MediaTenor
strategic media intelligence

Roland Schatz, Editor

Global Agenda Index 2020

Awareness
Makes THE Difference

SDG Lab, Davos, January 23, 2020

- Putin starts the new decade with a better media rating than Trump, Erdogan, and Assad

- The trust meltdown facing the tobacco, oil, and finance industries reached Silicon Valley

- FT among the winners in the agenda-setting media

Media tone on world leaders

0%
-10%
-20%
-30%
-40%
-50%

Erdogan   al Assad   Trump   Putin   Kim

Tone of coverage on the IT industry

10
0
-10
-20
-30
-40
-50

2005 2007 2009 2011 2013 2015 2017 2019

Basis: 443,671 reports on companies, industries and managers in opinion-leading media.

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Global Agenda Index 2020

edited by:
Roland Schatz

Awareness makes THE difference

At the beginning of this decisive decade I met the 9-year-old daughter of our neighbor. They had adopted her few years ago as she was born in a family where nobody talked to her. As a result, she didn't speak. Now, I see her with friends having a great time. In school she has made amazing progress and is no longer behind. How inspiring to see: awareness and care make THE difference.

The Swiss Sunday paper SONNTAGSZEITUNG published an overview of the achievements in the second decade of this 21st century on Jan 6 2020. Under the headline "Probably the Best 10 Years for Humankind," they listed the following achievements reached between 2010 and 2019: Child mortality went down by 33%, life expectancy went up from 69.5 in 2010 to 72.6 years, the Gini Index capturing global inequality went down for the first time from 70 to 65, access to phones and the internet is now 83%. If the world only knew about these encouraging developments - often initiated by "small" inventions and by individuals or foundations that don't capture headlines.

Before entering 2020 we celebrated the 30th anniversary of the fall of the Wall dividing East and West Europe on November 9, 1989. This change became a reality because a small group was not willing to accept the status quo. Meeting once per week each Monday didn't make a difference when they started in 1985 at the Nicolai church in Leipzig. But as they remained persistent and marched around their city centers week after week, the wall came down four years later. Young and old marched again in 2019. Not Mondays, but Fridays. Again media created awareness for their purpose. Climate issues made it to the top of global agenda. Back in 1989 there were no cell phones and no public internet. 30 years later politics a la Erich Honecker, Helmut Kohl, and similar have no chance against crowd intelligence, purpose and motivation.

Awareness makes THE difference

Smart solutions will outbalance the downward trend indicated by the latest UNCTAD World Investment Report. Solutions like the next generations of antibiotics (GAI2018) are developed and designed to serve people and not the pharmaceutical industry. Water, the new oil, is available even in regions where it rarely rains. Reforestation, the change to renewable energy solutions, and affordable housing are also at the forefront. This is thanks to new partnerships showcased by the 300 projects headed by Climate Investment Funds hand-in-hand with private sector investors and the governments of Ghana and 72 other countries.

Creating awareness for these developments as well as alerting us about remaining shortcomings will make the difference for this decisive decade. There is no Plan B to the SDGs.

The Berlin Wall divided East and West Europe for decades, and many people grew up thinking it was impossible for it to ever come down. Finally bringing it down on November 9, 1989 needed countless small groups of people and a weekly gathering like this one in Leipzig, which happened four weeks ahead of the Wall coming down in Berlin.

Trump's media image consistently negative

International media coverage of Donald Trump remains strongly negative. This has deepened in 2019 as he faces impeachment. These findings highlight the level of concern Trump's leadership has generated in Europe and in the U.S. itself. Notably, Trump has a worse image in the analyzed countries than Russian President Putin, underscoring a narrative which suggests Putin has been perceived as the winner when it comes to questions about Russian involvement in the 2016 U.S. election and European politics.

Media coverage on world leaders on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2019

Comparison of controversial world leaders


Legend: ■ Trump ■ Assad ■ Erdogan ■ Kim ■ Putin
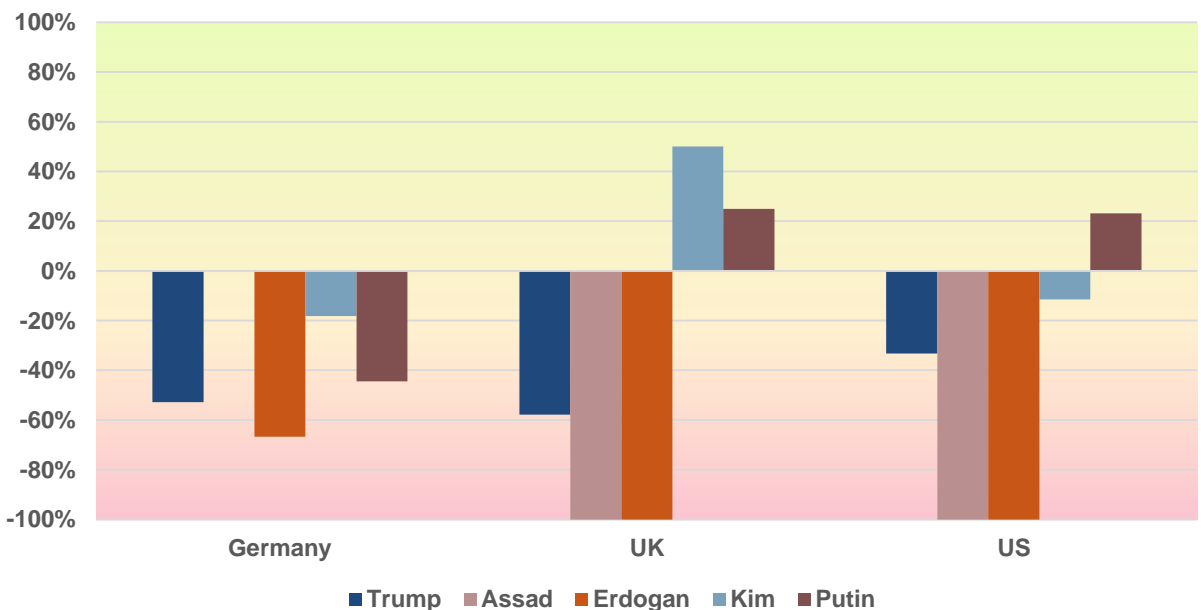
Strong negativity on the U.S. isn't only for the president

The image of the U.S. is sharply negative in many key media markets. Except for Italy. Four countries offer less negative coverage about the U.S. than the U.S. itself. This negativity about the U.S. has focused on a range of issues including economic, political, and social. Strong polarization in debate, questions about media quality, and concerns about the for-profit healthcare system have all been contributors to negativity. Coverage of mass shootings and other high profile crime stories have also contributed to the negativity. 2019 was the year were the US had to announce for the first time that less people were migrating to the country and that there was now a negative birth-death ratio.

Media coverage on the U.S. on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2019
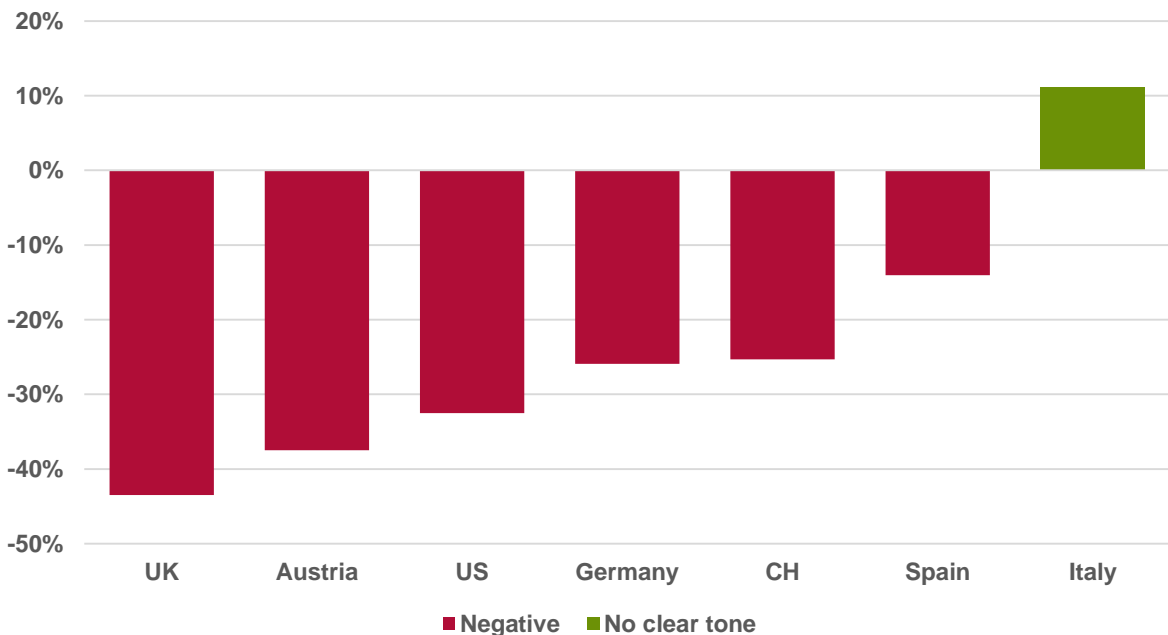
No clear favorites in media for a Democratic nominee – Michael Bloomberg lacks visibility

While media has focused strongly on the candidacy of Joe Biden, coverage has skewed negative as concerns about gaffes and his age have loomed large. Meanwhile, Elizabeth Warren and Bernie Sanders are neck-and-neck behind him, with almost identical volumes of coverage and tone. Pete Buttigieg, although less visible than the other top-tier candidates, has the greatest share of positivity as his unexpected strong performance in polls and debates received coverage. Kamala Harris, despite having withdrawn from the race, continues to get coverage for her work in the Senate as the impeachment of Donald Trump remains in focus.

Media coverage on Democratic presidential candidates Jan 1 – Dec 31, 2019
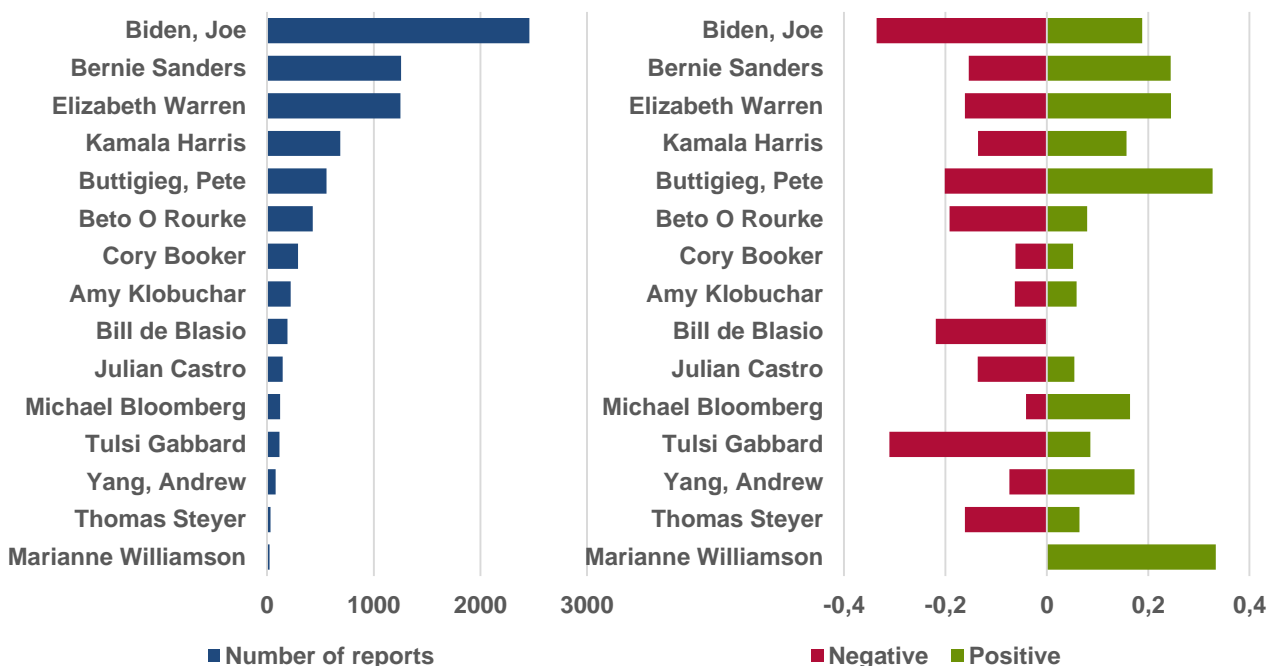
# Concerns about the U.S. economy remain despite intermittent optimism

U.S. media have a more positive take on the U.S. economy than media elsewhere, especially at the end of the year as gains in the stock market have been a source of ongoing economic and political discussion.

Trump's ongoing efforts to renegotiate international trade deals and impose tariffs on China have had a very different reception outside of the U.S. than within it. Questions about the long-term health of the stock market, a potential recession, and whether the U.S. is willing to stick to long-standing trade deals have all contributed to uncertainty.

Concerns about the buying power of consumers amid these volatile issues were also a part of the coverage.

Media coverage on the U.S. economy on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2019

U.S. image of U.S. economy
International image of U.S. economy
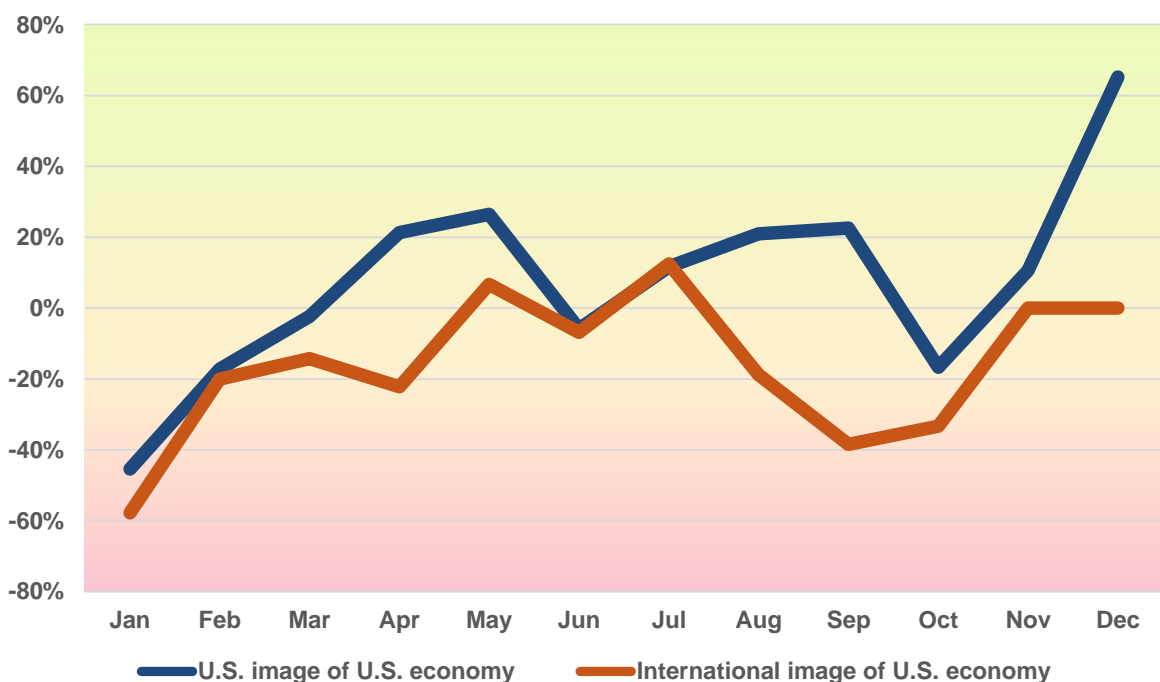
The Chinese economy is also facing risks according to the media

The image of the Chinese economy has also suffered from volatility over the course of 2019. While the U.S. media has focused on the potential harm done by Trump's ongoing statements about tariffs, media elsewhere have additionally focused on a range of other issues.

Increases in debt, a weakening currency, the real estate bubble, and slowing growth have all been subjects of media reports. The impact of tax cuts, infrastructure spending and changes in monetary policy in China have all been discussed by international media.

Media coverage on the Chinese economy on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2018
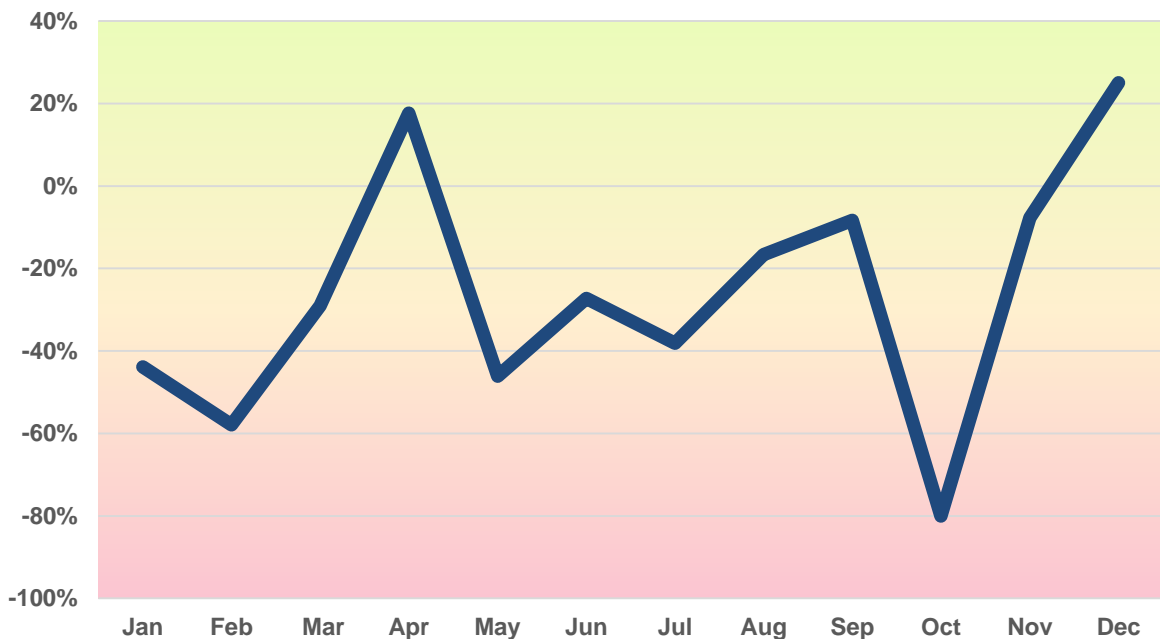
Improving scenario-building as a global tool
## *Taking advantage of the Agenda Setting Theory*

The UNAI and Media Tenor have partnered to develop a Global Agenda Index that goes beyond conceptions of nationally-based analysis to map and evaluate those global environmental issues that matter.

By adding applied agenda setting theory to the current standard, we are able to challenge existing "truths" and paradigms which are limited by nationalistic perspectives. Through ongoing international media analysis and leading analyst quotations, a more global perspective is considered in order to create a more robust future scenario and

identify the impact of game changers, in the arenas of both politics and business.

In this new approach, the opinions about our future from 200 heads of state, parliaments, top CEOs, university presidents, and media leaders have been collected. Leaders had the opportunity to not only vocalize their expectations for the next five and ten years, but to see how these opinions interact with the agenda of the mass media. In the future, we will also include the results of the Global Youth Poll and the inter-generation Polls on a regular base.

Improving Scenario Building: A multi-method approach
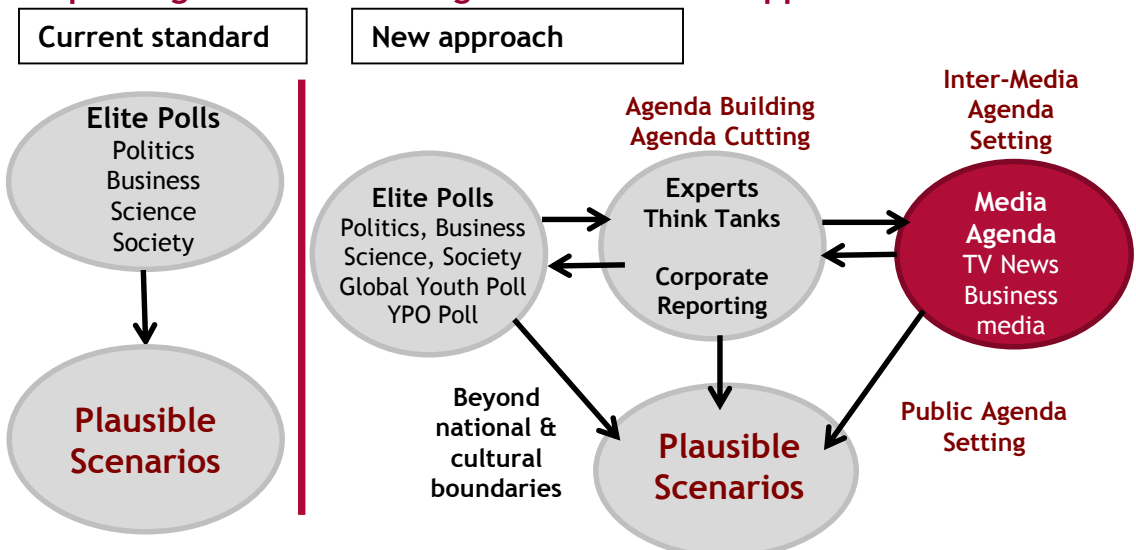
YPO 2019 Global Leadership Survey

Since 1950, YPO has been a growing organization committed to developing better leaders and through learning and idea exchange. Membership is limited to leaders that achieved success at an early age. YPO now includes more than 27,000 chief executives across 130 countries. YPO related companies represent 9 trillion USD in annual turnover and employ 22 million people.

During the World Economic Forum in Davos, YPO will be releasing its 2019 Global Leadership Survey to share chief executive priorities and compares them with younger generation perspectives.

A total of 4,154 respondents from around the world participated in two surveys- the CEO survey includes responses from 2,283 chief executives and the companion survey includes responses from 1,871 younger generation people ages 18-31.

The leading SDG areas of concern among chief executives are:

- Climate change
- Lack of quality education
- Peace, justice and global institutions
- Availability of work opportunities and economic growth

The leading SDG areas of concern among younger generation are:

- Climate change
- Lack of quality education
- Poverty
- Availability of work opportunities and economic growth

YPO 2019 Global Leadership Survey

Survey Methodology

The CEO survey was conducted by YPO with member CEOs from 110 countries from December 23 – January 4 via an online questionnaire with a representative probability sample.

The margin of sampling error is plus or minus 1.97 percentage points at the 95% confidence level.

CEO Survey Composition Detail

Gender: 90% male, 10% female

Age Distribution for CEO survey

■ <36   ■ 36-40   ■ 41-45   ■ 46-50   ■ 51-55   ■ 56-60   ■ 61-65   ■ >65
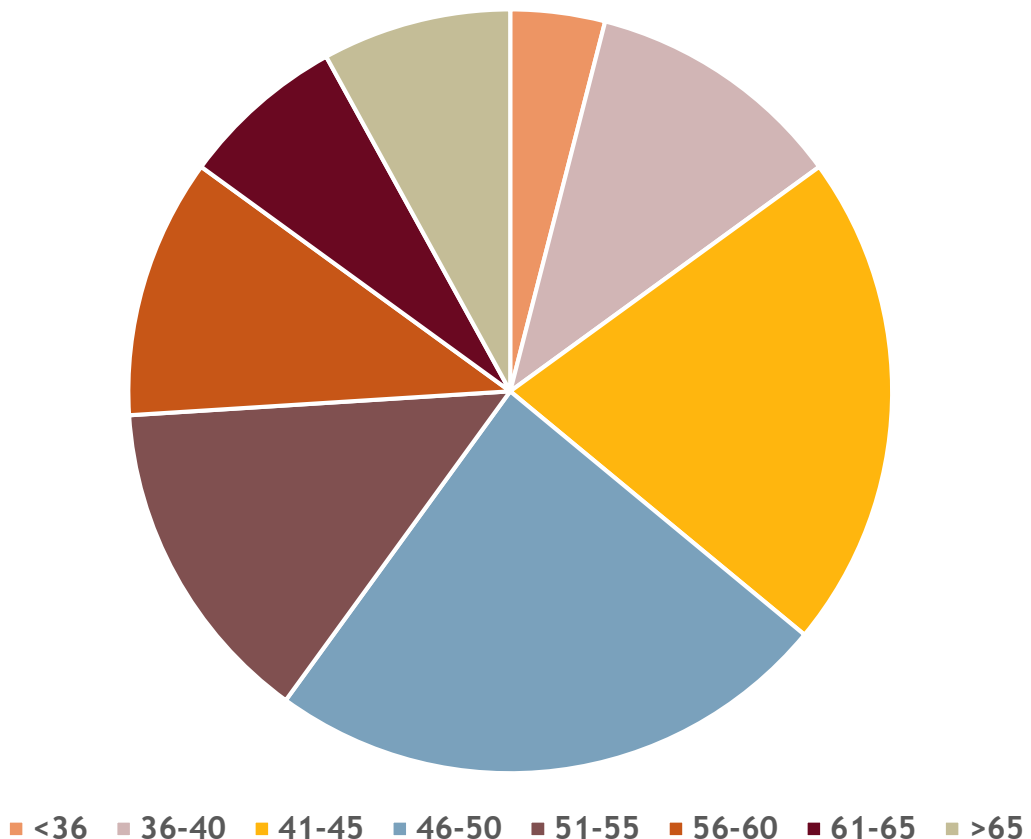
YPO 2019 Global Leadership Survey

The companion survey of younger generation people (future business leaders) was conducted by YPO from 23 December – 4 January. A total of 1,871 global respondents, ages 18-31, with at least some college education participated in the survey. The margin of sampling error is plus or minus 2.3 percentage points at the 95% confidence level.

Business Types in CEO Survey
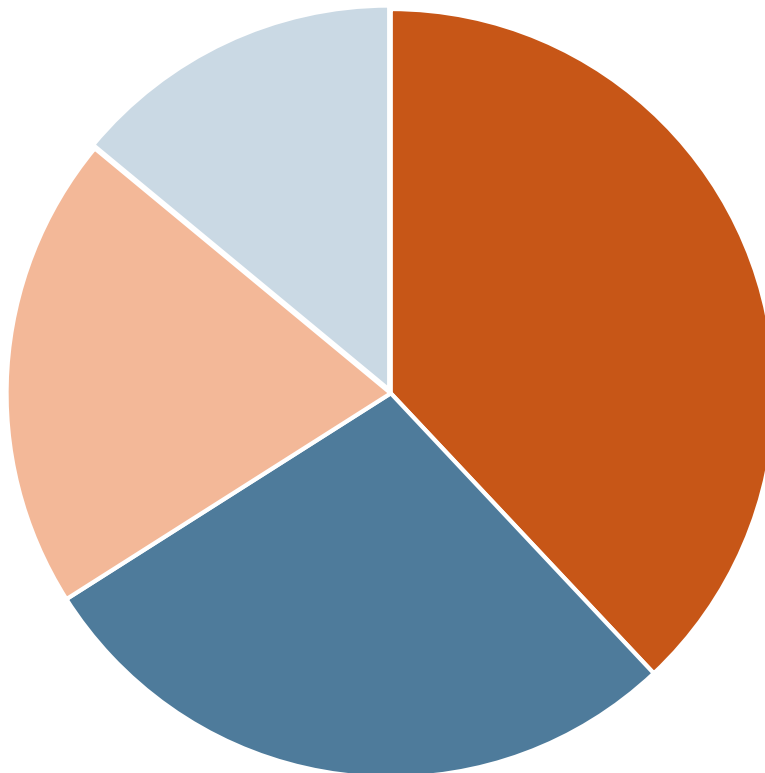
- entrepreneurs
- family business leaders
- professional managers
- non-categorized CEOs.

YPO 2019 Global Leadership Survey

Regions represented in CEO Survey

- Australia/New Zealand
- Canada
- Europe
- Latin America
- MENA
- North Asia
- South Asia
- Southeast Asia
- United States

Anti-plastic woes remain on the agenda
Plastic pollution reframed as a universal problem

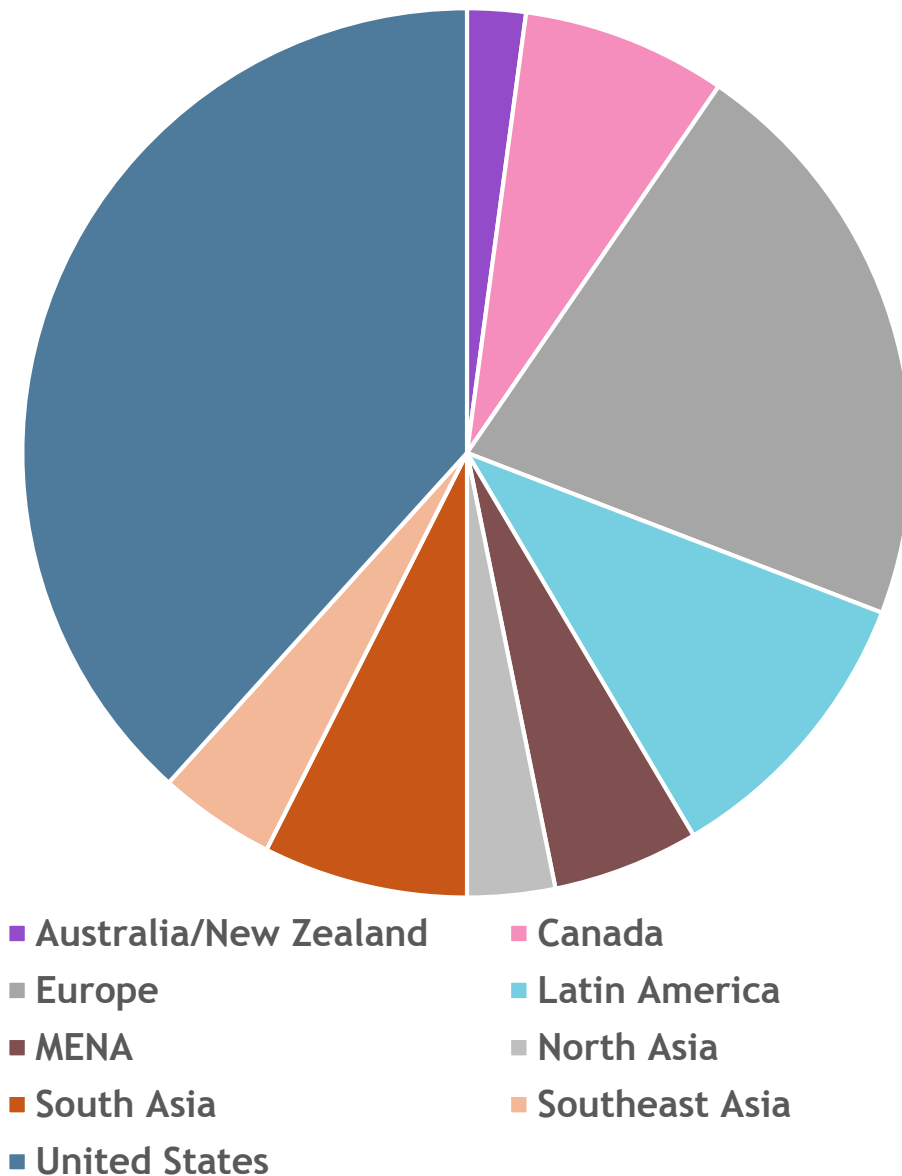After the UN Ocean Conference in February 2017, the media began to dedicate rising awareness to the problem of plastic waste contaminating water. The issue attracted global media coverage and prompted calls for action, such as cleaning up shores and oceans. In 2018, the discussion opened up and plastic waste in general was discussed as a broader issue. The current public discourse on plastic means that major shifts in demand are underway and

countries need to reorganize their waste management and recycling as well as production regulation to meet changing attitudes. The Chinese import ban on plastic waste in 2018 has sent shock signals to countries and industries. Although overall coverage levels in 2019 in Germany and other countries have declined, the issue remains on the agenda and corporations are asked to find solutions due to shifting consumer preferences and regulatory action.

Volume of coverage on plastic waste/pollution in selected German media

- Micro plastic waste
- Plastic waste (general)
- Plastic waste (water)
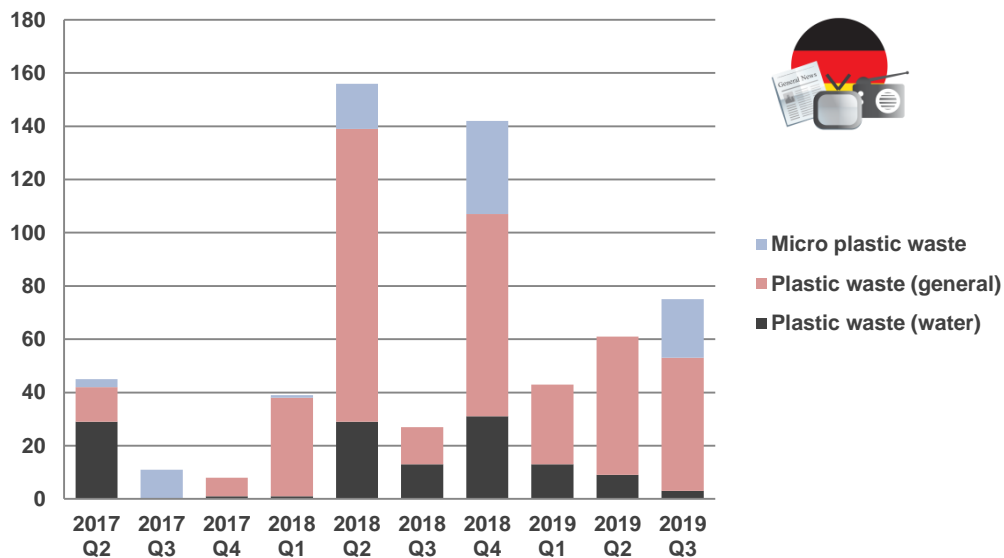
Basis: 489,271 reports on protagonists, 607 reports on plastic waste / pollution in German TV news, radio, selected weeklies and BILD

E-Mobility needs to proof its scalable
Public's love affair with wind energy tested

The favorable coverage on renewable energy doesn't guarantee a smooth transition to a carbon-free economy. The realization of wind power plants on shore, for example, has become a highly disputed issue in local communities. Politics is tempted to increasingly focus on short term approval. E-mobility has become a buzz-word in global media and politics including Germany. But despite rising awareness levels which are a precondition for increasing sales, the media has started to highlight the issues that still have to be solved before electric vehicles can become the alternative of choice for the broader public.

Energy and mobility issues in German media coverage
Evaluation of technologies with regard to different energy sources 2016-2019

Media rating of different car technologies 2016-2019

Media rating of different energy technologies
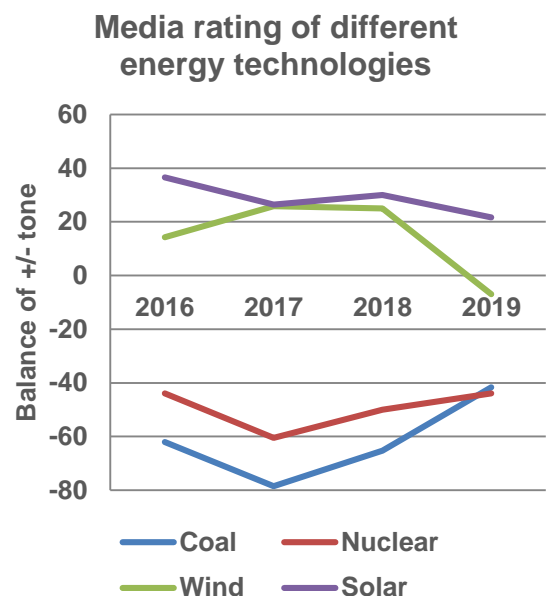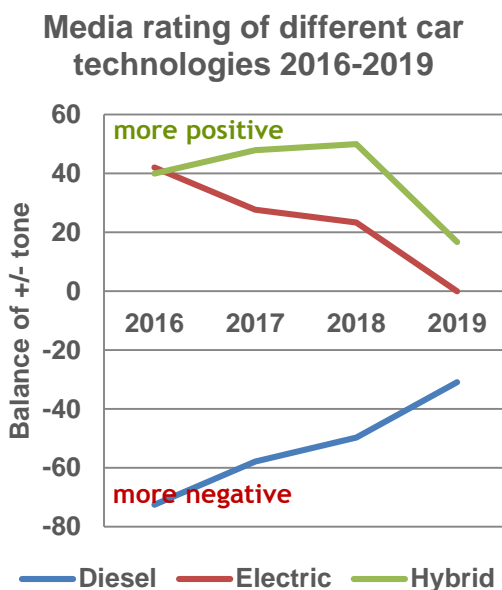
Basis: 9,090 reports on technologies in 19 opinion-leading German media

Answering digital policy calls
by Jovan Kurbalija

Henry Kissinger once asked "Who do I call if I want to call Europe?" The essence of Kissinger's question easily translates to the tech era: *who do we call to solve today's digital problems***? But more importantly***, who is picking up the phone?*

Many phones are ringing. Digital problems are becoming more serious: fake news, illegal content, and cybercrime are spreading; risks related to artificial intelligence and cryptocurrencies are becoming all too real; and we're risking a gradual loss of our fundamental rights.

Citizens are not the only ones demanding solutions. In May this year, following the online broadcast of the Christchurch terrorist massacre, New Zealand and France issued the Christchurch Call to stop violent extremist online content. Facebook called on governments to set clear rules on how to use data for AI systems. Microsoft proposed the Digital Geneva Convention as a solution for cybersecurity challenges. Last year, several new declarations and resolutions related to security in cyberspace were launched in the space of a few weeks. This included the Paris Call for Trust and Security in Cyberspace, issued by over 100 governments and companies.

Even though we are all paying more attention, seemingly more of our digital policy calls go unanswered. It seems we are playing catch-up on virtually every digital problem. Why?

A co-operation issue

The multidisciplinary nature of digital issues means that we must avoid working in policy silos. For example, innovations such

as AI are about technology at first glance, but they are just as much about ethics, law, and global security.

To find viable and worthwhile solutions to our far-reaching digital issues, we must be inclusive of a wide range of actors and perspectives. We need governments, the tech industry, local communities, academia, and others at the same table. These actors have an enormous stake and responsibility in developing the regulations we need.

Due to the cross-border nature of the Internet, these efforts can only be successful through international cooperation. For example, it is far from easy to agree on how to tax global platforms such as Facebook and Google. The EU, the OECD, and the G20 have all been debating this for years. The regulation of e-commerce, big data, and other digital issues are all equally as challenging.

Of course, in all matters of modern technology, speed matters. Policy solutions lag behind the exponential rate of innovation. Digital policy hence requires swift and agile action. However, the traditional means of drafting treaties runs contrary to this condition. Just to illustrate, the UN Convention on the Law of the Sea was under negotiation for *nine years*. This approach is obviously incompatible with the fast-evolving issues of digital governance.

We are therefore faced with an all-important question: how do we initiate greater digital cooperation that will enable effective communication and lead to efficient and effective solutions?

Answering digital policy calls
by Jovan Kurbalija

A proposal for a Digital Cooperation Forum

The UN High-Level Panel on Digital Cooperation was established with exactly this in mind, and in its June's final report mapped out what must be done to ensure a better digital future.

The Panel's recommendations on digital governance provides the foundation for a few models. Combining the strengths of these models can lead us to a new architecture - a Digital Cooperation Forum (DCF) - that would serve as the much-needed *digital home* where the world could finally address digital policy issues in inclusive, informed, and impactful ways.

The DCF would address three major gaps in global digital policy: the absence of a multidisciplinary approach to digital issues, a lack of actionable outcomes, and the limited input from small and developing countries. It would build on an existing UN policy mandate, bypassing the painstaking negotiation required for a new multilateral agreement. This is critical, as we do not have any more time to waste in solving the world's digital issues. By establishing the DCF quickly, the world would be able to strengthen its focus on new issues such as AI, big data, and blockchain.

The DCF would establish three different spaces to address digital issues. The first – the Cooperation Accelerator – would take on a multidisciplinary approach to digital policy by including diverse perspectives from across the policy spectrum. For example, pressing issues related to data and AI would be addressed from technical, ethical, legal, security, humanitarian, and other perspectives. The Cooperation Accelerator would help policymakers,

diplomats, tech specialists, researchers and journalists move beyond their natural policy silos.

The Policy Incubator would provide the right environment to develop, monitor, and adjust policies and norms in a fast way. For instance, after receiving calls for action such as the Christchurch Call or the Paris Call, the Policy Incubator would immediately verify whether existing regulations can be applied to take prompt action. In many cases, existing rules would be sufficient. However, if new rules are necessary, the Policy Incubator would serve as a space where new regulations can be developed in an evidence-based and transparent manner - solutions that could be immediately used by governments.

Lastly, an Observatory and Help Desk would be established to increase knowledge and information-sharing, and to provide greater support to small and developing countries. The DCF as a whole would be guided by an advisory group consisting of a diverse group of leaders from the tech industry, governments, academia, and civil society.

What lies ahead

As pressing as the issues of today are, the DCF's architecture would also need to be flexible enough to deal with future *unknown unknowns*. It is easy to forget that issues such as fake news and ethical AI have only recently risen to the top of the global policy agenda. Like earthquakes, it is difficult to predict where digital issues will emerge. However, as with earthquakes, we must be prepared to deal with their consequences.

Answering digital policy calls
by Jovan Kurbalija

History has shown us time and time again that the only way to make real progress on global issues is through global cooperation. After decades of incongruent policies and of endless academic discussion on digital governance, it is now time for consolidation and action.

In a few days' time, the Panel's recommendations and this proposed new model will be discussed during the 14th annual gathering of the Internet Governance Forum in Berlin. A truly global digital governance model should then begin to emerge.

The success of any new digital governance model is based on a simple question: how will the new framework answer the world's digital policy calls? Clarity on this matter will be the main criteria.

When trust is lost, data become worthless
Politics wakes up to reputational threats

2018 has seen the first fatal business failure on the abuse of data. Cambridge Analytica, a consultancy firm from the UK, became known to have used data from social networks like Facebook without users' consent to for political purposes*. The firm was alleged to have helped the Trump election campaign as well as the Vote Leave campaign in the UK. The massive negative media coverage caused a reframing fro Cambridge Analytica: instead of a smart data-driven consultancy, it was now pictured as a threat to democracies. As a result, the company sent a press release announcing its closure as business partner ran away.

*https://www.theguardian.com/news/series/cambridge-analytica-files

Cambridge Analytica data scandal: adverse publicity on the brand and the CEO - consequences

Despite ████████████████ unwavering confidence that its employees have acted ethically and lawfully, which view is now fully supported by ██████, report, the siege of media coverage has driven away virtually all of the Company's customers and suppliers. As a result, it has been determined that it is no longer viable to continue operating the business, ████████████████

Company press release

Image, Company

- negative
- neutral
- positive

1%
99%

Image, CEO

- negative
- neutral
- positive

27%
73%
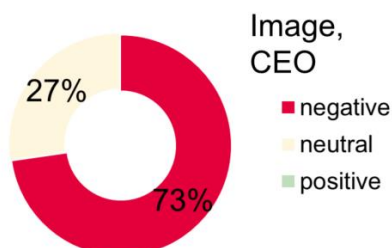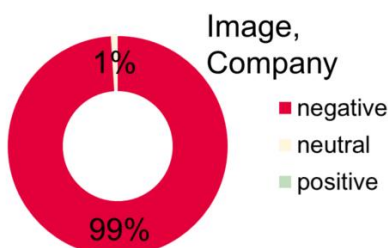
Basis: 948,979 Reports on companies, industries and managers in 20 opinion-leading German media. Selection of Alphabet, Amazon, Apple, and Facebook

Enthusiasm over digital change fades
Cyber risks remain big woe in global media coverage

Until recently, the increasing amount of stories on digital change led to a certain neglecting of related risks. The Facebook data breach has stopped this trend and has shifted public awareness back to the problems related with data. The coverage tone on cyber issues like data breaches indicates that they are a significant reputational, financial and regulatory risk for companies. As a side effect,

however, coverage on the digital change has become less positive as well. This includes the risks of not realizing projects and investments that could be of huge benefit to society, consumers and investors. Companies need holistic strategies to deal with all risks that come up with digital change including a proper reputation risk management strategy and transparent communication.

Tone of coverage on Cyber Risks and Digital Change 1/2015 – 6/2019 on international TV news
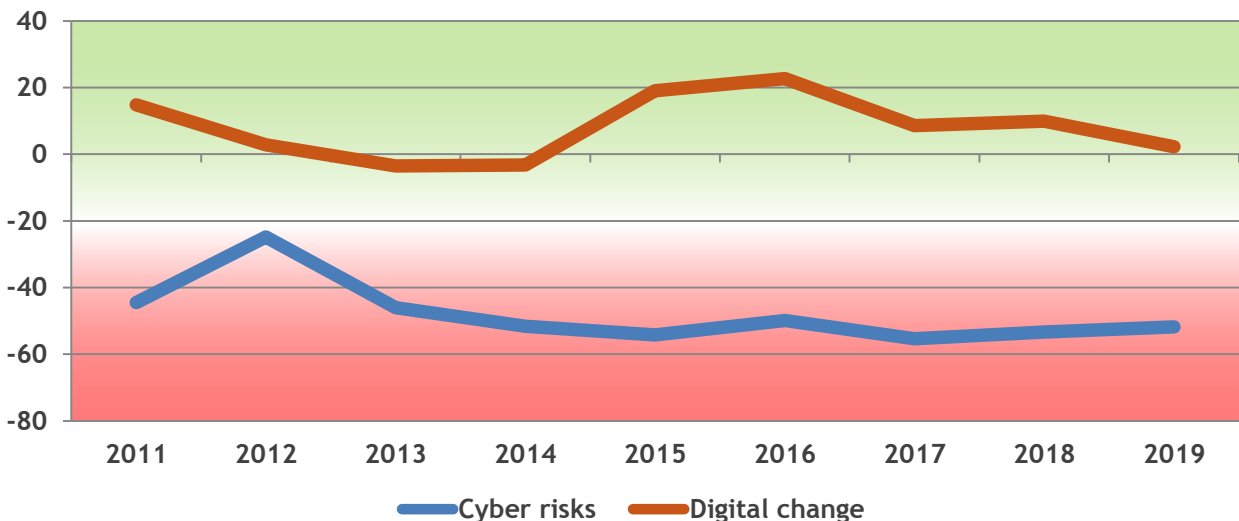
Basis: Media Tenor International AG. 659,059 reports on protagonists in BBC 2 Newsnight,
BBC1 Ten o' Clock News. ARD Tagesthemen, ZDF heute journal, NBC Nightly News, CBS Evening News

Facebook remains in systemic trust crisis
Digital disrupters need to win fight for acceptance

Facebook along with other newly founded technology companies have been regarded as digital disrupters and stock market darlings as they have managed to rapidly increase their market shares. But the strong and sometimes sudden decline in global media reputation signals that gaining market share is a necessary but not sufficient condition for lasting success.

Airbnb and Uber have neglected showing how they care for issues like customer and employees health and safety concerns or issues like housing shortage. Facebook along with Google have become a key destination for advertising money but clients have started to notice reputational risks along media woes over privacy and abuse of data.

Opinion-leading German media: Coverage tone on FAANG* companies

Balance of +/- coverage in %

Balance of +/- coverage in %
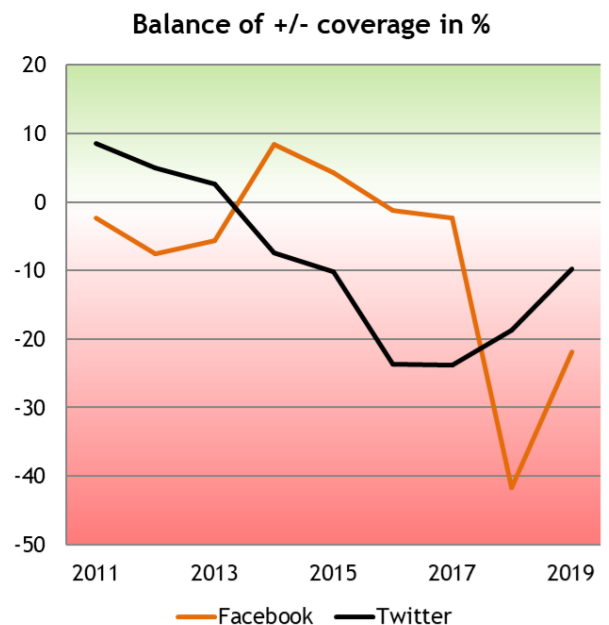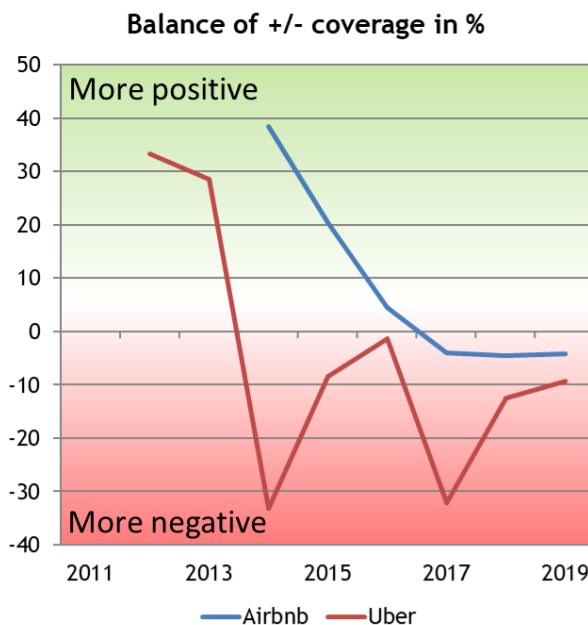
Basis: Media Tenor International Analysis of 1,597,828 reports on companies, industries and manager in 47 international media. Selection of the companies listed above

Business may be beginning to recover trust

Tone of coverage on business overall
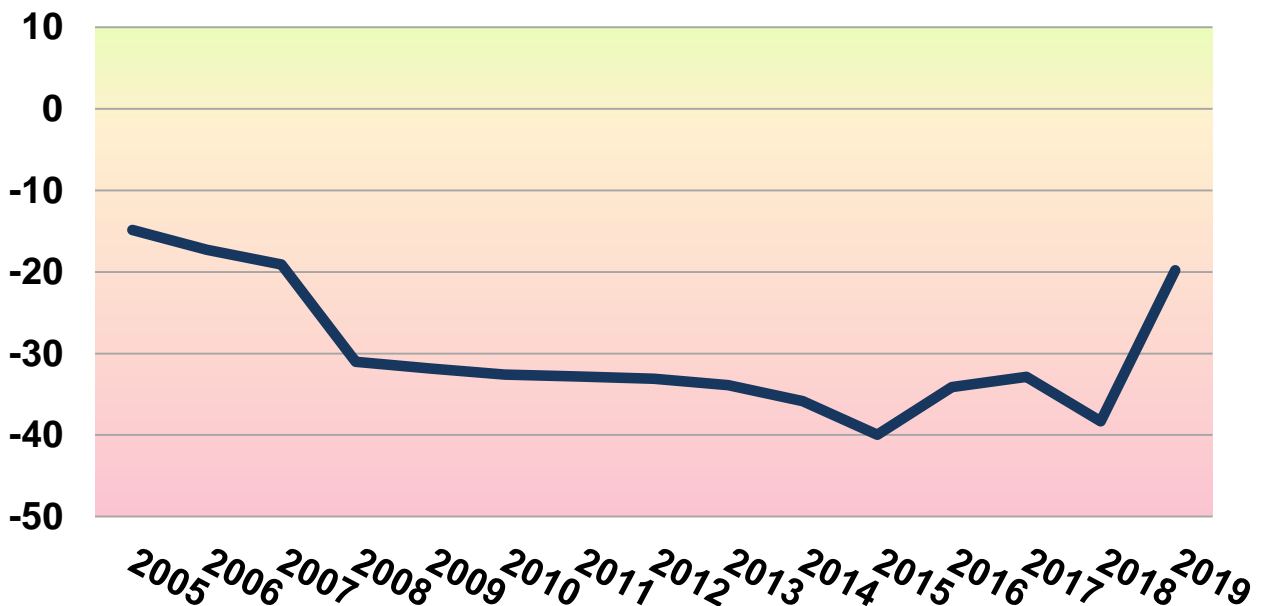
The image of business and corporations overall remained on a downward trend through 2018 in major international media in the U.S., U.K., and Germany. In 2019 there was significant improvement despite a still negative image. It remains to be seen whether this will develop into a new trend in coming years. The long-term tone issues were a product of a range of issues, including trade disagreements, political instability, and corporate misbehavior. The risk of these issues flaring up again remains constant, but there is also the risk of the media and the general public deciding this is normal and not expressing as much disapproval of these concerns as in the past.

Some industries have fared worse than others. The tech industry offers an example of how an industry that has been touted as a solution to problems in the past is now often seen as the cause of them in a variety of different arenas.

The tech industry has seen a particularly steep image decline

Tone of coverage on the IT, tobacco, and banking industries
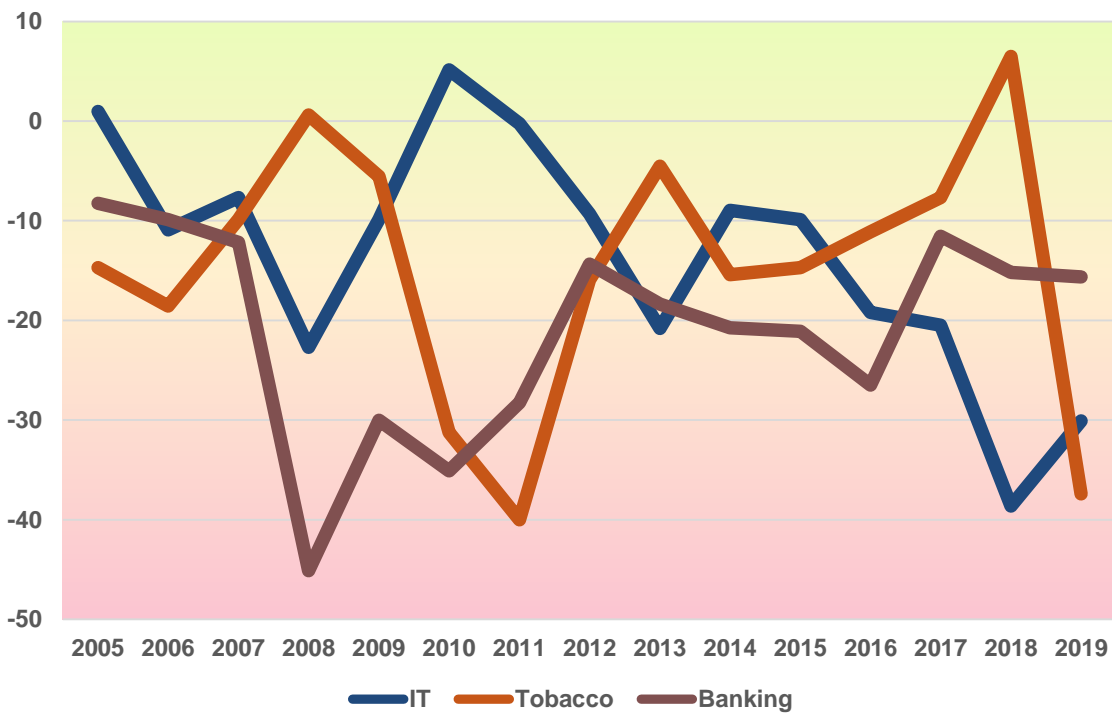
Concerns about the impact of social media on elections, treatment of workers in production facilities, pollution related to manufacturing, cyber risks for consumers, and discrimination in the workplace all contributed to the sharp increase in negativity for the IT industry. Rather, as trust has been lost in certain major players, skepticism as a whole

has increased. Despite some improvement in 2019, the situation remains severe, and as satisfactory solutions to this trust crisis have not yet been found, uncertainty remains. For the last several years the IT industry has had an image similar to, or worse than, the tobacco industry, highlighting the potential negative societal impact of the industry.

Increasing risks for sponsors due to non-sports issues

The image of athletes and sports is a prime factor in successful marketing campaigns from companies like Nike, adidas and its peers but as well for all other companies who make uses of the popularity of extraordinary athletes to raise their brand profiles. The long-term analysis of global TV news points to increasing risks from non-sports issues that can dent the image of athletes and organizations. It is not that the media and the public would expect sports people to be "saints". However, the code of conduct is playing a larger role today than it did in the past and it is not likely to diminish again. Especially those athletes that have been mentioned in the #metoo debate have seen their own brand value as well as their sponsors' brand value at risk. Political statements have become another area of risks in light of polarization.

Media coverage on athletes on international TV news
Share and tone of coverage by topic fields, 1/2012 – 3/2018
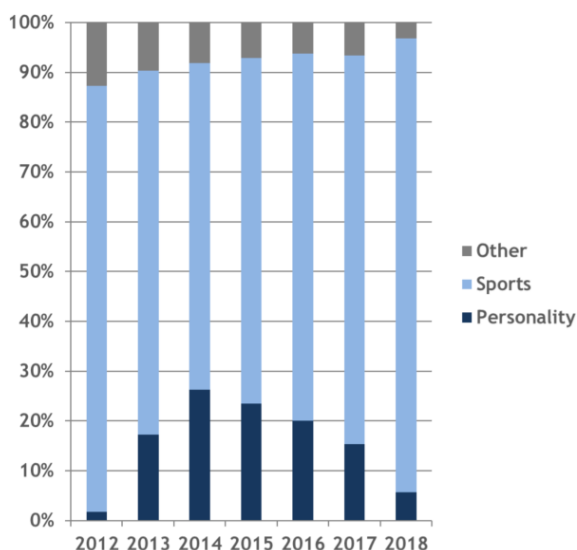
Basis: 39,691 reports on athletes on international TV news shows
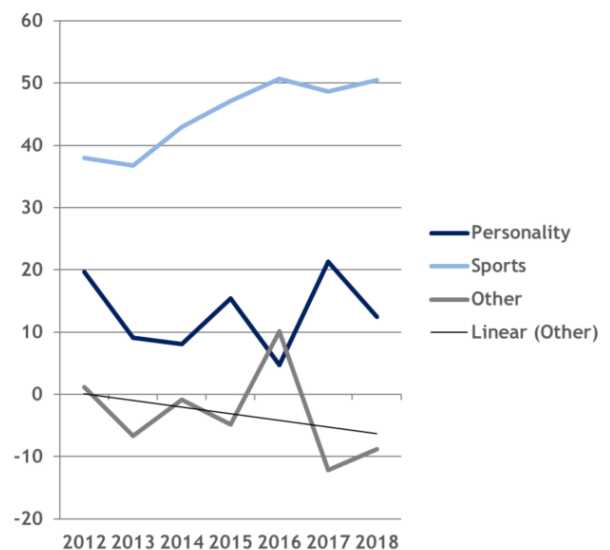
Car makers slowly regaining trust on environmental issues

What started as Volkswagen's diesel emissions cheating scandal has become a trust crisis in the global car manufacturing industry. Negativity levels of -50 and lower demonstrate the disappointment of the media regarding environmental policy issues in 2015 and 2016. However, unlike the banking industry, a number of car makers have made strategic decisions in order to gain back credibility, such as by presenting ambitious plans for emission cuts and the introduction of new product lines with low or zero emission technologies. The perception of management has stabilized, and the tone of coverage on environmental issues has improved. But the scandals are still present.

Media coverage on car makers 2015 – 2019
Coverage tone on selected image factors
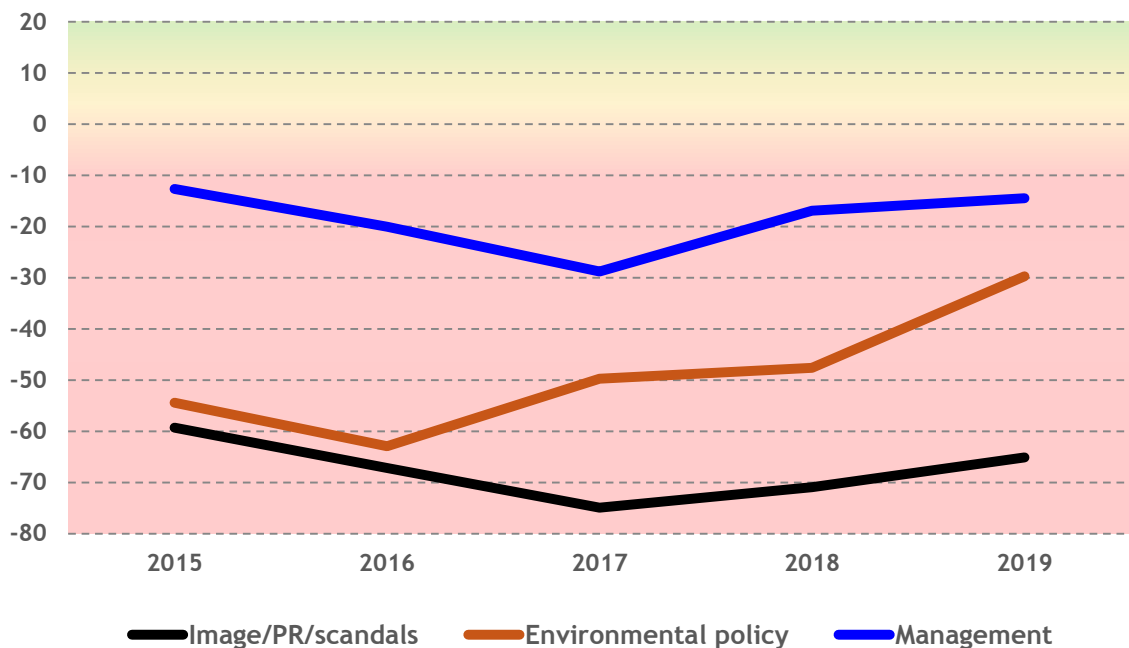
Basis: 55,325 stories on car makers and the industry in 20 opionion-leading German media

Production/supply chain risks increasing

Media coverage related to production and the supply chain at companies has become increasingly negative over time. This is related to a range of issues, including social responsibility concerns in the supply chain. Worries about pollution, treatment of workers, human rights violations and other ESG factors in the supple chain have impacted multiple industries. Particular negativity has been apparent for the IT industry (rare minerals issues and assembly of products), the clothing and textile industry (treatment of garment workers and safety issues), and the mining industry (child labor and other human rights violations.

Media coverage on companies 2001 - 2019
Coverage tone on selected image factors

Production/supply chain
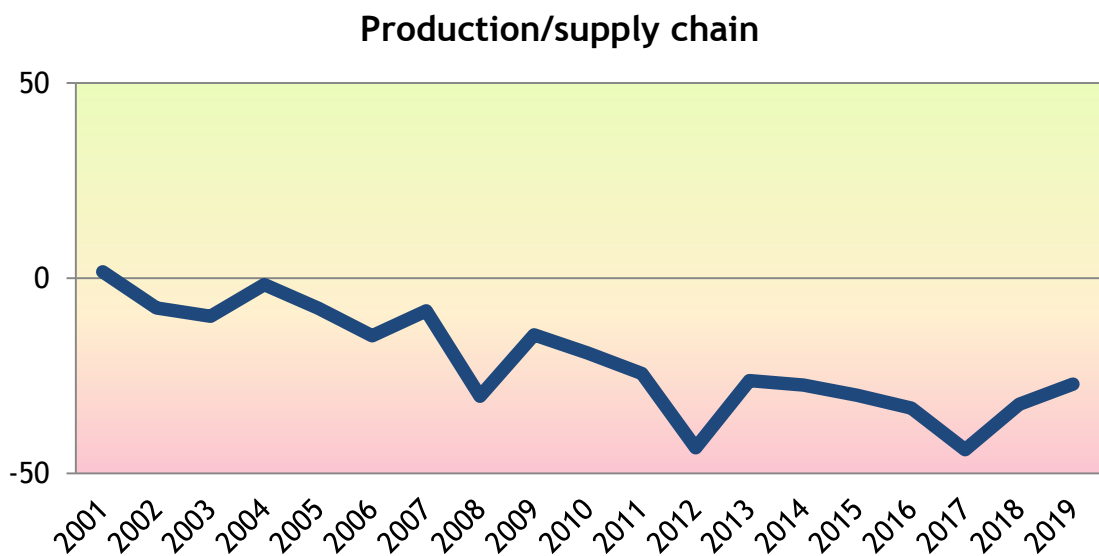
Basis: Media Tenor 443,671 Beiträge über Unternehmen und Branchen

Corporate environmental impact receives criticism

Tone of corporations and their impact on the environment has mostly been negative since 2001. Recent improvements as companies have become more responsive on environmental issues as the world has moved from a "climate change" to a "climate crisis" narrative have not been enough to shift the image of companies to the positive.

Rather, while a few companies receive positive coverage about environmental changes they are making, the overall actions of the corporate sector are still suspect. Concerns about greenwashing and negative actives by companies that are not yet visibly committed to SDGs generate negativity related to the protection of climate and life on land and under the water.

Media coverage on companies 2001 - 2019
Coverage tone on selected image factors

Environmental issues
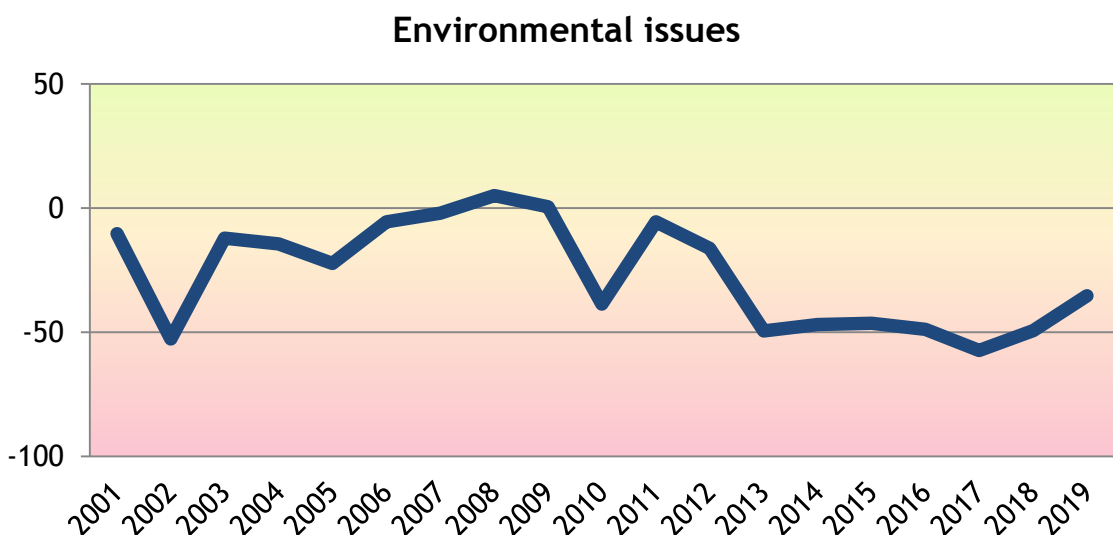
Basis: Media Tenor 443,671 Beiträge über Unternehmen und Branchen

Lack of trust in corporate management is ongoing

The tone of coverage for corporate management has not been positive in any year since 2001. While there has been a trend towards improvement in the image of management in the last several years, past data suggests that further improvement is unlikely until there is a radical change in the approach companies take towards their management processes. The media and other constituencies expect a more humble attitude from corporate leaders when it comes to addressing issues of corporate culture, sustainability, workplace environment and their personal way of life. Also, the media clearly has voted for a shift in the risk-reward balanced, opting for more long-term compensation schemes.

Media coverage on companies 2001 - 2019
Coverage tone on selected image factors

Management
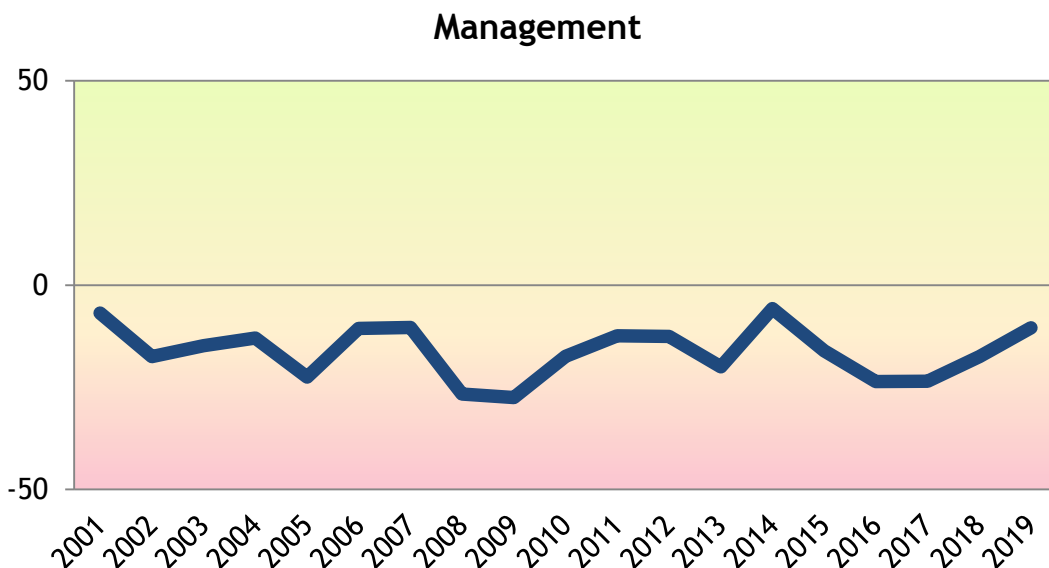
Basis: Media Tenor 443,671 Beiträge über Unternehmen und Branchen

Perceived fairness in relation to employees increasingly matters

Coverage of workers, wages, and unions has had an increasingly negative tone in the media in recent years. It reflects a frustration with the shareholder value approach highlighted in the corporate sector and the financial markets since the early 2000s. Stagnating or even declining inflation-adjusted income has been accepted by many workers in the early 2000s in exchange for more job security. But recent years have seen a growing demand for more fairness in income distribution. The banking sector has been especially criticized for paying excessive bonuses based on short-term goals that have often harmed mid- and long-term prospects and have led to job cuts at lower levels. Profit sharing measures could help bring back team spirit.

Media coverage on companies 2001 - 2019
Coverage tone on selected image factors

Wages/unions
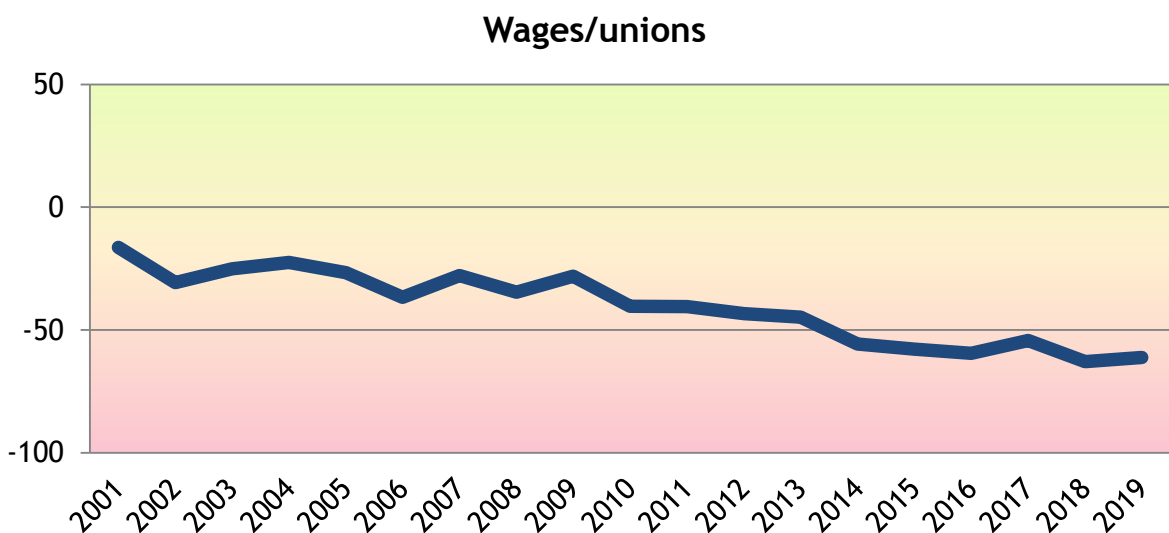
Basis: Media Tenor 443,671 Beiträge über Unternehmen und Branchen

Moral debate over fairness affects pricing policy decisions and corporate reputation

The liberalization of numerous markets like telecoms, airlines, and utilities has prompted negativity on pricing policy since 2004. The media have started to report more frequently on the issues and have started to feature special pages in the business sections that look at the economy from a consumer perspective. As a consequence, companies have to communicate price adjustments more carefully in order to avoid harming their reputations. Flexible pricing mechanisms (e.g., showing different prices to consumers based on the gadget they are using for online shopping) as well as fairness of prices (regarding the profit for corporations vs. suppliers) have been visible issues.

Media coverage on companies 2001 - 2019
Coverage tone on selected image factors

Pricing policy
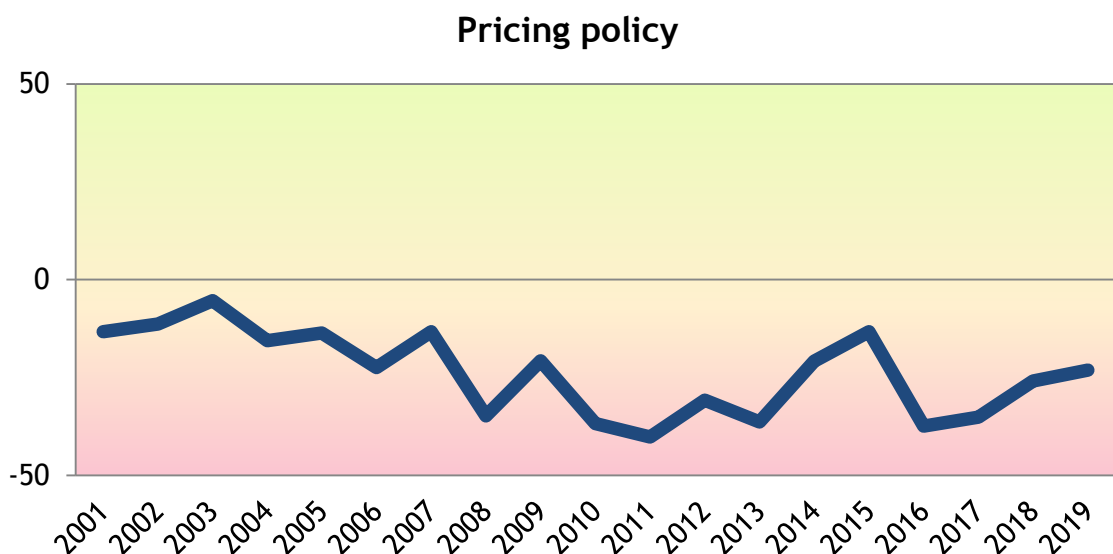
Basis: Media Tenor 443,671 Beiträge über Unternehmen und Branchen

Accounting faces trust issues as well

Ongoing negativity around corporate accounting issues particularly underscore concerns about whether corporations are trustworthy components of society. Negativity on accounting issues is often tied to scandalization and accusations of improper action. Apart from book-cooking allegations that have undermined trust in a number

of corporations as well as their accountants, corporate reporting has come under scrutiny for not properly showing harm and/or value to society and for neglecting the impact of immaterial goods. Improving on integrated reporting measures related to globally accepted frameworks like the UN SDGs might help to improve the reputation.

Media coverage on companies 2001 - 2019
Coverage tone on selected image factors
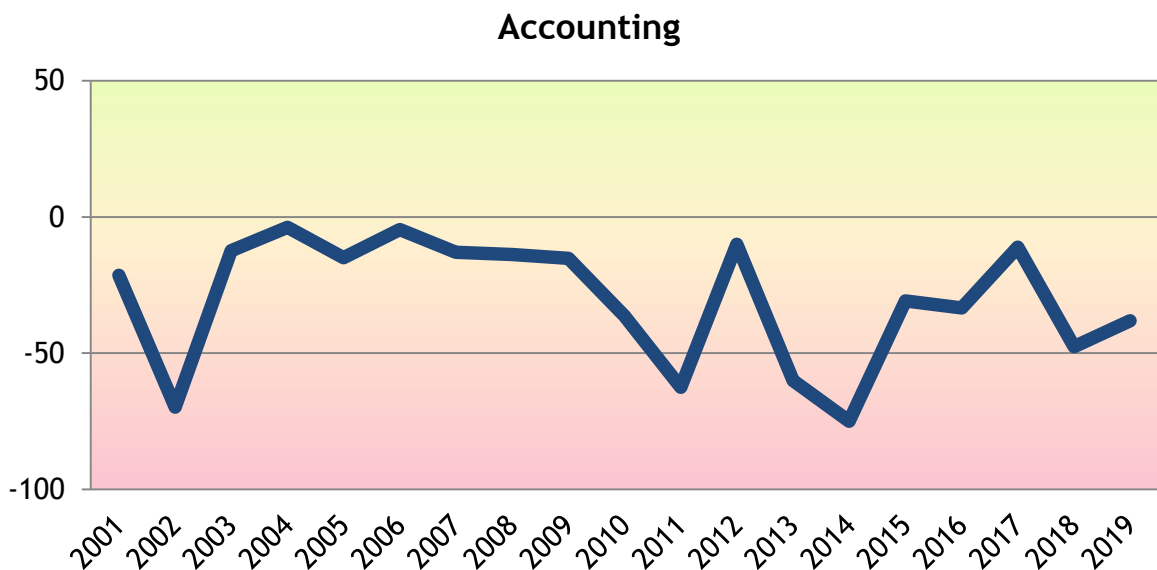
Accounting

Basis: Media Tenor 443,671 Beiträge über Unternehmen und Branchen

While BBC gives Tories the most attention, Johnson can't compensate for UKIP's loss. *LibDems ignored by News at 10*.

In the BBC News at Ten the Conservative party is clearly the dominant party that receives the most attention. Each year since 2012, the Tories have been reported on much more intensively than Labour. In 2019 this was particularly obvious and was relevant to the election outcome.

Results of the December 2019 general election

Conservative	+1.2%
Labour	-7.8%
Liberal Democrats	+4.2%
SNP	+0.8%
Green	+1.1%
Brexit	+2.0%
DUP	-0.1%
Sinn Féin	-0.2%
Plaid Cymru	+/-0%
UUP	+/-0%
UKIP	-1.8%

Conservative Party
Labour Party
Liberal Democrats
SNP
UKIP
DUP
Sinn Féin
Green Party
Plaid Cymru
Brexit Party
Ulster Unionist Party

0   5.000   10.000   15.000
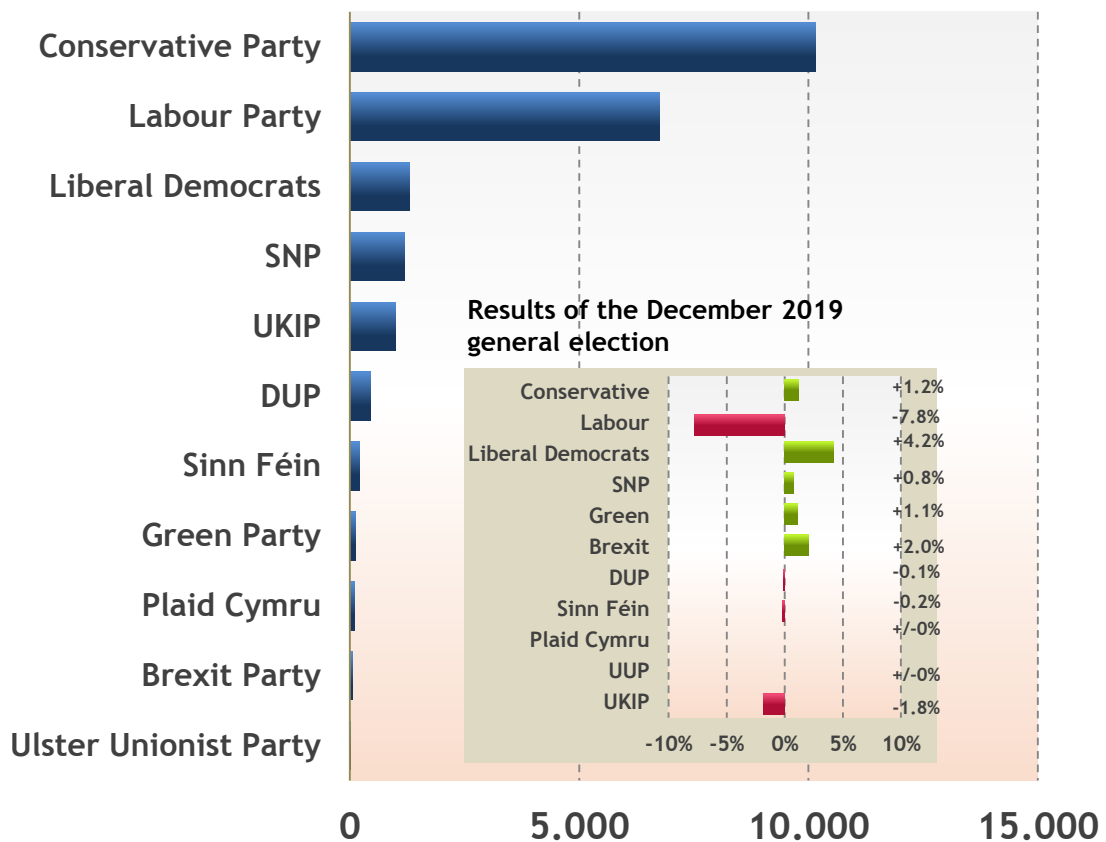
Basis: 21,272 reports on political parties in BBC News at Ten
Source election statistics: https://www.bbc.com/news/election/2019/results

BBC News at 10 devotes three times more attention to the Tories

In 2019 the discrepancy between Tories and Labour was particularly wide. The BBC reported more than twice as much about the party and factual policies of the Conservatives than about those of Labour.

Because of this, it was little wonder that the Conservatives won the late-2019 election: People voted for the party they knew the most about.

Tone of coverage on U.K. political parties, 2012-2019

number of reports
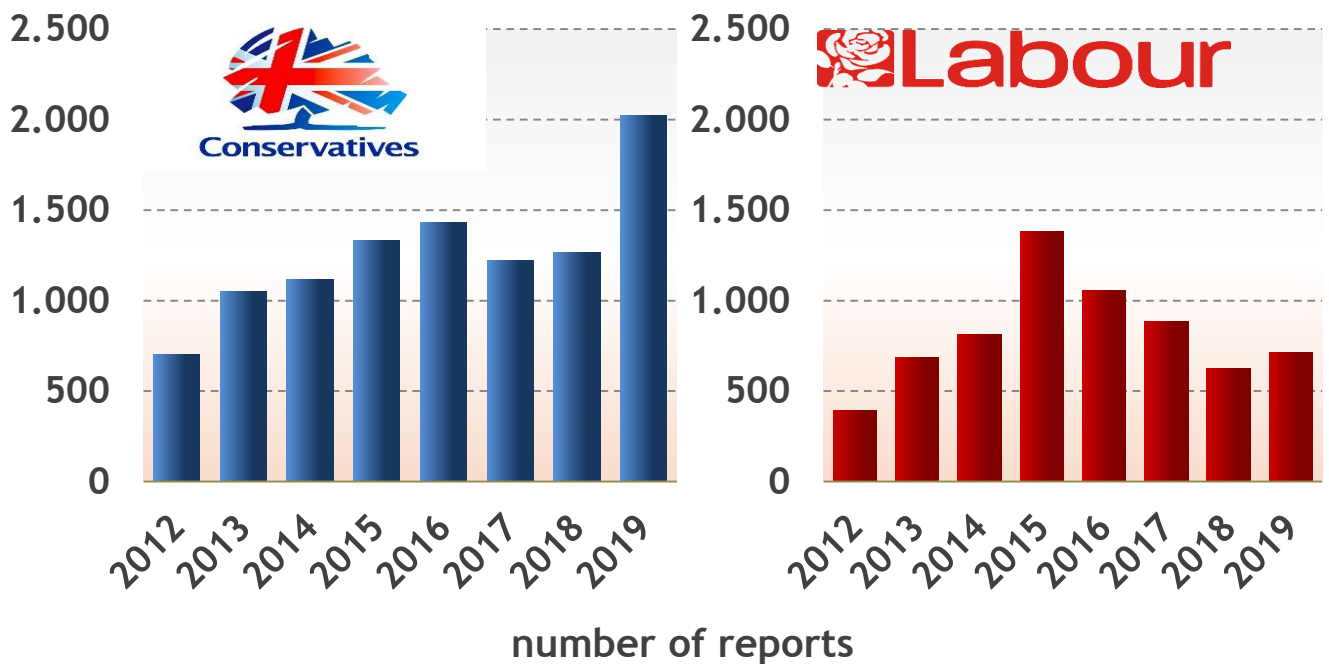
Basis: 10,148 reports on Tories, 6,761 on Labour in BBC News at Ten

The referendum in 2016 plunged the parties into an image crisis

Following the 2016 referendum on the withdrawal from the EU and the dispute over the how of Brexit -- which has dragged on for years -- the parties were both plunged into deep image crises in media coverage.

It was the Conservatives, however, that managed some slight recovery in 2019, causing voters to choose the party that had a slightly less negative – and more coherent – image.

Global TV: Tone of coverage on UK political parties

Turnout

Registered voters: 47,587,254

% share: 67.3%

Change since 2017: -1.5
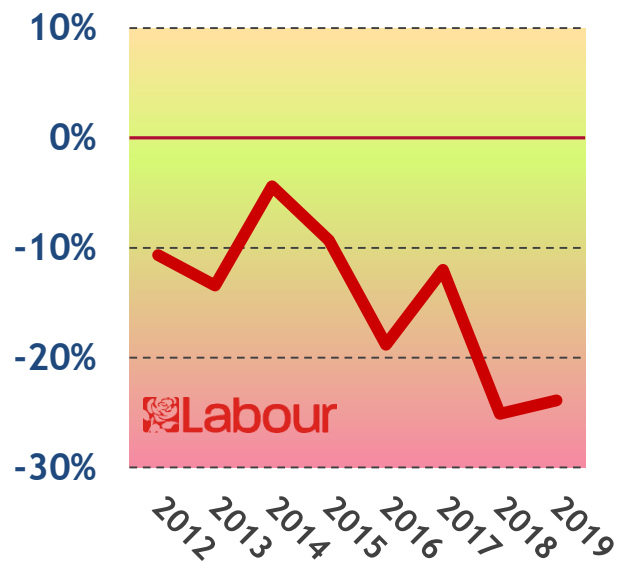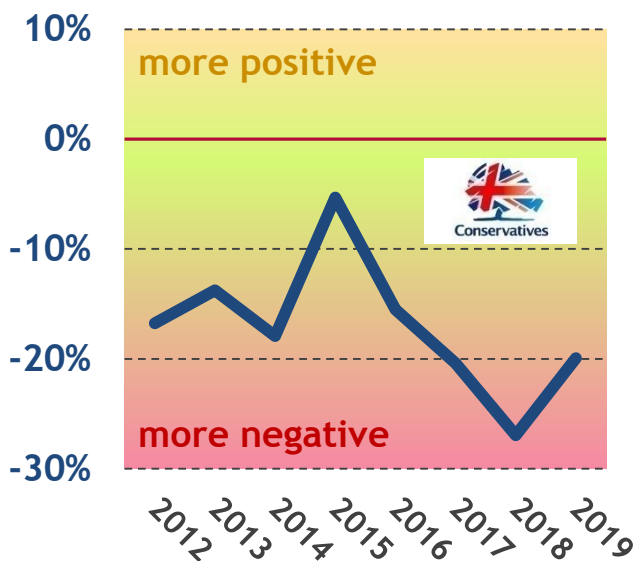
Conservatives

more positive

10%

0%

-10%

-20%

more negative

-30%

2012 2013 2014 2015 2016 2017 2018 2019

Labour

10%

0%

-10%

-20%

-30%

2012 2013 2014 2015 2016 2017 2018 2019

Basis: 10,148 reports on Tories, 6,761 on Labour in BBC News at Ten
Source election statistics: https://www.bbc.com/news/election/2019/results

Labour clearly behind on EU issues

In the BBC's pre-referendum coverage the Conservatives were discussed intensely on EU issues. However Labour was not even half as often associated with EU issues. The issues of crime and migration also played a greater role for the Tories. This created a

media narrative that suggested the Conservatives were more in tune with topics that have long been framed by the media as top concerns in the U.K>

Before EU referendum

Conservatives (left chart):
- Party politics
- EU
- Personality
- International conflicts
- Domestic security/crime
- Minorities
- Health policy/system
- Foreign policy
- Elections
- Welfare
- Budget
- Warfare
- Domestic policy
- Education
- Economic policy

Labour (right chart):
- Party politics
- Personality
- Budget
- Economic policy
- Tax
- Elections
- EU
- Domestic policy
- Domestic security/crime
- Welfare
- Health policy/system
- Regulation/Politics
- Education
- PR/Image/Scandals
- Minorities

0% 5% 10% 15% 20% 25%

percentage of reports

Basis: 10,148 reports on Tories, 6,761 on Labour in BBC News at Ten

Labour does not have the opportunity to put itself forward as a social welfare party

Following the referendum, Labour is more visible on the BBC on issues related to crime and internal security. But on Labour's core topics, such as health and the new social program that party leader Corbyn wanted to launch, the party gets hardly any airtime.

This meant that the image of Labour was focused more on internal party issues and discussion of Corbyn's personality instead of topics on which people actually vote.

After EU referendum

percentage of reports
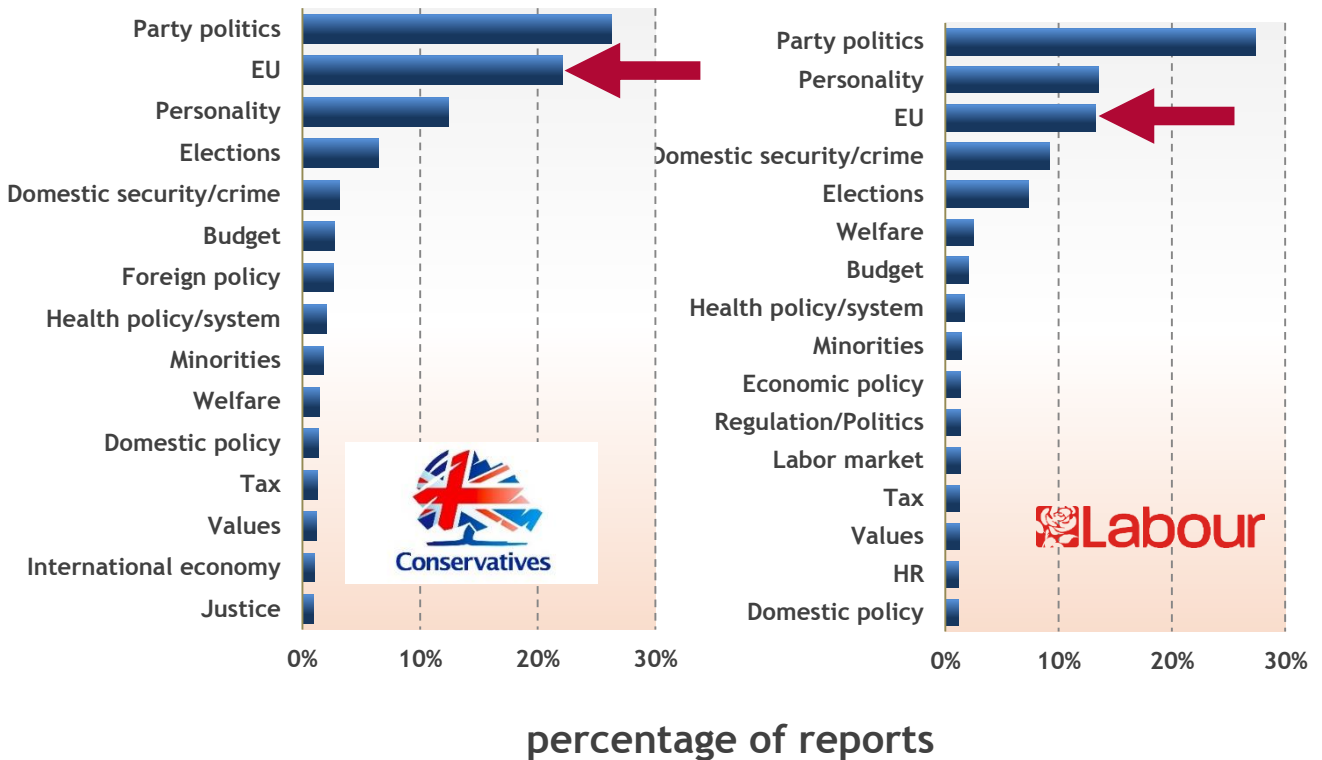
Basis: 10,148 reports on Tories, 6,761 on Labour in BBC News at Ten

Political elite face permanent lows

Apart from electoral successes, the political leadership of the last two years has been portrayed in an ongoing clinch, which is not conducive to confidence in the political elite. Johnson's image has also come under severe pressure with a temporary overhang of more than 40 percent.

Image of U.K. Prime Ministers 2012 - 2019

40%

more positive

20%

0%

-20%

-40%

-60%

more negative

-80%

01/12 07/12 01/13 07/13 01/14 07/14 01/15 07/15 01/16 07/16 01/17 07/17 01/18 07/18 01/19 07/19
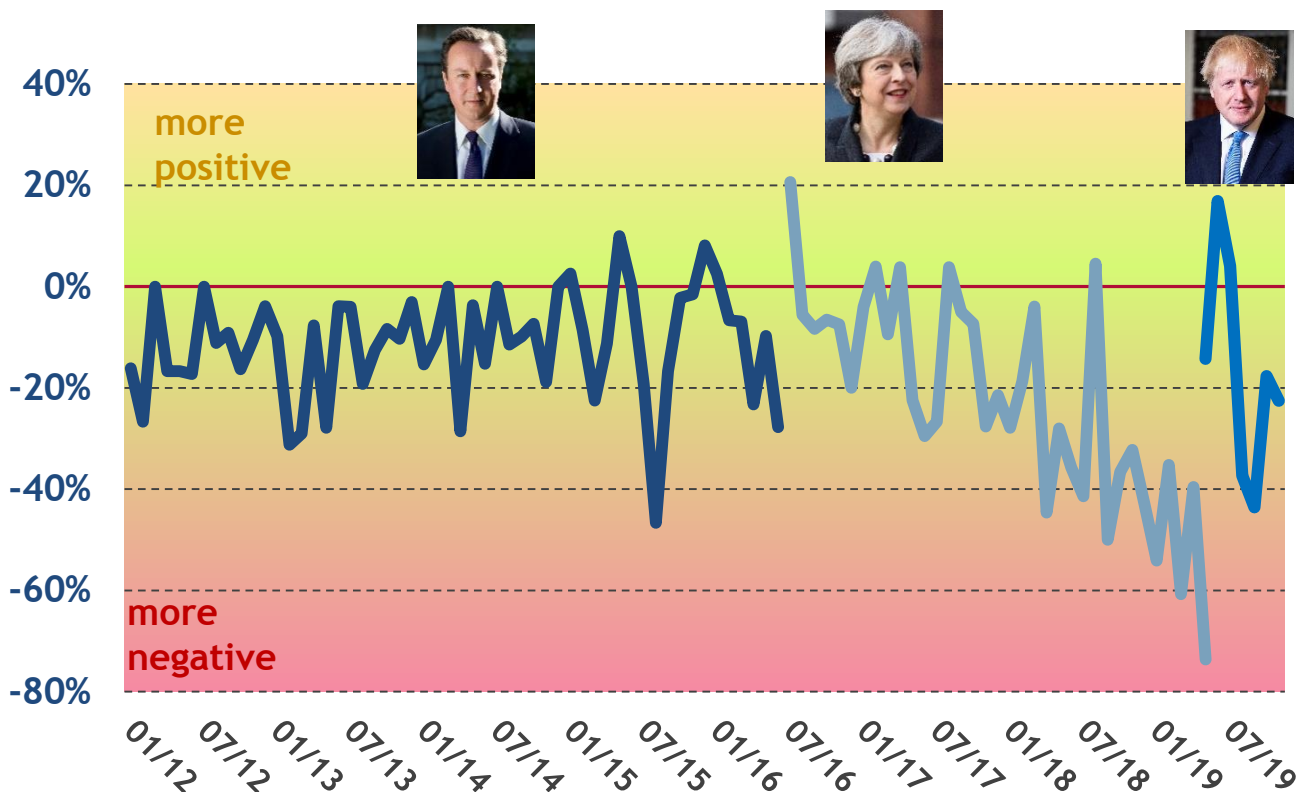
Basis: 10,148 reports on Tories, 6,761 on Labour in BBC News at Ten

Politician image: BBC comparatively moderate in tone

While in German Tagesschau most German politicians in government are presented in a moderate or even positive light, BBC news at ten paints a much more critical picture of the protagonists of the own political class. Johnson has clear disadvantages over Corbyn in German Tagesschau.

Image of politicians, January 1 – November 30, 2019

BBC News at Ten:

Politician	
Juan Guaido	positive (large)
Nigel Farage	positive
Sajid Javid	positive
Leo Varadkar	positive
Jo Swinson	positive
Nicola Sturgeon	
Jeremy Hunt	negative (small)
Tom Watson	negative
Michael Gove	negative
Emmanuel Macron	negative
Boris Johnson	negative
Jeremy Corbyn	negative
Donald Trump	negative
Theresa May	negative
Nicolas Maduro	negative

tagesthemen:

Politician	
Hubertus Heil	positive
Jens Spahn	positive
Emmanuel Macron	
Olaf Scholz	negative (small)
Heiko Maas	negative
Angela Merkel	negative
A. Kramp-Karrenbauer	negative
Jeremy Corbyn	negative
Horst Seehofer	negative
Donald Trump	negative
Andreas Scheuer	negative
Boris Johnson	negative
Theresa May	negative
Nicolas Maduro	negative
Matteo Salvini	negative

■ negative   ■ positive

Basis: 7,356 reports on politicians in BBC News at Ten, 4,271 reports on politicians in Germans ARD Tagesthemen

EU above the perception threshold for eight years

Compared to 20 years ago, the leading German media provide information on EU topics and EU institutions such as the Parliament, Commission and Council of Ministers well above the perception threshold

of 1.5 percent. Accordingly, Europe is recognized as relevant.

Media coverage on the European Union on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2018

German opinion leading media
BBC News at ten
TVE Telediario
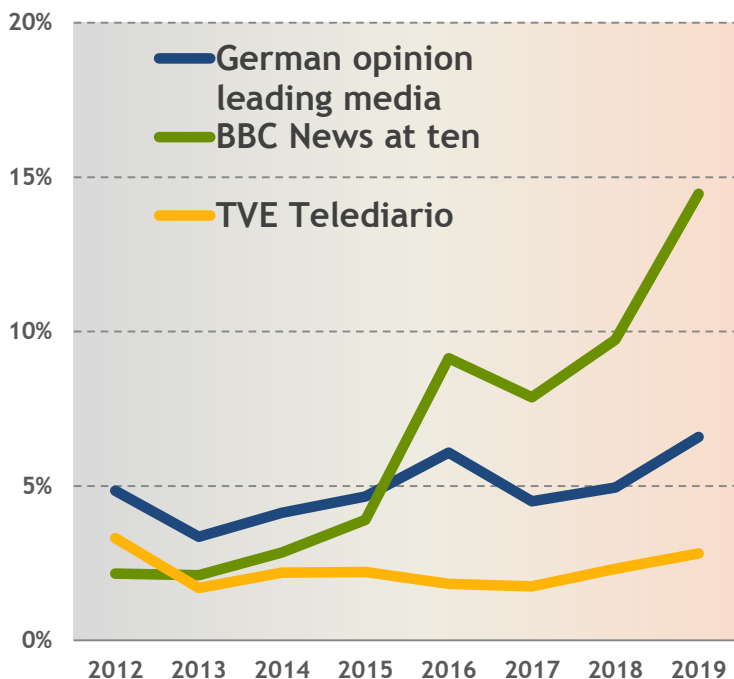
share of EU/EU institutions/EU issues in all reports

German opinion poll:

Die EU-Mitgliedschaft bringt der Bevölkerung …

Vor- und Nachteile   eher Vorteile

eher Nachteile
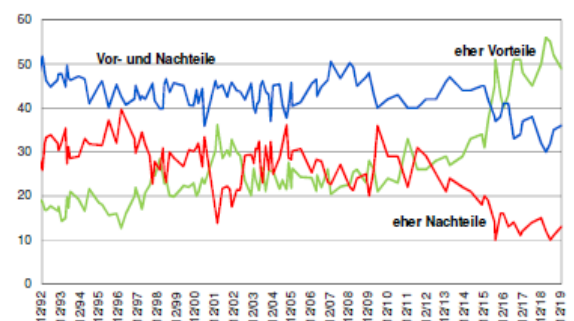
Forschungsgruppe Wahlen: Politbarometer Dezember 2019, KW 50

EU membership brings the population...
 rather advantages
 rather disadvantages
 both advantages and disadvantages

Basis: Germany: 87,518 reports on EU institutions or EU topics in German opinion-leading media, out of a total of 1,790,040 reports
UK: 14,859 reports on EU institutions or EU topics in German opinion-leading media, out of a total of 213,022 reports
Spain: 6,705 reports on EU institutions or EU topics in German opinion-leading media, out of a total of 314,417 reports

U.K. and U.S. media are sharply critical of the E.U., but European are more moderate

The E.U. had a mostly negative image in media coverage from major countries. Austria and Germany were the exception. Coverage was most sharply negative in the U.S. and the U.K. This was the result of most coverage related to the E.U. focusing on Brexit, as well as the common U.S. political trope of criticizing Europe and its political structures as excessively socialist. Coverage of the European Union from U.K. media had a fairly similar tone as the attempt to leave the E.U. continued and became the focus of an election.

## Media coverage of the E.U. on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2019
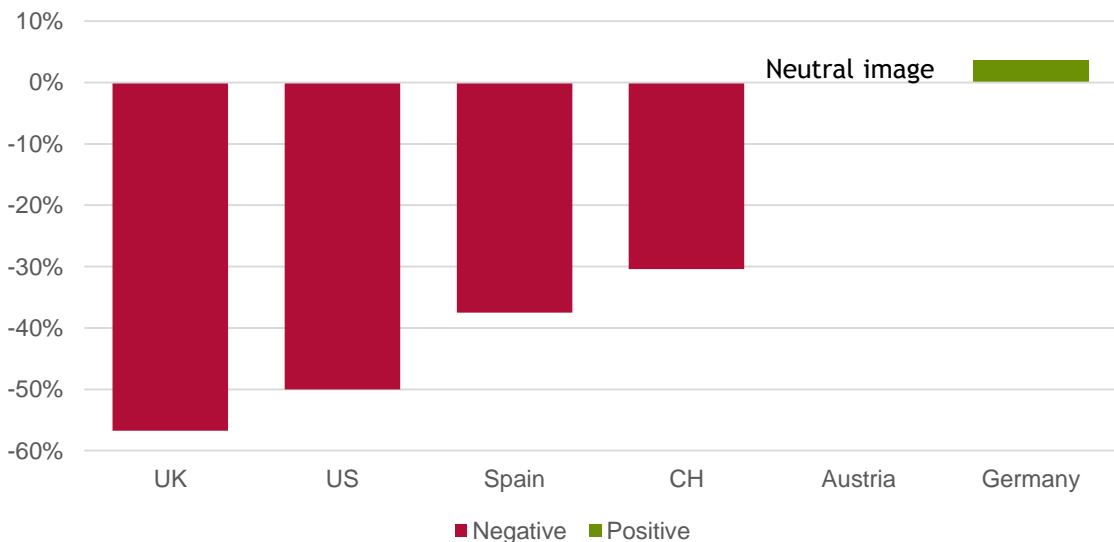
The state of the EU itself dominates coverage of it

Much of the international media coverage on the EU focuses on the future of the EU. itself due to the ongoing Brexit issue. Much of the rest of the coverage is focused on financial markets. These stories have a largely balanced tone as the media discusses normal market fluctuations. Beyond this, foreign policy and the environment were key topics. The ongoing Brexit process for the UK. weighed heavily on coverage of the relationship between the EU. and its member states.

Media coverage on the E.U. on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2019
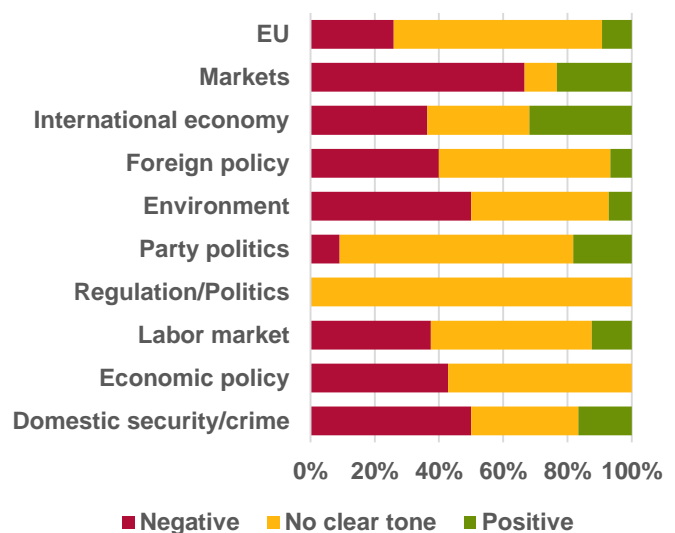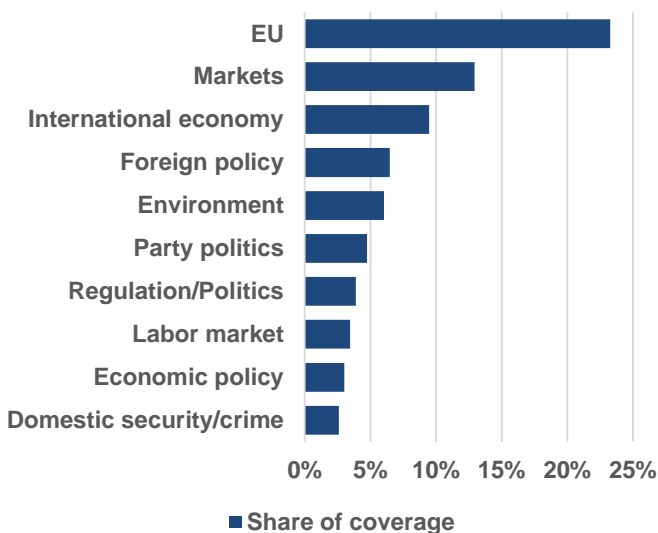
Most leaders face strong media criticism

The majority of strongly visible world leaders have had negative images in international media coverage. The level of negativity for Trump was significantly, but not necessarily dramatic compared to his peers. Notably his Chinese counterpart, Xi Jinping, fared much better in the media, as did Zelensky who is a both the president of Ukraine and a key figure in the political scandal engulfing the U.S.

Media coverage on world leaders on international TV news and in international print media, coverage volume and done, Jan 1 – Dec 31, 2019
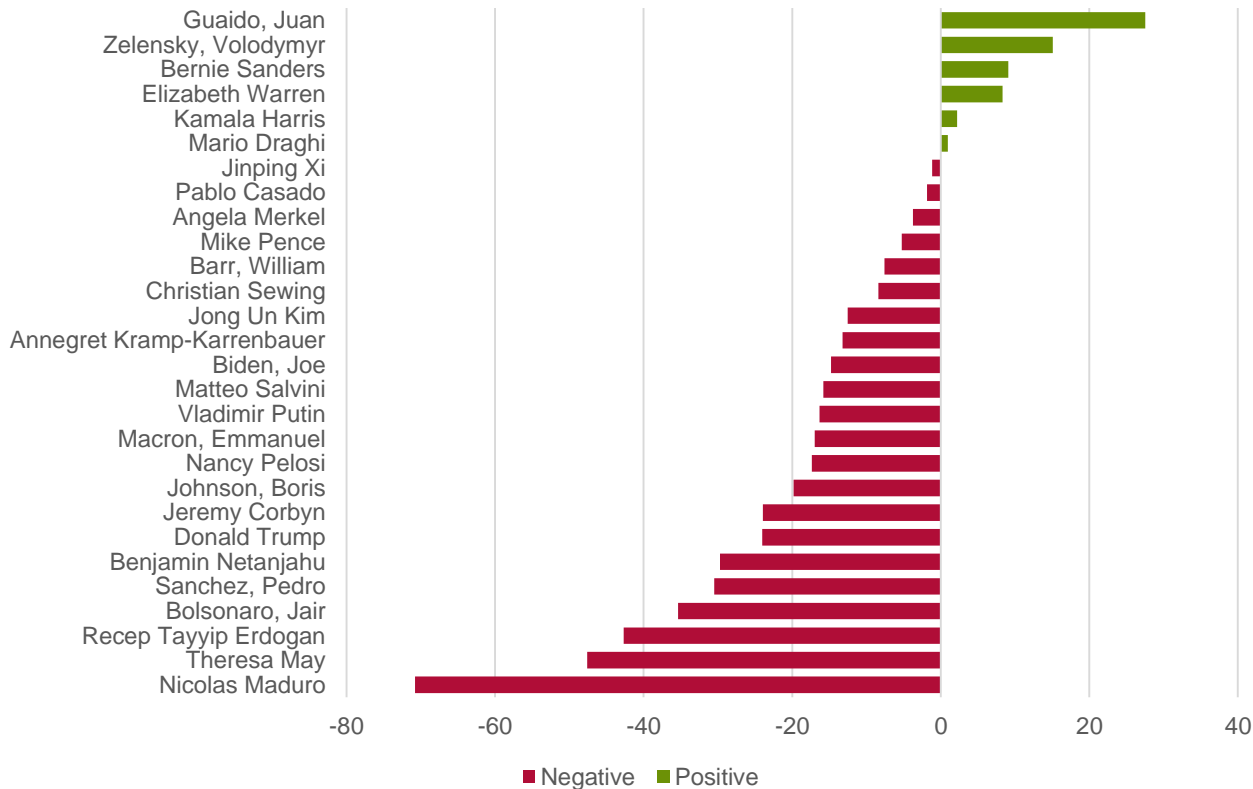
#metoo has long-term impact
Key event reframes future perception of equality

Sexual harassment and denying women equal opportunities has been a major issue in many countries in recent months, crossing the awareness threshold for a broader public. This has consequences in many areas that do not vanish even if the share of #metoo-related reporting will drop again.

Scientific data analysis suggests that the issue has become a key event. A key event reframes public perception on an ongoing basis. Corporates need to act professionally on claims of misconduct as well as not granting equal rights and opportunities for men and women at work places.

Media coverage on women equality and sexual harassment on international TV news, Share of coverage, 1/2016 – 3/2018
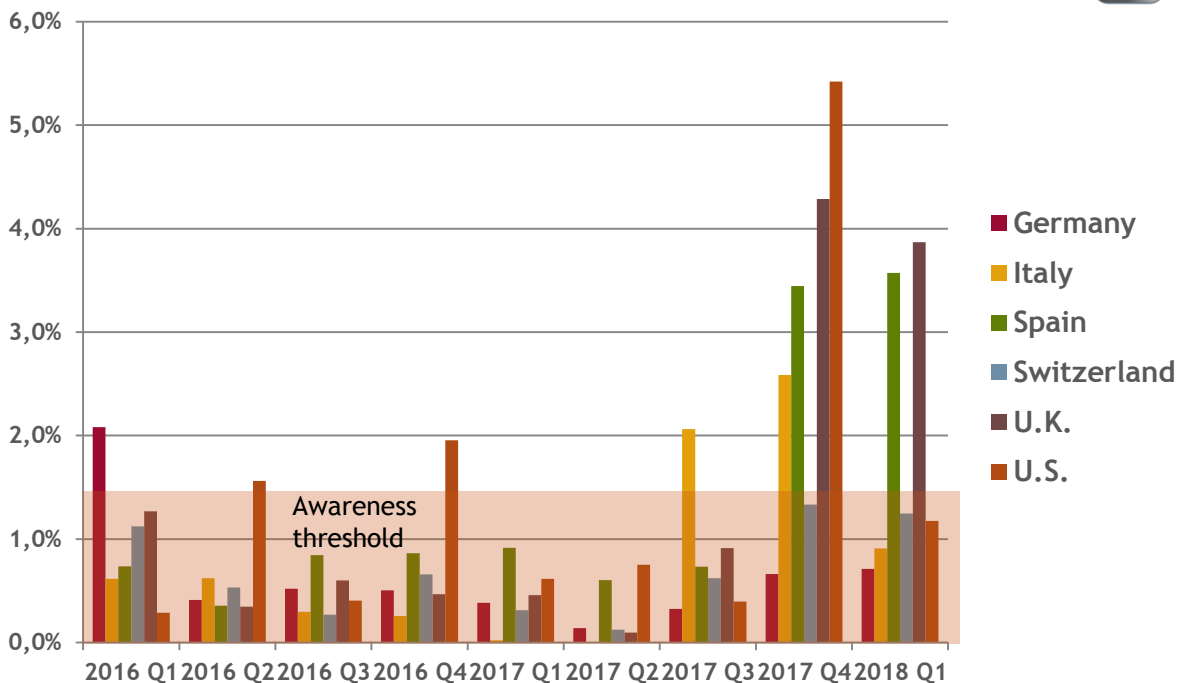
Basis: 775,443 reports on international TV news shows

Moving towards implementing SDG5 as the first of all 17 SDGs

The Foundation

Gender Equality is a concept that has been agreed on in most countries around the world. It has been a part of constitutions since constitutions have been written. All humans are to be treated equally. But reality is different. This is one of the reasons why 193 heads of state re-confirmed this basic right within the Sustainable Development Goals (SDGs) on September 25, 2015 with a target of achieving this reality in each of their countries 2030 at the latest.

The Challenge with SDG5

Why does the human right of Gender Equality face these challenges while other human rights like the abolishment of child labor, the guarantee of freedom of religion, and the elimination of racism all receive more attention?

Visibility is key. What people don't see and feel is difficult for them to respond to. When a case of child labor becomes known, global media cover it and consumer pressure kicks in. Reverend Martin Luther King Jr. and his compatriots had a long march and the struggle for racial justice continues, but

thanks to visibility in the global media change has become, and continues to become, a reality.

Share of women on all reports on newsmakers by year
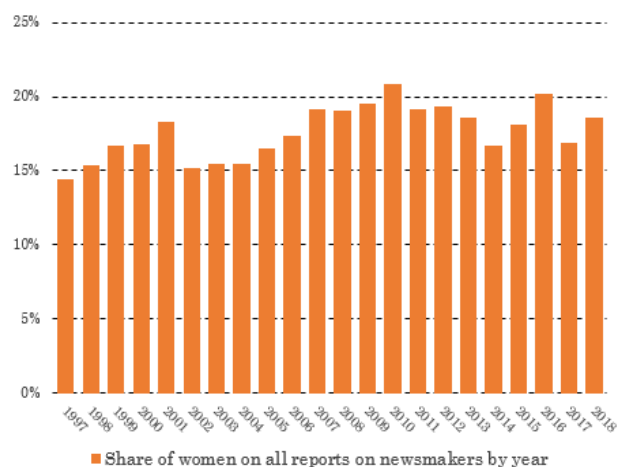
20 years covering women: it's not a question of female editors

Share of women on all reports on newsmakers by media
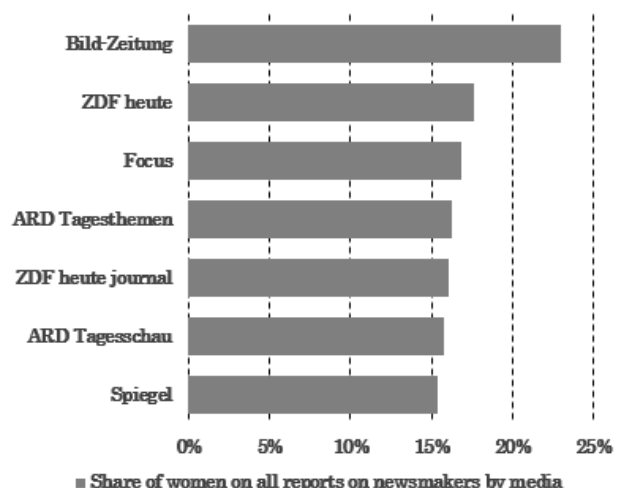
Moving towards implementing SDG5 as the first of all 17 SDGs

Women make up only 6 to 23% of newsmakers on TV news

Call to Action

20%   30%   50%

Zulu/Xhosa News
Sotho News
SABC 3 News @ 18h30
E-TV News
ZDF heute
Afrikaans News (SABC2)
NBC Nightly News
TVE 1 Telediario-2
BBC Two Newsnight
ARD Tagesschau
ZDF heute journal
ARD Tagesthemen
ORF TV - Zeit im Bild (ZIB 1)
SRF Tagesschau
FOX
CBC News: The National
CBS Evening News
Rai 1 Telegiornale 1
BBC One Ten o' Clock News
TF1 Le Journal
CCTV
VTV1 - Business News

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ Share Women   ■ Share Men

- Basis: 113,765 reports on newsmakers (people) on the TV shows listed above; Icons made by Freepik from flaticon.com

Mediatenor

The voice of women entrepreneurs: raising capital N= 443K

44% of conversations by female entrepreneurs raising capital are negative vs. 27% by men

N= 443K

Digital conversations by women entrepreneurs about raising capital

1.6x
More negative

	Positive	Negative	Neutral
OVERALL	14	35	51
MEN	23	27	50
WOMEN	10	44	46

■Positive ■Negative ■Neutral
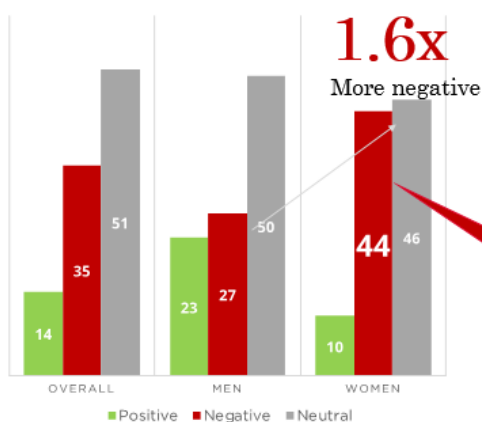
Female Founders Got 2% of Venture Capital Dollars in 2017   FORTUNE

Why women-run startups produce more revenue

"I don't think I've met a single female founder who hasn't had at least one creepy situation with an investor."

CULTURINTEL
THE VOICE OF THE PEOPLE

Moving towards implementing SDG5 as the first of all 17 SDGs

But traditional media like prime time TV news, global business media, social media, as well as the tabloids seem to have difficulties finding female academics to present when they need an expert source. The same is true for female doctors, entrepreneurs, teachers, etc.. On average women make up less than 20% of visible individuals in the media regarding topics like science, business, society, politics, sports, and more. Without seeing female academics, entrepreneurs, teachers, and politicians on a regular basis, it seems to be a greater challenge for many to perceive women as equal to men.

In Geneva, the UN Director General Michael Moller started the initiative to have all international institutions in this UN hub agree not to attend panel discussions with no female presenters. In less than 12 months there were no more public events taking place there without female panelists. Additionally, senior positions within the UN Geneva and beyond are almost balanced at 50/50. Why would something that works in one city not work around the world? This indicates that we need to understand the issue and its causes by implementing rigorous principles and monitoring that implementation.

Deliverables on fast tracking the path to SDG5

Monitoring and publishing on the visibility of the genders in opinion-leading media across the world

Developing a teach-the-editors program to find news-relevant female sources

Conceptualizing and organizing a Nobel Prize-like award for the best media in categories such as TV, print, and digital

Including the results of monitoring in the UNGSII school program that already reaches 3 million children in 72 countries and by the end of 2019 will reach 100 million children in 120 countries

Developing a teach-the-teachers program for all countries to teach these results and monitor progress

Measuring progress on a quarterly base via the Global Youth Poll

The New York Times helps to set the agenda
The Washington Post most up

The New York Times has remained the most quoted newspaper by international TV news, making it a key agenda setter. The Washington Post has gained, however, propelled in part by strong investigative reporting and in-depth reporting on the Trump administration. Spiegel has dropped somewhat from its previous position, but still remains the leading agenda setter outside of English-language media sources. Which subjects are most in the news have some impact on which sources are most cited. For example the Sun's prominence as a quoted media source as grown as the world has focused on Brexit.

Cited media in international TV news
Most quoted media in international TV news, 2016/2017 and 2018/2019

2016/17

Media	
New York Times	
Washington Post	
CNN	
Spiegel	
ZDF	
BILD	
BILD am Sonntag	
BBC	
Süddeutsche	
Wall Street Journal	
Bericht aus Berlin	
Fox News	
WELT am Sonntag	
Sunday Times	
ARD	

2018/19

Media	
New York Times	
Washington Post	
Spiegel	
Wall Street Journal	
Fox News	
BILD am Sonntag	
CNN	
BILD	
BBC	
Funke Mediengruppe	
CBS 60 Minutes	
WELT am Sonntag	
Times	
Guardian	
Sunday Times	
Süddeutsche	

number of citations
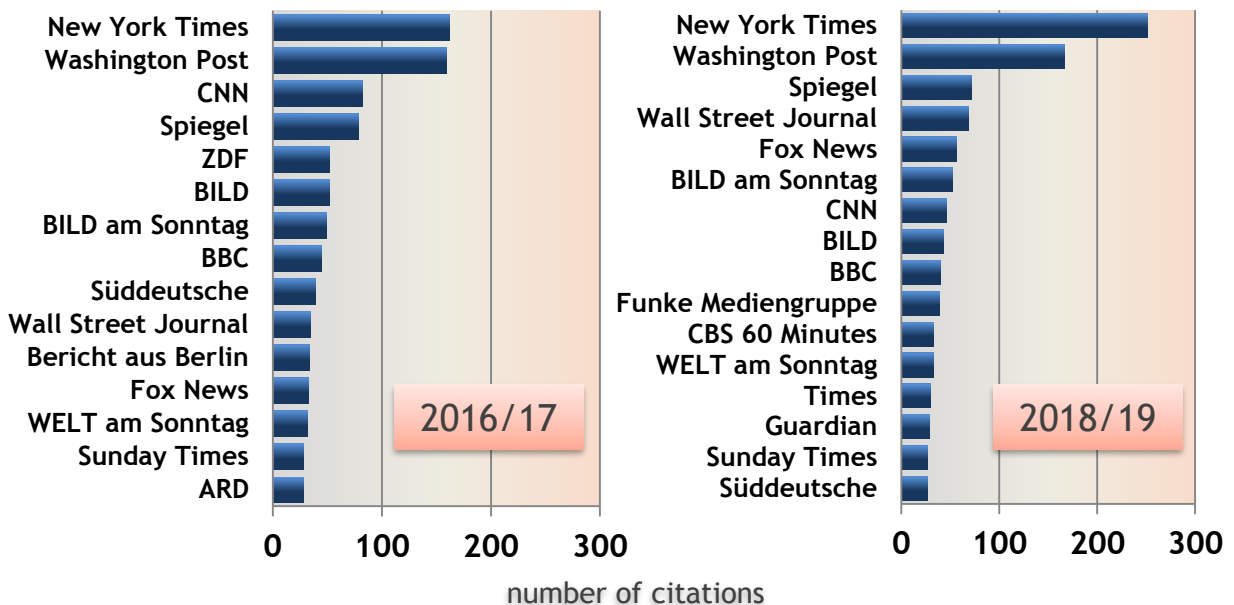
Basis: 4,747 / 5,316 citations in international TV news

Trump investigations are a major factor in citation numbers

The New York Times has the most significant increase in quotation frequency, largely due to stories related to investigations into Trump's campaign and presidency.

Despite offering 24/7 news coverage, CNN saw a significant decrease in number of citations for the second year in a row as media continues to diversify.

Cited media in international TV news
Winners and losers quoted media in international TV news, 2016/2017 and 2018/2019

New York Times
Wall Street Journal
CBS 60 Minutes
Fox News
Funke Mediengruppe
Times
Guardian
Washington Post
BILD am Sonntag
WELT am Sonntag
Sunday Times
BBC
Spiegel
BILD
Süddeutsche
CNN

-100   -50   0   50   100

difference in quotations compared to the previous period
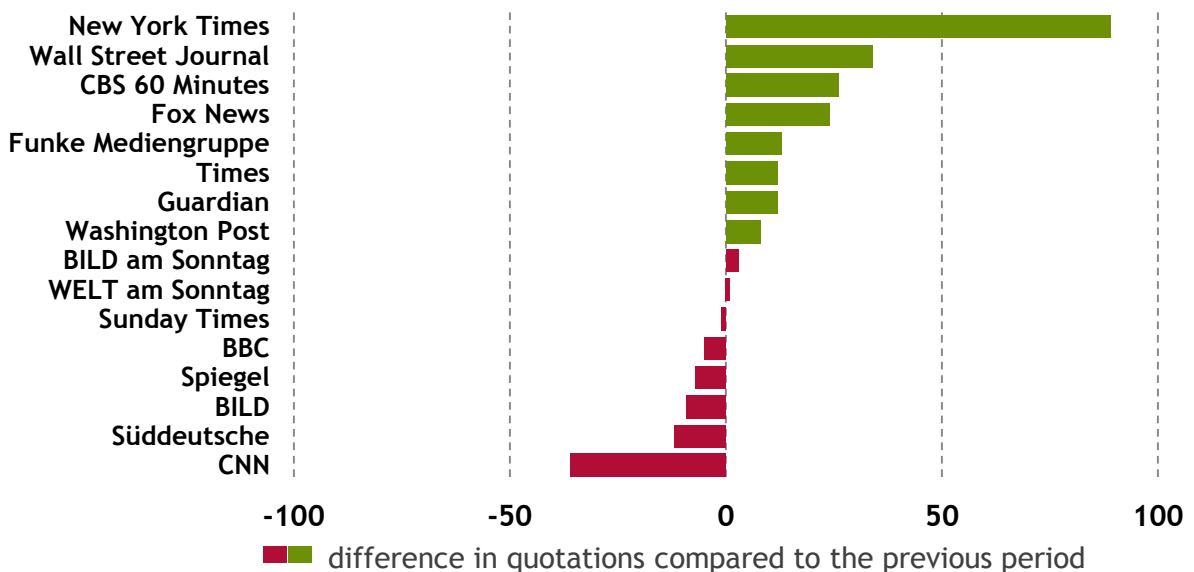
Basis: 4,747 / 5,316 citations in international TV news

European universities lead in references on TV

Only a limited number of U.S. universities were quoted in the news with any frequency. These included Harvard, Georgetown, Yale, and The George Washington University, which has a robust program that addresses politics and international affairs. Swiss, German, and British universities were far more visible overall. U.S. institutions were more likely to be visible on scandals rather than expertise.

Most mentioned universities in international TV news
Volume of coverage on universities in international TV news, 2016/2017 and 2018/2019

2016/17

University	
ETH Zürich	
Bern	
St. Gallen	
Oxford	
Cambridge	
Zürich University	
Duisburg-Essen	
Lausanne	
Basel	
London School of Economics	
London King's Coll	
Freie Universität Berlin	
Harvard	
George Washington	
Virginia	

2018/19

University	
ETH Zürich	
Zürich University	
Bern	
Harvard	
Universidad Rey Juan...	
Florence	
Basel	
St. Gallen	
George Washington	
Georgetown	
Duisburg-Essen	
Hamburg	
Oxford	
Yale	
London King's Coll	
Freie Universität Berlin	

number of reports

Basis: 2,010 / 2,004 reports on universities and business schools in international TV news

Growth in visibility for European universities can help them become global destinations

A strong push by Swiss universities is clear in the increased frequency with which they were mentioned in the news. Declines in the visibility of University of Virginia were related to a scandal about rape on campus that centered on an article in *Rolling Stone* that was ultimately withdrawn. Limited visibility of U.S. universities raises questions about their expenses as European universities have media reputations more likely to make them top destinations for students.

Most mentioned universities in international TV news
Winners and losers in coverage on universities in international TV news, 2016/2017 and 2018/2019

difference in quotations compared to the previous period
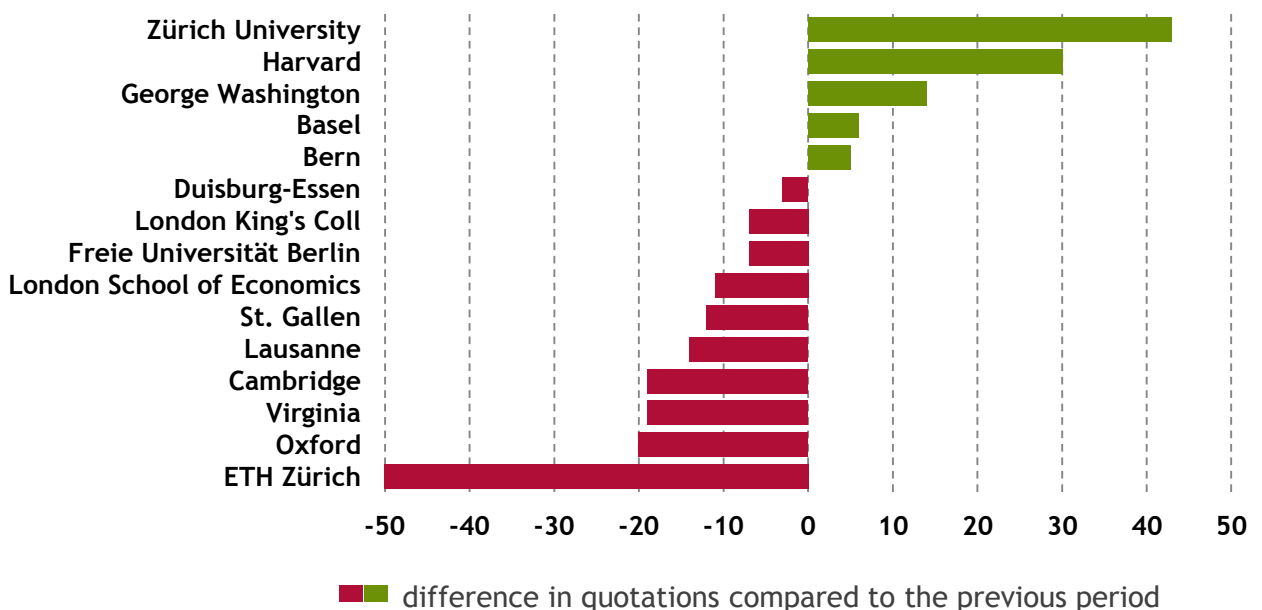
Basis: 6,954 / 4,791 reports on universities and business schools in international TV news

Think tank visibility serves different functions in Europe vs. the U.S.
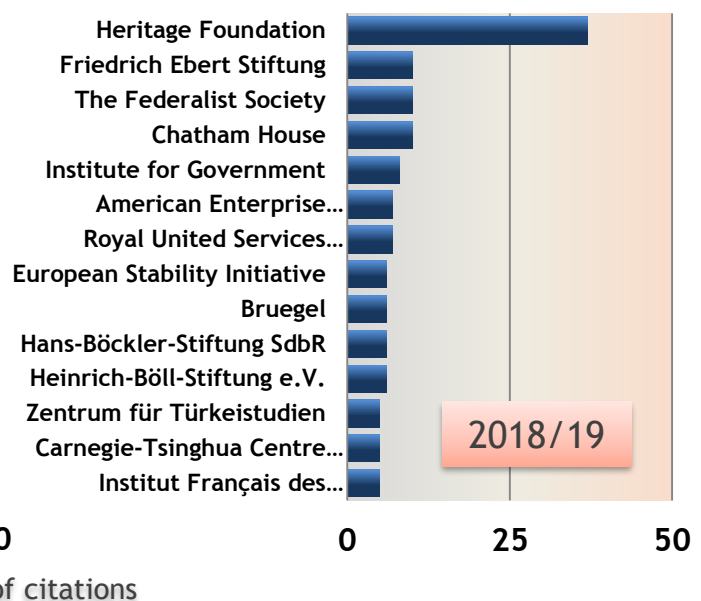
Think tanks were much more strongly visible in 2018/2019 than 2016/2017. Visibility of U.S. think tanks has remained political in 2018/2019 with highly polarized non-centrist groups getting the bulk of the coverage. The growth of references to the Heritage Foundation were a prime example. European think tanks had visibility in a more informative, neutral, less politicized context.

Most mentioned think tanks in international TV news
Volume of coverage on think tanks in international TV news, 2016/2017 and 2018/2019

2016/17

Heritage Foundation
Royal United Services…
American Enterprise…
Bruegel
Chatham House
European Stability…
Göttinger Institut für…
Heinrich-Böll-Stiftung…
Zentrum für…
Centre for European…
Konrad-Adenauer-…
New Democrat Network…
Foreign Policy Initiative

2018/19

Heritage Foundation
Friedrich Ebert Stiftung
The Federalist Society
Chatham House
Institute for Government
American Enterprise…
Royal United Services…
European Stability Initiative
Bruegel
Hans-Böckler-Stiftung SdbR
Heinrich-Böll-Stiftung e.V.
Zentrum für Türkeistudien
Carnegie-Tsinghua Centre…
Institut Français des…

number of citations

Basis: 481 / 284 reports on think tanks in international TV news

Visibility of think tanks is largely consistent

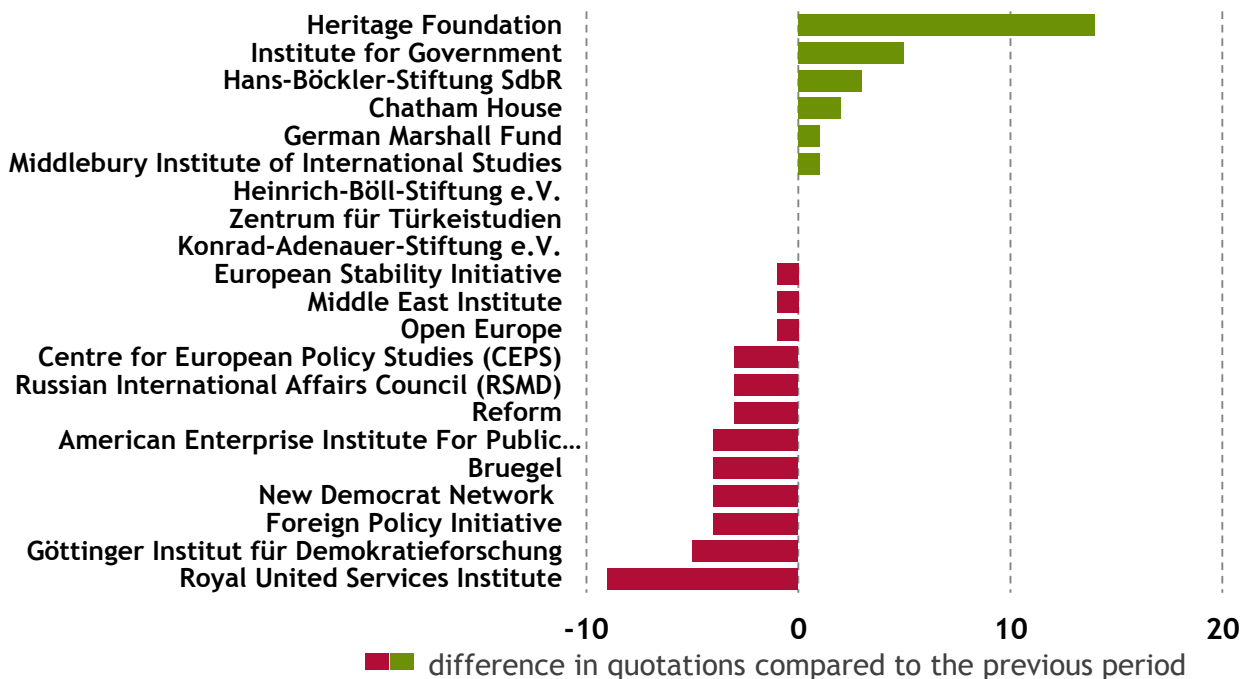The sharp increase in visibility for the Heritage Foundation was driven by highly partisan political discussions in which the foundation has largely had a role of defending Republican policies. This drowned out much visibility of other think tanks in the U.S. and was typical of the politicized role think tanks have in that media market. Most other think tanks that increased their media visibility in this period were based in Europe and focused on political and international issues.

Most mentioned think tanks in international TV news
Winners and losers in coverage on think tanks in international TV 2015/2016 and 2017/2018

Heritage Foundation	
Institute for Government	
Hans-Böckler-Stiftung SdbR	
Chatham House	
German Marshall Fund	
Middlebury Institute of International Studies	
Heinrich-Böll-Stiftung e.V.	
Zentrum für Türkeistudien	
Konrad-Adenauer-Stiftung e.V.	
European Stability Initiative	
Middle East Institute	
Open Europe	
Centre for European Policy Studies (CEPS)	
Russian International Affairs Council (RSMD)	
Reform	
American Enterprise Institute For Public…	
Bruegel	
New Democrat Network	
Foreign Policy Initiative	
Göttinger Institut für Demokratieforschung	
Royal United Services Institute	

-10   0   10   20

■ ■ difference in quotations compared to the previous period

Basis: 481 / 284 reports on think tanks in international TV news

Authors

KERSTIN KLEMM
BIO TO COME

JOVAN KURBALIJA
Prof. Jovan Kurbalija is the Founding Director of DiploFoundation and the Head of the Geneva Internet Platform. A former diplomat, Prof. Kurbalija has a professional and academic background in international law, diplomacy, and information technology. He has been a pioneer in the field of cyber diplomacy since 1992 when he established the Unit for Information Technology and Diplomacy at the Mediterranean Academy of Diplomatic Studies in Malta.

Prof. Kurbalija was a member of the United Nations (UN) Working Group on Internet Governance (2004-2005), special advisor to the Chairman of the UN Internet Governance Forum (2006-2010) and a member of the High Level Multistakeholder Committee for NETmunidal (2013-2014).

Since 1997 Prof. Kurbalija's research and articles on cyber diplomacy have shaped research and policy discussion on the impact of the Internet on diplomacy and international relations. His book, *An Introduction to Internet Governance,* has been translated into 9 languages and is used as a textbook for academic courses worldwide. Prof. Kurbalija lectures on e-diplomacy and Internet governance in academic and training institutions in many countries, including Austria (Diplomatic Academy of Vienna), Belgium (College of Europe), Switzerland (University of St. Gallen), Malta (University of Malta) and the United States (University of Southern California).

Authors

RACHELINE MALTESE

Racheline Maltese works as a researcher at Media Tenor International focusing on the media portrayal of economic and political issues; she has been with the company since 2002. Her academic and professional background includes a journalism degree from The George Washington University and a stint in the Computer Assisted Reporting unit of the Associated Press. In addition to her work with MTI, she is widely published on pop-culture topics, and her work has appeared in media outlets like Salon as well as in academic texts from McFarland. She is based in New York City.

ROLAND SCHATZ

Roland Schatz founded InnoVatio Publishing in 1985 and its research institute Media Tenor International in 1993. For the last 30 years he has been devoted to implementing social change. In 2008 he launched, together with Prince Ghazi of Jordan, the C1 One World Dialogue foundation to improve Inter-Faith-Dialogue. Since 2013 he serves as Senior Advisor to the Director General at the United Nations in Geneva. He is the founder of the UNGSII foundation in 2014 to support the implementation of the SDG's by creating transparent indices such as the SCR500 and providing data and know how to leaders from all sectors of life. Schatz teaches Constructive Disruption and Perception Change. He hosts masterclasses on 'Unlearning Intolerance' together with UN Academic Impact.

MATTHIAS VOLLBRACHT

Matthias Vollbracht is the Director of Business Research at Media Tenor International in Vienna/Austria, Managing Director of Awareness Metrics, a platform for reputation risk and investment signal solutions and Chief Information Officer of UNGSII foundation. His research focuses on the impact of media on public opinion, stakeholder groups and the reputation of institutions and individuals. Furthermore, he explores the influence of media on asset prices and economic behavior, like investor and consumer confidence. Matthias Vollbracht has been working for major international clients with focus on reputation management, agenda-setting, target systems, crisis communication, management reputation, financial communication, and CSR. He has developed reputation insurance solutions based on empirical risk assessment. He holds degree in economics from the University of Mainz and has worked as a business journalist.

Methodology: Content measurement
Statement coding, passages, reports

STATEMENT CODING analyzes every single piece of information in an article separately (subject, topic, rating, source, etc..). It is the most sophisticated way of analyzing content and helps to track whether single messages are covered by the media, or negative/positive tone is changing with regard to headlines, etc..

Information entities designed to grab the overall picture of a company and its senior executives in an article.

Every description of either a company or a senior executive (min. 5 lines) results in a coded passage. A report on a company announcing earnings without the presence of senior executives would be coded as a single passage. The rating is coded according to the dominant tone of coverage (e.g. more positive/neutral/negative).

THE SINGLE STORY on a certain topic. Report-based coding is use to analyze the main topic of a story (e.g. old-age provision) compared to other stories (e.g. war, catastrophes).

1) "Allianz triplica sus beneficios en España…"
(Allianz triples its profits in Spain)

CODING (CODE):
company: Allianz Spain (46)
Line of Business: Not mentioned (0)
Country described: Spain (221)
Chronological Structure: Present (1)
Topic: Business results (100)
Rating explicit: None (0)
Rating contextual: Positive (1)
Source of Information: Journalist (1)

> **A total of 20 statements were coded.**

Allianz triplica sus beneficios en España

1)"Allianz Seguros, la filial española del grupo alemán…"
(Allianz Seguros, the Spanish subsidiary of the German group)

CODING (CODE):
company: Allianz Spain (46)
Line of Business: Not mentioned (0)
Country described: Spain (221)
Topic: Existing holdings (406)
Chronological Structure: Present (1)
Rating explicit: None (0)
Rating contextual: None (0)
Source of Information: Journalist (1)

3) "…un 7,1 por ciento más")
(7,1 per cent more)

CODING (CODE):
company: Allianz Spain (46)
Line of Business: Insurance in general (1)
Country described: Spain (221)
Chronological Structure: Present (1)
Topic: Results, profits (101);
Rating explicit: None (0)
Rating contextual: Positive (1)
Source of Information: Journalist (1)

Media Set
International TV news / Quoted analysts / Business papers

TV
- Austria: ORF ZIB 1
- Canada: CBC The National
- China: CCTV 1 Newshour
- France: TF1 Le Journal
- Germany: ARD Tagesschau
- Italy: RAI 1 TGI
- Spain: TVE 1 Telediario-2
- Switzerland: SRF Tagesschau
- U.K.: BBC 1 Ten o' Clock News
- U.S.: CBS Evening News
- Vietnam: VTV Business News

Business Papers
- Barron's*
- Economist*
- FT (Eur.)
- Handelsblatt
- Il Sole 24 Ore*
- Les Echos*
- Mint*
- WSJ (U.S.)

* Quoted analysts only

Testimonials on Media Tenor
Business Experts on the Importance of Reputation Issues

"Without the support of Media Tenor our work would not have been understood by the world leaders on one hand and the general public on the other."

PETER EIGEN, Former President Transparency International

"Journalists have an extreme impact on what is going on in the world. Therefore we need a watchdog for us watchdogs. I am grateful that Media Tenor serves this need from a scientific approach but with a strong journalistic understanding."

FRED KEMPE, Former Editor in Chief, Wall Street Journal, Current President at The Atlantic Council of the United States

"Strategic Media Relations needs a clear and independent seismograph telling us in advance where the weaknesses of our external communications are. Media Tenor serves on a global level with their continuous qualified analysis of traditional media as well as monitoring the internet."

RICHARD GAUL, Head of Corporate Communications 1985-2006, BMW

"Daily reports on the media coverage, and expert analysis of the areas of our strengths and weaknesses allowed us to tailor our coverage accordingly; to refocus our efforts on the desired messages and on the sections of the media where we were not being so successful. Without the fine work of Media Tenor that could never have been done effectively."

DR. MICHEL OGRIZEK, International Communications Consultant, Paris

"Media Tenor International provides a unique way for a company to compare the message it is intending to send with the message that is getting heard. Those companies who are committed to greater transparency will find Media Tenor an invaluable tool for improving communications to their shareholders and other stakeholders. Media Tenor is also a useful tool for investors since it enables them to assess the risks to reputation and brand of their portfolio companies."

PROF. DR. ROBERT G. ECCLES, CEO Perception Partners, Inc.

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![Media Tenor — strategic media intelligence]

Media Tenor International

MEDIA TENOR was founded in 1993 by eminent scholars within and outside of the area of communication science and public opinion research like Elisabeth Noelle-Neumann, Peter Glotz, Hans Mathias Kepplinger, Wolfgang Donsbach and Hartmut Schiedermair. MEDIA TENOR was established as the first media research institute to focus on continuous one hundred percent media analysis of opinion-leading news outlets. Thanks to this unique approach the institute is able to define the awareness threshold. It expanded internationally serving universities, NGOs, governments, the media and the corporate sector.

As a strategic partner, MEDIA TENOR helps organizations understanding and leveraging the media. Through partnership with MEDIA TENOR, organizations are able to tailor messages to reach target audiences effectively, consequently reducing advertising cost and increasing the return on investment from an organization's external communication.

Today MEDIA TENOR is the leading media institute in the field of applied Agenda-Setting research, serving partners in the scientific, government and corporate world with strategic media intelligence. Every year experts and practitioners from media, academia, governments and NGOs meet at the International Agenda Setting Conference to exchange latest trends and improvements in the field of applied media impact analysis. Because MEDIA TENOR analyzes every single report in opinion leading media from print to TV and online media, our partners know whether their media relations activity has been relevant or not. MEDIA TENOR empowers them to create and maintain an active and strategic media presence, strengthening both credibility and reputation. The database open to the public has grown up to 90 million analysed statements – growing every day. These are now open for academia around the World in the Global Media Impact Center in Boston.

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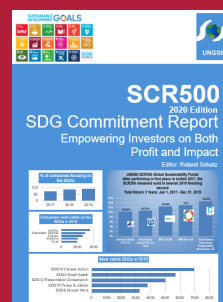
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