

Monitoring of Russian TV channels - 2015

I. Scope of the work

From 1 – 31 March 2015, MEMO 98, a Slovak non-profit specialist media-monitoring organization, and Internews Ukraine, a leading Ukrainian non-governmental organization supporting independent media, have jointly monitored eight Russian TV channels to evaluate the level of political diversity in their news coverage of various international and local topics. This monitoring is implemented thanks to the support of the Eastern Partnership Civil Society Forum Secretariat (EaP CSF), the European Endowment for Democracy (EED) and the Krajowa Rada Radiofonii i Telewizji (KRRiT). The monitoring included quantitative and qualitative methods of analysis developed by MEMO 98 which has carried out similar projects in almost 50 countries over the last 16 years.

Given its comprehensive content-oriented approach, it is specially designed to provide in-depth feedback on pluralism and diversity in media reporting, including coverage of chosen subjects and topics. The main goal was to evaluate if the Russian TV channels provide their viewers with objective and balanced information about important international and local issues. As such, the outcome of the monitoring is a detailed analysis of the quality of selected Russian TV channels' news programming.

Quantitative analysis includes a number of numeric measures and indicators that can be counted and analysed, including assessing and producing findings regarding the time or space allocated to each monitored subject, topics, top stories and geographical area of coverage (in the prime time news programmes) and also evaluating the tone of the coverage in which these subjects were portrayed – positive, neutral or negative.

Qualitative analysis evaluates the performance of selected media outlets against ethical and professional standards, such as balance, accuracy, timely, choice of issues, omission of information, advantage of incumbency, positioning of items, inflammatory language that cannot be easily quantified. These data are reported separately and integrated in the comments and conclusions of the narrative reports. In addition, the monitoring focused on the structure of news programs concerning their thematic diversity, geographical coverage, top stories in the monitoring period, as well as the duration of news items. The enclosed charts show all the above-mentioned aspects of the monitoring.

II. Monitored TV channels:

- ✓ First Channel
- ✓ First Baltic Channel
- ✓ Russia 1
- ✓ NTV
- ✓ RBK

- ✓ Dozhd
- ✓ Russia Today
- ✓ Euronews Russian Service

III. Explanation of the charts

Monitored subjects

- The bar charts show the total number of hours and minutes of positive (green), neutral (grey) and negative (red) airtime (direct or indirect) devoted to selected subjects by each media outlet in the defined period.

Monitored topics

- The pie charts show the total percentage of airtime allocated to different topics for each media outlet in the defined period.

Top stories

- The bar charts show the total number of hours and minutes devoted to different top stories broadcast during the defined period.

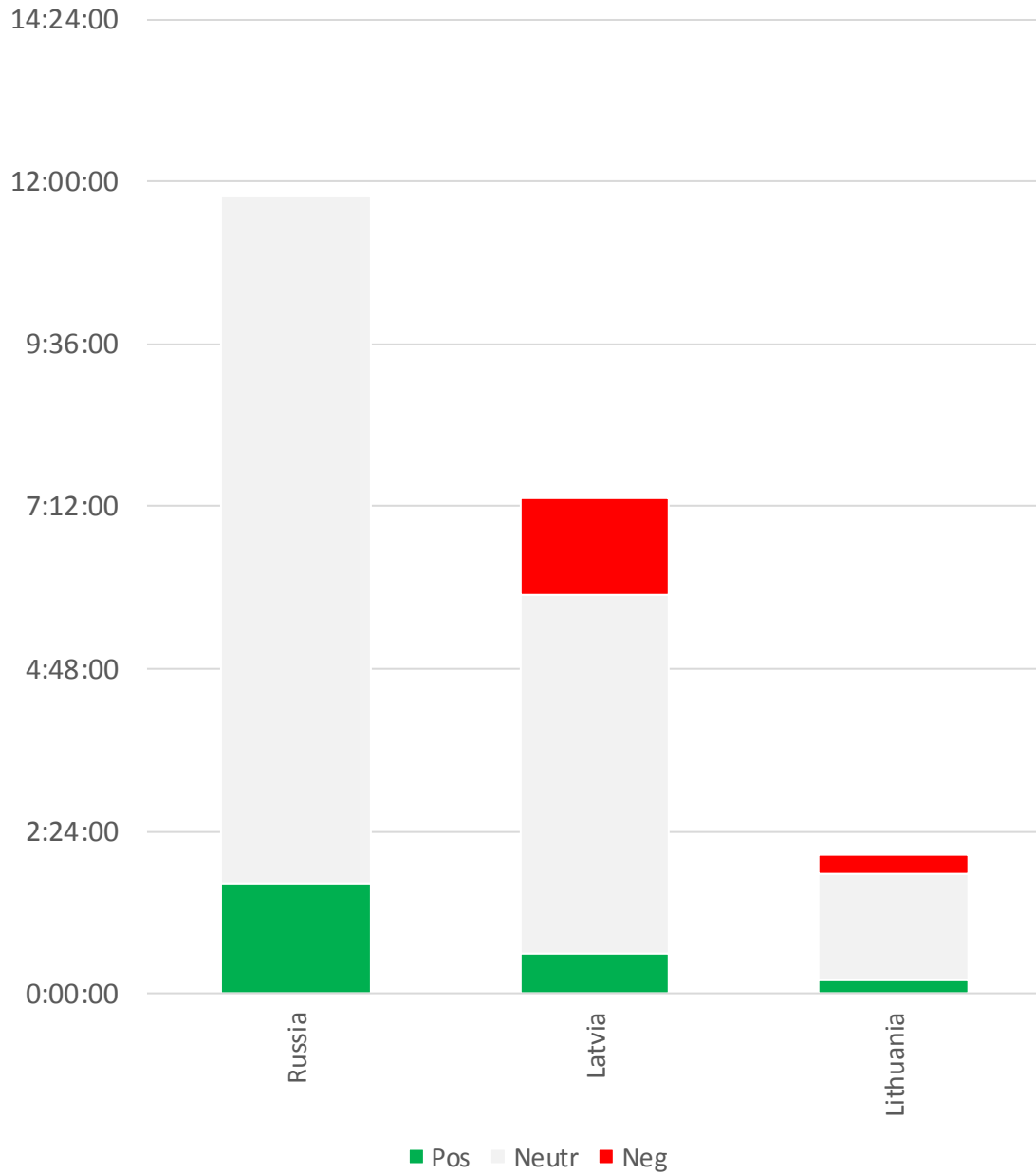
Geographical area of coverage

- The bar charts show the total number of hours and minutes broadcast from different geographical areas during the defined period.
- The pie charts show the total percentage of airtime broadcast from different geographical areas during the defined period.
- The bar charts show the total number of hours and minutes of positive (green), neutral (grey) and negative (red) airtime broadcast about Russia, Latvia and Lithuania on two selected channels in the defined period.

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

1st Channel + First Baltic Channel

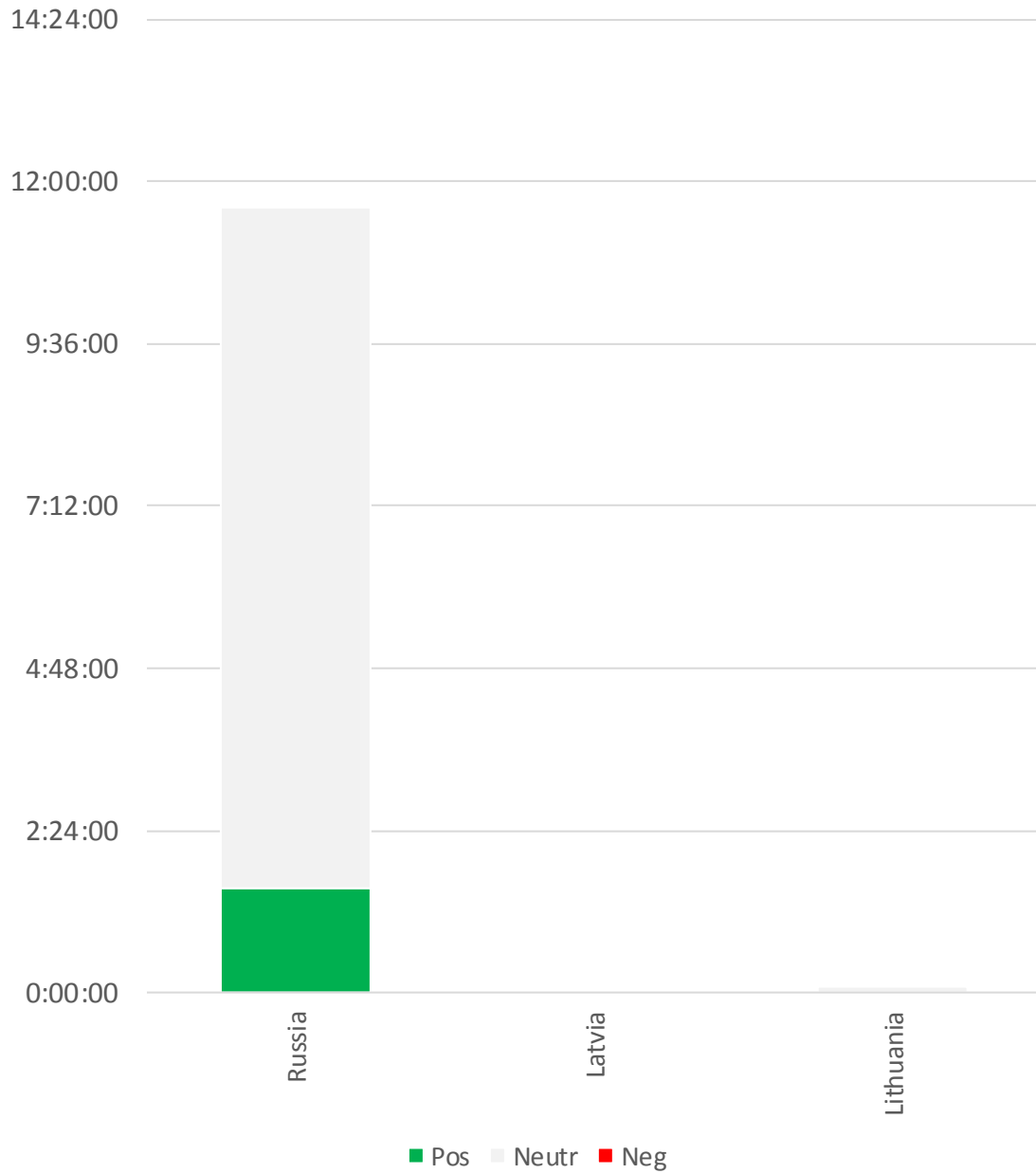


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

1st Channel

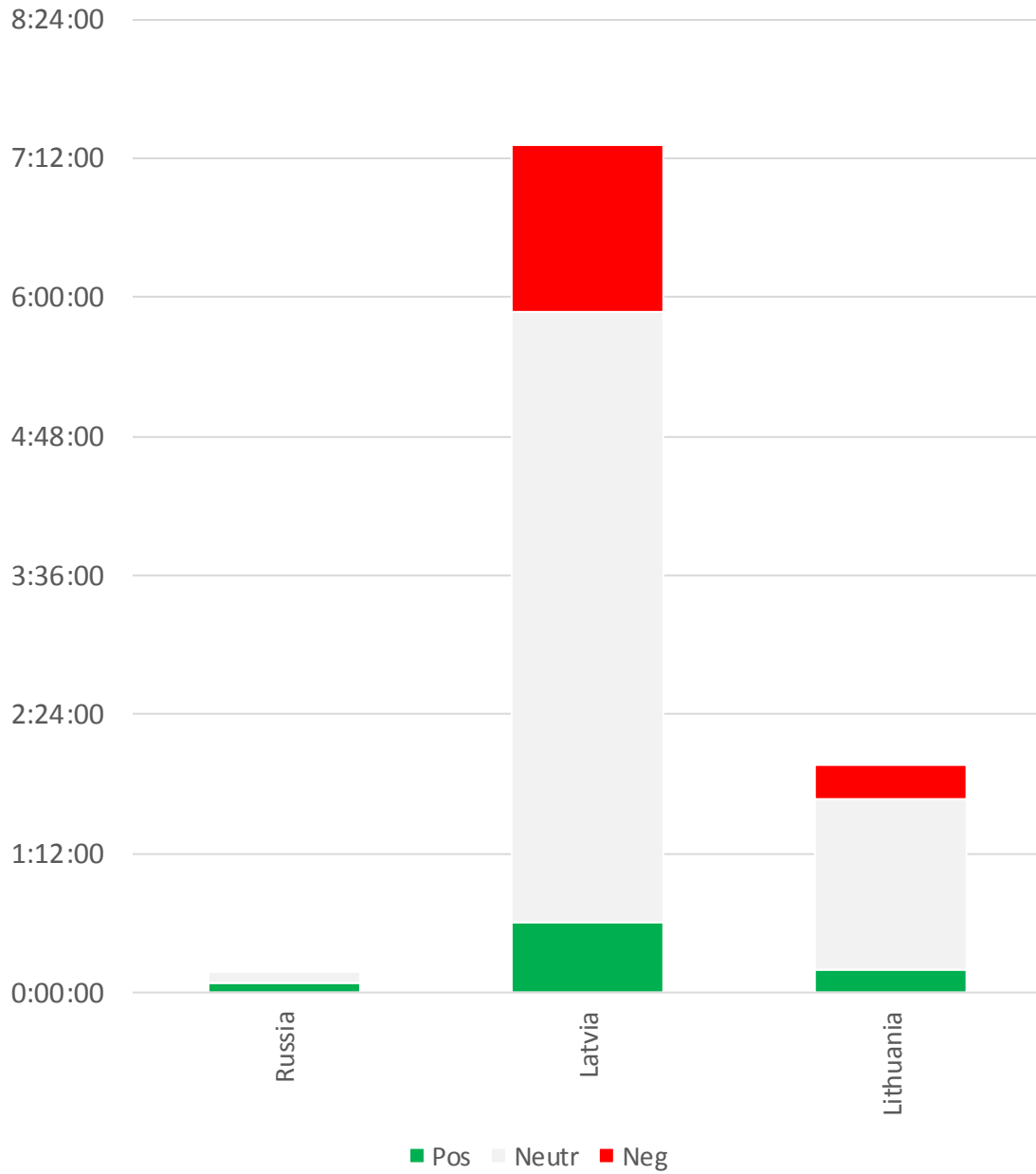


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

First Baltic Channel

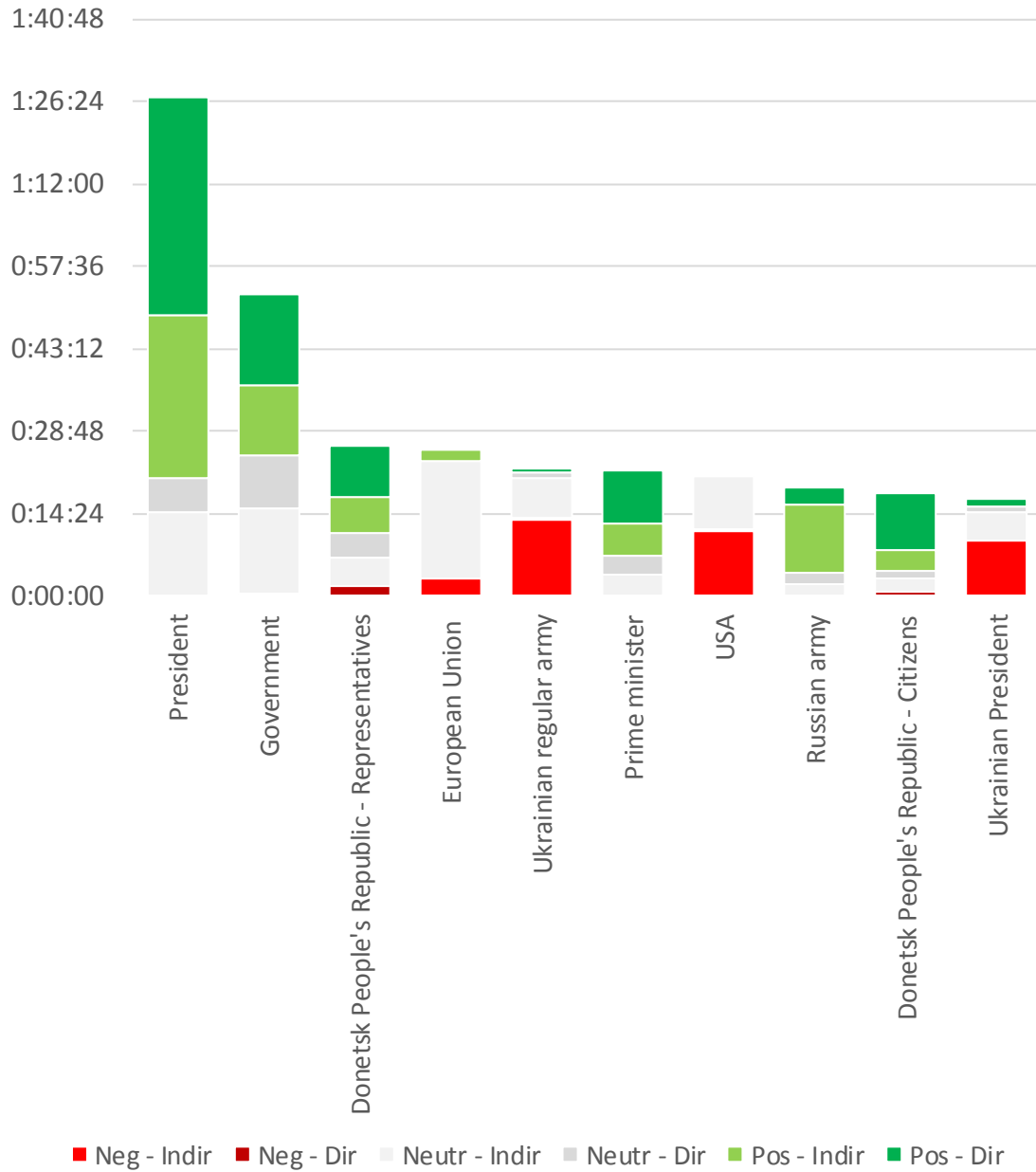


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Monitoring of Russian TV channels | MONITORED SUBJECTS

1st Channel

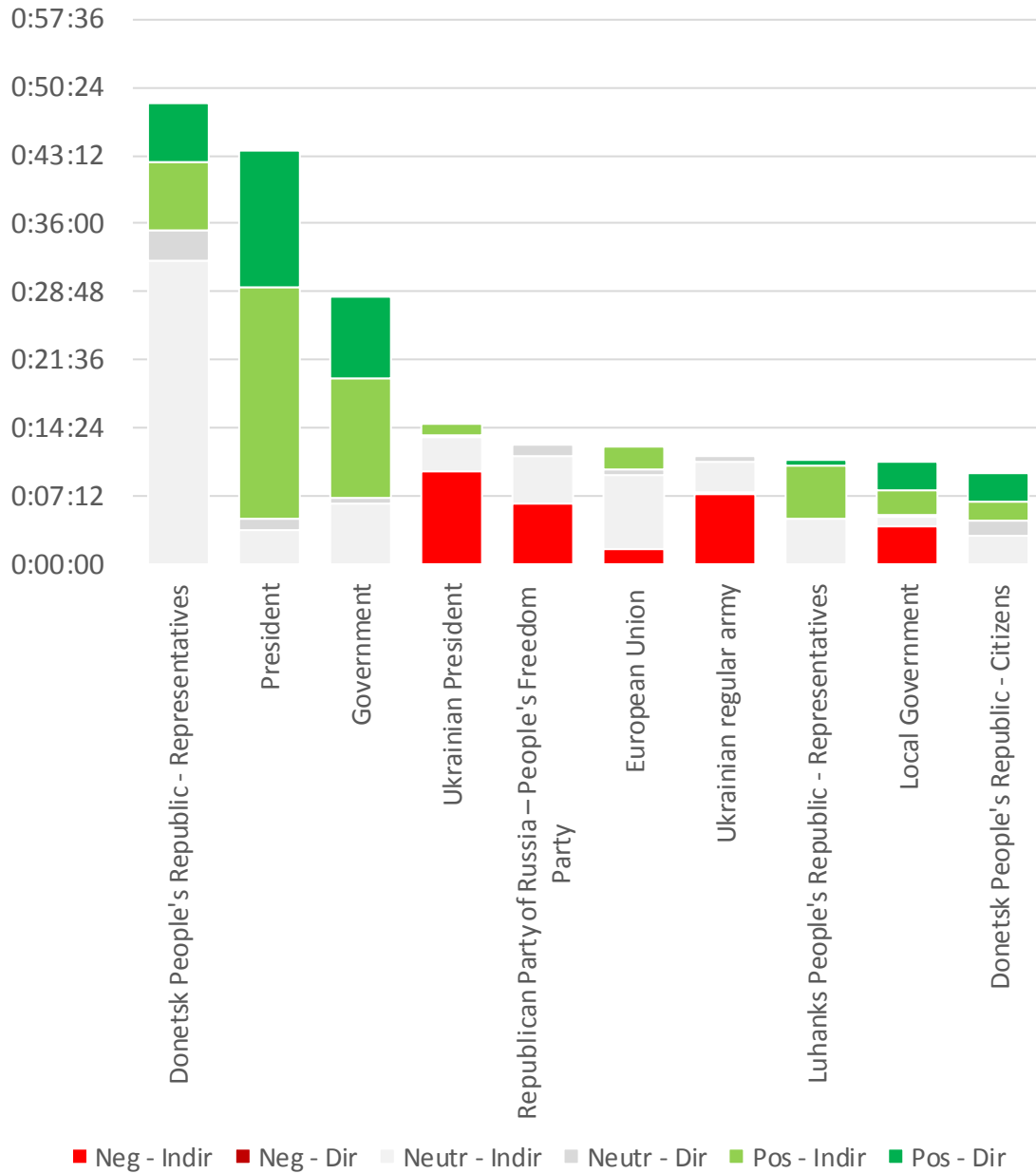


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Monitoring of Russian TV channels | MONITORED SUBJECTS

NTV

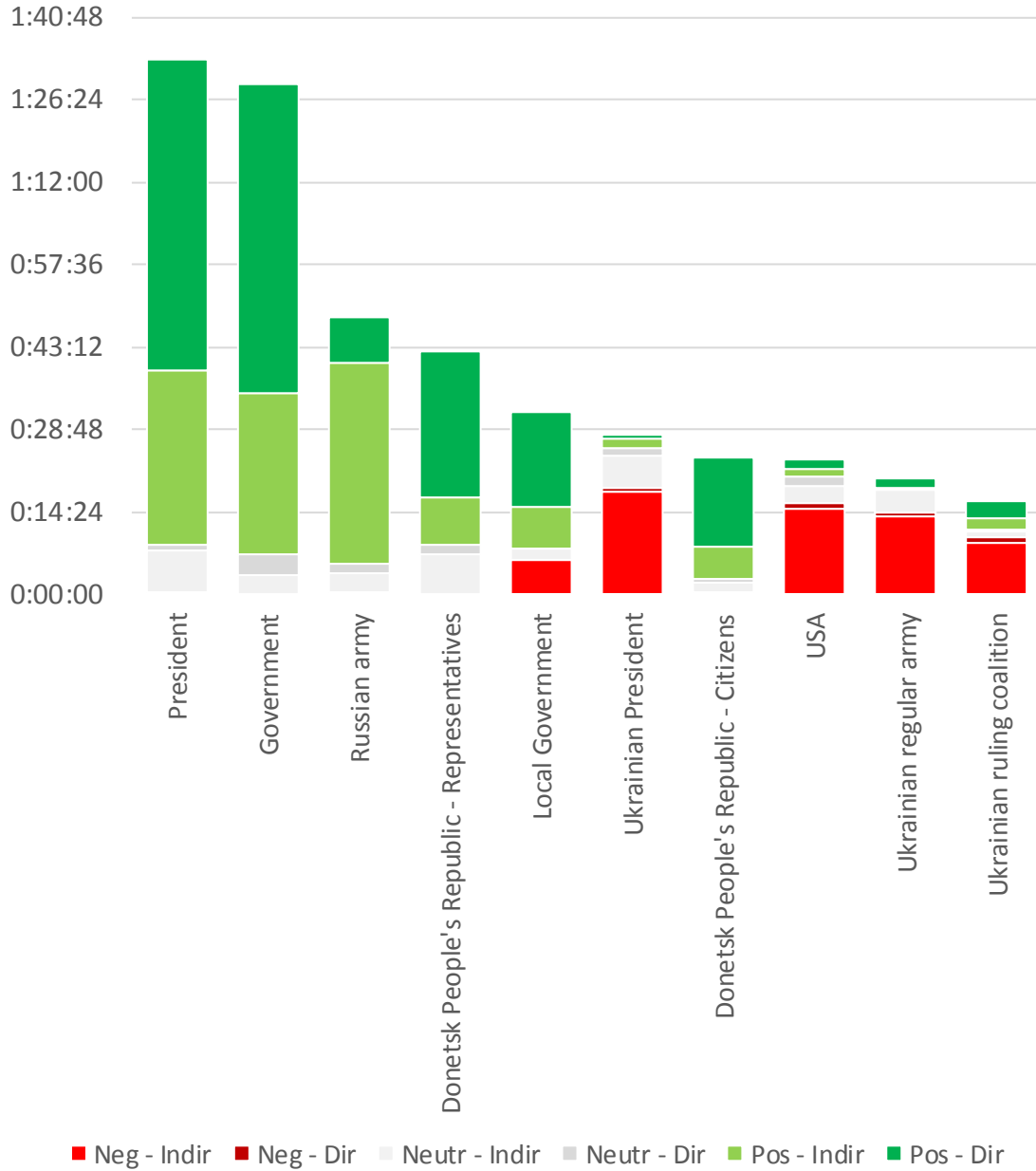


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Monitoring of Russian TV channels | MONITORED SUBJECTS

Russia 1

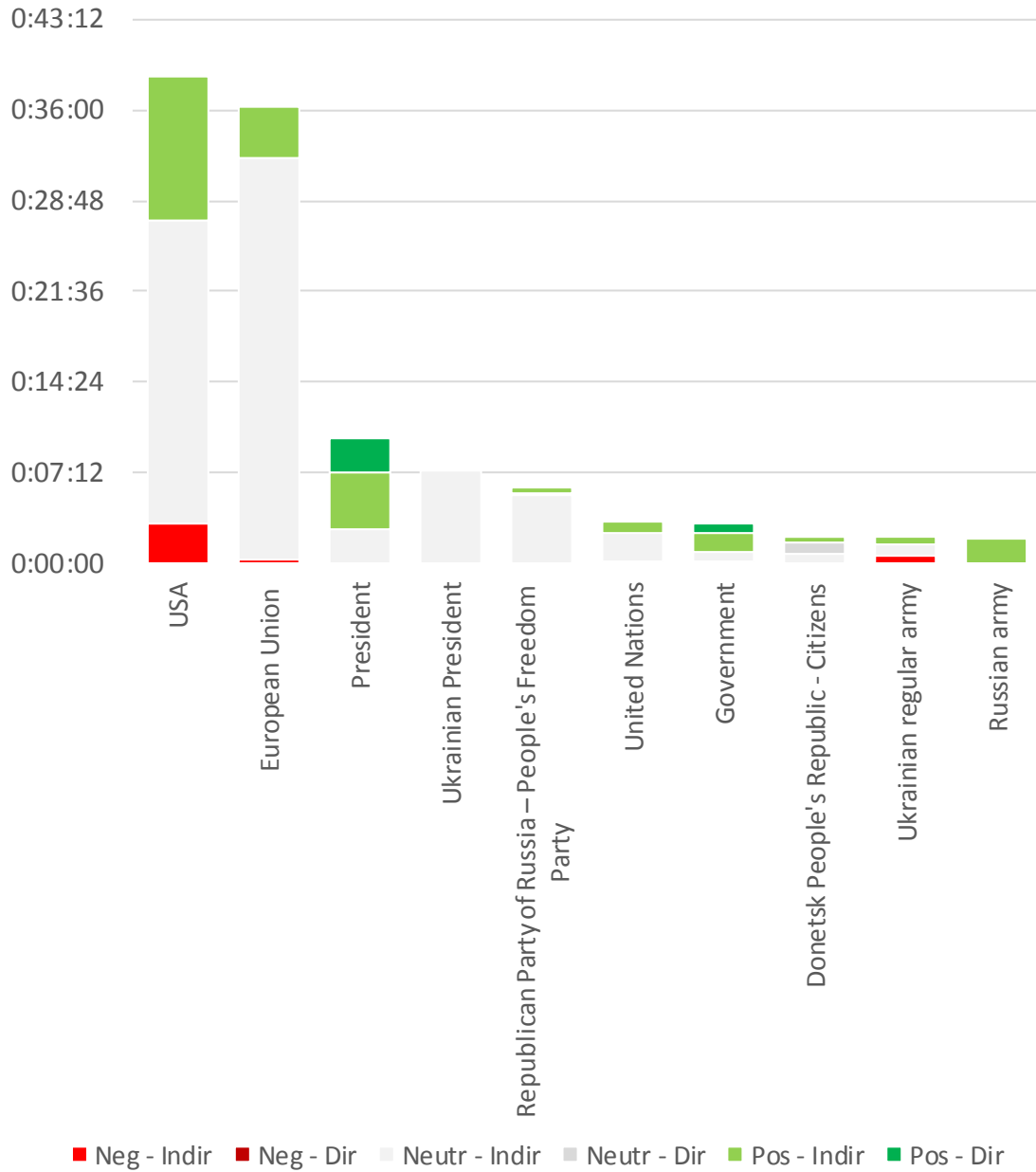


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Monitoring of Russian TV channels | MONITORED SUBJECTS

Euronews

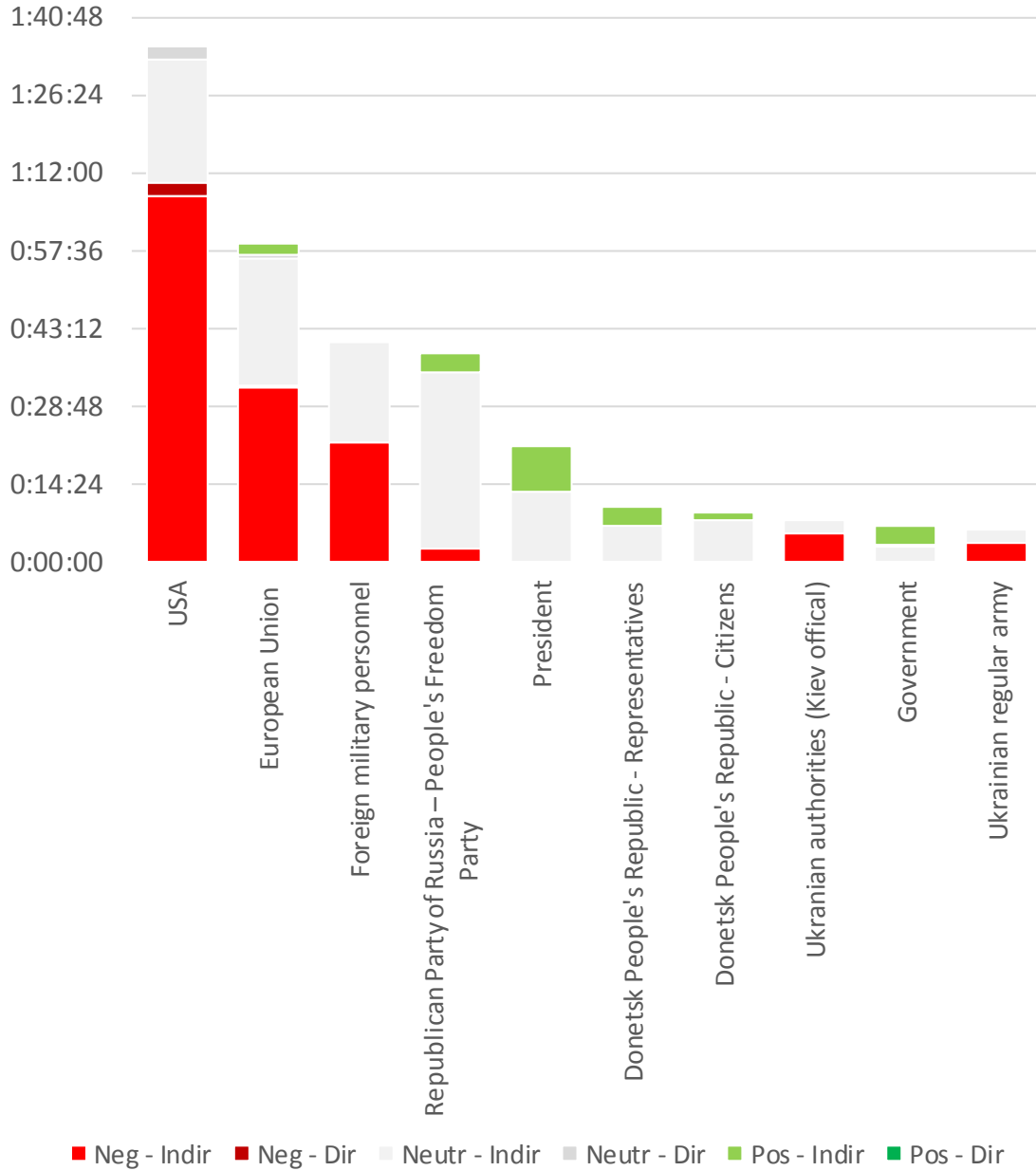


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Monitoring of Russian TV channels | MONITORED SUBJECTS

Russia Today

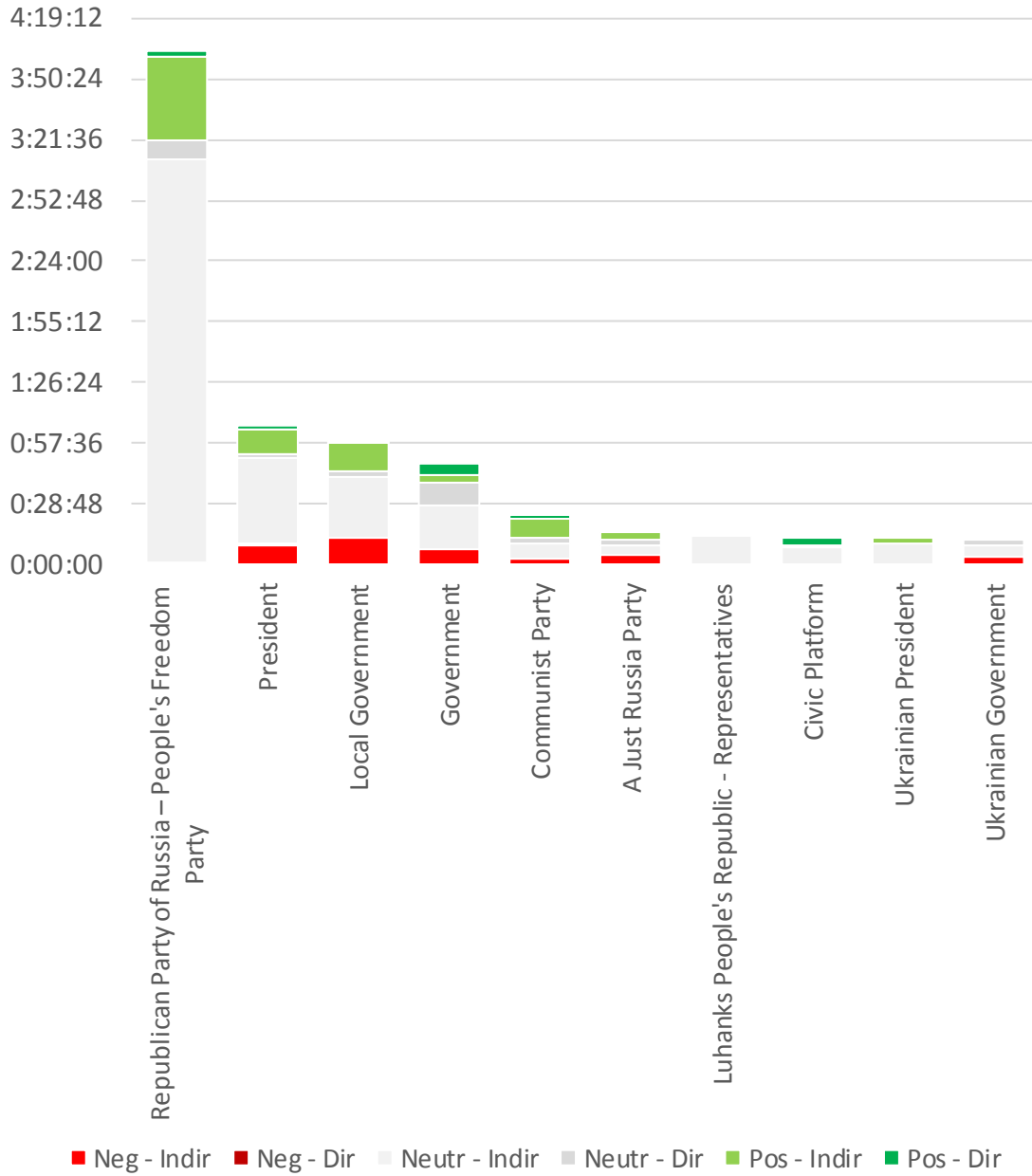


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Monitoring of Russian TV channels | MONITORED SUBJECTS

Dozhd

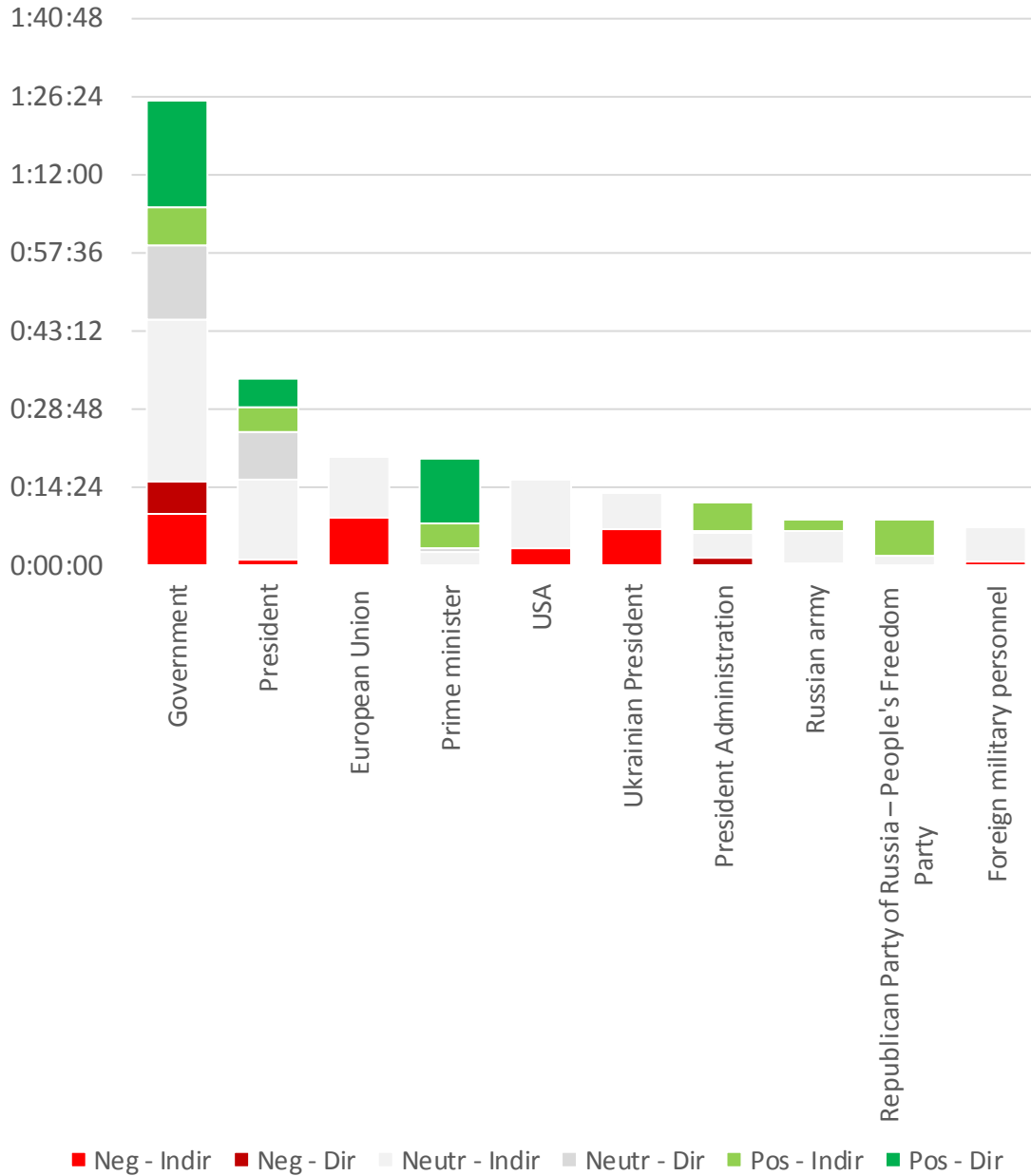


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Monitoring of Russian TV channels | MONITORED SUBJECTS

RBK

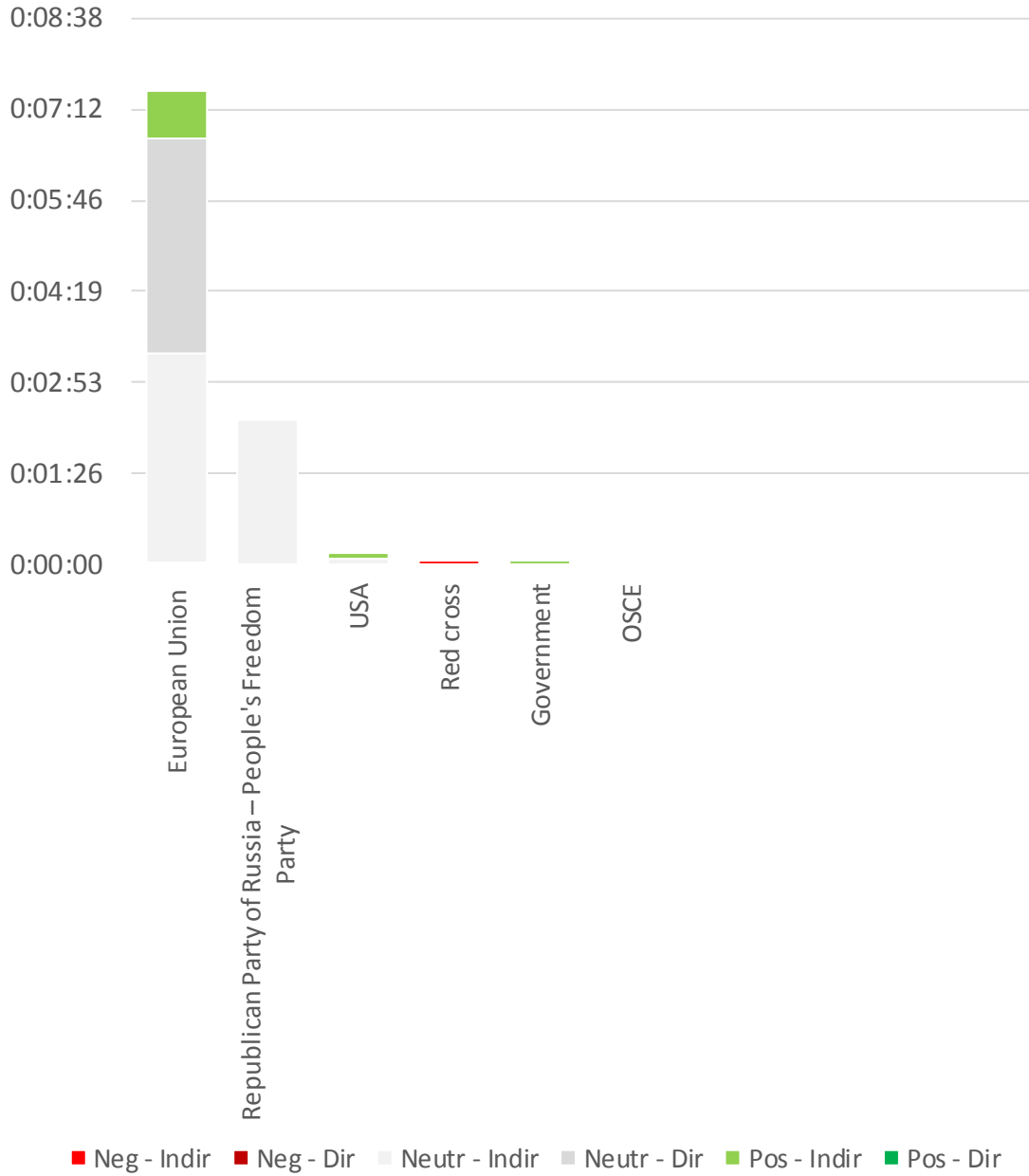


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Monitoring of Russian TV channels | MONITORED SUBJECTS

First Baltic Channel

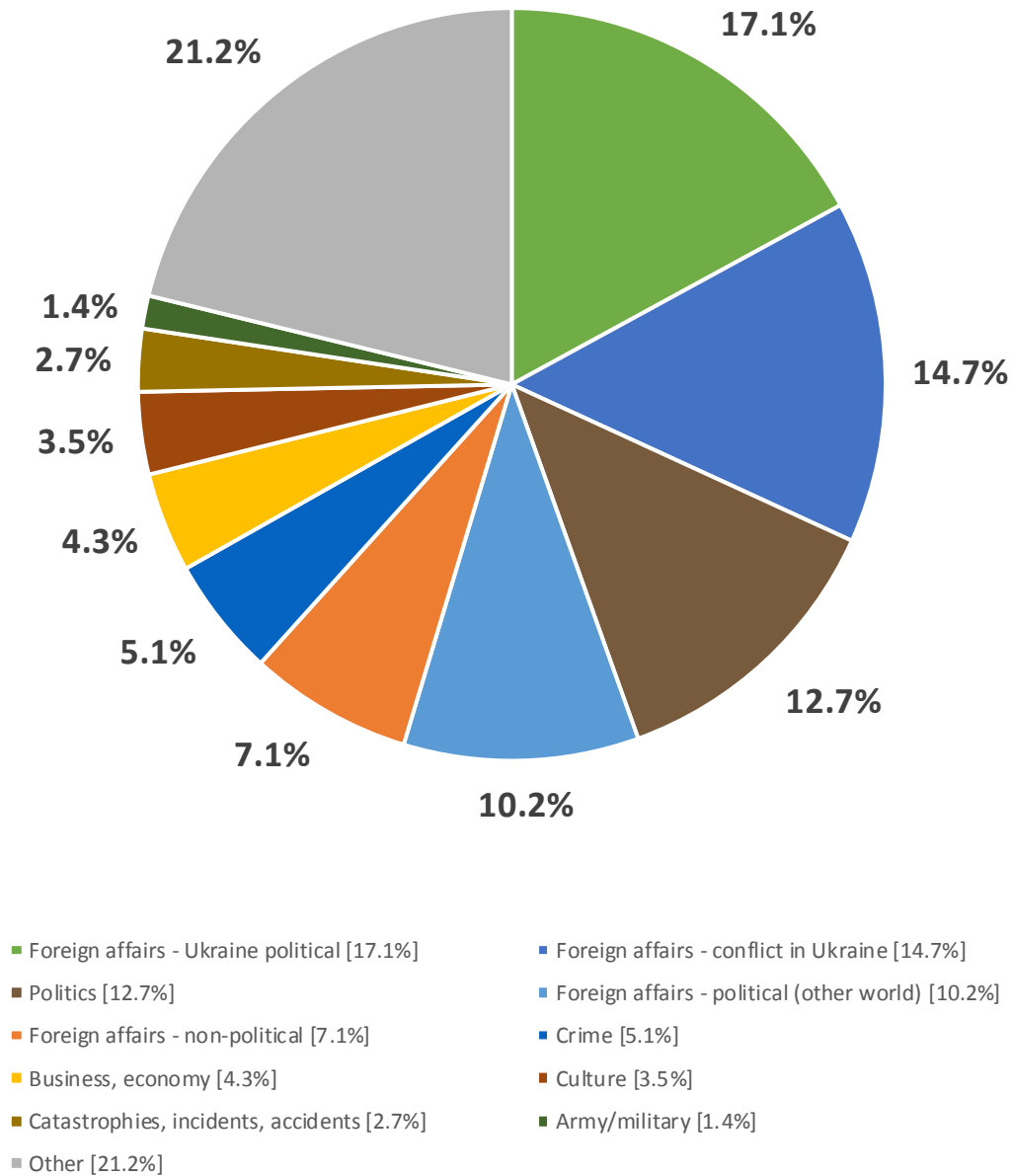


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Monitoring of Russian TV channels | TOPICS

1st Channel

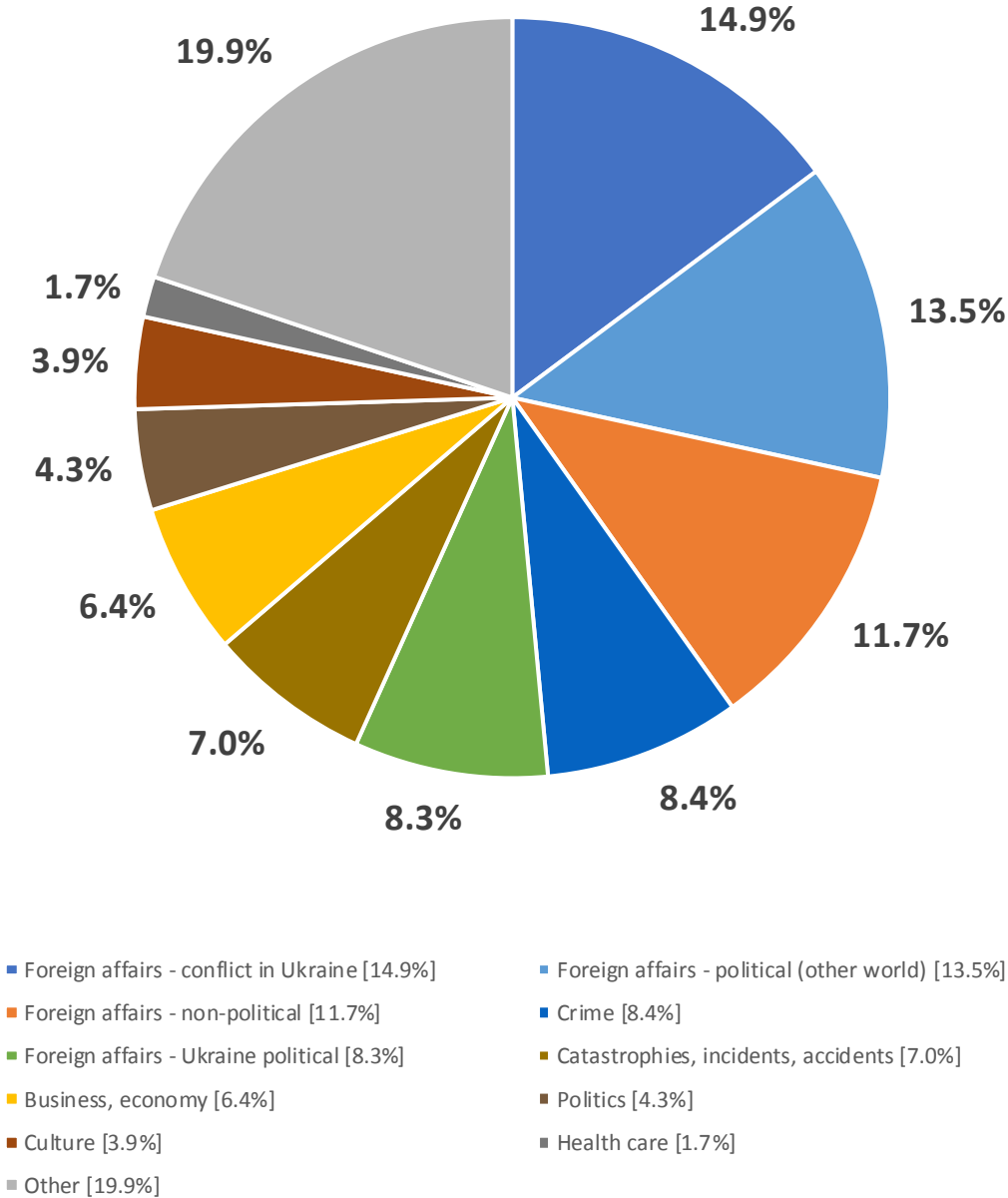


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Monitoring of Russian TV channels | TOPICS

NTV

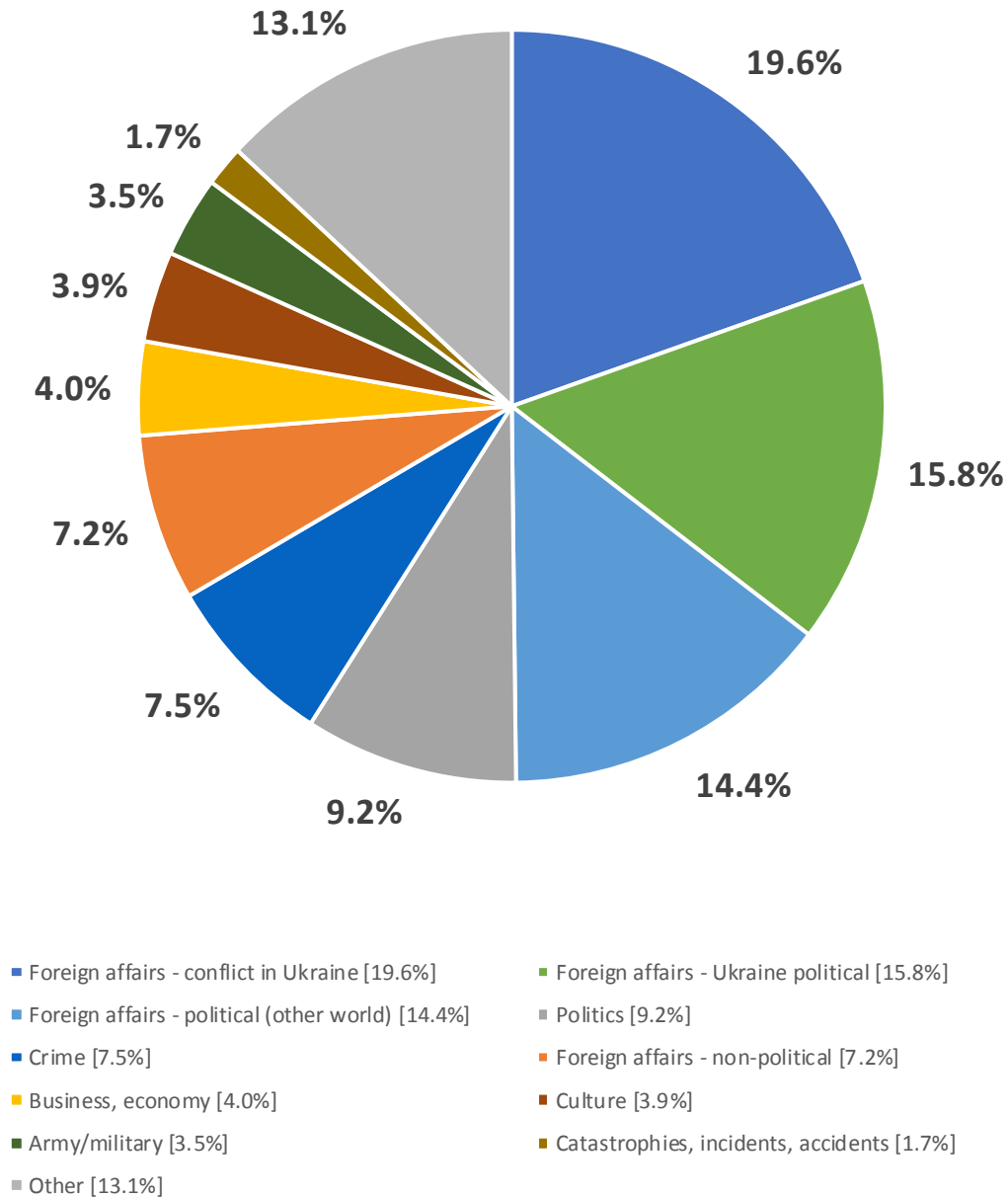


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Monitoring of Russian TV channels | TOPICS

Russia 1

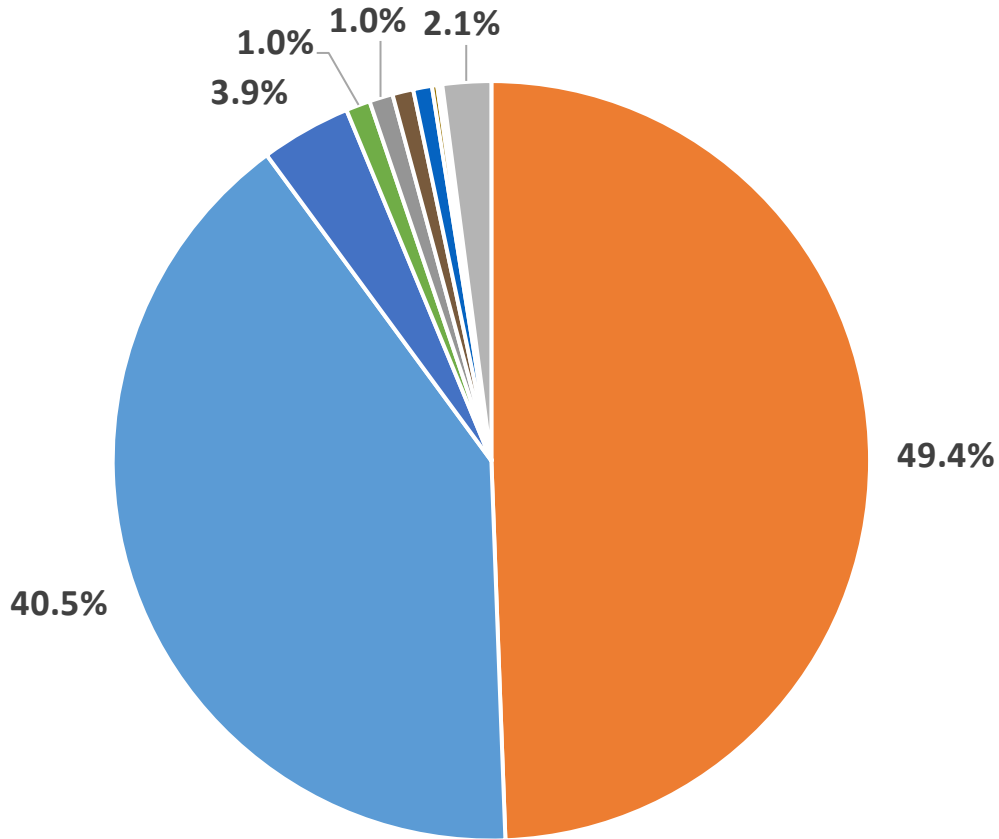


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Monitoring of Russian TV channels | TOPICS

Euronews



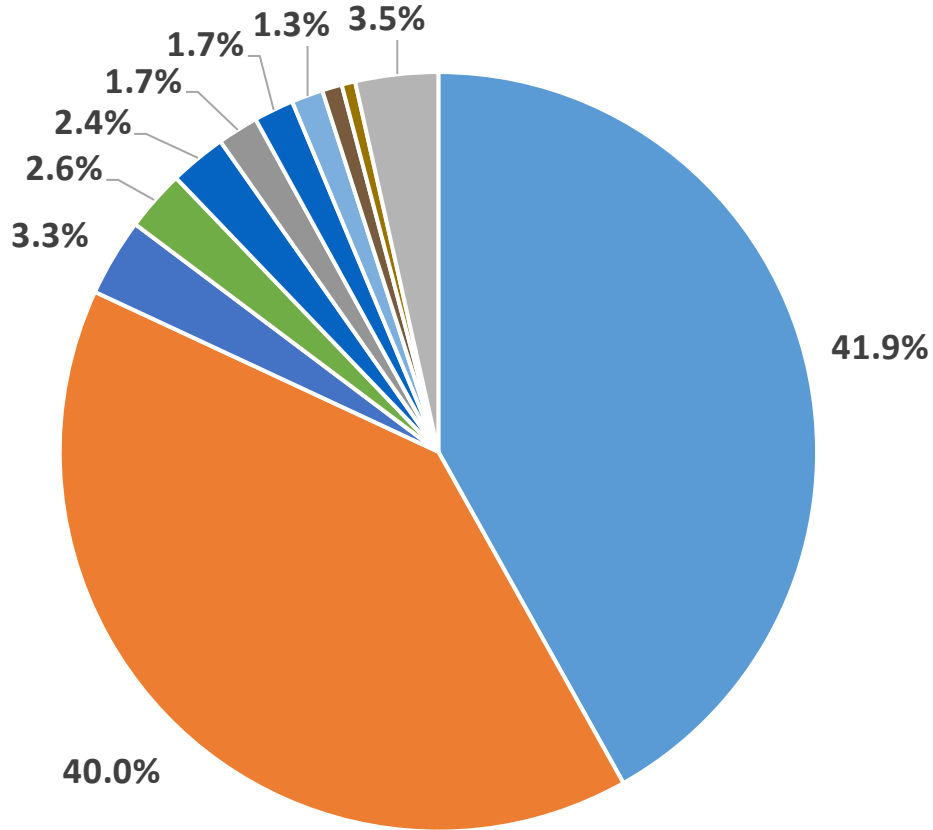
- Foreign affairs - non-political [49.4%]
- Foreign affairs - political (other world) [40.5%]
- Foreign affairs - conflict in Ukraine [3.9%]
- Foreign affairs - Ukraine non-political [1.0%]
- Foreign affairs - Ukraine political [1.0%]
- Politics [0.9%]
- Crime [0.8%]
- Catastrophies, incidents, accidents [0.2%]
- Army/military [0.1%]
- Culture [0.1%]
- Other [2.1%]

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Monitoring of Russian TV channels | TOPICS

Russia Today



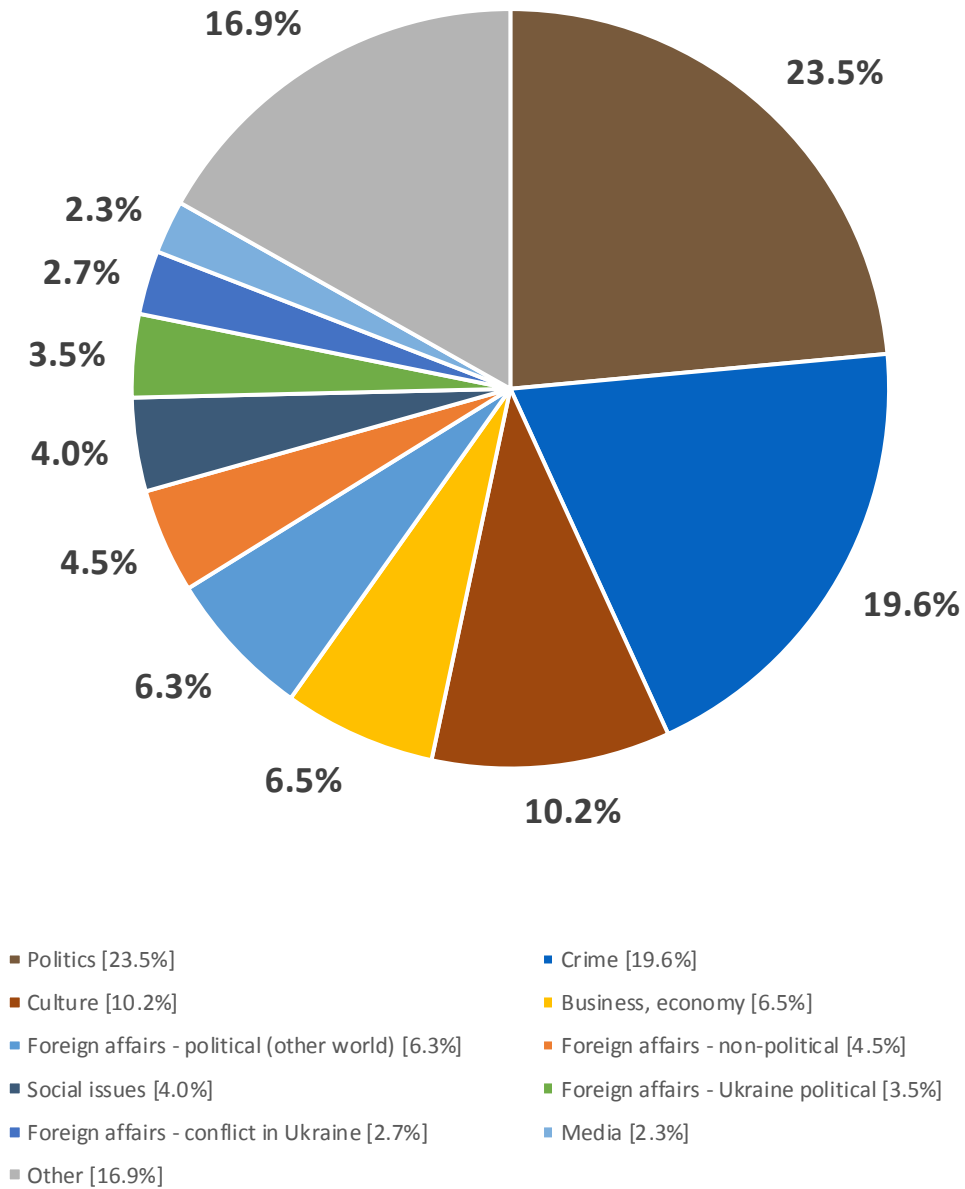
- Foreign affairs - political (other world) [41.9%]
- Foreign affairs - non-political [40.0%]
- Foreign affairs - conflict in Ukraine [3.3%]
- Foreign affairs - Ukraine political [2.6%]
- Crime [2.4%]
- Foreign affairs - Ukraine non-political [1.7%]
- Crimea [1.7%]
- Media [1.3%]
- Politics [0.9%]
- Environment [0.6%]
- Other [3.5%]

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Monitoring of Russian TV channels | TOPICS

Dozhd

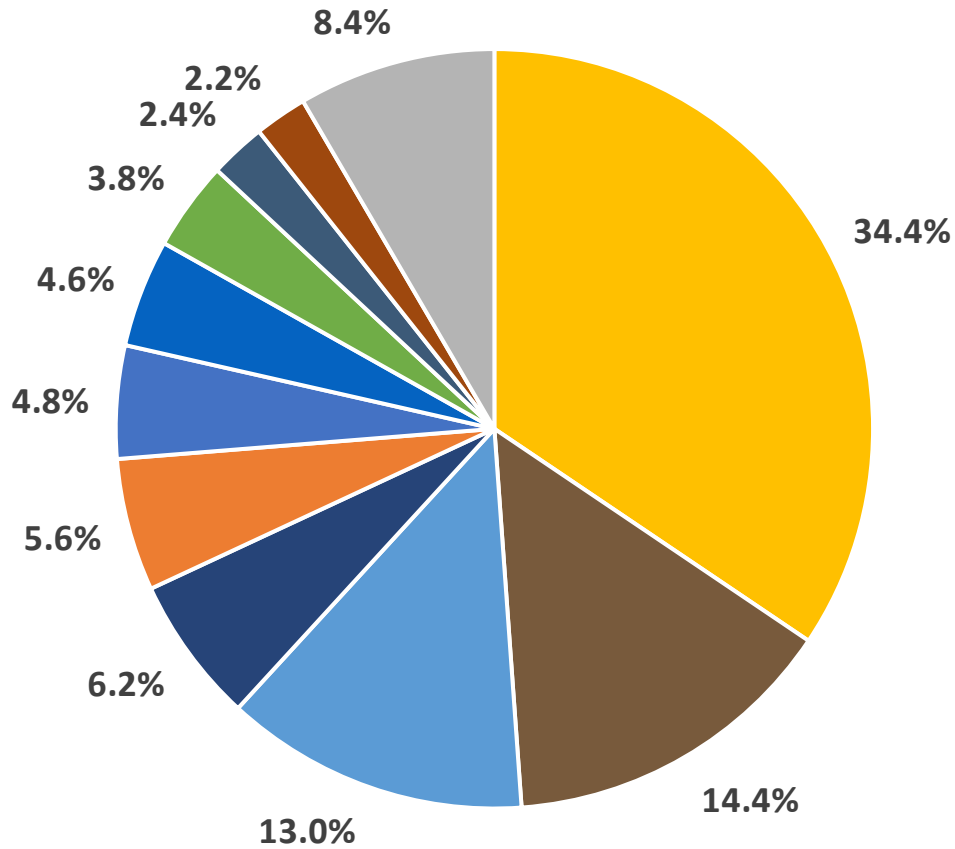


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Monitoring of Russian TV channels | TOPICS

RBK



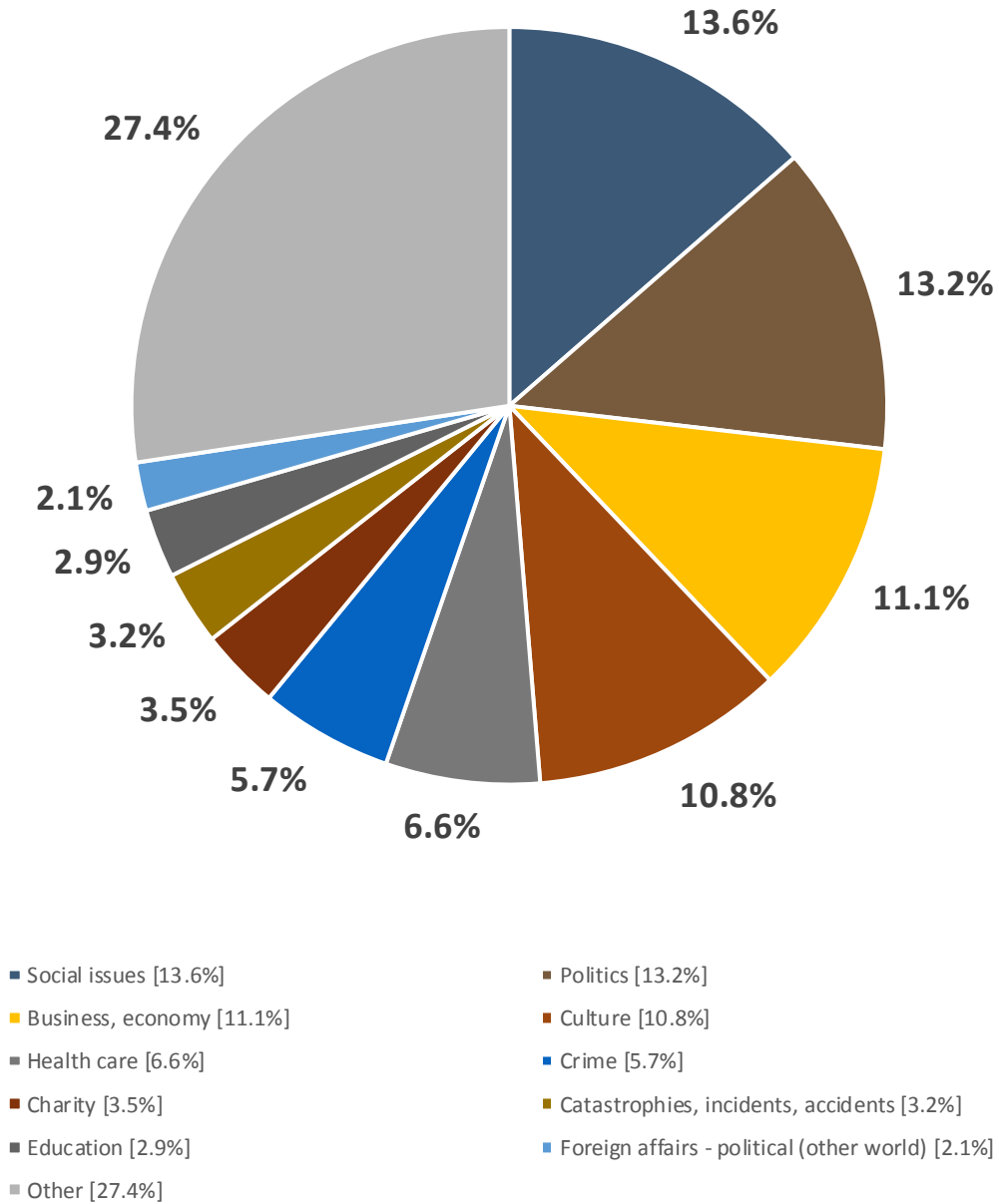
- Business, economy [34.4%]
- Foreign affairs - political (other world) [13.0%]
- Foreign affairs - non-political [5.6%]
- Crime [4.6%]
- Social issues [2.4%]
- Other [8.4%]
- Politics [14.4%]
- Sport [6.2%]
- Foreign affairs - conflict in Ukraine [4.8%]
- Foreign affairs - Ukraine political [3.8%]
- Culture [2.2%]

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Monitoring of Russian TV channels | TOPICS

First Baltic Channel

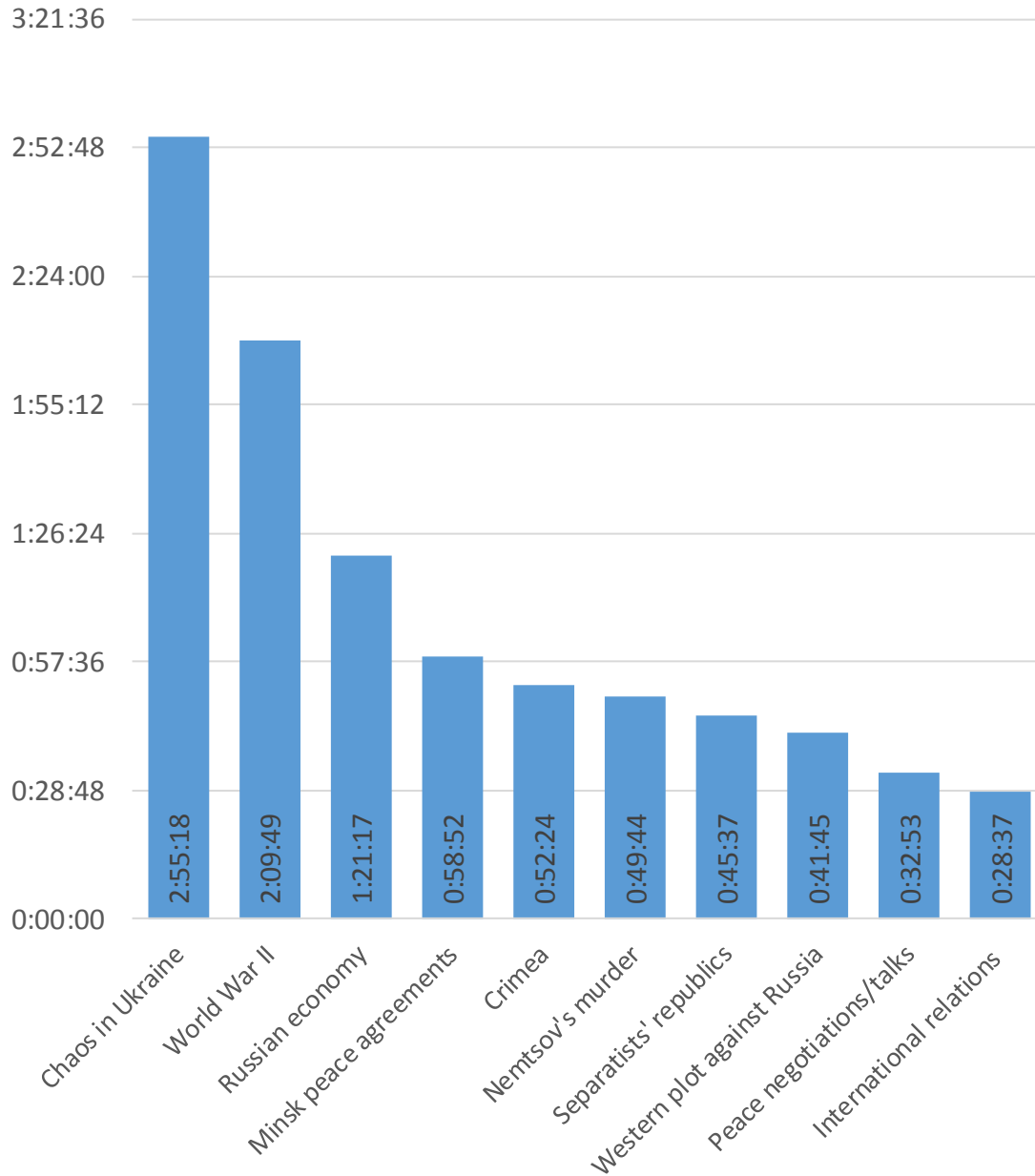


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Monitoring of Russian TV channels | TOP STORIES

1st Channel

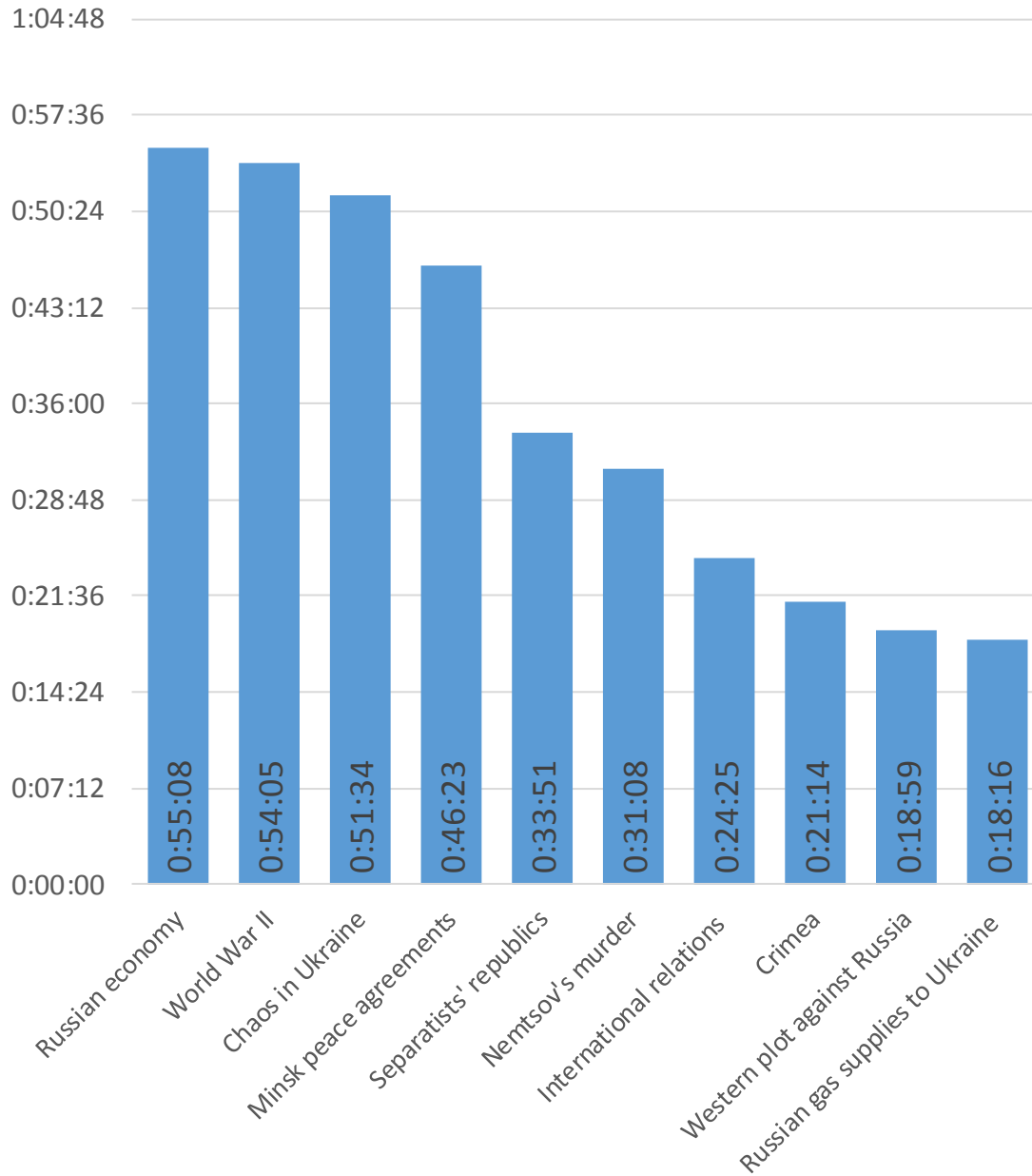


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Monitoring of Russian TV channels | TOP STORIES

NTV

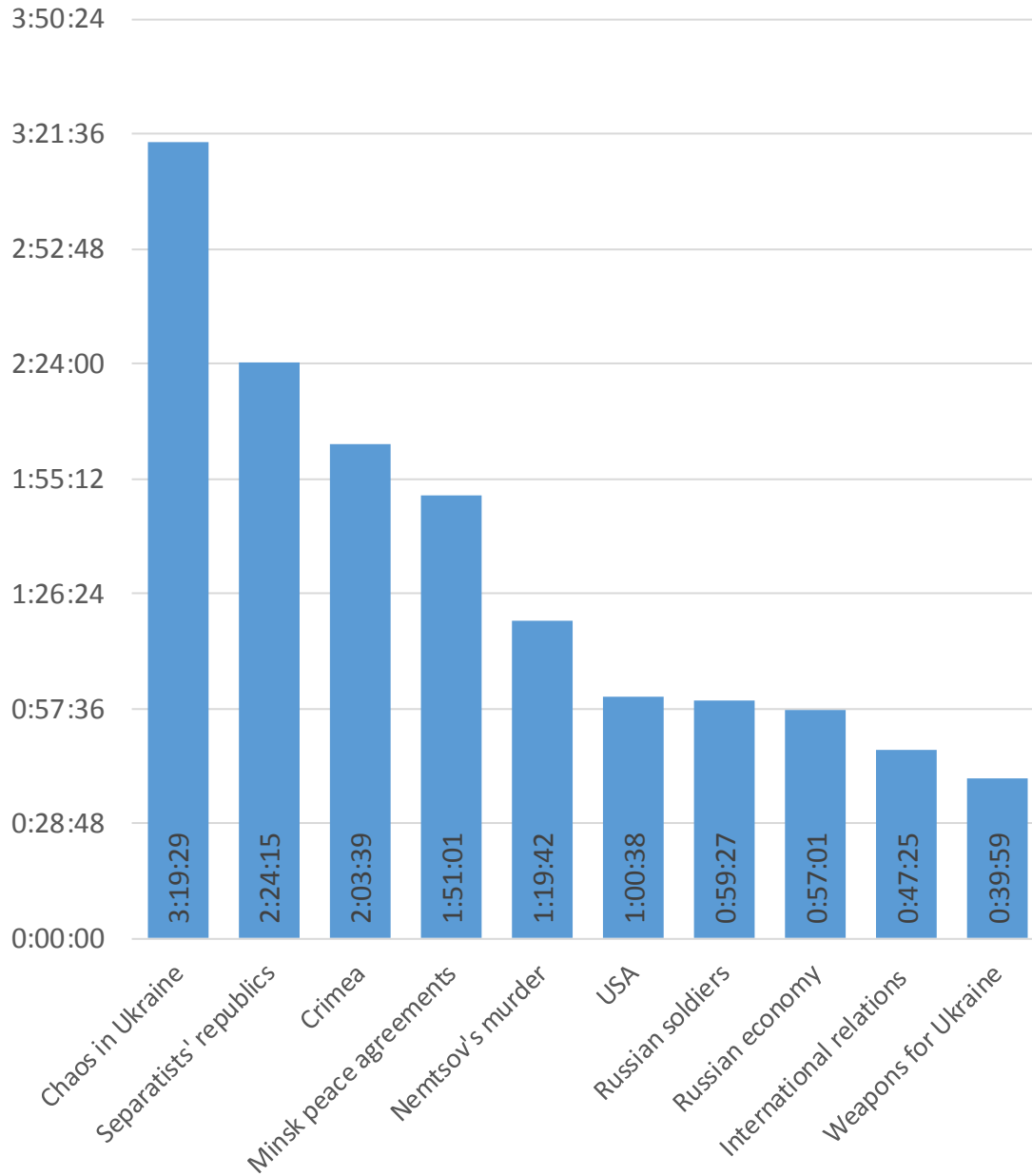


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Monitoring of Russian TV channels | TOP STORIES

Russia 1

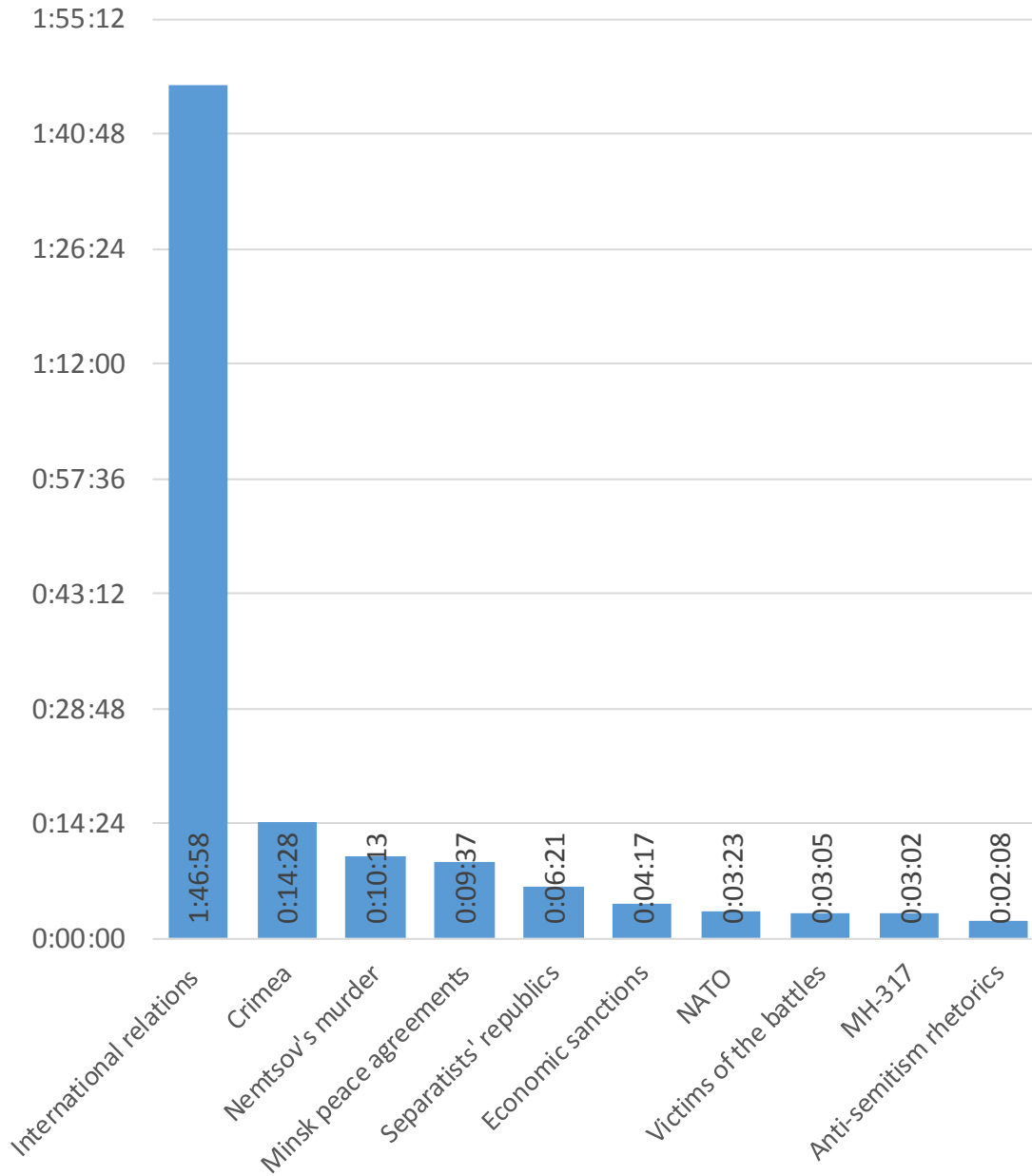


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Monitoring of Russian TV channels | TOP STORIES

Euronews

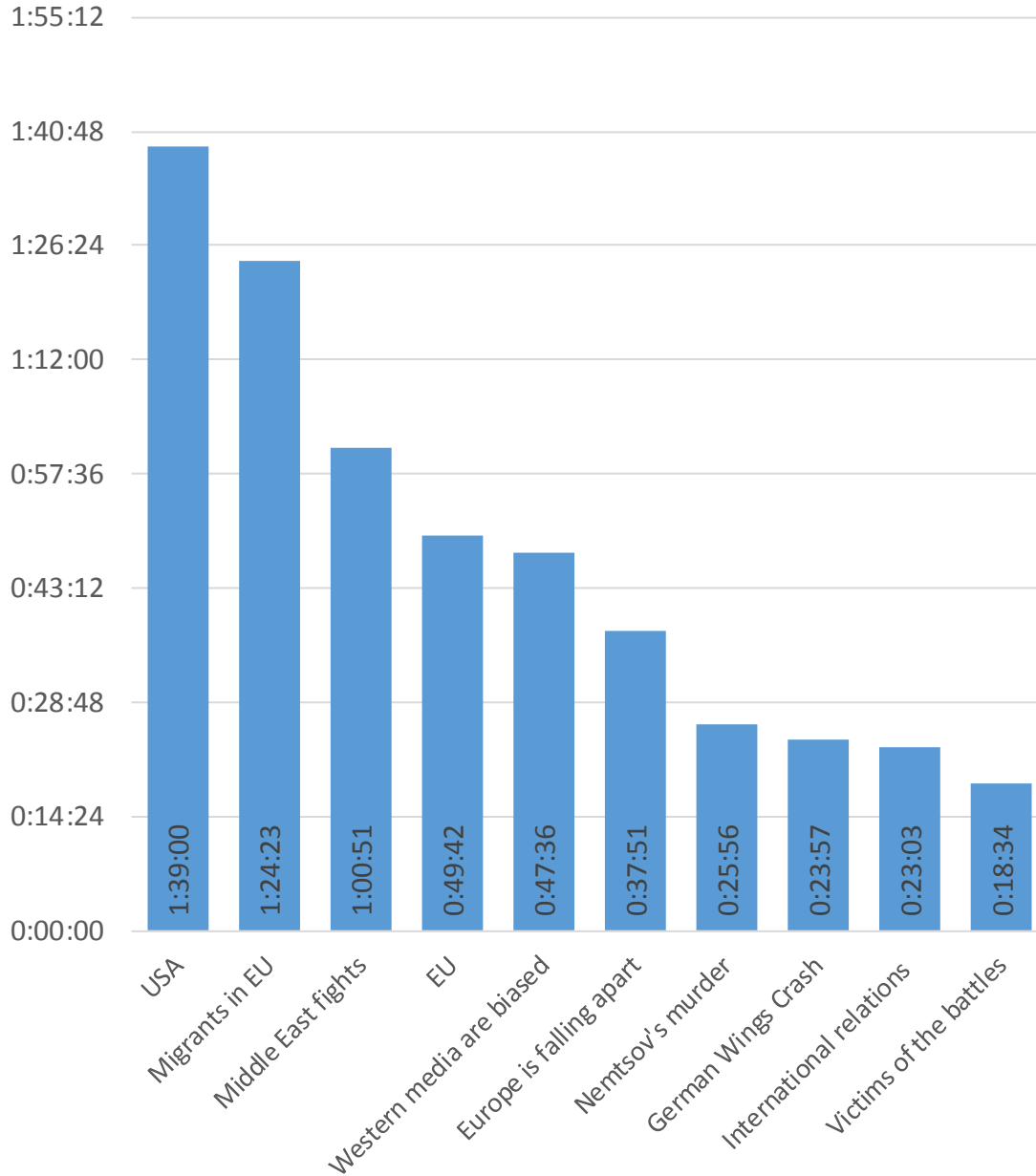


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Monitoring of Russian TV channels | TOP STORIES

Russia Today

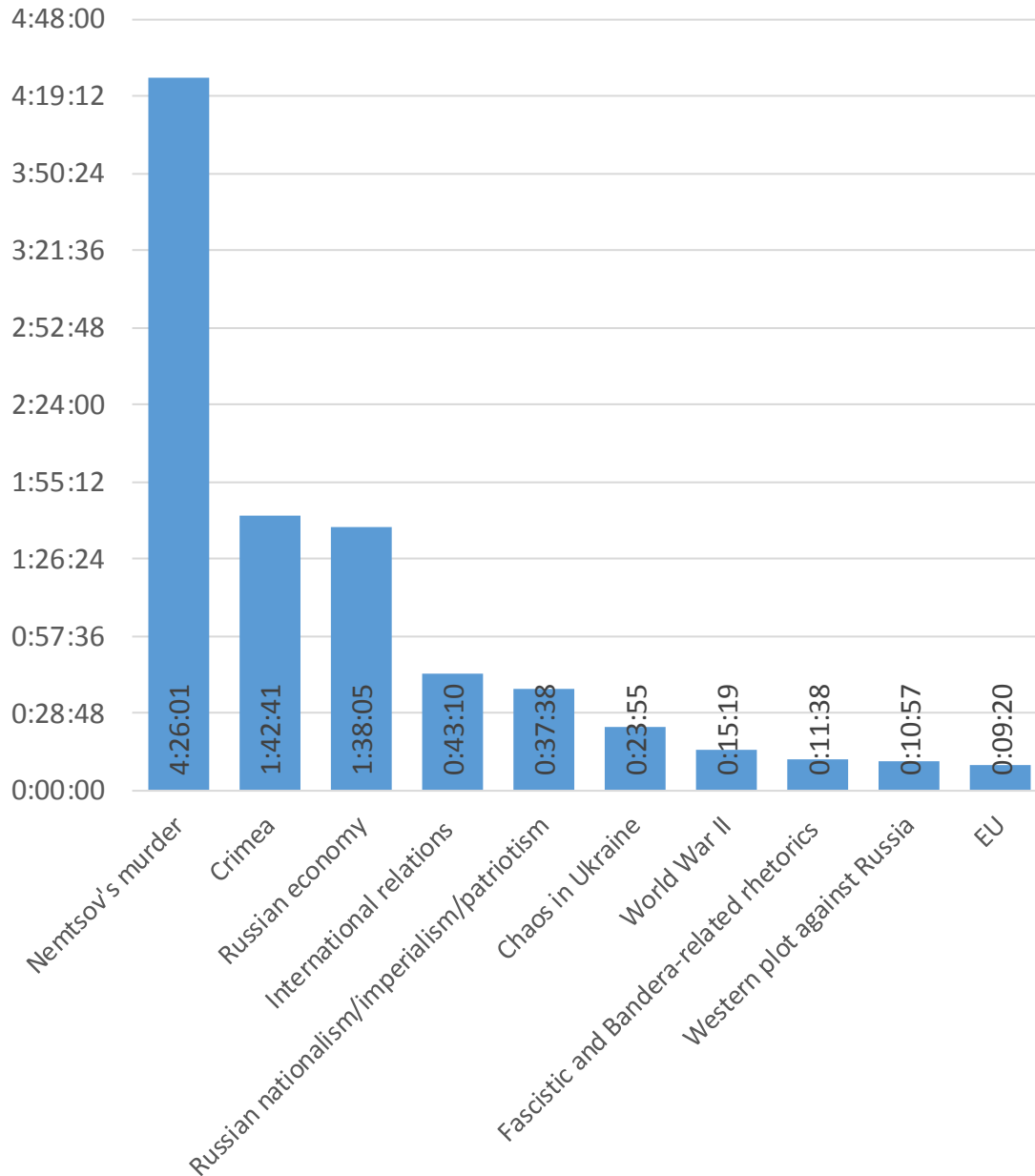


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Monitoring of Russian TV channels | TOP STORIES

Dozhd

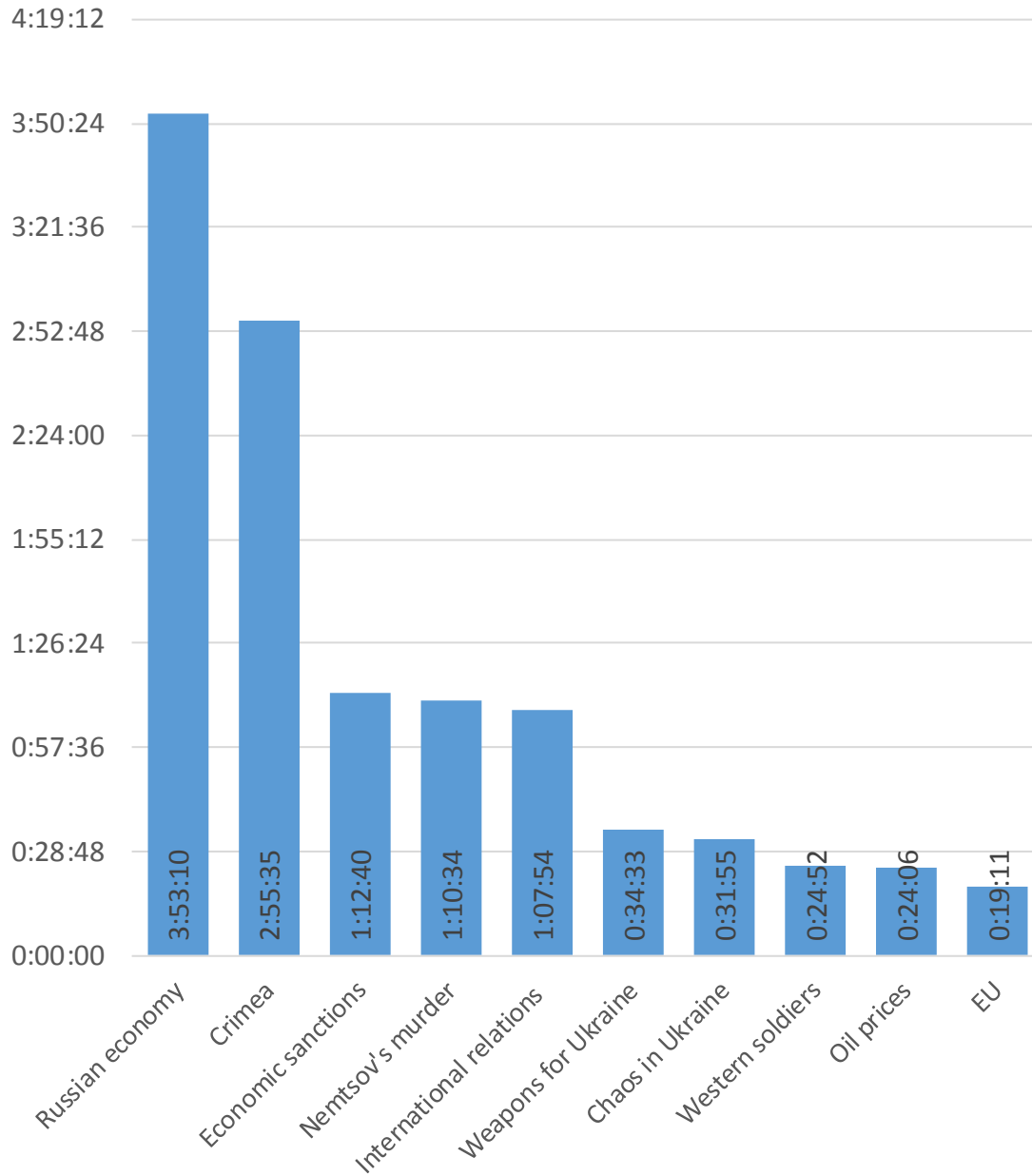


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Monitoring of Russian TV channels | TOP STORIES

RBK

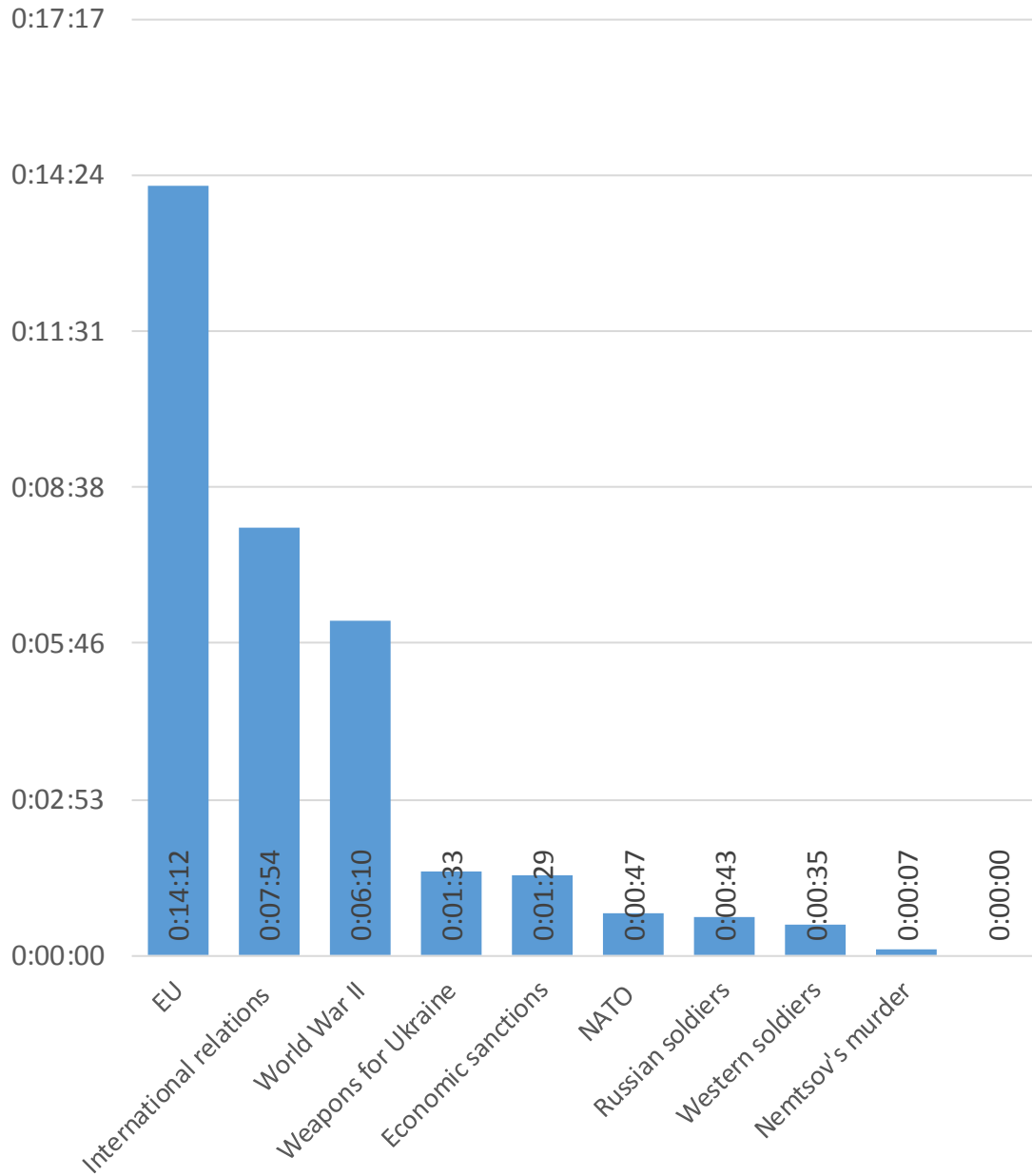


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Monitoring of Russian TV channels | TOP STORIES

First Baltic Channel

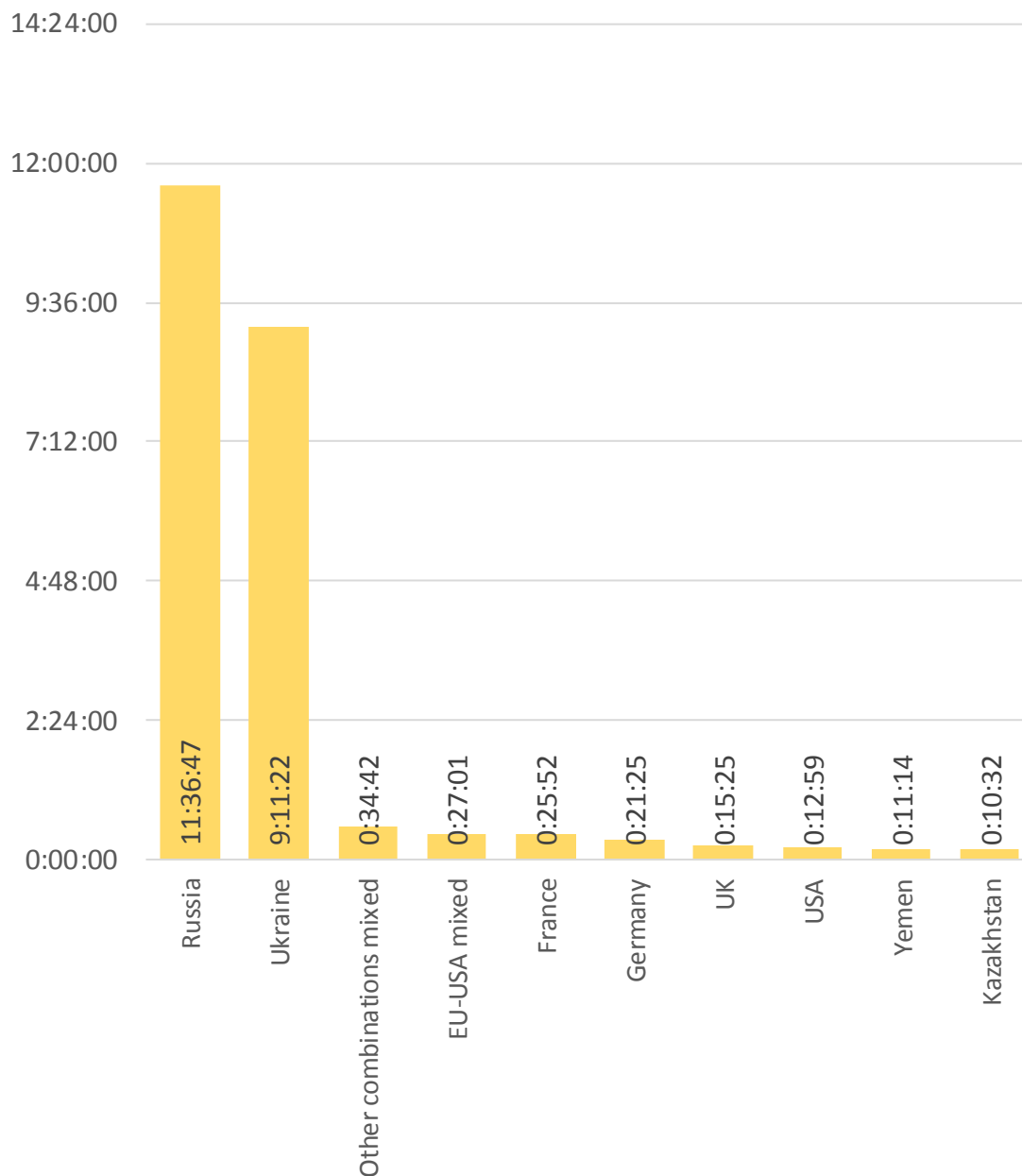


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

1st Channel

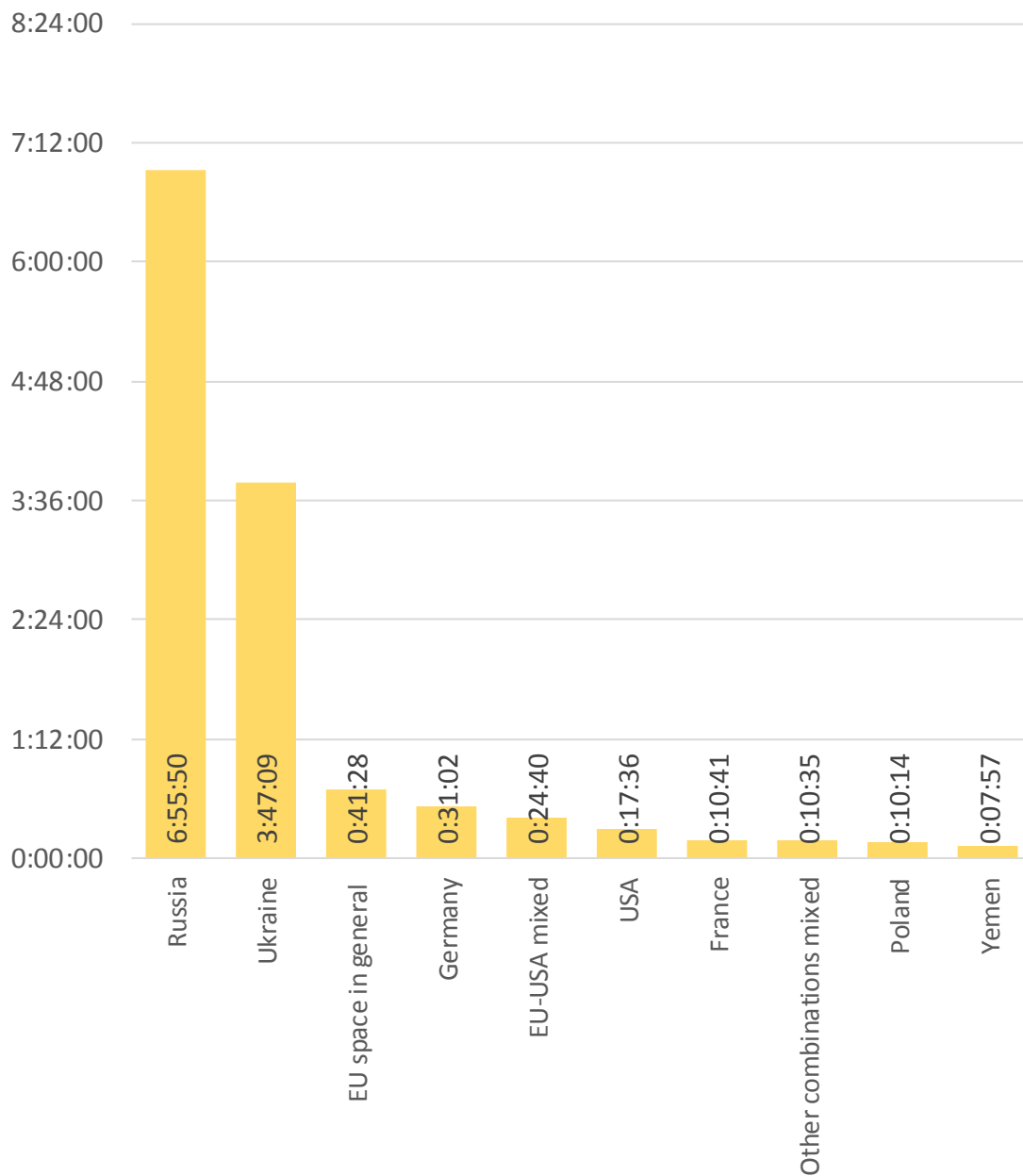


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

NTV

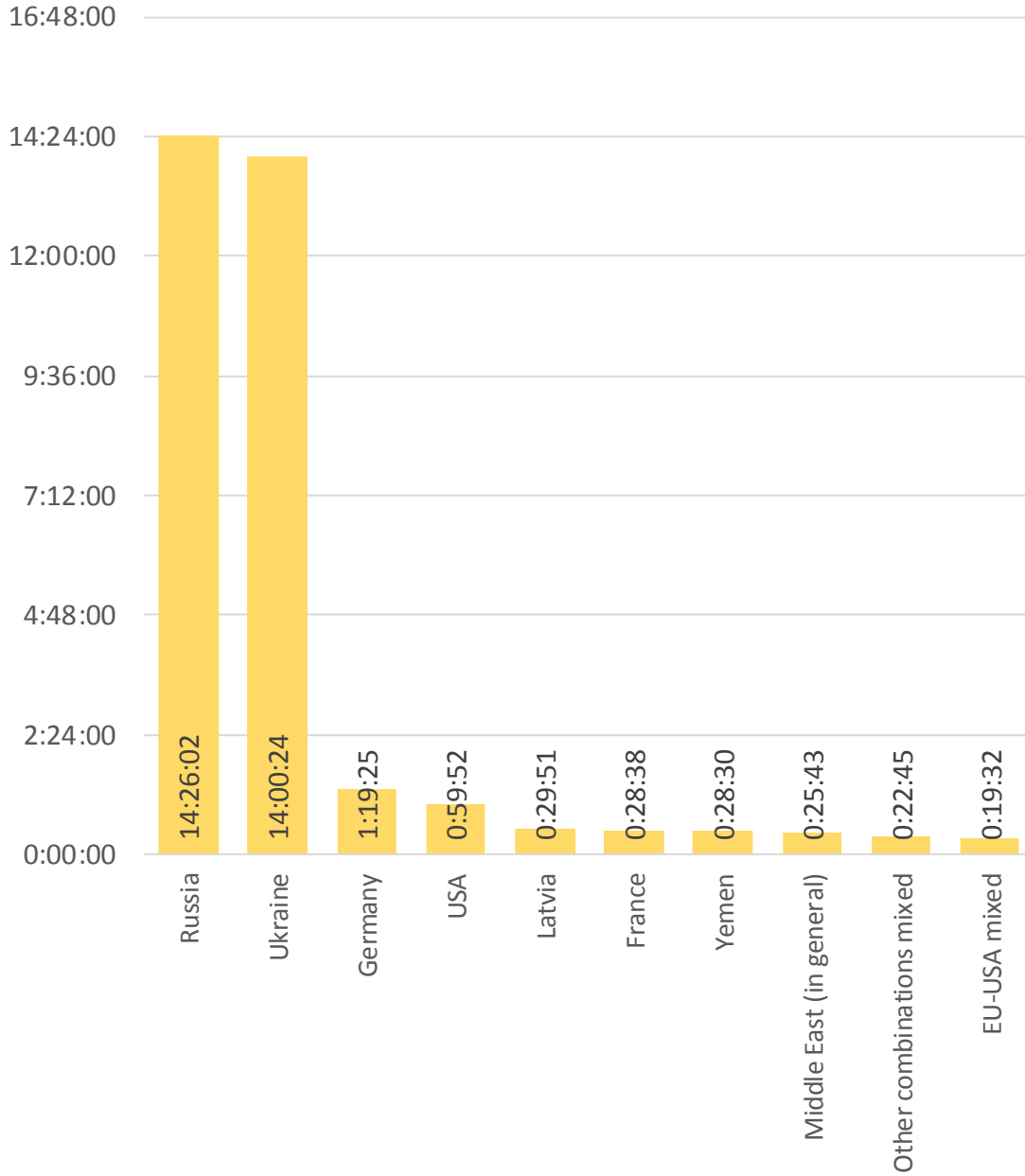


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Russia 1

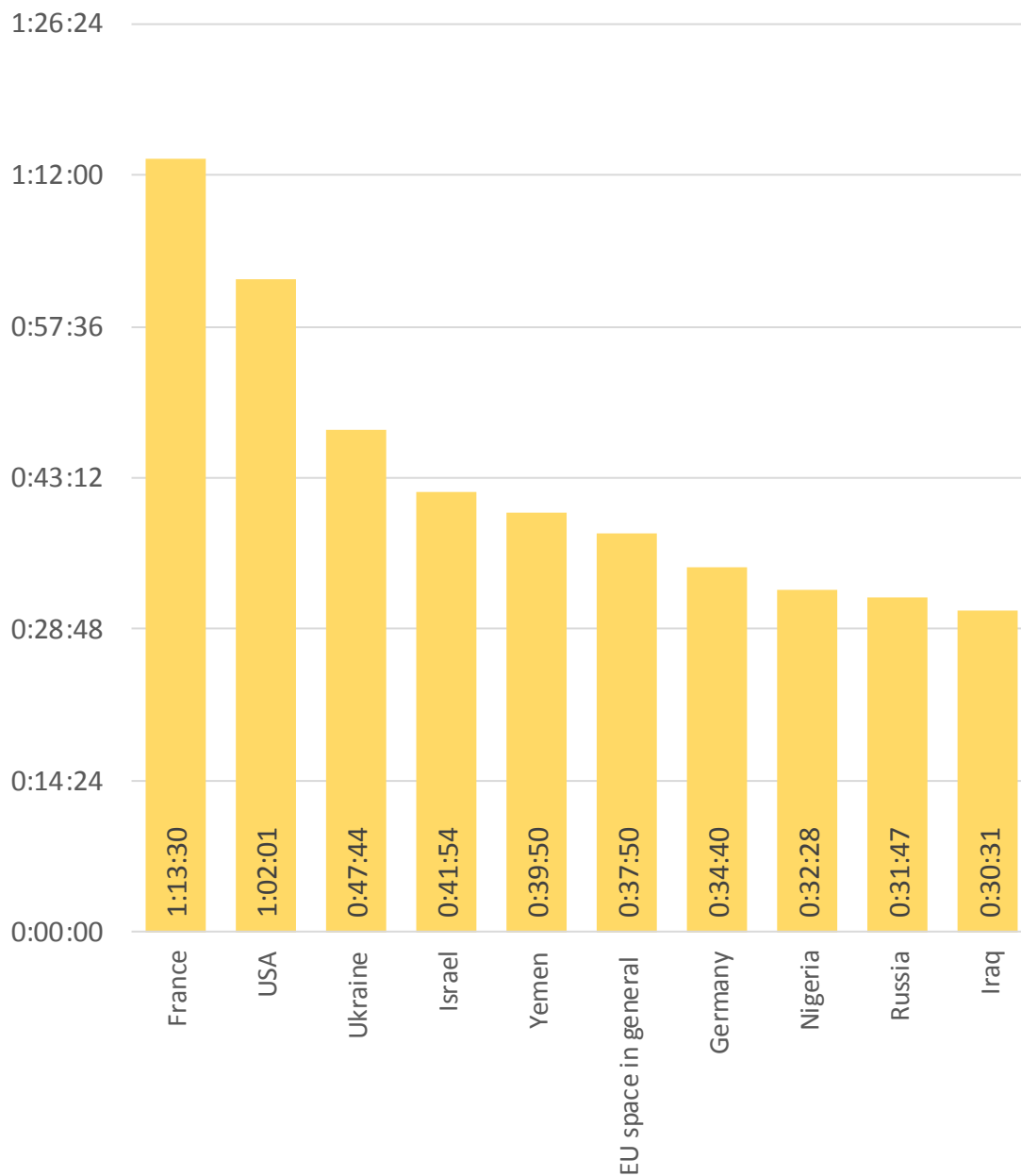


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Euronews

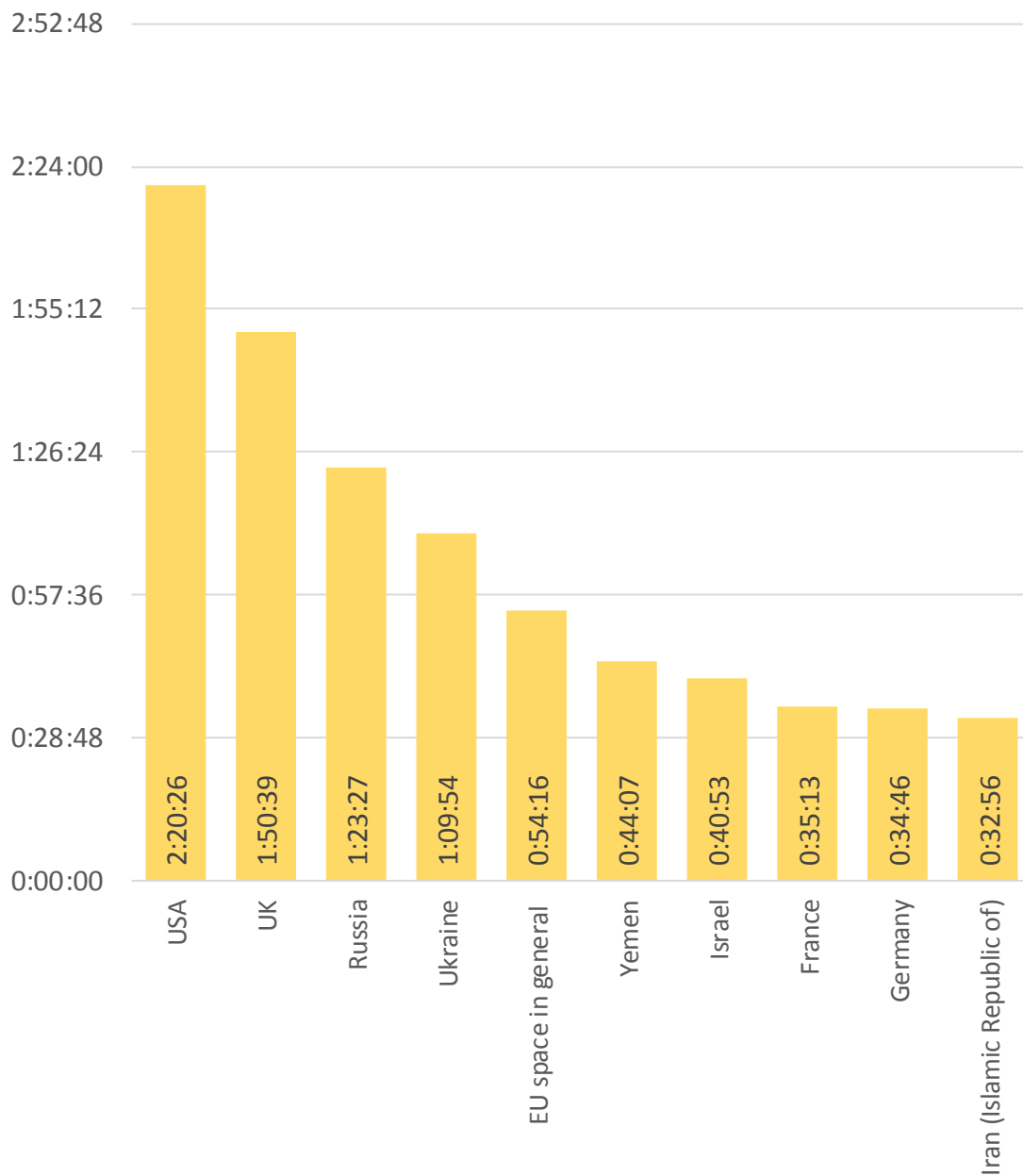


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Russia Today

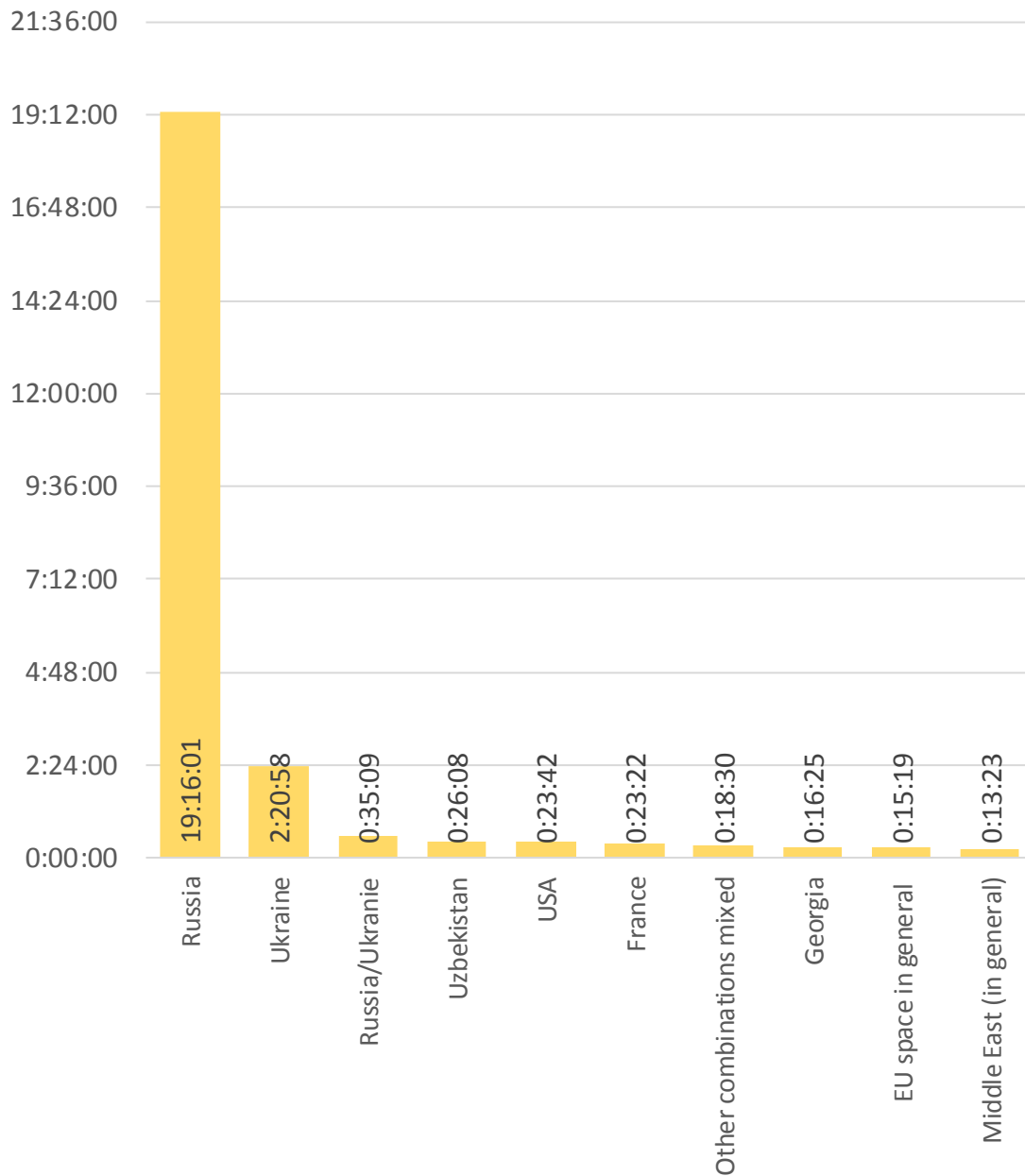


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Dozhd

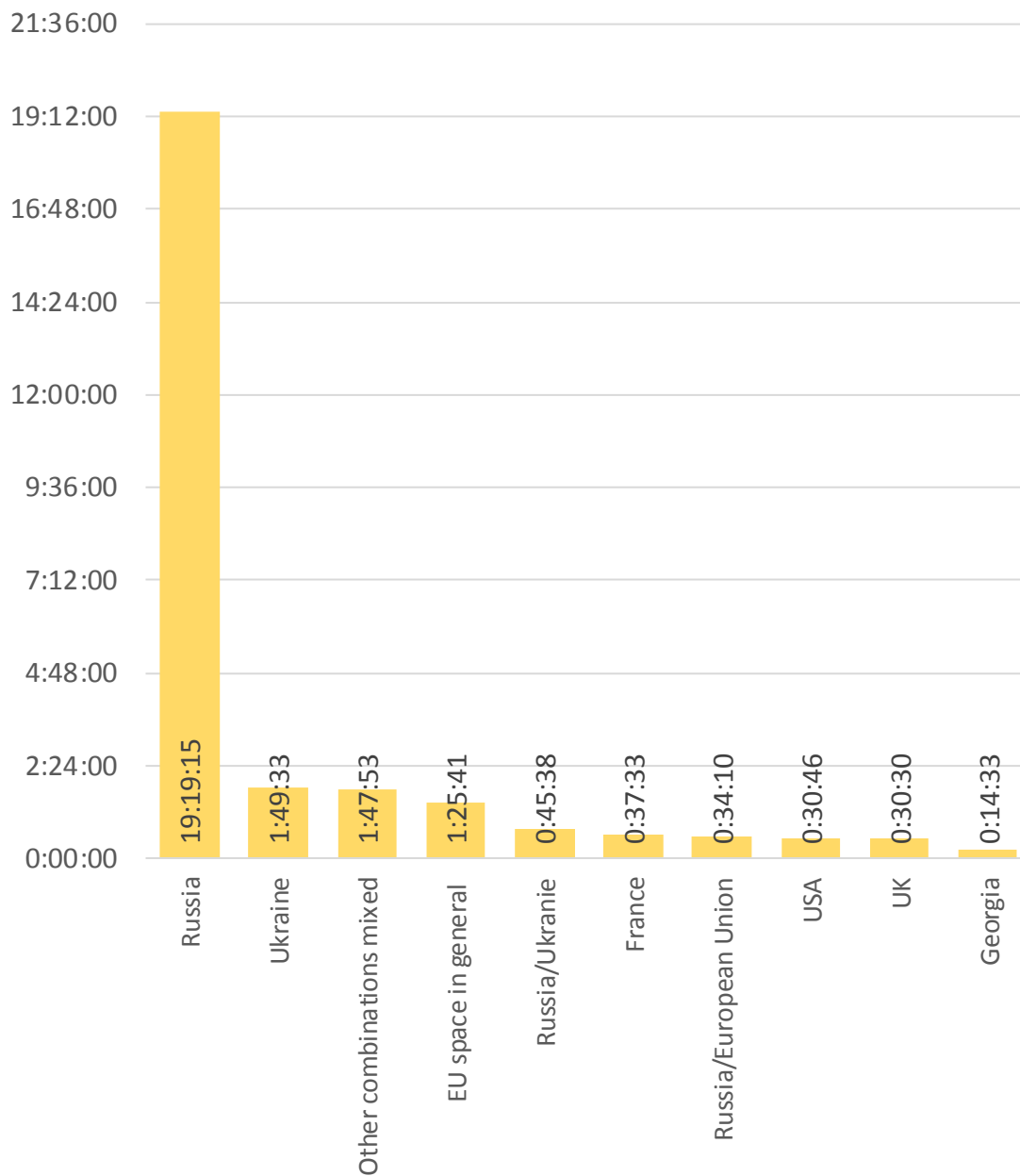


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

RBK

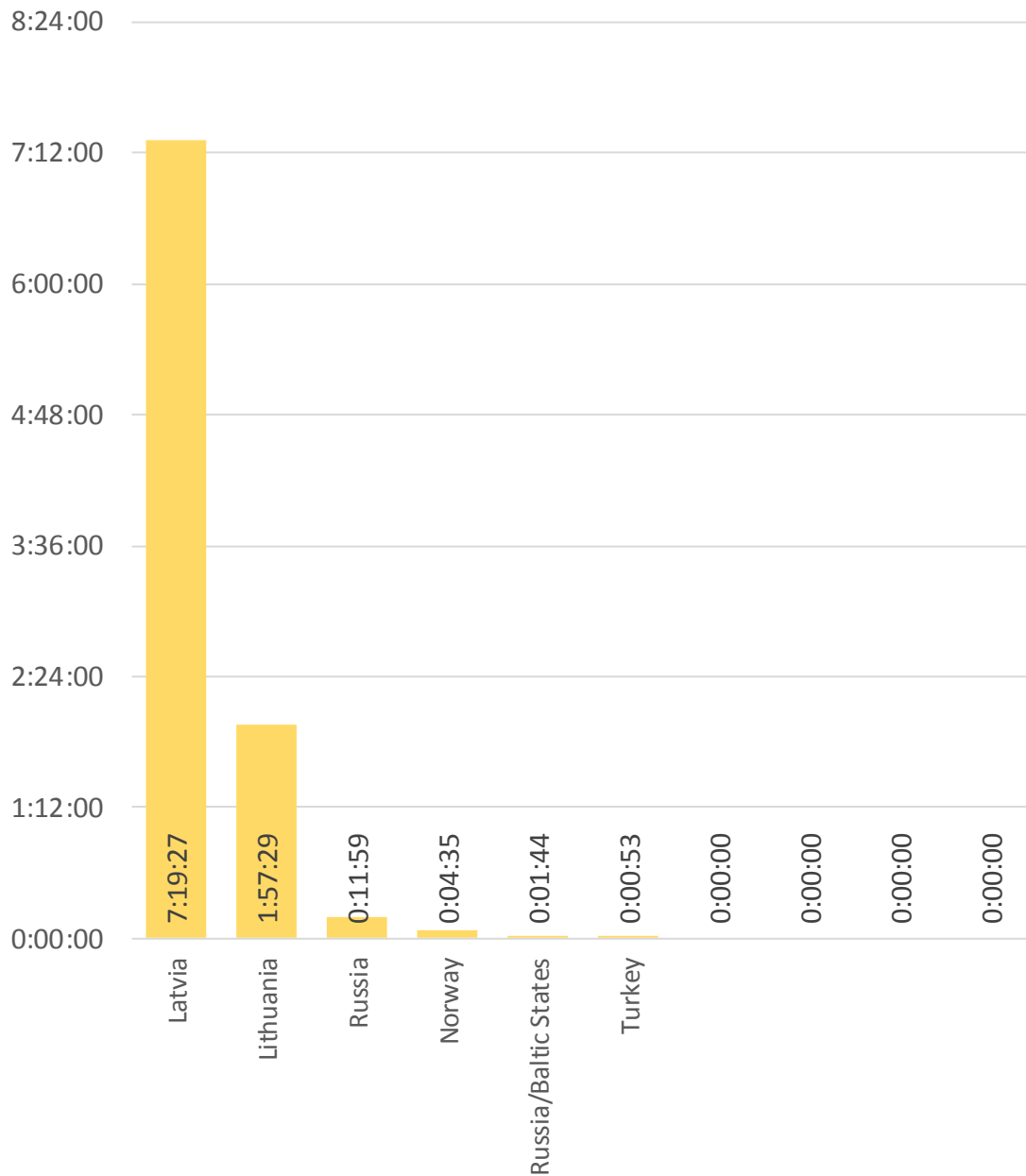


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

First Baltic Channel

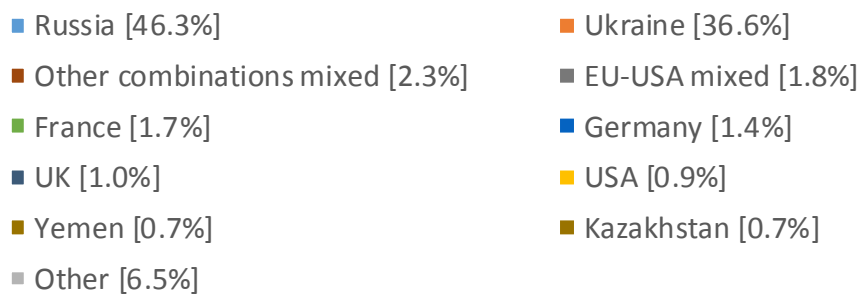
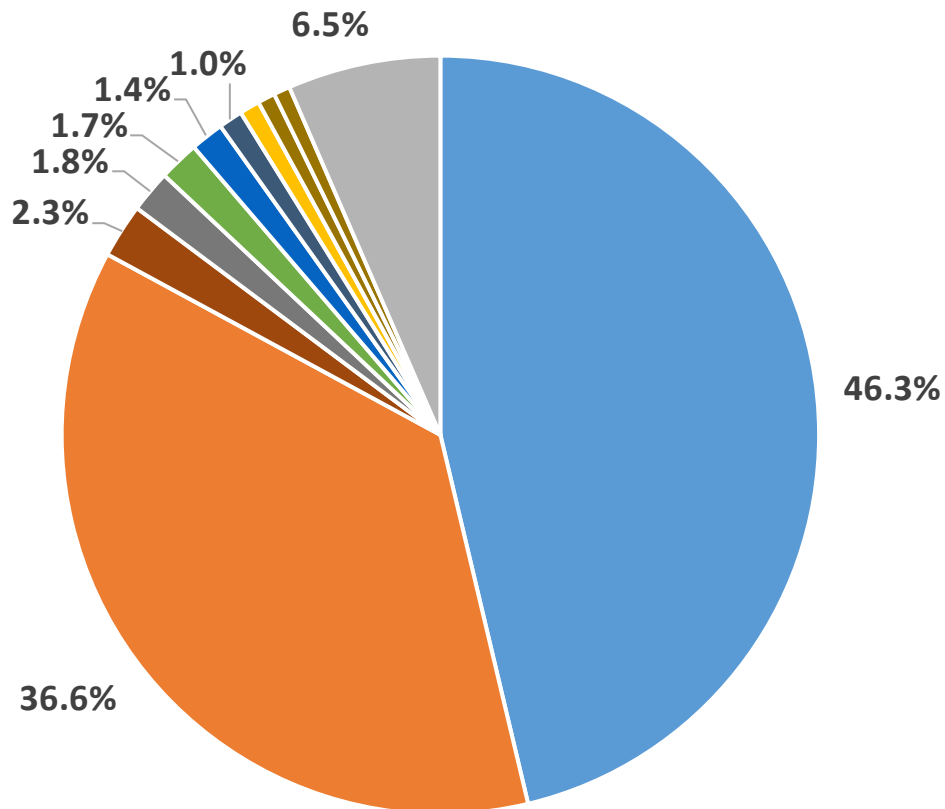


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

1st Channel

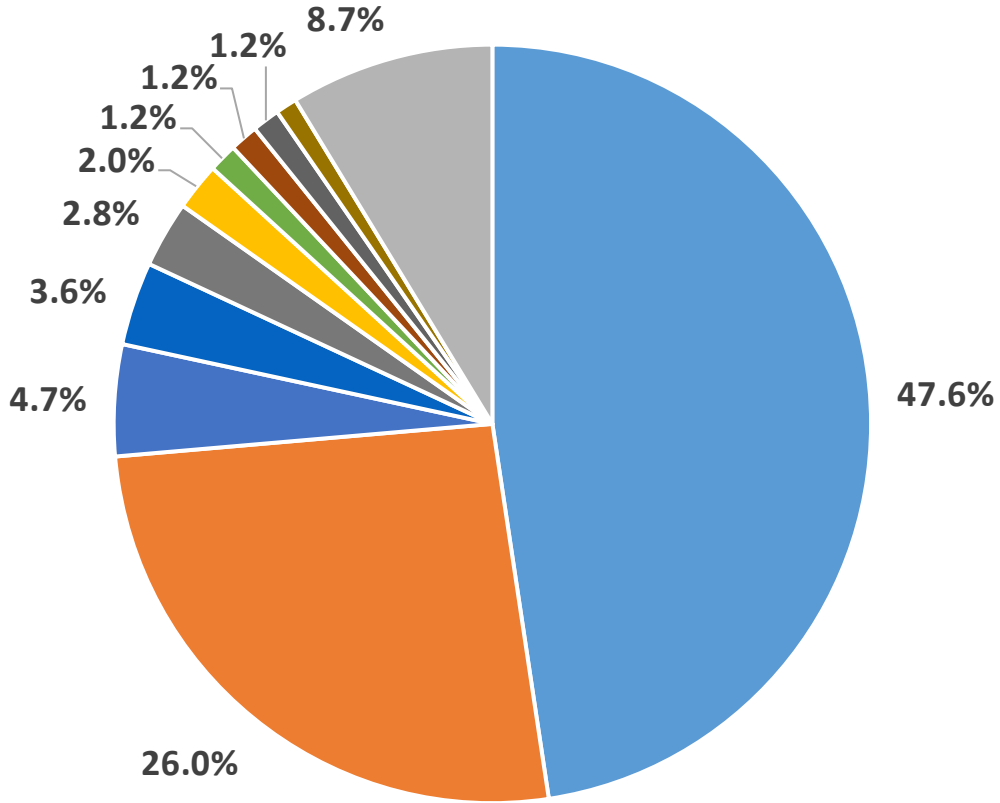


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

NTV



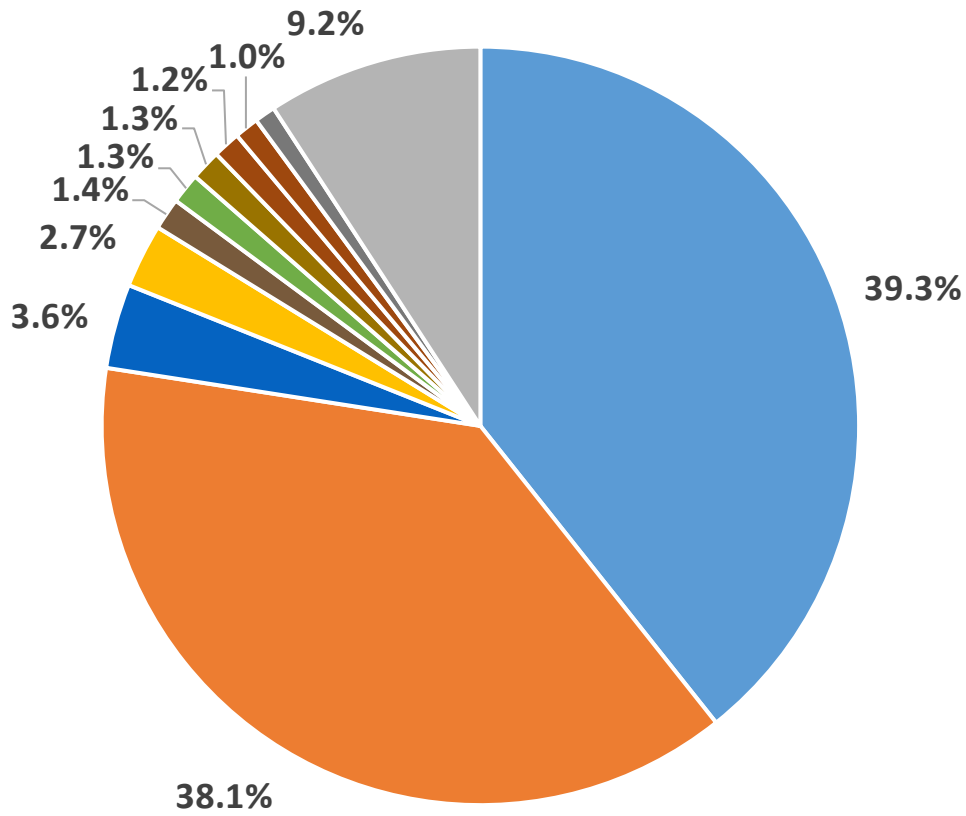
- Russia [47.6%]
- EU space in general [4.7%]
- EU-USA mixed [2.8%]
- France [1.2%]
- Poland [1.2%]
- Other [8.7%]
- Ukraine [26.0%]
- Germany [3.6%]
- USA [2.0%]
- Other combinations mixed [1.2%]
- Yemen [0.9%]

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Russia 1



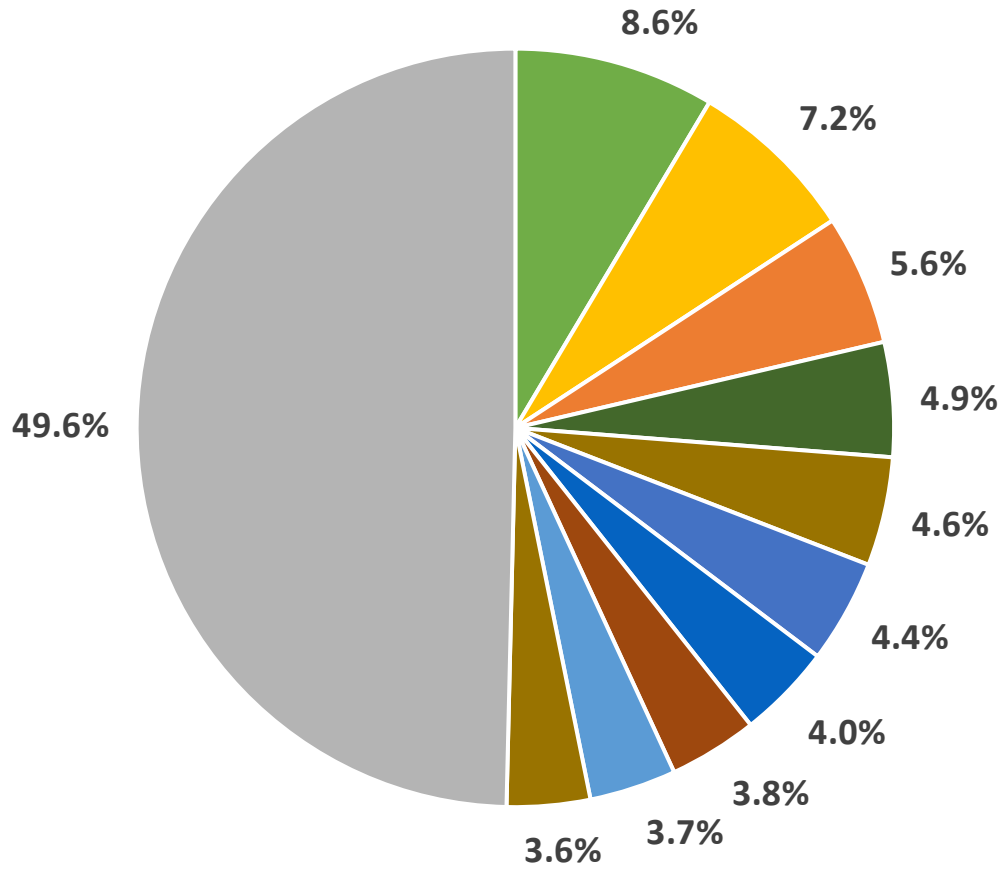
- Russia [39.3%]
- Ukraine [38.1%]
- Germany [3.6%]
- USA [2.7%]
- Latvia [1.4%]
- France [1.3%]
- Yemen [1.3%]
- Middle East (in general) [1.2%]
- Other combinations mixed [1.0%]
- EU-USA mixed [0.9%]
- Other [9.2%]

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Euronews



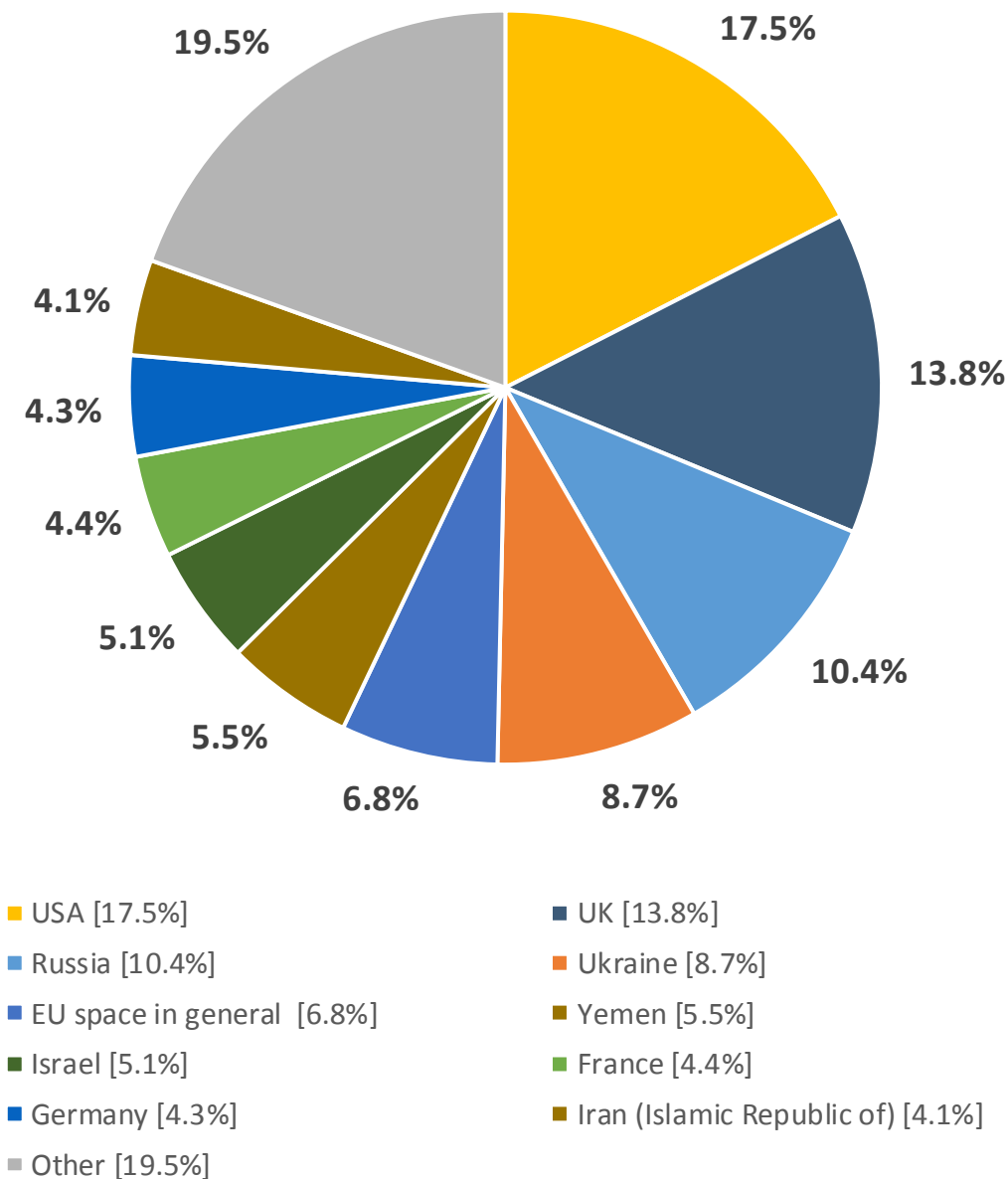
- France [8.6%]
- USA [7.2%]
- Ukraine [5.6%]
- Israel [4.9%]
- Yemen [4.6%]
- EU space in general [4.4%]
- Germany [4.0%]
- Nigeria [3.8%]
- Russia [3.7%]
- Iraq [3.6%]
- Other [49.6%]

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Russia Today

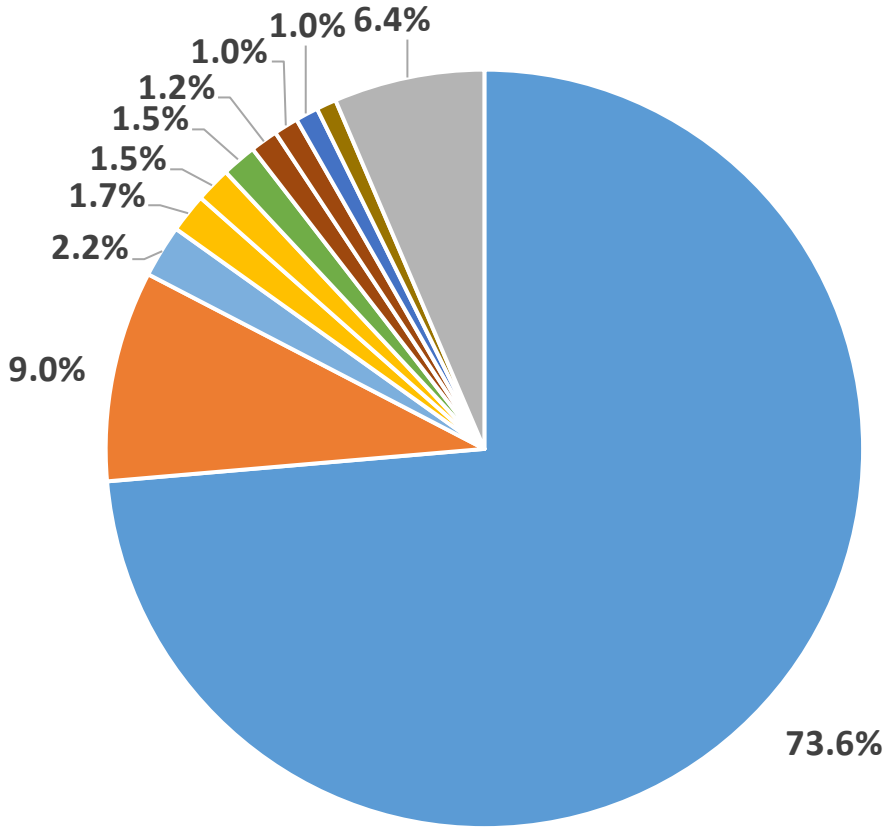


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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Dozhd



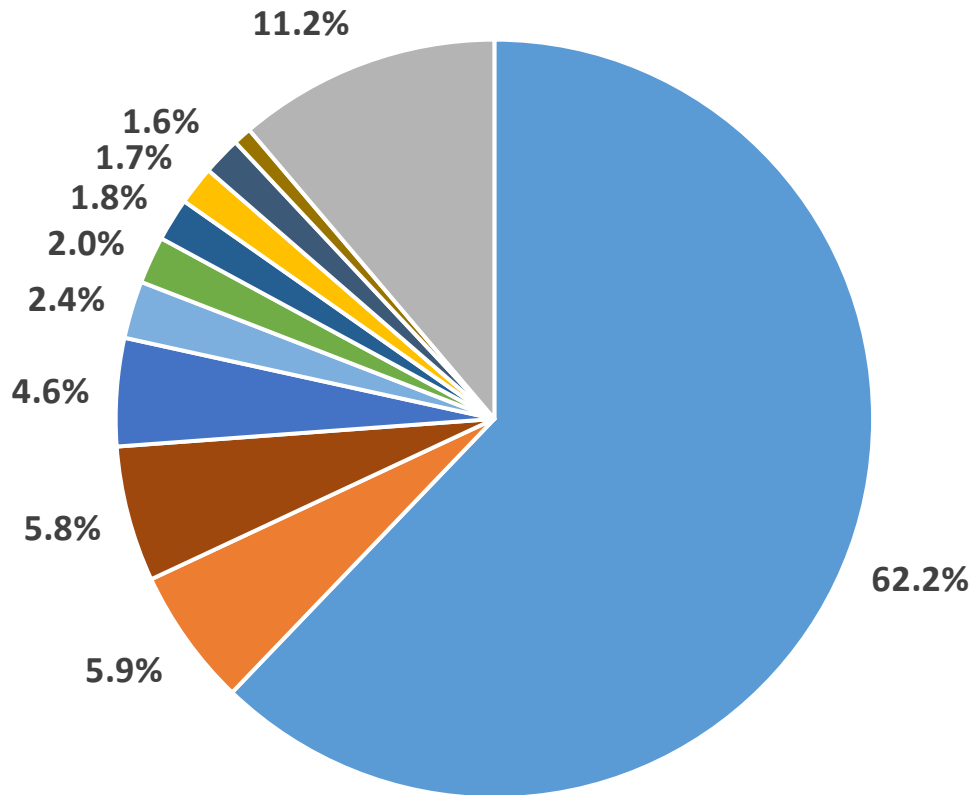
- Russia [73.6%]
- Ukraine [9.0%]
- Russia/Ukraine [2.2%]
- Uzbekistan [1.7%]
- USA [1.5%]
- France [1.5%]
- Other combinations mixed [1.2%]
- Georgia [1.0%]
- EU space in general [1.0%]
- Middle East (in general) [0.9%]
- Other [6.4%]

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

RBK



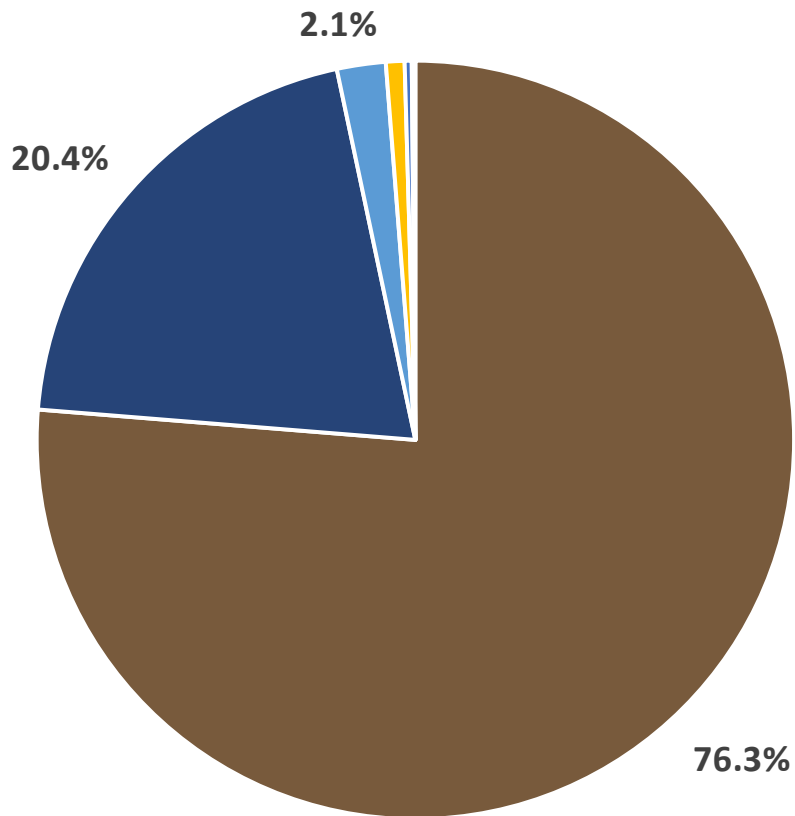
- Russia [62.2%]
- Ukraine [5.9%]
- Other combinations mixed [5.8%]
- EU space in general [4.6%]
- Russia/Ukraine [2.4%]
- France [2.0%]
- Russia/European Union [1.8%]
- USA [1.7%]
- UK [1.6%]
- Georgia [0.8%]
- Other [11.2%]

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First Baltic Channel



■ Latvia [76.3%]

■ Lithuania [20.4%]

■ Russia [2.1%]

■ Norway [0.8%]

■ Russia/Baltic States [0.3%]

■ Turkey [0.2%]

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