CISION INSIGHTS
FINANCE INDUSTRY MEDIA ANALYSIS REPORT

March 1 – 31, 2018

OBJECTIVES & APPROACH

OBJECTIVES

Cision wants to gain insights on trending topics in the finance industry by monitoring coverage related to digital and personal banking, real estate and fraud, and answer key questions around:

- What drove the news coverage
- Overall volume of coverage
- Key topics
- Brands mentioned

APPROACH

- Cision constructed searches to capture relevant discussions in news on C3 for mentions of fintech, fraud, real estate and personal banking.
- Content was tagged and coded manually by a Cision Intelligence analyst.

REPORTING PERIOD

- March 1 – 31, 2018

MEDIA SOURCES INCLUDED IN ANALYSIS

- Canadian Television & Radio
- Canadian Print (Newspaper)
- Canadian Online News
- Blogs

KEY FINDINGS

Peaks in news coverage were largely due to syndicated articles and numerous articles posted by Stockwatch towards the end of the month.
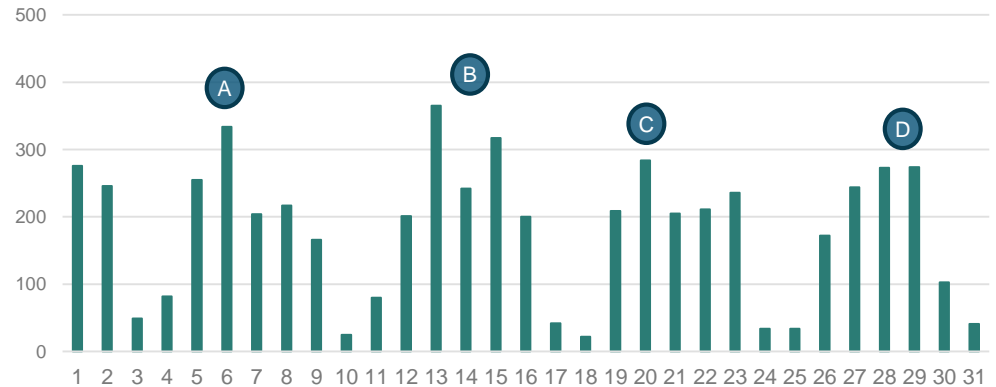
TOTAL FOUND COVERAGE

5,643

TOTAL IMPRESSIONS
3.43B

AVG. COVERAGE/DAY
182

AVG. COVERAGE/WEEK
1,411

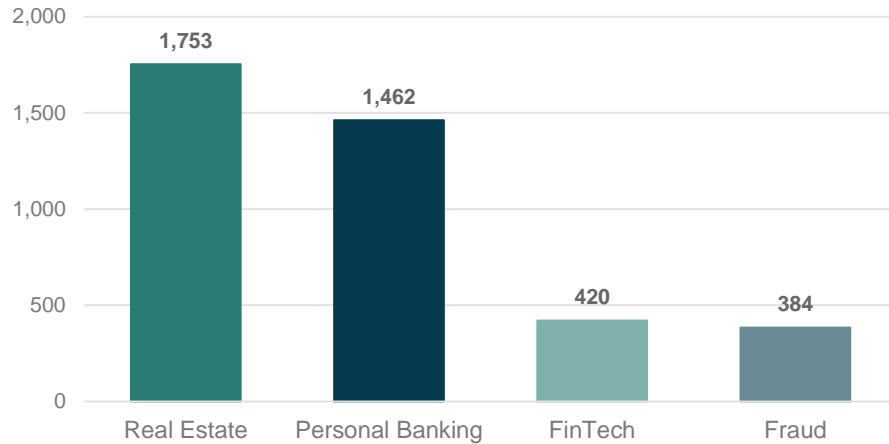## DAILY COVERAGE VOLUME

PROMINENT TERMS

DISCUSSION SPIKES

(A) Mar 6: Discussion volume increased when news spread of four individuals being arrested for mortgage fraud.

(B) Mar 13-15: News stories "Feds' unheralded $102B rainy day fund kept for improbable, like cyberattacks" and "Banking-related complains rise 28%: OBSI" were reposted several times by various outlets.

(C) Mar 20: Numerous discussions of Bank 3 launching a data sharing portal for app developers lifted post volume significantly.

(D) Mar 28-29: Several articles posted by Stockwatch cause a significant spike in volume over these two days.

TOPIC OVERVIEW

The majority of articles discussed technology most prominently out of the top 5 themes analyzed.

FREQUENCY

Real Estate: 1,753
Personal Banking: 1,462
FinTech: 420
Fraud: 384

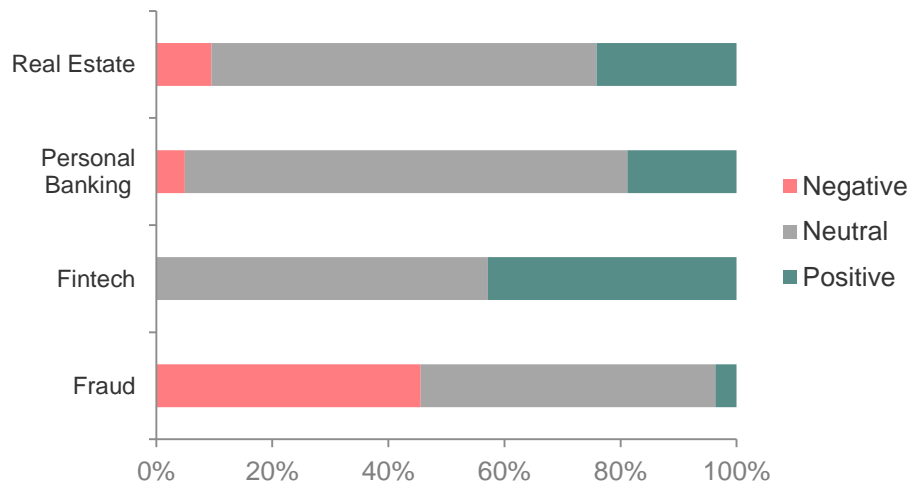(y-axis: 0, 500, 1,000, 1,500, 2,000)

KEY FINDINGS

Among the 4 topics analyzed, real estate was most popular with 44% of the overall coverage. The majority of the real estate articles were neutral in tone (66%) with some positive coverage as well (24%).
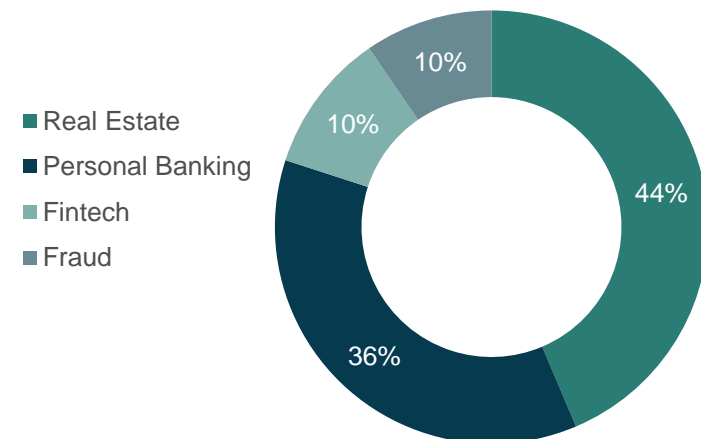
With 36% of the overall coverage, personal banking saw a peak in discussion on March 13 when an article highlighting Ottawa's multi-billion fund reserved for events such as a cyberattack was reposted by numerous sources.

Fintech and fraud were the least popular topic with only 10% of the overall coverage each. Fintech saw no negative coverage, while a majority of fraud's coverage was negative (46%).

MEDIA TONALITY

(horizontal stacked bar chart)

Categories: Real Estate, Personal Banking, Fintech, Fraud

Legend:
- Negative
- Neutral
- Positive

(x-axis: 0%, 20%, 40%, 60%, 80%, 100%)

MEDIA SHARE OF TOPIC

(donut chart)

Legend:
- Real Estate
- Personal Banking
- Fintech
- Fraud

Real Estate: 44%
Personal Banking: 36%
Fintech: 10%
Fraud: 10%

TOPIC BY VOLUME & IMPRESSIONS

"Real Estate" received both the highest volume of coverage and potential audience this month.
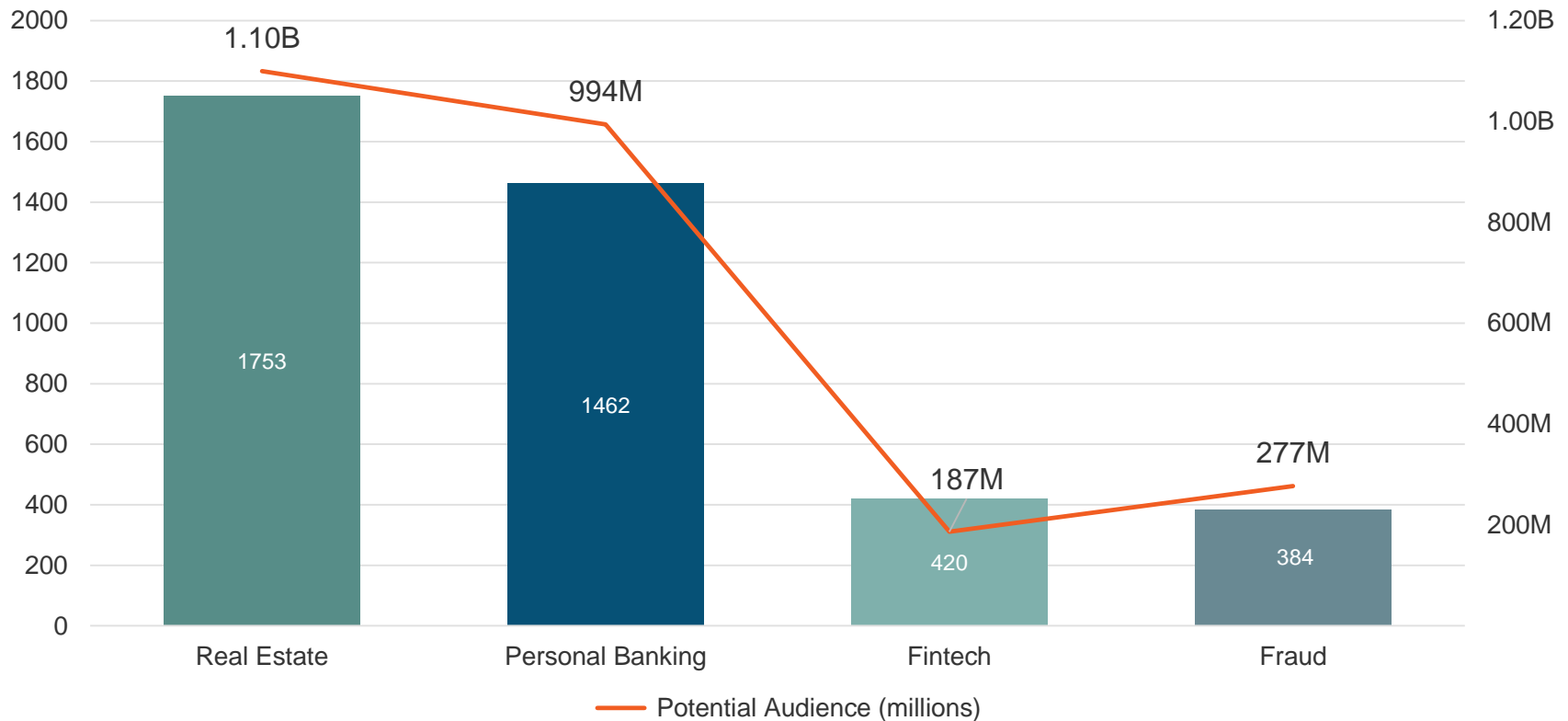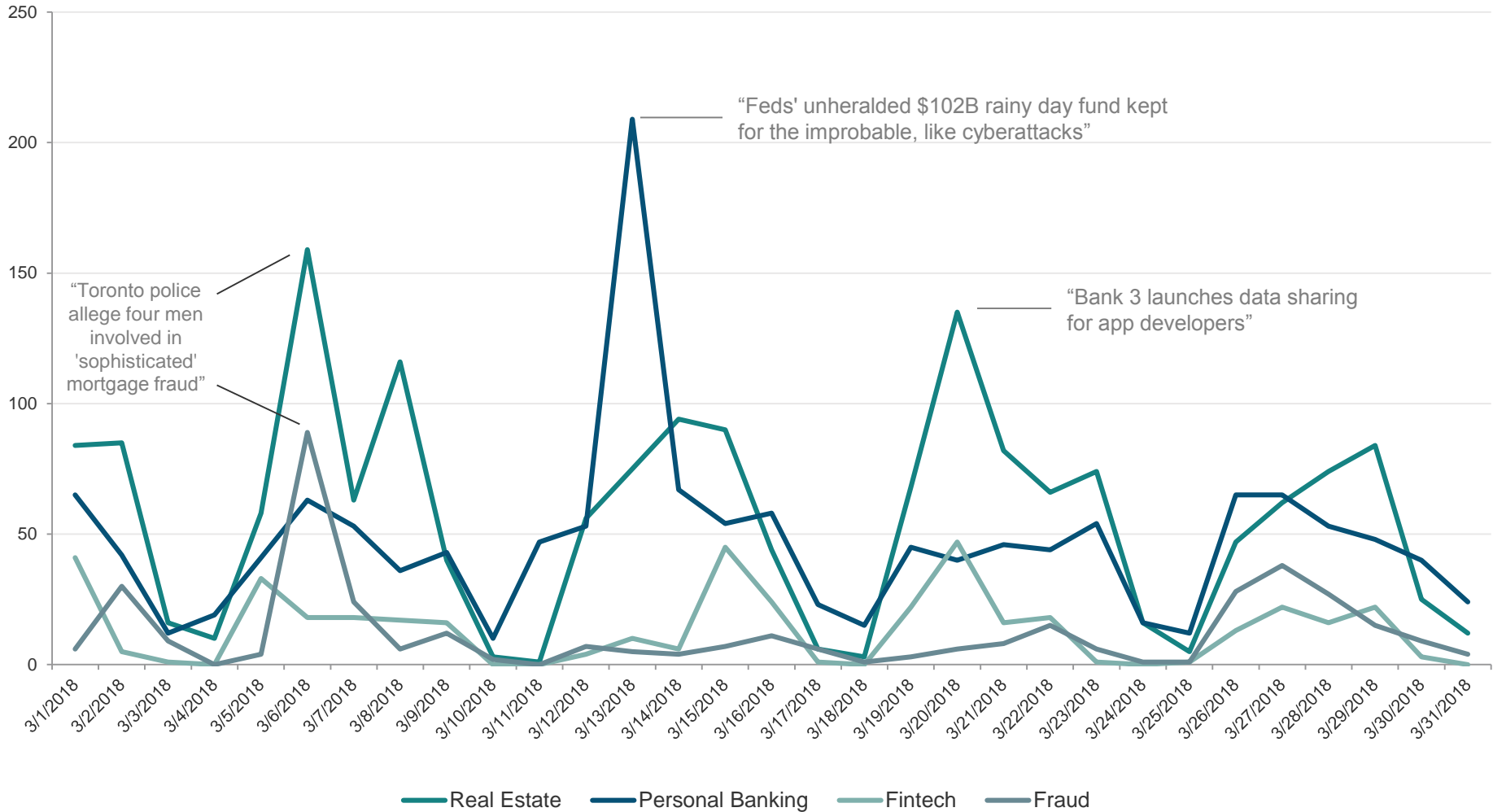

OBSERVATIONS

- Real estate saw both the highest volume of articles as well as the highest potential audience this month, followed closely behind by personal banking with just under 1.5k article and just under 1B potential audience.

- While fintech received slightly more volume than fraud, fraud saw a higher potential audience with 277M in comparison to fintech's 187M. Both topics were the least popular topics amongst the 4, with only a fraction of the volume of real estate and personal banking.

TOPIC TRENDS OVER TIME

Discussions of the federal government's multibillion fund kept for events like cyberattacks caused a large peak in coverage for personal banking.

"Feds' unheralded $102B rainy day fund kept for the improbable, like cyberattacks"

"Toronto police allege four men involved in 'sophisticated' mortgage fraud"

"Bank 3 launches data sharing for app developers"

Real Estate — Personal Banking — Fintech — Fraud

TOP PUBLICATIONS

The Globe and Mail, BNN/Business News Network Online and Ottawa Citizen Online each had both a high reach and frequency this month.

TOP PUBLICATIONS BY REACH

RANK	AUTHOR	REACH
1	The Globe and Mail	898M
2	Digital Journal	817M
3	Stockwatch	222M
4	BNN/Business News Network	147M
5	Toronto Star Online	112M
6	National Post Online	89M
7	Ottawa Citizen Online	82M
8	The Province Online	47M
9	The Vancouver Sun Online	46M

TOP PUBLICATIONS BY TOTAL ARTICLES

RANK	AUTHOR	ARTICLES
1	Digital Trends	542
2	Stockwatch	500
3	GlobeAdvisor.com	391
4	Yahoo Canada Finance	306
5	BNN/Business News Network Online	104
6	The Globe and Mail Online	76
7	The Edmonton Journal Online	55
8	Ottawa Citizen Online	53
9	AjaxWorld Magazine	48

COVERAGE EXAMPLES

These samples of earned media coverage have been selected at random to provide a representative sample of stories found during the reporting period.

> "Bank branches of the future might witness a slow shift toward being more advice-centered rather than transactional."
>
> Josh Kolm, March 21, 2018

> Investing in stocks is certainly riskier when compared to government bonds and GICs. But by just relying on these safe-haven assets, you won't be able to build retirement income that is sufficient to meet your financial needs during your golden years.
> Haris Anwar, March 21, 2018

> At any stage in life, buying a home is one of the most significant financial steps most people will ever take. And the down payment is essential to making your dreams come true.
>
> Timmins Today, March 28, 2018

> "By providing external developers, industry innovators and clients with access to select [bank] APIs, we have the opportunity to increase connectivity, create new tools and experiences for clients, and enable open and innovative collaboration to improve the future of banking."
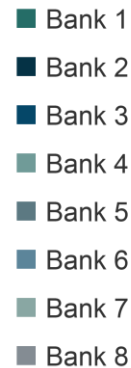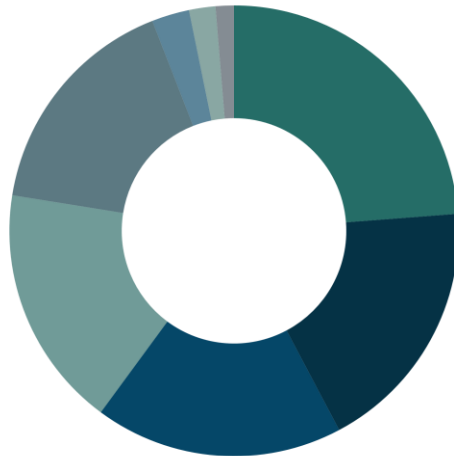> The Canadian Press, March 20, 2018
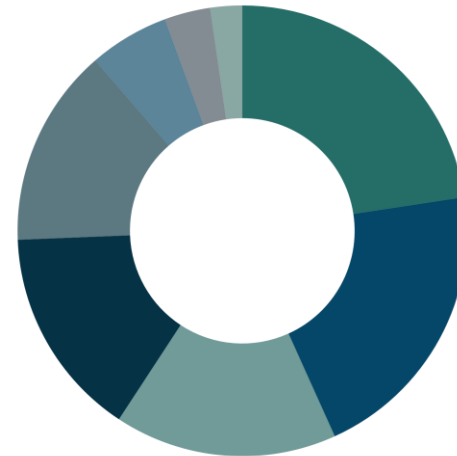
COMPETITIVE OVERVIEW

COMPETITIVE SHARE OF VOICE

Bank 1 dominated both news coverage this month in terms of frequency and reach.

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BY FREQUENCY

BY REACH

- Bank 1
- Bank 2
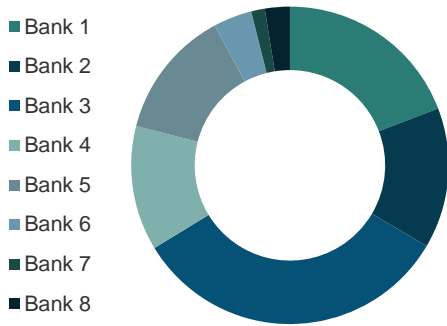- Bank 3
- Bank 4
- Bank 5
- Bank 6
- Bank 7
- Bank 8

OBSERVATIONS

- Bank 1 had the highest share of voice in both frequency and reach. Bank 2 followed closely behind in frequency, but fell behind Bank 3 and 4 in reach. Bank 6, 7, and 8 fell significantly behind in both frequency and reach.

- Some of the top trending stories this month related to Bank 1 included:
    - Banking-related complaints hit five-year high, industry ombudsman says
    - Bank 1 launches campaign to open doors for an inclusive tomorrow
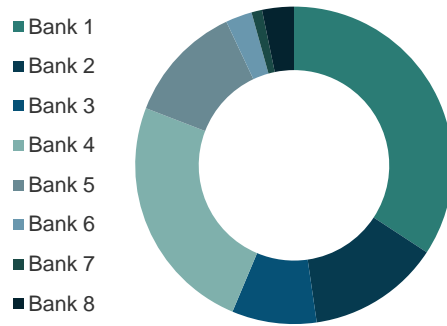   - University student sentenced to 13 months for 'absurdly easy' $41M fraud

COMPETITIVE SHARE OF VOICE BY TOPIC

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Bank 1, 2, and 3 saw the highest share of voice across all four topics analyzed, while Bank 6, 7, and 8 received the lowest this month.
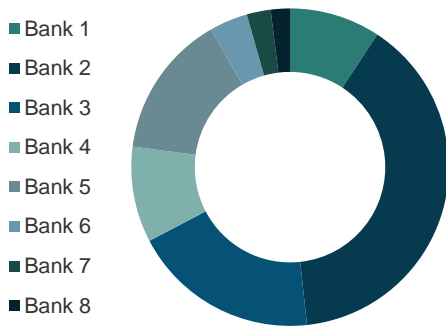
REAL ESTATE

- Bank 1
- Bank 2
- Bank 3
- Bank 4
- Bank 5
- Bank 6
- Bank 7
- Bank 8

PERSONAL BANKING

- Bank 1
- Bank 2
- Bank 3
- Bank 4
- Bank 5
- Bank 6
- Bank 7
- Bank 8

FINTECH

- Bank 1
- Bank 2
- Bank 3
- Bank 4
- Bank 5
- Bank 6
- Bank 7
- Bank 8

FRAUD

- Bank 1
- Bank 2
- Bank 3
- Bank 4
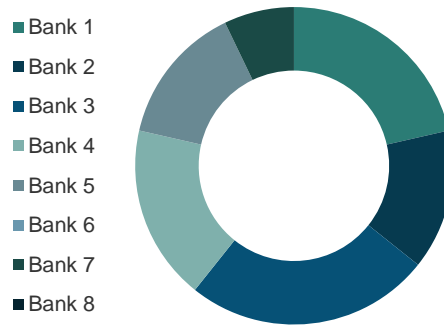- Bank 5
- Bank 6
- Bank 7
- Bank 8

OBSERVATIONS

- Bank 3 saw the highest share of voice in real estate and fraud, while bank 1 had the highest share of voice in personal banking and bank 2 received the highest share of voice in fintech.

- Bank 6, 7 and 8 saw the lowest share of voice across all 4 topics analyzed this month. Bank 6 and 8 were not mentioned in fraud at all this month.

- Bank 3 received some negative coverage after a couple had $100K wire stuck from purchasing cryptocurrencies with their own funds.

- In real estate, a story by The Canadian Press on tax refunds and investments was picked up by many outlets including CTV News, Chronicle Herald, Brandon Sun and Business News Network.

COMPETITIVE COVERAGE OVER TIME

Coverage peaks occurred around discussions of three specific banks, Bank 3, 4, and 5.

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Bank 5 announced the sharing of their API

Coverage of Bank 3 related to real estate peaked

Bank 4 received coverage of personal banking

Bank 1 — Bank 2 — Bank 3 — Bank 4 — Bank 5 — Bank 6 — Bank 7 — Bank 8

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