



FUTURE OF NEWS

26TH September, 2024

**HOSTED
BY**

 **STAGWELL**



THE OPPORTUNITY

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NEWS IS THE FOUNDATION OF A THRIVING DEMOCRACY AND A CRITICAL MARKETING VEHICLE

- 1. Press is essential** to democracy
- 2. News is an under-tapped vehicle** to drive value
- 3. Partnership is needed** to enable a thriving future

BRANDS, **STOP** FEEDING THE VICIOUS CYCLE

QUALITY NEWS

tackles
hard-hitting
issues

Brands
don't advertise
on news

News
revenue
declines

Newsrooms lose
resources, and
some even go out
of business

Quality journalism
SUFFERS THE
MOST

Mis, mal and
dis-information
proliferate

Journalism
becomes more
clickbait-y

START FEEDING THE VIRTUOUS CYCLE

QUALITY NEWS

tackles the
hard-hitting
issues

Advertisers
support the
news

Brands benefit
from reaching
a valuable new
audience

News gets
monetized
more

Newsrooms have
greater resources
to improve and
cover tough stories

Newsrooms have
more freedom
from chasing the
next click

Quality journalism
and top-tier
brands **BOTH**
THRIVE

We tested 6 brand ads next to 8 different news stories to see how the news stories impacted perceptions of the brand being advertised

- Purchase Intent
- Favorability
- Cares about its customers
- Is a trustworthy company
- Offers good value to its customers
- Is a company I would want to work at
- Has the right values
- Has quality products / services

Ads perform as well regardless of whether they're placed next to a perceived 'Not Brand Safe' or perceived 'Brand Safe' news story

*Average results across all adverts/news stories	Perceived 'Not Brand Safe' News Stories Middle East, Crime, Farage, Starmer, Inflation	Perceived 'Brand Safe' News Stories Business, Sports, Entertainment
 Purchase intent (Likely/very likely to buy from)	54%	55%
 Favourability (Favourable/very favourable)	68%	70%
 Brand image (Statements fit well/very well)	67%	69%

These results suggest:



Brands can safely advertise next to quality news content



The stories near their ads won't have a negative impact



Ads placed next to stories covering politics or crime perform equally as ads placed next to sports stories



This is true across demographic groups

So why isn't news viewed as positively as sports and entertainment – the darlings of brand advertising?



Especially when brands don't have to give up safety to take advantage of this opportunity.



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