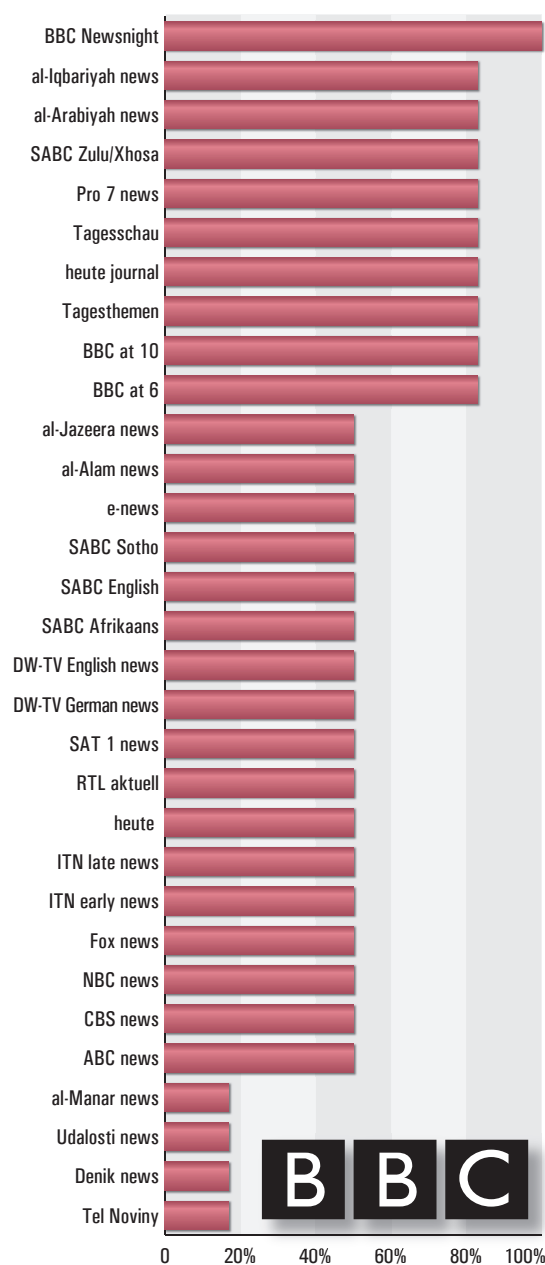


BBC 's Nightnews was the Winner

Media Tenor International TV Award for Diversity

In its sixth year, the **Media Tenor** International TV awards for Diversity reward news programmes that deliver not only a variety of is-

1 Media Tenor Award ranking: Diversity of issues



Source: Media Tenor
07/01/2004-06/30/2005

Basis: A total of 245,332 news stories in
31 international television news programmes.

sues and newsmakers to its audiences, but also focus on those issues that normally fall below the regular media awareness threshold. For this year's award, a total of 31 international television news programmes were analysed, amongst them, for the first time, five Arabic news programmes. Al Jazeera, stationed in Qatar, Al Iqbariyah from Saudi Arabia, al-Manar from the Palestine Territory, al-Alam from Iran and al-Arabiya from the United Arab Emirates represent just some of the many new emerging news broadcasters that have led to a shuffle in the traditional news flow.

From the previous ten criteria, **Media Tenor** has not only added a further two, but 50% of all criteria now focuses on issues that traditionally are cut from media's agenda. Countries included in the research, conducted during 1 July 2004 to 30 June 2005 in all broadcasted news items on the relevant news programmes, included Germany, the United Kingdom, the United States, the Czech Republic, South Africa and the Arabic countries.

For the winners, the results indicate that it is possible to have diversity despite the dominance of current affairs, some individual category winners could not be determined for the lack of meeting basic coverage on the focused issues.

Diversity of issues

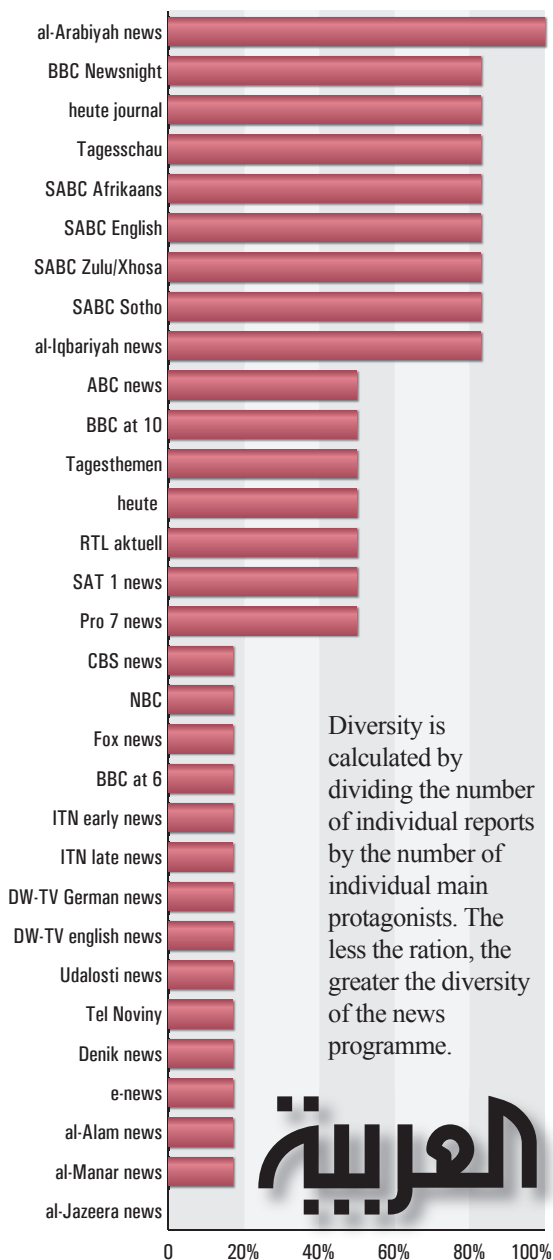
Basic methodology: the number of individual main issues in news items was divided by the number of news items, to establish a mean ration of issues versus news items. The ratio indicated whether broadcasters utilized the available news 'space' to address a variety of issues, or if they were just 'drumming the same old story'.

In terms of the diversity of issues, **BBC's** Nightnews scored the highest results followed by two Arabic programmes (**al-Ikhbariya** and **al-Arabiya**), four German, one South African and the **BBC's** Six and Ten o'clock news with equal points.

Diversity of newsmakers

The category of diversity of newsmaker uses the same methodology as the previous category, and establishes whether news programmes focus on the same newsmakers, or highlight a variety of protagonists. Newsmakers were defined as either individual people, groups of people, but also organizations, companies, governments or political parties.

2 Media Tenor Award ranking: Diversity of protagonists



Source: Media Tenor
07/01/2004-06/30/2005

Basis: A total of 245,332 news stories in
31 international television news programmes.

Al-Arabiya scored the highest points in diversity of newsmakers, followed by four South African news programmes, two German, one Arabic and **BBC** Nightnews.

International news

This category applied two scales of criteria. First-

ly, the share of national versus international news was established. As a guideline, a 40% share of international news was established and news programmes ranked according to the deviation from this 'norm'. Secondly, the number of international countries addressed over the period of analysis was equally taken into account to form the overall score for international diversity.

South Africa's private broadcaster **e-TV's** e-news had both the closest to the norm share of international coverage while at the same time highlighting the greatest number of international countries amongst the analysed 31 news broadcasters. E-news was followed by Germany's private broadcaster **Pro7** news, with a number of other broadcasters lagging far behind.

Political coverage:

Policy versus non-policy coverage

In this category, the political coverage was analysed on a statement-by-statement basis, and the share of policy versus non-policy coverage was established. One might have expected that US television news would have ranked the highest during an election year, but it was in fact the Arabic news programmes that overwhelmingly scored the highest points in terms of policy and non-policy coverage. Al-Alam achieved the highest share of policy coverage and was followed by the other Arabic news programmes. U.S. networks only featured at the lower end of the rankings. Only the South African and Czech news showed less policy coverage compared to non-policy.

Financial coverage:

Diversity in financial issues

Again utilizing a statement-by-statement analysis of all financial and corporate coverage in the news programmes, a ratio of individual issues addressed per news items was established to ascertain the diversity of individual news programme's financial coverage.

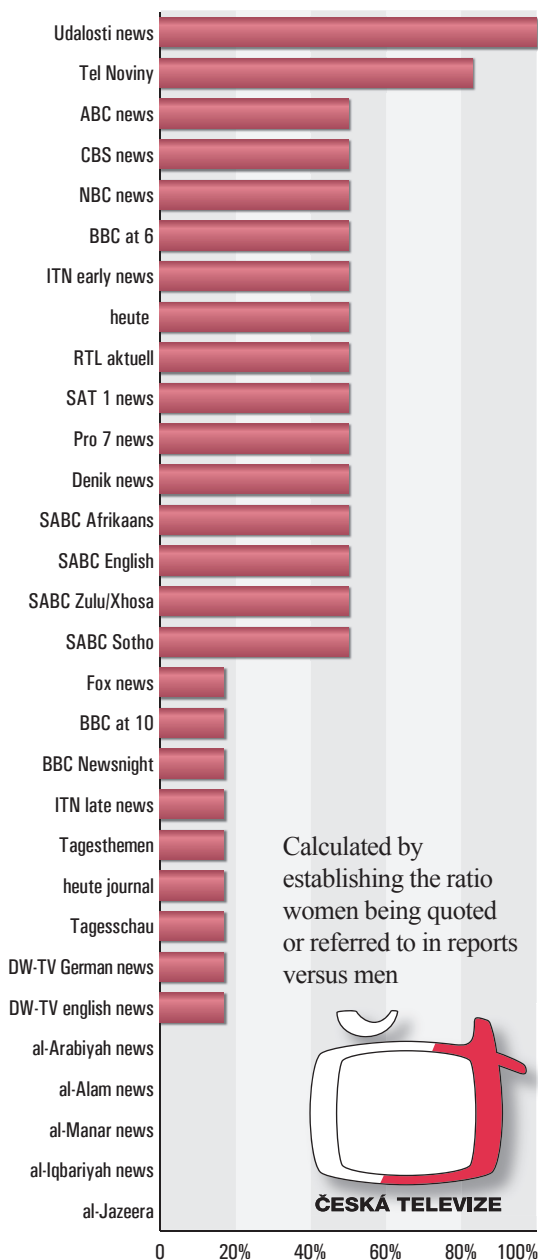
NBC showed the greatest share of financial diversity, far ahead of the remaining 30 broadcasters.

Balanced reporting on Government

The role and duties of particularly the public broadcasters is at present debated internationally. In South Africa for example, the role of media as a critical watchdog versus supporter of a national

agenda, is receiving tremendous attention from several different arenas.

3 Share of women in coverage



Source: Media Tenor
07/01/2004-06/30/2005

Basis: A total of 245,332 news stories in
31 international television news programmes.

Media Tenor analysed the coverage on the relevant Governments and established which news broadcaster, on a weighted average basis, reported the most balanced coverage (closest to 0% rating).

Fox news showed a 0.21% weighted average reporting on the own country's government, followed by **al-Manar**, **e-news**, **SABC Sotho news**, the international programme of **Deutsche Welle** and **Nightnews**.

Share of women in coverage

Media Tenor captured all individuals that have been reported on or quoted in the news programmes with at least five seconds, this was done according to ethnicity and gender to establish if women indeed were increasingly used as sources as well as focus of attention in news programmes.

Only Czech Television with **Udalosti** as the highest and **Tel Noviny** as second highest could claim to do just that, with particularly Arabic television showing the lowest share of reporting on and about women.

Agenda Cutting 1: NGO coverage

Although the role of NGO's as a member of civil society is unquestioned, the role of NGO's on news is traditionally rather underreported. In fact, only two news programmes had a share of 2% of their coverage focused on NGO's (Germany's 'heute' and **SAT 1 18.30 news**). But since 2% should hardly be reason for celebration, no winner could be declared for the particular category.

Agenda Cutting 2: Environment coverage

Television news proved again that it is probably the medium with the highest agenda cutting functions, highlighted by the virtual total lack of coverage on environmental issues. With generally less than 1% focus on environment, and only **BBC's Nightnews** addressing 2% of its focus on the issue, a winner could again not be declared.

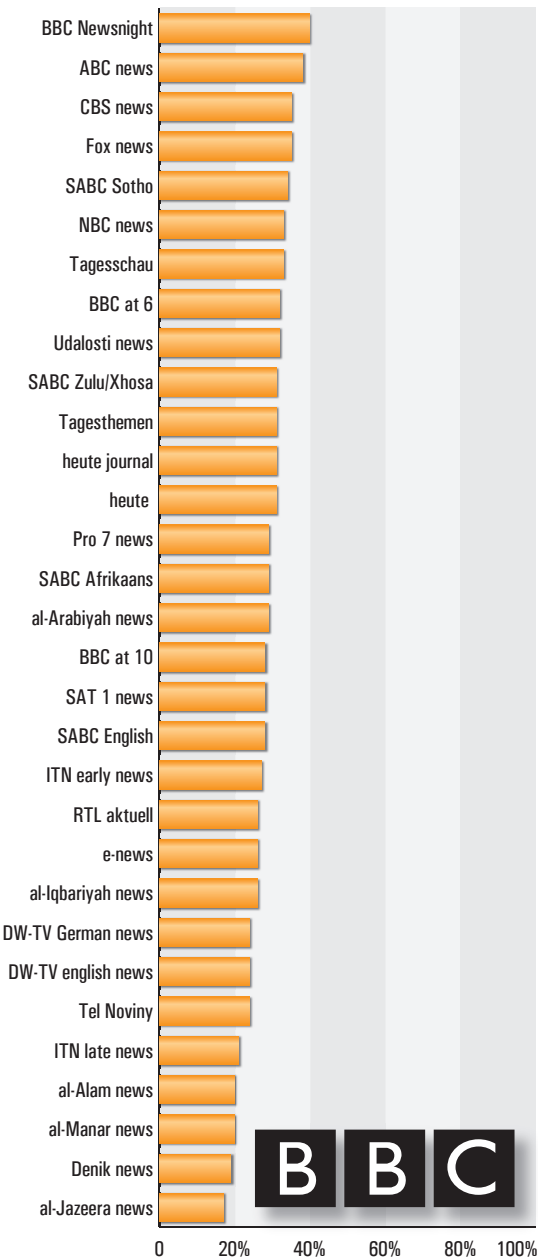
Agenda Cutting 3: Health care coverage

For this category, the focus of health coverage (excluded was HIV/Aids as this is, understandably a more relevant issue for South African television) versus other issues was analysed. **CBS news** was able to show the greatest share of coverage on health care issues (15% of total issues reported on), followed by **NBC** and **ABC**. Arabic news programmes showed the least focus on health care.

Agenda Cutting 4: reporting on democracy

With elections in the United States and Iraq, one might have expected that the U.S.' and Arabic networks would have devoted the greatest share of

4 Overall results of the International TV Award 2005



Source: Media Tenor
07/01/2004-06/30/2005

Basis: A total of 245,332 news stories in 31 international television news programmes.

coverage on issues of democracy (such as voter rights, human rights, parliament coverage etc.) but it was in fact the Czech news programme

Udalosti that showed, by far, the greatest share of coverage with 11% of total focus. Amongst the closest 'competitors', yet far behind, were the U.S. networks (6-10%). South Africa's **e-news** showed the least coverage on democracy (0.83%).

Agenda Cutting 5: Education

Education has been defined a key issue in developing countries, but following moderate results during the PISA test, Germany should have increased its focus on education as well. But it seems, that beyond the results and a debate around study fees, education did not manage to find an adequate platform in television media amongst all the surveyed news programmes. No winner was declared, since the highest share amongst the programmes was 1.19% of total coverage on the **SABC Sotho** news programme.

And the winner is...

Even though some categories did not have winners, an overall winner based on the cumulative assessment of all categories was established. With 29 out of a possible 72 points (six per category), **BBC's** Nightnews was the winner ahead of **ABC** and two second runner-ups (**CBS** and **Fox**). When compared to previous results, it is clear that the **BBC** news programmes have continued to provide exceptional diversity in news broadcasting and that U.S seem to have learned from inadequate diversity just a few years ago.

Sadly, particularly South African television news have dropped in the rankings since previous years, as did German television and the previous year's winner, **Czech Television**. Probably the longest path to diversity lies ahead of the Arabic television news programmes, particularly in addressing issues around environment, democracy, health and women.

Basis:

Media: 31 international TV news shows (Arab, German, South African, U.S., U.K., Czech)

Timeline: 07/01/2004 – 06/30/2005

Analysis: a total of 245,332 news stories in 31 international television news programmes.