



^ Lead image for Top 150 most shared media articles

Analysis of 2020 Media Landscape

Coronavirus in the UK

Summary

Coronavirus in the UK

148,339 Media Articles published
since 1st January

Using **aimi**, our proprietary topic modelling technology, we analysed almost 150,000 media articles published in 2020:

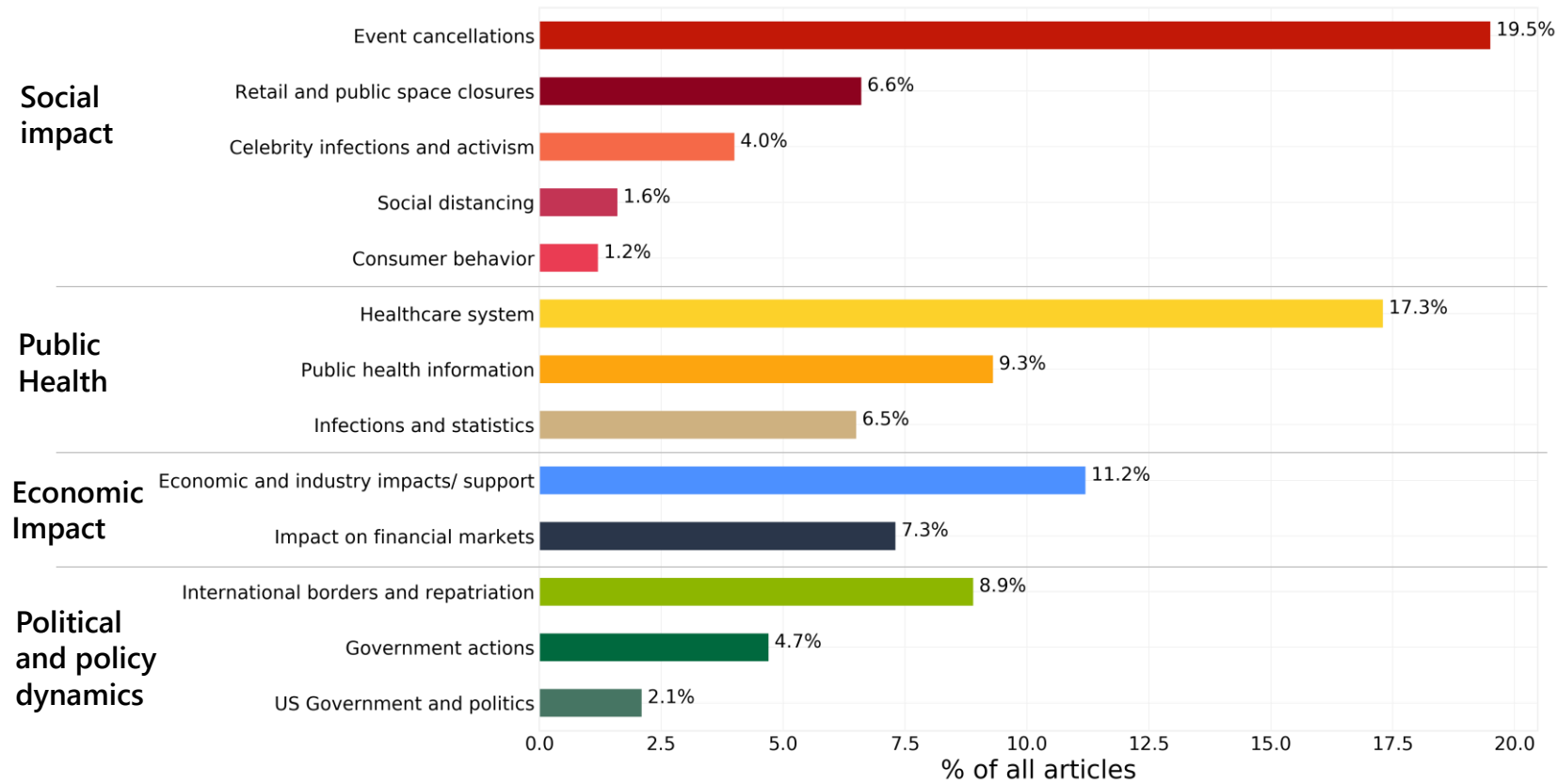
- News volume peaked on **25th March** – with almost 5,000 articles published – the same day that Prince Charles tested positive. The number of articles published has been **slowly dropping** since this point.
- Our analysis of media in the US shows that this peak is almost a full week in the UK – with article volume peaking in the US on the 19th March.
- A key transition in coverage happened around the **13th March** – with the Premier League announcing suspension of games, coverage of the Coronavirus **more than doubled from the previous week**.
- Sport has been a key feature of UK Coronavirus coverage – **15% of media articles have related to sporting fixture suspensions**, and ensuing debates around this, such as player and staff wages.

Overview | Topics discussed in media

Coronavirus in the UK

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Proportion of all articles within each Topic

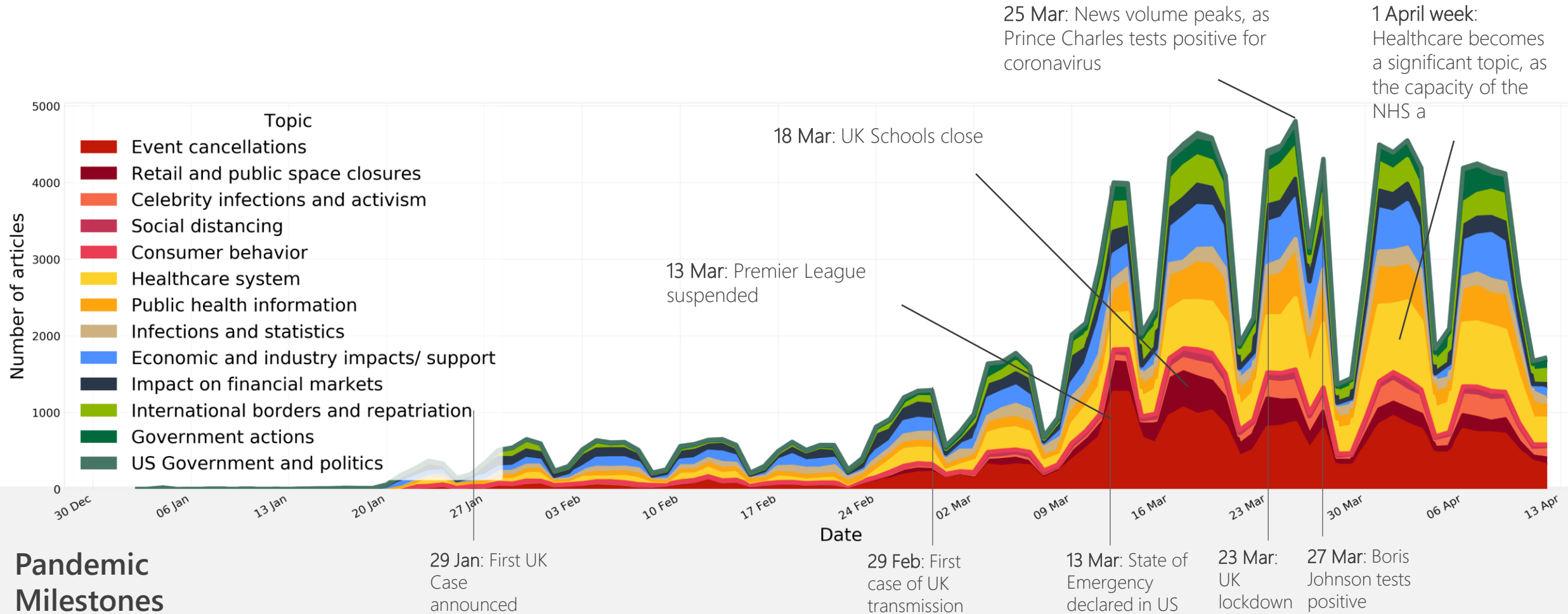


- Using our proprietary **aimi** approach, we have analysed almost half a million articles published since the start of the year to understand what topics are being discussed.
- Topics identified can be broadly characterized as being around:
 - **Economic impact**
 - **Public health**
 - **Social impact**
 - **Political and policy dynamics**
- Event cancellations and their impacts has been a big part of UK media coverage. More than **15% of all articles** related to the suspension of sporting fixtures, and the impacts of this – including debates around player wages.

Frequency of Topics over time

Coronavirus in the UK

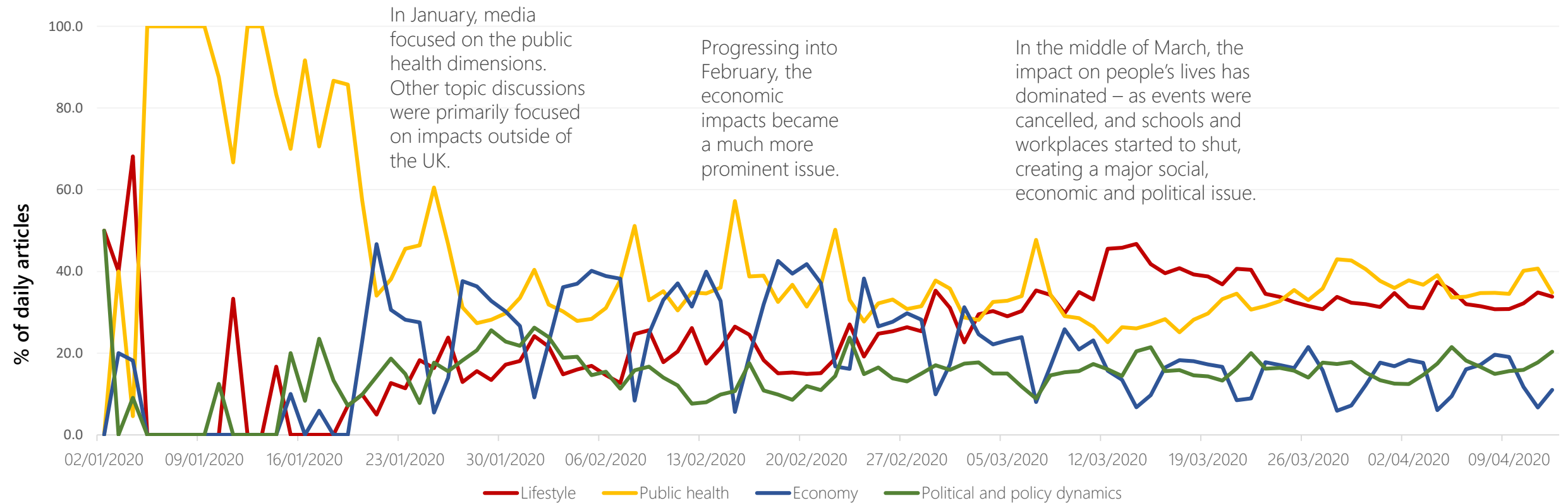
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Topic volume proportion over time

Coronavirus in the UK

148,339 Media Articles published since 1st January



Pandemic Milestones

29 Jan: First UK Case announced

29 Feb: First case of UK transmission

13 Mar: State of Emergency declared in US

23 Mar: UK lockdown

27 Mar: Boris Johnson tests positive



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Madano is an insights-driven communications consultancy that works with clients tackling the big global challenges of the 21st century.

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