

10
YEARS!

influence

REVIEW OF NEWS

2011 REPORT

An overview of major
Canadian news stories
in 2011



Canada



2011 REPORT

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News information brokers and aggregators
www.influencecommunication.com
information@influencecommunication.com
www.scolarius.com



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CREDITS

Direction

Patrick Déry
Caroline Roy

Editorial

Anne-Marie Bernier
Philippe Brazeau
Laura Carron
Patrick Déry
Jean-François Dumas
Caroline Roy

Technical and Moral Support

Étienne Dumas
Daniel Gagné
Caroline Gravel
Carole Mérette
Anthony Milioto
Elda Ozkalfayan

Graphic Design & Production

Altamedia Communication

Proofing and translation

Sally Lee Sheeks
Marcel Van Oort

Photos

Reuters

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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!

A handwritten signature in blue ink, consisting of several fluid, overlapping strokes that form a stylized representation of the name Jean-François Dumas.

Jean-François Dumas

President, **Influence Communication**

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Methodology

OVERVIEW

Did you know?

The United States generate 31 %, or nearly one third, of the news worldwide, despite containing less than 5 % of the Earth's population.

influence



in the media

Federal politics proved to be the dominant theme in Canadian news in 2011.

The electoral campaign, the NDP's new deputies, the death of Jack Layton, and the first days in office of a Conservative majority government: these and other events accorded federal politics a significant portion of media space. Sports commanded a large media presence as well; together, these two themes represented 23% of the news in Canada this year.

Sports are always a major theme in this country's news, and this year was no exception. 2011 saw NHL hockey return to Winnipeg, as well as an exciting Stanley Cup final between the Vancouver Canucks and the Boston Bruins. In 2010, sports were among the most widely covered topics, thanks to the Vancouver Olympic Games and the FIFA World Cup.

Gone with the wind

LIFE EXPECTANCY OF A NEWS ITEM	10 YEARS AGO	TODAY
1 day	69%	85%
3 days	25%	10%
1 week	5%	4%
More than a week	1%	1%

In general, a significant news item will achieve a media prominence score of 1% over seven days. On average, one news item in 62,000 will reach the 1% mark. In 2011, there were 144 such items. Of these, 71 items achieved scores of 2% or more. Natural disasters, major sporting events, political scandals, and federal elections typically achieve media prominence scores between 3% and 5%. In 2011, 43 news items passed the 3% mark. Only two news items had a media prominence score higher than 10% over seven days (see Top 50 news stories on page 16).

Where do the news come from?

NEWS SOURCE	MORNING	REST OF THE DAY
Television	4%	51%
Website	3%	14%
Social media	1%	13%
Radio	13%	12%
Weekly	< 1%	6%
Daily	80%	4%

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

MEDIA PROMINENCE SCORE (MPS)					
THEME	CANADA 2011		CANADA 2010	WORLD 2011	WORLD 2010
POLITICS (NATIONAL)	11.66%	↑	11.44%	12.23%	↓ 13.42%
SPORTS	11.55%	↓	12.84%	9.27%	↓ 10.42%
BUSINESS AND ECONOMY	10.73%	↑	10.17%	13.79%	= 13.75%
INTERNATIONAL	9.46%	↓	9.73%	11.94%	↑ 10.68%
CURRENT AND LEGAL AFFAIRS	8.91%	↓	9.23%	8.03%	↓ 9.06%
POLITICS (LOCAL)	8.79%	↑	5.89%	6.74%	= 6.81%
LOCAL OR REGIONAL NEWS	7.65%	↑	7.31%	6.42%	↓ 6.62%
CANADIAN NEWS	6.21%	↓	7.47%	NA	NA
ARTS AND ENTERTAINMENT	5.06%	↑	4.42%	8.44%	↑ 7.54%
TECHNOLOGY	4.56%	↑	4.32%	5.62%	↑ 5.43%
COOKING	3.67%	↑	3.07%	4.32%	↑ 3.21%
AUTOMOTIVE	3.22%	=	3.28%	3.77%	= 3.86%
HEALTH	2.09%	=	2.05%	2.16%	↑ 2.01%
ENVIRONMENT	1.53%	=	1.58%	2.76%	↑ 1.95%
OFFBEAT NEWS	1.19%	↓	1.56%	0.86%	= 0.88%
LIFE - HOME	1.10%	↓	1.72%	0.82%	↓ 1.33%
OIL PRICES	1.10%	=	1.11%	1.00%	= 1.02%
TRAFFIC	0.87%	↑	NA	1.38%	↑ NA
WEATHER	0.45%	=	0.48%	0.23%	= 0.26%

Top 50 news stories of 2011
over a seven-day period

RANK	NEWS ITEM	PEAK PERIOD	MPS
1	Federal election: Conservatives win a majority, NDP the official opposition	May	14.79%
2	Vancouver Stanley Cup riots	June	12.12%
3	Jack Layton dies of cancer	August	9.22%
4	Remembrance Day commemorations	November	9.02%
5	9/11 commemoration	September	8.48%
6	NHL Playoffs - Stanley Cup Final: Canucks vs. Bruins	June	8.06%
7	NDP post-election coverage	May	7.91%
8	The federal campaign reaches its peak	April-May	7.42%
9	Atlanta Thrashers move to Winnipeg	June	7.36%
10	Grey Cup: BC Lions vs. Winnipeg Blue Bombers	November	6.80%
11	NHL Playoffs - Boston beats Vancouver and wins the Stanley Cup	June	6.50%
12	Egypt political crisis	February	6.31%
13	Earthquake and tsunami in Japan	March	6.25%
14	Wedding of Prince William and Kate Middleton	April-May	5.88%
15	NHL Playoffs - Western Conference final: Canucks vs. Sharks	May	5.86%

RANK	NEWS ITEM	PEAK PERIOD	MPS
16	Canada goes to the polls	March	5.74%
17	Prince William and Kate Middleton visit Canada	July	5.48%
18	Sidney Crosby returns from injury after months of absence	November	4.77%
19	Hallowe'en celebrations	October	4.67%
20	Ontario: Dalton McGuinty reelected, liberals are in minority	October	4.43%
21	Super Bowl XLV: Packers vs Steelers	February	3.92%
22	Fear of recession: stock markets plunge	August	3.84%
23	Stephen Harper announces his new cabinet	May	3.68%
24	Ontario electoral campaign	September	3.66%
25	Osama bin Laden is found and shot dead	May	3.56%
26	Libya: brutal repression of demonstrators	February	3.53%
27	Chara/Pacioretty affair and demand for a ban against head shots	March	3.43%
28	NHL Playoffs - Canadiens vs. Bruins	April	3.20%
29	England riots	August	3.07%
30	Calgary Stampede	July	2.83%

Top 50 news story of 2011
over a seven-day period (continued)

RANK	NEWS ITEM	PEAK PERIOD	MPS
31	Academy Awards ceremony	February	2.81%
32	Manitoba floods	May	2.69%
33	NHL Entry Draft	June	2.57%
34	Slave Lake wildfire	May	2.57%
35	Anders Breivik kills 77 people in Oslo	July	2.54%
36	Harry Potter and The Deathly Hallows: part 2 in cinemas	July	2.49%
37	NHL free agency market	June-July	2.44%
38	Debt crisis in Greece	November	2.44%
39	Jack Layton steps aside as he annouces new cancer	July	2.42%
40	British Open golf championship	July	2.41%
41	Debt crisis in United States	August	2.39%
42	NHL Playoffs - Canucks vs Blackhawks	April	2.32%
43	News of the World and Rupert Murdoch take heat over phone hacking	July	2.27%
44	Canada loses to Russia at World Junior Hockey Championship	January	2.16%
45	Rogers Cup (tennis)	August	2.16%

RANK	NEWS ITEM	PEAK PERIOD	MPS
46	Muammar Gaddafi shot dead	October	2.07%
47	NDP leadership race	September	2.06%
48	NHL Playoffs - Canucks vs Predators	May	2.05%
49	Federal election aftermath	May	2.00%
50	Canada Post on strike and about to get back-to-work legislation	June	1.88%



The story of the year

The federal election, which saw the Conservatives getting a majority and the NDP becoming the official opposition, was the number one story in Canadian media in 2011. A number of observations can be made about the way the media covered the campaign.

Is an election campaign the time to debate issues?

In examining the topics covered during the campaign, we must admit once again that a lot of space and airtime is given to the campaign itself. Between March 26 and May 1, 20.99% of all campaign coverage was about polls and controversies. In 2008, the percentage was 19.11%.

The campaign's "neglected" issues

While culture and the environment dominated the 2008 election campaign, in 2011 they have become "neglected" issues. The highest ranking achieved by the environment among issues was 12th, while culture could get no higher than 14th and poverty 15th.

More space to regional candidates

While the 2008 campaign was primarily about the leaders, regional candidates have been given 14% more space in 2011 than in previous elections.

Anomaly: Dimitri Soudas

Dimitri Soudas is a truly odd media situation. Since early 2000, never has an unelected candidate held such a place in politics during an election campaign; not even Julie Couillard could achieve this in 2008. If he had been an official candidate, Dimitri Soudas would have ranked 11th among persons most prominent Canadian media personalities.

Little time for leaders

The late night news gave little speaking time to party leaders. Viewers were able to hear and see each leader every night for an average of 21.15 seconds on each channel. Those levels are equivalent to 2004. In 2008, this average was only 15 seconds.

Polls on the NDP more popular than its ideas

Generally, a party's election platform is what speaks for the party. The vast majority of Canadian and Québécois coverage of the NDP was about polls.

Media prominence of each party during campaign

PARTY	MPS (CANADA)	VOTE	MARGIN OF ERROR
NDP	29%	31%	2%
Bloc Québécois	6%	6%	0%
Conservative Party	35%	40%	5%
Liberal Party	24%	19%	5%
Green Party	6%	4%	2%
Average margin of error	-	-	3%

The “Hygrade sausage” syndrome

In their ad campaigns, Hygrade used to say about their sausages that the fresher they are, the more you eat, and the more you eat, the fresher they are. It seems the principle applies also to politics.

Since we began analyzing election campaign coverage, we have noticed that the more coverage a party is given, the higher the chance they have of winning the election, according to the polls. The influence of the polls then causes a chain reaction, increasing the media prominence of the favoured party. “The more talk there is about the party, the more positive the polls; and the more positive the polls, the more the media talk about the party.”

Key themes in the campaign

THEMES - CANADA		
RANK	THEME	2011 CAMPAIGN
1	Economy	17.86%
2	Healthcare	11.93%
3	Controversies	11.11%
4	Polls	9.88%
5	Democracy (possibility of a coalition)	7.86%
6	Industry and regional development	6.18%
7	Justice	6.14%
8	Education	5.81%
9	Infrastructure and municipal	4.20%
10	National unity	3.70%
12	Environment	2.59%
14	Culture	2.16%
15	Poverty	1.86%

Media highlights of the campaign

STEPHEN HARPER / CONSERVATIVES

Lower Churchill agreement	March 31
Bruce Carson controversy	April 5
Students thrown out of Conservative rallies	April 7
Conservative platform unveiled	April 9
Controversy surrounding G8/G20 spending	April 12
Stephen Harper wants a majority government	April 19-20

JACK LAYTON / NDP

NDP platform unveiled	April 10
NDP also supports the Lower Churchill project	April 17
Léger Marketing poll: Liberals at a standstill; NDP gaining ground	April 18
Rise of the NDP brings attacks from other parties	April 23
Polls: NDP is 2nd in Canada	April 27

MICHAEL IGNATIEFF / LIBERALS

Liberal platform unveiled	March 31
Michael Ignatieff shows André Forbes the door	April 5
Polls: Liberals at a standstill	April 7
Ignatieff accused of falsifying a quote from Harper in a TV spot	April 9
Jean Chrétien backs the Liberals	April 12

GILLES DUCEPPE / BLOC

French debate moved up a day due to NHL Playoffs opening	April 11
Québec sovereignty: Stephen Harper’s new weapon	April 19
Jacques Parizeau lends his support	April 25

GILLES DUCEPPE / GREEN PARTY

Leaders’ debate: will Elizabeth May take part?	March 31
Debate: the Court cannot issue decision on time	April 6
Elizabeth May is the first candidate to campaign in Calgary	April 20
Oraclepoll: E. May set to win her riding	April 27

Top controversies during the 2011 campaign

RANK	CONTROVERSIES IN CANADA	MPS
1	G8/G20 spending	14.16%
2	Bruce Carson found guilty of fraud in the past	8.81%
3	Helena Guergis affair	8.76%
4	Tories try to annul votes at the University of Guelph	6.77%
5	John Reilly’s comments on sexual assault	5.71%
6	Ignatieff accused of falsifying a quote from Harper for an ad	4.76%
7	Students thrown out of Conservative rallies	4.50%
8	CBC Vote Compass controversy	4.40%
9	CBC Racist comments of Liberal candidate André Forbes	3.50%
10	Allegations of Conservative influence-peddling in the Port of Montréal	2.72%

Top polls during the 2011 campaign

RANK	POLL	PEAK PERIOD	MPS
1	Léger Marketing poll: Stephen Harper’s majority in jeopardy	April 4	5.33%
2	Léger Marketing poll: Liberals at a standstill	April 18	5.22%
3	Léger Marketing poll: The NDP overtaking the Liberals across the country	April 30	4.27%
4	Léger Marketing poll: Gilles Duceppe is the winner of the French debate	April 14	4.03%
5	Léger Marketing poll: Jack Layton the leader with whom Canadians would most like to socialize	April 2	3.79%
6	Léger Marketing poll: Stephen Harper is the winner of the English debate	April 13	3.32%
7	Abacus Data poll: Canadians’ perception of leaders	April 1	3.02%
8	Léger Marketing poll: for or against the coalition	March 29	2.85%
9	Compas-Research poll: Tories looking for a majority	April 13	2.67%
10	Ipsos Reid poll: LPC-NDP coalition preferable to a CP majority	April 2	2.61%

The «Occupy» movement

The « Indignants » have had difficulty getting their message heard in the media. More often than not, media have reported on miscellaneous news stories linked to Occupy encampments in Canadian cities: homelessness, dangers and drug use on the sites, police interventions, etc. The death of a young woman from a drug overdose at the Occupy Vancouver site amplified this tendency.

Though the media are generally hungry for public interest stories, the Occupy movement’s vague message did not aid the protesters’ cause. Against globalization, against social inequality, against unemployment, against tax breaks for the wealthy- did the Indignants have any one single clear and precise message to communicate to the media and the population.



The « Occupy » movement in Canadian media

RANK	NEWS ITEM	MPS OVER 7 DAYS
1	Occupy Wall Street	43.09%
2	Occupy Toronto	14.60%
3	Occupy Vancouver	12.66%
4	Occupy Montreal	6.14%
5	Occupy Calgary	4.50%
6	Occupy Edmonton	3.22%
7	Occupy Ottawa	2.95%
8	Occupy Victoria	2.80%
9	Occupy Winnipeg	1.14%
10	Occupy Québec	1.12%

The Occupy movement received its greatest media coverage in Canada - that is to say a media prominence score of 1.39% between November 15th and 21st 2011 - at a time when problems were piling up for the Indignants and dismantling of encampments was becoming more and more imminent.

During the fall, Canadian media mostly covered the original movement, Occupy Wall Street, before taking interest in its Canadian offshoots. Occupy Toronto and Occupy Vancouver had much greater visibility in the media than Occupy Montreal.



Riots in Vancouver

On June 17th 2001, the Boston Bruins defeated the Vancouver Canucks and won the Stanley Cup. In Vancouver, around 100,000 fans had gathered to watch the match on giant screens set up by the City. After the match a collective and heated venting of frustration took place.

Coverage of the riot rapidly moved news of the local team's loss to the background. In 24 hours, the story occupied nearly 28% of all news in Canada. This is more than the announcement of the Atlanta Thrashers' move to Winnipeg (24%) for an equivalent period. In the hours that followed the riots, these images traveled across Canada and even around the world. In fact, the Vancouver riots climbed to the first rank in international news, ahead of the promotion of Ayman Al-Zawahiri to the leadership of Al-Qaida. It is extremely rare that an event linked to hockey finds a place among the world's three most covered news stories during a given day.

More than 250,000 texts and reports of these riots were published or broadcast around the world in less than 24 hours.

In Canadian news for 2011, only Kate Middleton and Prince William's first trip to Canada received greater coverage abroad than the Vancouver riots.

What about the sport?

It must however be noted that the sporting aspect of the event generated little interest in international media. More than 65% of the coverage pertained to the riots and violence.

American media, which generate on average 31% of the volume of news worldwide, certainly had an impact on the multiplier effect. A quarter of all American media published or broadcast stories related to this issue.

Even CNN, who on the same day had delivered the scoop of Democratic Senator Anthony Weiner's resignation, de-prioritized video coverage of this event to accommodate the troubles in Vancouver.

In 1994, the Vancouver Canucks also bowed out in the finals, then to the New York Rangers. Here's what was published in The New York Times on June 16th, 1994:

200 Injured In Vancouver

A rampage by young hockey fans after the Canucks' loss to the Rangers in the Stanley Cup finale Tuesday night left as many as 200 injured and more than 50 arrested. (...) Dozens of downtown stores had their windows smashed and there was some looting.

As many as 500 officers, many equipped with riot gear and using large doses of tear gas, battled into the early morning against a "hard-core throng" that had spilled onto downtown streets. (...)

From one solitude to the other

Following the riots that took place in Montreal after the Canadiens beat the Penguins in the 2010 playoffs, many Canadian media stated that Quebec's metropolis was Canada's riot capital. Since the Vancouver riots, does this still hold?

"They say the Canadiens are Canada's team, but how can they be when their fans are a disgrace to our national sport? Every time something happens to their team, they riot. Montreal doesn't deserve to even have a national hockey team. They cannot have peaceful gathering like the fans of the Calgary Flames. The NHL and Montreal, riot capital of Canada, must try to put an end to this. Fine the team and have the fine affect their salary cap and/or raise property taxes to cover the damages. This must stop."

Letter published in the Calgary Sun, May 19 2010

"When it comes to hockey, however, experts say Montreal had many of the ingredients for a post-game blowout."

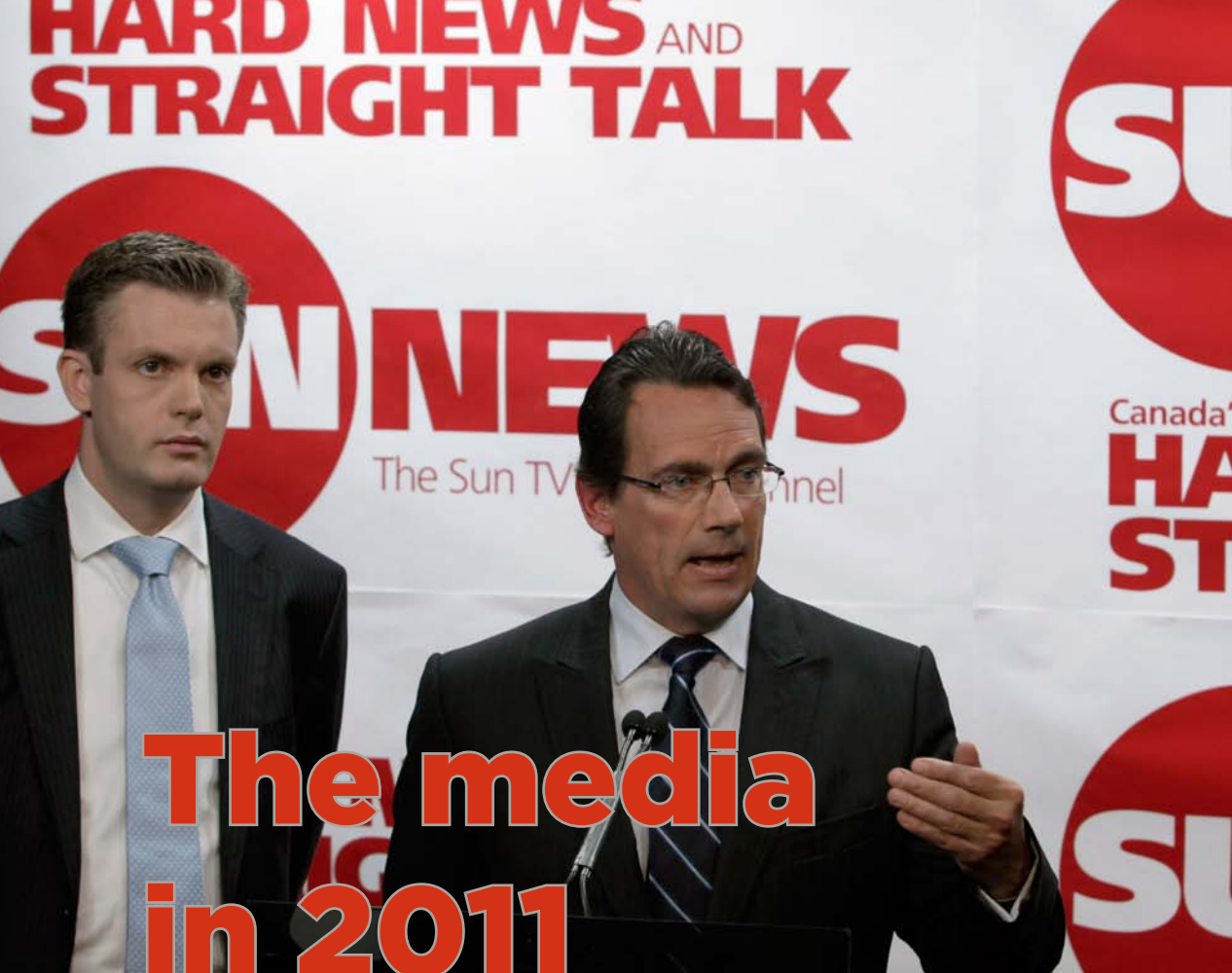
The Globe and Mail, May 14 2010

"Vancouver has its natural beauty. Stratford has its Shakespeare and Bieber Fever. Montreal has its hockey riots."

Guelph Mercury, May 18 2010

"As [Montreal] was cleaning up yesterday after a night of rioting and looting following the Canadiens' improbable Game 7 upset of the Penguins in Pittsburgh, observers wondered why, again, hockey victories and street hooliganism invariably go hand in hand there."

National Post, May 14 2010



Though we may continue to question the future of journalism and of information production, the worst hours of the media crisis seem to lay behind us.

Heavy job losses, newspaper closures and journalists' anxiety appear to be less present on the media scene in 2011. However, media wars are still in full swing. This autumn, the highly politicized opposition between the CBC and the Information Commissioner of Canada stands out.

The Federal Court of Appeal ruled in favour of the Commissioner, who will be permitted to force the CBC to submit the documents required by virtue of access requests. The Commissioner will subsequently decide whether these documents are to be made public.

THE NEWS OF THE WORLD MAKES THE NEWS

On the international scene, the scandal surrounding the British tabloid News of the World received a great deal of media coverage, in particular due to its sleazy side. In Canada, the story received a media prominence score of 2.27% during the week of July 19th to 25th, placing the news item among the year's 100 most covered stories.

TRANSCONTINENTAL BECOMES TC

Transcontinental took advantage of the autumn to change its name, logo, slogan and website. The business now uses the name tc.Transcontinental. The "t" in the new "tc" stands for technology, while the "c" represents community, as stated in the press release published by Transcontinental. According to its slogan, Transcontinental now defines itself as a "Marketing Activation Company".

The catch is that this cause relates to about fifteen access requests which were made by branches of Sun Media (Quebecor), a competitor. Sun Media journalists seek, among other things, to obtain information regarding production costs of various CBC programs.

Throughout the year, Sun Media journalists have multiplied articles regarding expenses amassed by the CBC, which is largely state-funded.

« Fox News North »

Canadian television viewers from coast to coast may now turn to the Sun TV News channel, owned by Quebecor, to obtain information, although the channel's content is chiefly editorial. At the launch of this channel, nicknamed « Fox News North » by its critics, Pierre Karl Péladeau, president and CEO of Quebecor, promised its programming would shake up the established order.

Many of this country's media have pointed out close ties between Sun TV News directors and the Canadian political right. This alliance is reminiscent of the links between Fox News and the American political right. Sun TV News is lead by Kory Teneycke, Director of Communications for conservative prime minister Stephen Harper from July 2008 to July 2009.

The new station endeavoured to stand out during federal elections by revealing that Jack Layton was thought to have visited dubious massage salons in Toronto in the 90's. The Canadian Broadcast Standards Council was also swamped with complaints following a very animated interview of dancer Margie Gillis by journalist Krista Erickson. Erickson accused Gillis of having benefited from excessive government subsidies.

Summer 2011 in Review

Every summer, news slows to a trickle, and summer 2011 was no exception. While an average day will see 30,000 news items across Canadian media, this number drops to between 10,000 and 15,000 in June, July and August.

As in summer 2010, the Calgary Stampede attracted a great deal of media attention in Canada last July. Unlike summer 2010 however, no other sporting event made it to our top news stories list for the summer, which instead featured the death of Jack Layton, Kate and William’s visit to Canada, world economic problems and riots in London.

Considering its emotional impact on all Canadian citizens, Jack Layton’s death was the most widely covered news item of the summer. Everything stopped when CBC, the first network on the story, announced that the NDP leader had died of cancer. In the following hours, 22% of all news in Canada was related to Jack Layton’s death. The story was broadcast in about twenty countries around the world.

**Top news stories by seven-day Media Prominence Score
June 20th to August 28th, 2011**

RANK	NEWS	PEAK PERIOD	MPS OVER 7 DAYS
1	Death of Jack Layton	August	9.22%
2	Prince William and Kate Middleton visit Canada	July	5.48%
3	Markets plunge on recession fears	August	3.84%
4	Riots in London, United Kingdom	August	3.07%
5	Calgary Stampede	July	3.04%



At the beginning of July, Prince William and Kate Middleton’s first visit to Canada also monopolized journalists’ attention for several days. Of all Canadian news in 2011, William and Kate’s visit here was the story most extensively covered abroad.



Jack Layton, 1950-2011

CBC was the first TV network to broadcast the news of Jack Layton's death on the morning of August 22th, 2011. Thereafter, all media concentrated their efforts on this story, which was highly moving to the vast majority of Canadians. In the following hours, 22% of all news in Canada – about one news item in five – was related to the NDP leader's death.

On Twitter, the words “RIP Jack Layton” remained the most popular in Canada for several hours. By noon, these were the 5th most used keywords on Twitter around the world - further evidence that a great number of Canadians used social media to express their sympathy.

GOODBYE, JACK



influence

10
YEARS!

A winning business model

The story of Influence has it all - success, passion and pitfalls. Browse through the following for an overview of how this story evolved and an homage to the talents who made it possible.

Ten years of Influence



“That first year, we did everything, from consulting to marketing, just to survive...”, recalls Jean-François.

Most people remember where they were when the hijacked planes hit the World Trade Center on September 11, 2001. Jean-François Dumas remembers it very well, because he was busy laying the groundwork for Influence Communication.

Just a few days later, he met Daniel Gagné in a restaurant to draft out – on a simple paper napkin – their idea for an ICE (Interactive Communication Environment). This simple sketch would become the platform that Influence still uses today to analyze media content, both printed and electronic, in 22 languages from 160 countries, and to give that content a score. That’s when Influence Communication was born.

The co-founders worked tooth and nail to help Influence become the company that it is today.

“The Influence Communication team uses an exacting scalpel in its post-mortem of the media.”

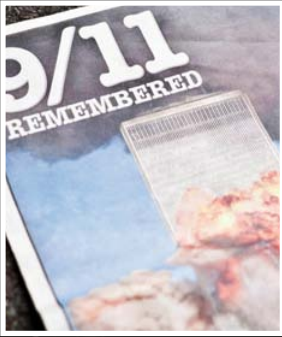
Jean-Francois Dumas embodies the essence of Influence Communication. His analysis helps to put news into context and it’s helped me to better understand the Quebec context. What do Quebecers love other than the Montreal Canadiens? Are we too egocentric? Our disinterest in world affairs left me speechless. And here I thought that Quebecers were open to the world... What a wake-up call!

In short, the Influence Communications team uses an exacting scalpel to post-mortem traditional media and to dissect information shared through new media.

*Benoit Dutrizac
Animateur, 98,5 FM*

2001 HOW IT STARTED

On September 11, 2001, Jean-François Dumas is laying the groundwork for Influence Communication – while the world’s attention is turned to the unforgettable event that will define the decade.



2001 THE NAPKIN

The ICE system is drafted – on a paper napkin – in a Greek restaurant on Prince Arthur Street.



“Everything you need in one email.”

Since Verbatim, the world of news monitoring, media and communications has greatly changed. A change that can be summarized in one word: Internet. And that includes social media and all the tweets that go with it too. The advantage of getting your news monitoring services from Influence is that you’ll receive everything you need in one email, including radio and TV mentions, a press review written up in your preferred format and news being broadcast on the Web.

Roch Landriault
Vice-president, Media Relations
NATIONAL Public Relations

“Even though we didn’t have clients at the time, we began developing our main expertise by approaching various suppliers around the world.”
- Jean-François Dumas, President

Back then, companies purchased press review services from individual suppliers who specialized in, for example, Quebec-based newspapers or digital media. If a company wanted to know what was being said about them abroad, they had to hire as many suppliers as there were countries.

Influence came forward to offer clients an all-in-one service, comprising all the services above, as well as analysis of that content.

“The goal is not to know everything – it’s knowing the right things”, explains Jean-François.

“At Influence, we set out to sell this very ambitious information brokerage service to the world’s biggest corporations.”

“But to prove our approach, we had to find a client that could help us set the standard. That’s when we knocked on the door at Bombardier and offered this leader of the Quebec economy our services – absolutely free – for a six-month trial period”, recalls Jean-François.

“They were satisfied with the trial, but they still wanted a call for tenders process afterwards.”

At that time, Influence was not yet profitable, accumulating total revenues of only \$17,000 in 2002. Daniel Gagné had to be laid off. Even if Influence did finally win the Bombardier bid, creating the agency’s first regular client, the two founders still thought about selling their business to another Montreal firm for the modest sum of \$100,000.

Thankfully, the offer was refused!



“Bombardier is proud to have been Influence Communication’s first client.”

Bombardier wishes to congratulate Influence Communication on the occasion of its 10th anniversary. In addition to the daily support we receive from Influence Communication, the staff is responsive to our special requests and helps ensure that we have the necessary tools to execute our work.

Bombardier is proud to have been Influence Communication’s first client, and we extend our best wishes for the future.

Haly Dunne
Manager and Senior Spokesperson,
Public Affairs and Communications
Bombardier Aerospace

✈ 2002
FIRST CLIENT

Bombardier is Influence Communication’s first (free) client, helping the young company develop its business model. In 2011, Bombardier is still in the client roster.



💼 2002
FIRST LAY-OFF

Due to financial difficulties, Daniel Gagné, who is the co-founder of Influence, is laid off.



🏠 2003
SOLD!... ALMOST

The co-owners of Influence want to sell their company to another Montreal firm for \$100,000. The offer is... refused!



📊 2004
MEDIA PROMINENCE SCORE

The media prominence score method is used for the first time in a quantitative analysis prepared for a client.



“A window on world news.”

Influence gives us a window on – and a filter of – world news. Your comments are always relevant, interesting and inspire further reflection. Thanks for sharing your knowledge with us!

Sébastien Lauzon
www.facebook.com/sebaslauzon

The birth of the Media Prominence Score

The notion of a media prominence score, which is still at the heart of Influence’s reputation, was first used in 2004 for a quantitative analysis.

“At the beginning, we kept our cards close to the chest, because we knew we were on to something good and that others might copy it”, explains Jean-François Dumas.

“But in 2005, we felt confident enough to approach Charles Grandmont at Infopresse Magazine with our idea. Subsequently, the magazine published the first article describing the measurement tool that Influence now uses across all platforms.”

Although the formula they use is kept under tight wraps – much like the recipe for Big Mac secret sauce – the media prominence score has literally traveled around the world, from Montreal to Abu Dhabi, with stops in Berlin and California too. In fact, for the last three years, Influence has contributed to Al Jazeera’s year-end review.

A little closer to home, Quebecers have also become more familiar with the concept of the media prominence score. Each week, Influence publishes a list of the top five news stories, in order of popularity, that have most captured the media’s attention. Various television and radio programs also regularly call upon Jean-François to comment on different data presented. For example, after the 2011 federal elections, Influence indicated a strong correlation between election results and media prominence – stronger even than various election polls. In fact, Influence’s projected margins of error for the last three Quebec provincial elections have been narrower than those of pollsters.

“Although we are not pollsters, we can analyze the sources that most influence public opinion. Is there anyone who still doubts the impact of media on voter intention? I don’t think so.”

“Influence Communication offers relevant, thorough, reliable and accurate information.”

As someone who oversees economic reporting for a number of Quebec media platforms, I have noticed that Influence Communication always delivers the goods. That is, they offer information that is relevant, thorough, reliable and accurate from both a journalistic and scientific point of view. This is what the media needs in order to continually offer readers and listeners credible and verified news content. Furthermore, while I was preparing my master’s thesis on the quality of economic journalism in Quebec, the Influence Communication team offered me strategic information that confirmed many of the theories I was proposing about reading habits and attitudes held by Quebecers when faced with broadcast information. It was a huge turning point in my research and their contribution greatly ‘influenced’ the veracity and content of my thesis. Today, I want to thank them again for this valuable and relevant contribution. Thank you!

Stéphane Desjardins
Assistant Director, Argent,
TVA Nouvelles

2005 FIRST ARTICLE

Charles Grandmont writes the first article about Influence Communication and media prominence score in Infopresse Magazine.



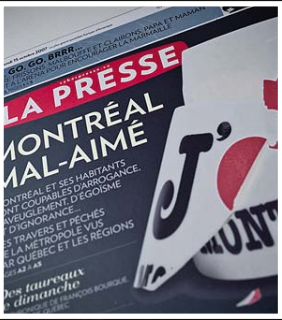
2005 NEWS REVIEW

Publication of the first News review covering news items in Quebec – a communication that would eventually expand into Canada and the rest of the world.



2006 MONTREAL, AS SEEN FROM THE US

Influence publishes a report on how Montreal is seen by U.S. media. The study surveyed 5,000 American journalists for data.



2007 THE CRYSTAL BALL

Influence correctly predicts Quebec election results for the first time – and with a smaller margin of error than the big polls.





Daniel has created all the technology that drives Influence.

The technician behind the scenes

Thanks to numerous media appearances, Jean-François Dumas is more readily recognizable, but Daniel Gagné is the top man behind the scenes. Daniel has created all the technology that drives Influence, including everything from the delivery platform and news-sorting system to Scolarius, a software solution that evaluates how degree of education impacts an individual's ability to read and understand text. The co-founders are especially proud of this last achievement. Service is as key to the success of Influence as technology. Clients can choose from various levels of media monitoring services, depending on individual needs. For example, during a crisis, publicly-traded clients may choose «911 service», which reports everything being said about the company within minutes of publication. If a radio station in Marrakesh is talking about your company – you'll know about it.

“Many companies come to us during troubled times”, reports Jean-François. “When I read a newspaper, it’s always fascinating for me to evaluate what percentage of page space is being dedicated to our clients.”

It’s equally fascinating to note how much time Jean-François Dumas spends following the media – that is to say, quite a lot. But this is not surprising, given how profoundly involved this man is with the media. “When my son was in elementary school, all the kids were asked to talk about what their parents did. My son explained that I watched a lot of television and read many newspapers. One of his friends asked if I was unemployed!”

On September 11, 2001, the average citizen watched the hijacked planes crash into New York City’s Twin Towers at least 18 times. In the meantime, thanks to the «peoplization» of the media, Nicolas Sarkozy has become the world’s most-watched personality – and for reasons other than his politics. And fifty seconds in the life of Carey Price has accumulated more media attention than all cultural coverage (across all disciplines) combined.

«A fresh and unadulterated perspective on media and society – an impossibility before Influence Communication.»

Nicolas Lacroix
Journalist FM 93

“The advertising value of a news item can often be worth several millions of dollars.”

Influence Communication knew how to answer my questions about the importance and penetration of news items in the media. We sometimes forget that the advertising value of a new item can often be worth several millions of dollars... Thank you Influence Communication!

Robert Poëti
Public security Expert

2007 TORONTO-MONTREAL

Publication of a report on how Toronto and Montreal are seen by media sources outside of Canada. Hogtown has double the visibility, but Montreal is better known for tourism.



2007 QUEBEC CITY - MONTREAL

Influence adds flames to the rivalry between Quebec City and Montreal (or is it Montreal and Quebec City?) by trying to identify where it all started. Apparently, the fault lies with radio stations... in Quebec City!



2007 GOING ABROAD

Influence Communication’s international annual review premieres at the News Exchange in Berlin.



2008 RECOGNITION

Influence Communication launches the Arab Broadcast Forum in Abu Dhabi. Jean-François Dumas is introduced by Ban Ki-Moon, Secretary General of the United Nations!



«In my opinion, Influence Communication is the best invention since TV remote control.»

IC keeps a watchful eye on the media and shows us that we are a distinct media society. The weekly top five is an example of that intelligence. Thank you and congratulations on your 10th anniversary!

Marie Plourde
Journaliste

TO DATE, HUNDREDS OF MILLIONS OF NEWS ITEMS HAVE BEEN FILTERED THROUGH INFLUENCE’S WATCHFUL GAZE – SOME OF WHICH WERE UNABLE TO HOLD THE MEDIA’S ATTENTION FOR MORE THAN TWO HOURS. TEN YEARS AGO, WE WITNESSED A MEDIA EVENT THAT WOULD DEFINE EVERYTHING THAT CAME AFTER. AND INFLUENCE WAS FOUNDED TO MAKE SURE THAT WE DON’T MISS ANYTHING EVER AGAIN.

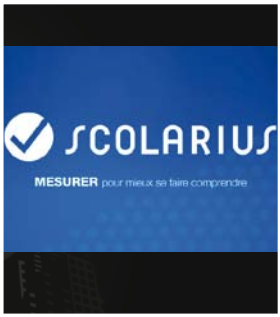


People in the news audience are no longer target publics- they have become information predators. The media, formerly the hunters, have become the prey.

Influence Communication

2009
SCOLARIUS

Influence publicly introduces Scolarius, a tool for measuring literacy. www.scolarius.com.



2010
OUTER SPACE

Influence sends its press review to Guy Laliberté, CEO of Cirque du Soleil, who will receive updates throughout his voyage aboard the International Space Station.



TENTH ANNIVERSARY

Influence celebrates its tenth anniversary – and the maturity that comes with it! The company has built a prestigious client list and is often called upon by the media to provide expert commentary.



NEWS CHARTS

Did you know?

The 10th anniversary of 9/11 occupied 26% of the news coverage in Canada over a period of 24 hours.

influence

CHARTS

Top news - Politics



RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	Federal election: Conservatives win a majority, NDP the official opposition	May	14.79%
2	Jack Layton dies of cancer	August	9.22%
3	NDP post-election coverage	May	7.91%
4	The federal campaign reaches its peak	April	7.42%
5	Stephen Harper announces his new cabinet	May	3.68%
6	Jack Layton steps aside as he announces new cancer	July	2.42%
7	NDP leadership race	September	2.06%
8	Federal election aftermath	May	2.00%
9	Canada Post on strike and about to get back-to-work legislation	June	1.88%
10	Federal Budget (pre-election)	March	1.71%
11	Federal Budget (post-election)	June	1.54%

Top news - Business and economy			\$
RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	Fear of recession: stock markets plunge	August	3.84%
2	Debt crisis in Greece	November	2.44%
3	Debt crisis in United States	August	2.39%
4	Canada Post on strike and about to get back-to-work legislation	June	1.88%
5	Federal Budget (pre-election)	March	1.71%
6	Federal Budget (post-election)	June	1.54%

Top news - Sports			
RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	NHL Playoffs - Stanley Cup Final: Canucks vs. Bruins	June	8.06%
2	Atlanta Thrashers move to Winnipeg	June	7.36%
3	Grey Cup: BC Lions vs. Winnipeg Blue Bombers	November	6.80%
4	NHL Playoffs - Boston beats Vancouver and wins the Stanley Cup	June	6.50%
5	NHL Playoffs - Western Conference final: Canucks vs. Sharks	May	5.86%
6	Sidney Crosby returns from injury after months of absence	November	4.77%
7	Super Bowl XLV: Packers vs Steelers	February	3.92%
8	Chara/Pacioretty affair and demand for a ban against head shots	March	3.43%
9	NHL Playoffs - Canadiens vs. Bruins	April	3.20%
10	Calgary Stampede	July	3.04%
14	British Open golf championship	July	2.41%
18	Rogers Cup (tennis)	August	2.16%

Top news - Canada in the news abroad



RANK	EVENT	PEAK PERIOD
1	Prince William and Kate Middleton visit Canada	July
2	Vancouver Stanley Cup riots	June
3	Federal elections: Stephen Harper is re-elected	May
4	Crisis in Tunisia: Ben Ali's family takes refuge in Montréal	January
5	Canada loses to Russia at the World Junior Hockey Championship	January

Top news - Current and legal affairs



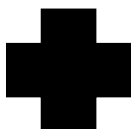
RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	Vancouver Stanley Cup riots	June	12.12%
2	Occupy Wall Street: cities want protesters to dismantle camps (U.S.A. and Canada)	October	1.39%
3	Funeral of police officer Ryan Russell, killed after being struck by a stolen truck	January	0.89%
4	Wade Belak, former Maple Leaf strongman, is found dead	September	0.77%
5	BC: Suspect arrested in Kienen Hebert's abduction	September	0.63%

Top news - Nature unchained



RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	Earthquake and tsunami in Japan	March	6.25%
2	Manitoba floods	May	2.69%
3	Slave Lake wildfire	May	2.57%
4	Hurricane Irene	August	1.34%
5	Heatwave in Ontario and Québec	July	1.11%

Top news - Health



RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	Jack Layton steps aside as he announces new cancer	July	2.42%
2	Somalia famine	July	1.01%
3	E. Coli outbreak in Europe	June	0.41%
4	Sidney Crosby has concussion symptoms	January	0.26%
5	Health Canada to put larger warnings on cigarette packages	January	0.21%

Top news - International news stories most covered in Canada



RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	9/11 commemoration	September	8.48%
2	Egypt political crisis	February	6.31%
3	Earthquake and tsunami in Japan	March	6.25%
4	Wedding of Prince William and Kate Middleton	April-May	5.88%
5	Super Bowl XLV: Packers vs Steelers	February	3.92%
7	Osama bin Laden is found and shot dead	May	3.56%
9	England riots	August	3.07%
12	Muammar Gaddafi shot dead	October	2.07%

Top news - Arts and entertainment



RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	Academy Awards ceremony	February	2.81%
2	Harry Potter and The Deathly Hallows: part 2 in cinemas	July	2.49%
3	64th Annual Cannes Film Festival	May	1.30%
4	Pirates of the Caribbean: On Stranger Tides in cinemas	May	1.22%
5	Toronto International Film Festival	September	1.12%
7	Charlie Sheen's problems with drugs and alcohol	March	0.94%

Top news - Technology



RANK	EVENT	PEAK PERIOD	MPS OVER 7 DAYS
1	Steve Jobs dies of cancer	October	0.82%
2	RIM embarrassed over BlackBerry outage	October	0.76%
3	A new flaw is discovered in the Playstation Network	May	0.42%
4	RIM'S BlackBerry playbook faces heat from reviewers	April	0.26%
5	iPhone 4S goes on sale	October	0.24%
8	Apple launches its iPad 2	March	0.18%



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%

RANK	NEWS	MPS
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

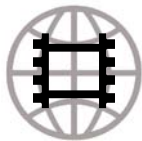
Top 5 sports news



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



Steve Jobs, 1955-2011

On October 5th 2011, the news of Steve Jobs' death spread around the world like wildfire. It was impossible to find a country where the media weren't talking about the event. Testimonies in favor of Apple's co-founder found their way into the main slot of the biggest news sites: CNN, BBC, 24 Heures France, Al-Jazeera, etc.

21% of all articles and reports referred to Steve Jobs as a "visionary" This was certainly the adjective most often used to describe the inventor of the iPhone, iPod and iPad. On Twitter, the keyword "iSad" remained throughout the day at the top of the list of most popular expressions. Considering how rapidly Twitter comments scroll down, it is exceptional that a single keyword should stay so long in first place.

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%

RANK	PERSONALITY	MPS
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%

RANK	PERSONALITY	COUNTRY	MPS
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	CANADA	WORLD
1	Rebecca Black	Rebecca Black
2	#100factsaboutme	#100factsaboutme
3	Mubarak	FEMME FATALE
4	#jan25	Phineas & Ferb
5	Goodnight Twitter	#tigerblood
6	#tigerblood	#idontunderstandwhy
7	#idontunderstandwhy	#sincewebeinghonest
8	#sincewebeinghonest	#prayforjapan
9	?Single ?Taken	?Single ?Taken
10	Cowboys & Aliens	#ICanHonestlySay
11	#winning	#threewordstoliveby
12	#worstfeeling	#icantgoadaywithout
13	#ICanHonestlySay	Rise & Grind
14	#icantgoadaywithout	#improudtosay
15	#libya	#thereisalways1person
16	#thingsthatpissmeoff	#DrakeCriesWhen
17	#japan	#thingsthatpissmeoff
18	#thereisalways1person	#itshardwhen
19	Phineas & Ferb	tYp3 LyK tHi5
20	#threewordstoliveby	#WorstFeeling
21	#prayforjapan	#dearyoungself
22	#nsn3d	BIEBER ALERT
23	#superbowl	#youknowiloveyouwhen
24	#improudtosay	Queen Gaga
25	#dearyoungself	#nsn3d

RANK	CANADA	WORLD
26	#neverinamillionyears	#thataintwinning
27	#itshardwhen	Jar Jar Binks
28	#youknowiloveyouwhen	BornThisWayFriday
29	Dear Santa	Cowboys & Aliens
30	#royalwedding	#arentyoutiredof
31	FEMME FATALE	#liespeopletell
32	#thingswelearnedontwitter	#whoeverimarry
33	tYp3 LyK tHi5	#agoodboyfriend
34	BIEBER ALERT	#WhyAreYou
35	#WhyAreYou	William & Kate
36	#BramptonGirls	#ilovewhen
37	Radiohead	#neverinamillionyears
38	Happy Thanksgiving	#wheneverimbored
39	#arentyoutiredof	Huckleberry Finn
40	#iloveyoubecause	#ihavenotolerance
41	#wheneverimbored	#iloveyoubecause
42	#liespeopletell	Fukushima
43	#iwasthinkin	#iamsotiredof
44	#agoodboyfriend	#sotellmewhy
45	Cairo	Kenan & Kel
46	#egypt	#thingsthatdntgototogether
47	Congrats Justin	#wordsthatcanstartawar
48	#questionsdontlike	#februarywish
49	Queen Gaga	#thingswelearnedontwitter
50	Hell Date	#isbetterthan

PEOPLE

Did you know?

When he came back from his injury, Sidney Crosby received 8 times more media coverage throughout the world than the Canadian dollar.

influence

Top 25 personalities who made the news 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	Roberto Luongo	0.38%
9	Tim Tomas	0.38%
10	Muammar Gaddafi	0.30%
11	Jim Flaherty	0.30%
12	Tim Hudak	0.29%
13	Ryan Kesler	0.28%
14	Claude Julien	0.26%
15	Tiger Woods	0.26%
16	Christy Clark	0.25%
17	Alain Vigneault	0.25%
18	Prince William	0.24%
19	Gilles Duceppe	0.23%
20	Osama Bin Laden	0.22%
21	Brian Burke	0.21%
22	Daniel Sedin	0.21%
23	Henrik Sedin	0.21%
24	Justin Bieber	0.19%
25	Carey Price	0.19%

* January 1st through November 22nd, 2011

Top 15 personalities 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%
11	Jonathan Toews	0.84%
12	Jaroslav Halak	0.84%
13	Jack Layton	0.82%
14	LeBron James	0.78%
15	Brett Favre	0.73%

Top 20 federal politicians in Canadian media in 2011 *



RANK	NAME	PARTY	MPS
1	Stephen Harper	CP	19.44%
2	Jack Layton	NPD	9.06%
3	Michael Ignatieff	LPC	6.64%
4	Jim Flaherty	CP	3.65%
5	Gilles Duceppe	BQ	2.82%
6	Bob Rae	LPC	2.24%
7	John Baird	CP	1.88%
8	Peter MacKay	CP	1.73%
9	Elizabeth May	Green	1.55%
10	Jason Kenney	CP	1.51%
11	Tony Clement	CP	1.48%
12	Thomas Mulcair	NPD	1.25%
13	Vic Toews	CP	1.25%
14	Nycole Turmel	NPD	1.09%
15	Bev Oda	CP	0.93%
16	Stéphane Dion	LPC	0.87%
17	Olivia Chow	NPD	0.84%
18	James Moore	CP	0.84%
19	Lisa Raitt	CP	0.77%
20	Peter Kent	CP	0.75%

* For measurement purposes, we have also included MPs who lost their seat in the elections, on May 2nd.

Top 10 politic personalities in Canadian media in 2011 (outside federal MPs)



RANK	NAME
1	Dalton McGuinty
2	Tim Hudak
3	Christy Clark
4	Rob Ford
5	Jean Chrétien
6	Ed Stelmach
7	Paul Martin
8	Gordon Campbell
9	Mike Harris
10	Alison Redford

Top 10 sports personalities in the media in 2011



RANK	NAME	MPS
1	Sidney Crosby	0.93%
2	Tiger Woods	0.85%
3	Roberto Luongo	0.80%
4	José Bautista	0.67%
5	Ryan Kesler	0.62%
6	John Farrell	0.59%
7	Alain Vigneault	0.50%
8	Brian Burke	0.48%
9	Daniel Sedin	0.46%
10	Henrik Sedin	0.45%

Top 10 business personalities in Canadian media in 2011



RANK	NAME	MPS
1	Steve Jobs	16.59%
2	Rupert Murdoch	15.64%
3	Mark Zuckerberg	7.91%
4	Warren Buffett	7.80%
5	Conrad Black	7.71%
6	Jim Balsillie	7.49%
7	Pierre Karl Péladeau	7.37%
8	Eugene Melnyk	5.22%
9	David Thomson	3.86%
10	Daryl Katz	3.35%

Top 10 entertainment personalities in Canadian media in 2011



RANK	NAME
1	Justin Bieber
2	Lady Gaga
3	Charlie Sheen
4	Michael Jackson
5	Brad Pitt
6	Don Cherry
7	U2
8	Madonna
9	Lindsay Lohan
10	Ryan Gosling

Top 10 international personalities in Canadian media in 2011



RANK	NAME
1	Barack Obama
2	Prince William
3	Muammar Gaddafi
4	Osma bin Laden
5	Queen Elizabeth II
6	Kate Middleton
7	David Cameron
8	Nicolas Sarkozy
9	Hillary Clinton
10	Hosni Mubarak
11	Silvio Berlusconi
12	Sarah Palin
13	Angela Merkel

RANK	NAME
14	Bill Clinton
15	Benjamin Netanyahu
16	Abdelaziz Bouteflika
17	Gregor Robertson
18	Hamid Karzai
19	Dominique Strauss-Kahn
20	Gabrielle Giffords
21	Vladimir Putin
22	Hugo Chavez
23	Michelle Obama
24	Zine el-Abidine Ben Ali
25	Nelson Mandela

Top businesses in the media in 2011



RANK	COMPANY	MPS
1	Bank of Montreal 	3.75%
2	Toyota 	3.74%
3	Air Canada 	3.74%
4	Royal Bank of Canada 	3.61%
5	Honda 	3.45%
6	Bank of Nova Scotia 	3.36%
7	General Motors 	3.06%
8	Tim Hortons 	2.57%
9	Ford Motor Company 	2.55%
10	Rogers Communications 	2.51%
11	Apple 	2.30%
12	Bombardier 	2.29%
13	Canadian Imperial Bank of Commerce 	2.27%

RANK	COMPANY	MPS
14	Chrysler Canada 	2.16%
15	Canadian Tire 	2.10%
16	Canada Post 	1.99%
17	Wal-Mart 	1.91%
18	Canadian Pacific Railway 	1.76%
19	Telus 	1.64%
20	Hydro Québec 	1.61%
21	Sears 	1.61%
22	Canadian National Railway 	1.60%
23	Research In Motion 	1.60%
24	Rio Tinto Alcan 	1.31%
25	BCE 	1.28%

Canadian premiers outside their own province

Shaken by stories of corruption in the construction sector in Quebec, Jean Charest was, in 2011, the premier most visible in the media outside his own province. Despite this having been election year in Ontario, premier Dalton McGuinty placed second behind Charest. The premiers of Alberta and British Columbia, Alison Redford and Christy Clark, two newcomers, placed third and fourth. In 2010, Gordon Campbell, premier of British Columbia, was at the top of this list because the province hosted the Vancouver Olympic Games, and owing to controversy over the harmonized sales tax, which eventually forced him to leave office.



Media Prominence Scores of Canadian premiers outside their province

NAME	PROVINCE	MPS
Jean Charest	Québec	21.34%
Dalton McGuinty	Ontario	18.63%
Ed Stelmach and Alison Redford	Alberta	13.28%
Gordon Campbell and Christy Clark	British Columbia	11.59%
Brad Wall	Saskatchewan	8.18%
Greg Selinger	Manitoba	6.30%
Kathy Dunderdale	Newfoundland and Labrador	5.99%
Darrell Dexter	Nova Scotia	5.40%
Robert Ghiz	Prince Edward Island	3.73%
David Alward	New Brunswick	2.89%
Floyd Roland and Bob McLeod	Northwest Territories	1.17%
Eva Aariak	Nunavut	0.87%
Dennis Fentie and Darrell Pasloski	Yukon	0.62%

MEDIA COMPARISONS

Did you know?

A media eclipse occurs when a news story accounts for 20% or more of all news content for a period of at least 2 hours.

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Canadian newspapers most mentioned in radio and television



RANK	NEWSPAPER	MPS
1	The Globe and Mail	17.95%
2	National Post	15.38%
3	Toronto Star	11.64%
4	La Presse	5.92%
5	The Vancouver Sun	4.33%
6	Le Journal de Montréal	3.23%
7	Le Devoir	2.85%
8	Ottawa Citizen	2.66%
9	Toronto Sun	2.44%
10	Calgary Herald	2.09%
11	Edmonton Journal	1.93%
12	Le Soleil	1.60%
13	Winnipeg Free Press	1.43%
14	Ottawa Sun	1.36%
15	Calgary Sun	1.33%

Television networks most mentioned in newspapers



RANK	TELEVISION NETWORKS	MPS
1	CBC	18.55%
2	CTV	9.18%
3	TSN	7.99%
4	ABC	7.78%
5	NBC	7.52%
6	CBS	6.99%
7	BBC	3.80%
8	ESPN	3.71%
9	HBO	3.37%
10	CNN	3.25%
11	Sportsnet	2.80%
12	CityTV	2.72%
13	Global	2.10%

RANK	TELEVISION NETWORKS	MPS
14	FOX	1.85%
15	Al-Jazeera	1.75%
16	PBS	1.74%
17	SRC	1.57%
18	Fox News	1.50%
19	MuchMusic	1.50%
20	HGTV	1.34%
21	Food Network	1.28%
22	RDS	0.80%
23	Discovery Channel	0.67%
24	TVA	0.64%
25	MSNBC	0.44%
27	Sun TV	0.42%

ENVIRONMENTAL COVERAGE

Proportion of environmental coverage by newspaper



RANK	NEWSPAPER	MPS
1	Calgary Herald	7.35%
2	Edmonton Journal	5.51%
3	Vancouver Sun	4.85%
4	The Globe and Mail	4.60%
5	National Post	3.89%
6	Le Devoir	3.82%
7	La Presse	3.43%
8	New Brunswick Telegraph Journal	3.42%
9	Toronto Star	3.31%
10	The Gazette	3.26%

We analyzed the environment-related content of 40 major Canadian daily 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 nor 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.

Key environmental issues coverage



RANK	NEWSPAPER	MPS
1	Water*	27.17%
2	Climate change	15.63%
3	Oil sands	12.13%
4	Other	9.09%
5	Gas emissions	8.43%
6	Composting	5.96%
7	Carbon credits	4.97%
8	Forest	4.17%
9	Residual matter	3.69%
10	Endangered species	2.86%
11	Shale gas	2.14%
12	Sustainable development	1.60%
13	Earth Day	1.58%
14	Recycling	0.57%
	Others	9.09%

* Includes, drinking water, wastewater management, etc.

Media Prominence Scores
- health coverage



RANK	NEWSPAPERS	MPS
1	The Globe and Mail	4.35%
2	Calgary Herald	4.25%
3	Toronto Star	4.03%
4	Edmonton Journal	3.87%
5	Ottawa Citizen	3.86%
6	The Gazette	3.84%
7	The Vancouver Sun	3.84%
8	Le Journal de Montréal	3.79%
9	National Post	3.45%
10	The Guardian (Charlottetown)	3.31%
N°11 La Presse		
N°12 Le Journal de Québec		
N°19 Le Soleil		
N°21 Le Devoir		

We analyzed the health-related content of 40 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 and the isotope crisis.

TV shows most referenced in Canadian
newspapers



RANK	TV SHOW	MPS
1	American Idol	8.04%
2	Two and a Half Men	5.92%
3	Glee	5.72%
4	Hockey Night in Canada	5.16%
5	Saturday Night Live	4.74%
6	Dancing with the Stars	3.97%
7	Mad Men	3.76%
8	The Simpsons	2.53%
9	The X Factor	2.38%
10	So You Think You Can Dance	2.25%

RESEARCH METHODOLOGY

Did you know?

Each day, Influence compiles and processes over one million articles in 22 different languages from all over the world.

influence

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.

The logo for Influence Communication, featuring the word "influence" in a bold, lowercase, blue sans-serif font.

Influence Communication
505 de Maisonneuve Blvd. West
Suite 200
Montreal (Quebec) H3A 3C2



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REPORT

Montreal : 514 878-3110
Toronto : 647 477-5694
hotline : 514 772-3110
Fax: 514 878-9113

www.influencecommunication.com
www.scolarius.com