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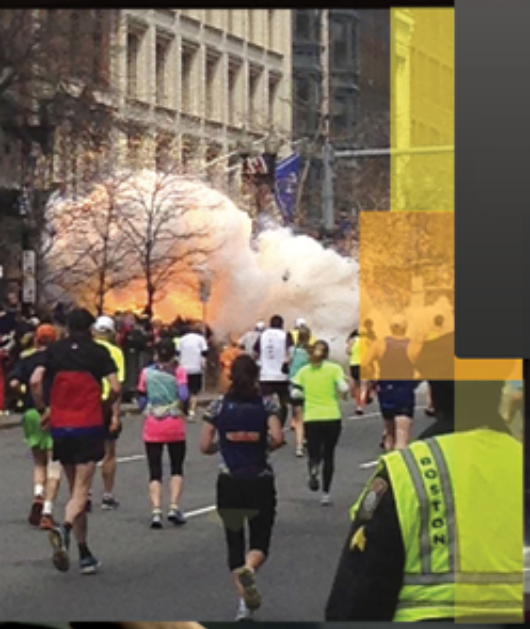
REVIEW OF NEWS
2013 REPORT

AN OVERVIEW OF MAJOR CANADIAN
NEWS STORIES IN 2013



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2013 REPORT

Looking back, can you recall the news items that ushered in the last New Year? What were the media happenings of 2013 that caught your attention?

Each year, our report offers readers the opportunity to refresh memories and to highlight certain points, besides serving as a teaching aid in many classrooms. It is a way of freezing in time that which is most ephemeral: news. By ten o'clock, a daily is already going stale, while twenty-four hours later, 85% of its news has vanished. With social media, it takes only 20 minutes for most keywords to be forgotten. More than ever, we are living in an era of disposable information: like fast food, we have fast news as well. How about an order of fries with that paper?

For the last nine years, we at Influence Communication have been putting our modest resources, a lot of work and boundless enthusiasm into publishing our Review of News Annual Report©. We believe in the importance of understanding media processes and their impact on society, but also – and especially – in the individual responsibility that we all have to make better use of the media's various products, viewing them critically, and thereby becoming better citizens.

On behalf of all of us at Influence Communication – analysts, advisors, researchers and artisans – enjoy!

Jean-Francois Dumas
President, Influence Communication

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2013 IN THE NEWS

- Other news stories
- Lac-Megantic rail tragedy
- Rob Ford's woes
- Senate expenses scandal
- Floods in Alberta
- NHL lockout and hockey
- Pope resignation and election
- Boston Marathon bombings

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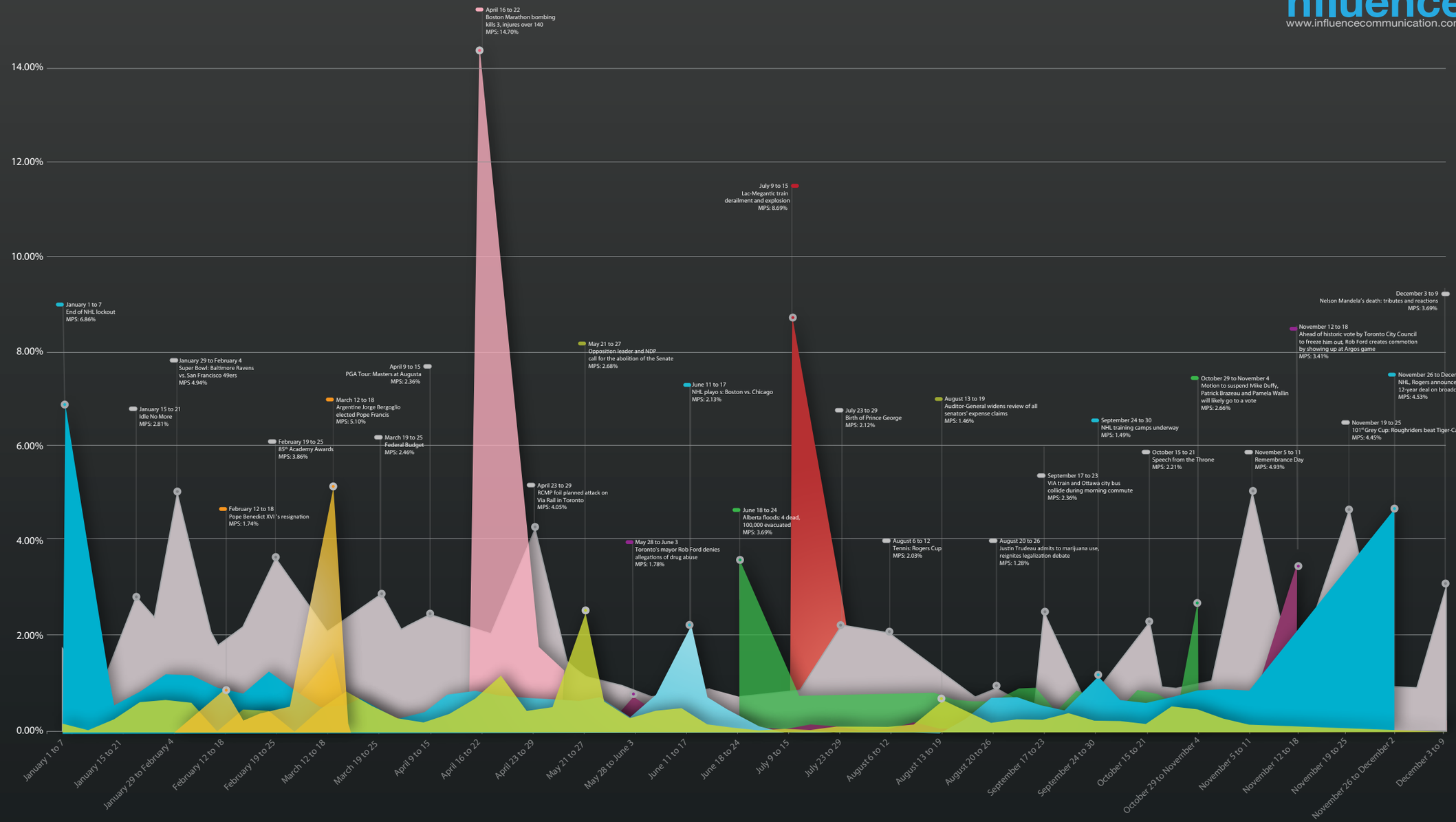

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2013 OVERVIEW

DID YOU KNOW?
The Rob Ford story received six times more coverage than Chris Hadfield's mission in space.
Rob Ford accumulated the equivalent of $1.1 billion worth of advertising in the month of November alone.

2013 IN THE NEWS

In 2013, Canadian news output totalled over 10.7 million news items. Taken together, the three main themes of sports, politics and the economy accounted for nearly 45% of all news.

However, the one news item that received the most coverage in 2013 was an international news story – the bombings at the Boston Marathon in April – which did not fall within any of the above three themes. It soared to first place with an MPS of 14.70% of all news between April 16 and 22.

Sadly, another tragedy was responsible for the number two news item of the year: the derailment and explosion of a train in the heart of Lac-Megantic. Besides ranking as Quebec's top story of the year, it was also widely covered from sea to sea, with an MPS of 8.96% between July 9 and 15. The Lac-Megantic tragedy even found itself among the top three most covered news stories worldwide for three consecutive days – a first in Canadian news.

Turning to sports, we can see that hockey still dominates our media, with 23.17% of all sports news being related to hockey. In Ontario, this proportion hits 44%. The ratification of an NHL agreement to end the lockout in January 2013 was the biggest sports story of the year, ranking third among all news stories.
Fourth place in our top news ranking was taken by the election of Pope Francis.
Meanwhile, the ongoing saga of Rob Ford's woes ranked tenth in Canada's top news stories in 2013. He was Canada's top media figure of 2013, even outranking Prime Minister Stephen Harper. The mishaps of Toronto's mayor were talked about in over 60 countries worldwide.

Year in, year out, federal politics have always been a pet topic of the Canadian media. This year, the Wright-Duffy-Brazeau scandal gave them plenty of material. Even though the story only ranked 20th in news items of the year, it was unique in that it remained within the top 10 for several weeks – no mean feat, considering that 85% of news has a life expectancy of 24 hours or less.

In June, flooding in Calgary also dominated the news for several weeks, making this natural disaster the eighth top news item of the year.

Starting point of news stories

Which type of media is the first to break news each day? Clearly, social media, the web and tablets are playing a growing role in the Canadian media ecosystem. For example, in 2011, only 1% of stories appeared first in social media in the morning, and 13% made their first appearance there during the rest of the day. In 2013, these figures had grown to 9% and 16%, respectively. We have seen a decline in this respect for radio almost every year.

TYPE OF MEDIA	Morning	Rest of the day
Television	7%	41%
Web and tablets	18%	23%
Social media	9%	16%
Radio	9%	14%
Weeklies	1%	5%
Dailies	56%	1%

Decrease
Increase
Steady

Major themes covered by the media in Canada and around the world in 2013

	Canada		World	
	2013	2012	2013	2012
Sports	12.07% ↑	10.84%	9.75% ↑	9.65%
Politics (national)	11.61% ↑	10.32%	13.01% ↑	12.76%
Politics (local)	10.26% ↑	9.04%	8.28% ↑	7.12%
Business and economy	10.19% ↓	10.73%	11.58% ↓	13.79%
International	9.32% ↓	10.04%	14.32% ↑	12.77%
Current and legal affairs	6.44% ↓	8.33%	8.31% ↑	7.79%
Local or regional news	6.16% ↓	7.65%	5.74% ↓	6.03%
Canadian news	4.97% ↑	4.66%	NA	NA
Technology	4.80% •	4.81%	4.85% •	4.86%
Arts and entertainment	4.46% ↓	4.85%	6.17% •	6.23%
Cooking	4.34% ↑	4.21%	4.06% ↓	4.53%
Automotive	3.23% •	3.21%	3.33% ↓	3.78%
Health	1.88% •	1.83%	1.67% ↑	1.02%
Environment	1.64% •	1.62%	1.23% •	1.22%
Life / home	1.20% ↑	1.11%	0.88% •	0.87%
Oil prices	1.09% •	1.05%	0.98% •	1.00%
Offbeat news	1.02% ↓	1.19%	0.74% •	0.86%
Traffic	0.86% •	0.92%	1.36% •	1.44%
Weather	0.51% •	0.43%	0.37% ↑	0.22%
Child care	0.21%	NA	0.09%	NA
Education	0.14% •	0.17%	0.20% •	0.24%
Poverty	0.12%	NA	0.24%	NA
Aboriginal issues	0.11%	NA	NA	NA
Elder care	0.09%	NA	0.07%	NA
Others	3.28%	NA	2.77%	3.82%

TOP 50 NEWS STORIES OF 2013 OVER A SEVEN-DAY PERIOD

Rank	Event	Peak period	MPS
1	Boston Marathon bombing kills 3, injures over 140	April	14.70%
2	Lac-Megantic train derailment and explosion	July	8.69%
3	NHL lockout: ratification of an agreement	January	6.86%
4	Argentine Jorge Bergoglio elected Pope Francis	March	5.10%
5	Super Bowl: Baltimore Ravens vs. San Francisco 49ers	February	4.94%
6	Remembrance Day	November	4.93%
7	NHL, Rogers announce landmark 12-year deal on broadcasting rights	December	4.53%
8	Alberta slowly recovering from major floods	June	4.45%
9	101st Grey Cup: Roughriders beat Tiger-Cats	November	4.45%
10	Rob Ford scandal: Toronto mayor admits to smoking crack	November	4.34%
11	RCMP foil planned attack on Via Rail in Toronto	April	4.05%
12	85th Academy Awards	February	3.86%
13	Nelson Mandela's death: tributes and reactions	December	3.69%
14	The Idle No More movement: hunger strike by First Nations' leader Theresa Spence	January	3.63%
15	Surprise victory of Liberals in BC elections	May	3.45%
16	Eastern Conference: Boston Bruins vs. Toronto Maple Leafs	May	3.37%

TOP 50 NEWS STORIES OF 2013 OVER A SEVEN-DAY PERIOD

Rank	Event	Peak period	MPS
17	NHL free-agent market	July	3.17%
18	Chemical weapons attack in Syria and threat of US military intervention	August	2.81%
19	Rumours of Verizon expanding into Canada	September	2.78%
20	Duffy-Wright Senate scandal	May	2.68%
21	Western Conference: San Jose Sharks vs. Vancouver Canucks	May	2.66%
22	Eastern Conference: Montreal Canadiens vs. Ottawa Senators	May	2.57%
23	Federal budget	March	2.46%
24	US budget impasse and government shutdown	October	2.39%
25	Calgary Stampede	July	2.37%
26	Sanctions expected in Senate spending scandal	October	2.36%
27	Golf: Masters at Augusta	April	2.36%
28	VIA train and Ottawa city bus collide during morning commute	September	2.36%
29	Golf: British Open	July	2.35%
30	NHL trade deadline	April	2.21%
31	Speech from the Throne: Ottawa vows to balance the budget	October	2.21%
32	NHL finals: Boston Bruins vs. Chicago Blackhawks	June	2.13%
33	NHL entry draft	June	2.13%
34	Egyptian president Morsi deposed in military coup	July	2.12%
35	Toronto mayor Rob Ford stripped of his executive powers	November	2.12%
36	Eastern Conference: Ottawa Senators eliminate Montreal Canadiens	May	2.10%
37	Toronto: Rob Ford still denying allegations	May	1.95%
38	NHL playoffs: Maple Leafs crushed in game 7 against the Bruins	May	1.93%
39	Toronto: a video surfaces that allegedly shows mayor Ford smoking crack	May	1.91%
40	Stephen Harper shuffles his cabinet, names 8 new ministers	July	1.88%
41	Tennis: Rogers Cup	August	1.83%
42	Eastern Conference: Ottawa Senators vs. Pittsburgh Penguins	May	1.82%
43	St-Patrick's Day	March	1.74%
44	The Montreal Canadiens' first game of the season against the Toronto Maple Leafs	February	1.74%
45	Justin Trudeau elected to the head of the Liberal Party of Canada	April	1.72%
46	NHL training camps	September	1.69%
47	Proposal for Quebec Charter of Values, reactions	September	1.69%
48	38th Toronto International Film Festival	September	1.69%
49	Jarome Iginla traded to Pittsburgh Penguins	March	1.66%
50	Maple Leafs win 4-3 over the Canadiens	October	1.65%

THE ROB FORD STORM

Get ready – here comes Rob Ford

If, in 2012, you had asked Canadians outside of Ontario whether they knew who Rob Ford was, some might have known the mayor of Toronto. At that time, Rob Ford was already in the news for having used official letterhead to raise money for his football foundation, and his name was mentioned over 7,500 times in Canadian newspapers that year.

With his various setbacks and mishaps, Rob Ford ranked 14th in our annual list of the top 50 individuals who got the most media coverage.

But 2012 was just the beginning...

Red alert: the “Rob Ford Show”, live

The first instalment of the “Rob Ford Show” came on May 23 when two journalists from the Toronto Star revealed that they had seen a video of the Toronto mayor consuming crack cocaine. Following those statements, the video in question (along with its owner) disappeared. After months of speculations, the police finally found the video and Rob Ford was forced to admit that he had smoked crack. He defended himself by claiming that the crack-smoking episode had occurred during a “drunken stupor”. On top of this drug scandal, Rob Ford also had to: 1) deny having had sex with a prostitute in his office; 2) deny having an alcohol problem; 3) apologize for a sexual reference about his wife; and 4) apologize to a journalist for implying he was a pedophile.

The aftermath

As a result, no story in the 21st century has given Canada more exposure. Rob Ford received four years worth of airtime and enough was written about him to fill six years of a daily newspaper. He accounted for 19% of all foreign coverage devoted to Canada in November. The story appeared in 75 different international media and was the third most-covered story in the world on November 6. His story received 1.4 times more coverage than the Lac-Megantic tragedy. Rob Ford went on to dubious fame on numerous US late-night shows which found an abundance of comic material in his looks, personality and disastrous political escapades.

Put all this together and you find the Rob Ford story well in the lead of our top 10 political news ranking, and in 10th position on our top 50 news stories list. He was also number one on our top 10 political news ranking and, once we broke down the different segments of the story, Rob Ford was responsible for 25% of the top 20 political news stories in Canada and received a certain percentage of coverage in every week of 2013. It may be of minor consolation to the beleaguered mayor – who once announced his intention to become prime minister – that he now heads our list of top public figures, even edging out the prime minister who traditionally holds the first position.

Season 2 of the Senate crisis:

The price is Wright

The second season of the Senate scandal had everything to keep the suspense going all throughout 2013. Rumours, fraud, betrayal – the second instalment of this all-Canadian saga had it all.

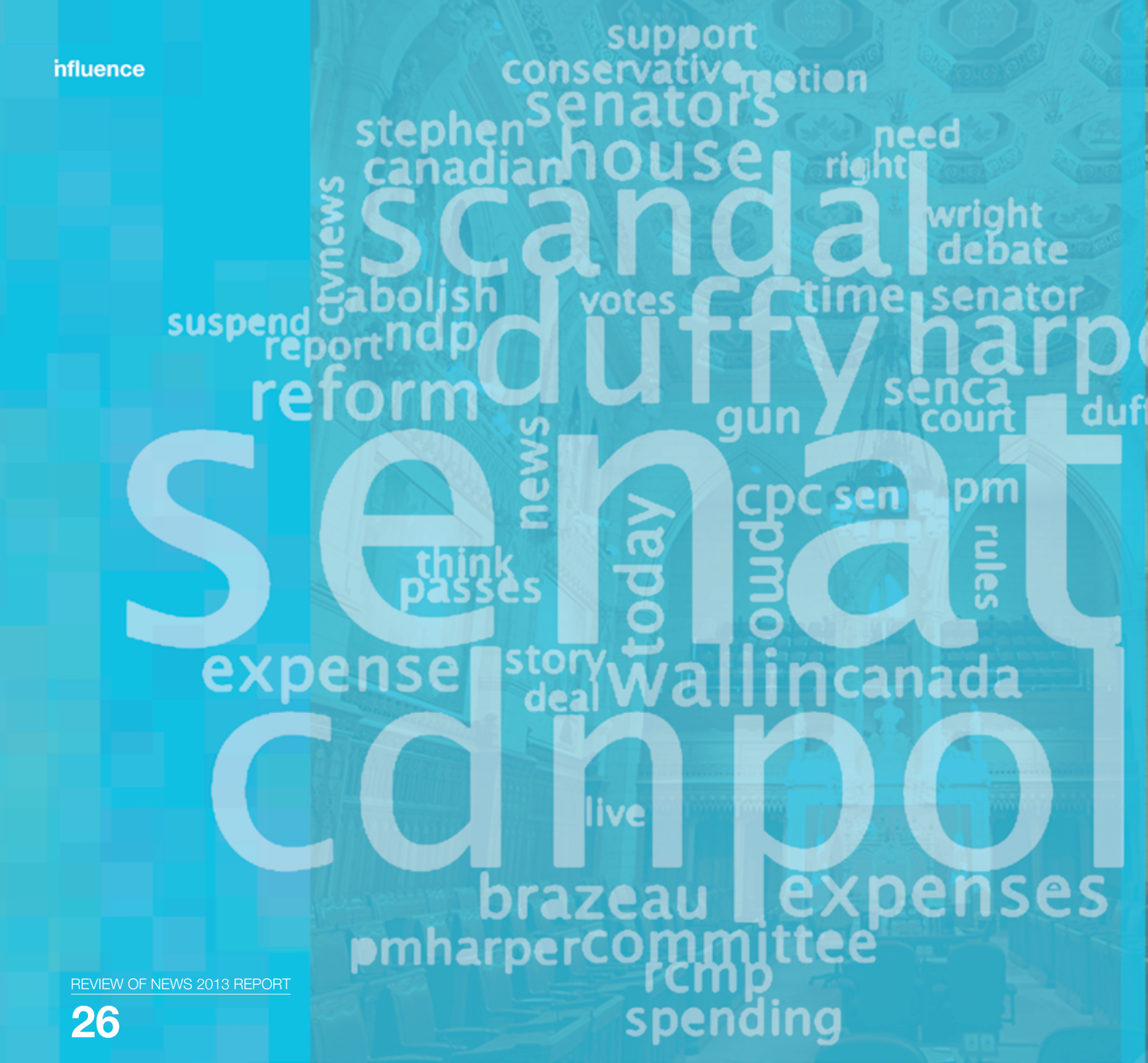
Like a carefully-plotted thriller, the unfolding of events surrounding the Senate crisis kept audiences on the edge of their seats. From Mike Duffy's disturbing revelations to internal emails and cheques signed behind closed doors, this crisis reminded us that at times, truth is indeed stranger than fiction.

As can be seen in our timeline of the year's biggest stories at the beginning of this review, this was the story that wouldn't go away, as it clung to the charts week after week without ever really dominating. In fact, there were really only two "episodes" that made it up to our top 50 of Canadian news in 2013. The first was the initial Duffy-Wright affair in late May, with an MPS of 2.68%; followed by the expected sanctions against senators Duffy, Brazeau and Wallin, a story which took up two weeks in late October with an MPS of 2.36% and 2.66% respectively. It should also be noted that the story regularly made our weekly top 15 of Canadian news on other weeks.

One of the reasons that these "episodes" attracted so much attention was that the actors involved were actually already TV "stars", as all of them were in our Top 100 of Canadian public figures: Mike Duffy ranked 4th, Patrick Brazeau 13th, Pamela Wallin 66th and Nigel Wright 85th.

The popularity of the ongoing drama further spread throughout the Twittersphere. In Canada alone, nearly 278,465 tweets were sent containing the word "senate" or "sénat", thus exceeding the number of messages about Stephen Harper, who generated 256,443 tweets last year. It also accounted for as many tweets as all the mentions of Justin Trudeau, John Baird, James Moore, Thomas Mulcair, Vic Toews, Jim Flaherty and Peter Mackay taken together. As well, several words related to "senate" found themselves a place on Twitter, especially "cdnpoli", "duffy", "scandal" and "expenses".

All in all, the many twists and turns of season two led to its resounding success in the media. Now that the story has culminated with the suspension of its three protagonists, audiences anxiously await the next instalment of this ongoing Canadian cliffhanger. No spoiler alerts needed, we all want to know!



Word cloud associated with “Senate” on Twitter thoughout the year

O Canada or HOCKEYnada?

Hockey is more than just our national sport – in some areas, it draws a quasi-religious following of dedicated fans. From sea to sea, election promises to build, renovate or enlarge arenas, to secure or bring back an NHL franchise regularly make the headlines.

How is our national sport shown in the media? How does it measure up against other sports? Is Canada really a one-sport country?

In 2011, sport in general was the number two theme in Canadian media, right after national politics. The next year, the London 2012 Olympics helped edge sports news up to the top of the list. It remained there in 2013, due in part to the end of the hockey lockout and news of a mega-contract between the NHL and Rogers.

Among the 35 sports seen in the media in 2013, in the run-up to the Sochi Winter Olympics, hockey took up more than 23% of Canada's media space.

TOP 35 SPORTS
IN CANADIAN NEWSPAPERS IN 2013

SPORT	MPS
Hockey	23.17%
Football	13.24%
Golf	11.54%
Baseball	10.14%
Soccer	8.46%
Basketball	6.97%
Curling	3.90%
Tennis	3.79%
Skiing	2.41%
Volleyball	1.84%
Cycling	1.80%
Boxing	1.31%
Hiking	1.16%
Track & field	1.09%
Rugby	1.08%
Wrestling	1.03%
Lacrosse	1.03%
Mixed martial arts	0.88%
Figure skating	0.83%
Diving	0.73%
Badminton	0.49%
Karate	0.43%
Kayaking	0.37%
Speed skating	0.35%
Snowshoeing	0.32%
Jogging	0.31%
Cricket	0.29%
Judo	0.26%
Ironman	0.20%
Canoeing	0.15%
Biathlon	0.14%
Synchronized swimming	0.13%
Kickboxing	0.10%
Bobsleigh	0.08%
Waterpolo	0.00%

Hockey takes up about twice as much media space as its nearest contender, football. Perhaps hockey's supremacy could be toppled if baseball and football joined forces in a new sport – contact baseball, anyone?

If all the names of NHL players, coaches and teams are removed from the over 140,000 mentions of hockey in 2013, the sport's MPS would plummet down to under 2%. What this means is that professional hockey takes up 98% of all Canadian media coverage of the sport.

Top teams in the media

A comparison of the top teams of the two sports most covered by Canada's media shows that the seven hockey teams top the list. The only "intruder" is the winner of the Grey Cup – the Saskatchewan Roughriders – who managed to squeeze in ahead of the Winnipeg Jets in the ranking.

TEAM	MPS
Toronto Maple Leafs	13.82%
Ottawa Senators	12.14%
Montreal Canadiens	10.87%
Vancouver Canucks	10.06%
Edmonton Oilers	8.60%
Calgary Flames	7.06%
Saskatchewan Roughriders	5.11%
Winnipeg Jets	4.99%
Montreal Alouettes	4.26%
Calgary Stampeders	4.18%
BC Lions	3.94%
Hamilton Tiger-Cats	3.93%
Toronto Argonauts	3.85%
Edmonton Eskimos	3.54%
Winnipeg Blue Bombers	2.97%
Ottawa RedBlacks	0.68%

DID YOU KNOW?

AMATEUR VS. PROFESSIONAL:
Of all the sporting news coverage in 2013, "professional sports" was mentioned 99,9982% of the time, leaving "amateur sports" with only 0,0018% of coverage.

CANADA AND THE WORLD:
In Canada, sports news was number one in 2012, second in 2011 and in top place in 2010 as well. Worldwide however, sport news ranked fourth in the same years.

A year of media confessions

2013 was the year of confessions from our politicians, as they took turns admitting to having used certain drugs. It all started in mid-summer, when the leader of the Liberal Party of Canada stirred up the debate on the decriminalization of pot. A few weeks later, Justin Trudeau admitted to having used marijuana about five or six times back when he was just an MP. This story monopolized the attention of the media in the week from August 20 to 26.

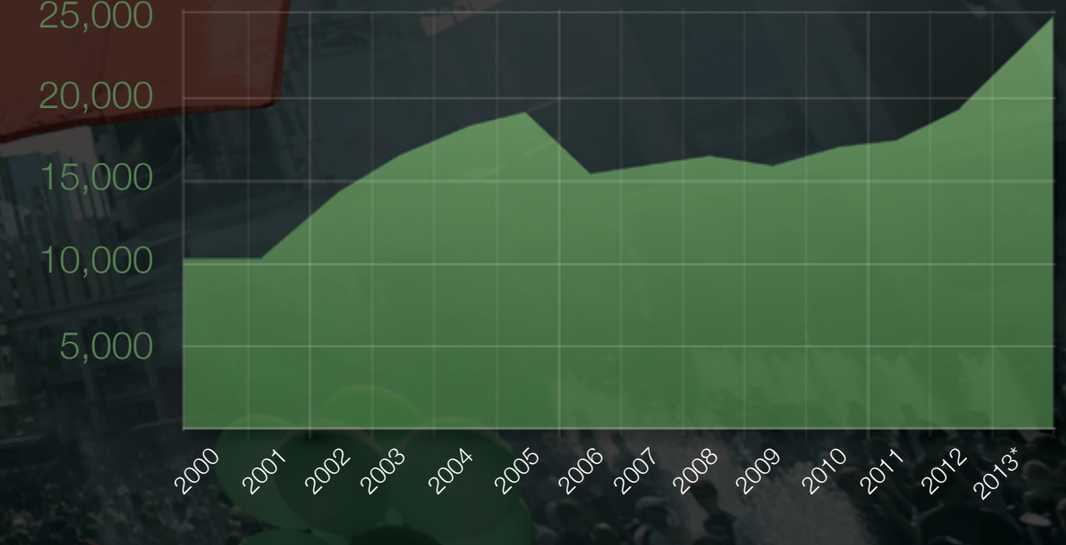
Journalists had a field day with his admission, even attempting to drag other politicians into the confession booth. Some refused to answer while others took advantage of the informal, jocular tone of the discussion to join in the banter. The overall outcome seemed to encourage other politicians to make similar confessions to the press, including Ontario premier Kathleen Wynne and P.E.I. premier Robert Ghiz, who also admitted to having used marijuana.

Even Mayor Ford of Toronto, while denying allegations of him using crack, admitted rather offhandedly to having smoked “a lot” of cannabis.

Marijuana in the media – a timeline

Our data compiled from the Canadian written press over the year 2000 shows a little over 10,000 mentions of cannabis, marijuana or pot. A slight progression is shown from 2001 to 2011, peaking in 2005, when Health Canada published a study showing that young people can access marijuana more easily than cigarettes. Overall, the media's interest in the topic has followed a gradual but steady increase over the last 14 years, only to take off dramatically last year, when we counted over 22,000 mentions in the first 50 weeks of 2013. Thus, our politicians have been responsible for giving marijuana the most PR in 2013. Love it or hate it, it's a topic that's here to stay!

Pot, cannabis, marijuana
Mentions in the Canadian press



(*) until December 19th

Trudeaumania . . . Take II?

In the late sixties, millions of Canadian voters fell under the spell of a young politician with all the charisma of a pop singer or a movie star. The press soon found a name to describe the shrieks, applause and crowds clamouring for autographs and photos that followed this young lawyer-in-training wherever he went: Trudeaumania was born.

More than seven years after the death of Pierre Elliott, Justin Trudeau is now following in his father's footsteps and entering politics. Comparisons are inevitable, as journalists and pundits comment on the similarities between the two men: their youth, verve and good looks.

Justin was elected MP for Papineau, a Montreal riding. After surviving Quebec's Orange Wave during the 2011 federal elections, Justin launched his bid for the leadership of the Liberal Party of Canada in October 2012. At this point, the LPC was the second opposition party in Ottawa.

By January 2013, the dust had visibly settled, as the LPC leadership race was no longer making the Canadian news top 10 in our weekly reports. This trend continued over the rest of the winter. By spring however, the leadership race rose to second place in the list of top news between April 9 and 15. However, Justin Trudeau's resounding victory as party leader on April 14 last year only made it to second place behind the Boston Marathon attacks. Due to the massive coverage of the events in Boston, reactions to Justin's victory took up less than 1% of the media's attention over the following week.

In mid-June, when Trudeau offered to reimburse all speaking fees that he had received from various organizations, he rose to third place in top news, under the reports on Alberta floods.

Last July, Justin Trudeau reignited the debate on the decriminalization of marijuana. As the parliamentary press tittered over the young party leader's choice of priorities, the news item reached an MPS of 0.31% and rose to 16th place in the ranking of top news stories between July 23 and 29. It must be noted that at this time, the media was largely focused on the birth of the royal baby.

Accordingly, Trudeau would have to wait until the week of August 20 to 26 to rise to the top again when he made a stunning statement: the former teacher admitted to having smoked marijuana. This news hit the top of the Canadian news ranking for the week and continued to make waves the following week, when it dipped down only to second place.

Despite an attack by Peter Mackay, Trudeau's statement did not escalate into a PR disaster for the Liberal Party, as the media seemed to be more forgiving of voluntary confessions than of scandals. Reports even showed citizens hugging Trudeau, congratulating him for the stand he had taken on the issue.

Amidst the Senate scandal and the LPC's results at the last by-elections in the weeks to follow, he did not return to the top of the media scene, although his statements still kept him within the top 10.

In the end, Justin would finish second overall in the ranking of the top 20 federal politicians for 2013. Compared to his seventh place in 2012, this is a dramatic ascent for an MP who was not even on the list in 2011.

Where will we see Justin Trudeau in 2014?

Health problems in the news – media sicknesses?

There is a general expectation that the importance of an event is in direct proportion with the amount of media coverage devoted to it. We at Influence Communication took a look at how frequently various health issues appear in the media, and whether their coverage is actually in proportion with the number of people suffering from the ailment in question.

According to the data which we collected, depression, diabetes and concussions were the health problems that got the most coverage in Canada's media in 2013. Would this imply that they are also the most common or the most dangerous?

Figures from the Canadian Cancer Society show that cancer and heart disease were Canada's top killers in 2009, with 30% of deaths attributed to cancer and 20% to heart disease. Thus, the coverage of a diseaseis not directly linked to the number of cases or to mortality rates.

To find why the media focuses on certain issues more than others, we have to look to other factors:

- A health problem can be inadvertently connected with another major media issue. For example, Canadians' nearly pathological obsession with hockey probably explains the frequency with which concussions are mentioned in the media. Similarly, persons suffering from depression or Alzheimer's are frequently involved in various mishaps and accidents that make the news.

- As well, the quality of PR – fundraising, high-profile spokespersons, studies, telethons and other events – for the disease can have a big impact on the degree of media coverage.

Case study: Angelina Jolie

Angelina Jolie seemingly had it all: *People* declared her most beautiful woman in 2006, *Maxim* the sexiest in 2008, while *Forbes* listed her as best-paid actress in 2013. Yet, on May 14th of last year, she published an open letter in the *New York Times* explaining her decision to undergo a preventative double mastectomy.

The media went wild. Her choice, however personal, was scrutinized in detail. Some weighed the pros and cons, others lauded her courage. Concerns were raised that her draconian approach would lead to a wave of panic among other women suffering from the same disease, while cynics went so far as to suspect that a sponsor was involved.

To put it all into perspective, consider that of the 23,800 Canadian women who will be diagnosed with breast cancer this year, only 1,190 will be found to suffer of the same type of cancer as Ms. Jolie.

The name of this cancer gene, BRCA1, became one of top words searched on the internet, while the MPS for the BRCA1 gene was nearly four times higher between May 14th and 30th than for the rest of 2013.

Of all the mentions of the defective gene, 77.43% were generated in connection with Angelina.

All of which leaves us to wonder – is this is a case of the victim promoting the disease or of the disease promoting the victim?

DID YOU KNOW?
If we look at its share of coverage in the Canadian media, health ranks 13th – far below national news, local news, sports, economy, cooking and technology.

Rank	Ailment or disease	MPS	% of Canadians affected*
1	Depression	11.09%	10.00%
2	Diabetes	9.32%	6.88%
3	Concussion	7.23%	0.11%
4	Alzheimer's	6.60%	2.14%
5	Breast cancer	5.71%	0.07%
6	Heart disease	5.33%	3.73%
7	Flu	5.09%	22.94%
8	Autism	3.28%	0.57%
9	AIDS	3.21%	0.01%
10	Arthritis	2.75%	11.47%
11	Leukemia	2.44%	0.02%
12	High blood pressure	2.18%	15.51%
13	Multiple sclerosis	2.05%	0.22%
14	Prostate cancer	2.05%	0.08%
15	Lung cancer	1.83%	0.07%
16	Pneumonia	1.74%	0.72%
17	Asthma	1.64%	8.60%
18	Schizophrenia	1.51%	0.01%
19	Cerebral palsy	1.16%	0.00%
20	Hepatitis	1.13%	6.99%
	Other	22.67%	
	TOTAL	100.00%	

** Data from various sources such as Statistics Canada or associations representing the disease.*

NEWS CHARTS

DID YOU KNOW?
The international media covered the Lac-Megantic tragedy non-stop for 30 consecutive days.

TOP NEWS **CURRENT AND LEGAL AFFAIRS**

Rank	Event	Peak period	MPS over 7 days
1	Lac-Megantic train derailment	July	8.69%
2	Alberta slowly recovering from major floods	June	4.45%
3	Rob Ford scandal: Toronto mayor admits to having smoked crack	November	4.34%
4	RCMP foil planned attack on Via Rail in Toronto	April	4.05%
5	Nelson Mandela's death: tributes and reactions	December	3.69%
6	Boston Marathon bombings: suspects were planning an attack on New York	April	3.34%
7	VIA train and Ottawa city bus collide during morning commute	September	2.36%
8	Tragedy in Campbellton, New Brunswick: python kills two children	August	1.45%
9	Shooting at Washington Navy Yard	September	1.32%
10	RCMP foils terrorist plot to blow up BC legislature	July	1.27%

TOP NEWS **POLITICS**

Rank	Event	Peak period	MPS over 7 days
1	Remembrance Day	July	4.93%
2	Rob Ford scandal: Toronto mayor admits to having smoked crack	June	4.34%
3	The Idle No More movement: hunger strike by First Nations' leader Theresa Spence	Avril	3.63%
4	Surprise victory of Liberals in BC elections	December	3.45%
5	Duffy-Wright senate scandal	April	2.68%
6	Federal budget	September	2.46%
7	Sanctions expected in Senate spending scandal	August	2.36%
8	Speech from the Throne: Ottawa vows to balance the budget	September	2.21%
9	Toronto mayor Rob Ford stripped of his executive powers	July	2.12%
10	Rob Ford scandal: Toronto mayor denies having smoking crack	May	1.95%

TOP NEWS **BUSINESS AND ECONOMY**

Rank	Event	Peak period	MPS over 7 days
1	NHL, Rogers announce landmark 12-year deal on broadcasting rights	December	4.53%
2	Federal budget	March	2.46%
3	US budget impasse and government shutdown	October	2.39%
4	Speech from the Throne: Ottawa vows to balance the budget	October	2.21%
5	Research in Motion becomes BlackBerry, launches BlackBerry 10	February	1.13%
7	Fairfax Financial offers to buy BlackBerry	September	1.08%

TOP NEWS **SPORTS**

Rank	Event	Peak period	MPS over 7 days
1	NHL lockout: ratification of an agreement	January	6.86%
2	Super Bowl: Baltimore Ravens vs. San Francisco 49ers	February	4.94%
3	NHL, Rogers announce landmark 12-year deal on broadcasting rights	December	4.53%
4	101st Grey Cup: Roughriders beat Tiger-Cats	November	4.45%
5	Eastern Conference: Boston Bruins vs. Toronto Maple Leafs	May	3.37%
6	NHL free-agent market	July	3.17%
7	Western Conference: San Jose Sharks vs. Vancouver Canucks	May	2.66%
8	Eastern Conference: Montreal Canadiens vs. Ottawa Senators	May	2.57%
9	Calgary Stampede	July	2.37%
10	Golf: Masters at Augusta	April	2.36%
11	Golf: British Open	July	2.35%
16	Tennis: Rogers Cup	August	1.83%

TOP NEWS **ARTS AND ENTERTAINMENT**

Rank	Event	Peak period	MPS over 7 days
1	85th Academy Awards	February	3.86%
2	St-Patrick's Day	March	1.74%
3	38th Toronto International Film Festival	September	1.69%
4	42nd Juno Awards	April	1.36%
5	55th Grammy Awards	February	1.18%
7	"Glee" actor Cory Monteith dies of heroin and alcohol overdose	July	0.96%

TOP NEWS **HEALTH**

Rank	Event	Peak period	MPS over 7 days
1	Angelina Jolie's double mastectomy	May	0.53%
2	Death of Henry Morgentaler	May	0.48%
3	Birth control pills linked to deaths of 23 Canadian women	June	0.16%
4	First hamburger made from stem cells	August	0.15%
5	Drinking water crisis in Montreal	May	0.09%

TOP NEWS **INTERNATIONAL NEWS STORIES MOST COVERED IN CANADA**

Rank	Event	Peak period	MPS over 7 days
1	Boston Marathon bombing kills 3, injures over 140	Avril	14.70%
2	Argentine Jorge Bergoglio elected Pope Francis	March	5.10%
3	Nelson Mandela's death: tributes and reactions	December	3.69%
4	Chemical weapons attack in Syria and threat of US military intervention	September	2.81%
5	US budget impasse and government shutdown	October	2.39%
8	Death of Margaret Thatcher	April	1.62%
10	Terrorist attack at Nairobi shopping mall	September	1.41%

TOP NEWS **CANADA IN THE NEWS ABROAD***

Rank	Event	Peak period
1	Rob Ford's mishaps	November
2	Lac-Megantic train derailment	July
3	Chris Hadfield's spacewalk	May
4	Keystone XL pipeline project	February
5	Papal conclave: Cardinal Marc Ouellet	March

* Based on volume of media coverage over one year

TOP NEWS

SCIENCE AND TECHNOLOGY

Rank	Event	Peak period	MPS over 7 days
1	Rumours of Verizon expanding into Canada	September	2.78%
2	BlackBerry tries to reassure customers in an open letter	December	0.57%
3	Chris Hadfield landed	May	0.47%
4	Worldwide flight ban on Boeing Dreamliner	January	0.33%
5	Release of iPhone 5C and 5S	September	0.31%
7	Launch of PlayStation 4	February	0.18%

TOP BUSINESSES **IN THE MEDIA**

Rank 2012	Rank 2013	Company	MPS
4	1	Scotiabank	3.73%
3	2	Toyota	3.68%
5	3	Bank of Montreal	3.61%
2	4	Canadian Pacific	3.60%
8	5	Royal Bank of Canada	3.49%
1	6	Honda	3.39%
6	7	Air Canada	3.20%
7	8	General Motors	2.99%
11	9	Tim Hortons	2.71%
24	10	Research In Motion (Blackberry)	2.70%
10	11	Walmart	2.61%
19	12	Canadian Tire	2.46%
20	13	Rogers Communications	2.45%

Rank 2012	Rank 2013	Company	MPS
14	14	Telus	2.43%
21	15	Canadian National Railways	2.22%
18	16	Canadian Imperial Bank of Commerce	2.16%
9	17	Enbridge	2.12%
-	18	TransCanada Corp	1.98%
15	19	Chrysler Canada	1.92%
12	20	Hydro-Quebec	1.64%
20	21	Molson Coors	1.62%
-	22	Bombardier Inc.	1.47%
17	23	Quebecor	1.43%
23	24	Ford	1.33%
-	25	Mercedes-Benz	1.21%
22	25	BCE	1.21%

PEOPLE

DID YOU KNOW?
If all the articles published about the royal baby worldwide over a 24-hour period were put together, there would be enough to fill a daily newspaper for 3½ years.

TOP 25 PEOPLE

WHO MADE THE NEWS IN CANADA IN 2013

Rank	Name	MPS
1	Rob Ford	10.35%
2	Stephen Harper	5.23%
3	Barack Obama	2.27%
4	Mike Duffy	2.08%
5	Justin Trudeau	1.92%
6	Thomas Mulcair	1.58%
7	Jim Flaherty	1.24%
8	Dalton McGuinty	1.17%
9	Queen Elizabeth II	0.95%
10	Sidney Crosby	0.95%
11	Randy Carlyle	0.88%
12	Tiger Woods	0.86%
13	Patrick Brazeau	0.81%
14	Phil Kessel	0.79%
15	Jason Spezza	0.70%
16	Erik Karlsson	0.69%
17	Dion Phaneuf	0.68%
18	Paul MacLean	0.67%
19	Ryan Nugent-Hopkins	0.66%
20	Joffrey Lupul	0.66%
21	Taylor Swift	0.65%
22	Craig Anderson	0.63%
23	Nazem Kadri	0.60%
24	Taylor Hall	0.58%
25	Jordan Eberle	0.57%

TOP 10 PEOPLE
WHO MADE THE NEWS IN CANADA IN 2010

Rank	Name	MPS
1	Stephen Harper	5.48%
2	Barack Obama	3.18%
3	Tiger Woods	2.23%
4	Sidney Crosby	1.95%
5	Michael Ignatieff	1.79%
6	Dalton McGuinty	1.43%
7	Roberto Luongo	1.16%
8	Gordon Campbell	1.10%
9	Jim Flaherty	1.05%
10	Brian Burke	1.00%

TOP 10 PEOPLE
WHO MADE THE NEWS IN CANADA IN 2011

Rank	Name	MPS
1	Stephen Harper	1.59%
2	Jack Layton	0.74%
3	Barack Obama	0.72%
4	Michael Ignatieff	0.54%
5	Sidney Crosby	0.49%
6	Dalton McGuinty	0.41%
7	Zedno Chara	0.41%
8	Tim Thomas	0.38%
9	Muammar Gaddafi	0.30%
10	Jim Flaherty	0.30%

TOP 10 PEOPLE
WHO MADE THE NEWS IN CANADA IN 2012

Rank	Name	MPS
1	Stephen Harper	4.66%
2	Barack Obama	2.76%
3	Dalton McGuinty	2.16%
4	Mitt Romney	1.47%
5	Alison Redford	1.26%
6	Christy Clark	1.17%
7	Jim Flaherty	0.99%
8	Queen Elizabeth	0.97%
9	Bob Rae	0.89%
10	Thomas Mulcair	0.89%

TOP 10 POLITICAL FIGURES
IN CANADIAN MEDIA IN 2013
(OUTSIDE FEDERAL MPS)

Rank	Name	MPS
1	Rob Ford	49.70%
2	Mike Duffy	9.97%
3	Dalton McGuinty	5.63%
4	Patrick Brazeau	3.89%
5	Pauline Marois	2.18%
6	Naheed Nenshi	1.38%
7	Nigel Wright	2.18%
8	Jean Charest	0.87%
9	Colette Roy-Laroche	0.59%
10	Philippe Couillard	0.54%

TOP 10 SPORTS CELEBRITIES **IN CANADIAN MEDIA IN 2013**

Rank	Name	MPS
1	Sidney Crosby	2.37%
2	Randy Carlyle	2.19%
3	Tiger Woods	2.15%
4	Phil Kessel	1.97%
5	Jason Spezza	1.76%
6	Erik Karlsson	1.73%
7	Dion Phaneuf	1.70%
8	Paul MacLean	1.68%
9	Ryan Nugent-Hopkins	1.65%
10	Joffrey Lupul	1.64%

TOP 10 BUSINESS LEADERS **IN CANADIAN MEDIA IN 2013**

Rank	Name	MPS
1	Steve Jobs	13.16%
2	Mark Carney	11.31%
3	Warren Buffett	9.30%
4	Mark Zuckerberg	7.93%
5	Ed Burkhardt	6.20%
6	Pierre Duhaime	4.14%
7	Pierre Karl Péladeau	3.92%
8	Conrad Black	3.87%
9	Donald Trump	3.52%
10	Sheryl Sandberg	3.35%

TOP 20 FEDERAL POLITICIANS IN CANADIAN MEDIA IN 2013

Rank	Name	Party	MPS 2013		MPS 2012
1	Stephen Harper	Conservative	22.99%	↑	21.56%
2	Justin Trudeau	Liberal	8.42%	↑	2.65%
3	Jim Flaherty	Conservative	5.44%	↑	4.60%
4	Peter MacKay	Conservative	4.88%	↑	2.35%
5	Thomas Mulcair	NDP	4.17%	↓	4.40%
6	John Baird	Conservative	3.39%	↑	2.88%
7	Joe Oliver	Conservative	3.06%	↑	1.35%
8	Marc Garneau	Liberal	2.45%	↑	0.95%
9	Tony Clement	Conservative	2.41%	↑	1.20%
10	Peter Kent	Conservative	2.23%	↑	1.24%
11	Jason Kenney	Conservative	2.07%	↓	2.38%
12	Rob Nicholson	Conservative	1.97%	↑	1.08%
13	Stéphane Dion	Liberal	1.90%	↑	0.96%
14	Nathan Cullen	NDP	1.80%	↑	1.18%
15	Diane Finley	Conservative	1.79%	↑	—
16	Leona Aglukkaq	Conservative	1.77%	↑	—
17	Bob Rae	Liberal	1.70%	↓	4.12%
18	Gerry Ritz	Conservative	1.63%	↑	0.97%
19	Julian Fantino	Conservative	1.53%	↑	—
20	James Moore	Conservative	1.42%	↑	1.14%
24	Bev Oda	Conservative	1.31%		0.92%
35	Elizabeth May	Green	0.72%		0.72%

TOP 10 ENTERTAINMENT PERSONALITIES IN CANADIAN MEDIA IN 2013

Rank	Name	MPS
1	Taylor Swift	4.38%
2	Oprah Winfrey	3.27%
3	James Franco	1.57%
4	George Clooney	1.47%
5	Johnny Depp	1.45%
6	Matt Damon	1.44%
7	Brad Pitt	1.41%
8	Selena Gomez	1.36%
9	Justin Bieber	1.35%
10	Steven Spielberg	1.28%

TOP 25 INTERNATIONAL PEOPLE **IN CANADIAN MEDIA IN 2013**

Rank	Nom	MPS
1	Barack Obama	6.90%
2	Tiger Woods	2.14%
3	Pope Francis	2.10%
4	Rafael Nadal	2.01%
5	The Beatles	1.91%
6	Novak Djokovic	1.81%
7	Pope Benedict XVI	1.76%
7	Mohamed Morsi	1.76%
8	François Hollande	1.67%
9	Vladimir Putin	1.64%
10	Bachar al-Assad	1.58%
13	Nelson Mandela	1.40%

MEDIA PROMINENCE SCORE OF **CANADIAN PREMIERS OUTSIDE THEIR OWN PROVINCES**

Name	Province	2013		2012
Pauline Marois	Quebec	21.68%	↓	28.83%
Alison Redford	Alberta	19.42%	↓	20.93%
Dalton McGuinty and Kathleen Wynne	Ontario	15.80%	↑	14.98%
Christy Clark	British Columbia	13.56%	↑	13.45%
Brad Wall	Saskatchewan	7.64%	↑	7.04%
Darrell Dexter and Stephen McNeil	Nova Scotia	7.30%	↑	4.29%
David Alward	New Brunswick	4.73%	↑	1.90%
Kathy Dunderdale	Newfoundland and Labrador	3.41%	↑	2.55%
Greg Selinger	Manitoba	2.68%	↑	2.01%
Robert Ghiz	Prince Edward Island	1.67%	↓	2.59%
Bob McLeod	Northwest Territories	1.08%	↑	0.72%
Eva Aariak and Peter Taptuna	Nunavut	0.84%	↑	0.46%
Darrell Pasloski	Yukon	0.20%	↓	0.25%
		100%		100%

INTERNATIONAL CHARTS

DID YOU KNOW?
The day after Nelson Mandela's death was announced, 40% of the world's daily papers ran the news as a front-page story. Taken together, this is enough to fill a daily newspaper for 625 days.

TOP INTERNATIONAL NEWS STORIES IN 160 COUNTRIES

Rank	Event	MPS
1	Political crisis in Syria	5.41%
2	Climate change	5.06%
3	Obamacare	4.06%
4	NSA surveillance program in US: Edward Snowden on the run	3.62%
5	Barack Obama sworn in for second term	3.18%
6	September 11 memorial	3.04%
7	War in Afghanistan	2.84%
8	Iran nuclear talks	2.83%
9	Elections in Italy	2.69%
10	Death of Nelson Mandela	2.51%
11	Political situation in Iraq	1.95%
12	Political unrest in Egypt	1.66%
13	Tensions between Israel and Palestine	1.52%
14	Elections in Pakistan	1.51%

Rank	Event	MPS over 7 days
15	Death of Hugo Chavez	1.44%
16	Economic crisis in the eurozone	1.19%
17	Crisis and war in Mali: France sends in troops	1.18%
18	North Korea's nuclear program	1.15%
19	Death of Margaret Thatcher	0.90%
20	Demonstrations in Turkey	0.84%
21	Economic difficulties and austerity measures in Spain	0.74%
22	US fiscal cliff	0.56%
23	Economic, social, and political crisis in Greece	0.56%
24	Hassan Rouhani wins Iranian presidential elections	0.54%
25	WikiLeaks: Bradley Manning found guilty of espionage but not of aiding the enemy	0.49%
27	G-20 summit in St-Petersburg	0.47%
33	Elections in Venezuela after Hugo Chavez's death	0.25%
36	Anti-gay legislation in Russia	0.25%
38	Angela Merkel wins elections in Germany	0.23%

TOP 10 INTERNATIONAL
POLITICAL NEWS STORIES

Rank	Event
1	Political crisis in Syria
2	Climate change
3	Obamacare
4	NSA surveillance program in US: Edward Snowden on the run
5	Barack Obama sworn in for second term
6	September 11 memorial
7	War in Afghanistan
8	Iran nuclear talks
9	Elections in Italy
10	Political situation in Iraq
11	Political unrest in Egypt
14	Death of Hugo Chavez
18	Death of Margaret Thatcher
40	Rob Ford crisis

TOP 10 INTERNATIONAL
CURRENT AND LEGAL NEWS ITEMS

Rank	Event
1	Boston Marathon bombing
2	Nelson Mandela's failing health, followed by his death
3	Avian influenza A virus H7N9
4	Lampedusa shipwreck leaves 130 dead, 200 missing
5	Birth of royal baby to Kate Middleton and Prince William
6	Gang rape in India
7	Terrorist attack at Nairobi shopping mall
8	George Zimmerman acquitted in shooting of Trayvon Martin
9	Julian Assange's legal woes
10	WikiLeaks: Bradley Manning found guilty of espionage but not of aiding the enemy
11	Oscar Pistorius arrested for the murder of his girlfriend
13	Ariel Castro indicted on charges of kidnapping and holding hostage three women in Cleveland
27	Lac-Megantic train derailment

TOP 5 INTERNATIONAL ENTERTAINMENT NEWS TOPICS

Rank	Event
1	55th Grammy Awards
2	85th Academy Awards
3	66th Cannes Film Festival
4	71st Golden Globe Awards
5	Iron Man 3 released in theaters

TOP 5 INTERNATIONAL ECONOMIC NEWS STORIES

Rank	Event
1	Economic crisis in the eurozone
2	Economic difficulties and austerity measures in Spain
3	US fiscal cliff
4	Economic, social and political crisis in Greece
5	G-20 summit in St-Petersburg

TOP 5 INTERNATIONAL TECHNOLOGY NEWS ITEMS

Rank	Event
1	Release of iPhone 5C and 5S
2	Twitter goes public
3	Apple profits drop for first time in 10 years
4	Dell leaves stock market, bought out by CEO
5	Galaxy S4 leaked, Samsung keeps the buzz going

TOP 5 INTERNATIONAL SPORTS NEWS ITEMS

Rank	Event
1	Tennis: US Open
2	Super Bowl: Baltimore Ravens vs San Francisco 49ers
3	Tour de France
4	Baseball World Series
5	Tennis: Australia Open

TOP 5 INTERNATIONAL
NATURAL DISASTERS

Rank	Event
1	Typhoon Haiyan (Yolanda) in the Philippines
2	Tornado season in Oklahoma
3	Cyclone Mahasen in India, Bangladesh, Burma and Thailand
4	Cyclones in India in October and November (Phailin, Lehar)
5	Typhoon Usagi in the Philippines, Hong Kong, Taiwan and Southern China

TOP 10 INTERNATIONAL
DEATH MOST COVERED IN THE MEDIA

Rank	Event	Date of death	Cause
1	Nelson Mandela, political figure (South Africa)	December 5	Natural causes
2	Hugo Chavez, president of Venezuela	March 5	Cancer
3	Margaret Thatcher, former UK prime minister	April 8	CVA
4	Paul Walker, actor (The Fast and the Furious)	November 30	Car accident
5	Ariel Castro; kidnapper, rapist	September 3	Suicide in jail cell
6	Tamerlan Tsarnaev, terrorist	April 19	Gunshot wounds
7	Lou Reed, musician	October 27	Liver disease
8	James Gandolfini, actor *(The Sopranos)*	June 19	Heart attack
9	Cory Monteith, actor *(Glee)*	July 13	Overdose
10	David Frost, journalist	August 31	Heart attack

TOP 25 INTERNATIONAL **PUBLIC FIGURES**

Rank	Name	MPS
1	Barack Obama	9.99%
2	Angela Merkel	3.01%
3	David Cameron	2.58%
4	Vladimir Putin	2.16%
5	François Hollande	2.15%
6	Edward Snowden	2.05%
7	Mariano Rajoy	1.97%
8	Bachar al-Assad	1.92%
9	Silvio Berlusconi	1.87%
10	Nelson Mandela	1.48%
11	Manmohan Singh	1.33%
12	John Boehner	1.30%
13	Cristiano Ronaldo	1.29%
14	Tony Abbott	1.23%
15	Nawaz Sharif	1.13%
16	Shinzo Abe	1.11%

Rank	Name	MPS
17	Novak Djokovic	1.07%
18	Bill Clinton	1.05%
19	Xi Jinping	1.02%
20	Dilma Rousseff	1.01%
21	Nicolás Maduro	0.98%
22	Rafael Nadal	0.97%
23	Roger Federer	0.97%
24	Hugo Chávez	0.93%
25	Sebastian Vettel	0.91%
27	Madonna	0.89%

TOP 25 INTERNATIONAL
HEADS OF STATE/POLITICIANS

Stephen Harper's rank among world politicians in the media has slipped to 59th, down from 24th in 2012, 22nd in 2011 and 15th in 2010. Barack Obama has topped the list since 2008, superseding George W. Bush who was first in 2007.

Rank	Name	Country	MPS
1	Barack Obama	USA	17.88%
2	Angela Merkel	Germany	5.38%
3	David Cameron	UK	4.62%
4	Vladimir Putin	Russia	3.87%
5	François Hollande	France	3.85%
6	Mariano Rajoy	Spain	3.53%
7	Bachar al-Assad	Syria	3.44%
8	Silvio Berlusconi	Italy	3.35%
9	Nelson Mandela	South Africa	2.63%
10	Manmohan Singh	India	2.38%
11	John Boehner	USA	2.33%
12	Tony Abbott	Australia	2.20%
13	Ban Ki-moon	UN	2.13%
14	Nawaz Sharif	Pakistan	2.01%
15	Shinzo Abe	Japan	1.99%
16	Bill Clinton	USA	1.88%
17	Xi Jinping	China	1.83%
18	Dilma Rousseff	Brazil	1.82%
19	Nicolás Maduro	Venezuela	1.76%
20	Hugo Chávez	Venezuela	1.66%
21	Enrique Peña Nieto	Mexico	1.42%
22	Mohamed Morsi	Egypt	1.33%
23	Recep Tayyip Erdoğan	Turkey	1.31%
24	Hosni Moubarak	Egypt	1.28%
25	Julia Gillard	Australia	1.25%

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

#1 in 2012: Roger Federer
#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	Name	MPS
1	Edward Snowden	4.67%
2	Cristiano Ronaldo	2.92%
3	Novak Djokovic	2.43%
4	Rafael Nadal	2.21%
5	Roger Federer	2.21%
6	Sebastian Vettel	2.07%
7	Lionel Messi	2.03%
8	Madonna	2.02%
9	One Direction	1.99%
10	Miley Cyrus	1.91%
11	Lady Gaga	1.87%
12	Tiger Woods	1.87%
13	Fernando Alonso	1.78%
14	Justin Bieber	1.66%
15	Beyoncé	1.54%
16	Michael Jackson	1.51%
17	Serena Williams	1.51%
18	Rihanna	1.48%
19	Lewis Hamilton	1.36%
20	Lance Armstrong	1.17%
20	LeBron James	1.17%
21	The Beatles	1.15%
22	Katy Perry	1.14%
23	Brad Pitt	1.13%
24	Kanye West	1.09%
25	Steve Jobs	1.08%
25	Jay-Z	1.04%

MEDIA **COMPARISONS**

DID YOU KNOW?
Since Bell's acquisition of Astral (a $3.4 million transaction), the new Bell Media conglomerate now owns 54 specialty channels, 117 radio stations and a general-interest channel.

CANADIAN NEWSPAPERS
MOST MENTIONED ON RADIO AND TELEVISION

Rank	Newspaper	MPS
1	The Globe and Mail	17.72%
2	Toronto Star	13.62%
3	National Post	13.27%
4	La Presse	7.98%
5	Le Journal de Montréal	7.31%
6	The Vancouver Sun	3.80%
7	Ottawa Citizen	3.49%
8	Toronto Sun	3.17%
9	Le Devoir	2.15%
10	Calgary Herald	1.96%
11	Edmonton Journal	1.90%
12	Le Soleil	1.64%
13	The Montreal Gazette	1.30%
14	Winnipeg Free Press	1.19%
15	Ottawa Sun	1.08%
16	Le Journal de Québec	0.52%
17	Calgary Sun	0.44%
18	L'Acadie Nouvelle	0.42%
19	Vancouver Province	0.22%
20	Times Colonist	0.18%

“GREENEST” NEWSPAPERS **IN CANADA**

PROPORTION OF TOTAL ENVIRONMENTAL COVERAGE IN THE TOP CANADIAN NEWSPAPERS*

Rank	Newspaper	MPS
1	Calgary Herald	7.12%
2	National Post	5.77%
3	Edmonton Journal	5.16%
4	Vancouver Sun	5.15%
5	The Globe and Mail	4.42%
6	New Brunswick Telegraph-Journal	4.23%
7	Victoria Times-Colonist	3.54%
8	Moncton Times & Transcript	3.51%
9	Toronto Star	3.38%
10	The Gazette	3.21%

**We analyzed the environment-related content of 38 major Canadian newspapers, English and French. The percentage represents the contribution of each to the total environment-related content. We did not consider the length of the articles or their location. The hundreds of English and French keywords used in our research mainly relate to sustainable development, water, climate change, greenhouse gas emissions, forestry, recycling, recovery, carbon credits, Earth Day, endangered species, shale gas, oil sands, composting and waste.*

COVERAGE OF KEY **ENVIRONMENTAL ISSUES**

Issue	MPS
Water*	23.38%
Climate change	13.80%
Oil sands	12.72%
Gas emissions	7.62%
Composting	5.42%
Sustainable development	5.01%
Residual matter	3.58%
Forest	3.70%
Shale gas	3.49%
Carbon credits	3.31%
Endangered species	2.36%
Earth Day	1.74%
Recycling	0.83%
Others	13.04%
	100.00%

**Includes drinking water, wastewater management, etc.*

TOP TWITTER
TWITTER TRENDS IN 2013*

Rank	Keyword	CANADA
1	#cdnpoli	
2	#nowplaying	
3	Canada	
4	#Toronto	
5	#yeg	

Rank	Keyword	UNITED STATES
1	#nowplaying	
2	#music	
3	Facebook	
4	Netflix	
5	#TGIF	

Rank	Keyword	WORLD
1	M&G	
2	#mtvstars	
3	#Digamos15Mentiras	
4	#ProudToBeAFanOf	
5	Günaydin	

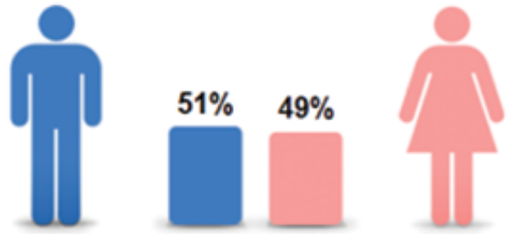
**January 1 to November 28 2013*

The keyword "Canada" on Twitter in 2013

(from January 1 to December 2, 2013)

Over 30.7 million tweets

Distribution of tweets including the word "Canada"



Most retweeted messages

Love to all the fans at the #mmva 's . Wish I could of been there. We won favorite artist so THANK YOU!!! Miss Canada! #muchlove

Love Canada

Great show! Thank you Boston. The beliebers were wild tonight! Now...on to CANADA!!!

first show back in CANADA!! Ottawa get ready. #BelieveTour

Love being back in Canada! #Proud

@dankanter yep. Happy Canada Day weekend. #proudcanadian

We are on the same route around the states and canada as @brunomars just a day behind him! Would love to go see him! #moonshinejungle

DID YOU KNOW?

- Most Twitter mishaps occur between 7 PM and 10 PM. Don't drink and tweet!
- To maximize retweets, the best time to post is 5 PM.

TOP 20 FEDERAL POLITICIANS
ON TWITTER

Rank	Name	Party	Followers	Mentions
1	Stephen Harper	Conservative	395,938	256,443
2	Justin Trudeau	Liberal	288,466	151,626
3	Denis Coderre	-	125,193	34,893
4	Jack Layton	NDP	99,918	17,198
5	Elizabeth May	Green	77,514	22,158
6	Thomas Mulcair	NDP	55,027	19,029
7	Bob Rae	Liberal	47,952	19,057
8	Tony Clement	Conservative	35,698	13,928
9	Olivia Chow	NDP	34,353	11,027
10	Jason Kenney	Conservative	28,853	27,035
11	John Baird	Conservative	21,218	27,452
12	James Moore	Conservative	16,550	21,472
13	Alexandre Boulerice	NDP	15,745	2,055
14	Marc Garneau	Liberal	15,232	15,526
15	Nathan Cullen	NDP	13,964	4,020
16	Paul Dewar	NDP	13,656	2,765
17	Peggy Nash	Liberal	11,542	1,516
18	Rona Ambrose	Conservative	8,796	4,182
19	Niki Ashton	NDP	8,039	1,606
20	Peter MacKay	Conservative	7,763	13,087

TELEVISION NETWORKS
MOST MENTIONED IN NEWSPAPERS

Rank	Television network	MPS
1	CBC	17.70%
2	CTV	9.79%
3	NBC	9.15%
4	ABC	7.89%
5	CBS	7.33%
6	FOX	6.50%
7	TSN	6.37%
8	ESPN	4.27%
9	BBC	4.06%
10	Sportsnet	3.39%
11	HBO	3.33%
12	CNN	2.67%
13	Sun News Network	2.63%
14	TVA	2.24%
15	PBS	1.84%
16	Global	1.78%

Rank	Television network	MPS
17	Food Network	1.16%
18	Fox News	1.10%
19	HGTV	1.08%
20	HBO CANADA	1.08%
21	TVA Sports	1.01%
22	City TV	0.95%
23	CTV News Channel	0.92%
24	MTV	0.90%
25	Radio-Canada	0.86%

TV SHOWS MOST CITED IN CANADIAN NEWSPAPERS

Rank	TV Shows	Network	MPS
1	Hockey Night in Canada	CBC	3.11%
2	Saturday Night Live	Global	3.07%
3	Breaking Bad	AMC	2.94%
4	American Idol	CTV	2.71%
5	The Voice	CTV	2.66%
6	Mad Men	AMC	2.52%
7	Game of Thrones	HBO Canada	2.44%
8	The Walking Dead	AMC	1.97%
9	Downton Abbey	BBC	1.85%
10	Law and Order - SVU	CTV	1.65%
11	Tonight Show with Jay Leno	CTV	1.60%
12	CTV News	CTV	1.59%
13	House of Cards	Netflix	1.47%
14	The Simpsons	Global	1.39%
15	Modern Family	City TV	1.36%
16	Arrested Development	Netflix	1.28%
17	Big Bang Theory	CTV	1.26%
18	Dancing with the Stars	CTV	1.26%
19	Jimmy Kimmel Live	City TV	1.24%
20	Castle	CTV	1.24%
21	Family Guy	Global	1.22%
22	CSI	CTV	1.22%
23	The Amazing Race Canada	CTV	1.22%
24	Person of Interest	CTV	1.12%
25	Arrow	CTV	1.10%

“HEALTHIEST” NEWSPAPERS IN CANADA

PROPORTION OF TOTAL COVERAGE OF HEALTH-RELATED ISSUES IN TOP CANADIAN NEWSPAPERS*

Rank	Journal	MPS
1	Toronto Star	4.28%
2	National Post	4.17%
3	Calgary Herald	4.12%
4	Le Journal de Montréal	4.01%
5	Vancouver Sun	3.98%
6	The Globe and Mail	3.76%
7	Halifax Chronicle-Herald	3.72%
8	Le Journal de Québec	3.65%
9	Ottawa Citizen	3.61%
10	New Brunswick Telegraph-Journal	3.51%

**We analyzed the health-related content of 38 major Canadian daily newspapers, English and French. The percentage represents the contribution of each to the total health-related content. We did not consider the length of the articles nor their location. Nearly 200 English and French key words were used in our research. These relate primarily to health financing and administration, H1N1 flu, food, drugs, alcohol and cigarettes, diseases, women’s, seniors’, men’s, children’s and teenagers’ health, workers, health ministers, etc.*

METHODOLOGY

DID YOU KNOW?
According to a study by Google
4.8 billion people have access to a smartphone,
4.2 billion people have access to a toothbrush.

Research methodology

Media prominence over one year

The media prominence score is a quantitative indicator that measures 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.

In order 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. Influence Communication also takes into account magazines with general news, economic or scientific content, but does not use data from radio music shows, advertising, soap operas, game shows, classified listings, obituaries or internet content.

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 2013. 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 (political and non-political). The number of mentions was calculated from January 1st to the beginning of December 2013. 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 based on the volume of coverage and the media treatment they receive.

Media prominence scores for themes

Most news items can be grouped within the main news themes: world news, economy and business, politics, sports, arts and entertainment, etc. Each theme is given a percentage which represents the proportion taken up by the theme within all news.

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.

REVIEW OF NEWS

2013 REPORT

AN OVERVIEW OF MAJOR INTERNATIONAL
NEWS STORIES IN 2013

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