
Global State of Reader Engagement

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WHO WE ARE

We enable meaningful stories to thrive — wherever they live

700 enterprise publishers

65 billion pageviews tracked per month

70 Countries

6 Continents



The Washington Post

CNN

Clarín

Le Monde

 ALJAZEERA

The Telegraph

 UOL

The New York Times

AGENDA

We'll investigate how reader engagement has changed:

Trends in engagement

Major topics of the year

Research summary

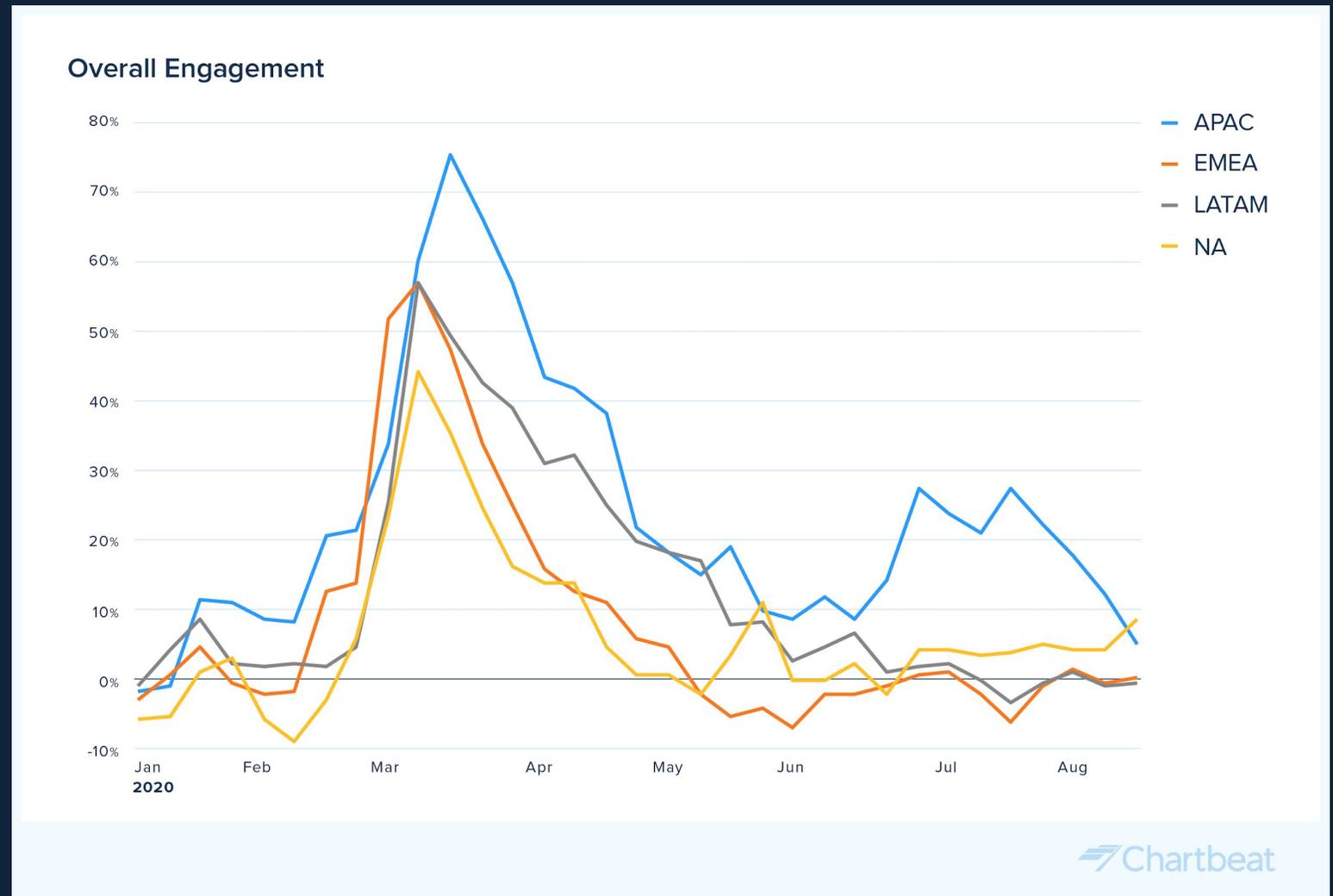


Trends in engagement



OVERALL ENGAGEMENT

After rising steeply at the onset of the COVID-19 crisis, global traffic levels have roughly returned to normal



OVERALL ENGAGEMENT

Engagement per pageview has been flat over the year

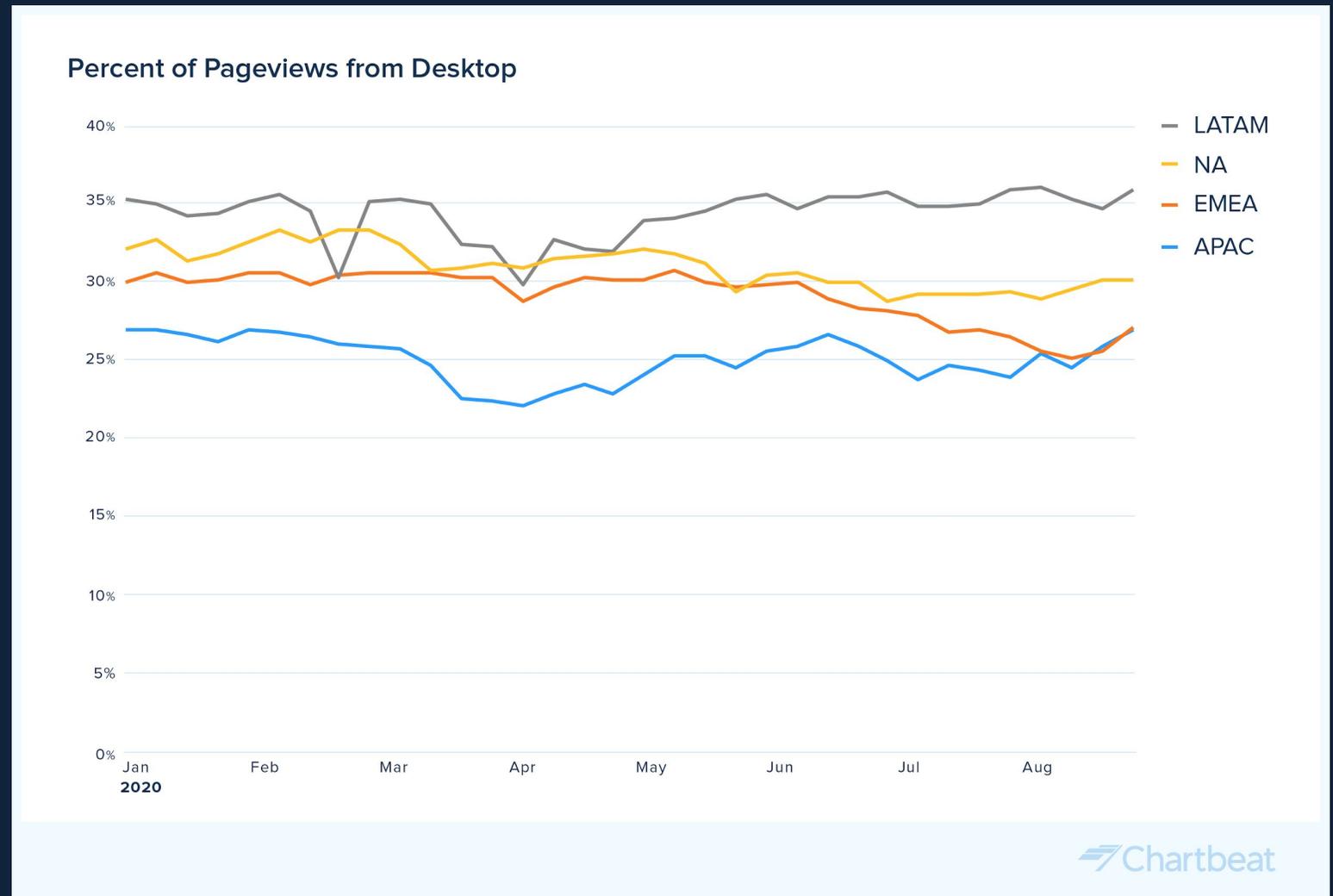
Interestingly, average engaged time in the Americas is higher than in Europe and Asia

Region	Average Engaged Time	Average Word Count
North America	00:34	455
Latin America	00:33	364
Europe/Middle East/Africa	00:29	391
Asia Pacific	00:29	706



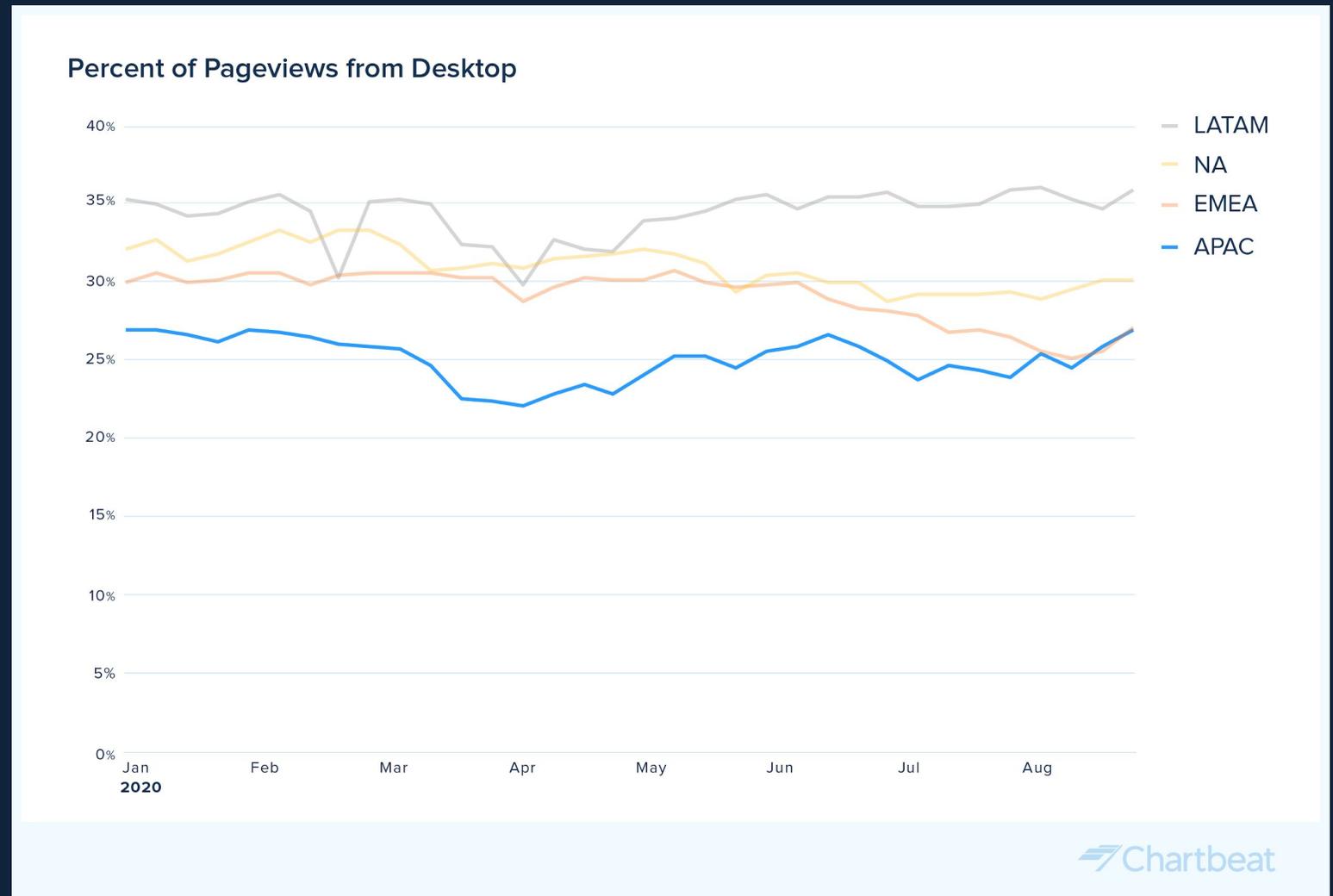
DEVICES

After declines in previous years, desktop's percent of traffic was mostly flat in 2020



DEVICES

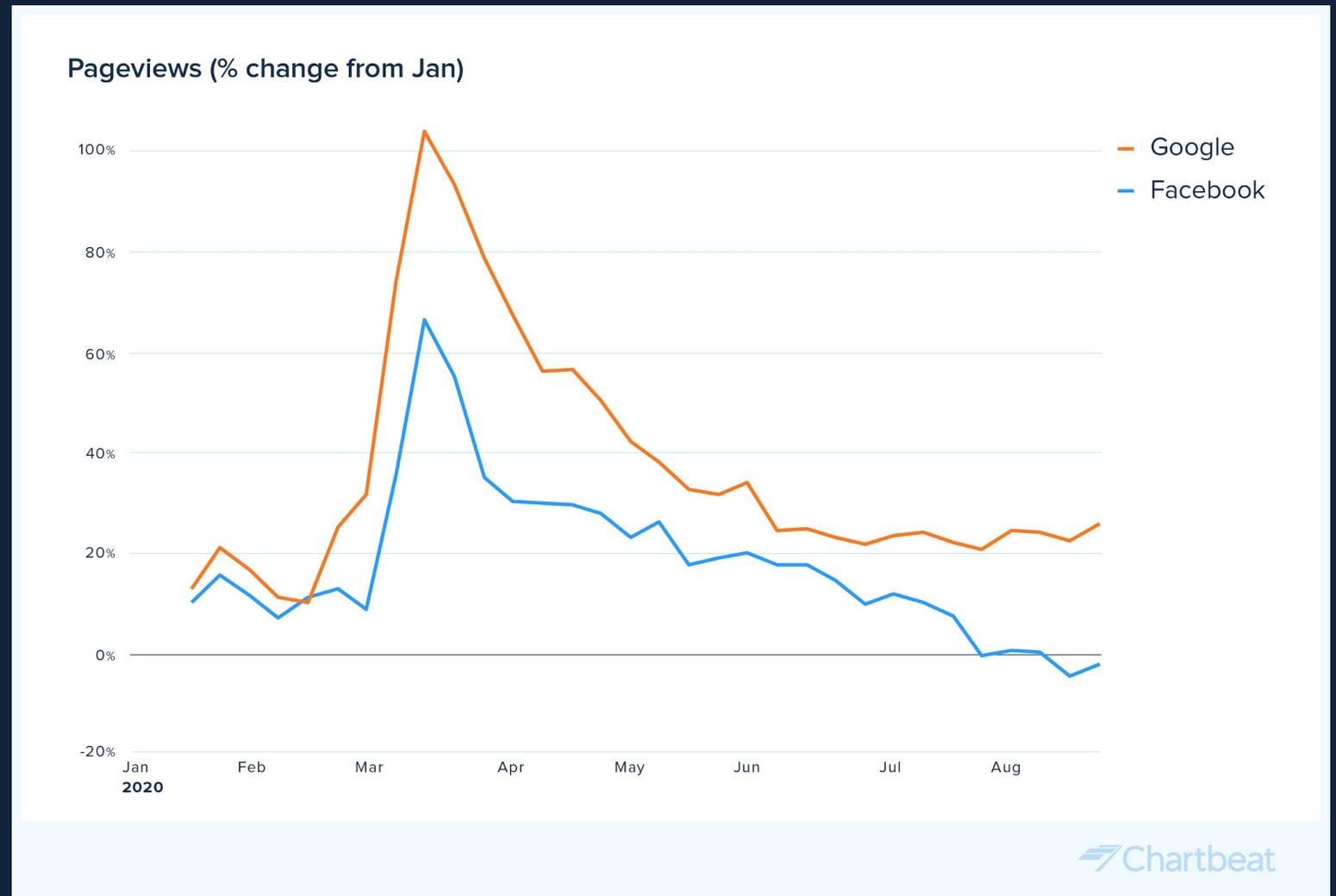
Device usage did not shift during initial period of COVID-19 crisis, except in Asia, where desktop's portion of traffic declined



PLATFORMS

Traffic from Google and Facebook has fallen after significant spikes in March and April

Google remains about 20% up from the beginning of the year



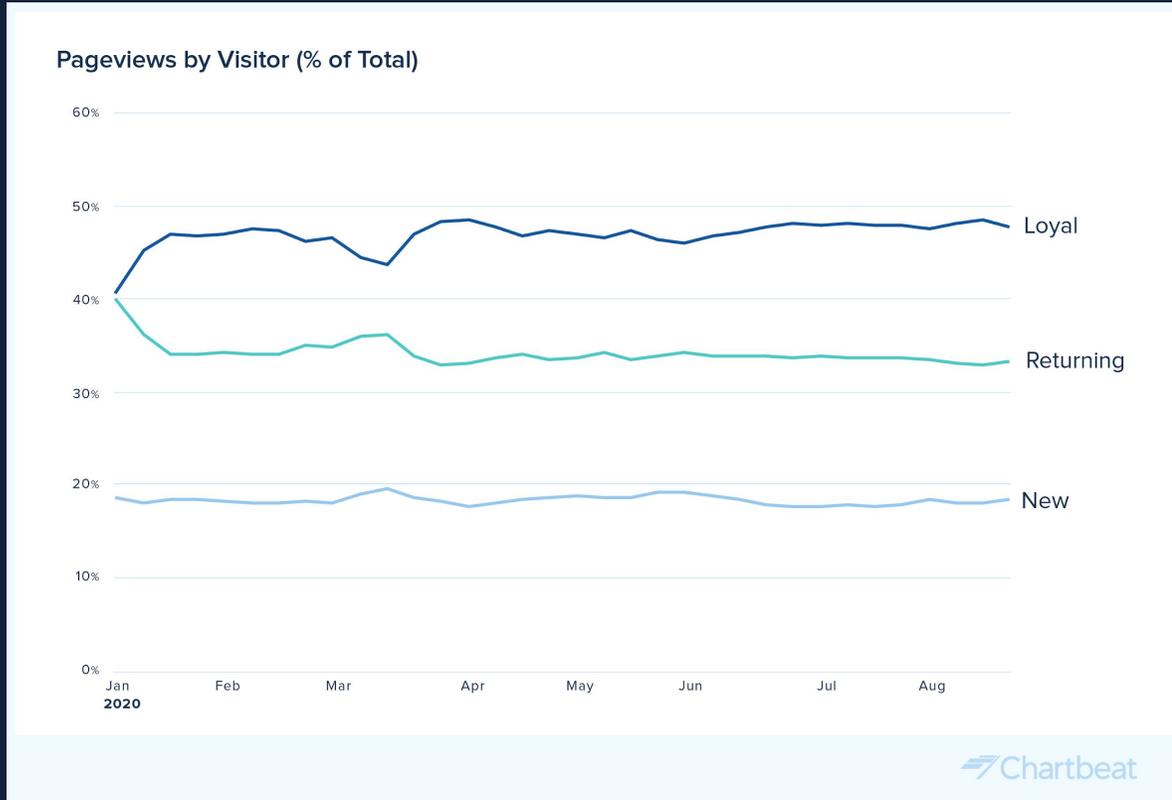
NEWS AGGREGATORS

As in previous years, the news aggregator landscape continued to evolve quickly

Aggregator	% Change Jan. - Aug. 2020	Pageviews (mm) Aug. 2020
Google News	+ 35%	629
Flipboard	+ 22%	172
Newsbreak	+ 415%	152
SmartNews	+ 79%	146
TopBuzz	- 60%	23
Upday	- 44%	23



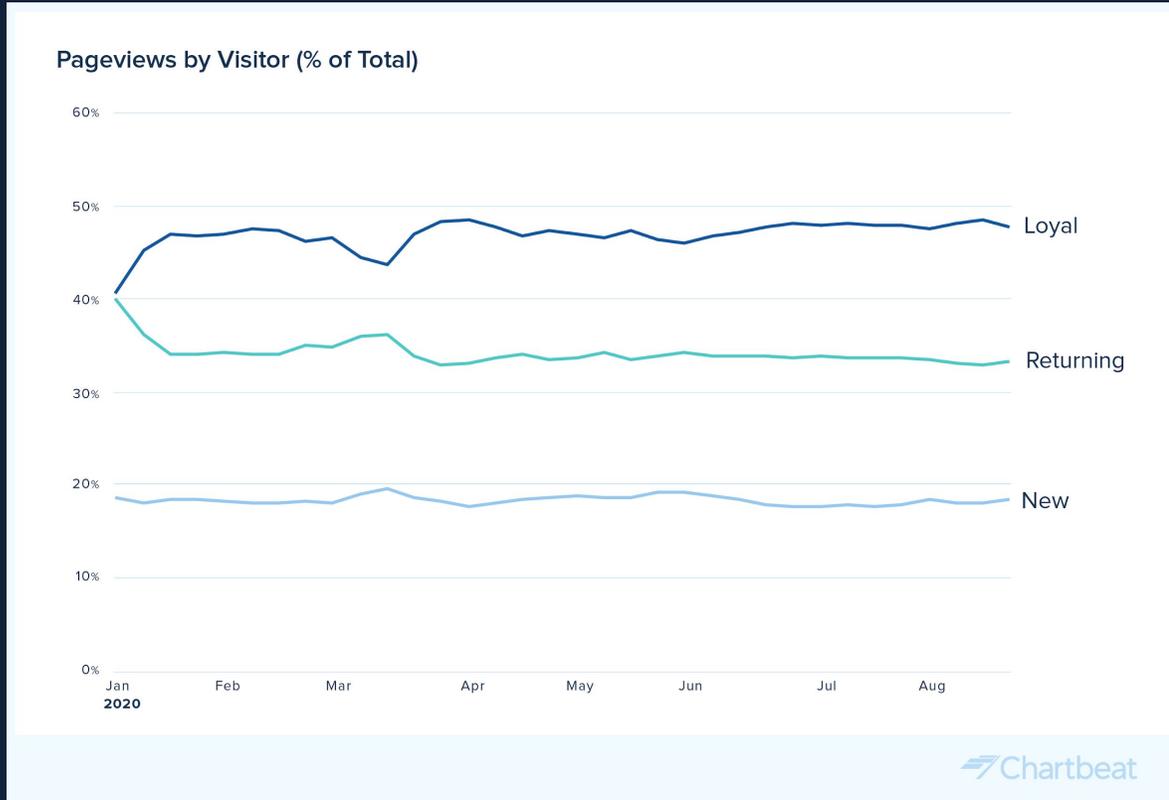
LOYALTY AND SUBSCRIPTIONS



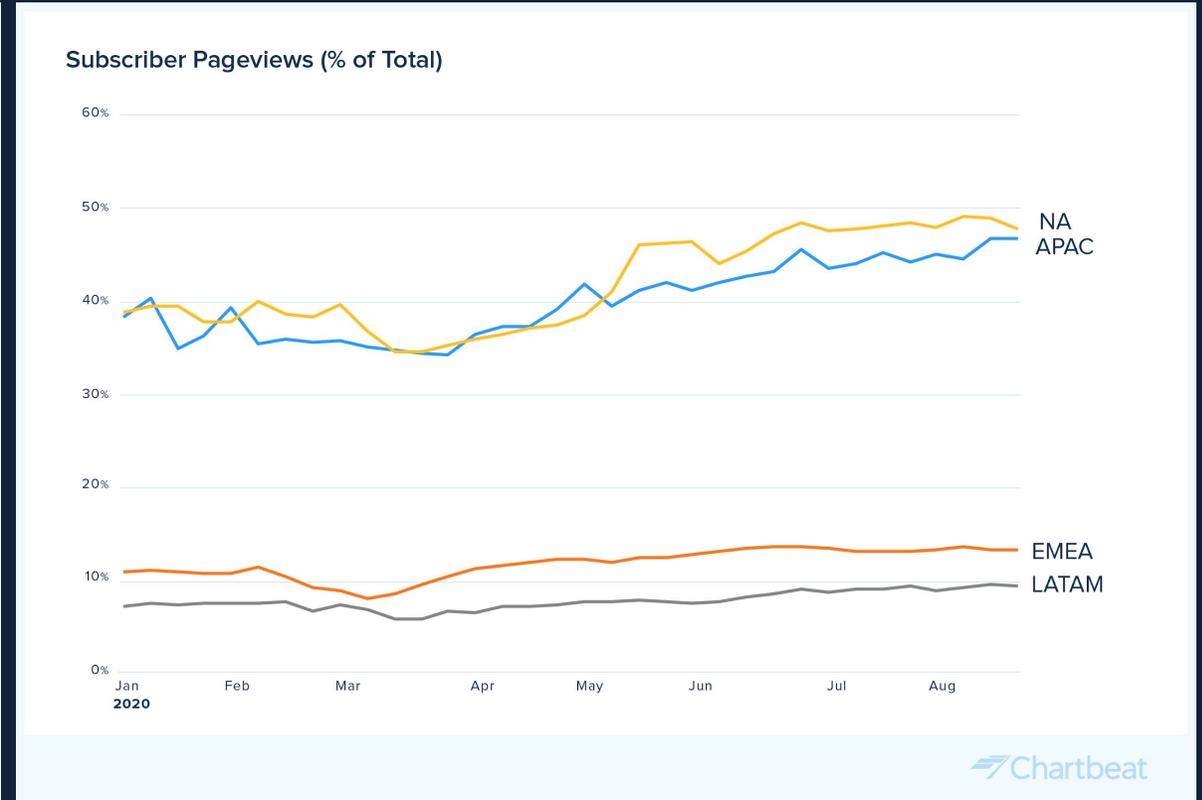
The percentage of pageviews from New and Returning visitors increased slightly in the initial period of COVID-19



LOYALTY AND SUBSCRIPTIONS



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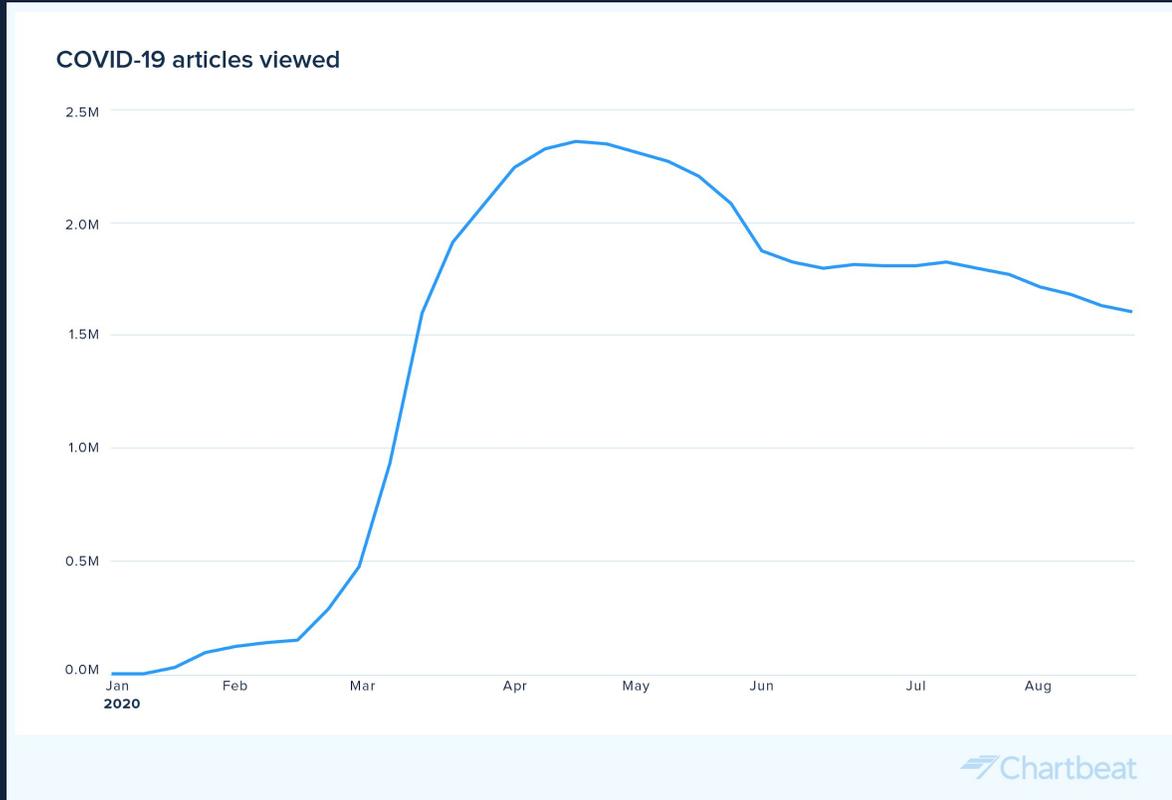


The percentage of pageviews from Subscribers had a marked increase over the course of the year



Major topics in US news

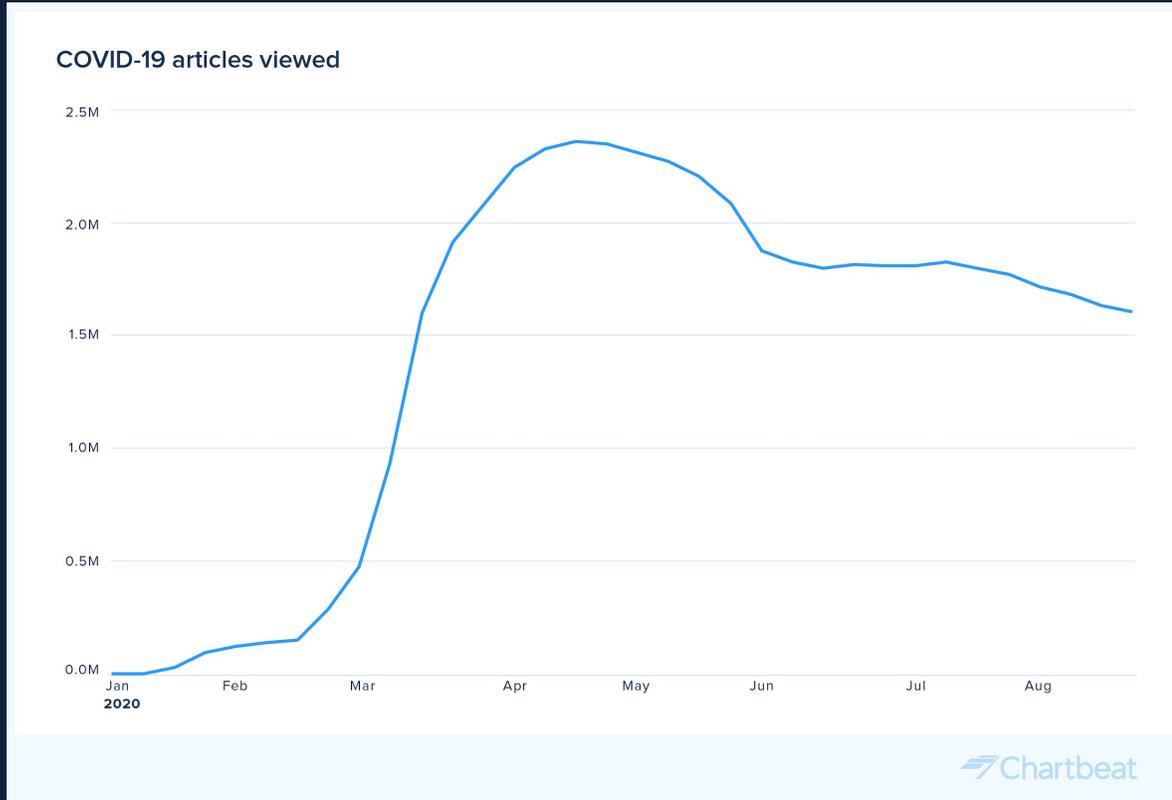
COVID-19



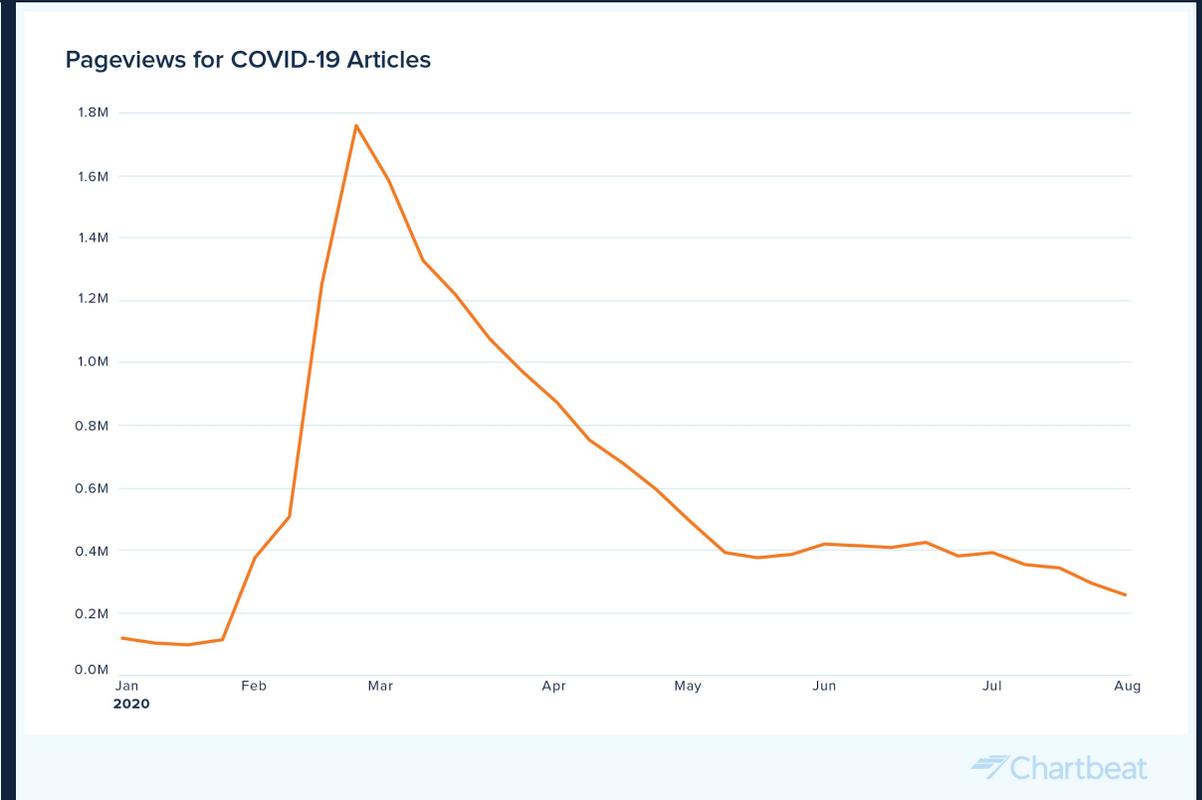
COVID-19 articles viewed



COVID-19



COVID-19 articles viewed



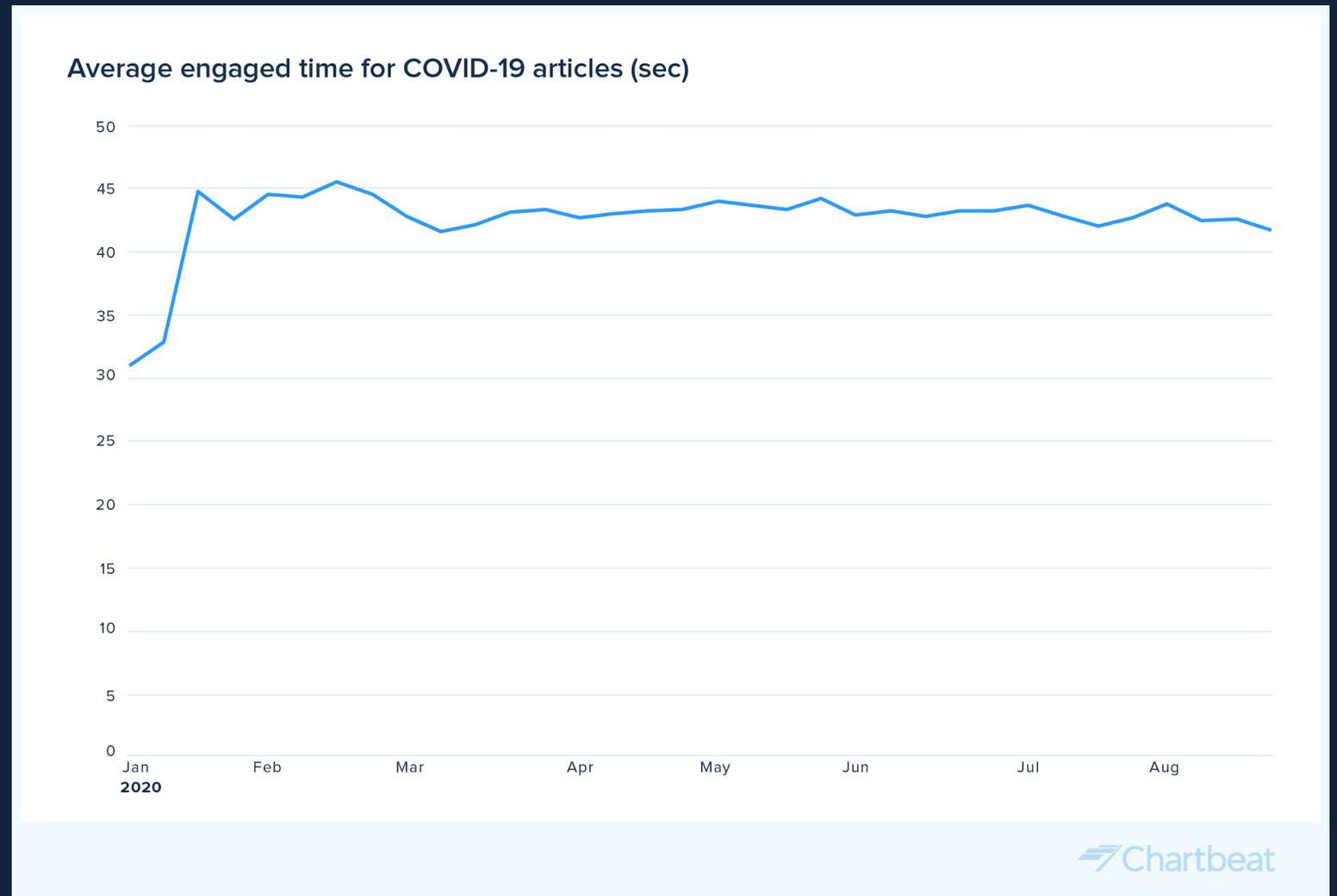
Total engagement for COVID-19 articles



COVID — ENGAGEMENT

Average engaged time per pageview has remained fairly constant throughout the year

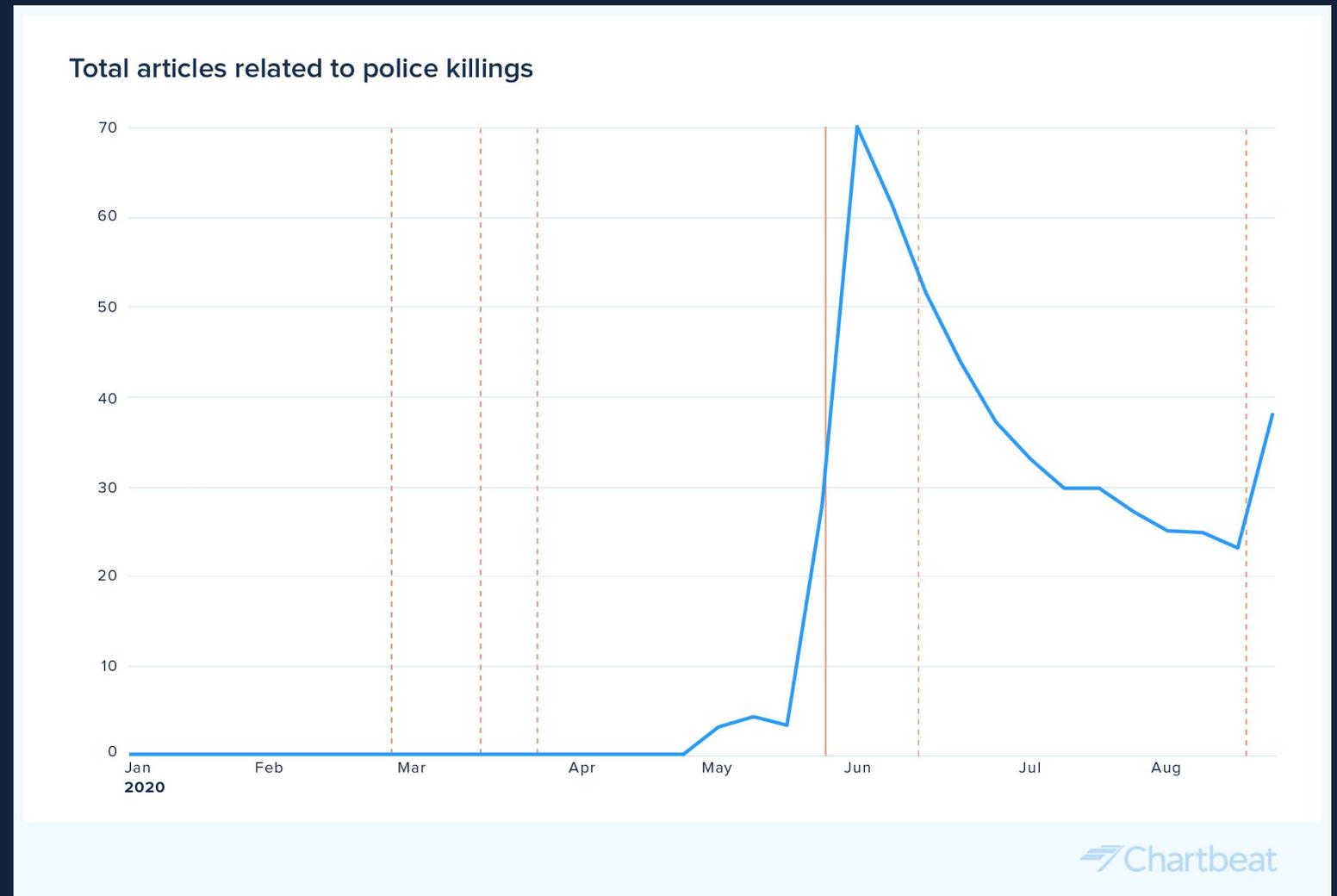
Readers didn't view as many COVID -19 articles after April, but read them for as long as ever



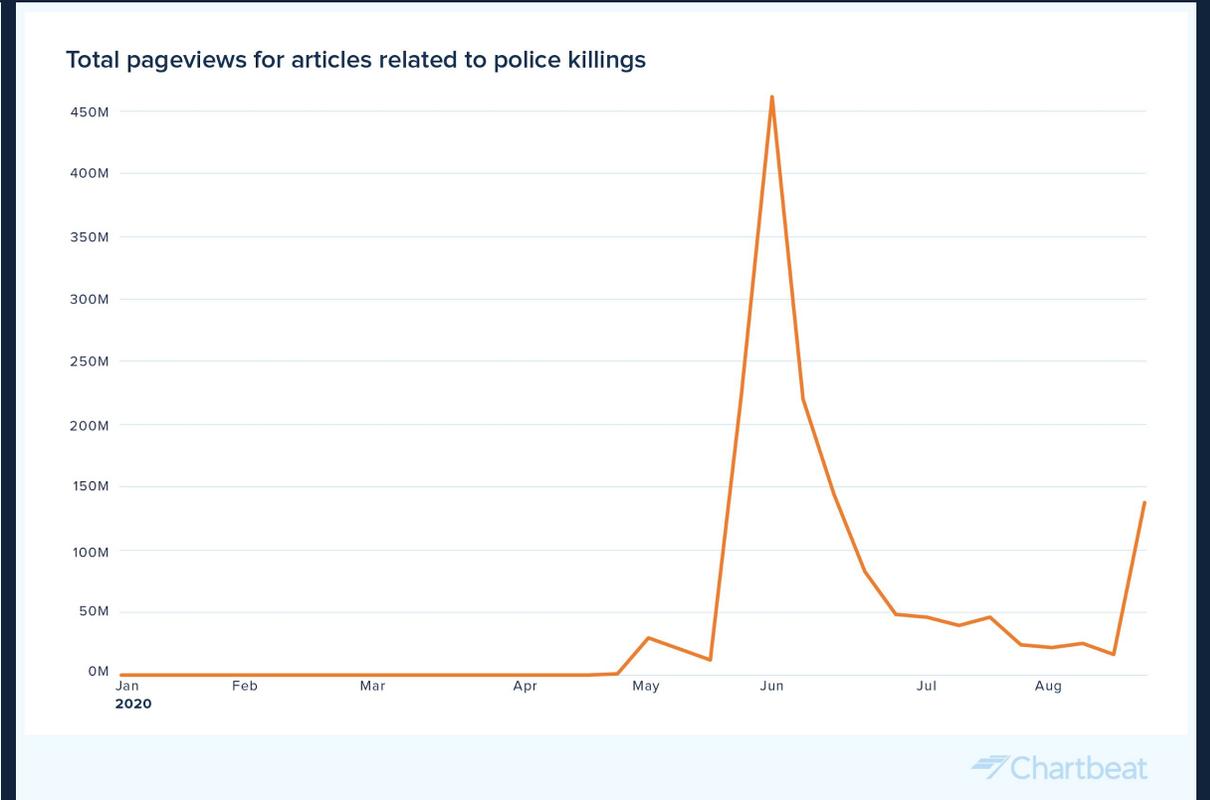
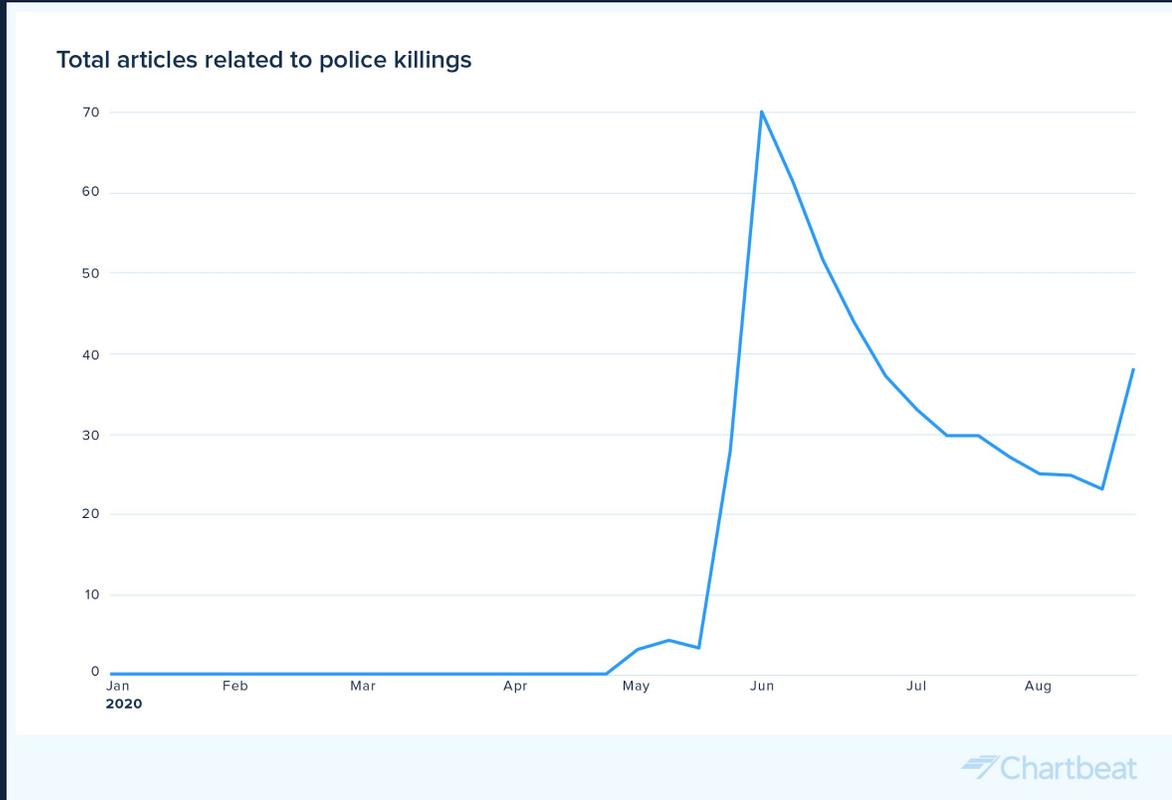
POLICE VIOLENCE

Police killings of Black Americans garnered little coverage in the first half of 2020 — but coverage of the George Floyd murder changed the curve

Coverage has declines, but remained at unprecedented levels



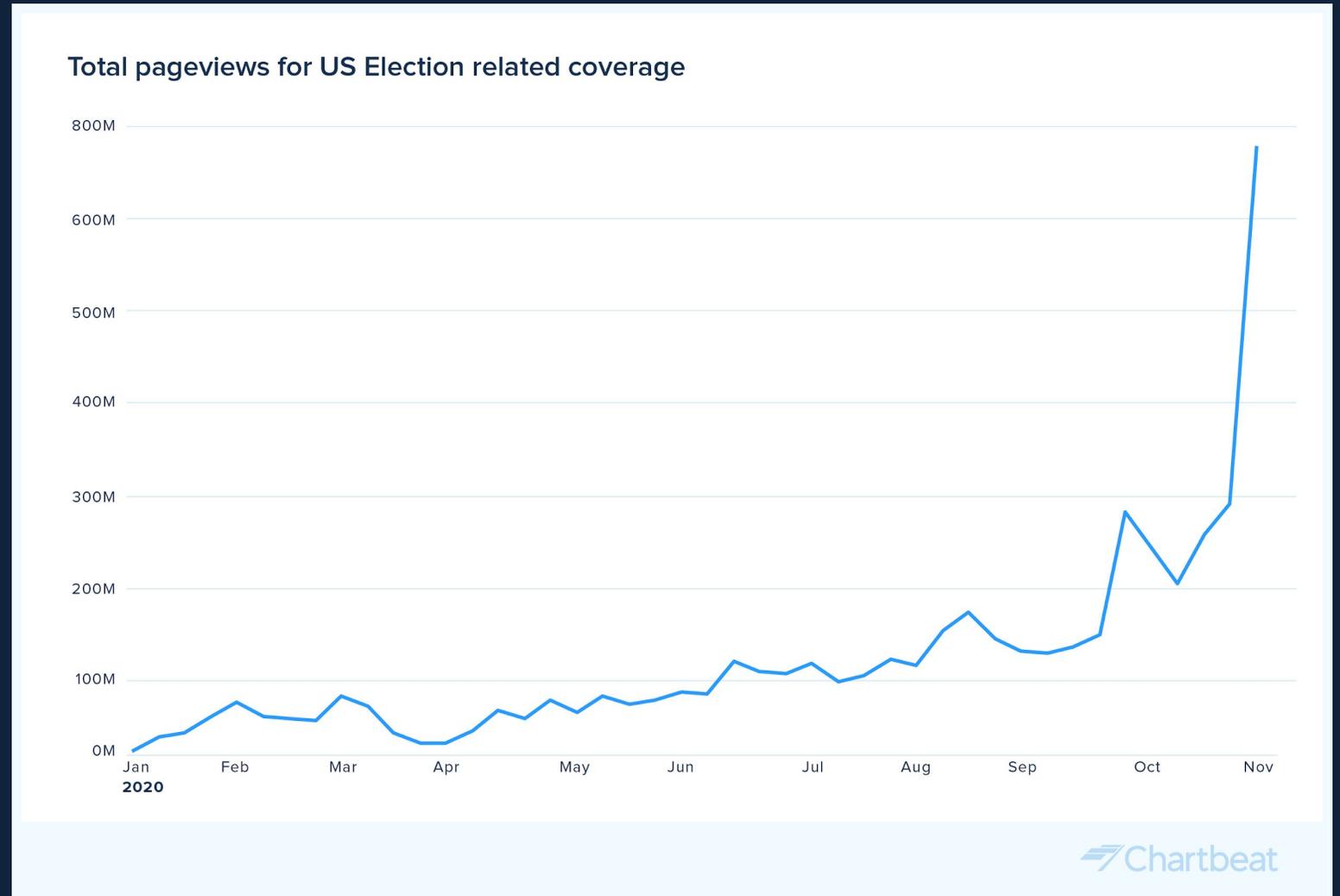
POLICE VIOLENCE



Readership of these stories has fallen faster than coverage, but remains much higher than in years past

US PRESIDENTIAL ELECTION

Interest in election-related stories declined in mid-March, but rose steadily leading up to the election



Research



In a case study analyzing approaches for attributing subscriptions to content consumption, we found:

- Notable differences in highlighted content when engagement is included in the attribution model
- Breaking News, Puzzles, Politics and Opinion sections tend to be key drivers of conversion for all readers
- Readers engage on average almost 2x as long with the first page they touch *after* converting as compared to the last page they touch *prior* to conversion

In our first studies of the impact of images on story performance:

- The most engaging headline is the original headline 35% of the time, but the most engaging image+headline combination is the original only 15% of the time
- Varying images and headlines simultaneously results in 247% higher lift in engagement than varying headlines alone

KEY TAKEAWAYS

1. News around COVID drove huge spikes in engagement initially and have now returned about to pre-COVID levels, with engagement from subscribers up overall.
2. The platform and mobile/desktop landscape have been more stable than in years past, with continued shifts in news aggregators
3. Average engagement on election-related stories is almost 2x engagement on stories overall
4. There are huge disparities in local news consumption across the US
5. Optimizing the photos associated with a story result in drastically higher engagement than optimizing headlines alone



Thank you.

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