



NEW CITIES
SUMMIT
SÃO PAULO 2013

The Human City

June 4-6, 2013 | São Paulo, Brazil



Media Highlights

Event organized by the



NEW CITIES
FOUNDATION

 #NCS2013

newcitiessummit2013.org

Overview

The 2013 New Cities Summit generated over **300 global press clippings** dedicated solely to the event, across international and national newspapers, news magazines, radio, TV, web, and key trade journals. The total advertising value of press coverage generated exceeded **US\$ 9.5 million***.

In total, **over 100 journalists attended the event in São Paulo**. The international media campaign generated in-depth reports and analyses in the world's top international news outlets, including: **the Guardian, the Financial Times, Bloomberg News and BBC World Service radio**. The campaign also reached leading sector publications, including **Domus, Next City, The Atlantic Cities, The Art Newspaper** and many more. Thanks to a media partnership with Monocle, the magazine featured two print articles (one of which is expected in September 2013), as well as two live radio reports from the Summit, two podcasts and a video. Another international media partner, the leading bilingual French/English architecture and urban planning magazine, **L'Architecture Aujourd'hui**, published a four-page report following the event. We are also expecting a lengthy report in British architecture and design journal, **Icon**.

In the Brazilian media, we received top quality coverage, including in-depth TV and radio reports and interviews on **Globo News, Band News** and other leading broadcast outlets, to lengthy articles and interviews in São Paulo's top papers, **Estado de S. Paulo**, the São Paulo **Metro** and **Folha de São Paulo**, and a four-page analysis of the event in the country's leading financial weekly, **Valor Economico**.

For the 2013 Summit, we ran the second edition of the **AppMyCity! Prize**. From launch to winner announcement, the media campaign for the Prize generated **over 80 international and local cuttings**.

Before the event, the New Cities Foundation secured a total of eight international media partnerships:

- L'Architecture Aujourd'hui, France/US
- The Atlantic Cities, US
- Bloomberg Businessweek, US
- Financial Times, UK/US
- The Huffington Post, US
- Monocle, UK
- Next City, US
- Plataforma Networks, Chile

In addition, we secured a major local media partnership with a top Brazilian media group: **Bandeirantes** – this included extensive TV and radio coverage as well as five in-depth articles in the São Paulo Metro, which has the top readership among the city's daily papers.

The New Cities Summit generated **over 3.2 million impressions** (combined number of potential users that saw any content sent through New Cities Foundation Twitter & Facebook profiles). To date, the New Cities Foundation Twitter account (@newcitiesfound) counts over 10.7K followers.

For further details on local media coverage, AppMyCity! Prize coverage and social media, please consult the separate sections of the Appendix. These documents are all available at:

www.newcitiesfoundation.org/index.php/media-reports



Key Statistics

The value of coverage
in Brazil reached

US\$ **8.5** million

300 global press
clippings

The advertising value of the
international media coverage
exceeded

US\$ **1** million

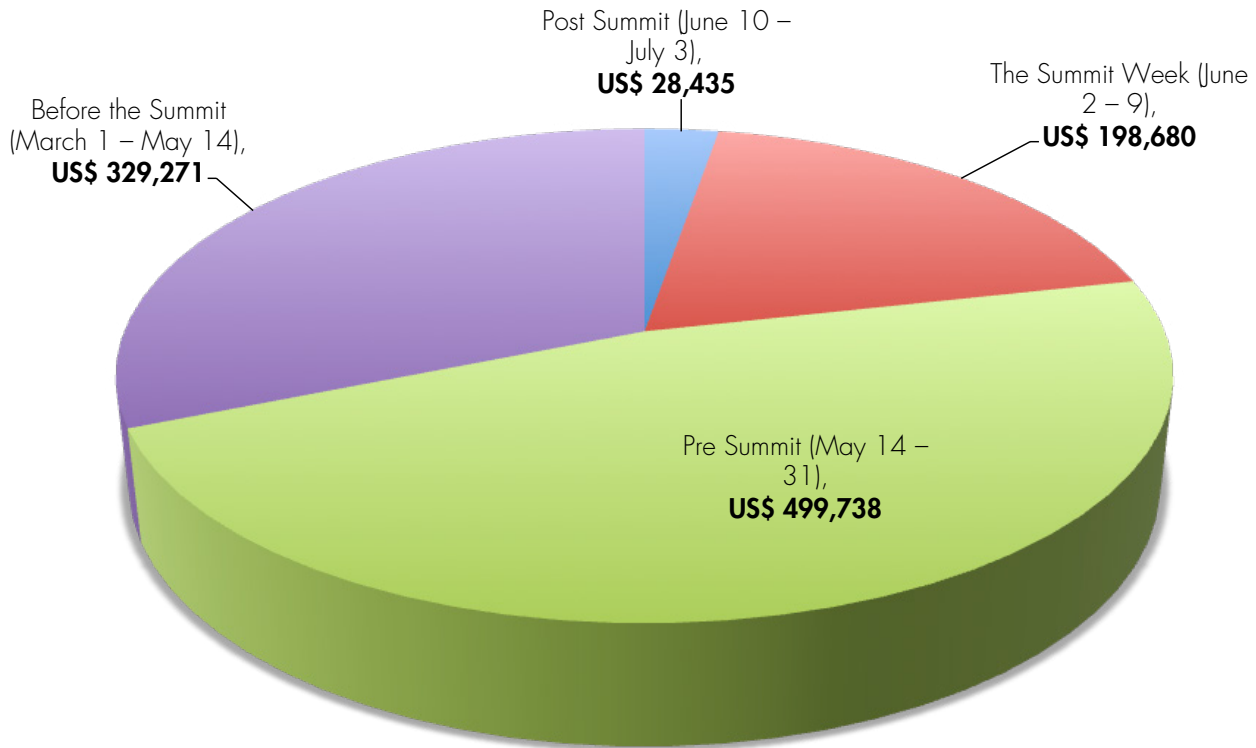
The total value of media
coverage exceeded

US\$ **9.5** million



Publicity Value of International Media Coverage (Total: US\$ 1,056,167)*

(value per media type)

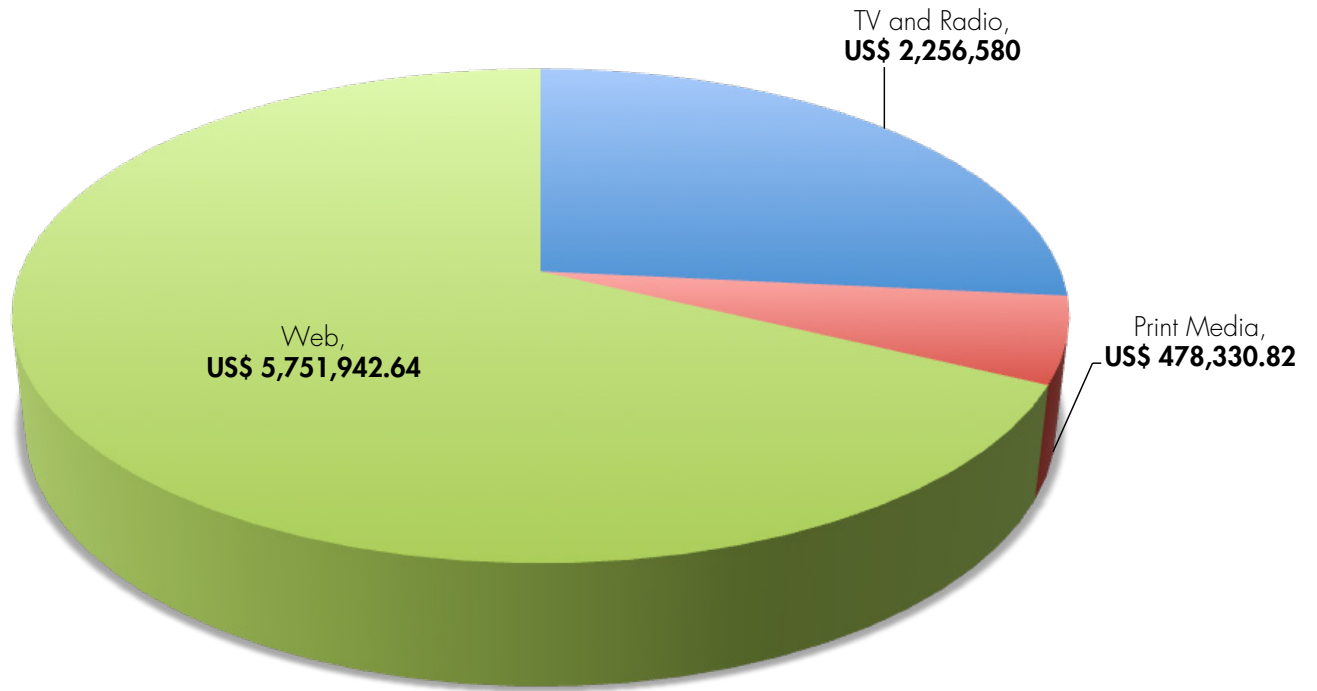


*This figure includes online and broadcast coverage in all countries except Brazil. It does not include international print coverage, radio coverage from Monocle or any Brazilian coverage.



Breakdown of Brazilian Media Coverage (Total:US\$ 8,486,853.46)

(value per media type)



International coverage highlights

The Guardian (June 5, UK)

Report from the New Cities Summit focusing on Mayor Haddad's vision for São Paulo and including quotes from New Cities Foundation Chairman, John Rossant

BBC World Service Newsday (June 4, UK/ international)

Interview with São Paulo deputy mayor Leonardo Barchini about the Summit, its theme, The Human City and the issue of mega cities. This interview lasts 5 minutes and ran twice on Newsday, the BBC World Service's flagship news program, which has a large proportion of listeners in Africa

The Financial Times (June 24 and June 28, UK)

2 comment pieces by Simon Kuper of the Financial Times, drawing upon observations from the Summit

Monocle magazine (May edition, UK)

Interview with New Cities Foundation Trustee, Wim Elfrink of Cisco, introducing the New Cities Summit

Monocle 24 Radio – the Globalist (June 4 and June 5, UK)

2 live episodes of Monocle's Globalist program were broadcast from the Summit and are available as podcasts. Presented by Monocle's Editor Andrew Tuck, the shows incorporate interviews with John Rossant, Chairman of NCF, Mathieu Lefevre, Director of NCF as well as a broad range of Summit speakers and attendees

Monocle 24 Radio – the Urbanist (June 13 and June 20, UK)

2 episodes of the Urbanist – Monocle 24's flagship program dedicated to cities, were broadcast after the Summit and are available as podcasts. The first episode is dedicated entirely to the Summit.

Dallas Morning News (June 5, US)

Announcement that Dallas will be host city for NCS2014 and the launch of the Global Cultural Districts Network (GCDN), a new initiative of the New Cities Foundation, Dallas Arts District and AEA Consulting. This double announcement was made at a press conference at the Summit

Domus web (June 3, Italy/ international)

Overview of the Summit with images of São Paulo and the Summit venues

The Atlantic Cities (March 26 to June 10, US)

Detailed coverage of each stage of the AppMyCity! Prize, from launch to winner announcement

Archdaily and Plataforma Urbana (May 31, Chile; international)

Interview with New Cities Foundation Chairman, John Rossant, about the New Cities Summit, published in Spanish and English

Next City (April 29, US)

Interview with Mathieu Lefevre, Executive Director of the New Cities Foundation

The Art Newspaper Online (June 5, UK; international)

Announcement of the launch of the Global Cultural Districts Network (GCDN), and Dallas as host city for NCS2014

The Art Newspaper (July/August edition, UK; international)

Report on the launch of the GCDN at the Summit on page 3 of the paper, as well as a further Op Ed by GCDN Director Adrian Ellis

Huffington Post (May 9 – 21, US)

A total of 5 blogs were published by speakers from the What Works talk series of talks from the New Cities Summit

France 24 (July 9, 2013, France/ international)

Interviews in both French and English with John Rossant, Chairman of the New Cities Foundation, who talked about general New Cities Foundation work as well as the New Cities Summit, on the regular "Interview" program on this bilingual 24 hour news channel

L'Architecture Aujourd'hui (July/August edition, France/ US)

4-page report on the New Cities Summit, in French and English, including key quotes from speakers, New Cities Foundation Trustees and participants

Bloomberg (May 23, US)

Interview with Mayor Haddad of São Paulo

Dong-A Newspaper (March 29, Korea)

Announcement of the launch of the AppMyCity! Prize. The article includes a short profile of the New Cities Summit and the Foundation. The title translates 'Mobile app competition designed to help improve every day city experience'. Dong-A News has been the leading newspaper in South Korea since 1920 with daily circulation of more than 1.2 million

Brazilian coverage highlights

Band News TV - 4 spots

Including live interviews with Summit speakers, and a pre-recorded interview with John Rossant and Mathieu Lefevre of the New Cities Foundation

Jornal de Band TV - 2 spots

Including interviews and content from the Summit

Globo News TV - 5 spots

Interviews with key Summit speakers and reports on the event. This news channel is part of the cable channel of the Gobo group

Globo TV – 3 spots

Interviews with key Summit speakers and reports on the event on the program 'SP TV Globo'
This channel is an open TV channel in Brazil

São Paulo Metro – 5 articles

The Metro published extensive coverage on the Summit, including photos and the New Cities Summit logo. One article was published before the Summit and 4 during

Valor Economico (June)

An extensive, 4-page article in Brazil's top financial magazine, including interviews with Mayor Haddad of São Paulo; Daniel Libeskind, leading architect and New Cities Foundation Trustee and Mathieu Lefevre of the New Cities Foundation

Radio Bandeirantes – 6 spots

Coverage before and after the Summit, including interviews with speakers and NCF representatives

Band News Radio - 9 spots

Coverage before and after the Summit, including interviews with speakers and NCF representatives



To see all the Media Reports, including full coverage of the Summit – international and Brazilian –, the 2013 AppMyCity! Prize, and our WhatWorks series of talks, please visit the following page:
www.newcitiesfoundation.org/index.php/media-reports



**NEW CITIES
SUMMIT
SÃO PAULO** **2013**

 #ncs2013

newcityessummit2013.org

The New Cities Foundation thanks its Members and Partners

Founding Members



Corporate Members



Business Services



Premium Summit Partner



Summit Partners



Media Partners



THE HUFFINGTON POST



Academic and Non Profit Members



THE CLIMATE GROUP



USPCIDADES



NEW CITIES FOUNDATION

www.newcitiesfoundation.org

contact@newcitiesfoundation.org

