



newspaper licensing agency

## Web Vs Print testing, March 2010

### 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	<a href="http://www.express.co.uk">www.express.co.uk</a>
Daily Mail/MOS	<a href="http://www.mailonline.co.uk">www.mailonline.co.uk</a>
Daily (Sunday) Mirror	<a href="http://www.mirror.co.uk">www.mirror.co.uk</a>
Daily (Sunday) Star	<a href="http://www.dailystar.co.uk">www.dailystar.co.uk</a>
The Daily (Sunday) Telegraph	<a href="http://www.telegraph.co.uk">www.telegraph.co.uk</a>
Financial Times	<a href="http://www.ft.com">www.ft.com</a>
The Guardian/Observer	<a href="http://www.guardian.co.uk">www.guardian.co.uk</a>
The Independent/IOS	<a href="http://www.independent.co.uk">www.independent.co.uk</a>
The Sun*	<a href="http://www.thesun.co.uk">www.thesun.co.uk</a>
The (Sunday)Times	<a href="http://www.timesonline.co.uk">www.timesonline.co.uk</a>

#### 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. Aldi
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
18. Scottish Parliament

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

20. Crown Office  
22. Knight Frank  
24. CB Richard Ellis

### **Dates**

Core content set was from 30/01/10 to 05/02/10 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**

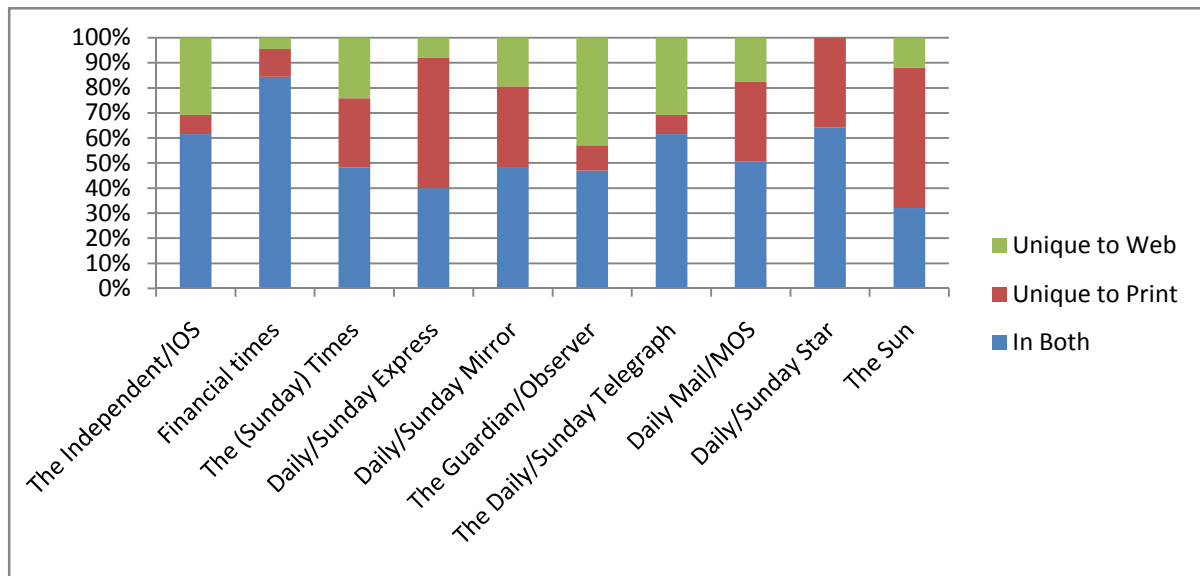
- Where multiple versions or regional variations of an article exist, those are still treated as a single article and only counted as unique if none of those versions appeared in the other medium.
- Simple listings with no added editorial content were discounted, however Pick of the Day or Critic’s Choice 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

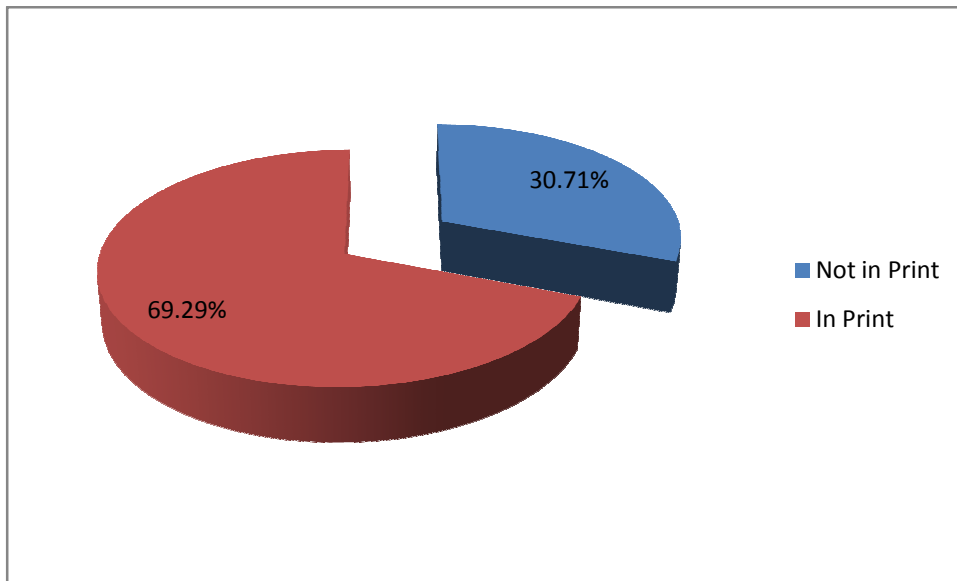
## Results

### Total hits presented by newspaper title

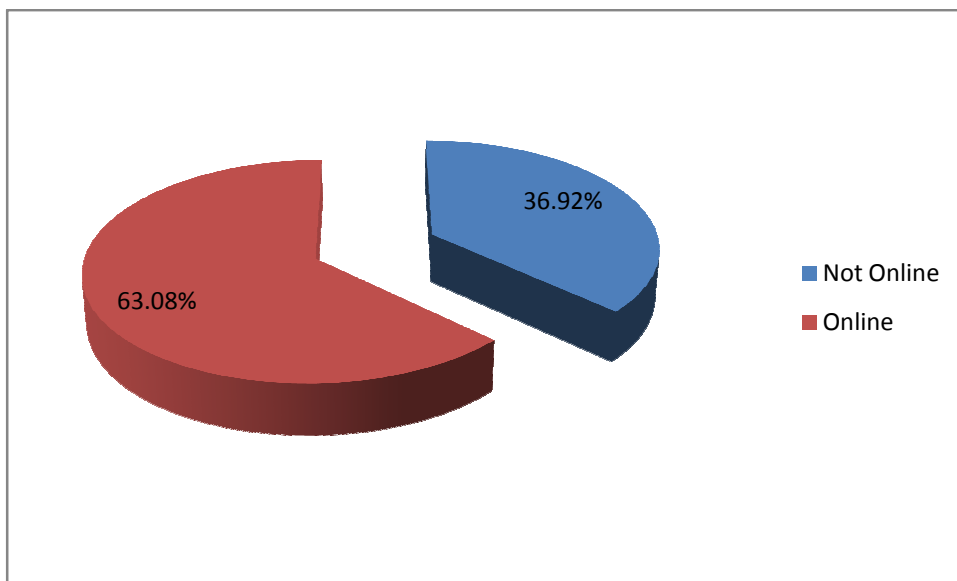


Title Totals	In Both Totals	Unique to Print Totals	Unique to Web Totals	Title Totals
The Independent/IOS	16	2	8	26
Financial Times	38	5	2	45
The (Sunday) Times	14	8	7	32
Daily/Sunday Express	10	13	2	25
Daily/Sunday Mirror	15	10	6	31
The Guardian/Observer	23	5	21	45
The Daily/Sunday Telegraph	16	2	8	26
Daily Mail/MOS	43	27	15	85
Daily/Sunday Star	9	5	0	14
The Sun	8	14	3	25
Total	192	91	72	355

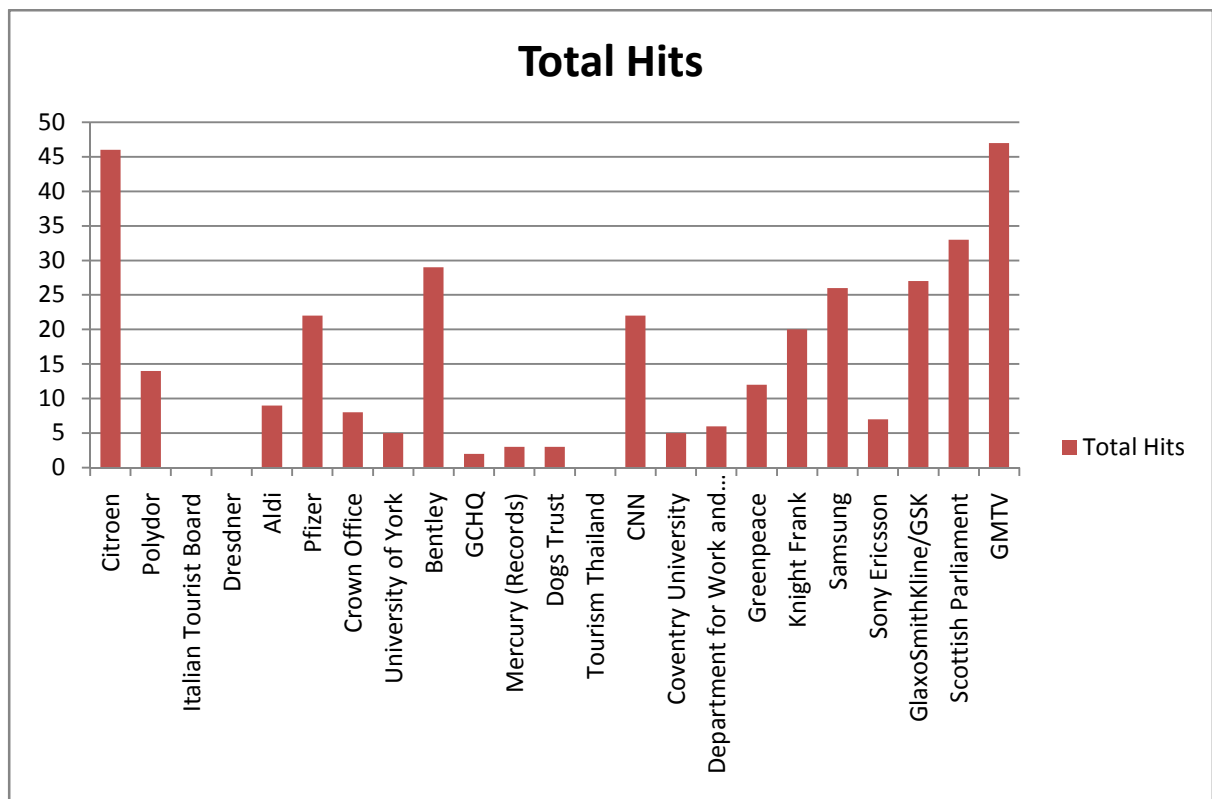
### Web Content Not Appearing in Print



### Print Content Not Appearing Online



## Results by Search Term



## Conclusion

There was an increase this month in the number of articles that only appeared either online or in print compared to February by 2%. However though this increase is noted, the results remain in line with previous months.

## Month-on-month results

