Canva had most of the widely told stories; *its own AI image model was the biggest of all*

> Over the last 90 days Google News held at least 62 Canva stories to at least 17 for Figma, 10 for Adobe Express and at least 5 for Miro, stock-ticker feeds set aside. Craft, Canva's own image model, reached 48 outlets, more than Figma's Specs launch at 25. Its AI-cost slowdown and value cut reached 12, half of them Australian titles. Only 9 of the 20 outlets with two or more articles on the rivals also wrote about Canva; Moneycontrol and Bloomberg were among the rest.

Canva and 3 rivals
Figma, Adobe Express, Miro

Aug 4 to Nov 1, 2026
the last 90 days of Google News

94 stories, 368 articles
told by 229 outlets, grouped into stories by a model

November 2, 2026
headlines, snippets and links

THE SHORT VERSION

Canva has most of the news; Craft, its own image model, reached the most outlets

64%

of the 33 stories told by two outlets or more were Canva's

Figma 15%, Adobe Express 18%, Miro 3%

48

outlets ran Canva's Craft image model, its biggest story

Miro's sale 31, Figma's Specs launch 25

10

Canva articles in AFR, most of them in August on its value and its backers

Google News, Aug 4 to Nov 1, 2026; press wires and stock-ticker feeds not counted

8

of the 20 outlets with two or more articles about the rivals had nothing about Canva, while 9 wrote about Canva too and 3 have a sister title or a Canva product that did

among the 451 results a Canva search returned, cut off on busy days

01 **Craft was the biggest story of all**

Craft reached 48 outlets, the Jio bundle 20, the Visual Suite features 15 and Brush 12. The AI-cost slowdown and value cut reached 12, and the press ties the two: AFR called Craft the first result of Canva's AI rework.

02 **India brought Canva's second-biggest story**

The Reliance Jio bundle reached 20 outlets, and the Aap Aur Canva campaign 6. India was big for the rivals too: Adobe's free Express access in seven states reached 8 outlets, and Figma launched Specs at Config India.

03 **Moneycontrol and Bloomberg covered the rivals**

Moneycontrol ran Figma's Specs launch, Adobe's free Express access in seven states and Miro's sale, and had nothing on Canva among the 451 results a Canva search returned, a search cut off on busy days. Bloomberg ran Miro's sale and Figma's chief giving up stock awards.

Stories and articles we found in Google News, Aug 4 to Nov 1, 2026. A story is one piece of news, however many outlets told it; which articles are about a brand, and which tell the same story, is a model's read of the headlines.

WHO GOT COVERED

Canva had the most stories and the most outlets of the four

Each brand's stories in Google News over the last 90 days, and how widely they were told. A story is one piece of news however many outlets ran it.

BRAND	STORIES	SHARE OF THE 33 STORIES TOLD BY 2+ OUTLETS	ARTICLES ABOUT IT	OUTLETS	STORIES TOLD BY 2+ OUTLETS	NAMED IN PASSING
Canva AT LEAST	62	64%	223	155	21	63
Figma AT LEAST	17	15%	72	50	5	51
Adobe Express	10	18%	31	27	6	33
Miro AT LEAST	5	3%	42	33	1	3

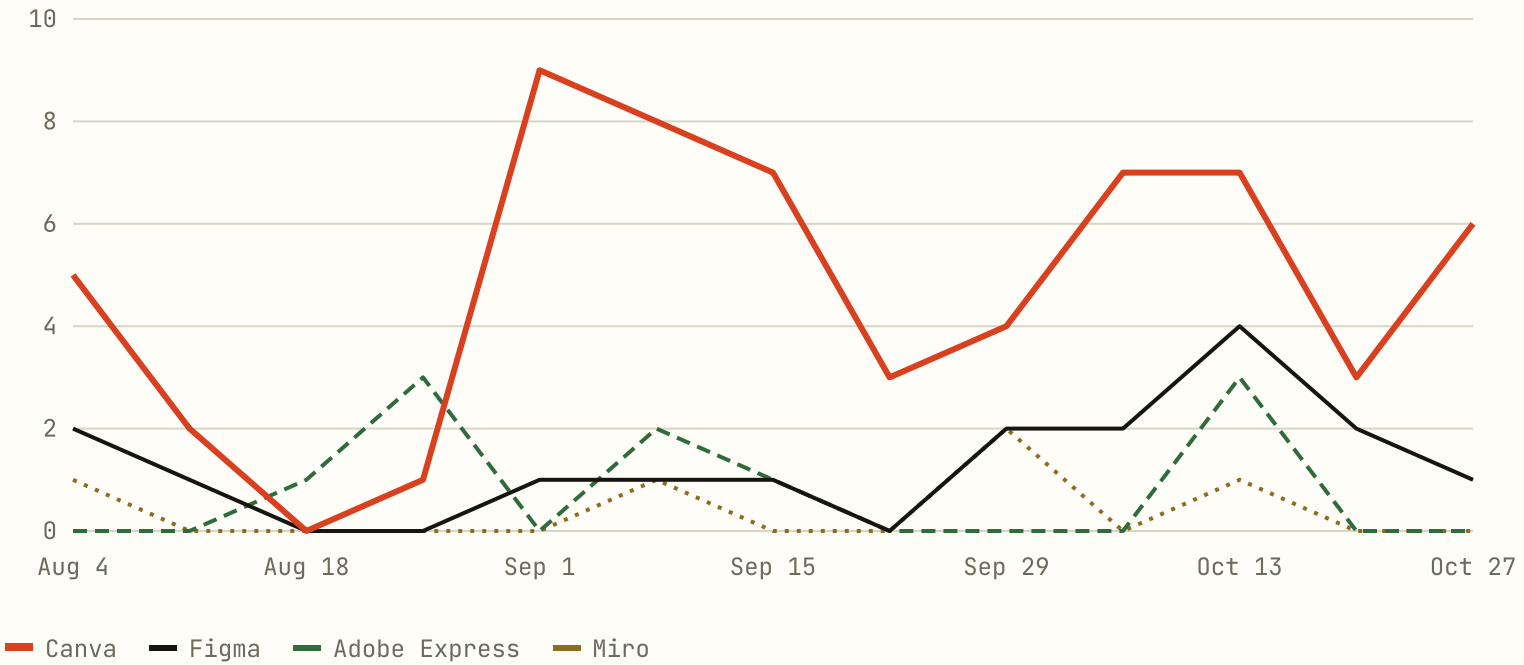
Articles about it: headlines a model read as about the brand (its launch, its deal, its people, a review of its product); named in passing: one item in a roundup, a line in a wider story. Outlets: the outlet names Google News gives, counted once each. Stock-ticker feeds are set aside (articles: Canva 10, Figma 98, Adobe Express 5, Miro 8): they post share prices and fund filings, not news. Some searches for Canva, Figma and Miro returned 30 articles, the most one search reads, even over a day or two, so their counts are at least these.

WEEK BY WEEK

Canva had new stories in 12 of the 13 weeks; Miro in 4

New stories each week, counted in the week the first article came out. From September Canva's counts are at least these.

NEW STORIES EACH WEEK



Canva's October ended with its own AI models

Craft and Brush came out within days of each other at the end of the month.

A story counts in the week its first article came out. Weeks start on the dates under the chart; the last week ends Nov 1.

CANVA'S BIGGEST STORIES

Craft reached 48 outlets; the Jio bundle in India 20

Canva's five biggest stories by outlets, and October's security story: a hacker group's claim and Canva confirming a third-party incident. September's Canny breach reached 3 outlets.

48 OUTLETS · 53 ARTICLES · OCT 26 · PRODUCT OR LAUNCH

Canva launches in-house AI image model Craft

"Canva reveals new AI image tool as it races to beat Google, OpenAI", AFR

Also: AOL.ca, Adgully, Brief IA, Business Insider, CMSWire and 42 more

20 OUTLETS · 21 ARTICLES · AROUND SEP 16 · PARTNERSHIP OR COLLAB

Reliance Jio bundles free Canva Pro subscriptions

"Jio and Canva Expand Access to AI-Powered Design Tools Across India", Konsulteer

Also: Ahmedabad Mirror, Analytics Insight, BMI, DT Next, ET Telecom and 14 more

15 OUTLETS · 15 ARTICLES · SEP 3 · PRODUCT OR LAUNCH

Canva rolls out 100+ Visual Suite features

"Canva takes the fight to Microsoft and Google for enterprise subscribers", Forbes Australia

Also: Adgully, BMI, Fortune, Fortune India, Gadget Pilipinas and 9 more

12 OUTLETS · 17 ARTICLES · AUG 5 · BUSINESS OR MONEY

Canva slows its AI rollout over costs; investors mark down its value

"Tech darling Canva's summer slump deepens", AFR

Also: Creative Bloq, Diginomica, Forbes Australia, Fortune, Inc.com and 6 more

12 OUTLETS · 12 ARTICLES · OCT 29 · PRODUCT OR LAUNCH

Canva launches Brush vision-language AI model

"Canva launches AI design editing model 'Brush'", Capital Brief

Also: Crypto Briefing, Fast Company, FourWeekMBA, Gadgets 360, NewsBytes and 6 more

3 OUTLETS · 4 ARTICLES · OCT 19 · LEGAL OR SAFETY

Hackers claim Canva data theft; Canva confirms a third-party incident

"Exclusive: Aussie software giant Canva confirms third-party data incident", Cyber Daily

Also: Escudo Digital, SOCRadar

THE RIVALS' BIGGEST STORIES

The rivals' biggest: Figma's Specs launch, Adobe's free access in India, Miro's sale

Each rival's three biggest stories by outlets. Miro's sale to Bending Spoons reached 31 outlets; its next story reached 1.

FIGMA · 17 STORIES

25 OUTLETS · 29 ARTICLES · OCT 12

Figma launches Specs, Code Layers and MCP tools at Config India

"Figma plans India expansion amid strong customer adoption", TechGig

12 OUTLETS · 19 ARTICLES · AUG 5

Figma reports Q2 2026 earnings results

"Figma Q2 Earnings Call Highlights", Yahoo Finance

4 OUTLETS · 4 ARTICLES · SEP 6

Figma deploys AI agents for security operations

"Figma Deploys AI Agents for 70% Faster Security Alert Resolution", TechGig

ADOBE EXPRESS · 10 STORIES

8 OUTLETS · 8 ARTICLES · AUG 27

Adobe partners with seven Indian states for free Express access

"Adobe Express: 7.8 million students, teachers to get free software access in 7 states", Zee Business

6 OUTLETS · 6 ARTICLES · OCT 19

Epson launches Epson Print add-on for Adobe Express

"Epson Integrates New Add-On for Adobe Express", Wazzup.PH

3 OUTLETS · 3 ARTICLES · AROUND SEP 18

Adobe Express partners with FamApp's Fam Insider

"Adobe Express joins FamApp's new Fam Insider programme", t2ONLINE

MIRO · 5 STORIES

31 OUTLETS · 37 ARTICLES · AROUND SEP 9

Bending Spoons acquires Miro for $1.36 billion

"Bending Spoons Completes Acquisition of Miro", Yahoo Finance

1 OUTLET · 2 ARTICLES · AUG 4

TNL Mediagene's Infobahn partners with Miro in Japan

"TNL Mediagene's Infobahn Begins Delivering Enterprise Organizational Design Services Built on Miro's AI-Powered Workspace", Yahoo Finance

1 OUTLET · 1 ARTICLE · OCT 19

Miro shuts down services for Russian users

"The Russian-created service Miro completely closed for Russians a month before its sale to Italians", www1.ru

Each rival's stories with the most outlets, then the most articles, and each rival's biggest lawsuit or safety story. A model grouped the articles into stories from their headlines.

WHAT THE STORIES ARE ABOUT

Canva is covered most for partnerships; Figma for launches and its people

What each brand's stories were about, by a model's read of the headlines. Partnerships are 16 of Canva's stories and launches 7, of at least 62.

STORIES BY KIND, AND EACH KIND'S SHARE OF THE BRAND'S STORIES SORTED BY A MODEL

KIND OF STORY	CANVA (62)	FIGMA (17)	ADOBE EXPRESS (10)	MIRO (5)
Partnership or collab	16 (26%)	-	5 (50%)	1 (20%)
Product or launch	7 (11%)	5 (29%)	1 (10%)	1 (20%)
People	7 (11%)	5 (29%)	-	1 (20%)
Campaign or stunt	7 (11%)	1 (6%)	2 (20%)	-
Event or sponsorship	8 (13%)	-	-	-
Review or ranking	4 (6%)	2 (12%)	2 (20%)	-
Business or money	5 (8%)	1 (6%)	-	1 (20%)
Other	4 (6%)	3 (18%)	-	-
Legal or safety	4 (6%)	-	-	1 (20%)

Each story's kind is a model's read of its headlines. Cells: stories of that kind (share of that brand's stories); "-" = none of that kind among the brand's stories.

THE OUTLETS

Australian and tech titles write about Canva; Yahoo Finance about the rivals' results and deals

The outlets with the most articles about these brands or the category, and those with two or more articles on a rival and nothing on Canva (8 of 20 such outlets, while 9 wrote about both).

OUTLET	CANVA	FIGMA	ADOBE EXPRESS	MIRO	THE CATEGORY
Yahoo Finance	0	7	1	5	6
Creative Bloq	5	1	0	0	6
AFR	10	0	0	0	0
Capital Brief	7	0	0	0	0
Konsulteer	3	1	0	2	0
TechCrunch	1	2	0	1	1
FourWeekMBA	1	2	0	1	1
Small Business Trends	5	0	0	0	0
TechGig	1	3	1	0	0
t2ONLINE	3	1	1	0	0
Forbes Australia	4	0	0	0	0
Analytics Insight	2	1	1	0	0

2+ ARTICLES ON THE RIVALS, NONE ON CANVA

Moneycontrol.com (Figma 2, Adobe Express 1, Miro 1); Bloomberg.com (Figma 2, Miro 1); Analytics India Magazine (Figma 2); CNA (Figma 1, Miro 1); DQ (Figma 2); Mezha.net (Figma 1, Miro 1); The Next Web (Miro 2); jawlah.co (Figma 2). Not listed though they had no article about Canva: Yahoo Finance, whose sister title Yahoo Tech wrote about Canva; MakeUseOf (it tests Affinity, a Canva product, without naming Canva); The Economic Times, whose sister titles ET BrandEquity and ET Telecom wrote about Canva.

Counts are articles about each rival. Press wires and stock-ticker feeds are not counted as outlets anywhere.

The 12 outlets with the most articles about any of the four brands or on the category's topic (searches for “graphic design software” and “online design tool”). Brand columns: articles about the brand. "0" for Canva: none of the 451 results the search returned for Canva was about it from that outlet.

WHAT TO PITCH NEXT

Three pitches: Brush to AI desks, the new campaign to The Drum, Affinity to its testers

Each is built from what got covered in these 90 days.

PITCH 1

Take Brush to the AI desks that ran Figma's Specs

Analytics India Magazine and DQ ran Figma's Specs launch. Offer both Brush, Canva's newer model, with the cost figure FourWeekMBA put in its headline: “Canva Builds Its Own AI Model, Says It Cuts Edit Costs 46%”.

From Figma: Figma launches Specs, Code Layers and MCP tools at Config India (25 outlets); Canva: Canva launches Brush vision-language AI model (12 outlets); Outlets: Analytics India Magazine, DQ

PITCH 2

Take the North American campaign to The Drum

Canva's North American campaign with GS&P came out in the last week of October and reached 3 outlets, Ad Age among them. The Drum already knows Canva's marketing team: it interviewed Jimmy Knowles, its experiential lead, in September. Offer The Drum the campaign with the people who made it.

From Canva: Canva launches North American brand campaign with GS&P (3 outlets); Canva: Jimmy Knowles discusses Canva experiential marketing strategy (1 outlet); Outlets: The Drum

PITCH 3

Send Affinity to the people already testing it

MakeUseOf put Affinity to the test against Figma. ProSuite and “Affinity 3.3” reached 9 outlets, Creative Bloq among them. Send both a hands-on with the next release.

From Canva: Canva launches ProSuite and Affinity 3.3 (9 outlets); Figma: Review comparing Figma and Affinity (1 outlet); Outlets: MakeUseOf, Creative Bloq

HOW WE MEASURED

What we searched, how we counted, and what Google News can't show

The searches. Google News, US edition, in English, Aug 4 to Nov 1, 2026: Canva as Canva; Figma as Figma; Adobe Express as Adobe Express; Miro as Miro; the category as graphic design software, online design tool. The US edition also lists news from other countries; it counts for every brand alike. The rivals were named for this sample. Adobe Express is a product line inside a company, so company news falls outside it; Miro is a whiteboard tool and the furthest of the three.

How we read it. One Google News search per brand and category phrase per week, a busy week asked again in halves (146 searches, up to 30 articles each), read through DataForSEO: the outlet, headline, snippet and age of every result. An article found twice is counted once. Google prints a date for older articles and an age ("3 weeks ago") for recent ones, so a recent article's day can be days off. A card marked around rests on ages like "1 month ago" and can be weeks off. Some searches for Canva, Figma and Miro returned 30 articles, the most one search reads, even over a day or two, so their counts are at least these.

Stories and kinds. A model (Gemini) read every headline and snippet we found for each brand: about the brand, named in passing, or not about it (another company with the same name, a shop listing); then grouped the articles about it into stories, one piece of news each, and gave each story a kind. 505 articles a search returned were not about the brand searched and are left out. 172 results were social posts, shop pages or a brand's own site and are not counted. 121 stock-ticker articles are set aside (Canva 10, Figma 98, Adobe Express 5, Miro 8).

The outlets. Outlets are counted once each, by the name Google News gives. The outlets slide ranks outlets by articles about any of the four brands plus articles a model read as about the category, from the category searches.

What Google News can't show. It lists the coverage it finds, not all coverage: paywalled trade titles, podcasts, TV and newsletters are mostly missing, and a search reads up to 30 articles. These are stories we found, not every story there was. We keep headlines, snippets and links, never article text.