

**CRTA:**

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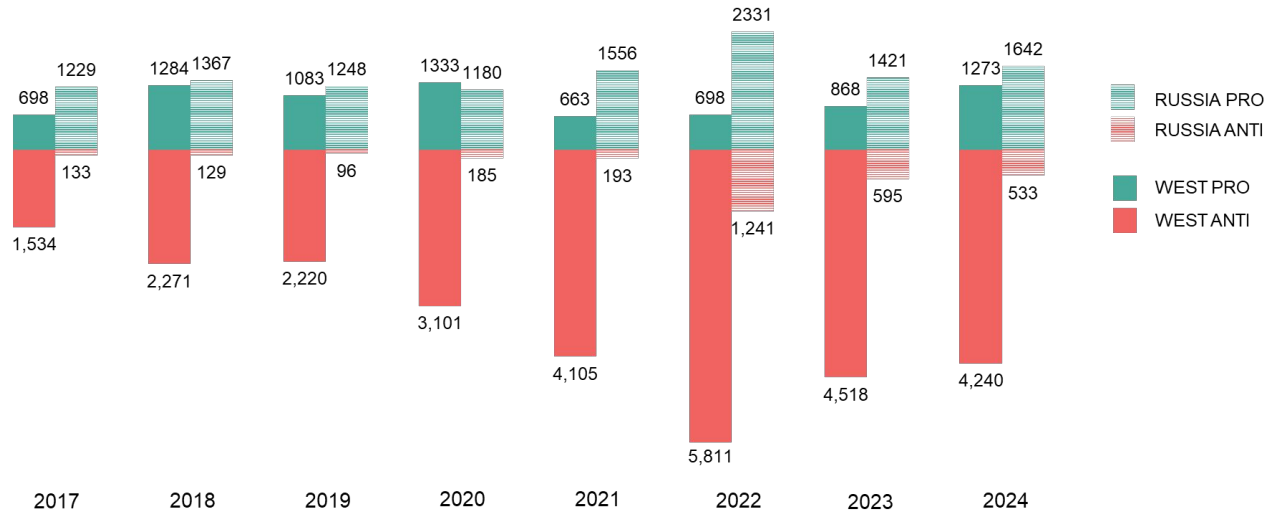
# **Media Monitoring**

**April 2024 – March 2025**

- **Timeframe:** April 1, 2024 – March 31, 2025.
- **Sample frame:**
  - TV Central News and Morning Shows: RTS 1, TV Pink, TV Prva, and Happy TV.
  - Online portals in “prime time”: blic.rs, kurir.rs, novosti.rs and b92.net.
  - Newspapers: Informer, Blic, Večernje novosti and Kurir.
- **Unit of analysis:** mentions in media pieces.
- **Sample size:** 29,125.
- **Topics of analysis:** Politics, Military, Economy, Kosovo, Past conflicts 1990-99, Culture, Human Rights, Health.

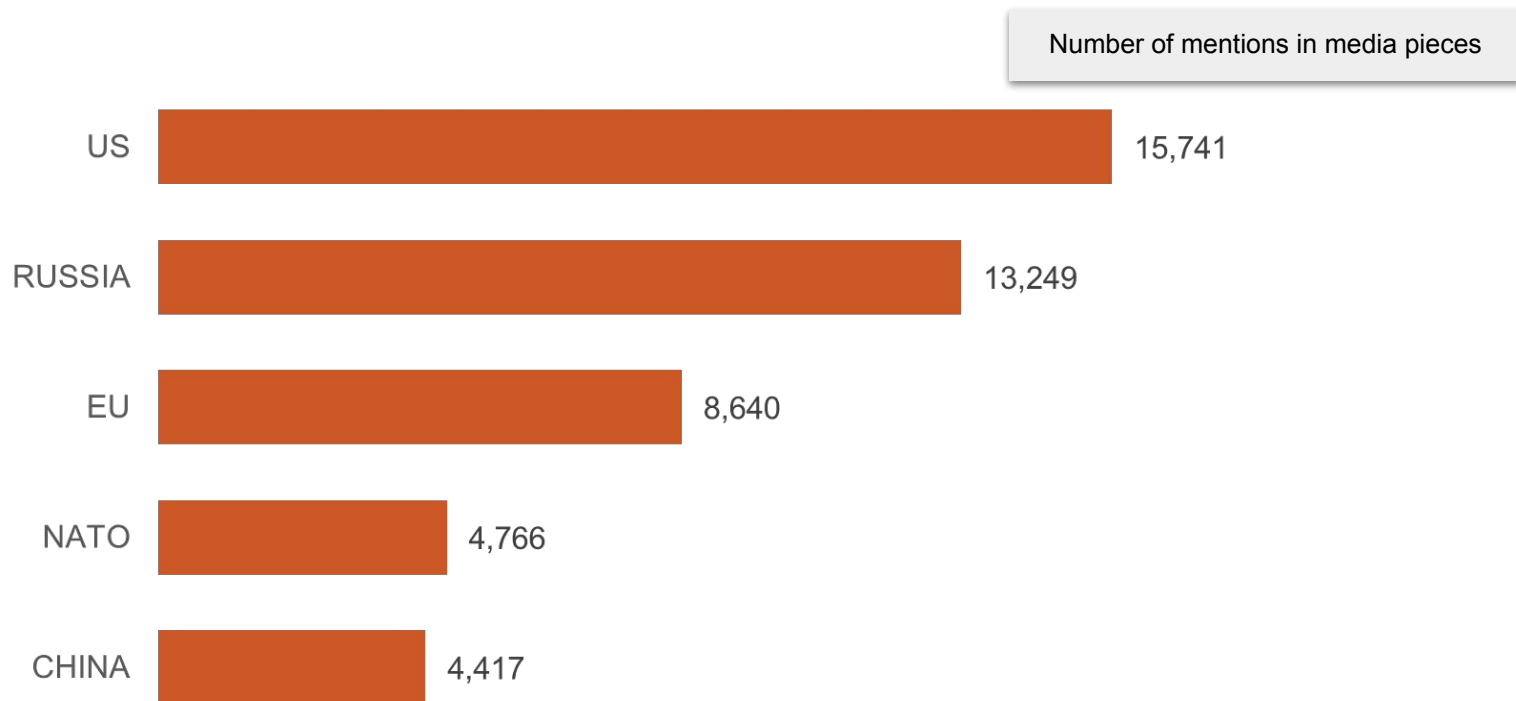
# Anti-Western narrative dominates, while the pro-Russian narrative remains persistent

Number of mentions in media pieces

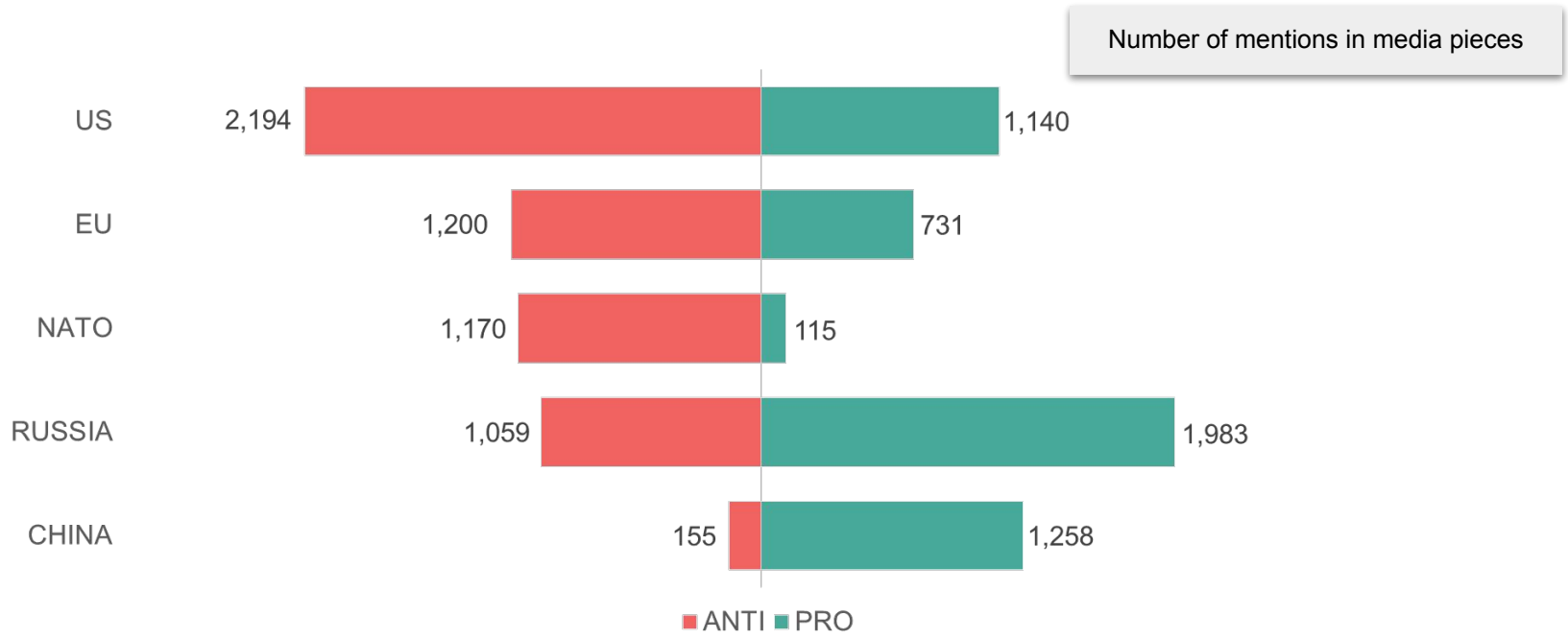


Source: CRTA media monitoring, Sample: selected TV channels with national coverage, and national daily newspapers.

## The United States and Russia are the most frequently mentioned in Serbian media



# CRTA: Media coverage of the West is mostly negative, Russia and China are portrayed positively

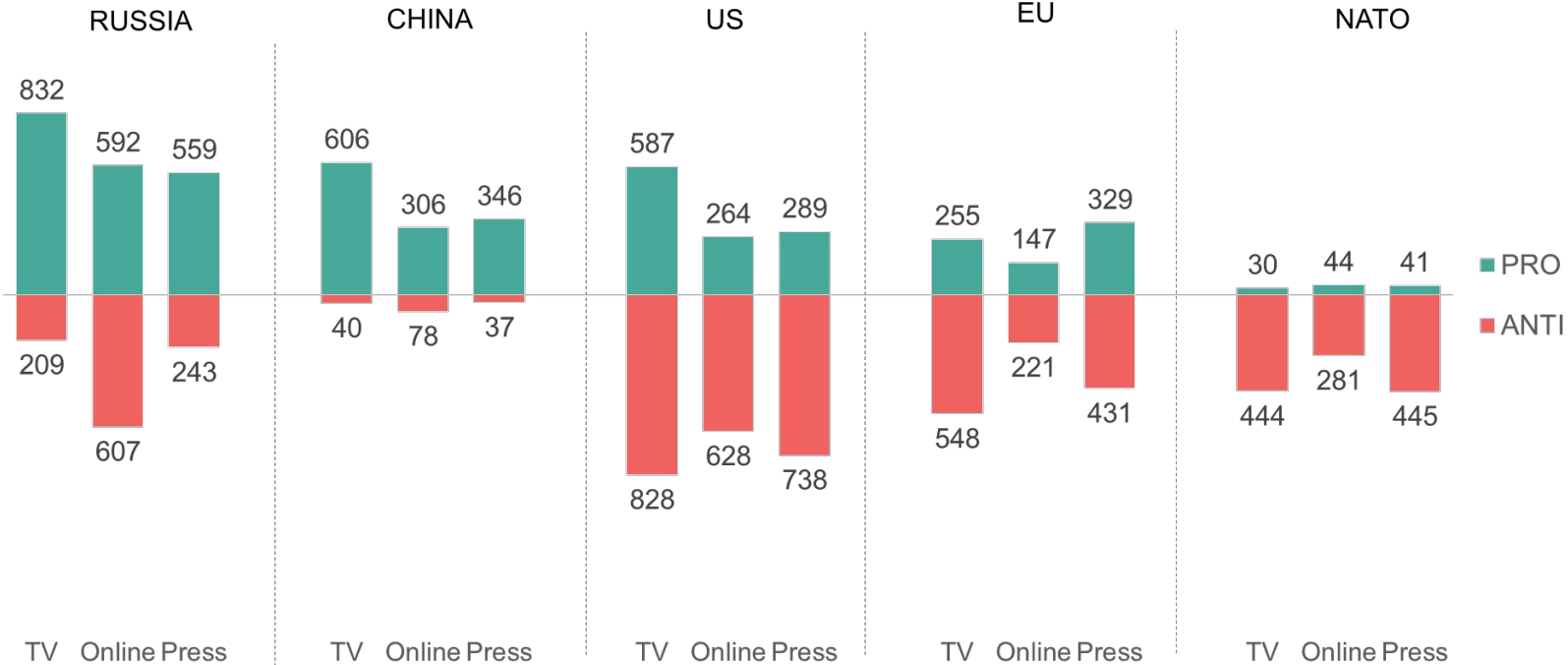


Source: CRTA media monitoring, April 2024 – March 2025; Sample: selected TV channels with national coverage, national daily newspapers and online portals.



# Unlike Russia and China, Western actors are consistently portrayed negatively across all media types

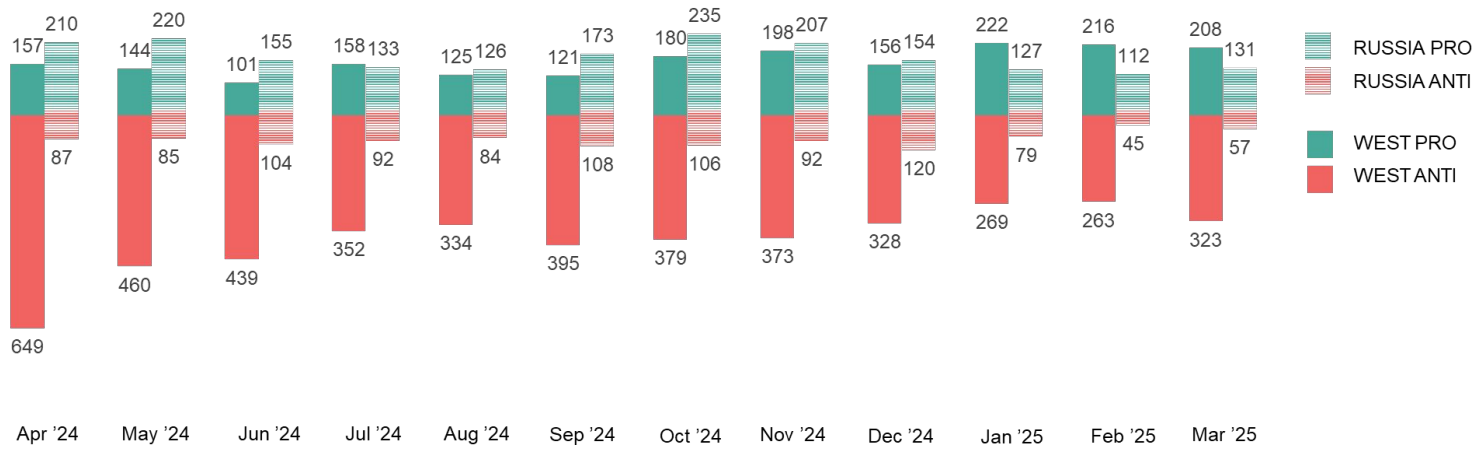
Number of mentions in media pieces



Source: CRTA media monitoring, April 2024 – March 2025; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

# Western actors are predominantly portrayed negatively throughout the entire period, while Russia maintains favorable media treatment

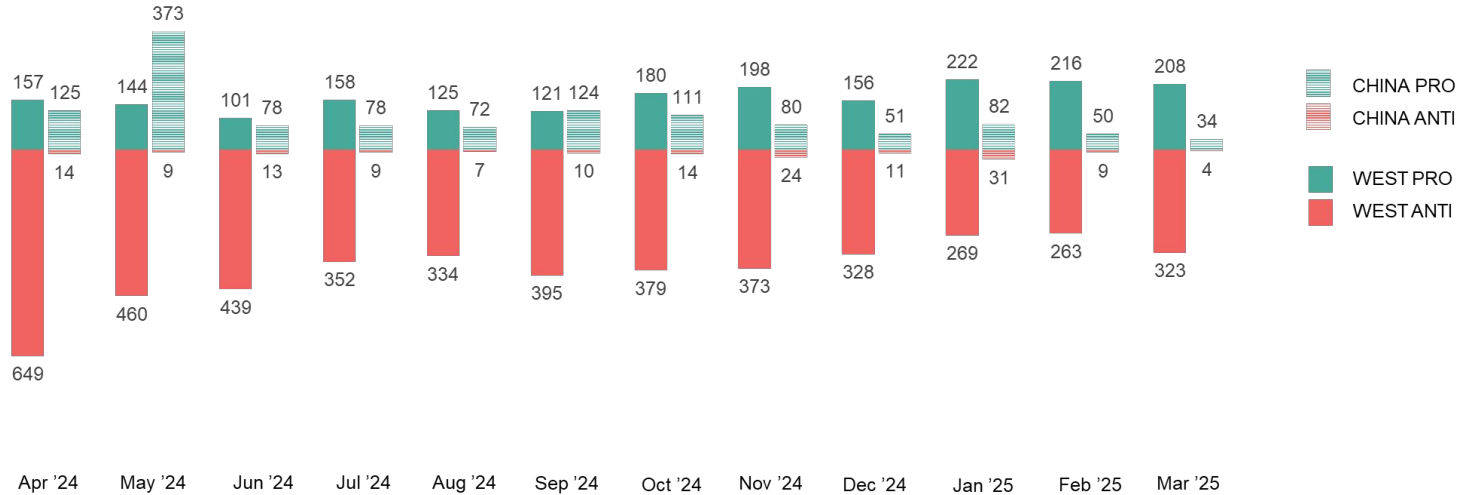
Number of mentions in media pieces



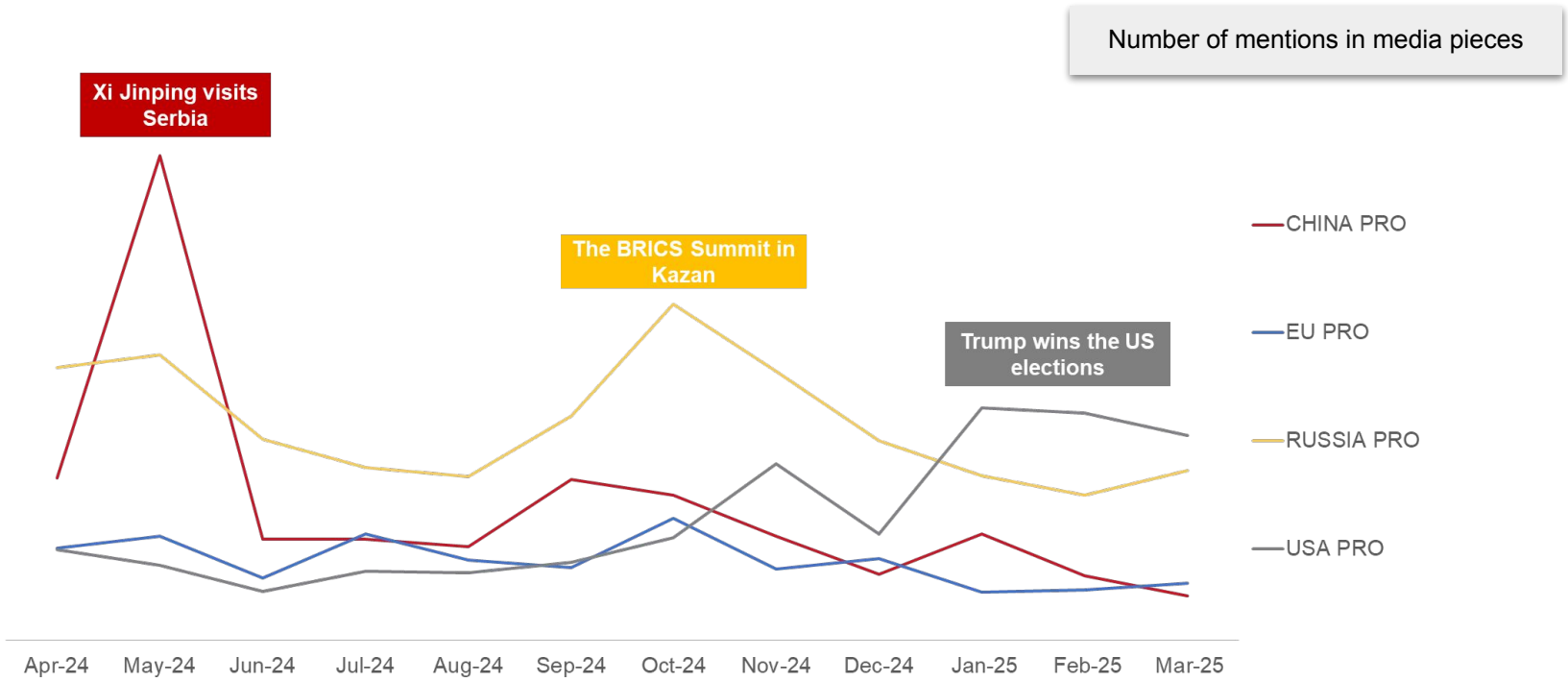
Source: CRTA media monitoring, April 2024 – March 2025; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

# The West is consistently portrayed negatively, unlike China, which is almost never reported on negatively

Number of mentions in media pieces



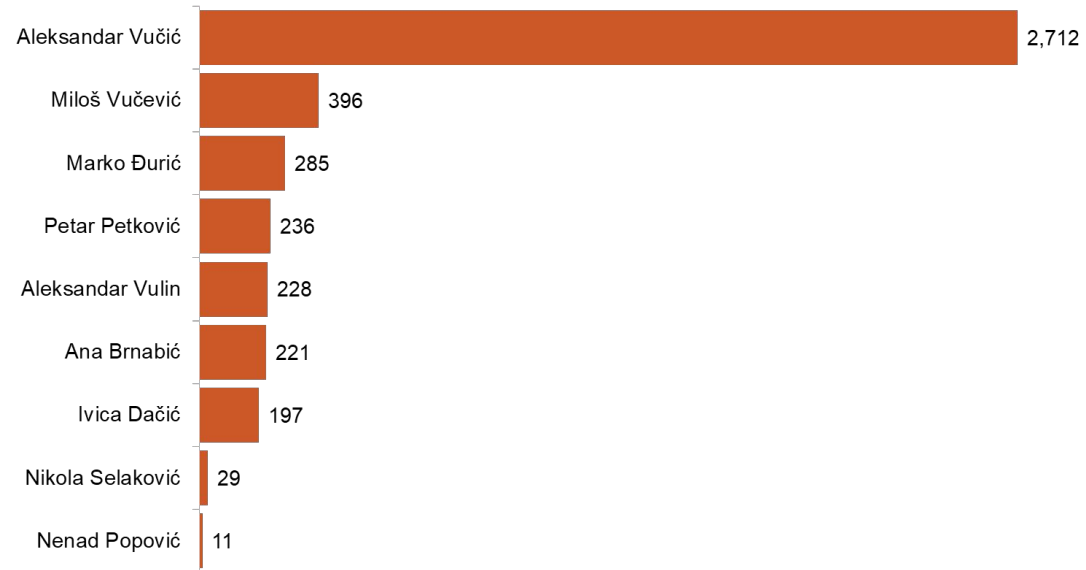
# China reaches its most positive coverage during Xi Jinping's visit, while Russia remains the most positively portrayed foreign actor overall



Source: CRTA media monitoring, April 2024 – March 2025; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

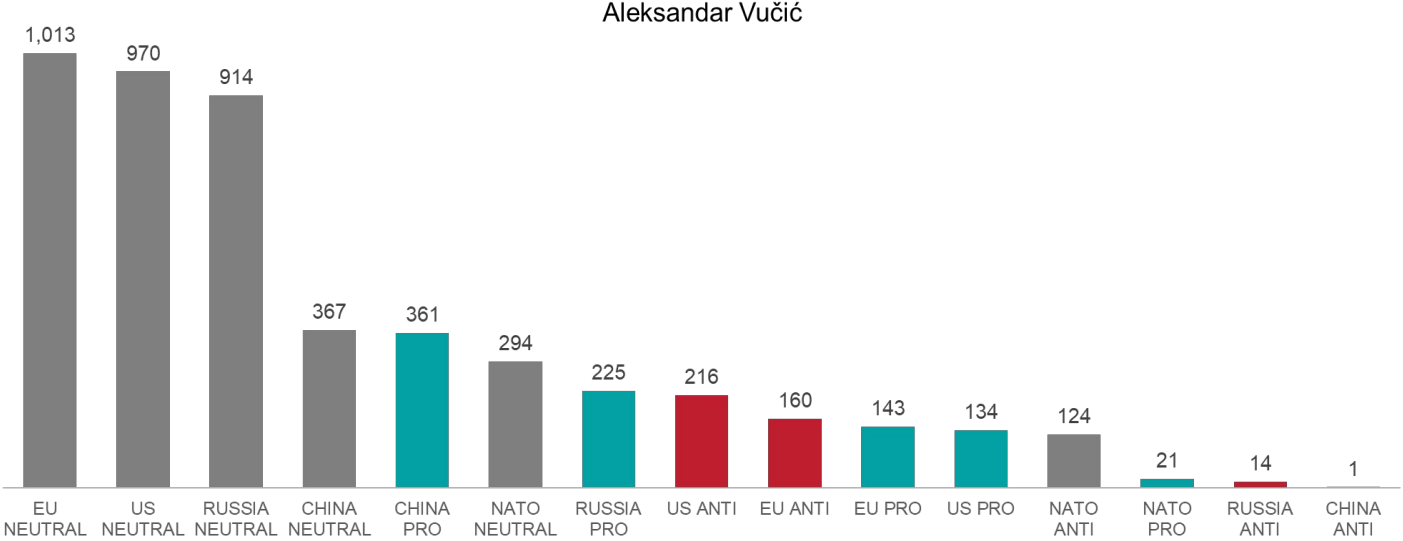
# CRTA: Aleksandar Vučić is by far the most frequently quoted politician in domestic media

Number of mentions in media pieces



# When the president is quoted, coverage of China and Russia is positive, while the United States and the EU are more often portrayed negatively

Number of mentions in media pieces

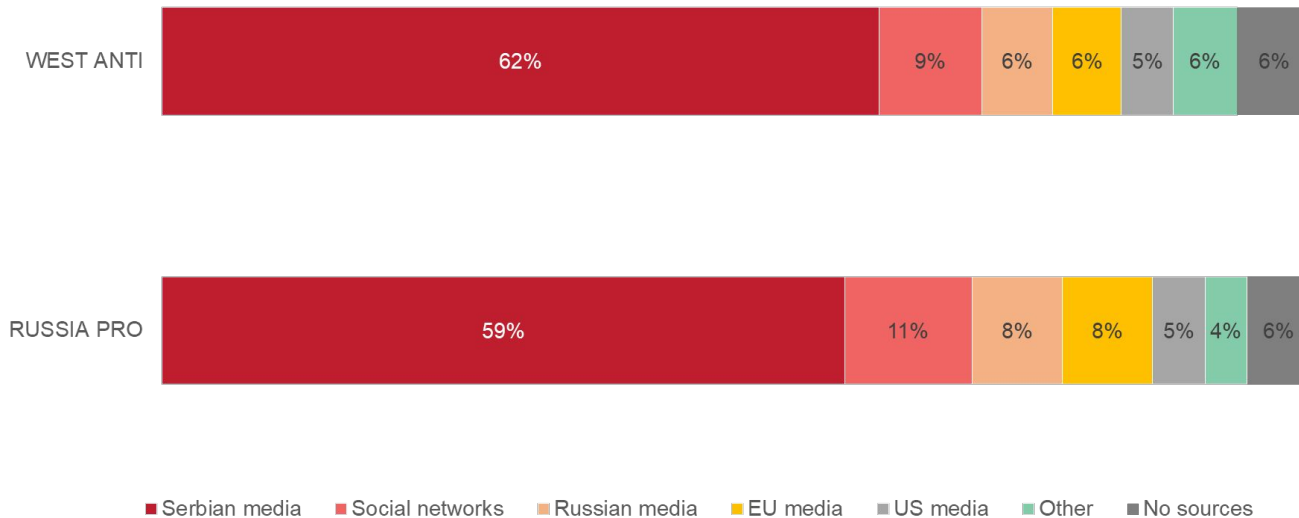


Source: CRTA media monitoring, April 2024 – March 2025; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

## Information manipulation most often relates to anti-Western narratives

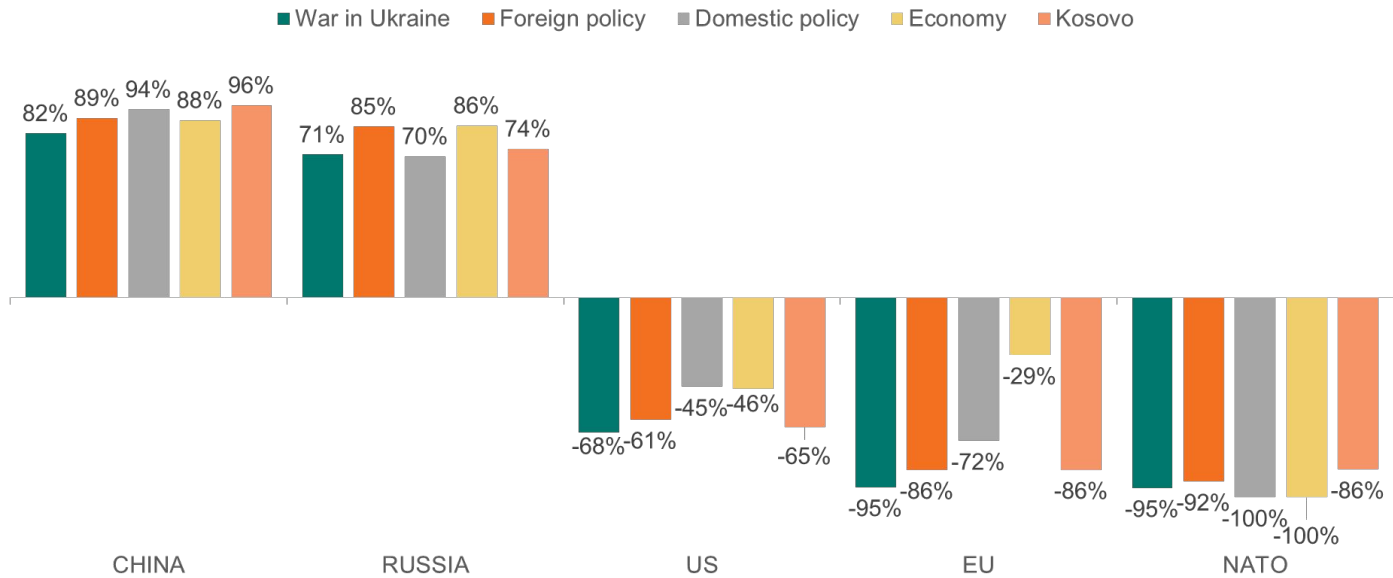


# The dominant source of manipulative narratives lies in domestic media



Source: CRTA media monitoring, April 2024 – March 2025; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

# Information manipulation across all topics serves to promote Russia and China while simultaneously discrediting the West\*



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