

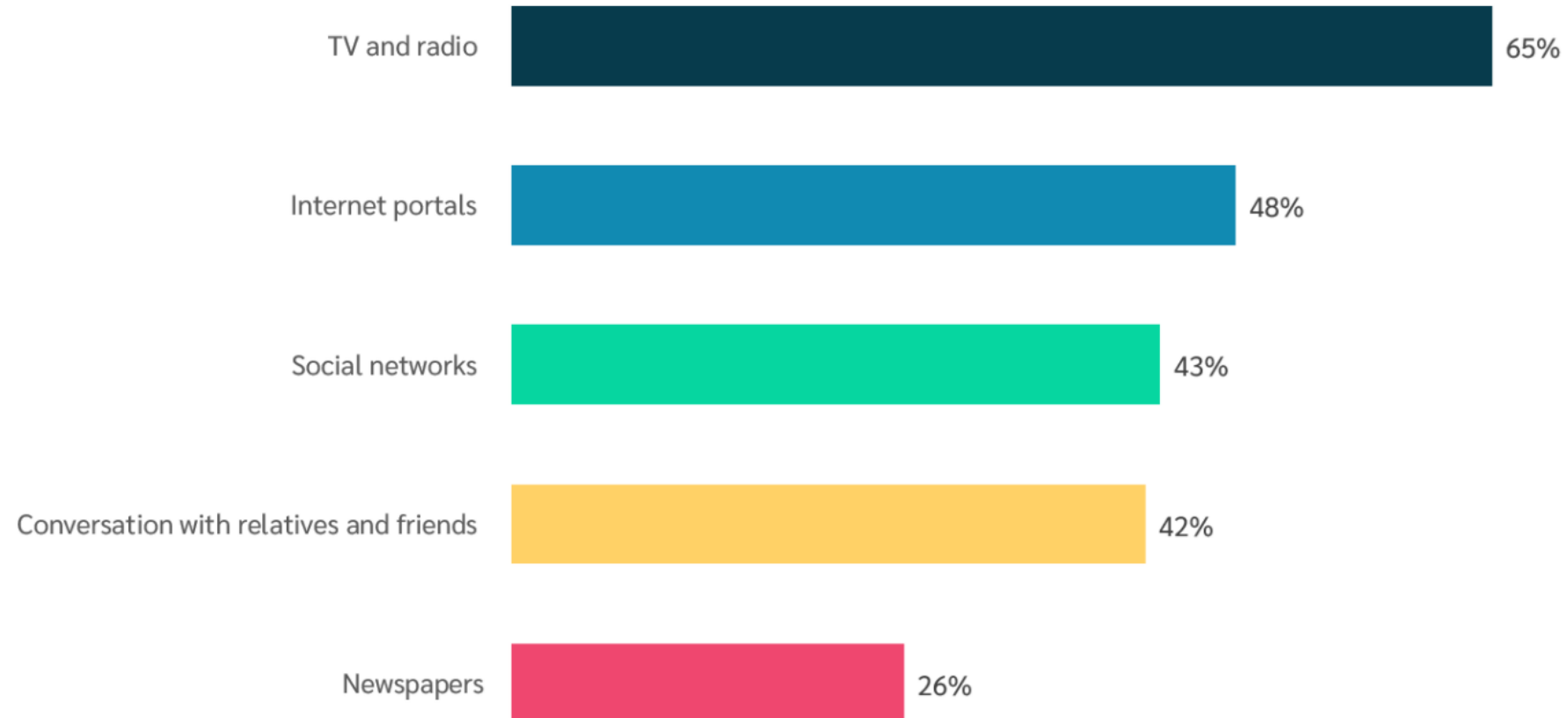
CRTA:

**POLITICAL PLURALISM
MEDIA MONITORING
IN SERBIA**

July 2020 – June 2021

TV is the main source of information in Serbia.

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



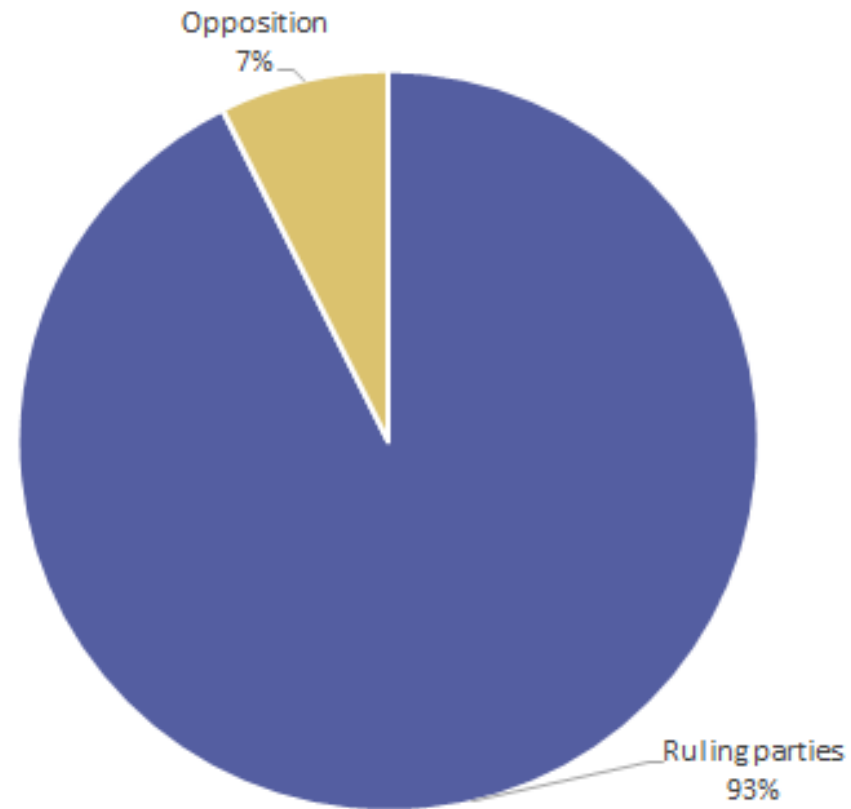
- Sources: Crta Public Opinion Survey, November 16 - November 22, 2020, multiple answer question

Methodology

- **Monitoring period:** July 16, 2020 – June 30, 2021
- **Monitored TV stations:**
 - **Five TV stations with national coverage:** RTS 1 (public broadcaster), TV Pink, TV Prva, TV Happy, TV B92.
- **Focus of monitoring:** central news program
- **Unit of analysis:** second of representation in central news program

Dominant lack of pluralism in central news program.

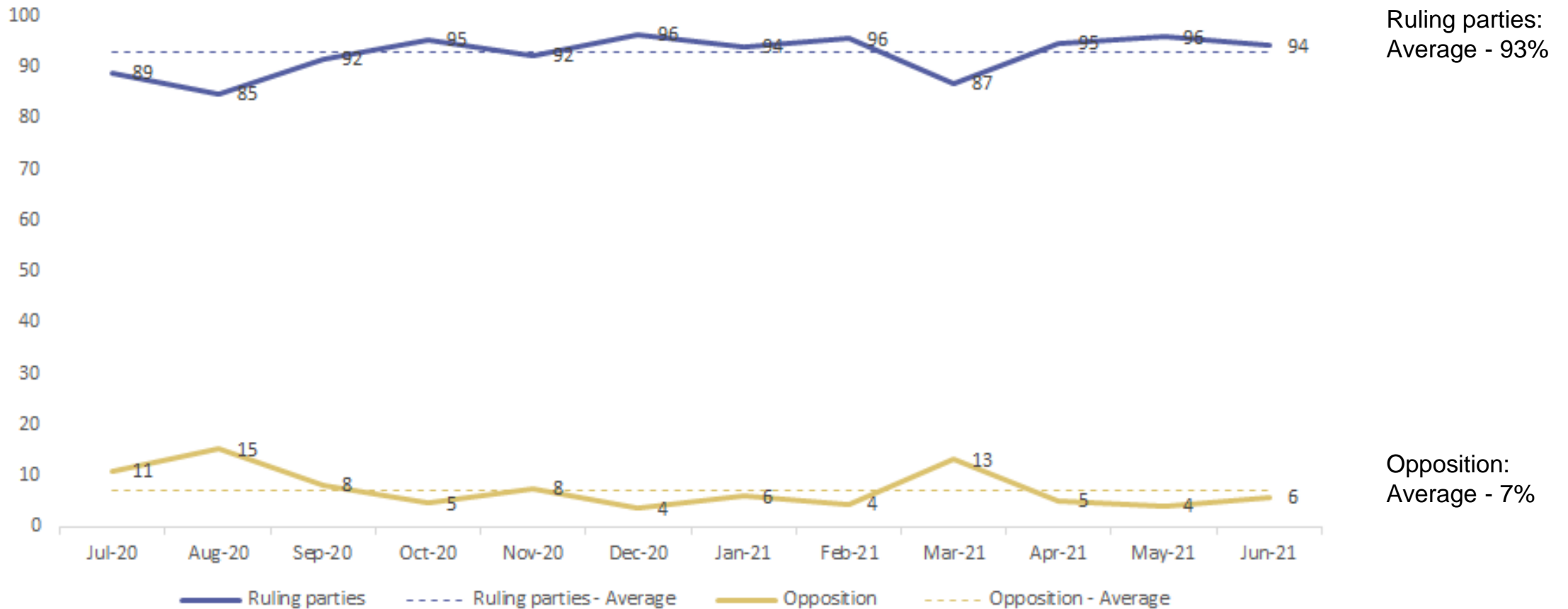
Representation of parties in power and opposition representatives, in central news program of all TV stations with national coverage, July 2020 - June 2021* in %



- July 16th 2020 - June 30th 2021

The only increase in volume of reporting on opposition (in negative tone though) was during July 2020 protests and “Affair Mauritius” launched against Dragan Đilas in March 2021.

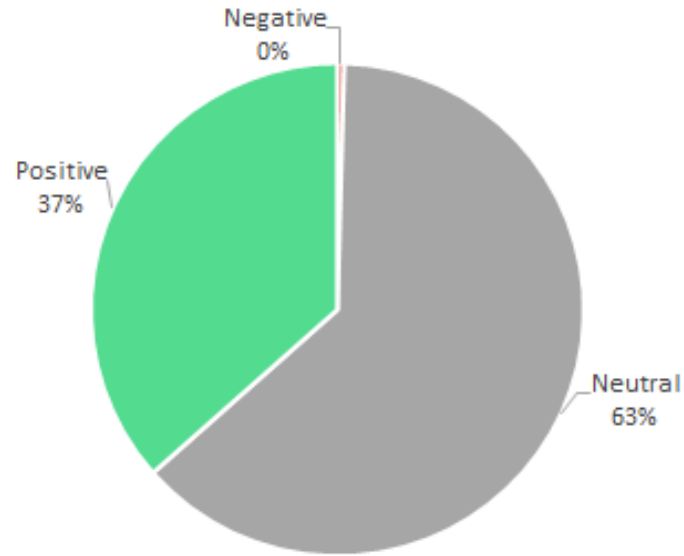
Representation of parties in power and opposition representatives, in central news program of all TV stations with national coverage, July 2020 - June 2021* in %



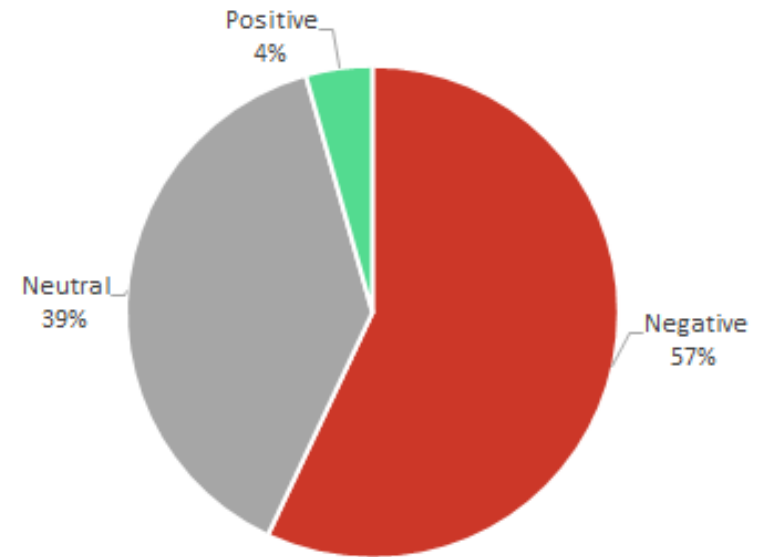
• July 16th 2020 - June 30th 2021

Even when opposition was present in the central news, they were mainly presented negatively.

Tone of presentation of parties in power and opposition representatives, in central news program of all TV stations with national coverage, July 2020 - June 2021* in %



Parties in power

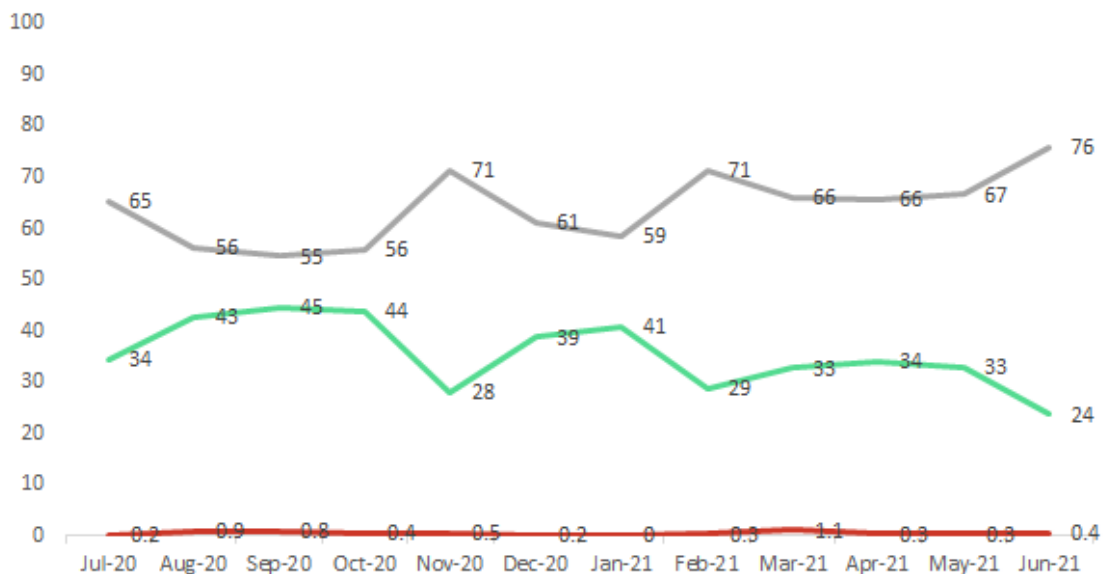


Opposition

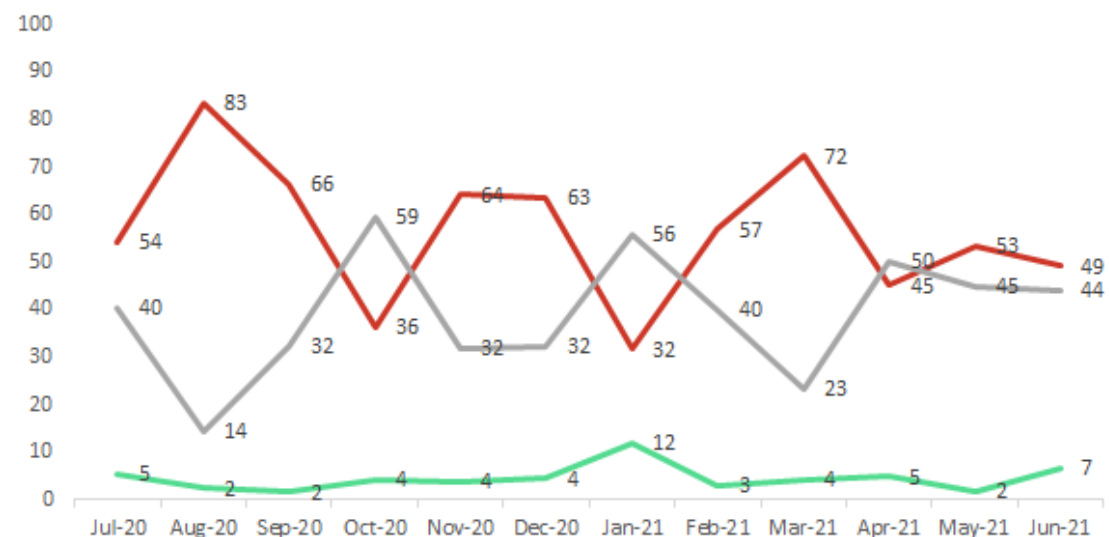
- July 16th 2020 - June 30th 2021

The only positive “spike” in positive reporting on opposition was in January 2021, when Čajetina mayor Stamatović opened gondola with President Vučić in Zlatibor.

Tone of presentation of parties in power and opposition representatives, in central news program of all TV stations with national coverage, July 2020 - June 2021*



Parties in power

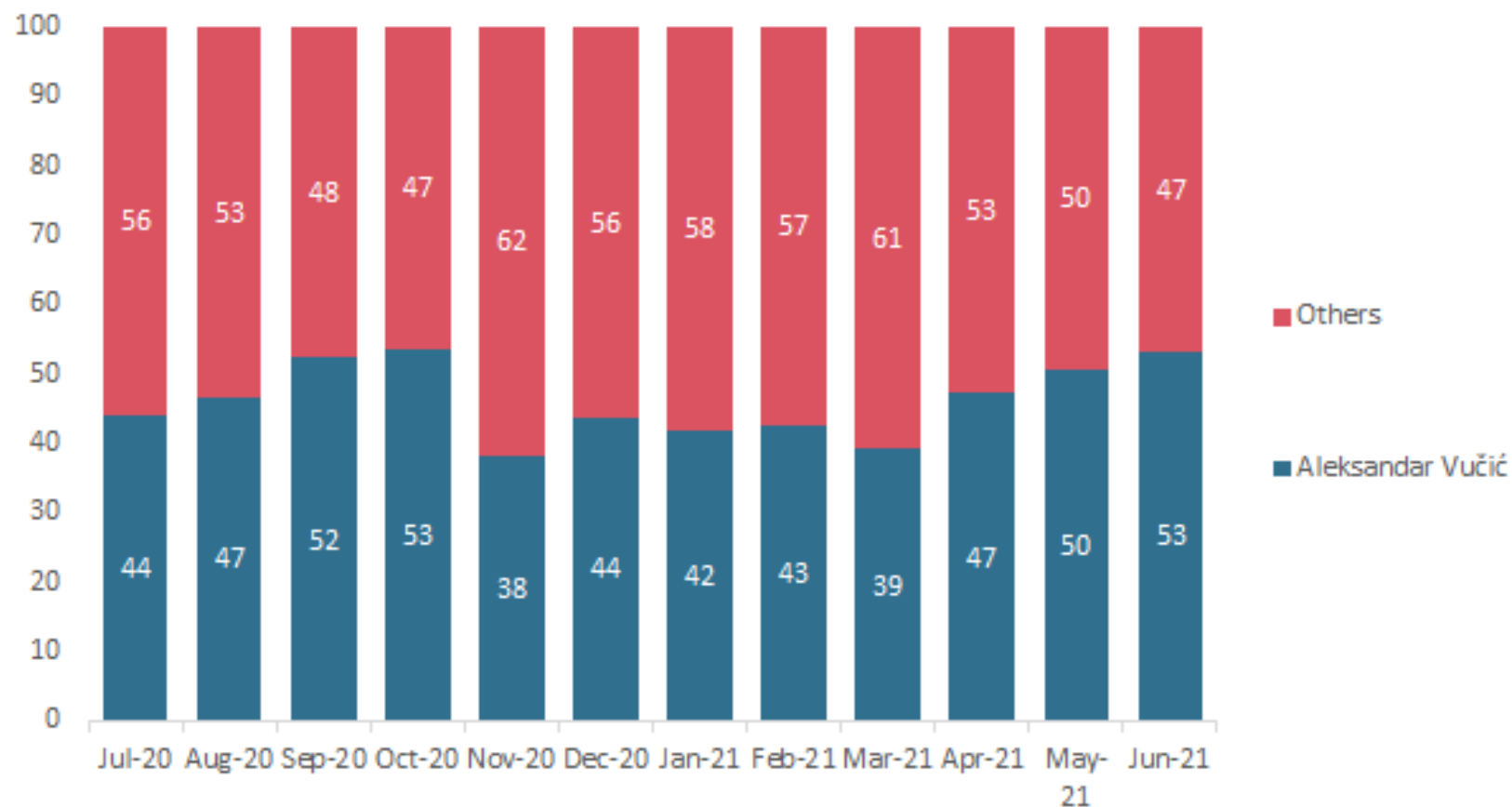


Opposition

• July 16th 2020 - June 30th 2021

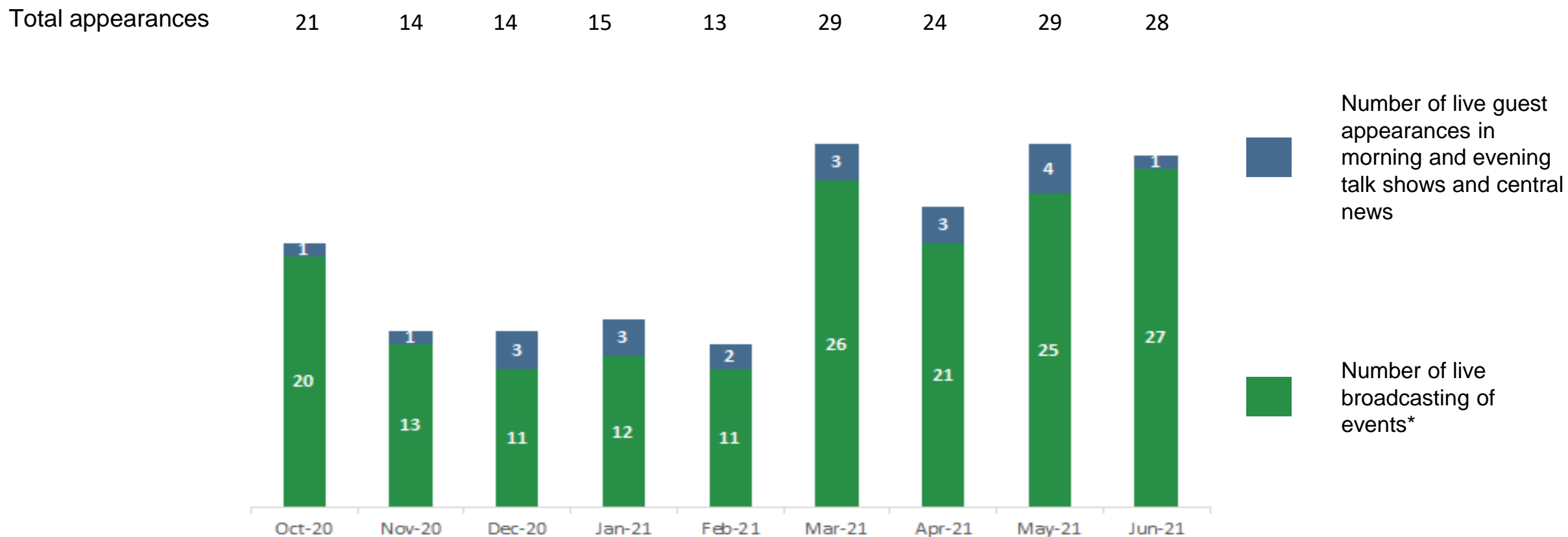
Every second interlocutor in central news in one year period was President of Serbia.

Percentage of total representation of political actors, in central news program of all TV stations with national coverage, July 2020 – June 2021* in %



• July 16th 2020 - June 30th 2021

The trend of frequent exclusive media appearances of President Vučić rises since March 2021.



*Events can be genuine and relevant (such as national celebrations, anniversaries, the signature of international treaties, etc.), genuine but marginal (such as the opening of public buildings), and pseudo-events (occasions created or managed by the government with the aim of garnering more extensive positive media coverage).