

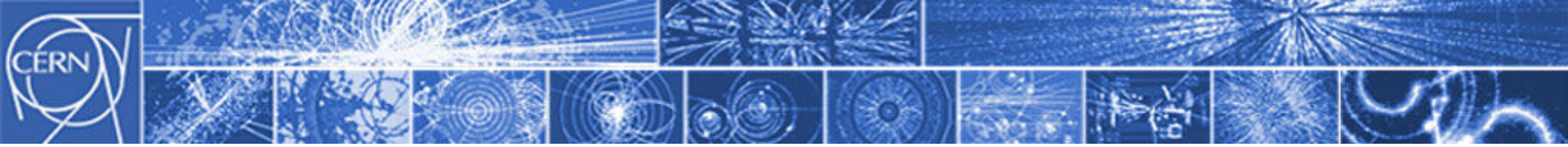
CERN

European Organization for Nuclear Research
Organisation Européenne pour la Recherche Nucléaire

LHC First Physics

View from the CERN Press Office

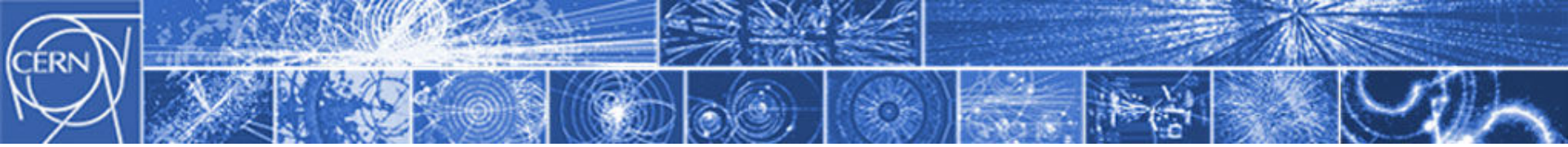




Media event at CERN

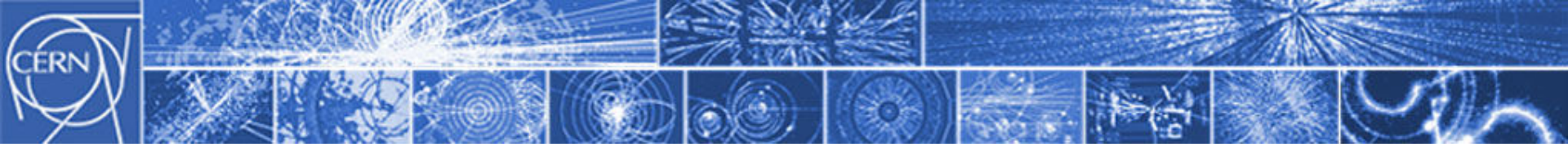
- 110 Journalists from 69 media in 18 countries
- 2 press centres + visits to experiments' control rooms and computing centre
- First journalists arrived before 6:00, last left at 19:00



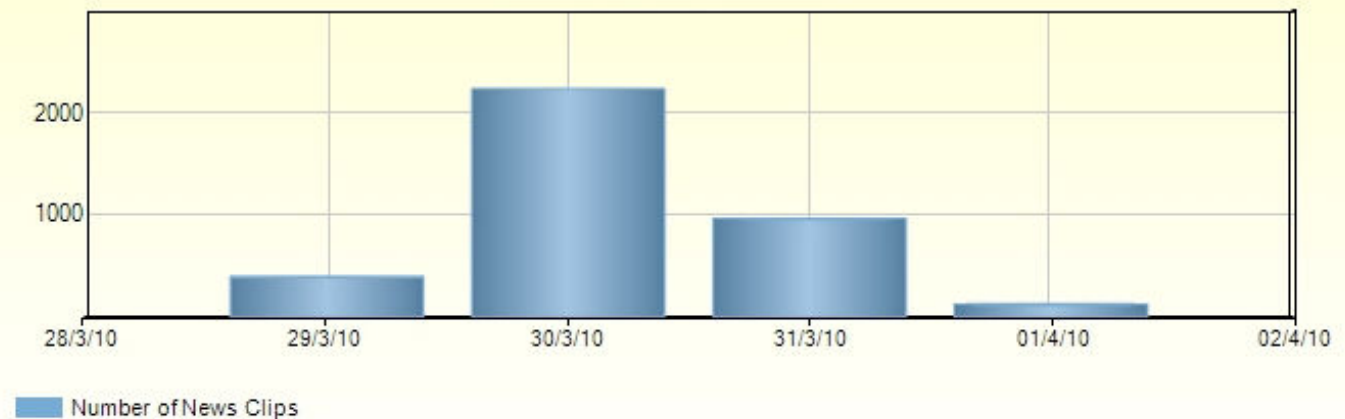


Media coverage

- At least 2,200 news items published on March 30
- More than 800 news items broadcast worldwide on March 30 using CERN footage from Eurovision satellite
 - Including Al Jazeera, ARD, Antena 3, BBC 1,2,world, TVN24, Globo, TF1, France2, France3, CNN (+ Asia, Arabic, Turkey), FOX, MSNBC, RTL
- CERN published 10 video stories in March via Newsmarket.com. 706 video clips were ordered by 80 media outlets
 - Including AFP, EFE, APTN, ARD, CNN, Discovery Channel, Globosat, LCI, Reuters, RTL, RTVE, Sky News, El Merucio, IDG News, Spiegel Online, Telegraph, Zoomin



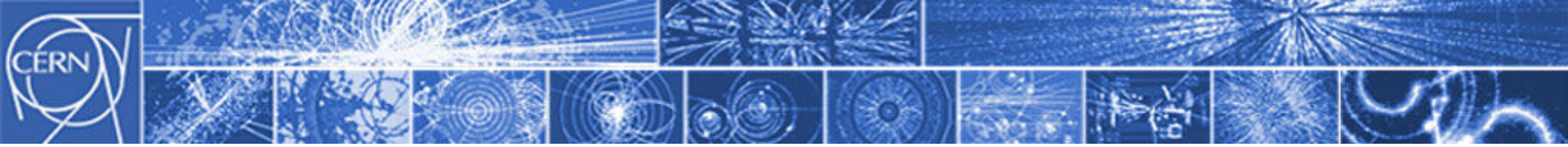
News by Date Chart



29/03/2010 to 01/04/2010

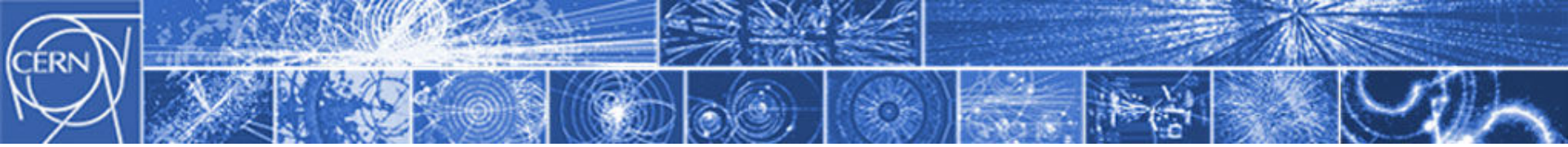
Color Name	Value	Pct.	Color Name	Value	Pct.	Color Name	Value	Pct.
Germany [8.80 %]	327	8.80 %	Belgium [1.05 %]	39	1.05 %	Argentina [0.46 %]	17	0.46 %
United States [5.19 %]	193	5.19 %	Australia [1.02 %]	38	1.02 %	Mexico [0.46 %]	17	0.46 %
United Kingdom [4.17 %]	155	4.17 %	Netherlands [1.02 %]	38	1.02 %	South Africa [0.46 %]	17	0.46 %
Brazil [2.72 %]	101	2.72 %	France [0.83 %]	31	0.83 %	Taiwan [0.38 %]	14	0.38 %
Spain [1.75 %]	65	1.75 %	Austria [0.73 %]	27	0.73 %	(Other) [4.41 %]	164	4.41 %
Switzerland [1.45 %]	54	1.45 %	Canada [0.70 %]	26	0.70 %	(None) [6.83 %]	254	6.83 %
India [1.18 %]	44	1.18 %	Denmark [0.62 %]	23	0.62 %	(International) [54.10 %]	2011	54.10 %
Italy [1.10 %]	41	1.10 %	Finland [0.56 %]	21	0.56 %			

29/03/2010 to 01/04/2010



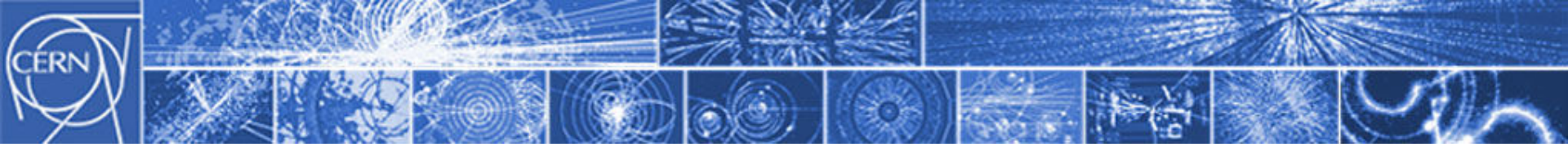
Some feedback

- vielen Dank für ein aus Pressesicht hervorragend organisiertes Event. Selten treffen wir bei unserer Arbeit auf soviel Offenheit und Kommunikationswillen. Das fanden wir bemerkenswert und deswegen will ich diese bemerkung auch gerne loswerden, Sie dürfen das Lob gerne an die vielen Kollegen und Kolleginnen weiterreichen. Und ich komme gerne mal wieder ans CERN, wenn es über konkretere Ergebnisse zu berichten gibt. – ZDF
- The LHC First Physics media event in Helsinki went very well with lots of people attending and lots of media visibility.



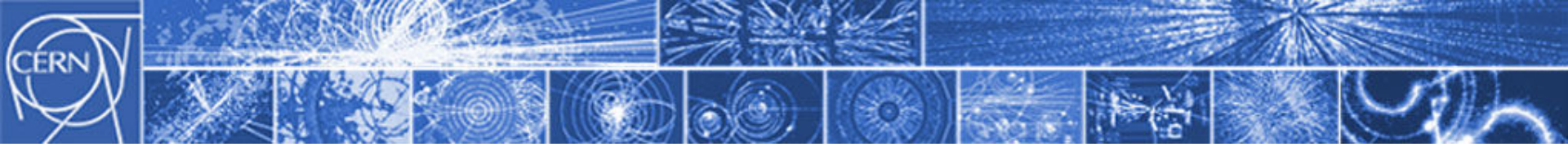
Webcast

- 231 peak simultaneous connections to CERN's HQ broadcast (from LHC institutes)
- The CERN LHC First Physics day-long webcast was visited by 700,000 unique computers (IP addresses)
- GroovyGecko general audience streams (their CEO said "make no mistake, this was a huge webcast")
 - By 17:00 on the 30th, more than 2 million videos viewed
 - CCC (Main webcast) - 1,265,830 hits
 - CMS - 181,064 hits
 - ATLAS - 276,585 hits
 - LHCb - 163,855 hits
 - ALICE - 199,295 hits
- Yospace mobile streaming: 3,521 stream requests
- Rebroadcasters:
 - TF1News: 35-40,000 viewers
 - CARNet: 4,307 unique visitors
 - Livestation: 6,749 unique visitors



Web site

- CERN's public homepage recorded 205,000 visitors (unique IPs) from 185 countries, compared to a normal average of 10,000 visitors per day
- The Press Office site (includes LHC First Physics site) recorded 154,000 visitors, up from a usual average of 2,000 per day



Map Overlay - Google Analytics

google.com https://www.google.com/analytics/reporting/maps?id=18379780&pd

Most Visited [user] [apacheG5] jquery [gm] [dev-live] [dev-local] [trac_s_2] [public] [r] css_val [u] [oed] svn xh_val [ad3] [ga] [branding] [p1]

Map Overlay - Google Analytics

thenoyes@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: public.web.cern.ch/public/ | My Analytics Accounts: webcomms

Dashboard

Intelligence Beta

- Visitors
 - Overview
 - Benchmarking
 - Map Overlay**
 - New vs. Returning
 - Languages
 - Visitor Trending
 - Visitor Loyalty
 - Browser Capabilities
 - Network Properties
 - Mobile
 - User Defined
 - Custom Variables
- Traffic Sources
- Content
- Goals

Custom Reporting

My Customizations

- Custom Reports
- Advanced Segments
- Intelligence Beta
- Email

Help Resources

- About this Report
- Conversion University
- Common Questions

Export | Email | Add to Dashboard | Advanced Segments: All Visits

Overview »

Map Overlay

Mar 29, 2010 - Mar 31, 2010

Visits

Visits

1 50,139

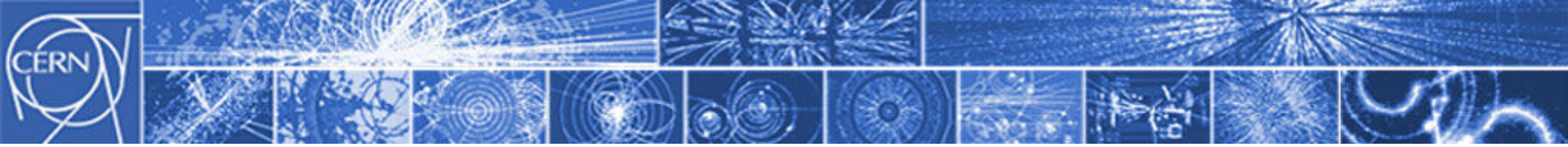
296,468 visits came from 185 countries/territories

Detail Level: City | Country/Territory | Sub Continent Region | Continent | Dimension: None

Site Usage | Goal Set 1

Views: [Grid] [Table] [List] [Full Screen]

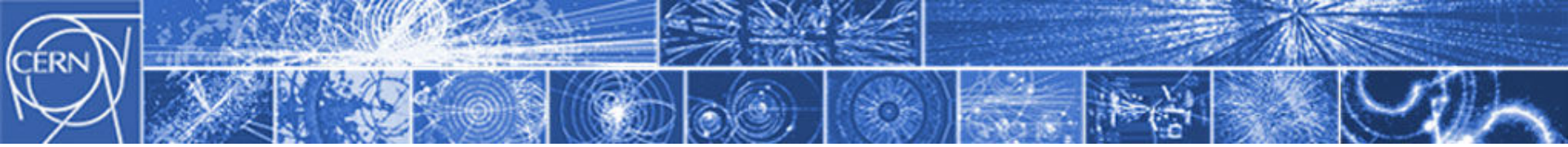
Done



Twitter

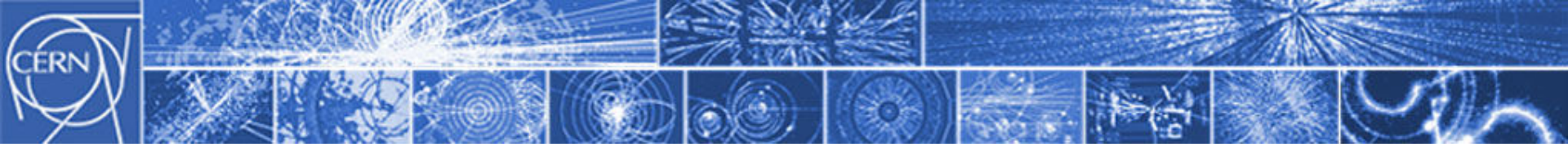
- Click statistics
 - 58,000 clicks on link to the press release
 - 16,000 clicks on link to CCC photos
 - 11,000 clicks on link to webcast
- CERN went from 90,000 to 120,000 followers during the day
- Keywords "LHC", "CERN", "TeV" and "experiment" were all global trends on Twitter at some point during the day





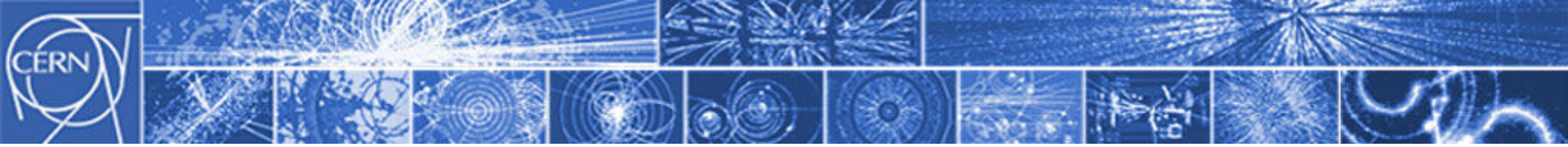
What worked well?

- Almost everything
- Huge audience for webcast
- Media on-site very pleased with flexibility and openness
- Schedule adapted remarkably well to last-minute time changes
- Number of media on-site allowed everyone to be in a control room for big event



What would we change?

- Webcast available also in French (morning satellite broadcast had French narration)
- More rehearsal time for webcast team
- How journalists are scheduled for visits to experiments
- Make sound available from press conference
- Communication of event to CERN internal audience



SUN'S No1 FOR PARTICLE PHYSICS

By TOM WELLS

THE Large Hadron Collider smashed records yesterday as a force of SEVEN TRILLION electron volts was unleashed.

The 10-billion machine – designed to recreate the Big Bang – slammed beams of protons together to set an energy record 3½-times more powerful than ever seen before.

Boffins called it “a great day to be a particle physicist”. They hope the Collider will shed new light on how the universe was formed.

There was cheering in the control room as the first collisions were confirmed – with scientists toasting their success with champagne.

Paul Higgs, director general of the European Organisation for Nuclear Research, said: “The LHC has a real chance over the next two years of possibly giving insights into the composition of about a quarter of the universe.”

Incidentally, the energy created by the collisions was only equivalent to that of a flying mosquito – but it was compressed into particles tens of millions of times smaller.

Speed

The LHC broke its own record for high-energy collisions. The machine – based underground near Geneva, Switzerland – works by sending beams of protons at nearly the speed of light in opposite directions through a vast ring-shaped 16.6mile frozen tunnel.

It is hoped the experiments will solve some of science's toughest questions. They include the search for the so-called Higgs boson particle, said to hold the key to how the universe is structured.

But spokesman Guido Tonelli admitted: “Major discoveries will require months and years of patient work.”

Experts will carry out a series of tests before shutting down the LHC for repairs for up to a year. It will then reopen in a bid to create 10-trillion electron volt bursts.

The Collider was put out of action for more than a year by a massive electrical fault just after its first experiments in September 2008. Last November it had to shut down after a bird dropped bread into a cooling system.

tonelli@cern.ch

We are not alone – Page 42 & 43
 Is the Large Hadron Collider worth all the money? Share your thoughts at mysun.co.uk

myView
 By PAUL SUTHERLAND
 @psutherland

THE first atom-smashing collisions at the Large Hadron Collider yesterday marked a profound moment in science.

It means we are on the verge of unlocking some of the universe's greatest secrets. Despite all our technological advances, there is still much that is a mystery about how the natural world works.

We and everything around us are made up of collections of tiny atomic particles. So what gives us the mass that makes us solid and gives us weight?

What we have learned so far about atoms has brought us breakthroughs like the transistor, the silicon chip and medical scanners.

It will take months or years to analyse the billions of collisions. But the ultimate prize will be to understand how we and the universe came to exist.

Dog went for hairdo and was strangled

EXCLUSIVE by ANDREW PARKER

TWO pet salon workers throttled a pedigree dog to death while holding it down to groom it – a court heard yesterday.

Owner Alison King, 36, dropped £500 Shift Tea Rosco off at the Clippers and Dippers salon for his first trim – but got a message two hours later to say “Sorry, he’s dead”.

Patricia White and Rebecca Haire had held terrified Rosco by the throat as he struggled and accidentally strangled him.

They were conditionally discharged for 10 months after admitting causing unnecessary suffering.

IPs in Feltham, Strops, said the dog’s agonising death was unintentional. Both women were each ordered to pay £100 compensation to mum-of-three Alison and £500 costs. She said: “Rosco was a lovely dog but nervous. They should have attended the cut-

Brit banks £40m lott

A MYSTERY UK ticket-holder has been paid last Friday’s £29 Trillion EuroMillions jackpot, it was confirmed yesterday.

The winner – now third on the National Lottery Rich List.

Cannot said: “This fantastic win has maintained the UK’s amazing run of luck in banking big EuroMillions jackpots. In February Nigel Page and his partner scooped £50million. And last November Les Scudling and his wife got £45.3m.

Friday’s numbers were **8, 16, 18, 37 and 43**. Lucky Stars **2 and 6**.

DO you know the winner? Call us on 020 7762 4100.

Our grain designs

THE first council house in the UK built out of STRAW was put up for rent yesterday.

The energy-efficient buildings are made of tightly-packed bales held together with hazel pins.

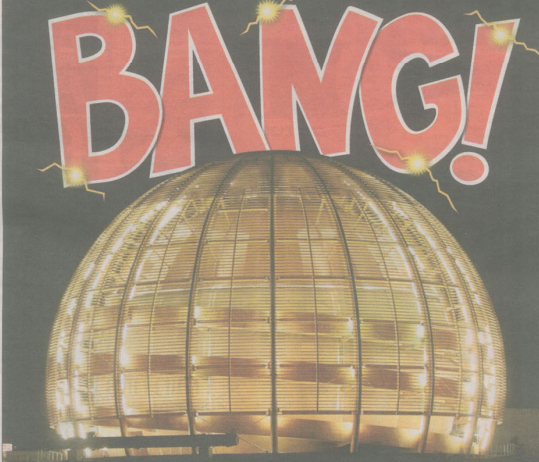
The outside walls are plastered with lime to make them weather-proof and the well-insulated homes only need a wood burning stove for heat.

They cost £110,000 each to build and have an estimated life of 200 years.

Merion Brighton, of North Kesteven council, Lincs, said: “These are the first council houses of their kind in the country. It is hoped they will set an example.”



Collision... scientist gripped by first images at full power. Let's party... boffins celebrate amazing record yesterday



Hadron Collider sets energy record

Clue to life, universe and everything



Core bilme... imposing magnetic centre of the Collider. Atomic kittens... nerves show as experiment gets started