THE COMPANY YOU KEEP

A study into consumer trust in media

NewsMediaWorks · galaxy research

AD+TRUST 2018

What drives marketers' selection of media?

3
ENGAGEMENT
The target audience engages with the ads

2
VALUE
Confident they are getting what they pay for

1
TRUST
Ads are trusted by the target audience

What media do **consumers** trust most?

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In 2017 we asked 2863 Australians to score 10 media[1] on an established ADTRUST MATRIX[2]

Reliability **+** Usefulness **+** Affect **+** Willingness to rely on

- Honest
- Truthful
- Credible
- Reliable
- Dependable
- Accurate
- Factual
- Complete
- Clear

- Valuable
- Good
- Useful
- Helps people make the best decisions

- Likeable
- Enjoyable
- Positive

- Willing to rely on ad-conveyed information when making purchase-related decisions
- Willing to make important purchase-related decisions based on ad-conveyed information
- Willing to consider the ad-conveyed information when making purchase-related decisions
- Willing to recommend the product or service that I have seen in ads to my friends or family

This year we spoke to another 1400 Australians[3]

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Net TRUST measures those agreeing less those disagreeing

To what extent do you agree or disagree that information conveyed in content/ads in <X media> is trustworthy?
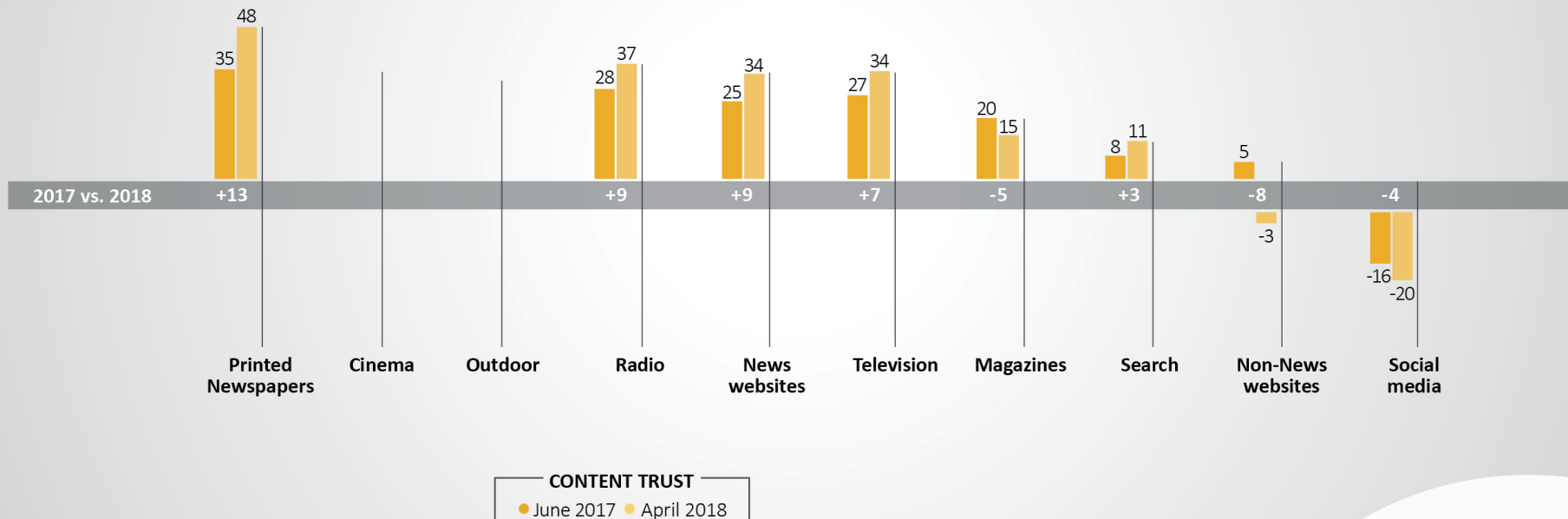

Strongly disagree

| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

Strongly agree

← ······· Bottom 3 Boxes ········ →
Disagree = 30%

← ································ Top 3 Boxes ································ →
Agree = 60%
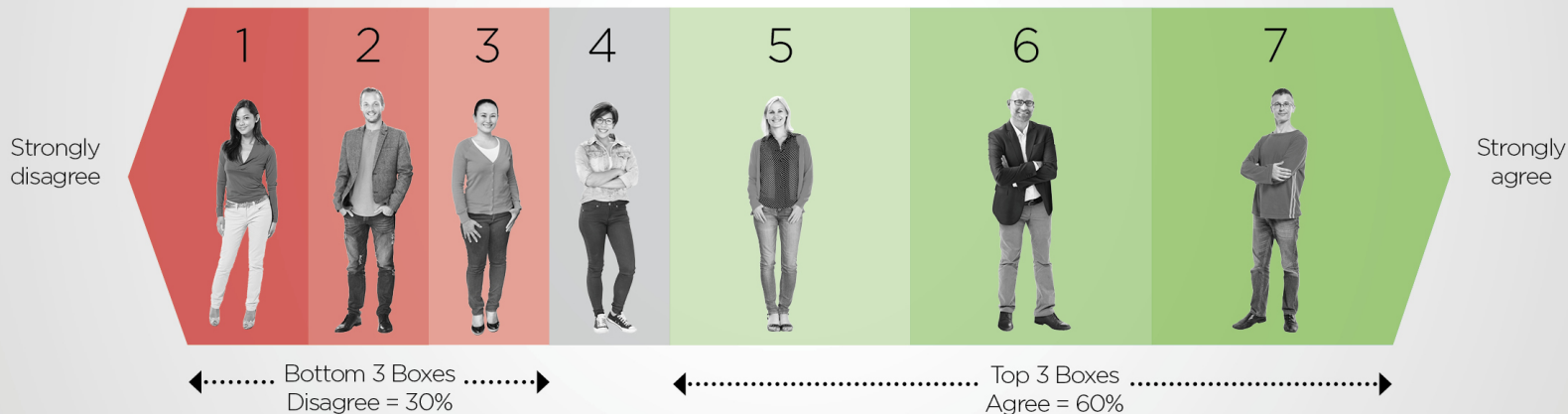
EXAMPLE   Agree (60%) - Disagree (30%) = Net TRUST (+30)

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Users of the media

2017 vs. 2018

Printed Newspapers | Cinema | Outdoor | Radio | News websites | Television | Magazines | Search | Non-News websites | Social media
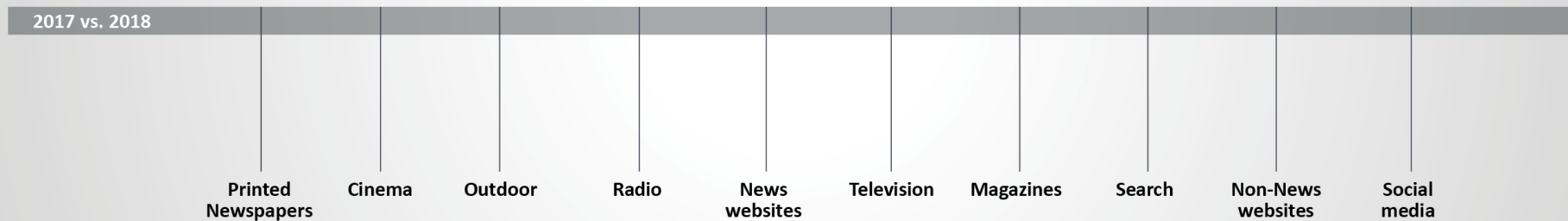
Consumer trust in content

Users of the media

35 / 48			28 / 37	25 / 34	27 / 34	20 / 15	8 / 11	5	-16 / -20

2017 vs. 2018 — +13 | | | +9 | +9 | +7 | -5 | +3 | -8 | -4

Printed Newspapers | Cinema | Outdoor | Radio | News websites | Television | Magazines | Search | Non-News websites | Social media

CONTENT TRUST
● June 2017   ● April 2018

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Consumer trust in content & ads

Users of the media

2017 vs. 2018																				
+13	+10	+2	+20	+9	+12	+9	+10	+7	+10	-5	-4	+3	+8	-8	0	-4	-3

Printed Newspapers: 35, 48, 28, 38
Cinema: 32, 34
Outdoor: 11, 31
Radio: 28, 37, 17, 29
News websites: 25, 34, 13, 23
Television: 27, 34, 11, 21
Magazines: 20, 15, 19, 15
Search: 8, 11, -9, -1
Non-News websites: 5, -3, -16, -16
Social media: -16, -20, -25, -28
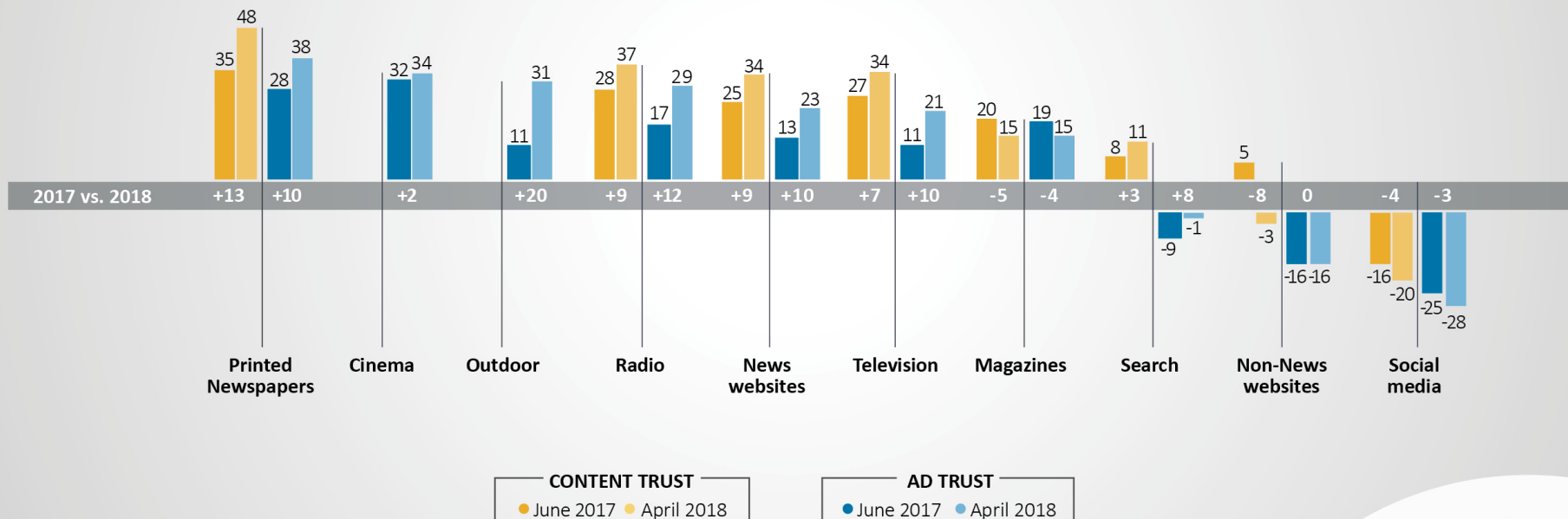
CONTENT TRUST
● June 2017 ● April 2018

AD TRUST
● June 2017 ● April 2018

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Newspaper readers' trust in content & ads

Newspaper readers

| 2017 vs. 2018 | +21 | +19 | | +19 | +14 | | +14 | +6 | | +12 | +14 |

Community newspapers
- 39 / 60 (Content Trust)
- 27 / 46 (Ad Trust)

National newspapers
- 38 / 57 (Content Trust)
- 30 / 44 (Ad Trust)

Regional newspapers
- 38 / 52 (Content Trust)
- 34 / 40 (Ad Trust)

Metro newspapers
- 38 / 50 (Content Trust)
- 24 / 38 (Ad Trust)

CONTENT TRUST		AD TRUST	
● June 2017	● April 2018	● June 2017	● April 2018

Trust drives purchase intent

Greater trust leads to greater purchase intent

'The more I trust the ads/content the more likely I am to buy a product or service'

	1	2	3	4	5	6	7	
Strongly disagree								Strongly agree

Content — 51%
Ads — 58%
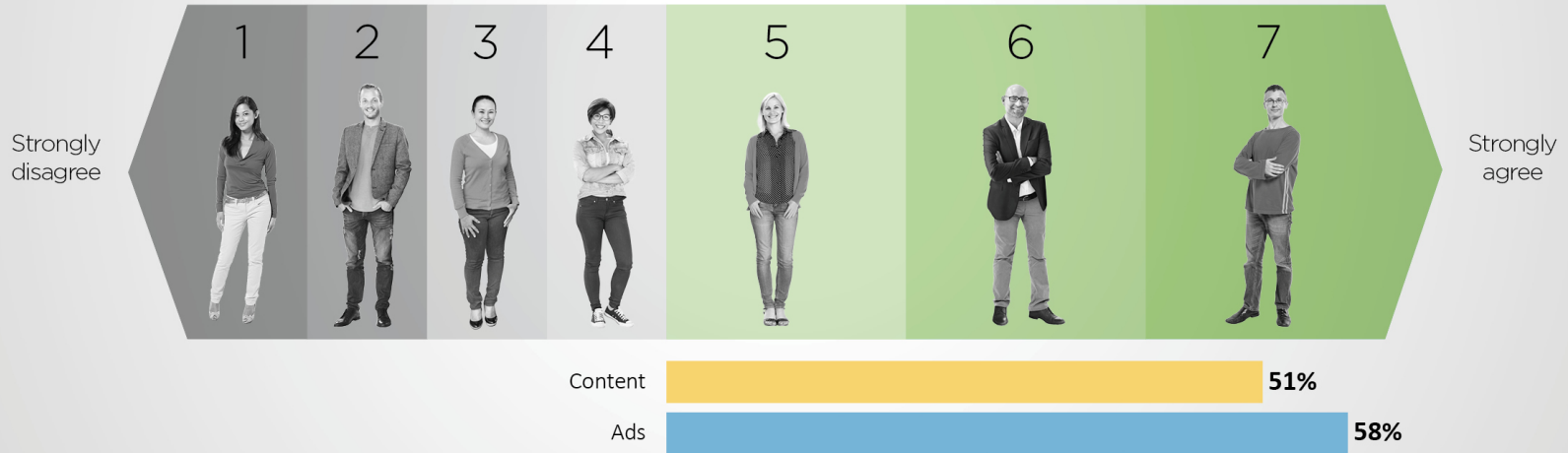
High trust in News media

"If you don't trust it, who can you trust?"
Jodie, 19

"Seems more trustworthy in print."
Scott, 21

"Because it has come from a reliable source."
Camilla, 23

"Because it comes from reputable companies."
Luke, 39

"They are more accountable."
Janice, 56

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Building trust in brands

We have a responsibility to protect your information. If we can't, we don't deserve it.

You may have heard about a quiz app built by a university researcher that leaked Facebook data of millions of people in 2014. This was a breach of trust, and I'm sorry we didn't do more at the time. We're now taking steps to make sure this doesn't happen again.

We've already stopped apps like this from getting so much information. Now we're limiting the data apps get when you sign in using Facebook.

We're also investigating every single app that had access to large amounts of data before we fixed this. We expect there are others. And when we find them, we will ban them and tell everyone affected.

Finally, we'll remind you which apps you've given access to your information – so you can shut off the ones you don't want anymore.

Thank you for believing in this community. I promise to do better for you.

Mark Zuckerberg

WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

more than money
nab

We want to make things right.

Our promise to our customers is to be about "more than money". Inherent in that promise is the expectation that, as your bank, we get the fundamentals (the "money" bit) right. On Saturday we failed to do that.

Many of our services didn't work for several hours because of a nationwide NAB outage. This affected and deeply inconvenienced many of our customers and others just trying to get their Saturday shopping done. We're truly sorry this happened and apologise.

To our business customers who lost money as a result of this outage, we're committed to compensating you for your loss.
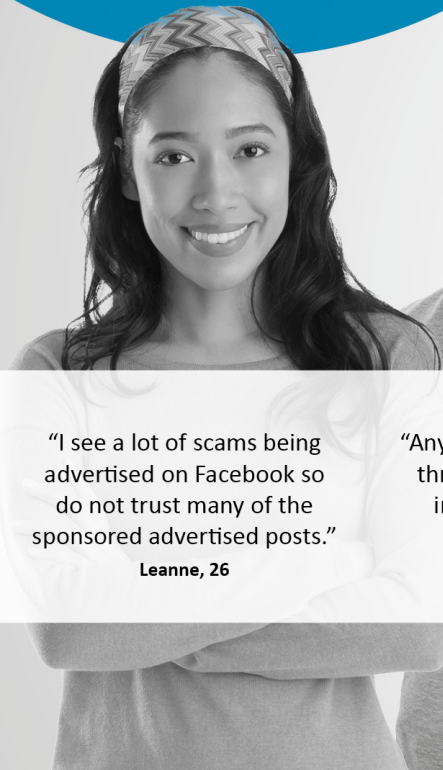
Please visit nab.com.au/outage so we can make things right.

We'd like you to know we've found the cause of our outage and have acted to prevent that particular problem happening again.

We know sometimes things can go wrong. But, if they do, our commitment is that here at NAB, we'll always make it right.

Andrew Thorburn
Chief Executive Officer
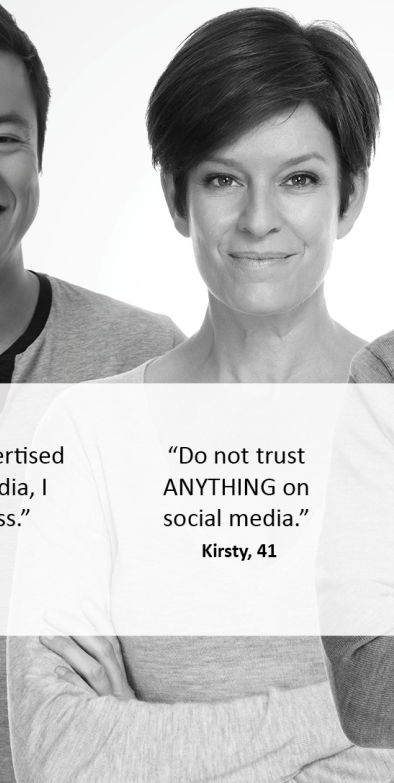
Mistrust in Social Media

"I see a lot of scams being advertised on Facebook so do not trust many of the sponsored advertised posts."
Leanne, 26

"Anything I see advertised through social media, I instantly trust less."
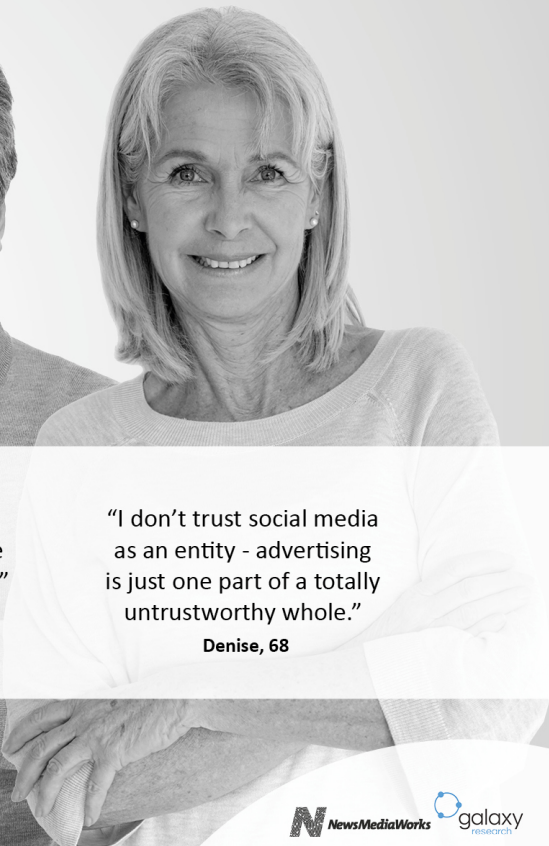**Marcus, 30**

"Do not trust ANYTHING on social media."
Kirsty, 41

"I don't trust any form of social media, let alone the advertising contained in it."
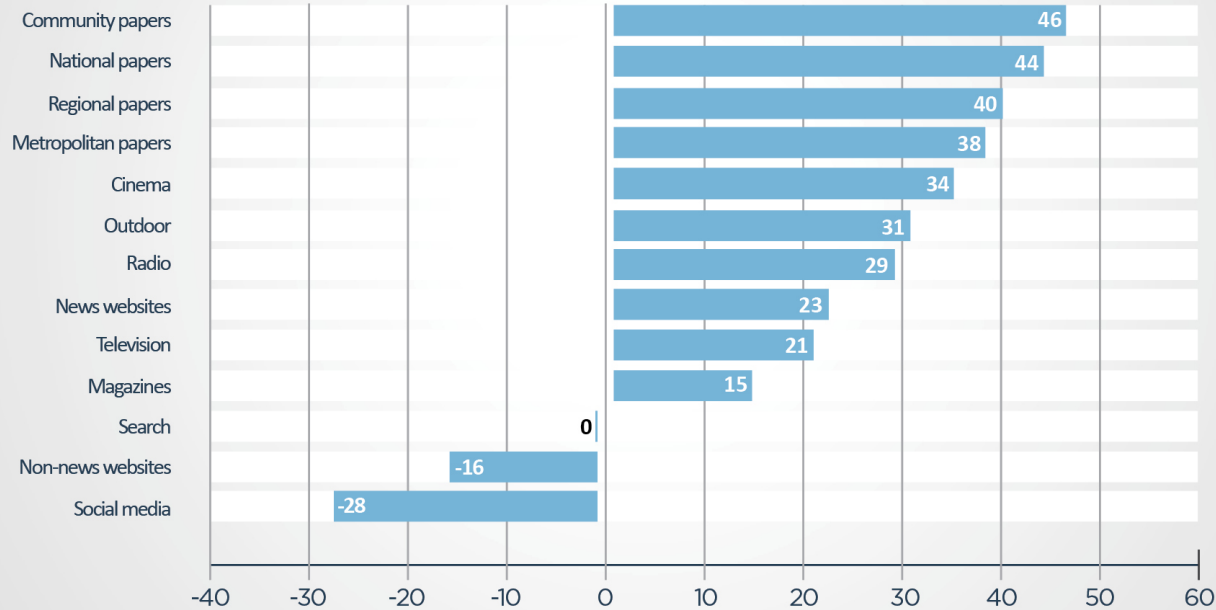**Theo, 52**

"I don't trust social media as an entity - advertising is just one part of a totally untrustworthy whole."
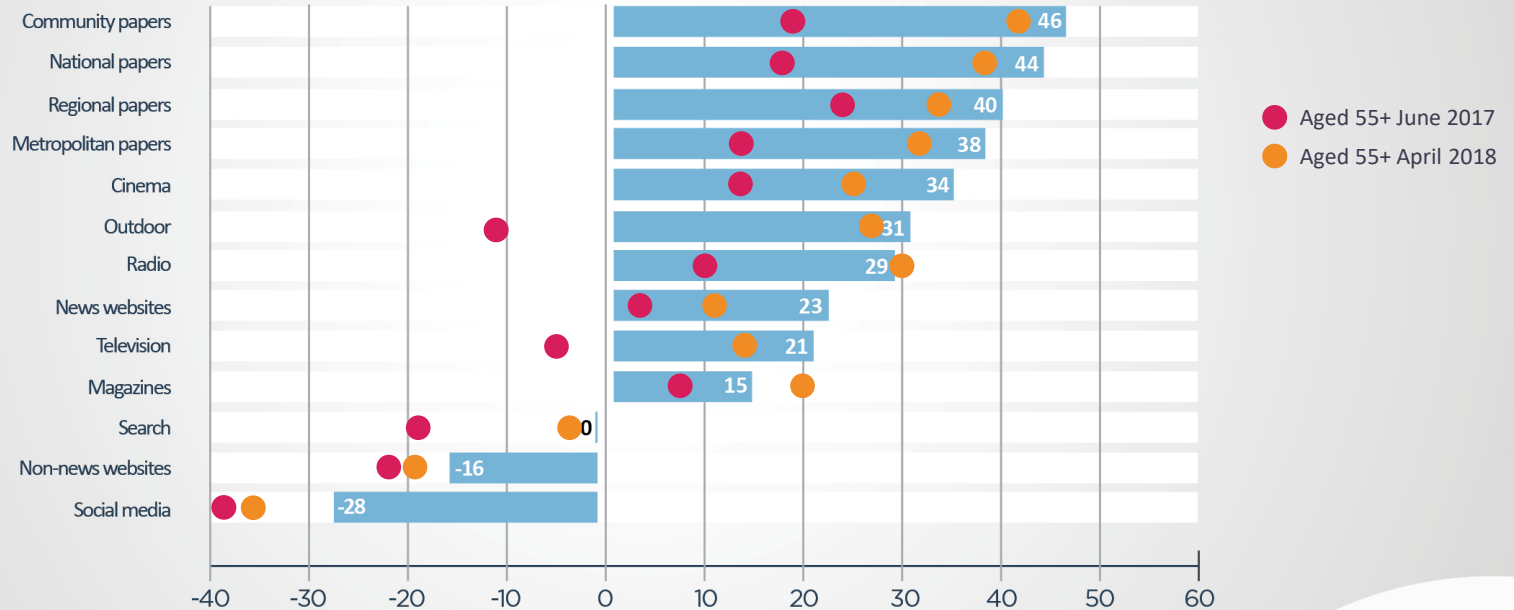**Denise, 68**

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Trust in advertising changes with age

Net ADTRUST[1]: Users of the Media

Media	Net ADTRUST
Community papers	46
National papers	44
Regional papers	40
Metropolitan papers	38
Cinema	34
Outdoor	31
Radio	29
News websites	23
Television	21
Magazines	15
Search	0
Non-news websites	-16
Social media	-28

Trust in advertising changes with age

Net ADTRUST[1]: Users of the Media

Legend:
- Aged 55+ June 2017 (pink)
- Aged 55+ April 2018 (orange)

Media	Value
Community papers	46
National papers	44
Regional papers	40
Metropolitan papers	38
Cinema	34
Outdoor	31
Radio	29
News websites	23
Television	21
Magazines	15
Search	0
Non-news websites	-16
Social media	-28

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Trust in advertising changes with age

Net ADTRUST[1]: Users of the Media

Media	Aged 35-54 June 2017	Aged 35-54 April 2018
Community papers		46
National papers	44	
Regional papers	4	
Metropolitan papers	38	
Cinema	34	
Outdoor	3	
Radio	29	
News websites	2	
Television	1	
Magazines		
Search	0	
Non-news websites	-16	
Social media	-28	

Legend:
- ● Aged 35-54 June 2017
- ● Aged 35-54 April 2018

Axis: -40 -30 -20 -10 0 10 20 30 40 50 60

Trust in advertising changes with age

Net ADTRUST[1]: Users of the Media

Media	Net ADTRUST
Community papers	46
National papers	44
Regional papers	40
Metropolitan papers	38
Cinema	34
Outdoor	31
Radio	9
News websites	23
Television	21
Magazines	15
Search	0
Non-news websites	-16
Social media	-29

● Aged 18-34 June 2017
● Aged 18-34 April 2018

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Breach of Trust

The majority of Australians trust Facebook less than they did 6 months ago

Bar chart data:

I am aware of fake news issues associated with Facebook
- Agree: 75
- Disagree: 11
- Net agree: 64

I trust Facebook less than I did 6 months ago
- Agree: 58
- Disagree: 19
- Net agree: 39

I trust the information provided in advertising on Facebook
- Agree: 14
- Disagree: 63
- Net agree: -49

Legend:
- ● Agree
- ● Disagree
- ● Net agree
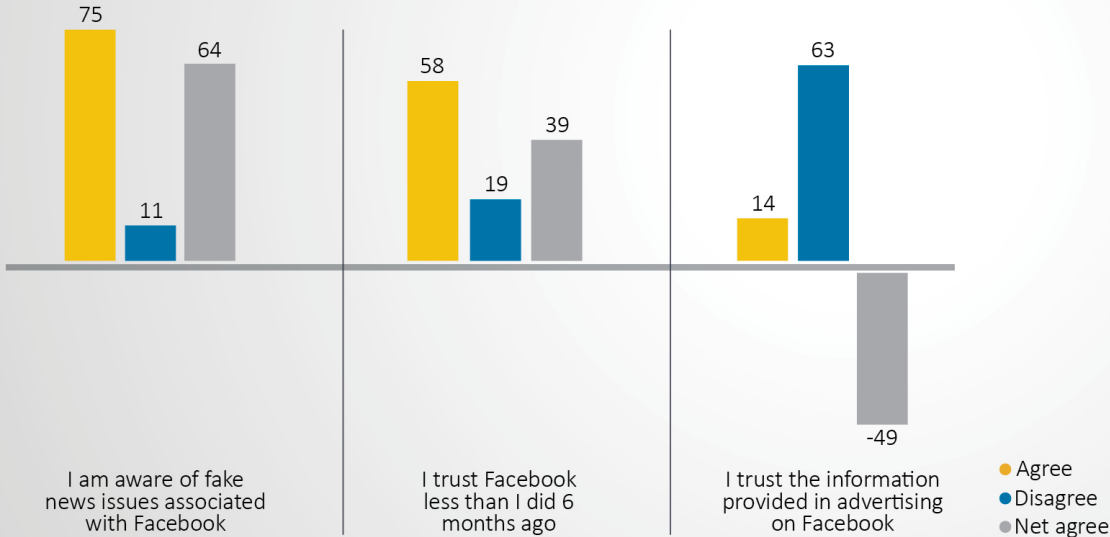
Facebook is in a Trust Crisis

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Uncertainty Over
Real vs. Fake News

Percent who agree that …

**I am not sure what is true
and what is not**

65%

65%

Dont know how to tell good
journalism from rumour or
falsehoods

58%

It is becoming harder to tell if a
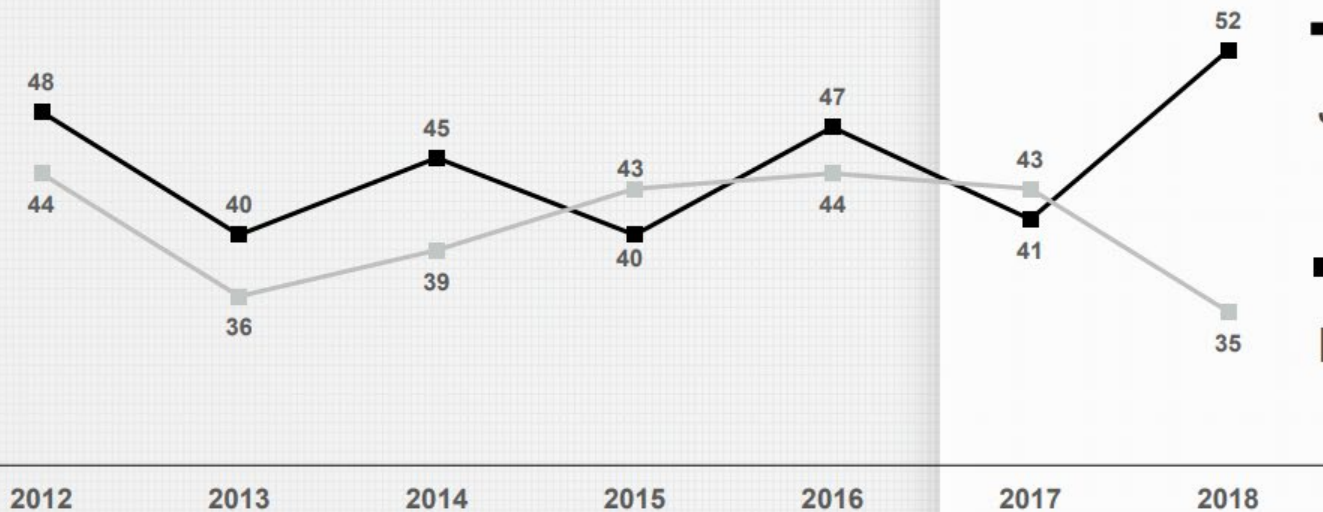piece of news was produced by a
respected media organisation

The truth is hard.
The truth is hidden.
The truth must be pursued.
The truth is hard to hear.
The truth is rarely simple.
The truth isn't so obvious.
The truth is necessary.
The truth can't be glossed over.
The truth has no agenda.
The truth can't be manufactured.
The truth doesn't take sides.
The truth isn't red or blue.
The truth is hard to accept.
The truth pulls no punches.
The truth is powerful.
The truth is under attack.
The truth is worth defending.
The truth requires taking a stand.
The truth is more important now than ever.

The New York Times

Truth.
It's more important now than ever.

The New York Times

The Media Trust Formula

68% agree

"Their main focus is on the news and not on the media personalities delivering the news."

64% agree

"Engages in high quality investigative journalism."

60% agree

"Focus more on facts than on opinion and commentary."

Trust in audience measurement

THE AUSTRALIAN

AND DAVID MURRAY
NATIONAL CRIME CORRESPONDENT

THE AUSTRALIAN BUSINESS REVIEW

Q&A: A COLD CASE, CRACKED OPEN.

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MARKETING

Facebook refunds advertisers, admits to 10th ad metric mistake

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Facebook removed 583 million fake accounts this year

By Arvind Hickman | 25 May 2018

Email   Share   Tweet   Share   Share   0 Comments

Facebook has removed 583 million fake accounts in the first quarter of 2018 as the platform gets tougher on inauthentic users.

To put that into context, Facebook has about 2.1 billion monthly active users and has removed about a quarter of this figure.

In a community standards enforcement report, the social media network estimates that there are still around 4% of fake accounts (about 84 million users) still on the platform.

Facebook has released a new report that identifies the prevalence of activity that doesn't meet its community standards.

The report highlights Facebook's effort to police the platform on hate speech, graphic violence, spam, terrorist propaganda, nudity and sexual activity and spam.

In the first quarter of 2018, the amount of graphic violence content that Facebook took action on more than doubled from 1.2 million posts in Q4 2017 to 3.4 million posts in Q1 2018.

The amount of hate speech posts removed also increased from 1.6 million to 2.5 million posts.

Terrorist propaganda posts that were removed increased from 1.1 million to 1.8 million, while the amount of spam posts removed went up from 727 million in Q4 2017 to 836 million in the first quarter of this year.

Powering the advertising that powers the Internet™

AppNexus

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- The #1 factor for media selection by advertisers is consumers' trust in the ads

- Consumers' trust in News Media's content and advertising has further increased

- Greater trust in content leads to greater trust in ads which leads to greater purchase intent

Brands are judged by the company they keep.

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For more on this study visit:
newsmediaworks.com.au/adtrust