

CERN openlab Communications

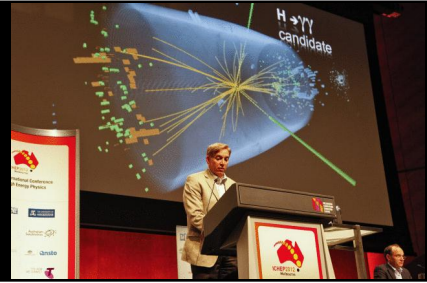
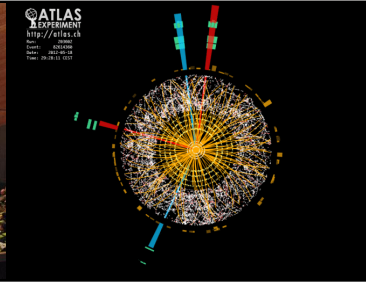
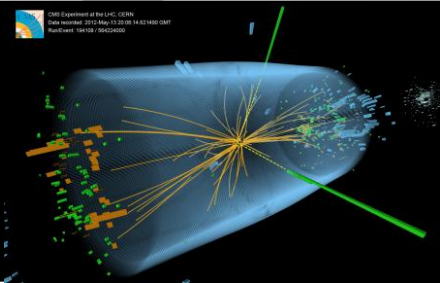
CERN openlab IV Major Review Meeting
27th September 2012

Mélissa Gaillard





4th July Announcement Coverage



One week prior to the announcement, CERN issued a press release stating that CMS and ATLAS would present their results on 4th July at CERN.

The seminar took place at CERN as a curtain raiser to the ICHEP conference which was organised in Australia this summer: physicists from around the world gathering in Melbourne were able to join the seminar via a live two-way link.

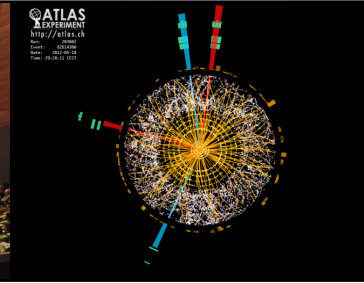
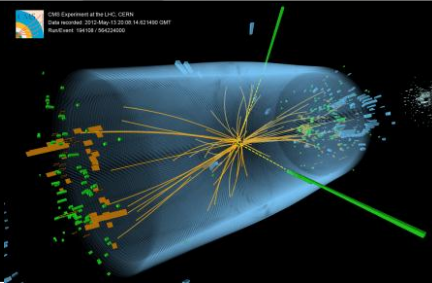
After the seminar (which was webcasted), the CERN Director General and the ATLAS and CMS Spokespersons hosted a press conference. This was followed by TV and radio interviews and discussions between journalists and physicists.

Unprecedented coverage of a particle discovery in all types of media!

The information shared on the following slides come from material developed by the ATLAS and CMS outreach teams as well as the CERN Press Office.



4th July Announcement Coverage



- At CERN on the day: **88 journalists** representing **55 media**:
 - 11 worldwide news agencies including Reuters, AP and AFP;
 - 21 print press representatives;
 - 4 photographers
 - and 20 TV companies

- A media analysis report commissioned by CERN from NASDAQ OMX found **17,000 articles in 108 countries about the discovery, between 27th June and 10th July 2012.**

Europe	6529	Americas	6893	Rest of World	3495
Spain	1196	USA	4834	Australia	1021
UK	1004	Brazil	630	India	805
Germany	952	Canada	422	S. Korea	427
Italy	613	Mexico	279	Bangladesh	164
France	610	Argentina	233	Philippines	114
Greece	445	Chile	157	Indonesia	113
Switzerland	344	Columbia	59	S. Africa	94
Netherlands	280	Venezuela	46	China	94
Russia	241	Paraguay	46	Bahrain	86
Ireland	174	Peru	40	New Zealand	80
Austria	131	Ecuador	37	Malaysia	48
Sweden	120	Bolivia	21	Singapore	46
Denmark	94	Uruguay	20	Pakistan	46
Belgium	88	Panama	14	Taiwan	45
Portugal	52	Puerto Rico	11	Japan	39
Ukraine	27	El Salvador	10	UAE	38
Turkey	20	<i>Other (Americas)</i>	34	Israel	34
Cyprus	17			Thailand	24
Bulgaria	17			Jordan	20
Finland	12			Guineau Bissau	20
Malta	11			Qatar	15
Armenia	11			Nepal	15
Rumania	10			Zimbabwe	11
Luxembourg	10			N. Korea	11
<i>Other (Europe)</i>	50			Kuwait	11
				<i>Other (Rest of World)</i>	74



CERN openlab

A Massive Press Coverage



It even included an article from Auto World News, showing just how far-reaching the media coverage generated was.



4th July Announcement Coverage



- The webcast of the Higgs seminar had almost **500,000 single IP connections** – with a record 60,500 IPs connected at once. CERN also provided 150 scientific institutes – with an estimated audience of 10,000 people – with a special HD connection to the webcast, and a video conference connection to the 700 physicists present in Melbourne for the ICHEP conference.
- Video footage was used by **1,034 TV stations** and **5,016 news programmes** (compared to 550 TV stations and 3,500 news programmes in 2008, for the inauguration of the LHC):.

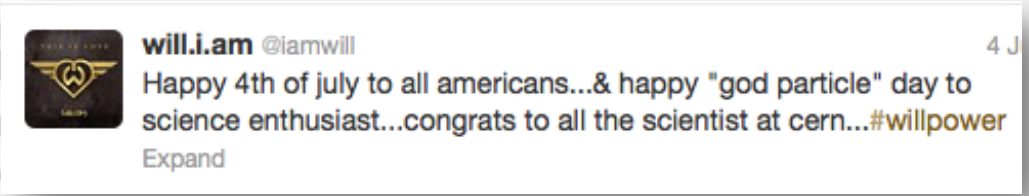
An estimate of 1 billion viewers worldwide!

Coverage in the Social Media

5.1 million
people on Twitter received the CMS announcement:
“ *We have observed a new boson [...]* ”

Celebrities helped spread the message to broad, young audiences
Some examples below:

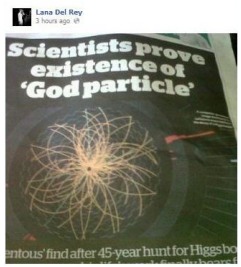
4.2 million
Twitter followers of Will-i-am (of
Black Eyed Peas)



2.9 million
Twitter followers of rapper
MCHammer



2 million
People following singer Lana
del Rey on Facebook



Paralympics Opener Featuring Stephen Hawking



‘The motto of the 2012 Olympic and Paralympic Games is ‘Inspire a generation’ so it was particularly pleasing to see science, the LHC and Higgs bosons featuring so strongly in the opening ceremony of the Paralympics last week.’

Rolf Heuer, CERN director general

“The Large Hadron Collider at CERN is the largest, most complex machine in the world, possibly the universe,” Hawking says, as the British electronica duo’s lush and poignant synthesized sounds soar behind him. “By smashing particles together at enormous energies, it re-creates conditions of the Big Bang. The recent discovery of what looks like the Higgs particle is a triumph of human endeavor and international collaboration. It will change our perception of the world, and has the potential to offer insights into a complete theory of everything.”

Full article and video available at: <http://www.wired.com/underwire/2012/08/stephen-hawking-paralympics>

The live broadcast drew 11.2 million viewers, according to the BBC.



Upcoming CERN or CERN Related Events

CERN
openlab

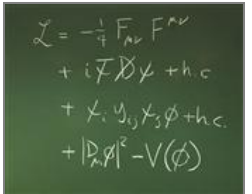
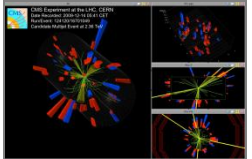
- Key upcoming conferences and meetings till the end of year:

Hadron Collider Physics Symposium 2012 (HCP 2012)

12-16 Nov 2012, Kyoto, Japan

Council Week at CERN

10-14 Dec 2012, CERN



Special Events at CERN during CERN openlab IV



CERN
openlab

TED

Ideas worth spreading

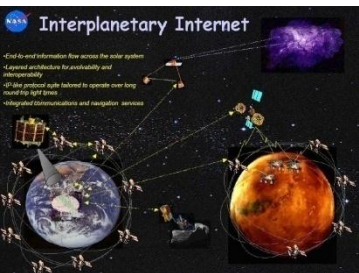


- Confirmation that a TEDxCERN conference will be organised on 3 May 2013:
<http://www.ted.com/tedx/events/5875>.
<https://www.facebook.com/tedxcern>
Theme: Multiplying Dimensions
- CERN open days: 27-28-29 September 2013 (week end of the 59th CERN anniversary).
 - In 2008, when the last open days were organised, 76,000 visitors came to CERN during the two days.
- Google came to shoot the virtual visit of the computer centre this winter. In 2013, this should be available to the general public: we will add content about the openlab activities (CERN openlab logo was made visible for the event) and liaise with you of course for approval
- In September 2014, CERN will celebrate its 60th birthday

Computing Colloquia and IT Seminars



- CERN Computing Colloquia present future trends in computing and information technology that are of broad interest to the physics and computing community at CERN. They are generally held in the main auditorium.
- CERN IT Seminars are more technical and generally held in the IT auditorium as they are targeting computing experts.



⇒ We will be glad to help you liaise with CERN IT Department to participate in such colloquia or seminars at CERN: feel free to share your ideas with us

- ⇒ Next Major Review Meeting: 31 January 2013
- ⇒ Next Board of Sponsors: 14 – 15 May 2013