


FUTURE OF NEWS GERMANY



February 2026

**HOSTED
BY**



OUR ESTEEMED PARTNERS

 theTradeDesk®

axel springer_

 teads

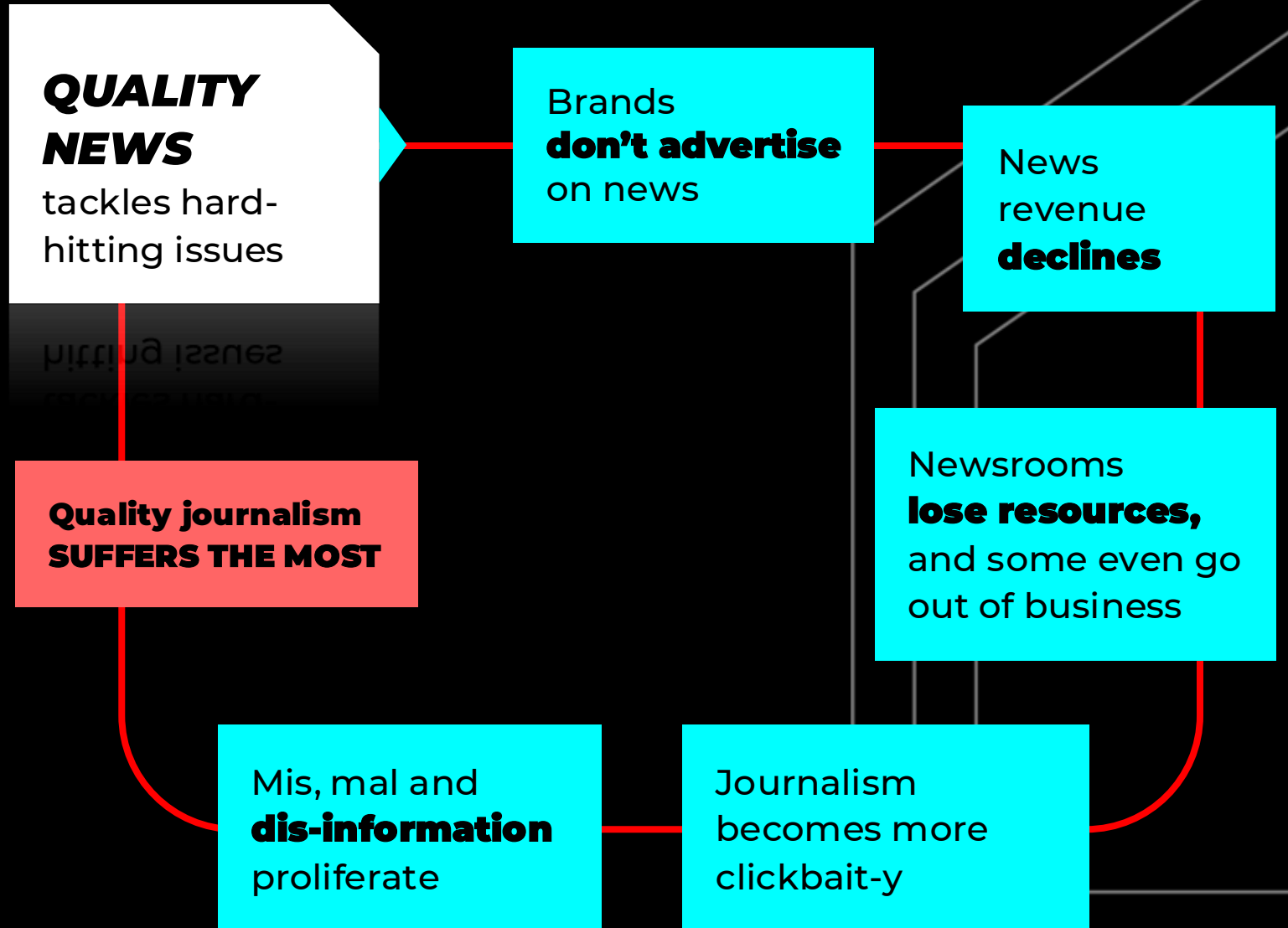


THE OPPORTUNITY

**HOSTED
BY**



BRANDS, **STOP** FEEDING THE VICIOUS CYCLE



START FEEDING THE VIRTUOUS CYCLE

QUALITY NEWS

tackles the
hard-hitting
issues

Quality journalism
and top-tier brands
BOTH THRIVE

Advertisers
support the
news

Brands
benefit from
reaching a
valuable new
audience

News gets
monetized
more

Newsrooms have
more freedom
from chasing the
next click

Newsrooms have
greater resources
to improve and
cover tough stories

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 logo, featuring a red square with a white stylized 'D' icon and the text 'The Drum' in white.

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

PressGazette logo, with 'PressGazette' in black serif font and 'FUTURE OF MEDIA' in white sans-serif font on a red rectangular background.

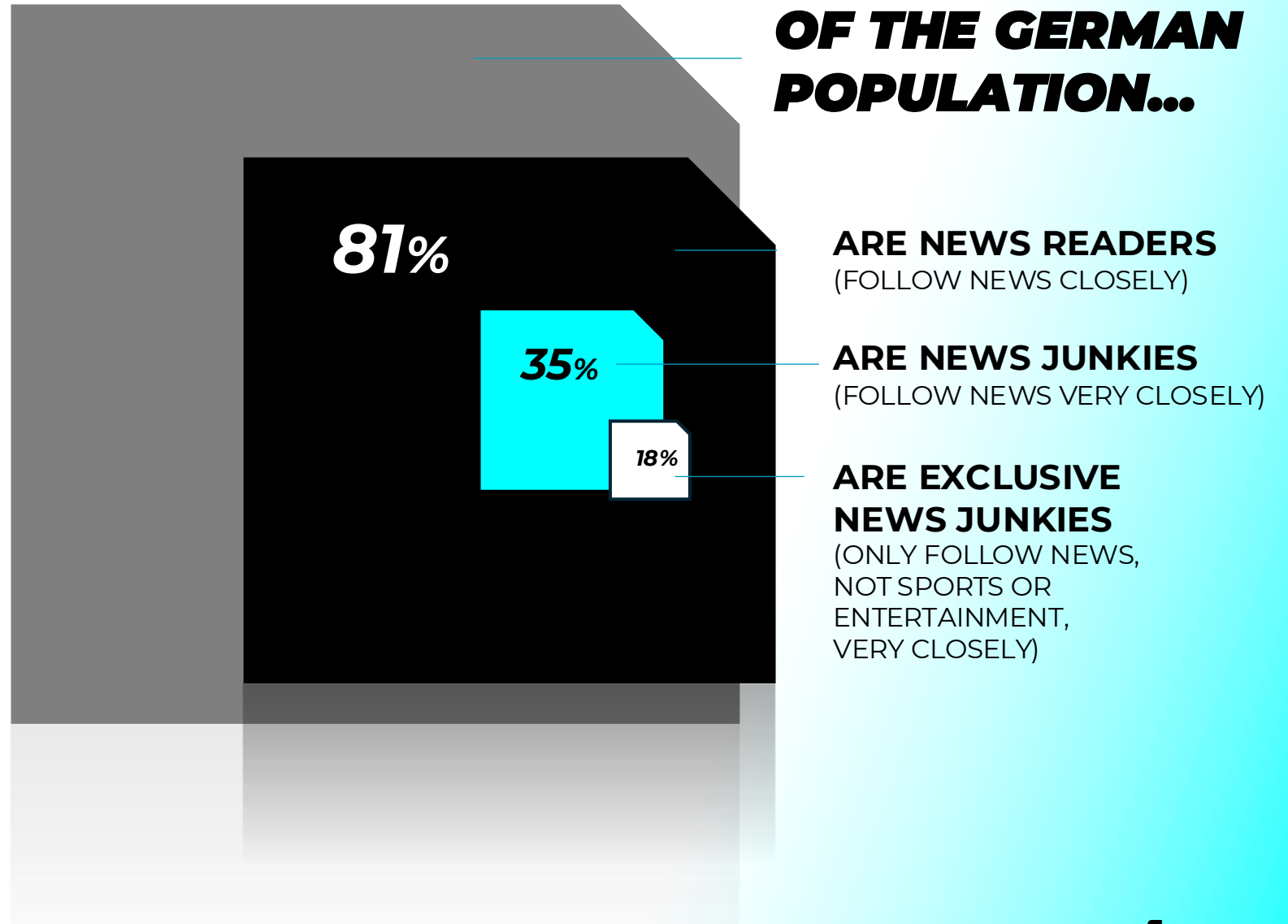
**Advertising
blocklists unfairly
targeted coverage
from Olympics
and Euros**

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 **STAGWELL**

35%

OF GERMAN
ADULTS
ARE NEWS
JUNKIES



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

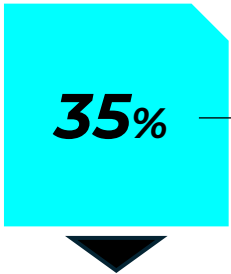
NEWS JUNKIES

ARE
VALUABLE
AUDIENCES

Avg. News
Checks Per Day

All 6.9

News Junkies 7.2



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

- 51% LIVE IN URBAN AREAS
- 50% FULL TIME EMPLOYED
- 31% DEGREE EDUCATED +
- 10% HOUSEHOLD INCOME OF 100K+

MORE THAN THE
GEN. POPULATION

- 50%
- 48%
- 22%
- 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**



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

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
- 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

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

Average score was created across the eight reputational metrics

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



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

AD

Politik

Trumps Drogen-Krieg bedroht Deutschland

Berlin – US-Präsident Donald Trump (79) hat einen gnadenlosen Feldzug gegen südamerikanische Drogenkartelle angekündigt. Grund: Aus Venezuela und Kolumbien würden die USA und Europa mit harten Drogen überschwemmt – darunter Kokain, aus dem die billige Horror-Droge Crack hergestellt wird.

ANZEIGE

AD

Am Mittwoch gab Kriegsminister Pete Hegseth (45) zwei neue Angriffe auf angebliche Drogenschmuggelboote im Pazifik bekannt. Dabei sollen fünf Menschen getötet worden sein. Insgesamt starben

Local Politics

AD

POLITIK

Kanzler Merz knüpft seine Zukunft als Parteichef an Nein zur AfD

Keine Zusammenarbeit mit der AfD: Friedrich Merz hat bei einem Bürgerdialog im Sauerland sein Bekenntnis zur »Brandmauer« bekräftigt. Von einem Verbotsverfahren gegen die Rechtsextremen hält der Kanzler hingegen wenig.

ANZEIGE

AD

Friedrich Merz hat jegliche Zusammenarbeit der CDU mit der AfD erneut entschieden abgelehnt. Bei einem Bürgerdialog in Meschede im Sauerland sagte er, es werde keine Zusammenarbeit mit einer Partei geben. Die

Crime

AD

Regional > Kriminalität

Überfälle im Nobel-Viertel: Wurde Willi Weber von Serienräubern gefoltert?

Schon im September wurde ein Stuttgarter Millionärs-Ehepaar attackiert.

Stuttgart – Mit brutaler Gewalt schlugen drei Männer auf Willi Weber (83) ein, bis er die Codes für seine Tresore verriet. Jetzt prüfen Ermittler einen möglichen Zusammenhang zu einem sehr ähnlichen Fall nur drei Monate zuvor.

ANZEIGE

AD

Auch dieser Raubüberfall geschah im Nobelviertel am Killesberg in Stuttgart. Und er trägt die gleiche Handschrift wie beim aktuellen Überfall auf Willi Weber, dem langjährigen Manager von Formel-1-

Inflation

AD

Wirtschaft

Inflation in Deutschland zieht wieder an

Das Leben in Deutschland hat sich zuletzt wieder stärker verteuert: Die Verbraucherpreise sind im September laut einer ersten Schätzung um 2,4 Prozent gestiegen. Die Inflationsrate erreicht den bisher höchsten Stand dieses Jahres.

ANZEIGE

AD

Die Inflation in Deutschland ist auch im September gestiegen. Waren und Dienstleistungen verteuerten sich um durchschnittlich 2,4 Prozent im Vergleich zum

Business

AD

Briefversand

Deutsche Post steigert Gewinn trotz Konjunkturschwäche

Obwohl die Wirtschaft schwächelt und weniger Briefe versendet werden, hat die Post Gewinn gemacht. Unter anderem liegt das an den gestiegenen Portopreisen.

ANZEIGE

AD

Die Deutsche Post kommt mit der Konjunkturschwäche, den Tarifabschlüssen und den abnehmenden Briefmengen gut zurecht. Mit dem Versand von Paketen und Briefen in Deutschland hat der Logistikkonzern DHL auch im zweiten

Sports

AD

Sport > Fußball

DFB-Stars in der Einzelkritik: 2-mal Note 1, aber auch 2-mal die 4

Endlich mal wieder ein souveräner Nationalteif-Sieg ohne Zittern! Deutschland schlägt Luxemburg überzeugend mit 4:0, übernimmt in der WM-Qualif-Gruppe die Tabellenführung.

ANZEIGE

AD

Gegen den Fußball-Zwerg (Platz 96 der Fifa-Weltrangliste) überragen zwei Bayern-Stars. Zwei Profis kassieren aber auch die Note 4. Die DFB-Stars in der Einzelkritik.

Entertainment

AD

Lifestyle > Leute

Brief an die Fans: Helene Fischer hat zweites Kind bekommen

Sängerin Helene Fischer hat ihren Fans einen Brief geschrieben. Darin verkündet sie, dass sie zum zweiten Mal Mutter geworden ist – und wann sie auf die Bühne zurückkehrt.

ANZEIGE

AD

Helene Fischer hat eine zweite Tochter bekommen. "Es ist schon eine ganze Weile her, dass ich mich bei euch gemeldet habe – und dafür gibt es einen wunderschönen Grund: Unsere Tochter hat ein Schreietanzen bekommen!" teilte die 41-Jährige Musikerin auf

*Example Ad placement shown here for illustrative purposes



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

“NOT BRAND SAFE”

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“BRAND SAFE”

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HOSTED BY STAGWELL



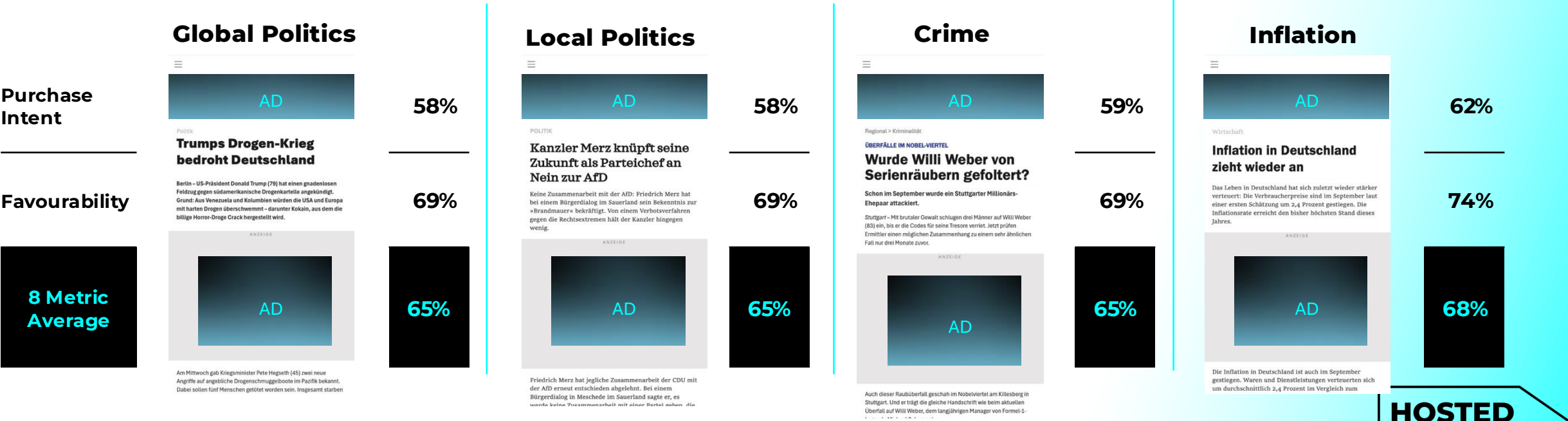
KEY FINDINGS

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

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

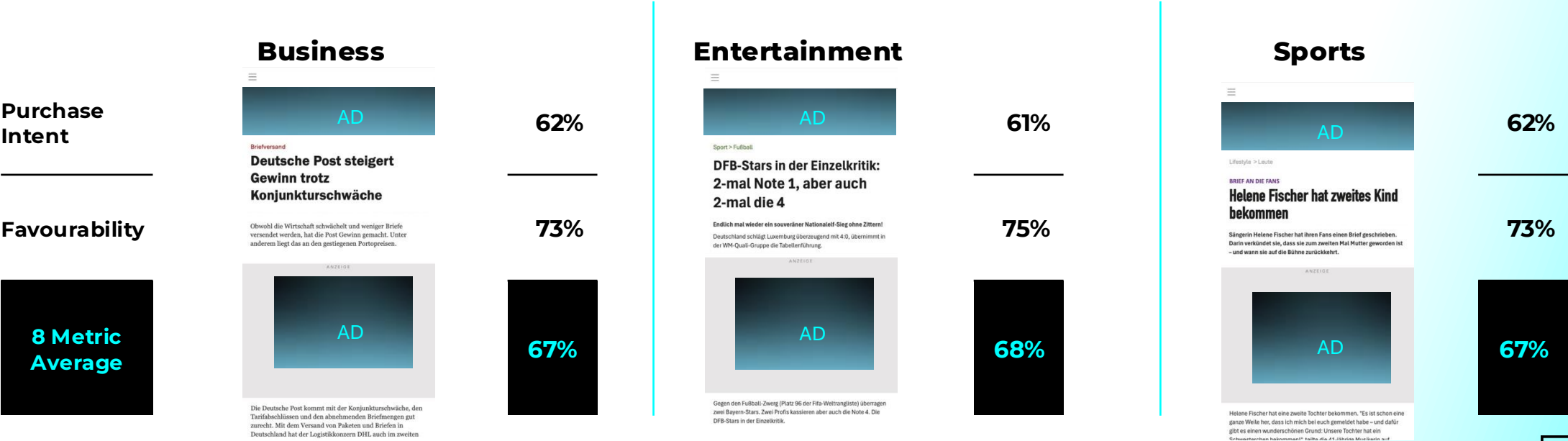


Base: Global Politics (n=1610), Local Politics (n=1615), Crime (n=1613), Inflation (n=1612)
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QFAV2. Please indicate how favourable or unfavourable you are towards [BRAND]. If you 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].



...COMPARED TO “BRAND SAFE” CONTENT PERFORMANCE

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



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.
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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.

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 **STAGWELL**

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].

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
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Metric = % Top-2 Box agreement with a brand statement in each market
Responses to scaled questions vary across markets- compare only indicatively

DETAILED DEMOGRAPHIC FINDINGS

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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].

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].

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.
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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.
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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].

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].




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