

influence

MAKING SENSE OF THE NEWS.

2016 REPORT

THE STATE OF THE NEWS

WORLD

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2016 REPORT THE STATE OF THE NEWS

For many of us, December rhymes with reports! The *2016 Report - State of the News* can help you understand our media ecosystem.

All year long, we monitor the news to put together press reviews and analysis for our clients. For this, we need to collect a titanic amount of information.

That was the starting point of an idea to let everybody have some benefit from this information. After all, people have a right to be informed, it is also a duty to better understand the information media we use.

Whether you are a journalist, PR specialist, sensitive to the opinions of citizens or simply passionate about information, this annual report is something you need to know about.

In Quebec, where the ever-present highway congestion has now spread to the information highways, a road sign guide is practically a necessity to understand the news and the work of the media.

For the 12th edition of our annual report, we are inspired by road signs. They match our mission: to make sense of the news.

I hope that you will have as much pleasure reading this as we have had preparing it.

Jean-François Dumas
President
Influence Communication

Graphic Design & Production: Torro.ca François Turgeon, Julianne Lefrançois **Translation:** Malcolm McLean **Photos:** Reuters,
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2016

a year of high emotion

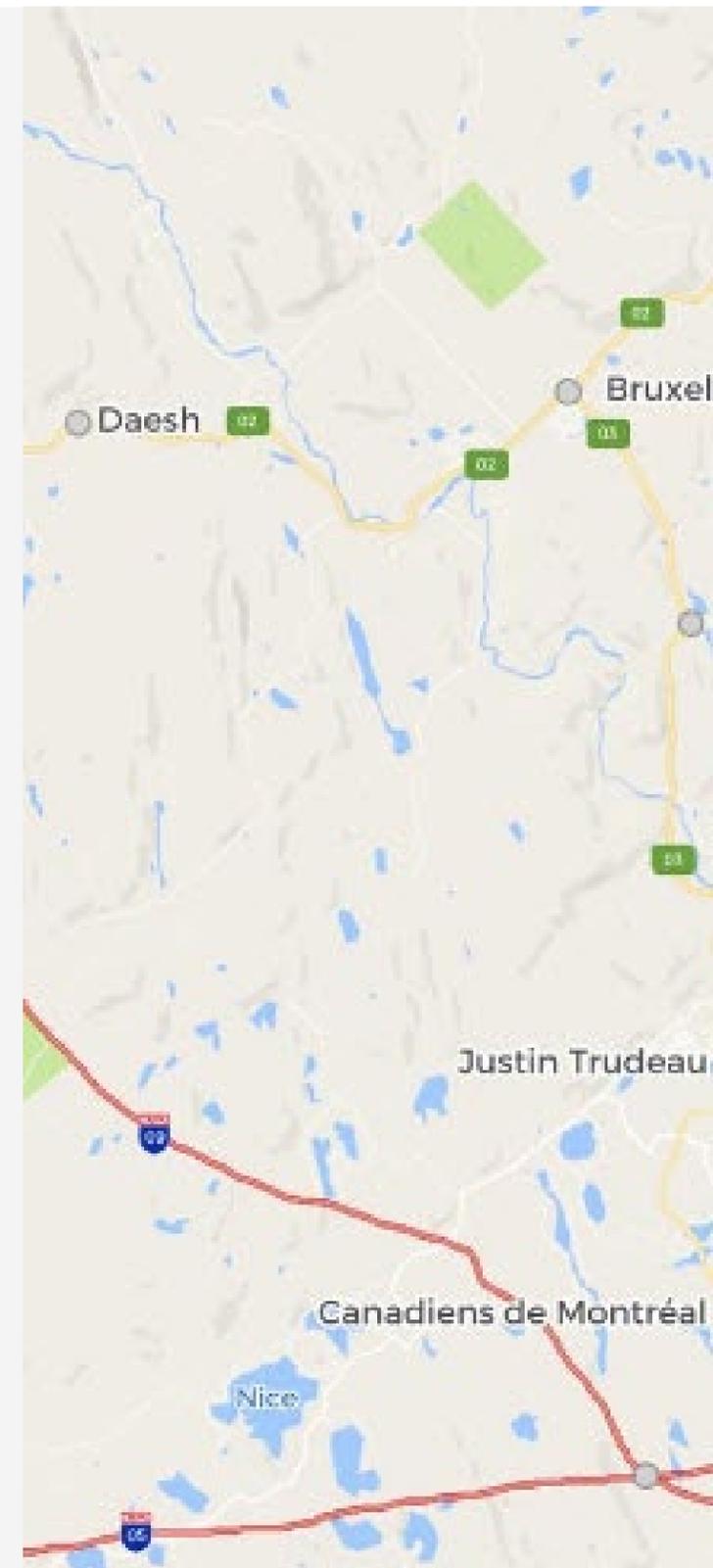
Again in 2016, five main topics constituted more than 50% of the news published in the world. These are national politics (12.37%), sports (12.28%), international news (11.18%), economic news (9.42%) local politics (8.41%).

Of these topics, only sports and international news had increases, mainly because of the Rio Olympic Games and the high-drama American election, which obtained lots of attention throughout the year. On the international scene, there were also major events that shook the world order, such as Brexit, the Syrian crisis, the failed coup in Turkey and the many terrorist attacks made around the world.

We also noted that fear has been a recurrent and rapidly growing element in the media since 2000. Fear occupied nearly 17% of media content produced around the world. Its presence is so significant that if it were a topic, like sports for example, it would occupy twice the media space as economic news.

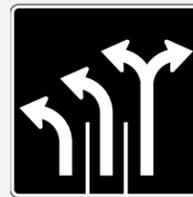
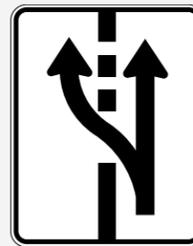
With the death of international artists such as David Bowie, Alan Rickman and Leonard Cohen, arts and entertainment coverage increased this year. The biggest news story of the year, however, was the death of the artist Prince, followed closely by the Academy Awards where Leonardo Di Caprio finally won an Oscar.

But 2016 will go down in history for the election, against all expectations, of Donald Trump. His election was the story of the year, here and abroad. During the 24 hours around the election, 2,841,395 newspaper articles were published around the world, and the shock waves were felt everywhere in the western world. As for the radio and TV news stories broadcast around the world, it would take 42 years to view or hear them all. The importance of this election in the United States is also evident in the ranking of coverage of political personalities, where Donald Trump enjoyed a comfortable lead over his closest rival, Hillary Clinton.

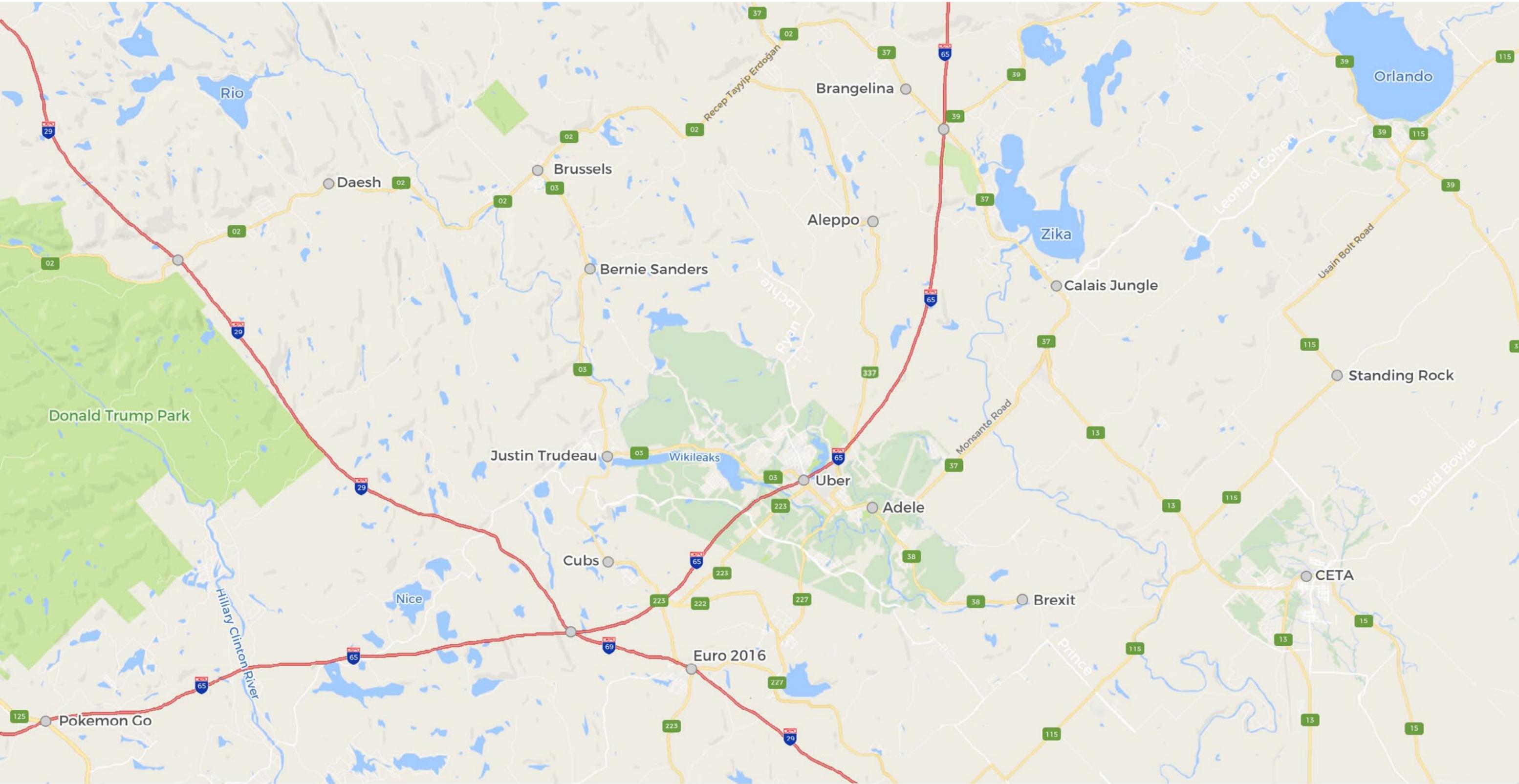


Major Themes Covered by the Media Around the World in 2016

Themes	2016	2015	2014	2013
01 Politics (National) ▼	12.37%	13.25%	11.93%	13.01%
02 Sports ▲	12.28%	10.50%	11.22%	9.75%
03 International ▲	11.18%	10.11%	10.87%	14.32%
04 Business and Economy ▼	9.42%	12.34%	9.62%	11.58%
05 Politics (Local) ▼	8.41%	9.05%	9.46%	8.28%
06 Current and Legal Affairs ▲	7.77%	6.14%	8.07%	8.31%
07 Arts and Entertainment ▲	6.42%	5.04%	6.42%	6.17%
08 Local or Regional News ▼	6.23%	8.03%	7.65%	5.74%
09 Cooking ▼	4.91%	5.16%	5.16%	4.06%
10 Technology ▼	4.44%	5.00%	5.11%	4.85%
11 Automotive ▲	3.19%	3.07%	3.65%	3.33%
12 Health ▲	2.25%	2.15%	2.19%	1.67%
13 Traffic ▼	1.44%	1.62%	1.45%	1.36%
14 Life / Home ▼	1.38%	1.44%	1.25%	0.88%



Themes	2016	2015	2014	2013
15 Environment ▼	1.36%	1.42%	1.33%	1.23%
16 Oil Prices ●	1.01%	1.01%	1.00%	0.98%
17 Offbeat News ▲	0.62%	0.52%	0.48%	0.74%
18 Weather ▼	0.44%	0.48%	0.31%	0.37%
19 Poverty ▼	0.26%	0.47%	0.27%	0.24%
20 Education ▲	0.14%	0.10%	0.12%	0.20%
21 Elder Care ▲	0.11%	0.09%	0.07%	0.07%
22 Child Care ▼	0.10%	0.23%	0.09%	0.09%
23 Others ▲	4.27%	2.78%	2.28%	2.77%
	100%	100%	100%	100%







In the 24 hours around the election, **2,841,305** articles were published about it around the world.

This is enough news stories to fill an average size daily newspaper for **104 years**.

Watching all radio and television coverage from all around the world would take **42 years**.



THE TRUMP SHOW:

WHEN REALITY TV TAKES OVER POLITICS

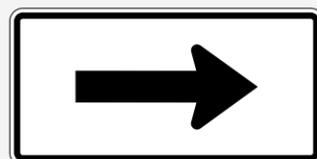
The American presidential campaign was the most heavily covered in recent history, not only in the United States, but everywhere. In the 24 hours around the election, 2,841,305 articles were published about it on five continents. This is enough news stories to fill an average size daily newspaper for 104 years.

THE TRUMP SHOW: WHEN REALITY TV TAKES OVER POLITICS

The election of Donald Trump had the effect of a bomb blast, setting off alarms throughout the international community. This victory also reveals the crisis of traditional media, whose business model and status as the Fourth Estate were shaken by the emergence of social media. In the United States, when the 2016 election is compared to the 2012 campaign, we note that Donald Trump and Hillary Clinton received 257.79% more coverage than Barack Obama and Mitt Romney¹.

In fact, from, 2000 to 2012, there was a steady growth of coverage of American presidential campaigns, in the United States and around the world. Even between 2000 and 2004 there was already a very significant increase in coverage of the campaigns. The campaign that led to the re-election of George W. Bush attracted more attention than the campaign that led to his election in the first place. But there is no question that the media frenzy reached an all-time peak of intensity during the 2016 campaign, particularly in the United States

¹ This comparison of the volume of coverage of American election campaigns considers the average combined number of mentions of the two candidates per day, from the day after the end of the Democratic and Republican conventions to the day of the election.



Increase in coverage of the two main candidates for the presidency of the United States from 2000 to 2016, comparing average daily mentions for every day of the campaign, from the end of the conventions to the day of the vote

	USA	World
2000 campaign compared to 2004	+65.73%	+123.60%
2004 campaign compared to 2008	+19.69%	+17.92%
2008 campaign compared to 2012	+19.91%	+22.18%
2012 campaign compared to 2016	+257.79%	+244.33%

DOESN'T MATTER WHAT THEY'RE SAYING, AS LONG AS THEY'RE TALKING ABOUT ME

This explosive growth was due mainly to how Donald Trump ran his campaign. The Republican candidate relied on scandal and polemic to defend his candidacy and to evoke emotional and irrational reactions among voters. He concentrated his attacks against Hillary Clinton, focusing on the person more than the program, seeking to cast doubt on the honesty of the Democratic candidate and her capacity to run the country. Trump referred to his rival regularly as Crooked Hillary, going as far as threatening during the second debate to put her in jail after his victory. This demonization of his adversary seemed to achieve its goal, since the real estate tycoon won the election... even if just barely.

In the United States, Donald Trump generated unprecedented media coverage. He had 294.02% more coverage than Mitt Romney, and 371.46% more than Barack Obama had, respectively, during the 2012 campaign. As for Hillary Clinton, she was not standing still, since she obtained 297.25% more coverage than the outgoing president received in 2012. The ripple effect definitely boosted coverage of the Democratic candidate.

While Hillary Clinton did attack using the some of the same weapons as her adversary – aiming to cast doubt at the capacity of Trump to handle the presidency – the fact remains that her more rational approach did not light the same fire among voters as the simple and precise messages chanted by her opponent.

THE TRUMP SHOW

Before going into politics, Donald Trump gained a degree of fame that few politicians can hope for. It came in part from his business dealings, but even more from his lively part in *The Apprentice*, a very popular US reality TV show. According to Trump, his association with this show above all made his brand well known and made him popular with the middle class.²



The Trump brand largely contributed to his political success. Through *The Apprentice*, he gained the image of a man with leadership skills and a flair for business. This was reinforced by plain speaking and a unique persona – all drawn from his reality TV success. As explained by Seth Grossman, a reality TV producer who contributes occasionally for the *New York Times*, this type of TV show looks for “larger-than-life personalities who speak their mind and don’t shy away from conflict.”³

Thus, the public persona of Donald Trump, custom-made for the mass media, reached out to the middle class. Moreover, it drew their attention by using reality TV mode to make politics more interesting than ever before.

But the political news media do not work the same way as the entertainment media. His angry rants and snap judgements, at first derided by political analysts, were then scrutinized and criticized. The US media had a particularly negative view of Donald Trump, witness how few of them endorsed Trump’s candidacy. Even many major dailies with Republican leanings, such as the *Dallas Morning News* or the *Chicago Tribune*, took overtly hostile views of the businessman candidate⁴. However, to the surprise of all, Trump took the presidency. Ironically, the rare columnists who dared to envisage his victory, a few days before the vote, were seen as “prophets of doom.”

² Marc Fisher, “Donald Trump, Remade by Reality TV”, *The Washington Post*, January 27, 2016. Online: <https://goo.gl/3NcOF5> (Viewed December 6, 2016)

³ Seth Grossman, “Donald Trump, Our Reality TV Candidate”, *The New York Times*, September 26, 2015 Online: <http://goo.gl/Myl1A> (Viewed December 6, 2016)

⁴ Étienne Jacob, “Trump ou Clinton : quel candidat la presse américaine soutient-elle ?”, *Le Figaro*, October 25, 2016 Online: <http://goo.gl/OVnhEu> americaine.php# (Viewed December 6, 2016)

THE MEDIA DEBATE OR THE VICTORY OF SOCIAL MEDIA

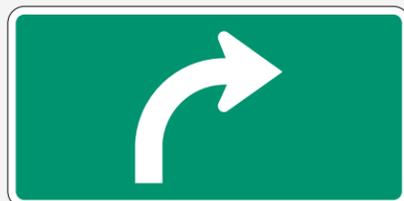
Trump's win rests mainly on social media. These channels allowed him to not only attack the traditional media, but also to spread his message on target platforms without going through the filter of radio, TV and newspapers. By December 6, 2016, he had published more than 34,000 tweets, compared to 15,400 for Barack Obama and 9,838 for Hillary Clinton. When we put together the mentions of Donald Trump on Twitter during the campaign, we reach the impressive number of 107.8 million tweets! This was 20% higher than all the mentions of Hillary Clinton, Barack Obama, Bill Clinton and Michelle Obama. This hyperactivity on social media was largely relayed by the traditional media: American media mentioned Twitter in nearly 40% of their coverage of Trump. This helps in understanding how the candidate could dare to attack the media, to the point of banning the *Washington Post* from his rallies. His contempt for the traditional media reached a peak on November 21. Following tradition, he met the major US media, but offered an untraditional speech in which he called them "liars." He then reinforced this position, working outside conventional communication channels.



The recent American campaign sets an important precedent in the history of Western democracy. Normally, the media act as a privileged channel between political messages and the general public, and applying a filter on the content they broadcast. The Trump campaign showed that this filter can be short-circuited, weakening the role of the Fourth Estate that has traditionally been played by newspapers, radio and TV.

TRUMP ON THE INTERNATIONAL STAGE

Beyond the US and perhaps other English-speaking countries like Canada that consume a great deal of American television, reality TV did not play as determinant a role in reinforcing the public persona of Trump. Before June 16, 2015, when Donald Trump announced his candidacy, nearly 90% of the media coverage of the real estate tycoon had been in English-speaking media. Similarly, 81% the Trump-related Twitter activity during the election campaign came from the United States.

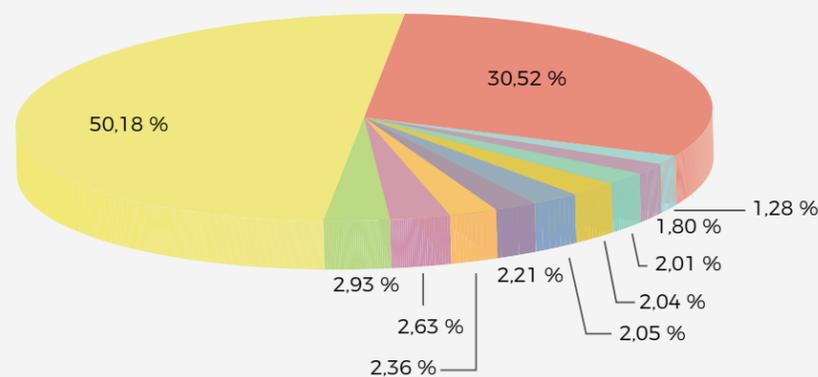


⁴ Étienne Jacob, « Trump ou Clinton : quel candidat la presse américaine soutient-elle ? », *Le Figaro*, October 2016 Online: goo.gl/9AzbKz#

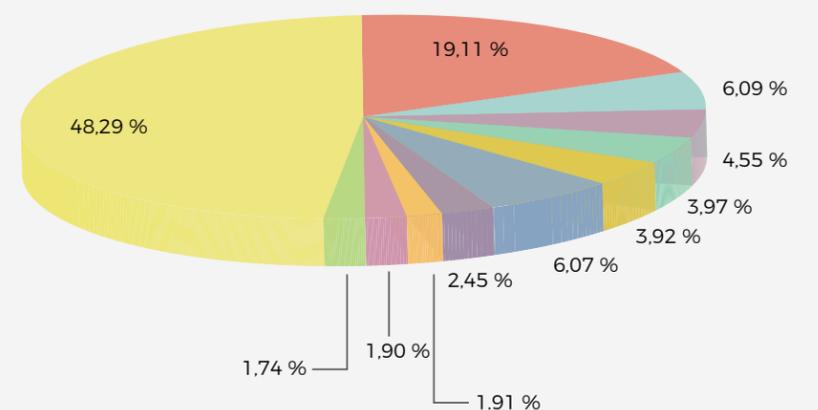
The international media coverage of the candidate thus followed the more conventional media channels, but this did not prevent an explosion of activity that increased it by 244.33% around the world. This is not surprising considering the influence of the US press in the world, and the concern caused by Trump's political success. By rejecting free trade, demanding a greater military contribution from American allies, expressing his wish to ally with Russia, and taking an aggressive stance towards China, Trump proposed overturning the world order.

Nevertheless, interest in the US elections varied in some countries. For example, France (+ 13.60%) and Russia (-17.21%), were clearly different from the rest. By contrast, interest soared in many other countries. In Mexico, for example, coverage of Donald Trump and Hillary Clinton was 1,066.97% higher than coverage of Barack Obama and Mitt Romney in 2012. Clearly, Trump's promise to build a wall on the Mexican border and charge Mexico for it captured that country's interest.

2016: Breakdown of mentions of Donald Trump and Hillary Clinton in the world's written press

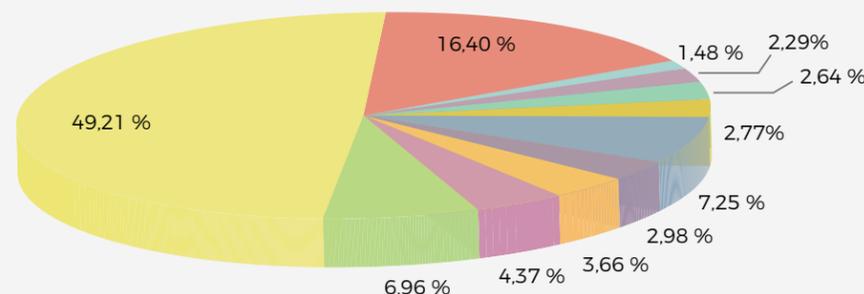


2012: Breakdown of mentions of Barack Obama and Mitt Romney in the world's written press



- USA
- Germany
- Mexico
- UK
- Spain
- Canada
- Australia
- France
- China
- Italie
- Other countries

2008: Breakdown of mentions of Barack Obama and John McCain in the world's written press



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FEAR

IN THE

MEDIA

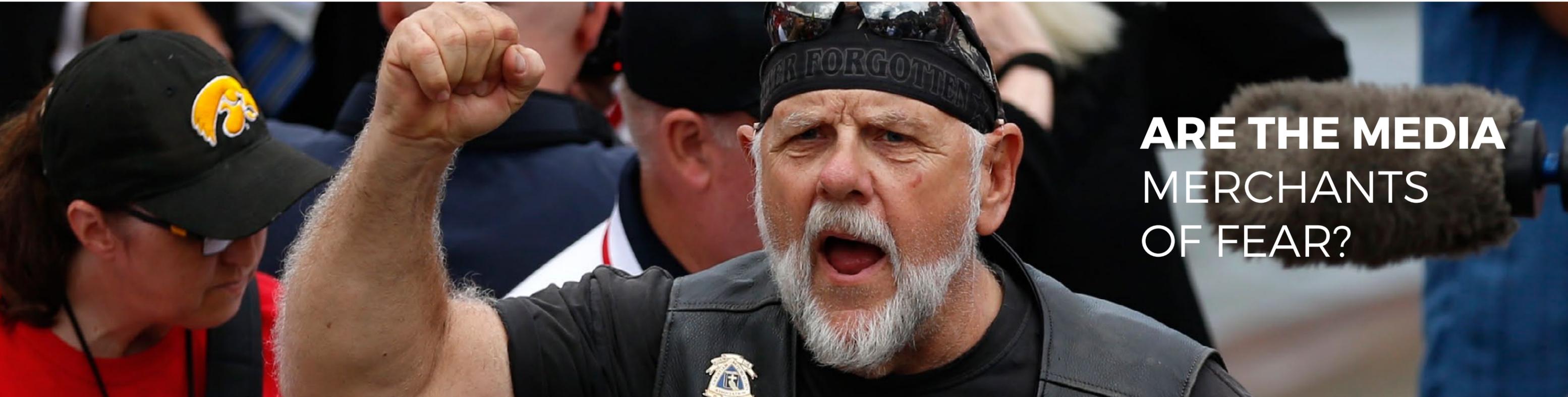
panic

pandemic

In fall 2016, Influence did a major study to determine the place of fear in our media. Using more than 200 key words associated with different themes that relate to fear, the research addressed French-language and English-language media around the world. The results were disturbing.

casualties

cataclysm



ARE THE MEDIA MERCHANTS OF FEAR?

In the past 15 years, fear has been propagated in the media at stunning speed, here and around the world. Around the globe, the number of fear-related news items has increased at a rate of 8,92% per year since 2000, and in 2016 occupies 3.5 times more coverage than in 2000. To believe the media industry, we ever more consumed by fear. However, recent studies show that we do not live in a more dangerous world than before¹. In the face of this paradox, how do we explain the use of fear in the media? Indeed, what are the consequences of this deep shift?

We know that traditional major media are in a major existential crisis. Motivated more than ever by monetary concerns due to their shrinking audiences, challenged to provide instant information to compete with social media, driven to provide a convergent offering to survive, they have been steadily losing their influence over the past 15 years.

It is not surprising that with information overload in a post-truth world – where fact-checking makes you the slowest to get the news out – media are pressed into a fear narrative. Because fear sells, because it is universal and needs no long explanation, and it can be spread on almost anything. Influence Communication measured that at one point in 2016 this contagious and often irrational emotion was present in one form or another in nearly 17% of the news in the World. There's a number to make you tremble!

Could it be that the effort of media to hold on to audiences is part of why they are in a deep credibility crisis²? But how can they stop crying wolf now?

¹ Steven Pinker, *Professor of Psychology at Harvard University (2016)* and Max Roser, *Researcher at the Institute of New Economic Thinking of Oxford University (2014)* have conducted studies that show life in the present world is safer than ever.



FEAR BY THE NUMBERS

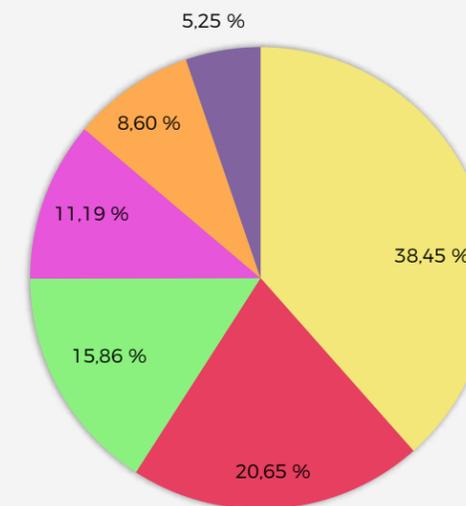
Since 2000, world media have given great prominence to fear-related stories: Terrorism and War (about 38%), Crime (about 21%), Economic Uncertainty (about 16 %) and Natural Disasters (about 12%). Public Health and Other Issues made up the remaining 13%.



Themes with the highest average annual increase (2000-2015)

Themes		MPS
World	Public Health	+13.03%
World	Economic Uncertainty	+9.98%
World	Terrorism and War	+9.24%

² A study published on December 7, 2015, by Statistics Canada showed that only 40% of Canadians still trust the traditional media. Add to that the Reuters Institute of Oxford University study (2016) which showed that people now use social networks as their main source of information.



Evolution of fear in the media (2000-2015)
+ 3.5 times

- Terrorism and War
- Crime
- Economic Uncertainty
- Natural Disasters
- Public Health
- Other Issues

FEAR IN THE MEDIAS

SOME INTERESTING CASES

ISLAMIC STATE - THE MEDIA HEIR OF AL QAEDA

TERRORISM AND WAR

Between 2013 and 2015, Islamic State underwent an unprecedented increase of more than **3,100%** in its media coverage. Since 2013, coverage of the terrorist organization multiplied by **17**. Al Qaeda never experienced such an explosion of notoriety, even after the September 11, 2001 attacks. In terms of visibility, Islamic State went from coverage equivalent to that of Ben Zobrist of the Chicago Cubs to coverage close to that of Barack Obama.

The value in terms of publicity of this media visibility of the terrorist organization is incalculable.

However, last year a report for the US Secretary of State declared that the number of terrorist attacks in the world had decreased. We are left wondering: why did the media coverage of Islamic State have such a great increase?



ZIKA - THE HYPOCHONDRIAC MEDIA

PUBLIC HEALTH



All around the world, media coverage of public health concerns is a special case. Whether it is the “flesh eating bacteria”, so heavily covered in the 1990s, or the massive media reaction to the Avian Flu in 2006 or H1N1 in 2009, the media have for many years had a particularly prolific relationship with diseases.

In 2016, the disease of the day was the exotic Zika, which caused such great fear that several athletes refused to go to Brazil for the Olympic Games because of it.

In 2016, media coverage of the Zika virus was nevertheless **4.5** times greater than coverage of malaria and **4.2** times greater than the coverage of HIV/AIDS.



BREXIT - FEAR OF STRANGERS AT THE HEART OF MEDIA COVERAGE

ECONOMIC UNCERTAINTY

The media said it and repeated it: one of the central issues of the Brexit campaign was immigration. For many, this was the crucial element that gave the victory to the “Leave” camp. In the United Kingdom the immigration theme occupied **14.20%** of Brexit.

Top 25 - International News

	Event	MPS
01	American Primaries and US Election	22.17%
02	Brexit	6.19%
03	French Primaries	4.70%
04	Climate change	3.58%
05	International mobilization against the Islamic State (ISIS)	3.41%
06	Political crisis in Turkey	2.90%
07	Syrian war	2.87%
08	Terrorist attacks in Paris	2.62%
09	Emails scandal surrounding Hillary Clinton	2.26%
10	Rio 2016 Olympic Games	2.02%
11	Tennis: US Open	1.96%
12	Migrants crisis	1.92%
13	Iraqi War	1.88%

	Event	MPS
14	Euro 2016	1.68%
15	Elections in Syria	1.50%
16	Baseball: World Series	1.50%
17	Iran election	1.47%
18	Terrorist attacks in Brussels	1.44%
19	Tennis: French Open	1.36%
20	Terrorist attack in Nice	1.33%
21	Tension and crisis between Israel and Palestine	1.22%
22	North Korea defies the World	1.16%
23	Super Bowl 50	1.16%
24	Zika Virus	1.13%
25	Tennis: Australian Open	1.08%

Politics

Event	
01	American Primaries and US Election
02	Brexit
03	French Primaries
04	International mobilization against the Islamic State (ISIS)
05	Political Crisis in Turkey
06	Syrian war
07	Emails scandal surrounding Hillary Clinton
08	Iraqi War
09	Elections in Syria
10	Elections in Iran

Current and Legal Affairs

Event	
01	Terrorist attacks in Paris
02	Migrants crisis
03	Terrorist attacks in Brussels
04	Terrorist attack in Nice
05	Zika Virus
06	Terrosit attacks in New York and New Jersey
07	Orlando Shootings
08	Panama Papers
09	Battle for Mossoul
10	Abductions in Nigeria by Boko Haram

Entertainment

Event	
01	Prince dies at 57
02	Academy Awards
03	Sixth Season of Game of Thrones
04	Cannes Film Festival
05	Grammy Awards

Science and Technology

Event	
01	Samsung Galaxy Note 7: The company encounters problems, recalls the devices and ends up giving up the product
02	UN predicts global temperature record for 2016
03	Pokémon Go
04	Apple: Launch of the iPhone 7
05	India launches 20 satellites in space on a single mission

Sports

Event	
01	Rio 2016 Olympic Games
02	Tennis: US Open
03	Euro 2016
04	Baseball: World Series
05	Tennis: French Open

Natural Disasters

Event	
01	Climate Change
02	Hurricane Matthew
03	Earthquake in Italy
04	Earthquake in Taiwan
05	Wildfires in Fort McMurray

Business and Economy

Event	
01	Decrease in oil production by OPEC
02	Rate cuts by the European Central Bank and announcement of imposing measures
03	Twitter cuts 9% of its workforce
04	World Economic Forum in Davos
05	Bayer acquires Monsanto

International Public Figures

	Name	MPS
01	Donald Trump	13.71%
02	Hillary Clinton	9.54%
03	Barack Obama	4.07%
04	Mariano Rajoy	1.93%
05	Angela Merkel	1.87%
06	Narendra Modi	1.81%
07	David Cameron	1.76%
08	Ted Cruz	1.46%
09	Matteo Renzi	1.44%
10	Theresa May	1.39%
11	François Hollande	1.28%
12	John Kerry	1.23%
13	Cristiano Ronaldo	1.19%

	Name	MPS
14	Recep Tayyip Erdogan	1.16%
15	Bill Clinton	0.93%
16	Neymar	0.91%
17	Paul Ryan	0.84%
18	Lionel Messi	0.84%
19	Andy Murray	0.81%
20	Novak Djokovic	0.78%
21	Lewis Hamilton	0.72%
22	Malcolm Turnbull	0.72%
23	Mitt Romney	0.70%
24	Boris Johnson	0.69%
25	Jeremy Corbyn	0.65%

International Political Figures

	Name	MPS
01	Donald Trump	24.86%
02	Hillary Clinton	17.29%
03	Barack Obama	7.37%
04	Mariano Rajoy	3.50%
05	Angela Merkel	3.40%
06	Narendra Modi	3.28%
07	David Cameron	3.19%
08	Ted Cruz	2.65%
09	Matteo Renzi	2.62%
10	Theresa May	2.52%
11	François Hollande	2.32%
12	John Kerry	2.23%
13	Recep Tayyip Erdogan	2.10%

	Name	MPS
14	Bill Clinton	1.68%
15	Paul Ryan	1.53%
16	Malcolm Turnbull	1.30%
17	Mitt Romney	1.27%
18	Boris Johnson	1.26%
19	Jeremy Corbyn	1.19%
20	Michelle Obama	1.14%
21	Chris Christie	1.09%
22	Joko Widodo	1.02%
23	Nicolas Sarkozy	0.99%
24	Joe Biden	0.90%
25	Enrique Peña Nieto	0.89%

Non Political Figures

	Name	MPS
01	Cristiano Ronaldo	2.66%
02	Neymar	2.03%
03	Lionel Messi	1.87%
04	Andy Murray	1.81%
05	Novak Djokovic	1.74%
06	Lewis Hamilton	1.61%
07	Nico Rosberg	1.44%
08	Madonna	1.44%
09	Sting	1.44%
10	Adele	1.39%
11	Serena Williams	1.33%
12	LeBron James	1.26%
13	Zlatan Ibrahimovic	1.25%

	Name	MPS
14	Luis Suarez	1.21%
15	David Bowie	1.19%
16	Paul Pogba	1.12%
17	Kim Kardashian	1.11%
18	Roger Federer	1.07%
19	Rafael Nadal	1.07%
20	Bob Dylan	1.05%
21	Kanye West	1.04%
22	Sebastian Vettel	1.03%
23	Usain Bolt	1.02%
24	Mark Zuckerberg	0.99%
25	Justin Bieber	0.97%

There are more than 40 people on the Influence team. They share a passion for the news and for our mission: making sense of the news.

Their passion and their energy have been harnessed to produce The State of the News each autumn for the past 12 years.

Here's where we put a face on the producers of this year's report.



**Marna
Albert-Jean**
Executive Assistant



**Sylvie
Audet**
Financial Director



**Simon
Beaudry**
Advisor



**Anne-Marie
Bernier**
Researcher



**Fannie
Bourdages**
Researcher



**Philippe
Brazeau**
Deputy Director



**Laura
Carron**
Researcher



**Isabelle
Chessé-Loupy**
Researcher



**Isabelle
Cusson**
Researcher



**François
Doyon**
Researcher



**Pascale
Dubé**
Analyst



**Étienne
Dumas**
Producer



**Jean-François
Dumas**
President



**Sarah
Dutrizac**
Researcher



**Camille
Éthier-Lamarche**
Researcher



**Marie-Soleil
Fortin**
Advisor



Daniel Gagné
Vice-President



Dominique Gagné
Consulting services Director



Ann-Frédérique Gagnon
Researcher



Stéfanie Gaudet
Researcher



Caroline Gravel
Corporate Affairs Director



Jules Guillemot
Producer



Marc-André Houle
Researcher



Yanis Kanouni
Researcher



Maxime Lebœuf
Researcher



Samuel Leduc-Fenette
Researcher



Marie-Pier Malouin-Ducharme
Researcher



Catherine Martel
Researcher



Anthony Milioto
Deputy Director



Blanche Milner
Researcher



Josée-Ann Moisan
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Anna Pellerin Petrova
Researcher

Yann Arseneault
Researcher

Cassandra Bérubé
Researcher

Karyne Duplessis Piché
Researcher

Béatrice Facon
Researcher



Marie-Josée Sheeks
Researcher



Gabrielle Sirois
Researcher



David Trudel
Researcher



Michelle Tymocko
Researcher



Gabriel Vignola
Analyst

Geneviève Gagné
Researcher

Dominique Jans
Researcher

Louis-Emmanuel Lajoie
Researcher

Khaoula Zoghلامي
Researcher

METHODOLOGY

Media prominence score



Media prominence score (MPS) is a quantitative and comparative index developed by Influence Communication. It enables us to measure the space that an individual, an organization, an event, a subject or theme occupies in a given market. It does not examine the value of the arguments or the tone of coverage.

To evaluate the media prominence score in the news over a one-year period, Influence collects all mentions in daily newspapers and most weeklies, the main information websites, news and public affairs shows, as well as some variety shows on radio and television. For magazines, only those covering general news, economics or science are taken into account. Music radio shows, advertising, games, drama, newspaper classifieds, obituaries and arts magazines are not included.

The media prominence score of each story is determined based on the average volume of news items produced in the current year. It is formulated as percentage, and it is possible on this basis to compare the space occupied by different stories in the overall yearly media production in that market.

A major story is typically one that receives a score of **1%** or greater over seven days.

influence

MAKING SENSE OF THE NEWS.

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