

Media monitoring and analysis

AN OVERVIEW OF MAJOR NEWS STORIES

2015 REPORT

www.influencecommunication.com

2015

REVIEW OF THE NEWS

This is a time of crisis in traditional media. The growth of social media threatens to change the entire paradigm of information supply, forcing providers to constantly reinvent their business models. At Influence Communication, we have the privilege of being positioned at the crossroads of these two worlds.

Whether serving our clients, the public at large, or simply because we love what we do, Influence Communication is always tracking news broadcast or published all over the planet. We follow it, pick it apart, analyze it, and report on it through a perspective that

allows us to better understand news reporting and its impact.

This annual report is the result of a year's work to condense our most important observations into a few pages. It presents a general overview of the Canadian media scene.

I would like to acknowledge all the hard work of my colleagues that went into making this *Review of the news* a reality.

And as for you, dear readers, I wish you a pleasant journey through the heart of Canadian news.

Best regards,

Daniel Gagné
Senior VP
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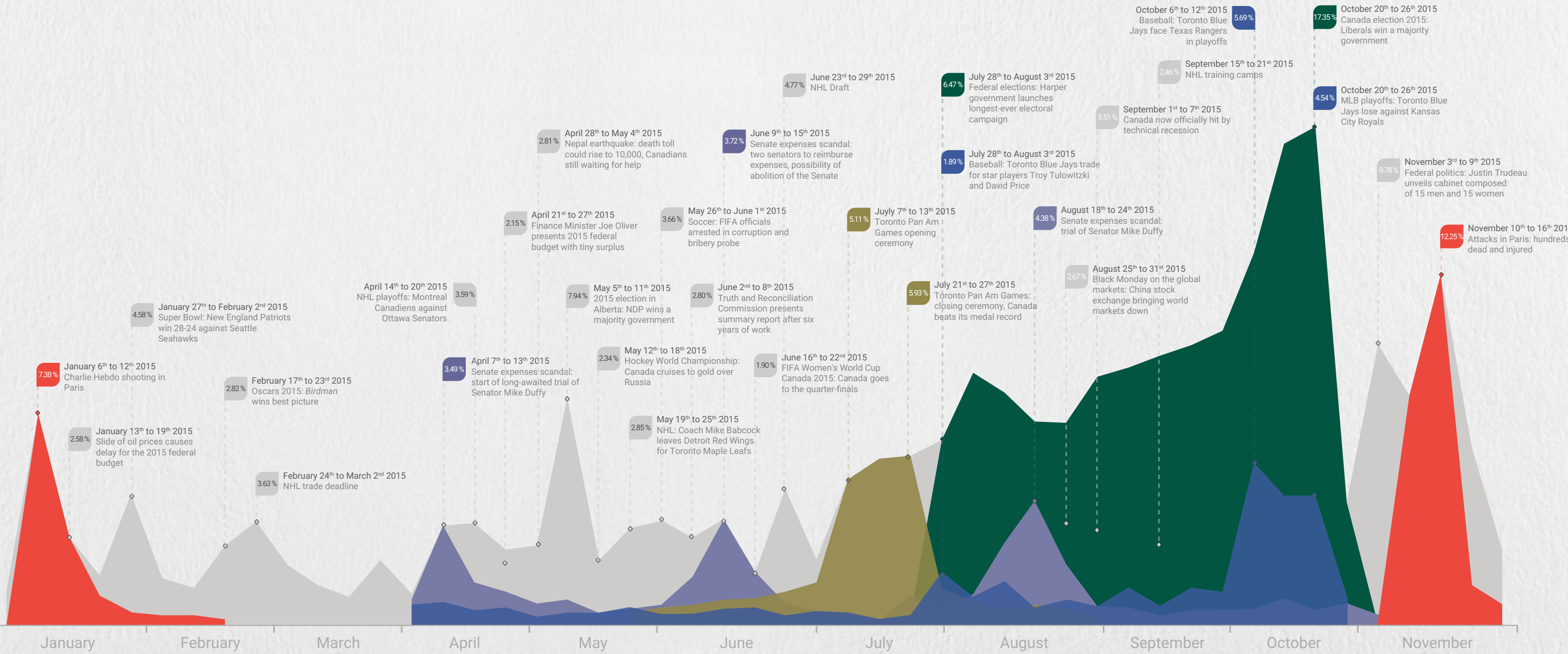
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2015 IN THE NEWS

- Paris terror attacks
- Canada elections
- Blue Jays
- Senate expenses scandal
- Toronto Pan Am Games
- Other news



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2015 REVIEW OF THE NEWS

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OVERVIEW

2015

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MAJOR THEMES COVERED BY THE MEDIA IN CANADA AND AROUND THE WORLD IN 2015

Legend

- Decrease █
- Increase █
- Steady █

REVIEW OF THE NEWS 2015 REPORT

	CANADA		WORLD	WORLD
	2015	2014	2015	2014
Politics (national)	13.25%	10.72%	13.25%	11.93%
Sports	11.01%	12.33%	10.50%	11.22%
Politics (local)	10.93%	11.25%	9.05%	9.46%
Business and economy	9.20%	9.05%	12.34%	9.62%
Local or regional news	7.61%	7.93%	8.03%	7.65%
International	7.04%	7.94%	10.11%	10.87%
Current and legal affairs	6.39%	6.39%	6.14%	8.07%
Cooking	5.24%	5.84%	5.16%	5.16%
Canadian news	5.02%	4.07%	N/A	N/A
Arts and entertainment	4.88%	4.78%	5.04%	6.42%
Technology	4.67%	4.68%	5.00%	5.11%
Automotive	3.39%	3.33%	3.07%	3.65%
Health	2.02%	2.02%	2.15%	2.19%
Environment	1.66%	1.46%	1.42%	1.33%
Life / Home	1.64%	1.53%	1.44%	1.25%
Oil prices	1.05%	1.04%	1.01%	1.00%
Traffic	0.91%	0.88%	1.62%	1.45%
Offbeat news	0.86%	0.43%	0.52%	0.48%
Weather	0.63%	0.71%	0.48%	0.31%
Education	0.15%	0.16%	0.10%	0.12%
Child care	0.15%	0.15%	0.23%	0.09%
Poverty	0.14%	0.13%	0.47%	0.27%
Elder care	0.09%	0.09%	0.09%	0.07%
Aboriginal issues	0.06%	0.06%	N/A	N/A
Others	2.01%	3.03%	2.78%	2.28%
	100 %	100 %	100 %	100 %

OVERVIEW 2015

THE YEAR IN REVIEW

In Canadian media, 2015 was a year of politics and sports: the elections boosted the ranking of politics in overall media coverage, while the dramatic rise of the Blue Jays led to their veritable renaissance in the press.

As evidenced by our top two media personalities – Stephen Harper and Justin Trudeau – the federal elections generated a lot of media attention. When Stephen Harper was re-elected in 2011, national politics accounted for 11.66% of coverage. This was a slight increase over the previous election, which was overshadowed by the death of Jack Layton a few months later. Although the Conservatives were re-elected at that time, it was the rise of the New Democratic Party (NDP) to the rank of official opposition party that had the most impact. Indeed, three of the top ten articles that year were about the NDP, while only one reported on the Conservative Party. In 2015, the novelty of a Liberal majority government attracted more attention than the previous election (17.35%) and substantially increased the coverage of national politics in Canadian media. Furthermore, as Justin Trudeau was voted in, he moved up five spots in our rating of top personalities. With all the

media hype surrounding the new prime minister, there is a good chance that we'll see him at the top of the list next year.


The provincial elections in Alberta and Prince Edward Island were a good example of novelty's powerful effect: in the first case, the NDP's accession to power brought the election results to rank (with 7.94%) among the top five news items that week. Meanwhile, the re-election of the Liberals in PEI (0.18%) received less attention than a hockey game between a Canadian team and a US team.

Meanwhile, in sports...media coverage of the Blue Jays was the undisputed surprise of the year, proving what an effect a winning season can have on the coverage of a team. For first time since we started compiling top news stories, there are three Blue Jays news items in our annual top 20 listing. In addition, star player Russel Martin made his debut in the list of the top five personalities in Canadian media, just ahead of US president Barack Obama and right after world hockey sensation Connor McDavid. Although sports news was more diverse this year, hockey-related news still accounted for 20% of the top 50 stories in Canadian news.

And finally, there were the big news stories that we would rather forget. For the second year in a row, two terrorist attacks ended up in the top five news stories: the attacks in Paris last November and the Charlie Hebdo shootings in January. Similarly, the arrival of Syrian refugees in Canada has received significant media coverage over the last few months. Following the release in the press of photos of a drowned child, Aylan Kurdi – whose parents hoped to immigrate to Canada – the media paid increased attention to a migration crisis that is shaking the world.

Many media events that began in 2015 are “to be continued” in 2016. What will become of Mike Duffy and the Senate expenses scandal? Showing an unusual phenomenon in political news, this story produced three major peaks in coverage over a period of a few months. Among the top people in the news, Mike Duffy now ranks 140 spots higher than last year. Unlike his peers on this listing, he would have no doubt preferred to forego the honor. It also remains to be seen whether the inquiry commission on missing Aboriginal women result in more media visibility for Aboriginal issues – an issue which, once again this year, only made up 0.16% of media coverage. One thing is for sure – 2016 is sure to show us plenty of unexpected twists and turns in the media. ■





**CANADA'S NEWS
STORY OF THE YEAR:
THE FEDERAL ELECTION
CAMPAIGN**

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AN UNUSUAL CAMPAIGN
FULL OF SURPRISES

CANADA'S NEWS STORY OF THE YEAR: THE FEDERAL ELECTION CAMPAIGN

After nine years of Conservative rule, a Liberal majority win captured the attention of Canada's media this year. This victory was the culmination of an unusual campaign with its share of surprises.

In the week after the election, the media prominence score (MPS) for the electoral campaign reached 17.35%. The surprise election of a majority Liberal government generated massive media coverage. To compare: the shootings in Ottawa, story of the year for 2014, gained an MPS of 17.19%, while coverage of the terrorist attacks in Paris this year ran up an MPS of 12.25% that week.

When the campaign started out, it did not generate much interest – to put it mildly.

It took until the last five days for the 2015 federal election campaign to reach its cruising altitude in the media, when its MPS reached 16.77%. Only in the last three weeks did it even pass the 10% mark.

At the international level, the campaign made up only 3% of Canada's visibility over the last month. To compare, the Blue Jays accounted for 15%.

The duration of the campaign had a major impact. Another important factor was the timing of its launch: August 2, in the midst of vacation season.

"Since the beginning of the millennium, no campaign has generated as little interest as this one."

**Jean-François Dumas, president of
Influence Communication**

LEADERS IN THE LIMELIGHT

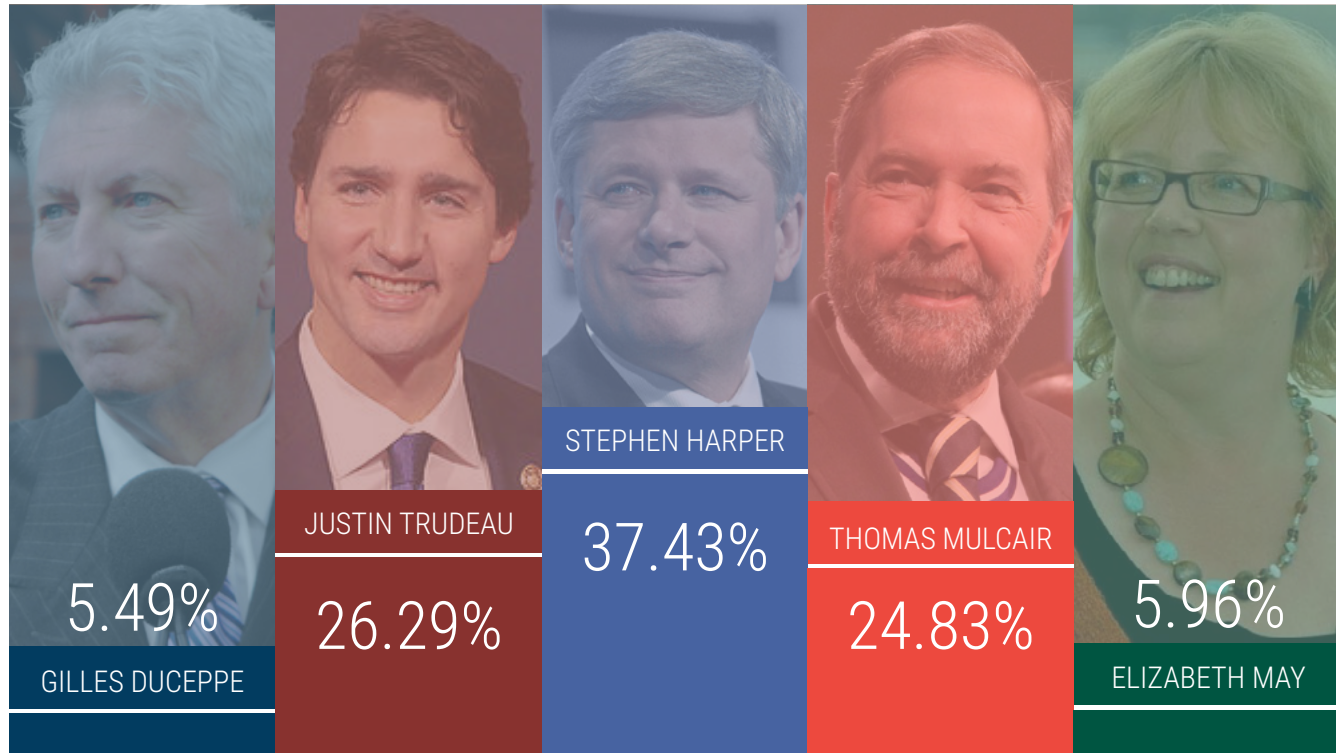
During the campaign, the focus was on the leaders – a trend which, according to Jean-François Dumas, is only increasing. "We got to a point where we stopped collecting data on the coverage of parties", he added. "The statistics were so close to those of the leaders that it was just a waste of time to compile them separately."

The trend is even more prominent in social media. "What we could have seen is social media serving individual candidates in their ridings", said Dumas. "But they don't. Just as we saw once again in this campaign: MP candidates only make the headlines when they blunder." Social media still contribute to increasing the reach of a leader, and often even help put them on TV. As Dumas explained: "what's ideal for them is to get on TV after a tweet or a Facebook post, without having to give a press conference or do a newspaper interview. No matter what anyone says, TV is still the top medium in terms of impact."

Another important aspect is that this campaign was the first in a long time to have no English-language leaders' debate broadcast at a national level. The only debate of this type was shown on Radio-Canada, in French. The only English debates were published exclusively online. In the end, the Radio-Canada debate garnered the most attention, with an MPS score of 4.18%. It was followed by – in order of coverage – the debates organized by The Globe and Mail (2.37%), Maclean's (1.44%) and the Munk School of Global Affairs (1.40%).

Another surprise this year: it was not the leader with the most media coverage who was elected. "Since the beginning of the 2000's, this is a first in a federal election", said Dumas. "So far, the general rule has been that whichever party gets the most media coverage wins."

MPS FOR CANADIAN PARTY LEADERS FROM AUGUST 2nd TO OCTOBER 19th



In this case, Stephen Harper had significantly more coverage (MPS: 37.43%) than Justin Trudeau (26.29%). However, Dumas does not go so far as to suggest a new trend. "Other factors may have come into play, such as the unusual length of the campaign and the fact that it was in summer", he commented. "We will have to wait and see if future elections show a true reversal of the trend. But it certainly is an interesting aspect to keep an eye on."

4,600,000
TWEETS DURING THE CAMPAIGN



All of this seems difficult to believe in retrospect, given the kind of media coverage that Justin Trudeau got towards the end of the campaign and after his election as prime minister. "It's quite a contrast with what we are used to seeing. Our press has much less of a tabloid or gossipy tone than elsewhere in the world", explains Dumas. "It's strange to see all that around Justin Trudeau. It will colour the interest of the media in years to come. We'll be seeing photos of his summer vacation in the celebrity pages."

Der Kennedy von Kanada

Kopf des Tages: Justin Trudeau gewinnt Wahl und tritt in Fußstapfen seines Vaters

Von MICHEL COMTE

OTTAWA. Mit seinem Erfolg bei der Parlamentswahl in Kanada tritt Justin Trudeau aus dem Schatten seines Vaters – und in dessen Fußstapfen. Der 43-Jährige ist der Sohn des früheren Regierungschefs Pierre Trudeau. Bei der Abstimmung am Sonntag führte er seine liberale Partei zur absoluten Mehrheit und drängte den seit neun Jahren regierenden konservativen Premierminister Stephen Harper aus dem Amt. Die Trudeaus werden oft mit dem Kennedy-Clan in den USA verglichen. Pierre Trudeau gilt als der Vater des modernen Kanadas. Er stand von 1968 bis 1979 und von 1980 bis 1984 an der Spitze der Regierung. Bewundert wurde er für seinen politischen Scharfsinn, mit dem er die Einheit des Landes gegen die Separatisten in der Provinz Quebec verteidigte. In seine Amtszeit fällt die Verabschiedung der kanadischen Charta der Rechte und Freiheiten.

Barkeeper und Türsteher

Der Weg seines Sohnes Justin in die Politik war keineswegs vorgezeichnet, obwohl der erstgeborene Filius im Sussex Drive 24 in Ottawa aufwuchs dem offiziellen Wohnsitz des kanadischen Regierungschefs. Justin verdingte sich als Lehrer, Barkeeper, Türsteher und Snowboard-Lehrer, darüber hinaus engagierte er sich für gute Zwecke. Einen Wendepunkt markierte seine mütterliche Trauerrede beim Staatsbegräbnis seines Vaters im Jahr 2000. Doch die Rufe nach einem Einstieg in die Poli-



itik kamen für ihn zu früh. Er habe damals nicht den Karriereweg einschlagen wollen, der unweigerlich dazu führen würde, dass er sich an seinem Vater messen lassen müsse, schrieb er in seinen Memoiren.

Vater von drei Kindern

2005 heiratete Trudeau die TV-Moderatorin Sophie Grégoire, das Paar hat drei Kinder. Zwei Jahre später trat er in einem Arbeiterbezirk in Montreal zur Parlamentswahl an. Seit 2008 sitzt Trudeau im Unterhaus, seit 2013 steht er an der Spitze der liberalen Partei. Kurz darauf sorgte sein Geständnis, gelegentlich Marihuana geraucht zu haben, für einen kleinen Skandal. Konsequenterweise trat er im Wahlkampf für die Legalisierung von Cannabis ein. Zum Stressabbau traf sich Trudeau als Kandidat mit einem Mitarbeiter im Boxing.

Der bisherige Premier Harper war bei den Kanadiern nie besonders beliebt. Er galt als zu konservativ und als zu wenig interessiert an den Problemen der Menschen. „Ich werde der Premierminister aller Kanadier sein“, versprach Trudeau direkt nach der Wahl. „Es ist Zeit für Veränderungen in diesem Land, echte Veränderungen.“ (atp/dpa)

So wählte Kanada

• Liberale Partei: knapp 40 Prozent (2011: knapp 20 Prozent); 184 Sitze (2011: 34)
 • Konservative Partei: 32 Prozent (40 Prozent); 99 Sitze (166)
 • Neue Demokratische Partei: knapp 20 Prozent (30 Prozent); 44 Sitze (103)
 Wahlberechtigt waren 25 Mio. Kanadier, die Wahlbeteiligung stieg von 61 auf 69 Prozent.



Politik als Familien-tradition: Justin Trudeau (43) knist nach dem Wahlsieg in Montreal seine Frau, die TV-Moderatorin Sophie Grégoire.
 Links: Vater Pierre Trudeau regierte Kanada fast 20 Jahre lang. Das Foto zeigt ihn 1979 in Deutschland mit Kanzler Helmut Schmidt (rechts).
 Foto: atp, dpa

THE ISSUES: THE DURATION OF THE CAMPAIGN, THE MIGRANTS, AND EVERYTHING IN BETWEEN

At the start of the campaign, one of the main issues was its actual duration. The fact that it was the longest campaign in Canadian history accounted for 41.94% of the electoral issues covered in Canadian media over the first week. Afterwards, controversies connected with Stephen Harper's government took the lead, especially the scandal surrounding the trial of Senator Mike Duffy, accused of charging the government for unjustified expenses. At its peak, the story reached an MPS of 49% in Canada. "Because there were so few issues that could really mobilize public interest or opinion, these two took over", noted Francis Corbeil-Savage, an analyst at Influence Communication. Besides the Duffy scandal, various other – often rather trivial – controversies were covered, such as the case of the conservative candidate unwittingly filmed urinating into a coffee cup.

On the fourth week, towards the end of August, the debate as to whether or not Canada is in a recession took the lead, reaching an MPS over 20%. This issue, along with others, contributed to putting the economy in top place in campaign coverage.

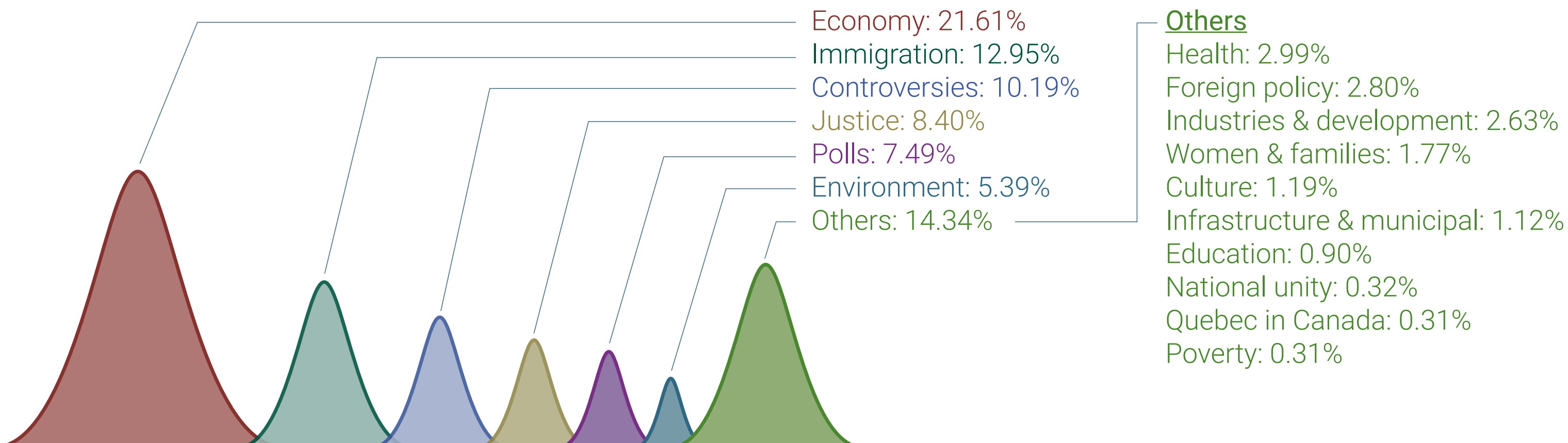
Later, around the sixth week, immigration-related issues began to grow in importance. Fueled by the migrant crisis, the topic of immigration ended up in the middle of campaign debates, accounting for 12.95% of MPS in Canada. Afterwards, the debate around women wearing the niqab contributed to keeping immigration and multiculturalism issues in the news.

"Immigration was really a key issue. We've never seen anything like this before – it's usually a topic that doesn't come up in federal campaigns."

Francis Corbeil-Savage

Article published in HNA Rotenburg-Bebraer Allgemeine (Allgemane) (image : Der Kennedy von Kanada)

TOPICS IN CANADA — AUGUST 1st TO OCTOBER 19th 2015



THE ISSUES THAT TOOK OVER AND THE ONES EVERYONE FORGOT

The economy was by far the dominant topic in this campaign, accounting for 20% of MPS across Canada. Immigration follows, but at a considerable distance, with an MPS of 13%. The remaining topics in the top 5 were the same as usual, with some variation in their order: justice, the polls and controversies.

“As for the issues that were forgotten, they are pretty much the same at each election”, added Corbeil-Savage. “The least-covered topics are poverty, women, families, culture and education.” As Dumas explained, “the general rule, as we saw once again, is that the issues not addressed in the campaign are also those that are ignored the rest of the time”.



THE PICTURE THAT CHANGED EVERYTHING

ONE HEART-WRENCHING PHOTO MADE ITS WAY AROUND THE WORLD, TRANSFORMING THE MIGRANT CRISIS FROM AN ABSTRACT AND REMOTE EVENT INTO SOMETHING VERY PRESENT AND REAL.

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THE PICTURE THAT CHANGED EVERYTHING

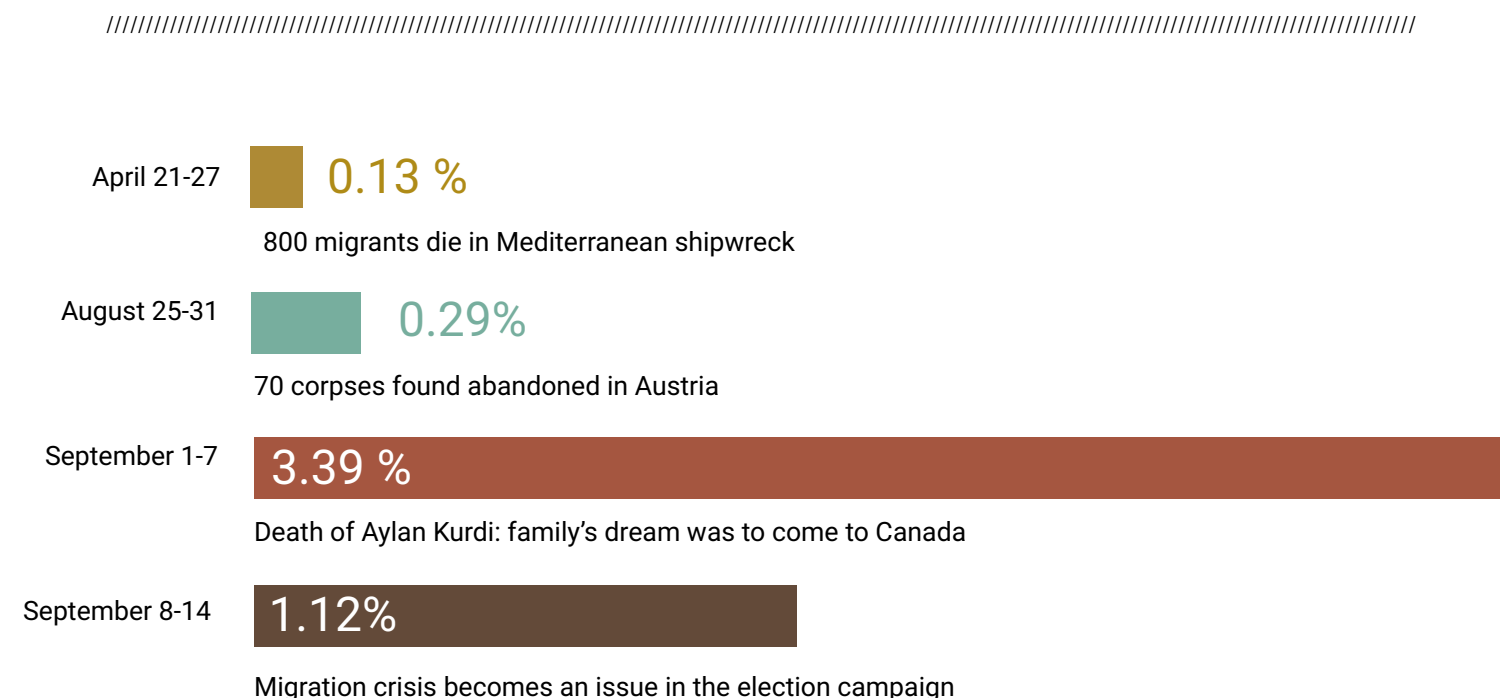
On September 3, 2015, a photo made cover pages everywhere on the planet: the limp body of a three-year-old boy on a beach in Turkey, drowned like so many other migrants fleeing war-torn Syria.

His name and age – Aylan Kurdi, three years old – were soon released, as well as the story of his family who had set out on the risky voyage across the Mediterranean towards Greece, with the hopes of reaching another European country from there.

Why did this image and this story capture the attention of audiences more than any of the other human tragedies in connection with the Syrian crisis? In April 2015, 800 people drowned in a Mediterranean shipwreck, then in August came the shocking finding of 70 dead bodies (including those of eight women and four children) in a truck abandoned

by the side of an Austrian highway. “But there was still no powerful, hard-hitting image”, noted Francis Corbeil-Savage, an analyst at Influence Communication. “This was the one that really had an impact on people’s hearts and minds.” No doubt because everyone who saw the photo of the child – his body intact, looking almost as though he were sleeping – felt the connection with their own lives: their own son, nephew, or the little boy next door.

DISTRIBUTION OF THE MEDIA INTEREST IN THE MIGRANT CRISIS IN 2015



The death of Aylan Kurdi reached an MPS of 3.39% MPS, making it the 3rd most covered news story in Canada during the week of September 1-7. “Until then, the migrant crisis had never made it up to the weekly top 5”, pointed out Corbeil-Savage. “But from that point onwards, the issue ranked among the top international news stories.”

“From the moment that this picture of a little boy began to circulate, politicians were asked to comment on it, forcing them to answer and to take a stand on the issue.”
Francis Corbeil-Savage

The migrant crisis made its way into the Canadian election campaign, which was in full swing at the time. The Conservative Minister of External Affairs was even compelled to suspend his participation in the campaign in order to respond to the crisis. The other parties all voiced their positions on the crisis and debated how many migrants should be taken into Canada. The migrant crisis became the number one issue, accounting for 7.77% of all media coverage of the election campaign between August 1 and October 19.

Besides making its way to the head of the year's top news stories, this news story continued to be a hot topic for months after its peak. "To compare: 85% of news stories die out in less than 24 hours", notes Corbeil-Savage. "And less than 1% survive for over a week."

Nevertheless, interest in the issue has dropped considerably in the media, even though many more shipwrecks have occurred since then on a daily basis. CBC reported in early November that there have been over 2,500 such deaths. An indication of the public's short attention span can be seen from the November 5 cover story of the French daily, *Libération*, entitled "Two

Aylans a day" – that is, two migrant children drown daily, just as Aylan Kurdi did.

In the meantime, Canada has committed to receiving 25,000 Syrian refugees. The broad media coverage of this policy decision has pushed it up to 34th place on our Top 50 news stories chart for 2015.

"This image has become an icon. But beyond the icon, what are we left with?"

Come what may, it is a safe bet that for decades to come, this image will remain the quintessential symbol of the migrant crisis that marked 2015. ■



NEWS CHARTS

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TOP 50

OVER A SEVEN-DAY PERIOD

Twelve of the top 25 news stories of the year were sports stories. In 2014, there were ten.

	EVENT	PEAK PERIOD	MPS
1	Canada election 2015: Liberals win a majority government	October	17.35%
2	Attacks in Paris: hundreds dead and injured	November	12.25%
3	Federal politics: Justin Trudeau unveils gender-equal diverse cabinet	November	9.78%
4	2015 election in Alberta: NDP wins a majority government	May	7.94%
5	Charlie Hebdo shooting in Paris	January	7.38%
6	Federal elections: Harper government launches longest-ever electoral campaign	August	6.47%
7	CFL Grey Cup: Edmonton Eskimos win against the Ottawa Redblacks	November	6.20%
8	Toronto Pan Am Games: closing ceremony, Canada beats its medal record	July	5.93%
9	Toronto Pan Am Games: Canada and USA still battling for first spot in medal counts	July	5.82%
10	Baseball: Toronto Blue Jays face Texas Rangers in playoffs	October	5.69%
11	Toronto Pan Am Games opening ceremony	July	5.11%
12	NHL Draft	June	4.77%
13	Super Bowl: New England Patriots win 28-24 against Seattle Seahawks	February	4.58%
14	MLB playoffs: dramatic win of Toronto Blue Jays against Texas Rangers in game 5	October	4.55%
15	MLB playoffs: Toronto Blue Jays lose against Kansas City Royals	October	4.54%
16	Senate expenses scandal: peak of trial of Senator Mike Duffy	August	4.38%
17	Syrian refugees: first Syrian refugees arrive in Canada	December	4.19%
18	Senate expenses scandal: two senators to reimburse expenses, possibility of abolition of the Senate	June	3.72%
19	Soccer: FIFA officials arrested in corruption and bribery probe	May	3.66%

	EVENT	PEAK PERIOD	MPS
20	NHL trade deadline	March	3.63%
21	NHL playoffs: Montreal Canadiens against Ottawa Senators	April	3.59%
22	Remembrance Day 2015	November	3.53%
23	Canada now officially hit by technical recession	September	3.51%
24	Senate expenses scandal: start of long-awaited trial of Senator Mike Duffy	April	3.49%
25	Death of young Aylan Kurdi: family's dream was to come to Canada	September	3.39%
26	MLB playoffs: Toronto Blue Jays play against Kansas City Royals	October	3.28%
27	FIFA scandal: Sepp Blatter resigns from presidency despite recent re-election	June	3.09%
28	COP21 in Paris: World leaders gather for climate talks	November	3.08%
29	Senate expense scandal: trial of Senator Mike Duffy, Nigel Wright testifies	August	2.92%
30	NHL playoffs: Calgary Flames against Vancouver Canucks	April	2.90%
31	NHL: Coach Mike Babcock leaves Detroit Red Wings for Toronto Maple Leafs	May	2.85%
32	Oscars 2015: <i>Birdman</i> wins best picture	February	2.82%
33	Nepal earthquake: death toll could rise to 10,000, Canadians still waiting for help	April	2.81%
34	Syrian refugees: Canada maintains target of 25,000 refugees before end of 2015	November	2.80%
35	Target to close all its stores in Canada	January	2.80%
36	Truth and Reconciliation Commission presents summary report after six years of work	June	2.80%
37	NHL playoffs: Calgary Flames beat Vancouver Canucks	April	2.69%

	EVENT	PEAK PERIOD	MPS
38	Black Monday on the global markets: China stock exchange bringing world markets down	August	2.67%
39	Slide of oil prices causes delay for the 2015 federal budget	January	2.58%
40	Syrian refugees: Canadian government delays its time frame to welcome 25,000 refugees to February 2016	November	2.58%
41	<i>The Globe and Mail</i> presents the Leaders' debate on economy	September	2.55%
42	NHL playoffs: Montreal Canadiens beat Ottawa Senators	April	2.52%
43	NHL training camps	September	2.46%
44	Trans-Pacific Partnership talks end with a deal reached	October	2.41%
45	Edmonton police officer shot and killed in routine operation, other officer wounded	June	2.41%
46	San Bernardino, California: 14 dead and multiple wounded in mass shooting, two suspects killed by police	December	2.41%
47	Canada Day celebrations	July	2.34%
48	Hockey World Championship: Canada cruises to gold over Russia	May	2.34%
49	Conservatives lay out plan to expand Canada's Iraq mission into Syria	March	2.32%
50	2015 electoral campaign in Alberta: last run for all candidates on eve of vote	May	2.31%



Out of this top 50 listing, 18 are political stories. In 2011, the last federal election year, there were only 11.

TOP NEWS

	EVENT	PEAK PERIOD	MPS
1	Canada election 2015: Liberals win a majority government	October	17.35%
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9	Syrian refugees: Canadian government delays its time frame to welcome 25,000 refugees to February 2016	November	2.58%
10	<i>The Globe and Mail</i> presents the Leaders' debate on economy	September	2.55%

For the first time in five years, the federal budget does not appear in this ranking. Even in 2011, during the last federal election, the submission of the budget was in 10th place.

BUSINESS AND ECONOMY

	EVENT	PEAK PERIOD	MPS
1	Canada now officially hit by technical recession	September	3.51%
2	Target to close all its stores in Canada	January	2.80%
3	Black Monday on the global markets: China stock exchange bringing world markets down	August	2.67%
4	Slide of oil prices causes delay for the 2015 federal budget	January	2.58%
5	<i>The Globe and Mail</i> presents the Leaders' debate on the economy	September	2.55%



Due to the technical recession that hit Canada, the economy was an important topic in the federal election campaign.

ARTS AND ENTERTAINMENT

	EVENT	PEAK PERIOD	MPS
1	Oscars 2015: <i>Birdman</i> wins best picture	February	2.82%
2	Toronto International Film Festival (TIFF)	September	1.67%
3	Virginia: two journalists shot dead while live on air	August	1.28%
4	Juno Awards ceremony: Leonard Cohen wins album of the year, Kiesza names breakthrough artist	March	1.18%
5	Film release: <i>50 Shades of Grey</i>	February	1.06%



Although the Oscars ceremony has held first place in this ranking every year since 2011, the TIFF has also been a regular here!

HEALTH

	EVENT	PEAK PERIOD	MPS
1	Supreme Court legalizes doctor-assisted suicide	February	1.67%
2	Dalhousie University: 13 dentistry students from clinic suspended for posting hate messages online	January	0.60%
3	Ebola outbreak in Western Africa	January	0.42%
4	Supreme Court rules that medical marijuana can be legally consumed with extracts and derivatives	June	0.39%
5	Second cancer diagnosis for Rob Ford	October	0.35%



This year's top news in health is very politicized – in 2014, the top medical term was "Ebola", and in 2013 it was "mastectomy".

SPORTS

	EVENT	PEAK PERIOD	MPS
1	CFL Grey Cup: Edmonton Eskimos win against the Ottawa Redblacks	November	6.20%
2	Toronto Pan Am Games: closing ceremony, Canada beats its medal record	July	5.93%
3	Toronto Pan Am Games: Canada and USA still battling for first spot in medal counts	July	5.82%
4	Baseball: Toronto Blue Jays face Texas Rangers in playoffs	October	5.69%
5	Toronto Pan Am Games opening ceremony	July	5.11%
6	NHL Draft	June	4.77%
7	Super Bowl: New England Patriots win 28-24 against Seattle Seahawks	February	4.58%
8	MLB playoffs: dramatic win of Toronto Blue Jays against Texas Rangers in game 5	October	4.55%
9	MLB playoffs: Toronto Blue Jays lose against Kansas City Royals	October	4.54%
10	NHL trade deadline	March	3.63%



For the first time since 2009, the Grey Cup made first place in the year's sport news.

INTERNATIONAL NEWS STORIES MOST COVERED IN CANADA

	EVENT	PEAK PERIOD	MPS
1	Attacks in Paris: hundreds dead and injured	November	12.25%
2	Charlie Hebdo shooting in Paris	January	7.38%
3	Soccer: FIFA officials arrested in corruption and bribery probe	May	3.66%
4	Death of young Aylan Kurdi: family's dream was to come to Canada	September	3.39%
5	Nepal earthquake: death toll could rise to 10,000, Canadians still waiting for help	April	2.81%

CANADA IN THE NEWS ABROAD

	EVENT	PEAK PERIOD
1	Justin Trudeau elected Prime Minister of Canada	November
2	Soccer: International star Didier Drogba signs with the Montreal Impact	July
3	Pan Am Games in Toronto	July
4	Cirque du Soleil sold to American fund TPG Capital	April
5	Toronto International Film Festival (TIFF)	September



Internationally, the election of Justin Trudeau generated five times more coverage than the election campaign.

CURRENT AND LEGAL AFFAIRS

	EVENT	PEAK PERIOD	MPS
1	Attacks in Paris: hundreds dead and injured	November	12.25%
2	Charlie Hebdo shooting in Paris	January	7.38%
3	Senate expenses scandal: trial of Senator Mike Duffy	August	4.38%
4	Senate expenses scandal: two senators to reimburse expenses, possibility of abolition of the Senate	June	3.72%
5	Soccer: FIFA officials arrested in corruption and bribery probe	May	3.66%
6	Senate expenses scandal: start of long-awaited trial of Senator Mike Duffy	April	3.49%
7	FIFA scandal: Sepp Blatter resigns from presidency despite recent re-election	June	3.09%
8	Senate expense scandal: trial of Senator Mike Duffy, Nigel Wright testifies	August	2.92%
9	Truth and Reconciliation Commission presents summary report after six years of work	June	2.80%
10	Edmonton police officer shot and killed in routine operation, other officer wounded	June	2.41%



Just as the terrorist attacks in Paris occupy the first and second places of this listing, in 2014, the two top positions were held by stories on terrorist attacks in Canada – in Ottawa and Saint-Jean-sur-Richelieu.

SCIENCE AND TECHNOLOGY

	EVENT	PEAK PERIOD	MPS
1	Ashley Madison hacking	August	0.65%
2	Science: NASA discovers flowing salt water on Mars	September	0.47%
3	Total solar eclipse: Supermoon	September	0.31%
4	Nasa: Kepler Space mission discovers planet most similar to Earth ever	July	0.28%
5	Apple Event: new products launched including iPhone 6S, iPad Pro and a new Apple TV	September	0.22%



For two years, no science and technology news story has made it to the top 50 stories of the year. In 2013, rumours of Verizon expanding into Canada made the number one spot on this chart and also appeared on the annual top 50.

BUSINESSES IN THE MEDIA

2015	2014	ENTREPRISE	POIDS MÉDIAS
1	1	Bank of Montreal	3.17%
2	5	Tim Horton's	2.78%
3	2	Air Canada	2.72%
4	8	Scotiabank	2.53%
5	4	Honda	2.27%
6	9	Canadian Tire	2.24%
7	3	Toyota	2.18%
8	10	Canadian Imperial Bank of Commerce	2.17%
9	7	Canadian National Railways	1.84%
10	11	FCA (Fiat Chrysler Canada)	1.34%
11	12	McDonald's	1.34%
12	18	Royal Bank of Canada	1.34%

2015	2014	ENTREPRISE	POIDS MÉDIAS
13	15	Ford	1.31%
14	--	TD Bank	1.28%
15	14	Telus	1.27%
16	20	Canadian Pacific	1.17%
17	21	Walmart	1.12%
18	19	TransCanada	1.11%
19	13	BlackBerry	1.02%
20	24	Rogers Communications	1.01%
21	--	Suncor Energy	0.98%
22	--	Thomson Reuters	0.94%
23	23	Apple	0.90%
24	22	National Bank of Canada	0.87%
25	--	Sears	0.85%



For a third year in a row, the first place on this chart is held by a bank. In 2012, Honda topped the list.

It is also noteworthy that this list includes six banks and four companies from the automotive industry.

PEOPLE CHARTS

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TOP 25 PEOPLE WHO MADE THE NEWS IN CANADA IN 2015

	NAME	MPS
1	Stephen Harper	7.24%
2	Justin Trudeau	4.62%
3	Barack Obama	1.71%
4	Kathleen Wynne	1.70%
5	Jim Prentice	1.31%
6	Rachel Notley	1.29%
7	Thomas Mulcair	1.27%
8	Mike Duffy	1.15%
9	Connor McDavid	1.06%
10	Elizabeth May	0.89%
11	John Tory	0.81%
12	Jason Kenney	0.78%
13	Christy Clark	0.73%
14	Joe Oliver	0.73%
15	Russell Martin	0.71%

	NAME	MPS
16	Vladimir Putin	0.62%
17	Mike Babcock	0.59%
18	Donald Trump	0.59%
19	Sidney Crosby	0.58%
20	Carey Price	0.56%
21	Taylor Swift	0.56%
22	Phil Kessel	0.54%
23	Tiger Woods	0.52%
24	Kanye West	0.49%

TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2014

	NAME	MPS
1	Stephen Harper	2.11 %
2	Rob Ford	1.66 %
3	Barack Obama	1.61 %
4	Kathleen Wynne	1.29 %
5	Sydney Crosby	1.26 %
6	Carey Price	1.07 %
7	Justin Trudeau	1.04 %
8	Eugenie Bouchard	0.84 %
9	John Tory	0.79 %
10	Vladimir Putin	0.78 %

TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2013

	NAME	MPS
1	Rob Ford	10.35%
2	Stephen Harper	5.23%
3	Barack Obama	2.27%
4	Mike Duffy	2.08%
5	Justin Trudeau	1.92%
6	Thomas Mulcair	1.58%
7	Jim Flaherty	1.24%
8	Dalton McGuinty	1.17%
9	Queen Elizabeth II	0.95%
10	Sidney Crosby	0.95%

TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2012

	NAME	MPS
1	Stephen Harper	4.66%
2	Barack Obama	2.76%
3	Dalton McGuinty	2.16%
4	Mitt Romney	1.47%
5	Alison Redford	1.26%
6	Christy Clark	1.17%
7	Jim Flaherty	0.99%
8	Queen Elizabeth II	0.97%
9	Bob Rae	0.89%
10	Thomas Mulcair	0.89%

TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2011

	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	Zdeno Chara	0.41%
8	Tim Thomas	0.38%
9	Muammar Gaddafi	0.30%
10	Jim Flaherty	0.30%

TOP 10 PEOPLE WHO MADE THE NEWS IN CANADA IN 2010

	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%

TOP 10 POLITICAL FIGURES IN CANADIAN MEDIA IN 2014 (OUTSIDE FEDERAL MPs)

	NAME	MPS
1	Kathleen Wynne	12.39%
2	Jim Prentice	9.59%
3	Mike Duffy	8.43%
4	Christy Clark	5.31%
5	Rachel Notley	9.41%
6	Rob Ford	3.44%
7	Nigel Wright	3.42%
8	Brad Wall	3.07%
9	Naheed Nenshi	2.45%
10	Gregor Robertson	2.20%



TOP 20 FEDERAL MPs IN CANADIAN MEDIA

	NAME	PARTY	MPS 2015	MPS 2014
1	Stephen Harper	Conservative	27.52%	24.00%
2	Justin Trudeau	Liberal	17.58%	6.76%
3	Thomas Mulcair	NDP	4.81%	3.53%
4	Elizabeth May	Green	3.37%	--
5	Jason Kenney	Conservative	2.95%	2.83%
6	Joe Oliver	Conservative	2.76%	2.39%
7	John Baird	Conservative	1.61%	4.32%
8	Peter MacKay	Conservative	1.60%	2.90%
9	Gilles Duceppe	Bloc Québécois	1.58%	--
10	Steven Blaney	Conservative	1.47%	1.56%

	NAME	PARTY	MPS 2015	MPS 2014
11	Patrick Brown	Conservative	1.38%	--
12	Chris Alexander	Conservative	1.29%	1.20%
13	Pierre Poilievre	Conservative	1.12%	1.21%
14	Rob Nicholson	Conservative	1.08%	1.36%
15	Rona Ambrose	Conservative	0.93%	1.01%
16	Lisa Raitt	Conservative	0.82%	1.87%
17	James Moore	Conservative	0.80%	1.37%
18	Paul Dewar	NDP	0.72%	--
19	Ed Fast	Conservative	0.72%	--
20	Julian Fantino	Conservative	0.65%	0.90%

CANADIAN PREMIERS OUTSIDE THEIR OWN PROVINCES

NAME	PROVINCE	MPS 2014	MPS 2015
Rachel Notley (elected)	Alberta	21.39 %	--
Philippe Couillard	Québec	20.08 %	12.98 %
Jim Prentice (defeated)	Alberta	19.34 %	6.81 %
Brad Wall	Saskatchewan	8.28 %	6.04 %
Christy Clark	British Columbia	5.84 %	7.36 %
Brian Gallant	New Brunswick	5.74 %	2.46 %
Kathleen Wynne	Ontario	5.44 %	10.98 %
Greg Selinger	Manitoba	4.30 %	3.28 %
Stephen McNeil	Nova Scotia	4.29 %	3.90 %
Paul Davis	Newfoundland and Labrador	3.31 %	1.30 %
Darrell Pasloski	Yukon	1.02 %	0.17 %
Wade MacLauchlan	Prince Edward Island	0.39 %	2.29 %
Bob McLeod	Northwest Territories	0.38 %	0.60 %
Peter Taptuna	Nunavut	0.21 %	0.20 %
		100 %	100 %

TOP 10 SPORTS CELEBRITIES IN CANADIAN MEDIA IN 2015

	NAME	MPS
1	Connor McDavid	2.27%
2	Russell Martin	1.52%
3	Mike Babcock	1.27%
4	Sidney Crosby	1.25%
5	Carey Price	1.20%
6	Phil Kessel	1.15%
7	Tiger Woods	1.12%
8	Jonathan Toews	0.98%
9	Steven Stamkos	0.92%
10	P. K. Subban	0.87%

TOP 10 BUSINESS LEADERS IN CANADIAN MEDIA IN 2015

	NAME	MPS
1	Warren Buffett	10.65%
2	Mark Carney	8.34%
3	Tim Cook	7.79%
4	Mark Zuckerberg	7.08%
5	Conrad Black	6.68%
6	Donald Trump	6.31%
7	Hubert T. Lacroix	5.97%
8	Pierre Dion	4.66%
9	Satya Nadella	3.07%
10	Pierre Beaudoin	2.54%

TOP 10 ENTERTAINMENT PERSONALITIES IN CANADIAN MEDIA IN 2015

	NAME	MPS
1	Taylor Swift	0.22%
2	Kanye West	0.19%
3	Kim Kardashian	0.18%
4	Justin Bieber	0.17%
5	One Direction	0.16%
6	The Beatles	0.06%
7	Madonna	0.13%
8	Caitlyn Jenner	0.10%
9	George Clooney	0.09%
10	Miley Cyrus	0.09%

TOP 10 INTERNATIONAL PEOPLE IN CANADIAN MEDIA IN 2015

	NAME	MPS
1	Barack Obama	6.71%
2	Vladimir Putin	2.42%
3	Donald Trump	2.30%
4	Taylor Swift	2.20%
5	Tiger Woods	2.05%
6	Kanye West	1.92%
7	Kim Kardashian	1.81%
8	Angela Merkel	1.68%
9	Justin Bieber	1.67%
10	One Direction	1.60%



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**INTERNATIONAL
CHARTS**

TOP INTERNATIONAL NEWS STORIES IN 160 COUNTRIES

	EVENT	MPS
1	November 13 terrorist attacks in Paris	6.49%
2	Climate change	4.54%
3	Republican Party leadership race in U.S.	4.27%
4	International mobilization against the Islamic State (IS)	4.22%
5	Automotive industry: Volkswagen crisis	3.01%
6	Political crisis in Syria	2.86%
7	Migration crisis in Europe	2.54%
8	Political crisis between Russia and Ukraine	2.29%
9	Economic, social, and political crisis in Greece	2.10%
10	Political crisis between Russia and Syria	2.06%
11	Iran's nuclear program	1.96%
12	Terrorist attacks at Charlie Hebdo in Paris	1.89%



American political coverage basically consisted of the Republican leadership race and the "Donald Trump Show". The last Republican race ranked 5th in world news in 2011. **This year, the Republican race received over 2.5 times more coverage than Democratic Party nominees.**

	EVENT	MPS
13	FIFA scandal	1.60%
14	Democratic Party leadership race in U.S.	1.59%
15	September 11 memorial ceremonies	1.47%
16	Standoff in Ferguson between police and citizens	1.43%
17	Super Bowl: New England Patriots win 28-24 against the Seattle Seahawks	1.38%
18	A white man kills nine black people in a Charleston, South Carolina church	1.31%
19	Tension and crisis between Israel and Palestine	1.29%
20	Political situation in Iraq	1.21%
21	California forest fires spreading at an alarming rate	1.11%
22	Wimbledon tennis championship	1.08%
23	<i>Star Wars</i> opens	1.05%
24	Ebola epidemic in western Africa	1.02%
25	Apple launches new products, including the iPhone 6S, iPad Pro and a new Apple TV	1.02%



The premiere of the movie *Star Wars* (in 22nd place) is the only arts & culture news story to find its way onto this chart for the last five years.

TOP 10 INTERNATIONAL POLITICAL NEWS STORIES

	EVENT
1	Climate change
2	Republican Party leadership race in the U.S.
3	International mobilization against the Islamic State (IS)
4	Political crisis in Syria
5	Political crisis between Russia and Ukraine
6	Economic, social, and political crisis in Greece
7	Political crisis between Russia and Syria
8	Iran's nuclear program
9	Democratic Party leadership race in the U.S.
10	September 11 memorial ceremonies

TOP 10 INTERNATIONAL CURRENT AND LEGAL NEWS ITEMS

	EVENT
1	November 13 terrorist attacks in Paris
2	Migration crisis in Europe
3	Terrorist attacks at Charlie Hebdo in Paris
4	Standoff in Ferguson between police and citizens
5	A white man kills nine black people in a Charleston, South Carolina church
6	Ebola epidemic in western Africa
7	Violent riots in Baltimore after Freddie Gray's funeral prompt declaration of state of emergency
8	Terrorist attack in Tunis, Tunisia at Bardo museum, over 21 dead and 50 injured
9	Germanwings flight 4U9525 crashes, allegedly downed deliberately by co-pilot Andreas Lubitz
10	Hostage-taking at the Radisson hotel in Bamako, Mali



This top 10 ranking includes five terrorist attacks, two social crises in the U.S., two humanitarian crises and a plane crash.

TOP 5 INTERNATIONAL ENTERTAINMENT NEWS TOPICS

	EVENT
1	<i>Star Wars</i> opens
2	Grammy Awards Gala
3	The Oscars
4	Cannes Film Festival
5	<i>Jurassic World</i> opens



Marty McFly's official arrival into the future ranked 11th. For five years, the Grammy Awards, the Oscars and the Cannes Film Festival have systematically appeared among the top 5.

TOP 5 INTERNATIONAL TECHNOLOGY NEWS ITEMS

	EVENT
1	Apple launches new products, including the iPhone 6S, iPad Pro and a new Apple TV
2	Apple unveils new functions of the Apple Watch
3	Science: salt water found flowing on planet Mars
4	NASA: Kepler mission finds a planet similar to Earth
5	Technology: Apple launches Apple Music, its own online music service



Since 2011, the launch of new Apple products has been at the top of this chart.

TOP 5 INTERNATIONAL ECONOMIC NEWS STORIES

	EVENT
1	Automotive industry: Volkswagen crisis
2	Economic, social, and political crisis in Greece
3	China stock market crisis
4	Euro zone economic crisis
5	Black Friday

On November 27, 2015, Black Friday tallied up an MPS 14 times higher than that of the Syrian refugees.

TOP 5 INTERNATIONAL SPORTS NEWS ITEMS

	EVENT
1	FIFA scandal
2	Super Bowl: New England Patriots win 28-24 against the Seattle Seahawks
3	Wimbledon tennis championship
4	Rugby World Cup
5	Baseball World Series

TOP 5 INTERNATIONAL NATURAL DISASTERS

	EVENT
1	California forest fires
2	Earthquake in Nepal
3	Hurricane Joaquin
4	Hurricane Patricia
5	Deadly earthquake in Afghanistan and Pakistan

For the second year in a row, California was hit by huge forest fires, both in the southern state in 2014 and in the northern part this year.

The Tour de France ranked 6th, and thus fell off this chart for the first time. It was in 5th place last year and in 3rd for the three years prior to that.

The World Series is back on this list after its absence last year.

TOP 25 INTERNATIONAL PUBLIC FIGURES

	NAME	MPS
1	Barack Obama	8.93%
2	Angela Merkel	4.53%
3	Narendra Modi	3.61%
4	David Cameron	3.17%
5	Donald Trump	3.01%
6	Hillary Clinton	2.96%
7	Vladimir Putin	2.89%
8	François Hollande	2.34%
9	John Kerry	2.22%
10	Juan Carlos	2.09%
11	Mariano Rajoy	2.05%
12	Matteo Renzi	1.95%

	NAME	MPS
13	Dilma Rousseff	1.70%
14	Tony Abbott	1.43%
15	Benjamin Netanyahu	1.33%
16	Cristiano Ronaldo	1.27%
17	Neymar	1.18%
18	Novak Djokovic	1.10%
19	John Boehner	1.06%
20	Roger Federer	1.06%
21	Lionel Messi	1.03%
22	Andy Murray	1.02%
23	Joe Biden	1.02%
24	Madonna	1.01%
25	Lewis Hamilton	1.01%



Only eight celebrities who are not in politics are on this chart: **three soccer players, three tennis players, a race-car driver and a pop star!**

TOP 25 INTERNATIONAL HEADS OF STATE/POLITICIANS

	NAME	COUNTRY	MPS
1	Barack Obama	United States	15.15%
2	Angela Merkel	Germany	7.69%
3	Narendra Modi	India	6.12%
4	David Cameron	United Kingdom	5.38%
5	Donald Trump	United States	5.11%
6	Hillary Clinton	United States	5.03%
7	Vladimir Putin	Russia	4.90%
8	François Hollande	France	3.97%
9	John Kerry	United States	3.77%
10	Juan Carlos	Spain	3.55%
11	Mariano Rajoy	Spain	3.47%
12	Matteo Renzi	Italy	3.30%

	NAME	COUNTRY	MPS
13	Dilma Rousseff	Brazil	2.89%
14	Tony Abbott	Australia	2.43%
15	Benjamin Netanyahu	Israel	2.26%
16	John Boehner	United States	1.79%
17	Joe Biden	United States	1.73%
18	Bill Clinton	United States	1.68%
19	Chris Christie	United States	1.46%
20	Nicolas Sarkozy	France	1.40%
21	Queen Elizabeth II	United Kingdom	1.19%
22	Christine Lagarde	France	1.13%
23	Silvio Berlusconi	Italy	1.08%
24	Jerry Brown	United States	1.03%
25	Nelson Mandela	South Africa	1.01%

Barack Obama has been in top place since 2008. In 2007, George W. Bush was at the head of this list.

TOP 25 INTERNATIONAL NON-POLITICAL PUBLIC FIGURES IN THE WORLD

	NAME	MPS
1	Cristiano Ronaldo	3.10%
2	Neymar	2.87%
3	Novak Djokovic	2.68%
4	Roger Federer	2.57%
5	Lionel Messi	2.50%
6	Andy Murray	2.48%
7	Madonna	2.47%
8	Lewis Hamilton	2.45%
9	Serena Williams	2.36%
10	Taylor Swift	2.28%
11	One Direction	1.84%
12	Tiger Woods	1.72%

#1 2014: Cristiano Ronaldo
 #1 2013: Edward Snowden
 #1 2012: Roger Federer
 #1 2011: Steve Jobs
 #1 2010: Tiger Woods
 #1 2009: Michael Jackson
 #1 2008: Nicolas Sarkozy (for his private life)
 #1 2007: Paris Hilton

	NAME	MPS
13	Kanye West	1,61 %
14	Beyoncé	1,60 %
15	Kim Kardashian	1,59 %
16	Rory McIlroy	1,49 %
17	Rihanna	1,40 %
18	Mark Zuckerberg	1,36 %
19	Michael Brown	1,31 %
20	The Beatles	1,27 %
21	Fernando Alonso	1,26 %
22	Justin Bieber	1,24 %
23	Michael Jackson	1,14 %
24	Lady Gaga	1,10 %
25	George Clooney	1,05 %

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CANADIAN NEWSPAPERS MOST MENTIONED ON RADIO AND TELEVISION

NEWSPAPER	MPS 2015	MPS 2014
1 The Globe and Mail	14.49%	15.44%
2 Toronto Star	14.05%	14.16%
3 Le Journal de Montréal	13.33%	12.26%
4 La Presse	13.10%	9.68%
5 Le Journal de Québec	9.39%	2.97%
6 National Post	5.73%	10.43%
7 The Montreal Gazette	5.41%	2.39%
8 Ottawa Citizen	3.56%	4.09%
9 Toronto Sun	3.31%	4.23%
10 Le Soleil	2.19%	1.64%
11 The Vancouver Sun	1.99%	3.17%
12 Le Devoir	1.43%	1.80%
13 The Chronicle-Herald	1.36%	--
14 Edmonton Journal	1.29%	1.63%
15 Ottawa Sun	1.26%	1.17%
16 Calgary Herald	1.23%	1.91%
17 Calgary Sun	1.05%	0.38%
18 Winnipeg Free Press	1.02%	0.94%
19 Acadie Nouvelle	0.58%	0.67%
20 Edmonton Sun	0.57%	--

“HEALTHIEST” NEWSPAPERS

NEWSPAPER	MPS
1 National Post	4.41%
2 Le Journal de Montréal	4.33%
3 Halifax Chronicle-Herald	4.33%
4 Toronto Star	4.23%
5 Le Journal de Québec	3.91%
6 The Globe & Mail	3.73%
7 Times Colonist (Victoria)	3.62%
8 Telegraph-Journal (Nouveau-Brunswick)	3.58%
9 The Gazette	3.44%
10 Times & Transcript (Moncton)	3.32%

**We analyzed the health-related content of 38 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 keywords 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, etc.*

COVERAGE OF KEY ENVIRONMENTAL ISSUES

	NEWSPAPER	MPS
1	Water*	30.91%
2	Climate change	15.93%
3	Carbon credits	8.27%
4	Gas emissions	7.68%
5	Oil sands	6.93%
6	Forest	5.76%
7	Composting	2.82%
8	Sustainable development	2.54%
9	Waste matter	2.06%
10	Endangered species	2.03%
11	Earth day	0.71%
12	Shale gas	0.77%
13	Recycling	0.56%

* Includes drinking water, wastewater management, etc.

“GREENEST” NEWSPAPERS

PROPORTION OF TOTAL ENVIRONMENTAL COVERAGE IN THE TOP CANADIAN NEWSPAPERS

	NEWSPAPER	MPS
1	National Post	7.30%
2	The Globe and Mail	5.88%
3	Calgary Herald	5.56%
4	Toronto Star	4.95%
5	Edmonton Journal	4.85%
6	Times Colonist (Victoria)	4.78%
7	Vancouver Sun	4.68%
8	The Chronicle-Herald (Halifax)	4.45%
9	Telegraph-Journal (New Brunswick)	3.87%
10	Times & Transcript (Moncton)	3.64%

We analyzed the environment-related content of 38 major Canadian 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 or 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.

TELEVISION NETWORKS MOST MENTIONED IN NEWSPAPERS

	TELEVISION NETWORK	MPS
1	CBC Television	17.70%
2	CTV	7.75%
3	NBC	7.30%
4	TSN	6.94%
5	CBS	5.97%
6	ABC	5.95%
7	FOX	4.11%
8	BBC	3.86%
9	ESPN	3.42%
10	Sportsnet	3.31%
11	TVA	2.73%
12	HBO	2.60%

	TELEVISION NETWORK	MPS
13	CNN	2.21%
14	PBS	1.77%
15	MTV	1.40%
16	Sun News Network	1.38%
17	RDS	1.22%
18	HBO Canada	1.20%
19	Al-Jazeera	1.14%
20	TLC The Learning Channel	1.10%
21	TVA Sports	1.05%
22	Food Network	1.02%
23	HGTV	0.93%
24	FOX News	0.91%
25	FX Canada	0.76%

TOP TWITTER TRENDS IN THE CANADA

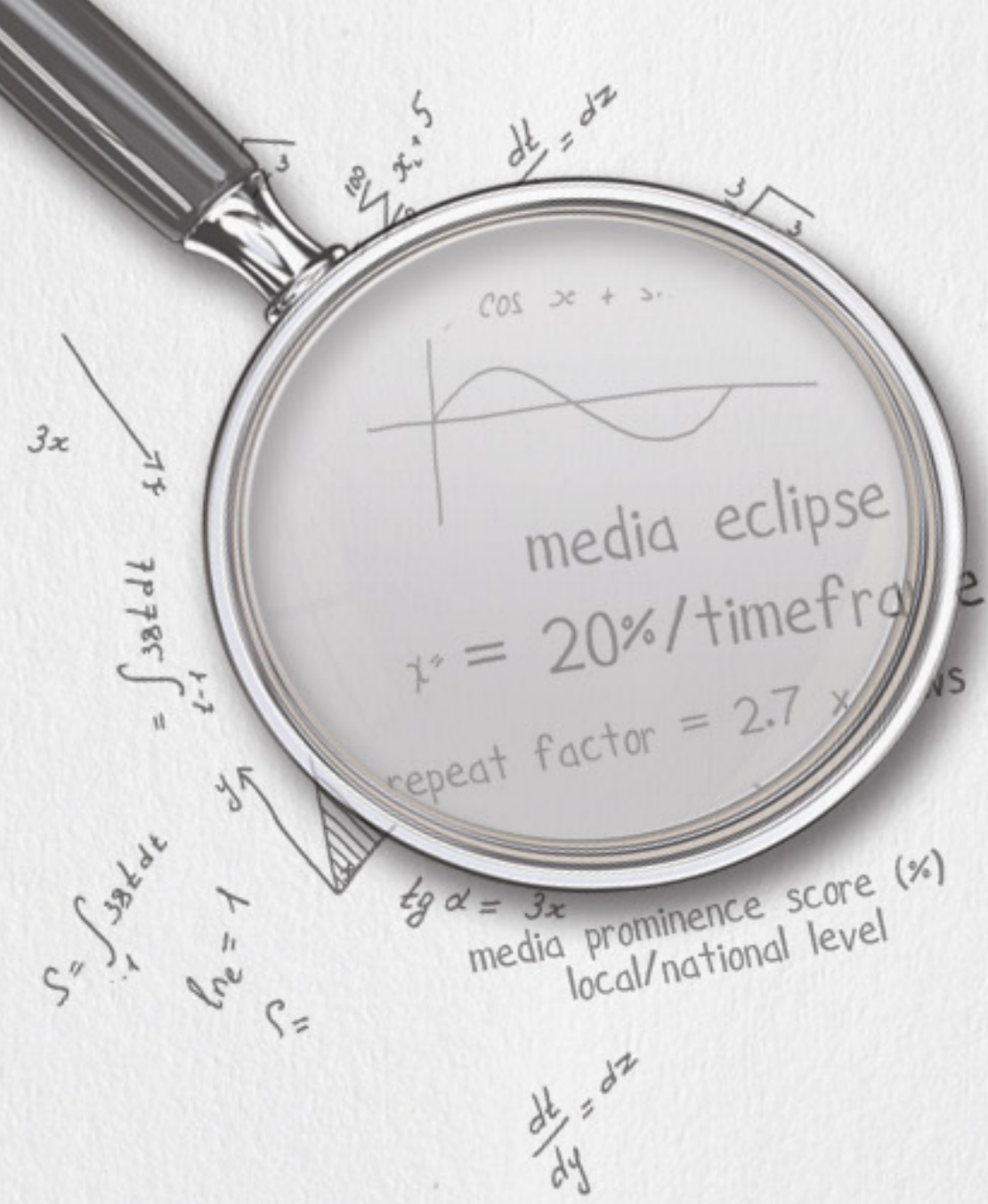
	KEYWORD
1	Canada
2	Toronto
3	#MondayMotivation
4	#IMFC
5	#TheWalkingDead

TOP TWITTER TRENDS IN THE UNITED STATES

	KEYWORD
1	#MondayMotivation
2	#rickychat
3	#Scandal
4	#LHHATL
5	#DWTS

TOP TWITTER TRENDS IN THE WORLD

	KEYWORD
1	#FelizLunes
2	#MasterChefBR
3	#BuenViernes
4	#FelizMartes
5	#FelizJueves



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influence



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MEDIA MONITORING AND ANALYSIS

ABOUT INFLUENCE COMMUNICATION

INFLUENCE COMMUNICATION, ESTABLISHED IN NOVEMBER 2001, IS CANADA'S PREMIER NEWS BROKER AND INFORMATION AGGREGATOR. WE SERVE HUNDREDS OF CLIENTS, INCLUDING SOME OF CANADA'S LARGEST CORPORATIONS, AS WELL AS MANY MAJOR PUBLIC RELATIONS FIRMS.

The Influence Communication supplier network is made up of about 100 partner organizations providing access to newspapers, magazines, radio, television and internet coverage in 160 countries. Our information brokerage network allows us to assemble information every day from five continents. Influence Communication also uses its own delivery platform to provide customers with internet media monitoring. Our Interactive Communication Environment (ICE) allows quick information delivery to our clients as it dissects entire internet sites such as theglobeandmail.com in as little as 16 milliseconds. On an hourly basis, the ICE system monitors more than 600 websites in Canada, and more than 7,000 around the world.

In order to understand the news and carry out our quantitative analyses, we aggregate, sort and analyze hundreds of thousands of news items on a daily basis from newspapers, radio, television and the internet. Thanks to our technology, we have created a measurement of quantitative information analysis – the Media Prominence Score (MPS) – which enables our clients to evaluate the media penetration rate of their own news stories relative to coverage of other stories.

THE FACES OF OUR TEAM

INFLUENCE'S TEAM IS MADE UP OF OVER FORTY CONTRIBUTORS BROUGHT TOGETHER BY A SHARED PASSION FOR NEWS.

EVERY FALL, FOR ELEVEN YEARS NOW, IT IS THEIR COMBINED DRIVE AND COMMITMENT THAT MAKES *THE REVIEW OF NEWS* A REALITY. THIS IS AN OPPORTUNITY TO PUT A FACE ON THE ARTISANS OF OUR ANNUAL REPORT FOR 2015.



Marna Albert-Jean



Sylvie Audet



Philippe Brazeau



Francis Corbeil-Savage



Isabelle Cusson



Étienne Dumas



Jean-François Dumas



Karyne Duplessis-Piché



Caroline Gravel



Anthony Milioto



Guillaume Faucher



Marie-Soleil Fortin



Nicolas Ryan



Daniel Gagné



Dominique Gagné



METHODOLOGY

Media prominence score over a seven-day period

An important news item will generally garner an MPS of 1% or more over a period of seven days.

THE MEDIA PROMINENCE SCORE (MPS) IS A QUANTITATIVE AND COMPARATIVE INDICATOR DEVELOPED BY INFLUENCE COMMUNICATION WHICH ENABLES ANALYSTS TO MEASURE THE SPACE DEVOTED TO AN INDIVIDUAL, ORGANIZATION, EVENT, TOPIC OR THEME WITHIN A GIVEN MARKET. IT DOES NOT TAKE INTO ACCOUNT THE MERIT OF ARGUMENTS OR THE TONE OF COVERAGE.

In order to evaluate the media prominence score of news items over a seven-day period, Influence Communication collects every mention of the item in all dailies, most weeklies, on main information websites, on news and public interest programs on television, as well as on some radio and television variety shows. With respect to magazines, Influence Communication takes into account those with general news, economic or scientific content. It does not use data from radio music shows, advertising, soap operas, game shows, newspaper classified listings, obituaries or art magazines.

The importance of news items is weighted according to the volume of coverage and the media treatment received. The media prominence score of each news item is determined

according to the mean volume of all the news elements during the same week. As all news items are quantified according to the same method, it is possible to compare the space that each has occupied during the year based on a percentage. For example, the election of a majority Liberal federal government accounted for 17.35% of all news in Canada in the week of October 20th to 26th, 2015.





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