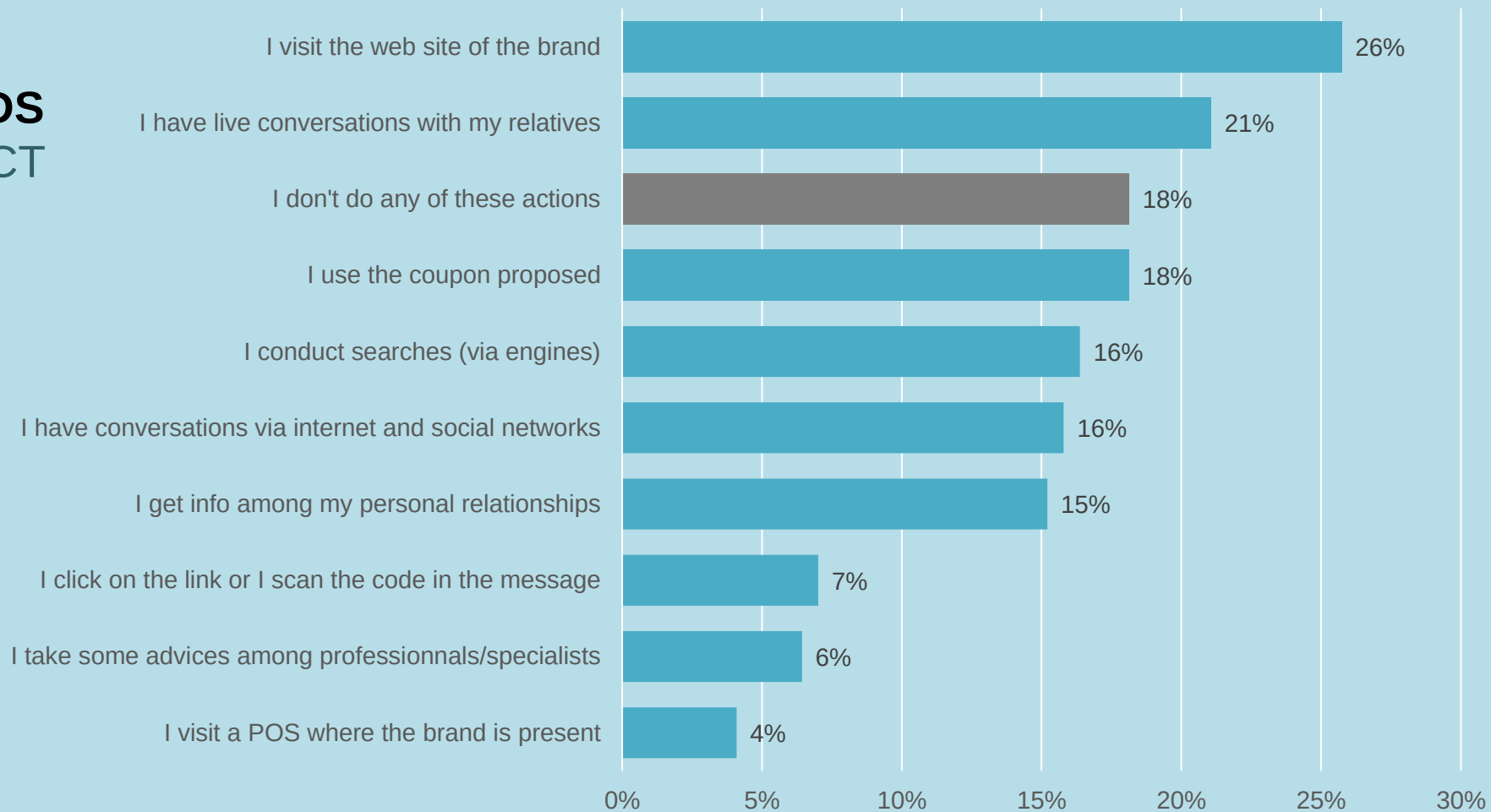
PRINTED OR PDF CONTACTS (% BASED ON REACH)



Source: NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)

DO YOU HAPPEN TO REACT AFTER HAVING READ AN AD MESSAGE ON A DAILIES WEB SITE?

NEWS SITES ADS INCITE TO REACT (% BASED ON REACH)

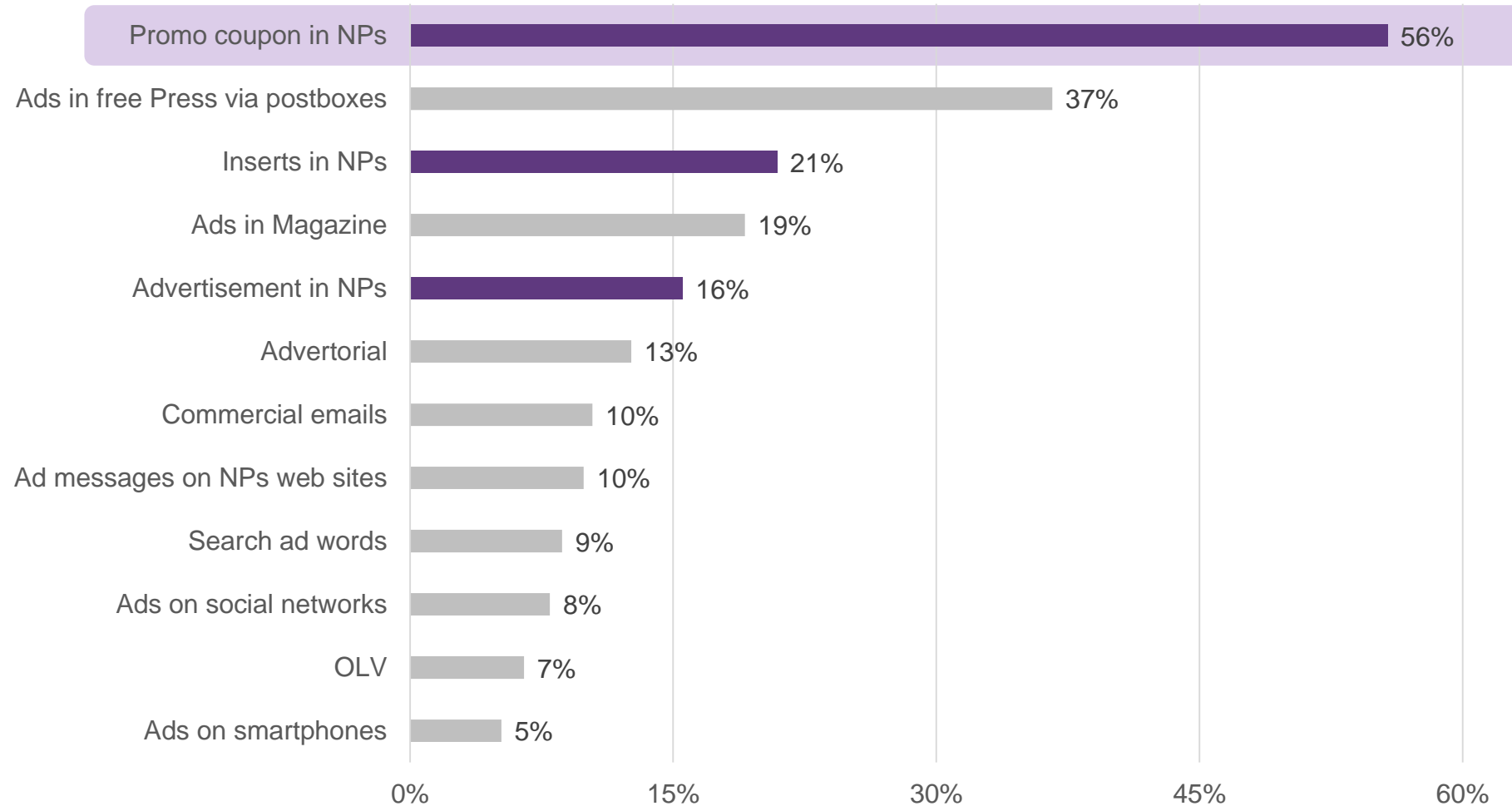


Source: NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)



ABOUT COUPON

THESE ADS
MESSAGES USE
TO RAISE MY
INTEREST
(% REACH)

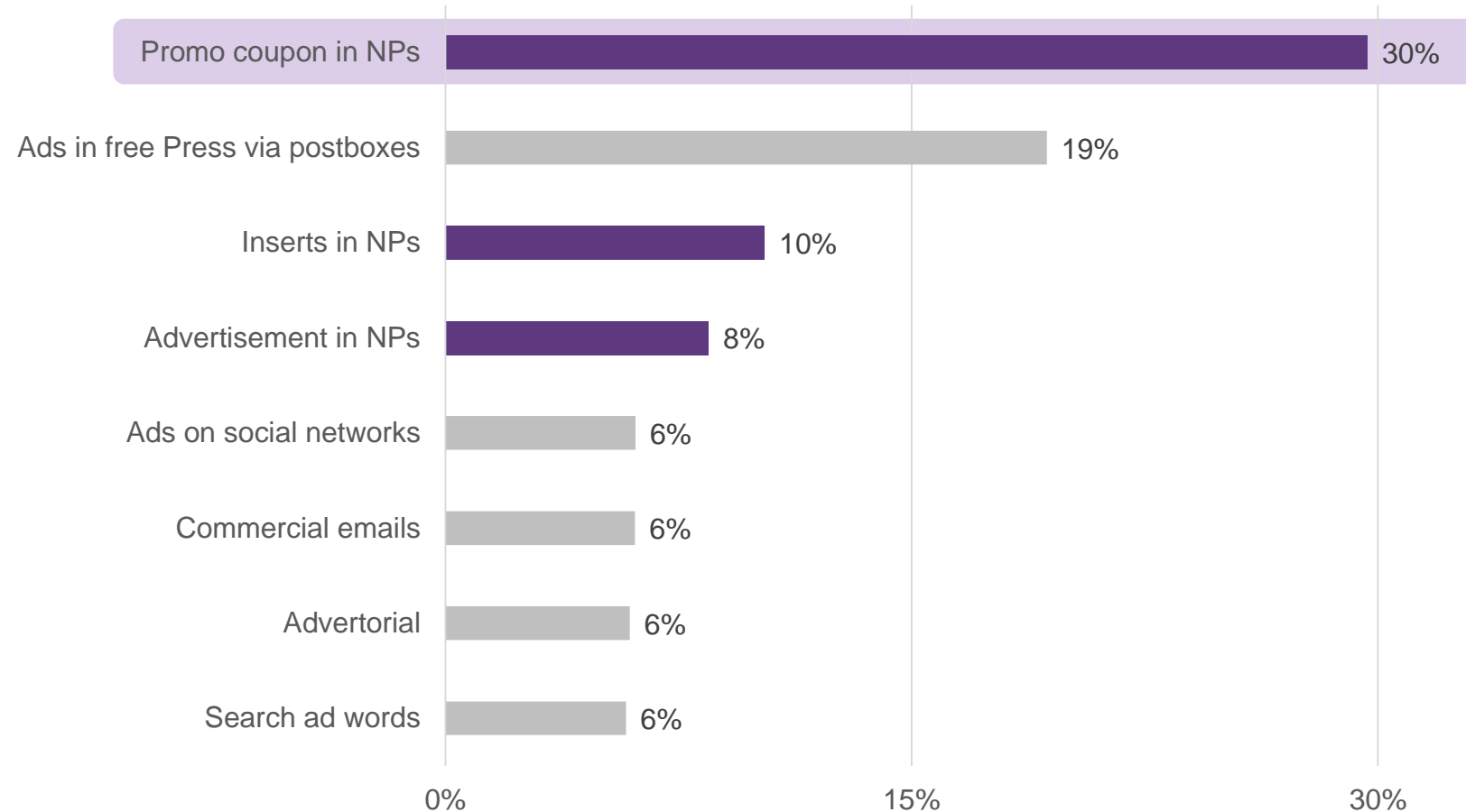


Source NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)



ABOUT COUPON

THESE ADS
MESSAGES **INCITE**
ME TO REACT
(% REACH)



Get more info, visit
a POS or site, talk about them....

Source NP Barometer Newsworks Nov. 2018
N=2127 interviews online 18/64 ans (AQ Rate)