

The background is black with several thin, teal-colored lines. Some lines are horizontal, while others are diagonal, creating a sense of movement and technology. The lines intersect and run across the frame, some appearing to frame the text.

FUTURE OF NEWS



FUTURE OF NEWS

May 15, 2024

**HOSTED
BY**

 **STAGWELL**

THANK YOU TO OUR PARTNERS

axel springer

AXIOS

BUSINESS
INSIDER

Newsweek

The New York Times

POLITICO

WSJ

The Washington Post



ad fontes media

theTradeDesk

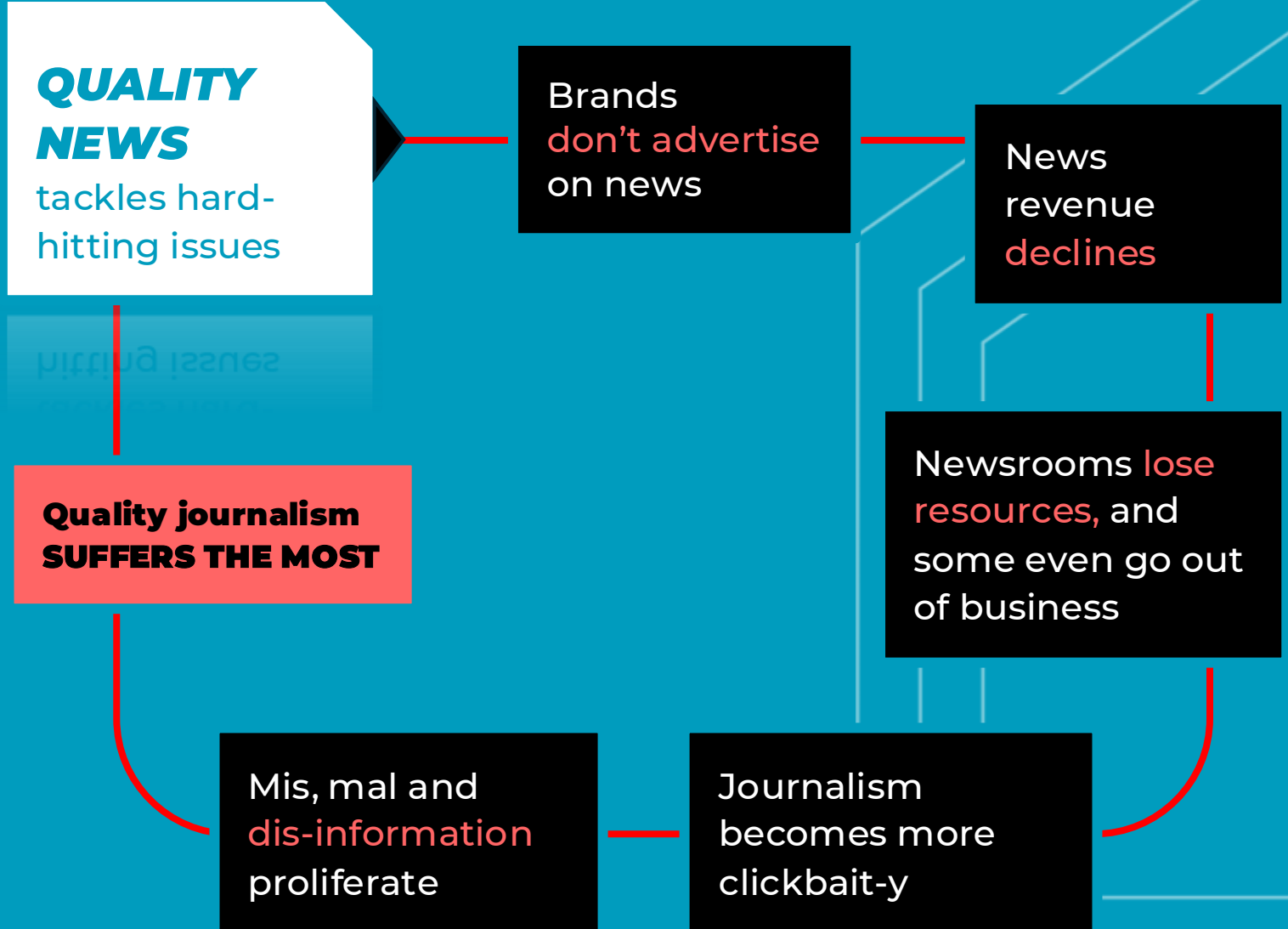


THE OPPORTUNITY

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

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

BRAND SAFETY IS CONTRIBUTING TO THE VICIOUS CYCLE

ADWEEK

Brand Safety Controls Are Demonetizing Publishers' Israel-Hamas Coverage

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

 **The Drum**

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

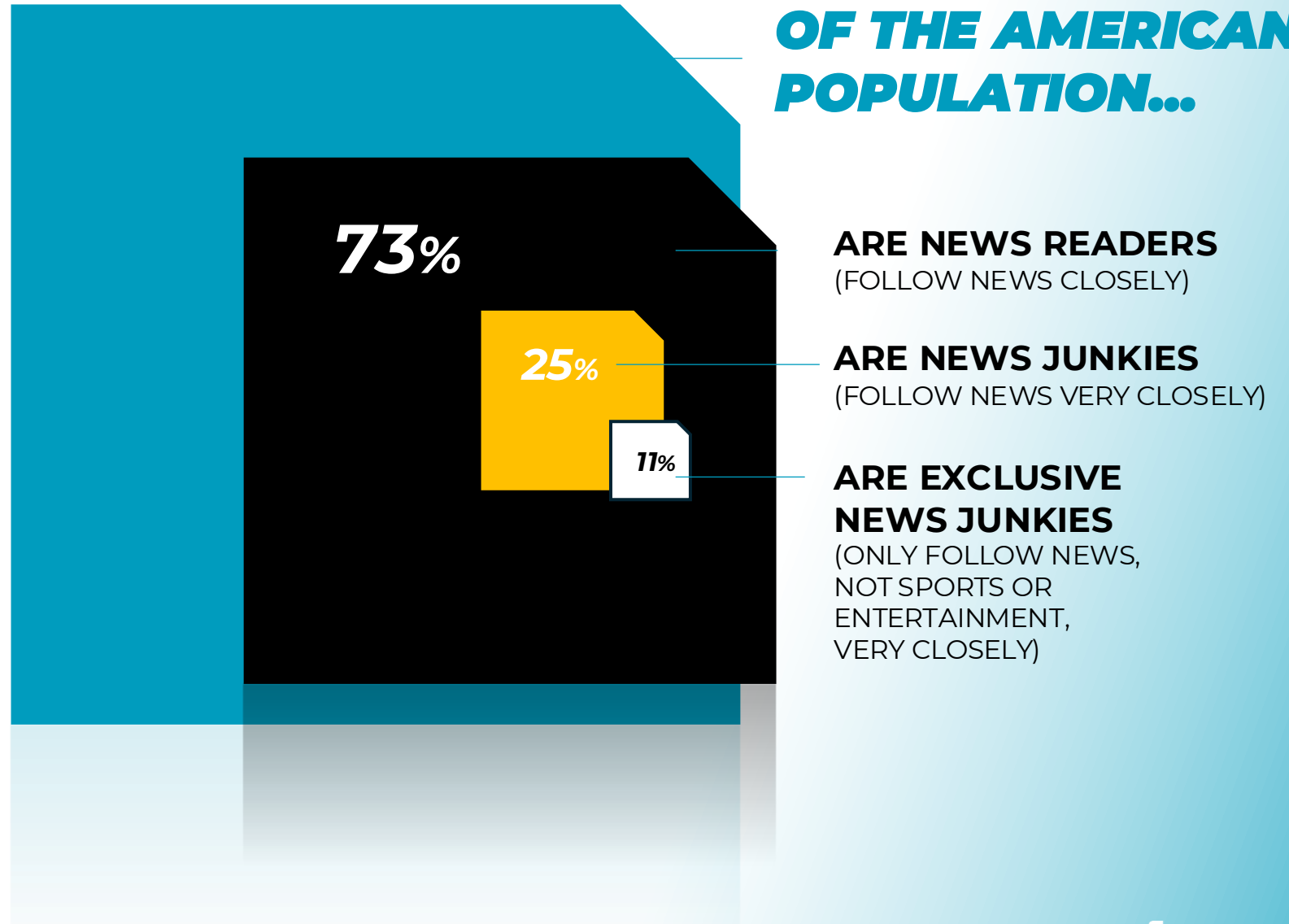
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 **STAGWELL**

25%

OF
AMERICANS
ARE NEWS
JUNKIES

OF THE AMERICAN
POPULATION..



**THERE
ARE MORE**

**NEWS
JUNKIES
THAN
ANYTHING
ELSE**

AMERICANS WHO CLOSELY FOLLOW...

25%



News

23%



Sports

17%



Entertainment

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

LONG ATTENTION SPANNERS

CONVENTIONAL WISDOM

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



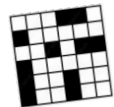
WATCHING 3-HOUR MOVIES

2023 Best Picture nominees
were longest ever on average



FINISHING TRIATHLONS

3.1 million Americans competed in 2023



TAKING UP CROSSWORDS

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

**HOSTED
BY**



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.

<div>49,990</div> <div>U.S. ADULTS IN TOTAL</div>	<div>+/- 0.44%</div> <div>SAMPLING MARGIN OF ERROR</div>
<div>≈ 5,500</div> <div>U.S. ADULTS PER NEWS TOPIC</div>	<div>+/- 1.32%</div> <div>SAMPLING MARGIN OF ERROR</div>
<div>≈ 550</div> <div>U.S. ADULTS PER CELL (AD X CONTENT TYPE)</div>	<div>+/- 4.38%</div> <div>SAMPLING MARGIN OF ERROR</div>

REPUTATIONAL BRAND METRICS ASSESSED

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

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**

- 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




WORLDWIDE NEWS

Inside the Hamas Tunnels That Conceal Militant Leaders and Israeli Hostages


Pictures and fittings in the underground system included kitchens and huge metal gates

KHAN YOUNIS, Gaza Strip—Beneath the rubble of a bombed-out residential 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 underground warren with several 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




ADVERTISEMENT

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 Sumangow had been hearing 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 an A train last week. "I'm scared," said Sumangow, 46, after seeing the video. Sumangow 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 Elise Anderson, however, the shooting did not raise her level of concern. "I

Trump




ADVERTISEMENT

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 encounters 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 Shutdown Authority after zero 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




ADVERTISEMENT

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 touted 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 broader measures.

* Here's where Biden's efforts to help borrowers stand — and what might come next.




As President Joe Biden made the first State of the Union address of his first term, he wanted federal student-loan borrowers to know that he's still fighting to get them more relief.

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

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

Inflation




ECONOMIC POLICY

Inflation has fallen. Why are groceries still so expensive?


Chipping supply chain disruptions, droughts, avian flu, labor shortages 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 boosting President Biden's 2024 reelection bid. But prices painfully remain high for one particularly frequent purchase: groceries.



Grocery prices have jumped by 25 percent over the past four years, outpacing overall inflation of 10 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 pork, among other items.


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 unstoppable force

Nvidia's [2024 Q3 EPS](#) historic run 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.

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



Oscars ratings hit 4-year high with "Barbenheimer" boost

Mar 11, 2024 - Business

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.

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

“NOT BRAND SAFE”

Middle East

Crime

Trump

Biden

Inflation

Business

Sports

Entertainment



Inside the Hamas Tunnels That Conceal Militant Leaders and Israeli Hostages

Reuters and others. — Beneath the rubble of a bombed-out apartment complex in Gaza, Hamas has a growing, sophisticated tunnel network built to shelter senior Hamas leaders and, for a time, used to hold Israeli hostages. The military group, Israeli officials said.



As some slugs hidden in an unassuming family home leads to a significant underground network with several hideouts, that set with gun stores and subterranean, as well as sleeping quarters and bathroom — one decorated with a mosaic of a tropical beachfront scene.



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

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



Then, on Friday, he saw a video online of the shooting on an A train last week. "It's weird," said Rosenbaum, an after seeing the video. Rosenbaum lives in Kew-Forest, Queens, but plans to board an A train on Monday for Florida, where he has a new job and an apartment. "I don't think I'll ever see him again," he said.

For New Yorkers, however, the shooting did not take her level of concern. "I



Trump throws cold water on border bill — again

"It's a deal, or a Radical Left Democrat, would vote for this borderless border bill," Trump wrote on Truth Social.



"Only a deal, or a Radical Left Democrat, would vote for this borderless border bill, which only gives Shutdown Authority after your Vice President's deal, when we already have the right to CLOSE THE BORDER NOW, which must be done," Trump posted on Truth Social. Some Trump supporters have made similar arguments in recent weeks as details about the agreement began to emerge.



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 touted 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 broader measures.
• Here's where Biden's efforts to help borrowers stand — and what might come next.



As President Joe Biden made the final State of the Union address of his first term, he wanted federal student loan borrowers to know that he's still fighting to get them more relief.

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

When Biden was first running for office, he [promised to cancel \\$1.5 trillion](#)



Inflation has fallen. Why are groceries still so expensive?

Despite rising chain discounts, droughts, winter flu, labor shortages 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, reversing tactics and leaving President Biden's once reduction bid. But prices paid for groceries are still high for one particularly important purchase: groceries.

Grocery prices have jumped by 15 percent over the past four years, outpacing overall inflation of 10 percent during the same period. And while prices of appliances, smartphones and a smattering of other goods have declined, groceries are slightly more expensive last year, with particularly sharp jumps for beef, sugar and pork, among other items.



Surging Nvidia Stock Keeps Drawing In More Believers

The chip company that is cooking to on the market's artificial intelligence demand seems to keep investors like an unstoppable force.



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.



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

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

Before quarterback Patrick Mahomes could deliver his heroics in overtime, before receiver Travis Kelce made the most significant catch in the history of the first game played and before coach Andy Reid could hear his third Lombardi Trophy in five years, the Chiefs offense needed its defense to make critical game-winning stops on third downs.



Leading up to kickoff of the Super Bowl, experts indicated that the Chiefs were locked in and entering this week like a lightning bolt. Kansas City also posted the pre-sentinel of the best, coming off as a team ready to handle business and all the time only on Sunday. Despite the buildup of first an alleged "unbelievable" speech from Travis Kelce, the offensive side of the



Oscars ratings hit 4-year high with "Barbenheimer" boost

More than 15.5 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 [moviegoing](#) 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 [major films](#) without much consumer appeal winning the top prize.

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KEY FINDINGS

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

AVERAGE BRAND REPUTATIONAL METRICS

	Middle East	Crime	Trump	Biden	Inflation
Purchase Intent	<div><div></div><div><p>Inside the Hamas Tunnels That Conceal Militant Leaders and Israeli Hostages</p></div></div> <div>62%</div>	<div><div></div><div><p>After Another Subway Shooting, New York Wrestles With Question of Safety</p></div></div> <div>63%</div>	<div><div></div><div><p>Trump throws cold water on border bill — again</p></div></div> <div>62%</div>	<div><div></div><div><p>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.</p></div></div> <div>61%</div>	<div><div></div><div><p>Inflation has fallen. Why are groceries still so expensive?</p></div></div> <div>64%</div>
Favorability	<div><div></div><div><p>Inside the Hamas Tunnels That Conceal Militant Leaders and Israeli Hostages</p></div></div> <div>70%</div>	<div><div></div><div><p>After Another Subway Shooting, New York Wrestles With Question of Safety</p></div></div> <div>71%</div>	<div><div></div><div><p>Trump throws cold water on border bill — again</p></div></div> <div>68%</div>	<div><div></div><div><p>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.</p></div></div> <div>69%</div>	<div><div></div><div><p>Inflation has fallen. Why are groceries still so expensive?</p></div></div> <div>72%</div>
8 Metric Average	66.7%	68.0%	66.8%	65.9%	68.6%

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].

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...COMPARED TO “BRAND SAFE” CONTENT PERFORMANCE

AVERAGE BRAND REPUTATIONAL METRICS

Purchase
Intent

Favorability

8 Metric
Average

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 unstoppable force.

Nvidia's [NASDAQ:NVDA](#) historic run is misting profits for investors big and small. Many are betting the house 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.

61%

70%

67.5%

Entertainment



Mar 11, 2024, Reuters
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 [parade 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, breaking a recent trend of [indie films](#) without much summer appeal winning the top prize.

62%

73%

68.0%

Sports



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

LAS VEGAS — Two titans 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 hear his third Lombardi Trophy in five years, the Chiefs offense needed its defense to make critical, game-saving stops on third downs.



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64%

72%

69.6%

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.
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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.

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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	62%	62%	63%	62%	61%	64%	61%	62%	64%
Favorability	71%	70%	71%	68%	69%	72%	70%	73%	72%
Cares about customers	70%	69%	71%	68%	68%	71%	70%	70%	72%
Trustworthy	72%	71%	71%	71%	70%	72%	71%	72%	74%
Good value	74%	73%	75%	73%	73%	75%	75%	75%	76%
Want to work at	49%	49%	48%	49%	48%	50%	49%	49%	51%
Right values	66%	65%	66%	65%	63%	67%	66%	66%	68%
Quality products	78%	76%	79%	77%	76%	78%	78%	78%	80%
8 Metric Average	67.6%	66.7%	68.0%	66.8%	65.9%	68.6%	67.5%	68.0%	69.6%

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).
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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	70%	70%	70%	72%	68%	72%	70%	69%	72%
Favorability	77%	74%	78%	76%	76%	79%	78%	79%	80%
Cares about customers	77%	75%	79%	75%	75%	77%	78%	76%	78%
Trustworthy	78%	76%	78%	78%	75%	79%	78%	78%	80%
Good value	80%	78%	82%	80%	78%	80%	81%	78%	81%
Want to work at	58%	56%	61%	59%	56%	59%	58%	58%	60%
Right values	72%	70%	73%	72%	69%	74%	73%	71%	75%
Quality products	83%	81%	85%	83%	81%	83%	84%	83%	86%
8 Metric Average	74.4%	72.4%	75.8%	74.4%	72.3%	75.5%	75.0%	73.9%	76.3%

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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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	65%	65%	67%	64%	64%	66%	65%	62%	69%
Favorability	69%	70%	69%	67%	65%	69%	70%	71%	73%
Cares about customers	73%	73%	73%	72%	70%	74%	73%	71%	75%
Trustworthy	73%	71%	72%	74%	73%	73%	71%	73%	77%
Good value	77%	75%	78%	77%	75%	80%	79%	76%	78%
Want to work at	52%	52%	55%	50%	50%	52%	51%	53%	55%
Right values	70%	72%	68%	71%	68%	72%	69%	70%	72%
Quality products	78%	77%	79%	78%	76%	77%	76%	79%	80%
8 Metric Average	69.7%	69.4%	70.1%	69.2%	67.6%	70.3%	69.3%	69.5%	72.4%

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).

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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].

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BY



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	68%	67%	68%	67%	66%	70%	70%	68%	72%
Favorability	73%	71%	72%	69%	71%	73%	74%	76%	75%
Cares about customers	73%	73%	72%	70%	72%	74%	76%	71%	76%
Trustworthy	74%	72%	73%	75%	72%	77%	75%	75%	77%
Good value	78%	78%	75%	77%	75%	79%	80%	77%	82%
Want to work at	55%	54%	54%	55%	55%	54%	55%	55%	56%
Right values	70%	69%	69%	71%	67%	72%	71%	69%	74%
Quality products	80%	78%	79%	80%	79%	80%	82%	78%	83%
8 Metric Average	71.4%	70.3%	70.3%	70.5%	69.6%	72.3%	73.1%	71.0%	74.5%

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.

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].

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	64%	65%	64%	65%	62%	65%	62%	63%	65%
Favorability	72%	71%	73%	71%	70%	74%	71%	74%	74%
Cares about customers	70%	69%	72%	69%	69%	71%	70%	70%	72%
Trustworthy	72%	73%	71%	71%	72%	73%	72%	72%	75%
Good value	75%	75%	75%	74%	74%	77%	76%	75%	76%
Want to work at	47%	47%	47%	48%	47%	48%	47%	47%	48%
Right values	65%	65%	66%	64%	62%	65%	65%	65%	67%
Quality products	79%	79%	80%	79%	77%	80%	79%	78%	82%
8 Metric Average	68.2%	68.0%	68.5%	67.5%	66.7%	69.2%	67.5%	68.2%	69.7%

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.
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].



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	66%	64%	65%	68%	66%	67%	64%	65%	66%
Favorability	73%	72%	73%	72%	72%	73%	71%	74%	77%
Cares about customers	71%	70%	72%	68%	69%	74%	69%	71%	73%
Trustworthy	74%	73%	73%	73%	72%	76%	72%	72%	78%
Good value	76%	75%	77%	75%	75%	77%	75%	76%	79%
Want to work at	48%	48%	47%	50%	48%	49%	46%	46%	50%
Right values	66%	65%	68%	65%	64%	68%	66%	65%	69%
Quality products	80%	78%	82%	80%	78%	81%	78%	78%	82%
8 Metric Average	69.1%	68.2%	69.6%	69.0%	67.8%	70.5%	67.7%	68.4%	71.8%

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.

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].

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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	65%	65%	64%	64%	66%	67%	64%	64%	65%
Favorability	74%	72%	73%	70%	75%	77%	73%	74%	75%
Cares about customers	73%	72%	73%	72%	73%	75%	72%	71%	75%
Trustworthy	75%	74%	73%	74%	75%	76%	74%	74%	76%
Good value	78%	77%	78%	75%	77%	80%	79%	77%	79%
Want to work at	53%	52%	51%	53%	54%	53%	51%	52%	55%
Right values	69%	69%	69%	68%	69%	71%	69%	69%	71%
Quality products	80%	79%	81%	79%	79%	82%	80%	79%	82%
8 Metric Average	70.7%	70.2%	70.3%	69.6%	70.9%	72.6%	70.3%	70.0%	72.0%

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.
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].



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	63%	62%	64%	63%	59%	64%	63%	63%	64%
Favorability	71%	71%	71%	70%	65%	71%	71%	75%	73%
Cares about customers	70%	69%	72%	71%	66%	70%	71%	72%	72%
Trustworthy	73%	72%	72%	73%	69%	73%	74%	73%	75%
Good value	74%	73%	74%	76%	71%	74%	75%	75%	76%
Want to work at	48%	47%	48%	49%	44%	49%	48%	48%	49%
Right values	66%	64%	67%	67%	60%	66%	67%	65%	68%
Quality products	79%	77%	80%	79%	76%	78%	79%	79%	81%
8 Metric Average	67.8%	67.0%	68.5%	68.5%	63.8%	68.1%	68.4%	68.7%	69.7%

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.
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].



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	60%	58%	61%	60%	57%	60%	58%	59%	64%
Favorability	67%	66%	68%	64%	66%	68%	66%	68%	71%
Cares about customers	66%	66%	67%	63%	66%	67%	66%	66%	70%
Trustworthy	68%	67%	68%	66%	67%	68%	66%	68%	72%
Good value	71%	69%	71%	71%	71%	73%	71%	71%	73%
Want to work at	46%	46%	47%	44%	46%	48%	45%	46%	49%
Right values	62%	62%	62%	61%	62%	64%	61%	62%	65%
Quality products	75%	74%	75%	73%	74%	76%	75%	75%	78%
8 Metric Average	64.4%	63.5%	65.0%	62.7%	63.6%	65.4%	63.5%	64.5%	67.5%

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.
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].

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



FUTURE OF NEWS

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