

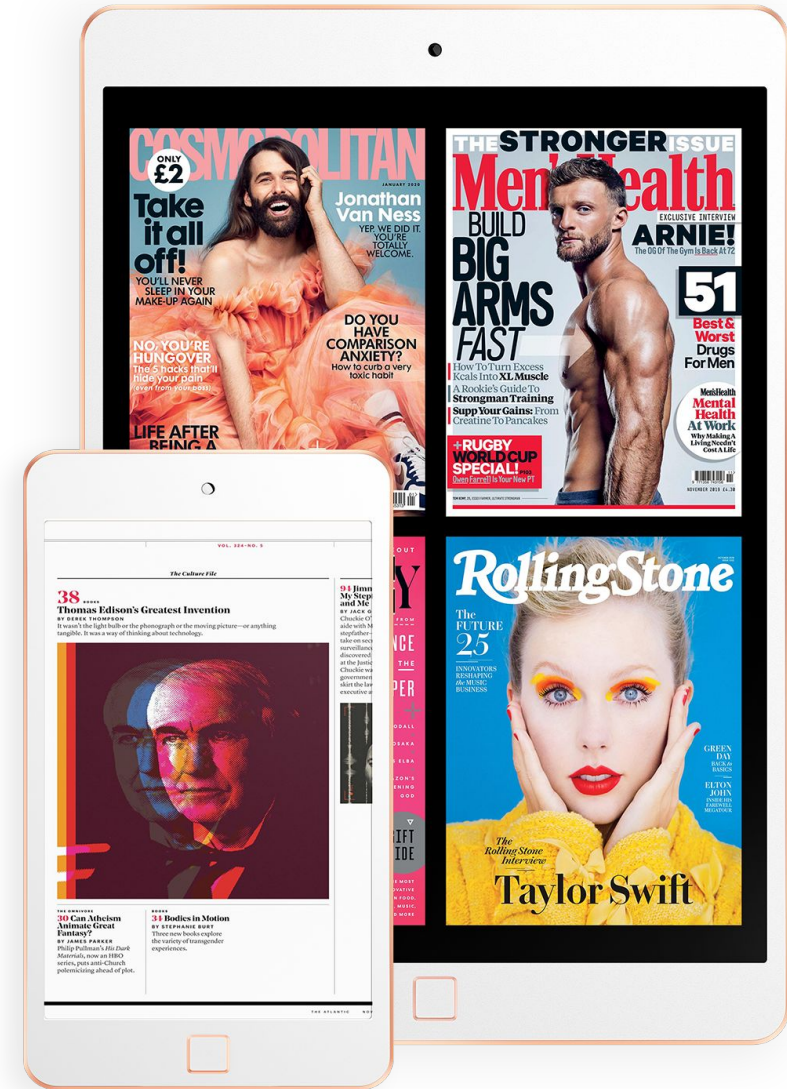
The Ready Report

2019

About the Readly Report

The Readly Report shows consumer trends, habits and insights regarding the digitisation of magazines. Our unique database keeps filling up with data showing how, where, when and what people in different countries read.

Source: Readly user data relates to the period Jan 1, 2019 - Dec 31, 2019. Demographics such as age and gender are related to the period Apr 1, 2018 - Mar 31, 2019. The data is based on full paying subscribers and introductory offer trialists.



About Readly

Readly is a digital subscription service providing unlimited access to nearly 5,000 national and international magazines - all in one app. Founded by Joel Wikell in Sweden in 2012, Readly is today one of the fastest growing companies in Europe with users in 50 markets. In collaboration with around 800 publishers worldwide, Readly is digitising the magazine industry - bringing the magic of magazines into the future, enabling the discovery and survival of quality content. During 2019, Readly distributed more than 120,000 issues of magazines that have been read 83 million times.



Executive Summary

Readly is growing rapidly as we increase our subscriber base, enter into new territories and expand our inventory of magazine brands. We are also changing shape dynamically, as we track how the content on Readly is read, as well as when and where.

- One of our key metrics for how much Readly is being used is the number of issues read. Over the last year, this totalled just above 83 M issues.
- Our largest market, based on usage, is Germany with almost 37 M issues read (+49% year-on-year), followed by Sweden with 22 M (+17%) and the UK with 14 M (+21%). Together, these three markets accounted for 88 percent of our total readership during 2019, but with rapid growth coming from newer and developing markets such as Austria, Switzerland, Italy and the Netherlands.

Executive Summary

The inventory of magazines on Readly increasing by thousands

Readly's content portfolio has grown rapidly over the last year from around 3,000 titles at the end of 2018 to almost 5,000 titles at the end of 2019, with the catalogue totalling around 120,000 issues in its entirety. We know that having a wide range of quality content is central to both acquiring new customers and also engaging them more deeply once they have subscribed. This is achieved through offering a mix of well-known brands and experimenting with new ones.

- The country with **the largest inventory of titles** available in their local language is the UK (1,660) which includes international magazines.
- Among our core markets...
 - The UK also has the highest rate of **back issue reading** (16% of all issues read). Some subscribers “binge read” or are very committed to their favourite brands. Publishers’ back catalogues can be revitalised on Readly.
 - Swedes are most likely to read **foreign titles** (15%) closely followed by Germans (14%) as subscribers experiment and track their interests internationally.

Executive Summary

Growth driven by an increasing number of subscribers and steady reading times

Our subscriber base has increased significantly during 2019. The amount of time that subscribers spend reading has remained steady year-on-year – a very positive result given the amount of competition for consumer time and attention.

The **total average time** spent with Readly by each subscriber every month is just under 7 hours. The average user session is 21 minutes, but sessions can range from short “snacks” to much longer and more intense reading sessions – subscribers use the app to fit reading into the individual pulse of their day, which can vary significantly from subscriber to subscriber. Yet whatever the pattern, the Readly experience quickly becomes a regular part of their routine, with over a third of our users opening the app daily.

- Average user session length shows little difference from territory to territory ranging from 20.9 minutes in Germany to 22.3 minutes in Austria.
- In terms of **when** subscribers use Readly, the app is typically used consistently throughout the day. The app is well suited for on-the-go reading and gap-filling. Yet the core of weekday magazine reading still takes place at home and in the evenings. It is at weekends when usage is more evenly spread throughout the day.

Executive Summary

Other metrics that matter....

This slide provides a deeper dive into our business which is not only growing quickly, but is constantly changing as we grow our inventory of magazine brands (which affects subscriber profiles) and develop the functionality of the app itself (which impacts on metrics such as the devices used to read).

Operating systems & type of device

There is a strong **Apple bias** with 70% of usage being on iOS as opposed to 30% on Android. This varies significantly from country to country with Sweden having the highest iOS share at 78% and Germany the lowest at 62%. The UK figure is between the two at 73%.

Although **mobile usage** is growing rapidly among consumers in general, and steadily among Readly users, tablets still account for 86% of usage with little variation from country to country.

Hot brands & categories

The country snapshots show which the hot brands are in local markets - four categories stand out in terms of total readership.

- **Celebrity & Entertainment** has a 19% share of issues read – a huge leap compared to last year's Readly Report (10%)
- **Lifestyle** is in second place with an 11% share
- **Automotive** has risen strongly from 5% during 2018 to 10% in 2019.
- The reading interest for **Tech, Gadgets & Home Entertainment** has increased three years in a row, 5,3%, in 2017, 5,6% in 2018, and 8% in 2019.

Key Metrics 2019

83 million

issues read on
Readly

1 million

Readly app
downloads
worldwide

21+ min

average user session

5,000

available titles
in the inventory

6.9 hours

average read time
per user per month

120,000

available issues
in inventory



Country Snapshot: Sweden

- A total of **22 million** issues read
- **800** titles available in Swedish
- **15%** of all titles read by Swedes are foreign titles
- **10%** of all titles read by Swedes are back issues
- Users spend an average **21 min** per session and **7 hrs** per month
- Approximately **84%** of usage on tablets, **16%** on phones

Top 3 monthly titles by readership



Top 3 weekly titles by readership



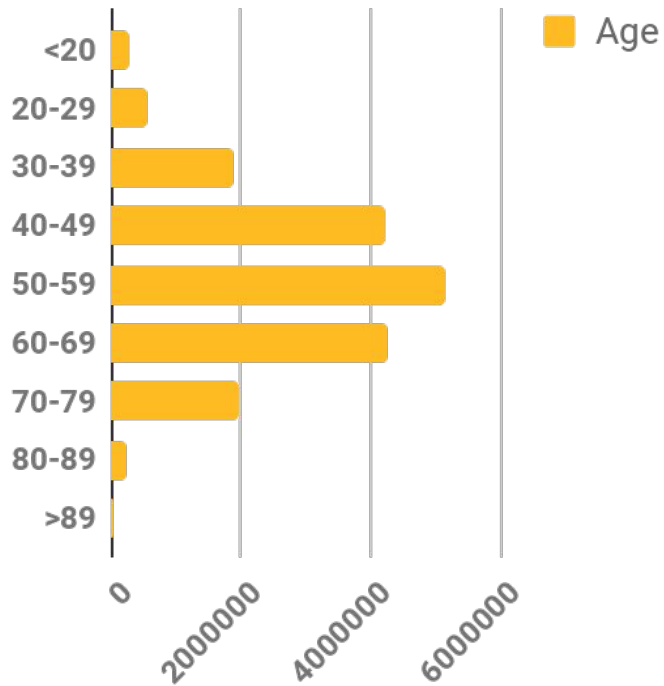
Most favoured





Country Snapshot: Sweden

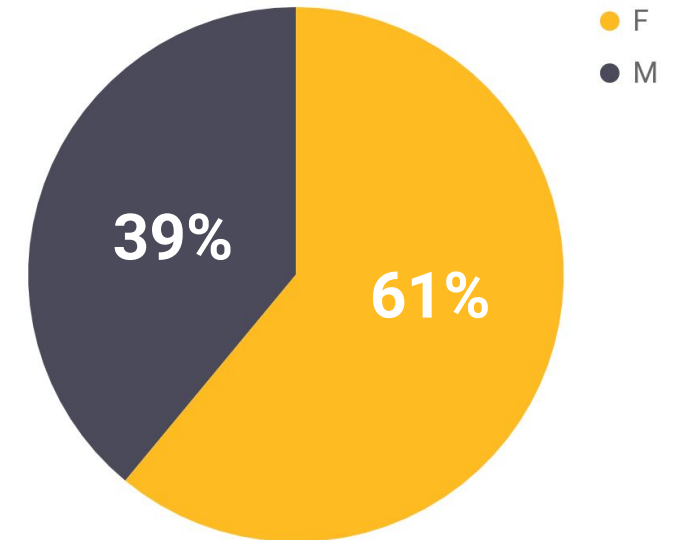
SE - Age, Magazines opened



Top Categories

1.	Lifestyle	23%
2.	Celebrity & Entertainment	20%
3.	Decor	12%

SE - Gender, Magazines opened





Country Snapshot: UK

- A total of **14 million** issues read
- **1,660** titles available in English
- **8%** of all titles read by UK users are foreign titles
- **16%** of all titles read by UK users are back issues
- Users spend an average **22 min** per session and **6 hrs** per month
- Approximately **87%** of usage on tablets, **13%** on phones

Top 3 monthly titles by readership



Top 3 weekly titles by readership



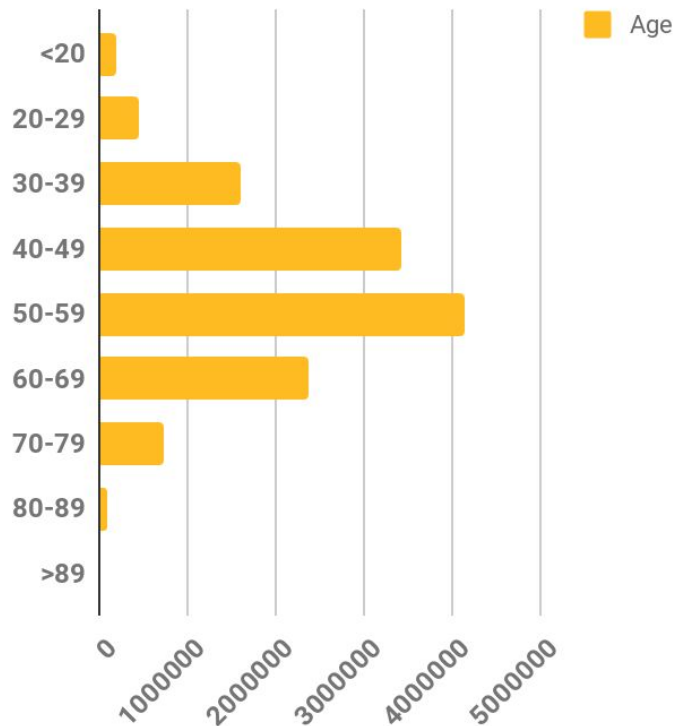
Most favoured





Country Snapshot: UK

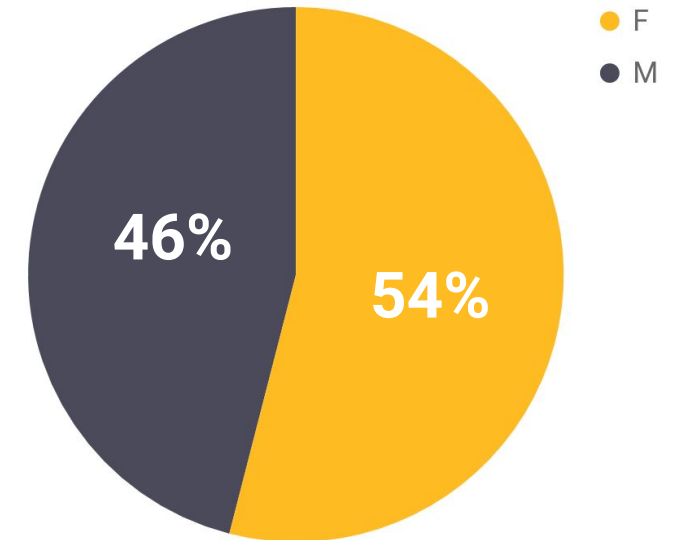
UK - Age, Magazines opened



Top Categories

1.	Celebrity & Entertainment	18%
2.	Automotive	9%
3.	Lifestyle	9%

UK - Gender, Magazines opened





Country Snapshot: Germany

- A total of **37 million** issues read
- **1,000** titles available in German
- **14%** of all titles read by German users are foreign titles
- **12%** of all titles read by German users are back issues
- Users spend an average **21 min** per session and **7 hrs** per month
- Approximately **88%** of usage on tablets, **12%** on phones

Top 3 monthly titles by readership



Top 3 weekly titles by readership



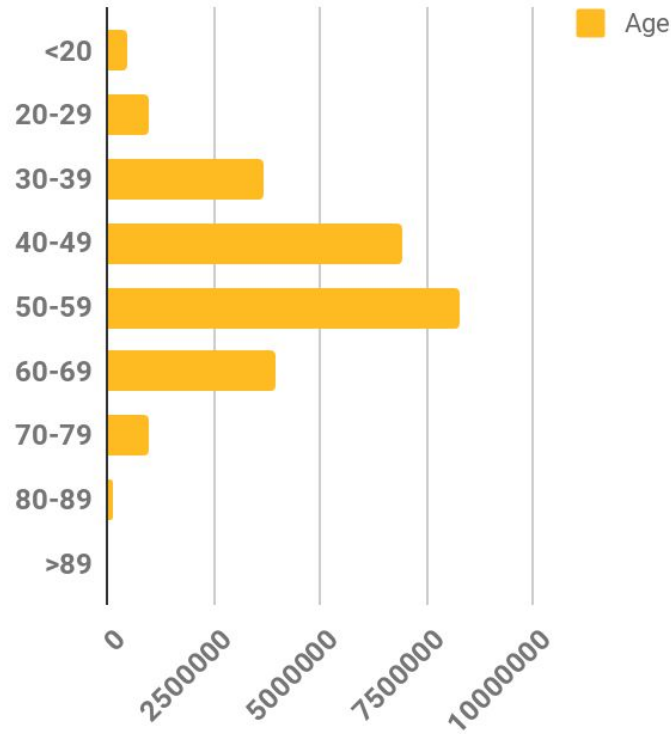
Most favoured





Country Snapshot: Germany

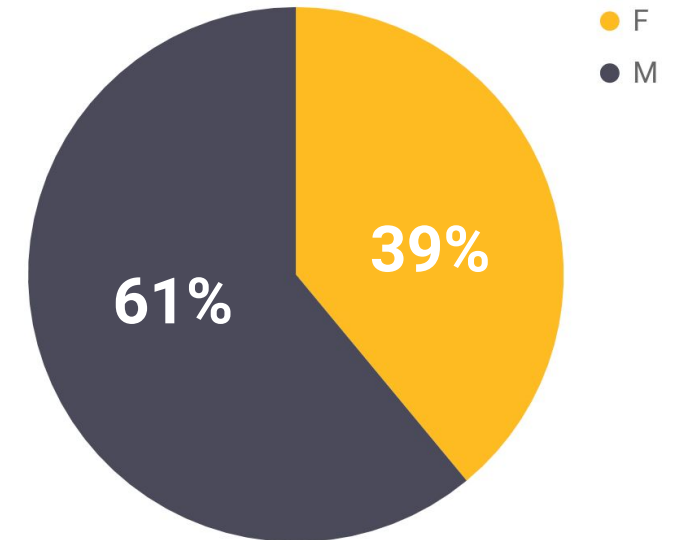
DE - Age, Magazines opened



Top Categories

1.	Celebrity & Entertainment	22%
2.	Automotive	13%
3.	Tech, Gadgets & Home Entertainment	11%

DE - Gender, Magazines opened



Top 10 countries, usage*

	Country	Previous year
1	Germany	(1)
2	Sweden	(2)
3	UK	(3)
4	Austria	(4)
5	United States	(5)
6	Netherlands	(new)
7	Switzerland	(9)
8	Finland	(6)
9	Ireland	(8)
10	Norway	(7)

*Usage: total volume of issues read by profiles.



Our comment:

The top five countries have cemented their position as leading Ready markets.

All markets have a steady growth, Austria, Switzerland and the Netherlands are countries that we launched during 2018 standing out in particular.

Top 7 countries, number of available titles

	Country	Available Titles	y/y change
1	UK	1660	65%
2	Germany	1009	26%
3	Sweden	802	43%
4	Norway	271	51%
5	Netherlands	167	15%
6	Austria	137	18%
7	Italy	102	(new)

Countries ranked by number of titles available. In total nearly 5,000 titles across all markets.

Top 10 categories worldwide

	Country	Share of total issues read
1	Celebrity & Entertainment	19%
2	Lifestyle	11 %
3	Automotive	10 %
4	Tech, Gadgets & Home Entertainment	8 %
5	Food & Drink	5%
6	Health & Fitness	5%
7	Home & Garden	5 %
8	Decor	5%
9	Travel & Regional	3 %
10	Fashion & Beauty	2%

Average user session length (min) per country

	Country	Average time (min)
1	Austria	22.3
2	Ireland	21.9
3	UK	21.5
4	Switzerland	21.2
5	Italy	21.1
6	Sweden	21.0
7	Germany	20.9



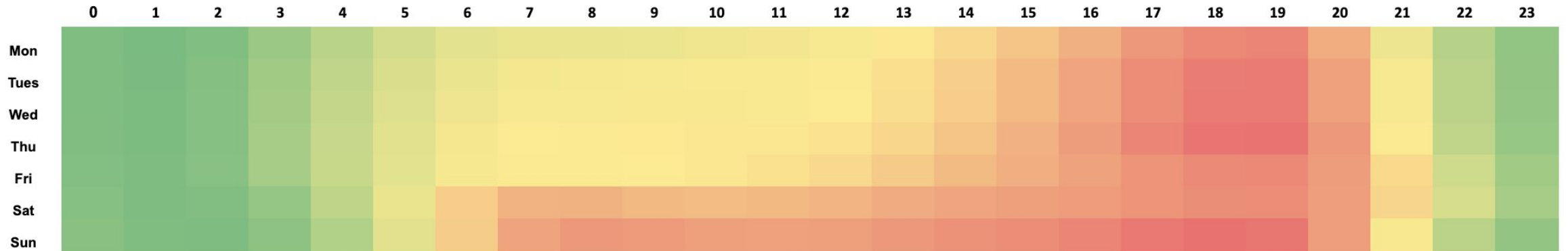
Our comment:

Users read in chunks of 21 minutes

- The average user session is consistent between markets.
- It hasn't changed significantly since the last Readyly report.
- In Austria user sessions are the longest.

Average user session length (minutes)

Favourite reading times



Usage by time of day, time adjusted for time zones.



Our comment:

Ready users read all day but the bulk of time spent is in the evenings (except for weekends when time is more evenly spread throughout the day).

Most popular weekly titles

Titles ranked by number of read issues

Sweden	
1	Hänt Extra
2	Hänt i Veckan
3	Svensk Damtidning
4	Leva & Bo
5	Expressen Söndag
6	Aftonbladet Söndag
7	Extra
8	Klick!
9	Allas
10	Allers

UK	
1	HELLO!
2	Closer UK
3	OK!
4	Bella
5	Autocar
6	Heat
7	Woman
8	Auto Express
9	Best - UK
10	Grazia

Germany	
1	AUTO BILD
2	Intouch - DE
3	COMPUTER BILD
4	Closer - DE
5	auto motor und sport
6	Die Aktuelle
7	IN
8	OK!
9	SPORT BILD
10	BILD der FRAU

Netherlands	
1	Weekend
2	Party
3	Vriendin
4	TrosKompas
5	Mijn Geheim
6	Grazia
7	Glossy

Italy	
1	Chi
2	Gente
3	Grazia
4	Elle Weekly
5	Donna Moderna
6	Tu Style
7	Starbene
8	TV Sorrisi & Canzoni
9	Visto
10	Vanity Fair Italia

Most popular monthly titles

Titles ranked by number of read issues

Sweden	
1	Amelia
2	Råd & Rön
3	Allt om mat
4	Hus & Hem
5	M-Magasin
6	Femina
7	Tara
8	Damernas Värld
9	Vi Bilägare
10	Må Bra

UK	
1	T3
2	Stuff
3	Time Magazine Europe
4	Cosmopolitan
5	Good Housekeeping
6	Amateur Photography
7	Women's Health
8	What Car?
9	What Hi Fi?
10	Woman & Home

Germany	
1	Selbst ist der Mann
2	selbermachen
3	Mac Life - DE
4	Welt der Wunder
5	connect
6	CHIP
7	Men's Health
8	AUDIO VIDEO FOTO BILD
9	Kochen & Genießen
10	WOHNIDEE

Netherlands	
1	Quest
2	Quote
3	Auto Review
4	iCreate
5	National Geographic
6	JAN
7	c't
8	foodies
9	Santé
10	Plus Magazine

Italy	
1	Casa Facile
2	Marie Claire Mason
3	Elle Decor Italia
4	Sale & Pepe
5	Marie Claire Italia
6	Focus Italia
7	Giallo Zafferano
8	Icon Design
9	Cosmopolitan Italia
10	Cucina Moderna

Glossary of terms

Word/sentence	Definition
Account/profile	An Account is held by a single subscriber - One account can have up to 5 Profiles which means that the subscriber is sharing Readly with family members for instance. Together they are users.
Available titles	All titles available for users + including closed down titles, crosswords, puzzles and bookazines which are counted as separate titles not issues.
Back issue	All issues of a publication that are older than the most recent issue.
Foreign publication/title	A title from another country that is available in the country that the user has stated in the profile regardless of the language of title
International titles/magazines	A title written in English with a stated target group cross countries
Issue	New edition of a publication that appears on a regular schedule, typically annually, quarterly, monthly or weekly.
Magazine	A magazine is a title but not a bookazine or a puzzle title.
Most popular category	All titles on Readly are divided into different categories. A title can be in several categories.
Most read or most popular title/issue	<ul style="list-style-type: none"> • Could either be measured in total numbers of unique readers, or total amount of opened magazines which can mean the same reader opening the magazine several times without any regards of for how long they read it,, user sessions where the reader must keep reading the issue for X time to be counted, or unique readers in average per issue. • A Title or Issue that has been read the most times taking into account frequency of the given title and counted based on profiles.
Subscriber	One account = one subscriber (a small percentage are trialists)
Published titles or issues during year X	Titles/issues that at some point during the year have published even if its not available anymore.
Titles	All titles available for users + including closed down titles, crosswords, puzzles and bookazines which are counted as separate titles not issues.
Titles available in a country	A Norwegian publication can be available for Swedish readers in Sweden in Swedish. For some publications distribution is restricted to certain countries only.
User session	User session is a continuous reading event from the time profile opened an issue. A reader can browse through many different titles or issues for the same session as long as user is not idle for 30 mins or so in between browsing. Otherwise another session is formed.
Unique readers	The net number of readers, based on profiles, who read an issue, regardless of how many times they open the same issue.

Thank you!

Want to know more about Readly, or have a question?
Send an e-mail to info@readly.com