Media Analysis

Munich Security Conference 2022
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yourMSC Studio 53
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# The MSC 2022 in Figures

## Overview

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
<td>Heads of State and Government</td>
<td>30</td>
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<tr>
<td>Ministers of Foreign Affairs</td>
<td>52</td>
</tr>
<tr>
<td>Ministers of Defence</td>
<td>23</td>
</tr>
<tr>
<td>Heads of International Organizations</td>
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<tr>
<td>Leading CEOs</td>
<td>56</td>
</tr>
<tr>
<td>Virtual Participants</td>
<td>117</td>
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<tr>
<td>Official Bilateral Meetings</td>
<td>~1,500</td>
</tr>
<tr>
<td>Side Events</td>
<td>70</td>
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</table>
About this Media Analysis

Print Media
The PRINT MEDIA section is based on the PGM Pressemonitor®, Dow Jones Factiva® and Press Reader® databases. Coverage of German print media is close to 100%. Coverage of foreign print media is good for large countries (e.g. USA, UK, France), but incomplete for others. The reach of print media coverage of the MSC was therefore certainly higher than the documented numbers provided in this report. A full list of countries and sources covered is available on request.

The data collection covered the period from February 1, 2022, to February 28, 2022.

Digital Communications
Sources for the DIGITAL COMMUNICATIONS section are statistics derived from the MSC’s own social media accounts.

The data collection covered the period from February 14 to February 28, 2022, if not otherwise stated.
# Executive Summary

## Overview

<table>
<thead>
<tr>
<th>620</th>
<th>5,420</th>
</tr>
</thead>
<tbody>
<tr>
<td>accredited journalists from 52 countries participated virtually via our new MSC Conferencing Platform</td>
<td>print articles</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3,900</th>
<th>&gt; 287,000</th>
</tr>
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<tbody>
<tr>
<td>newswire reports</td>
<td>total visits of the MSC website</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>1.3 million</th>
<th>&gt; 4.6 million</th>
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<tbody>
<tr>
<td>live stream viewers</td>
<td>impressions of posts and videos across all MSC social media platforms</td>
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<table>
<thead>
<tr>
<th>14,300</th>
</tr>
</thead>
<tbody>
<tr>
<td>new fans and followers</td>
</tr>
</tbody>
</table>
Accredited Journalists at the MSC 2022

Overview

<table>
<thead>
<tr>
<th>Accredited Journalists (on-site)</th>
<th>Accredited Journalists (virtual)</th>
<th>Countries Represented</th>
<th>Different Media Outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td>66</td>
<td>620</td>
<td>52</td>
<td>271</td>
</tr>
</tbody>
</table>

Top Countries

1. Germany
2. Japan
3. United States of America
4. Russia
5. United Kingdom
6. France
7. Ukraine
8. Belgium
9. China
10. Spain, Finland, Italy
Key Facts about Accredited Journalists

**Function**

- 76% Correspondent/Reporter/Journalist
- 6% Technician (Camera, Sound, etc.)
- 7% Producer
- 1% Social Media Manager
- 10% Editor

**Category**

- 32% Print
- 27% Online
- 26% TV
- 15% Broadcast
## Print Media

### Overview

| 5,420 newspaper articles | > 66 million circulation of top 50 global and top 20 German newspapers reporting on MSC 2022 |
Daily distribution of Print Media Coverage (Number of articles),
February 2022

Day
1   42
2   36
3   51
4   31
5   7
6   5
7   84
8   33
9   47
10  53
11  16
12  48
13  21
14  42
15  71
16  68
17  277
18  493
19  1,132
20  748
21  1,002
22  287
23  202
24  147
25  175
26  127
27  61
28  114

TOTAL  5,420
Geographical Distribution of Print Media Articles
Sample Coverage

**The New York Times**

“In Munich, Kamala Harris says the West faces a ‘defining moment’”

The New York Times

“Vice President Kamala Harris told the Munich Security Conference on Saturday that the Western alliance faced a “defining moment” in the Ukraine crisis and warned Russia’s leaders that if they invaded Ukraine, the United States and its allies would target not only financial institutions and technology exports to Russia, but also “those who are complicit and those who aid and direct this unprovoked invasion.” The speech was the first time Ms. Harris has stepped into the hurricane of the diplomacy and signaling surrounding a high-stakes international crisis, so every word — and how she delivered it — was watched with care.”


**The Wall Street Journal**

“Kamala Harris warns of Russian Deception on Ukraine as Vladimir Putin Oversees Missile Tests”

The Wall Street Journal

“The lines hardened further between the U.S. and Russia over the fate of Ukraine, with Vice President Kamala Harris warning that Russia’s actions were making a diplomatic solution harder to reach, while Russian President Vladimir Putin oversaw tests of his country’s ballistic and cruise missiles. With leaders of the Russian-led breakaway regions in eastern Ukraine's Donbas region calling on all able men to take up arms, Ms. Harris spoke of the "dire circumstances" in which Western officials were gathering in Munich for Europe's pre-eminent annual strategic forum.”


**Asia Times**

“Sound and fury echo at Munich Security Conference”

Asia Times

“This year’s Munich Security Conference, the largest event of its kind, was overshadowed by the potential for war in Ukraine. Though the Munich Security Conference covered a whole range of issues over three days of intensive discussions, the prospect of war in Europe was front and center. During her keynote speech at the conference, US Vice-President Kamala Harris warned of a “swift” and “severe” response to any Russian aggression against Ukraine, while British Prime Minister Boris Johnson called on NATO allies to mobilize all strategic resources necessary to ensure that “Russia should ultimately fail and be seen to fail” if it launches a full-scale invasion.”

Richard Javad Heydarian, Asia Times, February 21, 2022
The Guardian
“In a speech on Saturday to the Munich security conference, which went further than many other speeches condemning Vladimir Putin’s action, Johnson did not rule out 11th-hour diplomacy, but made clear that a Russian victory would send disastrous echoes around the world that the post-war order is being dismantled by force. [...] Zelenskiy, receiving a standing ovation, told the conference Ukraine is longing for peace and Europe is longing for peace. Zelenskiy had flown from Kyiv to the conference in Germany, despite advice from the US president, Joe Biden, that it might not be wise to do so.”
Patrick Wintour, The Guardian, February 19, 2022

Le Monde
“This extreme tension, alimented by the double discourse of the Russian president on a pretended withdrawal of his troops near the border while conducting nuclear exercises, has largely dominated the second day of the Munich Security Conference, in Germany, Saturday February 19. An increasing sense of gravity has marked the interventions of the承担责任 and leaders who have followed on the tribune, including those of the Europeans who had previously shown greater restraint than the Americans and the Brits. It was also perceptible in the many meetings organized on the sidelines of the conference, such as those of the defense ministers of the NATO and those of the foreign ministers of the G7.”
Sylvie Kauffmann and Thomas Wieder, Le Monde, February 20, 2022

EL PAÍS
“As indicated by numerous leaders at the Munich Security Conference this weekend, in this crisis not only is at stake the life of Ukrainian citizens, but the world order. It can be a multilateral, backed by international law, diplomacy and human rights; or another multipolar, entrenched in the value of pure force, in the spheres of influence and relativization of rights that should be universal. While Russia acts and China observes, the democracies must maintain unity and unity.”
EL PAÍS, February 22, 2022
The Security Times

The Security Times, a leading international medium on global strategic security published by Detlef Prinz, has been a media partner to the Munich Security Conference since 2009. This year’s special edition, bearing the title “Proud Boy: Putin’s zero-sum foreign policy has the world on a knife’s edge,” is devoted to the Russia-Ukraine conflict and the threat of a spiraling escalation towards war on the European continent and how the West can deter Russian aggression, among others. Further topics include the ongoing Israel-Palestine crisis, the Western democracies’ struggle in their fight against climate change, the change of Germany’s foreign policy mentality and preferences, Afghanistan in the post-NATO era, the implications of the US-American pivot to Asia for the Gulf States, and backlashes in Russian gender foreign policy.

Among the variety of renowned authors drawn from the international security policy community, German Defense Minister Christine Lambrecht emphasized that Germany is and will remain a reliable and consistent NATO ally and EU partner and will help determine crisis diplomacy and security issues as a framework nation. Wolfgang Ischinger spoke of a “permacrisis Europe” and analyzes the Western helplessness vis-à-vis Russian misconduct. In an interview, former Minister of Foreign Affairs Sigmar Gabriel talked about Germany’s complicated relationship with the United States, Russia and the states of Eastern Europe. Harvard professor Joseph S. Nye, Jr. explored China’s grand strategy ousting US-American power. Günter Bannas, former Berlin bureau chief at the Frankfurter Allgemeine Zeitung, tipped his hat to outgoing Munich Security Conference Chairman Wolfgang Ischinger in a biographical article.
**Süddeutsche Zeitung**

Süddeutsche Zeitung traditionally publishes a special insert on security issues in the run-up to the Munich Security Conference, this year entitled “Security 2022”. The six-page print version was made available to participants at the MSC.

The issue dealt with the major themes of this year's conference: Silke Bigalke, Joachim Käppner, Stefan Kornelius, Paul-Anton Krüger and Christoph Giesen shed light on the return of nationalism, the perceived helplessness of the West and its geopolitical weaknesses vis-à-vis China, Russia or Iran in various in-depth analyses. Tobias Matern and Katharina Riehl referred to the Millennials and draw attention to the generation's lack of strategic thinking, to which conflicts like the Cold War are alien. Christian Zaschke took a critical look at the United Nations and its symbolic politics. Arne Perras highlighted the threat of water scarcity in South Asia due to climate change, as well as China's geopolitical actions that impact Asia's largest rivers. Bernd Dörries concluded on the ongoing military international operation in Mali. Nicolas Freund looked at the blurring line between politics and entertainment and how fictional series are being caught up with and even overtaken by reality. Karin Janker presented a short biography of the human rights activist Aminatou Haidar.

In an interview, Microsoft founder and philanthropist Bill Gates spoke with Christina Berndt and Stefan Kornelius about current and future pandemics, global vaccine distribution, his scapegoating, and looming crises in the post-pandemic world of increased inequality.

Süddeutsche Zeitung is one of Germany's leading nationwide daily newspapers with up to 394,000 readers per print issue, 76,000 digital subscriptions and an overall coverage of 1.21 million.
SÜCHTHER 2022

Die Welt in Ungewissheit wiegen

Der Feind ist zurück


Mit seinen Zauberhaken versucht er der Globalisierung einen Gefangenen zu machen. Als Beweis dafür, dass derwestliche Macht niemals die gleichen Argumente benutzt wie im Osten, präsentiert er seine Strategie mit einem Koffer voller Waffen. In den USA, wo man ihm keinen Platz zu geben scheint, versteckt er seine Strate
gie wie ein Geheimnis. Noch sind die Folgen dafür nicht zu erkennen, aber man kann sicher sein, dass sie sich in Zukunft zeigen werden.
Internationale Politik

Internationale Politik (IP), published bimonthly by the German Council on Foreign Relations (DGAP), is Germany’s leading foreign policy journal. The IP is aimed at decision-makers and opinion-leaders from operational politics, business, and political think-tanks, as well as media, political think tanks, students and the public interested in foreign policy. As of 2018, Internationale Politik has been a media partner of the Munich Security Conference.

Under the title theme “Selber machen. Wie souverän kann Europa werden?” the first issue of IP 2022 was traditionally produced in cooperation with the Munich Security Conference. In an interview, Christoph Heusgen, who chairs the MSC since the last day of the Munich Security Conference 2022, spoke to IP about the concept of European sovereignty and the EU’s role in the world. Daniel Fiott (EUISS), Rachel Rizzo (Atlantic Council), Stefan Meister, Tim Rühlig, Sophia Becker, and Thorben Schütz (DGAP) analyzed the pursuit of European sovereignty in the face of Russian, Chinese, and transatlantic relations and asked how the EU should act on key issues. Beyond the main part, the 136-page long magazine includes diverse contributions, including “Three questions, three answers” by Vice President of the EU Commission and Commissioner for Values and Transparency Věra Jourová, a portrait of French Secretary of State for European Affairs Clément Beaune, and a plea for change in German foreign policy by Cathryn Clüver Ashbrook, the director of the DGAP. Other contributions came from Michaela Wiegel (FAZ), Thomas Brey (long-time regional bureau chief of dpa), British historian and publicist Edmund Fawcett, Hanns Günther Hilpert (SWP), and many more.
Internationale Politik, January/February 2022

Selber machen: Wie souverän kann Europa werden?

Cathryn Cluver Ashbrook: Berlin muss lernen, äußernpolitisch zu agieren statt nur zu reagieren.
Michaela Wiegel: Überraschungssieger und Untergangsspropheten: Frankreich im Wahlkampf.
Interview mit Christoph Heusgen: „Von europäischer Souveränität zu sprechen, ist vermeisen“.
# News Agencies

## Overview

<table>
<thead>
<tr>
<th>Reports</th>
<th>News Agencies Reporting</th>
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<tbody>
<tr>
<td>3,900</td>
<td>76</td>
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</tbody>
</table>
Most active news agencies (number of articles)

<table>
<thead>
<tr>
<th>Agency</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomson Reuters (USA)</td>
<td>420</td>
</tr>
<tr>
<td>ITAR TASS (RUS)</td>
<td>406</td>
</tr>
<tr>
<td>dpa (GER)</td>
<td>328</td>
</tr>
<tr>
<td>Agence France Presse (FRA)</td>
<td>300</td>
</tr>
<tr>
<td>RIA Novosti (RUS)</td>
<td>239</td>
</tr>
<tr>
<td>Ukrinform: News (Russian Language)</td>
<td>181</td>
</tr>
<tr>
<td>Xinhua (CHN)</td>
<td>139</td>
</tr>
<tr>
<td>CIS and Baltic Countries News (Russian Language)</td>
<td>134</td>
</tr>
<tr>
<td>Dow Jones Newswires (USA)</td>
<td>97</td>
</tr>
<tr>
<td>Sputnik News Service (RUS)</td>
<td>92</td>
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<td>Agencia EFE (ESP)</td>
<td>92</td>
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<td>SDA - Schweizerische Depeschen-agentur (German Language)</td>
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<td>REGNUM News Agency (RUS)</td>
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<td>Interfax (UKR)</td>
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<td>Europa Press (ESP)</td>
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<td>The Canadian Press (CAN)</td>
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<td>Central News Agency Chinese News (TWN)</td>
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<td>STT (FIN)</td>
<td>50</td>
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<tr>
<td>Anadolu Agency (TUR)</td>
<td>47</td>
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<tr>
<td>SNA News (German Language)</td>
<td>47</td>
</tr>
</tbody>
</table>
Geographical Distribution of Articles by News Agencies
MSC Media Partnership with Deutsche Welle

Overview

11 language programs for worldwide audiences

7 hours of coverage across 50 English TV news bulletins for global viewers

18 hours of live streaming and live analysis on YouTube (in English and Russian)
German | English
---|---
Turkish | Greek
Arabic | Urdu
Russian | Ukrainian
Spanish | French for Africa
English for Asia

"Germany is totally on the side of Ukraine": German Foreign Minister Annalena Baerbock’s interview with DW was of particular relevance for DW’s languages, from Arabic through to Ukrainian.

Special programming for the Ukrainian president’s MSC-speech: "DW Novosti", DW Russian’s YouTube service, sparked plenty of discussion and received more than 6,000 comments.
## Munich Security Report 2022

**Overview**

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,000</td>
<td>copies circulated</td>
</tr>
<tr>
<td>58</td>
<td>mentions in print media and online news sources</td>
</tr>
<tr>
<td>2,650</td>
<td>total online mentions (incl. blogs, websites, etc.)</td>
</tr>
<tr>
<td>&gt; 97,000</td>
<td>total impressions of MSC social media posts on MSR 2022</td>
</tr>
<tr>
<td>&gt; 7,700</td>
<td>downloads within three weeks of publication</td>
</tr>
</tbody>
</table>
Munich Security Report 2022

Since its first edition in 2015, the Munich Security Report has compiled data, analyses, and maps to illustrate current security policy issues. The annual flagship report is traditionally published as a discussion starter for the Munich Security Conference in February and is targeted at an expert audience as well as the interested public. The 2022 edition was downloaded more than 7,700 times within three weeks of publication, with selected data and analysis featured widely in German and international media, including ARD Tagesschau, Handelsblatt, Frankfurter Allgemeine Zeitung, Deutsche Welle, Global Times, New Statesman, Sydney Morning Herald, and others.

The Munich Security Report (MSR) 2022 explores the emergence of a sense of “collective helplessness” in the face of a rising tide of mutually reinforcing crises and stimulates the debate on how it can best be overcome. Against a background of mounting global threats, societies and political systems seem overwhelmed and struck by a feeling of a loss of control. There is a real risk that this perceived helplessness may prevent the world from addressing the most important crises before it is too late. The 2022 edition of the MSR seeks to spark a debate about how we can “unlearn” helplessness and how we can best turn the rising tide of crises. The report covers selected security challenges in Afghanistan, the Sahel region, the Horn of Africa, and Eastern Europe, as well as the risks posed by dependencies in the supply chains of critical technologies and by growing inequality.

The MSR again features a range of exclusive, previously unpublished data curated by the MSC and international partner organizations, including the Armed Conflict Location & Event Data Project, the Center for International Peace Operations, and the Mercator Institute for China Studies. The report also features the second edition of our Munich Security Index, developed by the MSC and Kekst CNC, which offers exclusive insights into the risk perceptions of G7 and BRICS countries and how these have changed since the last wave of research. The index reveals that concern about risk has not only grown among societies in the G7 and BRICS countries but that there is also a widespread sense of helplessness in the face of present and looming threats.
The cover of the Munich Security Report 2022.

The Munich Security Report 2022 was presented by Dr. Tobias Bunde and Wolfgang Ischinger to members of the press at the Federal Press Conference in Berlin on February 14.
Munich Security Report 2022: Chapter on Mali and the Sahel

Commitment Issues

Isabel Karp

Since 2013, the Sahel region has seen a massive increase in the engagement of international actors in peacebuilding activities (Figure 3). By 2014, the United States (US), France, the European Union (EU), the United Nations (UN), and the European Union (EU) had deployed military forces in the Sahel region to combat terrorism and stabilize the region. However, the deployment of international forces has been met with resistance from local communities, who have expressed concerns about the presence of foreign troops. In addition, the deployment has been criticized for exacerbating existing conflicts and creating new ones. In some cases, international forces have been accused of human rights abuses and corruption.

Despite international efforts to stabilize the region, the situation remains complex and volatile. Local groups, including terrorist organizations such as Al-Qaeda in the Islamic Maghreb (AQIM) and Ansar Dine, have continued to operate in the region, and violent conflict persists in many areas. The situation in Mali is particularly challenging, as the country is home to some of the most heavily armed and well-funded terrorist groups in the region. The deployment of international forces has not led to a significant reduction in violence, and in some cases, it has even contributed to the escalation of conflict.

In conclusion, the deployment of international forces in the Sahel region has had mixed results. While it has provided some security benefits, it has also contributed to the destabilization of the region. The international community must work to address the root causes of conflict in the region and focus on long-term solutions to stabilize the region and promote peace and security.
Munich Security Report 2022: Figure Examples

Figure 1.1
Citizens’ perceptions of helplessness in the face of global events, November 2021, percent

Do you agree or disagree with the following?
I feel helpless in the face of global events.

<table>
<thead>
<tr>
<th>Country</th>
<th>Disagree</th>
<th>Neither/don’t know</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>27</td>
<td>37</td>
<td>37</td>
</tr>
<tr>
<td>Russia</td>
<td>25</td>
<td>34</td>
<td>40</td>
</tr>
<tr>
<td>Germany</td>
<td>33</td>
<td>40</td>
<td>49</td>
</tr>
<tr>
<td>UK</td>
<td>34</td>
<td>40</td>
<td>49</td>
</tr>
<tr>
<td>US</td>
<td>30</td>
<td>54</td>
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</tr>
<tr>
<td>Canada</td>
<td>44</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>Japan</td>
<td>51</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td>France</td>
<td>19</td>
<td>29</td>
<td>52</td>
</tr>
<tr>
<td>Italy</td>
<td>34</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>South Africa</td>
<td>42</td>
<td>42</td>
<td>34</td>
</tr>
<tr>
<td>Brazil</td>
<td>51</td>
<td>38</td>
<td>11</td>
</tr>
<tr>
<td>India</td>
<td>34</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>Non-democracy</td>
<td>32</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Democracy</td>
<td>51</td>
<td>38</td>
<td>11</td>
</tr>
</tbody>
</table>

Note: Data and illustrations: Bieleki CNC, compiled by the Munich Security Conference

Figure 1.2
Citizens’ views on their country’s control over global events, November 2021, percent

Do you agree or disagree with the following?
My country has no control over global events.

<table>
<thead>
<tr>
<th>Country</th>
<th>Disagree</th>
<th>Neither/don’t know</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russia</td>
<td>38</td>
<td>38</td>
<td>23</td>
</tr>
<tr>
<td>US</td>
<td>30</td>
<td>34</td>
<td>32</td>
</tr>
<tr>
<td>Canada</td>
<td>33</td>
<td>43</td>
<td>15</td>
</tr>
<tr>
<td>China</td>
<td>44</td>
<td>51</td>
<td>16</td>
</tr>
<tr>
<td>UK</td>
<td>34</td>
<td>35</td>
<td>37</td>
</tr>
<tr>
<td>France</td>
<td>34</td>
<td>43</td>
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</tr>
<tr>
<td>Germany</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Italy</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Japan</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>South Africa</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Brazil</td>
<td>39</td>
<td>36</td>
<td>21</td>
</tr>
<tr>
<td>India</td>
<td>34</td>
<td>34</td>
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</tr>
<tr>
<td>Non-democracy</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
<tr>
<td>Democracy</td>
<td>34</td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>

Note: Data and illustrations: Bieleki CNC, compiled by the Munich Security Conference

Figure 5.1
Public perceptions of Belarus, Russia, and Ukraine among European NATO members, share saying country is an ally minus share saying country is a threat, November 2021, percent

<table>
<thead>
<tr>
<th>Country</th>
<th>Allies</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>41</td>
<td>13</td>
</tr>
<tr>
<td>UK</td>
<td>33</td>
<td>15</td>
</tr>
<tr>
<td>France</td>
<td>18</td>
<td>42</td>
</tr>
<tr>
<td>Germany</td>
<td>24</td>
<td>22</td>
</tr>
</tbody>
</table>

*The figure is based on answers how perceptions have changed since February/March 2021.
Data and illustrations: Bieleki CNC, compiled by the Munich Security Conference

Figure 5.2
Citizens’ views on specific risks posed by Russia, share saying risk is high, November 2021, percent

<table>
<thead>
<tr>
<th>Country</th>
<th>Risk saying risk is high</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>52</td>
</tr>
<tr>
<td>Japan</td>
<td>42</td>
</tr>
<tr>
<td>South Africa</td>
<td>50</td>
</tr>
<tr>
<td>US</td>
<td>61</td>
</tr>
<tr>
<td>UK</td>
<td>50</td>
</tr>
<tr>
<td>Brazil</td>
<td>40</td>
</tr>
<tr>
<td>Canada</td>
<td>40</td>
</tr>
<tr>
<td>France</td>
<td>50</td>
</tr>
<tr>
<td>Germany</td>
<td>40</td>
</tr>
<tr>
<td>Italy</td>
<td>40</td>
</tr>
<tr>
<td>China</td>
<td>38</td>
</tr>
</tbody>
</table>

*The figure is based on answers how share saying the risk is high has changed since February/March 2021.
Data and illustrations: Bieleki CNC, compiled by the Munich Security Conference
Tagesschau, February 14, 2022

"Gefühl einer wachsenden Hilflosigkeit"

Der Chef der Münchner Sicherheitskonferenz, I Schinger, hält einen Krieg in der Ukraine für abwendbar. Doch der Münchner Sicherheitsreport zeigt ein düsteres Bild: Es herrsche ein Gefühl der Ohnmacht.

Von Kai Köcher, ARD-Hauptstadtstudio


Project Syndicate, February 14, 2022

Unlearning Helplessness

There is a widespread view that the future of democracy, Western Europe, and global order is jeopardized by Russian aggression in Ukraine. Yet this optimism is misplaced. The international community’s response to Russia’s aggression has been robust, and the Western powers have imposed severe economic sanctions on Russia. The United Nations Security Council has authorized military operations against Russia, and the European Union has imposed economic sanctions on Russia. These sanctions have been effective in isolating Russia from the global economy.
In the face of Russian aggression, the West can and must rediscover its strength

If Western leaders cannot stand up to Putin, they should not be in the business of geopolitics at all.

By Jeremy Cliffe
# Digital Communications

## Overview

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts by MSC across all platforms</td>
<td>261</td>
</tr>
<tr>
<td>New fans and followers</td>
<td>14,300</td>
</tr>
<tr>
<td>Total user interactions</td>
<td>139,000</td>
</tr>
<tr>
<td>Total social media impressions</td>
<td>&gt; 4.6 million</td>
</tr>
<tr>
<td>Total visits of the MSC website</td>
<td>&gt; 287,000</td>
</tr>
<tr>
<td>Total views of videos</td>
<td>&gt; 6.1 million</td>
</tr>
<tr>
<td>Total views of MSC videos</td>
<td>&gt; 920,000</td>
</tr>
<tr>
<td>Live stream viewers</td>
<td>&gt; 1.3 million</td>
</tr>
</tbody>
</table>
Website

"Like no other global forum, Munich connects European leaders and thinkers with their peers from across the world."

Joe Biden
President of the United States of America

MSC 2022
February 18 to 20, 2022
Watch the Recordings

Munich Security Report 2022:
Turning the Tide – Unlearning Helplessness

In the era of “techno-indistinguishable” international politics, is this era over?
Agenda

Hand in Hand: Transatlantic and European Security

Sunday, February 19

10:00 a.m. (CET)

Media Library

Munich Security Conference 2022

18 - 20 Feb 2022

Sunday

20 FEB 2022
## Live Streaming

### Overview

- **> 1.3 million** live stream viewers
- **22** sessions streamed on social media / + 100% compared to 2019

- **> 200,000** MSC social media channels + website
- **> 12,000** live stream viewers on MSC Facebook

- **> 120,000** live stream viewers on MSC Twitter
- **> 6,000** live stream viewers on MSC LinkedIn

- **> 67,000** live stream viewers on MSC YouTube
Live Streaming

Given the reduced size of this year’s main conference due to the pandemic, the MSC put in extra work to transfer large parts of the program into the public and digital realm. For the very first time, the MSC broadcast various sessions simultaneously on its website and streamed selected program items live on social media. A new digital conferencing platform for registered participants and journalists offered a range of virtual engagement options, including live access to conversations. MSC 2022 was thus the most public and accessible conference in its history.

In addition to the live streaming on Twitter, YouTube, Facebook, and LinkedIn, selected streams were made available to partners and associated organisations, such as the International Monetary Fund or the World Health Organization.
## Twitter

### Overview

<table>
<thead>
<tr>
<th>Key Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets by MSC</td>
<td>85</td>
</tr>
<tr>
<td>Total Impressions</td>
<td>&gt; 2.8 million</td>
</tr>
<tr>
<td>Total Interactions</td>
<td>&gt; 110,000</td>
</tr>
<tr>
<td>Total Retweets</td>
<td>4,700</td>
</tr>
<tr>
<td>Tweets related profile visits</td>
<td>&gt; 10,000</td>
</tr>
<tr>
<td>Followers / Increase in followers: +10%</td>
<td>&gt; 72,600</td>
</tr>
</tbody>
</table>
Sample Tweets

"This is not a #Ukraine crisis. This is a Russia crisis." — @Abaerbock at #MSC2022
Facebook

Overview

<table>
<thead>
<tr>
<th>41</th>
<th>&gt; 586,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook posts by MSC</td>
<td>total impressions</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&gt; 11,000</th>
<th>51,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>total interactions</td>
<td>followers / increase in followers: +2%</td>
</tr>
</tbody>
</table>
Sample Facebook Posts

Munich Security Conference
20 February at 02:35

"We can even provide you with a list."

Ukrainian President Zelensky says there is a lot the international community can do to support #Ukraine in the face of threats from #Russia. #MSC2022

Munich Security Conference
19 February at 01:40

Day 2 of the #MSC2022 will see German Chancellor Olaf Scholz, US Vice President Kamala Harris, China’s Foreign Minister Wang Yi, President Zelensky, and many more.

Find the full program here: https://securityconference.org/en/msc-2022/agenda/
## Instagram

### Overview

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Instagram posts (feed and story)</td>
<td>104</td>
</tr>
<tr>
<td>Total impressions</td>
<td>&gt; 651,000</td>
</tr>
<tr>
<td>Total interactions</td>
<td>&gt; 8,000</td>
</tr>
<tr>
<td>Followers / increase in followers: +60%</td>
<td>&gt; 10,300</td>
</tr>
</tbody>
</table>
Sample Instagram Posts

The goal must be not to make women the decoration of tyrannies.

Yasmeen Karrar
Chairwoman, Women for Human Rights Without Chains; Nobel Peace Prize Recipient, 2011
LinkedIn

Overview

42 total LinkedIn posts

> 584,000 total impressions / increase in impressions +340%

> 8,700 total engagement

> 13,600 followers / increase in followers: +31%
Sample LinkedIn Posts

February 20 Agenda

9:30 a.m. – 10:00 a.m.
Miguel, Green, Unified, and Governor Shaping the Future of the EU
Charles Michel, Nathalie Tocci

10:30 a.m. – 11:30 a.m.
Lost in Transition? Challenges and Prospects of Accountability and Transactional Justice
Adam Carter, Louise Mairntiuhr, Mike Jones, Mon Velez,
Silvia, David Milian

11:30 a.m. – 12:30 p.m.
Townhall on Power by Women
Barbara Essers, Anne Therese Gregor, Michèle Striffler,
Al-Khalifa, Hansa Alsuman, Iida Nakamatsu

1:00 p.m. – 2:30 p.m.
Panel Discussion: European Innovation
Josep Borrell Fontelles, Christobar Cohen, Francesca Fumia,
Marina Troncone

2:30 p.m. – 3:30 p.m.
Closing Remarks by the Conference of Adriatic Prime Ministers

Europe’s Permacrisis: Ukraine and European Security

Valery Zelensky
Europe’s Permacrisis: Ukraine and European Security

February 29, 2022, 3:30 p.m. – 4:00 p.m., Main Stage

The Role of Cities: Democratic Game Changers?

With Cathryn Claren Addis, Emely Reckwitz,
Karin Linnenberg, Isolde Trunk, and Christoph Hasenj

“It is not too late for Russia to change course, to step back from the brink, stop preparing for war and start working towards a peaceful solution.”

Jens Stoltenberg
Secretary General, NATO

About today: NATO’s JENS STOLtenberg addresses Russia at MSASI2022: Nikula

A call to peace: NATO’s Jens Stoltenberg addresses Russia at MSASI2022: Nikula

Like · Share

Later today: Ukrainian President Zelensky in conversation with CNN’s Christiane Amanpour
at MSASI2022

Like · Comment · Share

Like · Comment · Share
### yourMSC Studio

#### Overview

<table>
<thead>
<tr>
<th>4</th>
<th>13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hosts with a combined reach of 11,24 million YouTube subscribers</td>
<td>videos in the yourMSC playlist</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>&gt; 50,000</th>
<th>&gt; 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>video views</td>
<td>subscribers on the MSC YouTube channel</td>
</tr>
</tbody>
</table>
yourMSC Studio
Introduced for the first time in 2019, MSC 2022 saw the third edition of the “yourMSC” studio, an interview format hosted in cooperation with You-Tube. This year, a team of four YouTube creators and renowned journalists interviewed the most prominent guests of the MSC: Hadley Gamble, Jaafar Abdul Karim, Ana Kasparian and Diana zur Löwen. In a total of 13 conversations, the hosts questioned their guests on a wide range of issues, from feminist foreign policy, current geopolitical tensions, to cyber security and human rights. In addition to the studio interviews that were posted to the MSC YouTube channel, Deutsche Welle, CNBNC and The Young Turks broadcast part of the program live. The creators also implemented some of the material on their own channels. This way, the MSC was able to benefit from the reach and authenticity of the creators and tap into new audiences and target groups.

Interview Hosts
Hadley Gamble, US-American CNBC News anchor and international correspondent based in Abu Dhabi

Jaafar Abdul Karim, German journalist and TV presenter with Deutsche Welle and host of "Shabab Talk" on DW Arabia

Ana Kasparian, US-American political commentator and journalist, main host and producer of the online news show The Young Turks

Diana zur Löwen, German influencer, YouTuber and entrepreneur based in Berlin

Interviewees
Agnieszka Brugger, Ylva Johansson, Kaja Kallas, Tawakkol Karman, Christine Lambrecht, Peter Maurer, Kenneth Roth, Margaritis Schinas, Olaf Scholz, Daniela Schwarzer, Jens Stoltenberg, Sviatlana Tsikhanouskaya
MSC YouTube Channel

The YouTube channel “Munich Security Conference” features highlight videos providing an overview of the debates and events during this year’s main conference. It acts as a content hub with two playlists for the conference and the yourMSC Studio. For the first time, all streamed sessions are also available here alongside the trailer and highlight video.
MSC Studio

For the first time, the MSC had its own broadcasting studio set up directly inside the Hotel Bayerischer Hof. The Studio was available to partners and media organizations to host a show or live conversation, press conference or other digital engagement. Highlights of the MSC Studio include a live interview of CNBC’s Hadley Gamble with German Chancellor Olaf Scholz. Highlights of the MSC Studio coverage include a live interview of CNBC’s Hadley Gamble with German Chancellor Olaf Scholz, reaching an international audience of millions, as well as daily commentary and recap sessions hosted by GZERO’s Ian Bremmer.
Newsletter

Overview

> 4,000 subscribers

> 25% average opening rate
About a week has passed since this year’s Munich Security Conference wrapped at Hotel Bayerischer Hof. Join us as we take a glance back on a conference under highly challenging conditions — and a look ahead into a year that will probably be shaped by security policy more than ever before.

Watch the Highlight Video

“There is no such thing as ‘this is not my war’ in the 21st century. This is not about the war in Ukraine, this is about a war in Europe.”

Volodymyr Zelensky
President, Ukraine
Munich Security Conference 2022

Main Hall
On the MSC 2022 Main Stage, high-ranking speakers like US Vice President Kamala Harris, German Federal Chancellor Olaf Scholz, and UN Secretary-General Antonio Guterres laid out the priorities for security policy around the world.

Outreach Events
Even though MSC 2022 was smaller, we were able to host two fascinating Outreach Events: our annual Innovation Night and a session of our Security & Literature Series, this time with Belarusian Opposition leader Sviatlana Tsikhanouskaya.

Townhalls
Probably our most innovative format: For the MSC Townhalls, we brought together leaders from politics, civil society, NGOs, and academia to discuss women’s agency in conflict prevention, the future of interventions, or the role of cities for global security.
Wikipedia

Pageviews of the respective Wikipedia articles

All languages

Friday 15,894
Saturday 23,776
Sunday 16,205

German

Friday 9,667
Saturday 11,859
Sunday 7,889

English

Friday 3,365
Saturday 7,237
Sunday 4,671

French

Friday 174
Saturday 351
Sunday 215

Chinese

Friday 210
Saturday 601
Sunday 629
Imprint

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