Media Analysis
MSC 2020
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- Twitter 52
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- YouTube Lounge yourMSC 58
- Follow me.report by Funk 60
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The MSC 2020 in Figures

Overview

33 Heads of State and Government

58 Ministers of Foreign Affairs

31 Ministers of Defence

45 Heads of International Organizations

75 Leading CEOs

2,500 Official Bilateral Meetings

>100 Side Events
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 important 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 January 2020 to February 2020.

TV/RADIO

The TV/RADIO section is based on the eMedia Monitor (TV/Radio database) which includes 747 radio and 489 TV channels from 74 countries. Due to technical and copyright restrictions, the database does not include all the channels and programmes from all relevant countries.

The data collection covered the period from January 2020 to February 2020.

DIGITAL COMMUNICATIONS

Sources for the DIGITAL COMMUNICATIONS section are statistics derived from the MSC’s own social media accounts. The numbers for general Twitter usage have been analyzed with the Talkwalker® software.

The data collection covered the period from January 29 to February 28, 2020, if not otherwise stated.
Executive Summary

Overview

>1,100 accredited journalists from 61 countries

5,200 print articles

5,100 newswire reports

16,500 TV/radio reports

>470,000 total visits of the MSC website

>10.1 million impressions of posts and videos across all social media platforms

>16,000 new fans and followers
Accredited Journalists at the MSC

Overview

>1,100 accredited journalists

61 countries represented

360 different media outlets

Top Countries

1. Germany
2. USA
3. Russia
4. Japan
5. Ukraine
6. Canada, UK
7. France
8. Austria
9. Georgia
10. Kazakhstan
Print Media

Overview

>5,200 newspaper articles

>70 million circulation of top 50 global and top 20 German newspapers reporting on MSC 2020
### DAILY DISTRIBUTION OF PRINT MEDIA COVERAGE
(number of articles)

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Total: 5,222
GEOGRAPHICAL DISTRIBUTION OF PRINT MEDIA ARTICLES
Sample Coverage

TRUMP CAMP FINDS NO APPEASEMENT AT MUNICH

*For decades, the Munich Security Conference served as a powerful symbol of the strength of the Western alliance. The 2020 installment offered a testament to its accelerating decline. If the three-day event, which drew to a close on Sunday, illustrated anything, it was that the divergence between the U.S. and the dominant European powers — Germany and France (the U.K. was MIA) — is greater than ever. Those who thought last year's tense gathering represented a low point in the relationship left Munich this year chastened.*

Matthew Karnitschnig, Politico, February 16

POMPEO SAYS ‘WEST IS WINNING.’ ALLIES BEG TO DIFFER

*“Secretary of State Mike Pompeo appeared at an annual gathering of Western diplomats and business leaders to declare on Saturday that “the West is winning,” something that would be obvious to Trump administration critics, he said, if they were only willing to accept “reality.” […] This year’s conference reflected the division and unease that have plagued the NATO alliance in the era of Donald Trump and Brexit. The stated theme was “Westlessness,” a sense that close allies were unmoored and uncompetitive in a world both more diverse and more autocratic.”*

David E. Sanger and Steven Erlanger, The New York Times, February 16

MARK ZUCKERBERG: FACEBOOK MUST ACCEPT SOME STATE REGULATION

*“Facebook must accept some form of state regulation, acknowledging its status as a content provider somewhere between a newspaper and a telephone company, its co-founder Mark Zuckerberg has said. […] Speaking at the Munich Security Conference, an annual high-level gathering of politicians, diplomats and security specialists, Zuckerberg sought to dispel the notion that his company had undermined democracy, weakened the social fabric or contributed to the weakening of the west through spreading distrust. He said he supported state regulations in four fields covering elections, political discourse, privacy and data portability. He said: ‘We don’t want private companies making so many decision-balancing social equities without democratic processes.’”*

Patrick Wintour, The Guardian, February 16

Le Figaro, February 22

“How solid is the West? At last weekend’s Munich Security Conference, the world’s largest gathering of security policy makers and officials, the theme was “Westlessness,” referring to the sense of disorientation that many Europeans feel in this age of America First. […] There’s little doubt that Trump administration policies, ranging from trade wars to toughness on Iran, have tested trans-Atlantic relations to the breaking point. But to understand the growing weakness of the Western alliance, Europeans need to spend less time deploring Donald Trump and more time looking in the mirror.”

Walter Russell Mead, The Wall Street Journal, February 18

“Originating amid the Cold War more than five decades ago, the MSC’s founding mission was to coordinate Western stances. After the Cold War, it broadened its horizons and began to pay attention to broader hot spot issues in international security, and its participants have hence expanded from just trans-Atlantic countries to the Middle East and Asia. In recent years, sensitive to the changing international power structure, the MSC has begun to consider how the West should adjust itself and cope with the new landscape. “Westlessness” as this year’s theme has taken the retrospection in the European strategic circles to a new height.”

Fu Ying, China Daily, February 24
„Helmut Schmidt würde sich im Grabe umdrehen“

Wolfgang Ischinger, Chef der Münchener Sicherheitskonferenz, über Terrorismus in Berlin, Massenmorde und die Anleihe vom Inland


Die Welt ist einer der größten Herausforderungen der Sicherheitswelt. Die Finanzkrise, der Terrorismus und die globale Wirtschaftskrise haben die Staaten vor neue Herausforderungen gestellt. Wolfgang Ischinger betont die Notwendigkeit, ein besseres Verständnis für die Komplexität der Welt zu entwickeln. Er schlägt vor, die MSK als Plattform für Diskussion und Kooperation zu verstehen.

Die MSK ist ein Forum für die Diskussion und Kooperation zwischen den Ländern der Welt. In der MSK wird ein Konsens erreicht, der auf der Basis von Einigkeit und dem Verständnis der gemeinsamen Interessen beruht. Wolfgang Ischinger betont die Notwendigkeit, ein besseres Verständnis für die Komplexität der Welt zu entwickeln. Er schlägt vor, die MSK als Plattform für Diskussion und Kooperation zu verstehen.

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THE WASHINGTON POST (USA)  
FEBRUARY 16

U.S. boasting leaves E.U. leaders uneasy at policy conference

THE GUARDIAN (UK)  
FEBRUARY 16

‘Westlessness’ - is the west really in a state of peril?

By Patrick Wintour

In the era of climate change, and the rise of China’s military assertiveness, the west has been weakened. The consequence has been a new sense of vulnerability. The world is now more divided and challenged.
Special Issues

The Security Times has been a media partner to the MSC for over ten years, acting as a sought-after international medium in the debate on strategic security issues. This year’s issue, bearing the title “Hardball,” is devoted to the challenges and threats facing the liberal world order and how it can position itself vis-à-vis China and Russia, among others. Further topics include the peace process in Libya, future security policy routes for the EU and NATO, and the ongoing crisis in the Middle East.

Among the variety of authors drawn from the international security policy community, German Foreign Minister Heiko Maas argued that Germany and the EU provided an important impetus for peace at the recent Libya Conference in Berlin. Berlin-based political scientist Herfried Münkler explored what will happen if the United States fails as a global leader. Ian Bremmer, president of the US-based Eurasia Group think tank, analyzed how Russia has succeeded in gaining influence on the international stage. German journalist and Middle East expert Yassin Musharbash cautioned us against thinking that the fight against the Islamic State is over. And terrorism researcher Peter Neumann discussed how the West should deal with returning IS fighters.

The Security Times is published by Berlin-based Times Media with Theo Sommer as executive editor. The newspaper is not only available in the form of a special MSC conference edition, but is present at a number of other international MSC events throughout the year. As a controlled-circulation newspaper alongside its sister publication, The German Times, it is also sent directly to high-ranking figures in the world of foreign and security policy as well as to key institutions and companies in Germany, the US, Europe and Asia.
**The Security Times**

**Special Edition of The German Times for the 56th Munich Security Conference**

**February 2020**

**MUNICH SECURITY CONFERENCE 2020 – MEDIA ANALYSIS**

**A global order in flux**

We must re-establish arms control

**Western abdication**

Europe and the US have failed in Syria

**KEY HOLDINGS**

Europe must "learn to speak the language of power". At the current state of affairs in Syria, it is as always, only worse.

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*Image: 36 pages revising who calls the shots and who gets benched on the world stage.*

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The Security Times

Special Edition of The German Times for the 56th Munich Security Conference

February 2020

MUNICH SECURITY CONFERENCE 2020 – MEDIA ANALYSIS

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**THE SECURITY TIMES, FEBRUARY 2020**
Süddeutsche Zeitung traditionally publishes a special insert on security issues ahead of the Munich Security Conference. The six-page journal included in the SZ was made available at the MSC. The edition provided in-depth background research and commentary on the primary themes around this year’s conference.

In the special issue, Chief of the Foreign Desk Stefan Kornelius discusses why strong-man rhetoric and an authoritarian political style are thriving while traditional diplomacy of the West rings increasingly hollow. Parliamentary correspondent Daniel Brössler comments on the stagnation of the German promise for more involvement in the security arena since the “Munich Consensus” in 2014. In an interview, Foreign Minister Heiko Maas responds to the scepticism by putting forth Germany’s aims in Syria and Libya. Further articles discuss the military, digital and economical tendencies that define the near future of defence.

Süddeutsche Zeitung is one of Germany’s leading daily newspapers with 394,000 readers per print issue, 74,000 digital subscriptions and an overall coverage of 1.2 million.
SICHERHEIT 2020

Faustrecht

Die Erfolge der USA und die Illiberale Machtwerke – wie sie sich die Welt unter sich aufzuteilen: die Autokraten in dieser Woche ein gefährliches Experiment. Jair Bolsonaro geht den Weg mit den Machthunger geliefert, nun aber addieren sich die Machtwerke immer mehr. Eine solche Versuchskappe kann sich auf keinen Fall halten. Die Illiberale Versuchung ist groß, gerade weil Libyen ein zu attraktives Ziel abgibt. Das Regime in Damaskus und Russland war ihm klar, dass er verlieren würde, hätte er nicht auf den Verhandlungen in der Welt. Heute paktiert er mit Russland. Donald Trump – von Iran bis Istanbul beginnt ein neuer Krieg. Der Krieg gegen die Illiberale Machtwerke, gegen die Demokraten, die sich an Realpolitik und Liberalismus halten. Die sanfte Macht der Europäischen Union, die vielleicht der Erfolg ist, der USA, die vielleicht der Erfolg ist. Der Erfolg nachhaltig, der Erfolg nachhaltig, der Erfolg nachhaltig...
Internationale Politik is Germany’s leading foreign policy journal. The IP is published bimonthly by the German Council on Foreign Relations (DGAP) with a print run of around 6,000 copies. It is aimed at those who are deeply interested in foreign and security policy as well as in its repercussions on politics, business, science and the media. The issue’s main part, titled “Frenemies” (“Ziemlich beste Feinde”) was created in collaboration with the Munich Security Conference team.

The cover stories were answering the central question of this issue: How to describe the tense state we live in? The magazine included DGAP’S Daniela Schwarzer with an analysis about geoeconomics, Wolfgang Ischinger contributing “Three questions, three answers” and a rare interview with US senator Tom Cotton. IP was happy to have excellent inputs from Jana Puglierin (ECFR), Jörg Lau (Die Zeit), Kenneth Roth (Human Rights Watch), Guido Steinberg (SWP), Christoph Reuter (Der Spiegel), Tyson Barker (Aspen Institute Germany) and many more.

As of 2018, Internationale Politik has been a media partner of the Munich Security Conference and reported directly from the MSC via its website and DGAP’s social media accounts together with its English-language sister magazine, the Berlin Policy Journal.
News Agencies

Overview

5,100 reports

75 news agencies reporting
### MOST ACTIVE AGENCIES

(number of articles)

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GEOGRAPHICAL DISTRIBUTION OF ARTICLES BY NEWS AGENCIES
TV

Overview

>4,600 reports

143 channels

SELECTED TV COVERAGE
# Daily Distribution of TV Broadcasts

(number of broadcasts)

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GEOGRAPHICAL DISTRIBUTION OF TV BROADCASTS

(total: 4,664)
MSC Media Partnership with Deutsche Welle

Overview

15 language programs for worldwide audiences

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

35 live broadcasts of DW Premium News in 9 countries*

10 DW Premium News partner stations in Uganda, Tanzania, Ghana, Mexico, Colombia, Chile, Australia, Vietnam and Yemen

* DW Premium News offers live crosses with DW correspondents for TV stations worldwide.

DW BROADCASTS DURING THE MSC 2020

- German
- English
- Polish, Albanian, Serbian
- Turkish
- Arabic
- Russian
- Ukrainian
- Urdu
- Dari and Pashto
- English for Africa
- French for Africa
- English for Asia

linear TV channel, TV offerings, radio program, digital offerings
DW LIVE BROADCAST DURING THE MSC 2020

DW Premium News Correspondent Thomas Sparrow reports from the MSC 2020 to partner station Joy News in Ghana.

The interview with the Sudanese Prime Minister Abdalla Hamdok was published on ten different DW platforms. It generated over 240,000 views on social media alone.
Radio

Overview

>11,900 reports

268 channels

(Credit: Kuhlmann / MSC)
### Daily Distribution of Radio Broadcasts

#### (number of broadcasts)

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<th>Day</th>
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**Total: 11,920**
GEOGRAPHICAL DISTRIBUTION OF RADIO BROADCASTS

(total: 11,920)
Munich Security Report 2020

Overview

5,000 copies circulated

82 mentions in publications, web posts, blogs

>15,000 downloads within two weeks of publication

The Munich Security Report is published every year as a conversation starter and background reading for the annual Munich Security Conference. It compiles data, analyses, and maps that illustrate major developments in and critical challenges to international security. The report is also made available to security professionals and decision-makers, media outlets, academia, and the general public around the globe. The 2020 edition was downloaded more than 15,000 times within two weeks of publication, with selected data and analysis highlights featured widely in German and international media, including in Die Welt, Süddeutsche Zeitung, Der Tagesspiegel, Handelsblatt, Deutsche Welle, Politico, Defense News, New Statesman, and others.

Titled “Westlessness,” the Munich Security Report 2020 discusses what some describe as the decay of the Western project, which is contested both from within and from without. The report highlights the role of selected key actors – the United States, China, Russia, and Europe – and explores their role against the backdrop of a rapidly deteriorating global security environment marked by protracted conflicts, emerging security threats, and rising tensions on the international stage. Moreover, the publication assembles analyses of key regional trends, ranging from the Mediterranean to the Middle East and South Asia, as well as insights on overarching security issues such as the impact of climate change, right-wing extremism, technology, and space security.

In preparing the report, the Munich Security Conference’s policy team traditionally works with some of the world’s most renowned research institutions, including The International Institute for Strategic Studies, Stockholm International Peace Research Institute, Mercator Institute for China Studies, Pew Research Center, Brookings Institution, and Chicago Council on Global Affairs.
The Munich Security Report was presented to members of the press at the Federal Press Conference in Berlin on February 10.
(Credit: Kuhlmann / MSC)

Presentation of the Munich Security Report 2020 by Dr. Tobias Bunde during the MSC kick-off event at the Bavarian State Representation in Berlin on February 10.
(Credit: Kuhlmann / MSC)
China: Meddle Kingdom

With the 70th anniversary of the People’s Republic, 2019 saw a host of commemorations and celebrations in a China rejuvenated. The country’s leaders have vowed to take advantage of the “Chinese century” that is unfolding, for instance, by increasing China’s economic footprint and strengthening military ties. In this context, China is meddler in international politics, a phenomenon that is likely to continue into the future. As China’s capabilities surpass those of its peers, it is increasingly becoming a focal point of attention.

Internally, too, China’s economy—while strong—is facing difficulties. The Chinese government has become more interventionist and the economy has become more reliant on the Party’s direction. This has been accompanied by an increasing divide between the urban and rural areas, which has raised concerns about social stability.

China’s economic growth hit a 30-year low in 2019, struggling to stay abreast of rising debt levels and demographic change.11 If growth suffers under these pressures, the backlash against a Beijing power grab is already boiling over. The Chinese party is also increasingly reinserting itself into China’s economy, for instance, by increasing its presence in the tech sector. This can be seen by Beijing’s efforts to regulate, for instance, social media platforms.

The growing concern is that the future holds a technological segregation of China and the West. China is steadily exporting surveillance technology and “know-how” in the field of internet and telecommunications. This has raised concerns among Western governments, who fear that it could be used for nefarious purposes.

China’s economic growth has been accompanied by an increase in military spending. The country has increased its defense budget by 6.5% in 2019, surpassing that of the United States. China has also invested heavily in its military infrastructure, expanding its naval presence in the South China Sea and strengthening its air defense capabilities.

Beyond its economic and military capabilities, China’s influence is felt across a range of issues, from climate change to human rights. The country has been criticized for its lack of transparency in controlling the COVID-19 pandemic, as well as its treatment of minority groups such as the Uighurs. These issues have led to a growing international backlash against China’s policies.

The Chinese government has responded to these challenges by increasing its diplomatic efforts. Beijing has been more active in international organizations such as the United Nations, and has sought to expand its influence through initiatives such as the Belt and Road Initiative. The country has also been more assertive in its territorial claims, particularly in the South China Sea.

In summary, China’s influence is growing, both at home and abroad. The country’s leaders are determined to maintain their position as a world power, and are working to shape the international order in their favor.

Source: Munich Security Conference, based on The Economist and Center for Strategic and Budgetary Assessments (CSBA)16

Source: Arab Barometer29

Source: Mercator Institute for China Studies (MERICS)17
Alibaba

In addition, plans are underway to transform the area surrounding Liège—once a bustling industrial zone—into a logistics and technology hub. Alibaba, the Chinese e-commerce giant, has already invested in the local airport and is building a new logistics hub in the city. The deal was signed in 2018, and it’s expected to create thousands of jobs due to increased economic activity.

The Alibaba deal is part of a broader effort by the Belgian government to attract Chinese investment. In an effort to diversify its economy and reduce its dependence on heavy industry, Belgium is looking to the East for new growth opportunities.

Belgium, home to the European Commission and many international organizations, is hoping to capitalize on its geographic location between Europe and Asia. The country is working to improve its infrastructure, including roads and rail links, to better connect with China.

The deal with Alibaba is seen as a major boost for the region, particularly for the Liège airport, which processes a significant amount of cargo, mainly from China. The airport is currently one of the largest in Europe, handling over 2 million tons of cargo per year.

However, there are concerns about the environmental impact of increased air cargo activity. Belgium is a signatory to the Paris Agreement on climate change, and it is working to reduce its carbon footprint. The country has set targets to reduce greenhouse gas emissions by 2030, and it is working with other European countries to achieve this goal.

The deal with Alibaba presents a challenge for Belgium to meet its climate targets. The increased air cargo activity will likely result in a significant increase in emissions, as aircraft are one of the main sources of greenhouse gas emissions.

To address this challenge, Belgium is looking at ways to improve the efficiency of its air cargo operations. This includes investing in new technologies and infrastructure to reduce emissions. The country is also working to promote the use of more sustainable air cargo transport options, such as electric or hydrogen-powered aircraft.

Despite these challenges, Belgium is confident that it can meet its climate targets while also benefiting from increased economic activity. The country is committed to sustainable development and is working to balance economic growth with environmental protection.

The deal with Alibaba is a testament to Belgium’s commitment to economic diversification and sustainable development. The country is providing a model for other European countries to follow, as they seek to balance economic growth with environmental protection.
The ‘Davos of global geopolitical security’ ponders ‘Westlessness’

By Natalie Corney in Munich

The ‘Davos of global geopolitical security’ starts this week, and the theme is ‘Westlessness.’

As hundreds of global leaders and decision-makers gather for the 56th Munich Security Conference this weekend, its theme setting annual report has defined Westlessness as a series of unrests and weaknesses in the West.

As Western states and economies are confronted and the global power balance shifts, many argue that important security challenges arise from the erosion of the Western project.

“There is a double phenomenon right now,” said Munich Security Conference chairman Wolfgang Ischinger at the report’s launch. “The first is the West is less Western and the second is the world as a whole is less Western. What does it mean to remain European and global relations - especially in our security politics?”

This year’s conference comes as more Western sanctions have been imposed on Iran and Russia for the breakdown of sensitive nuclear deals. For the first time, Pyongyang will send a delegation to Munich, while senior officials from Russia are also expected to be present.

Common understanding

“The approach to how to avoid a common understanding of what now means to be part of the West,” continued Ischinger. “Although perhaps the most important strategic challenge for the transatlantic partners is to work out whether the West can come up with a joint strategy for a new era of great power competition.”

Ongoing topics on the agenda include climate security, the strength of NATO, ongoing protests across the Middle East and relations with Israel.

Annually, the gathering sees speeches of high-level international decision-makers, including dozens of state heads and other influential government ministers from foreign, domestic and defense ministries.

This year, French President Emmanuel Macron, Canadian Prime Minister Justin Trudeau and Ukrainian President Volodymyr Zeleksa will make their first appearance at the security conference, as well as Facebook’s Mark Zuckerberg. This will be the third Munich Security Conference for China’s foreign minister Wang Yi. In 2015, business, academic and civil society will also be present to add to the discussions in Munich’s Bayerischer Hof hotel.

Remember to sign up to Global Business Daily (GBD) to get our top headlines direct to your inbox every weekday.
Munich Report: NATO funding quarrels mask a more sinister threat to the Alliance

Detlef Scholz
February 10

The Munich Security Conference took place in Munich, Germany, on February 14 and 15, 2020. It was attended by world leaders and security experts from around the globe.

The conference discussed the future of NATO and the challenges facing the organization. One of the key issues highlighted was the funding disputes between member countries, which have been a source of tension for some time.

However, the conference also highlighted a more sinister threat to the Alliance. The reports suggested that Russia and China are plotting to undermine the transatlantic community and its values.

According to the authors, the threat is not just a military one, but also a cultural and religious one. The erosion of traditional values and the rise of authoritarian regimes have been cited as worrying trends.

The conference called for a more robust and coordinated response to these challenges. The need for increased investment in defense and a stronger commitment to democratic values were emphasized.

Sign up for our Early Bird Brief to get the latest news and analysis on the Munich Security Conference.
Digital Communications

Overview

485 posts by MSC across all platforms

232 tweets by MSC

>16,000 new fans and followers /
increase compared to 2019: +7%

>475,000 total user interactions /
increase compared to 2019: +64%

>6.4 million total impressions

>470,000 total visits of the MSC website

>3.7 million total views of videos and live streams
Website

MSC 2020
App

Overview

>1,600 new downloads at MSC 2020

>8,000 impressions in the App Store and Google Play Store

>15 sessions per device during MSC 2020

The MSC App provides a wide range of information about the conference, including the latest agenda, a venue overview, as well as an up-to-date list of participants. The app also features logistical information and an overview of side event invitations, thereby serving as the perfect companion for every MSC participant.

Additionally, the app offers the opportunity to receive the latest news about the MSC and its various activities.
The MSC App has also been used as a tool for interactive participation throughout the conference weekend. The interactive menu allows participants as well as users from around the world to ask questions to the speakers and to participate in votings.

In order to explain the various features of the app and to encourage the audience to participate, the MSC produced an explanatory video that was screened before the sessions.

Excerpts from the explanatory video for the MSC App
Twitter

Overview

- 232 tweets by MSC
- >4.3 million total impressions / increase compared to 2019: +30%
- >125,000 total interactions
- 7,100 total retweets / increase compared to 2019: +45%
- >80,000 uses of #MSC2020
- >50,000 followers / increase in followers: +15%

Tweets using #MSC2020

Results 80.8K
SAMPLE TWEETS

1. "It is essential that we, as an international community, wake up to the challenges presented by China's manipulation of the long-standing international rules-based order that has benefited all of us for many decades." – EsperDoD at MSC2020.

2. "We are pleased to announce that the Federal President of Germany, Frank-Walter Steinmeier, will open the 56th Munich Security Conference. #MSC2020"

3. "An appeal to world leaders by @climatemorgan, Executive Director of @Greenpeace, #ClimateChange #MSC2020"

4. "Foreign and security policies should no longer be focused on how to protect the extraction of fossil fuels, but rather should be focused on how to keep them in the ground, for they are the new weapons of mass destruction."

5. "We can see that there is a certain weakness of the West," says @EmmanuelMacron. "The values have changed, and new powers have risen." #Westliness #Macron #MSC2020"
SAMPLE TWEETS

"We are encouraged that the steps China has taken to contain the outbreak at its source appear to have bought the world time – even though those steps have come at greater cost to China itself," says Dr. Tedros in his update on COVID-19 at MSC2020. @WHO #coronavirus

Do you have a favorable or unfavorable opinion of the EU? The answer to this question varies widely across countries, as @pewresearch data from our upcoming MSCReport shows.

We congratulate the winners of the 2020 John McCain Dissertation Award, @balazsmartonfy and @OAJonsson9 In memory of U.S. Senator John McCain, the MSC annually awards outstanding academic contributions in the field of transatlantic relations. #MSC2020

Climate Change and Security with @climatemorgan, @Kent_Walker, @PEspinoaC, @LindseyGrahamSC, @MiddendorfTom, and @SenWhitehouse. The conversation is moderated by Melinda Crane-Röhrs. Watch live: securityconference.org/en/msc-2020/...
SAMPLE TWEETS BY PARTICIPANTS

Secretary Pompeo

Glad to be in Germany for the Munich Security Conference. @MusCon will provide a productive forum to discuss shared security, confronting Iran, and strengthening the transatlantic relationship.

Ursula von der Leyen

Here at the @MUSCon, today, I want to recognize the leadership from the United Nations and its Agencies. And I want to highlight the commitment and bravery of UN staff everywhere, including those who work in humanitarian emergencies, in conflict, and in peace operations.

Dr. S. Jinder

Wonderful to meet with Munich Young Leaders MUC_YFL on India's strategic aims in the Indo-Pacific. Important to have a free and open debate on this subject. Look forward to welcoming them in India.

Zuzana Caputová

Glad to have participated in MUSC2020. My full speech on why political leaders need to defend @OneWorldHere: UnityInSight

Nancy Pelosi

Our Congressional delegation came to @MusCon2020 to deliver the message that the U.S. commitment to NATO and the transatlantic alliance is inviolate.

Marina Bandi

A very productive and encouraging weekend at @MusConIV. We have made significant progress with our global partners on issues of trade, energy, and security, and look forward to further dialogue in the months ahead.

Josep Borrell

For a Europe that Projects; we need to build a common vision. Not on the past, but on the future. Forget the little bit about our own interests will allow us to look for a wider capacity for action. #MUSC2020
Facebook

Overview

67 Facebook posts by MSC

>1 million total impressions

>325,000 total interactions

>400,000 total media views for live streams and videos

>51,000 followers / increase in followers: +11%

SAMPLE POSTS
SAMPLE POSTS

Munich Security Conference was live.

February 15 at 4:43 PM

LIVE from MSC2020: Ilham Aliyev, President of Azerbaijan, and Nikol Pashinyan, Prime Minister of Armenia, in conversation with Celeste A. Wallander, President and CEO of the U.S. Russia Foundation.

Watch together with friends or with a group

Start

381,902
People Reached

273,855
Engagements

9.1K Comments 2.2K Shares 231K Views

Now live

Conference Hall | 4:00 p.m.
Learn Fast and Fix Things: Social Media and Democracy
With Mark Zuckerberg, moderated by Wolfgang Ischinger

9,023
People Reached

439
Engagements

3 Comments 24 Shares
The format yourMSC was successfully launched, in cooperation with YouTube, at the MSC 2019 and aims to reach out to a young, global audience. Building up on the success of last year’s edition three well-known YouTube creators interviewed high-level MSC participants on the sidelines of this year’s conference with questions and topics emerging from their respective communities.

In the studio, Ana Kasparian, Enrique Fonseca and Leeroy Matata did one-on-one interviews with 14 MSC participants including MSC Chairman Wolfgang Ischinger and discussed a wide range of issues. Complementing the studio interviews, all three creators took the viewers on a tour behind the scenes of the MSC and provided insights into the logistics of the world’s most important forum for international security policy by showing what it is like to work as a liaison officer, a police officer, an interpreter or a VIP-driver at the MSC. In addition, the creators recapped their day at the MSC 2020 in a joint discussion round.

All videos – produced and edited by the production company Leonine – were published on the yourMSC YouTube channel. This year, some videos were also featured on the respective creators’ channels increasing the reach of yourMSC.
**YOUTUBE CREATORS**

**Ana Kasparian (TheYoungTurks), United States,** is a journalist, host and producer for the online news show “The Young Turks”, a channel with more than 4.5 million subscribers on YouTube. She is also a journalism lecturer and public speaker.

**Leeroy Matata (Leeroy will’s wissen), Germany,** is famous for his interesting and unbiased interviews, which he uploads to his channel (“Leeroy wants to know”). He covers topics ranging from social to personal and political matters. He unites a viewership of over 1.1 million people.

**Enrique Fonseca (VisualPolitik), Spain,** is a marketing consultant by training and now the head of the biggest political videoblog in the Spanish-speaking world. His channel VisualPolitik reaches 1.5 million viewers and 900,000 viewers with its English counterpart.

**INTERVIEWEES**

Ian Bremmer, Beatrice Fihn, Francis Fukuyama, Jane Harman, Wolfgang Ischinger, David Miliband, Jennifer Morgan, Peter Neumann, Omid Nouripour, Cem Özdemir, Sir Stuart Peach, Javier Solana, Joseph Stiglitz, Jens Stoltenberg
Follow me.report by Funk

At the MSC 2020, project manager Paulina Zehle, who is responsible for coordinating the program in the main conference hall, was accompanied by Robin Blase (“RobBubble”) and his team for “follow me.reports”, a YouTube format by the German public service broadcasting platform “Funk”.

The video offers insights into what it's like to work at the world's most important forum for international security policy and provides an extraordinary view behind the scenes of the conference.
The YouTube channel “Munich Security Conference” features highlight videos providing an overview of the debates and events during this year’s main conference.
Overview

114 total Instagram posts (feed and story)

>890,000 total impressions

>13,000 total interactions

>3,100 followers / increase in followers: +242%

SAMPLE POSTS
SAMPLE POSTS

Munich Security Conference 2020: Media Analysis

Sample Posts

1. munseconf: Munich, Germany
   "All eyes on @zuck.
   #Throwback to the very moment before the founder of @facebook entered the stage, captured by our photographer Michael Kuhlmann exactly one week ago today."

2. munseconf: PinICENSEntentheater
   "Talking politics in a theater hall.
   On the eve of msc2020, we brought the discussions of our conference to various places all over Munich. At the historic Prinzregententheater, former US Secretary of State John Kerry discussed with us #climatechange and security, followed by a concert with..."
For the first time, leading figures from politics, civil society, and the media “took over” the MSC’s Instagram story, sharing their personal impressions, interviews, and other exclusive insights from Munich with a young global audience.

**TAKEOVER PROTAGONISTS**

**Hadley Gamble**  
News Correspondent, CNBC (34K followers)

**Grace Natalie**  
Munich Young Leader 2020  
Founder and Chairwoman, Indonesian Solidarity Party (363K followers)

**Roberto Velasco Álvarez**  
Munich Young Leader 2020  
Spokesman, Mexican Secretariat of Foreign Affairs (2K followers)

**Karma Ekmekji**  
Munich Young Leader 2020  
International Affairs and Relations Adviser, Office of the Lebanese Prime Minister (17K followers)

**Kristina Lunz**  
Co-Founder and Germany Director, Centre for Feminist Foreign Policy (4K followers)

**SAMPLE POSTS**

Hadley Gamble, Comment by Edith Kimani, Hadley Gamble interviewing Kristalina Georgieva
SAMPLE POSTS

Grace Natalie with Emmanuel Macron, Annegret Kramp-Karrenbauer speaking in the Main Hall,
Karma Ekmejki with Grace Natalie and Roberto Velasco Álvarez

Kristina Lunz with Fatou Bensouda, Kristina Lunz, Comment by Kristina Lunz
LinkedIn

Overview

38 total LinkedIn posts

>130,000 total impressions

>7,000 total interactions

>4,300 followers / increase in followers: +41%

SAMPLE POSTS

[Image of a bar chart showing the share of total mass of military satellites in Earth orbit, 2009 and 2019, percent.]

Source: Munich Security Conference, based on Union of Concerned Scientists data.

Type: msc

Show stats →

Organic Impressions: 4,483 Impressions

Like Comment

2 Comments

Share
SAMPLE POSTS

The Munich Security Conference looks forward to welcoming Canada’s Prime Minister Justin Trudeau at MSC2020. Mark your calendars: February 14-16.

Organic impressions: 8,100 impressions

Newsletter

Overview

>4,000 subscribers

+600 new subscribers since February 2019: +18%

>6 newsletters per year

40% average opening rate

SAMPLE NEWSLETTER

Dear friends of the MSC,

Months of preparation and an intense conference weekend have once again come to a very successful end. Even at a time when multilateral cooperation is being challenged to an unprecedented degree, the 56th Munich Security Conference offered encouraging examples of diplomacy and dialogue.

From February 14 to 16, we brought together hundreds of decision-makers from politics, international organizations, business, and civil society once again. In Munich, we provided a unique platform to discuss the preeminent crises and future security challenges around the world. First and foremost, we aimed to foster dialogue on the future role of the Western alliance, liberal values, and multilateralism. At the heart of this year’s discussions was the widespread perception of “Westlessness”. 30 heads of state and government and nearly 100 cabinet ministers joined the conversations on this guiding theme of the Munich Security Report 2020, as
February 14-18, Munich

"Westlessness" – This was the Munich Security Conference 2020

Hundreds of senior leaders and thinkers from politics, international organizations, business and civil society gathered in Munich to discuss preeminent crises and future security challenges. Among the focal points were the role of the Western alliance, liberal values and multilateralism.

Read more »

Impressions from the MSC 2020

You are interested in re-watching the speeches and discussions at this year’s MSC? Our media library contains a comprehensive compilation of photos and video recordings from the Munich Security Conference 2020.

Watch here »

MSC PORTRAITS

Follow our program coordinator through Hotel Bayerischer Hof

As a project manager, Paulina Zehle is responsible for coordinating the MSC’s program in the main conference hall. At #MSC2020, she gave exclusive insights into her work at the event. Learn more in our portrait series on Instagram.

Read more »

IN THE NEWS

February 26, Al Jazeera English

What is the "Westlessness" global order?

At “The Bottom Line” on Al Jazeera English, Munich Security Conference Chairman Wolfgang Ischinger discussed the current state and the future of the Western alliance with Steve Clemons, Danielle Pietro, and Ian Bremmer.

Watch here »

February 17, The Washington Post
SAVE THE DATE
FEBRUARY 19–21
#MSC2021

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