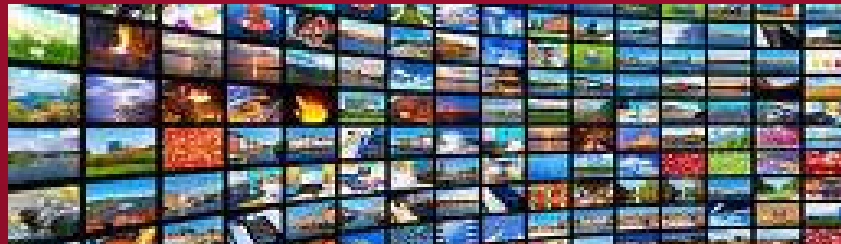


Support for the EU remains too weak both in TV news and elite media

Coverage of the EU in BBC news and Financial Times 2001-2016

- *After 15 years of disinterest and EU-bashing, support for the EU remains insufficient*
- *Media coverage decreased after British-EU negotiations*
- *Media image of EU still critical on policy issues*



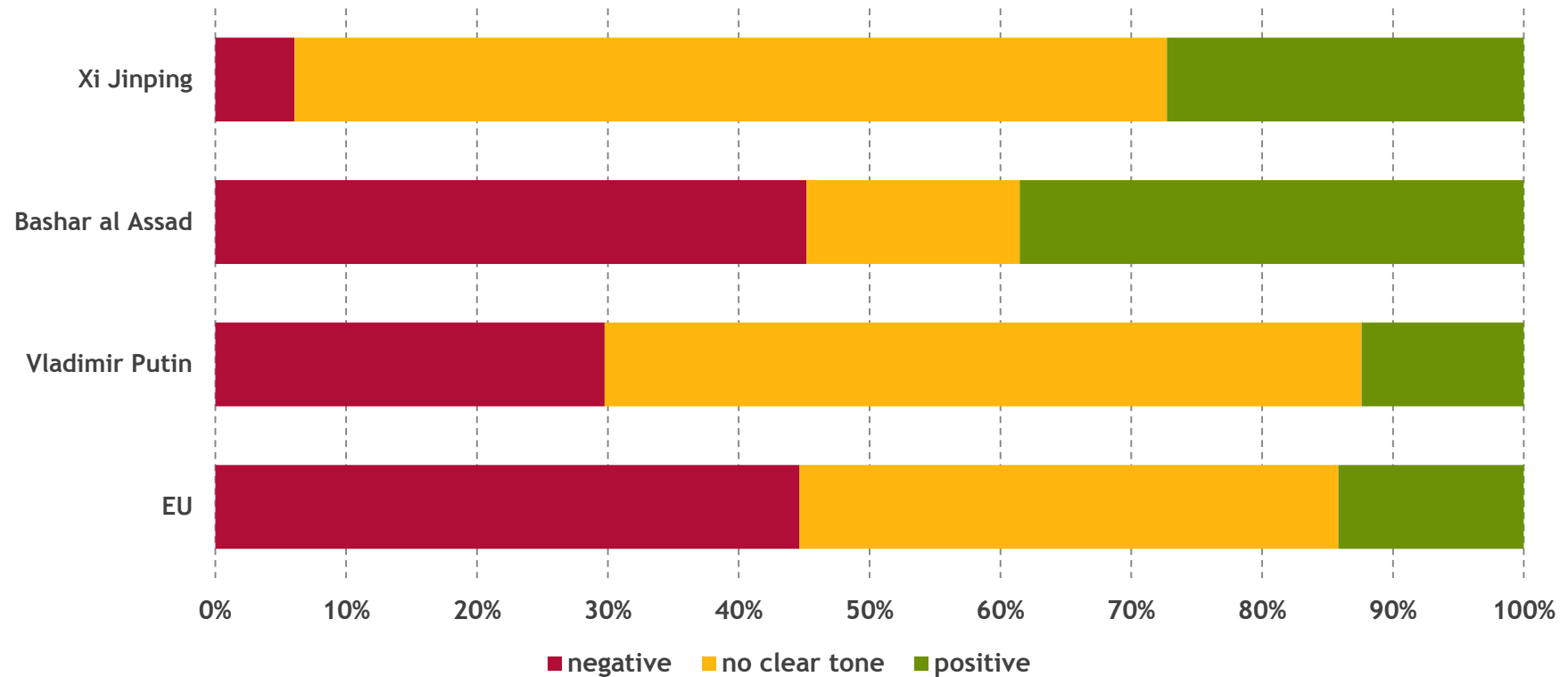
Basis:
102,772 news stories in BBC One Ten o'clock news, 2001-2016
2,578 reports about the EU out of 162,762 reports about protagonists
in BBC One Ten o'clock news and BBC Two Newsnight 2015-2016 / Inter-coder reliability: 88% in Q1/2016

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Agenda

- **Brexit trends, January-April 2016**
- EU coverage in U.K. media: Long-term analysis

EU covered more negative than “strongmen”

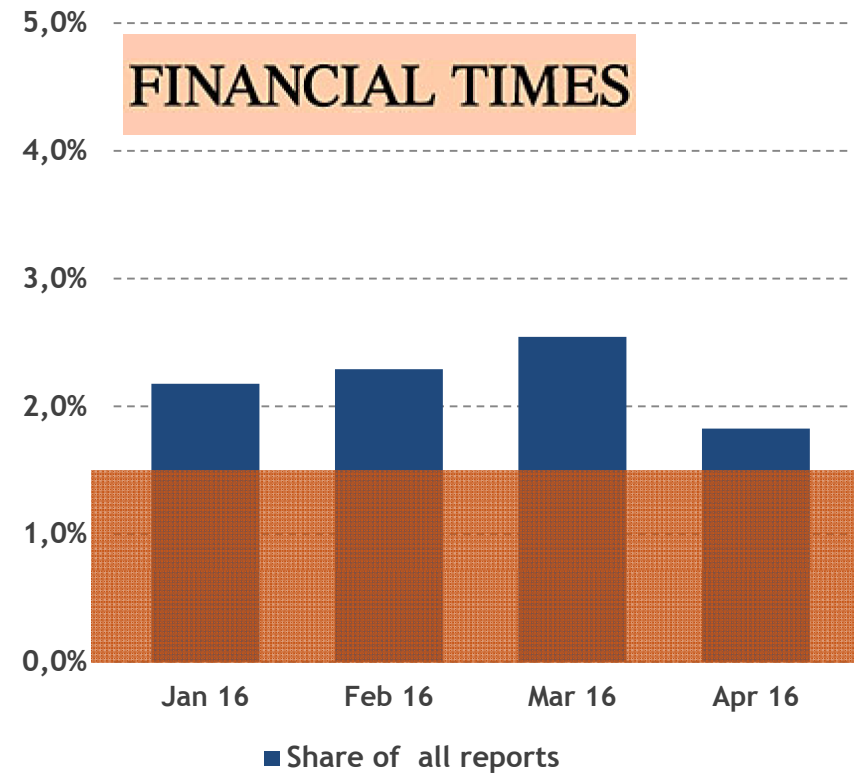
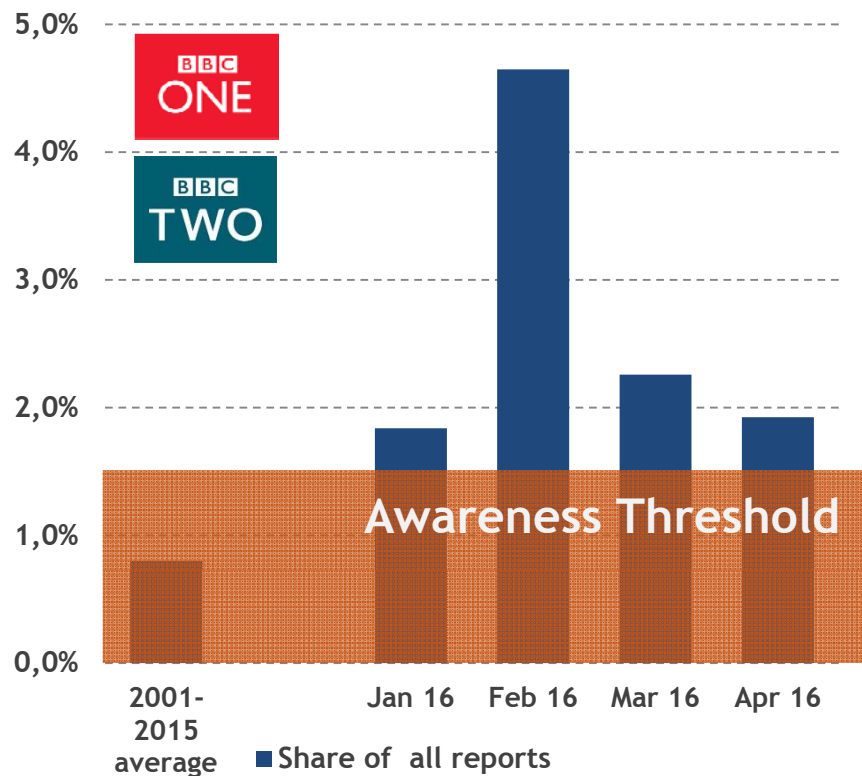


Coverage of the EU on British TV was overwhelmingly negative in 2015, showing the Union as undemocratic and helpless in the face of global problems. China's leader Xi Jinping enjoyed much more positive reporting.

EU coverage in BBC TV news and FT

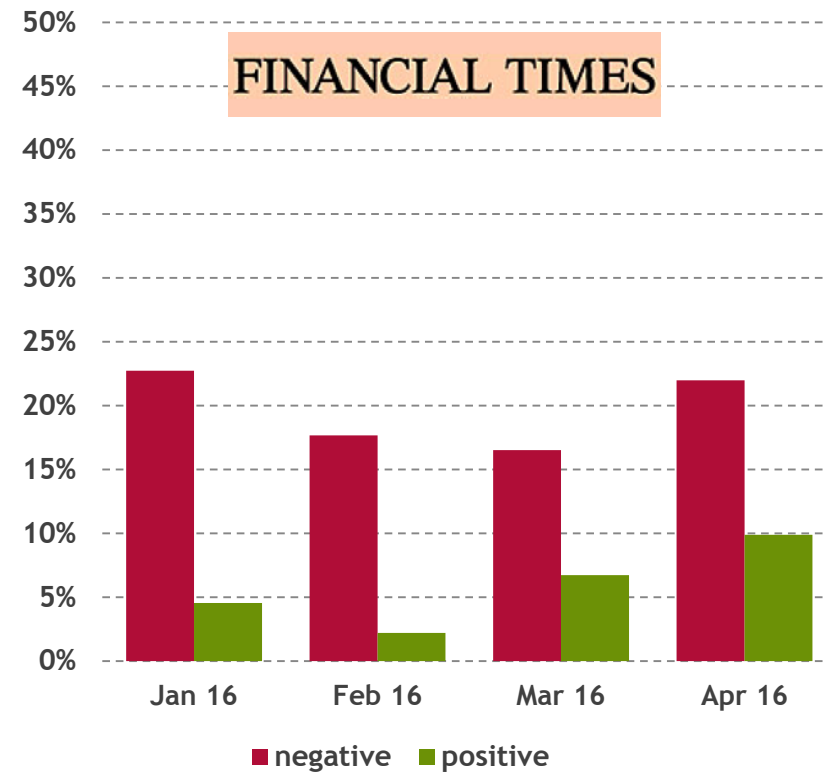
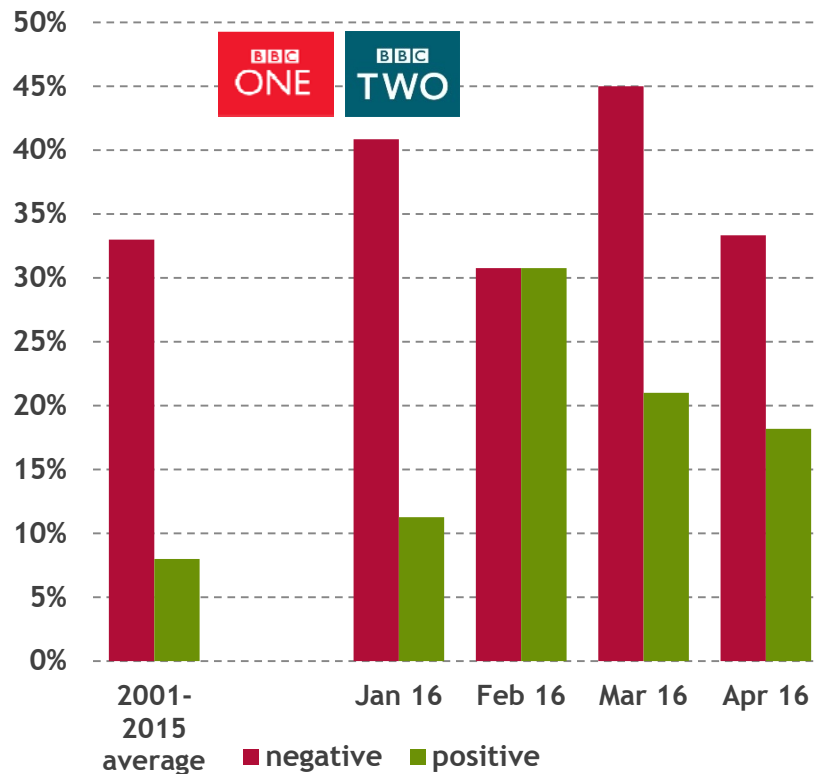
Share of reports about the EU / tone of coverage, January 1-April 17, 2016

TV coverage decreased again after Cameron's "victory"



The EU stayed way below the awareness threshold over the 15 years since 2001. While the negotiations about Cameron's demands were prominent in February, media interest in the Brexit debate has flagged again in March and April.

Negativity prevails on TV - limited support in FT

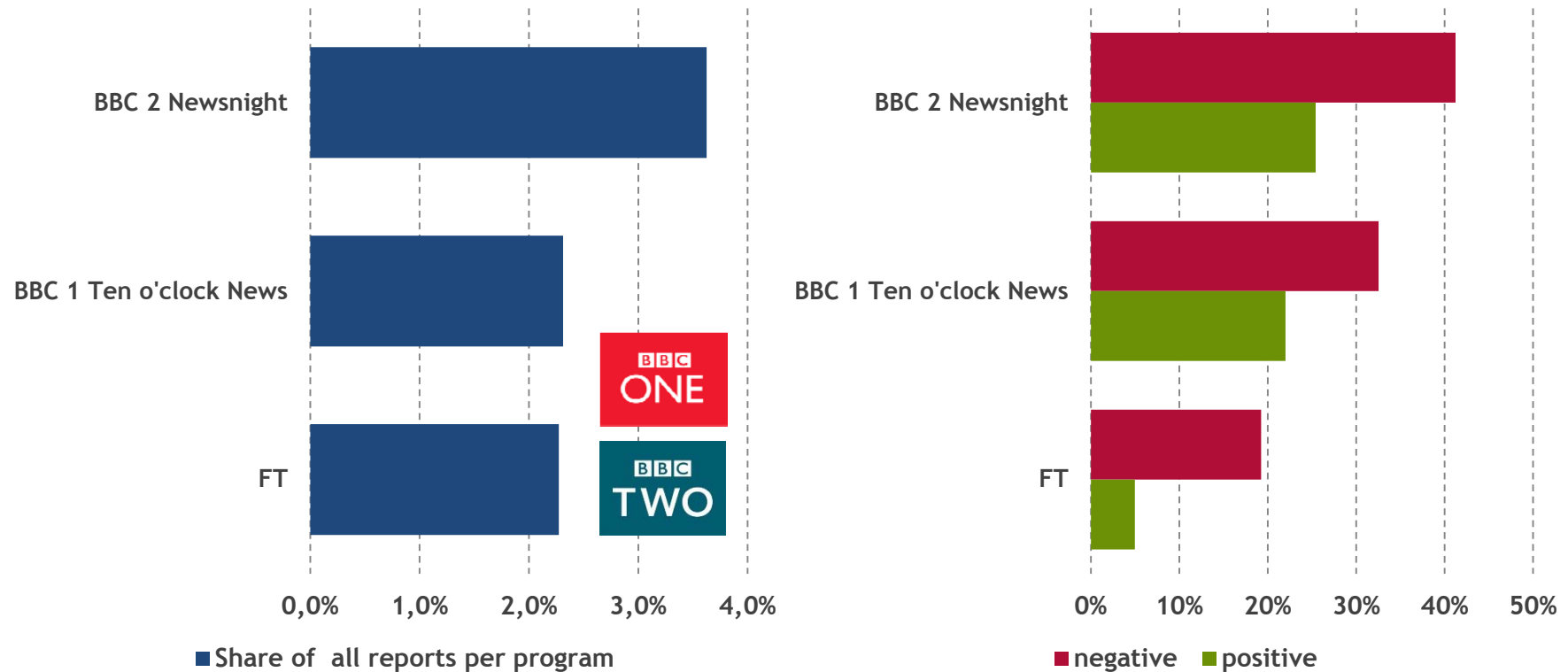


In view of the negativity accumulated over the course of the last 15 year, media support for the EU is not sufficient - both in the media addressing the wider public but as well in the top medium for the business elite. An eventual Brexit remains highly probable.

EU coverage in BBC TV news and FT

Share of reports about the EU / tone of coverage, January 1-April 17, 2016

European Union focus increases critical tone

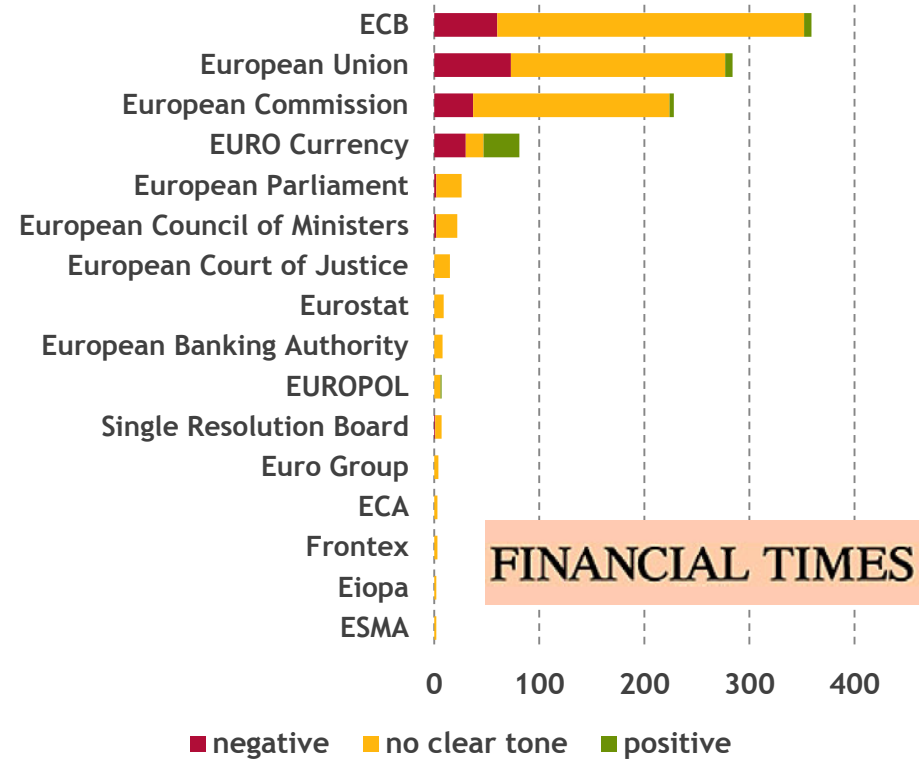
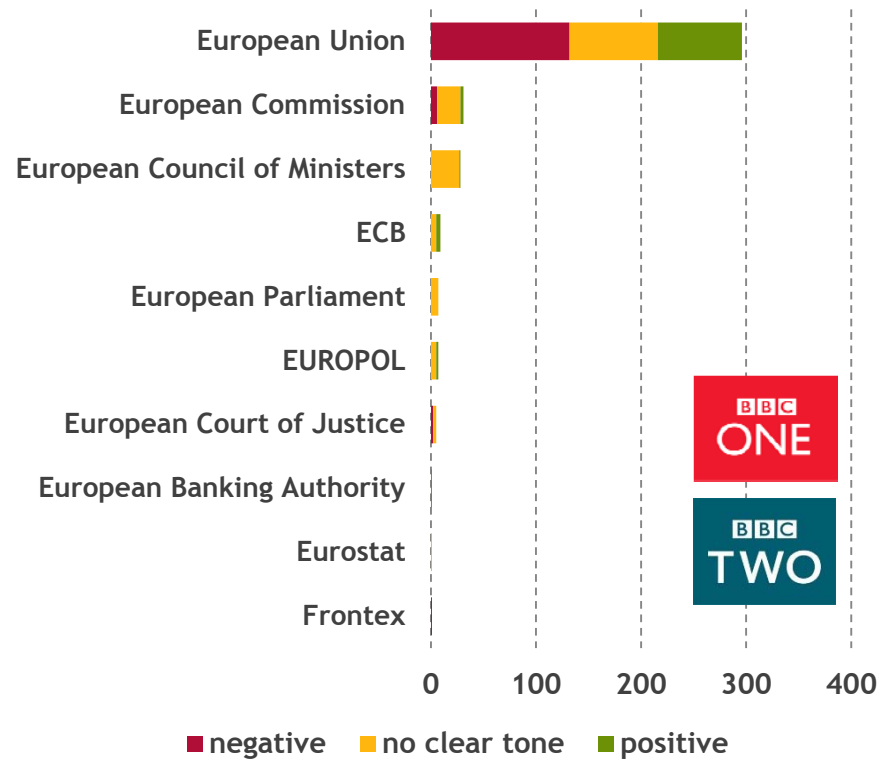


BBC 2 Newsnight devoted a notably higher share of its news towards reporting about the EU in 2016 than *BB1 Ten o'clock News* or the *FT*. In these reports *Newsnight* reported in a more polarized and a more critical way than the other media.

EU coverage in BBC TV news and FT

EU institutions: Volume and tone of coverage, January 1-April 17, 2016

Positive aspects do not pervade

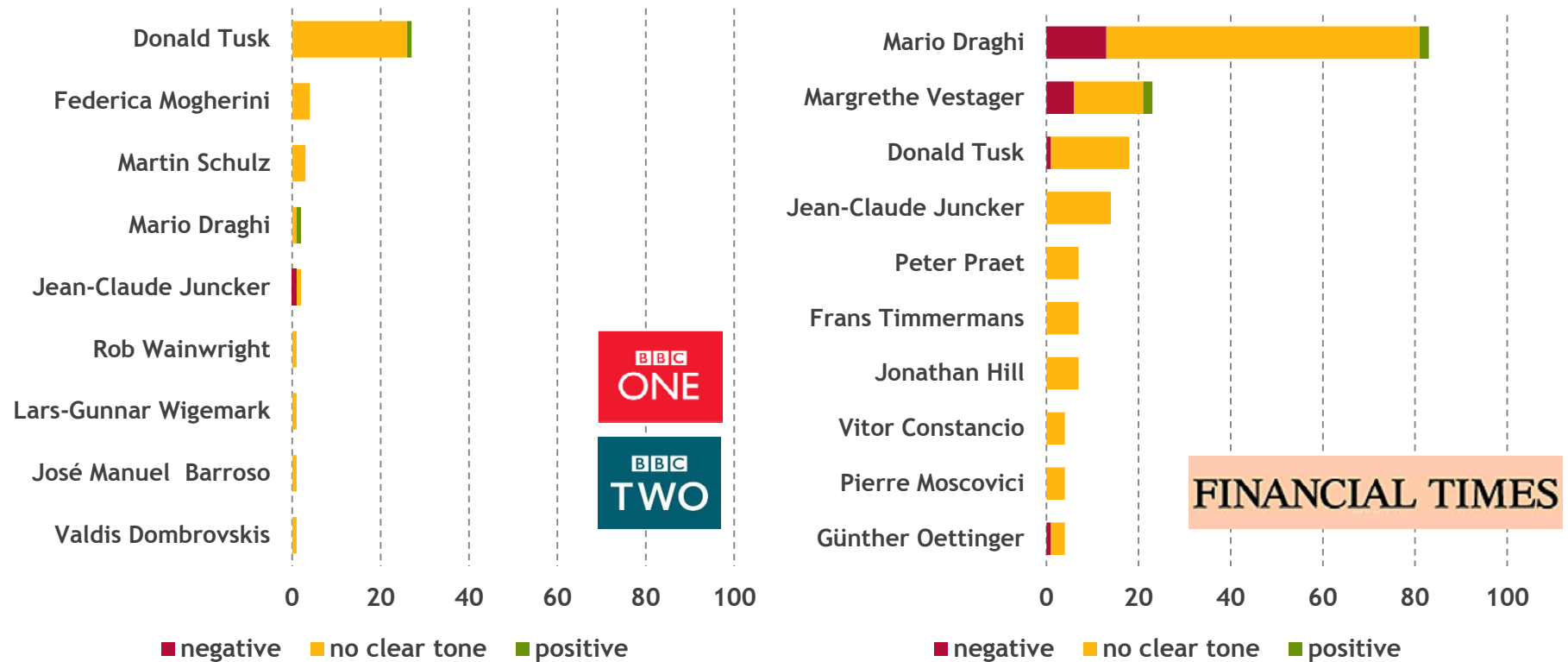


While the official position of the government in favor of the U.K. remaining in the European is at least visible in TV news, critical coverage prevails. Media support for the in-campaign is therefore still not sufficient. The *FT*, while less negative, shows barely any positive aspects.

EU coverage in BBC TV news and FT

EU representatives: Volume and tone of coverage, January 1-April 17, 2016

EU leaders play a minor role on British screens

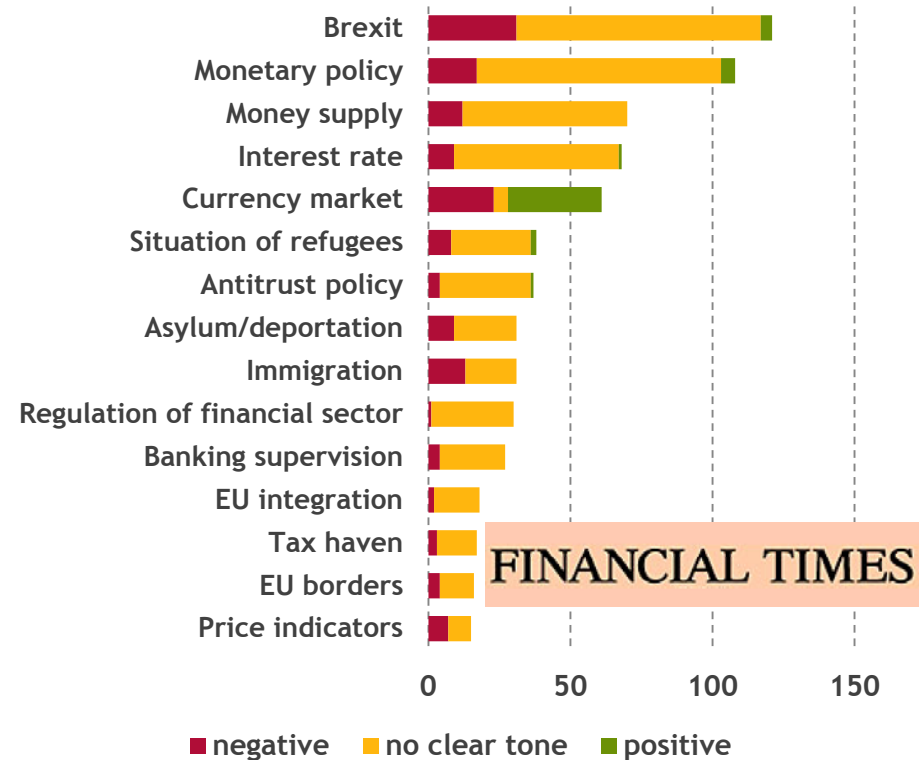
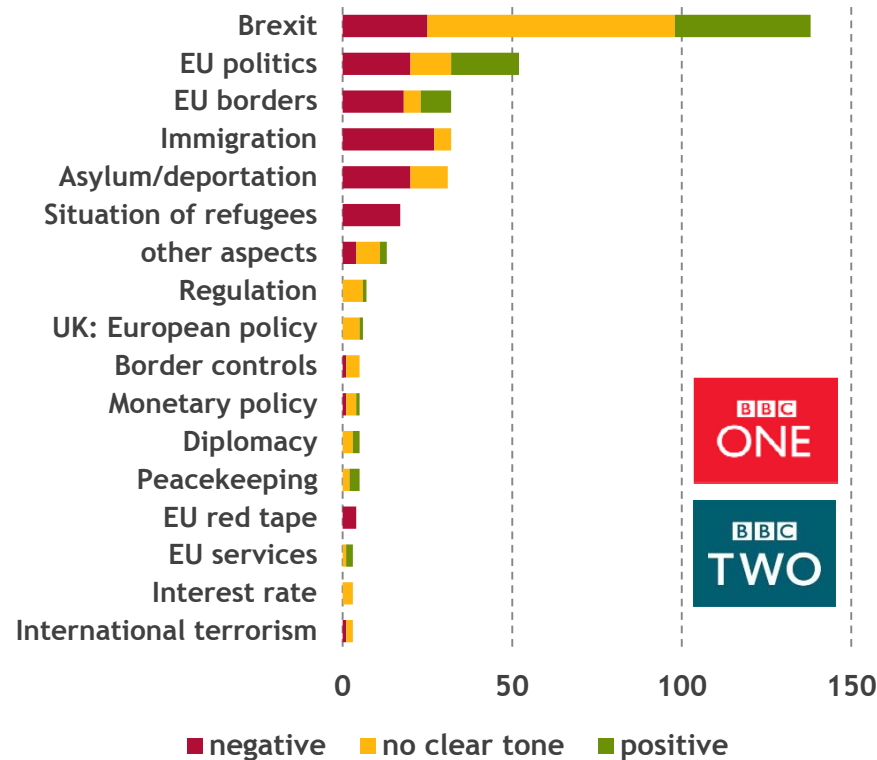


TV coverage focused on Donald Tusk, David Cameron's counterpart in the negotiations, while the *FT* was preoccupied with ECB President Mario Draghi. Margrethe Vestager was criticized for allegedly discriminating against U.S. companies.

EU coverage in BBC TV news and FT

Volume and tone of coverage: The topics, January 1-April 17, 2016

Official line visible on Brexit - critic prevails on other issues

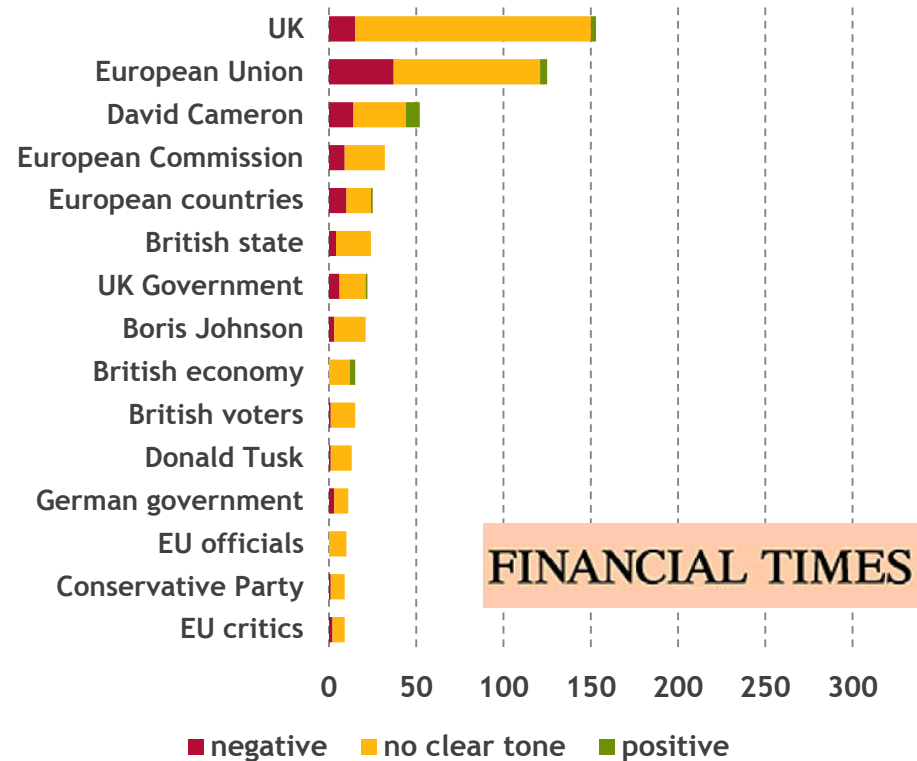
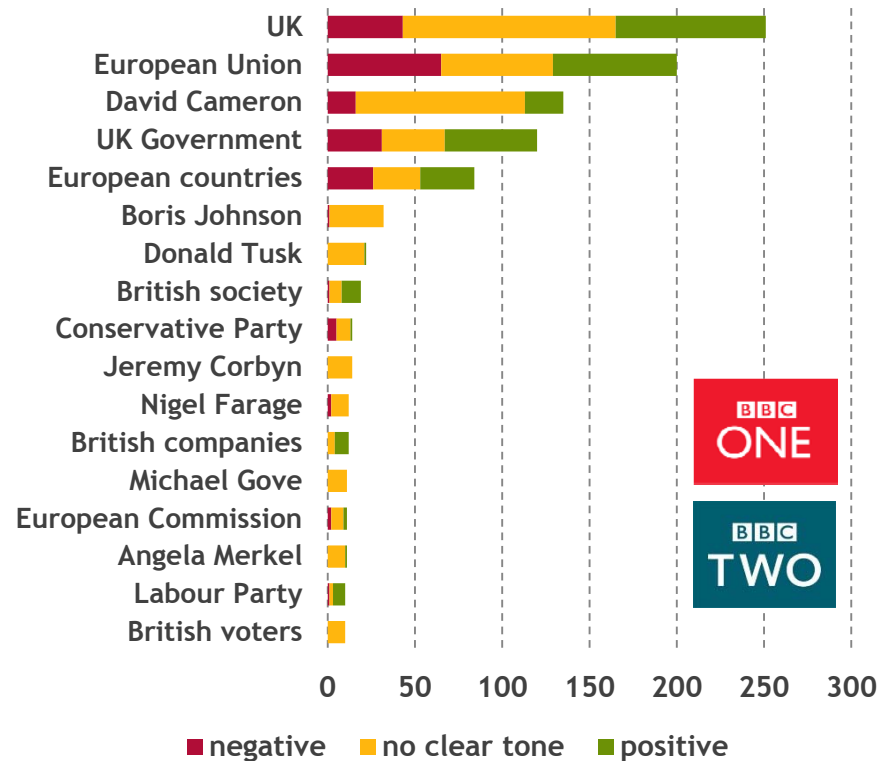


While TV news took up the official line that a Brexit is not on the cards, the *FT* was more skeptical. Moreover, on policy issues from migration to economic policies and terrorism risks, negative reporting shaped the perception of the EU.

EU coverage in BBC TV news and FT

EU policy issues: Volume and tone of coverage of protagonists, January 1-April 17, 2016

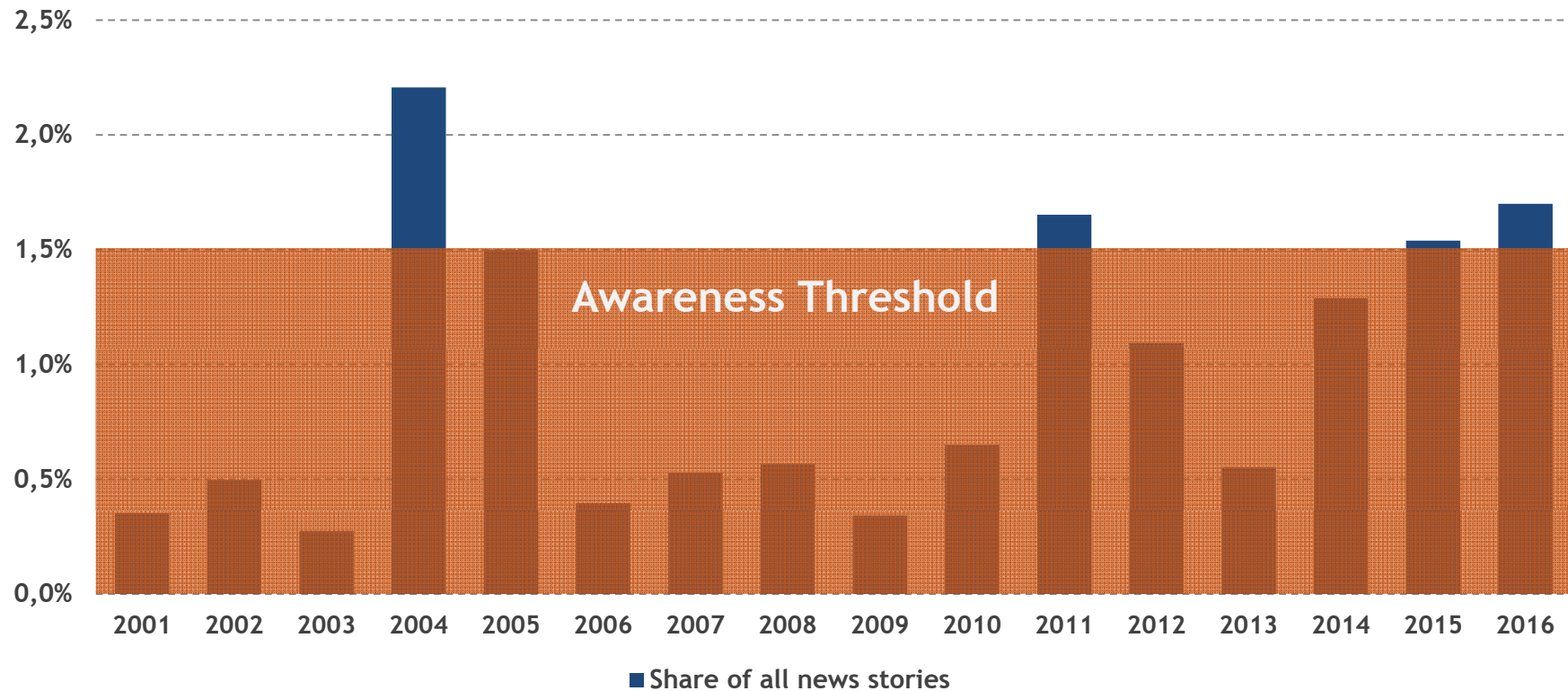
European issues: Benefits for the U.K. addressed



When British TV news have reported about European policies proper, they have taken up the supportive statements from political protagonists. This remains unconvincing, as the overall media image of the EU remained negative.

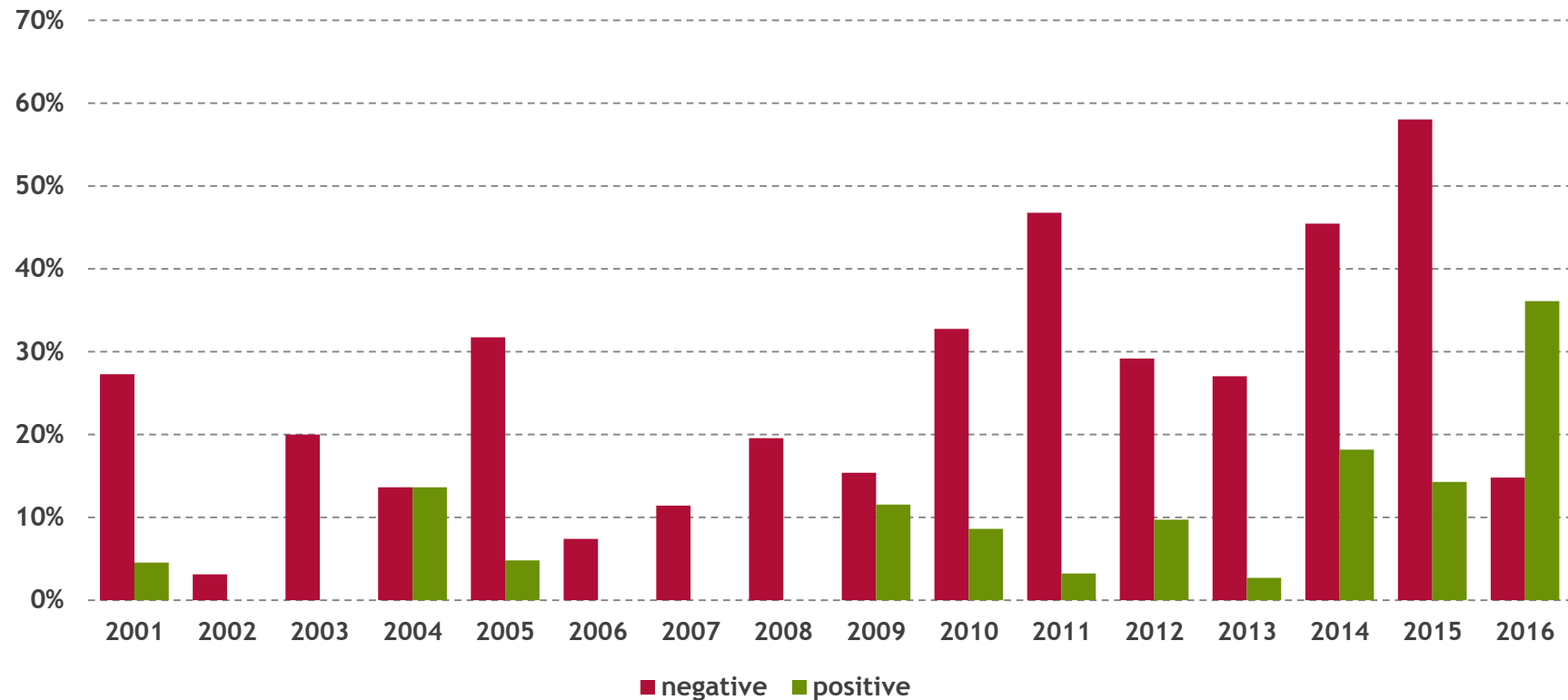
- Brexit trends, January-April 2016
- **EU coverage in U.K. media: Long-term analysis**

EU in twelve out of 16 years below the awareness threshold



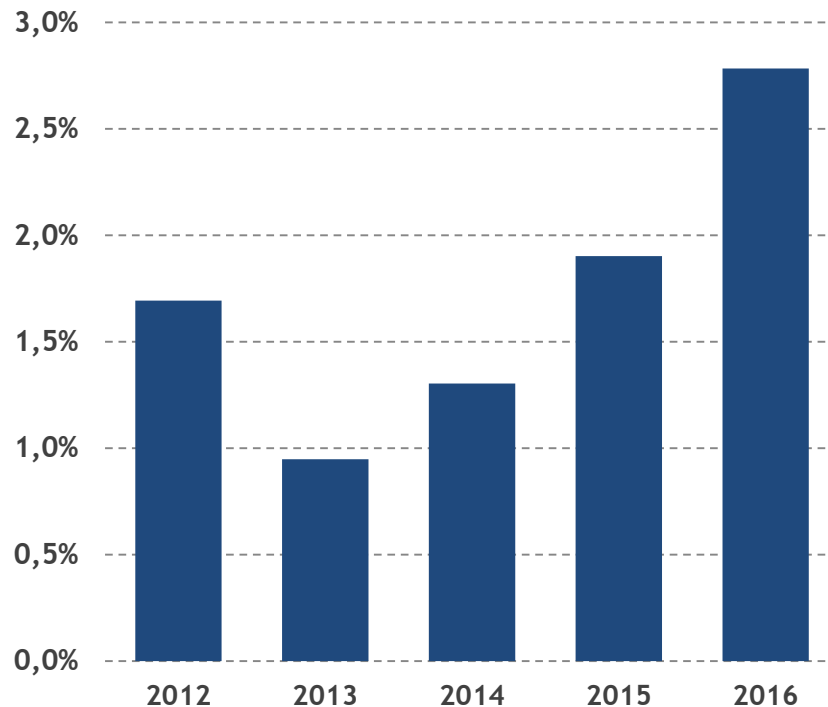
The EU played no important role on British TV screens over the course of the last 16 years. The European elections in 2004 and the Brussels Summit on a fiscal union in 2011 were the only exceptions until 2015, when the BREXIT debate gained steam in the context of the elections.

Positive evaluation cannot convince the public

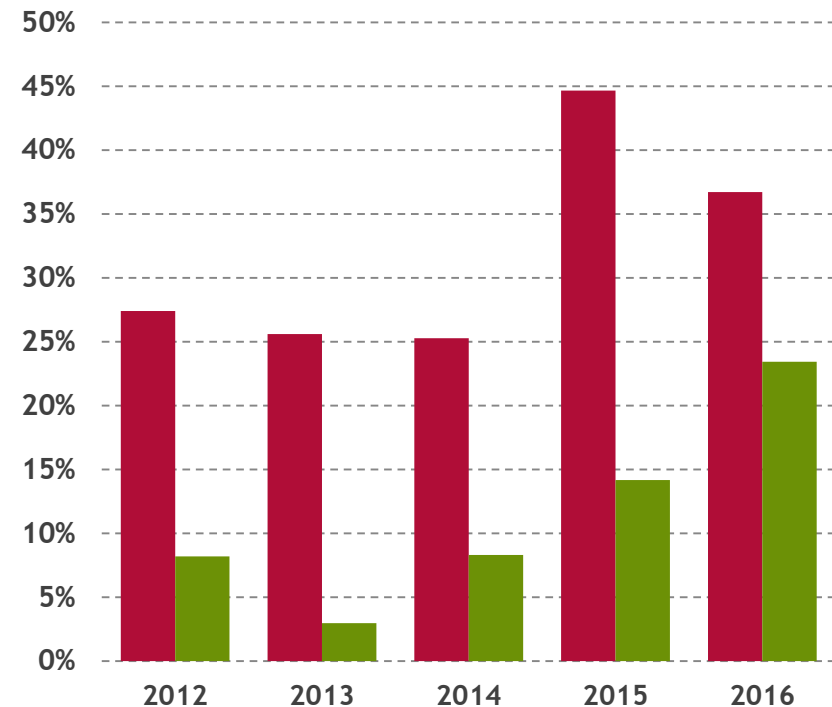


British TV news has piled up criticism on the EU and its institutions over the last 16 years. Negativity rose significantly after the 2010 elections. Reporting about the advantages of EU membership come too late and will not convince a public that has been accustomed to EU bashing.

European affairs on the rise only since 2015



■ Share of all reports



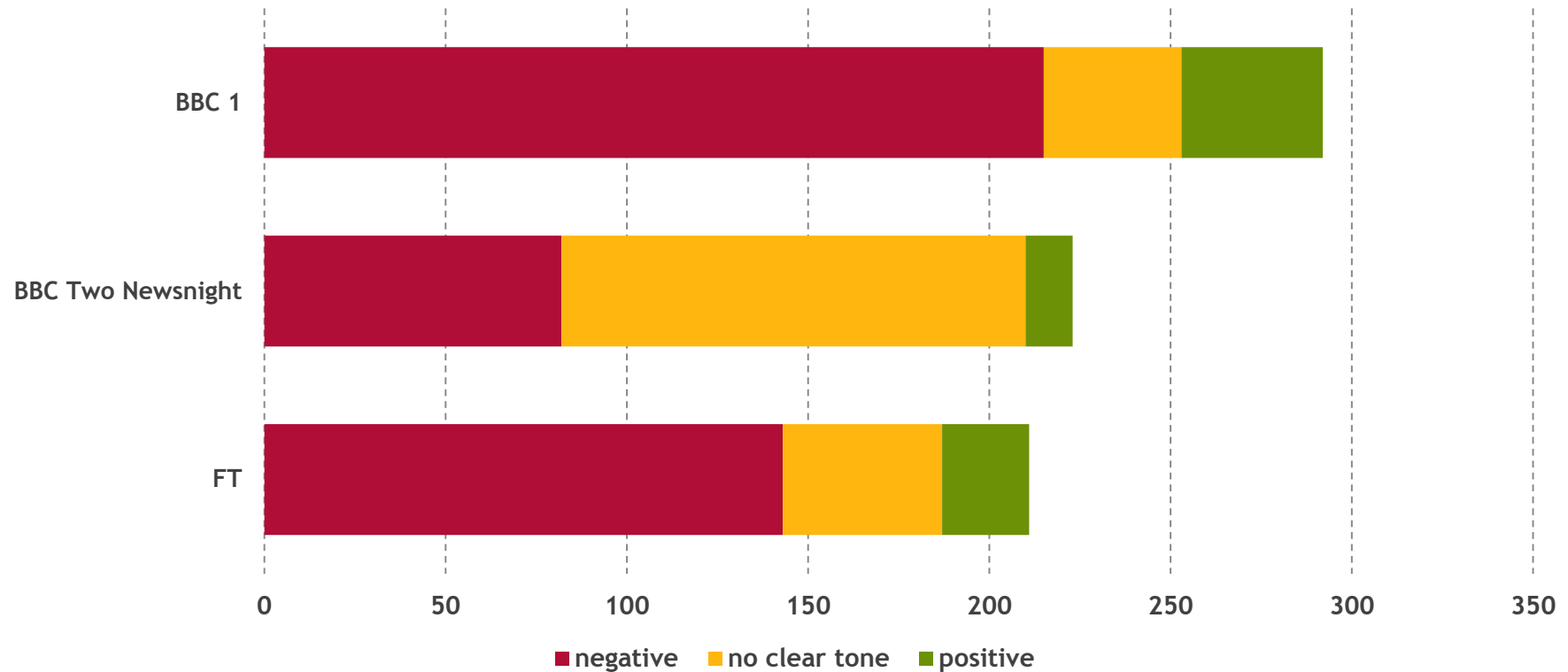
■ negative ■ positive

Coverage of the EU has risen significantly in *BBC One* and *BBC Two* news in 2015 and 2016. In the course of David Cameron's negotiations with his European partners positive aspects were mentioned more often.

EU coverage in BBC TV news and FT

Tone of coverage of EU countries, January 1, 2015-April 15, 2016

U.K. news paint a negative picture of EU partner countries



The negative perception of the EU is underscored by negative references to the EU countries, especially in *BBC Ten o'clock news*. The lack of solidarity between EU members is perceived as a threat to the viability of the EU.

Media Set

BBC One Ten o' Clock News
BBC Two Newsnight
Financial Times