

the value of TV news



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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.



CTV

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




Linear TV news programming reaches 56% of adults every week — more if you include broadcaster online content



92% of news is watched live



45% of news viewers are under 50 years old



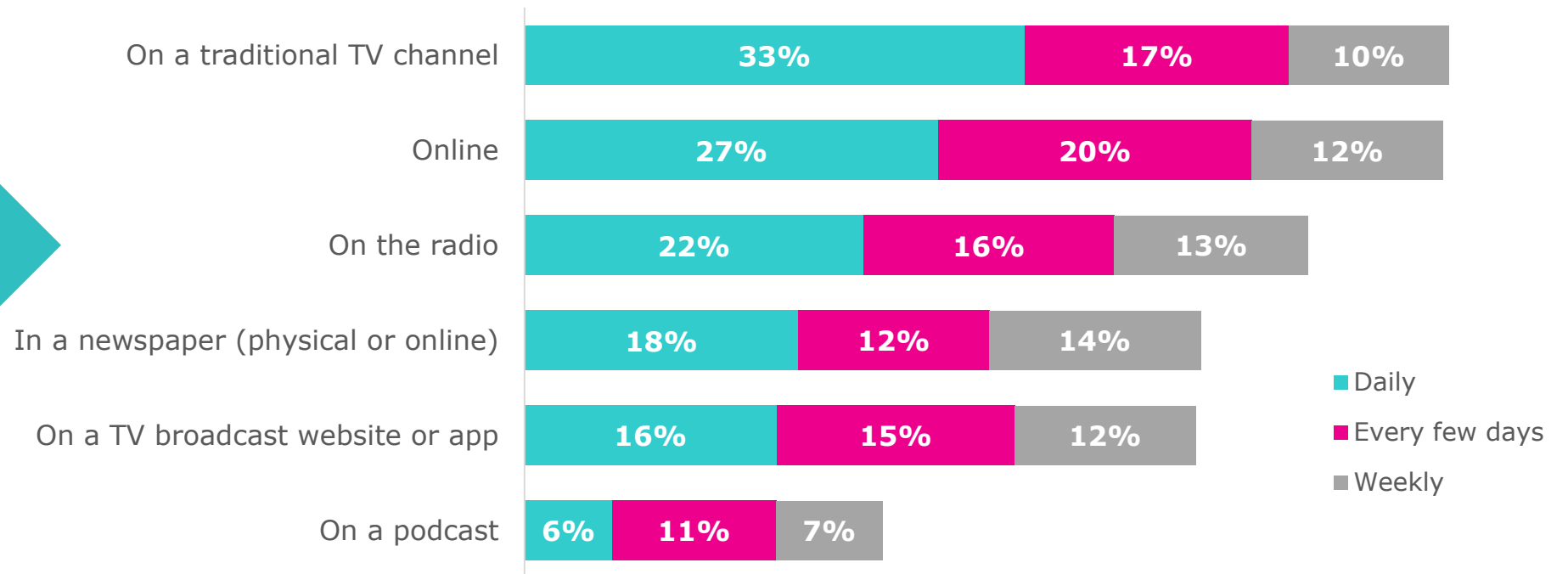
Canadians watch 105 million hours of linear TV news programming per week (21% of total time spent with TV; 23% for Quebec Franco)



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



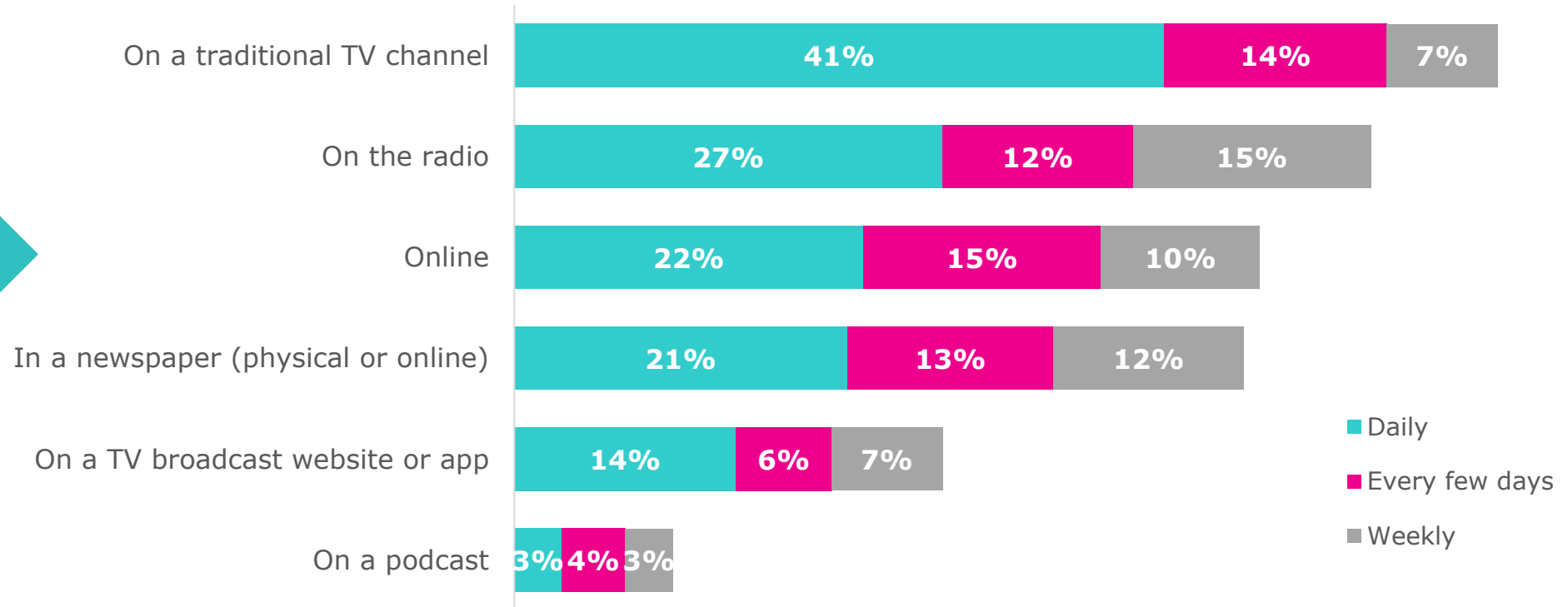
Q: How often, if ever, do you consumer Canadian national news using the following platforms?

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

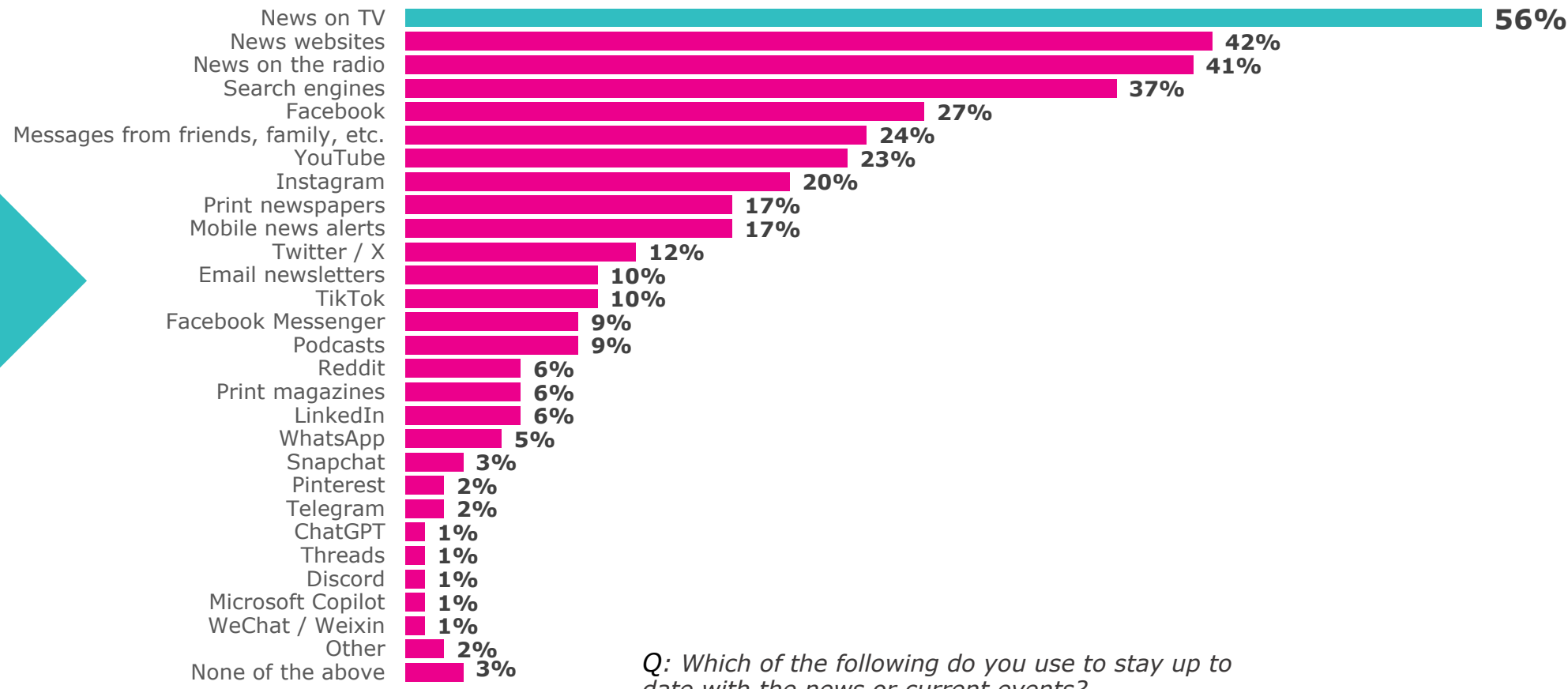


Q: How often, if ever, do you consumer Canadian national news using the following platforms?

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

\$735 million

on news programming in 2023 alone

no other medium invests more in news

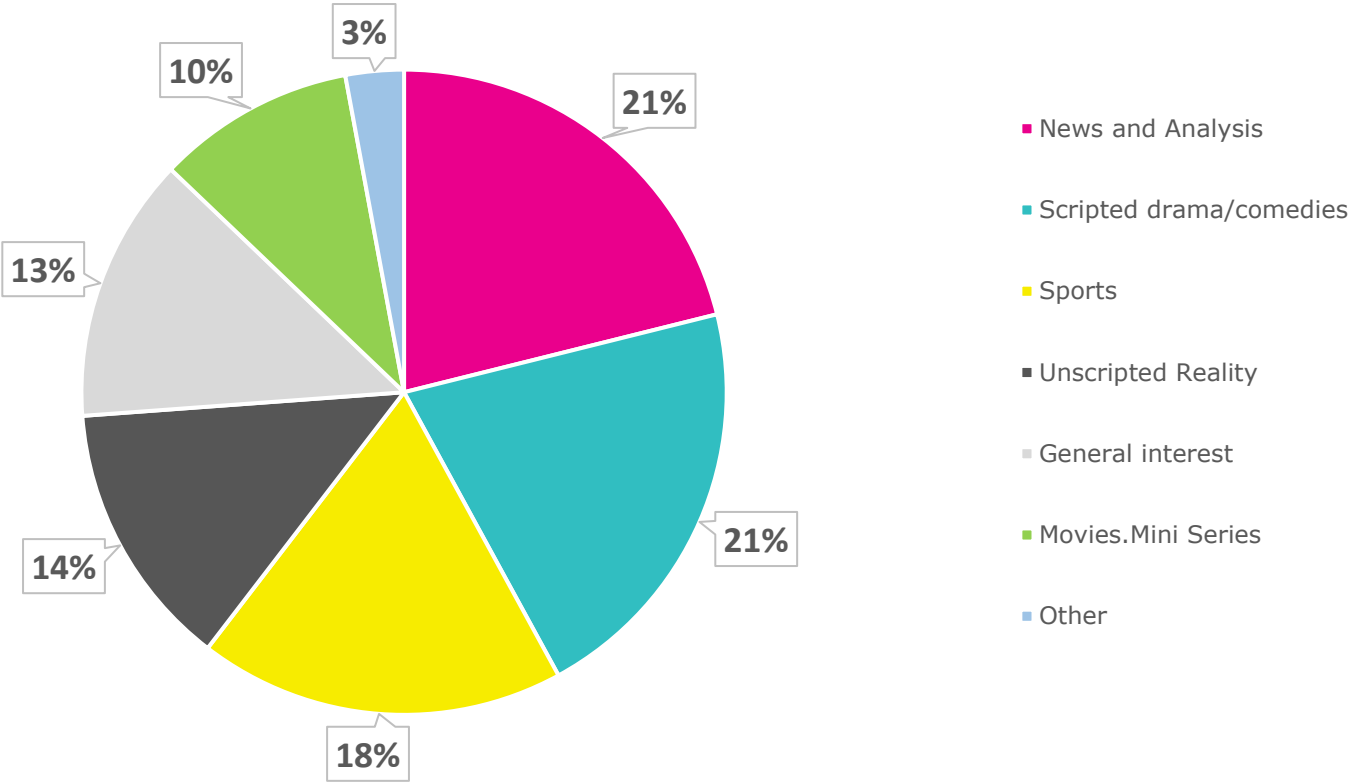


Canadians **watch** a lot of news on TV

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

TIME SPENT PER GENRE

ADULTS 18+ | % of Minutes Viewed

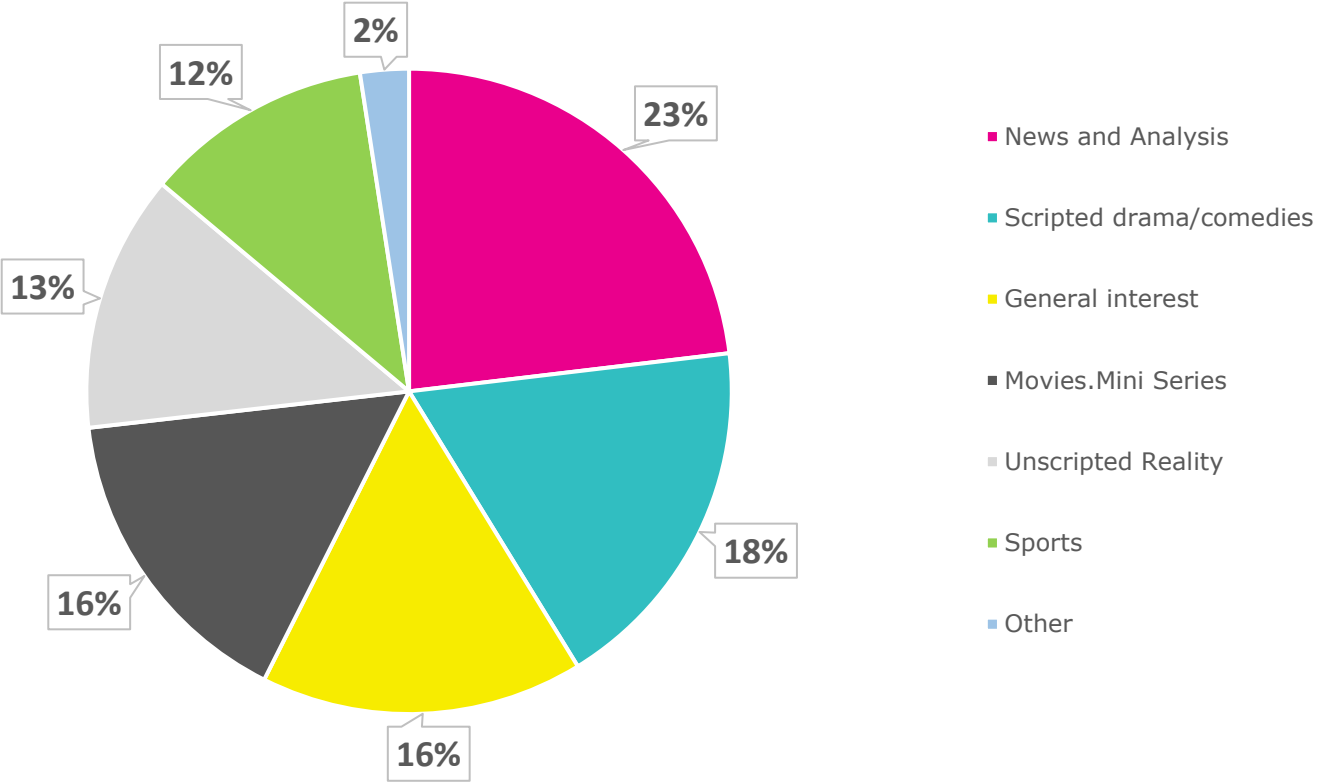


Source: Numeris PPM 9/16/2024 to 05/25/2025, Total Canada

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



Source: Numeris PPM 9/16/2024 to 05/25/2025, Quebec Franco

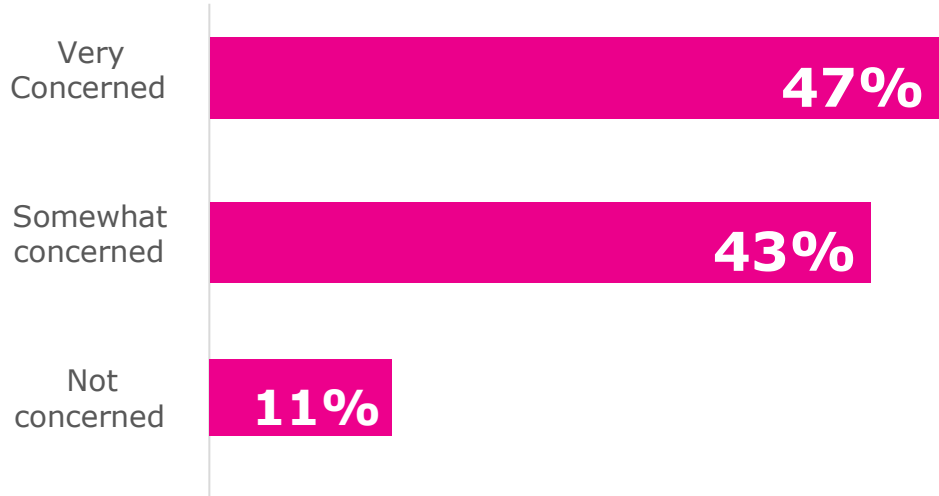


trust in news

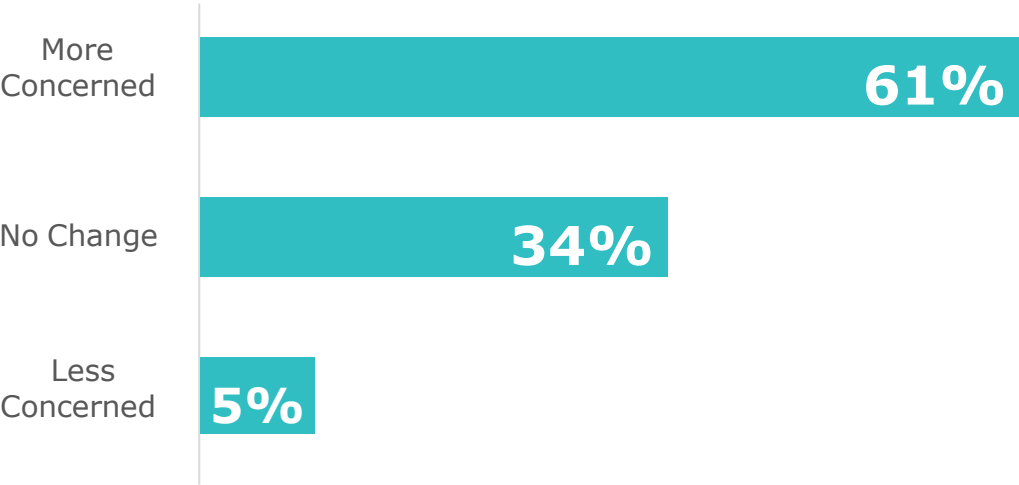
concern about fake news is **high**

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?

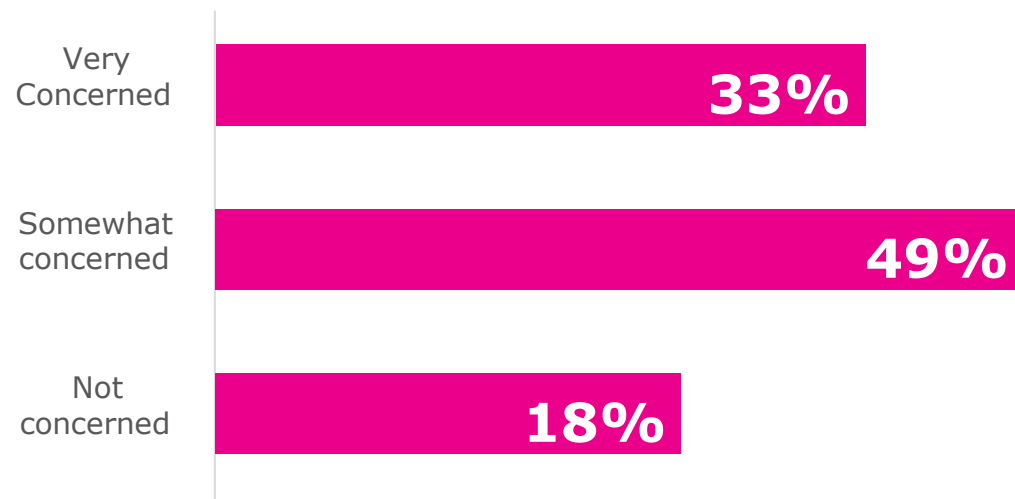


Source: YouGov survey, March 2025, Canadians 18+

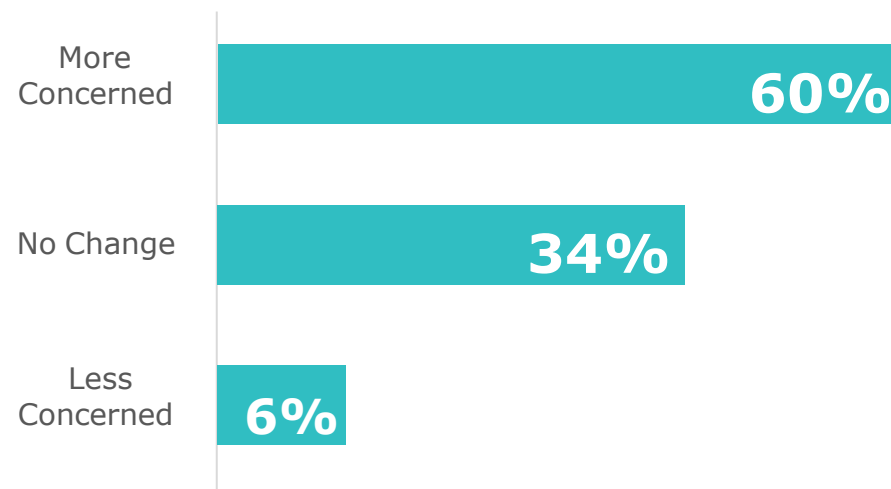
concern about fake news is **high** in Quebec

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

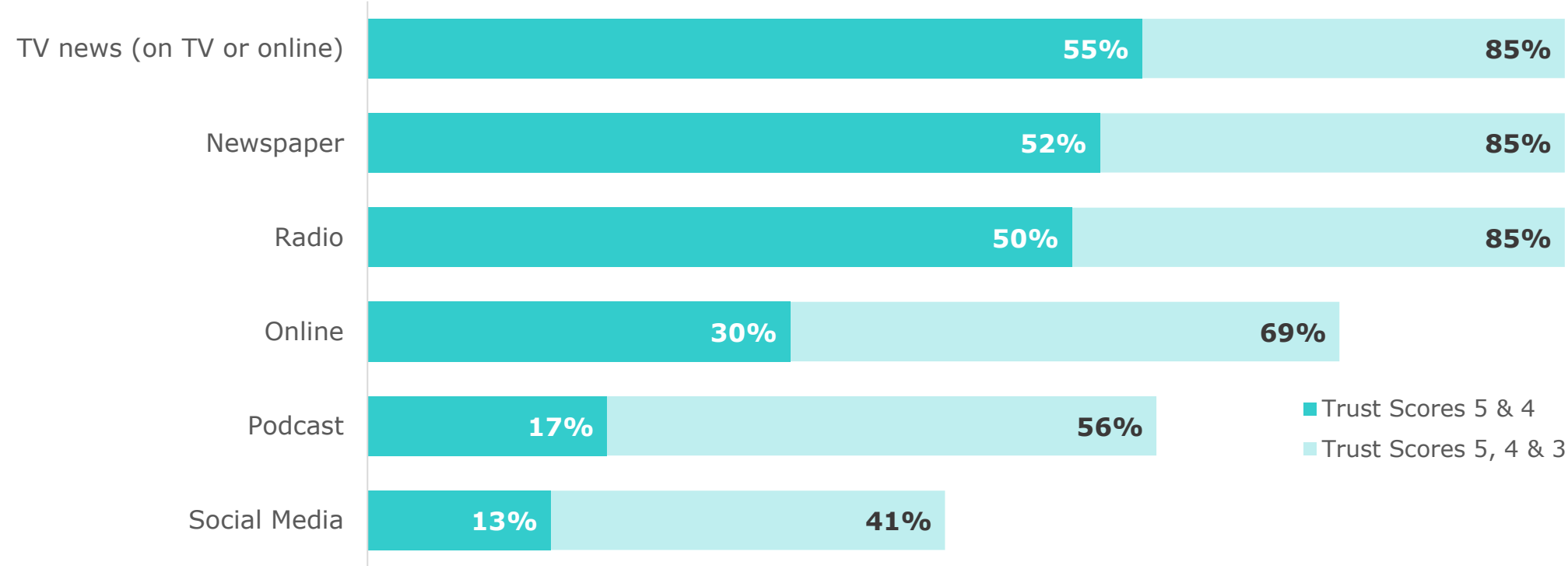
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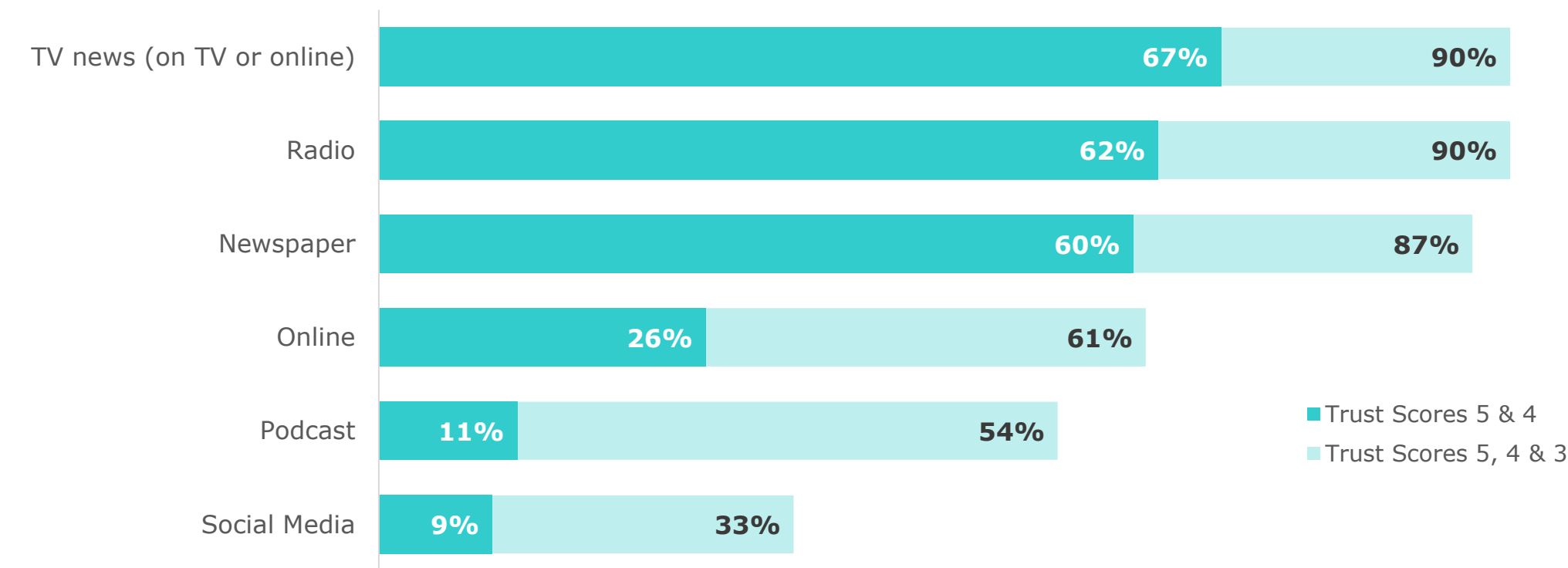
Canadians **trust** TV news



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

Quebec Francophones

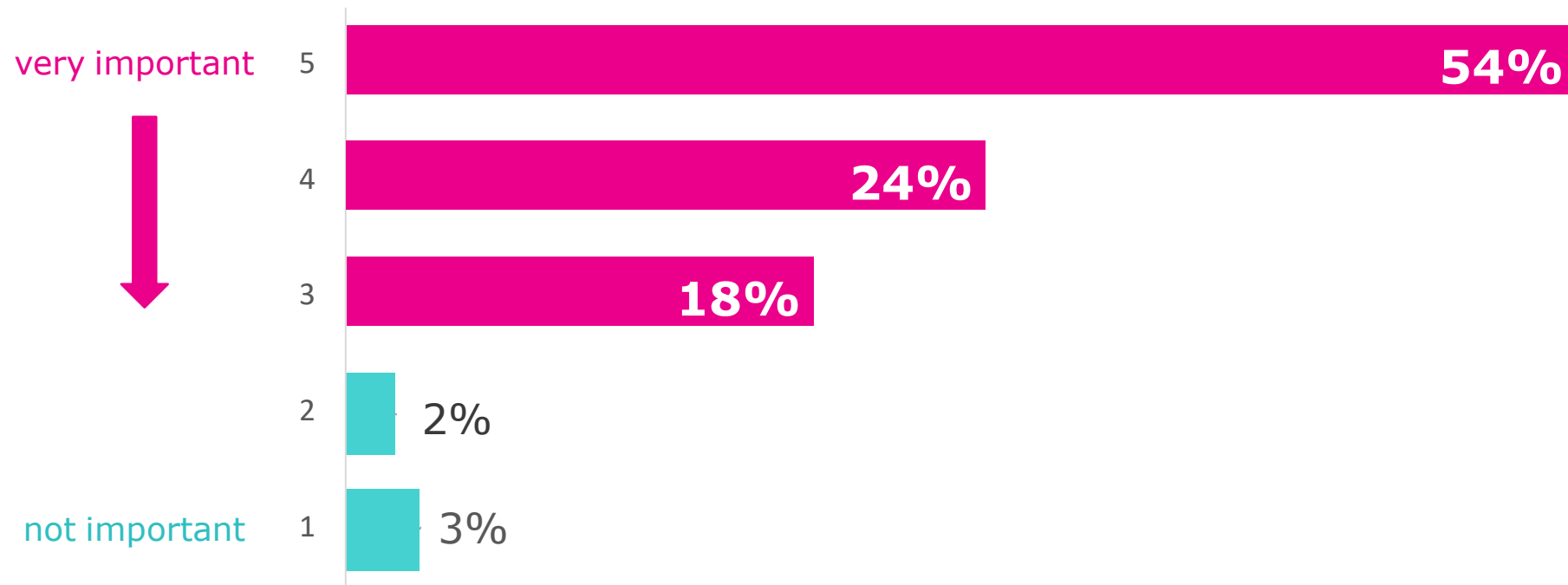
trust TV news



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

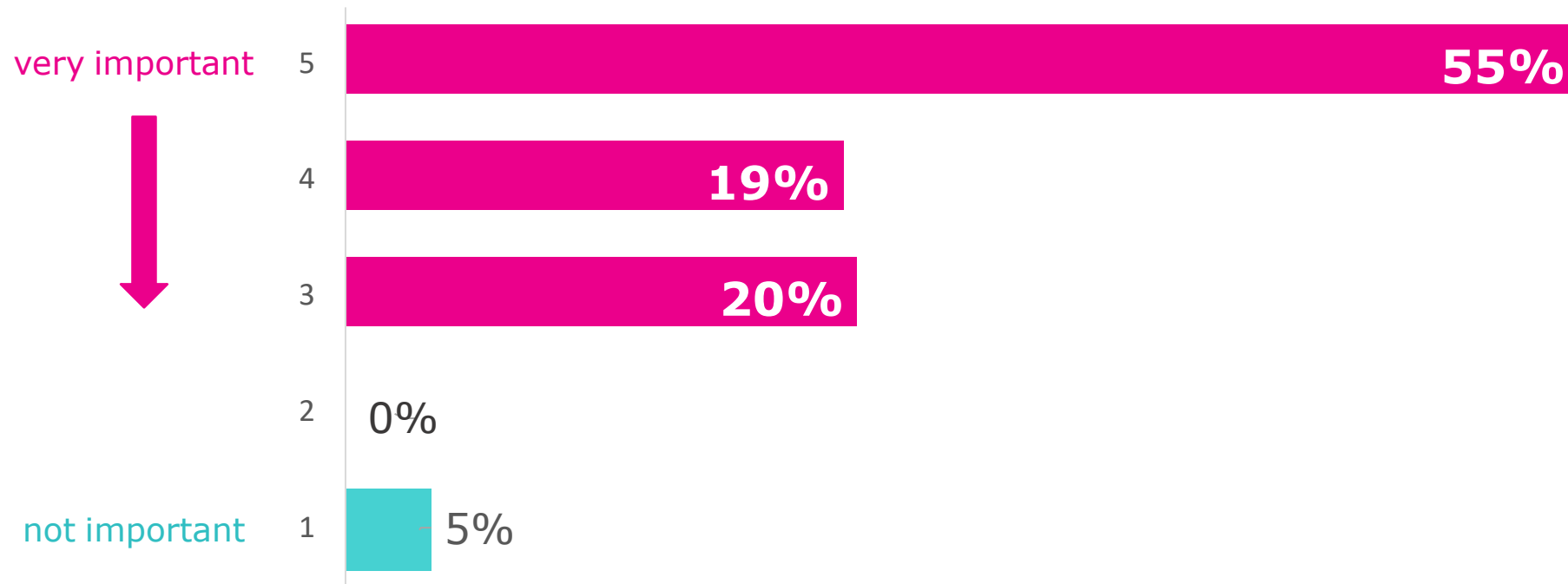
96% of Canadians believe Canadian news is important



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?

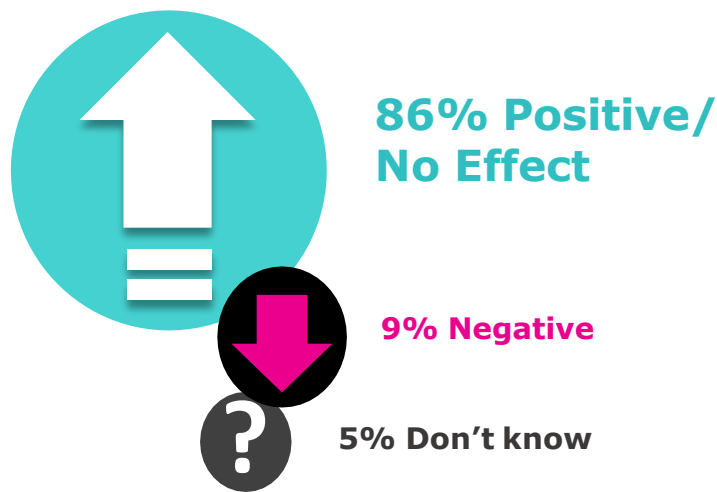


**news is a proven vehicle
for effective advertising**

news is a **safe place** for brands

Brand Impact on Ads Placed In Upsetting/Serious News:

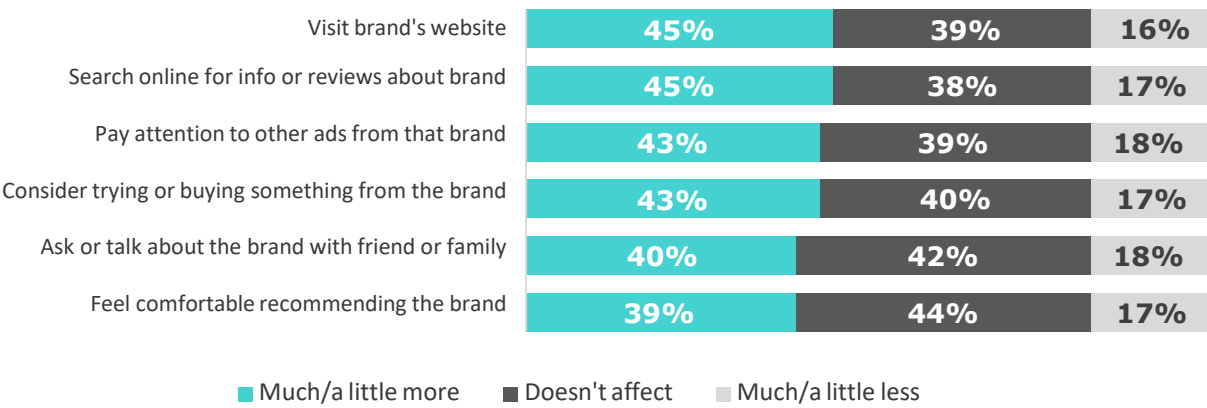
86% of News consumers believe there is either no effect or a positive effect on brands placed around serious or upsetting news.



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.



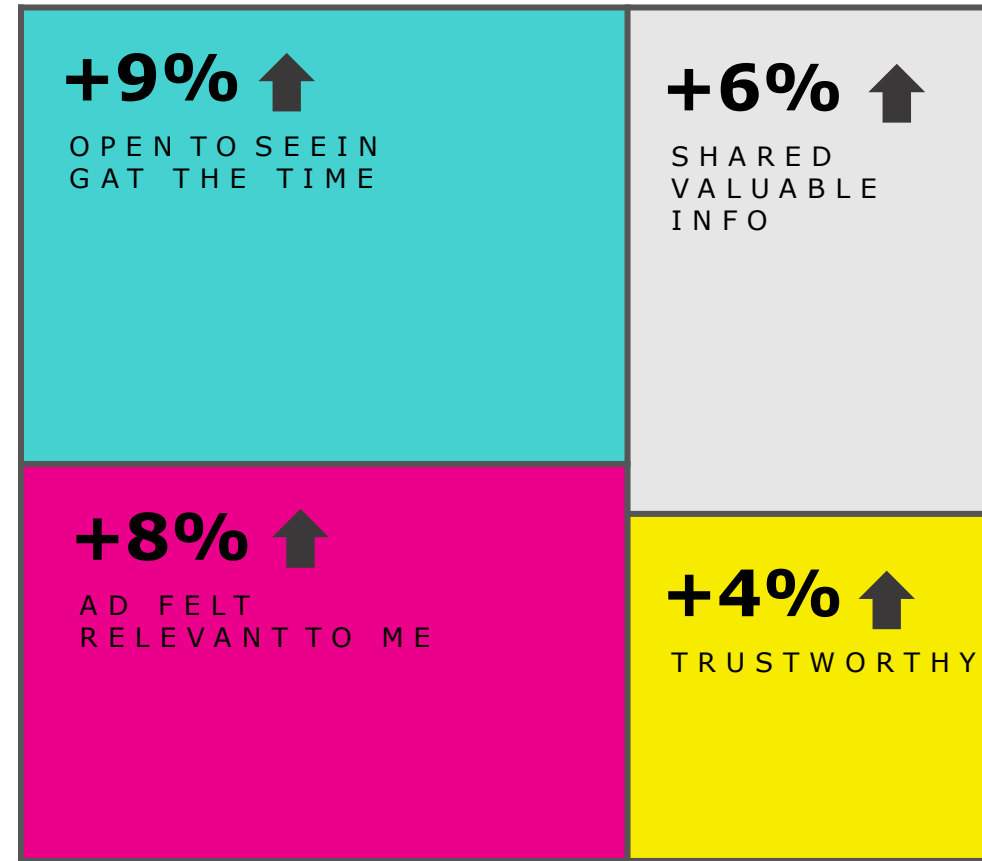
Increases in consumer actions taken upon ad exposure increase regardless of whether the ad is placed adjacent to serious/breaking News topics, opinion News, or lighter/more entertaining News topics.

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)



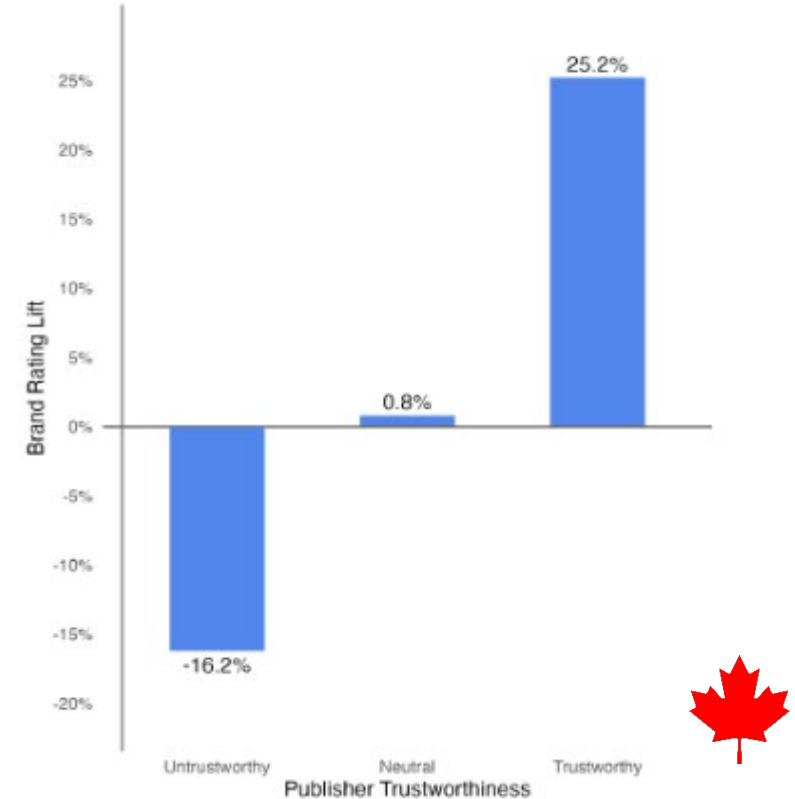
trustworthy environments drive brand lift

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:

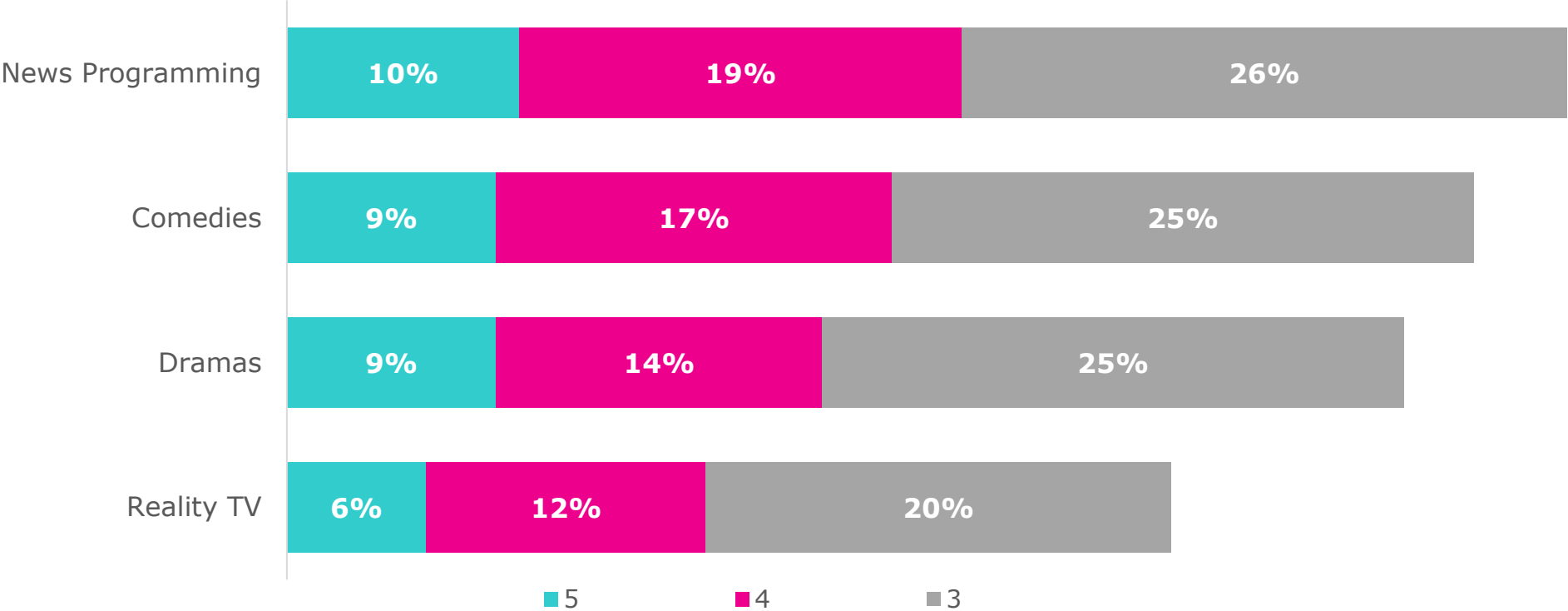
- **trustworthy environments lead to a 25% lift** in brand rating (while not surprisingly, untrustworthy sites see brands take a hit of 16%)
- all news is good news: **'hard news' has strong positive brand ratings** that are equal to soft news

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

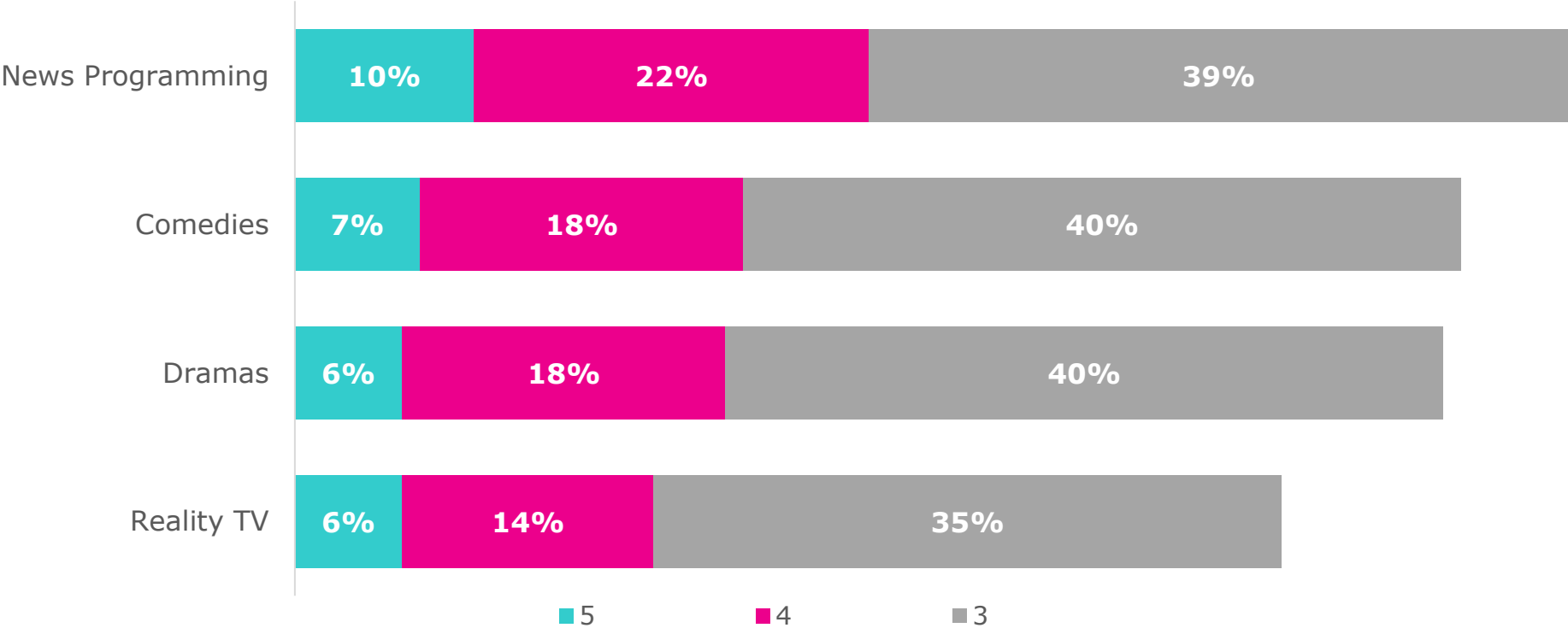
Canadians say advertising within news programming is most likely to get their attention



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**

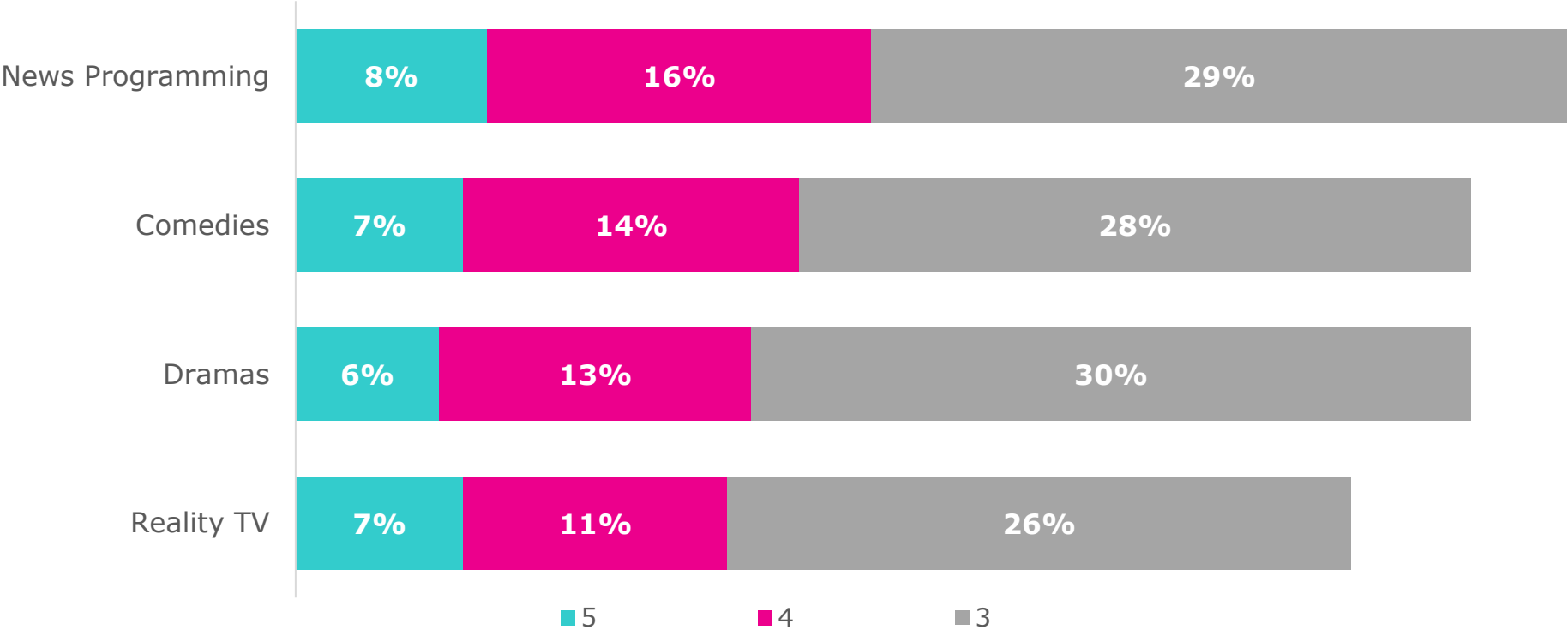
Canadians are most likely to trust advertising
within news programming



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 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)?

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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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