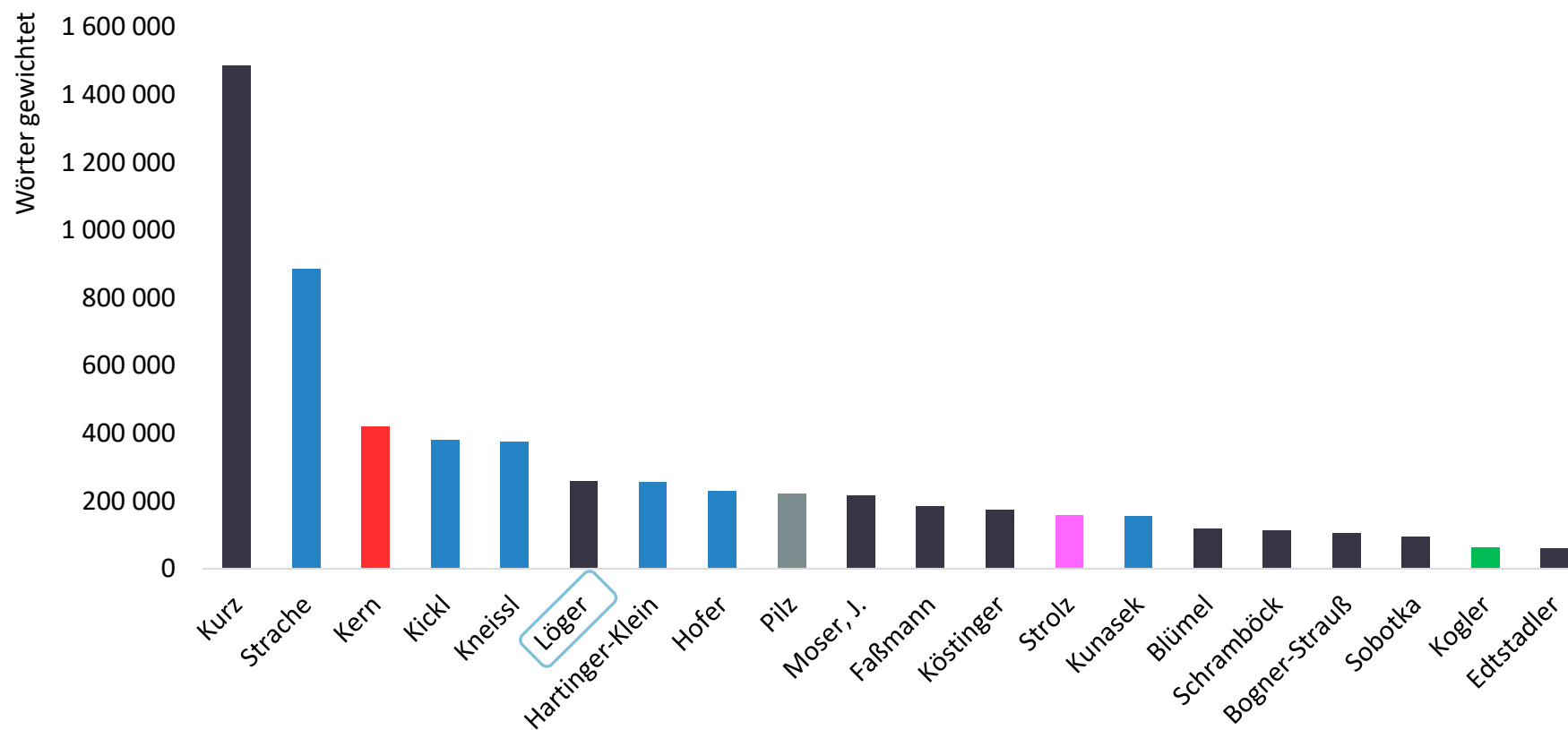


Medienmarktanalyse Politik Österreich

Kronen Zeitung / Heute / Österreich / Der Standard / Die Presse/ Kurier / ZiB 1 / ZiB 2

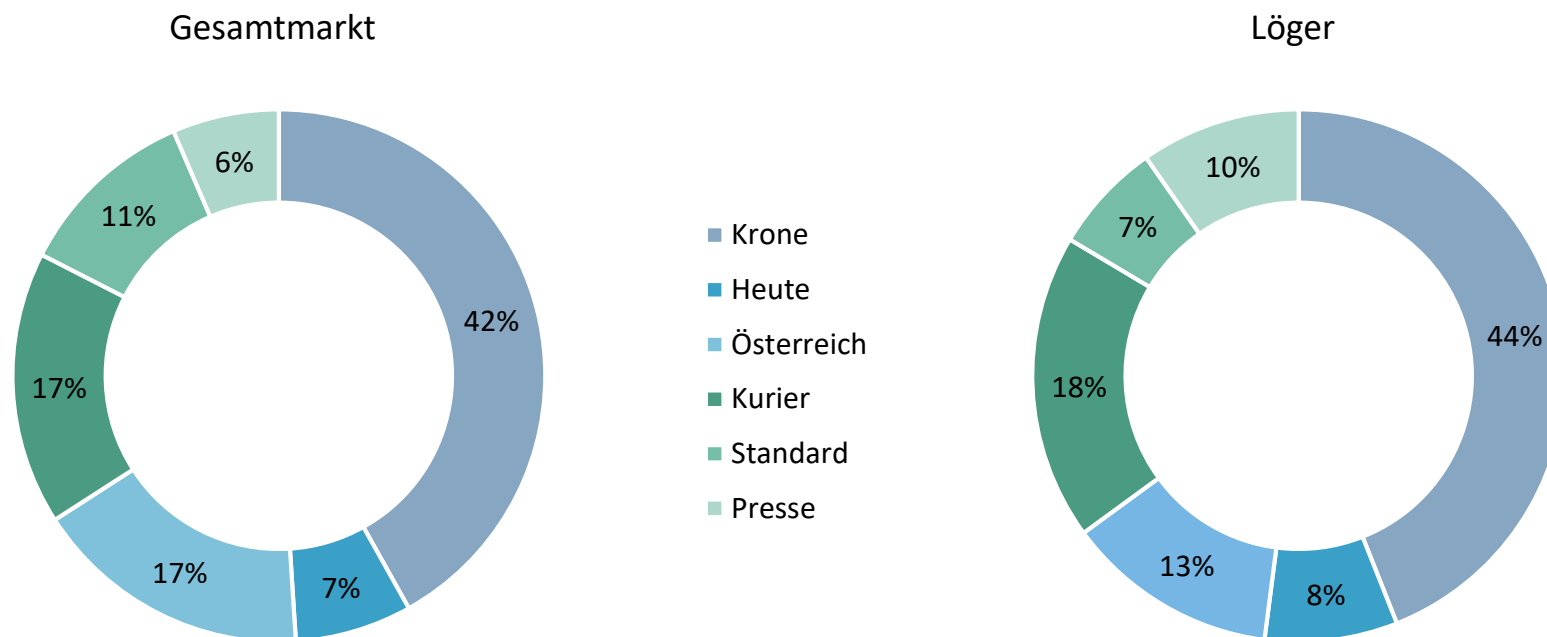
ZEITRAUM: 1. JÄNNER BIS 31. AUGUST 2018

Firstliner-Ranking

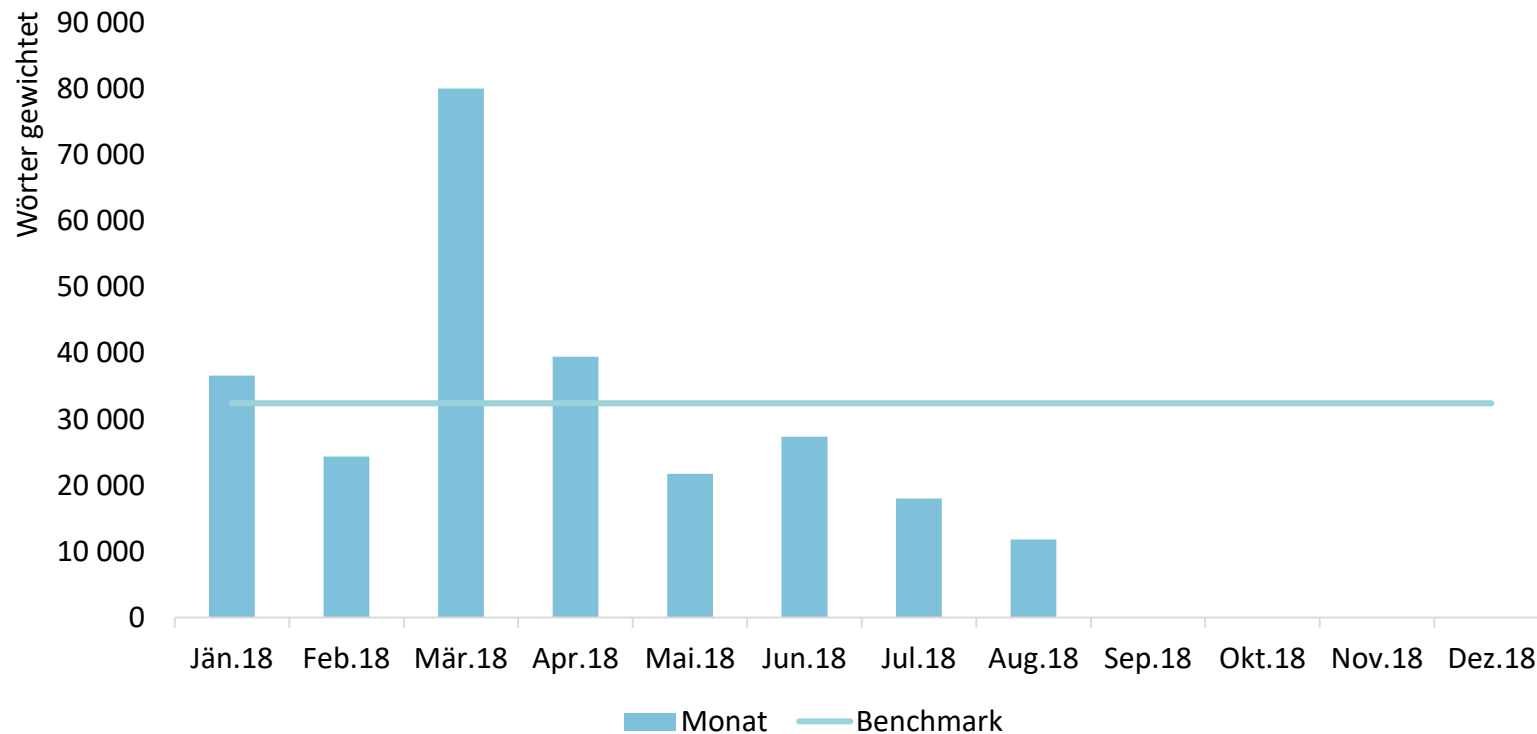


Medienrelevanz für Gesamtmarkt und BM Löger

gewichtet nach Reichweite

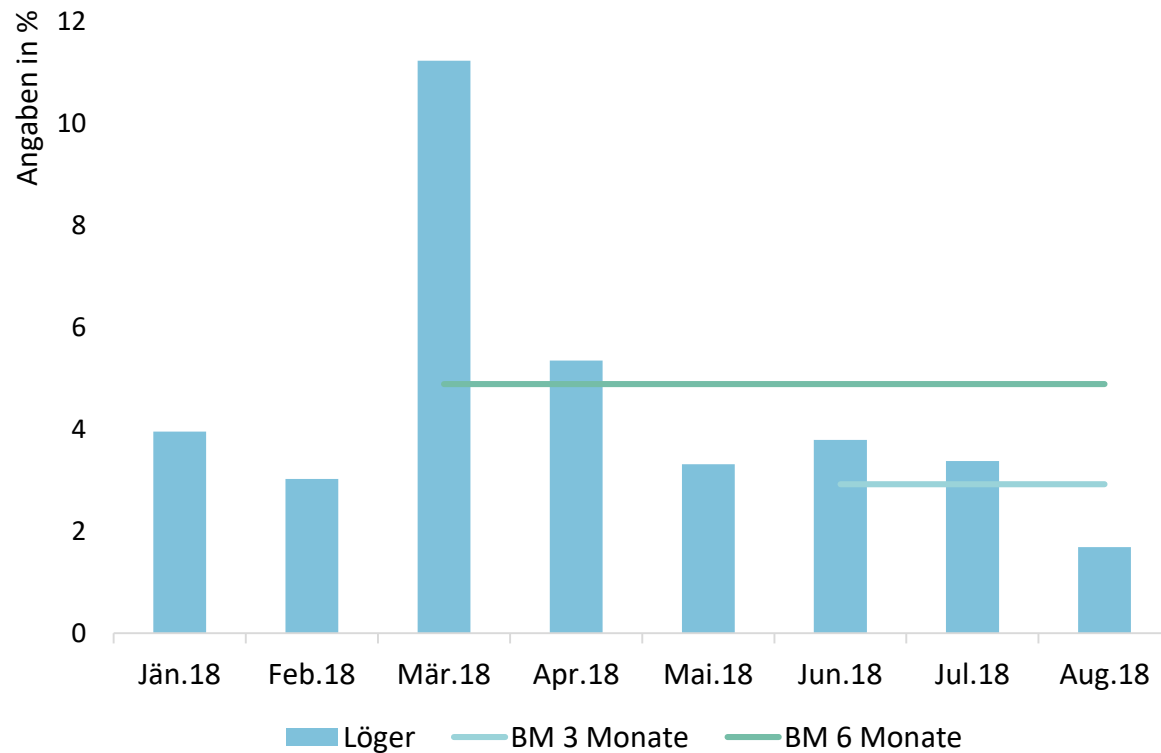


Präsenzentwicklung – Benchmarking BM Löger



Relevanz BM Löger bei SpitzenpolitikerInnen

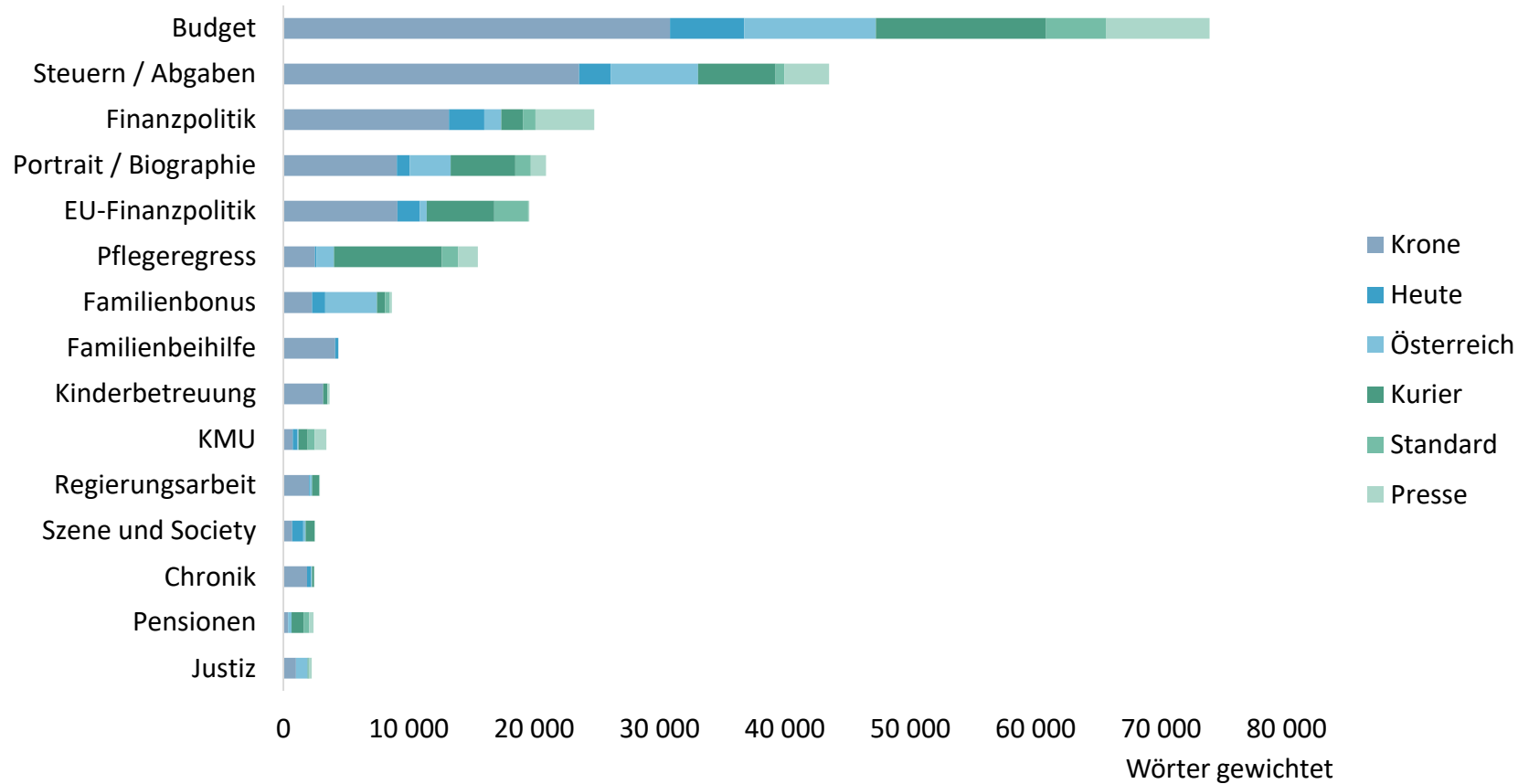
100% = MinisterInnen + Staatssekretäre + Parteichefs



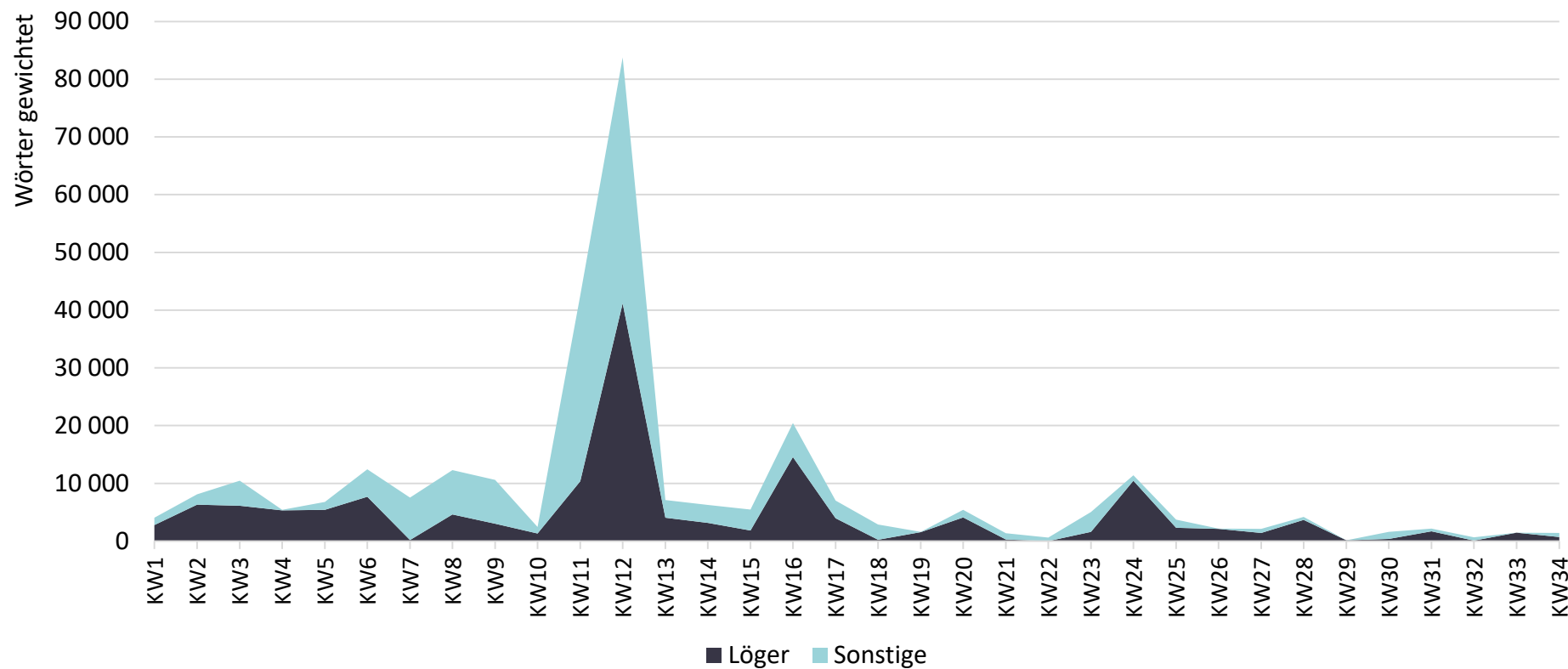
RELEVANZ MINISTERINNEN

	3 Monate	6 Monate
Kneissl	Ø 10,1%	Ø 7,2%
Kickl	Ø 7,3%	Ø 6,9%
Hartinger-Klein	Ø 6,3%	Ø 5,0%
Löger	Ø 2,9%	Ø 4,9%
Moser	Ø 2,4%	Ø 4,2%
Hofer	Ø 4,9%	Ø 4,0%
Faßmann	Ø 2,8%	Ø 3,4%
Köstinger	Ø 1,8%	Ø 2,4%
Kunasek	Ø 2,5%	Ø 2,2%
Blümel	Ø 2,4%	Ø 2,1%
Schramböck	Ø 1,8%	Ø 1,8%
Bogner-Strauß	Ø 2,2%	Ø 1,8%

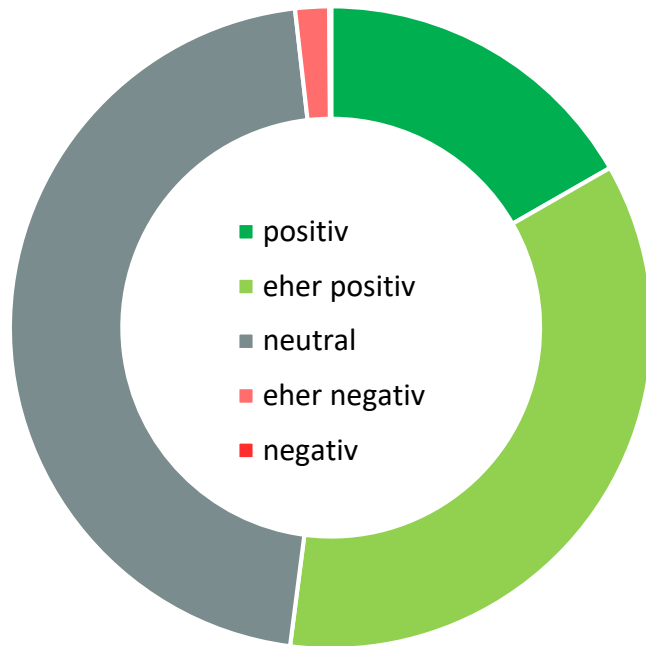
Top-15-Themen BM Löger



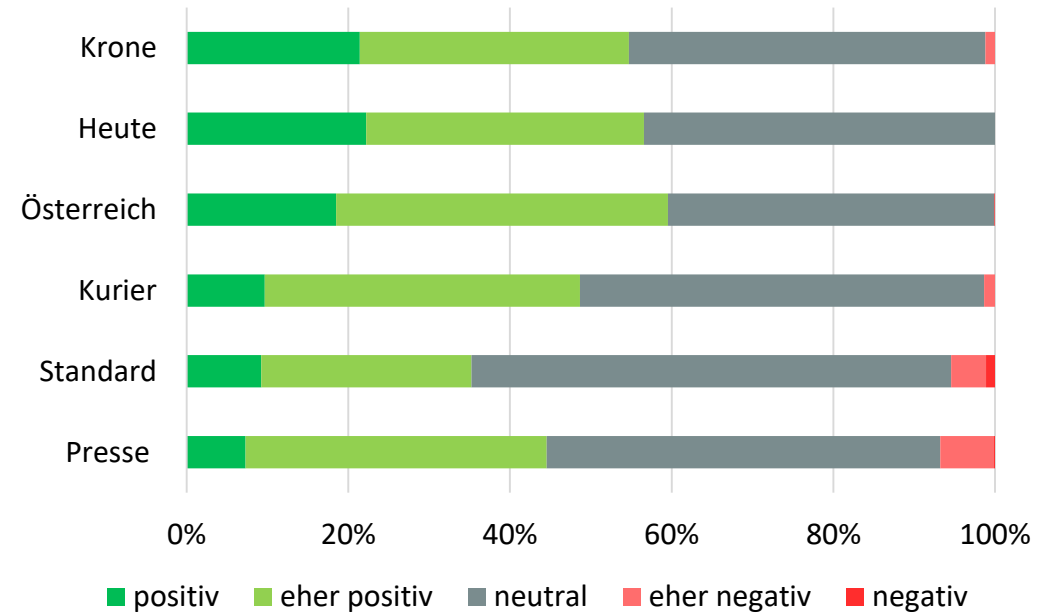
Relevanz BM Löger bei finanzpolitischen Themen



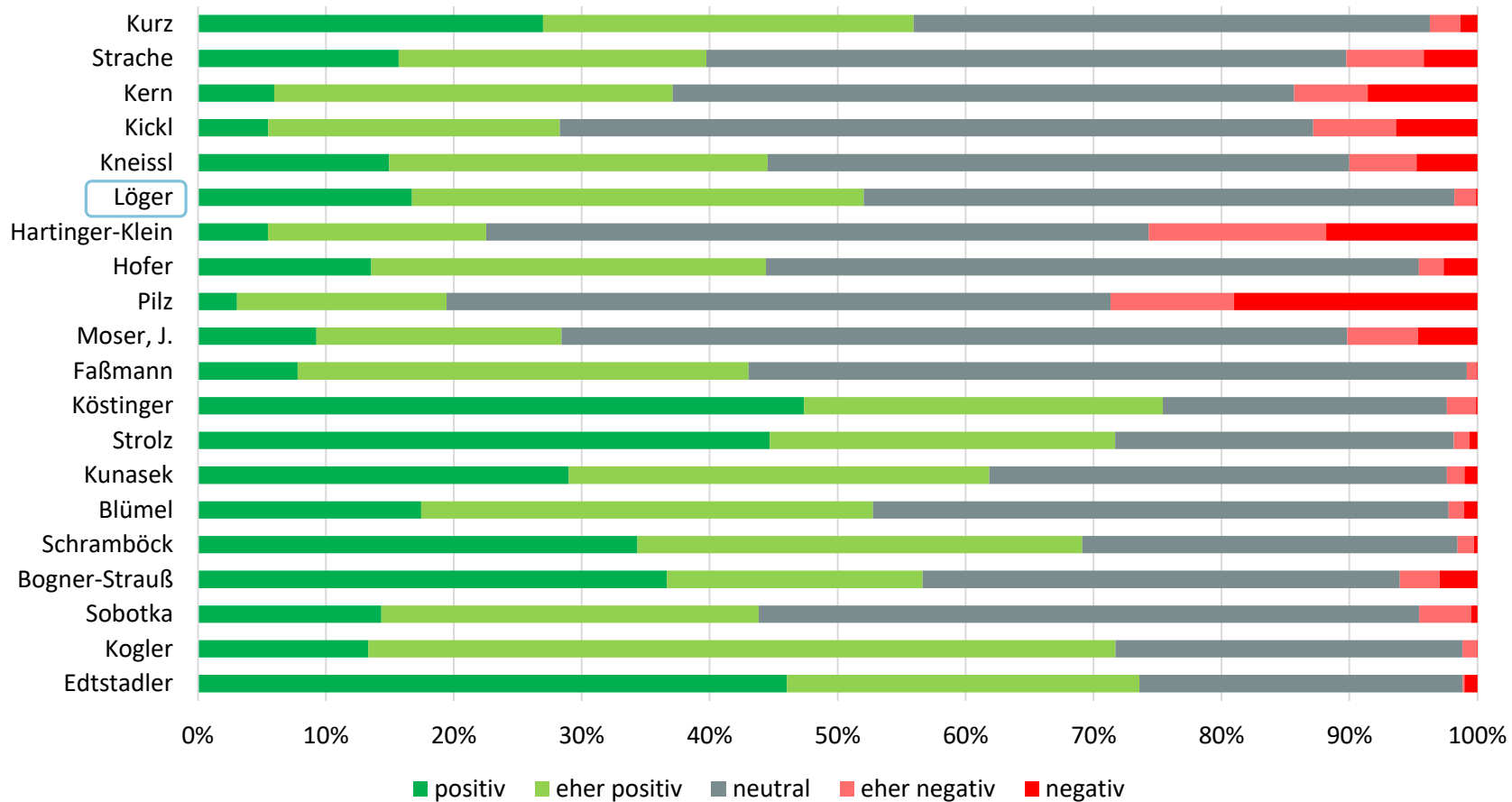
Tonalität BM Löger



Qualität in Einzelmedien

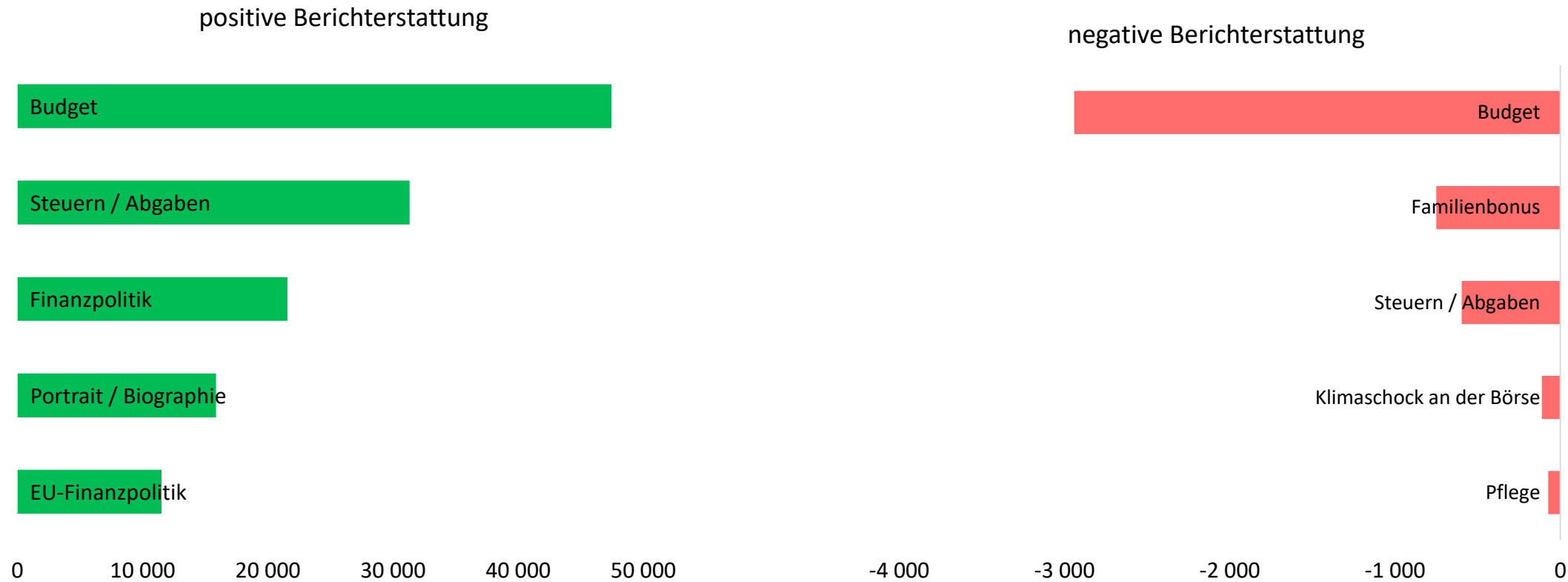


Berichtstonalität Firstliner



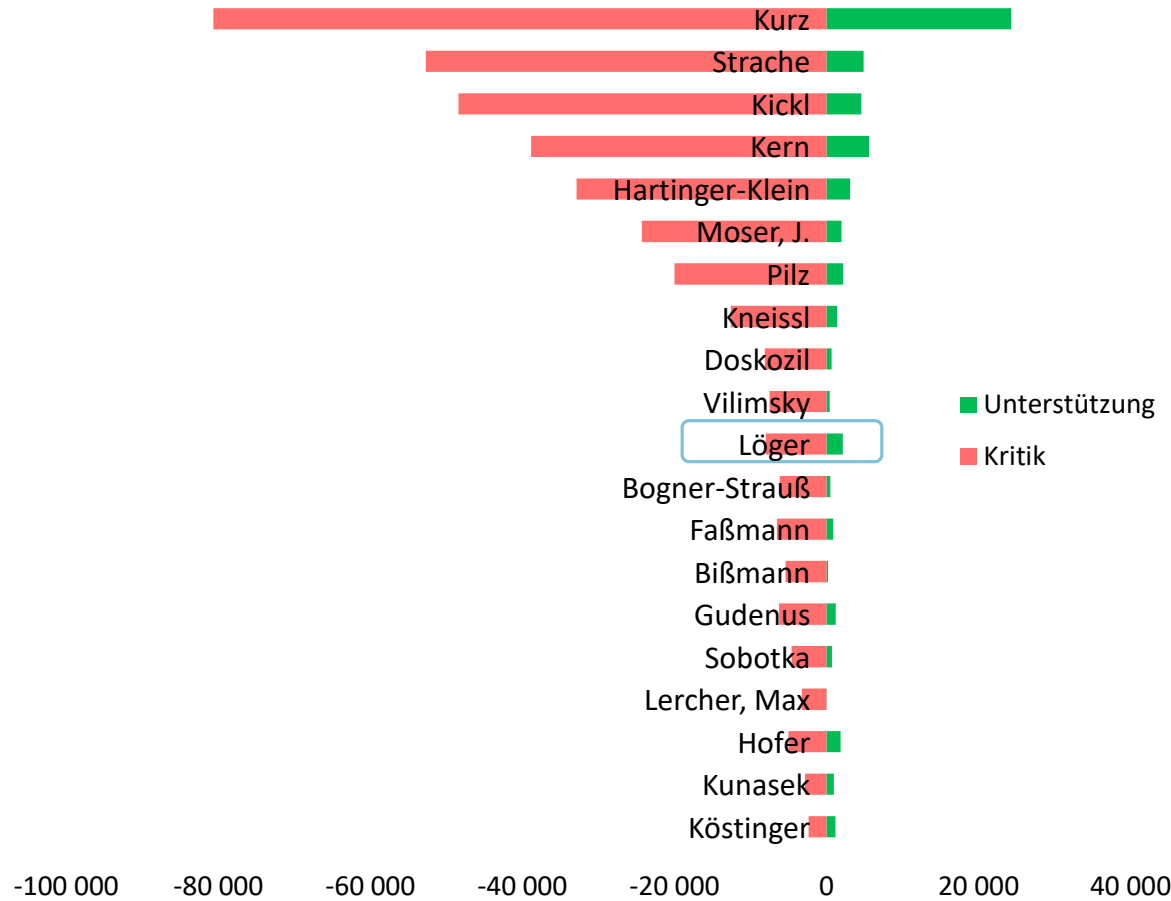
Berichtstonalität BM Löger nach Themen

Wörter gewichtet nach Reichweite



Kritisierte AkteurInnen

Wörter gewichtet nach Reichweite



Wer kritisiert BM Löger

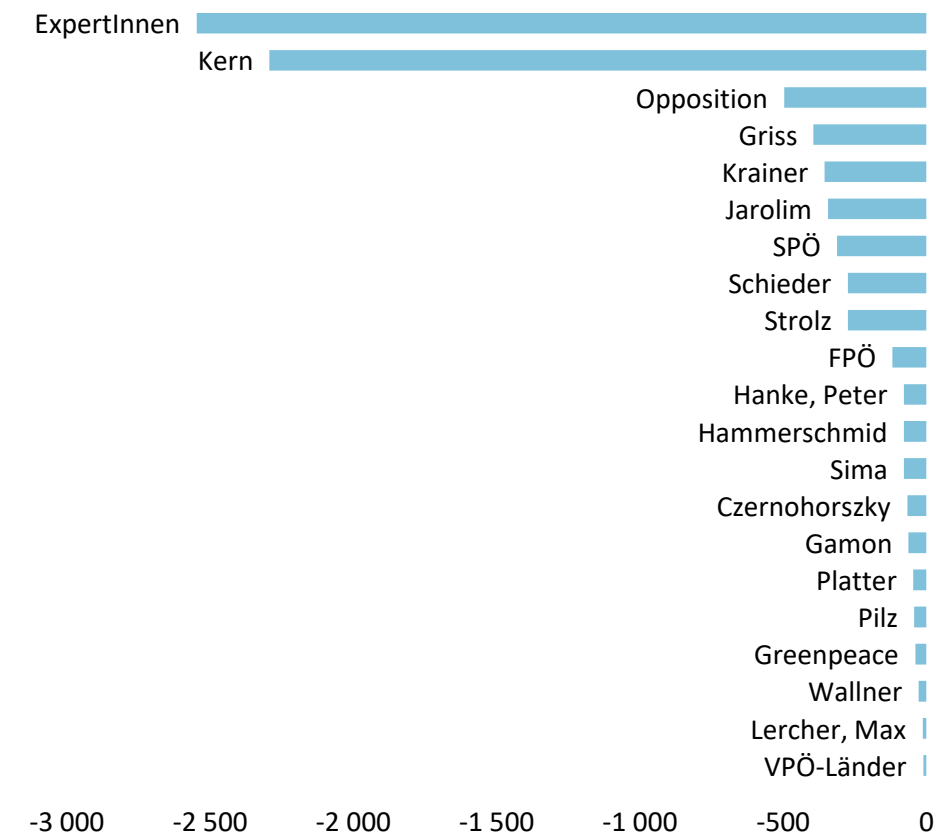


Bild-Text-Verhältnis bei MinisterInnen

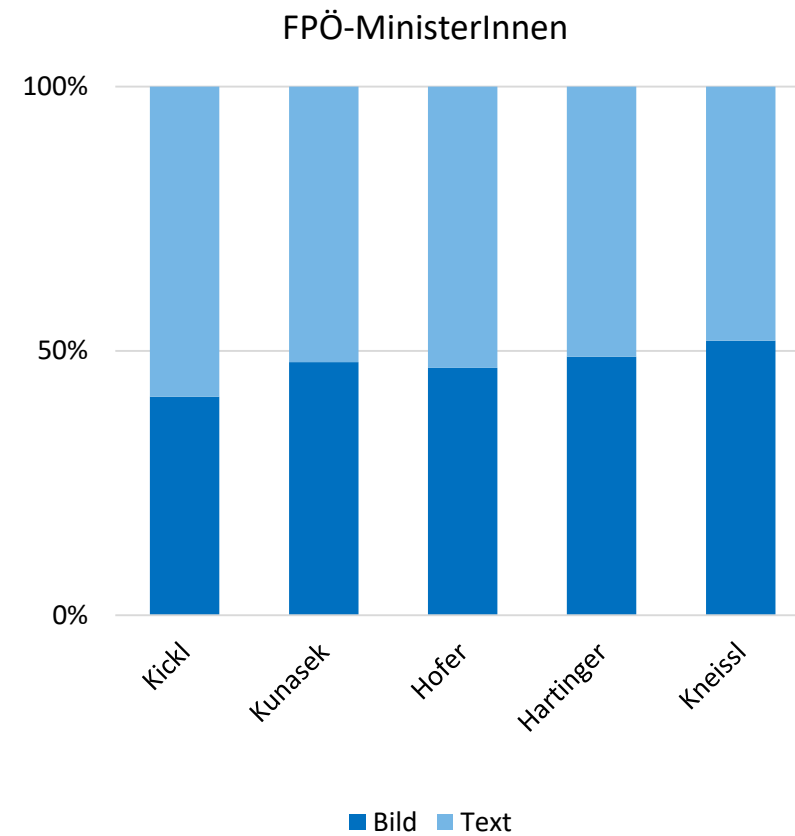
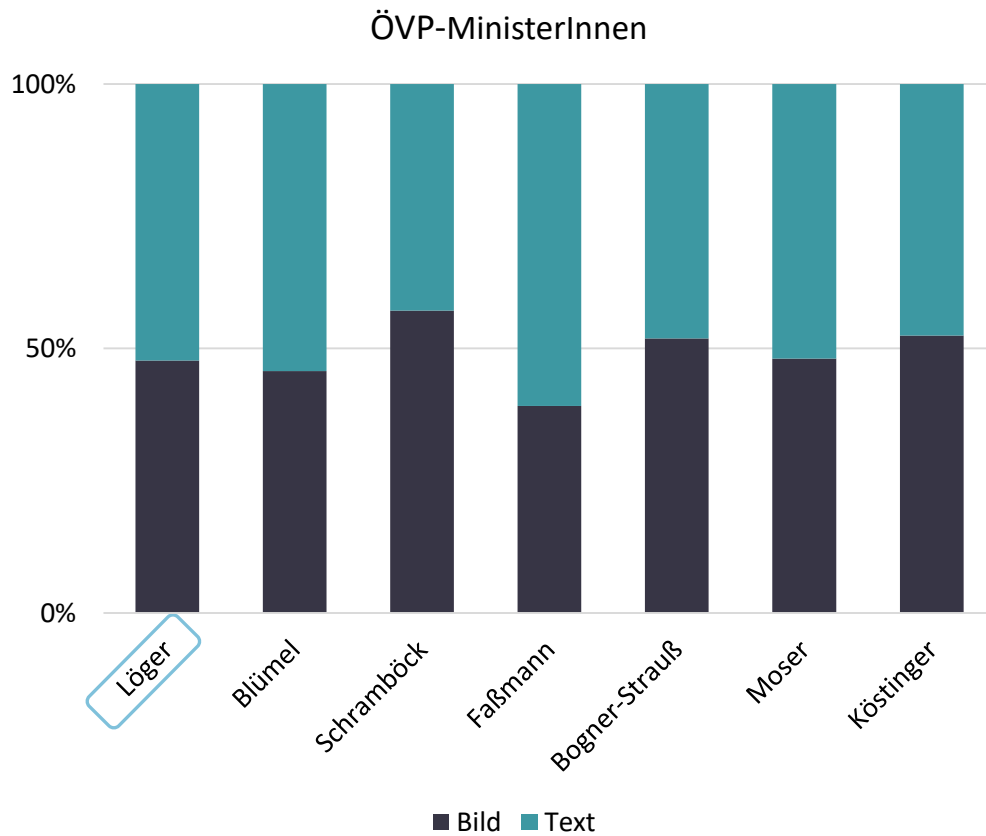
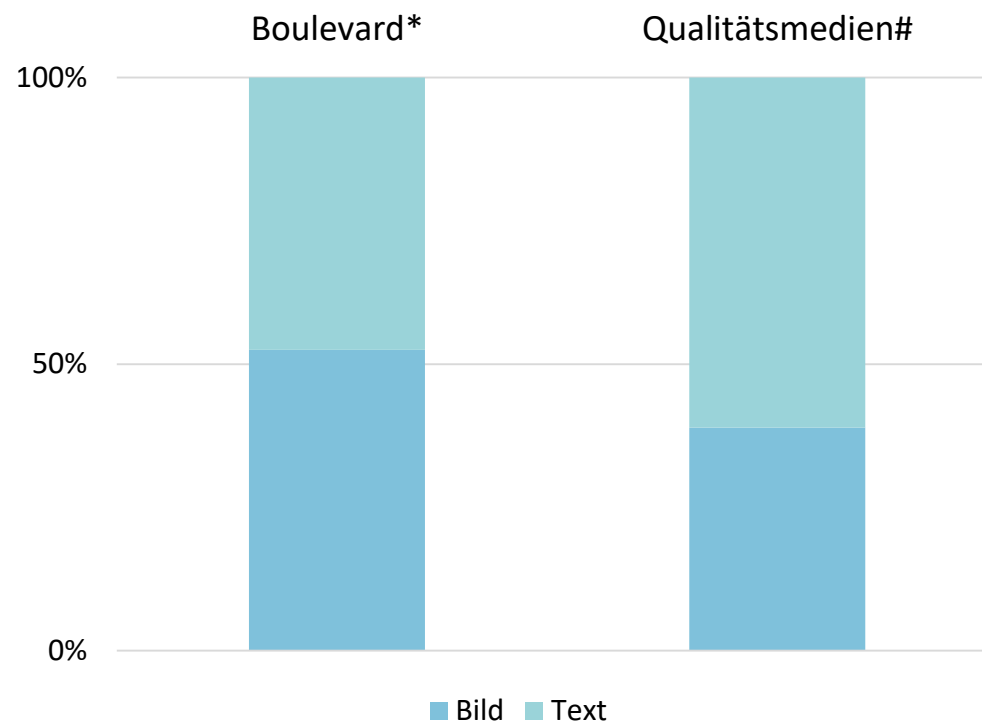
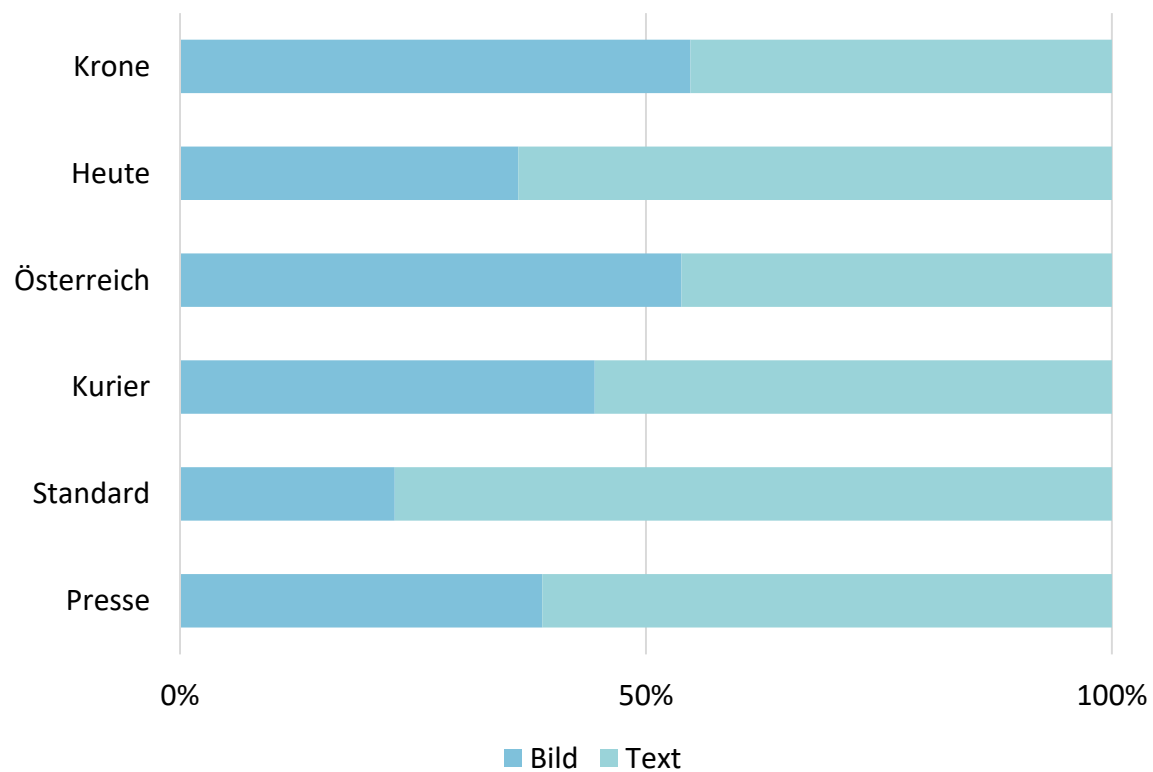
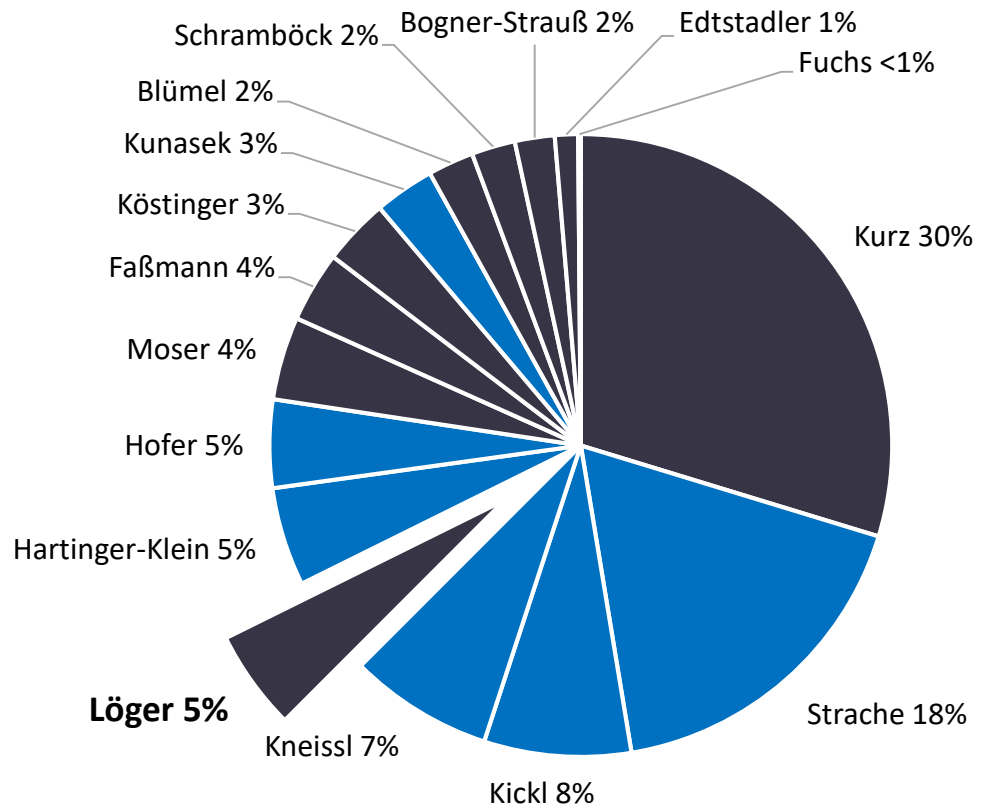


Bild-Text-Verhältnis BM Läger in Einzelmedien

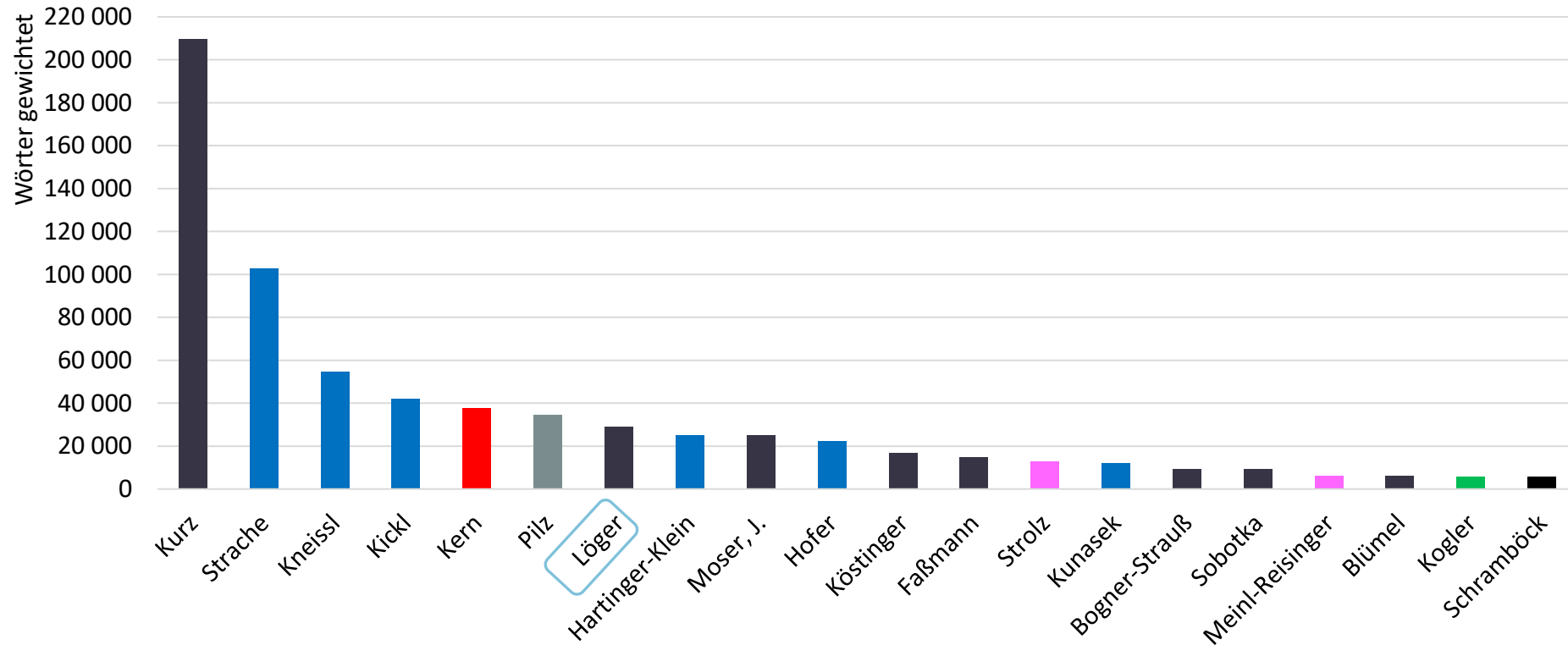


* Krone, Heute, Österreich
 # Presse, Standard, Kurier

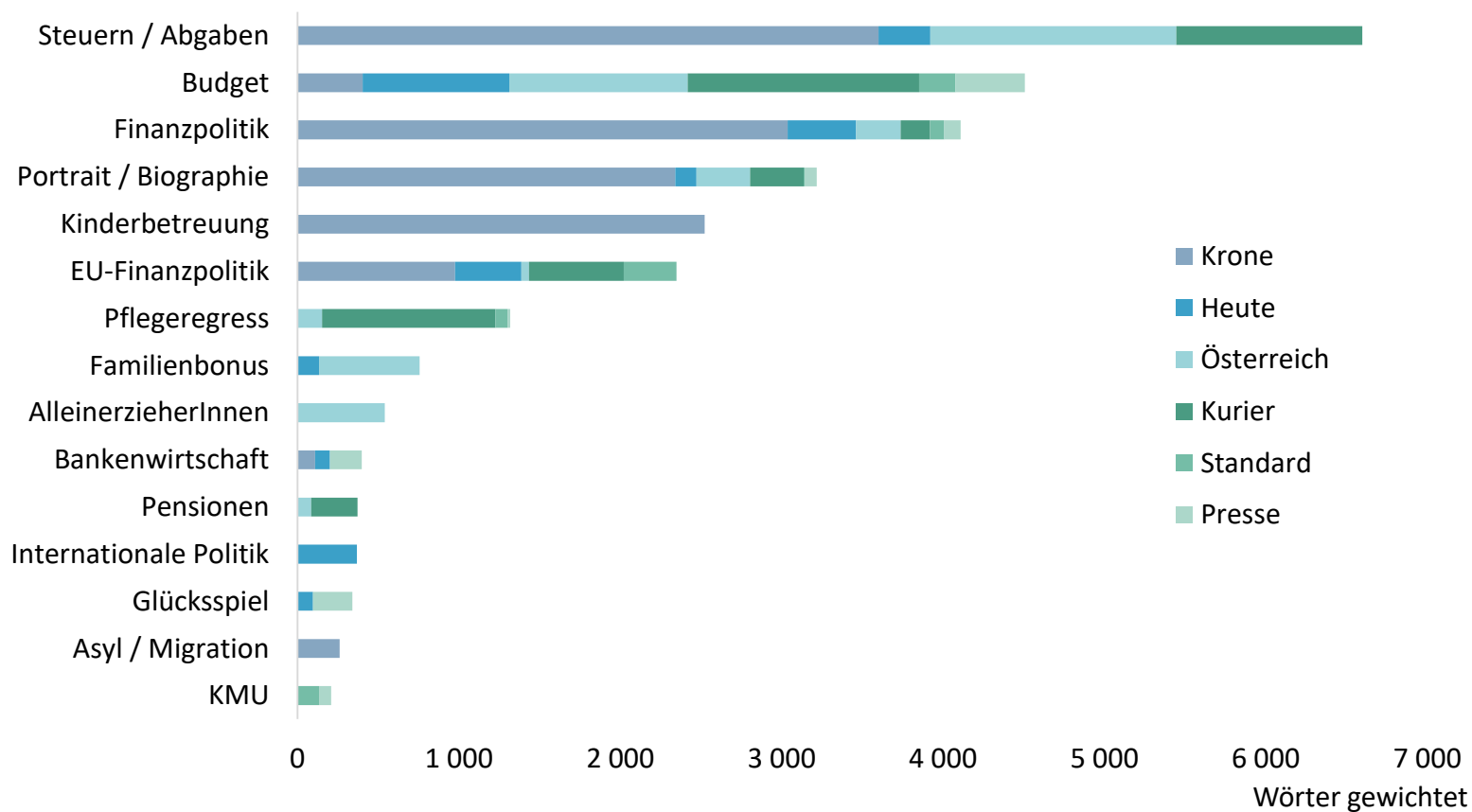
Träger der Berichterstattung - Regierung



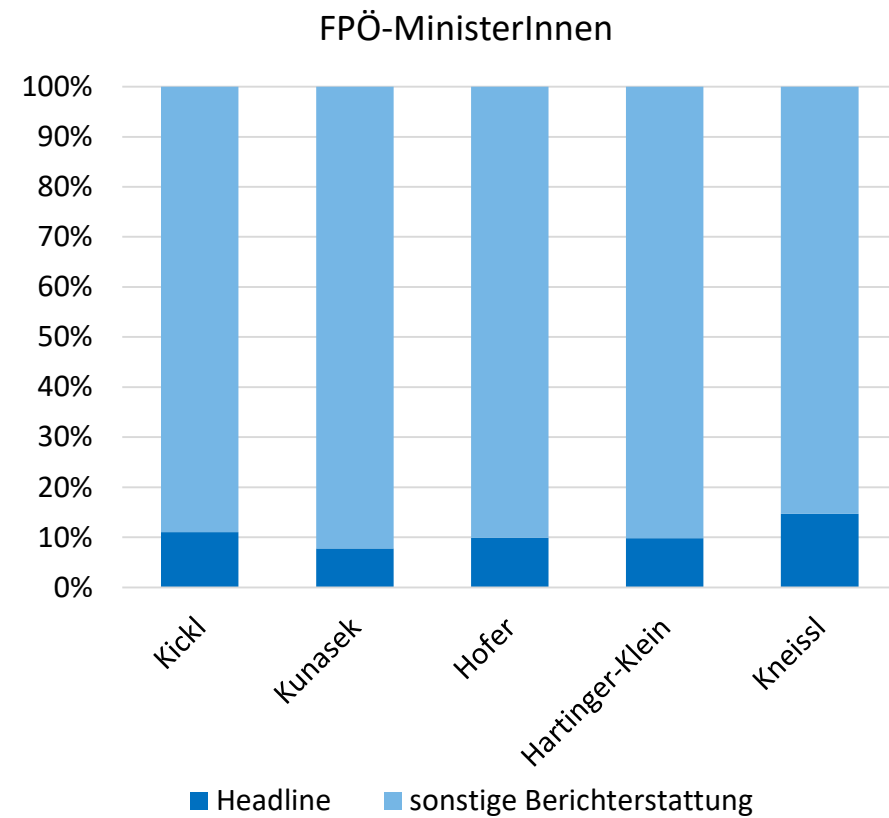
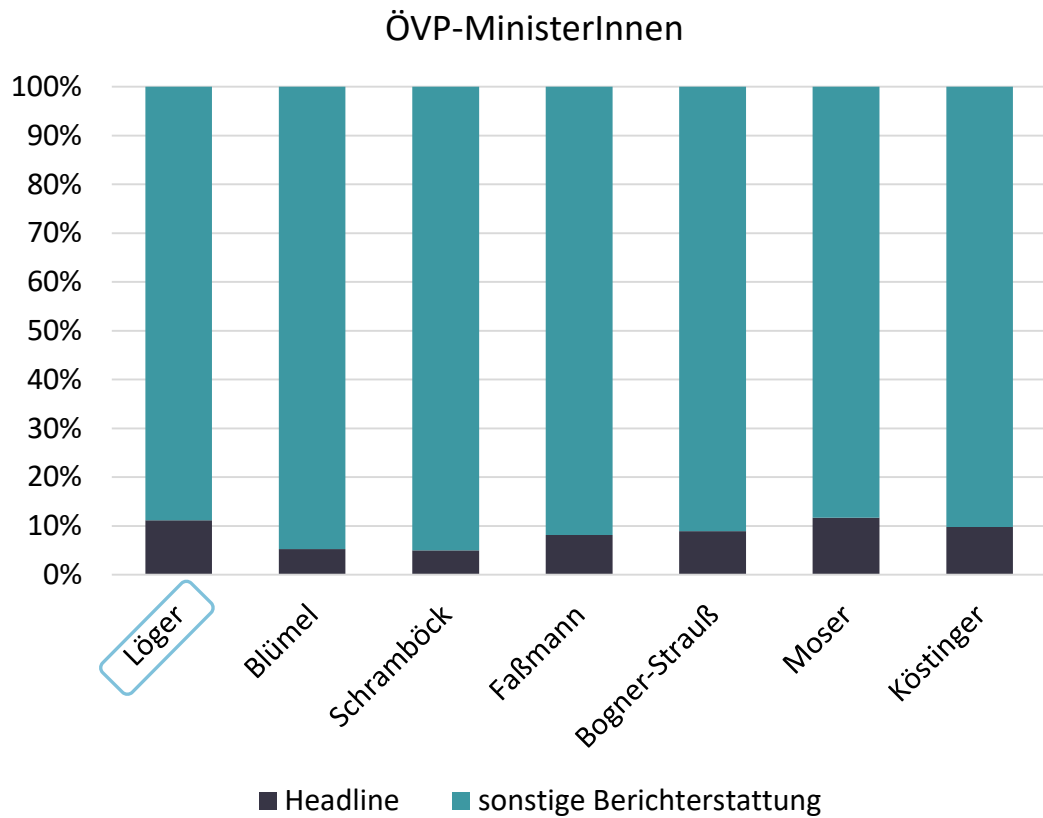
Headline-Analyse: FL-Ranking



Headline-Analyse: Top-15-Themen BM Löger

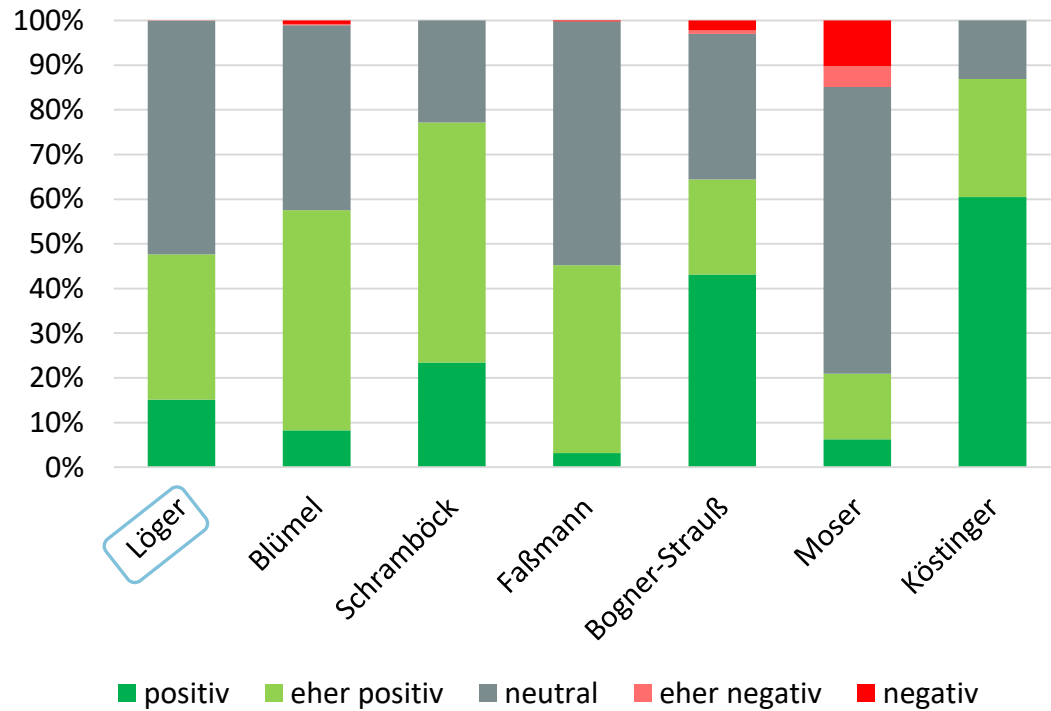


Headline-Analyse: Anteil an Gesamtberichterstattung bei MinisterInnen

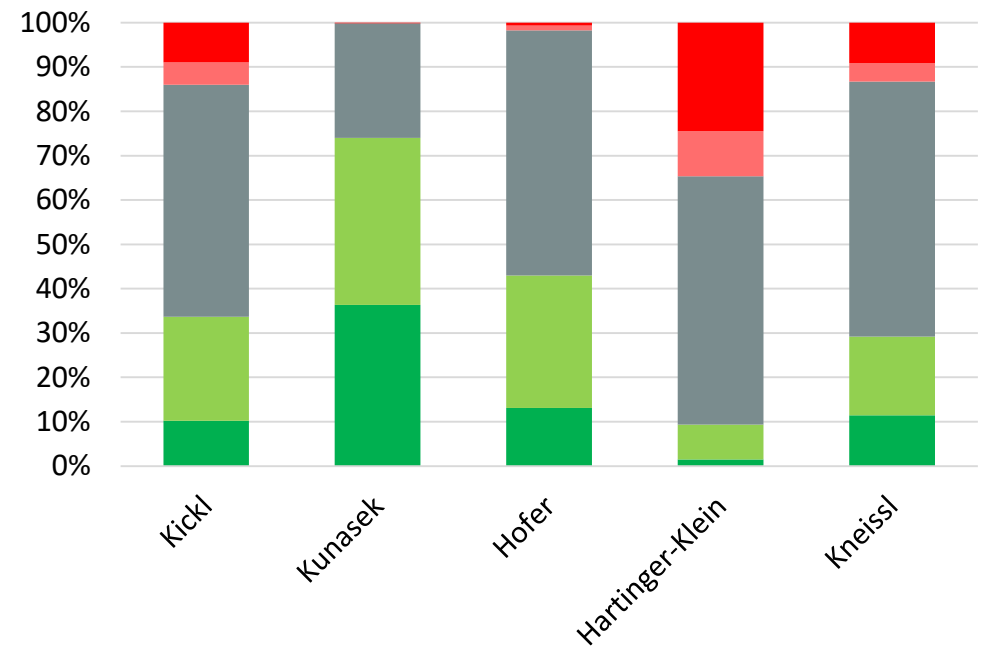


Headline-Analyse: Tonalität MinisterInnen

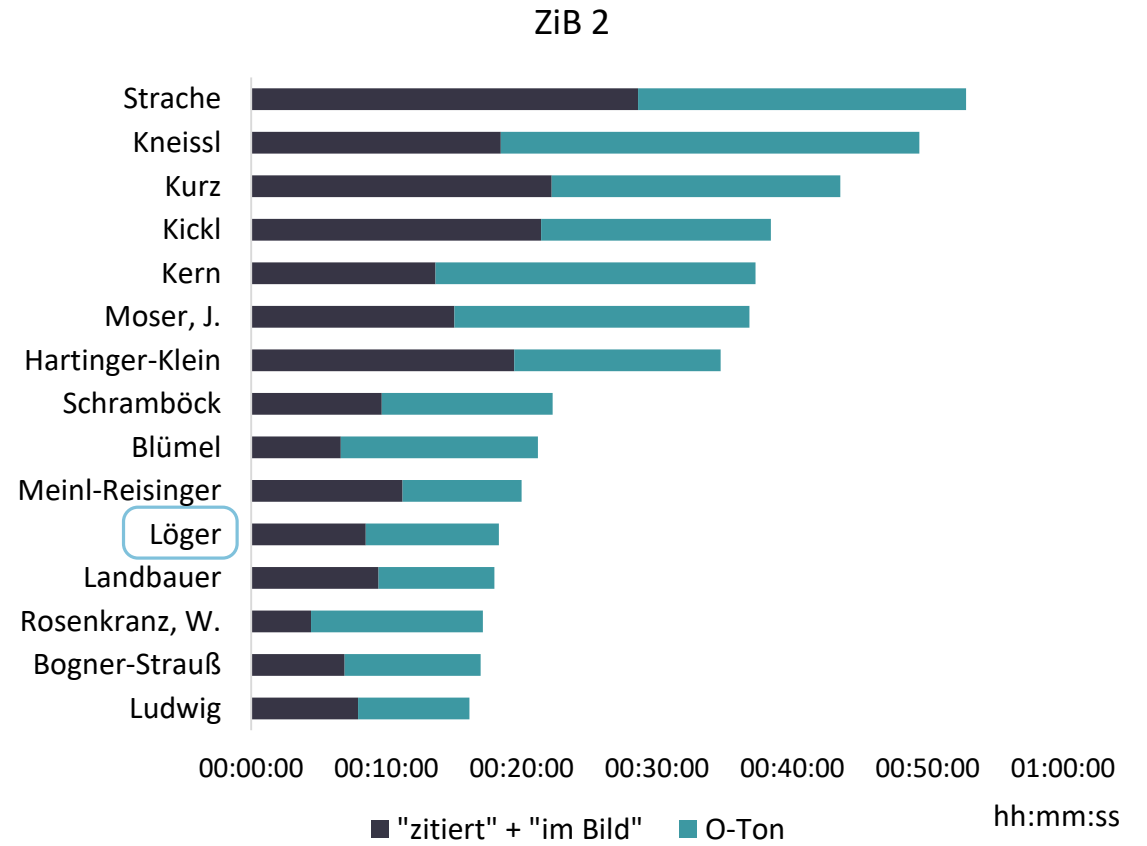
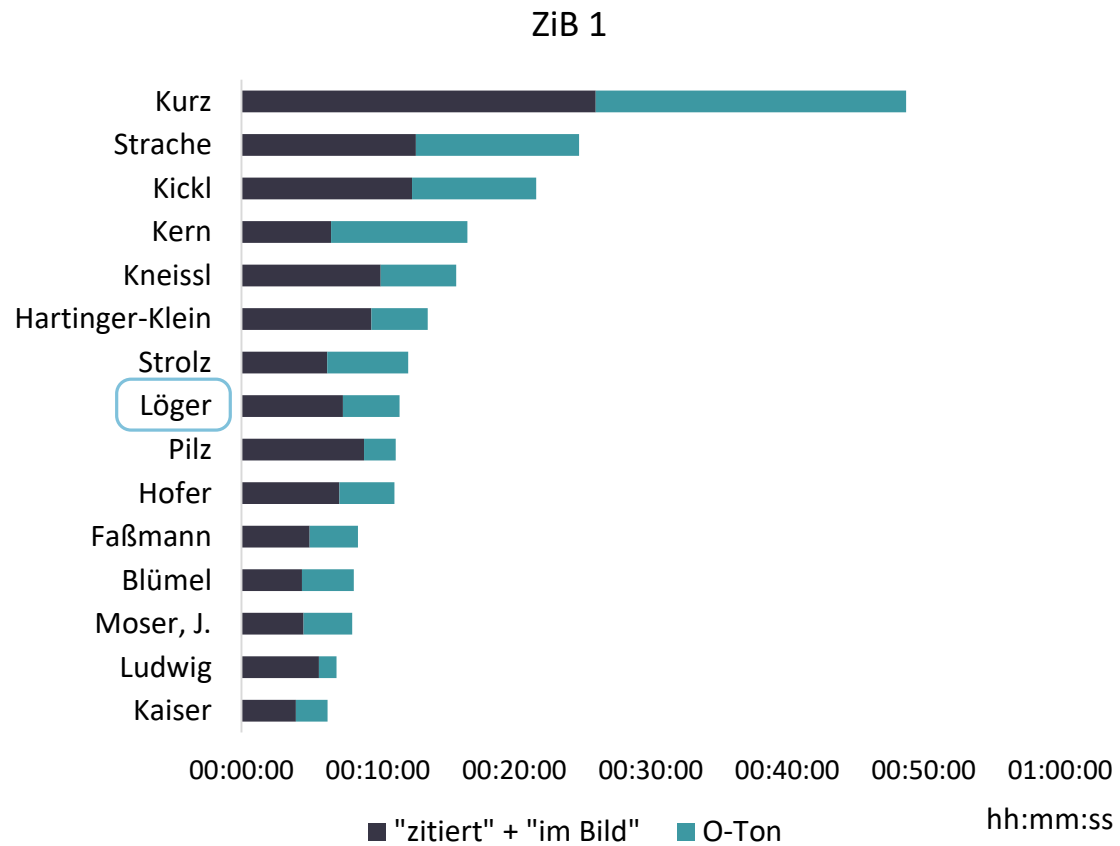
ÖVP-MinisterInnen



FPÖ-MinisterInnen

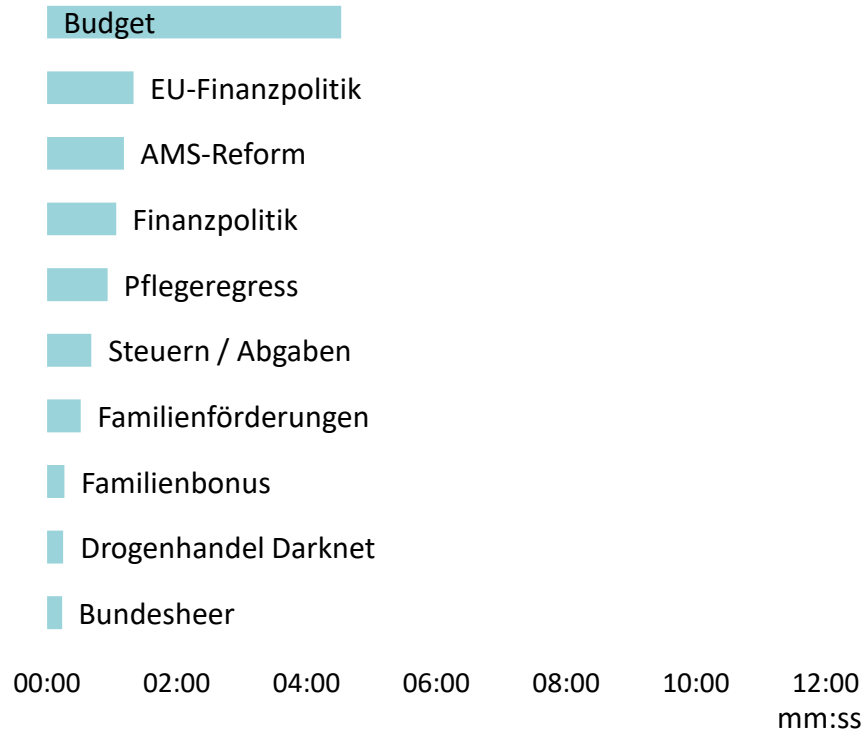


Firstliner-Ranking ZiB 1 & ZiB 2



Top-10-Themen BM Löger – ZiB 1 & ZiB 2

ZiB 1



ZiB 2

