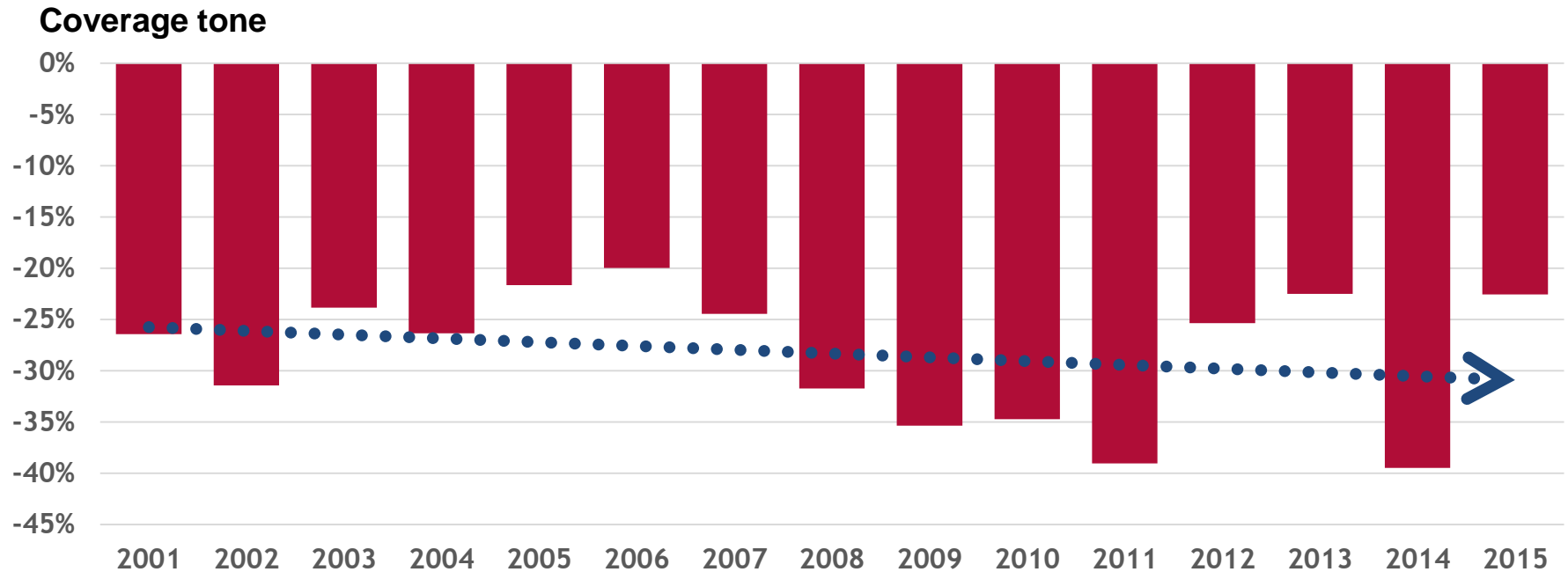


Pessimism growing on U.S. TV news



The long-term trend on the tone of U.S. TV news has worsened over the last 15 years. While negativity has been less pronounced in 2015, global conflict and the trust meltdown were both key contributors to the worsening media picture.