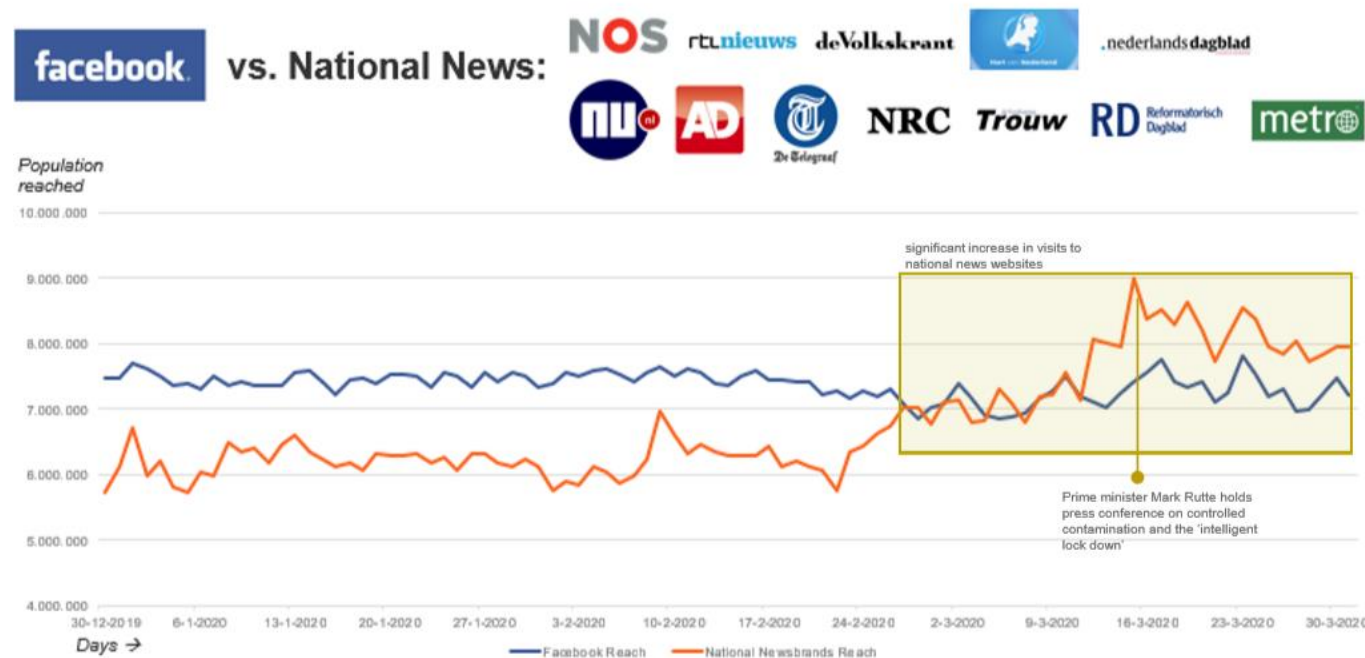


Since the corona outbreak, the Dutch news media and NRC in particular have been serving considerably more readers.

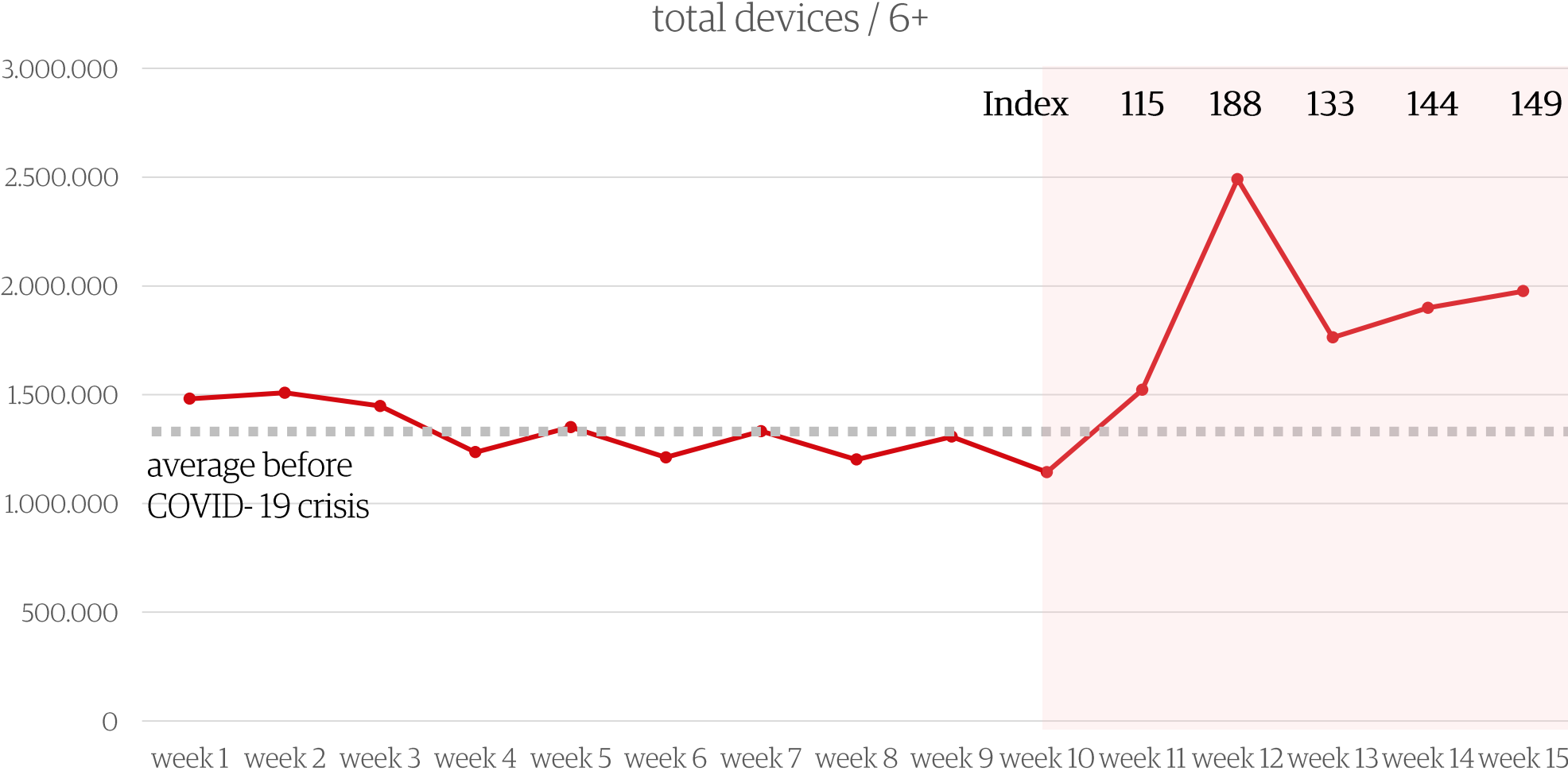
- The number of unique readers per week (6+) reached from 1,373,000 before the crisis to 2,491,000 in week 12 (most recently measured week). An increase of 81%.
- The total average weekly reach (6+) from 9.3% before the crisis to 16.9% in week 12. An increase of 82%.
- Number of reading minutes per day by 136%: from 908,000 to 2,144,000
- Acceleration of the digital transformation; more than 90 percent of our subscribers in the past month also have an account to read online now.
- There is a large influx of new (NRC) subscribers. This number has tripled.

Since the corona outbreak, the Dutch news media and NRC in particular have been serving considerably more readers.

- Since the government restrictions have been in force - national news sites have consistently reached more people than Facebook on a given day; a first since the NOBO (digital audience reach) project was started



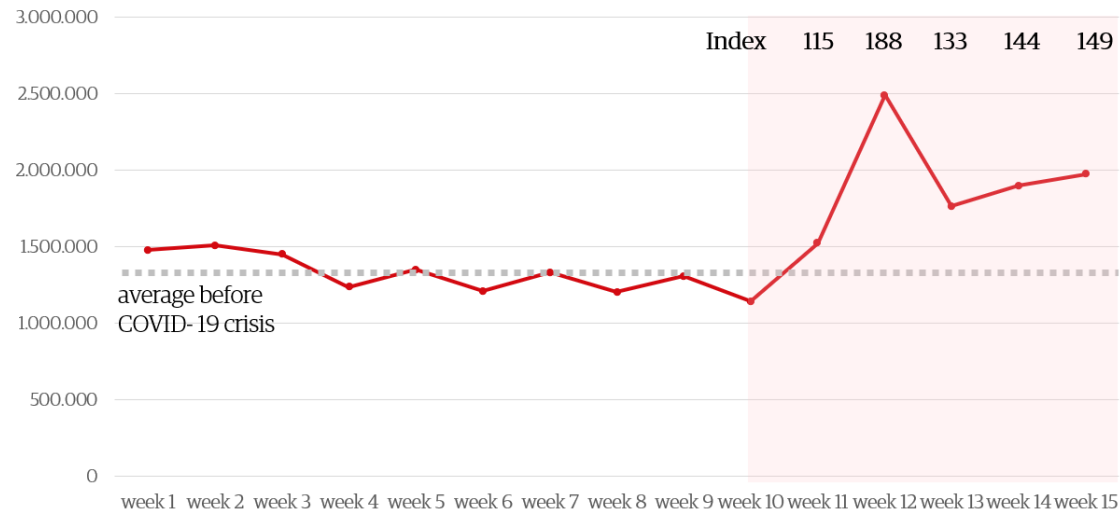
Structurally higher reach nrc.nl during COVID-19 crisis



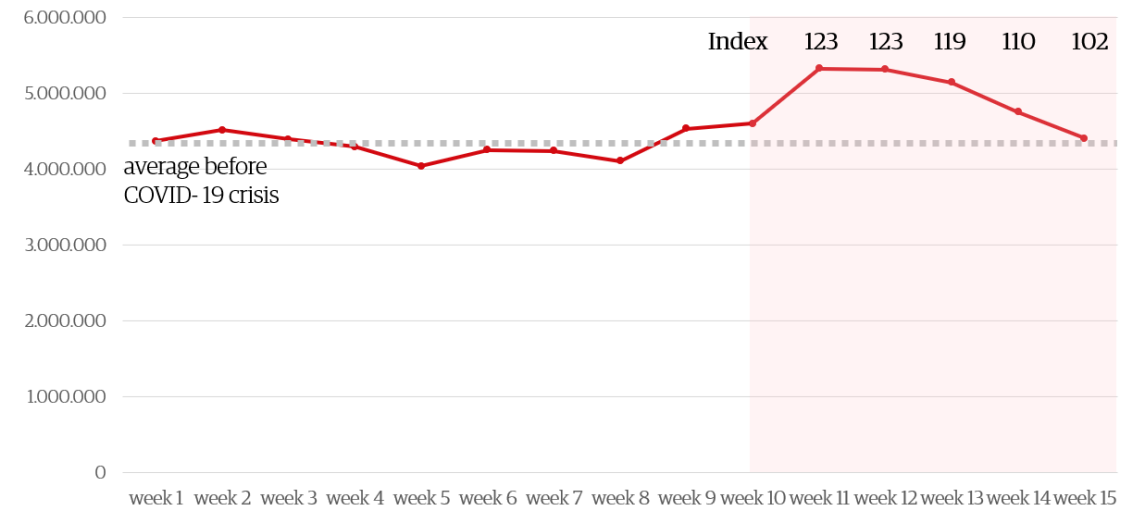
Bron: NOBO

Strong and lasting need for reliable quality journalism

Structurally higher reach nrc.nl



Reach peaks top 3 news platforms but not structural



Average reach top 3 news platforms (nu.nl, telegraaf.nl, ad.nl)

The Dutch still feel that being prepared and well informed is the most important at this moment, but a slight decrease is visible

Which statement best describes your current feelings?

