REVIEW OF NEWS

2011 REPORT

An overview of major international news stories in 2011

International

REVIEW OF NEWS

2011 REPORT

influence

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Looking back on 2011

Managing a media analysis company for ten years offers a special vantage point from which to witness trends, currents, and major directions in the press, both within and beyond our borders.

Modern means of communication and social networking facilitate and accelerate the flow of information, thereby also significantly reducing the life expectancy of news. Concurrently, news volume has almost never ceased to increase.

Although we are bombarded with news, we have less and less time to analyze and understand our environment, resulting in a dichotomy between knowledge and understanding. Where previous generations had a very vertical awareness of their environment, ours is indubitably the generation of horizontality. We have opinions on virtually everything but are increasingly unequipped to defend these positions.

Over the last few years, the rise of social media was supposed to have brought emancipation as well as the expression of popular ideas and movements. Indeed, social media have helped resistance efforts in Thailand, Africa, and the Middle East, and even the efforts of the members of the Occupy protests.

Social media have reached record levels of penetration. But what do we truly gain from them as a society when the hottest discussion topic is a teenage singer? Could it be that while – paradoxically – the social commitment of cybercitizens liberates nations thirsting for democracy, it also leads to the disenfranchisement of those who take it for granted?

Enjoy the read!

Jean-François Dumas

President, **Influence Communication**

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Methodology

In continuity with last year, the economy and national politics have remained the world's most popular media subjects in 2011, with interest in national politics waning slightly. International news ranked third, but has seen its media interest rise compared to last year.

The global economy became the top news item in 2011 thanks to a combination of events. The economic crisis in Greece, the possibility of a default by other European countries such as Spain and Italy, the budget crisis in the U.S.A. and the Occupy Wall Street movement have made the economy the most popular media subject of the year.

News coverage shifted from national politics and legal affairs to international events: the toppling of dictators in Egypt, Tunisia and Libya, and the aftermath of the 'Arab Spring'. Media sources continue to follow the repercussions of these events. Osama Bin Laden's death also received a great deal of attention from news sources in the U.S.A., which account for close to a third of all news published in the world.

The decline in sports coverage this year is simply the result of 2010 having seen both the Winter Olympic Games and the Fifa World Cup. With the London games happening next summer, we can forecast an increase in the media prominence score of sports in 2012. Interestingly, the environment occupied more media attention in 2011 than last year. Contributing to this were the earthquake and tsunami that took place in Japan at the beginning of the year. Also, climate change is slowly becoming an imposing reality and a point of global concern, and the media reflect this situation.

Lighter news topics like entertainment and cooking also saw a significant increase this year. With the state of the economy being what it is, many people probably just want to take their minds off more serious matters. So do those who work in the media...

Major themes covered by the media in Canada and around the world in 2011

	MEDIA PROMINENCE SCORE (MPS)		
THEME	WORLD 2011		WORLD 2010
BUSINESS AND ECONOMY	13.79%	=	13.75%
POLITICS (NATIONAL)	12.23%	↓	13.42%
INTERNATIONAL	11.94%	↑	10.68%
SPORTS	9.27%	↓	10.42%
ARTS AND ENTERTAINMENT	8.44%	↑	7.54%
CURRENT AND LEGAL AFFAIRS	8.03%	↓	9.06%
POLITICS (LOCAL)	6.74%	=	6.81%
LOCAL OR REGIONAL NEWS	6.42%	↓	6.62%
TECHNOLOGY	5.62%	↑	5.43%
COOKING	4.32%	↑	3.21%
AUTOMOTIVE	3.77%	=	3.86%
ENVIRONMENT	2.76%	↑	1.95%
HEALTH	2.16%	↑	2.01%
TRAFFIC	1.38%	↑	NA
OIL PRICES	1.00%	=	1.02%
OFFBEAT NEWS	0.86%	=	0.88%
LIFE - HOME	0.82%	↓	1.33%
WEATHER	0.23%	=	0.26%

INTERNATIONAL CHARTS

INTERNATIONAL CHARTS

Top international news stories in 160 countries

RANK	NEWS	MPS
1	Earthquake and tsunami in Japan	2.89%
2	Global warming/climate change	2.54%
3	Greece's debt crisis	2.24%
4	American debt crisis	2.22%
5	Republican leadership race in US	2.07%
6	War in Afghanistan	2.02%
7	Political crisis in Egypt	1.93%
8	Italy's debt crisis	1.82%
9	Death of Osama bin Laden	1.67%
10	Remembering September 11th	1.67%
11	Violence and riots in London (United Kingdom)	1.66%
12	Political crisis in Libya	1.58%
13	War in Iraq	1.49%
14	Spain's debt crisis	1.24%
15	Occupy Wall Street movement	1.14%
16	Japan: reactor failure at Fukushima nuclear plant	1.13%
17	Political crisis in Tunisia	1.01%
18	Super Bowl XLV: Packers vs Steelers	0.95%
19	Political crisis in Syria	0.86%
20	Rugby World Cup	0.78%
21	Spain: Mariano Rajoy's Popular Party wins election	0.69%
22	DSK Affair	0.67%
23	Iran's nuclear program	0.65%
24	News of the World and Rupert Murdoch take heat over phone hacking	0.57%
25	Tour de France	0.54%
26	Death of Muammar Gaddafi	0.49%
27	Oslo shooting	0.45%
28	iPad 2 launch	0.45%
33	Royal Wedding of Prince William and Kate Middleton	0.39%

INTERNATIONAL CHARTS

Top 10 political news stories

RANK	EVENT
1	Republican leadership race in the USA
2	Political crisis in Egypt
3	Violence and riots in London
4	Political crisis in Libya
5	Political crisis in Tunisia
6	Political crisis in Syria
7	Spain: Mariano Rajoy's Popular Party wins election
8	Iran's nuclear program
9	Political crisis in Ivory Coast
10	Political crisis in Bahrain

Top 5 international economic news

RANK	EVENT
1	Economic crisis in Greece
2	US debt crisis
3	Economic crisis in Italy
4	Economic crisis in Spain
5	Occupy Wall Street movement

Top 5 sports news

RANK	EVENT
1	Super Bowl
2	Rugby World Cup
3	Tour de France
4	FIFA Women's World Cup
5	Wimbledon

INTERNATIONAL CHARTS

Top 5 entertainment news topics

RANK	EVENT
1	Harry Potter movies
2	Charlie Sheen controversies
3	Academy Awards (Oscar ceremony)
4	Twilight movies
5	Cannes Film Festival

Top 5 technology news

RANK	EVENT
1	Apple introduces the iPad 2
2	Apple introduces the iPhone 4S
3	Steve Jobs quits Apple directorship
4	Google buys Motorola
4	Microsoft buys Skype
4	Massive outages in the BlackBerry email service

Top 5 current and legal affairs

RANK	EVENT
1	DSK scandal
2	Trial of Conrad Murray, Michael Jackson's doctor
3	Amanda Knox's murder conviction being overturned
4	Casey Anthony is found not guilty of her child's murder
5	Ratko Mladic accused of committing war crimes

INTERNATIONAL CHARTS

Top 10 natural disasters

RANK	EVENT
1	Earthquake and tsunami in Japan
2	Climate change
3	Earthquake in New Zealand
4	Floods in Australia
5	Floods in Thailand
6	Hurricane Irene
7	Major tornadoes in Missouri in May
8	Major tornadoes in Alabama, Mississippi and Tennessee in April
9	Earthquake in Turkey
10	Earthquake in Chile

Top 5 most mediatized deaths

RANK	EVENT
1	Osama bin Laden
2	Muammar Gaddafi
3	Steve Jobs
4	Amy Winehouse
5	Jack Layton

THE AGE
THE GAME-CHANGER
Kuwait widens graft inquiry
Genius
Vor Hit gegen Wales: Hitzfeld greift Uefa an
Weltweite Trauer um Steve Jobs
Calls mount for review of antigraft commission
The Sydney Morning Herald
Death of an icon
Miners face shaming if they don't buy local
Boy, 14, faces Bali jail over drug arrest
Canucks
24H
STATHAM BACK BEHIND THE WHEEL
STEVE JOBS 1955-2011
R.I.P. STEVE JOBS
NATIONAL POST
LA VANGUA
TOP 50
Ansuie, 14, caught in Bali dope bust
BOY'S JAIL HELL
THE MAN WHO CHANGED YOUR WORLD
传奇逝去 空白荟来
DNES
JAK APPLE MĚNIL SVĚT
Nikdo nechce umírat, říkal Steve Jobs
Clarín
Brasil Econômico
Armínio Fraga
SO LONG, STEVE...
THE DOMINION POST
He changed your world, whether
Die Welt hat einen Visionär verloren
Steve Jobs
Visionary
1955-2011
Steve Jobs, da morre aos 56
Ottawa a oublié le transp collectif
Le devoir
Folha de S.Paulo
Nobelpreis geht an einen Unbekannten
Steve Jobs, 1955-2011
Gegen Scheinlösungen
Jetzt!
Kocka je padla, Jay-Z gre na volitve
Iz garaže poletel med zvezde
Bo zdravstvena blagajna razglasila plačilno nesposobnost?
Zamrznitev plač in pokojnin ostaja
IZSTOPAJTE
Proha
Ježdění auta profesorovi bránit nebudou
Steve Jobs 1955-2011
Mladá fronta DNES
Ich bin nicht ...
Die Welt
Steve Jobs
une époq...
numériqu...
Het laatste nieuws
De man di... de wereld veranderd
Mooier Van Dyken moet als rechtsback zorgen worden
Ich bin nicht ... bleich...
Ich bin nicht ... bleich...
Steve Jobs
Visionary
1955-2011
Steve Jobs
1955-2011
Steve Jobs
1955-2011
Steve Jobs

INTERNATIONAL CHARTS

Top 25 personalities in the world

RANK	PERSONALITY	MPS
1	Barack Obama	8.74%
2	Nicolas Sarkozy	3.24%
3	Angela Merkel	3.22%
4	Muammar Gaddafi	3.10%
5	Silvio Berlusconi	2.48%
6	David Cameron	2.15%
7	Steve Jobs	1.76%
8	Rick Perry	1.68%
9	Hosni Mubarak	1.59%
10	Mitt Romney	1.48%
11	Hillary Clinton	1.44%
12	José Luis Rodríguez Zapatero	1.19%
13	Julia Gillard	1.17%
14	Mariano Rajoy	1.16%
15	Manmohan Singh	1.11%
16	Michael Jackson	1.10%
17	Lady Gaga	1.09%
18	Herman Cain	1.03%
19	Benedict XVI	0.95%
20	Roger Federer	0.85%
21	Bill Clinton	0.85%
22	Rafael Nadal	0.84%
23	Christine Lagarde	0.81%
24	Novak Djokovic	0.80%
25	Madonna	0.79%

INTERNATIONAL CHARTS

Top 25 heads of state/politicians in the world

RANK	PERSONALITY	COUNTRY	MPS
1	Barack Obama	United States	14.38%
2	Nicolas Sarkozy	France	5.32%
3	Angela Merkel	Germany	5.30%
4	Muammar Gaddafi	Libya	5.11%
5	Silvio Berlusconi	Italy	4.08%
6	David Cameron	United Kindgom	3.53%
7	Rick Perry	United States	2.76%
8	Hosni Mubarak	Egypt	2.61%
9	Mitt Romney	United States	2.43%
10	Hillary Clinton	United States	2.37%
11	José Luis Rodríguez Zapatero	Spain	1.96%
12	Julia Gillard	Australia	1.92%
13	Mariano Rajoy	Spain	1.90%
14	Manmohan Singh	India	1.83%
15	Herman Cain	United States	1.70%
16	Bill Clinton	United States	1.40%
17	Christine Lagarde	France	1.34%
18	Vladimir Putin	Russia	1.29%
19	Hugo Chavez	Venezuela	1.17%
20	Dilma Rousseff	Brazil	1.16%
21	Benjamin Netanyahu	Israel	1.15%
22	Stephen Harper	Canada	1.14%
23	Sarah Palin	United States	1.05%
24	Hu Jintao	China	0.99%
25	Felipe Calderón	Mexico	0.99%

#1 in 2010: Barack Obama
#1 in 2009: Barack Obama
#1 in 2008: Barack Obama
#1 in 2007: George W. Bush

INTERNATIONAL CHARTS

Top 25 personalities in the world (non-political)

RANK	PERSONALITY	MPS
1	Steve Jobs	3.88%
2	Michael Jackson	2.42%
3	Lady Gaga	2.40%
4	Benedict XVI	2.09%
5	Roger Federer	1.88%
6	Rafael Nadal	1.86%
7	Novak Djokovic	1.77%
8	Madonna	1.74%
9	Tiger Woods	1.70%
10	Sebastian Vettel	1.67%
11	Justin Bieber	1.65%
12	Prince William	1.61%
13	Kate Middleton	1.40%
14	Warren Buffett	1.39%
15	Cristiano Ronaldo	1.35%

RANK	PERSONALITY	MPS
16	Fernando Alonso	1.30%
17	Lewis Hamilton	1.29%
18	Conrad Murray	1.16%
19	Lionel Messi	1.14%
20	Beyoncé	1.13%
21	Jenson Button	1.11%
22	Brad Pitt	1.09%
23	Rihanna	1.08%
24	Michelle Obama	1.07%
25	Charlie Sheen	1.07%
122	Céline Dion	0.21%

#1 in 2010: Tiger Woods
#1 in 2009: Michael Jackson
#1 in 2008: Nicolas Sarkozy
#1 in 2007: Paris Hilton

The top 50 Twitter trends in 2011

RANK	UNITED STATES	WORLD
1	Rise & Grind	Rebecca Black
2	Rebecca Black	#100factsaboutme
3	#100factsaboutme	FEMME FATALE
4	#jan25	Phineas & Ferb
5	#tigerblood	#tigerblood
6	Family Matters	#idontunderstandwhy
7	#idontunderstandwhy	#sincewebeinghonest
8	FEMME FATALE	#prayforjapan
9	?Single ?Taken	?Single ?Taken
10	#sincewebeinghonest	#ICanHonestlySay
11	Thanking God	#threewordstoliveby
12	#wiunion	#icantgoadaywithout
13	Phineas & Ferb	Rise & Grind
14	#threewordstoliveby	#improudtosay
15	#WorstFeeling	#thereisalwaysthat1person
16	#ICanHonestlySay	#DrakeCriesWhen
17	#prayforjapan	#thingsthatpissmeoff
18	#icantgoadaywithout	#itshardwhen
19	Goodnight Twitter	tYp3 LyK tHi5
20	#thingsthatpissmeoff	#WorstFeeling
21	Still Up	#dearyoungself
22	#thereisalwaysthat1person	BIEBER ALERT
23	Law & Order	#youknowiloveyouwhen
24	#improudtosay	Queen Gaga
25	Cowboys & Aliens	#nsn3d
26	Wal-Mart	#thataintwinning
27	Huckleberry Finn	Jar Jar Binks
28	#DrakeCriesWhen	BornThisWayFriday
29	#dearyoungself	Cowboys & Aliens
30	#youknowiloveyouwhen	#arentyoutiredof
31	#itshardwhen	#liespeopletell
32	tYp3 LyK tHi5	#whoeverimarry
33	#WhyAreYou	#agoodboyfriend
34	BIEBER ALERT	#WhyAreYou
35	#nsn3d	William & Kate
36	#agoodboyfriend	#ilovewhen
37	Nate Dogg	#neverinamillionyears
38	#arentyoutiredof	#wheneverimbored
39	#thataintwinning	Huckleberry Finn
40	#whoeverimarry	#ihavenotolerance
41	#iloveyoubecause	#iloveyoubecause
42	#ihavenotolerance	Fukushima
43	#iamsotiredof	#iamsotiredof
44	#liespeopletell	#sotellmewhy
45	Green & Yellow	Kenan & Kel
46	#wheneverimbored	#thingsthatdontgotogether
47	Jar Jar Binks	#wordsthatcanstartawar
48	#thingswelearnedontwitter	#februarywish
49	#thingswelearnedontwitter	#thingswelearnedontwitter
50	#isbetterthan	#isbetterthan

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 a 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 time lines (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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