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# Media Monitoring

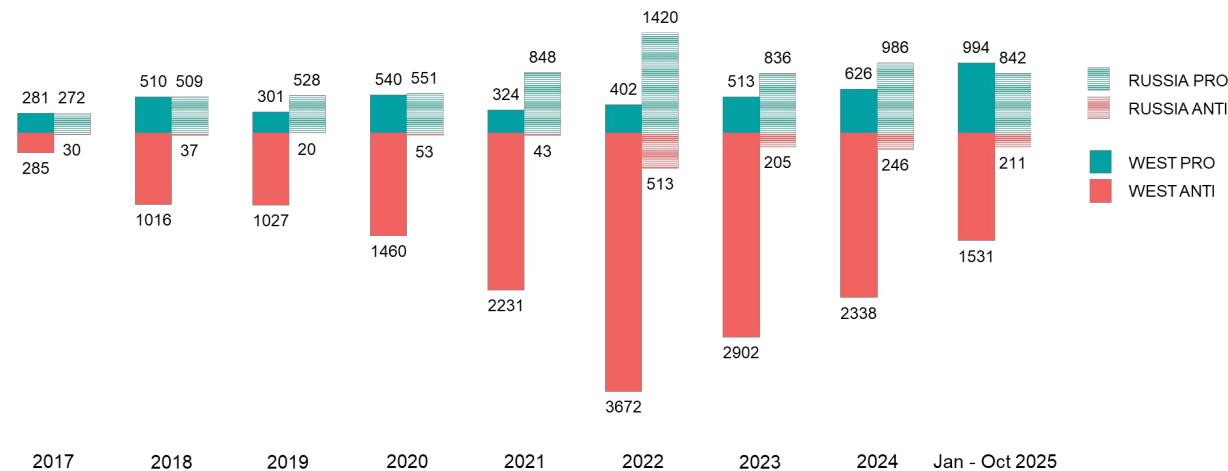
January – October 2025

## CRTA: Methodology

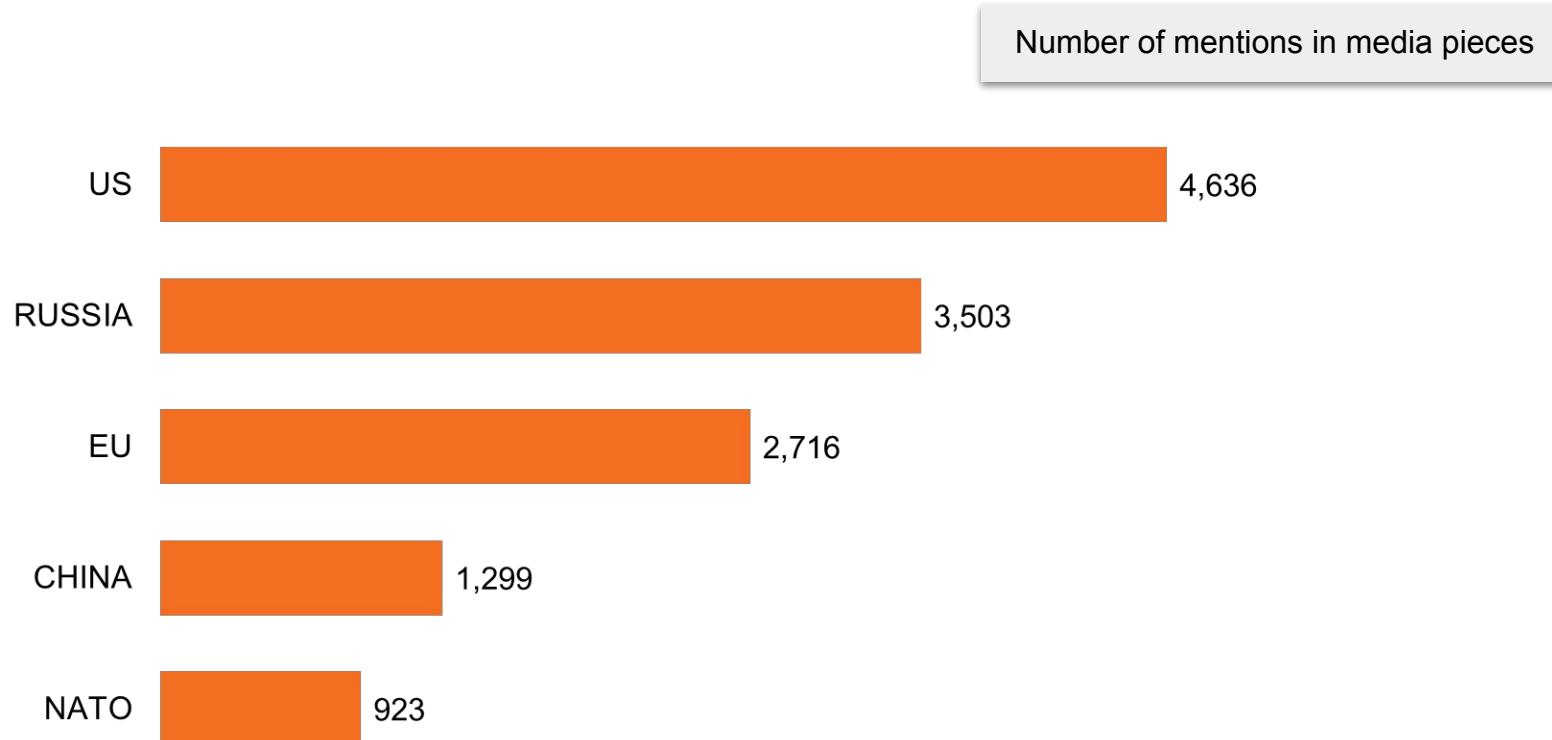
- **Timeframe:** 01.01.2025 – 31.10.2025
- **Sample frame:** Central News and Morning Shows on RTS 1, TV Pink, TV Prva, and Happy TV
- **Unit of analysis:** mentions in media pieces
- **Sample size:** 11,250
- **Topics of analysis:** Politics, Military, Economy, Kosovo, Past conflicts 1990-1999, Culture, Human Rights, Health

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

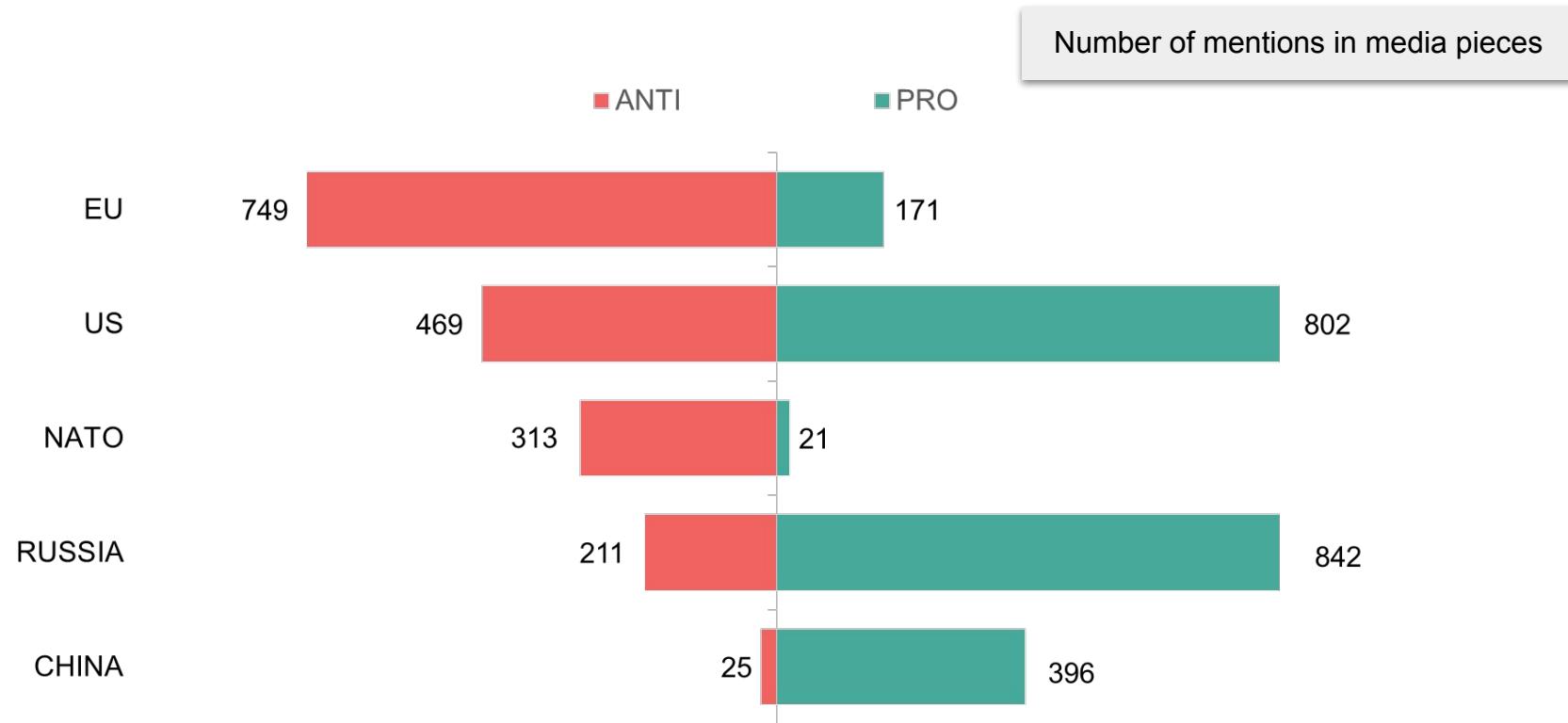
Number of mentions in media pieces



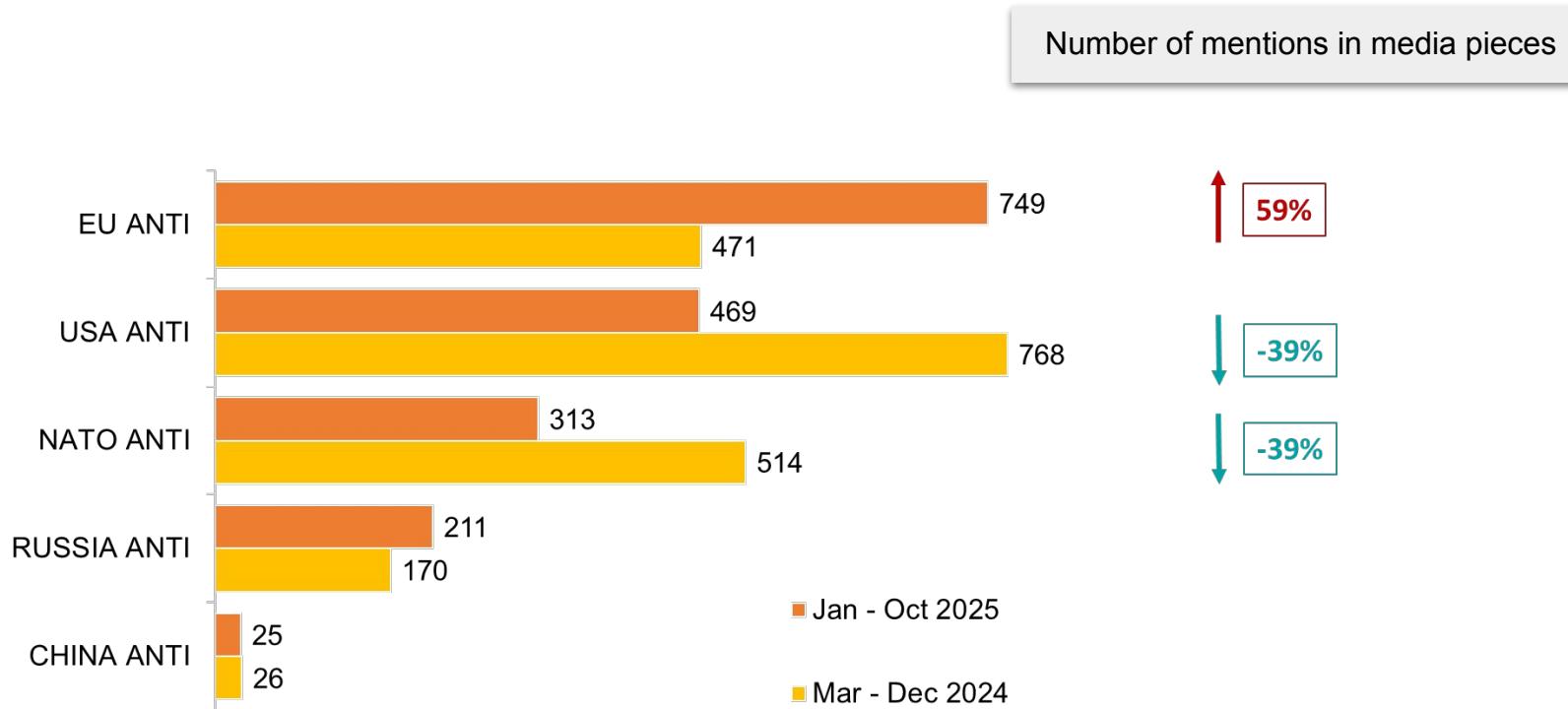
## The US and Russia dominate Serbian media coverage in 2025



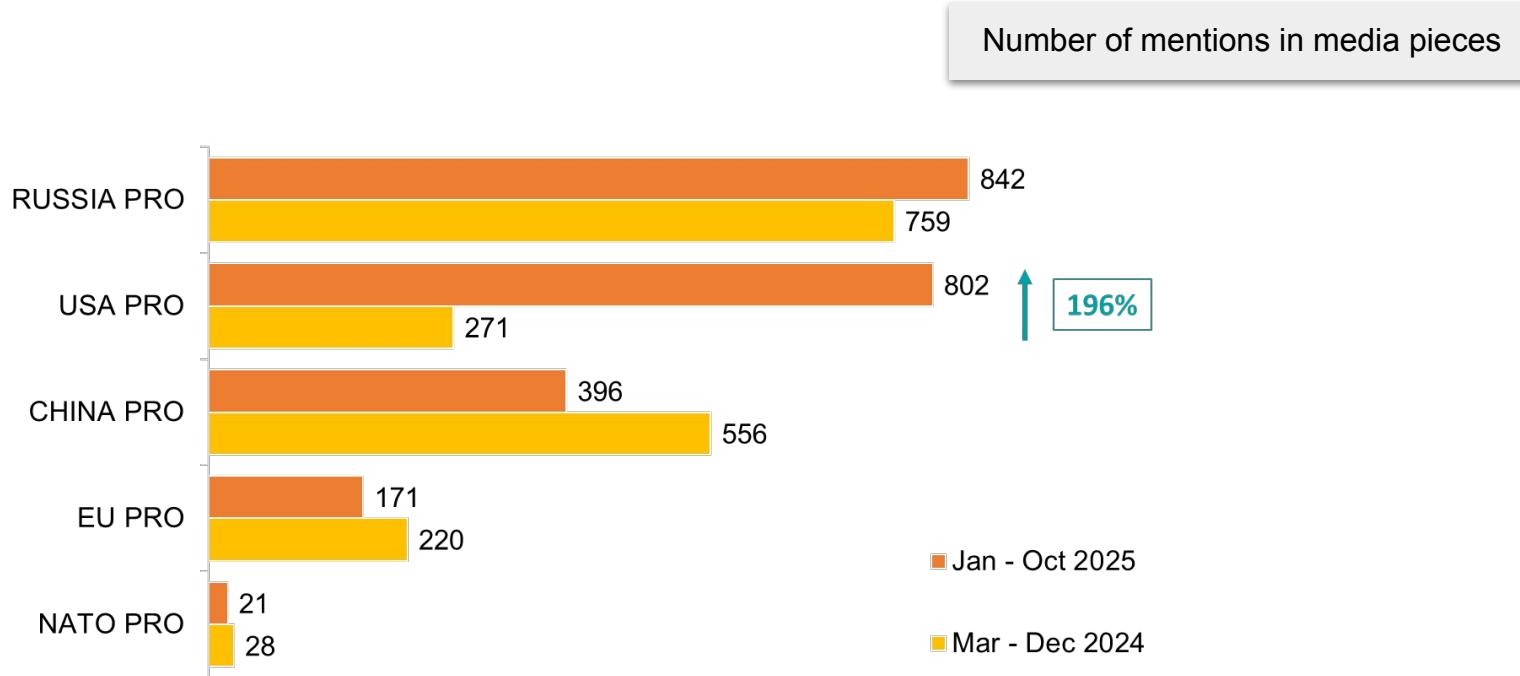
CRTA: The EU faces the most negative coverage, while Russia, China and US receive favorable treatment



## Anti-EU narratives surge, while anti-US declines



Only the US and Russia record growth in positive coverage, while others decline



**CRTA:** The President of Serbia scored 366 live TV appearances from January to November 2025

2025.

JANUARY

S	M	T	W	T	F	S
	1	2	3	4		
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MAY

S	M	T	W	T	F	S
	1	2	3			
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

FEBRUARY

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16	17	18	19	20	21	22
23	24	25	26	27	28	29

JUNE

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MARCH

S	M	T	W	T	F	S
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23	24	25	26	27	28	29
30	31					

APRIL

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20	21	22	23	24	25	26
27	28	29	30	31		

JULY

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

AUGUST

S	M	T	W	T	F	S
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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NOVEMBER

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

DECEMBER

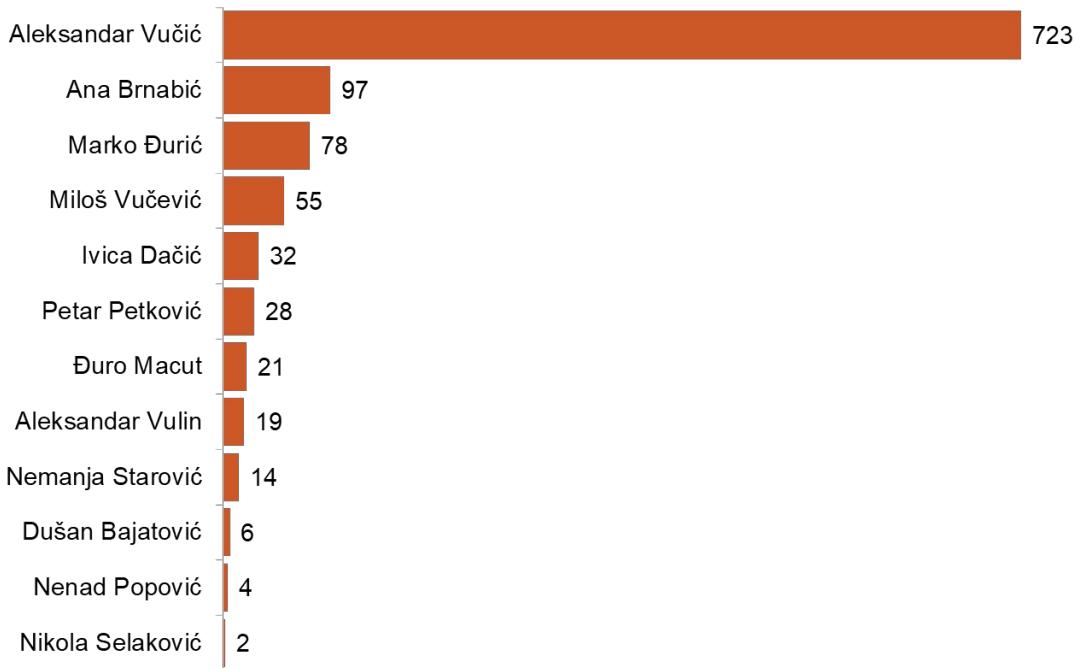
S	M	T	W	T	F	S
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Total number of President Vučić  
live appearances on TV channels.

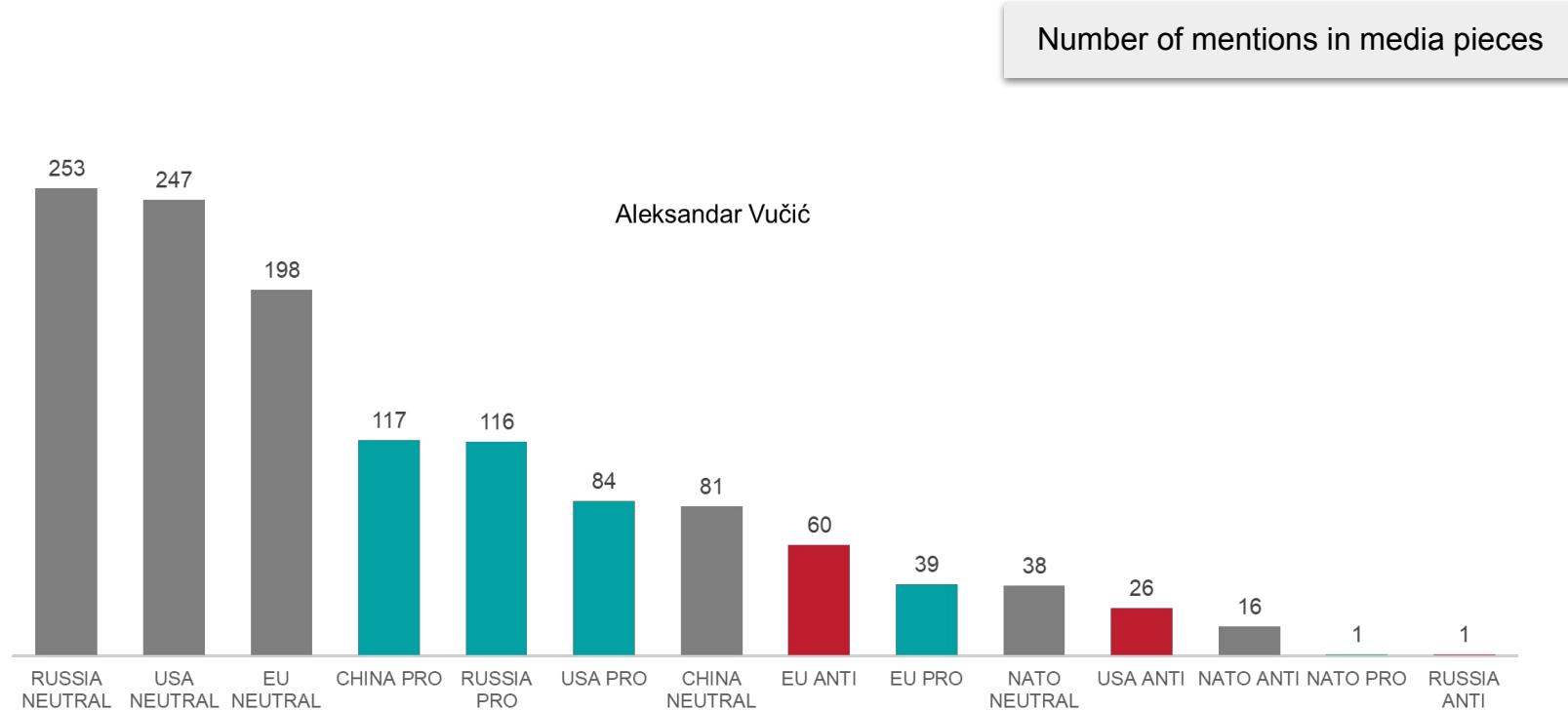


## Most quoted politician, by far, is Aleksandar Vučić

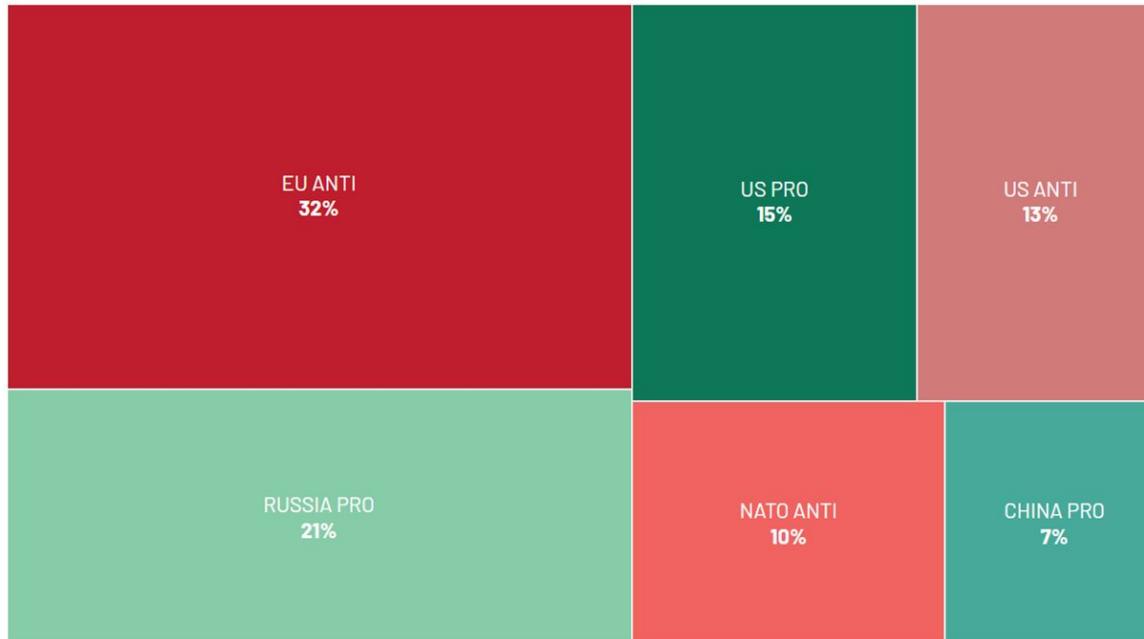
Number of mentions in media pieces



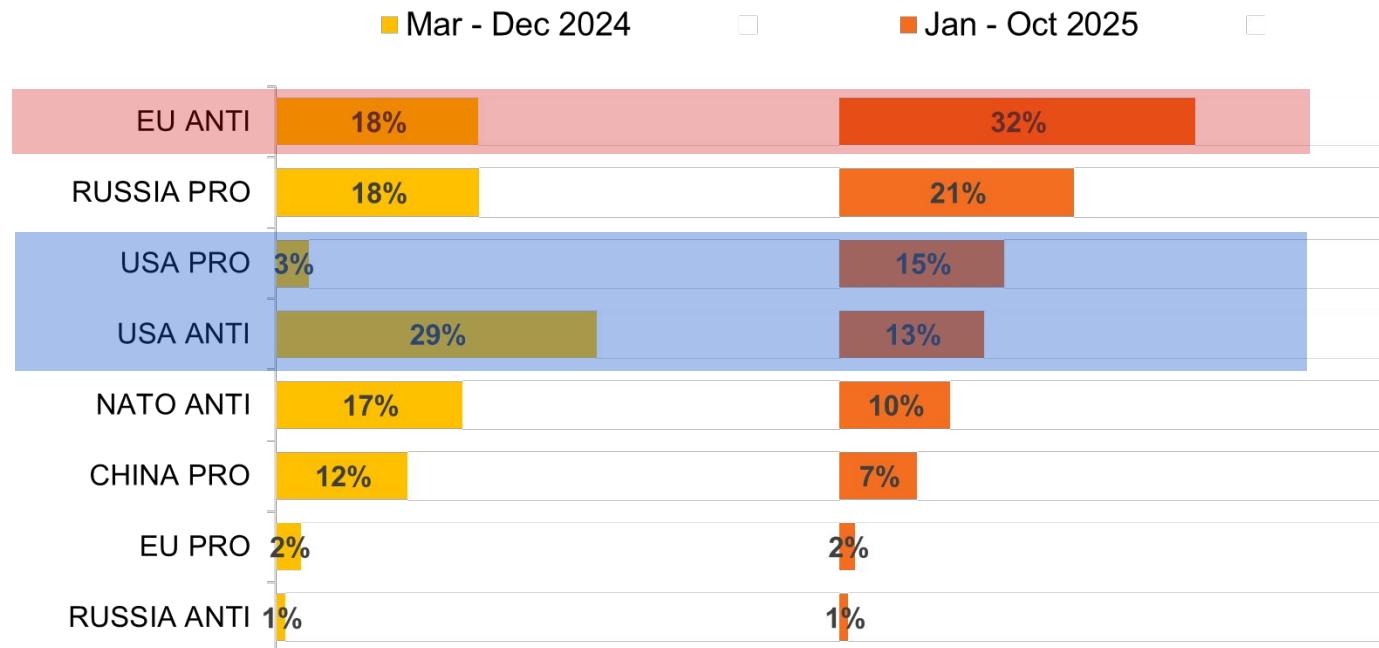
When the president is quoted, sentiment towards countries with populist leaders is predominantly positive, while the EU is covered more negatively than positively



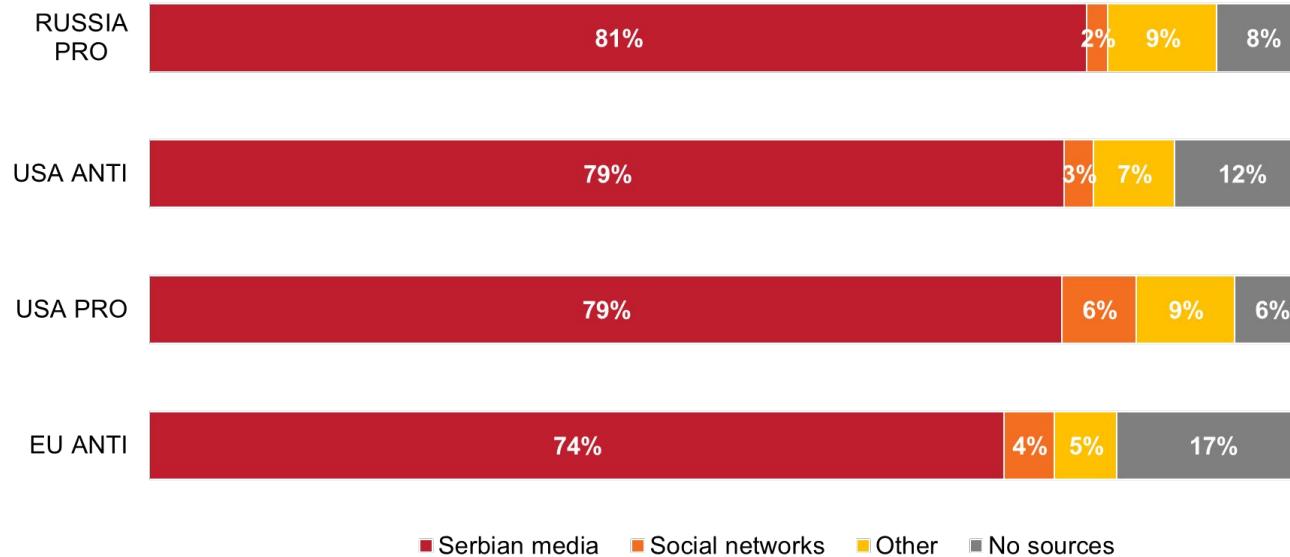
## Anti-EU sentiments dominate the realm of information manipulation



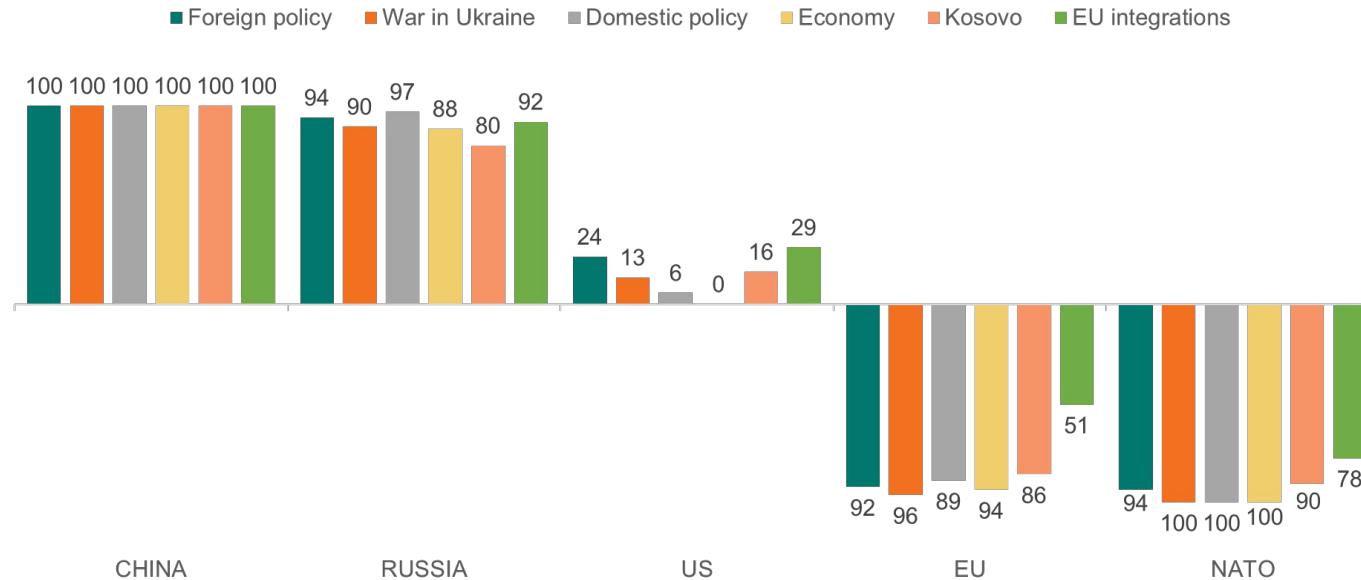
# Information manipulation in 2025 turns in favour of the US, while the EU tops the list of negative narratives



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



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



\*Difference between the positive and negative tone, in percentage points.

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

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

