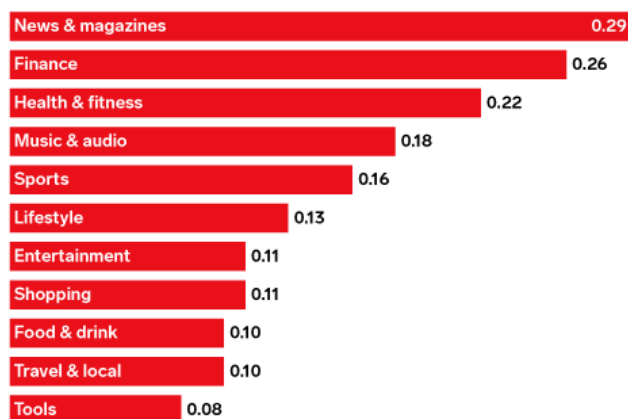


News and magazine apps lead in audience engagement

Article



Industry KPIs: North America Engagement Score, by Industry, Q3 2024



Note: this ratio of daily active users (DAU) to monthly active users (MAU) measures how many monthly active users return daily
Source: Airship, Sep 30, 2024

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Key stat: News and magazine [apps](#) have the highest engagement score in North America, with 29% of monthly active users coming back daily, according to a September 2024 Airship survey.

Beyond the chart:

- 83% of respondents in 2024 agree that [advertising](#) dollars should support quality journalism, up from 65% in 2022, according to an August 2024 Advertisers Perceptions survey.
- 92% of US publishers foresee [advertising revenue](#) to be their most prominent revenue model in their company over the next five years, according to a March 2024 survey by WBR Insights and BlueConic.

Use this chart: Marketers and retailers can use this chart to understand that spending media dollars with publishers can help them reach loyal and consistent audiences.

Related EMARKETER reports:

[Generative AI for Media Sellers](#) (EMARKETER subscription required)

[The Rise of Political and News Creators](#) (EMARKETER subscription required)

Methodology: Airship's data is derived by analyzing customer data in aggregate of apps with at least 100,000 monthly active users and app category + region cohorts with more than 5,000,000 monthly active users. That group includes approximately 1.1B devices across 11

categories. The data includes information collected monthly. Benchmarks are based on an average by quarter for each category + region cohort. Sample size among categories & regions may vary. All data collection and analysis procedures strictly adhered to privacy regulations and ethical standards, with personal information anonymized and findings aggregated to maintain confidentiality and integrity.