News content is inherently safe for brands

- Editors provide the ultimate layer of human content moderation to ensure sites are brand safe

- As a core pillar of the premium web, the value of news content is often diminished by blunt block lists and third-party verification tools

ZERO impact on purchase intent, favourability, or brand image when an ad runs next to 'good' or 'bad' news

STAGWELL

75% of execs of large companies, in particular, believe brand safety has been overapplied

STAGWELL

70% of consumers believe brands should invest more in news and stop blocking

Ⓝ Newsworks

40% brand lift on 'unsafe' content vs. 18% on 'safe'. Easing strict keyword filters boosts visibility and perception

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OZONE