

Criticism of the EU on the rise again - both in the U.K. and on the Continent

Coverage of the EU, January 1 - August 4, 2016

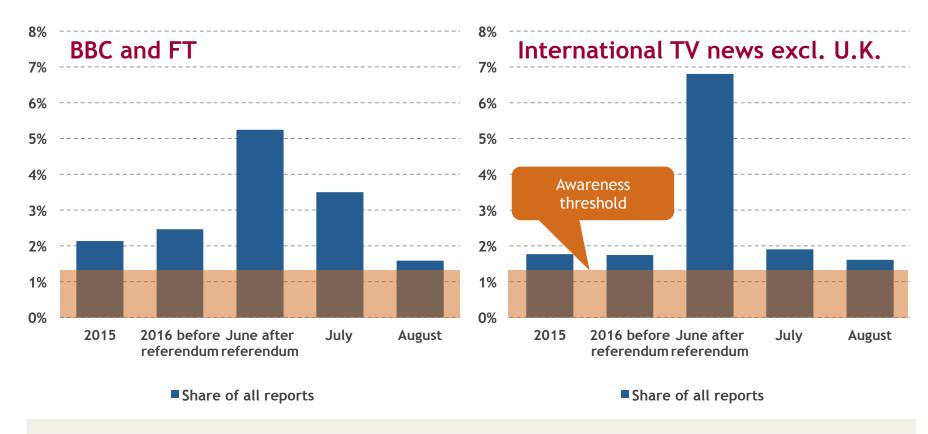
- International TV news
- Business papers



Agenda

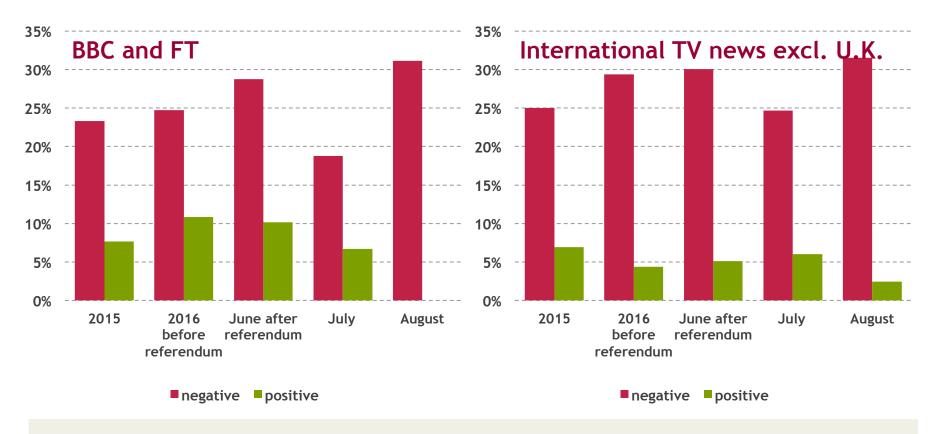
- EU trends: U.K. in comparison, 2015-2016
- EU trends, January 1 August 4, 2016

Media lose interest in the EU soon after the Brexit shock



While the U.K. government is playing for time, European leaders have as well shied away from discussing the flaws of the Union, that have been exposed by the British Brexit vote. References to the European Union barely transcended the awareness threshold in the first half of August.

EU criticism reaches a new peak in early August



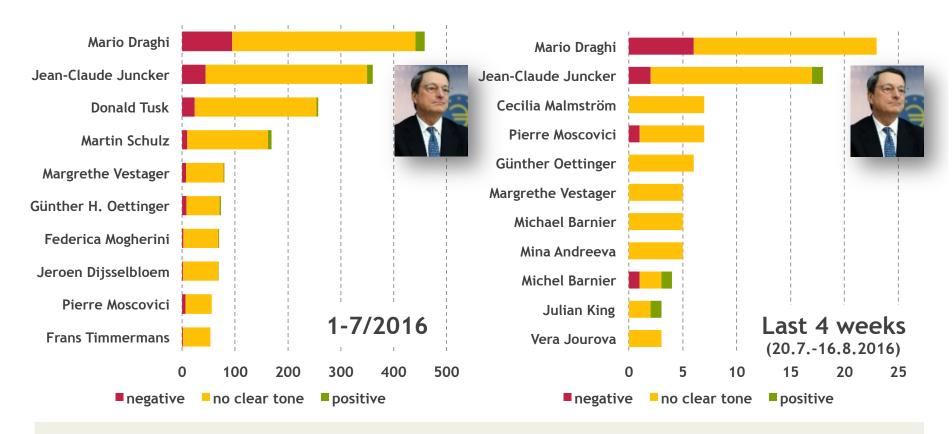
Low coverage of the EU goes hand in hand with a more negative tone. There were actually no positive reports in the *BBC News* and the *Financial Times* at all in the first half of August at all, but TV news from other countries were equally critical.

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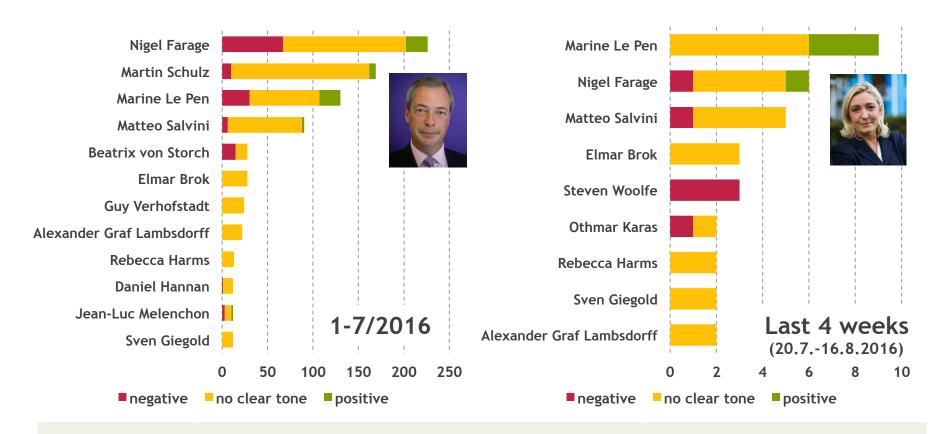
EU coverage in international TV news and business papers, 1-7/2016 vs. 20.7.-16.8.2016 EU representatives: Volume and tone of coverage

Media lose patience with Draghi's strategy



While Jean-Claude Juncker fell back in the media, reporting about Mario Draghi increased strongly and took an even more critical turn than in the first seven months of the year. The increasing proliferation of negative interest rates drives calls for a change of the ECB's strategy.

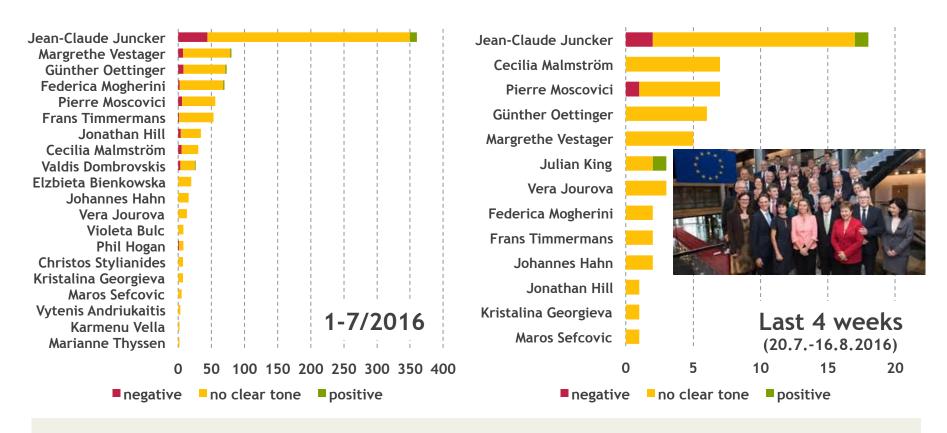
Journalists see Marine Le Pen on an upward trajectory



EU parliamentarians played a less important role after the first shock about the Brexit subsided. Marine Le Pen was reported to prosper in the climate of fear after the Islamist attack in Nice. The media expect Le Pen to reach the second round of next year's Presidential election easily.

EU coverage in international TV news and business papers, 1-7/2016 vs. 20.7.-16.8.2016 EU Commissioners: Volume and tone of coverage

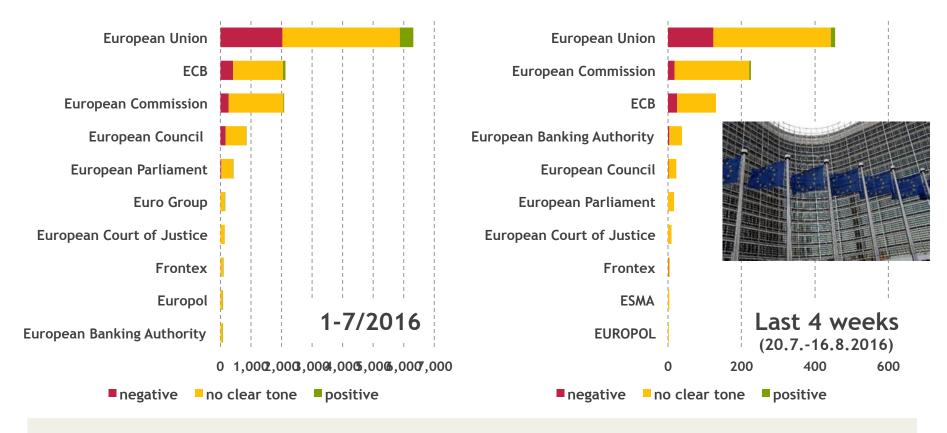
EU Commissioners shy away from the media



Only four European Commissioners besides Commission President Juncker achieved at least five reports in 25 media over the last four weeks - way too low to give a face to the work of the Commission.

EU coverage in international TV news and business papers, 1-7/2016 vs. 20.7.-16.8.2016 EU institutions: Volume and tone of coverage

Good news dries up in the summer months



International TV news and business papers paint an image of the European Union still in shock. As European leaders have acknowledged the need for deep going changes, the media find barely anything positive to report.

Media Set

- Austria: ZIB 1
- Canada: CBC The National
- China: CCTV 1 Xinwen Lianbo
- France: TF 1: Le Journal
- Italy: RAI 1 TGI
- South Africa: SABC 2 Afrikaans News, SABC 3 News @ 18h30, E-TV News, SABC Zulu/Xhosa News, SABC Sotho News
- Spain: TVE 1 Telediario-2
- Switzerland: SRF Tagesschau
- U.K.: BBC 1 Ten o' Clock News, BBC 2 Newsnight
- U.S.: NBC Nightly News (USA), CBS Evening News (USA), FOX: Special Report w/ Bret Baier (USA)
- Vietnam: VTV Business News
- Financial Times
- Handelsblatt
- Wall Street Journal (U.S. edition)