





Figure S1

Major changes in the representation and presence of CC in the media over time. The press considered CC to be solely scientifically relevant until the mid-90's when it started to being perceived as a potential risk for humanity (Carvalho and Burgess 2005; Boykoff and Roberts 2007; Moser 2010; Nerlich *et al.* 2010). The steep rise of CC media coverage coincides with the ratification of the Kyoto Protocol (2005), the release of US Vice-President Al Gore's documentary "An Inconvenient Truth" (2006) as well as with more isolated events such as Al Gore/IPCC Nobel Prize (2007) (Russill 2015) and the 4th IPCC report (2007). The longevity of the media success of CC could be partly explained by its similarities with belief systems (Bhagwat *et al.* 2016) and by the norm of balanced reporting in the prestige's press which presents climate skepticism as a valid opposition to the scientific consensus (Boykoff and Boykoff 2004; Moser 2010).

					
Before	Mid'90	2005	2006	2007	Since then
CC in the press is considered solely scientifically relevant	CC in the press start to be perceived as a potential risk for humanity	Ratification of the Kyoto protocol – rise in media coverage of CC issues	Release of US VP Al Gore's documentary "An inconvenient truth"	Al Gore and the IPCC receive the peace Nobel prize / Publication of the 4 th IPCC report	Similarities of CC with belief system and norm of balance reporting maintain high media interest for CC
		 Kyoto Protocol			

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