



BBC STUDY REVEALS THE VALUE OF TRUST FOR BRANDS IN THE FAKE NEWS ERA

- **71% of Australian news consumers are concerned about fake news**
- **76% are more inclined to refer to established news brands because of fake news**
- **Trust levels for brands associated with traditional news media are 64% higher than digital native news sites**
- **57% say advertising on untrusted media has a detrimental effect on their perception of a brand**

Sydney, 8th June 2017. BBC World News and BBC.com have published a study of APAC news consumers* on the value of trusted news sources in the fake news era.

The new study, titled 'The Value of News – and the Importance of Trust', showed that, in Australia, traditional news publishers are the most trusted type of digital platform for brands to be advertised on and trust levels for brands associated with these outlets are 64% higher than digital native news sites. In addition, 62% of consumers say they are more inclined to read sponsored content on sites that they trust, conversely 57% say that being associated with an untrusted media outlet would negatively affect their perception of a brand.

Global news stories continue to have more of an impact on audiences, with 74% of Australians surveyed saying that international news is more important now than ever before. On fake news, 71% of news consumers in Australia find this concerning with 58% finding it hard to distinguish real news from fake news. 76% of respondents say they are more inclined to refer to well-known and established news brands because of fake news.

The study confirms that more people use international news channels to discover international breaking news stories than social media (56% vs 54%). Among those who discovered a breaking news story through social media, international news channels are the go-to source to learn more about the news story (65%). BBC World News is considered to be the most trusted international news channel in Australia.

Facebook Messenger is the most popular messaging app for sharing news stories (41%) followed by WhatsApp (29%) and Snapchat (19%). 77% of Australian 18-34 year old digital news consumers share news stories on messaging platforms. The most popular platforms for sharing news among the youngest segment (18-24 year olds) are Facebook Messenger (53%) followed by SnapChat (31%) and WhatsApp (29%). BBC News receives the highest user interactions on social media compared to other news brands. Among those who actively follow BBC News on Facebook, 74% regularly share the content with their friends.

Jamie Angus, Editorial Director for BBC Global News Ltd, said, "The proliferation of fake news is a global issue and consumers in Australia and beyond are increasingly turning to

reputable news sources they know they can trust. This research shows that, far from being old-fashioned, the BBC's traditional core values of quality, impartiality and accuracy are more important, relevant and in demand than ever before, and advertisers who are concerned about trust and brand safety can benefit from the halo effect of being associated with them."

-ENDS-

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*Source: BBC Value of News study. Research conducted independently by BDRC Asia in March 2017. Market: Australia. Unique Sample size: 303 (Online Survey Sample: 300 Vox Pop Sample: 20)

Respondents profile:

18 – 54 years old digital savvy international news consumers (at least once-a-week) and Pay TV / cable TV subscribers, decision maker / joint decision maker for channel package subscription.

BBC World News and BBC.com, the BBC's commercially funded international 24-hour English news platforms, are owned and operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 433 million households and 3 million hotel rooms. The channel's content is also available on 178 cruise ships, 53 airlines, including 13 distributing the channel live inflight, and 23 mobile phone networks. BBC.com offers up-to-the-minute international news, in-depth analysis and features, including [BBC Capital](#), [BBC Culture](#), [BBC Future](#) and [BBC Travel](#), for PCs, tablets and mobile devices to more than 95 million unique browsers each month.

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