



newspaper licensing agency

Web Vs Print testing, November 2009

Background

The Process

The NLA production team run searches against one week's worth of content from ten different national newspaper websites for 24 different search terms. They then run those same search terms against the corresponding print titles on the NLA eClips database. By comparing the results of each search the production team can identify articles that appear in one medium but not the other and extract an indication of how much content is unique to web or to print.

All articles apparently unique to one medium are sanity checked by searching against byline and a key phrase from the bodytext. Testers also cross-check each others results.

This exercise will be undertaken monthly to create a more significant sample size and also to allow analysis of trends over time.

Titles

The following titles and websites were analysed:

Daily (Sunday) Express	www.express.co.uk
Daily Mail/MOS	www.mailonline.co.uk
Daily (Sunday) Mirror	www.mirror.co.uk
Daily (Sunday) Star	www.dailystar.co.uk
The Daily (Sunday) Telegraph	www.telegraph.co.uk
Financial Times	www.ft.com
The Guardian/Observer	www.guardian.co.uk
The Independent/IOS	www.independent.co.uk
The Sun*	www.thesun.co.uk
The (Sunday)Times	www.timesonline.co.uk

Search Terms

1. University of York
2. CNN
3. Coventry University
4. GMTV
5. Bentley Motors Limited
6. Dresdner Specialist Services
7. Citroen UK Limited
8. Lloyds Banking Group
9. Department of Work & Pensions
10. Samsung
11. Government Communications Headquarters
12. Sony Ericsson
13. Polydor Records
14. PFIZER
15. Mercury Music Group
16. GLAXOSMITHKLINE

17. Greenpeace
19. Dogs Trust
21. THAILAND TOURISM
23. ITALIAN TOURIST BOARD

18. Scottish Parliament
20. Crown Office
22. Knight Frank
24. CB Richard Ellis

Dates

Core content set was from 30/10/09 to 05/11/09 although any “misses” were cross checked against data from 1 day either side of that content set to ensure results were not compromised by a delay in articles transitioning from one medium to the other. Where the relevant search tool allowed us to verify supposedly unique content against a wider date set, this was done and any matches marked accordingly.

Exclusions

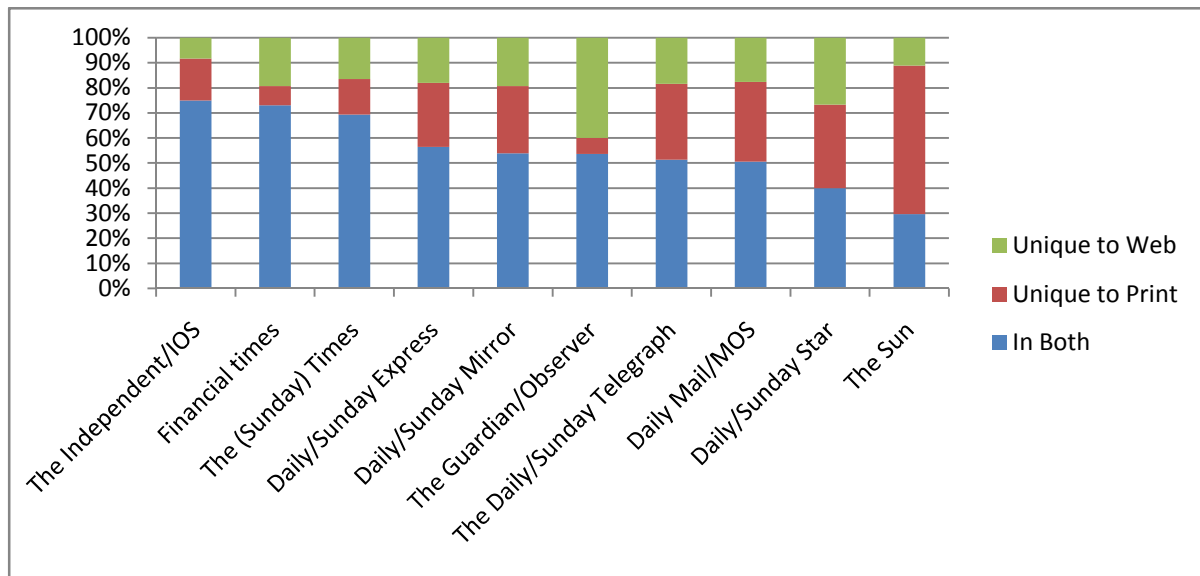
- Where multiple versions or regional variations of an article exist, those are still treated as a single article and only counted as unique if none of those versions appeared in the other medium.
- Simple listings with no added editorial content were discounted, however Pick of the Day or Critic’s Choice were counted
- Hits present in advert on the web page were discounted
- User Comments were excluded
- Simple Stock Prices without editorial comment were discounted
- Video articles were not included unless there was significant editorial which could be recreated in print

Inclusions

- Where the search term wasn’t clear or contained ambiguous text, other search terms were used (‘&’ could be ‘and’ and Glaxosmithkline could be GSK)
- Where a website’s search tool has proven unreliable, Google’s website search was used as an alternative.
- The Guardian Blogs are by columnists and were therefore included.
- Court Circulars were included
- Reader Offers were included

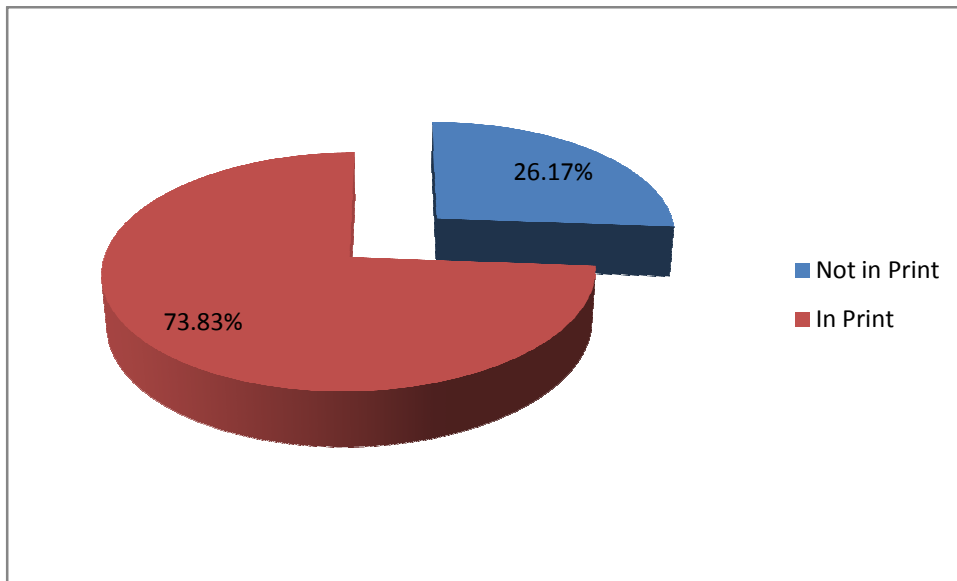
Results

Total hits presented by newspaper title

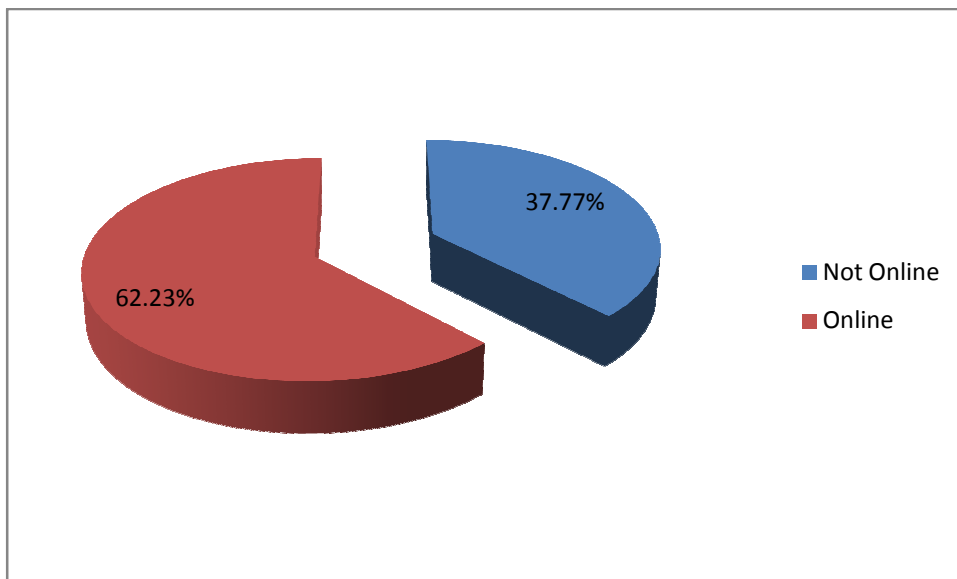


Title Totals	In Both Totals	Unique to Print Totals	Unique to Web Totals	Title Totals
Daily/Sunday Mirror	22	13	15	50
Daily/Sunday Express	31	24	22	77
Financial times	61	39	8	108
The Guardian/Observer	55	23	30	108
The Independent/IOS	38	13	12	63
Daily Mail/MOS	51	45	9	105
The Daily/Sunday Telegraph	63	39	21	123
The Sun	28	24	8	60
The (Sunday) Times	87	30	28	145
Daily/Sunday Star	4	17	3	24
Total	440	267	156	863

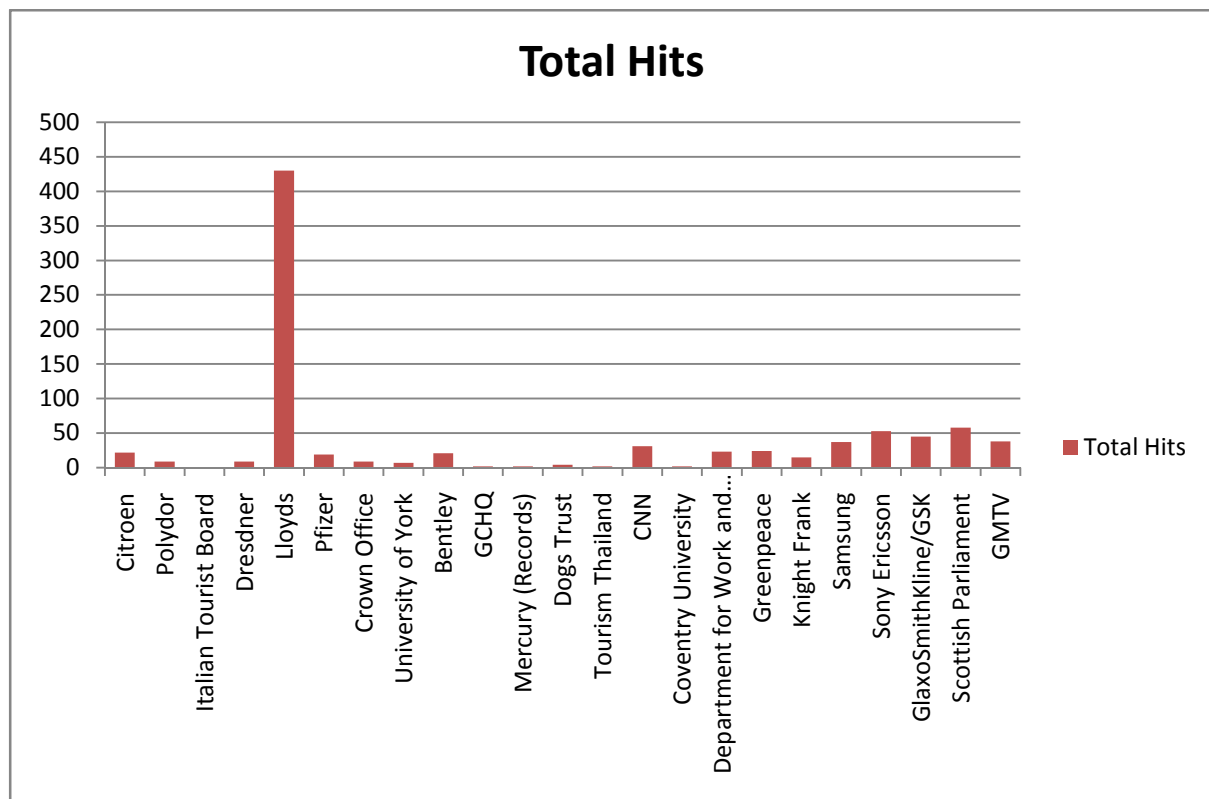
Web Content Not Appearing in Print



Print Content Not Appearing Online



Results by Search Term



Conclusion

The results this month show an increase in unique to medium articles, the cause of which is not quite known as previously the large number of hits for Lloyds has tended to sway the results the opposite way.

Given the increasing number of hits each month for Lloyds, this search term is being replaced next month with the term 'Aldi'. This will hopefully provide us with more representative results.

Month-on-month results

