



## Print vs. Web - September 2011 (Q3)

### MMO Web Briefing Notes

*Why clients should monitor both print and web newspaper sources*

#### How was the data compared?

Searches across ten national newspaper websites are carried out for 24 terms, over one week. This process is repeated by searching ClipShare. The results show the proportion of articles that are unique to each medium. Articles in both content sets are then cross-checked and matched by headline using a manual process which can therefore accommodate variances in the wording, form and punctuation used in the headline.

The data used for the analysis was taken from 19th to 25th September 2011 (including one day either side to allow for processing). This exercise is undertaken quarterly to allow analysis of trends over time.

#### Titles included in the analysis

Daily (Sunday) Express	<a href="http://www.express.co.uk">www.express.co.uk</a>
Daily Mail / MOS	<a href="http://www.dailymail.co.uk">www.dailymail.co.uk</a>
Daily (Sunday) Mirror	<a href="http://www.mirror.co.uk">www.mirror.co.uk</a>
Daily (Sunday) Star	<a href="http://www.dailystar.co.uk">www.dailystar.co.uk</a>
The Daily (Sunday) Telegraph	<a href="http://www.telegraph.co.uk">www.telegraph.co.uk</a>
Financial Times	<a href="http://www.ft.com">www.ft.com</a>
The Guardian / Observer	<a href="http://www.guardian.co.uk">www.guardian.co.uk</a>
The Independent / IOS	<a href="http://www.independent.co.uk">www.independent.co.uk</a>
The Sun*	<a href="http://www.thesun.co.uk">www.thesun.co.uk</a>
The (Sunday) Times	<a href="http://www.thetimes.co.uk">www.thetimes.co.uk</a>

#### Search Terms used

1. University of York
2. CNN
3. Coventry University
4. London School of Economics
5. Bentley Motors Limited
6. Deutsche Bank
7. Citroen UK Limited
8. Aldi
9. Department of Work & Pensions
10. Samsung
11. Government Communications Headquarters
12. Sony Ericsson
13. Polydor Records
14. PFIZER
15. Mercury Music Group
16. GLAXOSMITHKLINE
17. Greenpeace
18. Scottish Parliament
19. Dogs Trust
20. Crown Office
21. THAILAND TOURISM
22. Knight Frank

### Articles excluded from the analysis

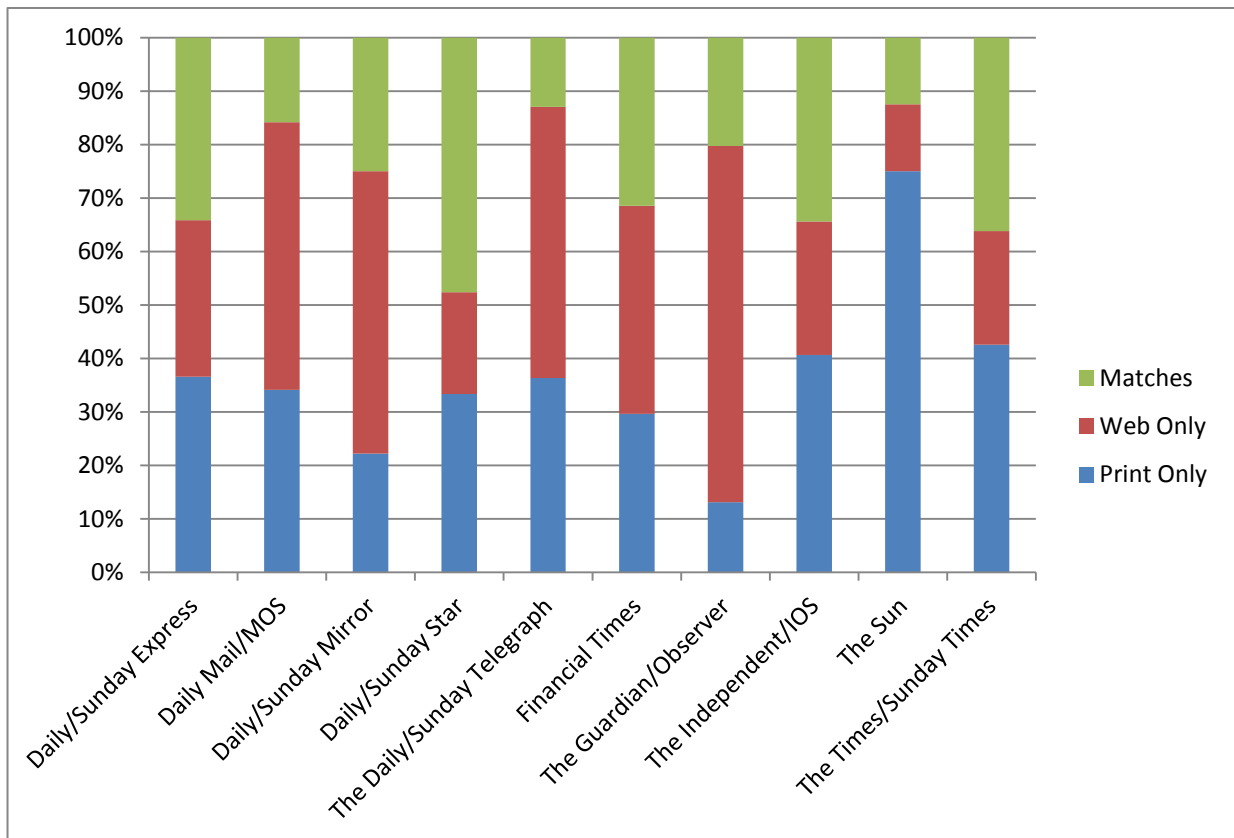
- Multiple versions
- Advertisements
- Simple radio or TV listings
- User Comments
- Simple Stock Prices
- Online video articles.

### Articles included

- Variations of search terms (e.g. GSK for GlaxoSmithKline)
- The Guardian Blogs
- Court Circulars
- Reader Offers.

## Results

### Total hits presented by newspaper title

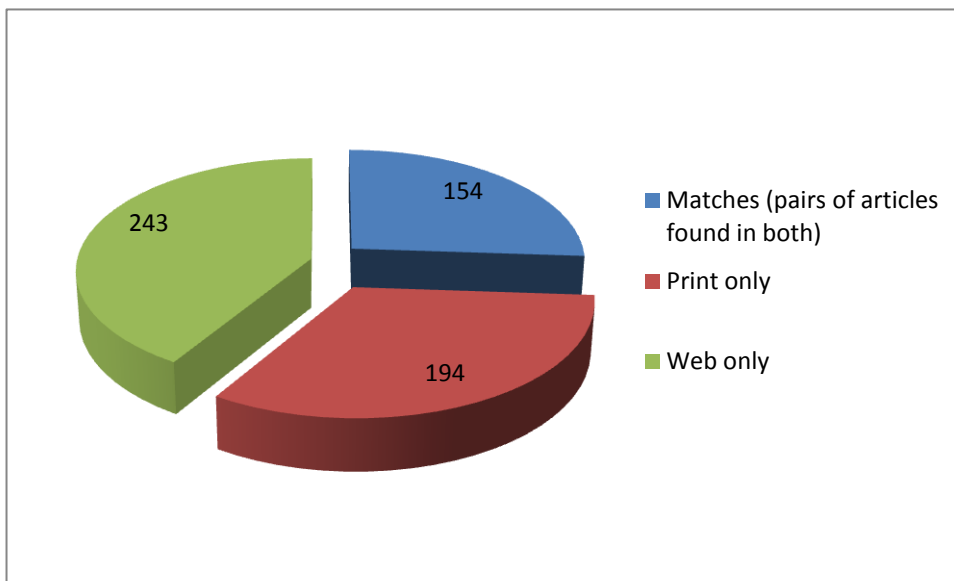


### Title Totals

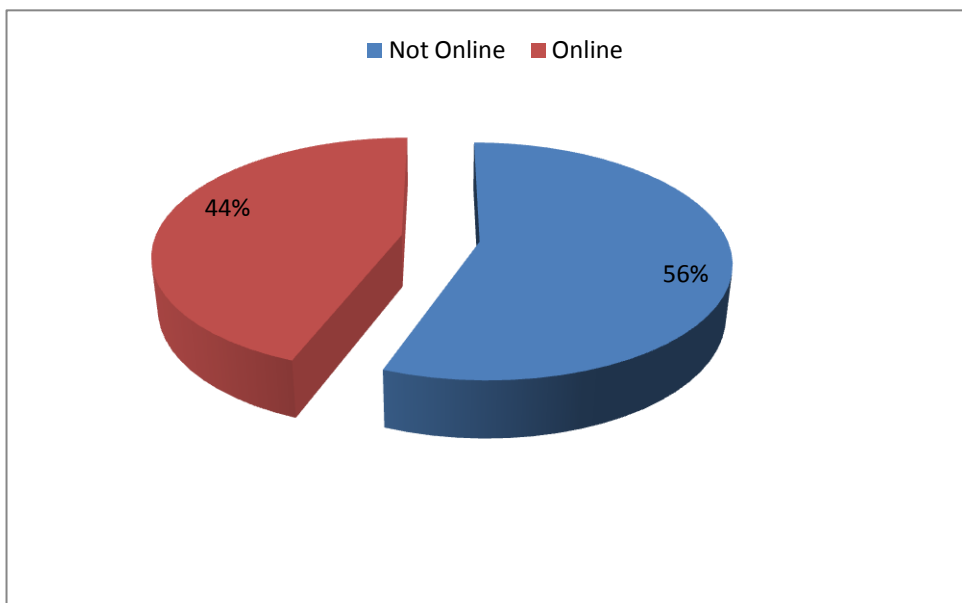
Title Totals	Print only	Web Only	Matches	Total
Daily/Sunday Express	15	12	14	41
Daily Mail/MOS	28	41	13	82
Daily/Sunday Mirror	8	19	9	36

Daily/Sunday Star	7	4	10	21
The Daily/Sunday Telegraph	28	39	10	77
Financial Times	32	42	34	108
The Guardian/Observer	11	56	17	84
The Independent/IOS	13	8	11	32
The Sun	12	2	2	16
The Times/Sunday Times	40	20	34	94
<b>Total</b>	<b>194</b>	<b>243</b>	<b>154</b>	<b>591</b>

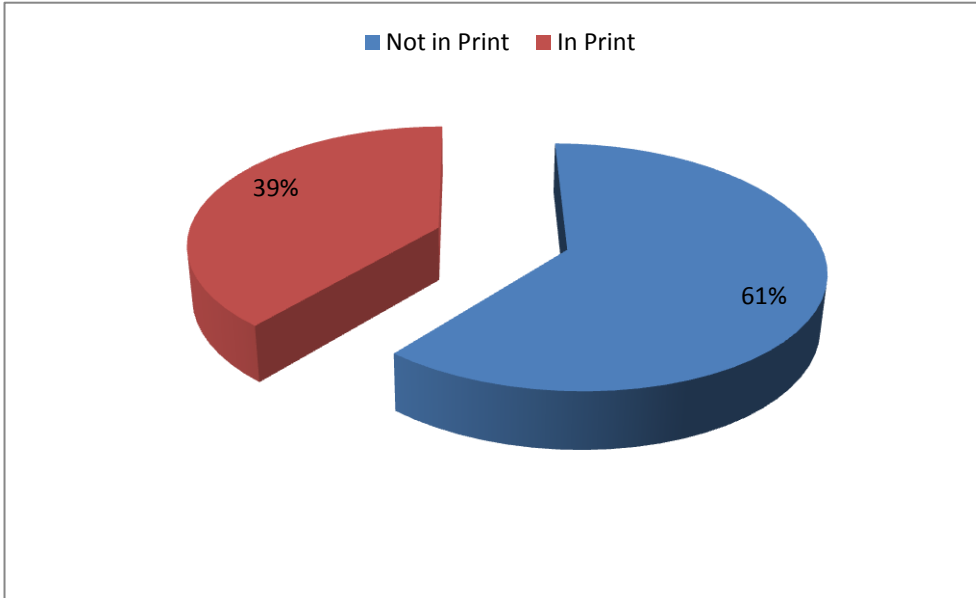
**591 Hits (745 distinct articles)**



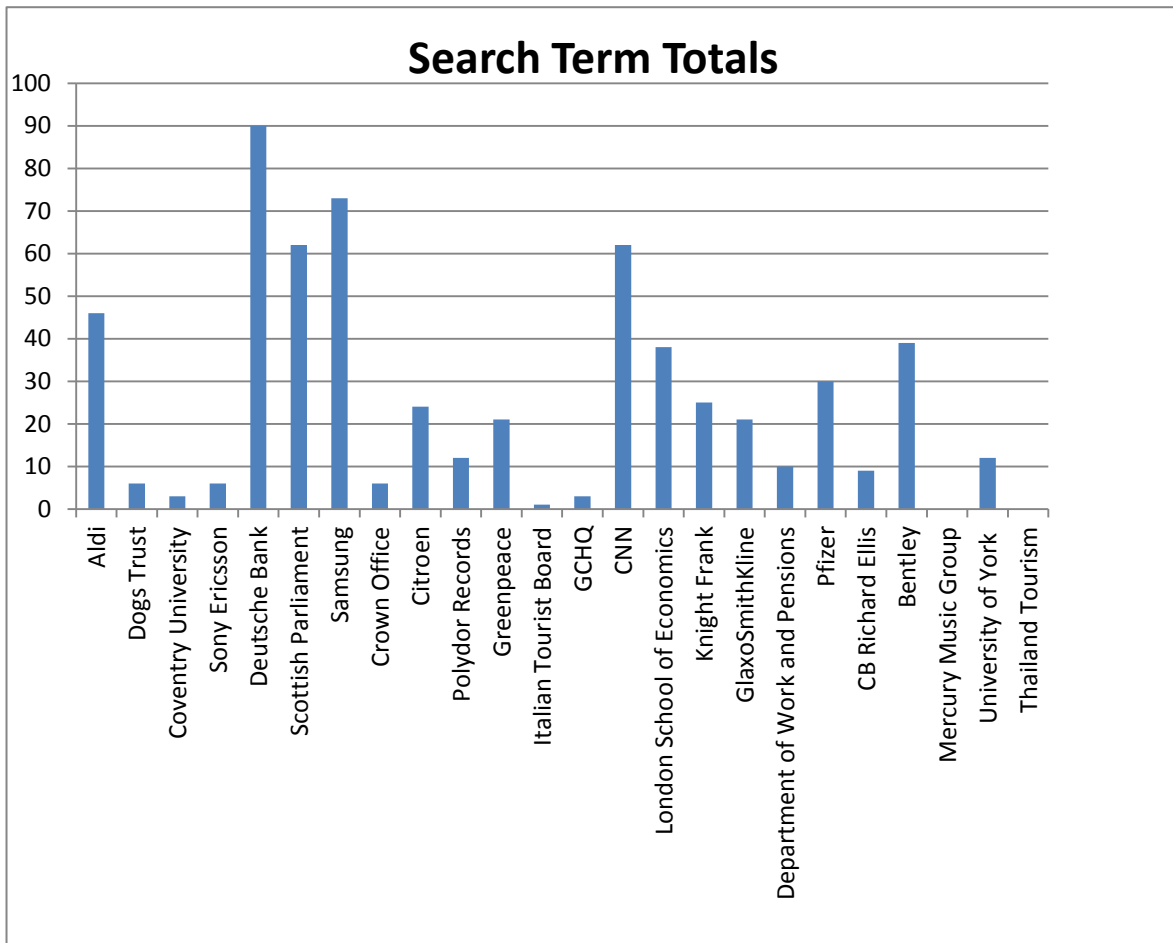
**Of 348 Print Articles examined**



### Of 397 Web Articles Examined



### Results by Search Term

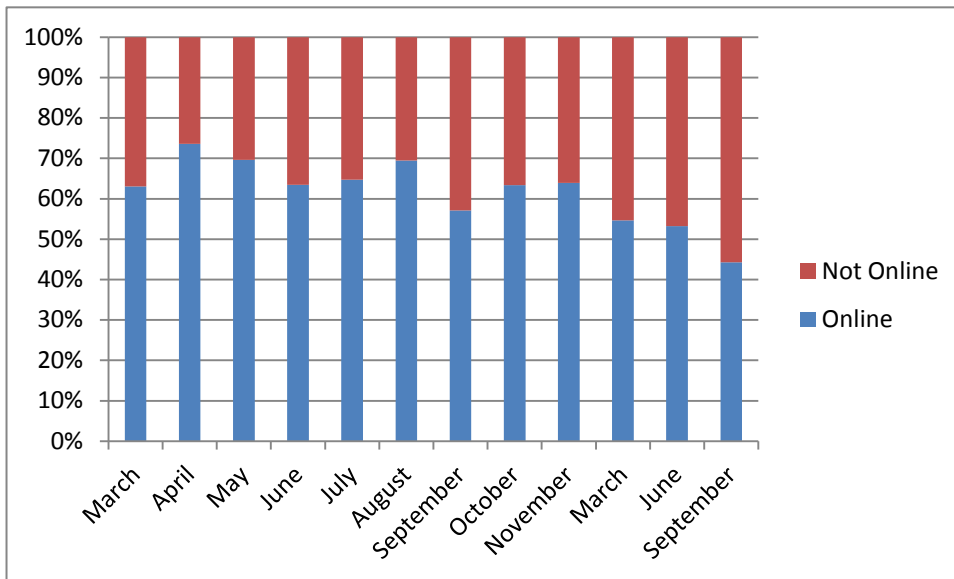


## Conclusion

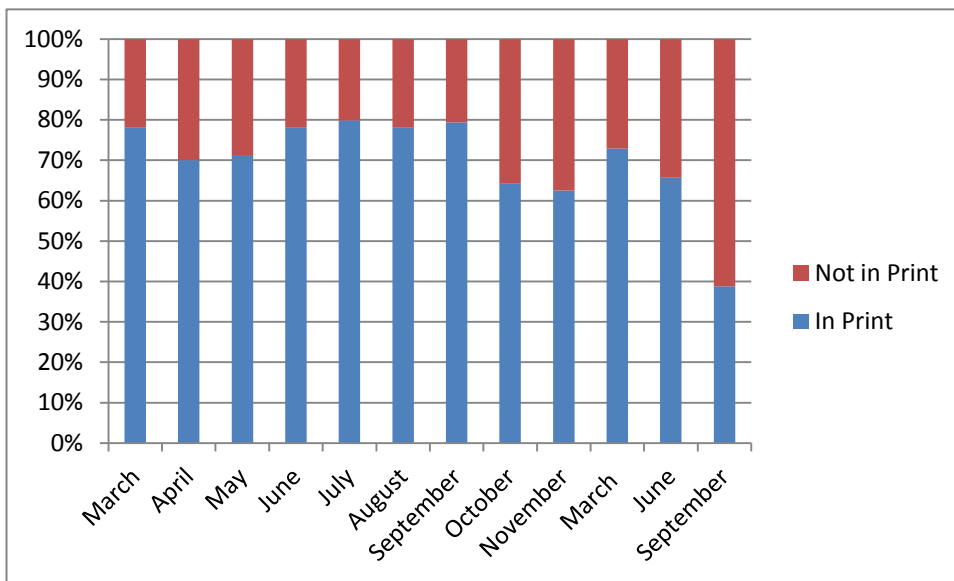
This quarter has seen a large increase in the amount of Web Only content. This is particularly significant on guardian.co.uk, telegraph.co.uk and dailymail.co.uk, and to a lesser extent the FT.com . The Sun has the least amount of crossover content and our search terms appear only occasionally on thesun.co.uk.

## Month-on-month results

## Print articles



### Web articles



### Examples of articles that are unique to web

This is not a complete list, but gives examples of some articles in the September analysis that were found to be unique to the web and not found in print.

#### Keyword: Pfizer

<http://www.mirror.co.uk/news/top-stories/2011/09/23/man-arrested-over-contaminated-nurofen-plus-tablets-115875-23441725/>

<http://www.telegraph.co.uk/finance/newsbysector/pharmaceuticalsandchemicals/8785905/Fitch-downgrades-Pfizer-ahead-of-Lipitor-patent-loss.html>

<http://www.telegraph.co.uk/news/uknews/crime/8786161/Man-arrested-over-Nurofen-contamination.html>

<http://www.ft.com/cms/s/2/7e7a8dec-e2cc-11e0-93d9-00144feabdc0.html#axzz1aOAFdPz8>

<http://www.guardian.co.uk/business/2011/sep/25/nurofen-contamination-inquiry-man-charged>

<http://www.dailymail.co.uk/health/article-2039400/Does-cholesterol-hold-key-vaccine-Aids-Scientists-way-stop-HIV-damaging-immune-system.html>

**Keyword: University of York**

<http://www.express.co.uk/posts/view/271979/Is-orange-peel-new-superfuel->

<http://www.guardian.co.uk/education/2011/sep/23/community-way-with-languages?INTCMP=SRCH>

**Keyword: Department for Work & Pensions**

<http://www.dailymail.co.uk/news/article-2039083/Benefits-cheat-ill-turn-bed-working-10-hour-shifts-waitress-Paris.html>

<http://www.dailymail.co.uk/news/article-2039083/Benefits-cheat-ill-turn-bed-working-10-hour-shifts-waitress-Paris.html>

**Keyword: Samsung**

<http://www.dailymail.co.uk/sciencetech/article-2040249/iPhone-5-release-date-2011-Has-October-4-pegged-Apple-launch.html>

<http://www.dailymail.co.uk/sciencetech/article-2039603/iPhone-5-release-date-threat-Samsung-aggressively-defend-patents-Apple.html>

<http://www.dailystar.co.uk/posts/view/211921>

<http://www.guardian.co.uk/business/feedarticle/9859394>

<http://www.express.co.uk/posts/view/273376>

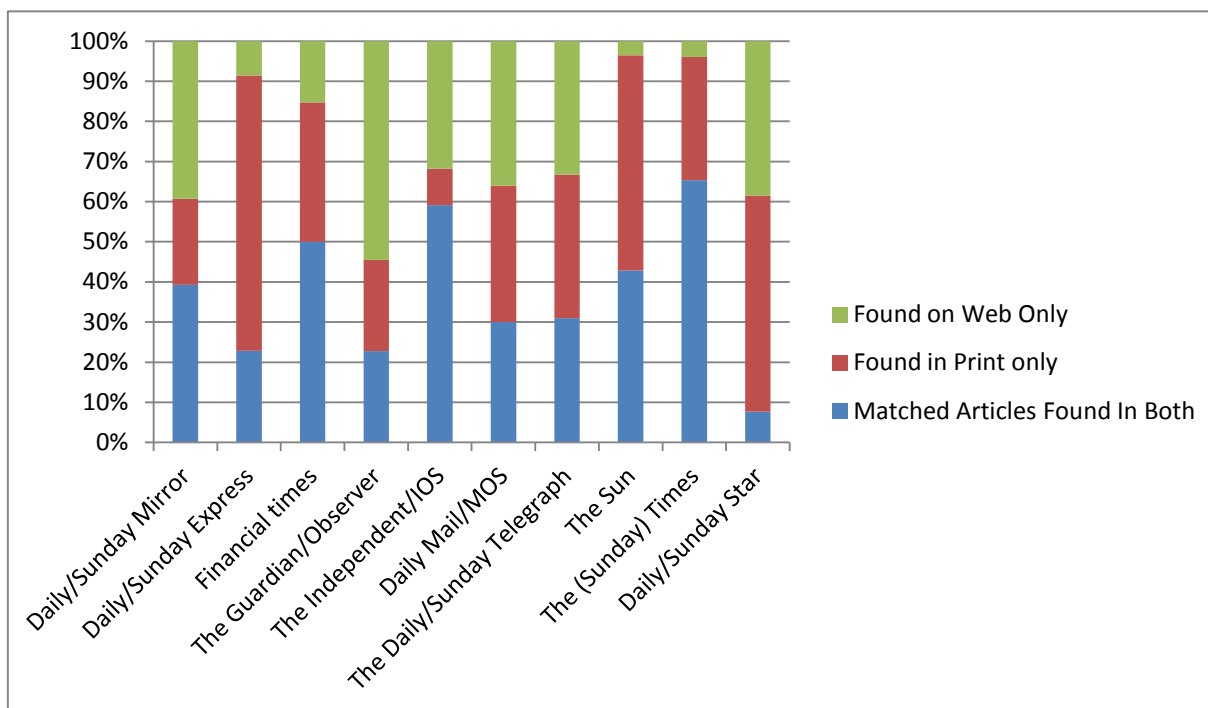
<http://www.ft.com/cms/s/2/8e82ccee-e426-11e0-b4e9-00144feabdc0.html#axzz1d8Gv9EuN>

<http://www.telegraph.co.uk/technology/news/8779777/Internet-connected-TV-overshadows-3D.html>

**Previous results**

Content from 28<sup>th</sup> February to 6<sup>th</sup> March 2011 (including one day either side to allow for processing).

**Total hits presented by newspaper title**

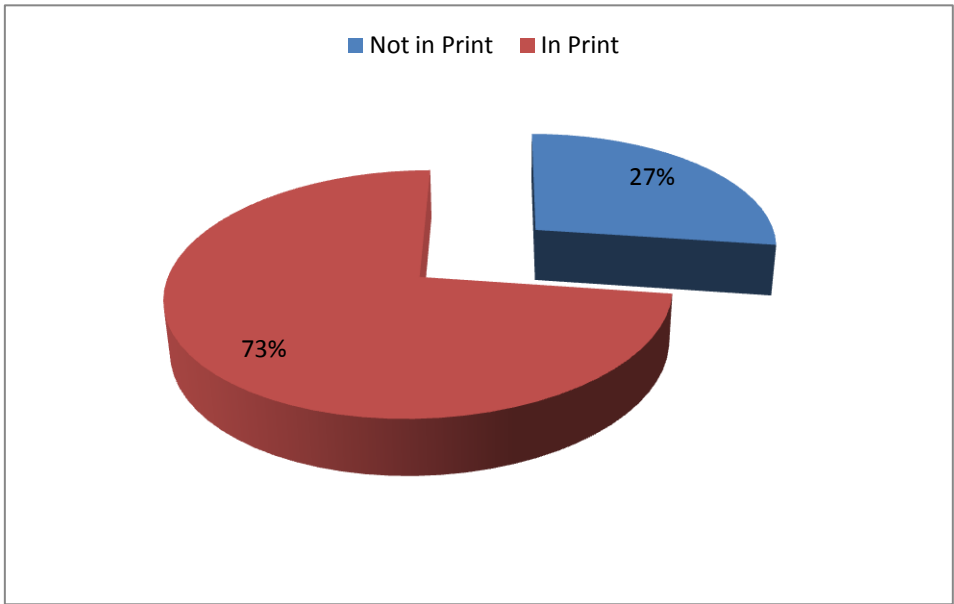


### Title Totals

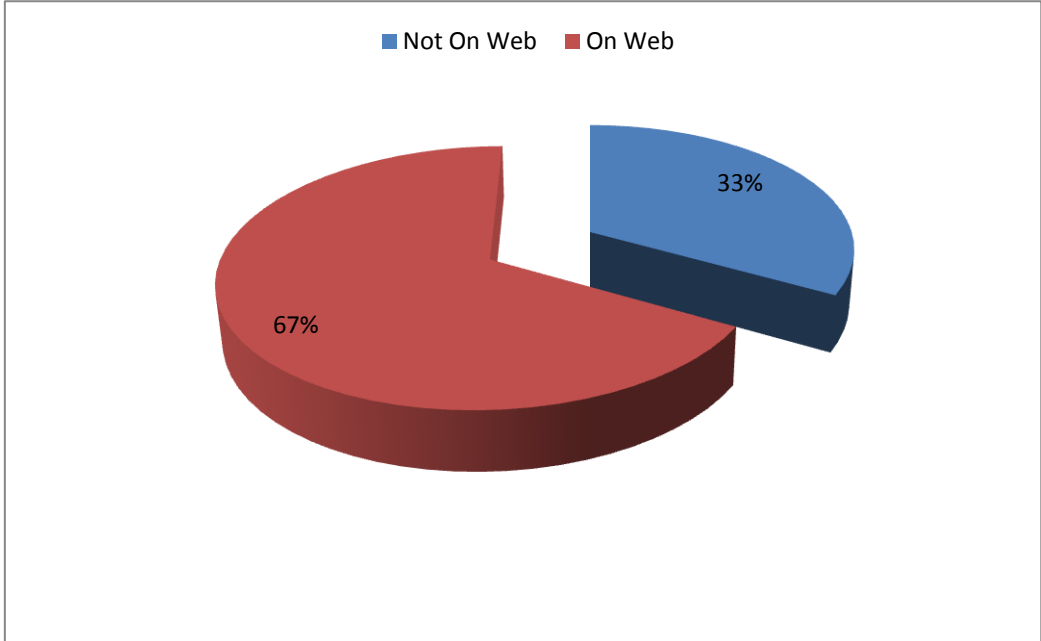
Title Totals	Matched Articles Found In Both	Found in Print only	Found on Web Only	Total
Daily/Sunday Mirror	11	6	11	28
Daily/Sunday Express	8	24	3	35
Financial times	36	25	11	72
The Guardian/Observer	20	20	48	88
The Independent/IOS	26	4	14	44
Daily Mail/MOS	30	34	36	100
The Daily/Sunday Telegraph	26	30	28	84
The Sun	12	15	1	28
The (Sunday) Times	66	31	4	101
Daily/Sunday Star	1	7	5	13
<b>Total</b>	<b>236</b>	<b>196</b>	<b>161</b>	<b>593</b>

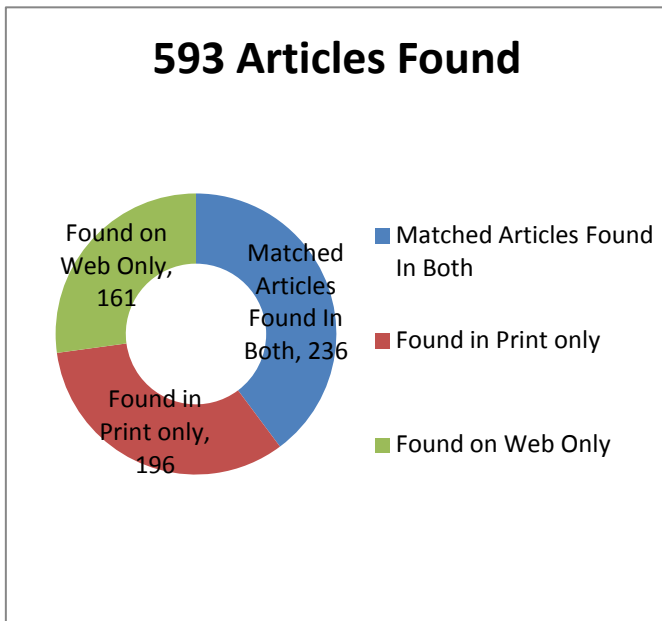
### Of 397 Web Articles examined



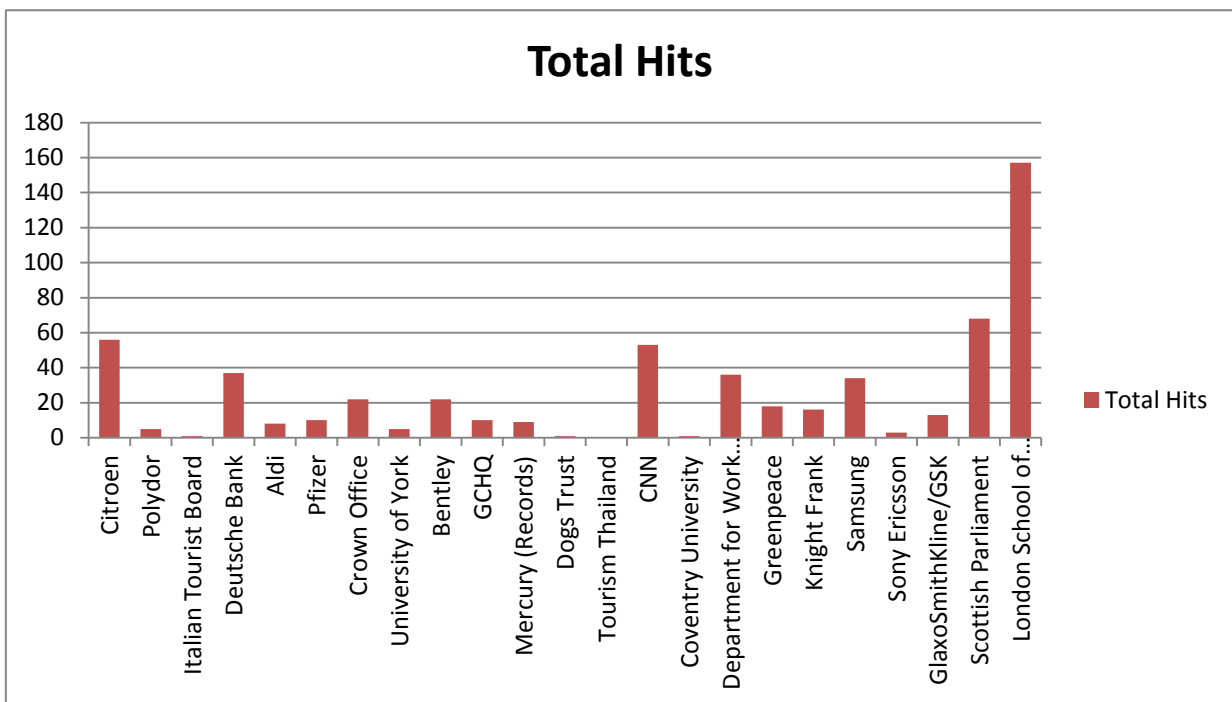


Of 432 Print Articles Examined





### Results by Search Term



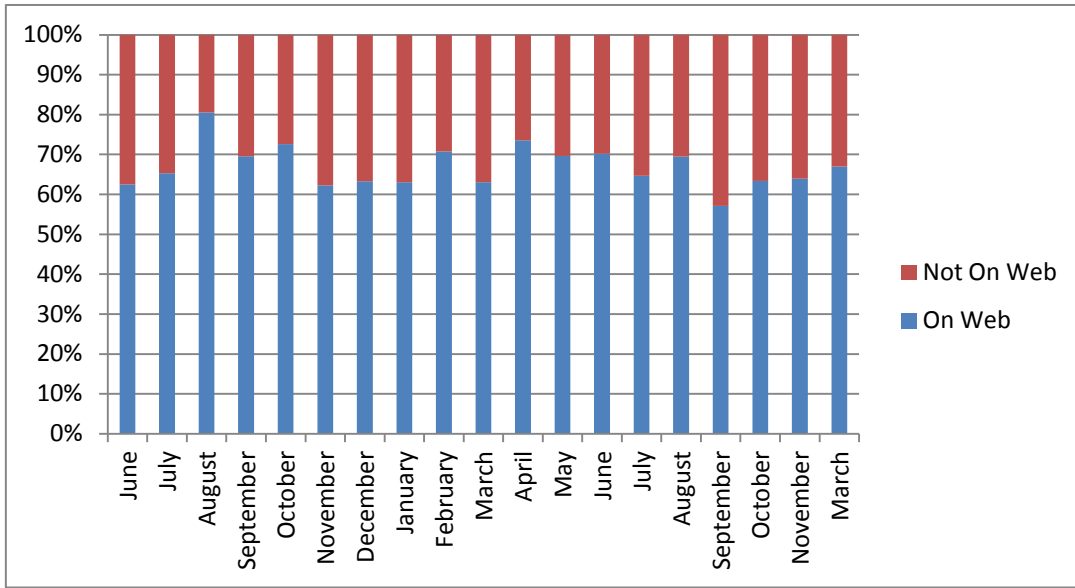
### Conclusion

Trends remain fairly consistent with N&S continuing to release the majority of their content in Print only - whereas the majority of Guardian content is on the web.

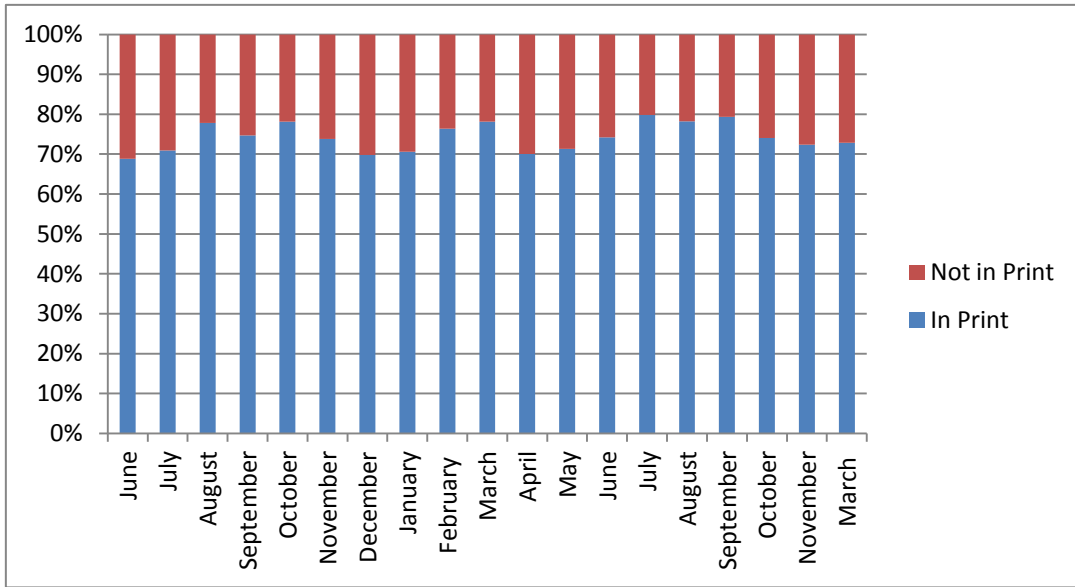
The Sunday Times, The Times and The Independent have the most commonly available content, with a majority of their articles being published in both mediums.

### Month-on-month results

### Print articles matched to web



### Web articles matched to newspapers



### Social mentions - a case study

Articles containing the keyword “DWP” or “Department for Work and Pensions” included this article which was published on the Guardian online website but not in print:

# Terminally ill patients told their benefits may be cut

Campaigners and charities criticise government for sending out letters about welfare reform bill, which has not yet been passed

Patrick Butler and Stephen Bates  
guardian.co.uk, Wednesday 21 September 2011 12.48 BST  
Article history



A Department for Work and Pensions spokesman said working could give terminally ill people 'a sense of being useful'. Photograph: Kirsty Wigglesworth/PA

The government has clashed with disability campaigners and health charities after warning seriously ill patients that their benefits may be cut from next April if its welfare reform bill, which has not yet passed all its parliamentary stages, is enacted later this year.

Tweet 208  
Recommend 1k  
reddit this  
Comments (403)

larger | smaller

Society  
Disability · Public sector cuts · Public services policy · Benefits

Politics  
Welfare

UK news

More news

More on this story



Thank you Ricky Gervais, for improving the lives of disabled people  
As the mother of two disabled daughters I thank Ricky Gervais

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**Principal Social Work Manager**  
Isle of Man | c.£60,000  
ISLE OF MAN GOVERNMENT



<http://www.guardian.co.uk/politics/2011/sep/21/terminally-ill-told-benefits-cut?INTCMP=SRCH>

The news story quickly becomes viral and is shared or mentioned in social media websites.

Blogs Microblogs Bookmarks Comments Events Images News Video Audio Q&A Networks All

**socialmention\*** "Terminally ill patients told their benefits may be cut"  Search

1% strength	1:18 sentiment
23% passion	8% reach
14 days avg. per mention	
last mention 5 hours ago	
16 unique authors	
0 retweets	



## Mentions about "Terminally ill patients told their benefits may be cut"

Sort By:  Date  Results:  Anytime  Results 1 - 15 of 26 mentions.

- Young mothers face benefits axe | Age To Know**

ROLL CALL: Alex Rodriguez Talks Split With Cameron Diaz: 'We'll Always Be Friends' (omg!) discussed 1 times - Terminally ill patients told their b...  
www.agetk.com/work-and-society/young-mothers-face-benefits-axe.html  
5 hours ago - by admin on [google\\_blog](#)
- Flying foxes, your animals and you discussion forum (full webcast)**

Queenslanders put their questions about flying foxes and Hendra virus to the Queensland Government's expert panel on Friday 23 September 2011 ...youtube.com  
www.google.com/url?q%3Dwww.youtube.com/watch?v%3DDDP0vxn-I6LM%26source%3Dvidec  
1 months ago - on [google\\_video](#)

- The article is the subject of 26 mentions on websites.
- The 'Passion' measure of the likelihood that the brand is being discussed is 23%
- The 'Sentiment' shows there are 18 negative comments.
- The article is the subject of 219 Tweets in the past 49 days.

**TOPSY** "Terminally ill patients told their bene   [Advanced Search](#)

Search results 11-20 out of 219 tweets about "Terminally ill patients told their benefits may be cut"

Latest Results

Past 1 Hour 0

Past 1 Day 0

Past 7 Day 0

Past 30 Day 1

**Past 49 Day 219**

All Time 219

Search

Everything

**Tweets**

Photos

Videos

Experts



**jgreennnn** J Green  
**terminally ill patients told their benefits may be cut** <http://t.co/al3mRiRz>  
09/22/2011 Reply Retweet Favorite



**pauline\_c64** Pauline  
**Terminally ill patients told their benefits may be cut** <http://t.co/0l9i3EZJ>  
09/22/2011 Reply Retweet Favorite



**ripvanrey** Rip van Rey  
**Terminally ill patients told their benefits may be cut** <http://t.co/0l9i3EZJ>  
09/21/2011 Reply Retweet Favorite



**ablemag** Able Magazine  
**Terminally ill patients told their benefits may be cut** <http://t.co/0l9i3EZJ>  
09/21/2011 Reply Retweet Favorite 3



**pastyjuice** pastyjuice  
**Terminally ill patients told their benefits may be cut** <http://t.co/M5pyHK8Z>  
09/21/2011 Reply Retweet Favorite

## Website usage and trends

ABC (Audit Bureau of Circulations) produce monthly statistics which show key website audience figures and compare Newspaper websites monthly browsers (total visits) year on year.

All websites show a significant increase in visits in 2011 ranging from +15% for Mirror up to +52% for Daily Mail.

Website	Yr on Yr change 2011	Monthly browsers
Mail online	+52.17%	67,606,156
Guardian	+43.17%	52,086,069
Telegraph	+43.17%	37,977,383
Indepenent	+18.88%	14,675,273
Mirror group	+15.28	12,583,500

## Reference sources

<http://www.abc.org.uk/>

<http://www.guardian.co.uk/media/2011/oct/27/>

[www.compete.com](http://www.compete.com)

[www.socialmentions.com](http://www.socialmentions.com)

[www.topsy.com](http://www.topsy.com)

[www.tweetbuzz.us](http://www.tweetbuzz.us)

For more information about this research for eClips Web, please contact [clientservices@nla.co.uk](mailto:clientservices@nla.co.uk)

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