



COVERAGE ANALYSIS REPORT

How UEFA's letter to FIFA was covered

A structural reading of 22 articles, by type of outlet.

PREPARED BY

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PREPARED FOR

Sample, built on public coverage

SAMPLE REPORT

October 25, 2026. This sample shows what a Coverage Analysis Report looks like. It describes how the articles are written, not who is right in the matter, and not whether any party or outlet is right or wrong.

At a glance

22 articles from 15 outlets, read by Frametra's on-device engine across six structural signals.

78

average structural score,
range 51 to 93

18 of 22

articles with no charged
words at all

31–100

range in source attribution
scores across articles

16 of 22

articles with full claim
restraint

WHAT THE NUMBERS SHOW

- 1 The tone was measured.** Neutral language averaged 98.2 out of 100, and every article scored 79 or above. 18 of the 22 articles used none of the engine's charged words. The most charged was an analysis piece with seven.
- 2 Length mattered a great deal.** The 14 articles under 600 words averaged 64 on sourcing; the 8 at 600 words or more averaged 39. Every article of 800 words or more scored 54 or below. The three longest scored 54, 38 and 31.
- 3 The same headline, with different sourcing.** Four outlets ran versions of "UEFA demands answers from FIFA over Infantino presidency". Their sourcing scores ranged from 37 to 75, though all four ran under 330 words.
- 4 The best-sourced pieces were short.** Source attribution ran from 31 to 100, with 12 articles below 50 and 4 at 80 or above. The two scores of 100 were two copies of the same report on FIFA's reply, at 344 and 364 words. Two ESPN pieces scored 88.
- 5 Claims were firmer in general news than in sports media.** General and international news averaged 96 on claim restraint and sports media 81. The lowest scores were 0 for a 270-word item, then 51, 66 and 68. The engine counts words such as "claims" and "reportedly" against this signal, which is common when each side's account is relayed.

SOURCING AND LENGTH, BY TYPE OF OUTLET

Sports media	<div><div></div></div>	58 sourcing · 673 words
General and international news	<div><div></div></div>	57 sourcing · 401 words
Football trade and aggregators	<div><div></div></div>	44 sourcing · 613 words

How to read these scores. They describe how an article is built: its sourcing, wording and evidence. They do not say whether an article is accurate, fair or well-intentioned, and they are not grades.

The six signals, across all 22 articles

Average score for each signal, out of 100. Weights show how much each signal counts toward the structural score.



BY TYPE OF OUTLET

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
Sports media	10	673	79	58	81	82	0.1
General and international news	8	401	80	57	96	75	0.1
Football trade and aggregators	4	613	73	44	88	77	2.2

Football trade and aggregators has four articles, too few to compare on its own with confidence.

BY ARTICLE LENGTH

	ARTICLES	AVG WORDS	SCORE	SOURCING	CLAIM RESTRAINT	EVIDENCE	CHARGED WORDS
Under 600 words	14	329	80	64	89	70	0.1
600 words or more	8	973	76	39	85	94	1.1

Sourcing = source attribution. Evidence = figures and direct quotations. Charged words = average count per article.

Outlet by outlet

All 22 articles, grouped by type of outlet. Scores out of 100; values below 50 are shown in amber.

OUTLET	HEADLINE	WORDS	SCORE	SRC	LANG	CLM	HDG	EVD	ACT
Sports media (10 articles)									
sports.yahoo.com	UEFA Sends Infantino 42 Questions, Including Why He Received £1...	669	75	36	100	68	95	100	97
sports.yahoo.com	UEFA gives FIFA two-week deadline to release Infantino documents	270	51	42	100	0	60	65	97
sports.yahoo.com	Uefa gives Infantino two-week deadline to release key documents	1361	79	54	98	66	91	100	96
sports.yahoo.com	FIFA to answer UEFA about controversies under Infantino – but n...	340	84	68	100	100	69	65	99
sports.yahoo.com	Fifa says it will answer Uefa questions over Infantino controve...	344	93	100	100	100	69	65	98
sports.yahoo.com	FIFA president Gianni Infantino faces deadline over abandoned W...	853	71	37	100	77	63	76	98
allfootballapp.com	UEFA writes to FIFA demanding answers over Infantino's presiden...	1053	81	34	100	100	98	100	97
espn.com	UEFA demands FIFA explain Infantino's World Cup sell-off plan,...	372	89	88	100	100	40	85	99
espn.com	FIFA 'intends' to answer UEFA questions but won't 'breach confi...	371	89	88	100	100	65	65	99
skysports.com	UEFA writes letter to FIFA demanding answers over Gianni Infant...	1101	80	31	100	100	98	100	96
General and international news (8 articles)									
aol.com	Fifa will answer Uefa questions over Infantino controversies, b...	364	93	100	100	100	65	65	98
dawn.com	UEFA demands answers from FIFA over Infantino presidency	270	82	71	100	100	71	76	100
lufkindailynews.com	Soccer-UEFA demands answers from FIFA over Infantino presidenc'	225	73	42	100	100	73	69	100
citizen.digital	UEFA demands answers from FIFA over Infantino presidency – repo.	300	77	37	100	100	64	81	100
tribune.com.pk	UEFA demands answers from FIFA over Infantino presidency	325	90	75	100	100	90	85	98
gulfnews.com	UEFA gives Infantino 14 days to disclose key documents	303	83	54	100	100	97	69	98
modernghana.com	Gianni Infantino: Uefa gives Fifa deadline to release key docum...	1255	75	38	98	72	90	100	96
bluewin.ch	FIFA President Infantino Will Provide UEFA with Answers	167	68	40	100	100	40	58	100
Football trade and aggregators (4 articles)									
profilenews.com	Gianni Infantino Faces 42 UEFA Questions Ahead of FIFA Vote	587	66	36	100	51	72	71	98
insideworldfootball.com	UEFA piles pressure on Infantino for answers to fundamental fin...	821	69	37	79	100	52	74	97
insideworldfootball.com	FIFA says it will answer UEFA's 42 questions but fails to 'resp...	370	77	58	86	100	62	62	98
newscord.org	UEFA Sets Nov. 2 Deadline for FIFA to Answer Infantino Governan...	674	81	44	100	100	65	100	99

Src source attribution · Lang neutral language · Clm claim restraint · Hdg calibrated hedging · Evd evidence signals · Act active voice

What a communications team can take from this

- **Where the tone held.** Neutral language was high in the first two groups (100 for sports media and 100 for general news) and lower in football trade and aggregators (91), where the seven-charged-word analysis piece sits.
- **Where the articles differed.** Sourcing, and most clearly by length. The longer pieces named fewer sources per word than the short news items, and the same headline carried different amounts of sourcing at different outlets.
- **Where the language firmed up.** The lowest claim restraint scores came from short items in sports media. That is common when an article relays what each side said in a dispute.
- **How a team can use this.** The length and sourcing columns show which pieces a reader is likely to meet first and which give a named source for what they say, so a team knows where a statement or correction would matter most.

WHAT THIS SAMPLE DOES NOT COVER

This sample uses Frametra's free on-device engine, which reads each article's wording. It cannot say **who was quoted, how often sources were anonymous, whose voices were missing (the organisations involved, their member associations, officials), or whether a claim is supported**. A full Coverage Analysis Report adds a person-checked read of those questions, with the exact sentences behind each finding.

WHAT A FULL REPORT INCLUDES

- Up to 30 or 50 articles about your subject, by outlet, with a written comparison
- Source patterns, anonymity rates and missing voices, with the evidence behind each finding
- Editorial language trends over time
- A check by a person before delivery

METHOD AND LIMITS

Each article was read from the public web page by Frametra's free engine, on the reader's device, and scored on six signals: source attribution (28% of the score), neutral language (25%), claim restraint (20%), calibrated hedging (10%), evidence signals (10%) and active voice (7%). Articles under 300 words carry a small length adjustment. Source attribution reflects the variety of attribution wording and linked citations relative to article length, so longer articles need more to score the same. Claim restraint falls when an article uses words such as "claims", "alleges" or "reportedly". The charged-word list is built for news wording and can flag terms that are descriptive in some stories. Of 24 links, one did not return readable text and two pointed to the same article, leaving 22. The sample is a selection of public articles collected on October 25, 2026, not every article published, and it mixes wire copy, sports reporting and trade commentary, which are built differently. Compare groups of articles rather than single pages.

Frametra reports are an analytical aid. They are not legal, journalistic, medical or professional advice.