

MailOnline Summary

MailOnline

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Tycoon fights for company as he, his son and former CEO face MPs



News Corps executives Rupert and James Murdoch and former News International chief executive Rebekah Brooks are due to go before the Culture, Media and Sport select committee this afternoon. Follow the proceedings here with our live minute-by-minute coverage

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'Someone's coming to get me': Terrified phone-hacking whistleblower feared for his life before he was found dead

Brooks and mystery of dumped bag: Laptop, phone and papers 'belonging to husband' found in bin near couple's

Murdoch takes \$1billion hit as share prices plunge amid bid to oust son and heir James

- Largest newspaper site in the world*. First overtook NY Times in Dec 2011
- 33.1m UK unique browsers/month**. 24th consecutive month as no 1.
- 98.7m global unique browsers/month**
- Digital profile is younger and more upmarket than the print profile
- MailOnline users spend on average 38 minutes on site – twice as long as any competitor newspaper site*

MailOnline Summary



| | Unique Browsers (M) | |
|--------|---------------------|-------|
| | Monthly | Daily |
| UK | 33.1 | 2.3 |
| Global | 98.7 | 5.6 |

| | Unique Browsers (000s) | | Total (000s) Downloads |
|--------|------------------------|-------|------------------------|
| | Monthly | Daily | |
| UK | 409 | 169 | 773 |
| Global | 409 | 169 | 773 |

| | Unique Browsers (000s) | | Total (000s) Downloads |
|--------|------------------------|-------|------------------------|
| | Monthly | Daily | |
| UK | 97 | 21 | 265 |
| Global | 97 | 21 | 265 |

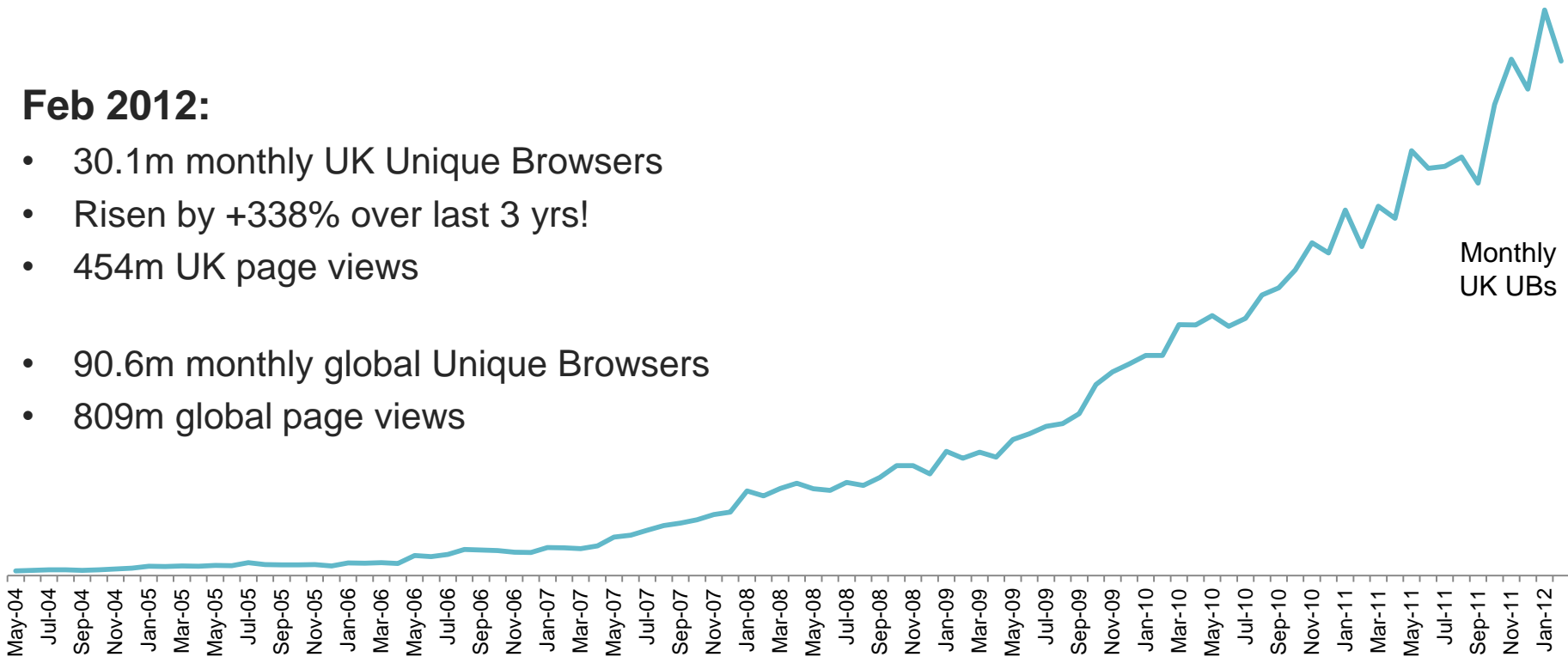
MailOnline is the largest newspaper site in the world!

| | <u>Monthly UV 000s</u> |
|---|------------------------|
| Mail Online | 51,699 |
| The New York Times <small>ON THE WEB</small> | 48,040 |
|  | 39,916 |
| guardian.co.uk | 33,276 |
| The Washington Post | 24,982 |
| THE WALL STREET JOURNAL. | 23,386 |
| Los Angeles Times | 20,668 |
| Telegraph.co.uk * | 15,458 |
| THE TIMES OF INDIA | 14,477 |
| <small>NYDailyNews.com</small> DAILY NEWS | 13,081 |

Meteoric Rise of MailOnline: UK Monthly Reach Launch → Present

Feb 2012:

- 30.1m monthly UK Unique Browsers
- Risen by +338% over last 3 yrs!
- 454m UK page views
- 90.6m monthly global Unique Browsers
- 809m global page views



Meteoric Rise of MailOnline: UK Daily Reach Launch → Present

Feb 2012:

- 2.2m daily UK Unique Browsers
- +343% over last 3 years!
- 5.5m daily global Unique Browsers

