

REVIEW OF NEWS
2012 REPORT

AN OVERVIEW OF MAJOR CANADIAN
NEWS STORIES IN 2012

influence

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2012 REPORT

Great movements

Like the previous year, 2012 saw great social upheaval in several countries. Regardless of their intent, media are no longer simple bystanders to these events. Their presence – or in some cases their absence – plays an active role in how public issues evolve.

Citizens believe, rightly or wrongly, that an issue's importance is directly proportional to its media presence. Media pressure therefore clearly affects the socio-political ecosystem.

We have witnessed popular pressure during the enduring conflict in Syria, and on the Russian government in the Pussy Riot affair. Conversely, the situation in Iraq is slowly disappearing from the media spotlight. Once again this year, Africa has generated next to no interest.

With millions of news items analyzed over the last year, the State of the News: 2012 Report sheds new light on news and on the media's role.

I hope you enjoy it.



Jean-François Dumas
President, Influence Communication

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Methodology



DID YOU KNOW?

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

2012 IN THE NEWS

Sports are always a major theme in this country's news, and this year was no exception even though the autumn NHL hockey season was paralyzed by a lockout. 2012 saw the London Summer Olympic Games, which was the news story of the year in Canada, as well as other major sporting events such as the Grey Cup final, the Super Bowl and the Calgary Stampede.

In 2011, sports were also among the most widely covered topics, thanks to the NHL hockey return to Winnipeg, as well as a Stanley Cup final between the Vancouver Canucks and the Boston Bruins.

Business and economy commanded a large media presence as well. Combined with sports, these two themes represented 22 % of the news in Canada this year. As economic problems worsened in Europe and as the United States struggled to recover from the 2008 financial crisis, it is not surprising that business and economy ranked second in Canadian news themes in 2012.

National politics, which was the first-ranking theme in 2011, due mainly to the federal election campaign and the death of Jack Layton, ranked third this year. The Robocall scandal was the main federal politics story in 2011.

In general, a significant news item will achieve a Media Prominence Score (MPS) of 1% over seven days. On average, one news item in 62,000 will reach the 1% mark. In 2012, there were 116 such items. Of these, 34 items achieved scores of 2% or more. Natural disasters, major sporting events, political scandals, and federal or provincial elections typically achieve media prominence scores between 3% and 5%. In 2012, 19 news items passed the 3% mark. Only one news item, the London Olympic Games, had a media prominence score higher than 10% over seven days.

Major themes covered by the media in Canada and around the world in 2012

Decrease █
Increase █
Steady █

	2012 Canada	2011 Canada	2012 World	2011 World
Sports	10.84% ↓	11.55%	9.65%	9.27% ↓
Business and economy	10.73% ●	10.73%	13.79%	13.79% ●
Politics (national)	10.32% ↓	11.66%	12.76%	12.23% ↑
International	10.04% ↑	9.46%	12.77%	11.94% ↑
Politics (local)	9.04% ↑	8.79%	7.12%	6.74% ↑
Current and legal affairs	8.33% ↓	8.91%	7.79%	8.03% ↓
Local or regional news	7.65% ●	7.65%	6.03%	6.42% ↓
Arts and entertainment	4.85% ↓	5.06%	6.23%	8.44% ↓
Technology	4.81% ↑	4.56%	4.86%	5.62% ↓
Canadian news	4.66% ↓	6.21%	NA	NA
Cooking	4.21% ↑	3.67%	4.53%	4.32% ↑
Automotive	3.21% ●	3.22%	3.78%	3.77% ●
Health	1.83% ↓	2.09%	1.02%	2.16% ↓
Environment	1.62% ●	1.53%	1.22%	2.76% ↓
Offbeat news	1.19% ●	1.19%	0.86%	0.86% ●
Life - home	1.11% ●	1.10%	0.87%	0.82% ●
Oil prices	1.05% ●	1.10%	1.00%	1.00% ●
Traffic	0.92% ●	0.87%	1.44%	1.38% ●
Weather	0.43% ●	0.45%	0.22%	0.23% ●
Education	0.17%	NA	0.24%	NA

Top 50 news stories of 2012 over a seven-day period

Rank	Event	Peak period	MPS
1	Olympic Games in London	August	17.09%
2	Grey Cup - Toronto Argonauts vs. Calgary Stampeders	November	6.16%
3	Barack Obama reelected President of the United States	November	4.38%
4	Shooting in a Connecticut primary school	December	4.24%
5	Robocall scandal	March	4.05%
6	Remembrance Day	November	4.02%
7	Election in Alberta: Tories win	April	3.98%
8	Election in Quebec: PQ wins minority government	September	3.83%
9	Super Bowl - New York Giants vs. New England Patriots	February	3.58%
10	Hurricane Sandy	November	3.24%
11	NHL lockout	September	3.18%
12	NHL trade deadline	March	3.16%
13	NHL All-Star game in Ottawa	January	3.10%
13	World Hockey Junior Championship - Team Canada wins bronze medal	January	3.10%
15	Calgary Stampede	July	2.89%
16	Golf - Webb Simpson wins US Open	June	2.77%
17	Controversy surrounding F-35 project	April	2.56%

Top 50 news stories of 2012 over a seven-day period

Rank	Event	Peak period	MPS
18	Boxing Day	December	2.54%
19	Maple Leafs coach Ron Wilson is replaced by Randy Carlyle	March	2.45%
20	Golf - British Open	July	2.43%
21	Northern Gateway pipeline project	July	2.35%
22	Academy Awards ceremony	February	2.30%
23	NDP leadership race: Thomas Mulcair wins	March	2.25%
24	NHL draft in Pittsburgh	June	2.21%
25	Colorado theatre shooting during a screening of <i>The Dark Knight Rises</i>	July	1.96%
25	Democratic convention in Charlotte	September	1.96%
25	Three shootouts in Toronto in three days	July	1.96%
28	St. Patrick's Day	March	1.93%
29	Toronto International Film Festival	September	1.86%
30	Ruling handed down against Toronto Mayor Rob Ford ejecting him from office	November	1.83%
31	Curling - Canadian men's championship	March	1.77%
32	Federal Budget by Jim Flaherty	March	1.74%
33	Valentine's Day	February	1.71%
34	NHL free agents market	June	1.67%

Rank	Event	Peak period	MPS
34	Baseball World Series - San Francisco Giants vs. Detroit Tigers	October	1.67%
36	Soccer - Euro 2012	June	1.63%
37	Tennis - US Open	September	1.58%
38	Hockey - Victory of the Toronto Maple Leafs against the Edmonton Oilers	February	1.53%
39	Canada Day	July	1.51%
40	Dalton McGuinty resigns as Ontario premier	October	1.47%
40	Golf - Masters at Augusta	April	1.47%
42	NHL playoffs - Vancouver Canucks vs Los Angeles Kings	April	1.43%
43	First nation leader Theresa Spence goes on hunger strike	December	1.41%
44	Luka Rocco Magnotta arrested in Berlin	June	1.38%
45	2011 Canadian census	February	1.37%
45	Stanley Cup final - Los Angeles Kings vs. New Jersey Devils	June	1.37%
47	Hockey - Victory of the Winnipeg Jets against the Toronto Maple Leafs	February	1.36%
48	Émilie Heymans and Jennifer Abel win first medal for Canada at the Olympics	July	1.35%
49	NHL playoffs - Philadelphia Flyers vs. Pittsburgh Penguins	April	1.32%
50	Major League Baseball 2012 All-Star Game	July	1.26%
52	Conservative government's pension-cutting plan	February	1.22%
53	Elliot Lake mall collapse	June	1.21%

Olympic Games in London

Story of the Year: Summer Olympic Games in London



The most covered news topic overall in Canada in 2012 was the London Summer Olympic Games. For the week of July 31st to August 6th, the Olympics generated 17.09% of Canadian news coverage.

For their part, the beginning of events and the opening ceremony occupied 14.15% of news between July 24th and 30th. The Canadian athletes' return home attracted 12.96% of media attention from August 14th to 20th.

Every summer, news slows to a trickle, and summer 2012 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. In this context, the summer Olympic games attracted a great deal of media attention in Canada last July and August.

Although the Games received high visibility, Olympic athletes are far from being the most prominent sports figures in the media. Emilie Heymans, who became the first Canadian to win a medal in four consecutive Olympics, only made it to the 121st rank of most prominent athletes in Canadian media, behind a majority of hockey players.

Media prominence scores for Medals

Canada won only one gold medal at the London Olympics. It earned gymnast Rasannagh MacLennan 67th position as most prominent athlete in the media. Diver Alexandre Despatie, despite finishing without medals, received 9 times more media attention.

**Milos Raonic received media coverage all year long, and not only during the Olympics, which explains his place at the top of this listing.*

Canadian Olympic athletes by Media Prominence Score in Canada in 2012

Rank	Athlete	Sport	Medal	MPS
1	Milos Raonic*	Tennis	-	10.64%
2	Christine Sinclair	Soccer	Bronze	6.13%
3	Alexandre Despatie	Diving	-	3.72%
4	Simon Whitfield	Triathlon	-	3.53%
5	Adam Van Koeverden	Canoe-Kayak	Silver	3.47%
6	Clara Hughes	Cycling	-	3.34%
7	Émilie Heymans	Diving	Bronze	3.27%
8	Ryan Cochrane	Swimming	Silver	2.76%
9	Jennifer Abel	Diving	Bronze	2.75%
10	Brent Hayden	Swimming	Bronze	2.41%
11	Mary Spencer	Boxing	-	2.31%
12	Diana Matheson	Soccer	Bronze	2.29%
13	Melissa Tancredi	Soccer	Bronze	2.26%
14	Erin McLeod	Soccer	Bronze	2.22%
15	Roseline Filion	Diving	Bronze	1.72%
67	Rosannagh MacLennan	Trampoline	Gold	0.42%

Luka Rocco

Magnotta

Dismemberer, butcher, sadist, killer: these are the terrifying qualifiers used by media worldwide to describe Luka Rocco Magnotta.

On May 30, 2012, Montreal police posted an international search warrant for this Canadian, an occasional porno actor and a Montreal resident, as suspect number 1 for the murder of Lin Jun, a 33-year-old Chinese student at Concordia University. From that point on, Canadian and international media took hold of the story.

Over the next 24 hours, the story occupied 10% of all news in Canada. Across the world, approximately 1,300 articles and news reports were published or broadcast in 40 countries (in newspapers, on radio or television).



The story also attracted attention on social media, with more than 10,000 mentions on Twitter within a few hours.



15.40%
of tweets mentioned
the word
« body »

13.60%
of tweets mentioned
the word
« suspect »

8.40%
of tweets mentioned
the word
« porn »

7.40%
of tweets mentioned
the word
« Montréal »

5.60%
of tweets mentioned
the word
« Homolka »

*Rounded off to the nearest fifth of a percentage point

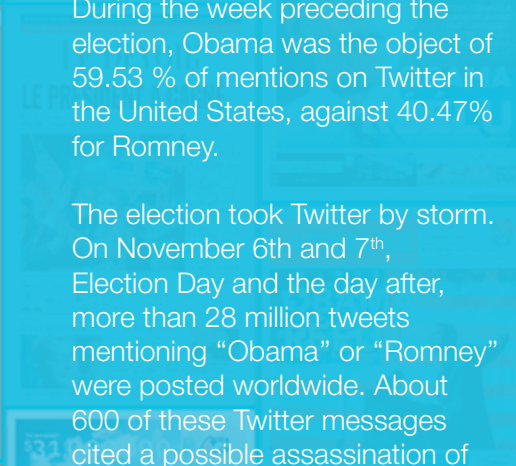
American presidential election Obama gets less media attention, but is still president.



Barack Obama's re-election as President of the United States made the front page of the vast majority of daily papers worldwide. In the days following the November 6th election, it was the number one news item around the world.

The 2012 American election did, however, attract less media attention than the 2008 election. Indeed, Obama's victory over Mitt Romney received 18% less coverage worldwide than his victory over John McCain 4 years ago.

In spite of this, Barack Obama's re-election dominated Canadian news during the week of November 6th to 12th, when 4.38% of all news reported on this event.



Twitter votes
OBAMA 

During the week preceding the election, Obama was the object of 59.53 % of mentions on Twitter in the United States, against 40.47% for Romney.

The election took Twitter by storm. On November 6th and 7th, Election Day and the day after, more than 28 million tweets mentioning "Obama" or "Romney" were posted worldwide. About 600 of these Twitter messages cited a possible assassination of the president. Another job for the FBI!

Among tweets mentioning either of the candidates during these two days:

- 9.0%* included the word "win"
- 2.0% included the state of "Florida"
- 2.0% included the word "CNN"
- 1.8% included the state of "Ohio"
- 1.4% included the word "Fox"
- 1.4% included the word "f**k"

*Rounded off to the nearest percentage point



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.

TOP NEWS CURRENT AND LEGAL AFFAIRS



Rank	Event	Peak period	MPS over 7 days
1	Shooting in a Connecticut primary school	December	4.24%
2	Colorado theatre shooting during a screening of <i>The Dark Knight Rises</i>	July	1.96%
3	Three shootouts in Toronto in three days	July	1.96%
4	Luka Rocco Magnotta arrested in Berlin	June	1.38%
5	Elliot Lake mall collapse	June	1.21%
6	Amanda Todd suicide	October	1.03%
7	Shafia jury finds all family members guilty of 1st degree murder	January	0.88%
8	Michael Rafferty found guilty in murder of Tori Stafford	May	0.76%



TOP NEWS POLITICS

Rank	Event	Peak period	MPS over 7 days
1	Robocall scandal	March	4.05%
2	Remembrance Day	November	4.02%
3	Election in Alberta: Tories win	April	3.98%
4	Election in Quebec: PQ wins minority government	September	3.83%
5	Controversy surrounding F-35 project	April	2.56%
6	NDP leadership race: Thomas Mulcair wins	March	2.25%
7	Ruling handed down against Toronto Mayor Rob Ford ejecting him from office	November	1.83%
8	Federal budget by Jim Flaherty	March	1.74%
9	Canada Day	July	1.51%
10	Dalton McGuinty resigns as Ontario premier	October	1.47%
11	2011 Canadian census	February	1.37%

TOP NEWS BUSINESS AND ECONOMY



Rank	Event	Peak period	MPS over 7 days
1	Northern Gateway pipeline project	July	2.35%
2	Federal Budget	March	1.74%
3	Purchase of Canadian oil company Nexen by the Chinese company CNOOC	July	1.24%
4	Ontario budget	March	0.96%
5	United States fiscal cliff	December	0.86%
7	US rejects Keystone XL Canada oil sands pipeline	January	0.71%



TOP NEWS SPORTS

Rank	Event	Peak period	MPS over 7 days
1	Olympic Games in London	August	17.09%
2	Grey Cup: Toronto Argonauts vs. Calgary Stampeders	November	6.16%
3	Olympic Games: Athletes on their way to London	July	4.65%
4	NHL lockout	September	3.18%
5	NHL trade deadline	March	3.16%
6	World Hockey Junior Championship: Team Canada wins bronze medal	January	3.10%
7	NHL All-Star game in Ottawa	January	3.10%
8	Calgary Stampede	July	2.89%
9	Golf: Webb Simpson wins US Open	June	2.77%
10	Maple Leafs coach Ron Wilson is replaced by Randy Carlyle	March	2.45%
11	Golf: British Open	July	2.43%
13	Curling: Canadian men's championship	March	1.77%
14	Baseball World Series: San Francisco Giants vs. Detroit Tigers	October	1.67%



TOP NEWS ARTS AND ENTERTAINMENT

Rank	Event	Peak period	MPS over 7 days
1	Academy Awards Ceremony	February	2.30%
2	Toronto International Film Festival	September	1.86%
3	Death of Whitney Houston	February	1.18%
4	Hunger Games in cinemas	March	1.06%
5	Juno Awards	April	0.78%
6	James Bond movie Skyfall in cinemas	November	0.77%



TOP NEWS
HEALTH

Rank	Event	Peak period	MPS over 7 days
1	E.coli: XL Foods beef recall	October	1.00%
2	House of Commons: motion on rights of the fetus fails	September	0.62%
3	Marijuana legalized in Colorado and Washington	November	0.43%
4	Supreme Court lets Health Care Law largely stand	June	0.42%
5	Health Canada removes hold on Novartis flu shots	November	0.27%

TOP NEWS
INTERNATIONAL NEWS STORIES
MOST COVERED IN CANADA



Rank	Event	Peak period	MPS over 7 days
1	Olympic Games in London	August	17.09%
2	Barack Obama reelected President of the United States	November	4.38%
3	Shooting in a Connecticut primary school	December	4.24%
4	Hurricane Sandy	November	3.24%
5	Colorado theatre shooting during a screening of <i>The Dark Knight Rises</i>	July	1.96%
6	Democratic convention in Charlotte	September	1.96%
7	Titanic memorial cruise retraces tragic voyage	April	1.07%
8	Violence in Syria	February	1.03%



TOP NEWS CANADA IN THE NEWS ABROAD

Rank	Event	Peak period
1	Decision of the White House on the proposed Keystone XL Pipeline	January
2	Purchase of Canadian oil company Nexen by the Chinese company CNOOC	September
3	Luka Rocco Magnotta arrested in Berlin	June
4	Quebec student conflict	May
5	Kateri Tekakwitha's canonization	October

TOP NEWS TECHNOLOGY



Rank	Event	Peak period	MPS over 7 days
1	Curiosity rover landed on Mars	August	0.56%
2	Controversies surrounding two anti-piracy bills (SOPA and PIPA)	January	0.23%
3	Announcement of Apple's iPhone 5	September	0.22%
4	Apple unveils new iPad mini	October	0.19%
5	Apple announces record sales of iPhones and iPads	January	0.13%
6	Facebook buys Instagram for \$1B	April	0.12%



TOP BUSINESSES IN THE MEDIA

Rank 2011	Rank 2012	Company		MPS
5	1	Honda		3.41%
18	2	Canadian Pacific		3.39%
2	3	Toyota		3.37%
6	4	Scotia Bank		3.36%
1	5	Bank of Montreal		3.31%
3	6	Air Canada		3.30%
7	7	General Motors		3.10%
4	8	Royal Bank of Canada		3.04%
-	9	Enbridge		2.81%
17	10	Walmart		2.25%
8	11	Tim Hortons		2.17%
20	12	Hydro-Québec		2.17%
10	13	Rogers Communications		2.10%
19	14	Telus		2.10%
14	15	Chrysler		2.05%

Rank 2011	Rank 2012	Company		MPS
11	16	Apple		1.98%
-	17	Québecor		1.98%
13	18	Canadian Imperial Bank of Commerce		1.97%
15	19	Canadian Tire		1.97%
-	20	Molson Coors		1.82%
22	21	Canadian National Railways		1.70%
25	22	BCE		1.62%
9	23	Ford		1.41%
24	24	Research In Motion		1.39%
-	25	Rona		1.21%

PEOPLE



DID YOU KNOW?

In Canada, the Grey Cup occupies on average 50% more media space than the Super Bowl.

TOP 25 PEOPLE
WHO MADE THE NEWS IN CANADA IN 2012



Rank	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	0.97%
9	Bob Rae	0.89%
9	Thomas Mulcair	0.89%
11	Gary Bettman	0.88%
12	Sidney Crosby	0.82%
13	Vic Toews	0.78%
14	Tiger Woods	0.77%
14	Rob Ford	0.77%
16	Tim Hudak	0.65%
16	Jean Charest	0.65%
16	Justin Bieber	0.65%
19	John Baird	0.63%
20	Donald Fehr	0.58%
21	John Farrell	0.56%
21	Justin Trudeau	0.56%
23	Peter MacKay	0.55%
24	Jason Kenney	0.54%
25	Ricky Ray	0.53%

TOP 10 PEOPLE
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%
6	Roberto Luongo	1.16%
8	Gordon Campbell	1.10%
8	Jim Flaherty	1.05%
10	Brian Burke	1.00%

TOP 10 PEOPLE
WHO MADE THE NEWS
IN CANADA 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%
6	Zedno Chara	0.41%
8	Tim Thomas	0.38%
10	Muammar Gaddafi	0.30%
10	Jim Flaherty	0.30%

TOP 10 POLITICAL FIGURES IN CANADIAN MEDIA IN 2012 (OUTSIDE FEDERAL MPS)

Rank	Name
1	Dalton McGuinty
2	Alison Redford
3	Christy Clark
4	Rob Ford
5	Tim Hudak
6	Jean Charest
7	Dwight Duncan
8	Danielle Smith
9	Jack Layton
10	Pauline Marois

TOP 10 SPORTS CELEBRITIES IN CANADIAN MEDIA IN 2012

Rank	Name	MPS
1	Gary Bettman	2.26%
2	Sidney Crosby	2.11%
3	Tiger Woods	1.98%
4	Donald Fehr	1.49%
5	John Farrell	1.43%
6	Ricky Ray	1.35%
7	Martin Brodeur	1.21%
8	Peyton Manning	1.12%
9	Jose Bautista	1.08%
10	Daniel Alfredsson	1.07%

TOP 10 BUSINESS LEADERS IN CANADIAN MEDIA IN 2012

Rank	Name	MPS
1	Mark Carney	18.05%
2	Steve Jobs	7.62%
3	Conrad Black	7.37%
4	Donald Trump	7.00%
5	Thorsten Heins	5.49%
6	Rupert Murdoch	5.35%
7	Warren Buffett	4.92%
8	Mark Zuckerberg	4.73%
9	Jim Balsillie	4.66%
10	Daryl Katz	3.60%

TOP 20 FEDERAL POLITICIANS IN CANADIAN MEDIA IN 2012

Rank	Name	Party	MPS 2012		MPS 2011
1	Stephen Harper	PC	21.56%	↑	19.44%
2	Jim Flaherty	PC	4.60%	↑	3.65%
3	Thomas Mulcair	NDP	4.40%	↑	1.25%
4	Bob Rae	PLC	4.12%	↑	2.24%
5	Vic Toews	PC	3.39%	↑	1.25%
6	John Baird	PC	2.88%	↑	1.88%
7	Justin Trudeau	PLC	2.65%	↑	0.49%
8	Jason Kenney	PC	2.38%	↑	1.51%
9	Peter MacKay	PC	2.35%	↑	1.73%
10	Joe Oliver	PC	1.35%	↑	0.45%
11	Peter Kent	PC	1.24%	↑	0.75%
12	Tony Clement	PC	1.20%	↓	1.48%
13	Nathan Cullen	NDP	1.18%	↑	0.42%
14	Christian Paradis	PC	1.16%	↑	0.67%
15	James Moore	PC	1.14%	↑	0.84%
16	Rob Nicholson	PC	1.08%	↑	0.59%
17	Gerry Ritz	PC	0.97%	↑	0.54%
18	Stéphane Dion	PLC	0.96%	=	0.87%
19	Marc Garneau	PLC	0.95%	↑	0.37%
20	Peggy Nash	NDP	0.92%	↑	0.38%
20	Bev Oda	PC	0.92%	=	0.93%
27	Elizabeth May	GREEN	0.72%	↓	1.55%
37	Denis Coderre	PLC	0.50%	↓	0.27%

TOP 10 ENTERTAINMENT PERSONALITIES IN CANADIAN MEDIA IN 2012

Rank	Name	MPS
1	Justin Bieber	6.04%
2	Madonna	4.20%
3	The Beatles	3.38%
4	Lady Gaga	3.16%
5	Katy Perry	2.62%
6	Meryl Streep	2.58%
7	Rihanna	2.49%
8	Taylor Swift	2.41%
9	Michael Jackson	2.40%
10	Brad Pitt	2.38%

TOP 25 INTERNATIONAL PEOPLE IN CANADIAN MEDIA IN 2012



Rank	Name
1	Barack Obama
2	Mitt Romney
3	Queen Elizabeth II
4	Bashar al-Assad
5	George W. Bush
6	Osama bin Laden
7	Vladimir Putin
8	Benjamin Netanyahu
9	Hillary Clinton
10	Hosni Mubarak
11	David Cameron
12	Bill Clinton
13	Angela Merkel
14	Prince William
15	François Hollande
16	Nicolas Sarkozy
17	Paul Ryan
18	Mohamed Morsi
19	Sarah Palin
20	Joe Biden
21	Hamid Karzai
22	Michelle Obama
23	Nelson Mandela
24	Kate Middleton
25	Benedict XVI

CANADIAN PREMIERS OUTSIDE THEIR PROVINCES



For a second year in a row, the Quebec premier has been the most visible first minister outside his own province. The summer electoral campaign in Quebec helped Jean Charest and his successor Pauline Marois to shine in the media across Canada.

Apart from the representatives of Quebec, only Alison Redford and Christy Clark (first ministers of Alberta and British Columbia) saw their visibility increased outside their provinces, as they crossed swords this year over the Northern Gateway pipeline.

Despite the announcement of his resignation, Ontario Premier Dalton McGuinty slipped to third place behind his Alberta counterpart.

MEDIA PROMINENCE SCORE OF CANADIAN PREMIERS OUTSIDE THEIR OWN PROVINCES

Name	Province	2012		2011
Jean Charest and Pauline Marois	Québec	28.83%	↑	21.34%
Alison Redford	Alberta	20.93%	↑	13.28%
Dalton McGuinty	Ontario	14.98%	↓	18.63%
Christy Clark	British Columbia	13.45%	↑	11.59%
Brad Wall	Saskatchewan	7.04%	↓	8.18%
Darrell Dexter	Nova Scotia	4.29%	↓	5.40%
Robert Ghiz	Prince Edward Island	2.59%	↓	3.73%
Kathy Dunderdale	Newfoundland and Labrador	2.55%	↓	5.99%
Greg Selinger	Manitoba	2.01%	↓	6.30%
David Alward	New Brunswick	1.90%	↓	2.89%
Bob McLeod	Northwest Territories	0.72%	↓	1.17%
Eva Aariak	Nunavut	0.46%	↓	0.87%
Darrell Pasloski	Yukon	0.25%	↓	0.62%
		100.00%		100.00%

MEDIA COMPARISONS



DID YOU KNOW?

Between 60% and 75% of job cut announcements are made during the summer season.



“GREENEST” NEWSPAPERS IN CANADA

PROPORTION OF TOTAL ENVIRONMENTAL COVERAGE IN THE TOP CANADIAN NEWSPAPERS*

Rank	Newspaper	MPS
1	Calgary Herald	7.95%
2	Edmonton Journal	6.08%
3	Vancouver Sun	5.69%
4	The Globe and Mail	4.37%
5	National Post	4.13%
6	Victoria Times Colonist	3.65%
7	New Brunswick Telegraph Journal	3.56%
8	Toronto Star	3.56%
9	Le Devoir	3.50%
10	Ottawa Citizen	3.31%

*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 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.

COVERAGE OF KEY ENVIRONMENTAL ISSUES



Issue	MPS
Water*	21.77%
Oil sands*	15.29%
Climate change	12.20%
Gas emissions	6.45%
Sustainable development	6.28%
Composting	5.16%
Forest	4.04%
Shale gas	3.92%
Residual matter	3.60%
Carbon credits	2.92%
Endangered species	2.53%
Earth Day	1.89%
Recycling	0.92%
Others	13.03%
	100,00 %

* Includes drinking water, wastewater management, etc.



TOP TWITTER

Twitter trends in 2012*

Rank | Keyword CANADA

1	eBay
2	#nowplaying
3	Christmas
4	#cdnpoli
5	#yeg

Rank | Keyword ÉTATS-UNIS

1	#nowplaying
2	Rise & Grind
3	MPH
4	Still Up
5	Waffle House

Rank | Keyword MONDE

1	#20ThingsIDontLike
2	We <3 Justin
3	#20SongsThatILike
4	#NobodyLikes
5	#WhatMakesMeSmile

* January 1st to December 31st 2012

TELEVISION NETWORKS MOST MENTIONED IN NEWSPAPERS



Rank	Television network	MPS
1	CBC	18.27%
2	CTV	9.94%
3	NBC	9.66%
4	TSN	8.93%
5	CBS	6.54%
6	ESPN	4.63%
7	BBC	4.29%
8	HBO	3.59%
9	ABC	3.50%
10	Sportsnet	3.27%
11	CityTV	3.24%
12	CNN	2.92%
13	Sun News Network	2.46%
14	PBS	1.73%
15	HGTV	1.62%
16	FOX	1.59%
17	Radio-Canada	1.58%
18	Global	1.53%
19	Food Network	1.46%
20	MuchMusic	1.35%
21	Fox News	1.29%
22	Discovery Channel	0.74%
23	TVA	0.54%
24	Fox Sports	0.44%
25	MSNBC	0.41%



TV SHOWS MOST CITED IN CANADIAN NEWSPAPERS

Rank	TV show	Network	MPS
1	American Idol	CTV	6.13%
2	Saturday Night Live	Global	4.86%
3	Hockey Night in Canada	CBC	4.08%
4	Mad Men	CTV	3.65%
5	Glee	Global	2.75%
6	Dancing with the Stars	CTV	2.65%
7	The X Factor	CTV	2.37%
8	Two and a Half Men	CTV	2.31%
9	The Simpsons	Global	2.04%
10	TMZ	CTV	2.01%

“HEALTHIEST” NEWSPAPERS IN CANADA



PROPORTION OF TOTAL ENVIRONMENTAL COVERAGE IN THE TOP CANADIAN NEWSPAPERS*

Rank	Newspaper	MPS
1	Toronto Star	4.33%
2	Calgary Herald	4.13%
3	Le Journal de Montréal	3.99%
4	Gazette	3.93%
5	The Globe and Mail	3.90%
6	Ottawa Citizen	3.69%
7	Moncton Times & Transcript	3.64%
8	Le Journal de Québec	3.63%
9	La Presse	3.41%
10	Vancouver Sun	3.36%
	N°14 National Post	

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 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, etc.



TOP INTERNATIONAL NEWS STORIES IN 160 COUNTRIES*

Rank	Event	MPS
1	Barack Obama is reelected as President of the United States	3.61%
2	Hurricane Sandy	2.59%
3	London Olympic Games	2.39%
4	Global warming / Climate change	2.08%
5	Economic crisis in the Euro zone	2.08%
6	Shooting in a primary school in Connecticut	1.99%
7	Political crisis in Syria	1.93%
8	War in Afghanistan	1.90%
9	Economic, social and political crisis in Greece	1.72%
9	Democratic National Convention in Charlotte	1.72%
9	Apple introduces the iPhone 5	1.72%
12	United States fiscal cliff	1.70%
13	Republican National Convention in Tampa	1.60%
14	Iran's nuclear program	1.47%
15	Tensions and crisis between Israel and Palestine	1.25%

Rank	Event	MPS
16	Economic crisis and austerity measures in Spain	1.15%
17	Elections in Russia: Vladimir Putin is elected for a third term	1.13%
18	Super Bowl XLVI	0.90%
19	Political issues in Iraq	0.86%
20	Tour de France	0.84%
21	Grammy Awards and nominations	0.71%
21	Political issues in Egypt	0.71%
23	Tropical storm Isaac	0.64%
24	Presidential election in France: François Hollande unseats Sarkozy	0.64%
25	Queen Elizabeth II's Diamond Jubilee	0.63%
26	Euro 2012	0.63%
27	Baseball World Series	0.62%
28	Attack on the U.S. consulate in Benghazi and the killing of the U.S. ambassador	0.59%
32	Russia: Pussy Riot band members found guilty	0.52%
36	Muslim protests against an anti-Islam movie	0.48%

*Up to December 3rd. Updated to include the shooting in Connecticut and the U.S. fiscal cliff



TOP 10 POLITICAL NEWS STORIES

Rank	Event
1	Presidential election in the United States: Barack Obama is reelected president
2	Political crisis in Syria
3	Economic, social and political crisis in Greece
4	Democratic national convention in Charlotte
5	Republican national convention in Tampa
6	Iran's nuclear program
7	Tension and crisis between Israel and Palestine
8	Election in Russia: Vladimir Putin is reelected president
9	Political issues in Iraq
10	Political issues in Egypt
11	Presidential election in France: François Hollande is elected president
12	Russia: the band Pussy Riot is found guilty
14	Protests in Muslim world against an anti-Islam movie

TOP 5 INTERNATIONAL CURRENT AND LEGAL NEWS ITEMS



Rank	Event
1	Shooting in a primary school in Connecticut
2	Jerry Sandusky, former Penn State assistant coach, accused of child molestation
3	Julian Assange's problems with justice
4	Petraeus scandal: CIA director David Petraeus quits over extramarital affair
5	<i>Chinese Communist Party leader Bo Xilai is sacked</i>
6	Judicial inquiry into the practices of the British press following the News of the World phone hacking scandal



TOP 5 INTERNATIONAL ENTERTAINMENT NEWS TOPICS

Rank	Event
1	Grammy Awards and nominations
2	<i>Twilight</i> movie
3	<i>Hunger Games</i> movie
4	Cannes Film Festival
5	Academy Awards (Oscars ceremony)



TOP 5 INTERNATIONAL TECHNOLOGY NEWS ITEMS

Rank	Event
1	Apple introduces the iPhone 5
2	Apple introduces the iPad mini
3	Microsoft introduces its new Surface tablet
4	Curiosity rover landed on Mars
5	Apple introduces the iPad 3



TOP 5 INTERNATIONAL ECONOMIC NEWS STORIES

Rank	Event
1	Economic crisis in the Euro zone
2	Economic crisis in Greece
3	Economic crisis and austerity measures in Spain
4	Black Friday
5	Facebook on the stock market



TOP 5 INTERNATIONAL SPORTS NEWS ITEMS

Rank	Event
1	London Olympic Games
2	Super Bowl
3	Tour de France
4	Soccer: Euro 2012
5	Baseball World Series



TOP 5 INTERNATIONAL ENVIRONMENTAL STORIES AND NATURAL DISASTERS

Rank	Event
1	Hurricane Sandy
2	Global warming / Climate change
3	Tropical storm Isaac
4	Crisis at the Fukushima (Japan) nuclear plant
5	Rio + 20 Summit

TOP 5 INTERNATIONAL DEATHS MOST COVERED IN THE MEDIA



Rank	Event
1	Whitney Houston
2	Neil Armstrong
3	Meles Zenawi (Ethopia's prime minister)
4	Donna Summer
5	Tony Scott (<i>Top Gun</i> movie director)



TOP 25 INTERNATIONAL PUBLIC FIGURES IN THE WORLD

Rank	Public Figure	MPS
1	Barack Obama	9.84%
2	Mitt Romney	7.38%
3	François Hollande	2.69%
4	Angela Merkel	2.58%
5	Mariano Rajoy	2.21%
6	Nicolas Sarkozy	1.75%
7	David Cameron	1.73%
8	Paul Ryan	1.60%
9	George W. Bush	1.49%
10	Vladimir Putin	1.48%
11	Hillary Clinton	1.45%
12	Mario Monti	1.28%
13	Mario Draghi	1.20%
14	Bill Clinton	1.16%
15	Manmohan Singh	1.00%

Rank	Public Figure	MPS
16	Joe Biden	0.94%
17	Julia Gillard	0.92%
18	Ban Ki-moon	0.88%
18	Roger Federer	0.88%
20	Madonna	0.87%
21	Rick Santorum	0.81%
22	Cristiano Ronaldo	0.80%
23	Pope Benedict XVI	0.78%
23	Novak Djokovic	0.78%
25	Benjamin Netanyahu	0.76%



TOP 25 INTERNATIONAL HEADS OF STATE / POLITICIANS IN THE WORLD

Rank	Public Figure	Country	MPS
1	Barack Obama	United States	16.16%
2	Mitt Romney	United States	12.11%
3	François Hollande	France	4.41%
4	Angela Merkel	Germany	4.24%
5	Mariano Rajoy	Spain	3.62%
6	Nicolas Sarkozy	France	2.87%
7	David Cameron	United Kingdom	2.85%
8	Paul Ryan	United States	2.64%
9	George W. Bush	United States	2.45%
10	Vladimir Putin	Russia	2.43%
11	Hillary Clinton	United States	2.39%
12	Mario Monti	Italy	2.11%
13	Mario Draghi	Europe	1.96%
14	Bill Clinton	United States	1.91%
15	Manmohan Singh	India	1.64%

Barack Obama has been the leading politician in this ranking since 2008. In 2007, George W. Bush held the first rank.

Rang	Public Figure	Country	MPS
16	Joe Biden	United States	1.54%
17	Julia Gillard	Australia	1.52%
18	Ban Ki-moon	UN	1.45%
19	Rick Santorum	United States	1.32%
20	Benjamin Netanyahu	Israel	1.24%
21	Hosni Mubarak	Egypt	1.22%
22	Hugo Chavez	Venezuela	1.17%
23	Michelle Obama	United States	1.07%
24	Stephen Harper	Canada	1.06%
25	Silvio Berlusconi	Italy	0.97%

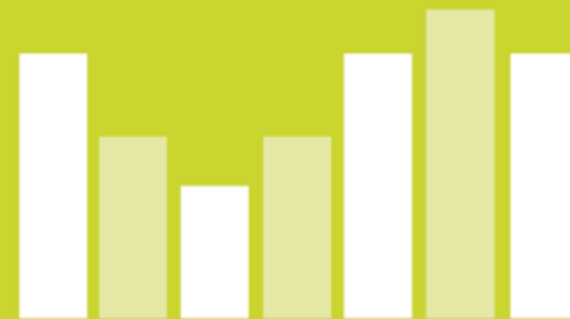


TOP 25 INTERNATIONAL PUBLIC FIGURES IN THE WORLD (NON-POLITICAL FIGURES)

Rank	Public Figure	MPS
1	Roger Federer	2.24%
2	Madonna	2.23%
3	Cristiano Ronaldo	2.05%
4	Pope Benedict XVI	2.00%
5	Novak Djokovic	1.99%
6	Tiger Woods	1.86%
7	Fernando Alonso	1.84%
8	Sebastian Vettel	1.78%
9	Lance Armstrong	1.74%
10	Lady Gaga	1.73%
11	Lewis Hamilton	1.55%
12	Steve Jobs	1.54%
13	Justin Bieber	1.53%
14	Rihanna	1.51%
15	Rafael Nadal	1.43%

#1 in 2011 : Steve Jobs
 #1 in 2010 : Tiger Woods
 #1 in 2009 : Michael Jackson
 #1 in 2008 : Nicolas Sarkozy (for his private life)
 #1 in 2007 : Paris Hilton

Rank	Public Figure	MPS
16	Lionel Messi	1.39%
17	Michael Jackson	1.17%
18	Michael Schumacher	1.15%
18	Usain Bolt	1.15%
20	LeBron James	1.11%
21	Serena Williams	1.10%
22	The Beatles	1.08%
23	Mark Zuckerberg	1.06%
23	Tom Cruise	1.02%
24	Brad Pitt	1.02%
120	Céline Dion	0.25%



RESEARCH METHODOLOGY

Media prominence over seven days

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

In order to evaluate the media prominence score of news items over a period of seven days, 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. Regarding magazines, Influence Communication takes into account those with general news, economic or scientific content. Influence Communication does not take radio music shows, advertising, soap operas, game shows, classified listings, obituaries or Internet content into account.

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. Seeing as all news items are quantified according to the same method, it is thus possible to compare the space that each has occupied during a given week, based on a percentage. For instance, the NHL lockout occupied 1.08% of all news in Canada during the week of November 20th to 26th 2012.

An important news item generally receives a media prominence score equal to or greater than 1% over seven days.



Media prominence scores for public figures, groups or entities

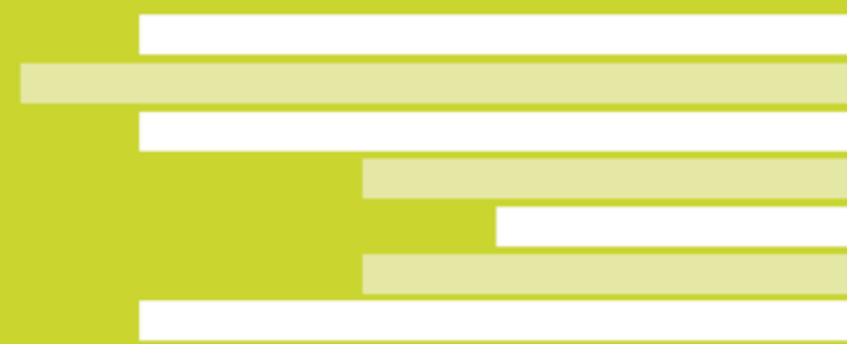
Influence Communication also compares the media prominence of different public figures by sector (sports, politics, economics, arts and entertainment, etc.). The number of mentions was calculated from January 1st to the end of November 2012. The media prominence score for public figures was calculated by comparing the public figures with one another according to a 100% value. The prominence of public figures, groups or entities (political parties, for instance) in news is weighted according to the volume of coverage and the media treatment they receive.

Media prominence score for issues

In certain cases, including the analysis of major environmental issues in 2012, the media prominence score for issues is also calculated on a 100% basis. Taking the example of environmental issues, the media prominence score for issues is calculated according to the number of mentions of each of these on an annual basis in the media. It indicates the place of each issue throughout environmental coverage in Canada rather than its place in all news coverage.

Media prominence scores for themes

It is essential to distinguish between topical issues and wider news areas such as politics, health, education, general news, sports, etc. Influence Communication identifies these as “themes”. For instance, tuition fees are an issue, whereas education is a theme.



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.

