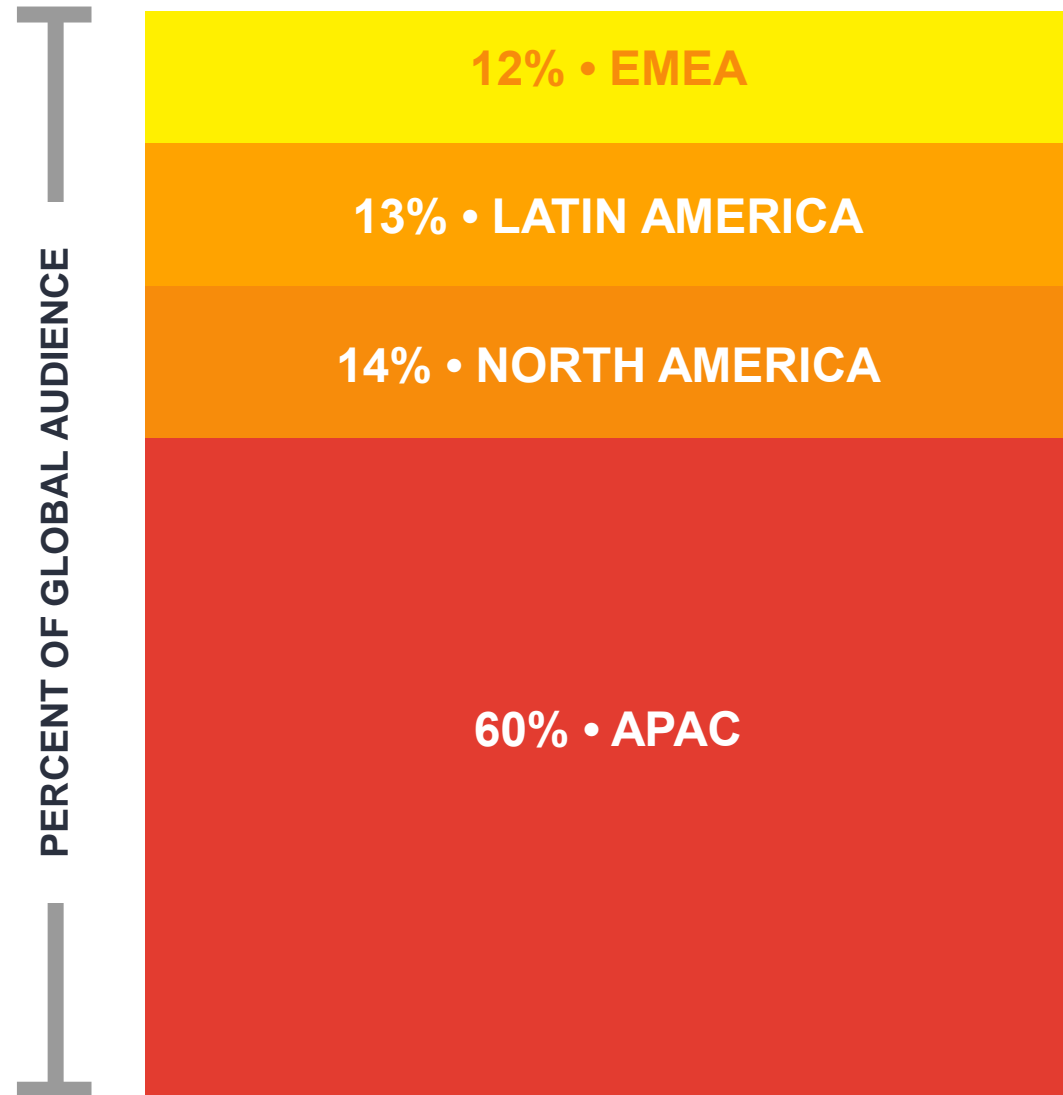




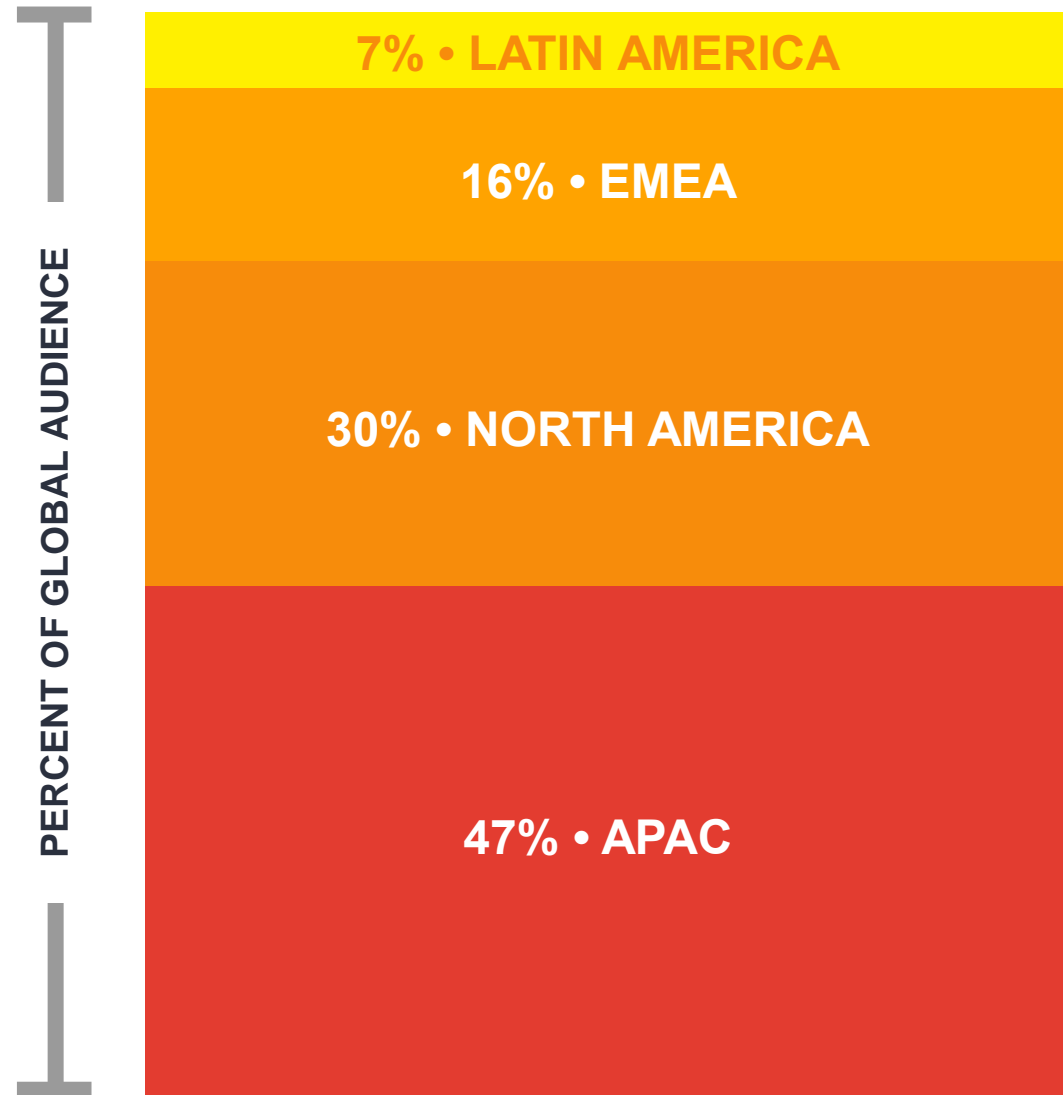
Online News/Information Landscape IN APAC



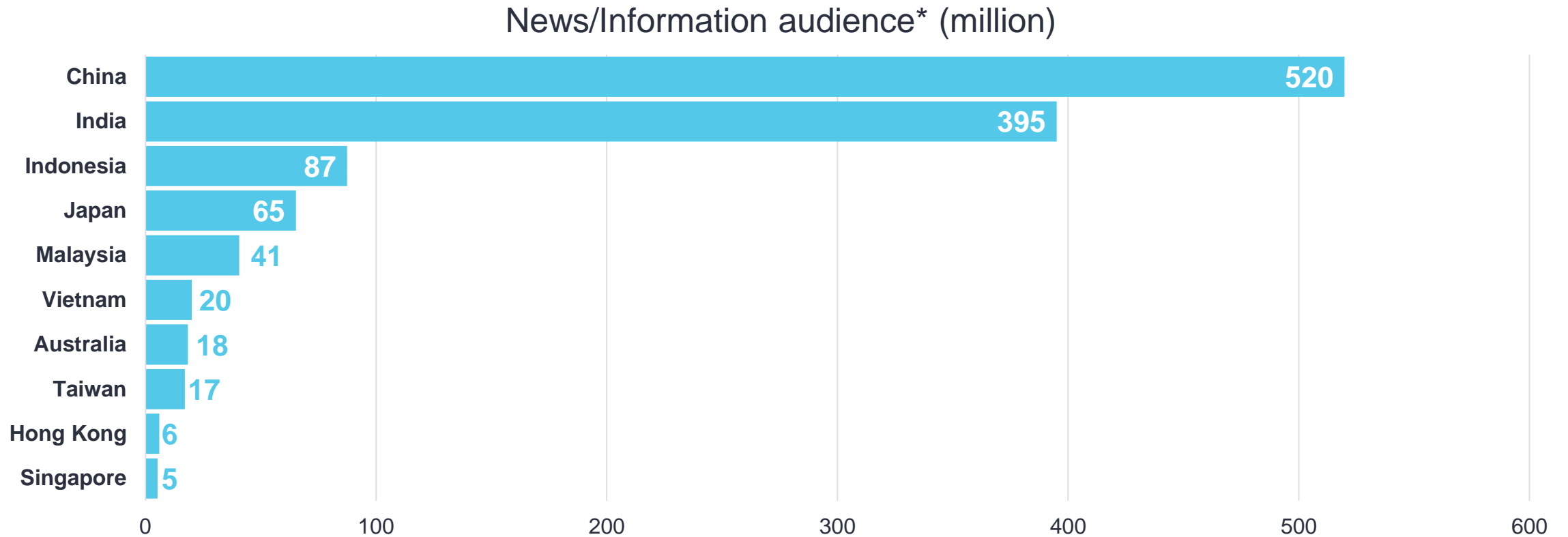
APAC has the majority of global News/Information unique visitors, representing 60% of the global audience.



In terms of time spent on News/Information, **APAC has 47% of global total minutes.**



China has the largest market, while penetration is highest in Taiwan



* News/Information audience = number of unique individuals who visited a News/Information website or app in March 2020.

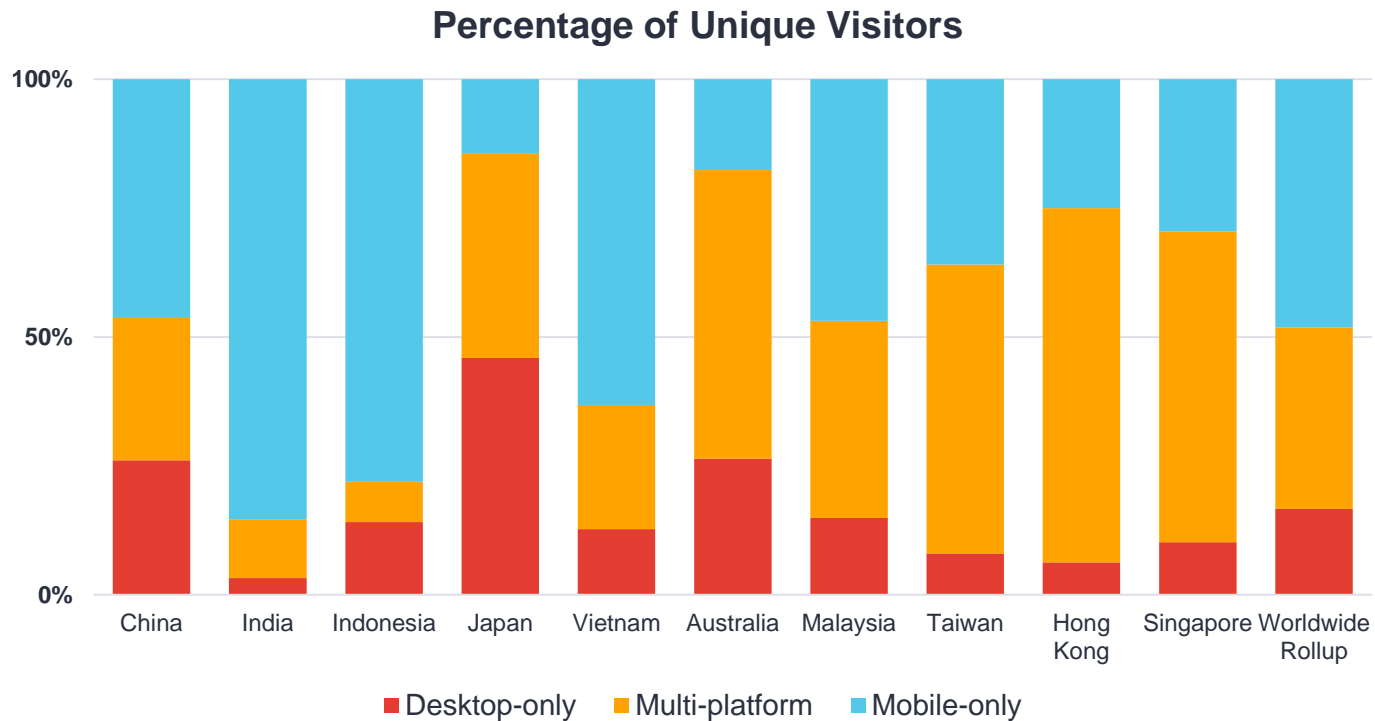
Source: Comscore MMX Multi-Platform, News/Information Category, March 2020, Multiple Countries

Composition of online News/Information category

Size of audience and reach of different subcategories of News/Information sites

CATEGORY	DESCRIPTION	SIZE OF APAC AUDIENCE	REACH
		UNIQUE VISITORS (MILLION)	% OF TOTAL APAC DIGITAL AUDIENCE
Business/Finance News	Sites that provide articles/periodicals focused on business/financial news as well as current events of the time.	486	30%
General News	Sites that provide news on various topics regarding national and international issues and features the most important events of the time.	926	57%
Local News	Sites that provide regional content that covers news of a specific region or community that would not be of interest to national or international news affiliates.	208	13%
Politics	News sites that focus primarily on Politics.	52	3%
Technology News	Sites that provide science/space/technology news, analysis and research.	330	20%
Weather	Sites that provide weather forecasts for locations throughout the world.	130	8%
News/Information	Sites that provide news and information regarding conventional and unconventional issues. This category also contains sites with articles and periodicals on current events and weather.	1,175	72%

India and Indonesia users access News/Information mostly through mobile-only





In countries such as **India and Indonesia**, the ‘**mobile-only**’ segment, which consists of individuals who access sites exclusively through mobile, is among the highest in the world, especially so for News/Information.

Other markets in APAC have digital populations that are spread quite evenly across the three platforms, with large combined desktop-only and multi-platform populations.

Affinity of different age groups towards News/Information differs by markets

Profile of online News/Information users in APAC in March 2020

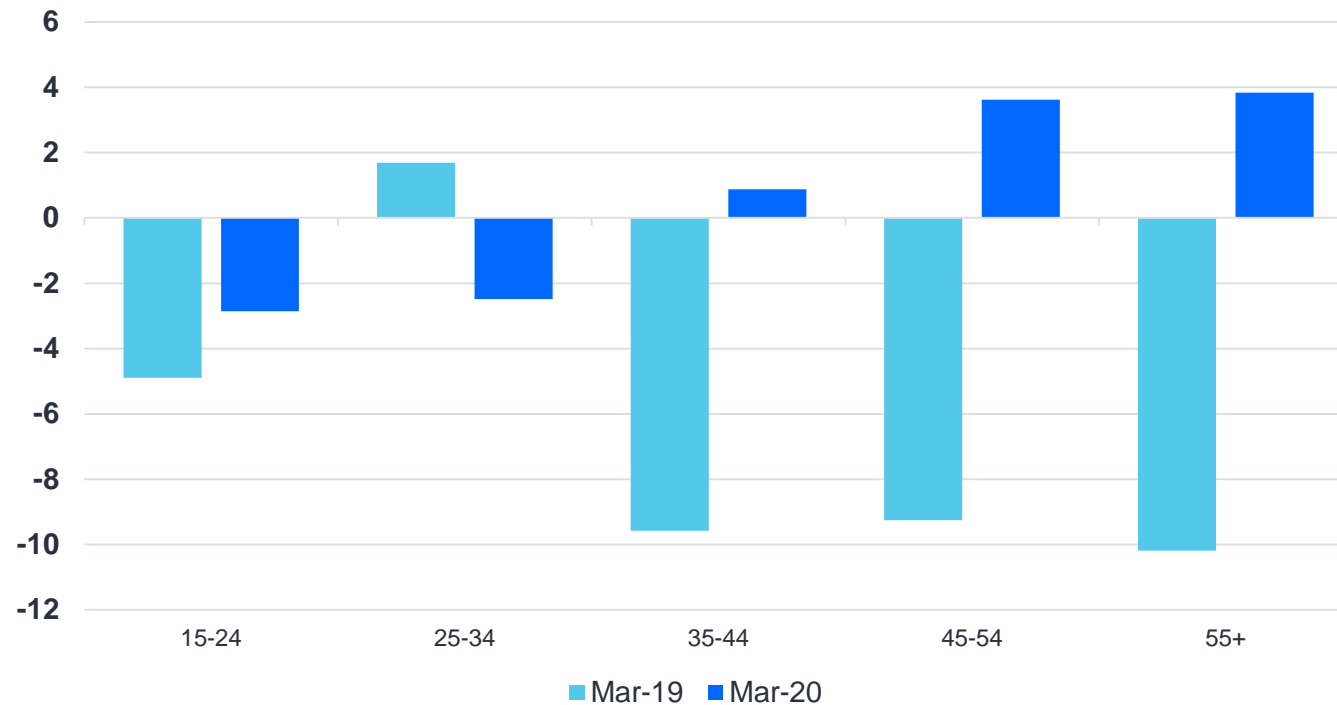
AGE GROUP	COMPOSITION INDEX UV
15-24	97
25-34	98
35-44	101
45-54	104
55+	104

 Below index 100  Above index 100

- In APAC, the **35+ age group** are **more inclined** to access News/Information, particularly for the **45+ age group** in **China, Hong Kong, and Japan**.
- In markets such as **India and Taiwan**, affinity towards News/Information is **relatively even across all age groups**.
- Younger users in **Indonesia* (18-24)** and **Malaysia (25-34)** have higher affinity towards News/Information

Affinity of different age groups towards News/ Information has changed compared to a year ago

Deviation from Index 100 - March 2019 vs March 2020



- In APAC, the **25-34 age group** were more inclined to access News/Information in March 2019, as compared to the **35+ age group** in March 2020
- Younger users in markets such as **Singapore*** and **Vietnam*** (18-34), used to have higher affinity towards News/Information in March 2019, as compared to **March 2020** where users in the **35+ age group** show higher affinity

Exploring further

Comscore (Nasdaq: SCOR) is a trusted partner for planning, transacting and evaluating media across platforms. With a data footprint that combines digital, linear TV, over-the-top and theatrical viewership intelligence with advanced audience insights, Comscore allows media buyers and sellers to quantify their multiscreen behavior and make business decisions with confidence. A proven leader in measuring digital and TV audiences and advertising at scale, Comscore is the industry's emerging, third-party source for reliable and comprehensive cross-platform measurement.

To learn more about Comscore, please [contact us](#) or visit [comscore.com](https://www.comscore.com).

Additional research

[How COVID-19 has continued to impact Digital Media Consumption in APAC – March 2020](#)

[Coffee with Comscore: COVID-19 and its impact on Digital Media Consumption in India](#)

[Social Media Spotlight – India, Indonesia, Malaysia](#)

[Social Media Landscape in APAC](#)

[Digital Commerce Outlook](#)

[Global State of Mobile](#)

[State of Digital in Vietnam](#)

[Digital travel landscape in APAC Whitepaper](#)