



# **Media monitoring of political pluralism**

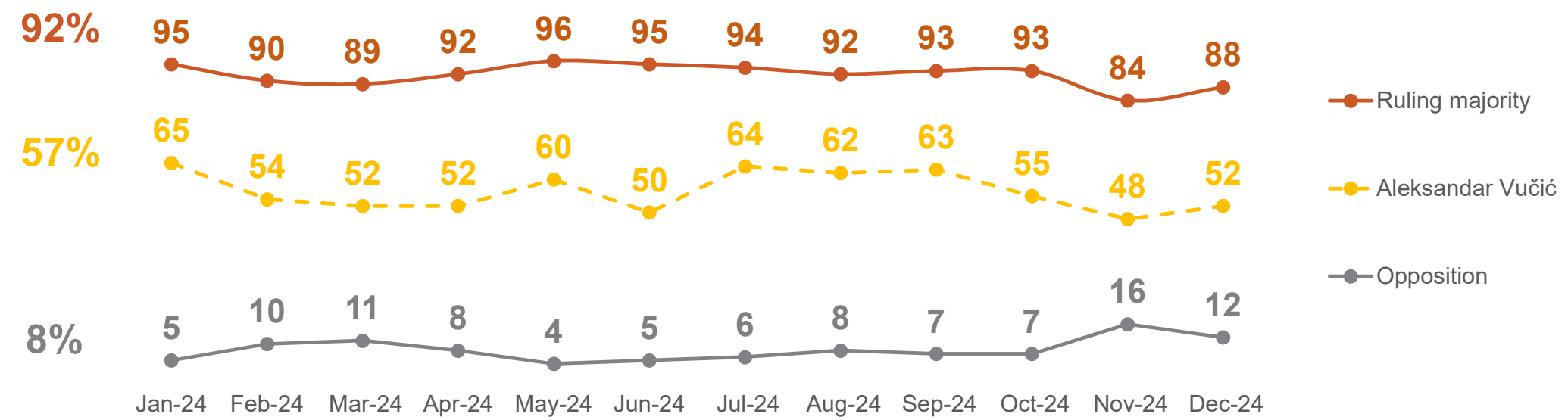
**January – December 2024**

## CRTA: Methodology

- **Timeframe:** 01.01.2024 – 31.12.2024
- **Sample frame:**
  - Central news on five TV stations with national coverage: RTS 1, TV Pink, TV Prva, TV Happy, and TV B92.
- **Unit of analysis:** second of representation in the central news program.
- **Sample size:** 133,734 seconds.
- **Legend:**
  - Active role - political actor directly addressing the audience.
  - Passive role - political actor being mentioned by other political actors and/or journalists in a media piece.

# CRTA: The ruling majority consistently dominates media coverage, with over 50% of airtime dedicated solely to Aleksandar Vučić

AVG.



Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

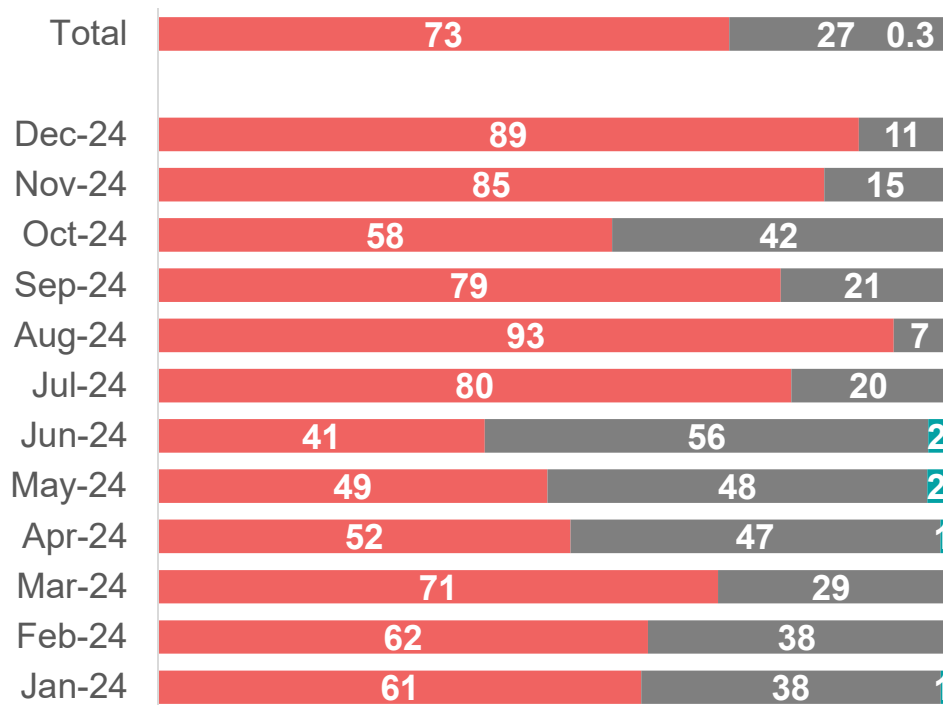
# CRTA: Media polarization: The ruling majority receives predominantly neutral or positive reporting, while the opposition is mostly reported on negatively

## Ruling majority



■ Negative ■ Neutral ■ Positive

## Opposition



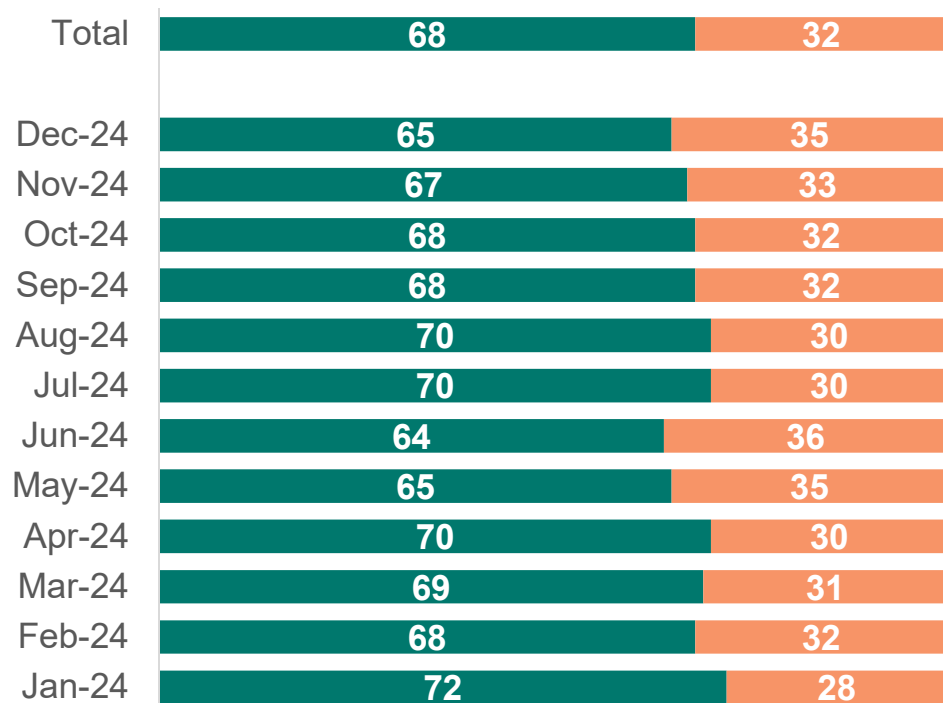
■ Negative ■ Neutral ■ Positive

Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

CRTA:

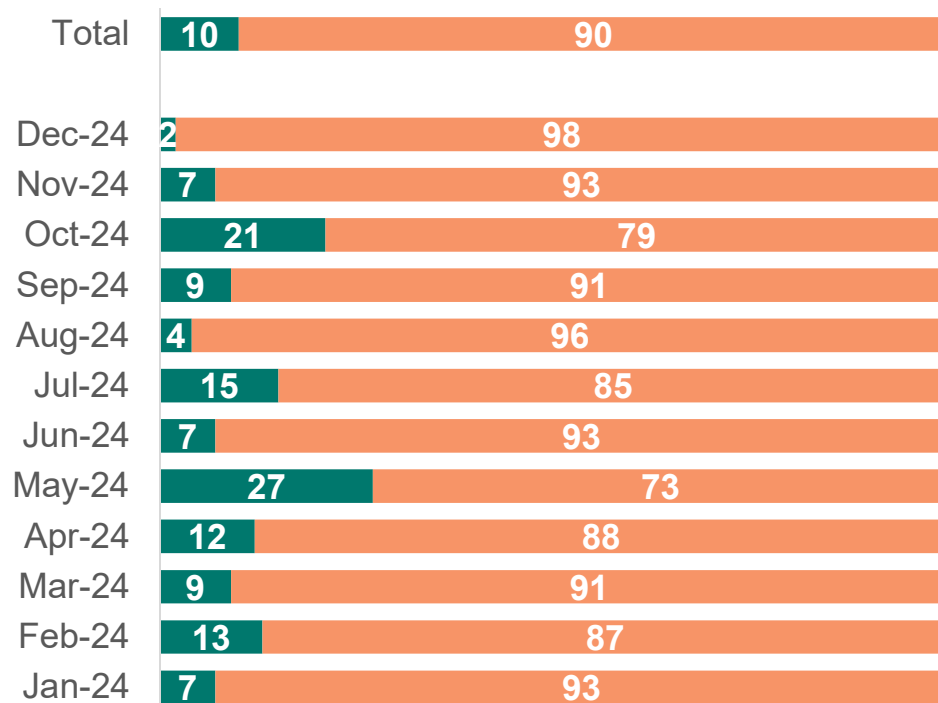
The ruling majority consistently in an active role, directly addressing the public, while the opposition remains passive, with limited opportunities to speak

### Ruling majority



■ Active role ■ Passive role

### Opposition



■ Active role ■ Passive role

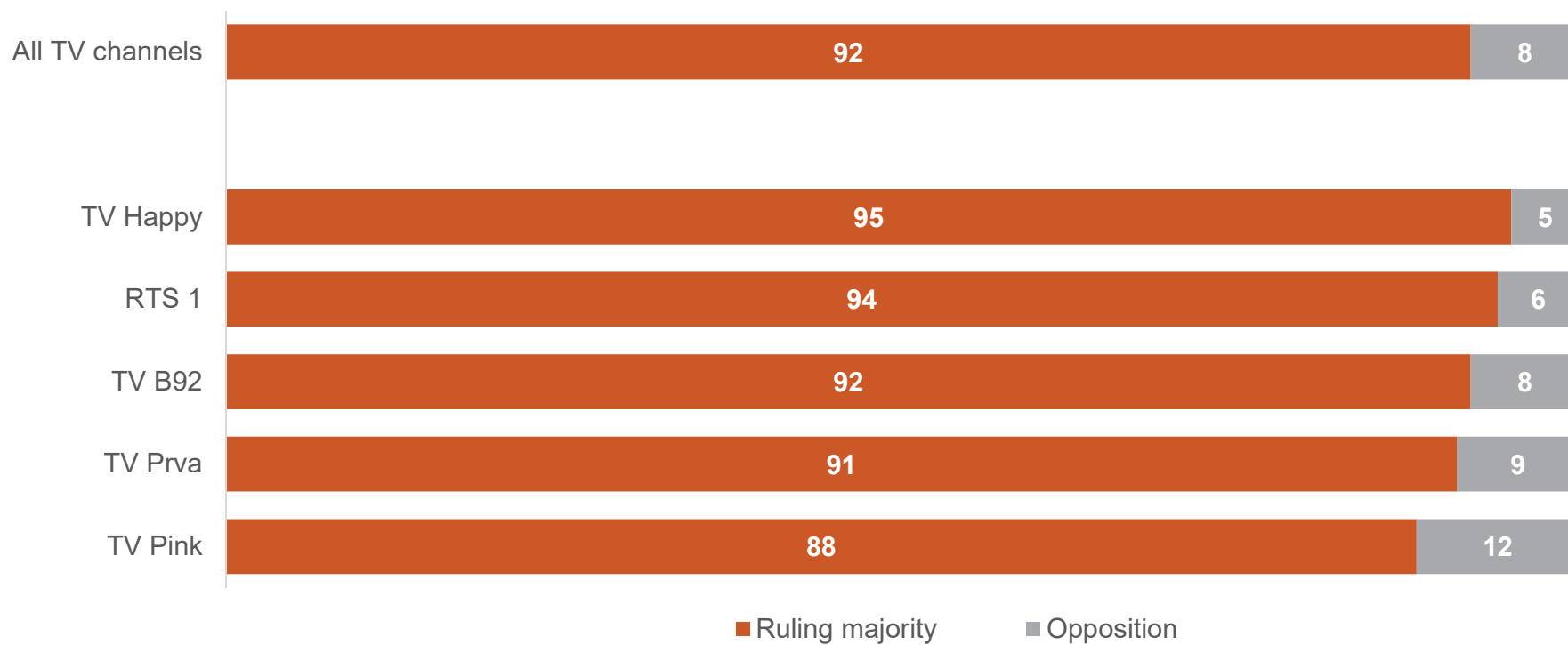
Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

**CRTA:** Ruling majority dominates media space: active 62% of the air time, opposition just 1%



Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

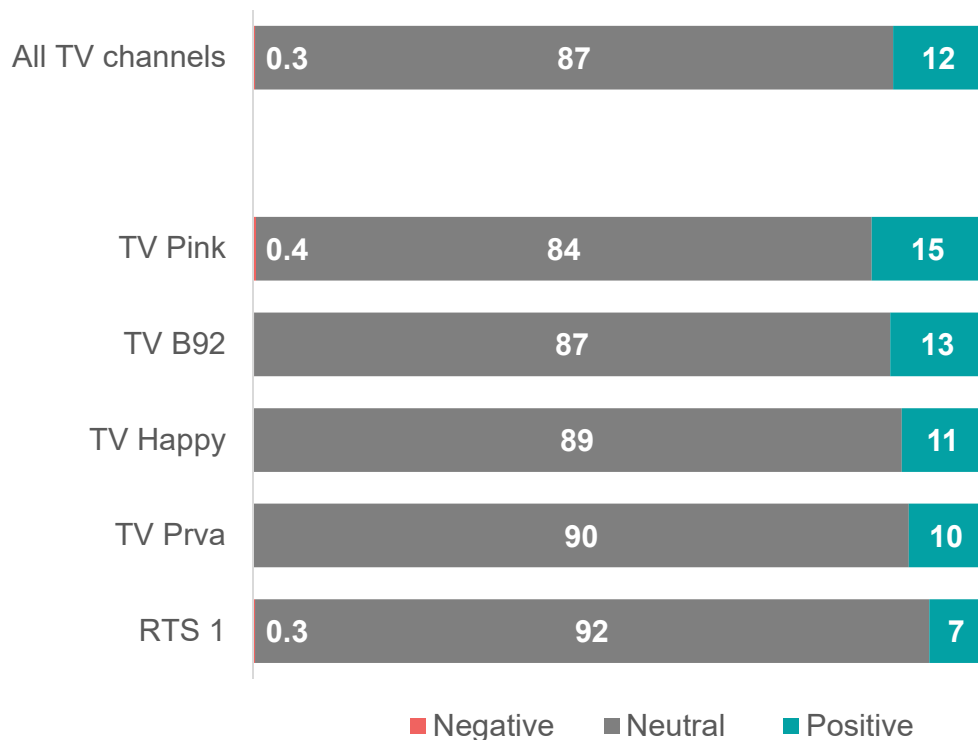
# CRTA: Ruling majority dominates: On average, over 90% of political airtime across national TV channels



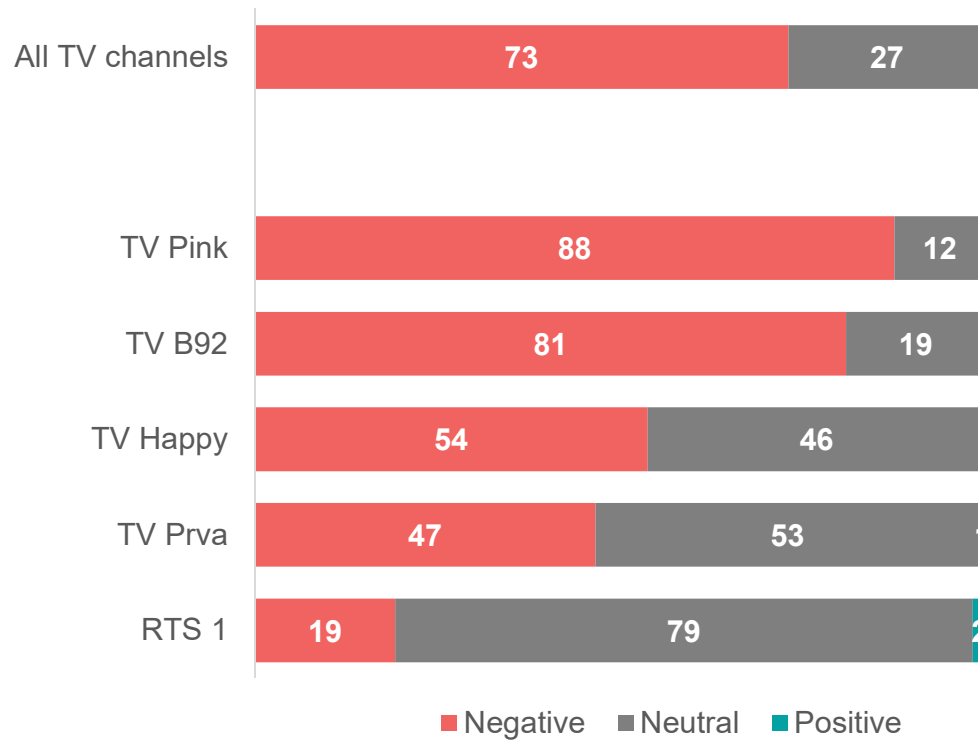
Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

# CRTA: The ruling majority receives exclusively neutral or positive coverage, while the opposition is predominantly portrayed in a negative light

## Ruling majority



## Opposition

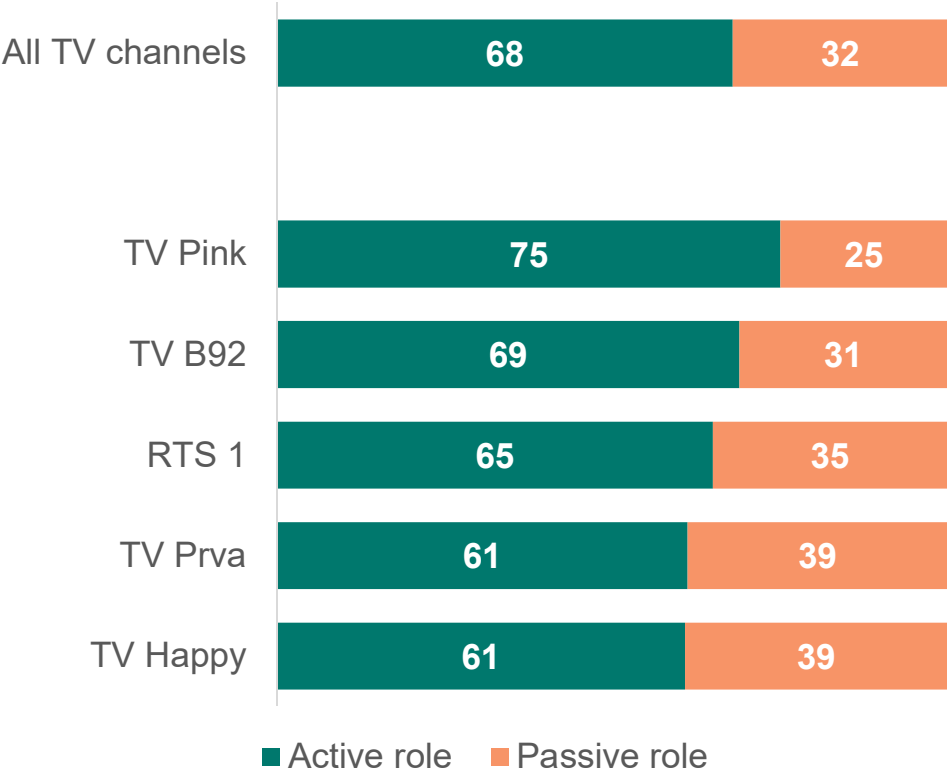


Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

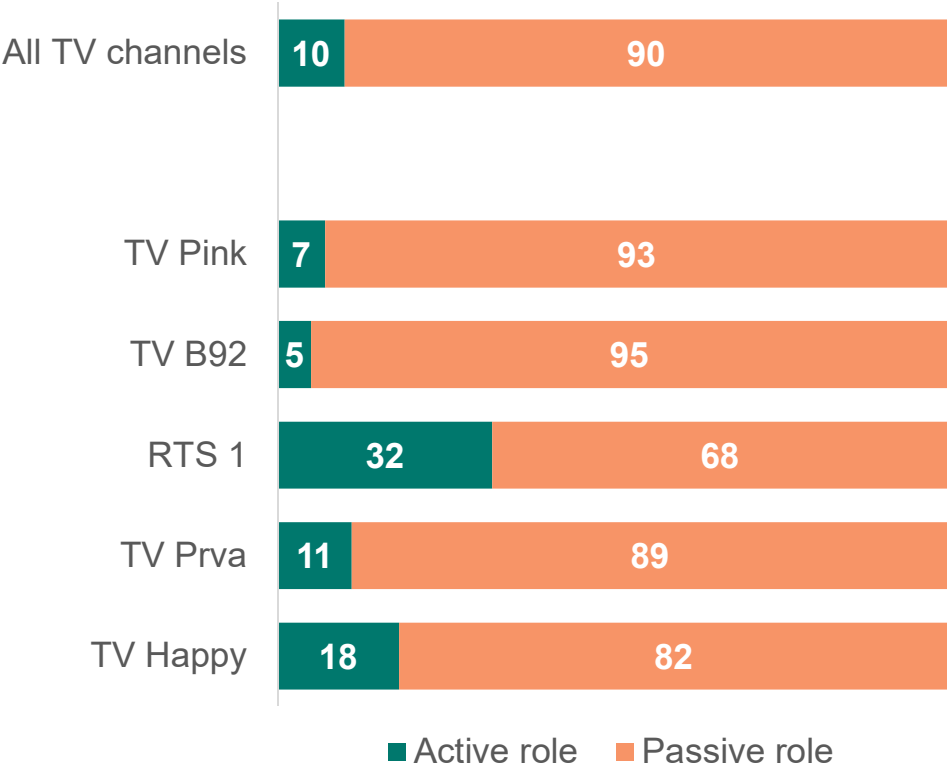


**CRTA:** Across all TV channels, the ruling majority dominates in an active role, while the opposition is overwhelmingly restricted to a passive presence

Ruling majority



Opposition



Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

# CRTA: President of Serbia scored 354 live TV appearances in 2024

2024.



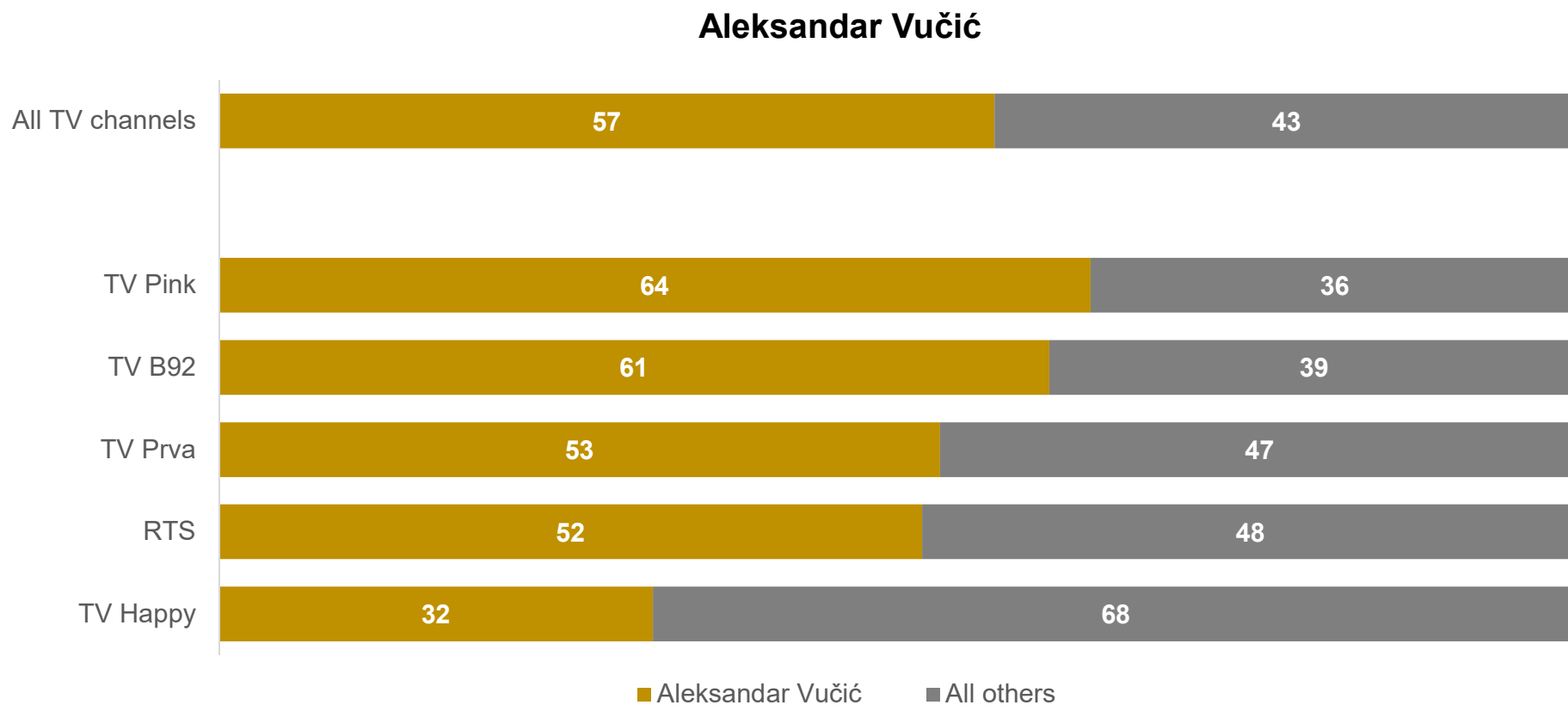
Total number of President Vučić live appearances on TV channels.



- Average broadcast time: **approximately 30 minutes.**
- Maximum of fourteen consecutive days without Vučić's live addresses.
- Highest number of **live addresses in one day: SIX.**

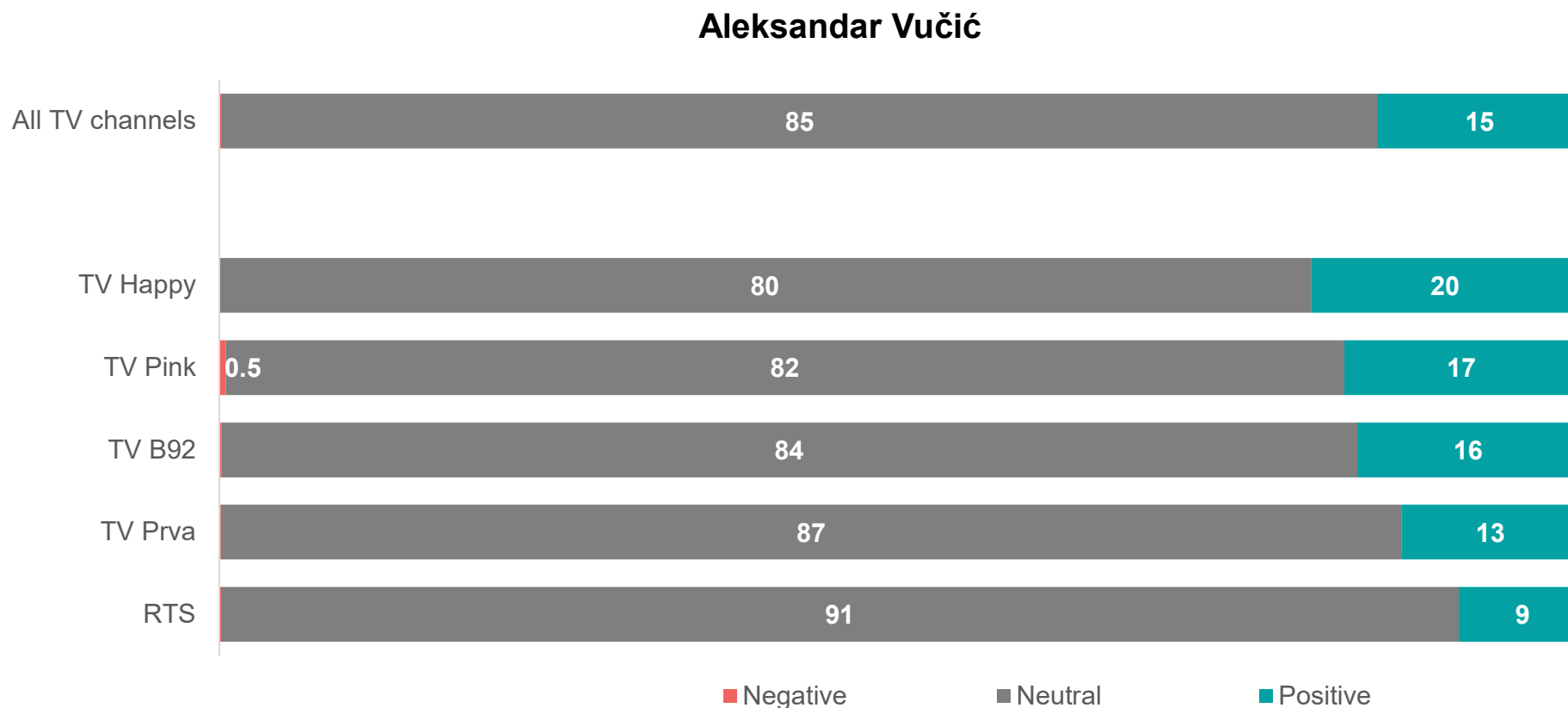
Source: CRTA media monitoring, January - December 2024; Sample: cable TV channels and TV channels with national and regional coverage.

# CRTA: Vučić has a dominant presence in central news, especially on TV Pink and TV B92



Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

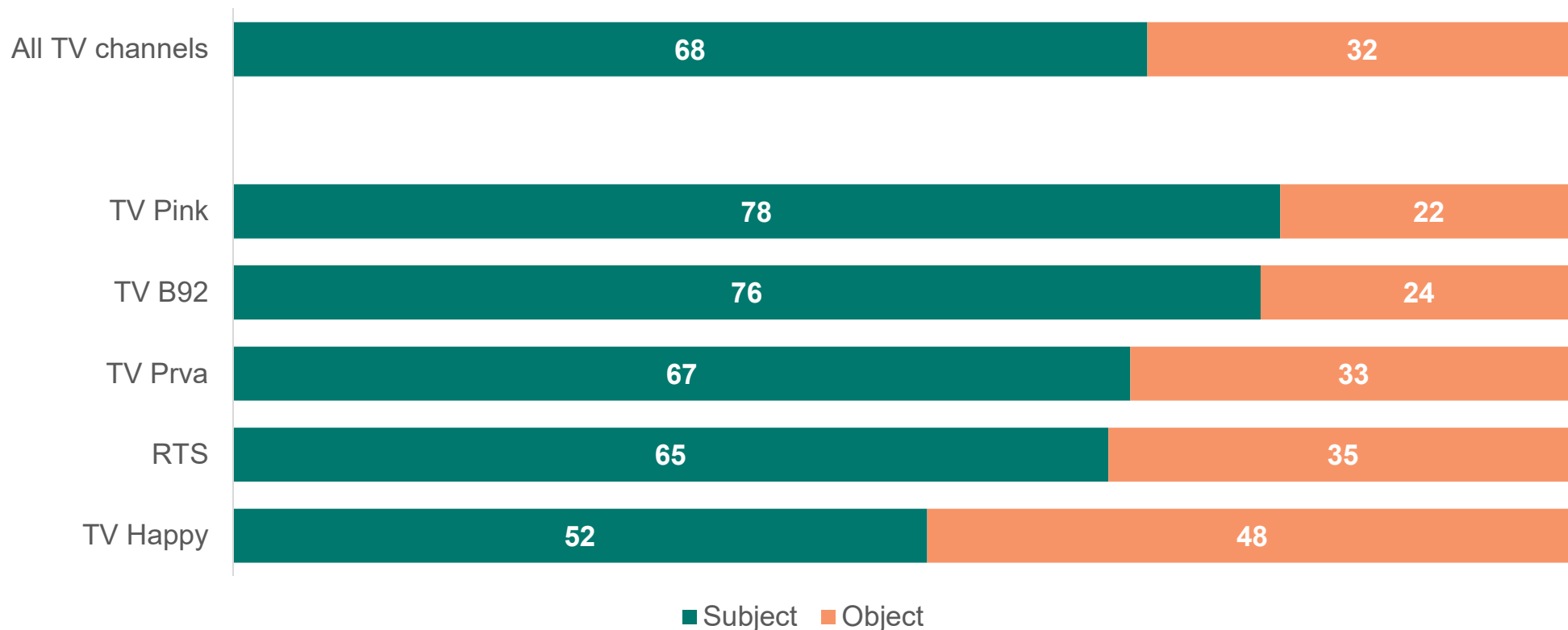
**CRTA:** Vučić is consistently praised with positive coverage, while negative reporting is virtually nonexistent across all TV channels



Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).

# CRTA: Two-thirds of Vučić's media presence is in an active role, directly addressing the public

## Aleksandar Vučić



Source: CRTA media monitoring, January - December 2024; Sample: Central news on TV channels with national coverage (RTS 1, TV Pink, TV Prva, TV Happy, and TV B92).