

Methodology



Methodology & Taxonomy

Source data: Cision

Global media list:

US: 552 high-influence US publications (above-average audience reach, above-average social sharing/engagement, and demonstrate Microsoft/competitors news interest)

International: 1,028 high-influence publications across the world (allocations determined by proximate Microsoft revenue and created in partnership with subsidiaries)

Common metrics:

No. of Articles: count of articles

Impressions: unique publication reach

Shares: shared media articles on Facebook or Twitter

Coverage criteria: 3 or more mentions of the brand and/or products that are direct competitors of Microsoft's priority products

Sentiment: Sentiment is associated with the company brand (ex. Microsoft)'s positioning within an article.

Media Type:

Categories based on the *publications' editorial focus, representative of reader interest.*

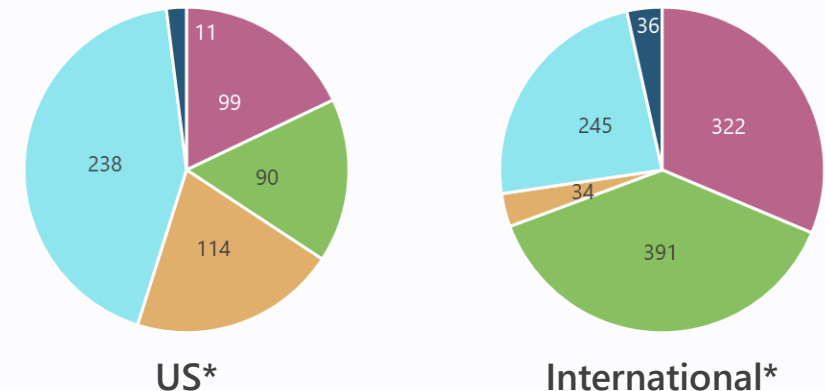
Technology: Techmeme regulars like TechCrunch and Germany's Bild.de, tech specialty pubs like Hacker News, B2B tech, gaming

General News: many of the world's biggest pubs like NY Times, France's Le Monde, and Japan's Asahi Shimbun as well as all municipal metros that straddle consumer and business audiences

Consumer: a "true" consumer audience of publications like BuzzFeed, Consumer Reports, Glamour, MTV, and GQ

Business: general business-like Wall Street Journal and Brazil's Valor Economico, investment communities (MarketWatch), and business verticals like Education Week

Gaming: gaming-focused publications like IGN, Game Informer, and Geek & Sundry

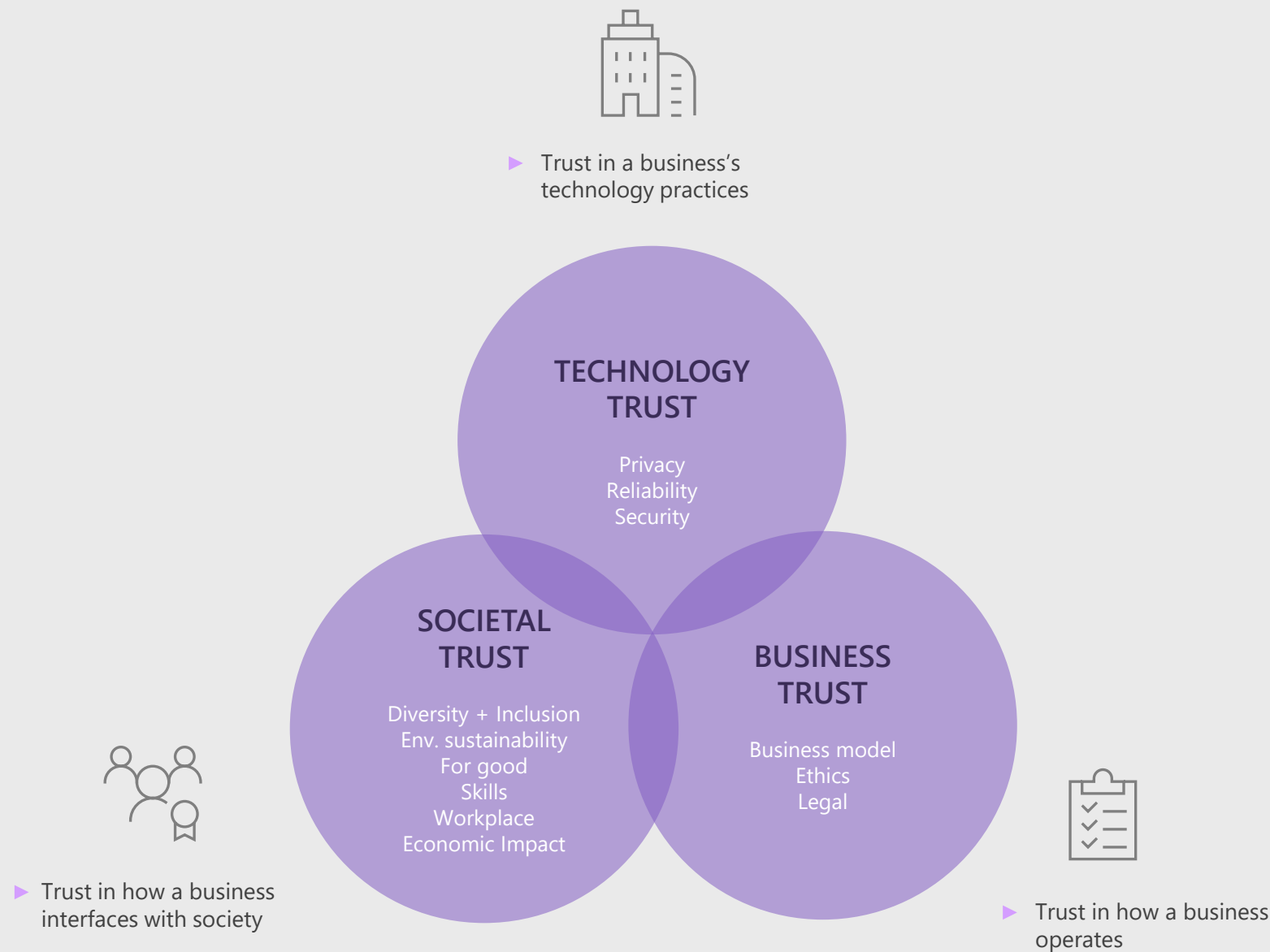


Brand Trust

In partnership with Microsoft CMR and CELA and supported by research from Reputation Institute, Comms Insights has defined the aspects of brand trust drivers that are identifiable in earned media.

Each driver can have a positive or negative impact on brand trust depending on the context of the news cycle in which it is identified and are not mutually exclusive.

See notes for further details.



Economic Impact



Component:

▶ **Business Creation:**
Supporting start-ups,
entrepreneurs and businesses.



▶ **Stimulate Economy:**
How *technology* drives
economic growth.



▶ **Employment Impact:**
Technology impact on the
labor force.

Action:

- Accelerate
- Support / Aid / Help
- Invest / Grow
- Create
- Empower / Enable

- Stimulate
- Expand
- Grow
- Help / Assist
- Recover

- Create / Loss
- Increase / Decrease
- Generate / Grow
- Eliminate / Lay off

Impact on:

- Entrepreneur
- Start Up
- New Business(es)

- Economy
- Commerce
- Partner / Industry

- Jobs
- Worker / Workforce
- Employee
- Employment / Unemployment

Economic Impact – coverage examples

► Business Creation

Microsoft chooses FifthEdge for its Global Startups program

... FifthEdge will be part of Microsoft's global initiative dedicated to [accelerating the trajectory of high-potential startups](#) to [enable growth](#) at scale. The Bill Gates-founded company is deploying a team of its experts to explore and engage a selection of middle eastern homegrown, unique and innovative startup businesses in an effort to support economic recovery and growth. . .

► Stimulate Economy

Microsoft plans mass hiring for Vancouver

... Microsoft is committed to [helping](#) Canada [emerge](#) from the [pandemic](#) stronger than ever. Our deep cloud and talent investments, combined with our widespread skilling efforts, will help organizations of all types and sizes accelerate their digital transformation,” says Kevin Peesker, president of Microsoft Canada. . .

... The [recovery](#) from the [pandemic](#) will be digital and to help Canada lead, Microsoft continues to build out its robust Canadian cloud and deep technical expertise. Canadian organizations of all sizes and types are already leveraging technology to power their transformation, relying on the power of data analytics and AI as they look to [not only recover, but lead in the post-pandemic economy.](#)”

► Employment Impact

Microsoft cloud regions: empowering UAE's digital economy

... Microsoft's data centre investments have also accelerated adoption of technologies such as AI and IoT while creating a lasting economic impact. IDC forecasts that the [Microsoft Cloud ecosystem](#) will generate new revenues of US\$27 billion in the UAE by 2024 while [adding 69,000 new jobs to the UAE economy.](#) . .

Hybrid Work

► "Hybrid" OR "Flexible"



Job, Jobs, employee,
employees, work, working,
work force, workforce . . .

Remote Work

► "Remote" OR "..From Home"



Job, Jobs, employee,
employees, work, working,
work force, workforce, WFH . .

Hybrid Work theme is designed to focus on coverage related to multi-location work.

Remote Work theme will encompass broader coverage about the remote work experience.

Brand innovation

Do the writer's language and positioning choices make an objective reader feel that a company, product is "innovative"?



What it is

- ▶ Breakthrough
- ▶ Changing the world
- ▶ Cutting edge
- ▶ First of a kind
- ▶ Game changing
- ▶ Pushing the envelope
- ▶ Unprecedented



What it isn't

- ▶ New products
- ▶ Emerging technology
- ▶ "Cool" or "Neat"

Brand innovation search criteria has been expanded in FY22 to support additional language-specific terms and phrases. This includes translated terms such as "first in the world", and "pivotal moment". The enhancements are a result of collaboration with local teams and ML inputs.

Transformation

“Organizations have accelerated their own **digital transformation** to **empower** their employees, **optimize** their operations, **engage** customers, and in some cases, **change** the very core of their products and services. It requires leaders to abandon the old ways of doing things and **re-imagine** what productivity looks like.” – Comms narrative framework

► Component:



Digital transformation



Optimize operations



Engage customers



Transform products



Empowering employees



Customization

► Action:

- | | | | | | |
|--|---|--|---|---|---|
| <ul style="list-style-type: none">• Digital transformation• Disrupt• Digital age• Transform | <ul style="list-style-type: none">• Optimize• Streamline• Efficient• Reduce cost• Increase profit• Enhance/advance | <ul style="list-style-type: none">• Solution• Experience• Serve• Meet needs | <ul style="list-style-type: none">• Automate• Integrate• Connect• Reimagine• Reinvent | <ul style="list-style-type: none">• Enable• Facilitate• Succeed• Thrive• Flourish• Improve | <ul style="list-style-type: none">• Customize• Personalize |
|--|---|--|---|---|---|

► Impact on:

- Customers, partners, operations, processes, technology, services, solutions, organizations, businesses, employees, workforce

Articles include mentions of Microsoft/competitors helping other organizations accelerate their transformation via Microsoft/competitor products and services by *streamlining* their own *processes*, *enabling* their own *workforce*, *customizing* their own *solutions*, etc.

Transformation – Citation examples

► Digital transformation

Microsoft And Halliburton Are Building The Oilfield Of The Future

"**Halliburton** is at the forefront of the **digital transformation** occurring in the E&P industry. We believe open architecture and community-based innovation are necessary to drive this fundamental change and we're proud to **work closely with an industry leader like Microsoft to deliver tailored E&P digital business solutions** to our customers across the globe."



► Optimize operations

Microsoft And Shell Announce New Partnership To Use Artificial Intelligence And Tech To Reduce Carbon Emissions

"It's a difficult task to manage alone, even for an enterprise on the scale of tech giant **Microsoft** or energy titan **Shell**. But **working together** creates **new possibilities** that go further than what it is likely they could accomplish individually... As well as **optimizing their own operations**, the solutions will also be offered as a service to any other organization they work with that might benefit from them..."

Forbes

► Empower employees

Where the Providence, Microsoft 'hospital of the future' partnership stands 1 year later: 3 Qs with CIO BJ Moore

"Since announcing its **strategic alliance** to build a high-tech hospital with Microsoft in July 2019, **Providence** has zeroed in on innovations in patient care delivery, virtual communication tools and artificial intelligence across its Renton, Wash.-based health system... Since partnering with the tech giant, Microsoft has pushed forward **cloud adoption** and deployed initiatives such as **Microsoft Teams**, which has **helped employees manage remote work** during the pandemic..."

BECKER'S
HOSPITAL REVIEW

Environmental Sustainability



Carbon

- Carbon neutrality
- Carbon credit
- Carbon emission



Water

- Water conservation
- Water friendly
- Ocean footprint
- Protect rivers



Waste

- Packaging
- Refurbish products
- E-waste
- Zero waste



Ecosystems

- Reforest
- Sustainable habitat
- Biodiversity
- Land use



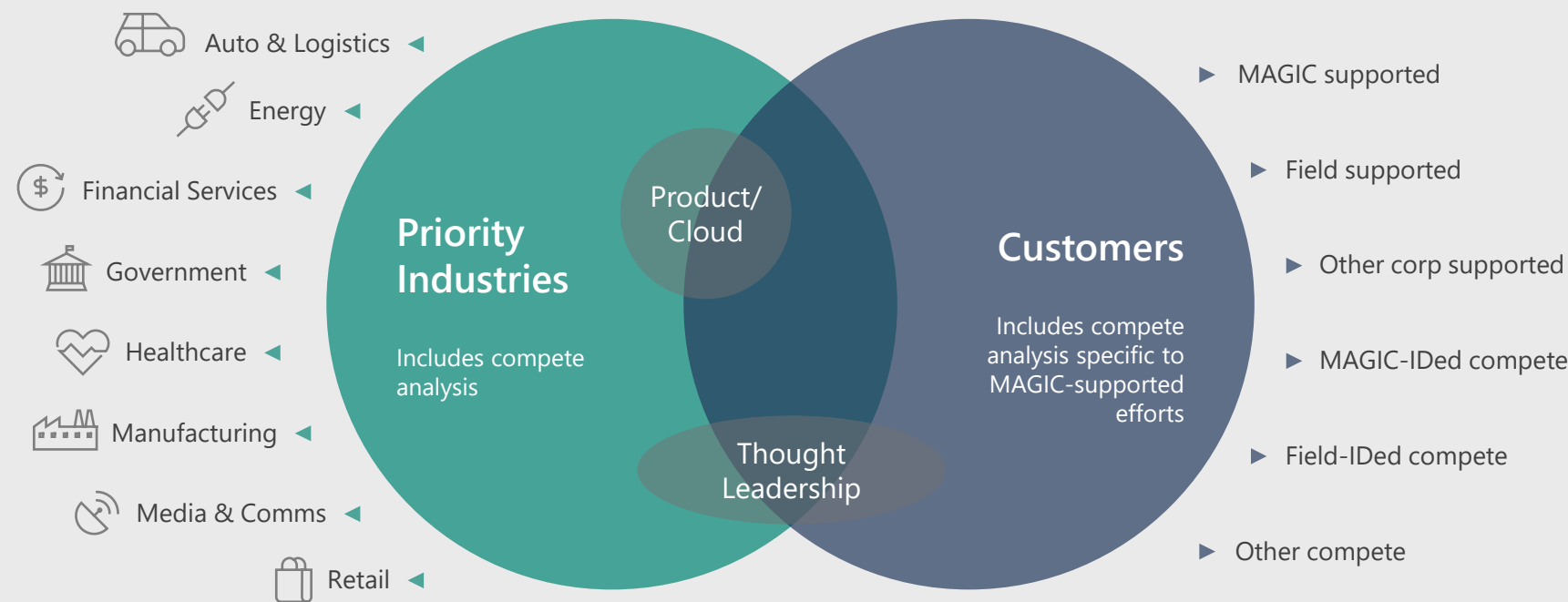
Other

- Paris agreement
- Eco-friendly
- Env. sustainability

How Comms Insights measures...

Industries & Customers

Articles must have 3+ mentions of Microsoft and/or priority product + terms related to the specific industry OR 2+ mentions of Microsoft and/or priority product + customer name



Industry-relevant vertical outlet coverage that may not match the industry search is included in the data set. (See [FY23 Media List](#) for verticals.)