

Apple Investor News Tracks iPhone News Flow

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iPhone Headline Stories Jumped 25 Percent Last Week; Media Analyst Expects Consumer TV To Take Coverage Into "Warp Speed"

(San Francisco, CA) - June 26, 2007 - Everyone knows that news coverage on Apple's iPhone is at a fevered pitch, and a NewsFlow Check from Apple Investor News gives an idea of just how much.

LAST WEEK'S HEADLINE GROWTH: For the week ending June 24 the number of media stories with "iPhone" in the headline grew 25 percent compared to the previous week. The week ending June 24 also had 13 percent more iPhone headlines than the week ending June 10, when Apple Inc. announced the product's exact release date.

The total number of iPhone headlines has more than tripled from a month ago, as the media anticipate the release of the iPhone in the United States on June 29.

An AIN NewsFlow Check measures the critical mass of media coverage across Apple enthusiast media, technology and gadget media, business and financial media, and consumer press and blogs worldwide. There are nearly 1000 media sources tracked in this NewsFlow Check.

An anecdotal view of iPhone media coverage also shows patterns of unusual and unique coverage in the last few weeks. This includes a New York magazine cover story on Steve Jobs called "iGod," and a rare cover story in the esteemed financial publication, The Economist.

"Although Apple is great at securing media coverage beyond the borders of the technology and financial world, those last two magazine covers tell me that interest is astronomical, even for media darling Apple." comments Frank Cioffi, Apple media analyst and editor of Apple Investor News.

PREDICTION FOR WEEK AFTER RELEASE: "I think the biggest press impact is yet to come. It will occur on Friday when consumer TV news cameras can actually see the product working and as long lines form at Apple and AT&T Stores," adds Cioffi. "When broad-based television swallows this story, the buzz goes to warp speed. In that unprecedented media opportunity, there is also great risk of a backlash. One negative headline (a weak Walt Mossberg review in Wall Street Journal, for example) could set a bearish tone for the iPhone's first month."

FUNNIEST IPHONE HEADLINE: From a blog by Kevin Maney at Conde Nast's Portfolio.com: "iPhone Goes On Sale June 29; Congress Declares Public Holiday."

Website:
<http://www.appleinvestornews.com>

Apple Investor News is an always-updating investment news portal covering Apple, Inc. financial and AAPL (Nasdaq:NM) stock news. The site aggregates headlines from hundreds of sources worldwide, then uses finely-tuned filters to sort those headlines into 20 relevant sub-topic categories. The news site is the first in a series of single-topic Intelligent News Search portals from Medialink Web Ventures, based in Marin County, California. The site is not affiliated with Apple, Inc.

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