



EXECUTIVE SUMMARY

HIGHLIGHTS FROM THE YEAR

- Editorial mentions decreased 5%
- Potential reach decreased 28%
- Tennis Canada's net tonality trended down and was overall negative



☰ Editorial Mentions

The number of appearances in articles

5k ▼5%

↗ Potential Reach

Approximate number of article views you appeared in

2.9B ▼28%

🗨️ Net Tonality Score

The net change (up or down) in sentiment over the time period

-18 ▼20

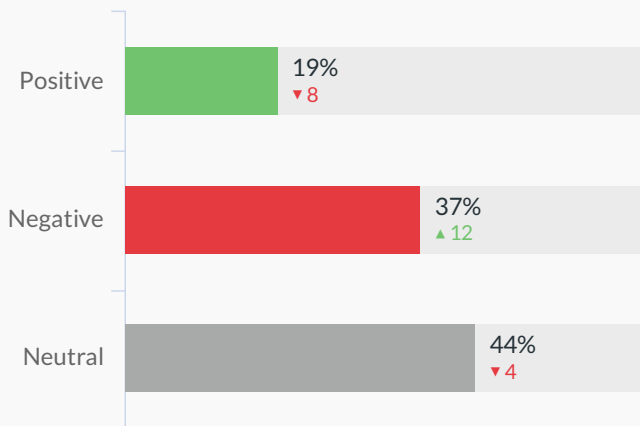
mSCORE **70**

▼26

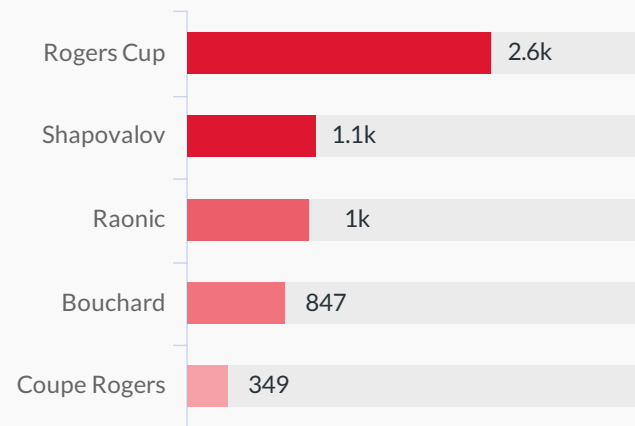
Jan 1, 2018 - Dec 31, 2018

All deltas in this report show change compared to last time period

TONALITY



KEY MESSAGES



MEDIA EXPOSURE

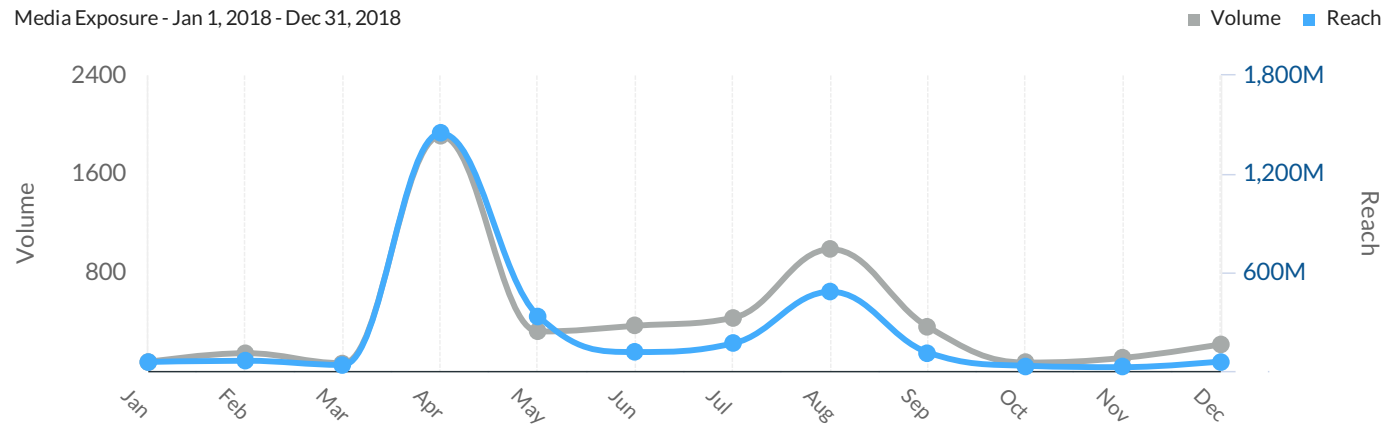
HIGHLIGHTS FROM THE YEAR

- **1** "Le Journal de Montréal" overtook "TVA Sports" as Top Publisher in this period
- Overall reach decreased 28%
- "Le Journal de Montréal" accounted for 7% of volume, followed by "Niagara Falls Review" with 6% share

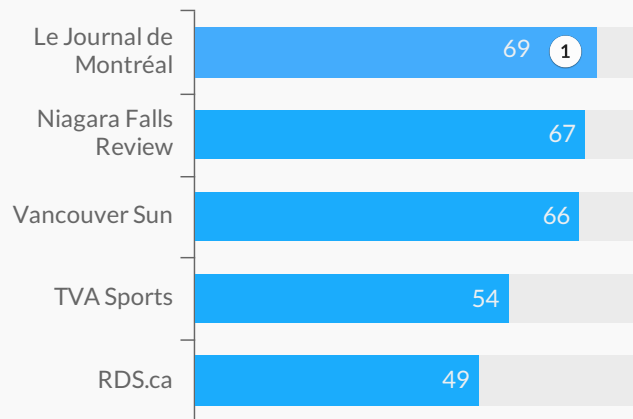


Tennis Canada's exposure decreased 5%

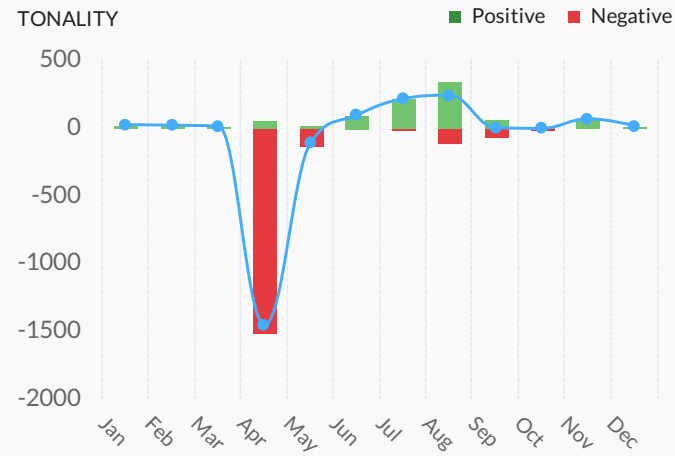
Media Exposure - Jan 1, 2018 - Dec 31, 2018



TOP PUBLICATIONS



TONALITY



TONALITY

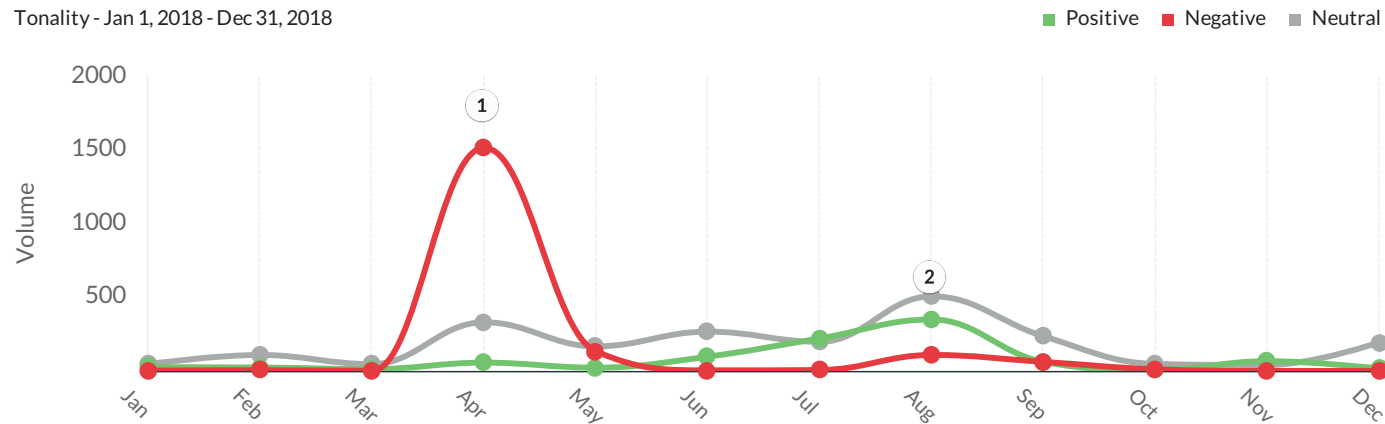
HIGHLIGHTS FROM THE YEAR

- **1** April had the highest volume of 2k negative articles, spiking by a factor of 1510
- **2** August had the highest volume of 348 positive articles, rising 58%
- "Yahoo! Travel", with 252M reach, drove negative sentiment in an article titled "[Victim of Toronto van incident was a professional volunteer](#)"



Tennis Canada's net tonality decreased 20 points

Tonality - Jan 1, 2018 - Dec 31, 2018



ARTICLES WITH MOST IMPACT



Yahoo! Travel | Apr 24

Victim of Toronto van incident was a professional, volunteer

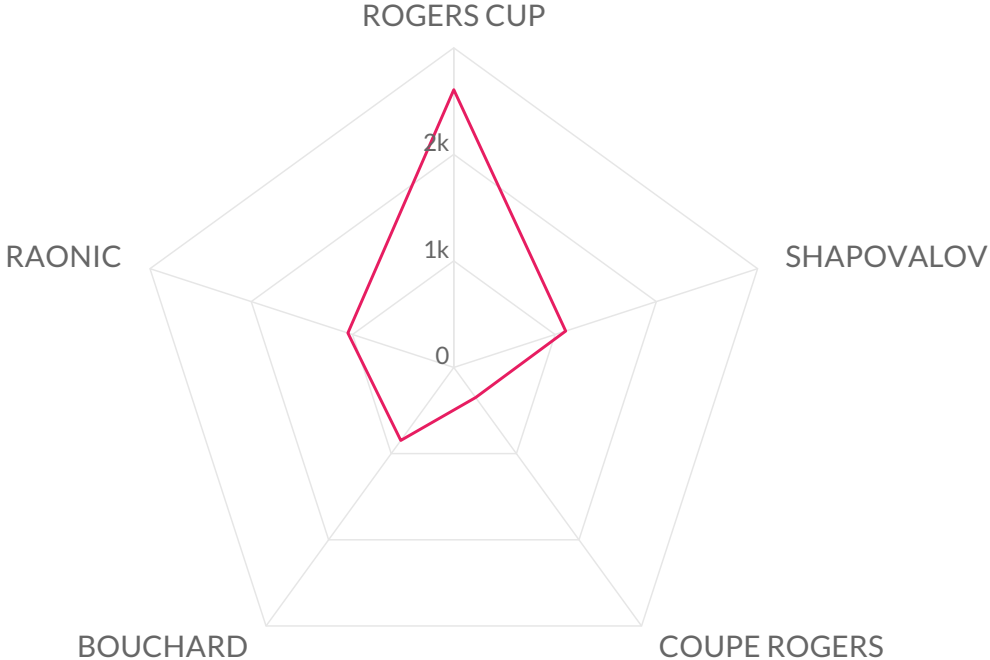
TORONTO (AP) — The first victim publicly identified after a van plowed down a Toronto sidewalk and killed 10 people worked at an investment management firm and enjoyed sports and volunteering. Anne M...

Reach 252M ● Negative

KEY MESSAGES

"Rogers Cup" was Tennis Canada's most mentioned key message

Key Messages - Jan 1, 2018 - Dec 31, 2018



SOCIAL MEDIA EXPOSURE

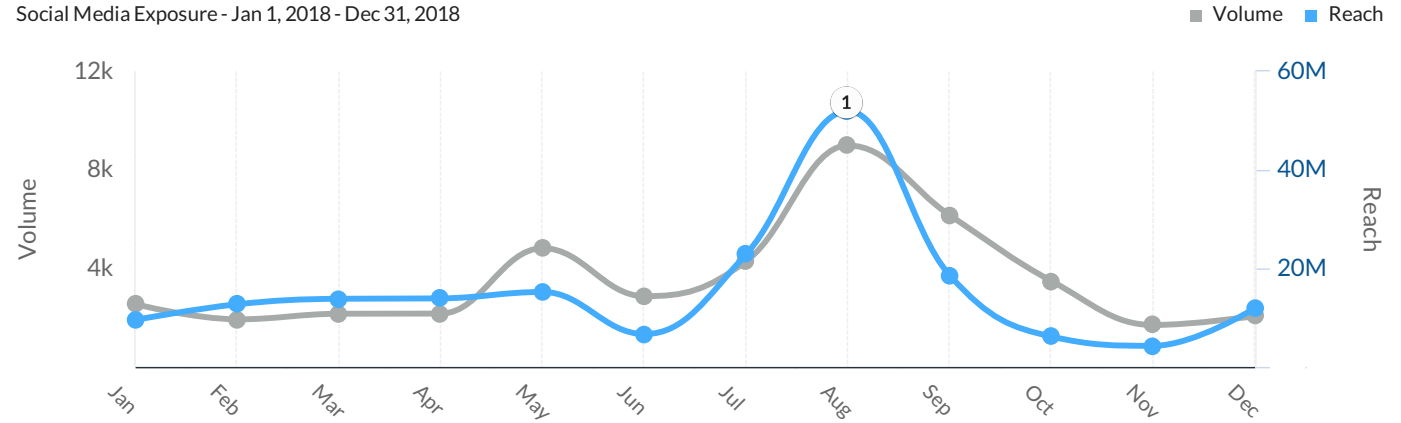
HIGHLIGHTS FROM THE YEAR

- 1 Social volume peaked in August at 9k
- Twitter accounted for 83% of social volume, followed by Instagram with 13% share

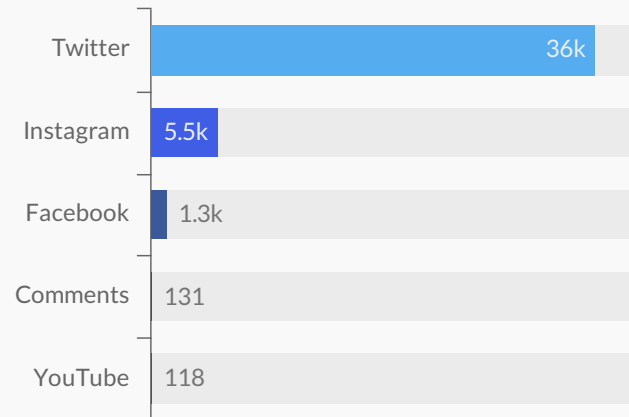


Tennis Canada's social exposure spiked by a factor of 36

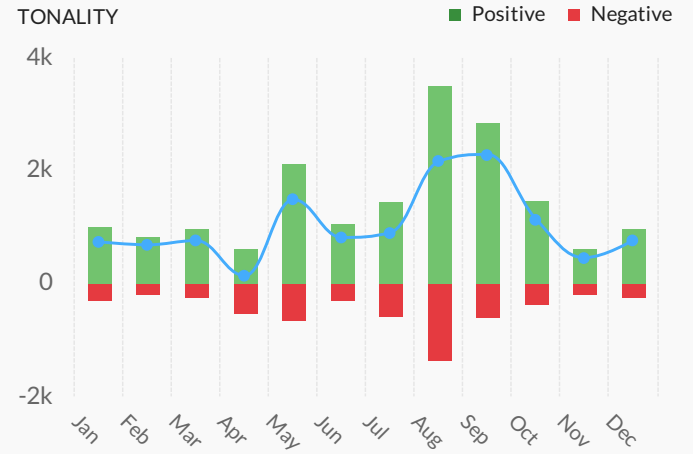
Social Media Exposure - Jan 1, 2018 - Dec 31, 2018



SOCIAL SOURCES



TONALITY



TOP ARTICLES

HIGHLIGHTS FROM THE YEAR

- The top 3 articles combined for a total reach of 58M
- The sentiment was predominantly positive in the top articles with high reach



Forbes had the largest reach of 38.2M

Top Articles - Jan 1, 2018 - Dec 31, 2018



Forbes | Jul 31

FILA Extends Deal With Western & Southern Open Tennis Event In Cincinnati

FILA, the Italian sportswear brand made famous by Swedish tennis star Bjorn Borg, has extended its long-term cooperation with the Western &a...

Reach 38.2M ● Neutral

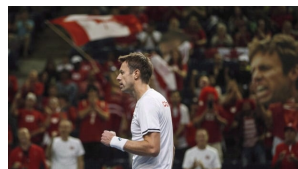


Sports - CBC | Jun 16

Daniel Nestor gets call to the Canada's Tennis Hall of Fame

Veteran doubles great will be inducted on eve of this summer's Rogers Cup

Reach 10.4M ● Positive



Sports - CBC | Aug 6

Daniel Nestor makes way for Canada's 'golden age' ahead of final Rogers Cup

Toronto native won 12 majors, Olympic gold during storied career

Reach 8.9M ● Positive

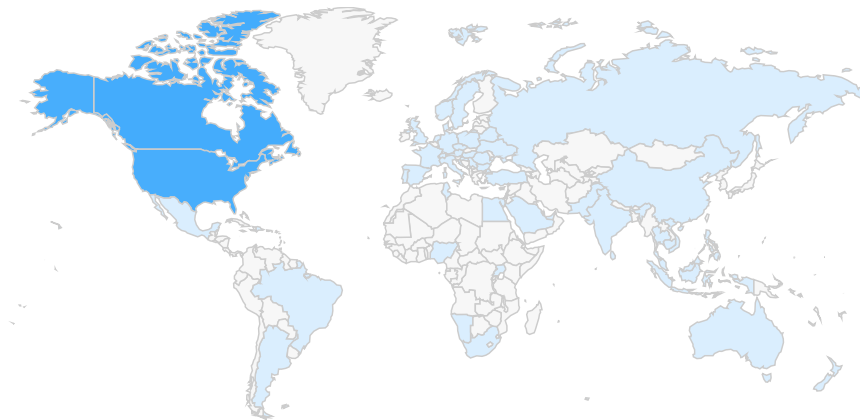
GEO PRESENCE

HIGHLIGHTS FROM THE YEAR











- Tennis Canada was mentioned in 57 total countries in this time period
- The regions North America, Western Europe, and South Asia combined to cover 95% of the total volume in this time period



Canada and United States had the most global coverage



TOP COUNTRIES

 Canada	65%	▲20	 Romania	1%	▶0
 United States	27%	▲12	 Australia	1%	▶0
 France	1%	▼1	 Nigeria	< 1%	▶0
 United Kingdom	1%	▼29	 Switzerland	< 1%	▶0
 India	1%	▼2	 Italy	< 1%	▶0

GEO PRESENCE

HIGHLIGHTS FROM THE YEAR

Ontario and Quebec had the most coverage



TOP STATES/REGIONS

Ontario	27%	▲ 6	Nova Scotia	2%	▶ 0
Quebec	18%	▼ 10	Manitoba	3%	▲ 2
British Columbia	16%	▲ 3	Prince Edward Island	0%	▶ 0
Saskatchewan	6%	▲ 4	Newfoundland and Labrador	0%	▶ 0
Alberta	4%	▲ 1	New Brunswick	0%	▶ 0



TOP PUBLICATIONS

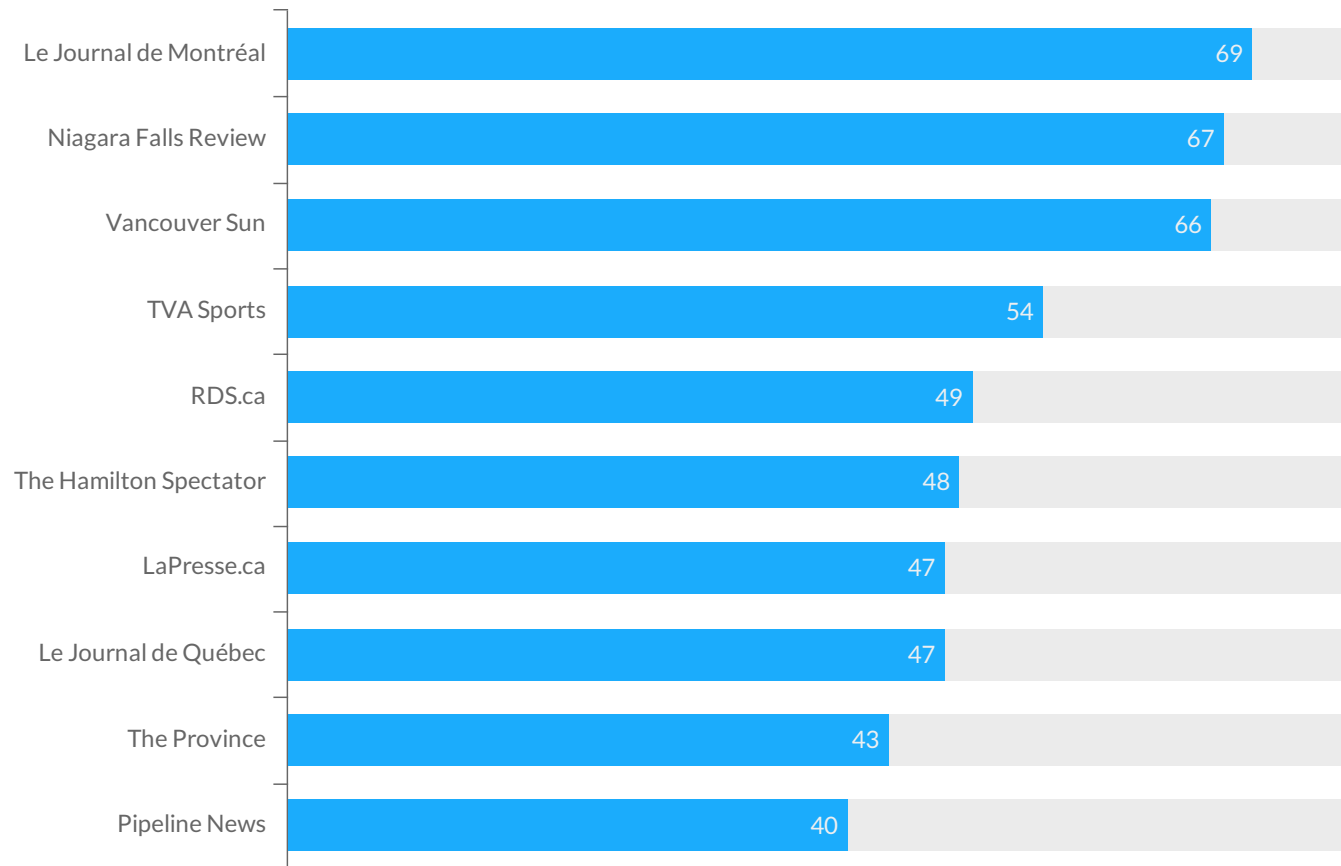
HIGHLIGHTS FROM THE YEAR

- "Le Journal de Montréal", "Niagara Falls Review", and "Vancouver Sun" accounted for 19% of the volume share among the 25 highest publications



Le Journal de Montréal mentioned Tennis Canada the most

Top Publications by Volume - Jan 1, 2018 - Dec 31, 2018



TOP INFLUENCERS

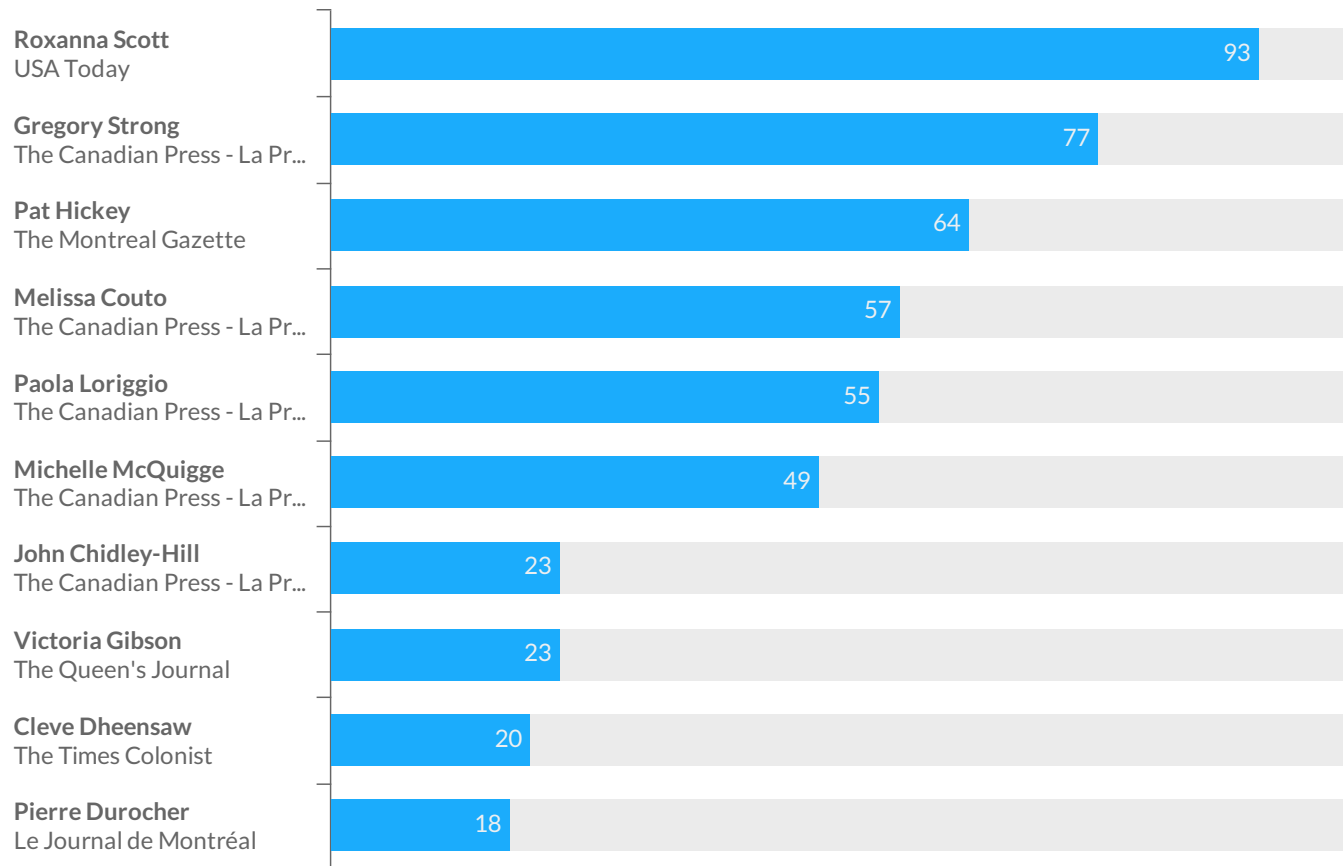
HIGHLIGHTS FROM THE YEAR

- The Canadian Press - La Presse Canadienne, The Montreal Gazette, and Toronto Sun had the most representation among the top 25 Influencers
- The 3 most popular beats among the Influencers are Regional sports, Hockey, and Sporting news & events
- The top 3 Influencers accounted for 36% of the volume among the 25 highest Influencers



Roxanna Scott was the top influencer

Top Editorial Influencers by Volume - Jan 1, 2018 - Dec 31, 2018



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Summary (optional)

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- If a summary is not desired then simply delete this slide