

## **Monitoring of Russian TV channels - 2016**

### **I. Scope of the work**

From 3 September until 31 October 2016, 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 National Endowment for Democracy (NED). The monitoring included quantitative and qualitative methods of analysis developed by MEMO 98 which has carried out similar projects in more than 50 countries over the last 19 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
- ✓ Russia 1
- ✓ NTV
- ✓ RBK
- ✓ Dozhd
- ✓ Russia Today

### **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***

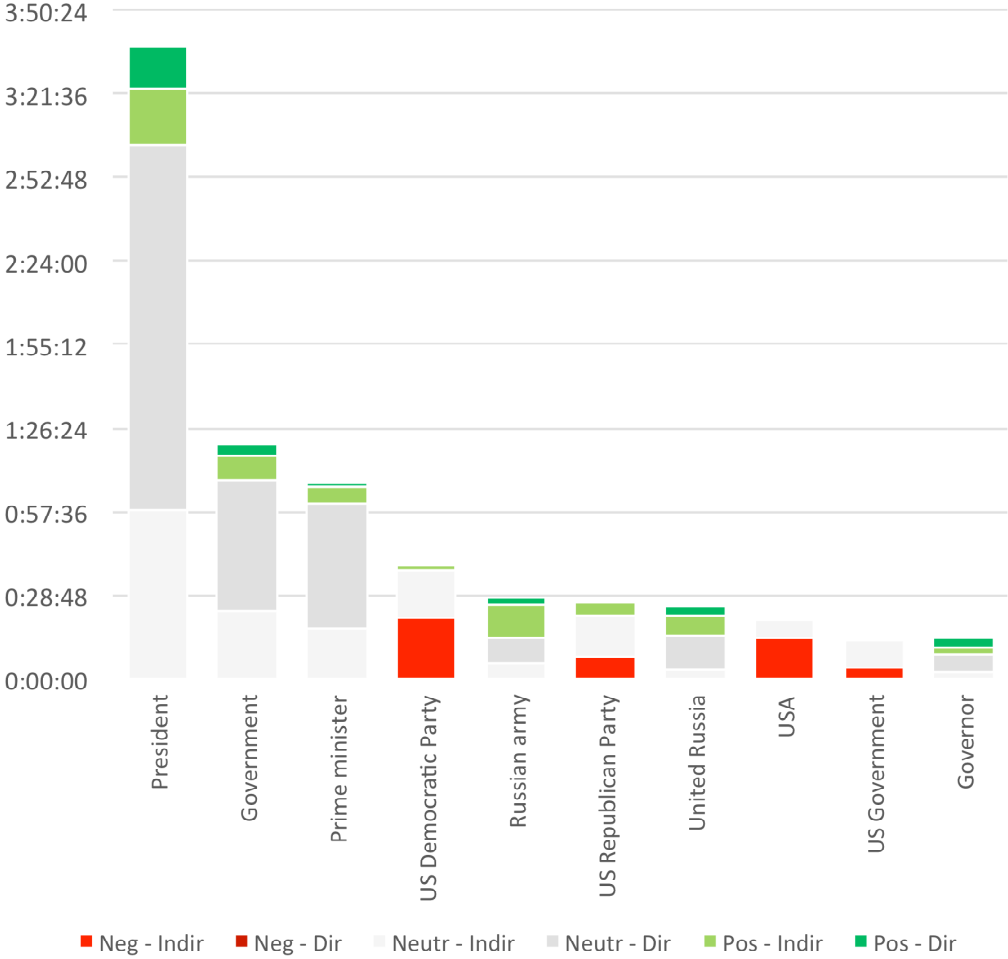
- The bar charts show the total number of hours and minutes devoted to different top stories broadcast during the defined period.

#### ***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.

**Monitoring of Russian TV channels | MONITORED SUBJECTS**

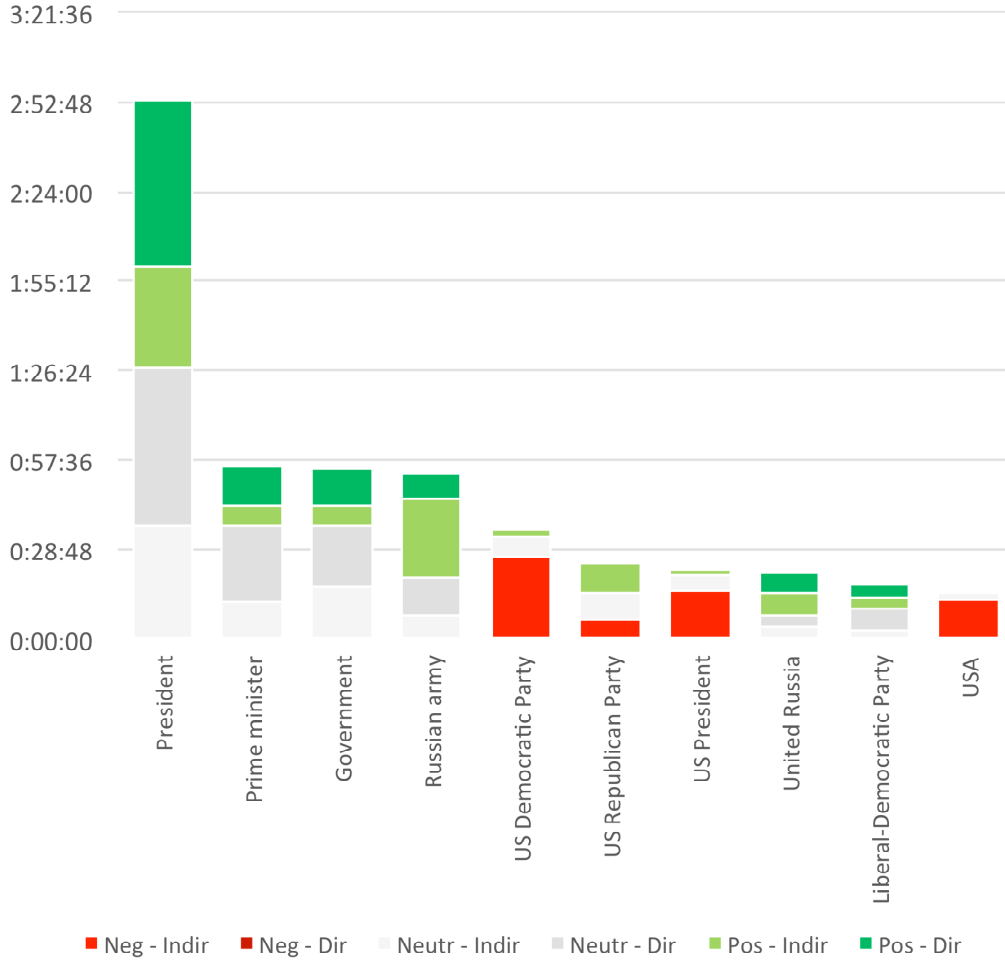
1st Channel



Implemented by MEMO 98 & Internews Ukraine  
 Supported by National Endowment for Democracy

**Monitoring of Russian TV channels | MONITORED SUBJECTS**

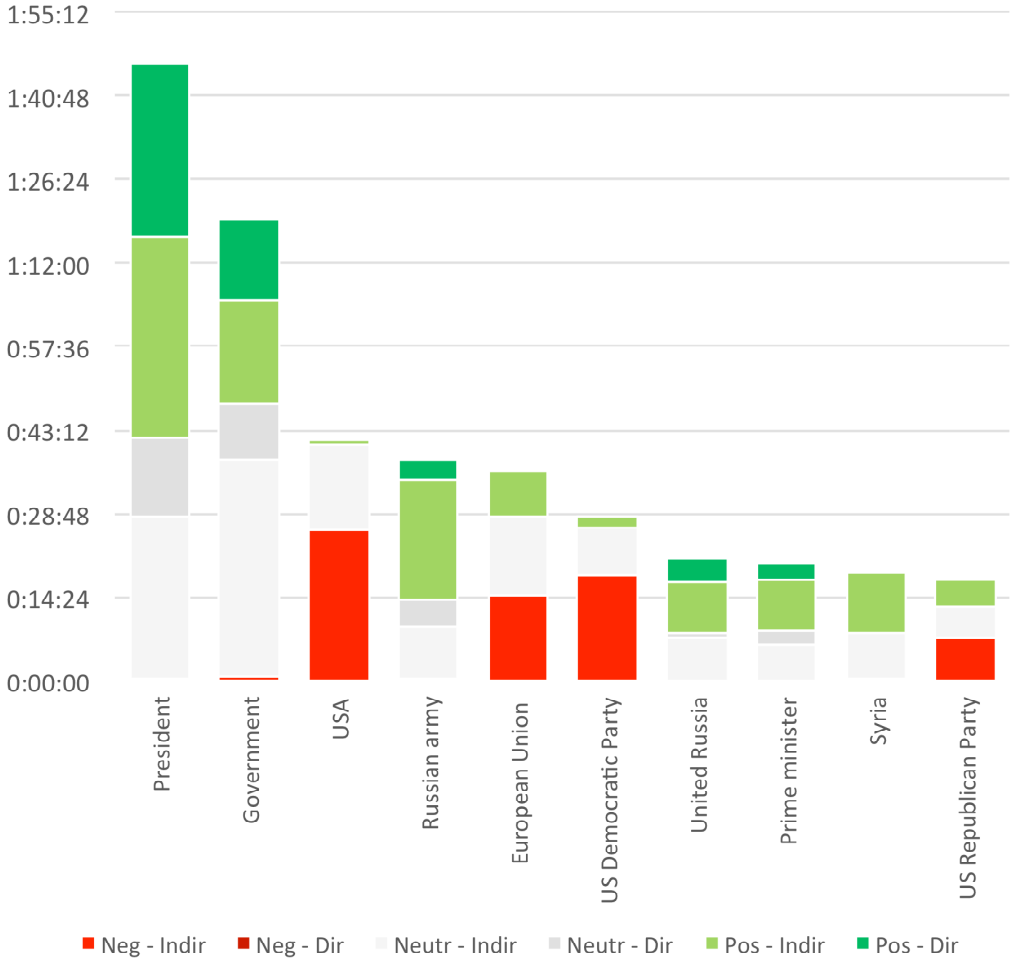
Russia 1



Implemented by MEMO 98 & Internews Ukraine  
 Supported by National Endowment for Democracy

**Monitoring of Russian TV channels | MONITORED SUBJECTS**

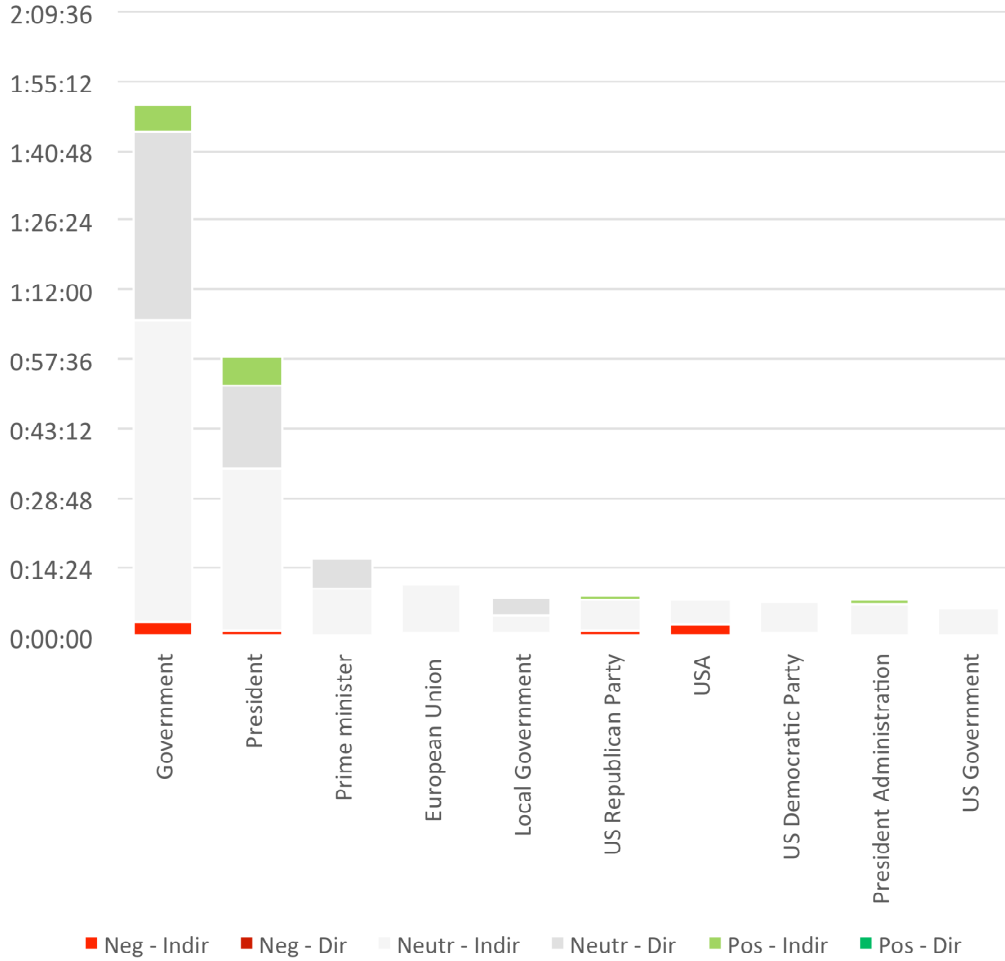
NTV



Implemented by MEMO 98 & Internews Ukraine  
 Supported by National Endowment for Democracy

**Monitoring of Russian TV channels | MONITORED SUBJECTS**

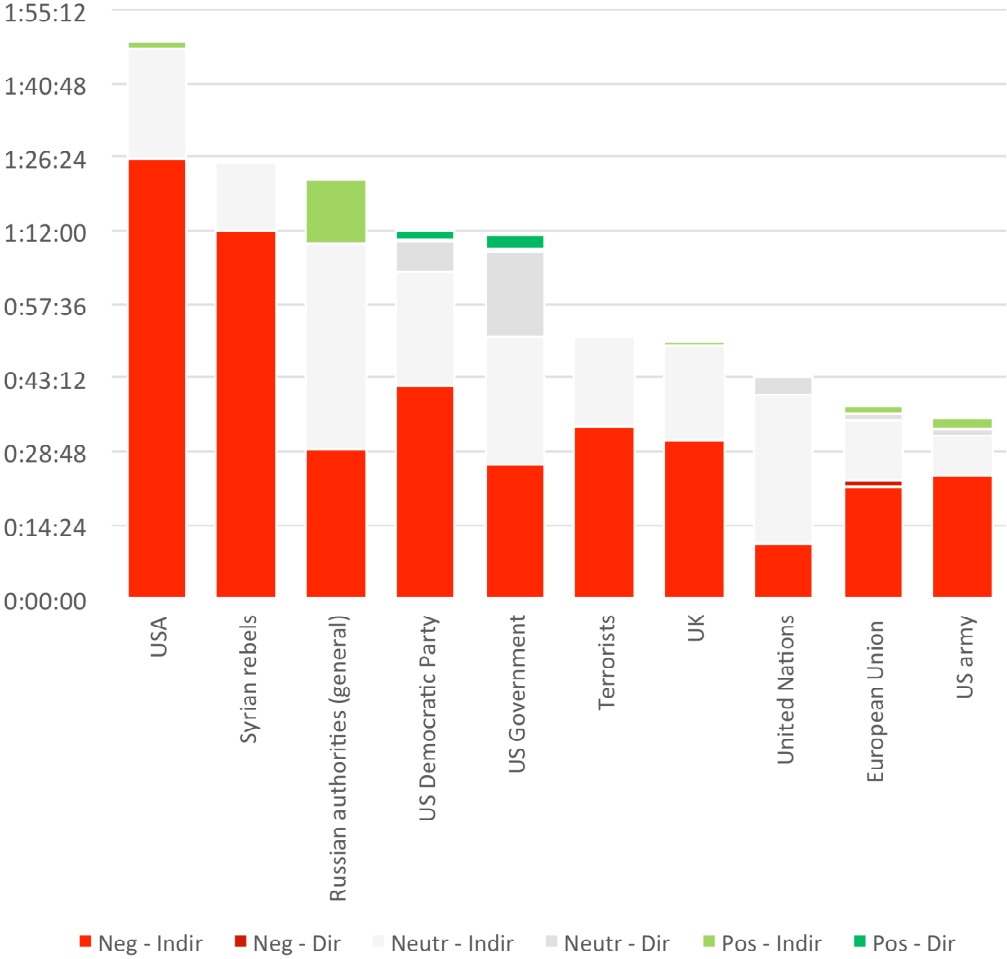
RBK



Implemented by MEMO 98 & Internews Ukraine  
 Supported by National Endowment for Democracy

**Monitoring of Russian TV channels | MONITORED SUBJECTS**

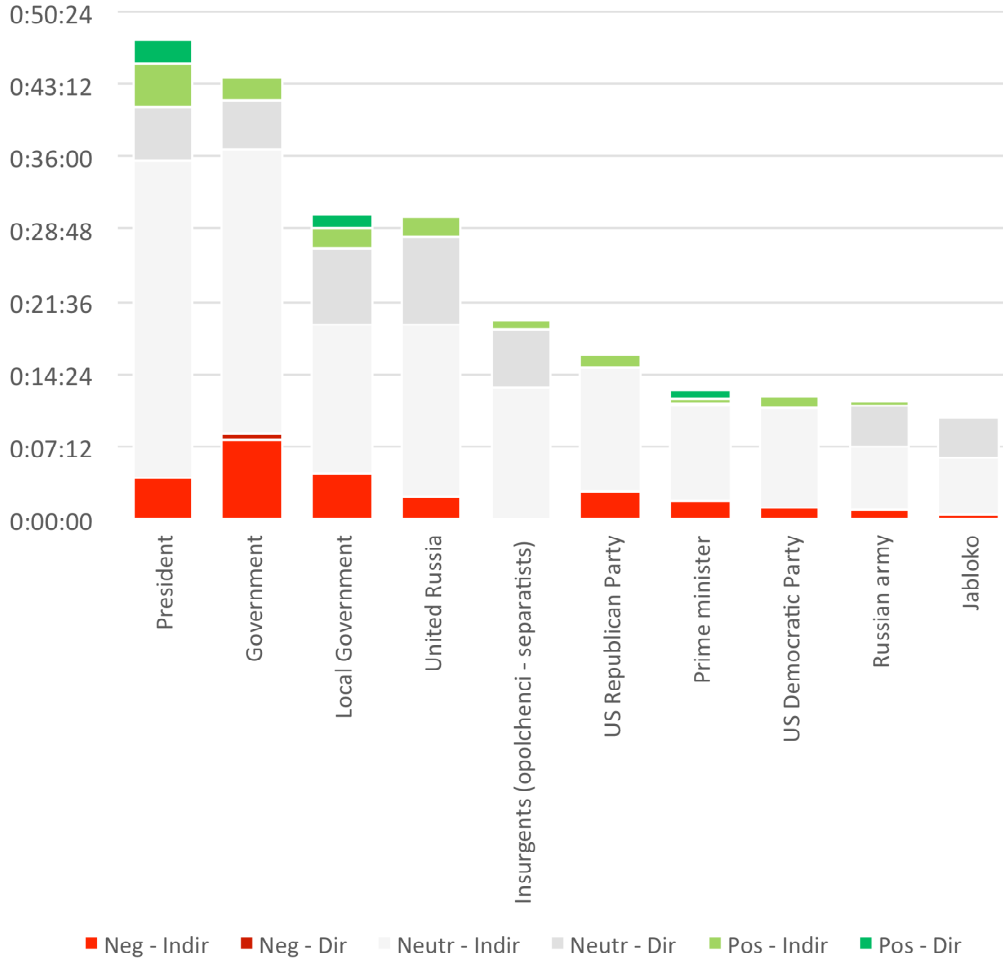
RT



Implemented by MEMO 98 & Internews Ukraine  
 Supported by National Endowment for Democracy

**Monitoring of Russian TV channels | MONITORED SUBJECTS**

Dozhd

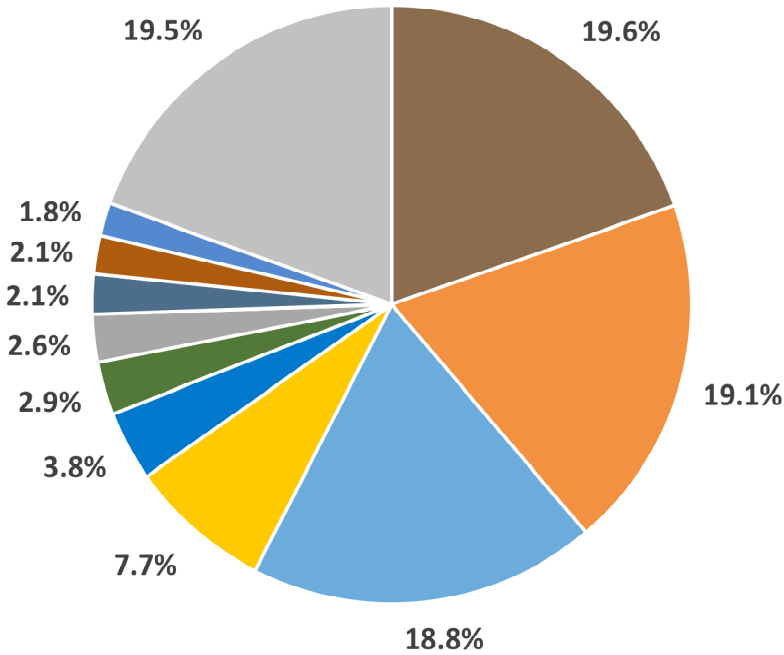


Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy



**Monitoring of Russian TV channels | TOPICS**

1st Channel

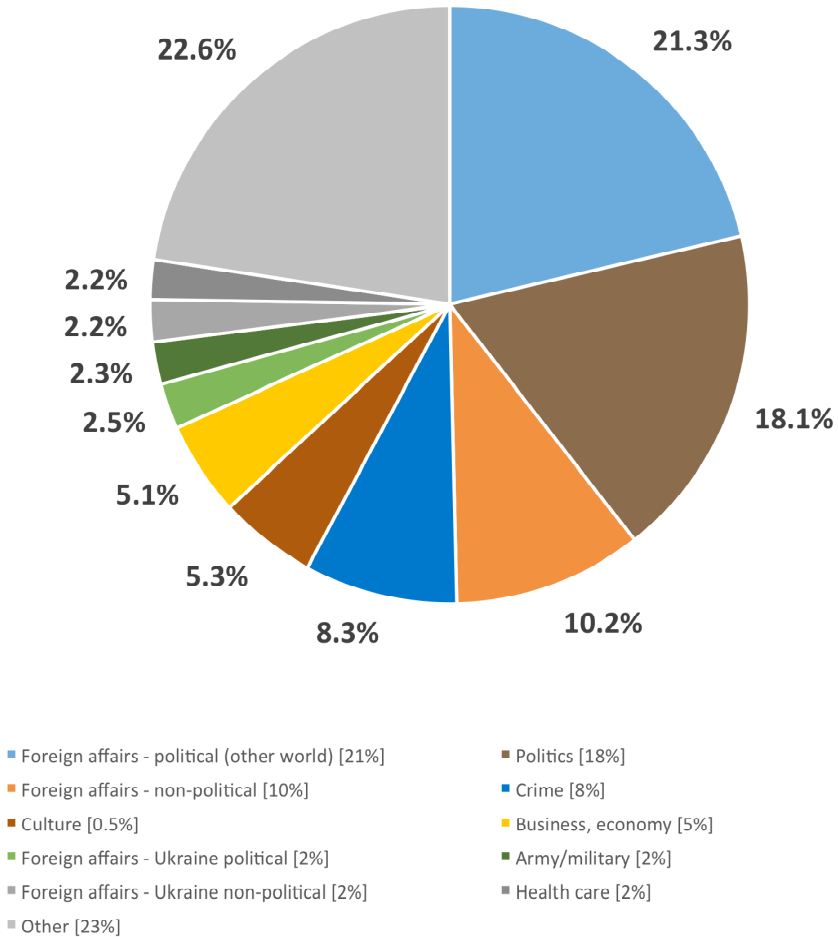


- Politics [20%]
- Foreign affairs - non-political [19%]
- Foreign affairs - political (other world) [19%]
- Business, economy [8%]
- Crime [4%]
- Army/military [3%]
- Foreign affairs - Ukraine non-political [3%]
- Social issues [2%]
- Culture [2%]
- Foreign affairs - conflict in Ukraine [2%]
- Other [20%]

*Implemented by MEMO 98 & Internews Ukraine*  
*Supported by National Endowment for Democracy and the Eastern Partnership Civil Society Forum Secretariat*

**Monitoring of Russian TV channels | TOPICS**

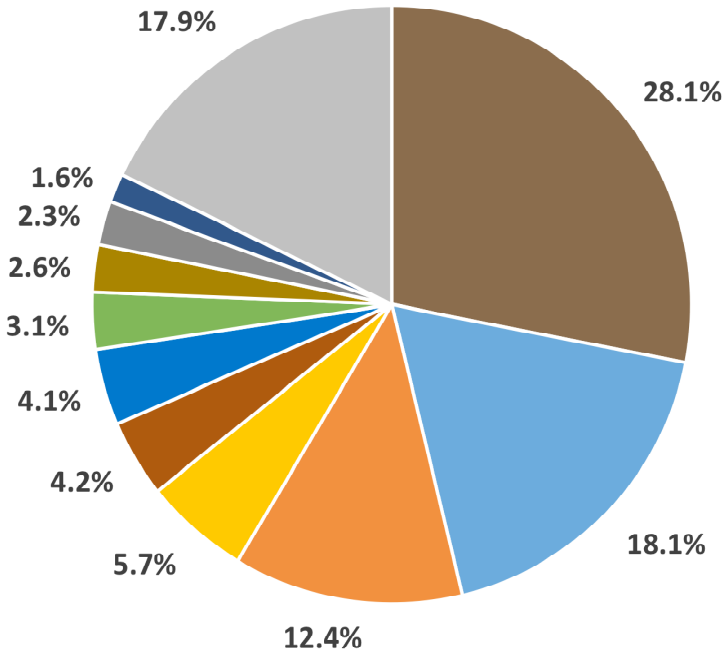
Russia 1



*Implemented by MEMO 98 & Internews Ukraine*  
*Supported by National Endowment for Democracy and the Eastern Partnership Civil Society Forum Secretariat*

**Monitoring of Russian TV channels | TOPICS**

NTV



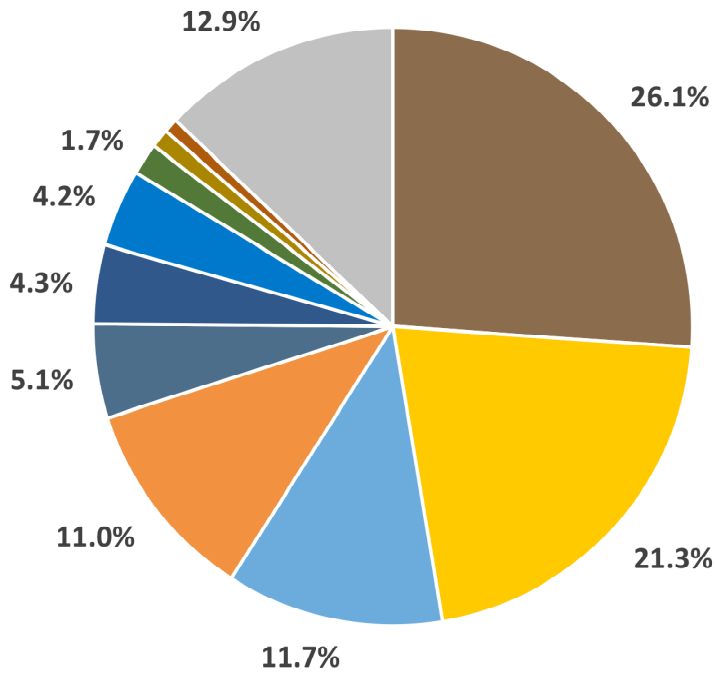
- Politics [28%]
- Foreign affairs - non-political [12%]
- Culture [4%]
- Foreign affairs - Ukraine political [3%]
- Health care [2%]
- Other [18%]
- Foreign affairs - political (other world) [18%]
- Business, economy [6%]
- Crime [4%]
- Catastrophies, incidents, accidents [3%]
- Sport [2%]

*Implemented by MEMO 98 & Internews Ukraine*

*Supported by National Endowment for Democracy and the Eastern Partnership Civil Society Forum Secretariat*

**Monitoring of Russian TV channels | TOPICS**

RBK



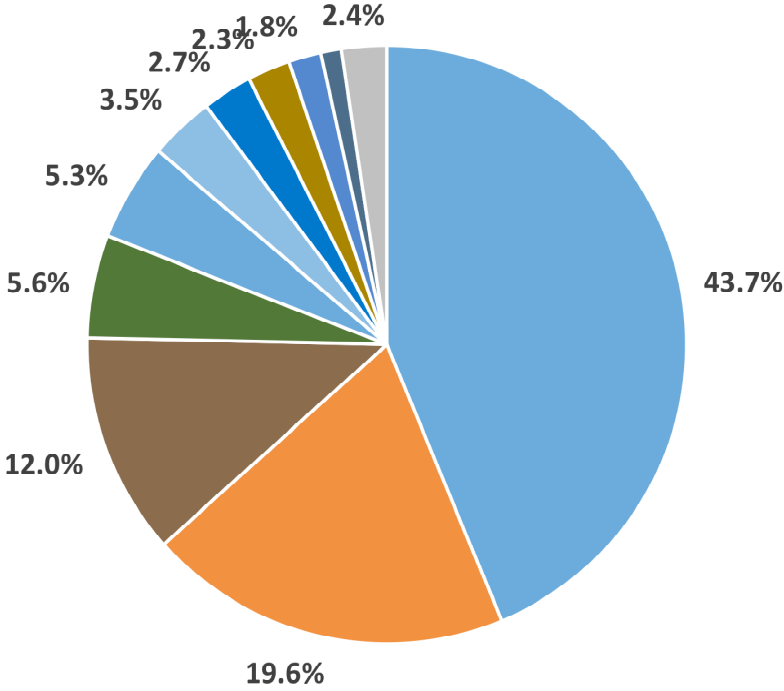
- Politics [26%]
- Business, economy [21%]
- Foreign affairs - political (other world) [12%]
- Foreign affairs - non-political [11%]
- Social issues [5%]
- Sport [4%]
- Crime [4%]
- Army/military [2%]
- Catastrophies, incidents, accidents [1%]
- Agriculture [1%]
- Other [13%]

*Implemented by MEMO 98 & Internews Ukraine*

*Supported by National Endowment for Democracy and the Eastern Partnership Civil Society Forum Secretariat*

**Monitoring of Russian TV channels | TOPICS**

RT

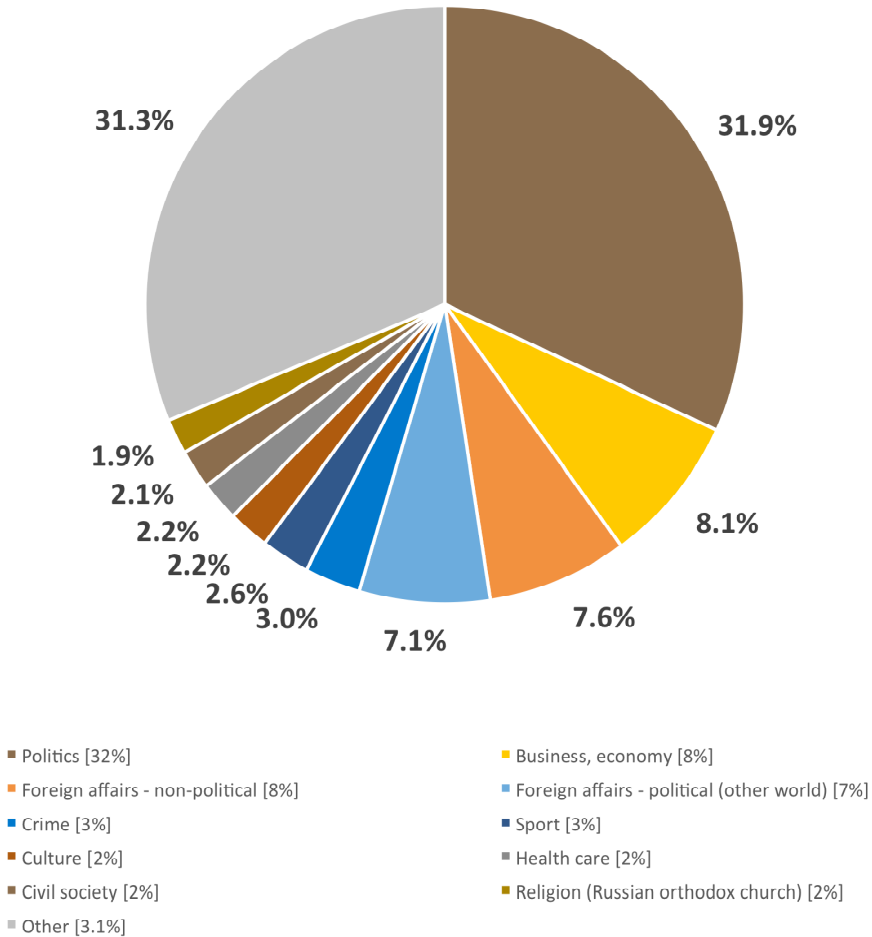


- Foreign affairs - political (other world) [44%]
- Foreign affairs - non-political [20%]
- Politics [12%]
- Army/military [6%]
- Minorities [5%]
- Media [4%]
- Crime [3%]
- Catastrophies, incidents, accidents [2%]
- Religious minorities [2%]
- Social issues [1%]
- Other [2%]

*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy and the Eastern Partnership Civil Society Forum Secretariat*

**Monitoring of Russian TV channels | TOPICS**

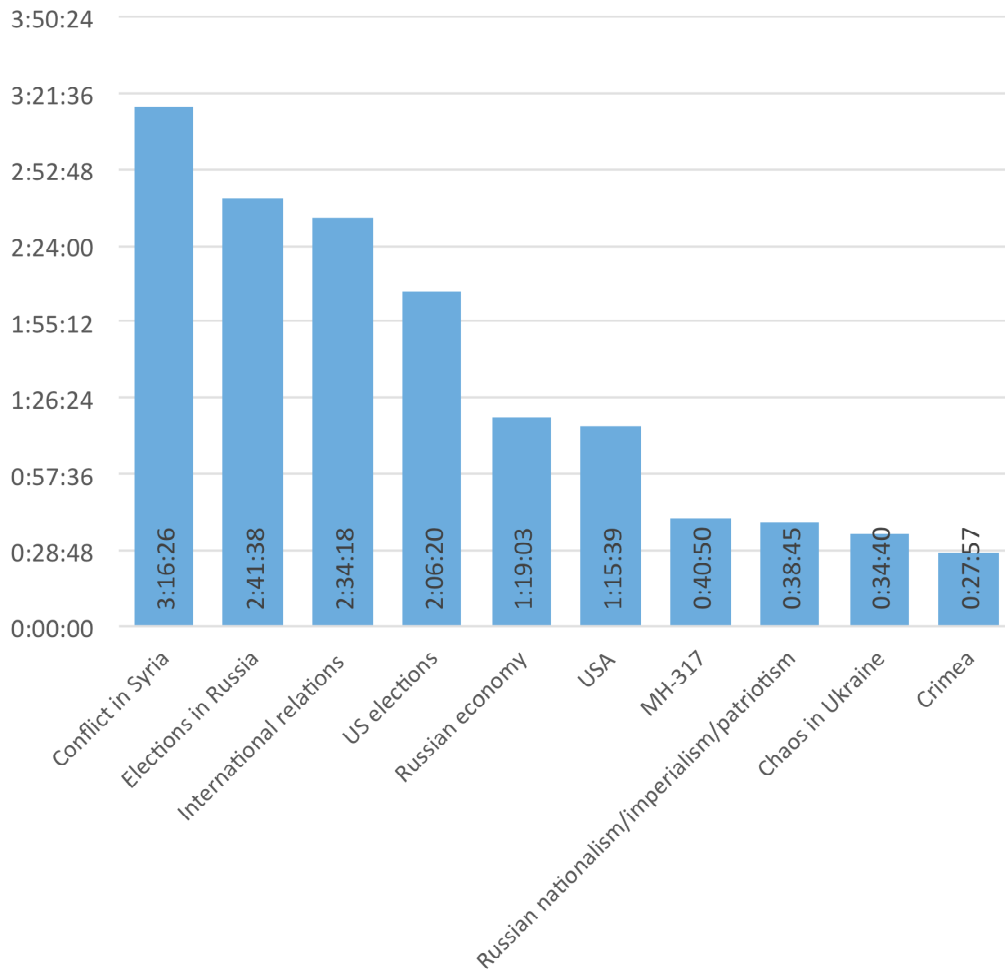
Dozhd



*Implemented by MEMO 98 & Internews Ukraine*  
*Supported by National Endowment for Democracy and the Eastern Partnership Civil Society Forum Secretariat*

## Monitoring of Russian TV channels | TOP STORIES

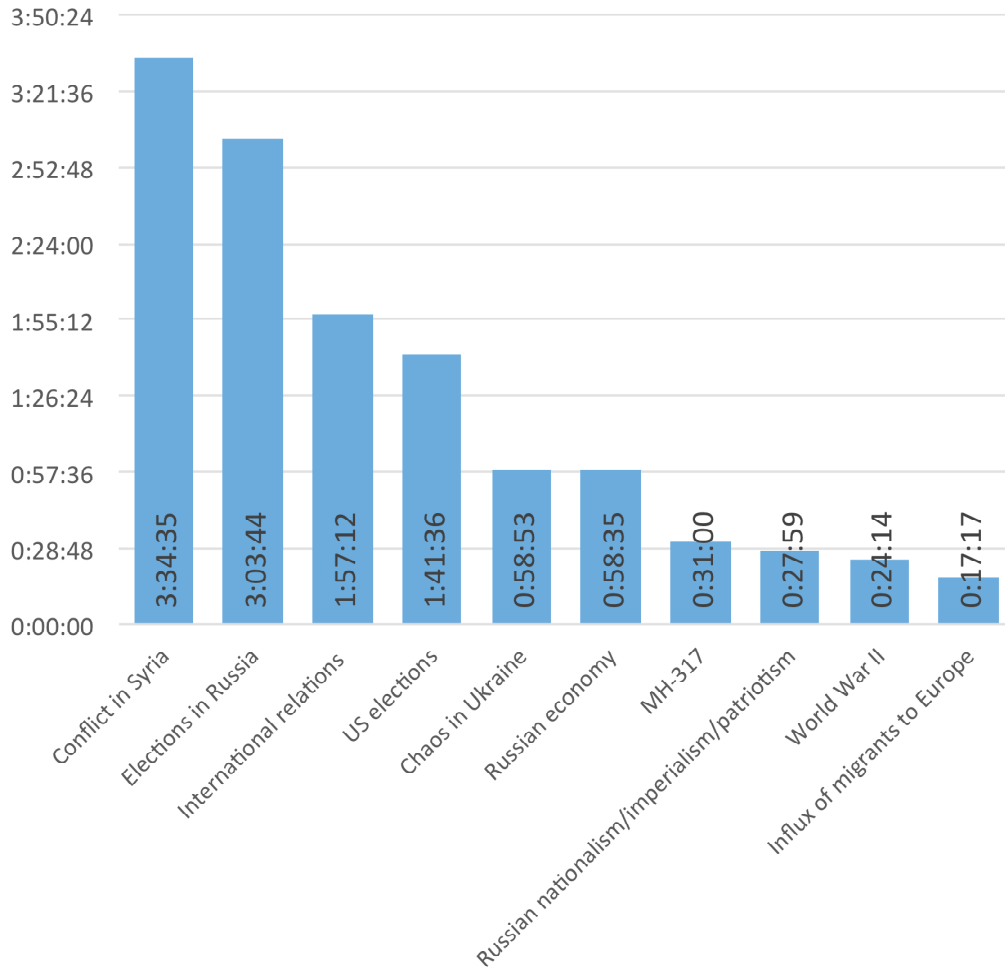
### 1st Channel



Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy

## Monitoring of Russian TV channels | TOP STORIES

### Russia 1

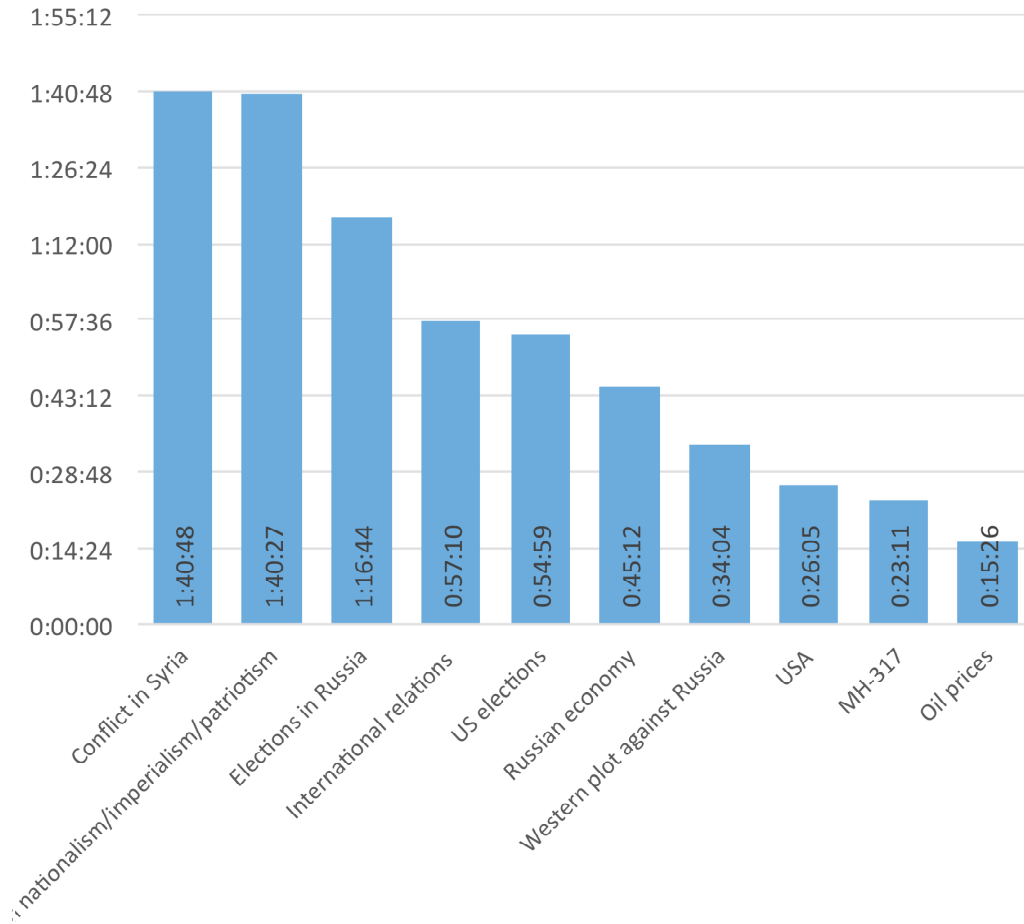


Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy



## Monitoring of Russian TV channels | TOP STORIES

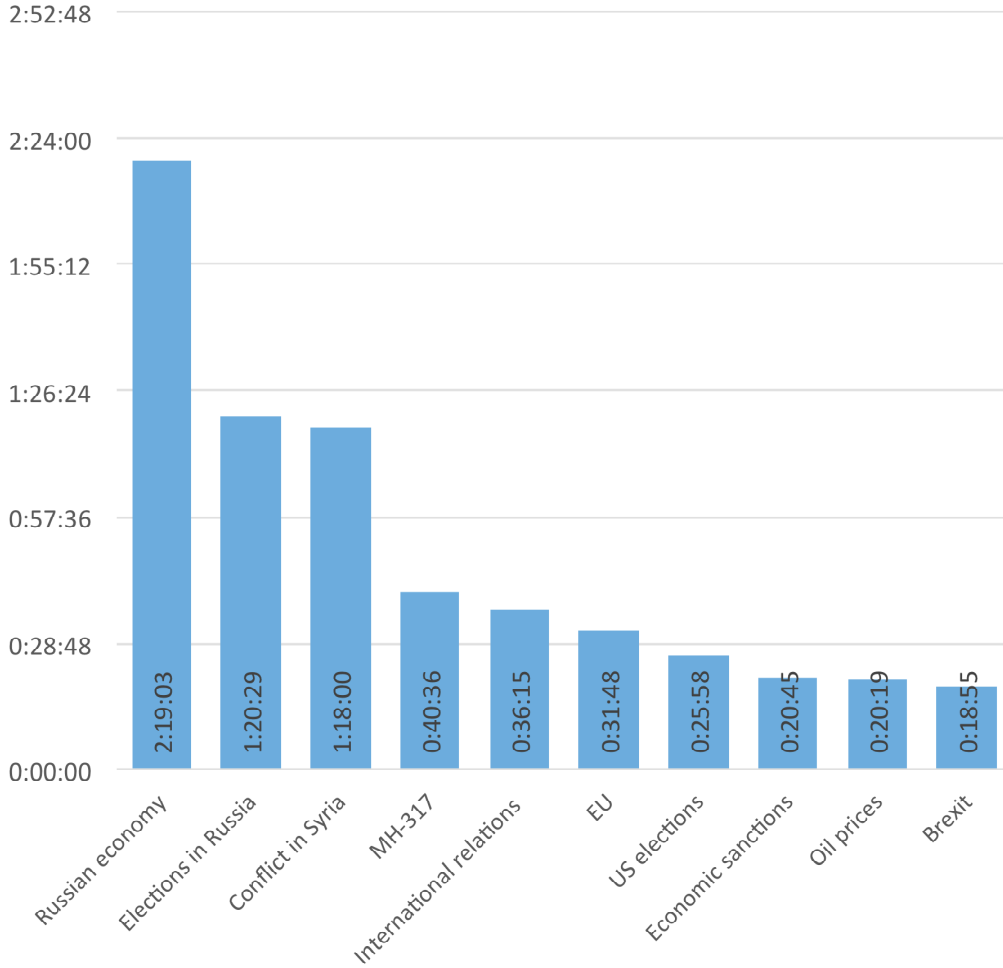
NTV



Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy

**Monitoring of Russian TV channels | TOP STORIES**

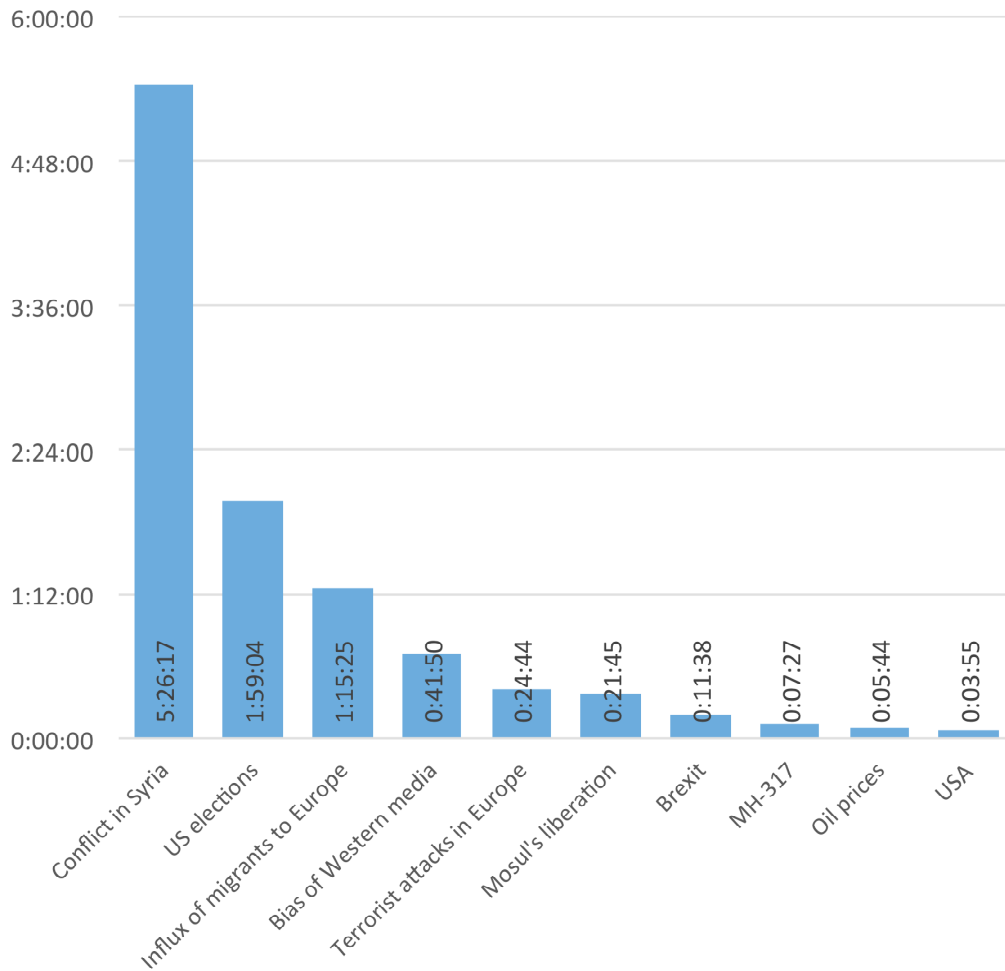
RBK



*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*

## Monitoring of Russian TV channels | TOP STORIES

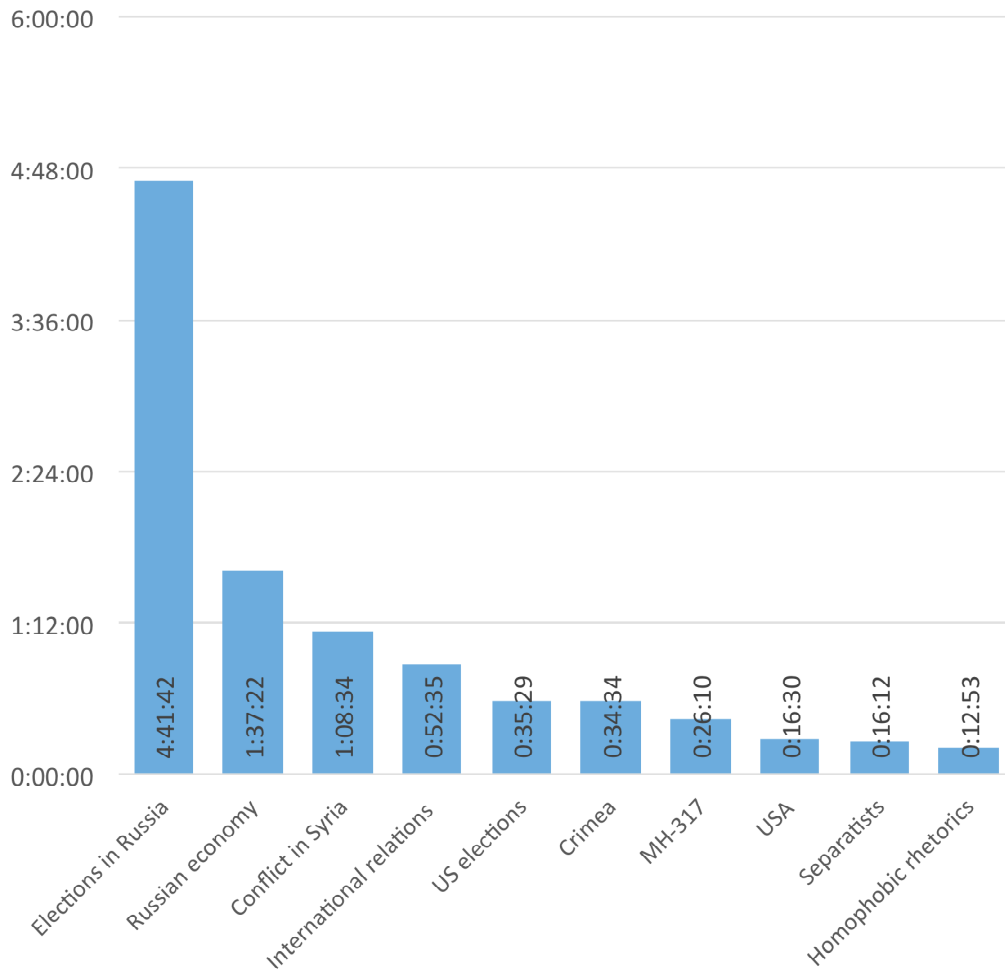
RT



*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*

## Monitoring of Russian TV channels | TOP STORIES

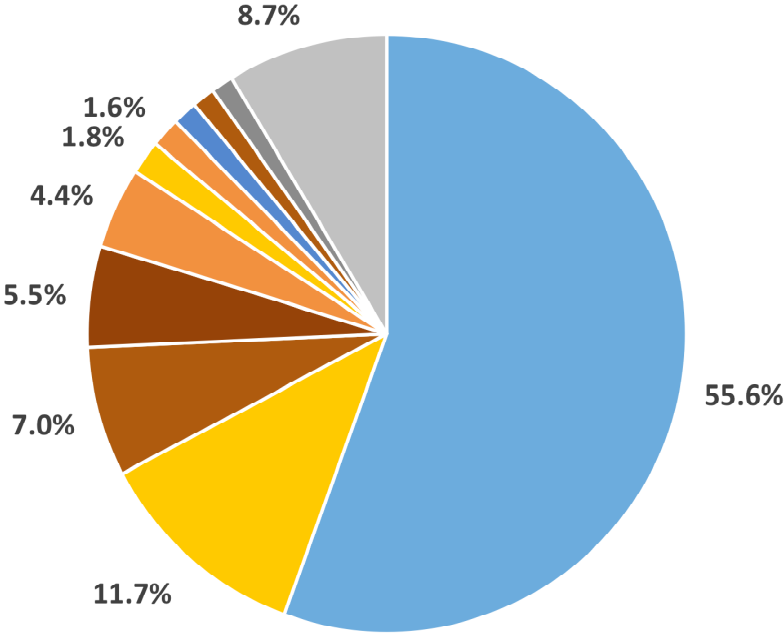
Dozhd



Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy

**Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE**

1st Channel

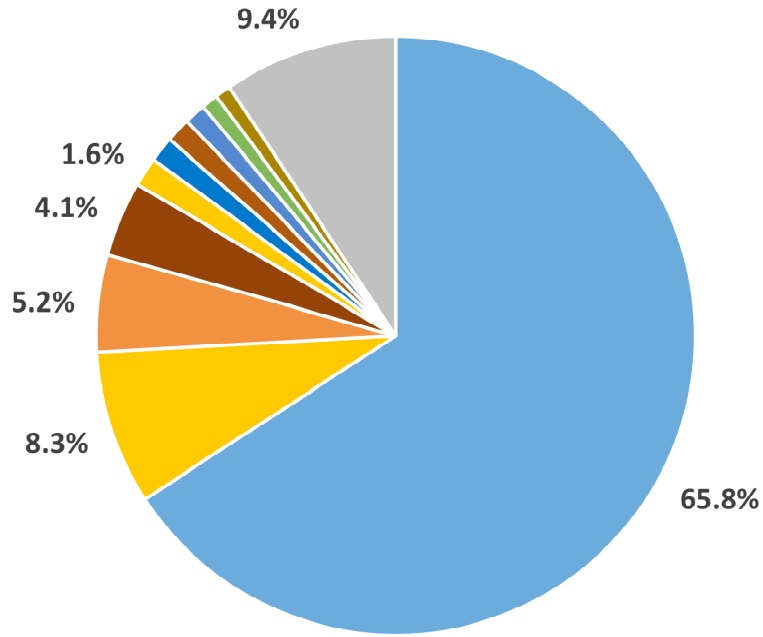


- Russia [56%]
- USA [12%]
- Other combinations mixed [7%]
- Syrian Arab Republic [5%]
- Ukraine [4%]
- China [2%]
- Switzerland [2%]
- Venezuela (Bolivarian Republic of) [1%]
- Netherlands [1%]
- Uzbekistan [1%]
- Other [9%]

*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*

**Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE**

Russia 1

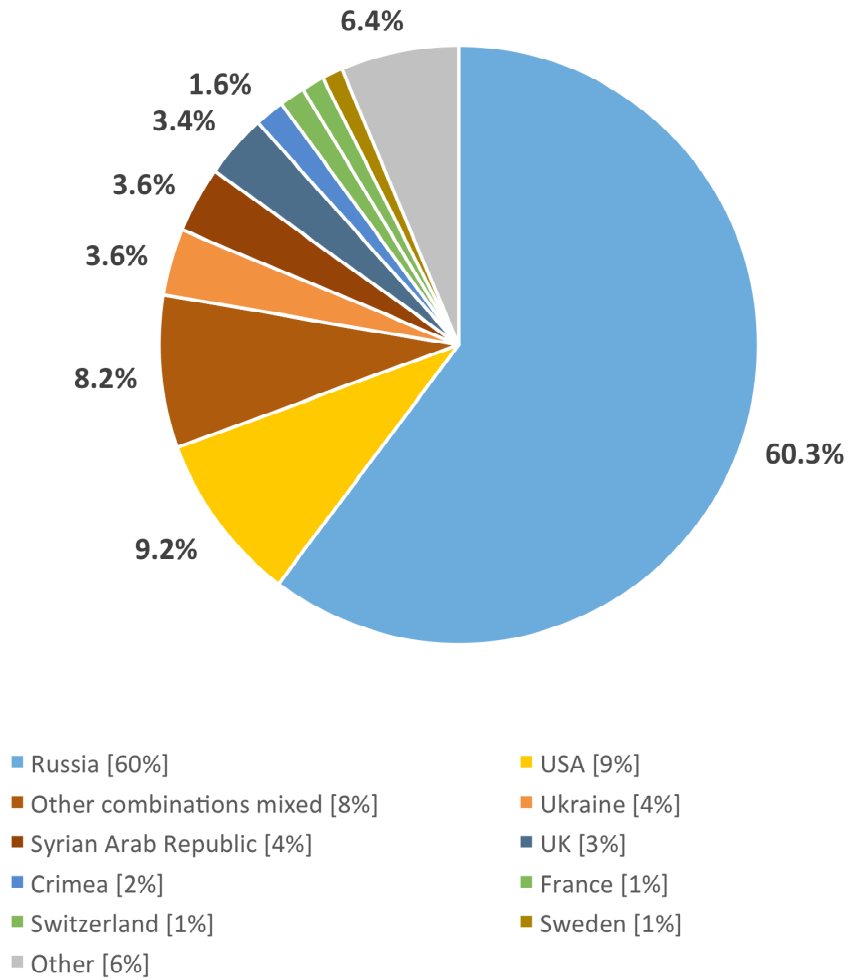


- Russia [66%]
- USA [8%]
- Ukraine [5%]
- Syrian Arab Republic [4%]
- China [2%]
- Germany [1%]
- Crimea [1%]
- Kyrgyzstan [1%]
- France [1%]
- 0 [0.1%]
- Other [9%]

*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*

**Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE**

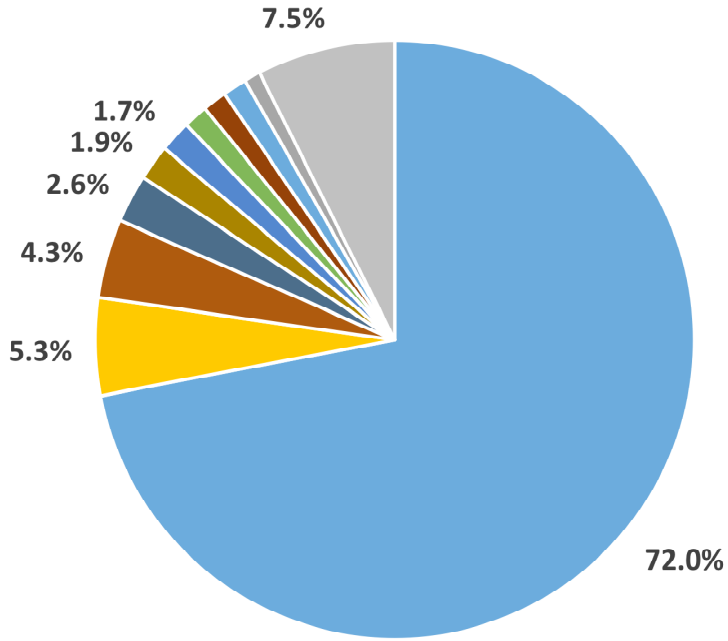
NTV



*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*

**Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE**

RBK



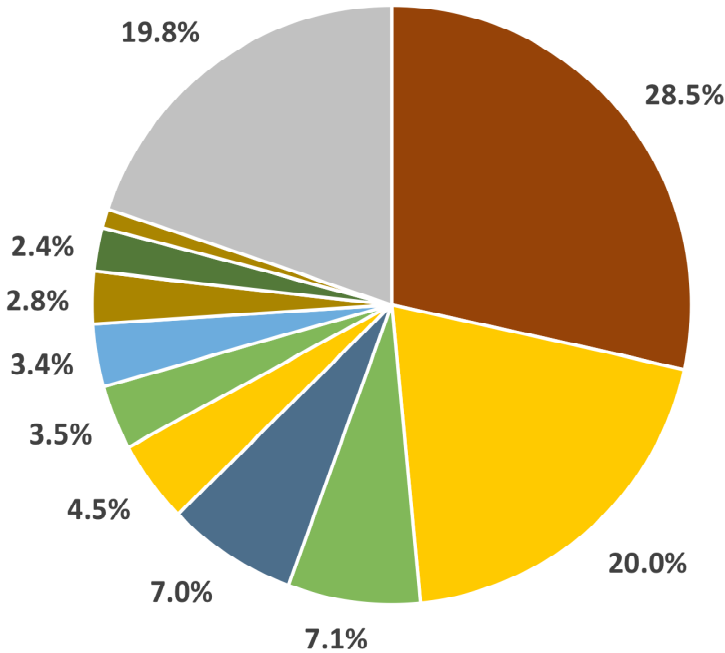
- Russia [72%]
- USA [5%]
- Other combinations mixed [4%]
- UK [3%]
- China [2%]
- Switzerland [2%]
- France [1%]
- Syrian Arab Republic [1%]
- Sweden [1%]
- Tunisia [1%]
- Other [7%]

*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*



**Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE**

RT

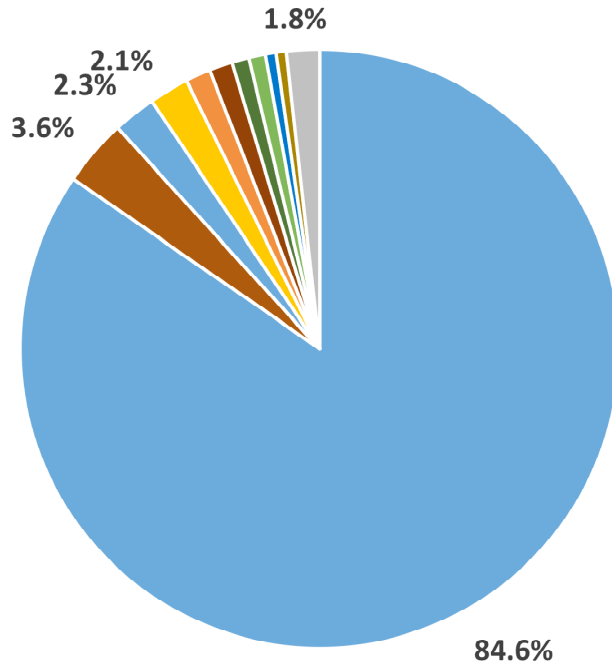


- Syrian Arab Republic [28%]
- USA [20%]
- France [7%]
- UK [7%]
- Georgia [4%]
- Iraq [3%]
- Russia [3%]
- Yemen [3%]
- Israel [2%]
- Hungary [1%]
- Other [20%]

*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*

**Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE**

Dozhd



- Russia [85%]
- Sweden [2%]
- Ukraine [1%]
- Uzbekistan [1%]
- Crimea [1%]
- Other [2%]
- Other combinations mixed [4%]
- USA [2%]
- Syrian Arab Republic [1%]
- Armenia [1%]
- Poland [1%]

*Implemented by MEMO 98 & Internews Ukraine  
Supported by National Endowment for Democracy*