

Importance of Broadcast News Monitoring

And Its Effects on Brand Reputation

News consumption is on fire

TV continues to be the most widely used platform for adults to consume News content (Video Advertising Bureau). Americans have an insatiable thirst for knowledge and a desire to keep up with all the breaking news in this ultra fast-paced environment.

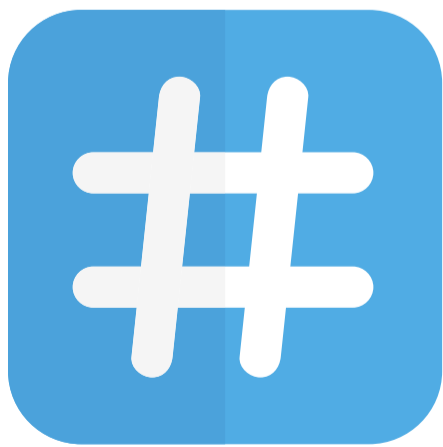


Americans trust local news

76% of Americans across the political spectrum have “a great deal” or “a fair amount” of trust in their local television news

TV news coverage impacts brands

A majority of North American reporters (61%) believe their coverage has some impact on shaping brand reputation (Ogilvy Global Media Influence Survey)



Live TV drives Twitter engagement

Live TV has become a real-time social event that goes way beyond the confines of our living rooms. Live TV fosters emotional connections that encourage audiences to engage, and can ultimately impact a brand's reputation.

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