

CRTA:

Media Monitoring

January – December 2024

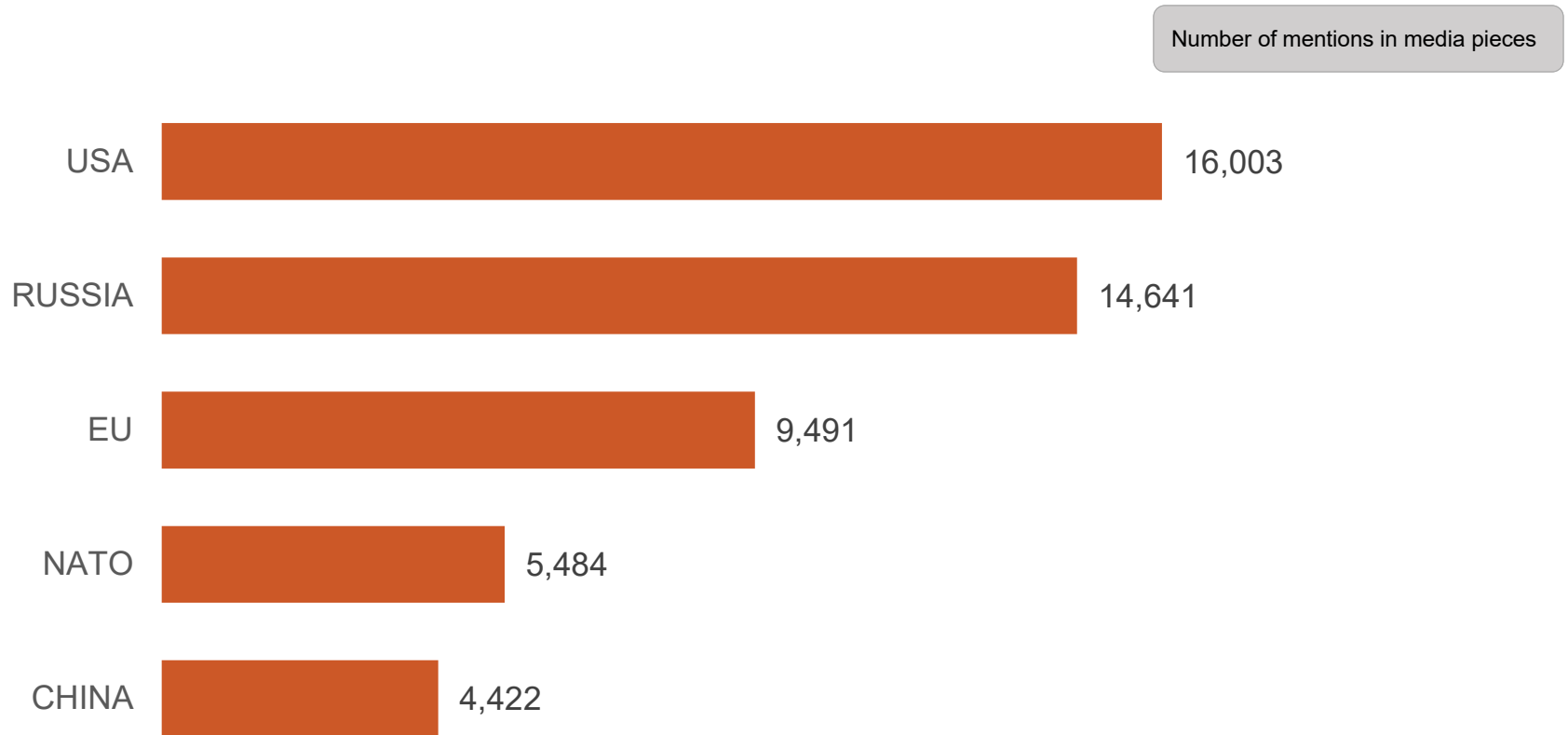
CRTA:

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

CRTA: Methodology

- **Timeframe:** 01.01.2024 – 31.12.2024
- **Sample frame:**
 - TV Central News and Morning Shows: RTS 1, TV Pink, TV Prva, and Happy TV
 - Online portals in “prime time”: blic.rs, kurir.rs, novosti.rs and b92.net
 - Newspapers: Informer, Blic, Večernje novosti and Kurir
- **Unit of analysis:** mentions in media pieces
- **Sample size:** 31,207
- **Topics of analysis:** Politics, Military, Economy, Kosovo, Past conflicts 1990-99, Culture, Human Rights, Health.

CRTA: USA and Russia dominate Serbian media coverage in 2024

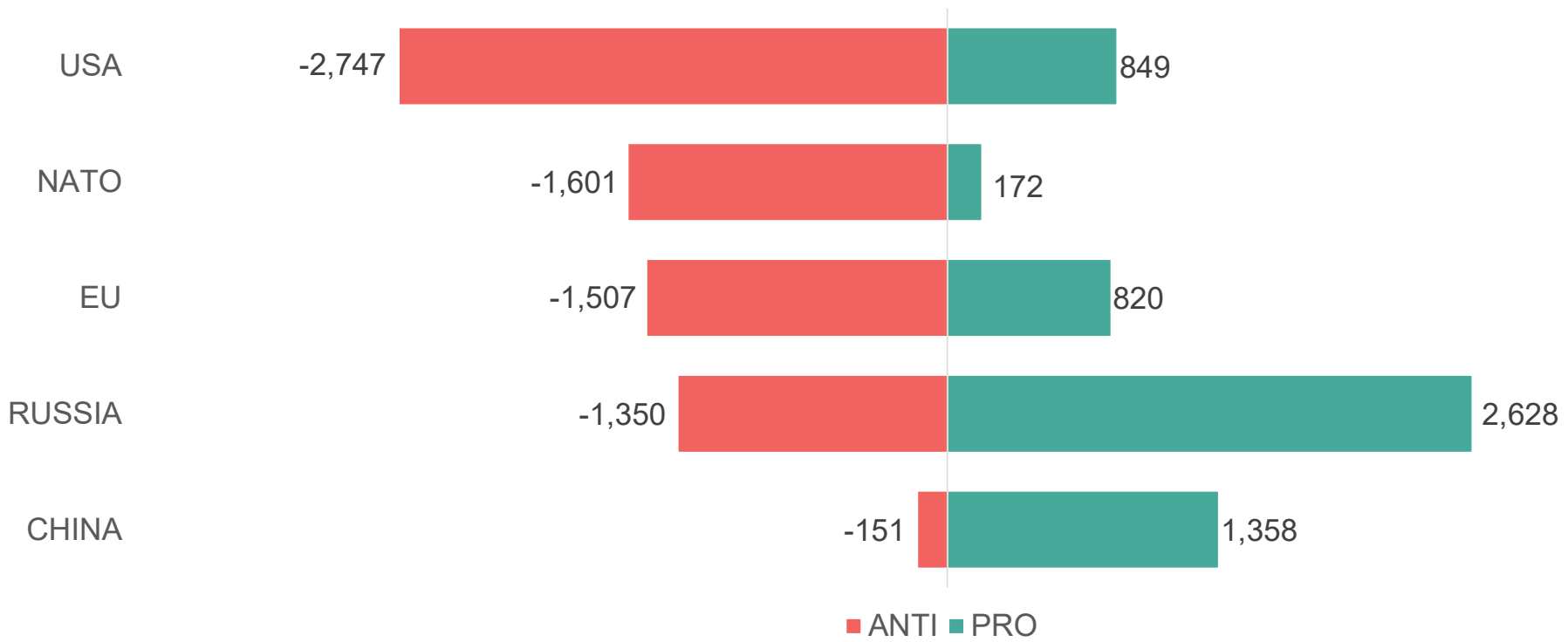


Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.



Negative coverage dominates for the West, while Russia and China are portrayed positively

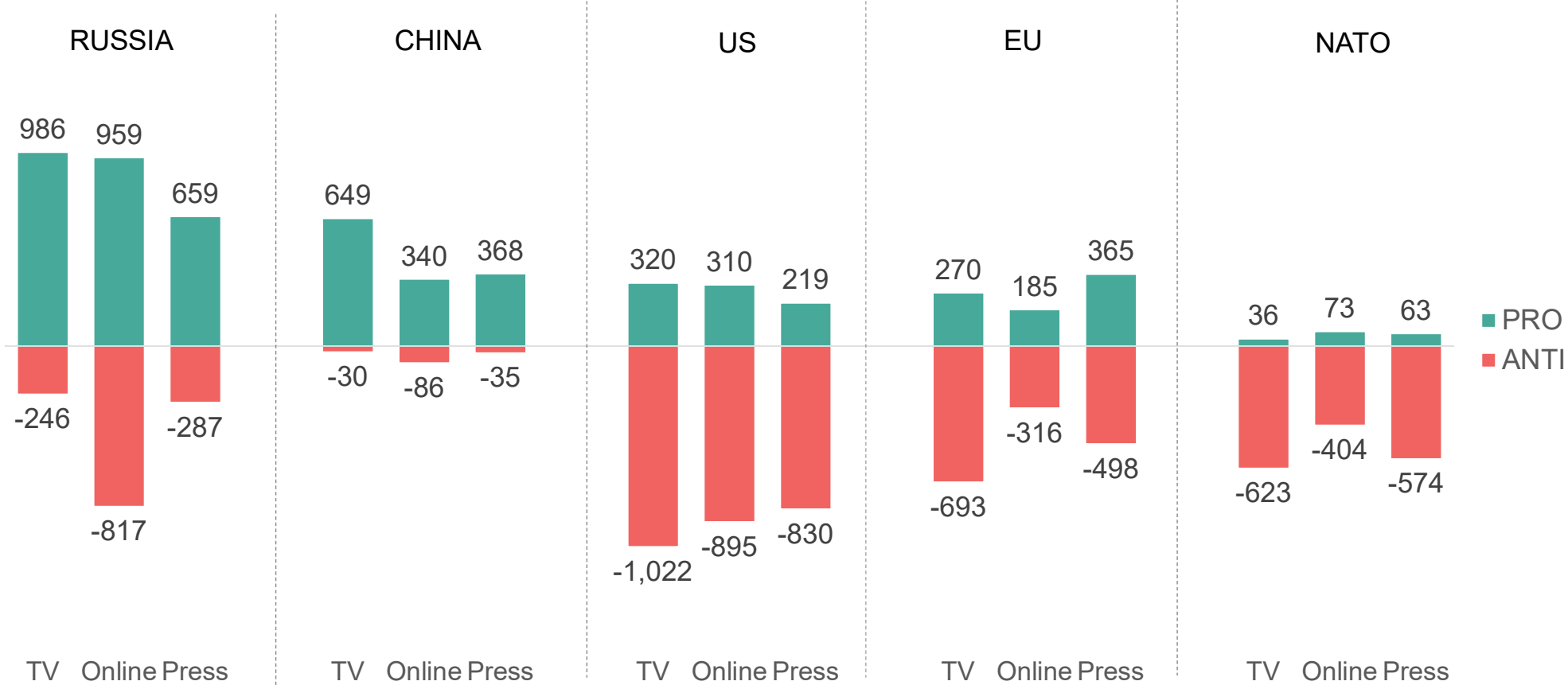
Number of mentions in media pieces



Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

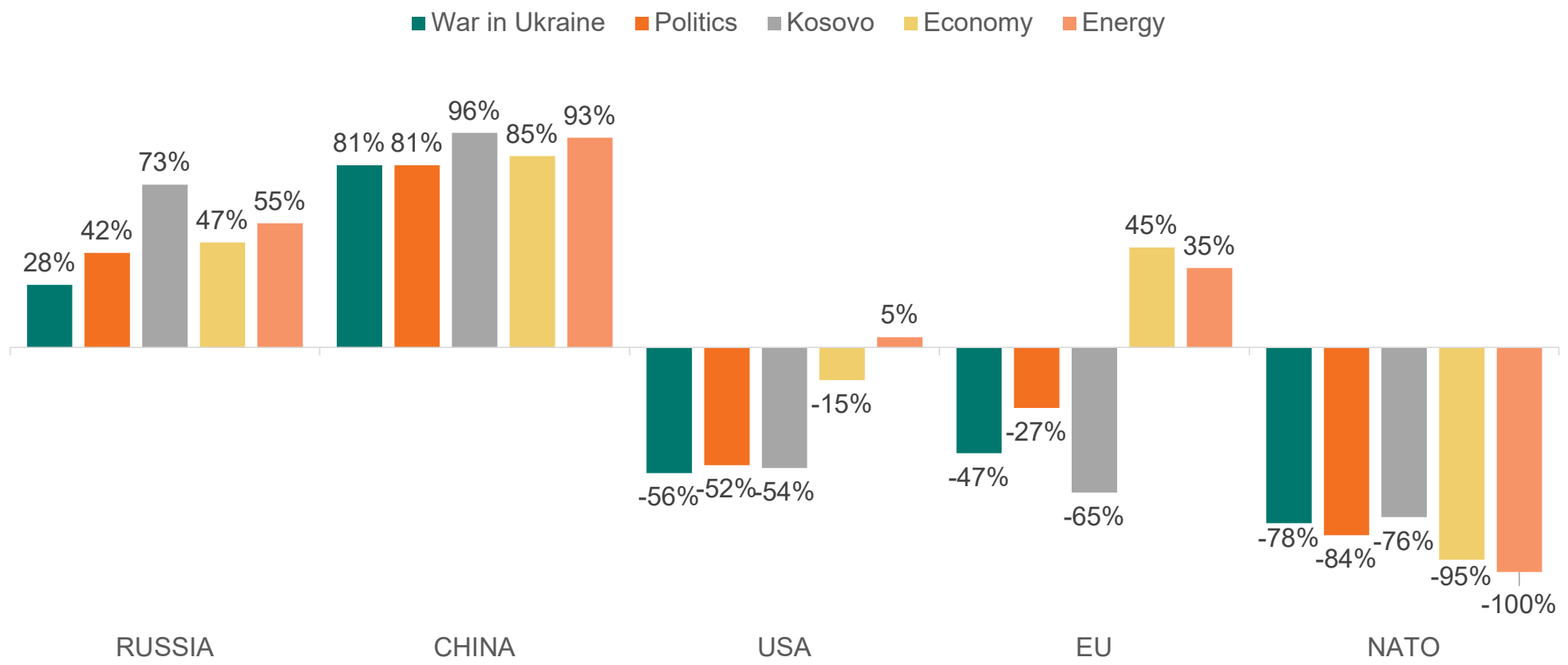
CRTA: Consistently negative coverage of Western actors across all media types

Number of mentions in media pieces



Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

CRTA: Media coverage favors Russia and China across all topics, while the West is largely negative, with the EU economy and energy as exceptions*

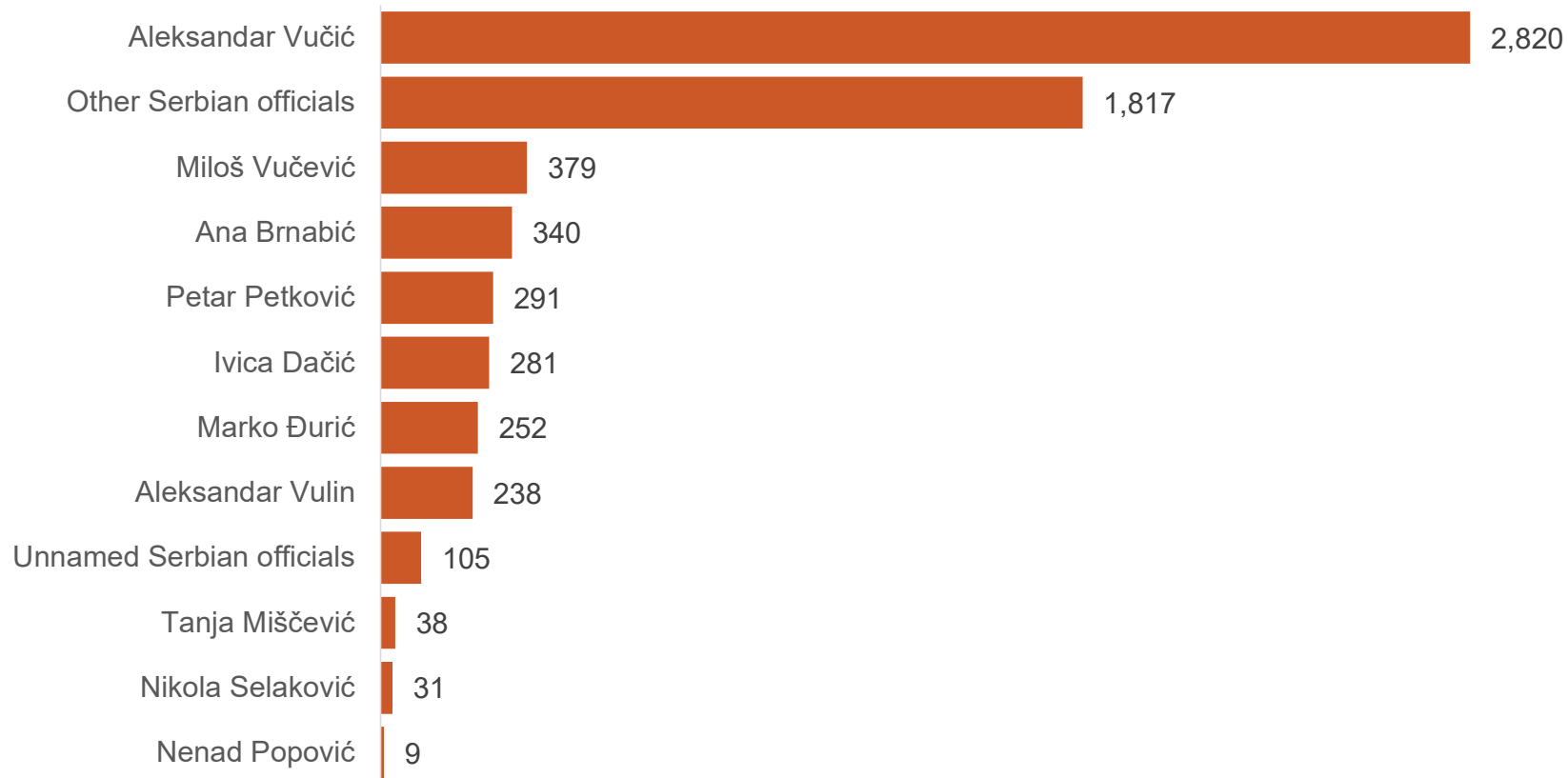


*Difference between positive and negative tone, in percentage points

Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

CRTA: Most quoted politician, by far, is Aleksandar Vučić

Number of mentions in media pieces



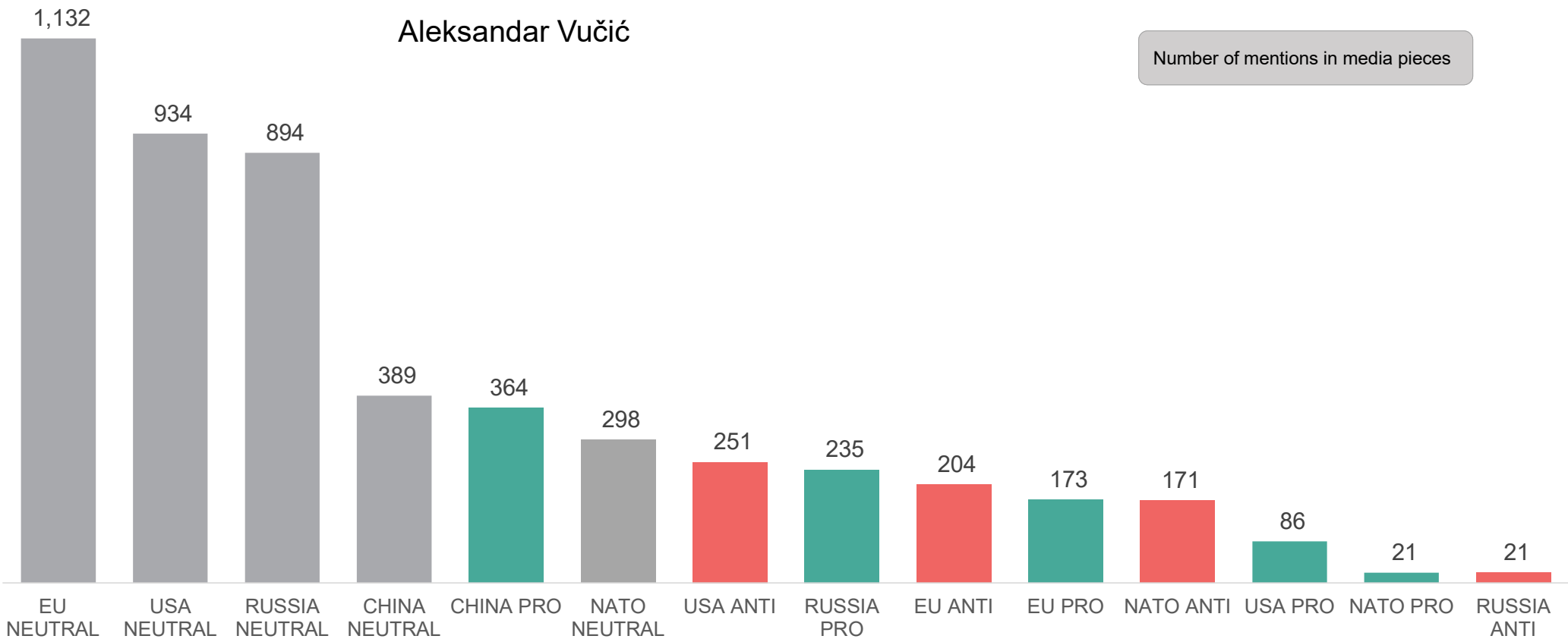
Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.



When the President is quoted in biased media pieces, the sentiment towards the US, EU and NATO is more often negative than positive

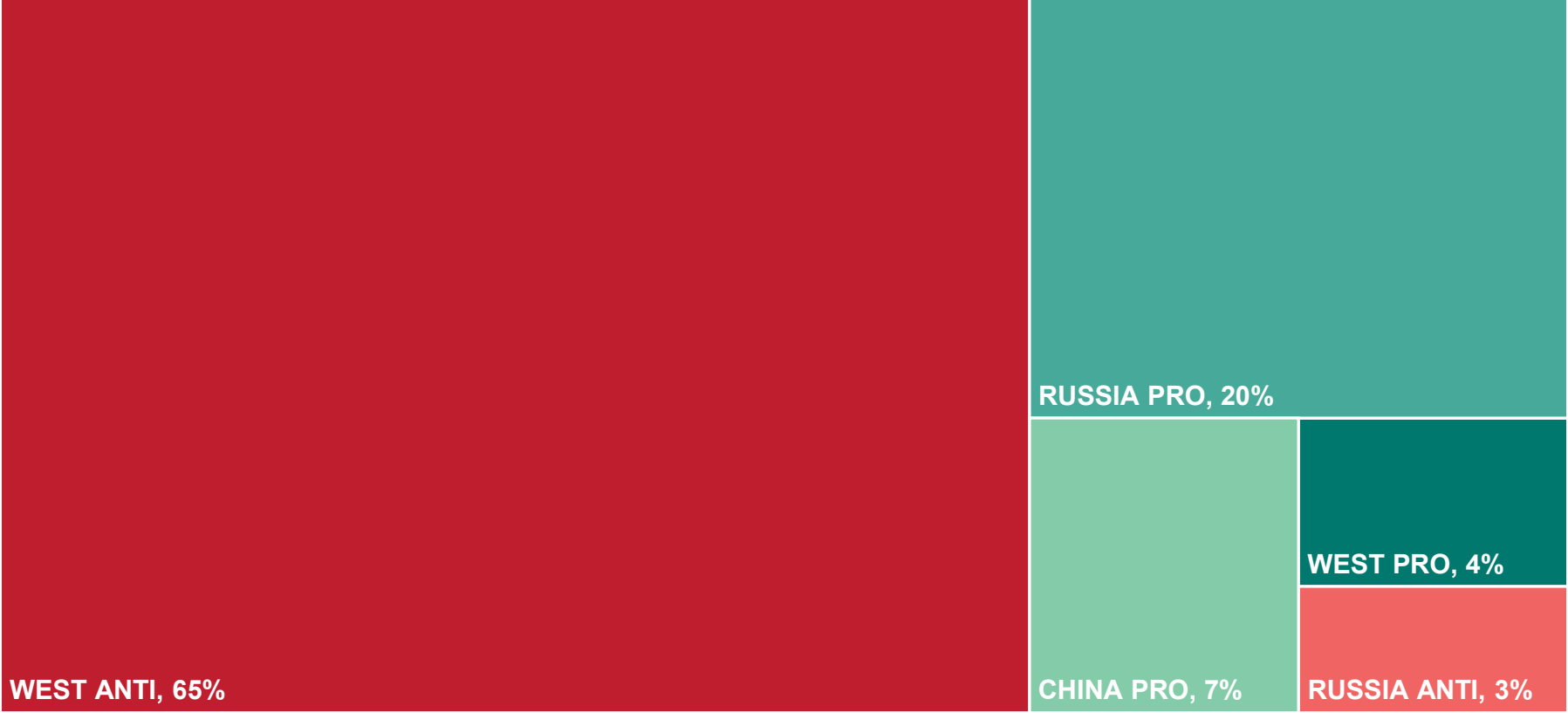
Aleksandar Vučić

Number of mentions in media pieces



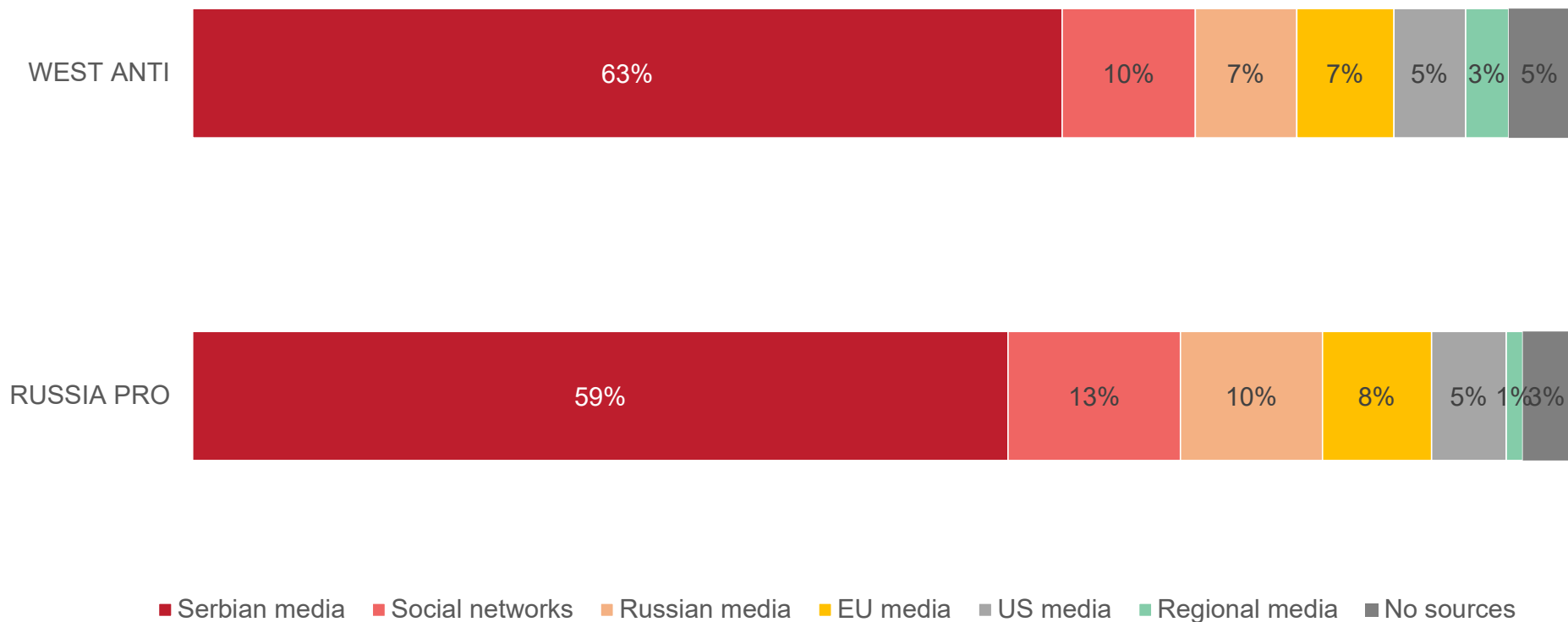
Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

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



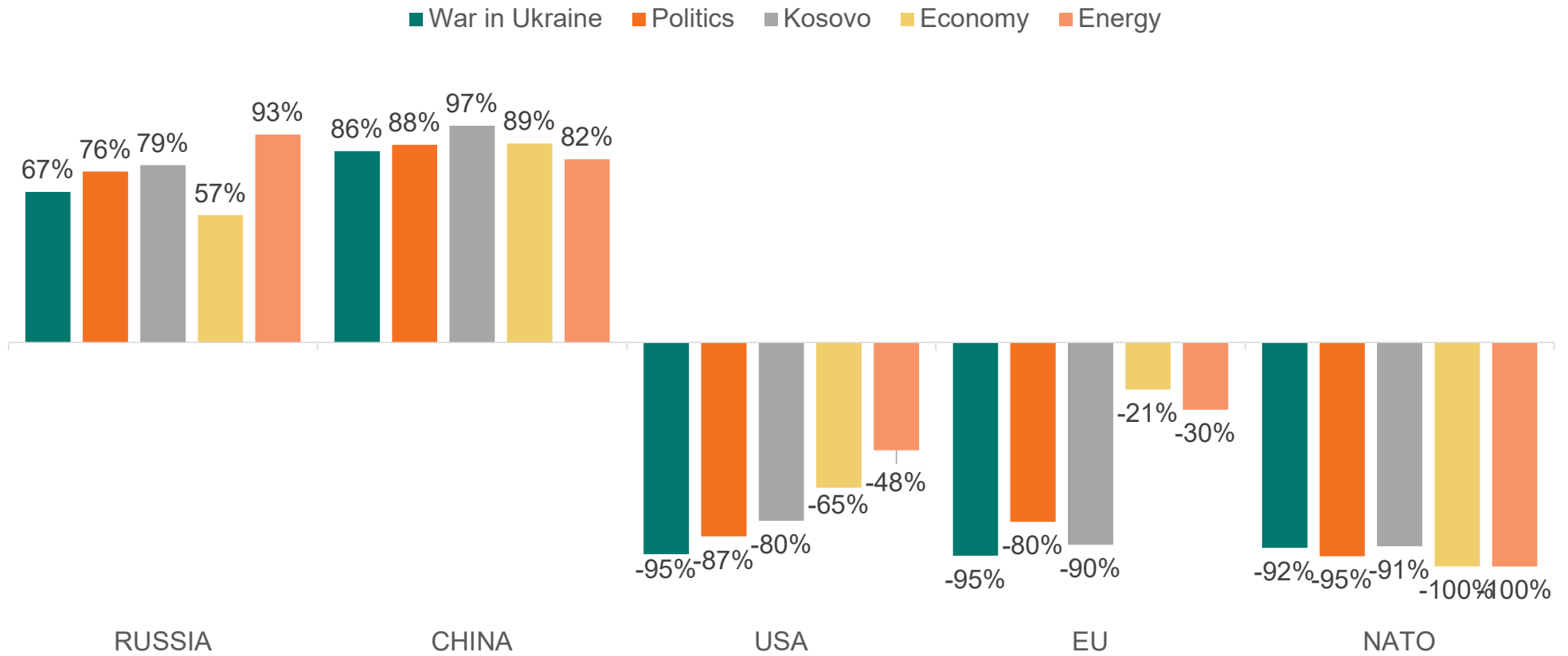
Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

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



Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

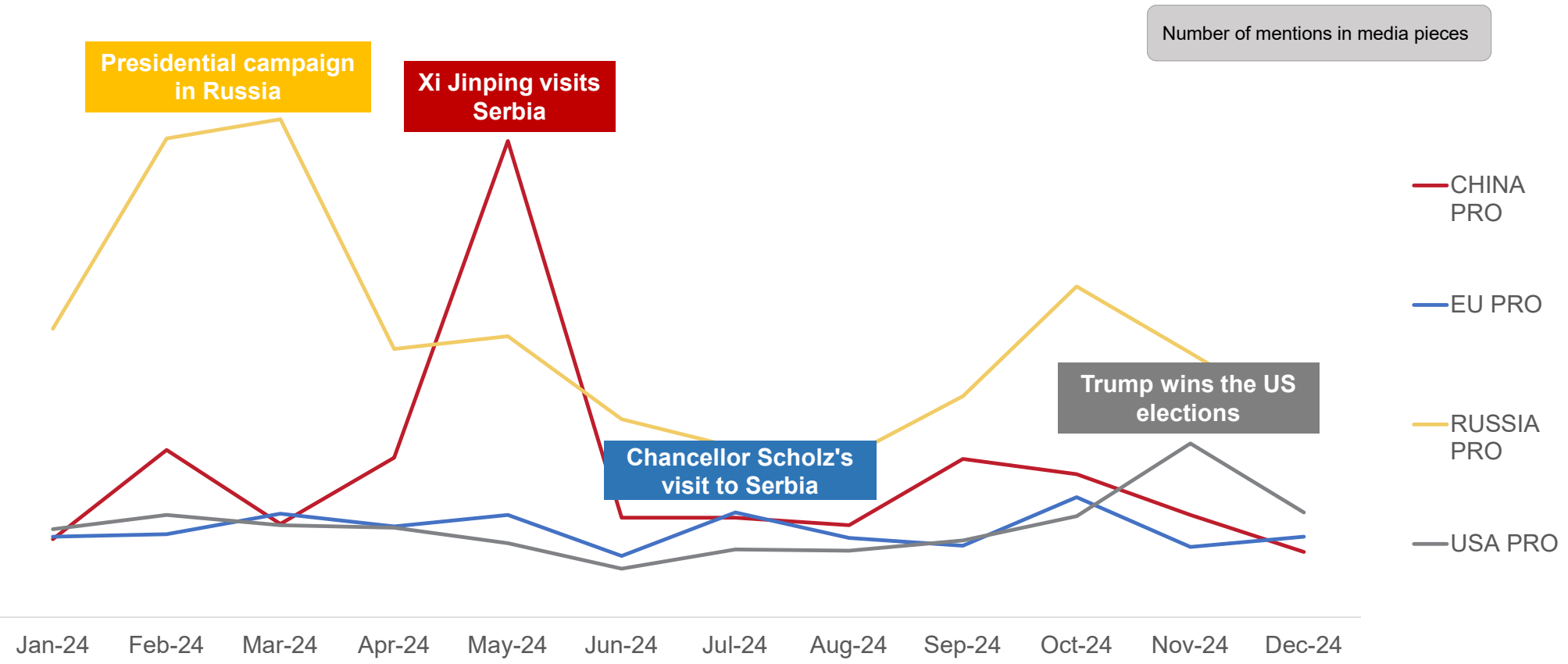
CRTA: Information manipulation was consistently pro-Russian and pro-Chinese on all key topics, while also being strongly anti-Western*



*Difference between positive and negative tone, in percentage points

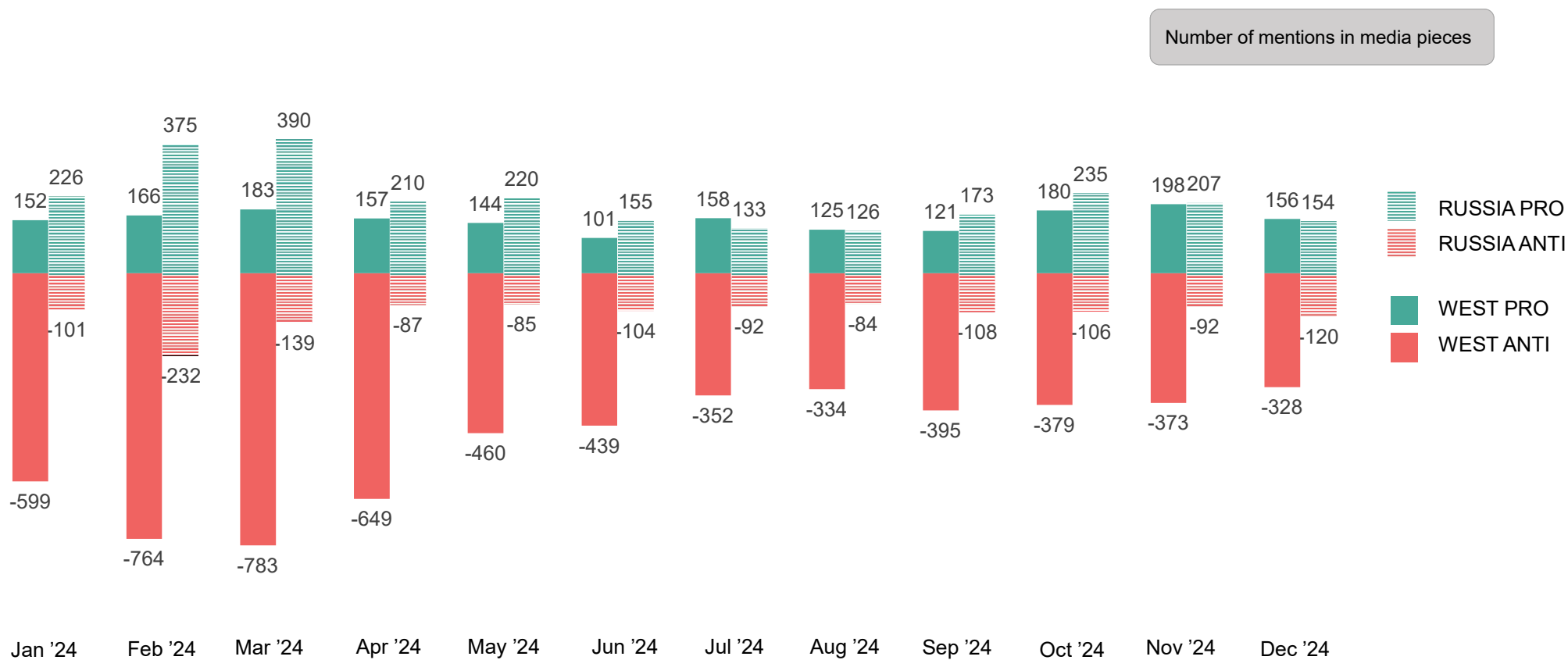
Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

CRTA: Russia tops all other actors in positive media coverage, with only China trailing close during Xi Jinping's visit



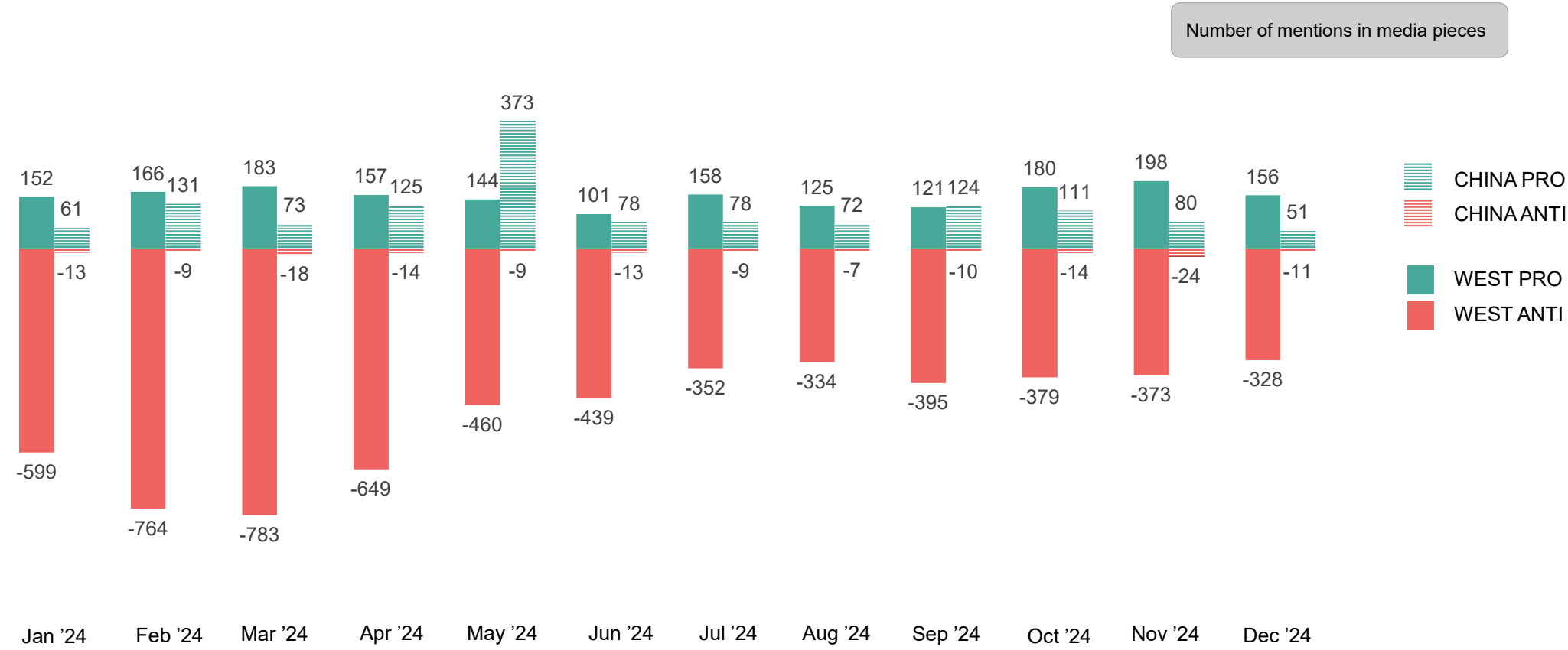
Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

CRTA: Negative coverage of Western actors dominated the polarized media landscape in 2024



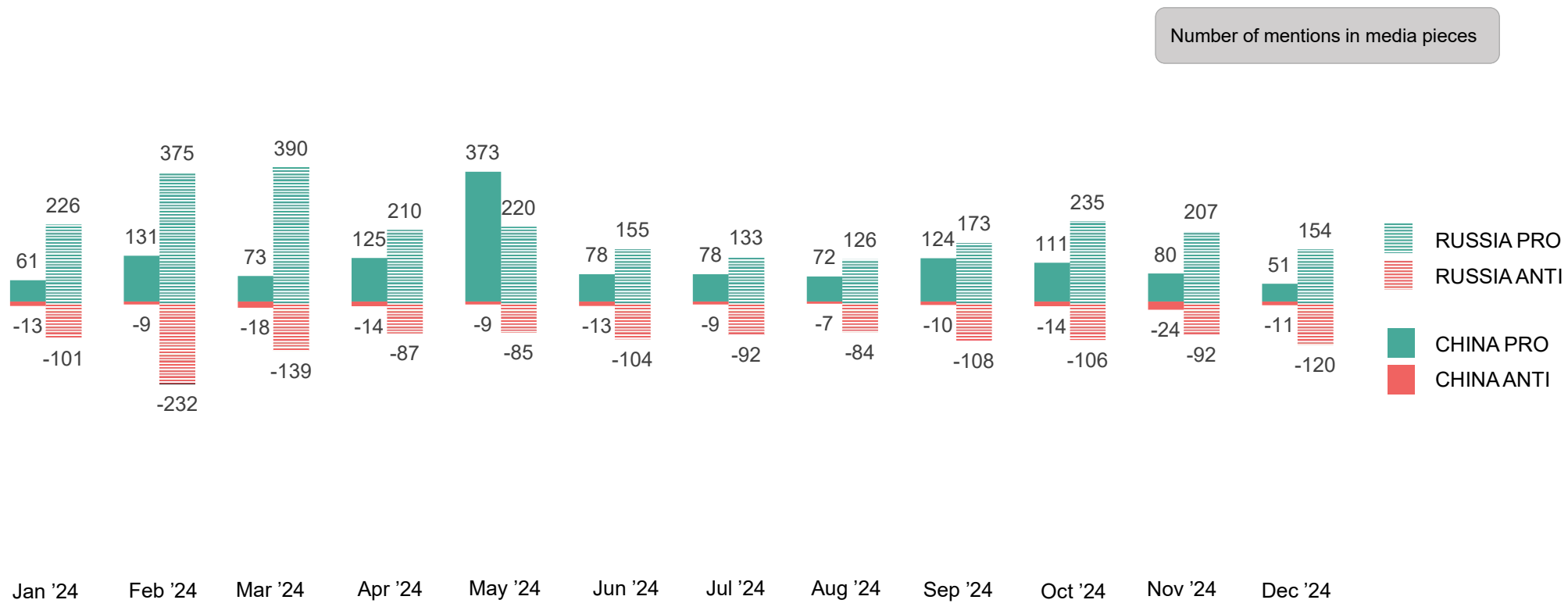
Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

CRTA: Western actors faced persistent negative coverage, while China remained largely positively framed in 2024



Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

CRTA: Russia and China were predominantly portrayed positively in 2024, with limited negative coverage



Source: CRTA media monitoring, January - December 2024; Sample: selected TV channels with national coverage, national daily newspapers, and online portals.

CRTA: The anti-West narrative dominates, with pro-Russian narrative consistently following



Source: CRTA media monitoring, Sample: selected TV channels with national coverage, and national daily newspapers.