

MEDIA TENOR

Agenda Setter Award 2007

Basis:
140.651/293.882/109.689/168.885/60.308 news stories in 22
international TV news programs, 33.059 news stories in 6 German
dailies

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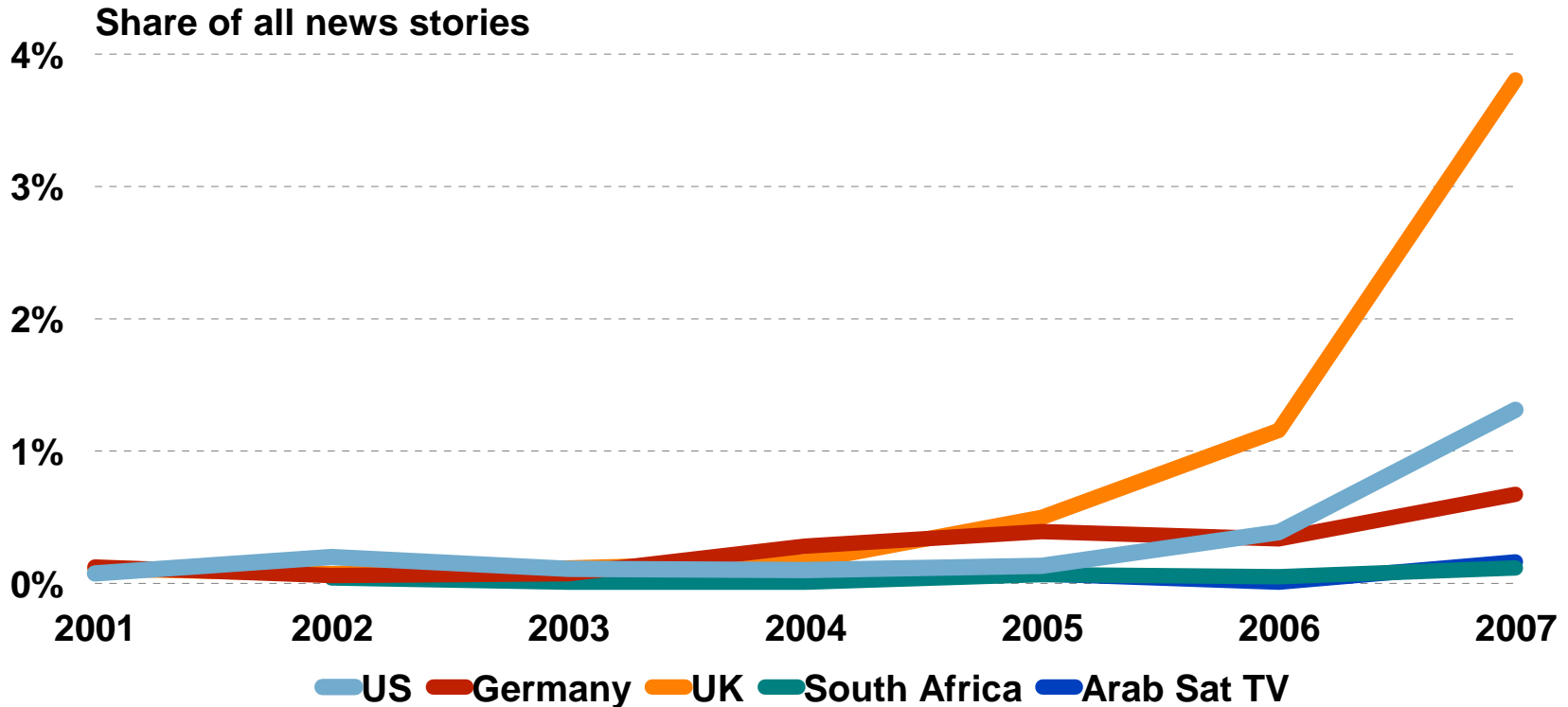
Agenda Setter of the Year 2007

This special award was given for the first time four years ago. In this category Media Tenor awards, based on content analysis data, the Agenda Setter of the year. Media Tenor looks on which media or particular journalist brought additional value to the media outcome by choosing the topics of society interest.

Winner of this year Agenda Setter of the Year 2007 became Die Tageszeitung. This year's most salient issue was - of course - global warming. Looking only at the patterns of TV coverage, one would surmise that the dangers of climate change were suddenly revealed in the last two years (chart 1). Contrary to most other outlets TAZ has kept global warming on its agenda for a long time - but even in 2007 the paper kept its lead over its competitors devoting more than double the share of its coverage to climate issues than the second-placed Sueddeutsche Zeitung (chart 2). But TAZ did address climate change in a wider perspective than the other dailies as well: TAZ led as well in terms of its focus on developing countries (chart 3).

Saliency of climate change/climate protection issues in international TV news, 07/2001-02/2007

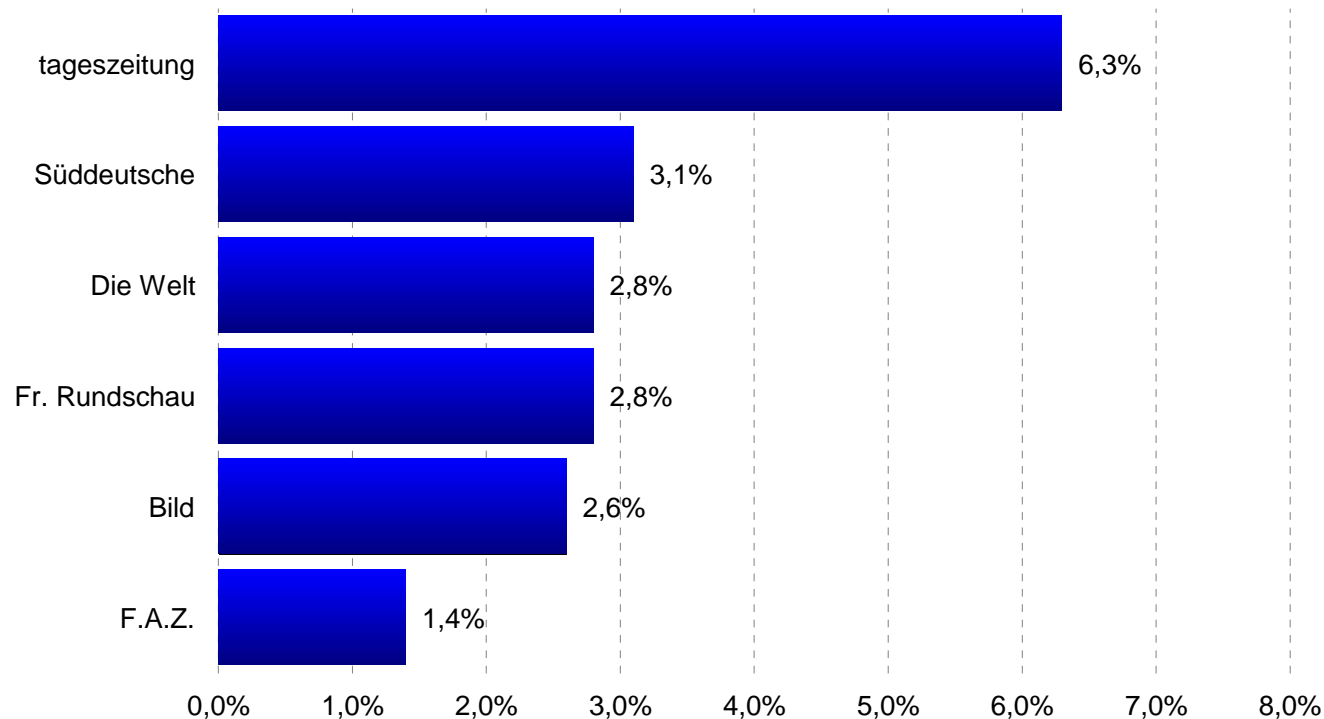
taz with right sensor for upcoming trends



While most outlets dropped environmental issues from their reporting over the last decade, **taz** remained true to its editorial policy. Only when global warming resurfaced as an issue of outmost concern, other outlets rediscovered the topic.

Share of environmental issues, I. quarter 2007

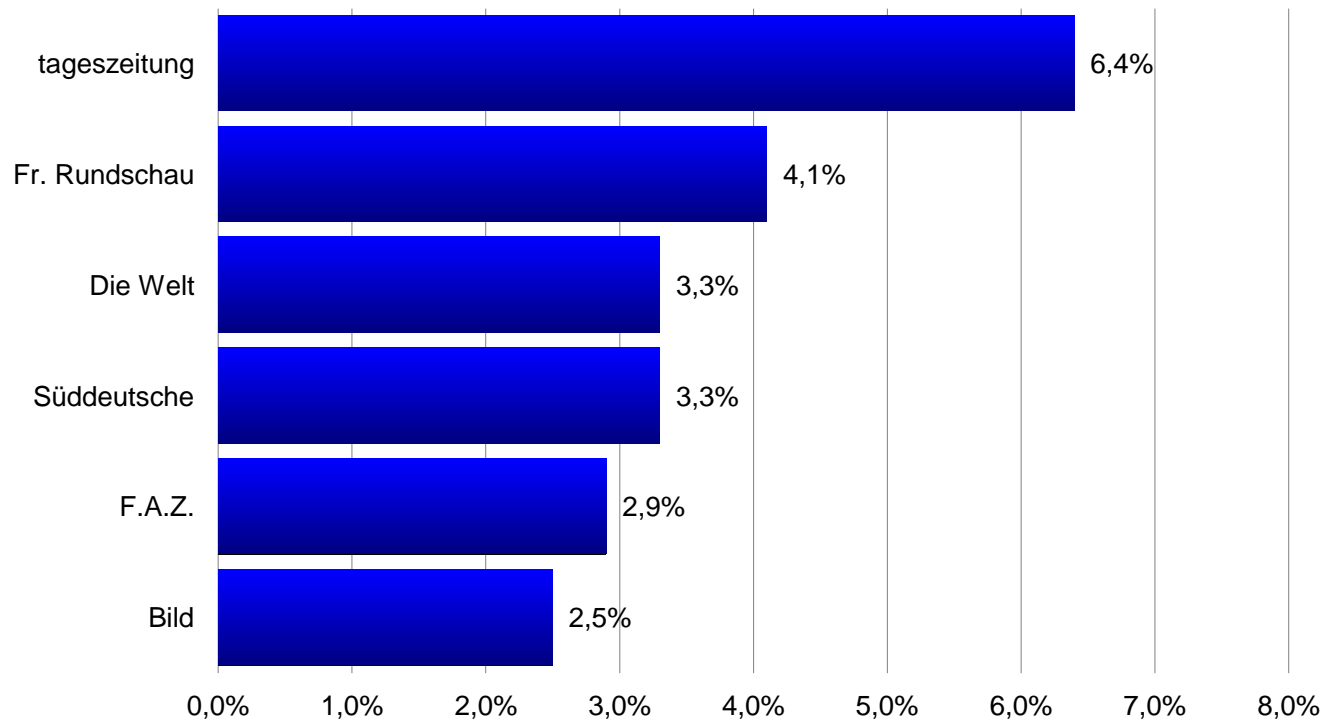
taz focus on environment remains strong



Although reporting about environmental issues soared in the first quarter of 2007, **taz** maintained its lead on the other national papers. In **taz** the share of reports on environmental issues was twice as high as in **Sueddeutsche**, who ranked second in this category.

Share of reports on developing countries, I. quarter 2007

Development issues were not cut from taz agenda



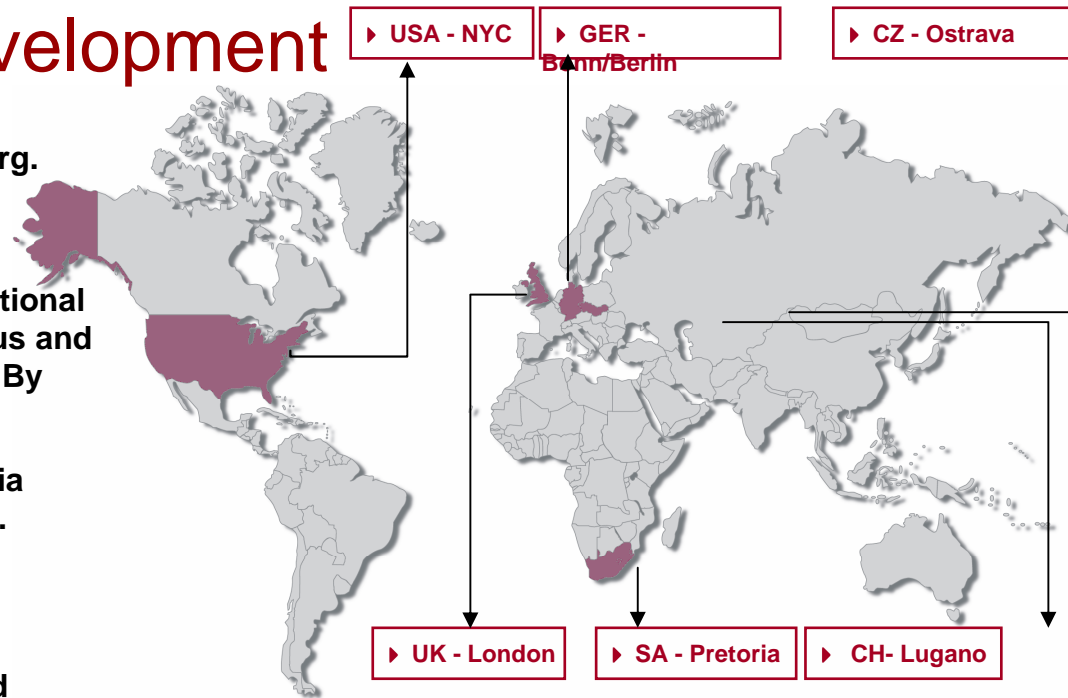
High status countries like the USA and the hot spots of the world dominate reporting in the opinion-leading newspaper, **taz** devoted a notable amount of its reporting towards developing countries.

Agenda Setter Award 2007: Media Set

- **For chart 1:**
ABC, NBC, CBS, Tagesschau, Tagesthemen, Heute, Heute Journal, RTL, SAT.1, ProSieben, BBC 1 6/10 o'clock news, ITV/ITN early and late news, BBC 2 Newsnight, SABC Afrikaans, English News, Xhosa, Soto News, E-TV news, Al-Jazeera, Al-Arabiya
- **Charts 2-3:**
Die Tageszeitung, Fr. Rundschau, Die Welt, Süddeutsche, F. A. Z, Bild

A brief history - our development

- 1985:** InnoVatio Publishing, founded in Fribourg. Specializing in social developments in companies, politics and education.
- 1994:** MEDIA TENOR in Bonn. The first international research institute focusing on continuous and comprehensive media content analysts. By journalists for journalists.
- 1995:** InnoVatio initiated the International Media Monitor Association in Washington, D.C.
- 1996:** Partner institutes in England and Czech Republic opening offices.
- 1999:** 160 analysts in Bonn, Dover, Leipzig and Ostrava.
- 2000:** New partner institutes in Pretoria (South Africa) and London (UK)
- 2003:** 230 analysts in five countries, new offices in Berlin and London.
- 2005:** New offices in Lugano, Windhoek, St. Petersburg
- 2007:** Opening first Media Tenor Institute (Arabic Media Institute) at Emory University/Atlanta US



The Media Tenor Institute for Media Analysis, with partner offices in Bonn (Germany), Ostrava, Prague (Czech Republic), New York (USA), London (UK) Pretoria(South Africa) , Windhoek (Namibia), Lugano (Switzerland), St. Petersburg (Russia) analyses day-by-day the news, opinion and financial sections of leading international newspapers and television news programs. More than 230 analysts analyze the content of over 200 leading media in 34 languages on all continents.