influence

10th edition

2014 REPORT

AN OVERVIEW OF MAJOR
INTERNATIONAL NEWS STORIES IN 2014

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2014 REPORT
REVIEW OF THE NEWS

As December rolls around, it's time to look back at the year and how it played out in our various media ecosystems.

All year long, we at Influence Communication put together press reviews and media analyses for our clients – work which involves sorting through a colossal volume of information.

It was in the course of this process that we came up with the idea of sharing our findings with a broader audience. After all, if we have a right to be informed, we also have a responsibility to understand how the media operate.

This year's edition of the Review of News is a special one for us, as it marks the report's 10th anniversary.

Whether you are a journalist, a PR expert, interested in public opinion or just a news aficionado, this report is your must-read of the season.

Last year, over 120,000 copies were downloaded for free over the first three days of the report's publication.

We hope that you enjoy reading it as much as we did writing it!

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OVERVIEW **2014**

DID YOU KNOW?

According to the U.N. telecom agency, there are almost as many cell-phone subscriptions (6 billion) as there are people on this earth (seven billion)—and it took a little more than 20 years for that to happen.

2014 IN THE NEWS

Sports galore

In **2014**, the overall body of sports news increased by **15%**. Just as in **2010**, the effect of having two major sports events held in the same year – the FIFA World Cup and the Winter Olympics in Sochi – was to bring the proportion of sports news up to over **10%** of all international news. As well, these two events ranked **5th** and **7th** respectively, in our chart of news stories of the year as calculated from the media of over **160** countries.

Another sign of the immense popularity of soccer's crowning event held in Brazil showed up in our ranking of top people in the media. As the top three public figures on our chart who were not in politics were all soccer players: Christiano Ronaldo, Neymar and Lionel Messi.

The American media monopoly

In **2014**, national news ousted international news from its top spot in our most popular themes in the world's media ranking. A phenomenon which was partly due to the news story of the year: the U.S. mid-term elections (just as in **2010**). Considering that **31%** of the world's news stories are generated by the United States, it comes as no surprise that a major American political event should land in first place, nor that the country's president, Barack Obama, has been the world's top public figure in the media for seven consecutive years.

Main international headlines of the year

International news lost **25%** of its media prominence score compared to previous years, bringing it down to third place in our list of themes most covered in the world. The Ebola virus, the mobilization of the international community against the Islamic State, and the political crisis between Russia and Ukraine were the top stories that filled the international news sections in **2014**. The Ukrainian crisis has given Russian president Vladimir Putin the opportunity to virtually double his media presence, bringing him up to second place in our ranking. Meanwhile, as a sign of India's growing importance on the international scene, its Prime Minister Narendra Modi is now in third place.

Decreased interest in the economy

For the third year in a row, we saw a decrease in the international media's interest in the economy. Since the enactment of measures in **2010** to counter the economic crisis – which brought this topic to the top of our charts and held it there until **2012** – the media's interest in the economy has since been dwindling, and now ranks **4th** in themes that were most covered.

Lastly, certain themes showed more growth in the media this year, such as housing and cooking. Health is also an area that has shown a marked development, mostly because of media interest in the outbreak of the Ebola virus in western Africa.

Major themes covered

by the media in Canada and around the world in 2014

Legend

Decrease
Increase
Steady

	WORLD			
	2014	2013	2012	2011
Politics (national)	11.93%	13.01%	12.76%	12.23%
Sports	11.22%	9.75%	9.65%	9.27%
International	10.87%	14.32%	12.77%	11.94%
Business and economy	9.62%	11.58%	13.71%	13.79%
Politics (local)	9.46%	8.28%	7.12%	6.74%
Current and legal affairs	8.07%	8.31%	7.79%	8.03%
Local or regional news	7.65%	5.74%	6.03%	6.42%
Arts and entertainment	6.42%	6.17%	6.23%	8.44%
Cooking	5.16%	4.06%	4.53%	4.32%
Technology	5.11%	4.85%	4.86%	5.62%
Automotive	3.65%	3.33%	3.78%	3.77%
Health	2.19%	1.67%	1.02%	2.16%
Traffic	1.45%	1.36%	1.44%	1.38%
Environment	1.33%	1.23%	1.22%	2.76%
Living / home	1.25%	0.88%	0.87%	0.82%
Oil prices	1.00%	0.98%	1.00%	1.00%
Offbeat news	0.48%	0.74%	0.86%	0.86%
Weather	0.31%	0.37%	0.22%	0.23%
Poverty	0.27%	0.24%	N/A	N/A
Education	0.12%	0.20%	0.24%	N/A
Child care	0.09%	0.09%	N/A	N/A
Elder care	0.07%	0.07%	N/A	N/A
Others	2.28%	2.77%	3.90%	0.22%
	100%	100%	100%	100%

CHARTS

INTERNATIONAL

DID YOU KNOW?

The #BeenRapedNeverReported movement has reached over 100 million Twitter users.

TOP INTERNATIONAL
NEWS STORIES IN 160 COUNTRIES

Rank	Event	MPS
1	U.S. midterm elections	5.84%
2	Ebola virus outbreak in West Africa	5.49%
3	Political crisis between Ukraine and Russia	4.88%
4	International mobilization against the Islamic State (IS)	3.49%
5	FIFA World Cup in Brazil	3.19%
6	Climate change	2.93%
7	Winter Olympics in Sochi	2.26%
8	Tension and crisis between Israel and Palestine	2.09%
9	Ukraine: Malaysia Airlines flight MH17 shot down	1.95%
10	Political crisis in Syria	1.88%
11	Ferguson: young black man Michael Brown shot dead by a white police officer	1.87%
12	Malaysian Airlines flight MH370 disappears without a trace	1.76%
13	Apple launches the iPhone 6 and the Apple Watch	1.72%
14	Crimea's vote on independence	1.50%
15	9/11 memorial	1.37%
16	Political situation in Iraq	1.36%
17	Super Bowl: Seattle Seahawks stomp Denvers Broncos	1.11%
18	Umbrella Revolution in Hong Kong	1.03%
19	War in Afghanistan	1.03%
20	Scottish referendum on independence	0.95%
21	Wimbledon Tennis Championships	0.92%
22	Obamacare	0.87%
23	Iran's nuclear programme	0.86%
24	Boko Haram militants claim responsibility for the missing girls in Nigeria	0.82%
25	Nude photos of celebrities pirated and leaked online; the FBI launches an investigation	0.82%

TOP 10 INTERNATIONAL
POLITICAL NEWS STORIES

Rank	Event
1	U.S. midterm elections
2	Political crisis between Ukraine and Russia
3	International mobilization against the Islamic State (IS)
4	Climate change
5	Tension and crisis between Israel and Palestine
6	Political crisis in Syria
7	Crimea's vote on independence
8	9/11 memorial
9	Political situation in Iraq
10	Umbrella Revolution in Hong Kong
12	Scottish referendum on independence
17	South Africa and the world mark the first anniversary of Nelson Mandela's death
21	Commemoration for the 100th anniversary of the First World War

TOP 10 INTERNATIONAL
CURRENT AND LEGAL NEWS ITEMS

Rank	Event
1	Ebola virus outbreak in West Africa
2	Ukraine: Malaysia Airlines flight MH17 shot down
3	Ferguson: young black man Michael Brown shot dead by a white police officer
4	Malaysian Airlines flight MH370 disappears without a trace
5	Oscar Pistorius murder trial
6	Boston commemorates one-year anniversary of Marathon terror bombings
7	ALS Ice Bucket Challenge
8	South Korean ferry disaster
9	Rape and murder case in India
10	Virgin Galactic's SpaceShipTwo crashes

TOP 5 INTERNATIONAL
ENTERTAINMENT NEWS TOPICS

Rank	Event
1	56th Annual Grammy Awards
2	Oscars - 86th Academy Awards
3	Hunger Games film release
4	Cannes Film Festival
5	Death of actor-comedian Robin Williams at age 63

TOP 5 INTERNATIONAL
TECHNOLOGY NEWS ITEMS

Rank	Event
1	Apple launches the iPhone 6 and the Apple Watch
2	Nude photos of celebrities pirated and leaked online; FBI launches an investigation
3	Alibaba's IPO
4	Facebook buys back WhatsApp for $19 billion
5	European Space Agency's Rosetta mission

TOP 5 INTERNATIONAL
ECONOMIC NEWS STORIES

1	Black Friday
2	Economic crisis in Eurozone
3	G20 Summit in Australia
4	Economic slowdown in China
5	Microsoft names veteran Satya Nadella as CEO

TOP 5 INTERNATIONAL
SPORTS NEWS ITEMS

1	FIFA World Cup in Brazil
2	Winter Olympics in Sochi
3	Super Bowl: Seattle Seahawks stomp Denver Broncos
4	Wimbledon Tennis Championships
5	Tour de France

TOP 5 INTERNATIONAL
NATURAL DISASTERS

Rank	Event
1	Devastating floods hit Kashmir region (India and Pakistan)
2	Southern California wildfires
3	Major snowstorm in Buffalo
4	U.K. battered by storms, high winds, flooding
5	Polar Vortex

TOP 10 INTERNATIONAL
DEATHS MOST COVERED IN THE MEDIA

Rank	Name	Date of death
1	James Wright Foley, American journalist	**August 19**
2	Robin Williams, American actor and comedian	**August 11**
3	Joan Rivers, American actress and television host	**September 4**
4	Adolfo Suarez, Spanish politician, former Prime Minister	**March 23**
5	Philip Seymour Hoffman, American actor	**February 2**
6	Gabriel García Márquez, Colombian writer	**April 1**
7	Oscar de la Renta, fashion designer	**October 10**
8	Christophe de Margerie, French businessman, CEO of Total	**October 20**
9	Ariel Sharon, Israeli politician, former Prime Minister	**January 11**
10	Lauren Bacall, American actress	**August 12**

TOP 25 INTERNATIONAL **PUBLIC FIGURES**

Rank	Name	MPS
1	Barack Obama	8.09%
2	Vladimir Putin	4.23%
3	Narendra Modi	3.53%
4	David Cameron	2.91%
5	François Hollande	2.78%
6	Angela Merkel	2.54%
7	John Kerry	2.40%
8	Matteo Renzi	1.96%
9	Mariano Rajoy	1.81%
10	Cristiano Ronaldo	1.46%
11	Neymar	1.45%
12	Dilma Rousseff	1.41%
13	Tony Abbott	1.14%
14	Joko Widodo	1.13%
15	Xi Jinping	1.10%
16	Nawaz Sharif	1.07%
17	Lionel Messi	1.06%
18	Petro Poroshenko	1.03%
19	Michael Brown	1.01%
20	Roger Federer	0.95%
21	Bill Clinton	0.86%
22	Shenzo Abe	0.85%
23	James Foley	0.84%
24	Andy Murray	0.84%
25	Novak Djokovic	0.83%

TOP 25 INTERNATIONAL
HEADS OF STATE/POLITICIANS

Rank	Name	Country	MPS
1	Barack Obama	USA	14.43%
2	Vladimir Putin	Russia	7.54%
3	Narendra Modi	India	6.30%
4	David Cameron	UK	5.19%
5	François Hollande	France	4.95%
6	Angela Merkel	Germany	4.53%
7	John Kerry	USA	4.28%
8	Matteo Renzi	Italy	3.50%
9	Mariano Rajoy	Spain	3.23%
10	Dilma Rousseff	Brazil	2.51%
11	Tony Abbott	Australia	2.03%
12	Joko Widodo	Indonesia	2.01%

Barack Obama has topped the list since 2008, superseding George W. Bush who was first in 2007.

Rank	Name	Country	MPS
13	Xi Jinping	China	1.97%
14	Nawaz Sharif	Pakistan	1.91%
15	Petro Poroshenko	Ukraine	1.84%
16	Bill Clinton	USA	1.54%
17	Shenzo Abe	Japan	1.52%
18	Hillary Clinton	USA	1.43%
19	Nicolas Sarkozy	France	1.39%
20	Benjamin Netanyahu	Israel	1.36%
21	Alex Salmond	Scotland	1.36%
22	Silvio Berlusconi	Italy	1.25%
23	Pope Francis	Vatican City	1.12%
24	Chris Christie	USA	1.09%
25	Joe Biden	USA	1.08%

TOP 25 INTERNATIONAL

NON-POLITICAL PUBLIC FIGURES IN THE WORLD

Rank	Name	MPS
1	Cristiano Ronaldo	3.42%
2	Neymar	3.39%
3	Lionel Messi	2.48%
4	Michael Brown	2.37%
5	Roger Federer	2.23%
6	James Foley	1.97%
7	Andy Murray	1.96%
8	Novak Djokovic	1.95%
9	Edward Snowden	1.89%
10	Rafael Nadal	1.77%
11	Lewis Hamilton	1.77%
12	Madonna	1.75%

#1 in 2013: Edward Snowden
#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
13	Beyoncé	1.69%
14	Oscar Pistorius	1.63%
15	Robin Williams	1.60%
16	Rory McIlroy	1.55%
17	Serena Williams	1.51%
18	One Direction	1.46%
19	George Clooney	1.46%
20	Jennifer Lawrence	1.40%
21	Justin Bieber	1.36%
22	Tiger Woods	1.32%
23	Usher	1.27%
24	Fernando Alonso	1.27%
25	Brad Pitt	1.23%

METHODOLOGY

DID YOU KNOW?

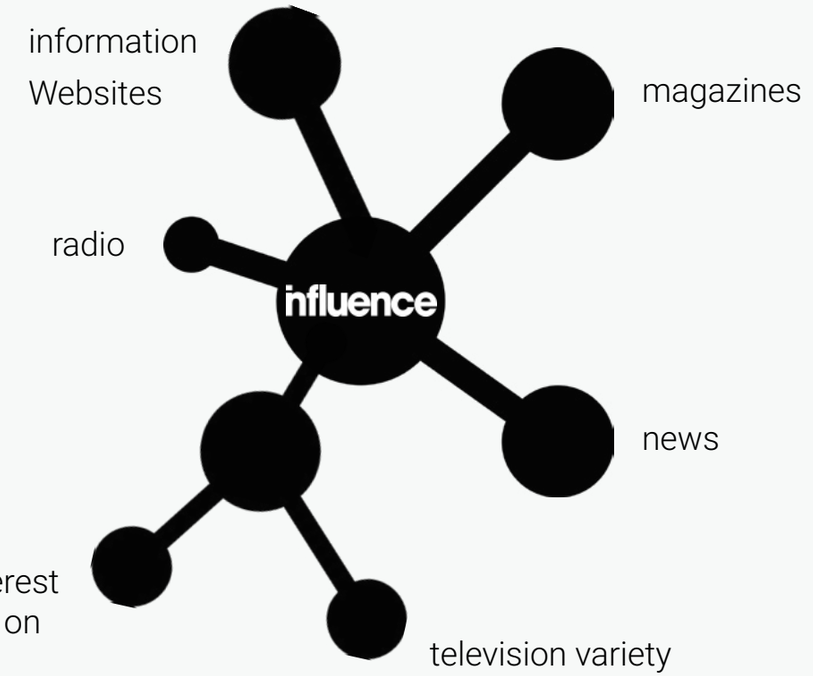
Of the 25 top people in international media, 19 are heads of state, six are athletes (soccer and tennis) and two - Michael Brown and James Wright Foley - were people who died under exceptional circumstances.

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.

Media prominence over one year

The Media Prominence Score (MPS) is a quantitative and comparative indicator developped by Influence Communication which enables analysts to measure the space devoted to an individual, organization, event, topic or theme within a given market. It does not take into account the merit of arguments or the tone of 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 2014. 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 2014. 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.

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