REVIEW OF NEWS
2012 REPORT

AN OVERVIEW OF MAJOR INTERNATIONAL
NEWS STORIES IN 2012

influence

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2012 REPORT

Great movements

Like the previous year, 2012 saw great social upheaval in several countries. Regardless of their intent, media are no longer simple bystanders to these events. Their presence – or in some cases their absence – plays an active role in how public issues evolve.

Citizens believe, rightly or wrongly, that an issue's importance is directly proportional to its media presence. Media pressure therefore clearly affects the socio-political ecosystem.

We have witnessed popular pressure during the enduring conflict in Syria, and on the Russian government in the Pussy Riot affair.
With millions of news items analyzed over the last year, the State of the News: 2012 Report sheds new light on news and on the media's role.

I hope you will enjoy it.

Jean-Francois Dumas
President, Influence Communication

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Methodology

DID YOU KNOW?
The United States generate 31% or nearly one third of news worldwide despite making up less than 5% of the Earth's population.

2012

For the third consecutive year, the economy remained the world's most popular media topic in 2012, followed closely by international news and national politics.

The economy's popularity in the media was due to the same reasons evoked in 2011. The economic crisis surrounding the Euro zone and the United States debt situation were major preoccupations in media around the world and partly explain the position of the economy at the top of the list. Other factors, such as the arrival of Facebook on the stock market, contributed to this trend as well.

On the other hand, international news has also grown in prominence over the last few years, from 10.68% in 2010 to 12.77% in 2012 – an almost 2% increase. This could be explained by a slow but steady development of what is becoming a collective awareness. For instance, nowadays most people are aware that there is a political crisis in Syria, that the U.S. had presidential elections this year, or that there were Olympic Games in London in the summer. If you picked up a newspaper or watched the news this year, the odds are that you heard or read about at least one of these topics.

Contrary to conventional thinking, the presence of technology in the media decreased in 2012. Certainly, there was more advertising, more new products and increased competition between companies compared to last year. However, despite what one might think, media attention devoted to technology decreased. The media have relegated this type of news to the background to focus more on current events.

Probably the most unsettling trend of all is the slowdown of news related to the environment. Media attention to this topic has diminished considerably compared to last year and has s even sunk below figures for 2010 (1,95%). The decrease could be attributed to a stronger media focus on international and national news, such as elections in many countries (France, the United States, Russia, China, Egypt, Venezuela and Ukraine) or on political tensions : the Israeli-Palestinian conflict, Syria-Turkey border clashes, tensions between China and Japan over the Senkaku islands, and many others.

The prominence of most other topics seems to have stabilized if we compare this year's results to those of 2011 and 2010, save one: arts and entertainment took a major drop in 2012, losing almost a quarter of its media coverage. With an onslaught of social and financial crises all year long, is it possible that the media have become a bit more serious?

IN THE NEWS

Major themes covered by the media around the world in 2012

Decrease
Increase
Steady

	2012		2011	2010
Business and economy	**13.71%**		13.79%	13.75%
International news	**12.77%**	↑	11.94%	10.68%
Politics (national)	**12.76%**		12.23%	13.42%
Sports	**9.65%**		9.27%	10.42%
Current and legal affairs	**7.79%**		8.03%	9.06%
Politics (local)	**7.12%**		6.74%	6.81%
Arts and entertainment	**6.23%**	↓	8.44%	7.54%
Local or regional news	**6.03%**		6.42%	6.62%
Technology	**4.86%**	↓	5.62%	5.43%
Cooking	**4.53%**		4.32%	3.21%
Automotive	**3.78%**		3.77%	3.86%
Traffic	**1.44%**		1.38%	NA
Environment	**1.22%**	↓	2.76%	1.95%
Health	**1.02%**	↓	2.16%	2.01%
Oil prices	**1.00%**		1.00%	1.02%
Life/home	**0.87%**		0.82%	1.33%
Offbeat news	**0.86%**		0.86%	0.88%
Weather	**0.22%**		0.23%	0.26%

INTERNATIONAL CHARTS

DID YOU KNOW?
Hurricane Sandy received 90% of all the media coverage devoted to natural disasters in 2012.

TOP INTERNATIONAL
NEWS STORIES IN 160 COUNTRIES*

Rank	Event	MPS*
1	Barack Obama is reelected as President of the United States	3.61%
2	Hurricane Sandy	2.59%
3	London Olympic Games	2.39%
4	Global warming / Climate change	2.08%
5	Economic crisis in the Euro zone	2.08%
6	Shooting in a primary school in Connecticut	1.99%
7	Political crisis in Syria	1.93%
8	War in Afghanistan	1.90%
9	Economic, social and political crisis in Greece	1.72%
9	Democratic National Convention in Charlotte	1.72%
9	Apple introduces the iPhone 5	1.72%
12	United States fiscal cliff	1.70%
13	Republican National Convention in Tampa	1.60%
14	Iran's nuclear program	1.47%
15	Tensions and crisis between Israel and Palestine	1.25%

*Media Prominence Score, see definition on page 29

Rank	Event	MPS
16	Economic crisis and austerity measures in Spain	1.15%
17	Elections in Russia: Vladimir Putin is elected for a third term	1.13%
18	Super Bowl XLVI	0.90%
19	Political issues in Iraq	0.86%
20	Tour de France	0.84%
21	Grammy Awards and nominations	0.71%
21	Political issues in Egypt	0.71%
23	Tropical storm Isaac	0.64%
24	Presidential election in France: François Hollande unseats Sarkozy	0.64%
25	Queen Elizabeth II's Diamond Jubilee	0.63%
26	Euro 2012	0.63%
27	Baseball World Series	0.62%
28	Attack on the U.S. consulate in Benghazi and the killing of the U.S. ambassador	0.59%
32	Russia: Pussy Riot band members found guilty	0.52%
36	Muslim protests against an anti-Islam movie	0.48%

Up to December 3rd. Updated to include the shooting in Connecticut and the U.S. fiscal cliff

TOP 10
POLITICAL NEWS STORIES

Rank	Event
1	Presidential election in the United States: Barack Obama is reelected president
2	Politicial crisis in Syria
3	Economic, social and political crisis in Greece
4	Democratic national convention in Charlotte
5	Republican national convention in Tampa
6	Iran's nuclear program
7	Tension and crisis between Israel and Palestine
8	Election in Russia: Vladimir Putin is reelected president
9	Political issues in Iraq
10	Political issues in Egypt
11	Presidential election in France: François Hollande is elected president
12	Russia: the band Pussy Riot is found guilty
14	Protests in Muslim world against an anti-Islam movie

TOP 5 INTERNATIONAL
CURRENT AND LEGAL NEWS ITEMS

Rank	Event
1	Shooting in a primary school in Connecticut
2	Jerry Sandusky, former Penn State assistant coach, accused of child molestation
3	Julian Assange's legal problems
4	Petraeus scandal: CIA director David Petraeus quits over extramarital affair
5	Chinese Communist Party leader Bo Xilai is sacked
6	Public inquiry into the practices of the British press following the News of the World phone hacking scandal

TOP 5 INTERNATIONAL
ENTERTAINEMENT NEWS TOPICS

Rank	Event
1	Grammy Awards and nominations
2	*Twilight* movie
3	*Hunger Games* movie
4	Festival
5	Academy Awards (Oscars ceremony)

TOP 5 INTERNATIONAL
TECHNOLOGY NEWS ITEMS

Rank	Event
1	Apple introduces the iPhone 5
2	Apple introduces the iPad mini
3	Microsoft introduces its new Surface tablet
4	Curiosity rover landed on Mars
5	Apple introduces the iPad 3

TOP 5 INTERNATIONAL
ECONOMIC NEWS STORIES

Rank	Event
1	Economic crisis in the Euro zone
2	Economic crisis in Greece
3	Economic crisis and austerity measures in Spain
4	Black Friday
5	Facebook on the stock market

TOP 5 INTERNATIONAL
SPORTS NEWS ITEMS

Rank	Event
1	London Olympic Games
2	Super Bowl
3	Tour de France
4	Soccer: Euro 2012
5	Baseball World Series

TOP 5 INTERNATIONAL
ENVIRONMENTAL STORIES AND NATURAL DISASTERS

Rank	Event
1	Hurricane Sandy
2	Global warming / Climate change
3	Tropical storm Isaac
4	Nuclear disaster in Fukushima (Japan)
5	Rio+20 Summit

TOP 5 INTERNATIONAL
DEATHS MOST COVERED IN THE MEDIA

Rank	Event
1	Whitney Houston
2	Neil Armstrong
3	Meles Zenawi (Ethopia's prime minister)
4	Donna Summer
5	Tony Scott (*Top Gun* movie director)

TOP 25 INTERNATIONAL
PUBLIC FIGURES IN THE WORLD

Rank	Public Figure	MPS
1	Barack Obama	9.84%
2	Mitt Romney	7.38%
3	François Hollande	2.69%
4	Angela Merkel	2.58%
5	Mariano Rajoy	2.21%
6	Nicolas Sarkozy	1.75%
7	David Cameron	1.73%
8	Paul Ryan	1.60%
9	George W. Bush	1.49%
10	Vladimir Putin	1.48%
11	Hillary Clinton	1.45%
12	Mario Monti	1.28%
13	Mario Draghi	1.20%
14	Bill Clinton	1.16%
15	Manmohan Singh	1.00%

Rank	Public Figure	MPS
16	Joe Biden	0.94%
17	Julia Gillard	0.92%
18	Ban Ki-moon	088%
18	Roger Federer	0.88%
20	Madonna	0.87%
21	Rick Santorum	0.81%
22	Cristiano Ronaldo	0.80%
23	Pope Benedict XVI	0.78%
23	Novak Djokovic	0.78%
25	Benjamin Netanyahu	0.76%

TOP 25 INTERNATIONAL

HEADS OF STATE / POLITICIANS IN THE WORLD

Rank	Public Figure	Country	MPS
1	Barack Obama	United States	16.16%
2	Mitt Romney	United States	12.11%
3	François Hollande	France	4.41%
4	Angela Merkel	Germany	4.24%
5	Mariano Rajoy	Spain	3.62%
6	Nicolas Sarkozy	France	2.87%
7	David Cameron	United Kingdom	2.85%
8	Paul Ryan	United States	2.64%
9	George W. Bush	United States	2.45%
10	Vladimir Putin	Russia	2.43%
11	Hillary Clinton	United States	2.39%
12	Mario Monti	Italy	2.11%
13	Bill Clinton	United States	1.91%
14	Manmohan Singh	India	1.64%
15	Joe Biden	United State	1.54%

Barack Obama has been the leading politician in this ranking since 2008. In 2007, George W. Bush held the first rank.

Rang	Public Figure	Country	MPS
16	Julia Gillard	Australia	1.52%
17	Ban Ki-Moon	UN	1.45%
18	Rick Santorum	United States	1.32%
19	Benjamin Netanyahu	Israel	1.24%
20	Hosni Mubarak	Egypt	1.22%
21	Hugo Chavez	Venezuela	1.17%
22	Michelle Obama	United States	1.07%
23	Stephen Harper	Canada	1.06%
24	Silvio Berlusconi	Italy	0.97%
25	Queen Elizabeth	United Kingdom	0.96%

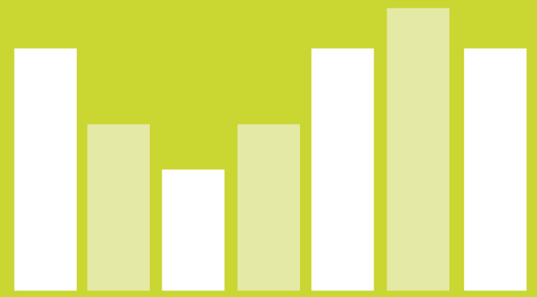
TOP 25 INTERNATIONAL
PUBLIC FIGURES IN THE WORLD
(NON-POLITICAL FIGURES)

#1 in 2011 : Steve Jobs
#1 in 2010 : Tiger Woods
#1 in 2009 : Michael Jackson
#1 in 2008 : Nicolas Sarkozy (for his private life)
#1 in 2007 : Paris Hilton

Rank	Public Figure	MPS
1	Roger Federer	2.24%
2	Madonna	2.23%
3	Cristiano Ronaldo	2.05%
4	Pope Benedict XVI	2.00%
5	Novak Djokovic	1.99%
6	Tiger Woods	1.86%
7	Fernando Alonso	1.84%
8	Sebastian Vettel	1.78%
9	Lance Armstrong	1.74%
10	Lady Gaga	1.73%
11	Lewis Hamilton	1.55%
12	Steve Jobs	1.54%
13	Justin Bieber	1.53%
14	Rihanna	1.51%
15	Rafael Nadal	1.43%
16	Lionel Messi	1.39%
17	Michael Jackson	1.17%
18	Michael Schumacher	1.15%
18	Usain Bolt	1.15%
20	LeBron James	1.11%
21	Serena Williams	1.10%
22	The Beatles	1.08%
23	Mark Zuckerberg	1.06%
24	Tom Cruise	1.02%
24	Brad Pitt	1.02%

METHODOLOGY

DID YOU KNOW?
A media eclipse occurs when a news story accounts for 20% or more of all news content for a period of at least 2 hours.



RESEARCH METHODOLOGY

Media prominence over one year

The media prominence score is a quantitative indicator measuring the space devoted to an individual news item in a given context. It does not take into account the value of the argument presented in the media or the tone of the coverage.

To evaluate the media prominence score of news items over a period of one year, Influence Communication collects every mention of the item in all dailies, most weeklies, on main information websites, on news and public interest programs on television, as well as on some radio and television variety shows. Of magazines, Influence Communication takes into account those with general news, economic or scientific content. Influence Communication does not take radio music shows, advertising, soap operas, game shows, classified listings, obituaries or Internet content into account.

The importance of news items is weighted according to the volume of coverage and the media treatment received. The media prominence score of each news item is determined according to the mean volume of all the news elements during 2012. As all news items are quantified according to the same method, it is possible to compare the space that each has occupied during the year based on a percentage.

Media prominence scores for public figures

Influence Communication also compares the media prominence of different public figures by sector (politics and non-politics). The number of mentions was calculated from January 1st to the beginning of December 2012. The media prominence score for public figures was calculated by comparing the public figures with one another according to a 100% value. The prominence of public figures in news is weighted according to the volume of coverage and the media treatment they receive.

Media prominence scores for themes

It is essential to distinguish between topical issues and wider news areas such as politics, health, education, general news, sports, etc. Influence Communication identifies these as “themes”. For instance, tuition fees are an issue, whereas education is a theme.

About Influence Communication

Influence Communication, established in November 2001, is Canada's premier news broker and information aggregator. We serve hundreds of clients, including some of Canada's largest corporations, as well as many major public relations firms.

The Influence Communication supplier network is made up of about 100 partner organizations providing access to newspapers, magazines, radio, television and Internet coverage in 160 countries. Our information brokerage network allows us to assemble information every day from five continents. Influence Communication also uses its own delivery platform to provide customers with Internet media monitoring. Our Interactive Communication Environment (ICE) allows quick information delivery to our clients as it dissects entire Internet sites such as theglobeandmail.com in as little as 16 milliseconds. On an hourly basis, the ICE system monitors more than 600 websites in Canada, and more than 7,000 around the world.

In order to understand the news and carry out our quantitative analyses, we aggregate, sort and analyze hundreds of thousands of news items on a daily basis from newspapers, radio, television and the Internet. Thanks to our technology, we have created a measurement of quantitative information analysis – the Media Prominence Score (MPS), which enables our clients to evaluate the media penetration rate of their own news stories relative to coverage of other stories.