AnalytiQs

BOEING
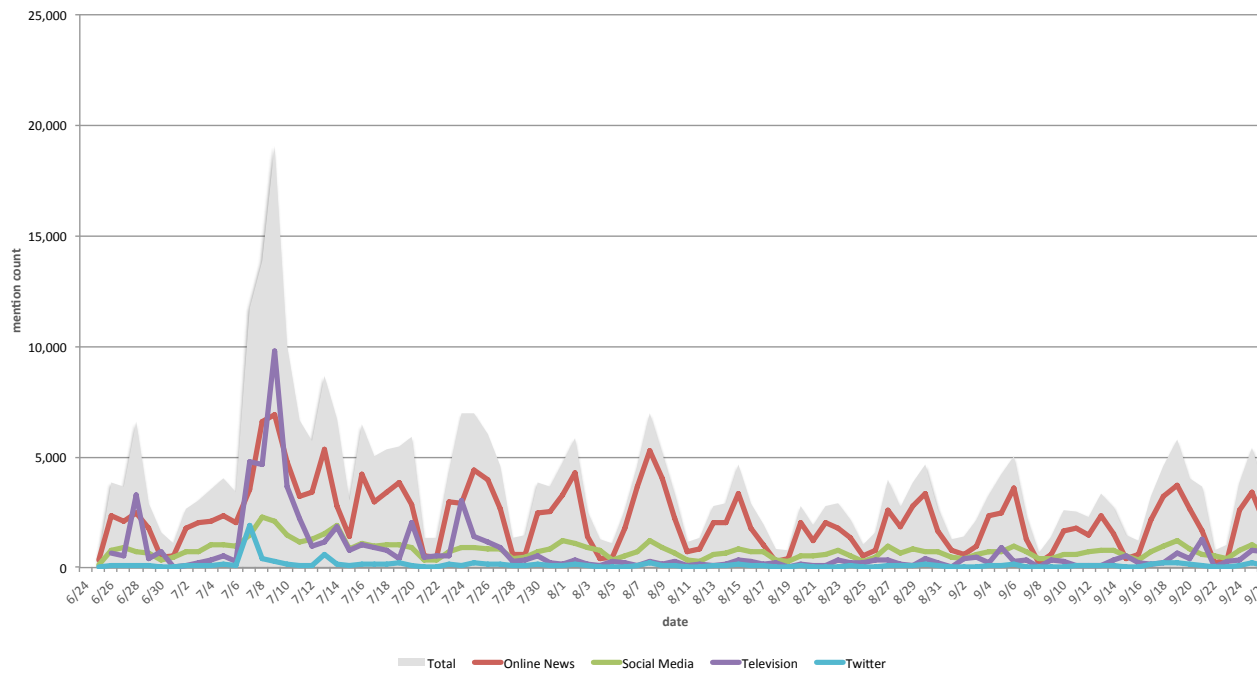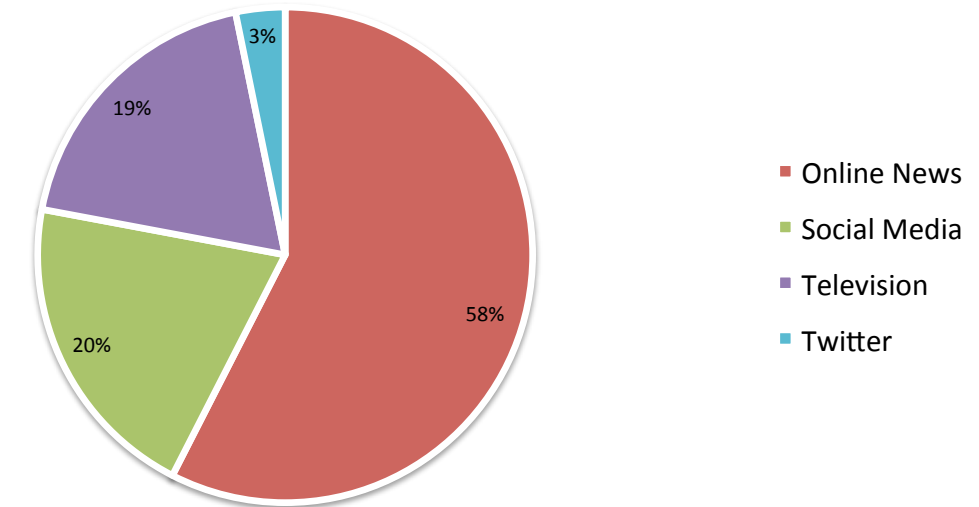## JUNE 25 - SEPTEMBER 25, 2013

Key Media Drivers for Boeing

▶ Asiana Airlines crash of a Boeing 777 caused the largest single event spike in news during the 90 days examined. This event impacted all types of media and initially propagated on Twitter through retweets of breaking news tweets from traditional news media identifying Boeing in the tweet including **NBC, CNN, NPR.** Over the days that followed, this event was responsible for over **700,000,000 potential unique views** and a television audience of over **200,000,000 viewers. Over 700 influencers tweeted** about the event. The coverage of this event is **slightly negative** towards Boeing, but not strongly negative due to the focus of the media on pilot error rather than plane error.

▶ Coverage for Boeing was impacted throughout the timeframe examined by coverage of the Boeing **787.** This coverage made up **11%** of the total Boeing coverage. 787 coverage tended to be more negative than the overall trend for Boeing coverage. Stories focused on **issues being faced by Airlines** currently using the plane as well as **new plane orders** being placed by airlines, While much of the negative coverage was in relation to several fires on-board the 787, there was also a shift away from coverage of battery issues previously experienced. Additionally, throughout the time period negative coverage was matched with positive coverage of new orders being placed for the airplane.

▶ South Korea's process of selection for their fighter jets dominated the news over the time period in the defense space. The topic garnered **over 20,000 stories** in the last 90 days. Much of this news was positive towards Boeing as the industry expected Boeing to win the bid. The last day of the time period included, S.Korea announced they were continuing the search. Reaction to this came down negatively on Boeing's overall sentiment image.

▶ Other notable impacts included an 8/8/2013 spike in audience penetration due to financial releases mentioning Boeing. These releases were spread widely via wire services over online news media.
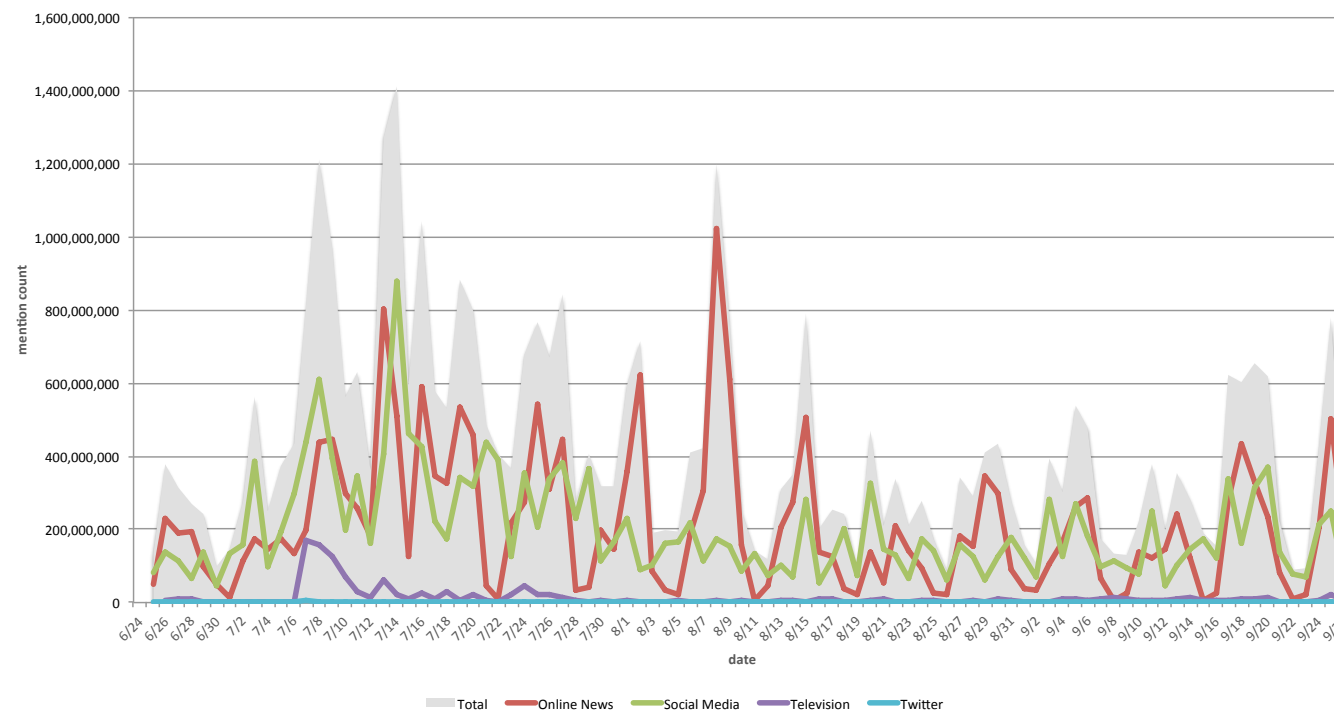
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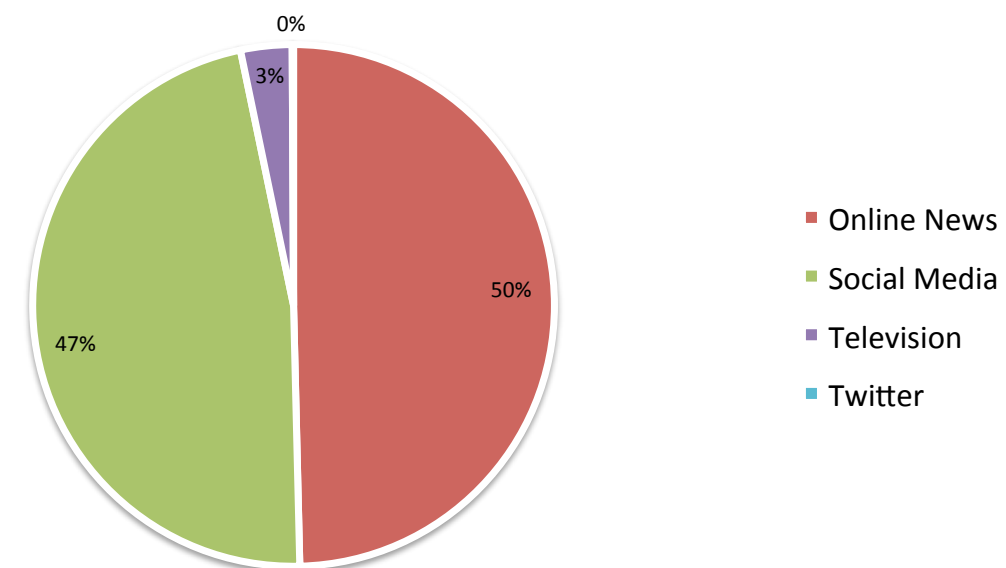
COVERAGE VOLUME - ALL MEDIA TYPES (BOEING)

Total · Online News · Social Media · Television · Twitter

COVERAGE VOLUME BY MEDIA TYPE (BOEING)

- Online News — 58%
- Social Media — 20%
- Television — 19%
- Twitter — 3%

COVERAGE AUDIENCE - ALL MEDIA TYPES (BOEING)

Total · Online News · Social Media · Television · Twitter

COVERAGE AUDIENCE BY MEDIA TYPE (BOEING)

- Online News — 50%
- Social Media — 47%
- Television — 3%
- Twitter — 0%

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Top 10 Television Markets (by Audience) Covering Boeing			
MARKET	AUDIENCE	MEDIA VALUE	CLIP COUNT
National	882,166,166	$5,523,439.00	4,393
New York	37,826,677	$1,132,306.00	562
Seattle-Tacoma	37,035,287	$832,865.00	2,604
Los Angeles	36,818,066	$1,338,139.00	1,106
Chicago	24,380,228	$683,271.00	656
San Francisco-Oak-San Jose	19,962,447	$920,328.00	1,068
Philadelphia	17,993,388	$270,382.00	1,076
Atlanta	14,011,827	$339,700.00	416
Dallas-Ft. Worth	13,957,989	$382,973.00	430
Boston (Manchester)	12,383,424	$348,389.00	538

Top 10 Online News Markets (by Audience) Covering Boeing			
DMA	AUDIENCE	MEDIA VALUE	CLIP COUNT
NATIONAL	10,392,476,483	$5,196,265.61	194,514
New York	123,482,416	$61,740.74	519
Detroit	60,471,352	$30,238.06	939
Sacramnto-Stkton-Modesto	27,828,466	$13,914.71	1,540
Seattle-Tacoma	21,610,351	$10,806.29	1,299
San Francisco-Oak-San Jose	21,565,165	$10,783.04	1,295
Chattanooga	18,448,511	$9,227.82	834
Philadelphia	18,292,769	$9,145.24	747
Charlotte	15,371,270	$7,697.22	1,806
Miami-Ft. Lauderdale	13,760,315	$6,880.97	451

TELEVISION COVERAGE BY PROGRAM TYPE (BOEING)

- Children
- Movie
- Music
- News
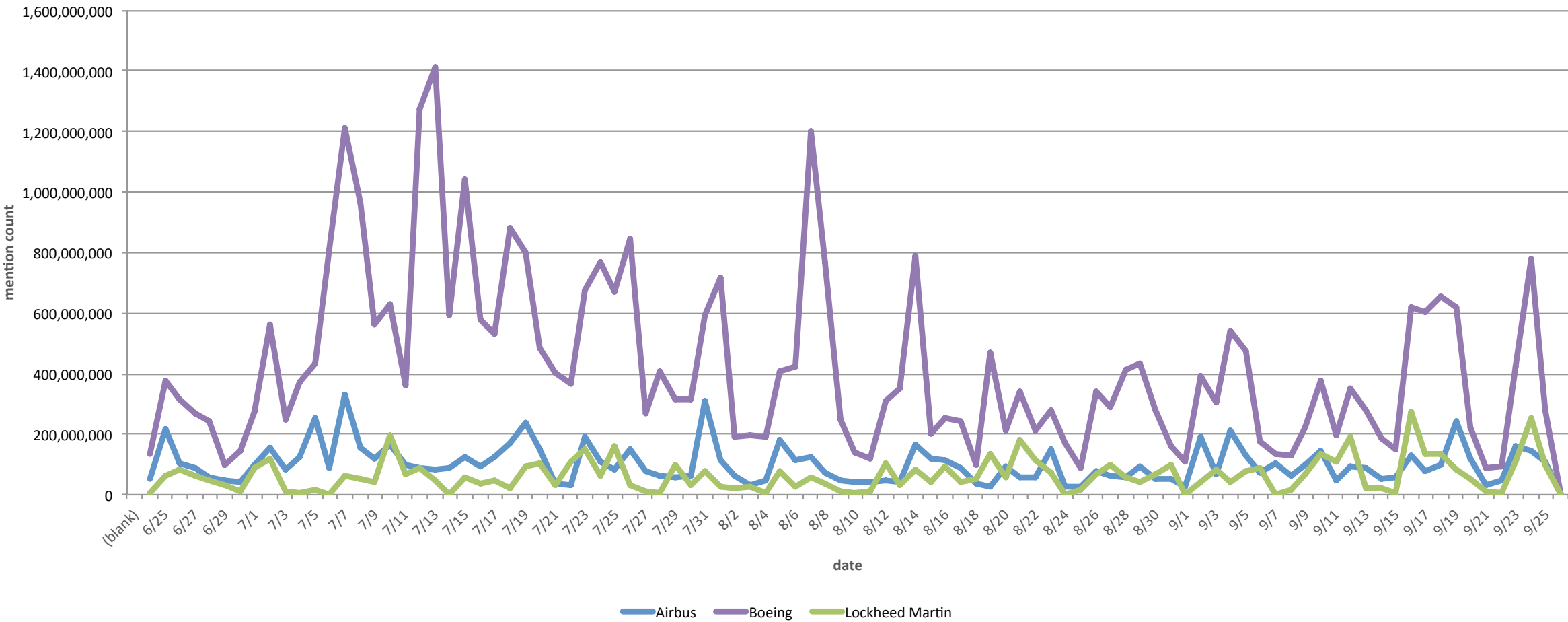- Other
- Sports
- TV Series
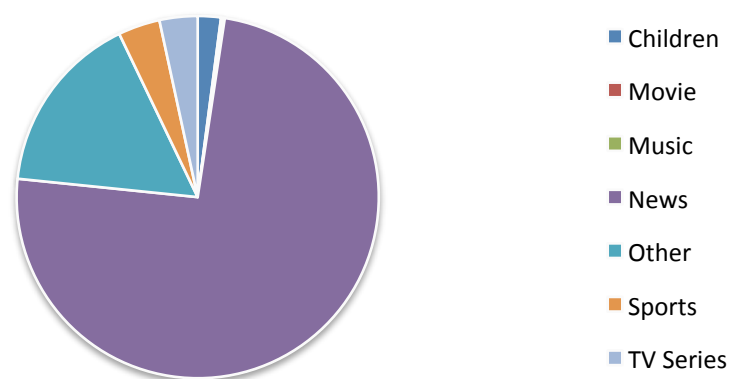
NETWORKS COVERING BOEING MOST POSITIVELY:

1. PBS
2. Discovery
3. Al Jazeera

NETWORKS COVERING BOEING MOST NEGATIVELY:
1. Comedy Central
2. Weather Channel
3. CW

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COMPETITOR COVERAGE

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COVERAGE AUDIENCE - ALL MEDIA TYPES

Legend: Airbus, Boeing, Lockheed Martin

| % of Non-Neutral News		
	Pos	Neg
Boeing	2%	7.50%
Airbus	3%	4.50%
Lockheed Martin	4%	4%

TOP STORIES TOPICS BY COMPETITOR (ALL MEDIA TYPES)
AIRBUS
Air Canada and Airbus win Eco-Partnership award for North America's first "Perfect Flight"
Airbus 320 Aircraft Now Certified For LiveTV's Superfast Wi-Fi
American Airlines Continues Fleet Renewal With Delivery Of First Airbus A319

LOCKHEED MARTIN
Lockheed Martin To Enhance Transoceanic Air Traffic Management For FAA
Lockheed Martin Announces Second Quarter 2013 Earnings Results Conference Call Webcast
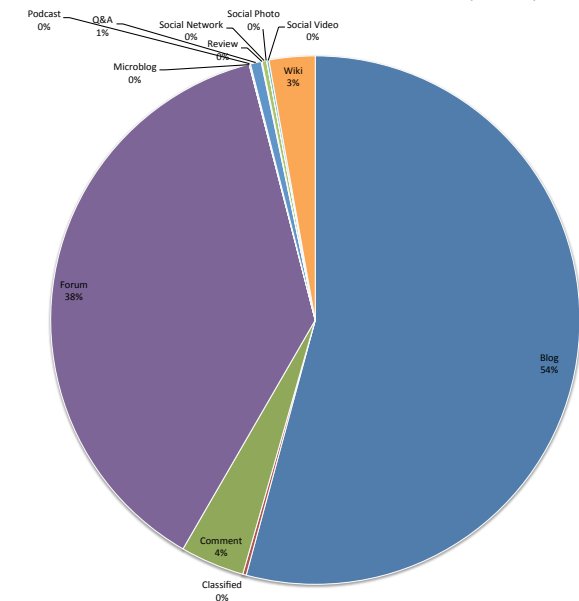U.S. Navy Poised To Launch Lockheed Martin-Built Secure Communications Satellite For Mobile Users

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COVERAGE VOLUME BY TYPE OF SOCIAL MEDIA (BOEING)
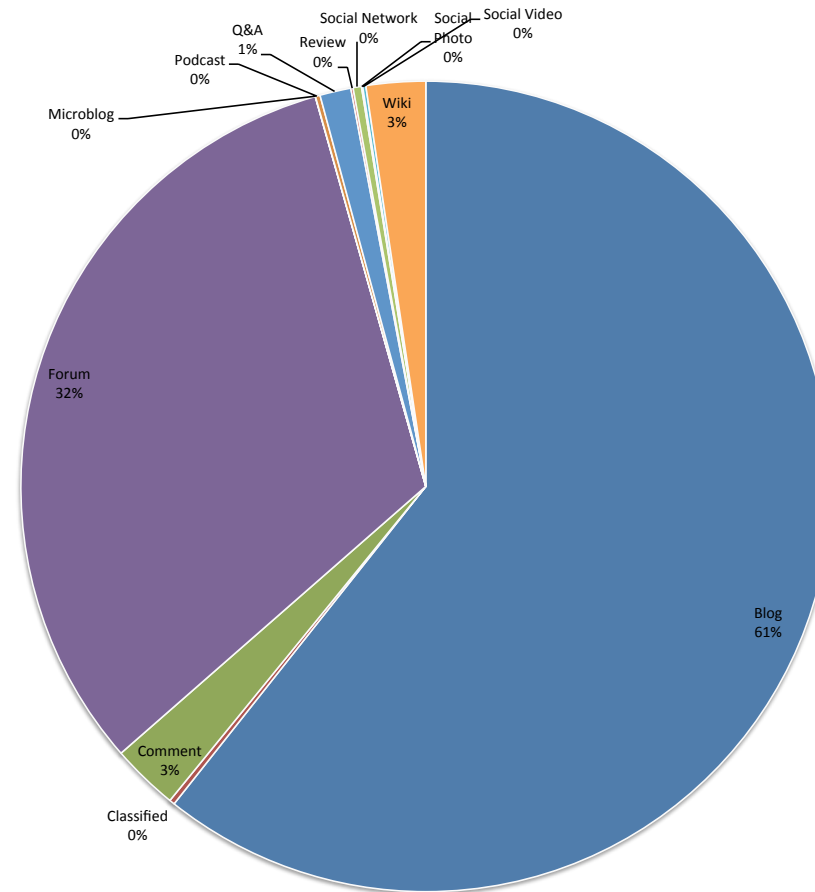
COVERAGE VOLUME BY TYPE OF SOCIAL MEDIA (LOCKHEED MARTIN)
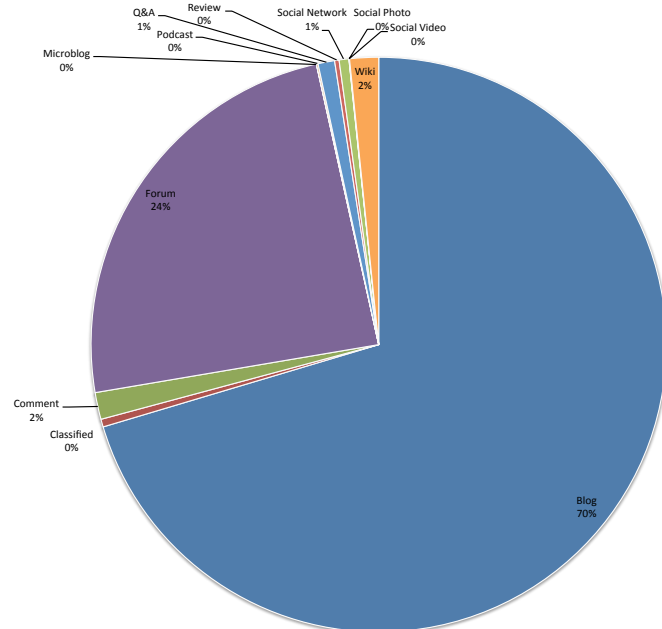
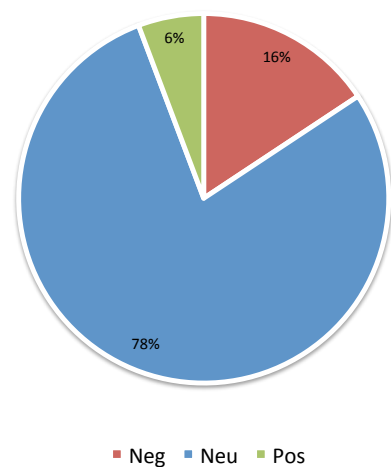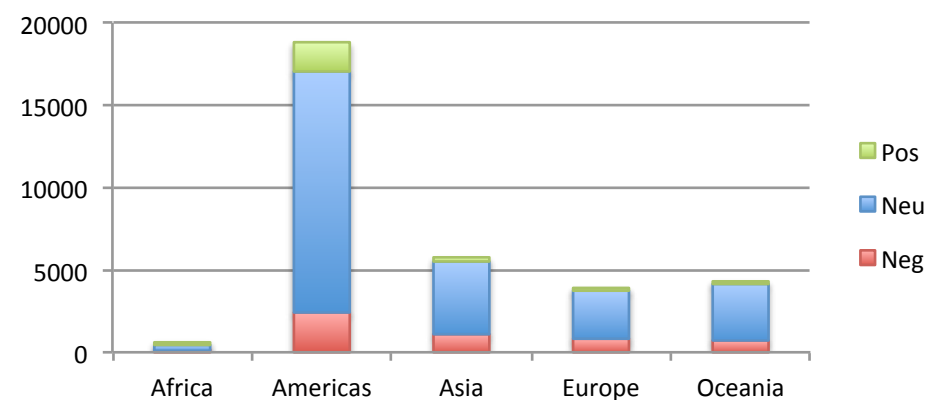**COVERAGE VOLUME BY TYPE OF SOCIAL MEDIA (AIRBUS)**

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BOEING 787 COVERAGE

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COVERAGE VOLUME - ALL MEDIA TYPES
787 vs. A-350

A-350 — Boeing 787

SENTIMENT - ALL MEDIA TYPES (BOEING 787)

Neg 16% · Neu 78% · Pos 6%

■ Neg ■ Neu ■ Pos
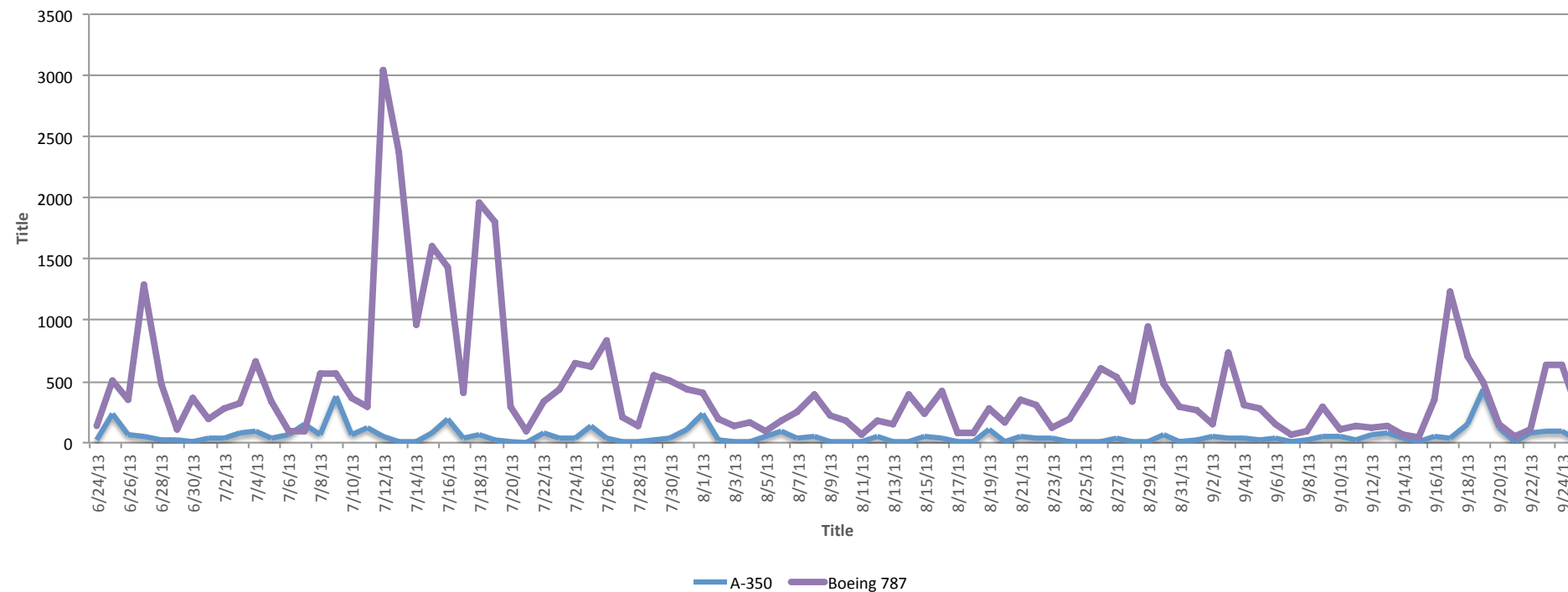
SENTIMENT BY REGION - ONLINE
(Boeing 787)

■ Pos
■ Neu
■ Neg

Africa · Americas · Asia · Europe · Oceania

SENTIMENT BY MEDIUM
(BOEING 787)

■ Pos
■ Neu
■ Neg

Online News · Social Media · Television · Twitter
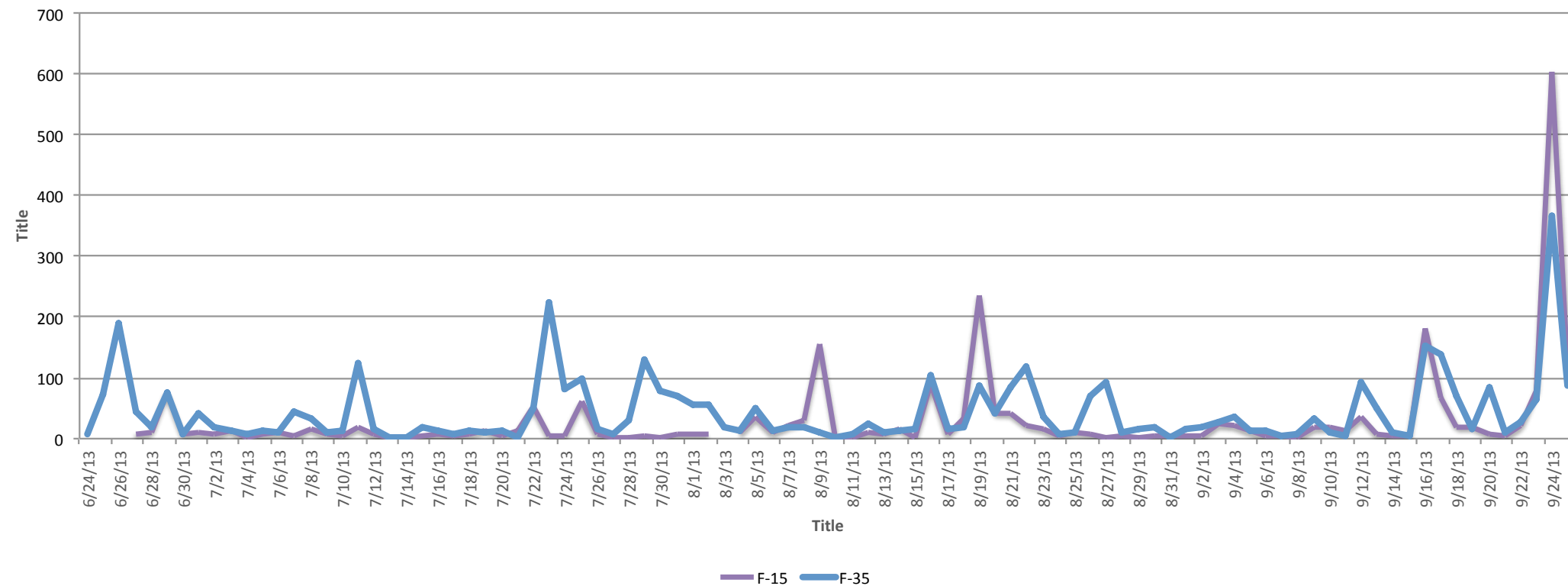
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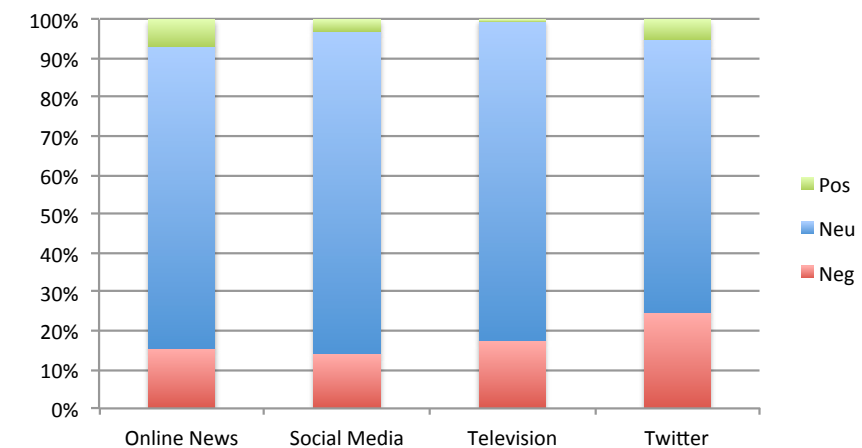
The coverage of the 787 was significantly more negative than the rival A-350 during the time period. The most negative coverage focused on problems experienced by airlines using the planes including Fires, and Battery Issues. Positive coverage was most frequently about new orders being placed by airlines around the world.
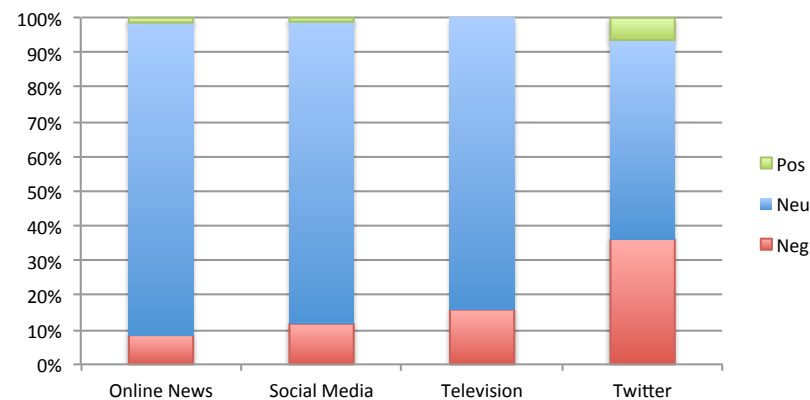

AVERAGE SENTIMENT - ALL MEDIA TYPES

Legend: Boeing Overall, A-350, Boeing 787

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BOEING F-15 COVERAGE

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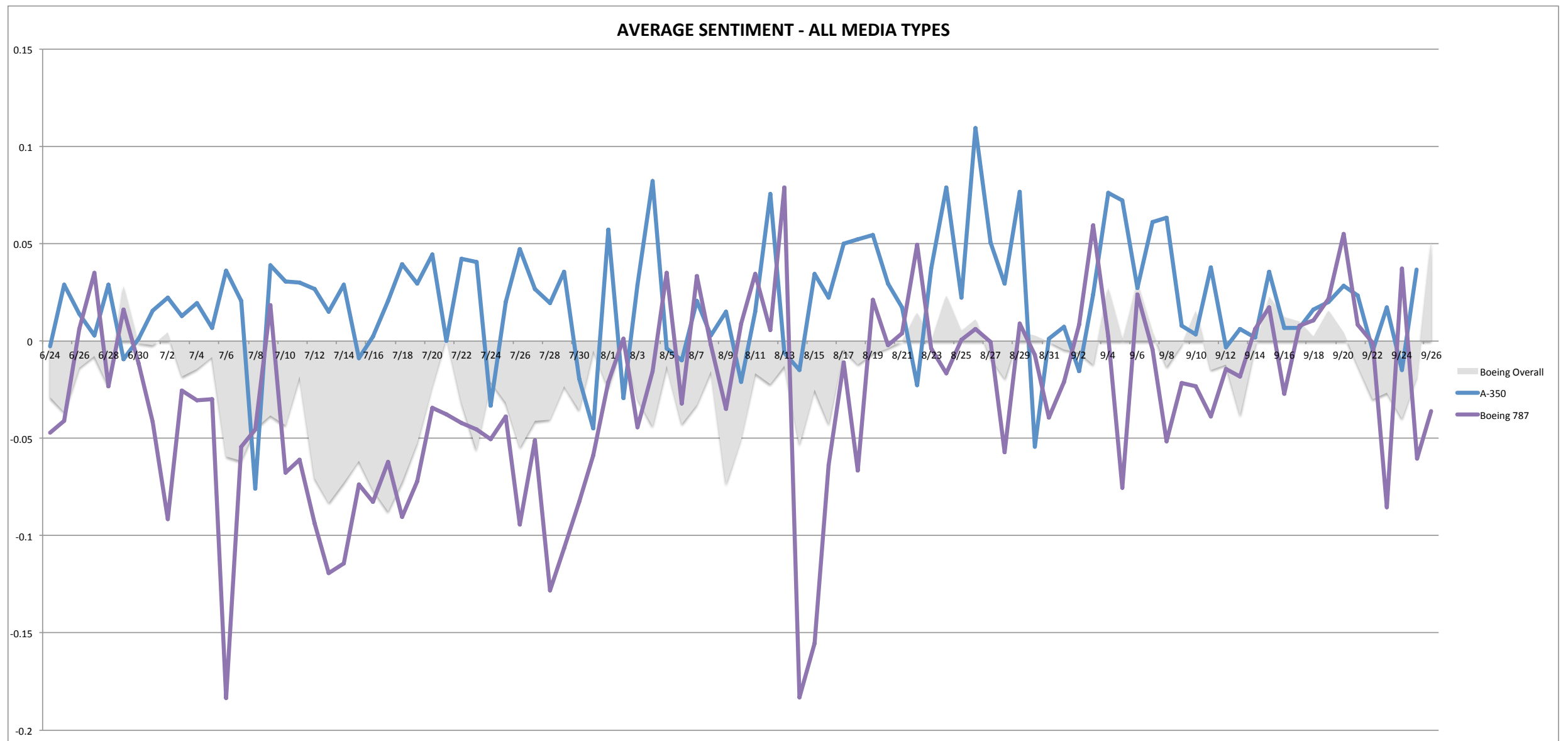
Boeing's F-15 was covered heavily in the news over the last 90 days. Predominantly driven by **S. Korea's search for a fighter Jet**, early coverage focused on the bidding process with Boeing garnering positive coverage until 9/24/2013 when S. Korea announced they were restarting the process. This caused sentiment toward Boeing in the media to decline.
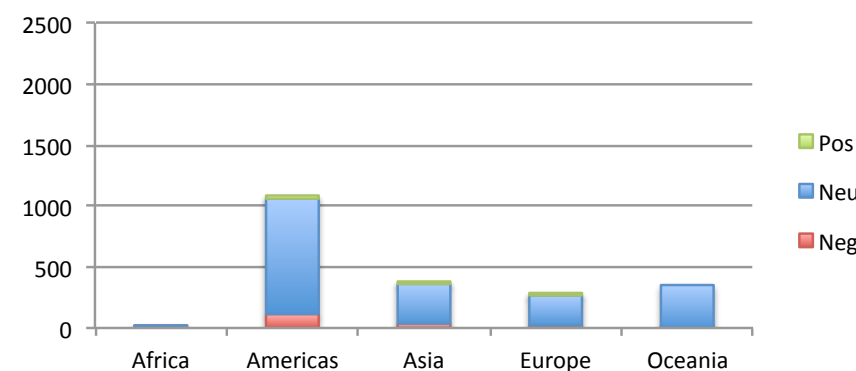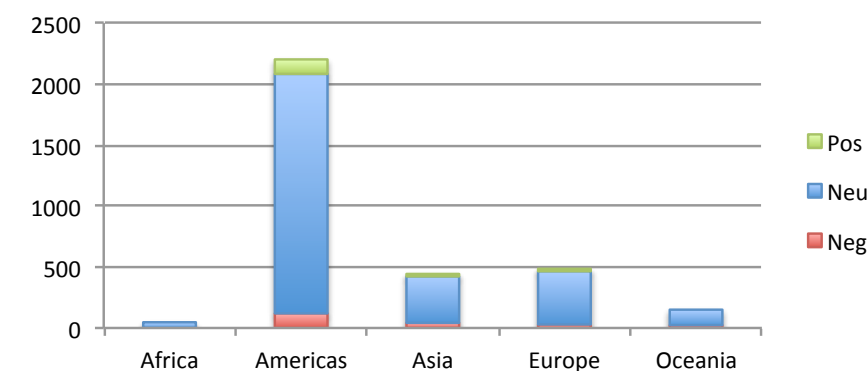
COVERAGE VOLUME - ALL MEDIA TYPES
F-15 vs. F-35

Legend: F-15, F-35

SENTIMENT BY MEDIUM (F-15)

Pos, Neu, Neg — Online News, Social Media, Television, Twitter

SENTIMENT BY REGION - ONLINE (F-15)

Pos, Neu, Neg — Africa, Americas, Asia, Europe, Oceania

SENTIMENT BY REGION - ONLINE (F-35)

Pos, Neu, Neg — Africa, Americas, Asia, Europe, Oceania

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AVERAGE SENTIMENT - ALL MEDIA TYPES

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