

JPIMedia takes the lead across the UK digital network

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Latest data from analytics firm Comscore has put JPIMedia in the lead for September year-on-year growth across the UK regional news sector.

JPIMedia, owned by National World plc, is the only regional publisher in growth with over a 9% year-on-year audience increase, despite September being a difficult month for the regional media in general.

Both NationalWorld and The Scotsman continued to show a very strong performance in September. The Scotsman's online performance, which also includes Edinburgh Evening News, has been driven by the success of search targeted content.

While The Yorkshire Evening Post suffered a year-on-year decline impacted by a dip in sports traffic post the football transfer window, The Star improved month-on-month with market leading coverage of major news stories, such as the tragedy in Killamarsh, driving performance.

The Yorkshire Post had a third consecutive month of year-on-year growth with a 44% increase and the audience once again benefited from smart social amplification choices and content sharing from weekly stablemates.

Group Audience Editor Steven Chisholm said: "Figures from the wider marketplace in September's Comscore report underline the challenges digital news providers are facing this year.

"We feel those challenges in our newsrooms too, so it's extremely encouraging to see the hard work of our editorial teams – and our investment in new brands like NationalWorld – reflected in JPI Media's positive numbers for September."

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