

Method for calculating media mentions

Objective

This briefing outlines how the Aarhus 2017 Foundation has calculated domestic and international media mentions. Results are presented in the Welcome Future publication and is used for reporting on KPI3.

1: Domestic media mentions

Infomedia is the primary source of statistics regarding domestic media mentions. Infomedia monitors Danish media 24/7 and all material is stored in the media archive.

Infomedia monitors:

- All countrywide dailies
- All regional and local dailies
- Local weeklies
- Specialist periodicals and magazines
- News agencies
- Web media
- Broadcast media

Infomedia monitoring of electronic and broadcast media is incomplete. Only very few mentions are recorded by Infomedia. Therefore Aarhus 2017 has recorded mentions in broadcast media manually. This manual record is also incomplete, but it is a supplement to the Infomedia record.

Domestic media mentions by Aarhus 2017 is a combination of infomedia records and the number of broadcast media mentions recorded by the Aarhus 2017 communications team. Please see the table below for an example of how 6 months have been calculated.

Example, calculated media mentions, 6 months in 2016:

| Destination | Number |
|-----------------------------|--------|
| Papers and web re infomedia | 2,392 |
| TV3 Aarhus (Jack F.) | 420 |
| TV2 Østjylland | 235 |
| TV2 Midt-vest | 93 |
| TV2 Nord | 3 |
| DR domestic TV | 2 |
| DR domestic radio | 5 |
| DR Østjyllands Radio | 30 |
| DR Rethink the Hit national | 77 |



| | |
|--------------------------|--------------|
| TV2 on tour | 6 |
| TV2 sommerbold Euro 2016 | Unknown |
| Aarhus Studenterradio | 26 |
| <u>Other papers</u> | 10 |
| Total | 3.299 |

Data source: Aarhus 2017 Foundation, Communication

Recording of broadcast media mentions by Aarhus 2017

The occurrence of broadcast media mentioning Aarhus 2017 has not been done systematically. Only the source and calendar year has been recorded. It is therefore only possible to account for a total number based on calendar years, and not possible to find individual broadcasts through the records made by Aarhus 2017.

The Aarhus 2017 Foundation estimates that a large number of mentions have not been included in the total number. Particularly mentions in the approx. 50 local radio stations in the area. This is therefore a conservative record.

Aarhus 2017 has decided to count all broadcasts, and thus reruns are also recorded.

Data access

See separate brief on access to domestic media mentions.

2: International media mentions

The recording of international media mentions is based on the monitoring by Meltwater of digital media. Meltwater only records digital media, and thus print media, magazines and broadcast media is not included in the Meltwater data.

The Aarhus 2017 Foundation has attempted to supplement Meltwater's monitoring records in order to supply a more correct number.

Aarhus 2017 began monitoring international media in 2015. The number of recorded, international media mentions was 184. No total record of these media mentions exists.

In 2016 the number from Meltwater has been adjusted by factor 1.25 to allow for the fact that Meltwater only records online media. For the 2017 media mentions, the number has been adjusted by factor 1.1 in order to reflect the actual volume. These factors have been used upon the recommendation of Meltwater.

Data access

There is no record of media mentions from 2015. All records of international media mentions from 2016 and 2017 is available on www.aarhus2017.dk



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