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
![World Map](image)
- **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

---

**Coronavirus COVID-19 global cases as tracked and forecasted by the Center for Systems Science and Engineering (CSSE) at Johns Hopkins University (JHU)**
I. EXECUTIVE SUMMARY: INSIGHTS AND GUIDANCE
1. **USA**: COVID-19 NEWS AND PRESIDENT TRUMP CONTINUE TO DOMINATE NEWS COVERAGE HOLDING STEADY BY OCCUPYING 92% OF AVAILABLE NEWS CAPACITY. THEMES WHICH WOULD HAVE DOMINATED IN OTHER TIMES ARE SIDELINED BY THE PRESIDENT AND THE PANDEMIC INCLUDE THE NOVEMBER ELECTION AND THE ECONOMY. ALL INDICATORS ARE RELATIVELY HIGH COMPARED TO OTHER COUNTRIES

2. APART FROM THE USA AND UK, ALL COUNTRIES ARE GAINING CONTROL OVER THE VIRUS. IN THE LAST WEEK, SPAIN JOINED OTHER COUNTRIES IN ACHIEVING A FAVORABLE ENVIRONMENT FOR PROACTIVE PUBLIC RELATIONS. CHINA, ITALY, GERMANY AND FRANCE FACE IMMEDIATE OPPORTUNITIES TO PURSUE PROACTIVE PUBLIC RELATIONS ACTIVITY INCLUDING THEMES OUTSIDE THE PANDEMIC

3. STOCK MARKETS CONTINUE A SLOW RECOVERY, EVEN IN COUNTRIES STILL BATTLING THE PANDEMIC. IN THE USA AND UK WHERE OTHER INDICATORS ARE TROUBLESOME, FINANCIAL MARKETS ARE IMPROVING. CHINA'S SHANGHAI INDEX BARELY CHANGED EVEN WHEN THAT COUNTRY'S STRUGGLES WERE AT THEIR ZENITH
COVID-19 coverage continues to decline in most countries except the UK which increased and the USA which is stable.

Only the USA and UK continue to struggle with efforts to gain control over the virus and the news. Spain improves to join other countries as an “all green” country but we recommend a cautious reentry around Covid-19 themes.

The public relations environments in China, Italy, Germany and France are favorable for more proactive PR activity.

<table>
<thead>
<tr>
<th>CHINA</th>
<th>ITALY</th>
<th>GERMANY</th>
<th>SPAIN</th>
<th>FRANCE</th>
<th>UK</th>
<th>USA</th>
</tr>
</thead>
<tbody>
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<tr>
<td>ACTION: PROACTIVE OUTREACH</td>
<td>ACTION: PROACTIVE OUTREACH</td>
<td>ACTION: START PHASE III COMMUNICATIONS</td>
<td>ACTION: PROACTIVE OUTREACH</td>
<td>ACTION: PREPARE NOW FOR PHASE III TO START</td>
<td>ACTION: PREPARE NOW FOR PHASE III TO START</td>
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</table>

COVID-19 SCORECARD

<table>
<thead>
<tr>
<th>KEY</th>
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</thead>
<tbody>
<tr>
<td><strong>INFECTION RATE</strong></td>
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<tr>
<td><strong>NEW INFECTIONS</strong></td>
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<tr>
<td><strong>MORTALITY</strong></td>
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<tr>
<td><strong>MEDIA FOCUS</strong></td>
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<tr>
<td><strong>INFECTION RATE</strong></td>
</tr>
<tr>
<td><strong>NEW INFECTIONS</strong></td>
</tr>
<tr>
<td><strong>MORTALITY</strong></td>
</tr>
<tr>
<td><strong>MEDIA FOCUS</strong></td>
</tr>
</tbody>
</table>

- HIGH: ABOVE 0.15%
- MODERATE: <=0.15% to >0.1%
- LOW: <0.1%

- RISING: WEEKLY NEW CONFIRMED COVID-19 CASES
- STABLE: WEEKLY NEW CONFIRMED COVID-19 CASES
- DECLINING: WEEKLY NEW CONFIRMED COVID-19 CASES

- RISING: WEEKLY NEW CONFIRMED COVID-19 RELATED DEATHS
- STABLE: WEEKLY NEW CONFIRMED COVID-19 RELATED DEATHS
- DECLINING: WEEKLY NEW CONFIRMED COVID-19 RELATED DEATHS

- RISING: ALL COVID-19 RELATED MEDIA COVERAGE
- STABLE: ALL COVID-19 RELATED MEDIA COVERAGE
- DECLINING: ALL COVID-19 RELATED MEDIA COVERAGE
## COVID-19 – A GUIDE TO PROFESSIONAL COMMUNICATORS: USA EDITION

### STRATEGIC GUIDANCE

<table>
<thead>
<tr>
<th>PHASES</th>
<th>MEDIA &amp; AUDIENCE</th>
<th>CORPORATE COMMUNICATIONS</th>
<th>MANAGEMENT COMMUNICATIONS</th>
<th>PRODUCT COMMUNICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PHASE I: DETECTION</strong></td>
<td></td>
<td>• CORPORATE CITIZENSHIP TOPICS APPRECIATED BY READERS AND MEDIA</td>
<td>MANAGEMENT PLATFORMS:</td>
<td>IMPORTANT:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• REDUCE CLASSICAL CORPORATE TOPICS TO MINIMUM</td>
<td>• LEADERSHIP</td>
<td>• UNLESS DIRECTLY RELEVANT TO MITIGATION,</td>
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<tr>
<td></td>
<td></td>
<td>• IMPORTANT: USE TIME TO CREATE NEW, DIGITAL</td>
<td>• TRANSPARENCY, REASSURANCE AND AFFIRMATION</td>
<td>“PROMOTIONAL” AND PRODUCT COVERAGE SHOULD BE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COMMUNICATIONS FORMATS FOR PHASE III</td>
<td>• CORPORATE CITIZENSHIP</td>
<td>MOVED TO PHASE III</td>
</tr>
<tr>
<td><strong>PHASE II PREPARATION &amp; PREVENTION</strong></td>
<td>• MEDIA AND READERS IN CRISIS-MODE</td>
<td>• BEGIN TO INTRODUCE A BROADER SET OF CORPORATE STAKEHOLDER TOPICS</td>
<td>MANAGEMENT PLATFORMS:</td>
<td>IMPORTANT:</td>
</tr>
<tr>
<td></td>
<td>• MAJORITY OF TOPICS COVID-RELATED</td>
<td>• EMPLOYEES</td>
<td>• LEADERSHIP</td>
<td>• UNLESS DIRECTLY RELEVANT TO MITIGATION,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• CUSTOMERS</td>
<td>• TRANSPARENCY, REASSURANCE AND AFFIRMATION</td>
<td>“PROMOTIONAL” AND PRODUCT COVERAGE SHOULD BE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• INVESTORS</td>
<td>• CORPORATE CITIZENSHIP</td>
<td>MOVED TO PHASE III</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• REGULATORS/LEGISLATORS</td>
<td></td>
<td>• CHANNEL-LOAD PHASE III</td>
</tr>
<tr>
<td><strong>PHASE III CONTAINMENT, MITIGATION &amp; DAMAGE CONTROL</strong></td>
<td>• INCREASING ALLOWANCE FOR NON-CORONA COVERAGE</td>
<td>• “RESTART / REBOOT” TOPICS: START OF PRODUCTION, SALES, ETC.</td>
<td>MANAGEMENT PLATFORMS:</td>
<td>• CREATE NEW, DIGITAL COMMS FORMATS FOR PHASE III</td>
</tr>
<tr>
<td></td>
<td>• PEOPLE STILL IN QUARANTINE WITH TIME FOR NEWS CONSUMPTION</td>
<td>• FOCUS ON THE POSITIVE OUTCOMES OF THE CRISIS</td>
<td>• LEADERSHIP</td>
<td>• RUN NEW, DIGITAL FORMATS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• SMALLER INTERACTIONS WITH JOURNALISTS</td>
<td>• TRANSPARENCY, REASSURANCE AND AFFIRMATION</td>
<td>• PROVIDE YOUR CUSTOMERS WITH ALTERNATIVE,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• BRAND EVENTS AND SPONSORSHIPS LIMITED FOR NEXT FEW MONTHS, DUE TO SOCIAL DISTANCING</td>
<td>• CORPORATE CITIZENSHIP</td>
<td>NEW FORMATS</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• SMALLER INTERACTIONS WITH JOURNALISTS</td>
<td></td>
<td>• PROMOTE DIGITAL SALES: CONTACTLESS BUSINESS WILL BE TRENDING</td>
</tr>
<tr>
<td><strong>PHASE IV RECOVERY &amp; REPAIR</strong></td>
<td>• LESS TIME FOR NEWS CONSUMPTION</td>
<td>• “RESTART / REBOOT” TOPICS: START OF PRODUCTION, SALES, ETC.</td>
<td>MANAGEMENT PLATFORMS:</td>
<td>IMPORTANT:</td>
</tr>
<tr>
<td></td>
<td>• BACK TO WORK</td>
<td>• FOCUS ON THE POSITIVE OUTCOMES OF THE CRISIS</td>
<td>• STRONGER OUT OF THE CRISIS</td>
<td>• THERE IS NO BACK TO NORMAL FOR PRODUCT</td>
</tr>
<tr>
<td></td>
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<td>• SMALLER INTERACTIONS WITH JOURNALISTS</td>
<td></td>
<td>COMMUNICATIONS!</td>
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<td>• BRAND EVENTS AND SPONSORSHIPS LIMITED FOR NEXT FEW MONTHS, DUE TO SOCIAL DISTANCING</td>
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<td>• SMALLER INTERACTIONS WITH JOURNALISTS</td>
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<td></td>
<td></td>
<td>• SMALLER INTERACTIONS WITH JOURNALISTS</td>
<td></td>
<td>Emerge: PRODUCT REVIEWS, TEST DRIVES, ETC.</td>
</tr>
</tbody>
</table>
II. USA TRENDS AND STRATEGIC GUIDANCE
Coverage continued its downward trend this week as daily confirmed cases in the U.S. also continued to trend downward. Top stories over the past week included reports that President Trump had moved to replace a top official at the Department of Health and Human Services after they presented a report highlighting PPE shortages and testing delays. Outlets also reported that the White House coronavirus task force would be ‘wound down’ around Memorial Day.

Meanwhile, public health experts warned that none of the states reopening met the criteria for doing so safely, which includes “14-day decline in cases, the ability to contact trace, a health system that can safely care for patients including enough protective gear for health care workers, and enough rapid diagnostic testing” (NPR).

By the numbers

- 27.1 million articles
- 395.9 million social shares

MOST SHARED ARTICLES PUBLISHED IN PAST WEEK

One of the top stories this week included a report that the US gov't did not pursue an early opportunity to increase N95 mask production:

- The Atlantic: The Coronavirus Was an Emergency Until Trump Found Out Who Was Dying (846K)
- Washington Post: USA: In the early days of the pandemic, the U.S. government turned down an offer to manufacture millions of N95 masks in America (690K)
- People: The Obamas Will Give Virtual Commencement Speeches for the Class of 2020 amid Coronavirus (567K)

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

STAGE 4: Global pandemic response
While COVID-19 continued to dominate the media environment, several breaking stories over the past week seized a small share of coverage. In Poland, the country held a ‘ghost’ election with 0% turnout after the government failed to postpone or cancel the election. Political scientist Stanislaw Mocek, quoted by the AFP, said, “We’re in a fog of legal absurdity.” The election drove less than 1% of coverage this week. Driving .5% of coverage this week was outrage surrounding the death of Ahmaud Arbery, who was shot earlier this year while jogging and whose case has languished during the COVID-19 crisis. A video of the killing was released Tuesday on a local Georgia broadcast station.
A Harvard research group, the Global Health Institute, proposed that the U.S. should drastically increase testing to more than 900,000 tests per day, nearly four times the current daily average. While less populous states like Alaska, Hawaii, and Montana have met or exceeded recommended tested minimums, others like New York, Massachusetts, Georgia, and Texas are far from hitting the testing target. Dr. Ashish Jha of the Institute called for federal leadership to improve the quality and availability of testing. Meanwhile, on Wednesday, President Trump said that doing more testing makes the U.S. “look bad.”

In other testing coverage, the media and experts continued to warn about the proliferation of antibody tests, some of which are unreliable or falsely marketed, and the FDA granted emergency use authorization to a COVID-19 antigen test produced by San Diego-based Quidel Corp.
While Government/NGOs and Big Tech* remained the most mentioned industries in YTD coverage, their respective share of voice in weekly coverage continued to see a decline as the COVID crisis continued into its third month. This would suggest a shift away from these industries by the media and towards Health/Pharmaceutical industries. The Health/Pharmaceutical industry saw a significant increase in its share of COVID coverage [+1.8%] in week on week coverage. While the shift has been minimal in YTD coverage, the increase in share in weekly coverage could show an emerging trend.
III: INDIVIDUAL COUNTRY TRENDS AND STRATEGIC GUIDANCE

USA, CHINA, ITALY, GERMANY, SPAIN, FRANCE AND UK
NEW INFECTIONS & MORTALITY IN THE USA DECREASE COMPARED TO PREVIOUS WEEK.
MEDIA COVERAGE SLIGHTLY INCREASES LAST WEEK DUE TO ELON MUSK REBELLION AND CONTINUING CHINA ACCUSATIONS. THE DOW JONES CONTINUES TO RECOVER.
ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III WILL BEGIN SOON. PREPARE NOW.

NEW COVID-19 INFECTIONS, MORTALITY, MEDIA COVERAGE & FINANCIAL TREND // USA
NEW INFECTIONS AND MORTALITY CONTINUE TO DECREASE IN THE USA

PHASE I DETECTION
PHASE II PREVENTION
PHASE III CONTAINMENT

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

MARKETS
USA
UNIVERSE
ALL COVID-19 NEW TRACKED INFECTIONS
ALL COVID-19 RELATED MEDIA COVERAGE
PERIOD
FROM: FEB 10TH, 2020
TO: MAY 10TH, 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
NEW COVID-19 INFECTIONS, MORTALITY, MEDIA COVERAGE & FINANCIAL TREND // UK
UK FIGHTS WITH STABLE NEW INFECTIONS – HOWEVER, MORTALITY DECLINES

- WATCH OUT: NEW INFECTIONS ARE SOMEWHAT STABLE OVER THE LAST WEEKS.
- UK STOCK MARKET REACTED TO THE VIRUS 1-2 WEEKS EARLIER THAN UK MEDIA AND GOVERNMENT.
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS AND BEAR IN MIND. 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.

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
- UK INDEX: FTSE 100 (UKX)
...IN RESPECTIVE WEEK
NEW COVID-19 INFECTIONS, MORTALITY, MEDIA COVERAGE & FINANCIAL TREND // CHINA
LEARN FROM CHINESE COVID-19 COMMS: 7-8 WEEKS AHEAD OF THE WESTERN MARKETS

- 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.

### PHASE I DETECTION

**WUHAN LOCKDOWN**

On 23 January 2020, the central government of China imposed a surprised 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".

### PHASE II PREVENTION

### PHASE III CONTAINMENT

### PHASE IV RECOVERY

**COVID-19 SCORECARD**

- **INFECTION RATE**
- **NEW INFECTIONS**
- **MORTALITY**
- **MEDIA FOCUS**

**TURNING POINT**

**PROJECTION**

**MARKETS**

CHINA

**UNIVERSE**

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

**PERIOD**

FROM: FEB 10th, 2020
TO: MAY 10th, 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 DEATHS
- NEW COVID-19 MEDIA COVERAGE
- CHINESE INDEX: SHANGHAI COMPOSITE INDEX (SHCOMP)
ITALY: NEW INFECTIONS AND MORTALITY ARE BOTH FURTHER DECLINING. MEDIA ARE FURTHER REDUCING FOCUS ON COVID-10 STORIES, ITALIAN ECONOMY IS SLOWLY RECOVERING. ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III HAS STARTED. ACT NOW.

ITALY WITH FURTHER DECLINING NEW INFECTIONS AND MORTALITY

- **ITALY**: NEW INFECTIONS AND MORTALITY ARE BOTH FURTHER DECLINING.
- MEDIA ARE FURTHER REDUCING FOCUS ON COVID-19 STORIES, ITALIAN ECONOMY IS SLOWLY RECOVERING.
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS. BUT INDICATIONS SUGGEST PHASE III HAS STARTED. ACT NOW.

ITALIAN INDEX: FTSE MIB (I945) IN RESPECTIVE WEEK

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

PERIOD
FROM: FEB 10TH, 2020
TO: MAY 10TH, 2020

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

LEGEND
○ NEW COVID-19 INFECTIONS
○ NEW COVID-19 DEATHS
■ ITALIAN INDEX: FTSE MIB (I945)

COVID-19 SCORECARD

INFECTION RATE
LOW

NEW INFECTIONS

MORTALITY

MEDIA FOCUS

LOCKDOWN HITS ITALIAN ECONOMY

ALL-TIME LOW TOGETHER WITH US/EU ECONOMY

PROJECTED COVID-19 INFECT. RATE

US
UK
ITALY
SPAIN
FRANCE
GERMANY
CHINA

0.17%
0.15%
0.07%
0.05%
0.03%
0.03%
<0.01%
GERMANY: HAS ENTERED PHASE III AND IS CONTAINING THE VIRUS.

ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS, BUT START-OFF WITH PHASE II, NON-COVID-19 RELATED TOPICS. ACT NOW.

Unlike other European countries, Germany has so far stopped short of ordering its over 80 million population to remain at home — instead opting for strict social distancing measures which were issued on March 22.
NEW COVID-19 INFECTIONS, MORTALITY, MEDIA COVERAGE & FINANCIAL TREND // FRANCE

WATCH OUT: MORTALITY IN FRANCE MAY NOT DECREASE THIS WEEK

- Mortality further decreases last week. However, new infections don’t continue to decrease - mortality is expected to slightly increase this week.
- Media coverage continues to decrease after announcement of lockdown measures, whereas French economy starts to slowly recover.

**Lockdown**
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.
MEDIA ACCELERATING OPENNESS TO NEW TOPICS.

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

The Spanish government declared a state of emergency on March 14, issuing a general confinement order for more than 46 million people.

**COVID-19 SCORECARD**

- **INFECTION RATE**
  - NEW COVID-19 INFECTIONS
  - NEW COVID-19 DEATHS

- **MEDIA VISIBILITY** (GROSS REACH)
  - TRADITIONAL & SOCIAL

- **SPAIN INDEX: IBEX 35 (IBEX)**

**STATE EMERGENCY**

**PHASE I DETECTION**

**PHASE II PREVENTION**

**PHASE III CONTAINMENT**

**COVID-19 DEATHS**

**COVID-19 MEDIA COVERAGE**

**COVID-19 INFECTIONS**

**SPANISH INDEX: IBEX 35**

**PROJECTION**