WHEREAS:

- Certain countries around the world are ahead of others in terms of their epidemic stage as currently reported by both the media and healthcare experts.
- Certain countries have “flattened the curve” of the pandemic’s growth and mortality rates while others countries seek to manage domestic outbreaks with varying degrees of success.
- Traditional and social media simultaneously and uniquely reflect and shape public opinion.

THEREFORE:

- Traditional and social media are useful gauges of what’s happening now with Covid-19 and of the patterns that may continue to emerge in the future.
- We must apply rigorous analysis against global and national journalistic and social media content to uncover insights into the pandemic and revelations upon which to plan and execute business/communications decisions going forward.
- As the volume and velocity of Covid-19 news, commentary and conversations in the media subside, the resulting earned media vacuum presents possibilities for alternative topics, some of which may be fulfilled with proactive – even fun – content which may seem inappropriate in the current environment.
A NOTE TO THE READER:

- This report reflects the findings of a media content analysis of journalistic news and social media juxtaposed against global COVID-19 cases data tracked and forecasted by the Coronavirus Resource Center’s at Johns Hopkins University (JHU) and its Center for Systems Science and Engineering (CSSW). All Coronavirus case data is attributable to Johns Hopkins University.

- The Coronavirus case and media trends which are the foundation of this analysis portend earned media opportunities in the days following the flattening of infection and mortality rates. Just as these rates change from one country to the next, so do the pace and extent of earned media opportunities. We do not assert our expertise in predicting the infections curves: we suggest only conditionally that if the infection and media patterns in the USA, China, Italy, France, Germany, Spain and the UK reflect trends in these and other countries, we can expect certain pathways to emerge across all countries. As such, please consider these findings “directional” rather than “statistically significant”.

- Please keep in mind that both Coronavirus and media trends are shown at the national rather than local level. While certain locales may see infections and coverage continue to surge, other parts of the country may experience a flatter curve more quickly. As such, deceleration in one area within a country may offset local surges in another. The data reflects the countries in aggregate.

- We recognize that traditional media in China operate in a state-controlled environment unlike the USA, UK, Spain, Italy, Germany and France where press freedoms are guaranteed. Also, while journalistic media promises to be “fair and balanced,” social media content is more open and, therefore, more indicative of public opinion and societal trends in general.
## SCOPE & METHODOLOGY

### MARKETS

- USA
- EU G5
- CHINA

### MEDIA SCOPE

- 50,000+
- Traditional Print, Online, TV, Radio & Podcast Media.
- + Main Social Channels:
  - WeChat, Weibo, Twitter, Facebook, Instagram & LinkedIn

### METRICS / EARNED MEDIA VISIBILITY

**Media Visibility = Gross Reach**

Potential number of individuals exposed to an earned media message in aggregate over time.

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**Coronavirus COVID-19 Global Cases as tracked and forecasted by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University (JHU)**
1. **USA:** COVID-19 news along with President Trump (which may overlap to a degree) occupy 89% of news coverage which is down over last week. News turns to “post-pandemic” topics while mortality rates rise. Dow Jones Industrial average climbing as a financial indicator.

2. Western markets behave differently than China when comparing of COVID-19 earned media with stock market trends in each country:
   - China with a much quicker recovery due to strict lockdown measures and a much lower infection-rate than most Western markets. The Chinese stock markets have been barely affected by COVID-19.
   - Coverage in Western markets peaked when social distancing measures were announced. Yet, turning points in Western markets are dependent on the infection-rate (Rolling last three weeks), new infections and mortality. Also, declining media coverage is a strong indicator on the overall crisis situation.

3. Inverse relationship between stock market and COVID-19 media coverage: In most markets, there is a strong coincidence between COVID-19 media impact and the stock market performance. Most stock markets had their all-time low when COVID-19 coverage peaked. At the same time COVID-19 focused media coverage declines, the stock markets show signs of slow improvement.
COVID-19 coverage is declining in all markets as are mortality trends.

The environments in China and Germany suggest that media in these countries are prepared for proactive “Phase III/IV” PR activity. Infection rates and new infections are important guides in determining the type of communication to initiate in the USA, UK, Italy and Spain.
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<th>PHASES</th>
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<th>MANAGEMENT COMMUNICATIONS</th>
<th>PRODUCT COMMUNICATIONS</th>
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<td>PHASE II: PREPARATION &amp; PREVENTION</td>
<td>MEDIA AND READERS IN CRISIS-MODE • MAJORITY OF TOPICS COVID-RELATED</td>
<td>CORPORATE CITIZENSHIP TOPICS APPRECIATED BY READERS AND MEDIA • REDUCE CLASSICAL CORPORATE TOPICS TO MINIMUM • IMPORTANT: USE TIME TO CREATE NEW, DIGITAL COMMUNICATIONS FORMATS FOR PHASE III</td>
<td>MANAGEMENT PLATFORMS: • LEADERSHIP • TRANSPARENCY, REASSURANCE AND AFFIRMATION • CORPORATE CITIZENSHIP</td>
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<td>LESS TIME FOR NEWS CONSUMPTION • BACK TO WORK</td>
<td>“RESTART / REBOOT” TOPICS: START OF PRODUCTION, SALES, ETC. • FOCUS ON THE POSITIVE OUTCOMES OF THE CRISIS</td>
<td>MANAGEMENT PLATFORMS: • STRONGER OUT OF THE CRISIS</td>
<td>IMPORTANT: THERE IS NO BACK TO NORMAL FOR PRODUCT COMMUNICATIONS! • BRAND EVENTS AND SPONSORSHIPS LIMITED FOR NEXT FEW MONTHS: DUE TO SOCIAL DISTANCING • SMALLER INTERACTIONS WITH JOURNALISTS: EMERGE: PRODUCT REVIEWS, TEST DRIVES, ETC.</td>
</tr>
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</table>
II. USA TRENDS AND STRATEGIC GUIDANCE
‘Big Tech*’ and the ‘Health/Pharmaceutical’ industries saw the largest increases in their share of mentions in 2020YTD coverage. ‘Big Tech*’ saw the most significant increase with new coverage at +0.4% while ‘Health/Pharmaceuticals’ saw a +0.2% increase. The ‘Travel Industry’ and ‘Airlines’ saw the most significant decrease in share, as each industry declined -0.3%. If this trend for travel-related industries continues, it could suggest a shift by the media away from critical travel coverage which was their focus for much of the early phases of COVID-19. The remaining industries in coverage saw minimal to no change in share.

INDUSTRIES IN COVERAGE 2020YTD
Government/NGOs continue to be the focus in news media

- Government/NGOs, 36.4%
- Big Tech*, 21.3%
- Travel Industry, 5.9%
- Retail Industry, 5.3%
- Health/Pharmaceuticals Industry, 5.1%
- Manufacturing, 4.7%
- Electronic Industry, 2.8%
- Automotives Industry, 2.7%
- Banking, 2.5%
- Stock, 3.8%
- Oil, 1.3%
- Payments, 1.2%
COVID-19 coverage continued its slow decline as countries and states continued to debate reopening strategies, with the state of Georgia controversially opening spas, nail salons, and other small businesses. Antibody tests entered the limelight as studies in New York and Boston showed that as many as one in five people sampled had been infected. The W.H.O. warned against using the tests, which are often inaccurate, yet experts look to the tests to study the virus’ spread within populations. Reuters reported on the results of a recent study showing that 96% of nearly 3,000 prison inmates tested for the virus were asymptomatic.

President Trump yet again attracted coverage as he suggested that individuals might inject disinfectants to treat COVID-19. He later claimed he was being ‘sarcastic.’ Meanwhile, the U.S. death toll surpassed 50,000 and cases approached 1 million.

**By the numbers**

- 22.4 million articles
- 325 million social shares

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**MOST SHARED ARTICLES PUBLISHED IN PAST WEEK**

The top shared article this week reported historic negative oil prices

1.2M CNN: **US oil prices crash below $0 a barrel. That's never happened before.**

936K New York Magazine: **Las Vegas Mayor Offers City as ‘Control Group’ to See How Many Die Without Social Distancing**

635K BBC: **Coronavirus: Outcry after Trump suggests injecting disinfectant as treatment**

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**COVERAGE VOLUME TREND**

Coverage volumes continued a slow decline

STAGE 1: Initial cases; quarantine of Wuhan announced

STAGE 2: Accelerated spread inside China

STAGE 3: Death toll surpasses SARS; increasing international cases; Diamond Princess quarantine

3/14: 11.8 million social shares

STAGE 4: Global pandemic response
Coverage related to sustainability and climate change increased over the past week as oil prices plummeted and the head of the United Nations weather agency stated that the drop in emissions attributable to COVID-19 would not stave off climate change and that emissions are expected to rise as the world recovers. The Center for International Climate Research observed that COVID-19 has resulted in a 5.5-5.7% drop in carbon dioxide emissions.

COVID-19 | MEDIA LANDSCAPE

Climate change coverage increased slightly over the past week as oil prices plummeted and the head of the United Nations weather agency stated that the drop in emissions attributable to COVID-19 would not stave off climate change and that emissions are expected to rise as the world recovers. The Center for International Climate Research observed that COVID-19 has resulted in a 5.5-5.7% drop in carbon dioxide emissions.

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The United States continued to lead in coverage of COVID-19, African nations see increased coverage volumes.

M. LANDSCAPE

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On Monday, U.S. oil prices went negative for the first time in history as demand remained at rock-bottom and production continued, filling up storage facilities and offshore tankers. Saudi Arabia and Russia agreed to cut to record oil production cuts but such action alone is not expected to stabilize the U.S. market. Analysts and media predict U.S. producers will have to decrease production significantly and smaller firms will likely not survive.

On Friday, President Trump signed an additional $484 billion stimulus bill to replenish small business loan programs and allocate money to struggling hospitals. Meanwhile, outlets such as ProPublica described how millions of people were facing delays in receiving their stimulus check because they’d used tax prep middlemen to submit their taxes.
III: INDIVIDUAL COUNTRY TRENDS AND STRATEGIC GUIDANCE

USA, CHINA, ITALY, GERMANY, SPAIN, FRANCE AND UK
NEW COVID-19 INFECTIONS, MORTALITY, MEDIA COVERAGE & FINANCIAL TREND // USA

USA CONTINUES TO BATTLE A HIGH INFECTION RATE – YET OUTLOOK IS POSITIVE

- NEW INFECTIONS IN THE USA REMAIN STABLE (AND ON A HIGH LEVEL) COMPARED TO PREVIOUS WEEK.
- THE GOOD NEWS: MORTALITY DECLINES FOR THE FIRST TIME.
- MEDIA COVERAGE CONTINUES TO DECREASE AFTER ANNOUNCEMENT OF LOCKDOWN MEASURES, WHEREAS THE DOW JONES STARTS TO RECOVER.
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III WILL BEGIN SOON. PREPARE NOW.

MARKETS
USA

UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD
FROM: FEB 10TH, 2020
TO: APRIL 26TH, 2020

DATA
TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)
MEDIA VISIBILITY (GROSS REACH) TRADITIONAL & SOCIAL

LEGEND
○ NEW COVID-19 INFECTIONS
○ NEW COVID-19 DEATHS
△ NEW COVID-19 MEDIA COVERAGE
US INDEX: DOW JONES INDUSTRIAL AVERAGE (DJIA) IN RESPECTIVE WEEK

COVID-19 SCORECARD

- INFECTION RATE
- NEW INFECTIONS
- MORTALITY
- MEDIA FOCUS

COVID-19 INFECT. RATE

SPAIN: 0.20%
US: 0.20%
UK: 0.16%
ITALY: 0.11%
FRANCE: 0.10%
GERMANY: 0.07%
CHINA: <0.01%

DATA
COVID-19 INFECT. RATE
COVID-19 DEATHS
COVID-19 MEDIA COVERAGE
US INDEX: DOW JONES INDUSTRIAL AVERAGE (DJIA)

100% = TOTAL FOR SHOWN TIMEFRAME

PROJECTION

COVID-19 INFECTIONS
COVID-19 DEATHS

LOCKDOWNS
The first US states begin school closings & prepare for lockdowns.

PHASE I
DETECTION

PHASE II
PREVENTION

PHASE III
CONTAINMENT

10% 20% 30% 40%

NEW COVID-19 INFECTIONS, MORTALITY, MEDIA COVERAGE & FINANCIAL TREND // USA

NEW COVID-19 INFECTIONS IN THE USA REMAIN STABLE (AND ON A HIGH LEVEL) COMPARED TO PREVIOUS WEEK.

THE GOOD NEWS: MORTALITY DECLINES FOR THE FIRST TIME.

MEDIA COVERAGE CONTINUES TO DECREASE AFTER ANNOUNCEMENT OF LOCKDOWN MEASURES, WHEREAS THE DOW JONES STARTS TO RECOVER.

ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III WILL BEGIN SOON. PREPARE NOW.
NEW INFECTIONS DECREASE COMPARED TO PREVIOUS WEEK.

THE GOOD NEWS: MORTALITY DECLINES FOR THE FIRST TIME AND IS EXPECTED TO FURTHER GO DOWN.

UK STOCK MARKET REACTED TO THE VIRUS 1-2 WEEKS EARLIER THAN UK MEDIA AND GOVERNMENT.

ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III WILL BEGIN SOON. PREPARE NOW.

LATE LOCKDOWN

The British government ordered a lockdown on March 23, limiting people to trips outside the home solely for grocery shopping, medical needs and traveling to work if working from home is not an option. Social gatherings and meeting up in crowds have been banned. One form of solitary exercise is permitted such as running or riding a bicycle. Police will be enforcing the lockdown measures, but people are not required to bring papers with them when they go outside to justify their reason for leaving the house.
NEW COVID-19 INFECTIONS, MORTALITY, MEDIA COVERAGE & FINANCIAL TREND // CHINA

QUICK PIVOT IN CHINA DUE TO RELATIVELY LOW MORTALITY AND INFECTION RATES

- UNCERTAINTY WHETHER LOCKDOWNS WORK AND HOW THE VIRUS SPREADS SPARK THE "TURNING POINT" ~ 3 WEEKS AFTER LOCKDOWN-ANNOUNCEMENT.
- VIRUS-RELATED MEDIA COVERAGE IN CHINA RELAXES AS NEW INFECTIONS AND MORTALITY RATES SIGNIFICANTLY DECLINE.
- ADVICE: PHASE IV COVERAGE HAS STARTED. LEARN FROM CHINA AS THEY ARE 7-8 WEEKS AHEAD.

MARKETS
CHINA

UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD
FROM: FEB 10TH, 2020
TO: APRIL 26TH, 2020

DATA
TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)
MEDIA VISIBILITY (GROSS REACH)
TRADITIONAL & SOCIAL

LEGEND
- NEW COVID-19 INFECTIONS
- COVID-19 DEATHS
- NEW COVID-19 MEDIA COVERAGE
- CHINESE INDEX: SHANGHAI COMPOSITE INDEX (SHCOMP)

TURNING POINT COVID-19 SCORECARD
INFECTION RATE
NEW INFECTIONS
LOW
MORTALITY
MEDIA FOCUS

WUHAN LOCKDOWN
On 23 January 2020, the central government of China imposed a surprise lockdown in Wuhan and other cities in Hubei in an effort to quarantine the centre of an outbreak of coronavirus disease 2019 (COVID-19); this action is commonly referred to as the "Wuhan lockdown"
ITALY: NEW INFECTIONS AND MORTALITY ARE BOTH FURTHER DECLINING.

MEDIA ARE FURTHER RELAXING FOCUS ON COVID-19 STORIES, ITALIAN ECONOMY IS SLOWLY RECOVERING.

ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III IS STARTING. ACT NOW.

ITALY WITH DECLINING NEW INFECTIONS AND MORTALITY

MARKETS
ITALY

UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE

PERIOD
FROM: FEB 10TH, 2020
TO: APRIL 26TH, 2020

DATA
TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)
MEDIA VISIBILITY (GROSS REACH)
TRADITIONAL & SOCIAL

LEGEND
○ NEW COVID-19 INFECTIONS
○ NEW COVID-19 DEATHS
■ NEW COVID-19 MEDIA COVERAGE
ITALIAN INDEX: FTSE MIB (I945)
...IN RESPECTIVE WEEK

ITALY issued a nationwide lockdown on March 9, ordering its 60 million residents to stay at home. Schools, universities and all non-essential businesses are closed — with supermarkets, banks, pharmacies and post offices allowed to remain open. Travel within Italy has been banned except for health reasons or urgent matters.
GERMANY: HAS ENTERED PHASE III AND NOW NEEDS TO CONTAIN THE VIRUS.

ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS BUT THE ENVIRONMENT IS RIPE FOR NON-COVID RELATED TOPICS. ACT NOW.
NEW INFECTIONS AND MORTALITY FURTHER DECREASE.

MEDIA COVERAGE CONTINUES TO DECREASE AFTER ANNOUNCEMENT OF LOCKDOWN MEASURES, WHEREAS FRENCH ECONOMY STARTS TO SLOWLY RECOVER.

ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III HAS BEGUN. ACT NOW.

The French government announced a strict nationwide lockdown on March 17, banning all public gatherings and telling residents to stay inside except for grocery shopping and other essential tasks. Along with closing all non-essential shops, open-air markets have been ordered to shut. People in France are also required to fill out a form stating their reason for leaving the house.
NEW INFECTION AND DEATH RATES SEEM UNDER CONTROL. LOCKDOWN RESTRICTIONS HAVE BEEN EASED. 
MEDIA ACCELERATING OPENNESS TO NEW TOPICS. 
ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III HAS BEGUN. ACT NOW.