

# Google News - October 2011

## MMO Web Briefing Notes

*Why clients should not rely on free email alerts for media monitoring*

### How the data was compared.

We constructed a random sample of 500 articles from eClips Web from a specific date period, comprising 100 articles each for Telegraph, Guardian, Daily Mail, Mirror, and Independent. We then searched manually by headline in Google News (UK) to find each of the 500 articles, allowing for slight variations in the title wording, form and punctuation. The analysis was undertaken during October from data between the 3rd and 9th October 2011.

### Results

Title	NLA database sample	Percentage of articles missing from Google News
telegraph.co.uk	100	5
dailymail.co.uk	100	3
mirror.co.uk	100	5
independent.co.uk	100	1
guardian.co.uk	100	9
<b>Average</b>		<b>4.60</b>

The percentage of articles missing in Google News varies drastically month to month, for example this was at 11% in June, 24.6% in July, and 7.8% in August - compared to 4.6% in October. Full data from previous months is provided in [Appendix 1](#).

Examples of articles in the October sample found in eClips Web but *not* found in Google News:

- Daily Mail [£1bn 'bribes' for councils to push through developments on greenfield sites](#)
- Telegraph [iPhone 4 vs iPhone 4S](#)
- Guardian [Martin Olsson goal sinks Finland and secures second spot for Sweden](#)
- Mirror [Double rollover jackpot on offer](#)
- Telegraph [Business Bullet: UK Banks downgrade; Premier Foods exceedingly unhappy; Samsung and Sony smartphone boost; Japan outlook](#)

A full list of articles is provided in [Appendix 2](#).

## Sample Google News email alert missing key content

Articles related to the BAA proposed sale of one of it's Scottish airports on 20<sup>th</sup> October 2011:

From: Google Alerts [googlealerts-noreply@google.com] Sent: Thu 20/10/2011  
 To: Carie Lowther  
 Cc:  
 Subject: Google Alert - BAA scottish airport

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**News** 1 new result for BAA scottish airport

**BAA opts to sell Edinburgh airport for £500m and keep Glasgow**

The Independent  
 By Tom Bawden BAA is putting Edinburgh Airport up for sale with an estimated price tag of about £500m after the Competition Commission forced it to choose between its operations in Glasgow and the Scottish capital. The operator of six UK airports, ...  
[See all stories on this topic »](#)

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Tip: Use a minus sign (-) in front of terms in your query that you want to exclude. [Learn more](#).

[Remove](#) this alert.  
[Create](#) another alert.  
[Manage](#) your alerts.

Other newspaper articles on the subject of BAA proposed sale of one of it's Scottish airports which were missed by Google News, but appear in eClips Web for 20<sup>th</sup> October include:

Article Id	Date	Headline	Title
<a href="#">1290066</a>	10/20/2011	BAA takes surprise decision to sell jewel in its Scottish crown	News International
<a href="#">1290473</a>	10/20/2011	BAA pledges to support Aberdeen Airport	Evening Express
<a href="#">1291658</a>	10/20/2011	BAA to sell Edinburgh Airport but fights to keep Stansted	Daily Mirror
<a href="#">1292035</a>	10/20/2011	BAA airport sale	Daily Star
<a href="#">1292095</a>	10/20/2011	BAA opts to sell Edinburgh airport for £500m and keep Glasgow	Independent
<a href="#">1292430</a>	10/20/2011	Edinburgh airport's future up in the air as BAA told to sell	News International
<a href="#">1292636</a>	10/20/2011	Need to Know: BAA airport sale ... B SkyB is one to watch ... Moto Hospitality deal	News International

Source URL: <http://www.dailystar.co.uk/posts/view/216626/BAA-airport-sale/>



## BAA AIRPORT SALE

Daily Star Reporter

20 Oct 2011 00:00:00

BAA yesterday announced plans to sell Edinburgh Airport as part of a disposal programme ordered by the competition watchdog. The airport operator, which also owns Heathrow, was told in 2009 it must off-load either Edinburgh or Glasgow to reduce its dominance nationally. It is challenging a Competition Commission ruling to also dispose of Stansted by seeking a judicial review. The decision to sell Edinburgh surprised pundits, who had expected it to choose the smaller Glasgow Airport. The company, majority-owned by Spanish group Ferrovial, felt Edinburgh would attract a better price. Analysts expect it to go for between £400million and £500m. BAA boss Colin Matthews admitted the company had found it difficult to decide between the two. Edinburgh is Scotland's biggest airport, with 9.2m passengers a year.

### Related Images



Source URL: <http://www.mirror.co.uk/2011/10/20/baa-to-sell-edinburgh-airport-but-fights-to-keep-stansted-115875-23500858/>



## BAA to sell Edinburgh Airport but fights to keep Stansted

by Graham Hiscott, Daily Mirror

20 Oct 2011 00:00:00

News, City

BAA has agreed to sell Edinburgh airport - but it vowed to fight to keep Stansted. The airport operator caved in to Competition Commission pressure to flog either Edinburgh or Glasgow airport. But it's pressing ahead with a legal challenge against getting rid of Stansted, after having already been made to part with Gatwick. Analysts reckon BAA, which owns Heathrow, Southampton and Aberdeen airports, could get £600million for Edinburgh when it goes up for sale in the New Year. BAA boss Colin Matthews said: "Edinburgh is a great airport with a great future. "We remain committed to Scotland and will continue our long-term investment to improve passenger and airline experience at Aberdeen and Glasgow, as well as at Edinburgh until the sale is complete."

Edinburgh is Scotland's largest airport, handling over nine million passengers a year and more than 100,000 flights. It directly employs 485 staff and supports 7,500 jobs across Scotland.

Source URL: <http://www.independent.co.uk/news/business/news/baa-opts-to-sell-edinburgh-airport-for-163500m-and-keep-glasgow-2373085.html>



Business News

## BAA opts to sell Edinburgh airport for £500m and keep Glasgow

By Tom Bawden

20 Oct 2011 00:00:01

BAA is putting Edinburgh Airport up for sale with an estimated price tag of about £500m after the Competition Commission forced it to choose between its operations in Glasgow and the Scottish capital. The operator of six UK airports, including Heathrow and Stansted, decided to sell Edinburgh because it would fetch a higher price than Glasgow. John Strickland, an aviation analyst at JLS Consulting, said: "Edinburgh airport is performing much better than Glasgow, so it will be easier to sell in a difficult market. Edinburgh is more appealing because it has more high-paying business customers." "Edinburgh is the jewel in the crown in Scotland," added Douglas McNeill, an analyst at Charles Stanley, who said the airport could potential attract interest from a range of bidders. These include Global Infrastructure Partners, a fund set up by General Electric and Credit Suisse, which bought Gatwick from BAA in 2009 in the first of a series of disposals ordered by the Competition Commission. Manchester Airport, which bid unsuccessfully for Gatwick; Borealis Infrastructure, part of the consortium running the High Speed 1 rail link to the Channel Tunnel; and Australia's Macquarie are among the other potential bidders, Mr McNeill said. Colin Matthews, BAA's chief executive, said: "Choosing which airport to sell has been a difficult decision. Edinburgh Airport has shown itself to be a strong and resilient asset throughout the economic downturn."

Version: 1



Source URL: <http://www.thetimes.co.uk/tto/news/uk/scotland/article3200466.ece>

# THE TIMES

Scotland

## Edinburgh airport's future up in the air as BAA told to sell

Lindsay McIntosh  
20 Oct 2011 00:01:00

Scotland's busiest airport was offered for sale yesterday, in a surprise move by its owner, BAA, which could expect to secure bids of about £500 million. The announcement that Edinburgh Airport, which last year handled more than 9 million passengers, was on the market, caught ministers and analysts by surprise. The months of speculation that followed the Competition Commission's order that BAA should drop one of its Scottish sites, had focused on Glasgow.

Last night, Scottish ministers said they would work with the new owners, as well as BAA, in a bid to ensure all existing routes from the country's airports were protected and more were created.

Spanish-owned BAA, which operates six UK airports, had been told to put Gatwick, Stansted and either Glasgow or Edinburgh up for sale in a final ruling by the Commission this summer. Gatwick has already been sold to an American concern and BAA, which also operates Heathrow, Southampton and Aberdeen, is still disputing the Stansted decision.

Colin Matthews, BAA's chief executive, said: "Edinburgh is a great airport with a great team and a great future and we will be very sorry to see it leave BAA. We remain committed to Scotland and we will continue our long-term investment to improve passenger and airline experience at Aberdeen and Glasgow, as well as at Edinburgh until the sale is complete.

Version: 1 2



Source URL: <http://www.thetimes.co.uk/tto/public/needtoknow/article3200503.ece>

# THE TIMES

Need to Know

## Need to Know: BAA airport sale ... BskyB is one to watch ... Moto Hospitality deal

20 Oct 2011 16:01:21

Sign up to [Need to know AM](#) to receive the essential business news first with a morning briefing sent straight to your inbox from *The Times*

[Economics](#)

**Quantitative easing:** All nine members of the Bank of England's Monetary Policy Committee voted in favour of pumping more cash into the economy earlier this month, according to the minutes of the meeting.

**European Central Bank:** Jean-Claude Trichet as stepped down as President of the ECB after eight years. He will be replaced by Mario Draghi.

[Banking & finance](#)

**Tax rebates:** Six million workers are set for tax rebates of about £300 each, while a further one million will be told they have underpaid by about £600.

[Construction & property](#)

Version: 1 2



Source URL: <http://www.eveningexpress.co.uk/Article.aspx/2484348/?UserKey=>

# EveningExpress

Scotland News

## BAA pledges to support Aberdeen Airport

Operator forced to sell off Edinburgh site

20 Oct 2011 08:02:47

AIRPORT operator BAA pledged to continue to invest in Aberdeen after confirming its plan to sell the company's Edinburgh site. The firm, which operates six UK airports, including Aberdeen, had been ordered by the Competition Commission to sell either its Edinburgh or Glasgow operation. BAA said today it had decided Edinburgh Airport would be the one to be sacrificed and the sale could be agreed by next summer.

**ublisher:** Aberdeen Journals Ltd.

**ublished Date:** 20 Oct 2011 08:02:47

**article Id:** 1290473 **Version:** 2

**Word Count:** 68

**Character Count:** 339

## About the Google News Service

### Did you know?

1. Google News does not cover all Newspaper sources, and tends to focus on free sites rather than Subscription sites. For example News International titles (The Sun, The Times, The Sunday Times) are not included in Google News.

A full list of Google News sources included can be found here:

<http://googlenewsblog.blogspot.com/2011/05/google-news-and-coverage-of-bin-laden.html>

2. The Google Web search index contains more news content than Google News. One reason for this is that Google News content is usually submitted by publishers via a Google News Sitemap. The format of this Sitemap is different to the general Web search index, therefore Google News content is collected and indexed separately. For content to appear in Google News it must be an article with a publication date and published **within the last 2 days** - anything older will not be indexed. As a result, articles may appear in the Web search but not in Google News.

For example, compare the following:

*Article is not indexed in Google News:*

[http://www.google.co.uk/search?aq=f&hl=en&q=uk&tbm=nws&btnmeta\\_news\\_search=1&q=martin+olsson+goal+sinks+Finland+and+secures+second+spot+for+Sweden](http://www.google.co.uk/search?aq=f&hl=en&q=uk&tbm=nws&btnmeta_news_search=1&q=martin+olsson+goal+sinks+Finland+and+secures+second+spot+for+Sweden)

*But does appear in the Web search index:*

<http://www.google.co.uk/webhp?hl=en&tab=ww#hl=en&sugexp=kjrmc&cp=67&q= id=2&xhr=t&q=Martin+Olsson+goal+sinks+Finland+and+secures+second+spot+for+Sweden&pf=p&sclient=psy-ab&site=webhp&source=hp&pbx=1&oq=Martin+Olsson+goal+sinks+Finland+and+secures+second+spot+for+Sweden&aq=f&aqi=&aql=&q= sm=&q= upl=&bav=on.2,or.r qc.r pw.,cf.osb&fp=236ef a1fb11a1d13&biw=1024&bih=608>

3. Google News may miss some content which does not meet Google technical guidelines, for example dynamic content with non-permanent URLs that is updated regularly, or content that requires users to follow several links to reach your news articles (Articles that are multiple levels deep and not linked from the homepage may be missed unless the publisher has included them in the Sitemap submitted to Google News). The automated system is able to crawl headlines or anchors (text links such as "Full story" and "Read more" that have 22 words or fewer. (This means that headlines over 22 words may not be crawled by the automated system and will only be indexed if submitted by the publisher via a Sitemap)
4. Google News does not as a rule re-crawl content after one or two days and therefore metadata for articles - headlines, text snippets, and so on - may become out of date and appear incorrect. (If

the publisher posts a correction to an article which contains important keywords, it will not be indexed and therefore delivered in search results or email alerts.)

5. Google News email alerts are only triggered if an article appears in the top 10 results. Articles sent out as a Google News Alert must be within the top ten Google News results for specific search terms set by the user to trigger an alert. With many non-traditional news sources indexed, newspaper website articles may appear lower in the results and will *not* be included. Examples of non-traditional news sites for the keyword "BAA" include Cheapflights.co.uk, Airport World Online, Opodo, Holiday Hypermarket, CAPA Centre for Aviation, Aircargo - Asia Pacific, Go TimeShare, Public Sector Travel and many more.

This is why Google News alerts are often used to monitor the 'long-tail' of mentions rather than primary newspaper sources, because there is no guarantee that Newspapers will appear in the top 10 results for the keyword.

### Reference sources:

[http://www.google.com/support/news\\_pub/bin/answer.py?hl=en-GB&answer=40392](http://www.google.com/support/news_pub/bin/answer.py?hl=en-GB&answer=40392)

[http://www.google.com/support/news\\_pub/bin/answer.py?hl=en-GB&answer=75717](http://www.google.com/support/news_pub/bin/answer.py?hl=en-GB&answer=75717)

[http://www.google.com/support/news\\_pub/bin/answer.py?hl=en-GB&answer=74287](http://www.google.com/support/news_pub/bin/answer.py?hl=en-GB&answer=74287)

[http://www.google.com/support/news\\_pub/bin/answer.py?hl=en-GB&answer=68323](http://www.google.com/support/news_pub/bin/answer.py?hl=en-GB&answer=68323)

[http://www.google.com/support/news\\_pub/bin/answer.py?hl=en-GB&answer=68322](http://www.google.com/support/news_pub/bin/answer.py?hl=en-GB&answer=68322)

[http://www.google.com/support/news\\_pub/bin/answer.py?hl=en-GB&answer=70393](http://www.google.com/support/news_pub/bin/answer.py?hl=en-GB&answer=70393)

<http://www.google.com/support/news/bin/answer.py?hl=en-GB&answer=40316>

<http://www.google.com/support/news/bin/answer.py?hl=en-GB&answer=40542>

## Appendix 1 August 2011 Google News – eClips web results

Title	NLA database sample	Percentage of articles missing from Google News
telegraph.co.uk	100	5
dailymail.co.uk	100	11
mirror.co.uk	100	11
independent.co.uk	100	1
guardian.co.uk	100	11
<b>Average</b>		<b>7.80</b>

### July 2011 results

Title	NLA database sample	Percentage of articles missing from Google News
telegraph.co.uk	100	38
dailymail.co.uk	100	19
mirror.co.uk	100	38
independent.co.uk	100	21
guardian.co.uk	100	7
<b>Average</b>		<b>24.60</b>

\*Data taken from 22/07/2011 but analysis not carried out until August, therefore this result may indicate inconsistencies in the Google News archiving and indexing policies.

### June 2011 results

Title	NLA database sample	Percentage of articles missing from Google News
telegraph.co.uk	100	6
dailymail.co.uk	100	4
mirror.co.uk	100	10
independent.co.uk	100	
guardian.co.uk	100	2
<b>Average</b>		<b>5.50</b>

## Appendix 2 Articles found in eClips Web but not found in Google News.

### October 2011 results

Title	Headline	Website URL
Guardian	<i>Another view on Fresh Meat</i>	<a href="http://www.guardian.co.uk/culture/2011/oct/09/another-view-fresh-meat">http://www.guardian.co.uk/culture/2011/oct/09/another-view-fresh-meat</a>
Guardian	<i>People of Britain, it's time to carve a few lines of poetry into your wheelbarrow</i>	<a href="http://www.guardian.co.uk/books/2011/oct/09/winning-words-poetry">http://www.guardian.co.uk/books/2011/oct/09/winning-words-poetry</a>
Guardian	<i>TV highlights 10/10/2011</i>	<a href="http://www.guardian.co.uk/tv-and-radio/2011/oct/09/tv-highlights-celebrity-coach-trip">http://www.guardian.co.uk/tv-and-radio/2011/oct/09/tv-highlights-celebrity-coach-trip</a>

Guardian	<i>'I'm going to marry you George'</i>	<a href="http://www.guardian.co.uk/commentisfree/cartoon/2011/oct/09/steve-bell-if-marry-george">http://www.guardian.co.uk/commentisfree/cartoon/2011/oct/09/steve-bell-if-marry-george</a>
Guardian	<i>Rugby World Cup 2011: Is it the Wallabies' turn this year?</i>	<a href="http://www.guardian.co.uk/sport/2011/oct/09/rugby-world-cup-2011-wallabies">http://www.guardian.co.uk/sport/2011/oct/09/rugby-world-cup-2011-wallabies</a>
Guardian	<i>Cricketers in the hood</i>	<a href="http://www.guardian.co.uk/sport/2011/oct/09/compton-cricket-club-homies-la">http://www.guardian.co.uk/sport/2011/oct/09/compton-cricket-club-homies-la</a>
Guardian	<i>Aaron Porter's first or fail: UK science and the University of Wales</i>	<a href="http://www.guardian.co.uk/higher-education-network/2011/oct/05/uk-science-university-wales">http://www.guardian.co.uk/higher-education-network/2011/oct/05/uk-science-university-wales</a>
Guardian	<i>Making the case for the public benefit of higher education</i>	<a href="http://www.guardian.co.uk/higher-education-network/blog/2011/oct/05/public-benefit-of-higher-education">http://www.guardian.co.uk/higher-education-network/blog/2011/oct/05/public-benefit-of-higher-education</a>
Guardian	<i>Martin Olsson strike sinks Finland and secures second spot for Sweden</i>	<a href="http://www.guardian.co.uk/football/2011/oct/07/finland-sweden-euro-2012">http://www.guardian.co.uk/football/2011/oct/07/finland-sweden-euro-2012</a>
Independent	<i>King of pop art: Why Ed Ruscha's LA-scapes fetch \$4m</i>	<a href="http://www.independent.co.uk/arts-entertainment/art/features/king-of-pop-art-why-ed-ruschas-lascapes-fetch-4m-2365950.html">http://www.independent.co.uk/arts-entertainment/art/features/king-of-pop-art-why-ed-ruschas-lascapes-fetch-4m-2365950.html</a>
Mirror	<i>Double rollover jackpot on offer</i>	<a href="http://www.mirror.co.uk/2011/10/09/double-rollover-jackpot-on-offer-115875-23476478/">http://www.mirror.co.uk/2011/10/09/double-rollover-jackpot-on-offer-115875-23476478/</a>
Mirror	<i>EastEnders' Ian Beale proposes for the fifth time</i>	<a href="http://www.mirror.co.uk/2011/10/09/eastenders-ian-beale-proposes-for-the-fifth-time-115875-23476068/">http://www.mirror.co.uk/2011/10/09/eastenders-ian-beale-proposes-for-the-fifth-time-115875-23476068/</a>
Mirror	<i>Man arrested on suspicion of murder</i>	<a href="http://www.mirror.co.uk/2011/10/09/man-arrested-on-suspicion-of-murder-115875-23476062/">http://www.mirror.co.uk/2011/10/09/man-arrested-on-suspicion-of-murder-115875-23476062/</a>
Mirror	<i>Talking Turkey: Up and away on a great Grand Tour</i>	<a href="http://www.mirror.co.uk/2011/10/09/talking-turkey-up-and-away-on-a-great-grand-tour-115875-23477856/">http://www.mirror.co.uk/2011/10/09/talking-turkey-up-and-away-on-a-great-grand-tour-115875-23477856/</a>
Mirror	<i>Thousands to protest over reforms</i>	<a href="http://www.mirror.co.uk/2011/10/09/thousands-to-protest-over-reforms-115875-23476365/">http://www.mirror.co.uk/2011/10/09/thousands-to-protest-over-reforms-115875-23476365/</a>
Telegraph	Business Bullet: UK Banks downgrade; Premier Foods exceedingly unhappy; Samsung and Sony smartphone boost; Japan outlook	<a href="http://www.telegraph.co.uk/finance/financevideo/businessbullet/8813080/Business-Bullet-UK-Banks-downgrade-Premier-Foods-exceedingly-unhappy-Samsung-and-Sony-smartphone-boost-Japan-outlook.html">http://www.telegraph.co.uk/finance/financevideo/businessbullet/8813080/Business-Bullet-UK-Banks-downgrade-Premier-Foods-exceedingly-unhappy-Samsung-and-Sony-smartphone-boost-Japan-outlook.html</a>
Telegraph	Former England bowler Graham Dilley dies aged 52	<a href="http://www.telegraph.co.uk/sport/cricket/international/england/8808423/Former-England-bowler-Graham-Dilley-dies-aged-52.html">http://www.telegraph.co.uk/sport/cricket/international/england/8808423/Former-England-bowler-Graham-Dilley-dies-aged-52.html</a>
Telegraph	iPhone 4 vs iPhone 4S	<a href="http://www.telegraph.co.uk/technology/apple/8807366/iPhone-4-vs-iPhone-4S.html">http://www.telegraph.co.uk/technology/apple/8807366/iPhone-4-vs-iPhone-4S.html</a>
Telegraph	Mixed Britannia: the Eugenics test	<a href="http://www.telegraph.co.uk/culture/8808444/Mixed-Britannia-the-Eugenics-test.html">http://www.telegraph.co.uk/culture/8808444/Mixed-Britannia-the-Eugenics-test.html</a>
Telegraph	Philips ReAura prize draw	<a href="http://www.telegraph.co.uk/promotions/termsandconditions/8808420/Philips-ReAura-prize-draw.html">http://www.telegraph.co.uk/promotions/termsandconditions/8808420/Philips-ReAura-prize-draw.html</a>
Daily Mail	<i>£1bn 'bribes' for councils to push through developments on greenfield sites</i>	<a href="http://www.dailymail.co.uk/news/article-2047148/National-Trust-allowed-claim-victory-planning-campaign--majority-controversial-changes-ahead.html">http://www.dailymail.co.uk/news/article-2047148/National-Trust-allowed-claim-victory-planning-campaign--majority-controversial-changes-ahead.html</a>
Daily Mail	<i>'People are angry': Nancy Pelosi comes out in SUPPORT of Wall Street protesters despite another weekend of violence</i>	<a href="http://www.dailymail.co.uk/news/article-2046948/Nancy-Pelosi-comes-support-Occupy-Wall-Street-protesters.html">http://www.dailymail.co.uk/news/article-2046948/Nancy-Pelosi-comes-support-Occupy-Wall-Street-protesters.html</a>
Daily Mail	<i>Incredible video shows Cornish cliff crash into the sea because of coastal erosion</i>	<a href="http://www.dailymail.co.uk/news/article-2046851/Incredible-video-shows-Cornish-cliff-crash-sea-coastal-erosion.html">http://www.dailymail.co.uk/news/article-2046851/Incredible-video-shows-Cornish-cliff-crash-sea-coastal-erosion.html</a>

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