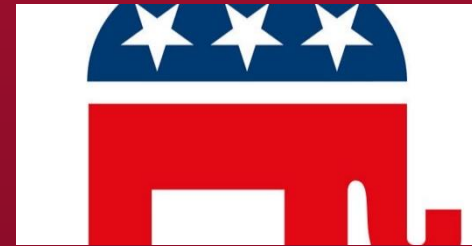


All time high in voter turnout expected, drawing a line under 5 years of continuous cacophony

U.S. TV News, July 1 - October 26, 2020

- Media coverage strongly suggests Trump will lose the popular vote, but the Electoral College is less clear
- Biden has an advantage on issues like COVID-19, health policy, and now taxes
- Trump is still receiving some media coverage that gives him an advantage on the economy



Why are record numbers of US citizens exercising their right to vote?

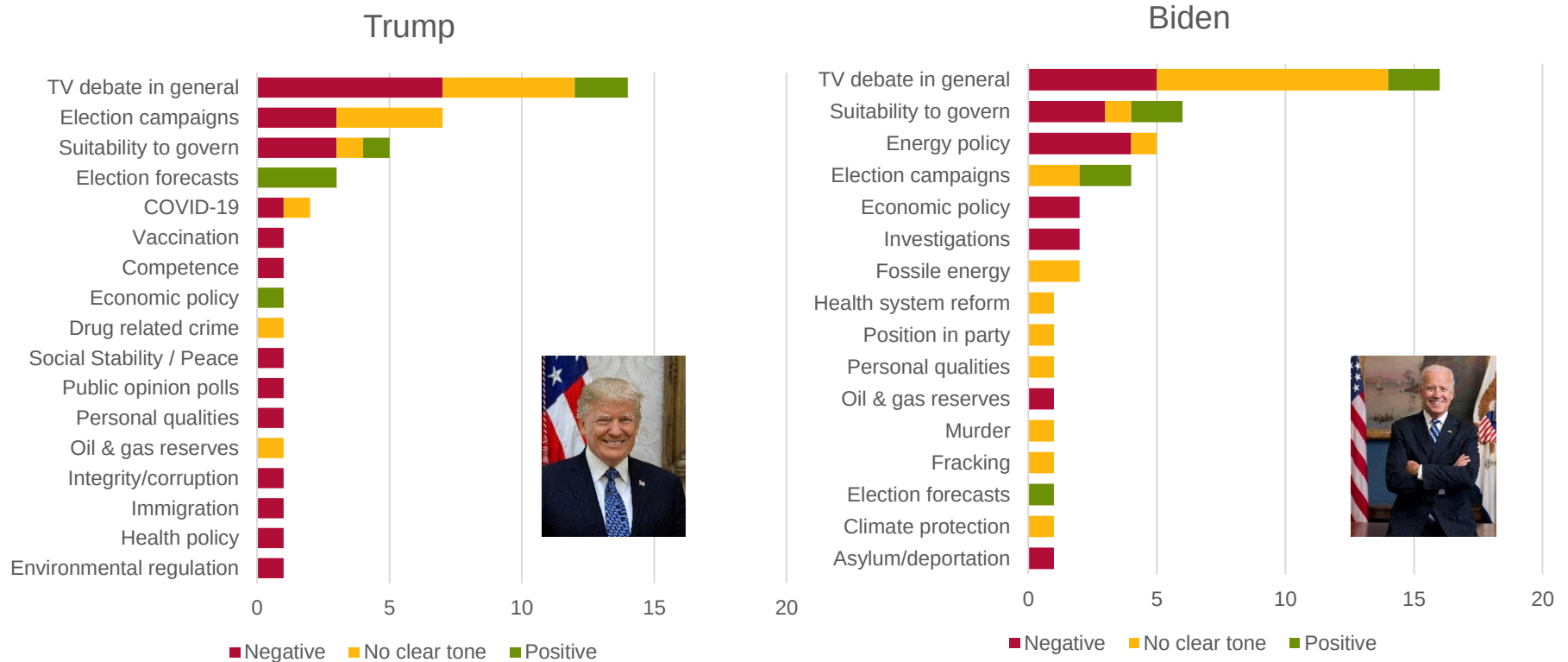
October 28, 2020. New York. - Five years of the most irritating, noisy, and inconsistent coverage of two U.S. presidential campaigns are coming to an end. And instead of U.S. citizens turning their back on the political system, their response is clear: 2020 will see the highest commitment from U.S. citizens to their democracy in decades, if not ever.

“What began in 2015 with the media thinking long-held standards in coverage no longer mattered because high audience numbers in the short term often resulted in unexpected profits is now coming to an end five years later,” says Roland Schatz, founder and CEO of Media Tenor. “No matter which party a voter usually prefers, people prefer solutions over conflict, respect over disrespect, and fair representation for ALL versus the unjust advantages of the few. What seemed to be attractive to 21% of the voters in 2016 has lost its appeal for the vast majority of voters who prefer political figures who play by the rules. By the way, is true not only for the two candidates, but for the media as well, who are, in a fashion, up for a vote each and every day.”

With less than a week until the 2020 elections - and with more than 70 million having already voted - Trump has largely lost his chance to convince the American people he is capable of addressing the multiple crises that now face the nation. However, the way the American voting systems functions may now be as much a factor in deciding the winner as policy and media coverage themselves.

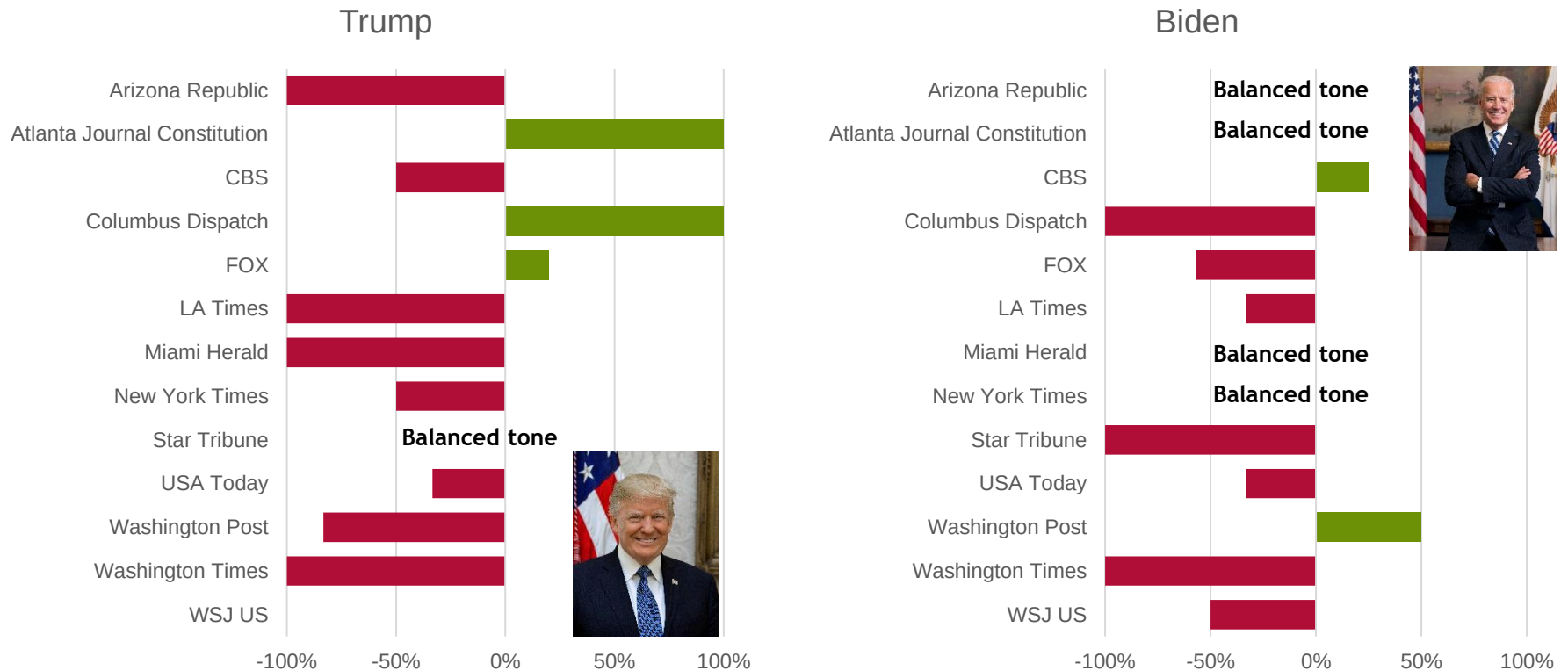
For over 25 years Media Tenor's mission has been to contribute to objective, diverse, and newsworthy media content. Media Tenor's global research projects include analyses of election campaigns, investor relations, public diplomacy, corporate communications and other topics critical to news makers and news audiences. For more information please contact r.schatz@mediatenor.com or +41 55 284 5109

Trump failed to convince voters in the last TV debate



It was up to Trump to change the election narrative, and the U.S. media presented him a last chance to convince voters and present himself as a convincing leader capable of solving the challenges of 2020 and beyond, but he failed in almost all aspects.

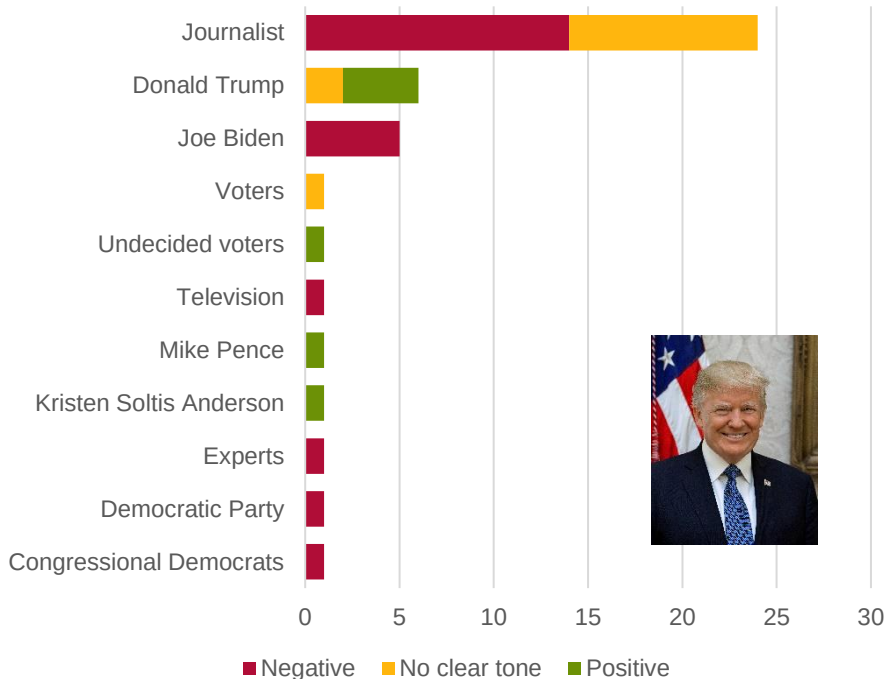
Low bar for Trump helps give him some wins regionally



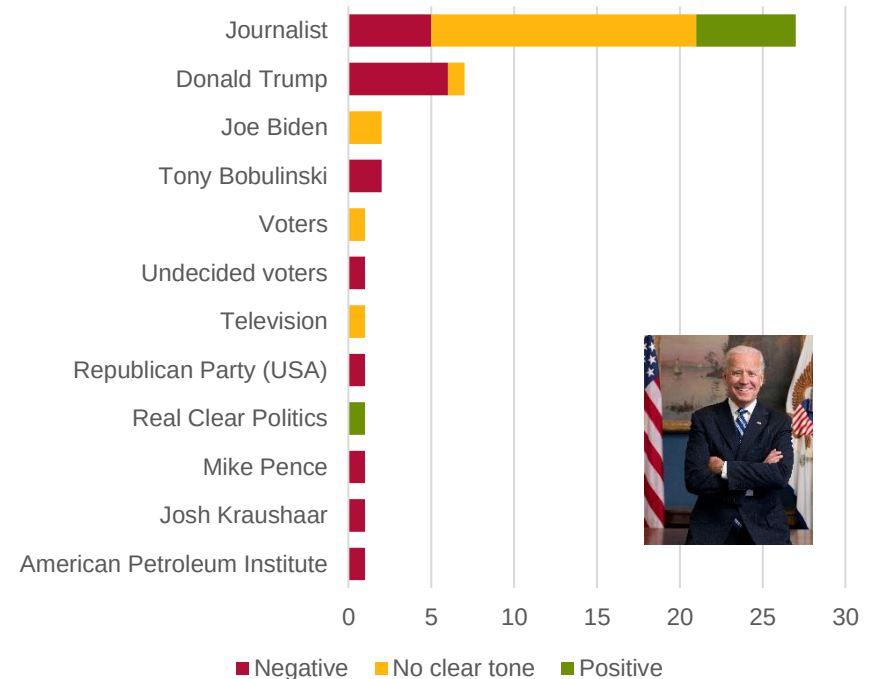
Three of the analyzed media gave Trump positive coverage on the debate, compared for just two for Biden. However, more media gave balanced coverage to Biden, while Trump face sharper criticism than his challenger.

Trump's self-praise impacts media tone only slightly

Sources on Trump

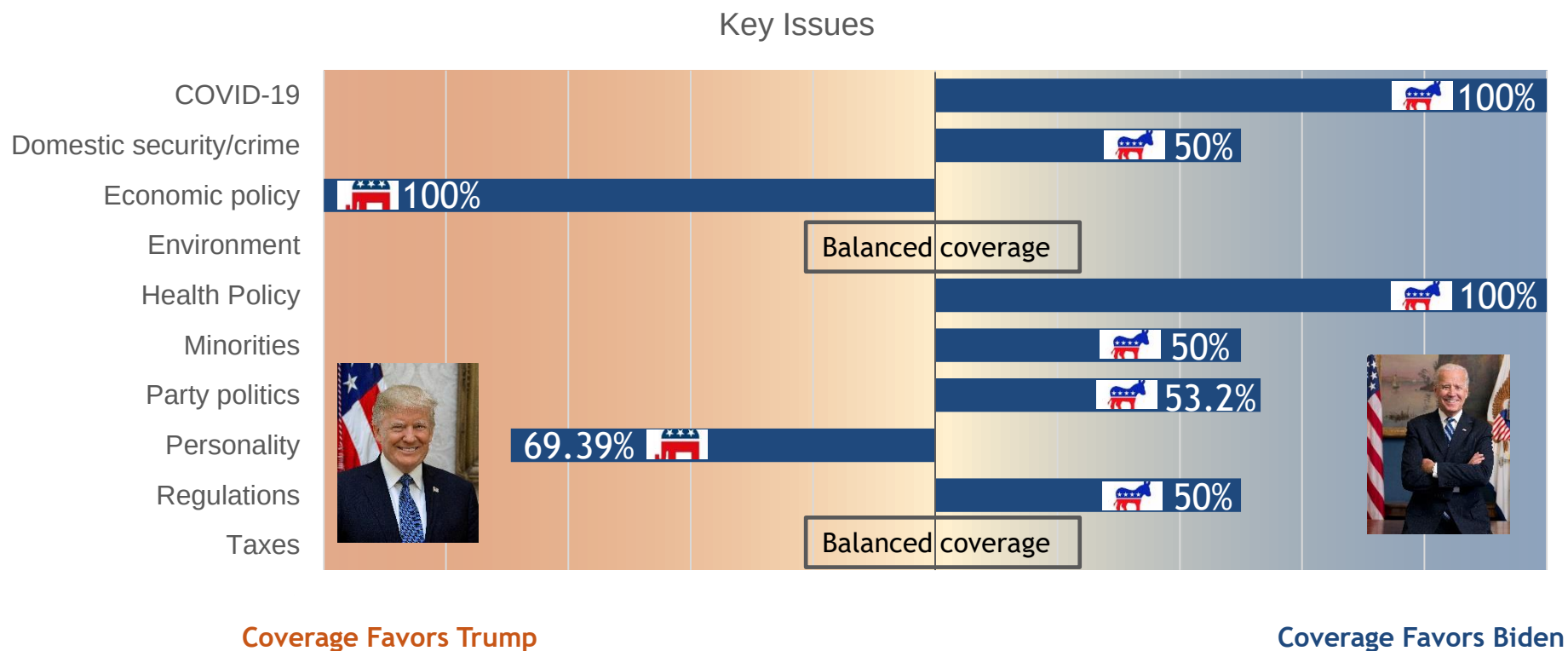


Sources on Biden



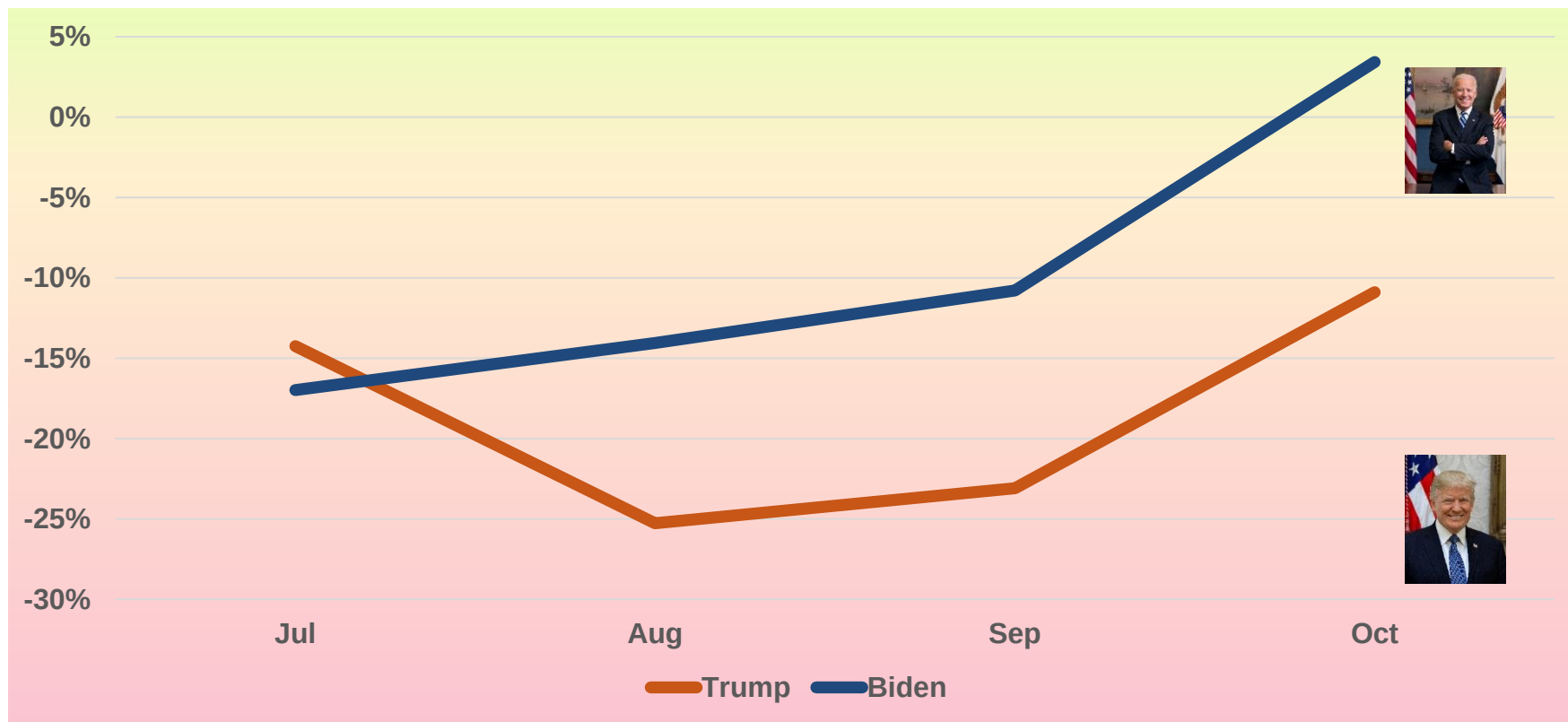
Biden did not offer praise of himself, but journalists covered him with some positivity. Trump did not receive praise directly from journalists and had to rely on himself for much of the positivity he did receive, but it was not enough to change the story.

Media indicate more positivity for Biden on most issues



▶ Trump continues to be portrayed as winning on economic policy and on personality that drives TV ratings and gets people to rallies. However, Biden has received far more positive coverage on other key issues like the pandemic, health policy, and taxation

Media coverage shows Biden maintaining lead over Trump



Biden has gained momentum over the last several months of campaign, but much of the coverage continues to focus on uncertainty that lingers after 2016 polling results showed a popular vote victory for Clinton that didn't translate into a win.

Methodology: Scientific content analysis

Human or Machine?

Computer based language processing currently is used in the following fields:

Automated customer hotlines | Language recognition | Automatic mail answering systems

Classification of text with similar patterns (e.g., medicine, law)

but

Automated analysis of media stories by computers at present doesn't meet the requirements for reputation risk management with regard to:

- Identification of relevant passages and themes
- Relationships between protagonists
- Correct identification of tonality/sentiment (MIT: < 60%)

Media Tenor's Solution

Combines technology and human intelligence:

- Search strings check completeness of analysis material and identify stories on social media
- Trained human analysts code content based on scientific codebooks (validity/reliability > 85%)