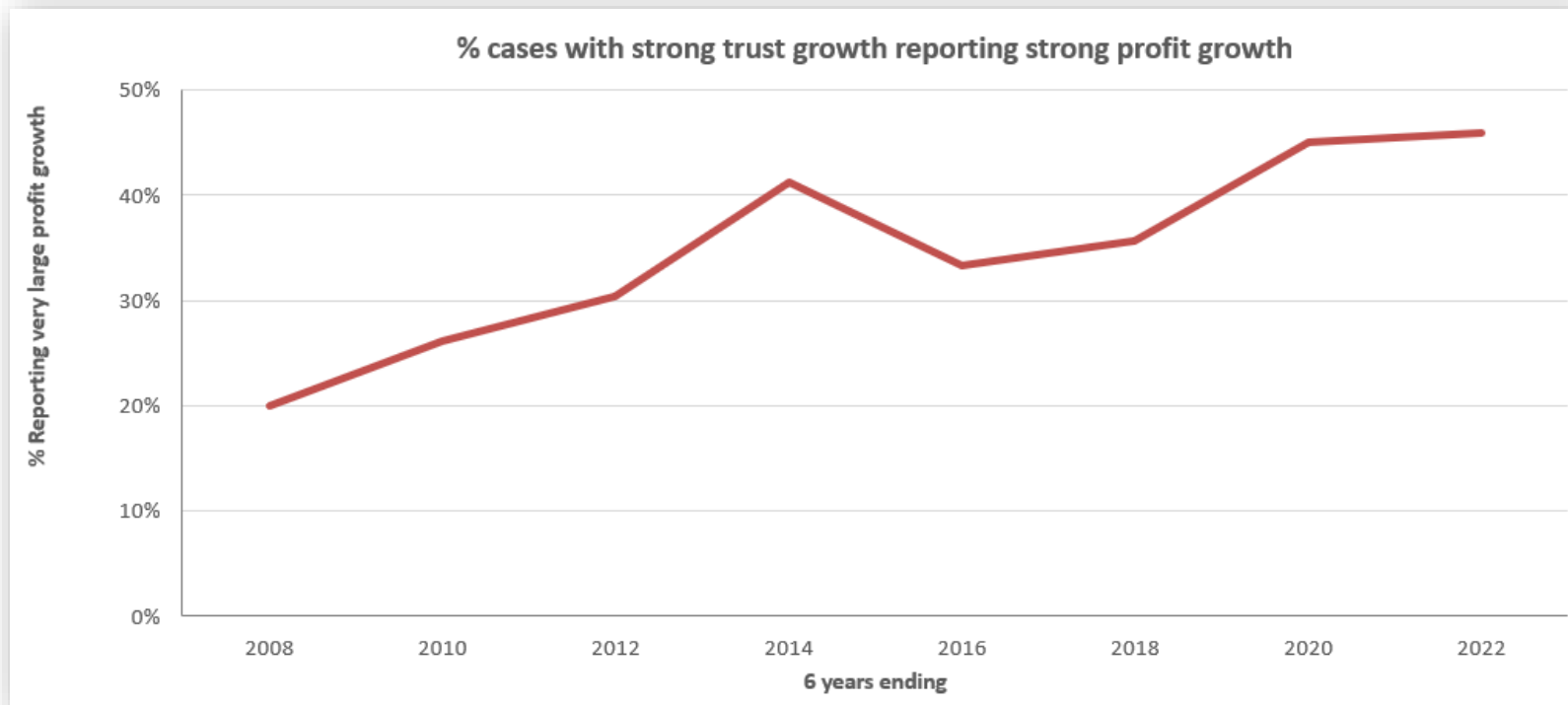


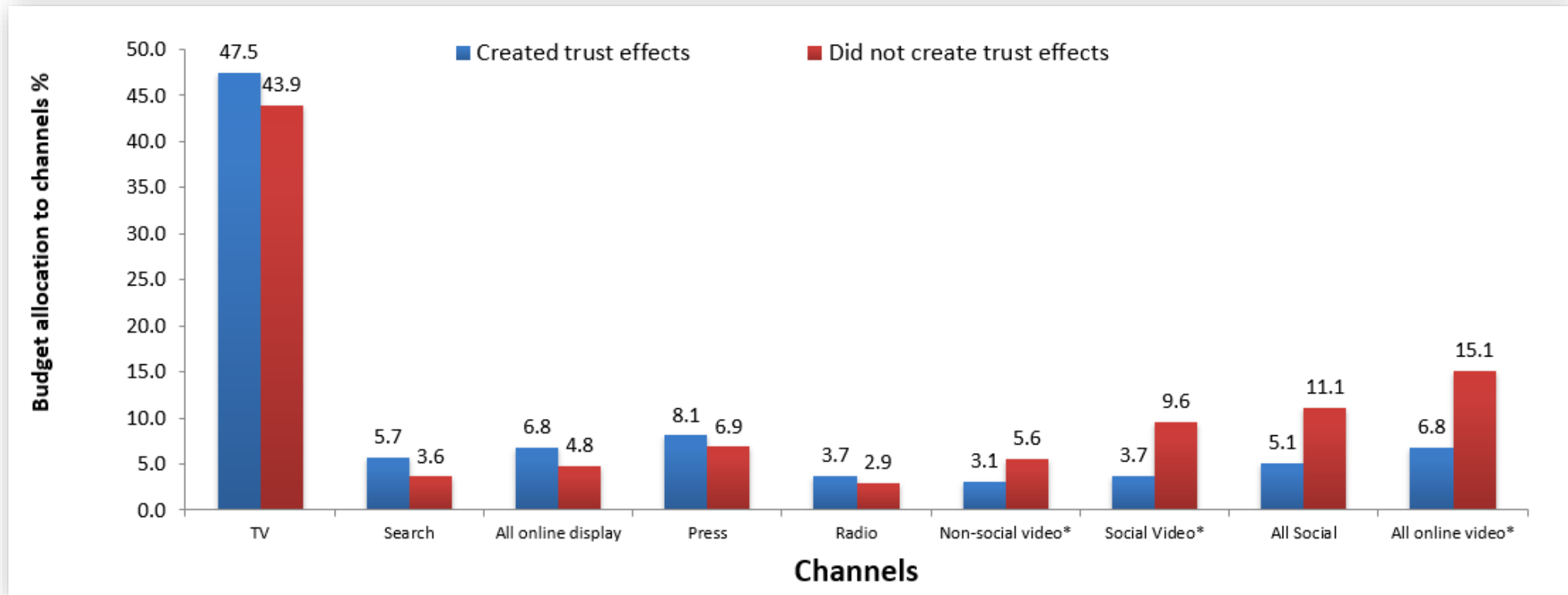
The link between trust and profit has grown especially strongly



Source: Base: IPA Databank 2004-2022 for profit cases reporting very large trust improvements. NB: insufficient data prior to 2008.



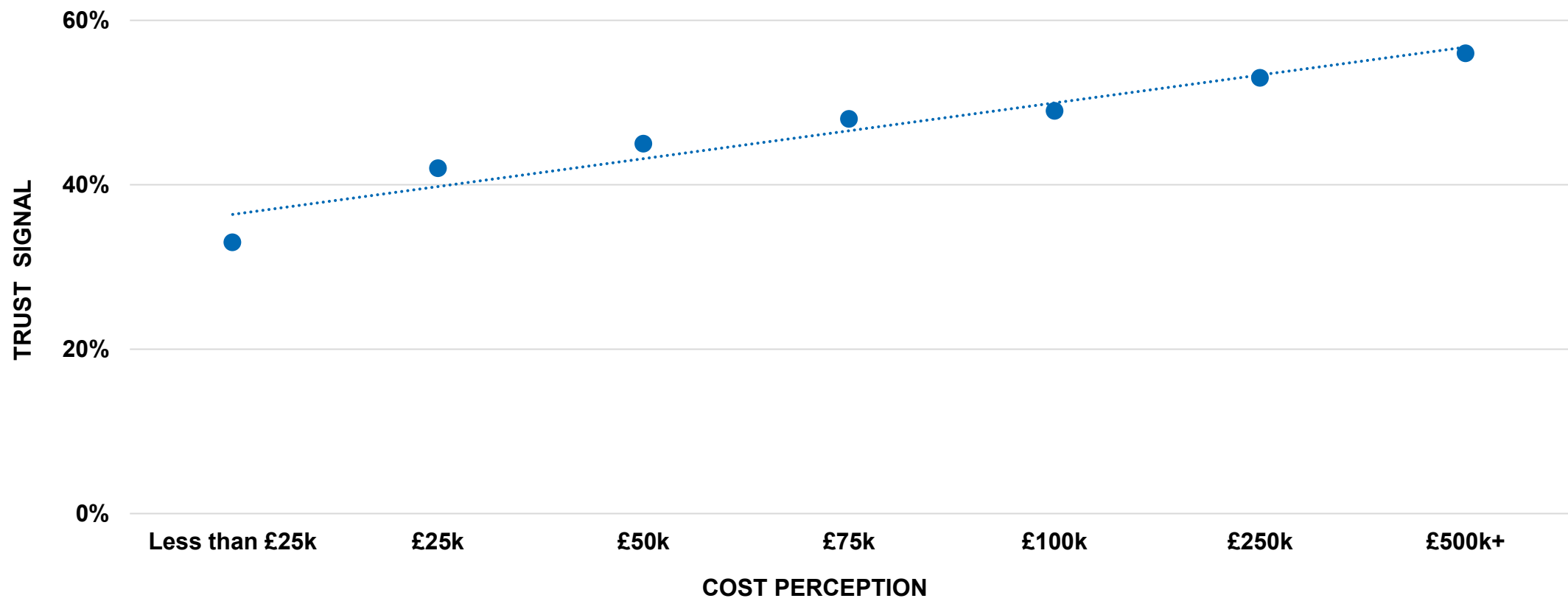
TV is one of the trusted media



Source: IPA Databank 2014-2022 for profit cases *data available from 2016



Perceived cost signals trust



Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

The living room encourages us to watch professional content

Ad recall is much higher from occasions involving professional content (vs. non-professional content)



+60%

higher ad recall for professional vs. non-professional content



+44%

seeing an ad within professional content makes it feel more trustworthy



+39%

more entertaining

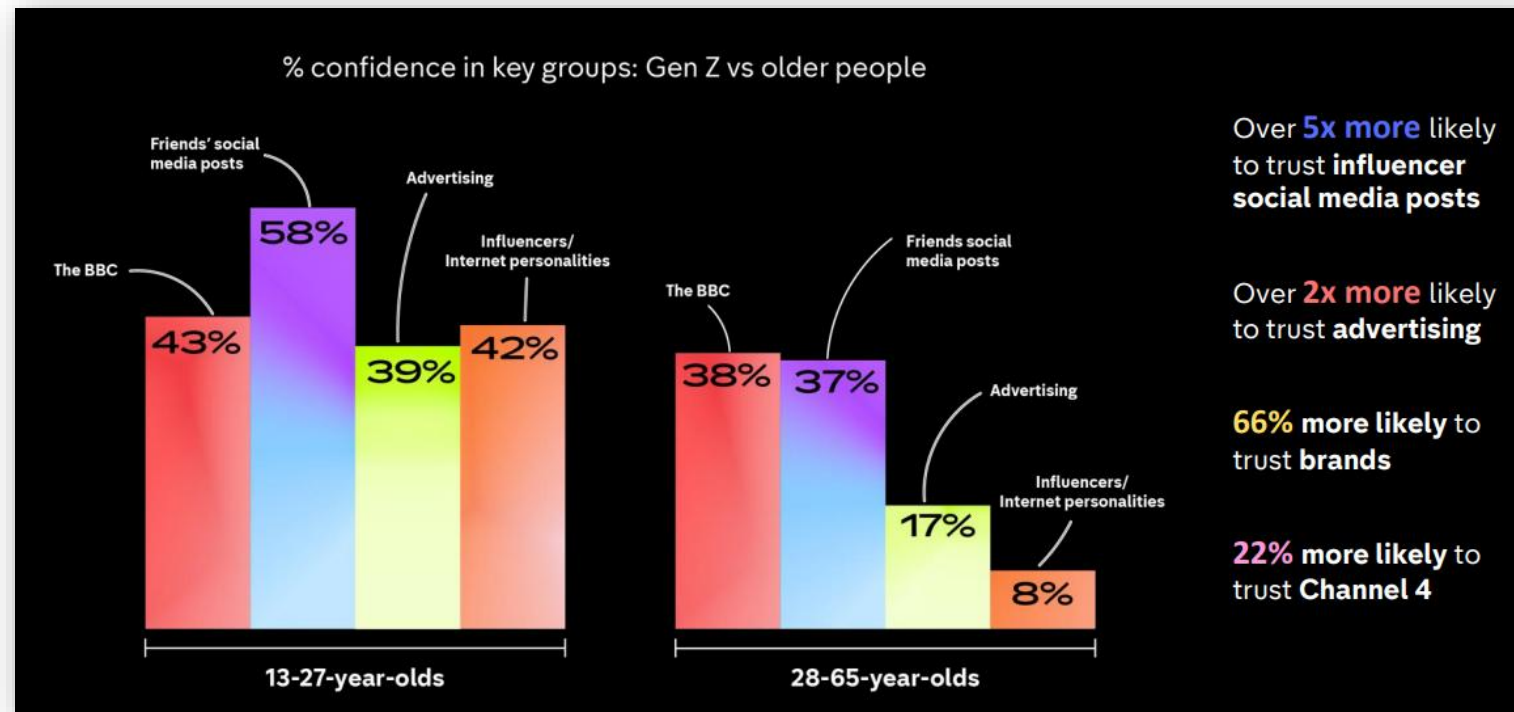


-80%

less intrusive vs. non-professional content

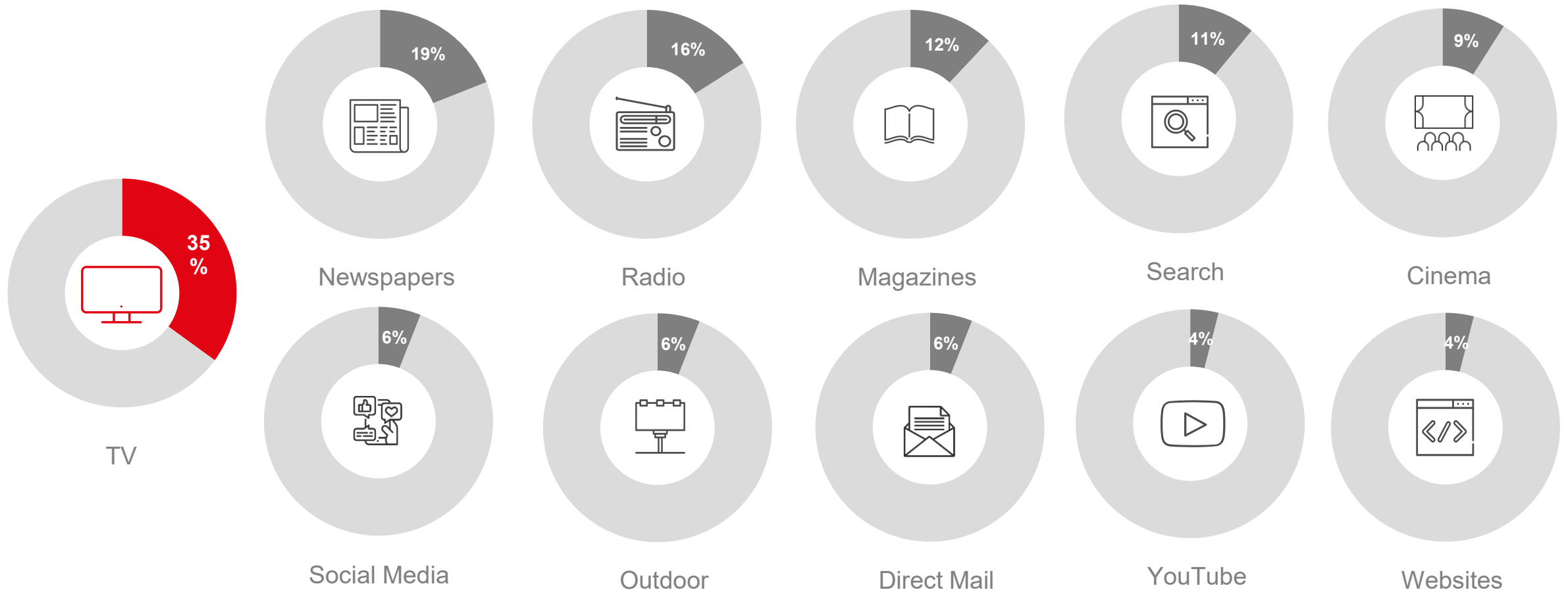
Source: Context Effects, Map The Territory & Tapestry Research, 2024

Gen Z place similar trust in friends' posts and influencers as they do in journalism



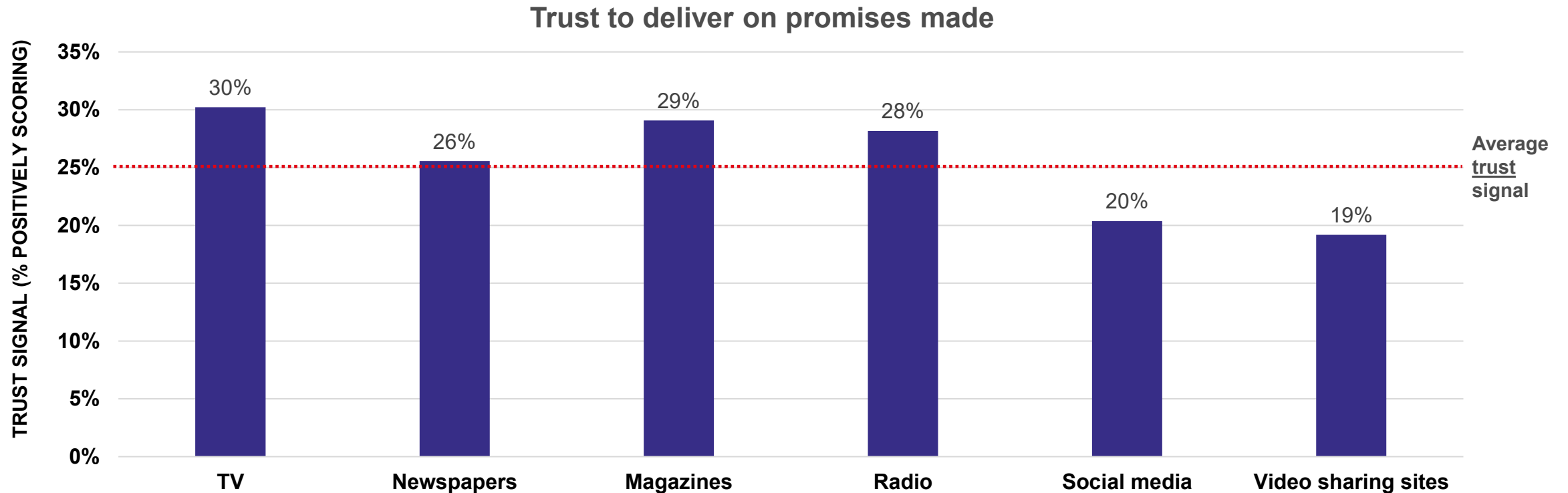
Source: Gen Z: Trends, Truth and Trust. Channel 4 / Craft (2024)

TV advertising is seen as most trustworthy



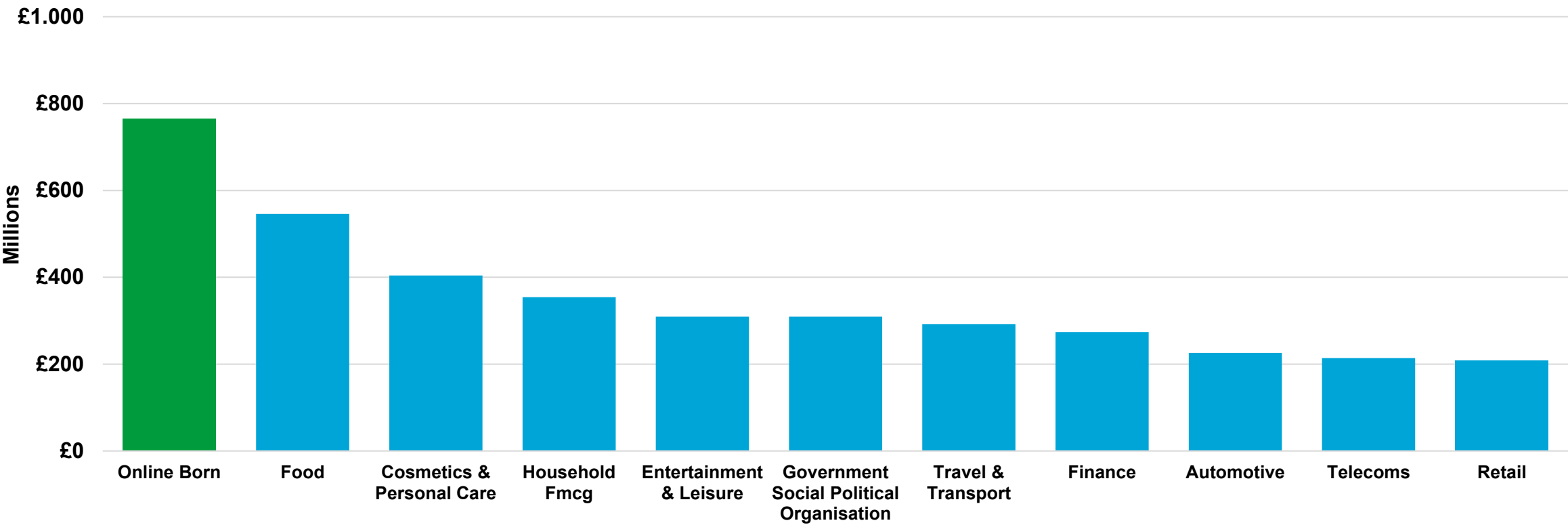
Source: Adnormal Behaviour, 2022, Ipsos / Thinkbox. Q.TN3: In which, if any, of the following places are you most likely to find advertising that...you trust
Base: 'normal' people (1,158)

TV, magazines & radio deliver strongest trust signal



Source: Signalling Success, 2020, house51/Thinkbox. Base: all adults (3,654)

Online born business sector is the largest investor in TV



Source: Nielsen Ad Intel, 2024, Thinkbox-created category of online-born businesses (YoY category % change).