

CSA 2020
ANNUAL MEDIA
REPORT

CSA 2020



CSA 2020
MEDIA REPORT 2019

SUMMARY

15 Press Releases

10+ Speaking Engagements

28 Media Interviews

3 Award Nominations

1 Award Win

3 Press Conferences

1 Press Tour

000+ Published Articles

435M Coverage Views

28,000 Social Shares

Clean Shipping Alliance 2020

Between 01 January 2019 and 23 December 2019, the CSA 2020 Secretariat created and distributed 15 press releases and secured speaking opportunities at more than ten industry conferences and seminars.

We were successful in securing three award nominations and one award win.

We arranged a number of 1-2-1 interviews with journalists and encouraged direct media contact.

Throughout the course of the year, the work we have carried out on your behalf has created greater awareness of the environmental benefits of marine exhaust gas cleaning systems, with more than an estimated 900 separate published articles achieving an estimated potential reach of 435 Million.

EXECUTIVE SUMMARY

HIGHLIGHTS FROM THE YEAR

☰ Editorial Mentions

The number of appearances in articles

988

↗ Potential Reach

Approximate number of article views you appeared in

435M

🗨️ Net Tonality Score

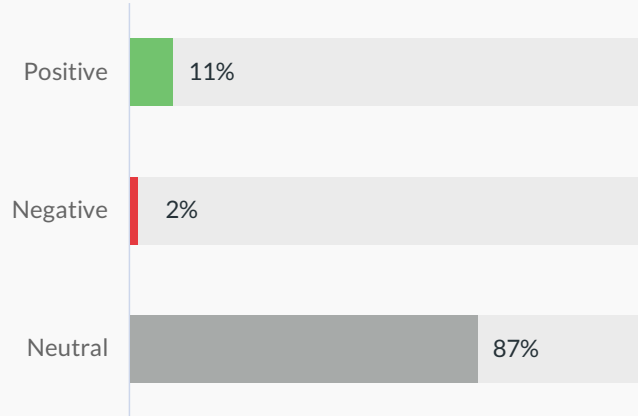
The net change (up or down) in sentiment over the time period

+9

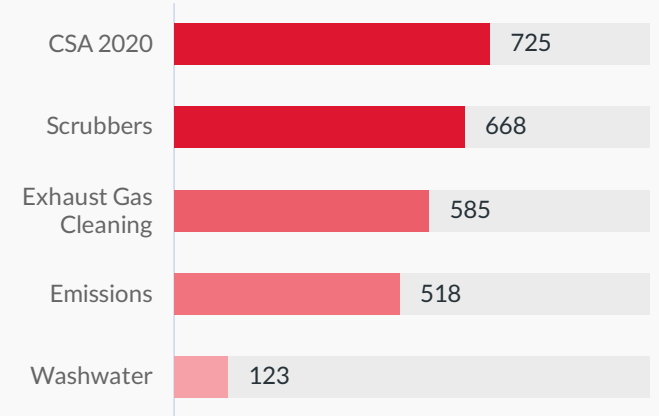
mSCORE **100**

Jan 1, 2019 - Dec 31, 2019

TONALITY



KEY MESSAGES



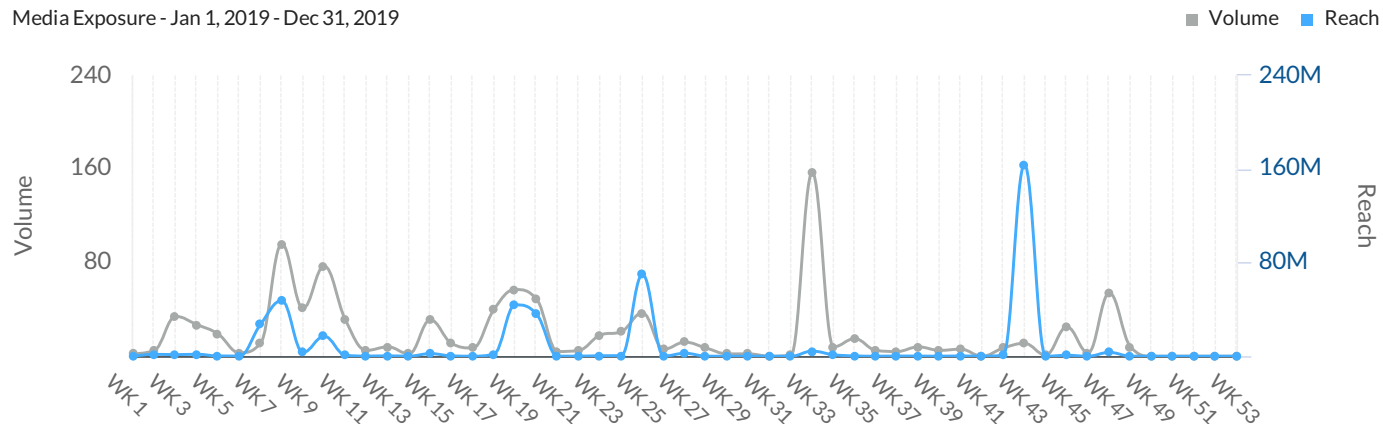
MEDIA EXPOSURE

HIGHLIGHTS FROM THE YEAR

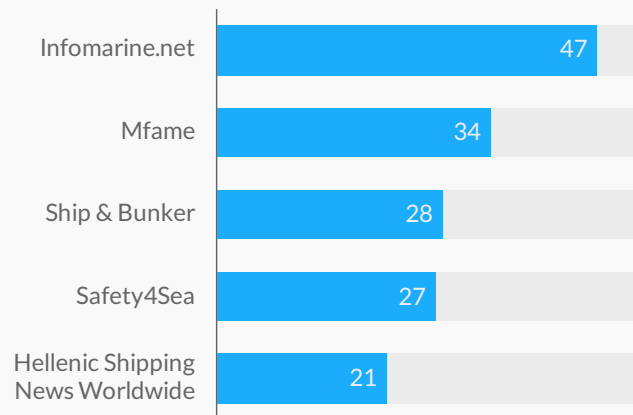
- "Infomarine.net" accounted for 12% of volume, followed by "Mfame" with 9% share

CSA 2020's media exposure was highest in week 33

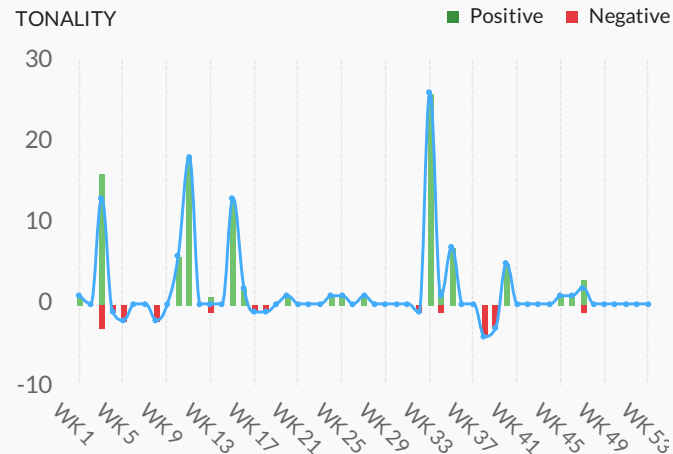
Media Exposure - Jan 1, 2019 - Dec 31, 2019



TOP PUBLICATIONS



TONALITY



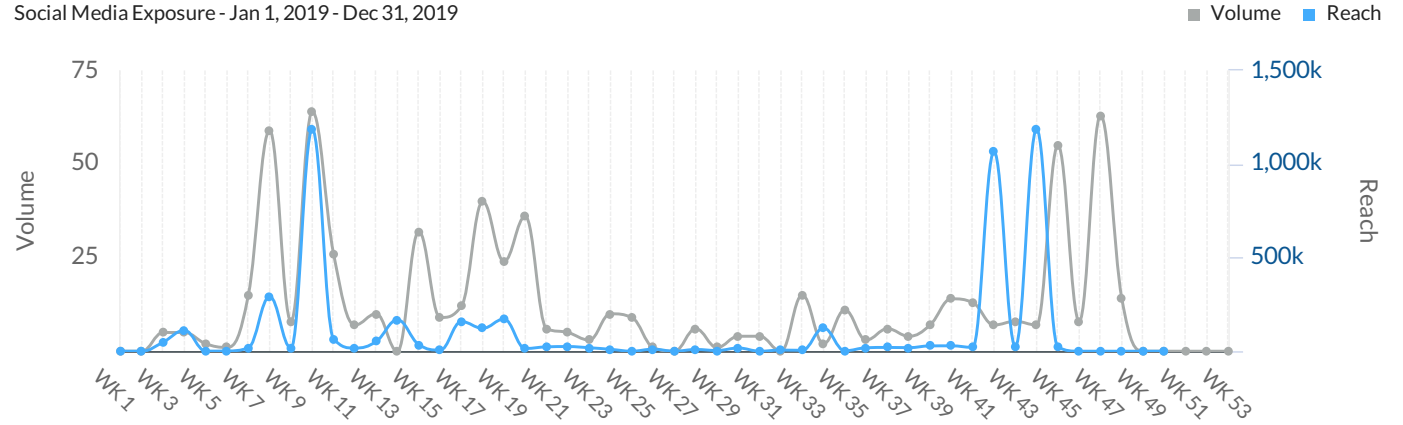
SOCIAL MEDIA EXPOSURE

HIGHLIGHTS FROM THE YEAR

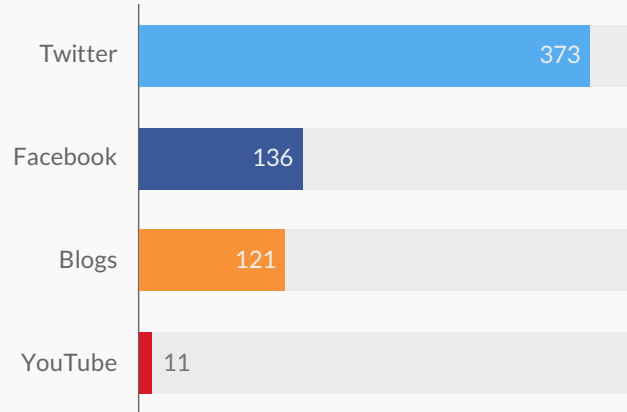
- Twitter accounted for 58% of social volume, followed by Facebook with 21% share

CSA 2020's social exposure was highest in week 10

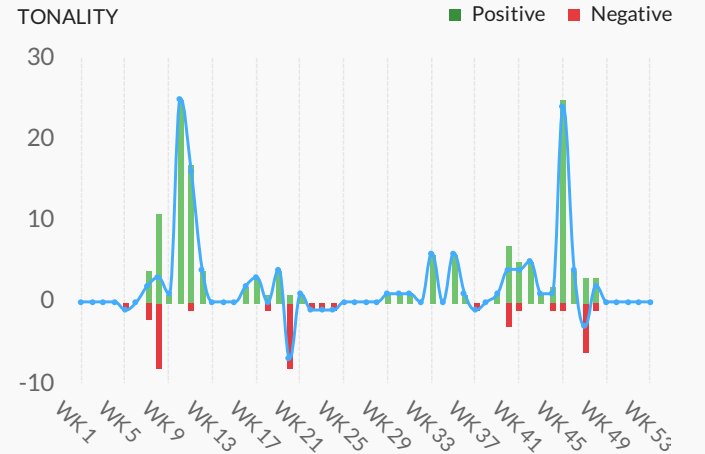
Social Media Exposure - Jan 1, 2019 - Dec 31, 2019



SOCIAL SOURCES



TONALITY



TOP ARTICLES

HIGHLIGHTS FROM THE YEAR

- The top 24 articles combined for a total reach of 339M

The Independent (eClips Web) had the largest reach of 53.9M

Top Articles - Jan 1, 2019 - Dec 31, 2019

The Independent (eClips Web) | Oct 27

Environmental â cheat devicesâ fitted to thousands of ships could render UK ports unusable

Environmental â cheatâ devices fitted to thousands of ships could render some UK ports unusable by contaminating sediment and increasing ...

Reach 53.9M ● Neutral



The Independent | Oct 27

Environmental 'cheat devices' fitted to thousands of ships could render UK ports unusable

'Scrubbers' may pollute sea instead of air despite complying with new legislation

Reach 53.9M ● Neutral

Yahoo! Finance | Feb 21

Port Report: Maersk Results Gain From U.S. Container Import Binge And Higher Detention Fees

Maersk saw operating profit for 2018 increase slightly despite a 26 percent jump in revenue as fuel prices continue to catch the world's big...

Reach 39.2M ● Neutral

今日头条 | May 17

【船舶管理】MPA Singapore成立海上网络安全中心|2019-5-17

1. MPA Singapore成立海上网络安全中心。新加坡海事及港务管理局(MPA)周四成立了一个新的24/7海上网络安全运营中心(MSOC),旨在通过早期发现和应对海上关键信息基础设施(CII)可能遭受的网络攻击,从而提升新加坡的海上网络安全态势。2. IEA:到目前为止, ...

Reach 35.3M ● Neutral

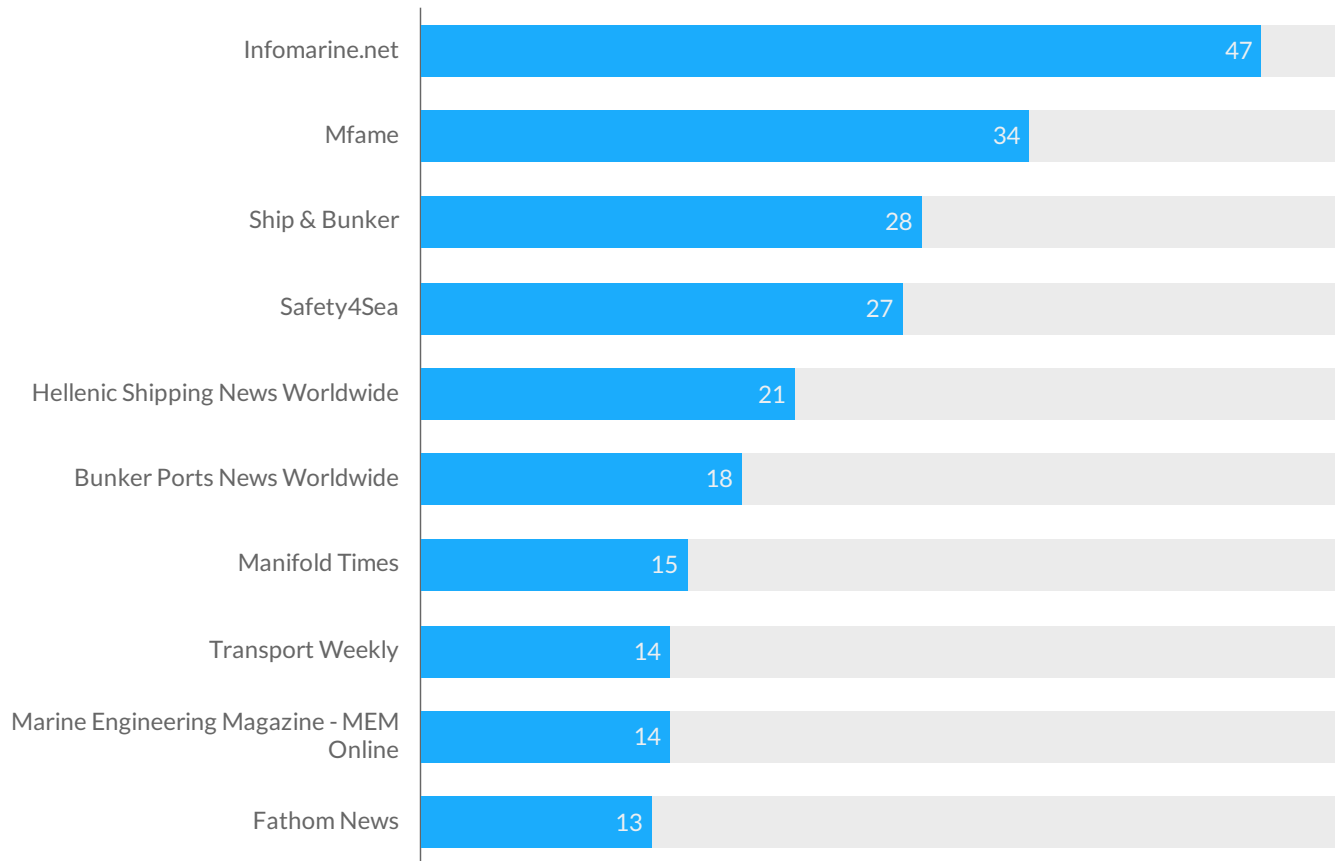
TOP PUBLICATIONS

HIGHLIGHTS FROM THE YEAR

- "Infomarine.net", "Mfame", and "Ship & Bunker" accounted for 28% of the volume share among the 25 highest publications

Infomarine.net mentioned CSA 2020 the most

Top Publications by Volume - Jan 1, 2019 - Dec 31, 2019



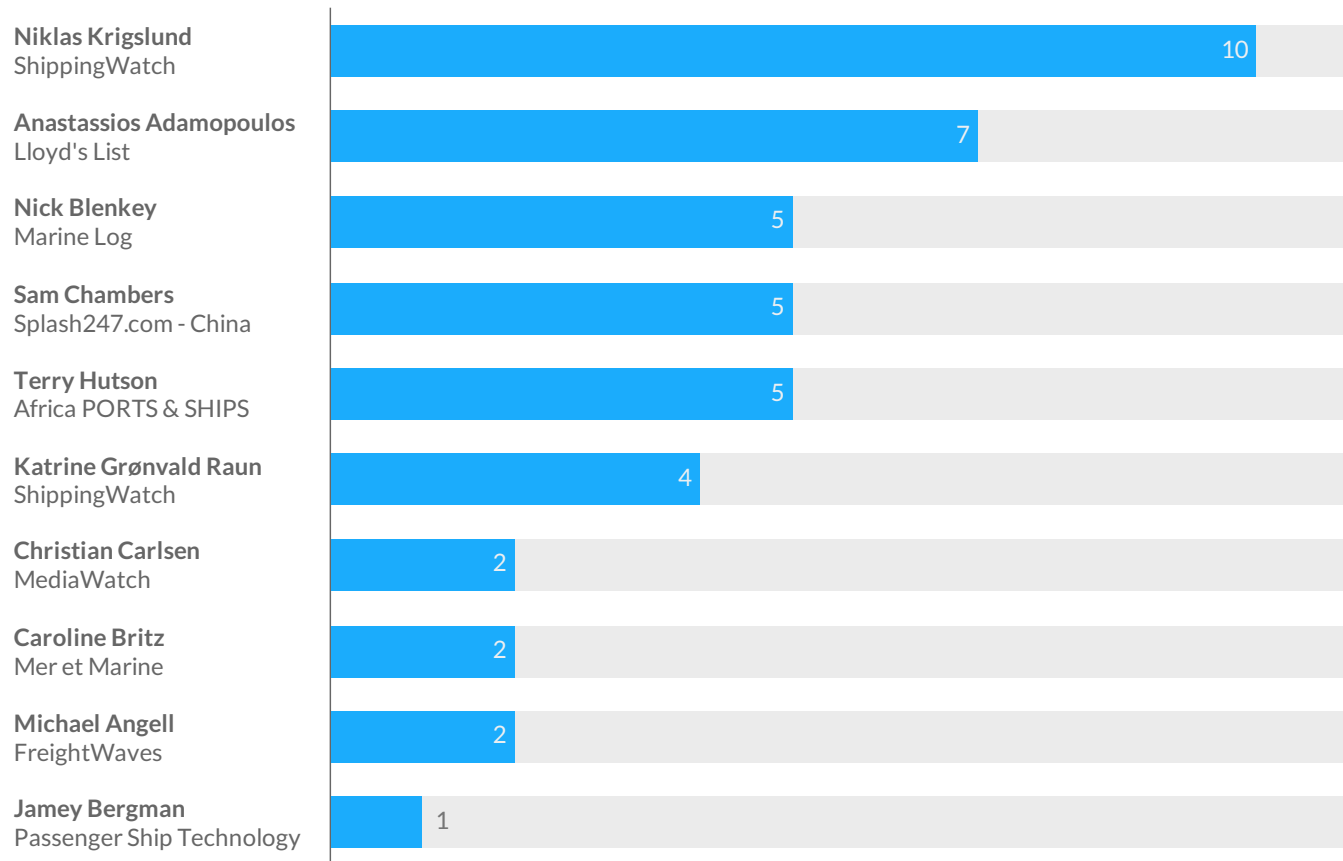
TOP INFLUENCERS

HIGHLIGHTS FROM THE YEAR

- Lloyd's List, ShippingWatch, and Marine Log had the most representation among the top 19 Influencers
- The 3 most popular beats among the Influencers are Ships, boats and maritime, Docks and harbors, and Transportation and freighting
- The top 3 Influencers accounted for 42% of the volume among the 19 highest Influencers

Niklas Krigslund was the top influencer

Top Editorial Influencers by Volume - Jan 1, 2019 - Dec 31, 2019



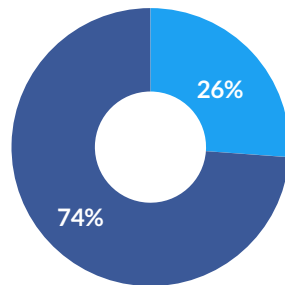
SOCIAL ECHO



HIGHLIGHTS FROM THE YEAR

- The Independent had the most popular article on social media with 415 shares

421 articles were shared 5.6k times on social media

Social Echo - Jan 1, 2019 - Dec 31, 2019



 Twitter	1.5k
 Facebook	4.1k

MOST SHARED ARTICLES



The Independent | Oct 27

Environmental 'cheat devices' fitted to thousands of ships could render UK ports unusable

'Scrubbers' may pollute sea instead of air despite complying with new legislation

Reach 54M ● Neutral



 109  306

Marine Insight | Nov 21

Malaysia Prohibits Use Of Open-Loop Exhaust Gas Cleaning Systems, CSA 2020 Disappointed

Members of the Clean Shipping Alliance 2020 have expressed disappointment in Malaysia's decision to prohibit the use of open-loop exhaust ga...

Reach 515k ● Neutral

 10  358

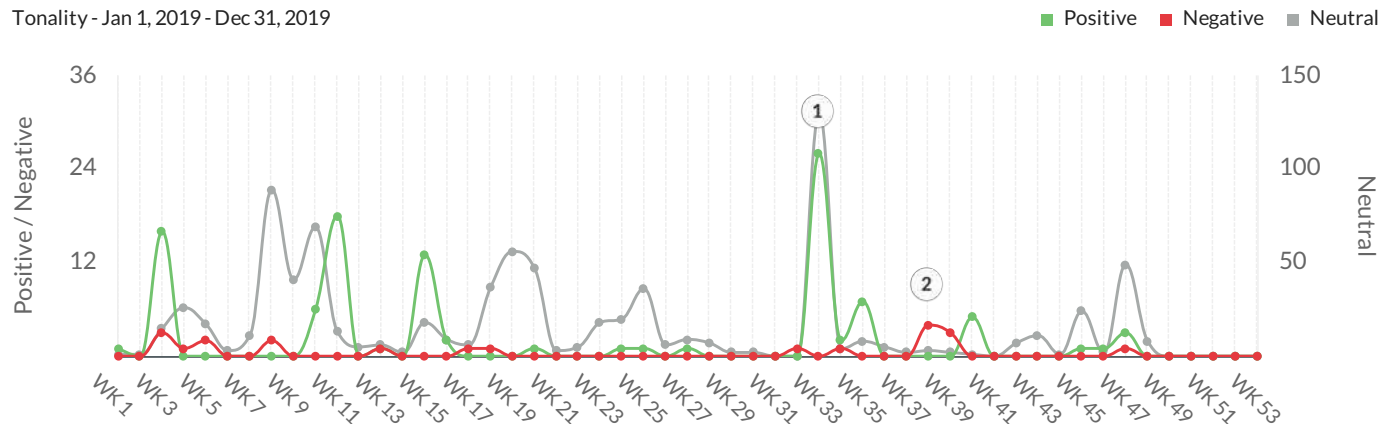
TONALITY

HIGHLIGHTS FROM THE YEAR

- **1** Week 33 had the highest volume of 26 positive articles
- **2** Week 38 had the highest volume of 4 negative articles
- "The Independent", with 53.9M reach, mentioned CSA 2020 in "Environmental â cheat devicesâ fitted to thousands of ships could render UK p..."

CSA 2020's net tonality was overall positive

Tonality - Jan 1, 2019 - Dec 31, 2019



ARTICLES WITH MOST IMPACT

The Independent (eClips Web) | Oct 27

Environmental â cheat devicesâ fitted to thousands of ships could render UK p...

Environmental â cheatâ devices fitted to thousands of ships could render some UK ports unusable by contaminating sediment and increasing the cost of dredging, authorities fear. Last month, The Ind...

Reach 53.9M • Neutral



The Independent | Oct 27

Environmental 'cheat devices' fitted to thousands of ships could render UK ports...

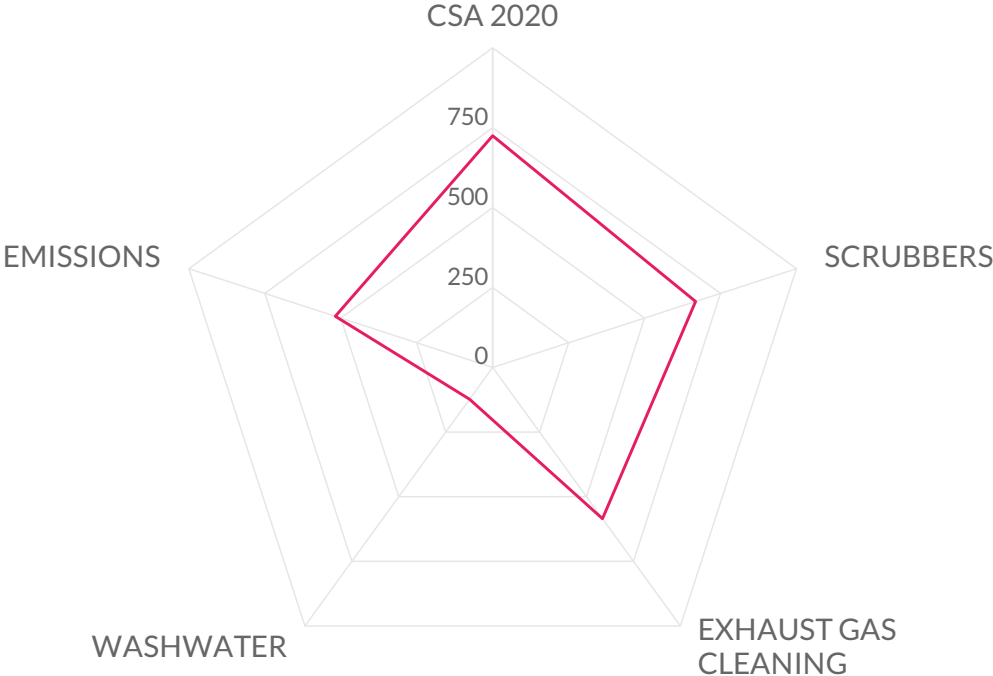
'Scrubbers' may pollute sea instead of air despite complying with new legislation

Reach 53.9M • Neutral

KEY MESSAGES

"CSA 2020" was CSA 2020's most mentioned key message

Key Messages - Jan 1, 2019 - Dec 31, 2019

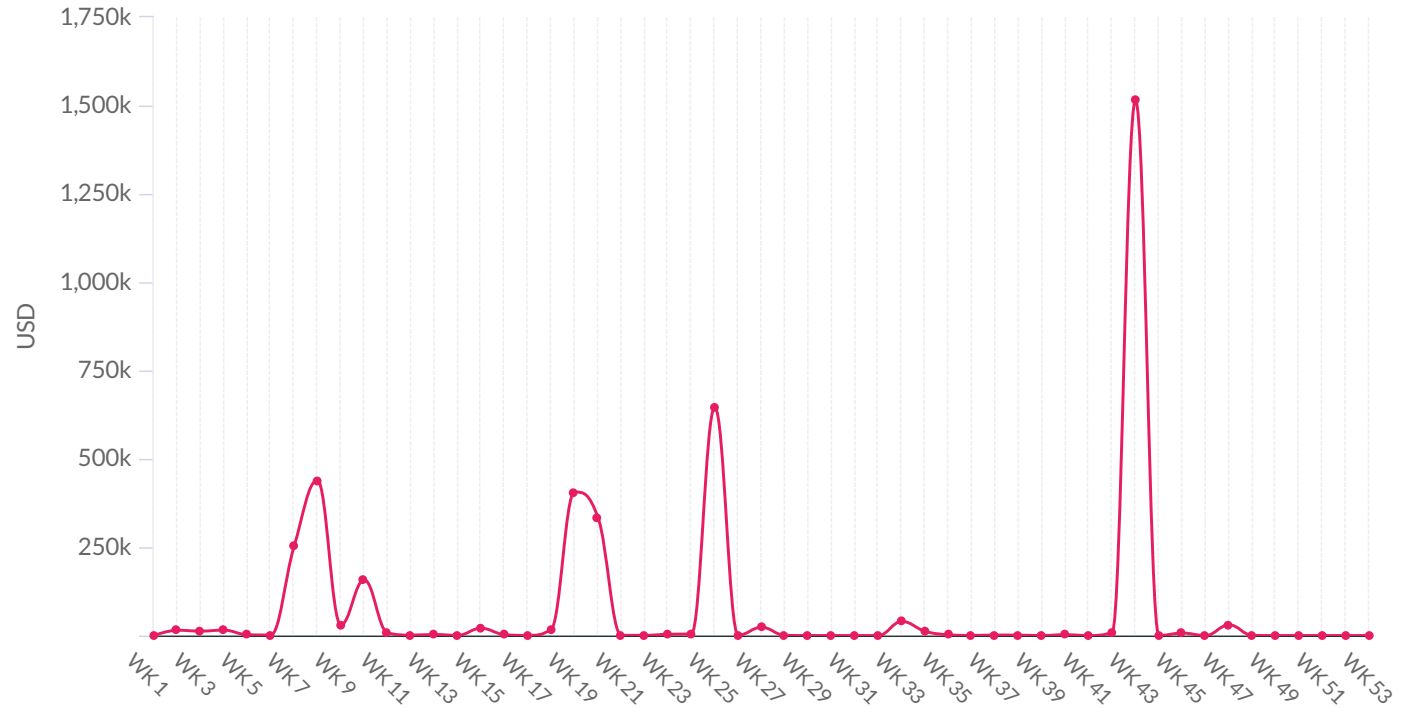


AVE

HIGHLIGHTS FROM THE YEAR

CSA 2020's total AVE was \$4M

AVE - Jan 1, 2019 - Dec 31, 2019



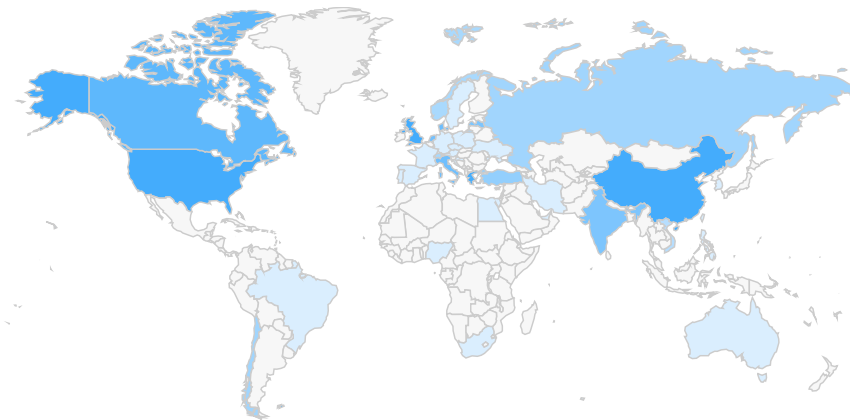
\$4M

GEO PRESENCE











HIGHLIGHTS FROM THE YEAR

- CSA 2020 was mentioned in 37 total countries in this time period
- The regions North America, Western Europe, and East Asia combined to cover 69% of the total volume in this time period

United States and United Kingdom had the most global coverag...



TOP COUNTRIES

 United States	25%	 Singapore	2%
 United Kingdom	21%	 Denmark	2%
 Mainland China	16%	 Italy	2%
 Greece	11%	 Netherlands	2%
 Canada	3%	 India	2%

WORD CLOUD

HIGHLIGHTS FROM THE YEAR

- "Clean Shipping Alliance" (645)
"ships" (291)
"exhaust gas cleaning systems" (275)
- The above 3 keywords covered 27% of the mentions across the top 25

CSA 2020's most popular keyphrase was "Clean Shipping Allian..."

Word Cloud - Jan 1, 2019 - Dec 31, 2019



MEDIA COVERAGE REPORT

Click on the link below to view your annual published media content:

[2019 published content](#)