

Lausanne, 28 September 2022

## Study on the Credibility of Moving Image Channels

Be inspired by

# THE MAGIC OF TV

# RESEARCH DESIGN

## Topic of the study

- The credibility of moving image advertising channels  
**TV, YouTube, Facebook, Instagram & TikTok**

## Two-stage research approach

- Qualitative research: 30 in-depth interviews (1 hr each)
- Quantitative research: Online survey (n=1033)

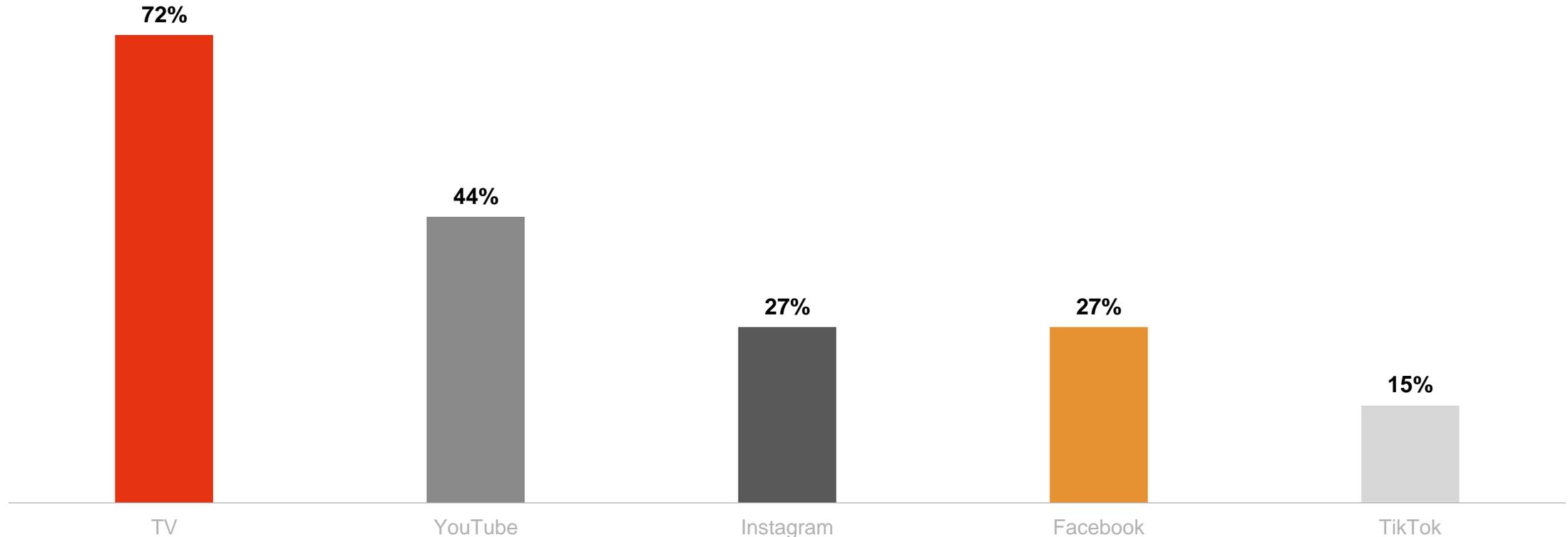
## Population

- People from German-speaking and Western Switzerland between 15 and 64 years of age who watch TV at least occasionally

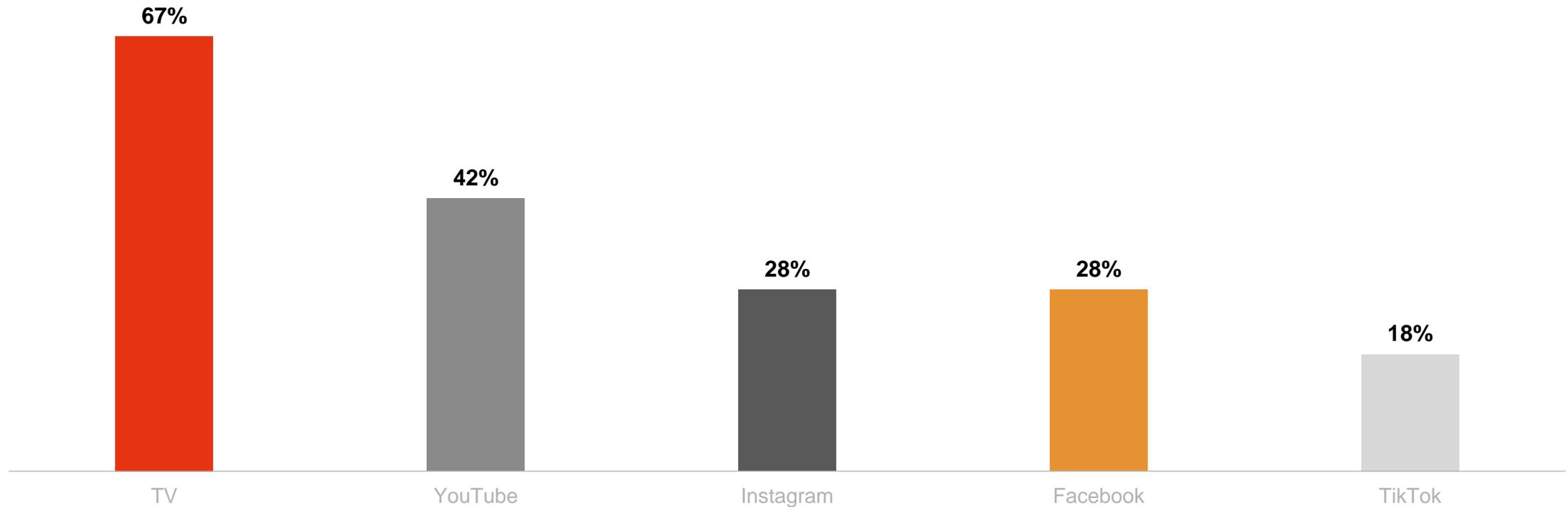
## Time

- February/March 2022

# TV CLEARLY IS THE MOST CREDIBLE

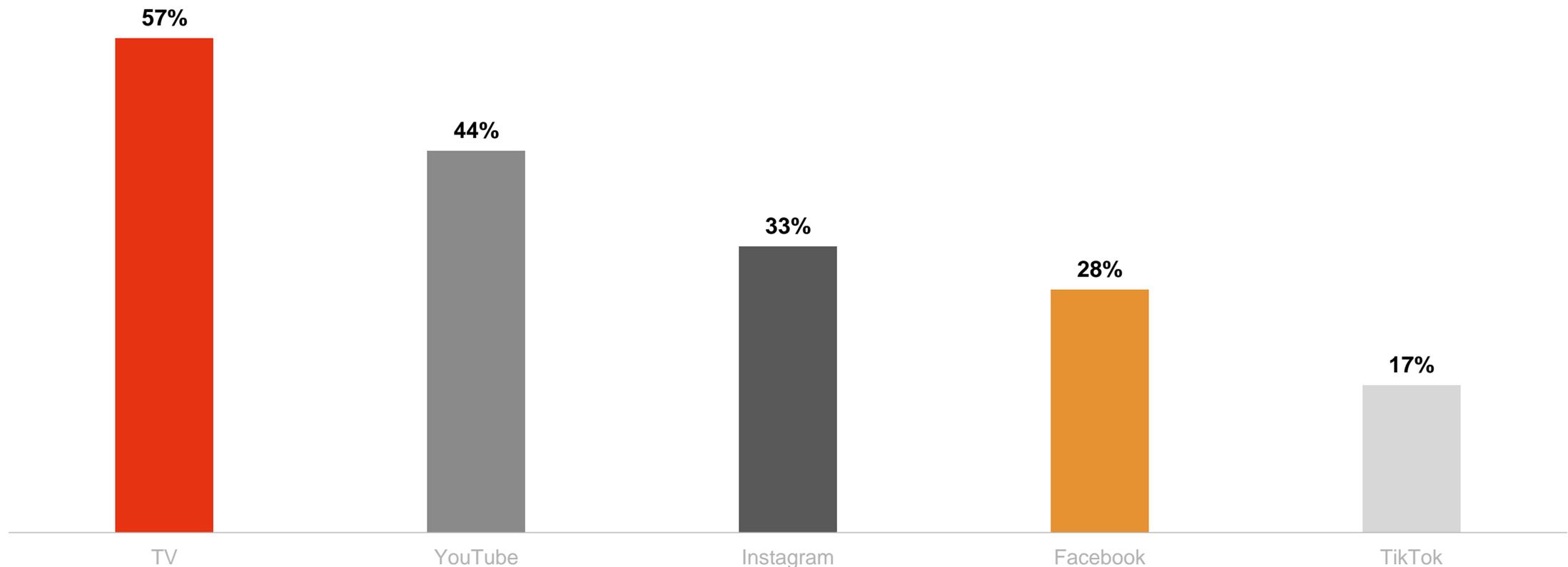


# TV ADVERTISING ENJOYS THE HIGHEST CREDIBILITY



How credible do you find the advertising on the following moving image channels?  
Top2: very/quite credible

# ADVERTISING RECALL IS HIGHEST WITH TV



On which of the following channels are you most likely to remember specific advertisements?

Top2: very/quite credible

Starting point:

→ Why/How?

# YOUTUBE – DEEP DIVE

insight  
INSTITUTE

SCREEN  
FORCE  
THE MAGIC OF TV



# BARRIERS – YOUTUBE



Security



Questionable content



Type of advertising

# DRIVERS – YOUTUBE



Valuable content

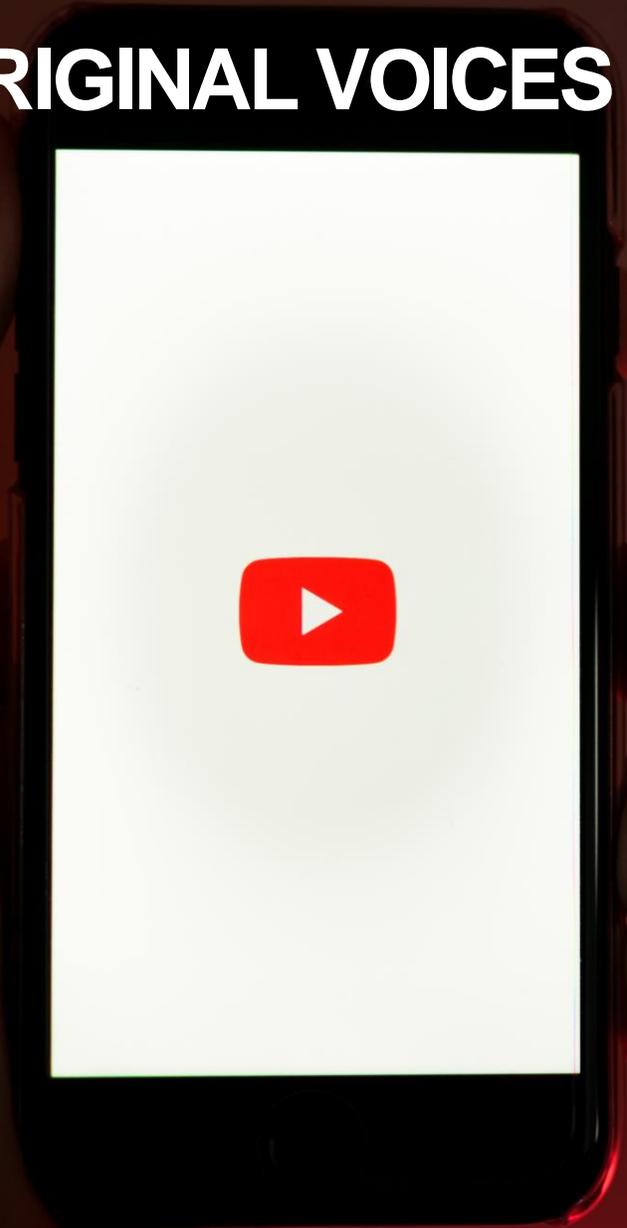


Type of advertising



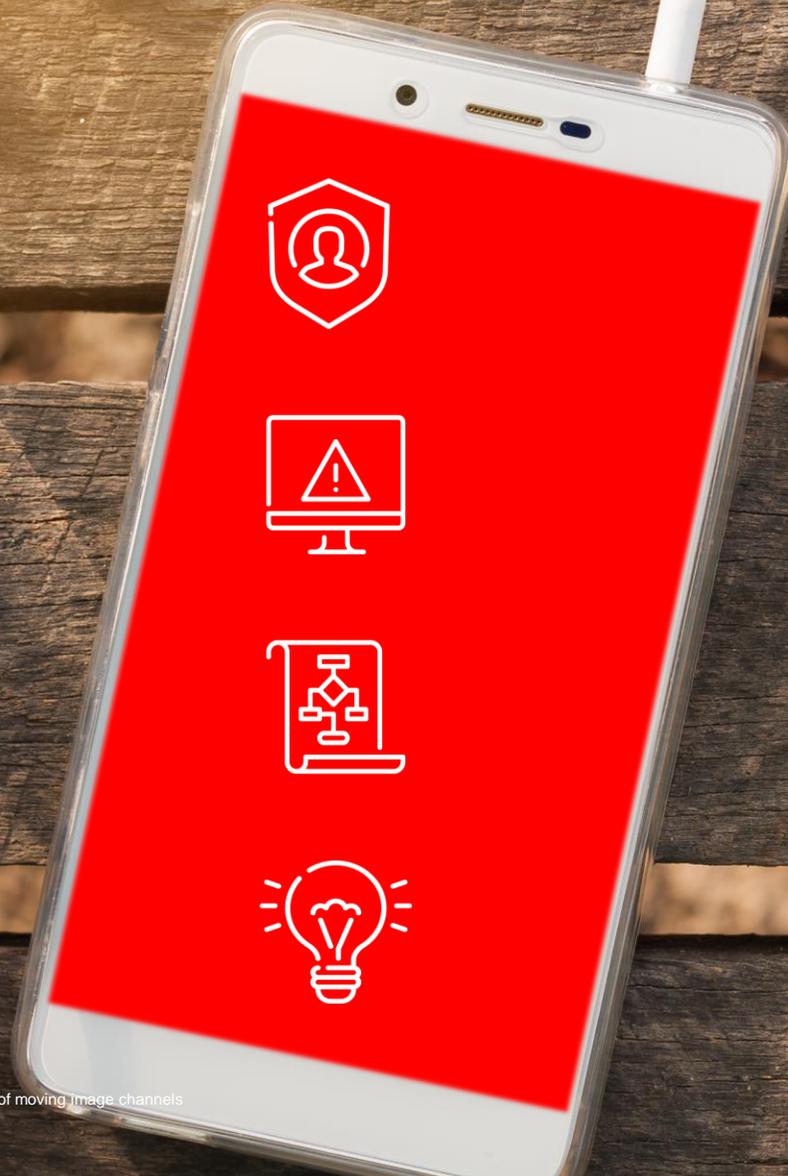
Institutional associations

# YOUTUBE ORIGINAL VOICES



# SOCIAL MEDIA – DEEP DIVE

# BARRIERS – SOCIAL MEDIA



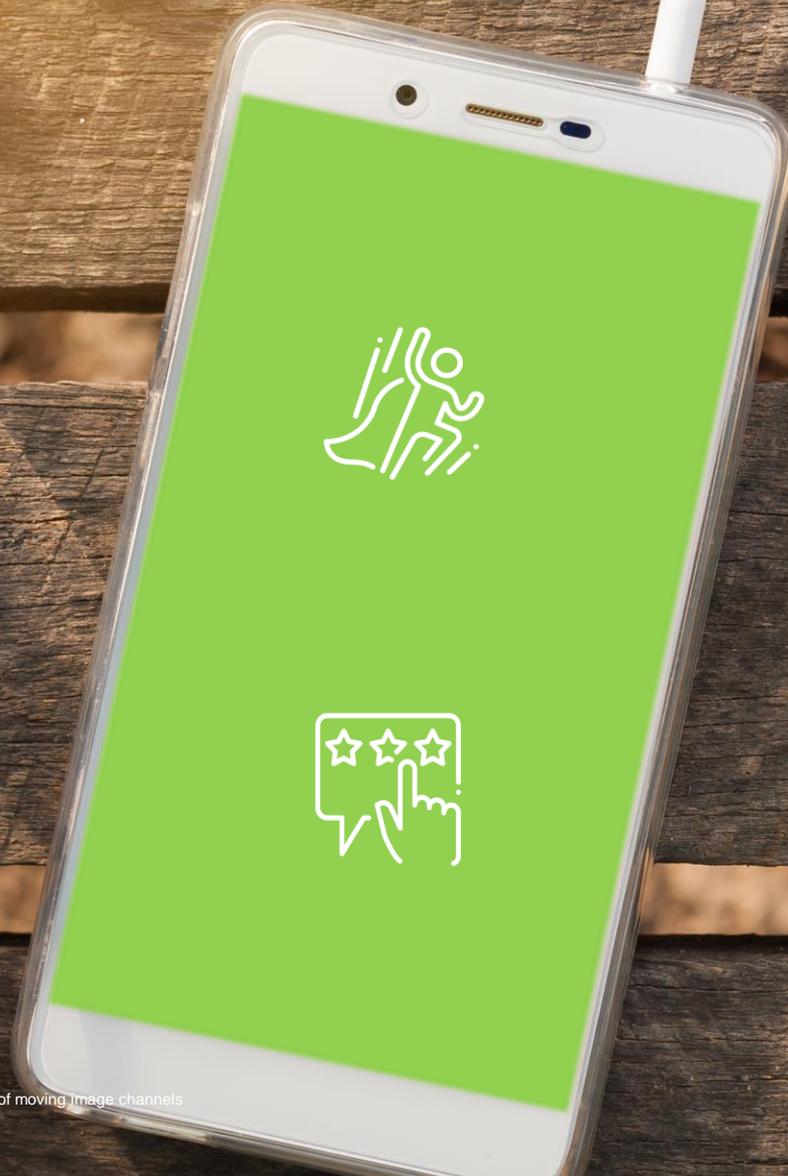
**Security**

**Questionable content**

**Manipulative  
algorithms**

**Type of advertising**

# DRIVERS – SOCIAL MEDIA



**Famous influencers**

**Realistic  
comments/likes**

# SOCIAL MEDIA ORIGINAL VOICES

insight  
INSTITUTE

SCREEN  
FORCE  
THE MAGIC OF TV

# TV – DEEP DIVE

insight  
INSTITUTE

SCREEN  
FORCE  
THE MAGIC OF TV

# BARRIERS – TV



**Unrealistic promises**



**Homogeneity**

# DRIVERS – TV



**Pre-existing trust**



**Reputable institutions**



**High-quality content**



**Security**



**Type of advertising**

# CREDIBILITY

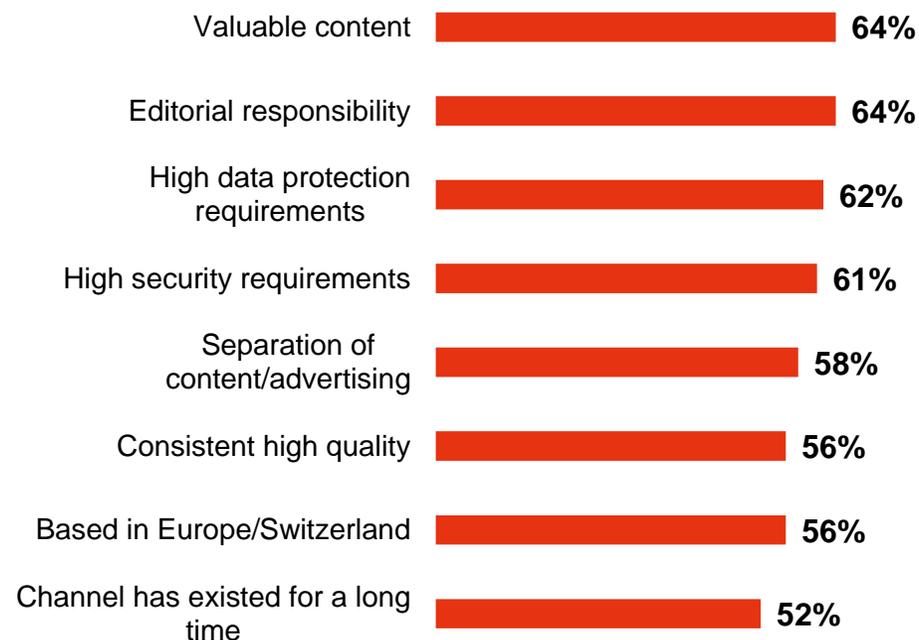
**HIGH-QUALITY CONTENT  
& SECURITY ASPECTS  
CONTRIBUTE THE MOST  
TO THE CREDIBILITY OF A  
MOVING IMAGE CHANNEL**



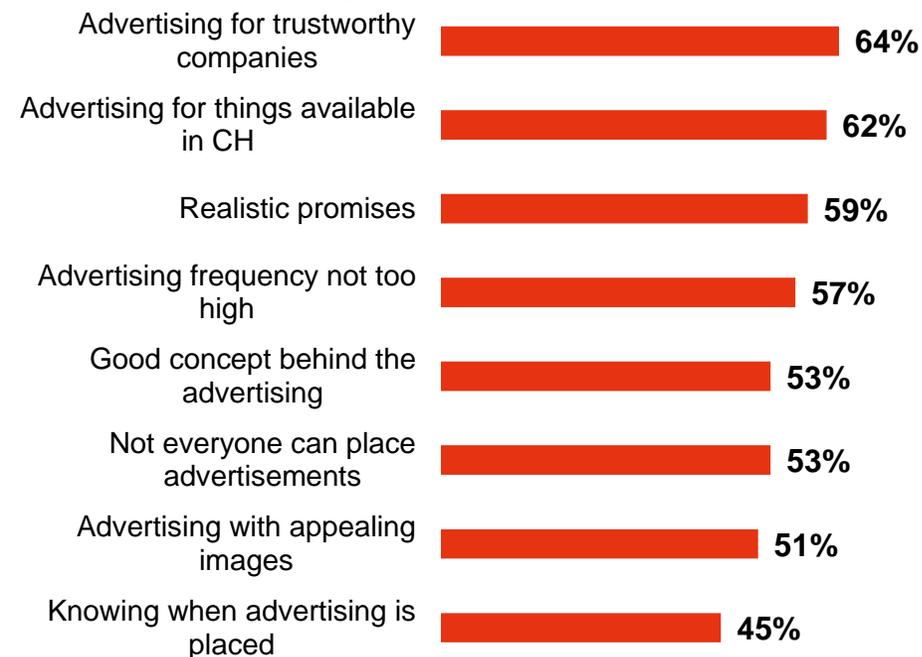
# CONTENT & SECURITY FOR CREDIBILITY

## HIGH-QUALITY CONTENT & SECURITY ASPECTS CONTRIBUTE THE MOST TO THE CREDIBILITY OF A MOVING IMAGE CHANNEL

### Moving image channel



### Advertising



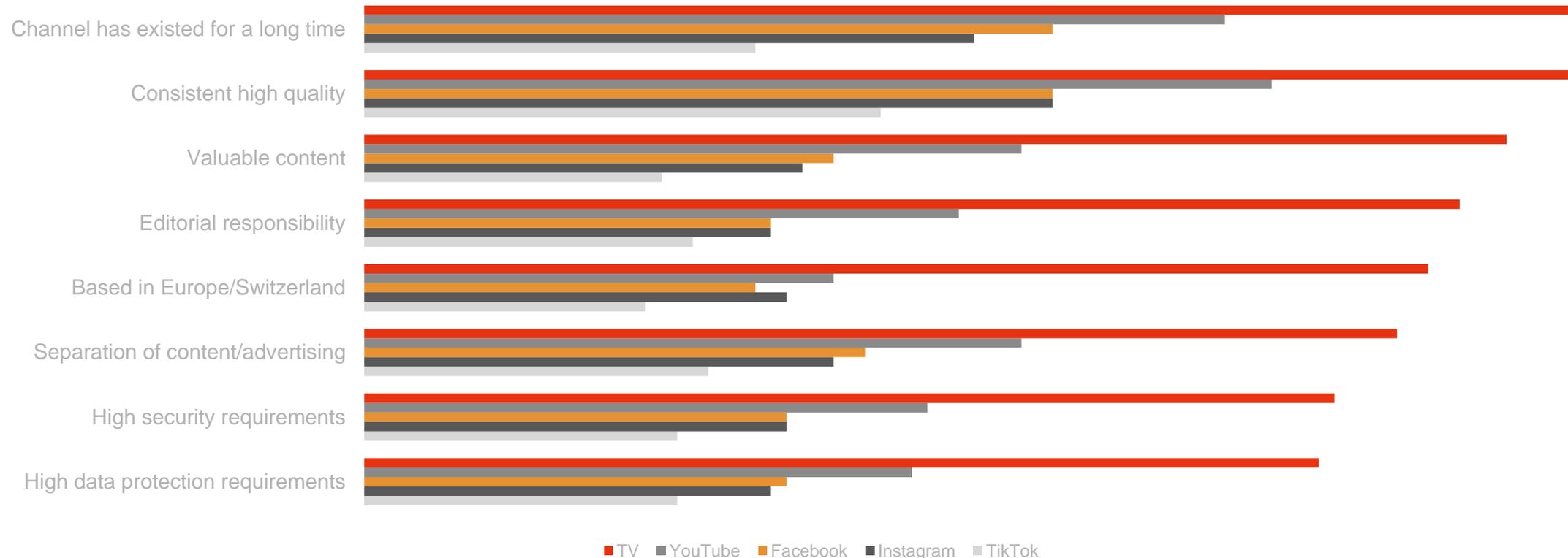
In your opinion, to what extent do the following factors contribute to the credibility of moving image channels?  
 Top2 A lot/quite a lot

# CREDIBILITY OF CHANNEL

**TV FULFILLS ALL  
REQUIREMENTS FOR THE  
CREDIBILITY OF A MOVING  
IMAGE CHANNEL**

# TV OFFERS CREDIBILITY

## TV MEETS ALL THE REQUIREMENTS FOR THE CREDIBILITY FACTORS OF A MOVING IMAGE



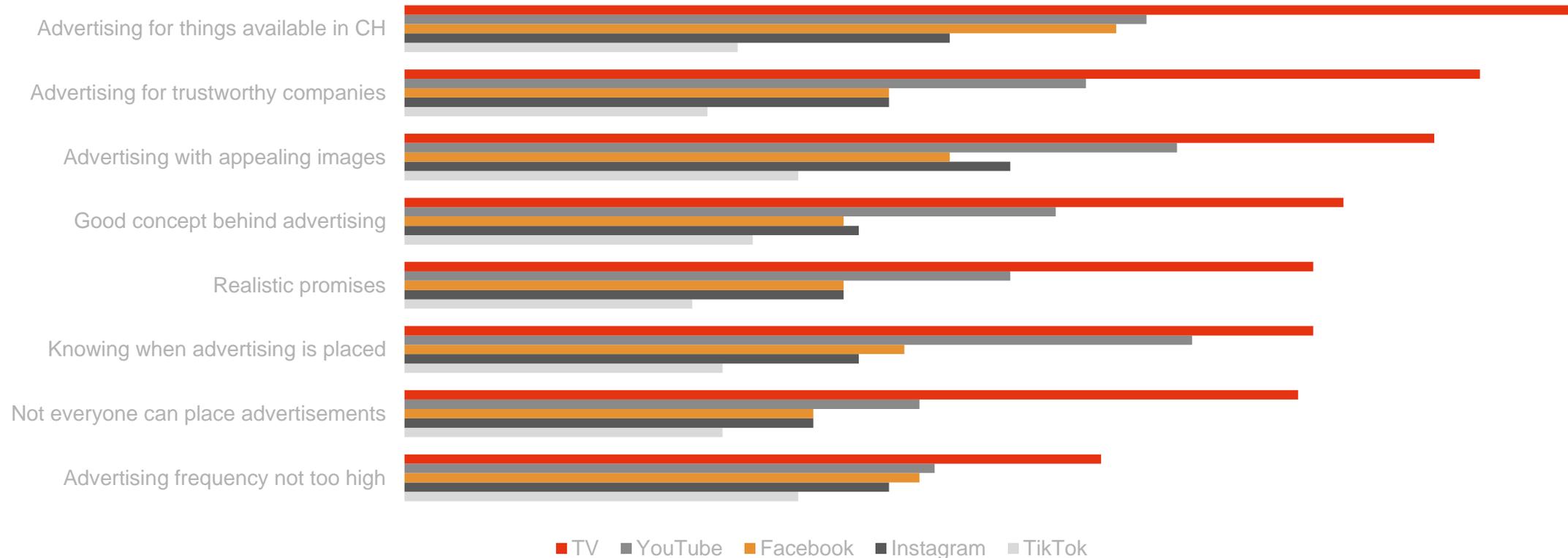
In your opinion, to what extent are the following statements about the moving image channels TV/YouTube/Facebook/Instagram/TikTok true?  
 Top2: completely true/mostly true

# CREDIBILITY OF ADVERTISING

**TV ADS EXCEED ALL  
EXPECTATIONS REGARDING  
ASPECTS OF CREDIBILITY**

# CREDIBLE ADVERTISING ON TV

## TV ADS, TOO, MEET OR EXCEED ALL EXPECTATIONS REGARDING ASPECTS OF CREDIBILITY



In your opinion, to what extent are the following statements about the moving image channels TV/YouTube/Facebook/Instagram/TikTok true?  
 Top2: completely true/mostly true

THE  
END

12 Vermarkter – ein Team! [screenforce.de](https://www.screenforce.de)



VISOON.



sport1



AGFS

# The Credibility Factor: Conversion Table

The following table can be used to directly compare the credibility of a channel with the credibility of another channel. This is on the basis of all the credibility factors that were found empirically.

Example:

An exposure on TV is 1.56 times more credible than an exposure on YouTube

	TikTok	Instagram	Facebook	YouTube	TV
TikTok	1.00	0.71	0.68	0.52	0.33
Instagram	1.41	1.00	0.96	0.74	0.47
Facebook	1.47	1.04	1.00	0.76	0.49
YouTube	1.92	1.36	1.31	1.00	0.64
TV	2.99	2.12	2.04	1.56	1.00