

Look beyond one's own nose

Results of the 2005 Media Tenor quotation ranking

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The four print media outlets with the broadest circulation scored highest in the 2005 **Media Tenor** quotation ranking: **Der Spiegel**, **Bild**, **Bild am Sonntag** and **Focus** were in a class of their own when it came to their significance as a source of information for journalists of other media. They were quoted 5,895 times in 39 media outlets analyzed by **Media Tenor**, which corresponds to a 13.2% share of all the 44,655 quotations analyzed (**graph 1**). Once again, **Der Spiegel** was by far the most important agenda setter with 5% of all quotations in the German media.

The recipe: relevance instead of reach

The ranking also shows that the attention of fellow-journalists for a certain topic does not only depend on how often an article is printed or how many viewers or listeners a news program has. While, according to the most recent circulation analyses, the tabloid **Bild-Zeitung** reaches 11.8 million people, the number is only about 450,000 for the most frequently quoted subscription paper **Berliner Zeitung** (**graph 2**). The Berlin **Tagespiegel**, which was analyzed for the first time this year, only has about 290,000 readers. Yet it came in 10th with 745 quotations, thus overtaking media heavyweights such as **Stern**, **FAZ** or **Zeit**. The recipe of the editorial team: "We try to

only hand out information to news agencies and colleagues when it is relevant", says the deputy chief editor Ursula Weidenfeld in a **Media Tenor** interview. Yet it will be a challenge to live up to such standards and still play a role within the journalists' community. It is true that the quick scoop always generates quotes, even when it is based on poor fact-checking and later turns out to be an outright falsehood or at least doubtful. But in the worst case scenario, it also damages the image, as the **New York Times** has had to learn repeatedly in the past.

The trend: Internationalization

The **New York Times** was quoted more frequently in 2005 than in the previous year, however, it wasn't enough for the first position among the international media outlets that were most frequently quoted by German print, television and radio journalists (**graph 3**). In 2005, the **Wall Street Journal** came in first. The financial paper (US and European edition) only comes in second to the **FAZ** by a narrow margin, thus marking a trend: Within the past two years, the importance of foreign, in particular English-language, media has increased significantly in Germany (**graph 4**).

While the financial press and the **New York Times** earned this attention steadily throughout the year, the Arabic-speaking television station **Al Jazeera** only took center stage in exceptional situations. In December 2005 alone, when the kid-

1 Most frequently quoted media of the year 2005

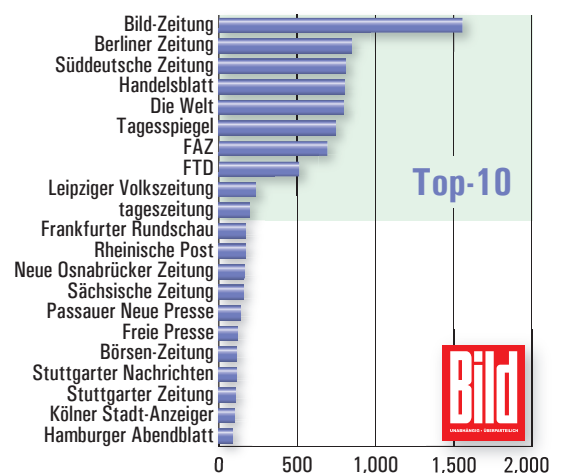


Number of quotes; * general=quotes that do not mention a particular program; ** of which WSJ US Ed.: 406, WSJ Eur.Ed.:255

Source: Media Tenor
01/01 - 12/31/2005

Basis: overall 44,655 quotes
in 39 media

2 Most frequently quoted dailies of the year 2005

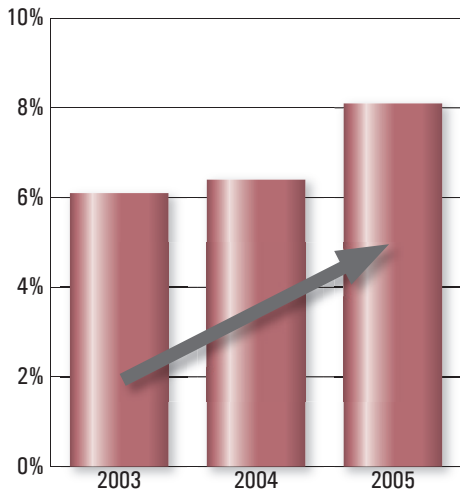


Number of quotes

Source: Media Tenor
01/01 - 12/31/2005

Basis: overall 44,655 quotes
in 39 media

3 International media are quoted increasingly often

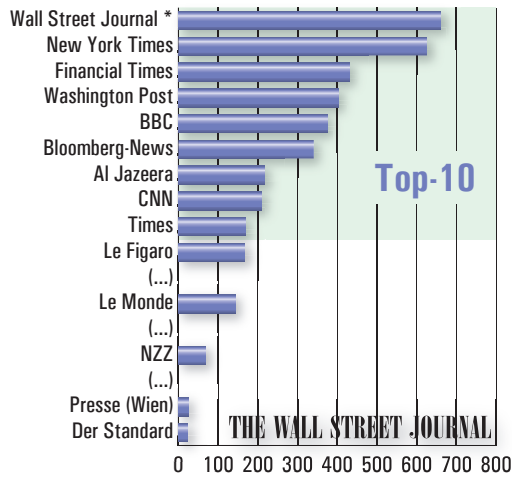


Share of the ten most frequently quoted international media to all quotes

Source: Media Tenor
01/01/2003 – 12/31/2005

Basis: overall 44,655 quotes
in 39 media

4 Most frequently quoted foreign media



Share of quotes; * of which WSJ US Ed.: 406, WSJ Eur. Ed.: 255

Source: Media Tenor
01/01 – 12/31/2005

Basis: overall 44,655 quotes
in 39 media

Upward trend: Within two years the importance of foreign media for news coverage in Germany has increased significantly.

napping of the German citizen Susanne Osthoff in Iraq dominated the news, it was quoted more frequently than in the eleven months previous to it. Other foreign news sources from German neighbors such as the **Neue Züricher Zeitung** from Switzerland, the **Standard** or **Presse** from Austria or **Le Monde** from France only rarely made it above the awareness threshold of German journalists.

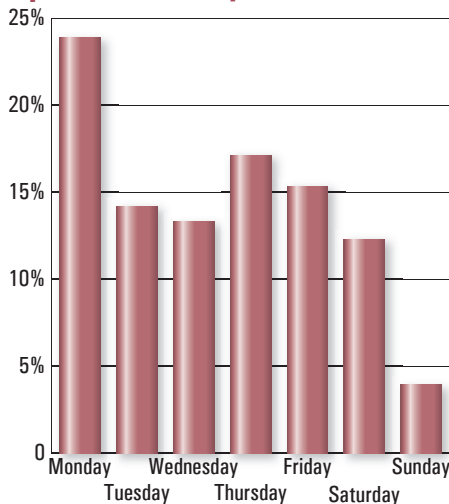
Monday is Spiegel-Day

The day on which an exclusive story is revealed to other editorial rooms is of particular importance. Monday is the day that journalists use most often to quote their colleagues (graph 5). On Sundays, newsrooms are staffed more sparsely, researching original stories is more difficult on weekends and the stock markets are closed: There are many reasons for this phenomenon. In particular, weekly magazines that send off advance copies prior to their publication date hit this convenient news gap. The winner of the overall ranking, the weekly magazine **Spiegel**, averaged 25 quotations on its Monday publication date during the fourth quarter of 2005. The weekly **Focus**, too, is particularly present in other media on its publication date.

The **Spiegel** online edition, however, loses its top position in the online media ranking to its competitor **Netzeitung**. All in all, Internet news sources have continued to play only a minor role for day-to-day reporting in 2005.

As a general rule it was the print media that set the agenda. Half of the 20 most frequently quoted media are daily newspapers. The **Berliner Zeitung** won back its top position as most frequently quoted subscription newspaper (graph 2). In the **Media Tenor** quotation ranking of the previous year, it had to cede this position to the **Welt**, which, in the current rating, fell back behind the **Handelsblatt** on fifth position. Still, the **Welt** was

5 Quotations in 39 media by publication days 10-12/2005



Average share of all quotes in one week

Source: Media Tenor
10/01 – 12/31/2005

Basis: overall 9,996 quotes
in 39 media

6 Most frequently quoted weeklies of the year 2005

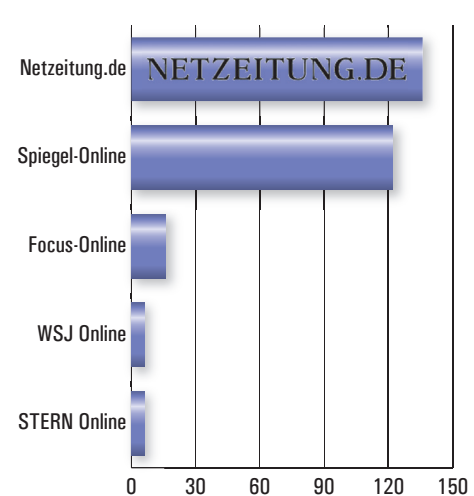


Number of quotes

Source: Media Tenor 01/01 – 12/31/2005

Basis: overall 44,655 quotes in 39 media

7 Most frequently quoted online media of the year 2005



Number of quotes

Source: Media Tenor 01/01 – 12/31/2005

Basis: overall 44,655 quotes in 39 media

able to hang on to the upper half of the ranking: Only 8 newspapers made it above the level of 500 mentions. The **Frankfurter Rundschau** has dropped into the lower half of the top-20, thereby playing a role as a source for other journalists that is similar to the **Rheinische Post** or **Neue Osnabrücker Zeitung**.

In radio and television the German public broadcasting stations dominated the discussion in 2005. However, **ARD** and **ZDF** traded their top positions compared to the previous year – the **ARD** was quoted more frequently in 2005 than the **ZDF**. As to radio, the two **Deutschlandradio** programs held their ground in the top position.

WSJ increasingly important

The **Handelsblatt** has been able to strengthen its position as most frequently quoted business medium in 2005 (graph 8). The **FTD** increased the quotation numbers only by small amounts and was defeated by the **WSJ** – despite the fact that **Media Tenor** augmented the set analyzed from 37 to 39 media outlets. The trend towards internationalization of news sources is particularly obvious within the financial press: The share of the international media to the quotations increased, and four English-language business media are now found under the top-10. The **Economist** has recently been introduced into the set analyzed and was even quoted more frequently than the German business magazine **Capital**. The **WirtschaftsWoche** stood its ground on the fifth position, and it might surprise with an increase in next year's quotation ranking: Since March 6th it does not appear on Thursdays, any more, but on the more strongly quoted Monday.

8 Most frequently quoted business media of the year 2005



Number of quotes; of which WSJ US Ed.: 406, WSJ Eur. Ed.: 255

Source: Media Tenor 01/01 – 12/31/2005

Basis: overall 44,655 quotes in 39 media

Basis:

Media: Die Welt, F.A.Z., Süddeutsche Zeitung, Frankfurter Rundschau, Bild, taz, Handelsblatt, Berliner Zeitung, Sächsische Zeitung, Tagesspiegel, FTD; Focus, Spiegel, Zeit, Rheinischer Merkur, Stern, FAS, Welt am Sonntag, Bild am Sonntag, Super Illu;ARD Tagesthemen, ZDF heute journal, RTL Aktuell, Sat.1 News, ARD Tagesschau, ZDF heute, ProSieben Newstime, Frontal (ZDF), Kontraste (SFB), Monitor (WDR), Panorama (NDR), Plusminus (ARD), Report (BR), Report (SWR), WISO (ZDF), Bericht aus Berlin (ARD), Berlin direkt (ZDF), Deutsche Welle TV (German/English); Deutschlandfunk 6 o'clock news

Time: 01/01/2003 – 12/31/2005

Analysis: 44,655 quotations in 39 media (2005)

Open questions:

Will the **WirtschaftsWoche** be quoted more often after changing its publication day from Thursday to Monday?

Will the trend towards the internationalization of news sources continue?

When will online media finally have a noteworthy influence on the news business? Will blogs play a role in the future?