

# The power of newsbrands

Our relationship with established media has been reconfigured. We have seen the creation of hybrid mediums, where the once single platform mediums have evolved to adapt to the changing map. Newsbrands' hybrid medium offerings cover all areas of today's media landscape, each having a distinctive role for consumers.



## Print provides depth and detail

Print is **51% more likely** to provide depth and detail compared with other news sources



## Apps confirm what readers think

Newsbrand apps are **48% more likely** to help confirm what readers already think about a story



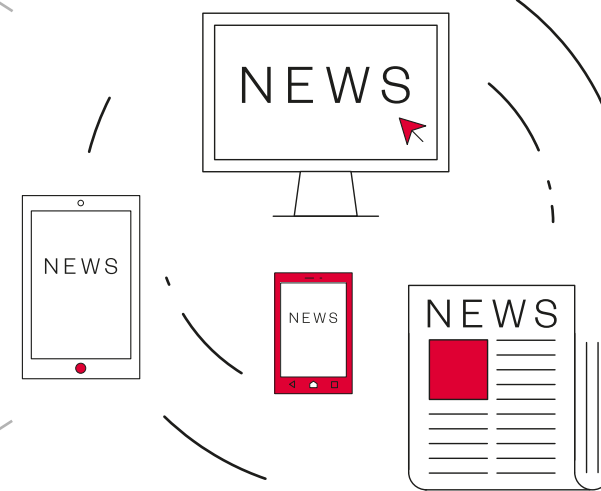
## Online arms readers with facts

Online newsbrands are **38% more likely** to present readers with facts



## Twitter gives a sense of how others are feeling

Newsbrand content on Twitter is **62% more likely** to give readers a sense of what other people are feeling and thinking about a story right now



## Online comments offer a different point of view

Online newsbrand comments are **45% more likely** to challenge how readers think about stories, offering a different point of view



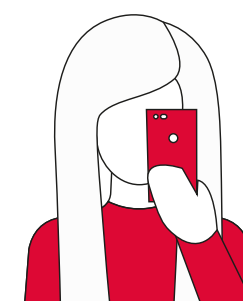
## Facebook introduces readers to news stories

Newsbrand content on Facebook is **28% more likely** to introduce readers to new stories they were previously unaware of



## Real life videos give a sense of being there

Newsbrand real life videos are **3.3 times more likely** to give the viewer a sense of being there



## Professional videos evoke an emotional connection

Newsbrand online professional videos are **89% more likely** to create a stronger emotional connection to a story

