

^ Lead image for Top 150 most shared media articles



Analysis of 2020 Media Landscape

Coronavirus in the UK

Coronavirus in the UK

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

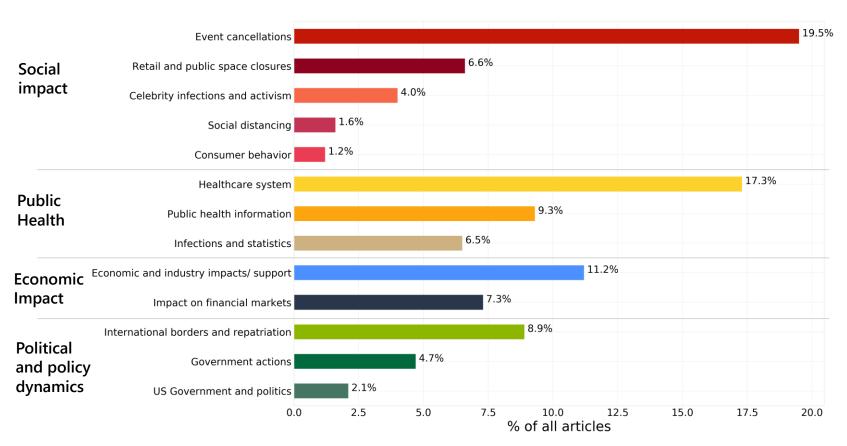
- News volume peaked on **25th March** with almost 5,000 articles published the same day that Prince Charles tested positive. The number of articles published has been **slowly dropping** since this point.
- Our analysis of media in the US shows that this peak is almost a full week in the UK with article 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

Proportion of all articles within each Topic



148,339 Media Articles published since 1st January

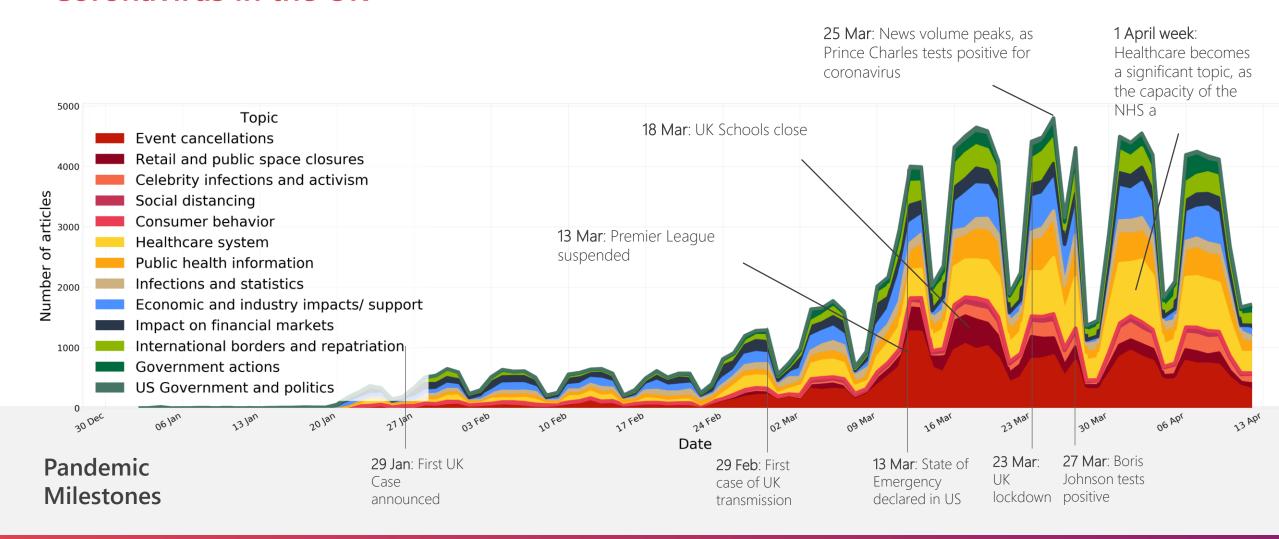
- Using our proprietary **aimi** approach, we have analysed almost half a million articles published since the start of the year to understand what topics are being discussed.
- Topics identified can be broadly characterized as being around:
 - Economic impact
 - Public health
 - Social impact
 - Political 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

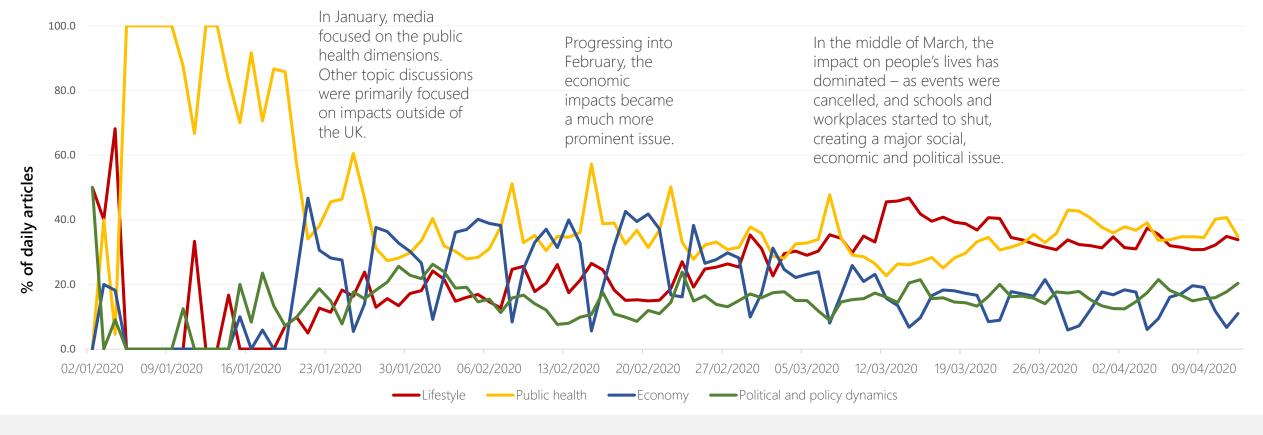
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Topic volume proportion over time

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: 27 Mar: Boris UK Johnson tests lockdown positive

Event cancellations University closures Tech industry impact Artificial Intelligence-based media insights

Approach

aimi (artificial intelligence-based media insight) is a proprietary analytics program developed by Madano. It provides unique understanding of the media landscape through machine learning.

Data

• We collected data on articles published in the UK that mentioned 'Coronavirus' or 'COVID-19', from third-party media databases, since 1st January 2020. Criteria was applied to restrict media sources to be sufficiently authoritative/ widely read.

Analysis

- Our approach to Topic Modelling, uses machine learning to analyse what every article is discussing, and cluster articles based on similarity (visual to left).
- Articles are then classified into discrete Topics, with human interpretation of what the topics are about.



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

For more information on our COVID-19 insights, contact: **Gareth Morrell**Head of Insights
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