

COPENHAGEN SUMMIT

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(December 7-18, 2009)

COVERAGE IN PROMINENT INDIAN NEWS CHANNELS

December 24, 2009



CMS ENVIS Centre



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The Climate Change talks at Copenhagen were witnessed by millions of people the world over. This global summit saw around 100 political leaders and delegates from 192 countries coming at the same platform and discussing, debating and negotiating on the immensely important issue of reducing carbon emissions. At the conclusion of the Summit UN Secretary-General Ban Ki-Moon rightly stated that, "It may not be everything we hoped for, but this decision of the Conference of Parties is an essential beginning and we must transform this into a legally binding treaty next year." The Minister for Environment & Forests, Mr. Jairam Ramesh has also hailed the outcome of the summit and India's stand in it. In a suo moto statement made on Dec 22 in Rajya Sabha, the minister had stated that India negotiated successfully from a position of strength and was recognized for its constructive approach. "Copenhagen is not the destination but the beginning of a long process. We have to be extra ordinarily vigilant and watchful, negotiating tough but always from a position of strength. For the moment I believe that India has come out quite well at Copenhagen," the minister said.

Media played an important role in communicating the deliberations that took place during the global summit. CMS ENVIS Centre did a detailed analysis of the stories related to Copenhagen Summit that appeared in mainline news channels of India. The tracking was done by CMS Media Lab from December 1-20, 2009.

Methodology

CMS Media Lab has undertaken significant experimentation over the years to develop a robust and rigorous methodology. The content analysis of Copenhagen Summit related stories broadly covers qualitative and quantitative aspects.

- Prime time band of study (7-11 pm). The prime programming is the industry benchmark in News television for all significant events and issues.
- Six mainstream Hindi news channels were included. i. e. DD News, Aaj Tak, NDTV 24X7, CNN-IBN, Star News and Zee News.
- The recorded tapes were then previewed and the news stories listed under various classifications and categories to generate quantitative data.
- The news content on the above mentioned channels were listed and documented in the log sheets.
- The stories were classified and separately coded according to the duration and content of the story on Copenhagen Summit.

Analysis of Copenhagen Summit coverage:

A careful analysis of the stories related to Copenhagen Summit was made from December 1-20, 2009. Total no. of stories being telecast during the prime time slot, duration of the stories, special programs (if any) and the total percentage of time given to the summit vis-à-vis other news was studied and analysed.

1. News Stories and Special Programs during the Primetime Slot

• December 1-7, 2009

The first week of December, prior to the opening of Copenhagen Summit saw a total of 55 stories on 6 prominent news channels. Zee News telecast maximum no of stories in this period (17) closely followed by NDTV 24X7 (16). DD and CNN-IBN each showed 7 stories, Aaj Tak 5 stories and Star News 3 stories. 9 special programs on Climate Change were telecast during this period. In total 5.21 percent of total news time in the prime time slot was spent on Copenhagen Summit.

• December 8-18, 2009

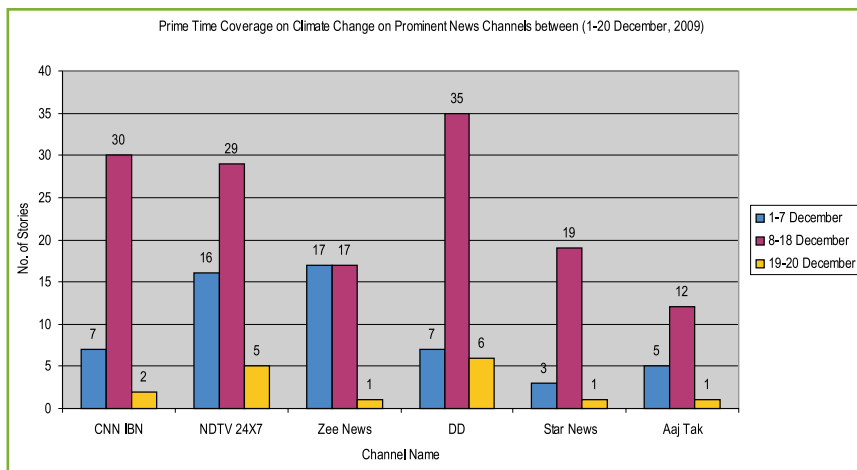
The scenario changed drastically in the second week when proceedings were on at Copenhagen. There was extensive coverage on all the prominent channels with a total of 142 stories being telecast during the prime time slot on six prominent news channels. DD showed a total of 35 stories and was closely followed by CNN-IBN (30) and NDTV 24X7 (29). The number of special programs also saw a steep hike. As compared to 9 programs in the previous week 13 programs were telecast during this week. During this period 5.75 percent of total news time was spent on the coverage of Copenhagen Summit.

• December 19-20, 2009

The period after the conclusion of Copenhagen Summit saw a major dip in news stories during the prime time slot. As compared to 142 stories in the previous week there were just 16 stories after the summit. NDTV 24X7 was the only news channel which carried a special program during this week. While DD telecast 6 stories, there were 5 stories on NDTV 24X7, 2 stories on CNN-IBN and 1 each on Zee News, Star News and Aaj Tak. Stories related to Copenhagen just took 4.95 percent of total news time during this week.

Table 1: No. of special programs during the primetime slot

Channel Name	No (1-7 Dec)	No (8-18 Dec)	No (19-20 Dec)	Total
CNN IBN	7	30	2	39
NDTV 24X7	16	29	5	50
Zee News	17	17	1	35
DD	7	35	6	48
Star News	3	19	1	23
Aaj Tak	5	12	1	18
Total	55	142	16	213



Source: CMS Media Lab

Table 2: No. of special programs during the primetime slot

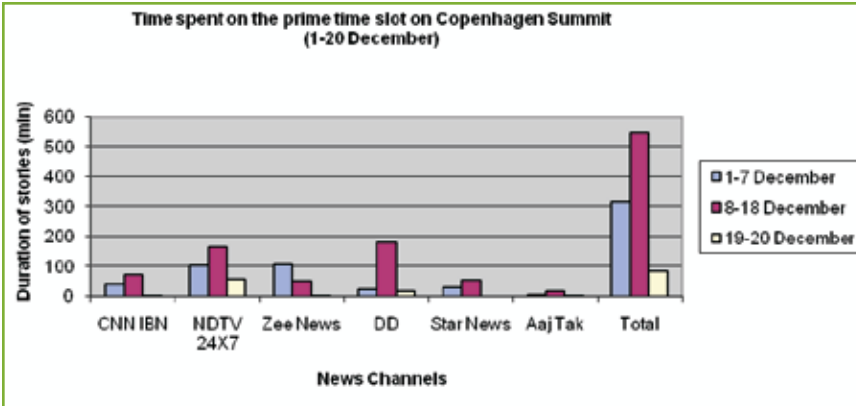
Channel Name	No (1-7 Dec)	No (8-18 Dec)	No (19-20 Dec)	Total
CNN IBN	1	1	-	2
NDTV 24X7	1	3	1	5
Zee News	5	1	-	6
DD	-	4	-	4
Star News	2	4	-	6
Aaj Tak	-	-	-	-
Total	9	13	1	23

2. Total time on prominent News Channels

- During the week preceding the opening of Copenhagen Summit (December 1-7) a total of 315.5 minutes were spent on stories focusing on Copenhagen Summit. Zee News (107 min) and NDTV 24X7 (106 min) provided the maximum coverage. DD spent just 24 minutes and Aaj Tak a minuscule 6 minutes on primetime for Copenhagen Summit.
- The scenario changed with the beginning of the proceedings of the summit. With 546.8 minutes of prime time coverage devoted to the developments taking place at the Copenhagen Summit
- Once the summit was over, Copenhagen Summit did not evoke much interest from news channels and a paltry 85.5 minutes of coverage was there during the prime time slot.

Table 3: Duration of stories in primetime slot in prominent media channels

Channel Name	Duration in min (1-7 Dec)	Duration in min (8-18 Dec)	Duration in min (19-20 Dec)
CNN IBN	42.4	73.3	3.2
NDTV 24X7	106	167	58
Zee News	107	52	3
DD	24	180.4	18
Star News	30.1	55.1	0.3
Aaj Tak	6	19	3
Total	315.5	546.8	85.5



Source: CMS Media Lab









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