

# TRENDS AND ASSOCIATIONS

## Search Term

"Tesla"

Positive 104 Neutral +5 Negative +34 Total = 143

## Date Range

01 May 2018 –  
21 Jun 2018

## Content Sources

News  
Organizations

## Content Languages

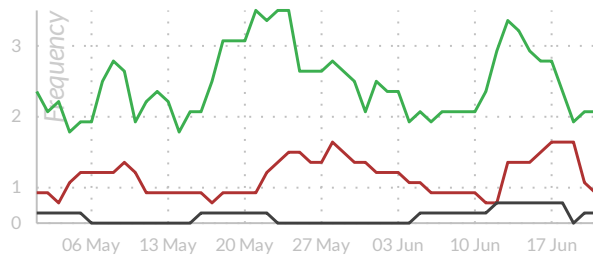
German  
English, Spanish

## Daily Frequency per Sentiment

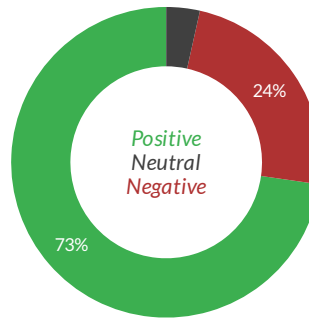
1.97  
↓-0.29

0.10  
±0

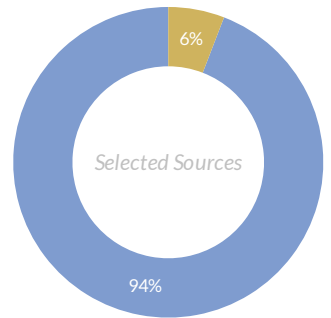
0.65  
±0



## Sentiment Distribution



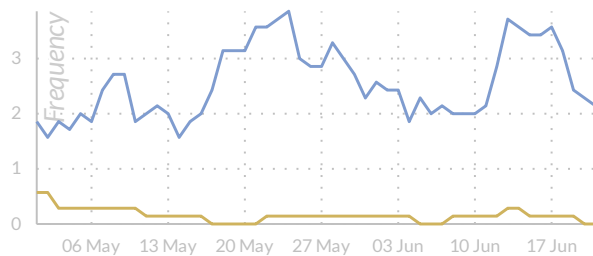
## Source Distribution



## Daily Frequency per Source

2.56  
↑+0.29

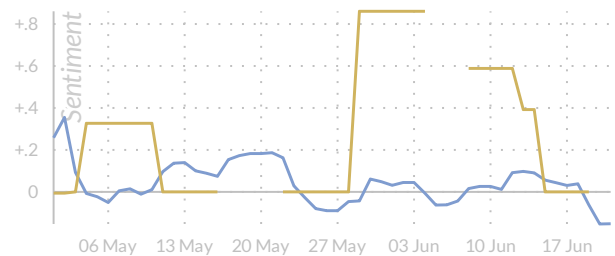
0.16  
↓-0.57



## Sentiment per Source

+0.04  
↓-0.41

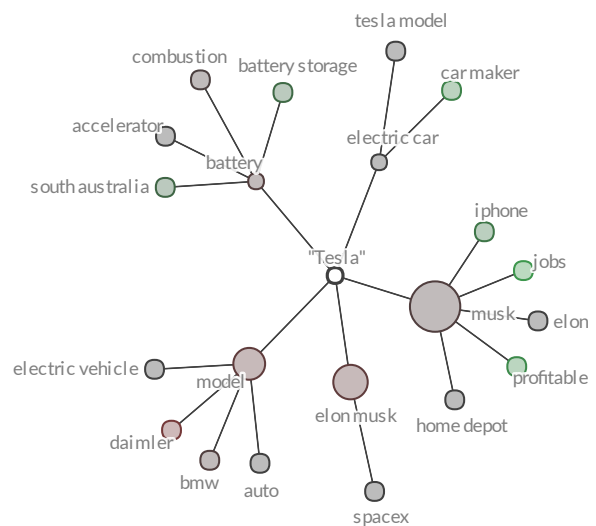
+0.23  
↑+0.01



## Tag Cloud

accelerators battery billion bmw calculations  
 corporation daimler electrical elon expansion  
 factory fleet ford holding holdings hydrogen ibm  
 ikratos impossible internal iphone july kilowatt  
 kwh leaf load lone lottery maker mitchell  
**model musk** nikola nissan oak orbit ore  
 ornl pentagon plugs precedent prep prince  
 problem profit profitability profitable propellant  
 reaction regulation renault rico rocket royal sa  
 satellite seconds sedan semi smart solarcity  
 spacex sprint starbucks station storage storr  
 summit sustainability titan truck trucks union  
 upstate vehicle volkswagen wallstreet waves  
 wayne weißenohe workforce works

## Keyword Graph



# CROSS-MEDIA IMPACT

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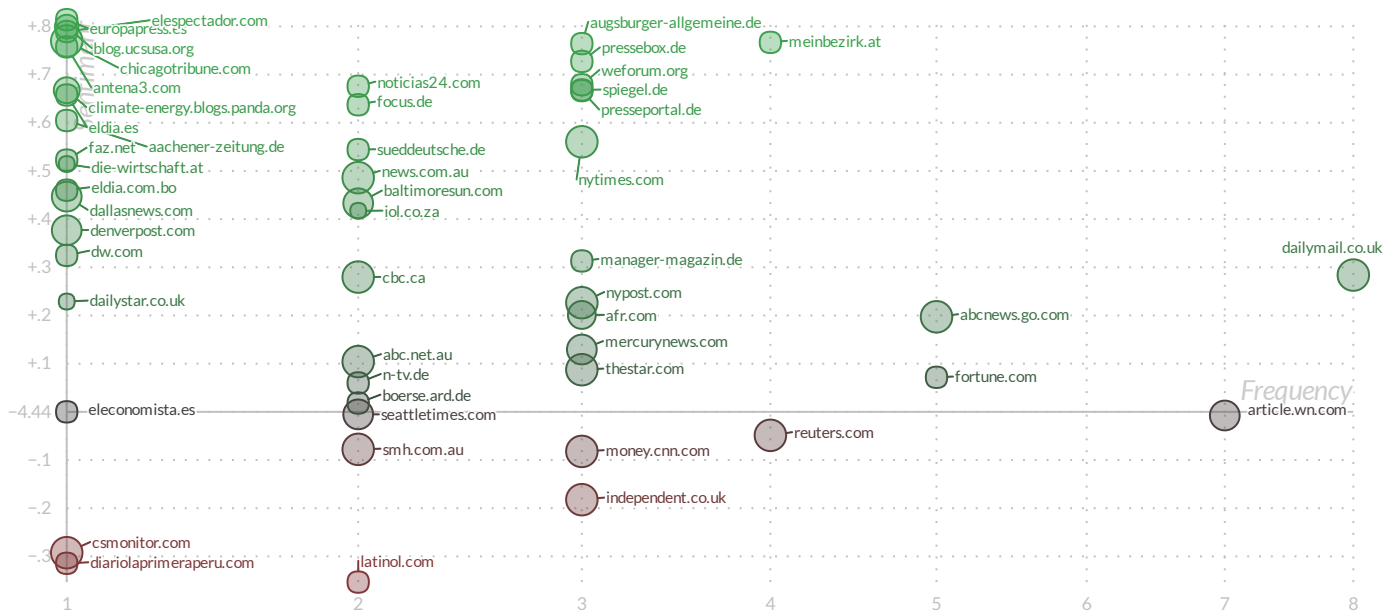
## Content Sources

News  
Organizations

## Content Languages

German  
English, Spanish

## Source Chart



## Top 10 Sources

Max Count: 8 (dailyemail.co.uk)  
 Max Reach: 1.0 (independent.co.uk)  
 Max Impact: 8 (dailyemail.co.uk)  
 Max Sentiment: +0.77 (meinbezirk.at)  
 Min Sentiment: -0.18 (independent.co.uk)

Source	Count	Reach	Impact	Sentiment
<a href="#">dailyemail.co.uk</a> musk   electric vehicle   model	8	1	8	+0.28
<a href="#">article.wn.com</a> car maker   google   european commissio...	7	0.9	6	-0.01
<a href="#">abcnews.go.com</a> musk   bangladesh   allianz	5	1	5	+0.2
<a href="#">fortune.com</a> solarcity   musk   problem	5	0.5	3	+0.07
<a href="#">meinbezirk.at</a> charging station   also because   another...	4	0.5	2	+0.77
<a href="#">reuters.com</a> musk   ag   analyst	4	1	4	-0.05
<a href="#">afr.com</a> 15-year   almost entirely   americas	3	0.8	2	+0.2
<a href="#">augburger-allgemeine.de</a> associated   company vehicle   beate	3	0.5	2	+0.76
<a href="#">independent.co.uk</a> musk   elon musk   union	3	1	3	-0.18
<a href="#">manager-magazin.de</a> musk   elon musk   americans	3	0.5	2	+0.31

# OPINION LEADERSHIP

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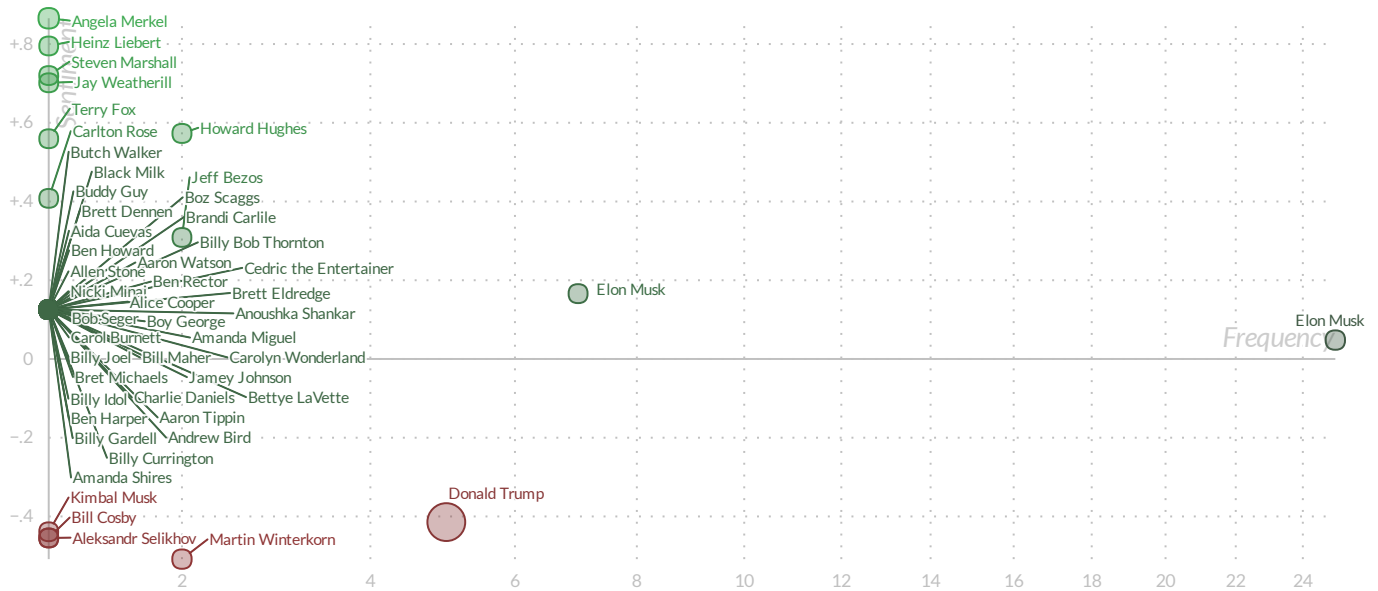
**Content Sources**

News  
Organizations

**Content Languages**

German  
English, Spanish

**Opinion Leader Chart**



**Top 10 Persons**

Max Count: 25 (Elon Musk)  
Max Sentiment: +0.57 (Howard Hughes)  
Min Sentiment: -0.51 (Martin Winterkorn)

Person	Count	Sentiment
<b>Elon Musk</b> electric car   model   bangladesh	25	+0.05
<b>Elon Musk</b> model   jobs   iphone	7	+0.17
<b>Donald Trump</b> musk   elon   conference call	5	-0.41
<b>Howard Hughes</b> falcon   bangladesh   booster	2	+0.57
<b>Martin Winterkorn</b> musk   volkswagen   bankrupt	2	-0.51
<b>Jeff Bezos</b> cnbc   already numerous   elon	2	+0.31
<b>Buddy Guy</b> july   band   amphitheater	1	+0.13
<b>Brett Eldredge</b> july   band   amphitheater	1	+0.13
<b>Brett Dennen</b> july   band   amphitheater	1	+0.13
<b>Bret Michaels</b> july   band   amphitheater	1	+0.13

# GEOGRAPHIC DISTRIBUTION

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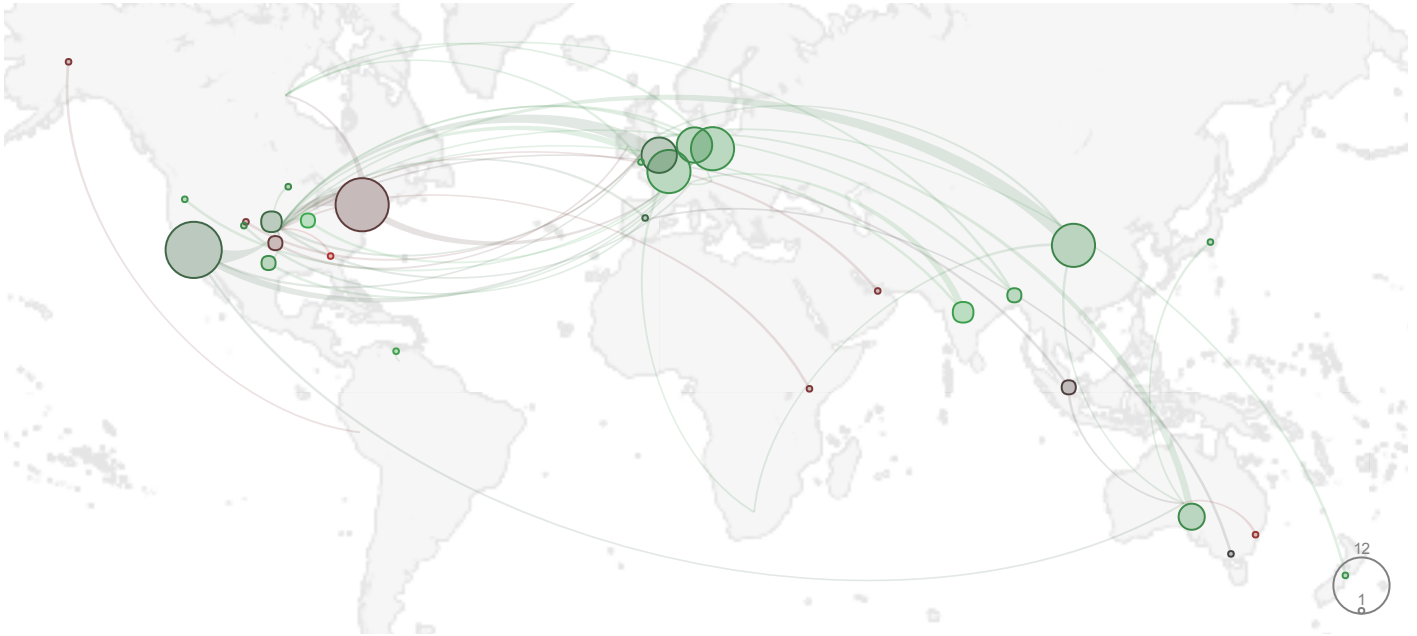
## Content Sources

News  
Organizations

## Content Languages

German  
English, Spanish

## Geographic Map



## Top 10 Locations

Max Count: 56 USA  
Max Sentiment: +0.56 Deutschland  
Min Sentiment: +0.04 New York

Location	Count	Sentiment
<b>USA</b> musk   elon musk   model	56	+0.17
<b>Deutschland</b> electric car   daimler   bmw	28	+0.56
<b>California</b> musk   elon musk   expansion	21	+0.23
<b>United Kingdom</b> musk   vehicle   electric car	17	+0.15
<b>China</b> musk   car maker   electric car	16	+0.41
<b>New York</b> musk   expansion   elon musk	14	+0.04
<b>Australia</b> battery storage   electric car   google	10	+0.31
<b>Washington D.C.</b> musk   pentagon   aircraft	8	+0.32
<b>India</b> car   battery   profit	7	+0.3
<b>Los Angeles</b> musk   electric vehicle   accelerator	6	+0.32

# SENTENCE ANALYSIS

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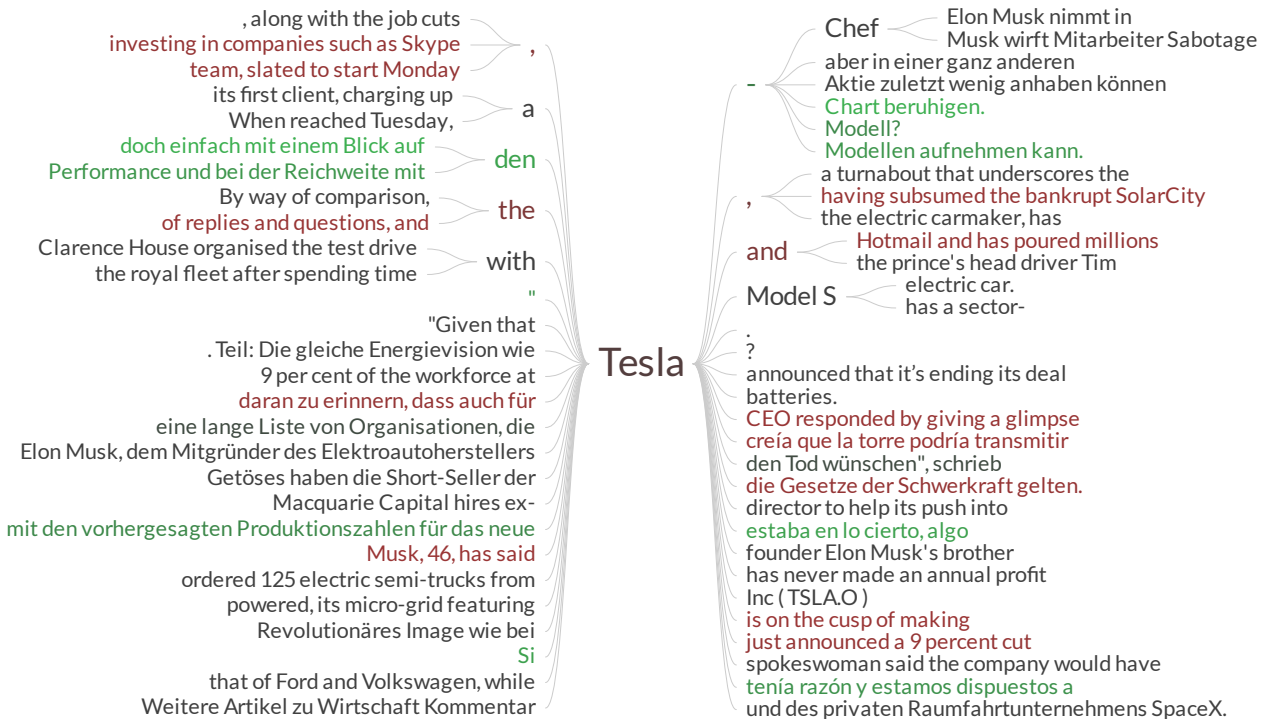
## Content Sources

News  
Organizations

## Content Languages

German  
English, Spanish

## Word Tree



## Recent Mentions

20 Jun	eldia.com.bo	jánov, la versión moderna de Wardencllyffe, o la torre tesla , también conocida como "transmisor planetario", perr
20 Jun	stuttgarter-zeitung.de	er wieder einmal einen vollen Erfolg verbuchen. Will tesla tatsächlich eine Batteriefabrik in der deutsch-franzö:
20 Jun	manager-magazin.de	ur Eingeweihte gehört. Revolutionäres Image wie bei tesla ? Keine Spur. "Das ist Absicht", zitiert das "Wall Street
20 Jun	nytimes.com	value many times that of Ford and Volkswagen, while tesla , the electric carmaker, has a market capitalization gr
20 Jun	afr.com	es, is entirely solar-powered, its micro-grid featuring tesla batteries. The interior of each wooden villa is coverec

## Positive Sentiment

11 May	nypost.com	ding further our commitment to fleet excellence with tesla ". Taking things a step further, UPS earlier Friday ann
08 Jun	tiempo.hn	esos en 30% cada año. El mismo éxito tuvo al llegar a tesla y estos son algunos de sus logros más destacados.: El
24 May	abc.net.au	: are honouring the existing commitments around the tesla virtual power plant (VPP)," he said. "The VPP project is:
09 Jun	krone.at	Gigahertz Takt zum Einsatz. Unterstützend nutzt man tesla -Chips von Nvidia, um die Rechenkraft weiter zu steig
17 May	boerse.ard.de	Bahn frei für Elektromobilität Die tesla -Jäger aus Deutschland. von Thomas Spinnler. Stand:

## Negative Sentiment

23 May	fortune.com	'increasingly immaterial" headlines were dominating tesla news cycles, Musk went on a Twitter attack Wednesd
23 May	reuters.com	Thomson Reuters data. He called the rise of negative tesla headlines over the past month "increasingly immater
04 May	smh.com.au	Tesla. 'Boring': Bizarre Elon Musk earnings call sends tesla stocks sliding. After telling analysts their "bonehead
19 Jun	boerse.ard.de	Sabotage bei tesla Alle gegen Elon Musk?! Stand: 19.06.2018, 07:23 Uhr.
24 May	independent.co.uk	anising. A hearing in that case is scheduled for June. A tesla spokesperson said "there is no merit to any" of the all

# SEARCH RESULTS

## Search Term

"Tesla"

Positive 17 Neutral +2 Negative +5 Total = 24

## Date Range

07 Jun 2018 –  
21 Jun 2018

## Content Sources

News  
Organizations

## Content Language

English

### *As Auto Industry Transforms, Ford and Volkswagen Consider an Alliance*

[nytimes.com](#) · 20 Jun 2018 · +0.35 · london · ford, metropolitan police, fray

...cars and has a stock market value many times that of Ford and Volkswagen, while **Tesla**, the electric carmaker, has a market capitalization greater than that of many old-line behemo...

### *New Six Senses resort brings new-wave wellness to Fiji*

[afr.com](#) · 20 Jun 2018 · +0.32 · republic of singapore · spa, fujian, yoga

...of multi-bedroom residences, is entirely solar-powered, its micro-grid featuring **Tesla** batteries. The interior of each wooden villa is covered with traditional carvings, its furni...

### *What Elon Musk and other tech execs are saying about families being separated at the border*

[mercurynews.com](#) · 19 Jun 2018 · +0.31 · paris · musk, other tech, elon musk

...indie band xx. As usual, his tweets drew plenty of replies and questions, and the **Tesla** CEO responded by giving a glimpse into his frustration about what's going on. Last May, Mus...

### *UPS to spend \$130 million on new natural gas vehicles, fueling stations*

[reuters.com](#) · 19 Jun 2018 · +0.41 · texas · fleet, inc, tamworth

...this year, Casteel said. It also has pre-ordered 125 electric semi-trucks from **Tesla** Inc ( TSLA.O ). Its new CNG fueling stations will be in Goodyear, Ariz., Plainfield, Ind., Edg...

### *Macquarie Capital hires ex-Tesla director to help its push into renewable energy*

[afr.com](#) · 19 Jun 2018 · +0.69 · san francisco · macquarie, battery storage, capital

...Globally, Macquarie has expanded into battery storage, distributed energy and electric mobility, as renewable energy becomes more competitive against traditional fossil fuels. The ...

### *Electric charging station installed at Eliot River Elementary - CBC News*

[cbc.ca](#) · 18 Jun 2018 · +0.56 · cornwall · charger, eliot, complex

...in their parking lot." The station already had its first client, charging up a **Tesla**. Ford said the charger is for anyone to come by and use. With initiatives like this, Ford hope...

### *Why is the Assembly letting Cuomo's wasteful policies slide?*

[nypost.com](#) · 17 Jun 2018 · -0.48 · new york · buffalo, cuomo, tesla

...player on Cuomo's Buffalo Billion economic-development team, slated to start Monday, **Tesla** just announced a 9 percent cut to its workforce. Tesla, having subsumed the bankrupt Sol...

### *Prince of Wales is preparing to add an electric car to the royal fleet*

[dailymail.co.uk](#) · 16 Jun 2018 · -0.44 · wales · musk, electric car, elon musk

...to the royal fleet after making friends with the brother of Elon Musk, founder of **Tesla**. While hosting the multinational's board member Kimbal Musk and his fiancée at Dumfries Ho...

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Organizations

## Content Language

English

### Where top landmarks would fall in Three California plan

[dailymail.co.uk](#) · 15 Jun 2018 · +0.49 · california · northern california, southern california, california

...a Silicon Valley venture capitalist known for investing in companies such as Skype, **Tesla** and Hotmail and has poured millions of dollars into efforts to break up California. A tec...

### Tesla to cut 9pc of workers to boost productivity

[afr.com](#) · 14 Jun 2018 · -0.40 · tesla, musk, model

...Dana Hull. Elon Musk is cutting 9 per cent of the workforce at **Tesla**, a turnabout that underscores the mounting pressure he is under to show the electric-car maker can one day tur...

### This solar-powered car lets you drive for free

[weforum.org](#) · 13 Jun 2018 · +0.55 · india · solar-powered, car, vehicle

...250km range, while the Lightyear One has a 400-600km range. By way of comparison, the **Tesla** Model S has a sector-leading range of more than 630km. However, while you would need to...

### RH, Tesla and Dave & Buster's climb; Raytheon slumps

[dailymail.co.uk](#) · 12 Jun 2018 · +0.56 · dominion, car maker, trump-kim summit

...YORK (AP) - Stocks that moved substantially or traded heavily Tuesday: **Tesla** Inc., up \$10.67 to \$342.77. The electric car maker announced it would lay off 9 percent of its workfo...

### RH, Tesla and Dave & Buster's climb; Raytheon slumps

[abcnews.go.com](#) · 12 Jun 2018 · +0.57 · dominion, car maker, trump-kim summit

...that moved substantially or traded heavily Tuesday: **Tesla** Inc., up \$10.67 to \$342.77. The electric car maker announced it would lay off 9 percent of its workforce in order to boo...

### Tesla announces layoffs

[money.cnn.com](#) · 12 Jun 2018 · -0.38 · new york · tesla, home depot, model

...**Tesla's** Model 3 may not satisfy 'mainstream' buyers. Tesla is laying off about 9% of its staff. "Tesla has grown and evolved rapidly over the past several years, which has resulte...

### Tesla to cut 9pc of jobs as it seeks profitability

[telegraph.co.uk](#) · 12 Jun 2018 · +0.60 · musk, tesla, memo

...his company's growth had lead to what he called "duplication of roles". "Given that **Tesla** has never made an annual profit in the almost 15 years since we have existed, profit is o...

### Tesla cutting 9% of staff; layoffs not to affect Model...

[dailymail.co.uk](#) · 12 Jun 2018 · +0.24 · model, musk, tesla

...**Tesla** job cuts concern salaried staff but not production workers and will not affect Model 3 output targets. Electric carmaker Tesla Motors announced Tuesday it was cutting nine p...

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News  
Organizations

## Content Language

English

### *Elon Musk cutting 9 per cent of Tesla workforce*

[thestar.com](#) · 12 Jun 2018 · +0.37 · tesla, musk, home depot

...Hull Bloomberg. SAN FRANCISCO—Elon Musk is cutting 9 per cent of the workforce at **Tesla** Inc., a turnaround that underscores the mounting pressure he is under to show the electric-c...

### *Tesla to lay off 9% of workers as part of restructuring plan*

[cbc.ca](#) · 12 Jun 2018 · 0.00 · new york · home depot, depot, tesla

...**Tesla** said the job cuts were almost entirely made from its salaried roles and no production associates were included. (Spencer Platt/Getty Images). U.S. electric car giant Tesla i...

### *Tickets on sale June 15: Nicki Minaj & Future, Lynyrd Skynyrd & Jamey Johnson*

[kansascity.com](#) · 12 Jun 2018 · +0.13 · madrid · sprint, midland, amphitheater

...Matthew Sweet, July 10, Knuckleheads. Styx and Joan Jett and the Blackhearts with **Tesla**, July 10, Starlight. \$29.50-\$149. The Black Dahlia Murder and Whitechapel, July 11, The...

### *Time to rethink your SUV? Australia's cars among the dirtiest, new report warns*

[smh.com.au](#) · 11 Jun 2018 · +0.49 · japan · car market, australians, text size

...are something that I worry about, but at the end of the day I'm not buying a **Tesla** anytime soon." Of last year's best-selling car makes, Holden cars produce the highest emissions,...

### *How our travel choices affect our air and our climate*

[climate-energy.blogs.panda.org](#) · 08 Jun 2018 · +0.67 · india · prius, toyota, infographic

...is an iconic electric hybrid, and finally fully electric vehicles are represented by **Tesla** X. As you can see tailpipe emissions, or in-use emissions, approach very low CO2 levels ...

### *Daimler takes on Tesla, VW with electric big rig truck*

[iol.co.za](#) · 08 Jun 2018 · +0.60 · stuttgart · daimler, heavy-duty, truck

...a major challenge to European and American rivals, including new entrants such as **Tesla**. Truck buyers are expecting global regulation to curb pollution from trucks; they see advan...

### *These silos are blowing people away with their incredible interiors*

[dailymail.co.uk](#) · 08 Jun 2018 · +0.59 · new zealand · boiler, grain, covered

...wellbeing, the property features LED lighting, offers a charging portal for **Tesla** vehicles, and waste is converted through an eco-friendly Biolytix wastewater treatment system via...

### *Electricity providers warn excess solar power threatens to flood grid and cause massive blackouts*

[dailymail.co.uk](#) · 07 Jun 2018 · -0.25 · south australia · excess, grid, battery storage

...farm in the world was recently constructed in South Australia by Californian company **Tesla** to soak up excess energy from the Hornsdale Wind Farm north of Adelaide. The boom in sol...



The standard header of all reports includes the search term, the number of **positive**, neutral and **negative** mentions of this term in the respective date range, as well as the selected combination of content sources and languages.

## *Trends and Associations*

The line charts on the left show recent trends in daily coverage per sentiment category and source – complemented by a third line chart on the right to compare sentiment across sources. Colored indicators represent average values, small numbers next to the arrows the change between the first and last day. Two donut charts depict the overall distributions by sentiment and source. Underneath, the tag cloud and keyword graph summarize the most important semantic associations with the search term.

## *Cross-Media Impact*

A scatterplot and a frequency-sorted table present the top sources reporting about the search term (bubble size shows the overall reach of a source, color the corresponding sentiment value). The table includes the top three keywords that a given source associates with the search term, the number of mentions, the reach of the source, the impact of the coverage (multiplying reach and the number of mentions), and the average sentiment expressed by each source.

## *Opinion Leadership*

Similar to the cross-media impact, this diagram shows how often persons were mentioned together with the search term (horizontal axis), and whether this happened in a positive or negative context (vertical axis). Bubble size indicates a person's overall number of mentions in the chosen time interval, independent of the search query. The table lists identified opinion leaders together with associated keywords, the number of co-occurrences with the search term and the average sentiment of these co-occurrences.

## *Geographic Distribution*

The regional distribution of search results shown on the geographic map is followed by a corresponding list of locations (countries, states or cities) that are most frequently mentioned together with the search term. This includes top keywords to highlight regional differences in the coverage, the number of times a specific location is mentioned together with the search term, and the average sentiment of these mentions.

## *Sentence Analysis*

The word tree is a graph-based tool to quickly grasp the major threads in a public debate. The branches on both sides help to spot important expressions that often precede or follow the search term. Below, three tables show the most recent, the most positive and the most negative sentences that contain the search term within the chosen time interval (filtering out redundant or very short sentences).