

The background features a stylized line graph with two lines: a black line and a red line. Both lines show a sharp upward peak on the left and a sharp downward peak on the right, with a dip in the middle. The lines are thick and have a slight gradient. The text is centered over the graph.

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Global TV

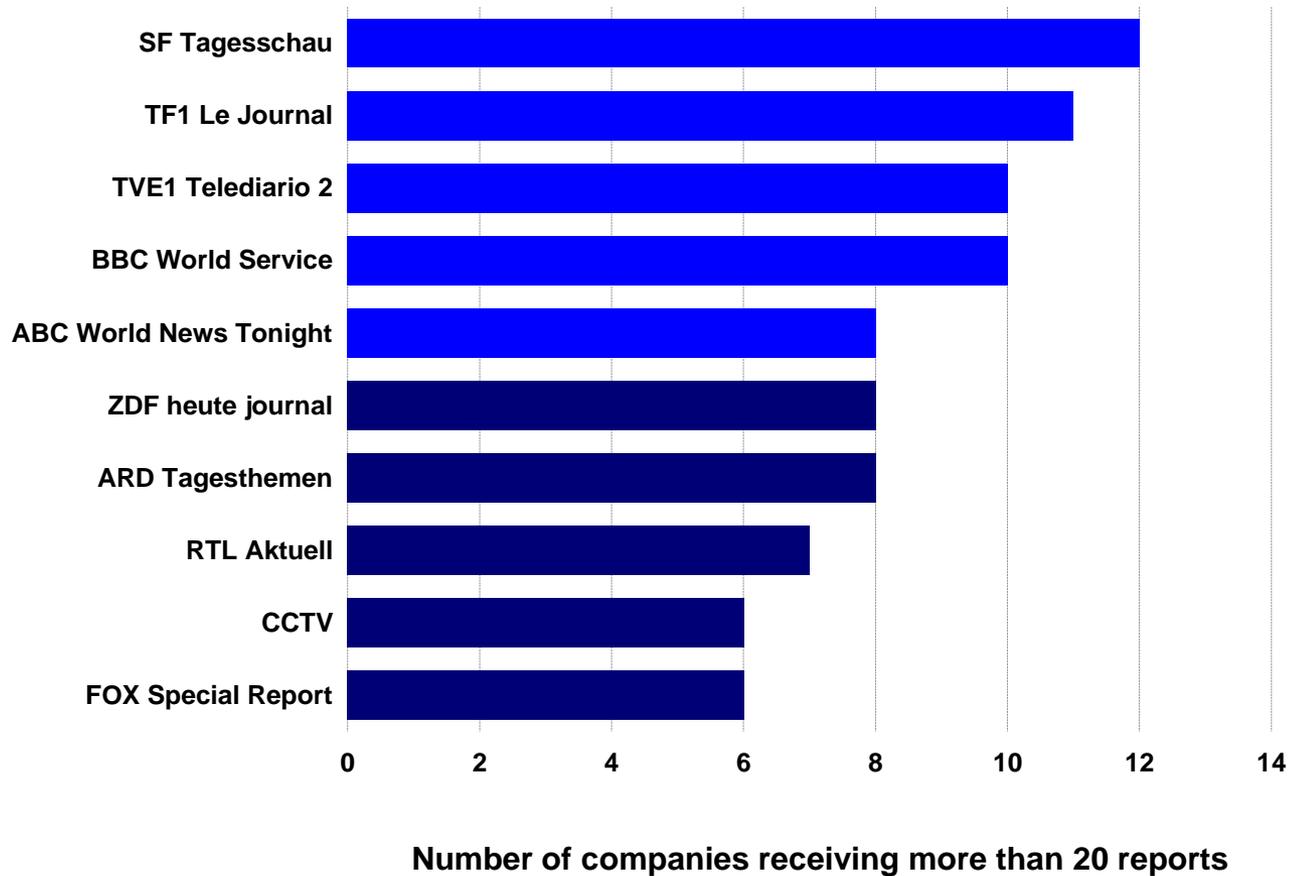
Award



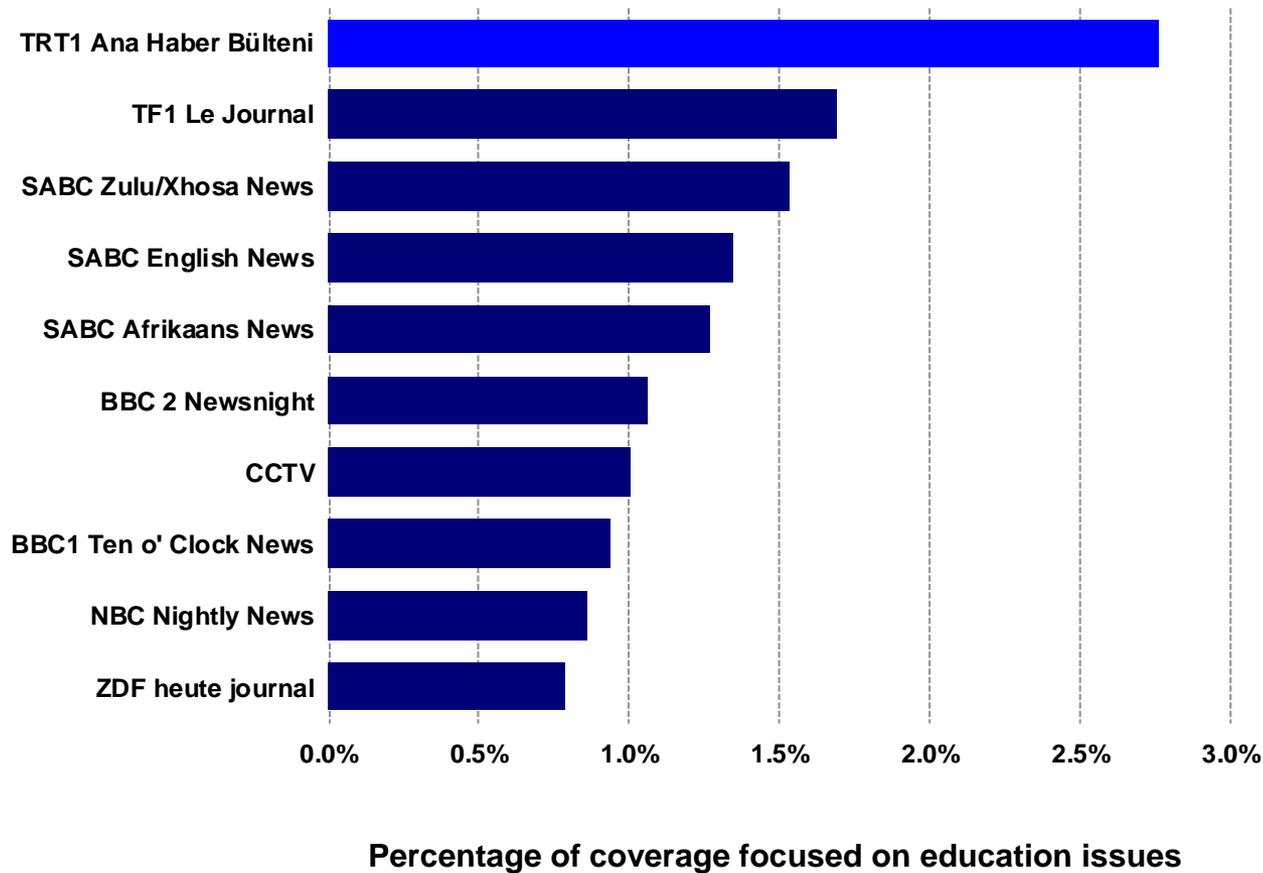
**Basis: 256,570 reports
in 29 international TV News programs**

07/2009 –06/2010

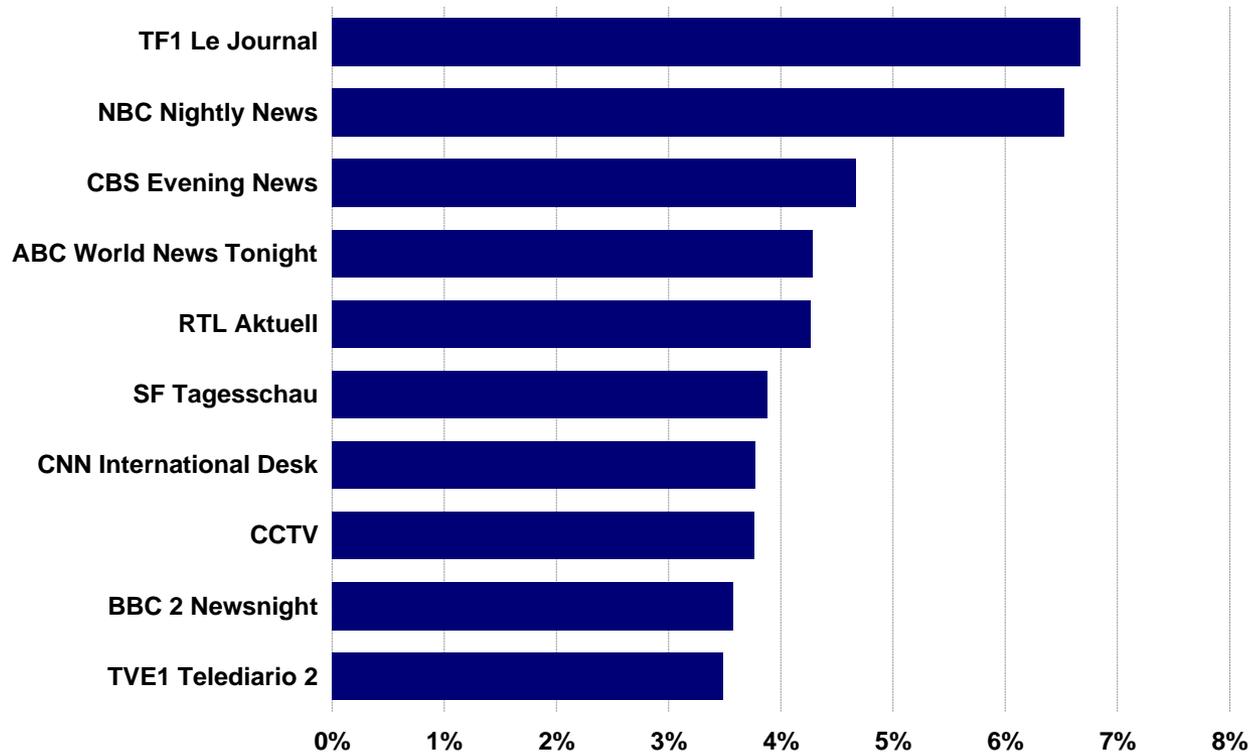
Same companies continue to dominate news



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

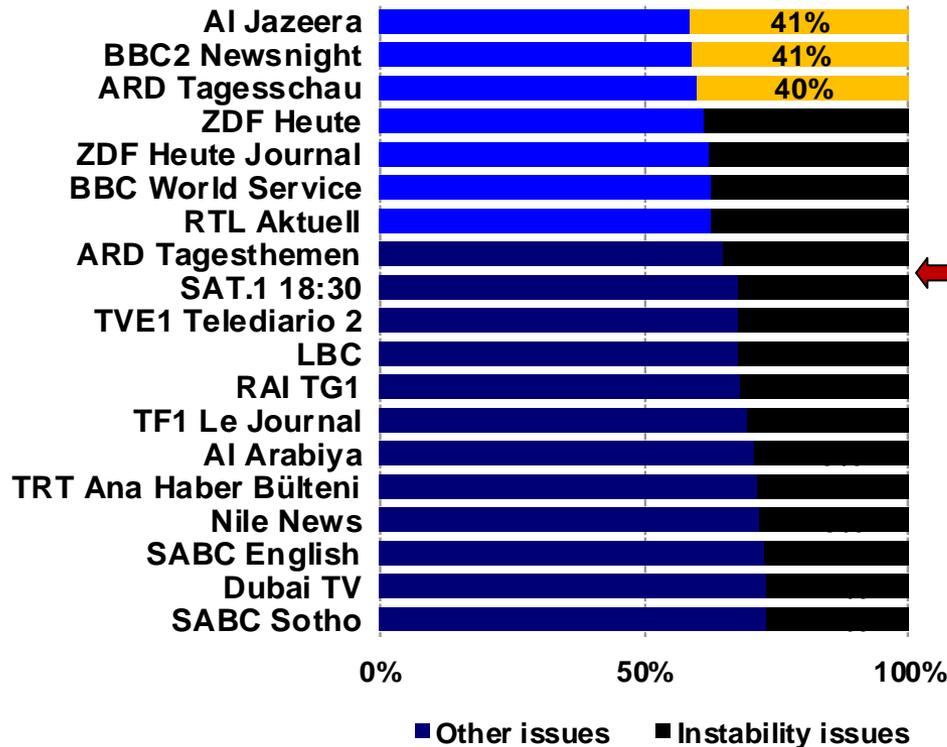


**Basis: 197,649 reports
in 37 international TV News programs**

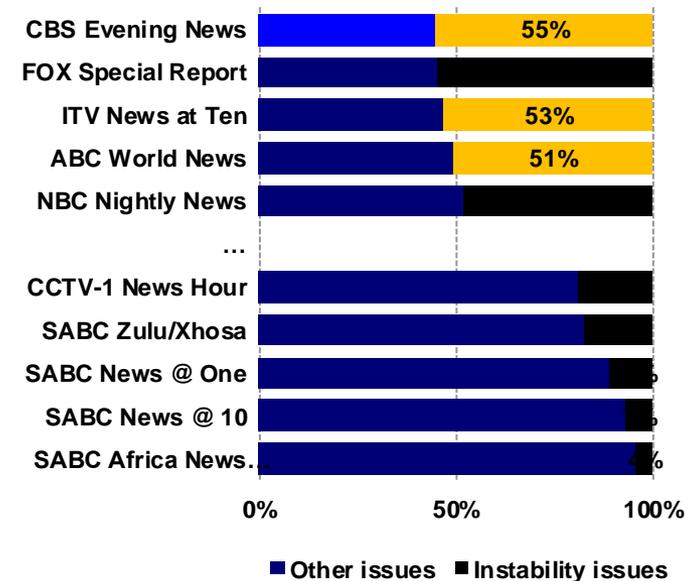
2008-2009

Good balance of instability issues critical

Closest to target

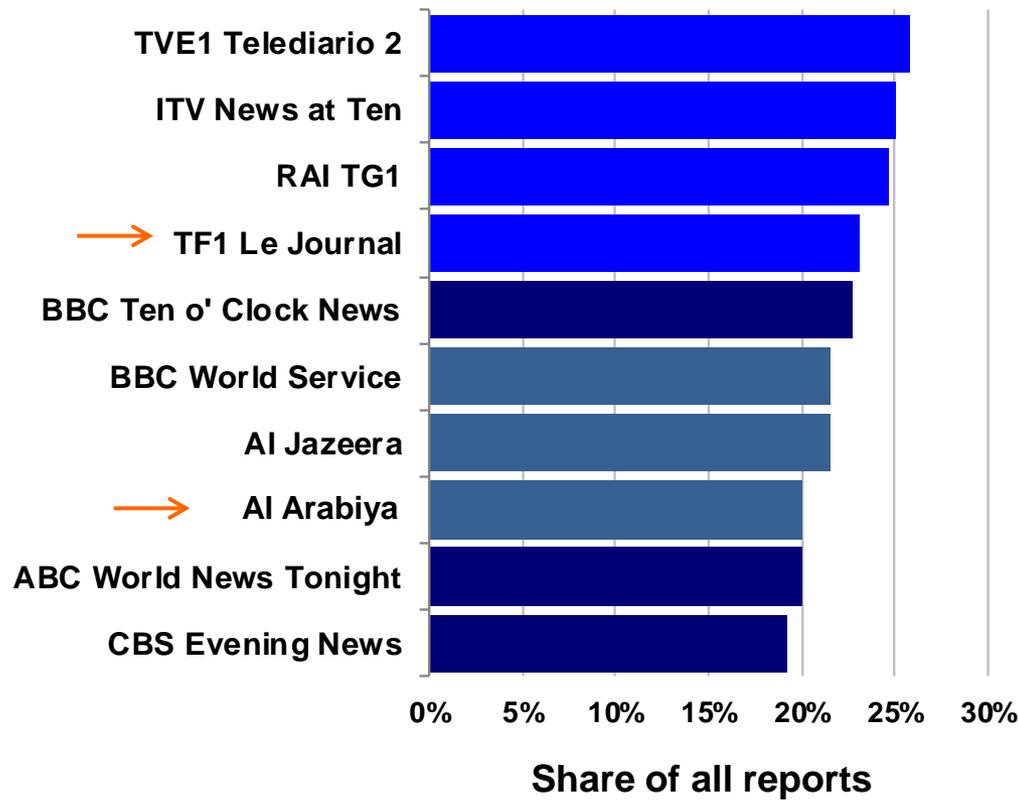


Most extreme over/under reporting

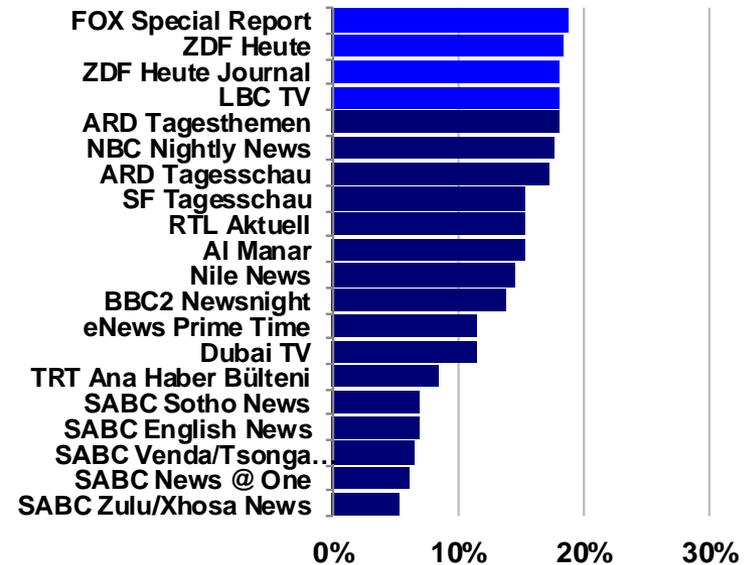


Can diverse instability coverage lessen stereotyping?

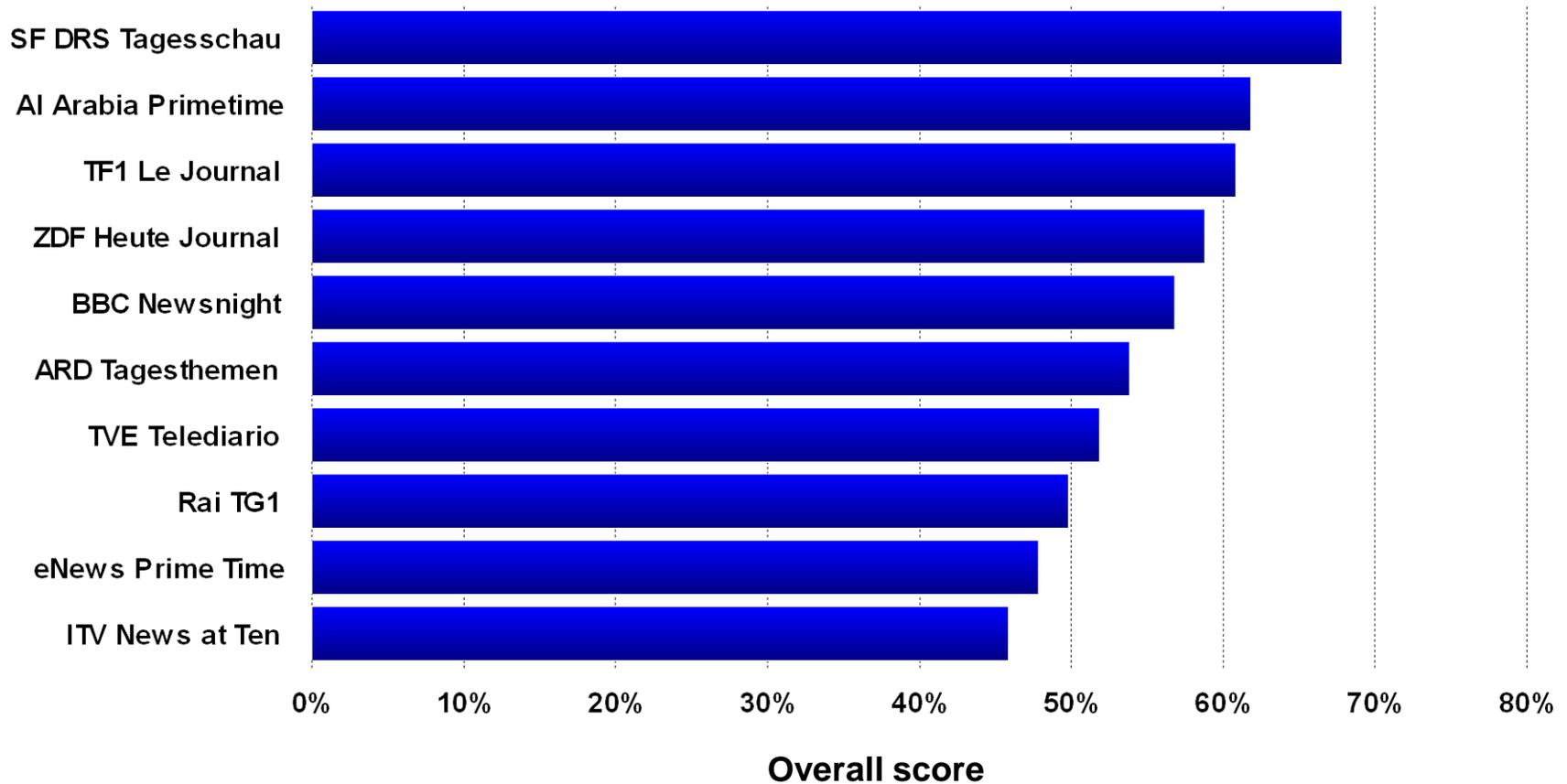
Top 10



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

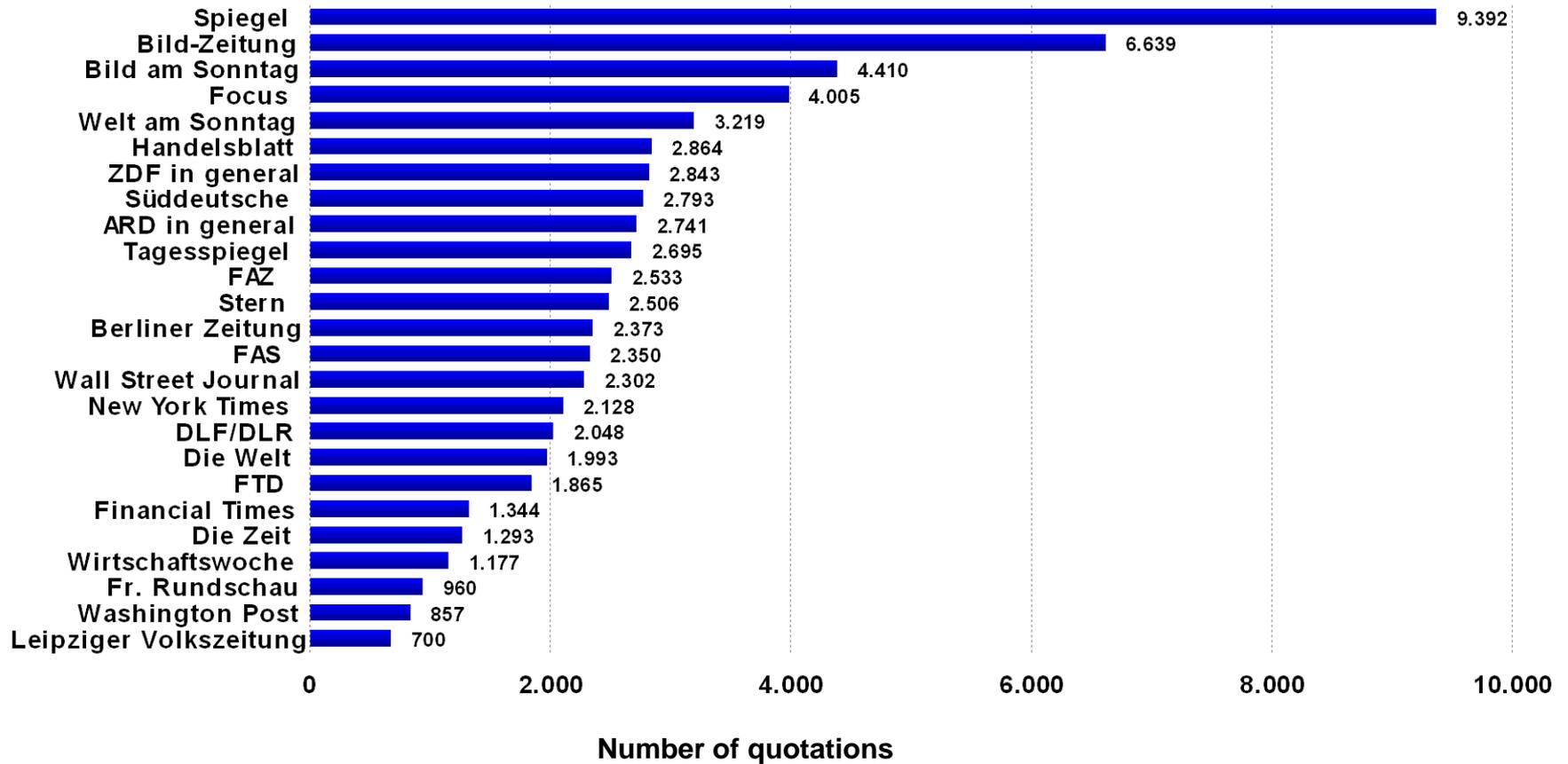
Wall Street Journal

Financial Times

New York Times

Washington Post

Bild eclipses all other dailies



Spiegel attracted most attention in political sections

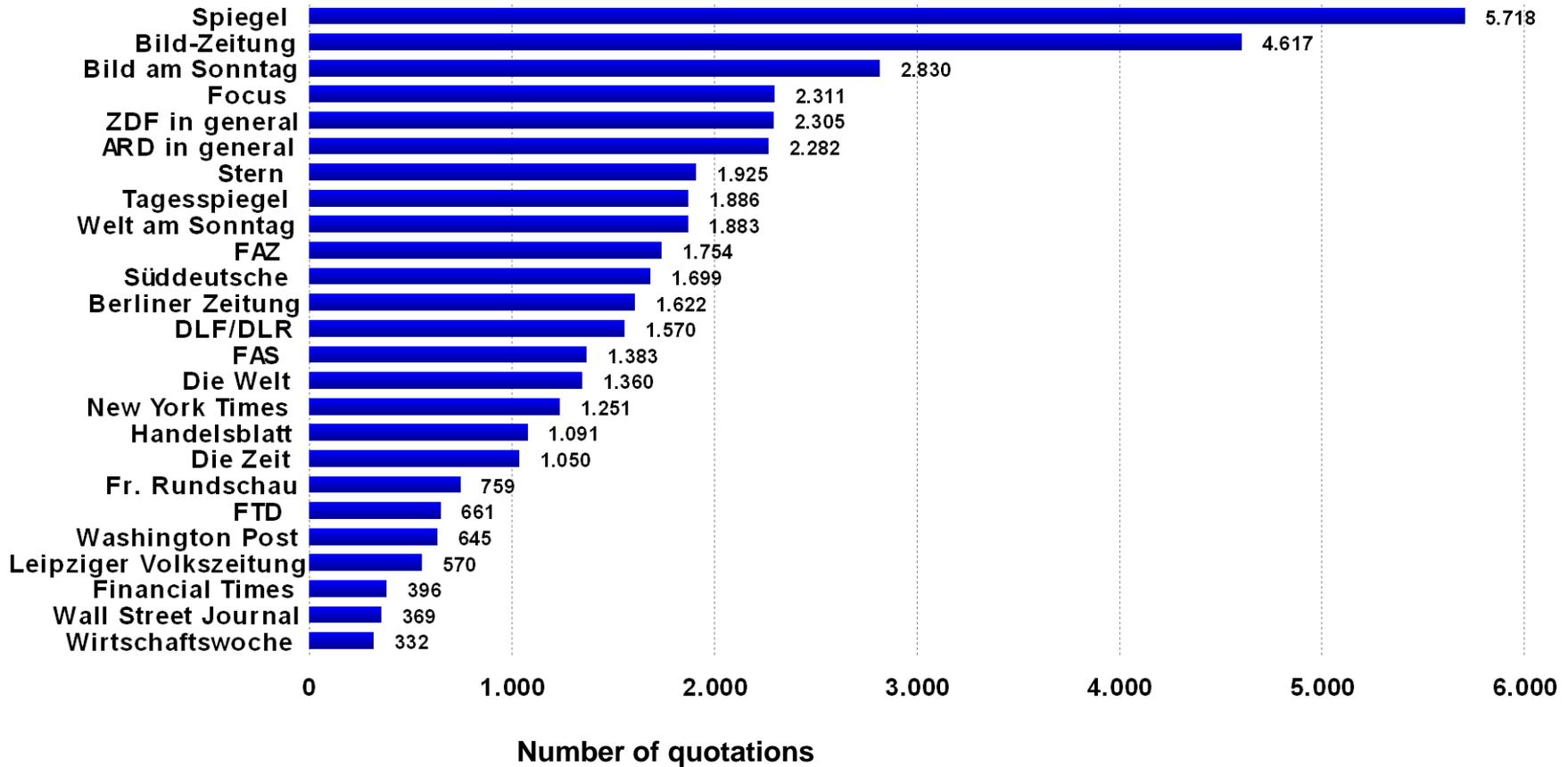
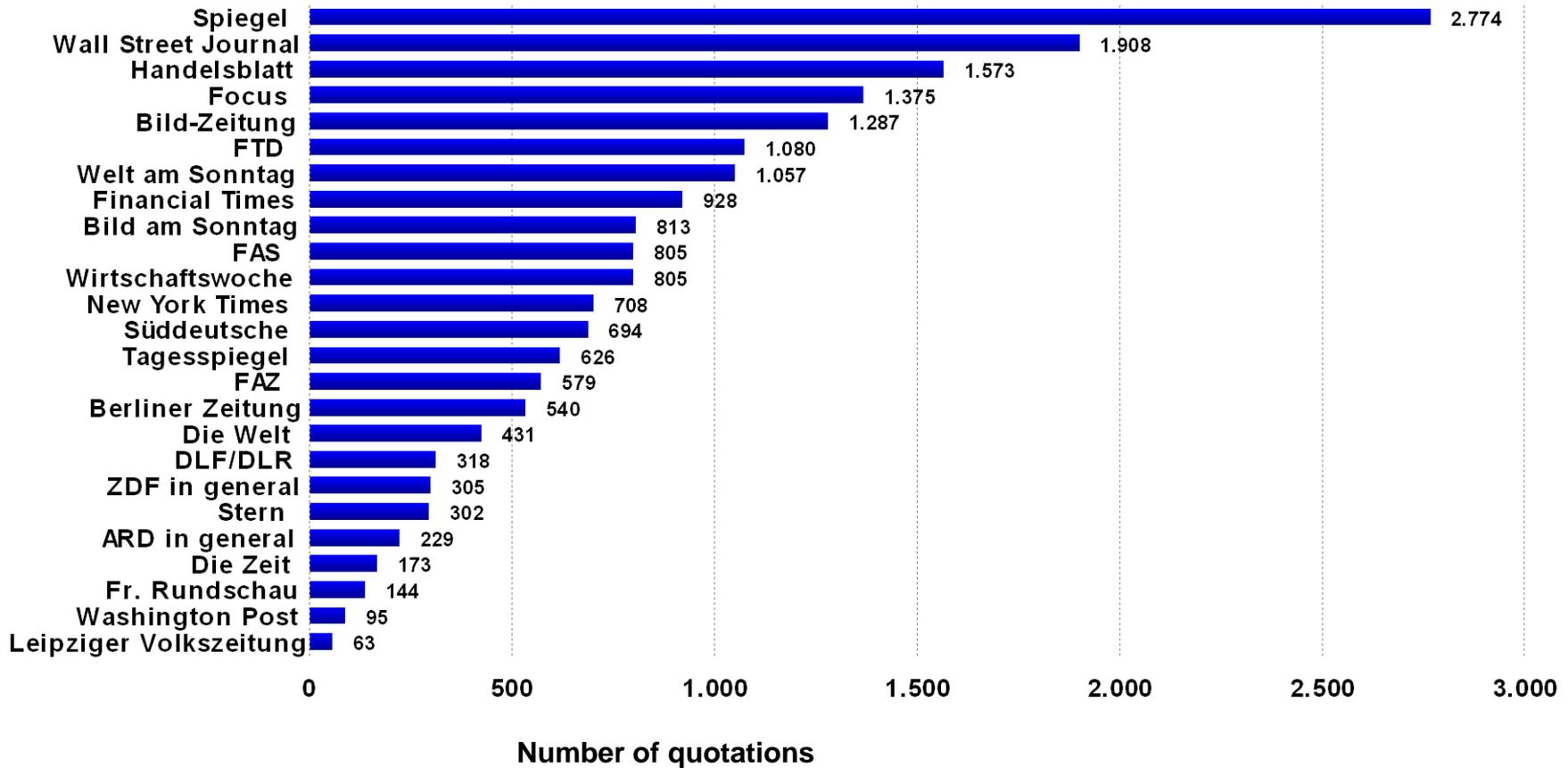


Bild is strong in the economy section as well



Spiegel quotations placed most prominently

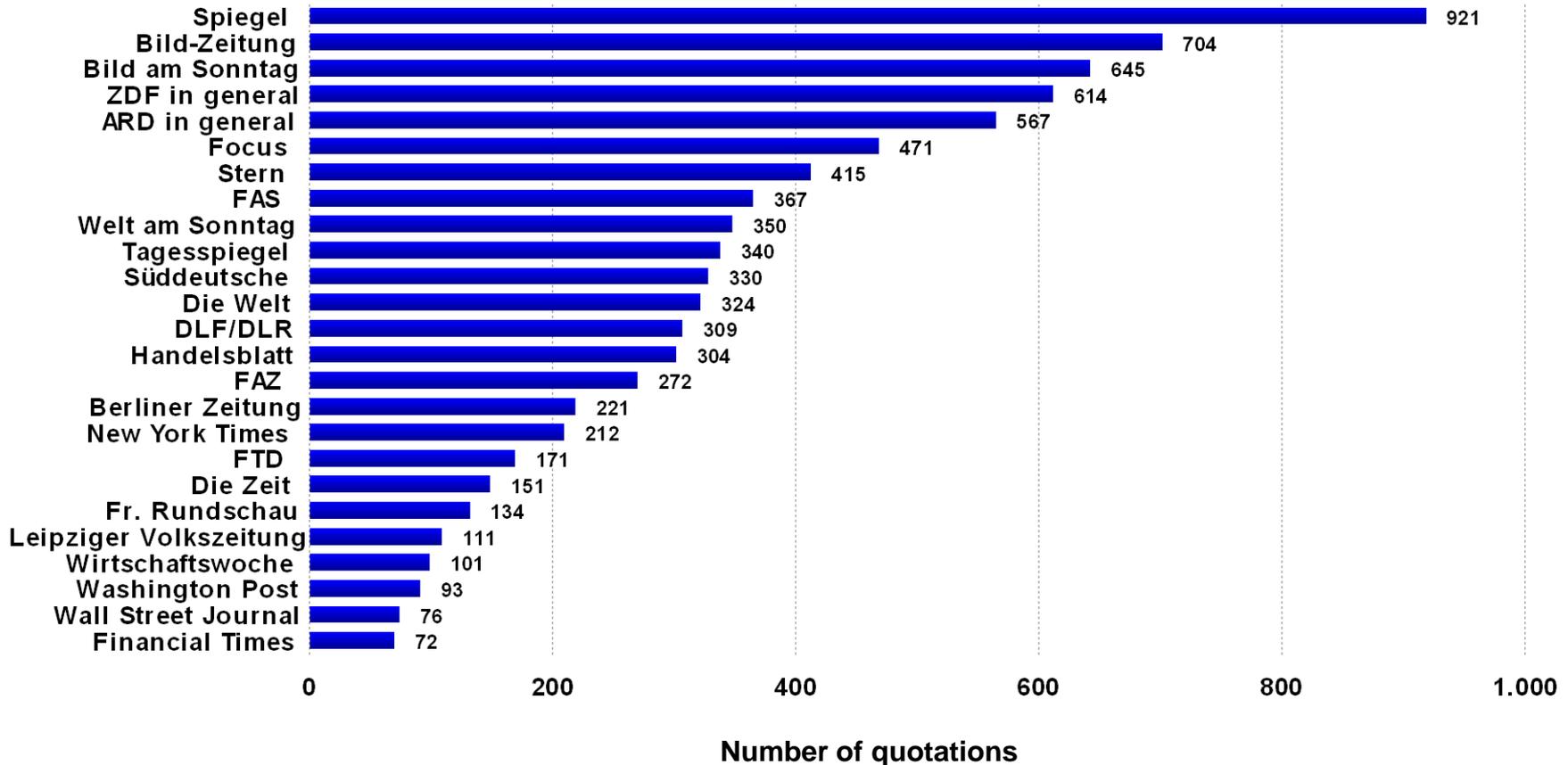
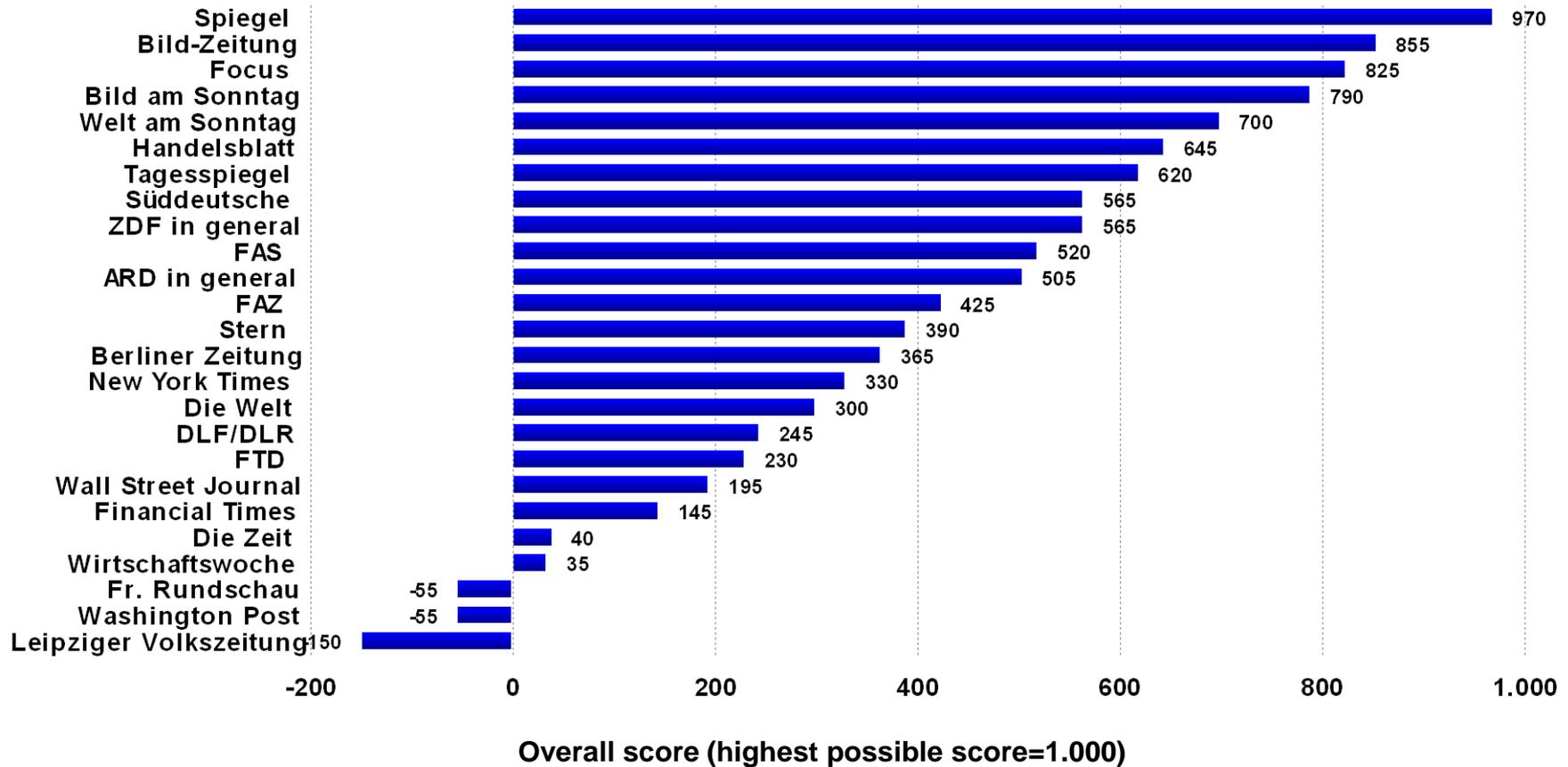


Bild leaves other national dailies far behind



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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

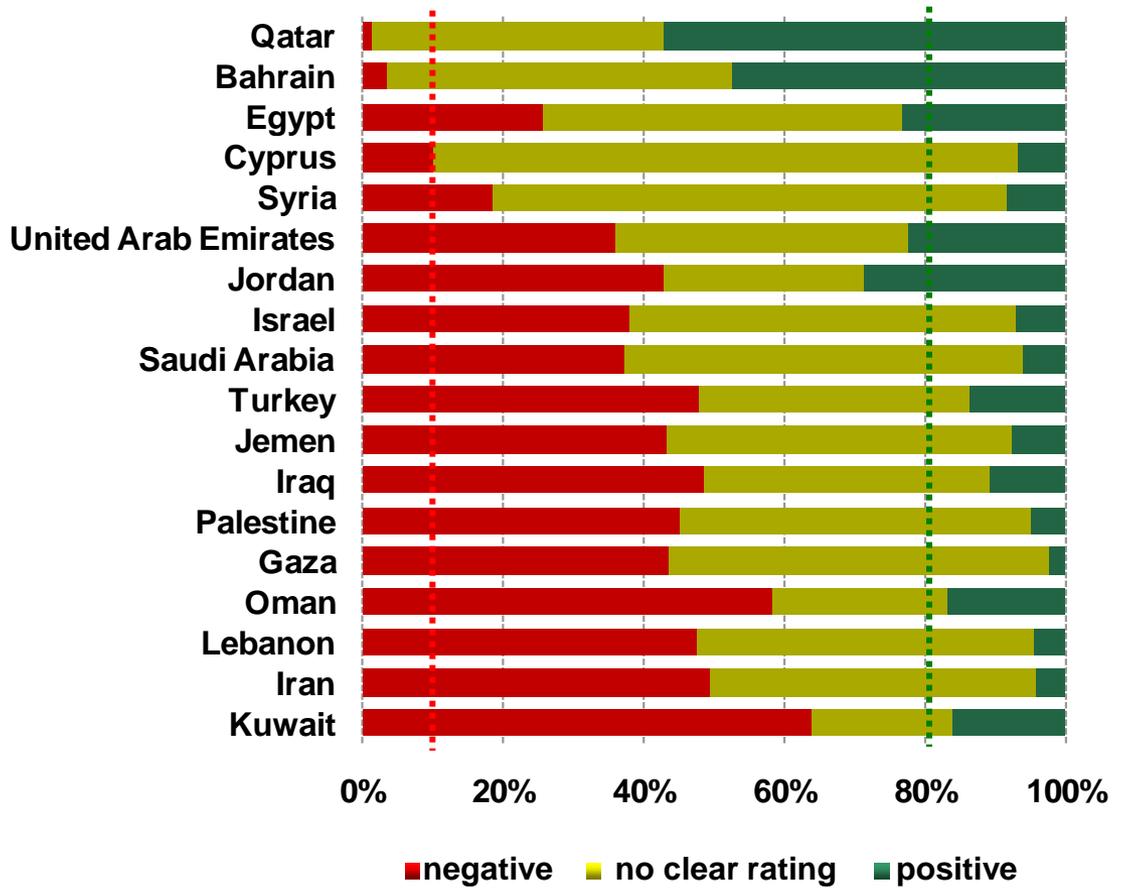
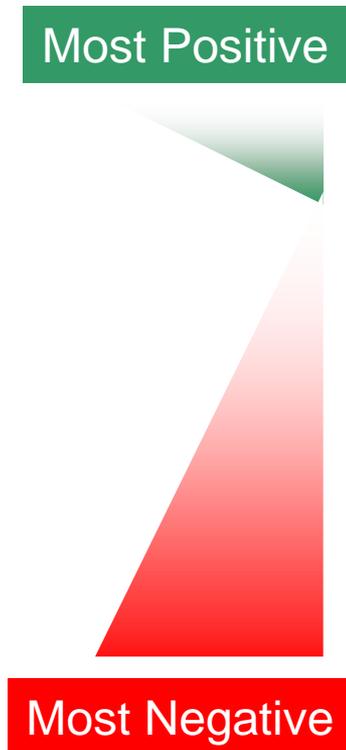
Culture

Domestic Political Issues

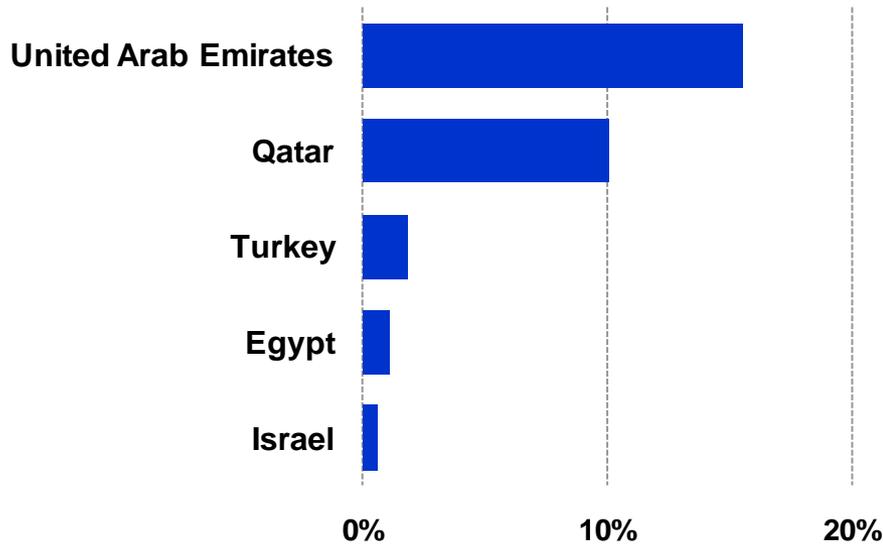
International Relations

Analyst opinion

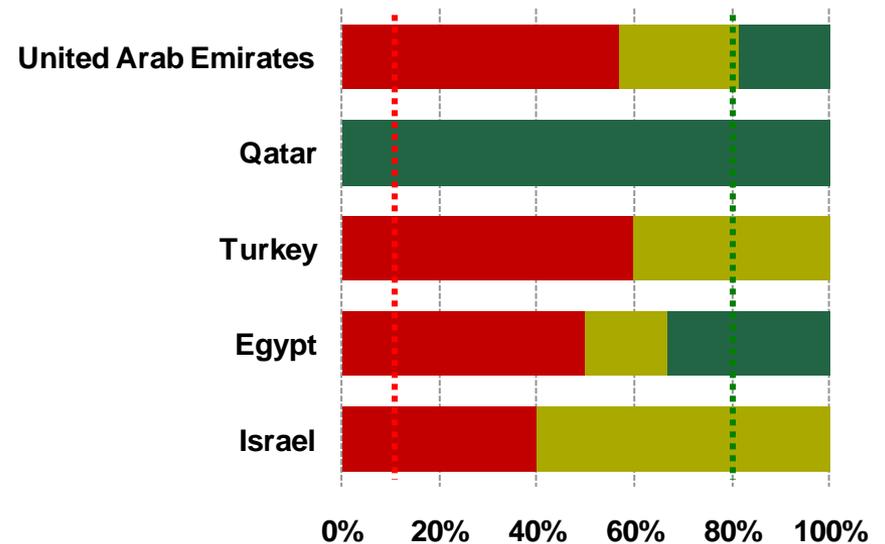
Qatari ratings exemplary in 2009-2010



Dubai struggles as Qatar buys the world



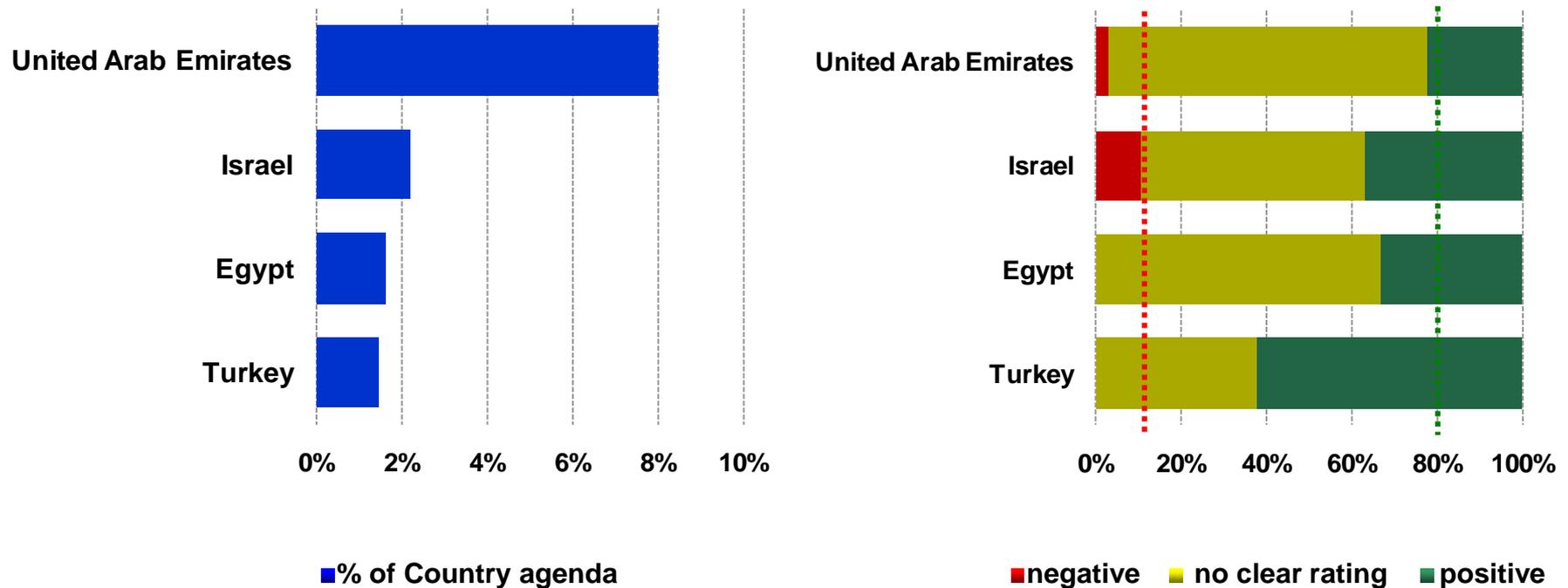
■ Share of all reports on MENA countries



■ negative ■ no clear rating ■ positive

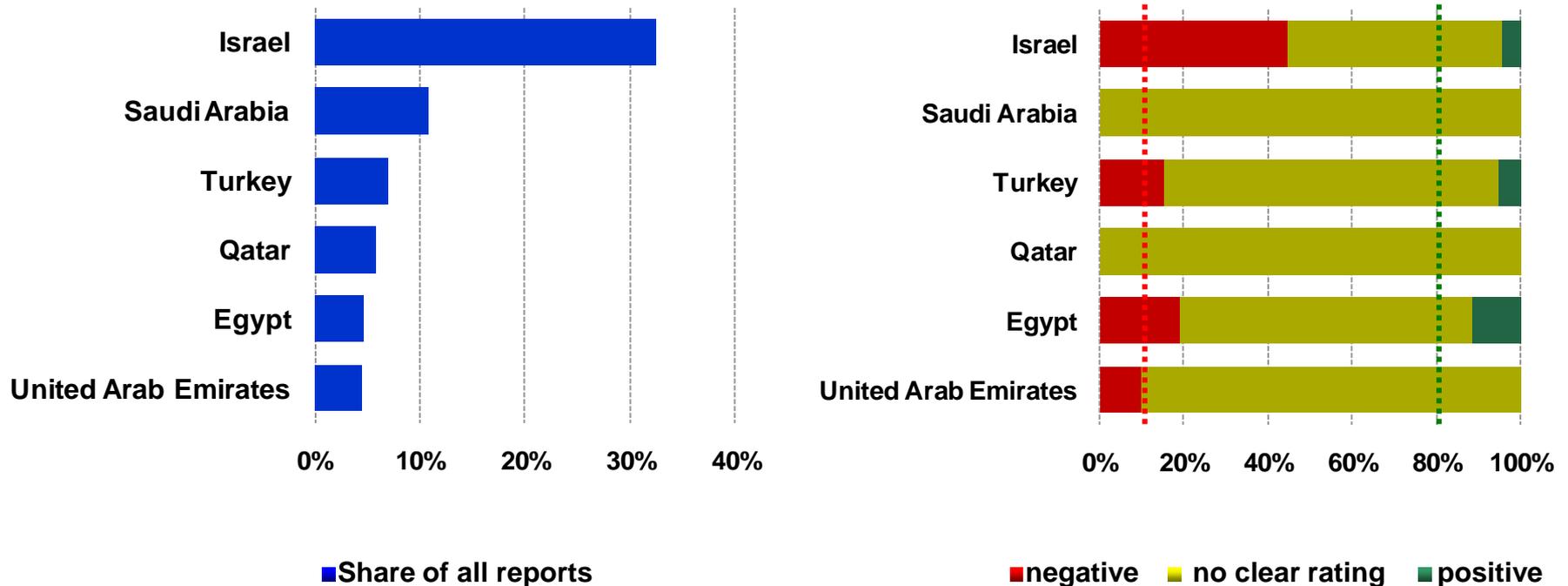
Note: Only the countries with more than 5 reports on this issue category are shown

Architecture puts UAE on the world map



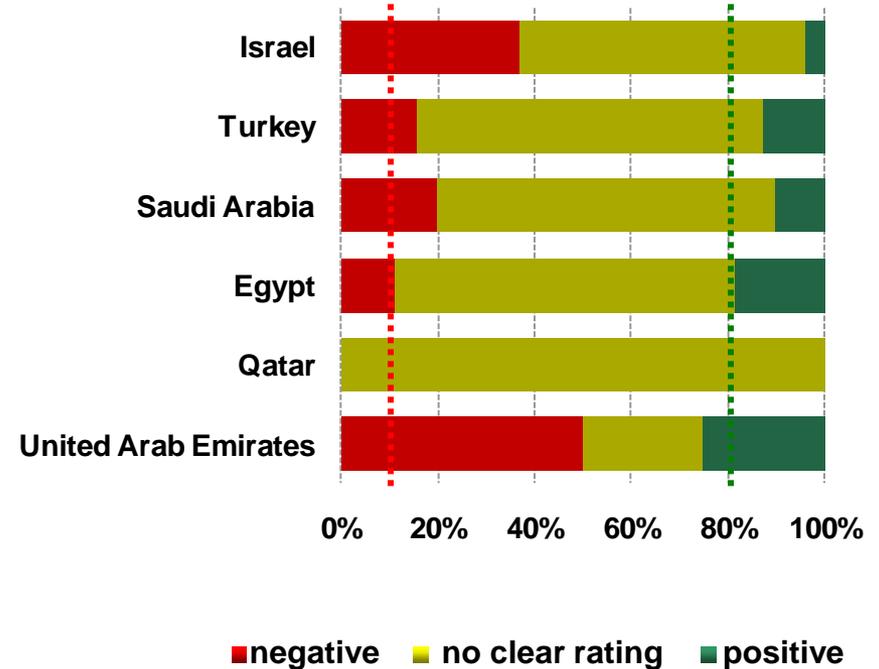
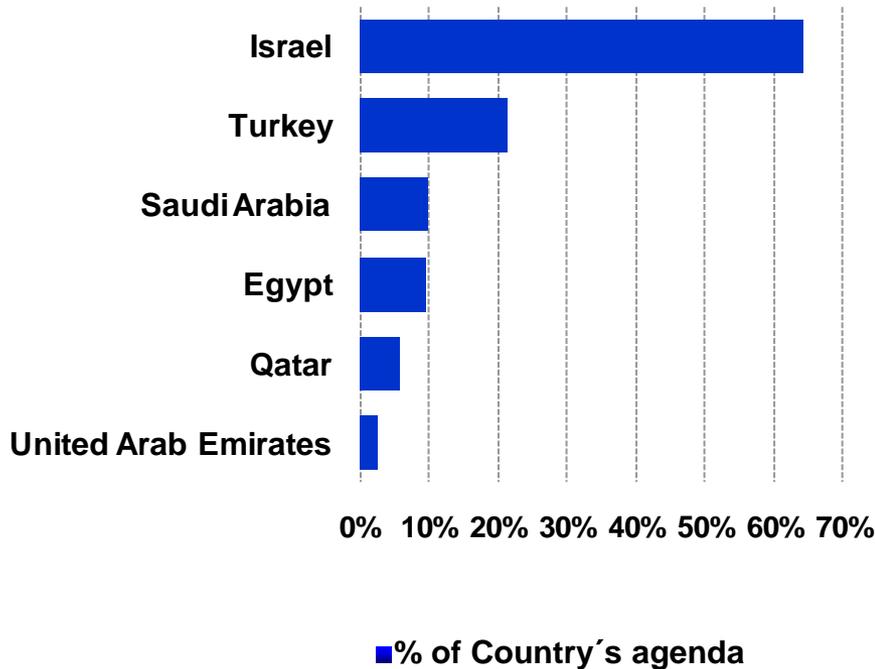
Note: Only the countries with more than 5 reports on this issue category are shown

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



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G 20

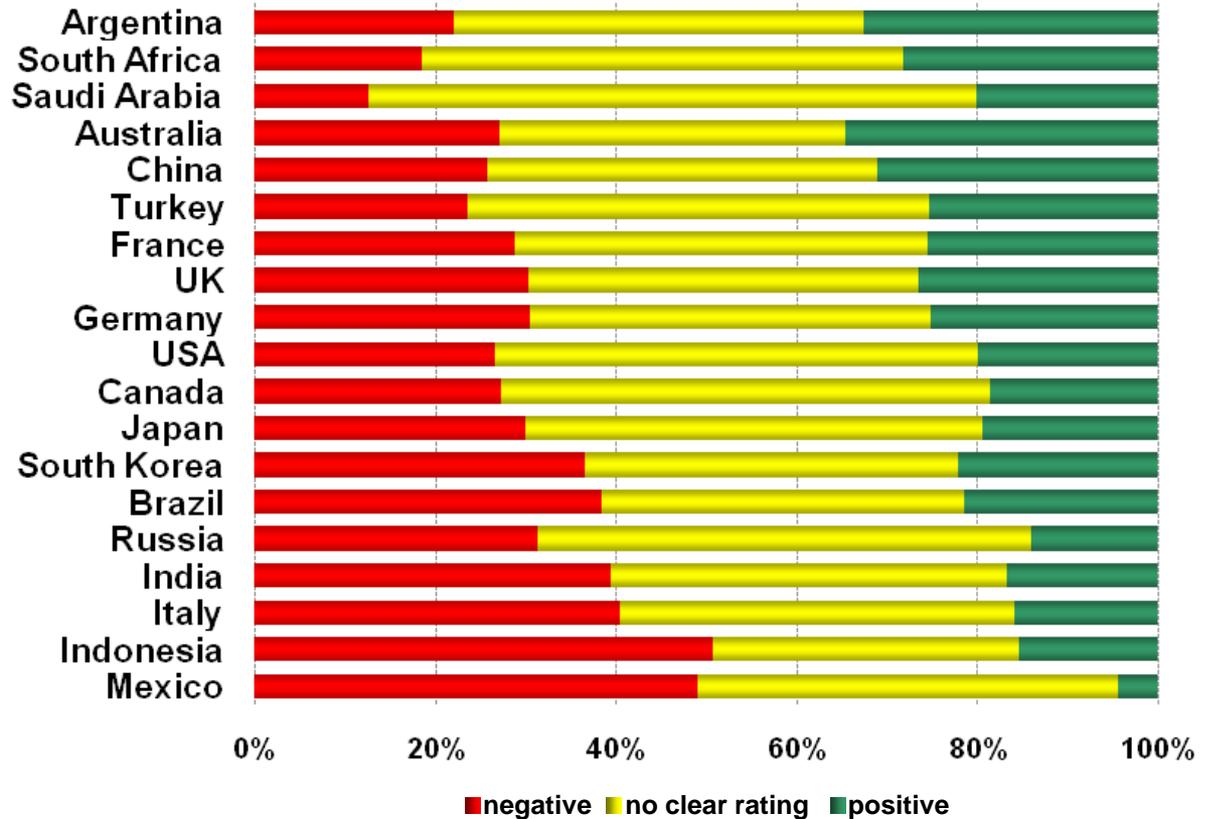
Award



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

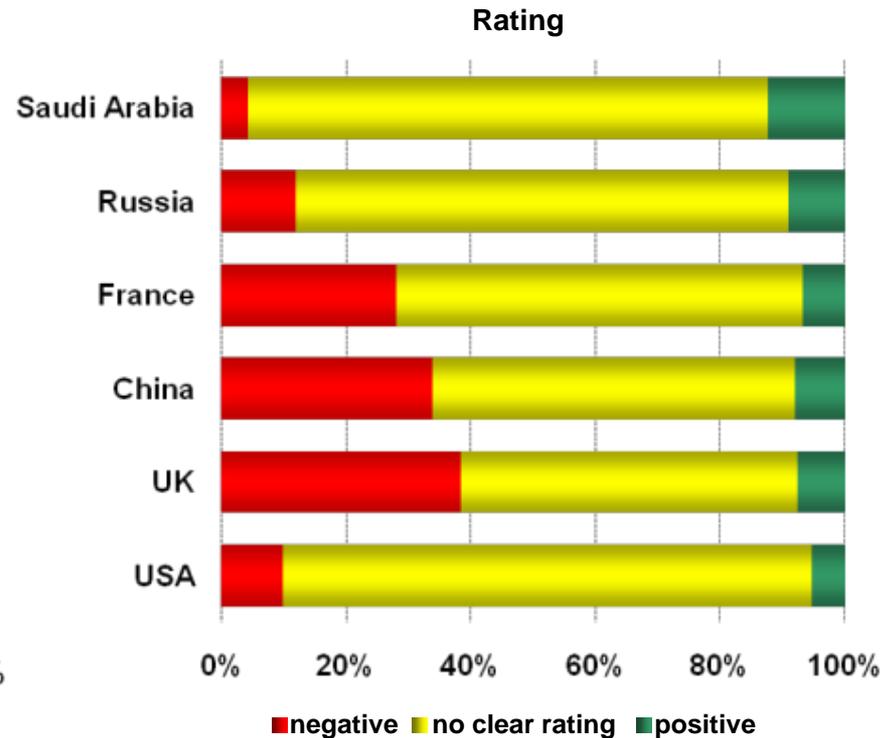
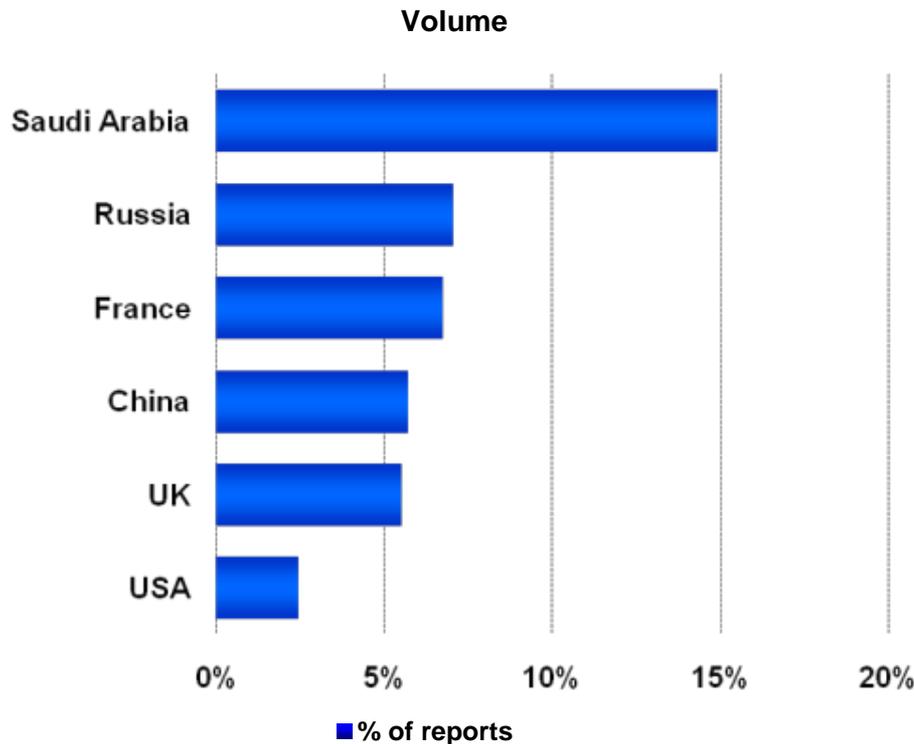
06/2008-06/2009

G20 countries with a very mixed profile



Saudi Royals representing their country

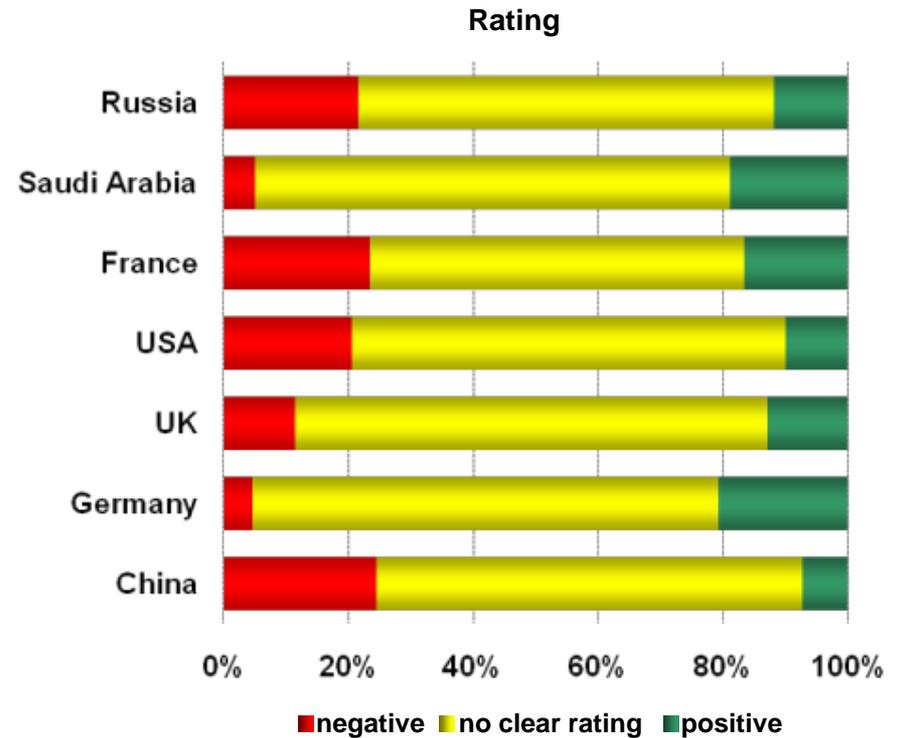
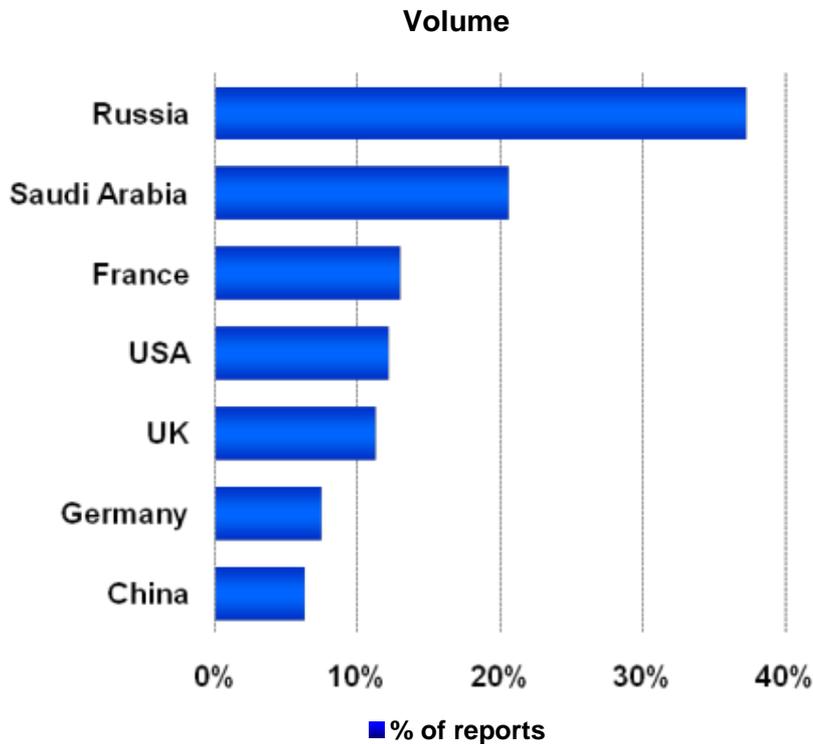
Internal politics



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

Russia's foreign role a key to its image

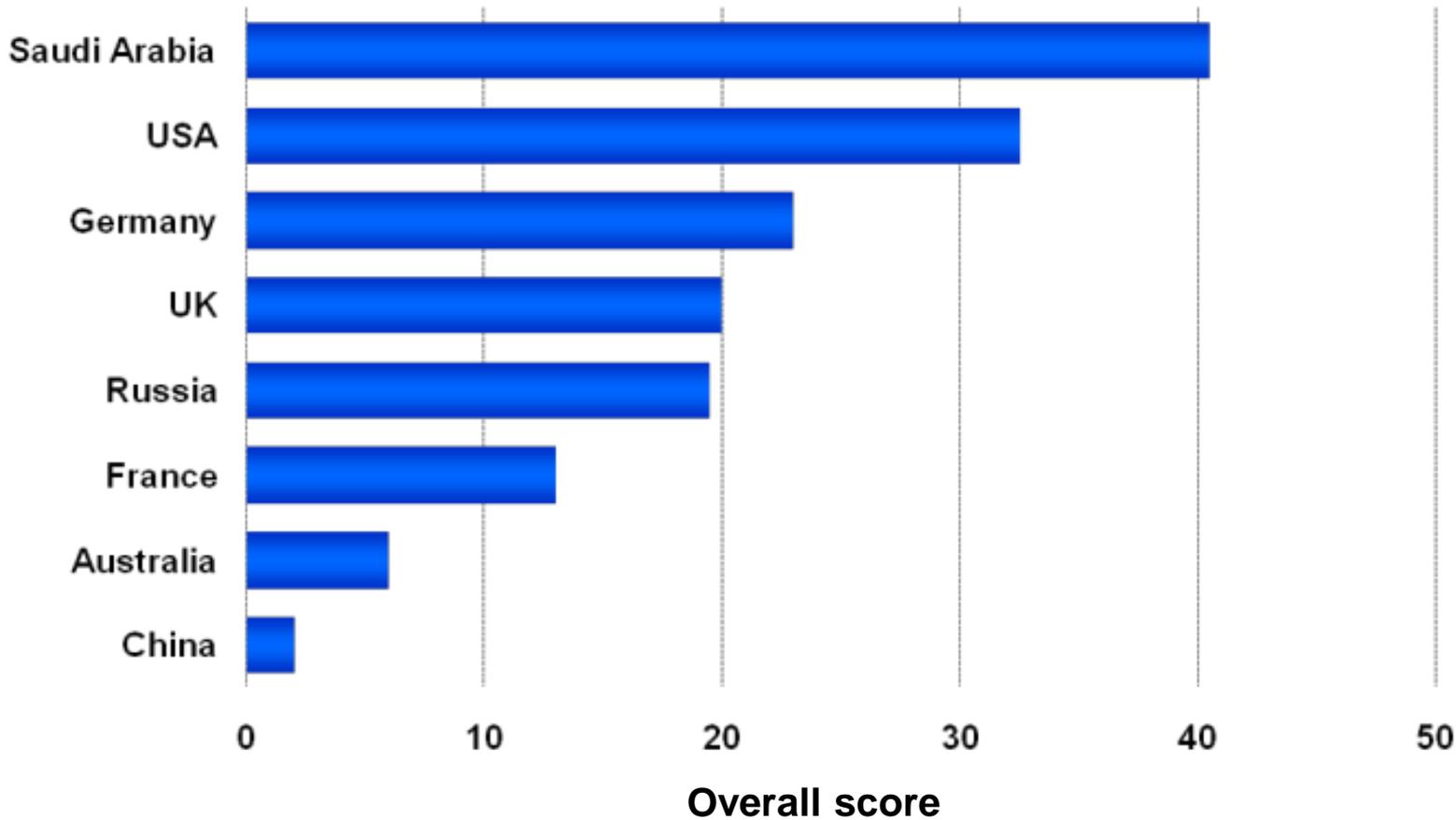
International Affairs



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

Top Overall scores

Score calculations





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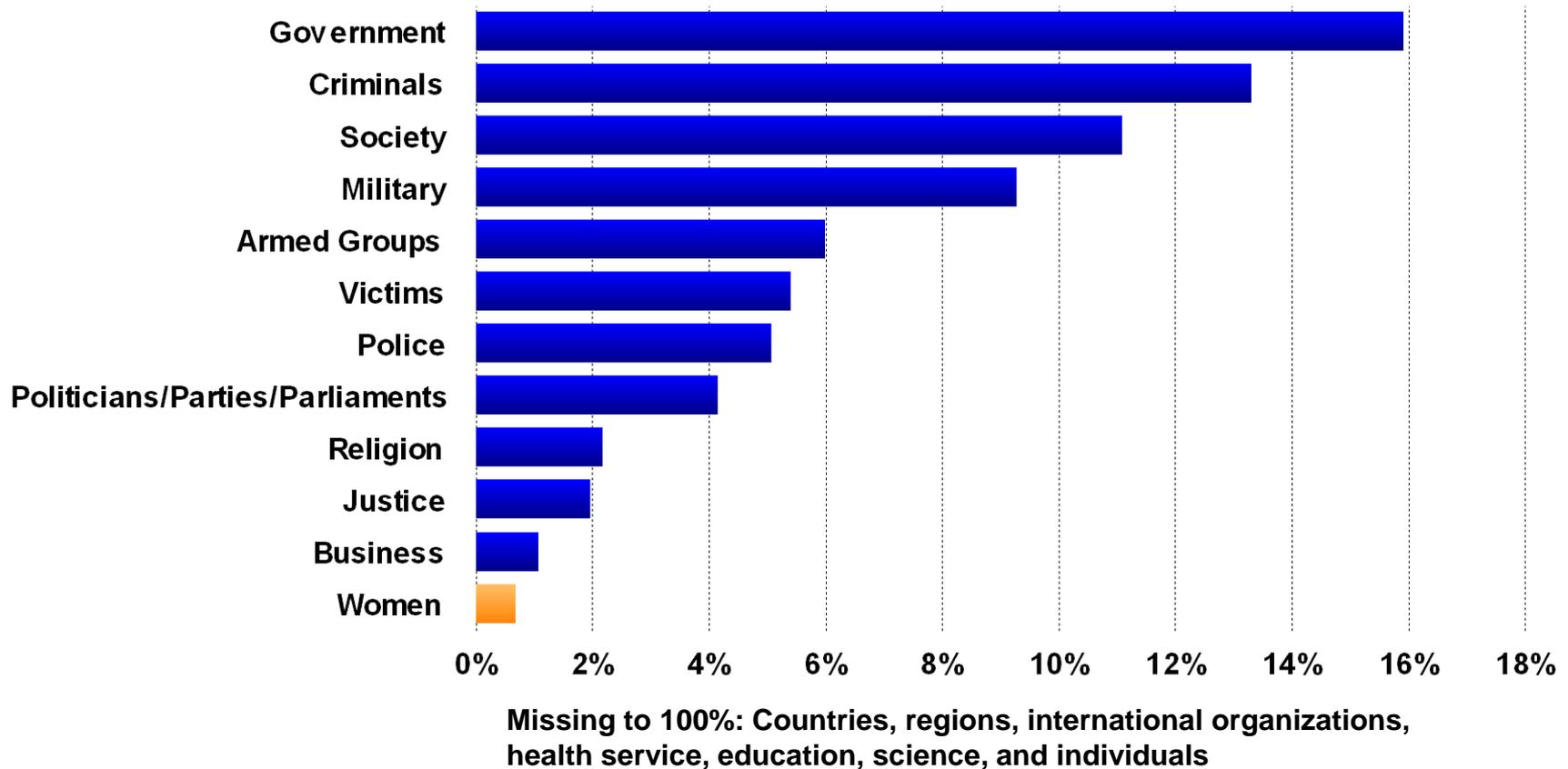
MEDIA TENOR Special Award



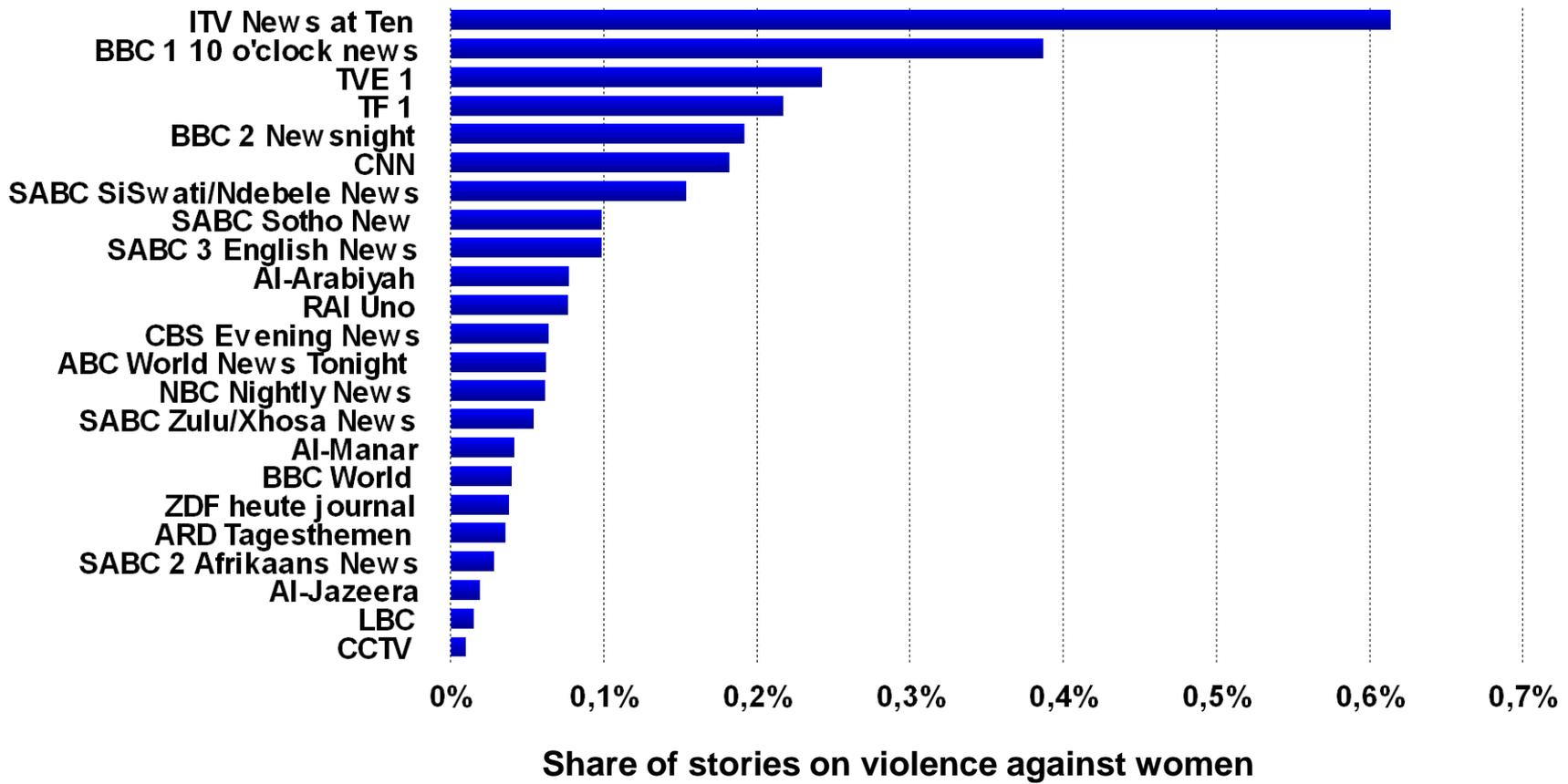
Basis: 31,736 news stories on crime, crime prevention, war and international conflicts

01-09/2010

Violence: Who is Involved?



British News Most Aware of Violence Against Women

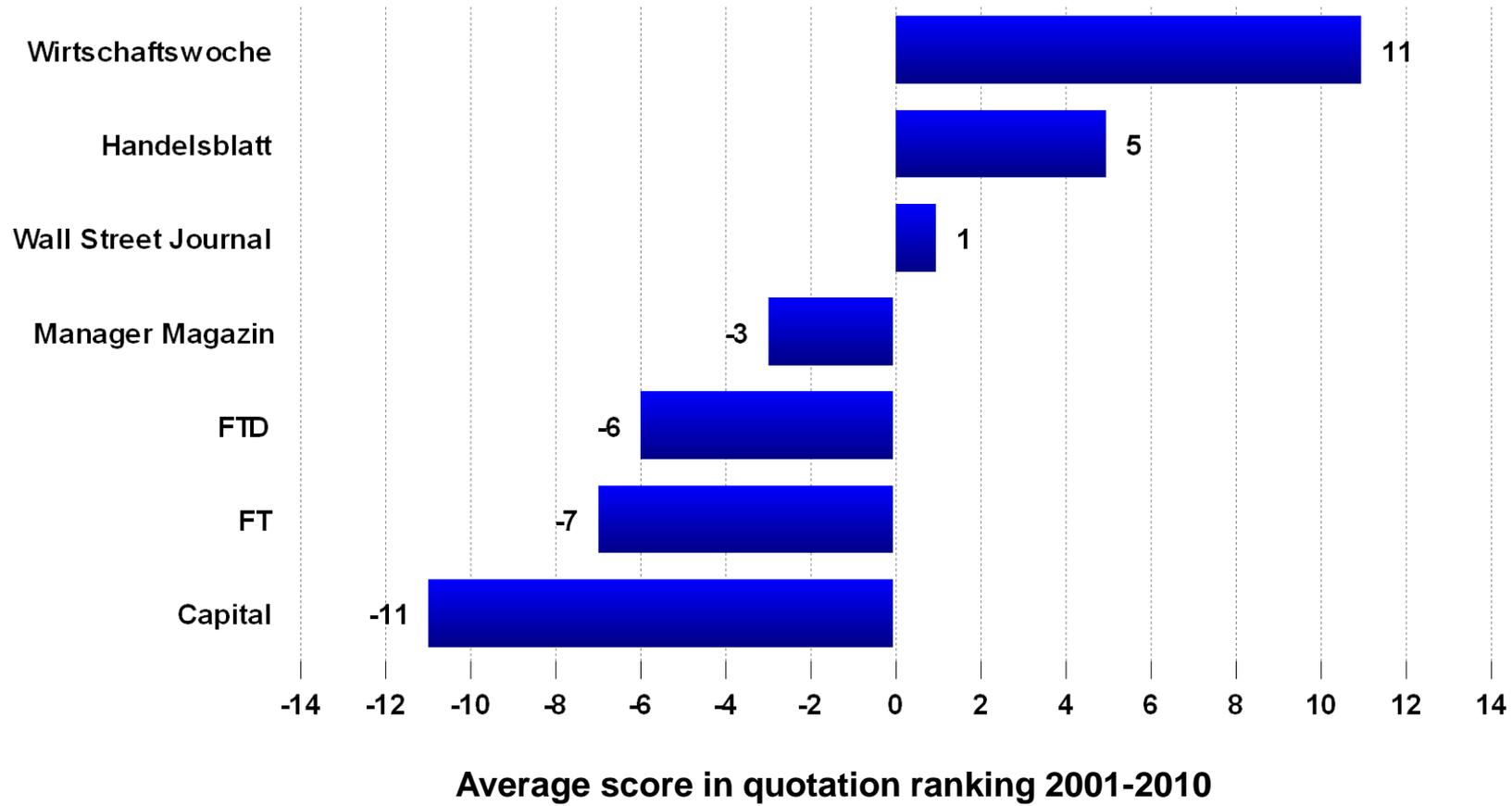




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Wirtschaftswoche made up most positions





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