FUTURE OF NEWS GERMANY

February 2026

HOSTED BY STAGWELL

OUR ESTEEMED PARTNERS

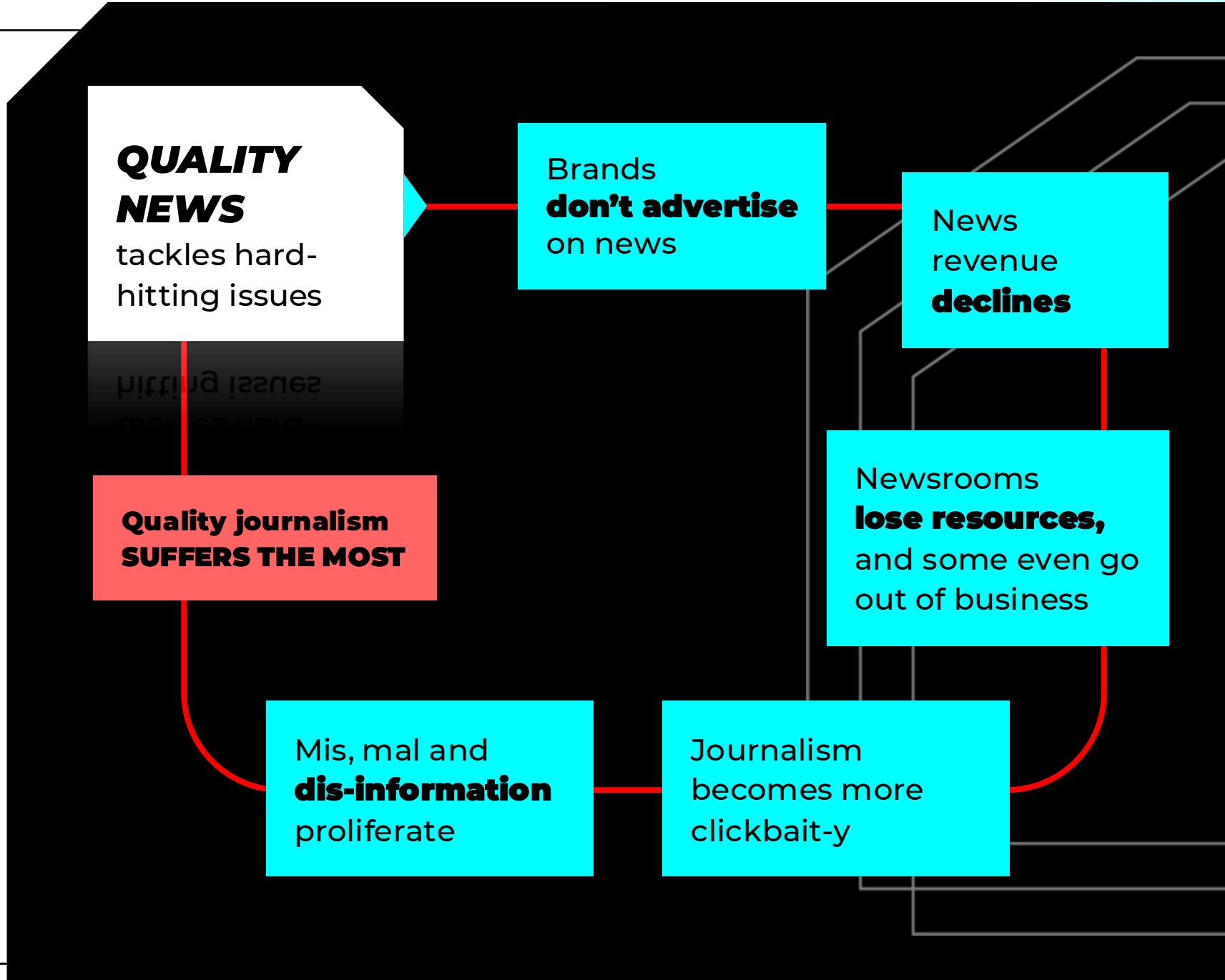
theTradeDesk®

axel springer

teads

THE OPPORTUNITY

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

DIGIDAY

MARKETING ON PLATFORMS

Lawsuits against GARM call into question the politics behind brand safety

The Drum

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

PressGazette
FUTURE OF MEDIA

Advertising blocklists unfairly targeted coverage from Olympics and Euros

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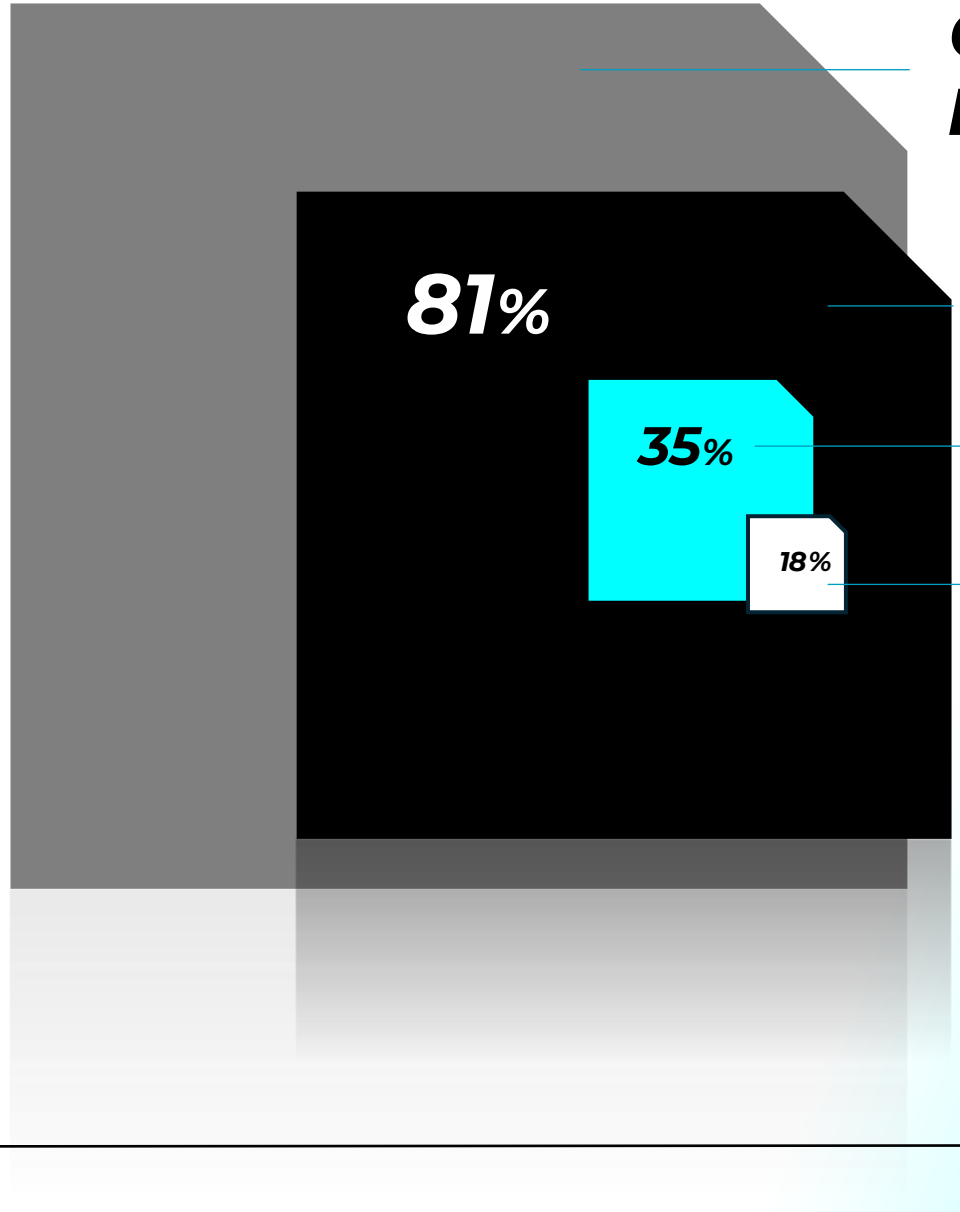
35%

OF GERMAN ADULTS ARE NEWS JUNKIES



OF THE GERMAN 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)

GERMAN ADULTS

ARE MORE LIKELY TO FOLLOW NEWS VERY CLOSELY THAN THEY ARE SPORTS AND ENTERTAINMENT

GERMAN ADULTS WHO VERY CLOSELY FOLLOW...

35% News

25% Sports

15% Entertainment

NEWS JUNKIES

ARE VALUABLE AUDIENCES

Avg. News Checks Per Day	
All	6.9
News Junkies	7.2

35% — **NEWS JUNKIES**
(FOLLOW NEWS VERY CLOSELY)

Check the news
an average of
7.2 TIMES PER DAY

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

ARE PRIMARILY		MORE THAN THE GEN. POPULATION
51%	LIVE IN URBAN AREAS	50%
50%	FULL TIME EMPLOYED	48%
31%	DEGREE EDUCATED +	22%
10%	HOUSEHOLD INCOME OF 100K+	7%

THE PROPORTION OF NEWS JUNKIES IN GERMANY IS HIGHEST OF ALL THE SURVEYED MARKETS

	Germany	USA	United Kingdom	Canada	Asia Pacific (Singapore, Hong Kong, Japan, Vietnam)
Presence of News Junkies/ Exclusive News Junkies (% of national population)					
News Junkies	35%	25%	25%	22%	21%
Exclusive News Junkies	18%	11%	10%	11%	9%

NEWS ADVERTISING STUDY

HOSTED BY STAGWELL

THE STUDY AND ITS OBJECTIVE

- A first-of-its-kind **randomized experiment among 11,282 adults in Germany to determine if ad adjacency matters,** conducted by Stagwell's research consultancy **HarrisX.** The study was conducted in German with the option to answer in English if preferred.
- **The study tested 4 different localized brand ads** placed **adjacent to 7 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 top companies** 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 stories focused on top-of-mind topics** for the German public.
- The news stories were selected from some of 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.

11,282 GERMAN ADULTS IN TOTAL	**+/- 0.9%** SAMPLING MARGIN OF ERROR
≈ 1,600 GERMAN ADULTS PER NEWS TOPIC	**+/- 2.4%** SAMPLING MARGIN OF ERROR
≈ 400 GERMAN ADULTS PER CELL (AD X CONTENT TYPE)	**+/- 4.9%** SAMPLING MARGIN OF ERROR

Study conducted December 18-30, 2025 by HarrisX.

REPUTATIONAL BRAND METRICS ASSESSED

1	**Purchase Intent**	How **likely or unlikely** are you to make a purchase or use services from [INSERT BRAND]?
2	**Favourability**	How **favourable or unfavourable** are you towards [INSERT BRAND]?
3	Cares about its customers	How well you 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 eight reputational metrics

Top 2 Box scores on a 4-point scale were used for each metric

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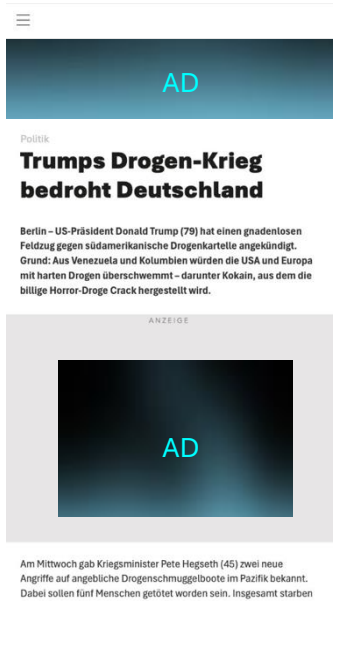
WHAT THE RESULTS SHOW

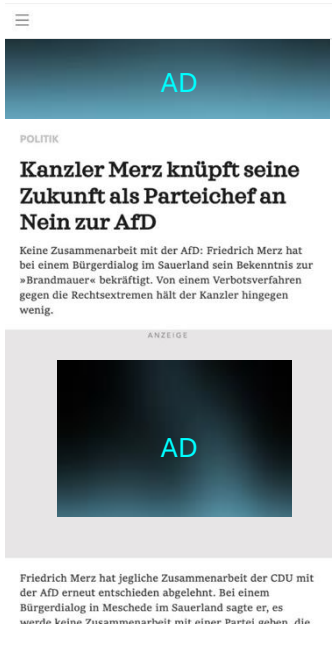
- Consistent with findings from other countries surveyed, it is **safe** for brands **to advertise adjacent to quality news content,** regardless of topic.
- Ads placed adjacent to stories covering politics or crime **perform as effectively** as ads placed next to a positive business story, on par with **sports and entertainment.**
- **No brand safety issues among key demographic groups for advertisers,** including Gen Z, Millennials, high earners and university-educated Germans.

CONTENT TESTED: Germany

Global Politics



Local Politics

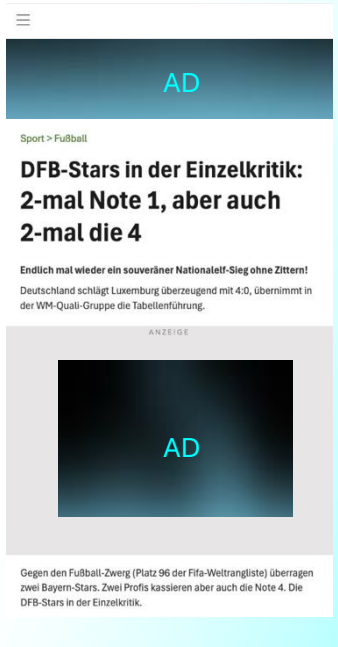


Crime

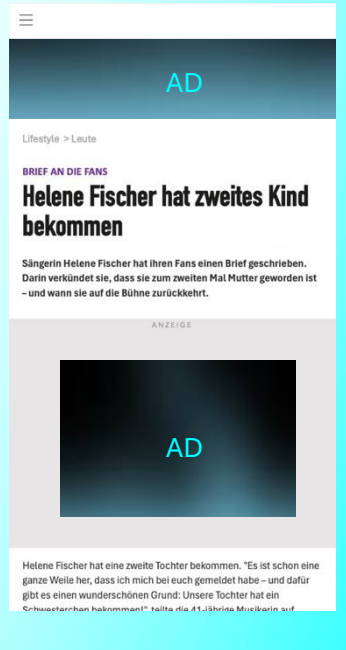
Inflation

Business

Sports



Entertainment



**Example Ad placement shown here for illustrative purposes*

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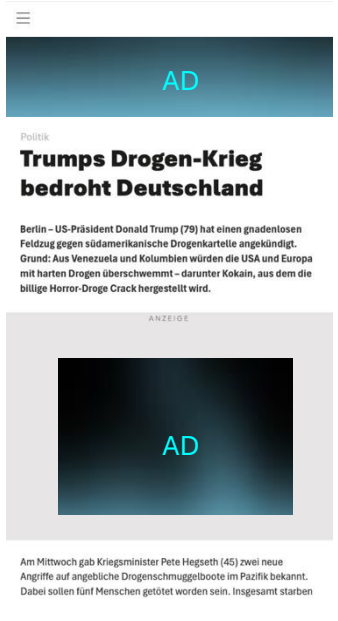
Source: **HarrisX**

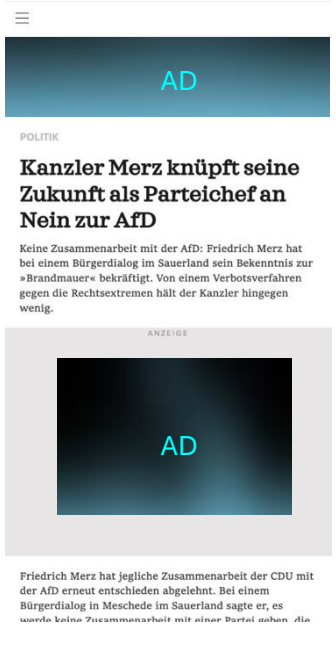
TO PUT ANOTHER WAY: "NOT BRAND SAFE" VS. "BRAND SAFE"

"NOT BRAND SAFE"

Global Politics



Local Politics



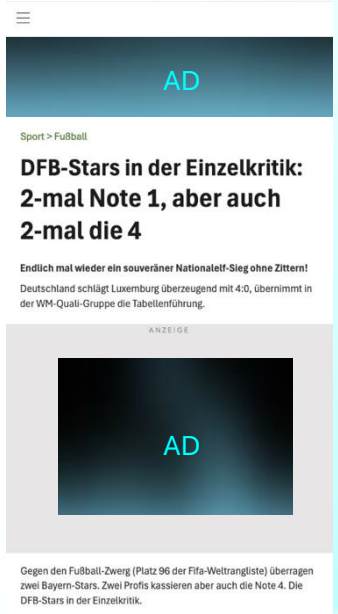
Crime

Inflation

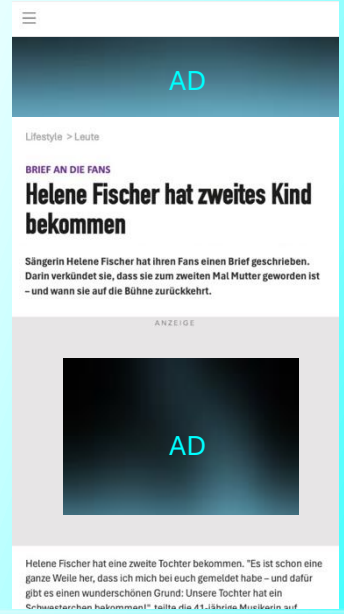
"BRAND SAFE"

Business

Sports



Entertainment



HOSTED BY STAGWELL

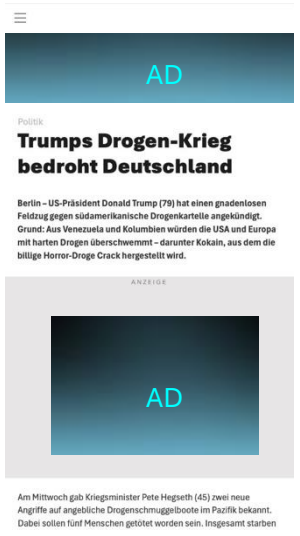
Source: **HarrisX**

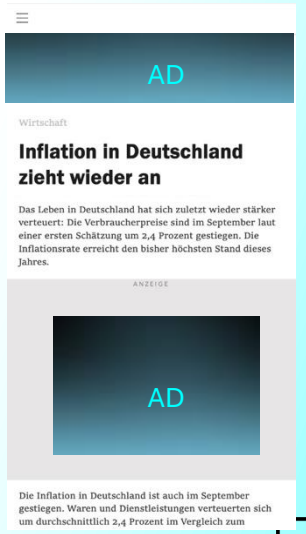
KEY FINDINGS

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

AVERAGE BRAND REPUTATIONAL METRICS
(Margin of Error: +/-2.4%)

	Global Politics	Local Politics	Crime	Inflation
Purchase Intent	58%	58%	59%	62%
Favourability	69%	69%	69%	74%
8 Metric Average	65%	65%	65%	68%





Base: Global Politics (n= 1610), Local Politics (n= 1615), Crime (n=1613), Inflation (n= 1612)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

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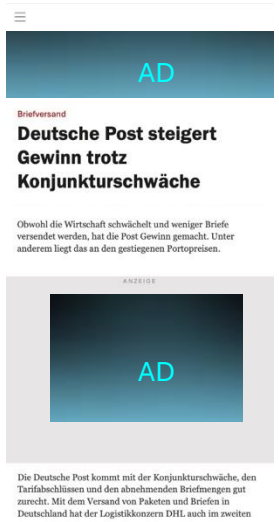
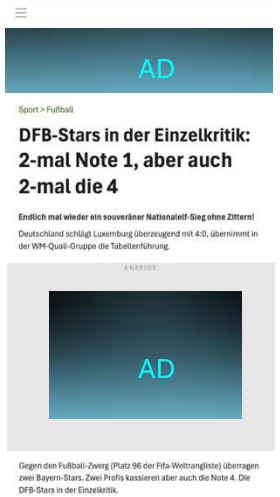
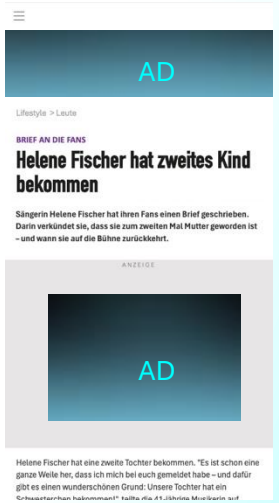
...COMPARED TO "BRAND SAFE" CONTENT PERFORMANCE

AVERAGE BRAND REPUTATIONAL METRICS
(Margin of Error: +/-2.4%)

	Business	Entertainment	Sports
Purchase Intent	62%	61%	62%
Favourability	73%	75%	73%
8 Metric Average	67%	68%	67%







Base: Business (n=1612), Entertainment (n=1609), Sports (n=1611)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

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IT IS SAFE FOR BRANDS TO ADVERTISE ADJACENT TO QUALITY NEWS REGARDLESS OF TOPIC

AVERAGE BRAND REPUTATIONAL METRICS
(Margin of Error by Theme: +/-2.4%)

'Not Brand Safe' Content

66%

8 Metric Average

Global Politics, Domestic Politics, Crime, Inflation

'Brand Safe' Content

67%

8 Metric Average

Business, Entertainment, Sports

Base: Global Politics (n= 1610), Domestic Politics (n= 1615), Crime (n=1613), Inflation (n= 1612), Business (n=1612), Entertainment (n=1609), Sports (n=1611)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

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Source: **HarrisX**

ADS PERFORM THE SAME NO MATTER THE ADJACENCY TO DIFFERENT TYPES OF CONTENT

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	**60%**	58%	58%	59%	62%	62%	61%	62%
Favourability	**72%**	69%	69%	69%	74%	73%	75%	73%
Cares about customers	**69%**	69%	68%	67%	71%	71%	70%	71%
Trustworthy	**76%**	74%	75%	76%	76%	76%	77%	76%
Good value	**68%**	67%	70%	66%	68%	67%	69%	67%
Want to work at	**46%**	44%	43%	44%	47%	47%	48%	46%
Right values	**64%**	62%	62%	63%	67%	63%	67%	65%
Quality products	**75%**	73%	74%	74%	79%	75%	76%	77%
8 Metric Average	**66%**	**65%**	**65%**	**65%**	**68%**	**67%**	**68%**	**67%**

(Margin of Error by Theme: +/-2.4%)

Base: Global Politics (n= 1610), Domestic Politics (n= 1615), Crime (n=1613), Inflation (n= 1612), Business (n=1612), Entertainment (n=1609), Sports (n=1611)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

ADS PERFORM EQUALLY WELL NEXT TO BRAND-SAFE AND NON-BRAND-SAFE CONTENT ACROSS GEOGRAPHIES

	United Kingdom	USA	Germany	Canada	Asia Pacific (Singapore, Hong Kong, Japan, Vietnam)
Composite Score of Reputational Brand Metrics (8 Metric average - %)					
'Brand safe' content	67%	68%	67%	68%	71%
'Not Brand safe' content	66%	67%	66%	67%	69%

Composite score = Combination of 8 brand reputation measures, averaged across news topics in each market

Reputational Brand metrics	**Purchase intent | Favourability | Cares about customers | Trustworthy | Good Value | Want to work at | Right values | Has quality products**

Metric = % Top-2 Box agreement with a brand statement in each market

Responses to scaled questions vary across markets– compare only indicatively

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Source: **HarrisX**

DETAILED DEMOGRAPHIC FINDINGS

NO BRAND SAFETY ISSUES AMONG GERMAN
NEWS JUNKIES

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	**67%**	65%	63%	65%	66%	69%	68%	70%
Favourability	**78%**	76%	75%	74%	79%	80%	82%	81%
Cares about customers	**77%**	77%	75%	73%	79%	77%	76%	81%
Trustworthy	**81%**	80%	79%	82%	82%	81%	81%	84%
Good value	**74%**	74%	75%	70%	73%	72%	75%	75%
Want to work at	**53%**	54%	48%	51%	55%	55%	55%	55%
Right values	**71%**	69%	69%	68%	74%	70%	72%	73%
Quality products	**82%**	80%	81%	80%	84%	82%	84%	84%
8 Metric Average	**73%**	**72%**	**71%**	**70%**	**74%**	**73%**	**74%**	**75%**

(Margin of Error by Theme: +/-4.4%)

Base: Global Politics (n= 477) Local Politics (n= 536), Crime (n=510), Inflation (n= 513), Business (n= 527), Entertainment (n= 489), Sports (n= 523)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

NO BRAND SAFETY ISSUES AMONG GERMAN
EXCLUSIVE NEWS JUNKIES

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	**51%**	54%	48%	48%	54%	55%	49%	51%
Favourability	**66%**	62%	63%	64%	66%	67%	71%	66%
Cares about customers	**63%**	61%	63%	66%	63%	63%	61%	65%
Trustworthy	**70%**	68%	70%	74%	70%	70%	68%	74%
Good value	**60%**	62%	63%	57%	61%	60%	60%	58%
Want to work at	**36%**	34%	34%	35%	38%	36%	38%	37%
Right values	**54%**	58%	53%	56%	53%	56%	56%	50%
Quality products	**72%**	70%	71%	72%	75%	71%	70%	70%
8 Metric Average	**59%**	**59%**	**58%**	**59%**	**60%**	**60%**	**59%**	**59%**

(Margin of Error by Theme: +/-6.2%)

Base: Global Politics (n= 248) Local Politics (n= 281), Crime (n=250), Inflation (n=298), Business (n=319), Entertainment (n= 245), Sports (n= 271)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

NO BRAND SAFETY ISSUES AMONG GERMANS
WITH A UNIVERSITY DEGREE

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	**66%**	64%	67%	66%	61%	69%	65%	67%
Favourability	**76%**	73%	78%	73%	76%	78%	78%	74%
Cares about customers	**73%**	74%	76%	70%	75%	75%	69%	73%
Trustworthy	**78%**	77%	82%	78%	81%	79%	77%	74%
Good value	**69%**	68%	73%	71%	70%	68%	69%	66%
Want to work at	**48%**	47%	45%	48%	48%	51%	50%	43%
Right values	**65%**	61%	67%	67%	67%	64%	66%	62%
Quality products	**77%**	70%	78%	77%	82%	78%	77%	77%
8 Metric Average	**69%**	**67%**	**71%**	**69%**	**70%**	**70%**	**69%**	**67%**

(Margin of Error by Theme: +/-5.0%)

Base: Global Politics (n= 391) Local Politics (n= 382), Crime (n=381), Inflation (n= 405), Business (n= 416), Entertainment (n=391), Sports (n=389)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

NO BRAND SAFETY ISSUES AMONG GERMAN ***MILLENNIALS***

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	**66%**	66%	63%	67%	66%	67%	69%	65%
Favourability	**75%**	71%	72%	77%	77%	76%	78%	71%
Cares about customers	**72%**	73%	70%	73%	71%	74%	73%	70%
Trustworthy	**79%**	79%	78%	81%	77%	79%	79%	76%
Good value	**71%**	72%	72%	74%	71%	68%	74%	68%
Want to work at	**52%**	50%	51%	55%	49%	55%	54%	48%
Right values	**67%**	66%	66%	74%	65%	66%	69%	64%
Quality products	**77%**	76%	77%	80%	79%	77%	78%	74%
8 Metric Average	**70%**	**69%**	**69%**	**73%**	**69%**	**70%**	**72%**	**67%**

(Margin of Error by Theme: +/-4.5%)

Base: Global Politics (n= 486) Local Politics (n= 487), Crime (n=497), Inflation (n= 488), Business (n= 510), Entertainment (n=474), Sports (n=494)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

NO BRAND SAFETY ISSUES AMONG GERMAN **GEN Z**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	**65%**	62%	63%	64%	68%	67%	67%	67%
Favourability	**74%**	72%	74%	74%	78%	74%	73%	72%
Cares about customers	**70%**	68%	69%	70%	72%	75%	70%	66%
Trustworthy	**75%**	72%	76%	76%	78%	76%	75%	73%
Good value	**70%**	70%	71%	71%	69%	71%	71%	68%
Want to work at	**50%**	44%	50%	50%	50%	51%	58%	45%
Right values	**67%**	62%	65%	67%	70%	68%	73%	67%
Quality products	**75%**	73%	72%	75%	81%	78%	73%	76%
8 Metric Average	**68%**	**65%**	**67%**	**68%**	**71%**	**70%**	**70%**	**67%**

(Margin of Error by Theme: +/-5.6%)

Base: Global Politics (n= 308) Local Politics (n= 330), Crime (n=332), Inflation (n= 327), Business (n= 299), Entertainment (n=323), Sports (n=319)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

NO BRAND SAFETY ISSUES AMONG GERMAN
HIGH INCOME HOUSEHOLDS (€100K+)

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Global Politics (across brands)	Local Politics (across brands)	Crime (across brands)	Inflation (across brands	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	**60%**	57%	59%	54%	61%	66%	60%	65%
Favourability	**69%**	70%	64%	68%	75%	70%	72%	66%
Cares about customers	**67%**	68%	64%	64%	68%	73%	67%	66%
Trustworthy	**74%**	71%	71%	75%	77%	72%	76%	73%
Good value	**65%**	59%	62%	67%	67%	69%	65%	65%
Want to work at	**44%**	43%	41%	43%	48%	52%	43%	41%
Right values	**62%**	60%	58%	62%	66%	63%	65%	63%
Quality products	**72%**	70%	69%	73%	75%	72%	73%	70%
8 Metric Average	**64%**	**62%**	**61%**	**63%**	**67%**	**67%**	**65%**	**64%**

(Margin of Error by Theme: +/-6.7%)

Base: Global Politics (n= 218) Local Politics (n= 216), Crime (n= 213), Inflation (n= 219), Business (n= 217), Entertainment (n= 193), Sports (n= 212)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

Source: **HarrisX**

THANK YOU

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