

CISION GLOBAL MEDIA INSIGHTS

COVID-19 | WEEKLY UPDATE MAY 5, 2020

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Insights

A microscopic view of COVID-19 virus particles, which are spherical with a crown-like appearance due to the presence of spike proteins. The particles are shown in various sizes and orientations, set against a background of blue and purple hues. DNA double helix structures are also visible, rendered in a similar color palette, suggesting a focus on genetic analysis and molecular biology.

▶ A GUIDE TO PROFESSIONAL COMMUNICATORS: USA EDITION

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.



MARKETS



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)



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I. EXECUTIVE SUMMARY: INSIGHTS AND GUIDANCE

- 1. USA:** COVID-19 NEWS AND PRESIDENT TRUMP CONTINUE TO DOMINATE NEWS COVERAGE (UP 3% TO 92% OVER LAST WEEK). THIS LEAVES PROFESSIONAL COMMUNICATORS WITH VERY LIMITED OPPORTUNITIES TO BREAK THROUGH. PANDEMIC-RELATED TOPICS REMAIN IMPORTANT IF THEY ARE CREDIBLE (CLEARLY, THE MEDIA CONSIDERS THEM COMPELLING). OPENINGS AROUND THE COUNTRY REMAIN CONTROVERSIAL AND DO NOT SIGNAL A “RETURN TO NORMAL.” DOW JONES INDUSTRIALS AVERAGE TAPERS AS EARNINGS ARE ANNOUNCED
- 2. CHINA, GERMANY, ITALY AND FRANCE ALL EXHIBIT FAVORABLE ENVIRONMENTS FOR PROACTIVE PUBLIC RELATIONS WITH INFECTION RATES, MORTALITY AND MEDIA TRENDS POINTING TOWARDS A MORE RECEPTIVE ENVIRONMENT**
 - **THE UK AND SPAIN APPEAR TO BE HEADED TOWARDS INCREASED MORTALITY RATES:**
 - **SPAIN, WHILE RELATIVELY LOW IN VOLUME, INDICATES A MODEST INCREASE IN THE WEEKS TO COME**
 - **UK, WHILE RELATIVELY HIGH, INDICATES WORSENING INFECTION AND MORTAITY RATES. MEDIA SEEMS MORE FAVORABLE THAN IT ACTUALLY IS DUE TO THE PEAK OF PANDEMIC COVERAGE WITH THE QUEEN AND PM IN TH3 NEWS A FEW WEEKS AGO**
- 3. FOR THE PAST FEW WEEKS, THE CONCURRENCE OF A RISING STOCK MARKET COINCIDED WITH IMPROVED MEDIA ENVIRONMENT. NOW, WITH MAJOR EARNINGS NEWS – MUCH OF WHICH IS NEGATIVE – THE MARKETS ARE DECLINING WHILE THE MEDIA MOVE ON TO OTHER AREAS OF INTEREST**

COVID-19 coverage in Western markets peaked with announced containment measures. While developments in China suggest positive outcomes elsewhere, the peaks in coverage don't mark a 'turning point' for Western communicators (yet).

Only China is poised for proactive "Phase III/IV" activity. For the West, the rates of total infections, new infections and mortality are the most important indicators.

KEY							
INFECTION-RATE		NEW INFECTIONS		MORTALITY		MEDIA FOCUS	
RATE OF CUMULATIVE CONFIRMED CASES OVER LAST 3 WEEKS AS PERCENTAGE OF INHABITANTS		WEEKLY NEW CONFIRMED COVID-19 CASES		WEEKLY NEW CONFIRMED COVID-19 RELATED DEATHS		ALL COVID-19 RELATED MEDIA COVERAGE	
HIGH	ABOVE 0.15%		RISING		RISING		RISING
MODERATE	<=0.15% >=0.1%		STABLE		STABLE		STABLE
LOW	<0.1%		DECLINING		DECLINING		DECLINING

COVID-19 SCORECARD													
CHINA		ITALY		GERMANY		SPAIN		FRANCE		UK		USA	
INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS	INFECTION RATE	NEW INFECTIONS
LOW		LOW		LOW		MODERATE		LOW		HIGH		HIGH	
MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS	MORTALITY	MEDIA FOCUS
PHASE: IV - RECOVERY		PHASE: III - CONTAINMENT		PHASE: III - CONTAINMENT		PHASE: III - CONTAINMENT		PHASE: III - CONTAINMENT		PHASE: II - PREVENTION		PHASE: II - PREVENTION	
ACTION: PROACTIVE OUTREACH		ACTION: START PHASE III COMMUNICATIONS		ACTION: START PHASE III COMMUNICATIONS		ACTION: START PHASE III COMMUNICATIONS		ACTION: START PHASE III COMMUNICATIONS		ACTION: PREPARE NOW FOR PHASE III TO START		ACTION: PREPARE NOW FOR PHASE III TO START	

PHASES	MEDIA & AUDIENCE	CORPORATE COMMUNICATIONS		MANAGEMENT COMMUNICATIONS		PRODUCT COMMUNICATIONS			
PHASE I: DETECTION				NO CHANGES					
PHASE II PREPARATION & PREVENTION	<ul style="list-style-type: none"> MEDIA AND READERS IN CRISIS-MODE MAJORITY OF TOPICS COVID-RELATED 	<ul style="list-style-type: none"> 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 		<p>MANAGEMENT PLATFORMS:</p> <ul style="list-style-type: none"> LEADERSHIP TRANSPARENCY, REASSURANCE AND AFFIRMATION CORPORATE CITIZENSHIP 		<p>IMPORTANT:</p> <ul style="list-style-type: none"> UNLESS DIRECTLY RELEVANT TO MITIGATION, "PROMOTIONAL" AND PRODUCT COVERAGE SHOULD BE MOVED TO PHASE III CHANNEL-LOAD PHASE III CREATE NEW, DIGITAL COMMS FORMATS FOR PHASE III 			
PHASE III CONTAINMENT, MITIGATION & DAMAGE CONTROL	<ul style="list-style-type: none"> INCREASING ALLOWANCE FOR NON-CORONA COVERAGE PEOPLE STILL IN QUARANTINE WITH TIME FOR NEWS CONSUMPTION 	<ul style="list-style-type: none"> BEGIN TO INTRODUCE A BROADER SET OF CORPORATE STAKEHOLDER TOPICS <ul style="list-style-type: none"> EMPLOYEES CUSTOMERS INVESTORS REGULATORS/LEGISLATORS 		<p>MANAGEMENT PLATFORMS:</p> <ul style="list-style-type: none"> LEADERSHIP TRANSPARENCY, REASSURANCE AND AFFIRMATION CORPORATE CITIZENSHIP 		<ul style="list-style-type: none"> RUN NEW, DIGITAL FORMATS PROVIDE YOUR CUSTOMERS WITH ALTERNATIVE, NEW FORMATS PROMOTE DIGITAL SALES: CONTACTLESS BUSINESS WILL BE TRENDING 			
PHASE IV RECOVERY & REPAIR	<ul style="list-style-type: none"> LESS TIME FOR NEWS CONSUMPTION BACK TO WORK 	<ul style="list-style-type: none"> "RESTART / REBOOT" TOPICS: START OF PRODUCTION, SALES, ETC. FOCUS ON THE POSITIVE OUTCOMES OF THE CRISIS 		<p>MANAGEMENT PLATFORMS:</p> <ul style="list-style-type: none"> STRONGER OUT OF THE CRISIS 		<p>IMPORTANT: THERE IS NO BACK TO NORMAL FOR PRODUCT COMMUNICATIONS!</p> <ul style="list-style-type: none"> BRAND EVENTS AND SPONSORSHIPS LIMITED FOR NEXT FEW MONTHS. DUE TO SOCIAL DISTANCING SMALLER INTERACTIONS WITH JOURNALISTS EMERGE: PRODUCT REVIEWS, TEST DRIVES, ETC. 			

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A microscopic view of COVID-19 virus particles and DNA strands. The virus particles are spherical with a spiky surface, and the DNA strands are double-helical structures. The background is a warm, reddish-orange color.

II. USA TRENDS AND STRATEGIC GUIDANCE

On Tuesday, Trump [signed](#) an executive order compelling meat processing facilities to stay open under the Defense Production Act, prompting safety concerns from meat plant workers. Major meat [processors](#) such as Tyson Foods were considering closing as many as 80% of their plants due to coronavirus spread among workers, and raised [warnings](#) about a pending meat shortage.

In health-related news, a [New York Times](#) analysis of newly-released data from the CDC showed that total deaths over a five week period in seven states heaviest hit by the virus were 50% higher than normal death rates, and higher than death rates reported by the virus. In the UK, doctors [reported](#) an unusual spike in a rare disease, Kawasaki disease, in children that may be related to coronavirus.

By the numbers

24.8 million articles

357 million social shares

MOST SHARED ARTICLES PUBLISHED IN PAST WEEK

Looming meat shortage drove social shares this week

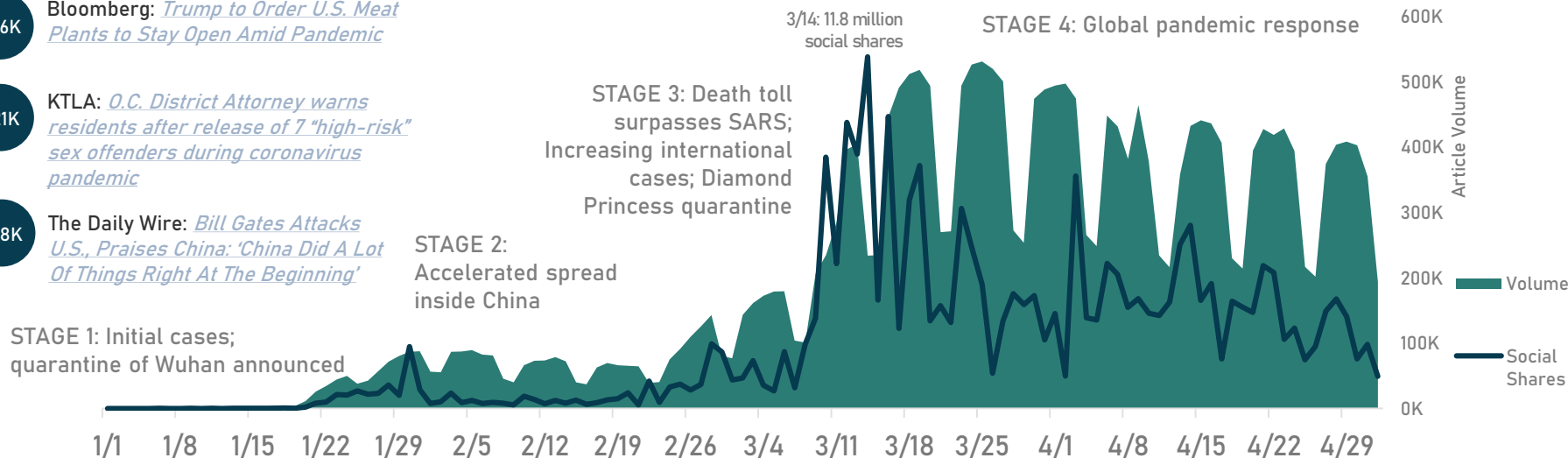
826K Bloomberg: [Trump to Order U.S. Meat Plants to Stay Open Amid Pandemic](#)

421K KTLA: [O.C. District Attorney warns residents after release of 7 "high-risk" sex offenders during coronavirus pandemic](#)

398K The Daily Wire: [Bill Gates Attacks U.S., Praises China: 'China Did A Lot Of Things Right At The Beginning'](#)

COVERAGE VOLUME TREND

Coverage continued downward trend

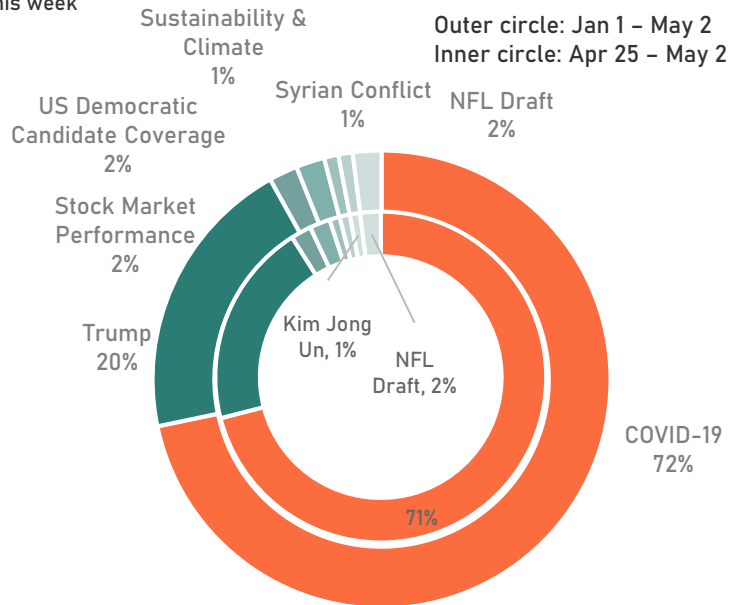


COVID-19 coverage continued to lead the media agenda, maintaining a similar share of coverage as in past weeks. [Speculations](#) that North Korean leader Kim Jong Un might be dead following an alleged cardiovascular surgery made up 1% of coverage in the past week, though on Saturday May 2 a photograph in North Korean state media showed Kim attending a ribbon cutting ceremony at a fertilizer plant.

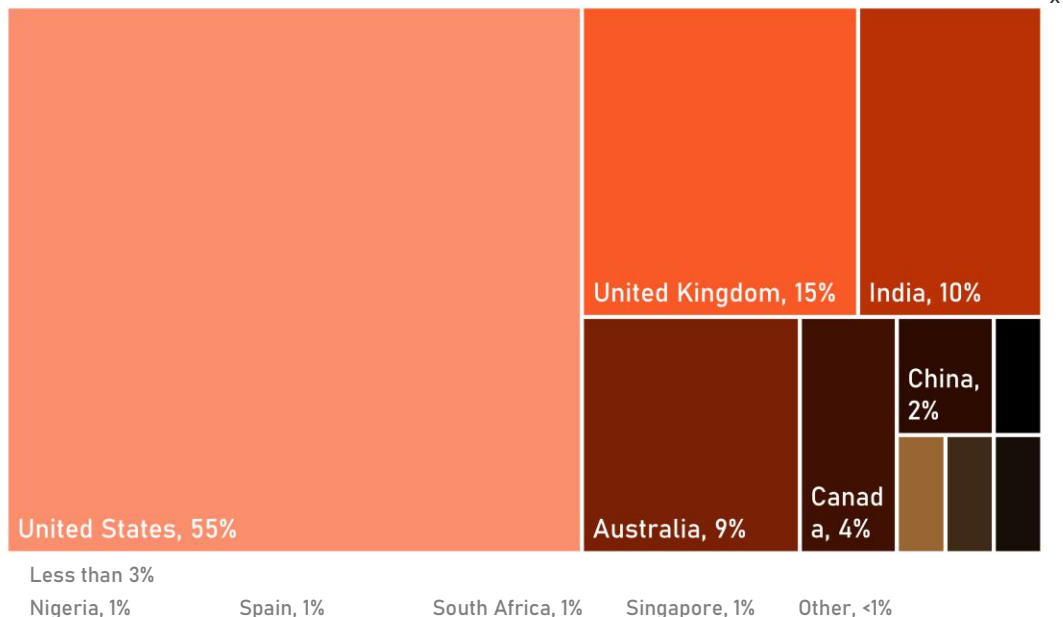
Geographic coverage distribution remained similar to previous weeks.

MEDIA LANDSCAPE

Speculation around Kim Jong Un's health drove a portion of the media agenda this week



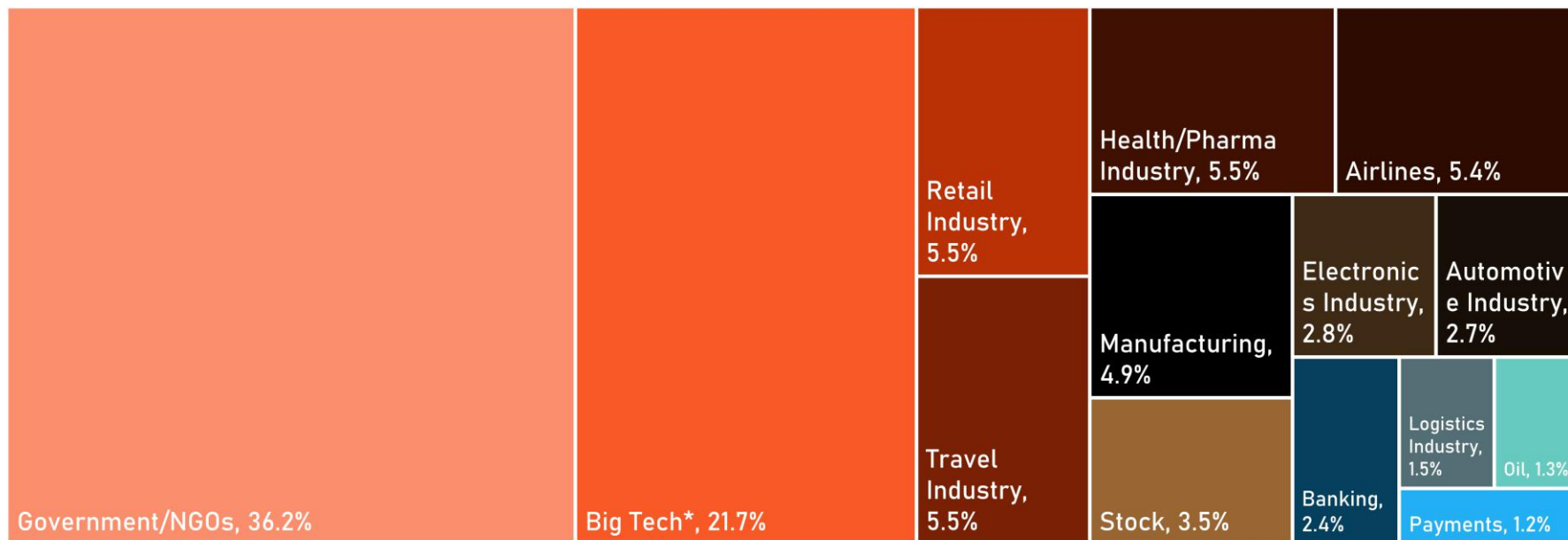
COVERAGE DISTRIBUTION BY MARKET (English & Chinese language news)



While Government/NGOs and Big Tech* continue to be the most mentioned industries in YTD coverage, their respective share of voice in weekly coverage saw a significant decline last week. Government/NGOs saw a 4% decline week on week, while Big Tech* decreased by 2%. The industries which saw a significant increase, >1%, in share were Retail (+1.4%+), Health & Pharmaceutical (+2.4%), and Manufacturing (+1.4%). The increase in these industries was observed the same week as states in the US began to “re-open.”

INDUSTRIES IN COVERAGE 2020YTD

Government/NGOs and Big Tech* remain the clear leading industries in YTD coverage



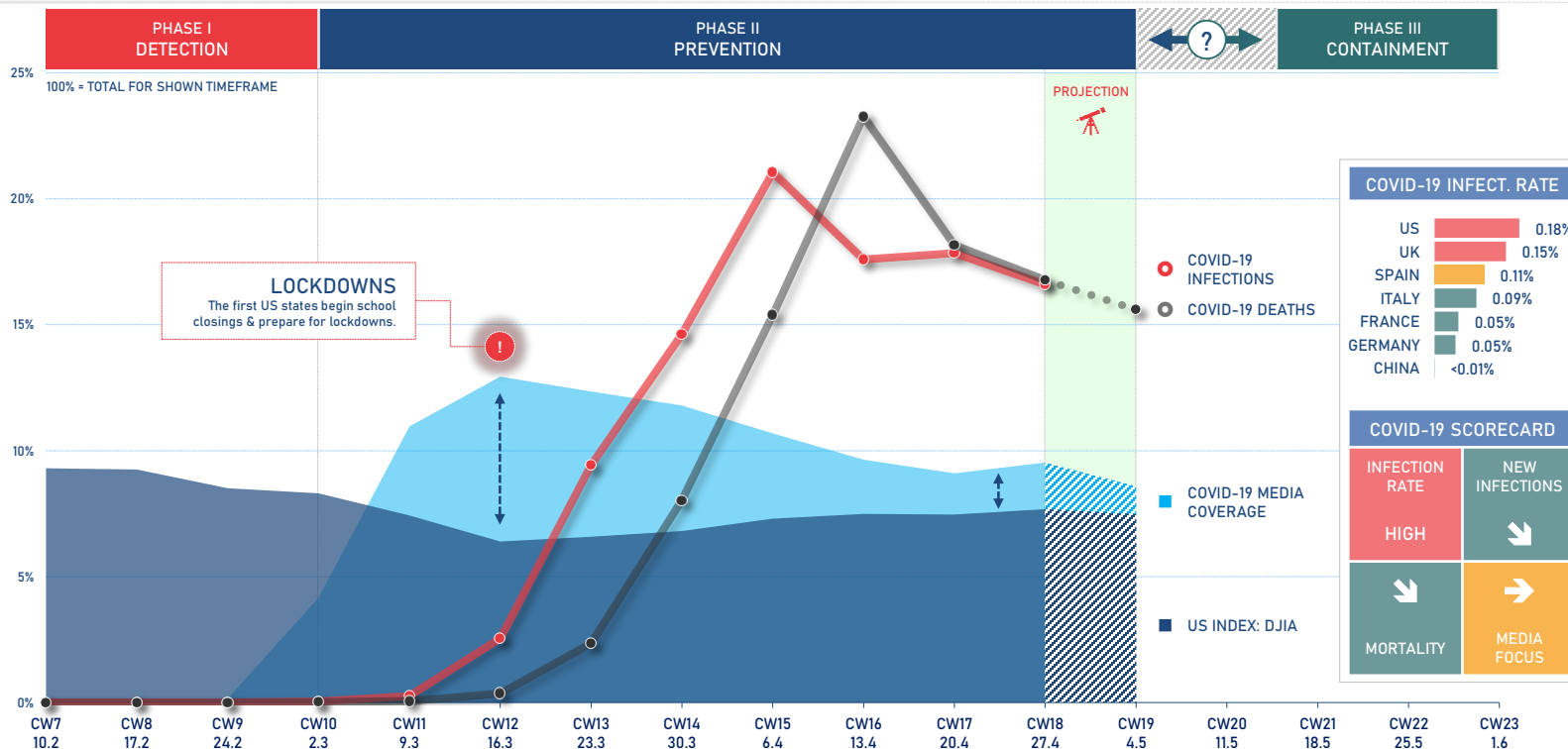


III: INDIVIDUAL COUNTRY TRENDS AND STRATEGIC GUIDANCE
USA, CHINA, ITALY, GERMANY, SPAIN, FRANCE AND UK

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

NEW INFECTIONS AND MORTALITY CONTINUE TO DECREASE IN THE USA

- NEW INFECTIONS & MORTALITY IN THE USA DECREASE COMPARED TO PREVIOUS WEEK.
- MEDIA COVERAGE SLIGHTLY INCREASES LAST WEEK DUE TO ELON MUSK STATEMENT AND CHINA ACCUSATIONS. THE DOW JONES CONTINUES 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: MAY 4TH, 2020

DATA

TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)

MEDIA VISIBILITY (GROSS REACH)

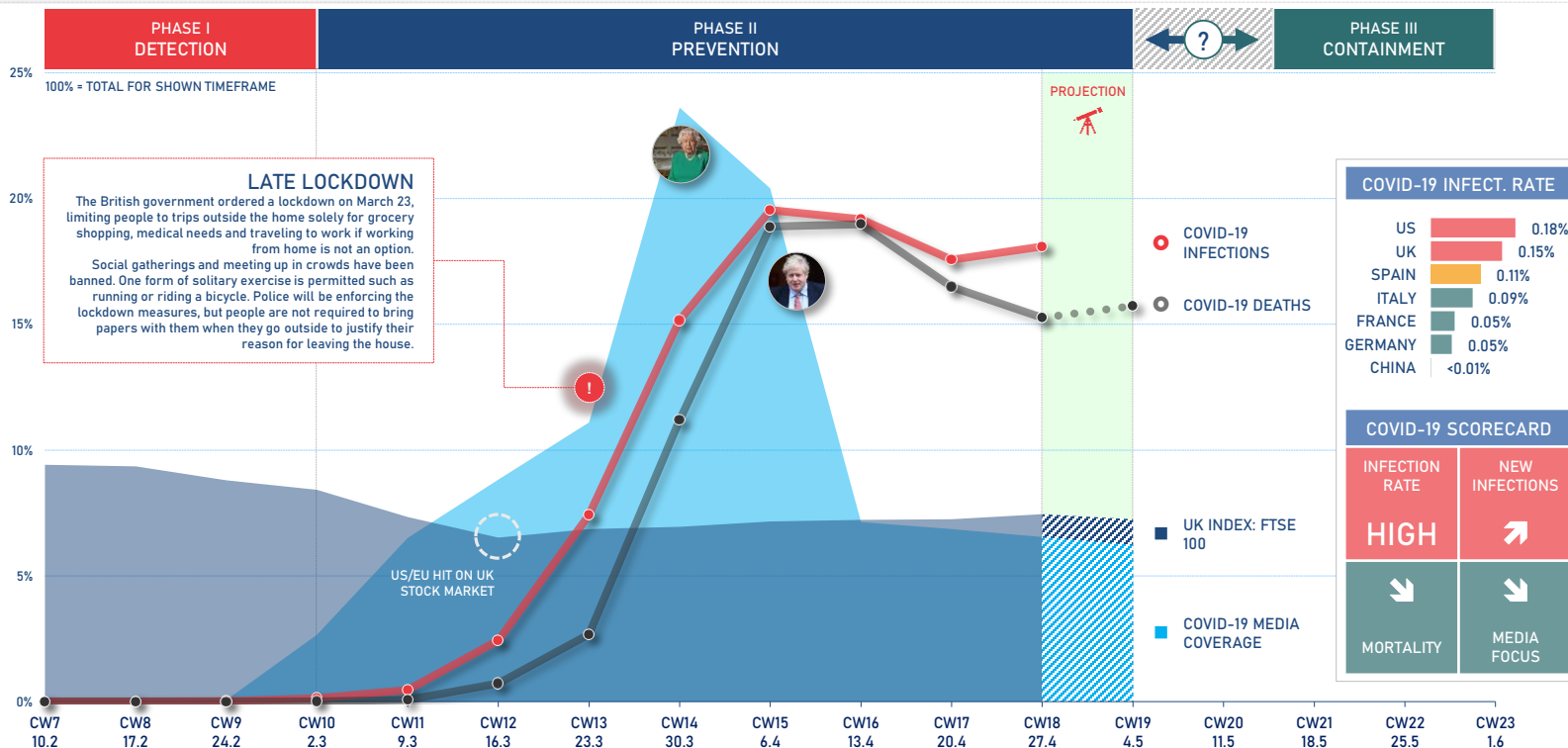
TRADITIONAL & SOCIAL

LEGEND

- Red circle: NEW COVID-19 INFECTIONS
 - Grey circle: NEW COVID-19 DEATHS
 - Light blue area: NEW COVID-19 MEDIA COVERAGE
 - Dark blue area: US INDEX: DOW JONES INDUSTRIAL AVERAGE (DJIA)
- ...IN RESPECTIVE WEEK

WATCH OUT: MORTALITY LIKELY TO INCREASE IN UK THIS WEEK

- WATCH OUT: NEW INFECTION SLIGHTLY INCREASED LAST WEEK – MORTALITY IS EXPECTED TO SLIGHTLY INCREASE THIS WEEK AS WELL.
- 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, THAT MORTALITY MIGHT SLIGHTLY RISE THIS WEEK. BUT INDICATIONS SUGGEST PHASE III WILL BEGIN SOON. PREPARE NOW.



MARKETS

UK

UNIVERSE

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

PERIOD

FROM: FEB 10TH, 2020
TO: MAY 4TH, 2020

DATA

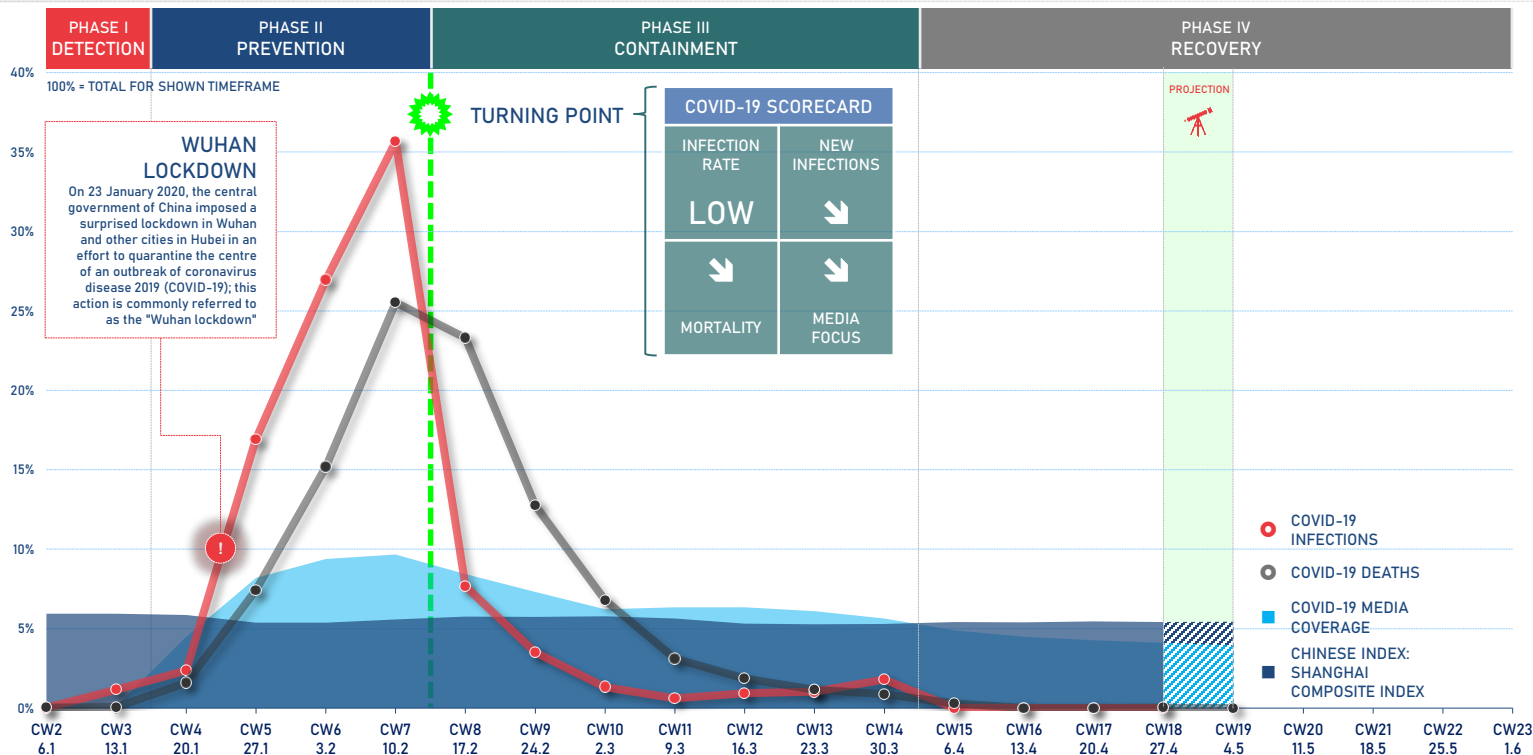
TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)
MEDIA VISIBILITY (GROSS REACH) TRADITIONAL & SOCIAL

LEGEND

- NEW COVID-19 INFECTIONS
- NEW COVID-19 DEATHS
- NEW COVID-19 MEDIA COVERAGE
- UK INDEX: FTSE 100 (UKX) ...IN RESPECTIVE WEEK

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.



MARKETS

CHINA

UNIVERSE

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

PERIOD

FROM: FEB 10TH, 2020
TO: MAY 4TH, 2020

DATA

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

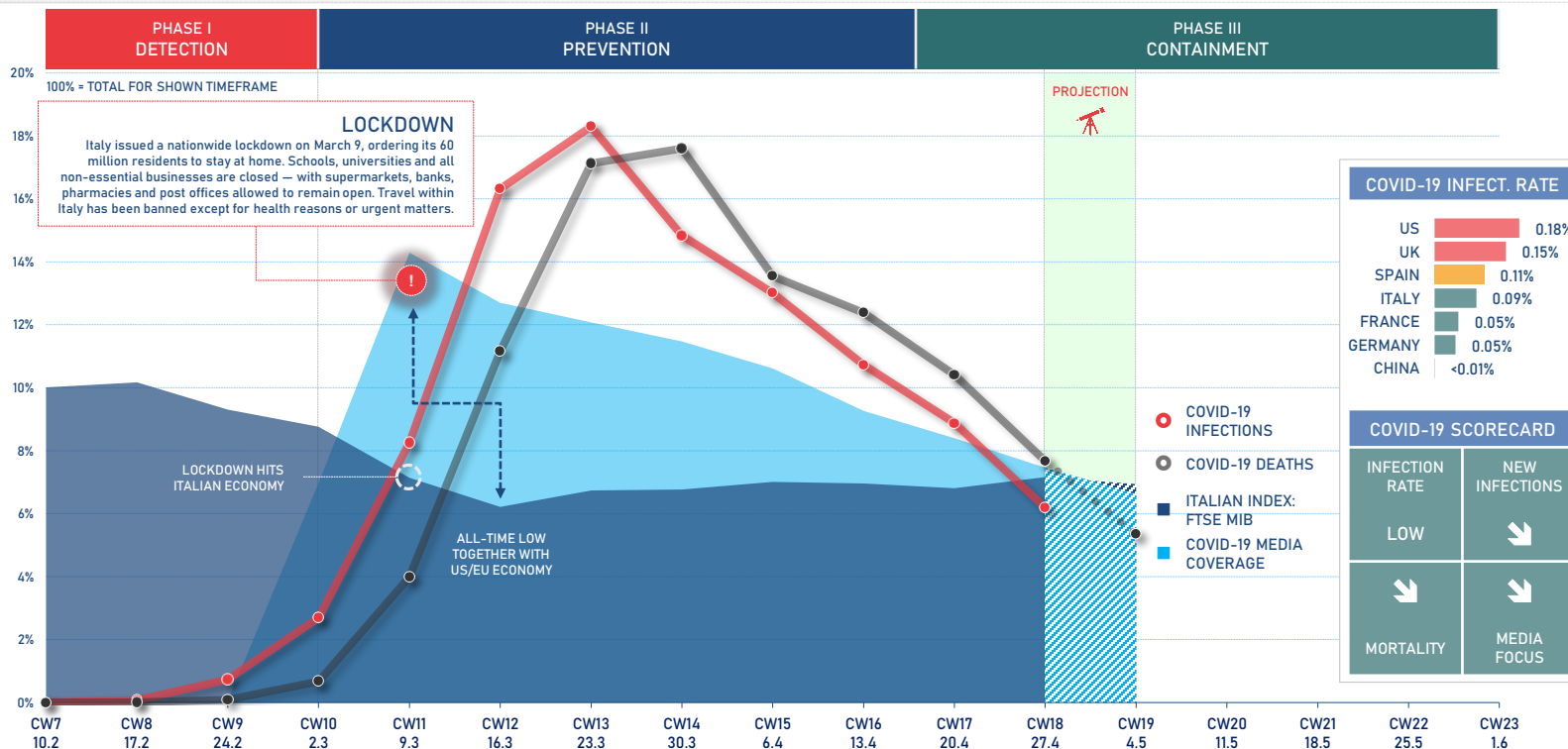
LEGEND

- NEW COVID-19 INFECTIONS
 - NEW COVID-19 DEATHS
 - NEW COVID-19 MEDIA COVERAGE
 - CHINESE INDEX: SHANGHAI COMPOSITE INDEX (SHCOMP)
- ...IN RESPECTIVE WEEK

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

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.



MARKETS

ITALY

UNIVERSE

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

PERIOD

FROM: FEB 10TH, 2020
TO: MAY 4TH, 2020

DATA

TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)

MEDIA VISIBILITY (GROSS REACH)

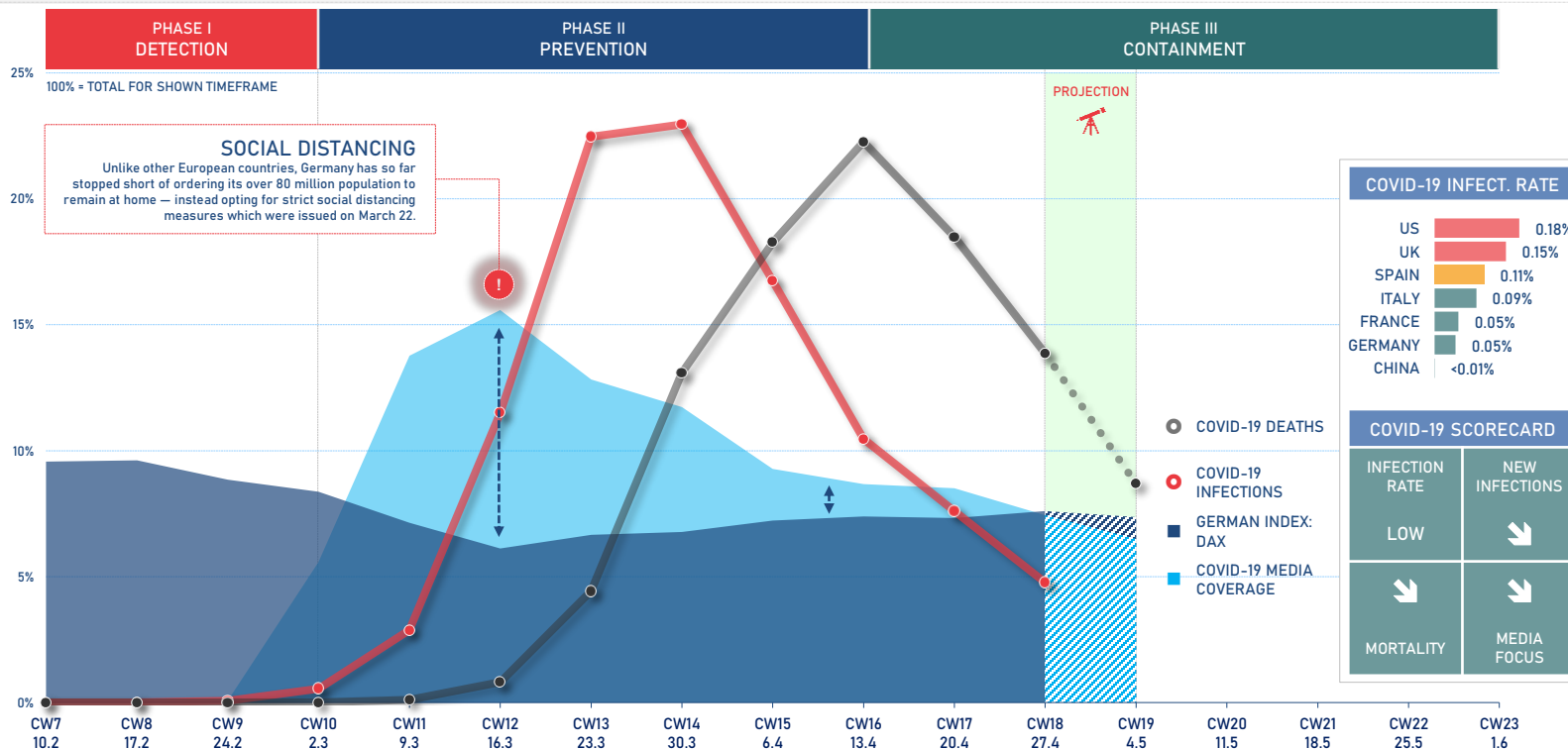
TRADITIONAL & SOCIAL

LEGEND

- NEW COVID-19 INFECTIONS
 - NEW COVID-19 DEATHS
 - NEW COVID-19 MEDIA COVERAGE
 - ITALIAN INDEX: FTSE MIB (1945)
- ..IN RESPECTIVE WEEK

GERMANY HAS ENTERED THE CONTAINMENT-PHASE

- GERMANY: HAS ENTERED PHASE III AND IS CONTAINING THE VIRUS.
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS, BUT START-OFF WITH PHASE III, NON-COVID-19 RELATED TOPICS. ACT NOW.



MARKETS
GERMANY

UNIVERSE

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

PERIOD

FROM: FEB 10TH, 2020
TO: MAY 4TH, 2020

DATA

TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)

MEDIA VISIBILITY (GROSS REACH) TRADITIONAL & SOCIAL

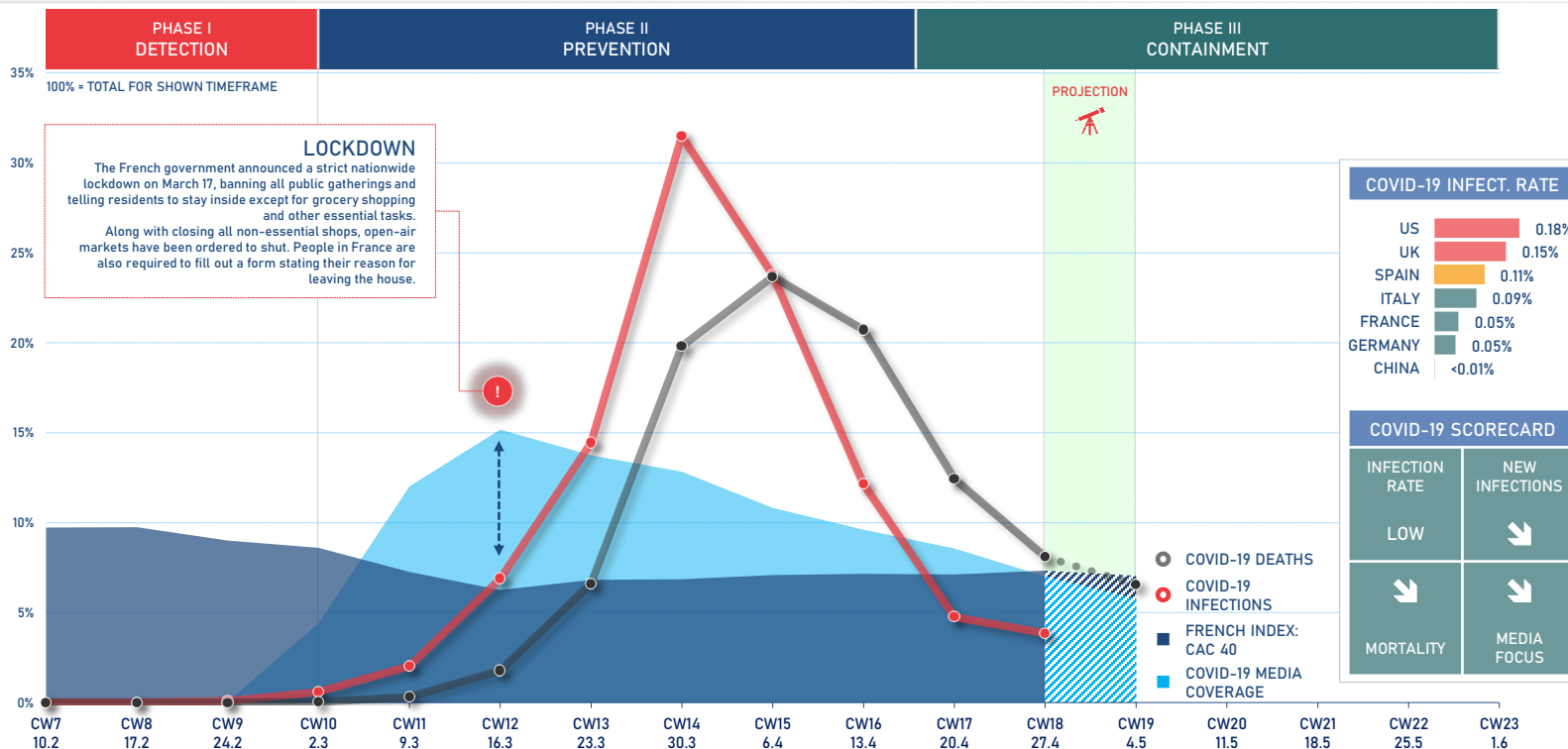
LEGEND

- NEW COVID-19 INFECTIONS
- NEW COVID-19 DEATHS
- NEW COVID-19 MEDIA COVERAGE
- GERMAN INDEX: DAX 30 ...IN RESPECTIVE WEEK

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

FRANCE IS RECOVERING AND ENTERS THE CONTAINMENT PHASE

- 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.



MARKETS
FRANCE

UNIVERSE

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

PERIOD

FROM: FEB 10TH, 2020
TO: MAY 4TH, 2020

DATA

TRACKED COVID-19 INFECTIONS (JOHNS HOPKINS UNIVERSITY)

MEDIA VISIBILITY (GROSS REACH)

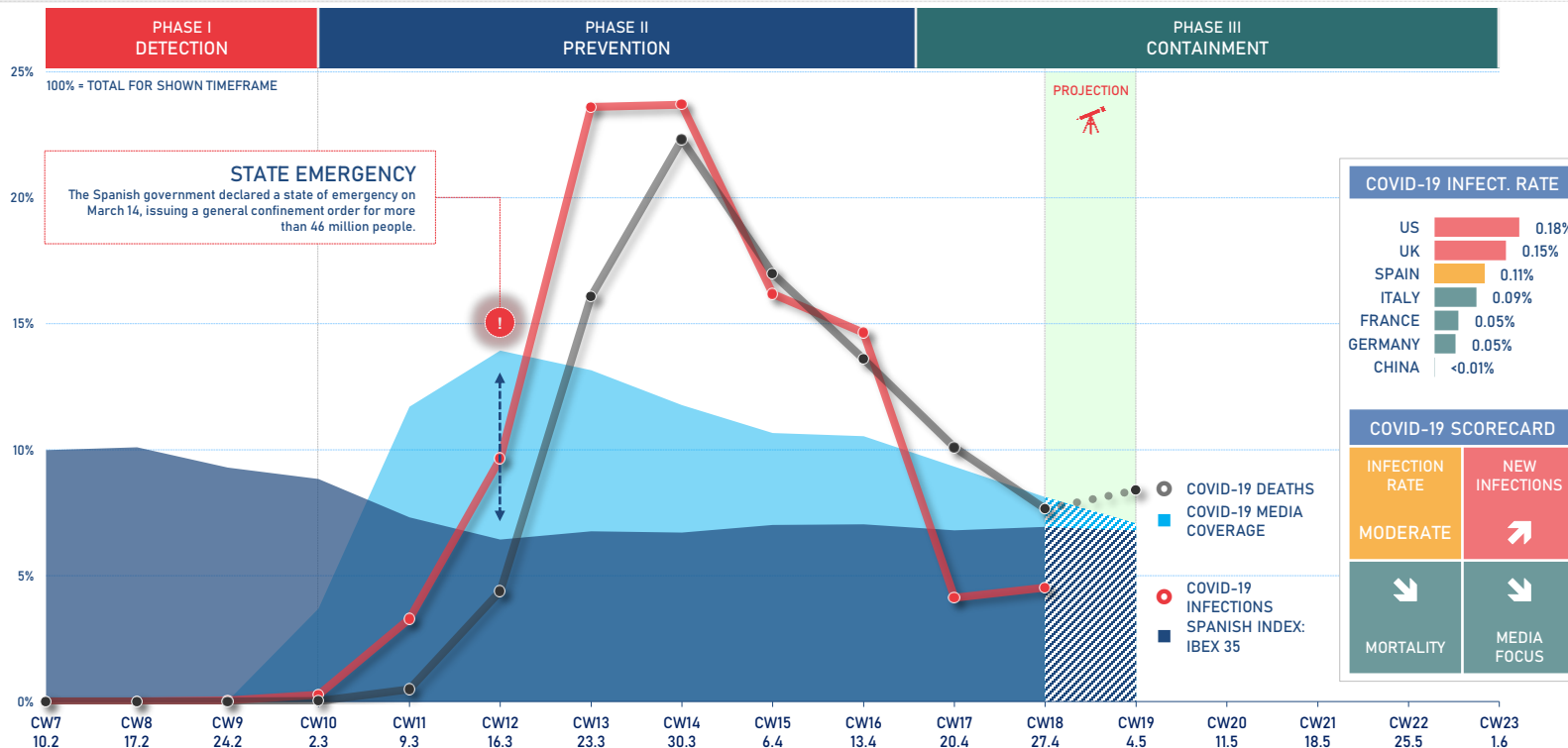
TRADITIONAL & SOCIAL

LEGEND

- NEW COVID-19 INFECTIONS
- NEW COVID-19 DEATHS
- NEW COVID-19 MEDIA COVERAGE
- FRENCH INDEX: CAC 40 (PX1)
- ...IN RESPECTIVE WEEK

WATCH OUT: MORTALITY LIKELY TO INCREASE IN SPAIN THIS WEEK

- WATCH OUT: NEW INFECTION SLIGHTLY INCREASED LAST WEEK – MORTALITY IS EXPECTED TO SLIGHTLY INCREASE THIS WEEK AS WELL.
- MEDIA ACCELERATING OPENNESS TO NEW TOPICS.
- ADVICE: ACT SENSIBLY IN YOUR COMMUNICATIONS AND BEAR IN MIND, THAT MORTALITY MIGHT SLIGHTLY RISE THIS WEEK. BUT INDICATIONS SUGGEST PHASE III HAS BEGUN. ACT NOW.



MARKETS
SPAIN

UNIVERSE

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

PERIOD

FROM: FEB 10TH, 2020
TO: MAY 4TH, 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
 - SPANISH INDEX: IBEX 35 (IBEX)
- ...IN RESPECTIVE WEEK



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