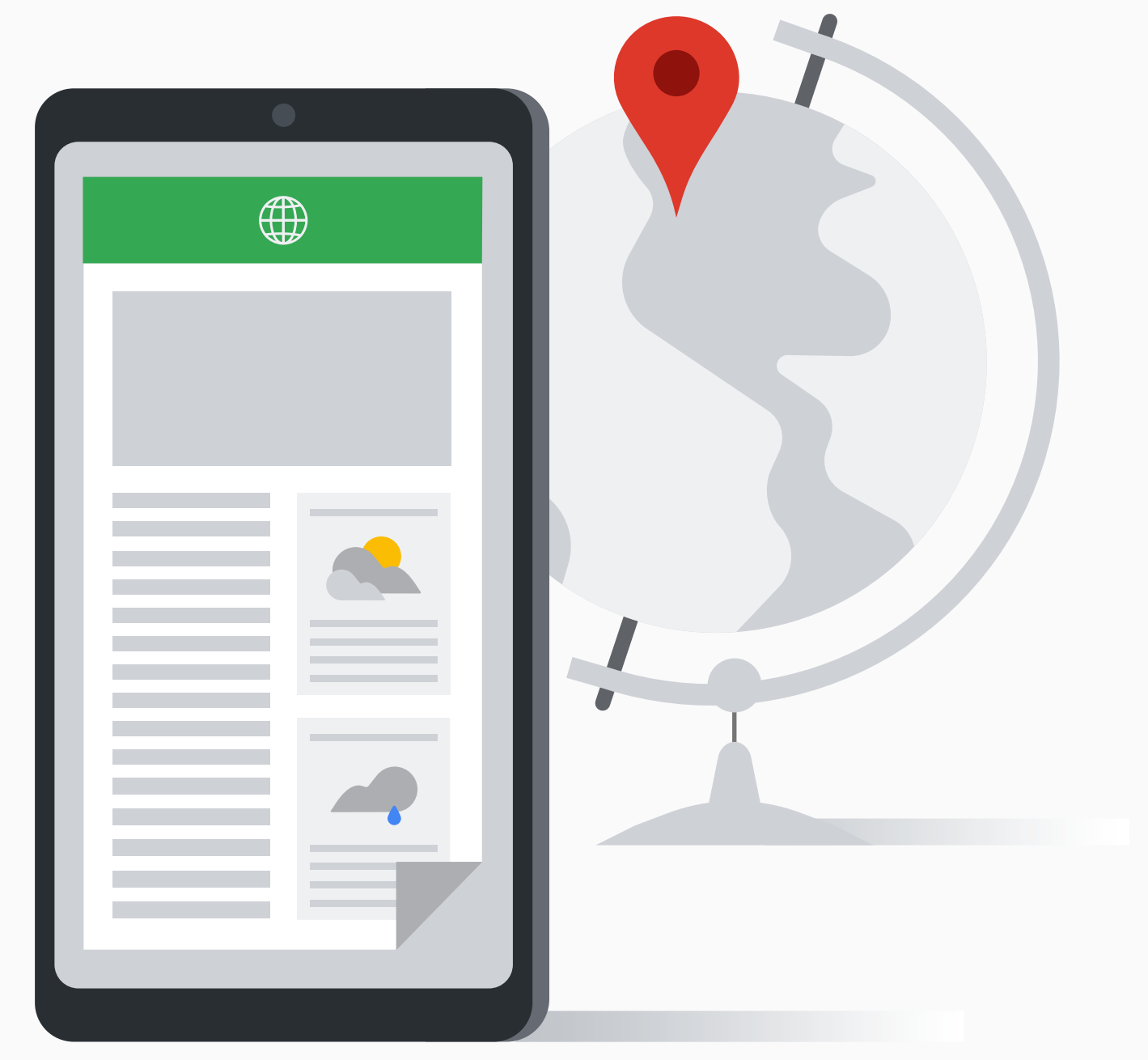


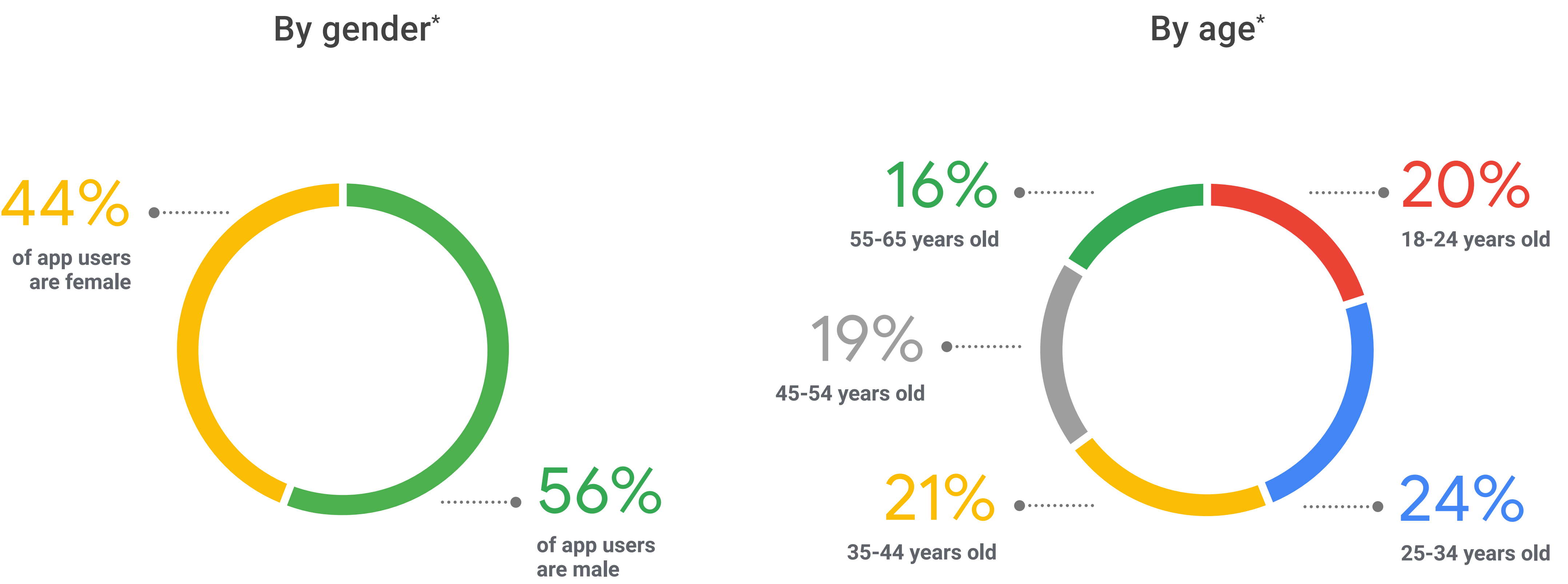
# Your audience is tuned in with news apps

New research<sup>1</sup> reveals that brands can reach an engaged audience throughout the day with news apps. Read on to discover who is using news apps and how to best get their attention.



<sup>1</sup> "Something for everyone," Ipsos MORI mobile app research report commissioned by Google, U.S., July 2017

## Men and women of all ages use news apps

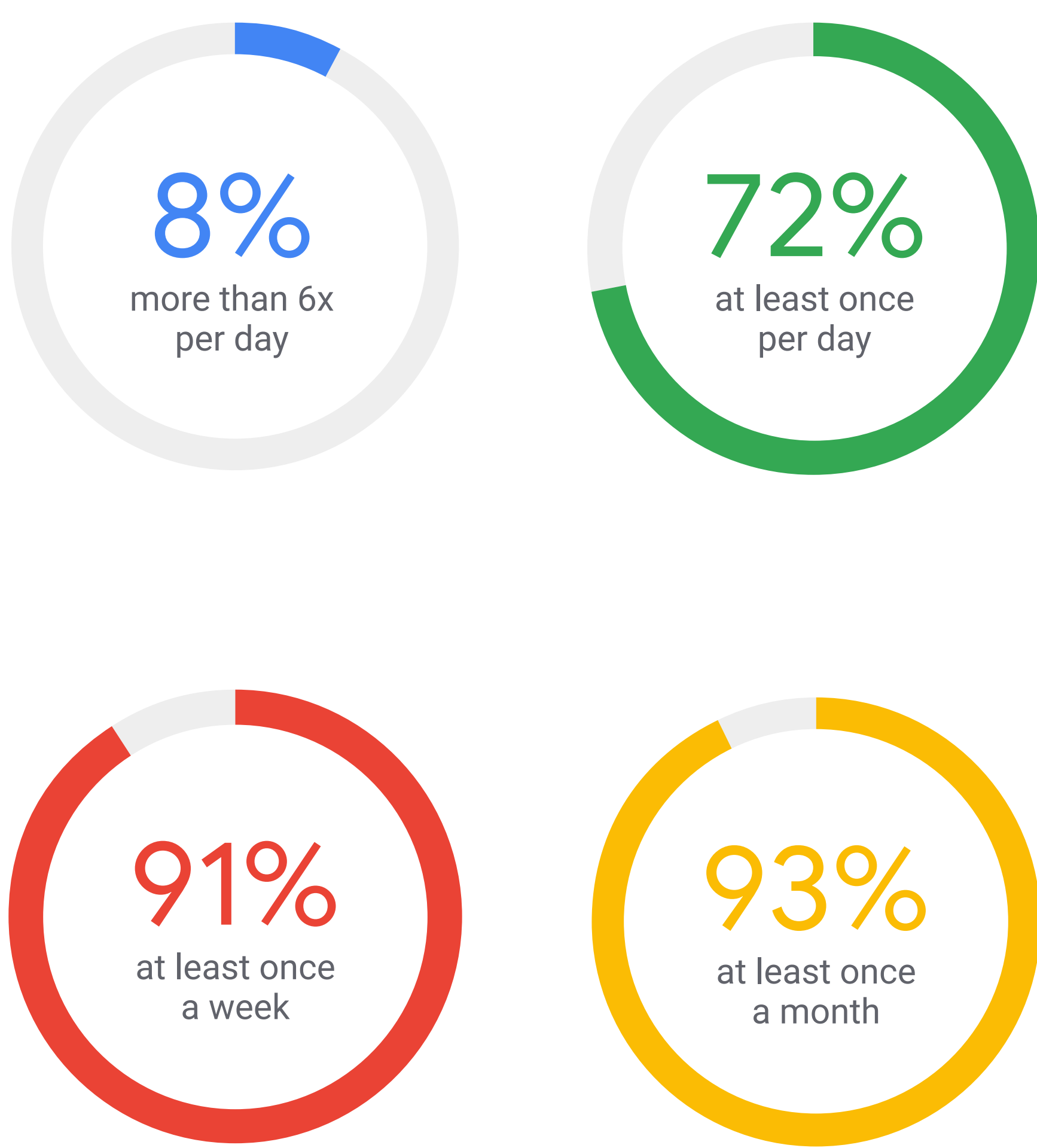


\*Based on overall smartphone users who use news apps

## News app users are often the main shoppers and main earners in their households



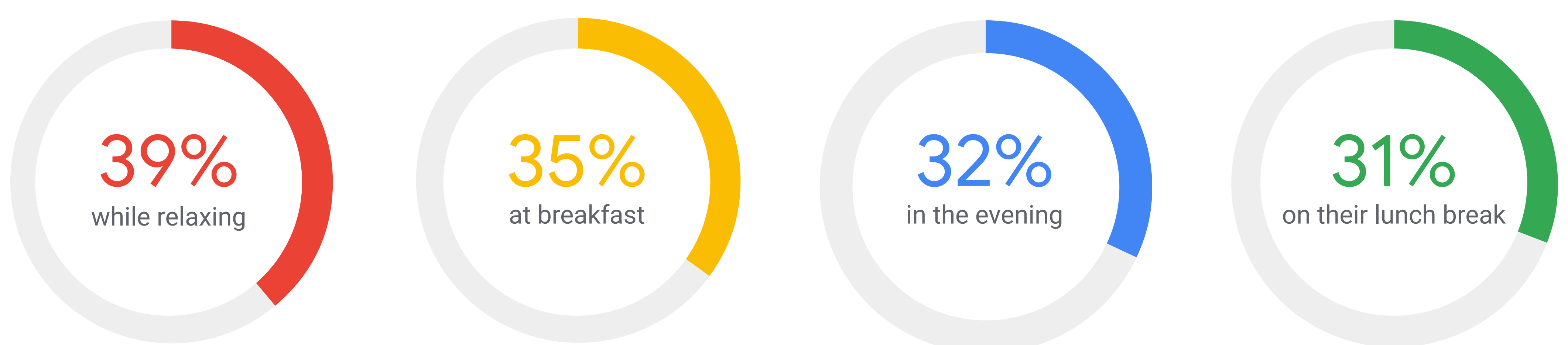
## News app users check in frequently to stay up to date on current events



**Average use for news apps**

- 31 minutes a day
- more than 2x per day
- 10 minutes per session

## News app users stay informed throughout the day



**Learn how to captivate audiences on news apps**

Read the full [Display & Video 360 Guide to Advertising in Apps](#) to learn how to reach and engage your audience with news apps.