



SEVEN WEST MEDIA

MEDIA RELEASE

As audiences go mobile and get social, The West Australian is there waiting for them

West Australians love waking-up with *The West* and with more than 80 per cent of Australians checking their smartphone within an hour of waking¹ it's not surprising *thewest.com.au*'s mobile audience continues to gain momentum.

With the recent release of Nielsen's Digital Ratings (Monthly), *thewest.com.au*'s mobile and tablet audience is under-represented. This is a result of restrictions in Nielsen's methodology being able to capture iOS mobile secure sessions (HTTPS) due to privacy restrictions inherent to the operating system. This gap will be addressed by Nielsen with the launch of Digital Content Ratings in the coming months.

Internal Yahoo Analytics show that mobile (smartphone) accounts for almost 60 per cent of total users visiting *thewest.com.au*.

Mobile users to *thewest.com.au* have increased 46% year-on-year² as consumers increasingly look for convenience and follow breaking news and evolving stories anytime, anywhere across the day.

What this means for advertisers is that your digital campaigns with *thewest.com.au* are as mobile as your customers. So, as audiences change the way they consume media our advertisers can be there waiting for them.

West Australians' appetite for reading news remains strong. News, breaking news and sport are key drivers for *The West Australian's* digital platforms and readers who flag *thewest.com.au* as their preferred site over local competitors nominate quality of content as the clear driver of preference.³ And, according to Nielsen Digital Ratings (Monthly) the number of people accessing *thewest.com.au* via desktop is 20 per cent higher than our closest local competitor.

"Our integrated TV/digital/newspaper newsroom is the best in Australia and we have been focusing on building a short form video operation to make the most of our newsroom resources," said Michael Beach, Head of Digital Content, Seven West Media WA.

"This has already led to a huge increase in video streams on *thewest.com.au* in 2016 - up more than a million a month, year on year."

Seven West Media WA's social media presence is also gaining momentum and with new verticals created to better serve the needs of readers, our fan base is up 77 per cent since August 2015.

"We've built a massive Facebook audience of more than one million likes across Seven West Media WA and as Internal Yahoo Analytics show, this has seen a huge shift in our audience to mobile," Beach concluded.

For more information, contact:

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1 Deloitte Mobile Consumer Survey 2015 2 Yahoo Internal Analytics. Unique Identifiers : AU Only (Feb 2016).
3 IPSOS Tracking Study 2015