

Monitoring of Russian TV channels - 2017

I. Scope of the work

From 15 January until 28 February 2017, 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

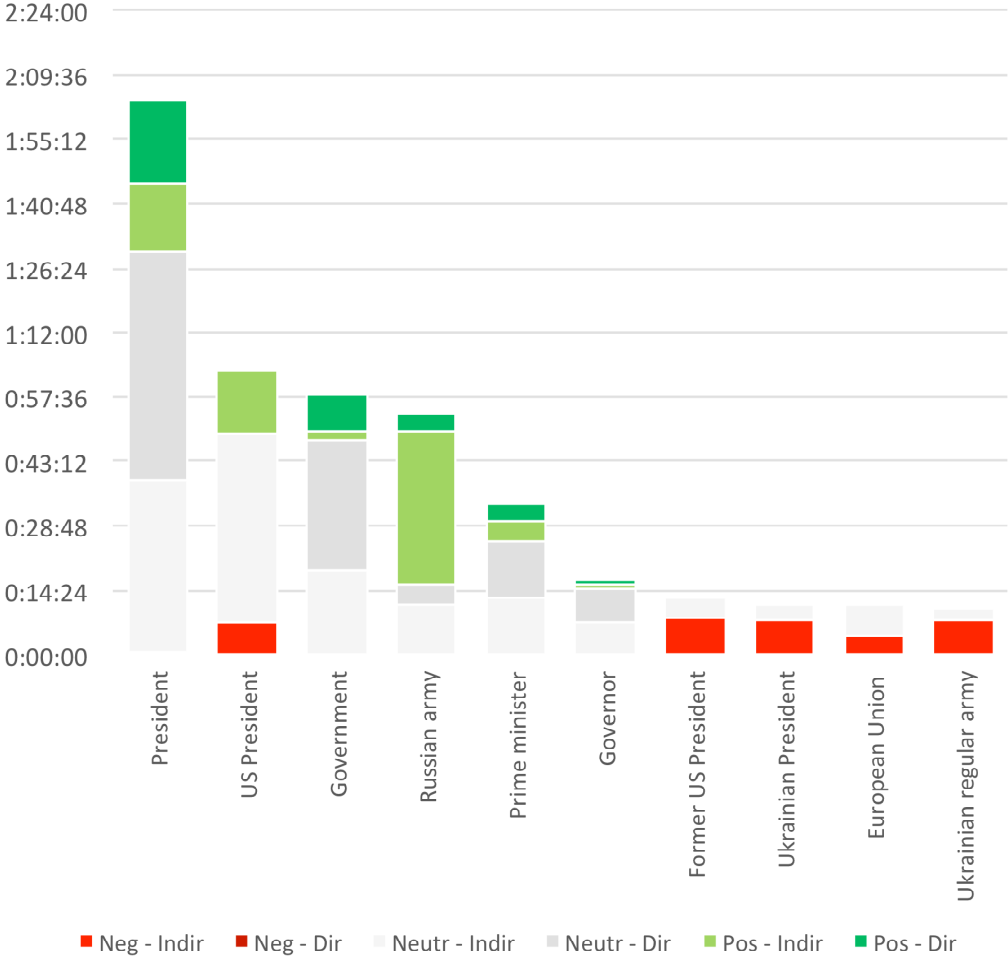
- The bar charts show the total number of hours and minutes devoted to different top stories broadcast during the defined period.

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

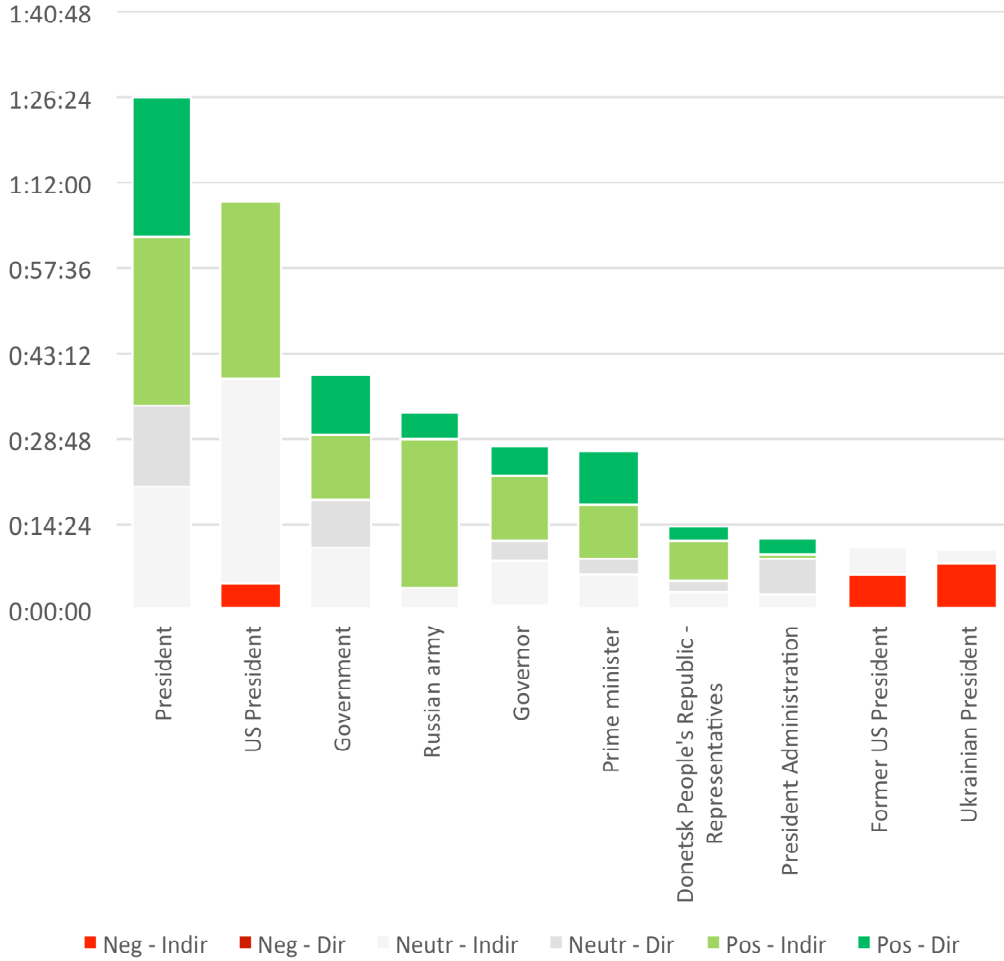
1st Channel



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

Monitoring of Russian TV channels | MONITORED SUBJECTS

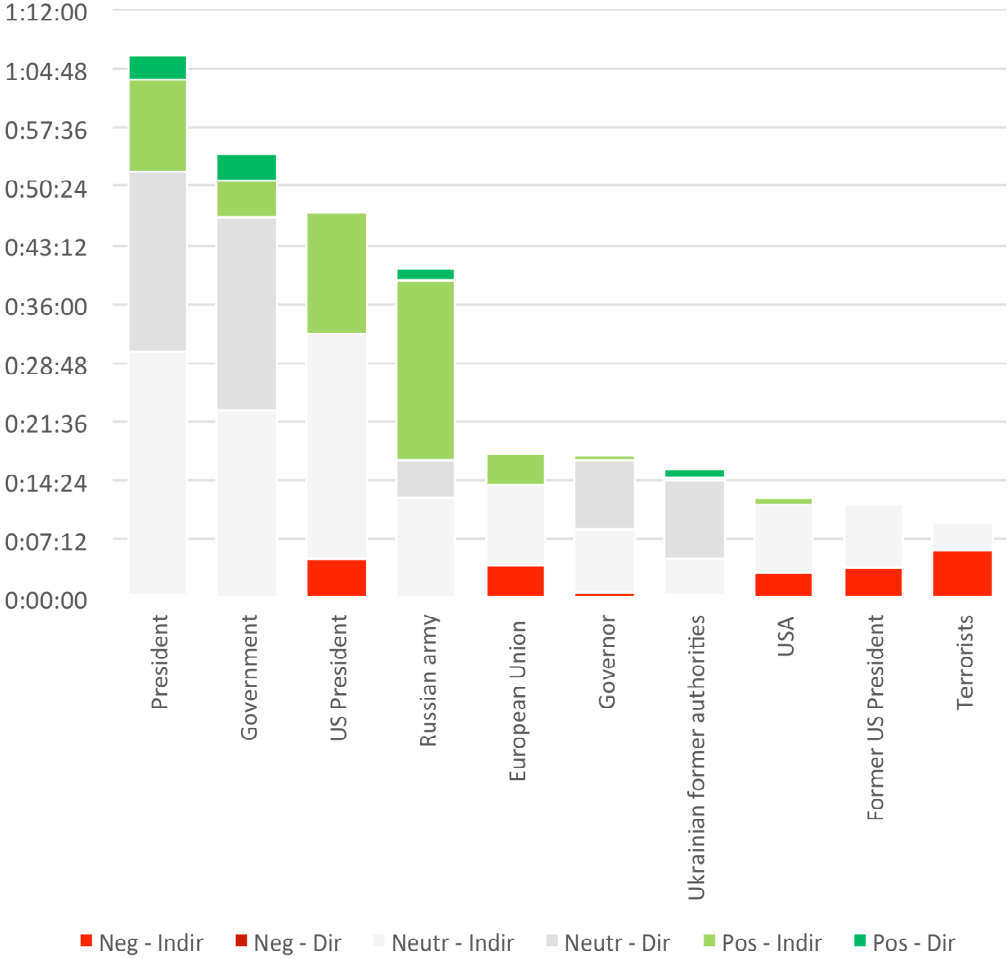
Russia 1



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Monitoring of Russian TV channels | MONITORED SUBJECTS

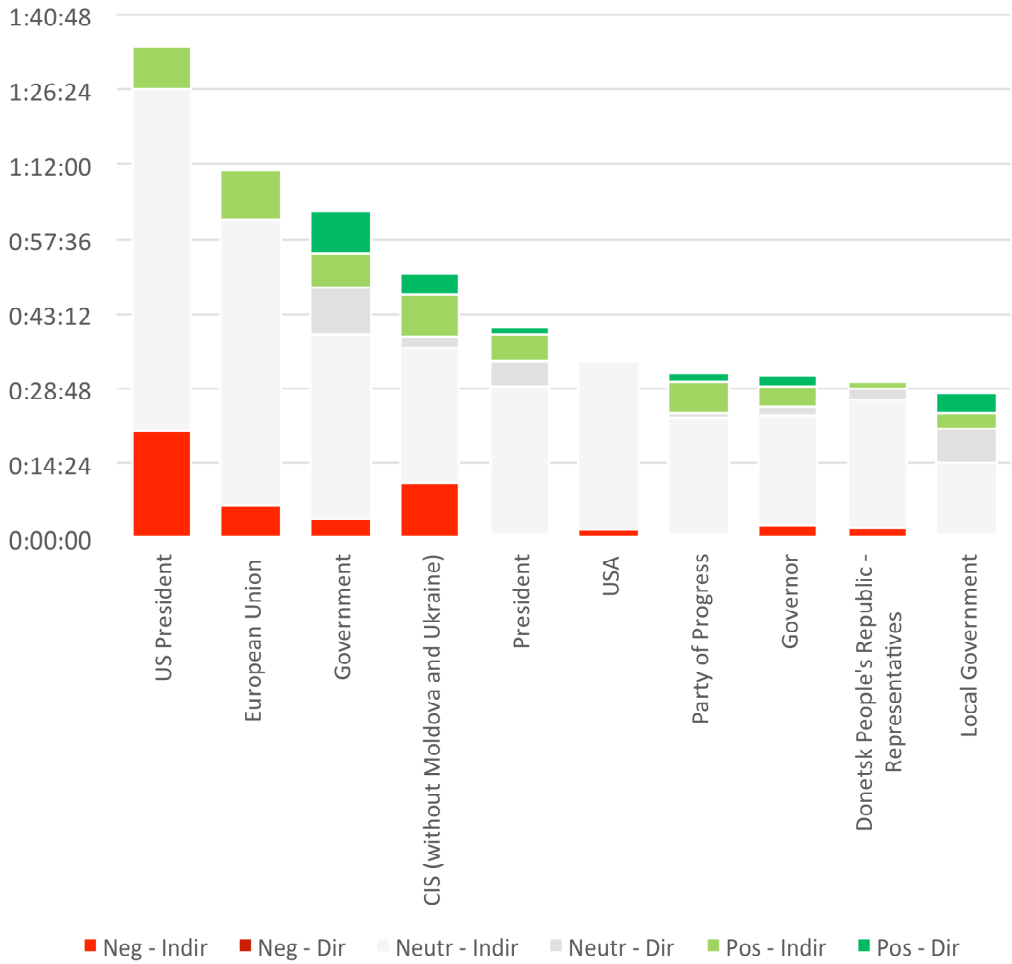
NTV



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Monitoring of Russian TV channels | MONITORED SUBJECTS

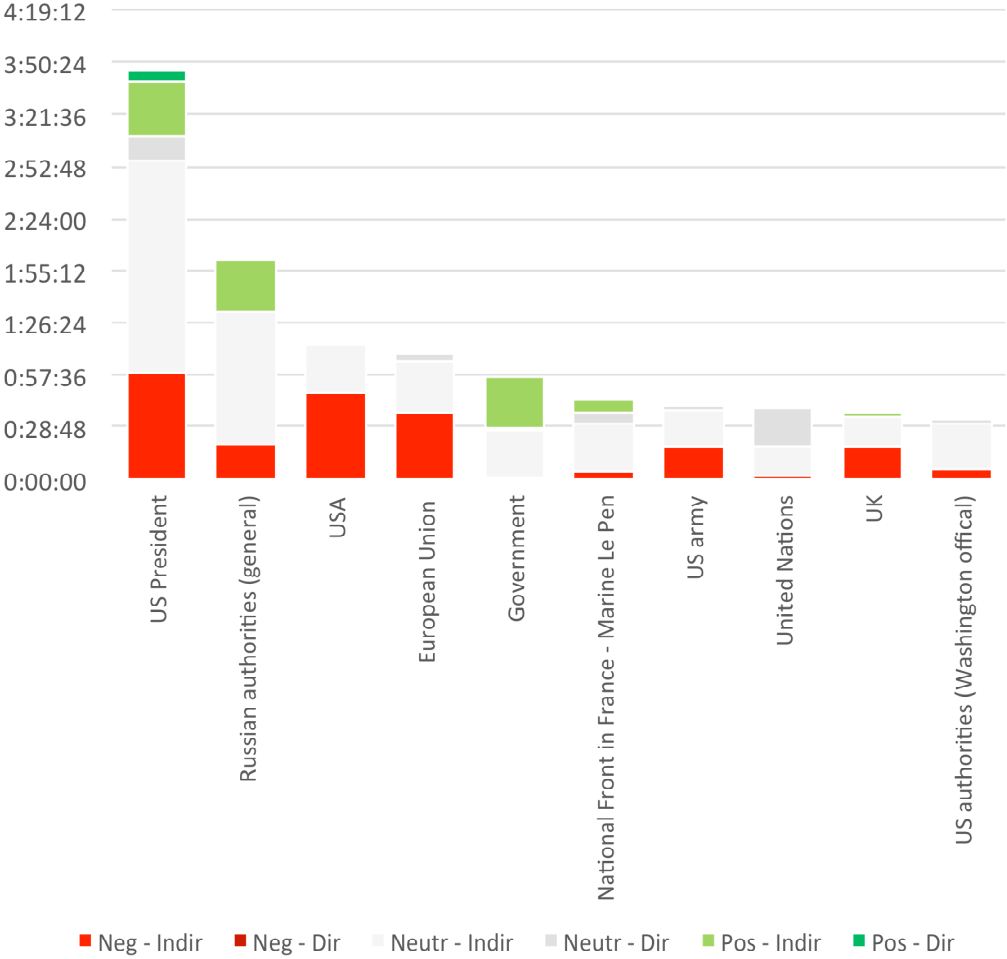
RBK



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Monitoring of Russian TV channels | MONITORED SUBJECTS

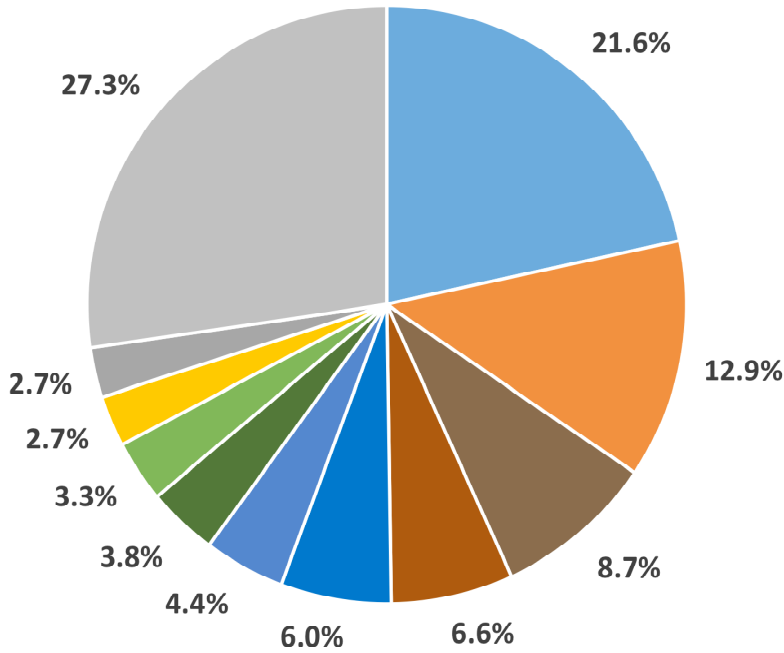
RT



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Monitoring of Russian TV channels | TOPICS

1st Channel

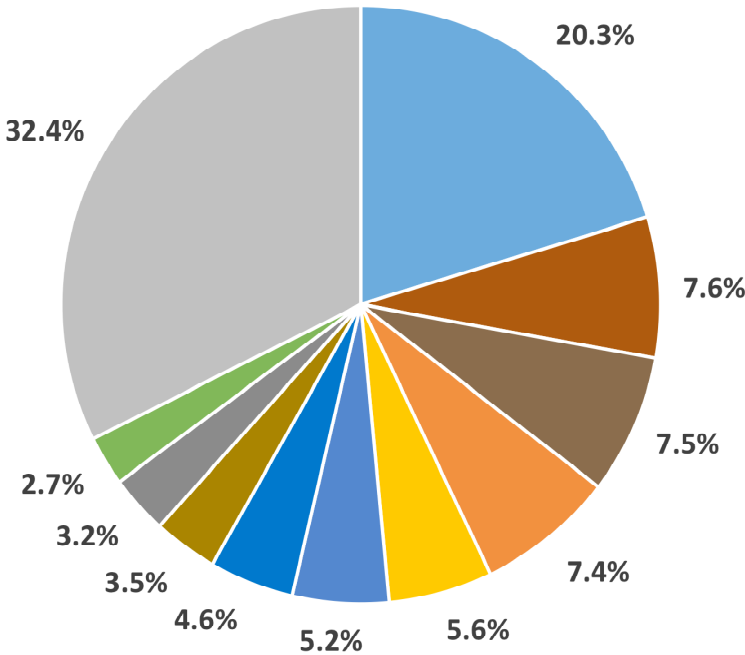


- Foreign affairs - political (other world) [22%]
- Foreign affairs - non-political [13%]
- Politics [9%]
- Culture [7%]
- Crime [6%]
- Foreign affairs - conflict in Ukraine [4%]
- Army/military [4%]
- Foreign affairs - Ukraine political [3%]
- Business, economy [3%]
- Foreign affairs - Ukraine non-political [3%]
- Other [27%]

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

Monitoring of Russian TV channels | TOPICS

Russia 1

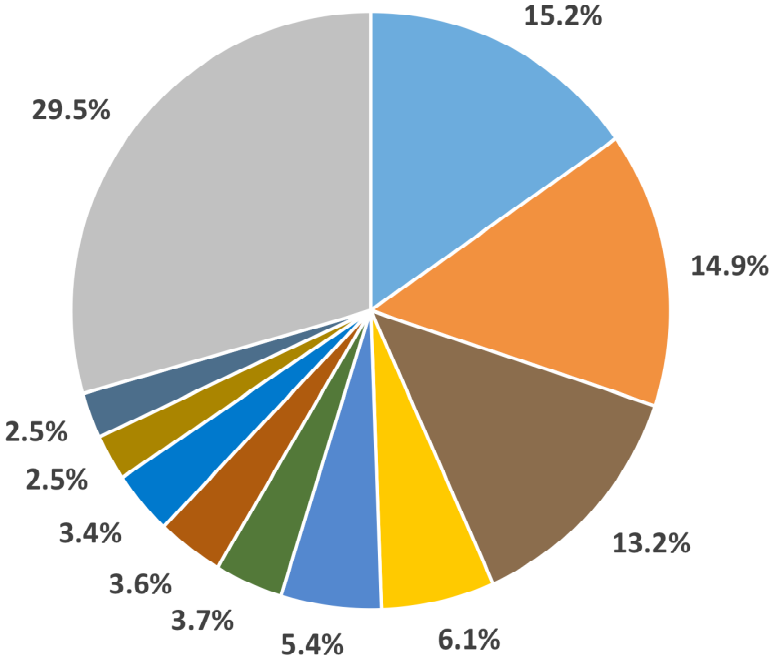


- Foreign affairs - political (other world) [20%]
- Politics [8%]
- Business, economy [6%]
- Crime [5%]
- Health care [3%]
- Other [32%]
- Culture [8%]
- Foreign affairs - non-political [7%]
- Foreign affairs - conflict in Ukraine [5%]
- Catastrophies, incidents, accidents [3%]
- Foreign affairs - Ukraine political [3%]

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Monitoring of Russian TV channels | TOPICS

NTV

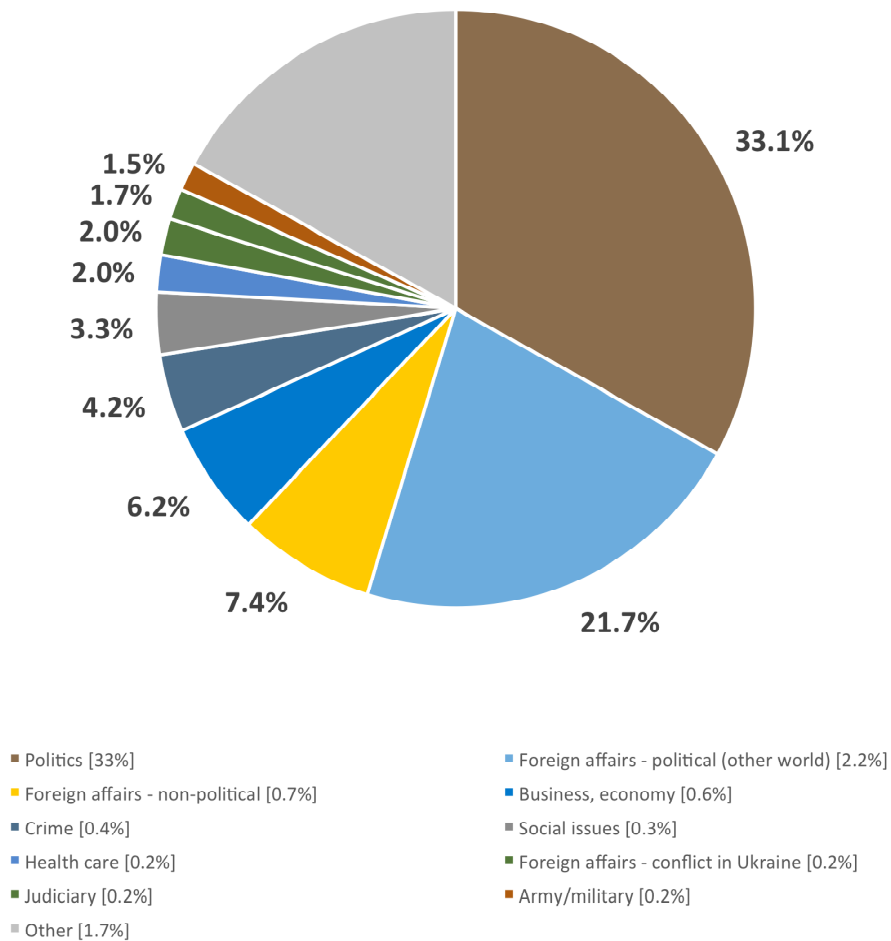


- Foreign affairs - political (other world) [15%]
- Foreign affairs - non-political [15%]
- Politics [13%]
- Business, economy [6%]
- Foreign affairs - conflict in Ukraine [5%]
- Army/military [4%]
- Culture [4%]
- Crime [3%]
- Catastrophies, incidents, accidents [2%]
- Social issues [2%]
- Other [29%]

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Monitoring of Russian TV channels | TOPICS

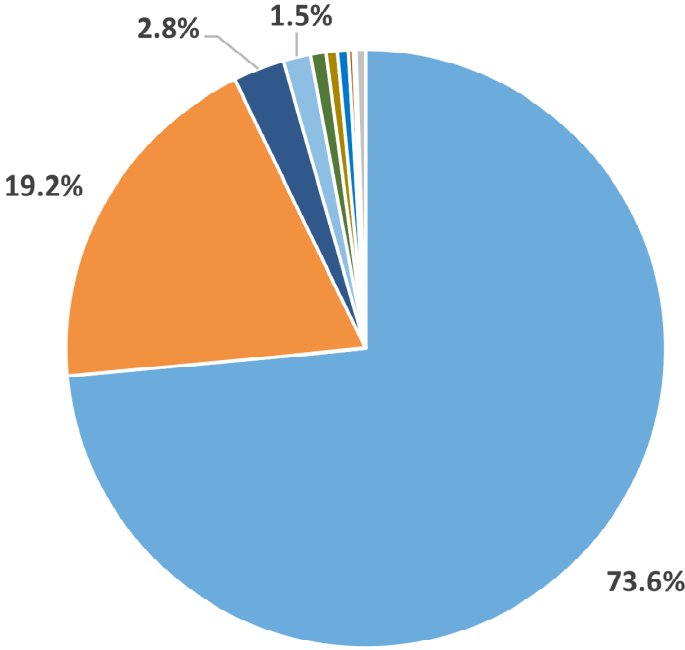
RBK



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Monitoring of Russian TV channels | TOPICS

RT

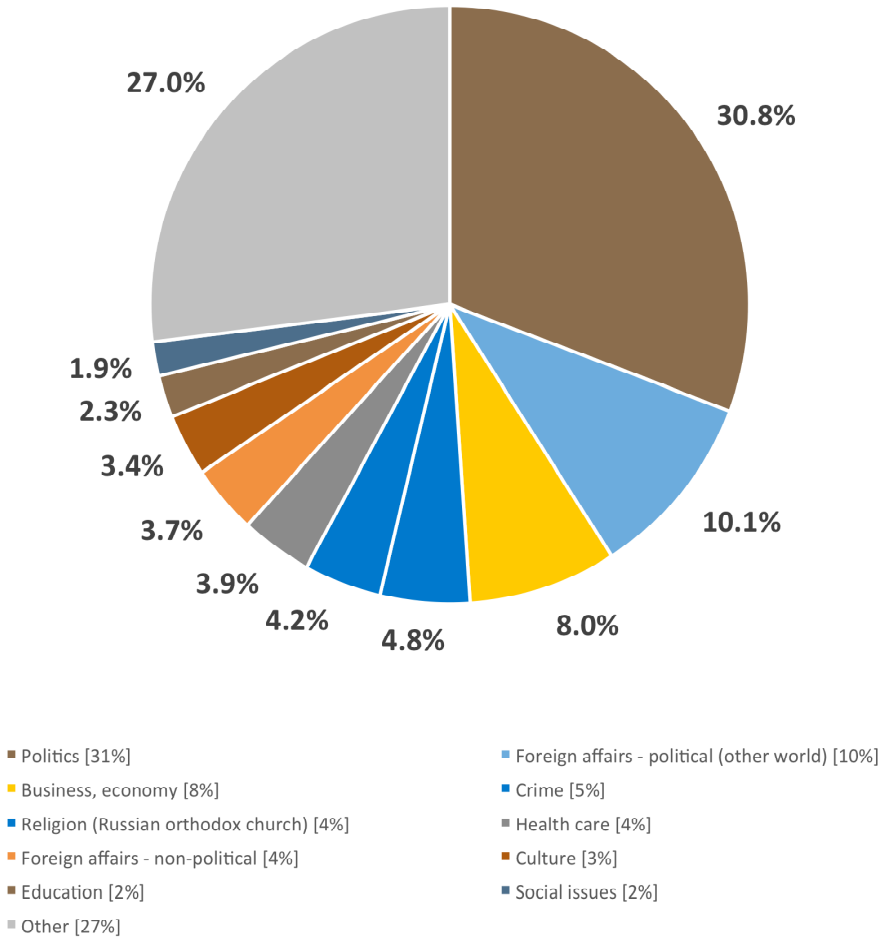


- Foreign affairs - political (other world) [74%]
- Foreign affairs - non-political [19%]
- Sport [3%]
- Media [1%]
- Army/military [1%]
- Catastrophies, incidents, accidents [1%]
- Minorities [1%]
- Politics [0%]
- Culture [0%]
- Other [1%]

*Implemented by MEMO 98 & Internews Ukraine
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Monitoring of Russian TV channels | TOPICS

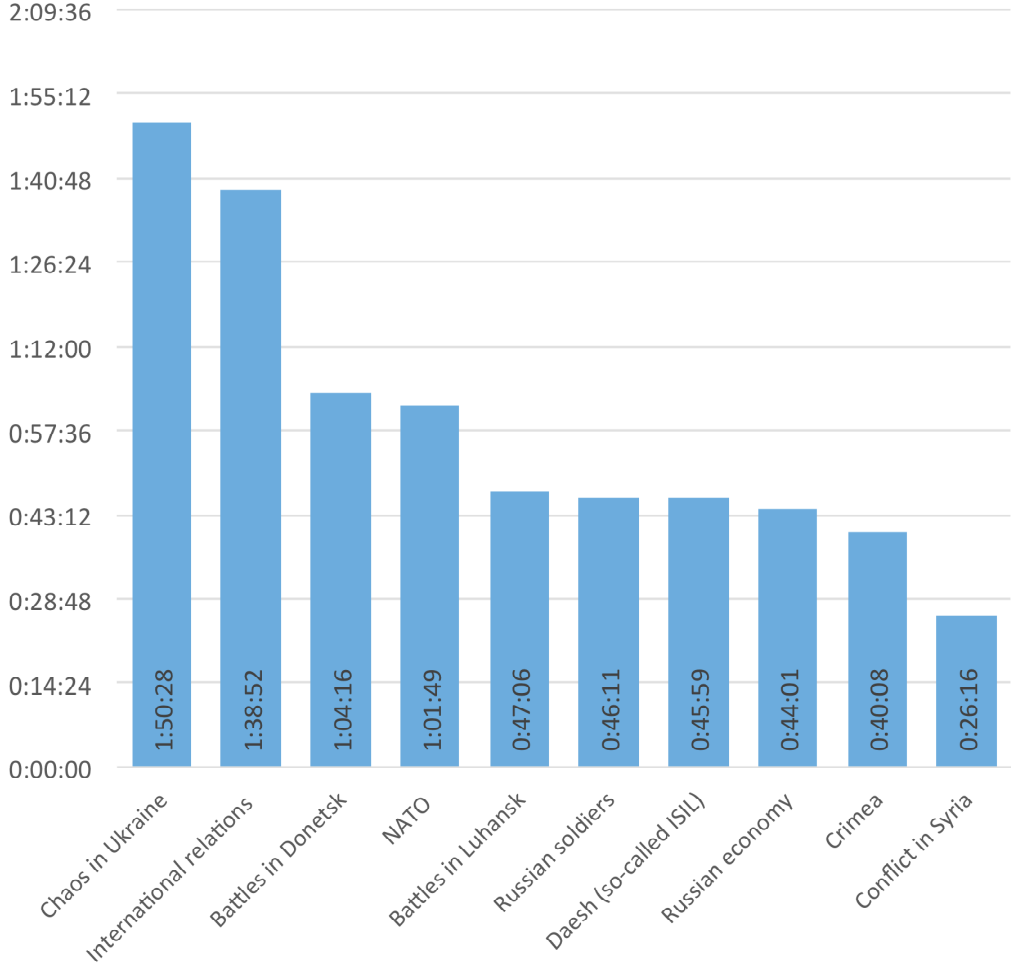
Dozhd



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Monitoring of Russian TV channels | TOP STORIES

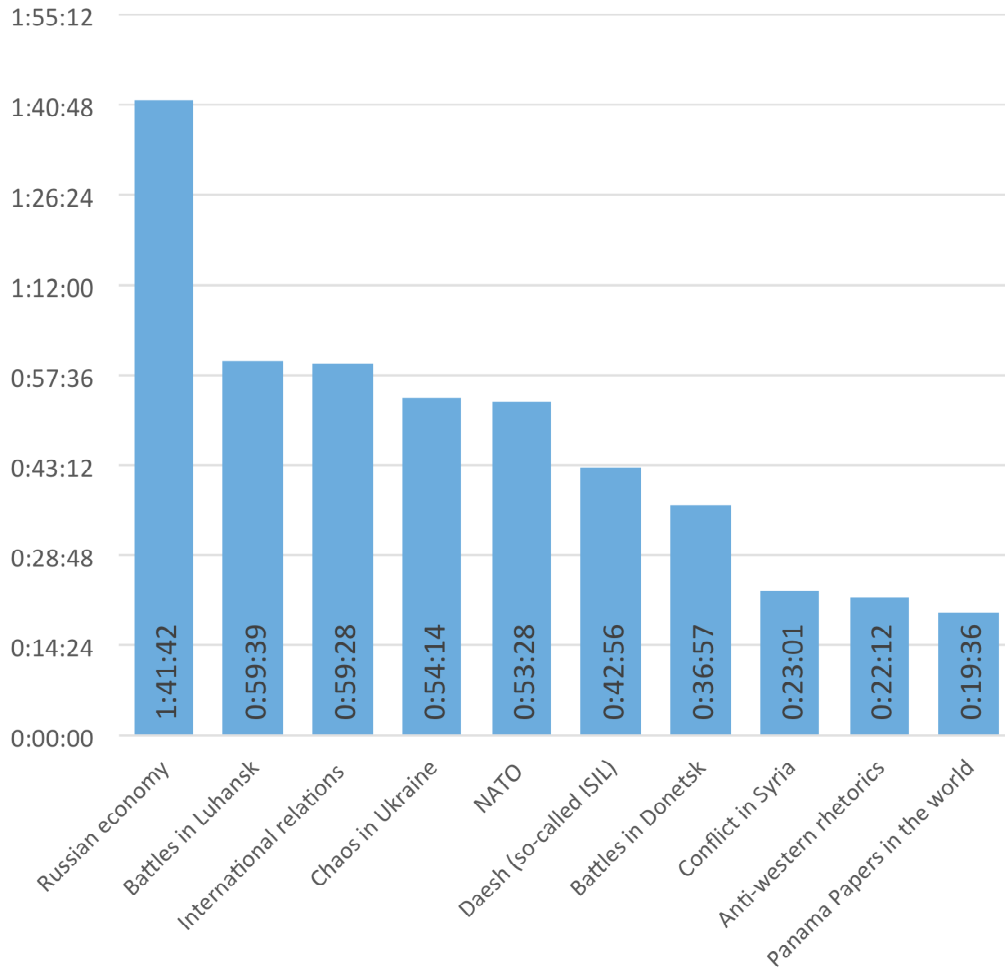
1st Channel



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Monitoring of Russian TV channels | TOP STORIES

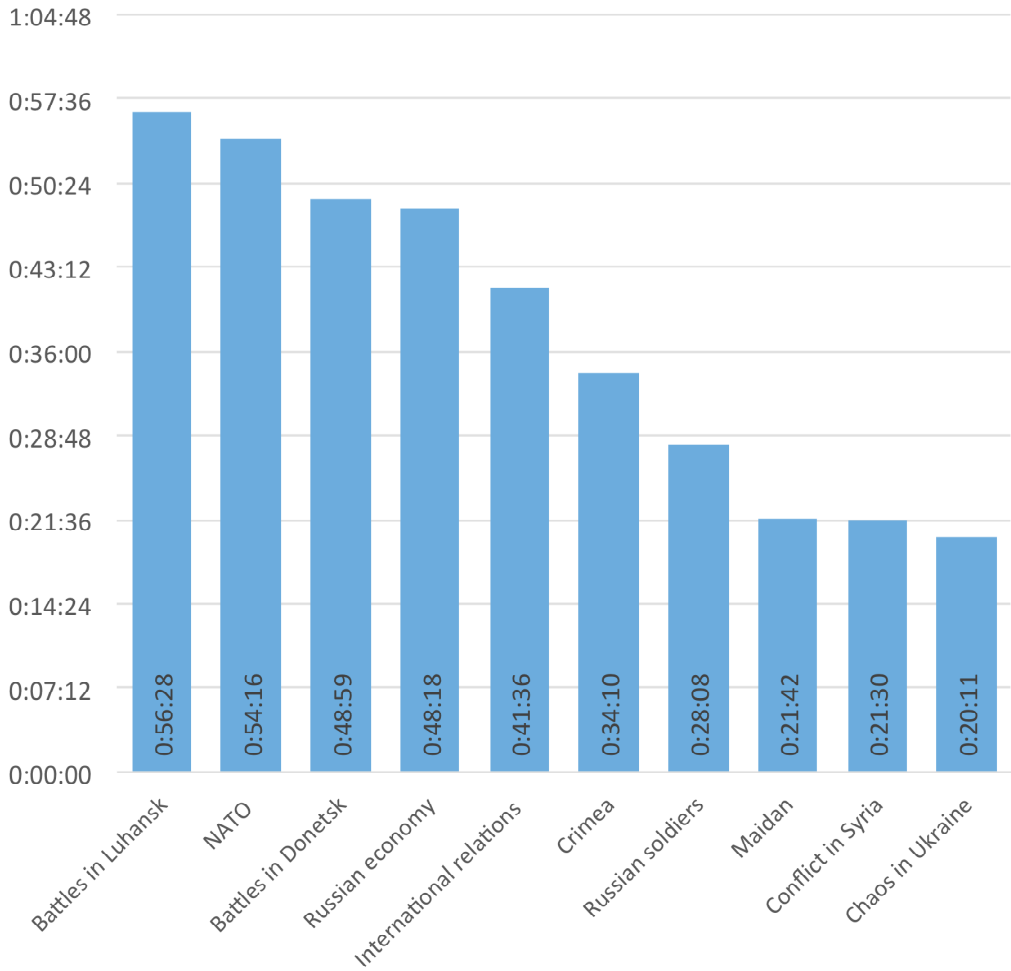
Russia 1



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Monitoring of Russian TV channels | TOP STORIES

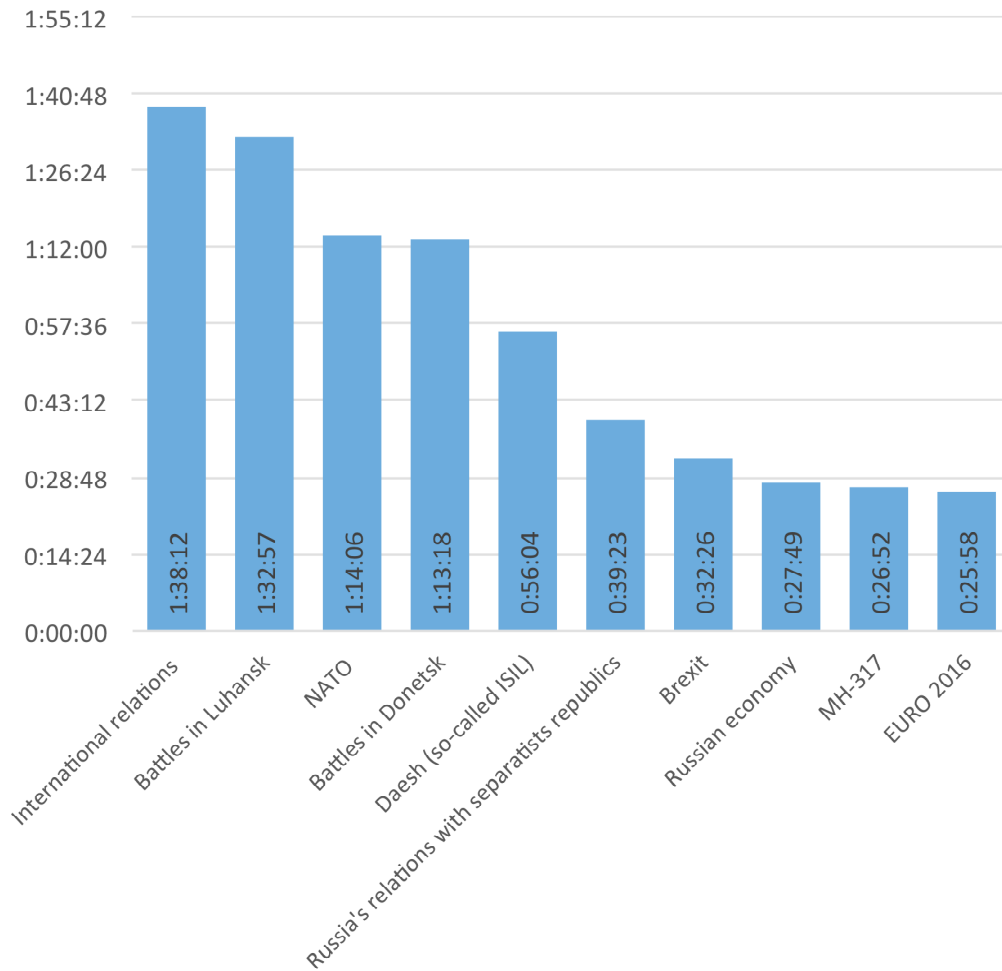
NTV



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Monitoring of Russian TV channels | TOP STORIES

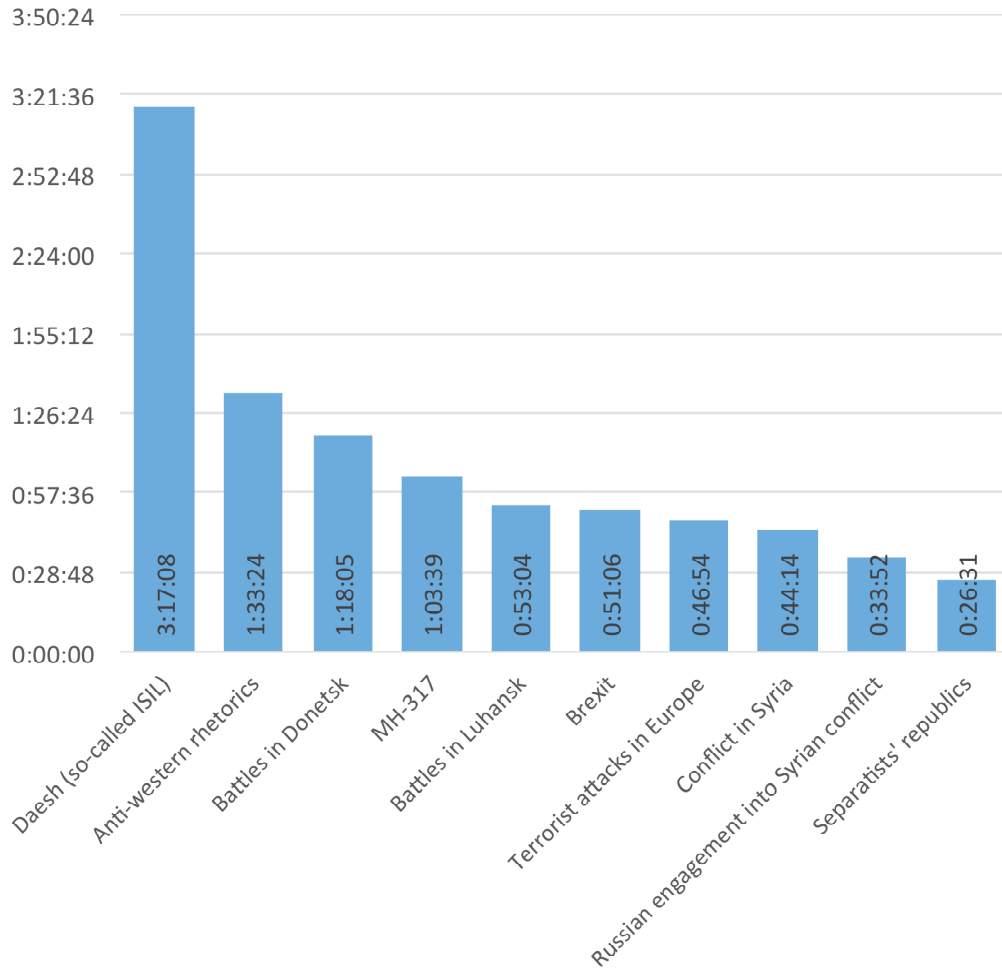
RBK



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Monitoring of Russian TV channels | TOP STORIES

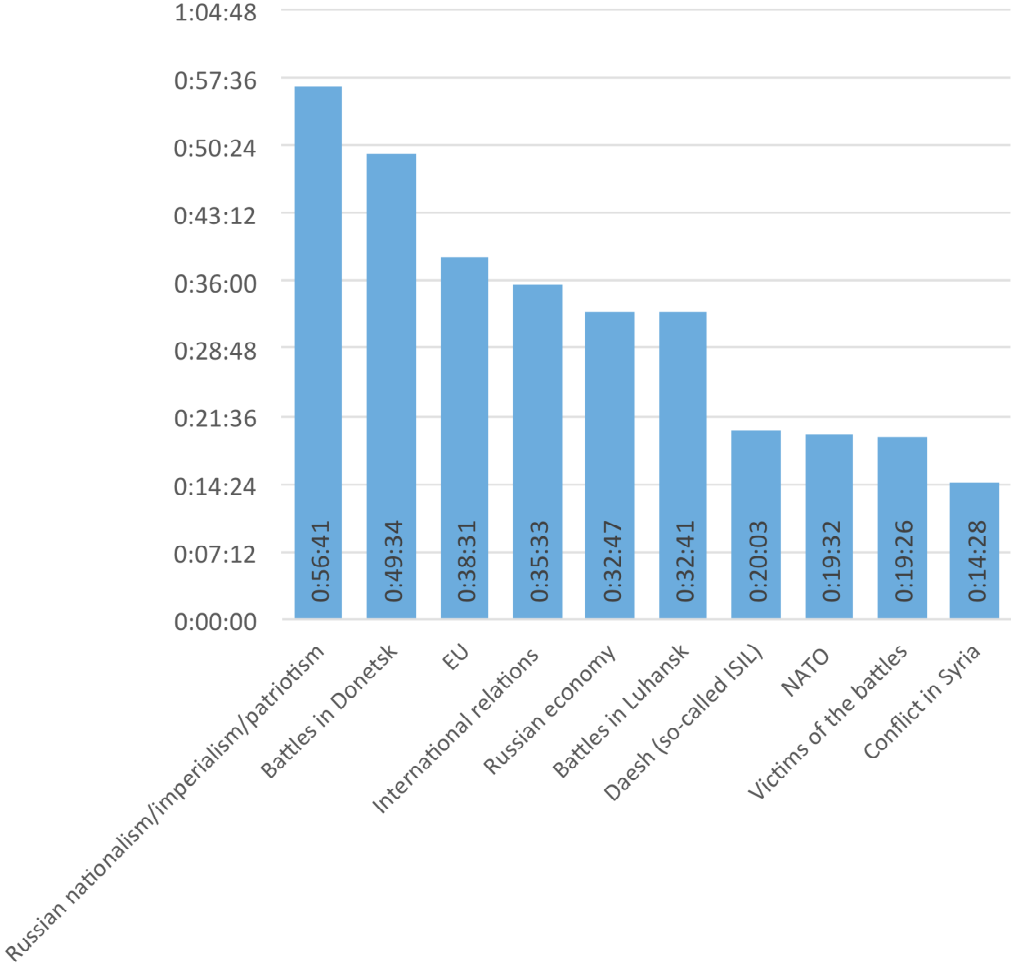
RT



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Monitoring of Russian TV channels | TOP STORIES

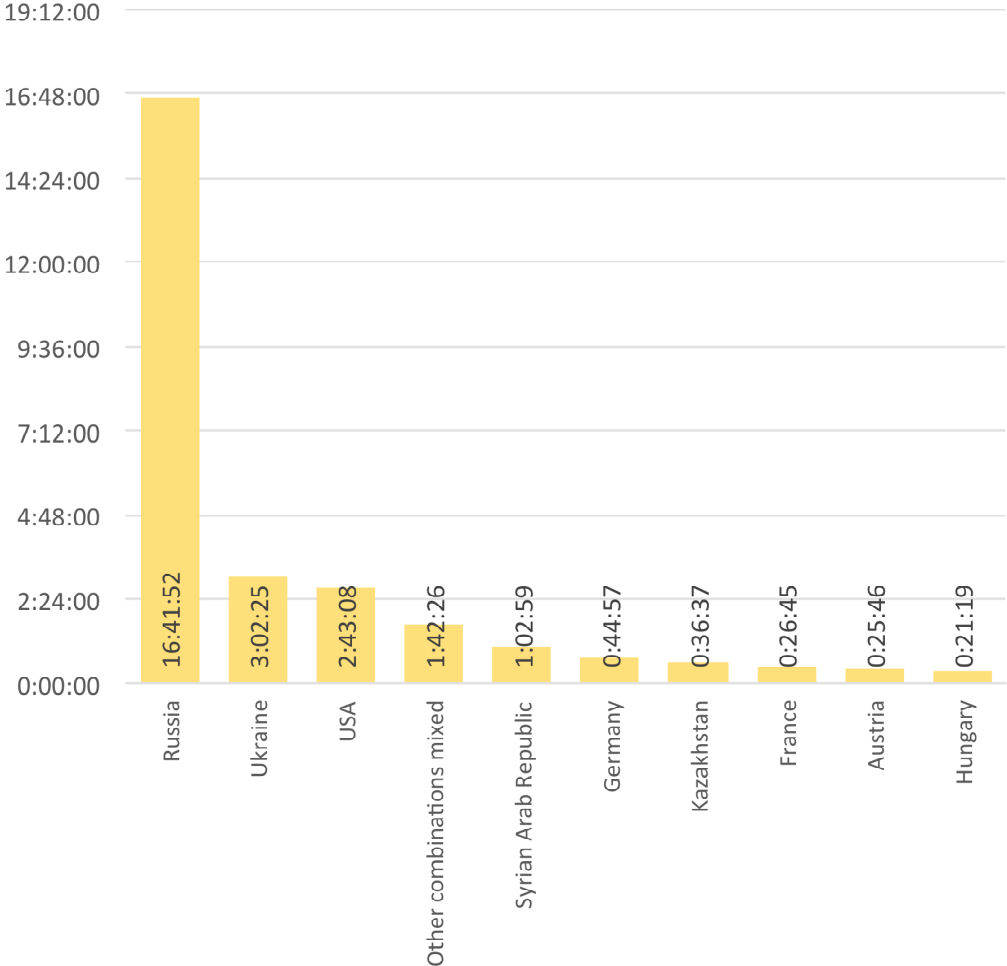
Dozhd



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

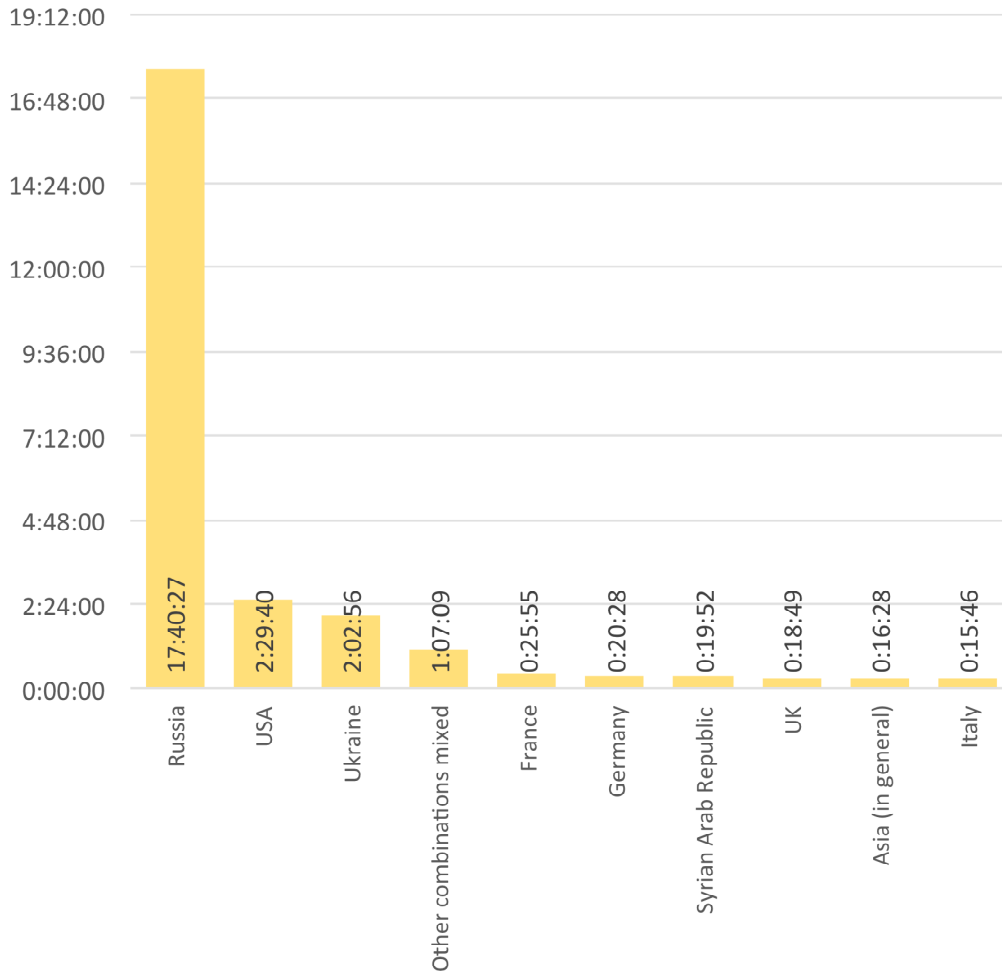
1st Channel



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

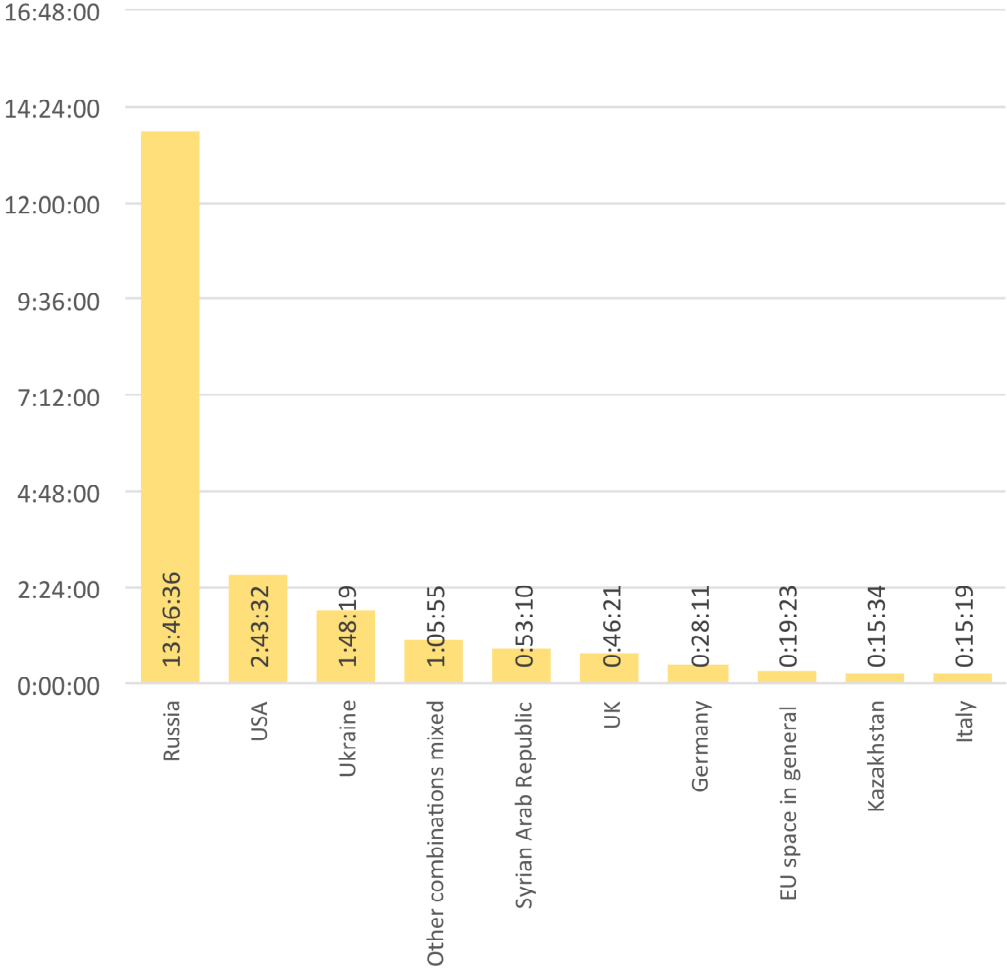
Russia 1



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

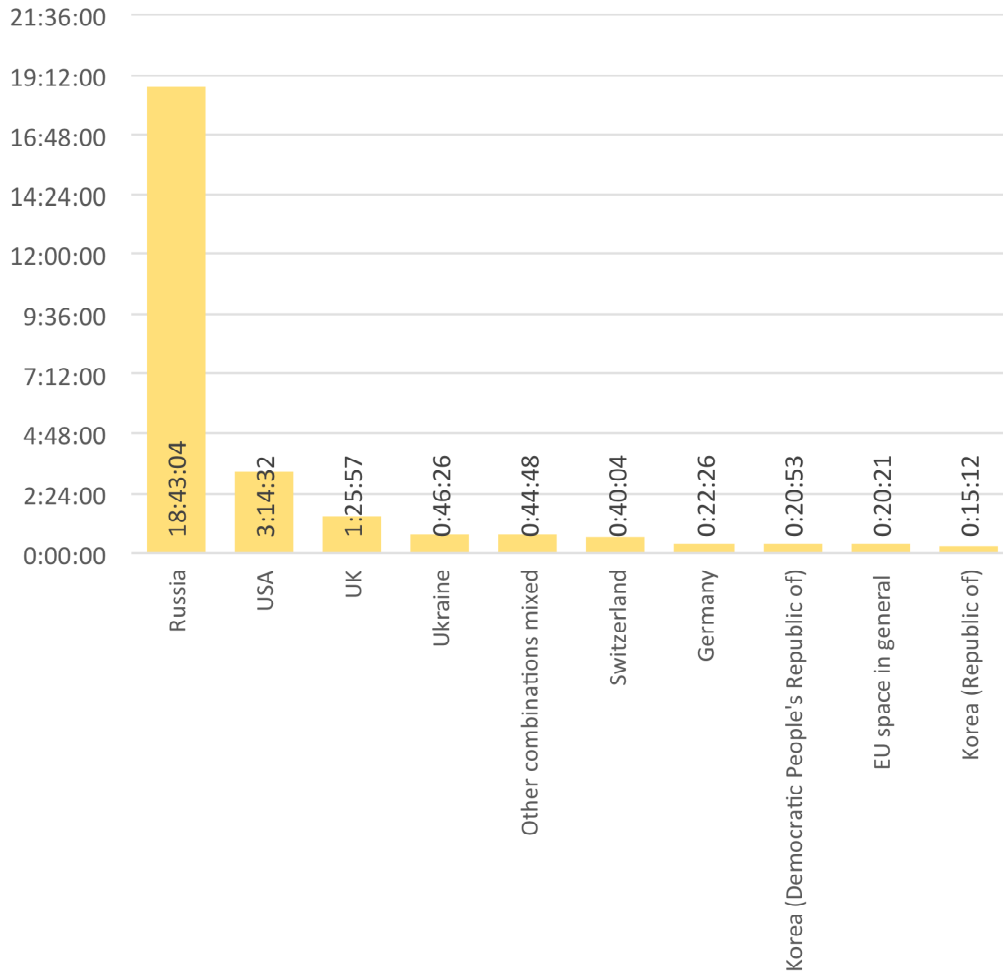
NTV



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

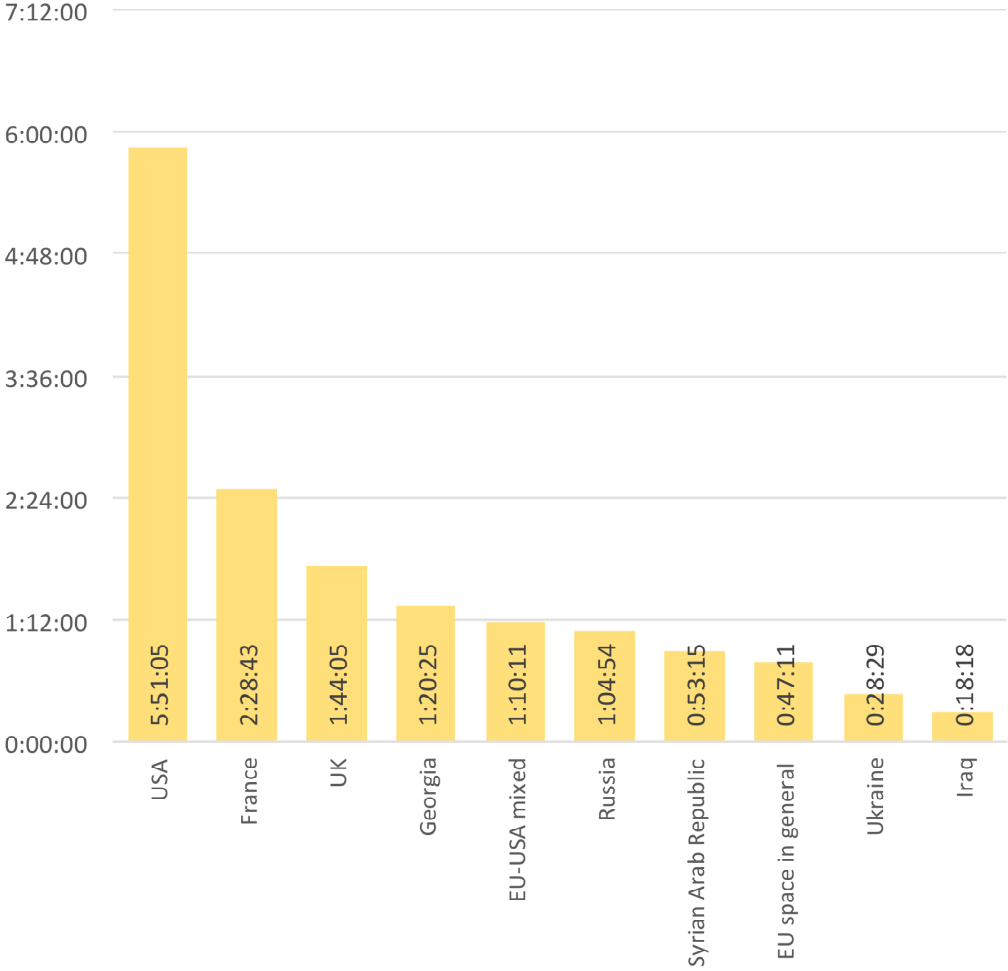
RBK



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

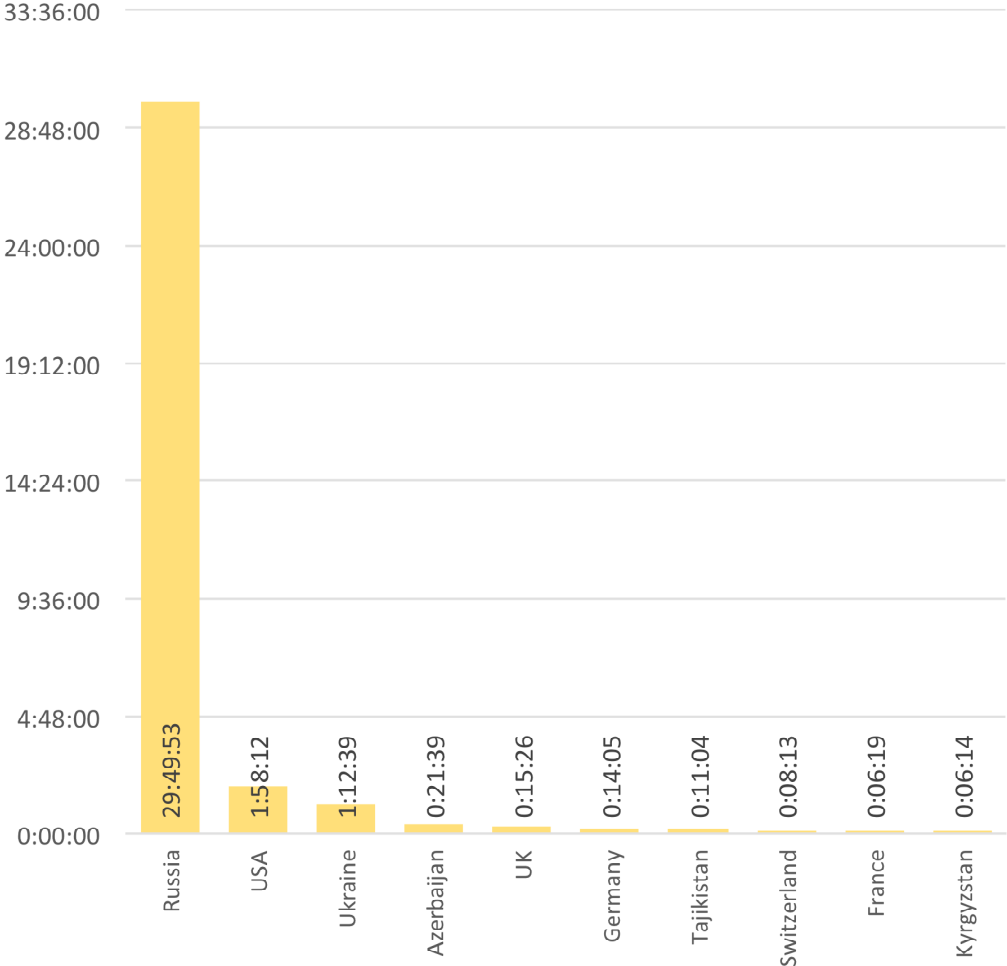
RT



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

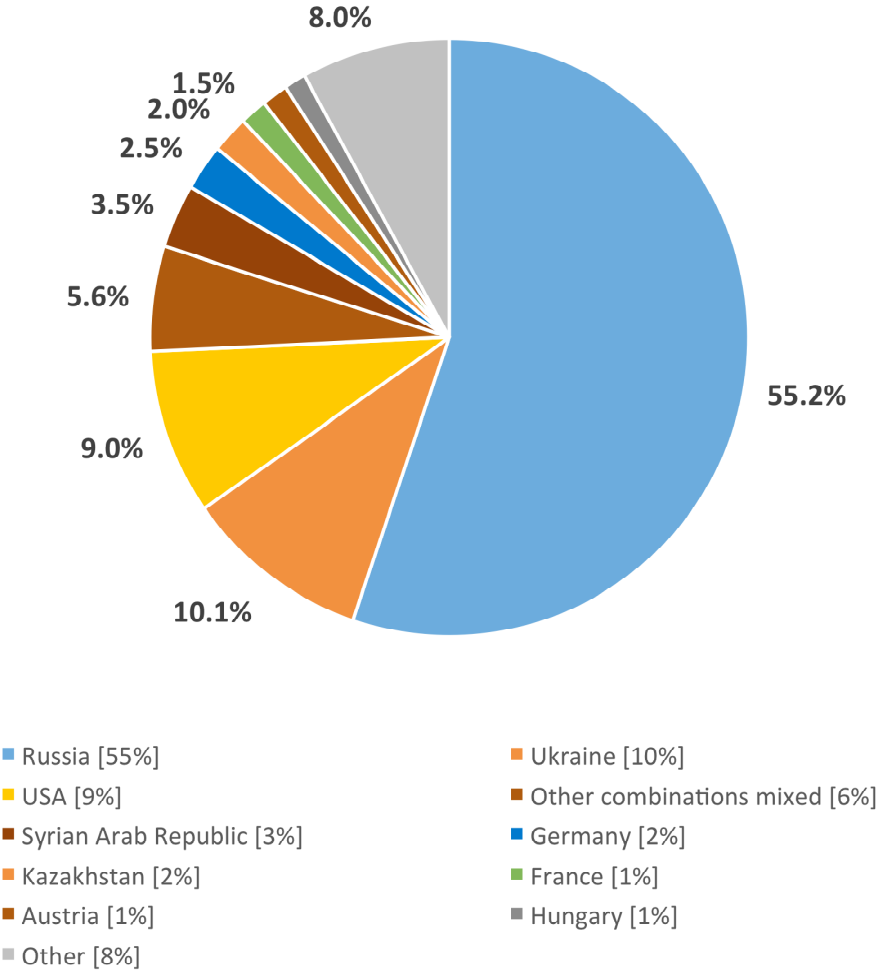
Dozhd



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

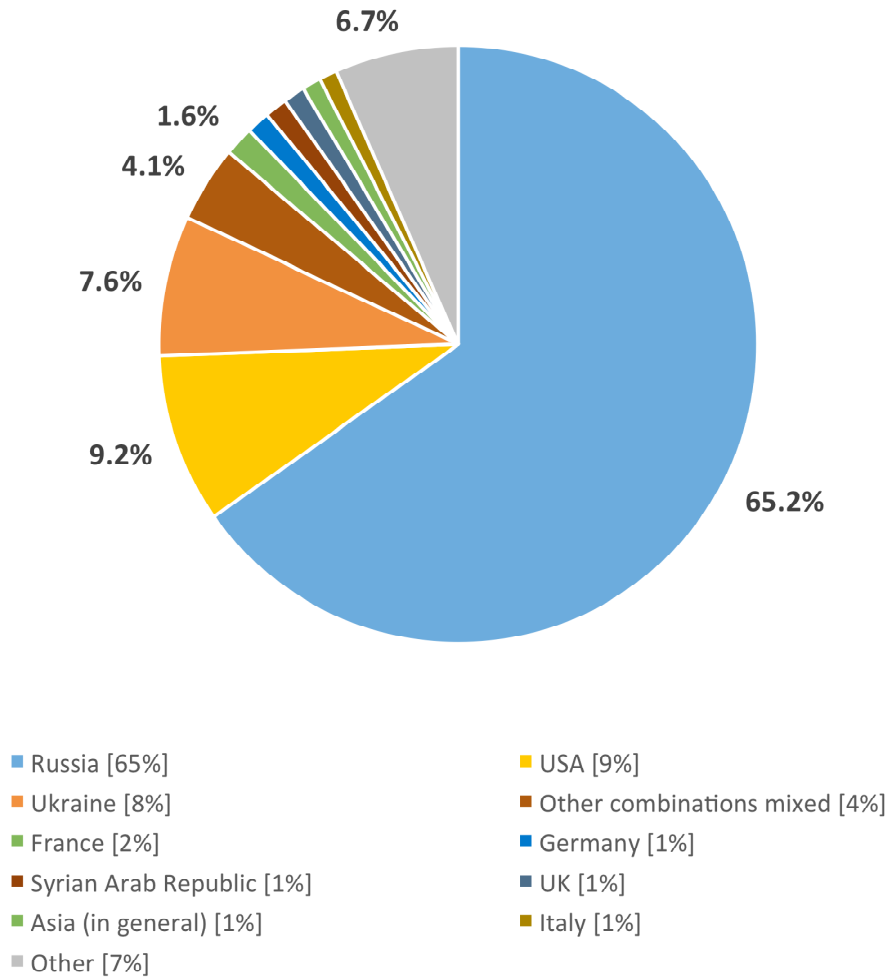
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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

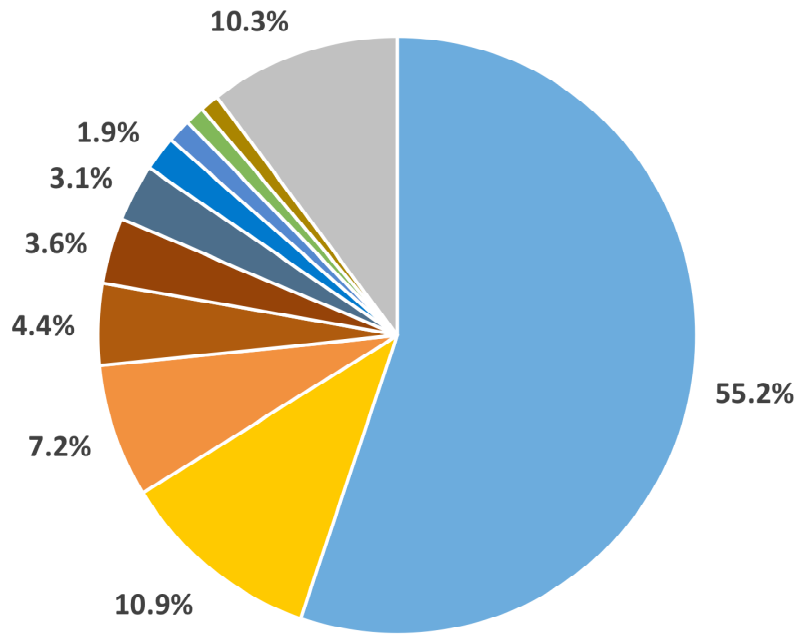
Russia 1



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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

NTV

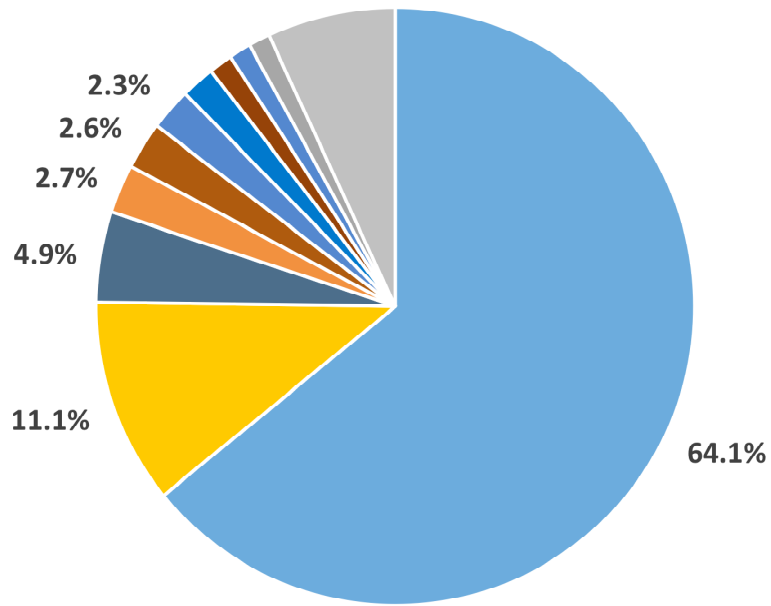


- Russia [55%]
- USA [11%]
- Ukraine [7%]
- Other combinations mixed [4%]
- Syrian Arab Republic [4%]
- UK [3%]
- Germany [2%]
- EU space in general [1%]
- Kazakhstan [1%]
- Italy [1%]
- Other [10%]

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

RBK

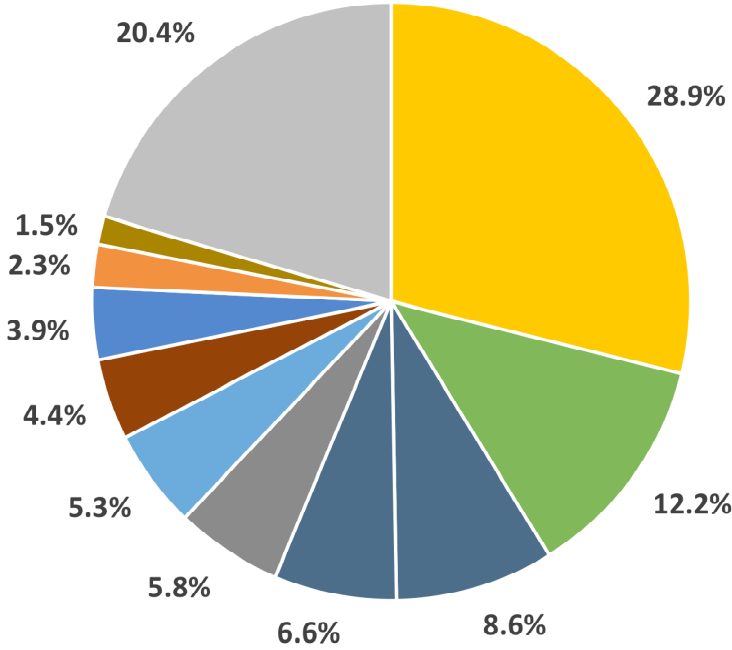


- Russia [64%]
- USA [11%]
- UK [5%]
- Ukraine [3%]
- Other combinations mixed [3%]
- Switzerland [2%]
- France [2%]
- Germany [1%]

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

RT

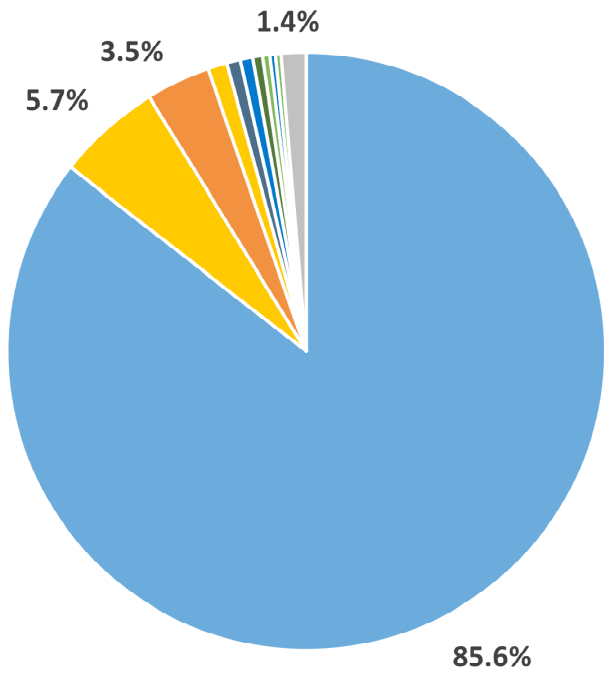


- USA [29%]
- France [12%]
- UK [9%]
- Georgia [7%]
- EU-USA mixed [6%]
- Russia [5%]
- Syrian Arab Republic [4%]
- EU space in general [4%]
- Ukraine [2%]
- Iraq [2%]
- Other [20%]

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Monitoring of Russian TV channels | GEOGRAPHICAL AREA OF COVERAGE

Dozhd



- Russia [86%]
- USA [6%]
- Ukraine [3%]
- Azerbaijan [1%]
- UK [1%]
- Germany [1%]
- Tajikistan [1%]
- Switzerland [0%]
- France [0%]
- Kyrgyzstan [0%]
- Other [1%]

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