



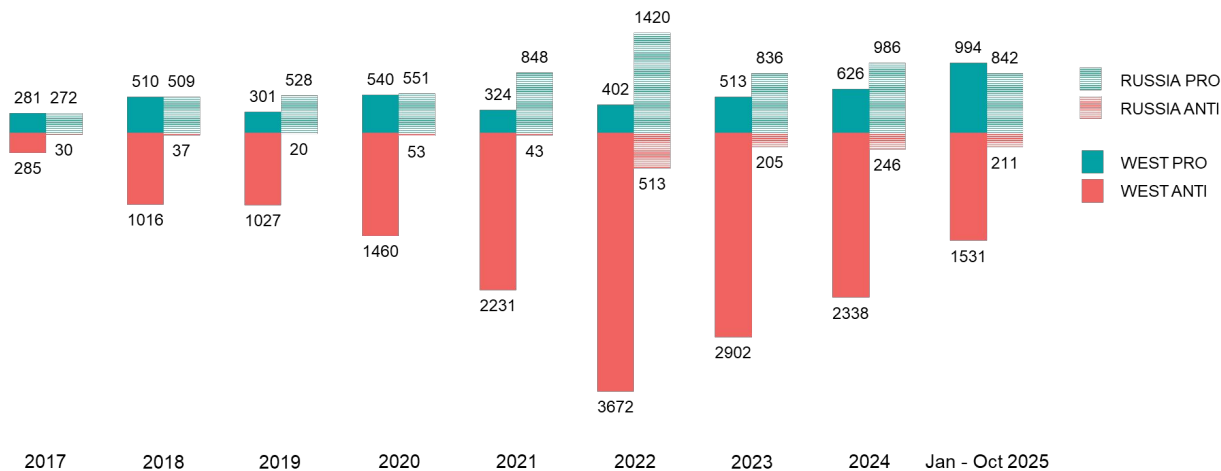
# **Media Monitoring**

**January – October 2025**

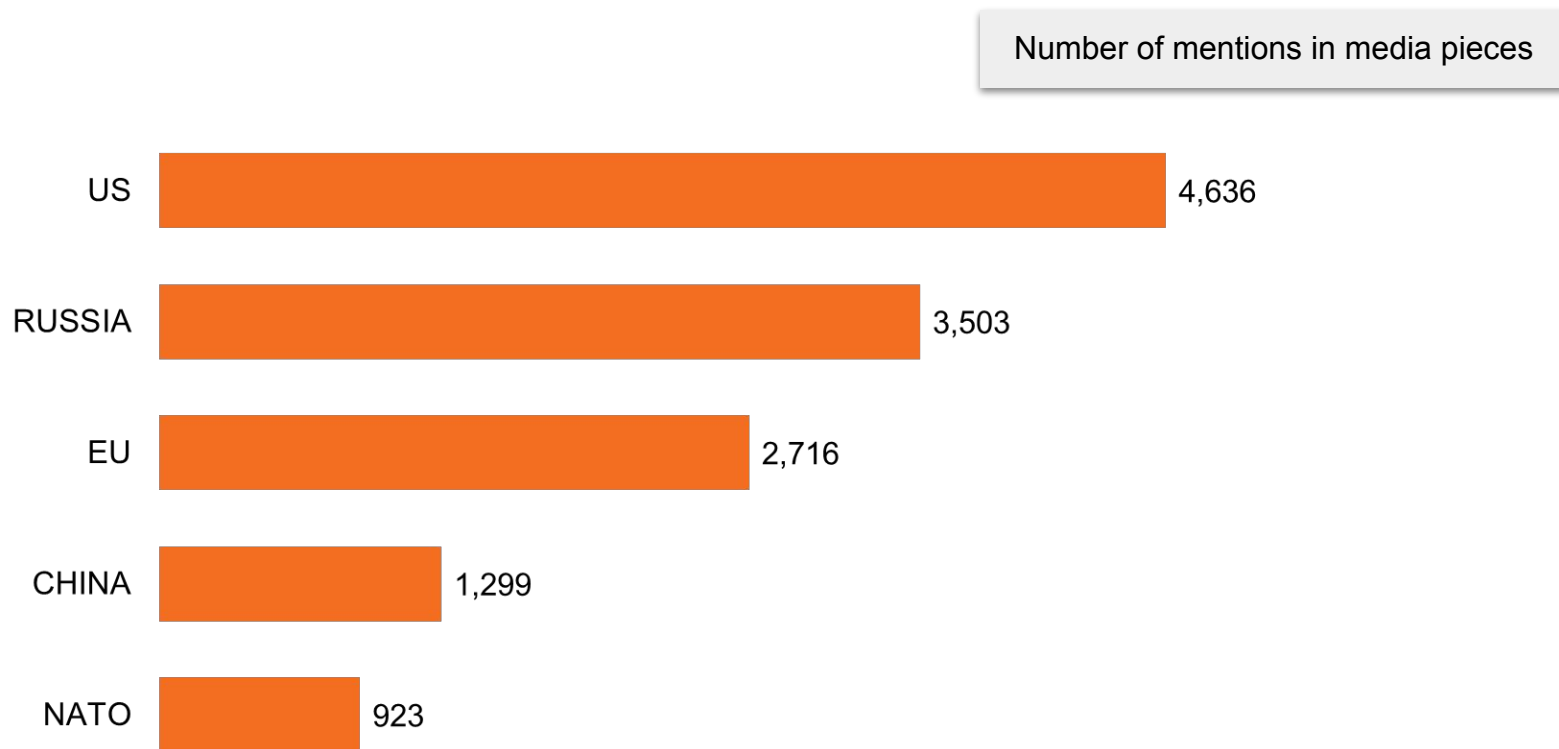
- **Timeframe:** 01.01.2025 – 31.10.2025
- **Sample frame:** Central News and Morning Shows on RTS 1, TV Pink, TV Prva, and Happy TV
- **Unit of analysis:** mentions in media pieces
- **Sample size:** 11,250
- **Topics of analysis:** Politics, Military, Economy, Kosovo, Past conflicts 1990-1999, Culture,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

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

Number of mentions in media pieces

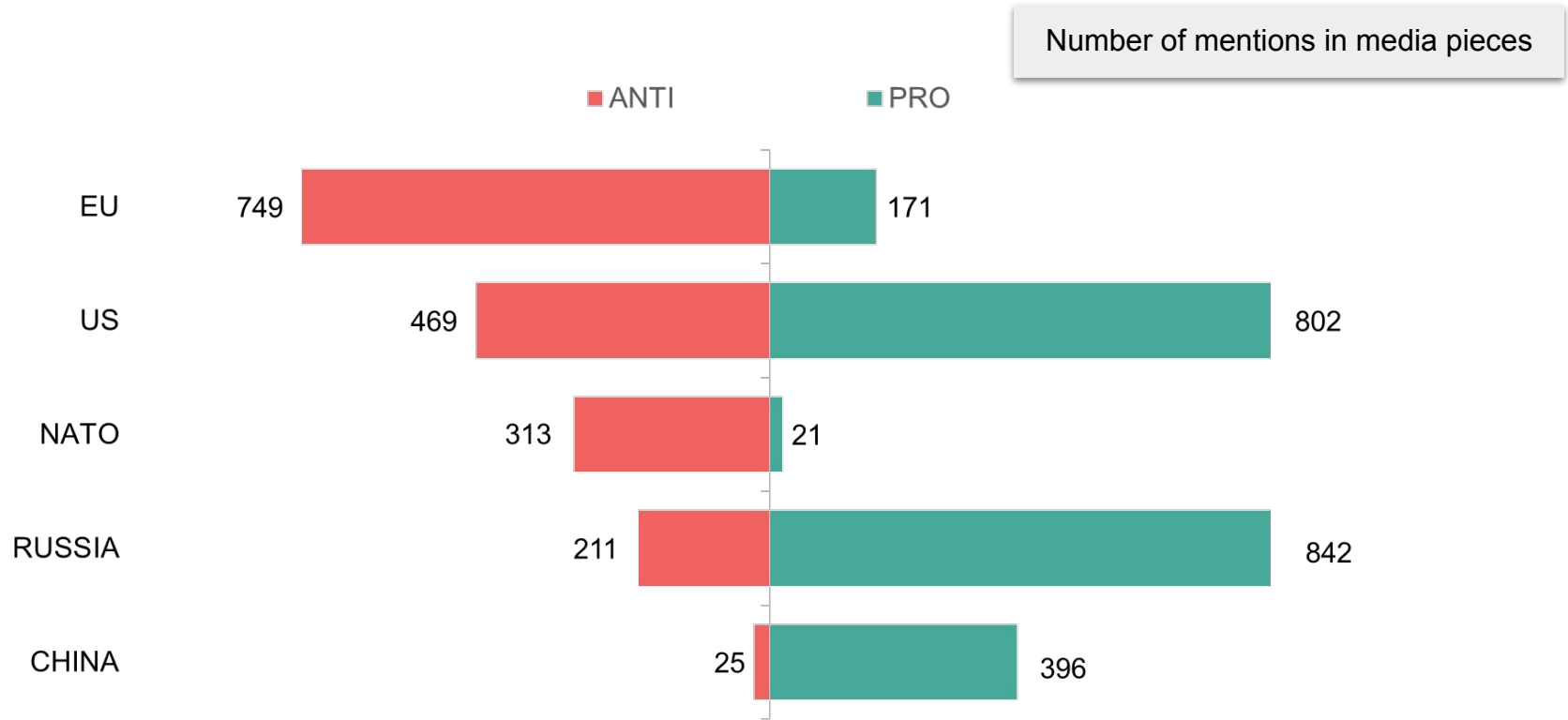


## The US and Russia dominate Serbian media coverage in 2025



CRTA:

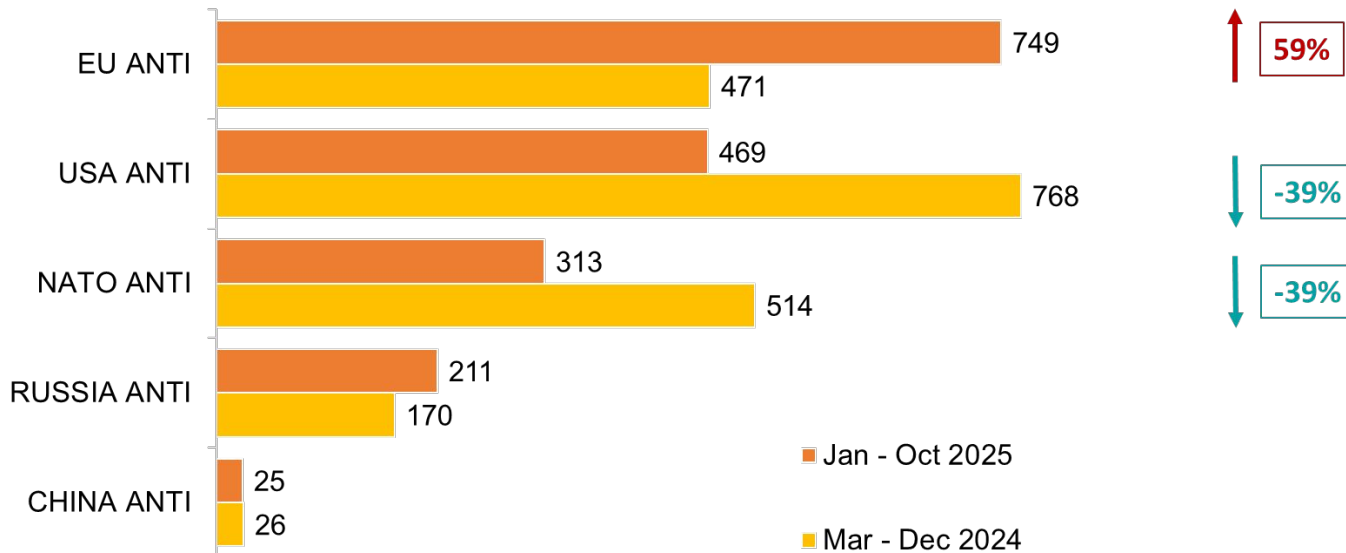
The EU faces the most negative coverage, while Russia, China and US receive favorable treatment



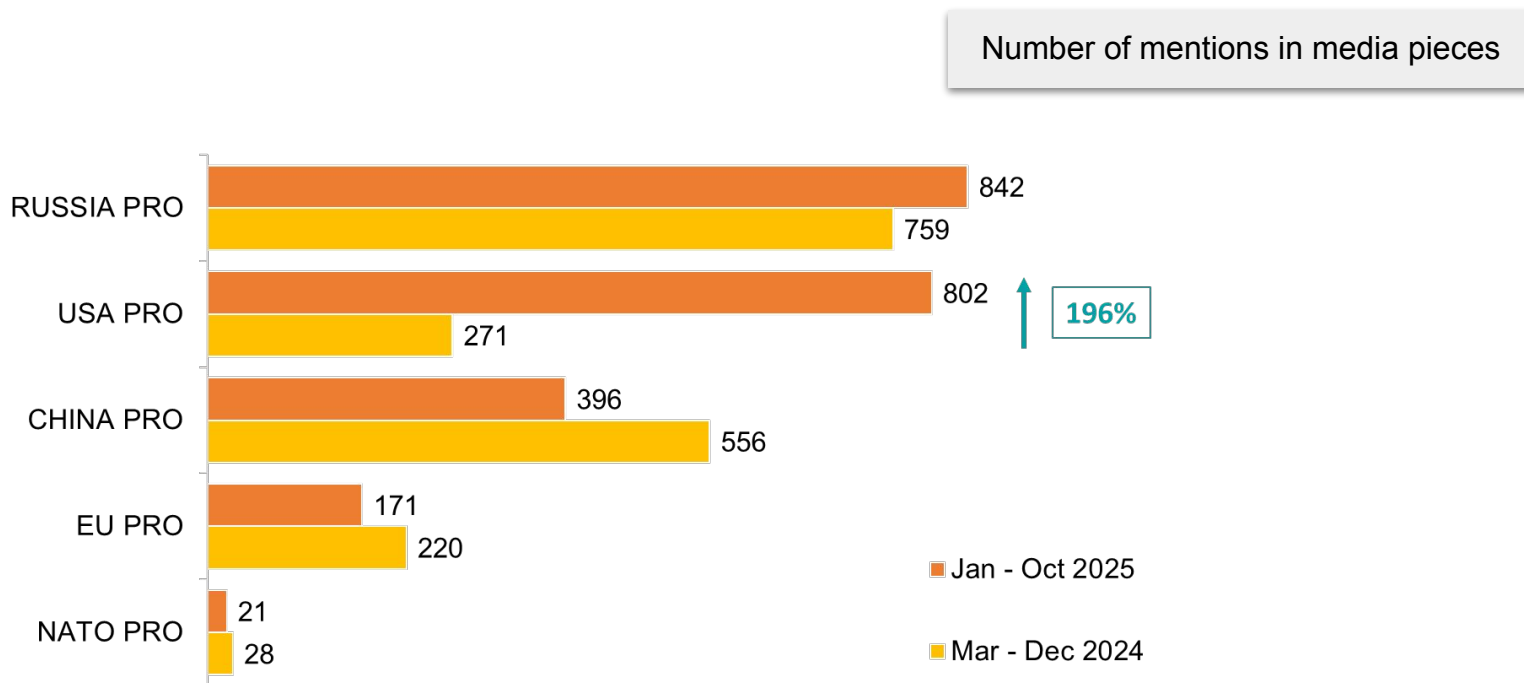
Source: CRTA media monitoring, January - October 2025; Sample: selected TV channels with national coverage.

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

Number of mentions in media pieces



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.



Total number of President Vučić  
live appearances on TV channels.

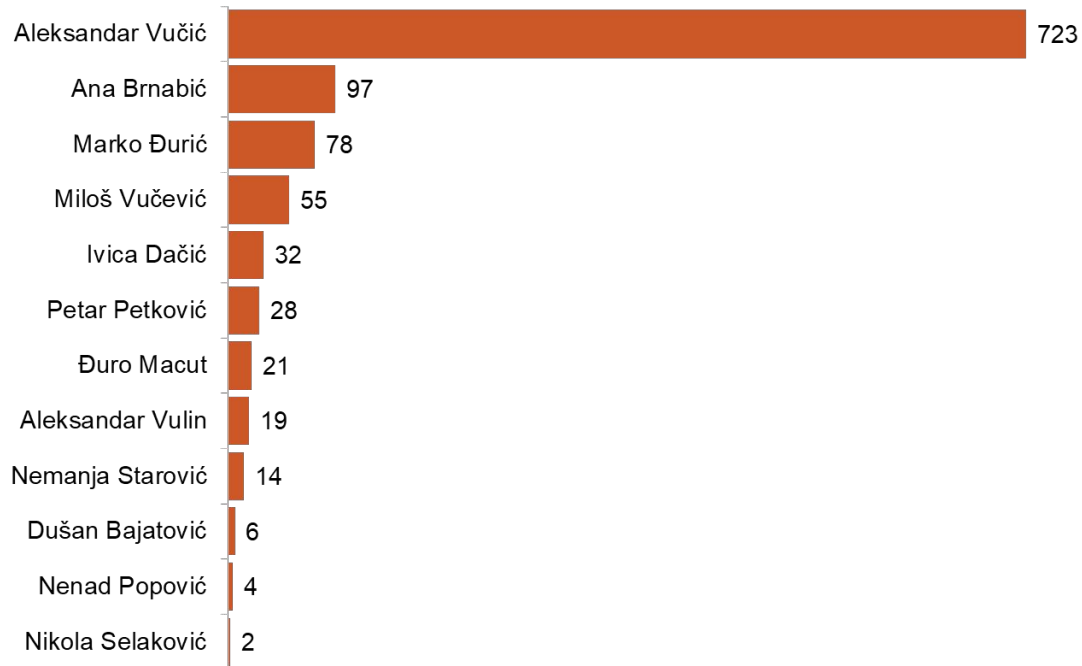


Source: CRTA media monitoring, January - November 2025; CRTA media monitoring; Sample: cable TV channels and TV channels with national and regional coverage.



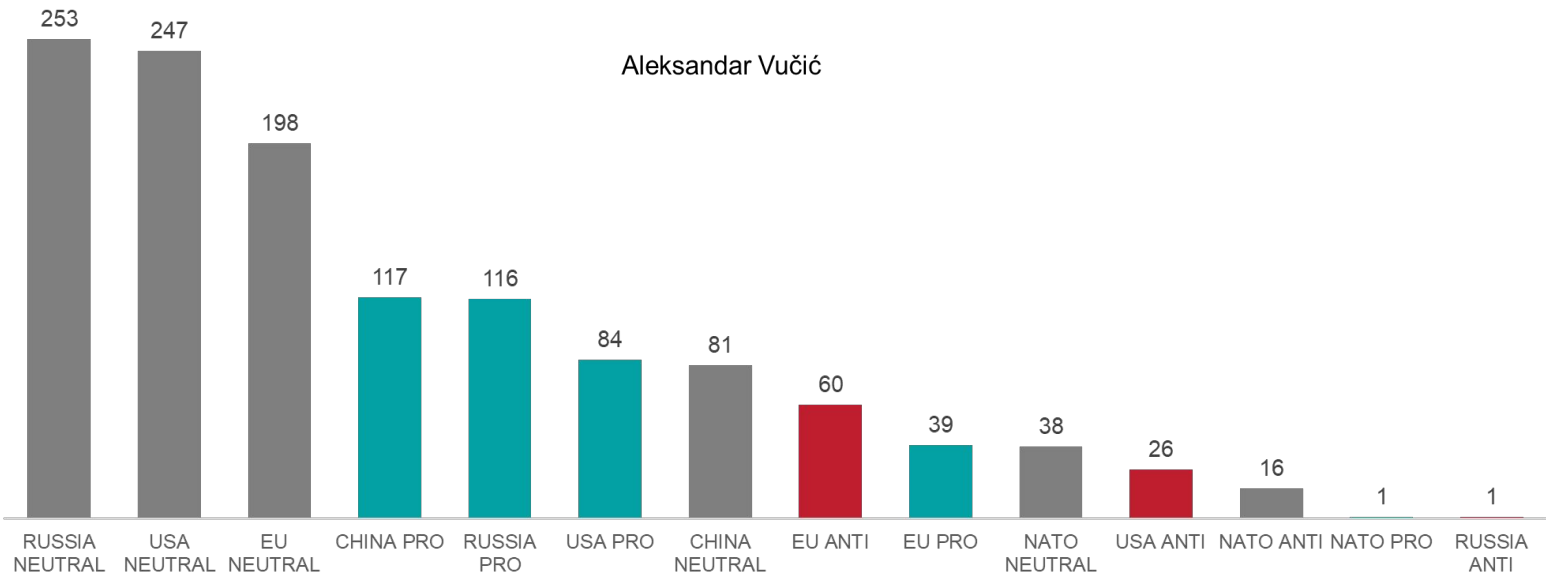
## Most quoted politician, by far, is Aleksandar Vučić

Number of mentions in media pieces



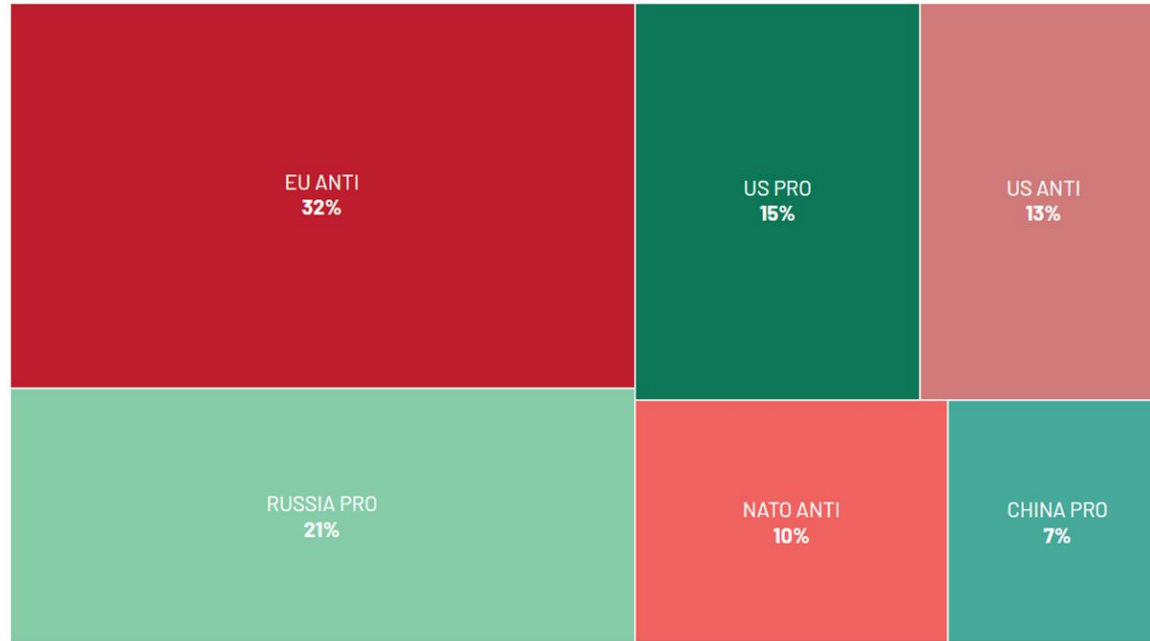
**CRTA:** When the president is quoted, sentiment towards countries with populist leaders is predominantly positive, while the EU is covered more negatively than positively

Number of mentions in media pieces

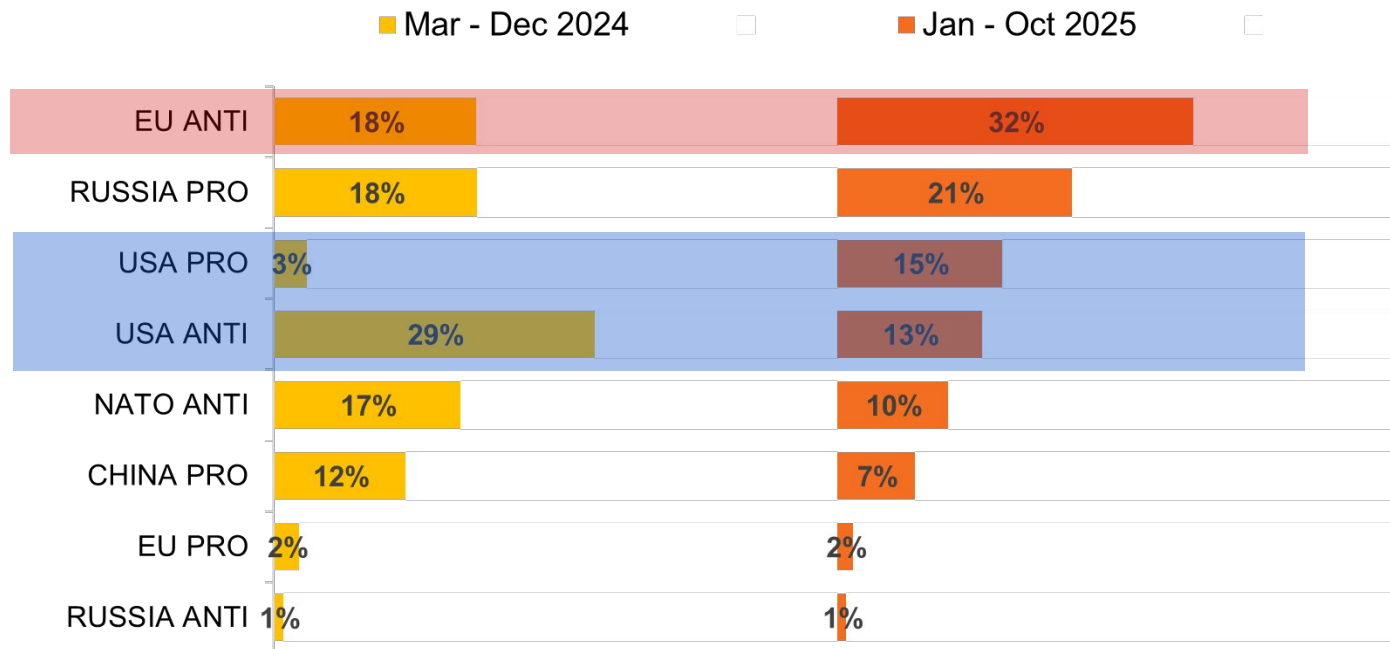


Source: CRTA media monitoring, January - October 2025; Sample: selected TV channels with national coverage.

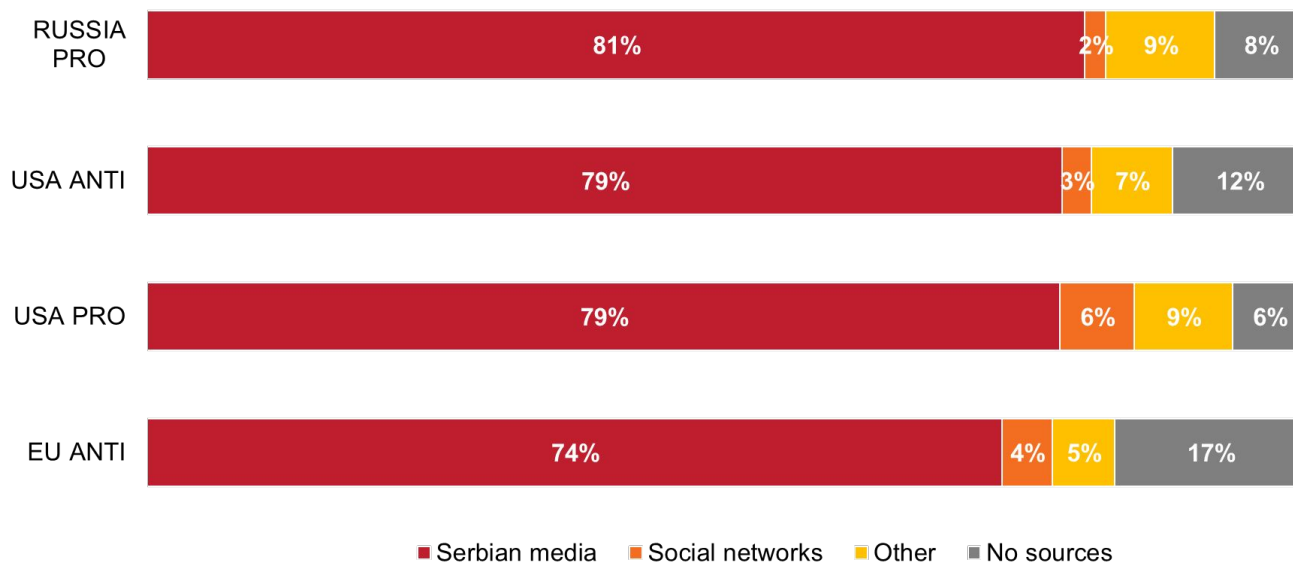
# Anti-EU sentiments dominate the realm of information manipulation



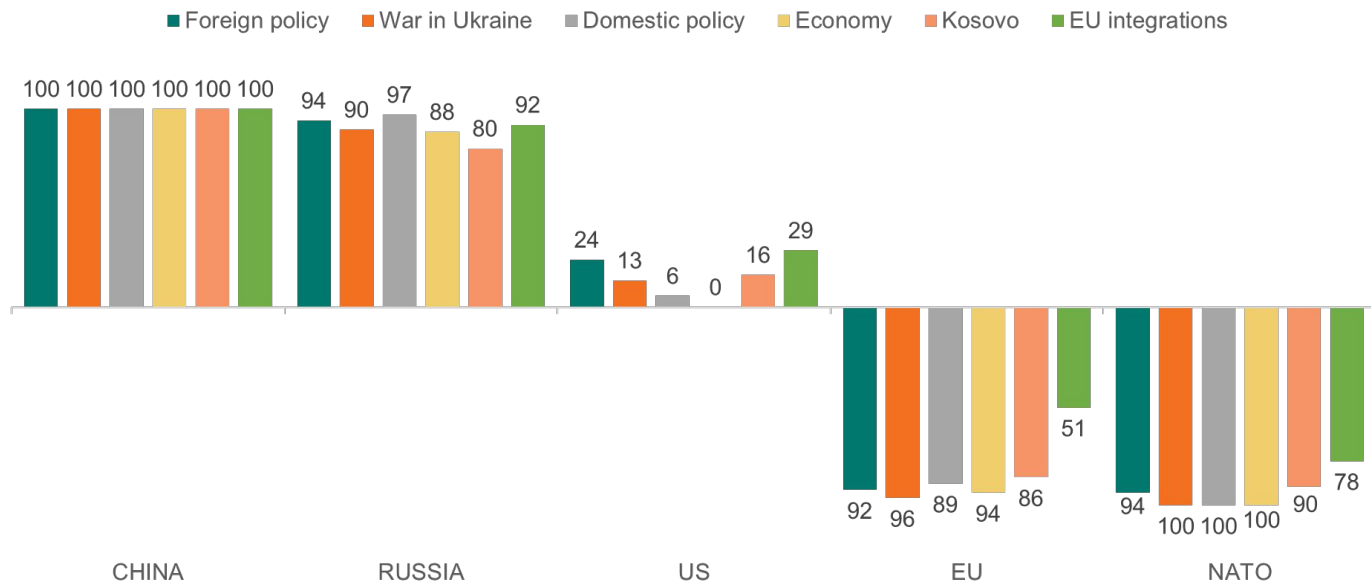
# Information manipulation in 2025 turns in favour of the US, while the EU tops the list of negative narratives



## 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

