

**) NP (**  
News Power

REDISCOVER  
THE POWER  
**BOOST**  
OF THE  
NEWSBRANDS



**NP Media Barometer**  
**Wave 2 | Sept 2020**

# THE NEW NP MEDIA BAROMETER

## 2020

AQRate



Online  
survey



Sample  
18+



2000  
interviewees



August-  
September  
2020



Interview  
Duration  
15 min



Gender - Age -  
Language

# A growing **NEED FOR INFORMATION**

**62%**

**of Belgians say  
their news consumption  
grew in 2020**

Source: NP Media Barometer 2020, n=2000

# A GROWING FEELING OF **MISTRUST**

**88%**

**of Belgians say there is more  
and more unreliable  
information**



# Especially when it comes to **SOCIAL NETWORKS**

**94%**

**of Belgians say  
news on social networks  
can't always be trusted**



# Especially towards

# **SOCIAL NETWORKS**

# 450

**fake news were reported  
by Belgians during Covid**



# A growing **CONSCIOUSNESS**

**82%**

**I am increasingly careful  
about my sources of information**

Source: NP Media Barometer 2020, n=2000



# BELGIAN MEDIA

**are more trusted**

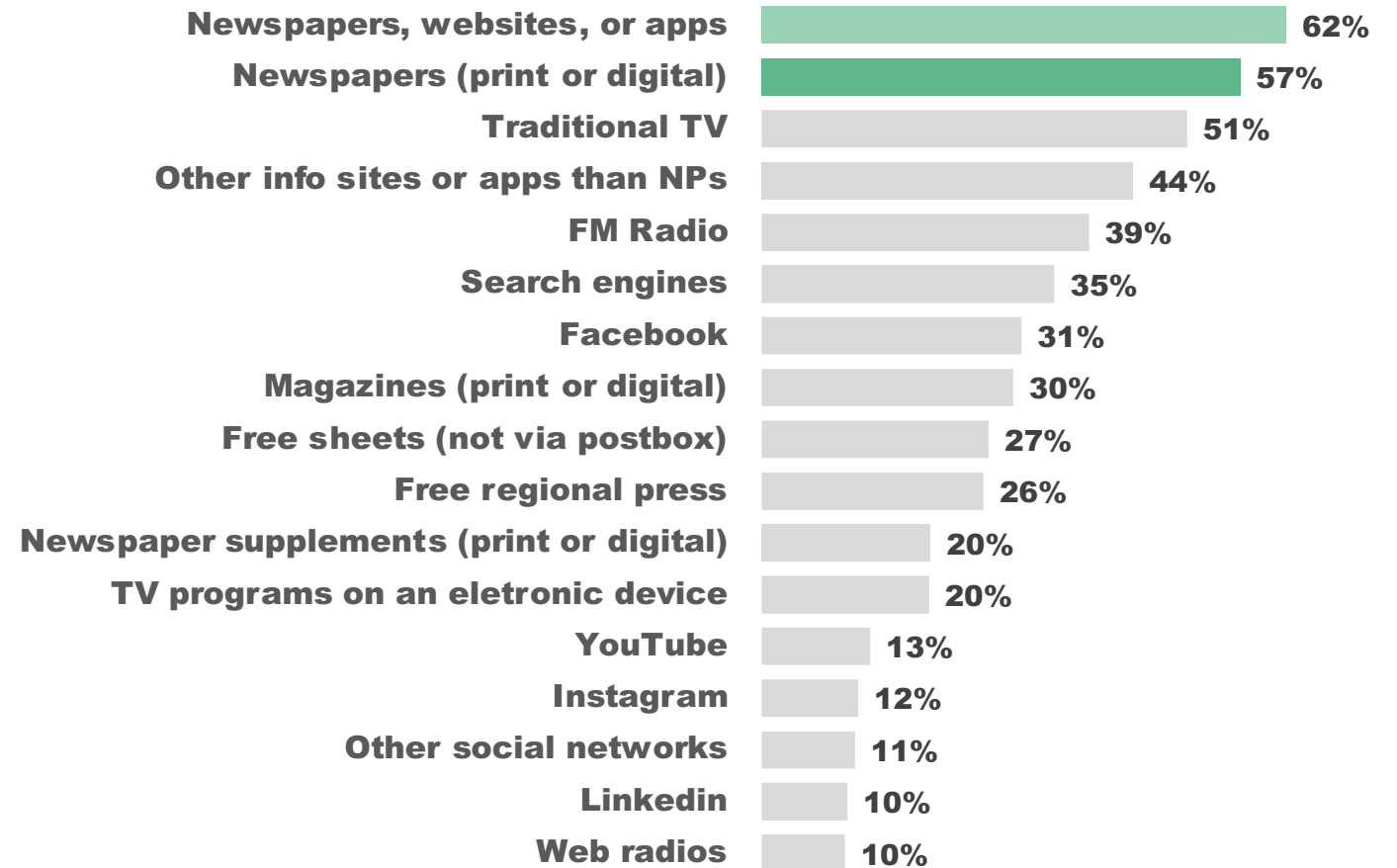


**64%**

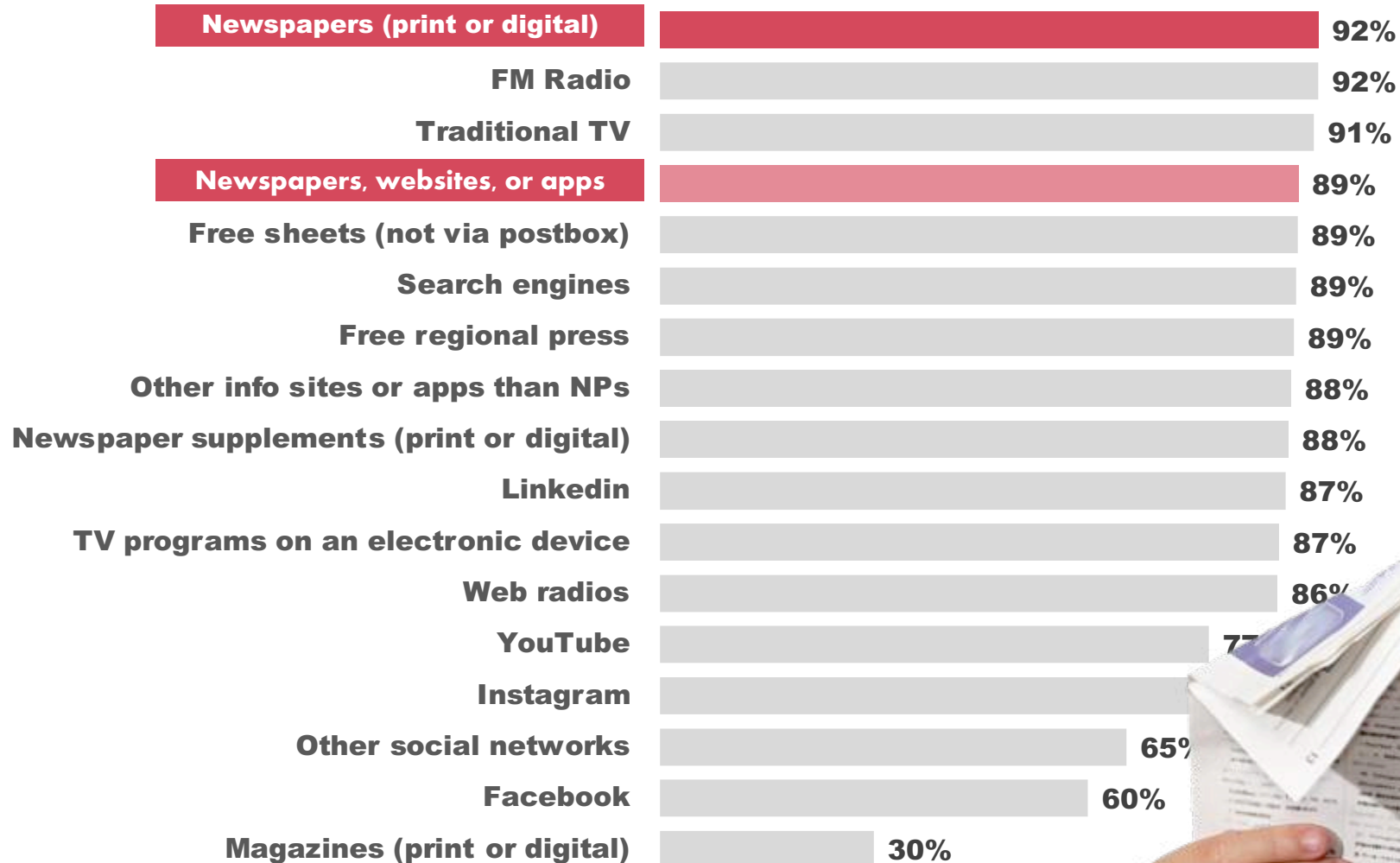
**Information in Belgian  
media is more reliable**



# NEWSBRANDS ARE THE MOST VALUABLE SOURCES OF INFORMATION

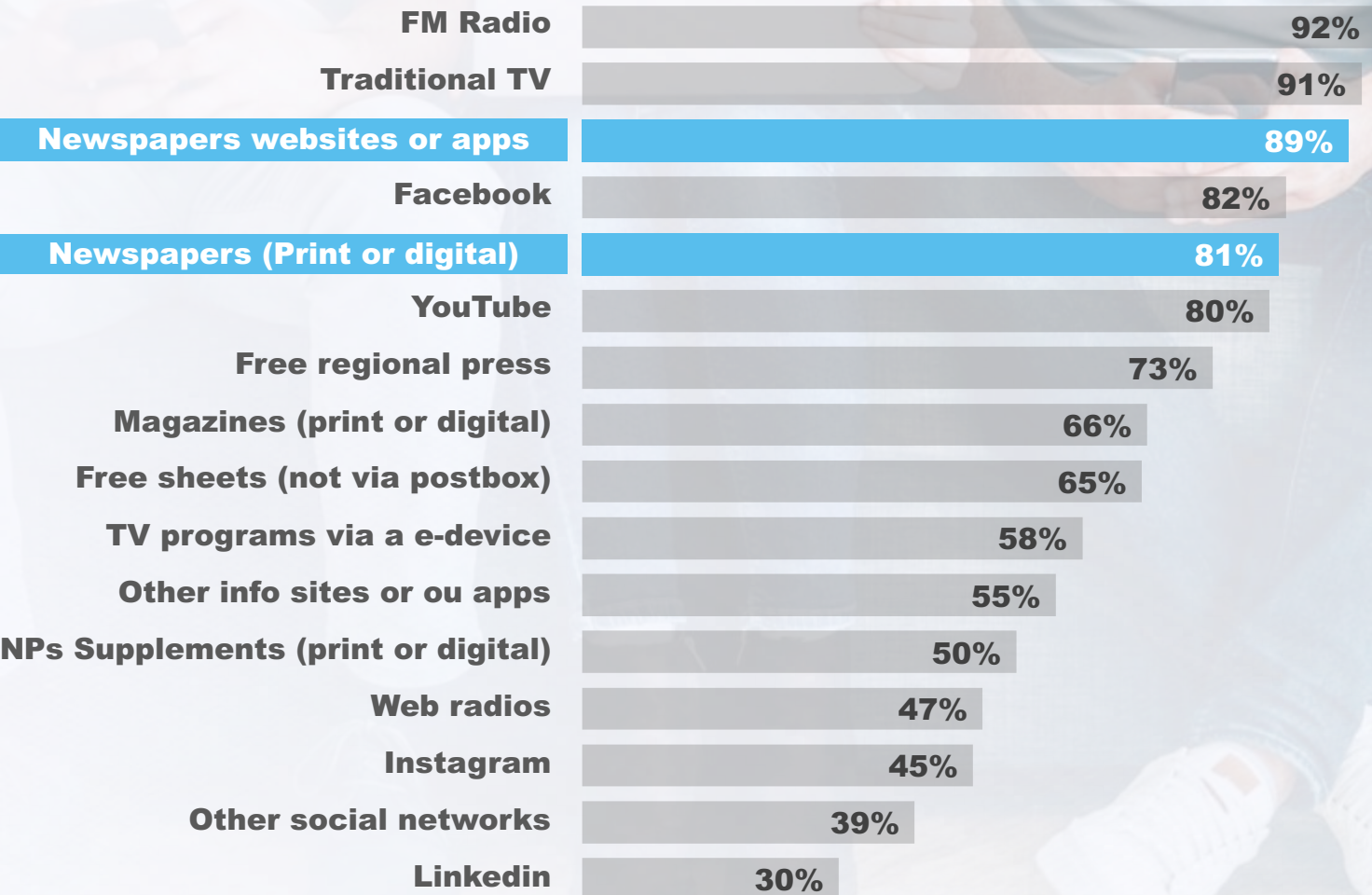


# NEWSBRANDS are the most **CREDIBLE**



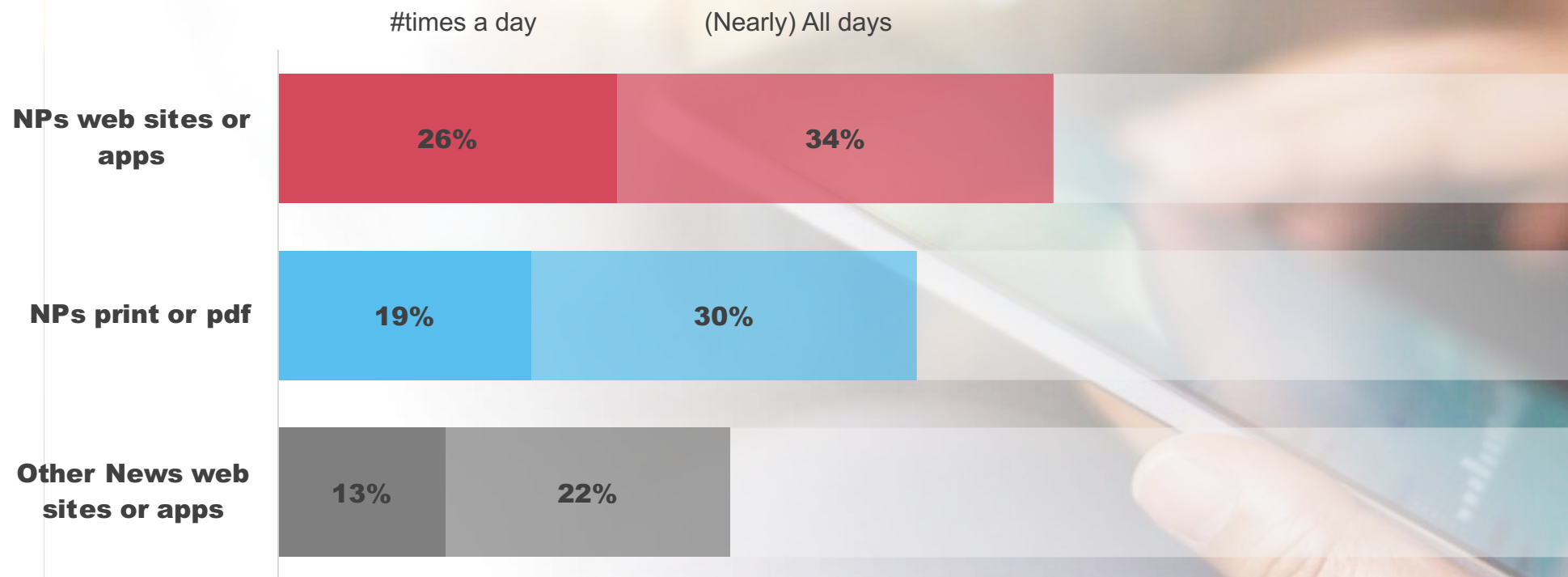
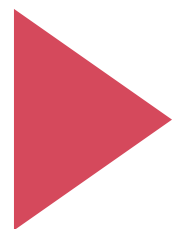
# IN THE **TOP 5** OF MASS MEDIA

Consumption of these media at least X / month

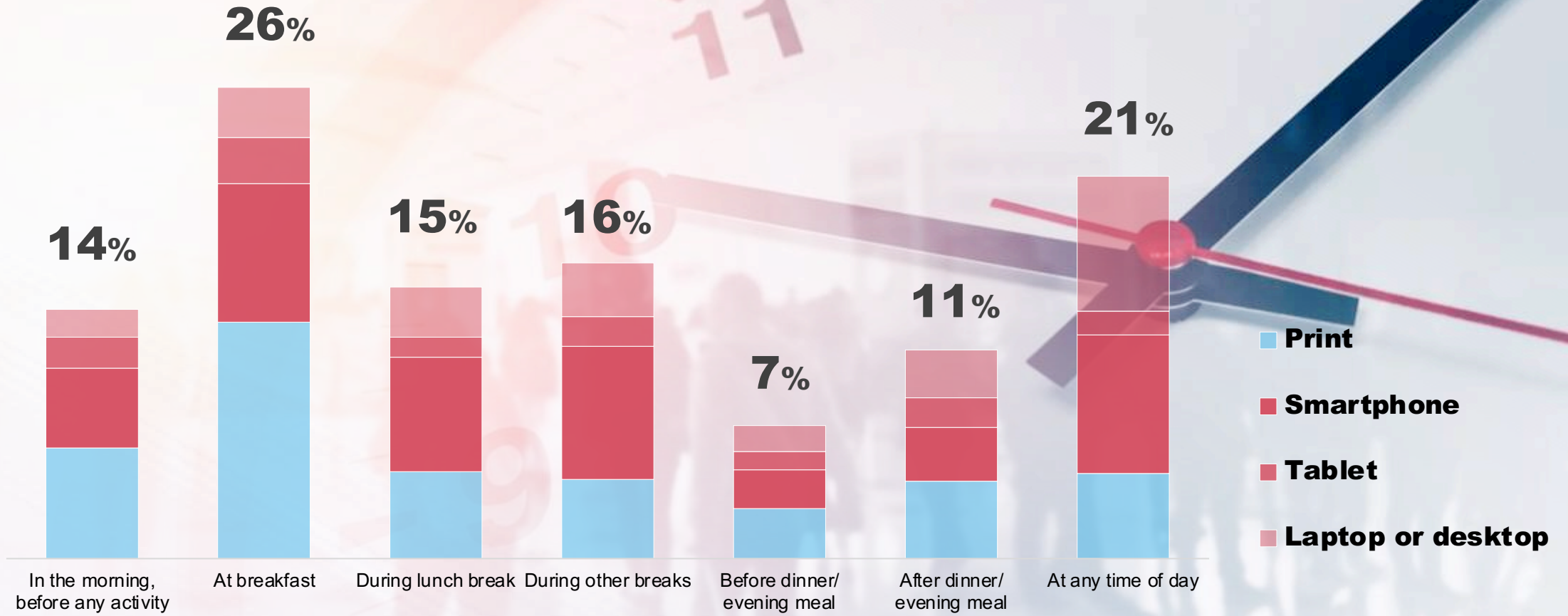


# A moment in history

## DIGITAL ABOVE PRINT

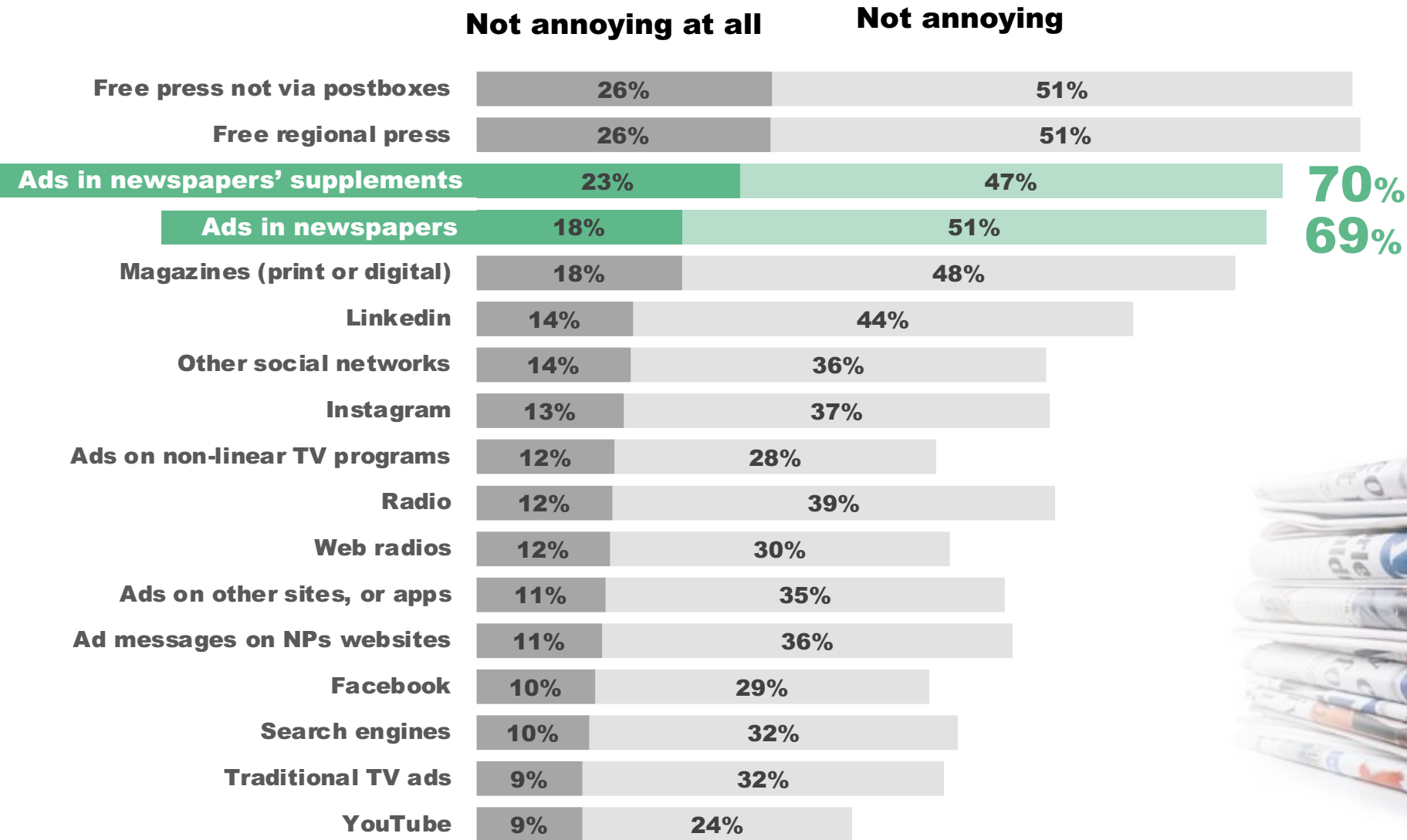


# CONSUMED ALL DAY LONG



How do you read newspapers at different times in the day?

# ADS ARE SEEN AS **NOT ANNOYING**



Source: NP Barometer Newsworks 2020) - % reach

# High reactivity towards ALL FORMATS

**Ads**



**Advertorials**



**Inserts**

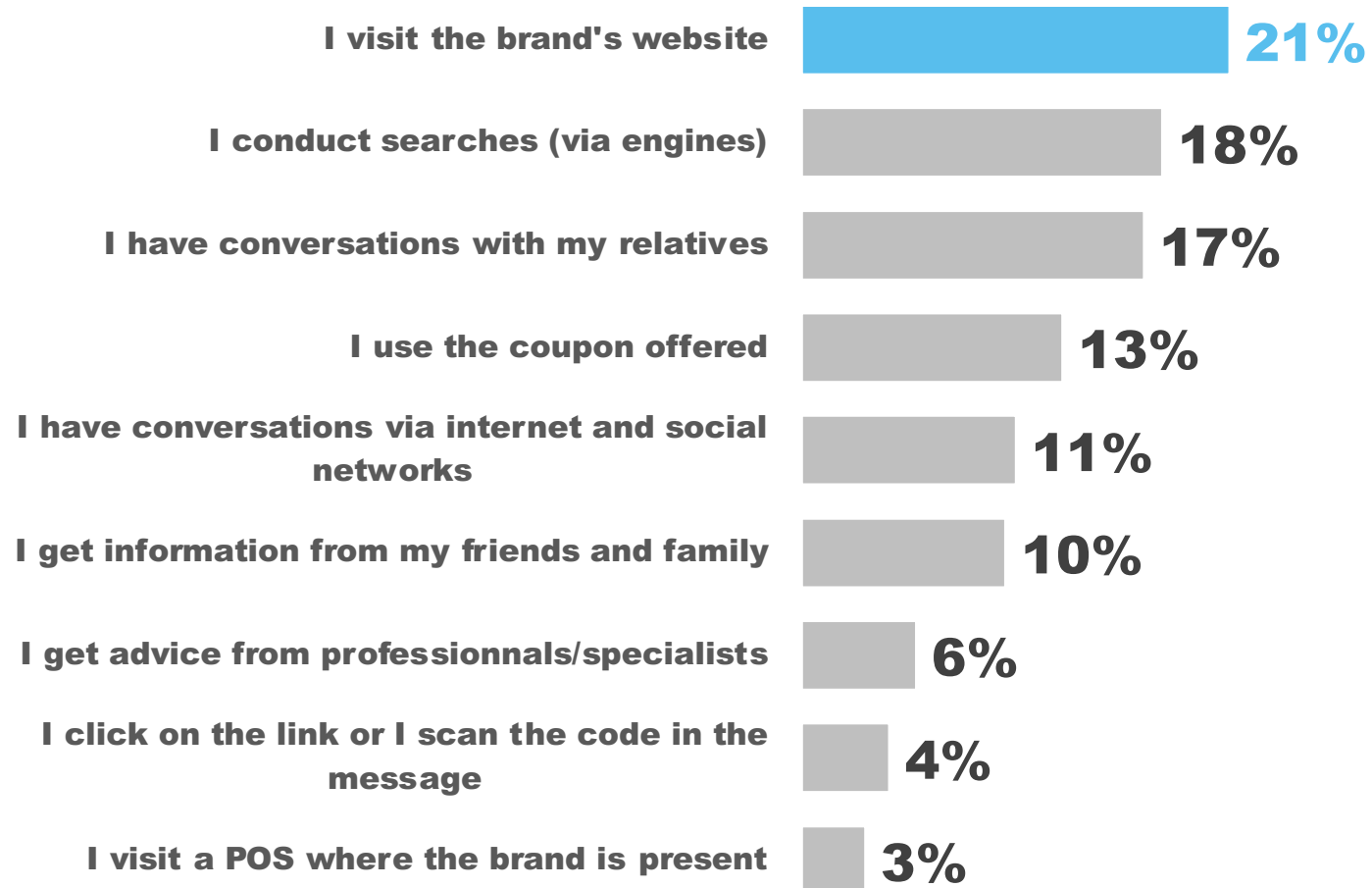


**Coupons**



# High response rates for **ADS**

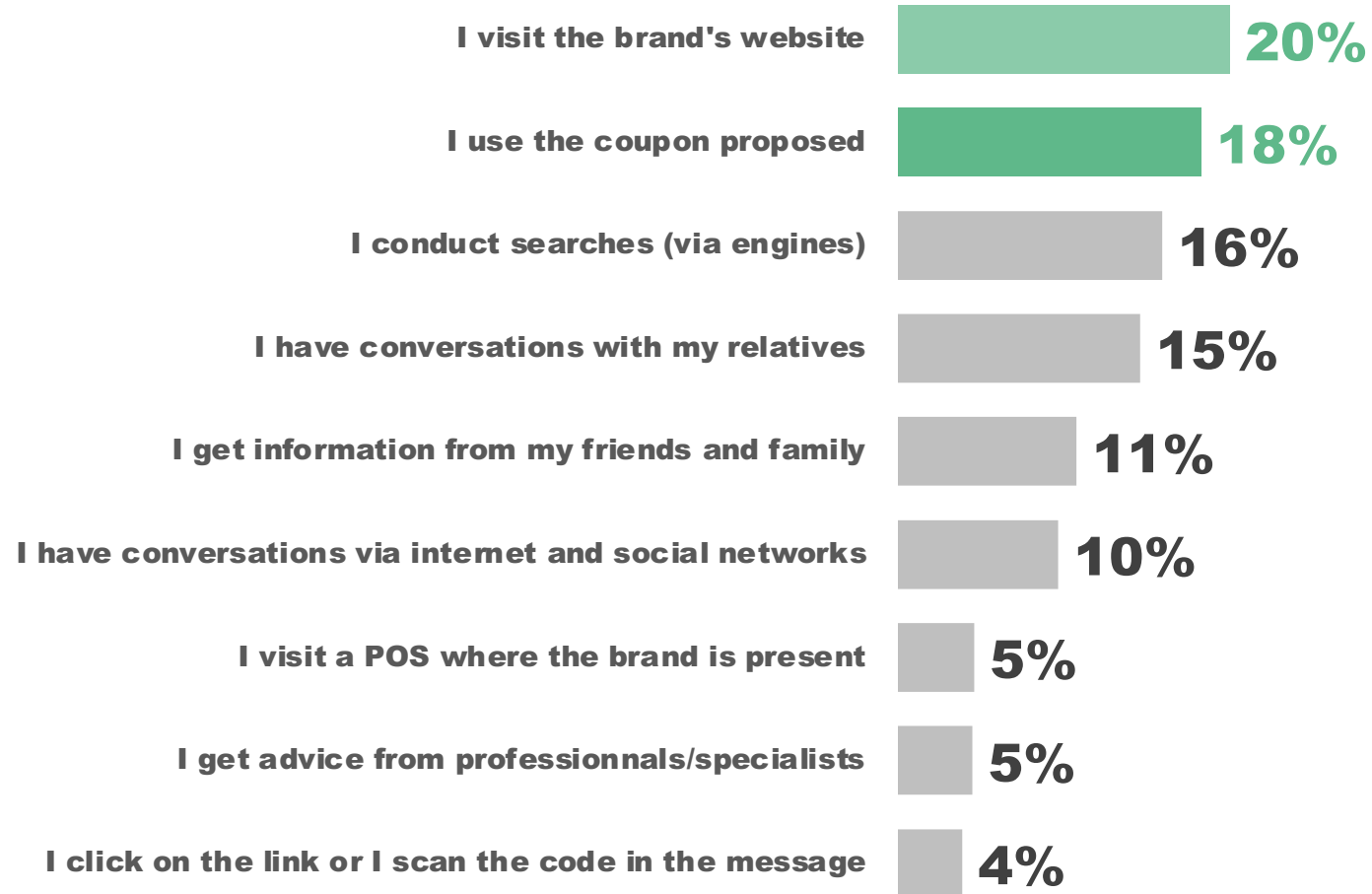
(% Based on reach)





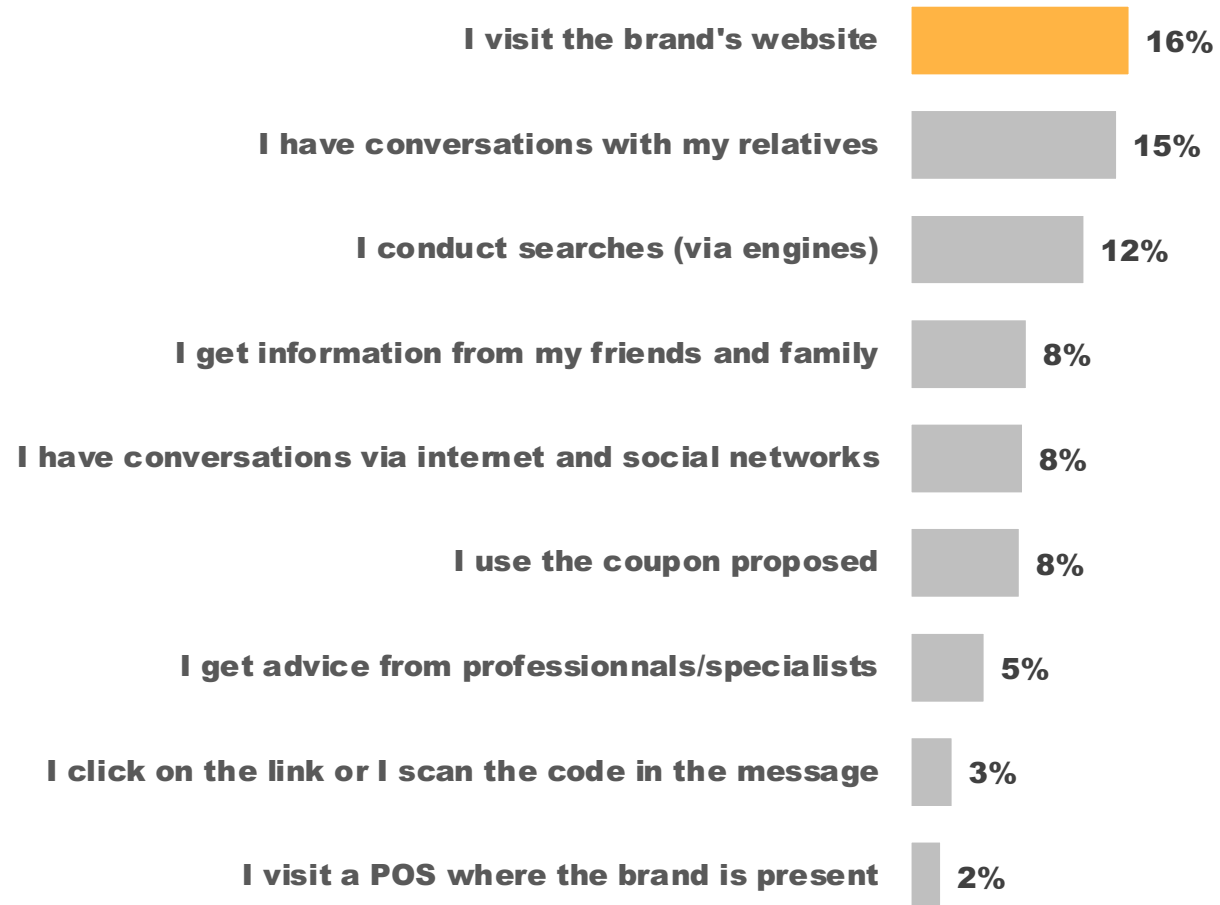
# High response rates for **INSERTS**

(% Based on reach)



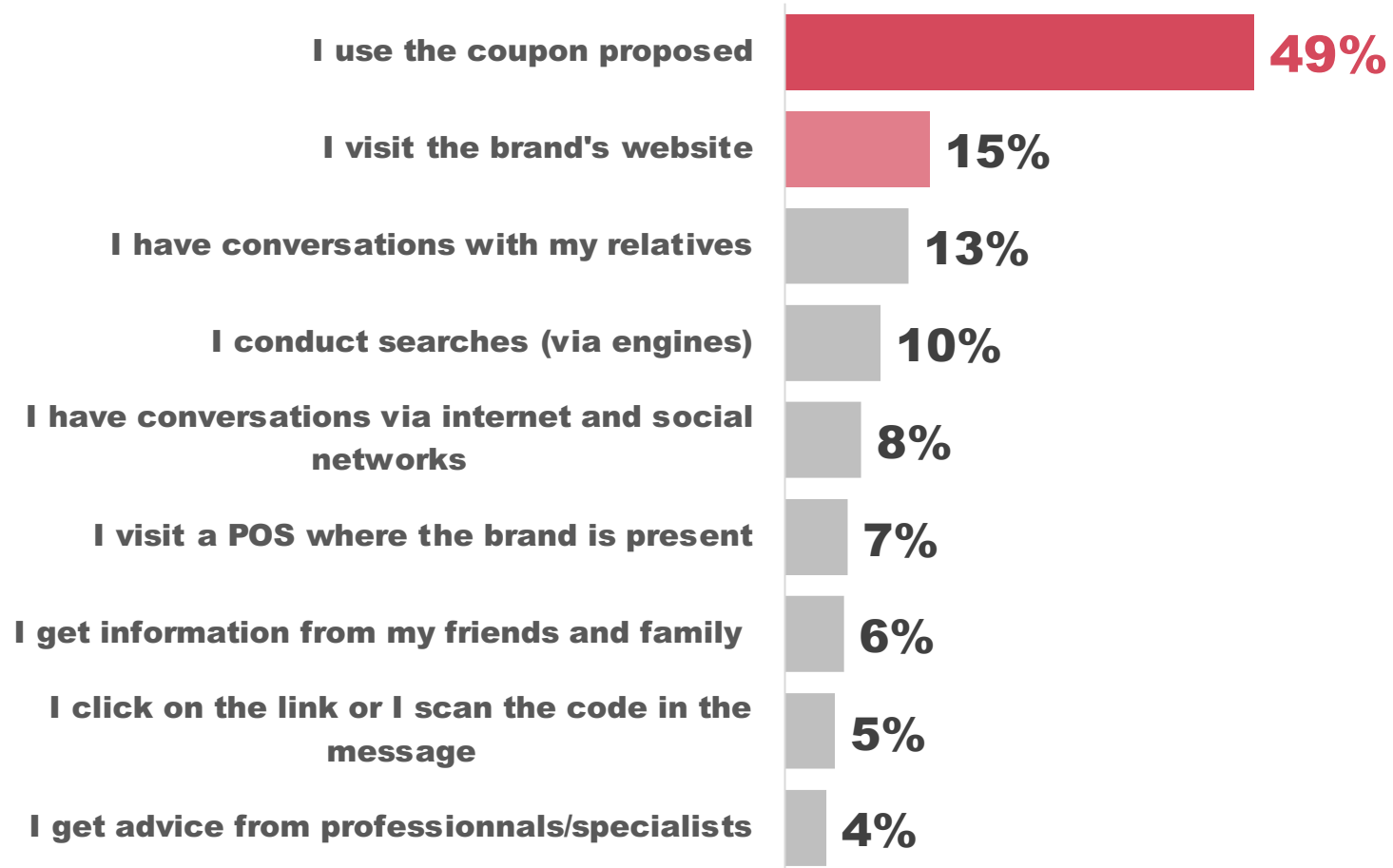
# High response rates for **ADVERTORIALS**

(% Based on reach)



# High response rates for **COUPONS**

Do you happen to react after having seen a promotional coupon in a np?  
(% Based on reach)



# A potential for

# CALL TO ACTION

- **Often**
- **Sometimes**

**Participate in a survey if I am invited to**

**41%**

**53%**

**Take advantage of a promotion**

**28%**

**60%**

**Visit the website of the brand**

**21%**

**64%**

**Enter a contest if I am invited to**

**25%**

**56%**

**Take advantage of a temporary offer**

**16%**

**55%**

**Subscribe to a newsletter/consumer magazine or give my email address**

**13%**

**56%**

**Send a message to the brand**

**7%**

**36%**