



International Media Coverage
University of Leicester December 2015

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Executive Summary

Executive Summary

The University of Leicester accumulated a total of 1,595 hits over the month of December whilst achieving a total reach of 6,830 million across the period. This is a -6.6% decrease to the previous month of November of which held 1,708 hits. The Advertising Value Equivalent (which refers to the value of the editorial publicity gained through means other than advertising and paid media) was £43,113,621- a +19% increase from November's £36,099,565.

Key peaks for December 2015 –

2nd - UoL Professor Sergei Petrovskii is mentioned in a large number of articles on the 2nd of December as lead researcher on a study surrounding global warming and the impacts it will have by 2100. MSN Japan leads with the highest reach. [Red Orbit](#) reports (English language)

8th – The Japanese princess Mako is mentioned in articles on her visit to Honduras on celebrating 40 years of Japanese volunteering. UoL is mentioned in these articles as the princess recently completed a masters in art museum and gallery studies at the university - [Highvelder.co.za](#) . In other news, Dr Rob Ixer from UoL is mentioned as part of a UCL-led team of archaeologists and geologists excavating two quarries in Wales, sourcing Stonehenge's 'bluestones'. [Archaeologynewsnetwork](#) reports.

22nd – UoL Professor of human geography Loretta Lees is quoted in an article by the BBC on the demolition and rebuilding of estates and the effect it has on the communities involved - [BBC.co.uk](#). [Yahoo! Finance](#) writes an article on the University of Leicester's Advanced Structural Dynamics Evaluation Center (ASDEC) and it's work alongside local bell founders John Taylor & Co. on structural dynamic measurements of bells.

The University of Leicester moves from second to first place in media conversation volume for the month of December, overtaking University of Reading which achieved a total of 1,174 hits. Just behind Reading with 1,138 hits is Loughborough University, followed by Aston and De Montford. Large publications such as the Huffington Post, MSN and Yahoo! are amongst high-reaching sources to publish articles mentioning the University. However, the largest-reaching publication was Chinese website QQ with a potential viewership of just under 358 million with an article on the Japanese princess Mako, near identical to that of the articles found on the 8th December.

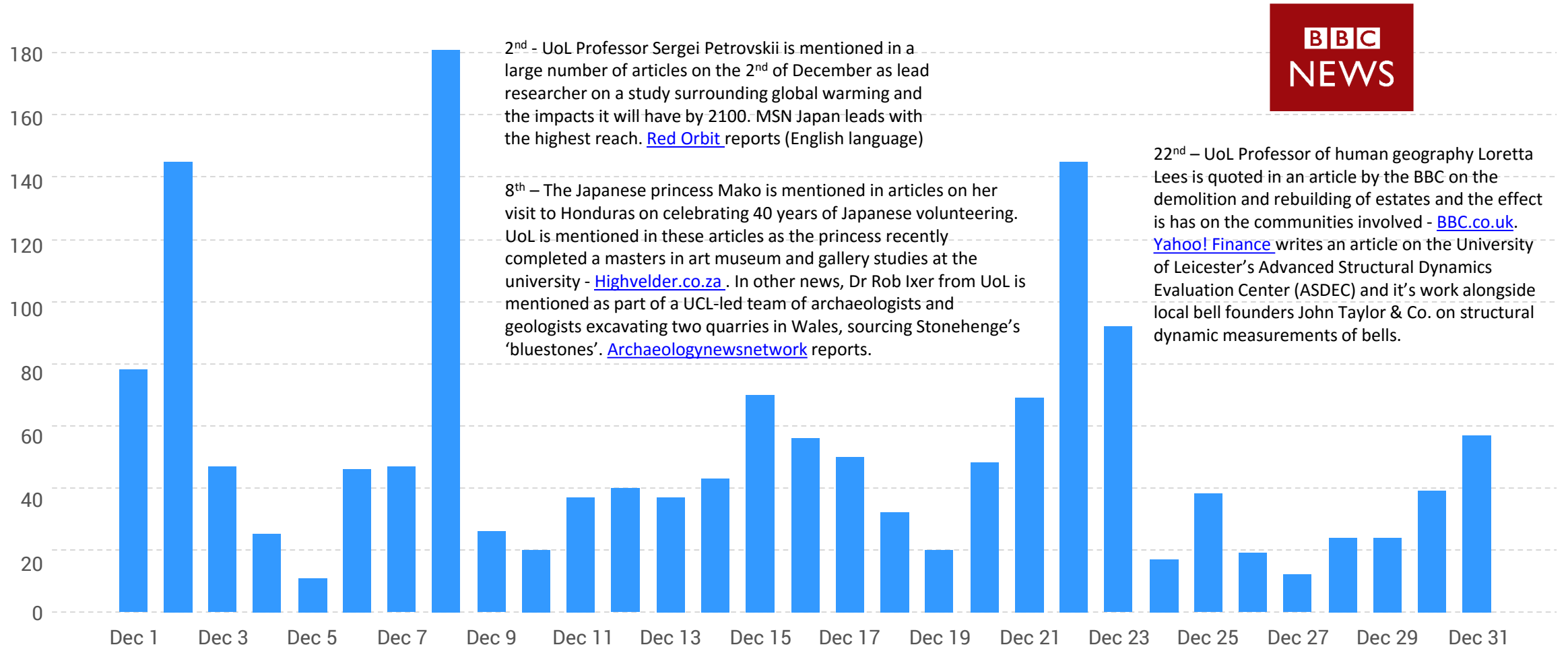
Communications Performance

Communications Performance Summary

Company	Date Range	Mentions	Reach	Net Tonality	Ad Value
University of Leicester Global	December 1, 2015 - December 31, 2015	1,595	6,830M	-13.9	£43,113,621

Mentions	Number of articles within the given date range.
Reach	Measure of potential audience.
NTS	Net Tonality Score - Calculated by subtracting the percentage of negative articles from the percentage of positive articles (based on volume).
Ad Value	An estimation of publicity value calculated by multiplying reach by an industry standard formula.

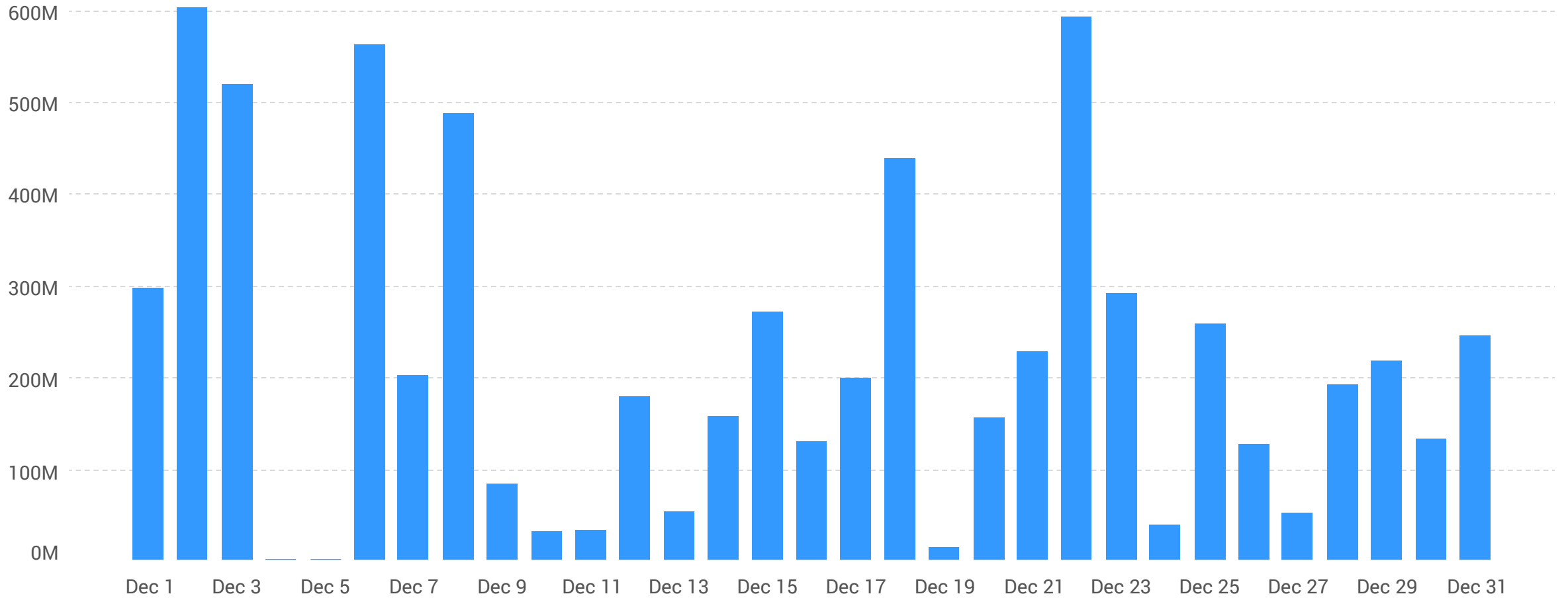
Media Exposure



Explanation

This chart shows the number of articles over the month. The y-axis is number of articles and the x-axis is date.

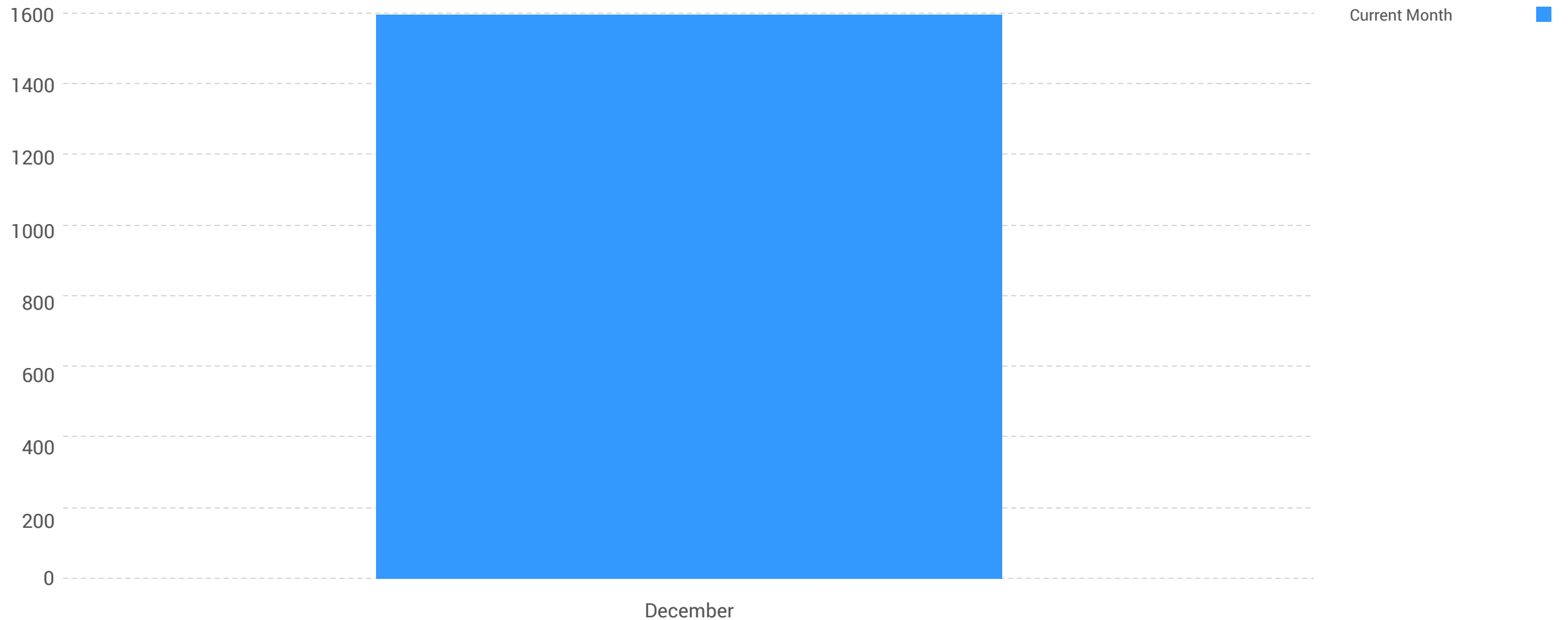
Potential Reach



Explanation

This chart shows the daily cumulative reach of articles for the month. The y-axis is reach and the x-axis is date.

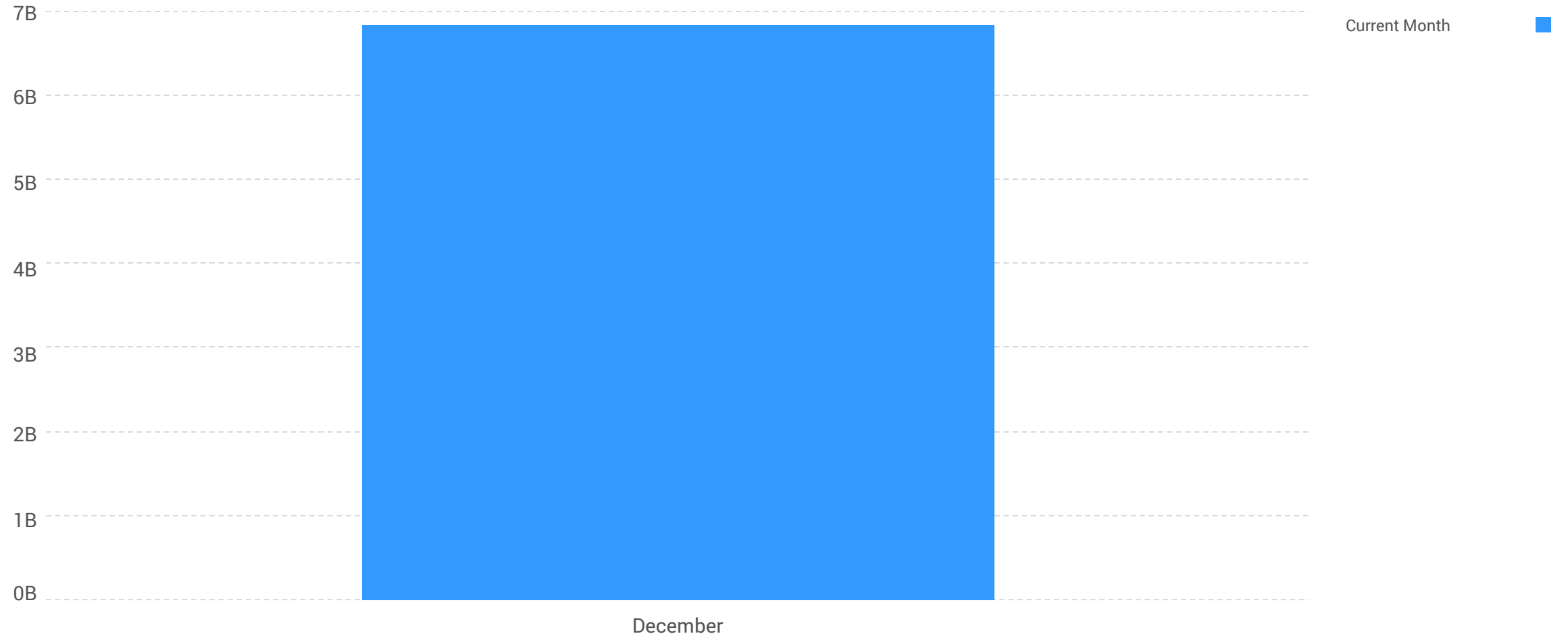
Media Exposure



Explanation

This chart shows the media exposure for the current and previous month. The y-axis is number of articles and the x-axis is date.

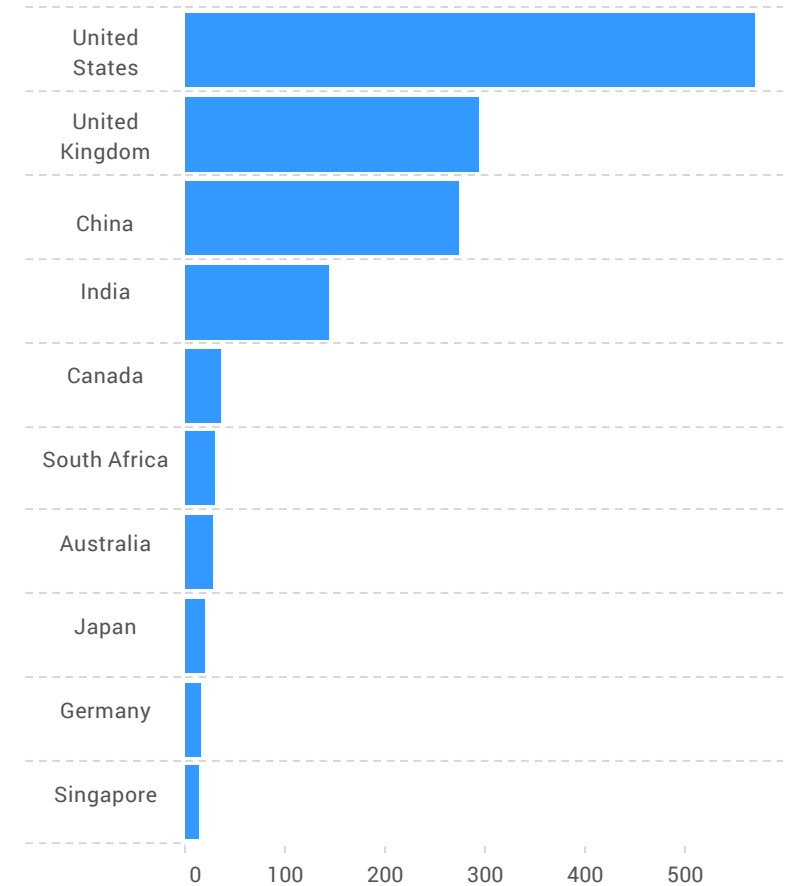
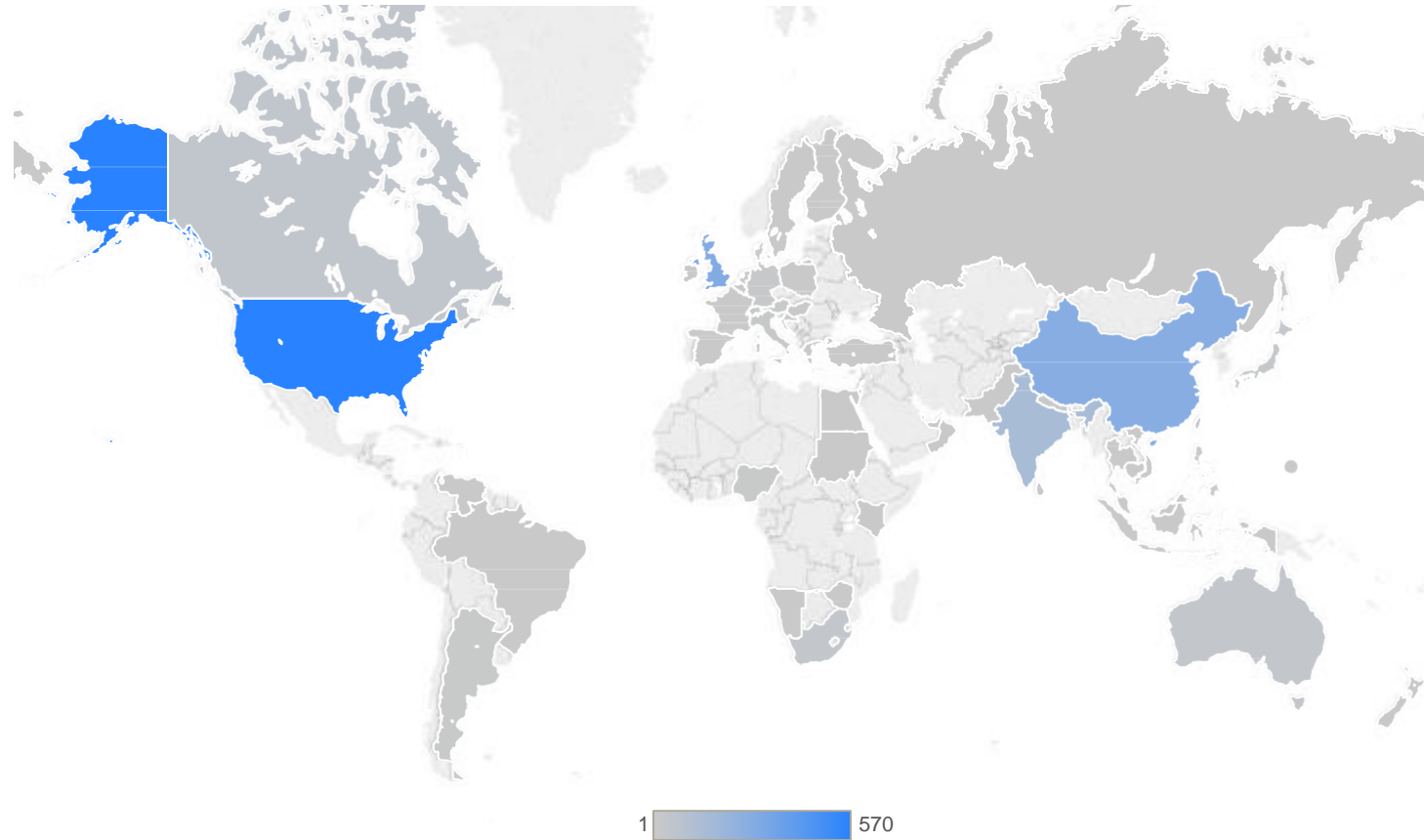
Potential Reach



Explanation

This chart shows the monthly cumulative reach of articles for the current and previous month. The y-axis is reach and the x-axis is date.

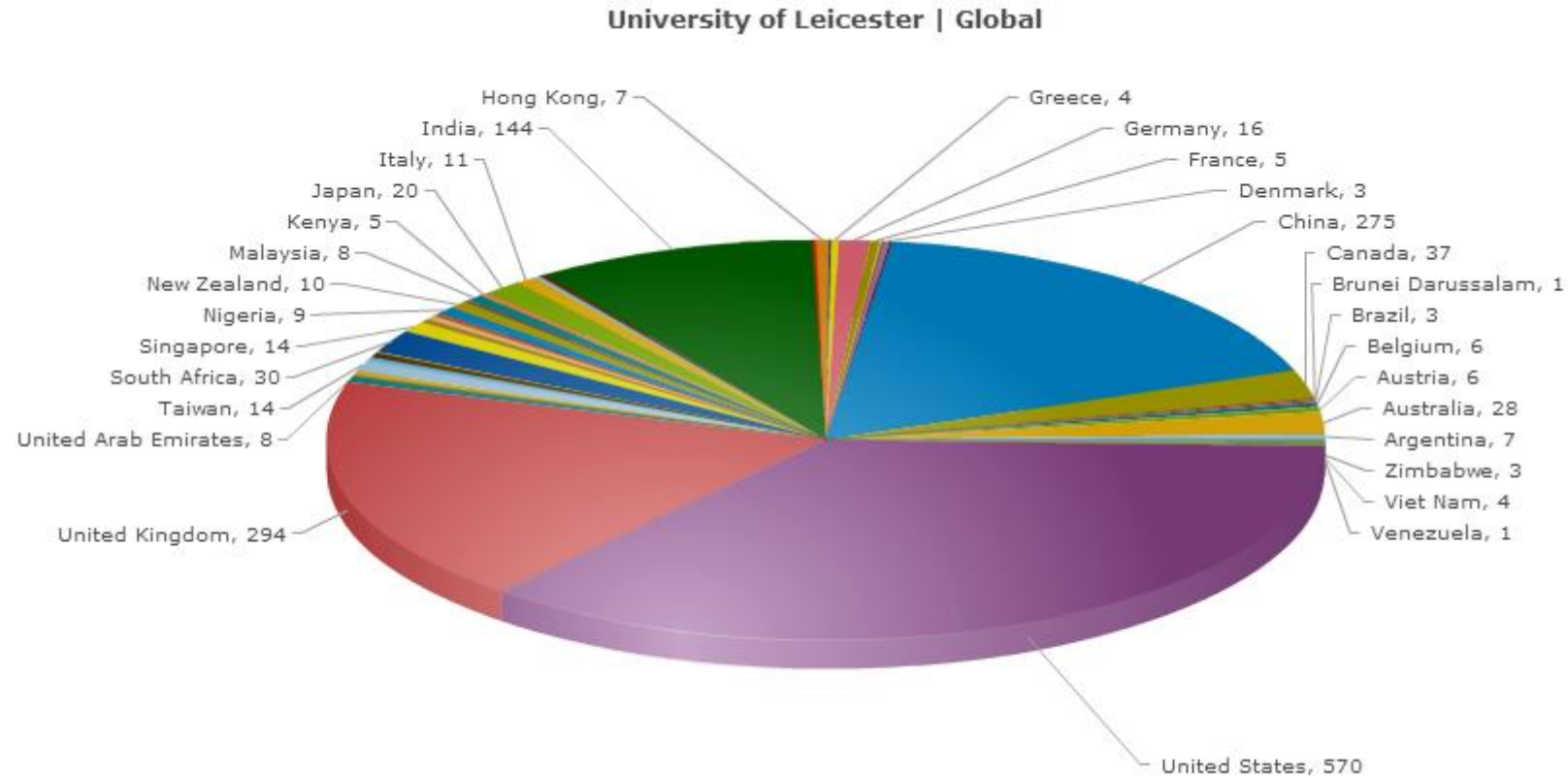
Geographical Spread



Explanation

The map shows the countries in which most content was picked up over the current month. The bar chart shows the top 10 countries for current month (dark blue) and previous month (light blue).

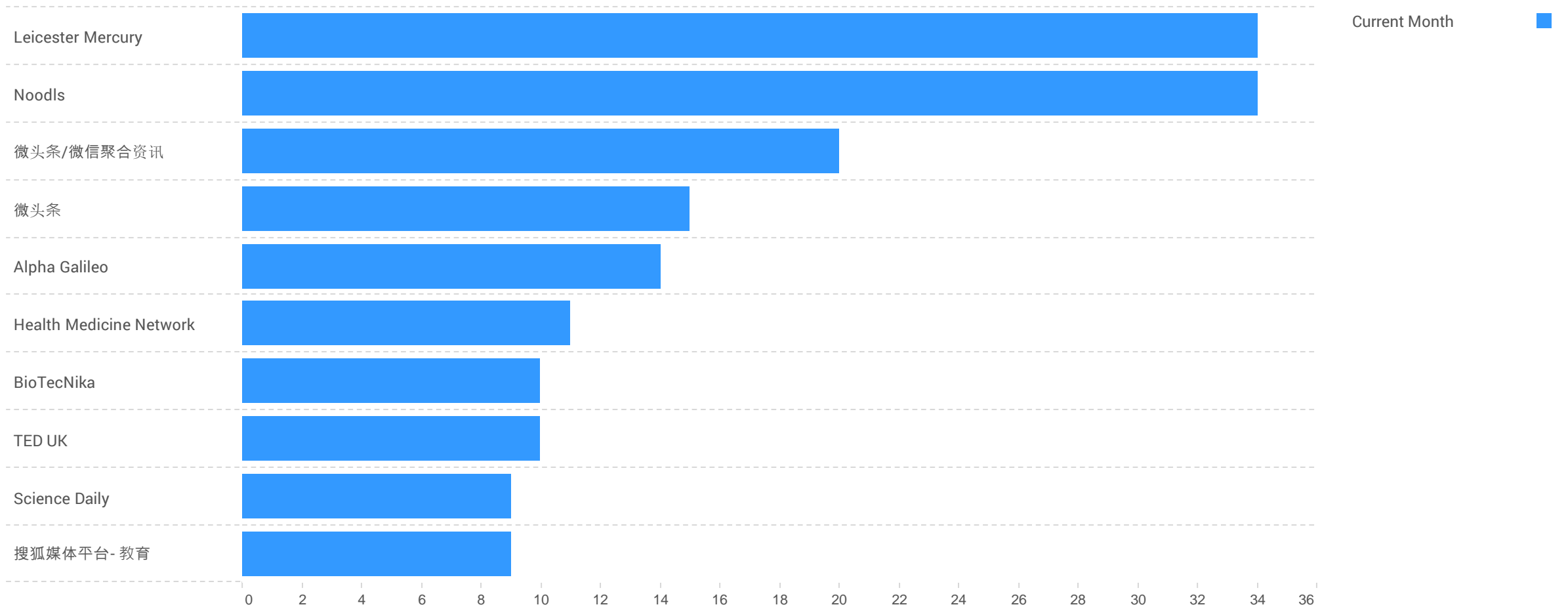
Geographical Spread



Explanation

The pie chart shows the countries in which most content was picked up in November. The number next to each country indicates the number of articles which were picked up in that country.

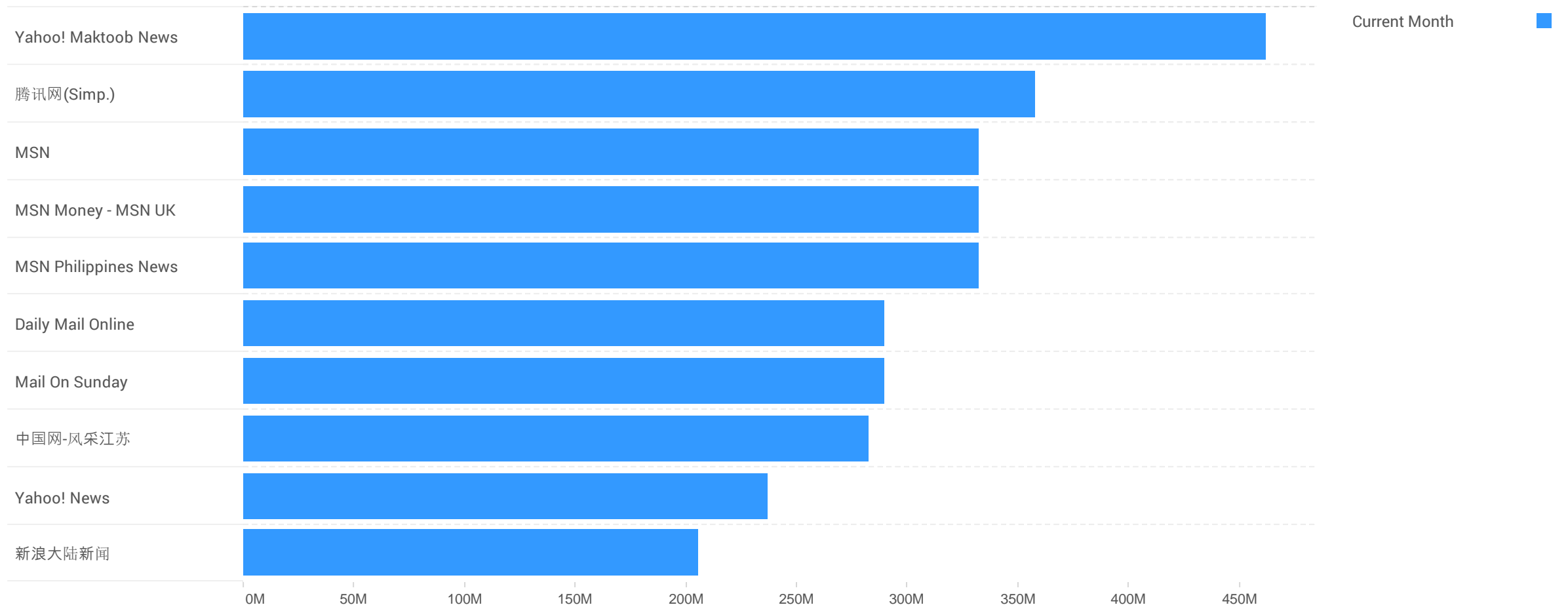
Top Publications by Volume



Explanation

This chart shows the top publications by volume for each month.

Top Publications by Reach



Explanation

This chart shows the top publications by reach for each month.

Top Publications by Ad Value

Outlet/Publication	Mentions	Circulation: Potential Viewership	Ad Value
Yahoo! Maktoob News	4	462,051,796	£2,916,794
腾讯网(Simp.)	1	357,791,403	£2,258,629
MSN	1	332,398,222	£2,098,330
MSN Money - MSN UK	1	332,398,222	£2,098,330
MSN Philippines News	1	332,398,222	£2,098,330
Daily Mail Online	6	289,896,078	£1,830,027
Mail On Sunday	6	289,896,078	£1,830,027
中国网-风采江苏	3	282,738,609	£1,784,844
Yahoo! News	8	236,690,216	£1,494,154
新浪大陆新闻	3	205,419,528	£1,296,752

Top Publications by Mentions

Outlet/Publication	Mentions	Circulation: Potential Viewership	Ad Value
Leicester Mercury	34	7,309,558	£46,142
Noodles	34	879,478	£5,551
微头条/微信聚合资讯	20	51,753,260	£326,703
微头条	15	0	£0
Alpha Galileo	14	176,666	£1,115
Health Medicine Network	11	0	£0
BioTecNika	10	0	£0
TED UK	10	1,151,790	£7,270
Science Daily	9	14,917,770	£94,171
搜狐媒体平台- 教育	9	0	£0

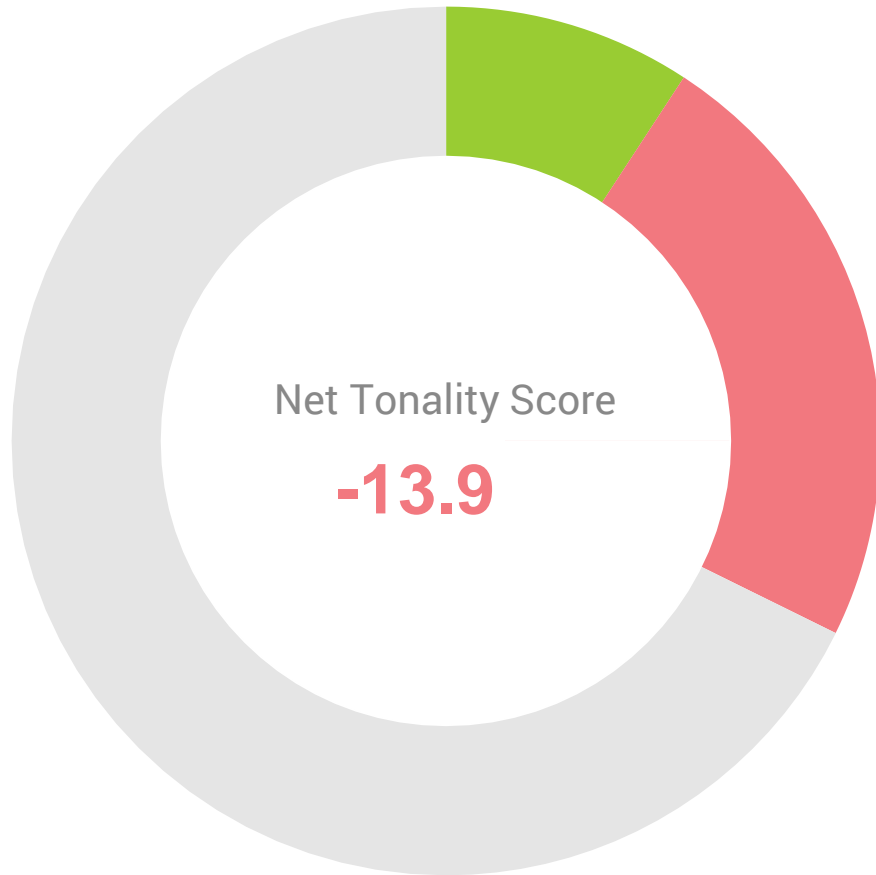
Main Coverage Messages

AmpliPhi antibiotic resistance bacterial infections Bacteriophage biofilms clinical trials Company development
drug resistant infections Intrexon Corporation Leicester
product development programs target infections products researchers risks statements subject study
therapies University

Explanation

The image shows the most common themes of the University of Leicester's coverage in November.

Sentiment Analysis



Positive Negative Neutral



Explanation

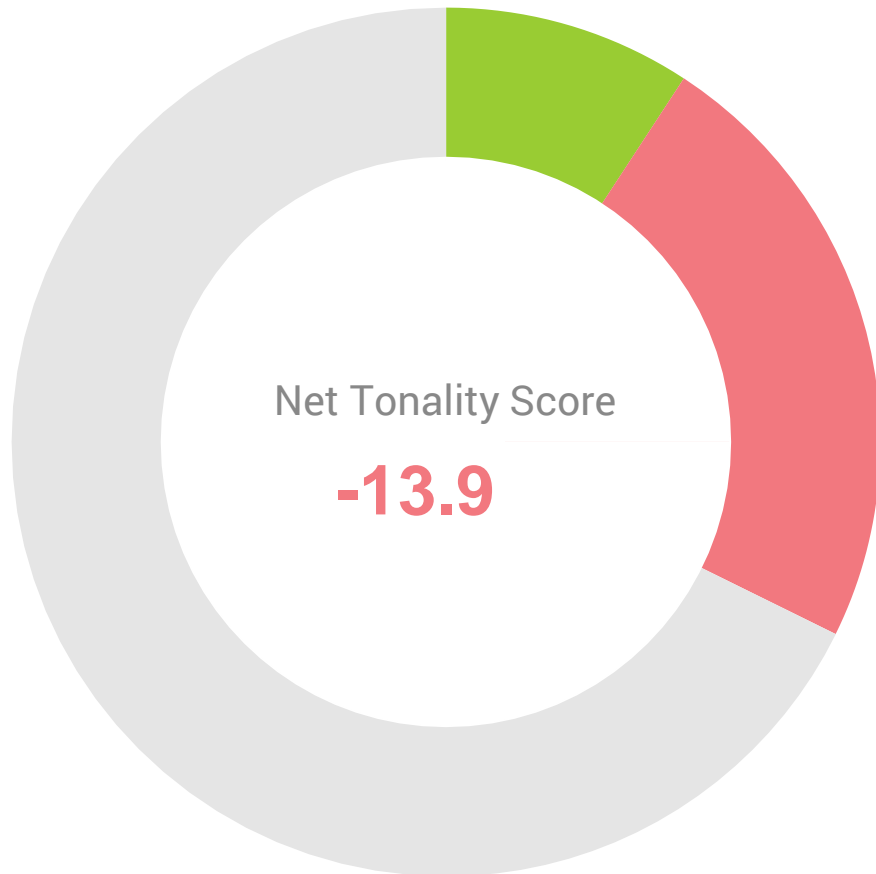
The donut chart shows the current month coverage broken down by sentiment.

The number in the middle shows the net tonality score which is the % of positive articles minus the % of negative articles.

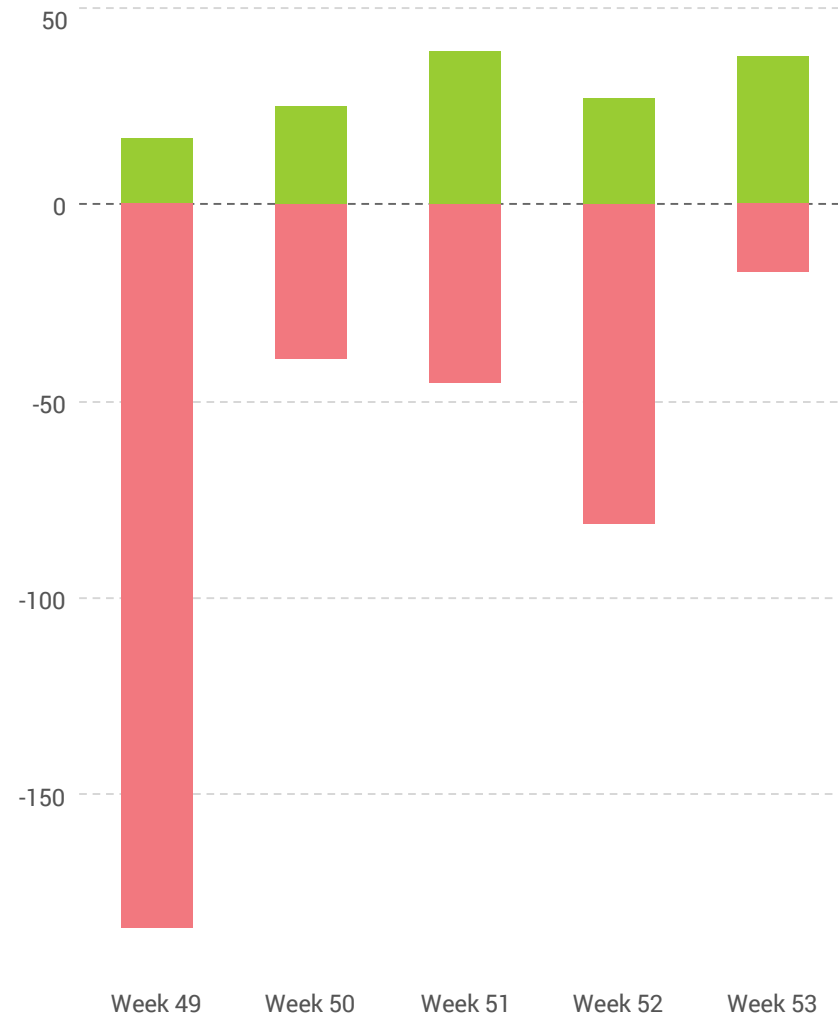
The bar chart shows the number of positive and negative articles per month.

The y-axis is number of articles and the x-axis is date.

Sentiment Analysis



Positive Negative Neutral



Explanation

The donut chart shows the current month coverage broken down by sentiment.

The number in the middle shows the net tonality score which is the % of positive articles minus the % of negative articles.

The bar chart shows the number of positive and negative articles per week.

The y-axis is number of articles and the x-axis is date.