

November 7 2006

Issued on behalf of Sweet & Maxwell

## **Rupert Murdoch is highest profile FTSE-100 leader over the last year**

∞ Chief Executives get far more coverage than Chairmen

Rupert Murdoch, BSkyB Chairman, is the most frequently featured FTSE-100 Chairman or Chief Executive in the UK press, reveals research by Sweet & Maxwell, the legal and business information provider

Analysis of UK newspapers by Sweet & Maxwell shows that Rupert Murdoch, who has been celebrating the Tenth birthday of Fox News and the afterglow of the MySpace acquisition, has been featured in 2,326 articles. That is almost 16 times the average press coverage for a FTSE-100 Chairman or Chief Executive (146 articles).

On average, however, it is FTSE-100 Chief Executives who get more press attention (186 articles) than their Chairmen (108 articles). Apart from Murdoch, the only other company Chairmen in the Top 10 most high profile FTSE-100 leaders were Sir Kenneth Morrison, eighth, (Morrison Supermarket) and Sir John Bond, ninth, (Vodafone Group).

Murdoch's son, James, BSkyB's chief executive, was the 16th highest profile FTSE-100 leader with 378 articles (see below for Top 20 results).

Stuart Rose – highest profile Chief Executive

The Chief Executive with the highest media profile was Marks & Spencer's Stuart Rose (1406 articles). His position as the second highest profile FTSE-100 leader reflects the media's enduring fascination with the high street chain. Marks & Spencer has seen increased profits over the last year, a return to fortune that has been well documented in the press.

Rose's arch rival Philip Green, whose retail company Arcadia Group is privately owned, would have outstripped Rose in the media stakes with 1860 mentions in articles, according to the Sweet & Maxwell research.

Record high petrol prices and issues over the pipeline leak at their Prudhoe Bay field in Alaska ensured BP's Lord Browne was the third most prominent FTSE-100 leader.

Of course, high levels of press coverage aren't always positive. Former ITV chief Charles Allen was the fourth most cited FTSE-100 figurehead, largely due to the worsening trading at ITV that led to Allen's eventual resignation in August.

Despite the scarcity of women heading FTSE-100 companies the three women to currently hold this rare distinction actually had a lower than average press profile of just 100 articles (compared to the average for all Chairmen and Chief Executives of 146). Media company Pearson's Marjorie Scardino was 46th with 192 article mentions. Dorothy Thompson of electricity group Drax was 104th (77 articles), while 3i Group's Baroness Hogg received 32 mentions (128th).

In light of the continuing debate over the low number of women to head FTSE-100 companies (there are currently only three female Chairmen or Chief Executives, with Cynthia Carroll of Anglo American to join them in January 2007) it may come as a surprise to see that female FTSE-100 heads had a lower than average press profile of just 100 articles (compared to the average for all Chairmen and Chief Executives of 146). Media company Pearson's Marjorie Scardino was 46th with 192 article mentions. Dorothy Thompson of electricity group Drax was 104th (77 articles), while 3i Group's Baroness Hogg received 32 mentions (128th).

### **Sector coverage**

By sector the Chairmen and Chief Executives of telecoms companies got the most coverage with an average of 523 articles. Vodafone's Chief Executive Arun Sarin ranked fifth in terms of reporting, while Chairman Sir John Bond was ninth.

The research by Sweet & Maxell, a Thomson Business (NYSE: TOC; TSX: TOC), also found that the construction and materials was the least covered sector with the Chief Executives and Chairman in the sector only getting an average of 12 press pieces in the year.

Putting the media's coverage of business leaders into perspective Madonna was featured in 8,471 articles in the same period and one businessman who would have beaten all the FTSE-100 chairmen and Chief Executives is the ubiquitous Sir Richard Branson, who had 2954 mentions.

ENDS

### **Notes to Editors:**

Sweet & Maxwell (<http://www.sweetandmaxwell.thomson.com>) is a leading provider of information and solutions to the legal and professional markets in the UK and Ireland. With over 200 years of history and heritage in legal publishing, Sweet & Maxwell offers detailed and specialist knowledge, understanding, interpretation and commentary across a wide range of subjects in a variety of formats to meet customers' needs - books, journals, periodicals, looseleaves, CD-ROMs and online services.

Sweet & Maxwell is part of The Thomson Corporation. [The Thomson Corporation](#) with 2005 revenues of \$8.7 billion, is a global leader in providing integrated information solutions to business and professional customers. Thomson provides value-added information, software tools and applications to more than 20 million users in the fields of law, tax, accounting, financial services, higher education, reference information, corporate e-learning and assessment, scientific research and healthcare. With operational headquarters in Stamford, Conn., Thomson has approximately 40,000 employees and provides services in approximately 130 countries. The Corporation's common shares are listed on the New York and Toronto stock exchanges (NYSE: TOC; TSX: TOC).

### **Press enquiries:**

Boris Nadenic  
Corporate Communications Manager  
Sweet & Maxwell  
Tel: 020 7393 7620

Paul Arvanitopoulos or Nick Mattison  
Mattison Public Relations  
Tel: 020 7645 3636