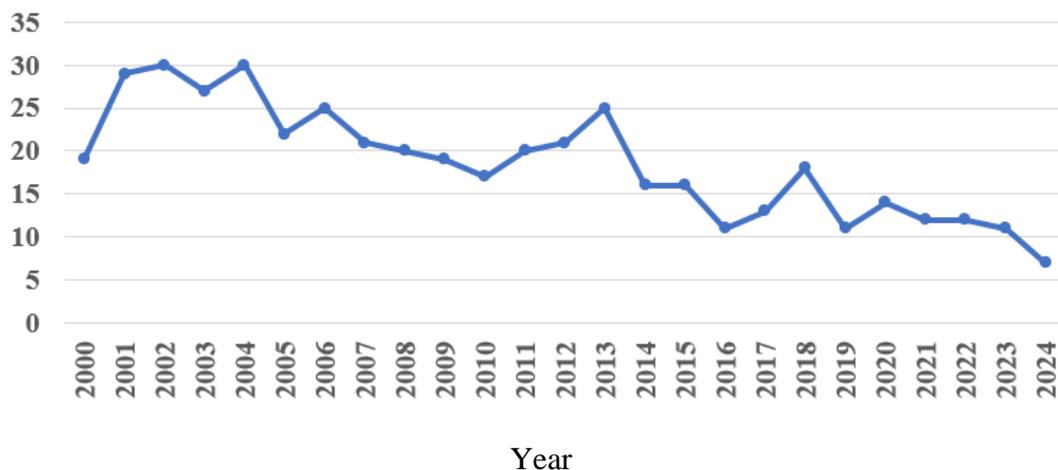


2024 LIVAC Pan-Chinese Newsmakers Roster & LIVAC 25-Year (2000-2024) Pan-Chinese Roster Review

I. LIVAC 2024 BJ-HK-TW Newsmaker Ranking

Xi Jinping, Lai Ching-te, and Ma Ying-jeou Lead the Way

2024 is a year of great changes, marked by global political unrest and unexpected developments. There was the contentious U.S. presidential election, conflicts raged in Ukraine and the Middle East, and leadership changes occurred in several countries. In Beijing, Hong Kong, and Taiwan, political and economic events unfolded rapidly, each with distinct highlights. While these events brought specific individuals into the spotlight and local news rankings, there is an unpredicted new record of only seven individuals who made it onto the "Pan-Chinese Newsmakers Roster," (see Figure below).



Number of individuals in the LIVAC Pan-Chinese Newsmakers Roster (2000-2024)

Record Low

The "LIVAC Newsmakers Roster" began in 2000 and the highest number of names in the roster was 30 in 2002 and 2004, and the lowest was 11 in 2016, 2019, and 2023. However, 2024 set a new low, with only seven individuals featured. Despite numerous international and regional events, many newsmakers failed to gain sufficient cross-regional media attention.

For instance, Joe Biden and Donald Trump dominated discussions in Hong Kong and Taiwan, but not Beijing, and so they are excluded from the Pan-Chinese roster. Similarly, Hong Kong trials under the National Security Law received scant coverage in Beijing and Taiwan. Likewise Chinese diver Quan Hongchan's Olympic triumph was ignored by

Taiwanese media, thus disqualifying her from the Pan-Chinese roster. Events such as the fall of Syria's Assad and the Israel-Hamas conflict also failed to gain sufficient media attention. This trend indicates a declining common perspective across the Taiwan Straits in 2024, with more focus on domestic affairs and reduced attention to external or international events.

The 2024 Figures

The seven figures featured on the Pan-Chinese roster included Xi Jinping and Wang Yi from **China**, William Lai Ching-te and Ma Ying-jeou from **Taiwan**, Vladimir Putin from **Russia**. Emmanuel Macron from **France** and Lee Hsien Loong from **Singapore**. The inclusion of Ma Ying-jeou, Macron, and Lee Hsien Loong was related to their visits to China. William Lai Ching-te and Ma Ying-jeou's presence highlighted the major factions within Taiwan's internal politics. Singaporean Senior Minister Lee Hsien Loong's visit to Beijing at the end of the year attracted common attention in Hong Kong and Taiwan, underscoring his lasting influence in the regions, much like his father, Lee Kuan Yew.

Regional Newsmaker Rankings

Beijing: Xi Jinping, Li Qiang, and Wang Yi Lead

As in previous years, Beijing's top 25 newsmakers was dominated by political figures, with Xi Jinping maintaining the top spot. Others included Politburo heavy weights like Wang Yi, Han Zheng, He Lifeng, and Wang Xiaohong, along with Peng Liyuan, the First Lady. Newly appointed Macau Chief Executive Sam Hou-Fai also made the list after his inauguration, widely covered by the media which drew comparisons with Hong Kong's earlier election.

Kazakhstan and Tajikistan presidents Tokayev and Rahmon made it to the list after Xi Jinping's visits to their countries. Surprisingly, Beijing media paid relatively little attention to U.S. election news or the Ukraine and Middle East. Notably Vladimir Putin ranked 37th, with Trump and Biden absent. Athletes like Zhang Zhizhen and Zheng Qinwen broke into the top 25, signaling sports figures' rising prominence.

Hong Kong: Trump, Biden, and Xi Jinping Lead

Political leaders from Beijing, the U.S., and Taiwan dominated the top 25, in addition to key Hong Kong SAR officials. Global figures such as Elon Musk, Emmanuel Macron, and Benjamin Netanyahu were also recognized. Sports and entertainment personalities like Keung To, Raymond Lam, Siobhan Haughey and Argentina's Lionel Messi stood out, showcasing Hong Kong media's broader international coverage.

Taiwan: Lai Ching-te, Trump, and Ko Wen-je Lead

Taiwan's new leader William Lai Ching-te topped the list, followed by Ko Wen-je, whose corruption scandal dominated headlines. U.S. figures Donald Trump, Joe Biden, and

Kamala Harris, along with Xi Jinping and South Korea's Yoon Suk-yeol, also made the list, reflecting Taiwan's focus on domestic politics and some major international events. Political turmoil and global affairs overshadowed sports and cultural figures.

II. A 25 year review of the LIVAC Pan-Chinese Newsmakers Roster

First published annually in 2000, the LIVAC Pan-Chinese (Beijing, Hong Kong, and Taiwan) Newsmakers Roster marked its 25th year in 2024. Over this quarter-century of significant global changes, the roster has featured around 1,000 individuals annually, totaling over 15,000 names. Yet only 81 have appeared at least twice, highlighting a possible limit on the active players on the world stage.

Powered by big data and AI analysis of major media outlets, the roster highlights individuals' activities and influence. While rankings reflect personal prominence, they also reveal societal trends, showcasing the global standing of the countries, industries, or causes behind these figures. Personal influence often mirrors the broader power and impact shaping the world.

81 top newsmakers from the last 25 years

Focus on USA more than Russia

Among these 81 individuals, the one with the highest exposure rate is Russian President Vladimir Putin (18 years). For nearly two decades, Putin has been a main figure on the world stage. Following Putin are Chinese leaders Xi Jinping (16 years), Hu Jintao (11 years), Li Keqiang (10 years), and Jiang Zemin (9 years), reflecting China's important role in world politics.

Although the terms of U.S. presidents are limited to two terms (8 years), U.S. leaders like George W. Bush (10 years), Barack Obama (9 years), Joe Biden (7 years), and Donald Trump (6 years) have all made the list. When added together their sum exceeded that of Putin but less than the leaders in China. This indicates that in the Pan-Chinese context, interest in U.S. exceeds that for Russia through less for Chinese, since these American leaders appear on the list more frequently than Putin. There comes Japan's Shinzo Abe (8 years) and North Korea's Kim Jong-il (8 years), who demonstrate that both Japan and the Korean Peninsula hold important positions in the Pan-Chinese context. Interestingly, former Taiwanese Leader Chen Shui-bian (7 years) made the list, likely due to media focus not just on his political activities but also on his corruption scandals, while sports star Yao Ming (9 years) is a rare non-political inclusion.

Over the past 25 years, the shared focus of the Pan-Chinese region has predominantly been on political figures. The most attention has been on China, followed by the United States,

and then Russia, Japan, and the Korean Peninsula. This shows a clear regional concentration of interest in political leaders. China leads with the most representatives (21), followed by the U.S. (14), Japan (8), Taiwan (8), South Korea (4), and the U.K. (3). Notably, only two Hong Kong Chief Executives, Carrie Lam and Tung Chee-hwa made the list, which raises interesting questions for further consideration.

Among the 81 individuals, 70 are political figures, 8 are sports stars, and no entertainment figures made the list. Gender diversity is limited, with only 7 women, which is less than 10%. Some figures who once dominated their fields, like China's astronauts or U.S. entrepreneur Elon Musk, did not make the list. When comparing the individuals who appeared in both the first 12 years (2000–2011) and the last 13 years (2012–2024), the results reveal that 20 individuals appeared in both periods, while 41 from the earlier period disappeared, and 20 new figures emerged, highlighting the uneven turnover rate in the world stage.

The LIVAC roster

The "2024 LIVAC Pan-Chinese Newsmakers Roster" is based on the "LIVAC Chinese Synchronous Corpus," (LIVAC) developed by Professor Benjamin Tsou Ka-yin, an emeritus professor from the Department of Translation and Linguistics of the City University of Hong Kong. Launched in 1995, the LIVAC corpus has processed over 2.5 billion words of newspaper data from the Pan-Chinese region. This analysis resulted in a comprehensive Chinese dictionary with nearly 2.5 million entries. The "Newsmakers Roster" began in 2001, compiling the most-mentioned individuals in Hong Kong, Taiwan, Beijing, and other Chinese-speaking regions every two weeks. The top 25 individuals from these biweekly lists are featured in the "Biweekly Newsmakers Roster," and their annual totals form the basis for the "Annual LIVAC Pan-Chinese Newsmakers Roster." This methodology helps to track the shared focus and consensus across Pan-Chinese region over the last 25 years.

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