

**CRTA:**

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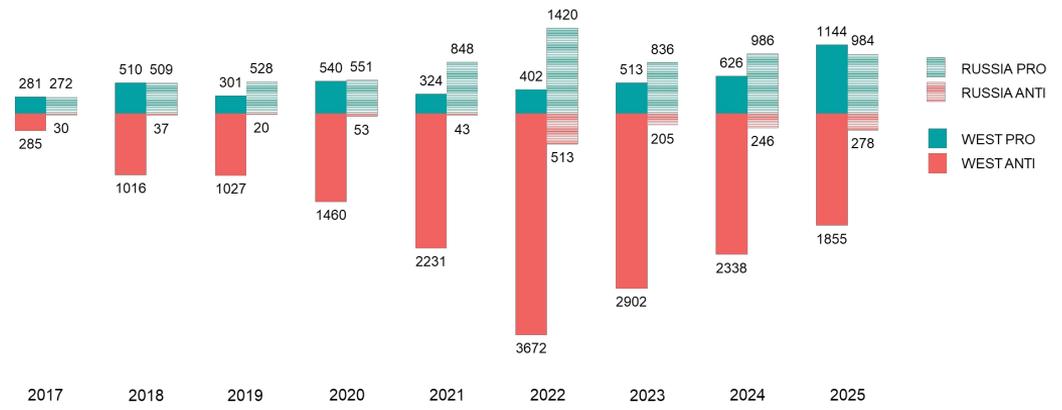
# **Media Monitoring**

**2025**

- **Time frame:** January-December 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:** 13,054
- **Topics of analysis:** Politics, Military, Economy, Kosovo, Past conflicts 1990-99, Culture, Human Rights, Health

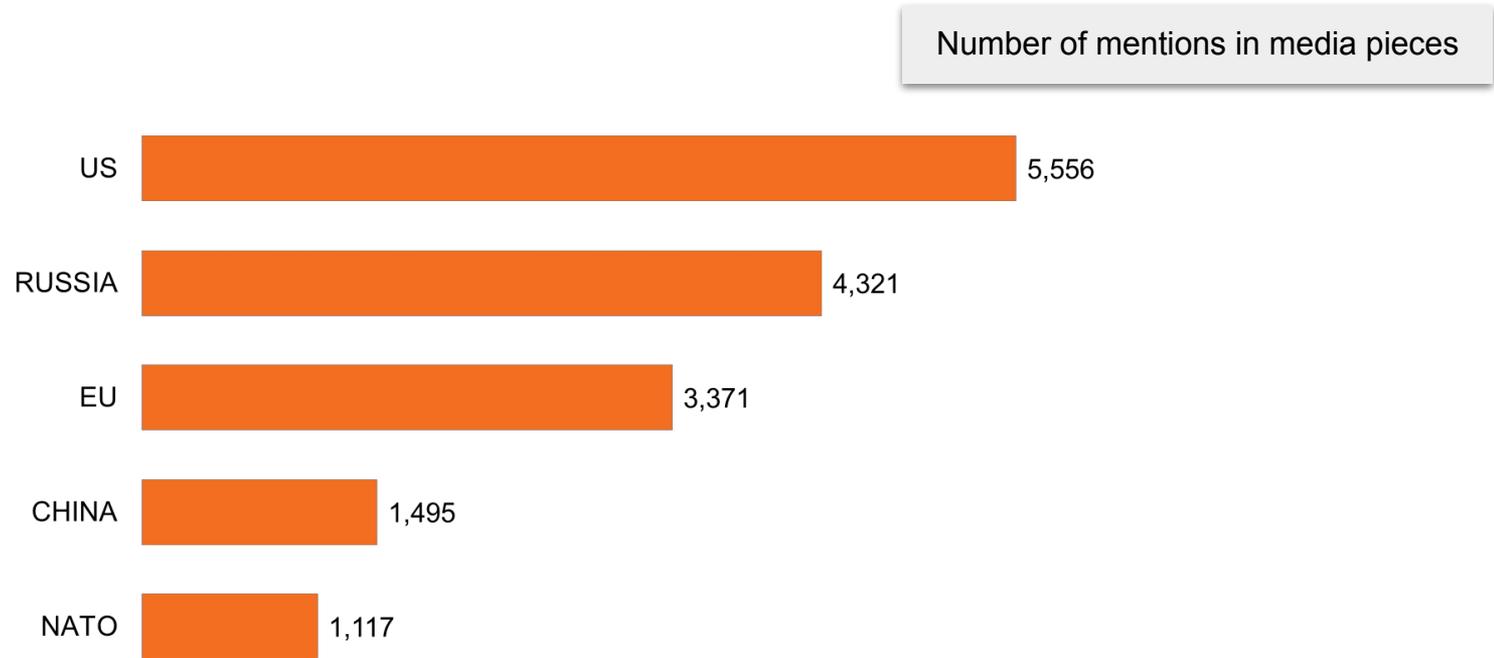
# CRTA: Persistent dominance of negative coverage of the West and positive coverage of Russia

Number of mentions in media pieces



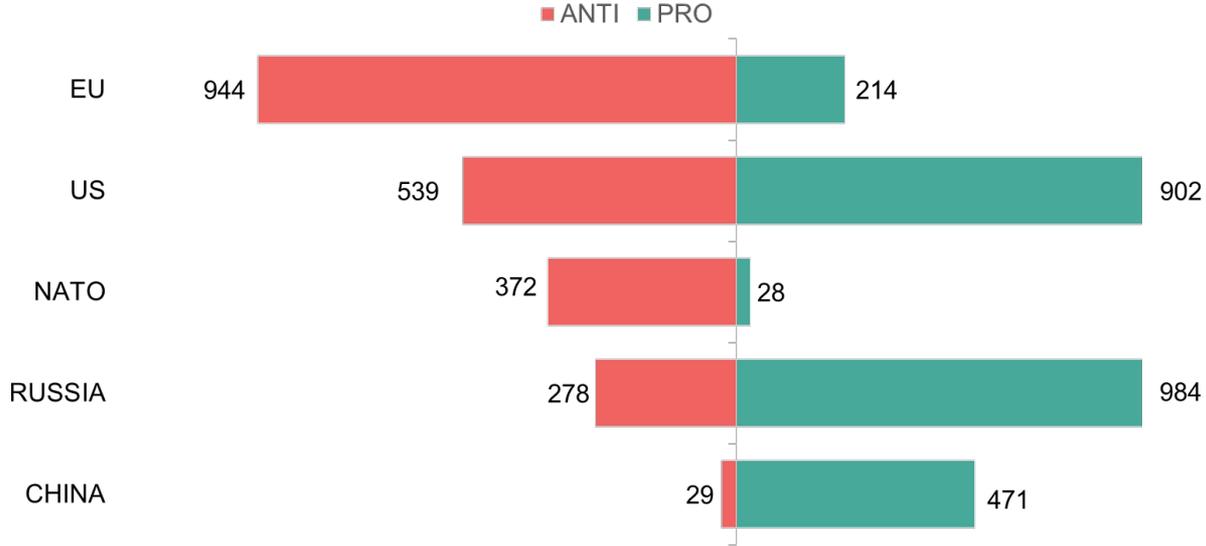
Source: CRTA media monitoring; Sample: selected TV channels with national coverage.

## The US and Russia lead media coverage in 2025



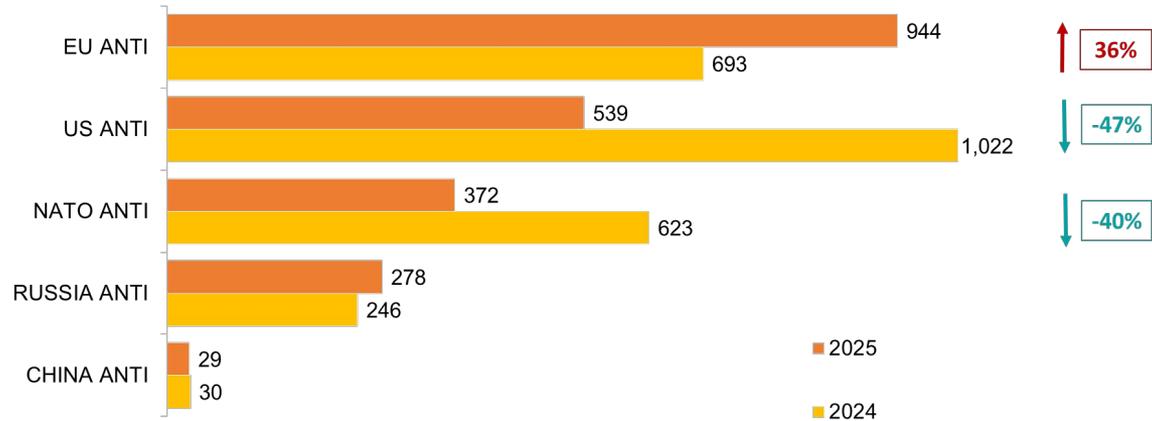
# The EU is predominantly covered negatively, while Russia, China and the US receive positive coverage

Number of mentions in media pieces



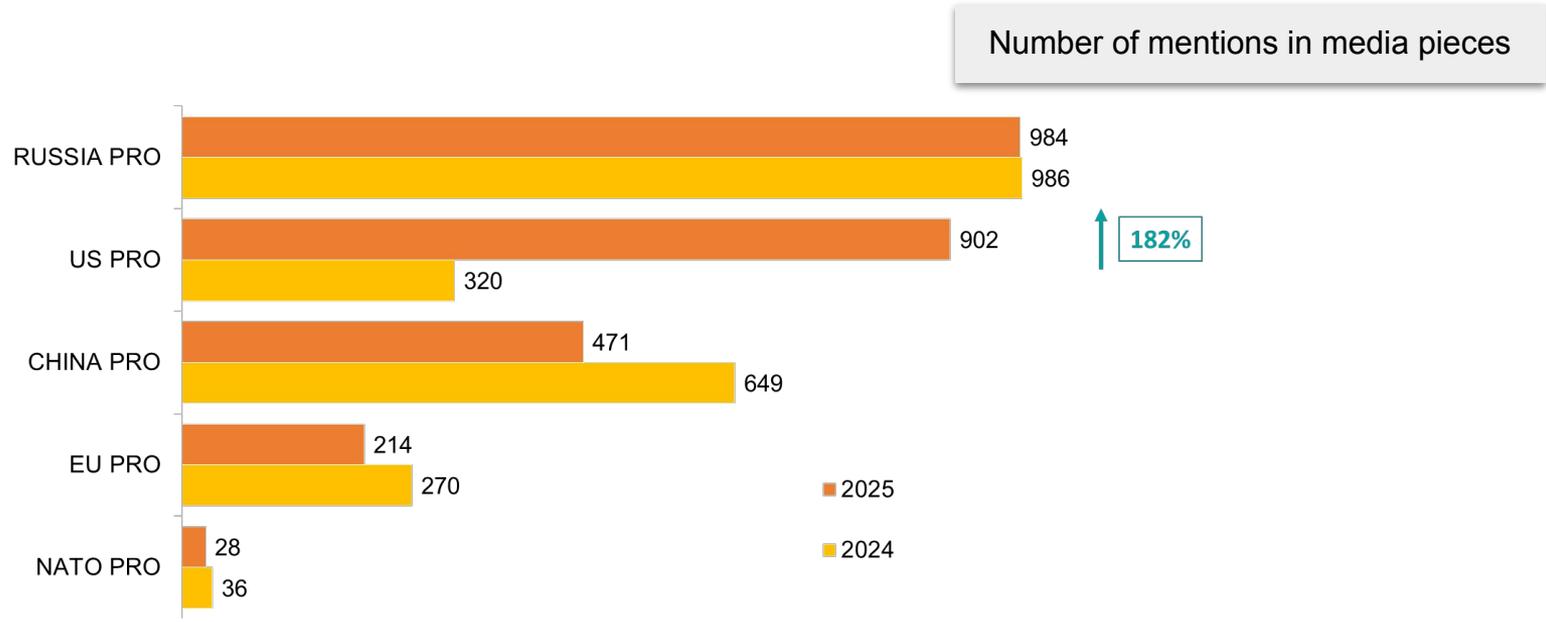
# In 2025, anti-EU narratives surged as anti-US fell by nearly half

Number of mentions in media pieces



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

# CRTA: Positive coverage rises only for the US, while other actors see declines or remain stable



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

# The President of Serbia scored 411 live TV appearances in 2025.



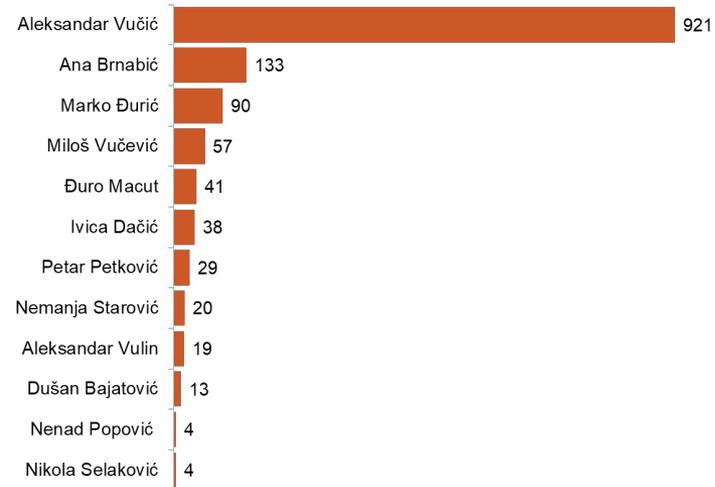
Total number of President Vučić live appearances on TV channels.



- Average broadcast time: **approximately 31 minutes.**
- Vučić appeared **live for 14 consecutive days** — at least once daily (6-19 March).
- Highest number of **live addresses in one day: TEN.**
- **Live appearances: 304 (2023), 354 (2024), 411 (2025).**

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

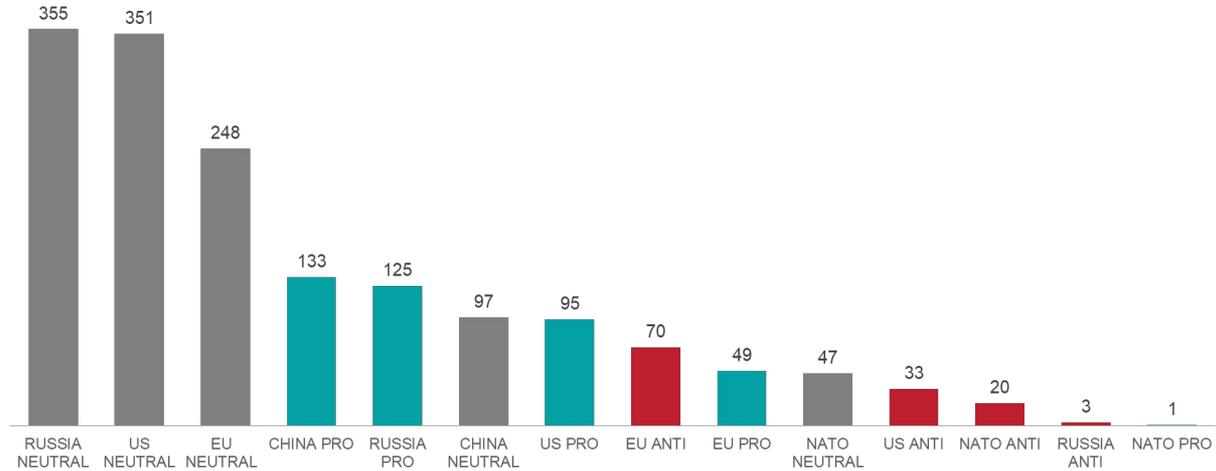
Number of mentions in media pieces



# When the president is quoted, coverage of authoritarian-led countries is predominantly positive, while the EU is more negative

Number of mentions in media pieces

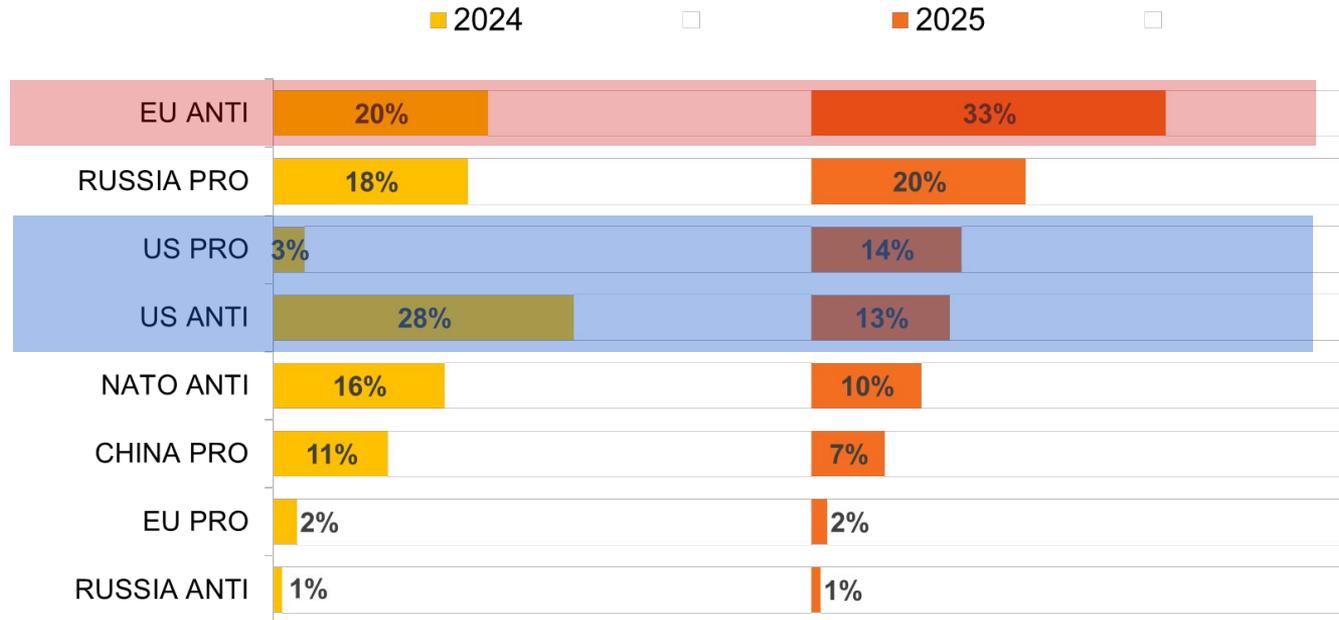
Aleksandar Vučić



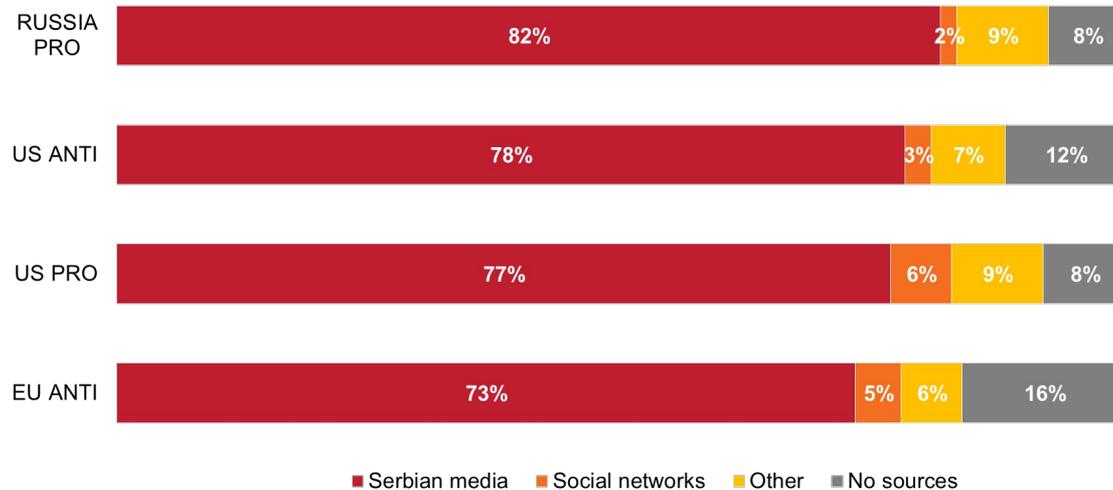
## Anti-EU narratives lead information manipulation content



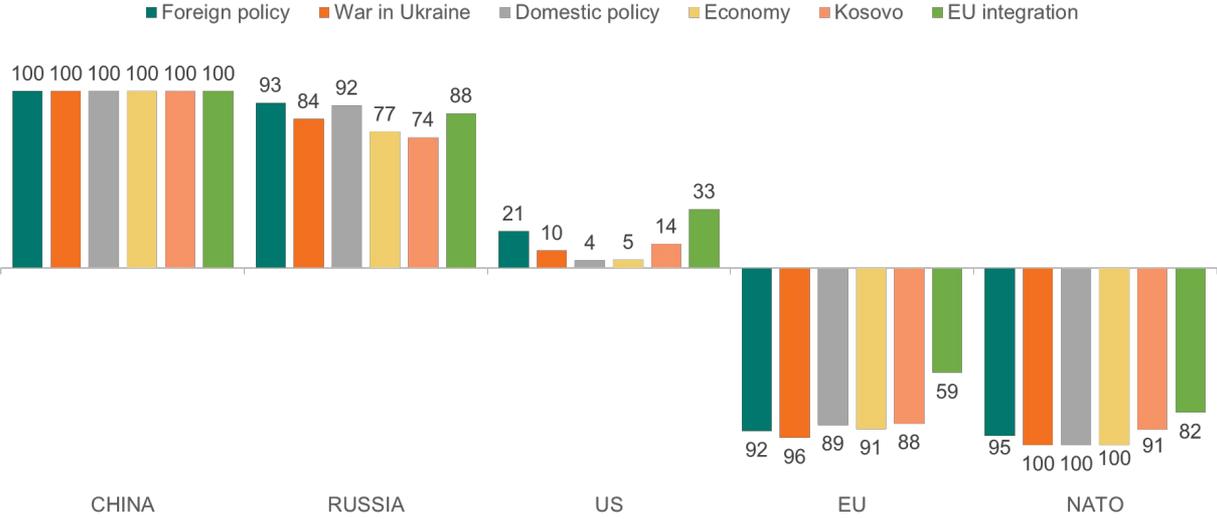
# In 2025, information manipulation favors the US, while anti-EU narratives prevail



# Information manipulation is predominantly driven by Serbian media



# Manipulative narratives portray China and Russia positively, while the EU is framed negatively\*



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

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

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

Number of mentions in media pieces

