

all the **news**  
that's fit for  
**advertising**

# the tremendous value of news

both for Canadians and for advertisers

We are fortunate to have a fair and rigorous news industry in Canada, from local newspapers and radio stations to national TV networks – Canadians reporting on the issues that matter to Canadians, every day of the year. Local news is good for democracy, diversity, and the economy, and Canadians agree: 89% of Canadians surveyed in an April YouGov poll agree that Canadian news is important.

But local news requires local investment, and increasingly, advertising dollars are migrating from Canadian media properties to international tech players: Alphabet, Meta & Amazon currently represent 46% of all global advertising dollars and are on track to hit 50% of total ad spend this year - all while the proliferation of fake news continues.

The good news? Broadcast news programming has broad reach, is highly trusted, and is a proven vehicle for effective for advertising.

**Reach Canadian consumers through Canadian media – it's good for business.**



# Canadians watch a lot of news on

tv

- **71% of adults tune in to a linear TV\* news program every week** & 92% can be reached over a 14 week campaign (Fall 2021)
- **Canadian adults watch over 159 million hours of linear TV\* news programming per week** (21% of total time spent with TV)
- **95% of news is watched live**
- **47% of news viewers are under 50 years old**

*\* not including broadcaster news programming's reach online and in social*



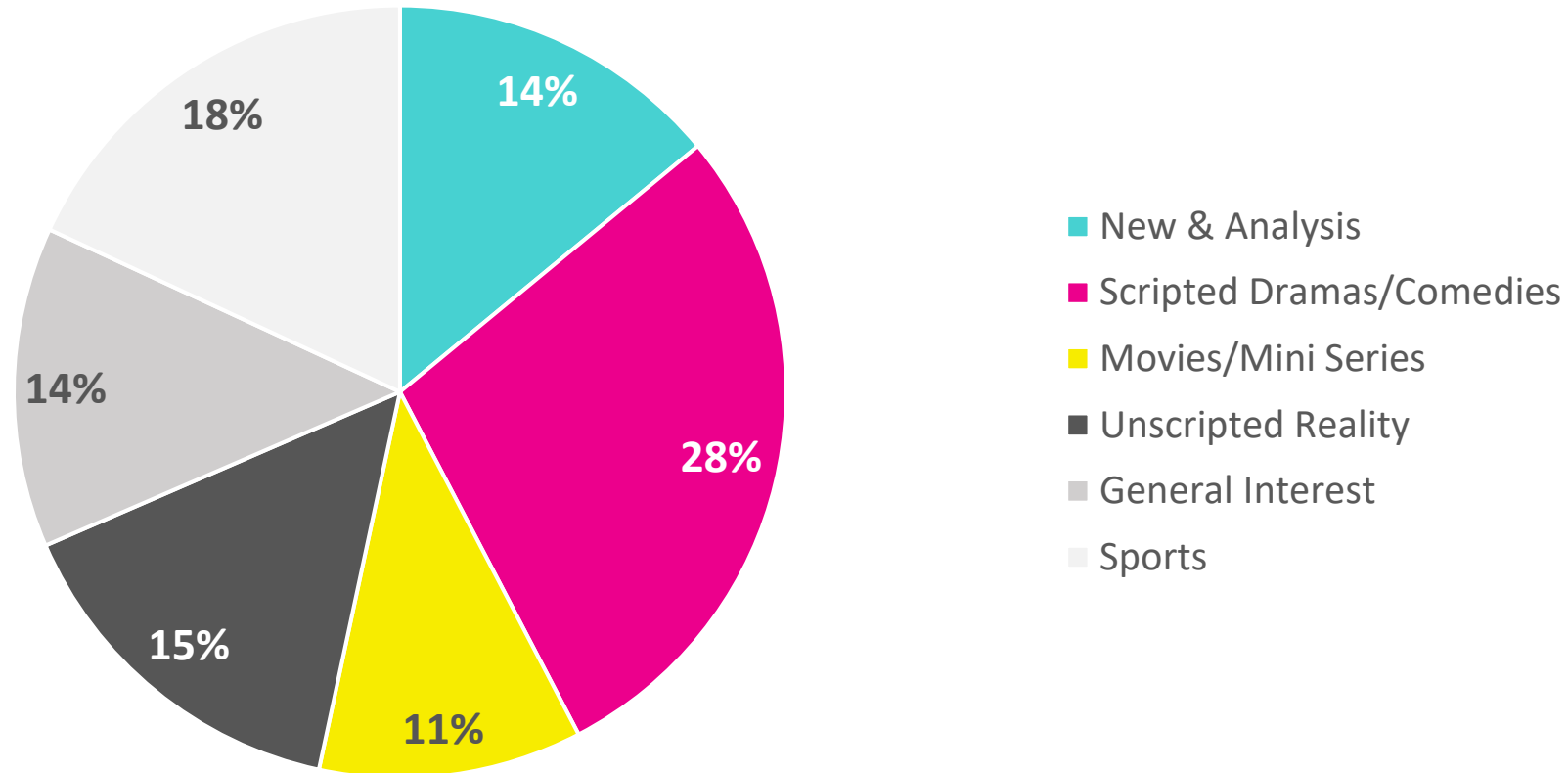
# Canadians watch a lot of news on tv



14% of time spent watching linear TV is spent with news programming

## TIME SPENT PER GENRE – A25-54

% of Minutes Viewed



- New & Analysis
- Scripted Dramas/Comedies
- Movies/Mini Series
- Unscripted Reality
- General Interest
- Sports

# broadcasters invest heavily in news

## Canadian TV

broadcasters spent  
**over \$800 million**  
on news, analysis and  
interpretation in 2020.

## Broadcast news is

- regulated
- professionally produced, quality content
- developed with integrity using high journalistic standards

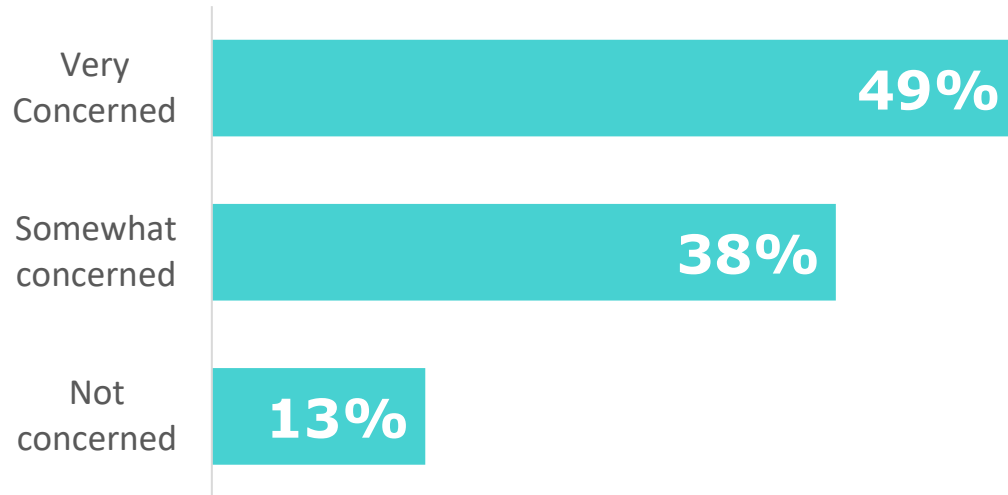


**concern about  
fake news is growing**

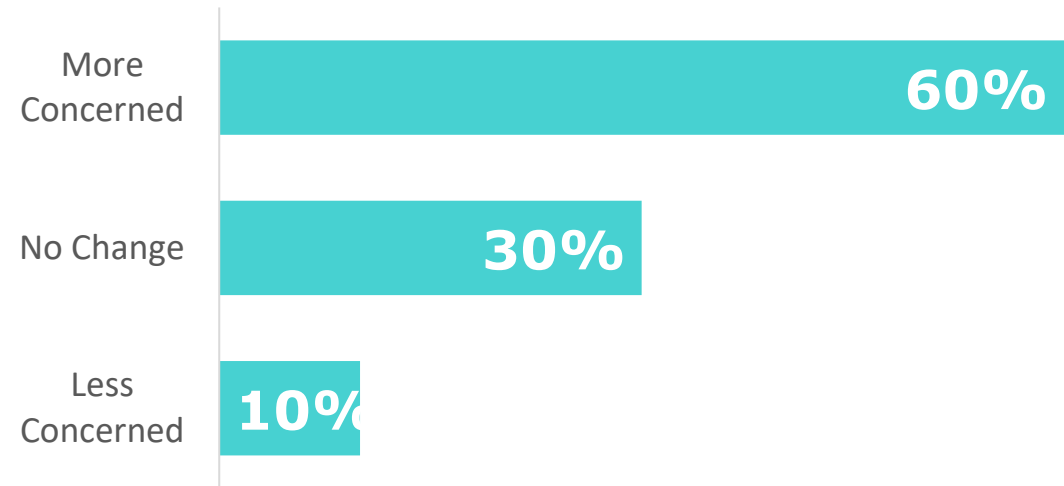
# concern about fake news is high

87% of Canadians are either "very" or "somewhat" concerned about fake news – and that concern is growing.

Are you concerned about 'fake news'?

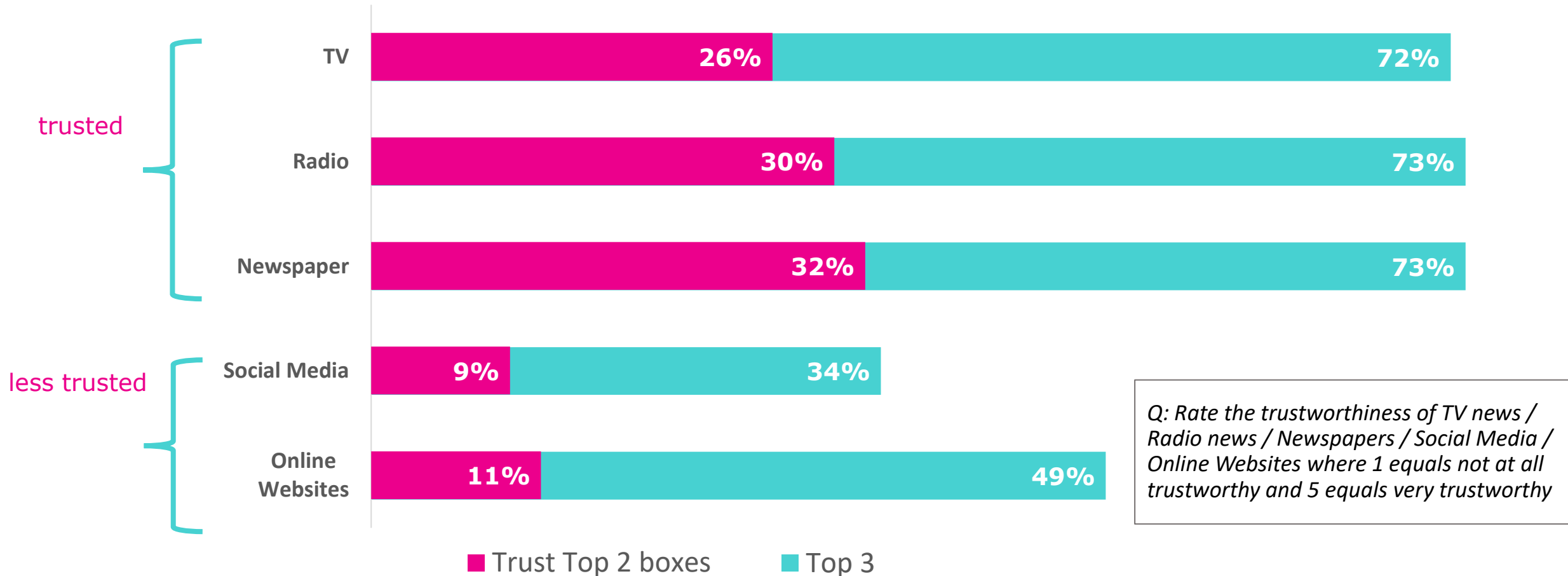


Are you 'more' or 'less' concerned about fake news now than you were 3 years ago?



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

When asked to rate the trustworthiness of different news sources, TV scored well along with Radio and Newspaper

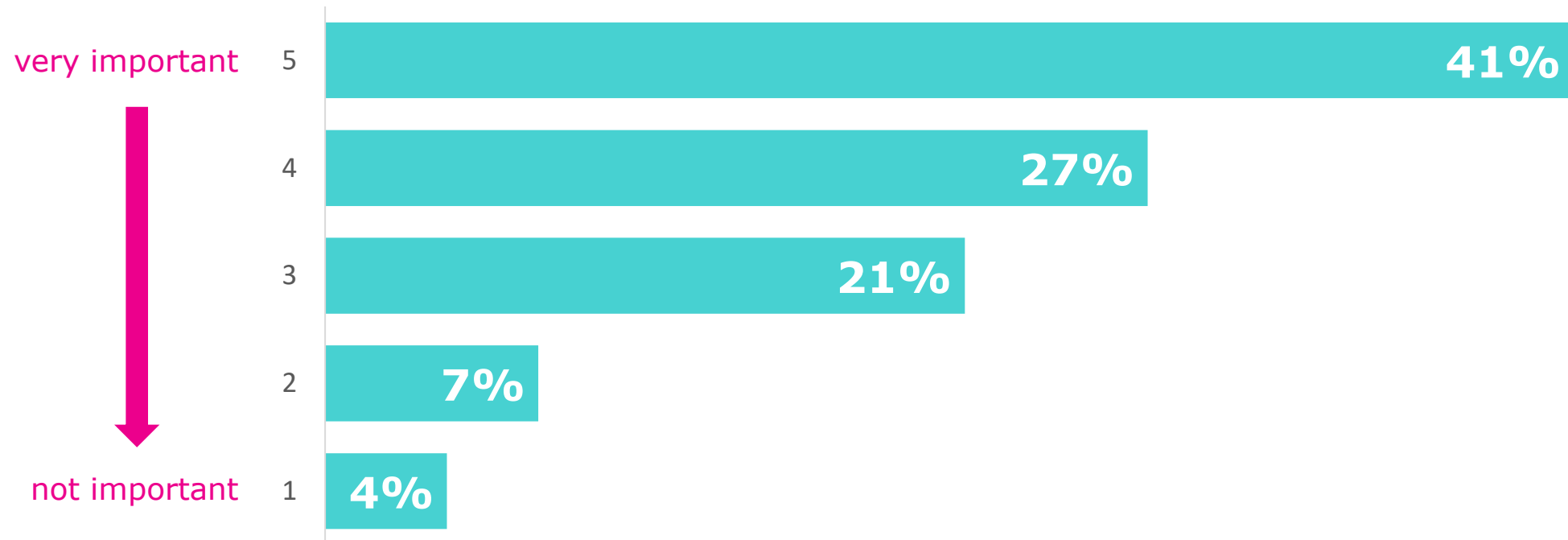




# Canadians want Canadian news

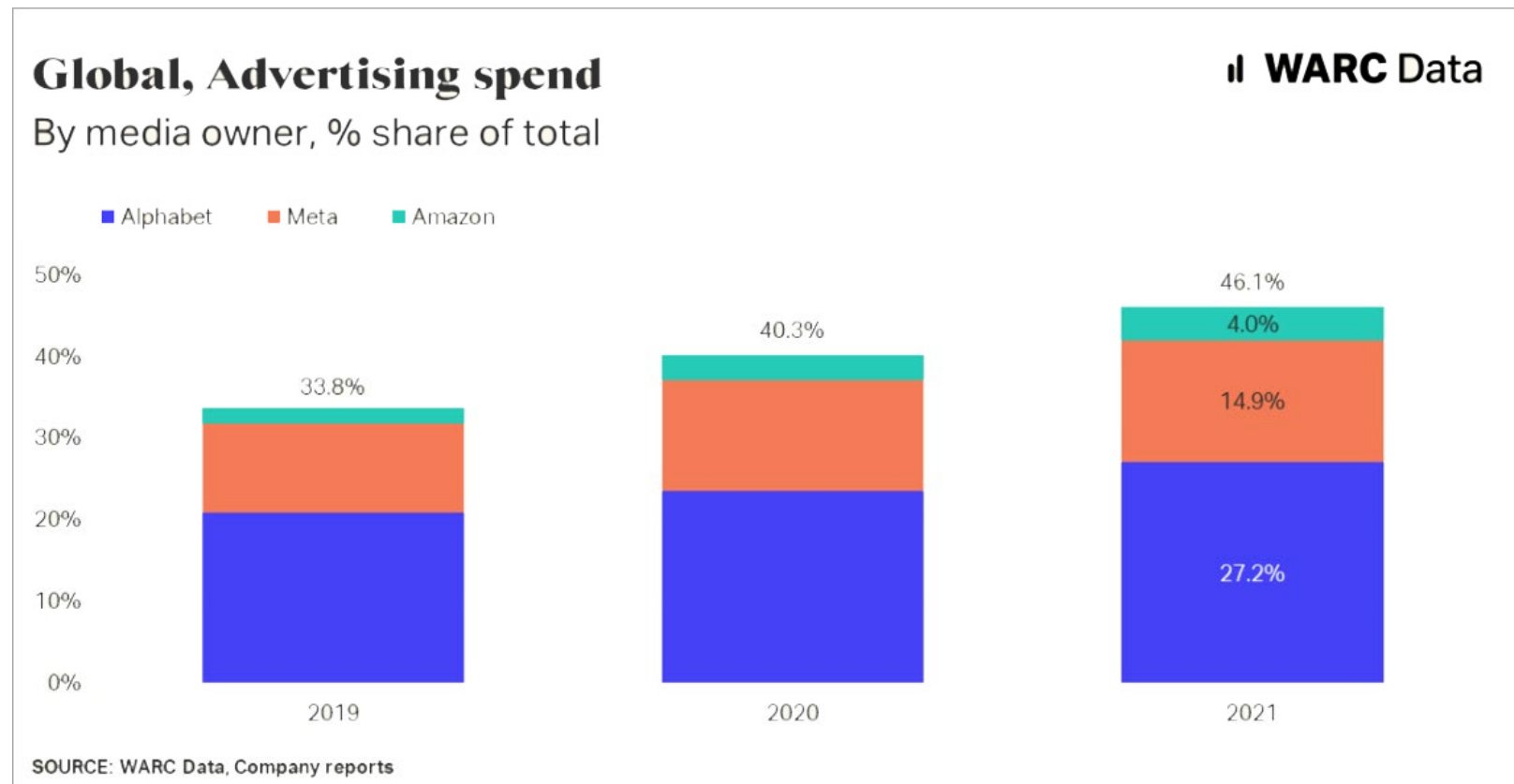
89% of Canadians believe Canadian news is important

Do you believe access to Canadian news and journalism is important?



# but ad \$'s continue to leave Canada

advertising dollars are increasingly migrating from Canadian media properties to international tech players; Alphabet, Meta & Amazon are on track to hit over 50% of total ad spend in 2022.



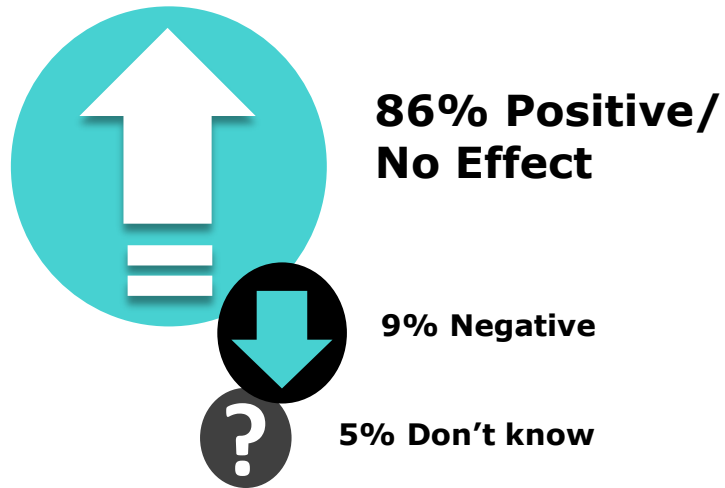


**news is a proven vehicle  
for effective advertising**

# news is a safe place for brands

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

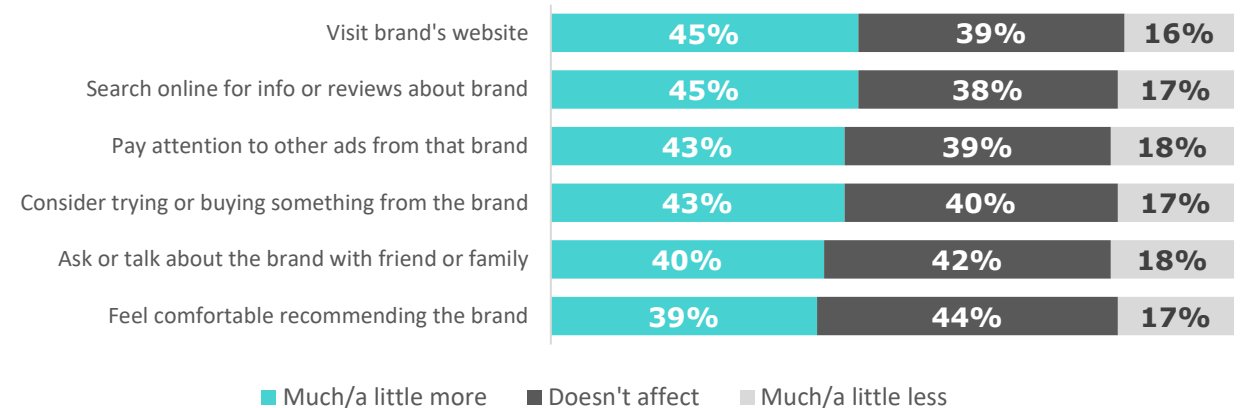
86% of News consumers believe there is either no effect or a positive effect on brands placed around serious or upsetting news.



*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.*

## Impact on Brand Action for Ads in News:

Brands that advertise within the News are also likely to experience significant lift across the actions consumers take toward purchase—including visiting the Brand's website and recommending the Brand to others.

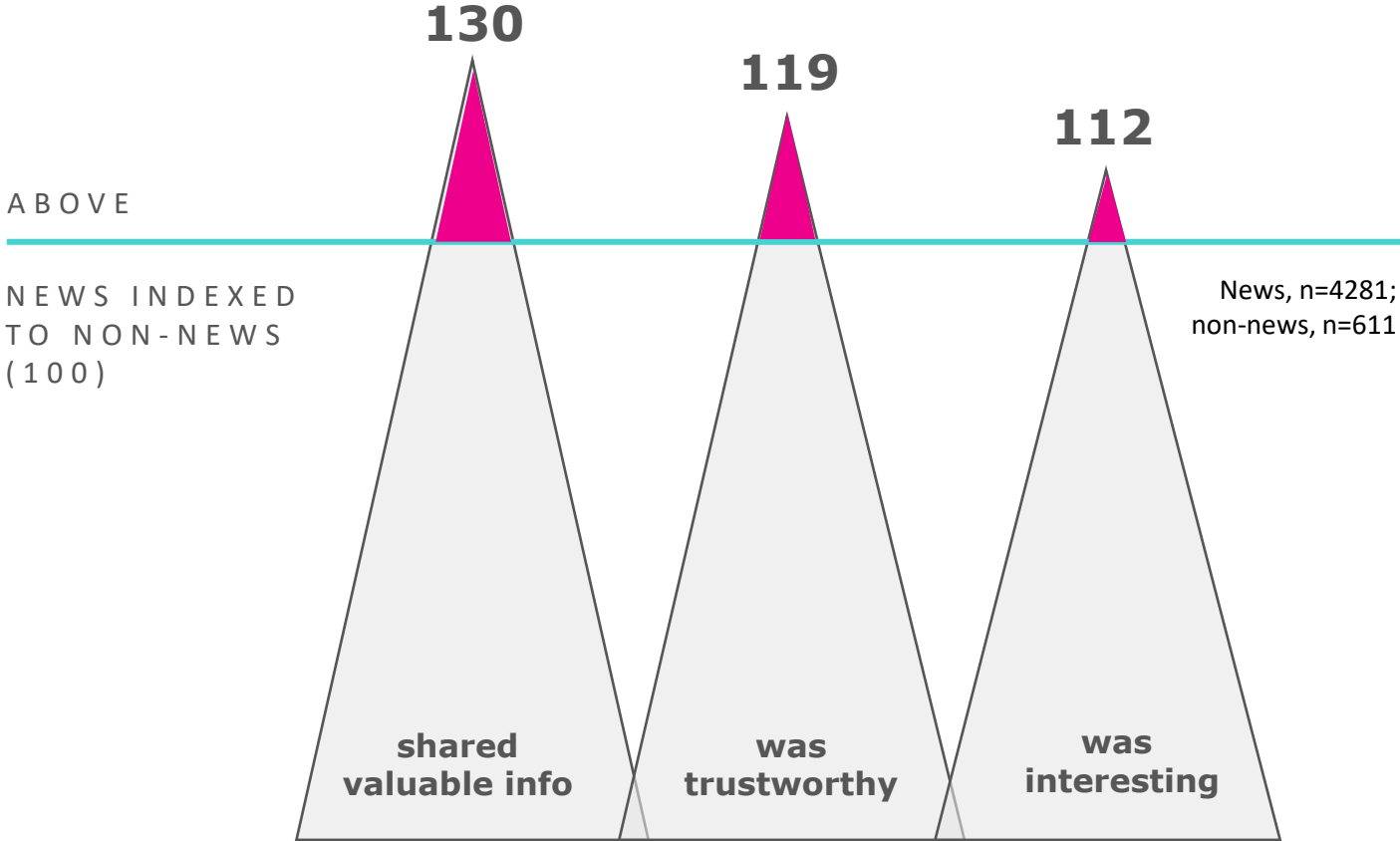


*Increases in consumer actions taken upon ad exposure increase regardless of whether the ad is placed adjacent to serious/breaking News topics, opinion News, or lighter/more entertaining News topics.*

# news content is uniquely valued and trusted

the news also piques people's interest above and beyond non-news content

## PERCEPTIONS OF NEWS CONTENT



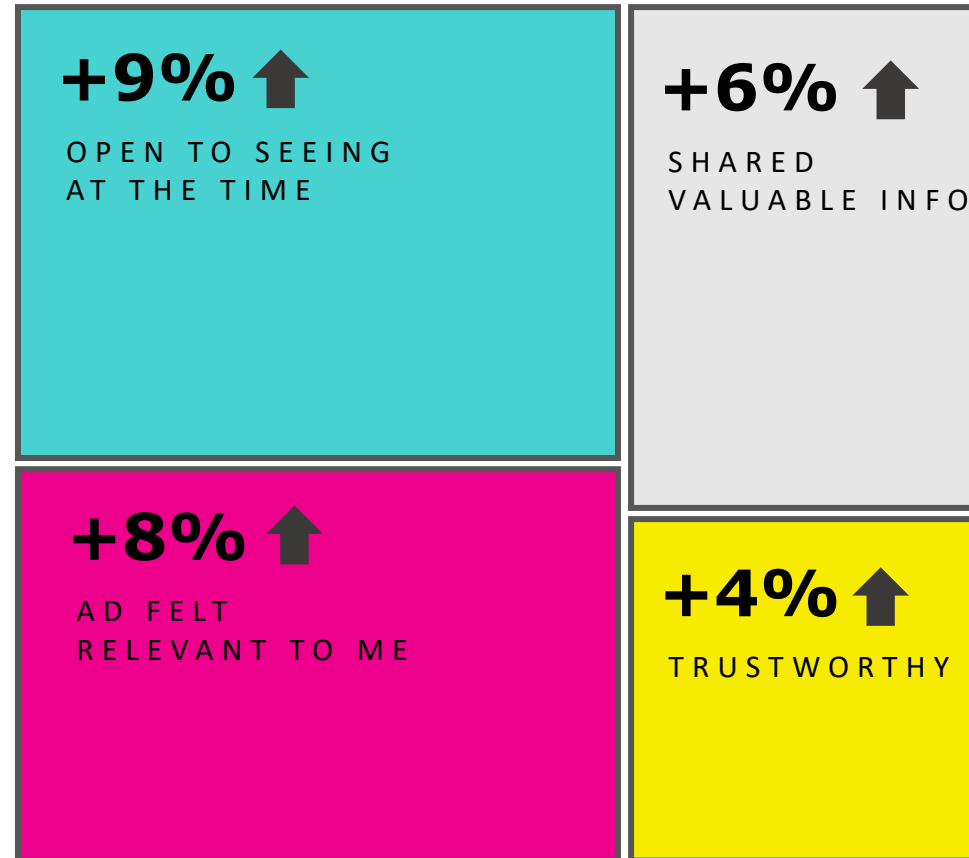
Source: Magna Disney “No News is Bad News”, Nov 2021

# 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*



Source: Magna Disney "[No News is Bad News](#)", Nov 2021

Exposed only, News, n= 8563; Non-news, n=1221 ↑= significant difference between exposed and control groups at >=90% confidence

# in summary

- **Canadians watch a lot of broadcast news**
- **Canadians trust TV news programming and believe Canadian news is very important**
- **Yet advertising \$'s are increasingly leaving Canada and Canadian-owned media properties**
- **Advertising in news under-indexes relative to investment and time spent**
- **News is a safe & great place for brands to grow**
- **It's time to put Canadian news programming back on the media plan**

