

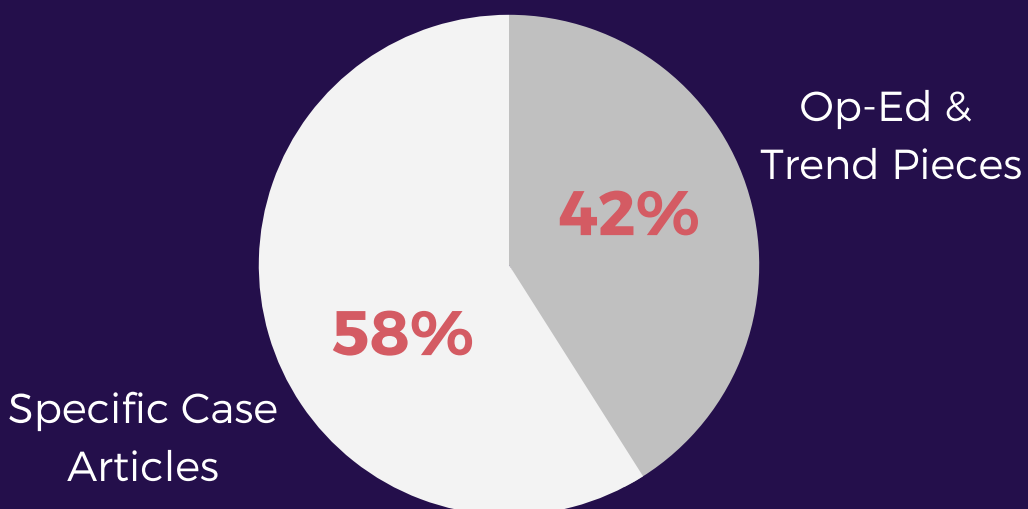
# MEDIA COVERAGE OF PATENT DISPUTES: A SURVEY

Data show that balance in patent infringement coverage is lacking

## KEY FINDINGS

- Technology publications are more likely to editorialize than business or general news publications
- 42% of media coverage are advocacy pieces written by authors promoting a political or business agenda
- 57% of case coverage of patent infringement in technology publications provide a single POV, plaintiff or defendant
- 42.5% of patent infringement coverage in the sample features either Apple or Samsung
- IT lawsuit media coverage was eight times greater than pharmaceutical coverage
- 88.2% of the articles that use the term “patent troll” fall under the heading of highly subjective
- Some articles covering a government study that used the term patent troll, despite the study’s explicit finding that it was prejudicial
- Tech publications provided twice as many mentions of the term troll as either business or general publications

Categories of Patent Infringement Coverage in the Survey



The Center for Intellectual Property Understanding, an independent non-profit, reviewed 127 articles relating to patent infringement that ran in 2016 in general, technology and business media.

