

Dow Jones Insight

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*The Royal Wedding Report
Part I*

An Analysis by Dow Jones Insight

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In only a few days, Prince William of Wales and Catherine Middleton will say “I Do” in front of thousands of viewers across the globe. And by the time they tie the knot it will have been one of the largest media events in 2011. After reading the news on the political unrest in Northern Africa and Middle East, the aftermath of the earthquakes and tsunami in Japan or UK Chancellor George Osborne’s Budget for Growth, news of the Royal Wedding was welcomed with a sigh of relief. From wedding souvenirs to a US TV series about the couple, this spectacle is growing and becoming more intriguing as the day is fast approaching.

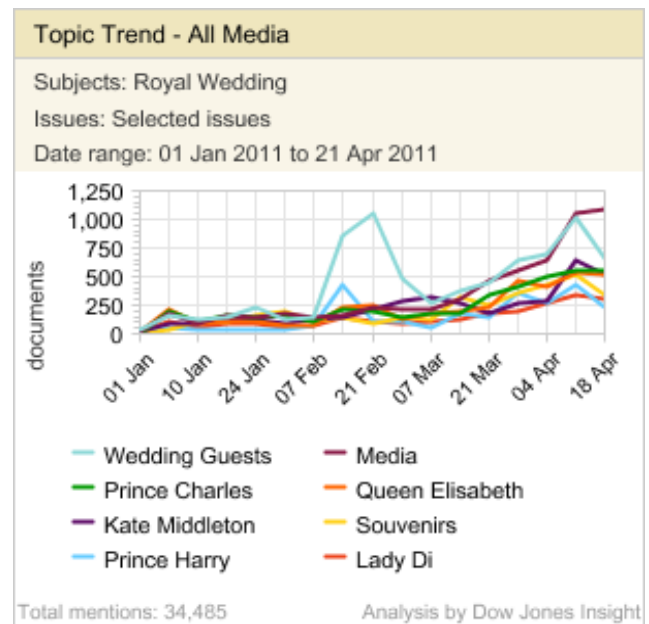
Dow Jones Insight will give readers an initial taster to the topics that drove the conversations in the news since the beginning of the year, highlighting the most prominent issues but also the tone of the coverage itself.

This brief report is the first part of two series, providing readers with charts to highlight a few key findings. The second report, which will be delivered in early May, will concentrate on the topics that drive the news coverage after the Royal Wedding takes place.

Until April 21st, Dow Jones Insight recorded over 104,449 articles, blogs and board discussions. As the chart below illustrates, news coverage and online discussions increased gradually over time, with a large spike observed between April 11th and 17th.

This sudden fluctuation was a result of T-Mobile’s latest ad, a spoof video of the Royal Wedding that went viral during the third week of April. The clip became the internet’s latest sensation, receiving 5 million hits in five days. The ad was discussed by thousands on various online sites, including online news sites, Facebook, Twitter, and blogs as well as discussion boards.

In addition to T-Mobile’s ad, which fell under the ‘Media’ topic (5,447 hits), ‘Wedding Guests’ (7,205 hits) was another dominant topic in the news since the beginning of the year. At the end of February, news speculated heavily on the guest list. While US President Barack Obama and First Lady Michelle were not invited to the wedding, a butcher, postman and pub landlord from Middleton’s village Bucklebury, in Berkshire, received the gold-embossed invitation.



According to the news, Miss Middleton was allegedly interested in her wedding to be a village affair, hence sent invitations to several local businesses. The couple were said to be keen for their guest list to reflect their private mix of friends and acquaintances as well as fellow royals, celebrities and foreign dignitaries.

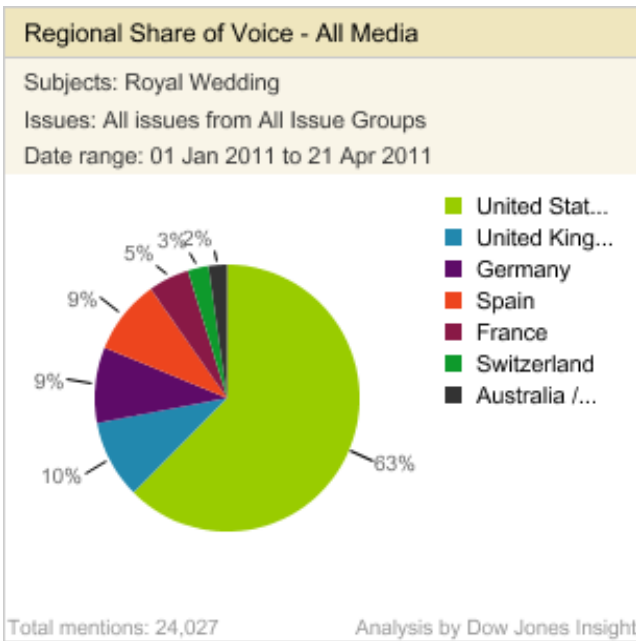
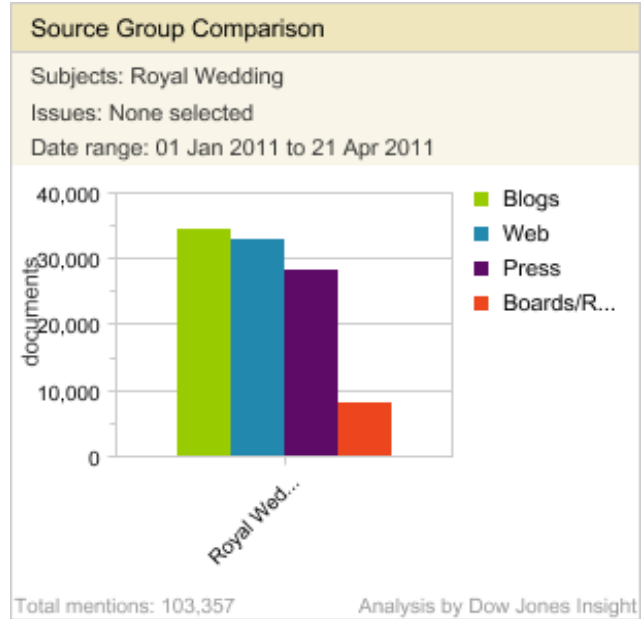
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Around mid-April, rumours snowballed over Miss Middleton’s wedding dress. From Alexander McQueen to Jasper Conran, there were few British fashion houses that had not been reported as Kate Middleton’s choice of wedding dress designer since her engagement to Prince William.

On April 18th, the media triggered new assumptions over the dress. According to some, Sophie Cranston, the founder of the Libelula label, was rumoured to work from a studio, an hour’s drive from Miss Middleton’s home in Berkshire, for discreet visits for fittings.

A regional analysis showed that the discussion of key wedding topics identified by Dow Jones Insight were predominantly discussed in the US (60%), followed by the UK (9%), Germany (9%) and Spain (6%). While blogs drove the coverage in the US and the UK, it was the mainstream media (print and online) that led the conversations in Spain and Germany. In all four leading countries, the dress and guest list were the front runners.



Finally, an overall source analysis demonstrated that the Royal Wedding event mostly appeared in blogs, print as well as online news sites. Perhaps surprisingly compared to discussion forums, Twitter, Facebook, A-list and second-tier blogs were the favourite platforms for people to share and discuss the news.

- Royal Wedding 2011**
Page
14,692 people like this. Like
- Royal Wedding Live**
Page
2,661 people like this. Like
- Royal Wedding on Yahoo! News**
Page
25,433 people like this. Like
- Royal Wedding**
Page
1,665 people like this. Like
- Royal Wedding**
Page
429 people like this. Like
- Royal wedding**
Page
306 people like this. Like
- Royal Wedding**
Page
383 people like this. Like
- royal wedding**
Page
229 people like this. Like
- Royal Wedding**
Page
179 people like this. Like
- The Royal Wedding**
Page
420 people like this. Like

kittraveler: RT @princewilliamUK: RT @kittraveler: NAME THAT PRINCESS POLL: Vote 2 predict Kate Middleton's royal title after Westminster Abbey **Royal Wedding** to Prince...
half a minute ago via [dlvr.it](#) Reply · View Tweet

DangerousMktng: **Royal wedding**: How might refuseniks spend the day? #BBCNews <http://bbc.in/RT6nZy> > I'll be decorating! :-)
less than a minute ago via [TweetDeck](#) Reply · View Tweet

rybkagoldsmith: #watchthisspace going to be putting something very special on for the **royal wedding** - a truly free all inclusive extravaganza on Thomas st
less than a minute ago via [Twitter for iPhone](#) Reply · View Tweet

WISHGIRL123: RT @Preshhus: What are your **Royal Wedding** plans ? For every 25 new followers we are giving away 2 x crown necklaces to lucky followers - RT
less than a minute ago via [web](#) Reply · View Tweet

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Methodology

The findings in this report summarise the results of media analysis performed using Dow Jones Insight. The Dow Jones Insight platform leverages world-class content in 25 languages and innovative technologies to provide a comprehensive and valuable media landscape view, allowing effective analysis across the issues that achieve the most relevant coverage for our clients. Reviewed by Media Consultants, the analysis in this report is provided to highlight key happenings and coverage drivers about the Royal Wedding.

Report Analysis Criteria:

- Languages: All languages, using Dow Jones Intelligent Indexing. Limited text mining in English, French, German and Spanish
- Regions: US, UK, Spain, France, Germany, Switzerland, Australia
- Media Channels: Mainstream Print, Online and Social Media

Definitions:

Concepts

A concept is defined as a subject or topic relevant to the analysis and charted on a graph.

Dow Jones Insight

The Dow Jones Insight platform distils millions of articles and blog postings down to strategic quantitative and qualitative media metrics and provides visual tools to help distinguish relevant coverage drivers and interpretation.

Each engagement is fully supported by the Dow Jones Insight Media Lab. Our Media Analysts develop custom-configured research strategies customised to client specifications and gained years of experience in producing search solutions to generate comprehensive quantitative and qualitative media measurements.

With Dow Jones Insight's media analysis, you can:

- Track drivers of corporate reputation
- Understand issues and trends in time to act
- Visualise "hot spots" in media coverage
- Ensure accurate and reliable media measurement
- Defend budgets and measure the return on investment for your campaigns

For more information visit

www.solutions.dowjones.com/insight