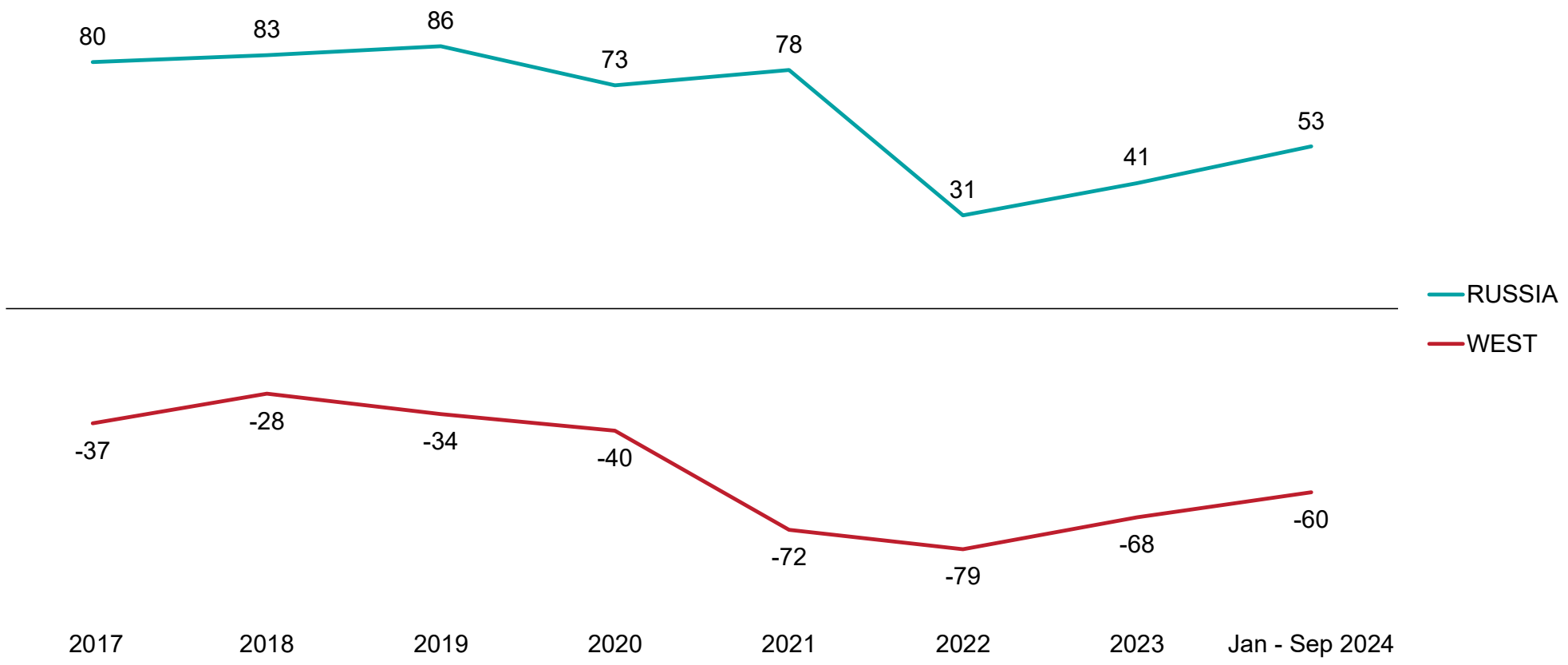


CRTA:

Media Monitoring

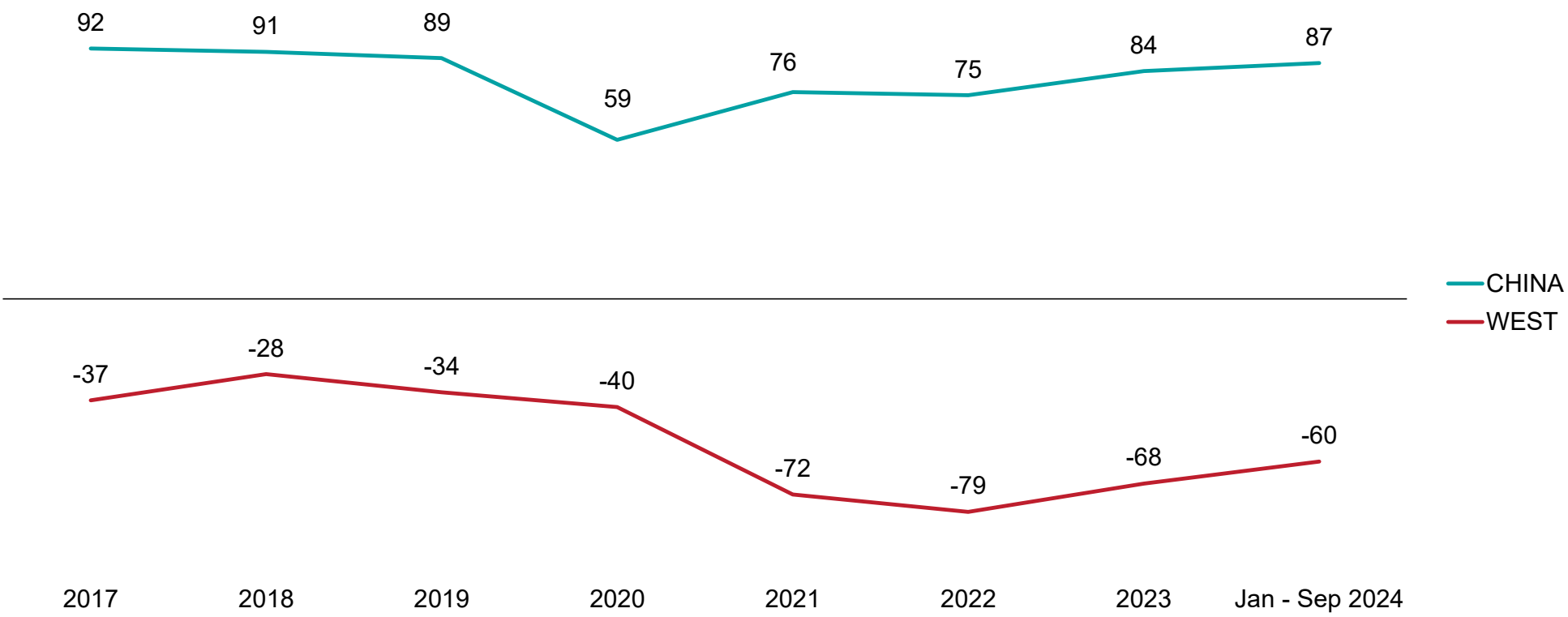
Media monitoring trends from 2017 to 2024

CRTA: Increase in pro-Russian narrative since 2023, with a continuously pronounced anti-Western tone



Difference between positive and negative tone, in percentage points. Data for 2024 represents average for the first nine months of the year.
Source: CRTA media monitoring; Sample: selected TV channels with national coverage and national daily newspapers.

CRTA: Positive tone of reporting on China remains high, with a brief decline in 2020, while coverage of the West has remained consistently negative since 2017



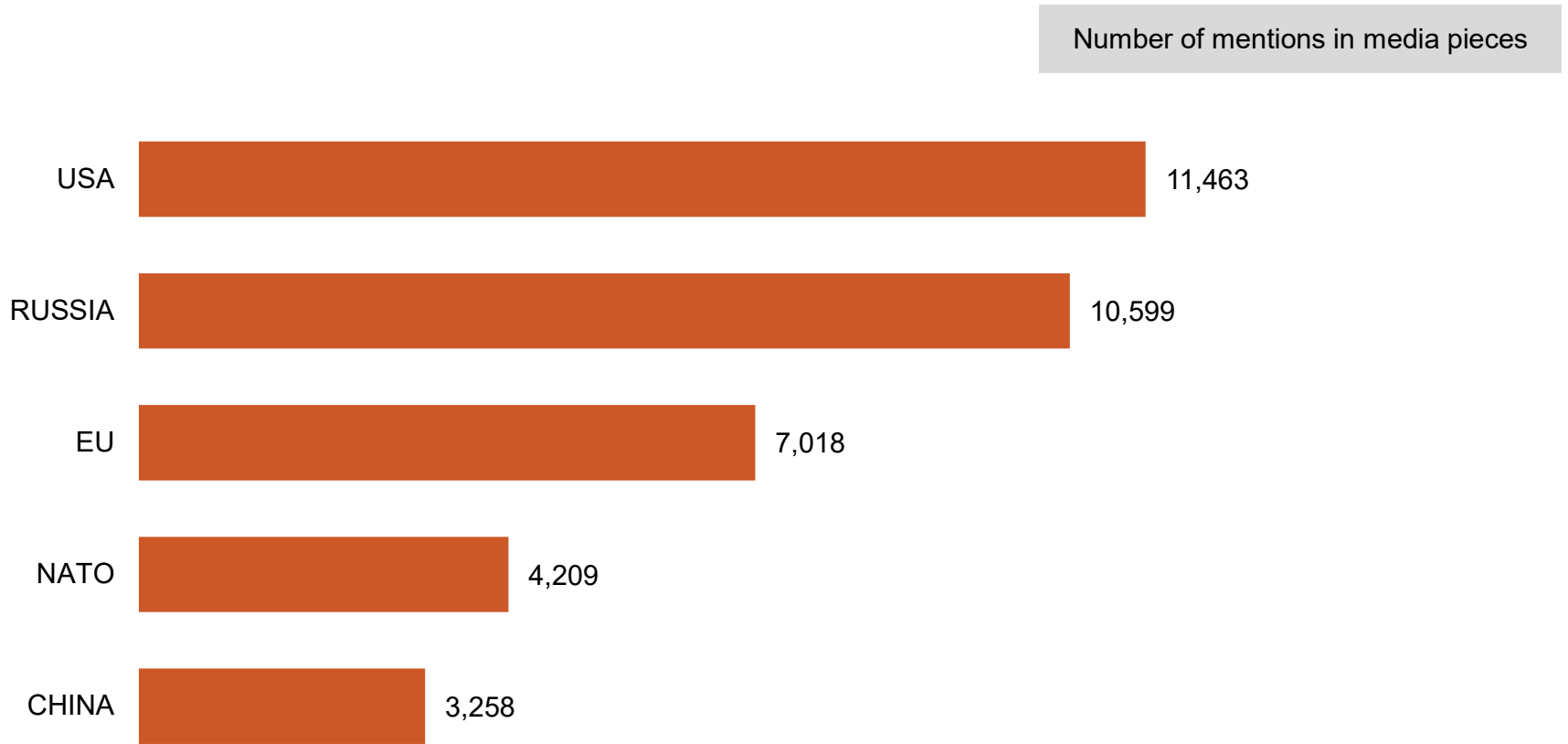
Difference between positive and negative tone, in percentage points. Data for 2024 represents average for the first nine months of the year.
Source: CRTA media monitoring; Sample: selected TV channels with national coverage and national daily newspapers.

**Media reporting: TV, press & online
January – September 2024**

CRTA: Methodology

- **Timeframe:** January – September 2024
- **Sample:**
 - Newspapers: Blic, Informer, Kurir and Večernje novosti
 - Online portals (articles published from 17h up to 23h): blic.rs, b92.net, kurir.rs and novosti.rs
 - TV: Central News and press clipping segment on Morning Shows on RTS 1, TV Pink, TV Prva, and Happy TV
- **Unit of analysis:** mentions in media pieces
- **Sample Size:** 22,201
- **Topics of analyses:** Politics, Military, Economy, Kosovo, Past conflicts 1990-99, Culture, Human Rights, Health.

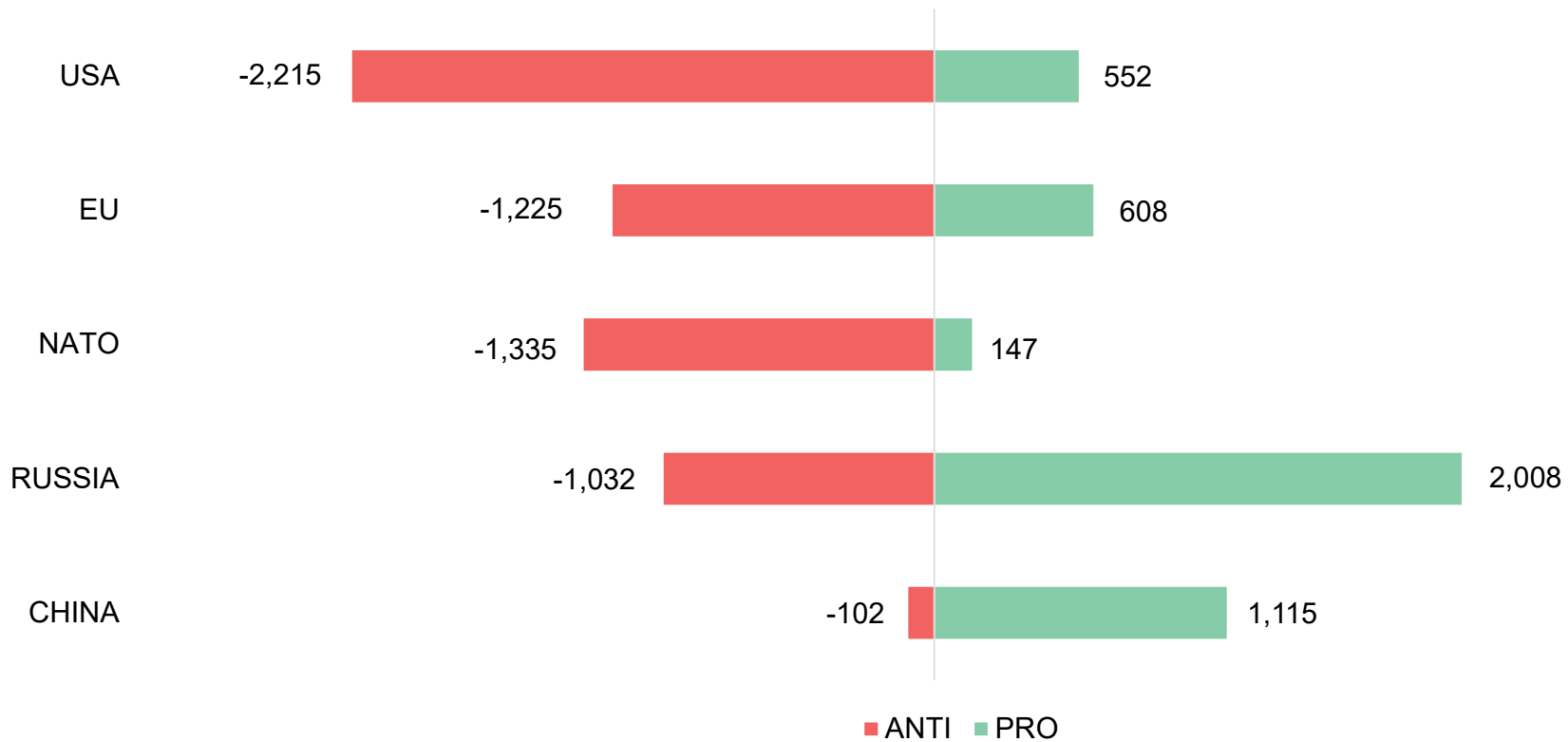
CRTA: US and Russia dominate headlines with nearly identical frequency of mentions in 2024



Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

CRTA: Negative portrayals significantly outweigh the more positive portrayals of Western entities

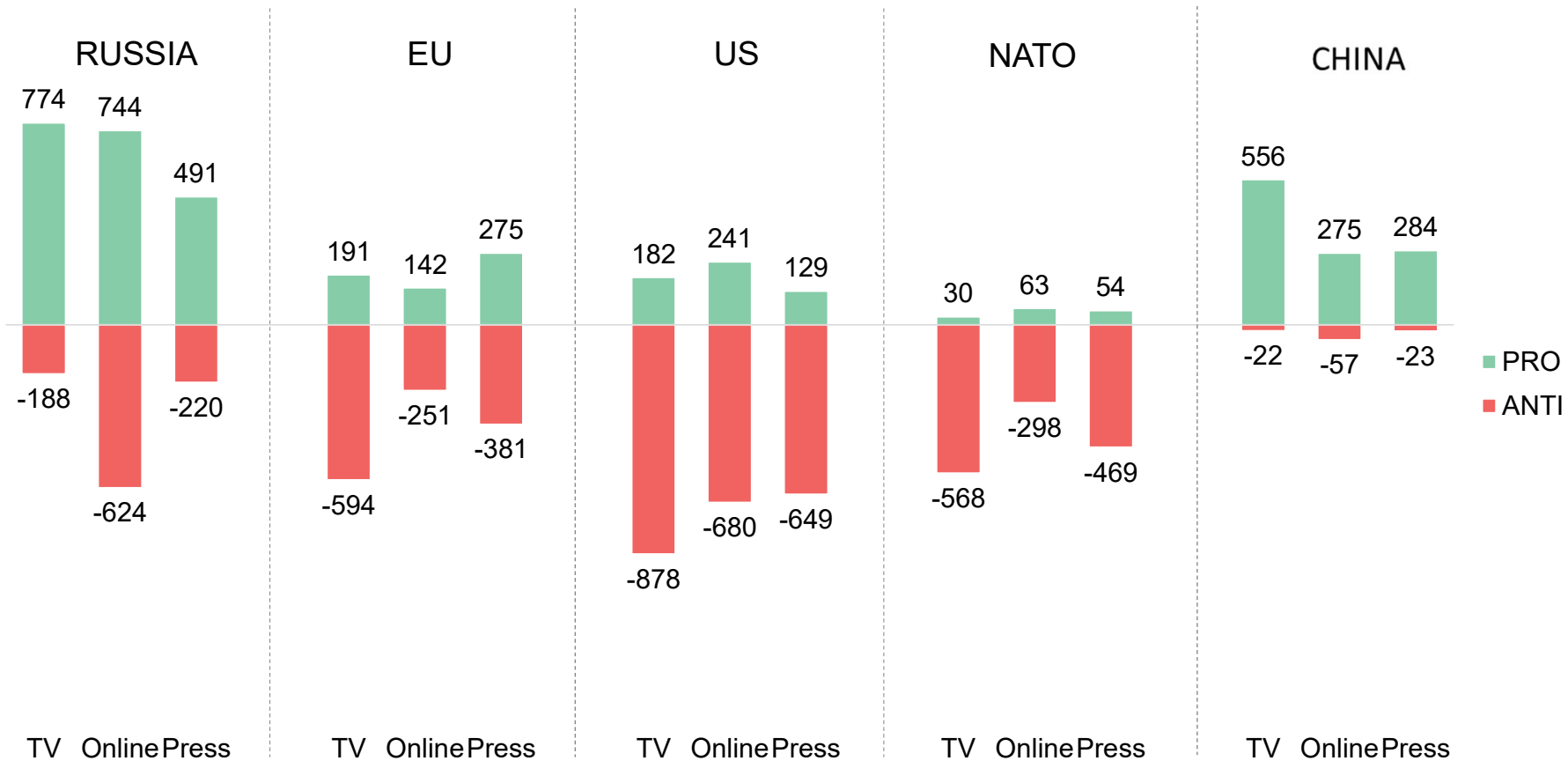
Number of mentions in media pieces



Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

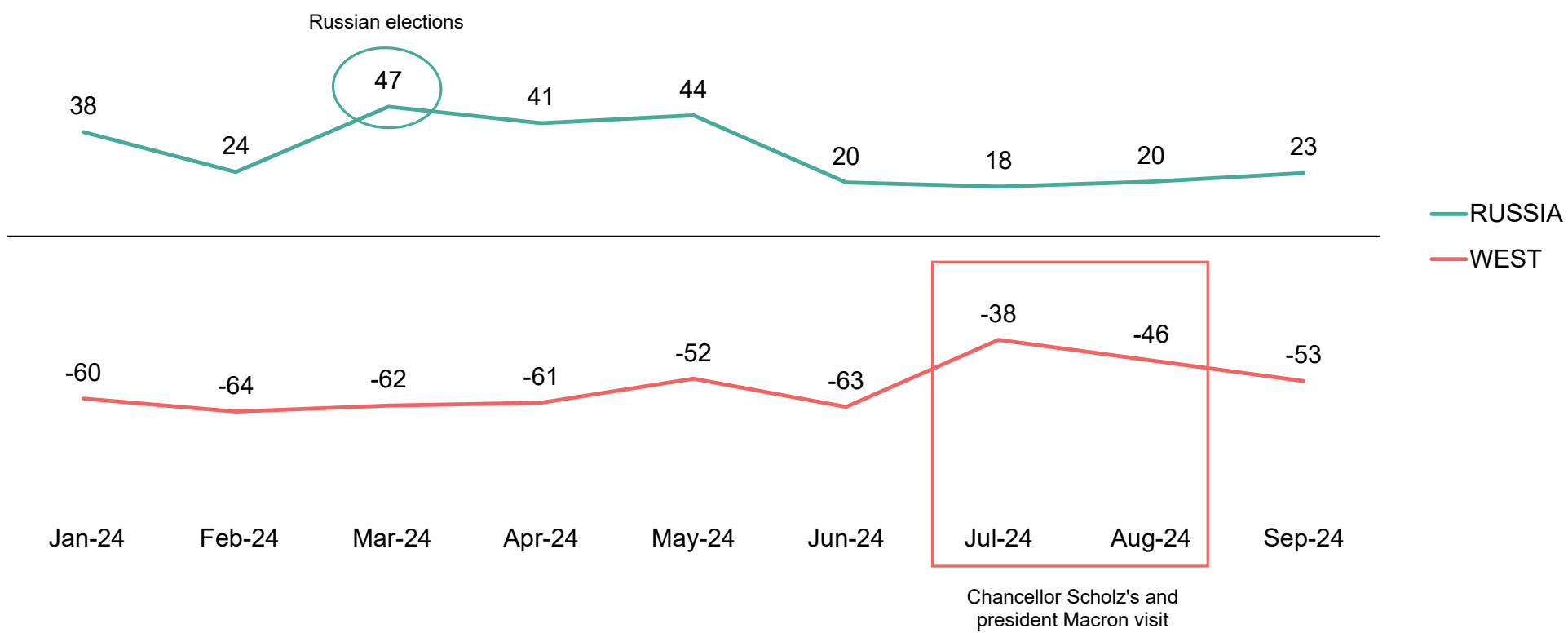
CRTA: Across the board, Western actors are more often portrayed in a negative light, while China and Russia stay in the green

Number of mentions in media pieces



Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

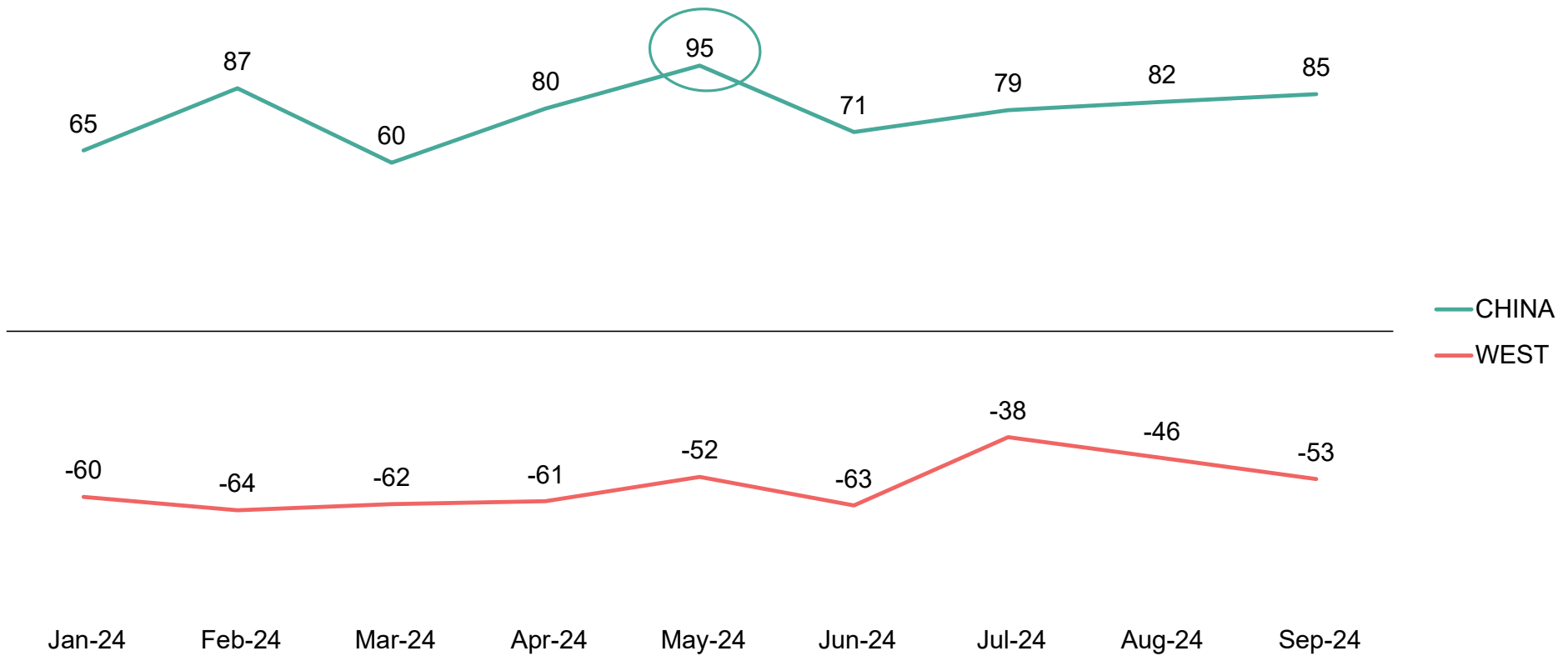
CRTA: Anti-West coverage dominates. Pro-Russia narrative consistently tops the pro-West narrative, except during visits by Chancellor Scholz and president Macron; pro-Russian peaks around Russian elections



Difference between positive and negative tone, in percentage points
Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals

CRTA: Anti-West narrative dominates; a sharp increase in pro-China coverage during the Chinese President's visit to Serbia

Chinese President's visit to Serbia

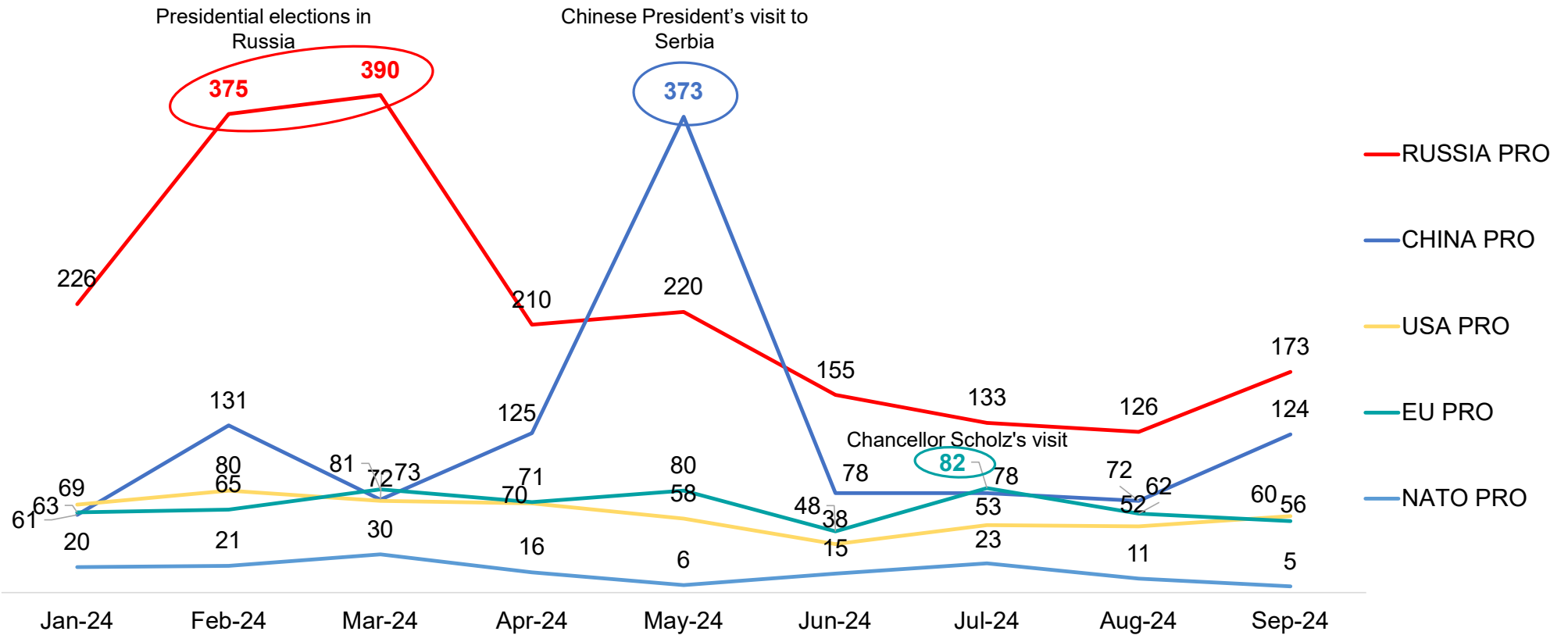


Difference between positive and negative tone, in percentage points
Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals



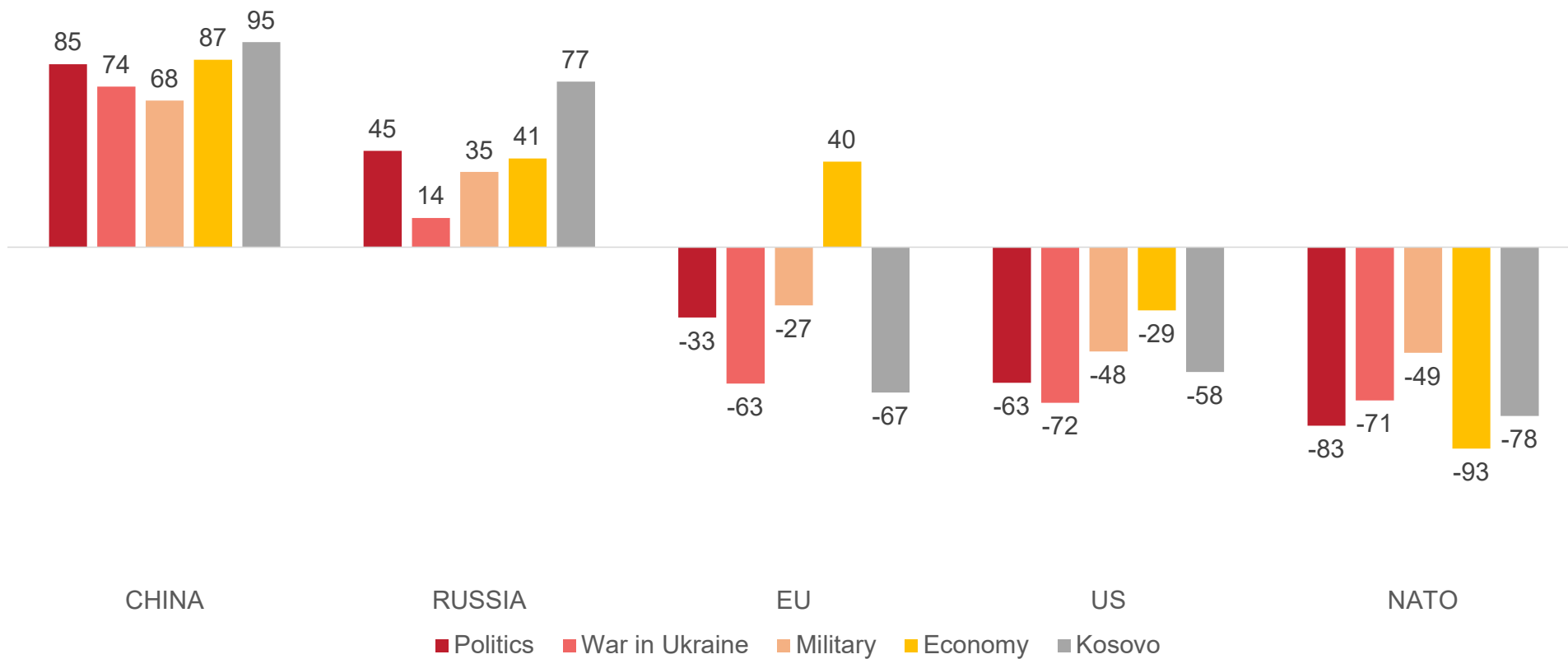
Russia's positive coverage leads, except during Chinese President's Visit; EU boosted by Scholz's visit, but the influence is limited in comparison to Chinese president and Russian elections

Number of mentions in media pieces



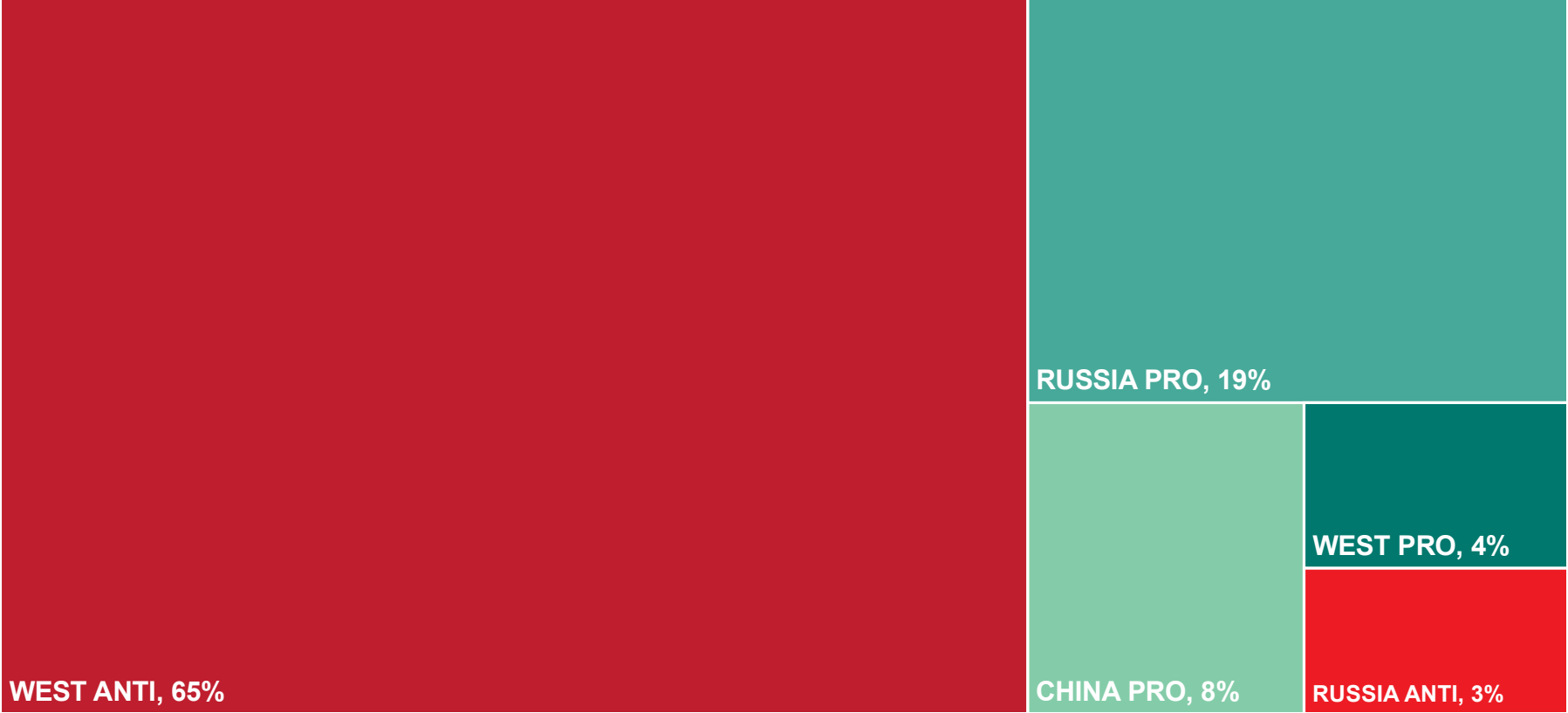
Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

CRTA: Russia and China positively portrayed on all the most important topics, while EU is portrayed positively on economy



Difference between positive and negative tone, in percentage points
 Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

CRTA: Anti-Western sentiments dominate the realm of information manipulation



Source: CRTA media monitoring, January – September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

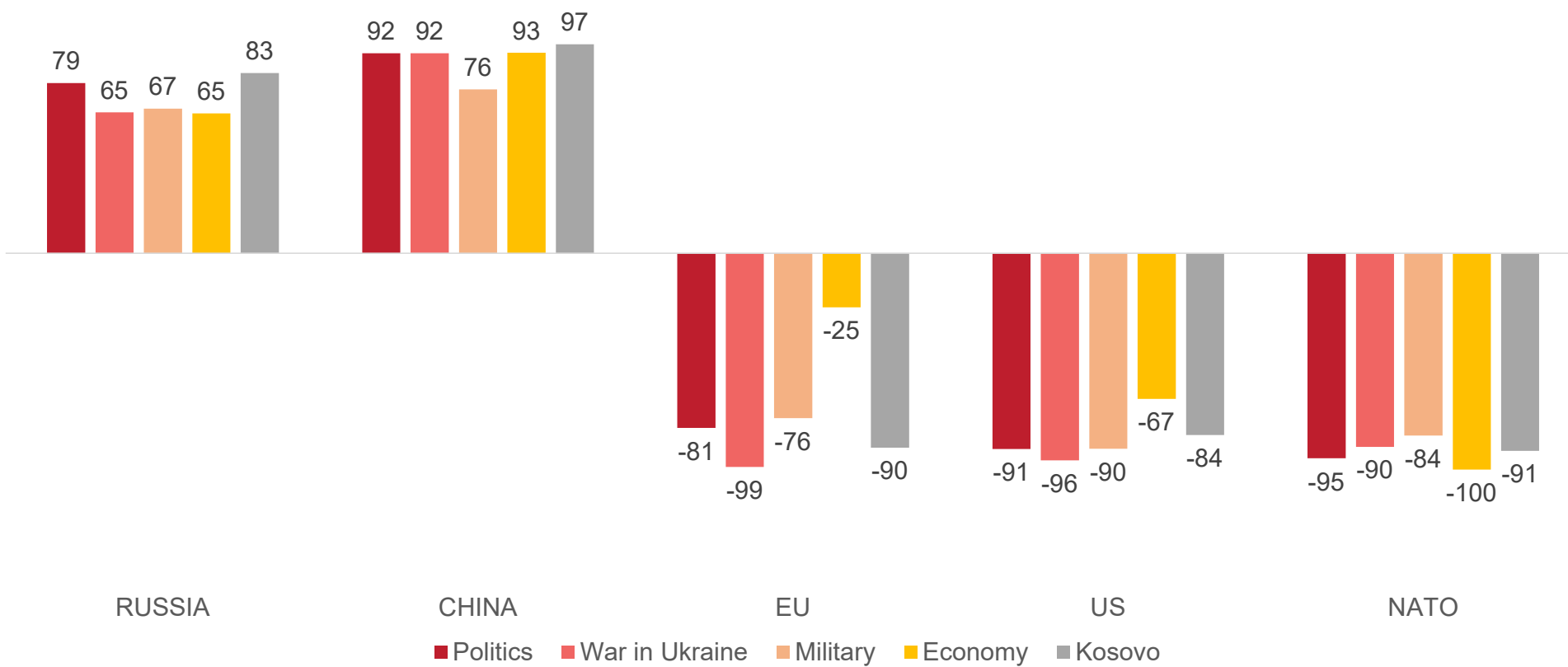
CRTA: Serbian media sources are most commonly associated with content containing information manipulation



■ Serbian media ■ EU media ■ Russian media ■ US media ■ Social networks ■ Regional media ■ No sources

Source: CRTA media monitoring, January – September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

CRTA: Information manipulation was consistently pro-Russian and pro-China on all key topics, while also being strongly anti-Western



Difference between positive and negative tone, in percentage points
 Source: CRTA media monitoring, January - September '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.