

POSTMEDIA NETWORK

Pandemic Impact on News Audiences



CANADIANS ARE CONSUMING NEWS AT A RECORD PACE

There has been an explosion on engagement with news and information sites. In looking at the news categories and its subcategories, the week of Mar 9-15, 2020 saw big increases in engagement over the benchmark week of Dec 30, 2019 - Jan 5, 2020

**+29% more
Canadians visited
General News
sites when the
pandemic began...**

Digital News Sites Engagement in Canada

MAR 9-15, 2020 VS. DEC 30, 2019 - JAN 5, 2020

	AGGREGATE DAILY UV	VISITS	MINUTES	PAGES
News and Information Category	+19%	+19%	+10%	+22%
Business/Finance News Sub-Category	+34%	+40%	+63%	+78%
General News Sub-Category	+29%	+41%	+41%	+52%
Local News Sub-Category	+27%	+33%	+29%	+17%
Politics Sub-Category	+55%	+61%	+86%	+39%
Weather Sub-Category	+22%	+28%	+14%	-17%




Source: Comscore Media Metrix Custom Reporting, Canada

News and Information Category

MoM and YoY

All-time high digital audience for Postmedia Network!
18.7 million Unique Visitors

 Multi-Platform Competitive Intelligence Total Digital Population		Mar-20				
		Total Digital Population Unique Visitors (000)				
		Mar-19	Feb-20	Mar-20	MoM % chg (Mar-20 vs. Feb-20)	YoY % chg (Mar-20 vs. Mar-19)
Total Internet : Total Audience		31,044	31,735	31,801	0.2%	2.4%
Postmedia Network Canada Corp		14,198	15,229	18,680	22.7%	31.6%
TDP	News/Information					
1	CBC-Radio Canada Sites	20,973	21,789	24,871	14.1%	18.6%
2	Microsoft News	18,931	20,862	20,862	10.2%	
3	CTV	13,390	16,630	19,452	17.0%	45.3%
4	Postmedia Network Canada Corp.	14,198	15,229	18,680	22.7%	31.6%
5	Yahoo-HuffPost News Network	13,528	13,233	16,921	27.9%	25.1%
6	CNN Network	10,051	13,149	16,561	25.9%	64.8%
7	Pelmorex Corp.	14,442	15,203	13,790	-9.3%	-4.5%
8	NBC News Digital	7,121	9,028	13,736	52.2%	92.9%
9	Torstar Digital	9,347	9,554	13,098	37.1%	40.1%
10	Globe And Mail	6,288	7,314	12,385	69.3%	97.0%
11	New York Times Digital	5,165	8,312	11,937	43.6%	131.1%
12	Weather Company, The	7,941	11,825	11,798	-0.2%	48.6%
13	Insider Inc.	5,629	8,561	11,266	31.6%	100.1%
14	BBC Sites	7,199	8,441	10,715	26.9%	48.9%
15	Future Plc		8,449	10,399	23.1%	
16	The Guardian	5,184	5,997	9,108	51.9%	75.7%
17	Mail Online / Daily Mail	5,714	7,554	8,803	16.5%	54.1%
18	WASHINGTONPOST.COM	3,369	4,961	8,731	76.0%	159.1%
19	Narcity Media		7,268	8,165	12.3%	
20	USA TODAY Network	6,182	5,958	8,029	34.8%	29.9%
21	CNET	6,977	6,648	7,805	17.4%	11.9%
22	Quebecor Media	6,553	7,161	7,693	7.4%	17.4%
23	Apple News (Mobile App)		6,477	7,468	15.3%	
24	Forbes Digital	4,547	4,696	6,637	41.3%	45.9%
25	Reach Group	4,157	4,154	6,012	44.7%	44.6%

Source: Comscore Multi-Platform, Total Canada, All Locations, Mar 2020
TDP = Total Digital Population (UVs via Desktop/Laptop or Smartphone/Tablet)

Mar 2020: COVID-19

Newspaper Attribute Ranking

Digital Audience

Postmedia Network has the largest Canadian digital audience among newspaper publishers 18.7 million Unique Visitors

Rank	Entity Type	Media	Total Unique Visitors (000)		
			Total Digital Population	Desktop	Mobile
		Total Internet : Total Audience	31,801	27,129	24,365
		Top 1000 Properties [AND] Newspaper			
1	[P]	Postmedia Network Canada Corp.	18,680	6,106	16,088
2	[P]	Torstar Digital	13,098	2,738	11,550
3	[P]	Globe And Mail	12,385	2,014	11,131
4	[P]	New York Times Digital	11,937	3,670	9,565
5	[P]	The Guardian	9,108	2,800	7,162
6	[P]	Mail Online / Daily Mail	8,803	1,629	7,781
7	[P]	WASHINGTONPOST.COM	8,731	2,535	6,994
8	[P]	USA TODAY Network	8,029	2,370	6,381
9	[P]	Reach Group	6,012	1,192	5,236
10	[P]	NYPost Network	5,885	995	5,231
11	[P]	La Presse	5,567	1,700	4,287
12	[P]	News UK Sites	4,731	655	4,312
13	[P]	NantMedia Holdings	3,727	629	3,293
14	[P]	Groupe Capitales Medias	2,649	805	2,066
15	[P]	Telegraph Media Group	2,615	553	2,231
16	[P]	THEHILL.COM	2,190	450	1,879
17	[P]	SCMP Group	1,846	348	1,616
18	[P]	tronc	1,806	473	1,477
19	[P]	Groupe Le Monde	1,413	546	1,003
20	[P]	LEDEVOIR.COM	1,394	369	1,155
21	[P]	McClatchy Company	1,337	279	1,152
22	[P]	MediaNews Group, Inc.	1,108	253	925
23	[P]	Saltwire Network	1,071	253	898
24	[P]	Boston Globe Media Sites	1,008	323	755
25	[P]	Epoch Digital Network	989	237	825
26	[P]	HT Media Group	752	153	643
27	[P]	BLACKBURNNEWS.COM	577	70	543
28	[P]	SPH Digital	548	137	448
29	[P]	Winnipeg Free Press Sites	503	72	464
30	[P]	The Star Media Group	502	128	413

Mar 2020: COVID-19

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NEWS ORGANIZATIONS MOST RELIED-ON INFORMATION SOURCE

Percent who are getting most of their information about the virus from each source

		Japan	S. Korea	S. Africa	U.K.	Canada	Germany	U.S.	Brazil	Italy	France
Major news organizations	64	73	73	67	67	66	65	63	59	55	52
National government sources	40	41	50	36	34	31	32	25	40	63	45
Social media	38	44	35	72	22	33	26	26	64	32	21
Global health organizations like the WHO	34	22	18	43	26	45	30	27	46	46	36
National health authorities like the CDC	29	15	25	28	37	41	18	45	25	36	20
My friends and family	27	36	34	44	20	22	25	22	30	20	21
Local government sources	26	27	29	28	15	27	27	20	31	33	21

2020 Edelman Trust Barometer Special Report: Trust and the Coronavirus. Q4. Where are you getting most of your information from about this virus? Pick all that apply. Question shown to those who have heard of the virus (Q1/1). 10-mkt avg. Data collected between March 6 and March 10, 2020.



Source: eMarketer. March 2020