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# Fairfax Media boss Greg Hywood accuses ABC of threatening future of commercial rivals

By [Matthew Knott](#)

**Updated** 17 May 2017 –  
12:46pm, first published at  
12:05pm



Fairfax Media chief executive Greg Hywood has hit out at the ABC for using taxpayer money to boost the profits of multinational corporations such as Google and encroaching onto the terrain of newspaper companies at an appearance before a public inquiry into the future of journalism.

Mr Hywood, who is overseeing a plan to cut 125 editorial jobs at the media company, was also forced to defend his salary and performance bonuses under pointed questioning from senators suggesting his pay packet was excessive.



# Content is King



“Content is where I expect much of the real money will be made on the Internet”

-Bill Gates, 1996

*“Content is King” Essay*

# Dual-Product Marketplace

1. Content used to attract audience attention
2. Audience attention sold to Advertisers

# News

## The King of Content

### 2006 AVERAGE READERSHIP OF NATIONAL DAILIES (M-F)

	'000s
Herald Sun	1,484
Daily Telegraph	1,183
Sydney Morning Herald	876
The Age	724
Courier-Mail	596
West Australian	584
Adelaide Advertiser	564
The Australian	416
Financial Review	268
Mercury (Tas)	131
Canberra Times	122
<b>Total</b>	<b>6,948</b>

Source: Roy Morgan Single Source data July 2005 - June 2006

### Sunday 15th June 2008

	Program	Viewers (millions)
<b>1</b>	<b>Seven News Seven</b>	<b>1.878</b>
2	60 Minutes Nine	1.635
3	Domestic Blitz Nine	1.515
4	CSI: Crime Scene Investigation Nine	1.459
5	Battle of the Choirs Seven	1.445
<b>6</b>	<b>National Nine News Nine</b>	<b>1.435</b>
7	Grey's Anatomy Seven	1.281
<b>8</b>	<b>ABC News ABC</b>	<b>1.267</b>
9	Wild China ABC	1.260
10	Gladiators Seven	1.254

Source: OzTAM Total People (Syd, Mel, Bris, Adel, Perth)

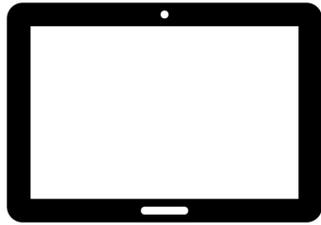
# Traditional Advertising Model



# Maximise Advertising Revenues

- ▶ Fairfax Media FY 2007 Ad Revenue- \$1,064.7 million
- ▶ West Australian FY 2007 Ad Revenue - \$332.2 million

# Media Consumption 2006 vs. 2016



**2006: 90.7%**  
**2016: 84.7%**



**2006: 82.5%**  
**2016: 50.4%**

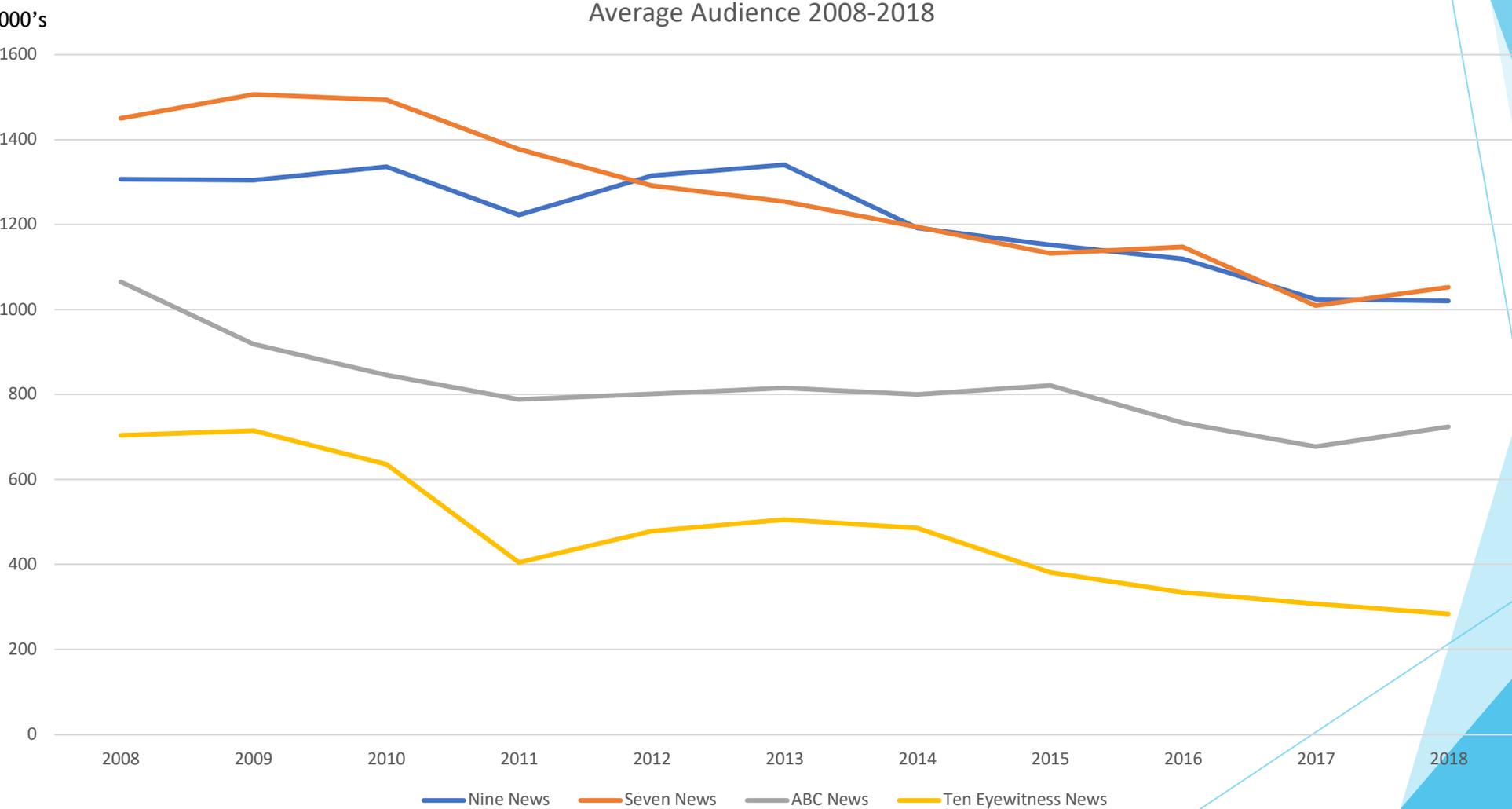


**2006: 80.7%**  
**2016: 92.1%**



**2006: 65.4%**  
**2016: 62.7%**

# Declining TV News Audiences



Source: OzTAM Total People (Syd, Mel, Bris, Adel, Perth) 2008-2018

# Television News

Sunday 15th June 2008

	Program	Viewers (millions)
1	<b>Seven News Seven</b>	<b>1.878</b>
2	60 Minutes Nine	1.635
3	Domestic Blitz Nine	1.515
4	CSI: Crime Scene Investigation Nine	1.459
5	Battle of the Choirs Seven	1.445
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Source: OzTAM Total People (Syd, Mel, Bris, Adel, Perth)

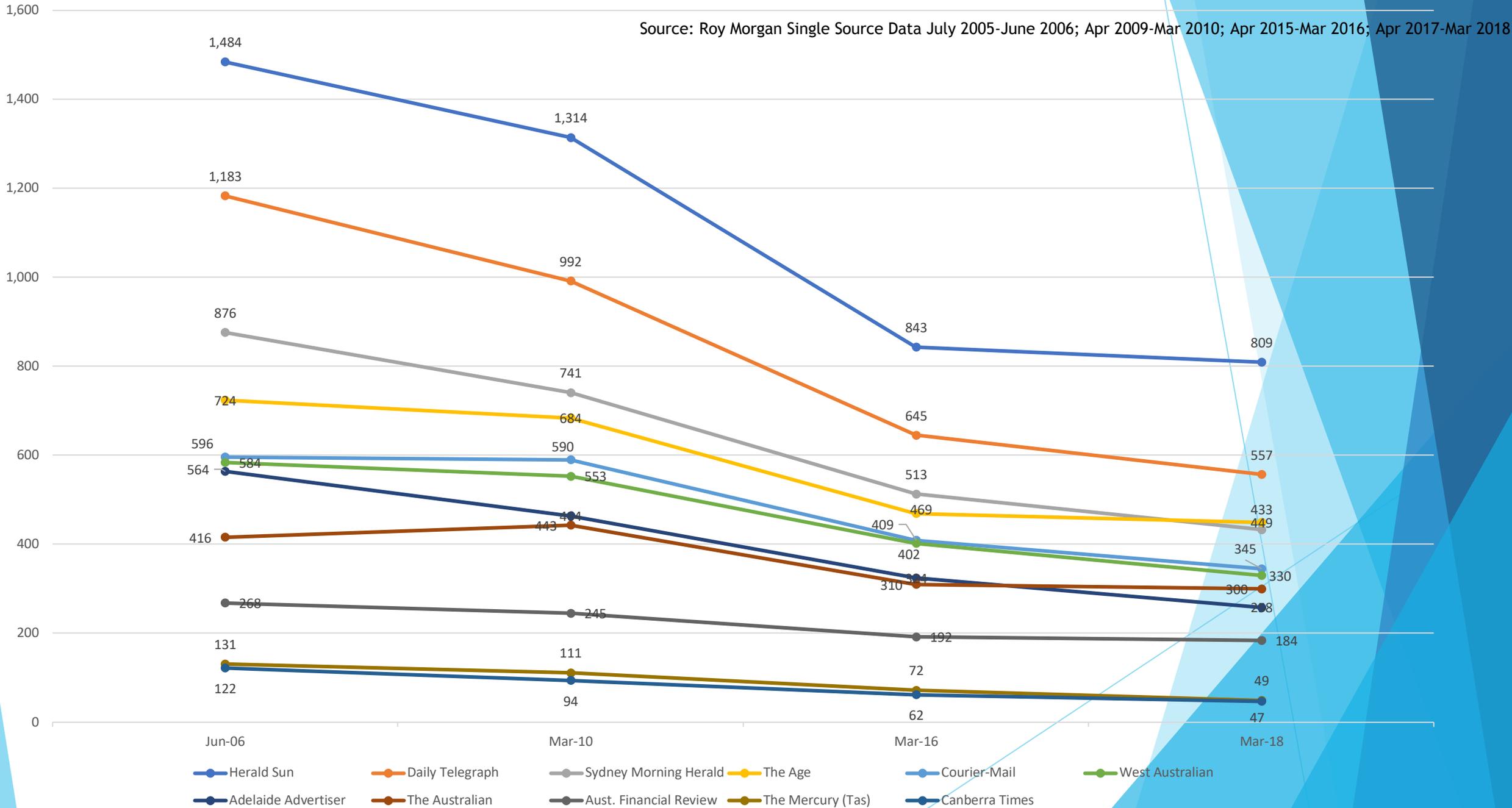
Sunday 17th June 2018

	Program	Viewers (000's)
1	<b>SEVEN NEWS – SUN</b>	<b>1,248</b>
2	<b>NINE NEWS SUNDAY</b>	<b>1,108</b>
3	THE VOICE GRAND FINAL	987
4	THE VOICE GRAND FINAL – WINNER ANN.	968
5	HOUSE RULES – SUN	910
6	MASTERCHEF AUSTRALIA SUN	813
7	<b>ABC NEWS SUNDAY</b>	<b>708</b>
8	SUNDAY NIGHT	614
9	MYSTERY ROAD	604
10	60 MINUTES	524

Source: OzTAM Total People (Syd, Mel, Bris, Adel, Perth)

# Average Newspaper Readership (M-F) ('000s) 2006-2018

Source: Roy Morgan Single Source Data July 2005-June 2006; Apr 2009-Mar 2010; Apr 2015-Mar 2016; Apr 2017-Mar 2018



# Declining Advertising Revenue

- ▶ Fairfax Media FY 2007 Ad Revenue- \$1,064.7 million
- ▶ Fairfax Media FY 2017 Ad Revenue- \$526.5 million
- ▶ Decline of 51%
  
- ▶ West Australian FY 2007 Ad Revenue - \$332.2 million
- ▶ West Australian FY 2017 Ad Revenue - \$127.8 million
- ▶ Decline of 62%

# Shifting Media Spend Allocations

	2013	2014	2015	2016	2017
OOH	4.8	5.1	5.3	5.7	5.9
CINEMA	0.9	0.8	0.9	0.9	0.9
PRINT*	22.0	18.8	16.3	13.0	13.2
TV**	30.6	29.3	26.7	24.2	23.1
PAY TV	4.4	4.1	4.0	3.5	3.2
RADIO	9.0	9.0	8.7	8.3	8.1
ONLINE	28.4	32.9	38.3	44.4	45.5

Source: CEASA (prior to 2017 this report excluded Classifieds and Directories for Print and Online).

\*Print changed reporting in 2017 to include Digital and Classifieds advertising revenue. Prior to 2017, Classifieds revenue was reported separately. In 2016, Classifieds made up 1.6% of the total print revenue figure.

\*\*TV includes Metro and Regional 2011 to 2015 and in addition AVOD (Advertising Revenue from Video on Demand) for the first time in 2016. AVOD was 0.3% of total spend in 2016.

# Competition

n

## TOP 10 CURRENT EVENTS AND GLOBAL NEWS BY UNIQUE AUDIENCE, PEOPLE 2+

Name	Unique Audience (000)	Sessions Per Person	Time Per Person (HH:MM:SS)
<a href="#">news.com.au</a>	5,749	13	00:33:31
ABC News Websites	4,849	10	00:32:28
<a href="#">nine.com.au</a>	4,557	15	00:57:28
<a href="#">smh.com.au</a>	3,910	7	00:43:30
<a href="#">Yahoo7 News Websites</a>	3,072	8	00:15:16
Daily Mail Australia	2,778	13	00:34:53
<a href="#">The Guardian</a>	2,570	8	00:29:07
BBC	2,411	10	00:32:59
<a href="#">MSN News</a>	2,141	6	00:16:44
The Age	2,042	6	00:32:09

Source: Nielsen Digital Ratings (Monthly), February 2018, People 2+, Current Events & Global News sub-category

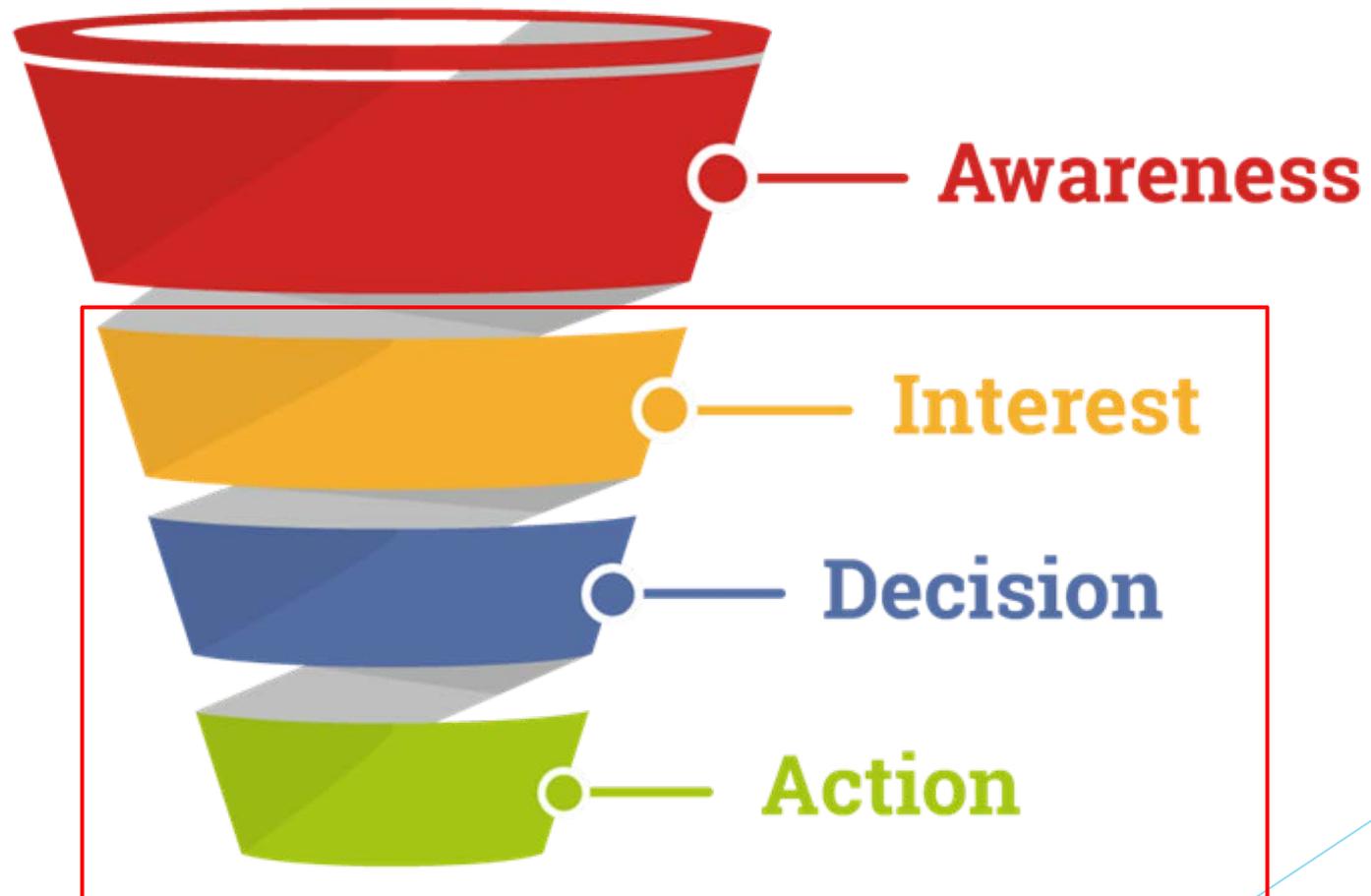
# SURFING REPORT



Rank	Brands	People 2+ Unique Audience (000)	People 2+ Time per person	People 18+ Unique Audience (000)	People 18+ Time per person
	Total Audience	20,446	71:18:59	17,428	83:03:35
1	Google	19,024	8:44:52	17,002	9:43:28
2	Facebook	17,094	14:20:21	16,364	14:56:49
3	YouTube*	16,617	N/A	15,596	N/A
4	MSN/Outlook/Bing/Skype	14,026	2:07:05	13,032	2:16:01
5	Microsoft	12,699	0:55:31	11,937	0:58:06
6	eBay	11,359	1:14:08	11,101	1:15:24
7	Instagram	9,990	2:07:07	9,920	2:07:53
8	Wikipedia	9,408	0:11:37	9,180	0:11:48
9	PayPal	9,356	0:07:28	9,263	0:07:31
10	LinkedIn	8,808	0:18:13	8,784	0:18:16

Source: Digital Ratings (Monthly) April 2018. \*YouTube duration reporting is sourced from the IAB Video Report (April 2018)

# New Online Advertising Model



# Data is King

- ▶ Knowing who and where the audience are more important than the content used to attract their attention

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SEARCH



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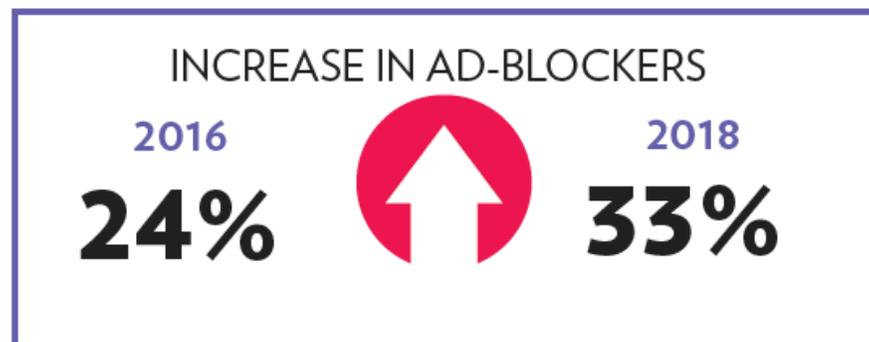
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Copthorne AUCKLAND CITY

GET BEST RATES ONLINE WHEN YOU BOOK DIRECT

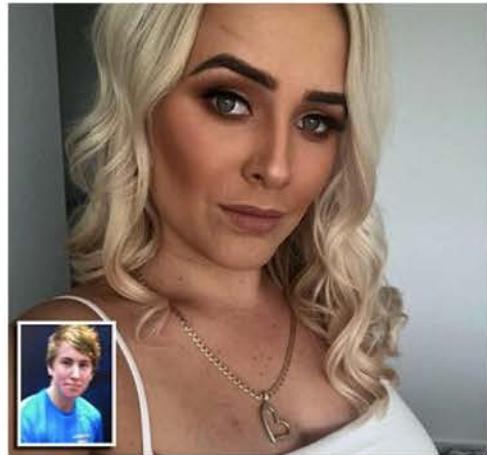


# Who is paying?





# Hairdressing salon destroyed by a suspicious blaze was owned by the cousin of Thomas Kelly's notorious one-punch killer - as police probe links to bikie feud



The cousin of notorious one-punch killer Kieran Loveridge is the owner of a hairdressing salon which was destroyed in a blaze police are treating as suspicious. Karissa-Leigh Loveridge's (main) K & Co Hair salon went up in flames earlier this year (bottom), with police now probing links to a bikie feud. Police have ruled out a theory the fire at Emu Plains, Sydney's west, was the result of an electrical fault and now believe the February 21 blaze was deliberately lit. Kieran Loveridge killed Thomas Kelly (inset) in a one-punch attack in 2012 that forced the New



## Carrie reveals her previous miscarriage heartbreak



Got a story for us?  
Email us at [tips@dailymail.com](mailto:tips@dailymail.com)

## Everything you need to know about extensions: Hair stylist to the stars reveals what you need to know before getting longer locks



As she opens her new salon in Sydney, hair stylist and 'extension queen' to the stars, Emily Hadrill, caught up with FEMAIL to reveal everything you need to know before getting hair extensions.

comments 5 shares

## How a fearless criminal who was found not guilty of a string of hold-ups began charging wannabe thugs for lessons on how to rob armoured cash trucks



A self-proclaimed guru at stealing cash from armoured trucks has allegedly taught wannabe thugs the tricks of the trade.

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### DON'T MISS

Zoe Foster Blake takes to Instagram to share a sponsored post from a family junket to Fiji after insisting that she never accepts payment for spruiking products on social media



'I understand that sex sells, but you don't see that with the male characters': Former Home and Away actress Rhiannon Fish is fed up with being 'sexually exploited' on TV



'I can't imagine how I would have coped seeing the sad look in people's faces': Pregnant Carrie Bickmore reveals why she kept her two miscarriages private



Justin Bieber frolics around Miami in wet boxer briefs as he celebrates engagement to Hailey Baldwin  
The Canadian pop star, 24, looked like he left his swim shorts at home



Oops! Britney Spears suffers nip slip after wardrobe malfunction during Maryland concert  
It happened when the 36-year-old mother-of-two adjusted her sparkly black bra mid-song



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