



WORLD
HEALTH
SUMMIT



World Health Summit 2025

Media Report



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Table of Contents

- 01 Leadership View:**
The Story Behind the Data **03**

- 02 World Health Summit 2025:**
Media Impact at a Glance **04**

- 03 Reaching the World:**
Our Communications Pathways **05**

- 04 Media Coverage:**
Amplifying Our Message **06**

Earned Media **07**
Media partnerships **15**
Owned Media **19**



Leadership View: The Story Behind the Data

In a world facing divisions, shifting geopolitics, and growing uncertainty, platforms for dialogue and trust-building are more important than ever. The World Health Summit exists to foster exactly that: open exchange, collaboration across sectors, and collective action to improve health worldwide. The global attention the World Health Summit 2025 received reflects its growing international recognition as the leading platform for global health. International media coverage doubled, social media reach and engagement grew strongly, website traffic rose, and livestream audiences increased more than two-fold. This growing resonance is more than just a reflection of numbers: It shows that the world is listening,

engaging, and contributing to the conversations that shape global health at such a critical point in time. For us, this is both encouragement and responsibility. It reinforces our role as a trusted platform for dialogue and partnership. It reminds us that visibility matters most when it helps connect ideas, people, and organizations that can make a difference. As we look ahead, we remain committed to strengthening this platform to enable exchange where divisions grow, and cooperation where trust is fragile. Together, we can continue to turn dialogue into action and build a healthier, fairer, and more connected world.”

CARSTEN SCHICKER
CEO, World Health Summit

World Health Summit 2025 Media Impact at a Glance

26%

Follower growth across
WHS social media platforms
since 2024

210,000

Page visits of the WHS website*

650+

Social media posts
on WHS channels*

45,000+

Livestream views

1.2+
million

Total impressions across
WHS social channels*

2,900+

Media Reports*

1,700

WHS 2025 app
downloads

140

Accredited journalists
from 25+ countries at
WHS 2025

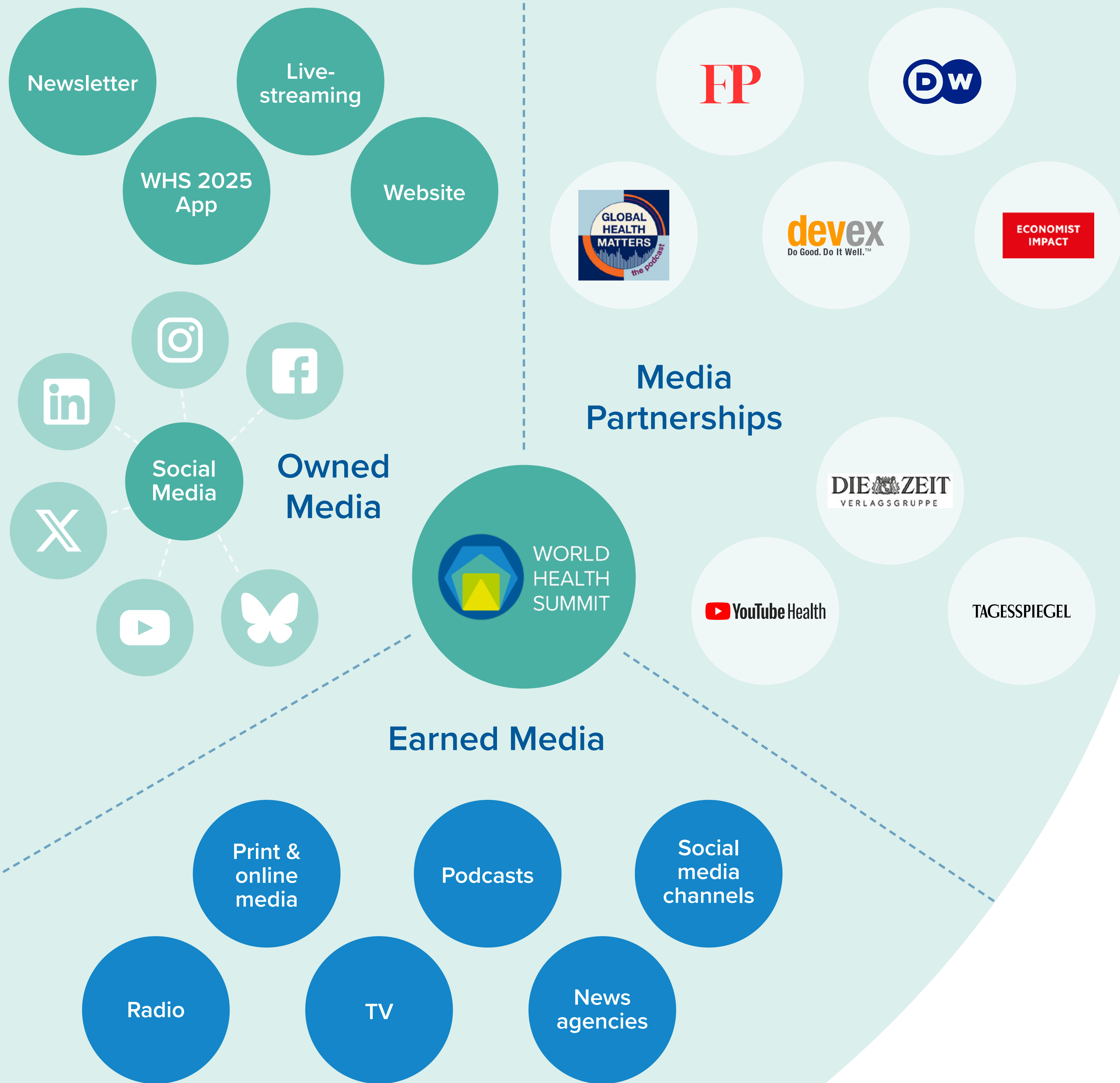
12,700

WHS News
subscriptions

2,100+

Uses of the #WHS2025
social media filter for
speakers and participants

* in October 2025



Reaching the World: Our Communications Pathways

The World Health Summit engages global audiences through a strategic, multi-channel communications approach. Combining independent media coverage, strong partner collaborations, and our own digital platforms, we reach decision-makers, experts, and the public across regions and sectors. This integrated strategy ensures that key discussions, expert insights, and event highlights resonate globally. Through a proactive, globally-oriented media strategy, the World Health Summit is positioned as a trusted and authoritative voice in global health and beyond.

Media Coverage: Amplifying Our Message

The World Health Summit 2025 captured worldwide attention, amplifying new insights and commitments that shaped the global health agenda. Through earned media, owned channels, and strategic media partnerships, the Summit expanded its reach and reinforced its role as a leading global platform for dialogue and action.

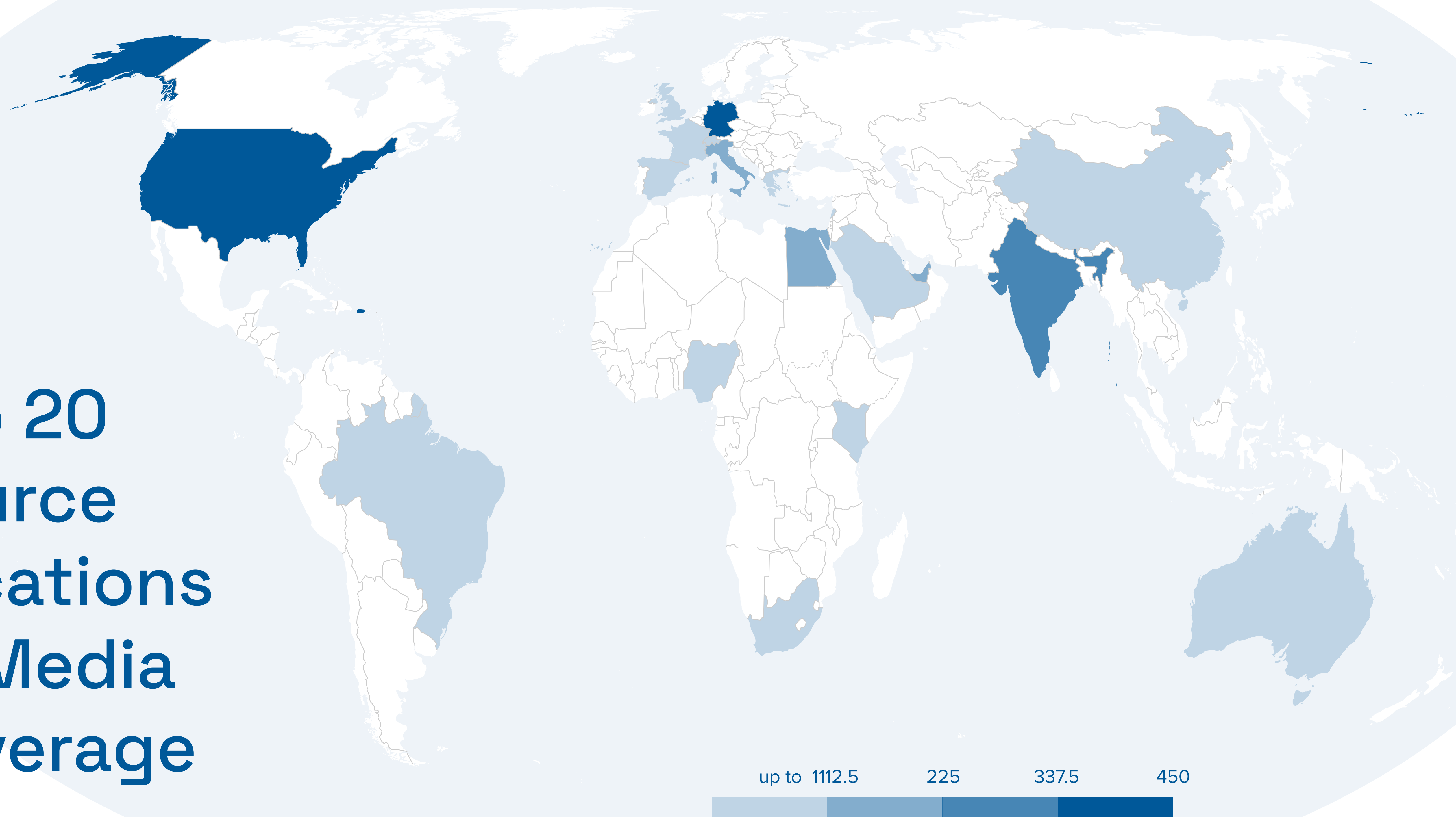


Earned Media

From print to radio, television, and social media, international outlets and public dialogue amplified the Summit's messages and outcomes, highlighting its global reach and relevance.

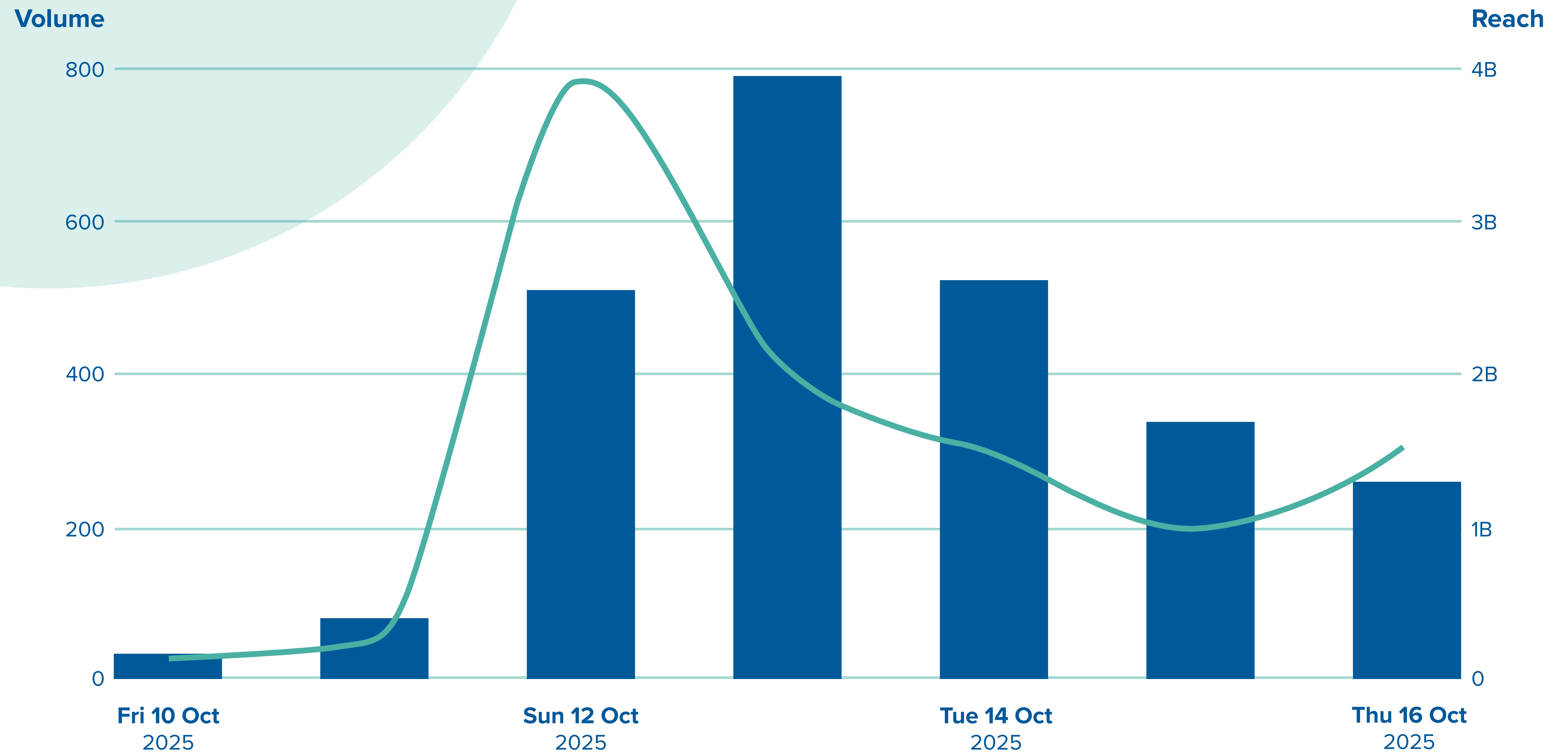


Top 20 Source Locations of Media Coverage



Volume and Reach of Media Coverage

■ Article count
■ Reach



Media coverage mentioning World Health Summit between October 10-16, 2025, and its global reach.

Selected Coverage Highlights



“Germany allocates €1 billion to support global efforts to fight AIDS, tuberculosis and malaria”

ALJAZEERA
October 13, 2025



“Health data systems to help curb cancer”

BANGKOK POST
October 18, 2025



“Today, we don’t die from ignorance, but from convenience”

BILD
October 14, 2025



“Germany calls for health to remain on G20 agenda”

BUSINESS DAY (NIGERIA)
October 13, 2025



“People worldwide are experiencing more worry and stress”

DER SPIEGEL
October 13, 2025



“Every day, an epidemic in Africa”

DEUTSCHE WELLE
October 22, 2025



“Special edition: The World Health Summit focuses on opportunity amid a funding crisis”

DEVEX
October 15, 2025



“World Health Summit CEO highlights Bangladesh’s leadership in community-based health care”

DHAKA TRIBUNE
October 17, 2025



“‘Counting deaths helps save lives’: Africa demands control over its health data after the shutdown of USAID”

EL PAÍS
October 16, 2025



“Doctors are facing a burnout crisis. Will AI help or hurt?”

EURO NEWS
October 16, 2025



“A lack of data on deaths limits public health policy, experts say”

FOLHA DE SAO PAULO
October 15, 2025



“Global Health Leaders Urge Fewer Agencies Amid Funding Crisis”

HEALTH POLICY WATCH
October 16, 2025



“Global health is in crisis – who will step in to fix it?”

NATURE
October 16, 2025



“Death rates are rising in young adults in Eastern Europe”

POLITICO
October 12, 2025



“Global security is impossible without sufficient support for global health”

STAT
October 28, 2025



“Germany commits one billion to fight epidemics”

SÜDDEUTSCHE ZEITUNG
October 12, 2025



“How U.S. funding cuts threaten health systems”

TAGESSCHAU
October 14, 2025



“UNAids is set to close in 2026 – four years early. Are experts right to be alarmed?”

THE GUARDIAN
October 20, 2025



“Express Interview | Investments in strong primary care networks important to prevent non-communicable diseases: World Health Summit President Axel R Pries”

THE INDIAN EXPRESS
October 12, 2025



“Offline: ‘People have died’”

THE LANCET
October 25, 2025



“Interview: Collaboration helps advance global health safety – Interview with World Health Summit CEO Carsten Schicker”

XINHUA NET
October 15, 2025



“Radovan pledges one billion to fight infectious diseases”

ZDF
October 12, 2025



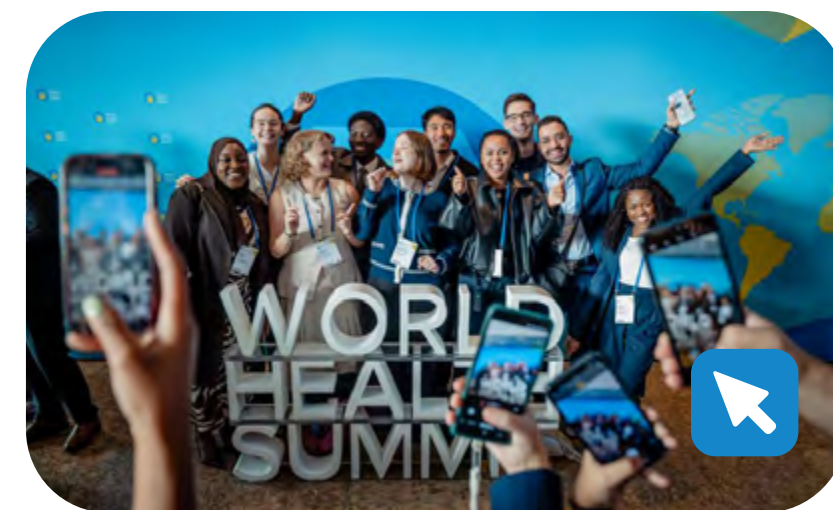
What Media, Partners and the Community Posted Online



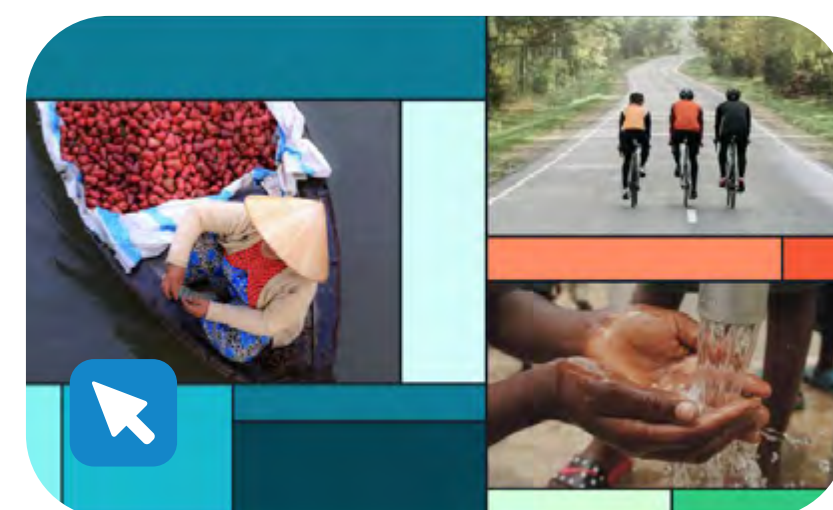
Tedros Adhanom Ghebreyesus



Coalition for Global Health Innovation (CGHI)



Institute for Health Metrics and Evaluation



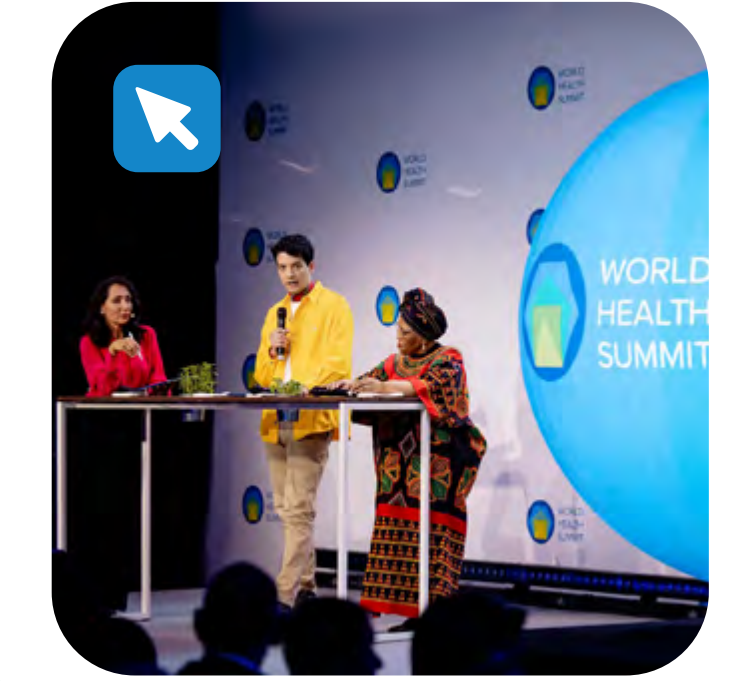
John-Arne Røttingen



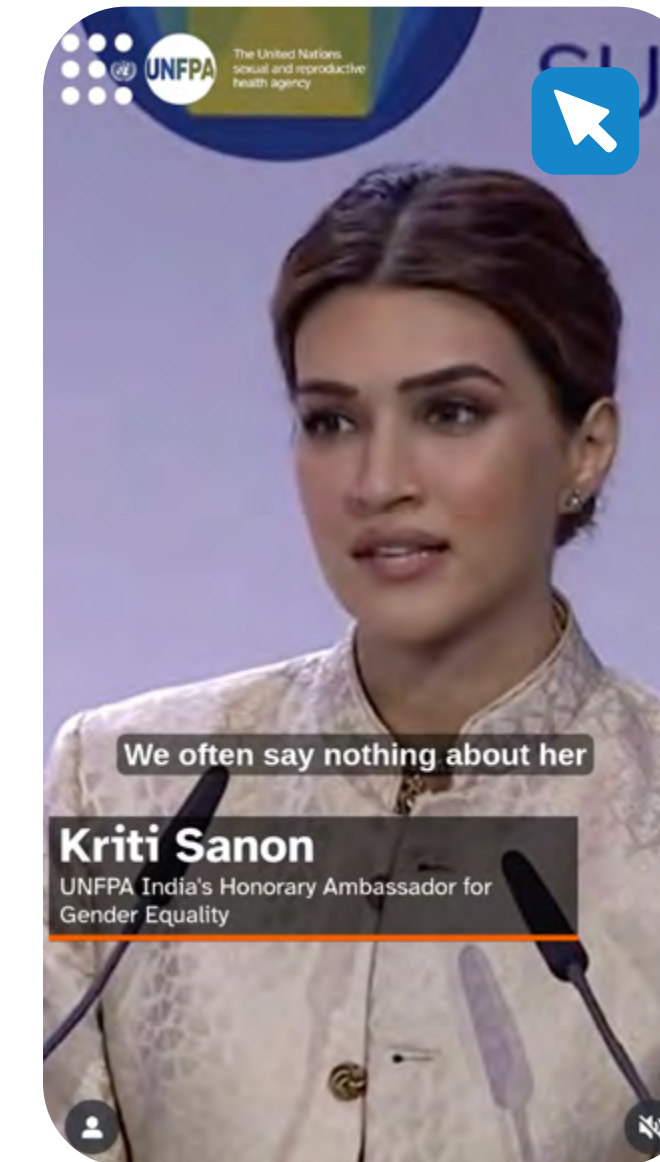
gallup



yplus_global



unfpaindia and kritisanon



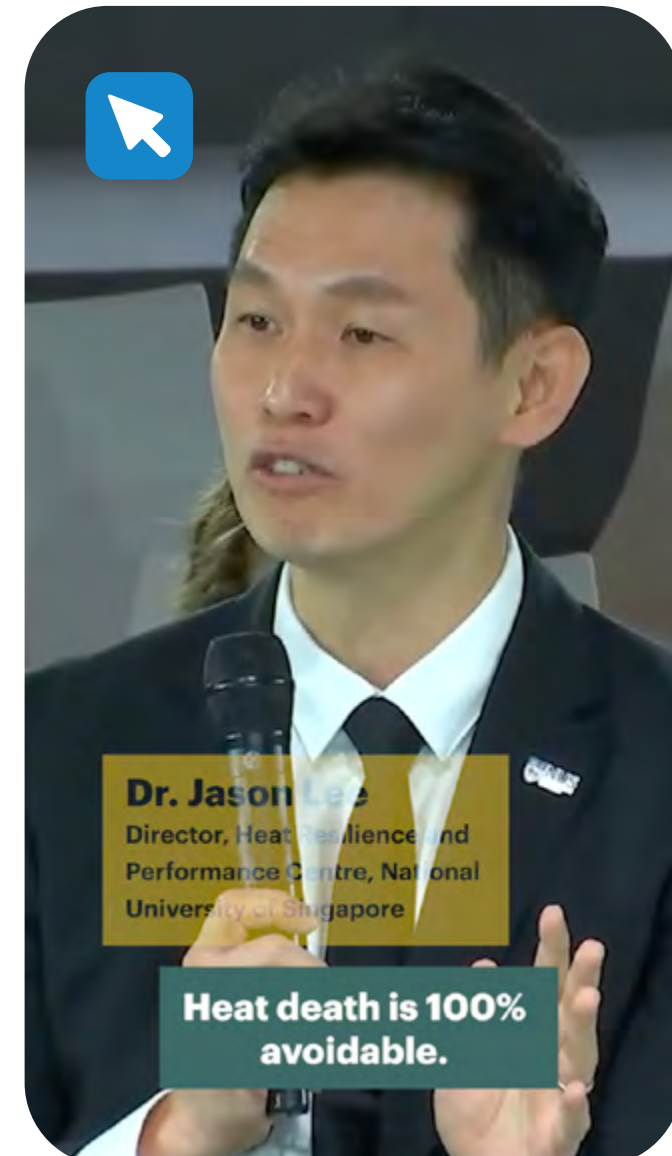
eukommission, hadjalahbib and worldhealthsummit



 **Bundesministerium für Gesundheit**



 **Rockefeller Foundation**



 **Dr. Balvir S. Tomar**



 **Kolinda Grabar-Kitarović**



 **UNFPA Executive Director**



 **The Lancet**



 **Winnie Byanyima**



 **Dr Jean Kaseya**



#WHS2025 Social Filter for Speakers and Participants

This year, we introduced the #WHS2025 social media filter for speakers and participants – a new and engaging way to connect with the community. The response was overwhelming, with participants and speakers enthusiastically using the filter to highlight their involvement and activate their community.

1,860

Uses of participant cards, covering over 40% of all participants

270

Uses of speaker cards, covering over 50% of all speakers





Media Partnerships

Through strategic collaborations with leading media outlets and broadcast partners, the Summit expanded its reach and visibility, enabling broad access to expert perspectives and fostering informed engagement among global audiences.

Media Partners



The World Health Summit remains an important convening for shaping the global health agenda – especially at a moment when financing gaps, geopolitical instability, and health system strain demand new models of collaboration. At Devex, we see WHS as a critical inflection point each year: a place where global health leaders set priorities, pressure-test solutions, and align around the transformations the sector urgently needs.”

MARGARET E.M. RICHARDSON
Senior Director of External Relations, Devex

Devex is the world’s leading independent news organization covering global development. We connect and inform over 1 million development, health, humanitarian, and sustainability professionals through news, business intelligence, and funding and career opportunities.



As a global media organization, Deutsche Welle values the World Health Summit as a vital platform for dialogue and collaboration on pressing health challenges. The WHS fosters exchange between science, policy, and society, driving solutions that resonate far beyond Berlin. Amplifying these conversations worldwide is essential to strengthening global health awareness.”

JULIA VAN LEUVEN
Deputy Corporate Spokesperson, Deputy Head of Corporate Communications,
Deutsche Welle

Deutsche Welle is Germany’s international broadcaster, offering unbiased journalism in 32 languages for a global audience and striving to reflect diverse regional perspectives. By innovating delivery channels and responding to censorship, DW works to maintain access to independent information on global health, science, and democracy. DW’s TV, online and radio services reach 337 million users every week.



ECONOMIST
IMPACT

Participating in WHS 2025 was an incredible opportunity for Economist Impact to spotlight The Health Dividend – our new initiative outlining our vision of health as an investment in growth, resilience, and equity. We explored how treating health as capital – not just a cost – can drive productivity, fiscal sustainability, and inclusive growth. In a world facing fragmentation and inequalities, this year’s Summit reinforced a simple truth: treating health as infrastructure, not overhead, is essential for any society that hopes to thrive. Policymakers and business leaders must move beyond short-term budget cycles and act to realize this ‘health dividend’ – the wide-reaching, compounding returns of a healthier population.”

AMANDA STUCKE
Principal, Health Policy & Insights, Economist Impact

Economist Impact brings together the full expertise of The Economist Group to support progress across sectors. By blending policy research with strategic communication, it engages leaders on the complex challenges of our time. With a strong focus on health, sustainability, and trade and geopolitics, Economist Impact creates platforms for informed dialogue.



FP

The World Health Summit continues to distinguish itself as one of the most dynamic and influential convenings in global health. WHS 2025 set a new benchmark – bringing together visionary leaders, policymakers, researchers, and industry experts for rigorous, forward-looking dialogue on key health issues. The Summit’s ability to bridge sectors, elevate diverse perspectives, and drive meaningful collaboration is unparalleled. Its thoughtful programming, global reach, and commitment to advancing solutions for a healthier, more equitable world make WHS an essential platform for shaping the future of global health. Foreign Policy was honored to be a media partner, contribute to the conversation, and further elevate some of the Summit’s insights to our key geopolitical audience.”

ZACH PAGOVSKI
Vice President, Strategic Partnerships, Foreign Policy

For more than 50 years, Foreign Policy (FP) has provided rigorous analysis and award-winning journalism that goes beyond the day’s headlines to explore key international issues. Through our print magazine, website, newsletters, research, events, and podcasts, FP explains how decisions on policy, security, and economics are made – and by whom – for our readers around the world.

ZEIT Publishing Group is one of Europe’s most renowned media houses with a broad digital offer and education program. The centerpiece is DIE ZEIT: With a circulation of around 630,000 copies sold and more than two million readers, the weekly newspaper is Germany’s leading quality newspaper. It is a medium of orientation and a platform for democratic discourse in our society.



TAGESSPIEGEL

In times as challenging for global health as these, the World Health Summit has truly hit its stride this year: the WHS has by now clearly become the place to be for everyone of stature and relevance in the international health community. It offers its guests not only outstanding networking opportunities, but – through its numerous high-caliber panels – scientific depth rather than superficial solutions. Our Tagesspiegel motto ‘rerum cognoscere causas’ (loosely, ‘to get to the bottom of things’) is not only a fitting guiding principle for Tagesspiegel’s quality journalism, but also an apt compass for global health debates. The WHS 2025 has demonstrated that sustainable solutions can only emerge when their root causes are understood. We are proud to be part of this exceptional conference as a long-standing media partner!”

SUSAN E. KNOLL

Publishing Director for Political Communication, Tagesspiegel

The Tagesspiegel is number one in Berlin in terms of circulation and journalistic significance, both in print and digitally. It is one of the most cited newspapers in Germany and reaches more political decision-makers in the capital than all national subscription newspapers combined. Tagesspiegel belongs to Dieter von Holtzbrinck’s DvH Medien GmbH.

Streaming Partner



YouTube Health is dedicated to making high-quality health information accessible to everyone. People all over the world use YouTube to find answers to their health questions, and experts are helping to make high-quality health information available to everyone.

WHS 2025 Partner Podcast



The Global Health Matters podcast is a forum for discussing the most important global health topics of the day. Launched in 2021, the podcast set out to fill the gap in global health podcasts and break the silos in the global health discourse. The production at the World Health Summit 2025 marked a milestone as the first-ever live-recorded episode of the series.



Owned Media

Through real-time updates, event highlights, and live session access across WHS digital platforms, the global community stays informed, engaged, and connected throughout WHS 2025 and beyond.

Website Relaunch

A New Platform for the World Health Summit

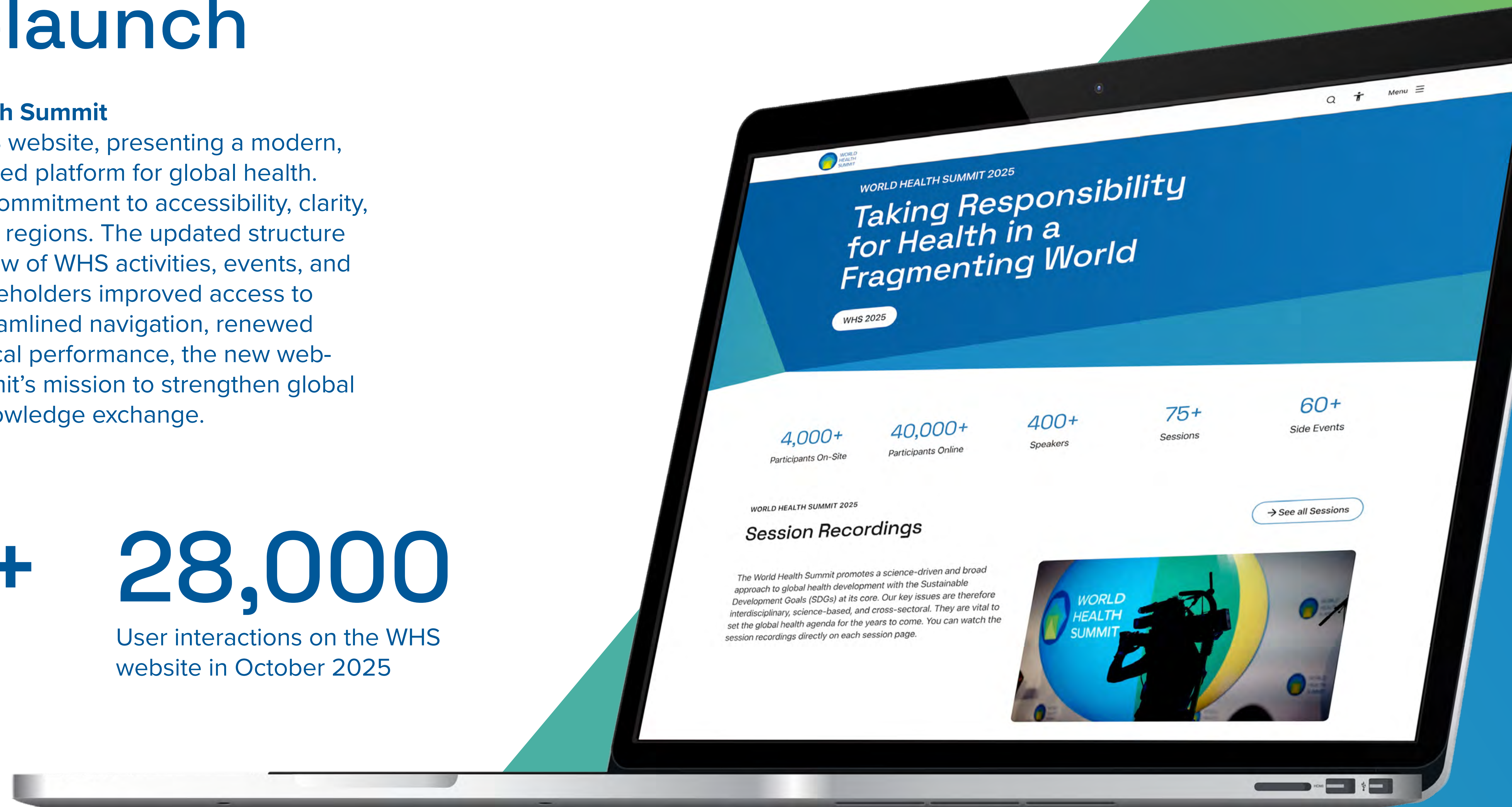
This year we launched the new WHS website, presenting a modern, accessible, and internationally-oriented platform for global health. The relaunch reflects the Summit's commitment to accessibility, clarity, and engagement across sectors and regions. The updated structure and design provide a clearer overview of WHS activities, events, and initiatives, offering partners and stakeholders improved access to information and resources. With streamlined navigation, renewed visual identity, and enhanced technical performance, the new website supports the World Health Summit's mission to strengthen global health through collaboration and knowledge exchange.

210,000+

Website views in October 2025

28,000

User interactions on the WHS website in October 2025



 Visit the website

Social Media

The World Health Summit maintains an active presence on LinkedIn, Instagram, Facebook, X, Bluesky, and YouTube to share updates, insights, and key moments from its global health activities.

77,000+

Followers across WHS social media platforms

In October 2025:

650+

Social media posts

67,000+

Interactions

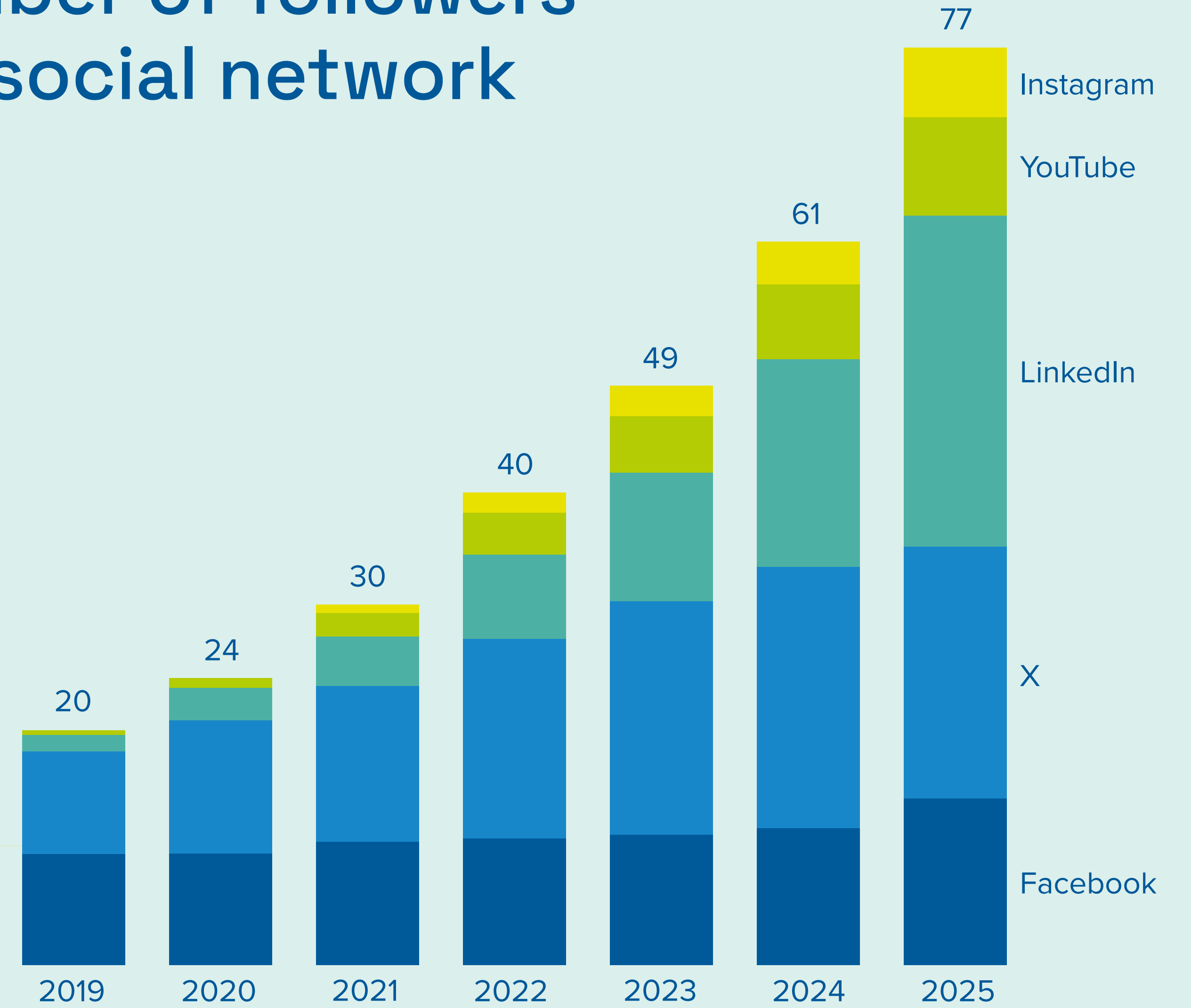
10%

Follower growth

1.2+ million

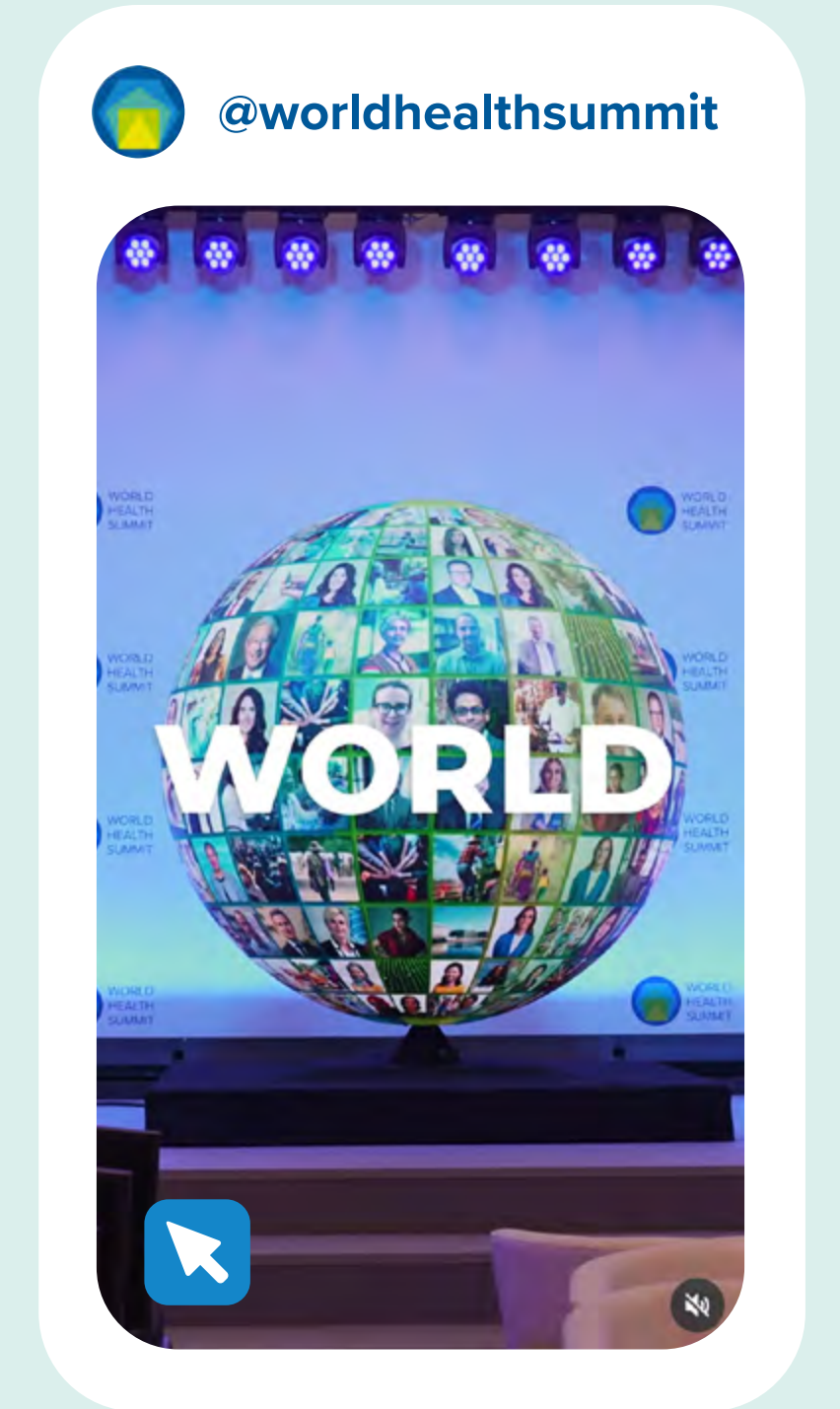
Total impressions

Number of followers per social network

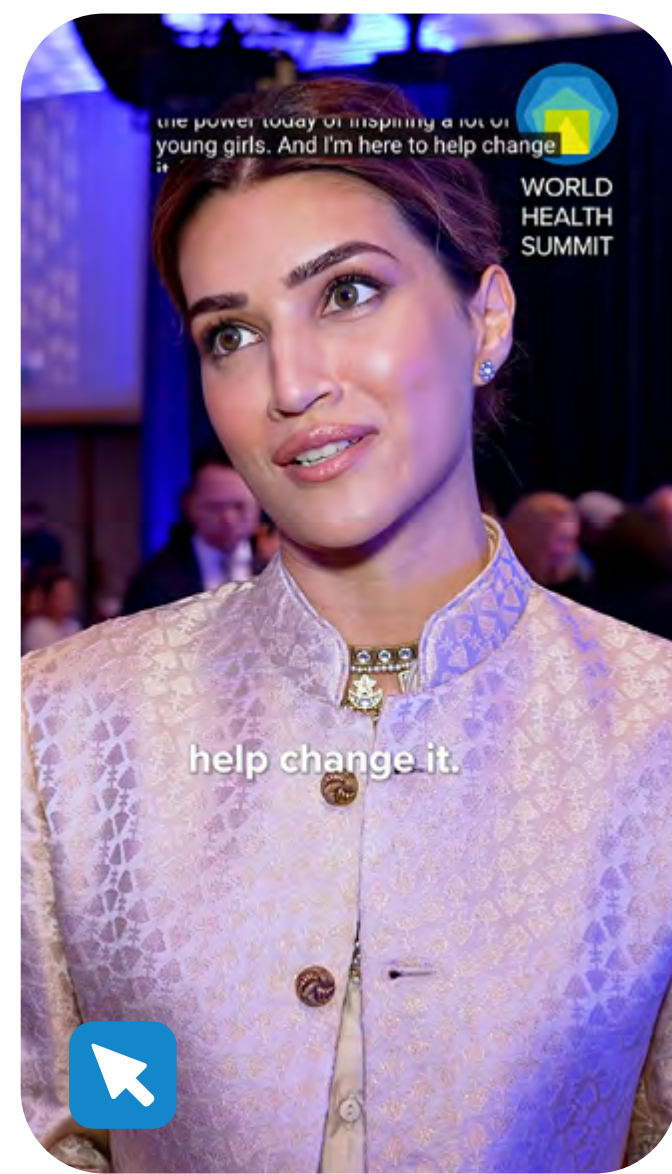


In thousands as of October 31, 2025

Social Media Highlights



@worldhealthsummit



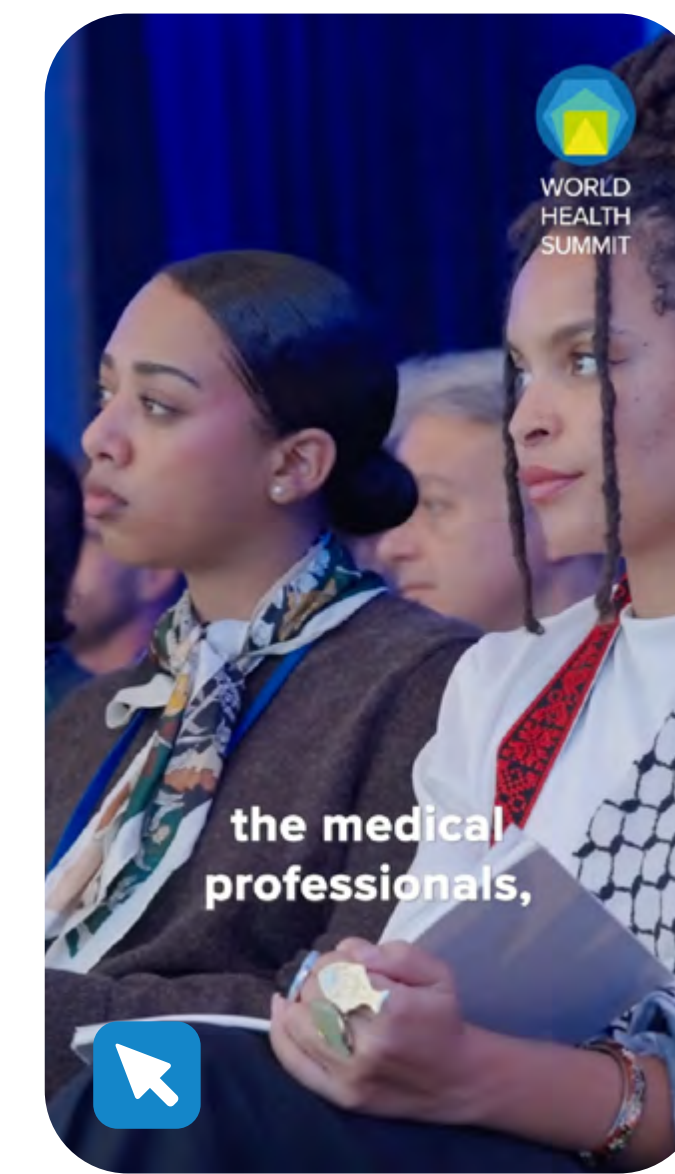
@worldhealthsummit



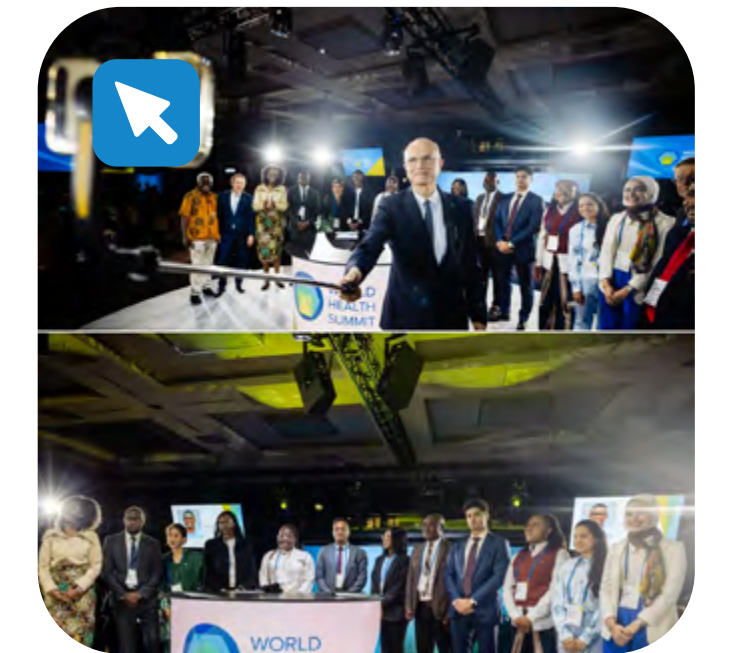
@worldhealthsummit



@worldhealthsummit



@worldhealthsummit



Streaming


Nearly all sessions of WHS 2025 were recorded and made available on the World Health Summit YouTube channel through our streaming partner YouTube Health. This partnership ensured inclusive and worldwide access, allowing audiences everywhere to follow discussions live or revisit them afterwards. By keeping content openly accessible, this approach extended reach and impact far beyond Berlin.

45,000+

Livestream views*

*October 12–November 30, 2025



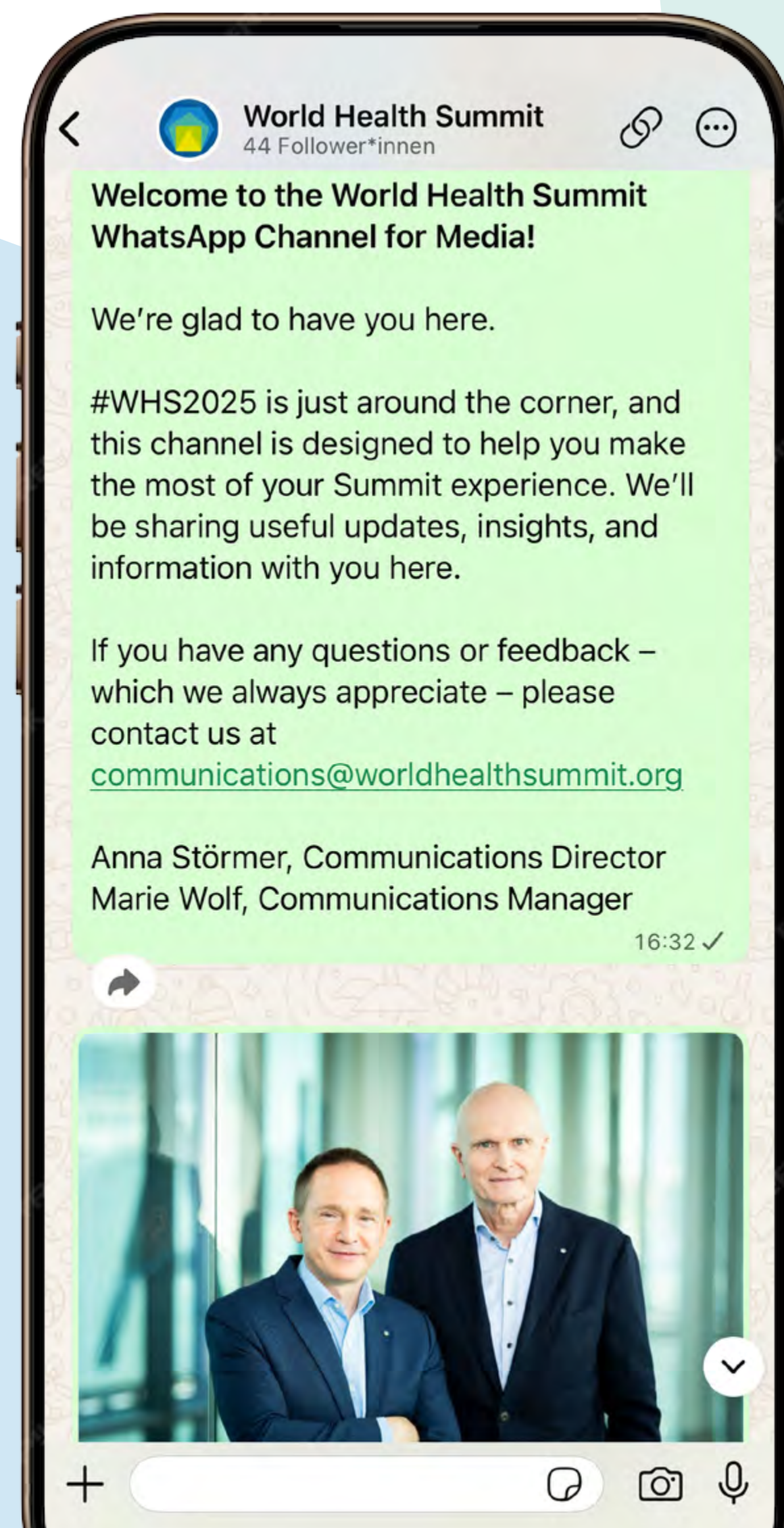
 Visit the WHS YouTube Channel

Behind the scenes of the livestream of the WHS Signature Event 2025

Enhancing Media Engagement: Media Relations and Press Outreach

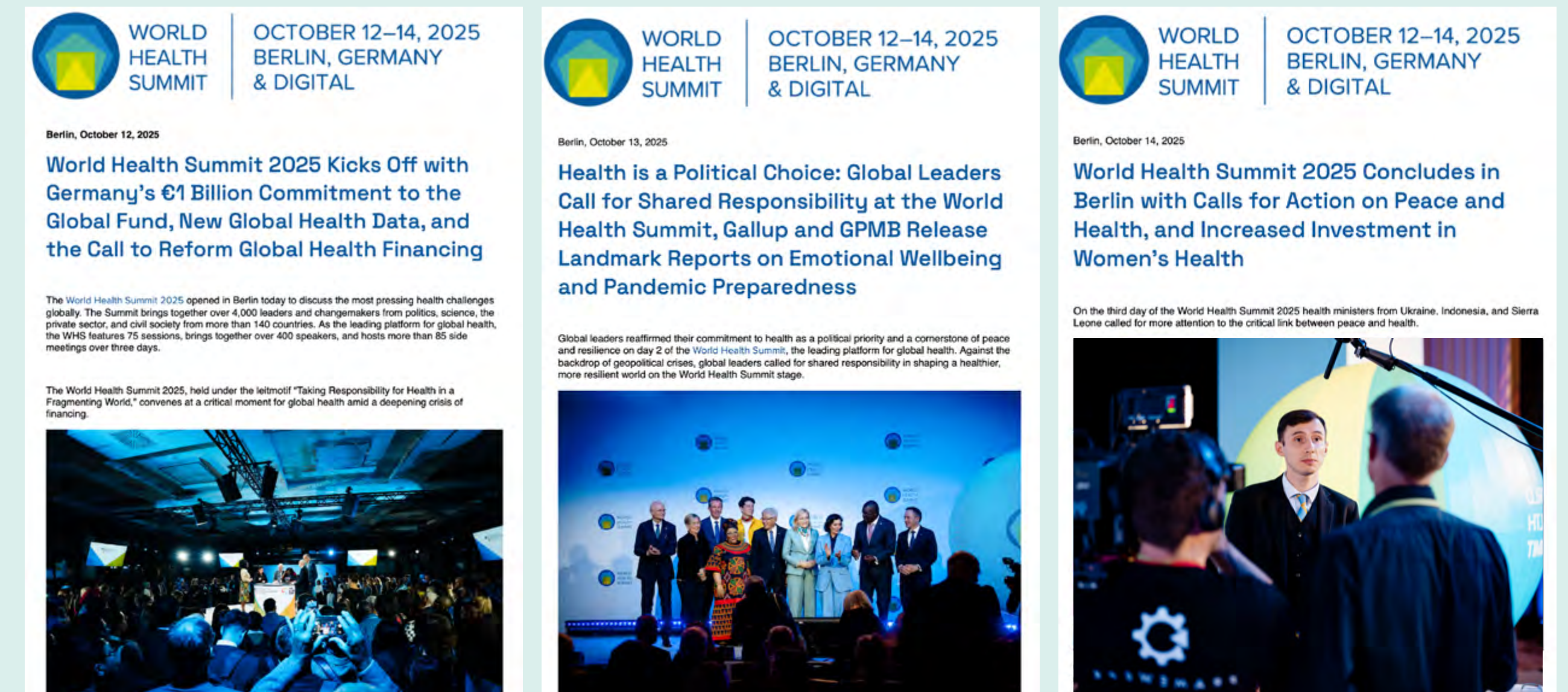
WHS Introduces WhatsApp Channel for Journalists

At the World Health Summit 2025, a dedicated WhatsApp channel for journalists on-site was introduced for the first time. This new tool provided timely updates, essential information, and practical guidance throughout the event, helping media representatives stay informed and connected.



Daily WHS Press Releases to International Media

Each day of WHS 2025, a daily summary press release was shared with international news agencies, media, and specialized outlets. These updates provided concise highlights of the WHS key discussions and outcomes and contributed to broad international media coverage. The WHS highlights were also reflected in numerous press releases issued by our partners.



Further information and resources can be found on the WHS media page.

Newsletter

WHS News: Monthly Updates Throughout the Year

The World Health Summit newsletter, WHS News, keeps the global health community informed with the latest news, event updates, and insights. Delivered monthly to subscribers' inboxes, it offers an easy way to stay up to date with the WHS and never miss important developments or opportunities to engage.

 Sign up



12,700

Monthly subscribers



Daily News During the Summit Days

During the Summit days, all participants of the World Health Summit 2025 received a daily newsletter, Daily News, providing key updates, highlights, and information throughout the summit.

-  Newsletter – Day 1
-  Newsletter – Day 2
-  Newsletter – Day 3

58%

Average open rate

Introducing the WHS App

The World Health Summit introduced an official event app offering easy access to program details, speaker and participant lists, a customizable schedule, venue maps, and more. The app was available to all participants and speakers, providing quick and convenient access to all event information. It could be downloaded from the App Store and Google Play.



Navigating the Summit became even easier thanks to the new WHS App



40%

Of registered participants used the app

4,800

Private messages exchanged via participant profiles

1,700

Total app downloads

14,000

Session saves in the program section

Imprint

Photo credits

Photo & Media Credits

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Montag, Bernd | Page 14 © Siemens Healthineers

Byanyima, Winnie | Page 14 © UNAIDS

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