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## The Top 10 UK National Print Newspapers Online

*The Guardian remains the most popular, the Daily Mail is the fastest-growing; The Sun and the Daily Mail are the most engaging*

Nielsen//NetRatings, a global leader in Internet media and market research, looks at the performance of the ten most popular national newspapers in the UK in terms of audience size, growth and the time spent on the sites.

### 1/ Guarding the top spot

- **The Guardian** remains the most popular national UK newspaper website - as it has been for each of the last 12 months - with 2.7 million Unique Visitors, equal to one in every twelve Britons active online
- For the first time in 2007, **The Sun** (2.0 million Uniques) lost second spot; it is now third behind the **Telegraph** (2.1 million Uniques) in terms of popularity
- Overall, 7.4 million Britons (23% of Britons online) visited at least one of the ten most popular national newspaper websites

### The "Top 10" most popular UK National Print Newspapers by UK online audience - August 07

Rank	Newspaper	Unique Audience (000's)	Active Reach
1	Guardian	2,677	8.4%
2	Telegraph	2,079	6.5%
3	Sun	2,049	6.4%
4	Times	1,912	6.0%
5	Daily Mail	1,434	4.5%
6	Daily Mirror	721	2.3%
7	Independent	681	2.1%
8	Scotsman	657	2.1%
9	Financial Times	303	1.0%
10	News of the World	297	0.9%

E.g. 2.7 million Britons visited The Guardian website in August 07 = 8.4% of all active Britons online  
Source: Nielsen//NetRatings, UK NetView home & work data, August 2007

### 2/ The battle for second spot during the last 12 months

#### 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> most popular UK National Print Newspapers by UK online audience

Rank	Sept - Dec 06 (4 months)	Jan & Feb 07 (2 months)	Mar - May 07 (3 months)	June & July 07 (2 month)	Aug 07 (1 month)
2	Times	Sun	Sun	Sun	Telegraph
3	Sun	Times	Telegraph	Times	Sun
4	Telegraph	Telegraph	Times	Telegraph	Times

Alex Burmaster, European Internet Analyst, Nielsen//NetRatings, "Whilst the Guardian and Daily Mail have consistently remained the most and fifth popular, respectively, over the last year, the battle for the places in-between has see-sawed between the Sun, Times and Telegraph.

August is the first month of 2007 not to see a Guardian-Sun-one-two, with the Telegraph coming into second spot – being ahead of both the Sun and the Times for the first time."

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### 3/ Audience Growth - how the "Top 10" have fared across 2007

- The number of Britons visiting at least one of the "Top 10" grew from 5.6 million in December 2006 to 7.4 million in August 2007 – a growth of 30%
- The **Daily Mail** has experienced the greatest growth amongst the "Top 10" across 2007, more than doubling its audience from 0.7 million in December 2006 to 1.4 million in August 2007 (117% growth)
- The **Telegraph** is the only other of the "Top 10" to at least double its audience; growing by 106% from 1.0 million to 2.1 million

#### Unique Audience Growth: How the "Top 10" UK Nationals have performed across 2007

Rank	Newspaper	UA Change Dec 06 – Aug 07	Unique Audience (000's) Dec 06	Unique Audience (000's) Aug 07	UA Rank Aug 07
1	Daily Mail	117%	661	1,434	5
2	Telegraph	106%	1,007	2,079	2
3	Daily Mirror	65%	436	721	6
4	Financial Times	51%	201	303	9
5	Independent	44%	474	681	7
6	Sun	35%	1,513	2,049	3
7	Scotsman	31%	500	657	8
8	Guardian	26%	2,125	2,677	1
9	Times	20%	1,587	1,912	4
10	News of the World	20%	248	297	10

E.g. Daily Mail's audience grew by 117% from 0.7 million in Dec 06 to 1.4 million in Aug 07. It's currently the 5<sup>th</sup> most popular UK national online  
Source: Nielsen//NetRatings, UK NetView home & work data, December 2006 - August 2007

"The leading UK national papers online have achieved excellent growth since the start of the year. As a group, they've experienced 30% growth which is particularly impressive considering the online audience itself has grown by just over 9% in the same period. This means, as a group, the leading nationals online are growing at three times the rate of overall UK Internet growth."

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#### 4/ The newspapers accruing the most audience time

- More time was spent on **The Sun** (53 million minutes) than any other UK newspaper, followed by the **Daily Mail** (49 million minutes)
- The **Daily Mail** (34 minutes) and **The Sun** (26 minutes) also had the highest average times per visitor

#### Total Time and average Time per Person for the "Top 10" UK Nationals - August 2007

Rank	Newspaper	Total Minutes (millions)	Time per Person (mm:ss)	UA Rank Aug 07
1	Sun	53.1	25:54	3
2	Daily Mail	48.9	34:06	5
3	Telegraph	32.3	15:33	2
4	Times	30.6	16:01	4
5	Guardian	30.0	11:11	1
6	Mirror	10.9	15:11	6
7	Scotsman	7.2	11:01	8
8	Independent	4.7	06:54	7
9	Financial Times	4.6	15:05	9
10	News of the World	3.0	10:10	10

Source: Nielsen//NetRatings, UK NetView home & work data, August 2007

E.g. Britons online spent a total of 53 million minutes on the Sun website in Aug 07 – an average of almost 26 monthly minutes per visitor. It's currently the 3<sup>rd</sup> most popular UK national online

"It's been a good year for all the leading nationals online, particularly the Sun, the Mail and Telegraph. The Sun now accrues more time on its website than any other UK newspaper and, with the exception of August, it has always been the second most popular site behind the Guardian.

The Mail has experienced greater growth than all the other leading nationals and now boasts the highest time per visitor, whereas, the Telegraph has been the second-fastest growing amongst the leading nationals and now sits third in terms of total audience time."

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#### EDITOR'S NOTES

**Methodology:** The data comes from Nielsen//NetRatings' panel of 40,000+ UK Internet users whose PC and online behaviour is tracked and measured on a continuous and ongoing basis.

**Audience Figures:** The data refers to UK Internet users only accessing the Internet from home or work. It, therefore, doesn't include overseas visitors or UK visitors accessing the Internet from non home/work locations e.g. educational establishments, Internet cafe's, airports etc.

**Please source all information to [Nielsen//NetRatings](#) or [NetRatings](#)**

**Please note that ACNielsen and Nielsen Media Research are both separate companies and should NOT be quoted when sourcing the attached data. If an abbreviated name is required then please use [NetRatings](#)**

For further information, please contact:

- Alex Burmaster, European Internet Analyst: Tel: 020 7014 0597 / 0780 3131144 / [aburmaster@netratings.com](mailto:aburmaster@netratings.com)