

# the value of TV news



think tv



# 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 57% of adults every week** — more if you include broadcaster online content



**92% of news is watched live**



**48% of news viewers are under 50 years old**



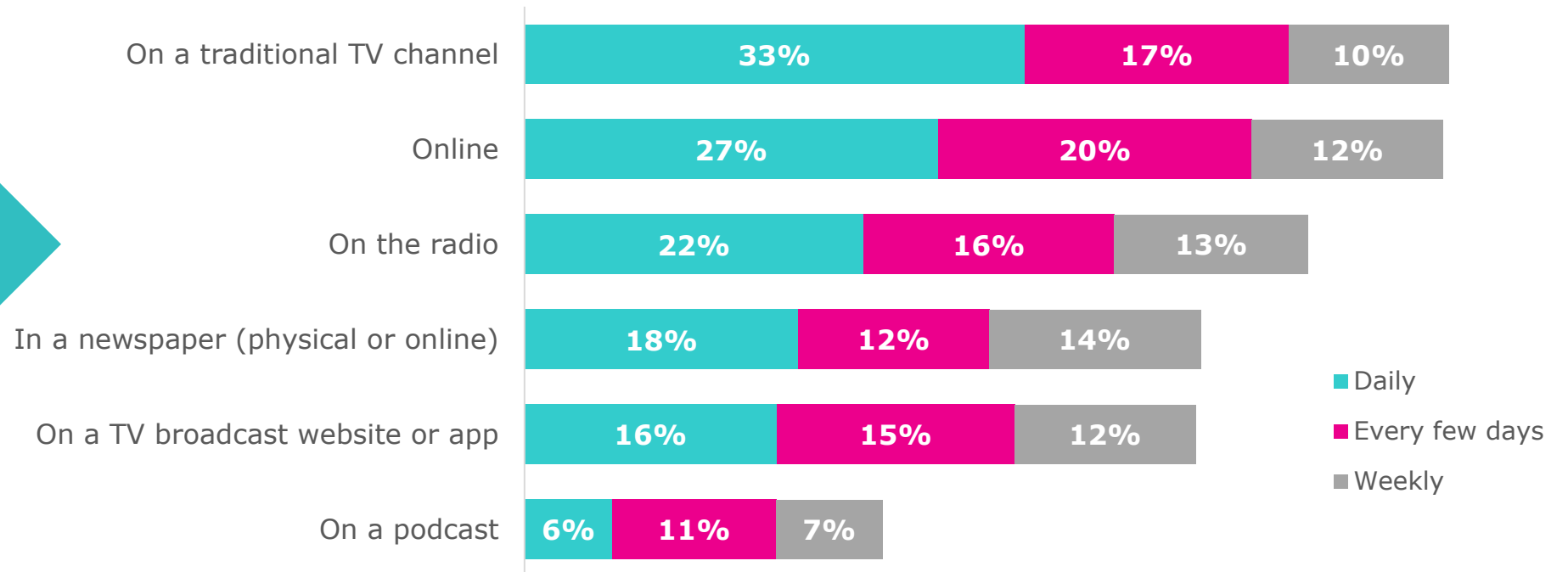
**Canadians watch 84 million hours of linear TV news programming per week** (21% of total time spent with TV; 24% for Quebec Franco)



# 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

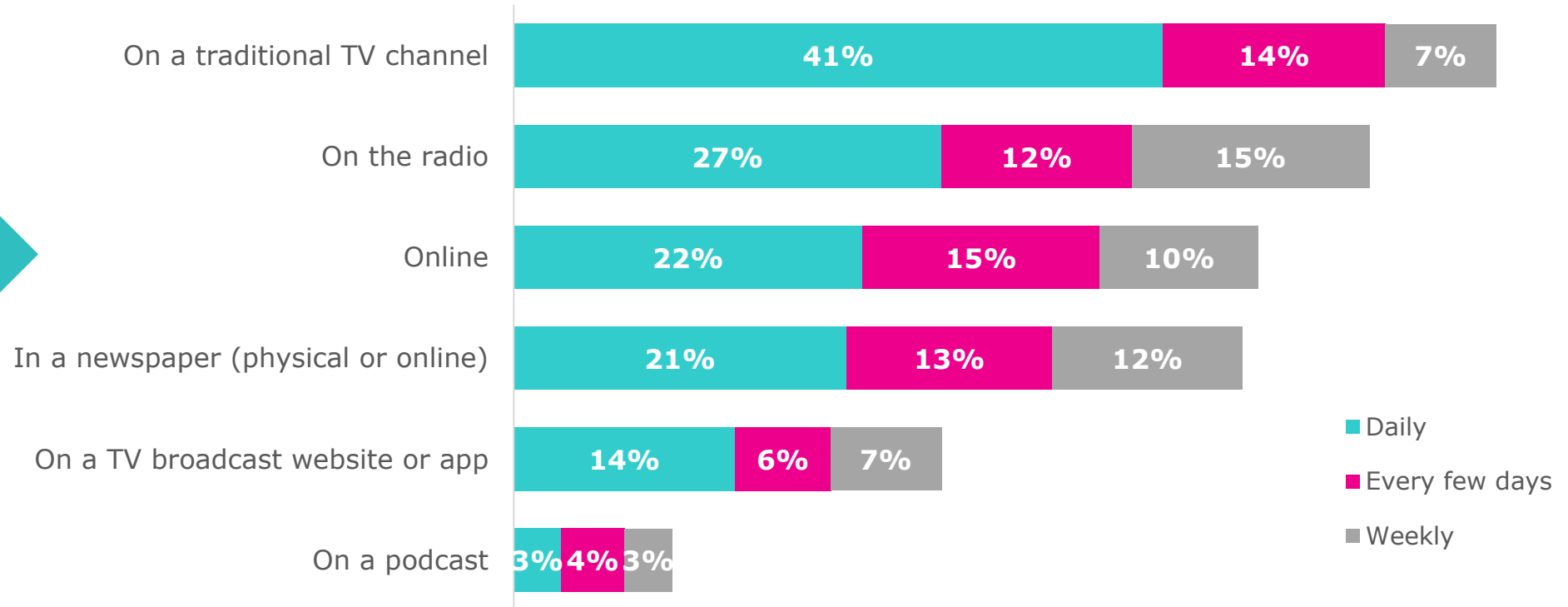


Q: How often, if ever, do you consumer Canadian national news using the following platforms?

# 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

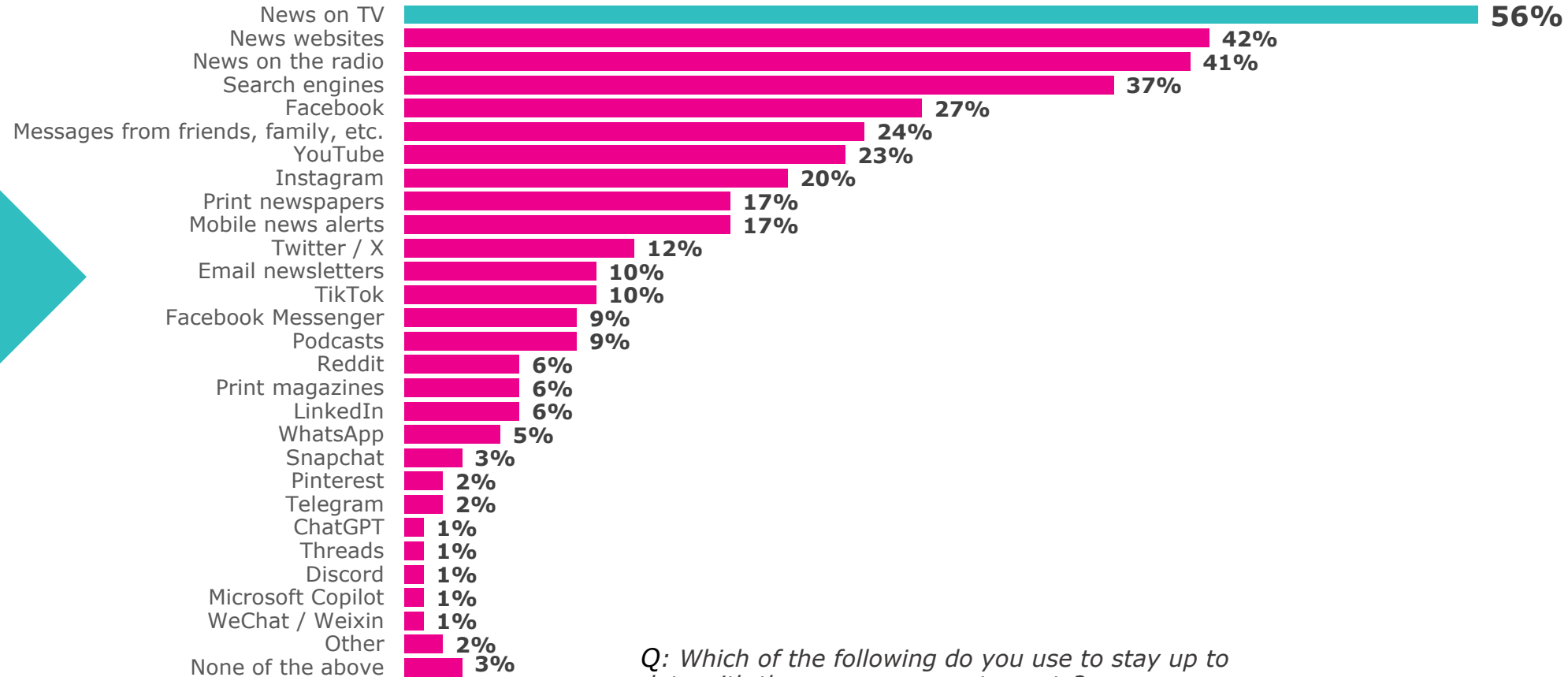


Q: How often, if ever, do you consumer Canadian national news using the following platforms?

# news on TV is the most common source of news

## MOST COMMON NEWS SOURCES IN CANADA

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



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

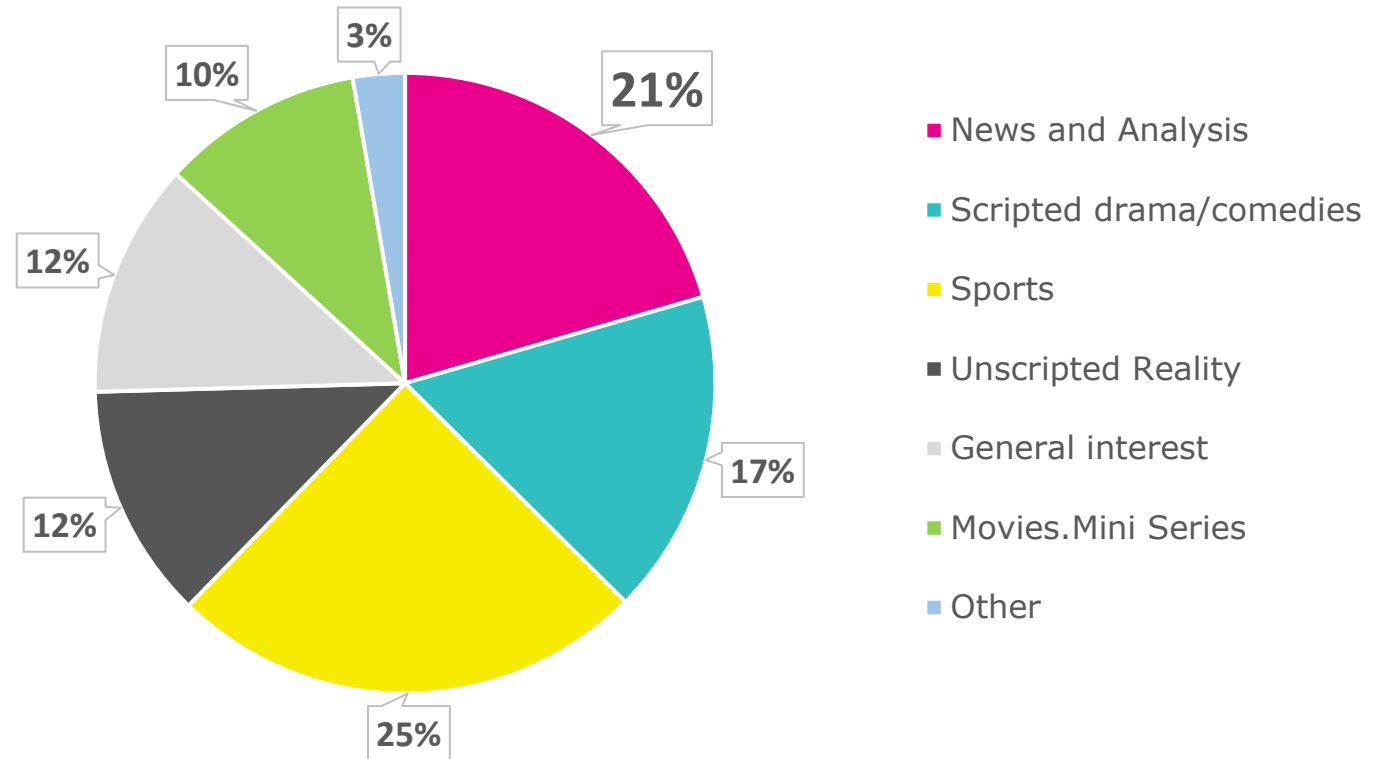
**no other medium invests more in news**



# Canadians watch a lot of news on TV

21% of time spent watching linear TV is spent with news programming

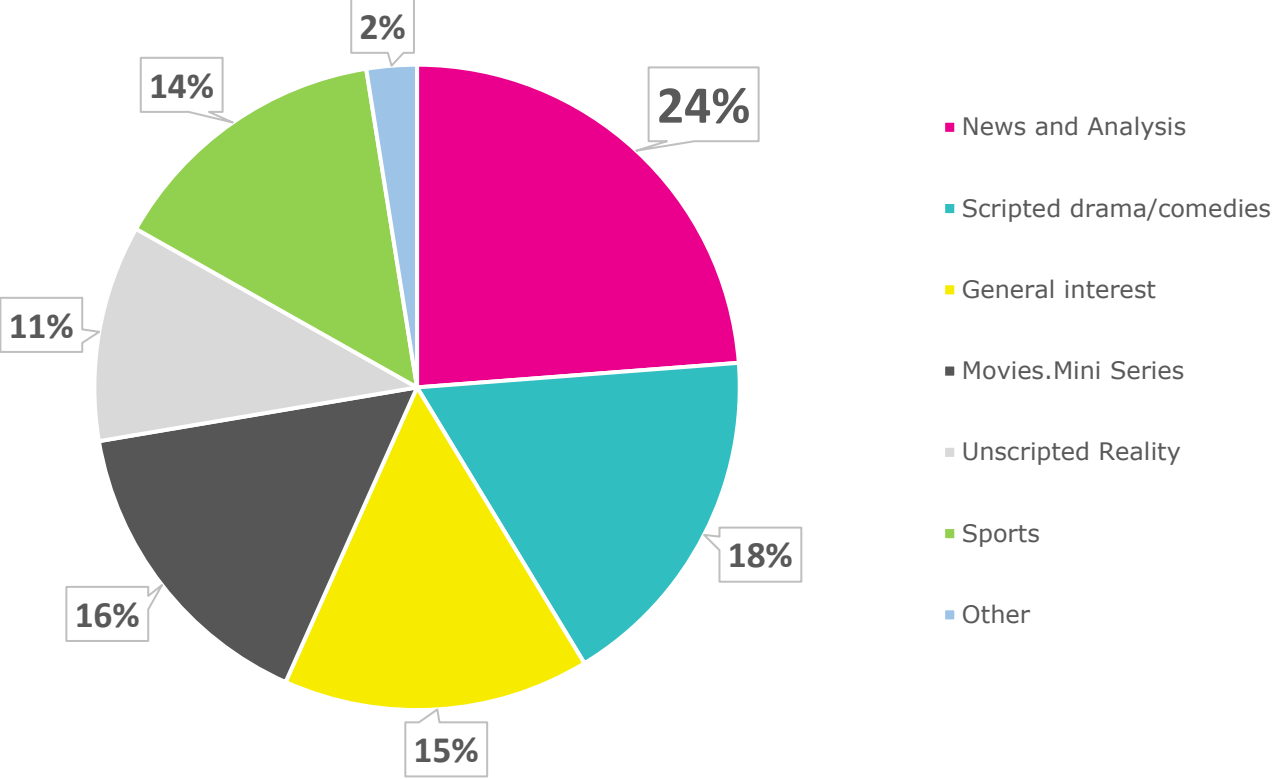
## TIME SPENT PER GENRE ADULTS 18+ | % of minutes viewed



# French Canadians watch a lot of news on TV

24% of time spent watching linear TV is spent with news programming

**TIME SPENT PER GENRE**  
QUEBEC FRANCO 18+ | % of minutes viewed



Source: Numeris PPM 9/15/2025 to 12/21/2025, Total Canada

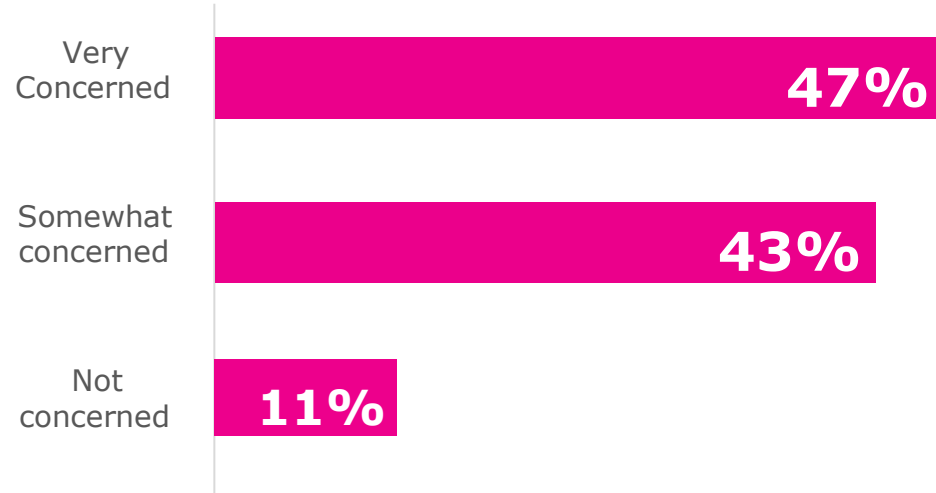


# trust in news

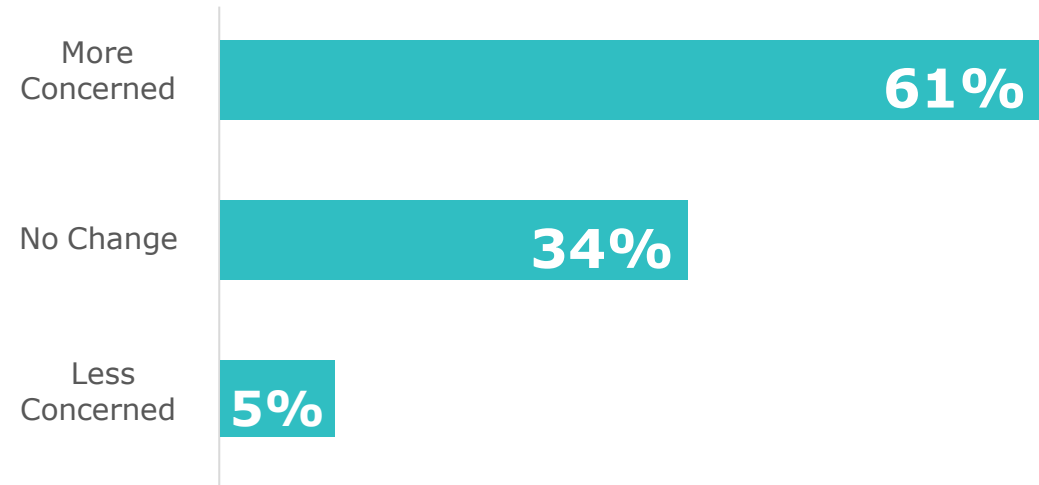
# concern about fake news is **high**

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’?



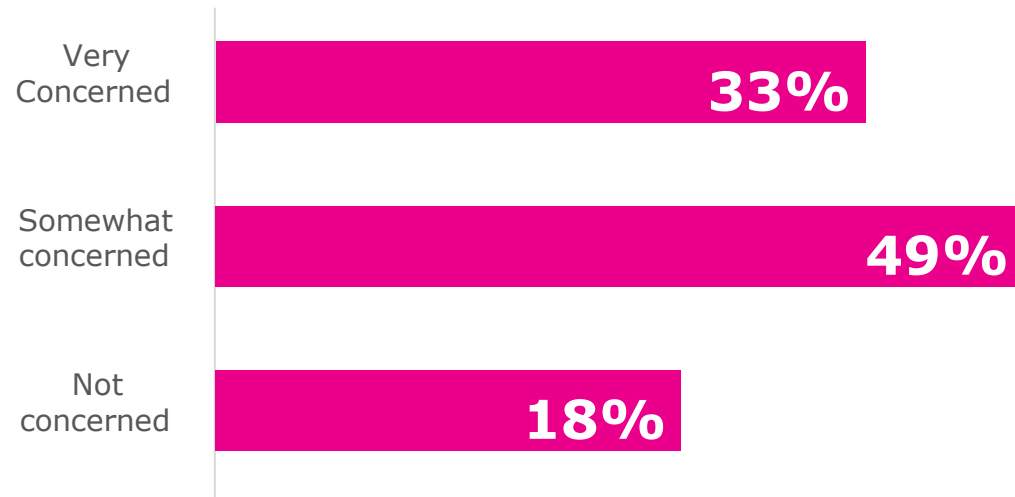
Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?



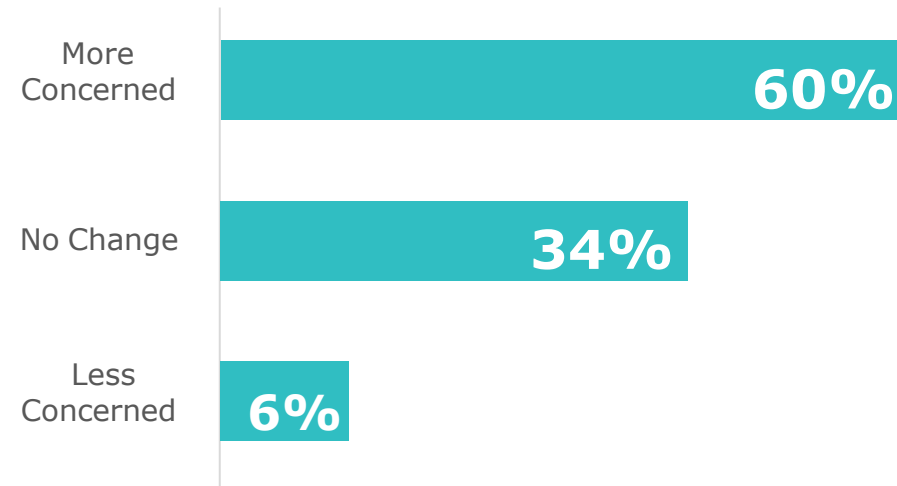
# concern about fake news is **high** in Quebec

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

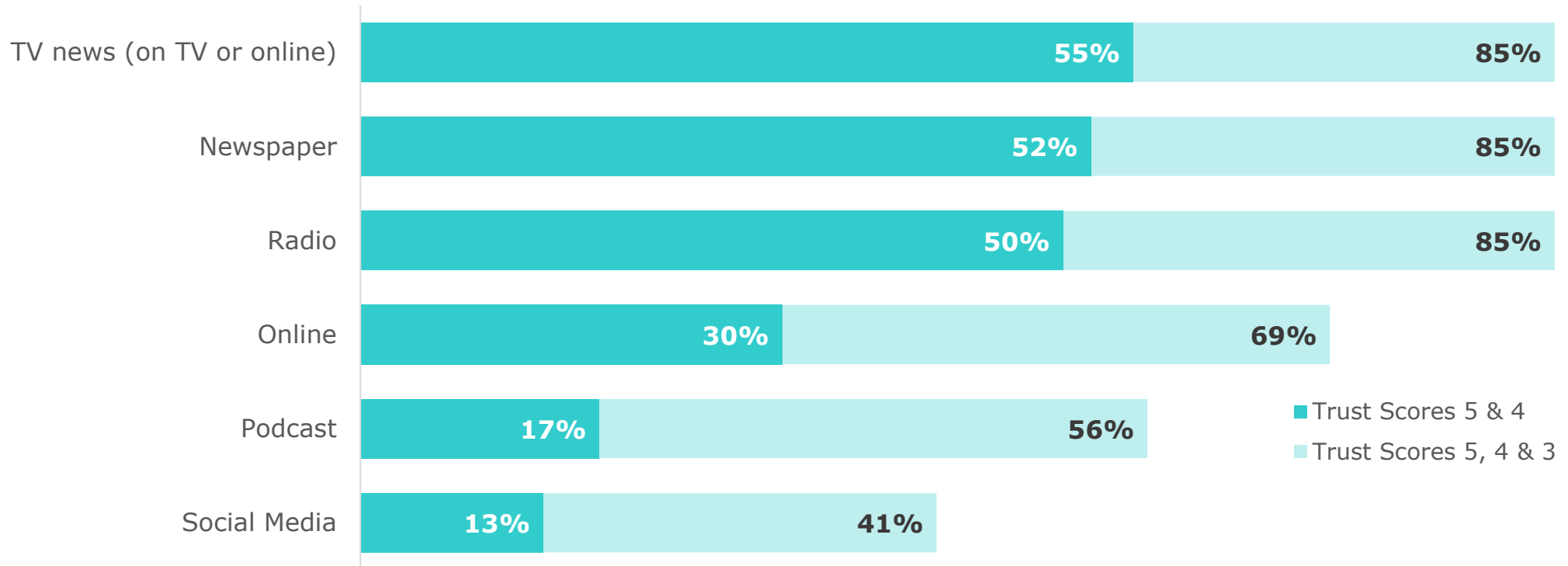
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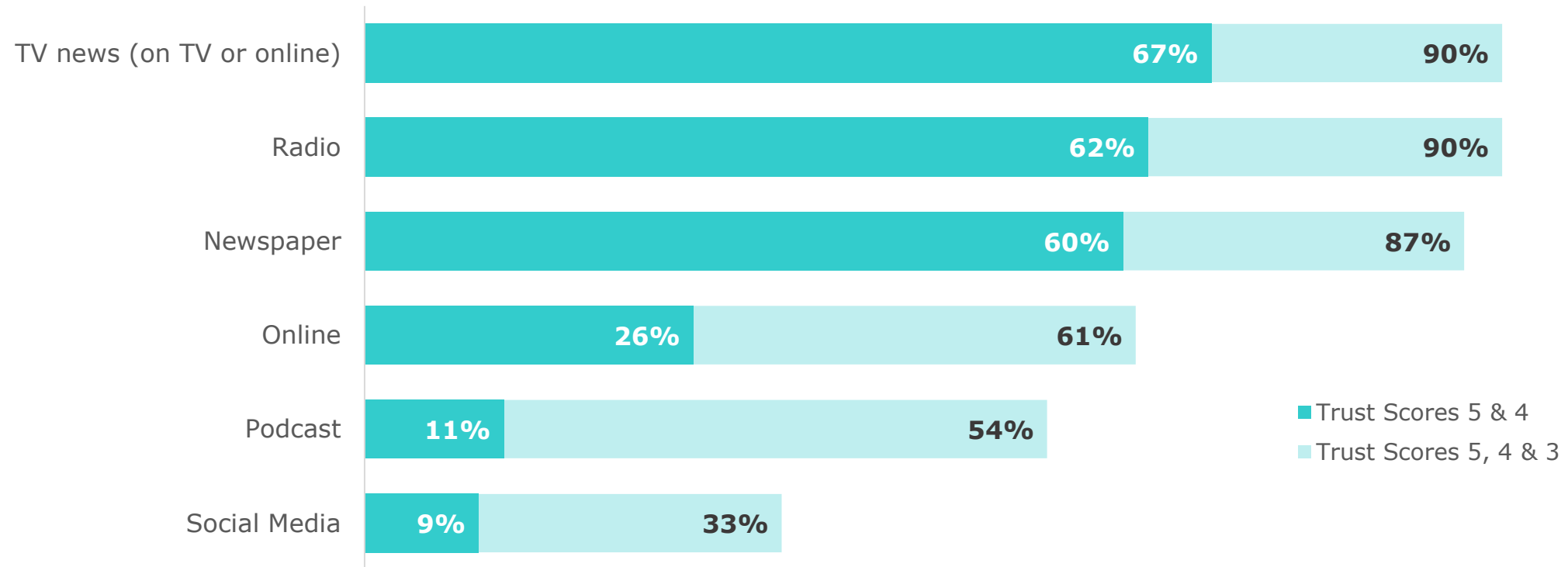


# Canadians trust TV news



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

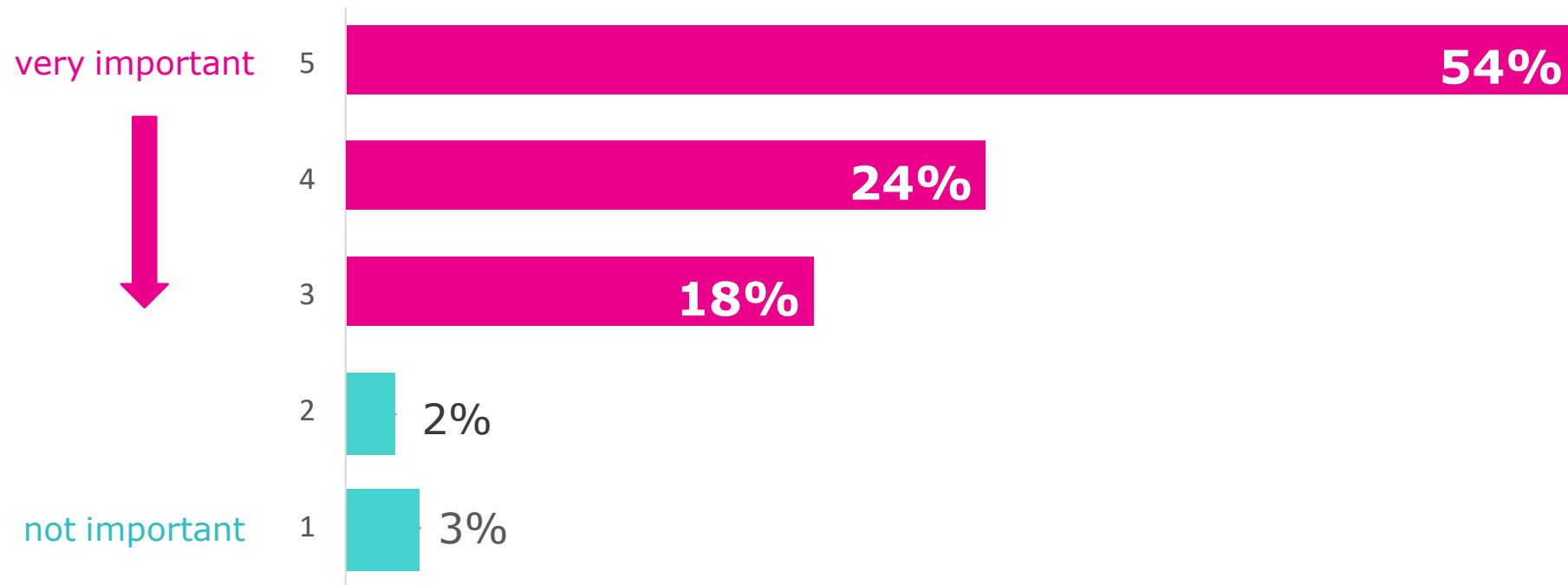
# Quebec Francophones trust TV news



*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

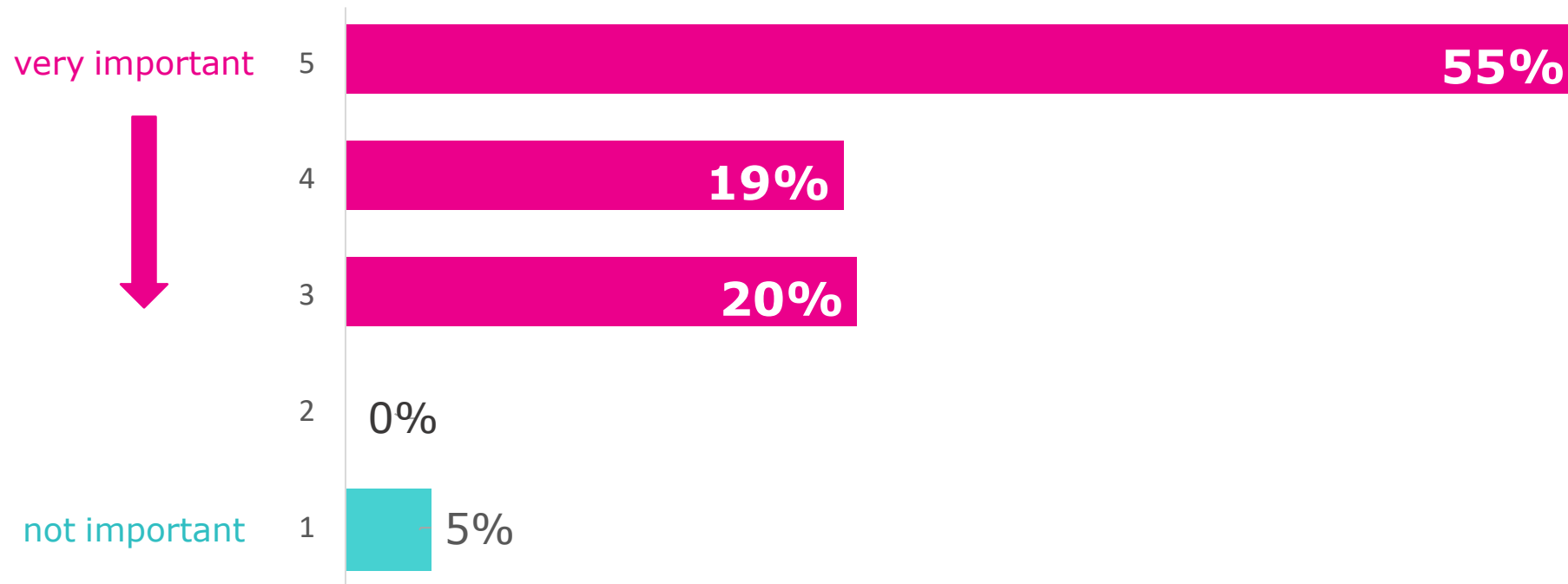
96% of Canadians believe Canadian news is important



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

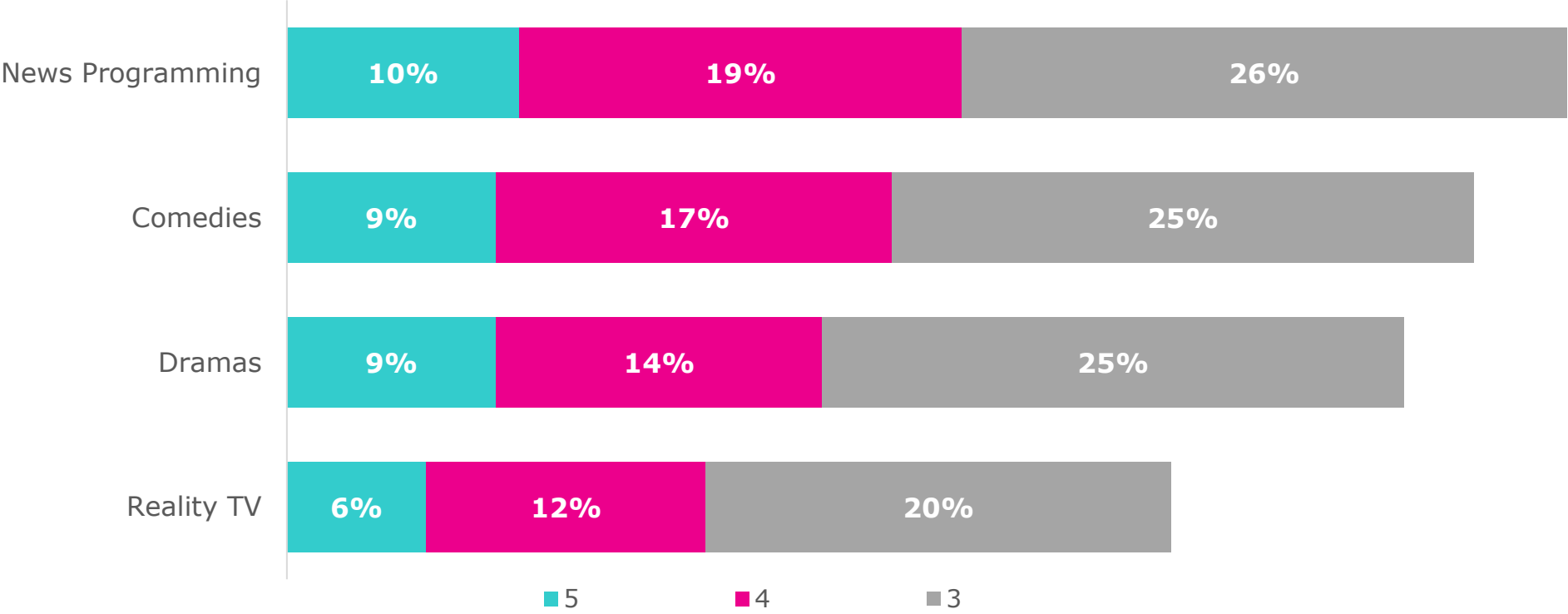
- Canadians say that advertising within news programming is most likely to get their **attention**, be **trusted**, and be **memorable**
- Ads placed adjacent to stories covering politics or crime **perform as effectively** as ads placed next to a positive business story, sports and entertainment.

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# advertising in news scores highest on attention

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

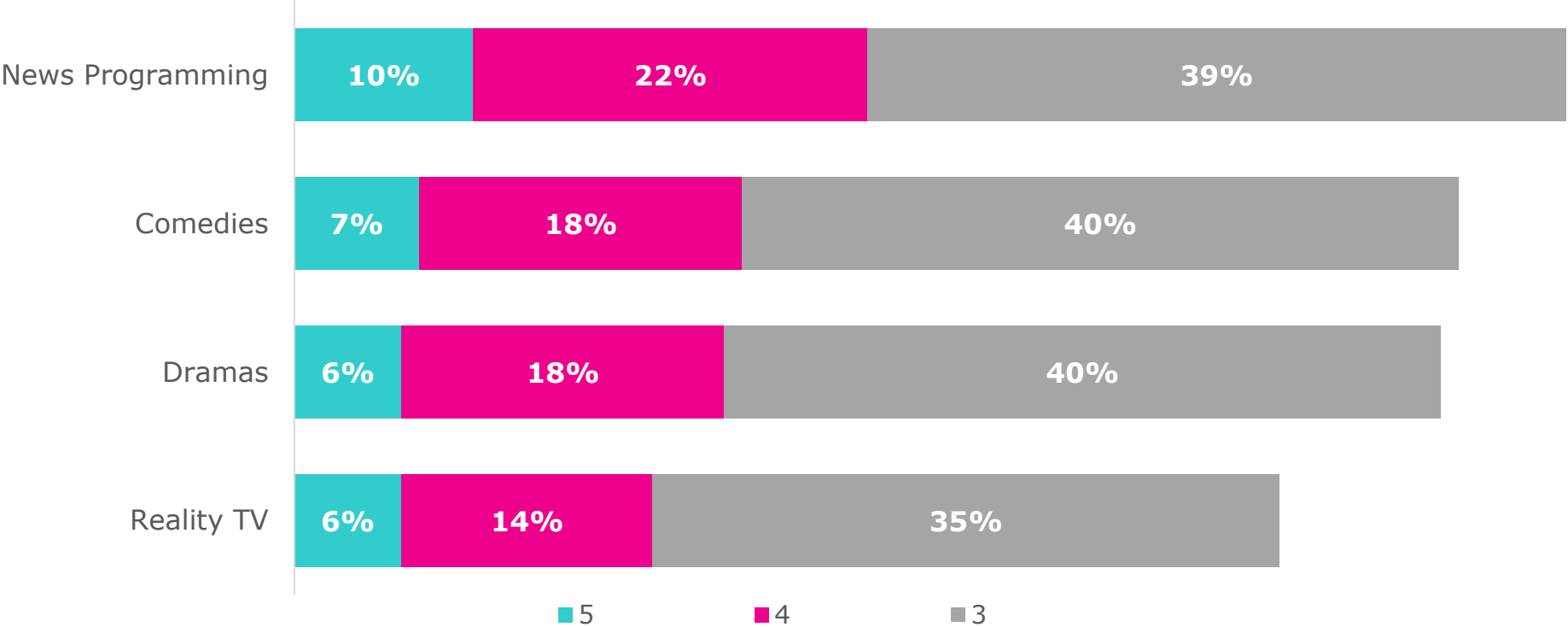


Q: On a scale of 1-5 where 5 is A LOT of attention and 1 is NO attention, how much attention, if any, do you pay to advertising that appears during commercial breaks while you are watching the following genres of programming?

Source: YouGov survey, March 2025, Canadians 18+

# advertising in news scores highest on trust

Canadians are most likely to trust advertising within news programming

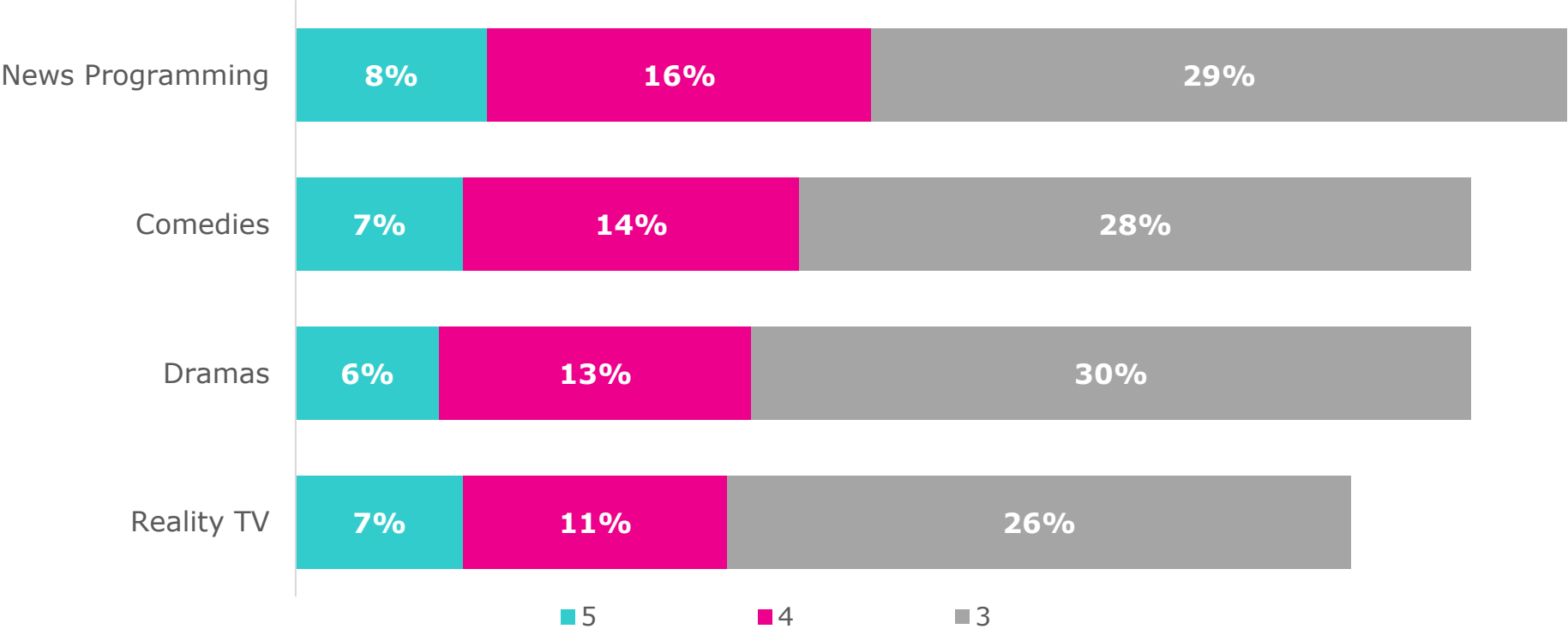


Q: On a scale of 1-5 where 5 is COMPLETELY trustworthy and 1 is NOT AT ALL trustworthy, how trustworthy, if at all, do you find advertising that appears during commercial breaks while you are watching the following genres of programming?

Source: YouGov survey, March 2025, Canadians 18+

# advertising in news is most memorable

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



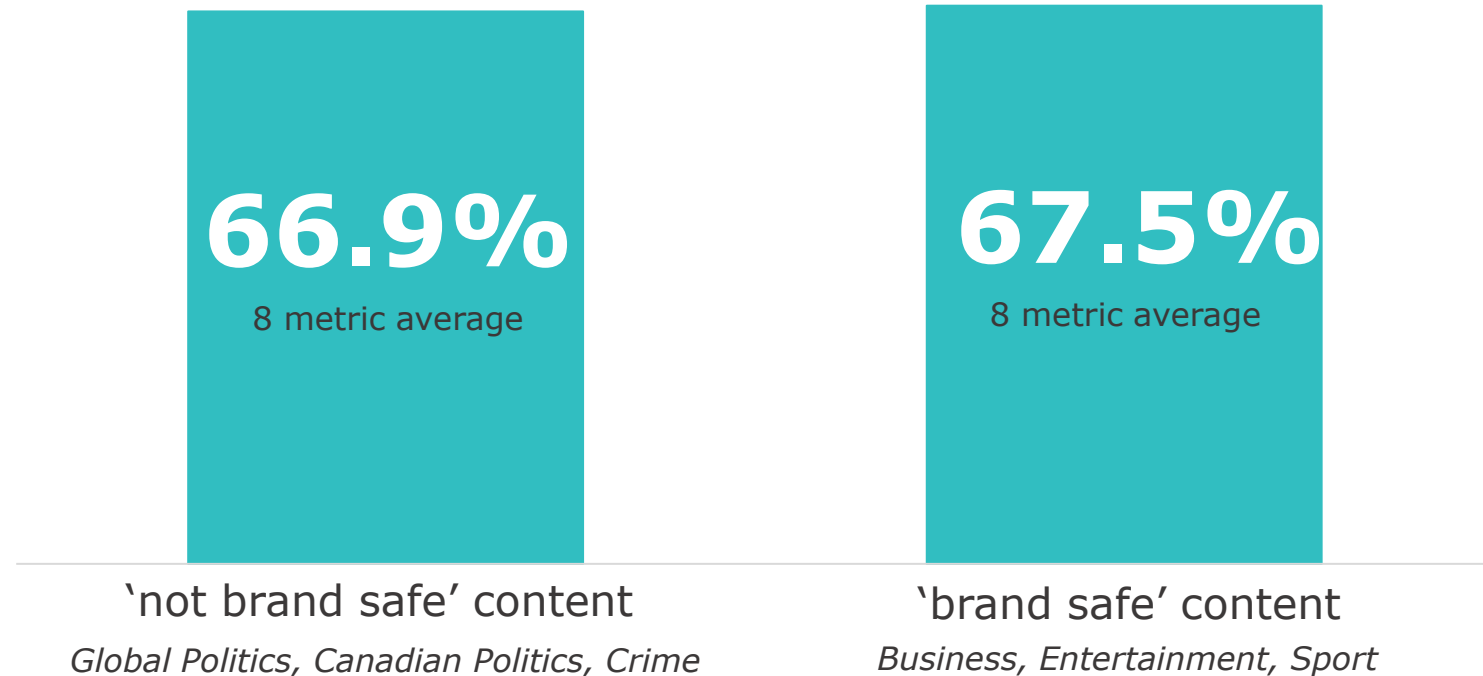
Q: How likely are you to remember the advertising that appears during commercial breaks while you are watching the following genres of programming (on a scale of 1-5 where 5 is DEFINITELY remember and 1 is DEFINITELY NOT remember)?

Source: YouGov survey, March 2025, Canadians 18+

# 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

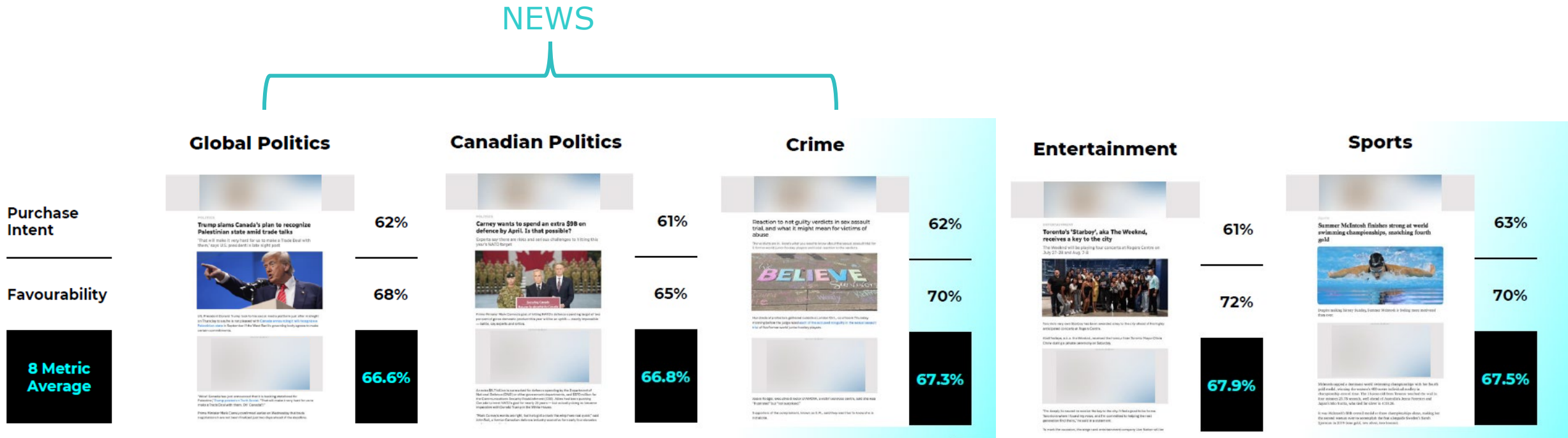


**QBPI2.** Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

**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 adjacent to news content perform equally well



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

# 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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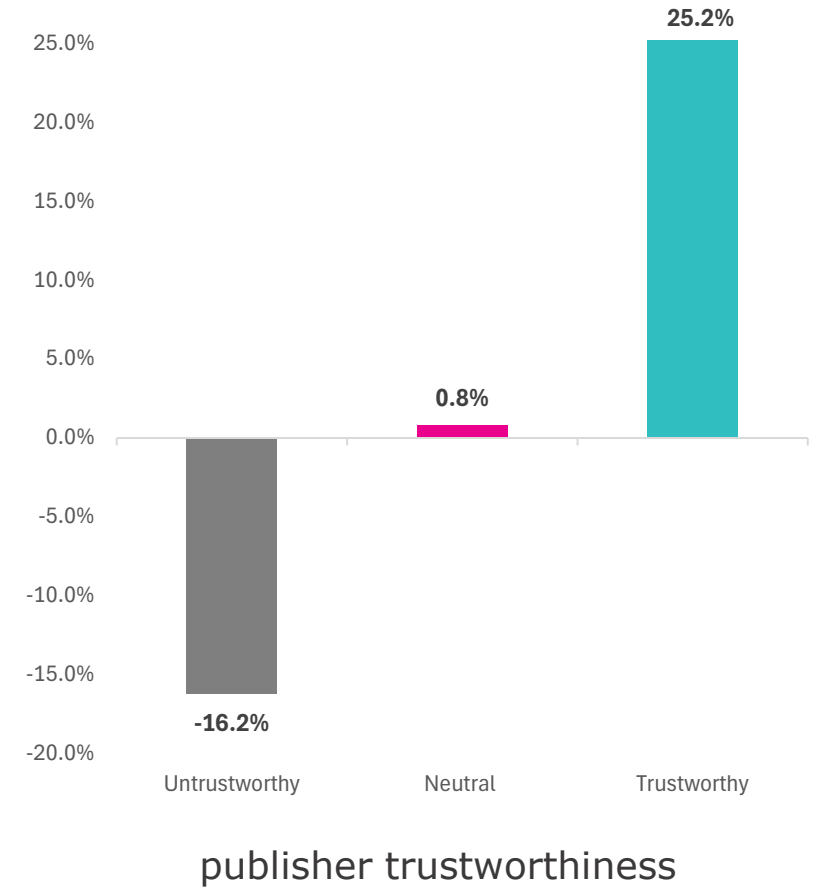
# trustworthy environments online **drive** brand lift

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

## BRAND LIFT



# 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**



the value of TV  
news

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