



the value of **tv** news

think^{tv}

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**



investment in **tv** news is huge

\$735 million

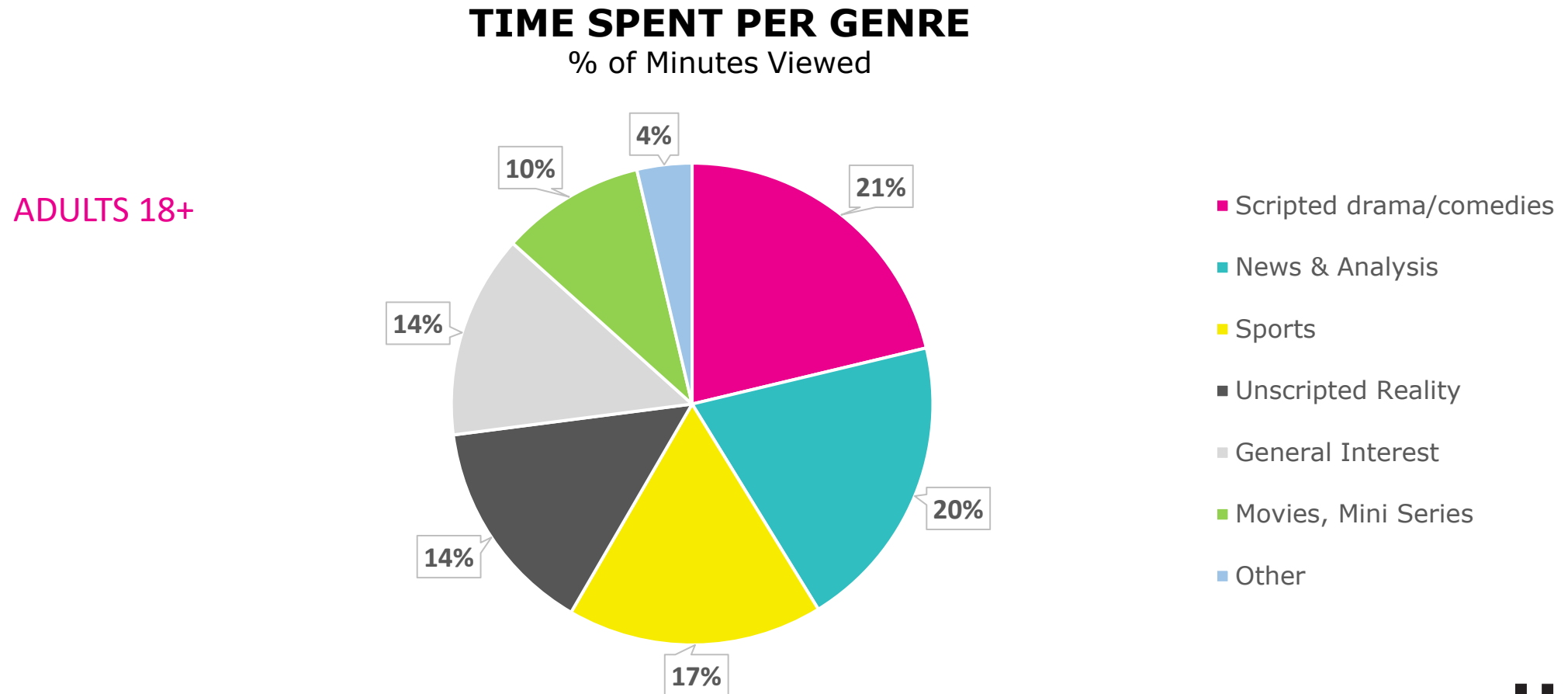
Canadian television broadcasters spent over \$700 million on news programming in 2023 alone. No other medium invests more in news.



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Canadians watch a lot of news on

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

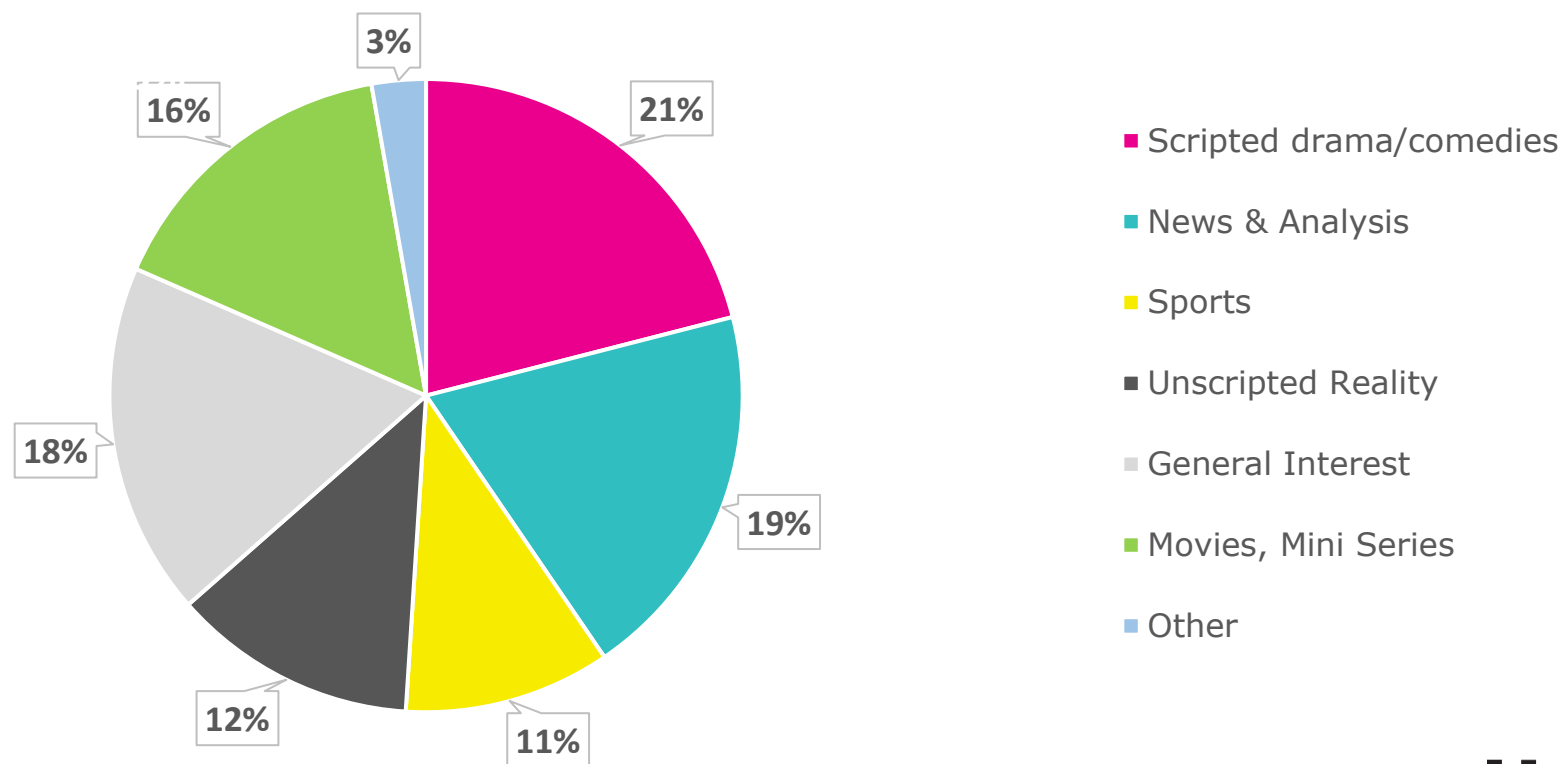


French Canadians watch a lot of news on

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

TIME SPENT PER GENRE
% of Minutes Viewed

QUEBEC FRANCO 18+





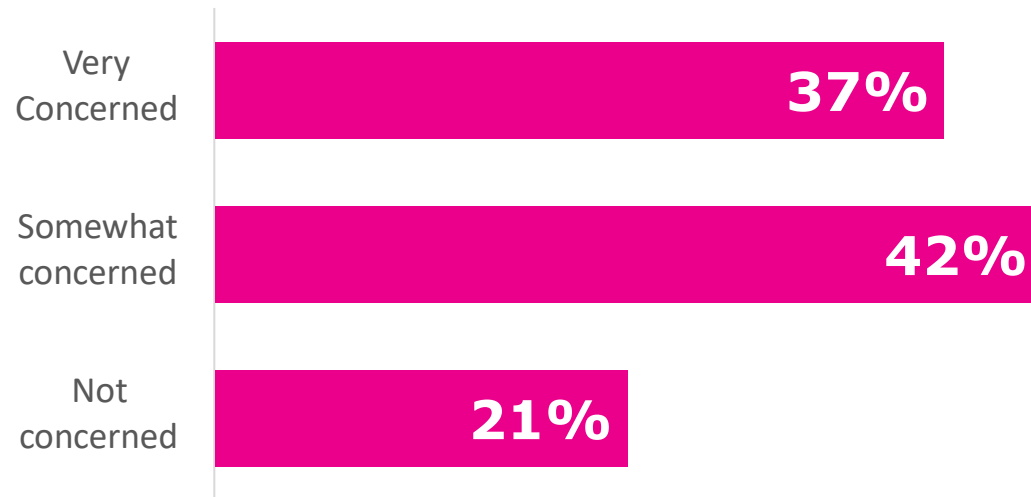
trust in news

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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’?

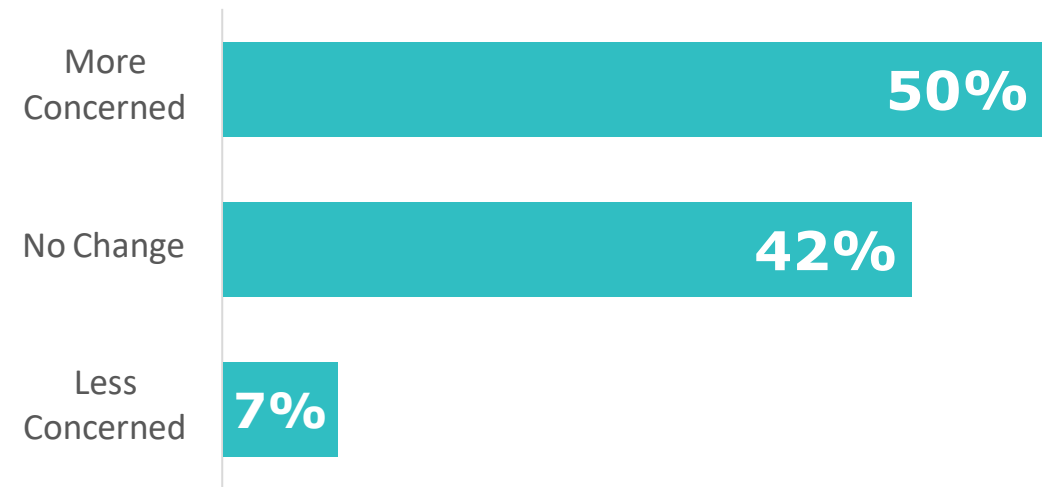


Similar across age groups & gender:

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)

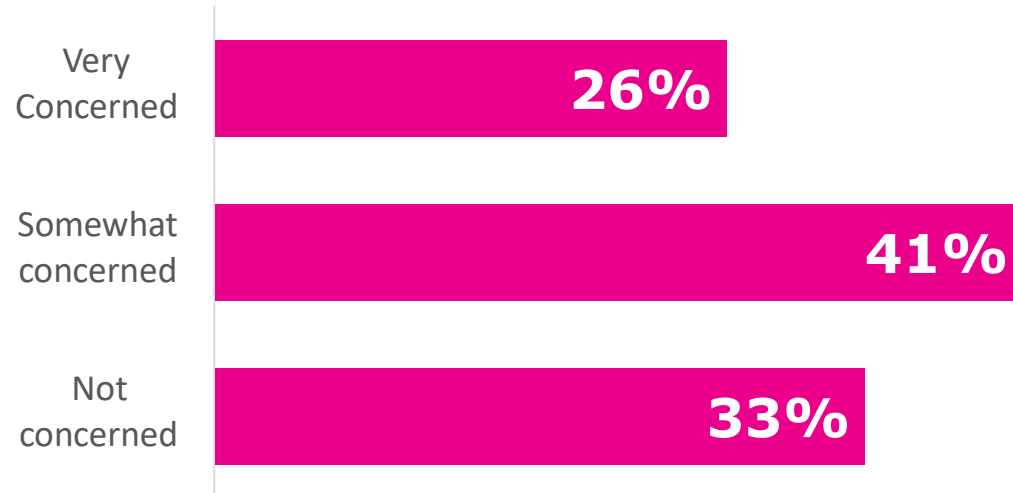
A25-54: 48% (more); 44% (no change); 8% (less concerned)

concern about fake news is high

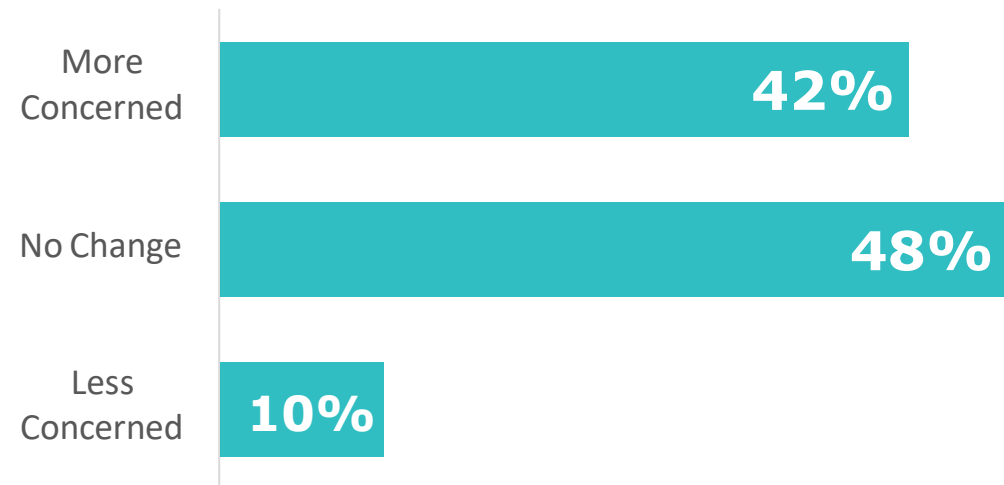
67% of **French Canadians** are either “very” or “somewhat” concerned about fake news, while 42% say they have grown “more concerned” in the last 3 years

FRENCH CANADIANS

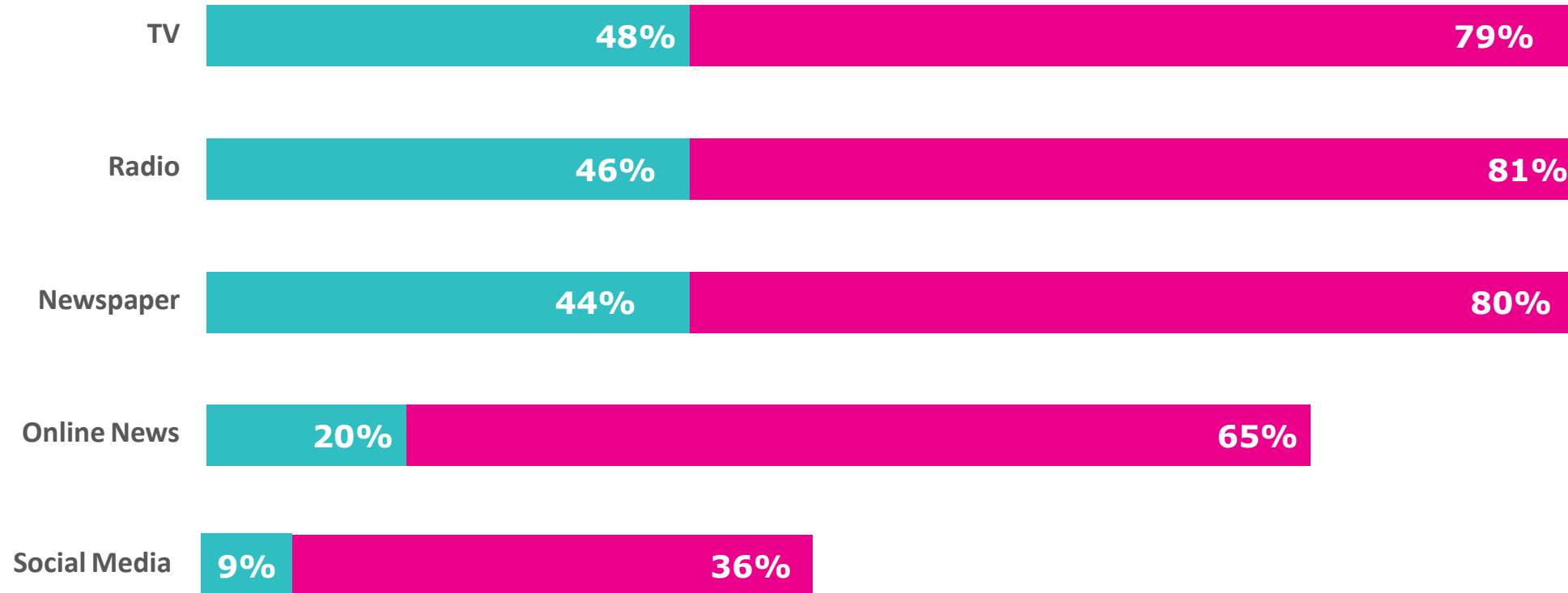
Are you concerned about ‘fake news’?



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



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



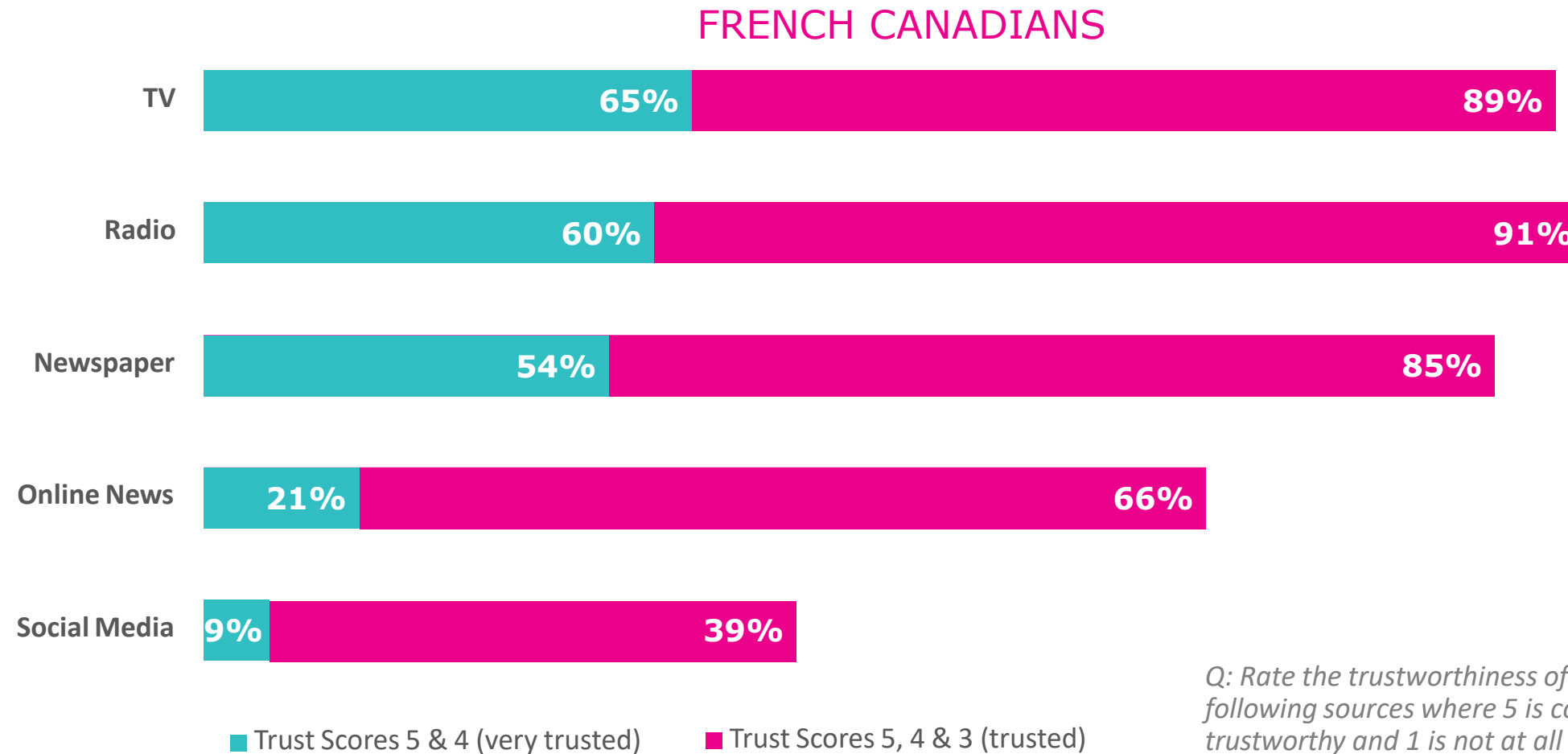
■ Very Trusted (Trust Score 5 & 4)

■ Trusted (Trust Score 5, 4 & 3)

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

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French Canadians trust **tv** news

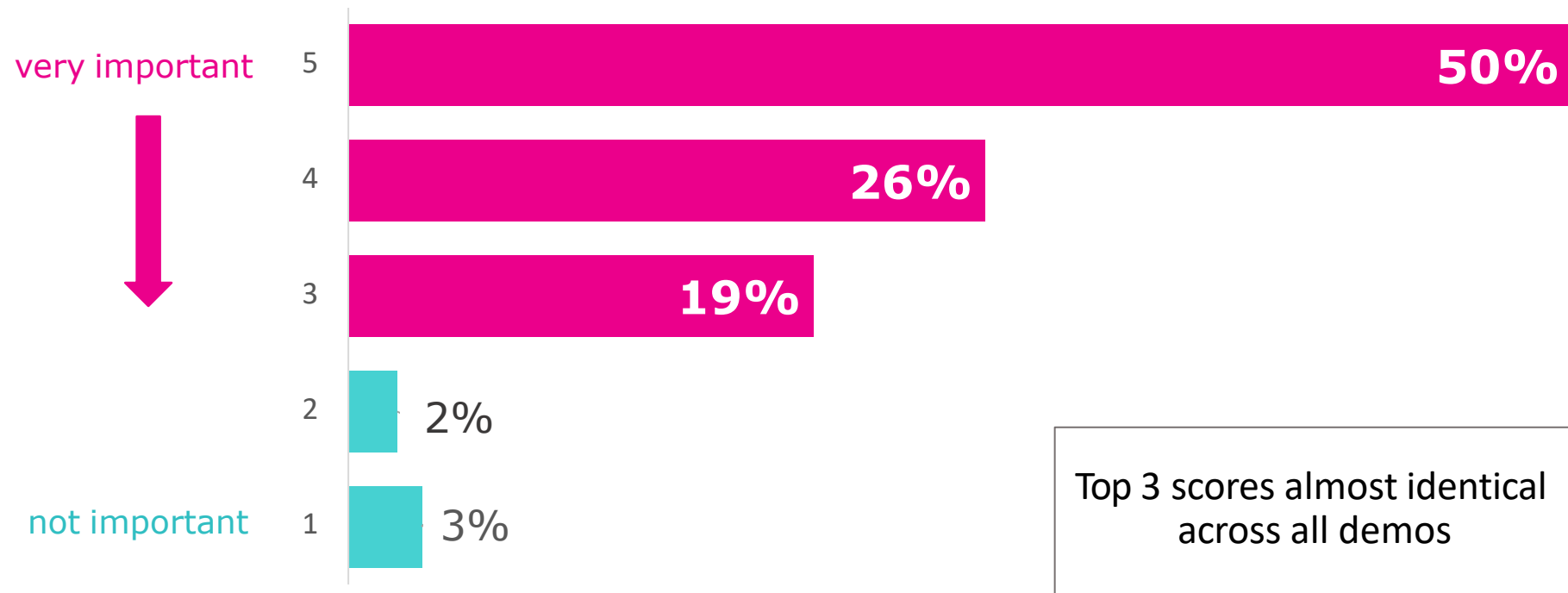


Q: Rate the trustworthiness of news from the following sources where 5 is completely trustworthy and 1 is not at all trustworthy

Canadians want Canadian news

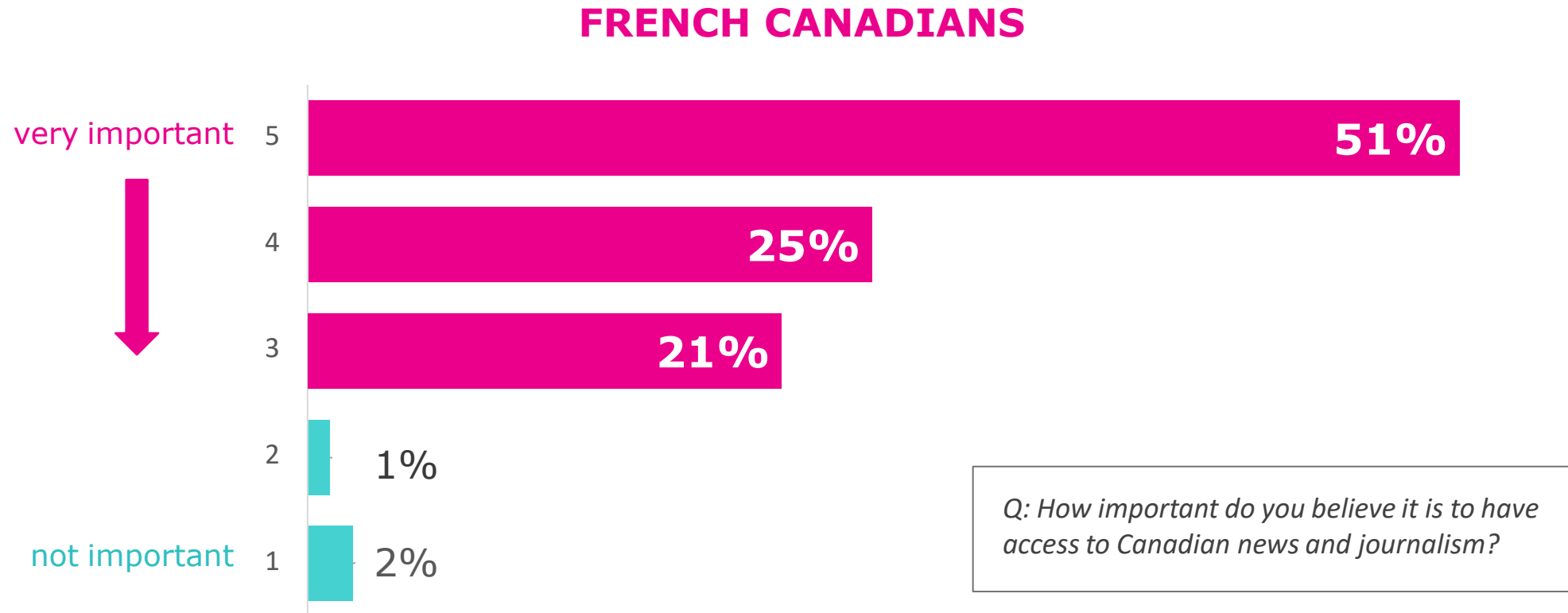
95% of Canadians believe Canadian news is important

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



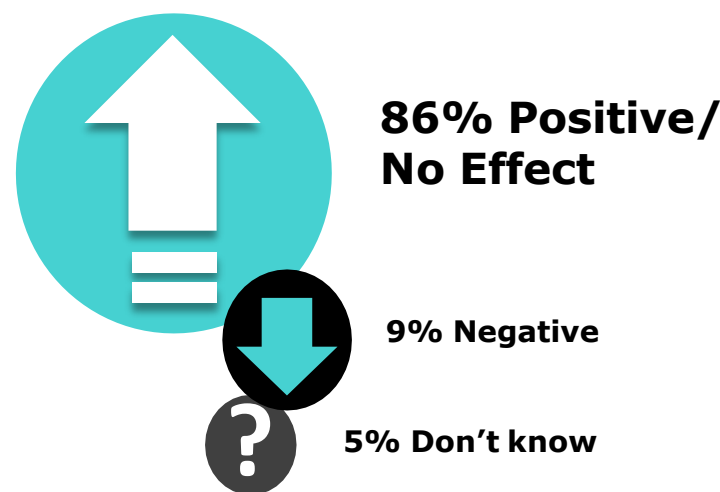


**news is a proven vehicle
for effective advertising**

news is a safe place for brands

Brand Impact on Ads Placed In Upsetting/Serious News:

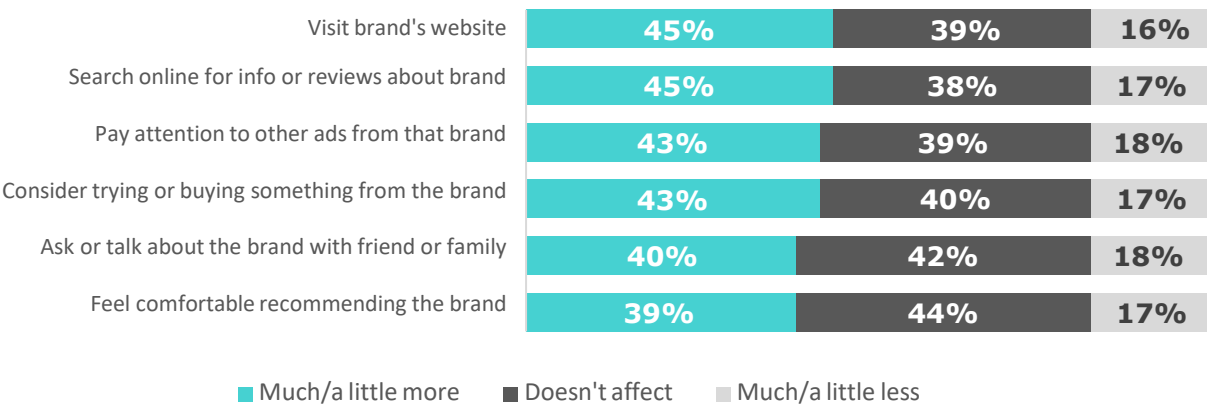
86% of News consumers believe there is either no effect or a positive effect on brands placed around serious or upsetting news.



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.

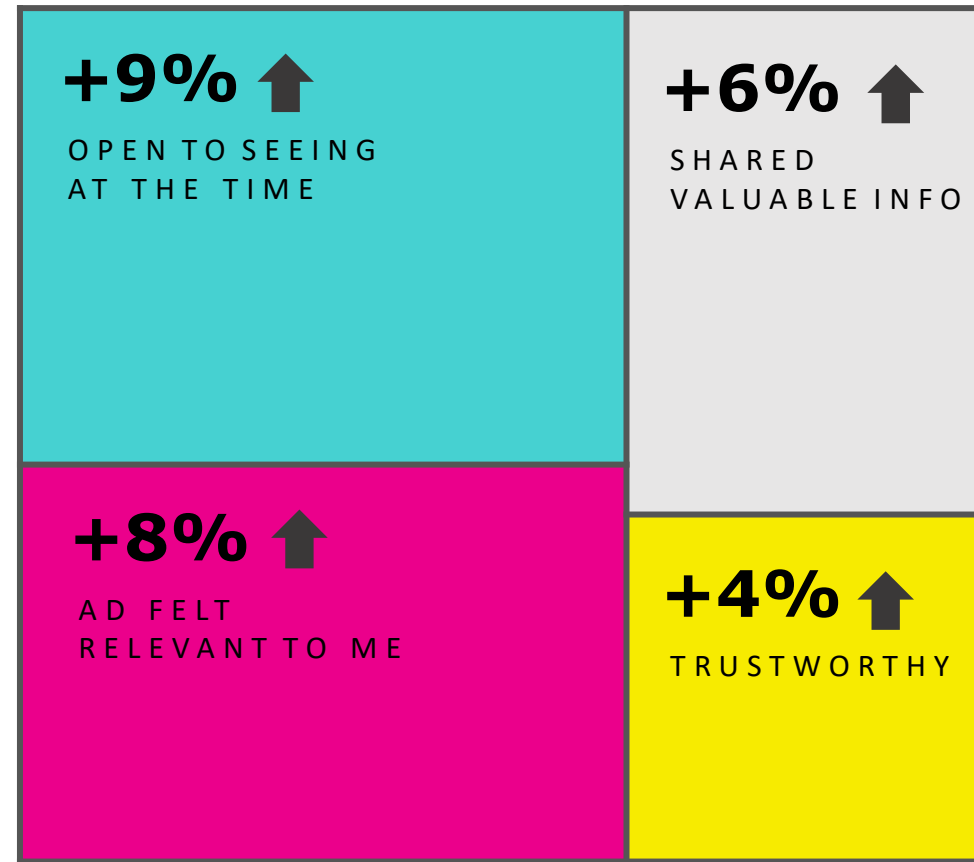
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positive opinions of news content aid ad perception

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)

MAGNA Disney



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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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