

INTERNATIONAL

INTERNATIONAL NEWS REVIEW

2010 REPORT

An overview of major international news stories in 2010



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International News Review
2010 REPORT

« **People in the news audience are no longer target publics - they have become information predators. The media, formerly the hunters, have become the prey.** »

[Influence Communication]

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News information brokers and aggregators



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LOOKING BACK ON 2010

On the eve of its 10th anniversary, Influence Communication is proud to present its report on the news and the performance of the media.

With each such report that we compile, I can't help noticing that the news is largely influenced by the vacillating values in the newsroom. Media interest waxes and wanes depending on the economy, fashions, the fierceness of the competition, or, quite simply, commercial imperatives.

While the traditional media claim to be delivering what their audiences want to read, watch or listen to, the rise of social media proves that there is often a disparity between these two worlds.

The annual report isn't meant to point fingers at one or group of media in particular. Rather, its purpose is to expose their behaviours in order to better understand them. If information is a right, then it is our duty to question and criticize the work of the media.

Enjoy the read!

Jean-François Dumas
President, **Influence Communication**

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ISSN 1923-0168 Canadian news review, report
1923-015X État de la nouvelle Bilan 2010 (PDF)

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VERVIEW

Business, economy and national politics remain the major themes covered by the media in 160 countries around the world in 2010.

The international news ranked third, due to the mid-term elections in the U.S. but also to the massive oil spill in the Gulf of Mexico, the economic crisis in Europe that crippled Greece, the rescue of the 33 miners in Chile and the war in Afghanistan.

The first month of the year was dominated by one major news story: the earthquake in Haiti. This is no surprise, since close to 825,000 newspaper articles about the earthquake were published around the world on January 13 and 14. On the day after the disaster, January 13, between 9 a.m. and 2 p.m., radio and television stations around the world broadcast an average of six news items per second about Haiti. At the same time, the social media networks were generating an average of 62 messages per second, five times more than during the inauguration of President Barack Obama.

The issues in Haiti, such as the cholera outbreak and the presidential elections, continued to make headlines all year long.

Sports also dominated the news in 2010, accounting for 10.42% of all media coverage, up 35% from 2009. The 2010 FIFA World Cup in South Africa, which ranked fourth, were the most talked-about sporting event, followed by the Vancouver 2010 Olympic Games and the Commonwealth Games.

Major themes covered by the media of the world in 160 countries

Media prominence score	
Theme	World
Business and economy	13.75%
Politics - national	13.42%
International	10.68%
Sports	10.42%
Current and legal affairs	9.06%
Arts and entertainment	7.54%
Politics - local	6.81%
Local news	6.62%
Technology	5.43%
Automotive	3.86%
Cooking	3.21%
Health	2.01%
Environment	1.95%
Life - home	1.33%
Oil prices	1.02%
Offbeat news	0.88%
Weather	0.26%

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

In order to establish media prominence, Influence Communication collates (using electronic and other means) referenced to a particular theme in all daily and weekly newspapers. News and public affairs broadcasts are also included, as well as some radio and television variety shows.

International news stories

Top 15 international news stories of 2010 in 160 countries

Rank	Personalitiy	%
1	U.S. midterm elections	3.45%
2	Oil spill in the Gulf of Mexico	2.89%
3	War in Afghanistan	2.84%
4	2010 FIFA World Cup in South Africa	2.04%
5	Global warming/climate change	2.01%
6	Europe's debt crisis	1.61%
7	Earthquake in Haiti	1.36%
8	Iranian nuclear energy industry/ambitions	0.83%
9	Vancouver 2010 Olympic Games	0.78%
10	Commonwealth Games	0.71%
11	War in Iraq	0.69%
12	Super Bowl XLIV	0.61%
13	Protests following Iranian elections	0.60%
14	Floods in Pakistan	0.48%
15	Haiti cholera outbreak	0.47%
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16	33 miners trapped underground in Chile	0.44%
23	Tiger Woods scandal	0.28%
33	Apple introduces the iPhone 4	0.22%
38	H1N1 flu	0.18%
39	Apple introduces the iPad	0.18%
49	Release of the movie Avatar	0.13%

Top 15 personalities in the world

Rank	News story	%
1	Barack Obama	5.98%
2	Nicolas Sarkozy	1.77%
3	Angela Merkel	1.51%
4	David Cameron	1.41%
5	José Luis Rodríguez Zapatero	1.17%
6	Hillary Clinton	1.13%
7	Gordon Brown	1.11%
8	Silvio Berlusconi	1.00%
9	Tiger Woods	0.98%
10	Benedict XVI	0.85%
11	Vladimir Putin	0.83%
12	Ronaldo	0.82%
13	Julia Gillard	0.80%
14	Bill Clinton	0.75%
15	Roger Federer	0.64%

Top 15 heads of state/politicians in the world

Rank	Head of state/politician	Country	%
1	Barack Obama	United States	8.98%
2	Nicolas Sarkozy	France	2.66%
3	Angela Merkel	Germany	2.26%
4	David Cameron	United Kingdom	2.11%
5	José Luis Rodríguez Zapatero	Spain	1.75%
6	Hillary Clinton	United States	1.69%
7	Gordon Brown	United Kingdom	1.66%
8	Silvio Berlusconi	Italy	1.50%
9	Vladimir Putin	Russia	1.25%
10	Julia Gillard	Australia	1.20%
11	Hugo Chavez	Venezuela	0.95%
12	Manmohan Singh	India	0.92%
13	Felipe Calderón	Mexico	0.81%
14	Hamid Karzai	Afghanistan	0.78%
15	Stephen Harper	Canada	0.76%

#1 in 2009: Barack Obama
 #1 in 2008: Barack Obama
 #1 in 2007: George W. Bush
 #18 in 2009: Stephen Harper
 #19 in 2008: Stephen Harper

Top 15 personalities (non-political coverage) in the world

Rank	Personality	%
1	Tiger Woods	2.95%
2	Benedict XVI	2.55%
3	Ronaldo	2.45%
4	Bill Clinton	2.26%
5	Roger Federer	1.92%
6	Madonna	1.91%
7	Lady Gaga	1.74%
8	Michael Jackson	1.70%
9	Rafael Nadal	1.62%
10	Sarah Palin	1.57%
11	Nelson Mandela	1.56%
12	Fernando Alonso	1.50%
13	LeBron James	1.28%
14	Lewis Hamilton	1.20%
15	Sebastian Vettel	1.10%
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72	Céline Dion	0.33%

#1 in 2009: Michael Jackson
 #1 in 2008: Nicolas Sarkozy
 #1 in 2007: Paris Hilton

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Research methodology

The Media Prominence Score is a quantitative indicator that measures the space devoted to an individual or news item in a given context. It does not take into account the value of the arguments presented in the media or the tone of the coverage. In order to establish media prominence, **Influence Communication** collates and measures, using electronic and other means, references to particular topic in all daily and weekly newspapers, radio and television information content and newscasts.

Influence Communication does not take into account magazines, radio music shows, advertising, soap operas, game shows, classified listings, obituaries or Internet content.

A mathematical value is assigned to each occurrence according to readership, circulation and ratings. The importance of each news item (article, report, mention, etc.) is weighted according to its size (length or duration), location in the medium (for example: page A1 or D8, beginning or end of a news broadcast) and also its format or treatment (full report, partial report, photo, brief mention, etc.). The result is the media prominence value of a news item as compared to other news items, themes or individuals.

Once these values are established, the Media Prominence Score can be calculated and expressed as a percentage in relation to the prominence of an individual, of an event or of a news item, along varying timelines (daily, weekly, etc.).

About Influence Communication

Influence Communication, established in November 2001, is Canada's premier news broker and information aggregator. We serve approximately 185 clients, including 60 of Canada's largest corporations, as well as the country's major public relations firms.

The **Influence Communication** supplier network is made up of about 100 partner organizations providing access to newspaper, magazine, 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, 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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