



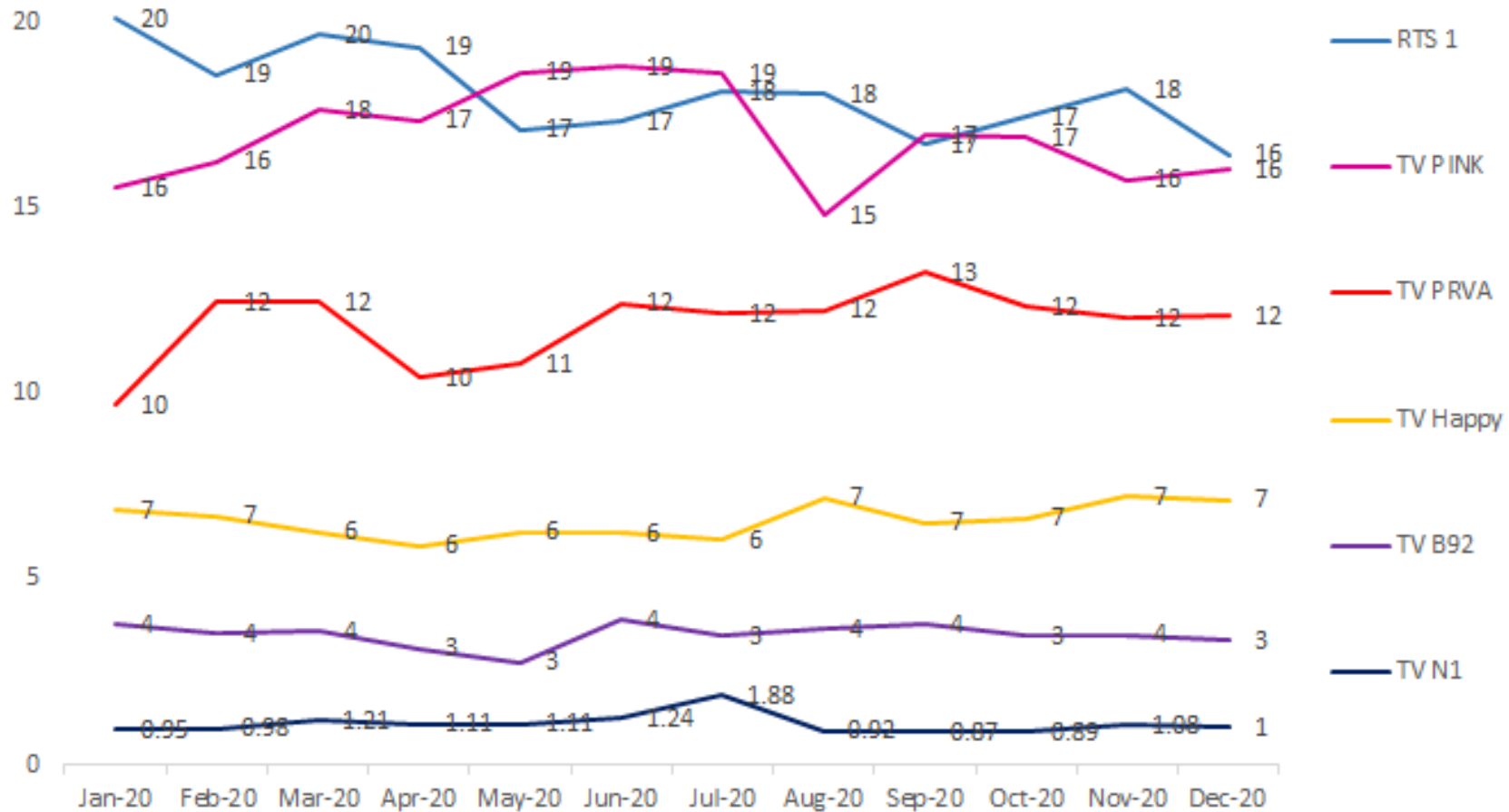
POLITICAL PLURALISM MEDIA MONITORING IN SERBIA

July 16, 2020 – January 29, 2021

Methodology

- **Monitoring period:** July 16, 2020 – January 29, 2021
- **Monitored TV stations:**
 - **Five TV stations with national coverage:** RTS 1 (public broadcaster), TV Pink, TV Prva, TV Happy, TV O2.
- **Focus of monitoring:** central news program.
- **Unit of analysis:** second of representation in central news program.
- **Legend:**
 - Subject - political actor directly speaking in media piece
 - Object - political actor being mentioned by other political actors and/or journalists in media piece

Public broadcaster RTS 1 and TV Pink were the most dominant TV stations with the national coverage during 2020

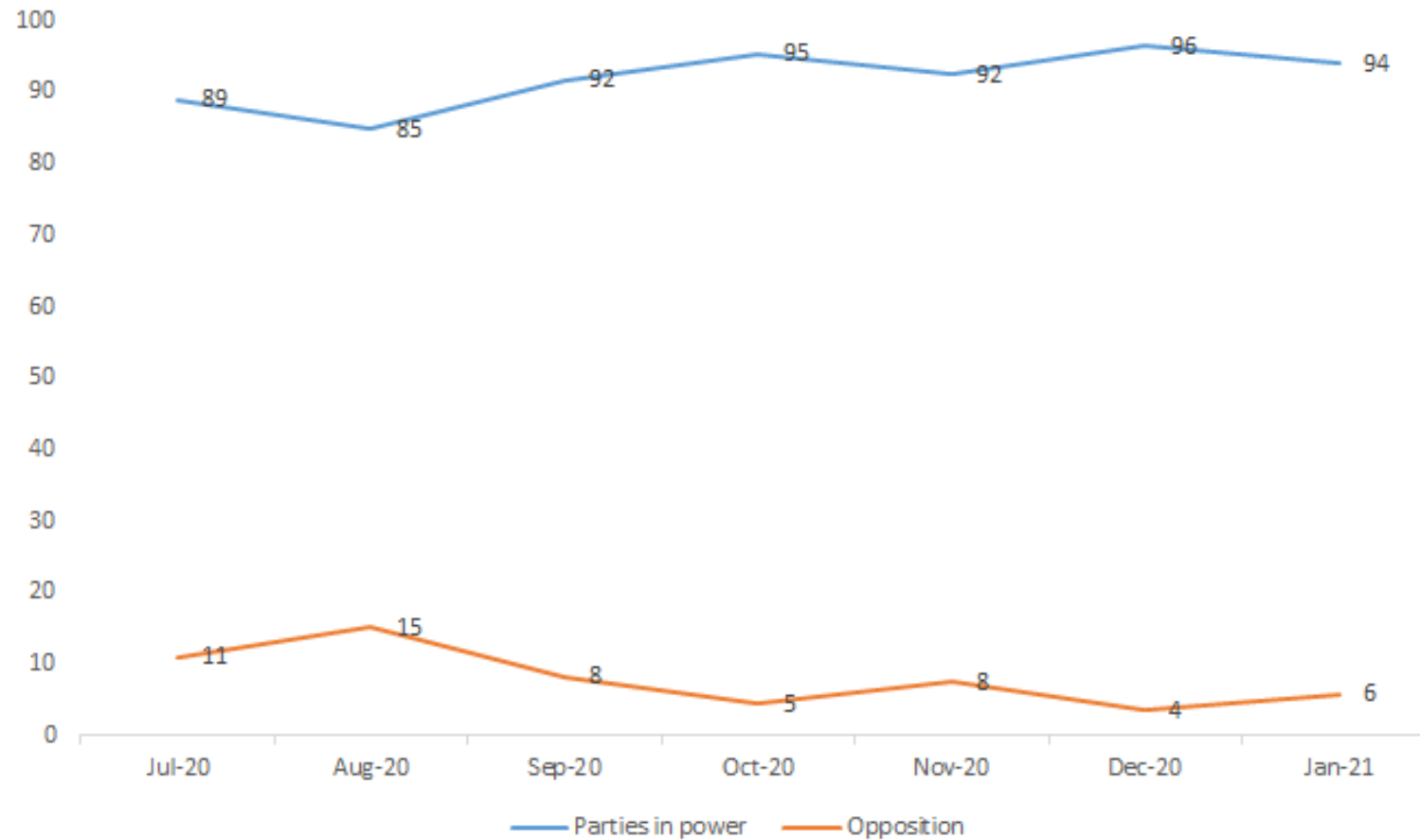


*Sources: Nielsen TV Audience Measurement, 2020

Share - Percentage of total TV viewing across a specified time interval of a given channel, programme or other use of TV set

Complete domination of parties in power

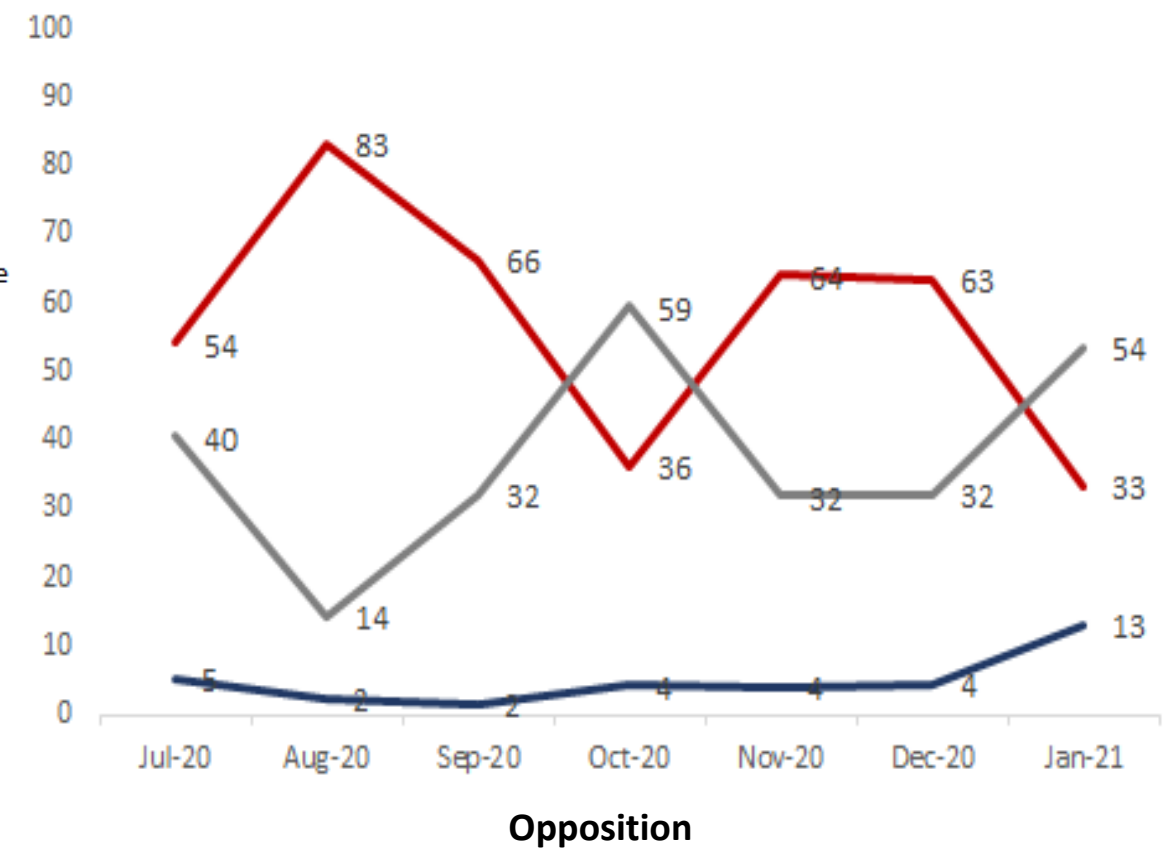
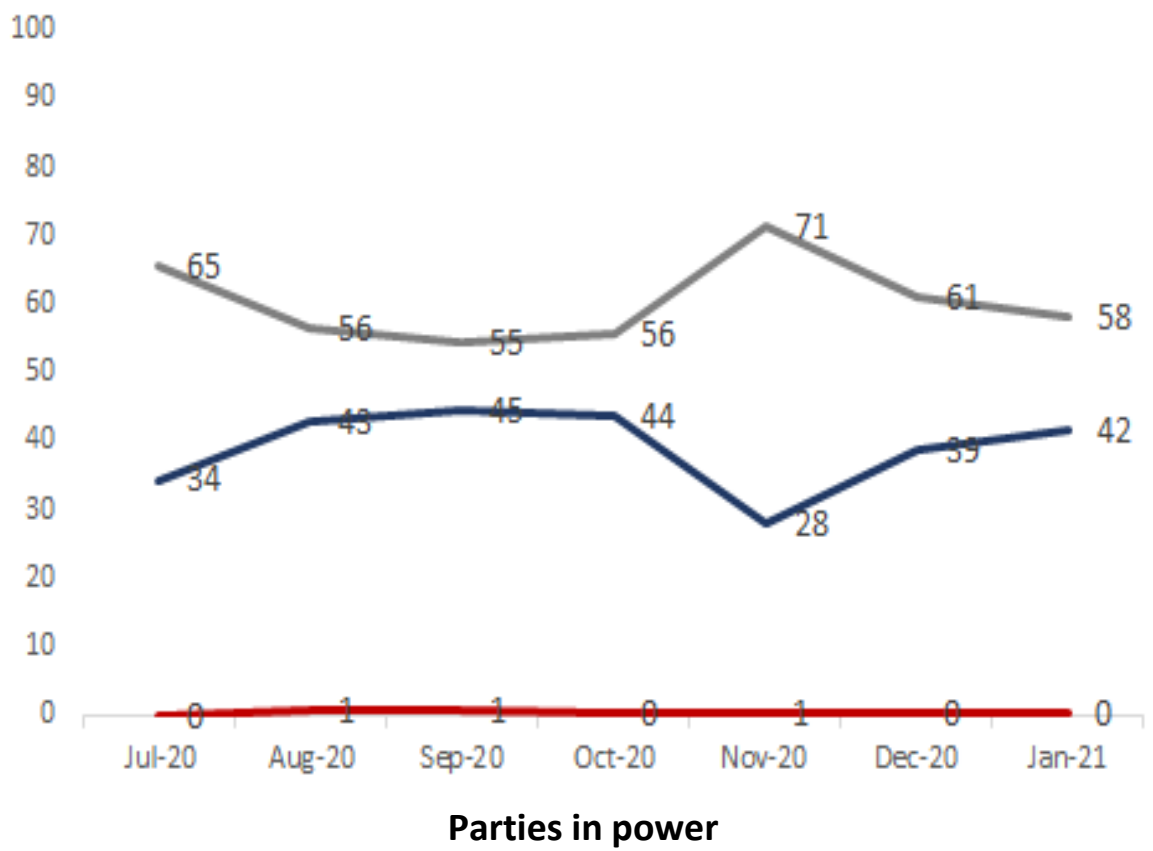
Representation of parties in power and the opposition representatives, in central news program of all TV stations with national frequency, from July 16th 2020 - January 29th 2021*



*Jul-2020: 16th - 31st July 2020; Jan-21: 1st - 29th January 2021

Parties in power and opposition were portrayed in opposite tones

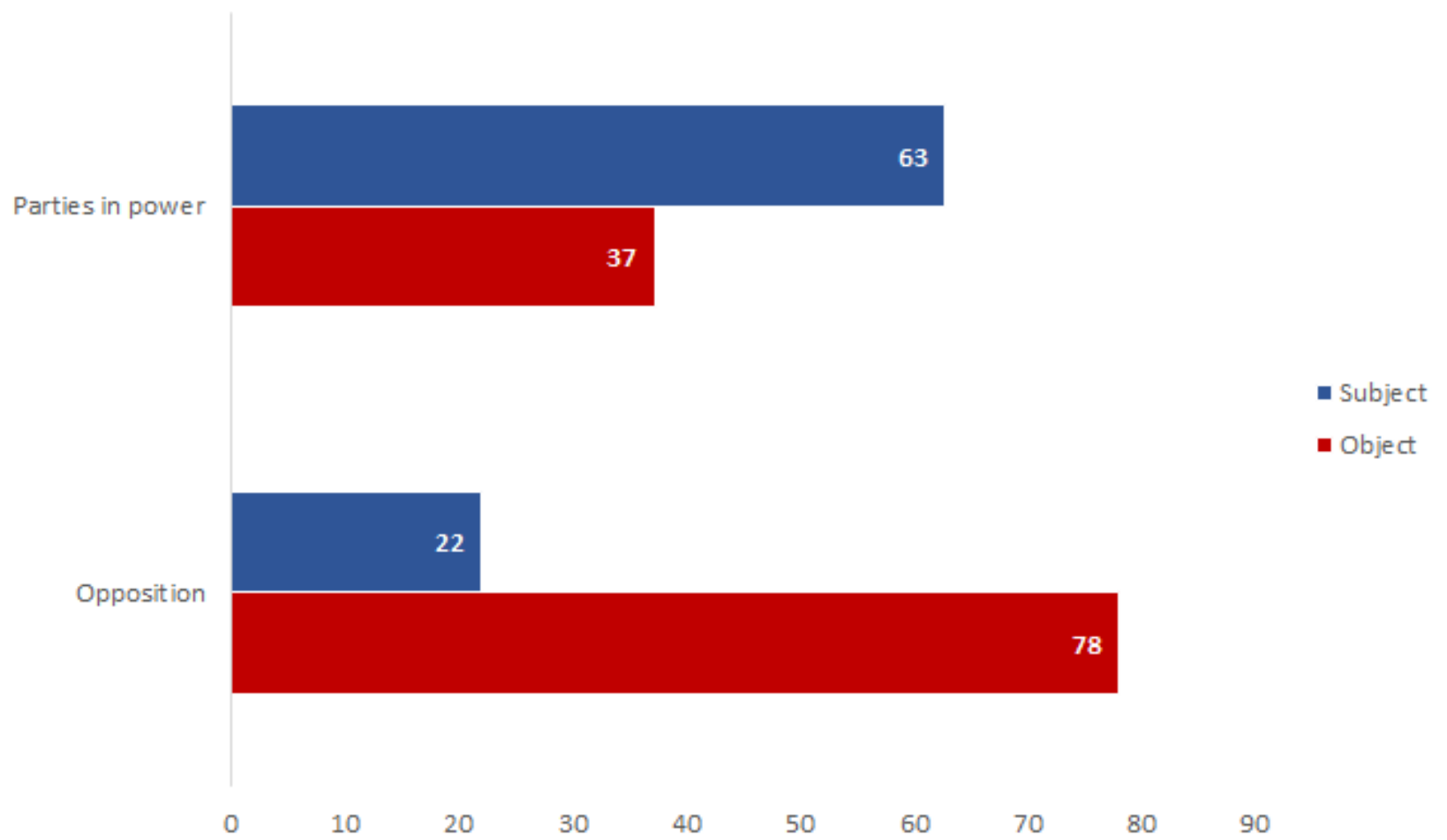
Tone of presentation of parties in power and the opposition representatives, in central news program of all TV stations with national frequency, from July 16th 2020 - January 29th 2021*



*Jul-2020: 16th - 31st July 2020; Jan-21: 1st - 29th January 2021

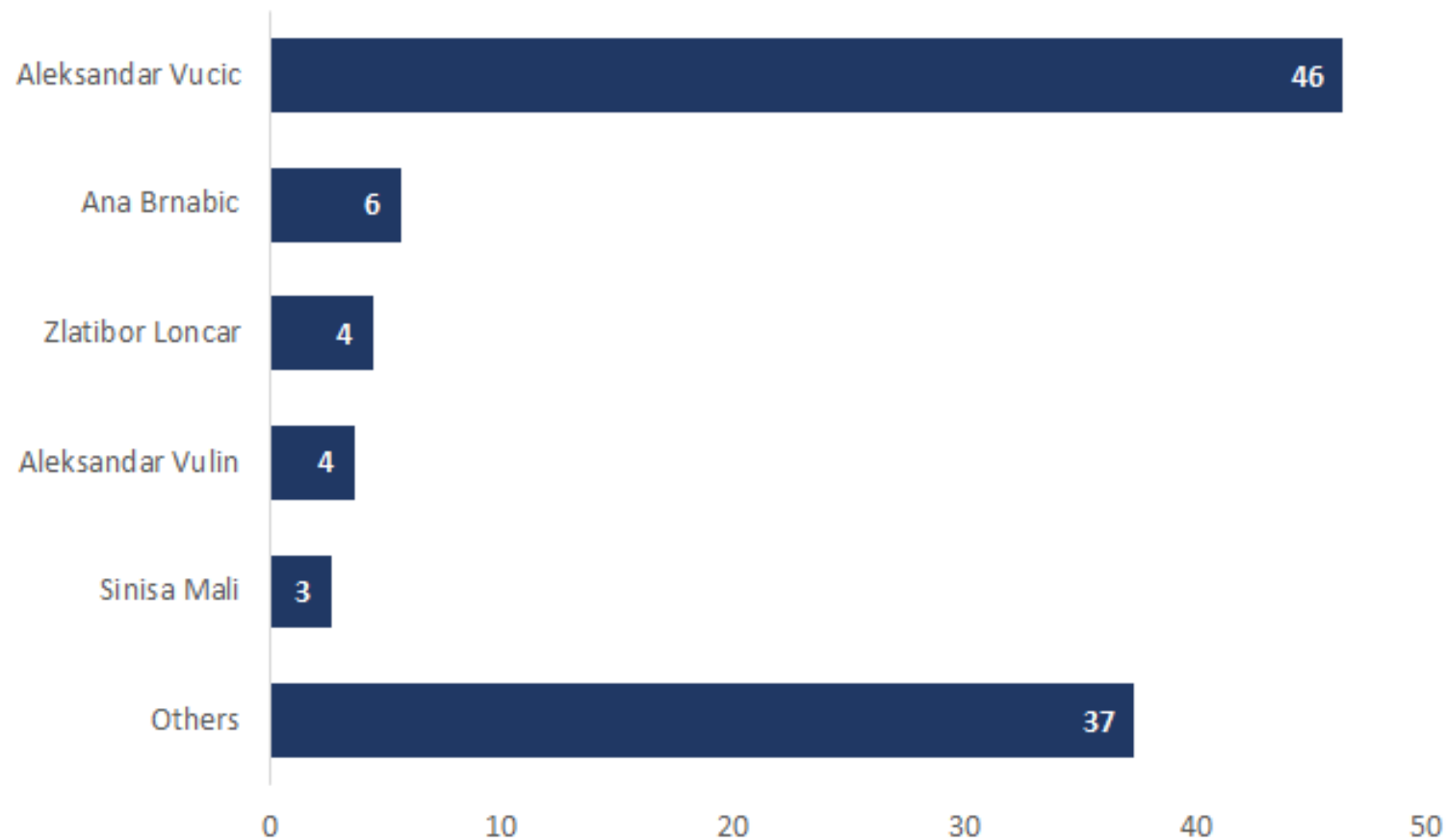
Ruling parties mostly presented in person, while opposition did not have opportunity to speak for themselves

Representation of parties in power and the opposition representatives in role of subject or object, in central news program of all TV stations with national frequency, from July 16th 2020 - January 29th



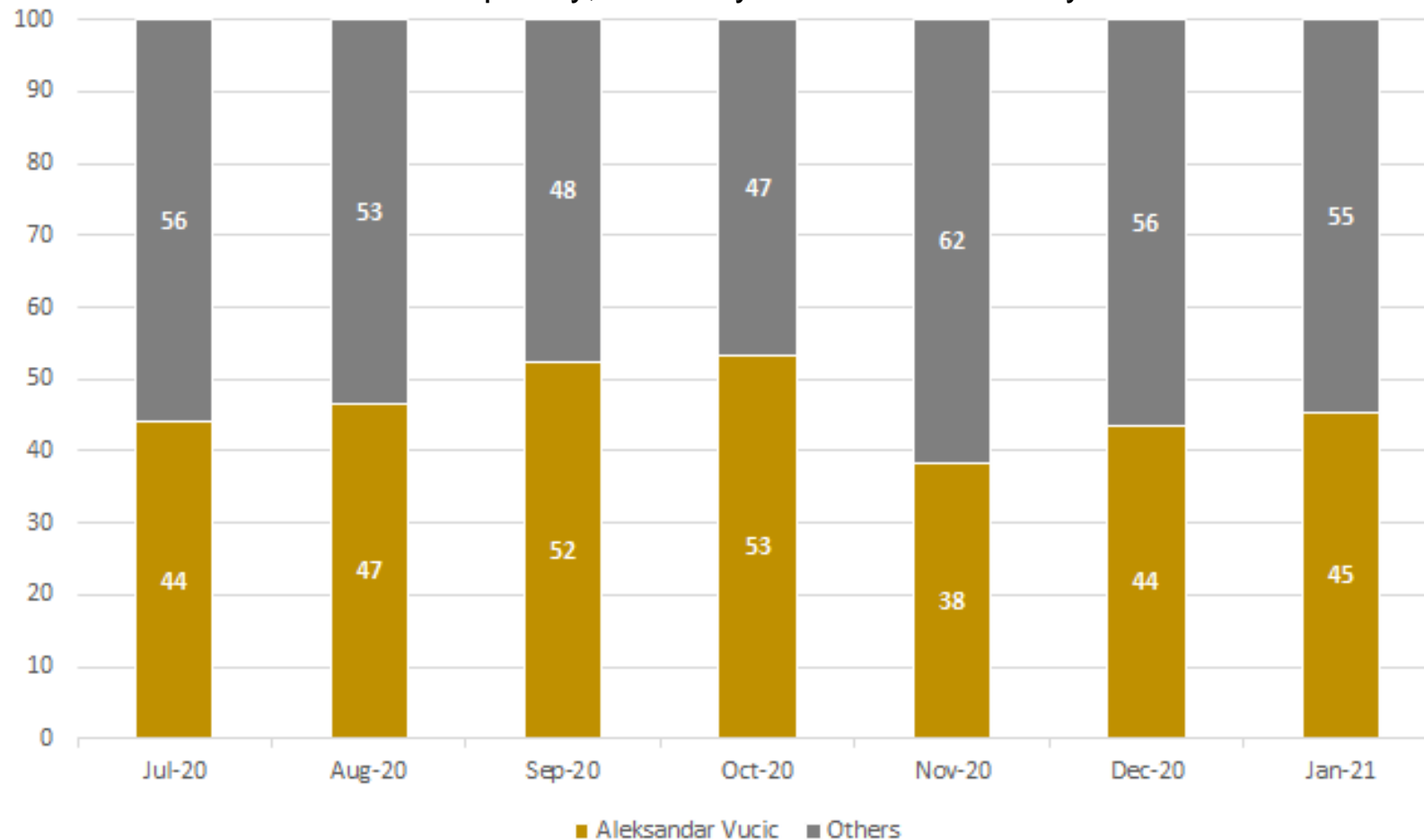
Aleksandar Vucic was every second political actor in central news

Percentage of total representation of top 5 political actors, in central news program of all TV stations with national frequency, from July 16th 2020 - January 29th 2021



On average, around 50% of central news time in the last seven months was dedicated to Aleksandar Vucic

Percentage of total representation of political actors, in central news program of all TV stations with national frequency, from July 16th 2020 - January 29th 2021*



*Jul-2020: 16th - 31st July 2020; Jan-21: 1st - 29th January 2021

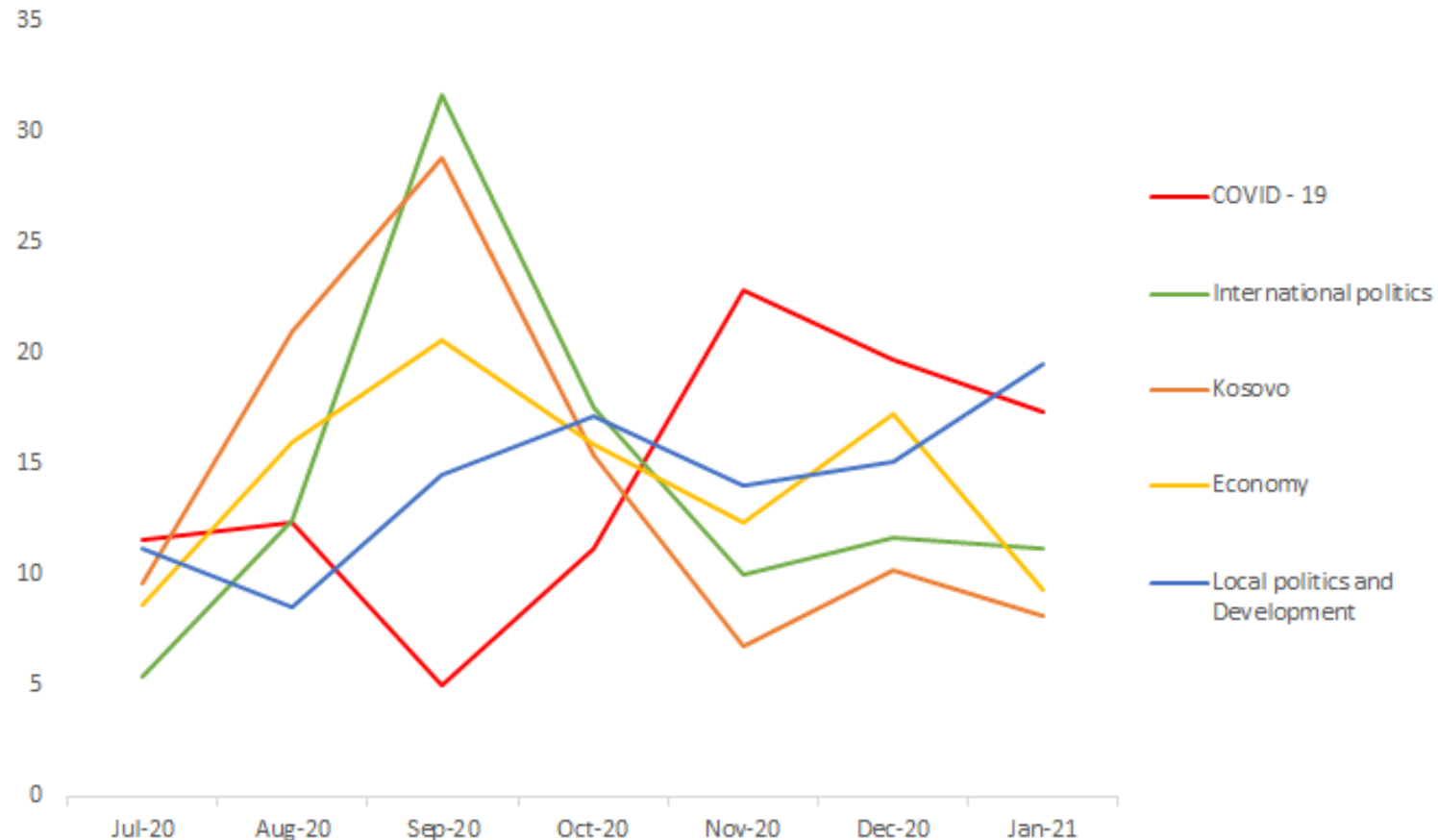
In four months, Vucic participated in 56 live broadcasting shows and was a guest in 8 TV shows on televisions with national coverage

	October 2020	November 2020	December 2020	January 2021
Number of live broadcasting of the event*	20	13	11	12
Number of live guest appearances in morning and evening talk shows and central news	1	1	3	3

*Events can be genuine and relevant (such as national celebrations, anniversaries, the signature of international treaties, etc.), genuine but marginal (such as the opening of public buildings), and pseudo-events (occasions created or managed by the government with the aim of garnering more extensive positive media coverage).

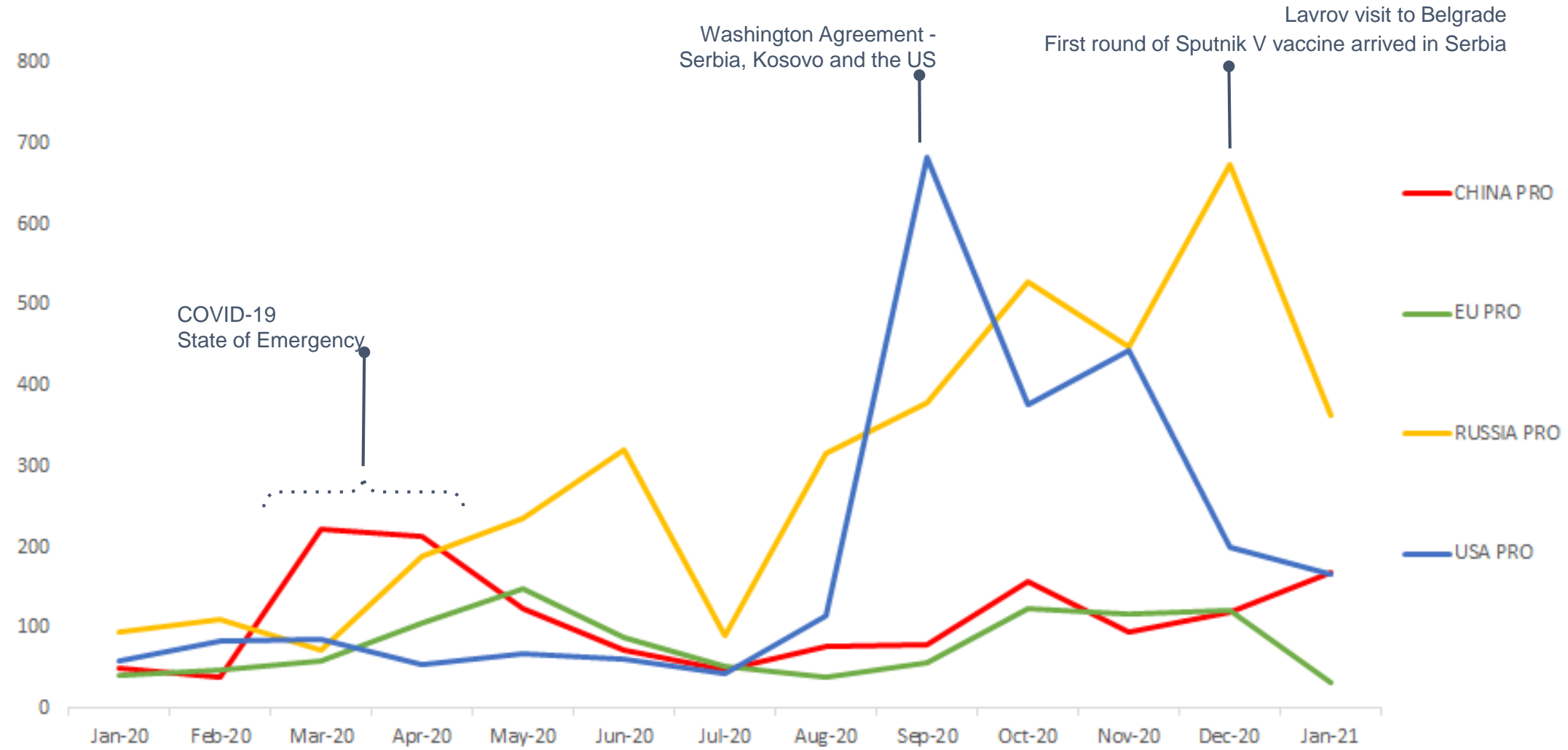
Depending on current events, Covid - 19 on one side, and International politics and Kosovo on the other, are mutually exclusive topics

Frequency of mentioning the most important topics, in central news program of all TV stations with national frequency, from July 16th 2020 - January 29th 2021*



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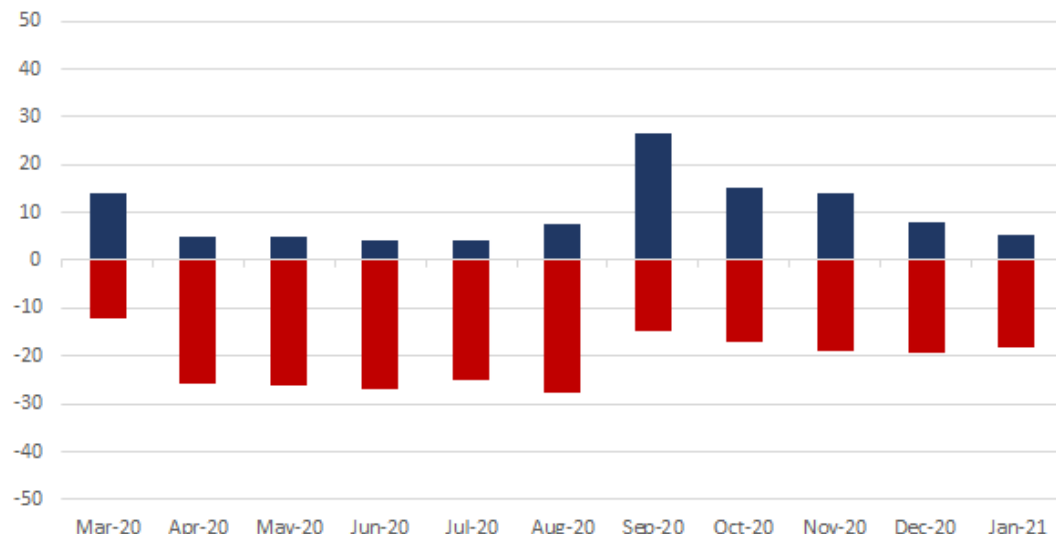
Foreign influence through Serbia's most influential media: Russia presented in positive tone during Lavrov's visit to Belgrade, the US historically positive during the dialogue in Washington, China during the State of Emergency*



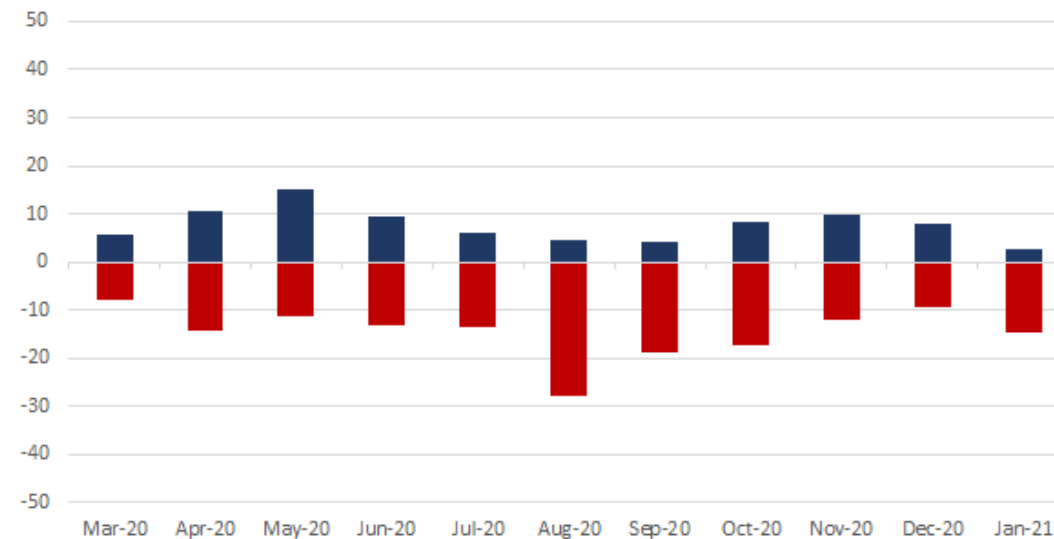
*Number of mentions in positive tone in media pieces

CRTA: From March 2020 to January 2021, China and Russia receive dominantly positive, while the EU and the US dominantly negative reporting (%)

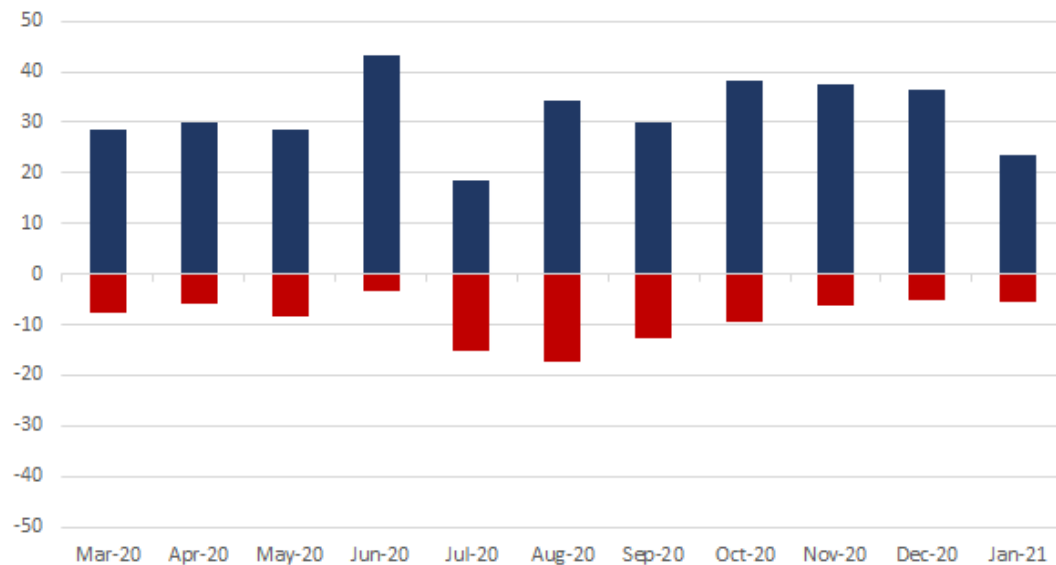
US



EU



RUSSIA



■ Positive
■ Negative

CHINA

