

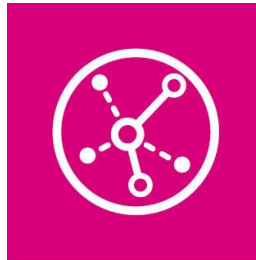
Research Methodology



Fairfax Media partnered with Neuro-Insight, using brain-imaging technology to measure how the brain responds to communications.



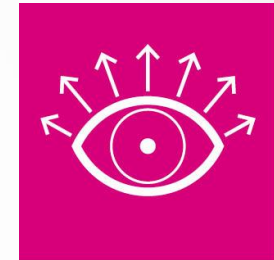
56 readers of The Age and 57 readers of The Sydney Morning Herald took part in our research.



Readers wear a light weight headset fitted with sensors that pick up the tiny electrical signals naturally emitted by the brain.



Respondents were given 10 minutes to read the newspaper as they usually would.



We combined the Neuro testing with eye tracking to measure the visual attention paid to advertising.

Executive Summary

engage

Compact is a more **engaging** reading experience with **58% higher** engagement than the global media average.

engage

Delivered **a 22% higher** reader engagement.

50%

Advertising gets **50% more attention** in compact.

impact

9% increase in brand salience / add effectiveness

Increased engagement + increased attention = **more effective ads.**

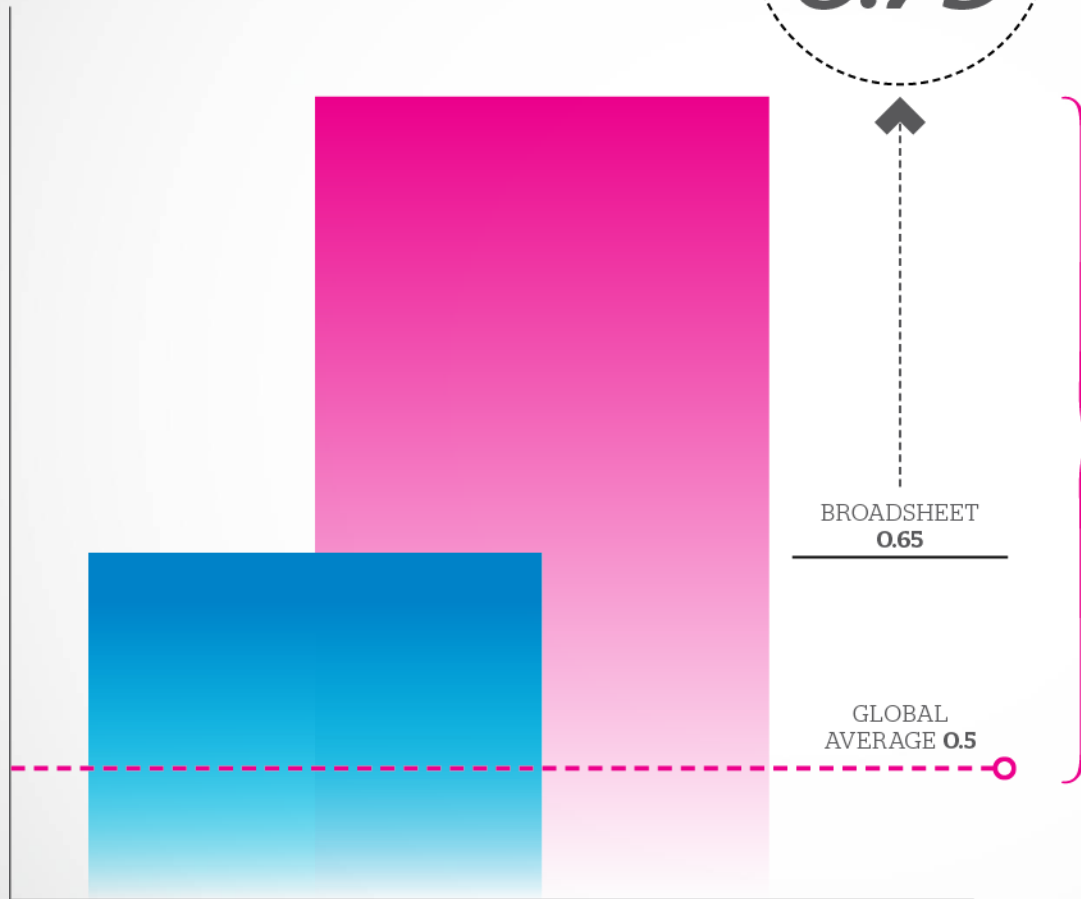
Results

Improved Environment increases engagement

Fairfax
compacts
0.79

The Sydney Morning Herald
THE AGE

22%
increase



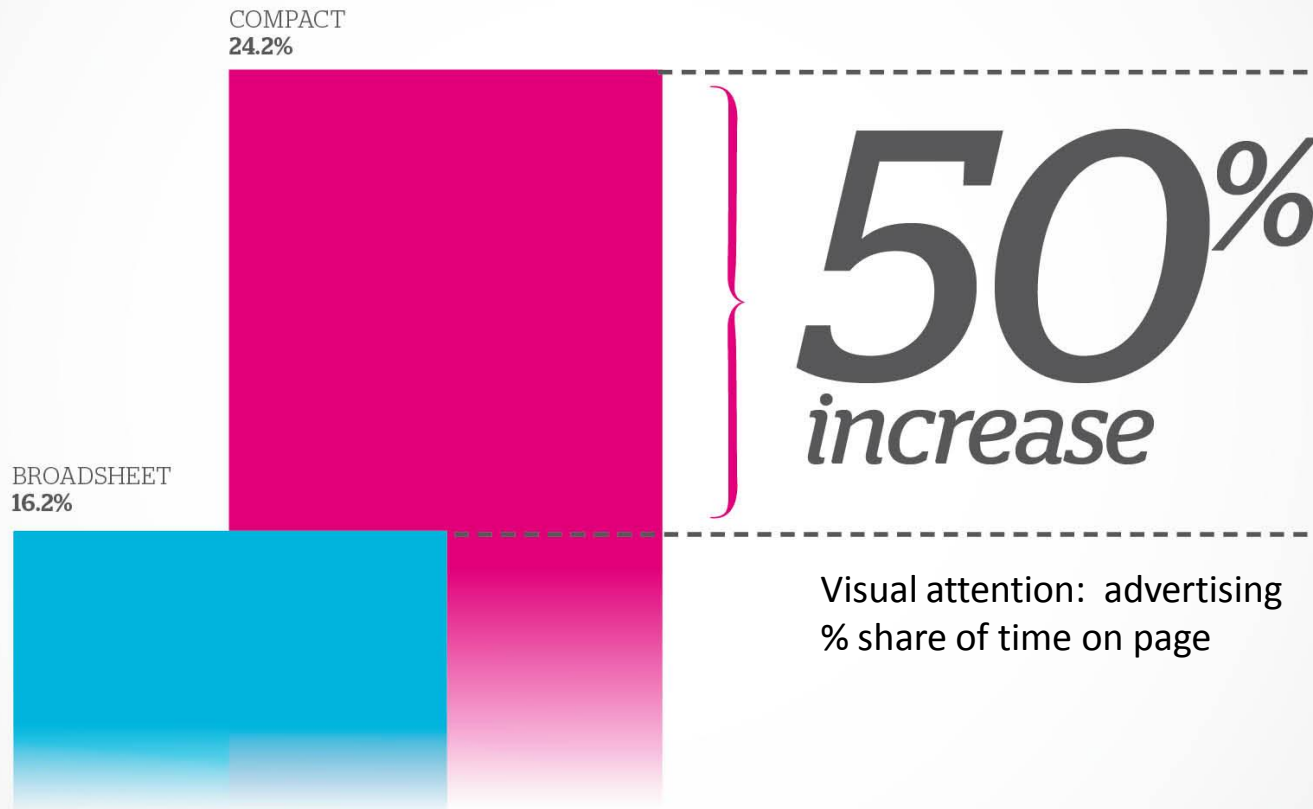
Average engagement of *The SMH* and *The Age* published weekday broadsheet versus compact prototype over 10 minute real life reading.

Neuro Insight Research 2012

More Engaged



More eye gaze time on advertisements



Neuro Insight Research 2012

More Attention

Combining to improve ad effectiveness

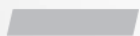


POSITIVE



*Increase
in brand
familiarity,
awareness,
empathy.*

NEGATIVE



*Drop in
brand
perception.*

% change pre
versus post neuro
brand salience

Brand salience