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## PRESS RELEASE

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### How trustworthy are the Flemish media?

*Winners: De Tijd, Canvas, Radio 1 and standaard.be*

The communication agency Brandhome has carried out a study into the credibility of the Flemish media: which media and which brands are perceived as most trustworthy? The striking conclusion of the study is that 83% of the respondents think the news is driven by sensationalism. That's a surprise, especially since it does not appear to undermine the trust they place in a medium. That trust is very high for TV, radio, newspapers and online, which achieved a score of no less than 87%. The most trustworthy media brands are the financial daily De Tijd, the public TV channel Canvas, Radio 1 and the newspaper website standaard.be. The main public TV broadcaster VRT boasts the most reliable fleet of brands in the Flemish media landscape.

#### Top three most trusted

Most trusted newspaper	
De Tijd	96%
De Standaard	94%
De Morgen	85%

Most trusted TV channel	
Canvas	96%
One	94%
Kanaal Z	92%

Most trusted radio station	
Radio 1	98%
Klara	93%
Radio 2	92%

Most trusted news website	
Standaard.be	95%
detijd.be	95%
Knack.be	92%

It is also striking that the type of medium does not affect the trustworthiness of a media brand. A newspaper's website is not viewed as any more or less trustworthy than the paper itself.



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Most Flemish people also believe that reporting is coloured to at least some extent by the journalist's political preferences. Only 16% of Flemings think that reporting is not politically tinged in this way.

### **Credibility**

Bart Jaspers, media strategist at Brandhome: 'The credibility of the news media is in free fall internationally. Some 55% of Americans still believed in 1985 that the news was presented in a factual and honest way, compared to just 29% in 2009. Bearing in mind that the medium is the message, that's a significant trend for advertisers too. Especially as more and more commentators are arguing, in the US in particular, that the perceived quality of media brands impacts the value of advertisements, and not just their reach. So it's not only a question of how loud you shout, but also of who's doing the shouting. That was what prompted Brandhome to investigate the credibility of media brands in Flanders.'

### **Details of the study**

The study was carried out online among 1,000 Flemish people in the period October/November 2009 and was performed by an accredited research agency.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

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