World Health Summit 2021
Media Report

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Media Coverage of the World Health Summit 2021

Selected Media Mentions

- The Washington Post
- Al Jazeera
- ARD Tagesschau (e.g. prime time edition)
- Tagesschau.de
- Süddeutsche Zeitung
- Frankfurter Allgemeine Zeitung
- FAZ.net
- Forbes
- Deutschlandfunk
- Radio France Internationale
- AFP
- ntv
- The Times of India
- Deutsche Welle
- Handelsblatt
- The Japan Times
- Tagesspiegel
- Stern
- The BMJ
- NDR
- Redaktionsnetzwerk Deutschland
- Euronews
- SRF
- ZDF heute (e.g. prime time edition)
- ARD Morgenmagazin
- Reuters
- South China Morning Post
- Politico
- Berliner Zeitung
- eNCA South Africa
- RTL
- Le Journal de Montréal
- BZ
- El Telegrafo
- The Week UK
- The Lancet
- Modern Ghana
- BR Fernsehen
- El Heraldo de México
- Berliner Morgenpost
- DeveX
- correo
- The Guardian Nigeria
- Hindustan Times
- ORF
- Deutsches Ärzteblatt
- Augsburger Allgemeine

Read the reports and see more mentions:
www.worldhealthsummit.org/media/in-the-media.html
Media Quotes

Washington Post
“With almost 50,000 deaths a week, the pandemic is far from over — and that’s just the reported deaths,” World Health Organization Director General Tedros Adhanom Ghebreyesus said at the World Health Summit in Berlin on Oct. 24.”

Süddeutsche Zeitung
“Recently, at the World Health Summit, rich countries and the pharmaceutical industry had promised to help the poorer countries (...)

Frankfurter Allgemeine Zeitung
“More than six thousand participants and hundreds of speakers and discussants - the World Health Summit has arrived at the hopefully last third of the current pandemic, where it had hoped to take the issue of public health care many years before Corona: at the highest political level.”

Deutschlandfunk
“For three days, around 6,000 experts from 100 nations discuss the global situation.”

Radio France Internationale
“This 2021 edition (...) will bring together the elite of the scientific, political, civil society and business world from 100 countries.”

Berliner Zeitung
“The World Health Summit has identified a communication problem. The summit itself at least made it into the Tagesschau. ARD’s Morgenmagazin on Tuesday broadcast from the conference venue (...)”

The Week UK
“Speaking at the World Health Summit in Berlin on Monday, Tedros “criticized the lack of equity in vaccines distribution” reported euronews.”

Devex
“One Health gets a new update at the World Health Summit.”

ARD Tagesschau (prime time edition)
“The world's top health professionals come together (...)

ARD Tagesschau (12:00 AM edition)
“At the World Health Summit, many see the need for international improvement on the number one issue, COVID.”

ZDF heute (prime time edition)
“Second day of the World Health Summit in Berlin. Central topics: Global collaboration during a pandemic and vaccine equity.”

Al Jazeera
“Now in Berlin many of the world’s top scientists, medics, and ministers are working through what they see as the next big challenges.”

Deutsche Welle
“The COVID pandemic is high on the agenda as an influential group of world leaders meets for the World Health Summit in Berlin and online.”

BZ
“The world's most important summit in pandemic times.”

Stern
“On the occasion of the World Health Summit in Berlin, UN Secretary General António Guterres called for a more reasonable distribution of COVID vaccines.”

Forbes
“The report was released Tuesday at the World Health Summit in Berlin.”

The Guardian Nigeria
“...global health leaders across sectors gathered in Berlin...”
General Coverage 2021

Selected Media Mentions
- Frankfurter Allgemeine Zeitung
- Die Zeit / Zeit Wissen³
- AFP
- NBC News
- ÄrzteZeitung
- Berliner Morgenpost
- radioeins
- Deutsches Ärzteblatt
- Welt

Selected Media Mentions: World Health Summit Regional Meeting, Kampala, Uganda
- BBC News
- Neue Zürcher Zeitung
- NTV Uganda
- Deutsche Welle
- New Vision
- The Observer
- Daily Monitor
- The Independent Uganda
- The Telegraph India

Read the reports and see more mentions: www.worldhealthsummit.org/media/in-the-media.html

BILD, Dec. 17, 2020

Media Partners
Press Releases 2021

12 press releases in German and English

Distribution

- OTS: Editorial offices of all daily media, via news ticker, Germany
- IDW: Science-oriented community incl. journalists, via subscription, German-speaking regions
- World Health Summit press mailing list: 2,000 German and international contacts

All press releases:

OTS Analytics

33,388
Zugriffe auf Ihren Newsroom in den letzten 12 Monaten
Dezember 2020 - November 2021

1,814
Durchschnittliche Zugriffe pro Story - ots
in den ersten 7 Tagen nach Veröffentlichung

Newsroom visits in the last 12 months
Average no. of clicks per press release at OTS (first 7 days after publication)

Concluding World Health Summit 2021 press release on October 26:

5,103 clicks for this press release
1,814 clicks on average
Sector average: 1,276
Selected Ads

economist.com, The Economist, Tagesspiegel Morgenlage, Advertorial in DIE ZEIT

Website

All data: As of Nov. 8

Page views 2021: 100,000
Page users 2021: 28,610 from 190 countries

Page views October 24-26: 12,610
Page users October 24-26: 4,250

World Health Summit Media Report 2021
Newsletter

Monthly Newsletter to the World Health Summit network with 30,000 contacts worldwide.

All newsletters:  [www.worldhealthsummit.org/media/newsletter.html](http://www.worldhealthsummit.org/media/newsletter.html)

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**Social Media #WHS2021**

All data: As of Nov. 8

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>10,320</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>4,160</td>
</tr>
<tr>
<td>Twitter</td>
<td>13,050</td>
</tr>
<tr>
<td>Instagram</td>
<td>700</td>
</tr>
</tbody>
</table>

Twitter Data October 2021:
- Impressions: 700,000
- Likes: 2,200
- New followers: 800
- Mentions: 1,910
- Profile visits: 56,600

YouTube: 31,000 views of World Health Summit 2021 session recordings

WHO Livestreams of all five sessions with WHO Director-General Tedros: 220,000 views on Twitter. E.g.:
- [World Health Summit Opening Ceremony](http://www.worldhealthsummit.org/media/video.html#c115533)
- [Building the World’s Pandemic and Epidemic Intelligence Ecosystem](http://www.worldhealthsummit.org/media/video.html#c115533)
- [Media briefing on WHO Council on the Economics of Health for All](http://www.worldhealthsummit.org/media/video.html#c115533)

See all:  [www.worldhealthsummit.org/media/video.html#c115533](http://www.worldhealthsummit.org/media/video.html#c115533)
Powerful discussion #WorldHealthSmt on what we have learned from #COVID19. Addressing inequality should be a key component of pandemic preparedness plans. It rarely is, and this is something that needs to change.

#WHSS2021 Tweet extracts

Tedros Adhanom Ghebreyesus @Tedros 25. Okt.
At WHSS2021 opening I answered will when the #COVID19 pandemic end:
1. When vaccine delivery is prioritised for #Vacc4All & AVAT
2. When #pogp countries fulfil dose-sharing commitments
3. When know-how, technology & licences are shared, & IP rights waived #Vacc4Equity

Tedros Adhanom Ghebreyesus @Tedros 25. Okt.
No country can end the #COVID19 pandemic in isolation from the rest of the world. And no country can protect the health of its own people without working to protect the health of all people. Together! #WHSS2021

Prof. Dame Sally Davies @UKAAMRNesy - 24. Okt.
I am honoured to be joining the #WorldHealthSummit in Berlin today, to discuss how the #DGEMAM, #DG and other multilateral actors will ensure there is political leadership to tackle AMR.

Gemma Mark @PaulNetSums - 24. Okt.
It was a great pleasure to briefly meet @MazzucatoM at WHSS2021 @WorldHealthSmt. The work of the @WHO Council on the Economics of #HealthForAll will play an important role in facilitating global dialogue on health and the economy. I wish you all the success with your work.

World Health Summit @WHOHealthSmt - 25. Okt.
Meet WHSS2021 Speakers of Day One
Join the brightest minds in global health online & for free here: worldhealthsummit.org

Sanna Mark and 8 weitere Personen
Campaigns on Twitter, Facebook, LinkedIn, and Instagram

Prior to the World Health Summit
Meet #WHS2021 Speakers

After the World Health Summit
#WHS2021 Takeaway

Teaser: #WHS2021 in 30 Seconds
World Health Summit 2021 promotion on all social media channels. Watch on YouTube
Media and Partners Support

Press Kit:
Press kit on the World Health Summit website with e.g. all information on the World Health Summit and the M8 Alliance, press photos, and downloads.

Communication Package:
Communication and promotion package for partners with e.g. various text options, also for social media, various visuals, and a customizable speaker card for social media.
Opinions

“The World Health Summit is a forum for you to engage with these issues which are so crucial to our future.”
Angela Merkel, Chancellor of the Federal Republic of Germany
Patron of the World Health Summit

“The World Health Summit demonstrates the essential role of scientific communities to decision-making on global health.”
Emmanuel Macron, President of the French Republic
Patron of the World Health Summit

“Let us use the Summit to discuss the way forward, together.”
Ursula von der Leyen, President, European Commission
Patron of the World Health Summit

“I’m delighted to see how every year it becomes an increasingly important venue for bringing together thought leaders and high-level decision makers to forge a consensus for how to address the most pressing challenges in global health.”
Tedros Adhanom Ghebreyesus, Director General, World Health Organization (WHO)
Patron of the World Health Summit

“At this year’s World Health Summit, let’s move from alarm to action. And let’s deliver the stronger health systems that every person deserves.”
António Guterres, Secretary-General, United Nations

“We need to rethink our policies, globally and locally.”
Sanna Marin, Prime Minister, Finland

“Virology has become political but still is a research discipline. What we are addressing is the issue of prevention.”
Christian Drosten, Director of the Institute of Virology, Charité Universitätsmedizin Berlin