



NEWS MEDIA REPORT

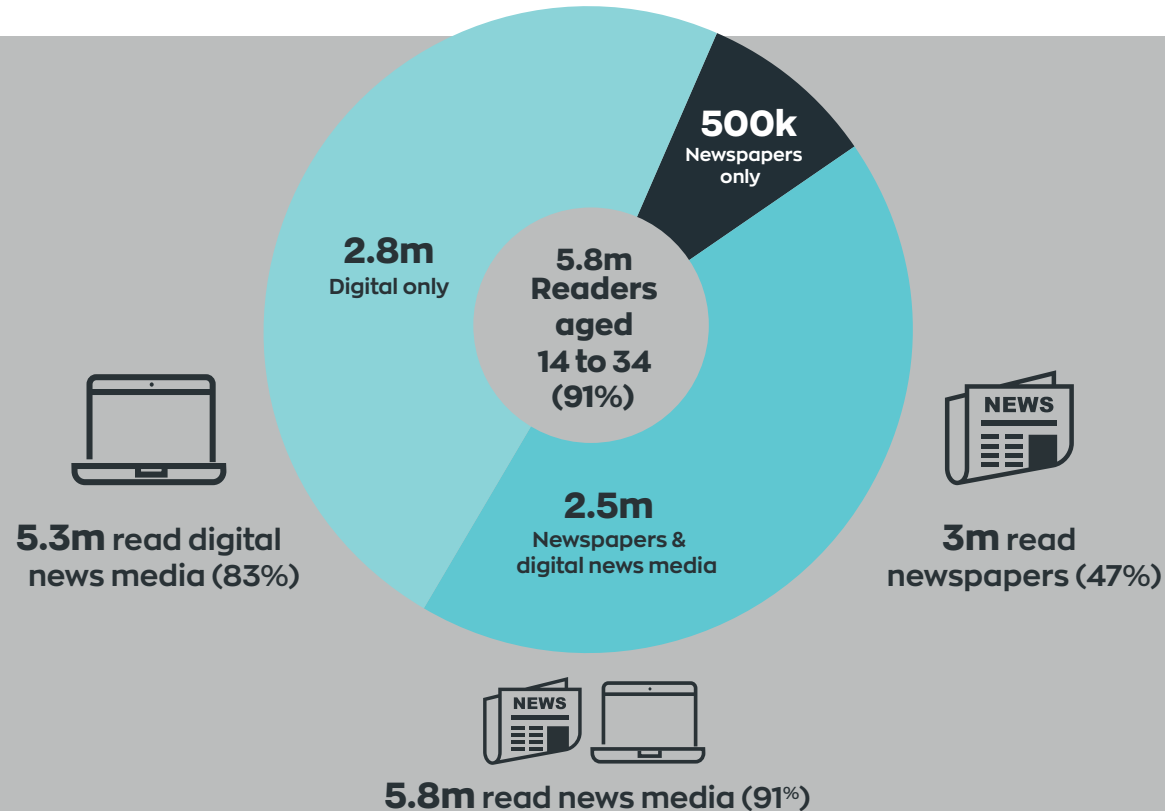
ENGAGING READERS UNDER 35 AT SCALE

News media reaches
91% of under-35s



NEWS MEDIA REACHES 91% OF UNDER-35s

- 5.8m under-35s read news media (91%)
- 5.3m read digital news media (83%)
- 3m read newspapers (47%)



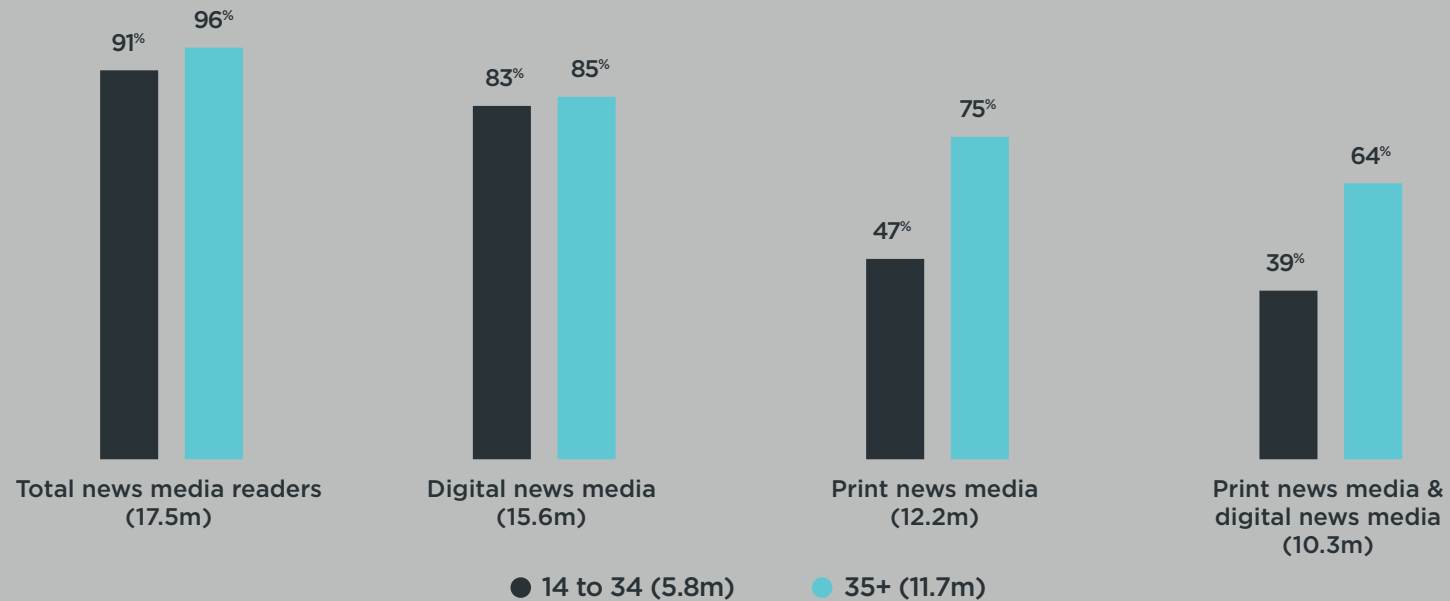
NEWS MEDIA REPORT ENGAGING READERS UNDER 35 AT SCALE



ENGAGING UNDER-35s

- Reaching 5.8m readers of the 6.4m Australians aged 14 to 34

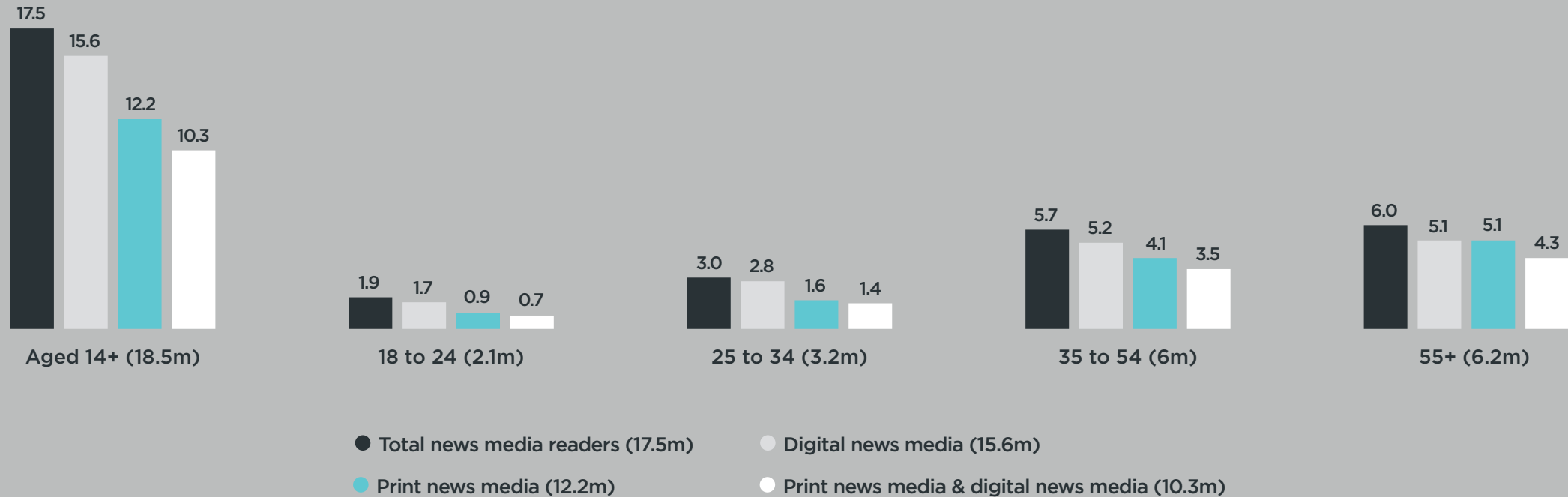
91% of under-35s read news media



Numbers in brackets (m) on x axis and on the legend are news media readers.

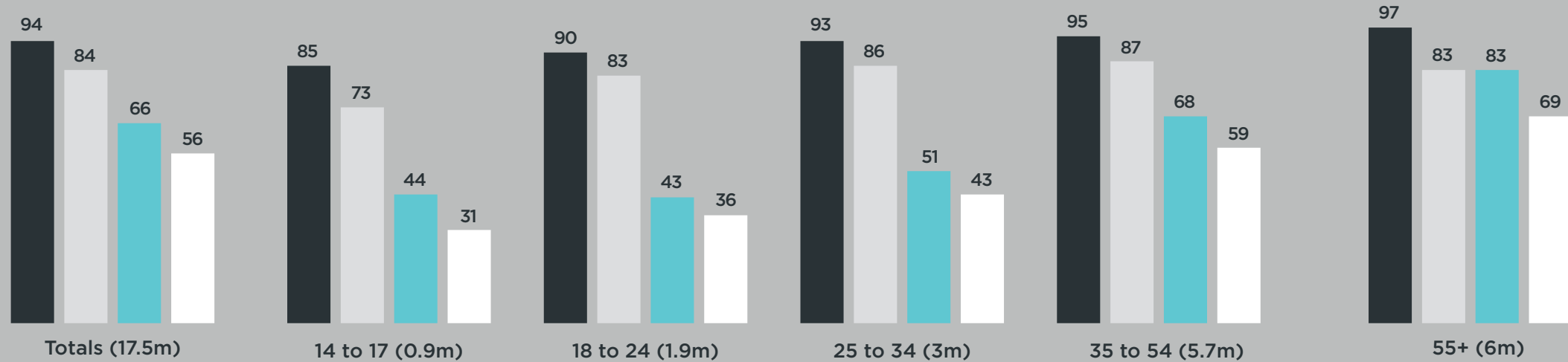
NEWS MEDIA IS READ BY 5.8M OF THE 6.4M AUSTRALIANS AGED 14 TO 34

News media reach by age band (m)



NEWS MEDIA IS READ BY 91% OF UNDER-35s

News media reach by age band (%)



- Total news media readers (17.5m)
- Digital news media (15.6m)
- Print news media (12.2m)
- Print news media & digital news media (10.3m)