

24 Hour Client Report

Netflix Canada: 2020 Oscars

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Feb. 25, 2020



OSCARS 2020

File Type	Publish Date	Outlet Name	City	Media Type	Province	P.E.S.O.	Tone	Bonus	Brand Mention	Placement	Image	Prominent
	02/09/2020	nationalpost.com	National	Website	CDN	Earned	Negative	No	Yes	Yes	Yes	Yes
	02/09/2020	cbc.ca/news/entertainment	National	Website	CDN	Earned	Positive	No	Yes	Yes	Yes	No
	02/09/2020	huffingtonpost.ca	National	Website	CDN	Earned	Positive	No	Yes	Yes	Yes	Yes
	02/09/2020	castanet.net	National	Website	CDN	Earned	Balanced	No	Yes	Yes	No	No
	02/10/2020	windsorstar.com	National	Website	CDN	Earned	Negative	No	Yes	Yes	No	No
	02/10/2020	thestar.com/entertainment	National	Website	CDN	Earned	Positive	No	Yes	Yes	Yes	Yes
	02/10/2020	globalnews.ca/news	National	Website	CDN	Earned	Positive	No	Yes	Yes	No	No
	02/10/2020	business.financialpost.com	National	Website	CDN	Earned	Negative	No	Yes	Yes	No	Yes
	02/10/2020	theglobeandmail.com	National	Website	CDN	Earned	Negative	No	Yes	Yes	No	No
	02/10/2020	ca.finance.yahoo.com	National	Website	CDN	Earned	Positive	No	Yes	Yes	Yes	Yes
Clips	10											
Reach	21,235,000											
Tone (Positive)	50.00%											
Tone (Balanced)	10.00%											
Tone (Negative)	40.00%											

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1. Executive Summary

Netflix's top 10 earned news coverage at the 2020 Oscars received an overall **MRP score of 71 per cent**, with a **total reach of 21,235,000**. The tone analysis was used in the calculation of this MRP score, which will be mentioned later on in the report. A quick overview of the MRP Quality Results with the criteria discussed later on in this report.

The coverage that had a wider reach was mostly Netflix-prominent, but they were either casting Netflix as a shadow, losing to *Parasite*, mentioning the loss despite the rumoured expensive campaign. A wide audience has likely received the message that *Parasite* still made history despite all of the streaming service's costs and 24 nominations, and Netflix only winning two Awards despite the collection of A-listers.

The top outlets in which it earned coverage in Canada are: The Globe and Mail, The National Post, Huffington Post (Canada), CBC News and Yahoo! Finance Canada. All coverage in this report is from online media.

In the Globe and Mail, *Parasite* sweeping the top categories was the focus, and Netflix was mentioned towards the end of the article negatively, having spent \$100 million on its Oscars campaign, being nominated 22 times, yet only taking home two awards, *Irishman* losing best picture. The audience reach was 7,586,000.

In the National Post, the coverage cast a negative light on Netflix right from the headline, focusing on all the nominees who ended up at the bottom and the A-listers who went home empty-handed. And also mentioning the "mountains of cash thrown into the Oscars campaign." This reached an audience of 5,702,000.

The third widest-reaching piece of coverage was from Huffington Post (Canada), originally from HuffPost US, and was positive. It was a feature story about Reichert, Netflix-film director who won an Award, despite her chemotherapy journey, and the Obamas were thoroughly mentioned throughout many of the pieces of coverage for the winning film (which will be touched upon later). This reached 2,018,000 people.

CBC also covered Netflix for the 2020 Oscars, but the streaming service was not prominently mentioned. The coverage focused on *Parasite* making history as the first non-English language to win an Academy Award for best picture, and mentioned how *The Irishman* lost to it. The article mentioned a few Netflix wins and featured the Obamas, and a tweet Barack Obama posted congratulating the filmmakers behind *American Factory*, one of the winners. This reached an audience of 1,489,000.

The final top coverage mentioned is Yahoo! Finance Canada. Although it was mentioned the platform's strongest award show contender ending the night with zero recognition (*The Irishman*), the piece mentioned the benefits of Netflix losing out to many of its competitors and how a "post-nomination pop" has a greater response than a muted response following a win due to the nature of the streaming service. It was pretty much a "who cares about what the Oscars think, it had the lowest viewership yet, here are all the benefits of Netflix and the perks of not winning" piece of coverage and reached 1,474,000 people.

2. Quick Overview - MRP Quality Results

MRP Quality by Reach	Yes	No
Bonus	0	21,235,000
Brand Mention	21,235,000	0
Placement	21,235,000	0
Image	11,170,000	10,065,000
Prominent	10,076,000	11,159,000

Quantity by MRP Quality Criteria	Yes	No
Bonus	0	10
Brand Mention	10	0
Placement	10	0
Image	5	5
Prominent	5	5

Criteria	Clips	Reach		
Bonus	0	0%	-	0%
Brand Mention	10	100%	21,235,000	100%
Placement	10	100%	21,235,000	100%
Image	5	50%	11,170,000	53%
Prominent	5	50%	10,076,000	47%

MRP Quality by Reach	Yes	No
Bonus	0	21,235,000
Brand Mention	21,235,000	0
Placement	21,235,000	0
Image	11,170,000	10,065,000
Prominent	4,374,000	16,861,000

Note: Given that this was earned media and that we did not have figures for the budget spent on the Oscars campaign, we did not include any budget in the report, thus we do not include any cost-based figures.

3. Coverage Synopsis

Brand mention: Obviously if Netflix was mentioned in the story (yes for all coverage mentioned).

Placement: Again, given the nature of the event, we placed a focus on whether Netflix was mentioned as per ranking, specifically if the nature of the story was about any Netflix movies winning or losing. All of the pieces of coverage touched on the wins/losses for the streaming service during the 2020 Oscars. Almost all of the stories covered mentioned both the wins and losses during the night for Netflix, focusing on *The Irishman* being defeated by *Parasite* despite all of its nominations.

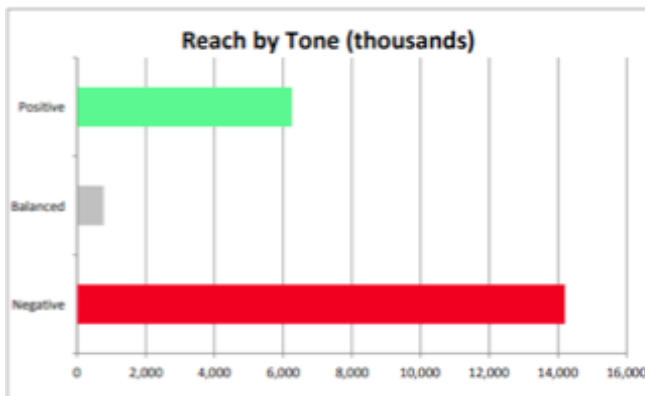
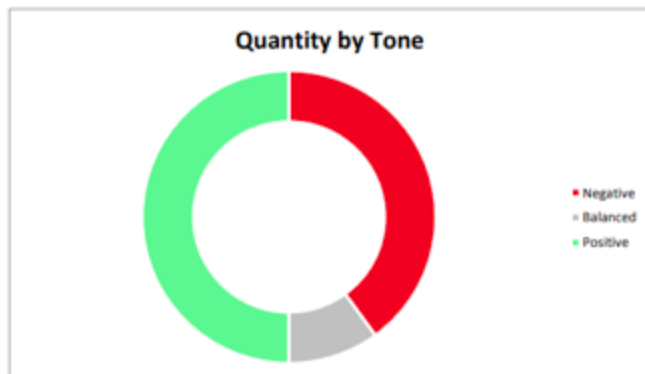
Image: Any photo pertaining to Netflix (i.e. an award being received/celebrity/spokesperson for Netflix) covered. Images were basically there if the story was Netflix-prominent, so about half of the stories did not have an image.

Typically, the positive stories or balanced had a picture, except for the National Post coverage, which featured Robert DeNiro, who walked away empty handed.

Prominent: For prominence, we wanted to reflect whether the coverage was specifically catered towards Netflix or if it was a mere third party mention or just mentioned in the story somewhere in the article. Overall, despite having more Netflix-prominent stories (three out of five), the negative-toned stories reached an audience of just over six million (6,097,000), whereas the positive-toned ones reached an audience just shy of four million (3,979,000) – ultimately because of the reach of over five million from the National Post, which highlighted the money spent on the campaign for Netflix and it’s A-listers to walk away empty handed 22 times. The less-prominent coverage had a much wider reach than Netflix-prominent coverage (16,861,000 vs. 4,374,000, respectively). The less Netflix-prominent coverage mainly focused on *Parasite* winning and Netflix’s ultimate defeat, yet mentioning their two wins.

Tone: We felt that given the nature of the event, the coverage tone was something of priority – so if the earned coverage Netflix received was positive, negative or balanced, in order to get a brief glimpse into what how Netflix’s history-making accomplishments reflected poorly or well during the Academy Awards. Despite having less negative stories, ultimately the negative stories had a wider reach by over twice as much (see below).

Tone	Clips	Reach	
Positive	5	50%	6,268,000 30%
Balanced	1	10%	767,000 4%
Negative	4	40%	14,200,000 67%



Tone	Reach	Clips
Negative	14,200,000	4
Balanced	767,000	1
Positive	6,268,000	5

4. Ten Pieces of Coverage

The Globe and Mail: "Oscars 2020: Tug of war between Hollywood's woke intentions and retro behaviour continues"

Johanna Schneller, Toronto, Canada, jschnecker@globeandmail.com, @JoSchneller

Media Type: Online

Location: National, Canada

Contact: 416 585 5000

Reach: 7,586,000

Tone: Negative

Brand Mention: Yes

Placement: Yes

Image: No

Prominent: No

Date: Feb. 10, 2020

<https://www.theglobeandmail.com/arts/article-oscars-2020-tug-of-war-between-hollywoods-woke-intentions-and-retro/>



BIGGER PICTURE

Oscars 2020: Tug of war between Hollywood's woke intentions and retro behaviour continues



JOHANNA SCHNELLER >
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED FEBRUARY 10, 2020



TRENDING

1 Ontario public elementary schools to remain open as union announces new job action

2 OPINION
Tim Hortons's changes to Roll Up The Rim appear to be the coffee chain's latest misstep

SYLVAIN CHARLEBOIS

3 OPINION

Notes:

Focus on *Parasite* sweeping the top categories at the Academy Awards. Netflix was mentioned closer to the end of the article, specifically in a negative tone. It was brought to light that they spent a whopping \$100 million yet earning 24 nominations and taking home only two wins (Dern's and Best Documentary Feature for *American Factory*). It also touched on the fact that *The Irishman*, despite earning 10 nominations, went home empty handed.

National Post: "Oscars 2020 losers: Ten nominations, zero awards for *The Irishman*"

"National Post Staff", natpostblogs@gmail.com

Media Type: Online

Location: National, Canada

Contact: 416 383 2300

Reach: 5,702,000

Tone: Negative

Brand Mention: Yes

Placement: Yes

Image: Yes

Prominent: Yes

Date: Feb. 10, 2020

<https://nationalpost.com/entertainment/movies/oscars-2020-losers-the-irishman-gets-biggest-hit-with-10-nominations-and-0-wins>

The screenshot shows the top portion of a National Post article. At the top is a yellow navigation bar with the text "NATIONAL POST" in the center, "Sign In" and "Subscribe" on the right, and a search icon. Below this is a secondary navigation bar with links for "NEWS", "FULL COMMENT", "SPORTS", "CULTURE", "LIFE", "MORE", "JOBS", "CLASSIFIEDS", "DRIVING", "SUBSCRIBE", "FINANCIAL POST", and "VIDEO". The main headline reads "Oscars 2020 losers: Ten nominations, zero awards for *The Irishman*". Below the headline is a sub-headline: "Though it was a night full of winners, let's not forget about the losers". A photograph of Al Pacino and Robert De Niro is featured. To the right of the main content is a "LATEST MOVIES" section with three items: "What the hell was that about? Trump mocks foreign movie *Parasite* for winning Best Picture", "Space & Time delivers drama with a scientific flair", and "Standing Up, Falling Down pairs an old comic with a new one". Below that is a "TORONTO WEATHER" section showing "6°C" and "Overcast" with a weather icon.

Notes:

Completely negative, focusing on all the nominees who "ended up at the bottom."

In this piece of coverage as well the "mountains of cash thrown into the Oscars campaign" were mentioned, as well as the streaming service going home empty handed. The article mentioned all the nominees, including *The Irishman*, *The Two Popes* and *Marriage Story*, trying to replicate past success at the Oscars from *Roma*. Next were focuses on Netflix nominees specifically, like Robert De Niro, Al Pacino, and *The Irishman* with pictures featured all the way through the article.

Huffington Post (Canada): *Obamas-Produced Netflix Documentary 'American Factory' Wins an Oscar*

*Note: release pickup originally from HuffPost US

Kimberley Richards (Trends Reporter), US.

Media Type: Online

Location: HuffPost is American, HuffPost Canada

Contact: scoops@huffpost.com

Reach: 2,018,000

Tone: Positive

Brand Mention: Yes

Placement: Yes

Image: Yes

Prominent: Yes

Date: Feb. 09, 2020

https://www.huffingtonpost.ca/entry/barack-michelle-obama-2020-oscarsamerican-factory-netflix-documentary_n_5e3f1ff1c5b6b70887012ade?ri18n=true

The screenshot shows the top portion of a Huffington Post article. At the top is the 'HUFFPOST' logo in white on a black background. Below the logo is a navigation bar with the following categories: NEWS, POLITICS, BUSINESS, LIFE, PARENTS, PERSPECTIVES, VIDEO, and PODCASTS. The article's byline reads 'ENTERTAINMENT 02/09/2020 21:11 EST | Updated 02/10/2020 10:25 EST'. The main headline is 'Obamas-Produced Netflix Documentary 'American Factory' Wins An Oscar'. Below the headline is a sub-headline: 'The film is the first project released under the banner of Barack and Michelle Obama's Higher Ground Productions.' The author is identified as 'By Kimberley Richards, HuffPost US'. A large portrait of a man with glasses is featured. To the right of the main content is a 'TRENDING' section with three items: 'Reconciliation Is Dead,' Says First Nations MPP After Tyendingaga Arrests', 'Jessica And Ben Mulroney Call Out 'False' Harry And Meghan Report', and 'What You Need To Know About'.

Notes:

As mentioned earlier, Huffington Post is American, but this was featured on the Canadian site so we included it in this report. Focus on “American Factory” winning an Oscar, specifically it being Obamas-produced. Needless to say, the tone was extremely positive and Netflix was prominent in the coverage. This piece of article included celebrity spokespeople such as Reichert, director of the film, and Michelle Obama, even including a short clip about the conversation, undoubtedly widening the audience reach.

CBC News: “Parasite wins Oscar for Best Picture, making history as 1st non-English language film to get top award”

“The Associated Press”

Media Type: Online

Location: National, Canada

Contact: 416 205 5808

Reach: 1,489,000

Tone: Positive

Brand mention: Yes

Placement: Yes

Image: No

Prominent: No

Date: Feb. 9, 2020. Last updated Feb. 10, 2020

<https://www.cbc.ca/news/entertainment/oscars-2020-red-carpet-arrivals-1.5457751>

Entertainment

Parasite wins Oscar for Best Picture, making history as 1st non-English language film to get top award

South Korean film won best picture, best director, best international film, best original screenplay

The Associated Press - Posted: Feb 09, 2020 6:17 PM ET | Last Updated: February 10

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Notes:

Focus on *Parasite* making history as the first non-English language to win an Academy Award for best picture, and mentioned how *The Irishman* lost to it. Netflix was spread equally throughout the article, focusing on it not going empty-handed (*American Factory* winning best documentary) and mentioning the Obamas. Screenshot of Barack Obama congratulating the filmmakers behind *American Factory* on Twitter featured and a picture of Laura Dern with her award for her supporting role in *Marriage Story* and her being quoted. Despite the mention of Netflix being denied its first best-picture win despite the “big-spending awards campaign blitz,” we categorized this as a positive story given the positive celebrity quotes from the winners and the reach it covered further through that.

Yahoo! Finance Canada: “Why there’s still hope for Netflix despite ‘Irishman’ Oscar shutout”

*Note: release pickup originally from Yahoofinance.com

Alexandra Canal, Producer, US @alliecanal8193

Media Type: Online

Location: Global

Reach: 1,474,000

Tone: Positive

Brand Mention: Yes

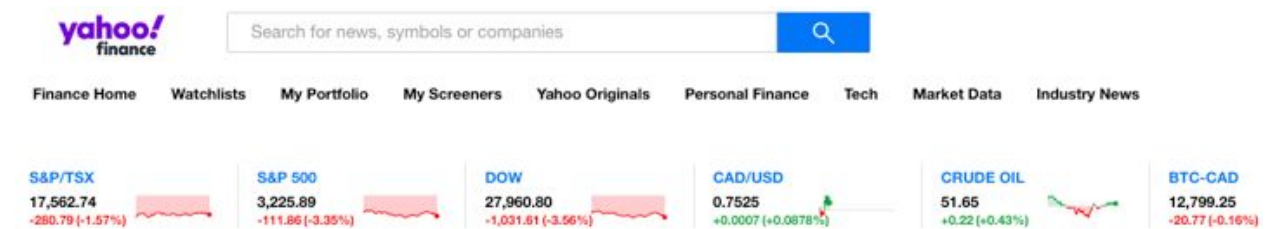
Placement: Yes

Image: Yes

Prominent: Yes

Date: Feb. 10, 2020

<https://ca.finance.yahoo.com/news/why-theres-still-hope-for-netflix-despite-the-irishmans-oscar-shutout-220939229.html>



Why there's still hope for Netflix despite 'Irishman' Oscar shutout



Alexandra Canal

Producer

Yahoo Finance February 10, 2020

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Notes:

Although it was mentioned the platform’s strongest award show contender ending the night with zero recognition (*The Irishman*), the piece of coverage called out to its streamers benefitting from the service and speaking about the benefits of the production house has over others, being able to watch the other contenders that actually won (*Marriage Story* or *American Factory*). This gave the story a positive outlook for Netflix and placed a focus on the streaming service, even including a picture of Laura Dern smooching her award for her best supporting actress role in *Marriage Story*. The coverage included streaming having time on its side and the “post-nomination pop” having a greater response than a muted response following a win.

Global News: "One for the ages: 7 historic firsts at the 2020 Oscars"

Megan Wray, National Online Journalist, Viral/Trends

Media Type: Online

Location: National, Canada

Contact (per region): <https://globalnews.ca/pages/contact-us/>

Reach: 800,000

Tone: Positive

Brand Mention: Yes

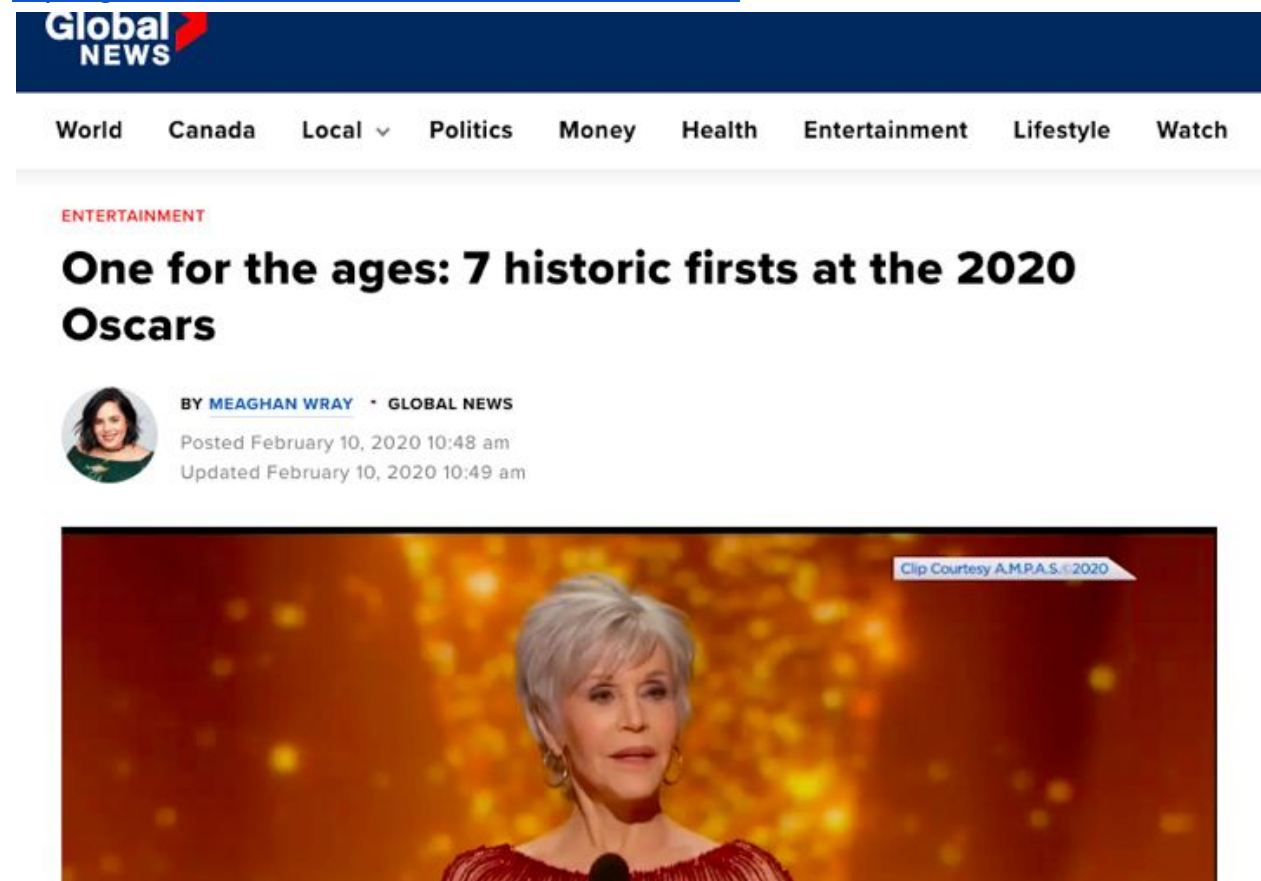
Placement: Yes

Image: No

Prominent: No

Date: Feb. 10, 2020

<https://globalnews.ca/news/6530156/oscars-2020-historic-firsts/>



Global NEWS

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ENTERTAINMENT

One for the ages: 7 historic firsts at the 2020 Oscars

BY **MEAGHAN WRAY** • GLOBAL NEWS

Posted February 10, 2020 10:48 am
Updated February 10, 2020 10:49 am

Clip Courtesy AMPAS. © 2020

Notes:

Towards the middle of the article, Netflix's historic moment being the first time one of its original films wins an Academy Award, was mentioned. That's pretty much it – positive, but not prominent. Just a positive mention and a fun historic fact. There was more emphasis on other "firsts," like *Parasite* winning an Academy Award.

Castanet: “Parasite takes best picture”

“The Canadian Press”

Media Type: Online

Location: British Columbia

Contact: news@castanet.net

Reach: 767,000

Tone: Balanced

Brand mention: Yes

Placement: Yes

Image: No

Prominent: No

Date: Feb. 9, 2020

<https://www.castanet.net/news/World/276700/Parasite-takes-best-picture-Academy-Award>



The screenshot shows the Castanet website interface. At the top, there's a navigation bar with the Castanet logo, the date "Monday, Feb 24", and a search bar. Below the navigation bar, there are several menu items: Home, BC, Canada, World, Business, Sports, ShowBiz, Classifieds+, Real Estate, Opinion, Our Town, and Weather. The main content area features a headline "'Parasite' takes best picture" and a sub-headline "'Parasite' takes best picture Academy Award". Below the headline, there's a date and time stamp: "The Canadian Press - Feb 9, 2020 / 9:14 pm". The main image shows five Oscar statues on their respective pedestals. To the right of the main content, there's a small map of the world with the word "World" above it.

Notes:

This piece of coverage was pretty balanced – a focus on the leading 24 nominations, the wins, a mention about the Obamas’ production, and its unprecedented campaign expenses. It also mentioned the streaming service turning away another history-making event, denying its first best-picture win despite having two contenders. The story was more about *Parasite*, though, and mentioned Netflix as a contender throughout the middle-end of the article.

Windsor Star: "OSCARs: 'Parasite' makes history as first non-English film to win best picture"

"Reuters"

Media Type: Online

Location: Windsor

Contact (per inquiry): <https://windsorstar.com/contact>

Reach: 517,000

Tone: Negative

Brand mention: Yes

Placement: Yes

Image: No

Prominent: No

Date: Feb. 10, 2020

<https://windsorstar.com/entertainment/movies/heavy-rain-mars-start-of-oscars-red-carpet/wcm/05d39b16-bc-f3-4c3b-ade0-d501070184e7>



OSCARs: 'Parasite' makes history as first non-English film to win best picture

REUTERS Updated: February 10, 2020



LOS ANGELES — "Parasite," a dark social satire from South Korea, won the Oscar for best picture on Sunday, making history as the first film in a language other than English to claim the movie industry's highest honour.



"Parasite," about the gap between rich and poor in modern Seoul, won a total of four Oscars, including best director and original screenplay for Bong Joon Ho and best international feature film. No film had ever won both international feature film and best picture at the Oscars.



It was a remarkable outcome for a film that played with subtitles in the United States, beating movies by major studios and Hollywood veterans such as Martin Scorsese and Quentin Tarantino.

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Notes:

This one was definitely a focus on *Parasite* making history at the Academy Awards. Unfortunately, near the very end of the article, Netflix's contender was heavily critiqued given the costly investment, the 10 nominations starring Hollywood veterans and eventually leaving empty-handed. The coverage was more of a "who did *Parasite* defeat, despite big bucks Hollywood spent."

Toronto Star: “*American Factory* director on her film, chemo and a grueling road to her Oscars win”

Adam Benzine, Special to the Star

Media Type: Online

Location: Toronto

Contact: 416 869 4300 or city@thestar.ca

Reach: 487,000

Tone: Positive

Brand mention: Yes

Placement: Yes

Image: Yes

Prominent: Yes

Date: Feb. 10, 2020

<https://www.thestar.com/entertainment/movies/2020/02/10/julia-reicherts-gruelling-road-to-the-oscars.html>



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MOVIES

‘American Factory’ director on her film, chemo and a grueling road to her Oscars win

By **Adam Benzine** Special to the Star
Mon., Feb. 10, 2020 | 6 min. read



Notes:

Great piece of coverage for Netflix – it was a feature story about *American Factory* director winning despite her grueling road due to chemo. It featured quotes, images and her praising Netflix for their patience. The story also covered the interest from Netflix and the Obamas for the film, as well as a mention of the viewers. The coverage displayed Netflix in a positive light and even persuaded the benefits of the streaming service and almost humanizing them all the way throughout.

Financial Post: “Upstart Neon wins top Oscars prize, Netflix falls short again”

Lisa Richwine

Media Type: Online

Location: National, Canada

Contact: <https://business.financialpost.com/contact>

Reach: 395,000

Tone: Negative

Brand mention: Yes

Placement: Yes

Image: No

Prominent: Yes

Date: Feb. 10, 2020

<https://business.financialpost.com/pmn/business-pmn/upstart-neon-wins-top-oscars-prize-netflix-falls-short-again>



Upstart Neon wins top Oscars prize, Netflix falls short again

REUTERS
LISA RICHWINE

February 10, 2020
1:24 AM EST

🕒 Last Updated
February 10, 2020
1:24 AM EST

Filed under
PMN Business

LOS ANGELES — Three-year-old independent film distributor Neon upstaged the traditional Hollywood studios and streaming giant Netflix Inc on Sunday to grab the coveted best picture Oscar for South Korean have-and-have-nots tale “Parasite.”

The movie topped World War One drama “1917” from Comcast Corp’s Universal Pictures, gangster epic “The Irishman” from Netflix, and “Once Upon a Time in Hollywood” from Sony Corp among others at the televised Academy

Notes:

Right from the beginning, The Financial Post displays Netflix as a loser “again,” specifically for best picture category. It mentions *Parasite* winning despite the streaming service’s complete lead in distributors going into the ceremony with 24 nominations. It also mentions the entire “A-list team” ending the night empty-handed. Despite mentioning two wins, the story was negatively prominent.