



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 recent think**tv** / YouGov survey revealed that **95% 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 22% of time spent watching TV, 93% 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

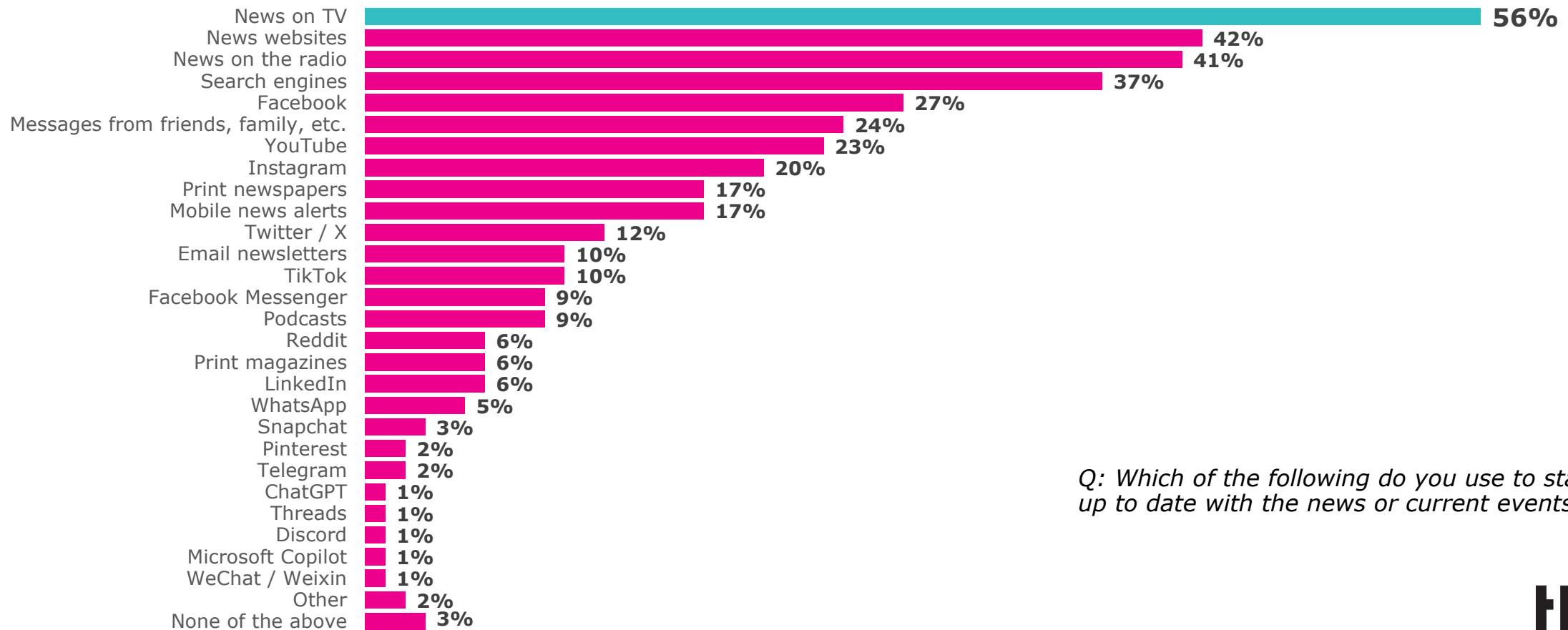
- ▶ **Linear TV news programming reaches 61% of adults every week**—more if you include broadcaster online content—and 77% of Quebec Franco adults
- ▶ **Canadians watch 109 million hours of linear TV news programming per week** (22% of total time spent with TV; 24% for Quebec Franco)
- ▶ **93% of news is watched live**
- ▶ **39% of news viewers are under 50 years old**



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

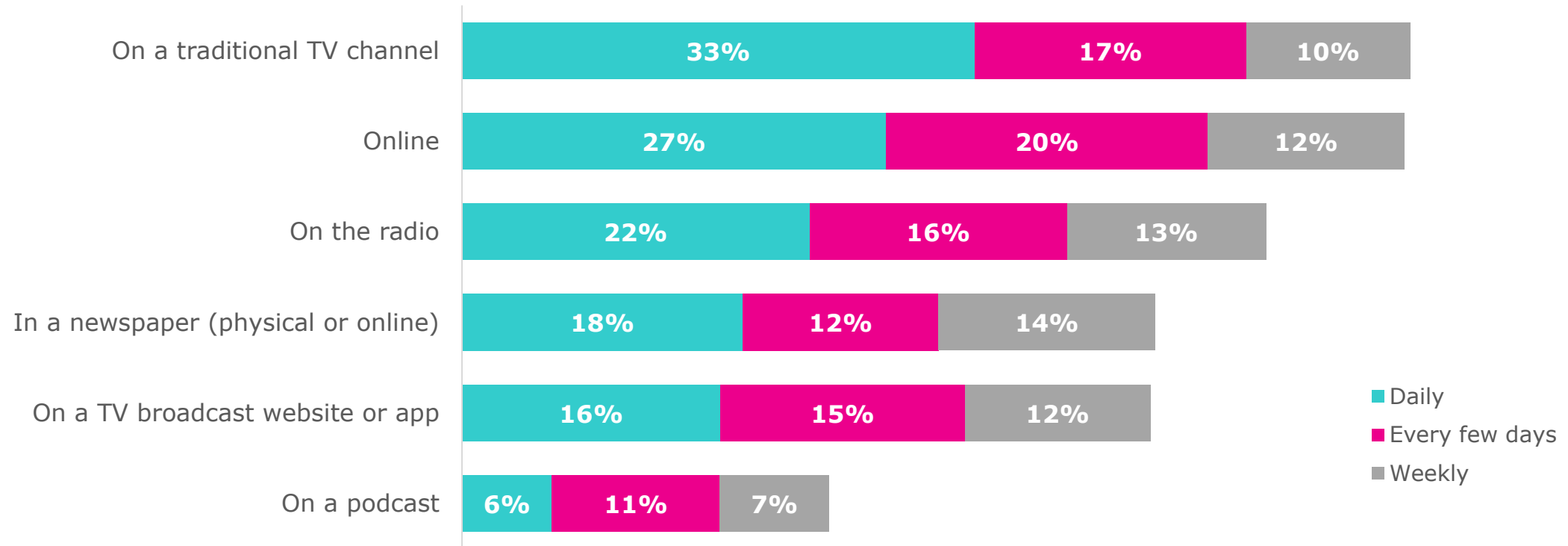
MOST COMMON NEWS SOURCES IN CANADA



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

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% are accessing news on a broadcaster website or app weekly

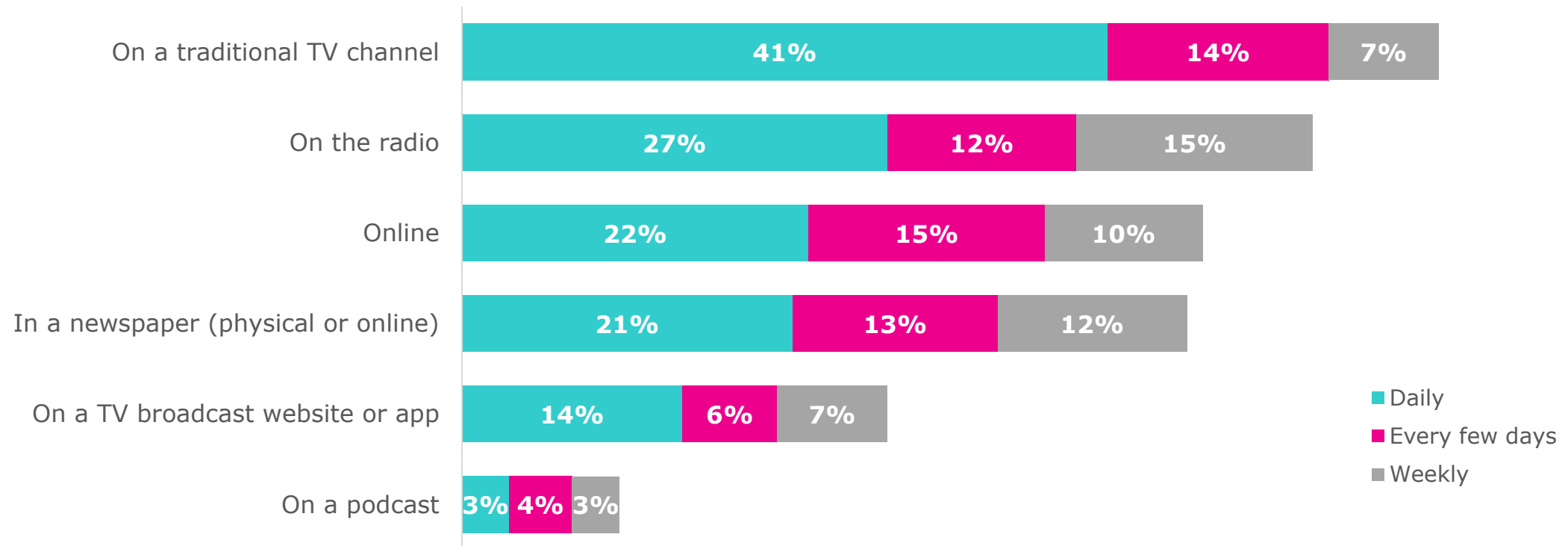


Q: How often, if ever, do you consumer Canadian national news using the following platforms?

tv is the top choice in Quebec

62% of **Quebec Francophones** access national news via a TV channel on a weekly or more frequent basis; 27% are accessing news on a broadcaster website or app weekly

QUEBEC FRANCOPHONES



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

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.



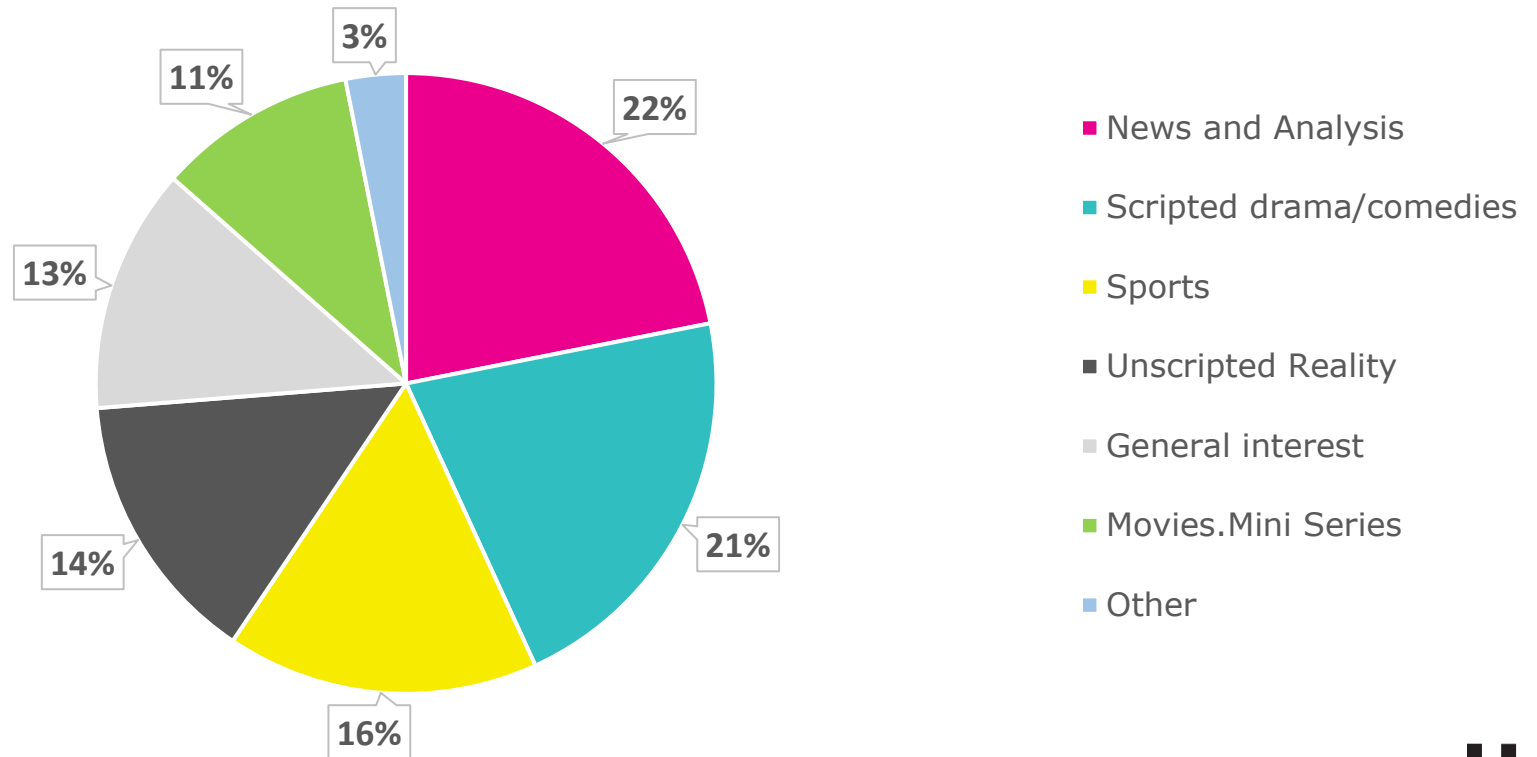
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Canadians watch a lot of news on **tv**

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

TIME SPENT PER GENRE

ADULTS 18+ | % of Minutes Viewed



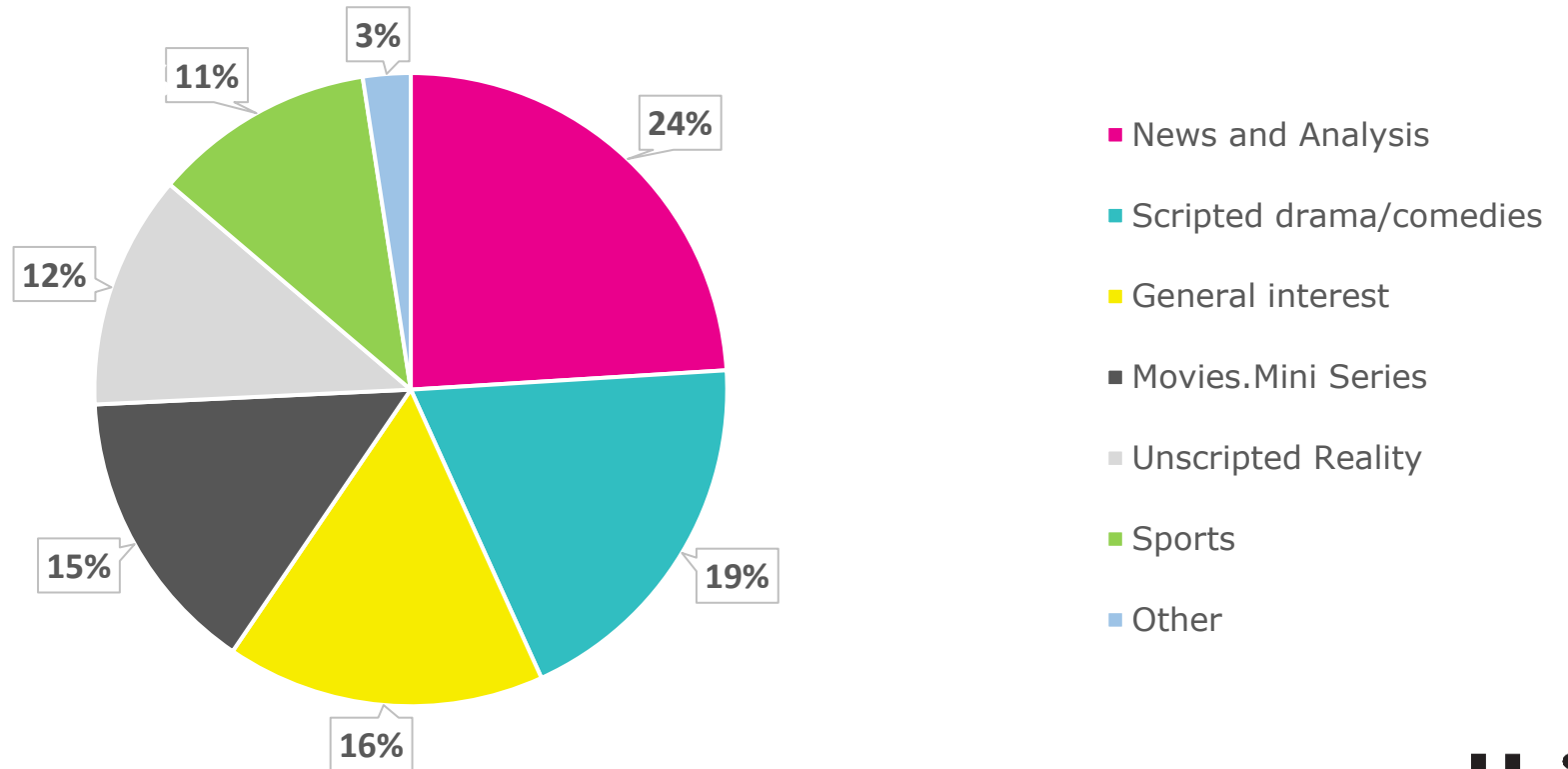
French Canadians watch a lot of news on



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

TIME SPENT PER GENRE

QUEBEC FRANCO 18+ | % of Minutes Viewed



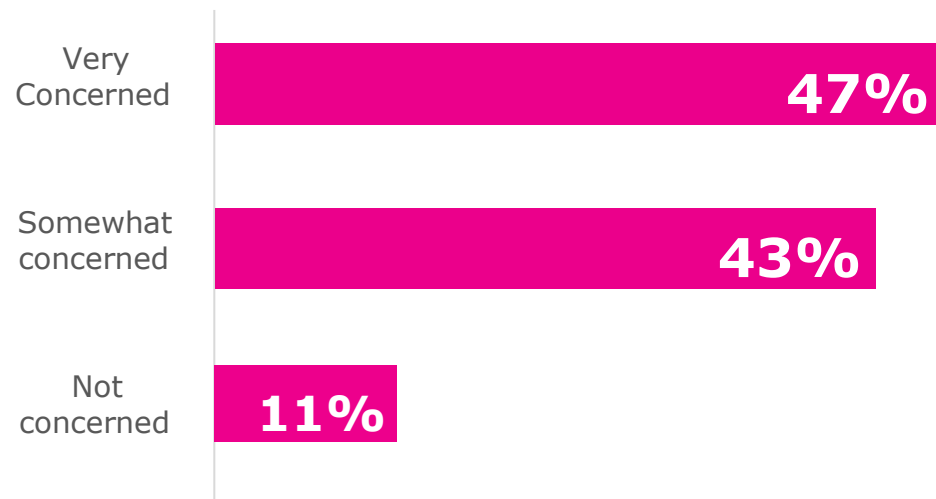


trust in news

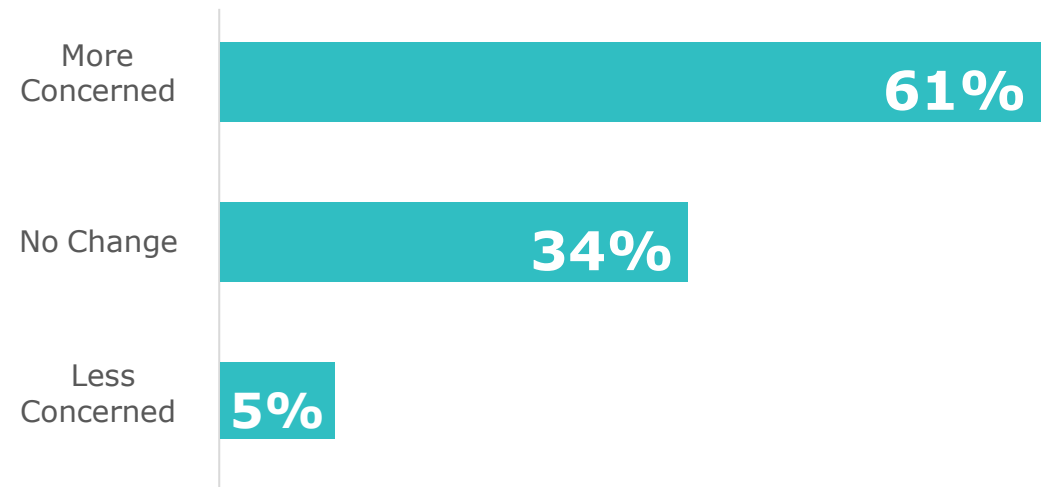
concern about fake news is high

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?

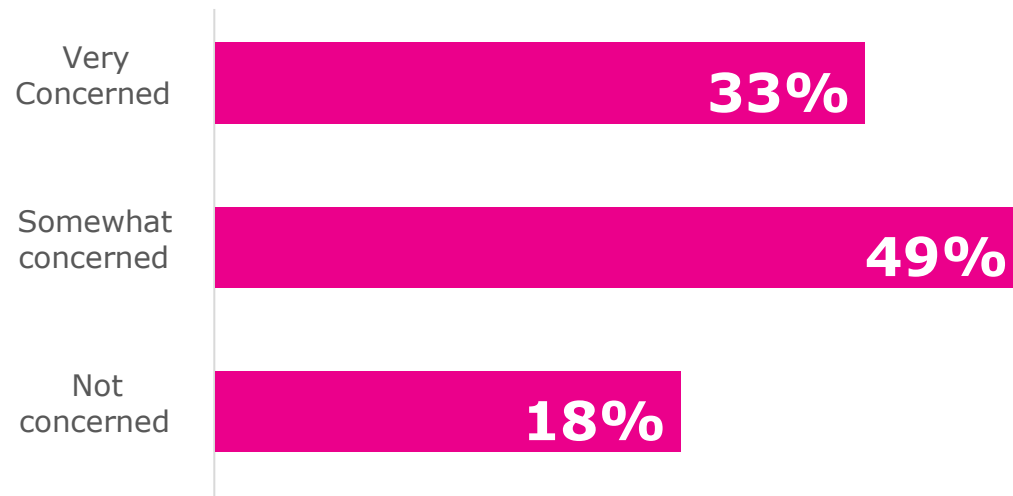


concern about fake news is high in Quebec

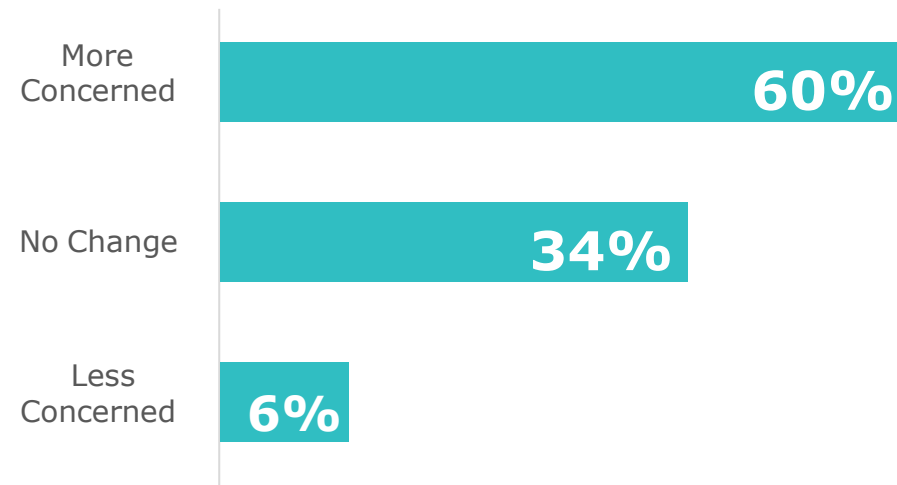
82% of **Quebec Francophones** are either “very” or “somewhat” concerned about fake news, while 60% say they have grown “more concerned” in the last 3 years

QUEBEC FRANCOPHONES

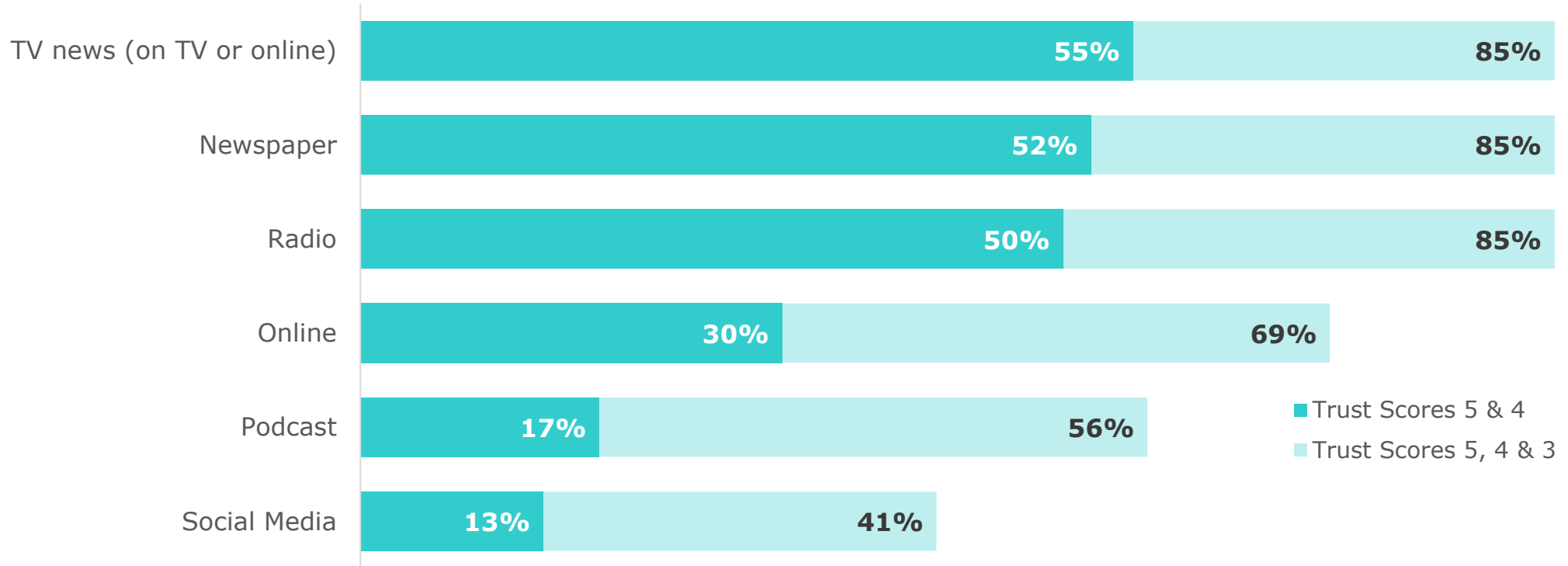
Are you concerned about ‘fake news’?



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



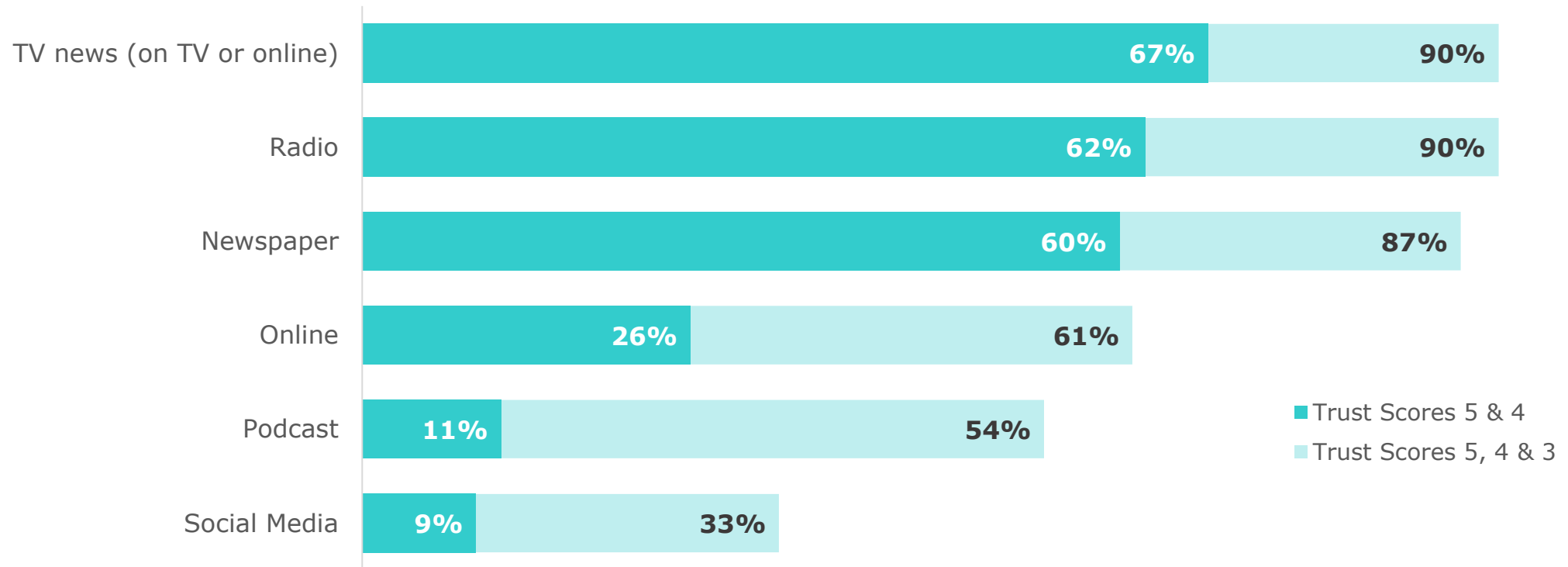
Canadians trust **tv** news



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

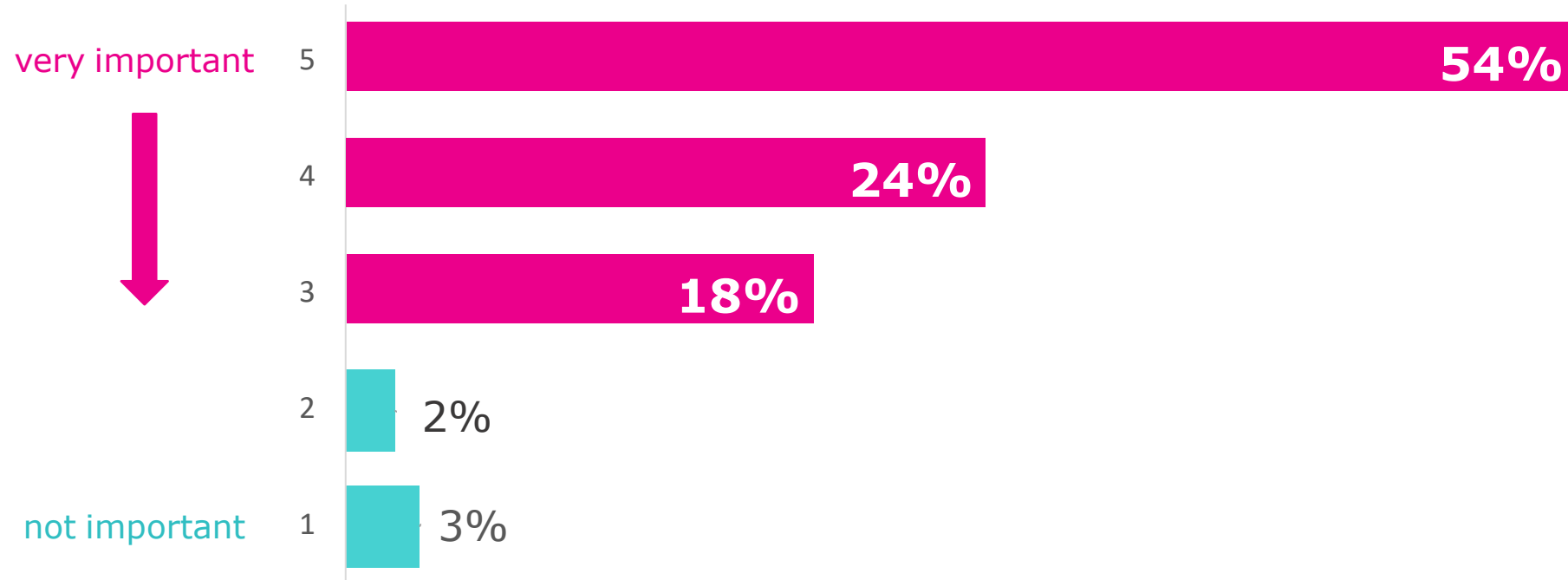
QUEBEC FRANCOPHONES



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

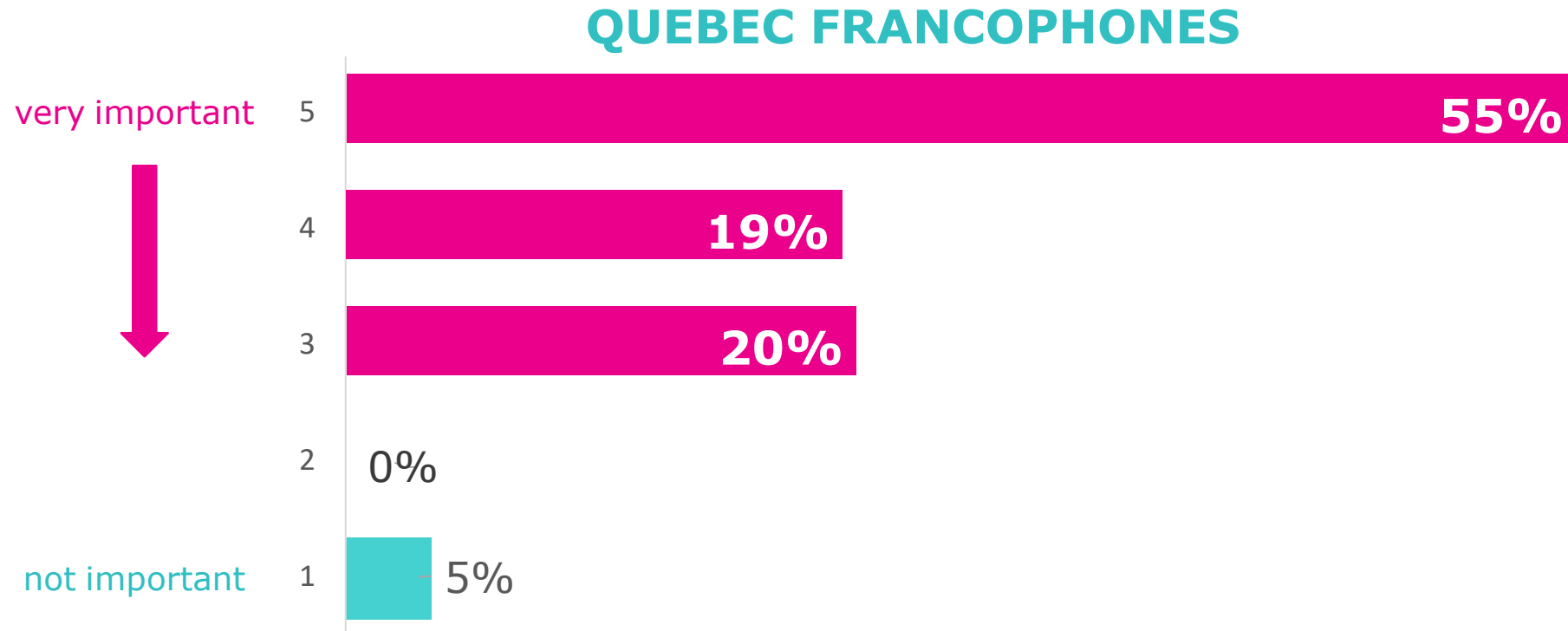
96% of Canadians believe Canadian news is important



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?

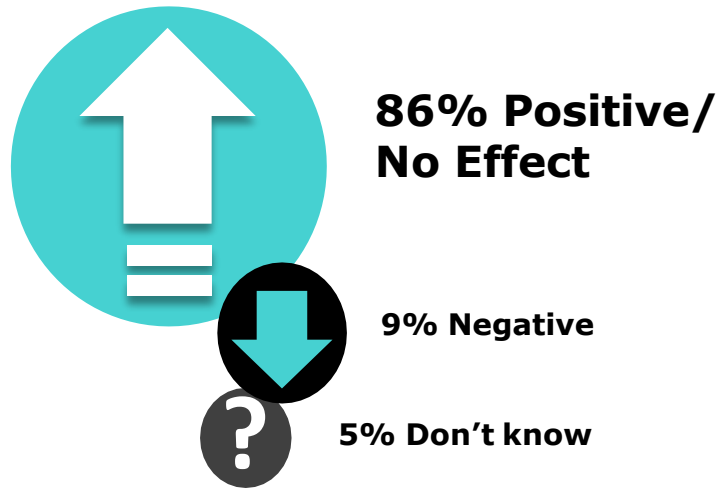


**news is a proven vehicle
for effective advertising**

news is a safe place for brands

Brand Impact on Ads Placed In Upsetting/Serious News:

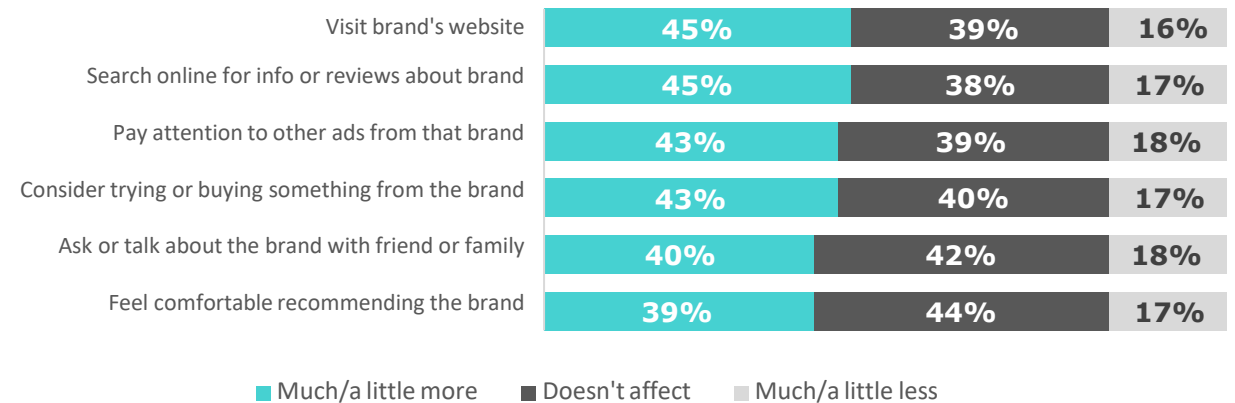
86% of News consumers believe there is either no effect or a positive effect on brands placed around serious or upsetting news.



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.



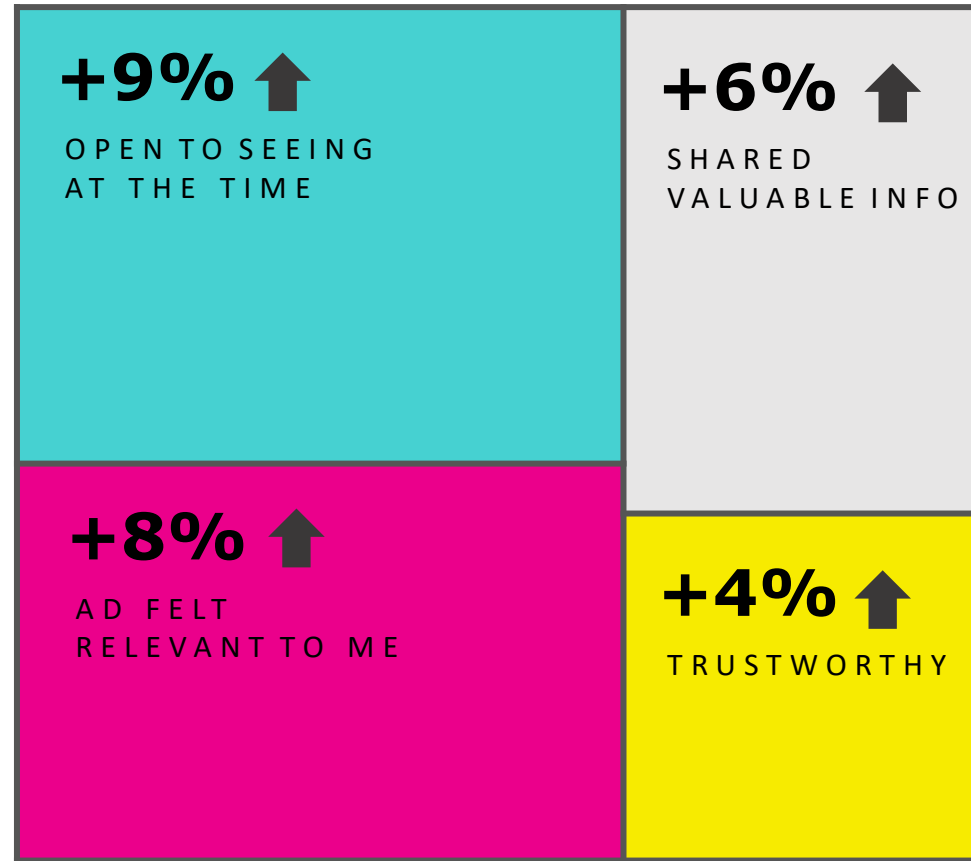
Increases in consumer actions taken upon ad exposure increase regardless of whether the ad is placed adjacent to serious/breaking News topics, opinion News, or lighter/more entertaining News topics.

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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)



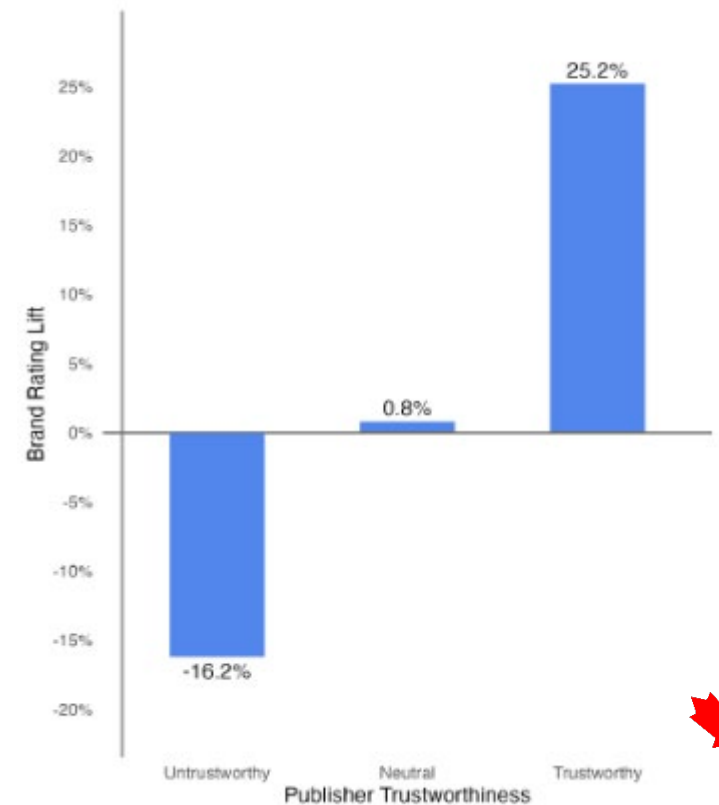
trustworthy environments drive brand lift

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:

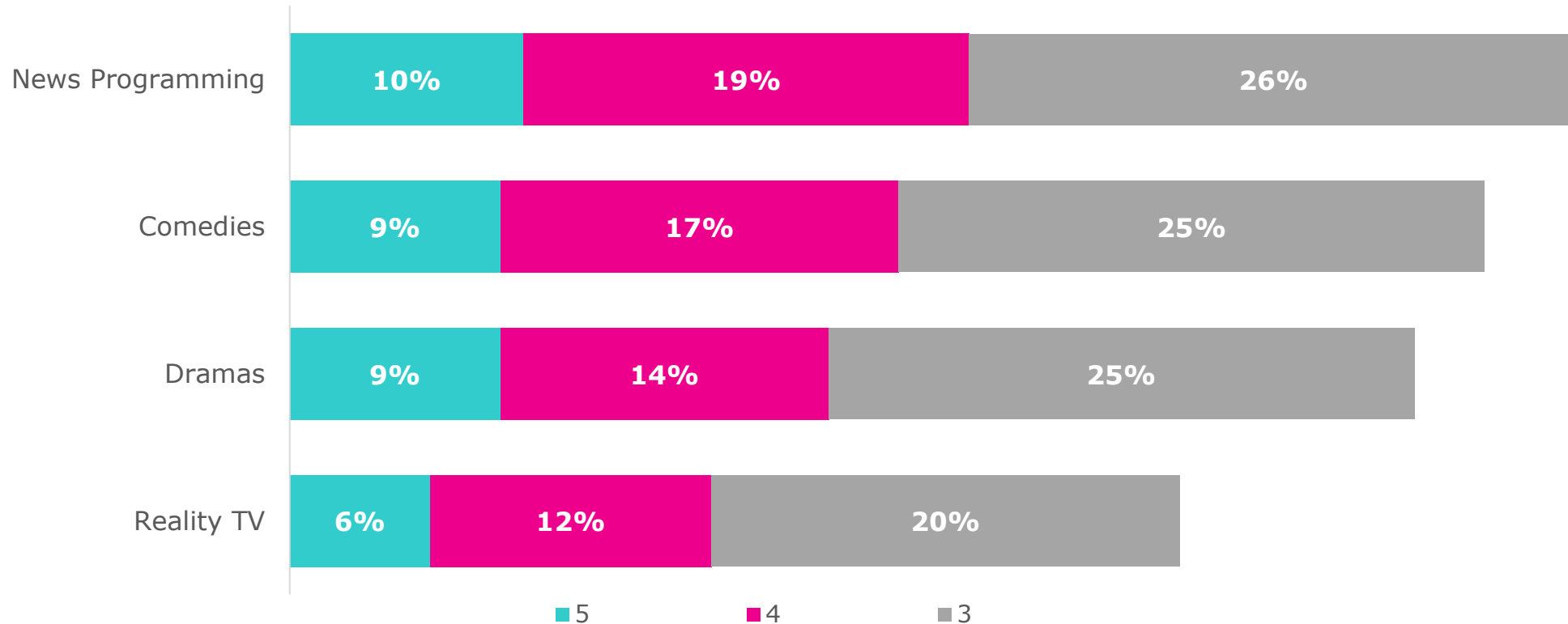
- **trustworthy environments lead to a 25% lift** in brand rating (while not surprisingly, untrustworthy sites see brands take a hit of 16%)
- all news is good news: **'hard news' has strong positive brand ratings** that are equal to soft news

the Cossette Media white paper advised advertisers to consider the value of contribution when evaluating media options: ***"If the trust premium can allow you to achieve a 10x ROI on your end conversion goal, it may be worth the 30% premium on the CPM."***



advertising in news scores highest on attention

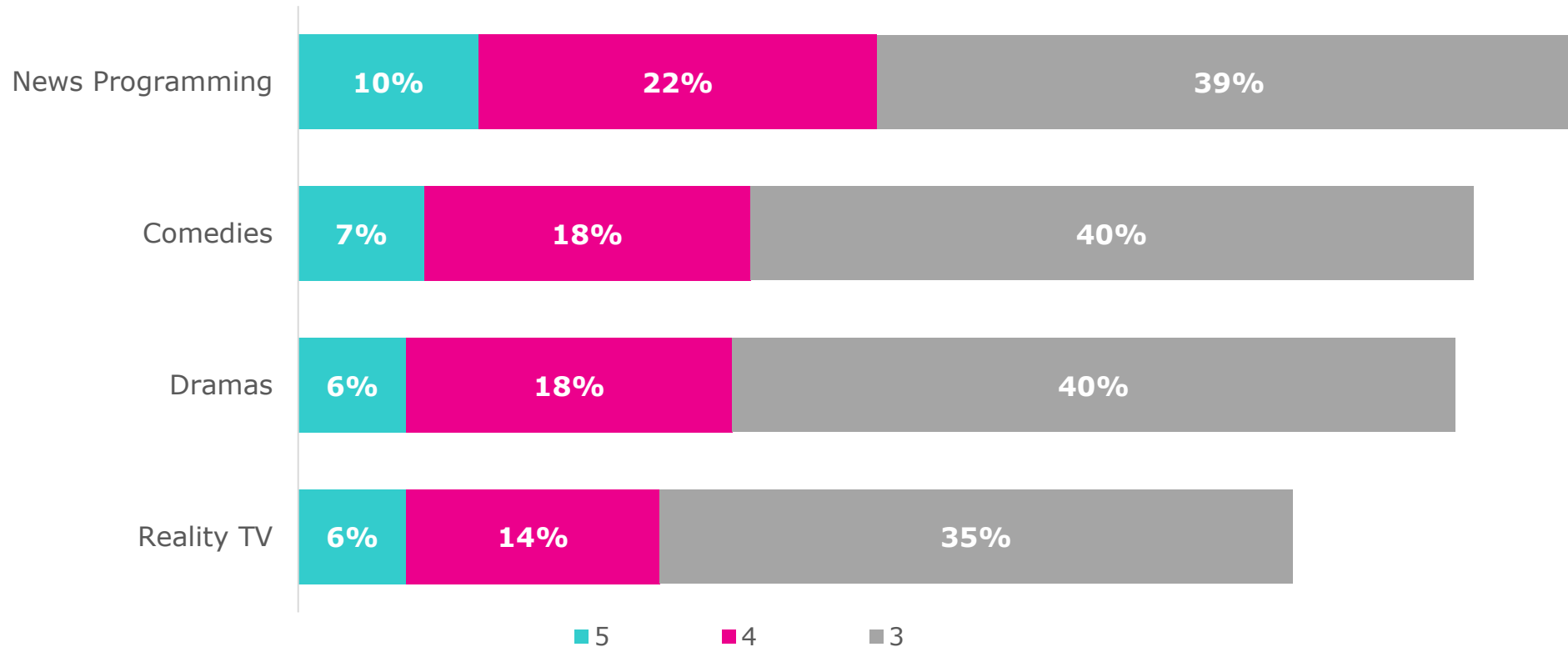
Canadians say advertising within news programming is most likely to get their attention



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**

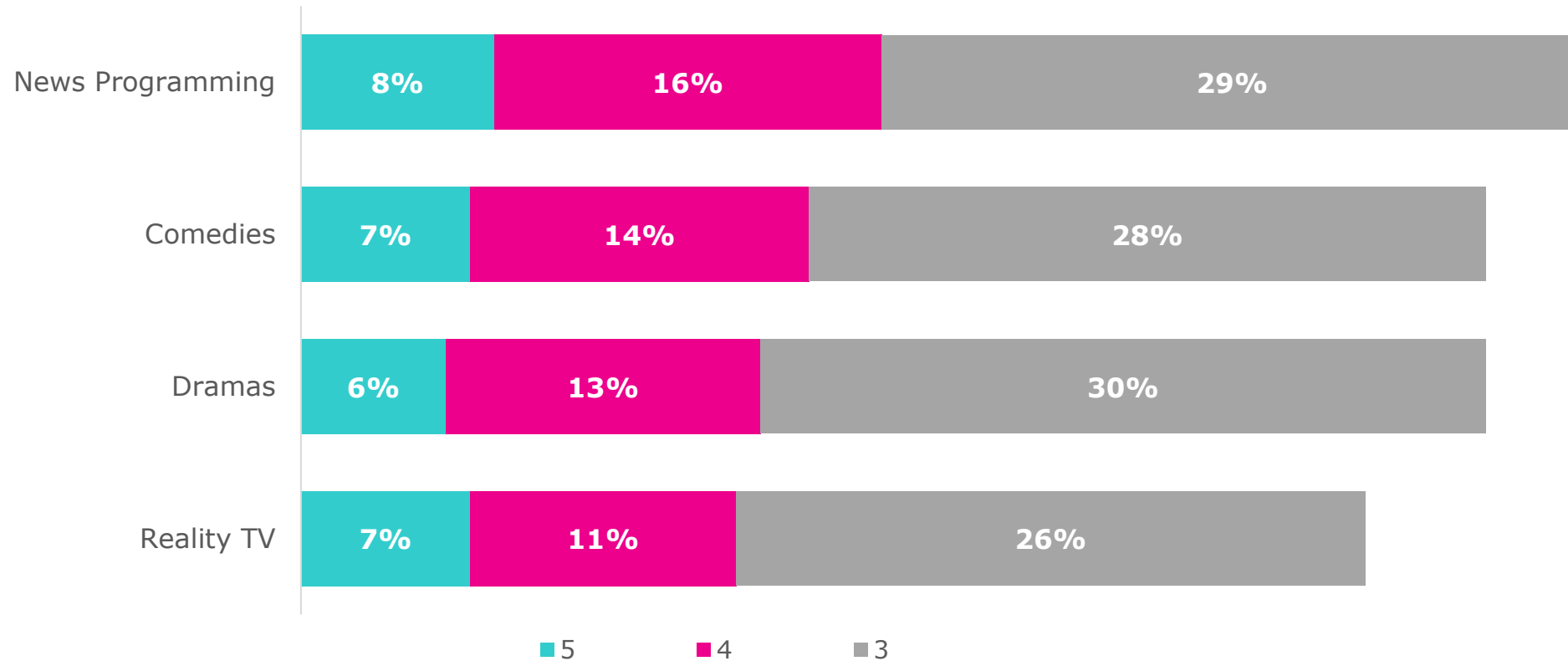
Canadians are most likely to trust advertising within news programming



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 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)?

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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info@thinktv.ca



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