

Nikkei launches new advertising effectiveness measurement for print ads

30 November 2018 - Nikkei Inc. has developed a new method to quantify how much an advertisement has been read. Using traffic results from the Nikkei e-paper app, the estimated reach and engagement of a newspaper advertisement can be calculated. The summary will help advertisers see the effectiveness of their advertising campaign with the Nikkei.

The measurement is enabled through the updated e-paper app for the Nikkei which identifies time spent browsing an advertisement page. The viewability rate is defined as the ratio of readers who dwell for a continuous second or more; the attention rate as the ratio of readers who dwell for a longer time. Based on the data measured in the e-paper app and readership attributes of the newspapers, advertising effectiveness and the level of engagement with each artwork can be calculated.

The advertisers and advertising agencies will be able to receive a quick estimate at noon on the day of publication. The quick estimate provides preliminary scores for reach, viewability, attention and the value for advertising in print. Further details such as reach by time will be available on the following day. These help advertisers to improve their artworks and even their marketing plans. This new reporting format will be ready for full-page ads in the Nikkei Morning Edition from December 5th and will also be available for 1/3 page ads as soon as it is ready.

On November 20th Nikkei launched “Nikkei AR”, a mobile app that offers augmented reality content embedded in newspaper advertisements. The new app was developed to provide new ways of delivering content and aims to enhance the reading experience of newspapers.

Through the development of an effectiveness measurement and this new AR app, Nikkei strives to tackle challenges to elevate newspaper ads by taking advantage of digital technologies and connecting print publications to the internet.

About Nikkei

Nikkei is a world-renowned media brand for Asian news, respected for quality journalism and for being a trusted provider of business news and information. Founded as a market news provider in Japan in 1876, Nikkei has grown into one of the world's largest media corporations, with 37 foreign editorial bureaus and approximately 1,500 journalists worldwide. Nikkei acquired the U.K.-based Financial Times in 2015. Our combined digital and print circulation totals over 3 million, and we are continually deploying new technologies to increase our readership.

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