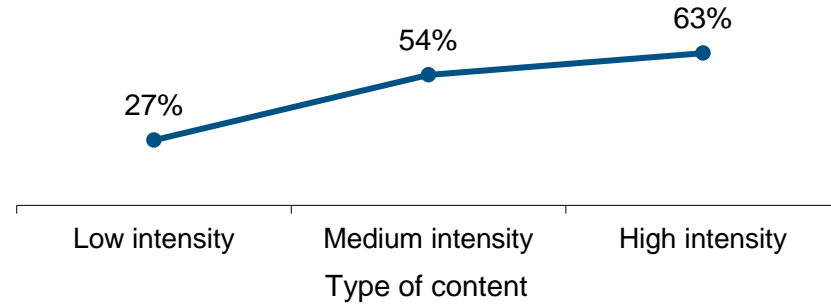
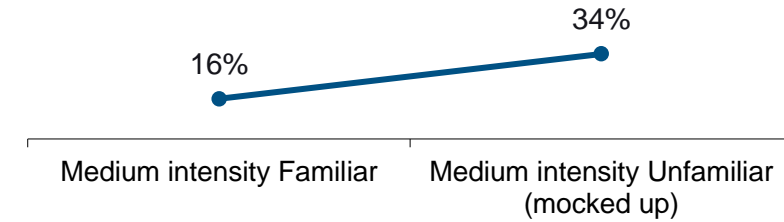


# "Hard" content not a problem for brands advertising in newsbrands

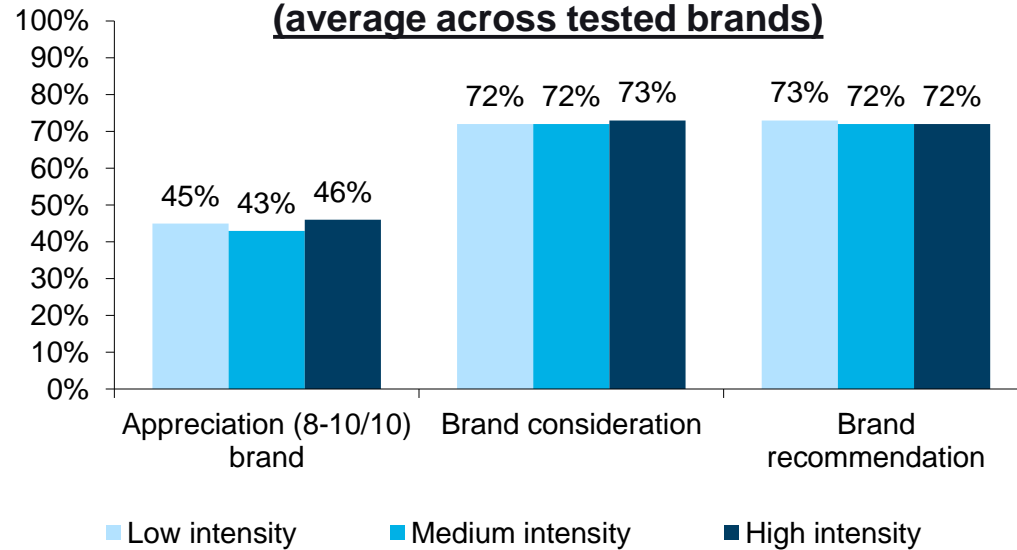
**% negative emotions against ARTICLES content**



**% negative emotions against WEBSITES**



**Impact on brand metrics**  
**(average across tested brands)**



**Impact on brand metrics**  
**(average across tested brands)**

