

Media Content Analysis

Media image of German companies in opinion-leading U.S. media

1/1 – 4/30/2005

Analyzed for this report:

27,641 passages on companies and executives in eight U.S. media, 1/1-4/30/2005

MEDIA TENOR

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Favorable ratings, but low visibility

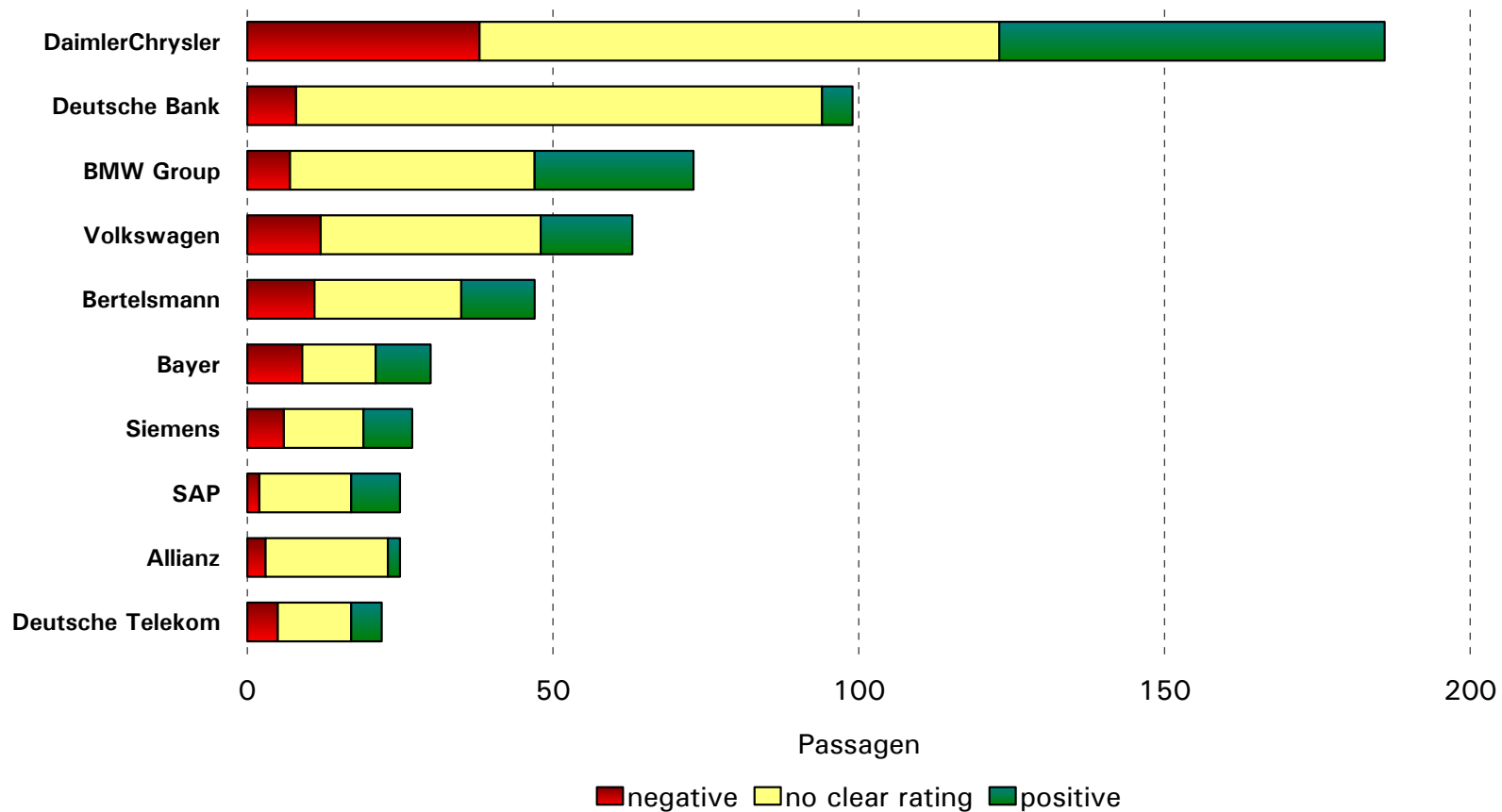
Media image of the top ten German companies in opinion-leading U.S. media

Aside from carmakers and financial institutions, German companies were a rare sight in U.S. media during the first four months of 2005, according to an analysis by media research firm Media Tenor of Bonn, Germany. Even large corporations like Siemens and Deutsche Telekom were not able to build a sustainable media presence. Bertelsmann, ranking fifth, received some media attention – however, the news were not always good. In January, reports on pending court proceedings significantly impaired the company’s overall media image.

Deutsche Bank, which has been harshly criticized in German media, received near-balanced media coverage in the U.S. This is in keeping with an overall trend toward more favorable media coverage of business in U.S. media. “We have been observing this trend for several years in our analysis. Unlike in Germany, there is little discussion of the viability of capitalism as a whole in U.S. media, which only serves to broaden the difference in the media coverage in the two countries,” explains Matthias Vollbracht, Media Tenor’s Head of Economic Research. For this report, Media Tenor analyzed 27,641 passages on companies and executives in eight U.S. media between January 1 and April 30, 2005.

Deutsche Bank receives balanced media rating

Presence and rating of the top ten German companies in U.S. media: 01-04/2005



Media Set

- USA Today, Time, Newsweek, Wall Street Journal
- ABC, CBS, FOX und NBC prime time news