

18th September 2014

The National Readership Survey Ltd (NRS) yesterday launched mobile and tablet estimates of audience readership. The key findings behind the additional data were unveiled at the launch event, providing unique insight into how people are consuming content across print, PC, mobile and tablet.

Since its launch in September 2012, NRS PADD has been providing estimates of the combined reach of print and PC websites based on a fusion of NRS and comScore data. The new mobile and tablet estimates have been added to this dataset. These estimates are beta data and are published for 19 of the leading brands in the market. This number will increase with future releases, subject to sample sizes and approval. From November onwards, Mobile & Tablet estimates will be released alongside the Print and NRS PADD results.   
  
The additional data highlights how mobile is extending the brand footprints of publishers, offering advertisers the ability to reach millions in new editorially safe environments. At the event, The NRS revealed that mobile is adding on average 27% to the individual footprints of the brands measured across magazine and newsbrands. In the UK there are 1.3 million mobile visitors not already accessing publisher content via print or PC, this equates to an additional 7% net reach for the sector. The new data also highlighted that across a month on print, PC, mobile and tablet, 92% of adults are reached by news or magazine brand content.

**Simon Redican, chief executive at NRS**, said: “We are excited to launch the first insight into audience reach of publishers’ content on tablet and mobile. Publishers have invested heavily in their offering on all major digital platforms and it is imperative that the survey allows their commercial teams and agency customers to understand how this is adding to the reach and influence of the sector. In combination with the current review, we are confident that customers can see the appetite in the sector to provide the data we need to ensure the long term health of this vital market. With our research partners we are exploring how we can add further titles to the mobile analysis and how much more granular detail we can understand to aid the planning process”.

The launch event, took place on the 17th September at Ham Yard Hotel in Soho, providing a first glimpse at the key findings behind the new data. The full data set is published at 10:00AM on the 17th September, under embargo till 9:00AM on the 19th September and will show NRS PADD readership data for the period July 2013 to June 2014, incorporating June 2014 comScore data, across nineteen of the UK’s leading titles.

**= Ends =**

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**About NRS**

NRS Ltd is a non-profit-making, commercial organisation funded by the NPA, PPA and IPA. Its primary role is to provide reliable and professional readership estimates of the number and nature of the people who read Britain’s newspapers and consumer magazines. Currently the survey publishes data for more than 300 newspapers, newspaper supplements and magazines, which together represent the large majority of the UK press advertising market.