

PRESENCE OF THE EP IN THE MEDIA: ANALYSIS OF 8th PARLIAMENTARY TERM 2014 – 2019

DG COMM – MEDIA INTELLIGENCE UNIT

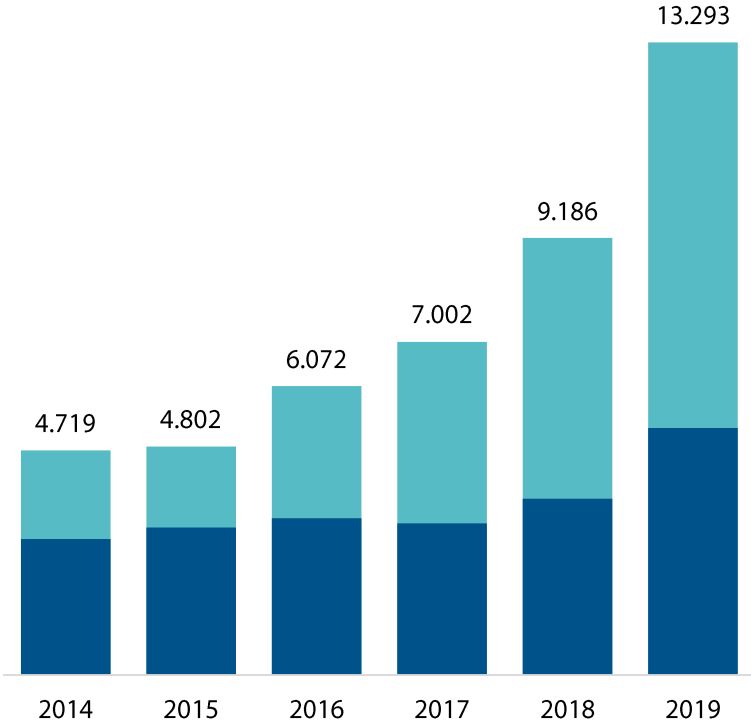
PRELIMINARY ANALYSIS



European Parliament

COVERAGE OF THE EP AND MEPs INCREASES CONSISTENTLY

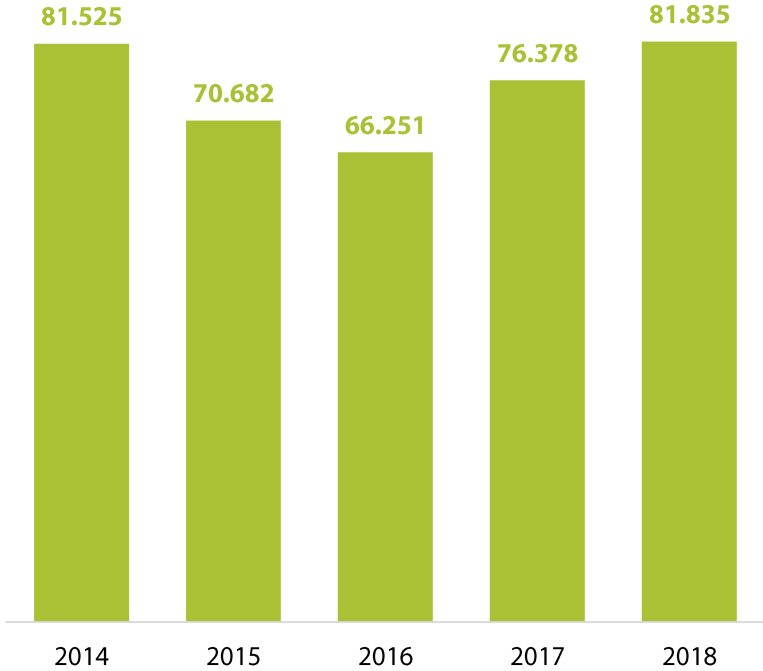
PRINT & ONLINE



Average number of written articles per month
July 2014 – April 2019

Core print and online (~500 sources)

TELEVISION



Number of TV hits in Teletrax system

220 TV channels

CONSISTENT
GROWTH

2014 – 2019

COVERAGE OF THE PLENARIES INCREASES CONSISTENTLY

1,100 ARTICLES ON AVERAGE PER PLENARY SESSION

CONSISTENT
GROWTH

2014 – 2019

TOP 3 PLENARIES

NO OF ARTICLES

4,321

SEPT 2018

RULE OF LAW – HU, COPYRIGHT (2ND VOTE), SOTEU

2,676

MAR II 2019

COPYRIGHT, DAYLIGHT SAVING, SINGLE USE PLASTICS

2,029

APRIL 2018

FUTURE OF EUROPE (MACRON FR)

MOST PAN-EUROPEAN TOPICS

Rule of Law – Hungary

Copyright

SOTEU 2017

EU-Turkey relations

EP President election (Tajani)

MOST VISIBILITY FOR THE EP

Rule of Law – Hungary

Copyright

EU-Turkey relations

SOTEU 2017

Future of Europe (Macron FR)

LARGEST VOL. OF COVERAGE

Copyright

Rule of Law – Hungary

SOTEU 2017

EP President election (Tajani)

EU-Turkey relations

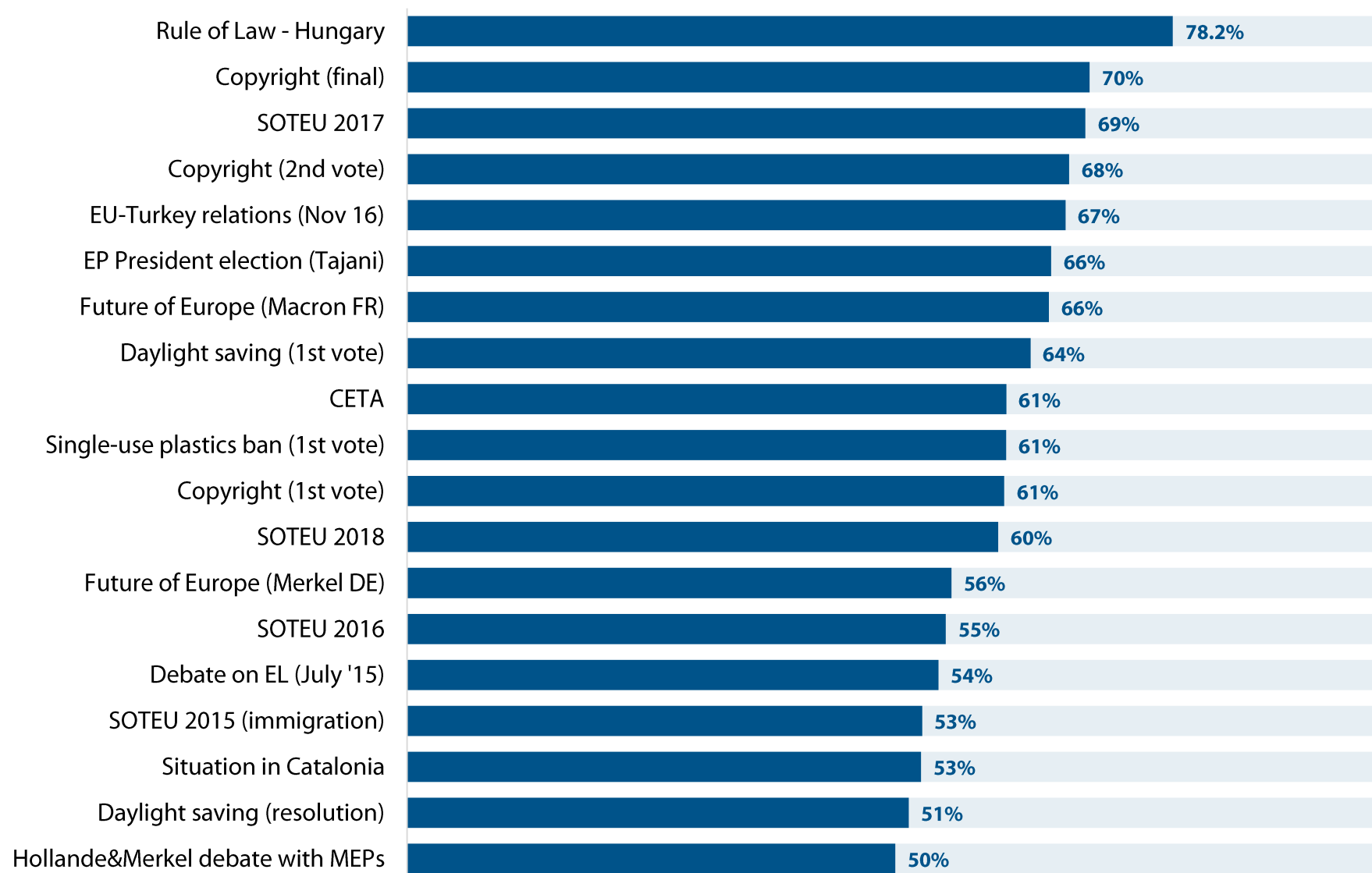
*Copyright (aggregated) – 1st, 2nd and final vote

* Visibility – front pages

PAN-EU TOPICS

2015 – 2019

TOP PLENARY TOPICS IN TERMS OF REACH OF SOURCES (%)

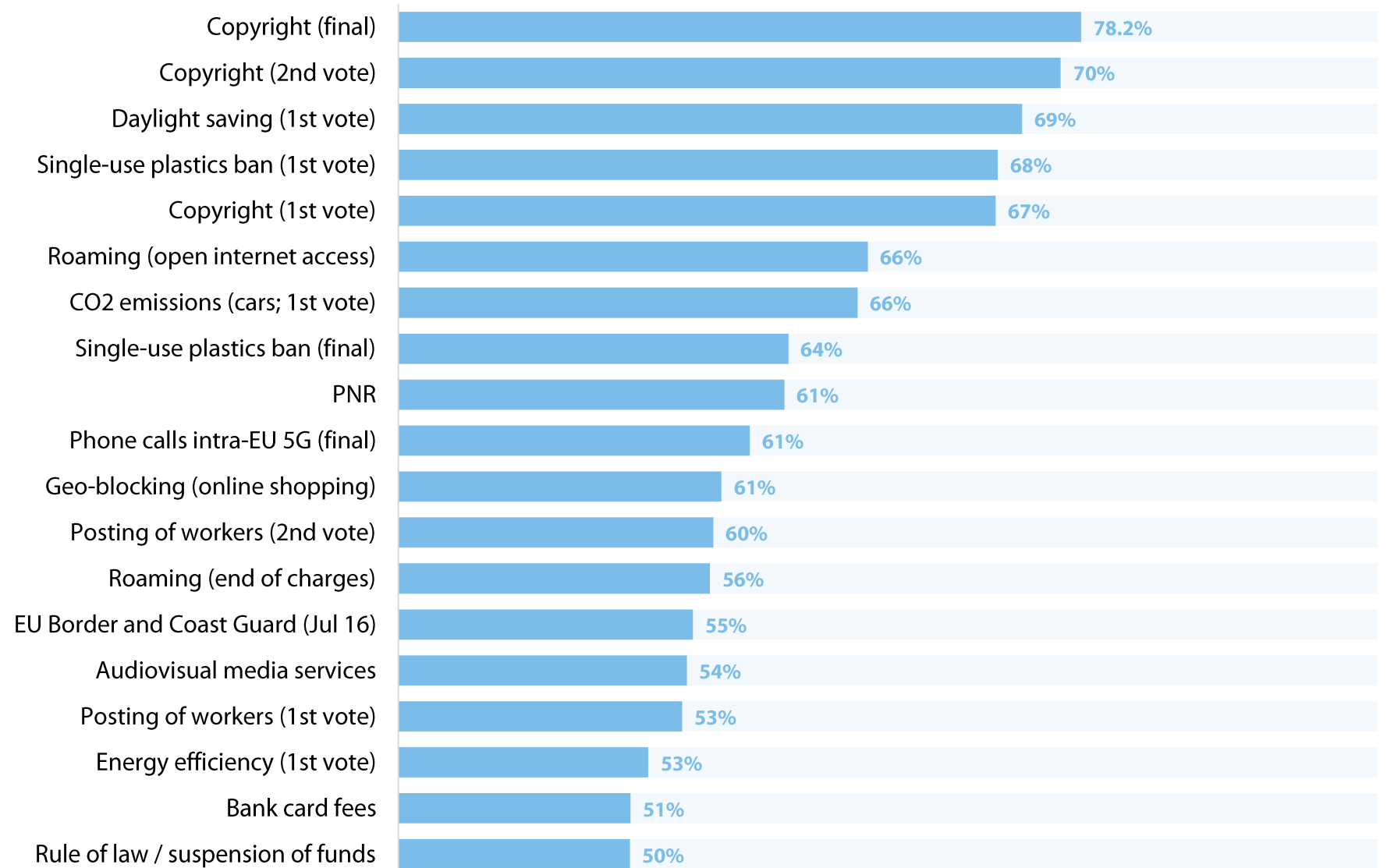


Core print and online (~500 sources)

BINDING PAN-EU TOPICS

2015 – 2019

TOP BINDING PLENARY TOPICS IN TERMS OF REACH OF SOURCES (%)



Core print and online (~500 sources)

TOP BINDING TOPICS

TBC NEXT TERM

BINDING TOPICS TO BE CONTINUED NEXT TERM

RAIL PASSENGERS' RIGHTS

ANIMAL CLONING

RULE OF LAW /

SUSPENSION OF FUNDS

TERRORIST CONTENT ONLINE

ROADTOLLS (FOR HEAVY VEHICLES)

DAYLIGHT SAVING

MFF 2021-2027

E-PRIVACY

POSTING OF DRIVERS

MOBILITY PACKAGE

POSSIBILITY TO PROHIBIT GMOs

SOCIAL SECURITY