

INDEX

ODIHR EOM MEDIA MONITORING RESULTS	1
HOW TO READ THE CHARTS	1
MAIN RESULTS: ALL BROADCASTERS COMBINED (6 - 30 MAY)	2
MAIN RESULTS BY BROADCASTER (6 - 30 MAY)	5
NAMES AND ACRONYMS OF POLITICAL ACTORS	13

CHARTS

<i>Chart 1. All broadcasters: trend of political and election coverage over time</i>	2
<i>Chart 2. All broadcasters: kinds of programmes covering political actors</i>	2
<i>Chart 3. All broadcasters: media coverage of national vs. local issues</i>	3
<i>Chart 4. All broadcasters: main topics of the media coverage of political actors</i>	3
<i>Chart 5. All broadcasters: paid airtime by TV channels (only SNS-coalition purchased paid airtime)</i>	4
<i>Chart 6. All broadcasters: media coverage of women in politics- all kind of programmes except paid airtime</i>	4
<i>Chart 7. RTS1: media coverage of political actors - all kind of programmes except paid airtime</i>	5
<i>Chart 8. RTS1: tone of coverage - all kind of programmes except paid airtime</i>	5
<i>Chart 9. RTV1: media coverage of political actors - all kind of programmes except paid airtime</i>	6
<i>Chart 10. RTV1: tone of coverage - all kind of programmes except paid airtime</i>	6
<i>Chart 11. TV PINK: media coverage of political actors - all kind of programmes except paid airtime</i>	7
<i>Chart 12. TV PINK: tone of coverage - all kind of programmes except paid airtime</i>	7
<i>Chart 13. TV HAPPY: media coverage of political actors - all kind of programmes except paid airtime</i>	8
<i>Chart 14. TV HAPPY: tone of coverage - all kind of programmes except paid airtime</i>	8
<i>Chart 15. TV PRVA: media coverage of political actors - all kind of programmes except paid airtime</i>	9
<i>Chart 16. TV PRVA: tone of coverage - all kind of programmes except paid airtime</i>	9
<i>Chart 17. TV B92: media coverage of political actors - all kind of programmes except paid airtime</i>	10
<i>Chart 18. TV B92: tone of coverage - all kind of programmes except paid airtime</i>	10
<i>Chart 19. TV N1: news coverage of political actors - all kind of programmes except paid airtime</i>	11
<i>Chart 20. TV N1: tone of coverage - all kind of programmes except paid airtime</i>	11
<i>Chart 21. TV NOVA S: news coverage of political actors - all kind of programmes except paid airtime</i>	12
<i>Chart 22. TV NOVA S: tone of coverage - all kind of programmes except paid airtime</i>	12

ODIHR EOM MEDIA MONITORING RESULTS

The OSCE/ODIHR Election Observation Mission (EOM) monitored a sample of Serbian broadcast media with a standard quantitative and qualitative analysis of their election coverage. The media monitoring aimed at providing reliable data on the distribution of time given to each political contestant, thus verifying if the media guaranteed a sufficient level of information on the various political alternatives in a balanced and fair manner.

The media outlets monitored during the course of the campaign were:

- RTS1
- RTV1
- TV Pink
- TV Happy
- TV Prva
- TV B92
- N1
- Nova S

The monitoring was conducted over the period between 6 May and 2 June 2024. Nationwide TV channels were monitored daily between 18:00 and 24:00 hours. In addition, the monitoring unit monitored prime time news of cable TV channels.

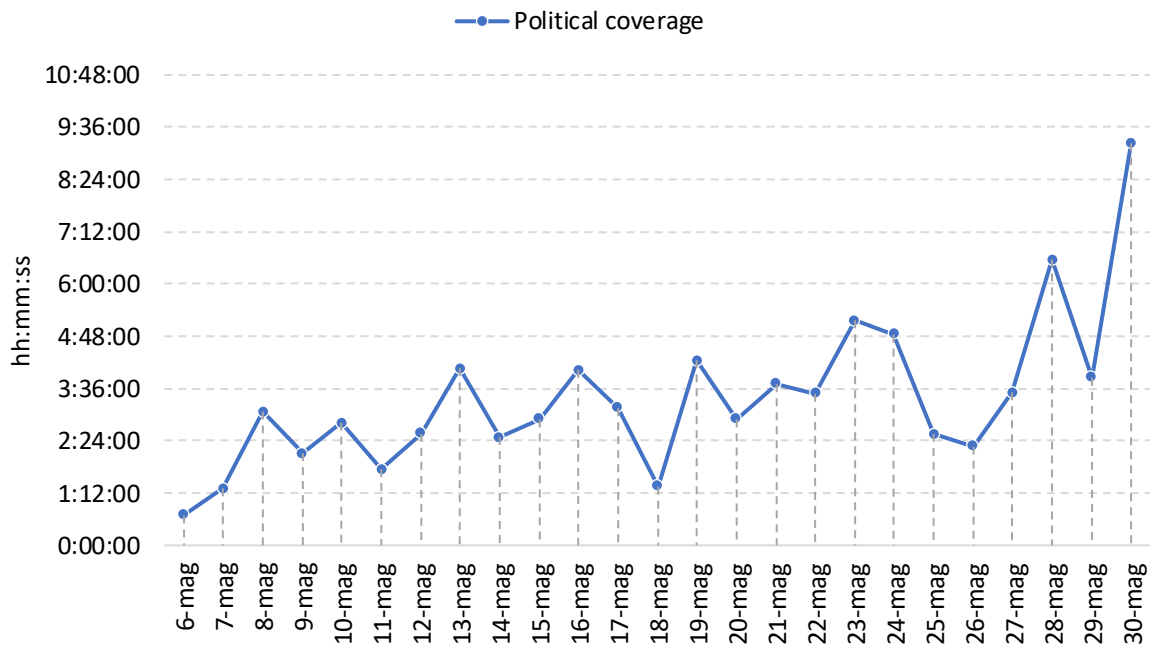
The number of records archived in the ad hoc database is 3,730.

HOW TO READ THE CHARTS

- The coverage of election contestants shows the distribution of airtime (in percentages and basis in absolute values) devoted to all parties, coalitions and candidates registered for the 2 June elections.
- The kinds of programmes differentiate paid airtime, free airtime, regular newscasts, information programmes/talk shows, and debates.
- The tone of the coverage recorded positive, negative or neutral references to political parties, coalitions and candidates.

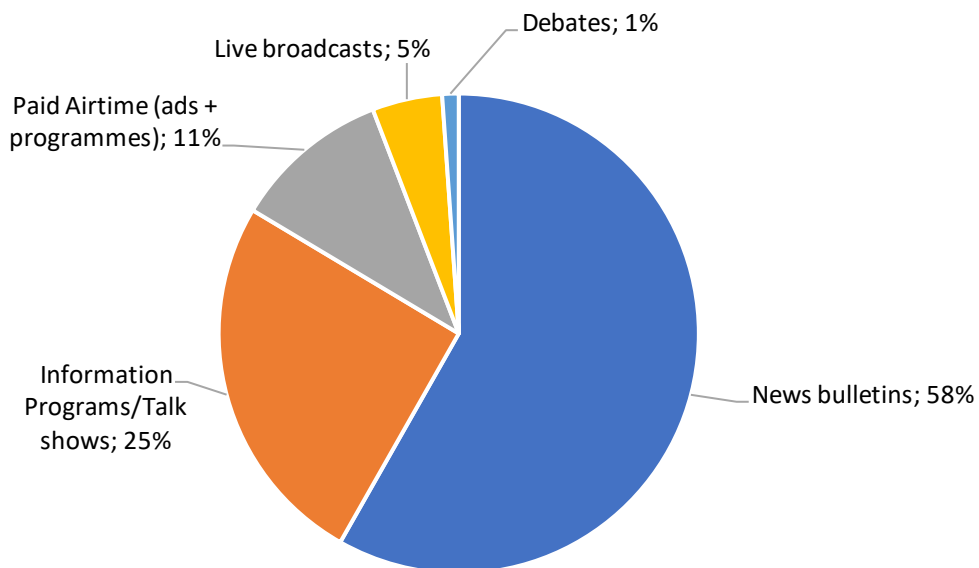
MAIN RESULTS: ALL BROADCASTERS COMBINED (6 - 30 May)

Chart 1. All broadcasters: trend of political and election coverage over time



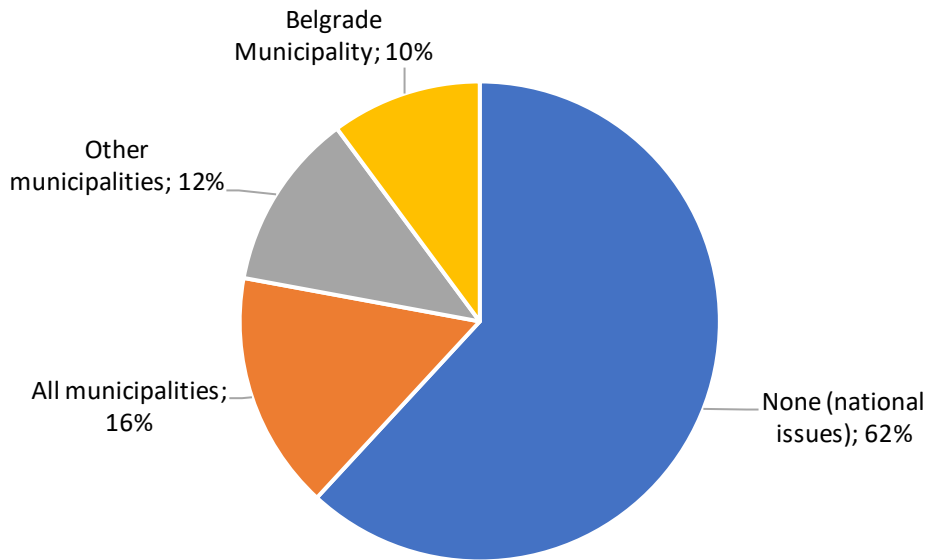
Base (hh:mm:ss): 84:38:29

Chart 2. All broadcasters: kinds of programmes covering political actors



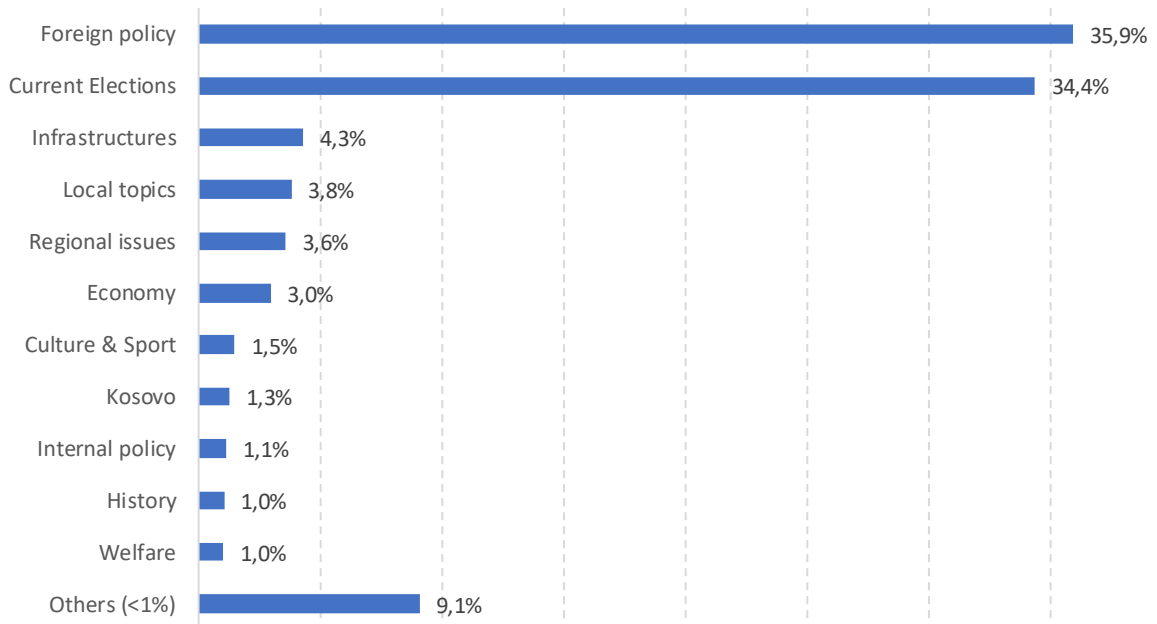
Base (hh:mm:ss): 84:38:29

Chart 3. All broadcasters: media coverage of national vs. local issues



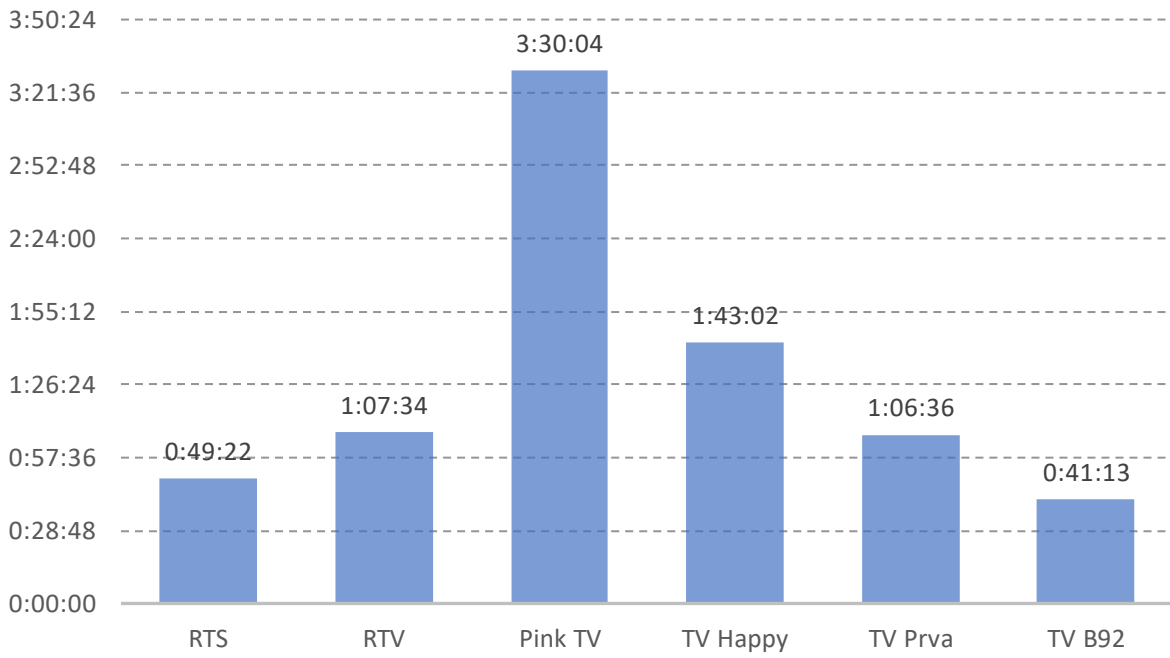
Base (hh:mm:ss): 84:38:29

Chart 4. All broadcasters: main topics of the media coverage of political actors



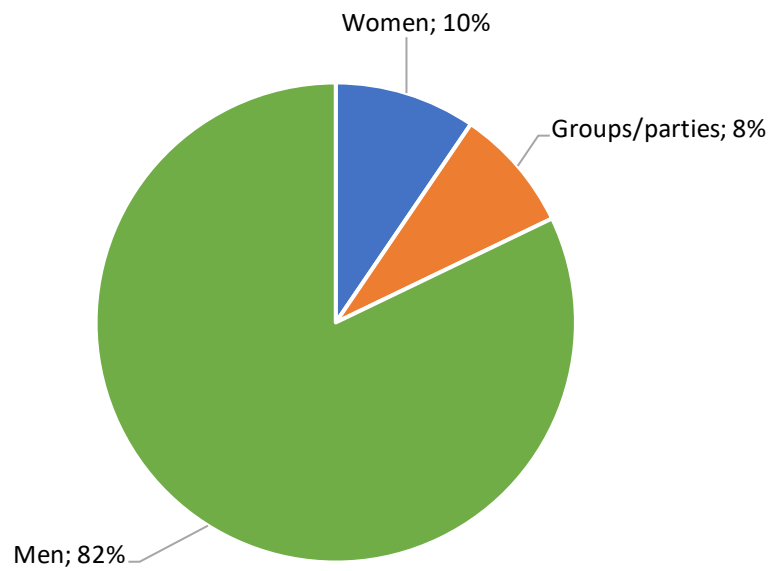
Base (hh:mm:ss): 84:38:29

Chart 5. All broadcasters: paid airtime by TV channels (only SNS-coalition purchased paid airtime)



Base (hh:mm:ss): 8:57:51

Chart 6. All broadcasters: media coverage of women in politics- all kind of programmes except paid airtime



Base (hh:mm:ss): 75:40:38

MAIN RESULTS BY BROADCASTER (6 - 30 May)

Chart 7. RTS1: media coverage of political actors - all kind of programmes except paid airtime

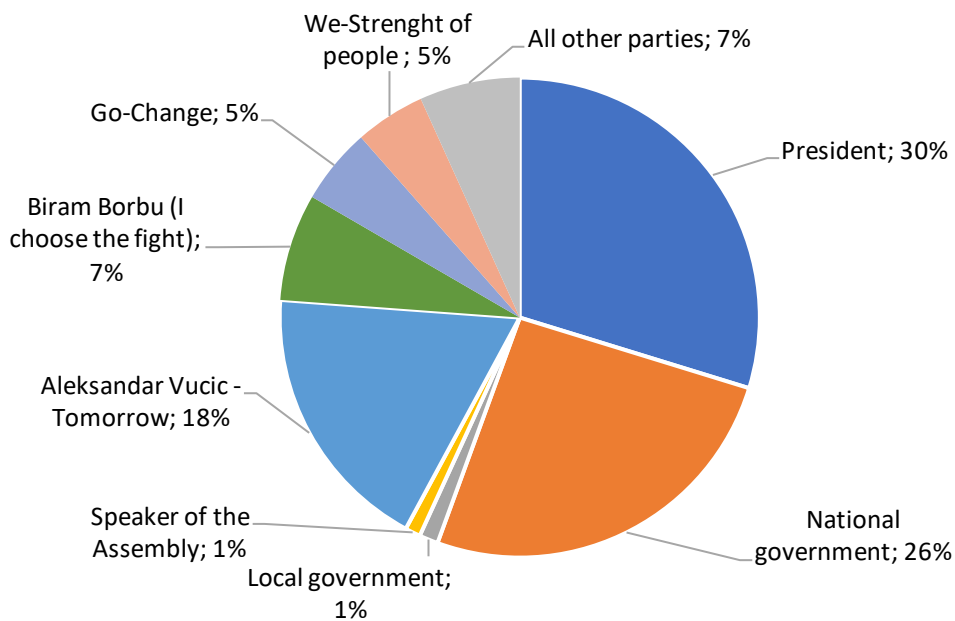
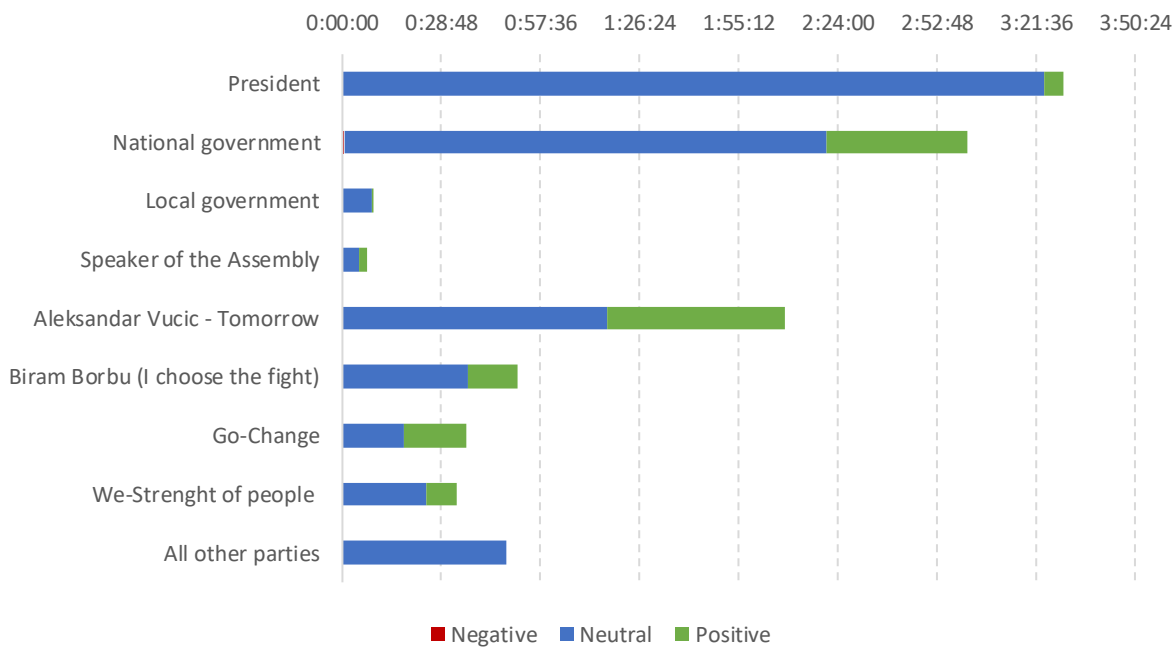


Chart 8. RTS1: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 11:43:54

Chart 9. RTVI: media coverage of political actors - all kind of programmes except paid airtime

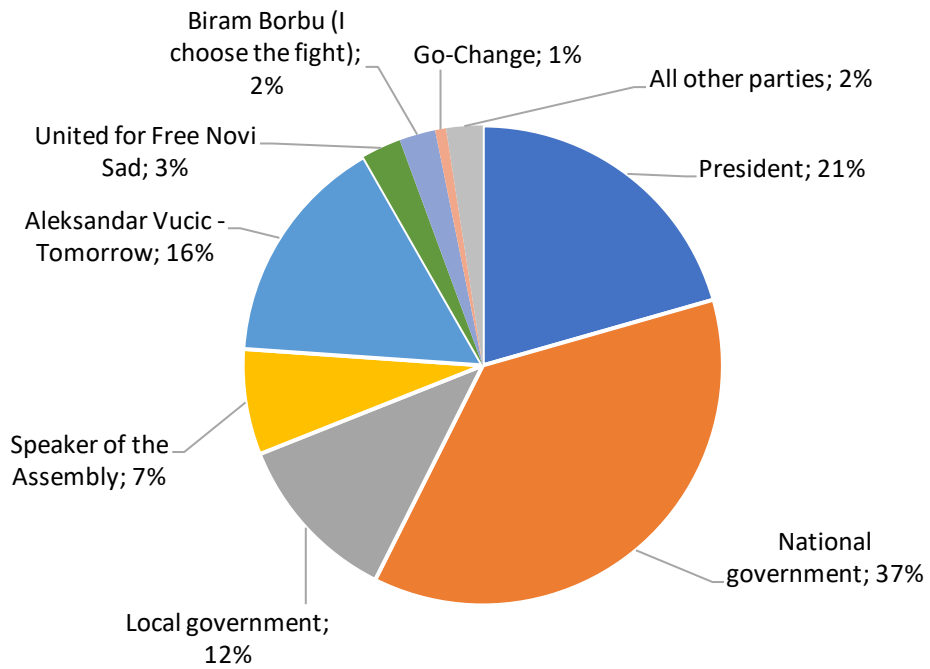
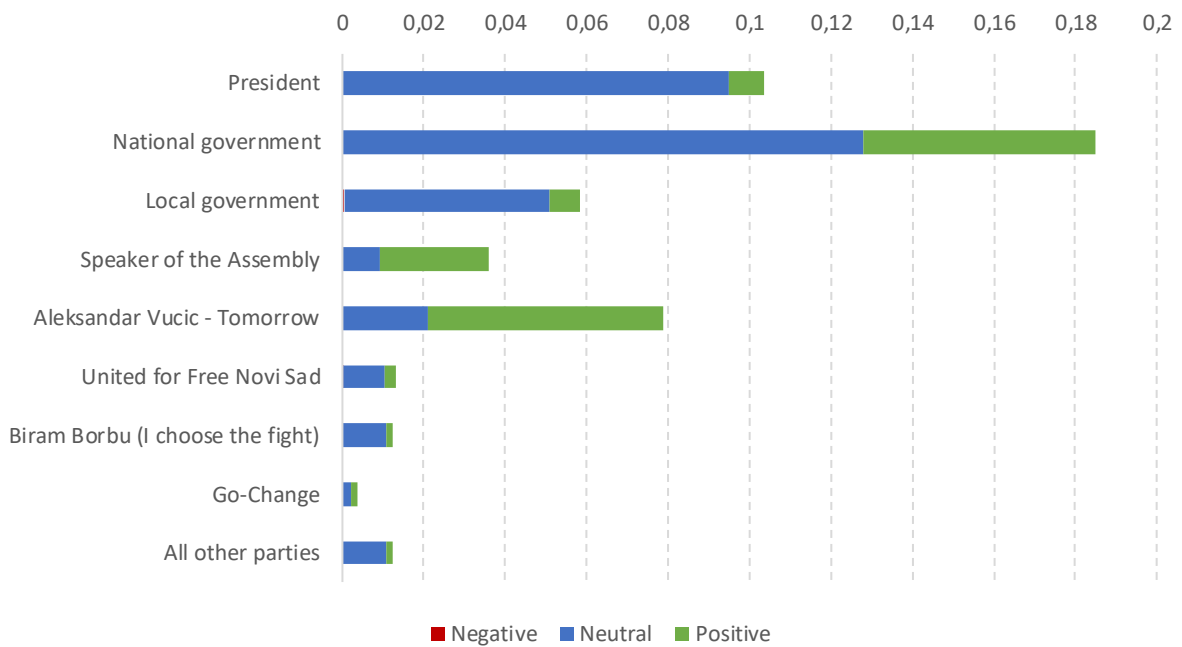


Chart 10. RTVI: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 12:03:40

Chart 11. TV PINK: media coverage of political actors - all kind of programmes except paid airtime

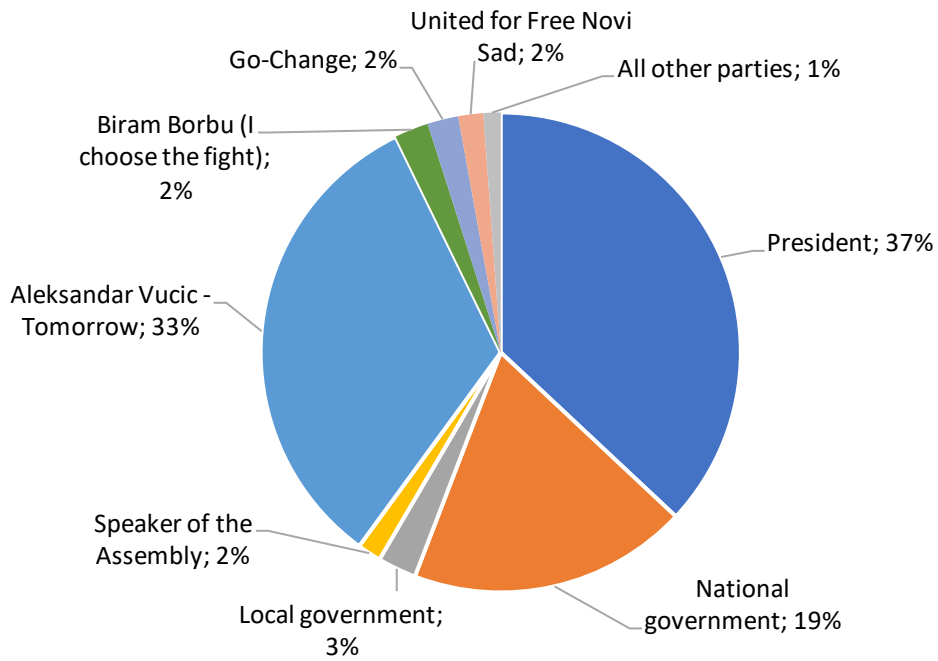
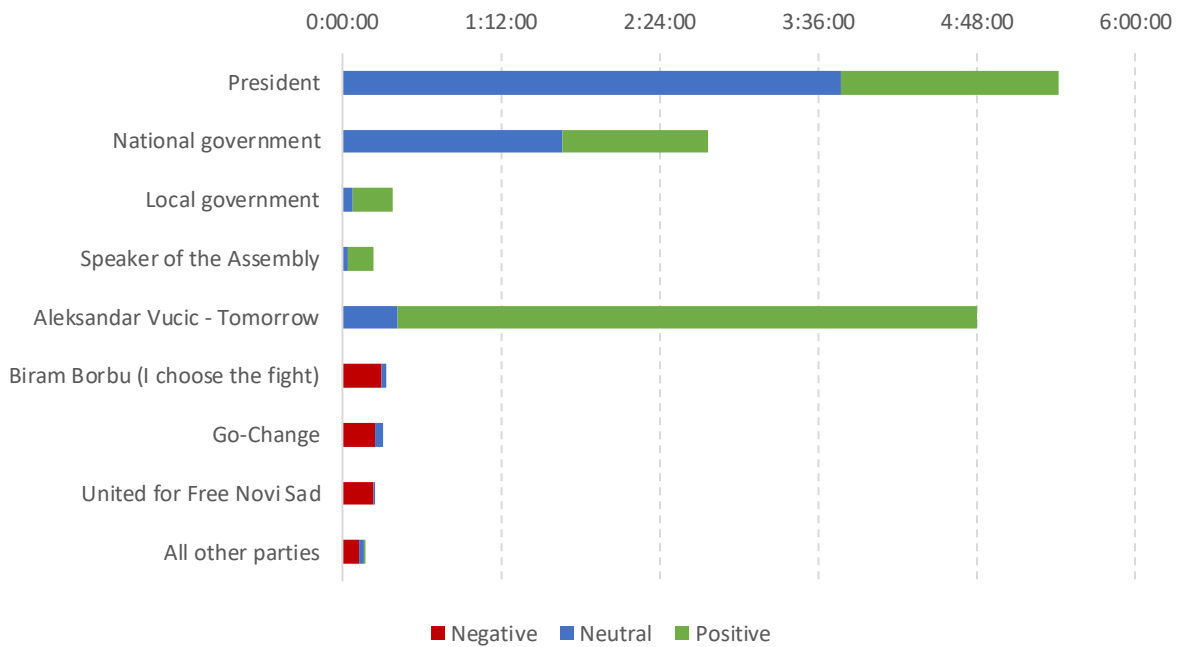


Chart 12. TV PINK: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 14:40:32

Chart 13. TV HAPPY: media coverage of political actors - all kind of programmes except paid airtime

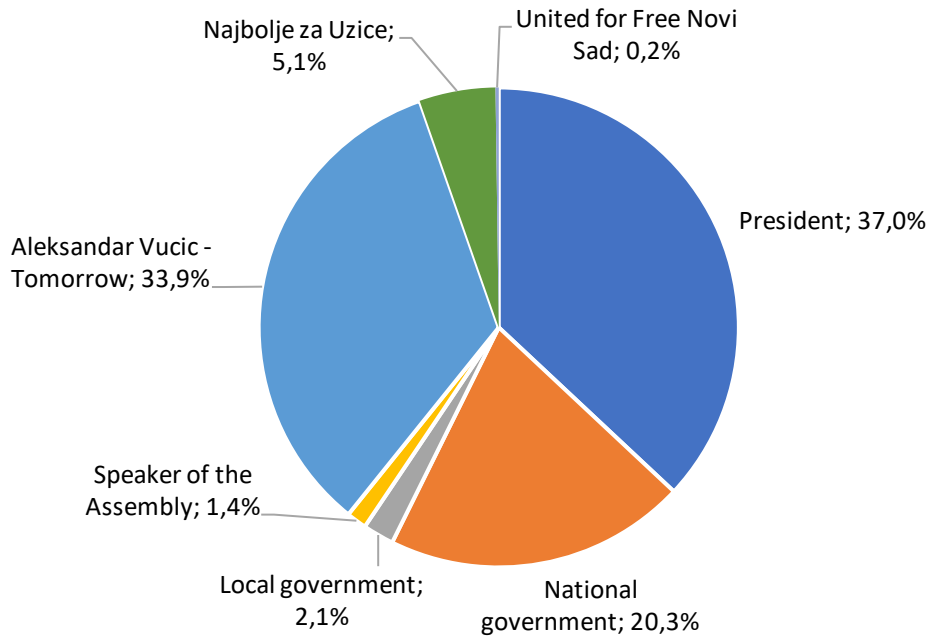
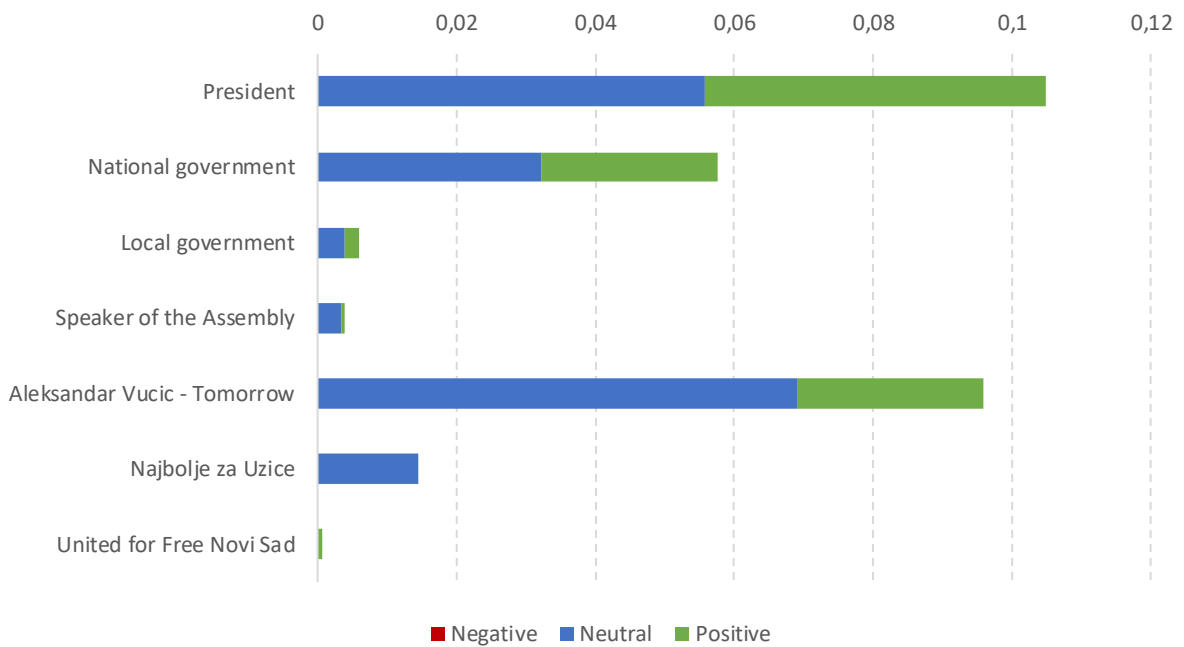


Chart 14. TV HAPPY: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 6:48:08

Chart 15. TV PRVA: media coverage of political actors - all kind of programmes except paid airtime

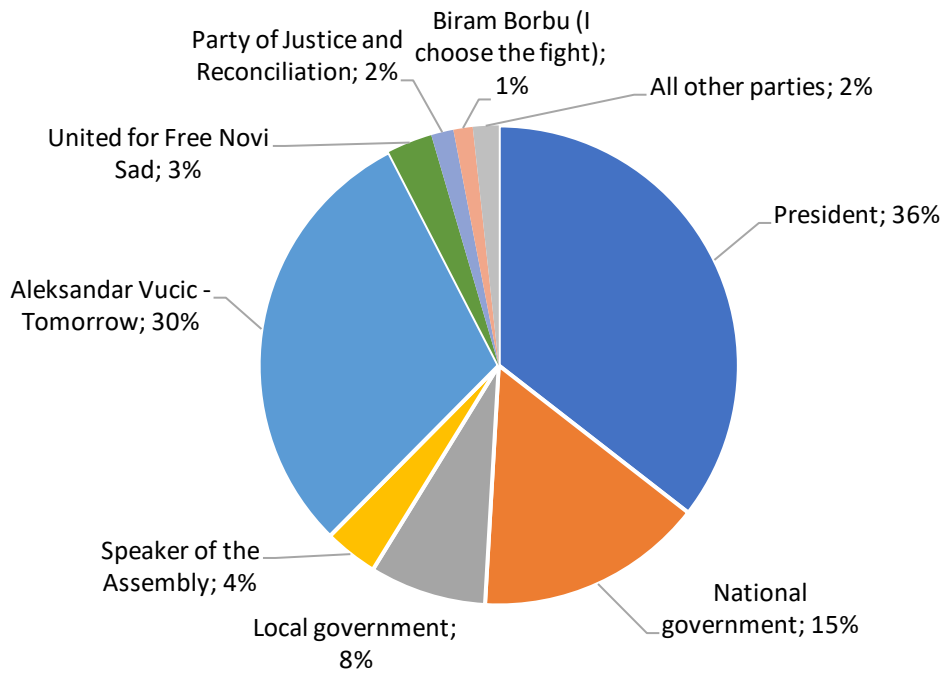
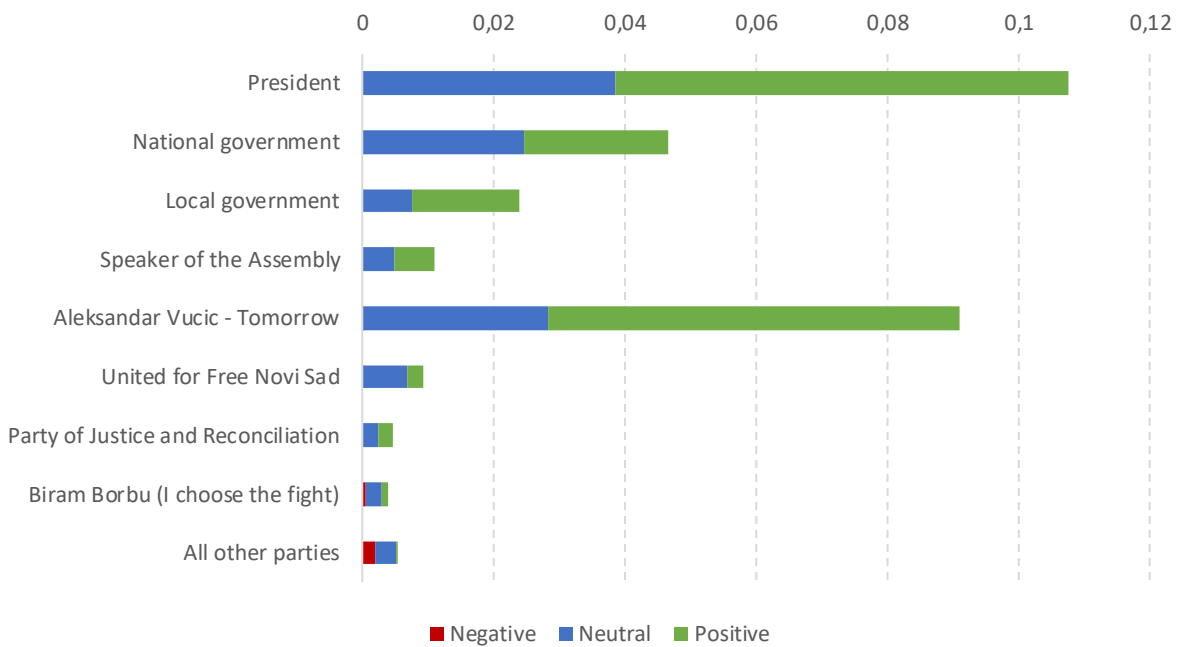


Chart 16. TV PRVA: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 7:16:11

Chart 17. TV B92: media coverage of political actors - all kind of programmes except paid airtime

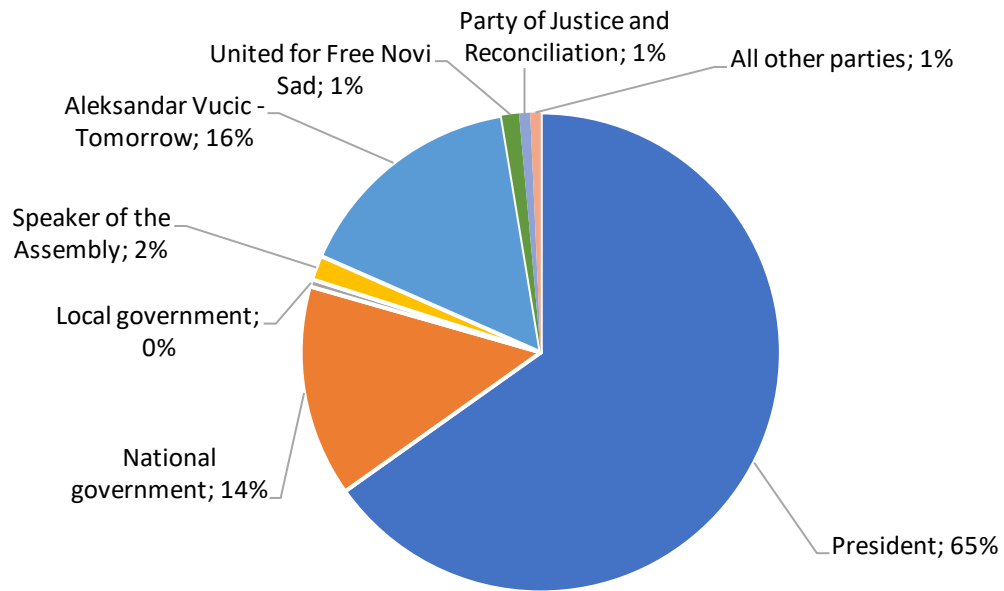
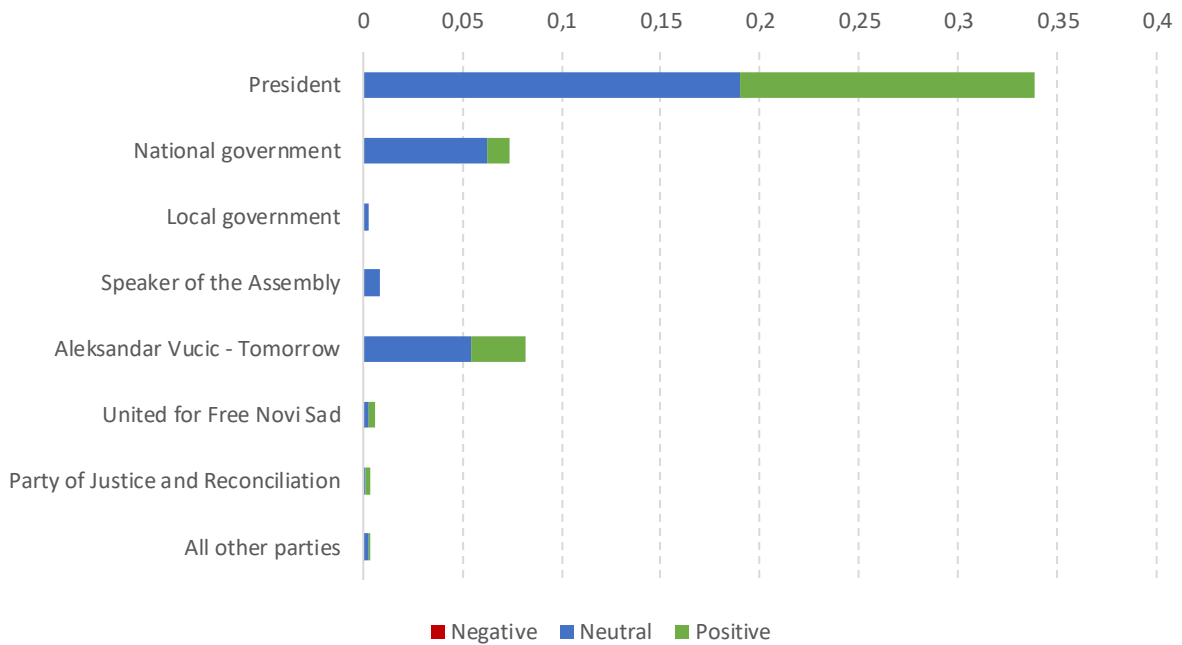


Chart 18. TV B92: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 12:27:50

Chart 19. TV NI: news coverage of political actors - all kind of programmes except paid airtime

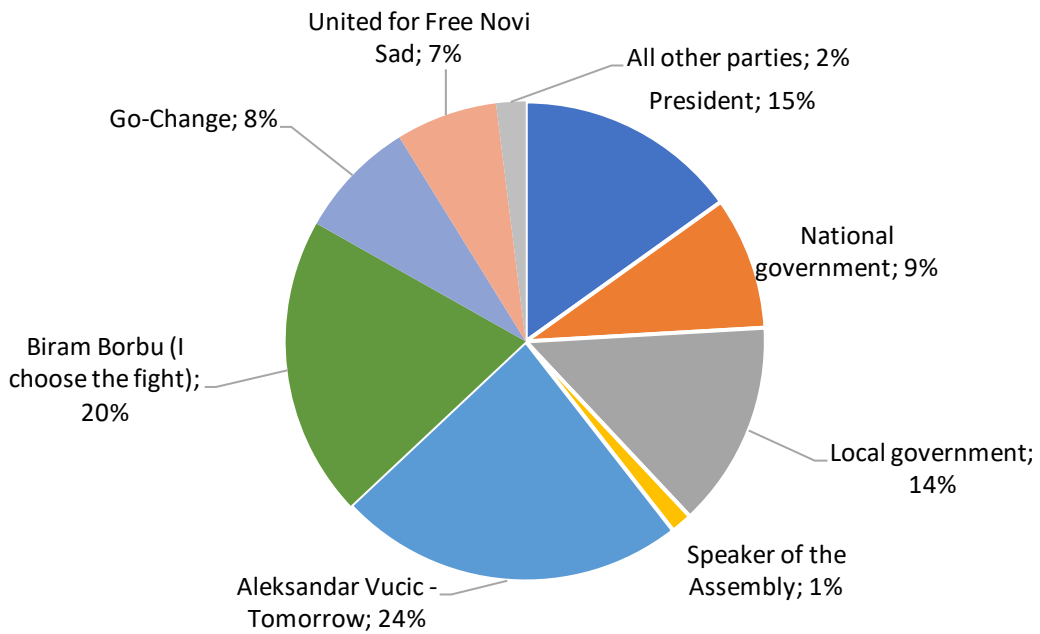
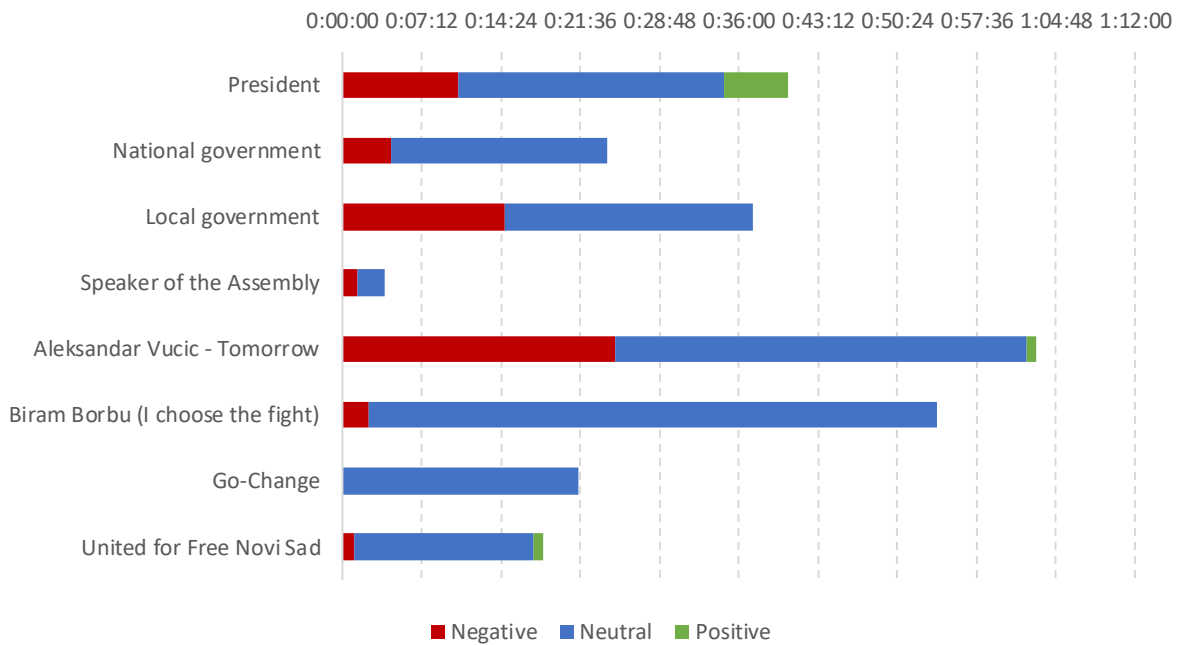


Chart 20. TV NI: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 4:27:40

Chart 21. TV NOVA S: news coverage of political actors - all kind of programmes except paid airtime

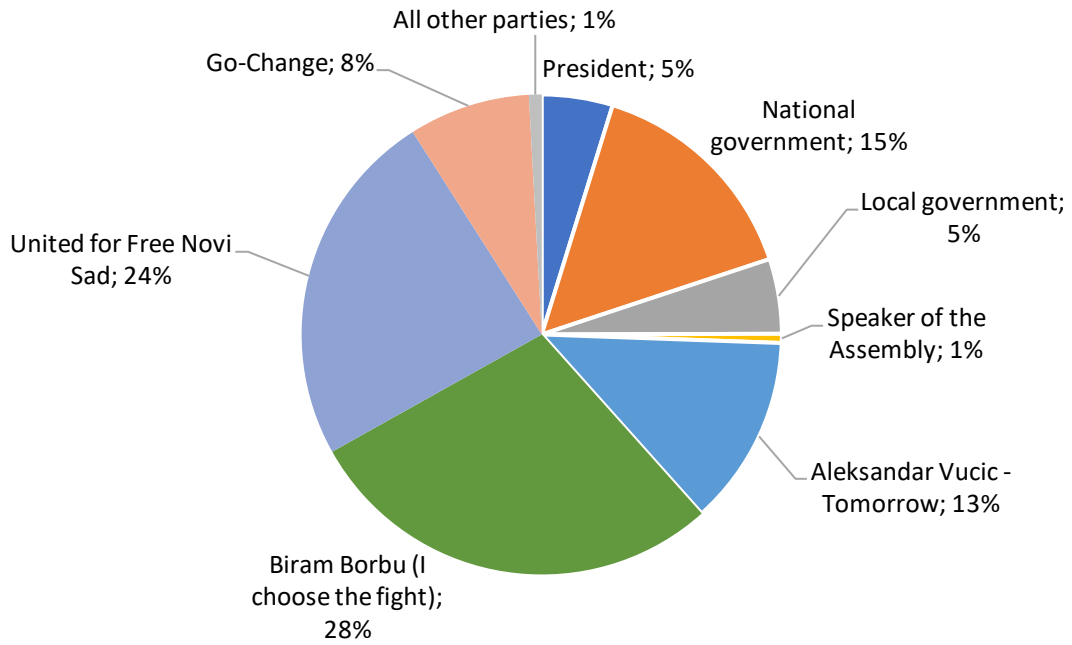
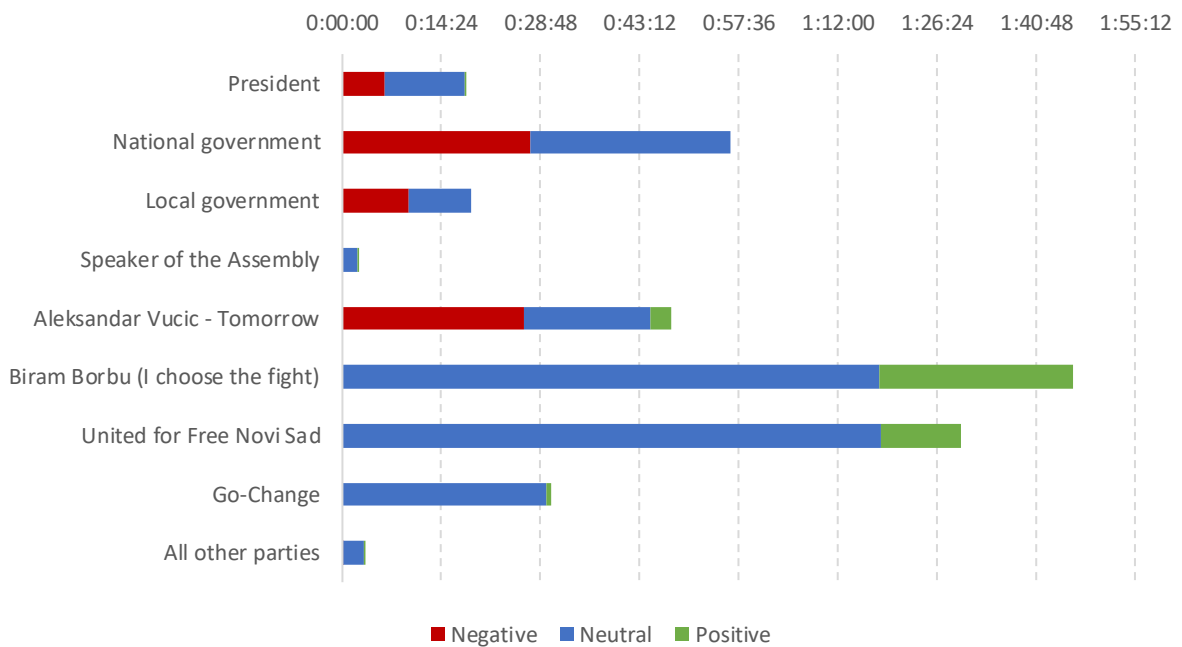


Chart 22. TV NOVA S: tone of coverage - all kind of programmes except paid airtime



Base (hh:mm:ss): 6:12:43

NAMES AND ACRONYMS OF POLITICAL ACTORS

Political actors, public officials and coalitions	Acronyms	Names
President	President	Aleksandar Vucic
National government	National government	Movement of Socialists
Local government	Local government	Local government
Speaker of the Assembly	Speaker of the Assembly	Ana Brnabic
Aleksandar Vucic - Tomorrow	Aleksandar Vucic - Tomorrow	Aleksandar Vucic - Tomorrow
	DSHV	Democratic Alliance of Croats in Vojvodina
	JS	United Serbia
	National government	National government
	PS	Movement of Socialists
	PUPS	Party of United Pensioners of Serbia
	SNP	Serbian People Party
	SNS	Serbian Progressive Party
	SPP	Party of Justice and Reconciliation
	SPS	Socialist Party of Serbia
	SRS	Serbian Radical Party
	Zavetnici	Zavetnici
	ZS	Healthy Serbia
I choose the fight	Biram borbu	I choose the fight
	DS	Democratic Party
	EU	Ecological Uprising
	NLS	New Face of Serbia
	NPS	People's Movement of Serbia
	PSG	Free Citizens Movement
	MFC	Movement of Free Citizens
	ZLF	Green-Left Front
Go-Change	KP	Start and change
We-Strenght of people	Mi, snaga naroda	We, the strenght of people
We-Voice from People	Mi, glas naroda	We The Voice from People
United for Free Novi Sad	LSV	LSV
	NDSS	New Democratic Party of Serbia
	POKS	Movement for the Renewal of the Kingdom of Serbia
	SRCE	Serbia Centre
	SSP	Freedom and Justice Party
	Udruzeni za slobodan Novi Sad	United for free Novi Sad
	United for Free Novi Sad	Parliamentary group "DS, Zajedno, PSG"
I love Novi Sad	I love Novi Sad	Dveri, Narodna stranka I Pokret zivim za Srbiju
Party of Justice and Reconciliation	SPP	Party of Justice and Reconciliation
People's list - Key for victory	Narodna Stranka (NS)	People Party
1 out of 5 Million	1 od 5 Miliona	1 out of 5 Million
A complete different story	Sasvim druga prica	A complete different story
Action of progressive Vojvodina	Akcija progresivne Vojvodine	Action of progressive Vojvodina
Alliance of Vojvodina Hungarians	VMSZ	Alliance of Vojvodina Hungarians
Belgrade our city	Beograd nas grad	Beograd nas grad
Be a hero	Budi heroj	Budi heroj
Coalition of war veterans	Coalition of war veterans	Coalition of war veterans
Dad, This is for You	Cale, ovo je za tebe	Dad, This is for You
Dr Dragan Milic - Nis	Grupa gradjana	Dr Dragan Milic - Nis

Political actors, public officials and coalitions	Acronyms	Names
Election Commissions	Election Commissions	Election Commissions
Enough is Enough	DJB	Enough is Enough
For Green Belgrade - Dr Dejan Žujović	Za zeleni Beograd - Dr Dejan Žujović	For Green Belgrade - Dr Dejan Žujović
Civil Action for Development and Innovation	GARI	GARI
Kragujevac Against Violence – Veroljub Stevanovic	Kragujevac protiv nasilja - Veroljub Stevanovic	Kragujevac protiv nasilja - Veroljub Stevanovic
Montenegro party Mali Idjos	Montenegro party Mali Idjos	Montenegro party Mali Idjos
Best for Uzice	POKS, Narodna stranka, Dveri	Najbolje za Uzice
Novi Sad - Glavni grad Vojvodine	Novi Sad - Glavni grad Vojvodine	Novi Sad - Glavni grad Vojvodine
Russian Party	RS	Russian Party
Slovak democratic league	Slovačka demokratska liga	Slovačka demokratska liga
Serbia Against Violence	Srbija protiv nasilja	Srbija protiv nasilja
The Truth	Istina Adaviera	Istina Adaviera
Association of Serbia Roma People for Belgrade	Unija Roma Srbije - za Beograd	Unija Roma Srbije - za Beograd