

MEDIA TENOR Global TV Award 2007

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32 international news media. 1 July 2006 – 31 June 2007

A total of **217 661 Reports** in 32 international news media
in the period of 1 July 2006 – 31 June 2007 have been analyzed for this award

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MEDIA TENOR Global TV Award 2007

Now in its 8th year, the Media Tenor International TV awards for diversity rewards news programmes that deliver not only a variety of issues and newsmakers to their audiences, but also those that report issues that normally fall below the regular media awareness threshold. For the analysis period 1 July 2006 – 30 June 2007 these considerations formed the basis for the 2007 award. 32 international television networks from 10 countries were analysed and 13 criteria applied.

Media analysed this year originated from Germany, the United Kingdom, the United States, Italy, Switzerland, South Africa as well as five Arab countries (Lebanon, UAE, Iran, Egypt and Qatar). Particular emphasis was placed on selecting criteria that, taking cultural, geographical and religious issues into account, would be applicable in more or less equal means to all the countries analysed, particularly in the categories that deal with agenda-cutting topics. While this posed challenges particularly for the Arab media, who, for instance in the case of Al Jazeera, did not represent individual country news programmes per se, but regional programmes, the general assessment of balance, diversity and uniqueness were applied.

For the winners, the results indicate that it is possible to have diversity despite dominant current affairs or pressure to report human interest stories to boost readership figures. On the other side, the results also show that news broadcasters, striving for language diversity or political correctness ultimately might lose the battle for content diversity.

Media • Analysis • Impact

Agenda

- ✓ Methodology & Criteria
- ✓ Global TV Award
- ✓ Media set

The Nominees

ARD Tagesthemen	ZDF heute journal	
RTL Aktuell	SAT 18.30 Tagesschau	heute
Pro 7 Nachrichten	Six o'clock news BBC1	
Ten o'clock news BBC 1	ITN Early Evening News	
News at Ten (ITV)	Newsnight on BBC 2 Rai 1 (TGI)	
Tagesschau (Schweiz)	NBC Nightly News	ABC World News Tonight
CBS Evening news	Fox: Special Report	Al Arabiyah
Nile News Al-Manar TV	Al Jazeera News at One (RSA)	
News at 10 (RSA)	Afrikaans news (RSA)	e-tv news (RSA)
English news (RSA)	Zulu/Xhosa news (RSA)	Sotho news (RSA)
SiSwati/Ndebele news (RSA)	Venda news (RSA)	

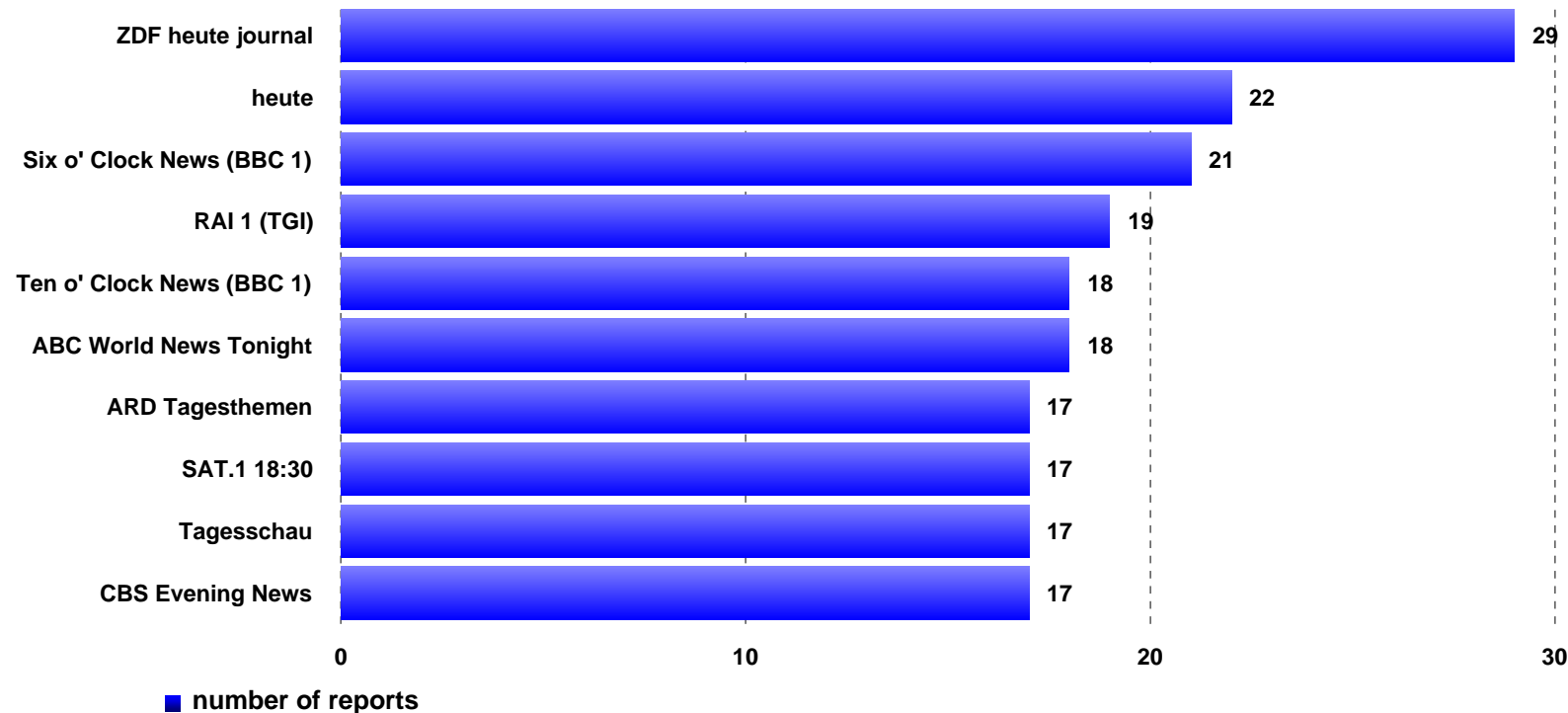
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Criterion 1: Diversity of issues: domestic news

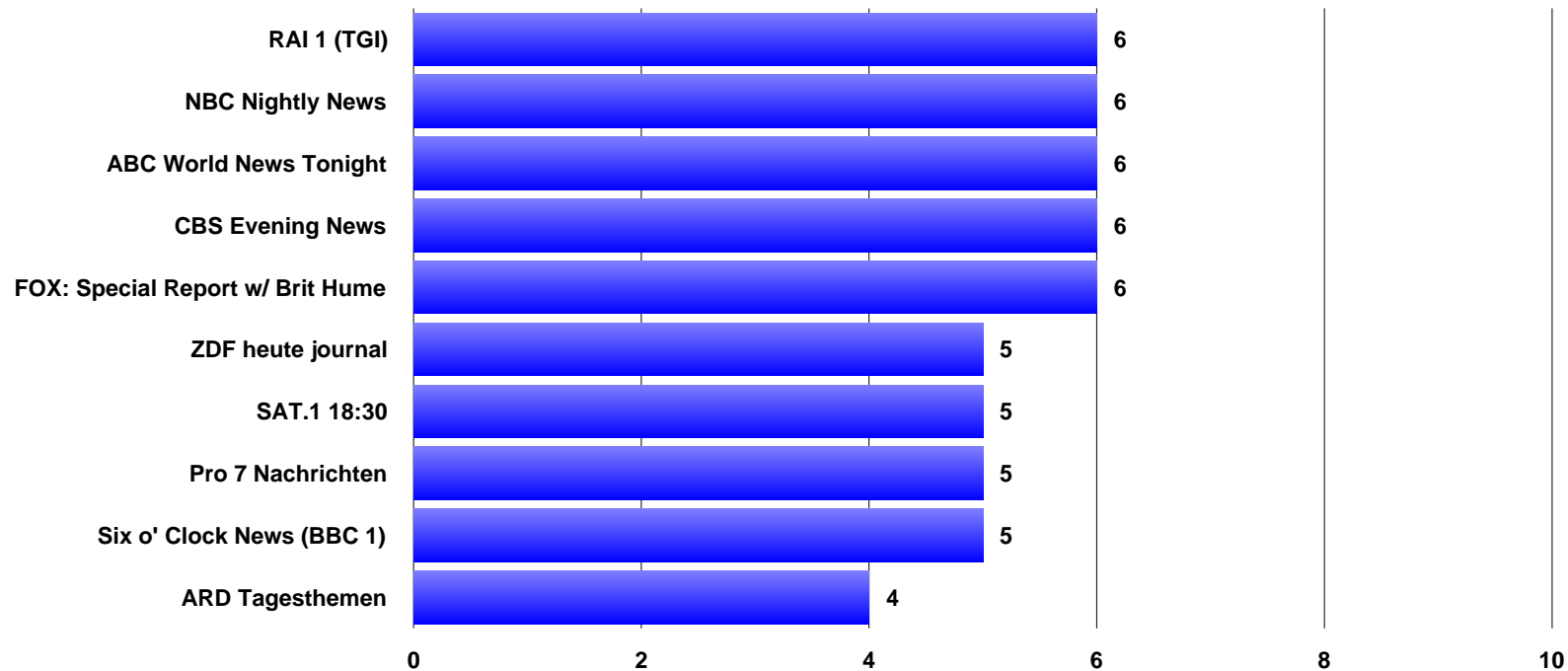
Number of individual issues in core reporting





 Diverse domestic coverage is critical to quality reporting. On average, 12 topics were discussed by each media outlet in their coverage. German media in particular showed a wider range of topics.

Criterion 2: Diversity of protagonists

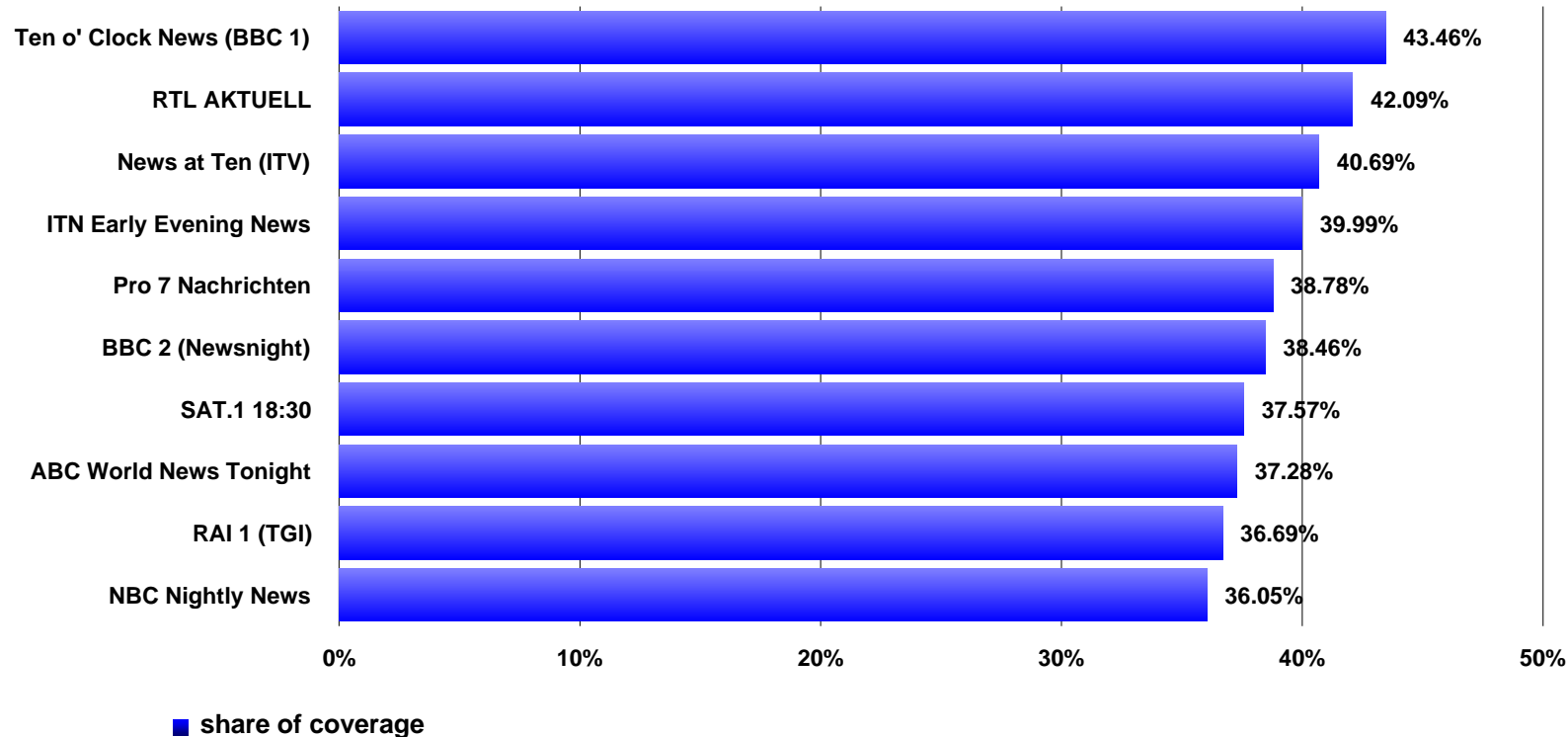
A narrow focus on newsmakers




 In general, the diversity of newsmakers/protagonists presented in TV media is relatively low, with most broadcasters focusing on the same subjects (government, companies etc). Compared to the previous year, **RAI** made the greatest improvements.

Criterion 3: Share of non-sensational coverage of **foreign countries**

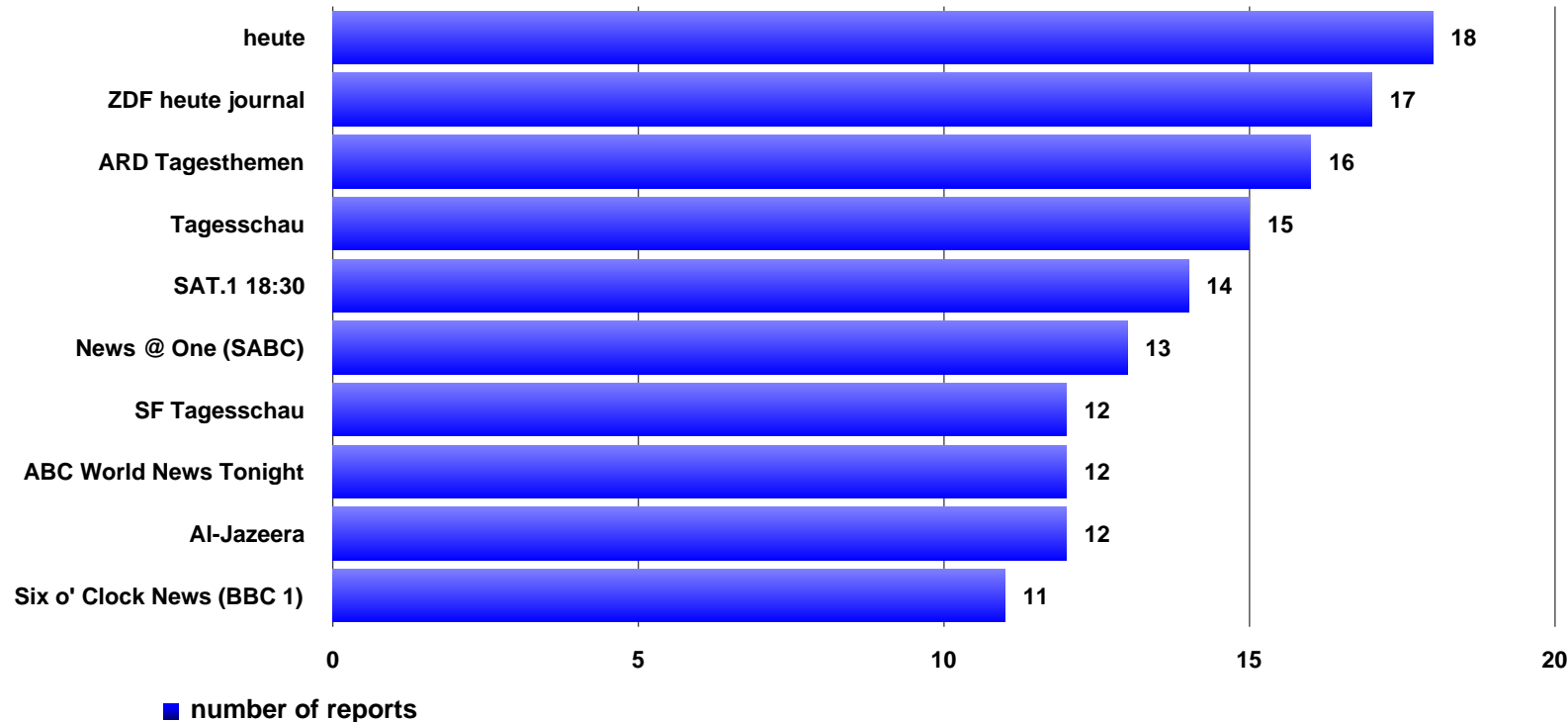
Sensational news continues to dominate foreign reporting



Generally, sensational and negative news continued to dominate international reporting. British and German television programs displayed the greatest share of balance in reporting on foreign countries.

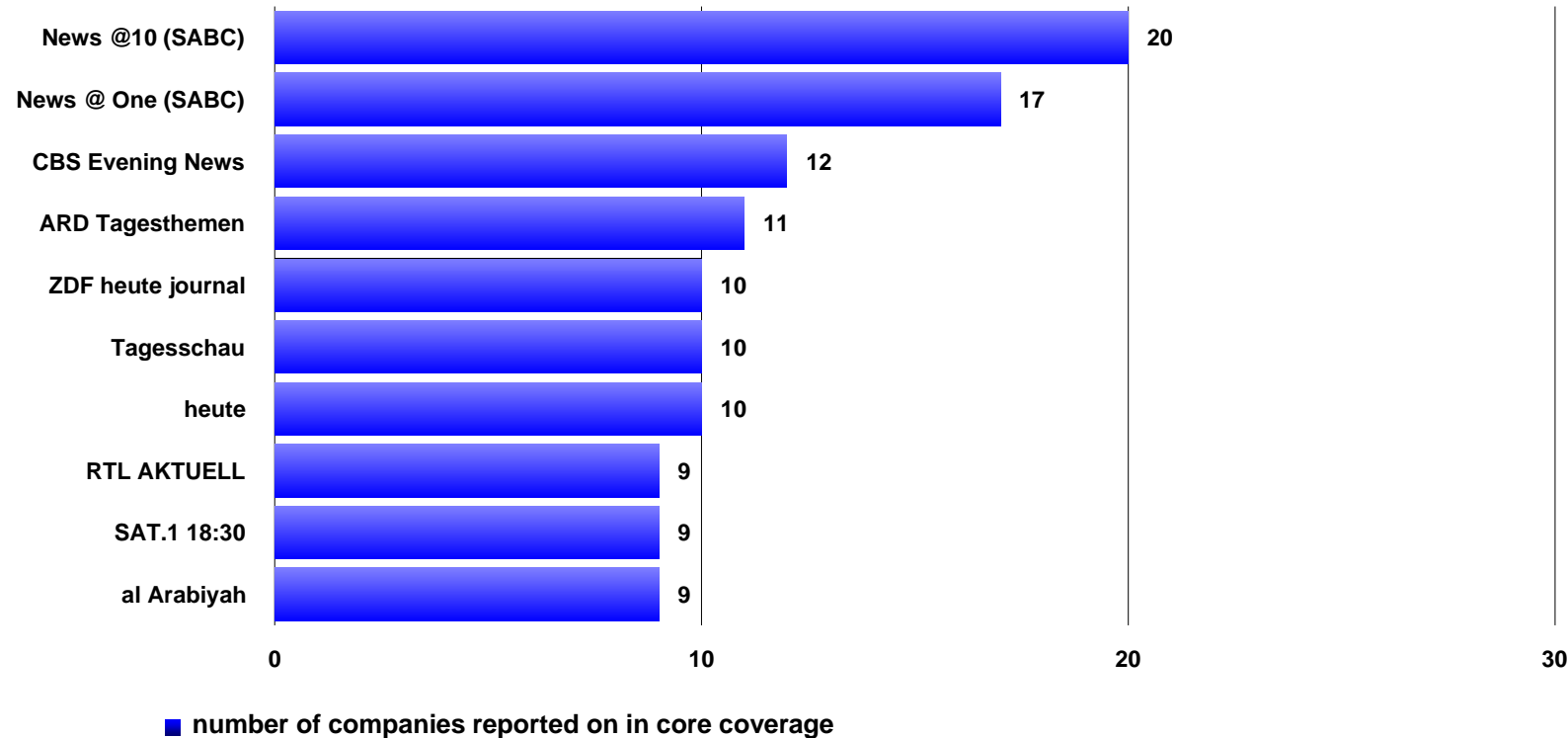
Criterion 4: Diversity of foreign countries reported in **non-sensational coverage**

Of the 194 countries available, only 10% receive coverage



Although opinions on this issue differ, there are around 194 countries in the world. Yet coverage in most television news, particularly when focused on non-sensational coverage, highlights only a maximum of 18 countries.

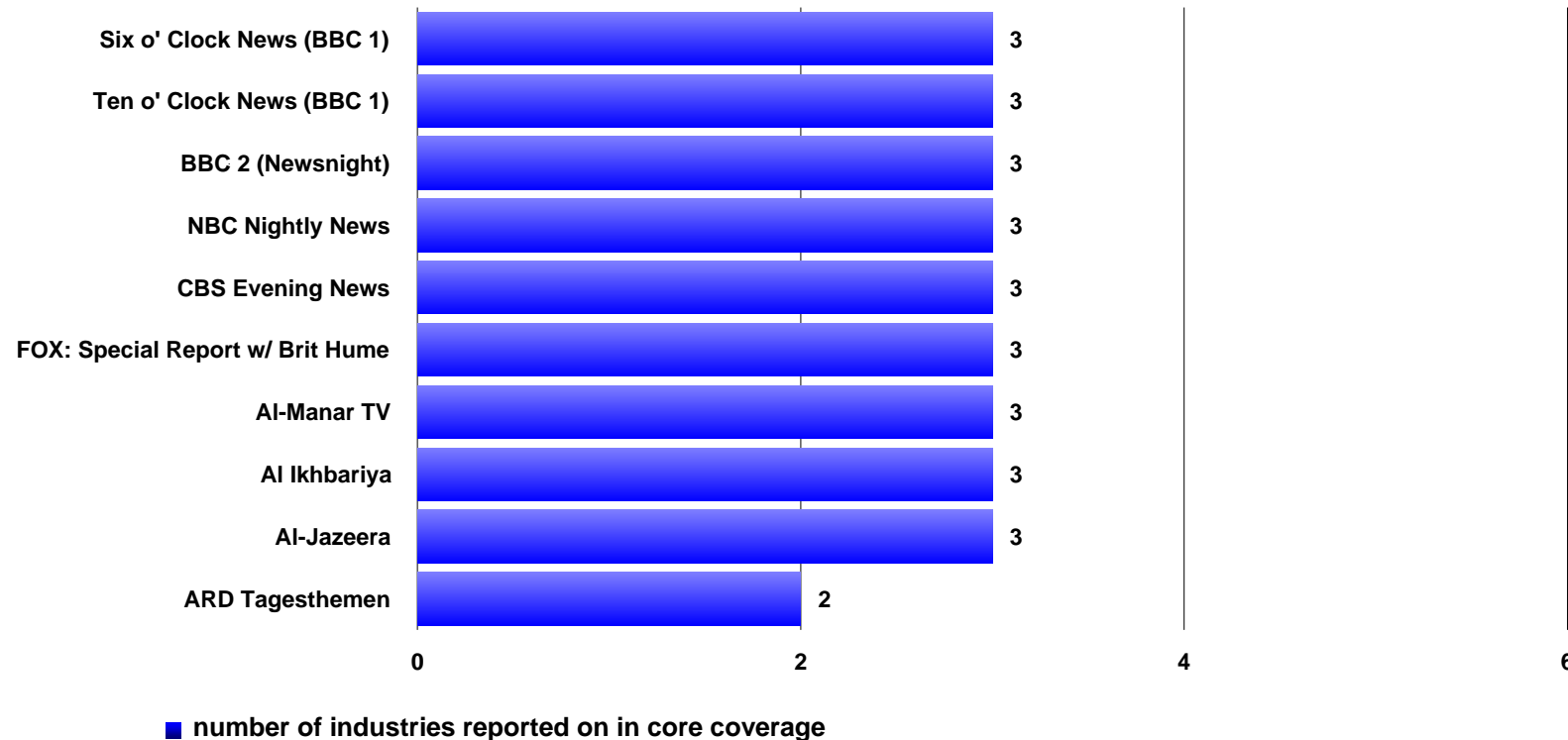
Same companies continue to dominate news



▶ In terms of reporting on companies, the same large corporations generally receive coverage in television news. Blue chips and large corporations dominated, and small and medium enterprises received particularly little television coverage.

Criterion 6: Diversity of reporting on **industries**

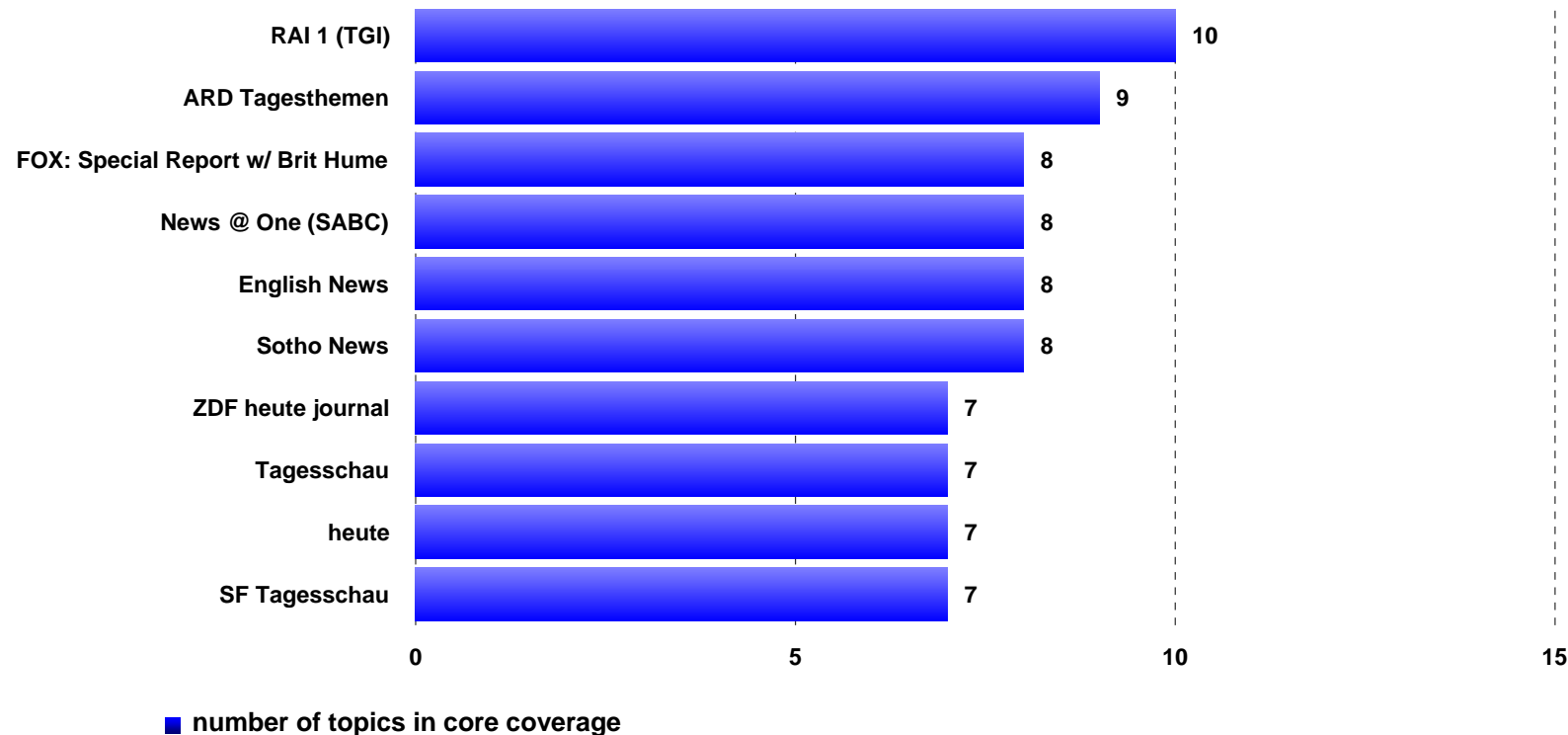
A maximum of three industries are covered



Like company coverage, the analyzed television media seemed to focus on the same types of industries in their reporting. Financial services, banking and insurance received the most attention globally.

Criterion 7: Diversity of topics in reporting on **companies**

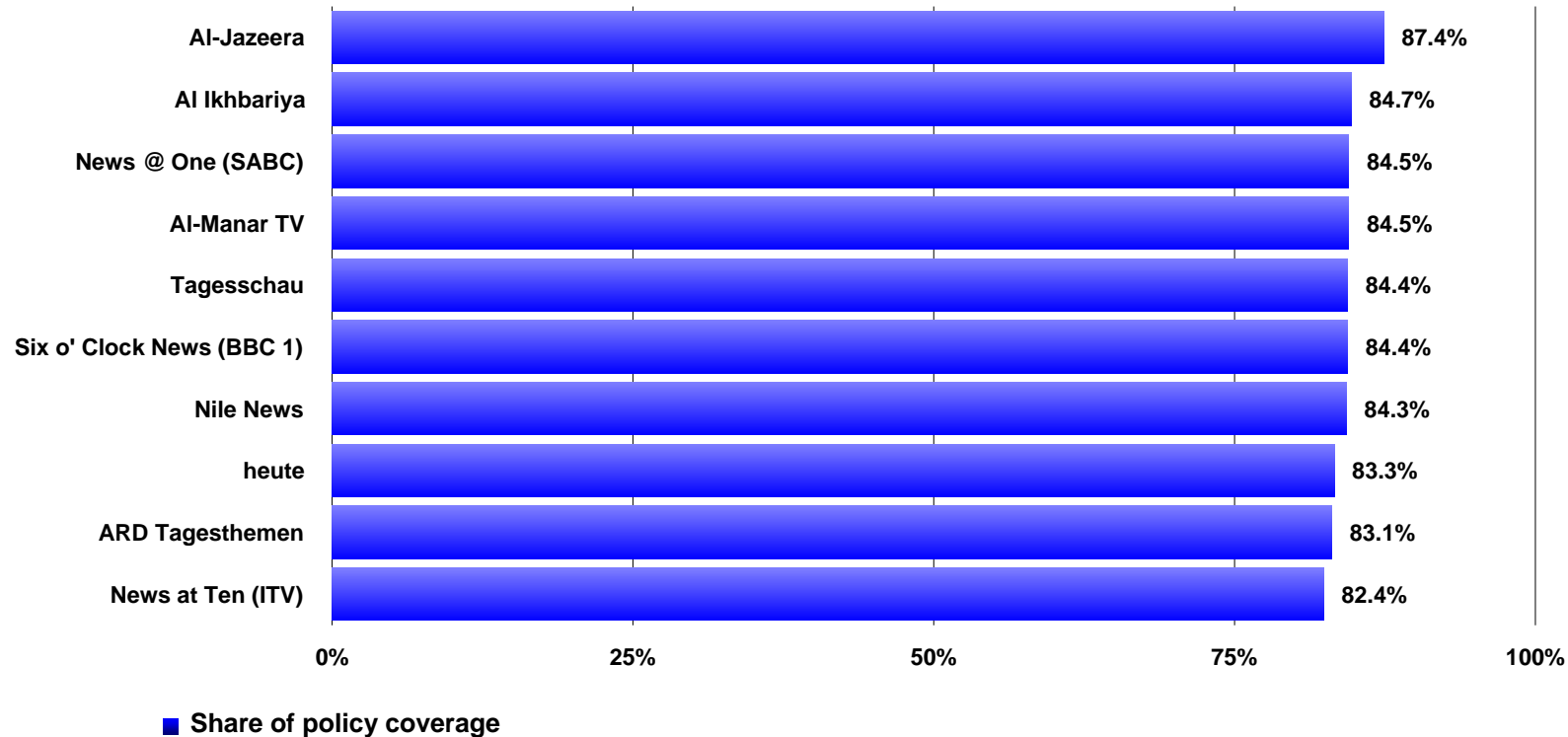
Financial reports, crises – and little else



▶ Outside of specified business coverage, TV news programs seem to have trouble reporting on companies. Unless financial reports are presented or crises occur, coverage displays little company diversity.

Criterion 8: Reporting on governments: **policy vs. non-policy coverage**

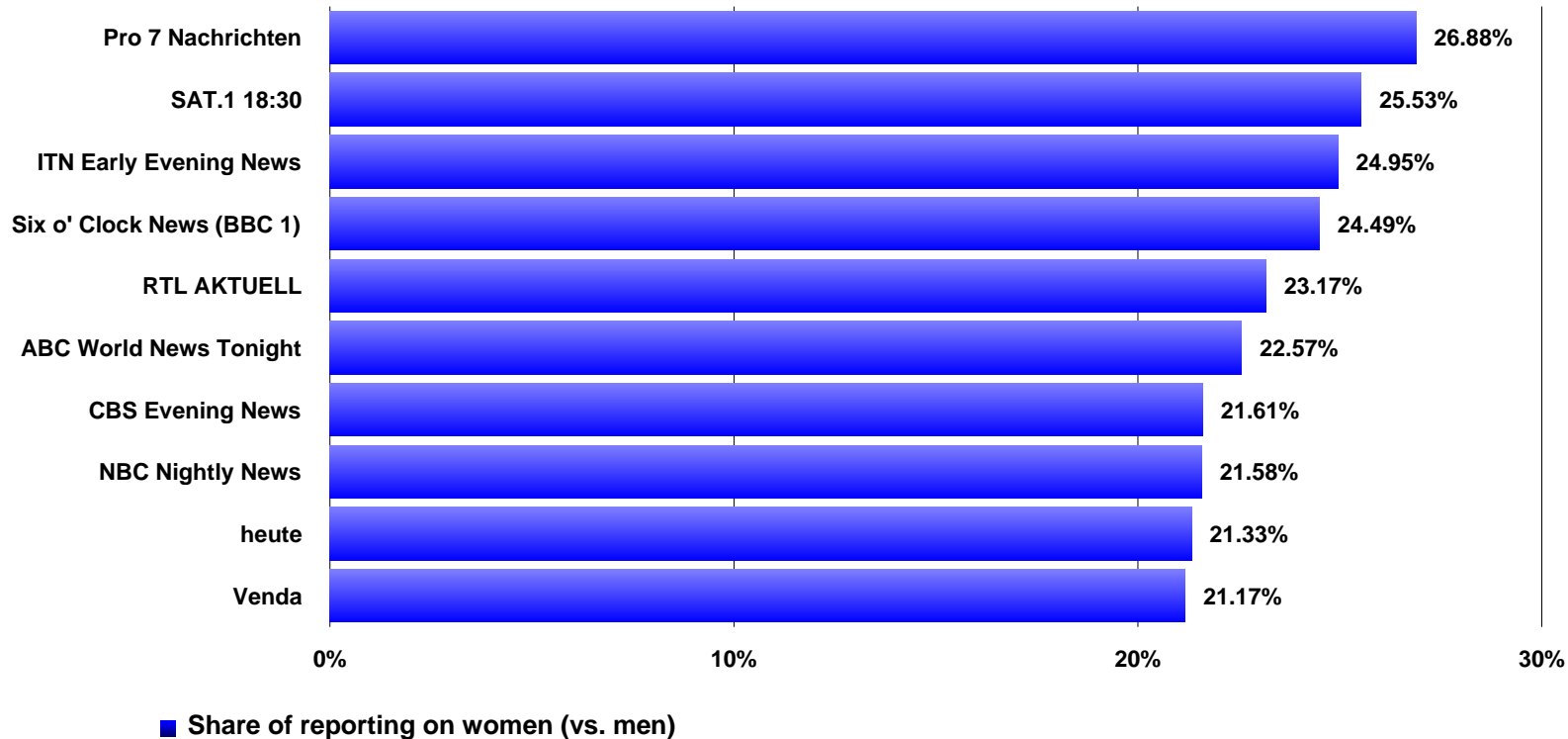
Arab media focus most heavily on policy issues



Arab media displayed the most coverage of policy issues, reporting on both their own and foreign governments. Consuming an average of 76% of overall coverage per outlet, the share of policy coverage generally improved from last year.

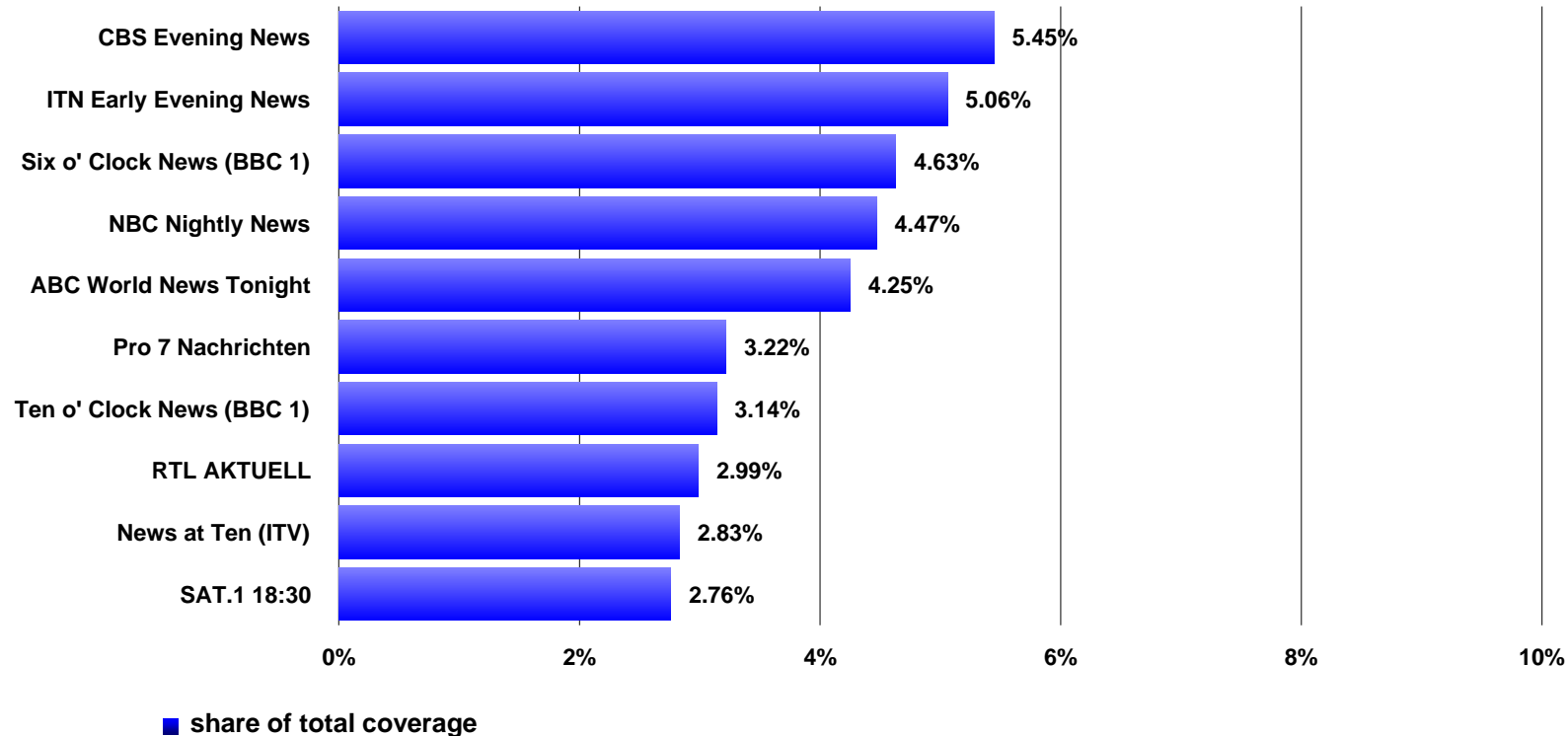
Criterion 9: Share of coverage of **women**

Women rarely "make" the news



▶ In terms of people quoted/shown on television news, men continue to dominate the picture. While Germany's private networks dedicated a higher share of coverage to women, this coverage centered on sensational and negative/catastrophic news.

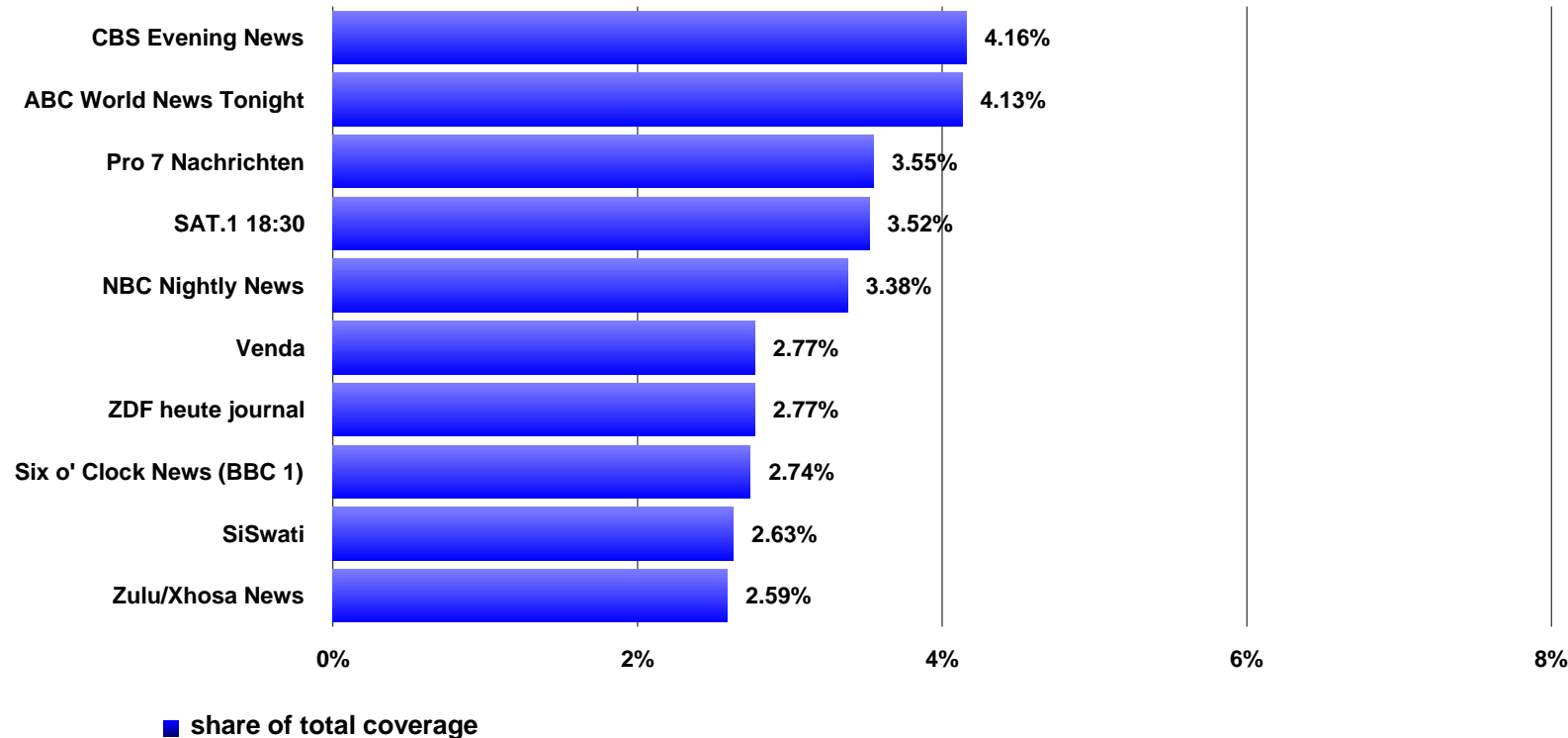
Health not on the agenda in South African media



Despite health issues dominating the social sphere of South Africa, television news devoted exceptionally low coverage to health, a topic that received considerably higher attention in US and British television.

Criterion 11: Agenda-cutting in education coverage

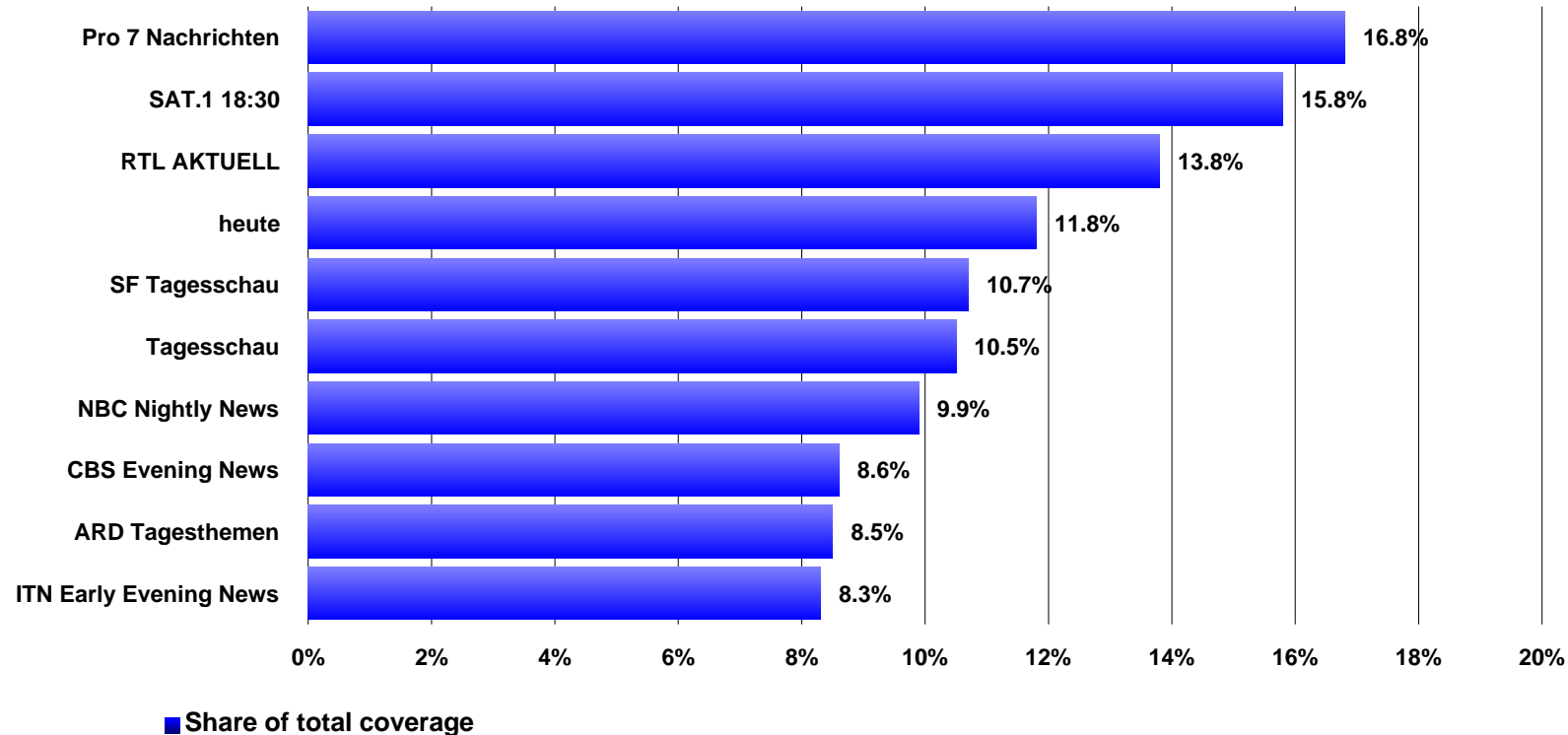
Munich has the masterminds...



US television media again showed a greater focus on a topic that other broadcasters shied away from: education. South African television provided more coverage here than they did in with health issues.

Criterion 12: Agenda-cutting in **environment coverage**

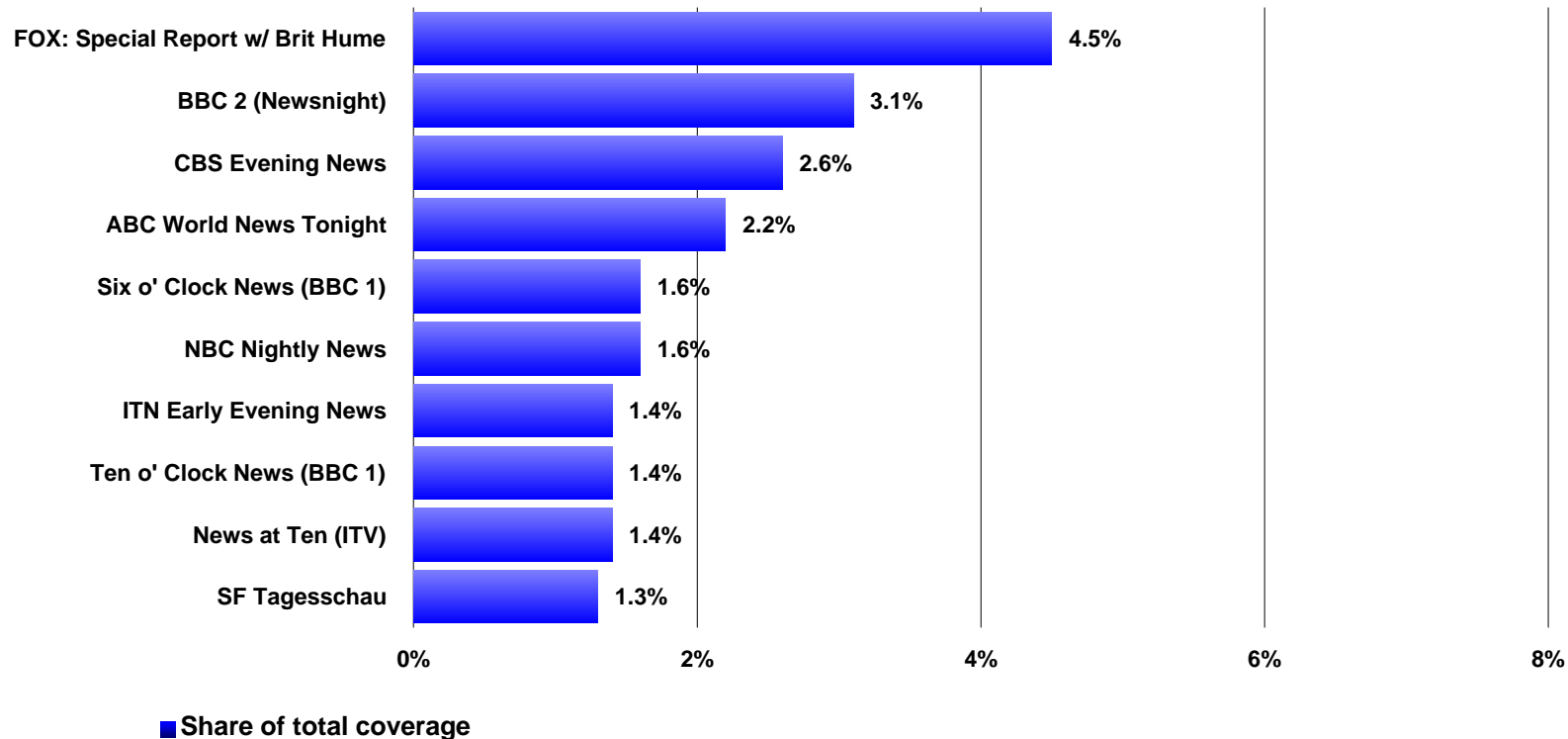
Germans traditionally ahead



Traditionally, Germans are associated with a high sense of environmental consciousness, which is reflected in the amount of media coverage of environmental issues. Arab and South African media focused less on the environment.

Criterion 12: Agenda-cutting in **democracy coverage**

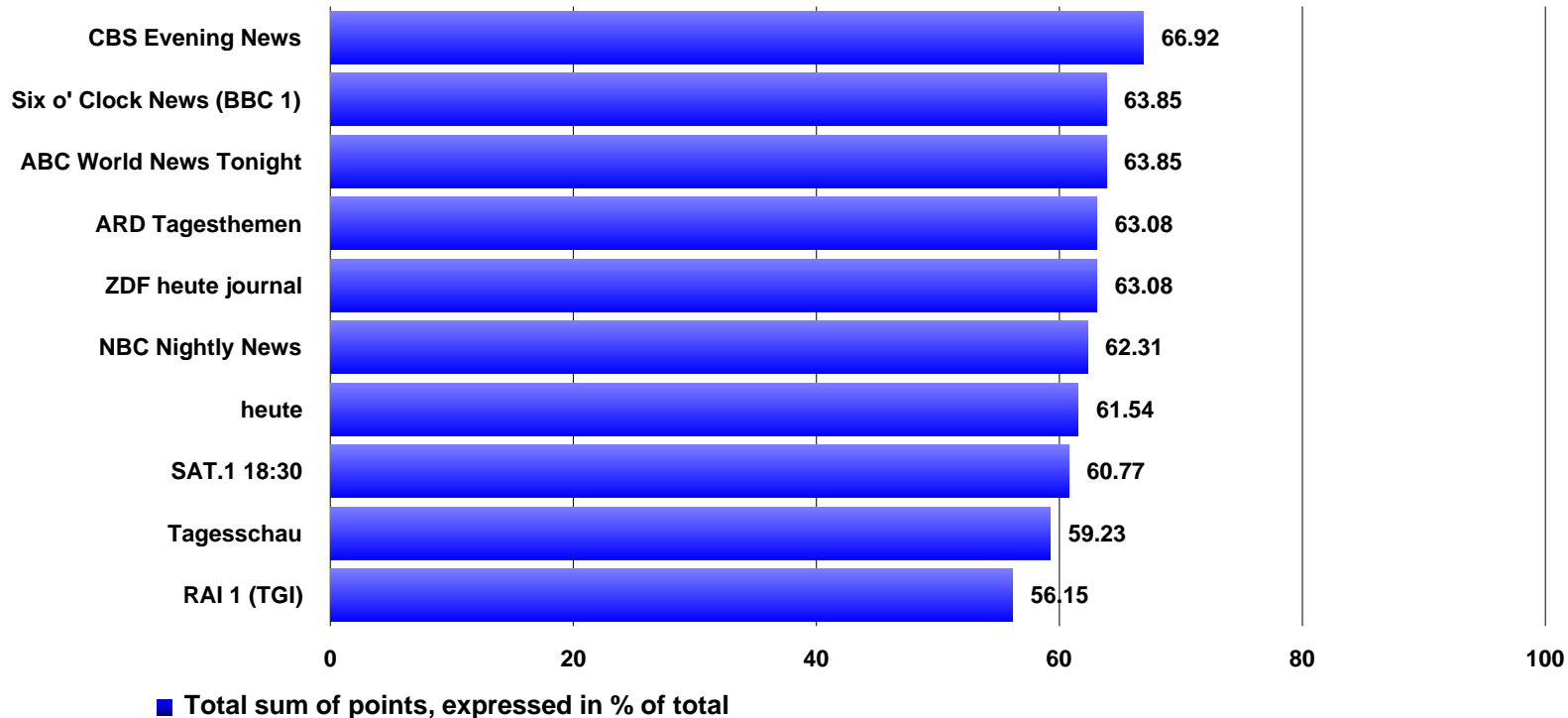
Challenges ahead, particularly for public broadcasters




Democracy issues seemed to be less of a focus for most broadcasters, a worrying tendency particularly for public broadcasters. Arab media showed a particularly low volume of reporting on democracy issues.

Overall ranking 07/01/2006 – 06/30/2007

And the winner is... CBS Evening News



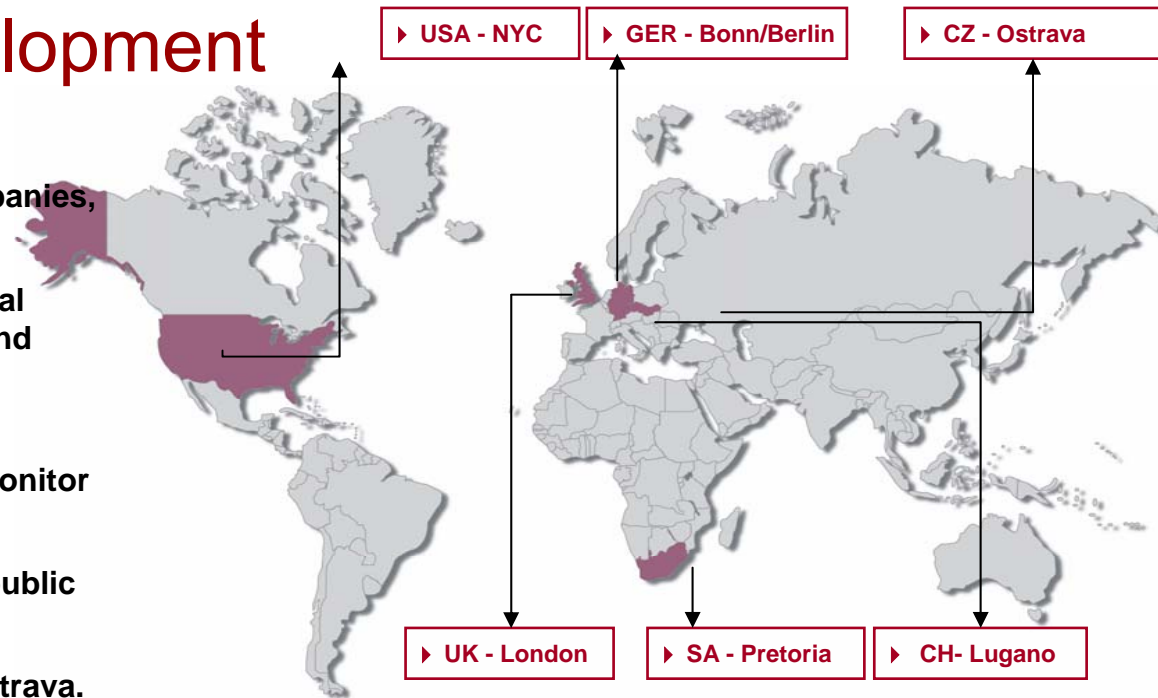

CBS is this year's winner of the Global TV Award, improving its rating by 2.3% from the previous year. **ARD** and **ZDF** dropped by 6% from the previous year. **RAI** showed the greatest improvement, increasing its diversity from 39% last year to 56% this year.

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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.