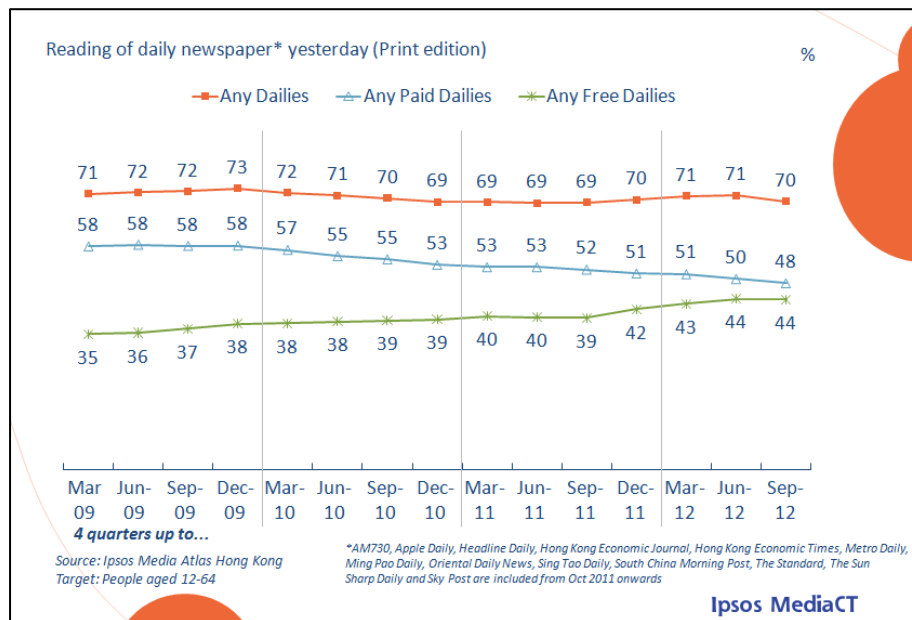


Media Atlas Hong Kong: paid dailies still mainstream, free dailies catching up

Hong Kong – The latest wave of the Ipsos Media Atlas survey, which continuously tracks readership of paid and free dailies in Hong Kong throughout the year, reveals that although paid dailies are still mainstream, free dailies are catching up.

While the overall number of daily readers has increased from 69%¹ to 70%² for print since September 2011, the proportion of free daily readers has increased from 39% in September 2011¹ to 44% in September 2012².

During the same period, readership for paid dailies has fallen from 52% to 48%.



With the launch of the Sky Post on 27 July 2011 and Sharp Daily on 19 September 2011, the fierce competition among local newspapers in Hong Kong is unprecedented. According to the latest figures from Hong Kong Audit Bureau of Circulations (April - June 2012), the total circulation of the current six free dailies was almost 3.3 million a day.

But while the arrival of more free papers initially triggered an increase of free dailies readership, the proportion of readers has stabilized to 44% since June³ of this year.

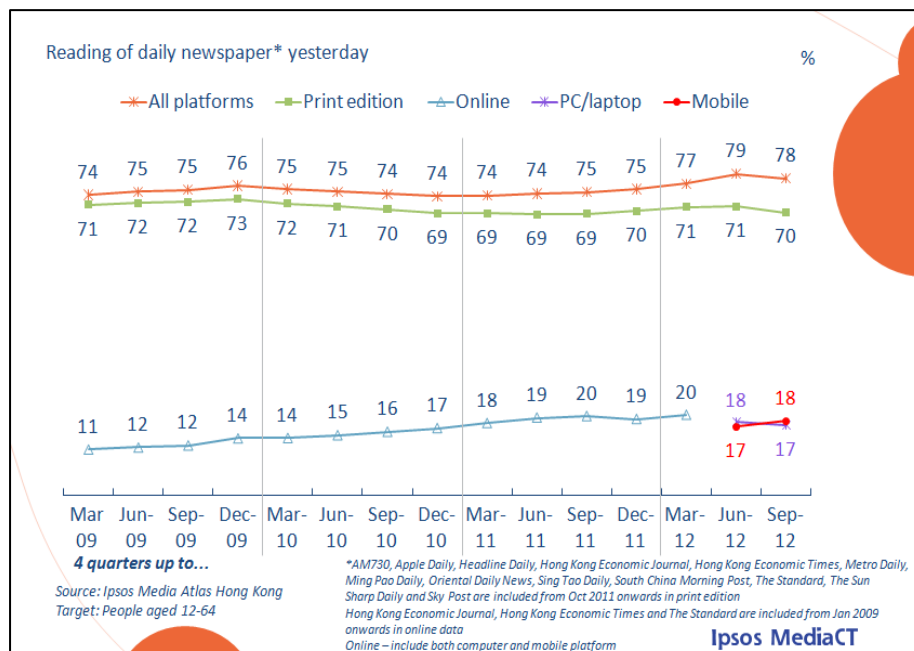
While 25% only read paid dailies (against 30% a year ago), a similar number (21%) say they only read the free version (against 17% a year ago). The proportion of those reading both has only marginally increased, from 22% to 23%.

Considerable increase of online reading for dailies

This battle is further escalated with the advent of the internet and popularity of smartphone and tablet PC.

18% now read their dailies via their smartphone or tablet, and a similar number (17%) via their PC/laptop. And with print remaining stable over the years, the overall consumption of dailies, across all platforms, has increased since last year, from 75% to 78% - with a peak at 79% in June³.

Susanna Lam, Director at Ipsos MediaCT in Hong Kong said: “Digital is also opening up a whole new market, readers can have access to up-to-date news with greater interactivity – it is particular appealing to the ‘digital natives’, and will keep growing in the years to come.”



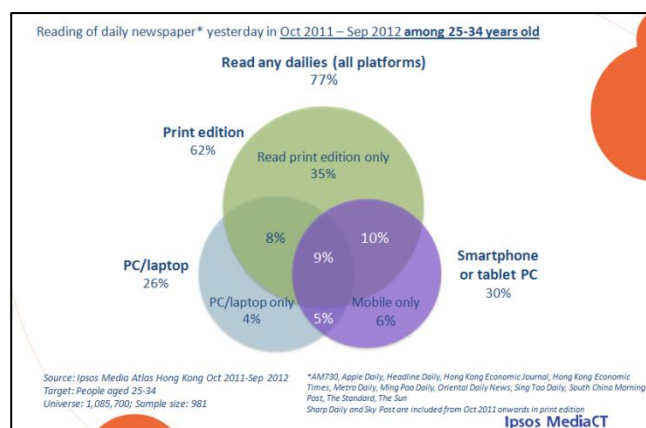
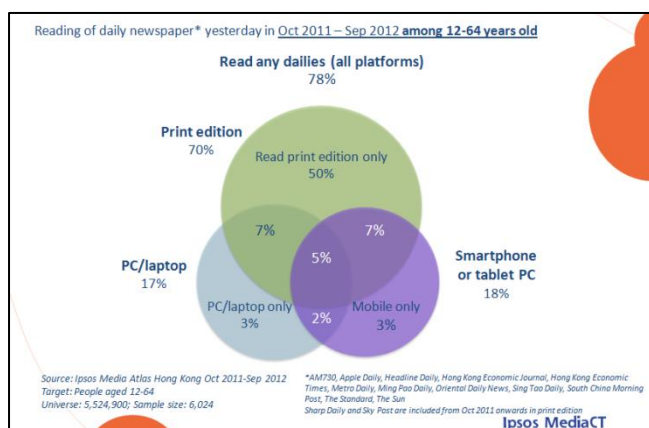
Cross platform readership is the key – especially for the younger generations

While over a quarter of Hong Kong people read dailies via computers or mobile device, the discrete online-only newspaper audience is quite modest in size.

Print readership remains the main point of access to daily news, although 7% now declare accessing their paper via print and PC/laptop – similar number for the print and mobile combination. 5% even declare reading their paper using the 3 platforms.

25-34 years are heavy readers of online news (42%); though over one-third still read print edition daily newspaper only. 9% of them declare reading their daily using paper, mobile and PC, while 6% are saying they are ‘mobile-only’ readers.

Lam added: “while their reading habits are different and more adapted to their mobile, on the go lifestyle, overall readership has not seen a real decline with the younger generations, at 77% (against 78% for the whole population). But newspapers will have to continue to adapt if they want to keep the interest of tomorrow’s readers.”





Notes

- 1 – October 2010-September 2011
- 2 – October 2011-September 2012
- 3 – July 2011-June 2012

ENDS

About Ipsos Media Atlas

Ipsos Media Atlas Hong Kong study captures a complete cross section of society, revealing the media consumption, attitudes and lifestyles of Hong Kong consumers. It covers 6,024 Hong Kong respondents aged 12 to 64 in October 2011 to September 2012

The Ipsos Media Atlas Hong Kong study tracks:

1. Media consumption, product ownership, attitudes and values using computer assisted telephone interviews (CATI).
2. Brand, spending pattern and lifestyle insights using online and offline data collection.

To ensure the sample profiles are representative of the Hong Kong population in terms of key demographic variables, weighting procedure is essential. With the application of the weighting factors, the sample data is projected to the universe. The weighting information is sourced from Census & Statistics Department, Inland Revenue Department and Ipsos internal survey data. The estimated maximum sampling error for N=6,000 is $\pm 1.3\%$ at 95% confidence level.

Ipsos runs Media Atlas in Mainland China, Hong Kong and the Philippines, and works closely with major media specialists, media owners and advertisers in each country to develop surveys relevant to local conditions.

About Ipsos

Founded in Paris, France, in 1975 and publicly-listed in 1999, Ipsos is the only independent research company that is controlled and managed by research professionals.

Ipsos acquired Synovate in Oct. 2011 and together they rank 3rd in the global market research industry, employing 16,000 employees, servicing 5,000+ clients, conducting 70+ million interviews per year, and executing 100,000+ annual projects across 84 countries.

Ipsos in the Asia Pacific region includes Greater China, North East Asia, South East Asia, India, New Zealand and Australia. Ipsos now have more than 4,000 full-time professional staff located around Asia Pacific and we are rapidly expanding this network.

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