



Local Media Works Awards

Keynote speech by Claudine Collins, managing director of MediaCom UK.

Thank you, Stewart.

I'm delighted to be here among so many talented media agency folk and news media champions.

Research has shown us that there is a growing interest in news in the UK. In fact, people are consuming more news than ever before, in local media's case that's an audience of 42 million people.

Reuter's Digital News Report, which was published earlier this year, showed local news is the most popular type of news.

Sixty-two per cent of respondents were either very interested or extremely interested in local news, above political or business news.

Additionally, young people were interested in their immediate locality and the world around them.

This appetite for local news must be harnessed by advertisers.

As we know, audiences evaluate us not just on the content of our messages but on how and where they appear.

In a climate where brand safety and ad fraud have become genuine concerns for advertisers, a trusted context is more important than ever before.

The Edelman Trust Barometer showed us just how wide the gulf in trust between social networks and traditional media now is.

Local newspaper content is highly trusted and, by association, that trust is imparted upon the advertisers who use the medium.

Local media, local newspapers in print and digital, continues to command vast public confidence, and is three times more trusted than social media platforms.

And, through JICREG, local media has a transparent and robust accountable currency for planning and buying ad campaigns.

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To me, I am not surprised that advertisers want to appear in a trusted and contextual environment and really connect to potential customers.

Local media does great public good, acts as a watchdog for local communities and delivers real action for its commercial partners.

That's why I am so pleased to support the Local Media Works Awards.

I want to wish all of you the best of luck this evening and I'll hand you over to Laura.