

Media coverage points to Level 3 lockdown preparations

Media coverage research and analysis during the previous suggested the need for clear and regular communication, with calls for President Cyril Ramaphosa to address the nation. This address finally happened on Wednesday, 13 May 2020 changing the narrative and conversations from uncertainty to how relaxed restrictions would work across business and society.



SOURCES - TOP AUDIENCE REACH



#COVID19inSAMedia

For a detailed view, please go to www.ornico.co.za and follow Ornico for weekly analysis

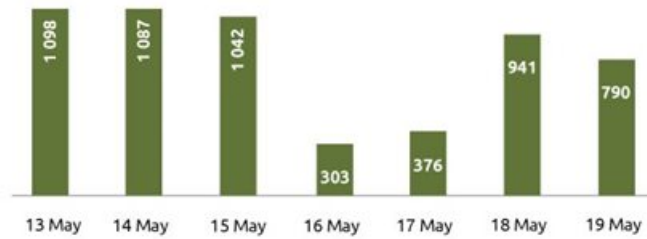


The underlying sentiment following the president's address was that there was a lack of clarity around what is next for the nation, with increased mentions of alert Level 3 restrictions. Media coverage analysis over the past week shows how various ministers and provinces have reacted to the news of possibly relaxed restrictions from Level 4 to Level 3, as well as readiness across provinces. There is still some uncertainty around how some parts of Gauteng, Western Cape and KwaZulu-Natal, with some of the highest cases of the novel coronavirus, may not see relaxed lockdown restrictions.

With South Africa now nearing sixty days in lockdown, business and the general public are looking for direction on how the economy will begin to open. Answering questions during a virtual session of the Gauteng provincial legislature, Gauteng premier, David Makhura said the province is going to Level 3 in June. Questions remain about how other provinces and some affected communities will make the shift to Level 3 or whether some parts of the country might remain on stricter regulations.



DAILY VOLUME OF COVERAGE



PERCENTAGE OF COVERAGE PER MEDIUM



#COVID19inSAMedia

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This week's Covid-19 media coverage analysis infographic is based on a sample of 5,637 media items collected from online, print and broadcast sources from 13 to 19 May 2020. Online and radio remain in the lead with the highest volume coverage across platforms. Radio and TV have the highest numbers of audiences and are among the most trusted news sources by South Africans in both urban and outer lying communities.

COVID-19 CORONAVIRUS MEDIA COVERAGE ANALYSIS

13 - 19 May 2020
765 unique media sources
#COVID19inSAMedia

NATIONAL VS REGIONAL COVERAGE

National media featured the vast amount of COVID-19 coverage – this also includes news websites which sees its share of coverage remaining very high. Most featured regional media are ones from provinces featuring the highest confirmed cases of COVID-19. Reporting patterns remain similar to the previous week.

National
5 101 items
90% of coverage

Western Cape
205 items
4% of coverage

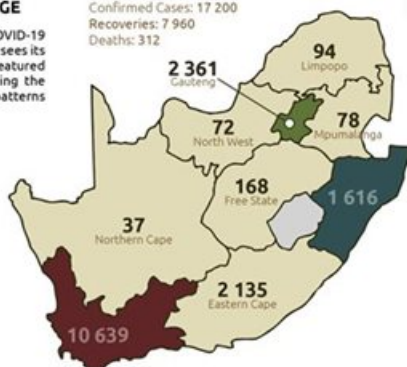
Gauteng
202 items
4% of coverage

Limpopo
32 items
1% of coverage

North West
31 items
1% of coverage

Other
66 items
1% of coverage

Confirmed Cases: 17 200
Recoveries: 7 960
Deaths: 312



LOCAL VS GLOBAL INFECTION

215 COUNTRIES/REGIONS

4 905 839
TOTAL CONFIRMED CASES

1 915 765
TOTAL RECOVERIES

39.05%
RECOVERY RATE

320 398
TOTAL DEATHS

6.53%
DEATH RATE

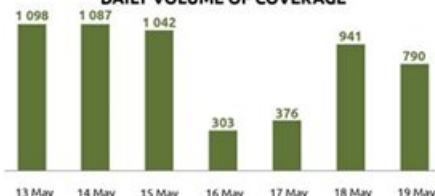
Local data via



Global data via



DAILY VOLUME OF COVERAGE



MOST LISTED JOURNALISTS

Independent's Dineo Faku reports on revenue growth for MTN after good performances in Nigeria and Ghana and Massmart searching for cost reductions – these are featured in various editions of Independent's titles. Sunday Times's Nick Wilson reports on the real estate sector. Minister Ebrahim Patel published an opinion piece on the challenges of lifting the lockdown – also syndicated in various regional editions.

| | | | |
|-------------------|---|--------------------|---|
| Dineo Faku | 9 | Ebrahim Patel | 5 |
| Nick Wilson | 8 | Maya Fisher-French | 5 |
| Siphelele Dlodla | 6 | Liesl Peyper | 5 |
| Poloko Tau | 5 | Nafisa Akabor | 5 |
| Joel Natshitenzhe | 5 | Sthembile Cele | 4 |

PERCENTAGE OF COVERAGE PER MEDIUM

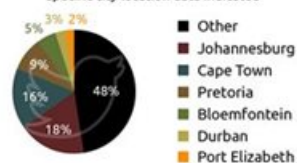


SOURCES - TOP AUDIENCE IMPRESSIONS

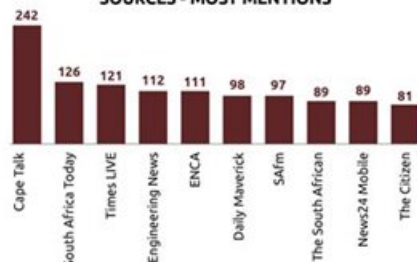


TWITTER CONVERSATIONS PER CITY

Tweet sample size of 529 tweets which had specific city location data indicated



SOURCES - MOST MENTIONS



AFRICA
COVID-19
LOCKDOWN
SOUTH



METHODOLOGY: The following analysis is based on a sample of 5 637 media items collected from online, print and broadcast sources for the period 13 - 19 May 2020. Please note that is only a sample size and not representative of every single mention of COVID-19 in South African media.

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Magazines did not feature and this could be for a number reasons including that most have monthly publication schedules and the review period focuses on the middle of May. It is no secret that some of South Africa's well-known magazine titles have closed down and lockdown restrictions have limited movement across industries, which also affects magazines.

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