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

- Specific Case Articles: 58%
- Op-Ed & Trend Pieces: 42%

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.

http://www.understandingip.org/