

# FUTURE OF NEWS



# FUTURE OF NEWS

May 15, 2024

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BY



# THANK YOU TO OUR PARTNERS

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**axel springer**

**AXIOS**

**BUSINESS  
INSIDER**

**Newsweek**

**The New York Times**

**POLITICO**

**WSJ**

**The Washington Post**



**ad fontes media**

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# THE OPPORTUNITY

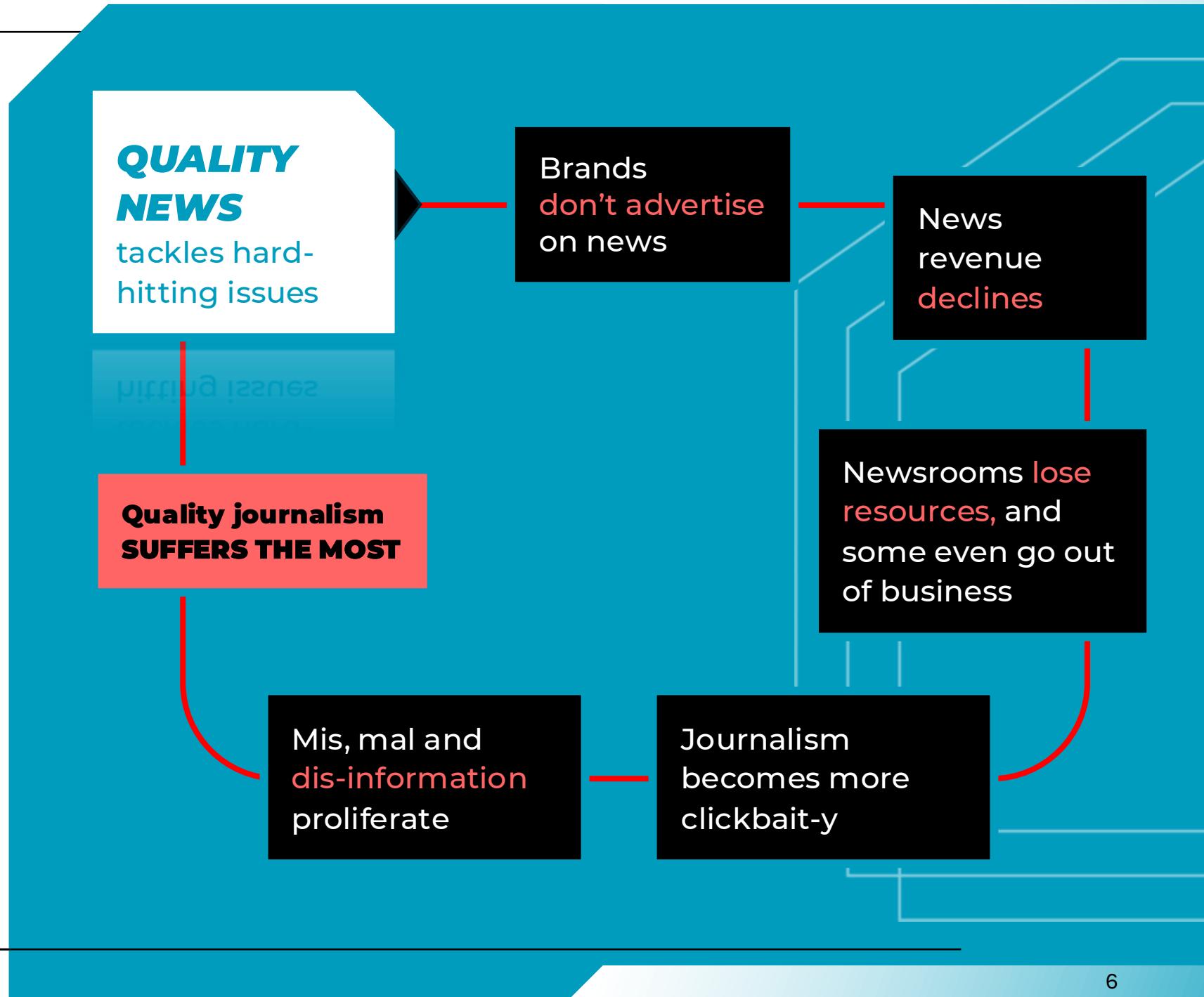


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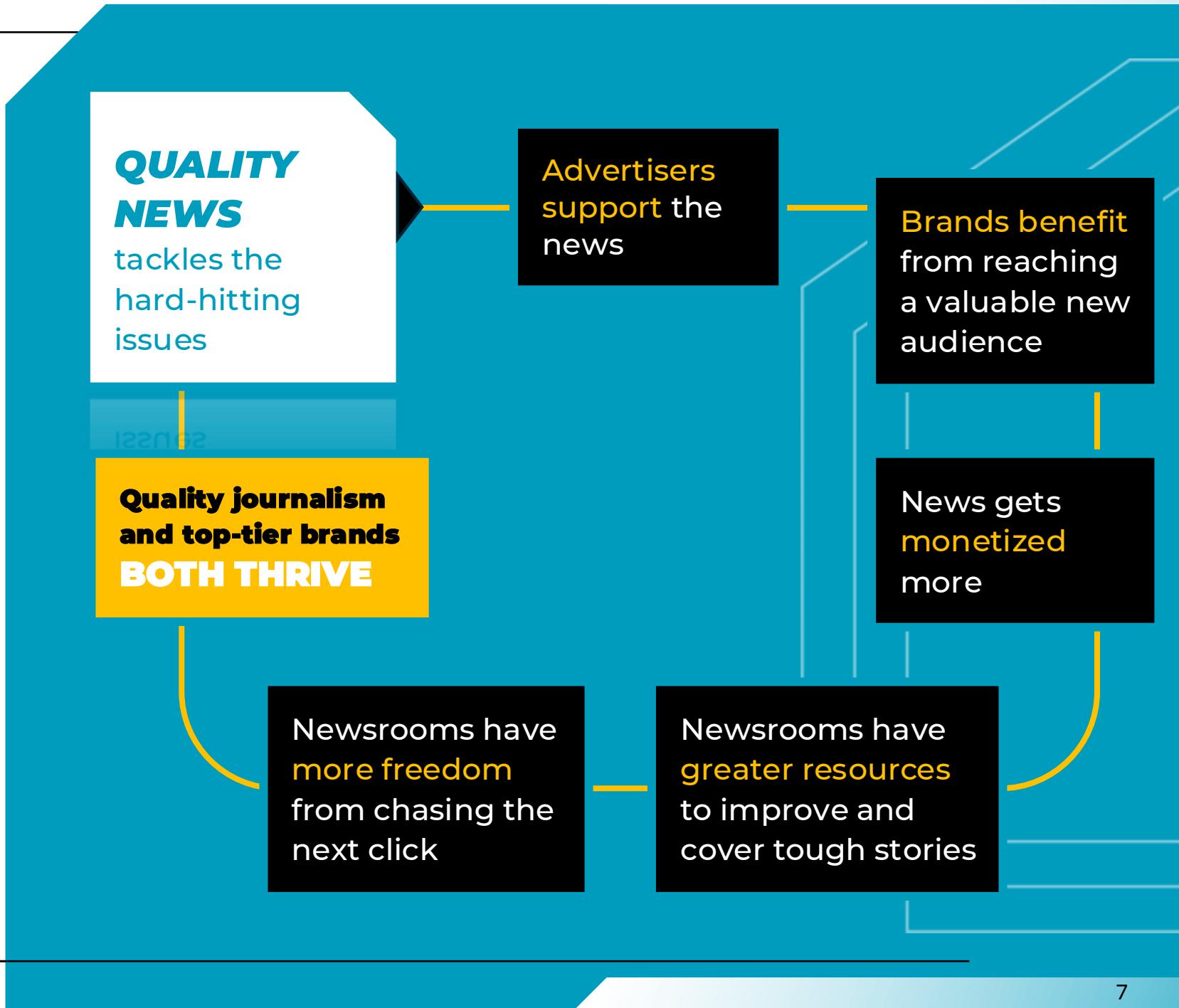
# **NEWS IS THE FOUNDATION OF A THRIVING DEMOCRACY AND A CRITICAL MARKETING VEHICLE**

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

# **BRANDS, STOP FEEDING THE VICIOUS CYCLE**



# **START FEEDING THE VIRTUOUS CYCLE**



# BRAND SAFETY IS CONTRIBUTING TO THE VICIOUS CYCLE



## Brand Safety Controls Are Demonetizing Publishers' Israel-Hamas Coverage

Some publishers lose between 30% to 50% of their advertising revenue to brand safety filters



**Media agencies struggling to keep brands advertising around bleak Ukraine news cycle**

THE WALL STREET JOURNAL.

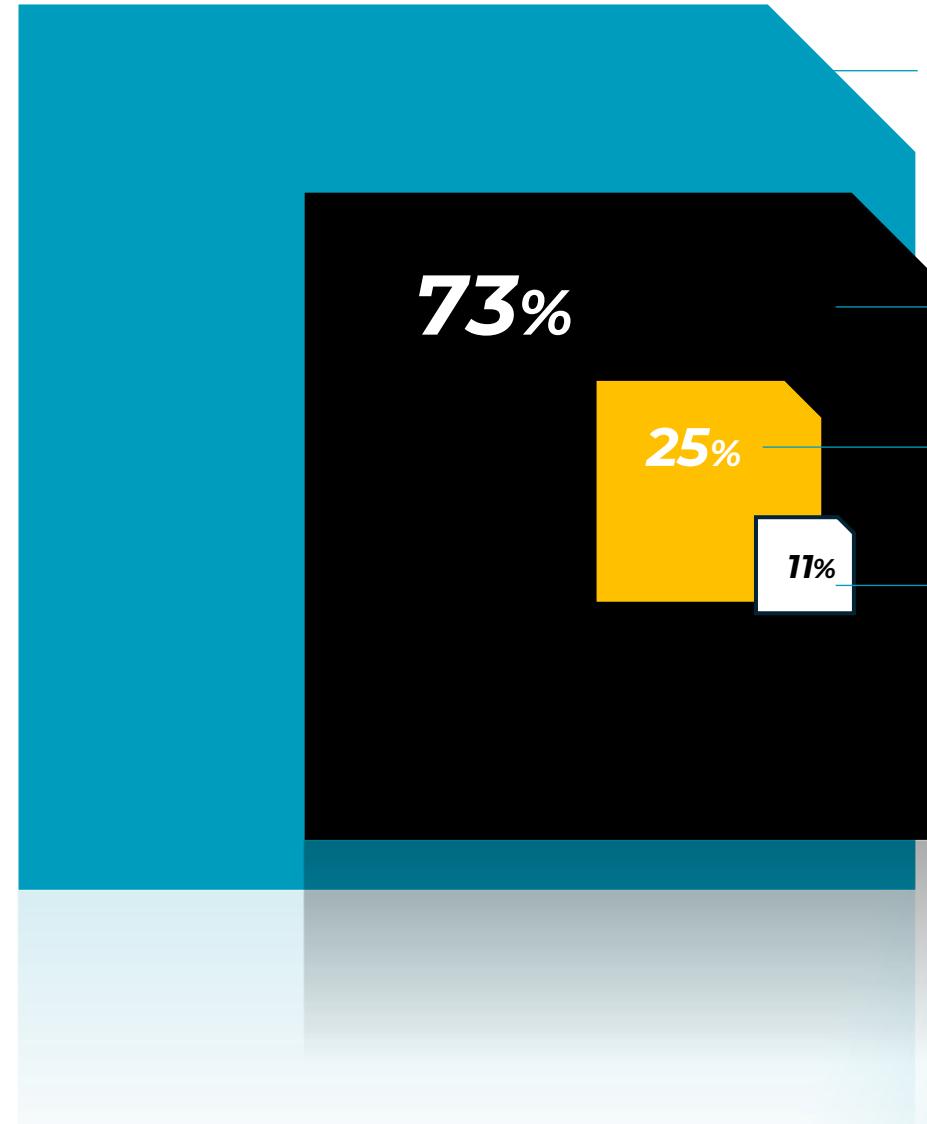
**'Shooting,' 'Bomb,' 'Trump': Advertisers Blacklist News Stories Online**

Companies are increasingly insisting their ads do not appear near articles or videos that contain any of a long list of words

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**25%**

**OF  
AMERICANS  
ARE NEWS  
JUNKIES**



**OF THE AMERICAN  
POPULATION...**

**ARE NEWS READERS**  
(FOLLOW NEWS CLOSELY)

**ARE NEWS JUNKIES**  
(FOLLOW NEWS VERY CLOSELY)

**ARE EXCLUSIVE  
NEWS JUNKIES**  
(ONLY FOLLOW NEWS,  
NOT SPORTS OR  
ENTERTAINMENT,  
VERY CLOSELY)

**THERE  
ARE MORE**

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**NEWS  
JUNKIES  
THAN  
ANYTHING  
ELSE**

**AMERICANS WHO CLOSELY FOLLOW...**

**25%**



**News**

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**23%**



**Sports**

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**17%**



**Entertainment**

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# NEWS JUNKIES

## ARE VALUABLE AUDIENCES

25%

**NEWS JUNKIES**  
(FOLLOW NEWS VERY CLOSELY)

Check the news  
an average of  
**5.6** TIMES PER DAY

Read  
an average of  
**7** news articles  
PER DAY

### ARE PRIMARILY

**64%** GEN X+

**51%** COLLEGE GRADS+

**46%** FULL TIME EMPLOYED

**37%** \$100K+ EARNERS

MORE THAN  
THE GEN. POPULATION

**58%**

**38%**

**40%**

**28%**

# MICROTREND

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## LONG ATTENTION SPANNERS

**CONVENTIONAL WISDOM**  
says **America's attention span is shrinking**,  
but more people than ever are...



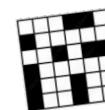
### WATCHING 3-HOUR MOVIES

2023 Best Picture nominees  
were longest ever on average



### FINISHING TRIATHLONS

3.1 million Americans competed in 2023



### TAKING UP CROSSWORD

Nearly 20% of Americans do a daily crossword



### LISTENING TO PODCASTS

16% of podcast listeners listen  
for 8 or more hours a week

# NEWS ADVERTISING STUDY



# THE STUDY AND ITS OBJECTIVE

- › A first-of-its-kind randomized experiment with nearly **50,000 American adults to determine if ad adjacency matters.**
- › **We tested 10 different brand ads placed adjacent to 8 types of news content**, using real ads and real stories.
- › **This definitive study provides decision-grade quantitative insights** for advertisers to better understand where and how brands should be advertising across the news industry.
- › The brands were selected from a **span of sectors among 100 best-known companies in the US** and are on a broad spectrum of corporate reputation strength.
- › **The ads were tested solely for research purposes** and the brands whose brands were tested had no input on the study.
- › **The news topics focused on top-of-mind topics** for the American public.
- › The news stories were selected from our publishing partners but were done without their input. To focus solely on ad adjacency, the story publisher brands were removed from the digital environment in which it was tested.

**49,990**

U.S. ADULTS IN TOTAL

**+/- 0.44%**

SAMPLING  
MARGIN OF ERROR

**≈ 5,500**

U.S. ADULTS PER  
NEWS TOPIC

**+/- 1.32%**

SAMPLING  
MARGIN OF ERROR

**≈ 550**

U.S. ADULTS PER CELL  
(AD X CONTENT TYPE)

**+/- 4.38%**

SAMPLING  
MARGIN OF ERROR

# REPUTATIONAL BRAND METRICS ASSESSED

<b>1 Purchase Intent</b>	How <b>likely or unlikely</b> are you to make a purchase or use services from [INSERT BRAND]?
<b>2 Favorability</b>	How <b>favorable or unfavorable</b> are you towards [INSERT BRAND]?
<b>3 Cares about its customers</b>	
<b>4 Is a trustworthy company</b>	
<b>5 Offers good value to its customers</b>	
<b>6 Is a company I would want to work at</b>	
<b>7 Has the right values</b>	
<b>8 Has quality products / services</b>	



How well do you think each phrase or word describes [INSERT BRAND]?

**Average score was created across the 8 reputational metrics**

T2B scores on a 4-point scale were used for each metric

# WHAT THE RESULTS SHOW

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- › It is **safe** for brands **to advertise adjacent to quality news content**, regardless of topic.
- › Ads placed adjacent to stories covering politics or gun shootings **perform as effectively** as ads placed next to a positive business story, on par with **sports and entertainment**.
- › **No brand safety issues among key demographic groups for advertisers**, including Gen Z, moms, high earners and college-educated Americans.

# CONTENT TESTED: NEWS

## Middle East



### WORLD / MIDDLE EAST

#### Inside the Hamas Tunnels That Conceal Militant Leaders and Israeli Hostages

Photos and fittings in the underground system included kitchens and huge metal gates.

KHAN YOUNIS, Gaza Strip—Beneath the rubble of a bombed-out presidential neighborhood in Khan Younis lies a sprawling, subterranean complex built to shelter senior Hamas leaders and, for a time, used to hold Israeli hostages grabbed by the militant group, Israeli officers said.



An access shaft hidden in an unassuming, family home leads to a sophisticated network of tunnels with dining rooms, kitchens, fitted out with gas stoves and refrigerators, as well as sleeping quarters and bathrooms—one decorated with a mosaic of a tropical beachfront scene.

## Crime



### WORLD / CRIME

#### After Another Subway Shooting, New York Wrestles With Question of Safety

Even with the National Guard patrolling the system, some New Yorkers say they don't feel secure, particularly after the subway shooting in Brooklyn on Thursday. Others remain unfazed.

The subway crime that Jimmy Sumarnpaw had been fearing about in recent years — as well as his own experience — had already led him to make plans to leave New York City.



Then, on Friday, he saw a video online of the shooting on a train last week. "I'm scared," said Sumarnpaw, 46, after seeing the video. Sumarnpaw lives in Elmhurst, Queens, but plans to board an Amtrak train on Monday for Florida, where he has a new job and an apartment lined up. "I feel I should move out for a while and see if New York takes action and gets better," he said.

For Ellie Anderson, however, the shooting did not raise her level of concern. "I

## Trump



### INNOVATION

#### Trump throws cold water on border bill — again

"Only a fool, or a Radical Left Democrat, would vote for this horrendous Border Bill," Trump wrote on Truth Social.

Former President Donald Trump blasted the Senate's bipartisan border bill Monday morning, calling the legislation, which would tighten asylum standards and automatically shut down the southern border to illegal crossings if immigrants reached a certain daily threshold, a "great gift to the Democrats, and a Death Wish for the Republican Party."



"Only a fool, or a Radical Left Democrat, would vote for this horrendous Border Bill, which only gives Shadowless Authority after 2000 Encounters a day, when we already have the right to CLOSE THE BORDER NOW, which must be done," Trump posted on Truth Social. Some Trump surrogates have made similar arguments in recent weeks as details about the agreement began to emerge.

## Biden



### ECONOMY

#### Biden is still running on a promise to get student-loan forgiveness to 'as many borrowers as possible.' Here's where his debt relief efforts stand.

Biden backed his efforts to help student-loan borrowers during his State of the Union address.

- While he's implemented targeted relief to borrowers, many are still waiting for more measures.
- Here's where Biden's efforts to help borrowers stand — and what might come next.



"Only a fool, or a Radical Left Democrat, would vote for this horrendous Border Bill, which only gives Shadowless Authority after 2000 Encounters a day, when we already have the right to CLOSE THE BORDER NOW, which must be done," Trump posted on Truth Social. Some Trump surrogates have made similar arguments in recent weeks as details about the agreement began to emerge.

But some borrowers still wonder when that extra relief will hit their accounts.

When Biden was first running for office, he [announced](#) on canceling \$10,000

## Inflation



### ECONOMIC POLICY

#### Inflation has fallen. Why are groceries still so expensive?

Ongoing supply chain disruptions, droughts, avian flu, labor shortage and more continue to keep grocery prices high.

Americans are finally getting a break from inflation, with prices for gasoline, used cars and health insurance all falling over the past year, relieving families and buoying President Biden's 2024 reelection bid. But prices painfully remain high for one particularly frequent purchase: groceries.



Grocery prices have jumped by 4.5 percent over the past four years, outpacing overall inflation by 4.7 percent during the same period. And while prices of appliances, smartphones and a smattering of other goods have declined, groceries got slightly more expensive last year, with particularly sharp jumps for beef, sugar and juice, among other items.

## Business



### TECH / BUSINESS

#### Surging Nvidia Stock Keeps Drawing In More Believers

The chip company that is cashing in on the market's artificial-intelligence obsession seems to many investors like an unstopable force

Nvidia's \$100.4 billion in market value is minting profits for investors big and small. Many are betting the boom is just beginning. They are piling into trades that the chipmaker's shares, which have more than tripled over the past year, are headed still higher.



Some have turned to the options market to look for ways to turbocharge their bets on artificial intelligence after a blockbuster earnings report sent the stock up 17% over the past two days.

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# CONTENT TESTED: SPORTS & ENTERTAINMENT

## Sports



Inside the Chiefs-49ers chess match that set up Kansas City to win the Super Bowl

LAS VEGAS — Two blitzes late in Super Bowl LVIII helped the Kansas City Chiefs cement their dynasty.

Before quarterback Patrick Mahomes could deliver his heroics in overtime, before receiver Mecole Hardman made the most significant touchdown reception of his five-year career and before coach Andy Reid could hoist his third Lombardi Trophy in five years, the Chiefs offense needed its defense to make critical, game-saving stops on third down.



Leading up to kickoff of the Super Bowl, reports indicated that the Chiefs were locked in and treating this week like a business trip. Kansas City also passed the proverbial vibe test, coming off as a team ready to handle business and set the tone early on Sunday. Despite the build-up (and an alleged "unbelievable" speech from Travis Kelce), the offensive side of the

## Entertainment



Mar 11, 2024 - Business  
Oscars ratings hit 4-year high with "Barbenheimer" boost

More than 19.5 million people tuned in to watch the [Oscars](#) on Sunday — a four-year high, according to Nielsen.

**Why it matters:** Ratings for the Oscars — and [awards shows broadly](#) — have increased steadily from pandemic-era lows. But they are still down significantly from pre-streaming era highs.



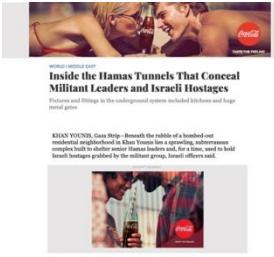
**Driving the news:** This year's show saw Christopher Nolan's biographical thriller "Oppenheimer" take home the award for best picture, bucking a recent trend of [indie films](#) without much consumer appeal winning the top prize.

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# TO PUT ANOTHER WAY: “NOT BRAND SAFE” VS. “BRAND SAFE”

## “NOT BRAND SAFE”

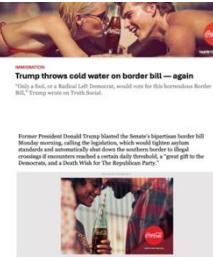
### Middle East



### Crime



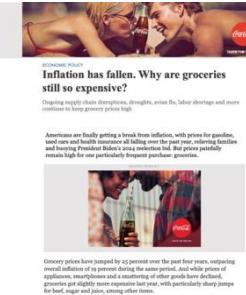
### Trump



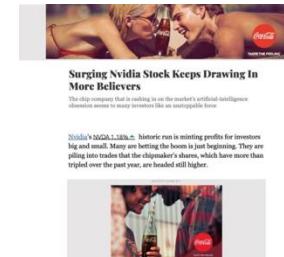
### Biden



### Inflation



### Business

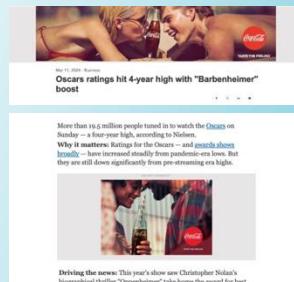


## “BRAND SAFE”

### Sports



### Entertainment



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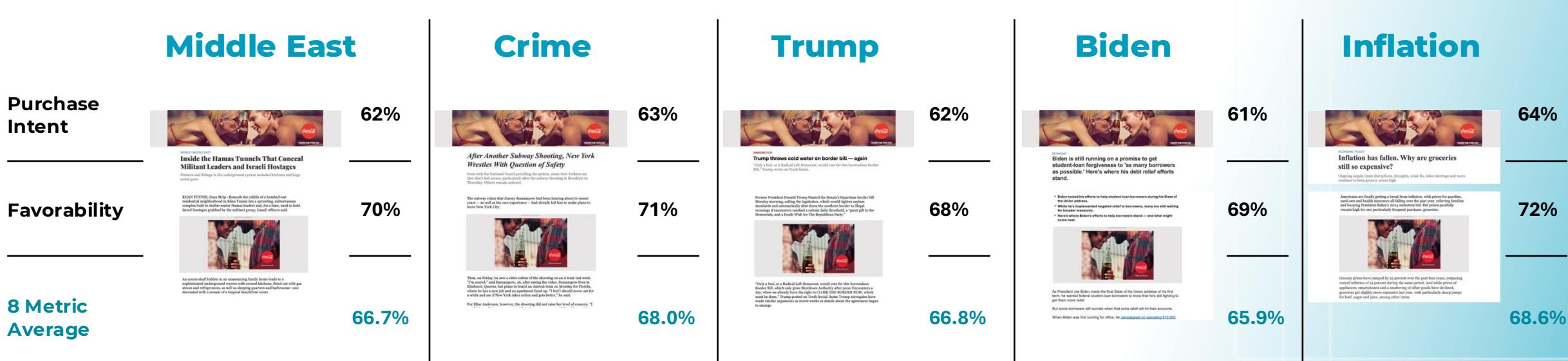


# KEY FINDINGS



# ADS ADJACENT TO TOP-OF-MIND NEWS CONTENT PERFORM EQUALY WELL...

## AVERAGE BRAND REPUTATIONAL METRICS



Base: Trump (n=5530), Biden (n=5557), Mideast (n=5557), Crime (n=5560)

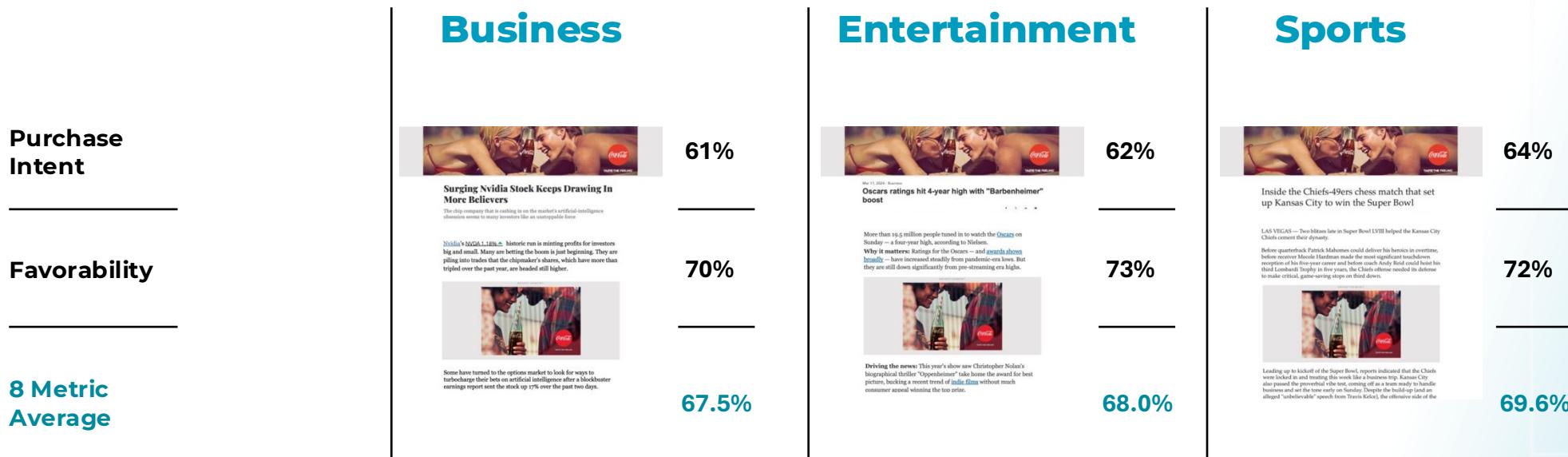
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QBP12. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

# ...COMPARED TO “BRAND SAFE” CONTENT PERFORMANCE

## AVERAGE BRAND REPUTATIONAL METRICS



**Base:** Trump (n=5530), Biden (n=5557), Mideast (n=5557), Crime (n=5560)

**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

**QBPI2.** Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

# ADS ADJACENT TO “NOT BRAND SAFE” STORIES PERFORM ON PAR

— with ads next to the “brand safe” articles.

## AVERAGE BRAND REPUTATIONAL METRICS

‘Not Brand Safe’ Content

**67.2%**

8 Metric Average

*Trump, Middle East, Crime, Biden, Inflation*

‘Brand Safe’ Content

**68.3%**

8 Metric Average

*Business, Sports, Entertainment*

Base: Trump (n=5530), Biden (n=5557), Mideast (n=5557), Business (n=5552), Inflation (n=5557) Crime (n=5560), Sports (n=5560), Entertainment (n=5556).  
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
QBP12. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
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# LESS THAN THREE POINT DIFFERENCE IN BRAND PERFORMANCE ACROSS ALL ARTICLES

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>62%</b>	62%	63%	62%	61%	64%	61%	62%	64%
Favorability	<b>71%</b>	70%	71%	68%	69%	72%	70%	73%	72%
Cares about customers	<b>70%</b>	69%	71%	68%	68%	71%	70%	70%	72%
Trustworthy	<b>72%</b>	71%	71%	71%	70%	72%	71%	72%	74%
Good value	<b>74%</b>	73%	75%	73%	73%	75%	75%	75%	76%
Want to work at	<b>49%</b>	49%	48%	49%	48%	50%	49%	49%	51%
Right values	<b>66%</b>	65%	66%	65%	63%	67%	66%	66%	68%
Quality products	<b>78%</b>	76%	79%	77%	76%	78%	78%	78%	80%
<b>8 Metric Average</b>	<b>67.6%</b>	<b>66.7%</b>	<b>68.0%</b>	<b>66.8%</b>	<b>65.9%</b>	<b>68.6%</b>	<b>67.5%</b>	<b>68.0%</b>	<b>69.6%</b>

Base: Trump (n=5530), Biden (n=5557), Mideast (n=5557), Business (n=5552), Inflation (n=5557) Crime (n=5560), Sports (n=5560), Entertainment (n=5556).  
 QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
 QBP12. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
 QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



# DETAILED DEMOGRAPHIC FINDINGS

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## NO BRAND SAFETY ISSUES AMONG AMERICANS FOLLOWING THE **NEWS VERY CLOSELY**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>70%</b>	70%	70%	72%	68%	72%	70%	69%	72%
Favorability	<b>77%</b>	74%	78%	76%	76%	79%	78%	79%	80%
Cares about customers	<b>77%</b>	75%	79%	75%	75%	77%	78%	76%	78%
Trustworthy	<b>78%</b>	76%	78%	78%	75%	79%	78%	78%	80%
Good value	<b>80%</b>	78%	82%	80%	78%	80%	81%	78%	81%
Want to work at	<b>58%</b>	56%	61%	59%	56%	59%	58%	58%	60%
Right values	<b>72%</b>	70%	73%	72%	69%	74%	73%	71%	75%
Quality products	<b>83%</b>	81%	85%	83%	81%	83%	84%	83%	86%
<b>8 Metric Average</b>	<b>74.4%</b>	<b>72.4%</b>	<b>75.8%</b>	<b>74.4%</b>	<b>72.3%</b>	<b>75.5%</b>	<b>75.0%</b>	<b>73.9%</b>	<b>76.3%</b>

Base: Trump (n=1135), Biden (n=1305), Mideast (n=1341), Business (n=1306), Inflation (n=1305) Crime (n=1318), Sports (n=1307), Entertainment (n=1296).  
**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
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**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG **GEN Z**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>65%</b>	65%	67%	64%	64%	66%	65%	62%	69%
Favorability	<b>69%</b>	70%	69%	67%	65%	69%	70%	71%	73%
Cares about customers	<b>73%</b>	73%	73%	72%	70%	74%	73%	71%	75%
Trustworthy	<b>73%</b>	71%	72%	74%	73%	73%	71%	73%	77%
Good value	<b>77%</b>	75%	78%	77%	75%	80%	79%	76%	78%
Want to work at	<b>52%</b>	52%	55%	50%	50%	52%	51%	53%	55%
Right values	<b>70%</b>	72%	68%	71%	68%	72%	69%	70%	72%
Quality products	<b>78%</b>	77%	79%	78%	76%	77%	76%	79%	80%
<b>8 Metric Average</b>	<b>69.7%</b>	<b>69.4%</b>	<b>70.1%</b>	<b>69.2%</b>	<b>67.6%</b>	<b>70.3%</b>	<b>69.3%</b>	<b>69.5%</b>	<b>72.4%</b>

Base: Trump (n=743), Biden (n=619), Mideast (n=629), Business (n=677), Inflation (n=659) Crime (n=868), Sports (n=658), Entertainment (n=642).  
**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
**QBP12.** Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



## NO BRAND SAFETY ISSUES AMONG **MOMS**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>68%</b>	67%	68%	67%	66%	70%	70%	68%	72%
Favorability	<b>73%</b>	71%	72%	69%	71%	73%	74%	76%	75%
Cares about customers	<b>73%</b>	73%	72%	70%	72%	74%	76%	71%	76%
Trustworthy	<b>74%</b>	72%	73%	75%	72%	77%	75%	75%	77%
Good value	<b>78%</b>	78%	75%	77%	75%	79%	80%	77%	82%
Want to work at	<b>55%</b>	54%	54%	55%	55%	54%	55%	55%	56%
Right values	<b>70%</b>	69%	69%	71%	67%	72%	71%	69%	74%
Quality products	<b>80%</b>	78%	79%	80%	79%	80%	82%	78%	83%
<b>8 Metric Average</b>	<b>71.4%</b>	<b>70.3%</b>	<b>70.3%</b>	<b>70.5%</b>	<b>69.6%</b>	<b>72.3%</b>	<b>73.1%</b>	<b>71.0%</b>	<b>74.5%</b>

Base: Trump (n=944), Biden (n=1036), Mideast (n=929), Business (n=964), Inflation (n=946) Crime (n=908), Sports (n=1028), Entertainment (n=1001).  
**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
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**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



## NO BRAND SAFETY ISSUES AMONG AMERICANS WITH A **COLLEGE DEGREE**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>64%</b>	65%	64%	65%	62%	65%	62%	63%	65%
Favorability	<b>72%</b>	71%	73%	71%	70%	74%	71%	74%	74%
Cares about customers	<b>70%</b>	69%	72%	69%	69%	71%	70%	70%	72%
Trustworthy	<b>72%</b>	73%	71%	71%	72%	73%	72%	72%	75%
Good value	<b>75%</b>	75%	75%	74%	74%	77%	76%	75%	76%
Want to work at	<b>47%</b>	47%	47%	48%	47%	48%	47%	47%	48%
Right values	<b>65%</b>	65%	66%	64%	62%	65%	65%	65%	67%
Quality products	<b>79%</b>	79%	80%	79%	77%	80%	79%	78%	82%
<b>8 Metric Average</b>	<b>68.2%</b>	<b>68.0%</b>	<b>68.5%</b>	<b>67.5%</b>	<b>66.7%</b>	<b>69.2%</b>	<b>67.5%</b>	<b>68.2%</b>	<b>69.7%</b>

Base: Trump (n=1574), Biden (n=2021), Mideast (n=1989), Business (n=1982), Inflation (n=1925) Crime (n=1982), Sports (1936), Entertainment (n=1981).  
 QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
 QBP12. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
 QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



## NO BRAND SAFETY ISSUES AMONG **HIGH EARNERS (\$100K+ HOUSEHOLDS)**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>66%</b>	64%	65%	68%	66%	67%	64%	65%	66%
Favorability	<b>73%</b>	72%	73%	72%	72%	73%	71%	74%	77%
Cares about customers	<b>71%</b>	70%	72%	68%	69%	74%	69%	71%	73%
Trustworthy	<b>74%</b>	73%	73%	73%	72%	76%	72%	72%	78%
Good value	<b>76%</b>	75%	77%	75%	75%	77%	75%	76%	79%
Want to work at	<b>48%</b>	48%	47%	50%	48%	49%	46%	46%	50%
Right values	<b>66%</b>	65%	68%	65%	64%	68%	66%	65%	69%
Quality products	<b>80%</b>	78%	82%	80%	78%	81%	78%	78%	82%
<b>8 Metric Average</b>	<b>69.1%</b>	<b>68.2%</b>	<b>69.6%</b>	<b>69.0%</b>	<b>67.8%</b>	<b>70.5%</b>	<b>67.7%</b>	<b>68.4%</b>	<b>71.8%</b>

Base: Trump (n=846), Biden (n=1330), Mideast (n=1282), Business (n=1299), Inflation (n=1285) Crime (n=1223), Sports (n=1311), Entertainment (n=1321).  
**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
**QBP12.** Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



## NO BRAND SAFETY ISSUES AMONG **DEMOCRATS**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>65%</b>	65%	64%	64%	66%	67%	64%	64%	65%
Favorability	<b>74%</b>	72%	73%	70%	75%	77%	73%	74%	75%
Cares about customers	<b>73%</b>	72%	73%	72%	73%	75%	72%	71%	75%
Trustworthy	<b>75%</b>	74%	73%	74%	75%	76%	74%	74%	76%
Good value	<b>78%</b>	77%	78%	75%	77%	80%	79%	77%	79%
Want to work at	<b>53%</b>	52%	51%	53%	54%	53%	51%	52%	55%
Right values	<b>69%</b>	69%	69%	68%	69%	71%	69%	69%	71%
Quality products	<b>80%</b>	79%	81%	79%	79%	82%	80%	79%	82%
<b>8 Metric Average</b>	<b>70.7%</b>	<b>70.2%</b>	<b>70.3%</b>	<b>69.6%</b>	<b>70.9%</b>	<b>72.6%</b>	<b>70.3%</b>	<b>70.0%</b>	<b>72.0%</b>

Base: Trump (n=1767), Biden (n=1911), Mideast (n=1901), Business (n=1912), Inflation (n=1878) Crime (n=1935), Sports (n=1861), Entertainment (n=1841).  
**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
**QBP12.** Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



## AD ADJACENCY IMPACT AMONG REPUBLICANS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>63%</b>	62%	64%	63%	59%	64%	63%	63%	64%
Favorability	<b>71%</b>	71%	71%	70%	65%	71%	71%	75%	73%
Cares about customers	<b>70%</b>	69%	72%	71%	66%	70%	71%	72%	72%
Trustworthy	<b>73%</b>	72%	72%	73%	69%	73%	74%	73%	75%
Good value	<b>74%</b>	73%	74%	76%	71%	74%	75%	75%	76%
Want to work at	<b>48%</b>	47%	48%	49%	44%	49%	48%	48%	49%
Right values	<b>66%</b>	64%	67%	67%	60%	66%	67%	65%	68%
Quality products	<b>79%</b>	77%	80%	79%	76%	78%	79%	79%	81%
<b>8 Metric Average</b>	<b>67.8%</b>	<b>67.0%</b>	<b>68.5%</b>	<b>68.5%</b>	<b>63.8%</b>	<b>68.1%</b>	<b>68.4%</b>	<b>68.7%</b>	<b>69.7%</b>

Base: Trump (n=1768), Biden (n=1836), Mideast (n=1844), Business (n=1813), Inflation (n=1816) Crime (n=1800), Sports (n=1851), Entertainment (n=1836).  
**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
**QBP12.** Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



## NO BRAND SAFETY ISSUES AMONG **INDEPENDENTS**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	<b>60%</b>	58%	61%	60%	57%	60%	58%	59%	64%
Favorability	<b>67%</b>	66%	68%	64%	66%	68%	66%	68%	71%
Cares about customers	<b>66%</b>	66%	67%	63%	66%	67%	66%	66%	70%
Trustworthy	<b>68%</b>	67%	68%	66%	67%	68%	66%	68%	72%
Good value	<b>71%</b>	69%	71%	71%	71%	73%	71%	71%	73%
Want to work at	<b>46%</b>	46%	47%	44%	46%	48%	45%	46%	49%
Right values	<b>62%</b>	62%	62%	61%	62%	64%	61%	62%	65%
Quality products	<b>75%</b>	74%	75%	73%	74%	76%	75%	75%	78%
<b>8 Metric Average</b>	<b>64.4%</b>	<b>63.5%</b>	<b>65.0%</b>	<b>62.7%</b>	<b>63.6%</b>	<b>65.4%</b>	<b>63.5%</b>	<b>64.5%</b>	<b>67.5%</b>

Base: Trump (n=1605), Biden (n=1525), Mideast (n=1505), Business (n=1531), Inflation (n=1540) Crime (n=1516), Sports (n=1559), Entertainment (n=1572).  
**QFAV2.** Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.  
**QBP12.** Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.  
**QATTR2.** Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



# A PLAYOFF OR A DRUMBEAT?

Both are valuable and should be considered equally **depending on your strategy and goals.**



## \$2MM IN NEWS

- A sustained campaign with targeted, high impact content
- Highly important audience
- Unduplicated reach
- Highly engaged readers



## \$2MM IN SPORTS

One :30sec commercial during the NBA playoffs

# **NEWS CAN BE MORE EFFECTIVE & EFFICIENT**

- › Sports and entertainment are already darlings of brand advertising
- › News is under-monetized and prejudiced against
- › News presents the opportunity to reach a valuable, unduplicated audience
- › And our research shows that you don't have to give up safety to take advantage of this opportunity

**THANK YOU**



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# FUTURE OF NEWS

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