

# ESMO 2022: How Did An Oncology Congress Manage to Create Media Buzz?

Media Analysis Summary



This year's European Society for Medical Oncology (ESMO) Congress was closely followed by specialised pharma outlets and managed to generate interest in daily media as well.

It's usually attended by 25,000 participants and presents the latest scientific developments in basic, translational and clinical cancer research and contextualises new findings for practical implementation in everyday patient care.

## Top 5 cancer types in the ESMO 2022 debate by share of voice



31%

Lung cancer



22%

Breast cancer



16%

Colorectal cancer



11%

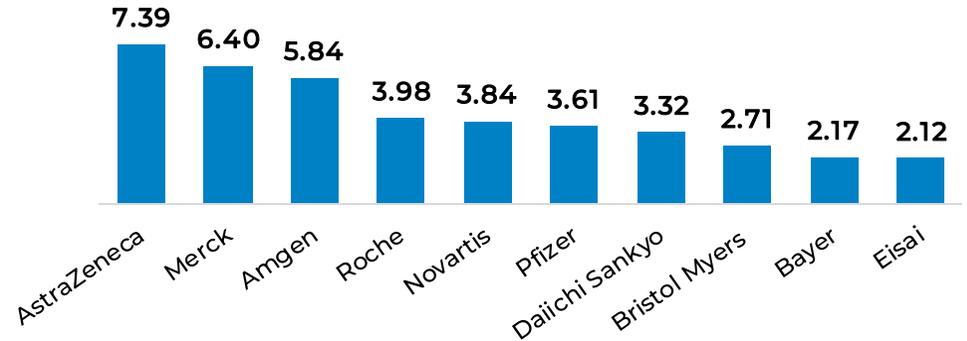
Melanoma



7%

Brain cancer

## Top 10 organisations in the ESMO 2022 debate by media impact score



**AstraZeneca** attracted media interest with its announcement that it is aiming to more than double its portfolio of new cancer drugs by the end of this decade, seeking the top spot in the world's most lucrative category of medicines.

## 5 takeaways from the oncology congress ESMO 2022

- Lung cancer received the most headlines
- Oncology got a sustainability narrative
- KRAS had its moment
- AstraZeneca became most influential as it aims to be oncology leader
- Early cancer detection with blood tests was framed as a game-changer

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