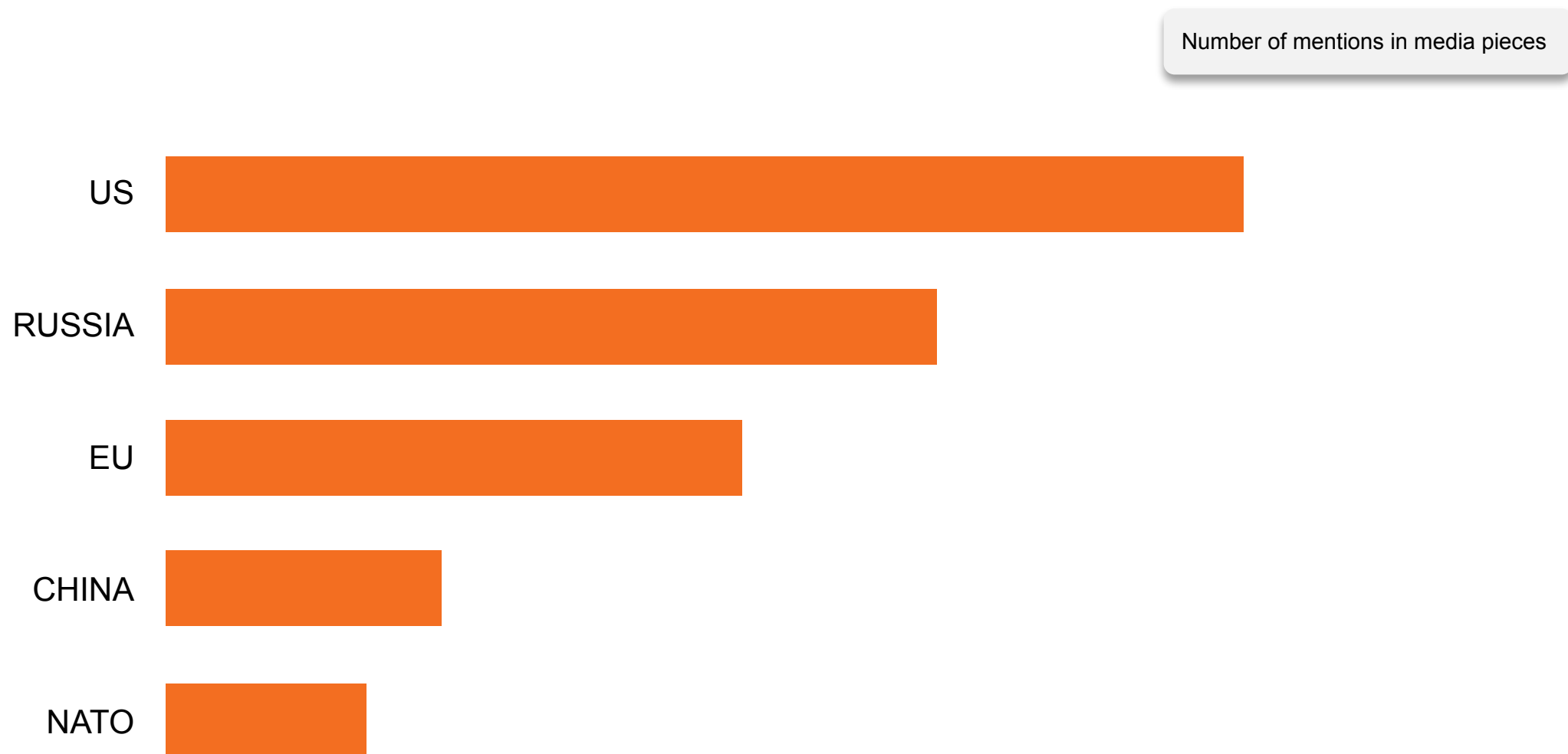# Media Monitoring

January – June 2025

CRTA: **Methodology**

- **Timeframe**: 01.01.2025 – 30.06.2025

- **Sample frame**:
  - TV Central News and Morning Shows: RTS 1, TV Pink, TV Prva, and Happy TV

- **Unit of analysis**: mentions in media pieces

- **Sample size**: 8,093

- **Topics of analysis**: Politics, Military, Economy, Kosovo, Past conflicts 1990-99, Culture, Human Rights, Health.

The anti-West narrative dominates, with pro-Russian narrative consistently following over the years
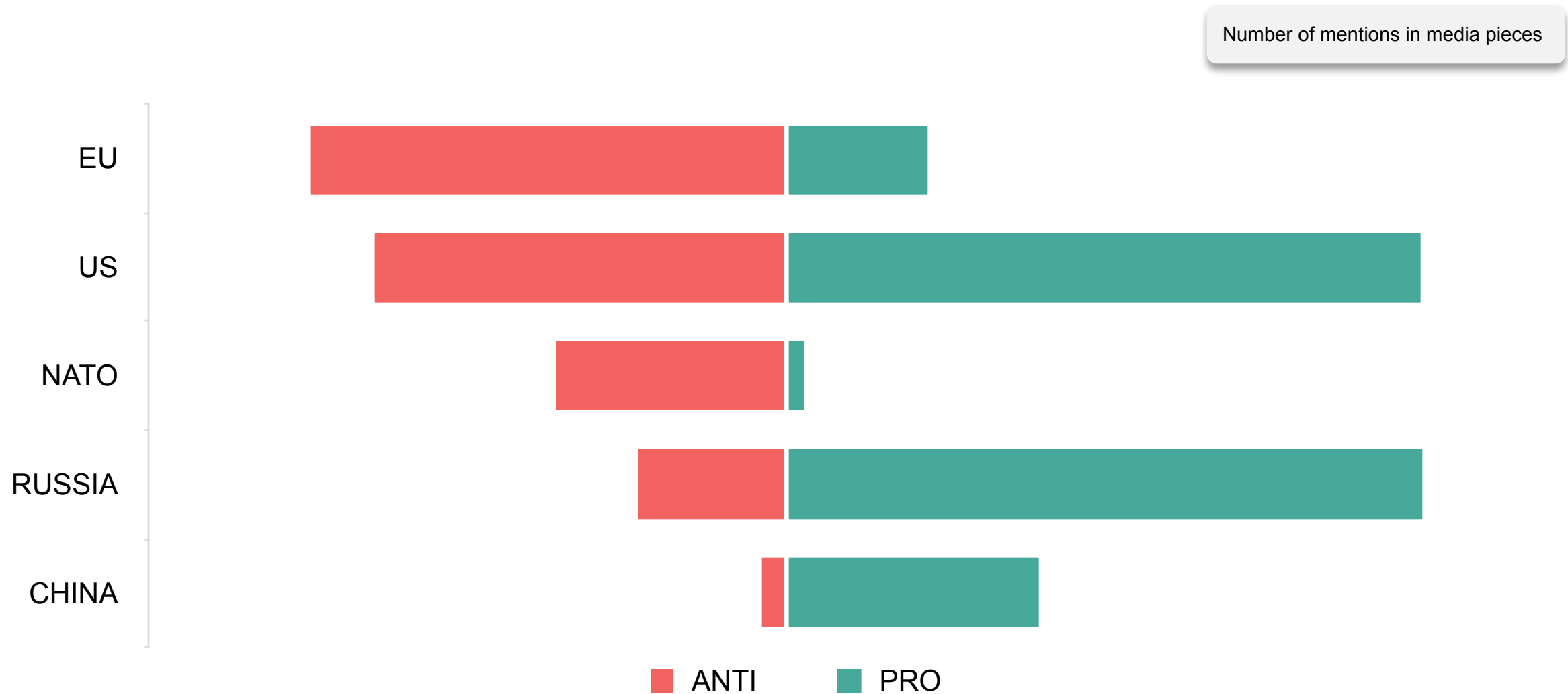

Number of mentions in media pieces

RUSSIA PRO
RUSSIA ANTI

WEST PRO
WEST ANTI

2017 2018 2019 2020 2021 2022 2023 2024 Q2 2025

The US and Russia dominate Serbian media coverage in the first half of 2025

CRTA:

Number of mentions in media pieces

US

RUSSIA

EU

CHINA

NATO

The EU faces the most negative coverage, while Russia and China receive favorable treatment

Number of mentions in media pieces

EU

US

NATO

RUSSIA

CHINA

■ ANTI ■ PRO

Source: CRTA media monitoring, January - June 2025; Sample: selected TV channels with national coverage.

# Significant increase in anti-EU narratives, while anti-US is the only one in a decline
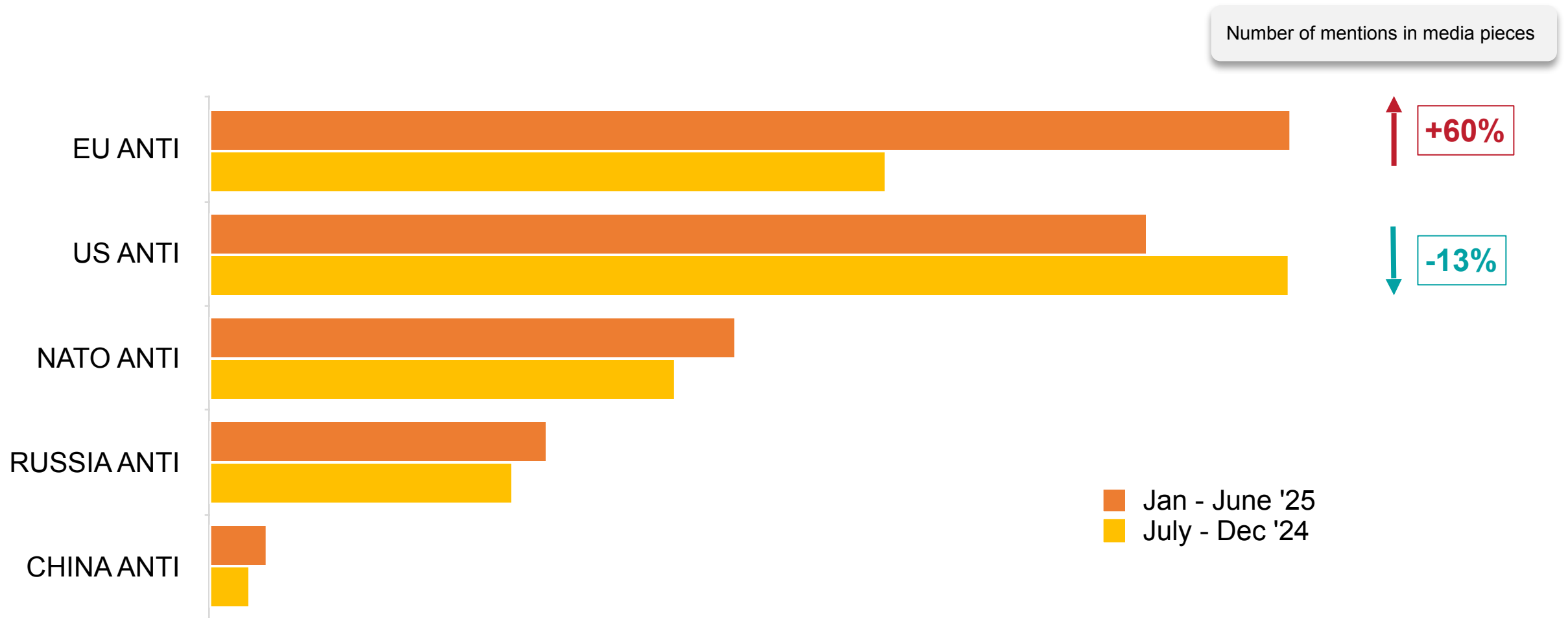
Number of mentions in media pieces

EU ANTI **+60%** ↑

US ANTI **-13%** ↓

NATO ANTI

RUSSIA ANTI

CHINA ANTI

■ Jan - June '25
■ July - Dec '24

The US recorded the most drastic increase in positive mentions, followed by Russia. The EU is the only entity with a notable decline in positive coverage.
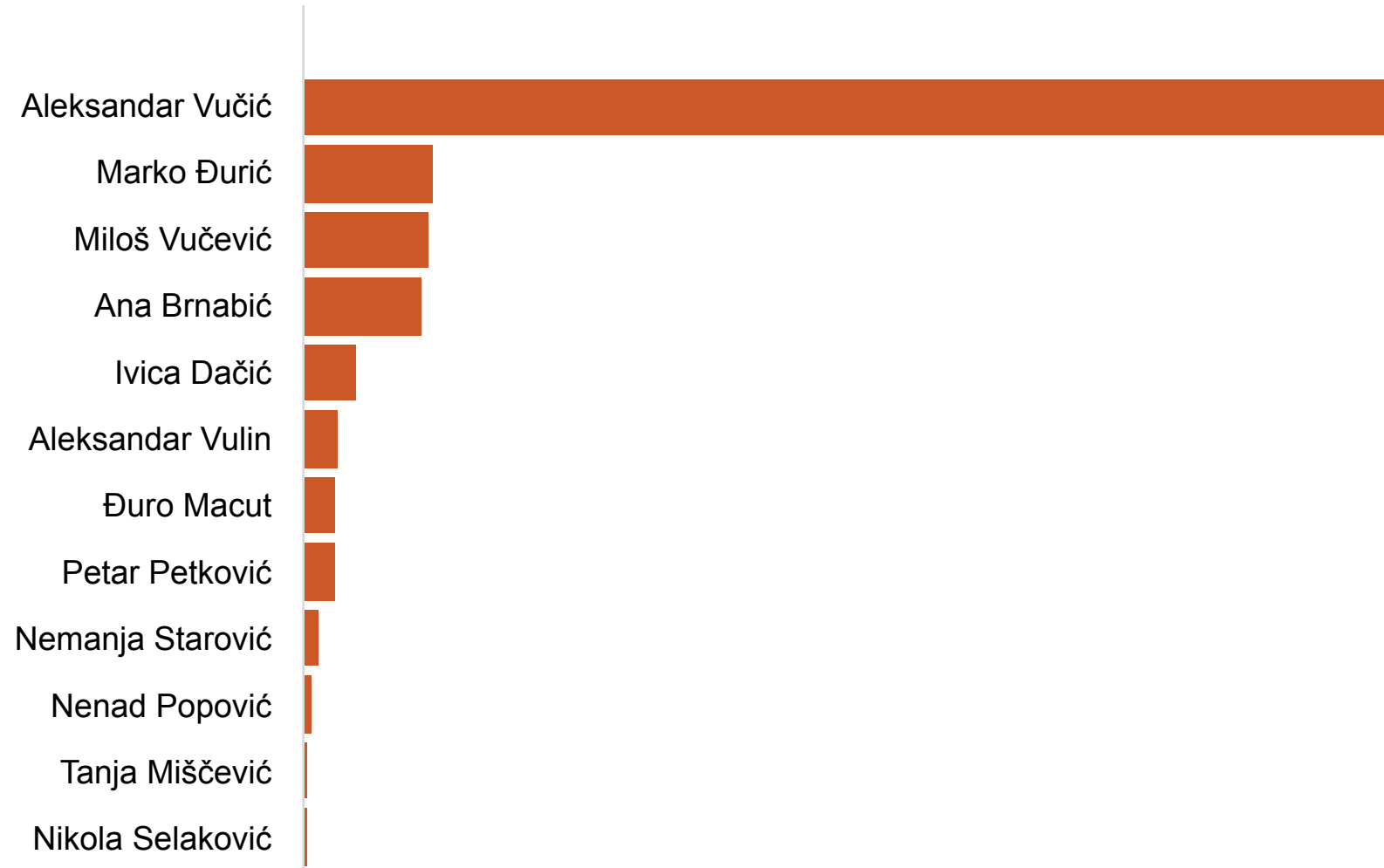
Number of mentions in media pieces
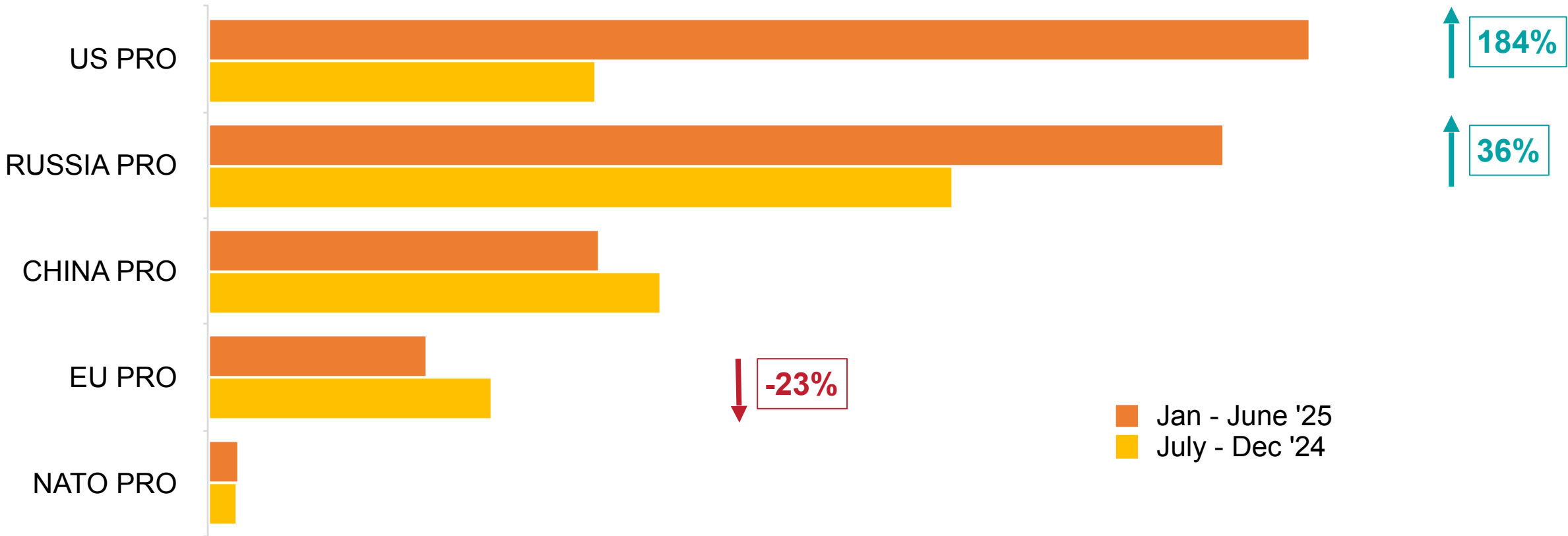
US PRO — 184%

RUSSIA PRO — 36%

CHINA PRO

EU PRO — -23%

NATO PRO

Jan - June '25
July - Dec '24

Source: CRTA media monitoring, January - June 2025; Sample: selected TV channels with national coverage.

Most quoted politician, by far, is Aleksandar Vučić

Number of mentions in media pieces

Politician	
Aleksandar Vučić	████████████████████████████████
Marko Đurić	████
Miloš Vučević	████
Ana Brnabić	████
Ivica Dačić	██
Aleksandar Vulin	█
Đuro Macut	█
Petar Petković	█
Nemanja Starović	▌
Nenad Popović	▏
Tanja Miščević	▏
Nikola Selaković	▏

Source: CRTA media monitoring, January - June 2025; Sample: selected TV channels with national coverage.

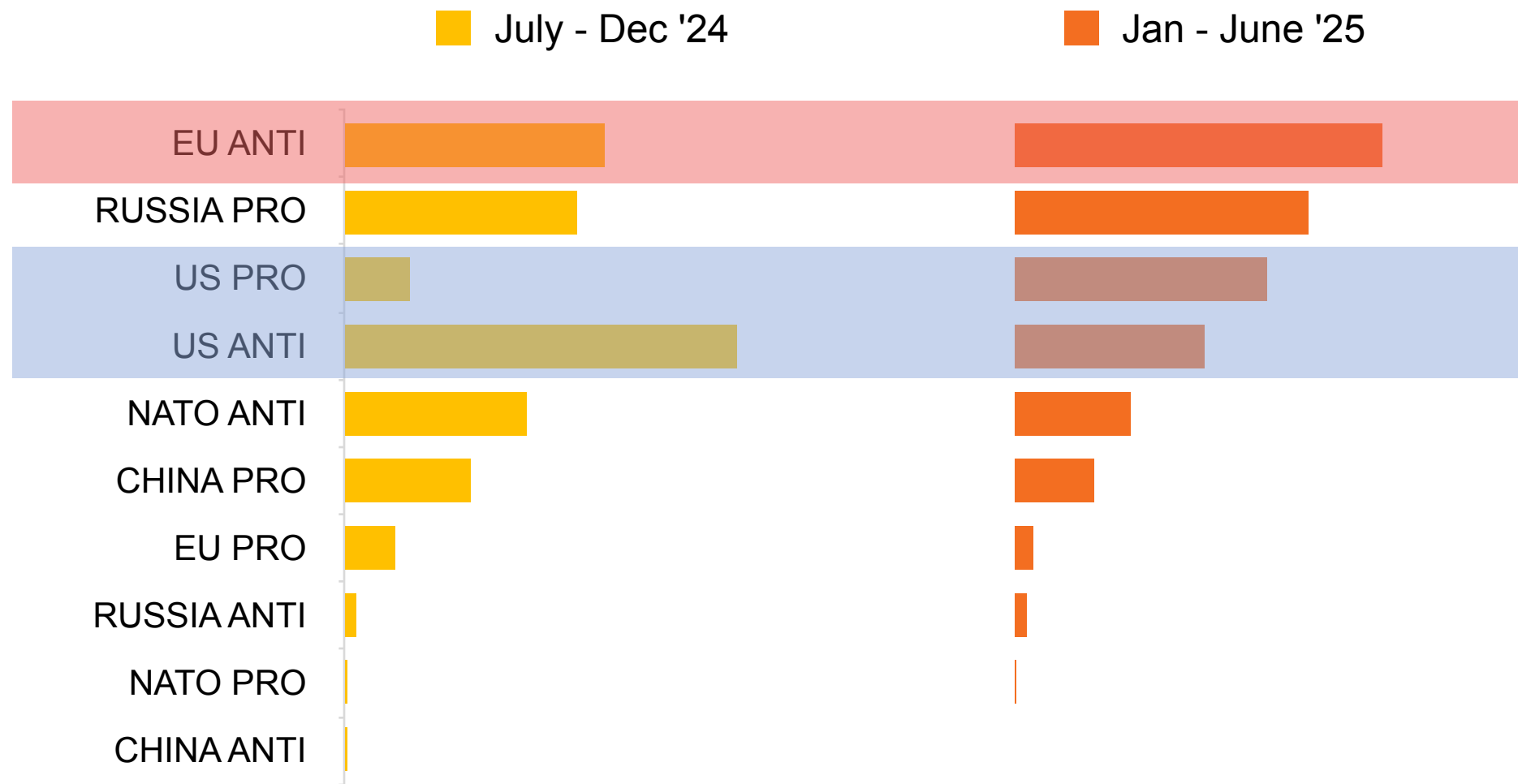# When Vučić is quoted, pro-US coverage shows the sharpest rise, pro-Russian remains strong, while pro-EU declines in H1 2025
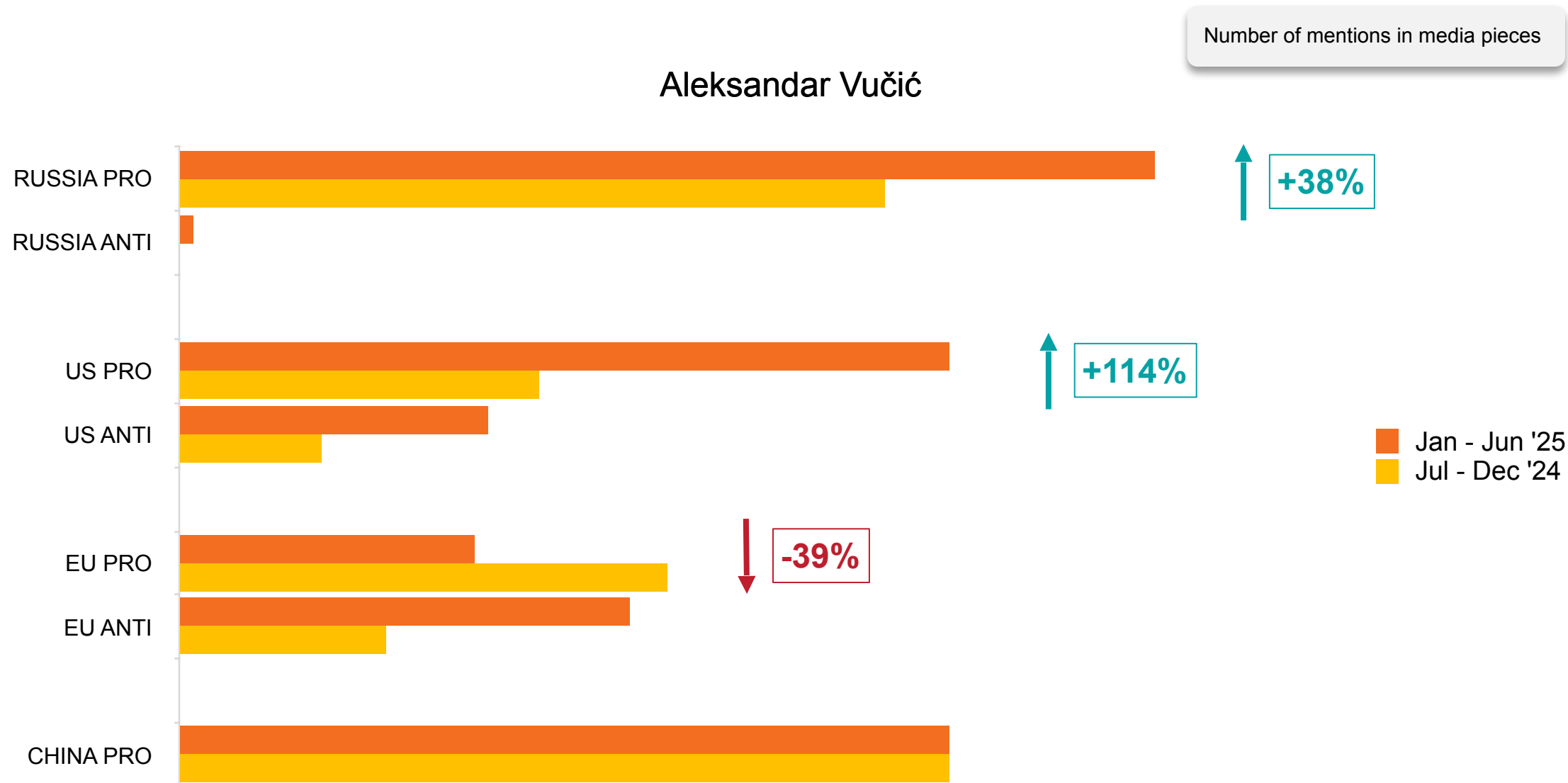
Number of mentions in media pieces

Aleksandar Vučić

RUSSIA PRO **+38%**

RUSSIA ANTI

US PRO **+114%**

US ANTI

EU PRO **-39%**

EU ANTI

CHINA PRO

Jan - Jun '25
Jul - Dec '24

Information manipulation in H1 2025 turns in favor of the US, while the EU tops the list of negative narratives

■ July - Dec '24   ■ Jan - June '25

EU ANTI	
RUSSIA PRO	
US PRO	
US ANTI	
NATO ANTI	
CHINA PRO	
EU PRO	
RUSSIA ANTI	
NATO PRO	
CHINA ANTI	

Source: CRTA media monitoring, January - June 2025; Sample: selected TV channels with national coverage.

Serbian media sources are most commonly associated with content containing information manipulation
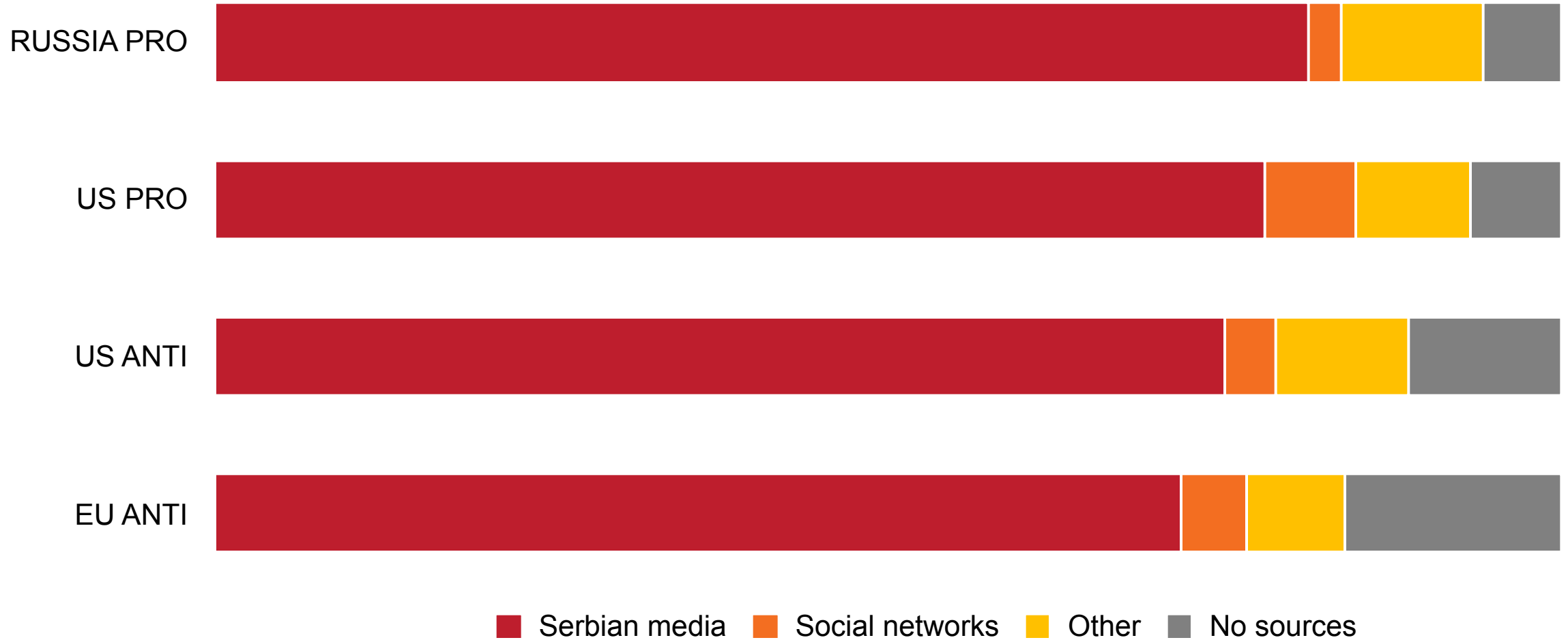
RUSSIA PRO

US PRO

US ANTI

EU ANTI

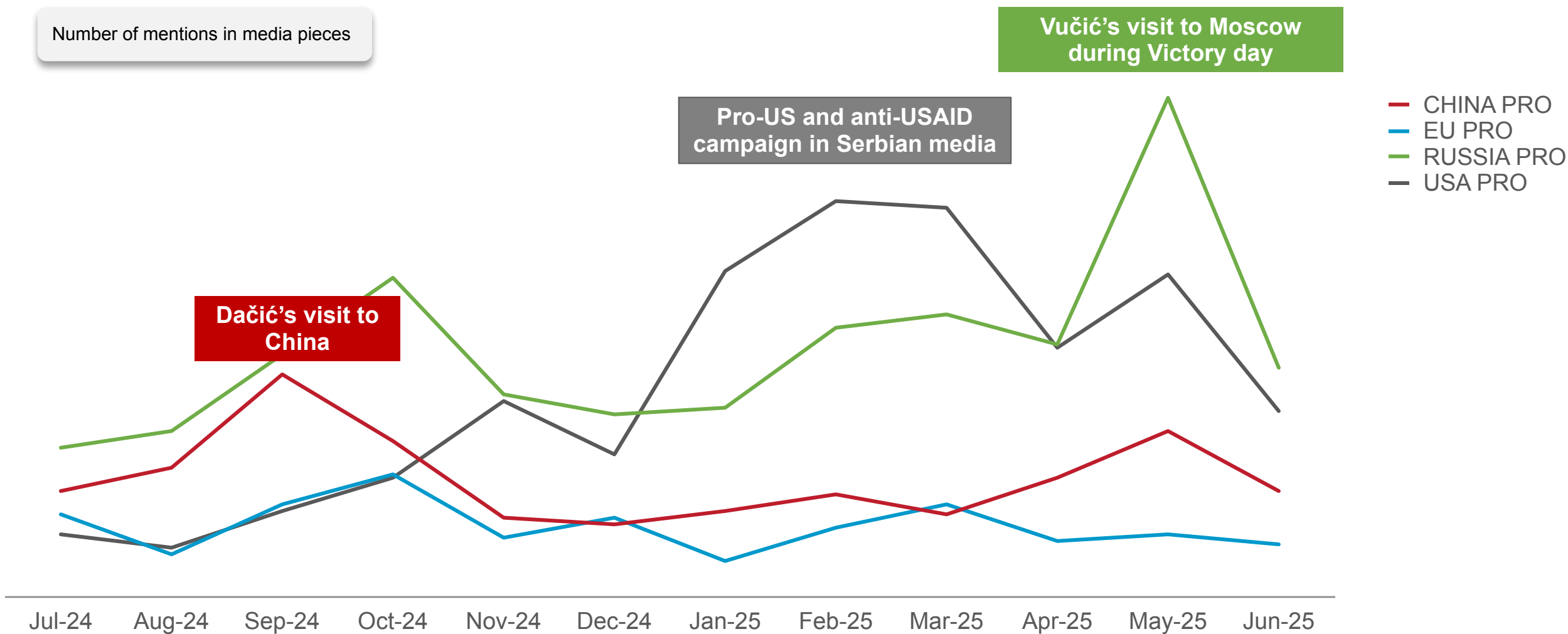■ Serbian media   ■ Social networks   ■ Other   ■ No sources

Manipulative narratives affirm China and Russia, while the EU is predominantly portrayed through negative manipulation*

Legend: ■ Foreign policy ■ War in Ukraine ■ Economy ■ Domestic policy ■ Kosovo ■ EU integrations
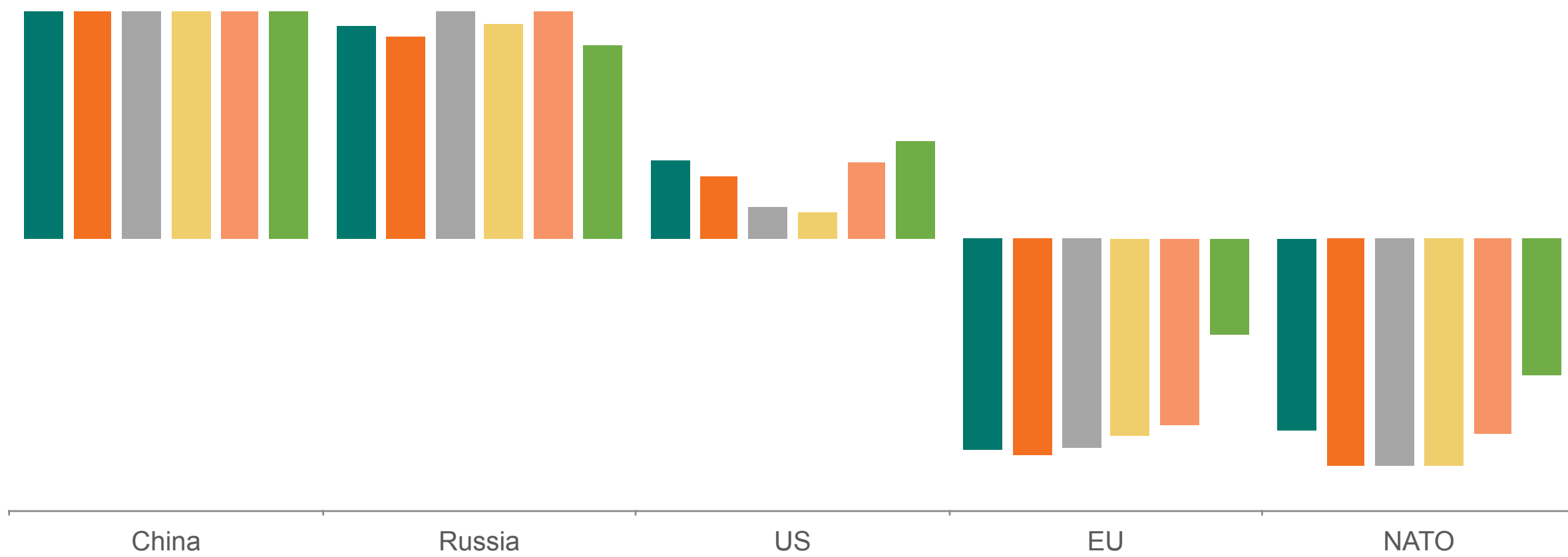
China   Russia   US   EU   NATO

Authoritarian allies receive positive coverage in line with the government narrative, while EU remains underrepresented

Number of mentions in media pieces

Vučić's visit to Moscow during Victory day

Pro-US and anti-USAID campaign in Serbian media

Dačić's visit to China

CHINA PRO
EU PRO
RUSSIA PRO
USA PRO

Jul-24 · Aug-24 · Sep-24 · Oct-24 · Nov-24 · Dec-24 · Jan-25 · Feb-25 · Mar-25 · Apr-25 · May-25 · Jun-25

Source: CRTA media monitoring, January - June 2025; Sample: selected TV channels with national coverage.