

Brazil with strong challenge ahead

Other BRIC countries enjoying stronger media support



Despite its size, both geographically and in terms of its population, Latin America plays a rather insignificant role in international television news. With Western media for the most part still reporting within traditional and existing parameters (East-West), countries falling outside of these parameters seem to only appear on television when they violate these set norms and expectations (as in the case of Iraq, Iran, North Korea) or if they confirm existing stereotypes, such as crime and violence in Africa. With Latin America hovering on the peripheral of these issues (except for the United States-Venezuelan 'relations' matter), it is no surprise that Latin America attracts only marginal coverage on television news. Swiss and German television news reports dedicated only 3% of their total coverage in 2006 to Latin America, while South African, British and Arab media dedicated less than 2%. Only U.S. television, largely due to reporting on Cuba and Venezuela, dedicated a full 5% of its total coverage to the continent.

While Cuba and Brazil play the dominant role in Latin American coverage in Arab, German and South African media (the latter largely due to increased bilateral relations), British media report more often on Cuba, which follows a similar trend to US, Swiss and Italian media, but with less a focus on Cuba and Castro's regime itself. The British media were

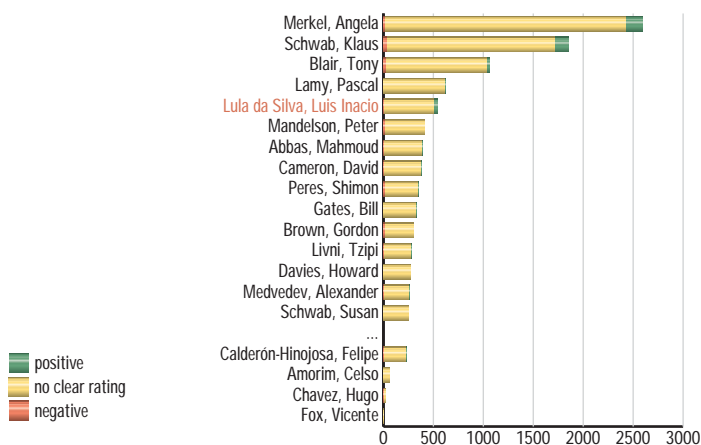
most focused on Guantanamo Bay, co-incidentally situated in Cuba. Despite President Chavez's media-friendliness, Venezuela plays a minor role in media other than U.S. television. Interestingly, Brazil – an increasingly important economic player in the southern hemisphere – has a relatively small role to play in U.S. television news, possibly because Lula is not seen as hostile towards the United States. With the U.S. government increasingly concerned about the new leftist governments in Latin America, U.S. television seems particularly focused on these, treating them with suspicion, rather than as safe countries.

Lula only visible during events

President Lula da Silva enjoyed popularity on television only during certain events in 2006, and virtually disappeared throughout the rest of the year. During the World Economic Forum in Davos in 2007, Lula featured prominently amongst the speakers (fifth most reported on), and the issues addressed by him found widespread commentary. But for the rest of the year, only South African television news devoted some attention to the President of Latin America's largest country.

In his own territory, da Silva enjoys considerable support from the media, with Argentine, Mexican and Bolivian media dedicating considerably more favorable coverage to Lula than to any other South American leader. This is interesting when compared to Venezuelan President Hugo Chavez, who receives

1) Top politicians during WEF 2007

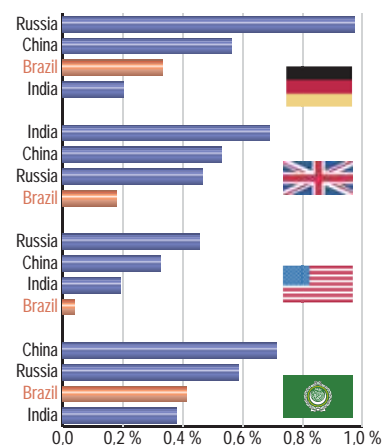


Number of statements

Source: Media Tenor
01/01 - 01/31/2007

Basis: A total of 23,543 statements politicians, managers and VIP's in relation to Davos in 117 media

2) Share of BRIC countries in the overall reporting



Share of all reports about foreign countries

Source: Media Tenor
01/01 - 12/31/2006

Basis: 83,222 news stories in the coverage of 22 international TV news programs

ambivalent coverage in Argentina, more negative reporting in Brazil, considerable criticism in Bolivia, and favourable reporting in Mexican media.

In 2003, Investment Bank Goldman Sachs identified a number of countries as 'rapidly developing', which will by 2050 'eclipse most of the current countries in the world' (The BRIC's Dream, 2006). The thesis found widespread popularity and the initial definition of BRIC (Brazil, Russia, India, China) was extended to BRIMC (now including Mexico) or to BRICS (the 'S' standing for South Africa).

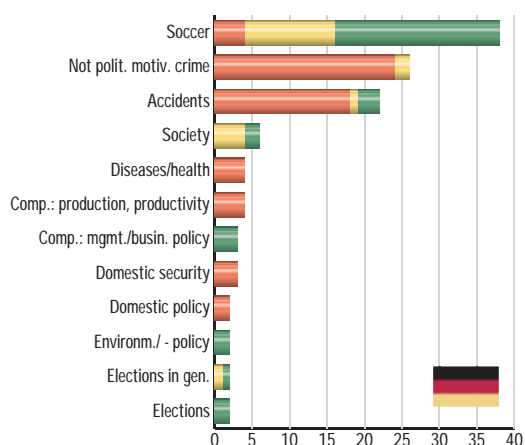
In terms of a global perception of the BRIC countries, Brazil is currently lagging behind other BRIC countries, with Russia and China taking the bulk of reporting, followed by India. Only in German news does Brazil capture more attention than India. This means that Brazil is underreported, in terms of being an investment or business destination.

Brazil struggling to get the right issues across

Brazilian issues that received reporting in international television news have been one-sided and certainly do not support Brazil's aspirations as a region for business. With U.S. media reporting on energy issues, British, South African, German, Italian and Swiss media all focused on Brazilian soccer. Other than sport, crime seems to dominate the news agenda, with business playing an insignificant role.

To attract foreign investment, Brazil needs to better emphasize its business and economic advantages

3) Topics related to Brazil in German TV News



Number of stories

Source: Media Tenor
01/01 - 12/31/2006

Basis: 122 news stories in the coverage of 7 German TV news program on protagonists from Brazil.



in international media. Though business analysts reported more often on Brazil than other Latin American countries, the coverage was marginal when compared with other BRIC countries. Media from countries outside Latin America, tended to only focus on their companies which had investments in Brazil; very few highlighted Brazilian companies. For instance, in German news coverage, only Brazil's aircraft construction company Embraer managed to secure volume (in fact, only one report), while Brazil's flagship airlines Gol and Varig received considerable criticism in non-analyst reports.

Though isolated in very low volumes, the heavy criticism was related to a Gol plane crashing in the Amazon in October 2006, while Varig was dogged by financial problems. While German media reported mostly on Brazil's automotive sector (and linked German brands to this coverage), U.S media focused on the banking and transportation industry.

Major player in the region – with little impact internationally

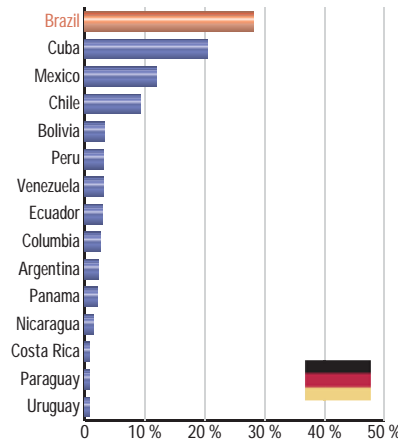
Overall, international awareness of Brazil and the Latin American region is exceptionally low – at least in comparison with other regions. However, Brazil is perceived as one of the major players in the region, something that could be used for further regional marketing. Due to its low volumes of media coverage, Brazil depends on single events, which unfortunately include accidents, or cyclical issues such as the Soccer world cup, for coverage. Because of this media climate, business hardly ever emerges as newsworthy, although analysts are favorable towards business prospects in this country when they do report on them. With President Lula making a good show at the World Economic Forum in Davos in 2007, and managing to set Latin American business issues on the media's agenda, there has been considerable growth



Silva



4) Visibility of Brazil in German news

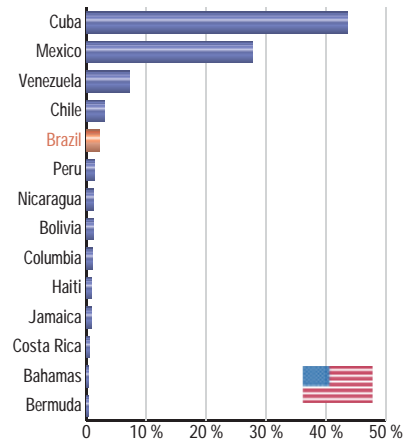


Share of all news stories about Latin/South American countries

Source: Media Tenor 01/01 - 12/31/2006

Basis: 596 news stories in the coverage of 7 German TV news programs.

6) Visibility of Brazil in U.S. news



Share of all news stories about Latin/South American countries

Source: Media Tenor 01/01 - 12/31/2006

Basis: 510 news stories in the coverage of 4 U.S. TV news programs.

in terms of shaping Brazil's reputation as a business destination in Latin America. Regional media already support this view, and the challenge therefore lies in taking this opportunity further a field. (ws)

Basis:

221,624 news reports in 32 international TV news shows

Media (Selection):

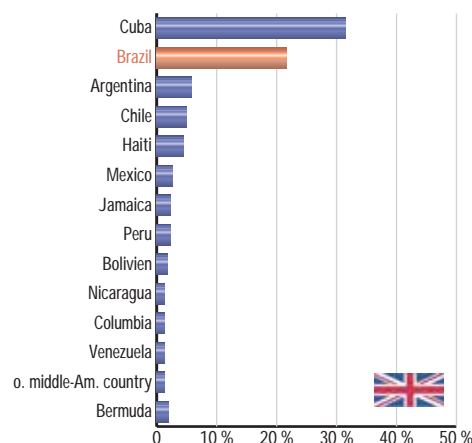
TV: Germany: ARD Tagesthemen/Tagesschau, ZDF heute journal/heute, RTL Aktuell, SAT.1 News, ProSieben Newstime **UK:** BBC 1 6 o'clock news, BBC 1 10 o'clock news, BBC 2 Newsnight, ITN Early Evening News, ITV News at Ten **Switzerland:** SF DRS Tagesschau **USA:** NBC Nightly News, ABC World News Tonight, CBS Evening News, Fox News **Arab Satellite TV:** Al-Arabiya, Nile News*, Al-Alam, LBC, Al-Manar, Al-Jazeera **South Africa:** SABC 3 News @ One, SABC 3 News @ 10, SABC 2 Afrikaans News, SABC 3 English News, E-TV News, SABC Zulu/Xhosa News, SABC The Newsmaker, SABC Sotho News **Italy:** RAI 1*, **Arab TV** without LBC (* not completely)

Press (for WEF analysis): Germany: Frankfurter Allgemeine Zeitung, Süddeutsche Zeitung, Die Welt, Frankfurter Rundschau, Bild, Focus, Spiegel, Stern, Frankfurter Allgemeine Sonntagszeitung*, Bild am Sonntag*, Welt am Sonntag*, Super Illu **US:** Wall Street Journal (US), USA Today, Time, Newsweek **Argentina:** La Nación, La Razón, Clarin **Brazil:** Folha de Sao Paulo, O Globo, O Dia **Mexico:** La Jornada, Reforma, El Universal (*only December data) **Bolivia:** La Razón, El Diario, Los Tiempos

Time: 01/01 - 12/31/2006; WEF analysis 01/01 - 01/31/2007

Analysis: Exploration of all foreign news shows in terms of location, main topic and main protagonist. Analysis of the tone of coverage in reference to the main protagonist

5) Visibility of Brazil in U.K. news



Share of all news stories about Latin/South American countries

Source: Media Tenor 01/01 - 12/31/2006

Basis: 222 news stories in the coverage of 4 U.S. TV news programs.