



*Tablet
Study*

EXECUTIVE SUMMARY - JULY 2015



Introduction

Understanding the evolving world of the Tablet audience for Fairfax Media.

Technology is driving considerable change in consumer's consumption of media, especially news services.

From the traditional clockwork process of a morning paper, a radio broadcast and the evening news, consumers are now free to consume news at any time of the day.

While WiFi is the new enabler, the device which news is being delivered through is also an influencer on consumer behaviours.

Therefore, Hoop has been asked to explore the landscape of the Tablet device. To do this, we talked to the Fairfax Tablet audience directly to understand their motivations, behaviours and attitudes to their Tablet and Fairfax products. We also engaged with a subset of non Tablet users so we could understand key differences.

Of particular interest was a desire to understand Tablet users experience with, and preference of, the app and browser services.

3rd *Highest nation of
Tablet owners[^]*

13 *Million Tablet
owners[^]*

113 *Minutes average
usage per day^{*}*

369,000 *Fairfax
Tablet app users per month[~]*

Approach

ONLINE FOCUS GROUP



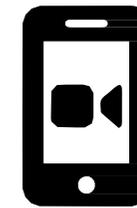
n = 60

ONLINE SURVEY



n = 1835

MOBILE VIDEO DEVICES



n = 30

Recruited via the Fairfax site/app and database.

WHO WE SPOKE WITH

52% The Age

(access via print, website, tablet, smartphone)

62% SMH

(access via print, website, tablet, smartphone)



48%



52%

NSW 49%

VIC 48%

QLD 3%

Devices own / use



93%



74%



85%

18 - 75 years

Weighted to Emma data for app, browser and computer users.

It should be noted that this research piece has been supported with information from Telsyte's Australian Digital Consumer and Tablet report.

Tablet owners not only skew towards the higher socio-economic brackets, they also have a strong relationship with news.

75% of Tablet owners are Opinion Leaders vs. 54% of non Tablet owners.

Tablet owners have strong attitudes and relationship with news.

97% *news and current affairs keep up to date with*
Non Tablet Owners 95%

79% *like to try new things*
Non Tablet Owners 69%

91% *use tech to simplify their life*
Non Tablet Owners 61%

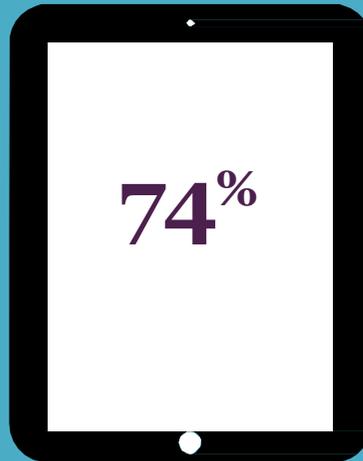
70% *enjoy sharing an opinion*
Non Tablet Owners 64%

64% *have their tablet when relaxing*

Device eco system

Tablets have relevance right across the week for users.

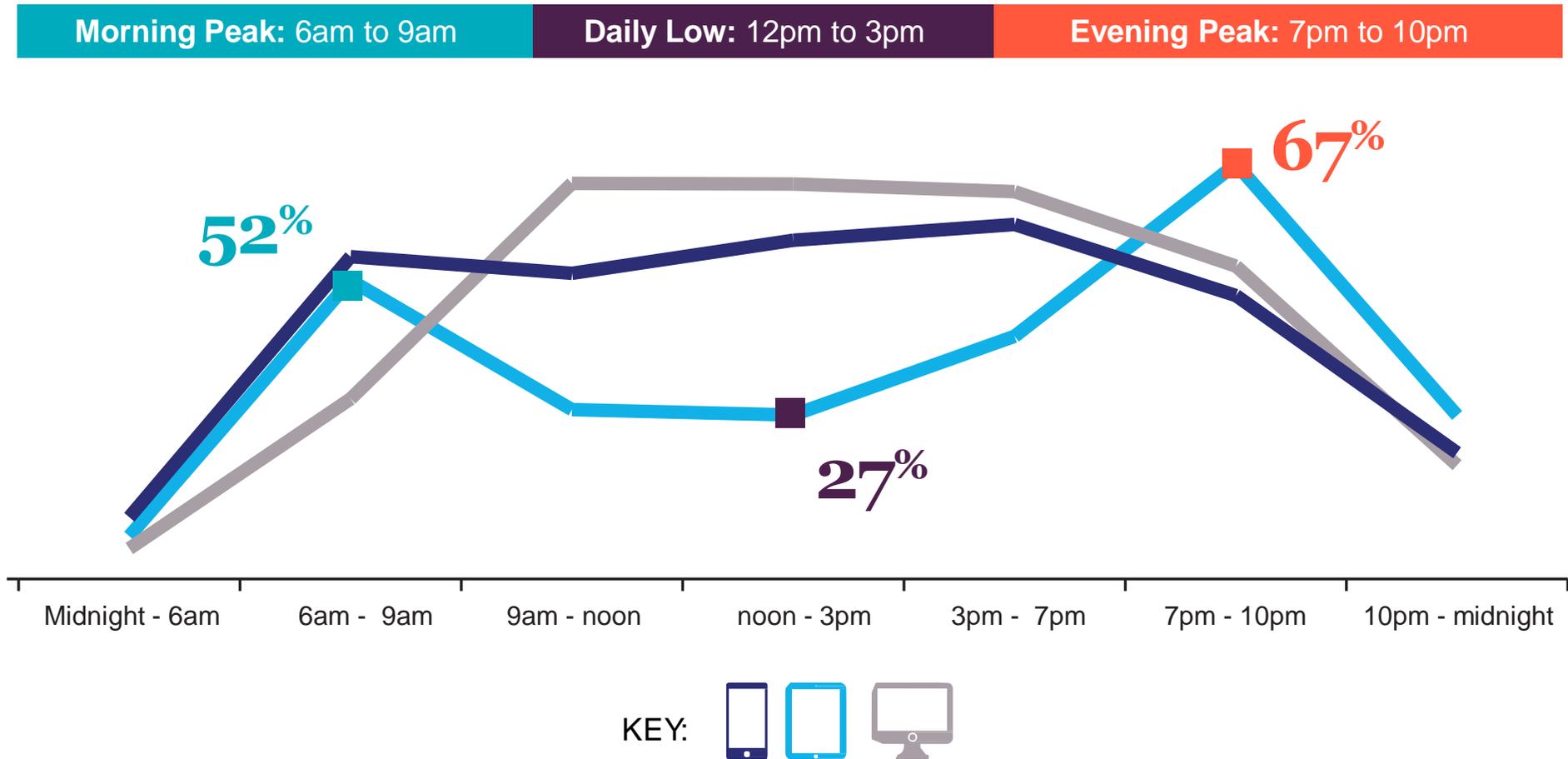
USE EVERYDAY OF THE WEEK



48% say they use their Tablets more on weekends.

The tablet bookends the day

Tablet usage starts the day strongly, takes a dip during the work day before outperforming other devices during the evening peak.



Tablets are the go to news device when consumers want to relax

*Tablets:
The digital
platform most
likely used
as a mood
enhancer*



When accessing news, which platform would you turn to...



When I want some
Me Time



When accessing
Lifestyle



When having a lie in
Bed



When I want to be
Entertained

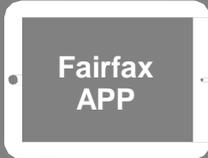


Loyalty to Fairfax Media tablet apps is shown through tenure and frequency of usage

HIGH ENGAGEMENT WITH FAIRFAX APPS



72%
*Have had for >
than 2 years*



70%
*"Its my
favorite app"*



47%
*"I would
recommend
it to other
people"*

**78% access
Fairfax Media's
tablet apps
at least
daily.**

Question: How often do you access [Fairfax Paper] on the following devices?

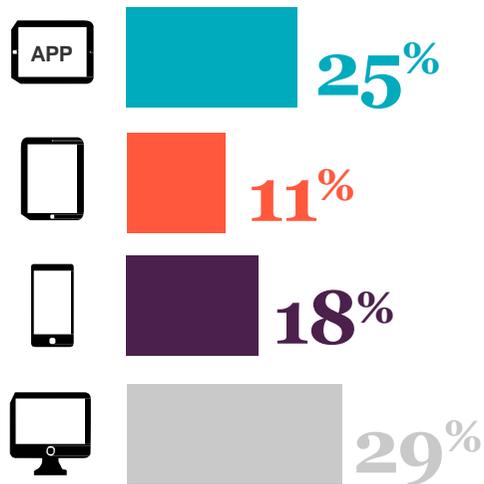
Fairfax Media's tablet app audience are 28% more likely than the tablet browser audience to access at least daily.

Fairfax Media's tablet app audience are highly engaged with both content and advertising when compared other digital platforms

Of Fairfax Media's audience accessing via the below platforms...

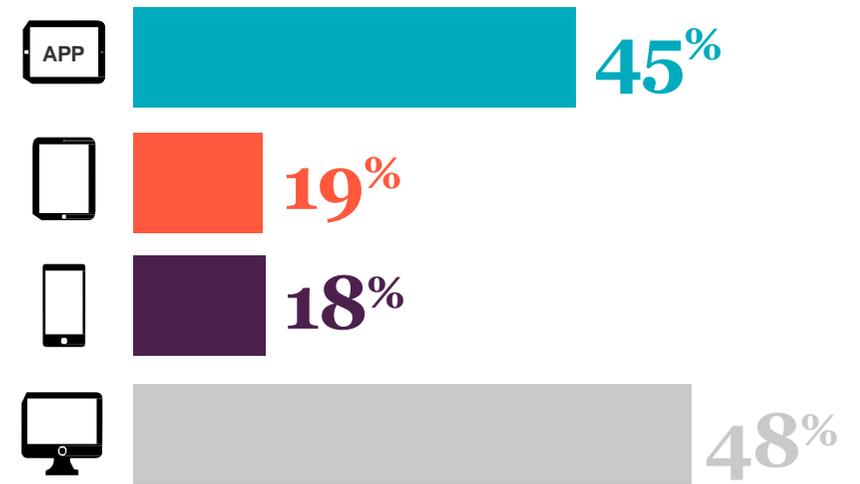
Content

Fairfax Media's audience take action from content; either shared an article via social media or email.



Advertising

37% of Fairfax Media's audience have clicked on an ad seen on Fairfax, and they were more likely to respond from the app than the browser.



For more information please
contact your Fairfax Media
sales representative

