



**the value of**  
**tv news**

**think**<sup>tv</sup>

# the tremendous value of broadcast news

for both Canadians and advertisers

We are fortunate to have a fair and rigorous news industry in Canada, from newspapers and radio stations to local and national TV networks. Canadians agree: According to a recent thinktv / YouGov survey, **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 three years ago. Interestingly those numbers vary little by age.

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.

TV news is not just trusted and valued by viewers, it is **a great investment for advertisers.**



# Canadians watch a lot of news on

- **Linear TV news programming reaches 61% of adults every week** – more if you include broadcaster content online - and 77% of Quebec Franco adults
- **Canadians watch 105 million hours of linear TV\* news programming per week** (20% of total time spent with TV; 19% for Quebec Franco)
- **94% of news is watched live**
- **38% of news viewers are under 50 years old**



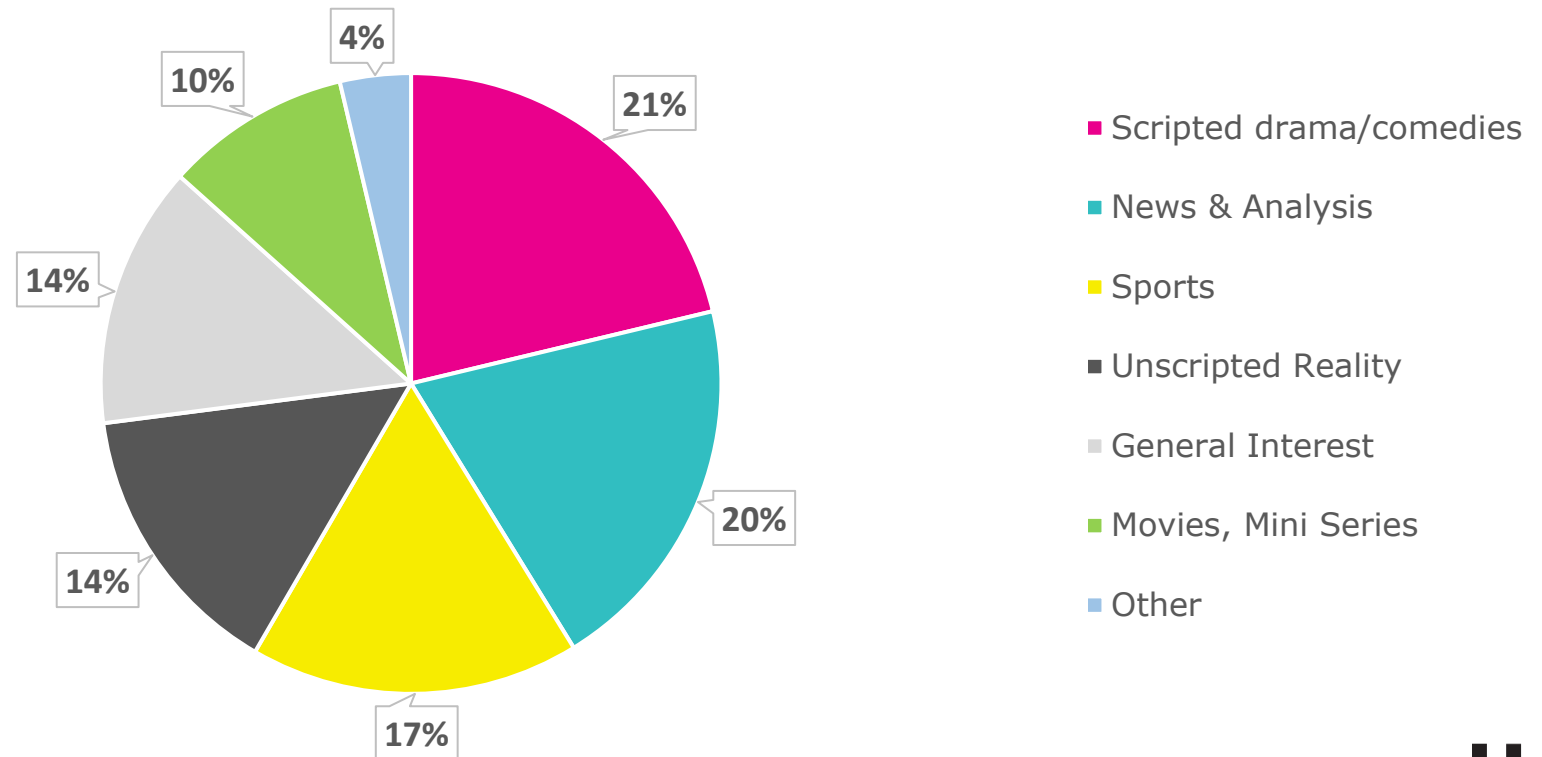
# Canadians watch a lot of news on



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

**TIME SPENT PER GENRE**  
% of Minutes Viewed

ADULTS 18+

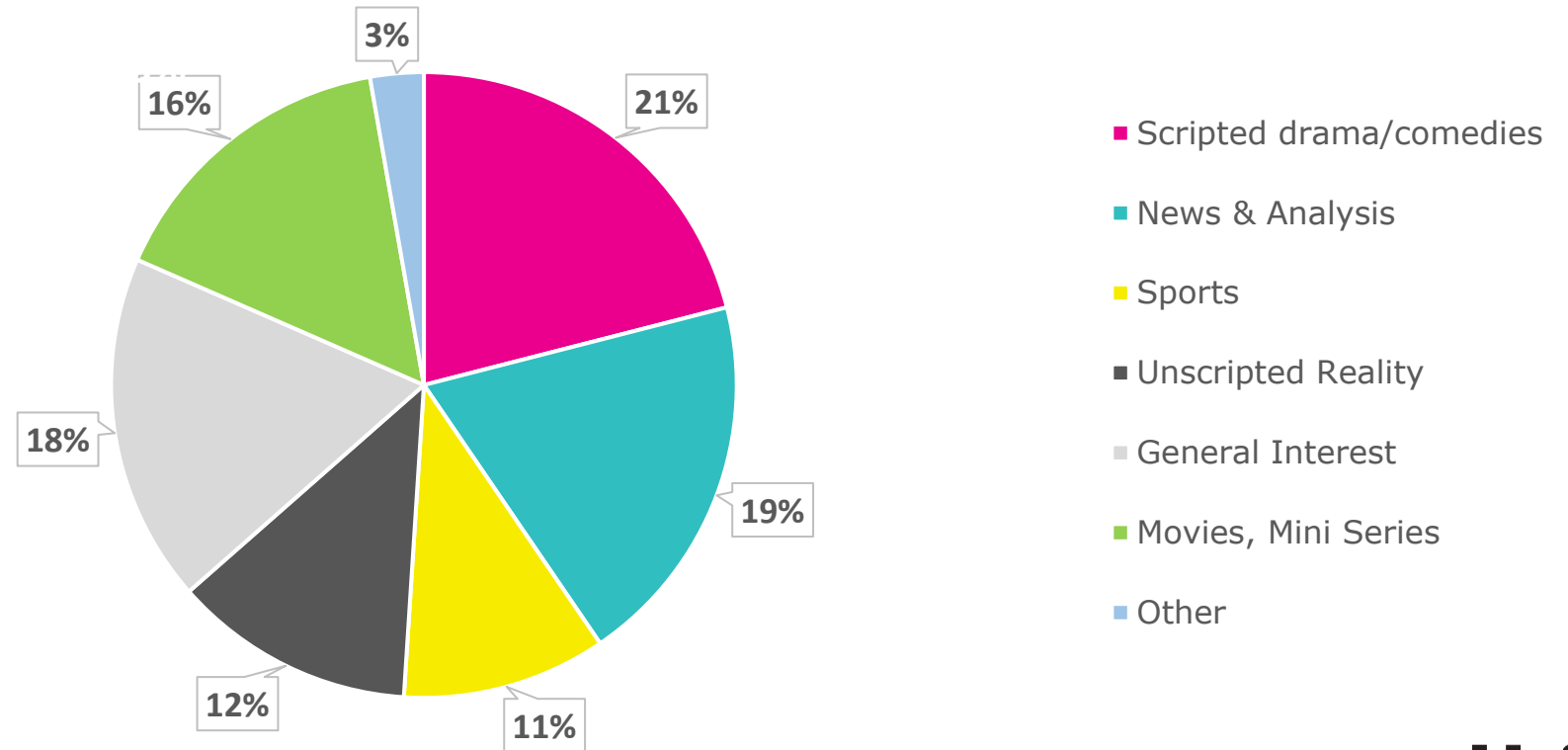


# French Canadians watch a lot of news on

22% of time spent watching linear TV is spent with news programming

**TIME SPENT PER GENRE**  
% of Minutes Viewed

QUEBEC FRANCO 18+





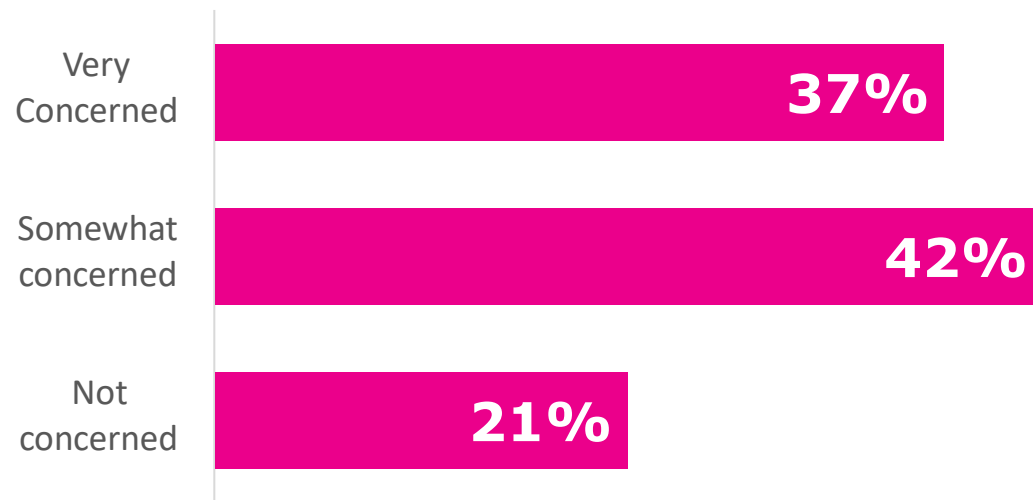
**trust in news**

**think**<sup>tv</sup>

# 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'?

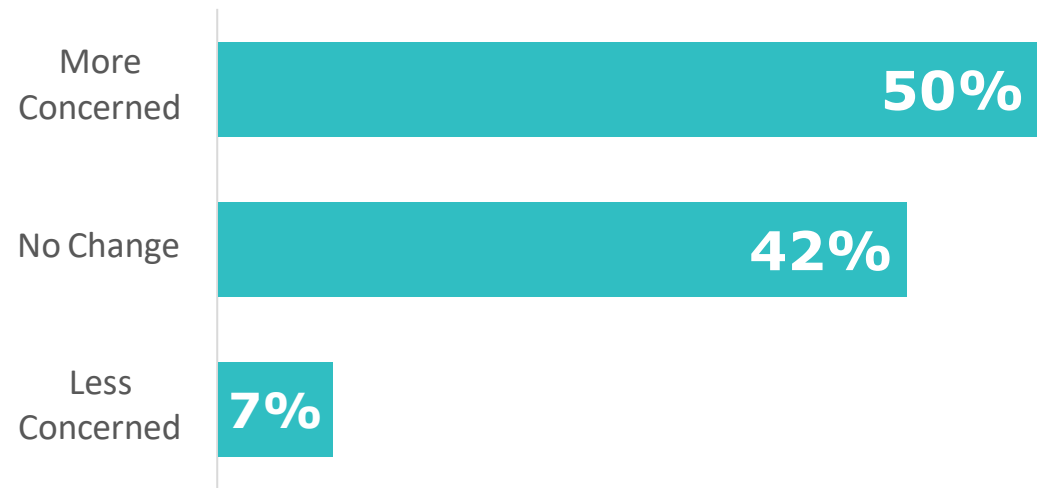


*Similar across age groups & gender:*

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)

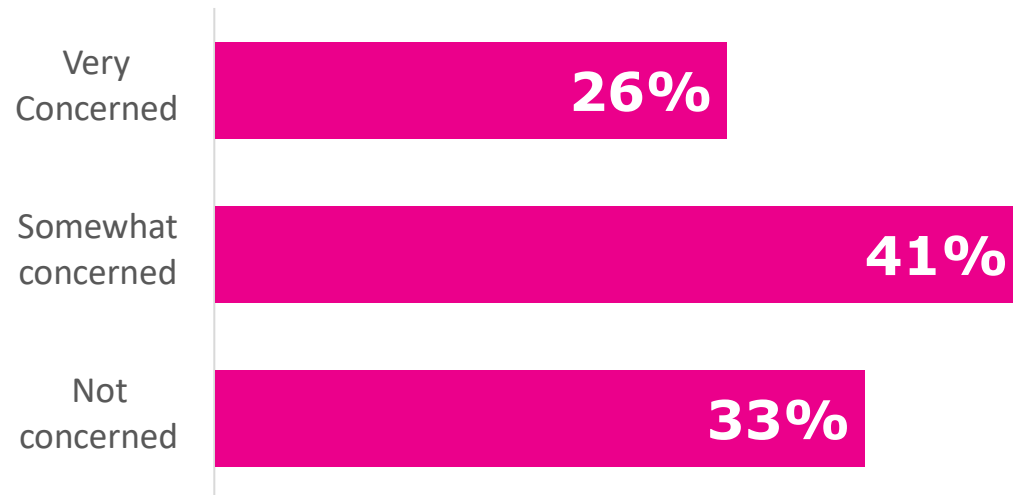
A25-54: 48% (more); 34% (no change); 8% (less concerned)

# concern about fake news is high

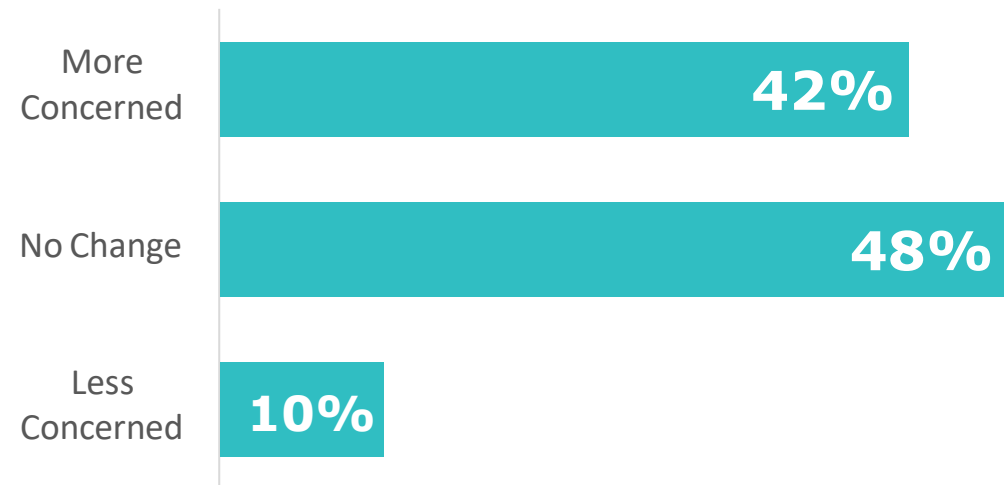
67% of **French Canadians** are either “very” or “somewhat” concerned about fake news, while 42% say they have grown “more concerned” in the last 3 years

## FRENCH CANADIANS

Are you concerned about ‘fake news’?

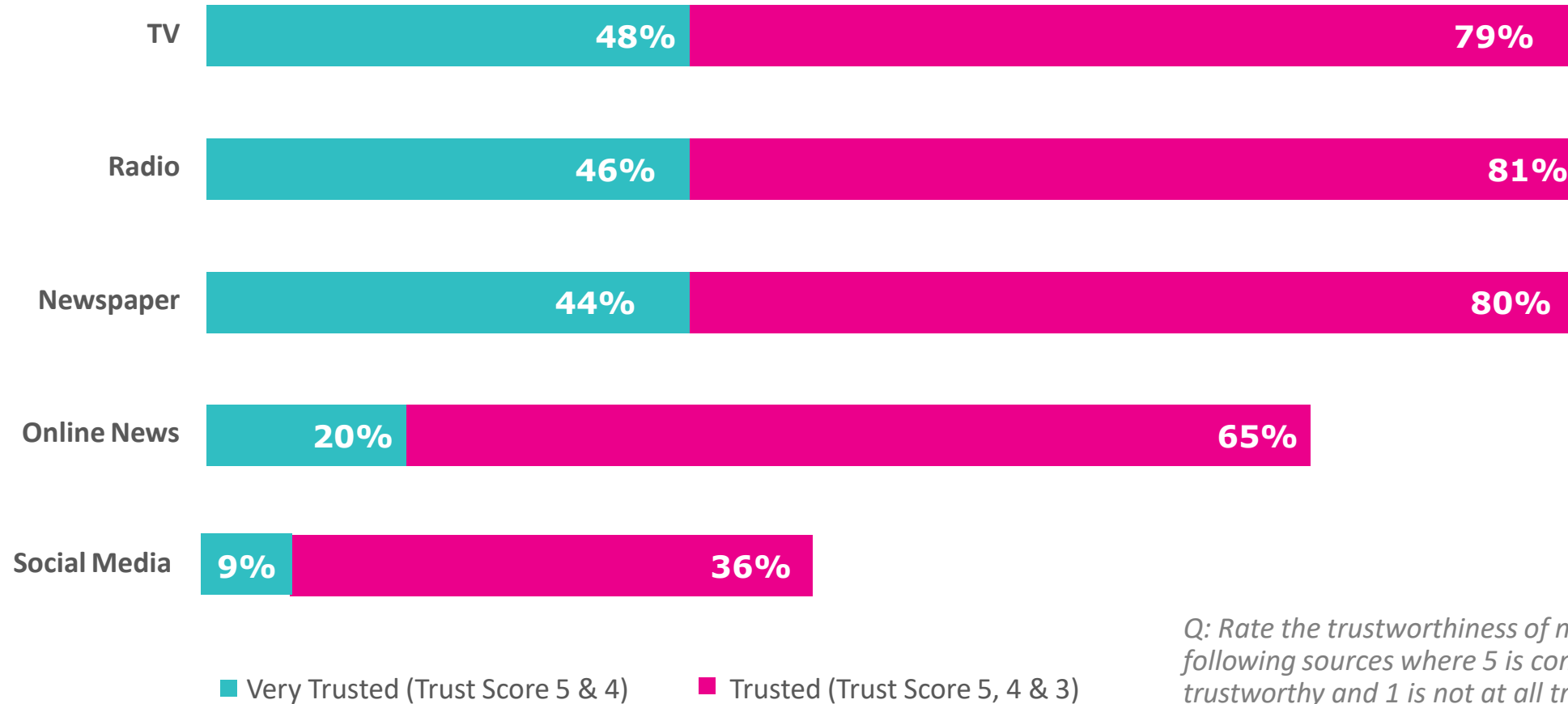


Are you ‘more’ or ‘less’ concerned about fake news now than you were 3 years ago?





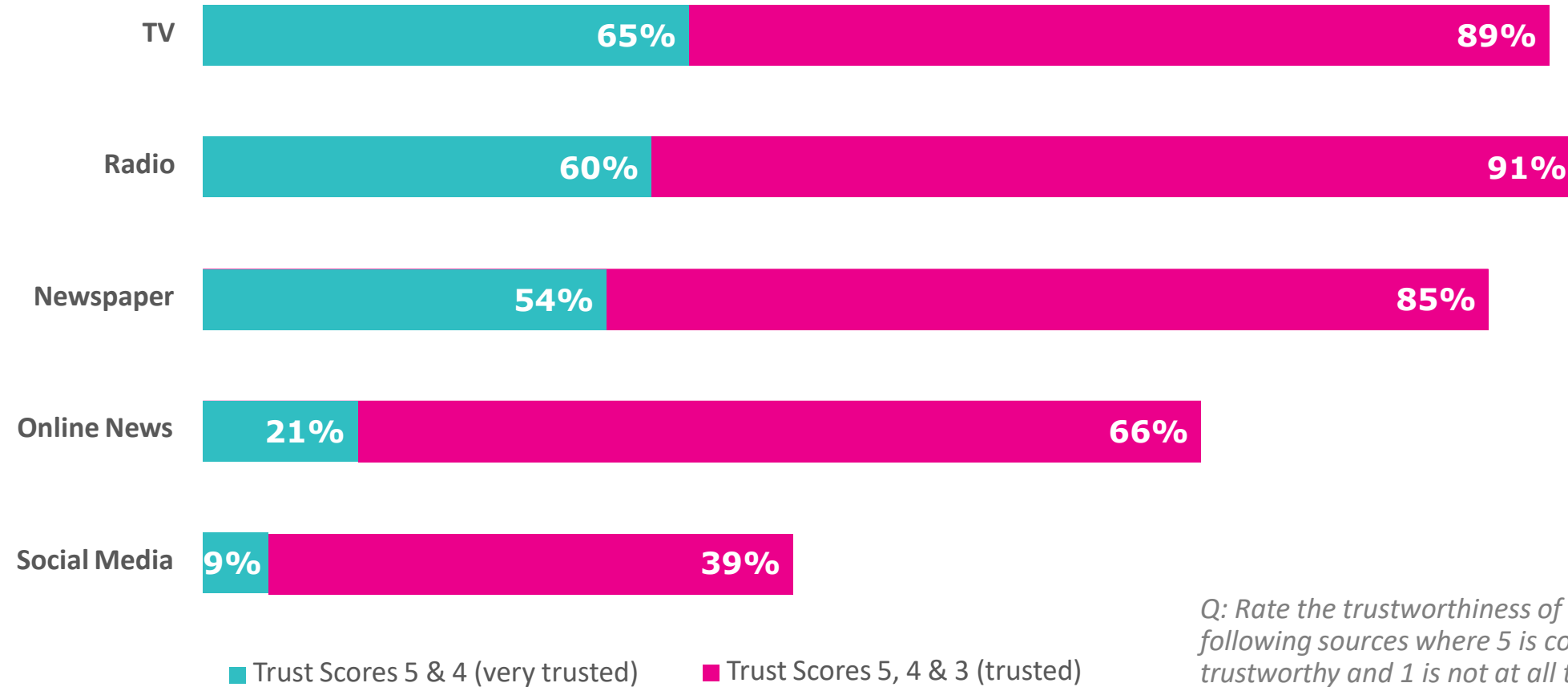
# ... but Canadians trust **tv** news



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

# French Canadians trust **tv** news

## FRENCH CANADIANS

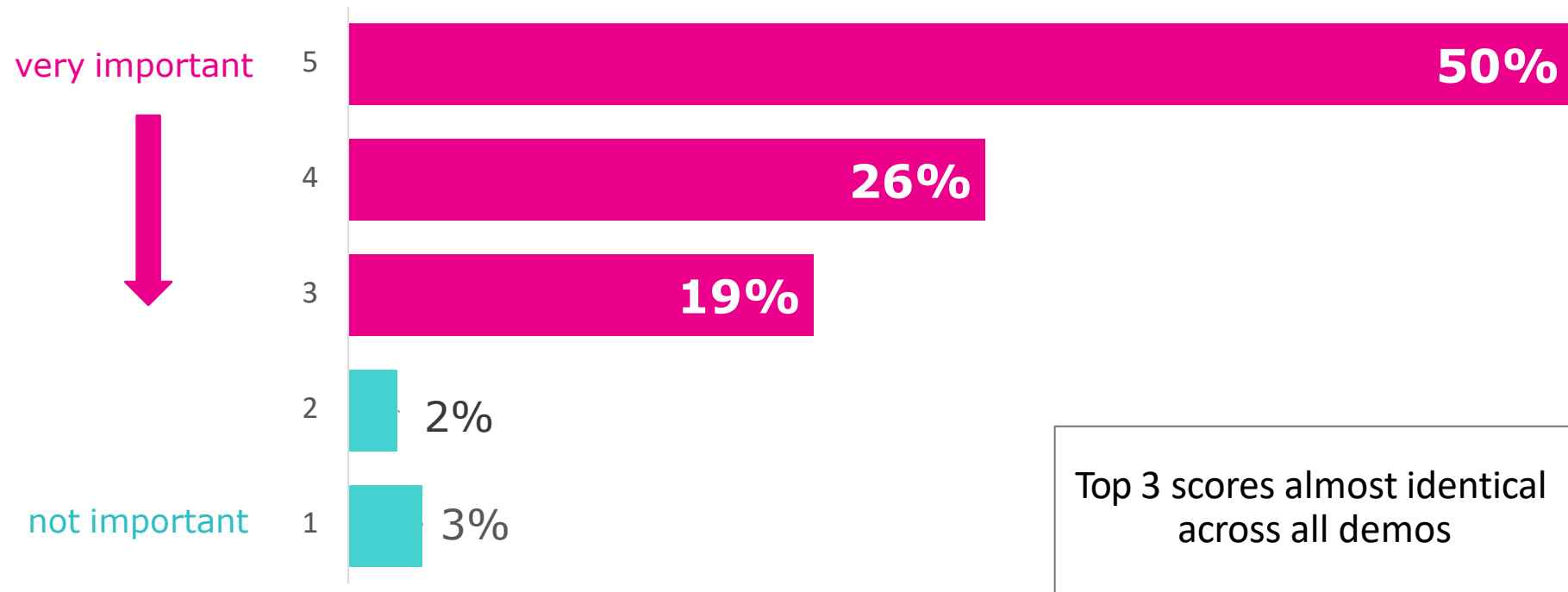


*Q: Rate the trustworthiness of news from the following sources where 5 is completely trustworthy and 1 is not at all trustworthy*

# Canadians want Canadian news

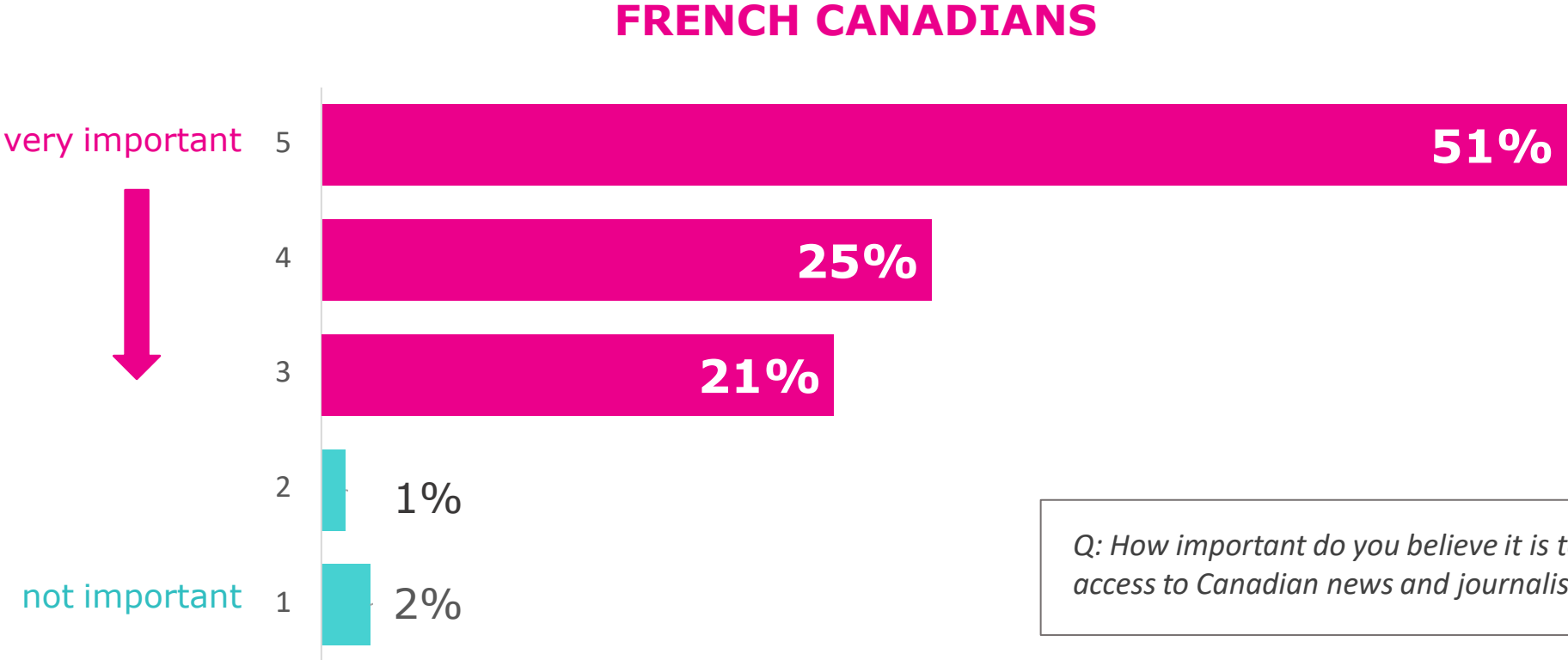
95% of Canadians believe Canadian news is important

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



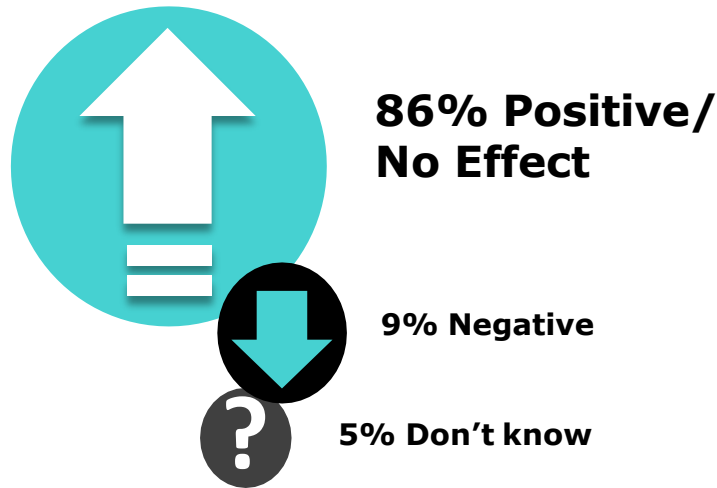


**news is a proven vehicle  
for effective advertising**

# news is a safe place for brands

## Brand Impact on Ads Placed In Upsetting/Serious News:

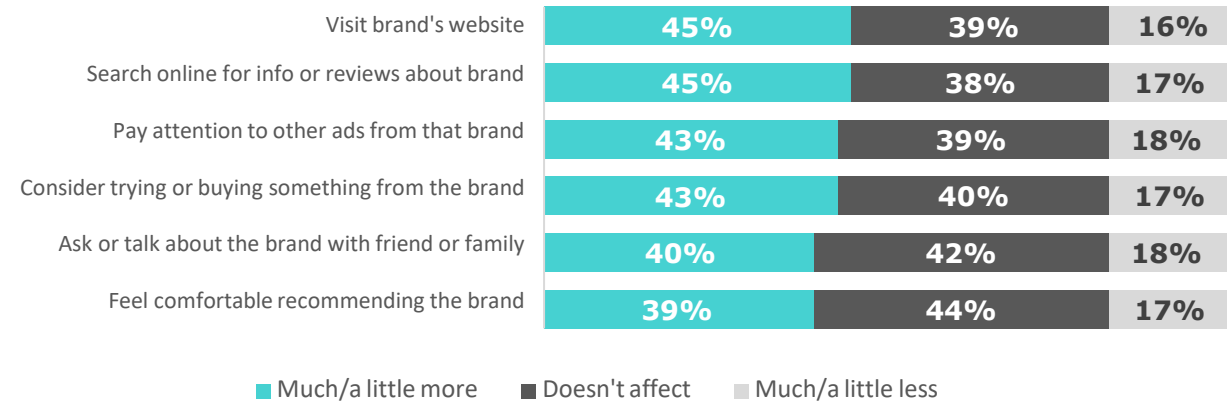
86% of News consumers believe there is either no effect or a positive effect on brands placed around serious or upsetting news.



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.**

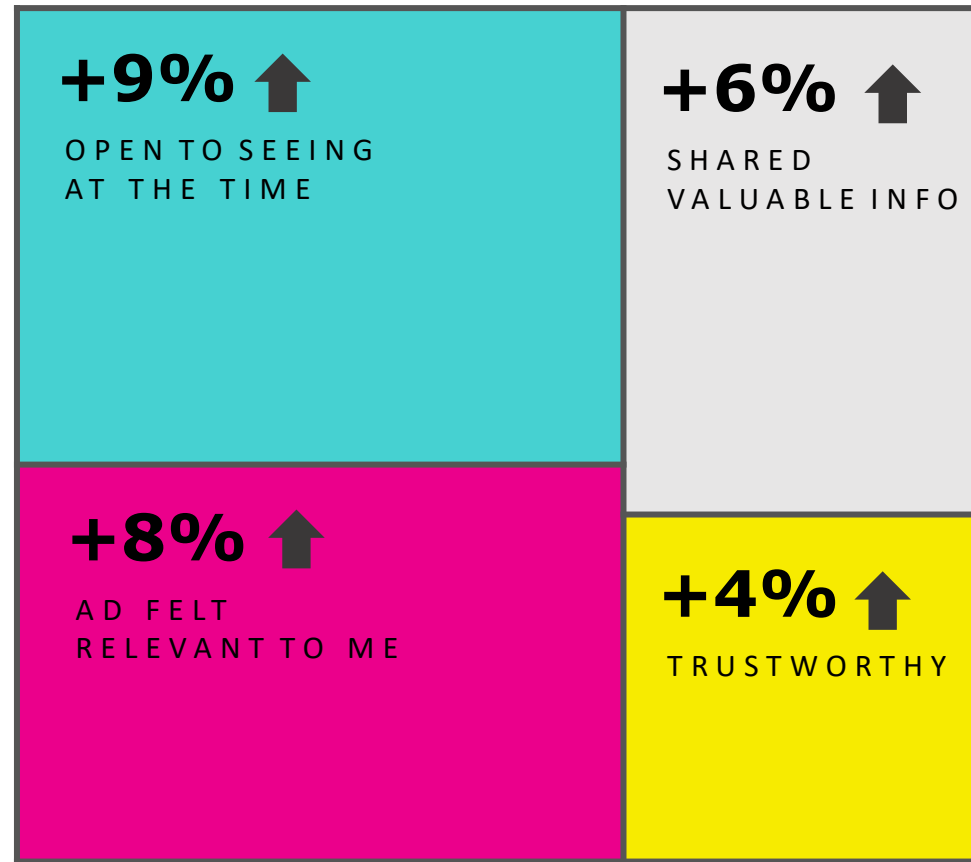


# positive opinions of news content aid ad perception

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*



think<sup>tv</sup>

# 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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