The Value of Engagement among the Online News Audience

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Introduction

The purpose of this paper is to explore the level of commitment shown by readers of online newsbrands. By using data from two different markets with different news cultures – Britain and China – we will also show the similarities in behaviour as well as the variances.

We also seek to quantify the value of committed readers for publishers and advertisers. From among online newsbrand readers, we will identify which groups are the most interesting targets for advertisers – and show how these groups can be evaluated.

Summary

The paper demonstrates the value in particular of committed online readers to news sites – defined as the heaviest 20% measured by monthly “dwell time”. These readers can be identified, and their value quantified against many valuable metrics. We can also identify what content they are reading.

This kind of information should help advertisers and their agencies to identify key online targets, who are likely to be the most receptive to online advertising. It should also assist with online advertising placement. Additionally it gives publishers the ability to showcase their online audience and highlight high-value inventory.

Not all markets have a strong overlap between the print and online newsbrand properties. The two countries explored in this paper, Britain and China, are different in this respect. Where such an overlap exists however, there are good opportunities for publishers to put together portfolio packages across their different inventory on different platforms.

Datasets such as TGI Clickstream enable these possibilities by combining offline and online media measures. The key is the ability to capture “dwell time” through passive measurement of online consumer behaviour.

We believe that targeting audiences in this way is the strategy that will lead to the best results for advertisers.

Our data sources

For both Britain and China, we will use data from the TGI ‘Clickstream’ databases. Both of these combine classic TGI information on consumers’ product and media habits with passively-collected online behaviour.

The precise methodologies are not identical for the two markets. Furthermore they will evolve as the market develops. The information used in this paper is drawn from the most recent database releases at the time of writing. A description of the methodologies is provided in the Appendix to this paper.

A TGI Clickstream service also exists in France, and plans exist to set them up in other parts of the world including Latin America, Turkey and the US.

Sources of news and the overlap between print and online:

Britain

The market for news is continually evolving. It's clear even from looking at just these two markets that the history of a country's news sector can affect its shape today. The development of the online news market has been very different between Britain and China.

In Britain, "newsbrands" (as they now tend to be called) are well-established. There is a long history of individual newspaper publishing, going back more than 200 years. The Times began in 1785 under the title *The Daily Universal Register* and became *The Times* in January 1788. The Guardian was founded in 1821, originally as a local paper. The Daily Telegraph was founded in June 1855 as *The Daily Telegraph and Courier*. The Daily Mail was first published in 1896.

Newspapers dominated the dissemination of news until well into the twentieth century. Then other media emerged through which the public could be kept in touch with news: first radio, then television. But newspapers developed and survived the challenges.

For the last twenty years or so, the threat from the internet to newspapers in their traditional form has been even greater. The torrent of technological developments has presented huge challenges to publishers trying to keep up with the game. A range of types of site – portals, social networking sites and many more – have evolved into a means for the dissemination of news, and often individualised comment.

The reaction of traditional newspapers in building an online presence has been strong. Table 1 categorises and lists all online news sites or sections measured by GB TGI Clickstream as having more than 2 million GB-based online viewers in the last four weeks.

A complicating factor is the existence of the BBC. As a state broadcaster funded by a public annual licence fee, the BBC has defined part of its mission as being to provide a comprehensive online news service. It is the most widely-used source for online news: close to 50% of the GB adult population (24.8m of 51.7m) visit the BBC website in a four-week period, and 15.3m visited the news section.

The UK version of the BBC website does not carry advertising, so whilst it competes with the websites operated by traditional news publishers for readers of its editorial, it doesn't compete for advertising revenue.

Six newspapers' websites capture more than five million online readers per month. Mail Online, the site operated by the Daily Mail, achieves 12.7m monthly readers; the sites produced by the Guardian and the Daily Telegraph also reach 10m. (Table 3a shows these in percentage terms: respectively 25%, 20% and 19% of the total GB online universe). The sites operated by the Daily Mirror, the Independent and the free Metro newspaper all reach over 5m too.

The websites associated with the News International titles, namely The Times and The Sun, operate a paywall or membership system, so by design their reach is less.

These figures serve to represent just GB-based visitors to these sites. In some cases – for example Mail Online and theguardian.com – their owners have made significant and successful efforts to build a worldwide footprint. One recent estimate published for Mail Online reported 219m monthly visitors.

Table 1 also sets out the leading news sites or sections that emanate from organisations other than the traditional national newspapers. By definition these are newer sources, having been launched within the last two decades, and don't have the history of the national newspapers. Some – for example Sky Sports, the Huffington Post and Yahoo News – have built up sizeable audiences, but none reach as many as 5m readers per month.

Table 1:

Online news sites or sections with over 2,000,000 online viewers in last 4 weeks

Category	Viewers in last 4 weeks	total (000s)
	GB adult population	*51,670*
	Site / section	
State broadcaster (no advertising on UK site)	bbc.co.uk	24,860
	BBC News	15,298
Newspaper websites	dailymail.co.uk (Mail Online)	12,703
	theguardian.com (inc. guardian.co.uk)	10,606
	telegraph.co.uk	9,993
	mirror.co.uk	7,214
	independent.co.uk	6,300
	metro.co.uk	5,421
	express.co.uk	2,753
	thesun.co.uk	2,711
News: Sports	skysports.com	4,865
News: Online/International	huffingtonpost.co.uk	4,474
	huffingtonpost.com	4,332
News: Local	Local World Network	4,240
Portals (News sections)	Yahoo! News UK	3,879
	MSN News UK	2,850
News: Entertainment	digitalspy.co.uk	3,691
News Aggregators and Socially Generated News	reddit.com	2,640
	change.org	2,548
Other News Content Providers	orange.co.uk	2,608

GB TGI Clickstream 2015 Q1 (October 2013 - September 2014)

Where the newsbrands are unique is in publishing content in both printed and digital forms. Table 2 shows the website, print and combined audience reach – or footprint – of the three biggest traditional newspaper players. On this measure, along with the BBC, they can be regarded even more clearly as the largest news providers in Britain.

The 7m-plus print readership of the Daily Mail (looking at those reading within the past seven days) when combined with the 12.7m online readership, brings a total audience of over 18m. Similarly the Guardian and the Daily Telegraph enjoy total audiences of around 12m.

Table 2:

Largest News Providers

Category	Viewers in last 4 weeks	total (000s)
	GB adult population	*51,670*
	Site / section	
State broadcaster (no advertising on UK site)	bbc.co.uk	24,860
(last 4 weeks)	BBC News	15,298
Newspaper websites	dailymail.co.uk (Mail Online)	12,703
(last 4 weeks)	theguardian.com (inc. guardian.co.uk)	10,606
	telegraph.co.uk	9,993
Print editions associated	Daily Mail	7,652
(last 7 days)	The Guardian	2,088
	The Daily Telegraph	2,531
Newsbrands total footprint	Mail Online + Daily Mail	18,466
	theguardian.com + The Guardian	12,063
	telegraph.co.uk + Daily Telegraph	11,950

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There is some overlap between print and online reading of newsbrands. This is apparent whether we take the broader audience definition for both forms – that is, 'last four weeks' for the website and 'last seven days' for the print edition – or a tighter definition, of 'last seven days' for the websites and 'yesterday' for the print editions (Tables 3a and 3b).

The correlation between reading the Guardian both in print form and online is particularly strong. As Table 3a shows, 30% of 'last seven days' readers of the print edition also visited the website within the last four weeks – an index of 147. The equivalent index of 216 in Table 3b illustrates that average issue or 'yesterday' readers are more than twice as likely as the average adult to have looked at theguardian.com in the last seven days. Daily Telegraph readers index 137 for telegraph.co.uk by the same measure.

Guardian print readers are notably voracious in their online reading habits. As well as theguardian.com, they are also more likely than average to look at Mail Online (index of 148 among yesterday print readers) and telegraph.co.uk (index 139) too.

It's also interesting to note that readers of the Daily Mail print edition are no more likely than the average online adult to visit Mail Online. The audience-building for Mail Online has been very successful both within GB and internationally; the strategy has not had the result of creating strong connections across platforms in the same way as for the Guardian and theguardian.com.

The overlap between print and online reading for the Guardian and – albeit to a lesser extent – the Daily Telegraph suggests that a relationship exists with the newsbrand from which advertisers can benefit. As a consequence, a very traditional media sales argument can be made in the cross-platform environment.

Table 3a:

Overlap between Print and Website Reading (broad audience)

		Total	Daily Mail *(last 7 days)*	The Guardian *(last 7 days)*	The Daily Telegraph *(last 7 days)*
Total	(000)	24017	7652	2088	2531
	vert%	100%	100%	100%	100%
	Index	100	100	100	100
dailymail.co.uk (Mail Online) *(last 4 weeks)*	(000)	12703	1889	663	583
	vert%	24.6%	24.7%	31.8%	23.0%
	Index	100	100	129	94
theguardian.com (inc. guardian.co.uk) *(last 4 weeks)*	(000)	10606	1439	630	522
	vert%	20.5%	18.8%	30.2%	20.6%
	Index	100	92	147	101
telegraph.co.uk *(last 4 weeks)*	(000)	9993	1470	490	575
	vert%	19.3%	19.2%	23.5%	22.7%
	Index	100	99	121	117

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Table 3b:

Overlap between Print and Website Reading (narrow audience)

		Total	Daily Mail *(yesterday)*	The Guardian *(yesterday)*	The Daily Telegraph *(yesterday)*
Total	(000)	24017	3833	744	1237
	vert%	100%	100%	100%	100%
	Index	100	100	100	100
dailymail.co.uk (Mail Online) *(last 7 days)*	(000)	6177	427	132	126
	vert%	12.0%	11.2%	17.7%	10.1%
	Index	100	93	148	85
theguardian.com (inc. guardian.co.uk) *(last 7 days)*	(000)	4672	277	146	121
	vert%	9.0%	7.2%	19.6%	9.8%
	Index	100	80	216	108
telegraph.co.uk *(last 7 days)*	(000)	3878	283	77	127
	vert%	7.5%	7.4%	10.4%	10.3%
	Index	100	98	139	137

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That said, there are interesting demographic differences between the print and the online reader profiles of the newsbrands.

The print audience profiles shown in Chart 4a will be familiar to long-time observers of the GB newspaper market. The Daily Mail dominates the paid-for mid-market sector. Its audience profile is a little upmarket of the GB average (64% of its ‘last seven days’ readers are in the ABC1 social grades compared to 54% within the overall population).and also somewhat older (32% aged under 44 compared to 47% in the population at large, and 34% aged over 65 compared to 21%).

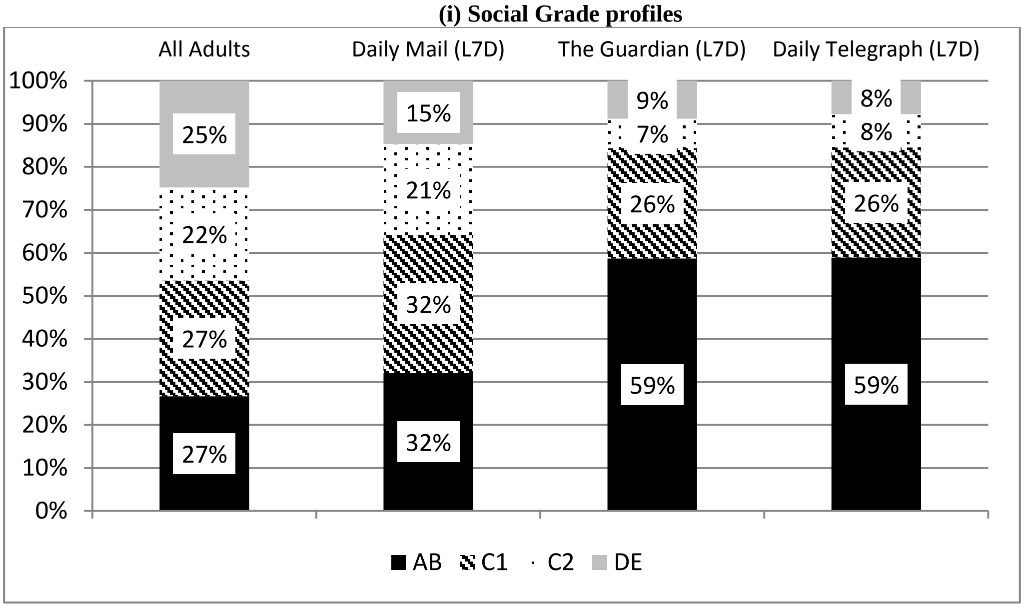
The Guardian and the Daily Telegraph both occupy the up-market sector. This is clearly shown by the proportion of their readers who are ABC1: 85% in both cases, with 59% in social grade AB. Where they differ is in their age profile: the Guardian is much younger than the Daily Telegraph, as evidenced by the proportion of their readers aged 65 or over: 16% for the Guardian and 40% for the Daily Telegraph.

The online reader profiles tell a different story. (Chart 4b). All three are pretty similar to each other in terms of social grade, age group and gender. In social grade and gender, all three line up closely with the national profile. In terms of age, they are all younger than the population average – around 60% aged under 45 compared to 47%.

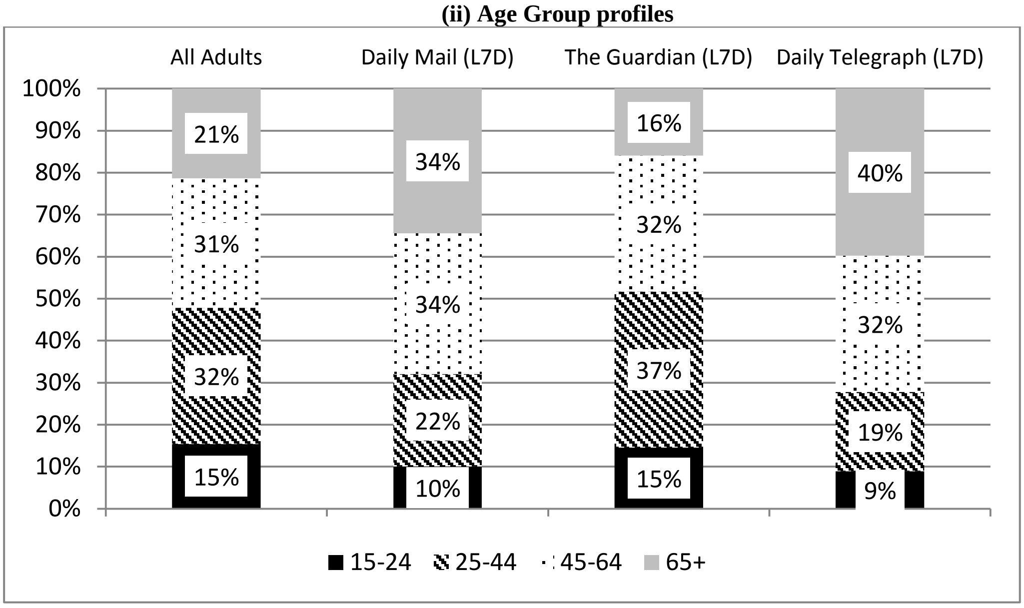
Chart 4a:

Print audience profiles: Daily Mail, The Guardian and Daily Telegraph

(i) Social Grade profiles



(ii) Age Group profiles



(iii) Gender profiles

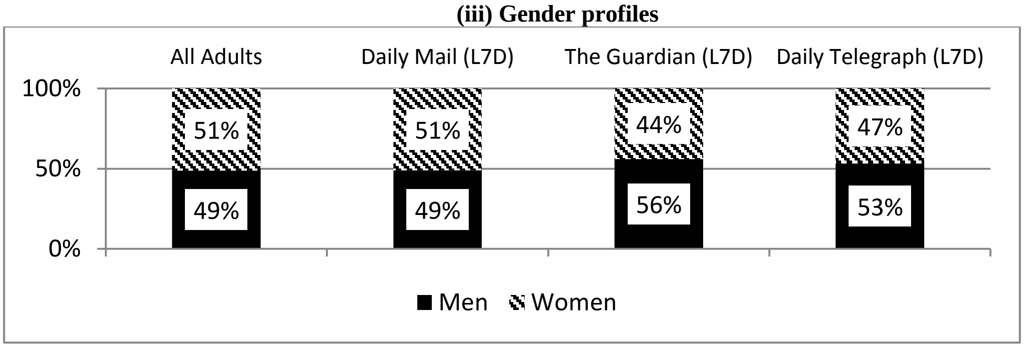


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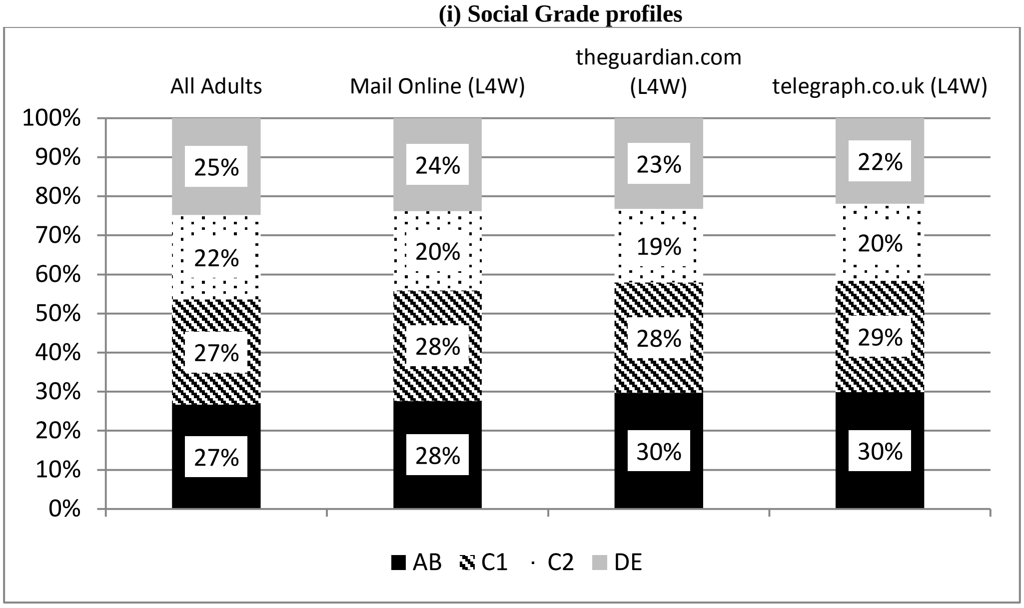
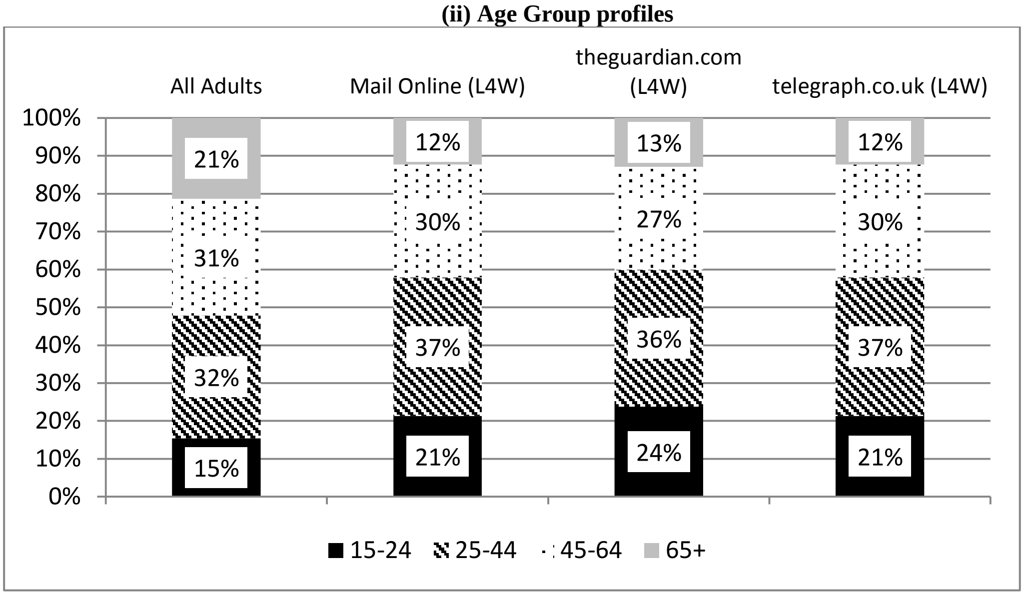
Chart 4b:

Online audience profiles: Mail Online, theguardian.com and telegraph.co.uk

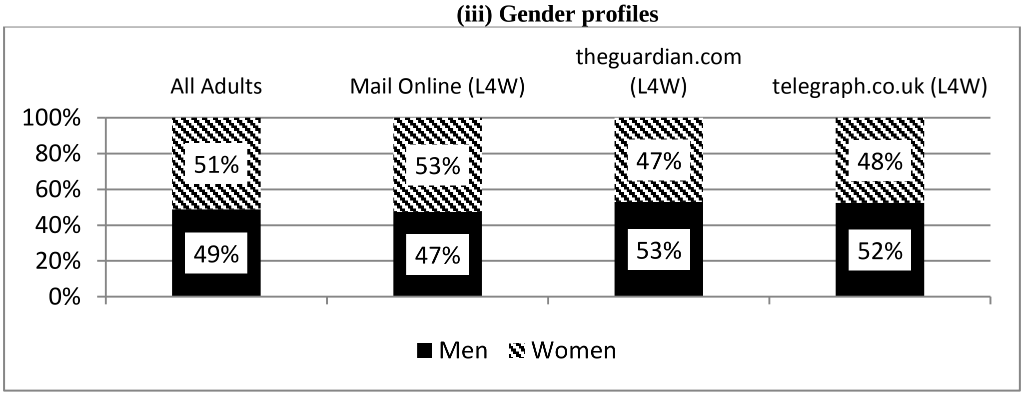
(i) Social Grade profiles



(ii) Age Group profiles



(iii) Gender profiles



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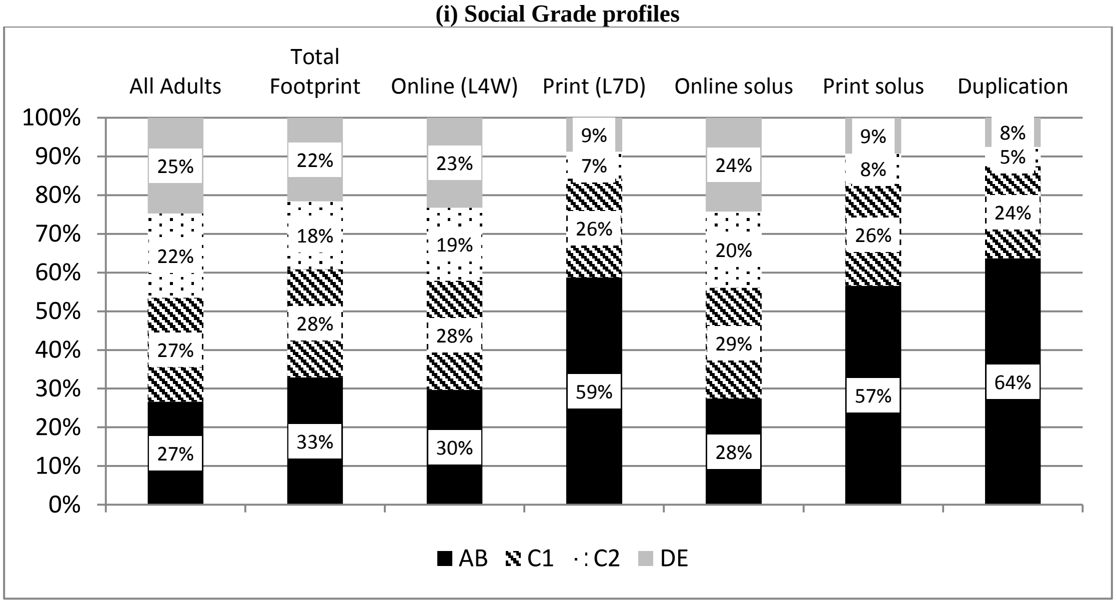
Charts 5a and 5b show a more detailed comparative picture for the Guardian/theguardian.com and for the Daily Mail/Mail Online. It also depicts the profiles for each newsbrand's total footprint, the solus audience to each, and the duplicate audience.

It's clear to see that advertisers will reach audiences that are quite different in their demographic characteristics depending on which platform they use. The upmarket bias of the audience to the Guardian's print edition compared to the online edition is clearly shown, and is even more in evidence when we look at the duplicated audience across both platforms. 64% of the duplicated readers are in the AB social grade, and a further 24% are C1. For the Mail platforms, the most salient difference is the younger profile of the online edition, contrasted with the older print profile. And as with the Guardian, the duplicated audience is more upmarket.

Chart 5a:

The Guardian audience profiles: Online and Print

(i) Social Grade profiles



(ii) Age Group profiles

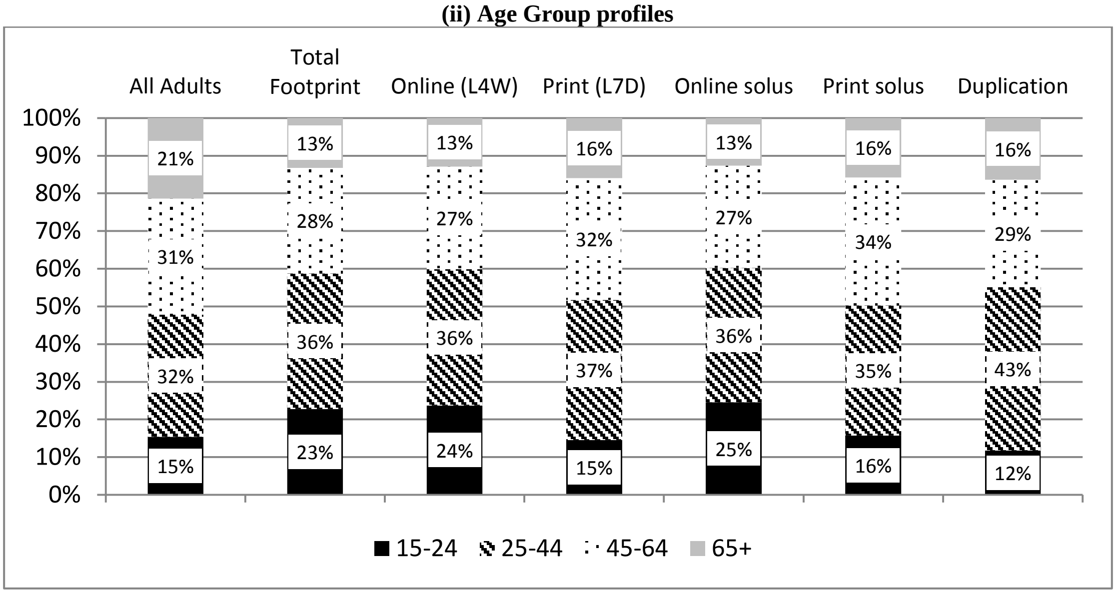


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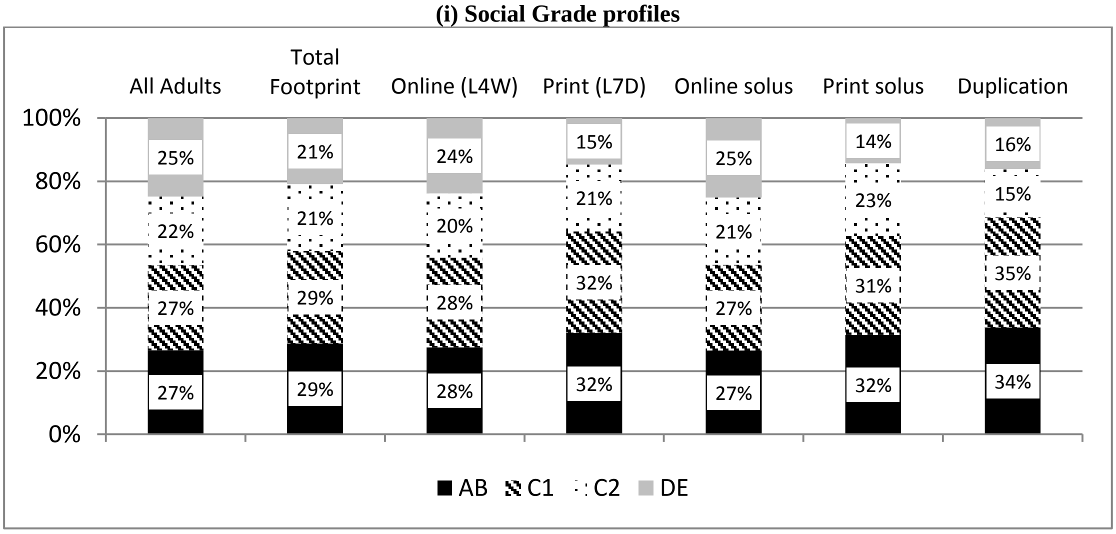
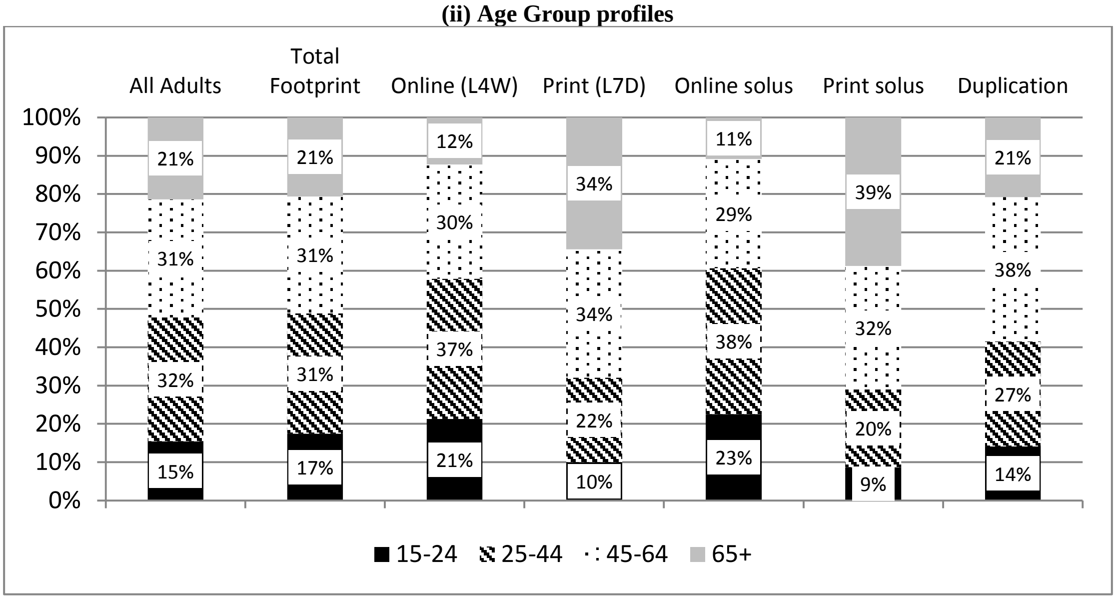
Chart 5b:

Daily Mail audience profiles: Online and Print

(i) Social Grade profiles



(ii) Age Group profiles



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China

Modern newspapers were introduced to China from the west in the nineteenth century. “Abelha da China” was widely regarded as the first modern newspaper in China. It was launched in 1822 in Macau by the Portuguese, and only published for one year.

China’s newspaper industry flourished after 1978 when the liberalisation policy began. As China transformed from a planned to a market economy, the newspaper industry gradually moved towards market competition and a publisher’s survival depended more on its own business operations than on governmental support. In 2003, the number of newspaper titles reached 2,119, which was 10 times more than the number in 1978.

But recently the party has been brought to a halt. Printed newspapers have started to suffer declining readership and revenue, notably from 2012 onwards. The impact of the internet – and mobile internet in particular – has been a significant factor here, but the decline is not solely attributable to this. Four crucial factors explain its severity:

i. The explosive growth of China’s mobile internet

According to CNNIC (China Internet Network Information Center), in 2014 the number of mobile internet users reached 557 million, accounting for 86% of all internet users in China. Mobile internet allows readers to receive up-to-the-minute updates from web portals, bloggers and news services, at any time and any place. The latest CNRS-TGI data reveal that browsing news is the number one online activity among Chinese internet users. In particular, with people nowadays spending more time commuting to work, mobile internet meets their fragmented reading needs.

ii. Copyright

Content is king. Since the beginning of their development, websites have taken advantage of the lax regulatory environment by aggregating and plagiarising content from newspapers and other media for free. One study found that, on average, 16 articles from each newspaper were reprinted daily by online news sites without the consent of the publisher, and over 42% of news content on news portals of all types originated from newspapers.

iii. Regulations and government restrictions on traditional media

Although print newspapers and digital formats both fall within the realm of media, they are considered to belong to different industry sectors in China: printed media are a part of the press and publishing industry, while digital media goes with the internet industry. In China, all newspapers, TV and radio stations are owned by the government, and there are limitations and restrictions on the content that can be posted on traditional media. The internet however is regulated by the Ministry of Industry and Information Technology in China, and is a shared platform for the masses, businesses, government and economy. After years of explosive growth, China has become the largest internet market in the world.

iv. Wrong “digital” strategy

Faced with the competition from the internet, at the beginning many of China’s newspaper publishers jumped at the opportunity to try to take a slice of digital advertising revenues. The strategy they adopted was simply to post an electronic copy of the print newspaper on their websites. The market response was lacklustre, because the electronic version of the print newspaper still bears the deep imprint of the print medium, and is not in the real sense a digitised version. This mis-step cost the industry the upper hand in establishing itself as the leading digital news source in China.

So the recent trend in China has been the rapid growth of online sources, while traditional print has declined. From 2012 to 2014, daily newspaper reach was down 11 percentage points from 54% to 43%, while portal news readership was up 10 percentage points from 24% to 34%. Meanwhile, the social medium WeChat was taking the country by storm: its daily reach shot up remarkably from 27% to 49% in just one year. By the end of 2014, there were 500 million WeChat users in China.

News portals have now firmly established themselves as the leading digital news providers in China. According to the latest CNRS-Clickstream data, 56% of internet users often visit news portal websites, versus 18% who often visit traditional newspaper websites.

While newspapers do have parallel websites, (for example Reference News / www.cankaoxiaoxi.com, Guangming Daily / www.gmw.cn and Global Times / www.huanqui.com) cross-medium “newsbrand loyalty” is less than in GB. Even print readers tend to acquire their online news from portals rather than news websites (Table 6).

All three print newspaper readers are more likely than average to visit the newspapers’ sister websites – the highest index being 180 for Global Times. Overall however many more print readers get their online news from portal websites than from the newspapers’ sister sites. As can be seen, all four news portals shown (news.qq.com, news.163.com, news.sohu.com and news.sina.com) achieve higher traffic in terms of numbers.

Table 6

Overlap between Print and Website Reading

		Total	Reference News	Guangming Daily	Global Times
Total	(000)	182141	3928	597	2006
	vert%	100%	100%	100%	100%
	Index	100	100	100	100
www.cankaoxiaoxi.com	(000)	3920	147	22	110
	vert%	2.2%	3.7%	3.7%	5.5%
	Index	100	168	168	250
www.gmw.cn	(000)	31424	823	124	497
	vert%	17.3%	21.0%	20.8%	24.8%
	Index	100	121	120	143
www.huanqui.com	(000)	8065	363	63	158
	vert%	4.4%	9.2%	10.5%	7.9%
	Index	100	209	239	180
news.sohu.com	(000)	35448	1188	202	687
	vert%	19.5%	30.3%	33.8%	34.3%
	Index	100	155	173	176
news.qq.com	(000)	50466	1709	261	917
	vert%	27.7%	43.5%	43.6%	45.7%
	Index	100	157	157	165
news.163.com	(000)	40504	1363	220	763
	vert%	22.2%	34.7%	36.8%	38.0%
	Index	100	156	166	171
news.sina.com.cn	(000)	32485	1116	184	620
	vert%	17.8%	28.4%	30.8%	30.9%
	Index	100	160	173	174

CNRS-Clickstream 2015 wave 1 60 cities

Even recent print readers don't visit news sites more often than other readers. (Table 7). Whether the print audience is defined by "yesterday", "last seven days" or "past year", the percentage of Reference News readers who visited www.cankaoxiaoxi.com in the last four weeks, and the profile of their visits, remains pretty much the same.

Table 7

China Clickstream metrics: Visits to *www.cankaoxiaoxi.com* by Readers of Reference News

Base: online adults	Total	Newspaper yesterday (AIR)	Newspaper: within past 7 days	Newspaper: within past year	Not read newspaper in past year
Last 4 Weeks	2.2%	2.3%	2.3%	2.3%	1.6%
Time on site - Top 20% (L4W)	0.5%	0.5%	0.5%	0.5%	0.3%
Time on site - Middle 30% (L4W)	0.6%	0.6%	0.7%	0.7%	0.5%
Time on site - Bottom 50% (L4W)	1.1%	1.2%	1.1%	1.1%	0.8%
1 visit (L4W)	0.9%	0.9%	0.9%	0.9%	0.8%
2-10 visits (L4W)	1.1%	1.2%	1.2%	1.2%	0.8%
11+ visits (L4W)	0.1%	0.2%	0.2%	0.2%	0.1%

CNRS-Clickstream 2015 wave 1 60 cities

As a general rule in China, compared to print editions, digital editions achieve young and elite audiences. The average age of a digital edition reader is 33, against 38 for the average print edition reader. 54% of digital edition readers fall into SEL groups 1 and 2 (which represent the top 30% of the population) compared to 35% of print edition readers.

The value of "dwell time" and its measurement, and the value of engagement

Because the meters gather every 'click' made by respondents, TGI Clickstream allows us to examine consumers' behaviour both within specific sites and across multiple sites. The way in which the data are aggregated within the TGI Clickstream databases allows for very detailed analysis of online behaviour patterns.

The analyses in the first section of this paper looked simply at site access within the last four weeks or the last seven days. The real value of the data for planners and publishers however comes in its granularity. In the section we will use the TGI Clickstream data to understand the differing value of different types of online reader.

For GB, focusing on the sites operated by the same three newsbrands allows us to make some interesting comparisons.

The percentages of the total GB online audience visiting the three sites are high: 25% for Mail Online, 24% for theguardian.com and 19% for telegraph.co.uk – as seen above in Table 3a. Table 8 shows the profile of these visitors by numbers of visits, and also summarises other metrics.

We can see that a significant proportion made just one visit within the four weeks: 44% of those visiting Mail Online (that is, 10.7% of all online adults expressed as a proportion of the 24.6% of overall site visitors), 48% of those visiting theguardian.com and 54% of those visiting telegraph.co.uk.

We can also observe that Mail Online has a 'longer tail'. Table 8 also shows us that 3.6% of online adults made 11 or more visits to Mail Online. (Indeed, around 1% made over 50 visits). This represents 15% of all visitors to Mail Online. The equivalent percentages for theguardian.com and telegraph.co.uk are 8% and 4% of site visitors.

As also shown, this converts to 8.1 visits per month on average for Mail Online, as against 4.5 for theguardian.com and 3.0 for telegraph.co.uk.

The ratios between the three sites are similar when we looking the average time spent on site: for Mail Online it is just over one hour (61.7 minutes), as against 31.3 minutes for theguardian.com and 22.8 minutes for telegraph.co.uk.

Table 8

GB Clickstream metrics: Last 4 weeks site visitors

Base: online adults	Mail Online	theguardian.com	telegraph.co.uk
Last 4 Weeks	24.6%	20.5%	19.0%
1 visit (L4W)	10.7%	9.9%	10.3%
2-10 visits (L4W)	10.3%	9.0%	8.3%
11+ visits (L4W)	3.6%	1.6%	0.8%
Average Visits (L4W)	8.1	4.5	3.0
Average Time on Site (mins) (L4W)	61.7	31.3	22.8
Average Page Views (L4W)	31.0	14.8	10.4
Average Days Visited (L4W)	4.5	3.1	2.4
Average Time per visit (mins) (L4W)	3.9	4.2	4.0
Average Page Views per visit (L4W)	2.3	2.4	2.2

GB TGI Clickstream 2015 Q1 (October 2013 - September 2014)

We can also use the TGI Clickstream data to understand the importance of the heaviest site visitors. In Table 9 the summary metrics for the three sites are shown for three groups, defined by their time spent on site (“dwell time”) in the four-week period. These are the heaviest 20%, the next 30% and the remaining 50% of visitors to each site.

The differences between the groups are vast. For example, heavy visitors to Mail Online made 31.8 visits on average, and registered 138 page views. Light visitors – who represent 50% of all visitors – made 1.6 visits on average, and registered 2.1 page views.

Table 9

Clickstream metrics by Dwell Time

Base: online adults	total	Time On Site-Top 20% (L4W)	Time On Site-Middle 30% (L4W)	Time On Site-Bottom 50% (L4W)
Mail Online: Clickstream metrics				
Average Visits (L4W)	8.1	31.8	3.3	1.6
Average Time on Site (mins) (L4W)	61.7	294.1	8.7	0.5
Average Page Views (L4W)	31.0	138.2	7.5	2.1
Average Days Visited (L4W)	4.5	14.1	2.9	1.5
Average Time per visit (mins) (L4W)	3.9	13.1	3.8	0.3
Average Page Views per visit (L4W)	2.3	4.7	2.4	1.4
theguardian.com: Clickstream metrics				
Average Visits (L4W)	4.5	14.9	2.7	1.4
Average Time on Site (mins) (L4W)	31.3	140.1	8.8	1.3
Average Page Views (L4W)	14.8	56.5	7.4	2.5
Average Days Visited (L4W)	3.1	8.5	2.4	1.4
Average Time per visit (mins) (L4W)	4.2	11.1	4.9	1.0
Average Page Views per visit (L4W)	2.4	3.5	2.8	1.8
telegraph.co.uk: Clickstream metrics				
Average Visits (L4W)	3.0	8.4	2.3	1.3
Average Time on Site (mins) (L4W)	22.8	102.4	6.2	0.9
Average Page Views (L4W)	10.4	40.8	4.8	1.7
Average Days Visited (L4W)	2.4	5.7	2.1	1.3
Average Time per visit (mins) (L4W)	4.0	12.8	3.7	0.7
Average Page Views per visit (L4W)	2.2	4.5	2.1	1.3

GB TGI Clickstream 2015 Q1 (October 2013 - September 2014)

As seems so often to be possible, we can see the "80/20 rule" in action. The computation in Table 10 shows that the heaviest 20% of Mail Online were responsible for 78% of all visits, and 89% of all page views.

The ratios for theguardian.com and telegraph.co.uk are not quite as stark – indicating that some of the more transient visitors stay on the site to look at more pages – but in both cases the heaviest 20% of visitors bring almost 80% of the page views.

Table 10

Percentage of Visits and Page Views by Dwell Time group

	Time On Site-Top 20% (L4W)	Time On Site-Middle 30% (L4W)	Time On Site-Bottom 50% (L4W)
Visits (%)			
Mail Online	78%	12%	10%
theguardian.com	66%	18%	16%
telegraph.co.uk	56%	23%	22%
Page Views (%)			
Mail Online	89%	7%	3%
theguardian.com	76%	15%	8%
telegraph.co.uk	78%	14%	8%

GB TGI Clickstream 2015 Q1 (October 2013 - September 2014)

Committed readers in China are also the most engaged in terms of usage. Table 11 shows that the heaviest 20% of visitors to Cankaoxiaoxi.com made eight visits on average, spent over two hours (126 minutes) on the site, and registered 37 page views. By contrast, the bottom 50% of visitors made just two visits on average, spent just three minutes on the site, and registered five page views.

Table 11

cankaoxiaoxi.com: Site Visitation by Dwell Time groups

	Total (all visitors)	Time on site - Top 20% (L4W)	Time on site - Middle 30% (L4W)	Time on site - Bottom 50% (L4W)
cankaoxiaoxi.com: Clickstream metrics				
Average Visits (L4W)	4.0	8.0	4.0	2.0
Average Time on Site (mins) (L4W)	36.0	126.0	15.0	3.0
Average Page Views (L4W)	14.0	37.0	14.0	5.0
Average Days Visited (L4W)	2.0	4.0	2.0	1.0
Average Time per visit (mins) (L4W)	8.0	24.0	4.0	2.0
Average Page Views per visit (L4W)	4.0	6.0	4.0	3.0

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However this conclusion cannot be drawn for all news sites. Table 12 shows the percentage of visits and page views attributable to the heaviest 20% of visitors to a longer list of sites. In most cases around 50% of visits are made by the heaviest 20% of visitors. A higher percentage of page views are attributable to these committed visitors, although in some cases – for example the news sections of the portals (Yahoo! News UK and MSN News UK) the figure is around 60%.

One might conclude that a majority of the impacts delivered by an advertising campaign on one of these news sites, if they were dispersed randomly, could be achieved against the most committed visitors. However the Clickstream data allow for much more careful and constructive media planning than that.

Table 12

Percentage of visits and page views made by heaviest dwell time group

	% of visits made by heaviest 20% of online audience	% of page views made by heaviest 20% of online audience
Mail Online	78%	89%
theguardian.com	66%	76%
telegraph.co.uk	55%	78%
mirror.co.uk	53%	65%
independent.co.uk	51%	73%
metro.co.uk	54%	69%
express.co.uk	49%	64%
huffingtonpost.co.uk	62%	70%
skysports.com	64%	77%
Yahoo! News UK	52%	63%
MSN News UK	49%	58%

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Even so, on this basis we can clearly identify the most committed readers of a site as the heaviest 20%. We can hypothesise that the commitment of these readers makes them the most valuable for advertisers to reach and consequently to target.

We can go further and examine other metrics to assess this. GB TGI Clickstream also carries a small number of attitude statements designed to measure users' opinions of newsbrand sites. Analysis of these underlines the bond that committed site visitors feel they have.

Table 13a illustrates the far greater purposefulness with which committed visitors seek out the sites, drawing from answers to the statement: "I make a point of visiting this website nearly every day I go online". Mail Online scores especially well on this measure: 51% of its committed visitors agree with this statement, as do 32% of committed visitors to theguardian.com.

Table 13a

"I make a point of visiting this website nearly every day I go online"

	Site visitors: Last 4 Weeks	Time On Site- Top 20% (L4W)	Time On Site- Middle 30% (L4W)	Time On Site- Bottom 50% (L4W)
Mail Online				
Any Agree	17%	51%	12%	6%
Strongly agree	7%	21%	6%	2%
Slightly agree	10%	30%	6%	5%
theguardian.com				
Any Agree	11%	32%	8%	5%
Strongly agree	7%	20%	4%	3%
Slightly agree	5%	12%	3%	2%

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The statement “I can really trust this website” shows the esteem in which committed visitors hold theguardian.com in particular. (Table 13b). 50% of them agree that “I can really trust this website”; the equivalent figure for Mail Online is 32%. The split between those strongly and slightly agreeing with this statement for theguardian.com is also notable – over half (28% of the 50%) agree with statement strongly. It’s clear that theguardian.com is highly valued by its committed visitors.

Table 13b

"I can really trust this website"

	Site visitors: Last 4 Weeks	Time On Site-Top 20% (L4W)	Time On Site-Middle 30% (L4W)	Time On Site-Bottom 50% (L4W)
Mail Online				
Any Agree	15%	32%	12%	9%
Strongly agree	4%	7%	5%	3%
Slightly agree	10%	25%	7%	6%
theguardian.com				
Any Agree	20%	50%	18%	10%
Strongly agree	10%	28%	7%	5%
Slightly agree	10%	21%	11%	5%

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We can also explore the connection between committed readers of the website and readership of the hard-copy newsprint editions. Taking the Guardian as an example, we see that committed readers are more likely to be readers to the print edition. The more recent the reading of the print edition, the greater the commitment to the website. Average issue or ‘yesterday’ readers spent 137 minutes in the last 4 weeks on the website; ‘last seven days’ readers spent 70 minutes; and ‘last 12 months’ readers 53 minutes. The average time spent by non-readers who visited theguardian.com was 27 minutes. (Table 14).

This information could be extremely valuable for agencies and publishers to know, for the purpose of constructing cross-platform advertising programmes.

Table 14

theguardian.com: Site Visitation by Print Reading Recency

	The Guardian: Yesterday (AIR)	The Guardian: Within Past 7 days	The Guardian: Any reading in Past Year	The Guardian: Not read in Past Year
theguardian.com: Clickstream metrics				
Average Visits (L4W)	15.1	9.0	7.6	3.9
Average Time on Site (mins) (L4W)	137.1	69.7	52.6	27.2
Average Page Views (L4W)	56.0	32.8	26.9	12.4
Average Days Visited (L4W)	7.2	5.0	4.4	2.8
Average Time per visit (mins) (L4W)	6.5	5.2	4.7	4.1
Average Page Views per visit (L4W)	3.3	3.0	2.8	2.4

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So we can understand much about the relationship that committed users have with sites, both in terms of quantified metrics and also more qualitative attitude measurements.

In order to understand the newsbrand sites' committed visitors further, we can also look at their other online behaviours. Given the importance of social media to publishers, an appreciation of how the most committed site visitors interact with social networking sites ought to be of value.

Looking first at Facebook in GB , we see that visitors to all three newsbrand sites are more likely than the online population at large to use the site. Committed visitors are no more likely than less committed visitors to visit Facebook, but this is perhaps not surprising given the very large numbers who use it. (Table 15). We can observe however a difference between the Facebook behaviours of committed visitors and all visitors to theguardian.com. Committed visitors make around 30% more Facebook visits (55 compared to 42) and spend close to 40% more time on Facebook (1,368 minutes compared to 985 minutes). We do not see this pattern among visitors to Mail Online or telegraph.co.uk.

Committed visitors to theguardian.com are also the most active in relation to Twitter, spending 159 minutes on the site on the last four weeks, against 85 minutes for the average visitor (an 87% difference) and compared to 59 minutes for the average GB online adult. We also see higher levels of Twitter activity by committed visitors then total visitors to Mail Online (119 minutes versus 76 minutes) and telegraph.co.uk (122 minutes versus 72 minutes).

Table 15

Social Networking Site Behaviour - GB

		theguardian.com		***Mail Online***		***telegraph.co.uk***	
	total: all online adults	Last 4 Weeks	Time On Site-Top 20% (L4W)	Last 4 Weeks	Time On Site-Top 20% (L4W)	Last 4 Weeks	Time On Site-Top 20% (L4W)
FACEBOOK:							
Last 7 Days	57%	81%	82%	79%	79%	80%	79%
Last 4 Weeks	76%	94%	95%	92%	92%	92%	90%
Average Visits	28	42	55	41	44	42	43
Average Time on Site (mins)	770	985	1368	1118	1042	977	991
Average Page Views	317	496	724	510	549	494	525
TWITTER:							
Last 7 Days	20%	41%	52%	37%	43%	39%	39%
Last 4 Weeks	37%	67%	73%	62%	61%	64%	64%
Average Visits	9	12	15	11	12	12	11
Average Time on Site (mins)	59	85	159	76	119	72	122
Average Page Views	30	47	67	40	46	43	56

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Committed readers in China are also more engaged in social networks. (Table 16). In general, committed visitors to all three newsbrand site are more likely than average to use social networking sites. This is especially the case for visitors to the Guangming Daily's website, www.gmw.com.

Table 16

Social Networking Site Behaviour - China

		www.cankaoxiaoxi.com		*www.gmw.cn*		*www.huanqiu.com*	
	total	Last 4 Weeks	Time On Site-Top 20% (L4W)	Last 4 Weeks	Time On Site-Top 20% (L4W)	Last 4 Weeks	Time On Site-Top 20% (L4W)
t.sina.com.cn:							
Last 7 Days	20%	39%	38%	28%	38%	39%	41%
Last 4 Weeks	39%	67%	69%	51%	66%	68%	73%
Time On Site-Top 20% (L4W)	8%	16%	17%	11%	15%	17%	21%
Time On Site-Middle 30% (L4W)	12%	23%	18%	16%	24%	23%	23%
Time On Site-Bottom 50% (L4W)	19%	29%	34%	24%	27%	28%	28%
1 visit (L4W)	10%	12%	14%	11%	12%	12%	13%
2-10 visits (L4W)	16%	28%	33%	21%	27%	28%	30%
11-50 visits (L4W)	8%	15%	12%	12%	18%	17%	21%
Over 50 visits (L4W)	5%	11%	10%	8%	9%	11%	10%
tieba.baidu.com/i:							
Last 7 Days	20%	50%	45%	35%	38%	45%	42%
Last 4 Weeks	44%	80%	75%	69%	70%	76%	70%
Time On Site-Top 20% (L4W)	9%	26%	24%	17%	20%	22%	23%
Time On Site-Middle 30% (L4W)	13%	28%	26%	23%	22%	27%	25%
Time On Site-Bottom 50% (L4W)	21%	25%	25%	29%	28%	27%	23%
1 visit (L4W)	11%	8%	9%	14%	12%	9%	9%
2-10 visits (L4W)	22%	36%	33%	35%	34%	35%	28%
11-50 visits (L4W)	8%	23%	25%	14%	17%	21%	24%
Over 50 visits (L4W)	3%	13%	9%	6%	7%	10%	8%
QQ Zone:							
Last 7 Days	35%	58%	61%	44%	57%	55%	58%
Last 4 Weeks	58%	82%	84%	63%	80%	78%	81%
Time On Site-Top 20% (L4W)	12%	20%	18%	18%	28%	20%	25%
Time On Site-Middle 30% (L4W)	17%	28%	33%	21%	26%	28%	24%
Time On Site-Bottom 50% (L4W)	28%	34%	33%	24%	26%	30%	32%
1 visit (L4W)	10%	9%	8%	7%	8%	9%	10%
2-10 visits (L4W)	25%	30%	34%	23%	28%	27%	31%
11-50 visits (L4W)	17%	27%	30%	21%	28%	27%	23%
Over 50 visits (L4W)	7%	15%	13%	12%	17%	15%	18%

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We can also establish that committed visitors – and indeed newsbrand site visitors more generally – make more online transactions than the average online adult. Visitors to all three GB sites are between 40% and 48% more likely to have made purchases from amazon.co.uk; committed visitors are even more likely to have done do, indexing between 148 and 178. The figures for ebay.co.uk are similar. (Table 17a).

Table 17a

Site Purchases (last four weeks)

		theguardian.com		***Mail Online***		***telegraph.co.uk***	
	total: all online adults	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)
SITE PURCHASES:							
amazon.co.uk	25%	140	148	147	178	148	157
ebay.co.uk	15%	131	136	143	146	134	186
argos.co.uk	4%	111	84	133	121	124	187

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When looking at online behaviours in relation to commercial sites in a range of sectors, again we see that newsbrand site visitors are considerably more likely than the average online adult to visit them – indexing at over 150 for many of these high-traffic GB sites. In around half of these cases the more committed visitors index even higher. There seems to be a particular tendency for committed Mail Online visitors also to visit travel and airline sites. (Table 17b).

Table 17b

Commercial Sites Visited (last four weeks)

		theguardian.com		***Mail Online***		***telegraph.co.uk***	
	total: all online adults	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)
TRAVEL SITES:							
booking.com	10%	145	141	154	173	171	165
expedia.co.uk	6%	157	112	175	199	184	178
thomson.co.uk	5%	148	87	140	175	167	159
AIRLINE SITES:							
easyjet.com	4%	160	180	126	169	178	214
britishairways.com	4%	189	151	172	248	202	286
ryanair.com	3%	195	237	139	174	215	159
ELECTRONICS SITES:							
apple.com	18%	176	198	157	157	172	174
currys.co.uk	10%	164	98	160	167	184	148
pcworld.co.uk	5%	155	137	162	118	196	169
samsung.com	4%	142	156	155	147	169	166

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Online music streaming seems to be another hobby. Visitors to all three newsbrand sites are twice as likely as the average online adult to access Spotify, and also considerably more likely than average to use YouTube for musical purposes. Committed visitors to theguardian.com index even higher, as evidenced by the figure of 306 for Spotify, whereas committed visitors to Mail Online and telegraph.co.uk are less likely to do so than overall visitors. (Table 17c).

Table 17c

Music Streaming Sites Visited (last four weeks)

		theguardian.com		***Mail Online***		***telegraph.co.uk***	
	total: all online adults	Last 4 Weeks (main computer in home) (L4W)	Time On Site-Top 20% (L4W)	Last 4 Weeks (main computer in home) (L4W)	Time On Site-Top 20% (L4W)	Last 4 Weeks (main computer in home) (L4W)	Time On Site-Top 20% (L4W)
MUSIC STREAMING:							
spotify.com	4%	201	306	201	159	224	144
YouTube category. Music	26%	186	220	167	151	174	163

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All this suggests that by targeting the committed visitors to the newsbrand sites, advertisers would be targeting people who are engaged with other types of site, and of well above average likelihood to be prospective purchasers of goods and services across multiple categories.

Committed readers in China are also more active in visiting online shopping and commerce sites, as shown by Table 18. This is especially true for most of the popular websites across a range of sectors – both general commercial sites and sites in more specific sectors, notably travel and electronics.

Table 18

Commercial Websites Visited - China

		www.cankaoxiaoxi.com		www.gmw.cn		www.huanqiu.com	
	total	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)	Last 4 Weeks (*Index*)	Time On Site-Top 20% (*Index*)
ONLINE SHOPPING SITES:							
www.taobao.com	86%	111	112	105	112	112	113
tmall.com	75%	124	124	108	121	122	122
www.360buy.com	43%	166	181	120	155	161	176
yihaodian.com	18%	189	167	137	175	171	171
www.suning.com	16%	214	227	140	181	195	234
amazon.cn	16%	203	194	145	184	187	209
www.dangdang.com	13%	202	175	143	185	185	194
TRAVEL SITES:							
trip.taobao.com	12%	208	226	131	172	201	169
qunar.com	8%	286	330	162	195	232	243
ctrip.com	8%	241	281	153	189	225	211
mafengwo.com	3%	300	330	167	220	277	340
tuniu.com	2%	300	259	186	227	250	145
ELECTRONICS SITES:							
www.mi.com	7%	184	153	145	197	176	199
www.apple.com	4%	325	406	156	228	222	267
www.samsung.com	1%	157	279	193	243	200	321
MUSIC AND VIDEO SITES:							
www.youku.com	27%	172	161	143	189	172	165
tv.sohu.com	23%	185	181	159	211	188	175
v.qq.ccom	23%	195	200	150	203	197	215
iQiyi.com	23%	211	207	133	176	193	198
www.kankan.com	19%	163	179	157	190	176	187
www.tudo.com	17%	160	151	161	209	175	165
music.baidu.com	9%	296	284	155	212	254	257
www.pps.tv	8%	194	171	152	199	196	190
www.pptv.com	7%	203	228	152	217	211	173
QQ music	3%	219	281	148	207	193	226
www.xiami.com	2%	205	140	155	200	235	240
www.yinyuetai.com	2%	240	165	165	190	195	220

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We can also see that committed visitors have generally slightly more positive attitudes to brands and shopping. Table 19 sets out the brand and shopping statements for which one or more of the groups of committed GB newsbrand readers has an index of 120 or higher, or 80 or lower.

The ranking is based on the indices of agreement for committed visitors to theguardian.com, whose opinions are distinctive. Where they stand out particularly is in their expression of liberal-oriented views. For example they index 132 for agreement with “I only buy products from a company with whose ethics I agree”, 121 for “I prefer not to shop in major high street chains” and 120 for “I pay attention to where my food is grown”.

They index very low for “If I am to use a new technology product, somebody has to show me how”, thereby underlining their technophilia (index 68) and also for “celebrities influence my purchase decisions” (index 52).

Committed visitors to Mail Online evidence different tendencies. They don’t seek to avoid shopping in high street chains (index of 83) and are happy with celebrity endorsement (index 108). They are also more likely to enter competitions featured on packets or labels (index 126).

The most committed telegraph.co.uk visitors lean towards researching their purchases. They index strongly for agreement with “I thoroughly research products before I buy them” (index 128), “product reviews have a major influence on my purchase decisions” (127), and “people come to me for advice before buying things” (129).

Table 19

Attitudes to brands and shopping

	total: all adults	theguardian.com: Time On Site - Top 20% (*Index*)	Mail Online: Time On Site - Top 20% (*Index*)	telegraph.co.uk: Time On Site - Top 20% (*Index*)
Any Agree (%):				
I only buy products from a company with whose ethics I agree	16%	132	108	96
I thoroughly research products before I buy them	49%	127	118	128
Shopping online makes my life easier	47%	122	126	123
I prefer not to shop in major high street chains	18%	121	83	101
I pay attention to where the food I purchase is grown	35%	120	101	106
Product reviews have a major influence on my purchasing decisions	29%	117	114	127
I often enter competitions featured on packets or labels	16%	100	126	97
People come to me for advice before buying new things	21%	99	124	129
If I am to use a new technology product, somebody has to show me how	33%	68	85	89
Celebrities influence my purchase decisions	6%	52	108	74

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Committed newsbrand site visitors in China also have more positive attitudes to consumption and to brands, as we see in Table 20. This is ranked on the agreement index for www.gmw.cn users, but we see largely similar patterns for visitors to the other two sites.

Among the common traits in China are that committed visitors are brand and label conscious, and interested in keeping up with trends. They like brands which are unique and full of imagination. More practically, they like to be given information about brands, and express their readiness to wait for promotions and discounts before purchasing.

Table 20

Attitudes to brands and shopping - China

	total: all adults	www.cankaoxiaoxi.com: Time On Site - Top 20% *(Index)*	www.gmw.cn: Time On Site - Top 20% *(Index)*	www.huanqiu.com: Time On Site - Top 20% *(Index)*
Any Agree (%):				
I wouldn't switch brands of baby products easily.	20%	128	120	138
I window-shop to keep up with latest fashion trends	37%	105	115	105
A designer label improves a person's image	49%	111	114	108
I tend to delay buying things I want until discount	37%	107	114	112
Celebrities influence my purchase decisions	34%	111	113	100
When buy cooking oil, I pay attention to nutrition content	44%	112	113	117
I like spend more money for original and unique brands	54%	115	113	117
Only low priced products are suitable for online shopping	39%	110	111	120
I buy goods produced by my own country whenever I can	50%	101	111	113
I often read info to know more of the brand I tend to buy	63%	108	111	111
I only go shopping when really needing something	45%	111	110	109
I enjoy brands which are unique and full of imagination	67%	106	110	113
Brands matter to me & people can judge me by my brands	56%	117	110	109
I often try hard to find authentic and original product	60%	113	109	115
I love to search for products and brands not bought by others	52%	108	109	110
It is worth paying extra for quality goods	52%	108	109	110
I buy new products before most of my friends	46%	117	108	105
I love to buy new gadgets and appliances	57%	120	108	112
I think that well-known brands are better	54%	112	108	105
Once I find a brand I like I tend to stick to it	56%	109	108	111
I really enjoy any kind of shopping	63%	104	108	107
It's worth paying more for organic food	55%	105	108	111
I like to try out new food products	61%	107	108	112
I like to try new drinks	55%	110	108	110
I like new product shows in store and will watch them	58%	103	108	111
If everyone else owns a product, I also want to have it	42%	107	108	102
Attractive packing can influence my purchase decision	60%	115	108	109
I don't like to pick and choose when shopping	38%	99	107	110
It worth to pay extra money for products save my time	58%	115	107	106
I wouldn't switch to other skincare brands easily	56%	106	107	111
I carefully check all details on the label when buy products	55%	116	107	110
I don't care if food is genetically modified or not	21%	91	104	102
I always look for diet versions of food and drink	50%	112	104	105
I don't care about brands of food or daily goods	38%	94	103	98
I like shopping ina nice environment	87%	104	103	103

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We can go further, and identify more specifically what content the committed readers are reading. Taking visitors to theguardian.com, we can see that the committed visitors spend more time with every section of the site. They are especially likely to read Guardian Jobs, Guardian Sport, Guardian Life & Style, and Guardian Money. (Table 21).

Clearly this information is of great value for advertisers and agencies in planning where to position ads to reach key online audiences, and also for site owners in offering the most appropriate inventory for brands in specific sectors or communicating specific messages.

Table 21

Average Time Spent by Section: theguardian.com

	Last 4 Weeks	Time On Site - Top 20%	Ratio
Guardian Politics	13.4	20.2	1.50
Guardian Comment	12.2	18.4	1.51
Guardian News	9.8	17.0	1.72
Guardian Jobs	8.7	21.6	2.46
Guardian Environment	8.1	10.6	1.31
Guardian Money	7.1	13.2	1.86
Guardian Sport	6.7	16.1	2.39
Guardian Business	6.7	11.7	1.75
Guardian Life & Style	5.5	11.7	2.12
Guardian Education	4.6	6.6	1.43
Guardian Media	3.8	4.8	1.28
Guardian TV	3.8	5.4	1.43
Guardian Culture	3.8	5.0	1.33
Guardian Books	3.7	4.8	1.29
Guardian Music	3.7	5.8	1.55
Guardian Film	3.7	5.7	1.54
Guardian Society	3.6	6.0	1.68
Guardian Technology	3.2	5.7	1.75
Guardian Fashion	3.0	3.3	1.11
Guardian Science	2.6	3.1	1.21
Guardian Professional	2.2	2.3	1.07
Guardian Travel	1.2	1.3	1.02

GB TGI Clickstream 2015 Q1 (October 2013 - September 2014)

Conclusion

For the majority of formats, an online display advertisement is considered viewable if 50% of it is in view for at least one second, according to the definition endorsed by the Internet Advertising Bureau and the Media Ratings Council.

Many questions are being asked at present about the effectiveness of online advertising delivery. These concern issues such as viewability, transparency, whether advertisements bought programmatically all appear on legitimate sites, and more.

Programmatic trading is surging ahead nonetheless. A recent IAB study showed that 45% of UK display ads were bought programmatically in 2014, up from 28% in 2013. The IAB predicts this will rise to 70-80% by 2018.

Programmatic advertising can bring benefits to advertisers, certainly in terms of cost. And yet some recent studies have found that only about half of online ads meet the viewability standard. IAB data suggest that £485 million was spent in 2014 on display ads that weren't seen.

This begs the question recently asked by the director of media and advertising at the trade body ISBA (the Incorporated Society of British Advertisers): "What use is a super-efficient media-buy that isn't actually visible to its target?"

This paper has demonstrated the value in particular of committed online readers to news sites (defined as the heaviest 20% measured by monthly "dwell time").

We have shown that it's possible both to identify the committed readers and to quantify their value against many valuable metrics. We can also identify what content they are reading.

This should help advertisers and their agencies to identify key online targets, who are likely to be the most receptive to online advertising. It should also assist with online advertising placement.
Also it gives publishers the ability to showcase their online audience and highlight high-value inventory.

Not all markets have a strong overlap between the print and online newsbrand properties. The two countries explored in this paper, Britain and China, are different in this respect. However where such an overlap exists (for example in GB) there are good opportunities for publishers to put together portfolio packages across their different inventory on different platforms.

It is datasets such as TGI Clickstream which enable these possibilities, by combining offline and online media measures. The key is the ability to capture "dwell time" through passive measurement of online consumer behaviour.

We believe that targeting audiences in this way is the strategy that will lead to the best results for advertisers.

Appendix: TGI Clickstream survey methodology

GB TGI Clickstream was launched in Jun 2012 after two years in development. Until now, the methodology has been to combine online browsing data, which has been obtained via a meter placed on the respondent's computer, with the recall data from the standard 25,000-sample TGI media and product consumption survey. At its heart is a 4,000-strong single-soiurce sample of respondents who have completed the TGI questionnaire and downloaded a meter. A full description can be found in the 2013 PDRF paper "Single Source Passive and Claimed Data: the TGI Experience" by David Greene.

Mobile measurement has now been added, and the data releases from 2016 onwards will contain both PC-based and mobile measurement. For the purposes of this paper the data cover home PC behaviours.

CNRS-Clickstream is an extension of CNRS-TGI, which is China's largest national single-source continuous survey that provides 360-degree views of the demographics, media habits, product consumption and lifestyles of Chinese consumers. As with its GB equivalent, CNRS-Clickstream provides a wealth of metered metrics of consumers' actual online behaviours. It too inherits the full CNRS-TGI database contents, thus offering clients an integrated online-to-offline analysis platform that allows comprehensive cross-media comparison, selection and optimization.

For the latest 2015 wave 1 release, CNRS-Clickstream utilises a 30,000 PC meter sample and a 10,000 mobile meter sample. A data fusion methodology is used to integrate these datasets with CNRS-TGI. Starting from 2016, there will be a 50,000 PC meter sample and a 30,000 mobile meter sample.

References

Single Source Passive and Claimed Data – David Greene, PDRF, Nice 2013.