



FUTURE OF NEWS

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BY**



THANK YOU TO OUR PARTNERS



axel springer

AXIOS

BUSINESS
INSIDER



GANNETT



The INDEPENDENT

Newsweek



NEW YORK POST

The New York Times



POLITICO

RealClear Politics

The
Rebooting



REUTERS



theTradeDesk

The Washington Post

THE WALL STREET JOURNAL



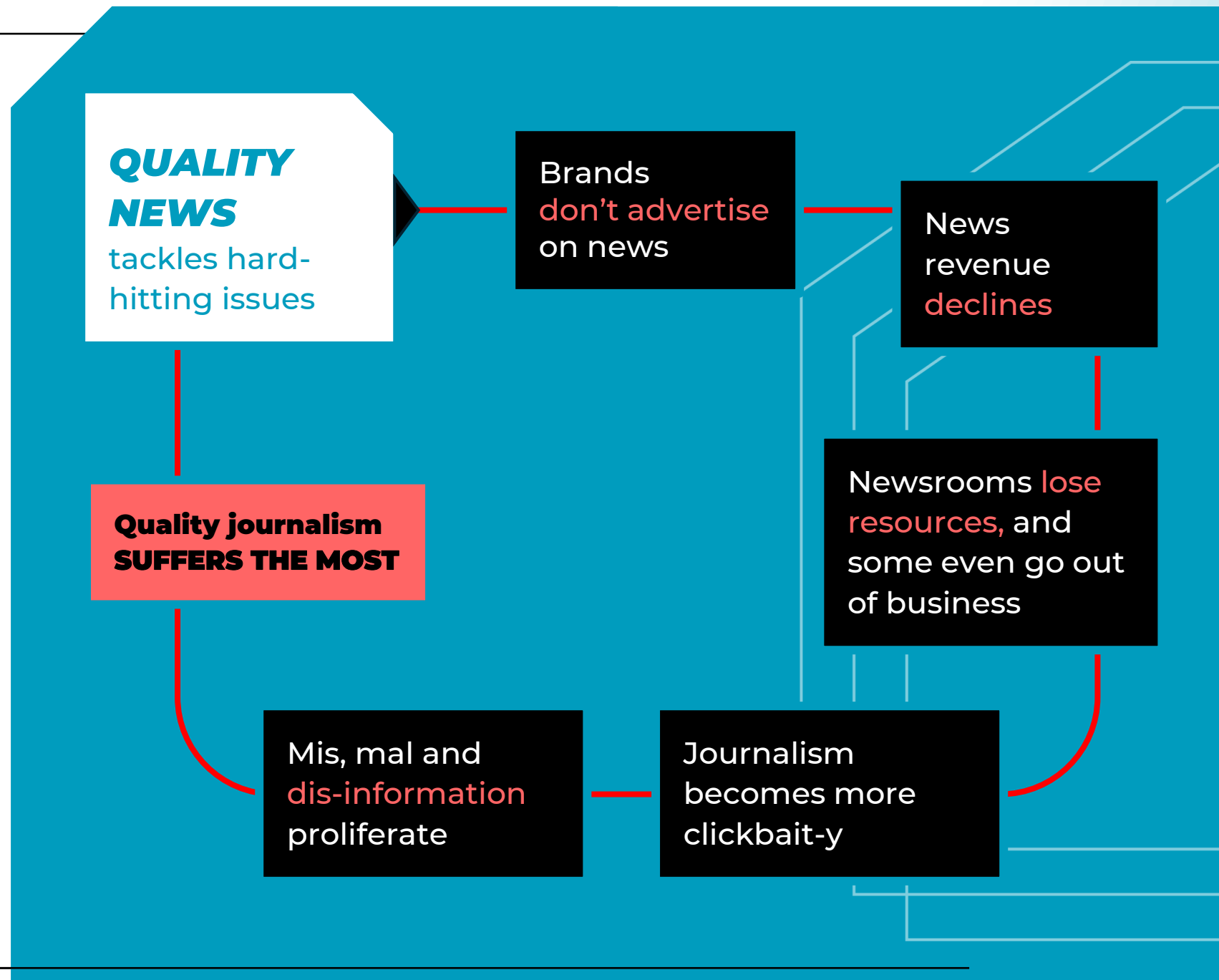


THE OPPORTUNITY

NEWS IS THE FOUNDATION OF A THRIVING DEMOCRACY AND A CRITICAL MARKETING VEHICLE

- 1. Press is essential** to democracy
- 2. News is an under-tapped vehicle** to drive ROI
- 3. Partnership is needed** to enable a thriving future

BRANDS, **STOP** FEEDING THE VICIOUS CYCLE



START FEEDING THE VIRTUOUS CYCLE

QUALITY NEWS

tackles the
hard-hitting
issues

Advertisers
support the
news

Brands benefit
from reaching
a valuable new
audience

News gets
monetized
more

Newsrooms have
greater resources
to improve and
cover tough stories

Newsrooms have
more freedom
from chasing the
next click

Quality journalism
and top-tier brands
BOTH THRIVE

BRAND SAFETY IS CONTRIBUTING TO THE VICIOUS CYCLE

ADWEEK

Brand Safety Controls Are Demonetizing Publishers' Israel-Hamas Coverage

Some publishers lose between 30% to 50% of their
advertising revenue to brand safety filters

 **The Drum**

**Media agencies
struggling to keep
brands advertising
around bleak Ukraine
news cycle**

THE WALL STREET JOURNAL.

‘Shooting,’ ‘Bomb,’ ‘Trump’: Advertisers Blacklist News Stories Online

Companies are increasingly insisting their ads do not
appear near articles or videos that contain any of a
long list of words

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 **STAGWELL**

25%

OF
AMERICANS
ARE NEWS
JUNKIES

OF THE AMERICAN
POPULATION..

73%

25%

11%

ARE NEWS READERS
(FOLLOW NEWS CLOSELY)

ARE NEWS JUNKIES
(FOLLOW NEWS VERY CLOSELY)

ARE EXCLUSIVE
NEWS JUNKIES
(ONLY FOLLOW NEWS,
NOT SPORTS OR
ENTERTAINMENT,
VERY CLOSELY)

**THERE
ARE MORE**

**NEWS
JUNKIES
THAN
ANYTHING
ELSE**

AMERICANS WHO CLOSELY FOLLOW...

25%



News

23%



Sports

17%



Entertainment

NEWS JUNKIES

ARE VALUABLE AUDIENCES

25%

NEWS JUNKIES
(FOLLOW NEWS VERY CLOSELY)

Check the news
an average of
5.6 TIMES PER DAY

Read
an average of
7 news articles
PER DAY

ARE PRIMARILY

64%	GEN X+
51%	COLLEGE GRADS+
46%	FULL TIME EMPLOYED
37%	\$100K+ EARNERS

MORE THAN THE GEN. POPULATION

58%
38%
40%
28%

MICROTREND

LONG ATTENTION SPANNERS

CONVENTIONAL WISDOM

says **America's attention span is shrinking,**
but more people than ever are...



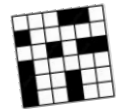
WATCHING 3-HOUR MOVIES

2023 Best Picture nominees
were longest ever on average



FINISHING TRIATHLONS

3.1 million Americans competed in 2023



TAKING UP CROSSWORDS

Nearly 20% of Americans do a daily crossword



LISTENING TO PODCASTS

16% of podcast listeners listen
for 8 or more hours a week



NEWS ADVERTISING STUDY

**HOSTED
BY**



THE STUDY AND ITS OBJECTIVE

- › A first-of-its-kind randomized experiment with nearly **50,000 American adults to determine if ad adjacency matters.**
- › **We tested 10 different brand ads** placed **adjacent to 8 types of news content**, using real ads and real stories.
- › **This definitive study provides decision-grade quantitative insights** for advertisers to better understand where and how brands should be advertising across the news industry.
- › The brands were selected from a **span of sectors among 100 best-known companies in the US** and are on a broad spectrum of corporate reputation strength.
- › **The ads were tested solely for research purposes** and the brands whose brands were tested had no input on the study.
- › **The news stories focused on top-of-mind topics** for the American public.
- › The news stories were selected from our publishing partners but were done without their input. To focus solely on ad adjacency, the story publisher brands were removed from the digital environment in which it was tested.

49,990 U.S. ADULTS IN TOTAL	+/- 0.44% SAMPLING MARGIN OF ERROR
≈ 5,500 U.S. ADULTS PER NEWS TOPIC	+/- 1.32% SAMPLING MARGIN OF ERROR
≈ 550 U.S. ADULTS PER CELL (AD X CONTENT TYPE)	+/- 4.38% SAMPLING MARGIN OF ERROR

REPUTATIONAL BRAND METRICS ASSESSED

1 Purchase Intent

How **likely or unlikely** are you to make a purchase or use services from [INSERT BRAND]?

2 Favorability

How **favorable or unfavorable** are you towards [INSERT BRAND]?

3 Cares about its customers

4 Is a trustworthy company

5 Offers good value to its customers

6 Is a company I would want to work at

7 Has the right values

8 Has quality products / services

How well you do you think each phrase or word describes [INSERT BRAND]?

Average score was created across the 8 reputational metrics

T2B scores on a 4-point scale were used for each metric

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WHAT THE RESULTS **SHOW**

- It is **safe** for brands **to advertise adjacent to quality news content**, regardless of topic.
- Ads placed adjacent to stories covering politics or gun shootings **perform as effectively** as ads placed next to a positive business story, on par with **sports and entertainment**.
- **No brand safety issues among key demographic groups for advertisers**, including Gen Z, moms, high earners and college-educated Americans.

CONTENT TESTED: NEWS

Middle East



Inside the Hamas Tunnels That Conceal Militant Leaders and Israeli Hostages

Footage and fittings in the underground system included kitchens and large metal gates



Things to clean dishes, get for a stove here

The Israeli military said it found weapons that served as a long-term habitat for senior Hamas officials in Khan Younis and used to hold hostages taken from Israel on Oct. 7.

KHAN YOUNIS: Gaza Strip—Beneath the rubble of a bombed-out residential neighborhood in Khan Younis lies a sprawling, subterranean complex built to shelter senior Hamas leaders and, for a time, used to hold Israeli hostages grabbed by the militant group, Israeli officials said.



An access shaft hidden in an unassuming family home leads to a sophisticated underground system with several kitchens, fitted out with gas stoves and refrigerators, as well as sleeping quarters and bathrooms—one decorated with a mosaic of a tropical beachfront scene.

Crime



After Another Subway Shooting, New York Wrestles With Question of Safety

Even with the National Guard patrolling the system, some New Yorkers say they don't feel secure, particularly after the subway shooting in Brooklyn on Thursday. Others remain unfazed.



The subway crime that Jimmy Ramampow had been hearing about in recent years — as well as his own experience — had already led him to make plans to leave New York City.



Then, on Friday, he saw a video online of the shooting on an A train last week. "I'm scared," said Ramampow, 46, after seeing the video. Ramampow lives in Elmhurst, Queens, but plans to board an Amtrak train on Monday for Florida, where he has a new job and an apartment lined up. "I feel I should move out for a while and see if New York takes action and gets better," he said.

For Elise Anderson, however, the shooting did not raise her level of concern. "I

Trump



Trump throws cold water on border bill — again

"Only a fool, or a Radical Left Democrat, would vote for this horrendous Border Bill," Trump wrote on Truth Social.



Former President Donald Trump blasted the Senate's bipartisan border bill Monday morning, calling the legislation, which would tighten asylum standards and automatically shut down the southern border to illegal crossings if encounters reached a certain daily threshold, a "great gift to the Democrats, and a Death Wish for The Republican Party."



"Only a fool, or a Radical Left Democrat, would vote for this horrendous Border Bill, which only gives Shutdown Authority after 3000 Encounters a day, when we already have the right to CLOSE THE BORDER NOW, which must be done," Trump posted on Truth Social. Some Trump surrogates have made similar arguments in recent weeks as details about the agreement began to emerge.

Biden



Biden is still running on a promise to get student-loan forgiveness to 'as many borrowers as possible.' Here's where his debt relief efforts stand.



- Biden touted his efforts to help student-loan borrowers during his State of the Union address.
- While he's implemented targeted relief to borrowers, many are still waiting for broader measures.
- Here's where Biden's efforts to help borrowers stand — and what might come next.



As President Joe Biden made the first State of the Union address of his first term, he wanted federal student-loan borrowers to know that he's still fighting to get them more relief.

But some borrowers still wonder when that extra relief will hit their accounts.

When Biden was first running for office, he [campaigned on canceling \\$10,000](#)

Inflation



Inflation has fallen. Why are groceries still so expensive?

Clipping supply chain disruptions, droughts, evian flu, labor shortage and more continue to keep grocery prices high



Americans are finally getting a break from inflation, with prices for gasoline, used cars and health insurance all falling over the past year, relieving families and boosting President Biden's 2024 reelection bid. But prices painfully remain high for one particularly frequent purchase: groceries.



Grocery prices have jumped by 25 percent over the past four years, outpacing overall inflation of 10 percent during the same period. And while prices of appliances, smartphones and a smattering of other goods have declined, groceries got slightly more expensive last year, with particularly sharp jumps for beef, sugar and pain, among other items.

Business



Surging Nvidia Stock Keeps Drawing In More Believers

The chip company that is cashing in on the market's artificial intelligence obsession seems to many investors like an unstoppable force



Nvidia's [NASDAQ:NVDA](#) 1.18% historic run is minting profits for investors big and small. Many are betting the boom is just beginning. They are piling into trades that the chipmaker's shares, which have more than tripled over the past year, are headed still higher.



Some have turned to the options market to look for ways to turbocharge their bets on artificial intelligence after a blockbuster earnings report sent the stock up 17% over the past two days.

CONTENT TESTED: SPORTS & ENTERTAINMENT

Sports



Inside the Chiefs-49ers chess match that set up Kansas City to win the Super Bowl



LAS VEGAS — Two blitzes late in Super Bowl LVIII helped the Kansas City Chiefs cement their dynasty.

Before quarterback Patrick Mahomes could deliver his heroics in overtime, before receiver Mecole Hardman made the most significant touchdown reception of his five-year career and before coach Andy Reid could hoist his third Lombardi Trophy in five years, the Chiefs offense needed its defense to make critical, game-saving stops on third down.



Leading up to kickoff of the Super Bowl, reports indicated that the Chiefs were locked in and treating this week like a business trip. Kansas City also passed the proverbial vibe test, coming off as a team ready to handle business and set the tone early on Sunday. Despite the build-up (and an alleged "unbelievable" speech from Travis Kelce), the offensive side of the

Entertainment



Mar 11, 2024 - Business
Oscars ratings hit 4-year high with "Barbenheimer" boost



More than 19.5 million people tuned in to watch the [Oscars](#) on Sunday — a four-year high, according to Nielsen.

Why it matters: Ratings for the Oscars — and [awards shows broadly](#) — have increased steadily from pandemic-era lows. But they are still down significantly from pre-streaming era highs.



Driving the news: This year's show saw Christopher Nolan's biographical thriller "Oppenheimer" take home the award for best picture, bucking a recent trend of [indie films](#) without much consumer appeal winning the top prize.

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TO PUT ANOTHER WAY: “NOT BRAND SAFE” VS. “BRAND SAFE”

“NOT BRAND SAFE”

“BRAND SAFE”

Middle East	Crime	Trump	Biden	Inflation	Business	Sports	Entertainment
 Inside the Hamas Tunnels That Conceal Militant Leaders and Israeli Hostages Extensive and living in the underground spaces included kitchens and large social gatherings. TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.	 After Another Subway Shooting, New York Wrestles With Question of Safety Even with the National Guard patrolling the system, some New Yorkers say they don't feel secure, particularly after the subway shooting in Brooklyn on Thursday. Others remain calm. TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.	 Trump throws cold water on border bill -- again "This is a bill, not a law, and it doesn't mean anything for the border," Trump said. "I'm not going to sign it." Trump said on Truth Social. TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.	 Biden is still running on a promise to get student-loan forgiveness to 'as many borrowers as possible.' Here's his debt relief efforts stand. TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.	 Inflation has fallen. Why are groceries still so expensive? Despite empty store shelves, droughts, and the labor shortage and more continue to keep grocery prices high. TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.	 Surging Nvidia Stock Keeps Drawing In More Believers The chip company that is cooking it on the market's artificial intelligence obsession seems to many investors like an unstoppable force. TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.	 Inside the Chiefs-49ers chess match that set up Kansas City to win the Super Bowl TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.	 Oscars ratings hit 4-year high with 'Barbenheimer' boost More than 19.5 million people tuned in to watch the <i>Oscars</i> on Sunday -- a four-year high, according to Nielsen. TOP POP BEHIND KIDNEY YOUNGINS Gun Shop - Beneath the rubble of a bombed-out neighborhood in Gaza, Israeli soldiers are searching for weapons and ammunition. The soldiers are also looking for a way to get to the other side of the tunnel. The soldiers are also looking for a way to get to the other side of the tunnel.



KEY FINDINGS

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ADS ADJACENT TO TOP-OF-MIND NEWS CONTENT PERFORM EQUALLY WELL...

AVERAGE BRAND REPUTATIONAL METRICS

Purchase Intent

Middle East



62%

Favorability



70%

8 Metric Average



66.7%

Crime



63%



71%



68.0%

Trump



62%



68%



66.8%

Biden



61%



69%



65.9%

Inflation



64%



72%



68.6%

Base: Trump (n=5530), Biden (n=5557), Mideast (n=5557), Crime (n=5560)
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

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...COMPARED TO “BRAND SAFE” CONTENT PERFORMANCE

AVERAGE BRAND REPUTATIONAL METRICS

Purchase
Intent

Favorability

8 Metric
Average

Business



Surging Nvidia Stock Keeps Drawing In More Believers
The chip company that is cashing in on the market's artificial intelligence obsession seems to many investors like an unstoppable force

61%



70%

Nvidia's **GAZILLION** historic run in missing profits for investors big and small. Many are betting the house is just beginning. They are piling into trades that the chipmaker's shares, which have more than tripled over the past year, are headed still higher.



67.5%

Some have turned to the options market to look for ways to turbocharge their bets on artificial intelligence after a blockbuster earnings report sent the stock up 17% over the past two days.

Entertainment



Oscars ratings hit 4-year high with "Barbenheimer"
boost

62%



73%

More than 19.5 million people tuned in to watch the **Oscars** on Sunday -- a four-year high, according to Nielsen.
Why it matters: Ratings for the Oscars -- and **grossing films locally** -- have increased steadily from pandemic-era lows. But they are still down significantly from pre-streaming era highs.



68.0%

Driving the news: This year's show saw Christopher Nolan's biographical thriller "Oppenheimer" take home the award for best picture, bucking a recent trend of **indie films** without much commercial appeal winning the top prize.

Sports



Inside the Chiefs-49ers chess match that set up Kansas City to win the Super Bowl

64%



72%

LAS VEGAS -- Two blitzes late in Super Bowl LVIII helped the Kansas City Chiefs cement their dynasty.

Before quarterback Patrick Mahomes could deliver his heroics in overtime, before receiver Nico Collins made the most significant touchdown reception of his five-year career and before coach Andy Reid could host his third Lombardi Trophy in five years, the Chiefs offense needed its defense to make critical, game-saving stops on third down.



69.6%

Leading up to kickoff of the Super Bowl, reports indicated that the Chiefs were locked in and treating this week like a business trip. Kansas City also passed the proverbial "cheer test," coming off as a team ready to handle business and set the tone early on Sunday. Despite the build-up (and an alleged "unbelievable" speech from Travis Kelce), the offensive side of the

Base: Trump (n=5530), Biden (n=5557), Mideast (n=5557), Crime (n=5560)
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

ADS ADJACENT TO “NOT BRAND SAFE” STORIES PERFORM ON PAR

— with ads next to the “brand safe” articles.

AVERAGE BRAND REPUTATIONAL METRICS

‘Not Brand Safe’ Content

67.2%

8 Metric Average

Trump, Middle East, Crime, Biden, Inflation

‘Brand Safe’ Content

68.3%

8 Metric Average

Business, Sports, Entertainment

Base: Trump (n=5530), Biden (n=5557), Mideast (n=5557), Business (n=5552), Inflation (n=5557) Crime (n=5560), Sports (n=5560), Entertainment (n=5556).

QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.

QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.

QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

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LESS THAN THREE POINT DIFFERENCE IN BRAND PERFORMANCE ACROSS ALL ARTICLES

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	62%	62%	63%	62%	61%	64%	61%	62%	64%
Favorability	71%	70%	71%	68%	69%	72%	70%	73%	72%
Cares about customers	70%	69%	71%	68%	68%	71%	70%	70%	72%
Trustworthy	72%	71%	71%	71%	70%	72%	71%	72%	74%
Good value	74%	73%	75%	73%	73%	75%	75%	75%	76%
Want to work at	49%	49%	48%	49%	48%	50%	49%	49%	51%
Right values	66%	65%	66%	65%	63%	67%	66%	66%	68%
Quality products	78%	76%	79%	77%	76%	78%	78%	78%	80%
8 Metric Average	67.6%	66.7%	68.0%	66.8%	65.9%	68.6%	67.5%	68.0%	69.6%

Base: Trump (n=5530), Biden (n=5557), Mideast (n=5557), Business (n=5552), Inflation (n=5557) Crime (n=5560), Sports (n=5560), Entertainment (n=5556).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

DETAILED DEMOGRAPHIC FINDINGS

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NO BRAND SAFETY ISSUES AMONG AMERICANS FOLLOWING THE NEWS VERY CLOSELY

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	70%	70%	70%	72%	68%	72%	70%	69%	72%
Favorability	77%	74%	78%	76%	76%	79%	78%	79%	80%
Cares about customers	77%	75%	79%	75%	75%	77%	78%	76%	78%
Trustworthy	78%	76%	78%	78%	75%	79%	78%	78%	80%
Good value	80%	78%	82%	80%	78%	80%	81%	78%	81%
Want to work at	58%	56%	61%	59%	56%	59%	58%	58%	60%
Right values	72%	70%	73%	72%	69%	74%	73%	71%	75%
Quality products	83%	81%	85%	83%	81%	83%	84%	83%	86%
8 Metric Average	74.4%	72.4%	75.8%	74.4%	72.3%	75.5%	75.0%	73.9%	76.3%

Base: Trump (n=1135), Biden (n=1305), Mideast (n=1341), Business (n=1306), Inflation (n=1305) Crime (n=1318), Sports (n=1307), Entertainment (n=1296).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG GEN Z

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	65%	65%	67%	64%	64%	66%	65%	62%	69%
Favorability	69%	70%	69%	67%	65%	69%	70%	71%	73%
Cares about customers	73%	73%	73%	72%	70%	74%	73%	71%	75%
Trustworthy	73%	71%	72%	74%	73%	73%	71%	73%	77%
Good value	77%	75%	78%	77%	75%	80%	79%	76%	78%
Want to work at	52%	52%	55%	50%	50%	52%	51%	53%	55%
Right values	70%	72%	68%	71%	68%	72%	69%	70%	72%
Quality products	78%	77%	79%	78%	76%	77%	76%	79%	80%
8 Metric Average	69.7%	69.4%	70.1%	69.2%	67.6%	70.3%	69.3%	69.5%	72.4%

Base: Trump (n=743), Biden (n=619), Mideast (n=629), Business (n=677), Inflation (n=659) Crime (n=868), Sports (n=658), Entertainment (n=642).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG MOMS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	68%	67%	68%	67%	66%	70%	70%	68%	72%
Favorability	73%	71%	72%	69%	71%	73%	74%	76%	75%
Cares about customers	73%	73%	72%	70%	72%	74%	76%	71%	76%
Trustworthy	74%	72%	73%	75%	72%	77%	75%	75%	77%
Good value	78%	78%	75%	77%	75%	79%	80%	77%	82%
Want to work at	55%	54%	54%	55%	55%	54%	55%	55%	56%
Right values	70%	69%	69%	71%	67%	72%	71%	69%	74%
Quality products	80%	78%	79%	80%	79%	80%	82%	78%	83%
8 Metric Average	71.4%	70.3%	70.3%	70.5%	69.6%	72.3%	73.1%	71.0%	74.5%

Base: Trump (n=944), Biden (n=1036), Mideast (n=929), Business (n=964), Inflation (n=946) Crime (n=908), Sports (n=1028), Entertainment (n=1001).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG AMERICANS WITH A COLLEGE DEGREE

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	64%	65%	64%	65%	62%	65%	62%	63%	65%
Favorability	72%	71%	73%	71%	70%	74%	71%	74%	74%
Cares about customers	70%	69%	72%	69%	69%	71%	70%	70%	72%
Trustworthy	72%	73%	71%	71%	72%	73%	72%	72%	75%
Good value	75%	75%	75%	74%	74%	77%	76%	75%	76%
Want to work at	47%	47%	47%	48%	47%	48%	47%	47%	48%
Right values	65%	65%	66%	64%	62%	65%	65%	65%	67%
Quality products	79%	79%	80%	79%	77%	80%	79%	78%	82%
8 Metric Average	68.2%	68.0%	68.5%	67.5%	66.7%	69.2%	67.5%	68.2%	69.7%

Base: Trump (n=1574), Biden (n=2021), Mideast (n=1989), Business (n=1982), Inflation (n=1925) Crime (n=1982), Sports (1936), Entertainment (n=1981).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG **HIGH EARNERS (\$100K+ HOUSEHOLDS)**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	66%	64%	65%	68%	66%	67%	64%	65%	66%
Favorability	73%	72%	73%	72%	72%	73%	71%	74%	77%
Cares about customers	71%	70%	72%	68%	69%	74%	69%	71%	73%
Trustworthy	74%	73%	73%	73%	72%	76%	72%	72%	78%
Good value	76%	75%	77%	75%	75%	77%	75%	76%	79%
Want to work at	48%	48%	47%	50%	48%	49%	46%	46%	50%
Right values	66%	65%	68%	65%	64%	68%	66%	65%	69%
Quality products	80%	78%	82%	80%	78%	81%	78%	78%	82%
8 Metric Average	69.1%	68.2%	69.6%	69.0%	67.8%	70.5%	67.7%	68.4%	71.8%

Base: Trump (n=846), Biden (n=1330), Mideast (n=1282), Business (n=1299), Inflation (n=1285) Crime (n=1223), Sports (n=1311), Entertainment (n=1321).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



NO BRAND SAFETY ISSUES AMONG **DEMOCRATS**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	65%	65%	64%	64%	66%	67%	64%	64%	65%
Favorability	74%	72%	73%	70%	75%	77%	73%	74%	75%
Cares about customers	73%	72%	73%	72%	73%	75%	72%	71%	75%
Trustworthy	75%	74%	73%	74%	75%	76%	74%	74%	76%
Good value	78%	77%	78%	75%	77%	80%	79%	77%	79%
Want to work at	53%	52%	51%	53%	54%	53%	51%	52%	55%
Right values	69%	69%	69%	68%	69%	71%	69%	69%	71%
Quality products	80%	79%	81%	79%	79%	82%	80%	79%	82%
8 Metric Average	70.7%	70.2%	70.3%	69.6%	70.9%	72.6%	70.3%	70.0%	72.0%

Base: Trump (n=1767), Biden (n=1911), Mideast (n=1901), Business (n=1912), Inflation (n=1878) Crime (n=1935), Sports (n=1861), Entertainment (n=1841).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



AD ADJACENCY IMPACT AMONG **REPUBLICANS**

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	63%	62%	64%	63%	59%	64%	63%	63%	64%
Favorability	71%	71%	71%	70%	65%	71%	71%	75%	73%
Cares about customers	70%	69%	72%	71%	66%	70%	71%	72%	72%
Trustworthy	73%	72%	72%	73%	69%	73%	74%	73%	75%
Good value	74%	73%	74%	76%	71%	74%	75%	75%	76%
Want to work at	48%	47%	48%	49%	44%	49%	48%	48%	49%
Right values	66%	64%	67%	67%	60%	66%	67%	65%	68%
Quality products	79%	77%	80%	79%	76%	78%	79%	79%	81%
8 Metric Average	67.8%	67.0%	68.5%	68.5%	63.8%	68.1%	68.4%	68.7%	69.7%

Base: Trump (n=1768), Biden (n=1836), Mideast (n=1844), Business (n=1813), Inflation (n=1816) Crime (n=1800), Sports (n=1851), Entertainment (n=1836).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].

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NO BRAND SAFETY ISSUES AMONG INDEPENDENTS

Reputational Brand Metric (% Top 2 box)	Average (across topics)	Middle East (across brands)	Crime (across brands)	Trump (across brands)	Biden (across brands)	Inflation (across brands)	Business (across brands)	Entertainment (across brands)	Sports (across brands)
Purchase intent	60%	58%	61%	60%	57%	60%	58%	59%	64%
Favorability	67%	66%	68%	64%	66%	68%	66%	68%	71%
Cares about customers	66%	66%	67%	63%	66%	67%	66%	66%	70%
Trustworthy	68%	67%	68%	66%	67%	68%	66%	68%	72%
Good value	71%	69%	71%	71%	71%	73%	71%	71%	73%
Want to work at	46%	46%	47%	44%	46%	48%	45%	46%	49%
Right values	62%	62%	62%	61%	62%	64%	61%	62%	65%
Quality products	75%	74%	75%	73%	74%	76%	75%	75%	78%
8 Metric Average	64.4%	63.5%	65.0%	62.7%	63.6%	65.4%	63.5%	64.5%	67.5%

Base: Trump (n=1605), Biden (n=1525), Mideast (n=1505), Business (n=1531), Inflation (n=1540) Crime (n=1516), Sports (n=1559), Entertainment (n=1572).
QFAV2. Please indicate how favorable or unfavorable you are towards [BRAND]. If you do not know enough about the company to have an opinion, please indicate so.
QBPI2. Please indicate how likely or unlikely you are to make a purchase or use services from [BRAND] over the next 6 months.
QATTR2. Below are some phrases and words. Please indicate how well do you think each phrase or word describes [BRAND].



A PLAYOFF OR A DRUMBEAT?

Both are valuable
and should be
considered equally
**depending on your
strategy and goals.**



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- A sustained campaign with targeted, high impact content
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- Unduplicated reach
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\$2MM
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- › News is under-monetized and prejudiced against
- › News presents the opportunity to reach a valuable, unduplicated audience
- › And our research shows that you don't have to give up safety to take advantage of this opportunity

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