



News Corp Australia

Richard Wiles

General Manager
Consumer Growth, Insights & Consumer Data
News Corp Australia

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18.1m

Total monthly audience

1m+

Digital subscriptions

80m

Videos watched each month

4th

Largest podcast producer

127

Google web stories per week

23

YouTube channels



One million

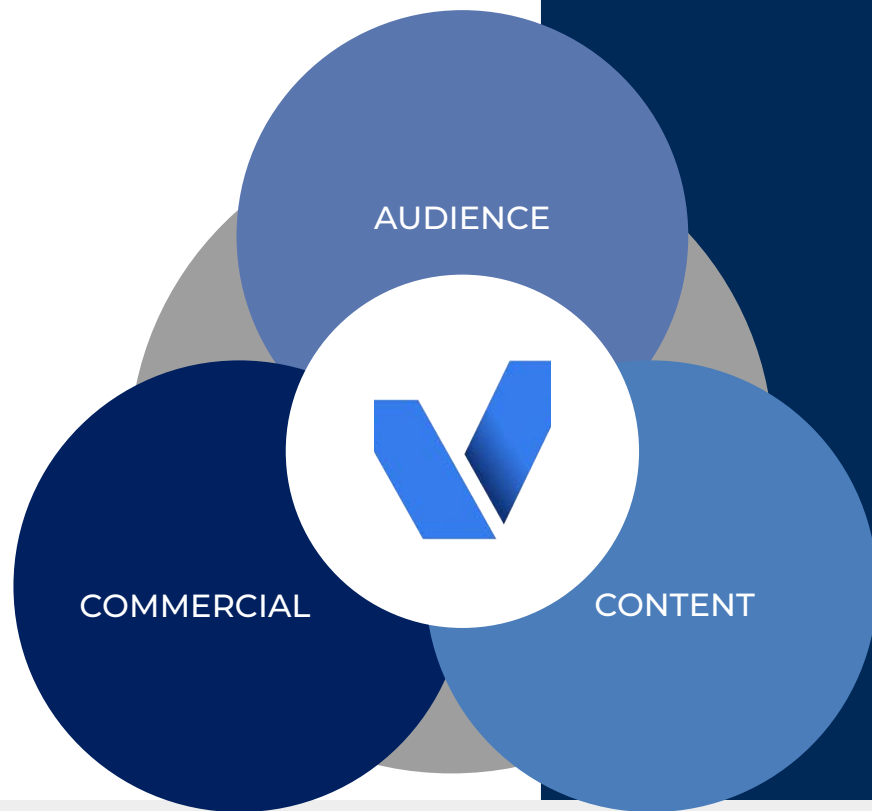


digital subscriptions



Verity

BRINGS YOU CLOSER

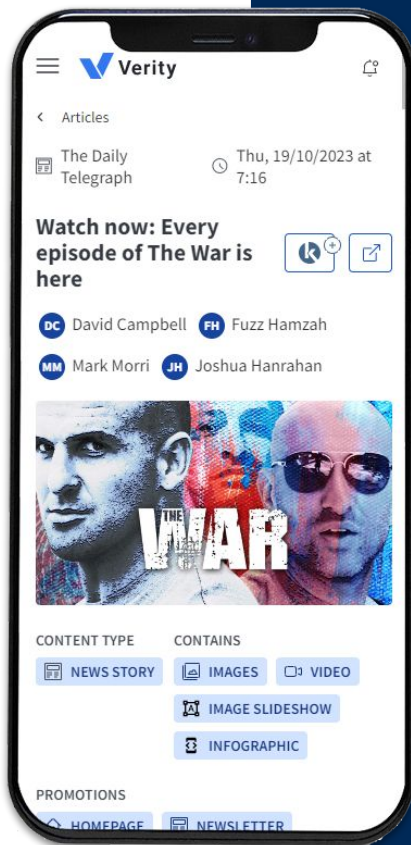


CONTENT LED GROWTH PROGRAM

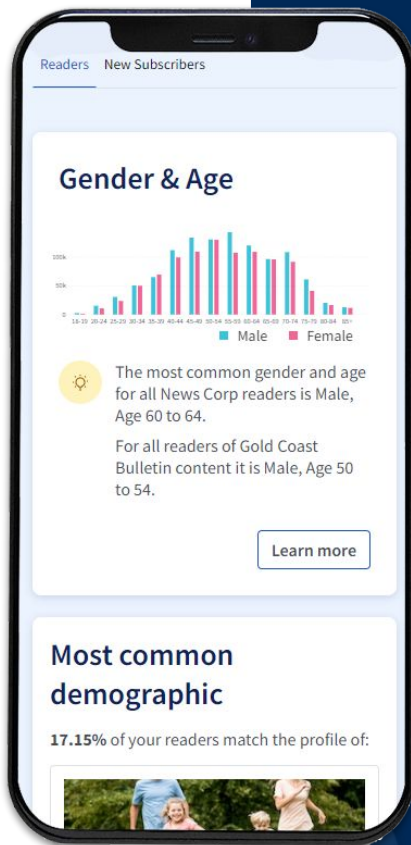
It is not an audience measurement tool, its a value maximisation tool.

Verity provides the truth of performance through combining;

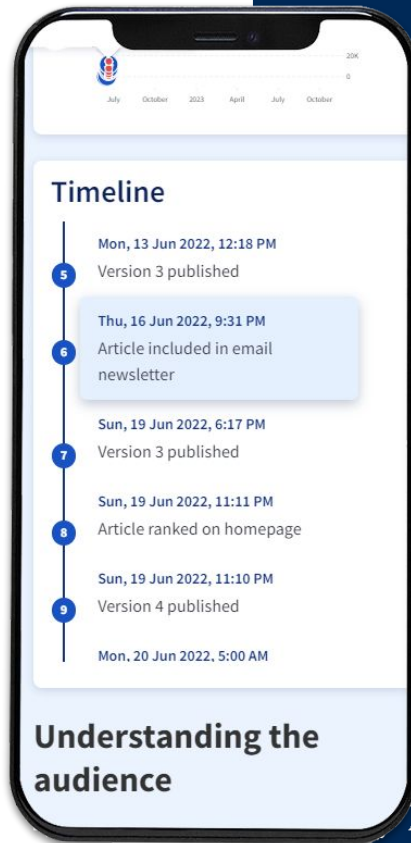
- Audience and readership performance
- Content performance, inclusion, placements, timing
- Commercial outcomes, like subscription sales
- Realtime & concurrent readership data
- Audience demographics
- With drill downs/ups from article, team, newsroom, business



FOR EVERY
JOURNALIST,
THEIR VERY OWN
DATA ASSISTANT.

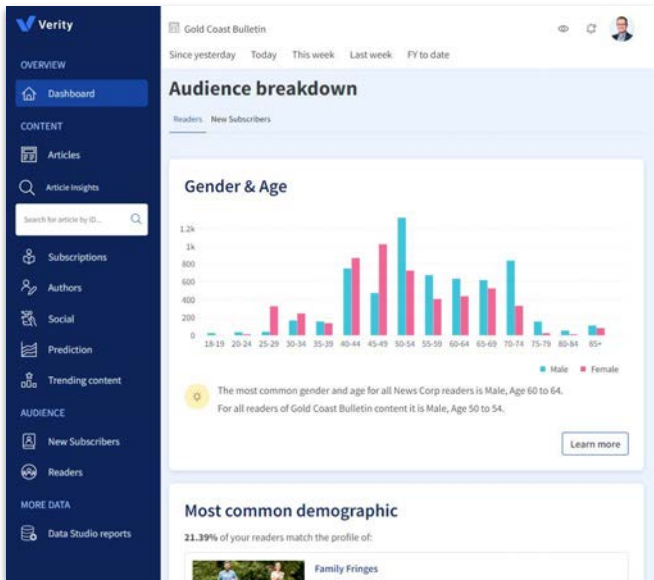


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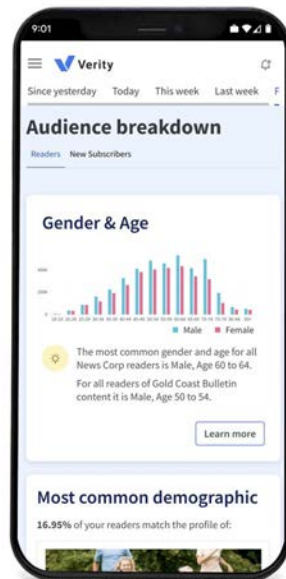


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Web



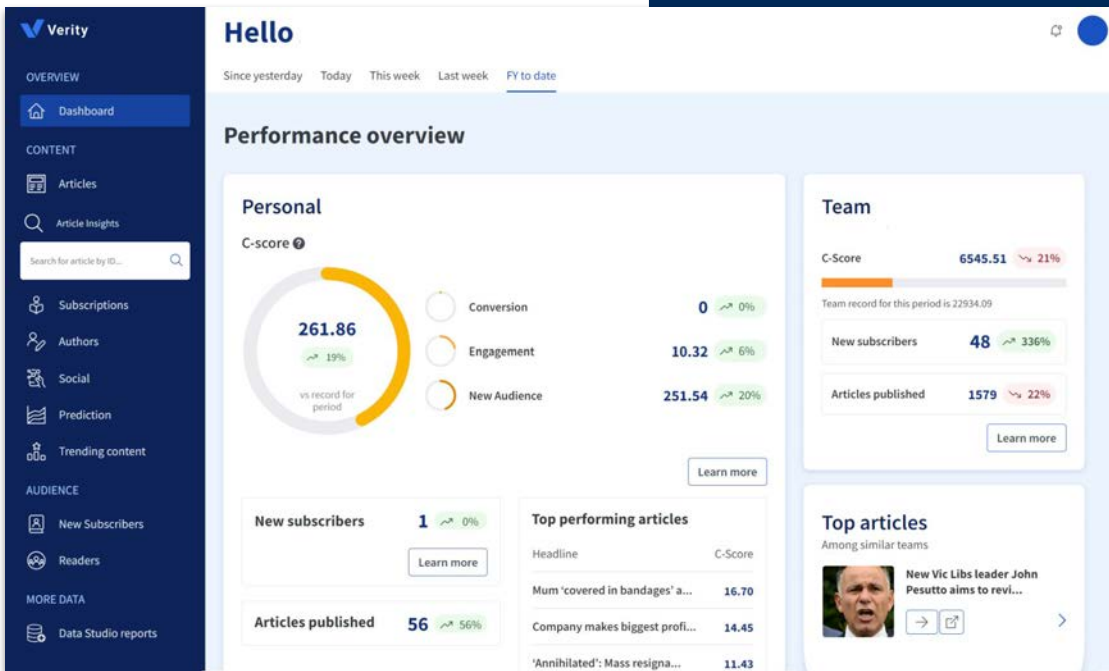
App



Live



- Personalised Push notification
- Automated insights (email)
- Newsroom Display Screens



Highly relevant:

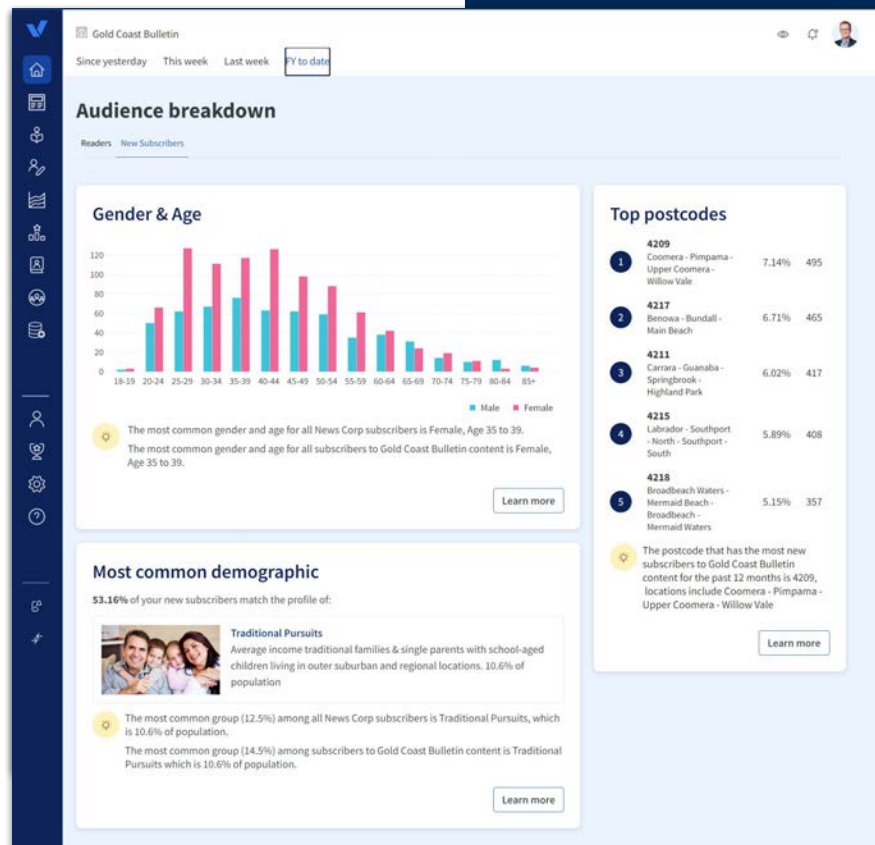
- Intuitive homepage: Verity knows me. By name, role, team, newsroom.
- 7 different designs. Based on role and key metrics
- Comparative metrics. 'Others like me/us' data & Team reporting.

Audience led:

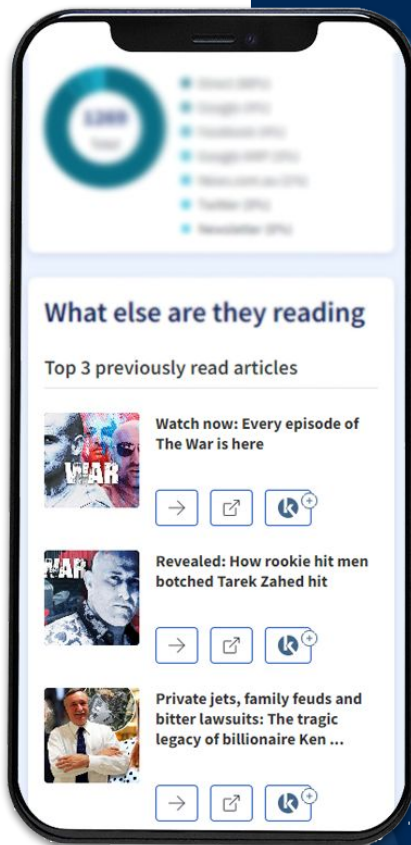
- Who is reading & subscribing. By age, gender, affluence, postcode.
- Live audience data. Concurrent user tracking across web, mobile and app. (App for first time)

Speed to insight:

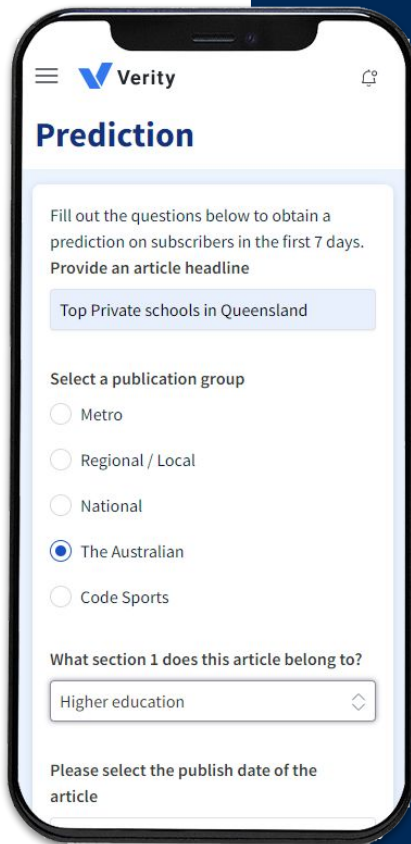
- Intuitive design. Key entry points redesigned. Results and insights, not spreadsheets, with tooltips.
- Pre built views: Self, team, newsroom. Key dates



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Prediction

Fill out the questions below to obtain a prediction on subscribers in the first 7 days.
Provide an article headline

Top Private schools in Queensland

Select a publication group

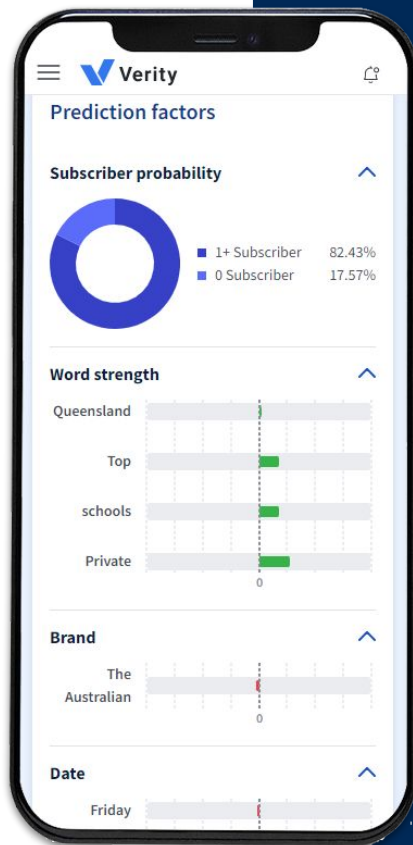
- ☐ Metro
- ☐ Regional / Local
- ☐ National
- ☒ The Australian
- ☐ Code Sports

What section 1 does this article belong to?

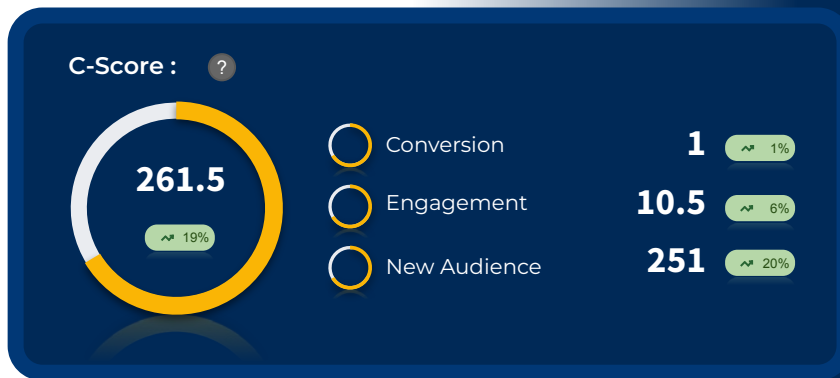
Higher education

Please select the publish date of the article

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Simple, Balanced Scorecard:

After a period of looking (and being led by) purely volume based measurement, Verity migrated to a balanced scorecard. C-Score.

Conversion: Subscriptions sales

- ❖ Quality of content and reach in driving subscription sign ups

Engagement: SPV

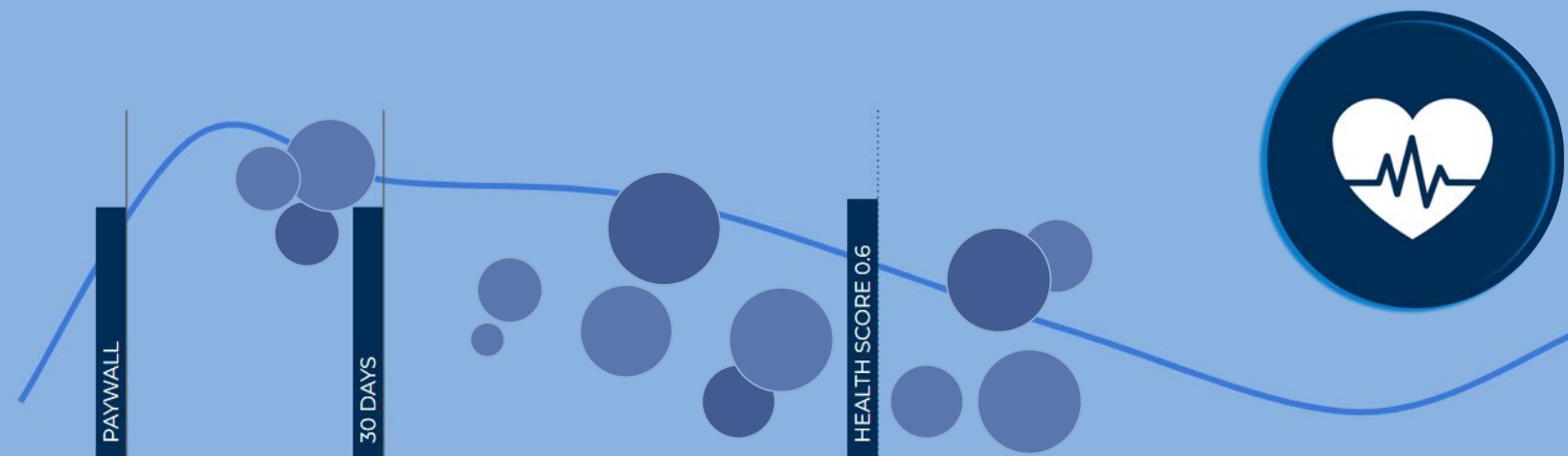
- ❖ Readership among subscribers
Contributing to ongoing engagement/retention

New Audience: APV+Shopfront

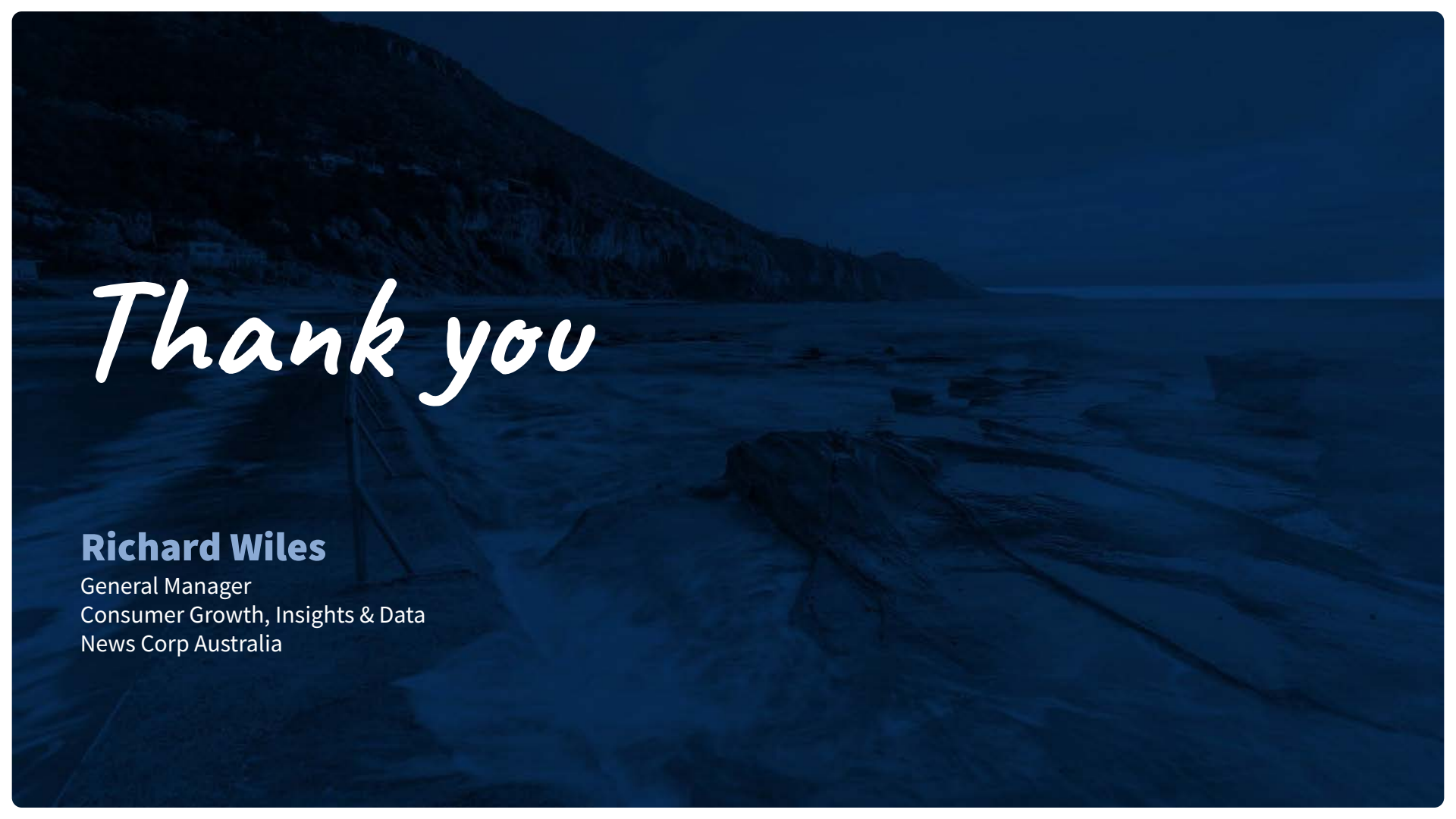
- ❖ Driving new audience to site, to either read available content, or shopfront

Subscribers, over subscriptions





Stage	Infancy	General Practice	Specialist treatment	Acute Care	ER!
Objective	Introduce the consumer to the network. (Big5)	Develop and maintain Healthy Habits* Maintain health scores through payment cycles 2 & 3	Reverse a declining health score	Proactive intervention to avoid likely cancelation	Reactive last option retention measures
Metric	Depart the 30 day window with a health score of (x)	Health score to remain above (0.6))	Health score reaches amber (0.5)~	Health score reaches 'red' (0.4)~	Inbound call/cancels volume
Summary	Onboarding - Time triggered onboarding comms (primarily eDM) - Limited additional stim actions	Engagement - Segmented messaging to drive habitual engagement. - Identified through C.I.E. produced audience targeting. - Moderate/high volumes, executed through low cost channels.	Targeted Engagement - Personalised engagement measures. - Content, plus. - Moderate volumes, limited cost.	Personalised Actions - SHAP driven insights to personalised action. - Engagement + Offer - Low volumes, moderate cost.	Saves offers - Refreshed approach - Data visibility for agents - Offer/price centric - High cost



Thank you

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