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# ***FUTURE OF NEWS***



WORLD ECONOMIC FORUM  
JANUARY 2025

**HOSTED  
BY**



# TODAY: GLOBAL BUSINESS EXECUTIVES

As part of the *Future of News Initiative*, **Stagwell and HarrisX** conducted a global study with **CEOs and Board Directors** on their outlook for 2025 how they perceive journalism and the news media, advertising, corporate reputation and AI.

This study was conducted with **1,028 CEOs and Board Directors** across the **United States, Canada, United Kingdom, Germany, France, Brazil, Saudi Arabia, United Arab Emirates, Bahrain, Indonesia, Singapore, Malaysia, Vietnam and Thailand**. The executives interviewed for the study lead publicly traded, privately-owned companies and public sector organizations across industries.

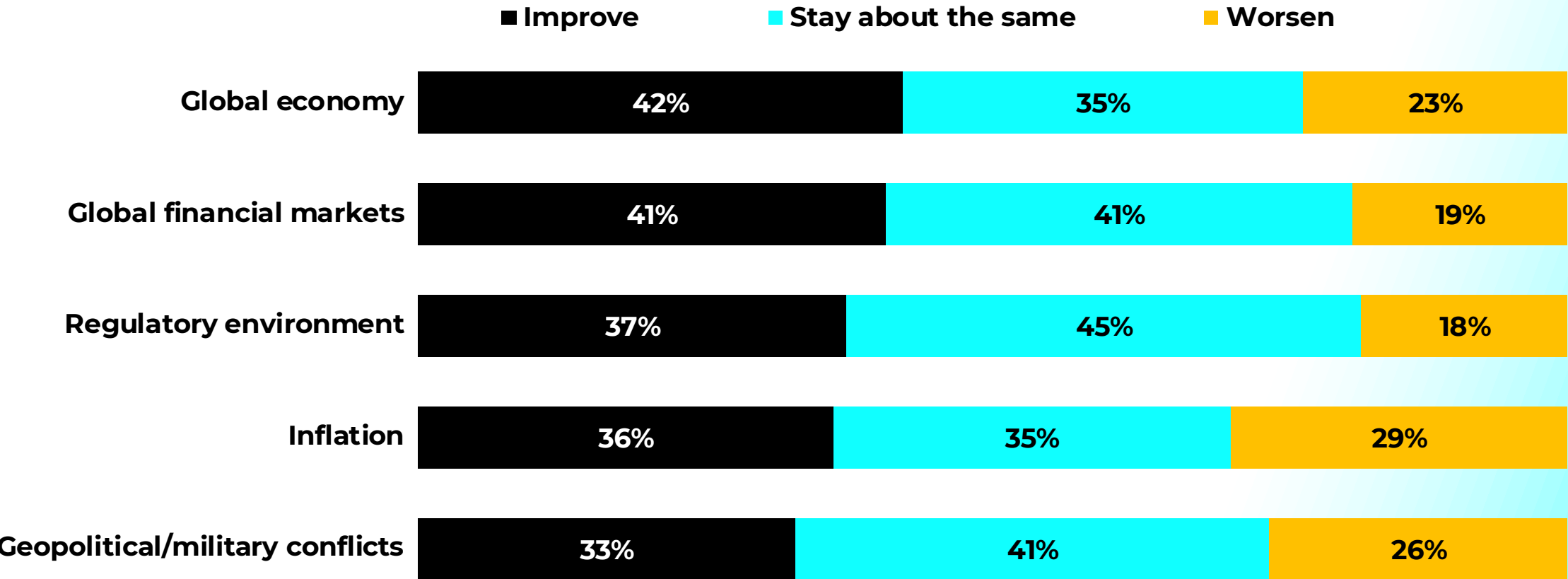
The online interviews were conducted by research consultancy **HarrisX** from **December 30, 2024 to January 14, 2025**.

Sample size & margin of error	
<b>1,028</b> CEOs AND BOARD DIRECTORS	<b>+/- 3.1%</b> SAMPLING MARGIN OF ERROR
<b>330</b> Large Size Companies	<b>+/- 5.4%</b> SAMPLING MARGIN OF ERROR
<b>420</b> Medium Size Companies	<b>+/- 4.8%</b> SAMPLING MARGIN OF ERROR
<b>278</b> Small Size Companies	<b>+/- 5.9%</b> SAMPLING MARGIN OF ERROR



# BUSINESS EXECUTIVES DO NOT EXPECT SIGNIFICANT POSITIVE CHANGES IN 2025

Anticipated Changes in 2025



Base: Total (n=1,028)  
 QOUTLOOK. Thinking about 2025, do you expect each of the following to improve, worsen or stay about the same over the next year?

# GLOBAL EXECUTIVES VIEW THE MEDIA AS VITAL

90%

Follow the news closely

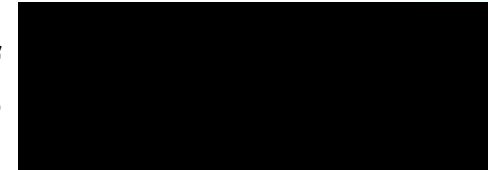
Read an average # of

6

news articles per day

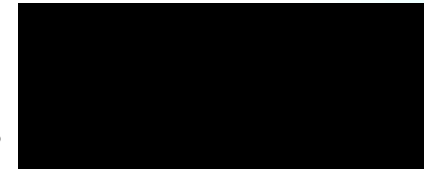
% Agree that News Media...

Brings awareness to issues of importance



83%

Gives companies a powerful medium to reach their stakeholders



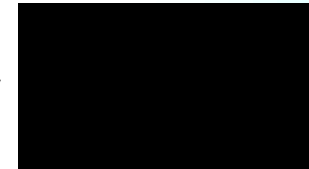
82%

Can influence society positively



81%

Is critical to democracy



79%

Base: Total (n=1,028)

QNEWS9. How closely do you personally follow the news?

QNEWS13. Approximately how many news articles, if any, do you read per day?

QNEW20. How much do you agree or disagree with the following statements about the news media?

## **BUT ALSO POINT TO CLEAR ISSUES UNDERMINING THEIR TRUST IN NEWS**

### — Top Issues Impacting Trust in News Media

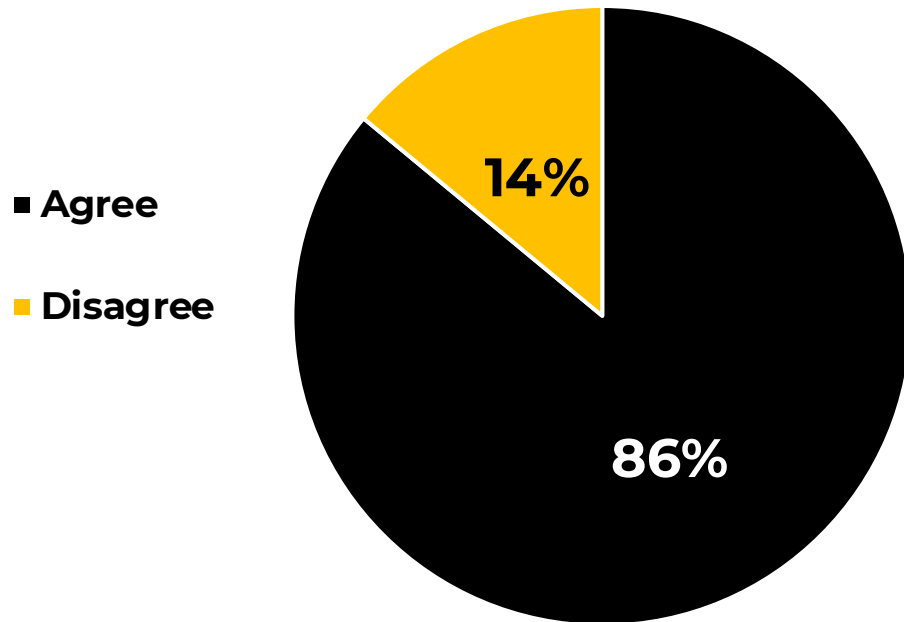


Base: Total (n=1,028)  
QNEWS18. Which of the following, if any, are the main issues that impact your trust in the news media today?

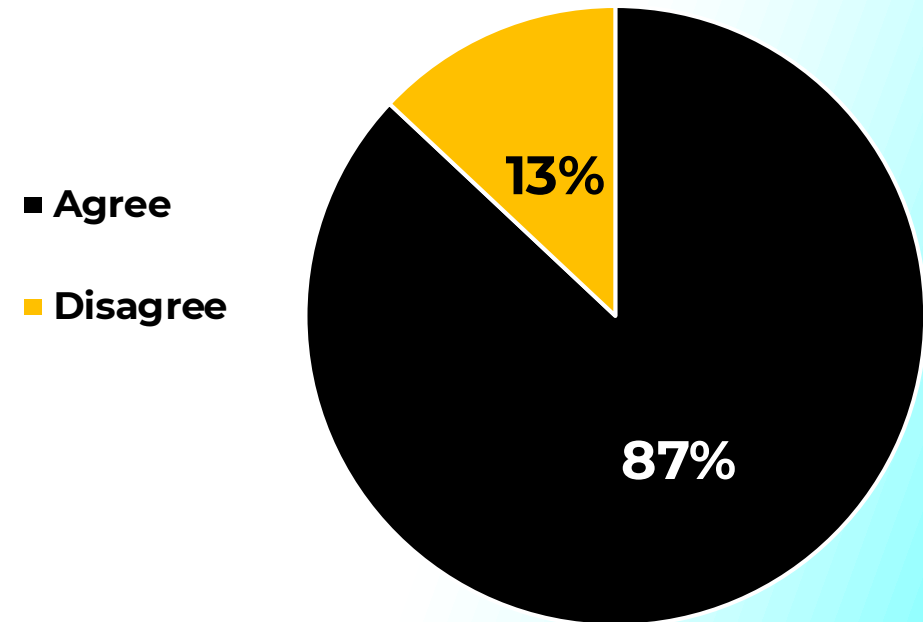
# EXECUTIVES ARE FIRM PROPONENTS OF ADVERTISING ON NEWS MEDIA

— Agree/Disagree that...

Companies should advertise on news media



Advertising on news media is a good investment



Base: Total (n=1,028)  
QNEWS3. In general, do you agree or disagree that companies should advertise on news media?  
QNEWS4. In general, do you agree or disagree that advertising on news media is a good investment for companies?

# MOST SAY ADVERTISING ON NEWS HELPS REACH & INFLUENCE STAKEHOLDERS

— % Advertising on News Media Can Have a Positive Reputational Impact With...



Base: Total (n=1,028)

QREP4-7. How much of a positive impact, if any, do you think paid advertising on news media can have on a company's corporate reputation with... [political/government leaders] [regulators] [financial investors] [general public]?

# EXECUTIVES WANT THEIR COMPANIES TO ADVERTISE MORE ON NEWS MEDIA

% Say Their Company Should Advertise on News Media...

**76%**

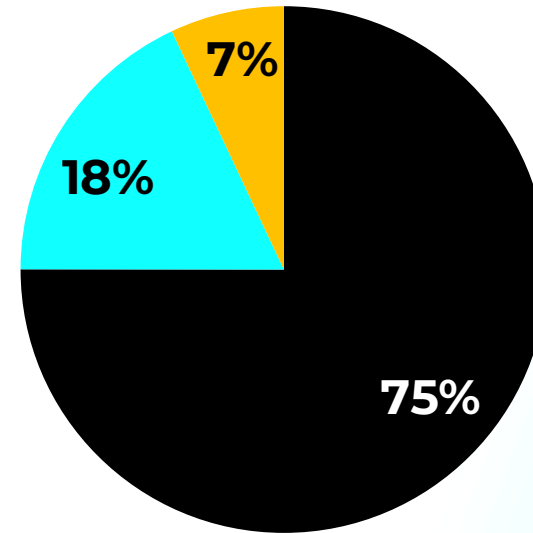
Say their company  
advertises on news media

**Highest: Brazil 89%**



**Lowest: U.S. 62%**

■ More   ■ About the same   ■ Less



Base: Total (n=1,028), Brazil (n=128), U.S. (127)

QNEWS1. Does your company advertise on news media?

Base: Those that advertise in news media (n=782)

QNEWS2. Do you think your company should advertise on news media more, less, or about the same?



## **BUSINESS LEADERS VIEW BRAND SAFETY AS AN INDUSTRY STANDARD**

**84%**

**Say their organizations  
use brand safety protocols**

**91%**

**Think brand safety protocols  
should be used**

Base: Total (n=1,028)

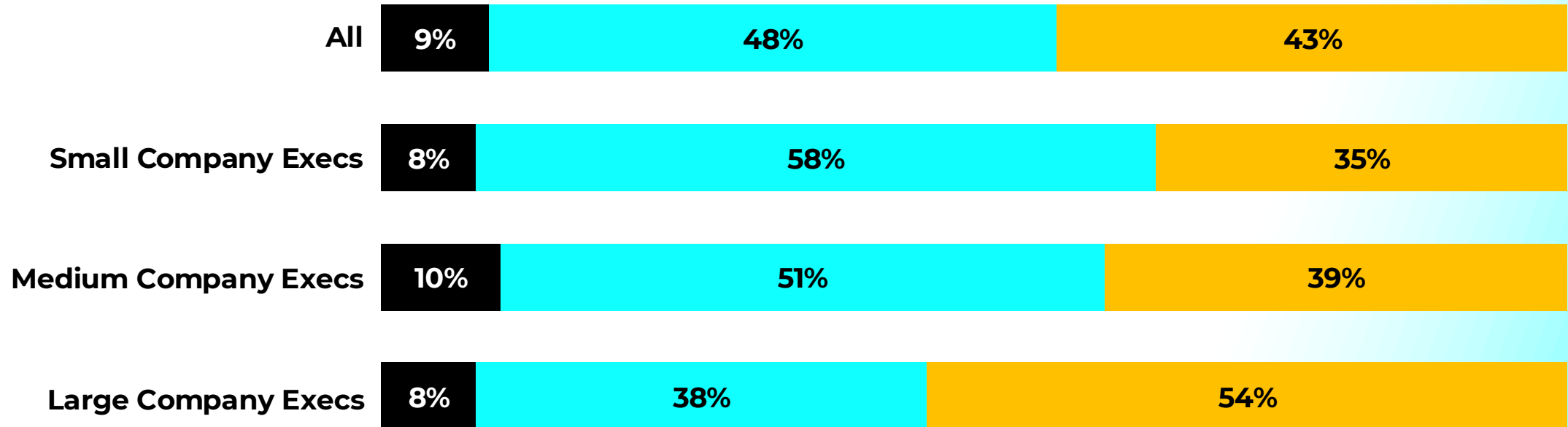
QNEWS6. Based on what you know, does your organization apply brand safety protocols in your marketing, communications, and advertising functions?

QNEWS7. Do you think brand safety protocols that ensure company advertisements do not appear in news advertising should...

# ***BUT A MAJORITY DO NOT THINK BRAND SAFETY SHOULD BE APPLIED ACROSS ALL NEWS***

## Brand Safety Protocols Should Be...

- Not used at all
- Used only on outlets that publish polarizing/provocative news/misinformation
- Used across all types/sources of news media



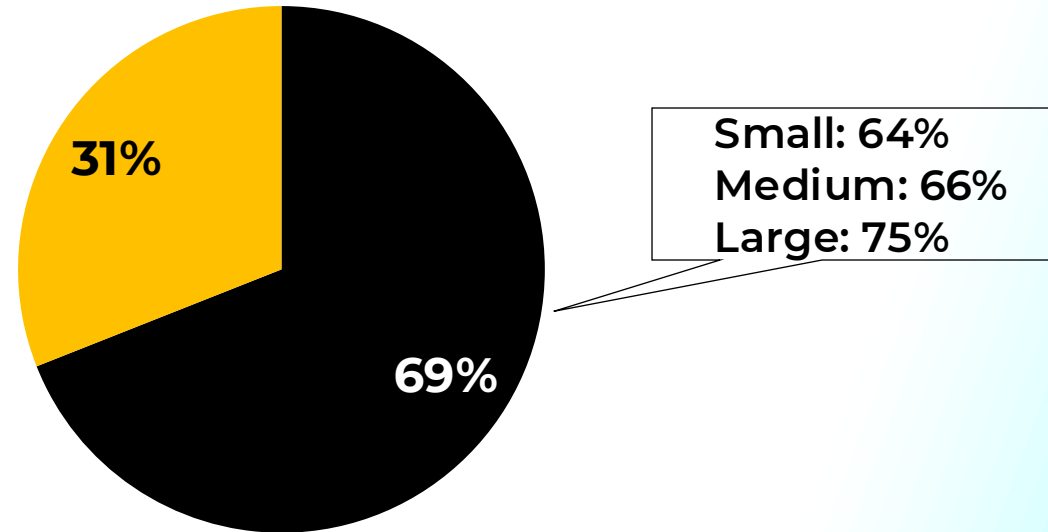
Base: Total (n=1,028), Small (n=278), Medium (n=420), Large (n=330)  
QNEWS7. Do you think brand safety protocols that ensure company advertisements do not appear in news advertising should...

# THEY SAY BRAND SAFETY IS USED TOO BROADLY, HURTING MEDIA & ADVERTISERS

— Perceptions of Brand Safety: Overapplied or Underapplied?

■ Overapplied to the point of hurting media outlets and advertisers

■ Underapplied to the point of harming brand reputations



Base: Total (n=1,028), Small (n=278), Medium (n=420), Large (n=330)

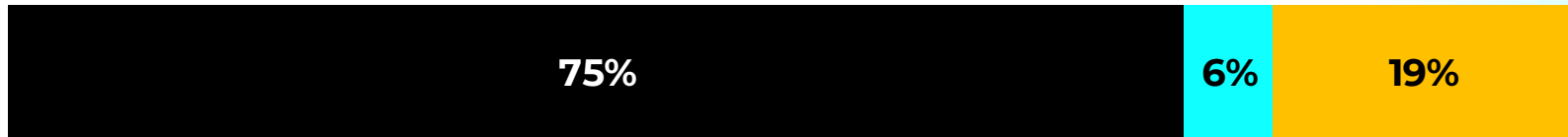
QNEWS8: Has brand safety been overapplied to the point of hurting media outlets and advertisers, or is it underapplied to the point of harming brands' reputations?

# EXECUTIVES EXPECT AI TO DRIVE GROWTH AND JOB CREATION

## Impact on AI on Business Growth and Jobs Within their Industry

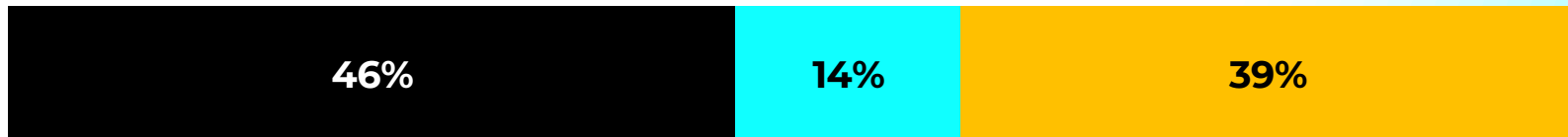
■ Help company grow ■ Not have a significant impact ■ Make it more difficult to grow

Over the next 10 years,  
AI will...



■ Create more jobs ■ About the same number of jobs ■ Replace more jobs

In their industry,  
AI will...



Base: Total (n=1,028)

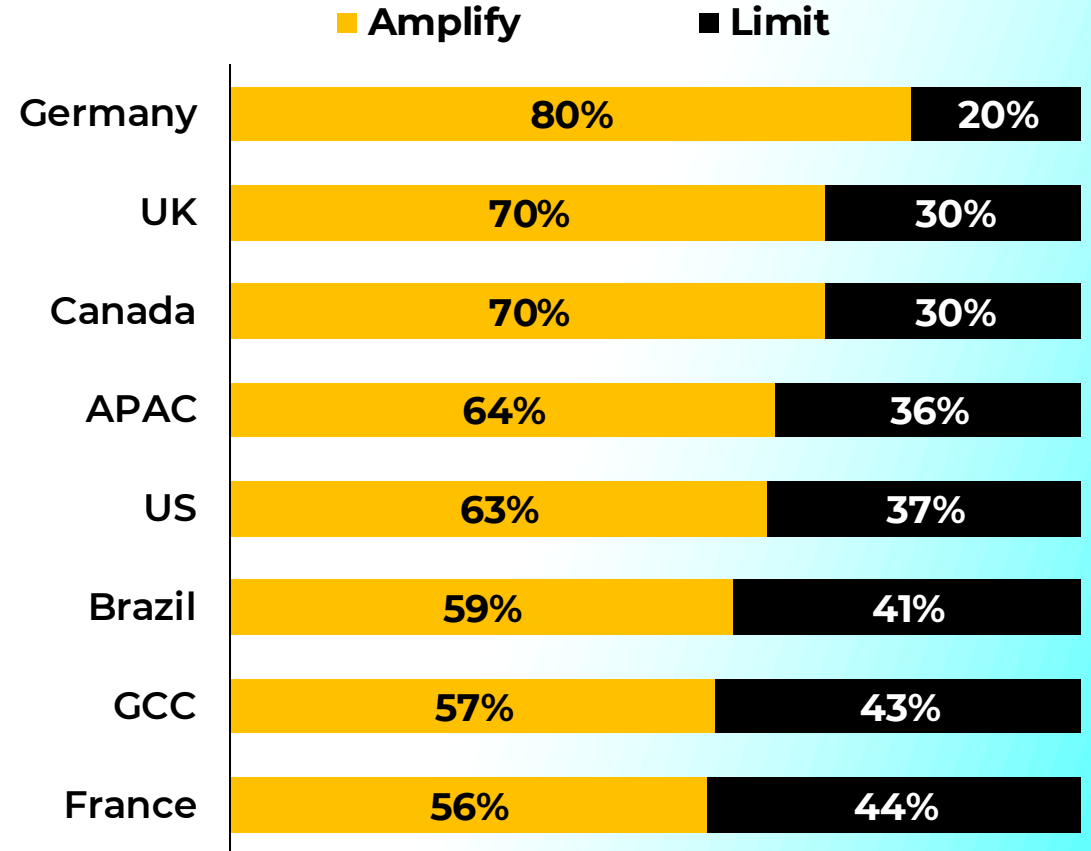
AI4. And now thinking about your company's growth over the next 10 years, do you think AI will...

AI6. Do you think AI will [replace/create] more jobs in your industry, [replace/create] more jobs or will we end up with the same number of jobs available either way?

# BUSINESS LEADERS ACROSS MARKETS EXPECT AI TO AMPLIFY MISINFORMATION

Will AI Amplify or Limit Misinformation

**65%**  
 Think AI will  
 amplify misinformation



Base: Total (n=1,028), Germany (n=128), UK (n=128), Canada (n=128), APAC (n=132), US (n=127), Brazil (n=128), GCC (128), France (n=129)  
 QA18. Do you think AI will amplify the existence and spread of misinformation or will it help limit misinformation?




***THANK YOU***

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