

New York Times and New York Times Digital (nytimes.com): **Comparing Content Across Platforms**

Content and experiences using the *New York Times Digital* product on the Web, on a tablet (iPad), on IOS and Android smartphones were compared. Additionally, experiences across digital platforms and news aggregators were also compared. For this review, I selected one specific day: October 8, 2013.

I began the experiential comparison with the printed newspaper.

New York Times Print Edition (Figure 1)

At press time, the photos and articles on the front page were chosen as the primary focus of the National Edition newspaper. “Above the fold,” I found:

- Photos of mourners of Rabbi Yosef, in Jerusalem
- A photo and story about Representative Charlie Dent, a moderate Republican from Pennsylvania
- A story about California Governor Brown’s veto of a bill allowing non-citizens to serve on juries
- A story concerning the default threat generating economic fear across the globe
- And an article about escalating Egyptian attacks.

Articles about health exchange delays due to software crashes and bankruptcy in Detroit and a photo accompanying the Egypt story were found “below the fold.”

At the bottom of the page were references to articles in other sections of the paper:

- One of which was a photo of a fruit fly in flight drawing attention to an story entitled “Curiosity Takes Flight” – in the Science Times section D
- While another, “Life as Daring Art”, points to a photo expose of a controversial art exposition in Qatar.

New York Times Print Edition (Figure 1)



Above the Fold

- **Photos:**
 - Mourners of Rabbi Yosef, in Jerusalem
 - Representative Charlie Dent, a moderate Republican from Pennsylvania
- **Articles:**
 - California Governor Brown's veto of a bill allowing noncitizens to be on juries
 - GOP Moderate (Charlie Dent)
 - The default threat generating economic fear across the globe
 - Escalating Egyptian attacks

Below the Fold

- **Photos:**
 - Egyptian soldier & bombed auto
- **Articles:**
 - Skilled fund-raiser
 - Detroit Bankruptcy issues

Gutter: Index/Abstracts of Featured Sectional Stories

- International – Bias in China (Uighurs)
- LA Mayor Garcetti - National
- 3 Americans Win Nobel- National
- Weiner's Woes- New York
- New Shopping Services – Business Day
- Puerto Rico's Financial Trouble– Business Day
- Life as Daring in Qatar – Arts
- Curiosity Takes Flight – Science Times
- Baseball Playoffs – Sports
- Editorial, OP-ED

New York Times Digital Provides Access to Dynamic Content

The computer screen displayed virtually the same content as the print, but used enticing ledes to encourage the reader to click on “more” which led to the rest of the story. While many of us still enjoy reading the print newspaper, we consume news differently based on the platform. Navigating the *New York Times Digital* product (*nytimes.com*) is intuitive providing the list of news sections in the left margin. If a reader is interested in a particular topic, it is easily discovered.



Figure 2

Had I not been reading the *nytimes.com* online, I would have missed the full impact of two multimedia stories and one infographic. I was fascinated by the image of the “fruit fly” (Figure 2) on the front page of the print newspaper. It led me to the Science section where I browsed the photographs and skimmed the story. However, on the Internet, I was treated to a short and informative video explaining the many wonders of the *Drosophila*. It was much more instructive watching the fluttering wings of the fly while listening to the narrative than browsing the beautiful, yet flat images in the print story.

I had a similar experience watching the video and browsing the slide show depicting the creation and unveiling of Damien Hirst’s massive human gestation sculptures in Doha, Qatar (Figure 3). Photos didn’t have the impact of either the slideshow or video.



Figure 4

Multimedia



New Sculptures in Doha, Qatar

Figure 3

The “What is the Higgs?” (Figure 4) infographic, created by Nigel Holmes and *nytimes.com* graphics team clearly explained Englert and Higgs’ (newly announced Nobel Prize Winners for Physics) theory of particles acquiring mass, using a simple snow analogy. Multimedia and infographics are value-added enhancements only available on the digital versions.

New York Times Digital Provides Access to Dynamic Content

Just before noon on October 8, I compared the *New York Times Digital* app displays on three devices (Figure 5): an iPad, an iPhone (both iOS 7) and a Samsung Galaxy Note (Android OS). All Three devices displayed the same story ledes in this order:

- Nathaniel Popper's story – "Little Fear on Wall St. of Default, at the Moment"
- Ashley Parker's – "A G.O.P. Moderate in the Middle... of a Jam"
- Dennis Overbye's - "Higgs and Englert are Awarded Nobel Prize in Physics"

Bylines were available on the iPad as were larger images, but ledes on the iPhone and Galaxy had no bylines and the images were reduced to thumbnails.

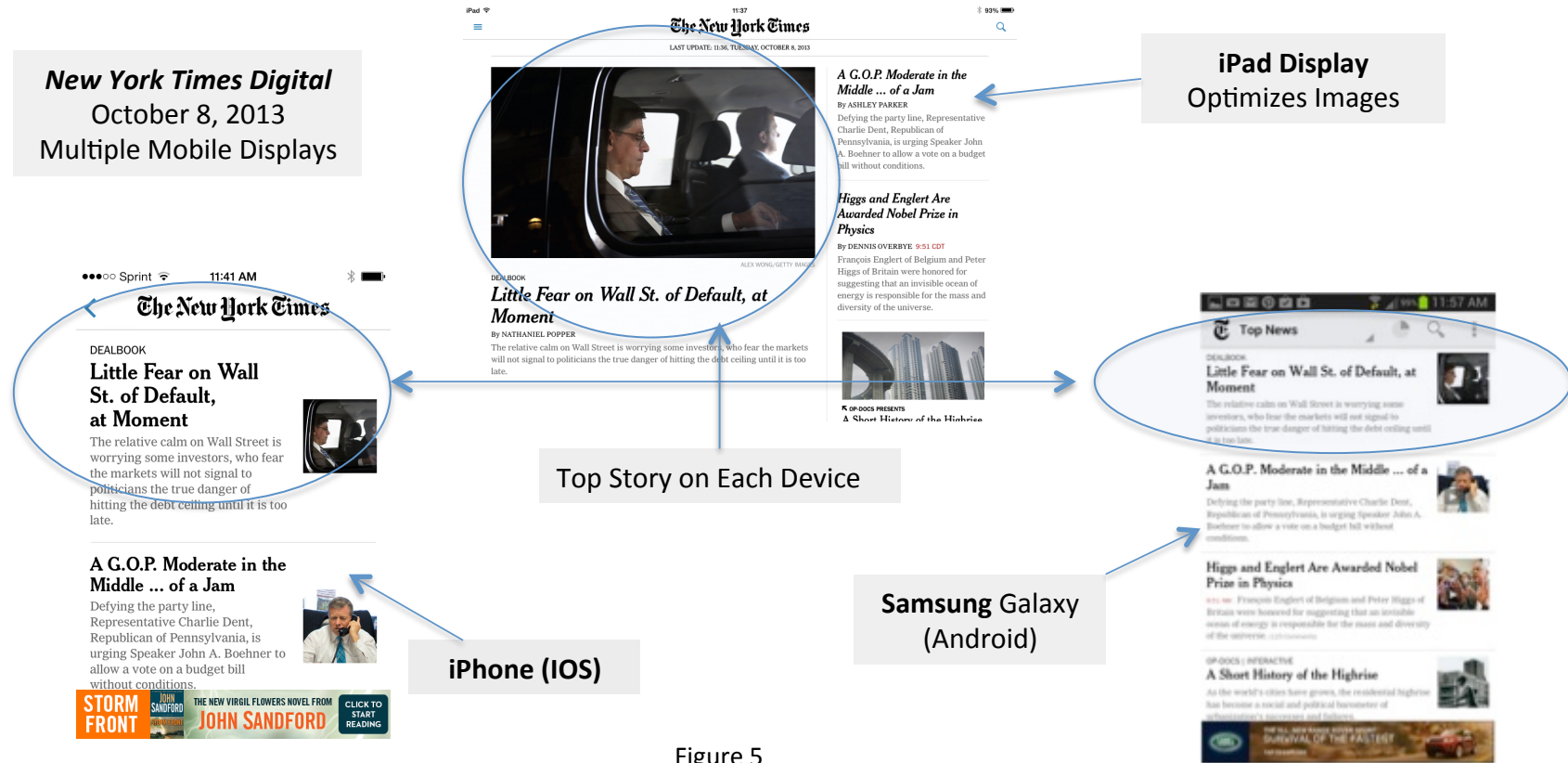


Figure 5

Since I had not monitored each of the platforms all day, I do not know how many times the digital front-page changed. Such is the dynamic nature of digital news.



News Aggregators Provide Access to Static Content

Aggregated news databases allow researchers access to digital news feeds, representing the content from print newspapers, from thousands of news organizations. Some aggregators include news blogs as well as content from news organizations' websites, but they are essentially static snapshots of news feeds captured at one point during the day.

For this review, I chose three aggregators to which my university subscribes: Factiva, ProQuest Newsstand and Lexis Nexis Academic.

Dow Jones Factiva database allows limited browsing of the day's news by presenting it on their "News Page" (Figure 7) as part of the United States group. The "News Page," a dashboard targeting the business customer, displays top stories from a limited selection of large regional United States newspapers and business magazines. It provides "at-a-glance" access to financial, sport, weather and news. Stories found in the print edition of the *New York Times* are displayed. The reader can search through the newspaper or browse stories by section via a drop-down menu.

Many library database administrators choose to have Factiva's "Search" page (Figure 8) act as the default starting page. Using this feature, accessing the *New York Times*' news of the day will be limited to searching the archive, not browsing the latest headlines. The researcher can choose *New York Times* as the source and select the date, but a search term must be entered for a list of stories/articles to be returned.

For this review, I hoped to compare the list of *New York Times* articles available in Factiva to the digital and print versions of the newspaper. This was possible using the "News Page", but was not easy using the "Search" page. Articles available for October 8, 2013, displayed on the "News Page" were identical to the print and pre-noon digital content found on the three mobile devices. Factiva also now provides access to *the New York Times Digital* (nytimes.com) feed, but I did not investigate how many times each day Factiva downloads content from that feed. Images attached to stories/articles are not available, as is the case in all of the news-aggregated databases examined for this comparative review.

News Aggregators Provide Access to Static Content: Factiva

The digital representation of print content is sent to aggregators once per day.

The New York Times via Factiva can be accessed two ways:

Browsing the “News Pages”

Factiva provides a browsing feature for some top news outlets. *New York Times* is one of those.

Sections can be browsed or searched, offering digital content aligned with the print product and often mirrors the early morning content featured on the digital platforms.

Figure 7

Searching the *New York Times* Archive via “Search” Page

Content can not be browsed using the search function. It must begin with a search.

To compare content across platforms, I searched for the letter “a”, but it didn’t yield any article about the “GOP Moderate,” Mr. Dent. Searching by keywords, title or byline yields the best results.

Using the “Search” page to create a list of articles from a single publication on a particular date is not effective.

Figure 8

News Aggregators Provide Access to Static Content: ProQuest

ProQuest Newsstand's advanced search feature (Figure 9) allows for searching the archive and for browsing a list of articles from a specific publication on a specific day. The researcher does not have to insert a search term to generate a list of articles (Figure 10). The articles represent the East Coast late edition news feed, duplicating the same list of articles found in the print and early digital editions.

ProQuest Newsstand
Basic Search | Advanced | Obituaries | Publications | About

Advanced Search

Look Up Citation | Command Line

Thesaurus | Field codes | Search tips

New York Times in Publication title - PUB

AND () OR () in ()
Anywhere except full text - ALL

AND () OR () in ()
Anywhere except full text - ALL

Add a row | Remove a row

Search options

Limit to: ☐ Full text

Publication date: On this date...
Search for documents published on this specific year, month, or date

October 8 2013 (yyyy)

Show less

Subject heading (all): Look up Subject headings (all)

Company/organization: Look up Companies/organizations

Person: Look up People

Location: Look up Locations

NAICS: Look up NAICS codes

Source type: ☐ Select all
☐ Magazines
☐ Newspapers

Figure 9

ProQuest Newsstand
Basic Search | Advanced | Obituaries | Publications | About

Browse Issue Search within < Back to publication information

Browse Issues > 2010 - 2013 > 2013 > October

New York Times, Late Edition (East Coast) ; Oct 8, 2013
173 Items

0 Selected items [Clear] Save to My Research Email Print Cite Export/Save

Select 1-20 Brief view | Detailed view

1 Billions in Debt, Detroit Faces Millions in Bills for Bankruptcy: [National Desk] Davey, Monica. New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.1. Citation/Abstract Full text Preview

2 Default Threat Generates Fear Around Globe: [Foreign Desk] Erlanger, Steven. New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.1. Citation/Abstract Full text Preview

3 Egyptian Attacks Are Escalating Amid Stalemate: [Foreign Desk] Kirkpatrick, David D. New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.1. Citation/Abstract Full text Preview

4 For a Skilled Fund-Raiser, Lhota Looks No Further Than Home: [News Series] Confessore, Nicholas. New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.1. Citation/Abstract Full text Preview

5 A.G.O.P. Moderate in the Middle ... of a Jam: [National Desk] Parker, Ashley. New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.1. Citation/Abstract Full text Preview

6 Veto Halts Bill For Jury Duty By Noncitizens: [National Desk] Medina, Jennifer. New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.1. Citation/Abstract Full text Preview

7 Corrections: [Correction] [8] New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.2. Citation Full text Preview

8 Corrections: [Correction] [2] New York Times, Late Edition (East Coast) [New York, N.Y] 08 Oct 2013: A.2. Preview

Sort results by Page order Sort

Figure 10

News Aggregators Provide Access to Static Content: Lexis Nexis Academic

LexisNexis® Academic

General Searching

- » Easy Search™
- » Advanced Search

Tip: Click the headings below to view links to specialized search forms and other useful features.

LexisNexis® FREE Pre-Law Program

Learn what to expect in law school this fall.

Sign up NOW

Advanced Search

Use of this service is subject to Terms and Conditions

Search Type: ☒ Terms & Connectors ☐ Natural Language

Search Terms: **Search**

Specify Date: Date is...

Add Index Terms:

Select Source: By Type: By Name: **Search**

» Try also Find Sources Or Browse Sources

Add Section Search: Add search term(s) within a specific document section Connector: ☒ And ☐ Or Section: Term(s): **Add to Search**

Figure 11

LexisNexis® Academic

News

US Legal

International Legal

Company

Country

Subject

Sources

Guides

Mobile

View Multiple Groups

All Results (267)

Sources by Category

- » Newspapers (196)
- » Blogs (71)
- » Publication Name
- » Subject
- » Industry
- » Company
- » Geography
- » Language
- » People

Search within results **Go**

Sort

View Page

News Aggregators Provide Access to Static Content

News aggregators are excellent repositories of text-only stories. There are times when browsing article titles is important. All three news aggregators that I tested offer that opportunity. None of the three offered graphics or images associated with the articles. Although corrections were added to some of the databases, the content is basically static.

The dynamic nature of *New York Times Digital* (nytimes.com) content has increased consumer expectations for news content to be as dynamic and experiential as the world it represents (Figures 2,3,4). Multimedia and infographics create rich educational and artistic experiences for the news consumer that neither the print nor aggregated content can.

Analytics Allows News Organizations to Find Success in the Digital Space

The dynamic nature of nytimes.com content has increased consumer expectations for news content to be as dynamic as the world it represents. Multimedia and infographics create rich educational and artistic experiences for the news consumer that neither the print nor aggregated content can. When real time site analysis is added to the mix, digital news providers can create personal experiences for the consumer based on the way each interacts with the content. Foreign and formerly forbidden space for the journalist, news organizations are creating teams of “engagement” specialists who monitor every inch of their digital space in real time. To survive the new world of experiential news, organizations have become experts in analyzing consumer news consumption behavior. This new and sometimes uncomfortable partnership may allow quality journalism to survive as new business models emerge.

According to Paul Smurl, General Manager of Core Digital Products for The New York Times Company, the more engaged, committed and loyal users are across platforms, the “ more valuable they are from both an advertising and a subscription perspective.”

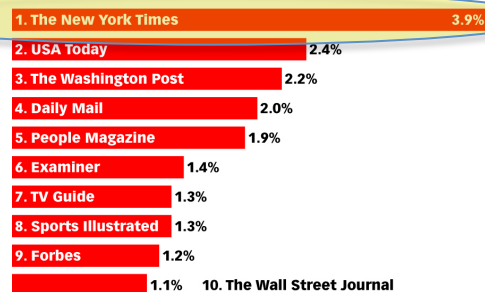
Smurl explains in an interview with eMarketer, a market research aggregator for digital media, that mobile usage of the *New York Times Digital* product is heaviest in the morning before consumers head out the door. They take their smartphone on their commute. At work, computers may be the work tool of choice, but tablet usage picks up in the evening as entertainment or a second screen device.

Smurl knows this because of New York Times Digital’s heavy use of analytics.

The *New York Times* is Consistently Ranked as a Top Web, Mobile and Print Property

According to eMarketer and ComScore (provider of digital business analytics), the *New York Times* consistently ranks in the top 10 Web, mobile and print media properties (Figures 14, 15, 16, 17, 18).

Top 10 US Print Media Websites, Ranked by Market Share of Visits, March 2013



Source: Experian Hitwise as cited by Marketing Charts, April 4, 2013

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www.eMarketer.com

Figure 14

Top 20 Web Properties Among US Desktop/Mobile Internet Users, Ranked by Unique Visitors, Sep 2012
millions

	Desktop	Mobile	Total
1. Google sites	189.6	109.1	214.8
2. Yahoo! sites	164.4	94.3	189.3
3. Facebook	151.1	91.5	179.4
4. Microsoft sites	168.0	41.8	170.6
5. AOL	120.9	52.4	135.9
6. Amazon sites	111.2	61.8	134.5
7. Wikimedia Foundation sites	88.4	39.4	103.7
8. Glam Media	86.9	39.7	102.3
9. Apple	79.7	47.6	102.1
10. CBS Interactive	87.0	36.7	100.7
11. Turner Digital	84.6	37.0	98.7
12. Ask Network	78.0	31.6	91.0
13. eBay	73.8	37.5	90.3
14. Demand Media	78.2	30.0	89.9
15. New York Times Digital	71.7	36.4	88.3
16. Comcast NBCUniversal	70.0	31.1	83.1
17. Federated Media Publishing	68.8	30.1	81.9
18. Viacom Digital	71.6	20.3	79.4
19. ESPN	47.3	31.8	65.5
20. The Weather Channel	46.9	28.9	63.3

Note: ages 18+; mobile includes Android, iOS and RIM platforms
Source: comScore Media Metrix Multi-Platform as cited in press release, Nov 29, 2012

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www.eMarketer.com

Figure 15

Top 25 US Daily Newspapers, Ranked by Average Circulation, 6 months ending March 2013
thousands

1. The Wall Street Journal	2,379
2. The New York Times	1,865
3. USA Today	1,674
4. Los Angeles Times	654
5. New York Daily News	516
6. New York Post	501
7. The Washington Post	475
8. Chicago Sun-Times	471
9. The Denver Post	417
10. Chicago Tribune	415
11. The Dallas Morning News	409
12. Newsday	378
13. Houston Chronicle	360
14. Orange County Register	356
15. Newark Star-Ledger	341
16. Tampa Bay Times	340
17. Cleveland Plain Dealer	312
18. Philadelphia Inquirer	307
19. Minneapolis Tribune	301
20. Arizona Republic	294
21. Honolulu Star-Advertiser	268
22. Las Vegas Review-Journal	252
23. San Diego Union-Tribune	251
24. Boston Globe	246
25. Atlanta Journal-Constitution	231

Source: Alliance for Audited Media (formerly Audit Bureau of Circulations) as cited in company blog, April 30, 2013

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www.eMarketer.com

Figure 16

Top 25 US Newspaper Daily E-Editions, Ranked by Average Circulation, 6 months ending March 2013
thousands

1. The Wall Street Journal	2,379
2. The New York Times	1,865
3. USA Today	1,674
4. Los Angeles Times	654
5. New York Daily News	516
6. New York Post	501
7. Chicago Sun-Times	471
8. Denver Post	417
9. Chicago Tribune	415
10. Dallas Morning News	409
11. Newsday	378
12. Houston Chronicle	360
13. Newark Star-Ledger	341
14. Cleveland Plain Dealer	312
15. Philadelphia Inquirer	307
16. Minneapolis Star Tribune	301
17. Honolulu Star-Advertiser	268
18. Los Angeles Investors Business Daily	157
19. Boston Globe	246
20. San Francisco Chronicle	219
21. Detroit Free Press	210
22. St. Paul Pioneer Press	208
23. Riverside Co. Press-Enterprise	138
24. Miami Herald	147
25. Salt Lake City Desert News	103

Source: Alliance for Audited Media (formerly Audit Bureau of Circulations) as cited in company blog, April 30, 2013

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www.eMarketer.com

Figure 17

ComScore Top 100 News/Information Properties September 2013

NYTimes.com is ranked 9th in News/Information Internet Properties Based on Total Number of Unique Visitors:

ComScore Media Metrics Key Measures

COMSCORE			Geography :	United States												
Key Measures			Universe :	Home and Work												
News/Information [Undup.]			Time Period :	September 2013												
			Target :	Total Audience												
			Media :	News/Information [Undup.]												
			Date :	10/14/2013												
©2013 comScore, Inc.																
Media	Total Unique Visitors (000)	% Reach	% Composition Unique Visitors	Composition Index UV	Composition Index PV	Average Daily Visitors (000)	Total Minutes (MM)	Total Pages Viewed (MM)	Total Visits (000)	Average Minutes per Visit	Average Visits per Visitor					
Total Internet : Total Audience	225,271	100.0	100.0	100	100	177,036	435,478	604,751	16,663,436	26.1	74.0					
(u) News/Information	216,342	96.0	100.0	100	100	100,407	21,797	22,063	4,258,257	5.1	19.7					
1 [C](U) Yahoo!-ABC News Network	76,476	33.9	100.0	100	100	14,406	2,108	2,612	625,590	3.4	8.2					
2 [M](U) CNN Network	66,869	29.7	100.0	100	100	14,189	1,881	1,813	634,786	3.0	9.5					
3 [P](U) About	59,323	26.3	100.0	100	100	4,448	240	292	143,072	1.7	2.4					
4 [M](U) HPMG News	59,144	26.3	100.0	100	100	9,908	1,247	1,213	411,707	3.0	7.0					
5 [P](U) Gannett Sites	54,987	24.4	100.0	100	100	6,164	1,274	1,317	255,190	5.0	4.6					
6 [P](U) Weather Company, The	52,164	23.2	100.0	100	100	11,366	559	863	224,630	2.5	4.3					
7 [C](U) NBC News Digital	48,362	21.5	100.0	100	100	7,260	1,535	866	309,903	5.0	6.4					
8 [C](U) CBS News	40,451	18.0	100.0	100	100	3,613	944	1,005	158,910	5.9	3.9					
9 [P](U) New York Times Digital	32,234	14.3	100.0	100	100	4,703	895	615	193,199	4.6	6.0					
10 [P](U) Fox News Digital Network	28,861	12.8	100.0	100	100	5,609	2,218	928	270,507	8.2	9.4					
11 [P](U) The Washington Post Company	24,751	11.0	100.0	100	100	2,355	275	271	88,134	3.1	3.6					
12 [M](U) T365 - Tribune Newspapers	24,593	10.9	100.0	100	100	2,264	216	234	84,581	2.6	3.4					
13 [P](U) BUZZFEED.COM	20,650	9.2	100.0	100	100	2,516	312	231	92,230	3.4	4.5					
14 [P](U) WorldNow Sites	20,387	9.1	100.0	100	100	2,235	307	261	92,549	3.3	4.5					
15 [C](U) Mail Online	20,118	8.9	100.0	100	100	1,562	190	150	58,213	3.3	2.9					
16 [C](U) MSN News	17,006	7.5	100.0	100	100	2,364	219	201	87,725	2.5	5.2					
17 [P](U) Advance Digital	16,985	7.5	100.0	100	100	1,486	160	240	58,064	2.8	3.4					
18 [M](U) Hearst Newspapers	16,903	7.5	100.0	100	100	2,906	259	241	102,260	2.5	6.1					
19 [M](U) BBC	16,620	7.4	100.0	100	100	1,472	209	193	62,117	3.4	3.7					
20 [P](U) NYDAILYNEWS.COM	14,868	6.6	100.0	100	100	1,054	169	118	36,994	4.6	2.5					
21 [P](U) The Guardian	13,446	6.0	100.0	100	100	918	53	54	30,662	1.7	2.3					
22 [P](U) Digital First Media	12,513	5.6	100.0	100	100	1,397	223	162	53,774	4.1	4.3					
23 [P](U) Examiner.com Sites	12,051	5.4	100.0	100	100	669	39	37	20,776	1.9	1.7					
24 [P](U) McClatchy Corporation	11,778	5.2	100.0	100	100	1,462	137	139	56,797	2.4	4.8					
25 [P] WeatherBug Property	11,391	5.1	100.0	100	100	2,087	406	196	120,845	3.4	10.6					
26 [P](U) USNews	10,843	4.8	100.0	100	100	556	48	76	17,834	2.7	1.6					
27 [P](U) National Geographic Sites	9,829	4.4	100.0	100	100	775	130	97	32,380	4.0	3.3					
28 [P](U) LEGACY.COM*	9,007	4.0	100.0	100	100	1,119	90	130	37,977	2.4	4.2					
29 [P](U) Telegraph Media Group	8,840	3.9	100.0	100	100	478	27	29	14,947	1.8	1.7					
30 [P](U) Atlantic Media	8,615	3.8	100.0	100	100	702	49	35	23,535	2.1	2.7					
31 [P](U) Newsmax.com Sites	8,568	3.8	100.0	100	100	536	45	43	17,807	2.5	2.1					
32 [P](U) AccuWeather Sites	8,176	3.6	100.0	100	100	923	78	129	35,731	2.2	4.4					
33 [M] TECHBROWSING.COM	7,967	3.5	100.0	100	100	3,438	184	198	158,939	1.2	20.0					
34 [P](U) Lee Enterprises, Incorporated	7,763	3.4	100.0	100	100	758	85	93	28,331	3.0	3.7					
35 [P](U) Belo	7,041	3.1	100.0	100	100	784	85	101	30,451	2.8	4.3					
36 [M](U) Hearst Television	6,633	2.9	100.0	100	100	841	99	127	35,165	2.8	5.3					
37 [C](U) MSN Weather	6,610	2.9	100.0	100	100	1,013	54	68	38,074	1.4	5.8					
38 [M](U) THEBLAZE.COM	6,297	2.8	100.0	100	100	820	148	100	31,966	4.8	5.1					
39 [M](U) TOPIX	6,235	2.8	100.0	100	100	509	67	57	20,621	3.3	3.3					
40 [P](U) ANCHORFREE.US	6,071	2.7	100.0	100	100	1,104	54	43	33,904	1.6	5.6					
41 [P](U) CSMONITOR.COM	5,482	2.4	100.0	100	100	343	22	23	10,456	2.1	1.9					
42 [P](U) NYPost	5,296	2.4	100.0	100	100	416	48	53	15,500	3.1	2.9					
43 [P](U) THEDAILYBEAST.COM	5,271	2.3	100.0	100	100	616	40	31	20,243	2.0	3.8					
44 [P] NPR.ORG	5,255	2.3	100.0	100	100	319	42	24	10,900	3.9	2.1					
45 [P](U) ABC OTV	5,018	2.2	100.0	100	100	420	64	46	15,867	4.0	3.2					
46 [P](U) INDEPENDENT.CO.UK	4,646	2.1	100.0	100	100	212	10	12	6,588	1.5	1.4					
47 [P](U) DRUDGEREPORT.COM	4,592	2.0	100.0	100	100	1,895	381	637	108,555	3.5	23.6					
48 [P] News World Communications, Inc.	4,417	2.0	100.0	100	100	279	10	19	9,708	1.0	2.2					
49 [P](U) LIN Media	4,214	1.9	100.0	100	100	346	26	43	12,869	2.0	3.1					
50 [P](U) Sun-Times Media / CRWN (Chicago Region-Wide Network)	4,034	1.8	100.0	100	100	285	17	18	9,188	1.9	2.3					
51 [P](U) POLITICO.COM	4,005	1.8	100.0	100	100	341	69	44	12,422	5.6	3.1					

Figure 18

Excerpts from Alliance for Audited Media: Latest *New York Times*' Publisher's Statement (3/2012)



NEWSPAPER

Publisher's Statement

27 weeks ended March 31, 2013

Subject to Audit

The New York Times

New York, New York

www.nytimes.com

	Morning						
	Sun	Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
EXECUTIVE SUMMARY	2,322,429	1,865,318	1,830,689	1,853,897	1,861,960	1,835,356	1,944,683
The New York Times							
Print (See Par. 1A)	1,254,506	731,395	695,972	711,696	717,066	708,026	824,213
Digital Replica (See Par. 1B)	1,983	36,456	34,910	38,317	38,876	35,564	34,611
Digital Non-Replica (See Par. 1C)	1,065,940	1,097,467	1,099,807	1,103,884	1,106,018	1,091,766	1,085,859
TOTAL AVERAGE CIRCULATION	2,322,429	1,865,318	1,830,689	1,853,897	1,861,960	1,835,356	1,944,683

TOTAL CONSUMER ACCOUNTS

Sun (Sun, March 10, 2013)	1,683,966
Daily (Fri, March 8, 2013)	1,277,996
See Par. 6	

Audience Snapshot

PRINT READERSHIP: National				WEBSITE USAGE: Total Activity	
	Sun	Weekday	Past 7 Days		6 mo. avg. Feb. 2013
National Readers	5,702,964	4,482,121	11,417,709	Total Unique Users	29,462,000
Reach	2.4%	1.9%	4.8%	Page Impressions/Views	601,167,000
Source: 2012 Release 2 Scarborough Report. Copyright 2013, Scarborough Research. All rights reserved.				Source: comScore Unified, See Explanatory	

**Digital Circulation is Now 48% of Total
Print and Digital Circulation**

Publishing Plans

The New York Times	Frequency: Daily
	Delivery Vehicle(s): Print, online, eReaders
	Print editions are distributed in broadsheet format.
	Digital Non-Replica subscriptions are sold for display of select newspaper content on personal computers, tablets, mobile/smartphones and eReaders. Non-Replica copies derived from usage rules, both Paid and Verified, were determined on the basis of daily usage.
	Website(s): www.nytimes.com

The New York Times

1A. THE NEW YORK TIMES - PRINT

	Sun	Morning					
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
Paid Circulation							
Individually Paid Circulation							
Home Delivery and Mail	1,023,956	535,405	512,161	513,615	513,933	512,984	624,333
Single Copy Sales	189,120	99,777	90,596	100,750	104,881	98,410	104,249
Total Average Individually Paid Circulation	1,213,076	635,182	602,757	614,365	618,814	611,394	728,582
Business/Traveler Paid Circulation							
Group Subscriptions (Designated Employees)	122	468	465	464	467	472	77
Hotel Distribution - Room/Lobby Copies	19,976	25,129	23,515	24,646	25,719	25,584	26,180
Total Average Business/Traveler Paid Circulation	20,098	25,597	23,980	25,110	26,186	26,056	26,652
Total Average Paid Circulation - Print	1,233,174	660,779	626,737	639,475	645,000	637,450	755,234
Verified Circulation							
Single Copy							
Educational Copies	151	5,413	4,882	5,993	5,541	5,479	5,170
University Copies	232	38,815	37,980	40,211	40,047	38,532	37,303
Employee/Independent Contractor	6,705	6,322	6,322	6,322	6,322	6,323	6,304
Retail/Business	14,244	20,066	20,051	19,695	20,156	20,243	20,183
Total Average Single Copy	21,332	70,616	69,235	72,221	72,066	70,576	68,979
Total Average Verified Circulation - Print	21,332	70,616	69,235	72,221	72,066	70,576	68,979
Total Average Paid & Verified Circulation - Print	1,254,506	731,395	695,972	711,696	717,066	708,026	824,213

The New York Times

1B. THE NEW YORK TIMES - DIGITAL REPLICA

	Sun	Morning					
		Cmbd Avg (Mon.-Fri.)	Mon	Tue	Wed	Thu	Fri
Paid Circulation							
Subscription	1,983	1,988	1,990	1,989	1,987	1,987	1,985
Total Average Paid Circulation - Digital Replica	1,983	1,988	1,990	1,989	1,987	1,987	1,985
Verified Circulation: Opt-In							
Educational Copies	34,468	32,920	36,328	36,889	33,577	32,626	
Total Average Verified Circulation - Digital Replica	34,468	32,920	36,328	36,889	33,577	32,626	
Total Average Paid & Verified Circulation - Digital Replica	1,983	36,456	34,910	38,317	38,876	35,564	34,611
Total Average Circulation - Print & Digital Replica	1,256,489	767,851	730,882	750,013	755,942	743,590	858,824

1C. THE NEW YORK TIMES - DIGITAL NON-REPLICA

Paid Circulation							
Restricted Access Website	555,877	553,802	552,923	553,438	553,903	554,155	554,590
eReaders without Advertising	58,494	56,508	56,497	56,609	56,544	56,470	56,468
Tablets	54,701	46,961	47,925	47,848	47,217	46,039	45,775
Mobile/Smartphone	56,262	57,215	56,906	57,712	58,132	56,282	57,042
Total Average Paid Circulation - Digital Non-Replica	725,334	714,486	714,251	715,607	715,796	712,946	713,827
Verified Circulation							
Restricted Access Website	205,912	246,394	249,888	249,450	251,080	244,323	237,227
Tablets	61,382	57,520	57,924	58,943	58,142	56,658	55,934
Mobile/Smartphone	73,312	79,067	77,744	79,884	81,000	77,839	78,871
Total Average Verified Circulation - Digital Non-Replica	340,606	382,981	385,556	388,277	390,222	378,820	372,032
Total Average Paid & Verified Circulation - Digital Non-Replica	1,065,940	1,097,467	1,099,807	1,103,884	1,106,018	1,091,766	1,085,859
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA AND NON-REPLICA	2,322,429	1,865,318	1,830,689	1,853,897	1,861,960	1,835,356	1,944,683

Figure 19

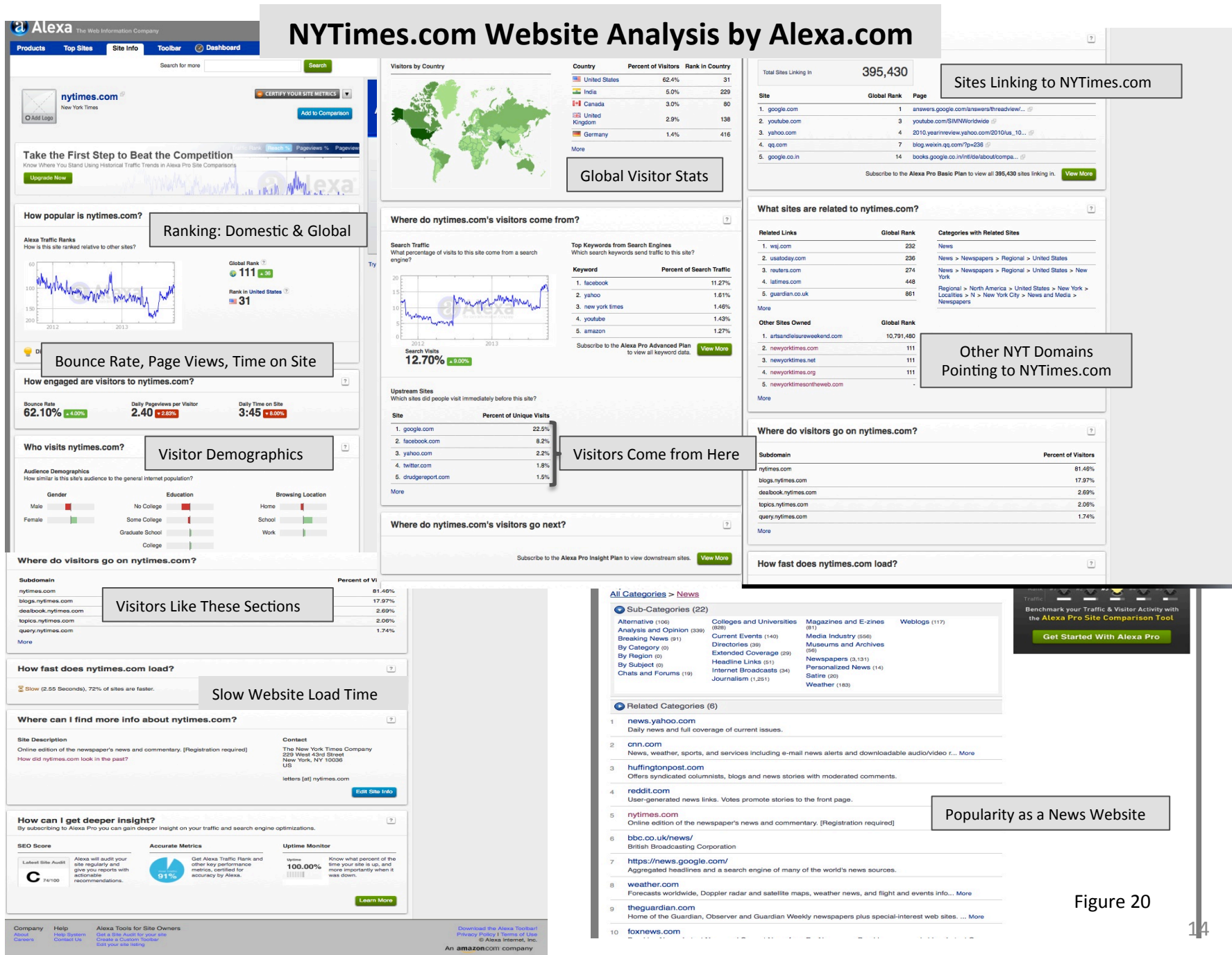


Figure 20

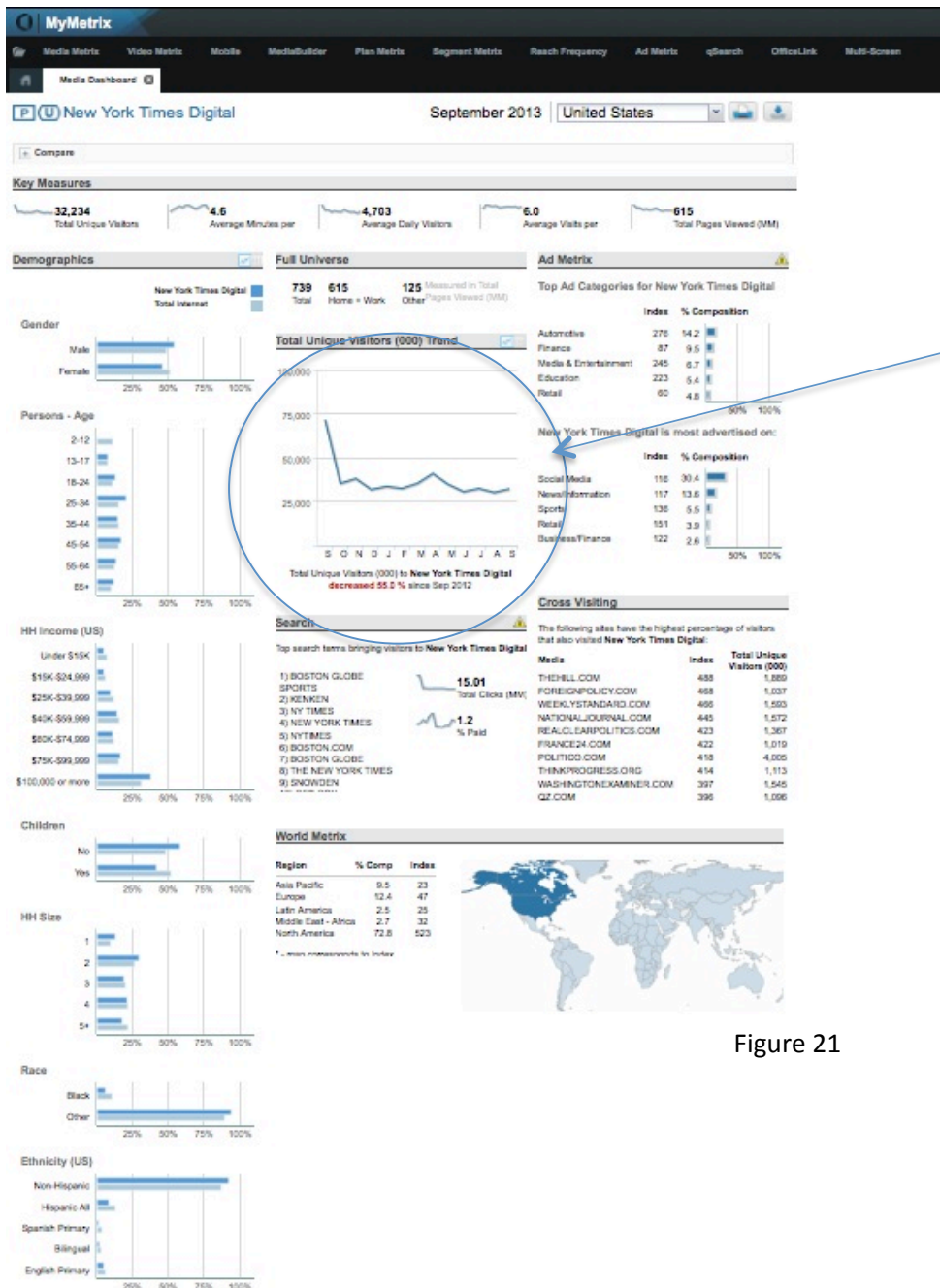


Figure 21

According to ComScore MyMetrix Media Dashboard for September 2013:

New York Times Digital had:

- 32,234 Unique Visitors in September 2013
- 55% less than September 2012 (Figure 21)
- 4,703 Daily Visitors
- Visitors Stayed an Average of 4.6 Min/Visit
- Visitors Viewed 615 Pages
- The Majority of Visitors Came from the U.S.

New York Times Digital Demographics:

- Visitors are Mostly Male (over 54%)
- Most Visitors are Between 25-34 Years of Age
 - Many Between Ages 18-64
- Household Incomes Generally Exceed \$100,000
- Over 50% Do Not Have Children
- Most Common Household Size= 2
- Ethnicity = Over 90% "Other" (Not Hispanic Nor Black)

New York Times Digital Advertising:

- Advertisers:
 - Over 54% - Automobiles
 - Remainder- Finance, Technology, Education, etc.
- New York Times Digital Advertises on:
 - Social Media
 - News/Information
 - Sports
 - Retail
 - Business/Finance

New York Times Digital's Total Unique Visitors Compared to All Other News/Information Unique Visitors and All Internet Unique Visitors From September 2012-September 2013 According to ComScore Media Trend

While Internet and news/information unique visitors have increased over the year, *New York Times Digitals'* unique visitors have decreased (Figures 21, 22). This may explain why they are aggressively seeking a new international subscription base.

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Figure 22

***New York Times* is Investing in Journalism and Counting on New Digital Subscriptions**

The New York Times Company has been shedding its investments and major outside holdings (Figure 23) and will soon be “stripped down to its central product – New York Times journalism,” according to Christine Haughney, in her recent nytimes.com article: “A Leaner Times Aims for Global Growth”(October 14, 2013). This week the Company introduced a new product: *The International New York Times*, “a central component of a stepped-up global growth strategy.”

In Haughney’s article, Mark Thompson, The New York Times Company’s president and chief executive, said, “If we can get the combination of new products that we’re doing and the international strategy to significantly increase consumer revenue, that could be of real significance.”

Video will become increasingly important in creating long-form documentaries, original series, etc. They see it playing a very important part in digital advertising as well.

The New York Times Company sees increased paid circulation rather than relying on the traditional advertising business model as a key to their future success. That may explain why academic site licenses are so important to the *New York Times*. Academic institutions provide a huge potential subscription base. The value-added content only available on the Web and mobile platforms provide access to dynamic current information, very different content than that found in digital aggregated news archives like Factiva, ProQuest Newsstand and Lexis Nexis.

The value of the New York Times Digital products extends much farther than access to news. It’s arts, politics, business and finance sections, to name a few, are regarded as some of the highest quality information sources available. For the academic market, they provide value across many disciplines. News aggregators are invaluable for searching text news archives, but the dynamic nature of this multiplatform product makes it an important product across the academy.

It is important that the New York Times Company understands that the academic community values its products. However, they must also understand that we know that the academic market provides them a potential subscriber base that extends much farther than the academy. Each year thousands of students graduate and become potential individual subscribers.

New York Times is Investing in Journalism and Counting on New Digital Subscriptions

Published: October 13, 2013

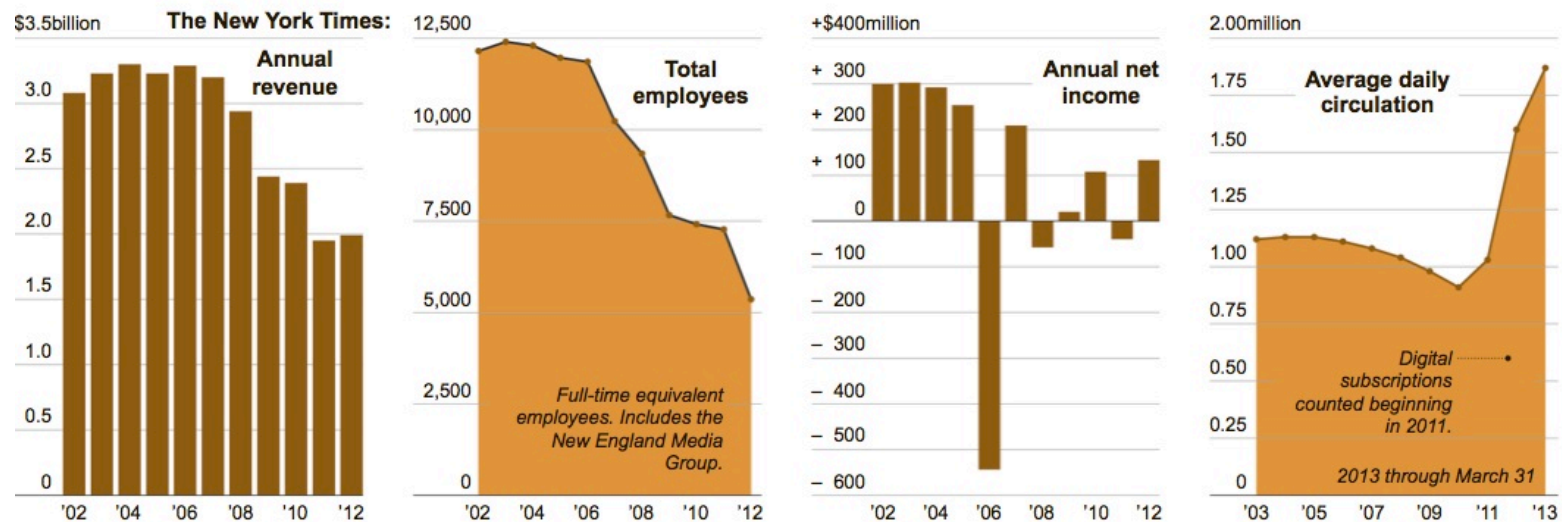
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[t TWITTER](#)
[g+ GOOGLE+](#)
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A Slimmed-Down Newsroom

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The New York Times Company shed many assets and trimmed its payroll following a steep decline in revenue.

But after a huge loss in 2006, the company has been posting more profits than losses and its online and mobile business strategy has greatly helped to increase its paid circulation.



Bloomberg; Alliance for Audited Media

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Figure 23

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