

# ***FUTURE OF NEWS***

**U.K. SUMMIT**

HOSTED BY  **STAGWELL**

# TODAY: GLOBAL BUSINESS EXECUTIVES

As part of the *Future of News Initiative*, **Stagwell and HarrisX** conducted a global study with **CEOs and Board Directors** on their outlook for 2025 how they perceive journalism and the news media, advertising, corporate reputation and AI.

This study was conducted with 513 **CEOs and Board Directors across the United Kingdom, Germany, France, Saudi Arabia, United Arab Emirates, Bahrain, Qatar and Oman**. The executives interviewed for the study lead publicly traded, privately-owned companies and public sector organizations across industries.

The online interviews were conducted by research consultancy HarrisX **from December 30, 2024 to January 14, 2025**.

Sample size and margin of error	
<b>513</b> CEOs AND BOARD DIRECTORS	<b>+/- 4.3%</b> SAMPLING MARGIN OF ERROR
<b>133</b> Large Size Companies	<b>+/- 8.5%</b> SAMPLING MARGIN OF ERROR
<b>216</b> Medium Size Companies	<b>+/- 6.6%</b> SAMPLING MARGIN OF ERROR
<b>164</b> Small Size Companies	<b>+/- 7.6%</b> SAMPLING MARGIN OF ERROR



## EMEA EXECUTIVES VIEW THE MEDIA AS VITAL

89%

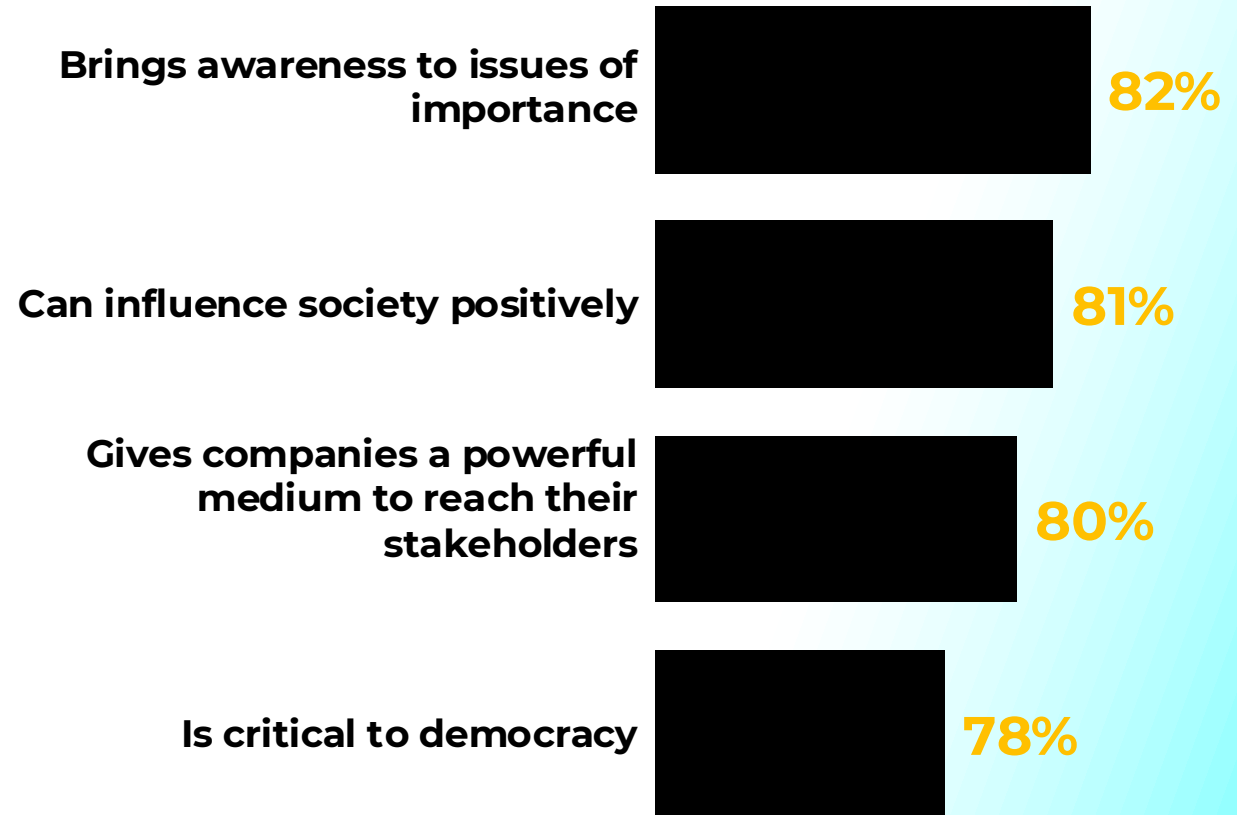
Follow the news closely

Read an average # of

5

news articles per day

% Agree that News Media...



Base: Total (n=513)  
QNEWS9. How closely do you personally follow the news?  
QNEWS13. Approximately how many news articles, if any, do you read per day?  
QNEW20. How much do you agree or disagree with the following statements about the news media?

## **BUT ALSO POINT TO CLEAR ISSUES UNDERMINING THEIR TRUST IN NEWS**

### — Top Issues Impacting Trust in News Media

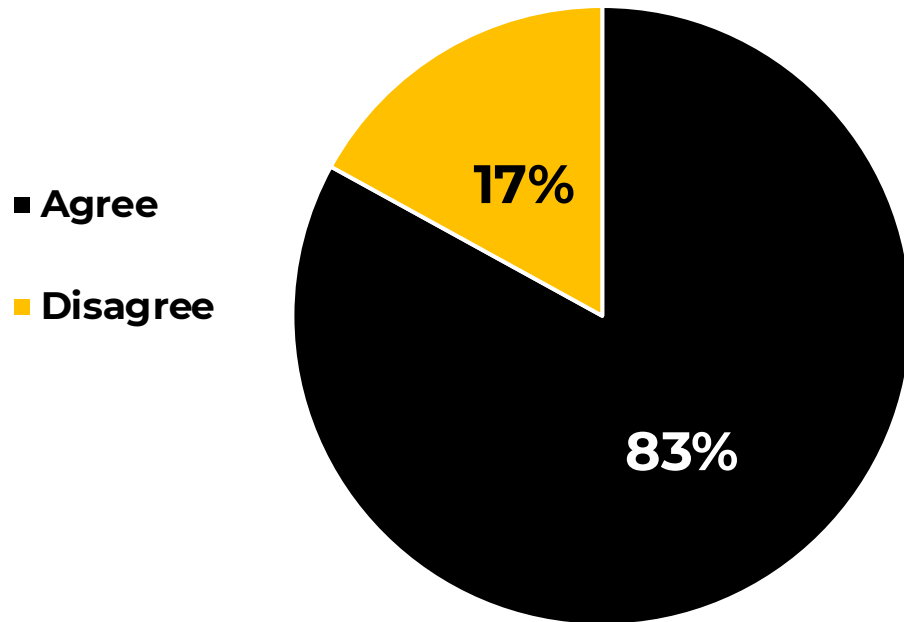


Base: Total (n=513)  
QNEWS18. Which of the following, if any, are the main issues that impact your trust in the news media today?

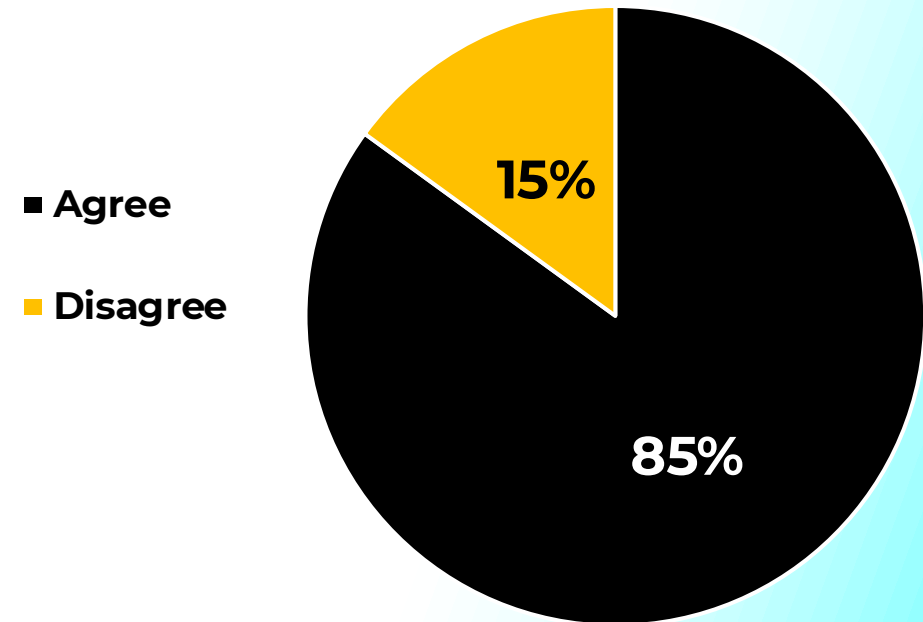
## EXECUTIVES ARE FIRM PROPONENTS OF ADVERTISING ON NEWS MEDIA

— Agree/Disagree that...

Companies should advertise on news media



Advertising on news media is a good investment



Base: Total (n=513)  
QNEWS3. In general, do you agree or disagree that companies should advertise on news media?  
QNEWS4. In general, do you agree or disagree that advertising on news media is a good investment for companies?

# MOST SAY ADVERTISING ON NEWS HELPS REACH AND INFLUENCE STAKEHOLDERS

— % Advertising on News Media Can Have a Positive Reputational Impact With...



Base: Total (n=513)

QREP4-7. How much of a positive impact, if any, do you think paid advertising on news media can have on a company's corporate reputation with... [political/government leaders] [regulators] [financial investors] [general public]?

# EXECUTIVES WANT THEIR COMPANIES TO ADVERTISE MORE ON NEWS MEDIA

**74%**

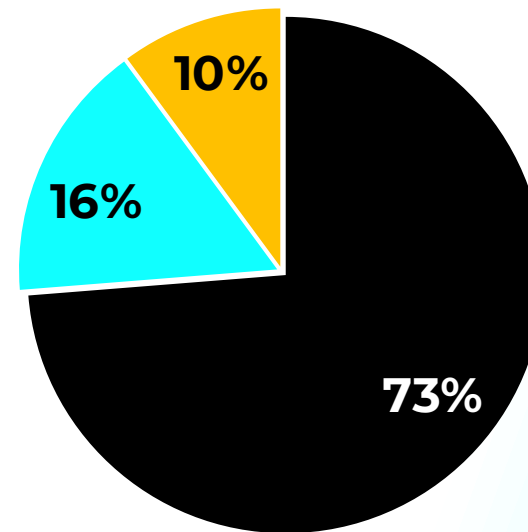
Say their company advertises on news media

**Highest: GCC 81%**

**Lowest: EU 72%**

% Say Their Company Should Advertise on News Media...

■ More ■ About the same ■ Less



Base: Total (n=513)  
QNEWS1. Does your company advertise on news media?  
Base: Those that advertise in news media (n=380)  
QNEWS2. Do you think your company should advertise on news media more, less, or about the same?

## **BUSINESS LEADERS VIEW BRAND SAFETY AS AN INDUSTRY STANDARD**

**83%**

**Say their organizations  
use brand safety protocols**

**91%**

**Think brand safety protocols  
should be used**

Base: Total (n=513)

QNEWS6. Based on what you know, does your organization apply brand safety protocols in your marketing, communications, and advertising functions?

QNEWS7. Do you think brand safety protocols that ensure company advertisements do not appear in news advertising should...

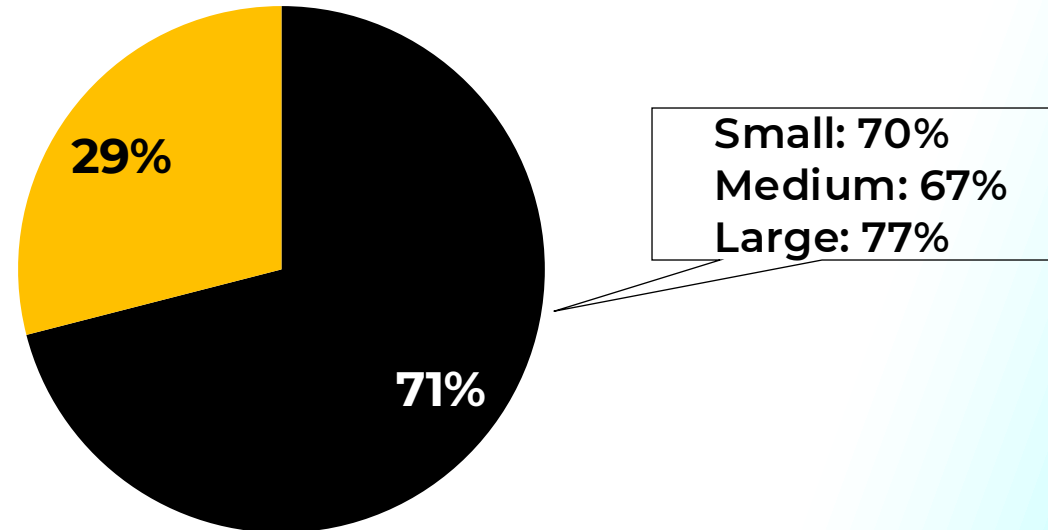


# THEY SAY BRAND SAFETY IS USED TOO BROADLY, HURTING MEDIA AND ADVERTISERS

## Perceptions of Brand Safety: Overapplied or Underapplied?

■ Overapplied to the point of hurting media outlets and advertisers

■ Underapplied to the point of harming brand reputations



Base: Total (n=513)

QNEWS8: Has brand safety been overapplied to the point of hurting media outlets and advertisers, or is it underapplied to the point of harming brands' reputations?



# ***EMEA MARKET FINDINGS***

## EXECUTIVES IN EMEA CONSIDER THE MEDIA TO BE VITAL AND ECHO CONCERNS OF GLOBAL LEADERS ON FACTORS THAT ERODE TRUST

Views on the media (% Agree that News Media...)	Global	EMEA	UK	Germany	France	GCC
Brings awareness to issues of importance	83%	82%	79%	84%	82%	84%
Can influence society positively	81%	81%	79%	75%	81%	91% ▲
Gives companies a powerful medium to reach their stakeholders	82%	80%	79%	75%	83%	84%
Is critical to democracy	79%	78%	73%	77%	78%	82%
Issues impacting trust in the media (% that selected option)						
Misinformation and "fake news"	45%	40%	42%	40%	33% ▼	45%
Political pressure on news organizations	39%	34%	34%	34%	29% ▼	39%
Poor separation between news and opinion content	38%	34%	30%	48% ▲	32%	26% ▼
Overemphasis on negative or "clickbait" stories	38%	33%	38%	35%	31%	30%

Base: Global (n=1028), EMEA (n=513), UK (n=128), Germany (n=128), France (n=129), GCC (n=128)  
 QNEW20. How much do you agree or disagree with the following statements about the news media?  
 QNEWS18. Which of the following, if any, are the main issues that impact your trust in the news media today?

▲ ▼ Market figure significantly higher/lower than Global



## EXECS IN EMEA WANT THEIR COMPANIES TO ADVERTISE MORE ON NEWS MEDIA

Views on advertising in the media (% Agree that...)	Global	EMEA	UK	Germany	France	GCC
Companies should advertise on news media	86%	83%	83%	76% ▼	79%	94%
Advertising on news media is a good investment	87%	85%	82%	82%	82%	92%
Reputational impact of news media (% Advertising on News Media Can Have a Positive Reputational Impact With...)						
General public	88%	86%	84%	82%	87%	91%
Financial investors	87%	86%	82%	85%	86%	92%
Political/government leaders	87%	85%	84%	82%	84%	91%
Regulators	84%	85%	82%	84%	86%	89%

Base: Global (n=1028), EMEA (n=513), UK (n=128), Germany (n=128), France (n=129), GCC (n=128)

QNEWS3. In general, do you agree or disagree that companies should advertise on news media?

QNEWS4. In general, do you agree or disagree that advertising on news media is a good investment for companies?

QREP4-7. How much of a positive impact, if any, do you think paid advertising on news media can have on a company's corporate reputation with... [political/government leaders] [regulators] [financial investors] [general public]?

▼ Market figure significantly higher/lower than Global



## BRAND SAFETY IS AN INDUSTRY STANDARD FOR EMEA EXECs BUT ITS APPLICATION IS TOO BROADLY CURRENTLY

Use of brand safety protocols (% that selected option)	Global	EMEA	UK	Germany	France	GCC
Say their organizations use brand safety protocols	84%	83%	82%	71% ▼	88%	91%
Brand safety protocols should not be used at all	9%	9%	10%	14%	7%	6%
Brand safety protocols should be used only on outlets that publish polarizing/provocative news/misinformation	32%	33%	35%	34%	34%	27%
Brand safety protocols should be used across all types/sources of news media	43%	41%	40%	26% ▼	47%	51%
Brand safety protocols are overapplied to the point of hurting media outlets and advertisers	69%	71%	69%	70%	72%	73%
Brand safety protocols are underapplied to the point of harming brand reputations	31%	29%	31%	30%	28%	27%

Base: Global (n=1028), EMEA (n=513), UK (n=128), Germany (n=128), France (n=129), GCC (n=128)

QNEWS6. Based on what you know, does your organization apply brand safety protocols in your marketing, communications, and advertising functions?

QNEWS7. Do you think brand safety protocols that ensure company advertisements do not appear in news advertising should...

QNEWS8. Has brand safety been overapplied to the point of hurting media outlets and advertisers, or is it underapplied to the point of harming brands' reputations?

▲ ▼ Market figure significantly higher/lower than Global





***THANK YOU***

Questions? Reach out to  
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