



MEDIA TRUST DECONSTRUCTED

In a world of fake news, of deep fakes and of alternative facts, consumers are increasingly looking for trusted environments, and that extends to trusted media channels too. Trusted channels lend authenticity to any advertising that's placed there. The trust from the channel will rub-off on the advert, increasing its value and effectiveness.

A French study breaks down exactly what makes up the pillars of trust and then applies the results to various online and offline formats of press (newspapers and magazines), radio, TV and social media.

In total, 17 different formats have been included.

THE 7 PILLARS OF TRUST:



1
Reliability



2
Credibility



3
Source



4
Transparency



5
Proximity



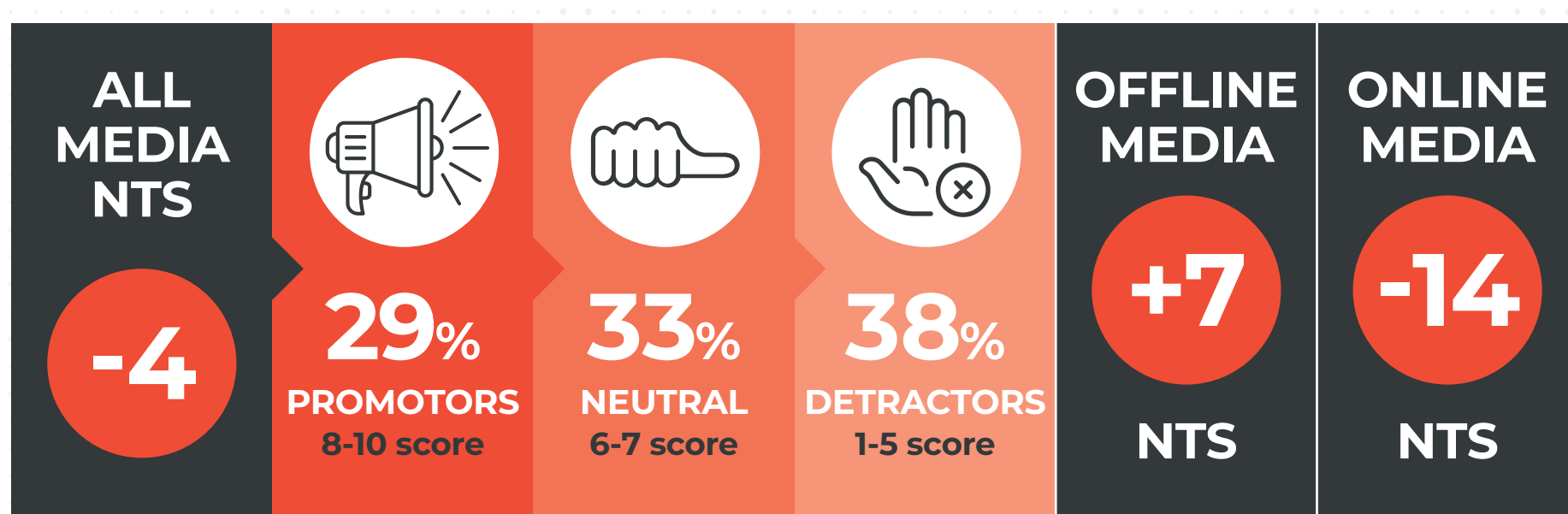
6
Dialogue



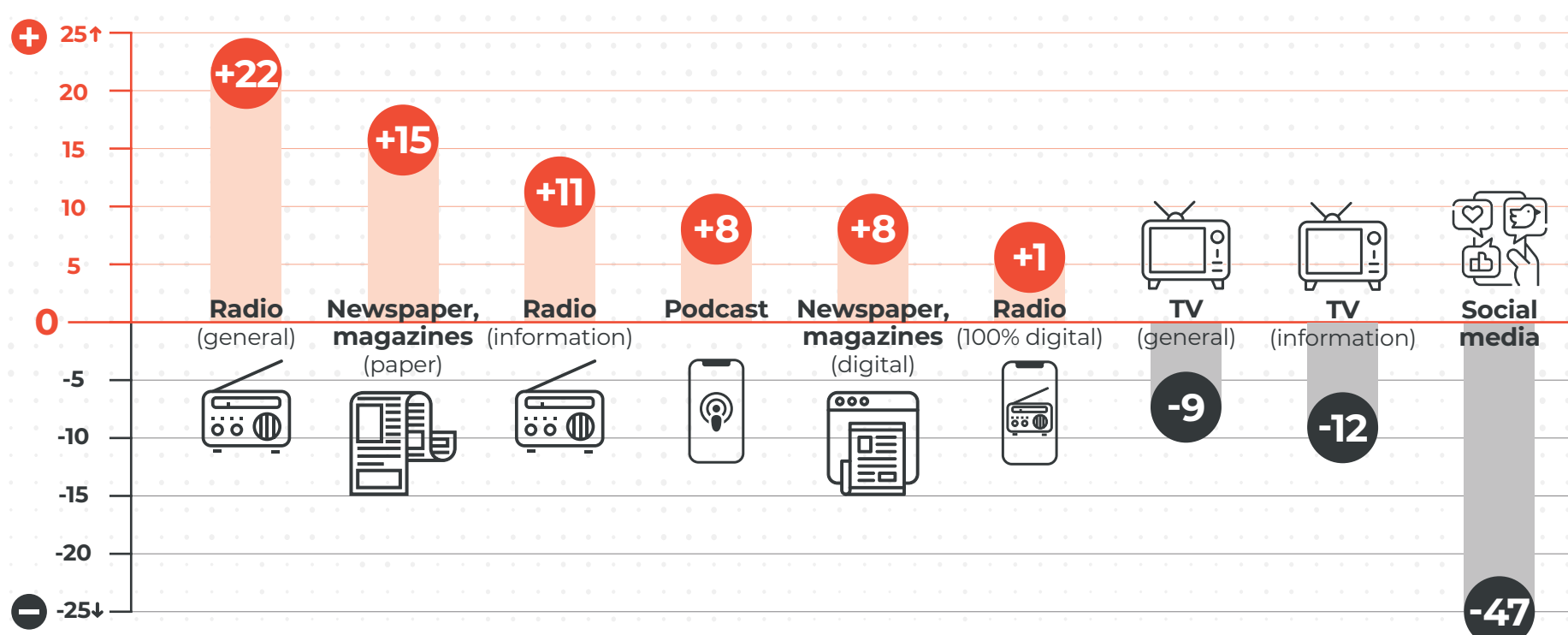
7
Consumer-centred

ESTABLISHING THE NET TRUST SCORE (NTS)

(= trust levels between 8-10) divided by (trust levels between 1-5).



RANKING NTS



Print newspaper / magazine brands and audio channels offer advertisers highest trust levels

MEDIA HAVE A DIFFERENT TRUST PROFILE (%)

PILLAR	ALL MEDIA	NEWSPAPERS / MAGAZINE (DIGITAL)	NEWSPAPERS / MAGAZINE (PAPER)
Reliability	31	31	25
Credibility	23	27	33
Proximity	13	14	16
Transparency	11	10	16
Source	10	8	9
Consumer-centred	7	8	3
Dialogue	5	4	3

Print offers more credibility, proximity and transparency

PROMOTORS PER PILLAR OF TRUST (%)

PILLAR	NEWSPAPERS / MAGAZINE (PAPER)	ALL OTHER MEDIA / PLATFORMS (AVERAGE)
Credibility	37	32
Proximity	35	32
Source	34	31
Reliability	34	30
Consumer-centred	32	28
Transparency	30	28
Dialogue	28	30

Print has a higher number of promoters for all but one pillar of trust

CONCLUSIONS

1. Trust levels are under pressure. On average, trust is negative for all media.

2. The crisis of trust rests mainly with digital channels. Only radio and print - physical media - maintains a positive score.

3. The pillars that support the trust level are reliability and credibility, both of which are strong among print channels.

Various newspaper and magazine brand formats (paper, websites and apps) have complementary values that are superior to the average of other channels.

Source: Press and the various drivers of Trust, ACPM & Dentsu study, France 2021