

A stylized line graph with two lines, one black and one red, both showing an upward trend. The lines are thick and have a slight 3D effect. The background is a light gray gradient.

# **International Agenda Setting Conference**

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**MEDIA TENOR**   
Beirut Boston London New York Ostrava Pretoria St. Petersburg Tianjin Windhoek Zurich

# MEDIA TENOR

## Global TV

### Award



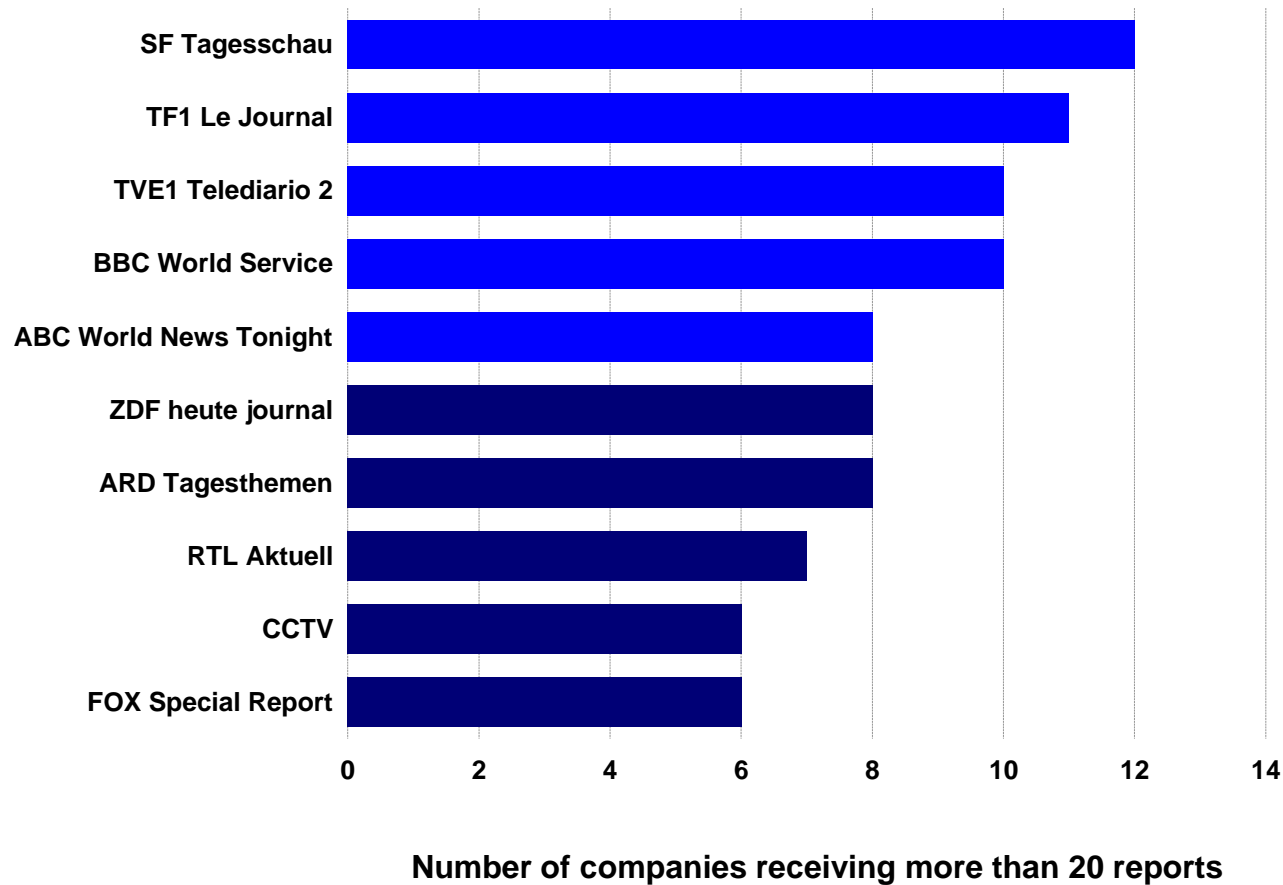
**Basis: 256,570 reports  
in 29 international TV News programs**

**07/2009 –06/2010**

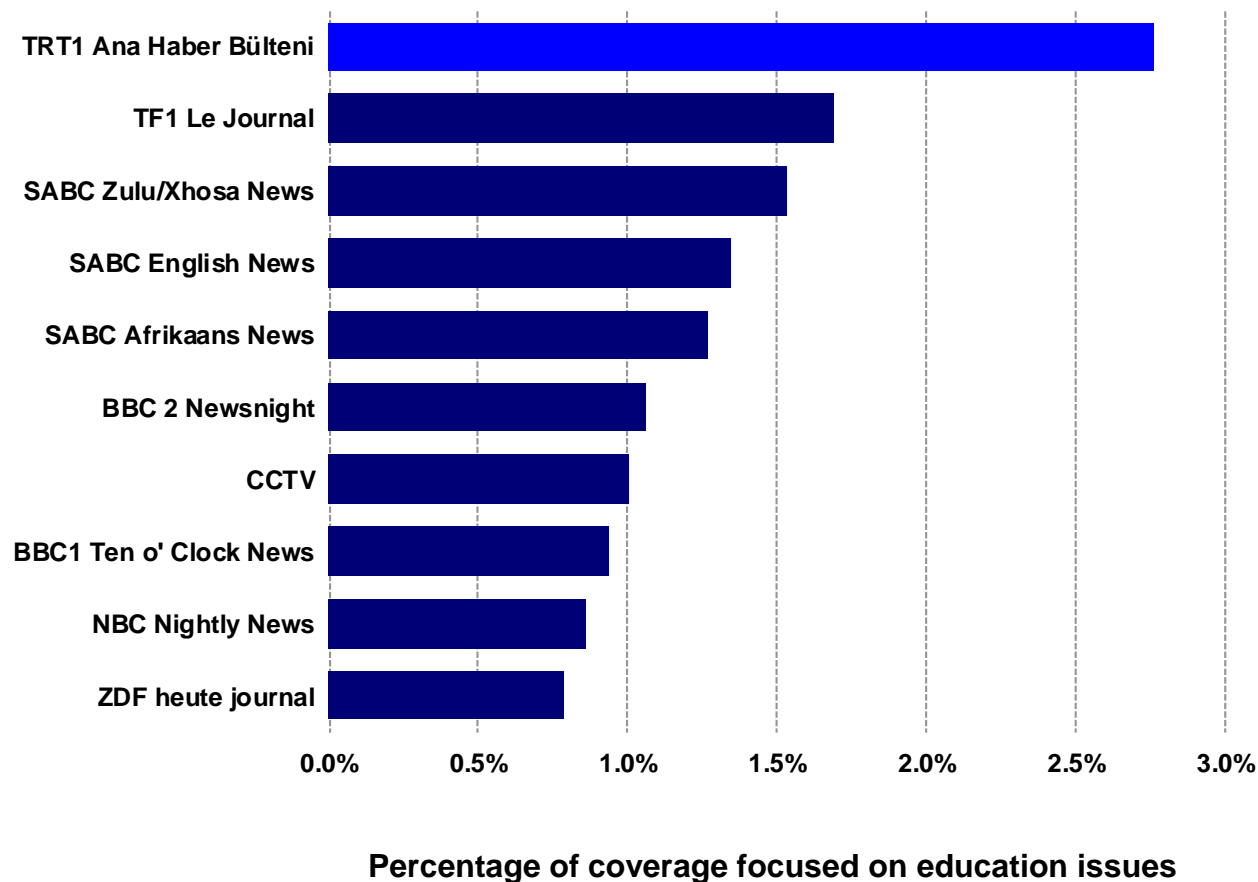
## Criterion 5

Diversity of reporting on companies

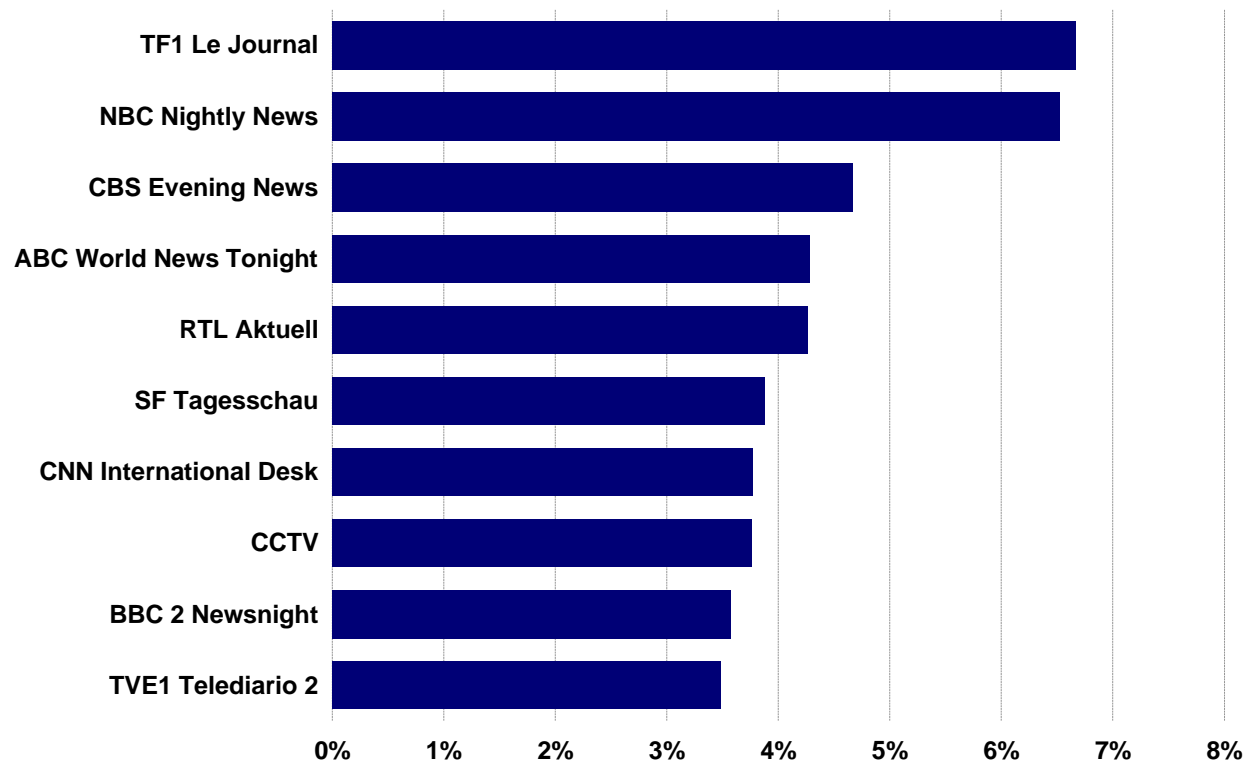
# Same companies continue to dominate news



# Turkish TV news dedicated to reporting on education



# TF1 Le Journal further strengthens environment focus



Percentage of coverage focused on environment issues

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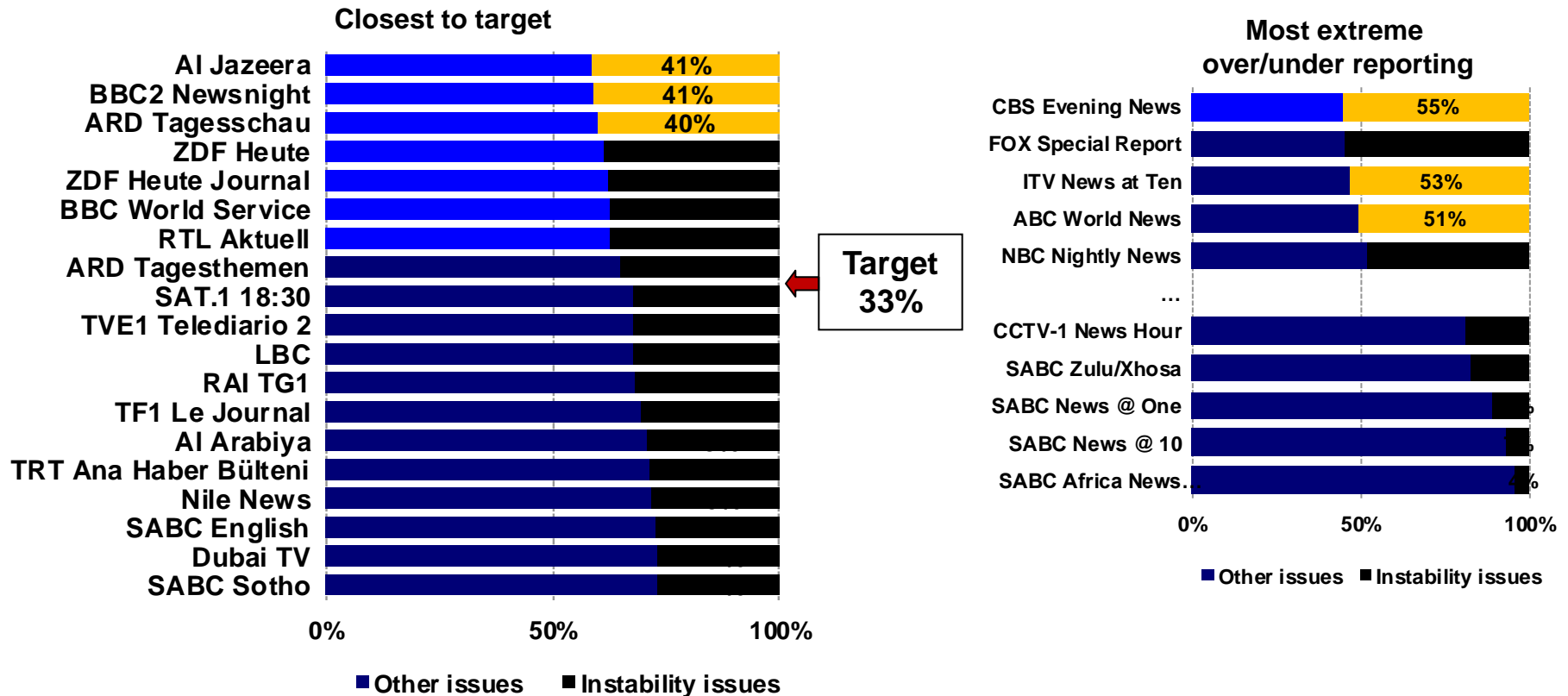
## Global Media Peace Award



Basis: 197,649 reports  
in 37 international TV News programs

2008-2009

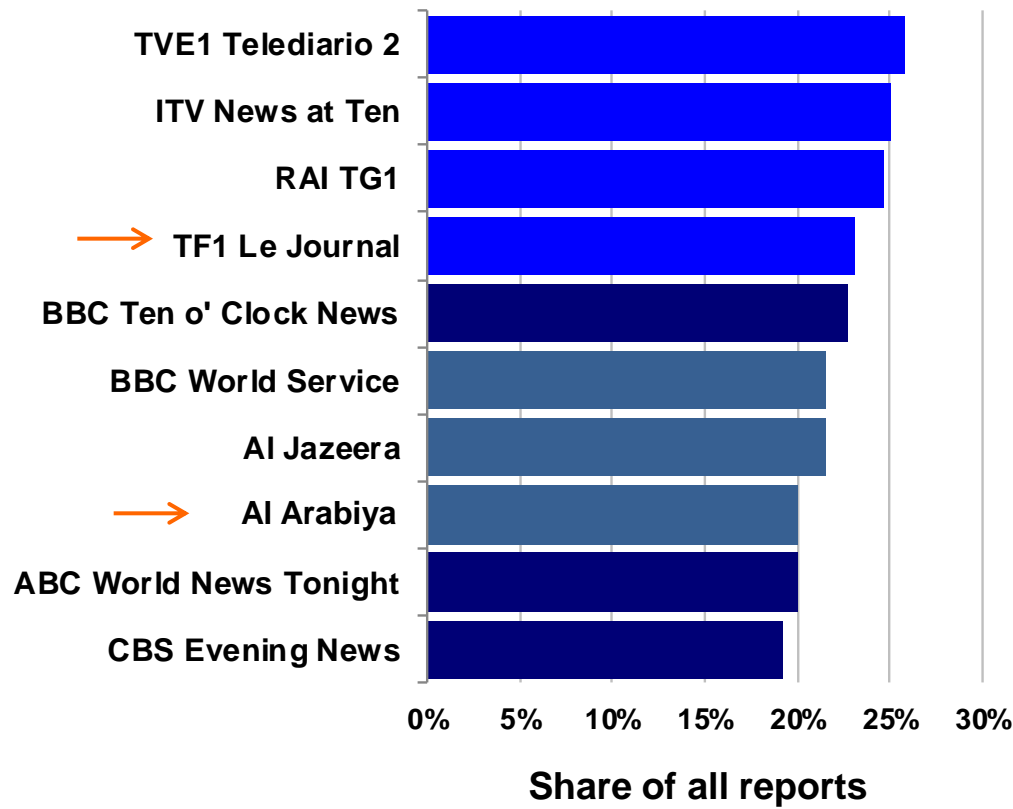
# Good balance of instability issues critical



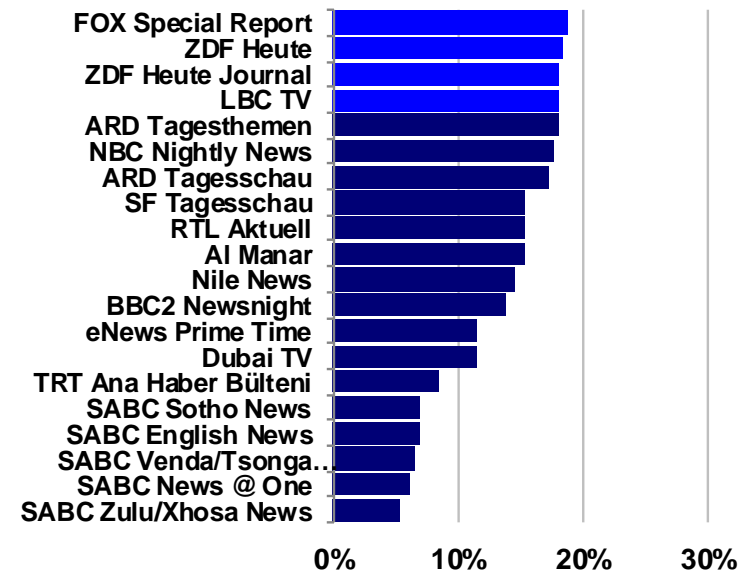


# Can diverse instability coverage lessen stereotyping?

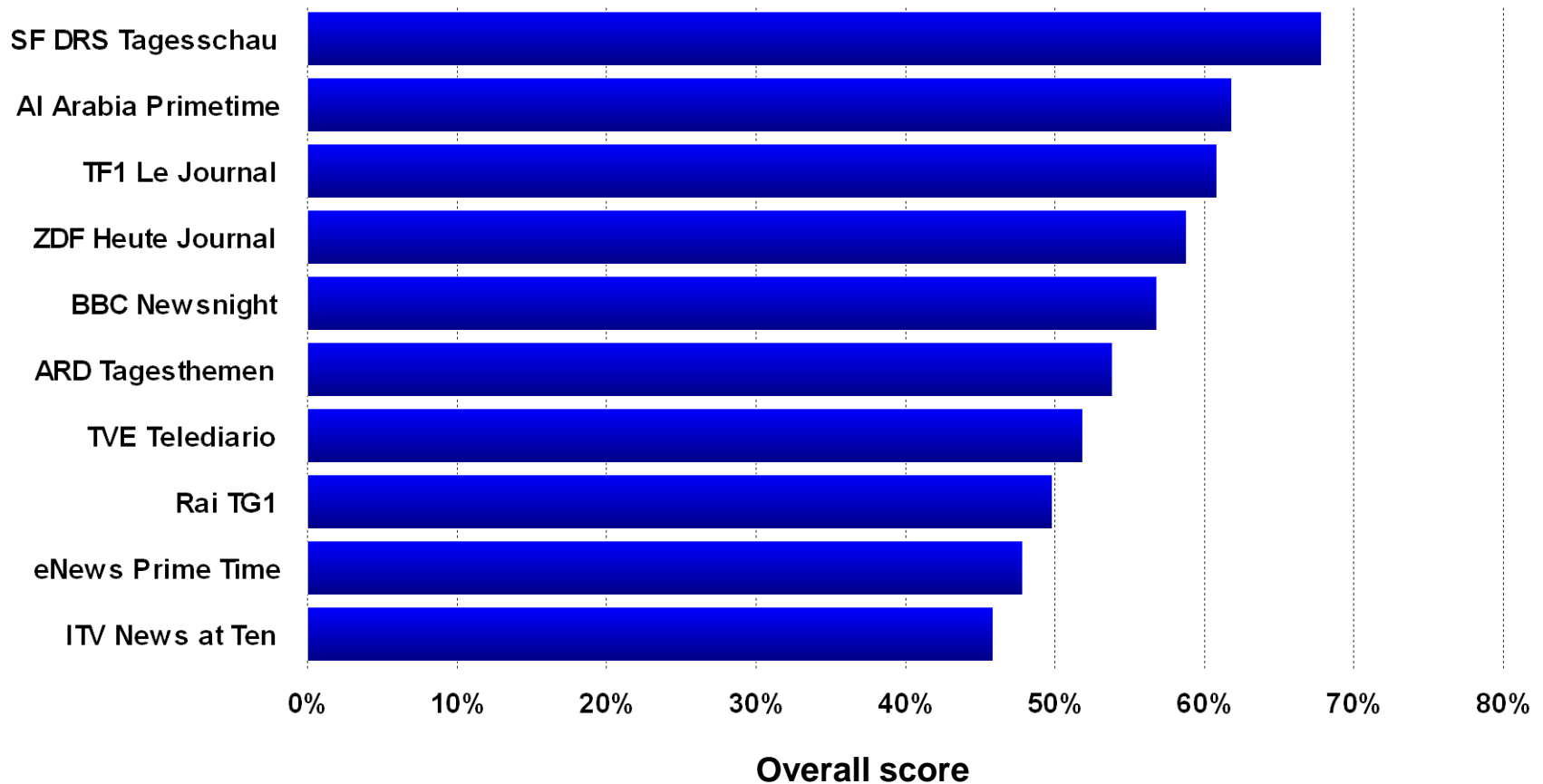
Top 10



11-30



## And the overall winners...



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## Agenda Setter of the Decade

### 2001-2010



# Agenda Setter Award: Nominated Media

**Die Welt**

**FAZ**

**Süddeutsche Zeitung**

**Frankfurter Rundschau**

**Bild-Zeitung**

**Berliner Zeitung**

**Tagesspiegel**

**Leipziger Volkszeitung**

**Spiegel**

**Focus**

**Stern**

**Die Zeit**

**FAS**

**Welt am Sonntag**

**Bild am Sonntag**

**ZDF (all programs)**

**ARD (all programs)**

**Deutschlandradio / Deutschlandfunk**

**Handelsblatt**

**FTD**

**Wirtschaftswoche**

**Wall Street Journal**

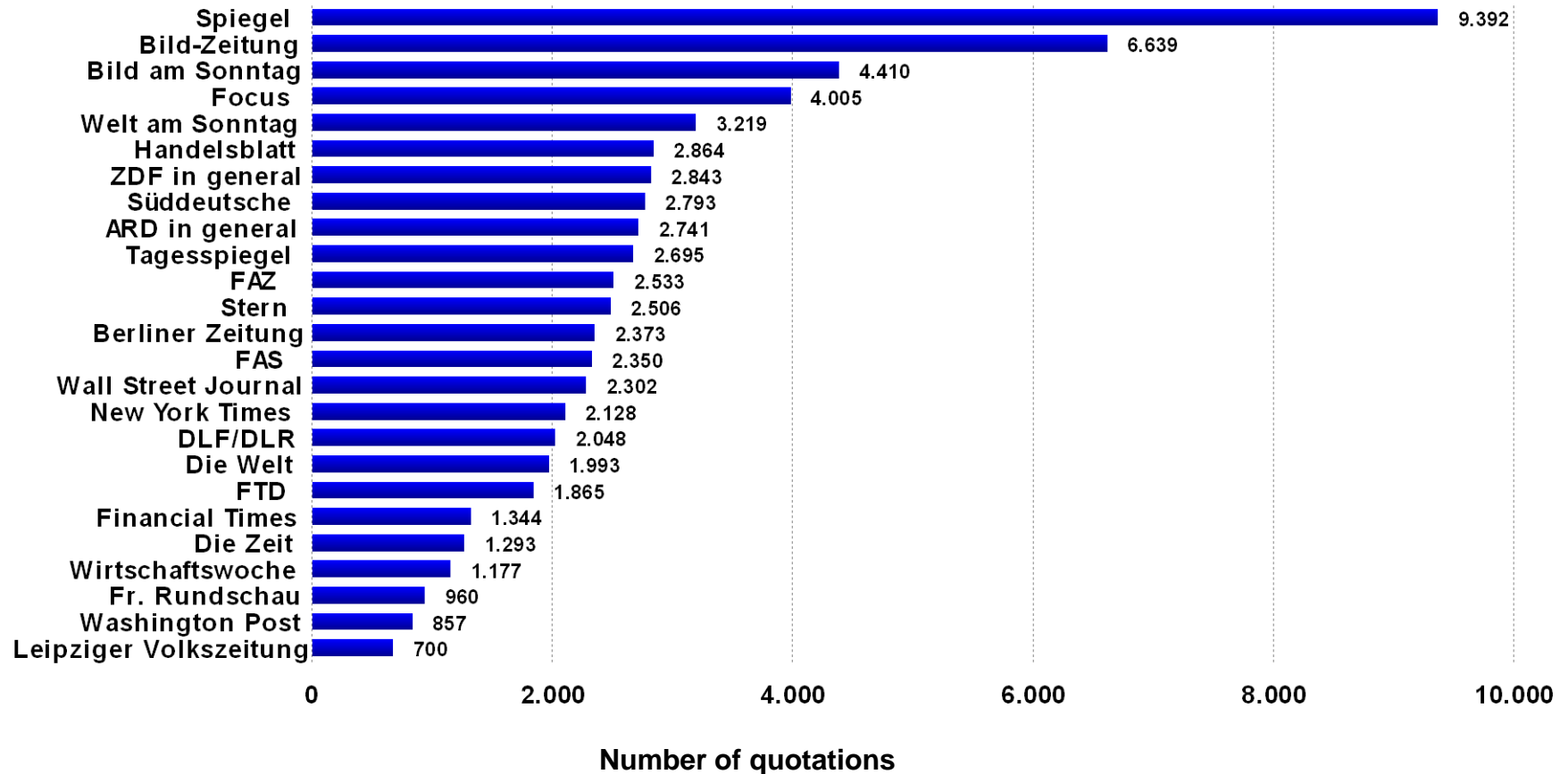
**Financial Times**

**New York Times**

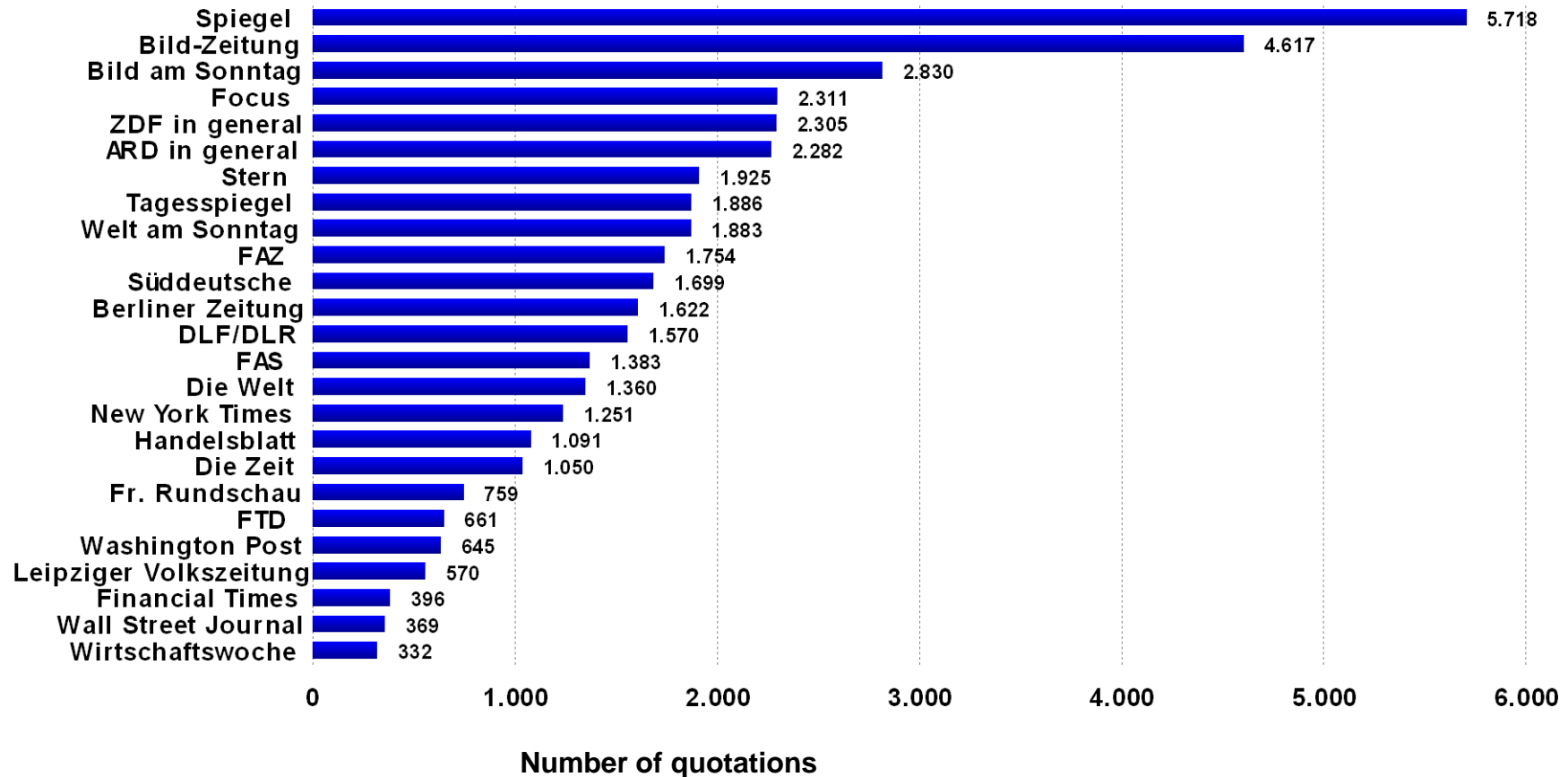
**Washington Post**



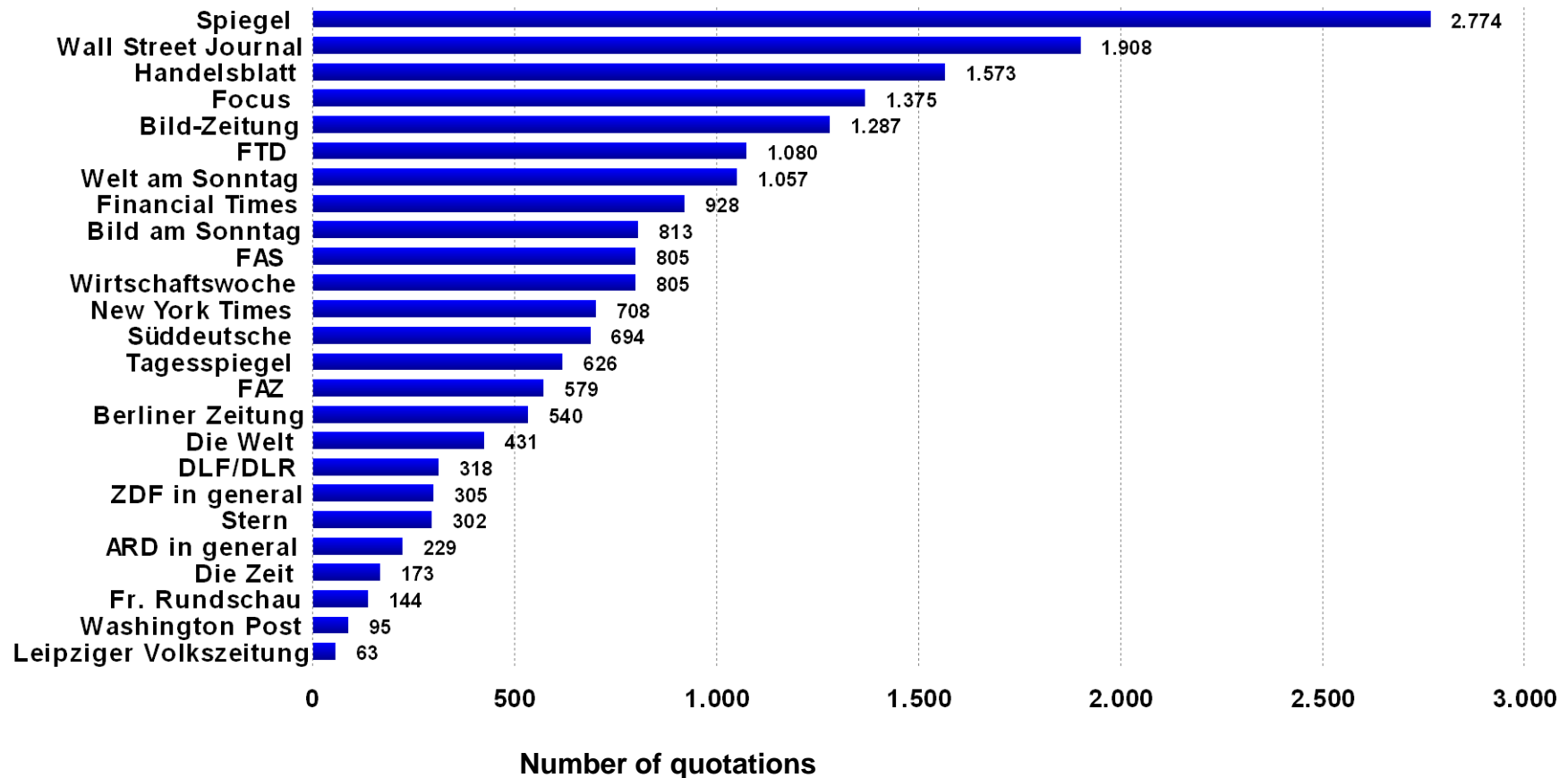
# Bild eclipses all other dailies



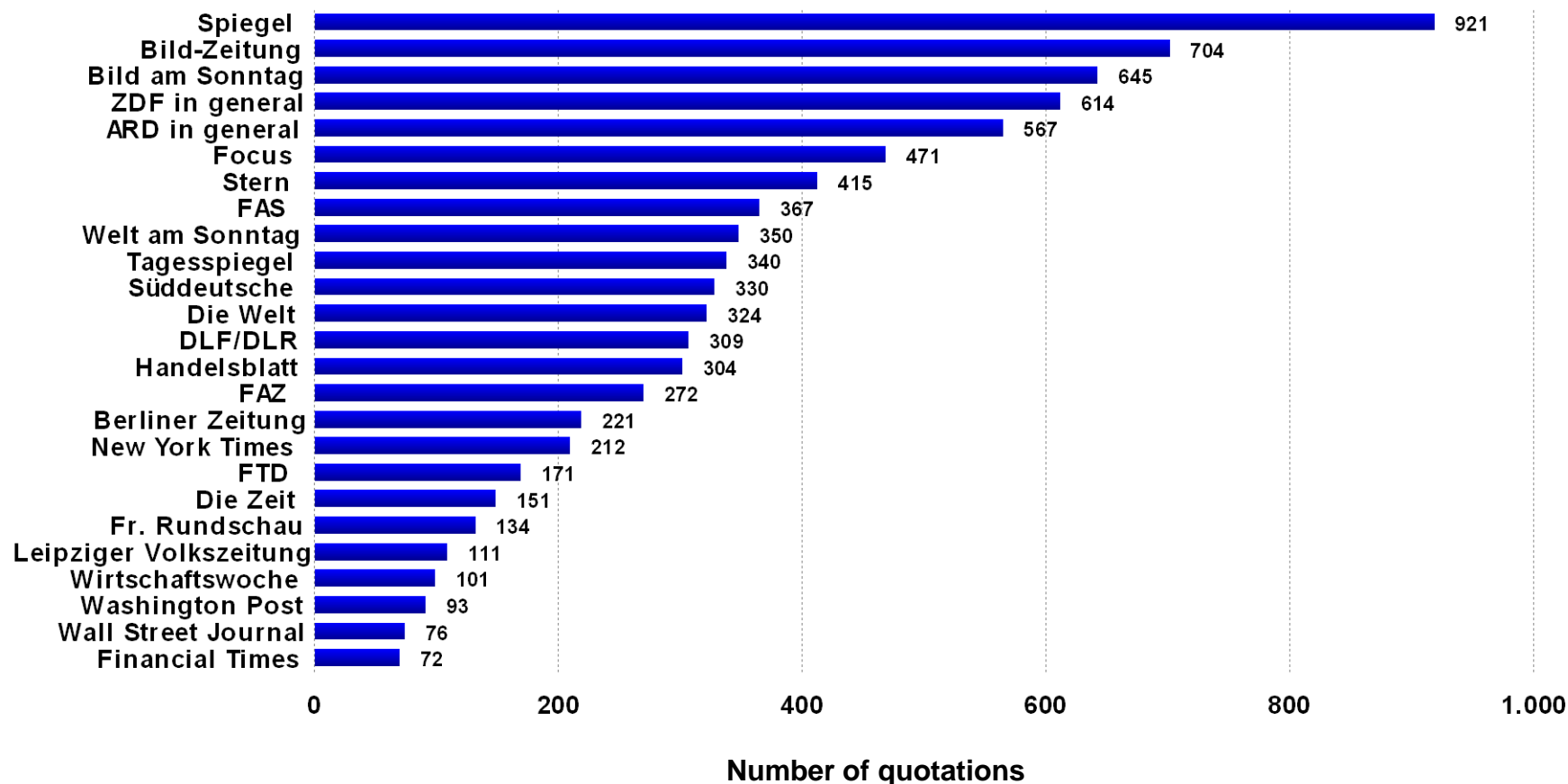
# Spiegel attracted most attention in political sections



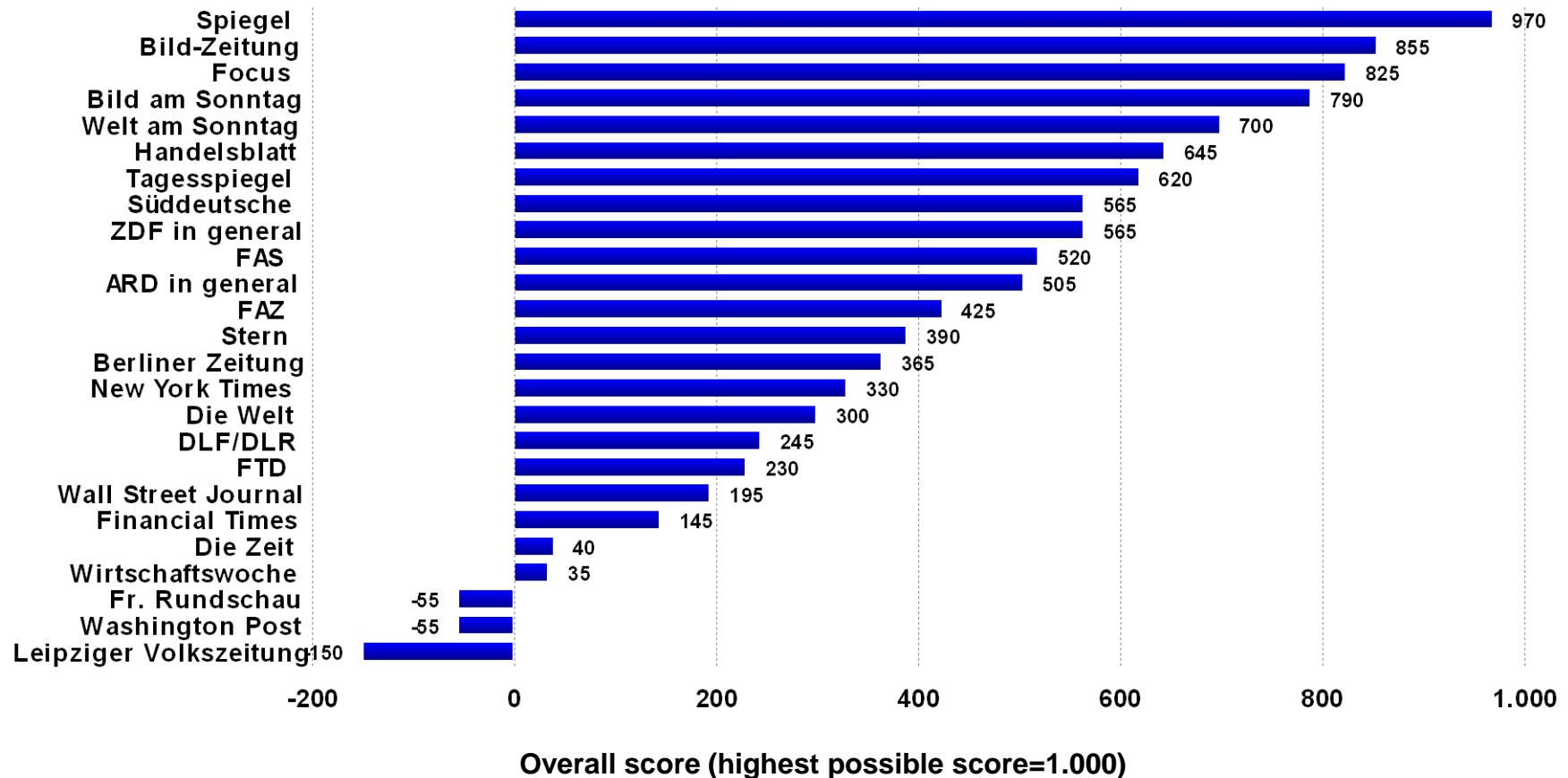
# Bild is strong in the economy section as well



# Spiegel quotations placed most prominently



## Bild leaves other national dailies far behind





The background features a stylized line graph with two lines: a black line and a red line. Both lines show an overall upward trend with some fluctuations. The black line starts at a low point, rises sharply to a peak, dips, and then rises again. The red line follows a similar pattern but at a lower level. The lines are thick and have a slight gradient.

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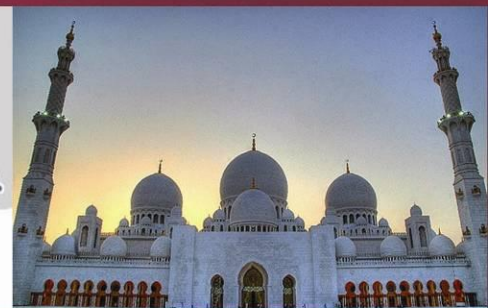


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# MEDIA TENOR Country Award

## Middle East & North Africa MENA



Basis: 8,105 reports in 25 leading international media

06/2009 – 06/2010

## The Nominees

**Egypt**

**Israel**

**Jordan**

**Qatar**

**Bahrain**

**Saudi Arabia**

**United Arab Emirates**

**These countries achieved a volume over 48 articles in *non-Arab media* for the period with a balanced rating above -30%**

## Issue categories

**Business & Investment**

**Economy**

**Crime & Corruption**

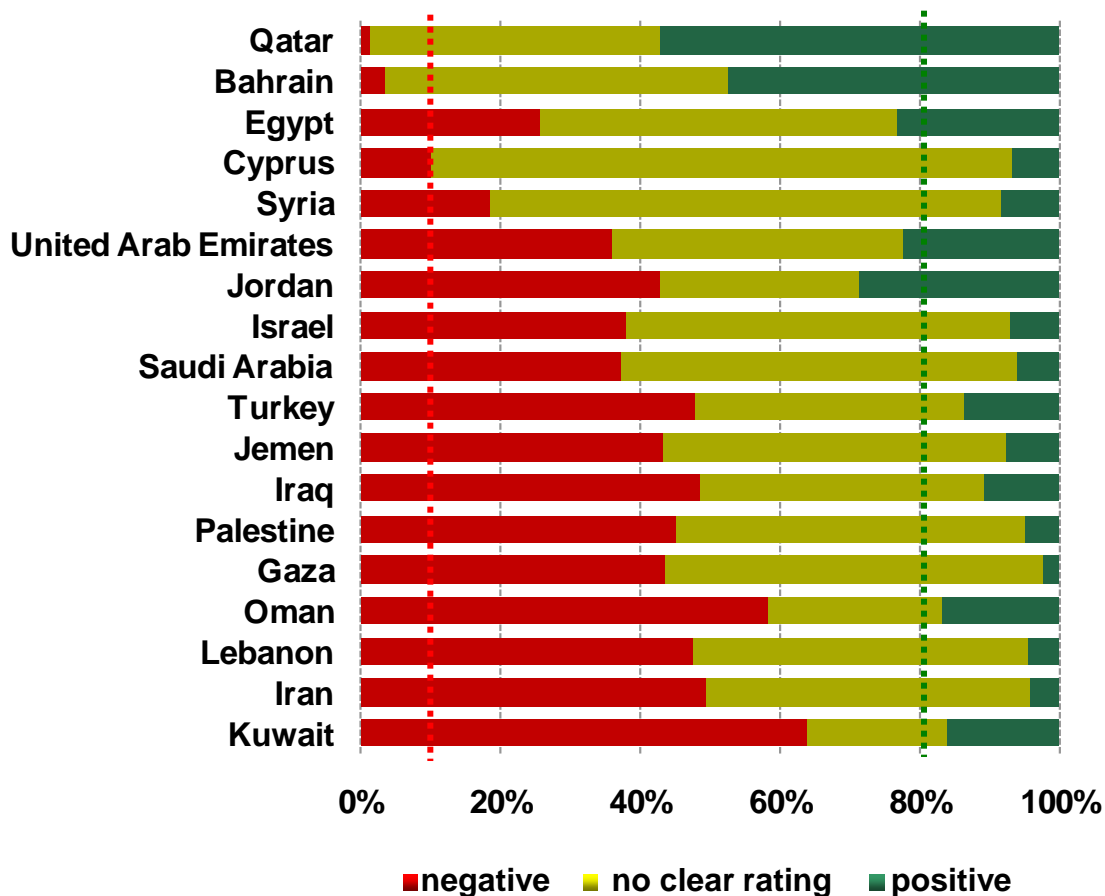
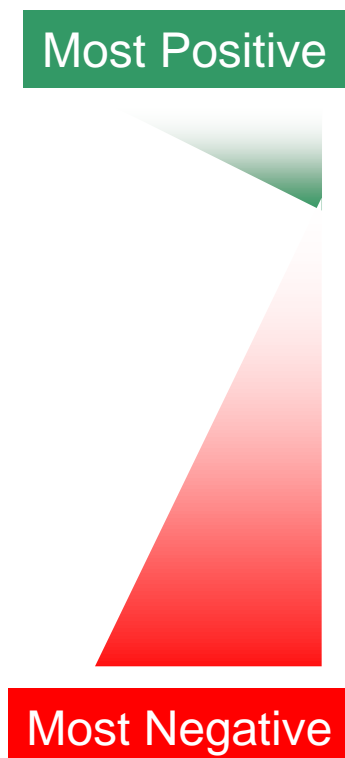
**Culture**

**Domestic Political Issues**

**International Relations**

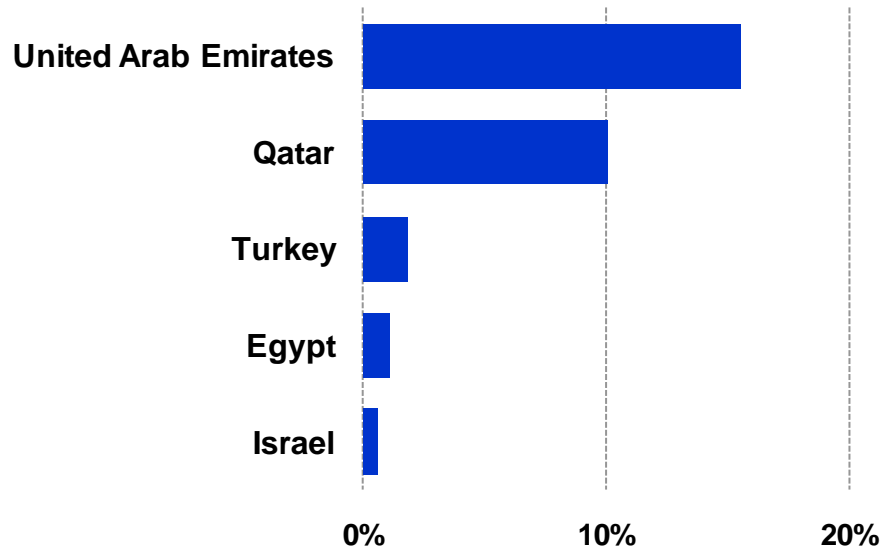
**Analyst opinion**

# Qatari ratings exemplary in 2009-2010

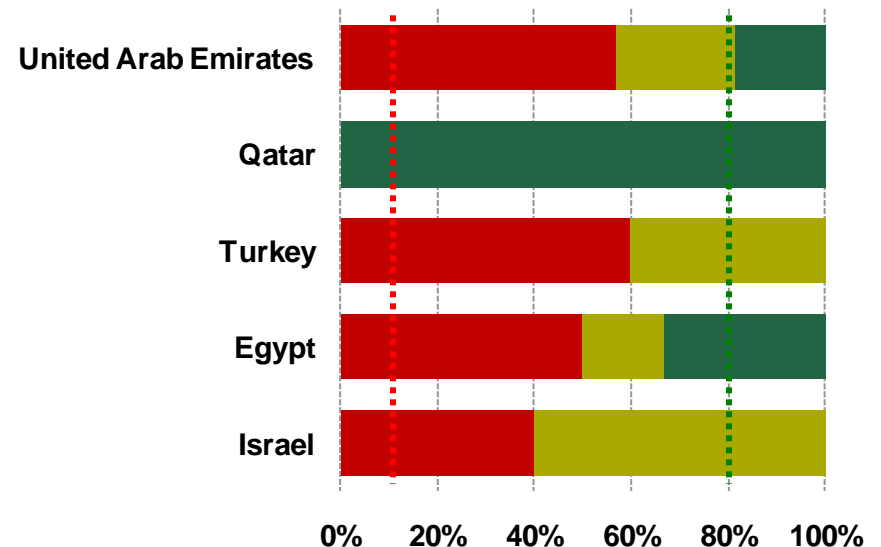




# Dubai struggles as Qatar buys the world



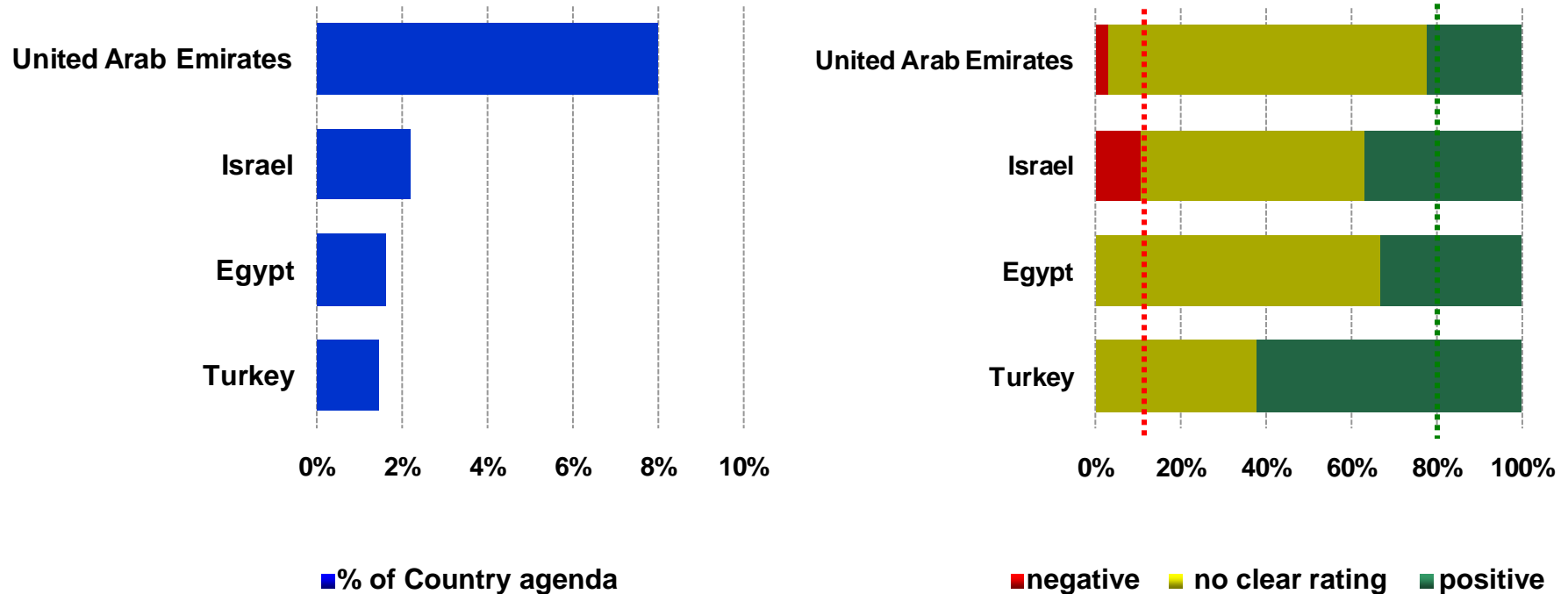
■ Share of all reports on MENA countries



■ negative ■ no clear rating ■ positive

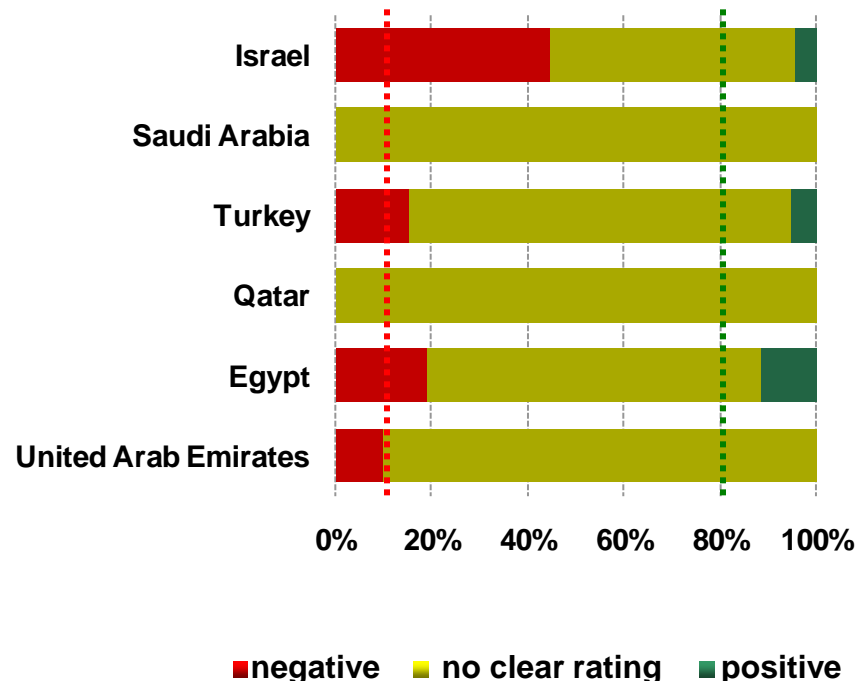
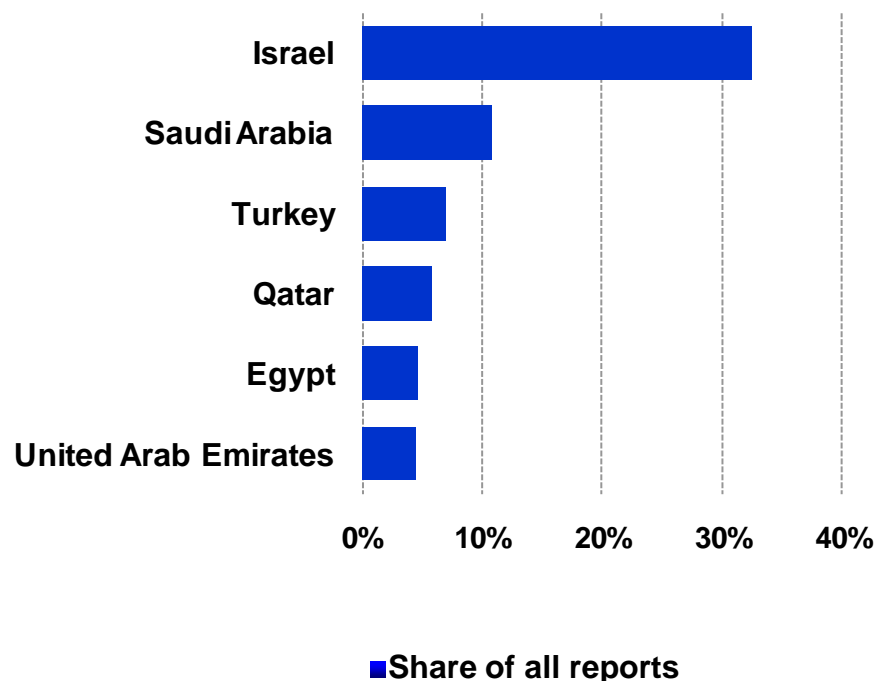
Note: Only the countries with more than 5 reports on this issue category are shown

# Architecture puts UAE on the world map



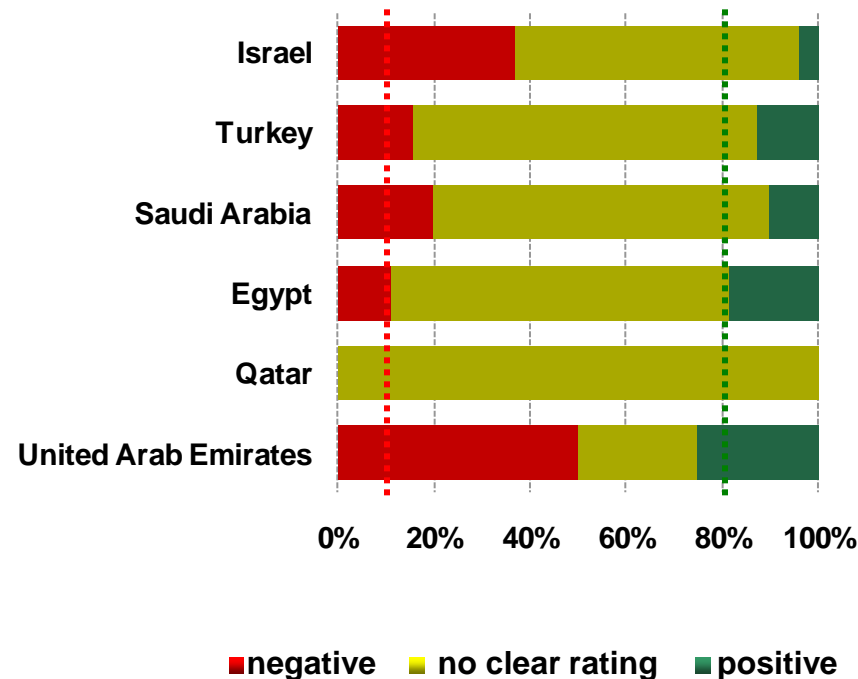
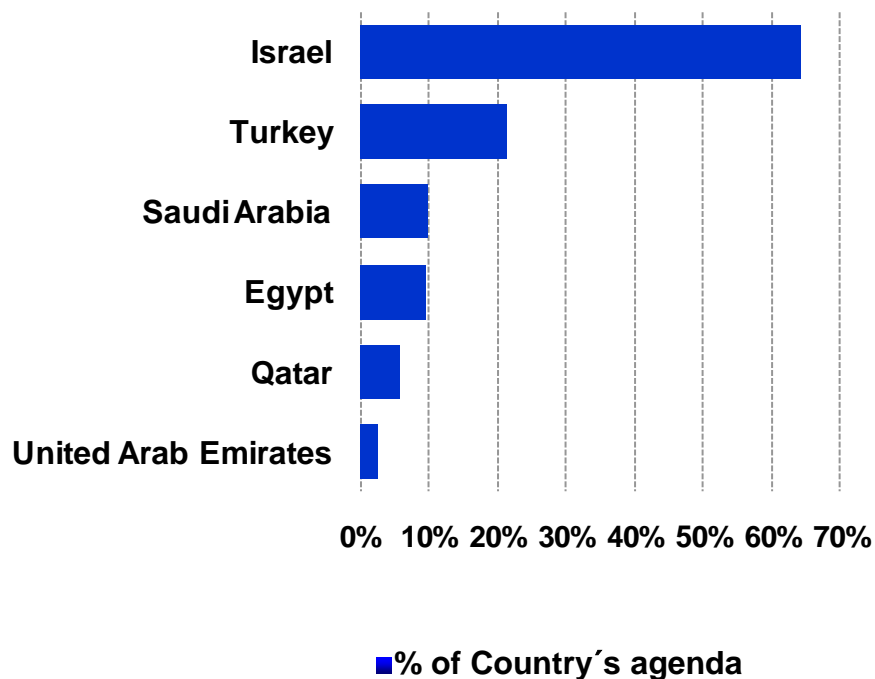
Note: Only the countries with more than 5 reports on this issue category are shown

# Israeli internal politics a key for the future



Note: Only the countries with more than 5 reports on this issue category are shown

# Egypt and Turkey benefit from active role



Note: Only the countries with more than 5 reports on this issue category are shown

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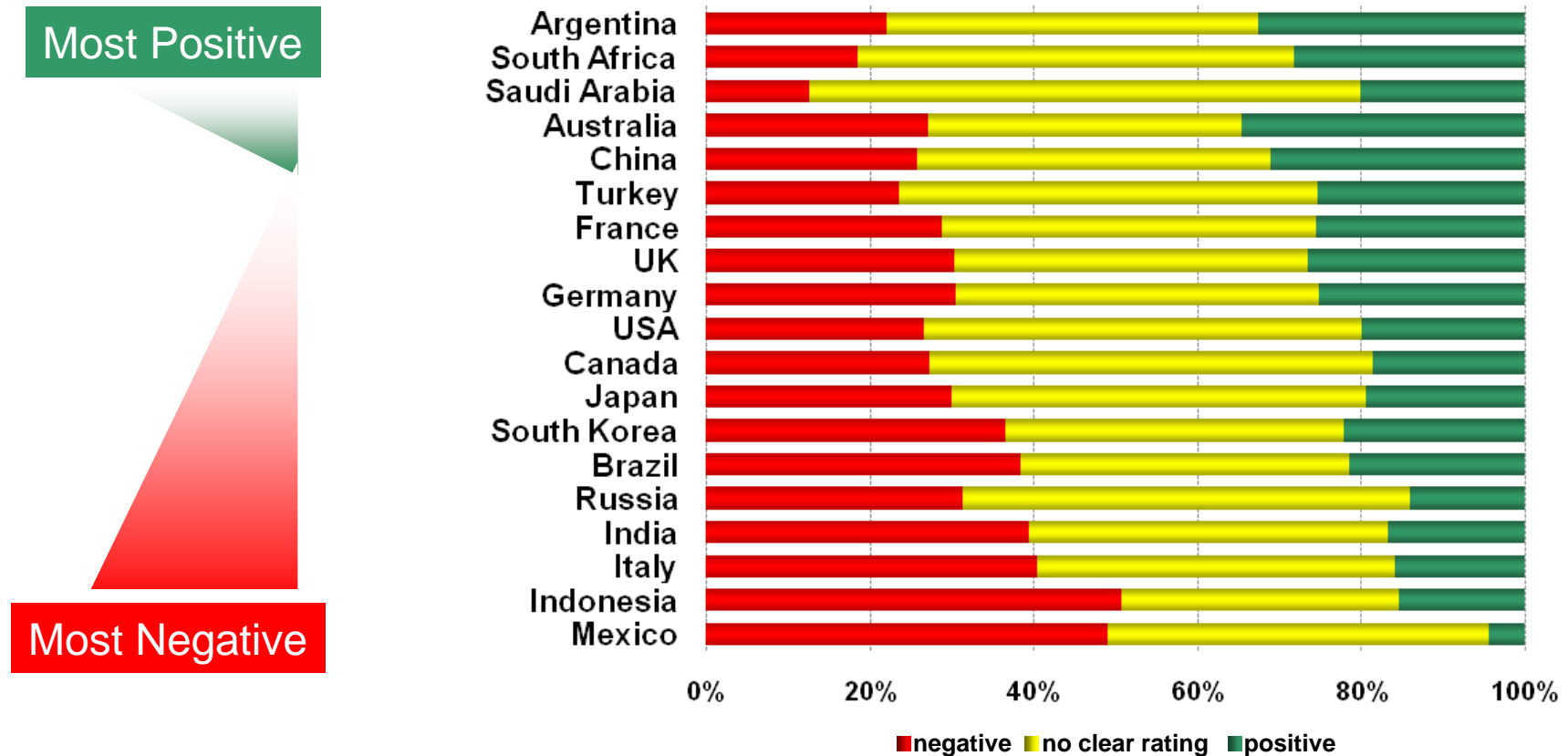
## G 20 Award



Basis: 24,019 reports in foreign reporting  
in 36 international leading media

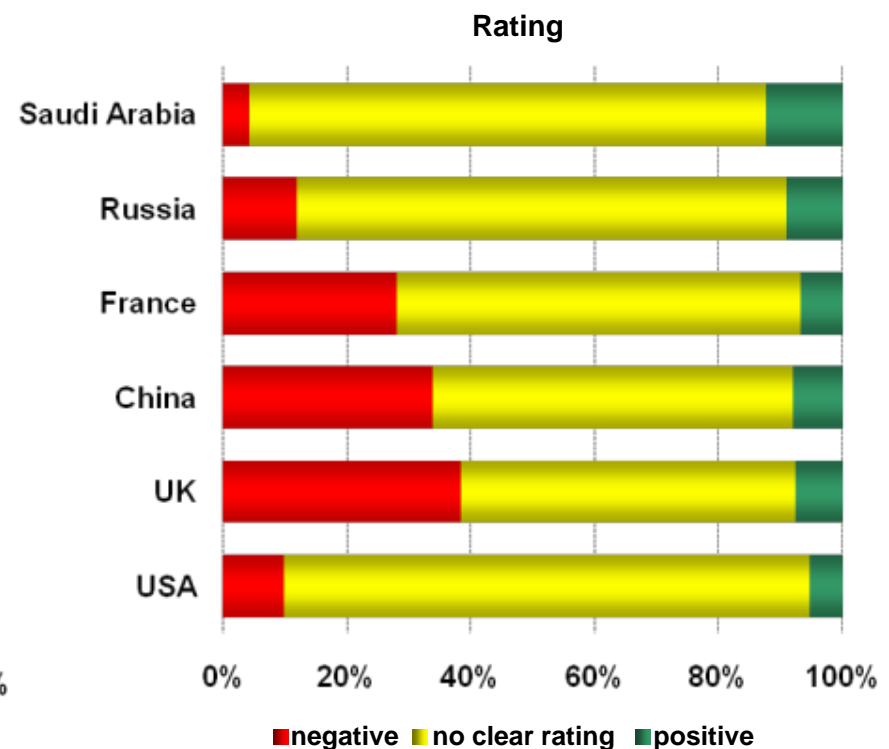
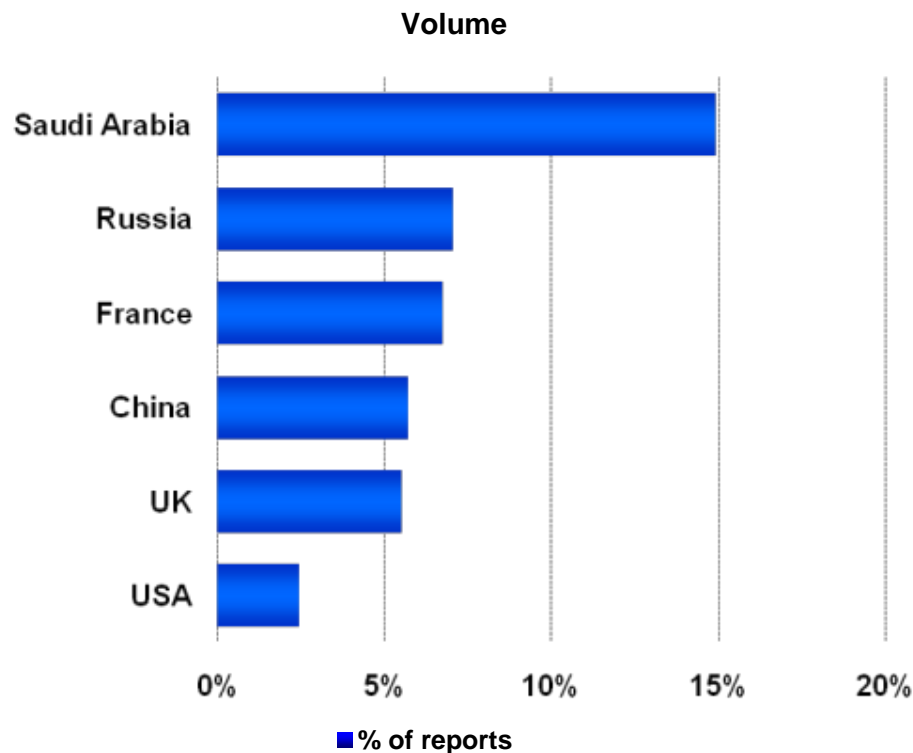
06/2008-06/2009

## G20 countries with a very mixed profile



# Saudi Royals representing their country

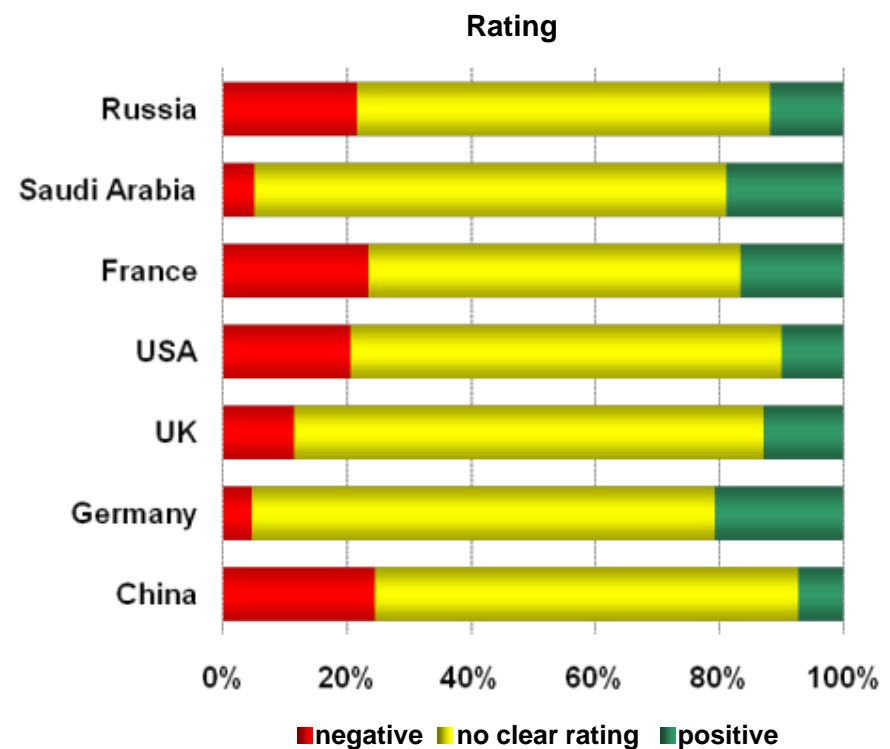
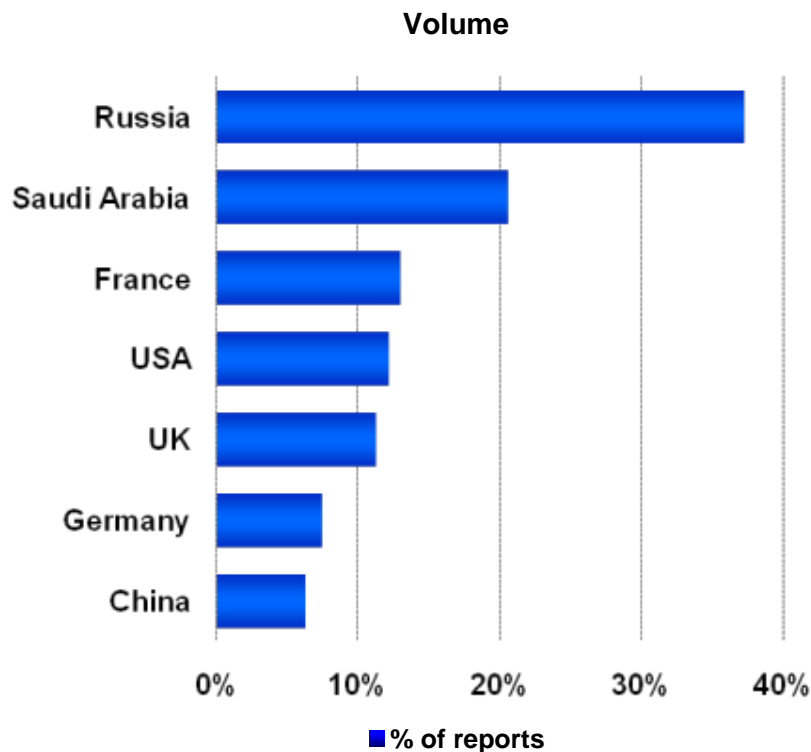
Internal politics



Note: Only the countries with more than 20 reports on this issue category are shown

# Russia's foreign role a key to its image

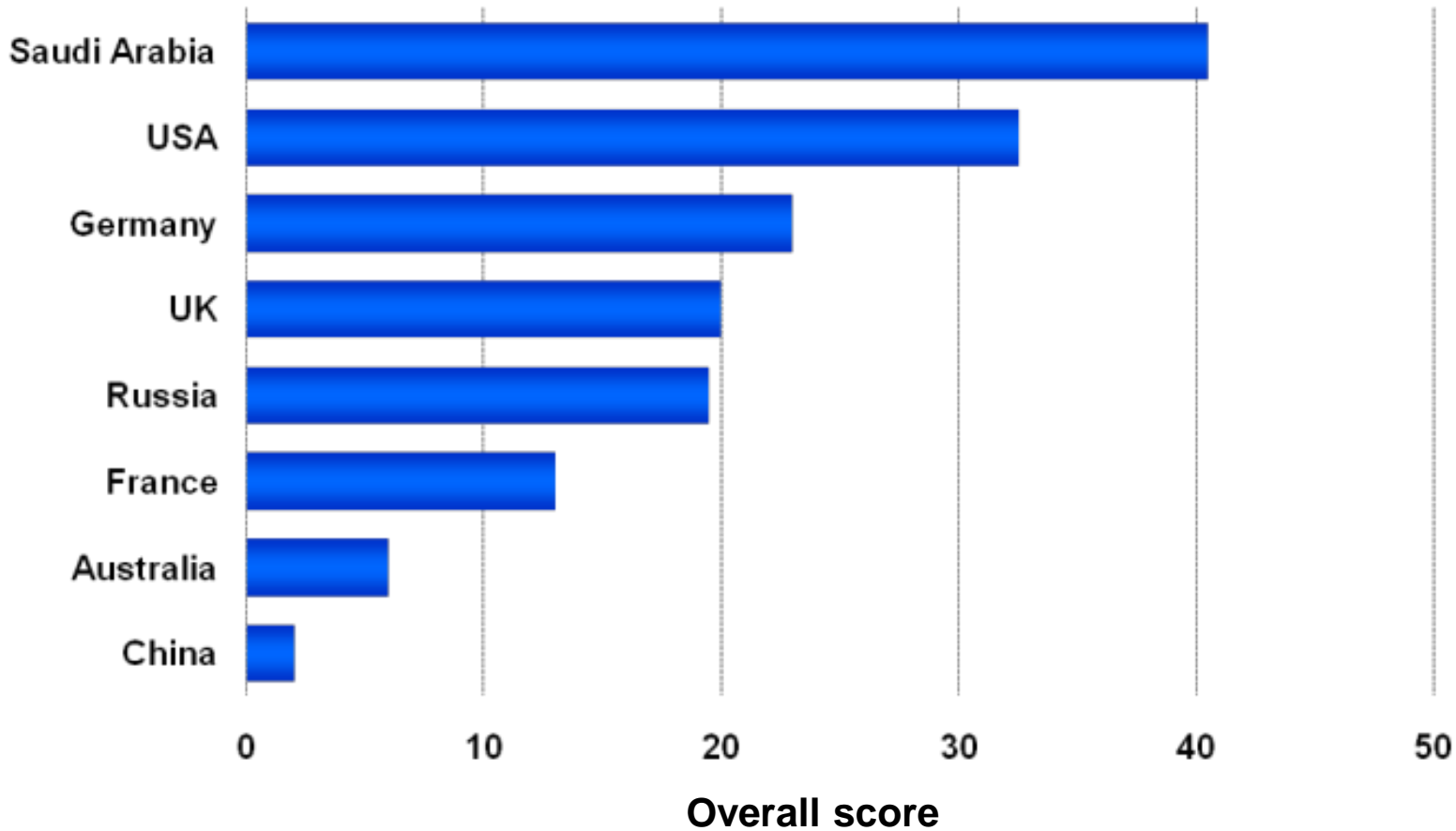
## International Affairs



Note: Only the countries with more than 20 reports on this issue category are shown

# Top Overall scores

Score calculations



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## Special Award

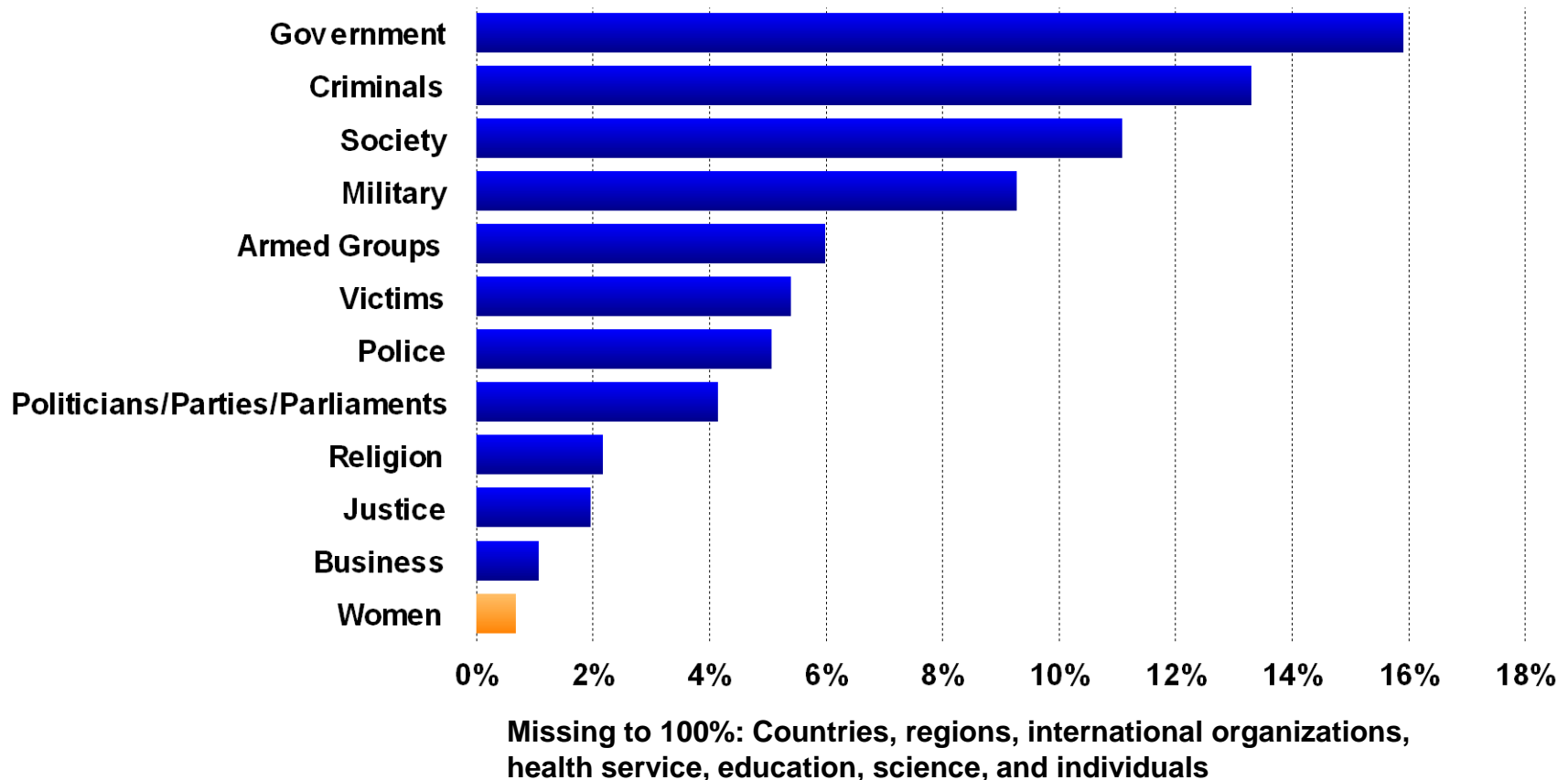


Basis: 31,736 news stories on crime, crime prevention, war and international conflicts

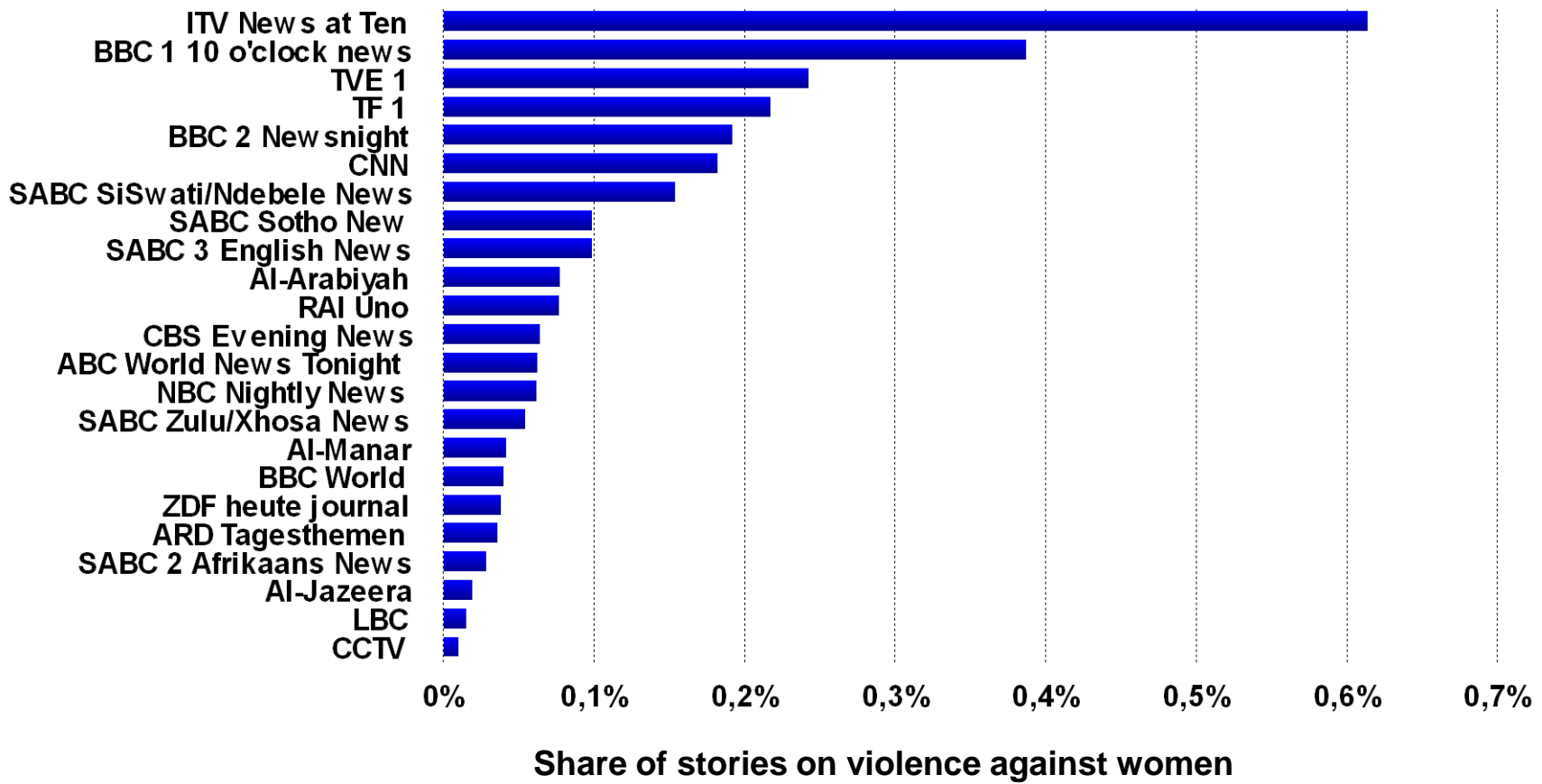
01-09/2010



# Violence: Who is Involved?



## British News Most Aware of Violence Against Women



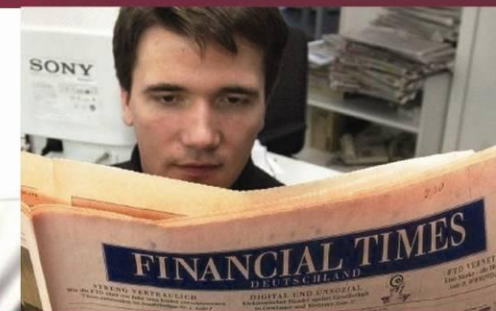
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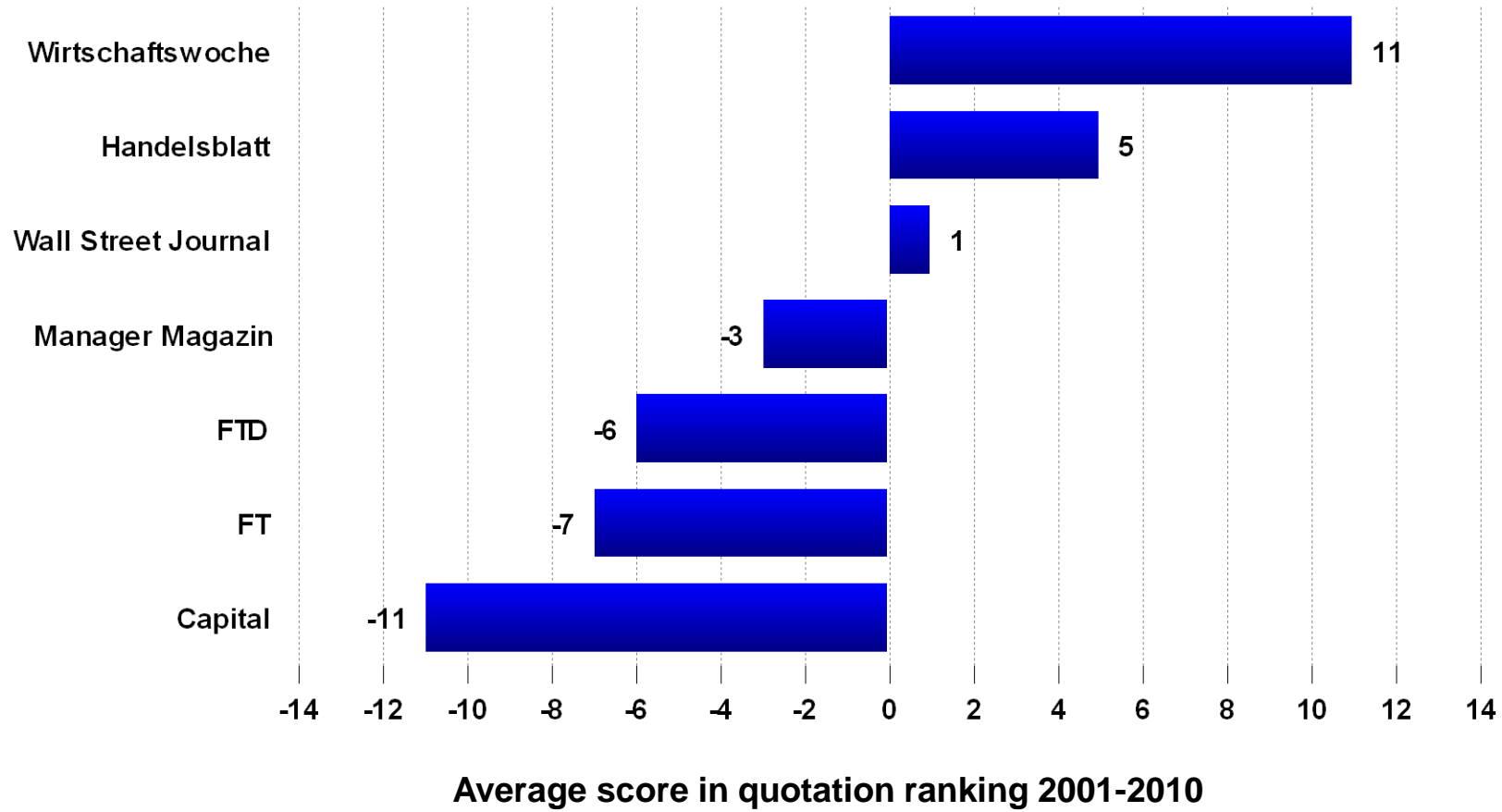
## Agenda Setter Award Business Media



Basis: 68,030 quotations  
in 14 German print and television media

2001-2010

## Wirtschaftswochen made up most positions



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