

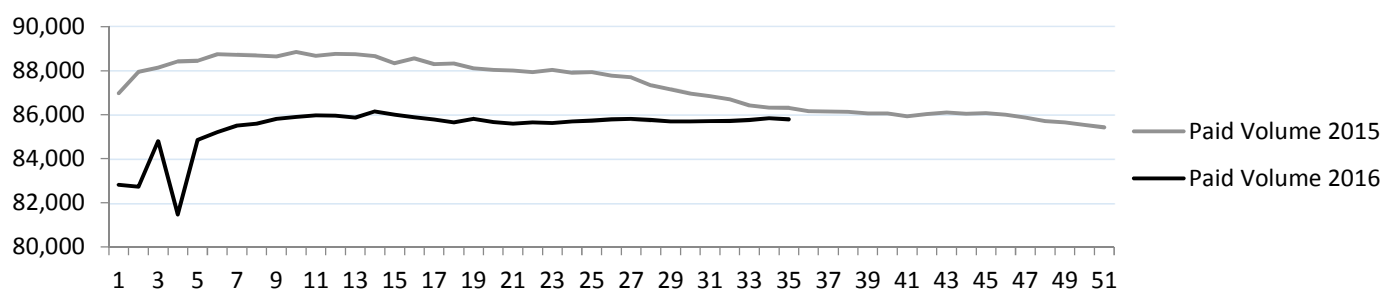


SUBSCRIPTIONS

Paid Subscriber Volume Overall

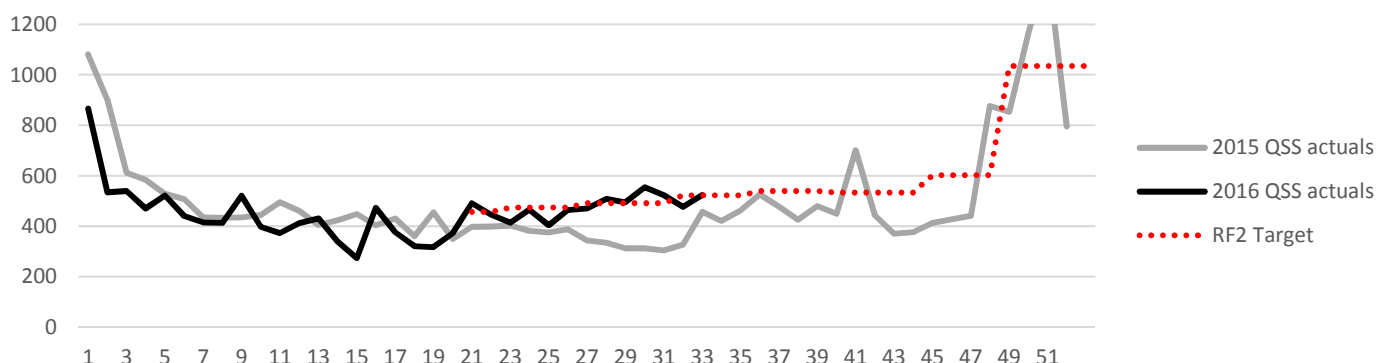
2016	2015	YOY VAR	YOY VAR%
85,766	86,423	-657	-1%

Note: 608 copies are suspended gift subscriptions; actual volume deficit is 49 copies to be topped up by more new subscriptions



New Subscriptions across all channels – (QSS figures on payment are skewed 2 days after subs sold online)

2016	2015	YOY VAR	YOY VAR%	RF2 BENCHMARK	RF2 VAR	RF2 VAR%
523	457	+66	+14%	522	1	0%



Cumulative Subscriptions to target

Week 33 out of 52 = 63% of the year done. Now tracking up YOY on new acquisitions by 831 orders!

Keeping an eye on 12F retention rates and associated acquisition volumes/ impacts on revenue

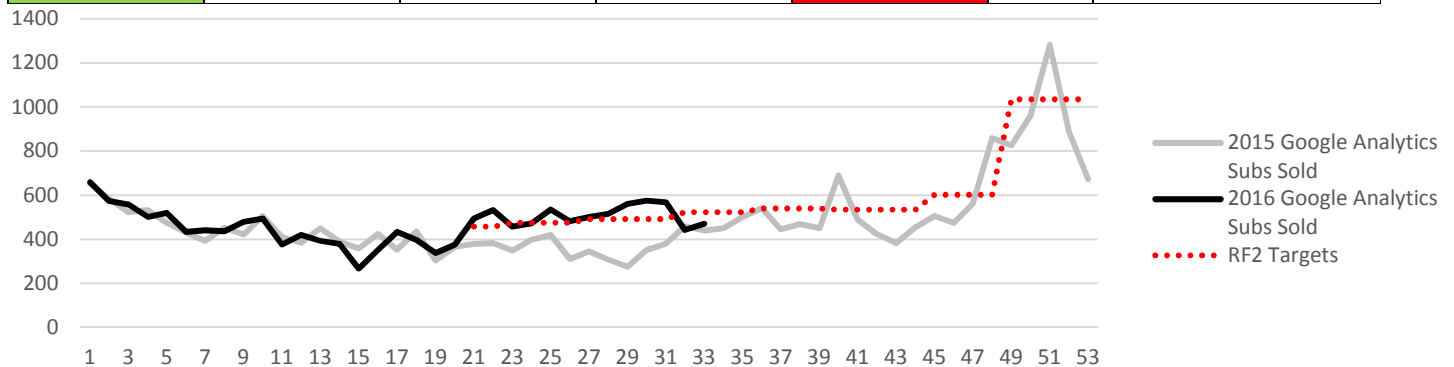
Monthly acquisitions YTD (July month end)	2016	2015	VAR %
12F orders	977	0	-
Full Yield Orders	12,064	12,412	-3%
Total Acquisitions	13,041	12,412	+5%



SUBSCRIPTIONS E-COMMERCE

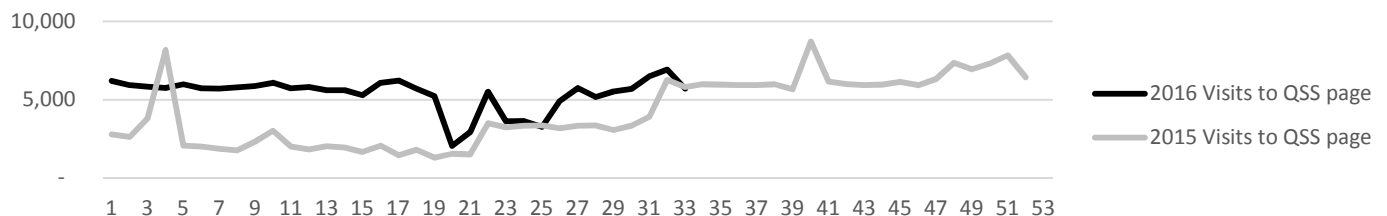
New Subscriptions Sold Online (measured in Google Analytics – 2 days ahead of QSS figures)

2016	2015	YOY VAR	YOY VAR%	RF2 Target	VAR	VAR% to Target
471	439	32	7%	522	-51	-10%



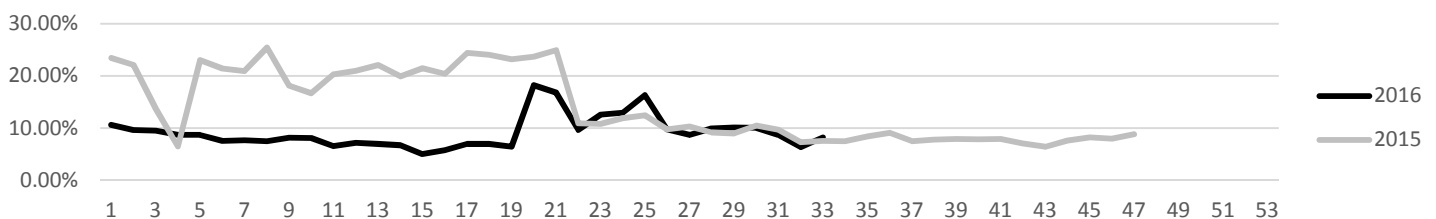
New Subscription QSS E-commerce visits (INCLUDES BOOKAZINE PAGES)

2016	2015	YOY VAR	YOY VAR%
5,712	5,801	-89	-1%



Subscription conversion rate – e-commerce on QSS

2016	2015	YOY VAR%
8%	8%	0%



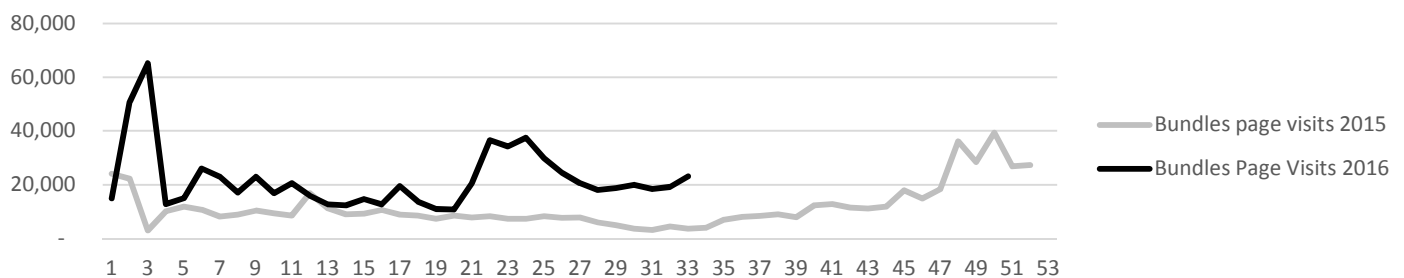
Sara running stats on the implication of the introduction of a bundles page for 12 for rather than going right through to the QSS page on subscription volume and conversion rate – introduced ~2 weeks ago on web push and social



SUBSCRIPTIONS TRAFFIC & CONVERSION

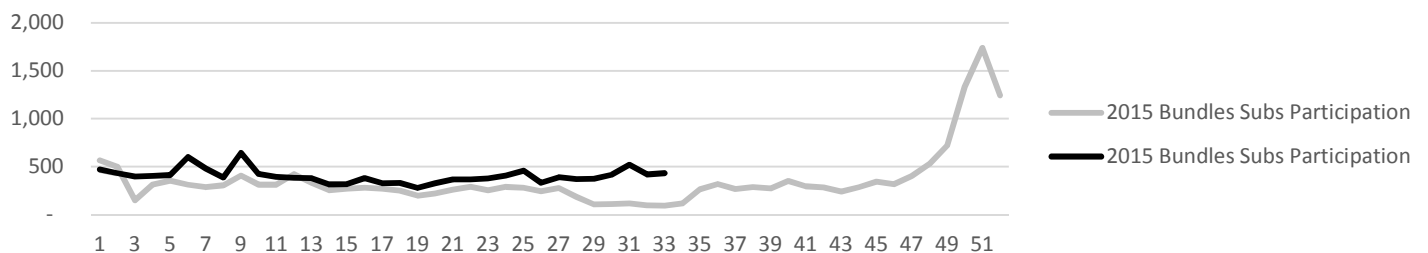
Bundles Page Visits

2016	2015	YOY VAR	YOY VAR%
23,114	3,652	+19,462	532%



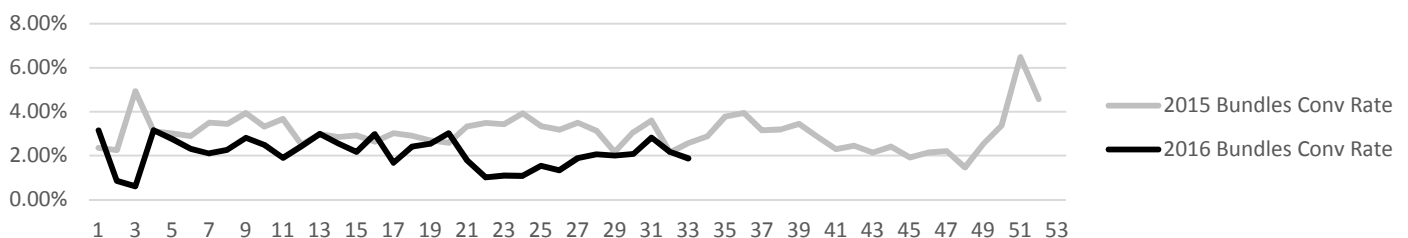
Bundles Page Subscriptions - NEEDS FURTHER INVESTIGATION ON REPORTING- UX JOURNEY

2016	2015	YOY VAR	YOY VAR%
434	94	340	362%



Bundles Page conversion rate

2016	2015	YOY VAR
2%	3%	0%



Sara running stats on the implication of the introduction of a bundles page for 12 for rather than going right through to the QSS page on subscription volume and conversion rate - introduced ~2 weeks ago on web push and social

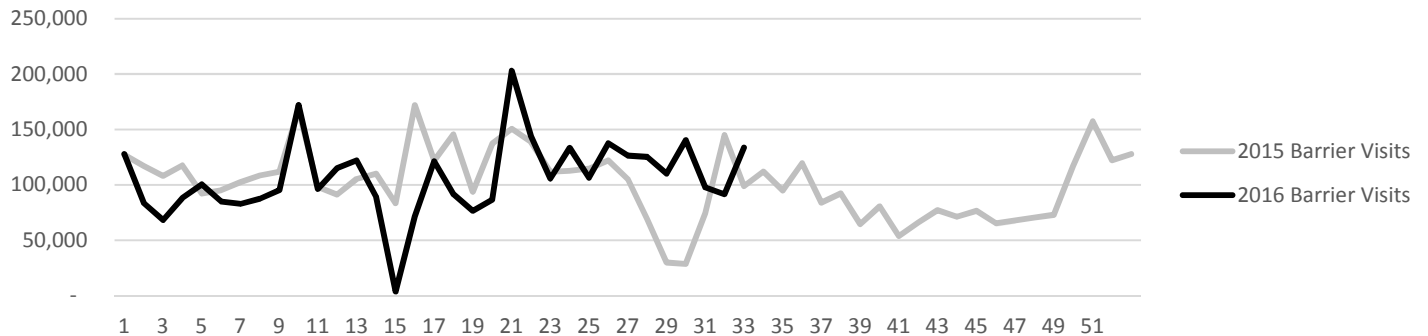
KEY METRICS 2016

WEEK 33 w/c Thursday August 11th - Wednesday August 17th
18 weeks after the free week experiment



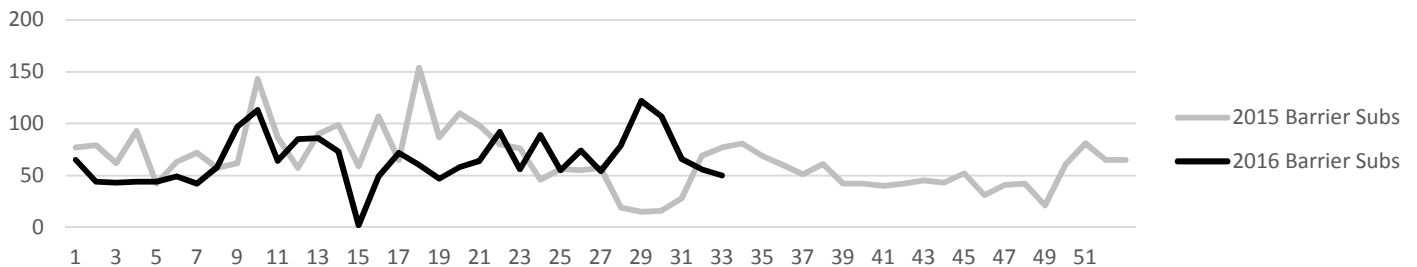
Barrier Page Visits

2016	2015	YOY VAR	YOY VAR%	BENCHMARK	VAR	VAR%
133,902	98,897	35,005	35%	100,000	33,902	34%



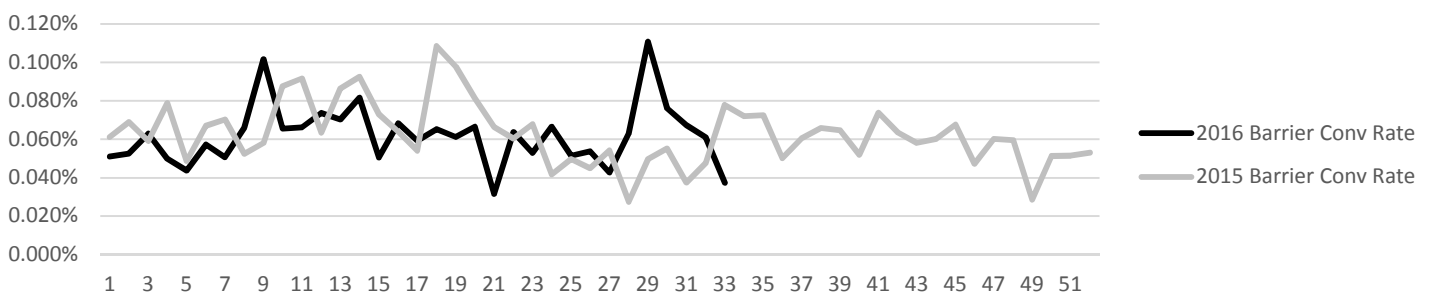
Barrier Page Subscriptions

2016	2015	YOY VAR	YOY VAR%
50	77	-27	-35%



Barrier Conversion rate

2016	2015	YOY VAR%
0.037%	0.078%	-0.041%



Barrier tracking down cumulatively 198 orders (8%) YOY

Tracking on content via Adobe broken as of last week - ticket in with central Adobe team and ns.com

US barrier test review this week

Coming up: Metaphysical special (September 3rd)

KEY METRICS 2016

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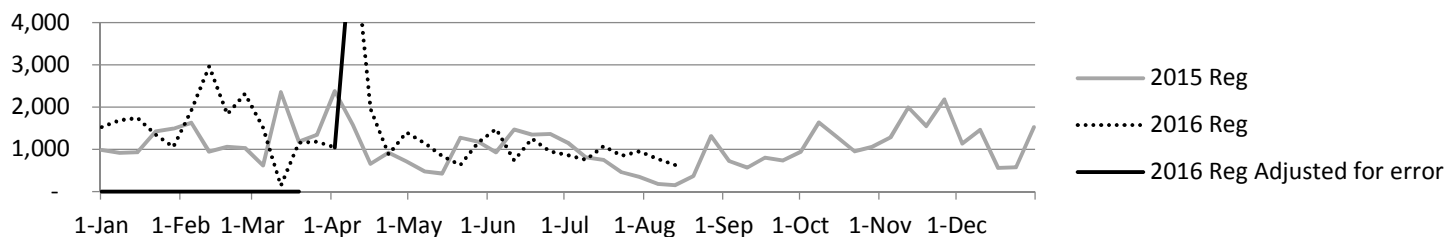


REGISTRATIONS

Registrations

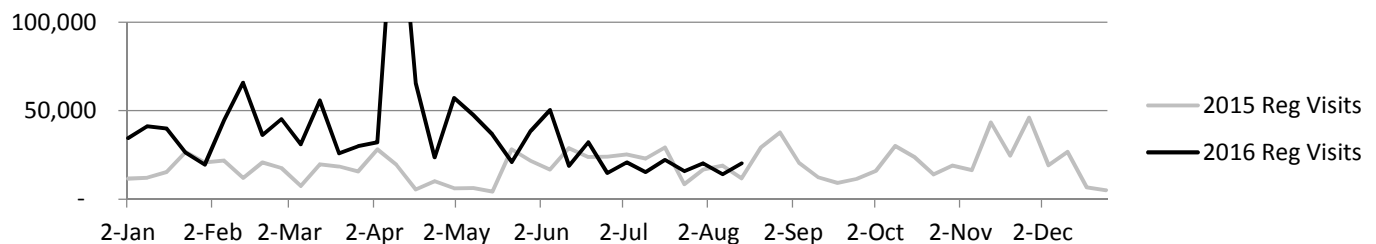
2016	2015	YOY VAR	YOY VAR%	BENCHMARK	VAR	VAR %
626	151	475	314%	2,000	-1,374	-69%

Note: WEEK 15 - FREE WEEK - all subs barrier content current and archive in registration window



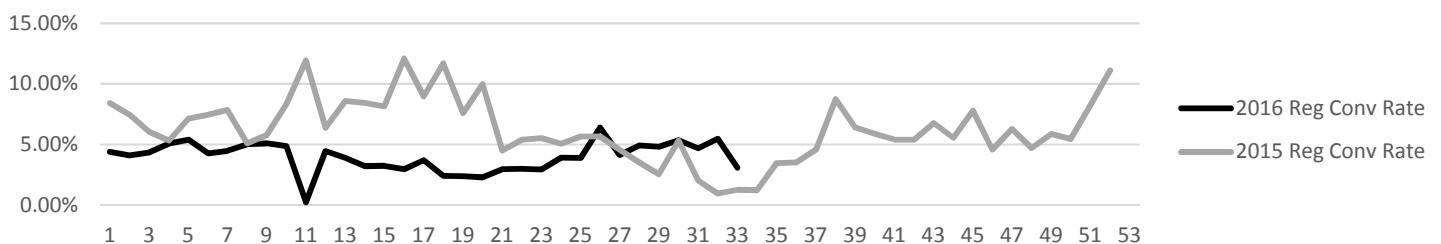
Visits to Registration Page

2016	2015	YOY VAR	YOY VAR%
20,276	11,894	8,382	70%



Registration conversion rate

2016	2015	YOY VAR%
3%	1%	2%



Registrations down 18,429 cumulatively (28%) to target

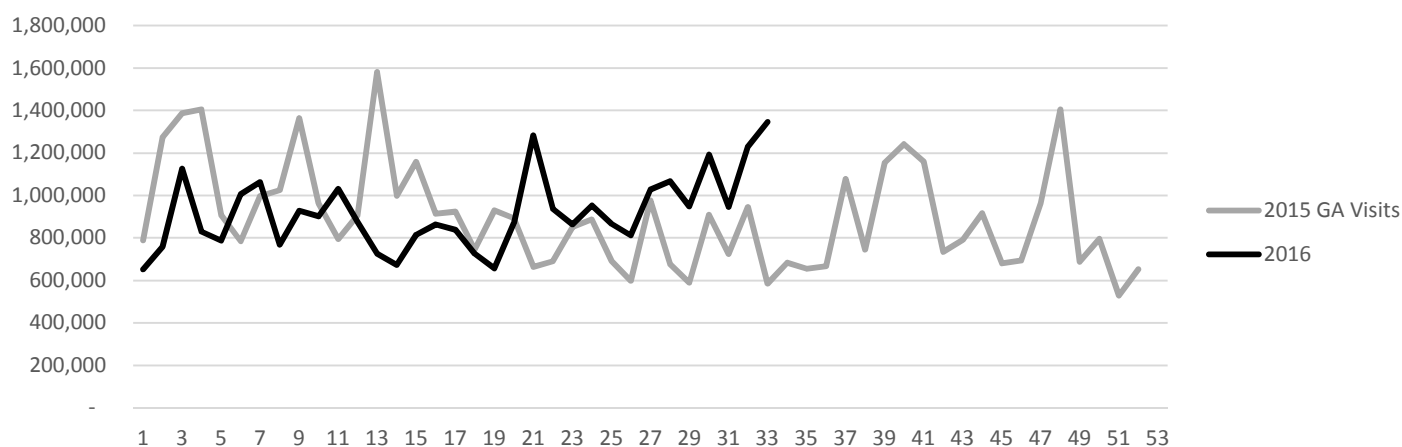
People story moved to reg barrier 3 weeks ago- 1. Need to drive more traffic to regbarrier
Regbarrier optimization project briefed by Lucy/ Danbi to Steve/ Aoife/ Amardeep
Changes to mobile regbarrier removing 300 word intro briefed in JIRA



WEBSITE USAGE & CONVERSION

Website Visits

2016	2015	YOY VAR	YOY VAR%	BENCHMARK	VAR	VAR %
1,345,697	584,477	+761,220	+130%	865,000	+480,697	+56%



Traffic up YOY 13 weeks in a row

Increases driven by improvements in:

Natural search

Natural referrers

Roost web push

Social media – Echobox continuing – contract in the works

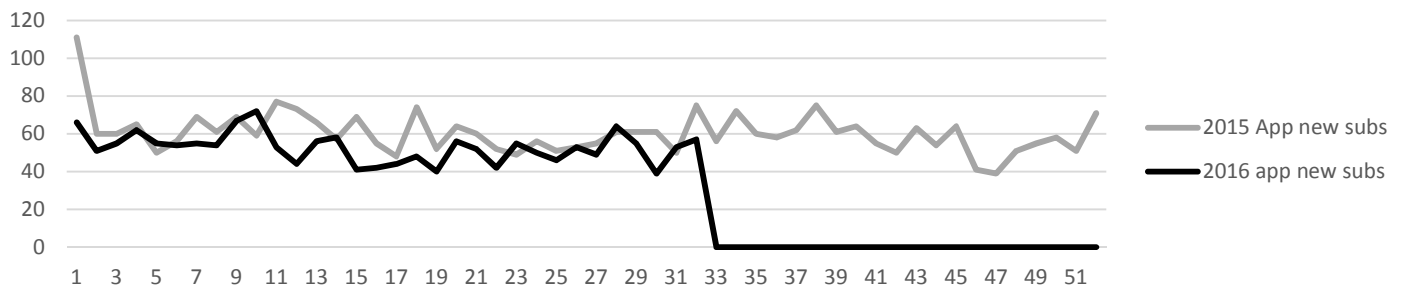
Google AMP pages in production



APPS – IOS AND ANDROID

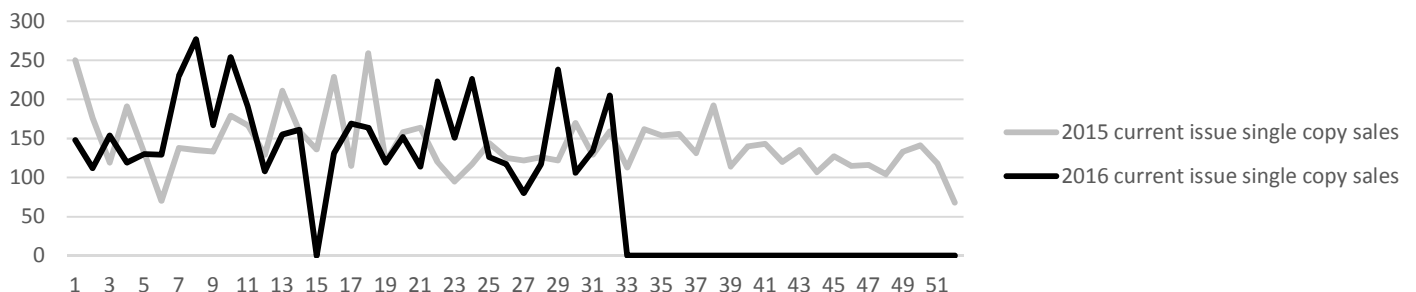
App New Subscriptions (Third Party) – Week 32

2016	2015	YOY VAR	YOY VAR%
57	75	-18	-24%



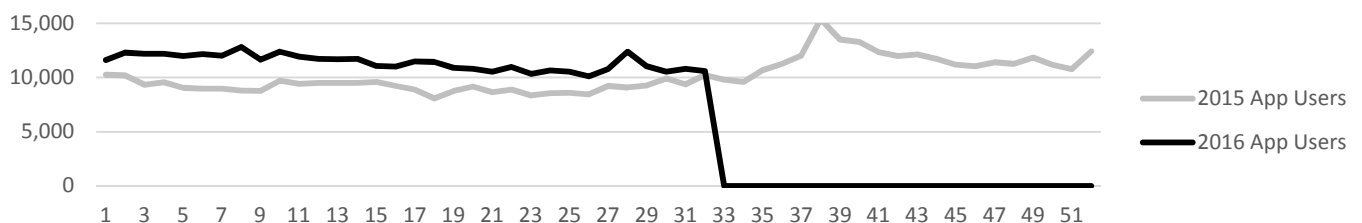
Total App Current Issue Single Copy Sales – Week 32

2016	2015	YOY VAR	YOY VAR%
205	159	46	29%



App Users – Week 32

2016	2015	YOY VAR	YOY VAR%
10,602	10,234	368	4%



Fifth week of app push notifications – issue notification out on Friday this week – expecting results to improve over time

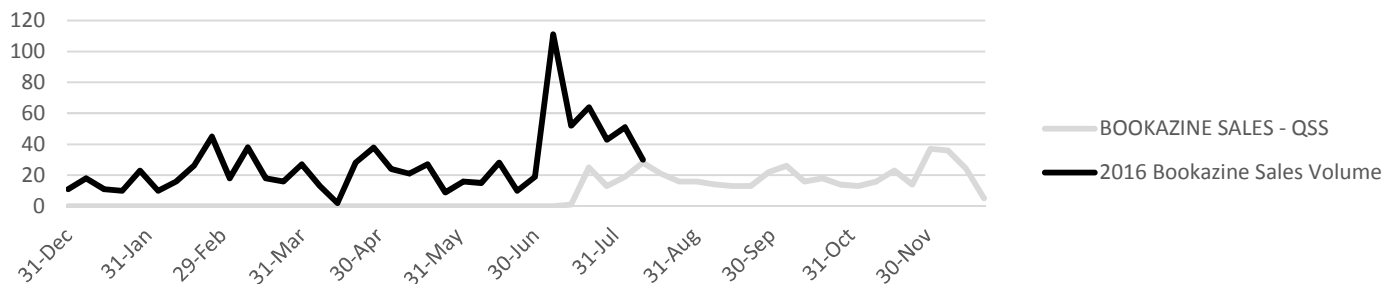
New release of apps changed Google Analytics reporting automation, but these figures are manually updated from Danbi at the moment



THE COLLECTION - BOOKAZINES

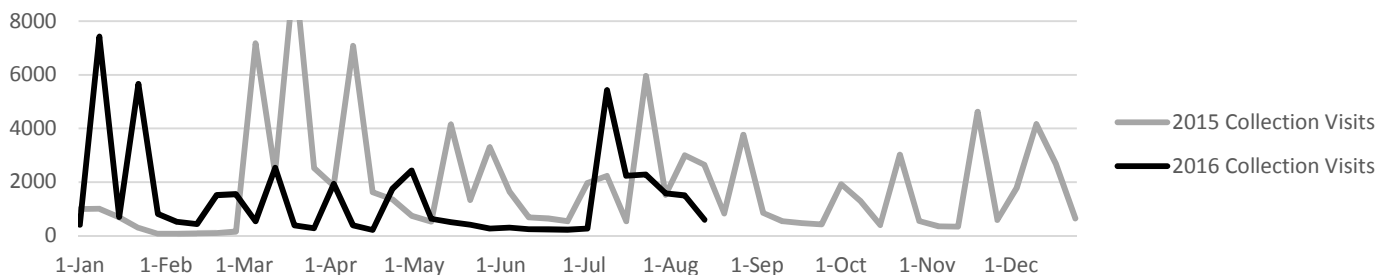
Bookazines Sold in print through QSS e-commerce

2016	2015	YOY VAR	YOY VAR%
30	30	0	0%



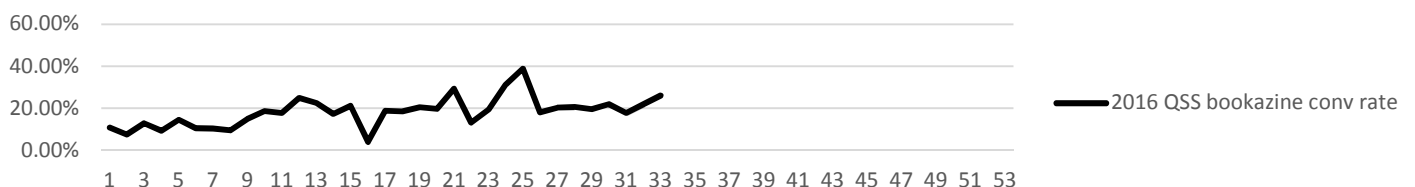
Bookazine Visits

2016	2015	YOY VAR	YOY VAR%
595	2,639	-2,044	-77%



Bookazine e-commerce conversion rate

2016	2015	YOY VAR	YOY VAR%
26%	n/a	n/a	n/a



Release of The Quantum World bookazine 5 weeks ago – solid traffic and sales continuing



EVENTS

Event Tickets Sold to target

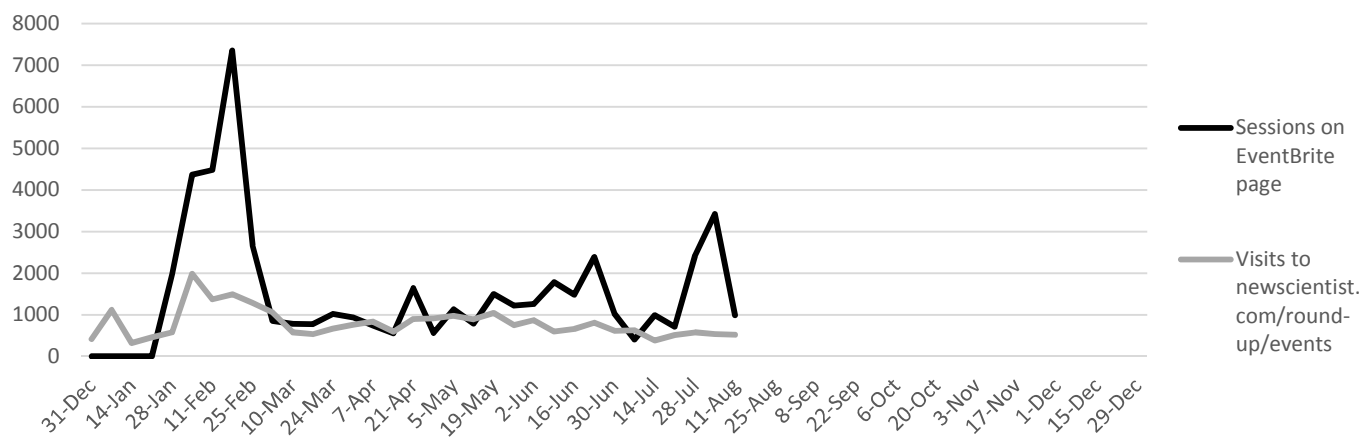
Event	Tickets Sold	Target	VAR to Target	% Ticket sales to go
IE - Sydney Quantum World	66	120	-54	45%
IE - Boston Relativity	55	250	-195	78%
GameChangers Energy Summit	0	250	-250	100%

Event Page Sessions - Event Brite

2016
991

Event Page Sessions - newscientist.com Events pages

2016
521



Promotional activity ongoing



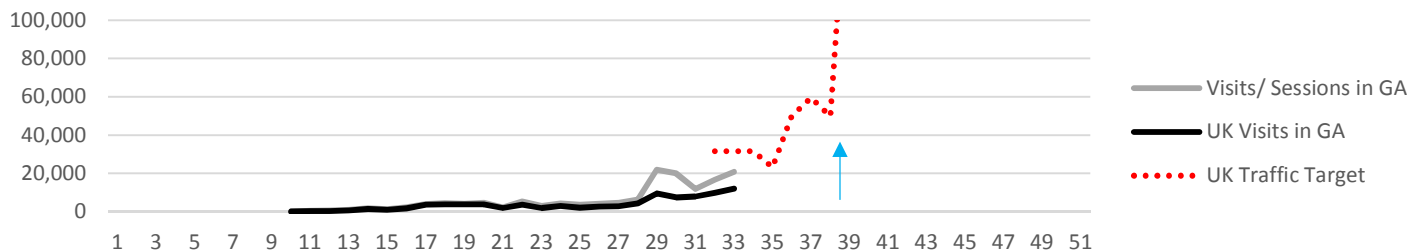
NEW SCIENTIST LIVE

New Scientist Live GLOBAL Visits- week 30– **EVENT IS IN WEEK 39 – 6 WEEKS TO GO**

2016	Previous week	WOW	% growth
20,916	16,768	4,148	25%

New Scientist Live UK Visits- week 30– **EVENT IS IN WEEK 39 – 6 WEEKS TO GO**

2016	Previous week	WOW	% growth
12,162	9,939	2,223	22%



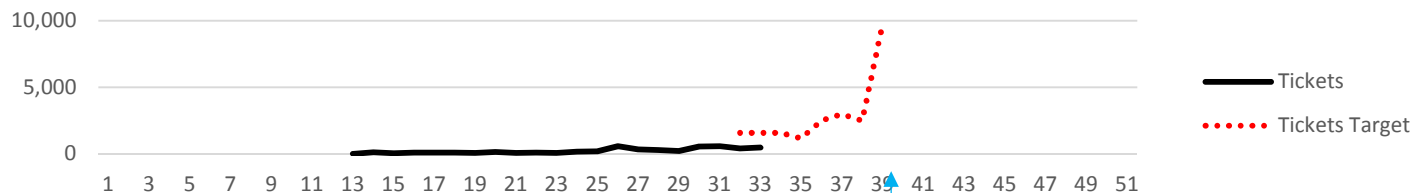
VIP Premium Content visits in the UK – i.e. Tim Peake, Dara, Alice, Control Room
Currently makes up 53% of UK site traffic – now part of daily stand up

New Scientist Live Ticket Sales Volume – 6 weeks to go to event - CUMULATIVE

2016	BGT	Var to BGT	VAR %
5,578	9,014	-3,436	-38%

New Scientist Live Ticket Sales Volume – 6 weeks to go to event - WEEKLY TARGET

2016	BGT	Var to BGT	VAR %
471	1,583	-1,112	-70%



New Scientist Live Revenue – 7 weeks to go to event

2016	BGT	Var to BGT	VAR %
£138,340	£228,062	-£89,722	-39%

Daily stands up to coordinate web push and social
Web development jobs – conversion from home page, conversion from article page, SEO site map, optimization on page for ticket sales language



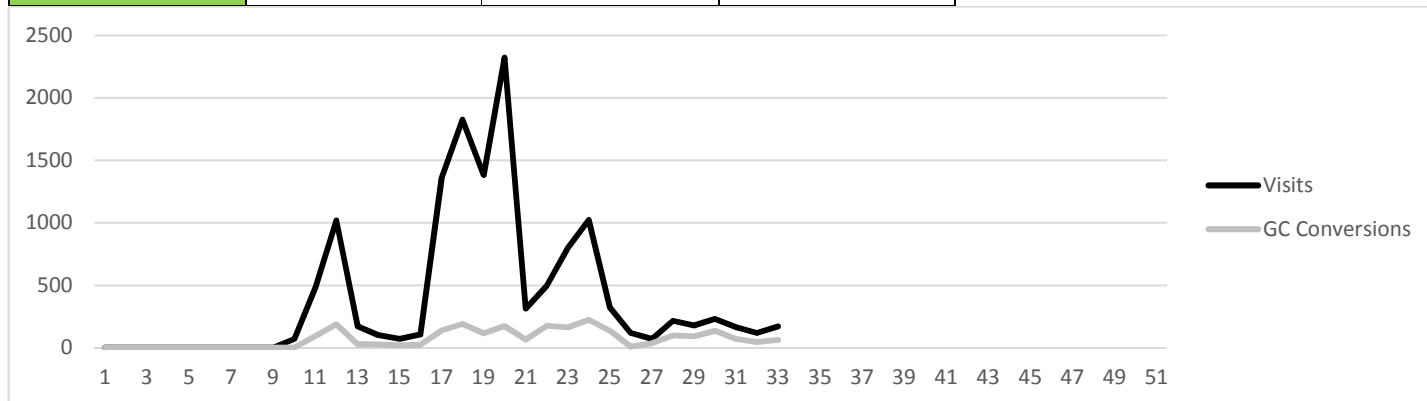
GAME CHANGERS

Game Changers Visits

2016	Previous week	WOW	% growth
169	118	51	43%

Game Changers Form Completions

2016	Previous week	WOW	% growth
62	45	17	38%



Money - 30; AI - 18; Energy 14
SEO review of website submitted three weeks
GameChangers event promotions ongoing

TRAVEL

SUMMARY: Tickets are selling - no analytics requirements yet

New Scientist

KEY METRICS 2016

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ADVERTISING - DISPLAY

To be included shortly

NEW SCIENTIST JOBS

To be included shortly

ADVERTISING - RECRUITMENT

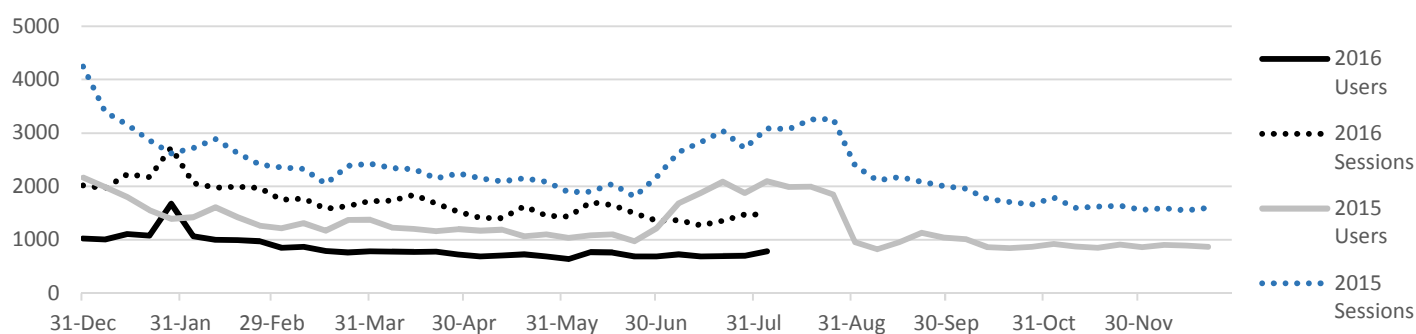
To be included shortly



DATING

Visits - last updated week 32

2016	2015	YOY VAR	VAR %
1,468	3,083	-1,615	-52%

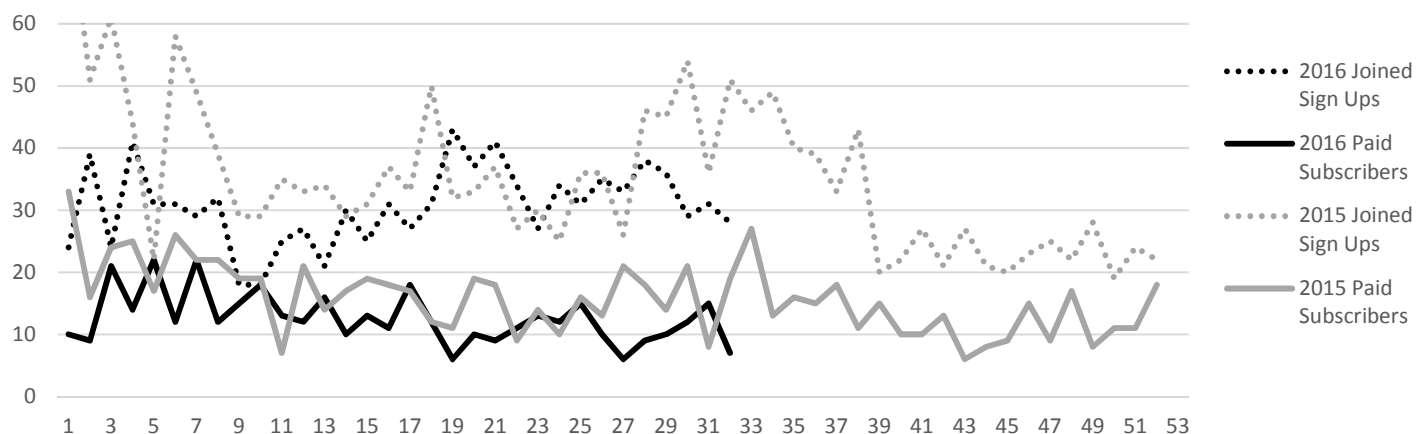


Sign ups - free account

2016	2015	YOY VAR	VAR %
28	51	-23	-45%

New Paid subscriber conversions

2016	2015	YOY VAR	VAR %
7	19	-12	-63%



Cumulatively tracking down 35% per year on all metrics



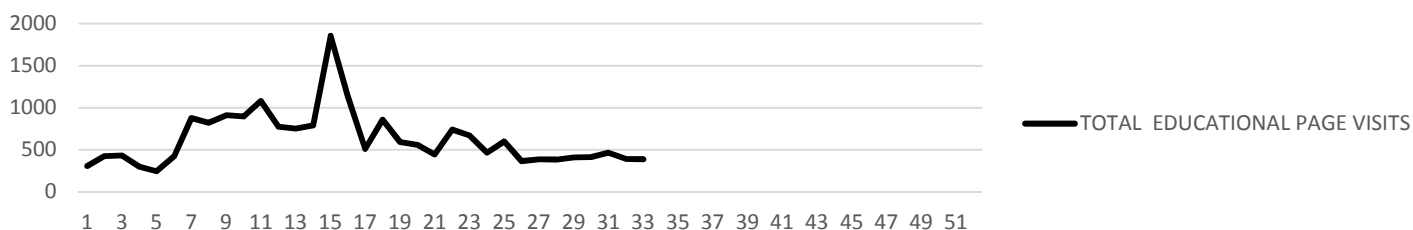
EDUCATIONAL ACCESS

Volume of Active Educational Access Customers

180 paid customers as of November 2015 - last year 1 new acquisition per month; retention rate of 80%

Visits to Educational Pricing Page - aka institutional subscriptions, XSA

2016	Last week	WOW VAR	VAR %
391	395	-4	-10%



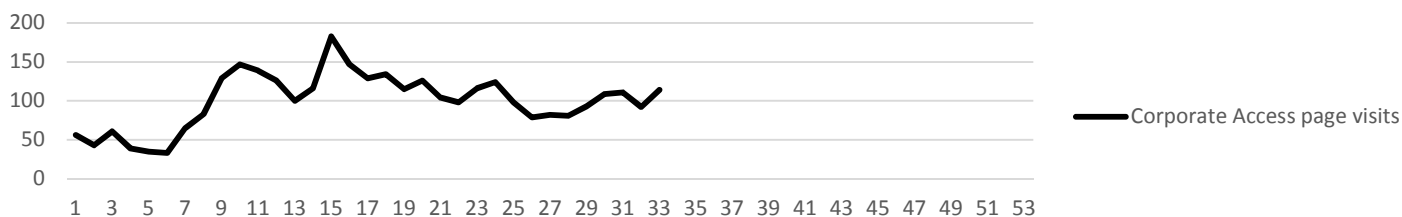
New Educational Access Subscriptions sold - awaiting new page designs and audience development funnel metrics live on Monday August 22nd

CORPORATE ACCESS

Visits to Corporate Access Page

2016	Last week	WOW VAR	VAR %
114	92	22	24%

Corporate Access page visits



awaiting new page designs and audience development funnel metrics - live Monday August 22nd