

A professional video camera is shown in the foreground, slightly out of focus, with its lens and various controls visible. The background is a blurred scene of people, suggesting a news broadcast or a public event. The overall tone is professional and focused on the subject of television news.

think^{tv}

the value of TV news

the tremendous value of broadcast news

both for Canadians and for advertisers

We are fortunate to have a fair and rigorous news industry in Canada, from local newspapers and radio stations to national TV networks – Canadians reporting on the issues that matter to Canadians, every day of the year. Canadians agree: According to a recent YouGov survey commissioned by thinktv, **95% of Canadians say that access to Canadian news and journalism is important.**

But at the same time, concern about fake news is growing: **79% of Canadians are “very” or “somewhat” concerned about fake news**, and that concern is on the rise, with 50% stating they’re more concerned than they were 3 years ago. Interestingly, the numbers vary little by age, although French Canadians appear to be slightly less concerned than the rest of Canada.

The good news? **Canadians trust TV news programming** – which helps explain why we watch so much of it. News programming makes up 20% of time spent watching TV, and 94% of that is watched live.

Canadian news is good for democracy, diversity, and the economy – it is trusted and valued by viewers, and **it is a great investment for advertisers.**



Canadians watch a lot of news on

- ▶ **Linear TV news programming reaches 66% of adults every week**, and 79% of Quebec Franco adults
- ▶ **Canadians watch 116 million hours of linear TV* news programming per week** (20% of total time spent with TV; 23% for Quebec Franco)
- ▶ **94% of news is watched live**
- ▶ **49% of news viewers are under 50 years old**

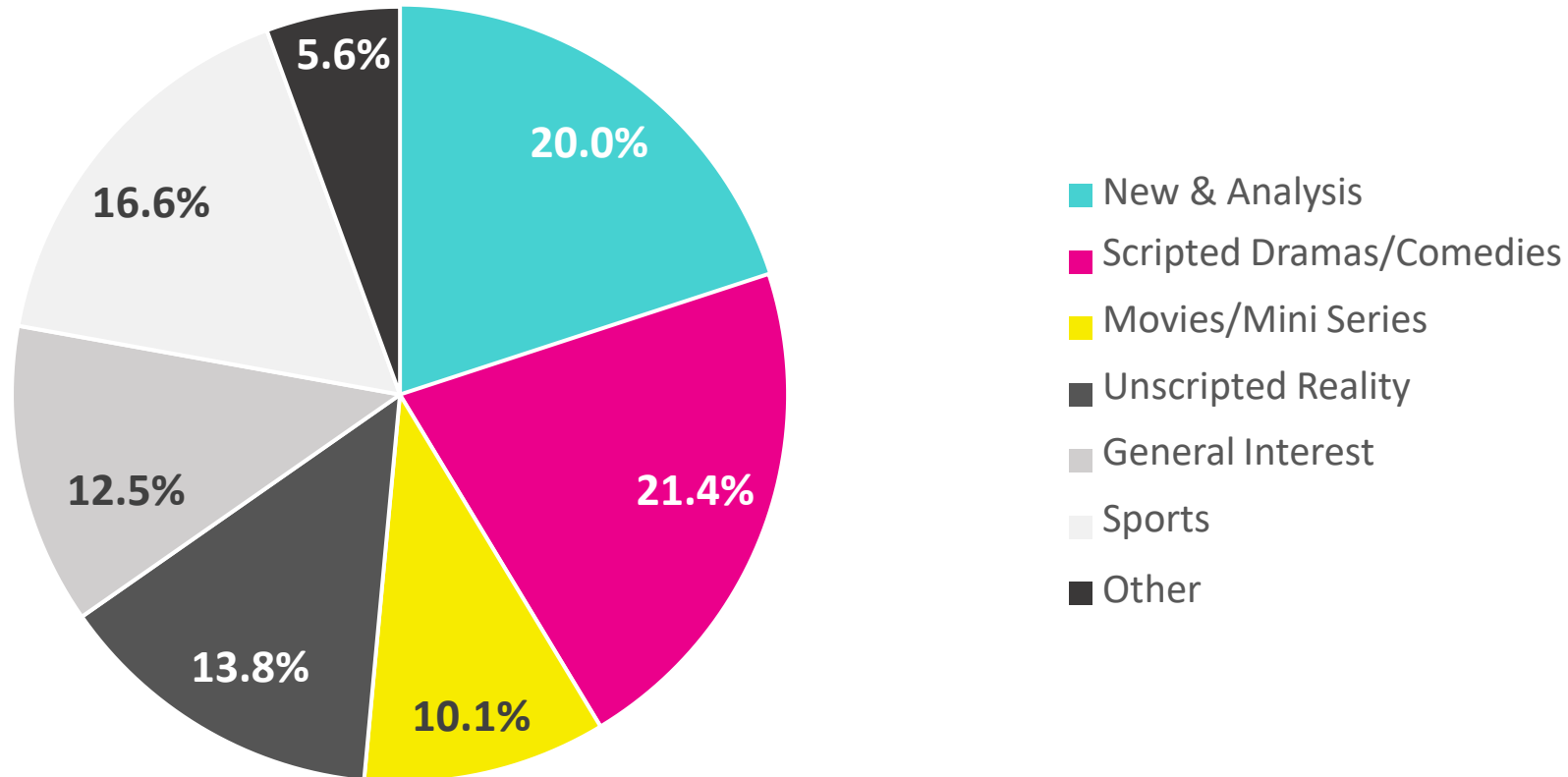
** not including broadcaster news programming's reach online and in social*



Canadians watch a lot of news on

20% of time spent watching linear TV is spent with news programming

TIME SPENT PER GENRE – A18+
% of Minutes Viewed

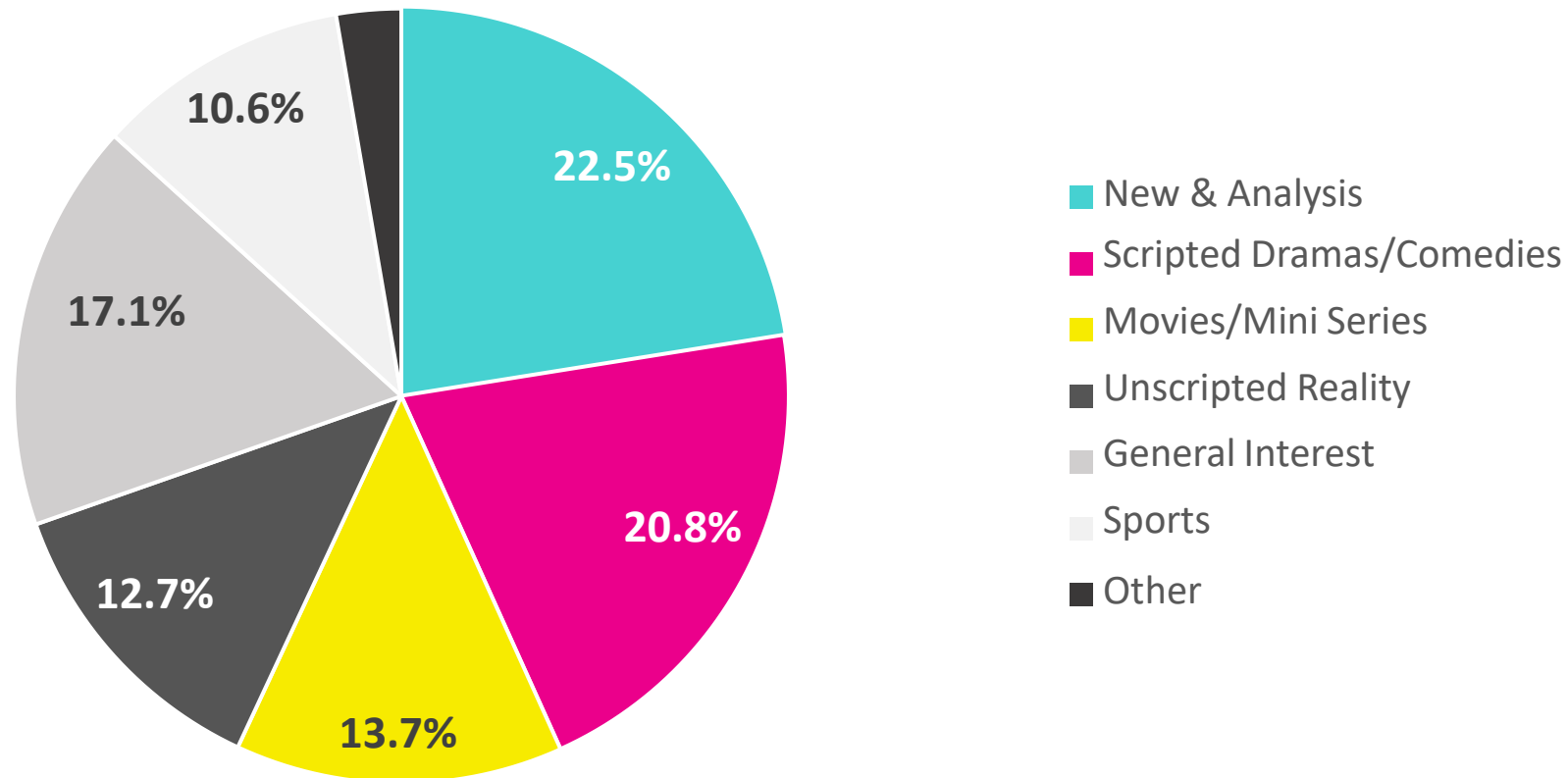


French Canadians watch a lot of news on



22.5% of time spent watching linear TV is spent with news programming

TIME SPENT PER GENRE – QUEBEC FRANCO 18+ % of Minutes Viewed



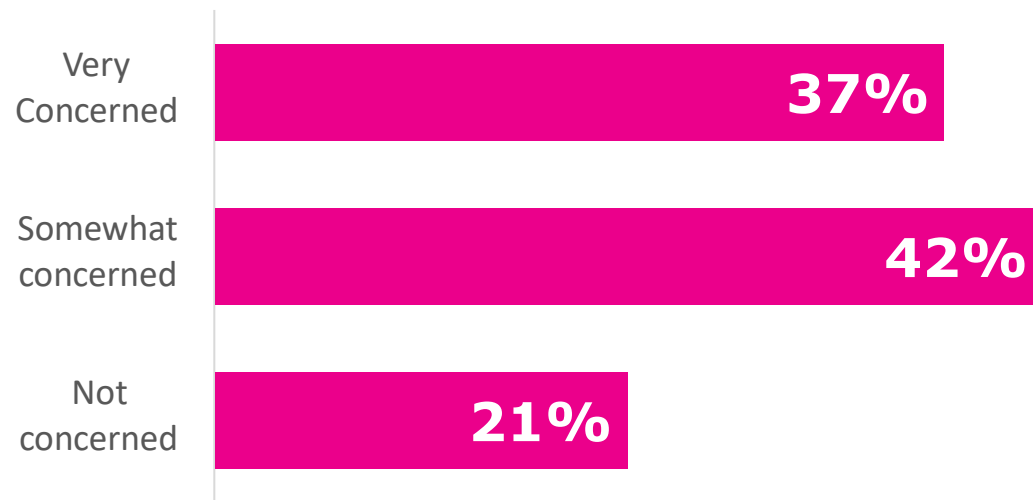


trust in news

concern about fake news is high

79% of Canadians are either "very" or "somewhat" concerned about fake news – and 50% say they have grown "more concerned" in the last 3 years

Are you concerned about 'fake news'?

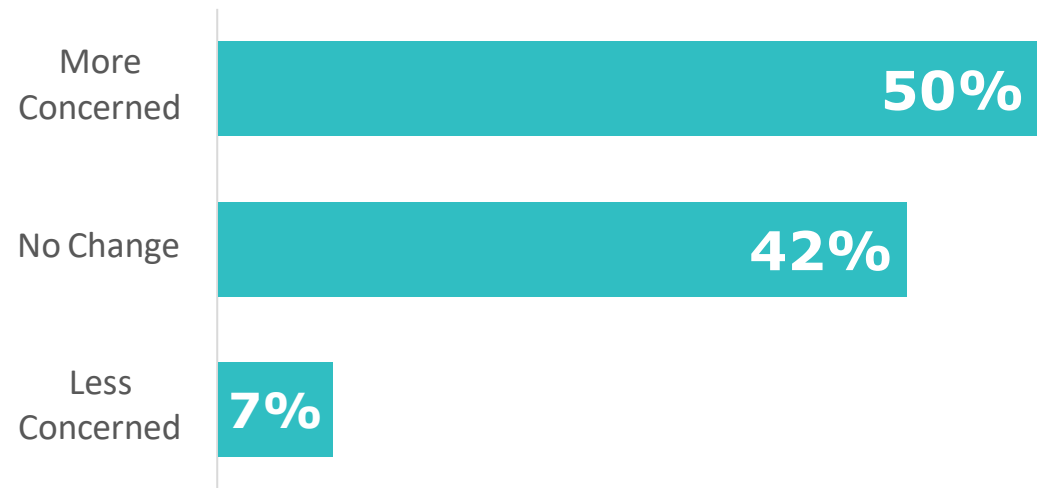


Similar across age groups & gender:

A18-34: 34% (very); 45% (somewhat); 20% (not concerned)

A25-54: 37% (very); 39% (somewhat); 24% (not concerned)

Are you 'more' or 'less' concerned about fake news now than you were 3 years ago?



Similar across age groups & gender:

A18-34: 44% (more); 46% (no change); 10% (less concerned)

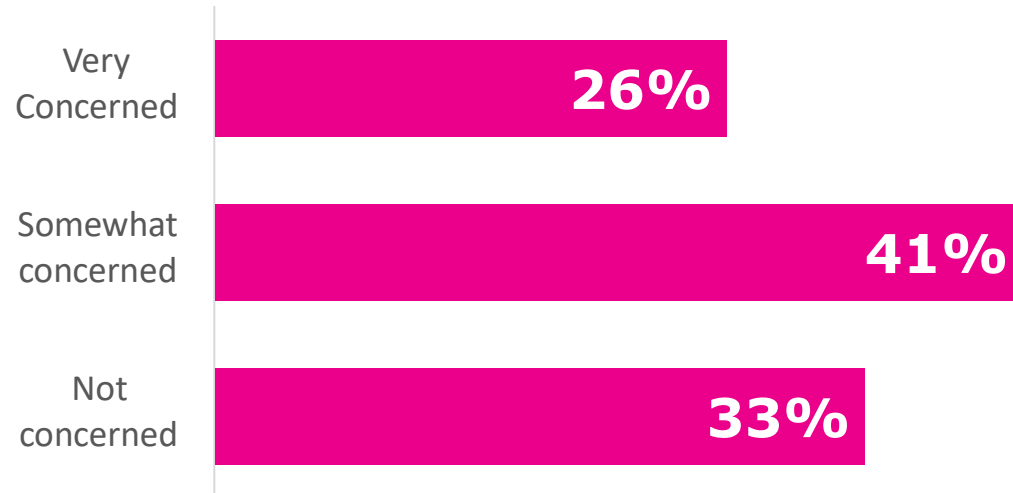
A25-54: 48% (more); 34% (no change); 8% (less concerned)

concern about fake news is high

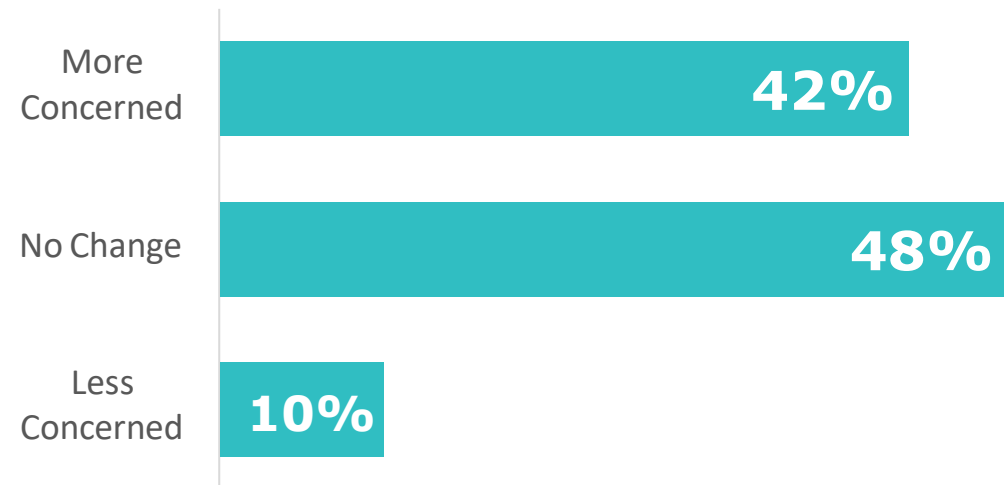
67% of French Canadians are either "very" or "somewhat" concerned about fake news, while 42% say they have grown "more concerned" in the last 3 years

QUEBEC FRANCO

Are you concerned about 'fake news'?

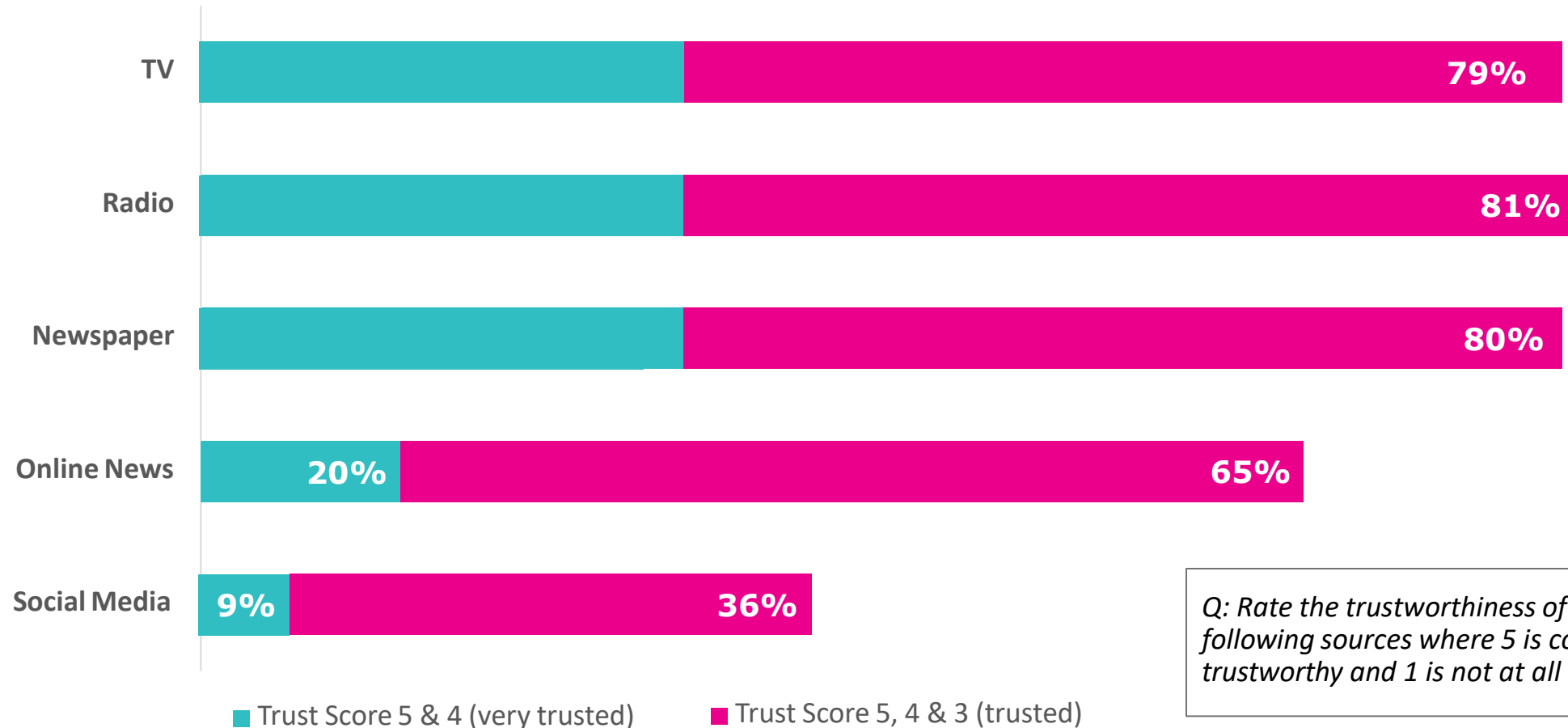


Are you 'more' or 'less' concerned about fake news now than you were 3 years ago?



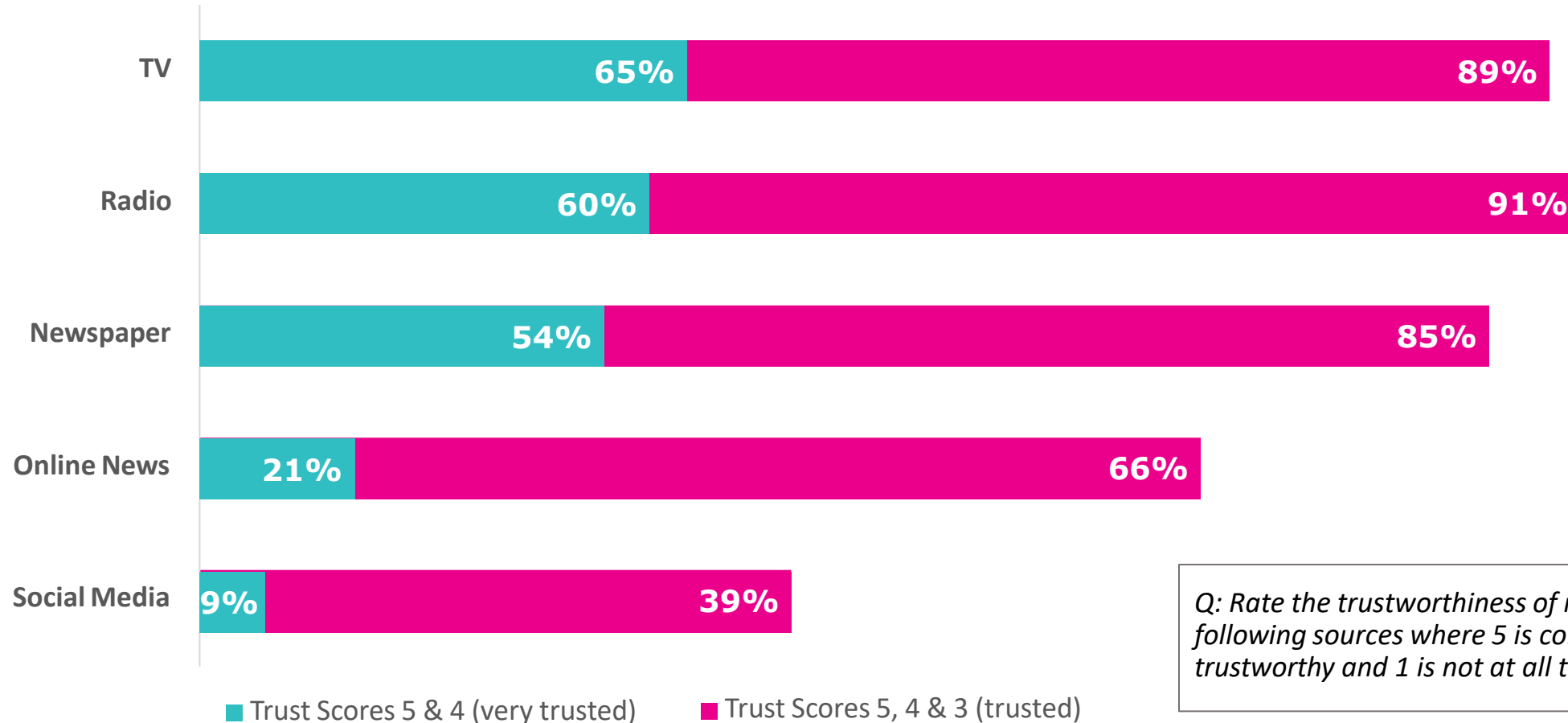
... but Canadians trust **tv** news

trust in TV, Radio and Newspaper news has gone up significantly since last year



French Canadians trust **tv** news

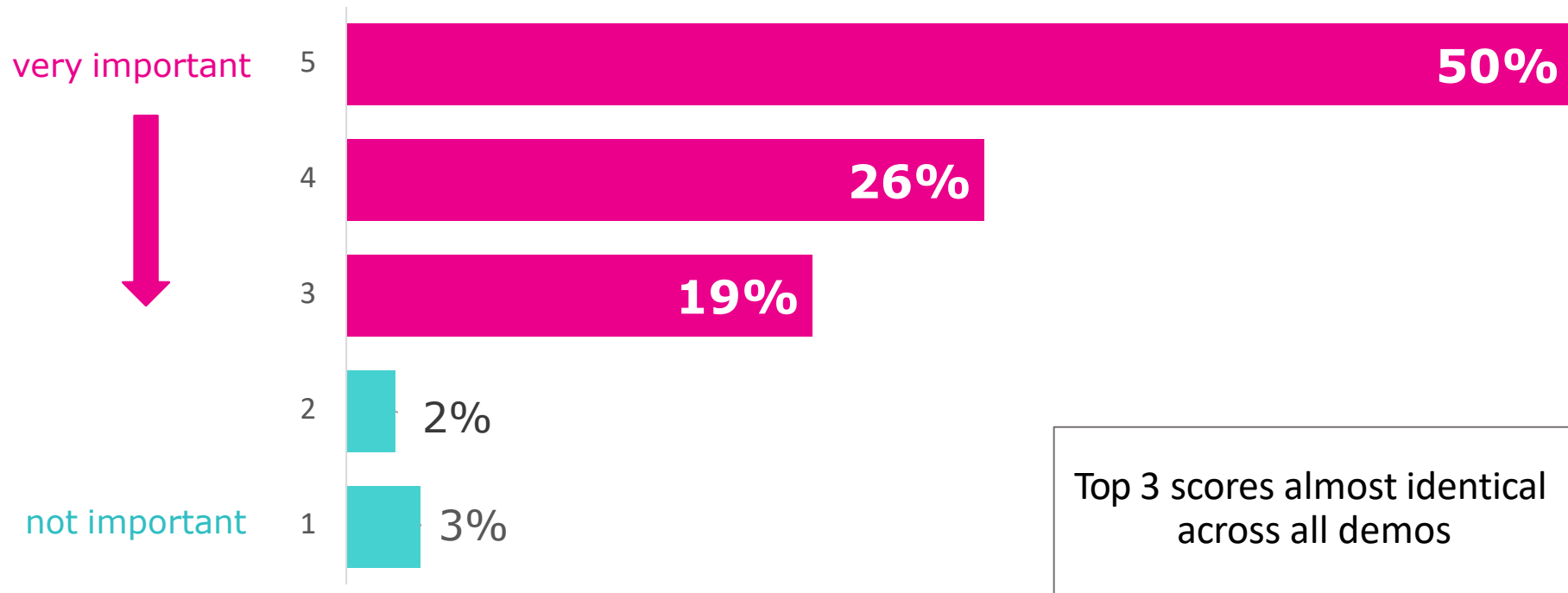
QUEBEC FRANCO



Canadians want Canadian news

95% of Canadians believe Canadian news is important

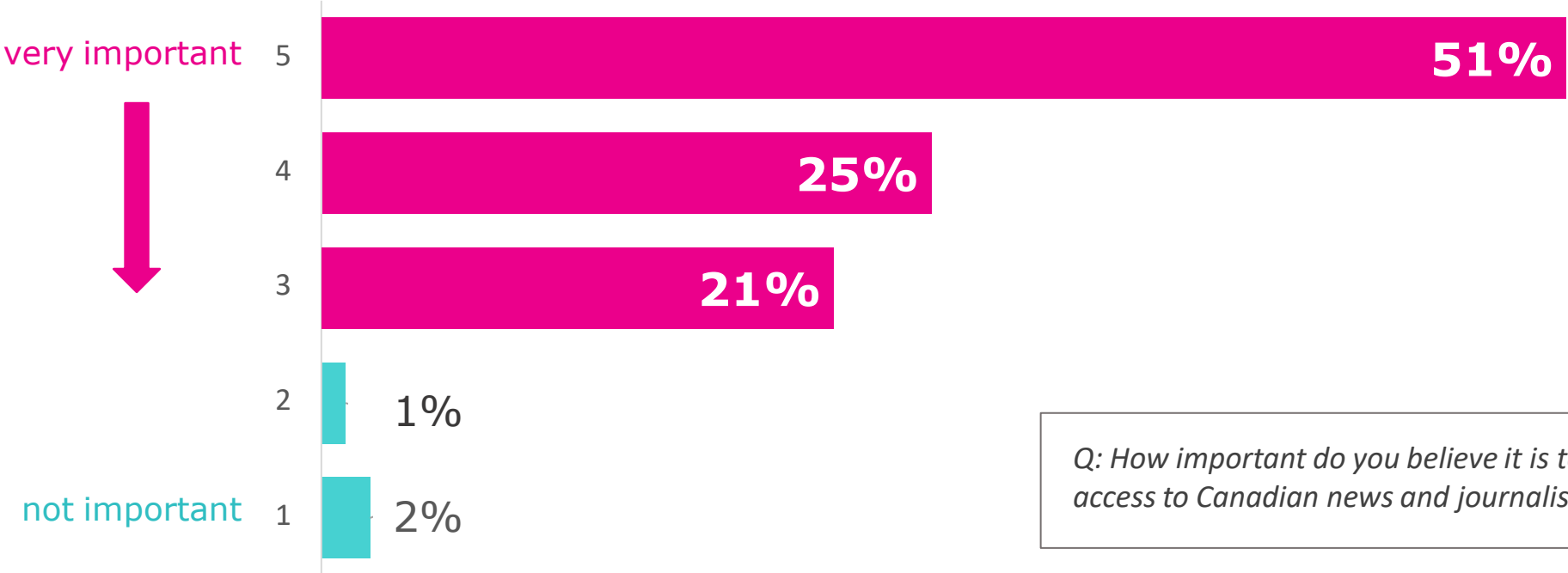
Q: How important do you believe it is to have access to Canadian news and journalism?



French Canadians agree

97% of French Canadians believe Canadian news is important

QUEBEC FRANCO



Q: How important do you believe it is to have access to Canadian news and journalism?

Source: YouGov survey, March 2023, French Canadian adults | Scale 1 – 5, where 1 is 'not important' and 5 is 'very important'

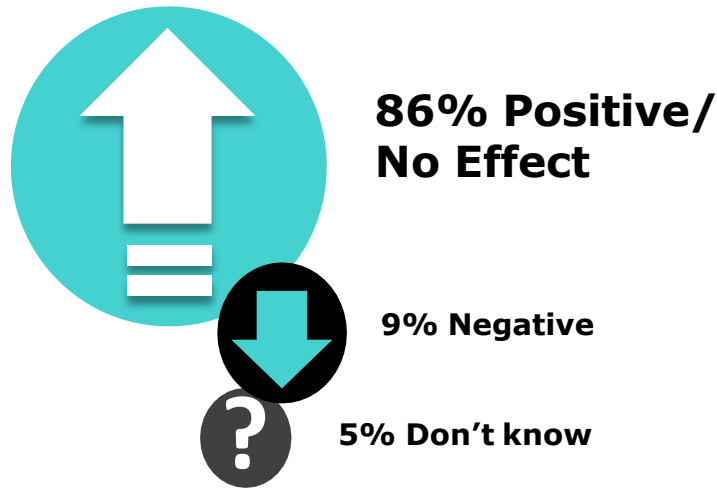


**news is a proven vehicle
for effective advertising**

news is a safe place for brands

Brand Impact on Ads Placed In Upsetting/Serious News:

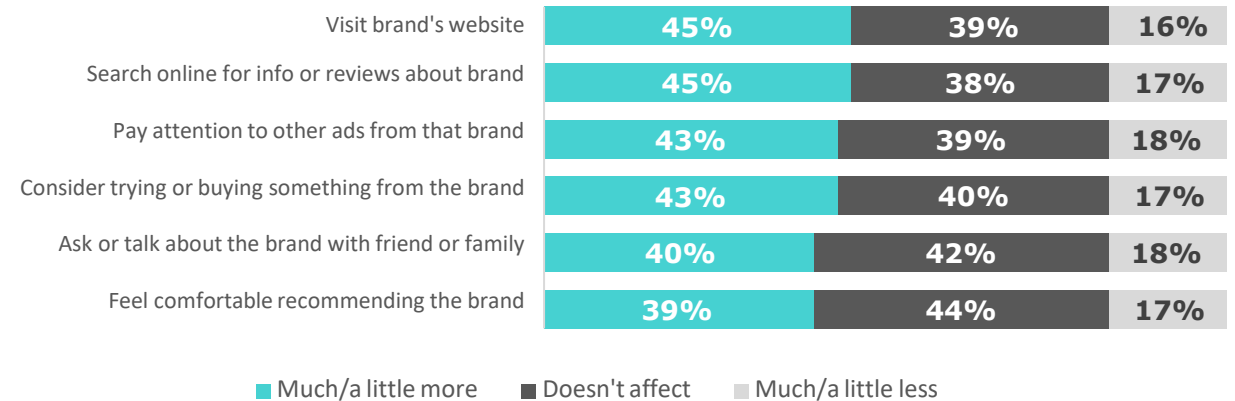
86% of News consumers believe there is either no effect or a positive effect on brands placed around serious or upsetting news.



Lifts in positive Brand attributes (relevant, believable, quality, etc.) are seen across all News topics—Serious/breaking News, lighter fare, opinion News, sports News, etc.

Positive Impact on Brand Action for Ads in News:

Brands that advertise within the News are likely to experience significant lift across the actions consumers take toward purchase—including visiting the Brand's website and recommending the Brand to others.



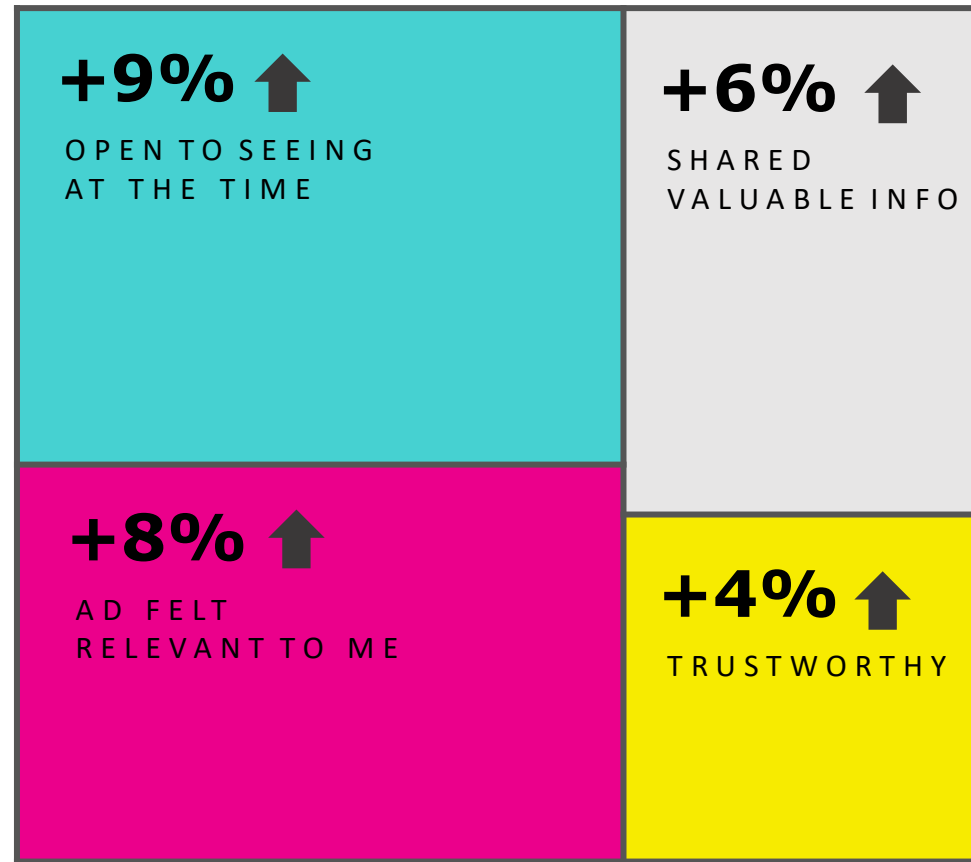
Increases in consumer actions taken upon ad exposure increase regardless of whether the ad is placed adjacent to serious/breaking News topics, opinion News, or lighter/more entertaining News topics.

positive opinions of news content aid ad perception

Ads that appear in the news are perceived as having more valuable information and are more trustworthy than when appearing in non-news

PERCEPTIONS OF ADS IN NEWS
DELTA (NEWS – NON-NEWS)

M/GNA *Disney*



Source: Magna Disney “[No News is Bad News](#)”, Nov 2021

Exposed only, News, n= 8563; Non-news, n=1221 ↑= significant difference between exposed and control groups at >=90% confidence

in summary

- **Canadians watch a lot of broadcast news**
- **Concern about fake news is high ...**
- **... but Canadians trust TV news programming, and believe Canadian news is very important**
- **Broadcast news is regulated, professionally produced content developed using high journalistic standards**
- **News programming provides a valuable context for brand advertising**



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