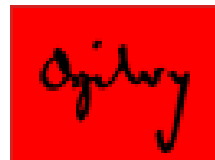


Media Survey 2007

ORGANISED BY **EurActiv**



IN COOPERATION WITH



Ogilvy PR Brussels

Special thanks to:

API – Association de la Presse Internationale

AEJ - Association of European Journalists

METHODOLOGY

Readership Survey

- Target: EurActiv's readers/users.

Extra questions for:

- 11% ➤ Media
- 17% ➤ Corporate
- 8% ➤ Federations

- Response: online.
- Survey period: 7th May – 13th July 2007.
- Respondents: 3 054.

Media Survey

- Target: Journalists, mainly EU press corps.
- Distribution of the survey: via email (sent to the press lists of EurActiv).
- Also sent by API and AEJ to their members.
- Response: online.
- Survey period: 7th May – 13th July 2007.
- Number of respondents: 212 (therefore it **is not a scientific**, but only a **qualitative and indicative** survey).
- A follow up to the Media Survey 2006 (Number of respondents: 121)

MAIN MESSAGES FROM MEDIA SURVEY (COMPARING WITH OTHER SURVEYS)

- Besides EurActiv, national newspapers, the Financial Times, BBC and EuroNews are the key information sources on EU policies.
- There is a language mismatch within the Corporate sector in communicating towards the Media and Institutions.
- Main EU policy areas of interest for journalists are: Energy, Foreign Affairs and Environment.
- Official and private websites have become a primary source of "raw" policy information for journalists outside Brussels.
- Brussels correspondents increasingly focus their work on commentaries and taking national or sectoral angles.
- Journalists do wish they could do more investigation and gather scoops (with source protection).



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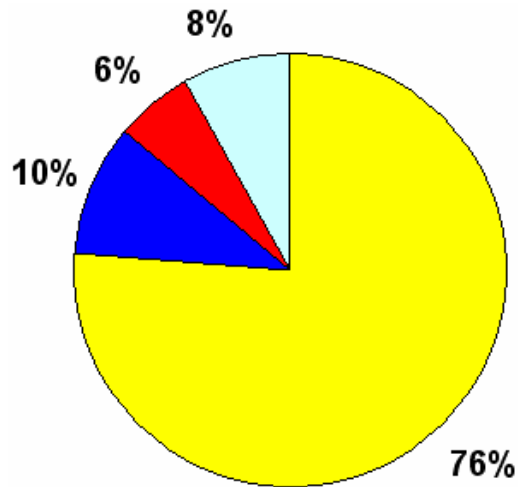
LANGUAGE MISMATCH



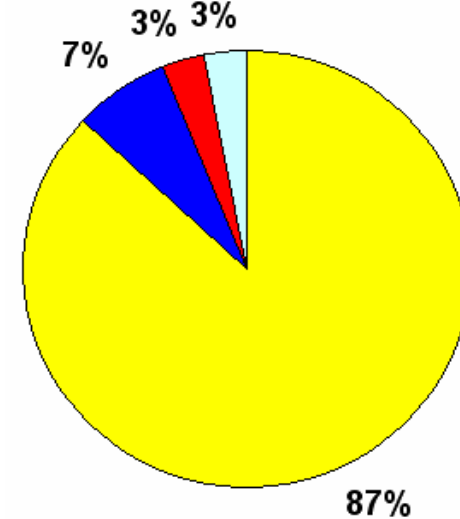
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PROFILE OF JOURNALISTS SURVEYED

Nationality?



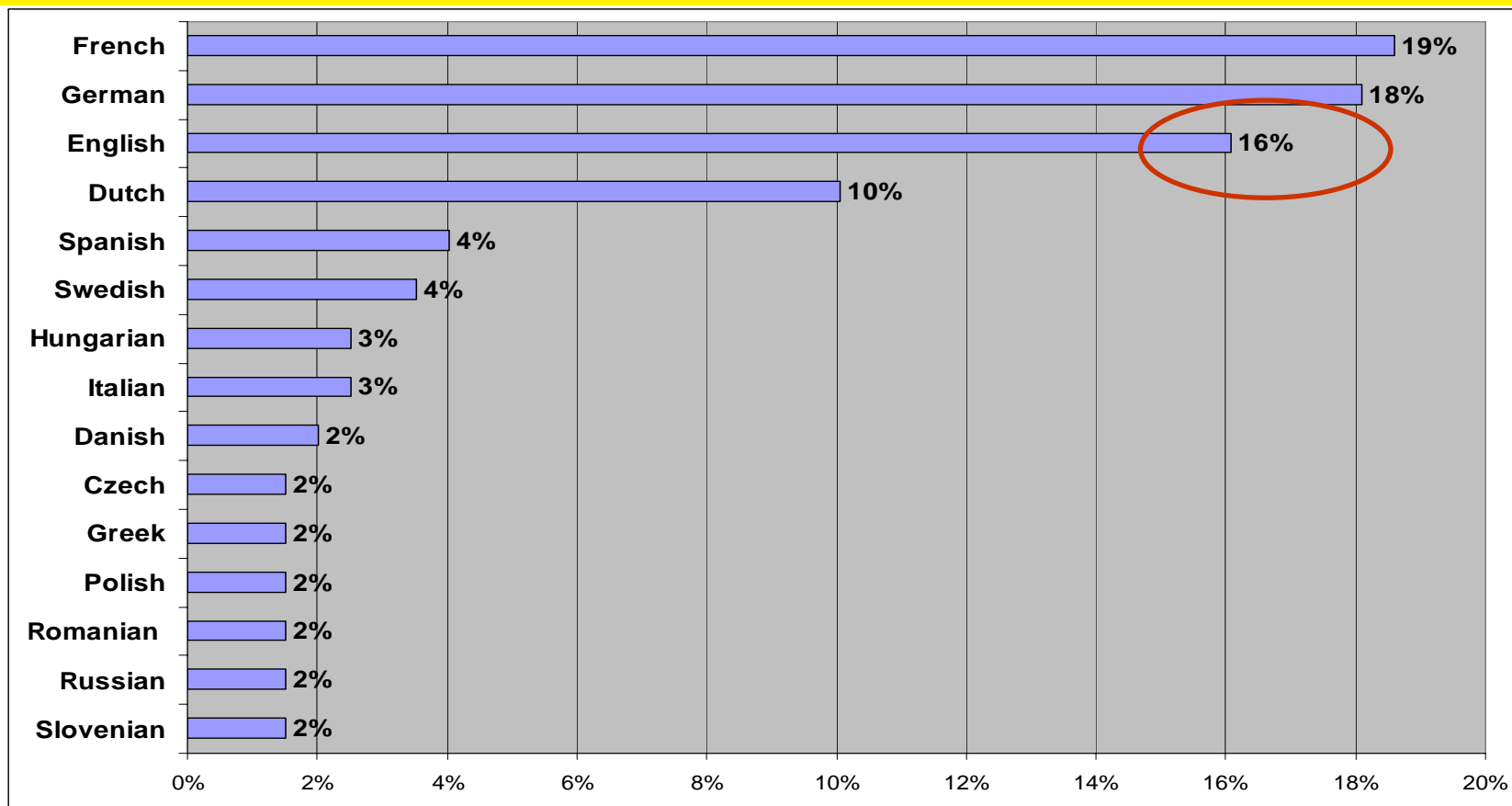
Country of residence?



- Germany 15%
- France 13%
- UK 11%
- Belgium 8%
- Netherlands 7%

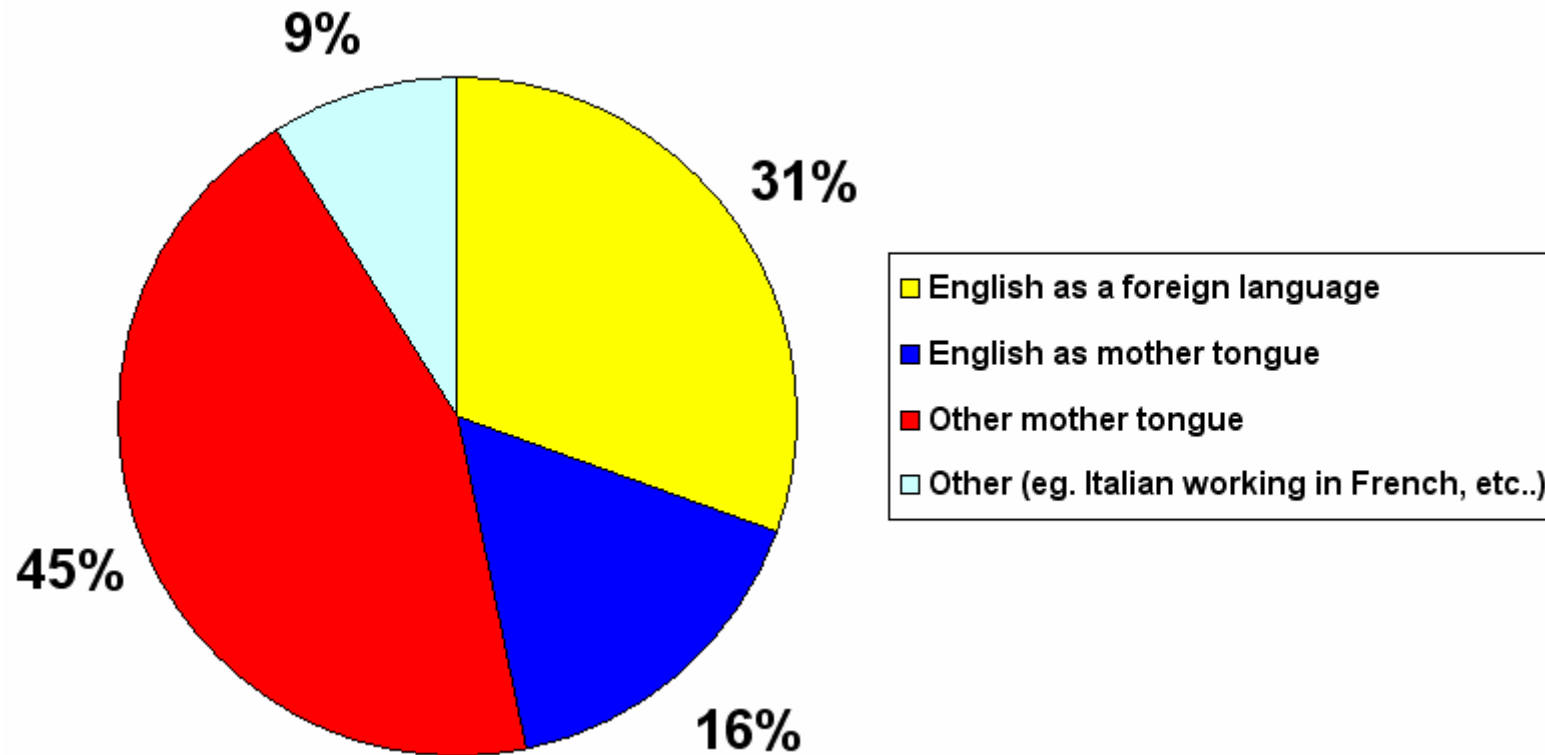
- Belgium 58%
- France 11%
- Germany 7%
- UK 4%

Many EU countries represented and the large majority report from Brussels.



Only 16% of the journalists have English as their mother tongue.

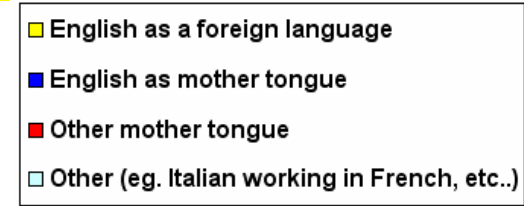
WHAT IS YOUR MAIN WORKING LANGUAGE?



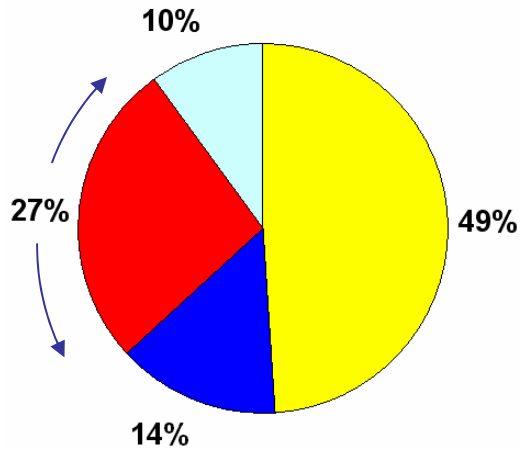
More work in their mother tongue (45%) than in English as a foreign language (31%) or mother tongue (16%).

LANGUAGE MISMATCH

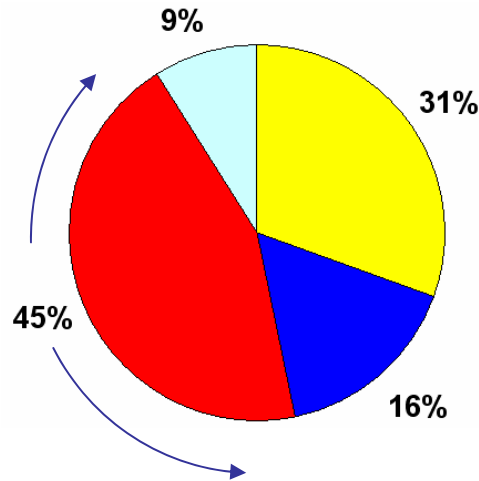
*EXTRACT FROM READERSHIP SURVEY 2007 (sample 3 054)



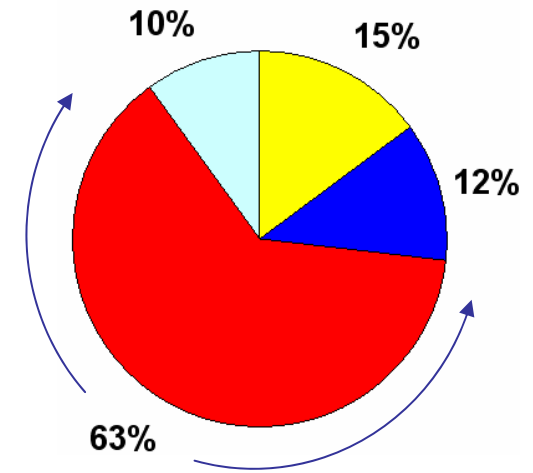
Corporate*



Media



Government/Institutions*



The Corporate sector mostly work in English and may miss their Media and Government targets, using mostly another mother tongue.



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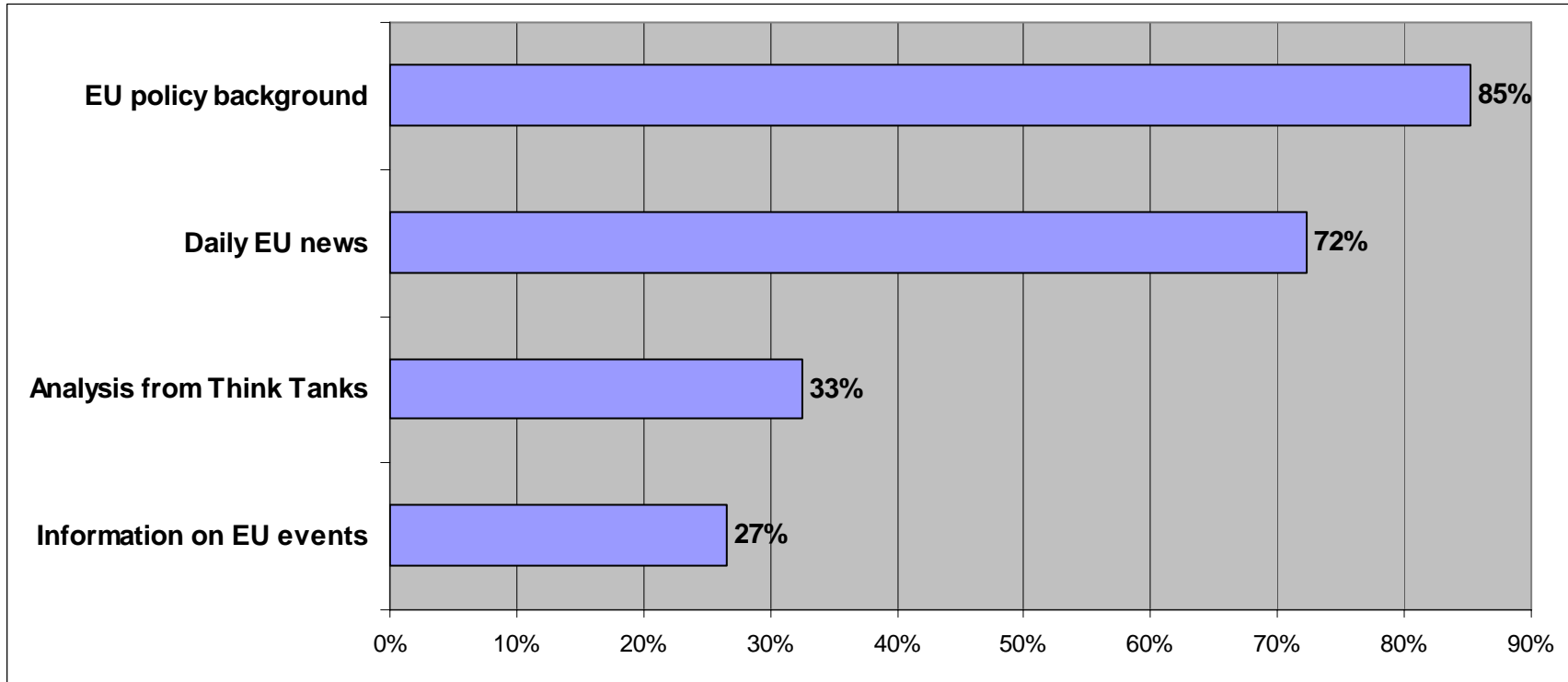
SOURCES OF INFORMATION



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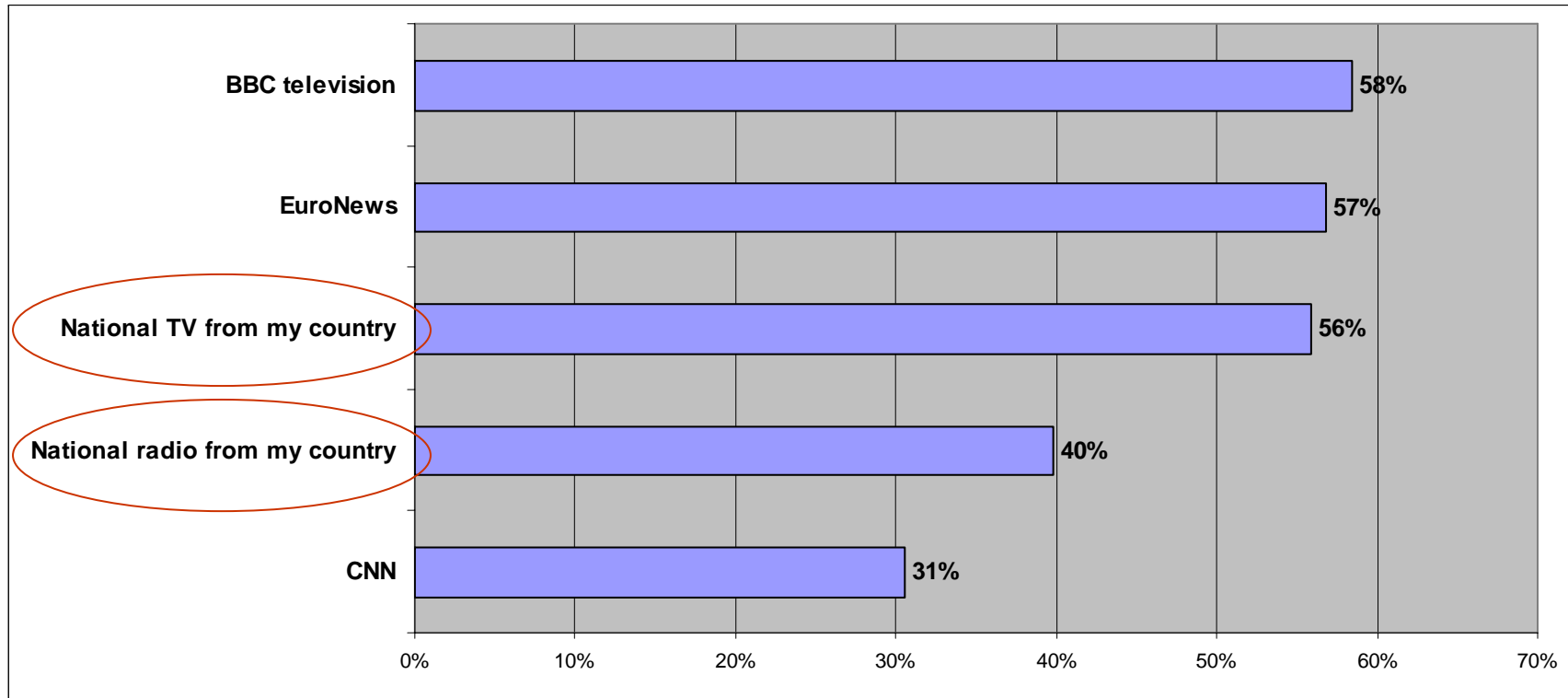
WHY DO YOU USE EurActiv*?

*EXTRACT FROM READERSHIP SURVEY 2007 (sample 3 054)



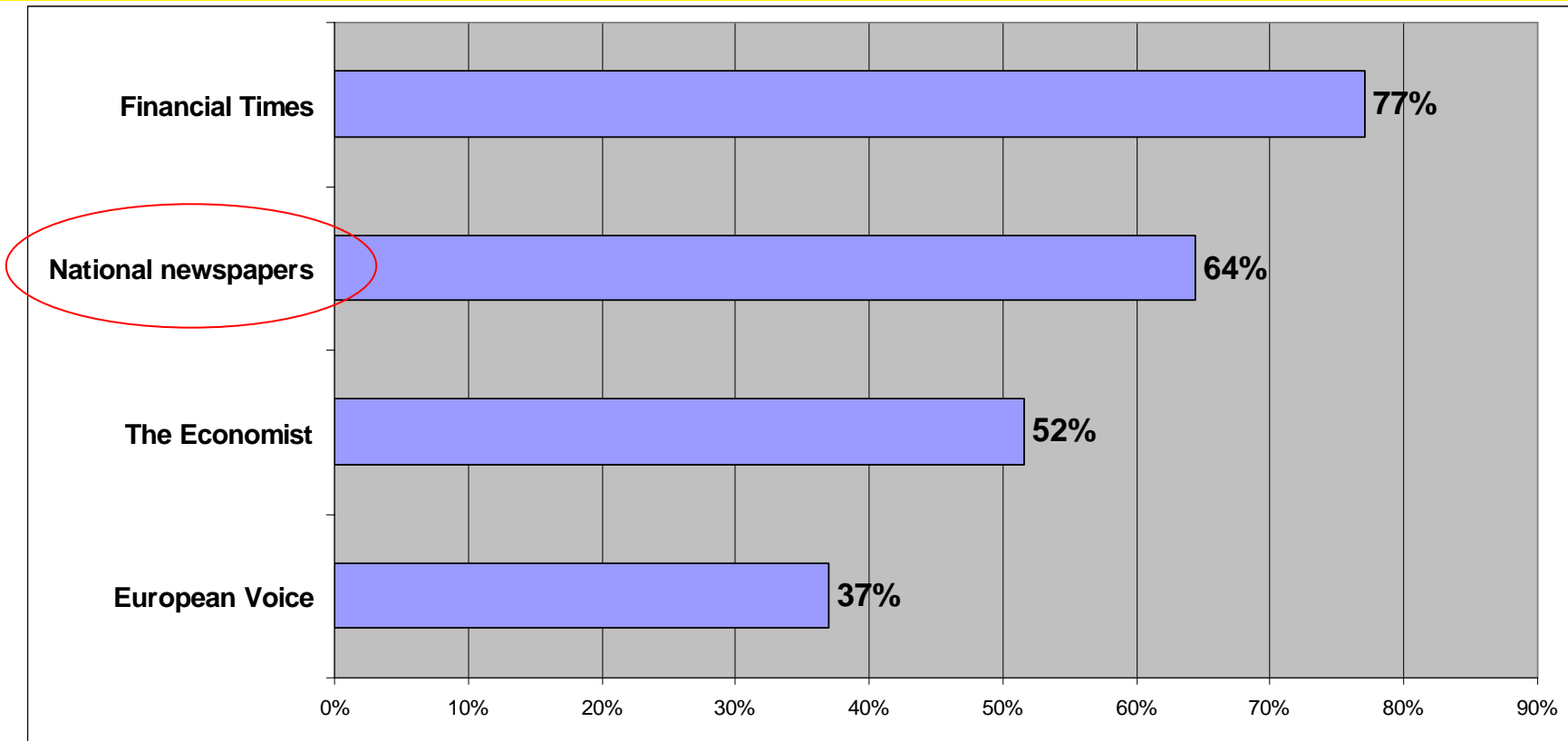
EurActiv has become a powerful working tool for EU policy reporting.

Apart from EurActiv, which other sources of information do you use concerning EU policies? **BROADCASTING**



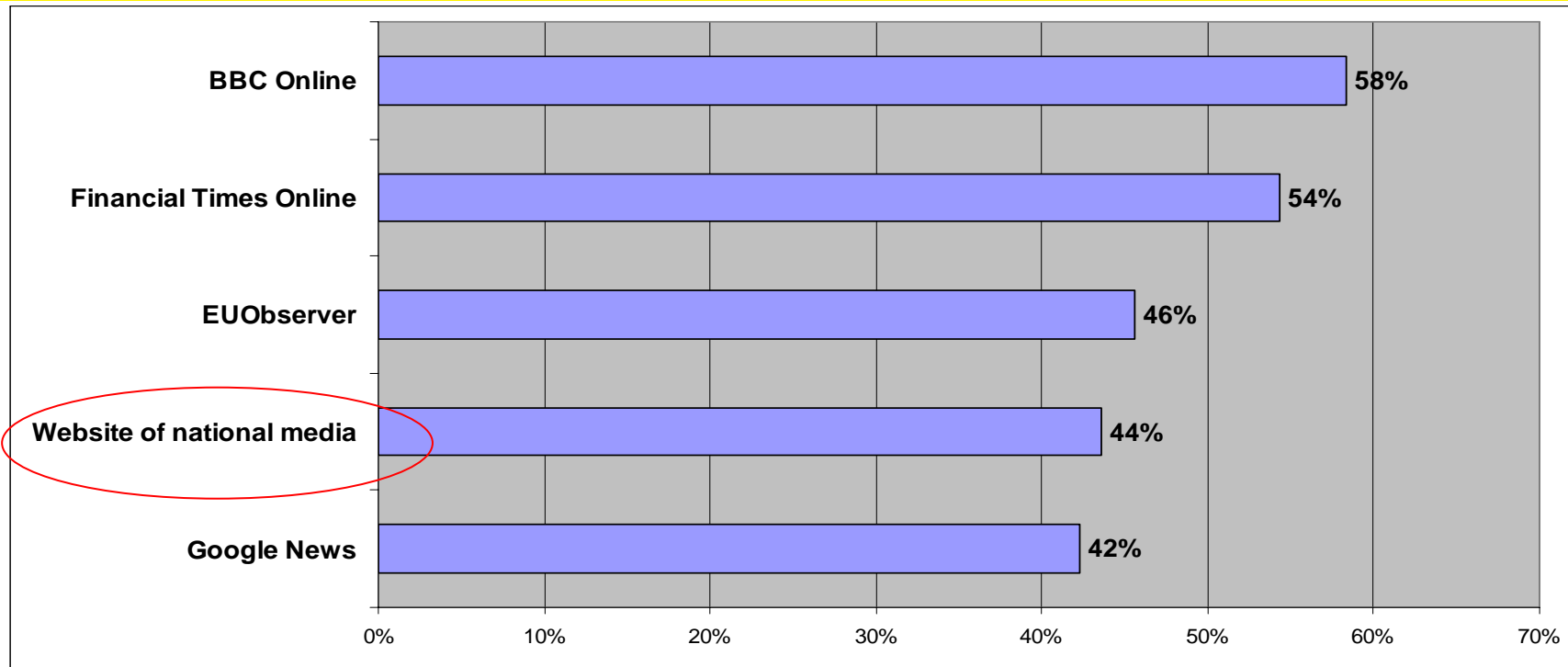
BBC, EuroNews, and national television are the most used channels.

Apart from EurActiv, which other sources of information do you use concerning EU policies? **PRINT**



The FT and national newspapers are the most important sources of information, well ahead of any specialised print publication.

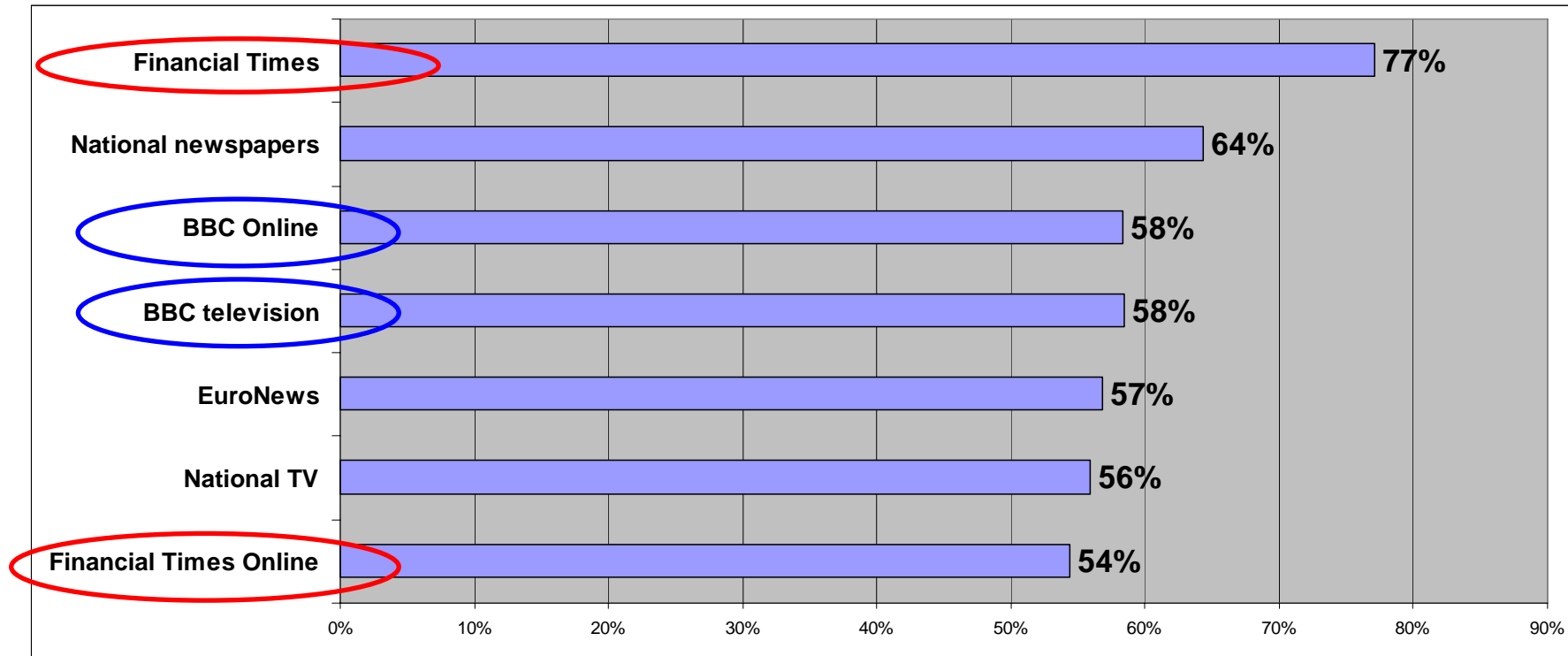
Apart from EurActiv, which other sources of information do you use concerning EU policies? **ONLINE**



“Traditional” general sources, like the FT, are facing more competition:

- Great growth for BBC Online: from 2% in 2006 to 58% in 2007,
- Google News: from 1% in 2006 to 42% in 2007 (but aggregating other sources),
- Specialised websites, like EurActiv and EUObserver.

Apart from EurActiv, which other sources of information do you use concerning EU policies? COMBINED – BROADCASTING, PRINT, ONLINE



The FT and national newspapers are the most important, apart from EurActiv.

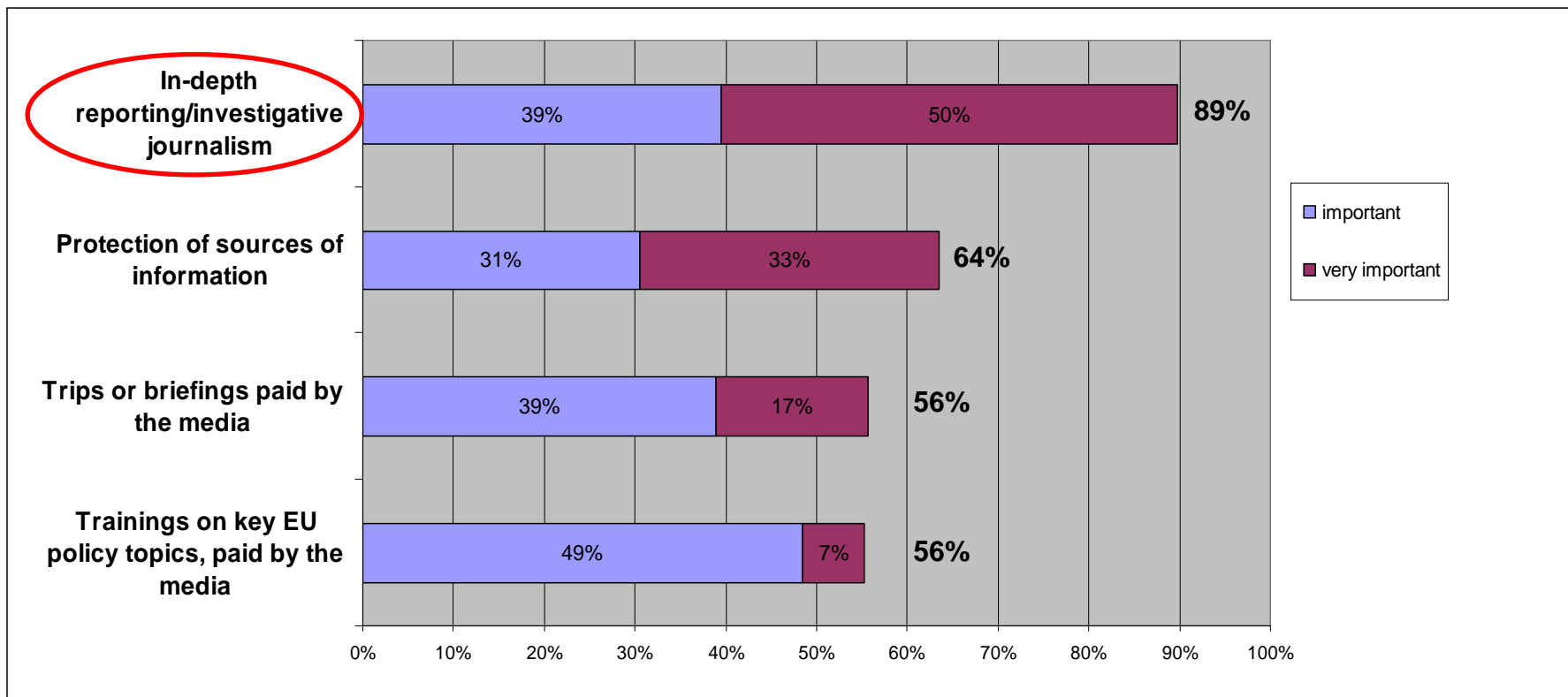
The FT and BBC are present in more than one distribution channel.



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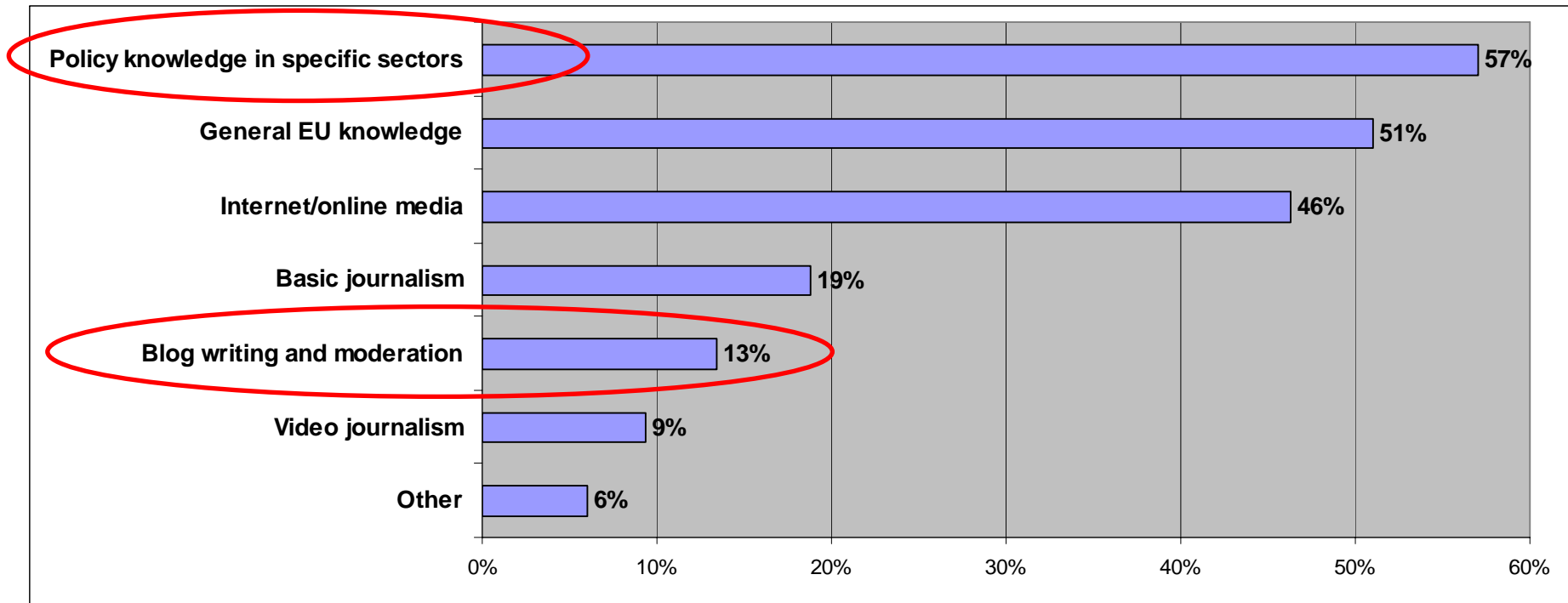
INTEREST & FOCUS

In your opinion, what could journalists do better/differently?



Brussels correspondents increasingly focus their work on commentaries and taking national or sectoral angles, as “raw” information increasingly reaches the capitals via multiple channels.

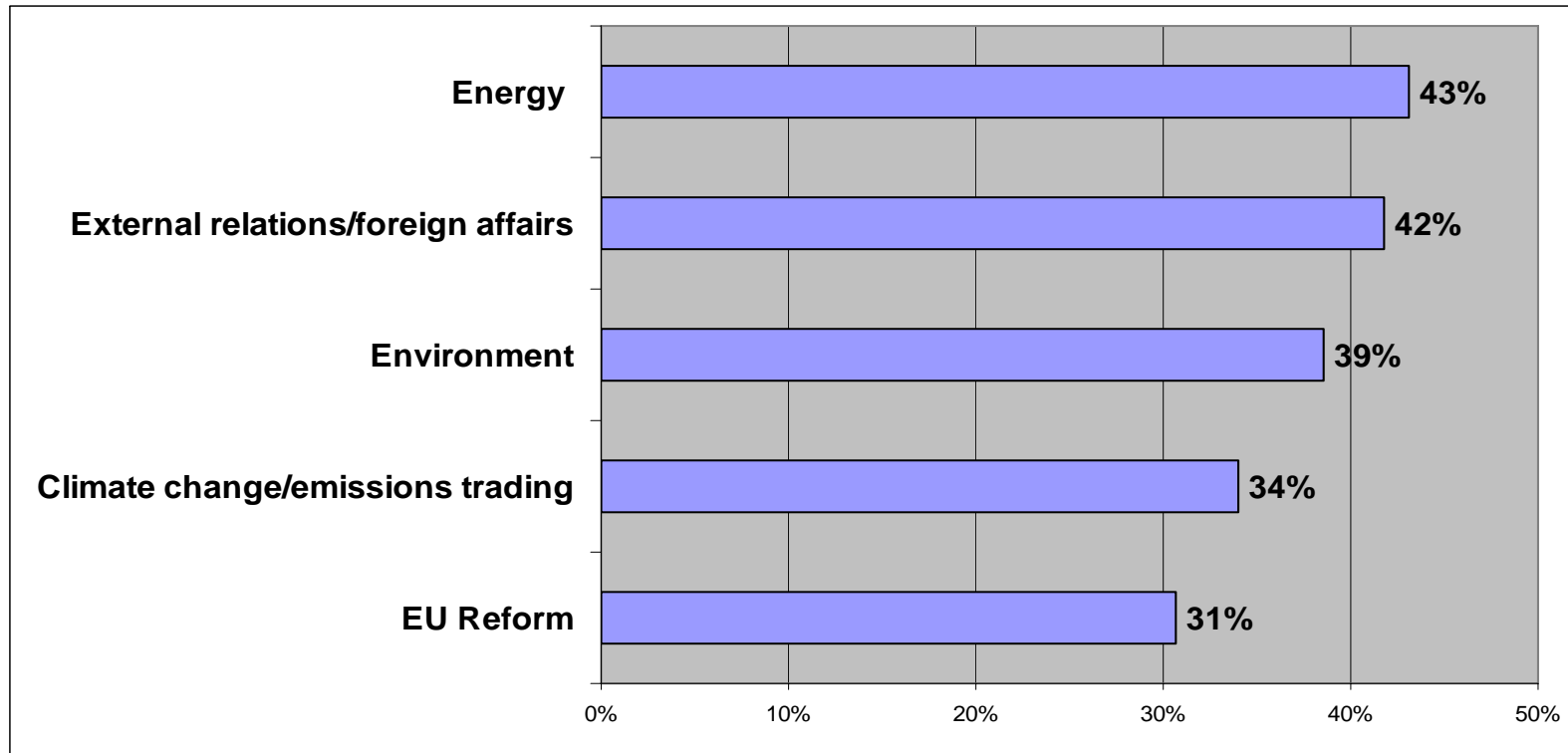
In order to improve your reporting, what kind of training do you consider necessary?



The importance of being an expert within preferred sectors.

New media starts to be important for the journalists in EU affairs.

Please indicate priority areas which your organisation is interested in:



The main focus areas within EU policy are: Energy, Foreign Affairs and Environment.

While Energy and Environment are top of the policy agenda, foreign affairs was unexpected.



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NEXT STEPS: ON EURACTIV.COM

- Report on the conference: tomorrow, 9th November (including this Power Point presentation),
- 8 page paper about the media survey: end of 2007,
- Summary of full CrossLingual (Readership) survey: available end of November on <http://www.euractiv.com/en/Fixed/communication/surveys.htm>



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5.2 Independence

