

IAB RESEARCH REPORT

The News Trust Halo: How Advertising in News Benefits Brands

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IAB thanks the Media organizations that sponsored this work.



THE WALL STREET JOURNAL.

The Washington Post



THE NEWS TRUST HALO: HOW ADVERTISING IN NEWS BENEFITS BRANDS

This study provides clear evidence to counter the perception that has inhibited some Brands and agencies from using trusted News outlets in times of crisis. It proves that advertising within News leads to positive brand impact across several critical dimensions.

The early days of the Coronavirus pandemic paradoxically combined paralysis and acceleration. Paralysis because we were all stuck at home, locked down and unable to enjoy the freedom of movement that we had all taken for granted. Acceleration because long-building trends in digital technology and media consumption hit the gas pedal. Nowhere was this juxtaposition more evident than with the News. Facing the worst public health crisis in a century, an economic downturn, and ever-increasing political polarization in an election year, Americans have never been more compelled by the News. On the other side, some Brands and their agencies backed away from advertising within News because of fears around brand safety and brand suitability.

Those fears are understandable. Brands avoided having ads adjacent to controversial, unsettling, or volatile News stories. Marketers increased their blocking of keywords, URLs, and content—although that same content was vital to public knowledge. Often, premium, highly respected, and legitimate News media were blocked alongside more volatile and unreliable user-generated content.

IAB has long maintained that in many instances these Brand fears were unfounded, and in times of crisis publishers reliant on advertising support are particularly affected. In the spring of 2020, IAB kicked off a “News Saves Lives” campaign urging Brands to support the News with advertising because lives and livelihoods were hanging in the balance.

Then, at the end of the summer, we took the campaign a step further, convening nine of America’s most prominent News publishers, outlets, and organizations to support a consumer-focused research initiative exploring the Value of News for Brands, and how that value varies by advertising vertical, by content type, and by cohort.

Together, we surveyed 2,029 News consumers about the Value of News. As you’ll see in the pages that follow, the results of this research are both startling and actionable. The bottom line? Advertising within News is not only Brand safe, it is also Brand building. It’s not just the right thing to do, it’s the smart thing to do because:

- Consumers trust Brands more when they run adjacent to News, especially breaking News. This is the News Trust Halo for Brands.
- Plus, News consumers are more likely to take action and engage with Brands advertising within their preferred News sources.

This study defies the fallacies and myths preventing Brands and their agencies from relying on News outlets as viable vehicles in times of crisis.

Of course, we recognize there are times when brand safety triggers are necessary, providing clear advertiser safeguards. However, our research shows that there are significantly more consumers interested in serious/breaking News than there are on lighter fare or other types of News content. And we’ve proven that those News consumers are more likely to trust—and are more highly engaged with—the Brands they see advertising within News.

We urge Brands and their agencies to consider News a viable, scaled, brand safe, and business-driving environment.

Sincerely,



David Cohen
CEO
IAB

The Value of News Sponsoring News Organizations:

1. American Public Media
2. CBS Interactive
3. CNN
4. Disney
5. Fox News
6. NBC News
7. Reuters
8. The Wall Street Journal
9. The Washington Post

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Results and insights are based on a survey of 2,029 online U.S. residents ages 18 to 54, balanced by region, gender, age, and ethnicity, who are News consumers and also analyzed a sample of Executives ages 30 to 64 totaling 322.*

EXECUTIVE SUMMARY: NEWS ADVERTISING PROVIDES SIGNIFICANT BENEFITS FOR BRANDS

1 BRANDS THAT BLOCK/AVOID ADVERTISING WITHIN PROFESSIONALLY-PRODUCED NEWS MEDIA ARE ILL-ADVISED—AND ARE LIKELY LIMITING THEIR OWN SUCCESS.

- When Brands advertise within professionally-produced News media, News consumers—regardless of age/gender/political leanings—find those Brands:



More Trustworthy



More Relevant



More likely to be Purchased and/or Explored

“But what about adjacency with unsettling/controversial News? Negative consumer comments? Fake News?”

All are false assumptions.

- News—even if disconcerting—either increases or has no impact on consumer Trust for Brands advertising within that content:
 - » 84% of News consumers feel that advertising within the News either increases Brand Trust or maintains it.
 - » By comparison, only 16% find Brands advertising within the News “much less/a little less Trustworthy.”
- News consumers are also more accepting of controversial content within serious/breaking News than when it appears in lighter News or opinion.
- While user-generated comments in social posts/consumer points of view do not tarnish consumer perception of either the advertising Brand or the News media presenting the story, News consumers associate negative online comments with the individual making the comment. This is true regardless of whether the News consumer personally agrees with the News story or not.

*Note: See Appendix for methodology

“Fake News? Much more likely to be in those sources I don’t use.”

FAKE News is someone else’s problem.

- News consumers think that fake News and misinformation circulates, but they don’t think fake News is as common within their own preferred News sources.

2 SIGNIFICANT BENEFITS FOR BRANDS WITH NEWS ADJACENCY

- Advertising within the News increases perception of Brand attributes far beyond Trust. For example, 47% of News consumers find Brands that advertise in the News to be more customer-focused, and 45% find News advertisers to be more innovative.

*If you think professionally-produced News environments are NOT Brand safe...
THINK AGAIN.*

- 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.

3 PRODUCT CATEGORY + NEWS TYPE + CREATIVE APPROACH = BEST PRACTICES FOR BRANDS

- Creative approaches matter in context: an ad on any News type which has an informative tone can increase positive attributes and purchase intent for brands; when ad adjacency is in serious/breaking News these lifts rise even higher.
 - » A News consumer’s age and gender also affect the degree to which tone impacts ad effectiveness.



Did You Know?

The typical News Consumer uses an average of 4 News sources for their News, weekly.

NEWS IS BRAND SAFE

Some Brands worry about Advertising within News for fear that doing so is not Brand safe.

IAB research findings show that this fear is not based in reality. In fact, advertising within News is more than just safe for Brands: it can increase ROI for those ads. This is the News Trust Halo, and it has a four-part dynamic:

- 1. Consumers seek professionally-produced News content from sources they prefer.**
- 2. Consumer Trust in Brands advertising within News increases because of associations with preferred News sources.**
- 3. In addition to increased trust, Brands that advertise within News are also more likely to see increases in consumer perception or other positive attributes.**
- 4. Consumers are more likely to consider making a purchase after being exposed to a Brand's advertisement within their preferred News sources.**

The following analysis provides details on how Brands benefit from advertising within the News.

PROFESSIONALLY-PRODUCED NEWS SOURCES EARN A HALO OF TRUST

Consumers Trust their preferred News sources more than most other product/service categories, and that Trust can extend to Brands advertising within News.

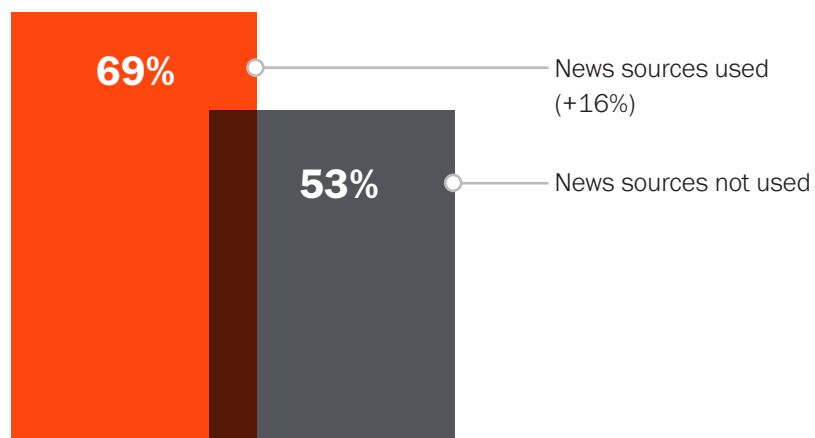
The following results are based on 2,029 U.S. News consumers (ages 18-54) who get national/ international News at least weekly. These News consumers rely on an average of four News sources and lean into seven News content types per week (e.g., serious/breaking News, opinion, lighter fare). They have the greatest interest in serious/breaking News.*

In this study, a “Trust Score” represents the percentage of consumers who consider a product or service to be generally trustworthy. We asked consumers about their levels of trust for 26 product/service categories. Among the most trusted categories is the News itself. (We will examine Trust Scores for other categories shortly.)

It’s not a surprise that News consumers show a strong level of Trust in the News sources they have chosen. On average, nearly seven in 10 say the types of News sources they use (including national Newspapers, streaming video News channels, News aggregators) are trustworthy. In contrast, 53% consider the sources they *don’t* use to be trustworthy.

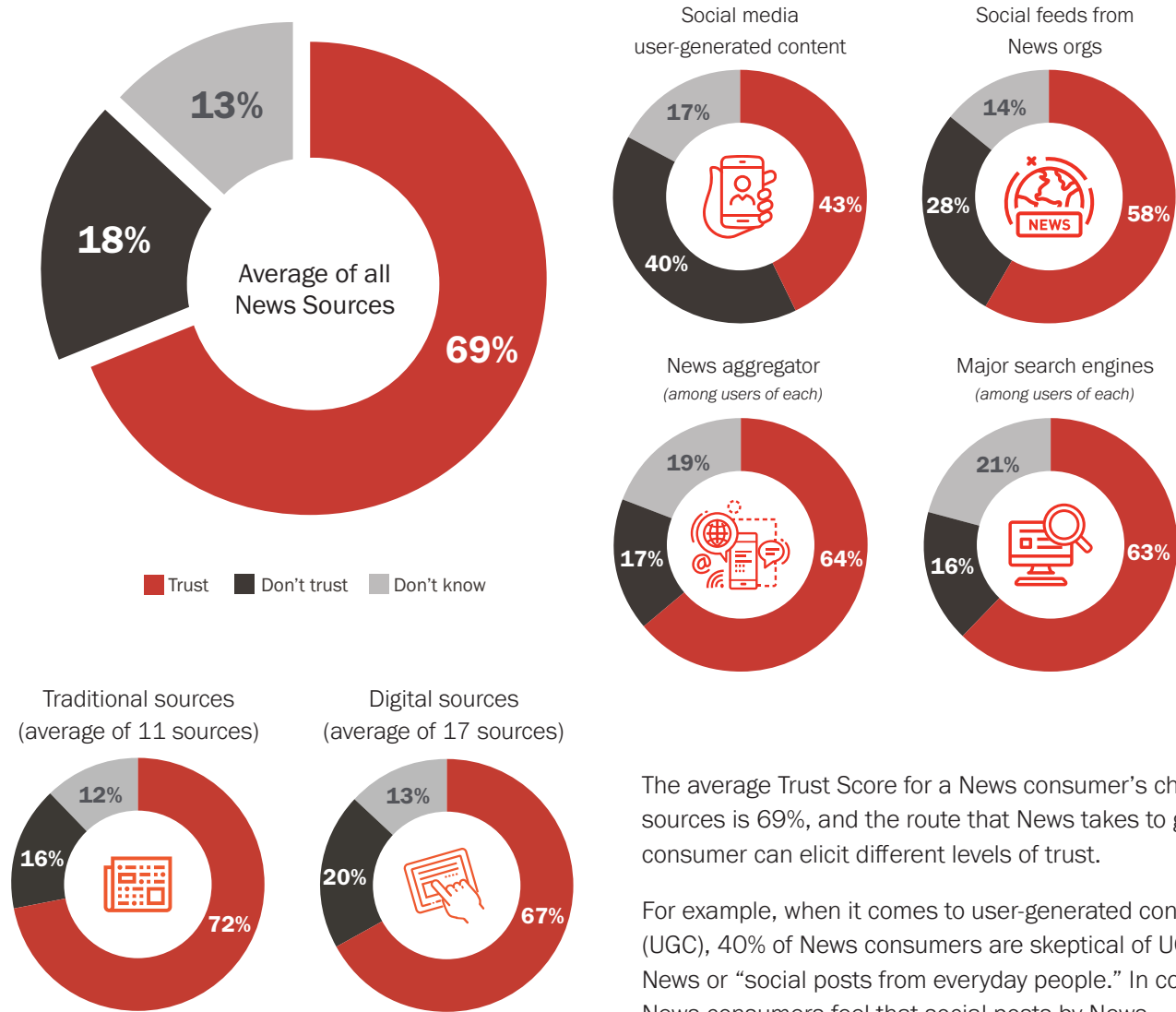
NEWS SOURCES CONSIDERED “TRUSTWORTHY”

(Average for News sources used vs. not used)



*Note: See Appendix for details

% OF NEWS CONSUMERS TRUSTWORTHINESS BY SOURCES USED



The average Trust Score for a News consumer’s chosen sources is 69%, and the route that News takes to get to a consumer can elicit different levels of trust.

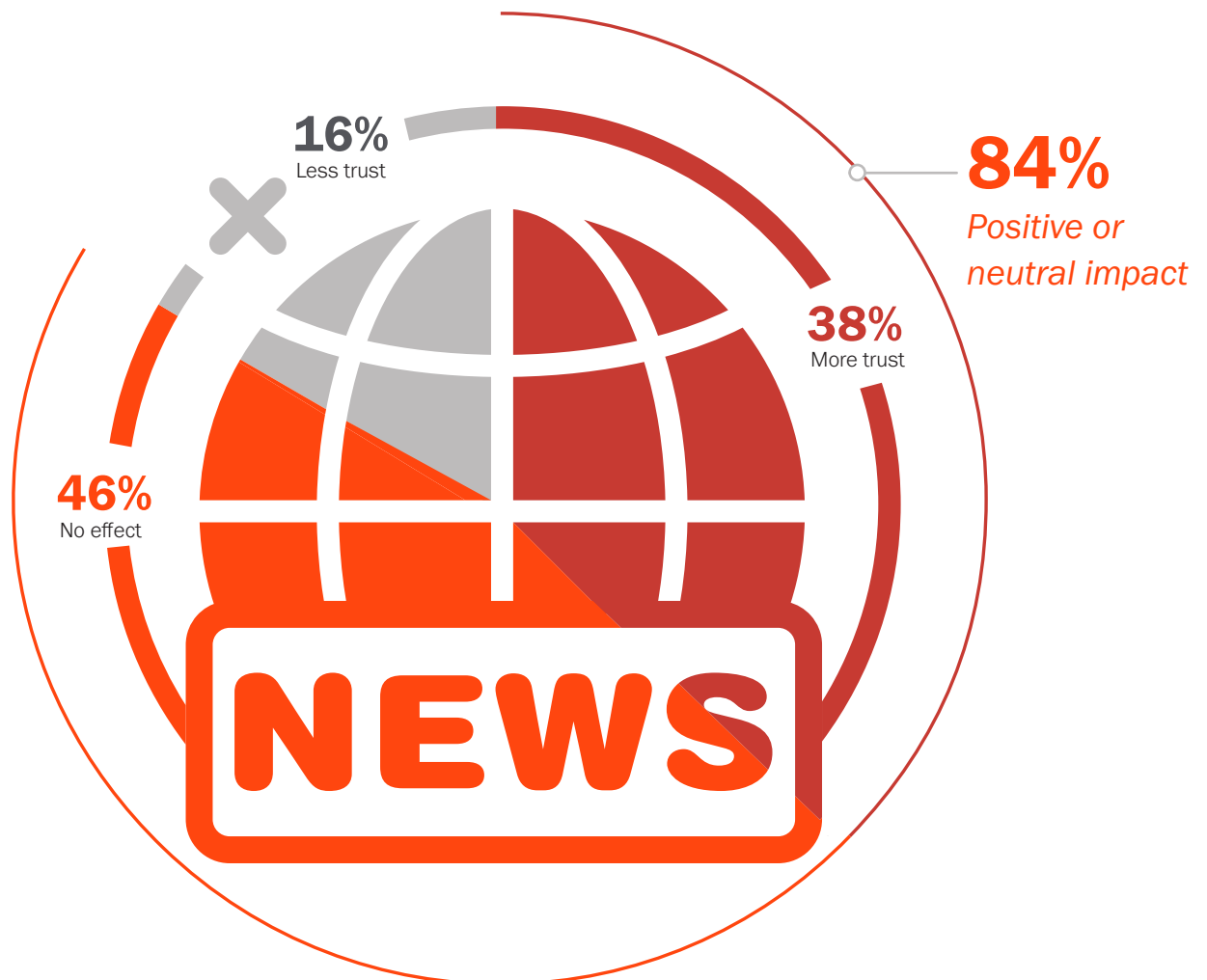
For example, when it comes to user-generated content (UGC), 40% of News consumers are skeptical of UGC News or “social posts from everyday people.” In contrast, News consumers feel that social posts by News organizations, search engines, and News aggregators are all more reliable than posts by everyday people.

Did You Know?
 More than 4 in 5 say they do not feel negative toward the reporter, News source, or advertiser, even if they personally disagreed with the story. In fact, the net impact on those entities is positive.

THE NEWS TRUST HALO EXTENDS TO ADVERTISERS

Consumers say advertising within News would increase their Trust in different product categories.
This is the News Trust Halo.

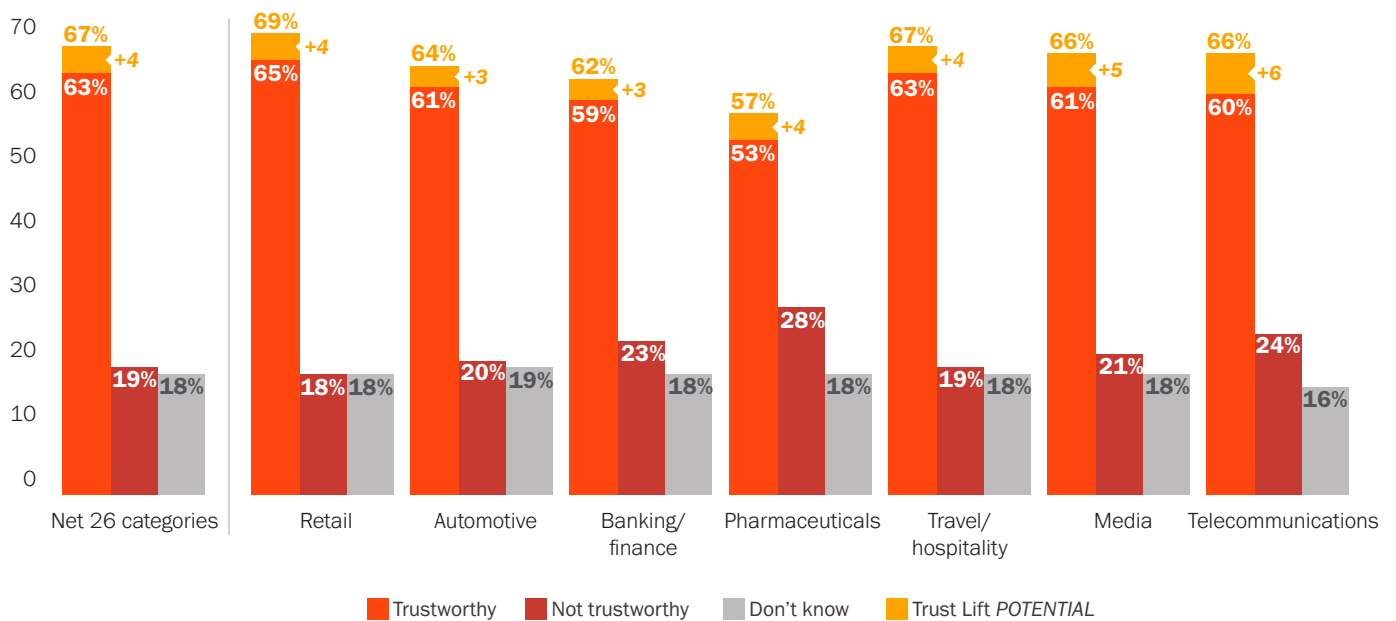
THE NEWS TRUST HALO
(For ads in News)



THE NEWS TRUST HALO VARIES BY CATEGORY

Advertising within News—The News Trust Halo—benefits all product categories. The average Trust Score increase is +4% points. Some product categories benefit even more: Media gets a +5% point lift and Telecommunications gets a +6% point lift.

TRUST SCORE BY SELECTED PRODUCT CATEGORIES



The yellow “Trust Lift” on each of the bright red columns comes from the dark red and gray columns. With Retail, for example, the bright red column is 4% higher, and together the other two columns are 4% lower.

ADVERTISING WITHIN NEWS INCREASES BRAND TRUST—REGARDLESS OF SUBJECT MATTER

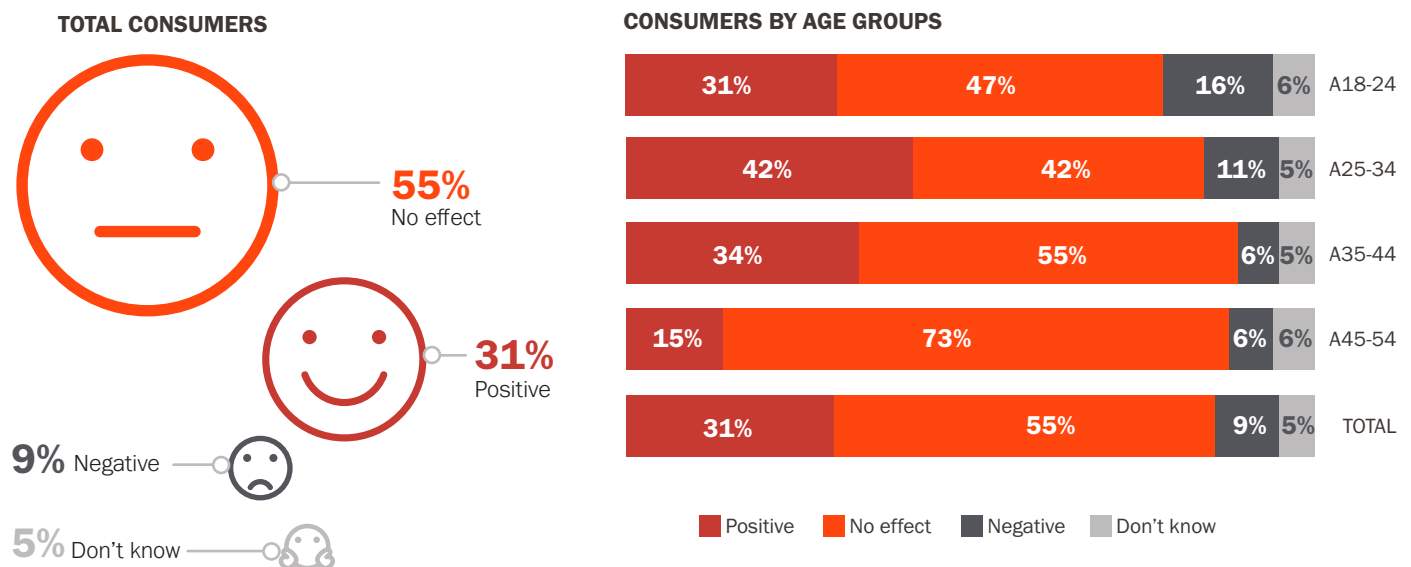
News organizations cover important topics regardless of how sensitive the topic might be, and that can worry advertisers. However, when asked about a variety of different scenarios, News consumers report that they are largely comfortable with how serious News organizations deal with sensitive content. Note that this is not *always* the case: consumer comfort level can decline if the presentation of that News is overtly graphic, and it can decline even more if the presentation is mishandled or presented in an irresponsible way.

For Brands, advertising within sensitive News is a big opportunity. When serious/breaking News is potentially disconcerting or upsetting, a majority of News consumers expect the impact on Advertisers to be neutral (55%) while 31% will be more positive about the advertised Brand. In fact, fewer than 1 in 10 News consumers think sensitive content would have a negative impact on an advertising Brand.

Advertising within the News builds Brands even during times of crisis.

News consumers think that Brand advertising adjacent to even sensitive News has a positive impact on their perception of the Brand's Trustworthiness. Rather than shying away from advertising during moments of conflict and chaos, Brands should embrace the opportunity to do so.

BRAND IMPACT ON ADS PLACED AROUND UPSETTING OR CONCERNING, SERIOUS NEWS



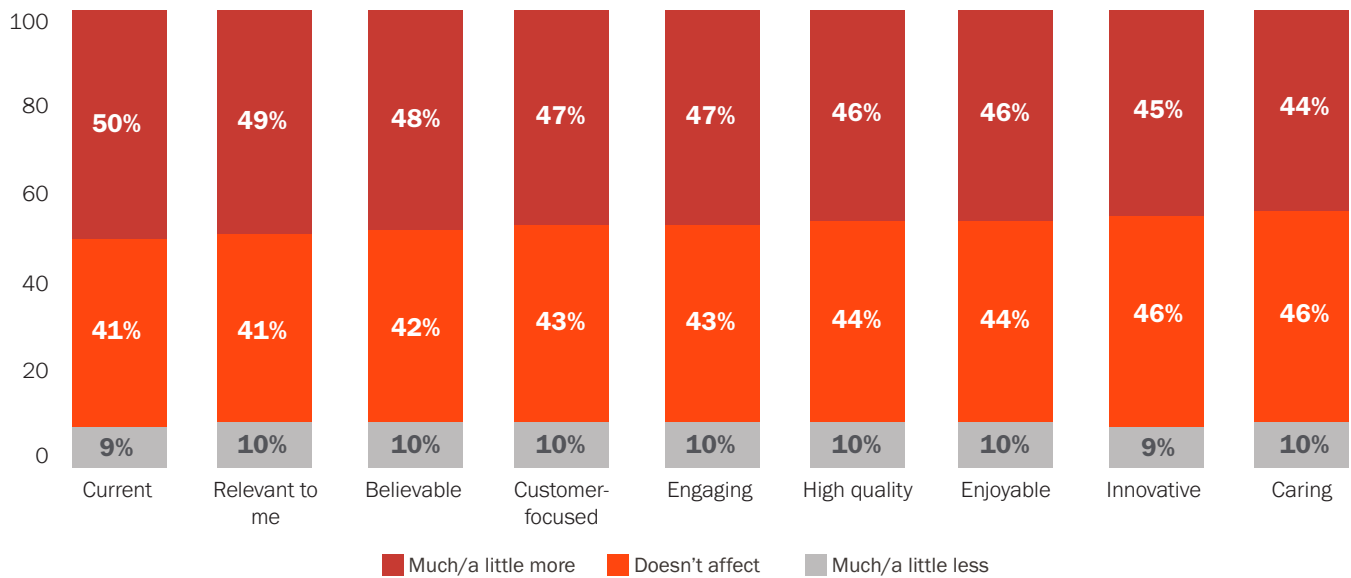
Data shows that News Consumers ages 25-34 are 11% points more likely than the average News consumer to be positive towards Brands advertising within sensitive News.

THE NEWS TRUST HALO ELEVATES LIFT IN POSITIVE BRAND ATTRIBUTES

Advertising within News boosts more than just Trust. News consumers find Brands that advertise within News have a greater likelihood to be believable, relevant, innovative, and more. An overwhelming 90% of News consumers either have a positive or neutral response to Brands that advertise within News. At 50% positive (41% neutral), “Current” is the highest positive attribute, perhaps because the News is inherently current. Only 10% of respondents feel at all negative about Brands that advertise within News.

IMPACT ON BRAND ATTRIBUTES

(For ads in News)



Did You Know?

Lifts in positive Brand attributes are seen across all News topics—Serious/breaking News, lighter fare, opinion News, sports News, etc.

THE NEWS TRUST HALO INCREASES LIFT IN ACTIONS CONSUMERS TAKE TOWARD BRAND PURCHASE

The News Trust Halo has an important impact during the customer journey. News consumers report that they are more likely to take positive action toward purchase when the Brand has advertised within a News environment.

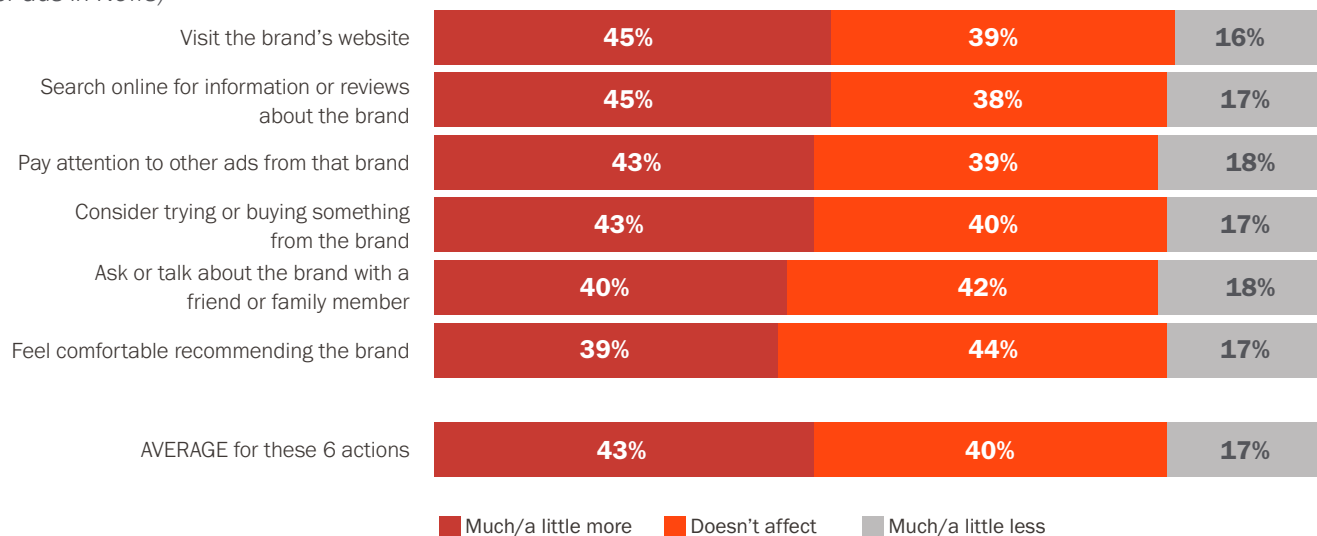
All post-ad exposure behaviors show significant positive lift for everything from Brand website visits to considering and purchasing products. Advertising in News works.

Put simply, Consumers like Brands more when they advertise within News. Brands that do so are likely to experience significant lift in a variety of consumer actions taken—

including Brand consideration, Brand recommendation, visiting a Brand's website, and increased word of mouth (“ask or talk about the brand with a friend or family member”).

IMPACT ON BRAND ACTION

(For ads in News)



Did You Know?

As with lifts in Brand attributes, 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.

BUSINESS EXECUTIVES EMBRACE BRANDS ADVERTISING IN NEWS

Overall, ad adjacency to News works for Executives even better than it works for the average U.S. consumer.

Across virtually all of the metrics in this study, Executives show an even greater openness to advertising in News and are more likely to confirm its positive effects.

U.S. Business Executives are more engaged and Trusting of their News sources when compared to the average consumer. This high-income group is also more positive about Brands advertising in the News. Business Executives like Brands that advertise in the News even more than the average consumer. After exposure to ads within News, Business Executives have a greater likelihood to take action.

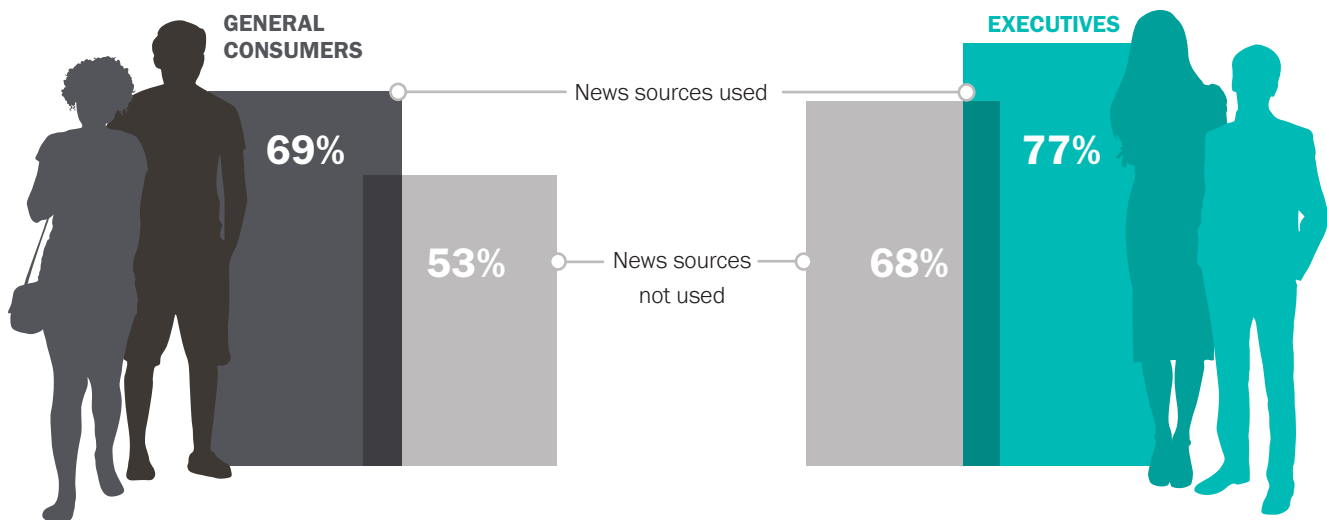
EXECUTIVE TRUST IN NEWS IS HIGH

Executives are more frequent consumers of national/international News than the average American. More than a third (34%) of Executives consume News multiple days per week. Most (56%) consume News at least once per day. Executives also combine more types of sources for serious/breaking News.

While consumers place considerably more trust in the News sources they use, U.S. Executives trust levels are even higher. In fact, Executives trust unused News sources at about the level that consumers trust the sources they use.

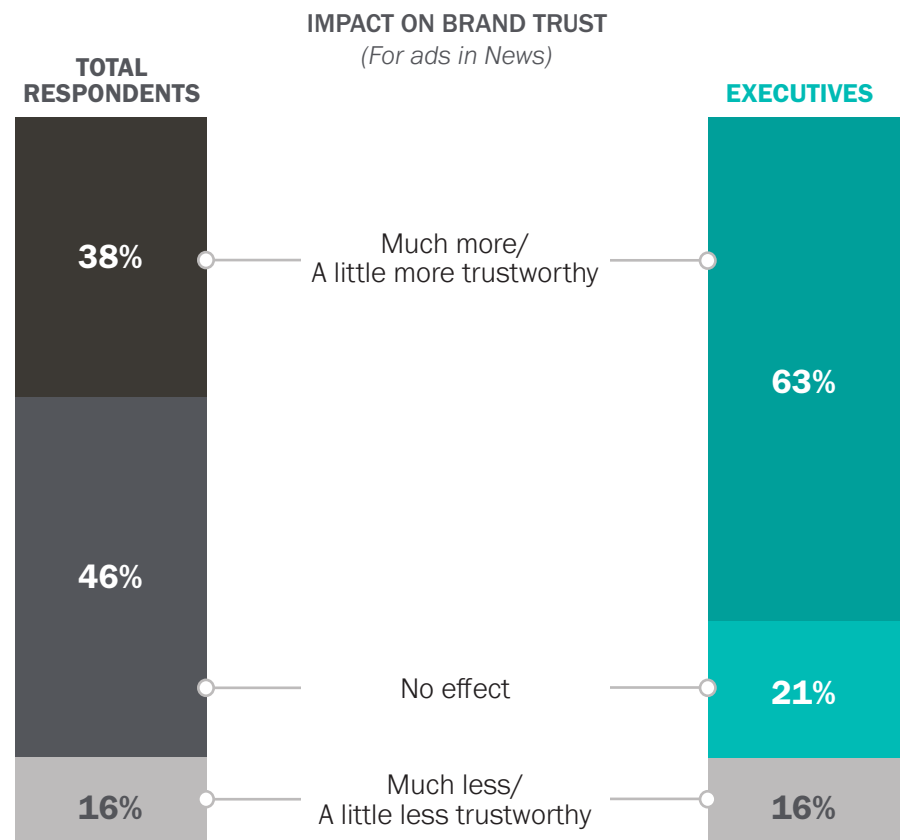
NEWS SOURCES CONSIDERED “TRUSTWORTHY”

(Average for News sources used vs. not used)



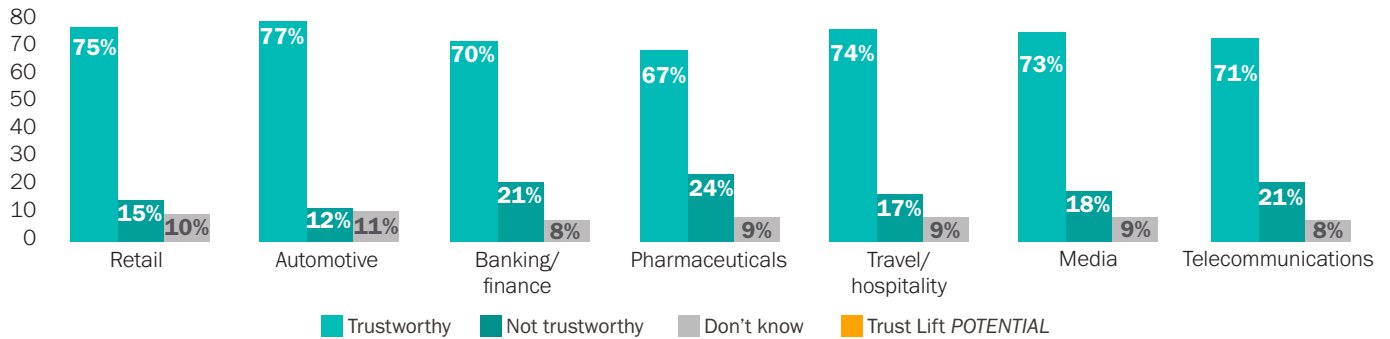
THE NEWS TRUST HALO FOR BRANDS IS EVEN BRIGHTER FOR EXECUTIVES

The high trust Executives place in News also translates to an even greater positive impact for Brands that advertise within News. A strong majority of Executives (63%) say an ad in News makes a Brand more trustworthy. Only 21% of Executives say Brands advertising in News has *no effect* on trustworthiness, compared to 46% of the total News consumer sample. For Brands trying to reach Executives, advertising within News is an even better proposition than among the total population.



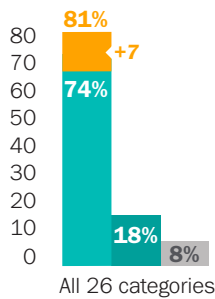
High Executive trust in News and in Brands advertising in News also translates into a slightly higher potential trust lift for product categories. Analysis of Executives shows an average 7% point lift in trust across all product categories, compared to an average 4% point lift in trust for all News.

TRUST SCORE BY SELECTED PRODUCT CATEGORIES – EXECUTIVES



+7%

Executives indicated the News Trust Halo increases their Trust for every product category, averaging to a lift of +7% points.

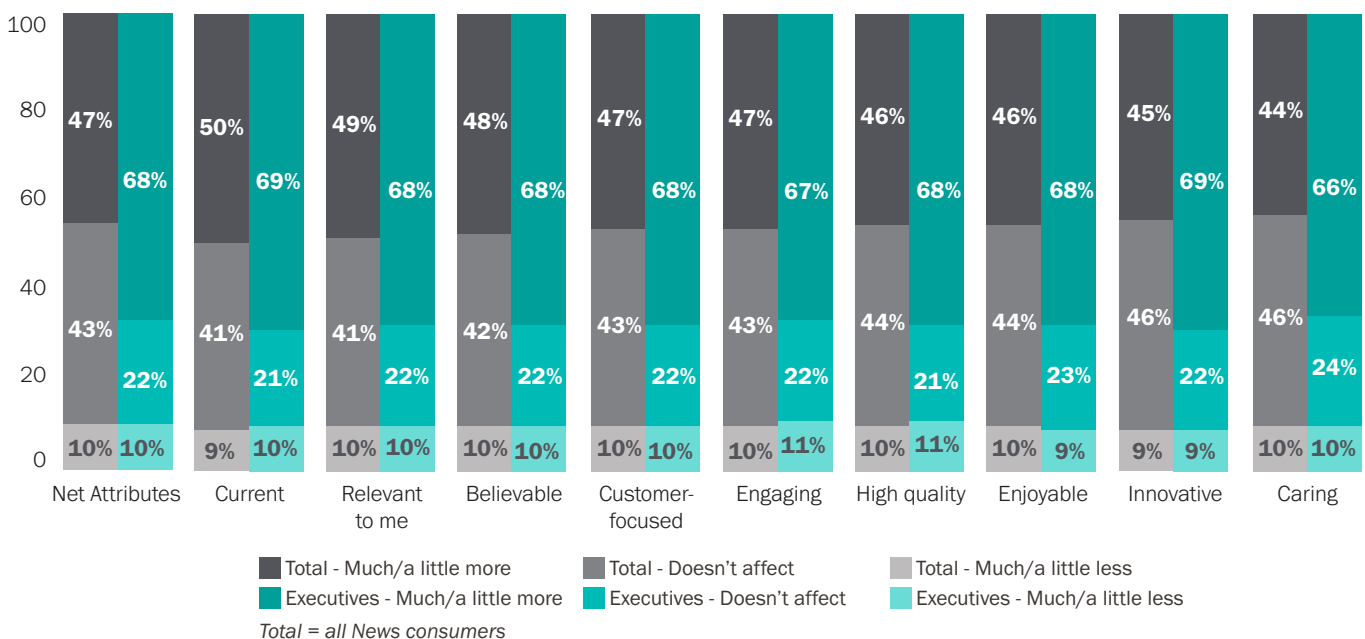


THE NEWS TRUST HALO RAISES PERCEPTIONS OF BRAND ATTRIBUTES AMONG EXECUTIVES

Slightly more than two thirds of executives say that seeing an ad in one of their preferred News sources elevates their positive perceptions of the Brand across the board. Executives find these Brands more trustworthy, caring, innovative, customer-focused, relevant, and more. The effect is far more pronounced than for the total (consumer) population, with a higher level of positive perception ranging from an extra 19% points to 24% points.

IMPACT ON BRAND ATTRIBUTES

(For ads in News – Total vs. Executives)

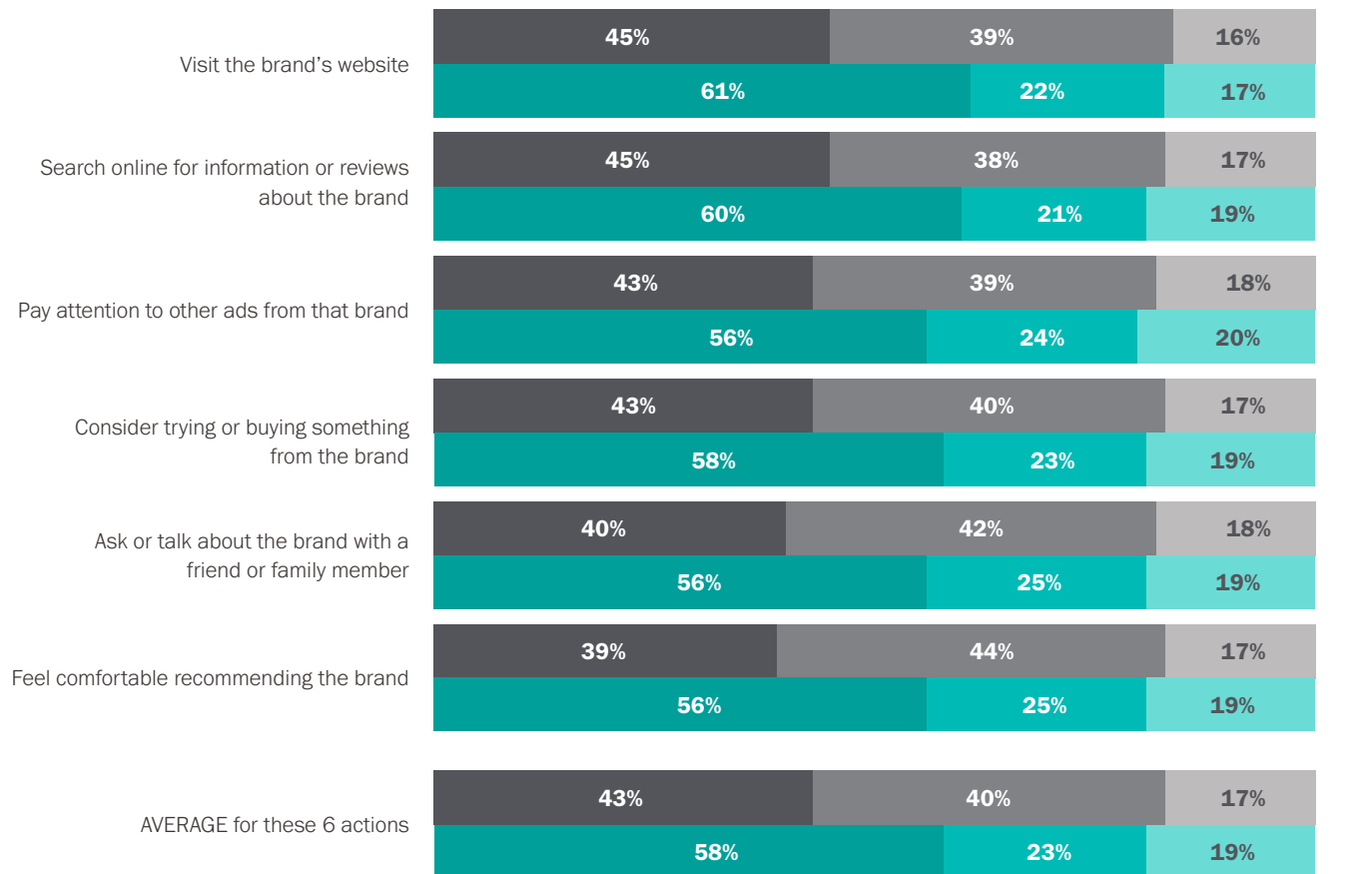


THE NEWS TRUST HALO INCREASES ACTIONS EXECUTIVES TAKE TOWARD PURCHASE—MUCH MORE SO THAN FOR CONSUMERS

Executives are even more likely than other News consumers to take action after being exposed to Brands advertising within News. For example, 61% of Executives reported that they were more likely to visit a Brand's website after seeing the Brand advertise within News, a 16% point increase over consumers. Other actions—like seeking information about the Brand, purchase consideration, and recommending the Brand to others—all see greater increases among Executives than consumers after seeing ads in their preferred News sources.

IMPACT ON BRAND ACTION

(For ads in News – Total vs. Executives)



Total - Much/a little more
 Total - Doesn't affect
 Total - Much/a little less
 Executives - Much/a little more
 Executives - Doesn't affect
 Executives - Much/a little less

Total = all News consumers

PRACTICAL TIPS FOR GETTING THE MOST OUT OF ADVERTISING WITHIN NEWS

As we have seen, the biggest and most important lessons of this study are that advertising within News is not just safe for Brands, it is also good for Brands.

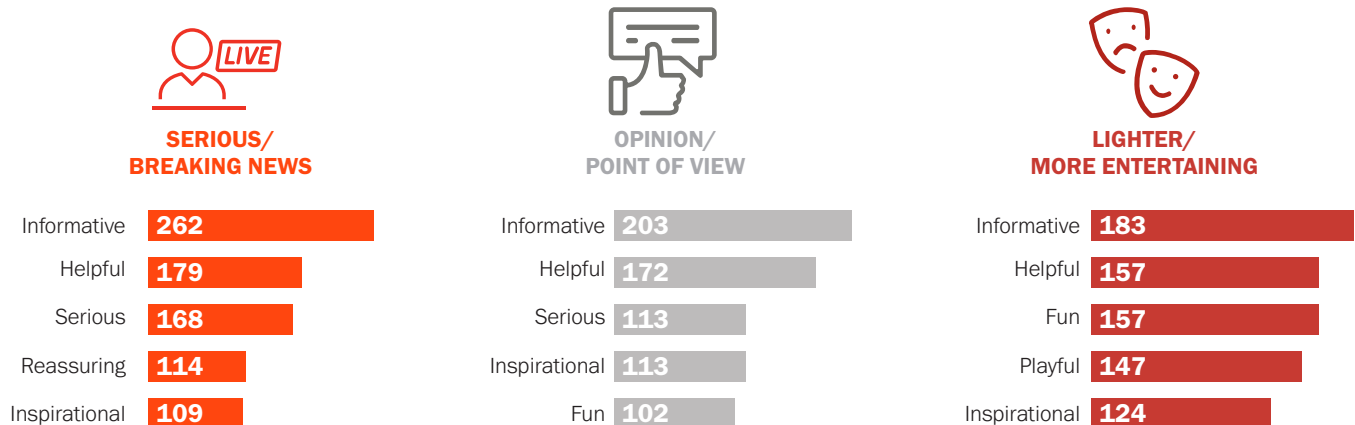
This data suggests actionable best practices for Brands advertising within News. An informative tone almost always wins. However, Brands advertising in serious News should also consider leaning into helpful and reassuring tones. Ads with fun and playful creative tones perform better in lighter News, matching the ad to the surrounding context.

It's also important to bear in mind that News is not monolithic: there is a wide variety of News types, and different types of ads thrive within that variety.

For example, Brands should fit the tone of their ads within News to types of News where the ad appears. More importantly, paying attention to how different demographics take action after seeing ads within News can increase advertising ROI.

The following chart outlines the different factors that media planners and buyers should consider in order to get the most out of advertising within News:

TOP 5 BEST TONES FOR ADS IN NEWS, BY NEWS TYPE



OVERALL CONCLUSIONS

Particularly during this intense historic time, consumers care about the News, and they are most interested in serious and breaking News.

Nearly 1 in 3 consumers trust Brands **more** if advertised within concerning or upsetting News on their preferred News sources. For most News consumers, advertising within News has no impact on how much they trust Brands. Only one consumer in 10 might trust Brands that advertise within News less. Those are terrific odds.

The Brand benefits of advertising within News don't stop with Trust. Consumers also regard Brands that advertise within News as more current, caring, relevant, believable, innovative, high-quality, customer-focused, and more.

Beyond emotions, consumers are more likely to take actions when Brands advertise within News—actions that include visiting a Brand website, talking about a product with friends and family, searching information about a Brand, and recommending a brand—that can lead to purchase.

BRAND BENEFITS OF ADVERTISING WITHIN NEWS

- ✓ Trust
- ✓ Current
- ✓ Caring
- ✓ Relevant
- ✓ Believable
- ✓ Innovative
- ✓ High-quality
- ✓ Consumer-focused

Advertising within News isn't just brand safe and brand suitable, it's smart, builds consumer Trust, and drives ROI.

CONSUMER ACTIONS TAKEN WHEN BRANDS ADVERTISE WITHIN NEWS

- ✓ *Visit Brand website*
- ✓ *Talk about product with friends and family*
- ✓ *Search for more information*
- ✓ *Recommend the Brand*

APPENDIX:

METHODOLOGY

The research was conducted via online survey, fielded September 9-14, 2020.

This report analyzes a sampling of 2,029 U.S. consumers (ages 18-54) who get national/ international News at least weekly, and nearly half of respondents (46%) get national/international News on a daily basis.

Consumers using national/international News less than weekly (~1 in 4) and those who completely reject all advertising or never use an ad-supported News source (about 13% overall) were omitted from analysis for a clearer understanding of the News consumer.

Consumer respondents: 2,029 US people balanced by region, gender/age (ages 18 to 54), and ethnicity.

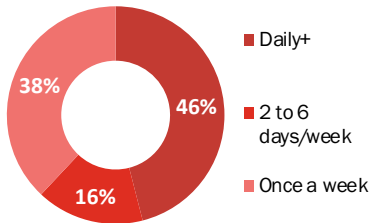
Executive respondents: 322 people ages 30-64, all of whom are employed full-time and report a job title of President or C-level executive.

Magid worked closely with IAB Research to design the survey instrument.

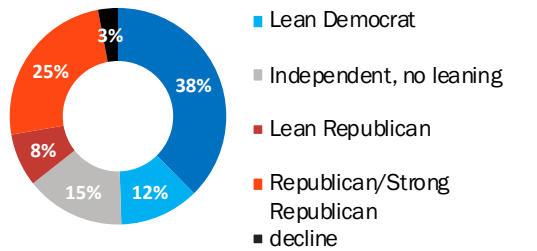
Any discrepancy between the previously published executive summary and this final report are the result of rounding for a total sum of 100%.

PROFILE: U.S. CONSUMER RESPONDENTS

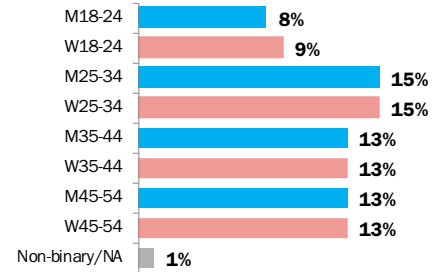
NATIONAL/INTERNATIONAL NEWS WEEKLY+



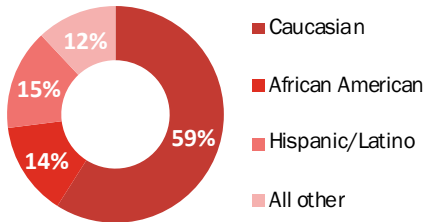
POLITICS



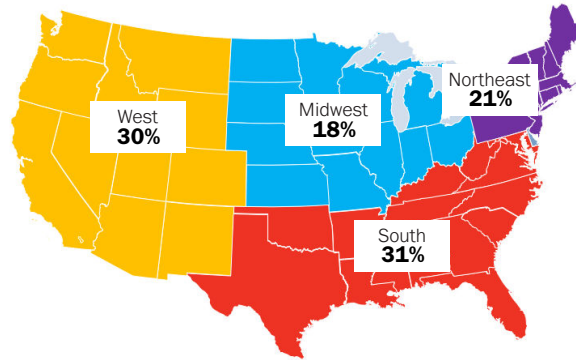
GENDER/AGE



RACE/ETHNICITY

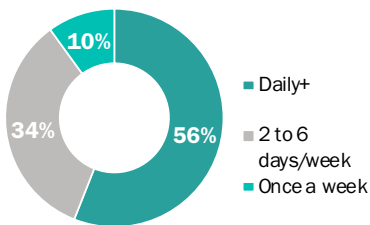


U.S. REGION

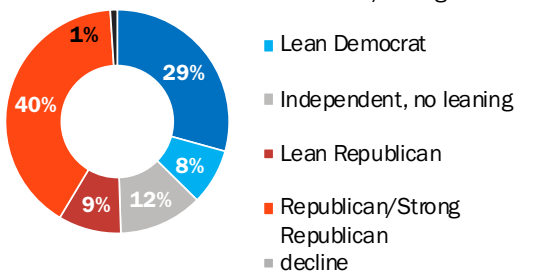


PROFILE: EXECUTIVE-LEVEL PROFESSIONALS, A30-64

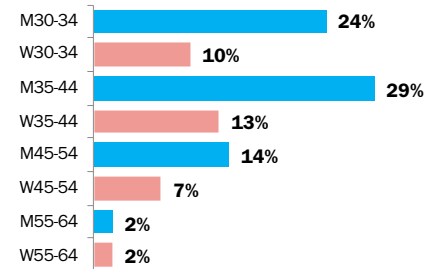
NATIONAL/INTERNATIONAL NEWS WEEKLY+



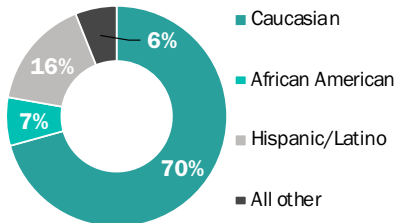
POLITICS



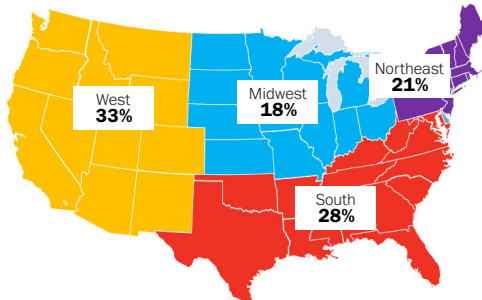
GENDER/AGE



RACE/ETHNICITY



U.S. REGION



Compared to total respondents, executives are more likely to get News daily+, and skew higher as both White (70%) and Male (69%).

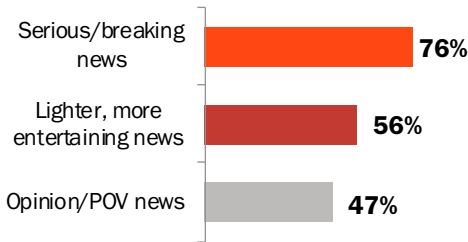
CONSUMER NEWS CHOICES IN DETAIL

News consumers show the greatest interest in serious/breaking News (76%) vs. other types—including opinion/point of view News (47%), and lighter/more entertaining News (56%). Over 25 News topic areas were measured—and serious “breaking News/top headlines” leads in consumer interest by a minimum of 10% points. Note: consumer News interests vary by age and gender.

News consumers also lean-in to multiple News content types, including opinion and lighter News

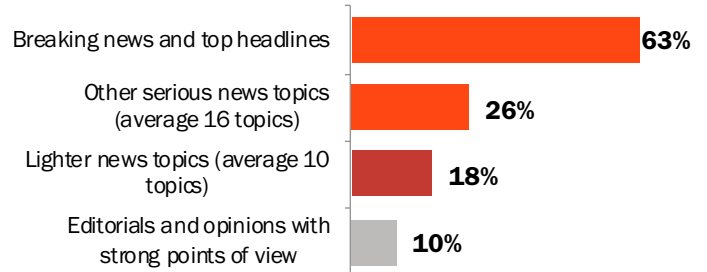
INTEREST BY NEWS TYPE

(4+5/Very interested)



INTEREST BY NEWS TOPICS AND CATEGORIES

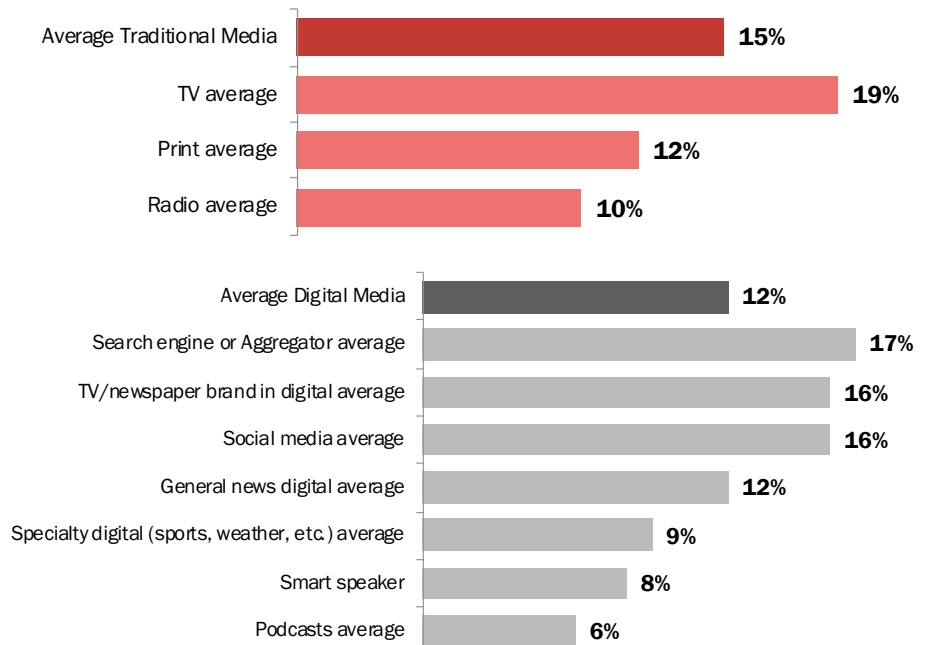
(Pay close attention, typical week)



- Consumers obtain News from multiple sources each week. Of 29 types of News sources presented, across both digital and traditional media, News consumers regularly use an average of four different News sources each week.

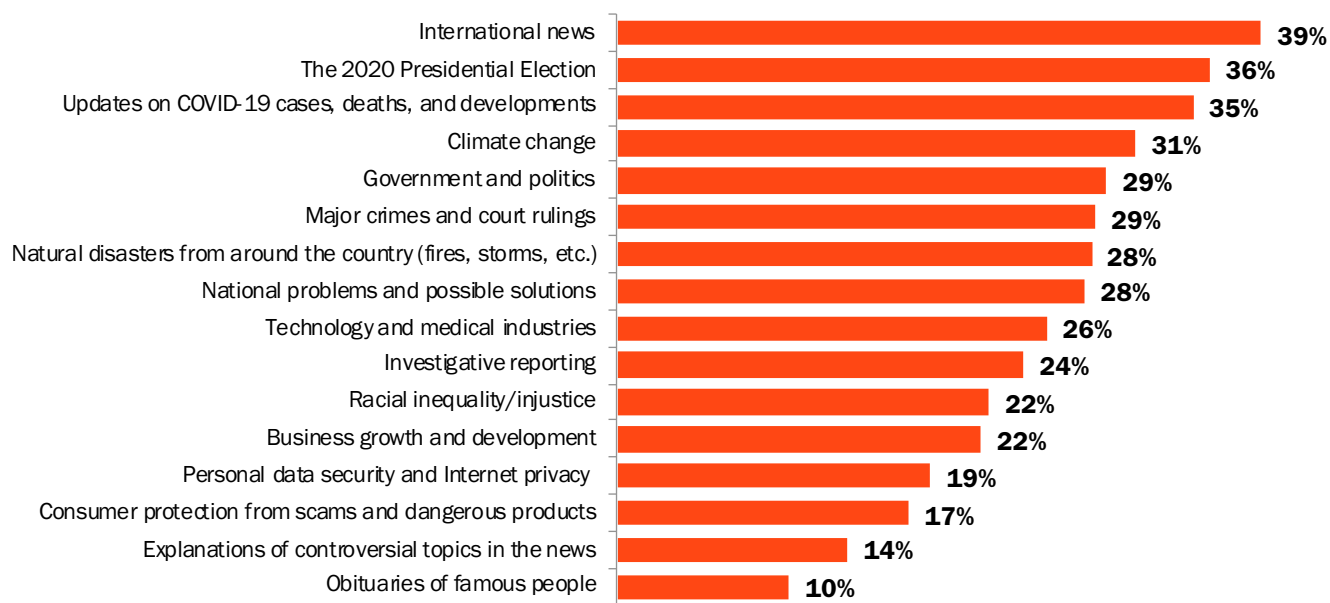
Average **3.8** different News source types used

CONSUMER SOURCE TYPES USED FOR SERIOUS/BREAKING NEWS



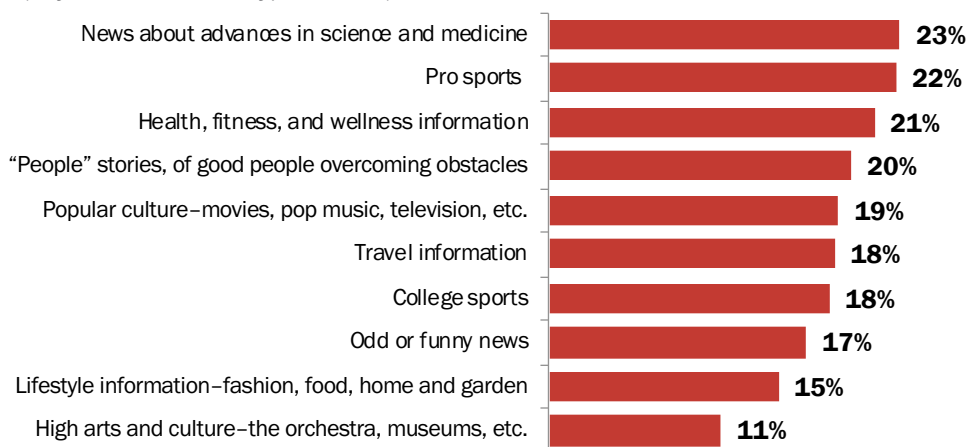
NEWS CONSUMER INTEREST BY NEWS TOPIC: OTHER SERIOUS NEWS

(Pay close attention, typical week)



NEWS CONSUMER INTEREST BY NEWS TOPIC: LIGHTER NEWS

(Pay close attention, typical week)



BRAND RELEVANCY

The perceived relevance of product categories ranges widely, from Groceries/food (relevant for 69%) to Bars/clubs (34%). Most categories fall within a range of 47% to 54% perceived relevance.

RELEVANCE BY BRAND CATEGORY

(4+5/Extremely relevant)

LEVEL 1: 50-69%

- Groceries/food
- Household supplies
- Health/wellness
- Subscription-based streaming
- Clothing/accessories/shoes
- Retail
- Dining out
- Banking/finance/insurance
- Household electronics
- Telecommunications
- Travel/hospitality

LEVEL 2: 34-49%

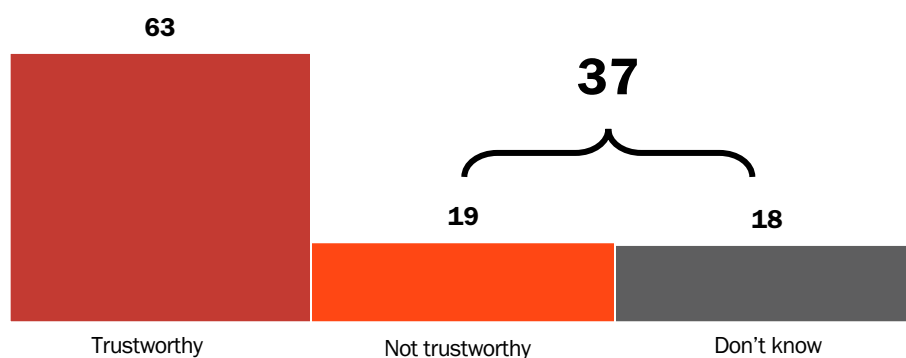
- Entertainment events/experiences
- Tech, gaming and accessories
- Beauty/grooming
- Non-alcoholic beverages
- Sports/fitness
- Home décor/furniture
- Pet care
- Media
- Wine/beer/spirits
- Garden/outdoor
- Pharmaceutical
- Automotive
- Automotive supply
- Children's items
- Bars/clubs

Category relevance is greatest for A25-44 across categories, a bit lower for A18-24, and especially for A45-54.

Those with the greatest interest in serious/breaking News express a slightly higher perceived Relevance across all categories, and especially higher for Dining out (59% vs. 53% average), Household supplies (62% vs. 56%), and Health/wellness (60% vs. 54%).

Trust is built through relevance

The average product category has a Trust Score of 63. That leaves more than 1 in 3 consumers who score Brand categories as either “Not Trustworthy” or say they “don’t know” whether that Brand category is trustworthy. Boosting the trust score requires changing the minds of those consumers.

TRUST SCORE—AVERAGE ACROSS 26 BRAND CATEGORIES

Overall, an average of 37% of consumers don't think Brands in a category are Trustworthy. This offers potential for increase in Trust.

The relevancy of a product category can impact its Trust Score. The lower-scoring categories are typically more Trusted among the consumers who find them relevant. The relationship is not absolute; it leaves room for improvement even where a category has high relevance.

For those rating the Groceries/food category as relevant, 78% say that overall Brands in that category are Trustworthy. For Bars/clubs, 65% rate that category Trustworthy if also relevant.

Brands can increase the positive results of Advertising within News by taking both the type of News and the product category into account. For example, serious/breaking News consumers find that health/wellness advertisers are more relevant to them (60%) vs. when the same ad appears within light/entertaining News (54%).

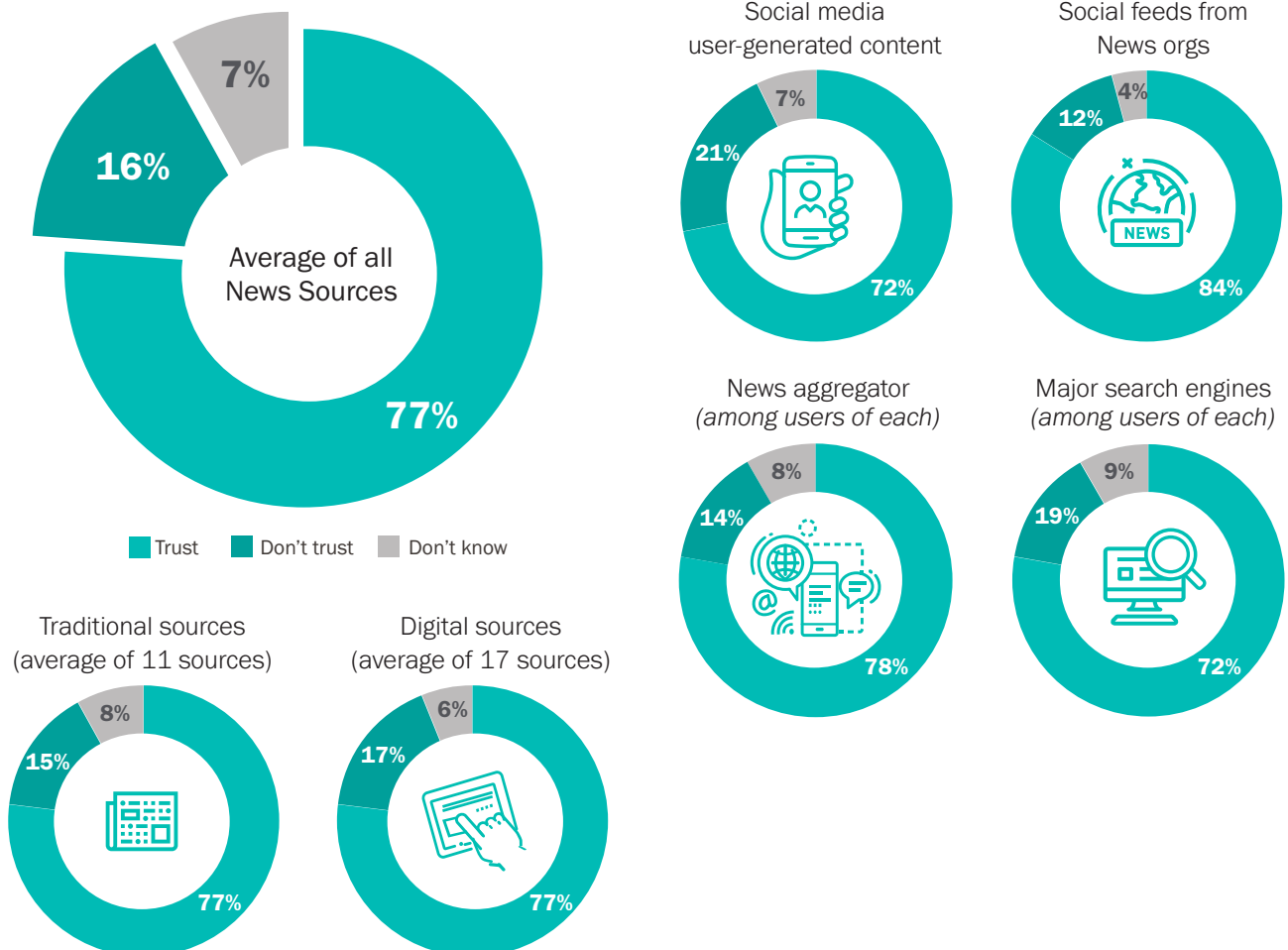
SOCIAL MEDIA EXAMINED

Social media posts receive the lowest Trust Score from U.S. News consumers. Just 43% of News consumers Trust social media posts for News—the only source that is not Trusted by a majority of its users (social Newsfeeds by professional News organizations is notably stronger, at 58%).

Less than half of News consumers who read posts daily (also known as user-generated content, or UGC) to discover serious/breaking News, consider the preferred social media platform to be Trustworthy. In contrast, professional Newsfeeds for serious/breaking News has a 62% Trust Score. While each News type is used weekly or more by ~3 in 10 News consumers, only 28% use UGC posts, and only 31% use professional Newsfeeds. Younger consumers (ages 18 to 34) are somewhat more likely to use social media to obtain News.

Both Digital and Traditional professionally produced News Media environments offer a Trust Halo to Brands.

BUSINESS EXECUTIVES DETAIL: TRUSTWORTHINESS OF NEWS SOURCES USED

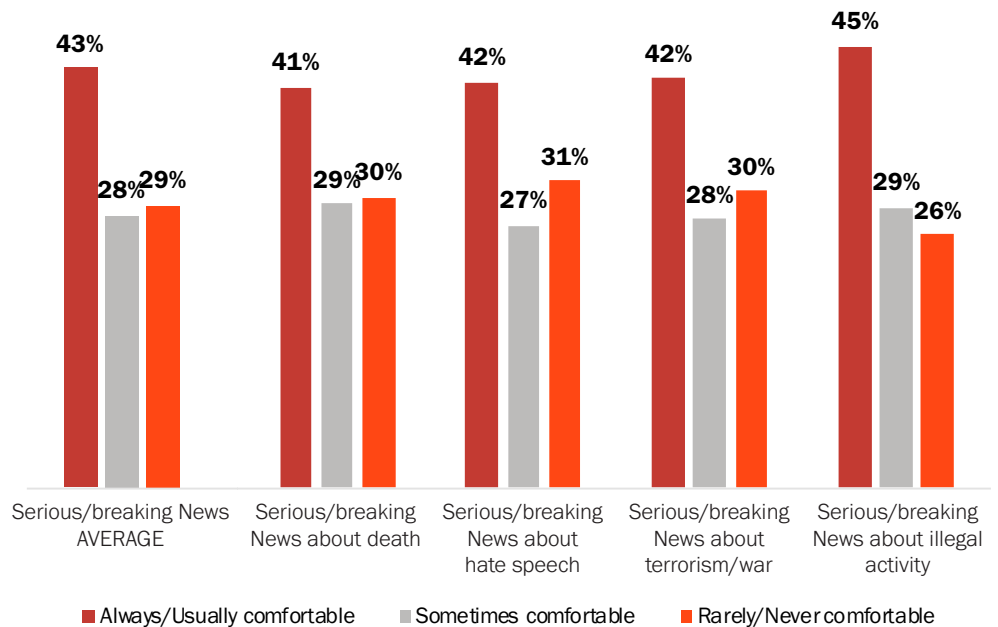


CONSUMER FEELINGS ABOUT SENSITIVE NEWS

News consumers expect the impact of potentially concerning News to have a *positive* impact on advertisers adjacent to this content.

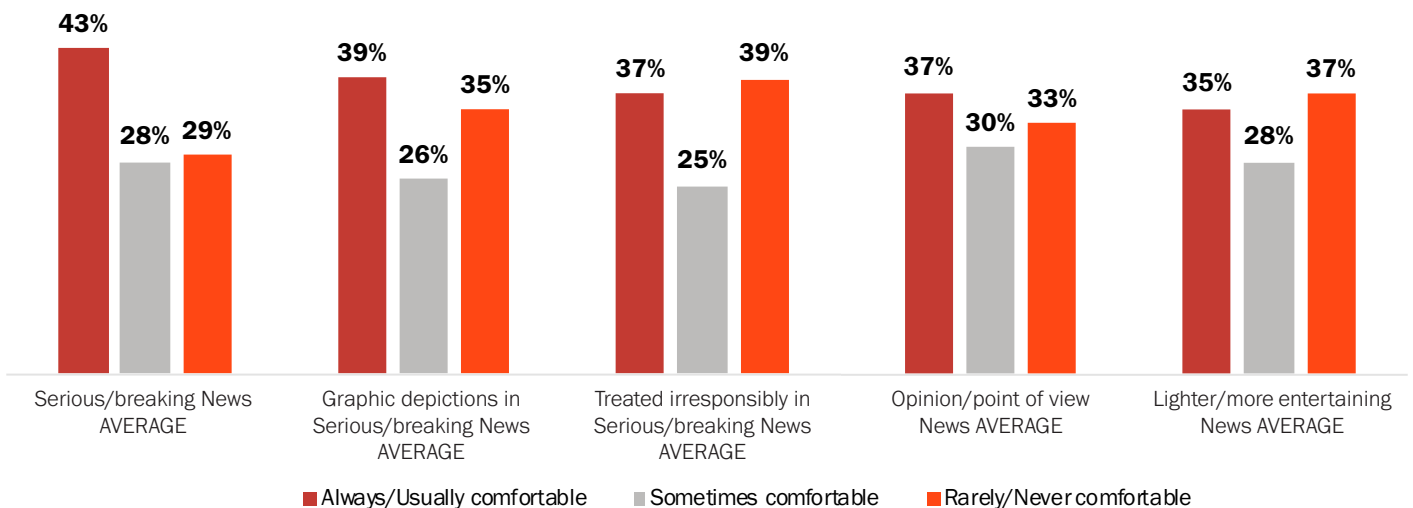
When serious/breaking News that is potentially concerning or upsetting is presented, an overwhelming majority of News consumers expect the impact on the Brand to be positive.

FEELINGS TOWARD DISTURBING SUBJECTS IN SERIOUS/BREAKING NEWS



FEELINGS OVERALL TOWARD DISTURBING SUBJECTS IN VARIOUS NEWS TYPES

(Overall vs. Graphic depictions, irresponsible treatment, opinion and lighter News)



FAKE NEWS IS NOT AN ISSUE FOR BRANDS IN PROFESSIONALLY PRODUCED NEWS ENVIRONMENTS

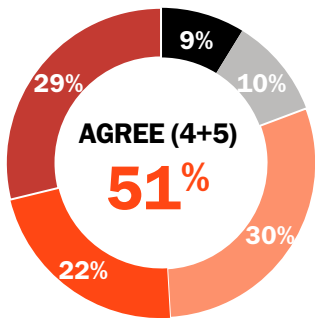
The majority of News consumers Trust their News sources even if they believe there might be elements of fake or misleading content. Overall, half (51%) agree that their News sources contain content that could be considered misleading.

While the majority of News consumers Trust their News sources. “Fake News” is expected.

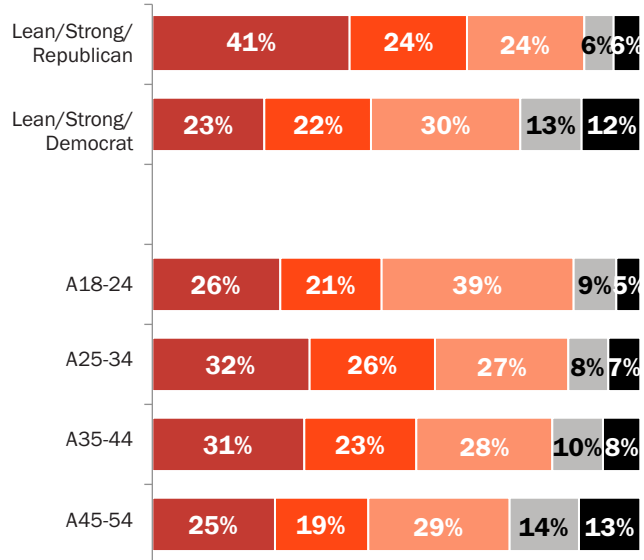
Note: News consumers who are/lean Republican are more likely to acknowledge fake News on their

own sources (65% agree), compared to those who lean Democrat (45%) or have no political leaning (46%). There are differences in ages: 25-34 and 35-44 are likely to say their own News sources have fake News (58% and 54%, respectively), compared to ages 18-24 (47%) and ages 45-54 (44%).

FAKE NEWS ON SOURCES USED

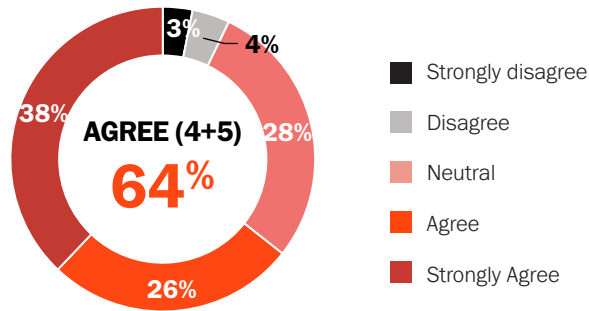


- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree



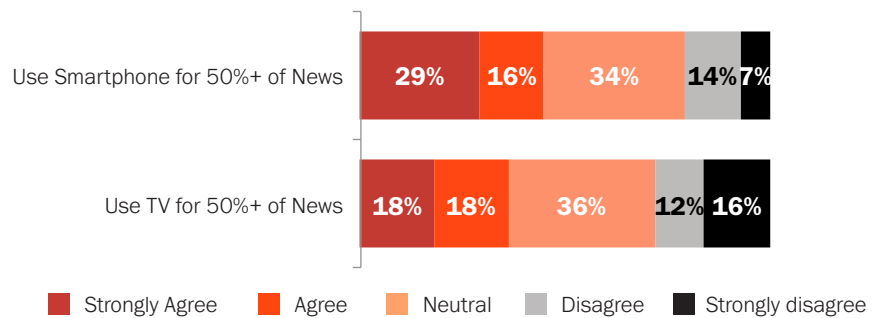
Perception of fake News is more prevalent toward News sources the consumer does not personally use. Nearly two-thirds (64%) of News consumers agree that the sources they avoid have a lot of fake News or misinformation.

FAKE NEWS ON SOURCES NOT USED

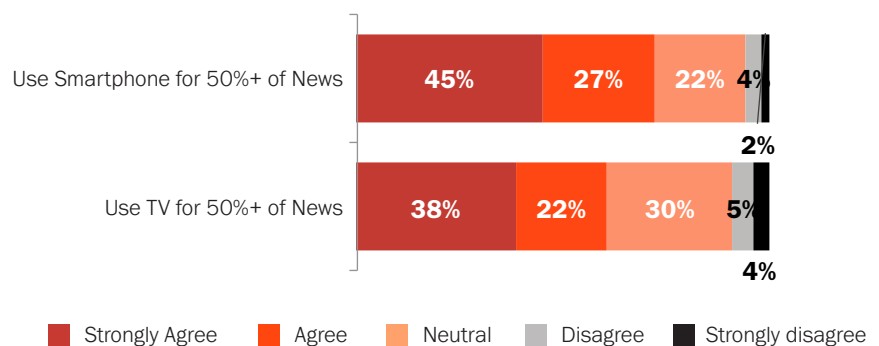


Devices used to obtain News also have impact on the perception of fake News/misinformation. Those who rely primarily on a Smartphone for News say they are much more likely to encounter fake News. Those relying mostly on TV News believe their sources are much less likely to have fake or misleading News. However, we found that the impact of fake News/misinformation does not reflect the advertising Brand with adjacency to that content. To mitigate any risk of negative association, Brands should ensure that the News content in which they place their messaging is professionally produced.

FAKE NEWS ON SOURCES USED—BY MAIN MEDIA TYPE USED



FAKE NEWS ON SOURCES NOT USED—BY MAIN MEDIA TYPE USED



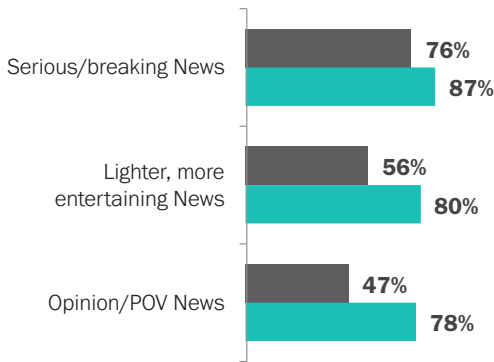
USER-GENERATED NEWS COMMENTS MAINLY REFLECT ON THE COMMENTER

Most News consumers (74%) at least occasionally see negative online comments about News stories. In that context, their response is to feel worse only toward the commenter (“worse” is 8% points more than “better”). More

than 4 in 5 say they do not feel negative toward the reporter, News source, or advertiser, even if they personally disagreed with the story. In fact, the net impact on those entities is positive.

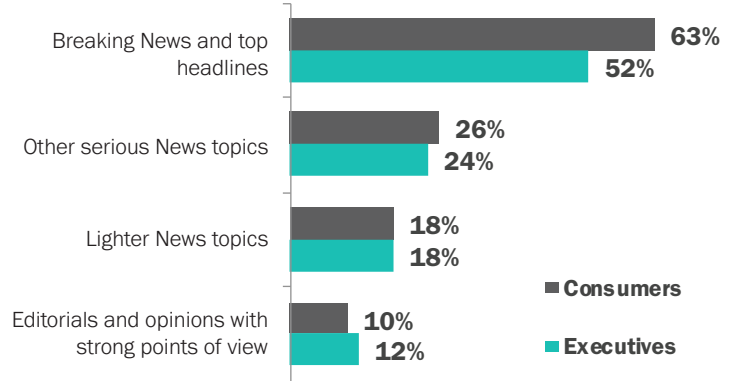
Negative online comments are commonplace but have limited impact; for 4 of 5 consumers the negative comments don't disturb Brand perception.

INTEREST BY NEWS TYPE
(4+5/Very interested)



BUSINESS EXECUTIVES: NEWS CHOICES IN DETAIL

INTEREST BY NEWS TOPIC
(Pay close attention, typical week)

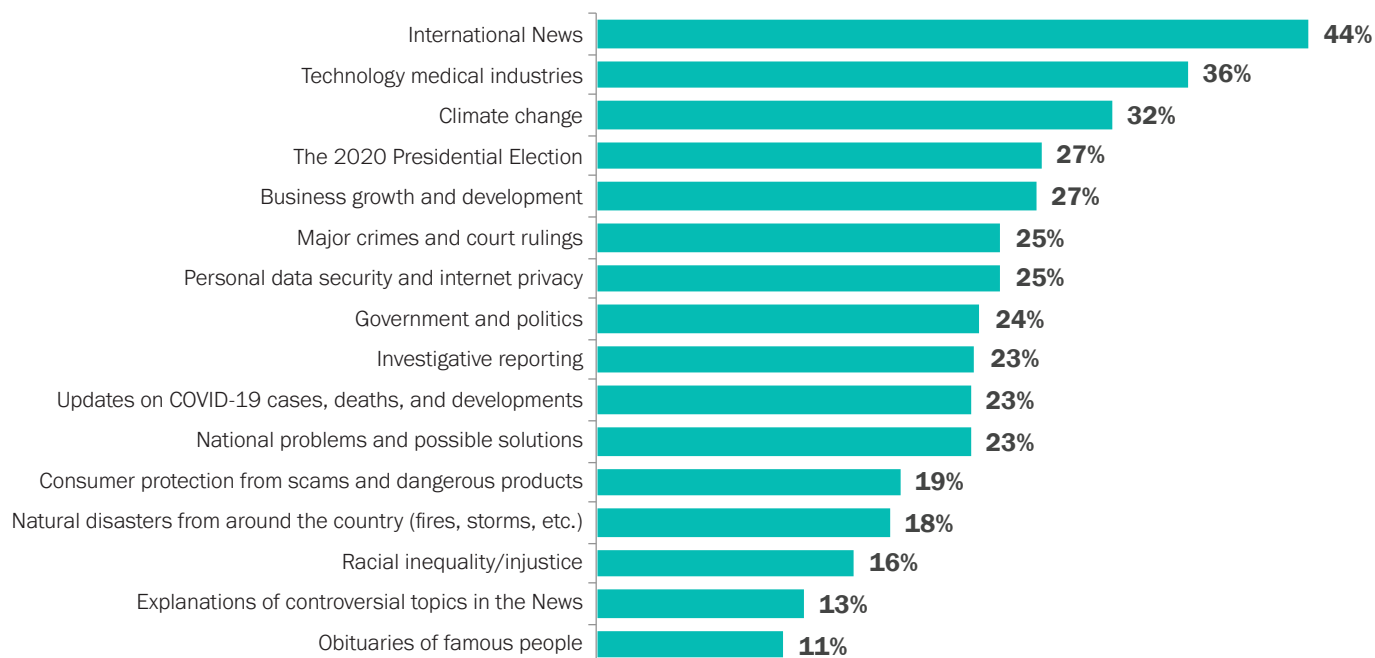


Executives show higher interest across all 3 general types of News. Serious/breaking News is their top category of interest, but they also express higher than normal interest in lighter News and in opinion News.

Both News consumers and Executives lean more on digital News sources than on traditional sources. Executives use digital News sources more often than traditional sources (linear TV, Newspaper, Radio) but Executives ages 45-54 use their sources more equally and by age 55-64 they rely more on traditional sources. In keeping with that tendency, younger consumers lean more toward digital News consumption.

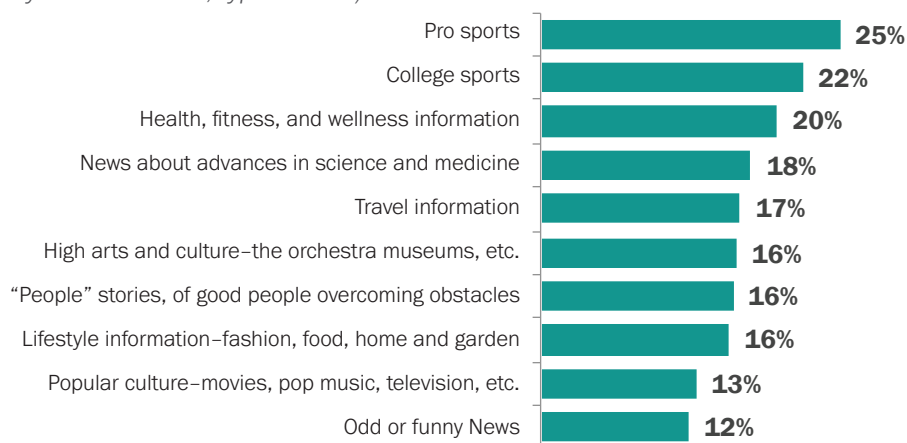
BUSINESS EXECUTIVES INTEREST BY NEWS TOPIC: OTHER SERIOUS NEWS

(Pay close attention, typical week)



BUSINESS EXECUTIVES INTEREST BY NEWS TOPIC: LIGHTER NEWS

(Pay close attention, typical week)



“BEST SUITED” ADVERTISING TONES BY DEMO GROUP

The emphasis on Informative and Helpful tones is seen across News types and extends across the gender/age groups as well.

All demos also state that a Serious tone is especially suited to Serious/breaking News and to Opinion News, but is not especially suited to Lighter News.

Older consumers (A35-54) rank a Reassuring tone highly for both Opinion News and Serious/breaking News contexts, while younger women (W18-34) include it only for Serious/breaking News and younger men (M18-34) don't rank it highly in any News context.

Older consumers (A35-54) also rank an Inspirational tone highly across all types of News. Younger people (A18-34) don't include it in their top choices for Lighter News, and it also doesn't make the Opinion News list for younger women (W18-34).

The Proud tone makes the top list only for W18-34 in Opinion News and for M18-34 in Lighter News.

Fun ranks highly for M18-34 across all 3 News types, and for all demos in Lighter News. A Playful tone appears in the Lighter News top lists for all 4 demo groups, and in Opinion News for M18-34. Humorous is a less common top tone, making the top 5 list only for W18-34 in Lighter News.

TOP "BEST SUITED" AD TONES BY NEWS TYPE
(Index of 14 possible tones)



**SERIOUS/
BREAKING NEWS**

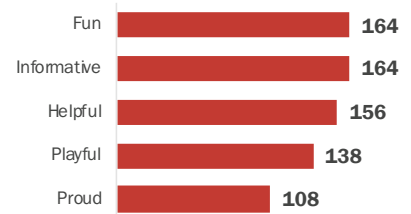
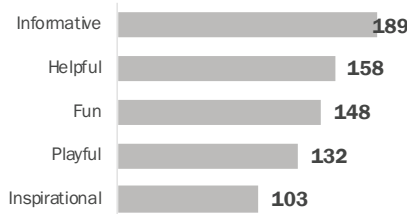
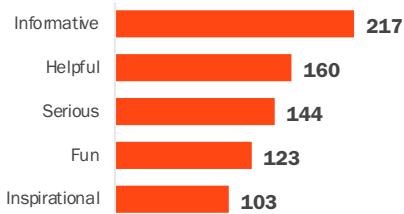


**OPINION/
POINT OF VIEW**

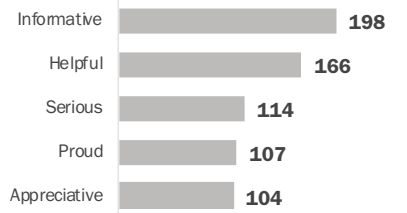
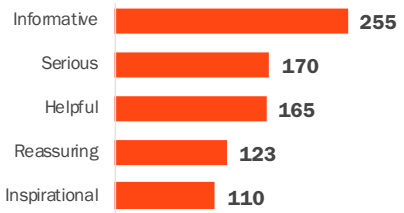


**LIGHTER/
MORE ENTERTAINING**

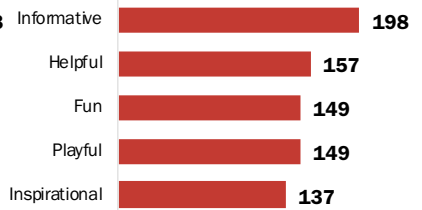
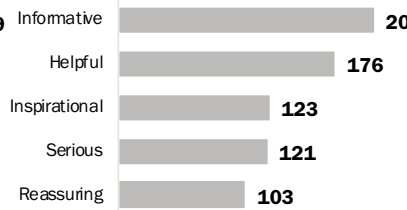
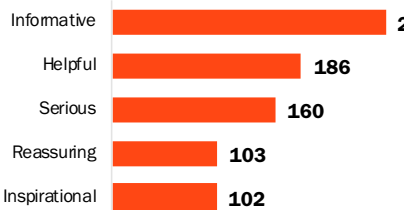
M18-34



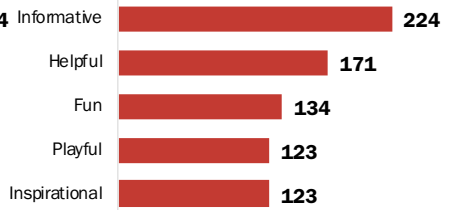
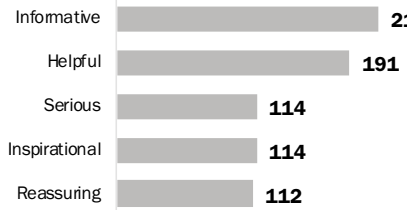
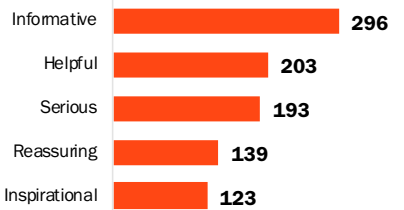
W18-34



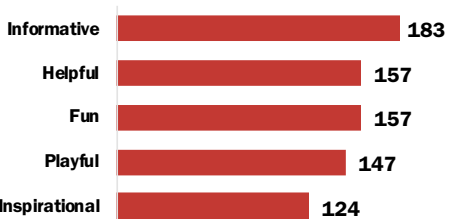
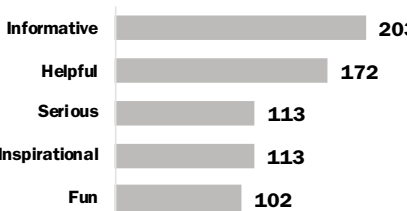
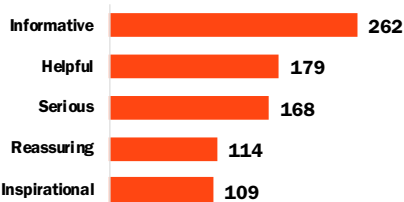
M35-54



W35-54



TOTAL



*Advertising in News is Brand safe, increases Brand Trust, and drives purchase intent. **Period.***

About IAB

The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. Its membership is comprised of more than 650 leading media companies, brands, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

About Magid

Magid is a consumer-centered business strategy company delivering courageous thinking that shapes better experiences, products and services. Since 1957, thousands of local and global brands in over 40 countries have engaged the firm for bold ideas that have helped achieve innovation and success. The Magid team is passionately curious and driven by the pursuit of improving human experiences and delivering profitable growth for our clients.

IAB thanks the Media organizations that sponsored this work.

