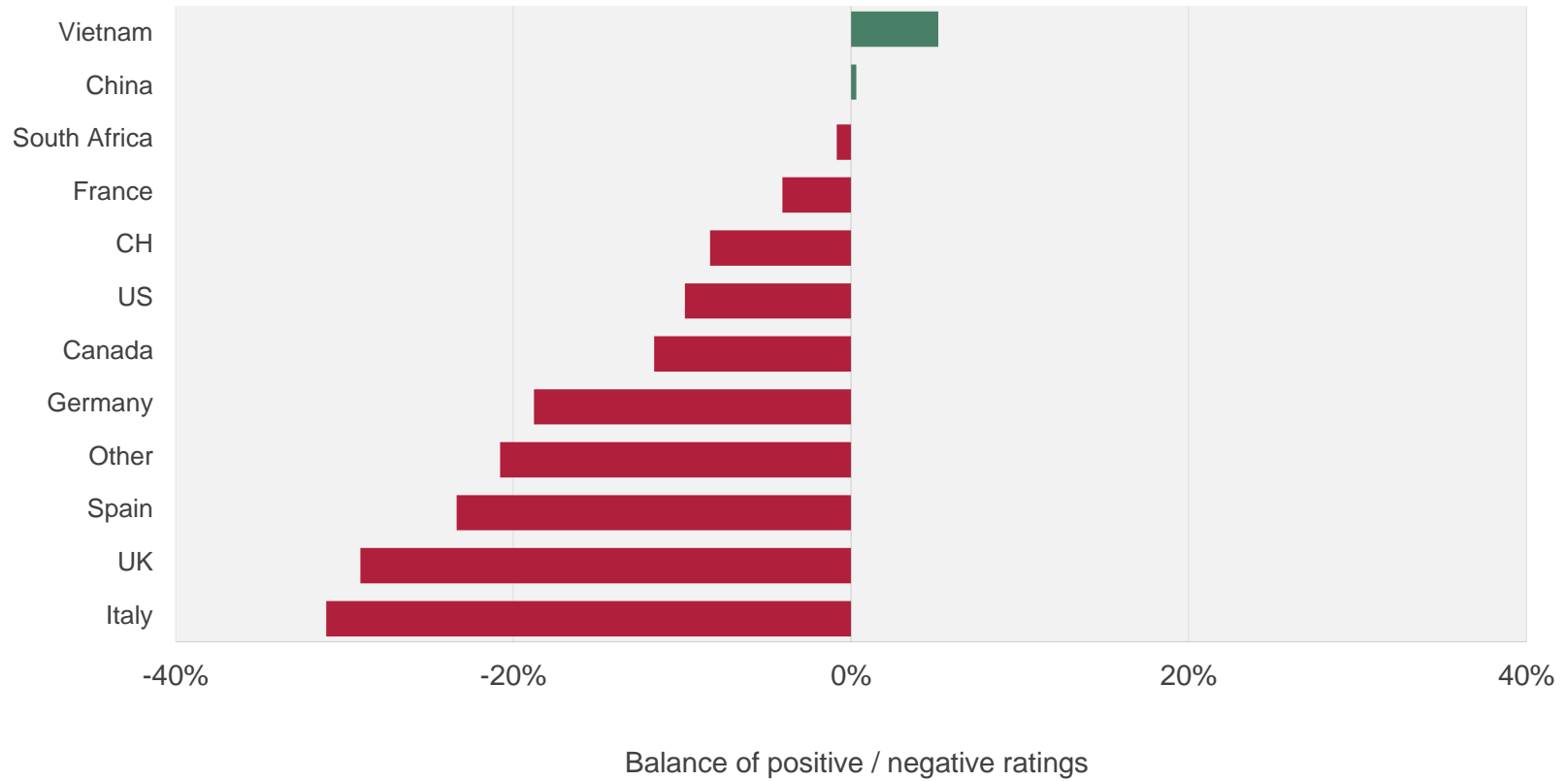


European media market toughest for CEOs

CEO reputation trends | *Tone of coverage on international TV news 2012/13*



Basis: 9,197 stories on senior executives on 35 international TV shows (Europe, North America, Asia, Africa); not all shows completely analyzed