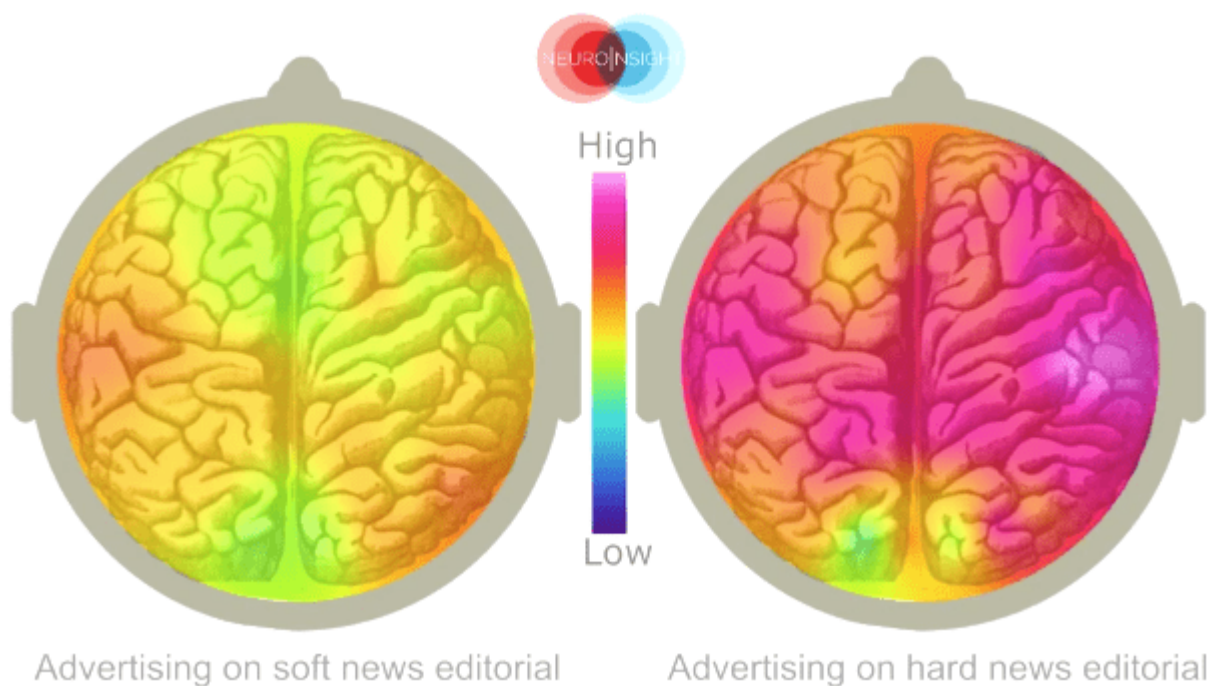


Newsworks & Neuro-Insight: The Hard News Project

A neuroscience investigation into the impact of “hard news” on advertising responses shows that hard news has no negative impact on advertising content. Brands using over-zealous brand safety restrictions in their programmatic buying are instead missing out on the benefits of advertising in the high-performing newsbrand environment.



[Read the research here.](#)