Media Coverage
Report Analysis

05.10.2014 – 05.11.2014

<table>
<thead>
<tr>
<th>Volume</th>
<th>AVE (Advertising Value Equivalent)</th>
<th>OTS (Opportunities To See)</th>
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<tr>
<td>510</td>
<td>£ 4 796 434</td>
<td>655 561 748</td>
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Summary

During this period the University received media coverage across all channels, in particular for the following:

News that Leicester scientists may have observed the first direct detection of Dark Matter received extensive coverage, featuring on the homepage of The Guardian website as well as the Daily Mail, BBC, Huffington Post and trade publications Tech Times, Science World Report, and Universe Today.


The University hosted an event, organised by the Sikh Welfare and Cultural Society to mark the centenary of the First World War and celebrate the contributions made by Sikh and Commonwealth soldiers during the conflict. The event was covered by local media including the Leicester Mercury, Pukaar News, BBC Radio Leicester and Centenary News.

Dr John Bond, of the Department of Criminology, and his latest gadget, a crime-fighting ‘magic’ marker pen that can identify the hidden properties of receipts containing fingerprint deposits, gained coverage in the Mirror, and trade publications such as Gizmag, New Delhi TV (NDT) and Daily Offbeat.

Professor Gordon Campbell of the School of English and lead consultant on a prestigious £500m museum dedicated to the story of the Bible was interviewed on BBC Radio 4 as well as BBC Radio Leicester and Radio Scotland. The news also featured on ITV Central News, the Leicester Mercury and made the front page of the Church of England newspaper.

The University of Leicester played host to the 40th anniversary of a ‘speedcubers’ event, where Rubik’s Cube masters solved the puzzle using their feet. The event featured in The Leicester Mercury, Pukaar News, BBC, ITV Central News and trade publications Toy World Mag and Toys ’n’ Play Things.
*Spike in volume (15/10/2014) represents Iron-age chariot
This month, the University’s media coverage was mostly positive. Negative and balanced coverage included the publicised fall-out between the Students’ Union and student newspaper, The Ripple, in which the University was mentioned and news that a graduate doctor of the University was struck off for moonlighting as a TV pundit.

 Metrics (comparison with market competitors)
Media Coverage - six month overview

**VOLUME**

- May: 300
- June: 300
- July: 600
- August: 600
- September: 700
- October: 500

**AVE** (Advertising Value Equivalent)

- May: 0
- June: 2000000
- July: 12000000
- August: 14000000
- September: 0
- October: 10000000

**OTS** (Opportunities to See)

- May: 0
- June: 2000000
- July: 10000000
- August: 18000000
- September: 0
- October: 10000000