

the value of TV news

think tv

think



the tremendous **value** of broadcast news

for both Canadians and advertisers

A healthy democracy requires trusted journalism — reporting that's well-researched, fair, and widely available. Canadian broadcasters recognize this responsibility and take pride in delivering high-quality news across television, radio, and digital platforms that millions rely on every day.

It's critical work: A full **96% of Canadians say that access to Canadian news and journalism is important.**

At the same time, concern about fake news is growing: **90% of Canadians are "very" or "somewhat" concerned about fake news**, marking a significant increase of over 10 percentage points since March 2023.

The good news? **Canadians trust TV news programming** — which helps explain why we watch so much of it. News programming makes up 21% of time spent watching TV, 92% of it live.

TV news is not just widely watched and trusted by viewers, it is **a great investment for advertisers**. Canadians rank ads shown during news programs as the **most trustworthy, memorable, and attention-grabbing** compared to other TV genres.

Supporting Canadian news is not just good for the country, it's good for business.



Canadians **watch a lot** of news on TV



Linear TV news programming reaches 51% of adults every week — more if you include broadcaster online content



91% of news is watched live



Over a 1/3 of young Canadian adults (36% of adults 18-49) watch TV news programming on a weekly basis



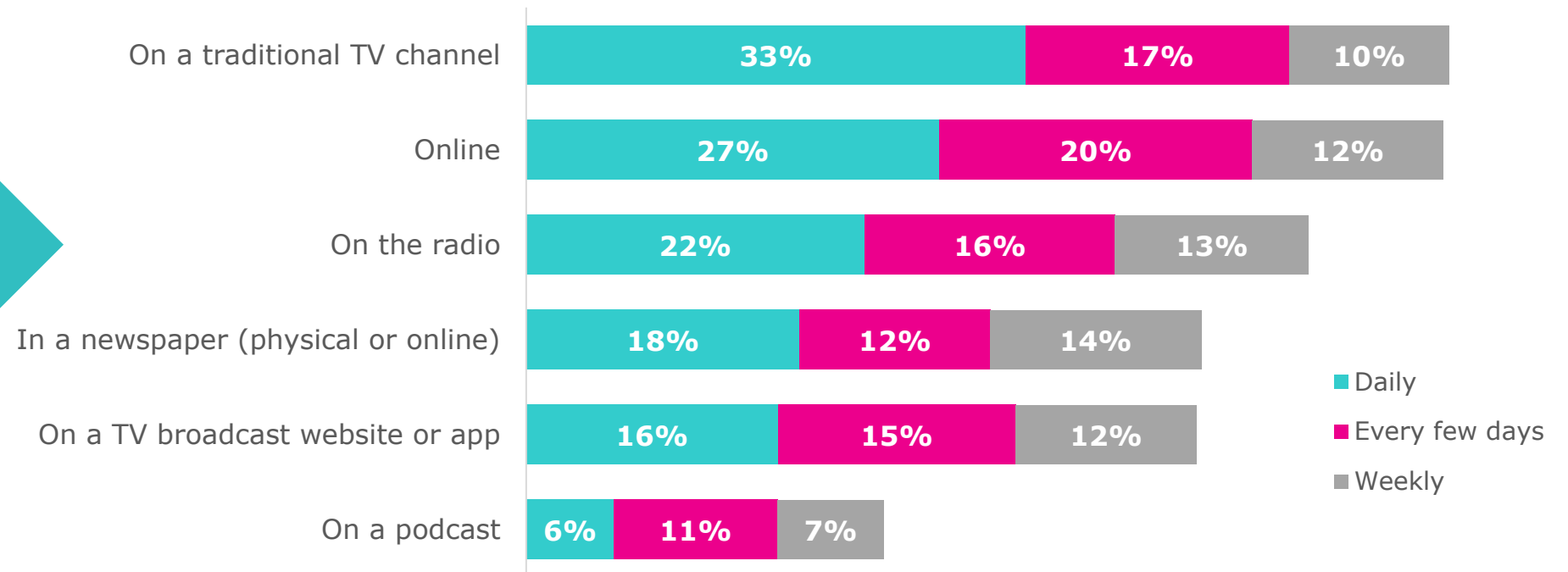
Canadians watch 80 million hours of linear TV news programming per week (20% of total time spent with TV; 23% for Quebec Franco)



TV is the **top choice** for national news

60% of Canadians access national news **via a TV channel** on a weekly or more frequent basis; 43% on a broadcaster website or app

NEWS SOURCES



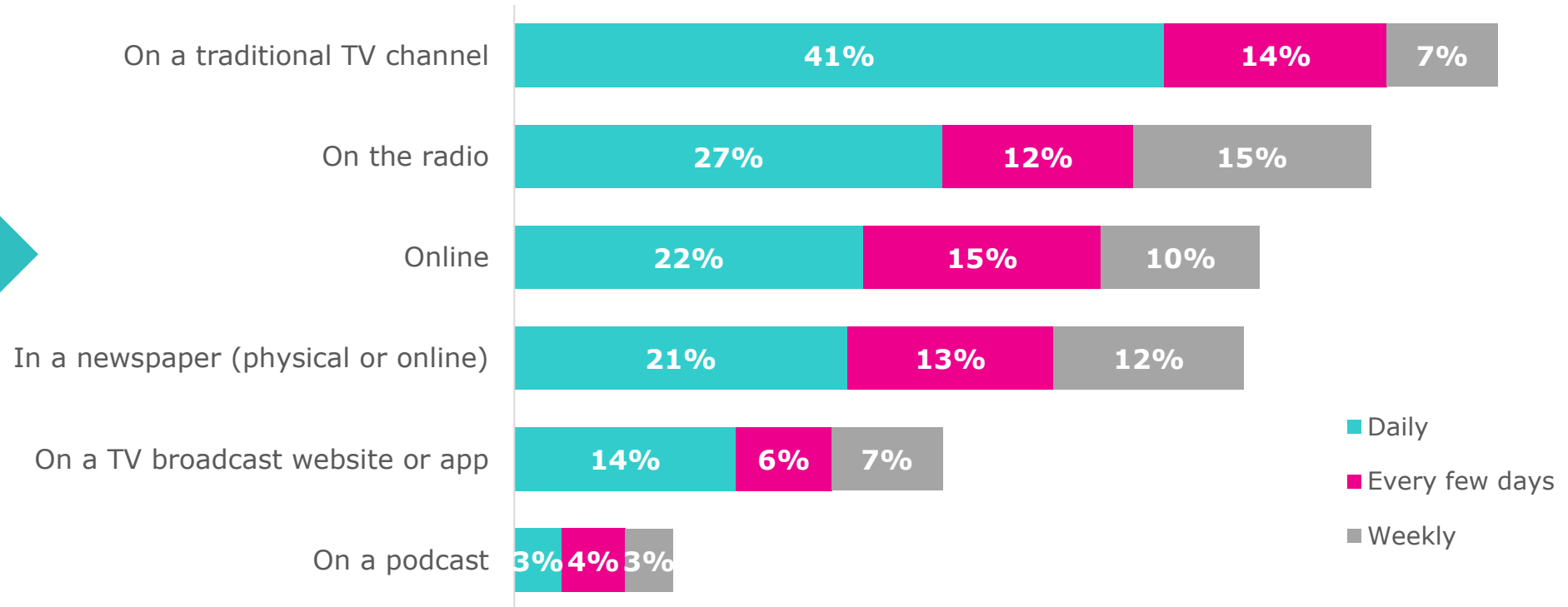
Q: How often, if ever, do you consumer Canadian national news using the following platforms?

TV is the **top choice** for national news in Quebec

62% of Quebec

Francophones access national news via a TV channel on a weekly or more frequent basis; 27% on a broadcaster website or app

NEWS SOURCES Quebec, French Language

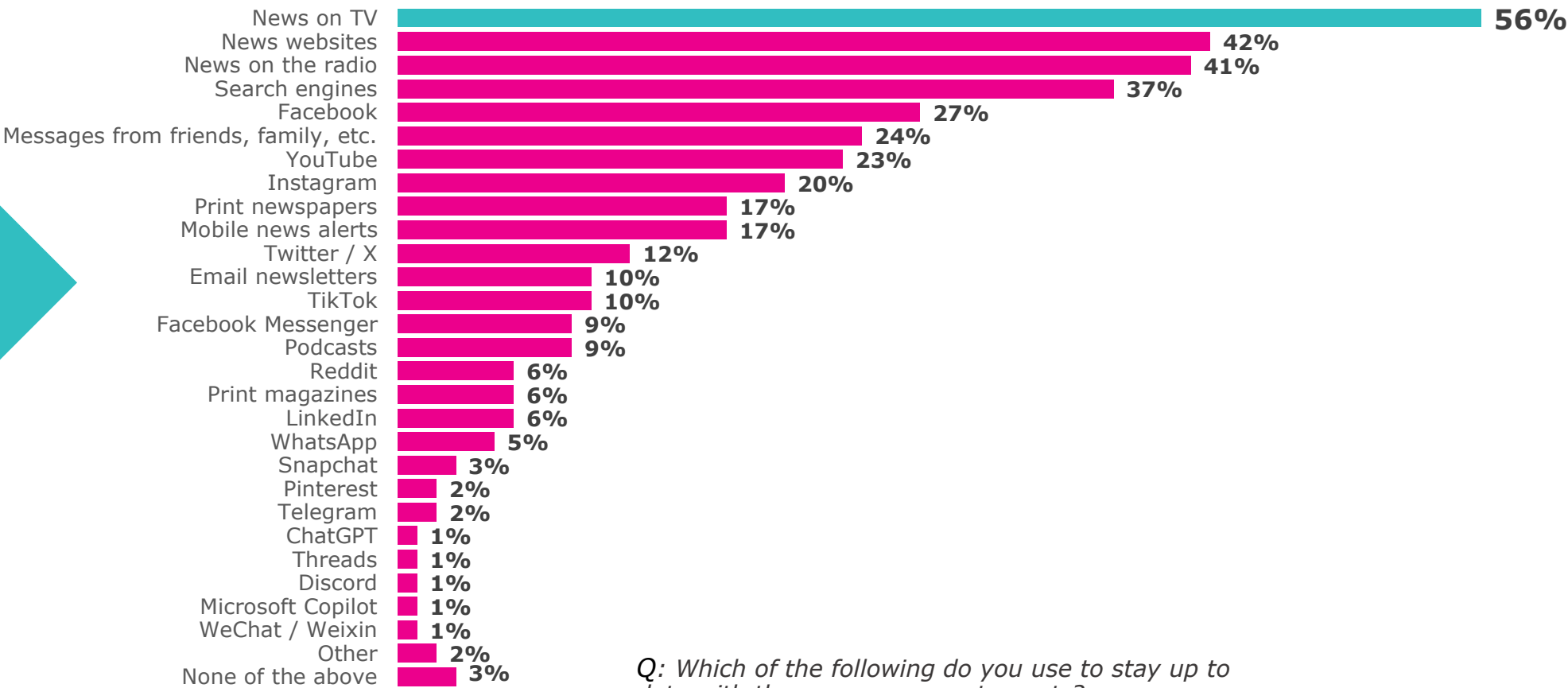


Q: How often, if ever, do you consumer Canadian national news using the following platforms?

news on TV is the most common source of news

news on TV, news websites, and news on the radio are the top three sources that Canadians say they use to stay up to date with news and current events

MOST COMMON NEWS SOURCES IN CANADA



Q: Which of the following do you use to stay up to date with the news or current events?

investment in TV news is huge

Canadian television broadcasters spent

\$643 million

on news programming in 2024 alone

no other medium invests more in news

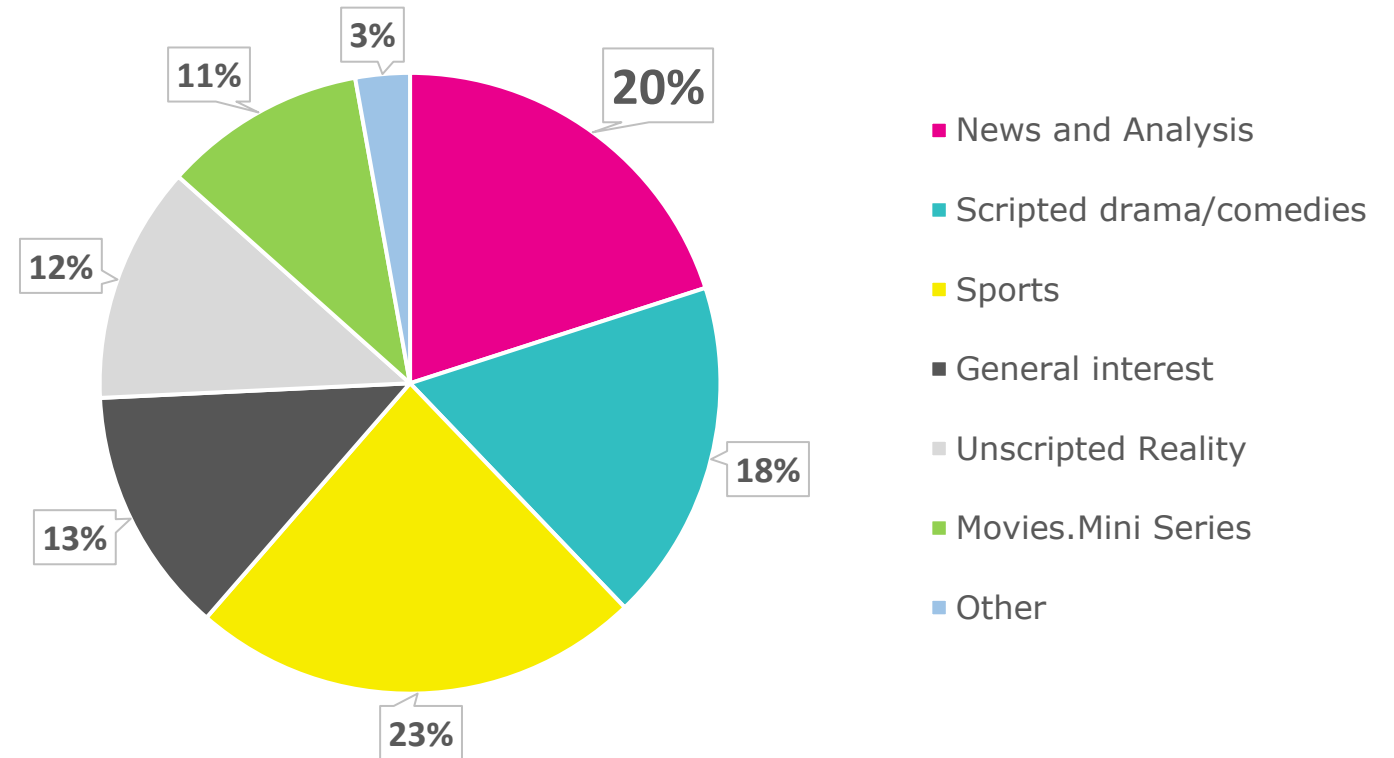


Canadians watch a lot of **news on TV**

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

TIME SPENT PER GENRE

ADULTS 18+ | % of minutes viewed



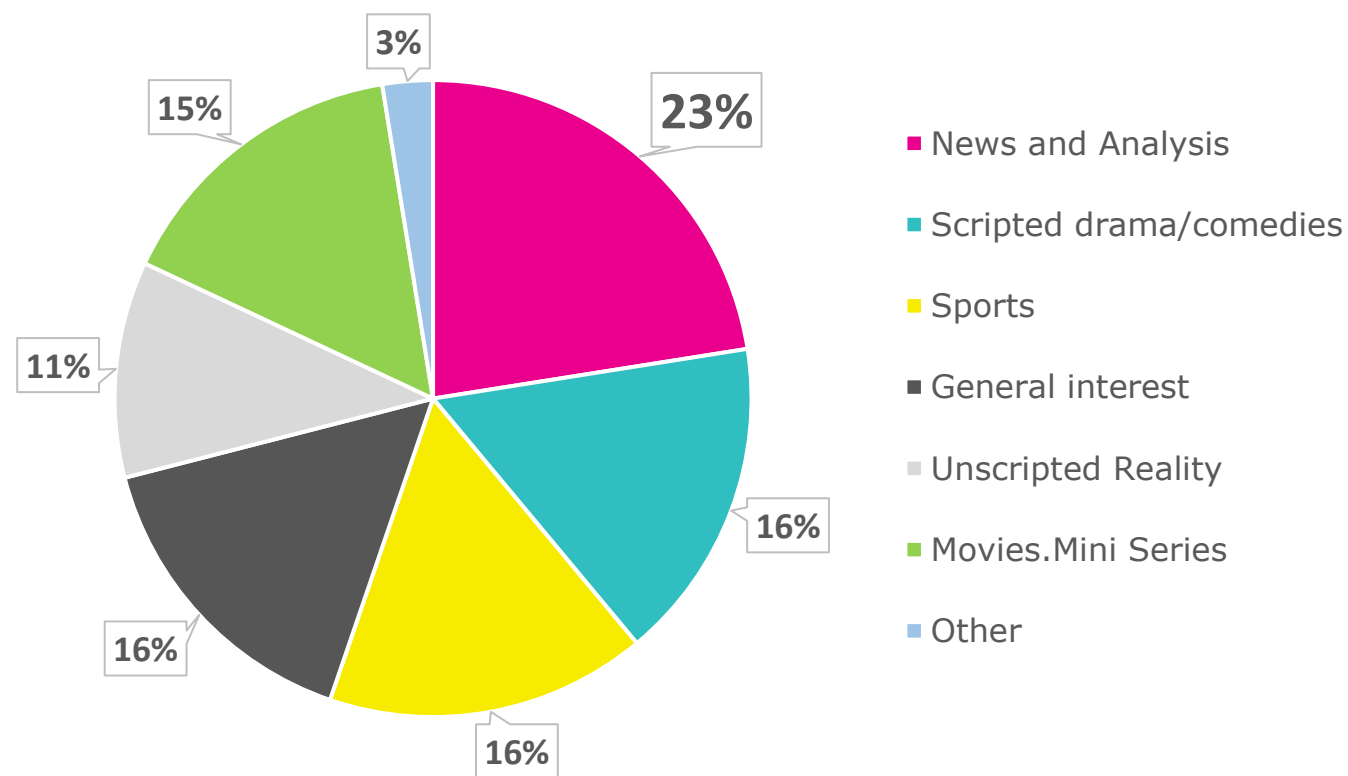
French Canadians watch a lot of **news on TV**

23% of time spent watching linear
TV is spent with news programming

TIME SPENT PER GENRE

QUEBEC FRANCO 18+

% of minutes viewed



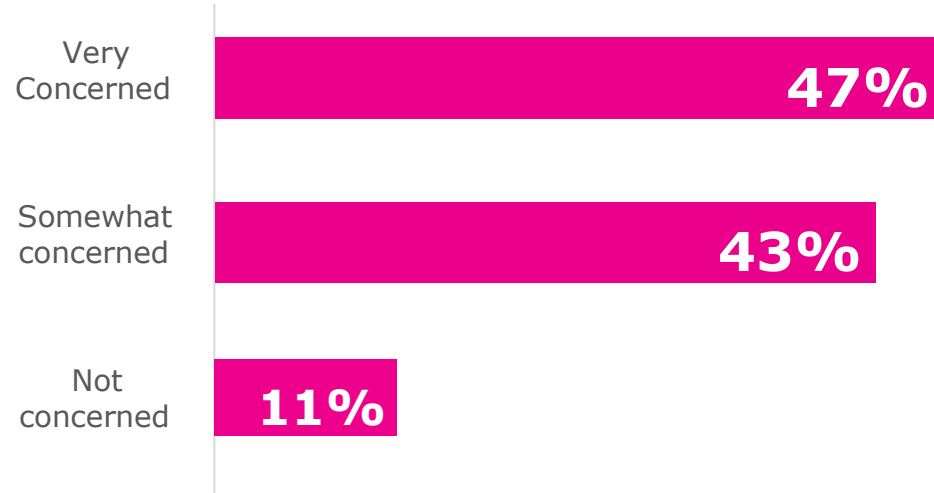


trust in news

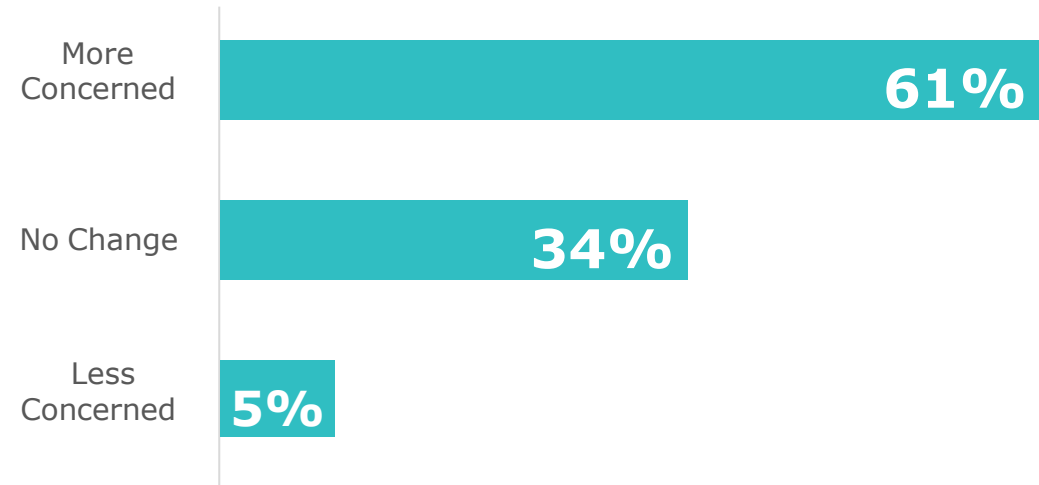
concern about fake news is **high**

90% of Canadians are either “very” or “somewhat” concerned about fake news - and 61% say they have grown “more concerned” in the last 3 years

Are you concerned about ‘fake news’?



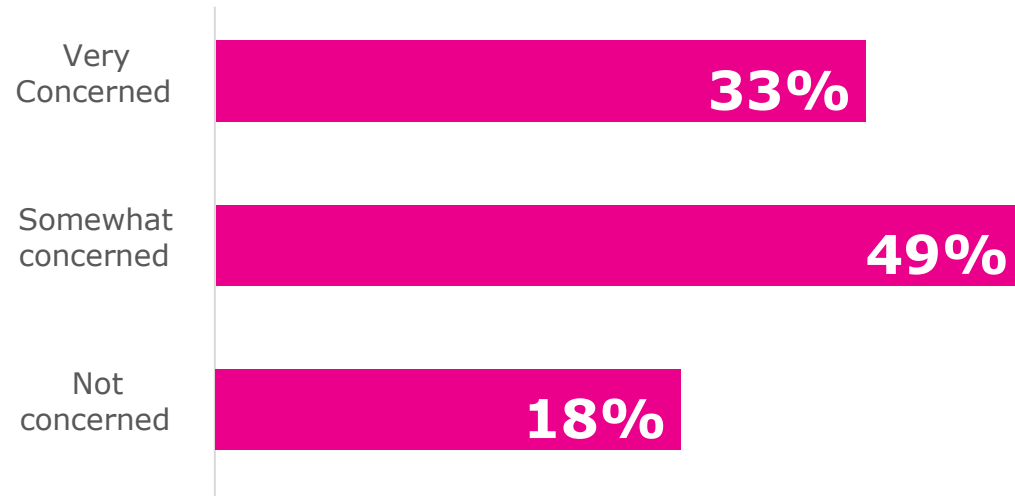
Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?



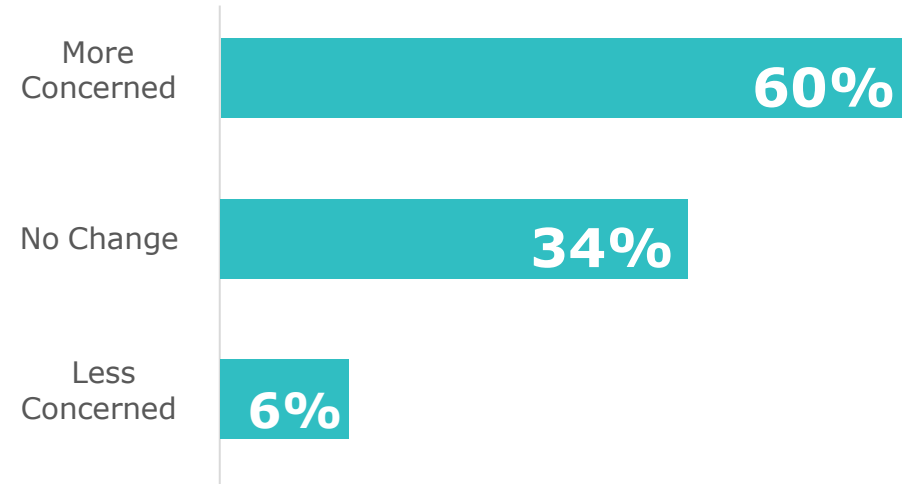
concern about fake news is **high** in Quebec

82% of **Quebec Francophones** are either “very” or “somewhat” concerned about fake news, while 60% say they have grown “more concerned” in the last 3 years

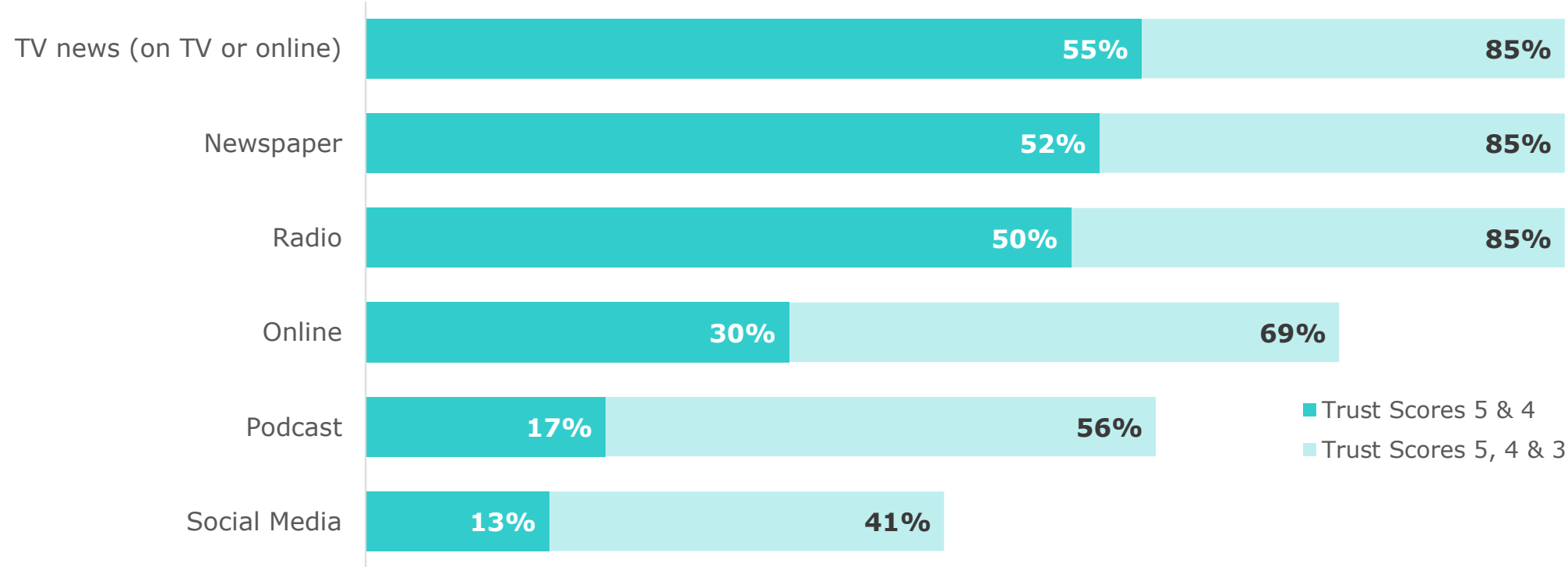
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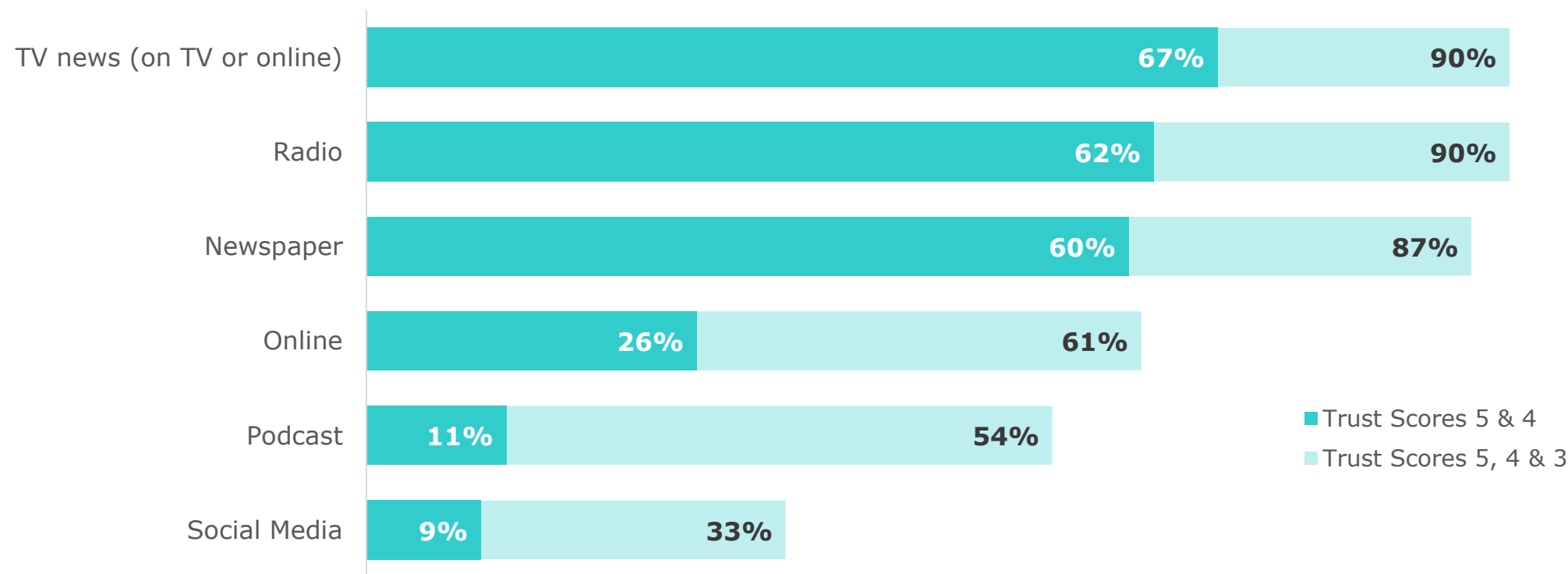
Canadians **trust** TV news



Q: Rate the trustworthiness of news from the following sources where 5 is completely trustworthy and 1 is not at all trustworthy

Quebec Francophones

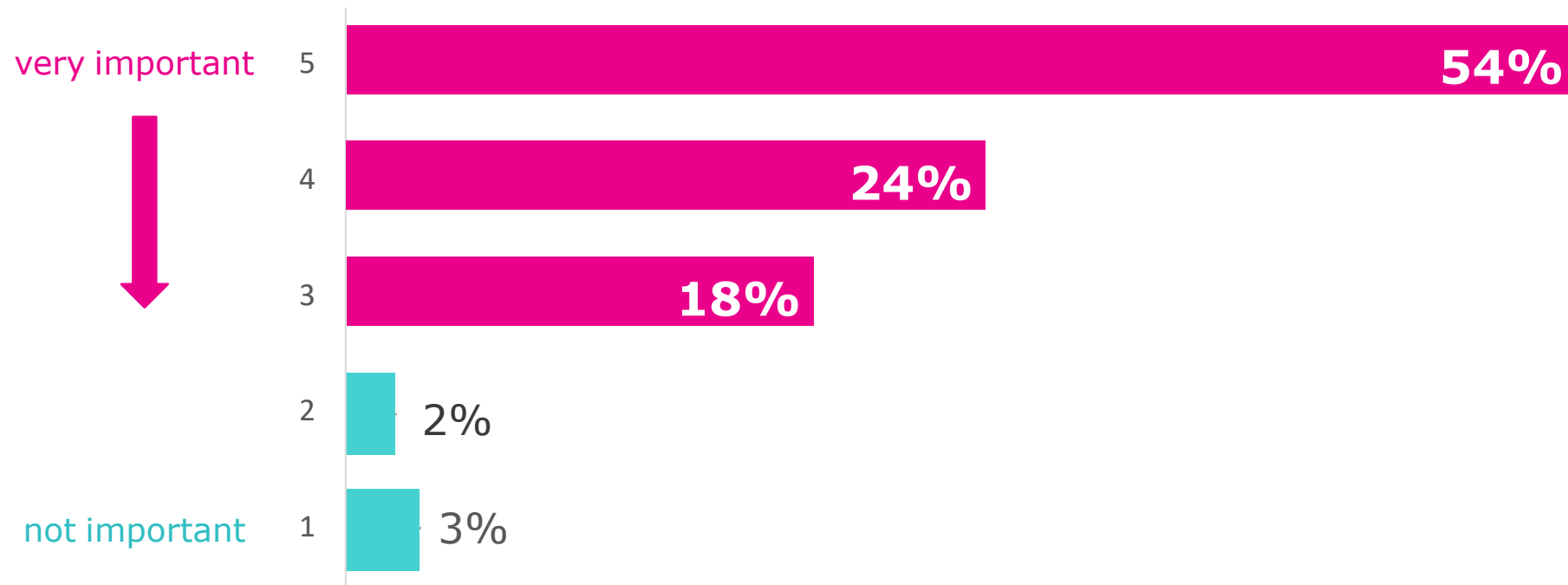
trust TV news



Q: Rate the trustworthiness of news from the following sources where 5 is completely trustworthy and 1 is not at all trustworthy

Canadians **want** Canadian news

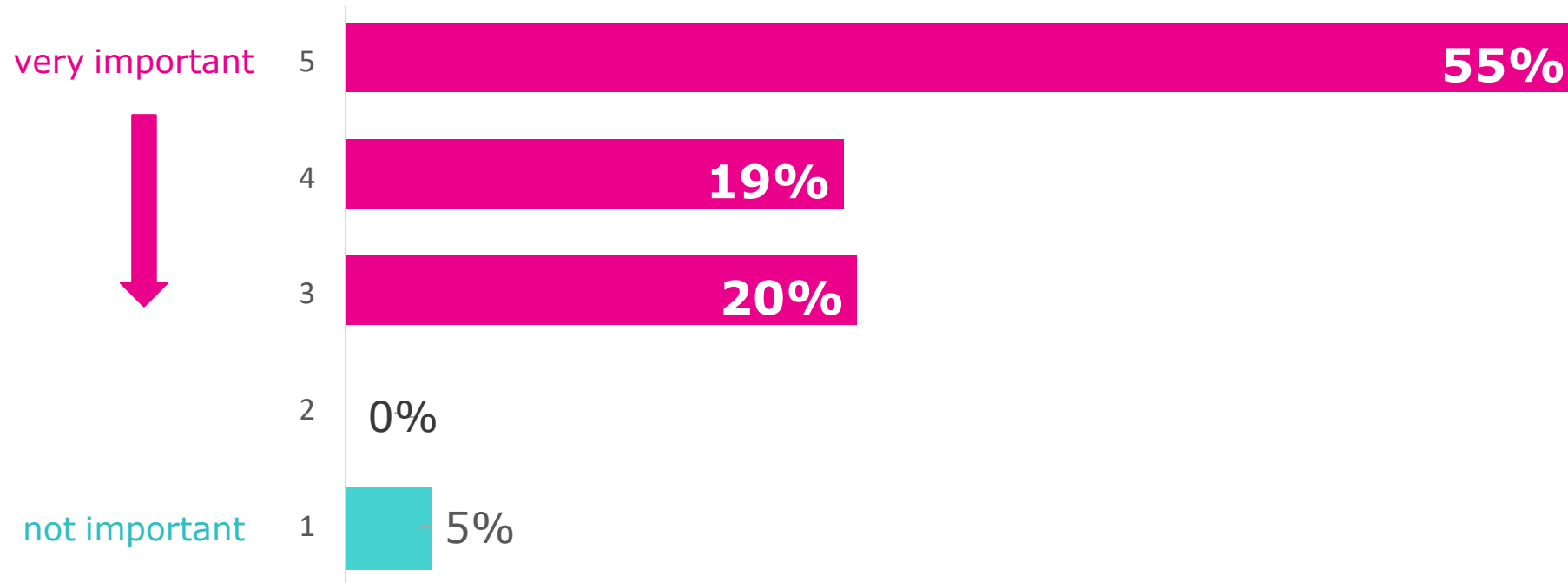
96% of Canadians believe Canadian news is important



Q: On a scale of 1-5 where 5 is VERY important and 1 is NOT AT ALL important, how important do you believe it is to have access to Canadian news and journalism?

Quebec Francophones **want** Canadian news

94% of **French speakers in Quebec** believe Canadian news is important



Q: On a scale of 1-5 where 5 is VERY important and 1 is NOT AT ALL important, how important do you believe it is to have access to Canadian news and journalism?



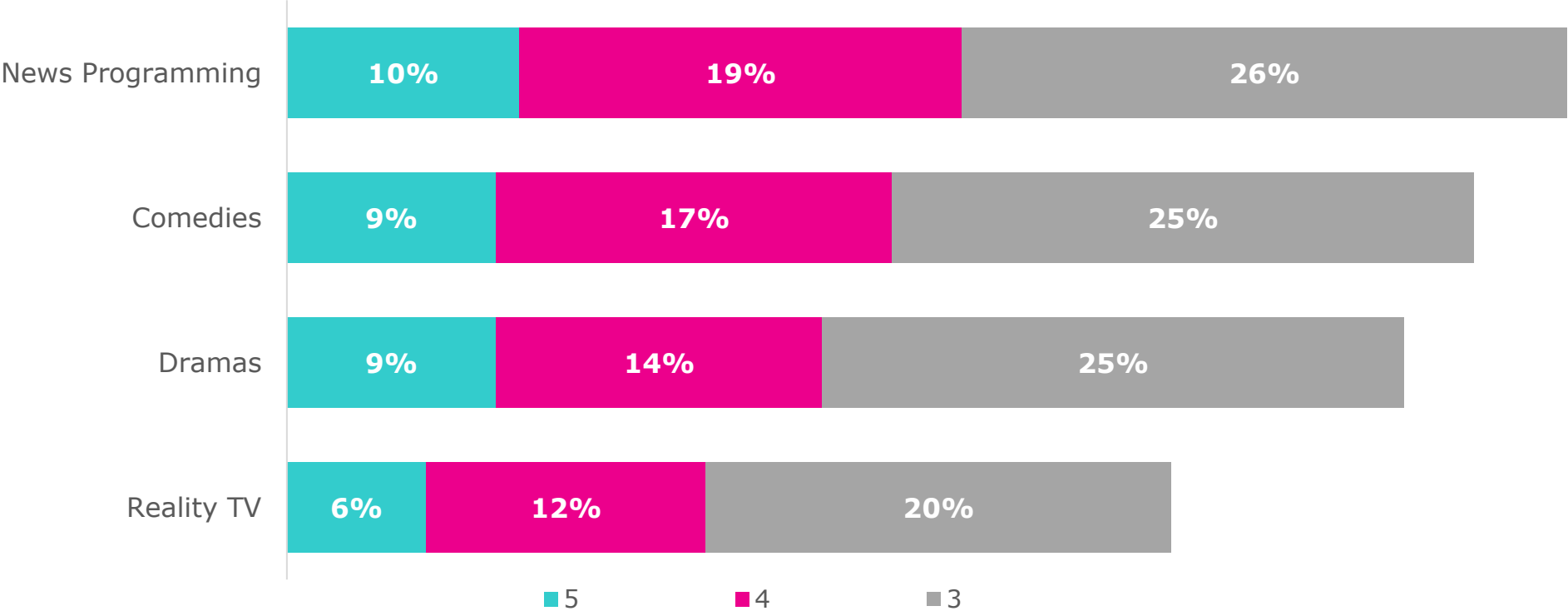
**news is a proven vehicle
for effective advertising**

it is both **safe** & **effective** to advertise in news programming

- Canadians say that advertising within news programming is most likely to get their **attention**, be **trusted**, and be **memorable**
- Ads placed adjacent to stories covering politics or crime **perform as effectively** as ads placed next to a positive business story, sports and entertainment.

advertising in news scores highest on attention

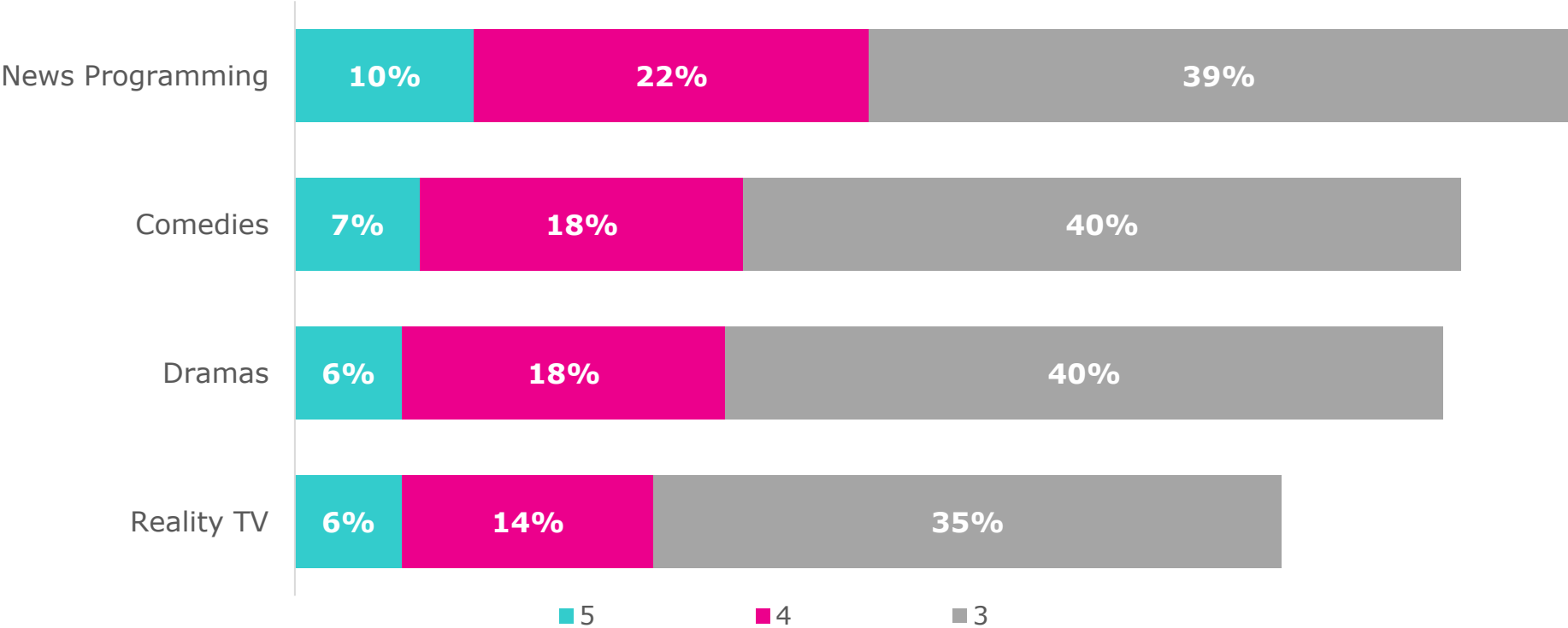
Canadians say advertising within news programming is most likely to get their attention



Q: On a scale of 1-5 where 5 is A LOT of attention and 1 is NO attention, how much attention, if any, do you pay to advertising that appears during commercial breaks while you are watching the following genres of programming?

advertising in news scores highest on **trust**

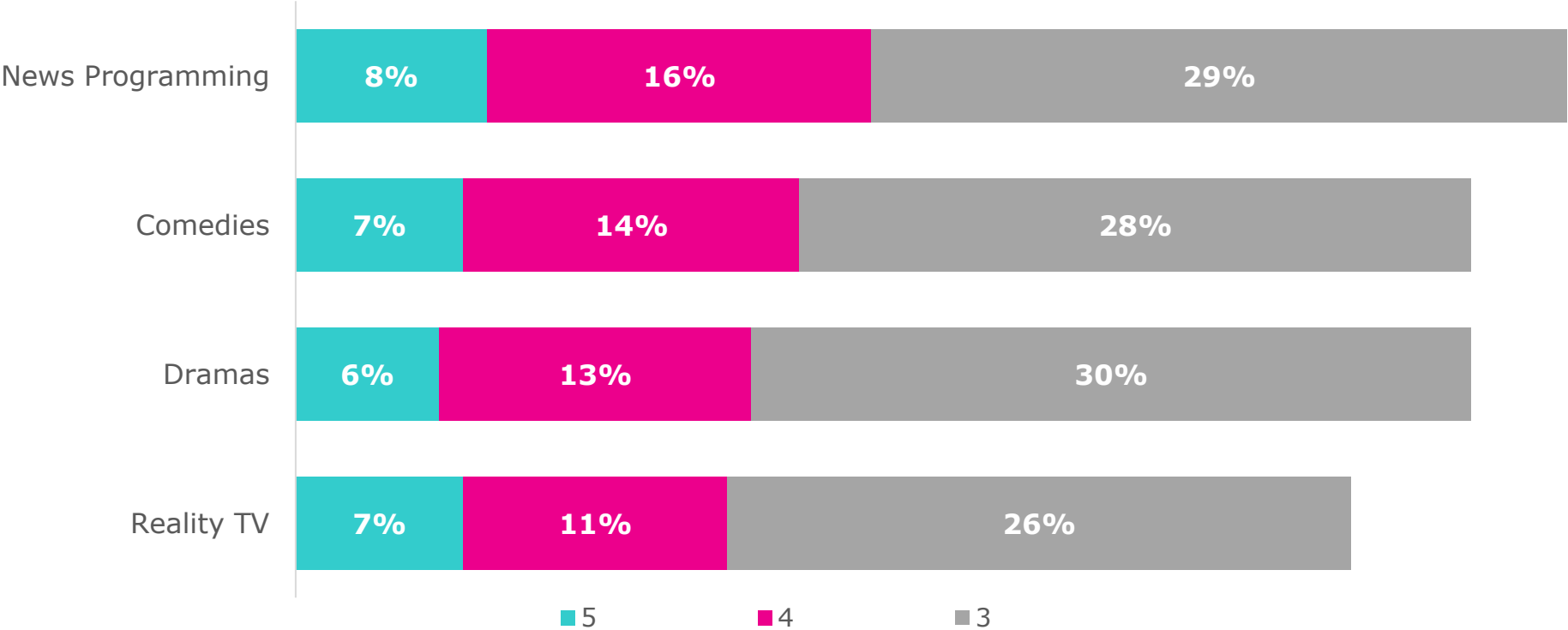
Canadians are most likely to trust advertising
within news programming



Q: On a scale of 1-5 where 5 is COMPLETELY trustworthy and 1 is NOT AT ALL trustworthy, how trustworthy, if at all, do you find advertising that appears during commercial breaks while you are watching the following genres of programming?

advertising in news is most memorable

Canadians are most likely to remember advertising that appears in news programming



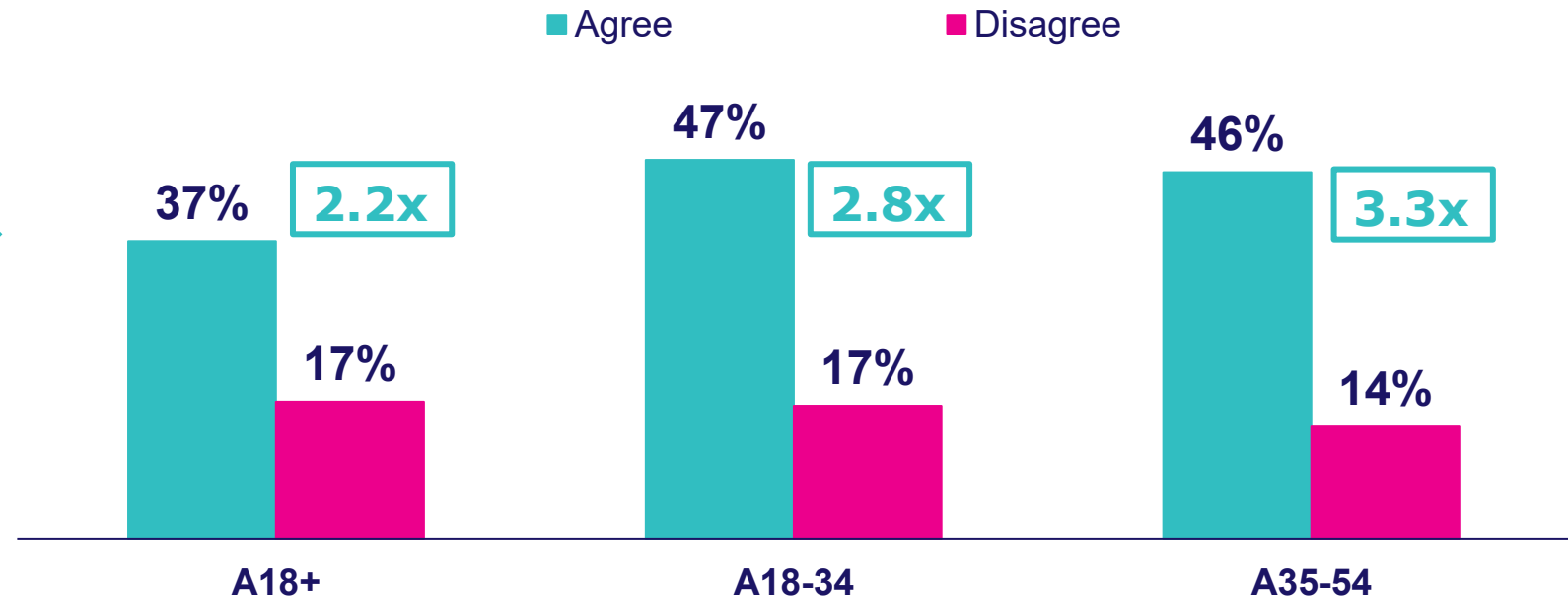
Q: How likely are you to remember the advertising that appears during commercial breaks while you are watching the following genres of programming (on a scale of 1-5 where 5 is DEFINITELY remember and 1 is DEFINITELY NOT remember)?

local TV news positively impacts brand perception

across audiences, including younger adults

Respondents were 2x – 3x as likely to have a more positive opinion of brands that advertise within local TV news

ADVERTISING IN LOCAL NEWS HAS POSITIVE IMPACT



Q: Please rate your agreement with the following statements - 'I have a better opinion of brands that advertise during local TV news.'

concern about advertising w/in news programming is misplaced

ads placed adjacent to news stories perform as effectively as ads in business, sports and entertainment content

AVG BRAND REPUTATIONAL METRICS

66.9%

8 metric average

'not brand safe' content

Global Politics, Canadian Politics, Crime

67.5%

8 metric average

'brand safe' content

Business, Entertainment, Sport

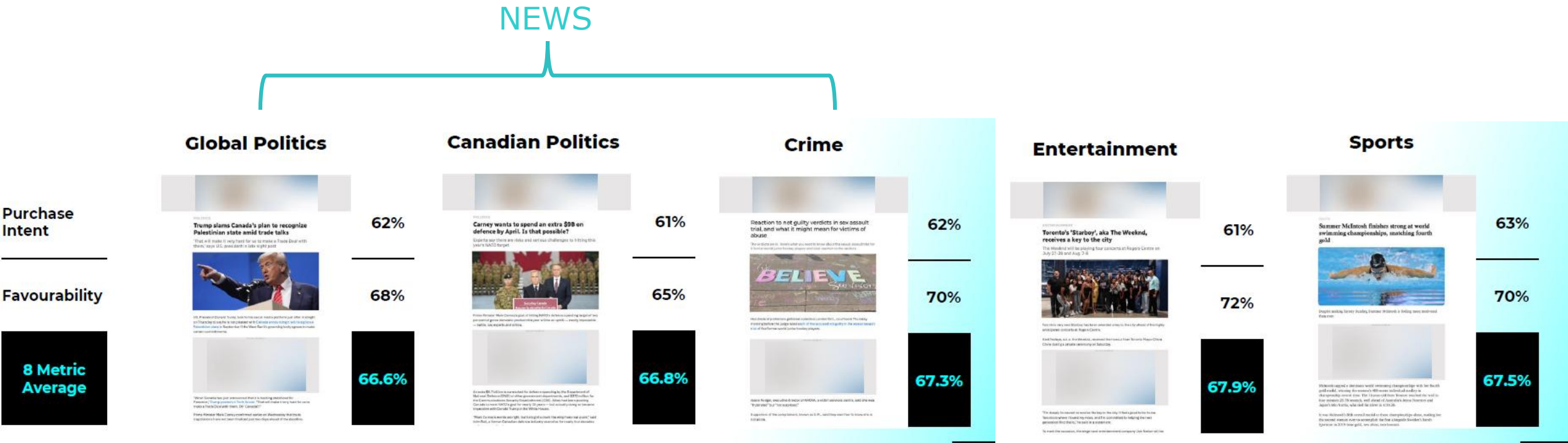
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

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: *Future of News Canada*, September 2025, Stagwell

ads adjacent to news content perform equally well



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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ads perform the same no matter the content adjacency

NEWS

reputational brand metric (% top 2 box)	average (across topics)	global politics (across brands)	Canadian politics (across brands)	crime (across brands)	business (across brands)	entertainment (across brands)	sports (across brands)
purchase intent	62%	62%	61%	62%	61%	61%	63%
favourability	69%	68%	65%	70%	69%	72%	70%
cares about customers	68%	67%	67%	69%	68%	67%	68%
trustworthy	75%	75%	75%	76%	74%	75%	75%
good value	71%	72%	71%	69%	72%	72%	72%
want to work at	47%	46%	48%	48%	48%	48%	47%
right values	68%	66%	69%	68%	68%	70%	69%
quality products	77%	77%	78%	76%	77%	79%	77%
8 metric average	67.2%	66.6%	66.8%	67.3%	67.1%	67.9%	67.5%

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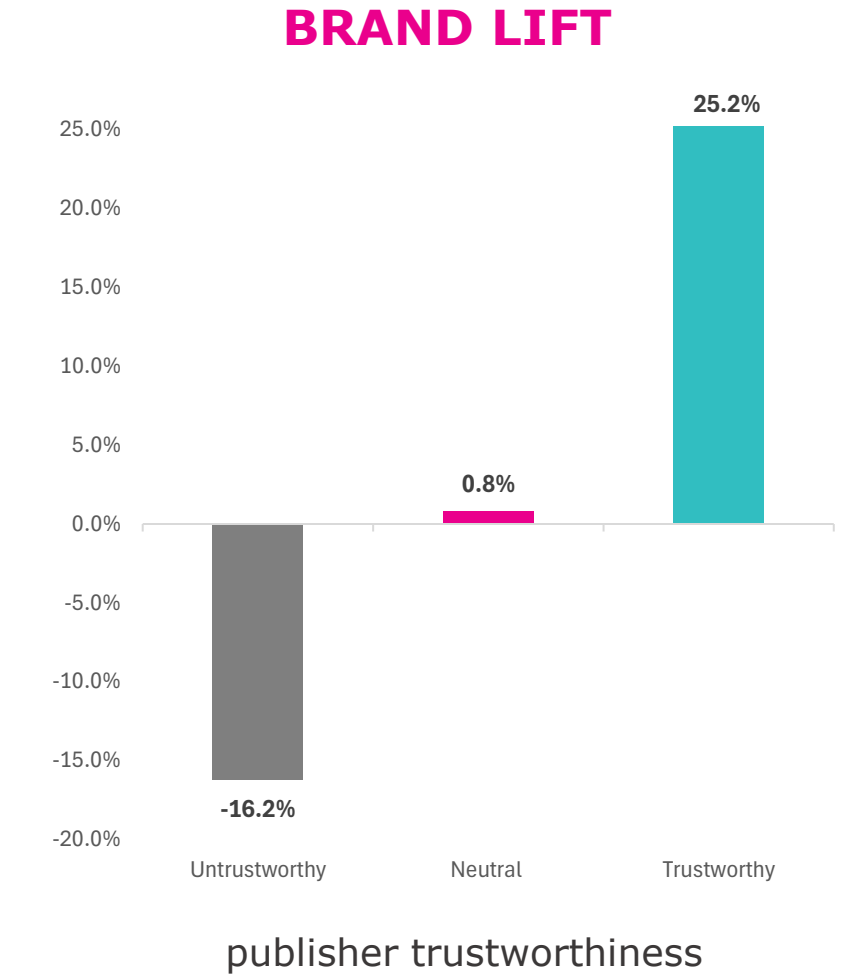
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trustworthy environments online **drive** brand lift

our trusted Canadian broadcasters also deliver regulated, professionally produced news content on their respective websites that offer excellent advertising opportunities.

and that's important, because a recent Canadian study lead by Cossette Media found that trusted online news sites deliver value to brands:

- **trustworthy environments lead to a 25% lift** in brand rating (while not surprisingly, untrustworthy sites see brands take a hit of 16%)
- all news is good news: **'hard news' has strong positive brand ratings** that are equal to soft news



the value of TV news

key takeaways

- 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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news

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