



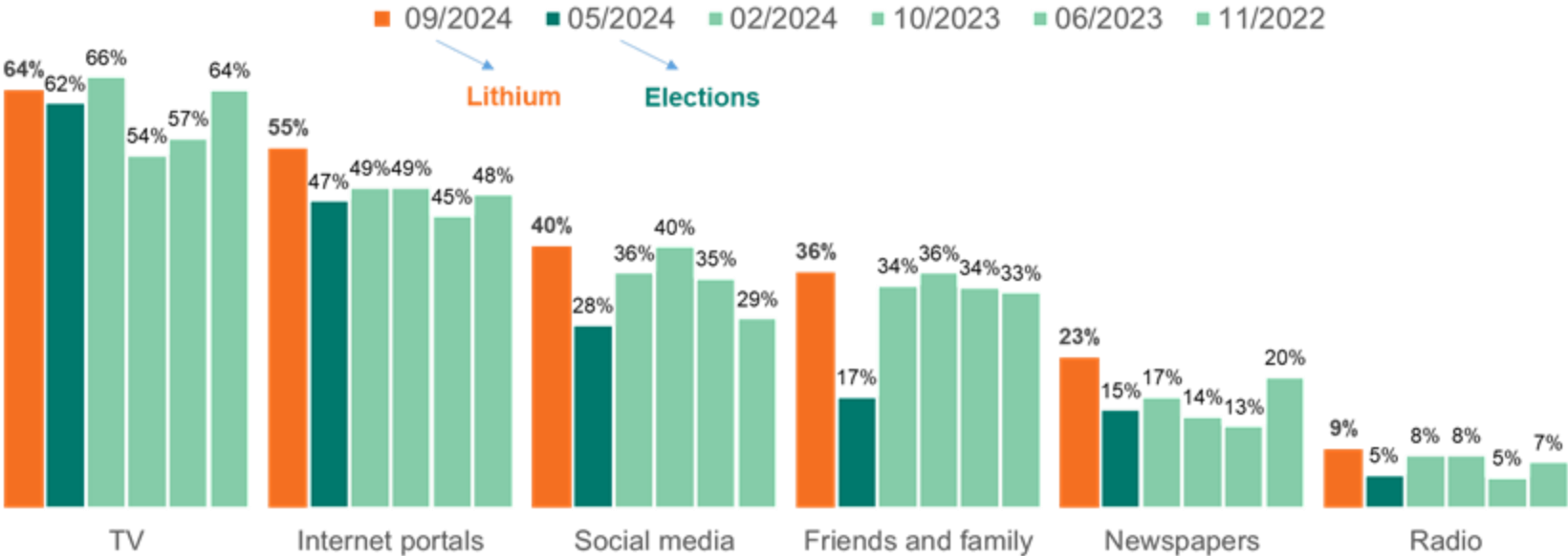
Information landscape, state of institutions and the rule of law in Serbia

January 2025, Belgrade

Information landscape

CRTA: *Opinion poll:* **Television and internet portals** are the two most common sources of information on political and social issues

What are your main sources of information on political and social issues?



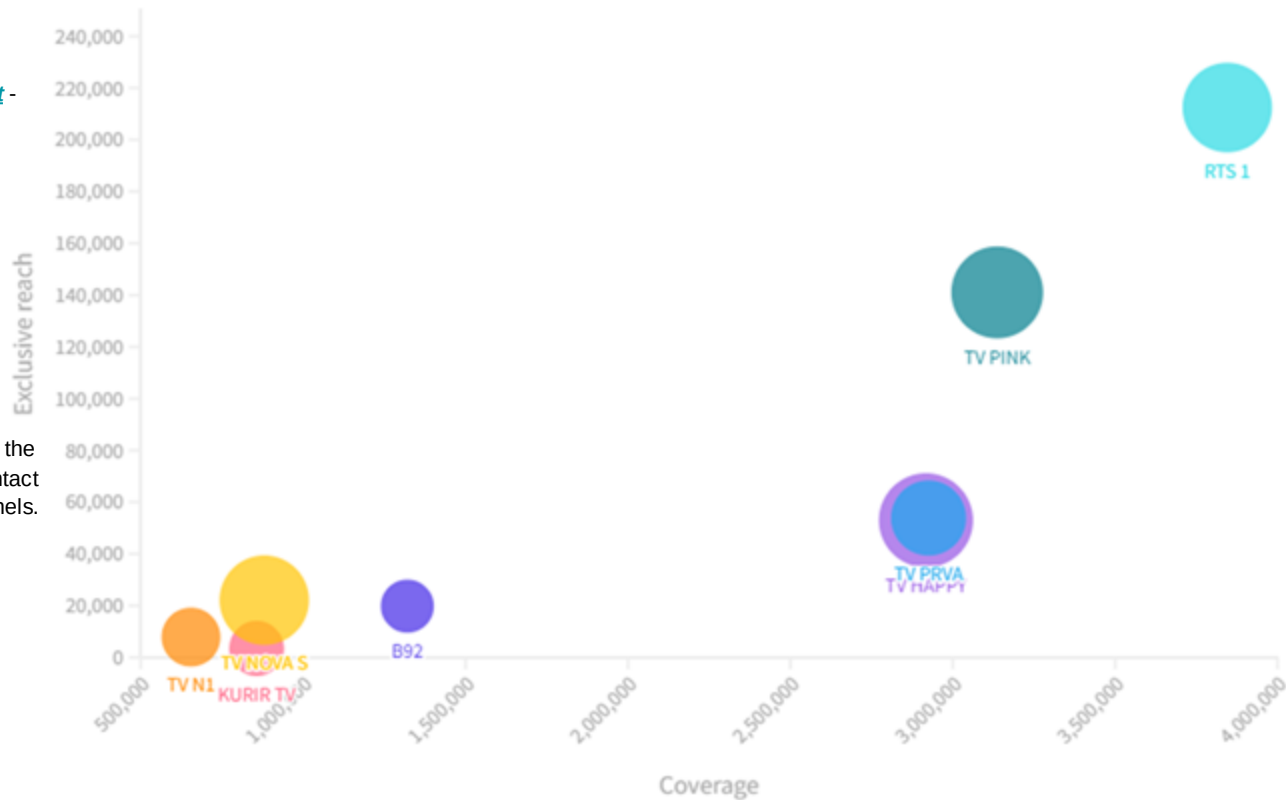
Source: CRTA's survey, November 2022 - September 2024.

CRTA: RTS has the highest coverage and exclusive reach, making it the most significant TV channel. However, TV Pink stands out with distinctly higher coverage than other channels

The size of the bubble: Average Time Spent - Average time spent on specific content on televisions.

Exclusive Reach: The portion of the population of the analyzed target group that has come into contact with the analyzed content on a specific television channel and did not watch any other content on other TV channels.

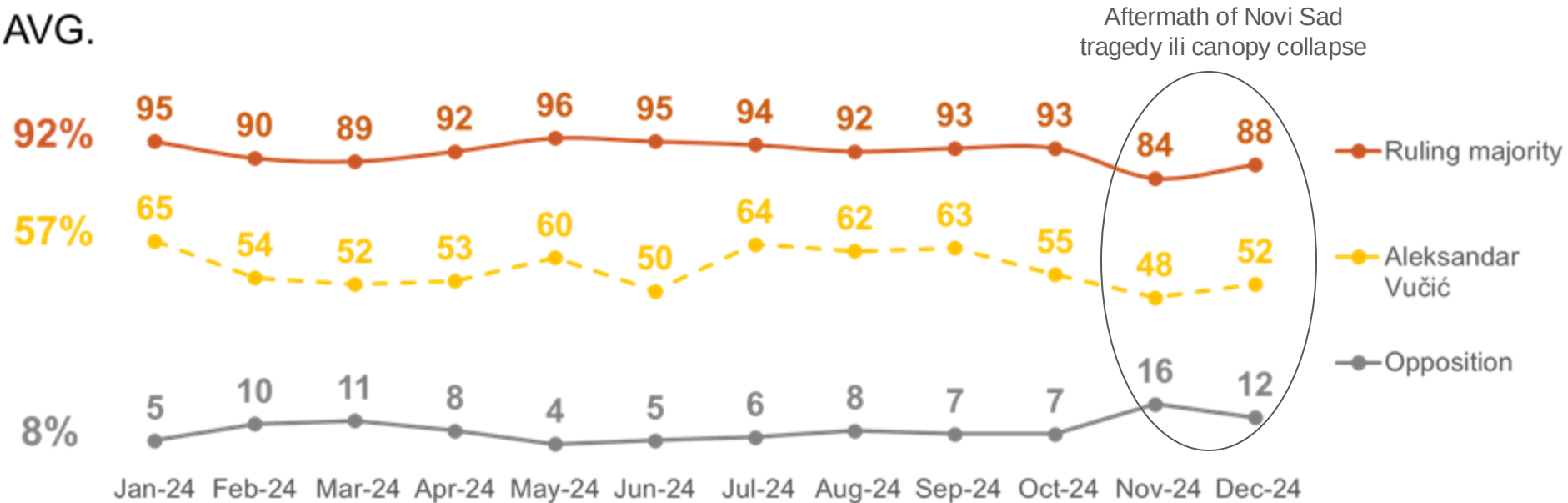
Coverage: The total cumulative population of the analyzed target group that has come into contact with the analyzed content on television channels. The contact should have lasted at least five minutes.



CRTA: *Media monitoring:* The **ruling majority continuously dominates** the media coverage, while **more than 50%** of air time is dedicated only **to Aleksandar Vučić**

**10:1 for ruling majority
over opposition**

AVG.



Source: CRTA media monitoring, Jan '24 - Dec '24; Sample: Central news on TV channels with national coverage (RTS 1, Pink, Prva, Happy, and B92).

CRTA: Media monitoring: President of Serbia scored 354 live TV appearances in 2024

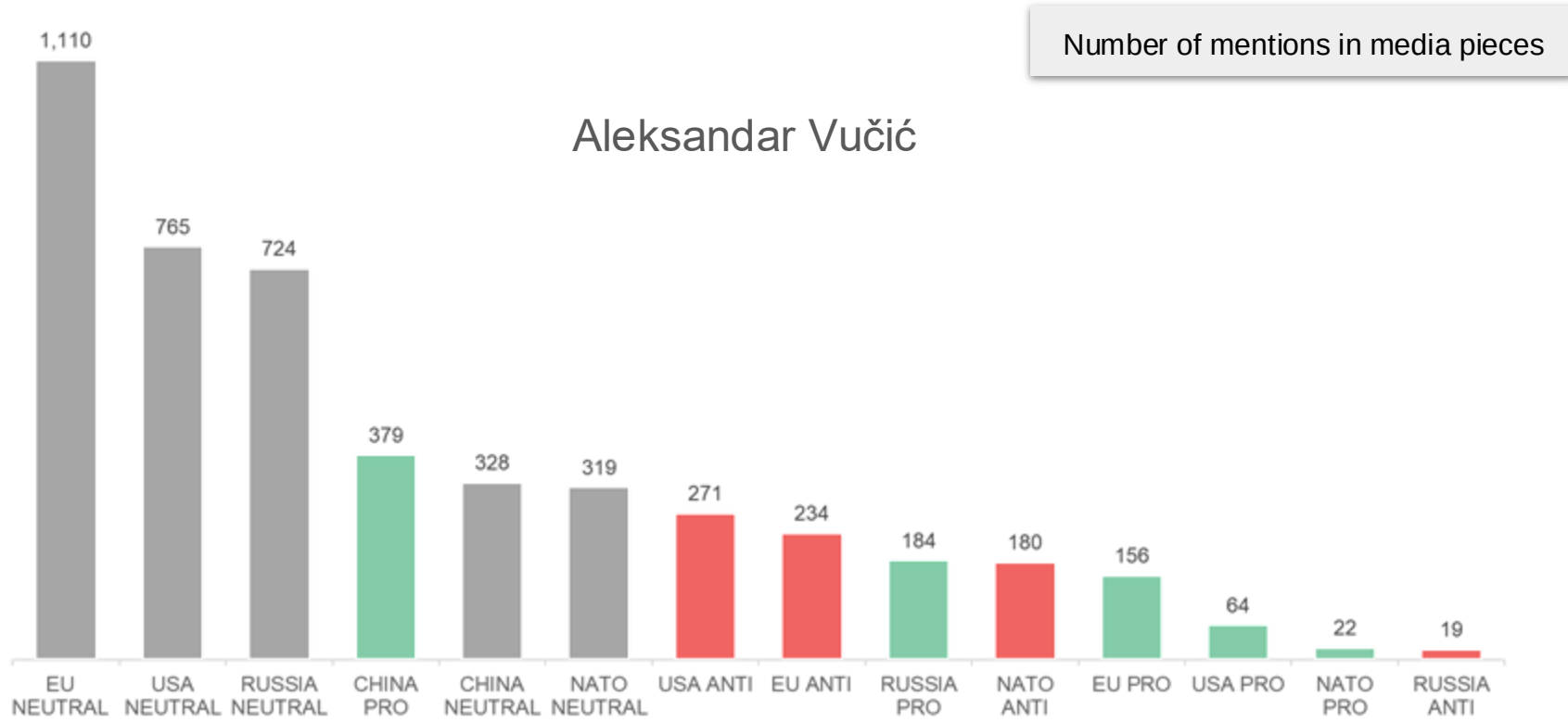


Total number of President Vučić live appearances on TV channels.



- Average broadcast time: approximately **30 minutes**.
- Maximum of **fourteen consecutive days** without Vučić's live addresses.
- Highest number of live addresses in one day: **SIX**

CRTA: *Media monitoring:* When the President is quoted in biased media pieces, the sentiment towards the EU, the US and NATO is often negative



Source: CRTA media monitoring, September '23 - August '24; Sample: selected TV channels with national coverage, national daily newspapers and online portals.

CRTA: Media monitoring: The **anti-West** narrative dominates, with **pro-Russian** narrative **consistently following**

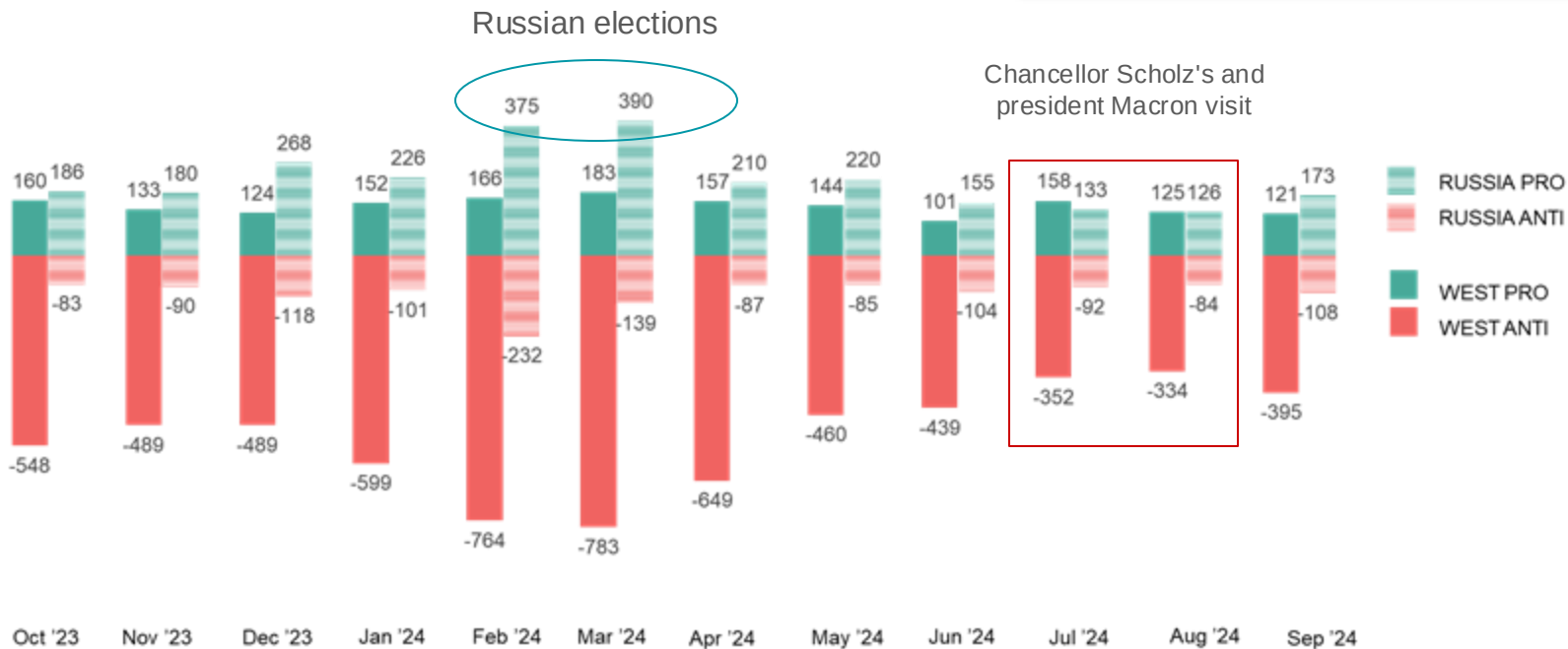
Number of mentions in media pieces



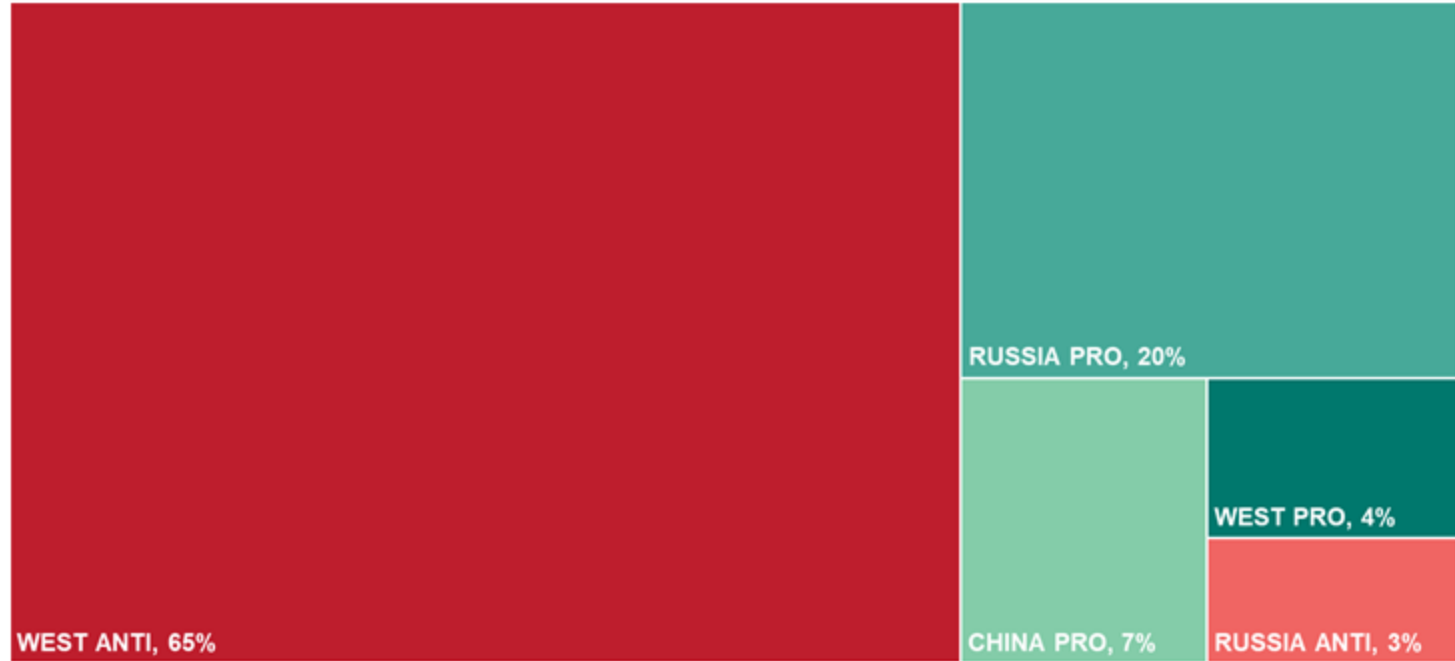
Source: CRTA media monitoring; Sample: selected TV channels with national coverage and national daily newspapers.

Media monitoring: Anti-West coverage dominates. Pro-Russia narrative consistently tops the pro-West narrative, except during visits by Chancellor Scholz and president Macron; pro-Russian peaks around Russian elections

Number of mentions in media pieces



CRTA: *Media monitoring: Anti-Western sentiments dominate the realm of information manipulation*



CRTA: Serbia and Republika Srpska officials promoting Russia - October 13, 2024 - Football match



CRTA: *Media analysis:* **TOP manipulative narratives** - Narratives that **vilify West** dominates; **state officials as largest disseminators**

Vilifying EU or West

Personality cult

Vilifying opponents

**Vilifying
neighbours**

CRTA made an in-depth analysis to supplement its media monitoring in **February 2023** and then in **July 2024**.

Vilifying West (EU) is topping the list of the **most pervasive narratives in Serbian media**

Largest manipulation disseminators - **state officials**

Second largest manipulation disseminator of narratives that **vilify West** is **A. Vučić**

Pro-Russia narrative is not among the **most pervasive narratives**. Largest disseminators here are **pro-government journalists**.



CRTA: