

# Media Analysis

Munich Security Conference 2025

# Table of Contents

The MSC 2025 in Figures	5
About this Media Analysis	6
Executive Summary	7
Media Coverage: Qualitative Insight	9
Accredited Journalists at the MSC 2025	11
Press Activities at the MSC 2025	13
Print Media	16
Special Issues & Op-Eds	24
News Agencies	30
TV	34
Radio	40
MSC Media Partners	44
Munich Security Report 2025	61
Digital Communications	67
Website	68
Google	68
Newsletter	72
Live Streaming	73
Social Media Channels	74
Reach	94
MSC Creator Program	94
Twitch	98
MSC Experts	99
Further Communications Measures	101
MSC Studio	101
Live from Munich Studio	102
Vertical Space	104
Distribution	105
Conferencing Platform	106
Discussion Format: Townhall	108
Activities Beyond the Main Program	110





# The MSC 2025 in Figures

## Overview

124	56	57	32
Countries represented	Heads of State and Government	Ministers of Foreign Affairs	Ministers of Defense
26	29	95	~ 2,600
Other Ministers	Heads of International Organizations	Leading CEOs	Official Bilateral Meetings
> 220	> 230	11	
Side Events	Press Activities	Outreach Events	

# About this Media Analysis

The Munich Security Conference 2025 took place at a pivotal moment of change: a new U.S. administration took office in January, a new cycle of European legislature commenced in Brussels, and German parliamentary elections followed one week after the conference.

From February 14 to 16, 2025, the Munich Security Conference offered an unparalleled platform for high-level debates on our time’s key foreign and security policy challenges. The MSC once again attracted hundreds of media representatives from all around the globe to cover the discussions.

Our annual Media Analysis aims to provide readers with a comprehensive overview of significant trends in national and international media coverage of our flagship conference. It also highlights special issues, media partnerships, and MSC’s on-site communication activities.

## Print Media, TV, Radio

The Print Media section is based on the PGM Pressemonitor® and Dow Jones Factiva® databases. Coverage of German print media is close to 100%. Coverage of foreign print media is good for some countries (e.g. USA, UK, France), but incomplete for others. The reach of print media coverage of the MSC was therefore certainly higher than the documented numbers provided in this report. A full list of countries and sources covered is available on request. The data collection covered the period from February 1, 2025, to February 28, 2025.

The TV and Radio section is based on the eMedia Monitor (TV/Radio database) which includes 3,400 TV and Radio channels from 75 countries. Due to technical and copyright restrictions, the database does not include all the channels and programs from all relevant countries. The data collection covered the period from February 1, 2025, to February 28, 2025.

## Digital Communications

Sources for the Digital Communications section are statistics derived from the MSC’s own social media accounts. The data presented in this report refers to the period from February 1, 2025 to February 28, 2025, if not otherwise specified.

# Executive Summary

## Overview

> 1,500

accredited journalists  
from 61 countries /  
+ 25% compared to 2024

8,173

newspaper articles /  
+ 4.3% compared to 2024

7,235

newswire reports /  
+ 38% compared to 2024

> 793,600

total visits of the MSC website in  
February 2025 /  
+ 94% compared to 2024

> 478,000

MSC livestream views /  
+ 48.3% compared to 2024

> 21.6 million

total impressions (incl. paid advertising) /  
+ 165% compared to 2024

> 41,800

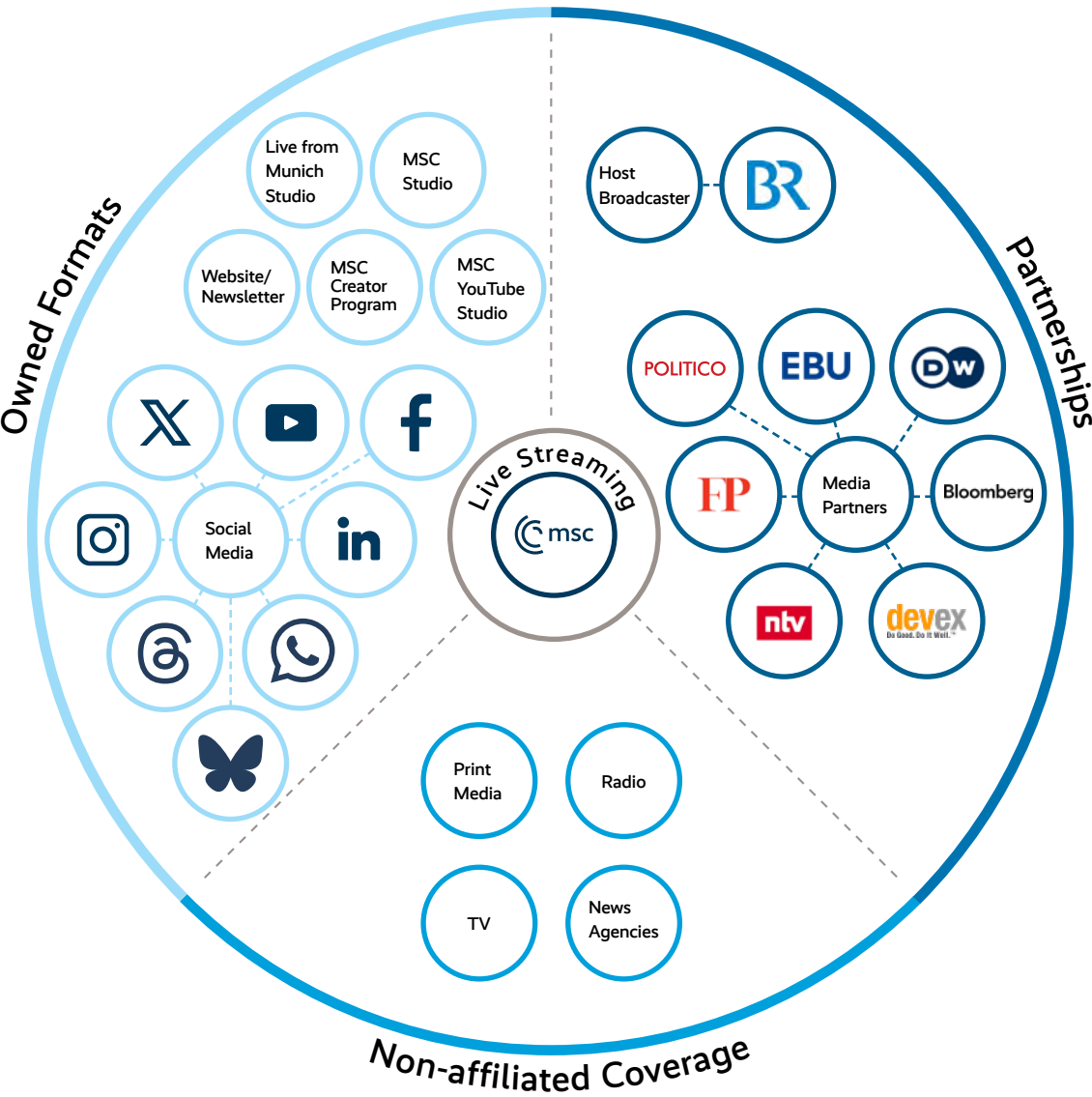
new fans and followers /  
+ 93.5% compared to 2024

1,106

posts by the MSC across all  
social media platforms /  
+ 44.6% compared to 2024



MSC Communications at a Glance



Media Coverage: Qualitative Insights

While the overall analysis primarily assesses the media coverage of the MSC 2025 quantitatively, this chapter examines it through a qualitative lens. The media coverage of the 61st MSC focused on the security policy issues discussed in Munich.

This year’s conference captured the attention of international media across print, TV, radio, and news agencies, with a diverse array of topics. The topic most frequently covered by the media was US Vice President JD Vance’s speech. It has been reported that this speech marked a historic shift in relations between the US and its NATO allies. The greatest threat to Europe, Vance claimed, is not Russia or China, but the “threat from within”. Consequently, the reaction of European leaders to this speech was of great interest, with a particular focus on its implications for European defense policy and a common European defense strategy.

Notable media highlights included coverage of key figures such as Volodymyr Zelenskyy, Olaf Scholz, Boris Pistorius, and Ursula von der Leyen.

The role of China and actors from the Global South emerged as a significant theme in the media coverage. The media reported on the speech by Chinese Foreign Minister Wang Yi, who referred to a multipolar world order in his arguments. The Chinese media emphasized the partnership with Europe and condemned US interference in the internal affairs of other countries.

The MSC 2025 once again served as a marketplace for ideas and created space for as many relevant and consequential debates as possible. As in previous years, the conference’s program consisted of three parts: the main program curated by the MSC, more than 200 official side events, and a range of public outreach events which were attended and reported on by media representatives. The conference concluded with an emotional fare-well speech by Ambassador Christoph Heusgen, who completed his term as Chairman.

Silence fell and the tension in the room was almost palpable as US Vice President JD Vance walked to the podium at the Munich Security Conference. Just 48 hours earlier, the world had felt like a different place.

Thomas Latschan, Editor, Deutsche Welle, February 15, 2025

The Munich Security Conference may be over for another year, but the reverberations of the past few days are ricocheting across Europe as Ukraine faces a defining moment.

Suzane Lynch, Associate Editor, Politico, February 17, 2025

## Accredited Journalists at the MSC 2025

### Overview

> 1,500

accredited journalists /  
+ 25% compared to 2024

61

countries represented /  
+ 13% compared to 2024

457

different media outlets /  
+ 23.9% compared to 2024

### Top Countries

1 Germany

2 United States of America

3 United Kingdom

4 Japan

5 China

6 Italy

7 Ukraine

8 France

9 Azerbaijan

10 Turkey





# Press Activities at the MSC 2025

## Overview

3

press  
conferences

21

press  
briefings

206

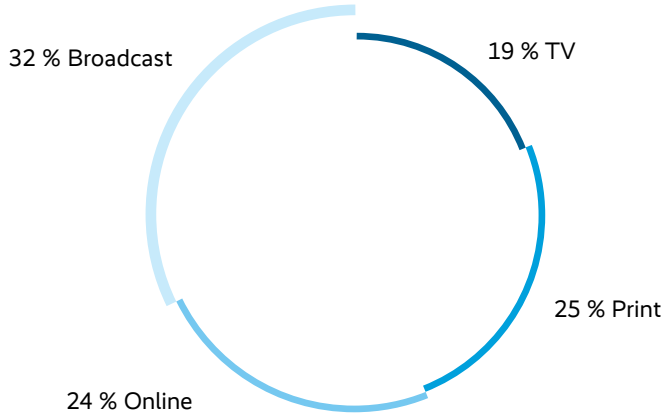
interviews  
facilitated through  
the MSC\*

\* Number includes both interviews booked through the interview room request tool in the Press Portal and those arranged through previous correspondence or on-site.

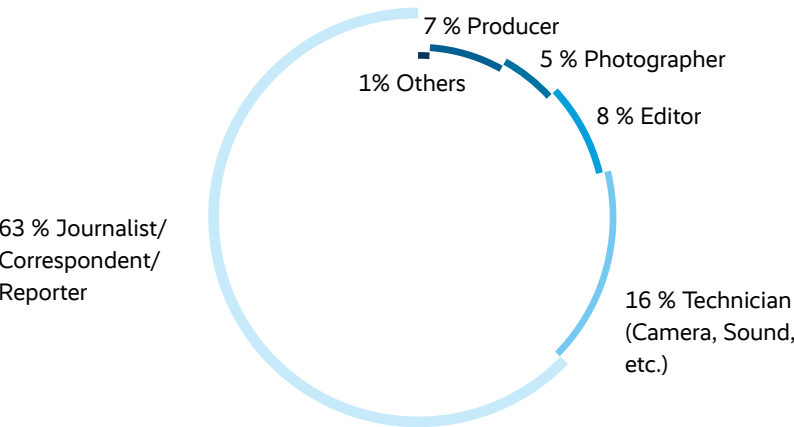


# Key Facts about Accredited Journalists

Category



Function





# Print Media

Overview

8,173

newspaper articles /  
+ 4.35% compared to 2024

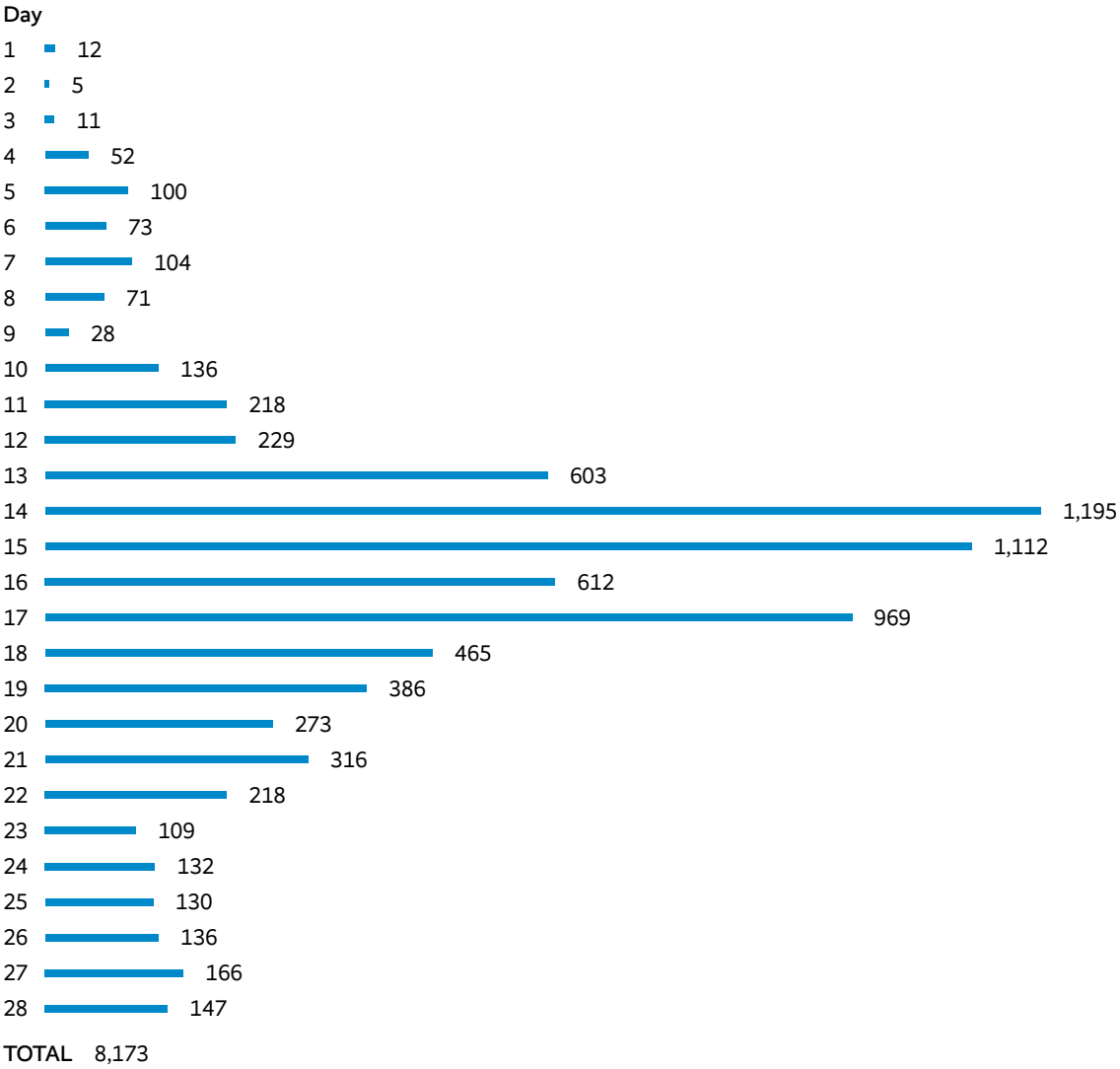
> 5.5 million

circulation of leading top 20 German  
newspapers reporting on the MSC  
2025 (print only)

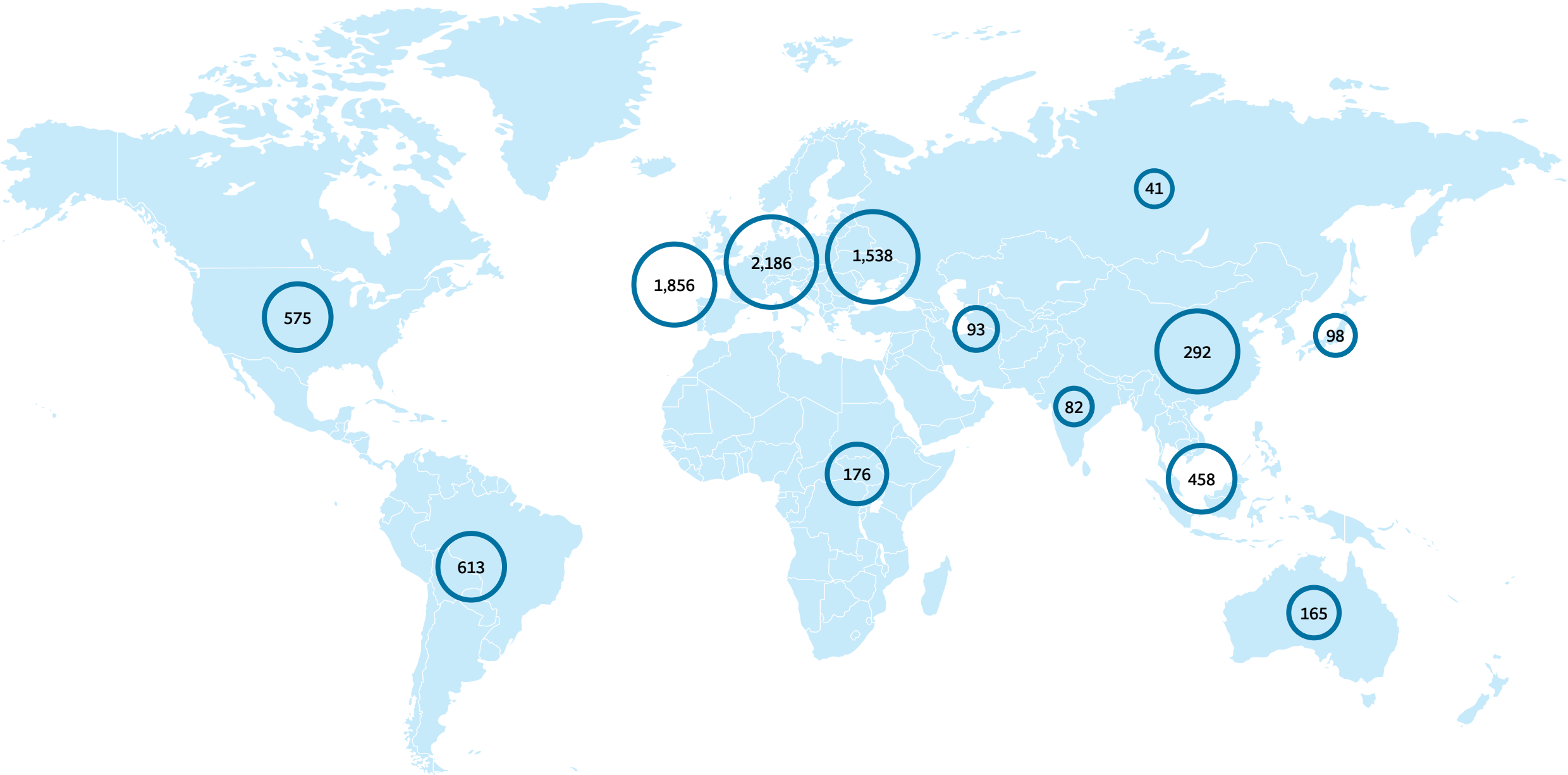
> 50 million

global readership of leading top  
20 newspapers reporting on  
MSC 2025 online and print

Daily Distribution of Print Media Coverage (number of articles),  
February 2025



# Geographical Distribution of Print Media Articles





# Sample Coverage

## The New York Times

German Chancellor Rebukes Vance for Supporting Party That Downplays Nazis

### The New York Times

Chancellor Olaf Scholz of Germany on Saturday accused Vice President JD Vance of unacceptably interfering in his country’s imminent elections on behalf of a party that has played down the atrocities committed by the Nazis 80 years ago.

A day after Mr. Vance stunned the Munich Security Conference by telling German leaders to drop their so-called firewall and allow the hard-right Alternative for Germany, or AfD, to enter their federal government, Mr. Scholz accused Mr. Vance of effectively violating a commitment to never again allow Germany to be led by fascists who could repeat the horrors of the Holocaust. “A commitment to ‘never again’ is not reconcilable with support for the AfD,” Mr. Scholz said at the conference on Saturday morning, in an address opening the gathering’s second day.

Jim Tankersley, Andrew E. Kramer, The New York Times, February 15, 2025

## Le Monde

The week the US shook Europe’s world

### Le Monde

Shaken, worried and sometimes outraged, the hundreds of representatives of Europe’s diplomatic and military elite who gathered at the Munich Security Conference over the weekend left the snow-covered Bavarian capital on Sunday, February 16, with the impression that they had lived through three days that had shaken the world. Or at least their world, that of an ironclad transatlantic relationship, a pillar of the international system since WWII, which suddenly appears deeply fractured. The Finnish president, Alexander Stubb, tried to sum up this feeling with a nod to Lenin, to whom he attributed this phrase: “There are decades where nothing happens; and there are weeks where decades happen.”

Sylvie Kauffmann, Le Monde, February 17, 2025

## South China Morning Post

Beijing, Philippines spar over South China Sea claims during Munich conference

### South China Morning Post

Former Chinese deputy foreign minister Fu Ying says Beijing will not accept occupation of a World War II-era ship that Manila grounded in the area. While Russia’s war against Ukraine and a wavering transatlantic alliance drew the world’s attention at this year’s Munich Security Conference, sparks also flew over claims in the South China Sea as participants representing Beijing and Manila dug into their positions on the debate. In a panel discussion, titled “Making Waves: Maritime Tensions in the Indo-Pacific”, former Chinese vice-foreign minister Fu Ying said Beijing would not accept occupation by the

Philippines of new features that the Southeast Asian country had constructed in the South China Sea. Philippine Foreign Secretary Enrique Manalo was part of the panel. “China cannot agree for the Philippines to occupy Second Thomas Shoal and Sabina Shoal, because that is a violation of the Declaration on the Conduct of Parties in the South China Sea,” Fu said, referring to a non-binding document signed by Beijing and Asean countries.

Alyssa Chen, South China Morning Post, February 18, 2025

### The Economic Times

External Affairs Minister S. Jaishankar has expressed optimism over the direction of India’s democracy and stressed that India’s democracy has delivered. He spoke how the elections are conducted in India and mentioned about recent elections in Delhi and parliamentary elections held in 2024. While participating in a panel discussion on the topic 'Live to Vote Another Day: Fortifying Democratic Resilience' at the Munich Security Conference alongside Norway’s Prime Minister Jonas Gahr Store, US Senator Elissa Slotkin and Warsaw Mayor Rafal Trzaskowsk on Friday, Jaishankar said that he differs in the view that democracy is in trouble globally and highlighted India’s democracy.

The Economic Times, February 15, 2025

### Reuters

Congo rebels say they have entered Bukavu after seizing airport - President warns of wider war risk at Munich Security Conference  
Congolese President Felix Tshisekedi meanwhile was seeking international support to help end the crisis, warning the Munich Security Conference of the risk of a wider war.

“Of course this could lead to a spill over in the region,” he said, reiterating his call for Rwanda to be held accountable for its role in the conflict. “It is up to the international community to prevent this conflict spreading.”

Rwanda rejects accusations from Congo, the United Nations, and Western powers that thousands of its troops are fighting alongside M23. It says it is defending itself against the threat from a Hutu-led militia, which it says is fighting alongside the Congolese military.

The crisis will be high on the agenda at the annual two-day African Union summit in Addis Ababa this weekend. Tshisekedi will not attend, sending his prime minister to represent Congo, the presidency said on Friday.

Reuters, February 15, 2025



‘Democracy delivered for India and it puts food on the table’: Jaishankar counters global pessimism at Munich Security Conference



Congo rebels say they have entered Bukavu after seizing airport - President warns of wider war risk at Munich Security Conference

The Washington Post

The Washington Post,  
February 15, 2025

Vance's scolding speech seeks more space for anti-migration, nationalist voices

WASH. POST

"The more we can do to open the floodgates to millions of talented immigrants," Vance said. "The more you know what they did over here in England, they voted the Brexit. And again we disagree they voted for it. And more and more across Europe, they're voting for political leaders who promise to put an end to not-so-called migration."

The Alternative for Germany, or AfD, has grown rapidly since it was founded in 2013. But other mainstream German parties have refused to work with it. Friedrich Merz, the head of the center-right Christian Democratic Union, who is widely expected to become the country's next chancellor, faced with working with the party last month — and faced significant backlash from his Christian Democratic professor Angela Merkel and others inside and outside his party. The AfD takes a hardline, anti-immigrant stance and says modern-day Germany should spend less time listening itself to its Nazi past.



Vice President JD Vance speaks at the Munich Security Conference in February.

This time, Vance is the center of attention, a measure of the degree to which Trump's election victory has energized forces that advocate nationalist agendas, higher trade barriers and tighter borders.

Four hours after Vance's speech in Germany began Thursday, when he and several other U.S. officials visited the Dachaue concentration camp. Vance named the camp with a 19-year-old Holocaust survivor, Alpha Nana, who pointed to his camp network with his cane.

Vance repeated the phrase "borders, which identified them by classification, such as immigrants or homosexuals. He said his wife passed at the end of the war in front of a wall that said, 'Honor Agape' to encourage language."

The road a lot about the Holocaust in books, but being here and seeing it up close to people really drove home what sustainable evil... was committed and why we should be committed to ensuring that it never happens again," Vance said.

method. In brief public remarks, Vance said each side-down, he appeared to make a largely positive case and did not bring up the disavowed nationalist agenda, higher trade barriers and tighter borders.

about a 10-day meeting with NATO Secretary General Mark Rutte. Vance said Washington would remain Europe's ally, but that the continent needed to do more to improve its own military capabilities as the Trump administration reorganizes its attention toward Europe.

"NATO is a very important military alliance of nations that we're the most significant part of," Vance said, according to Rutte. "But we want to make sure that NATO is actually built for the future, and we think a big part of that is ensuring that NATO does a little more border clearing in Europe, so the United States can focus on some of our challenges in East Asia."

Rutte said Vance was "absolutely right" about Europe's need to step up within NATO.

Vance's meeting with Zelenskyy in Kyiv, Ukraine, was a political effort after years in which relations between Russia and the United States have been at best frosty.

"The official from Washington and Moscow — but not the killing in the past — we want to achieve a durable, lasting peace, not the kind of peace that's going to leave Eastern Europe military might against the rest of the world," Vance said.

Trump has also visited Europe by appearing to make significant investments in the U.S. via private companies. Vance said that the administration's goal is to ensure that the U.S. is not seen as a backwater in the world.

Vance also appeared to treat Ukraine as an afterthought in his remarks, even though he met in the crowd. It was a clear message that the administration's focus is on the U.S. and not on the world.

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EL PAÍS

El País,  
February 15, 2025



Cine Berlín se rinde a Timothée Chalamet por su papel como



El vicepresidente de Estados Unidos, J. D. Vance (segundo por la derecha), frente al presidente ucraniano, Volodymyr Zelenskyy, ayer durante la reunión que mantuvieron en Múnich.

El trumpismo ataca a la UE y desata la indignación en Múnich

- "La libertad de expresión retrocede en Europa", según el número dos de Trump
- Bruselas reaccionará con "firmeza" a los aranceles anunciados por Washington
- La Comisión se activa para invertir en defensa tras el viraje de EE.UU. sobre Ucrania

ANDREA RIZZI  
Múnich, enviado especial  
Los participantes de la Conferencia de Seguridad de Múnich que esperaban que el vicepresidente de Estados Unidos, J. D. Vance, ofreciera pistas sobre los planes de su Administración para gestionar conflictos como los de Ucrania y Oriente Próximo no vieron satisfechas sus expectativas. A cambio, se toparon ayer con una dura crítica a la política de comercio internacional de los Estados Unidos.

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Krieg und Freundschaft

Wie belastbar sind die transatlantischen Beziehungen nach? Während Trump sich sortiert, schafft Washington Fakten

Von Peter Gertens und Matthias Wyszynski, München

Die 74. diesjährige Konferenz der Münchner Sicherheitskonferenz (MSC) hat am Donnerstag ihren Auftakt. In der ersten Sitzung des Tages sprach der amerikanische Vizepräsident JD Vance über die transatlantischen Beziehungen. Vance betonte, dass die USA die stärkste militärische Macht der Welt seien und dass die NATO die wichtigste Verteidigungsbündnisorganisation der Welt sei. Er forderte die NATO-Mitglieder auf, ihre Beiträge zu erhöhen, um die Bündnislasten zu teilen. Vance sprach auch über die Handelspolitik der USA und die Auswirkungen der Handelskriege. Er betonte, dass die USA die Freiheit der Welt lieben und dass sie die Freiheit der Welt nicht aufgeben werden. Vance sprach auch über die Ukraine und die Unterstützung der Ukraine durch die USA. Er betonte, dass die USA die Ukraine unterstützen werden, bis sie die Freiheit der Welt gewonnen hat.

Frankfurter Allgemeine

Frankfurter Allgemeine  
Zeitung, February 17,  
2025

Süddeutsche Zeitung

Süddeutsche Zeitung,  
February 17, 2025

Es war einmal mit Amerika

Selten hat die Sicherheitskonferenz in München so geteilt wie Empörung – und ja, auch eine Angst. Seit der Rede von J. D. Vance nicht weniger als die Weltordnung verlagert. Sicher ist nur eines in Mönchen dürfte sie ihr Glück kaum fassen.

Von Stefan Kretschmer

Die 74. diesjährige Konferenz der Münchner Sicherheitskonferenz (MSC) hat am Donnerstag ihren Auftakt. In der ersten Sitzung des Tages sprach der amerikanische Vizepräsident JD Vance über die transatlantischen Beziehungen. Vance betonte, dass die USA die stärkste militärische Macht der Welt seien und dass die NATO die wichtigste Verteidigungsbündnisorganisation der Welt sei. Er forderte die NATO-Mitglieder auf, ihre Beiträge zu erhöhen, um die Bündnislasten zu teilen. Vance sprach auch über die Handelspolitik der USA und die Auswirkungen der Handelskriege. Er betonte, dass die USA die Freiheit der Welt lieben und dass sie die Freiheit der Welt nicht aufgeben werden. Vance sprach auch über die Ukraine und die Unterstützung der Ukraine durch die USA. Er betonte, dass die USA die Ukraine unterstützen werden, bis sie die Freiheit der Welt gewonnen hat.



Süddeutsche Zeitung

Süddeutsche Zeitung,  
February 13, 2025

# Special Issues & Op-Eds

Süddeutsche Zeitung Nr. 36, Donnerstag, 13. Februar 2025 SZ SPEZIAL

## SICHERHEIT 2025

52-Spezial zur 61. Sicherheitskonferenz in München

### Status der Beziehung: ungeklärt

Europa und die USA stehen vor einer schweren Krise. Die alte Allianz ist Geschichte.

**Trump glaubt, die EU zuckt die USA wirtschaftlich über den Tisch**

Der neue Präsident hat eine Reihe von Aussagen gemacht, die eine neue Phase in der Beziehung zwischen Europa und den USA einleiten könnten. Die USA sind in Europa und der Welt nicht als Partner, sondern als Bedrohung gesehen. Die USA sind in Europa und der Welt nicht als Partner, sondern als Bedrohung gesehen. Die USA sind in Europa und der Welt nicht als Partner, sondern als Bedrohung gesehen.

### Weltmeister im Verdrängen

Das deutsche Geschäftsmodell bröckelt, das Parteiensystem boht, Frieden ist nicht mehr selbstverständlich - viele Sicherheiten sind dahin. Viele Deutsche wollen die Zeitenwende aber nicht wahrhaben, als Bedrohung sehen sie nur die Migranten.

**Rechte Populisten und radikale Nationalisten bestimmen den Ton in einer Zeit der Unsicherheit**

Die deutsche Politik ist in einer Zeit der Unsicherheit. Die deutsche Politik ist in einer Zeit der Unsicherheit. Die deutsche Politik ist in einer Zeit der Unsicherheit. Die deutsche Politik ist in einer Zeit der Unsicherheit. Die deutsche Politik ist in einer Zeit der Unsicherheit.

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ES&T

EUROPÄISCHE SICHERHEIT & TECHNIK

Special Edition

# Munich Security Conference 2025

ES&T EUROPÄISCHE SICHERHEIT & TECHNIK

Europäische Sicherheit & Technik, February 2025

Europäische Sicherheit & Technik (ESuT) is a German magazine for security policy, strategy, defense technology and armaments, published by Mittler Report Verlag in Bonn.



**INTERNATIONALE  
POLITIK** Quarterly

Internationale Politik  
Quarterly,  
February 9, 2025



IPQ is the English edition of Internationale Politik, published by the German Council on Foreign Relations (DGAP).





[illegible]

**Op-Ed by Tobias Bunde and Sophie Eisentraut in Süddeutsche Zeitung**

On February 13, 2025, the Süddeutsche Zeitung published an Op-Ed by the MSC's Director of Research & Policy Tobias Bunde and MSC's Head of Research & Publications Sophie Eisentraut. The article deals with the perception of Germany's role abroad and Germany's self-perception at home. 52% of all respondents see Germany as a great power, but only 22% of Germans do. 78% in India see their country as a great power, but only 46% of respondents overall do.

## On the slow road to peace in Ukraine

Ahead of the Munich Security Conference, we need to be preparing for an extraordinarily complex process that will take many months.

 **SHARE**

Are we on the way to negotiations on a possible cease fire, or even a peace settlement, in Ukraine, which can all be wrapped up in weeks? | Sergey Bobok/Getty Images

## OPINION

FEBRUARY 12, 2025 4:00 AM CET

BY WOLFGANG ISCHINGER

*Wolfgang Ischinger is a former German ambassador to the U.S. and the U.K. He is president of the Munich Security Conference Foundation, and chaired the Munich Security Conference from 2008 to 2022. He teaches at the Hertie School Berlin and the University of Tübingen.*

Op-Ed by Wolfgang Ischinger in POLITICO

In his Op-Ed for POLITICO, published on February 12, 2025, Wolfgang Ischinger, President of the Foundation Council of the Munich Security Conference Foundation, lays out the ideal way to achieve a successful outcome for the future of a sovereign, free and undivided Ukraine, and the restoration of Europe's security.



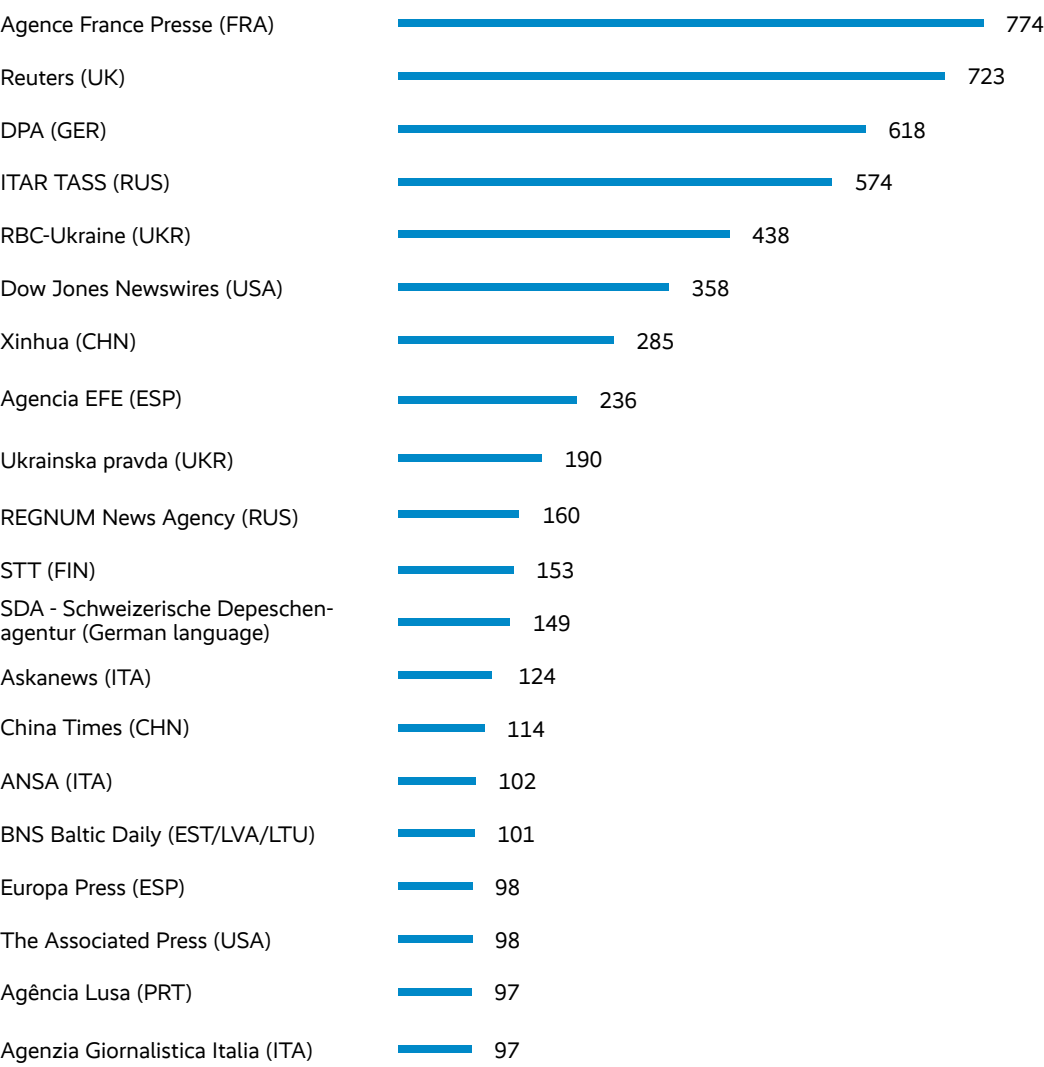
# News Agencies

Overview

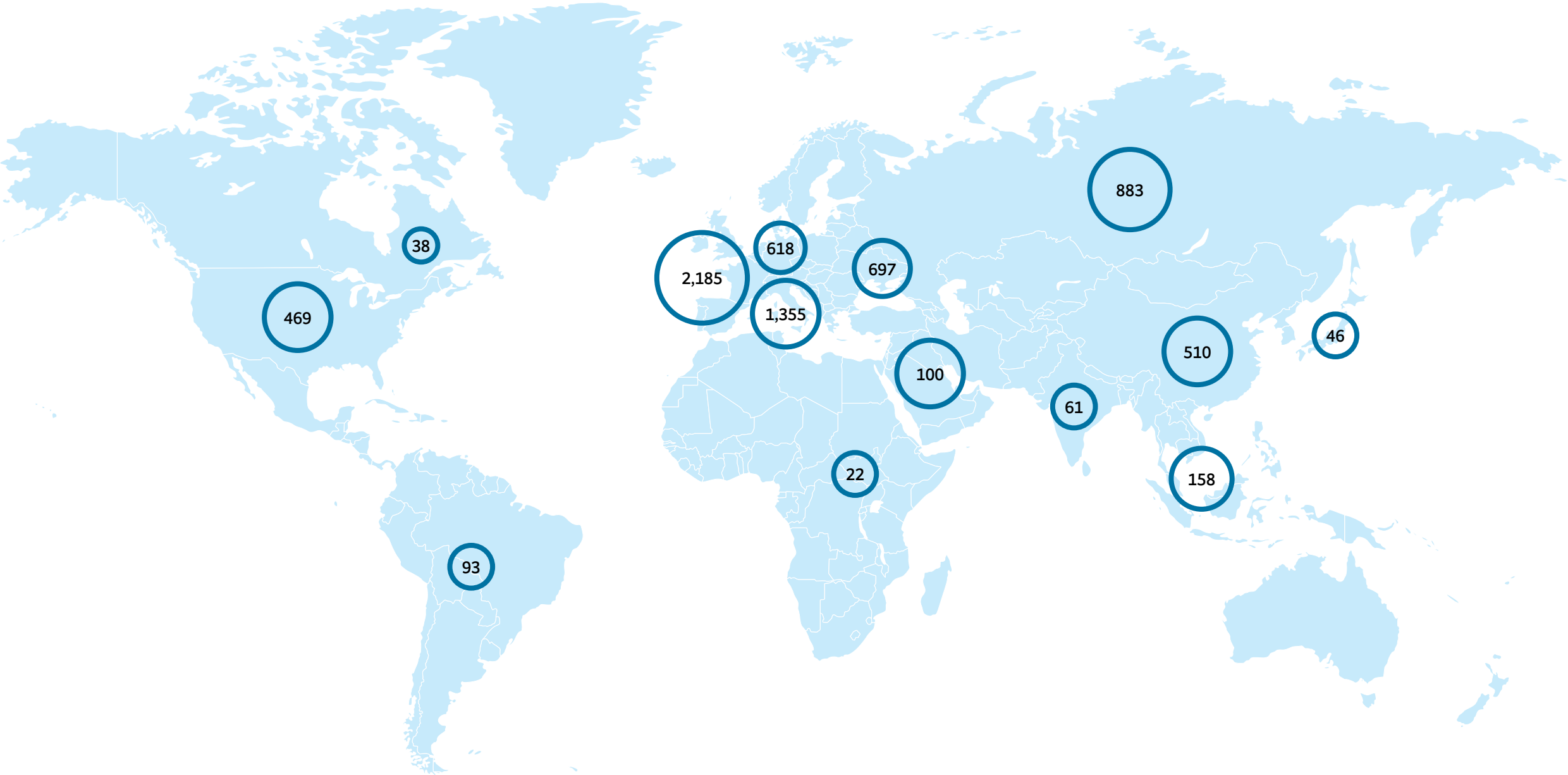
7,235  
reports /  
+ 37.9% compared to 2024

81  
news agencies reporting /  
+ 6.6% compared to 2024

Most active News Agencies (number of articles)



Geographical Distribution of News Agency Reports



# TV

Overview



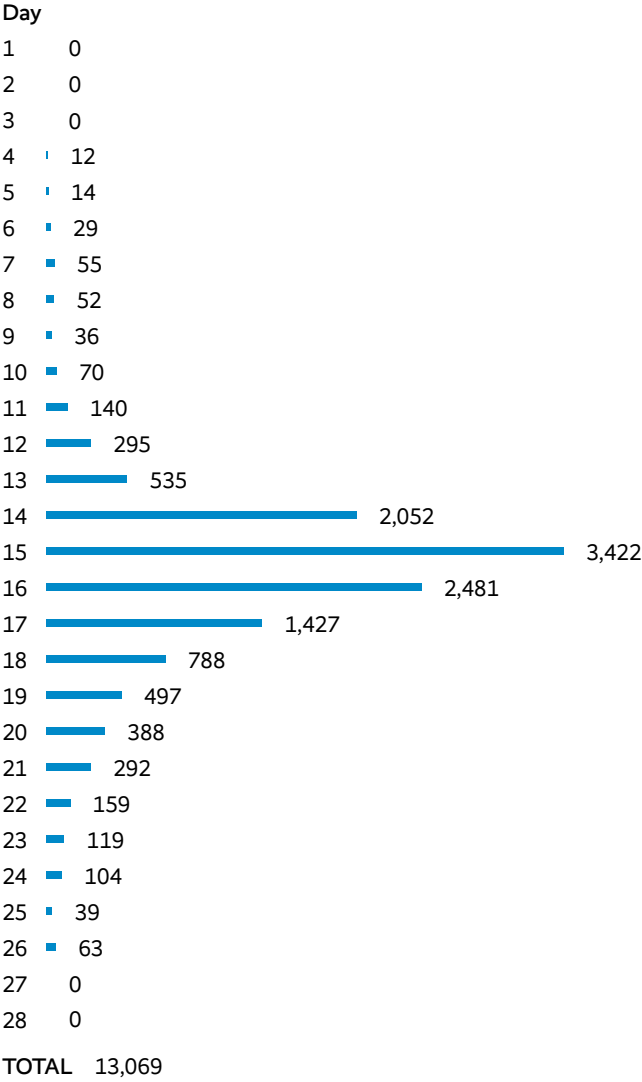
Selected Coverage

The MSC 2025 was widely featured on national and international TV. Among many others, the MSC’s host broadcaster Bayerischer Rundfunk, as well as CGTN, CNN, and Sky News reported extensively on the conference.

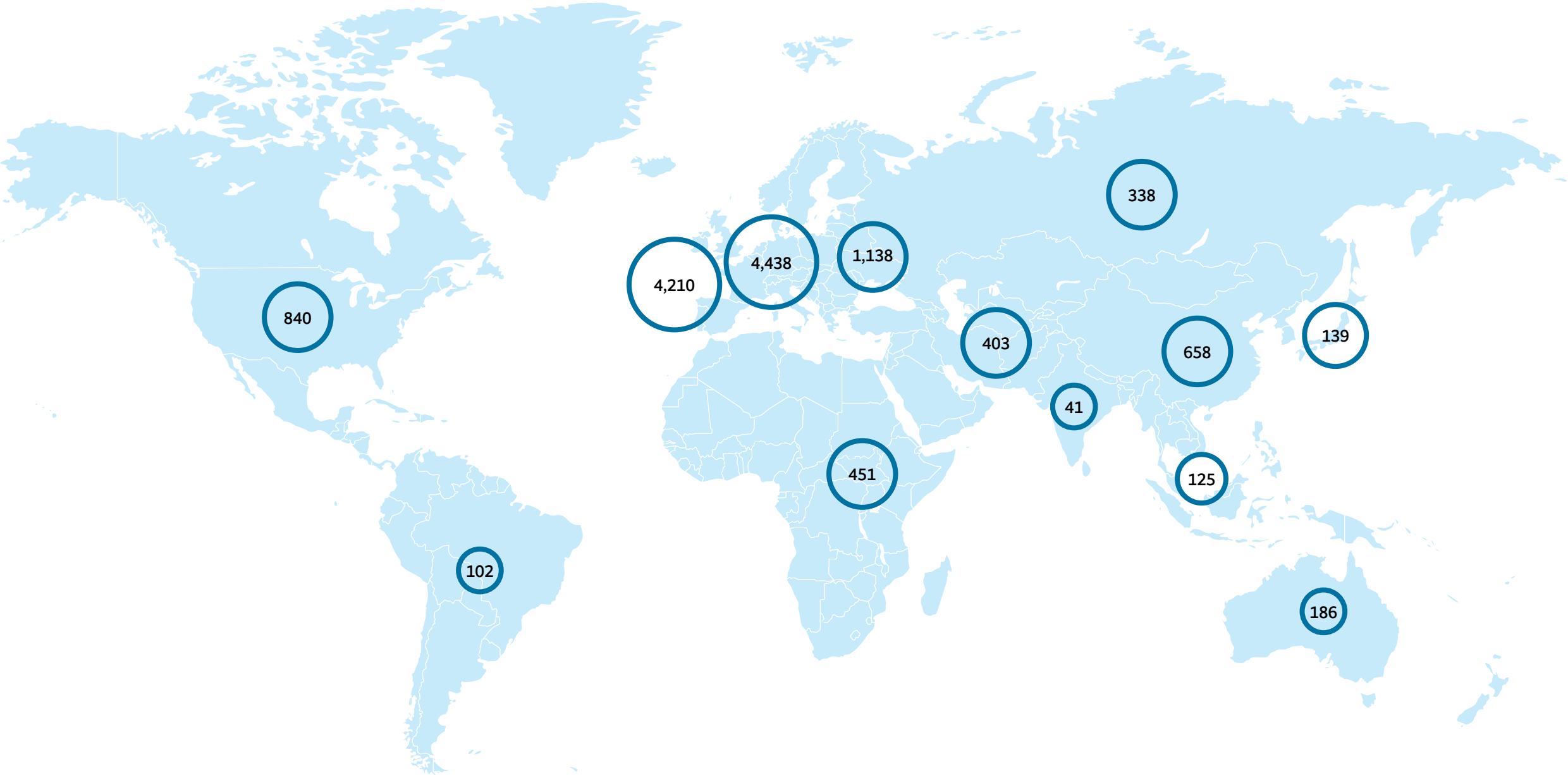




Daily distribution of TV Broadcasts (number of broadcasts),  
February 2025



# Geographical Distribution of TV Reports





# Radio

Overview

24,020

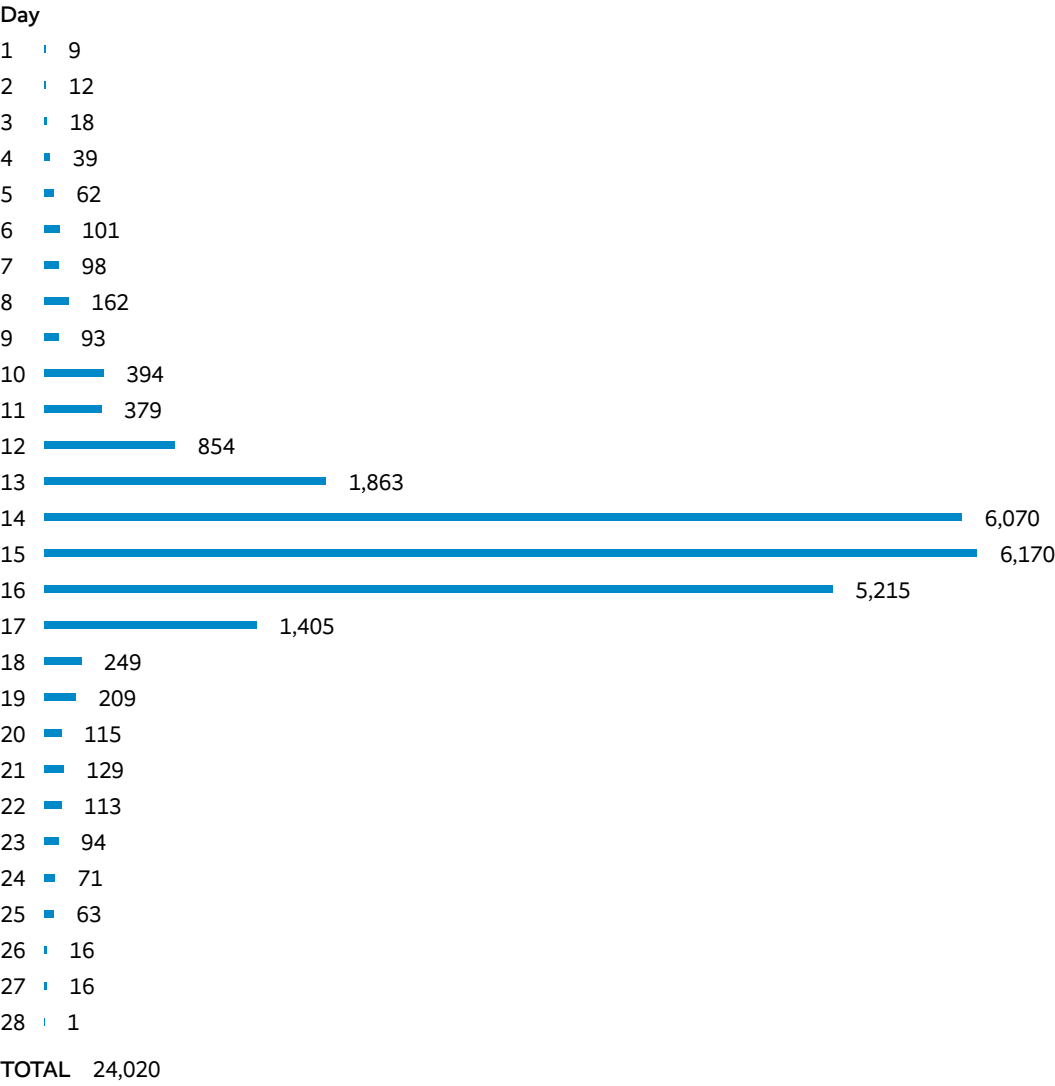
reports\* /  
+ 30.5% compared to 2024

278

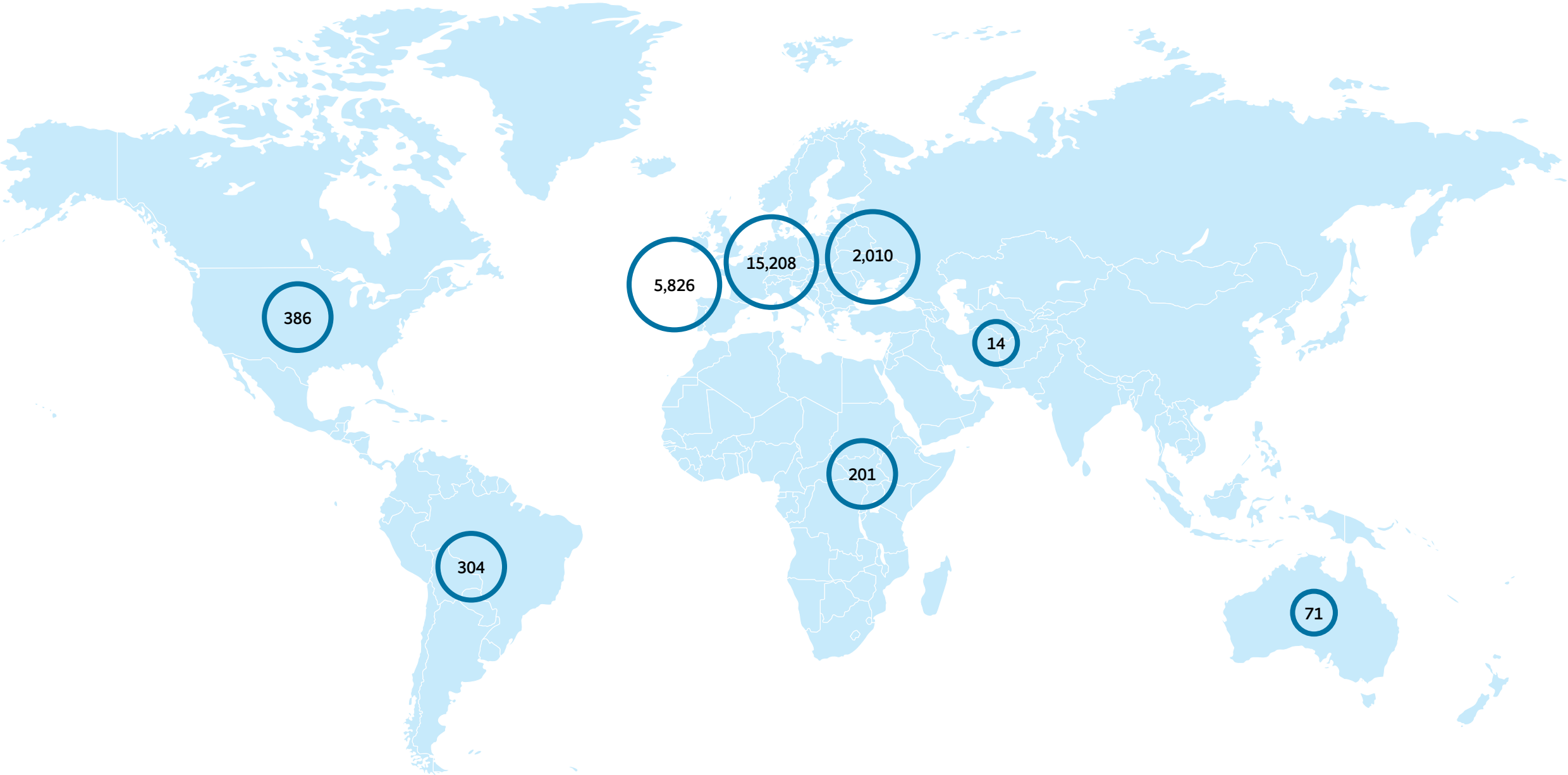
channels

\*Due to technical and copyright restrictions, the database does not include all the channels and programs from all relevant countries.

Daily distribution of Radio Broadcasts (number of broadcasts), February 2025



# Geographical Distribution of Radio Reports





# MSC Media Partners

The MSC is grateful for the diverse range of media partnerships that helped to amplify the reach and significance of the 61st Munich Security Conference. We would like to thank the Bayerischer Rundfunk, Bloomberg, Deutsche Welle, Devex, the European Broadcast Union, Foreign Policy, RTL/ntv, and Politico for the partnership and swift collaboration.

## Bayerischer Rundfunk

Once again, the Bayerischer Rundfunk (BR) served as the host broadcaster and single point of contact for TV-signaling. This year’s conference with its numerous formats was broadcast by the BR with translations into German, English, French, Russian, and Arabic.

### Overview

> 15

hours of live streaming and live interviews on TV and social media in both German and English

> 500,000

total views on the German livestream

> 230,000

total views on the English livestream

~ 125,000

viewers on Friday afternoon and Saturday morning following the MSC live on BR television

~ 2.5 million

total views on BR24 on MSC topics

~ 1.5 million

views on clipped videos on the MSC in English language

> 140

radio contributions for ARD



BR interview with Christoph Heusgen



Livestream of the panel discussion “Chartering Relevance: Towards a Stronger UN in a Fragmented World” on the main stage with Volker Türk, Kaja Kallas, Félix Tshisekedi, John Dramani Mahama, and Christoph Heusgen



BR analysis with MSC’s Senior Fellow Nico Lange

# Bloomberg

Bloomberg Media is the world’s leading multi-platform media company for business and finance, which draws on the editorial resources of more than 3,000 journalists and analysts in more than 100 bureaus around the world.

Overview

> 600,000

total subscribers worldwide (through February 2025)

> 100 million

viewers worldwide are reached by Bloomberg every month

> 200

stories across platforms on the MSC 2025

12

MSC television interviews

> 230,000

total views on the English livestream

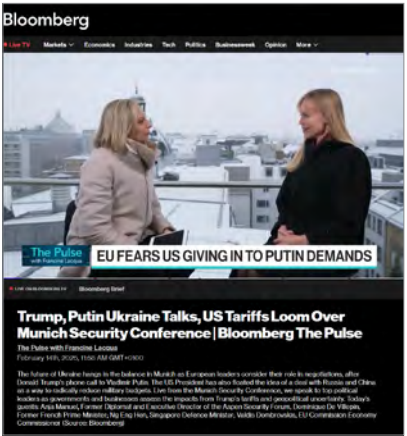
~ 500,000

subscribers of the “Balance of Power” newsletter were reached by the coverage of the MSC 2025

> 600,000

viewers on the clip of the Zelenskyy rountable interview

Interviews by Bloomberg during the MSC 2025



Live analysis from Bloomberg’s Head of News Economics Stephanie Flanders



Balance of Power Podcast by Bloomberg



# Deutsche Welle

Deutsche Welle (DW) has been a trusted partner of the MSC for years. Through DW's international reach and journalistic expertise, the conference's discussions and insights were broadcast to audiences worldwide.

## Overview

17

different program languages for worldwide audiences

> 40

hours of live streaming and live analysis on social media and TV (in English, Russian and Ukrainian)

> 20 million

views across all DW social media accounts + dw.com

> 13 million

views on YouTube and YouTube Shorts (English, Russian, Spanish, Arabic and Ukrainian)

> 1 million

views on X (English, Spanish and Chinese)

> 2.2 million

views on TikTok (Arabic, English and French)

> 1 million

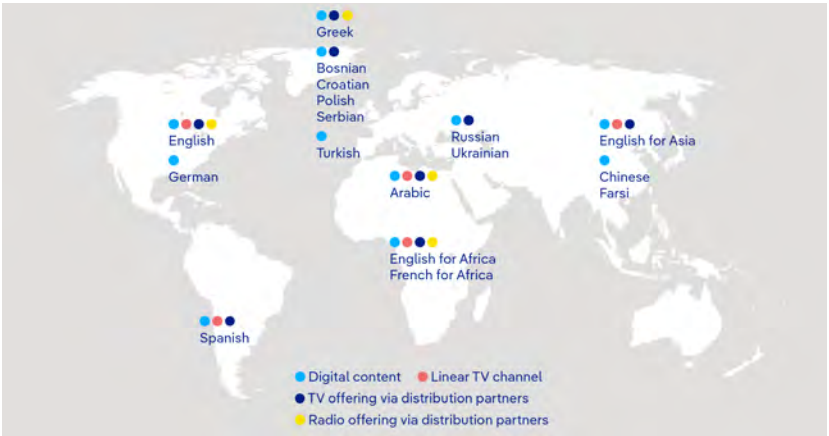
views on Josh, India's short video app (in English)

> 3.2 million

views on Instagram (English, Arabic, Portuguese, Spanish and Farsi)

> 60

live crosses with DW's premium partners in Poland, Greece, Bosnia, Serbia and Croatia



DW Broadcasts during the MSC 2025



DW's Conflict Zone produced a widely discussed townhall debate — "Peace Through Strength: A Plan for Ukraine"



What lies ahead for Syria? DW Interview with the Supreme Head of the Syriac Orthodox Church Ignatius Aphrem II

# Devex

Devex is a leading platform for global development professionals, reporting on the implementation of the Sustainable Development Goals. Devex provides analysis, event and career information, and funding opportunities. Devex covered the Munich Security Conference in their weekly podcast “This Week in Global Development”. They also hosted two events: a side event on Development, Finance and Security and a Devex Pro Event at the Munich Security Conference.

Overview

> 330,000

newsletter opens

4

newsletter features

1

dedicated special edition newsletter

> 120,000

impressions on social media

> 89,000

advertising impressions

10

interviews

12,000

podcasts listeners

18

posts on social media



Left: Devex filming on a balcony of the Hotel Bayerischer Hof



Right: Devex filming inside the Hotel Bayerischer Hof

INSIDE DEVELOPMENT | MUNICH SECURITY CONFERENCE 2025

## Munich diary: The latest from the jam-packed security conference

Heavy hitters and heavy rhetoric take over the Munich Security Conference.

By [Hayley Mundeve](#), [Anna Gaweł](#) // 15 February 2025

Valentine's Day coincides with the opening of the [Munich Security Conference](#). Despite this, the vibe in Germany is anything but romantic. The mood remains somber, overshadowed by a tragic incident where a man drove his car into a crowd just a few blocks away yesterday, injuring dozens. Apart from one striking red suit that stood out and a few heart decorations at the Politico Pub, the general sentiment is decidedly gloomy.

The mood shifted to stunned silence following U.S. Vice President JD Vance's packed, fiery speech, a broadside against Europe criticizing its "out-of-control" migration and alleged political censorship, which he claimed threatens democratic values.

SEARCH FOR ARTICLES

Q

Devex website article on the MSC



# European Broadcasting Union

Entailing 113 member organizations in 56 countries and an additional 31 associates from a further 20 countries, the European Broadcasting Union (EBU) served as a valuable media partner of the MSC. Through the EBU Membership, television and radio broadcasts from the MSC 2025 were distributed live to its numerous members around the world.

Overview

147

channels from EBU members used the material

> 14 million

views on social media on material by the EBU on MSC 2025

310

posts on social media on the MSC 2025

5,035

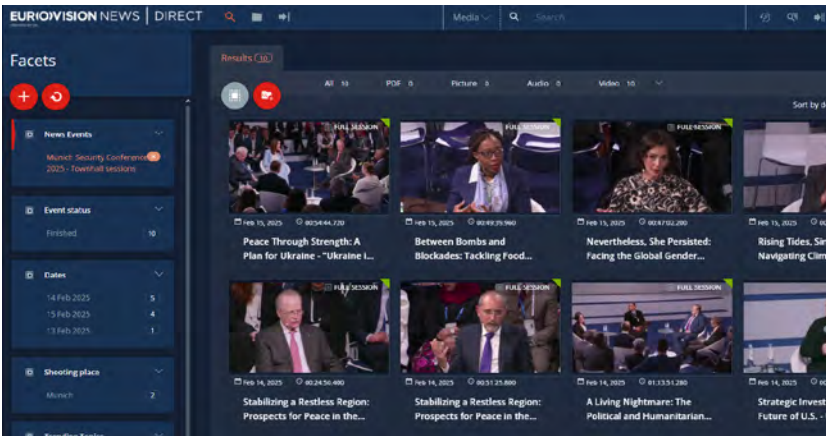
airings used EBU material on MSC 2025 on terrestrial TV

> 18

hours of footage detected on terrestrial TV



Various Media filming at the EBU-Stand-Up Position inside the Hotel Bayerischer Hof



Newsdirect Website



EBU technical crew overseeing the Townhall

# Foreign Policy

Foreign Policy is a magazine and website that covers the latest developments and trends in international politics, economics, and security. FP featured the MSC 2025 in three editions of its “Situation Report”. They also covered MSC before, during, and after the conference through a range of its other newsletters like “This week”, “Editor’s picks” and “World Brief”. FP produced extensive editorial coverage of MSC. These included op-eds, analysis, arguments, reports, and high-profile interviews of key MSC participants, as well as the creation of a new, dedicated “U.S.-Europe Tensions” section on the foreignpolicy.com homepage.

## Overview

> 150,000

subscribers received the Situation Report newsletter

> 180

countries in which the newsletter was delivered to its subscribers

> 41,600

readers per issue on the MSC 2025 on average

> 20

pieces of editorial coverage of the MSC 2025

> 300,000

article views

> 170

countries in which the editorial coverage was read

> 10,500

downloads/views of FP Live @MSC

> 135

countries in which the Lives were listened to

> 450

insider MSC debrief views

> 130,000

impressions on X (20 posts)

> 195,000

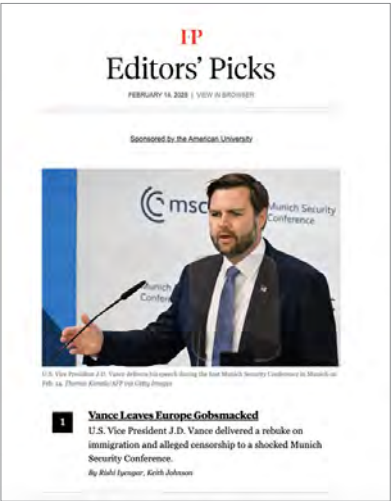
impressions on Facebook (28 posts)

> 60,000

impressions on LinkedIn (14 posts)



Newsletter “Situation Report” by Foreign Policy



Foreign Policy also covered MSC the conference through a range of its other newsletters, including “This Week”.



FP produced two FP Lives surrounding MSC, both moderated by FP Editor-in-Chief Ravi Agrawal.



# RTL/ntv

As a media partner for the MSC 2025, the German television news channel RTL/ntv delivered timely coverage of the conference's discussions. RTL/ntv provided comprehensive coverage, ensuring audiences remained informed about key developments and analyses during the conference weekend.

Overview

> 50

countries in which video content to ENEX (European News Exchange) partners was distributed

> 5.6 million

viewers on linear TV

> 3 million

page impressions on ntv.de

> 2 million

social media impressions on TikTok, Instagram, YouTube, LinkedIn and Facebook

> 6

hours of live broadcasting from RTL/ntv studio on-site

> 25

high profile interview guests



RTL/ntv interview with Boris Pistorius



“RTL Aktuell” broadcast during the MSC 2025



RTL/ntv talk at the MSC 2025

# Politico

As an official media partner, Politico provided comprehensive and transatlantic coverage of the 61st edition of the Munich Security Conference. Throughout MSC, Politico’s journalists delivered dedicated reporting, in-depth analysis, and real-time updates across the publication’s newsletters, audio slate, website, and Politico Pro platform.

A key component of this coverage was the inaugural Politico Pub, a dedicated space within the Rosewood Munich that hosted a slate of programming throughout MSC. Coverage of MSC contributed to politico.eu seeing its best-ever month in terms of traffic.

## Overview

> 151

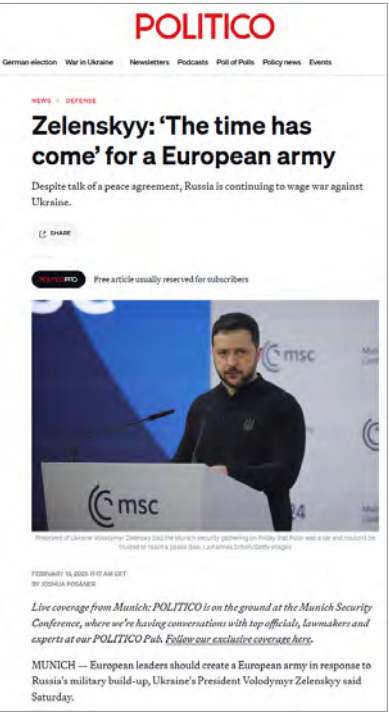
countries are reached by Politico’s journalism on politics and policy

> 100,000

subscribers received the “Global Playbook” newsletter on average per edition

22

sessions hosted in the Politico Pub throughout MSC



Left: Global Playbook Newsletter by Politico

Right: Online article by Politico



The inaugural Politico Pub, a dedicated space within the Rosewood Munich that hosted a slate of programming throughout MSC.





## Munich Security Report 2025

### Overview

> 1,500

individual copies sent out  
ahead of the MSC 2025

105

mentions in print  
and online media

6,320

total mentions  
(including blogs, websites, etc.)

> 300,600

total impressions of MSC social media posts  
on the MSR 2025 (incl. paid advertising)

> 41,300

page views of MSR website  
(including subpages)

> 9,100

downloads of the MSR  
(including summary, MSI, and chapters)



Munich Security Report 2025

Since 2015, the Munich Security Report (MSR) has served as a key resource for policymakers, analysts, and the public by compiling data and analyses on global security challenges. It is traditionally published as a discussion starter for the Munich Security Conference (MSC) in February. The 2025 edition, examining the “multipolarization” of the world, received broad coverage from German and international media, including The Guardian, Deutsche Welle, and South China Morning Post. Within four weeks of its release, it was downloaded over 9,100 times. The authors of the MSR also managed to place contributions in several media outlets, among them Project Syndicate, Stern, and Süddeutsche Zeitung.

The MSR 2025 analyzes the far-reaching consequences of the multipolarization of the international order. For many politicians and citizens around the globe, a more multipolar world holds significant promise. But recent trends suggest that the negative effects of greater multipolarity are prevailing as divides between major powers grow and competition among different order models stands in the way of joint approaches to global crises and threats. The report therefore makes the case for “depolarization,” highlighting the need for substantial reforms of the international order.

Moreover, in eight chapters, the MSR analyzes how various actors, which are considered possible poles in a multipolar order, view the current order, what future order they aspire to, and how they define their own role in it. The chapters are devoted to the US, China, Europe, Russia, India, Japan, Brazil, and South Africa.

The MSR also features a new edition of the Munich Security Index (MSI), which was built together by the MSC and Kekst CNC and provides insights into the risk perceptions of people in the G7 countries, as well as in Brazil, China, India, and South Africa (the “BICS”).



The cover of the Munich Security Report 2025



The Munich Security Report was presented by Tobias Bunde, Sophie Eisentraut, and Christoph Heusgen to members of the press at the Federal Press Conference.

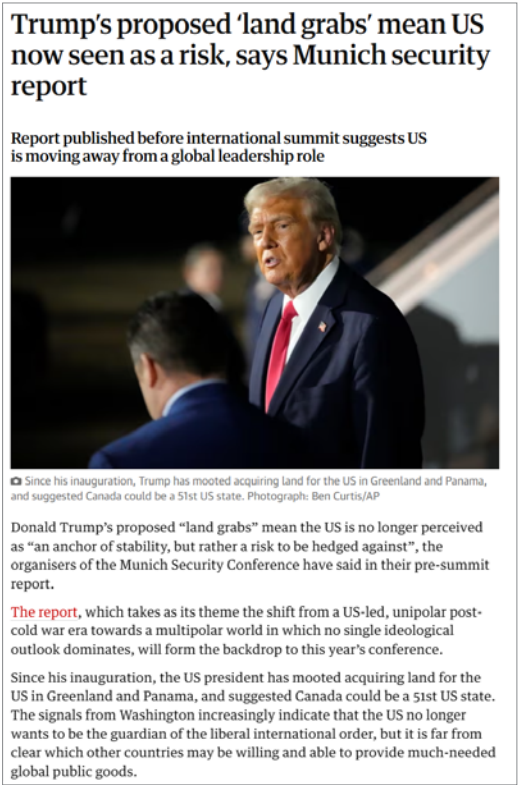


Selected Coverage of the MSR

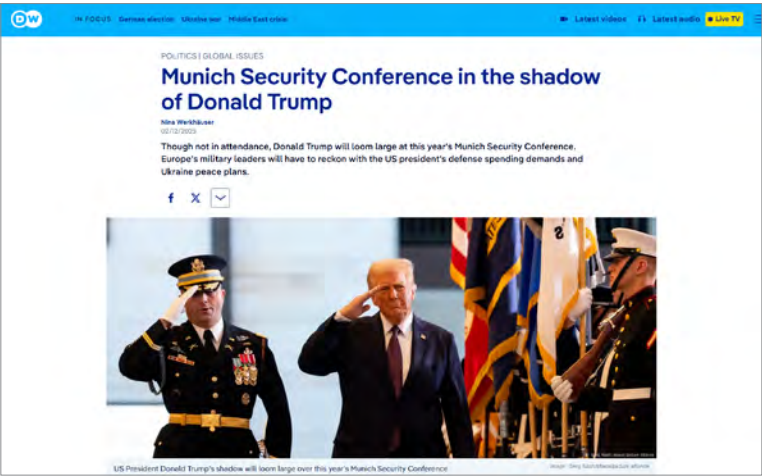
Stern,  
February 12, 2025



The Guardian,  
February 10, 2025



Deutsche Welle,  
February 12, 2025



Project Syndicate,  
February 10, 2025



South China  
Morning Post,  
March 4, 2025







# Digital Communications

## Overview

1,106

posts by the MSC across all social media platforms incl. 212 stories)\* / + 44.6% compared to 2024

> 41,800

new fans and followers\* / + 93.5% compared to 2024

> 21.6 million

total impressions (incl. paid advertising) / + 165% compared to 2024

> 242,900

total interactions\* / + 110.9% compared to 2024\*\*

> 793,600

total visits of the MSC website / + 94% compared to 2024

> 478,000

total MSC livestream views / + 48.3% compared to 2024

> 514,100

YouTube Studio views (incl. paid advertising) / + 440.5% compared to 2024

\* The three new channels — Bluesky, Threads, and WhatsApp — are included.  
\*\* This is partly due to comments concerning the invitation policy of the MSC.



# Website

## Overview

> 793,600

total page views /  
+ 94% compared to 2024

> 169,000

agenda page views /  
+ 252% compared to 2024

> 17,600

agenda downloads /  
+ 7.6% compared to 2024

> 41,300

total Munich Security Report  
page views (including  
subpages)

> 9,100

total Munich Security Report  
downloads (including summary,  
MSI, and chapters)

Due to users' different privacy settings, we assume a higher number of website visitors and page views than displayed.

# Google

In addition to the MSC’s communication channels, this section highlights selected Google Search analytics for February 2025. In this case, the impressions statistic refers to the number of times any URL from the MSC website appeared in search results viewed by a user. The clicks statistic measures the number of clicks on any MSC web-site URL from a Google Search results page.

## Overview

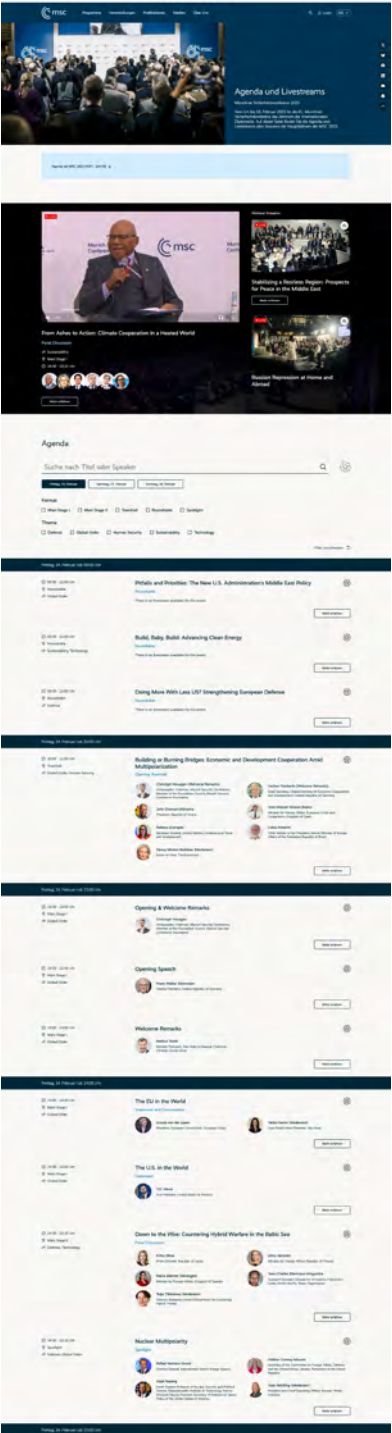
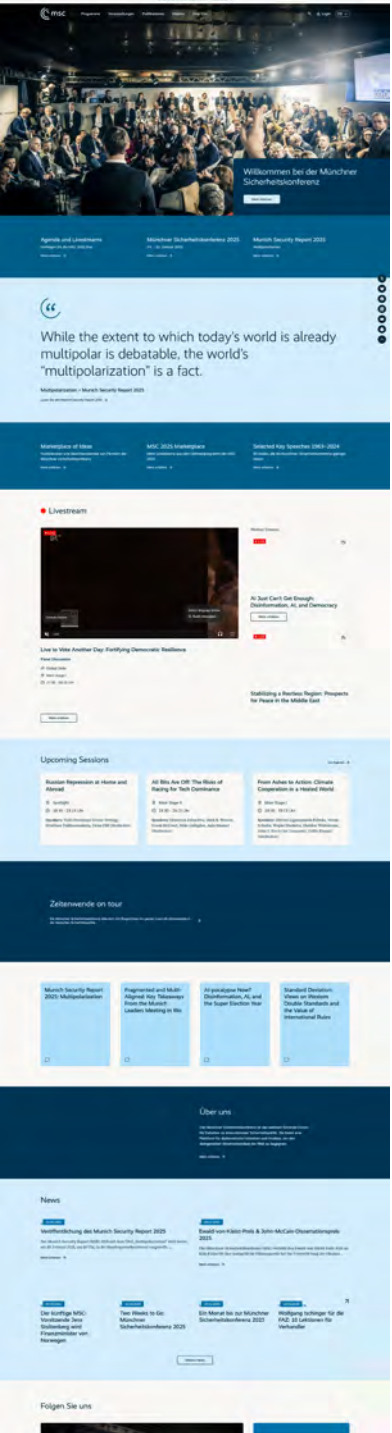
> 5.70 million

impressions

> 548,700

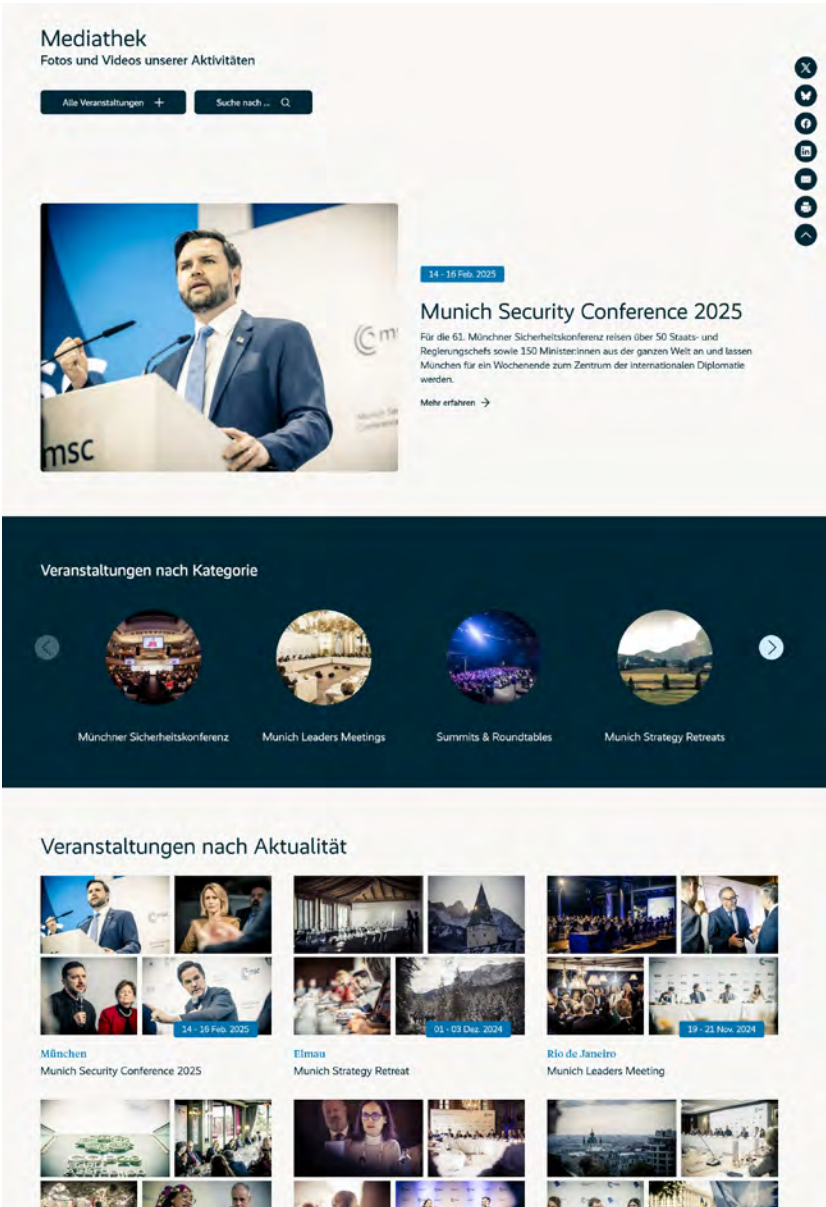
clicks

Sample Website



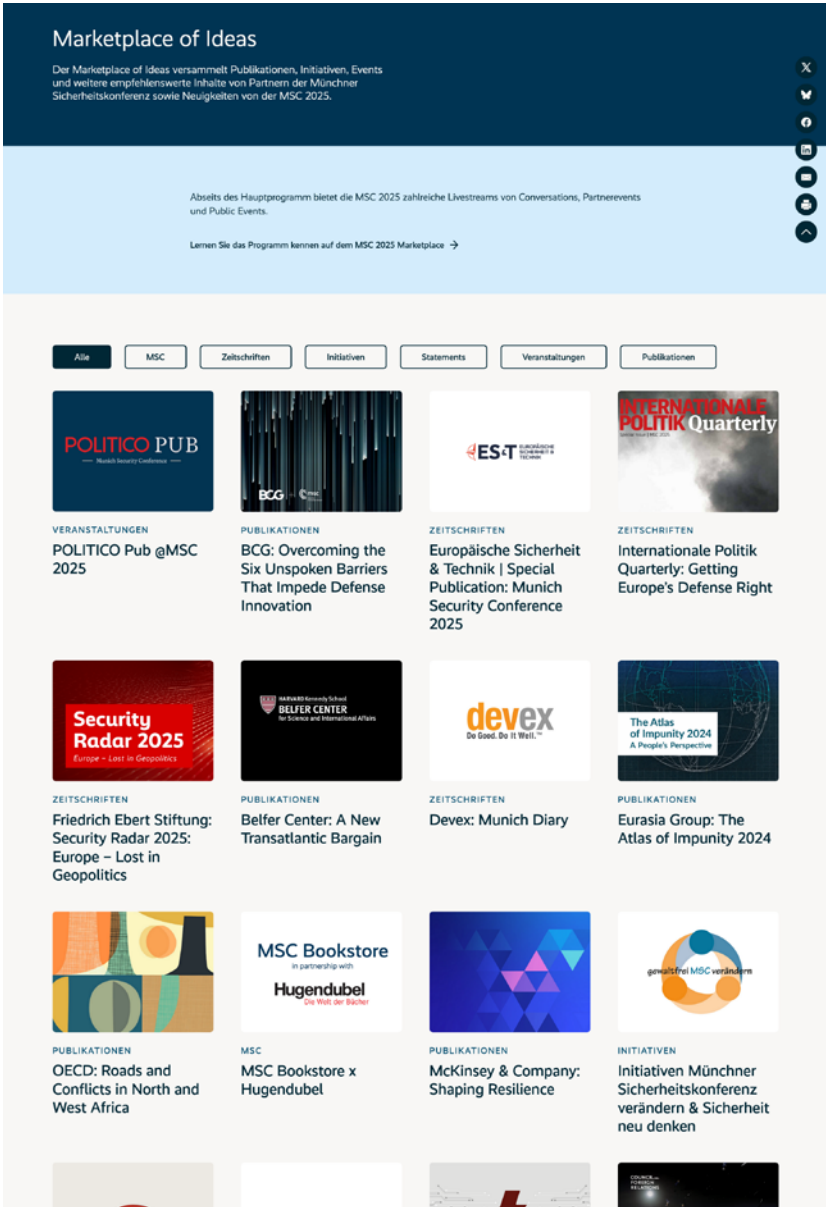
Media Library

The MSC website's media library presents selected photos and videos from the MSC 2025 event and previous editions. These visuals are available for journalistic purposes with acknowledgment of appropriate photo credits. Press photos were made available promptly following each session.



Marketplace of Ideas

For this year's conference, we launched our Marketplace of Ideas, assembling publications, initiatives, events and other recommended content from partners of the Munich Security Conference.





# Newsletter

In February 2025, subscribers received five newsletters featuring the Munich Security Report, main conference updates, and the subsequent debrief.

## Overview





## Sample Newsletter

February 16, 2025

Bonus edition

Munich Security Conference





MSC 2025: Your Sunday Update


As Munich awakens for the third day of the Munich Security Conference 2025, we bring you the key updates, highlights from yesterday, and the main agenda for today's final discussions.


Sunday Agenda

February 15, 2025

Bonus edition

Munich Security Conference






MSC 2025: Your Saturday Update

As the second day of our main conference weekend comes to an end, we are bringing you an overview of the discussions and insights from today's agenda.

Saturday Agenda


What was said on Saturday in Munich?

Impressions of Day 2



What happened so far in Munich?

"When I look at Europe today, it's sometimes not so clear what happened to some of the Cold War's winners."  
US Vice President JD Vance's address was meant to be a wake-up call for European leaders.



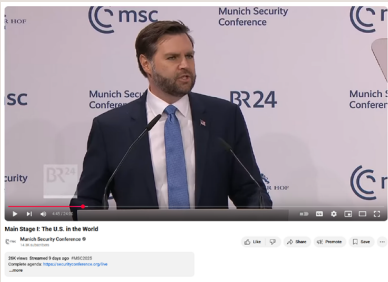
# Live Streaming

The MSC broadcast various sessions simultaneously on its website and streamed selected program items live on social media. In addition to the live streaming on X, YouTube, Facebook, and LinkedIn, selected streams were made available to institutions, such as the White House, as well as to world leaders like the Ukrainian President Volodymyr Zelenskyy. For the first time, we went live on Instagram, allowing our followers to experience the guest arrivals in real-time.

## Overview




## Sample Live Streaming



Main Stage I: The U.S. in the World

Munich Security Conference 9

28K views · Streamed 5 days ago · #MSC2025



LIVE from #MSC2025 | Europol? The Old Continent's New Geopolitical Role with @DavidLammy, @ABaerbock, @jnbarrot, @sikorskiradek, and Silvia Amaro.

Munich Security Conference

Main Stage I: "Europol? The Old Continent's New Geopolitical Role"

3:35 PM · Feb 15, 2025 · 38.3K Views

73

# Social Media Channels

In the run-up to and during the conference weekend, the Munich Security Conference published platform-specific content on X, Bluesky, Threads, Facebook, Instagram, LinkedIn, YouTube, and on our new WhatsApp channel. By embracing new platforms and new strategies for sharing and distributing content (see chapter Reach), this year's Munich Security Conference was certainly the most accessible one for the media and the public.

## X

### Overview

369

total posts

> 3.83 million

total impressions /  
+ 15.2% compared to 2024

> 146,500

total interactions /  
+ 66.9% compared to 2024

> 101,800

followers /  
+ 6.8% compared to 2024

The figures from the conference weekend from February 13 to February 16, 2025:

273

posts

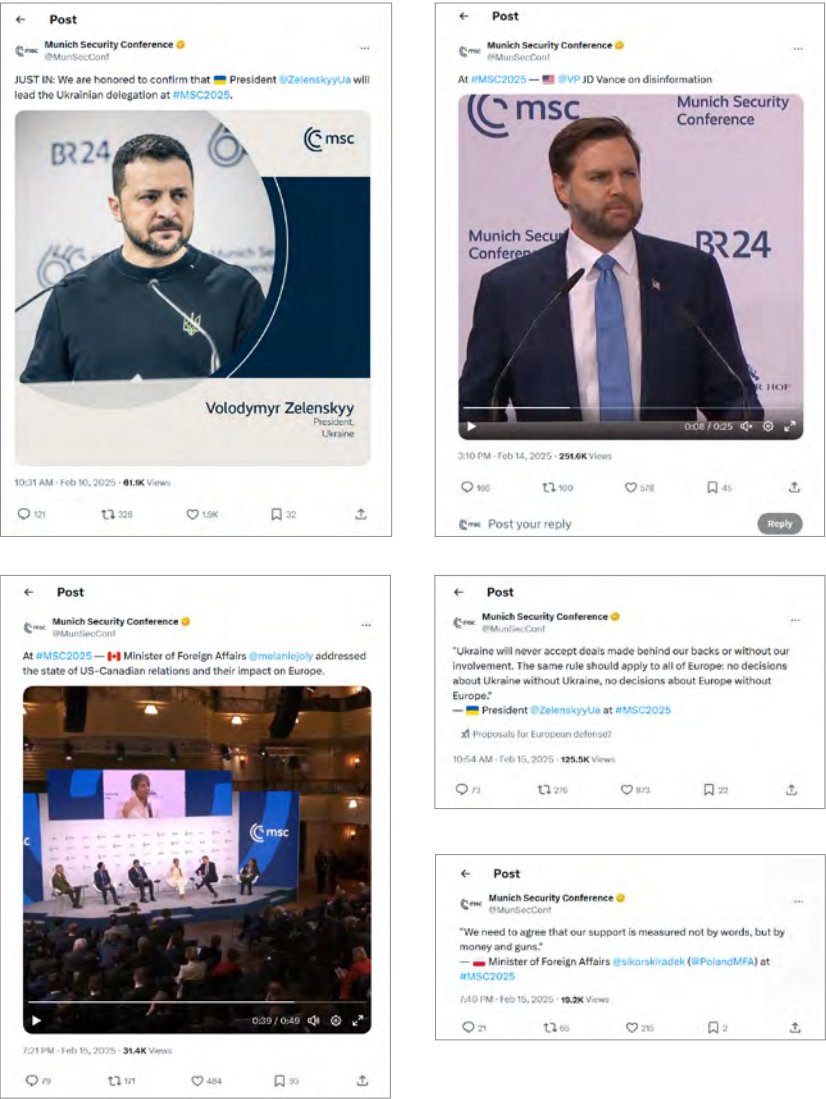
> 2.7 million

total impressions

> 93,500

total interactions


### Sample Posts





Top X Trends,  
February 15, 2025

What's happening



4 Nations Face-Off: Unveiled (NHL/NHLPA)

LIVE

Politics · Trending

**President Zelensky**

23.1K posts

Trending in Germany

**Ruhe in Frieden**

Politics · Trending

**Munich Security Conference**

2U3K posts

Communication  
Activities of Participants  
and Supporters

Außenministerin Annalena Baerbock

Strong women for the free world  
#G7 #MSC2025  
@melaniejoy @kajakallas



11:45 AM · Feb 15, 2025 · 771.6K Views

5.8K

1.8K


12K

302

António Costa

Productive days of meetings and discussions on European security at the #MSC2025.

One message was clear from both the European Union and Ukraine — Our security cannot be separated. There will be no credible and successful negotiations, no lasting peace, without Ukraine and without the European Union.



4:58 PM · Feb 15, 2025 · 22.3K Views

76

93

304

10

Krüger-Stiftung IP

It's a wrap! Above the roofs of Munich, the #MSC2025 Munich Young Leaders Programme came to an end. Four days filled with inspiring encounters, difficult questions, honest discussions, and very few hours of sleep, but most importantly, more of what brings hope in turbulent times: friendships transcending all borders. [wmsc.my](#)




2:45 PM · Feb 16, 2025 · 1.300 Views

7

14

BMW Foundation

A big thank you to our speakers & participants! We are deeply grateful to all the distinguished participants who joined us at the #EnergySecurityHub, an official part of this year's #MSC2025 @MunSecConf.



1:32 PM · Feb 15, 2025 · 231 Views

Post your reply

Reply

Kaja Kallas

Closing off #MSC2025 with a good discussion among the EU foreign ministers still in Munich.

Europe stands strongly united in supporting Ukraine and strengthening our own defence.

We will soon come up with new initiatives to take this forward.



9:14 AM · Feb 16, 2025 · 162.2K Views

1.2K

258

3.3K

69

Volodymyr Zelenskyy / Володимир Зеленський

For all of us in Europe, the diplomatic year begins with the Munich Security Conference @MunSecConf. This year has been especially intense—meetings and discussions with leaders and their teams from across our continent. Support is strong. Unity remains unwavering.

I am grateful

Show more

552

1.7K

8.8K

335K



# Bluesky & Threads

## Overview Bluesky\*

113

total posts

> 1,300

total interactions

> 4,800

followers

## Sample Posts



## Overview Threads\*

121

total posts

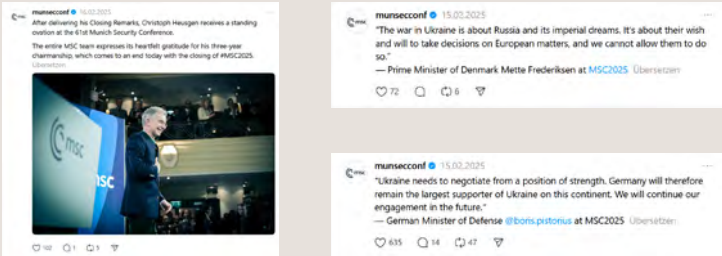
> 11,600

views

> 4,400

followers

## Sample Posts



\*Data was collected for the first time this year, so no comparisons are possible.



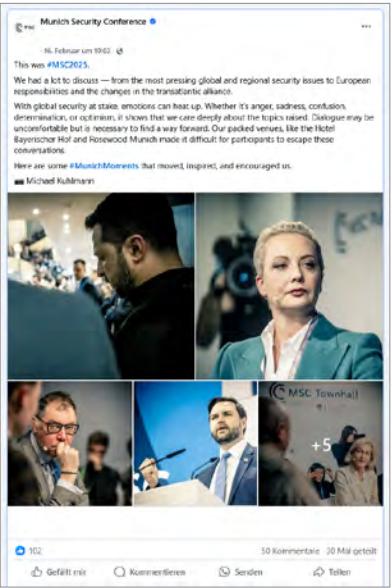


# Facebook

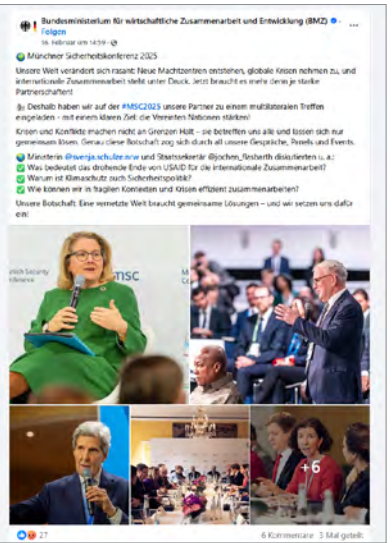
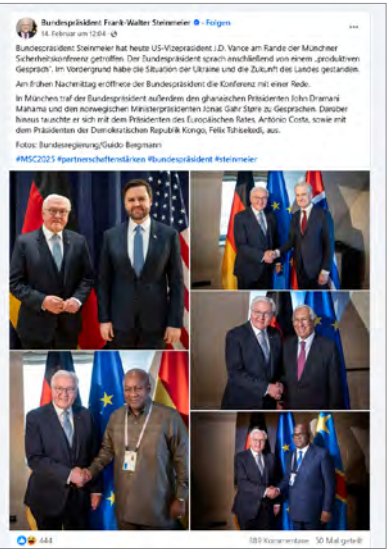
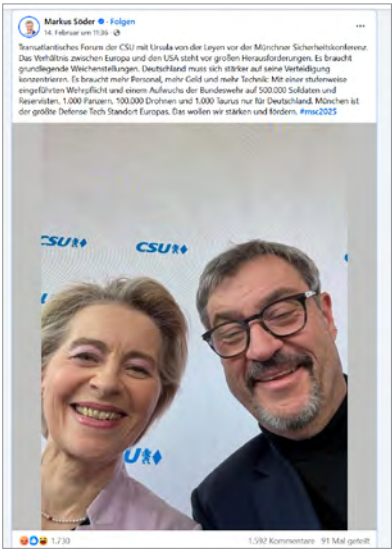
Overview

124	> 4.03 million
total feed posts (incl. 72 stories)	total impressions (incl. paid advertising)
> 9,900	> 57,800
total interactions / + 54.7% compared to 2024	followers / + 3.2% compared to 2024

Sample Posts



Communication  
Activities of Participants  
and Supporters



# Instagram

In the lead-up to the conference and throughout the conference weekend, experienced Volunteer Content Creators supported the Digital Communications Team. Their efforts allowed us to offer unique insights into various aspects of the conference through engaging stories and reels — from interviewing plane spotters and a behind-the-scenes video with Christoph Heusgen, to why the MSC is the perfect place for diplomatic speed-dating on Valentine's Day.

## Overview

209

total posts (incl. 140 stories) /  
+ 18.5% compared to 2024

3.45 million

total impressions  
(incl. paid advertising)

> 34,400

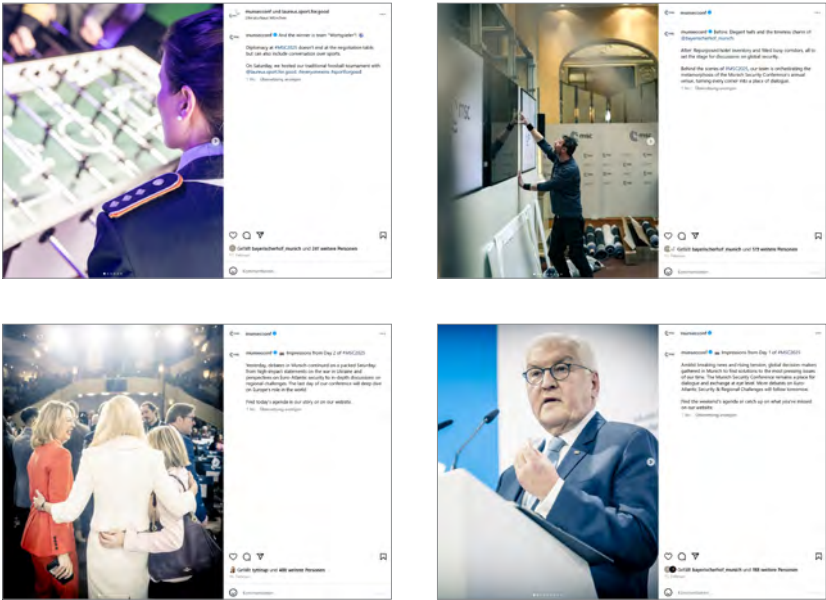
total interactions /  
+ 104.8% compared to 2024

> 27,400

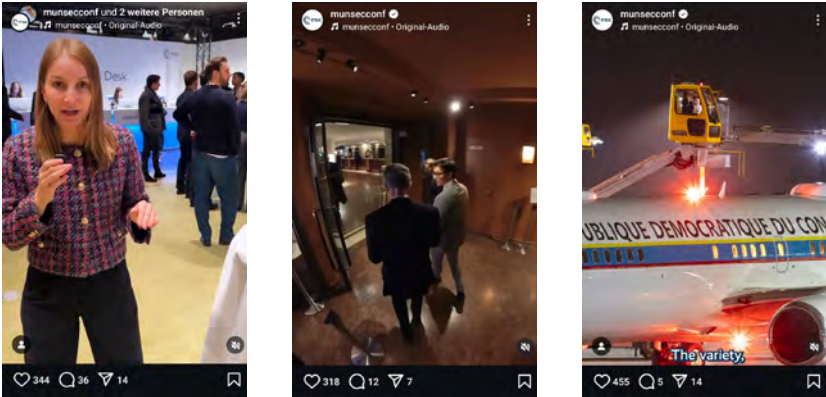
followers /  
+ 31.7% compared to 2024



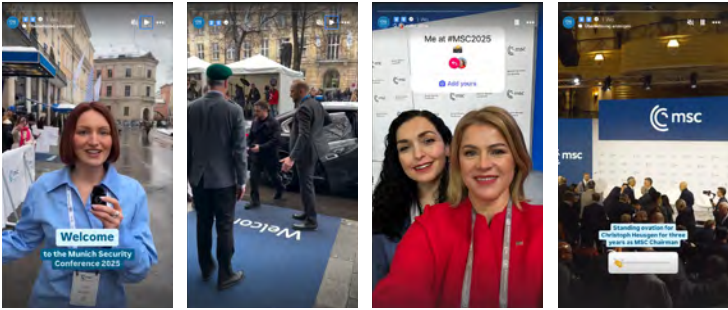
Sample Posts



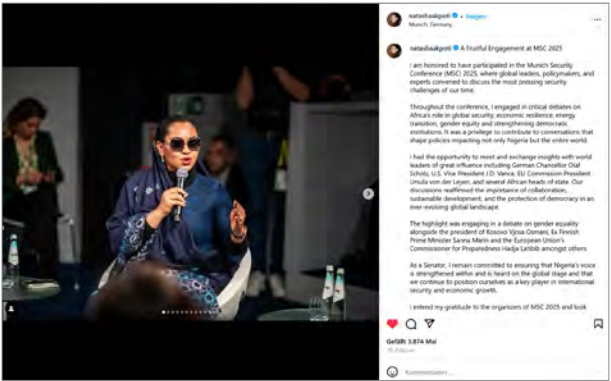
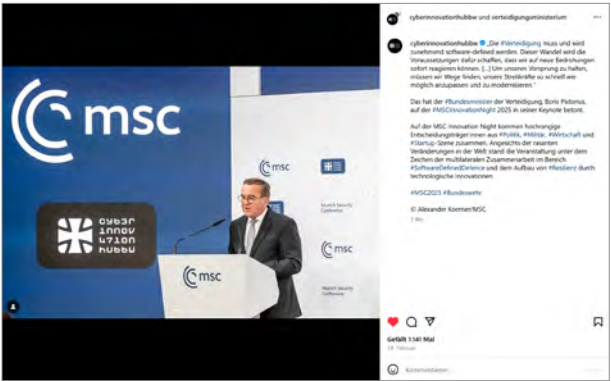
Sample Instagram Reels



Sample Instagram Stories



Communication Activities of Participants and Supporters



LinkedIn

Overview

46

total posts

> 847,700

total impressions (incl. paid advertising) /  
+ 229.2% compared to 2024

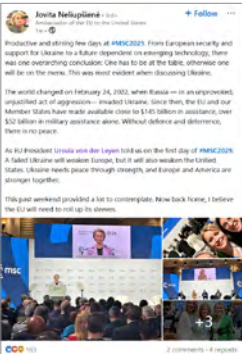
> 50,348

total interactions (incl. paid advertising) /  
+ 1,097% compared to 2024

> 39,800

followers  
+ 43.2% compared to 2024

Sample LinkedIn Posts





# YouTube

Overview

104

total videos and shorts /  
+ 26.8% compared to 2024

23

YouTube Studio recordings

> 969,500

total views (incl. paid advertising) /  
+ 919.5% compared to 2024

> 14,400

subscribers /  
+ 44% compared to 2024

> 3.81 million

impressions (incl. paid advertising &  
livestreams on YouTube)

Formats: Trailer, Teaser, Highlights, Interviews; livestreams are not included if not otherwise specified

# MSC YouTube Studio

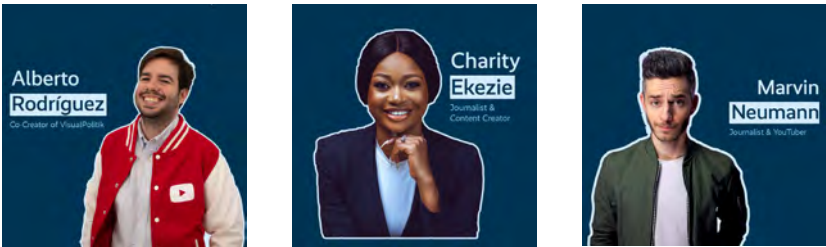
The MSC YouTube Studio has been an integral part of the Munich Security Conference for several years. As part of a partnership with YouTube, the MSC brings together conference guests with prominent YouTube creators from around the world for an intimate one-on-one conversation on the most pressing security questions of our time.



This year, the host team consisted of three content creators and renowned journalists: Alberto Rodríguez from Spain, Charity Ekezie from Nigeria, and Marvin Neumann from Germany. In a total of 18 conversations, the hosts questioned their guests on a wide range of issues — from global health, climate-induced migration, and women in security policy, to the wars in Ukraine and Sudan, the situation in Georgia, and Germany’s defense capabilities. The hosts also posted the interviews on their own channels. This way, the MSC was able to benefit from the reach and authenticity of the creators and tap into new audiences and target groups.

Additionally, MSC Creators Kari Odermann and Rukia Bulle interviewed four guests. Paul Ronzheimer recorded one podcast episode, which was featured on the MSC YouTube channel and the Bild Podcasts channel. Two more podcasts, DW's 'Berlin Briefing' and 'Decoding Geopolitics' with Anne Applebaum, were recorded in the MSC YouTube Studio and published on their respective channels.

#MSCYouTubeStudio: Hosts

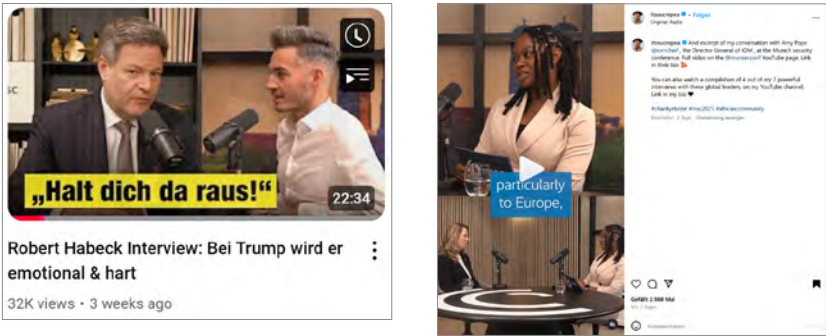


- **Alberto Rodríguez** is one of the co-creators of VisualPolitik, a highly popular YouTube channel focused on international politics and current events, available in Spanish (3.5 million subscribers), English (1.4 million subscribers), and German (346K subscribers).
- **Charity Ekezie** is an award-winning content creator with over 1 million subscribers on YouTube dedicated to dispelling stereotypes about Africa.
- Editor, journalist, and show-host **Marvin Neumann** covers social and political topics on his YouTube channel on which he also interviewed prominent political figures.

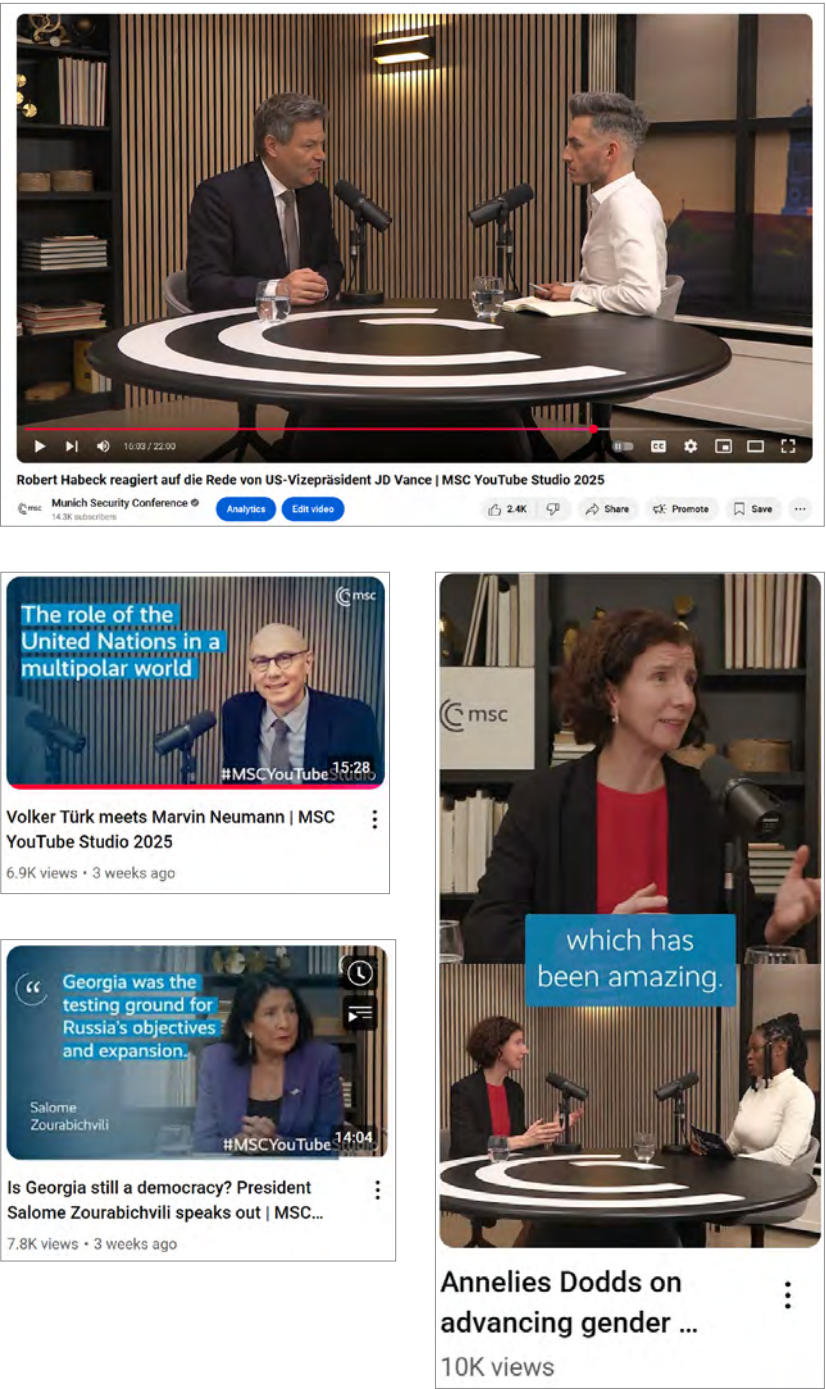
Guests

José Manuel Barroso, Nicola Beer, Alain Berset, Baiba Braže, Nadia Calviño, Alexander Dobrindt, Anneliese Dodds, Irene Fellin, Florence Gaub, Robert Habeck, Tirana Hassan, Salah Ahmed Jama, Wladimir Klitschko, Hadja Lahbib, Oleksandra Matviichuk, David Miliband, Amy Pope, Helga Maria Schmid, Wolfgang Schmidt, Vera Songwe, Volker Türk, Annette Weber, Salome Zourabichvili

Sample Posts on Hosts Channels



Sample MSC Posts





# New Platform: WhatsApp

On January 27, 2025, we launched our WhatsApp channel to provide updates to the public about our upcoming conference and other MSC news. This channel offered early announcements, speaker updates, polls, important conference information, links to the trailer, to the MSR, and to livestreams, special quotes, and daily summaries. It even featured a voice message from our CEO, Benedikt Franke.

In a short time, we surpassed 1,000 followers, making the WhatsApp channel a valuable addition to MSC's social media presence.

## Overview

20

total posts

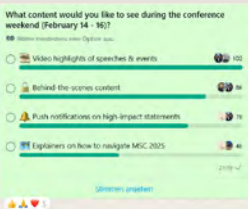
> 2,950

accounts reached

288

total reactions

## Sample Posts



# Reach

Further formats and strategies were introduced to enhance the dissemination of MSC content. The MSC Creator Program was a notable success, achieving over 26.8 million impressions. The MSC was also present on Twitch. Additionally, MSC Experts provided specific content from the main conference.

## MSC Creator Program

In its first edition, the MSC Creator Program expanded the reach of the conference’s critical discussions by engaging a select group of five digital creators with a collective following of over 25 million users. Their goal was to capture the conference’s atmosphere, key issues, and security policy conversations in an accessible way for a broader global audience, particularly on TikTok and Instagram, but not limited to these platforms.

### Overview

138

posts across all channels by all MSC creators

> 26.8 million

total impressions on content posted by the MSC creators

> 2.6 million

total likes on content posted by the MSC creators

# MSC Creators



MSC Creators  
(excl. Max Klymenko)

As a Ukrainian creator living in the UK, **Max Klymenko** creates educational content covering careers, business, and global affairs. His content reaches over 200 million views per month. Max has collaborated with Google, NATO, the World Bank, and the Financial Times to help them connect with younger audiences. He has also spoken at the World Economic Forum in Davos, COP29, SXSW, and TED, and is on the Forbes 30 Under 30 list.

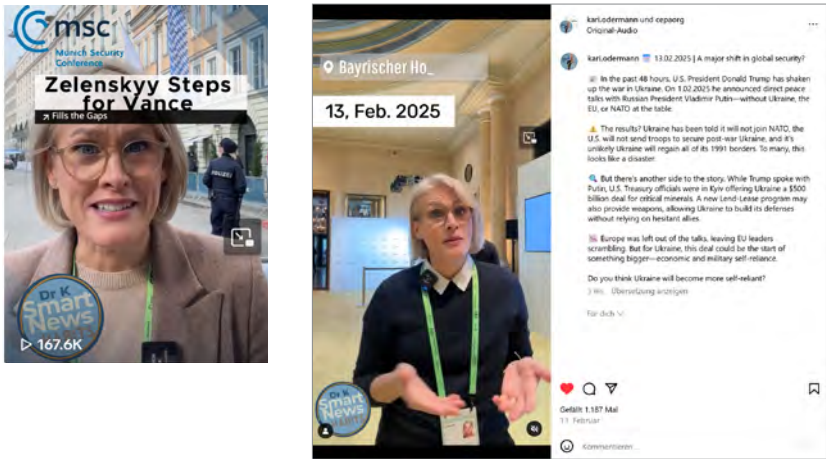




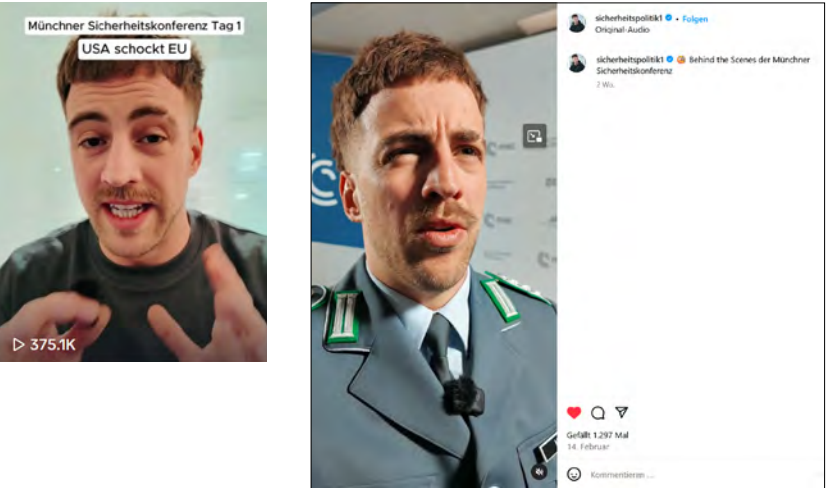
**Dylan Page** runs the number one news account on TikTok. With over 14 million followers across his platforms, Dylan aims to revolutionize the way news is consumed by making it engaging, accessible, and entertaining for the new generation of digital audiences.



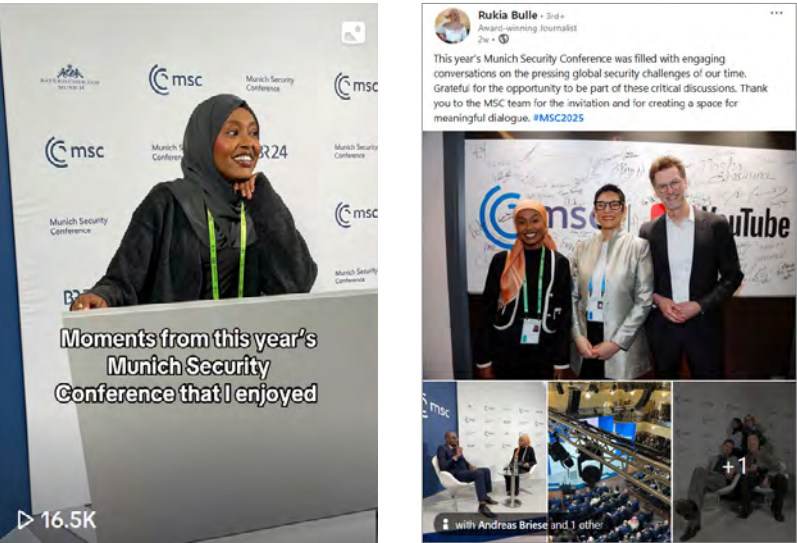
**Dr. Kari Odermann** is a political analyst and communication specialist whose work reaches an annual audience of 5 million. Her social media content delivers political insights to audiences who might not typically engage with such topics. She has a particular expertise in the Russian-Ukrainian information space, and previously worked as a journalist in Kyiv, where she hosted a political program and co-produced an explainer series on Ukraine.



**David Matei** is a youth officer in the German army and posts about security policy, the German military, geopolitics, and global news more broadly. He has over 230 thousand followers across his channels. David has collaborated with NATO and covered the NATO Summit 2024 as a creator.



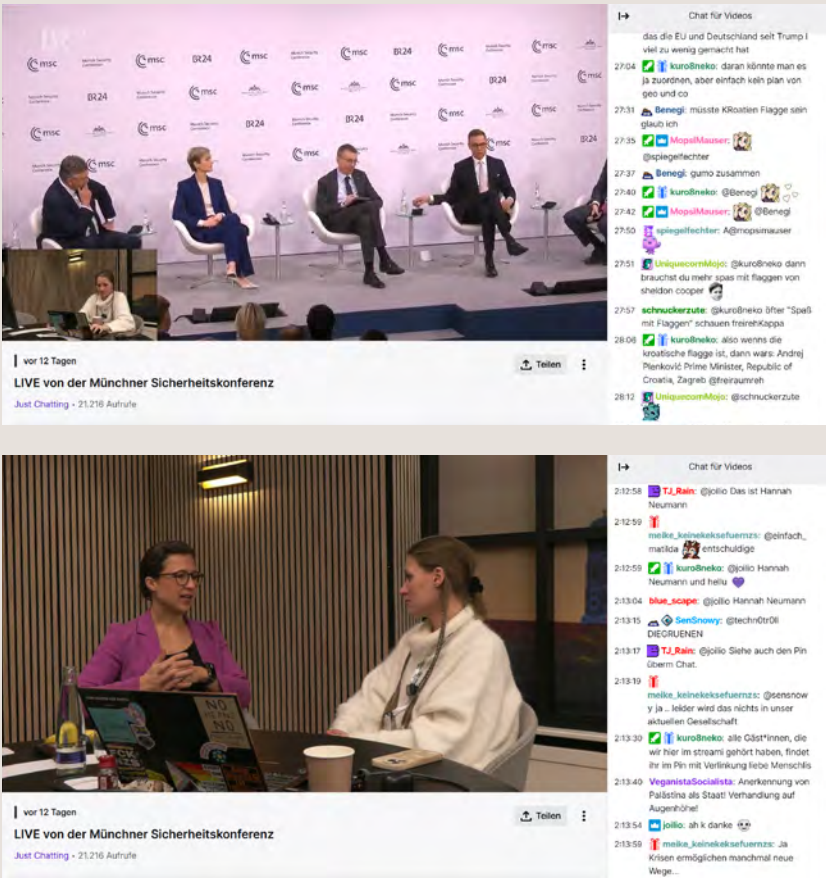
**Rukia Bulle** is an award-winning multimedia journalist with NTV Kenya and is the recipient of the 2024 BBC News Komla Dumor Award. Rukia's content gives a look behind the scenes at the life of a journalist and highlights social as well as environmental issues.



# Twitch

During the last day of the conference weekend, Kim Adam, known as freiraumreh with over 91,500 followers on Twitch, streamed live from the main conference. She provided live reactions to sessions and hosted three guests: David Matei and Kari Oderman from the MSC Creator Program, and MEP Hannah Neumann. They discussed the Russian war of aggression, support for Ukraine, and shared their impressions and experiences of the MSC. The stream attracted an average of 1,100 live viewers, with a total of around 20,000 unique viewers during the three-hour stream, engaging a new, younger audience.

## Sample Stream



# MSC Experts

## X Space from #MSC2025

Nico Lange hosted live interviews from the Munich Security Conference on X, featuring esteemed guests Carlo Masala, Marietta Slomka, and Alexander Gabuev. Each day, they delved into the current security situation, guided by the pressing topics at the MSC. Their discussions attracted a total of approximately 20,300 listeners.



## Sample Posts

## Der Zeitenwende Podcast

Live from the MSC 2025, Nico Lange and Ulrike Strauss discussed with Major General Christian Freuding and Thorsten Benner, the specific items on the security policy agenda. In this podcast episode titled “What happens after the MSC and the federal election”, they emphasized the need for Europe to take concrete action. The episode is available on Spotify, Apple Podcast, Acast, and other platforms.



## Sample Posts

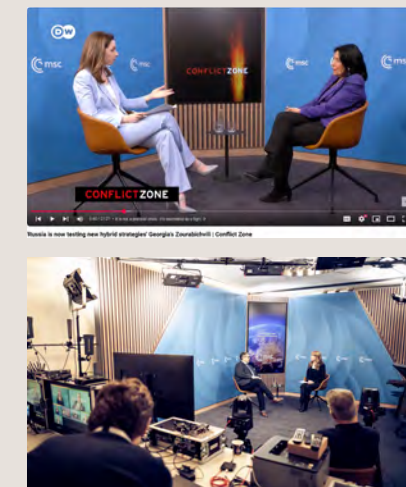


## Further Communication Measures

In addition to the usual conference coverage, the MSC introduced, expanded, and improved its further communication activities, including upgrading its studio opportunities, distributing more media to participants, and much more.

## MSC Studio

The MSC Studio offered the possibility of producing high-quality video content directly inside the Hotel Bayerischer Hof. Equipped with cutting-edge recording and streaming technology, the MSC Studio was available to partners and media organizations to host shows, live conversations, and other digital engagements. This year, we hosted 25 events (9 interviews, 8 podcast and 8 news show recordings), including a Deutsche Welle interview with Georgian President Salome Zourabichvili, a podcast recording with the Finnish President Alexander Stubb on Foreign Policy Live, and a recording of the Zeit podcast “Das Politikteil”.



Sample MSC Studio Recordings



# Live from Munich Studio

The Live from Munich Studio run by our partner APCO Worldwide once again enabled MSC participants to connect with any leading news platform in the world. Essentially, the studio worked as a matchmaker between interested participants and global news channels, which covered the conference in multiple languages and regions.

This year, the studio delivered 276 pieces of coverage, more than doubling last year's output, reaching 34 markets across five continents. Six studio locations operated simultaneously, one more than last year. Full live operations began a day early on Thursday ahead of the MSC due to increased demand, with the studio running non-stop for 21 hours.

## Overview

276

interviews and unique pieces of coverage delivered by the studio

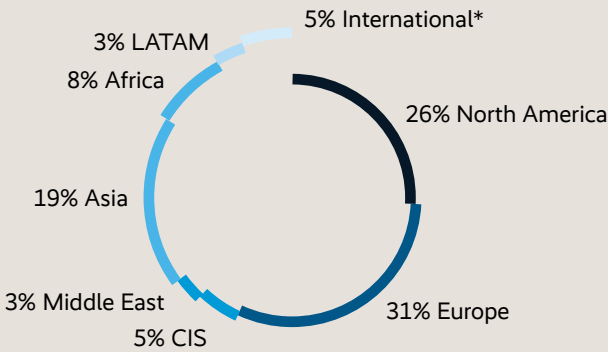
34

individual key markets reached across the world

127

media platforms delivered across five continents: North America, South America, Africa, Asia and Europe

## Coverage by region



\*International: denotes specifically MSN, CNNi, and Bloomberg TV as these are separate platforms from their individual domestic services.



Sample Impression



Coverage Samples

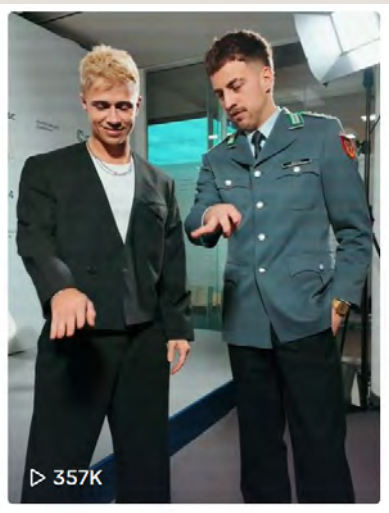
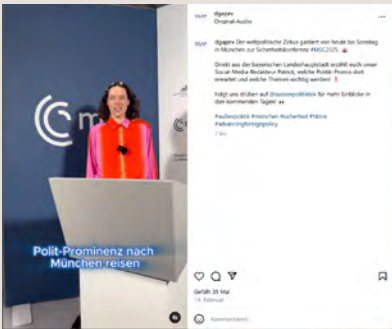




# Vertical Space

With the Vertical Space Studio, the MSC expanded its studio possibilities, offering bookings for self-recordings. At HypoVereinsbank, MSC participants and accredited media representatives utilized this space to create vertical content for social media. The studio was equipped with essential gear, including studio cameras, wireless mics, tripods, studio lights, and an optional teleprompter. A total of 19 bookings were made during the conference weekend.

Sample Vertical Space Impression and Recordings



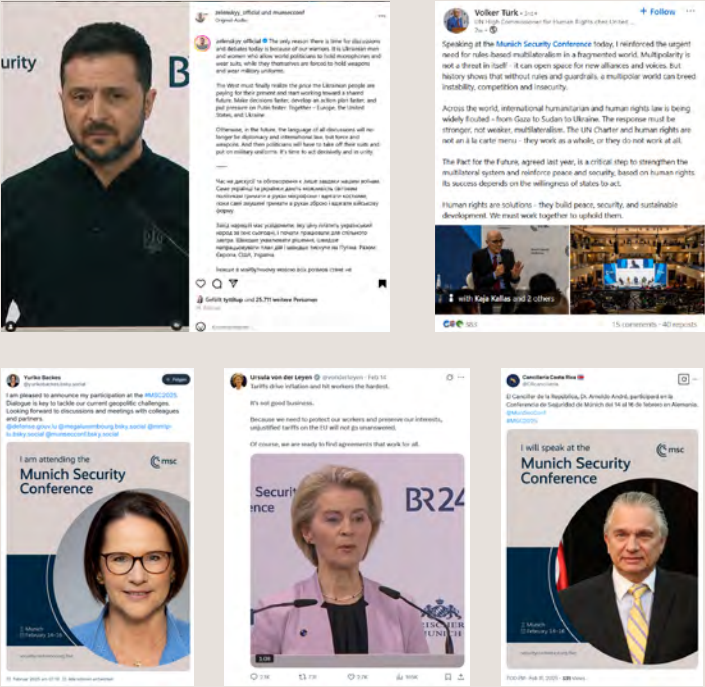
# Distribution

This year, for the first time, the MSC provided personalized sharepics, photo and video material, as well as additional content, such as b-roll footage, to participants, journalists, partners, and sponsors — before, during, and after the conference weekend.

More than 95% of speakers and other high-ranking participants received individualized media packages regarding their appearances at the MSC, resulting in high engagement by many of these guests on social media, collaboration posts with the MSC channels, and more.

Accredited journalists received daily emails with the agenda and key media events during the conference, leading to a comprehensive and interest-based overview of the conference. The MSC Media Pool offered thousands of media assets, which could be used free of charge by media outlets. Additionally, the MSC offered the opportunity to cut, download, and use clips of many main program sessions, also free of charge.

Participants Using Distributed Media



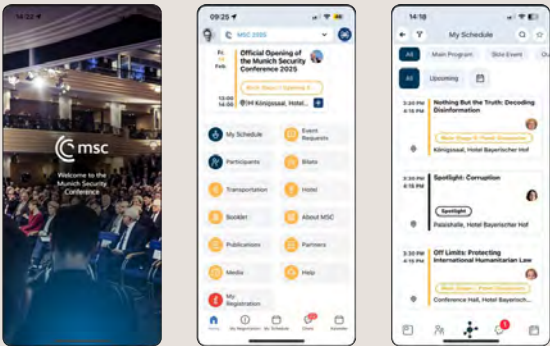


# Conferencing Platform

During the conference weekend, the MSC conferencing platform was an important tool for keeping participants organized, connected, and informed. The MSC News account sent out push notifications to ensure no updates were missed, including open studio opportunities, notices on the Munich Security Report, and events like the Politico Pub.

Further, participants had access to trailers, highlight videos, and an explanatory video on navigating the MSC program. The media toolkit, also available in the app, consolidated all essential information on press opportunities, studio facilities, and social media engagement. Additionally, the platform served as a key distribution tool, offering sharepics for download. All these adjustments aimed to make the experience as smooth as possible for participants, tailoring the service to their needs and enhancing their overall conference experience.

Sample Screens  
Conferencing Platform





# Discussion Format: Townhall

In partnership with the Federal Ministry for Economic Cooperation and Development of Germany (BMZ), a total of nine Townhalls addressed economic and strategic development, humanitarian crises, climate-induced migration, food insecurity, and the global gender backlash. All Townhall sessions were streamed live on the MSC website and YouTube channel, with some also available on X. Recordings of these sessions were made accessible afterwards. Additionally, discussion panels were covered through live-tweeting and selected video clips were published on X.

## Overview

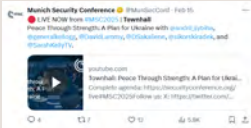
> 425,300

total impressions /  
+ 102.5% compared to 2024

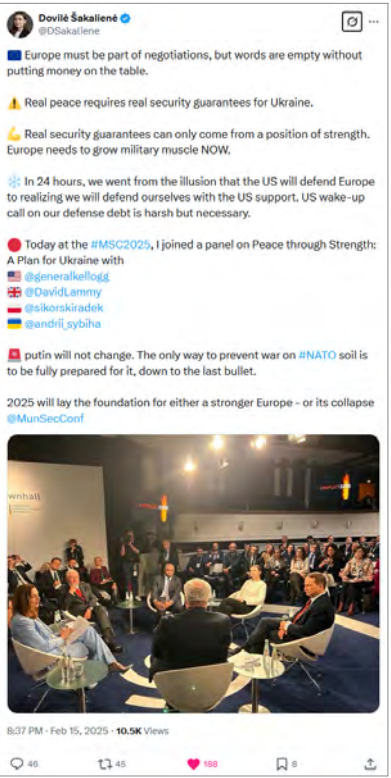
> 60,300

livestream views /  
+ 61% compared to 2024

## Sample Townhall Posts



## Communication Activities of Participants



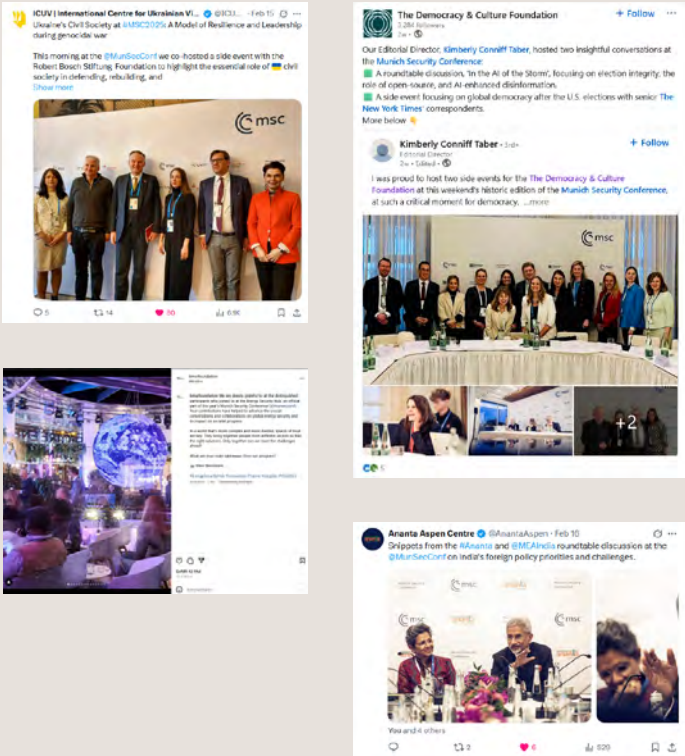
# Activities Beyond the Main Program

In addition to the main program, the MSC covered other engagement opportunities available to participants and the public on the sidelines of the flagship conference, such as side events and public events.

## Side Events

Side events offer the unique opportunity for leading institutions to host debates and discussions within the framework of our flagship main conference. Many renowned think tanks, government institutions, civil society organizations, and partners from the private sector have made use of this platform at the MSC 2025, enjoying direct access to an exclusive community of decision-makers and key experts.

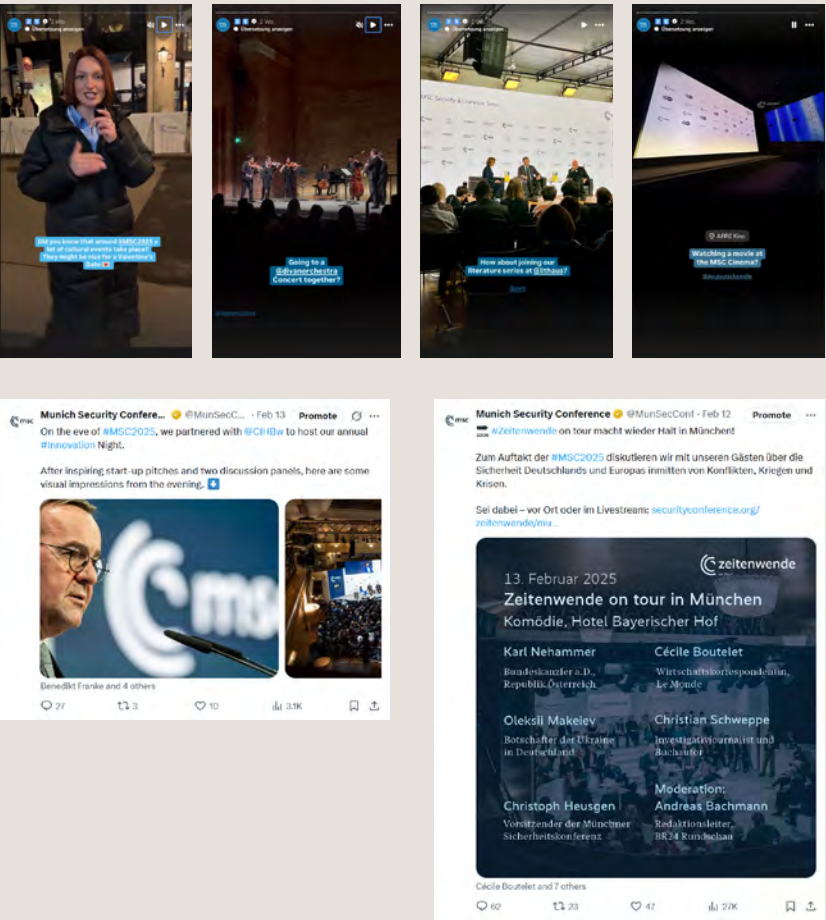
Sample Communication Activities Side Events



# Public Events

The public events offered the opportunity for the general public to participate firsthand in the debates of the Munich Security Conference. This year's events — the MSC Concert, the Zeitenwende on tour, the MSC Cinema, the MSC Innovation Night, and Security and the Literature Series meets “ZEIT Gespräch on tour” — took place with our partners Die Zeit, Literaturhaus Munich, Bundeswehr Cyber Innovation Hub, and ARRI Cinema.

Sample Posts Public Events







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