TVeyes

BROADCAST TRANSCRIPT INTELLIGENCE

Healthcare & Pharma Report

Summer 2026

Reporting period: 1 Jun - 31 Aug 2026

Corpus: TV + radio news transcripts, 2,401 stations

Generated: 15 Oct 2026

Key coverage indicators

Scale of the broadcast coverage analysed: 138,951 transcript pages from 2,401 stations in 20 countries, reduced to distinct editorial stories after syndicated repeats, advertising and sponsor messages were set aside.

9,314	12,728	43,508	97,564	2,128	+0.03
Broadcast hours transcribed	Distinct editorial stories	Editorial airings	Spoken company mentions	Stations carrying editorial coverage	Sector net sentiment (story-weighted)

Executive summary

Pfizer had the largest share of healthcare news stories on television and radio in summer 2026, but nearly half of them covered the partial collapse of its former Manhattan headquarters; without that story, Eli Lilly was the most-covered company. Coverage moved from litigation and drug pricing in June to advertising in July, with Novo Nordisk's lawsuit against Lilly's ads, and to results and approvals in August, led by Lilly's results, Mounjaro's heart-risk approval and the new COVID vaccines. Sentiment was neutral to positive outside a few dated setbacks: failed heart-drug trials at AstraZeneca and Novo Nordisk, the Depo-Provera lawsuits against Pfizer and the Zoladex withdrawal in Australia; the lawsuit weighed more on Lilly than on Novo. Companies made most of the safety and efficacy assurances heard on air and regulators very few, and Lilly's David Ricks was the only chief executive named often, while President Trump and Health Secretary Robert F. Kennedy Jr were the most-named public figures. Dated milestones ahead include the first US Depo-Provera trial against Pfizer in December, Lilly's planned retatrutide filing in early 2027 and further results for Novo's heart drug in the first half of 2027.

By numbers

STRATEGY

Scope of the report: every mention of the 20 companies in TV and radio news transcripts from the period below, grouped into distinct editorial stories after syndicated repeats, advertising, sponsor messages and mentions that were not the company at all were set aside.

1 Jun - 31 Aug	20	138,951	2,401
Time period analysed, 2026 (13 weeks)	Companies analysed	Transcript pages (9,314 broadcast hours)	TV and radio stations
20	**12,728**	**43,508**	**108,870**
Countries	Distinct editorial stories	Editorial airings	Advertising and sponsor airings excluded

READER GUIDE

COMMS coverage, narratives, competitors, outlets and reputation

CRISIS incident benchmarking, propagation, duration, sentiment and reach

INVEST REL. financial media, executives, market narratives and potential market correlations

MARKETING brand associations, positioning, geographic differences and competitive perception

STRATEGY underlying data, trends and longitudinal analysis

Paid against editorial presence

COMPANY		EDITORIAL AIRINGS	OWN ADS	SPONSOR TAGS	PAID SHARE OF PRESENCE	THIRD-PARTY ADS
Pfizer	Pfizer	14,811	40,235	9,791	77%	657
AstraZeneca	AstraZeneca	6,933	19,778	30	74%	5
Lilly	Eli Lilly	15,180	1,576	3,763	26%	16
abbvie	AbbVie	475	15,259	5	97%	57
novo	Novo Nordisk	7,650	4,460	3,100	50%	84
Bristol Myers Squibb	BMS	1,483	1,507	6,486	84%	0
Johnson&Johnson	J&J	1,773	5,885	4	77%	19
UNITEDHEALTH GROUP	UnitedHealth	1,251	845	9	41%	4
AMGEN	Amgen	608	1,267	1	68%	72
MERCK	Merck	1,165	649	0	36%	0
Roche	Roche	1,068	124	560	39%	0
ABBOTT	Abbott	133	1,395	1	91%	30
NOVARTIS	Novartis	486	124	610	60%	0
sanofi	Sanofi	480	609	56	58%	1
GILEAD	Gilead	647	35	14	7%	0
Medtronic	Medtronic	563	2	4	1%	0
MCKESSON	McKesson	120	0	0	0%	0

Paid share = own ad and sponsor-tag airings ÷ (paid + editorial airings). Third-party ads are telehealth sellers and law firms naming a company's product; they are excluded from editorial and not counted as the company's paid presence. Companies with at least 100 airings of either kind. Jardiance, a Boehringer Ingelheim product co-promoted by Eli Lilly, counts towards Lilly. Ads and sponsor credits are identified by TVEyes from the transcript wording, not from broadcaster ad markers.

What this shows. Paid messages make up 68% of the 173,062 airings naming the companies: 118,188 own ads and sponsor tags against 54,874 editorial airings. AbbVie (97%), Abbott (91%) and BMS (84%) reach the air mainly through paid messages, and 6,486 of BMS's 7,993 paid airings are sponsor tags. Among the four leading companies, Eli Lilly has the lowest paid share at 26%. Gilead (7%) and Medtronic (1%) are under 10%.

Why it matters. Counts that include advertising rank companies by media spend. Pfizer's 50,026 paid airings are 3.4 times its 14,811 editorial airings, and AbbVie's 15,264 are 32 times its 475. Every other exhibit in this report counts editorial coverage only, so its rankings reflect what newsrooms chose to report.

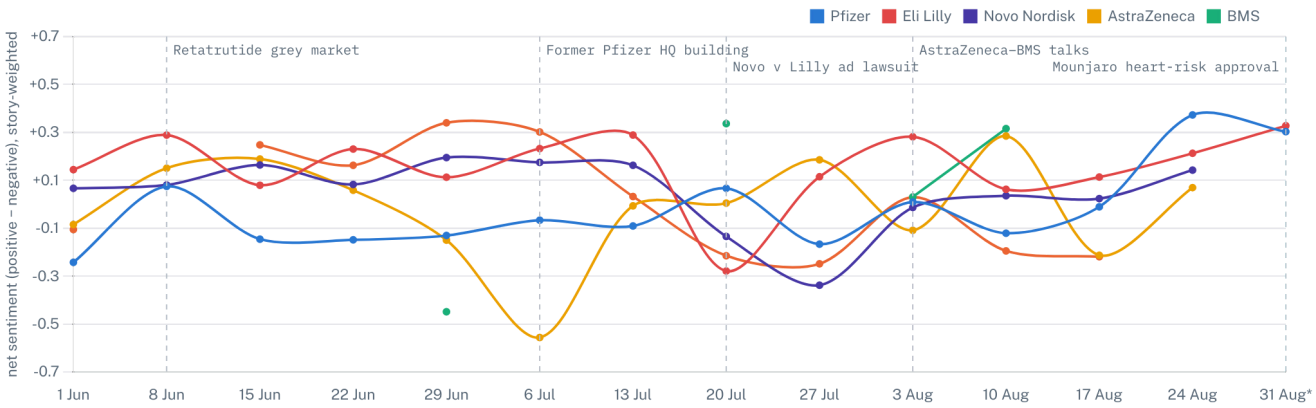
Sentiment trajectory

COMMS CRISIS STRATEGY

Weekly net sentiment for the six companies with the most editorial stories: how positive against negative the broadcast sentences naming each company ran, editorial stories only, one sentiment score per story.

Weekly net sentiment, 14 weeks

Marked: Retatrutide grey market (w/c 8 Jun) · Former Pfizer HQ building (w/c 6 Jul) · Novo v Lilly ad lawsuit (w/c 20 Jul) · AstraZeneca–BMS talks (w/c 3 Aug) · Mounjaro heart-risk approval (w/c 31 Aug)



Story-weighted: a story counts once however often it aired. Weeks with fewer than 20 scored stories for a company are left as gaps. The last week holds one day (31 Aug).

What this shows. The extreme weeks sit on dated events. Eli Lilly's lowest week, w/c 20 Jul (−0.28), is the week Novo Nordisk sued it over Zepbound and Mounjaro advertising: 815 lawsuit stories scored −0.45 for Lilly. AstraZeneca's lowest, w/c 6 Jul (−0.56), is the week its gene-silencing drug Wainua, developed with Ionis, failed a Phase 3 heart trial: 134 of its 180 scored stories that week covered the failure, at −0.72. Pfizer runs from −0.24 in w/c 1 Jun, when 163 Depo-Provera lawsuit stories scored −0.57, to +0.37 in w/c 24 Aug, when 341 stories on the 2026–27 COVID vaccines scored +0.47.

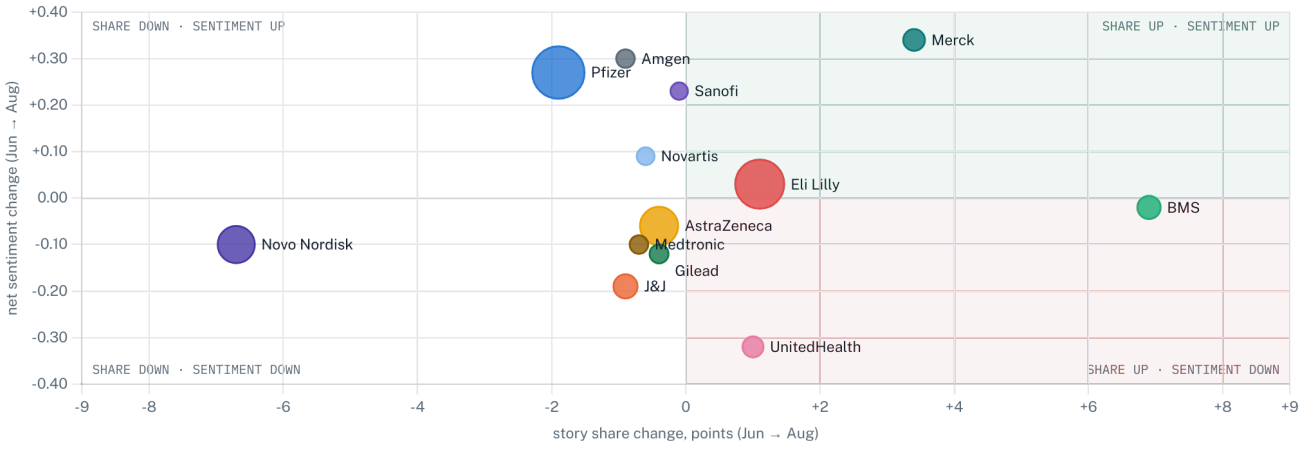
Why it matters. Weekly sentiment in this sector follows litigation, trial results and approvals more than gradual reputational change. Novo Nordisk was negative in the lawsuit week as the plaintiff (−0.13) and fell further to −0.34 the following week, when 29 of its 75 scored stories covered a failed late-stage cardiovascular trial, at −0.69. A weekly value mixes one event with the rest of the coverage, so it understates the event itself; the event heatmap later in the report gives that measure.

Momentum: June against August

Story share and net sentiment in the first and last month of the window.

Momentum map

Story share change (x) against net sentiment change (y), June to August · bubble area ∝ airtime hours · companies with at least 30 scored stories in both months



COMPANY		SHARE JUN	SHARE AUG	SHARE Δ (PTS)	SENTIMENT JUN	SENTIMENT AUG	SENTIMENT Δ	READING
Pfizer	Pfizer	22.5%	20.6%	−1.9	−0.13	+0.14	+0.27	share down, sentiment up
Lilly	Eli Lilly	29.0%	30.1%	+1.1	+0.20	+0.23	+0.03	share up, sentiment flat
novo	Novo Nordisk	15.8%	9.0%	−6.7	+0.10	0.00	−0.10	share down, sentiment down
AstraZeneca	AstraZeneca	12.7%	12.4%	−0.4	−0.03	−0.09	−0.06	share flat, sentiment down
Bristol Myers Squibb	BMS	1.1%	8.0%	+6.9	+0.07	+0.06	−0.02	share up, sentiment flat
Johnson&Johnson	J&J	3.1%	2.2%	−0.9	+0.13	−0.06	−0.19	share flat, sentiment down
MERCK	Merck	1.9%	5.3%	+3.4	−0.06	+0.28	+0.34	share up, sentiment up
UNITEDHEALTH GROUP	UnitedHealth	2.0%	3.1%	+1.0	−0.01	−0.33	−0.32	share up, sentiment down
AMGEN	Amgen	3.0%	2.1%	−0.9	0.00	+0.30	+0.30	share flat, sentiment up
Roche	Roche	0.7%	2.3%	+1.6	+0.12	+0.21	+0.09	under 30 stories in a month, directional
NOVARTIS	Novartis	1.3%	0.7%	−0.6	−0.07	+0.02	+0.09	share flat, sentiment up
sanofi	Sanofi	1.5%	1.4%	−0.1	+0.16	+0.40	+0.23	share flat, sentiment up
Medtronic	Medtronic	1.6%	0.9%	−0.7	+0.36	+0.26	−0.10	share flat, sentiment down
abbvie	AbbVie	1.4%	0.5%	−0.9	+0.09	+0.32	+0.23	under 30 stories in a month, directional
GILEAD	Gilead	1.0%	0.6%	−0.4	+0.33	+0.21	−0.12	share flat, sentiment down
ABBOTT	Abbott	0.5%	0.5%	+0.1	+0.16	−0.12	−0.28	under 30 stories in a month, directional
MCKESSON	McKesson	0.6%	0.2%	−0.4	+0.18	+0.03	−0.15	under 30 stories in a month, directional

Share = the company's stories ÷ all company-story pairs of the 20 companies in the month. Sentiment = story-weighted net sentiment in the month. Rows are faded where June or August holds under 30 scored stories. Δ columns use unrounded values.

What this shows. Merck (+0.34), Amgen (+0.30) and Pfizer (+0.27) gained the most sentiment from June to August; UnitedHealth Group (−0.32) and J&J (−0.19) lost the most. The largest share moves are BMS, up 6.9 points in the month of the AstraZeneca talks, and Novo Nordisk, down 6.7 points with sentiment down 0.10.

Why it matters. Pfizer moved from −0.13 to +0.14 while its share fell 1.9 points: June coverage was led by Depo-Provera litigation and August by the COVID vaccine updates. Novo Nordisk is the only one of the four leading companies to lose both share and sentiment, while Eli Lilly gained 1.1 points of share and moved from +0.20 to +0.23.

From the broadcast

SQUAWK BOX (CNBC)

AstraZeneca says the medicine didn't reach its main goal of reducing deaths and recurrent heart-relate…

AstraZeneca's lowest week: the Wainua heart trial, w/c 6 Jul

UK TONIGHT (SKY NEWS)

We'll hear from the women suing pharmaceutical giant Pfizer over a contraceptive jab.

Pfizer's lowest week: the Depo-Provera lawsuits, w/c 1 Jun

GOOD MORNING AMERICA (ABC)

mRNA vaccines by Pfizer and BioNTech are approved for adults 65 and older.

Pfizer's highest week: the 2026–27 COVID vaccines, w/c 24 Aug

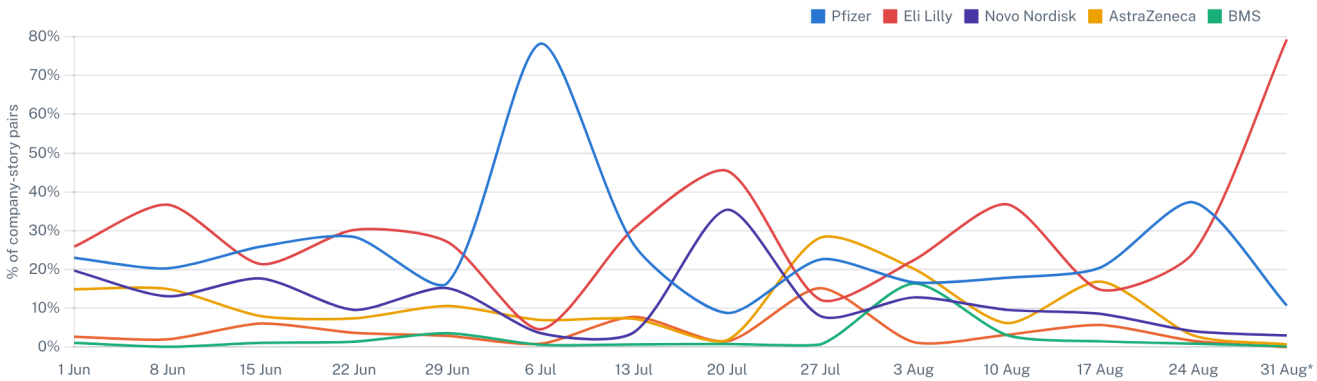
Share of broadcast voice

COMMS MARKETING INVEST REL.

Weekly story share for the six leading companies, alongside airtime and volume for every company with at least 30 editorial stories.

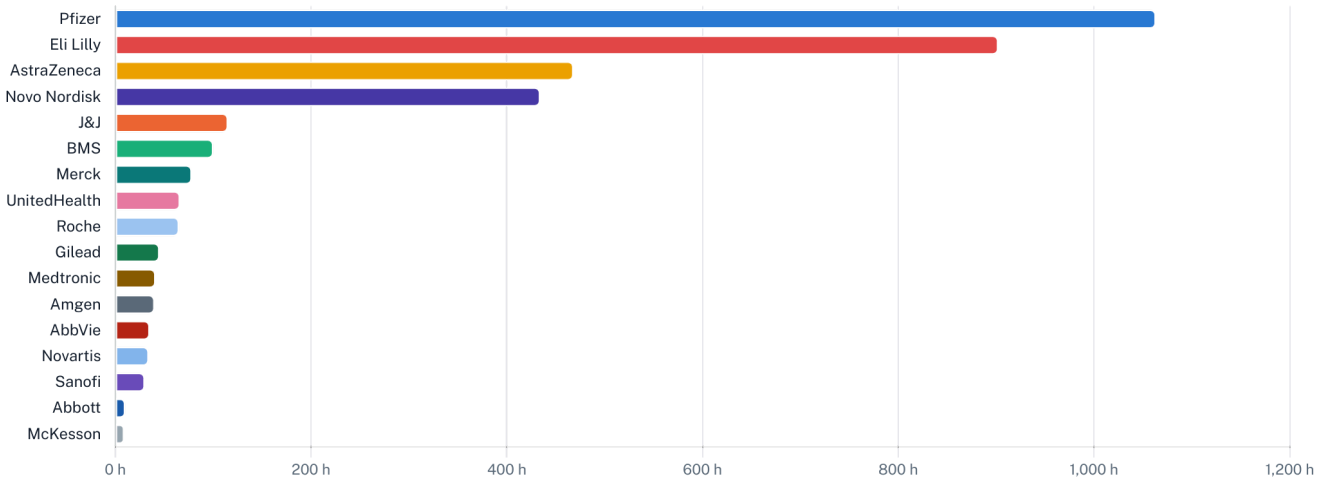
Weekly story share

% of company-story pairs across the 20 companies · editorial coverage only



Airtime by company

Hours of the five-minute broadcast pages holding an editorial mention · a page counts toward every company it names



COMPANY		STORIES	STORY SHARE	SHARE WITHOUT THE BUILDING STORY	AIRINGS	AIRTIME	MENTIONS	PAID AIRINGS	NET SENTIMENT
Pfizer	Pfizer	4,689	29.0%	17.9%	14,811	1,063 h	17,961	50,026	◆ −0.03
Lilly	Eli Lilly	4,382	27.1%	31.4%	15,180	902 h	33,138	5,339	◆ +0.09
novo	Novo Nordisk	2,189	13.5%	15.7%	7,650	434 h	19,267	7,560	◆ −0.02
AstraZeneca	AstraZeneca	1,695	10.5%	12.1%	6,933	468 h	12,595	19,808	◆ −0.08
Bristol Myers Squibb	BMS	546	3.4%	3.9%	1,483	100 h	1,861	7,993	◆ +0.06
Johnson&Johnson	J&J	488	3.0%	3.5%	1,773	115 h	2,878	5,889	◆ −0.05
MERCK	Merck	460	2.9%	3.3%	1,165	78 h	1,504	649	▲ +0.21
UNITEDHEALTH GROUP	UnitedHealth	365	2.3%	2.6%	1,251	66 h	1,508	854	◆ −0.01
AMGEN	Amgen	283	1.8%	2.0%	608	40 h	793	1,268	▲ +0.13
Roche	Roche	203	1.3%	1.5%	1,068	65 h	1,226	684	▲ +0.15
NOVARTIS	Novartis	193	1.2%	1.4%	486	34 h	661	734	▲ +0.11
sanofi	Sanofi	168	1.0%	1.2%	480	30 h	633	665	▲ +0.29
Medtronic	Medtronic	154	0.9%	1.1%	563	41 h	866	6	▲ +0.20
abbvie	AbbVie	120	0.7%	0.9%	475	35 h	956	15,264	▲ +0.15
GILEAD	Gilead	81	0.5%	0.6%	647	45 h	1,234	49	▲ +0.24
ABBOTT	Abbott	75	0.5%	0.5%	133	10 h	229	1,396	▲ +0.10
MCKESSON	McKesson	40	0.2%	0.3%	120	9 h	180	0	▲ +0.18

Story share = the company's editorial stories ÷ all company-story pairs of the 20 companies, so shares add to 100% across them. The building story is the July structural failure at 235 East 42nd Street, Pfizer's former headquarters (2,193 stories); the share without it recomputes every company's share with those stories left out. Pfizer's net sentiment without them is +0.02 on 2,496 stories. Stryker, Cencora and Siemens Healthineers have under 30 stories and are not ranked. Paid airings are excluded from every other column.

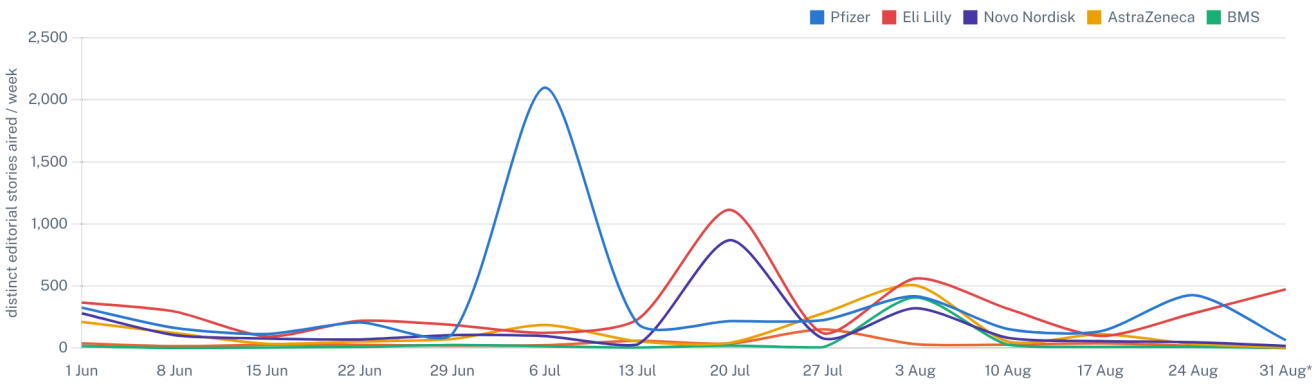
What this shows. Pfizer leads on story share at 29.0%, ahead of Eli Lilly at 27.1%, and the four leading companies hold 80.2% between them. The building story, a partial structural failure at Pfizer's former headquarters in July, accounts for 2,193 of Pfizer's 4,689 stories. Without it, Pfizer falls to 17.9% and Eli Lilly leads at 31.4%. Pfizer's weekly share peaks at 78.2% in w/c 6 Jul, the week of the failure.

Why it matters. On coverage of company business, Eli Lilly is the most reported company in the set. It leads on airings (15,180 against Pfizer's 14,811) even with the building story counted, and its name is spoken 33,138 times, 1.8 times Pfizer's 17,961. Pfizer's headline share overstates its business coverage by 11 points; its net sentiment is +0.02 without the building stories against −0.03 with them.

Weekly company coverage

CRISIS COMMS

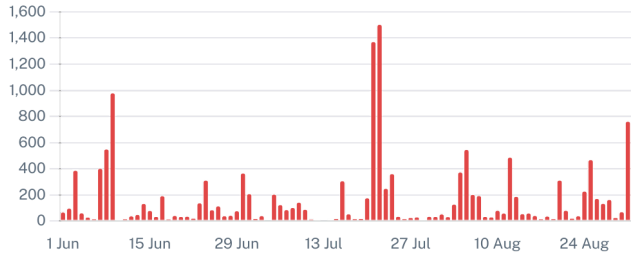
Distinct editorial stories aired each week; a story counts once per week it airs.



Deep dives: Eli Lilly and Novo Nordisk

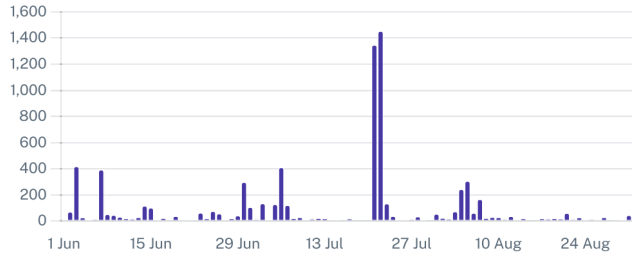
Eli Lilly, daily editorial airings

Peaks: 22 Jul Novo v Lilly ad lawsuit · 21 Jul Novo v Lilly ad lawsuit · 9 Jun Retatrutide grey market



Novo Nordisk, daily editorial airings

Peaks: 22 Jul Novo v Lilly ad lawsuit · 21 Jul Novo v Lilly ad lawsuit · 3 Jun Medicare GLP-1 Bridge



What this shows. Each leading company's largest week is a single event. Pfizer peaks at 2,098 stories in w/c 6 Jul, the building failure, 10 times its median full week of 207. Eli Lilly (1,114) and Novo Nordisk (869) peak together in w/c 20 Jul on the advertising lawsuit. AstraZeneca (506) and BMS (409) peak in w/c 3 Aug on their reported merger talks, and J&J (151) in w/c 27 Jul on the talc settlement. The lawsuit also produced both deep-dive companies' two largest days: 21 and 22 Jul carry 2,879 Eli Lilly airings and 2,798 Novo Nordisk airings.

Why it matters. The two GLP-1 makers have different coverage profiles. Those two days hold 37% of Novo Nordisk's editorial airings for the window, and outside the lawsuit week it never exceeded 321 stories a week. For Eli Lilly the same days hold 19%, and its coverage is led by a different event each month: the Medicare GLP-1 Bridge in June, the lawsuit in July and the Mounjaro heart-risk approval in August. Its third-largest day, 9 Jun (982 airings), is the CBS News investigation into grey-market retatrutide.

Company sentiment by information source

COMMS CRISIS MARKETING

Net sentiment by broadcast network for the six companies with the most coverage. A cell needs 30 airings; cells under 100 airings are faded and read as directional.

NETWORK	PFIZER	ELI LILLY	NOVO NORDISK	ASTRAZENECA	BMS	J&J
ABC (US network and affiliates)	◆ +0.07 2,003 airings	◆ 0.00 2,068 airings	◆ +0.04 1,349 airings	◆ +0.06 142 airings	◆ −0.01 125 airings	·
NBC (US network and affiliates)	▲ +0.18 711 airings	◆ −0.01 2,151 airings	◆ +0.03 1,345 airings	◆ +0.04 86 airings	◆ −0.03 58 airings	◆ −0.06 113 airings
CBS (US network and affiliates)	◆ +0.05 1,313 airings	▼ −0.14 2,209 airings	◆ +0.04 527 airings	▲ +0.34 47 airings	·	▼ −0.49 219 airings
Bloomberg	◆ +0.04 464 airings	▲ +0.21 880 airings	◆ +0.03 506 airings	◆ −0.06 780 airings	◆ −0.02 288 airings	▲ +0.25 200 airings
US public radio (NPR member stations)	◆ −0.01 1,462 airings	▼ −0.11 800 airings	◆ 0.00 259 airings	◆ −0.05 406 airings	▲ +0.92 32 airings	▼ −0.63 142 airings
FOX (US network, affiliates and cable)	◆ +0.04 616 airings	◆ +0.07 1,024 airings	◆ +0.04 393 airings	▲ +0.10 84 airings	▲ +0.16 58 airings	▲ +0.18 73 airings
CNBC	◆ +0.03 251 airings	▲ +0.26 641 airings	◆ −0.10 319 airings	◆ −0.09 445 airings	▲ +0.20 293 airings	▲ +0.17 115 airings
BBC	▼ −0.10 248 airings	◆ −0.02 473 airings	◆ +0.10 263 airings	▼ −0.10 624 airings	◆ +0.01 190 airings	▼ −0.45 219 airings
ABC Australia	▼ −0.12 85 airings	◆ −0.07 210 airings	·	▼ −0.15 1,204 airings	·	▲ +0.47 36 airings
CBC	▼ −0.30 189 airings	◆ −0.02 71 airings	◆ +0.06 161 airings	▼ −0.16 374 airings	·	·
Seven Network and affiliates (AU)	◆ +0.01 144 airings	◆ −0.07 219 airings	▲ +0.11 135 airings	▼ −0.12 163 airings	·	·
Spectrum News	◆ −0.04 168 airings	◆ −0.05 310 airings	▼ −0.11 118 airings	·	·	▼ −0.17 31 airings
CTV	◆ −0.05 93 airings	◆ 0.00 61 airings	◆ +0.06 63 airings	·	·	·
Global News	▲ +0.23 56 airings	·	·	▲ +0.90 53 airings	·	·
Nine Network (AU)	·	·	▲ +0.29 39 airings	▼ −0.36 65 airings	·	·
CNN	◆ +0.01 40 airings	◆ +0.01 52 airings	◆ −0.08 35 airings	·	·	·

Rows pool stations whose names identify the network or its affiliates; affiliates also air local news. 66% of scored company airings fall in these rows. Sentiment is airing-weighted, so a syndicated script counts each time it airs.

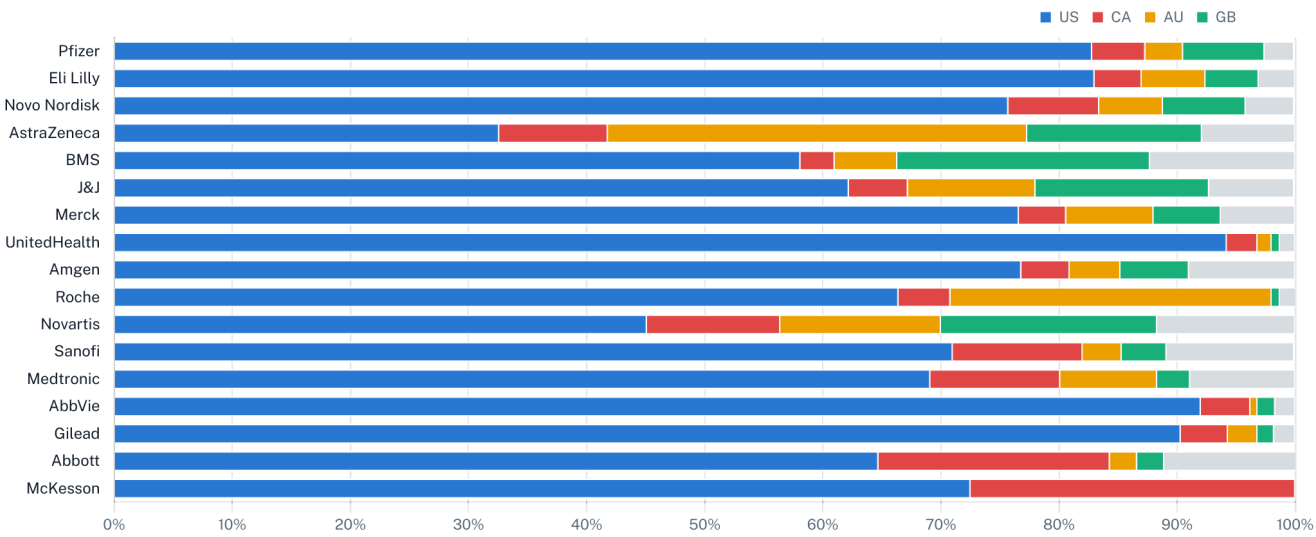
What this shows. Network differences in this window mostly follow which events each network carried. Eli Lilly's lowest network score is CBS (−0.14 on 2,209 airings), where 1,381 airings are the network's own investigation into grey-market retatrutide. J&J is negative on US public radio (−0.63), CBS (−0.49) and the BBC (−0.45), and on each the talc settlement is over 90% of its airings. Pfizer's −0.29 on Sky News comes from Depo-Provera lawsuit coverage (92 of 96 airings), and its −0.30 on CBC from the building story (174 of 189).

Why it matters. The business networks run warmest on Eli Lilly, +0.26 on CNBC and +0.21 on Bloomberg, against −0.14 on CBS: a spread of 0.40 for one company in one window. A network's score for a company mainly reflects which of the company's stories it chose to carry, so the event mix is the first check before a network is read as favourable or hostile.

Company mentions by source location

MARKETING COMMS

Country of the airing station for each leading company's editorial airings.



Countries with at least 100 editorial airings across the leading companies are shown (US, CA, AU, GB); the rest are pooled as Other.

What this shows. US stations carry most coverage of the leading companies: 82.8% of Pfizer's editorial airings, 83.0% of Eli Lilly's and 94.2% of UnitedHealth Group's. AstraZeneca is the exception: 35.5% of its airings are on Australian stations against 32.6% on US stations, and 1,859 of its 2,459 Australian airings cover the Zoladex withdrawal from the PBS. BMS has the largest UK share at 21.4%, 304 of 317 UK airings on the AstraZeneca talks.

Why it matters. A country split shows where a story is local news. The Zoladex withdrawal affects Australian patients through the PBS, and it made Australia AstraZeneca's largest market for coverage in the window. The talks with UK-listed AstraZeneca put BMS into British bulletins; outside them, BMS had 13 UK airings in three months. Each company's country mix should be read against its own events before it is compared with another company's.

Company presence weighting

MARKETING STRATEGY

Airing share counts the broadcasts a company appears in; it cannot tell a company that is the story from one named in passing. This exhibit weights presence by how often each company is spoken within its airings and compares the mention share with the airing share.

COMPANY		AIRING SHARE	MENTION SHARE	MENTIONS / AIRING	STORIES NAMING ANOTHER LEADER	PROMINENCE GAP (PTS)
Lilly	Eli Lilly	27.7%	34.0%	2.18	45%	+6.3
novo	Novo Nordisk	13.9%	19.8%	2.52	71%	+5.8
AstraZeneca	AstraZeneca	12.6%	12.9%	1.82	33%	+0.3
abbvie	AbbVie	0.9%	1.0%	2.01	63%	+0.1
GILEAD	Gilead	1.2%	1.3%	1.91	46%	+0.1

COMPANY	AIRING SHARE	MENTION SHARE	MENTIONS / AIRING	STORIES NAMING ANOTHER LEADER	PROMINENCE GAP (PTS)
Abbott	0.2%	0.2%	1.72	44%	0.0
McKesson	0.2%	0.2%	1.50	30%	0.0
Medtronic	1.0%	0.9%	1.54	12%	−0.1
Novartis	0.9%	0.7%	1.36	35%	−0.2
Sanofi	0.9%	0.7%	1.32	38%	−0.2
J&J	3.2%	2.9%	1.62	47%	−0.3
Amgen	1.1%	0.8%	1.30	46%	−0.3
Merck	2.1%	1.5%	1.29	85%	−0.6
Roche	1.9%	1.3%	1.15	54%	−0.7
UnitedHealth	2.3%	1.6%	1.21	24%	−0.7
BMS	2.7%	1.9%	1.25	87%	−0.8
Pfizer	27.0%	18.4%	1.21	11%	−8.6

Airing share = the company's editorial airings ÷ all airings of the 20 companies; mention share = its spoken mentions ÷ all spoken mentions, so a company named five times in an airing counts five times. The sector runs at 1.78 mentions per airing. Prominence gap = mention share minus airing share, in points. A product name counts as a mention of its maker.

What this shows. Eli Lilly (+6.3 points) and Novo Nordisk (+5.8) have the largest prominence gaps. They are named 2.18 and 2.52 times per airing against a sector average of 1.78, which marks them as the subject of their stories. Pfizer has the largest negative gap (−8.6 points) at 1.21 mentions per airing, and 11% of its stories name another leading company, the lowest share in the set.

Why it matters. Pfizer's airing share overstates how central it is to its coverage. In the building stories it is named 1.08 times per airing, as the building's former occupant; in the rest of its coverage the rate is 1.32, still the lowest of the four leading companies. Novo Nordisk is rarely covered alone: 71% of its stories name another leading company, and 96% of those include Eli Lilly.

Company share consistency

STRATEGY CRISIS

A company's share can come from one event replayed for a week or from steady coverage across the window. This exhibit measures how concentrated each leading company's editorial coverage is across the 14 weeks, on airings and on distinct stories.

COMPANY	STORIES	PEAK-WEEK SHARE	TOP-2 WEEKS	CONCENTRATION (HHI, AIRINGS)	HHI, STORIES	LEAD EVENT (SHARE OF STORIES)	PROFILE
BMS	546	78% w/c 3 Aug	83%	0.61	0.54	AstraZeneca–BMS talks · 71% 76% of airings	event-locked
Roche	203	63% w/c 24 Aug	79%	0.43	0.32	Roche Alzheimer's blood test · 46% 61% of airings	event-locked
J&J	488	51% w/c 27 Jul	61%	0.29	0.13	J&J talc settlement · 25% 44% of airings	event-locked
UnitedHealth	365	44% w/c 8 Jun	57%	0.23	0.15	Mangione proceedings · 38% airings led by NBC UnitedHealthcare report (24%)	event-locked

COMPANY		STORIES	PEAK-WEEK SHARE	TOP-2 WEEKS	CONCENTRATION (HHI, AIRINGS)	HHI, STORIES	LEAD EVENT (SHARE OF STORIES)	PROFILE
Pfizer	Pfizer	4,689	44% w/c 6 Jul	53%	0.22	0.22	Former Pfizer HQ building · 47% 45% of airings	event-locked
sanofi	Sanofi	168	43% w/c 24 Aug	53%	0.22	0.16	2026–27 COVID vaccines · 30% 39% of airings	event-locked
novo	Novo Nordisk	2,189	39% w/c 20 Jul	52%	0.20	0.20	Novo v Lilly ad lawsuit · 37% 38% of airings	event-locked
Medtronic	Medtronic	154	32% w/c 20 Jul	54%	0.18	0.14	diffuse · largest J&J talc settlement 1% 0% of airings	mixed
GILEAD	Gilead	81	27% w/c 22 Jun	45%	0.16	0.15	diffuse · largest Q2 results season 4% 1% of airings	mixed
abbvie	AbbVie	120	25% w/c 8 Jun	48%	0.16	0.10	diffuse · largest AstraZeneca–BMS talks 5% airings led by Lilly buys AtaiBeckley (23%)	mixed
MCKESSON	McKesson	40	29% w/c 29 Jun	43%	0.15	0.10	diffuse · largest Q2 results season 2% 1% of airings	structural
AstraZeneca	AstraZeneca	1,695	22% w/c 3 Aug	43%	0.14	0.15	AstraZeneca–BMS talks · 26% airings led by Zoladex PBS withdrawal (30%)	structural
MERCK	Merck	460	23% w/c 17 Aug	39%	0.13	0.15	diffuse · largest Q2 results season 17% airings led by Merck–Moderna melanoma vaccine (16%)	structural
AMGEN	Amgen	283	19% w/c 8 Jun	38%	0.13	0.12	diffuse · largest Amgen recall 14% 20% of airings	structural
NOVARTIS	Novartis	193	24% w/c 20 Jul	37%	0.13	0.14	diffuse · largest Q2 results season 2% airings led by Medicare GLP-1 Bridge (3%)	structural
ABBOTT	Abbott	75	21% w/c 13 Jul	37%	0.12	0.13	diffuse · largest Lilly buys AtaiBeckley 9% 12% of airings	structural
Lilly	Eli Lilly	4,382	25% w/c 20 Jul	36%	0.12	0.12	diffuse · largest Novo v Lilly ad lawsuit 19% 19% of airings	structural

Herfindahl index across weekly editorial airings (1.0 = all coverage in one week; 0.07 = perfectly even); read above 0.20 as event-locked and below 0.15 as structural. The last week holds one day (31 Aug). Lead event: the named news event holding the largest share of the company's editorial stories; under 20% the coverage reads as diffuse.

What this shows. BMS (HHI 0.61) and Roche (0.43) have the most concentrated coverage. 78% of BMS's editorial airings fall in w/c 3 Aug, and the AstraZeneca talks account for 71% of its stories; Roche's lead event is the Alzheimer's blood test (46%). Pfizer (0.22) and Novo Nordisk (0.20) are also event-locked, led by the building story (47% of stories) and the advertising lawsuit (37%). Eli Lilly is the least concentrated company in the set (0.12): its largest event holds 19% of its stories and its peak week 25% of its airings.

Why it matters. An event-locked share lasts only as long as the event. Without the talks, BMS had 161 kept stories in three months. AstraZeneca reads as structural (0.14) although it had three large events, because the Zoladex withdrawal, the BMS talks and the failed heart trial peaked in different weeks. For Eli Lilly and AstraZeneca, share in this window depends least on any single story.

Company topic sentiment mapping

CRISIS COMMS

Net sentiment for each leading company within each news event of the window. Events run down the side, companies across the top; the colour runs from red (negative) to green (positive), deeper with intensity, and the value is printed in the cell.

EVENT	PFIZER	ELI LILLY	NOVO NORDISK	ASTRAZENECA	BMS	J&J	MERCK	UNITEDHEALTH	AMGEN
Former Pfizer HQ building 2,193 stories · Non-health	−0.08								
Novo v Lilly ad lawsuit 859 stories · Advertising & marketing		−0.45	−0.15						
Q2 results season 667 stories · Deals & earnings	+0.14	+0.41	−0.09	+0.19	−0.26	−0.14	+0.20		+0.31
Medicare GLP-1 Bridge 505 stories · Pricing, tariffs & access	+0.22	+0.13	+0.10						
AstraZeneca–BMS talks 455 stories · Deals & earnings	+0.01	+0.20	+0.15	−0.12	+0.03	+0.12	+0.21		
Mounjaro heart-risk approval 379 stories · Drug approvals & regulation	+0.15	+0.38	+0.12						
2026–27 COVID vaccines 370 stories · Drug approvals & regulation	+0.48								
Zoladex PBS withdrawal 301 stories · Drug approvals & regulation		−0.53		−0.17					
Depo-Provera lawsuits 260 stories · Litigation & safety	−0.50								
Retatrutide grey market 258 stories · Litigation & safety		−0.11	−0.07						
Lilly buys AtaiBeckley 169 stories · Deals & earnings		+0.31				+0.16	+0.60	+0.76	
Retatrutide Phase 3 162 stories · Obesity & GLP-1		+0.27	+0.23						
Mangione proceedings 138 stories · Non-health								−0.58	
AstraZeneca heart-trial failure 137 stories · Clinical trials & science	+0.04			−0.71					
J&J talc settlement 120 stories · Litigation & safety						−0.38			
Roche Alzheimer's blood test 115 stories · Drug approvals & regulation		+0.44							
Pfizer monthly obesity shot 104 stories · Clinical trials & science	+0.20	+0.05	+0.27						+0.06
Merck–Moderna melanoma vaccine 75 stories · Clinical trials & science	+0.14						+0.54		+0.38
Amgen recall 40 stories · Litigation & safety									−0.45

EVENT	PFIZER	ELI LILLY	NOVO NORDISK	ASTRAZENECA	BMS	J&J	MERCK	UNITEDHEALTH	AMGEN
Novo heart-trial failure 32 stories · Clinical trials & science	·	·	−0.68	·	·	·	·	·	·
Other named events 1 smaller event pooled	·	·	·	·	·	·	·	·	·
Outside named events routine coverage	−0.02	+0.19	+0.09	+0.07	+0.14	+0.06	+0.09	+0.31	+0.22

−0.60 +0.60 net sentiment, story-weighted · faded = 5 to 9 scored stories, directional · · = under 5

Rows are the named news events with at least 30 editorial stories, largest first; the remaining named events are pooled, and the last row holds stories outside any named event. Net sentiment is the mean of the company's story sentiment, from −1 to +1. Hover a cell for the number of scored stories.

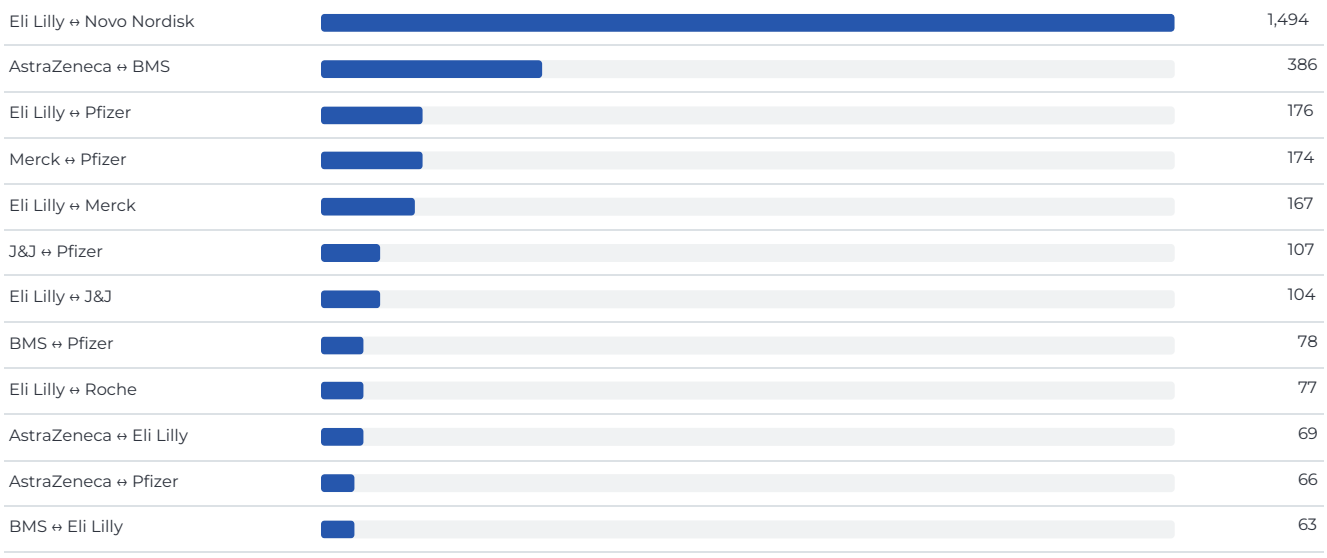
What this shows. The most negative cells sit on events centred on each company: AstraZeneca −0.71 on its failed heart trial, Novo Nordisk −0.68 on its own, UnitedHealth Group −0.58 on the Mangione proceedings, Pfizer −0.50 on the Depo-Provera lawsuits, Amgen −0.45 on its tablet recall and Eli Lilly −0.45 in the advertising lawsuit. The most positive cells are results and approvals: Merck +0.54 on the melanoma vaccine, Pfizer +0.48 on the COVID vaccine approvals, Eli Lilly +0.44 on the Alzheimer's blood test developed with Roche and +0.41 in the results season.

Why it matters. The lawsuit weighed more on the defendant than on the plaintiff: Eli Lilly scored −0.45 across 836 stories and Novo Nordisk −0.15 across 806. Outside named events every leading company except Pfizer (−0.02) is positive, and 68% of negative company scores fall inside named events against 59% of all scores. Negative sentiment is over-represented in named events, which have dates and causes that can be tracked and benchmarked.

Company co-occurrence

MARKETING COMMS

Distinct editorial stories in which both companies are named within the same broadcast window.
Pairs need 10 stories.



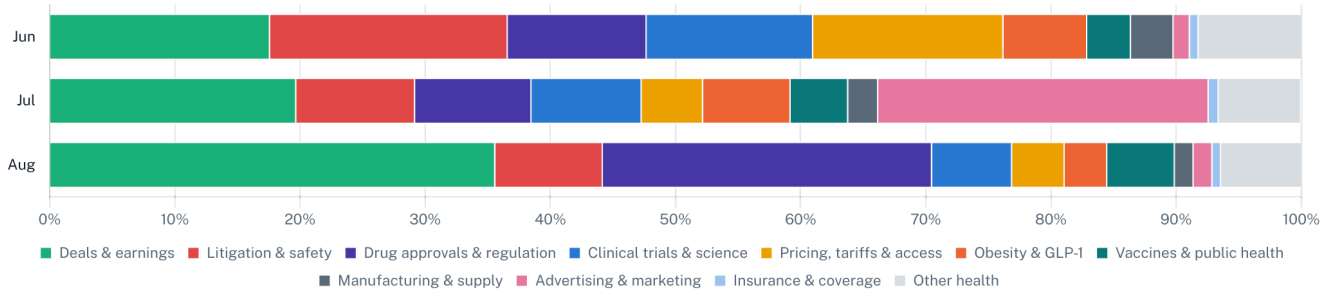
What this shows. Eli Lilly and Novo Nordisk share 1,494 stories, 3.9 times the next pair, AstraZeneca and BMS (386). Every other pair is under 200 stories; the third, Eli Lilly and Pfizer, has 176.

Why it matters. The two leading pairs are a rivalry and a possible deal. The advertising lawsuit accounts for 53% of the Lilly and Novo stories and the Medicare GLP-1 Bridge, which covers both companies' drugs, for 24%; the remaining 23% spans results, trials and routine market coverage. The AstraZeneca and BMS pairing is almost entirely the reported merger talks (97%), so it is likely to fade unless the talks resume.

Themes over time

STRATEGY INVEST REL.

How the composition of health coverage shifted month by month, by the primary theme of each editorial story.



Shares of each month's health stories (2,475 in June, 3,226 in July, 3,823 in August), one primary theme per story; within a named news event every story takes the event's majority theme. 3,204 stories where the company is named but the story is not about health are excluded, most of them the former Pfizer headquarters building.

What this shows. Advertising & marketing rose from 1.3% of health stories in June to 26.4% in July, on the Novo v Lilly lawsuit, and fell back to 1.5% in August. Deals & earnings rose from 17.6% in June to 35.6% in August, led by Q2 results and the AstraZeneca talks, and Drug approvals & regulation from 11.1% to 26.3%, led by the Mounjaro heart-risk approval and the COVID vaccines. Litigation & safety fell from 19.0% to 8.6%.

Why it matters. Coverage moved from litigation and pricing in June (34.3% of stories together, led by the Depo-Provera lawsuits and the Medicare GLP-1 Bridge) to results and approvals in August (61.9%). Theme shares follow the event calendar, so a comparison with another window needs the same calendar points, such as a results season or a cluster of approvals, before a shift is read as a change in how the sector is covered.

From the broadcast

NBC NEWS DAILY

The new program will allow eligible beneficiaries to access weight-loss drugs like Wegovy and...

June, pricing: the Medicare GLP-1 Bridge

TODAY (NBC)

Novo Nordisk says it's seeking permanent action from Eli Lilly to pull misleading comparative...

July, advertising: Novo Nordisk sues Eli Lilly

NBC NIGHTLY NEWS

The new approval of the drug, produced by Eli Lilly, applies to high-risk adults with type 2 diabetes.

August, approvals: Mounjaro's heart-risk indication

Company theme association

MARKETING COMMS

For each leading company, the share of its own health stories carrying each theme, coloured by the sentiment the company received there, and marked for whether the stories were about the company or only named it.

COMPANY		DEALS & EARNINGS	LITIGATION & SAFETY	DRUG APPROVALS & REGULATION	CLINICAL TRIALS & SCIENCE	PRICING, TARIFFS & ACCESS	OBESITY & GLP-1	VACCINES & PUBLIC HEALTH	MANUFACTURING & SUPPLY	ADVERTISING & MARKETING	INSURANCE & COVERAGE
Pfizer	Pfizer	18	24	27	11	2	1	15	1	2	0
Lilly	Eli Lilly	24	9	15	5	13	9	0	3	21	0
novo	Novo Nordisk	15	2	4	6	22	10	0	1	39	0
AstraZeneca	AstraZeneca	45	3	23	17	1	2	8	2	0	0
Bristol Myers Squibb	BMS	86	5	0	4	0	0	0	3	0	0
Johnson&Johnson	J&J	35	41	5	3	1	1	11	1	2	·
MERCK	Merck	55	6	2	29	2	1	2	2	1	·
UNITEDHEALTH GROUP	UnitedHealth	52	4	·	3	1	·	1	1	1	37
AMGEN	Amgen	43	21	2	22	8	1	·	1	2	·
Roche	Roche	5	2	62	17	8	3	1	2	·	1
NOVARTIS	Novartis	66	4	3	5	14	1	1	4	2	·
sanofi	Sanofi	9	2	44	4	14	·	15	9	2	·
Medtronic	Medtronic	69	11	2	6	2	·	·	7	2	·
abbvie	AbbVie	58	20	·	9	5	2	·	3	2	·
GILEAD	Gilead	27	3	38	19	5	·	6	·	3	·
ABBOTT	Abbott	50	36	8	2	·	2	·	·	2	2
MCKESSON	McKesson	70	·	·	·	·	·	·	30	·	·

cell = % of the company's health stories with that primary theme (rows omit Other health) red / green = net sentiment for the company in those stories (±0.10)

the company is the subject of at least half of those stories mostly named in passing

Cells under 10 stories show the share only, in grey; cells under 30 are faded and read as directional. Hover a cell for stories, subject share and sentiment. Subject or mention is judged per story and company by a language model reading the company sentences (16,103 company-story pairs; a repeat run on 389 pairs agreed on 97%).

What this shows. Each leading company is defined by one or two themes. Advertising & marketing is Novo Nordisk's largest theme (39% of its health stories, −0.15) and Eli Lilly's second (21%, −0.44). Litigation & safety is 24% of Pfizer's health stories at −0.48 and 41% of J&J's at −0.41. Deals & earnings leads for BMS (86%) and AstraZeneca (45%), and Drug approvals & regulation for Roche (62%, +0.38).

Why it matters. Pfizer is the subject of 88% of its litigation stories and 89% of its approval stories, but of 49% of its deals and earnings stories, where it is often named in passing. Its sentiment splits by theme: −0.48 where it is sued and +0.38 where its vaccines are approved. Eli Lilly is positive in every theme except advertising and litigation, from +0.10 to +0.36. Its negative theme-level coverage comes from the lawsuit and from the grey-market sales of retatrutide, the largest event in its litigation stories.

Source of claims

COMMS CRISIS INVEST REL.

Beyond mentions and sentiment, coverage carries claims: efficacy results, safety assurances, allegations, denials, commitments, performance figures. This exhibit types each claim made on air by a named speaker and scores its framing: was it quantified, and was it attributed to a named source or document.

CLAIM TYPE	CLAIMS	QUANTIFIED	ATTRIBUTED	MAIN SPEAKER	AIRINGS	NET SENTIMENT
Regulation & approval	1,050	32%	94%	regulators 55%	3,511	▲ +0.25
Legal & litigation	974	16%	92%	the company 50%	3,436	▼ −0.36
Efficacy & clinical results	965	49%	92%	the company 76%	2,865	▲ +0.20
Advertising & marketing	880	1%	98%	a competitor 54%	3,597	▼ −0.35
Deals, finance & performance	635	38%	83%	the company 47%	1,474	▲ +0.34
Safety & side effects	630	9%	88%	the company 44%	3,118	▼ −0.31
Pricing, access & coverage	491	40%	90%	the company 54%	2,886	◆ +0.03
Manufacturing & supply	193	32%	92%	the company 79%	1,024	▲ +0.15
Other	649	8%	92%	the company 73%	2,894	▲ +0.21

6,467 claims in 3,469 stories, each made by a company, competitor, regulator, government, doctor, analyst, patient, lawyer or other named speaker; 10,300 further lines voiced by reporters are not counted. Quantified = carries a number, date, amount or target. Attributed = credited to a named source, document or on-record speaker. Net sentiment = the named company's story sentiment.

The critical lens: company efficacy and safety assurances

Statements that a company's drug, vaccine, device or conduct is safe, effective, better than a rival, lawful or responsible: who vouched for each company, how concretely, and in what coverage.

Who made the assurances

1,604 assurances in 1,382 stories · Jun 371 · Jul 633 · Aug 600



The companies themselves 89% Regulators 2% Others 8%

30%
quantified

24%
companies' own assurances inside stories negative for them

15%
assurances by others inside stories negative for the company

COMPANY		ASSURANCES	BY THE COMPANY	BY REGULATORS	BY OTHERS	QUANTIFIED	INSIDE NEGATIVE STORIES
Lilly	Eli Lilly	876	95%	2%	3%	41%	20%
Pfizer	Pfizer	277	86%	4%	10%	17%	39%
AstraZeneca	AstraZeneca	150	85%	1%	14%	24%	15%
novo	Novo Nordisk	90	82%	0%	18%	24%	14%
Johnson&Johnson	J&J	54	81%	0%	19%	4%	46%
sanofi	Sanofi	28	82%	7%	11%	0%	11%
MERCK	Merck	25	84%	0%	16%	16%	8%
UNITEDHEALTH GROUP	UnitedHealth	23	91%	0%	9%	0%	0%
Roche	Roche	18	72%	6%	22%	11%	28%
ABBOTT	Abbott	15	93%	0%	7%	0%	33%

1,604 assurance claims in 1,382 stories, made by a speaker other than the reporter. Companies with at least 10.
Inside negative stories = the claim airs in a story where the company's net sentiment is −0.10 or lower.

What this shows. Of 6,467 attributed claims, regulation and approval claims are the most common (1,050), made mainly by regulators (55%) and carried in coverage at +0.25. Legal claims (−0.36) and advertising claims (−0.35) sit in the most negative coverage. 94% of advertising claims come from the Novo v Lilly lawsuit, where the main speaker is the competitor, and 1.2% carry a number. Efficacy claims are the most quantified at 49%.

Why it matters. Companies made 89% of the 1,604 assurances and regulators 2%, so the reassurance heard on air is almost entirely self-reported. Eli Lilly accounts for 876, 95% of them its own statements, mostly on the Mounjaro heart-risk approval (332), in defence of its advertising (204) and on retatrutide trial results (132); 41% carry a number, the highest of any company with 50 or more. J&J's assurances sit inside negative stories most often (46%), 32 of its 54 in talc settlement coverage.

Topic growth/decline

STRATEGY INVEST REL.

This exhibit ranks coverage by direction rather than size: the change in each theme's share of health stories from July to August, with a lifecycle stage, so a small but accelerating theme is not hidden behind a large but fading one.

THEME	JUN	JUL	AUG	VELOCITY (JUL → AUG, SHARE)	STAGE
Drug approvals & regulation	274 11%	300 9%	1,007 26%	+183%	ACCELERATING
Deals & earnings	435 18%	637 20%	1,360 36%	+80%	ACCELERATING
Vaccines & public health	86 3%	149 5%	206 5%	+17%	RISING
Litigation & safety	471 19%	307 10%	329 9%	−10%	STEADY

THEME	JUN	JUL	AUG	VELOCITY (JUL → AUG, SHARE)	STAGE
Insurance & coverage	17 1%	27 1%	27 1%	−16%	COOLING
Pricing, tariffs & access	377 15%	159 5%	159 4%	−16%	COOLING
Clinical trials & science	328 13%	283 9%	245 6%	−27%	COOLING
Manufacturing & supply	83 3%	76 2%	57 1%	−37%	COOLING
Obesity & GLP-1	166 7%	225 7%	130 3%	−51%	FADING
Advertising & marketing	32 1%	851 26%	56 1%	−94%	FADING

Stories per month with the share of the month's health stories beneath. Velocity is the relative change in share from July to August; the bar is clamped for legibility and the printed figure is exact. Stage: accelerating when share grows by half or more to its window high, rising above +15%, steady within ±15%, cooling below −15%, fading below −50%. Themes with under 20 stories in July or August are marked small base.

Topic labels on the move

Rising, July to August

stories carrying the label · labels that are only a company or product name excluded

Cardiovascular benefits	0 → 108
FDA approval	111 → 215
Pharma merger	1 → 87
CDC recommendation	0 → 79
COVID-19 vaccine approval	0 → 76
AstraZeneca acquisition	0 → 76
Mounjaro expansion	0 → 76
Alzheimer's blood test	0 → 73

Fading, July to August

stories carrying the label · labels that are only a company or product name excluded

Novo Nordisk lawsuit	158 → 1
Advertising claims	117 → 0
Legal battle	98 → 1
Weight loss drug lawsuit	79 → 2
Legal dispute	75 → 1
Misleading advertising	71 → 0
Johnson & Johnson settlement	70 → 0
False advertising	69 → 1

What this shows. Drug approvals & regulation (+183%) and Deals & earnings (+80%) accelerated from July to August, on the Mounjaro and COVID vaccine approvals, Q2 results and the AstraZeneca talks. Advertising & marketing fell 94% as lawsuit coverage ended, and Obesity & GLP-1 fell 51%. The rising topic labels follow the same calendar: cardiovascular benefits (0 → 108 stories), FDA approval (111 → 215) and pharma merger (1 → 87); 7 of the 8 fading labels describe the lawsuit.

Why it matters. The fall in Obesity & GLP-1 does not mean less coverage of the GLP-1 makers. Eli Lilly's story share was its highest of the window in August (30.1%); its August GLP-1 news, the Mounjaro heart-risk approval and its Q2 results, is classed under approvals and results. Themes describe what kind of news a story is, so a company's exposure should be read from its own share and events alongside them.

Leaders and voices

COMMS INVEST REL.

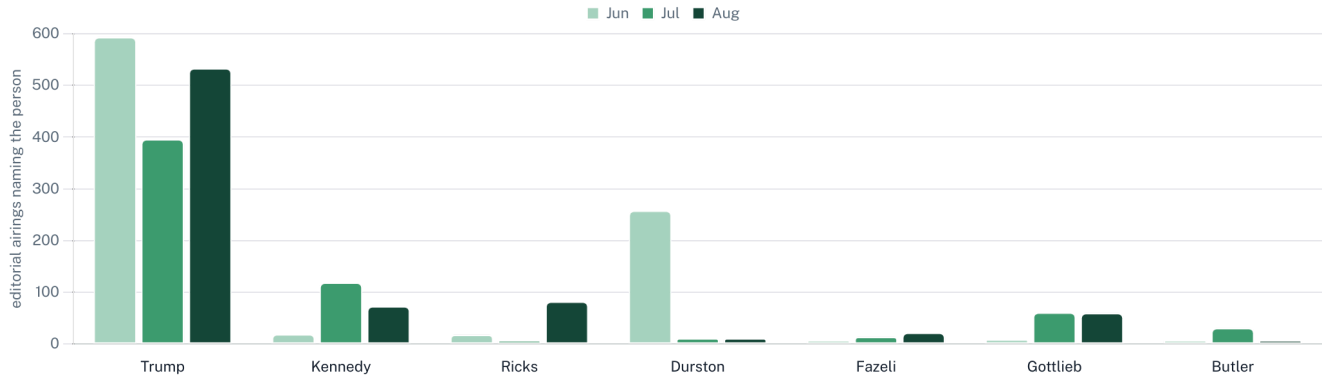
The executives, officials and commentators named most often in editorial health coverage, with the sentiment of the sentences naming them.

PERSON	STORIES	AIRINGS	NET SENTIMENT	APPEARS WITH	THE WINDOW IN ONE LINE
 Donald Trump President of the United States	578	1,522	◆ −0.05 503 scored	Eli Lilly, Novo Nordisk, Pfizer	Medicare GLP-1 Bridge deal with Lilly and Novo Nordisk, TrumpRx and drug pricing
 Robert F. Kennedy Jr US Secretary of Health and Human Services	53	211	▼ −0.15 36 scored	Pfizer, UnitedHealth, Merck	Vaccine policy, the mRNA and COVID vaccine approvals, outbreak response
 David Ricks Chair & CEO, Eli Lilly	51	104	▲ +0.32 48 scored	Eli Lilly, Novo Nordisk, Pfizer	Lilly's Q2 results and GLP-1 growth, in CNBC and Bloomberg interviews
 Vicki Durston Director of Policy and Advocacy, Breast Cancer Network Australia	46	280	◆ +0.02 38 scored	AstraZeneca	Zoladex withdrawal from the PBS and what it means for breast cancer patients
 Sam Fazeli Senior pharma analyst, Bloomberg Intelligence	30	39	▲ +0.20 23 scored	AstraZeneca, Merck, Pfizer	Bloomberg Intelligence comment on AstraZeneca's trial failure, results and the BMS talks
 Scott Gottlieb Former FDA Commissioner; Pfizer board member	23	130	▲ +0.15 19 scored	Pfizer, UnitedHealth, Merck	Guest commentary on FDA decisions, vaccines and outbreaks (Face the Nation, CNBC)
 Mark Butler Australian Minister for Health and Ageing	17	34	▲ +0.42 12 scored	Roche, Novartis, AstraZeneca	PBS price disputes with Roche and Novartis, Zoladex, a Roche Alzheimer's diagnostics centre

7 people with at least 10 editorial stories, chosen from every person named in the coverage. A person counts only inside the company sentences of an editorial story; officials also need a health term nearby, because broadcasts run their other news into the same passage. Sentiment is scored on the sentences naming the person, averaged per story and then across stories; sentiment on fewer than 10 scored stories is faded and read as directional. Appears with = the companies most often named alongside the person.

Airings per month

Editorial airings naming each person · June to August · a bar drawn flat on the axis is a month with no airings; hover for the exact count



What this shows. Donald Trump is the most-named person in health coverage: 578 stories and 1,522 airings, 11 times the next person, Robert F. Kennedy Jr (53). 203 of his stories are the Medicare GLP-1 Bridge. His sentiment is −0.05 on 503 scored stories (95 positive, 127 negative). David Ricks is the only company executive over the gate and the most positive voice with 30 or more scored stories (+0.32); 82 of his 104 airings fall in August.

Why it matters. No chief executive of Pfizer, AstraZeneca or BMS reached 10 stories, and Novo Nordisk's chief executive appears in 3, so company positions in this window reached the air mainly as company statements and through outside commentators. Robert F. Kennedy Jr is the most negative voice (−0.15 on 36 scored stories), 24 of his 53 stories on vaccines. Vicki Durston of Breast Cancer Network Australia is the fourth most-covered person; 45 of her 46 stories are the Zoladex withdrawal.