



COVID-19 CORONAVIRUS MEDIA COVERAGE ANALYSIS

6 - 12 May 2020

798 unique media sources





eNCA METRO FM SABC NEWS e SABC 2

For a detailed view, please go to www.ornico.co.za and follow Ornico for weekly analysis

The past week's media analysis also shows how some level 4 lockdown regulations translate across various industries and the nation as people navigate their way through changing times. Some of the coverage this week looks at the economic impact of extended lockdown regulations and anxiety around how industries will recover when restrictions change. There were increased mentions of the South African Social Security Agency (Sassa) following their announcement on readiness to implement the Social Relief of Distress Grant.



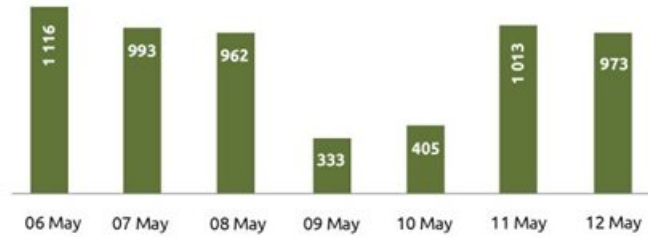
COVID-19 CORONAVIRUS MEDIA COVERAGE ANALYSIS

6 - 12 May 2020

798 unique media sources



DAILY VOLUME OF COVERAGE



PERCENTAGE OF COVERAGE PER MEDIUM



#COVID19inSAMedia

For a detailed view, please go to www.ornico.co.za and follow Ornico for weekly analysis

 Ornico Media
  ornico_media
  @ornicomedia
  Ornico
  Ornico Media Information

Media sample data collected from online, print and broadcast sources from 6 to 12 May, 2020 shows 5,795 media items from across all platforms. National media sources took the lead in reporting about Covid-19 which includes both online and traditional media. The Western Cape continues to take the lead in regional coverage followed by Gauteng and the Limpopo Province which is slowly becoming a regular regional feature from a coverage perspective.

COVID-19 CORONAVIRUS MEDIA COVERAGE ANALYSIS

6 - 12 May 2020
798 unique media sources
#COVID19inSAMedia

NATIONAL VS REGIONAL COVERAGE

National media featured the vast amount of COVID-19 coverage – this also includes news websites which sees its share of coverage is starting to grow further. Most featured regional media are ones from provinces featuring the highest confirmed cases of COVID-19 – Western Cape, Gauteng but Limpopo is also starting to feature now.

National
5 249 items
91% of coverage

Western Cape
220 items
4% of coverage

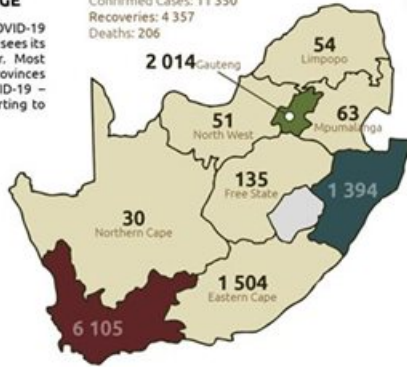
Gauteng
190 items
3% of coverage

KwaZulu Natal
35 items
1% of coverage

Limpopo
50 items
1% of coverage

Other
51 items
1% of coverage

Confirmed Cases: 11 350
Recoveries: 4 357
Deaths: 206



LOCAL VS GLOBAL INFECTION

214 COUNTRIES/REGIONS

4 269 684
TOTAL CONFIRMED CASES

1 533 419
TOTAL RECOVERIES

35.91%
RECOVERY RATE

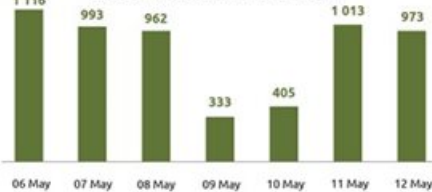
287 529
TOTAL DEATHS

6.73%
DEATH RATE

Local data via
health

Global data via
STATISTA

DAILY VOLUME OF COVERAGE



MOST LISTED JOURNALISTS

Independent's Siphelele Dlodla and Edward West features again with the economic impact on South Africa and the markets in particular. As usual the content is circulated via Business Report in the various regional editions of Independent's daily newspapers. City Press's Setumo Stone discusses the proposed IMF assistance which seems to the country's best hope.

Siphelele Dlodla	8	Lubabalo Ngcukana	5
Edward West	8	Robin Duke Mdladla	5
Setumo Stone	5	Lynley Donnelly	5
Riana De Lange	5	Thabe Ikafafeng	5
Phumlani S Langa	5	Maya Fisher-French	5

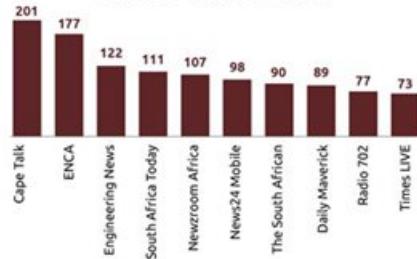
PERCENTAGE OF COVERAGE PER MEDIUM



SOURCES - TOP AUDIENCE IMPRESSIONS

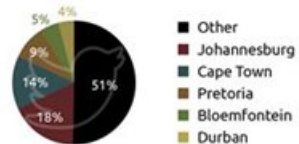


SOURCES - MOST MENTIONS



TWITTER CONVERSATIONS PER CITY

Tweet sample size of 685 tweets which had specific city location data indicated



METHODOLOGY: The following analysis is based on a sample of 5 795 media items collected from online, print and broadcast sources for the period 6 - 12 May 2020. Please note that is only a sample size and not representative of every single mention of COVID-19 in South African media.

Twitter: @ornicomedia | Instagram: Ornico | Facebook: Ornico Media Information | LinkedIn: Ornico Media | Email: ornico_media



[click to enlarge](#)

Follow [Ornico](#) on Twitter and the [company website](#) for weekly updates and ongoing research.

For more, visit: <https://www.bizcommunity.com>