

Elections creating space for greater media participation?

Mexico with increased awareness on international TV

Mexico is generally recognized as a country with a stable democracy, yet reactions to the general elections in December 2006 might have surprised many. Reminiscent of the U.S. election in 2000, Presidential candidate Felipe Calderon of the National Action Party beat Andres Manuel Lopez Obrador of the Institutional Revolutionary Party by a margin of 0.58%. This sparked violence, a hushed swearing in, and fears over the creation of an alternative government. This, years after the outgoing President, Vicente Fox, upset the Institutional Revolutionary Party's dominance in 2000, when he won the elections for the National Action Party for the first time in 71 years.

Naturally, the new president was greeted amidst controversy and accusations of electoral manipulation. But this initial negative perception was long forgotten by the time when Calderon represented Mexico at the World Economic Forum in Davos in 2007, where he enjoyed considerable media attention – not to the same extent as fellow leader Lula da Silva, but ahead of Venezuelan President Chavez and his own predecessor Fox. The messages and issues brought forward received good media coverage, with Mexican and Spanish media in particular giving considerable attention to his attendance in Davos.

Overall, and despite the early tenure, Calderon enjoys some good support amongst regional media, with Argentine and Bolivian media being particularly

enthusiastic. Only Brazilian media were ambivalent in their reporting on the President.

Latin America playing marginal role

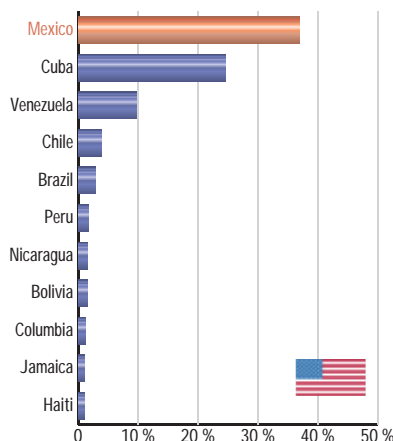
Overall, Latin America enjoys very little focus in international television news. Swiss and German television news reports dedicated only 3% of their total coverage in 2006 to Latin America; South African, British and Arab media less than 2%. Only U.S. television, largely due to reporting on Cuba and Venezuela, dedicated a full 5% of their total coverage to the continent.

While Cuba and Brazil play the dominant role in Latin American coverage in Arab, German and South African media, British media report more often on Cuba, which follows a similar trend in US, Swiss and Italian media, but with less focus on Cuba and Castro's regime itself. The British media were most focused on Guantanamo Bay, co-incidentally situated in Cuba. Despite President Chavez's media-friendliness, Venezuela plays a minor role in media other than U.S. television. Interestingly, Brazil – an increasingly important economic player in the southern hemisphere – has a relatively small role to play in U.S. television news, possibly because President Lula is not seen as hostile towards the United States. Compared to these countries, Mexico received the second most reports after Cuba in U.S. media. Issues ranged from general business to NAFTA, with considerable coverage going to border security is-



Felipe Calderon

1) Visibility of Latin/South American countries in U.S. news

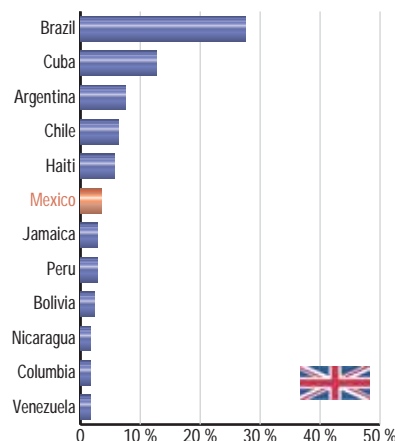


Share of all news stories about Latin/South American countries

Source: Media Tenor
01/01 - 12/31/2006

Basis: 510 news stories in the coverage of 4 U.S. TV news programs.

2) Visibility of Latin/South American countries in UK news



Share of all foreign news stories Latin/South American countries

Source: Media Tenor
01/01 - 12/31/2006

Basis: 222 news stories in the coverage of 5 UK. TV news programs.



sues. Interestingly, when Mexico is compared to other Latin American countries, it received the third most reports in South African media and in Germany, and the second most reporting in Swiss and Italian media, with attention peaking in December, around elections. However, the country's leaders, both the outgoing Fox and the incumbent President Calderon, received negligible coverage in international television throughout the year of 2006.

With elections and crime the dominant factors in U.S. television, British television reported on Hurricane John devastating parts of the Mexican coastline – an issue which received similar attention in South African television news. Arab media focused on Mexico as a participant in the Soccer World Cup in Germany. While reporting was sensationalist in general (with the exception of reporting on the elections,

though the outcome could possibly be classified as 'sensational' in media terms as well), very little coverage focused on investment opportunities, business, tourism or the environment. With tourism being the country's third largest source of income, it is disappointing that these issues did not feature more prominently on the news agenda.

Little focus on investment, low visibility of local companies

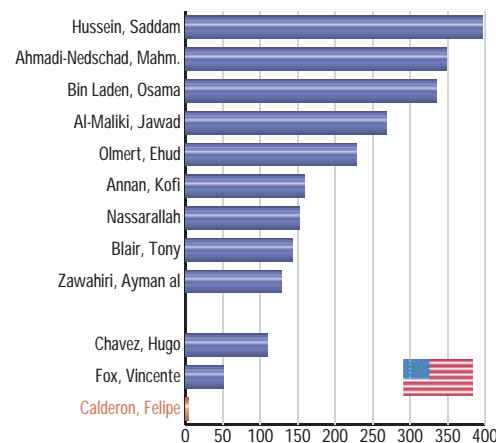
The low international visibility of Mexican companies due to scant coverage means their reputations in the global market are particularly vulnerable. Mexico's largest financial institution, Bancomer, was the only local enterprise to attract a moderate presence in international television media.

However, this was not enough to highlight Mexico's favorable investment conditions. While German media reported mostly on the automobile industry, this led to largely negative coverage that focused on disputes with trade unions rather than successful production. The tourism sector received almost equally positive and negative coverage – not advantageous to promoting Mexico as a favored destination.

In the United States, the spotlight fell on banking and mining, and criticism generally outweighed positive reporting on these sectors; this, while volumes on these industries in Mexico could be best described as moderate.

On the whole, despite a generally low presence

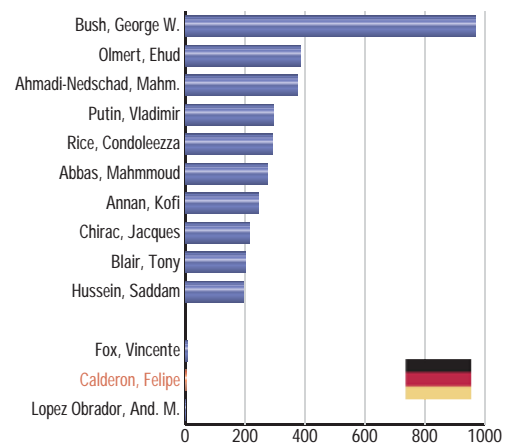
3) Top foreign politicians in US TV news



Reports about persons (at least 5 sec.)

Source: Media Tenor 01/01 - 12/31/2006 Basis: 61.045 reports about persons (at least 5 sec.) in the coverage of 4 U.S. TV news programs.

4) Top foreign politicians in German TV news



Reports about persons (at least 5 sec.)

Source: Media Tenor 01/01 - 12/31/2006 Basis: Overall 90.628 reports about persons (at least 5 sec.) in the coverage of 7 German TV news programs.

of Latin America in international media, Mexico is perceived as one of the major players in the region, which could and should be used for further marketing. Due to its overall low presence in international media, coverage on the country depends largely on single sensational events such as natural catastrophes or elections, which in turn overshadow business and investment prospects. Although the new president has to some extent used international platforms (such as Davos 2007) to position his country in the global village, he has to increase his media activities considerably – not only in the immediate region of Mexico, but also further a field, so as to grow exposure and investment opportunities. (ws)

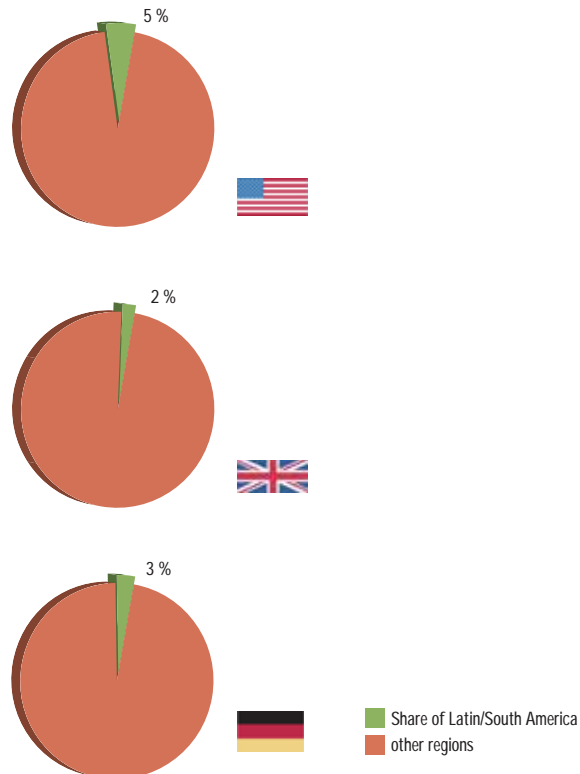
Time: 01/01 - 12/31/2006, Analyst data: 09/01/2006 - 01/10/2007
Analysis: Exploration of all foreign news shows in terms of location, main topic and main protagonist. Analysis of the tone of coverage in reference to the main protagonist
 Survey of all analyst quotes on economies, industries, companies, bonds, commodities and derivatives in terms of tone, subject matter and source



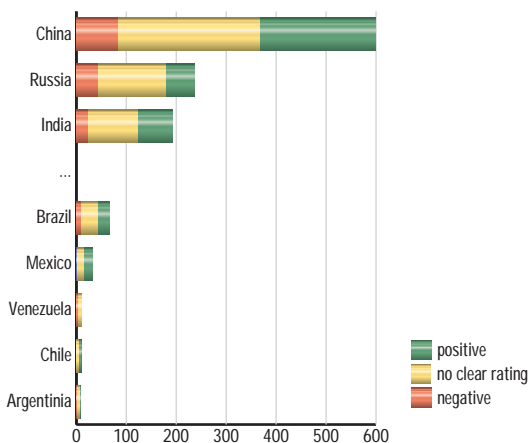
Media (Selection):

TV: Germany: ARD Tagesthemen/Tagesschau, ZDF heute journal/heute, RTL Aktuell, SAT.1 News, ProSieben Newstime **UK:** BBC 1 6 o'clock news, BBC 1 10 o'clock news, BBC 2 Newsnight, ITN Early Evening News, ITV News at Ten **Switzerland:** SF DRS Tagesschau **USA:** NBC Nightly News, ABC World News Tonight, CBS Evening News, Fox News **Arab Satellite TV:** Al-Arabiya, Nile News*, Al-Alam, LBC, Al-Manar, Al-Jazeera **South Africa:** SABC 3 News @ One, SABC 3 News @ 10, SABC 2 Afrikaans News, SABC 3 English News, E-TV News, SABC Zulu/Xhosa News, SABC The Newsmaker, SABC Sotho News **Italy:** RAI 1*, **Arab TV** without LBC (* not completely)
Analyst data: Die Welt, F.A.Z. Handelsblatt, Neue Zuercher Zeitung, Wall Street Journal Europe, Financial Times

6) Share of Latin-/South America in foreign reporting of international TV News



5) Analyst quotes on Latin American/BRIC country economies and companies



Rating of Latin / South America and BRIC countries in analyst quotes in 6 international business media

Source: Media Tenor Basis: 1.189 analysts quotes related to Latin /South America and BRIC countries in 6 international business media

Source: Media Tenor 01.01.-31.12.2006

Basis: 43.189 news stories in the coverage of 16 international TV news programs.