



ODIHR Election Observation Mission Georgia, Parliamentary Elections, 26 October 2024

Media Monitoring Results

From 18 September to 25 October 2024, the ODIHR Election Observation Mission (EOM) monitored a sample of Georgian broadcast and Internet-based media outlets. The monitoring involved quantitative and qualitative analysis, focusing on prime time broadcasts (18:00 – 24:00) on the public television (TV) *GPB*, and the commercial TV stations *Formula*, *Imedi*, *Mtavari Channel*, *Rustavi 2* and *TV Pirveli*, all of which have nation-wide coverage. In addition, the ODIHR EOM monitored the publications on the Internet based media outlets netgazeti.ge and tabula.ge.

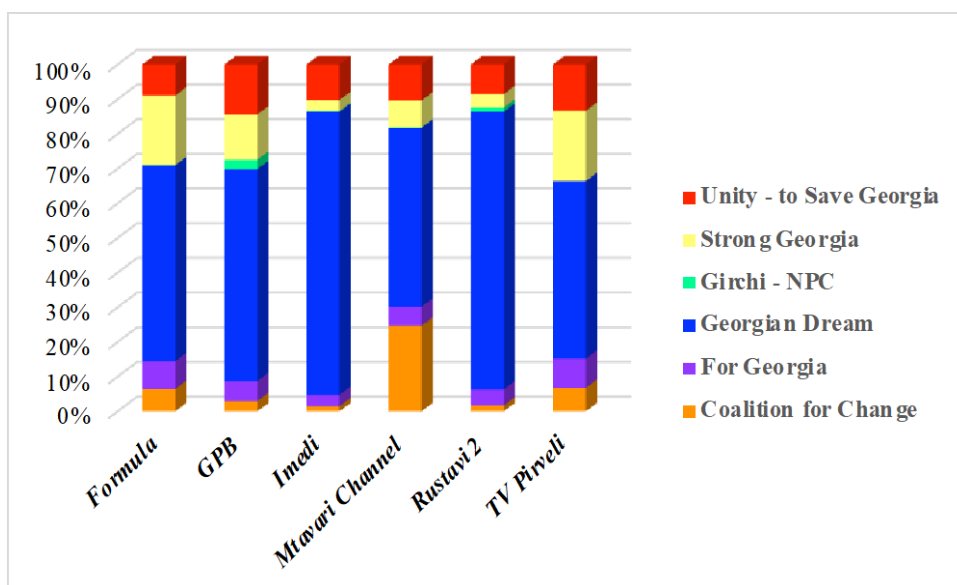
The quantitative monitoring measured the amount of time and space allocated by each media outlet to political actors affiliated with political parties. The qualitative monitoring assessed the tone of the coverage in which these subjects were portrayed – positive, neutral or negative.

The following charts display the coverage of electoral contestants by media outlet. Only subjects that received more than 1.0 per cent of coverage are indicated.

TV Stations

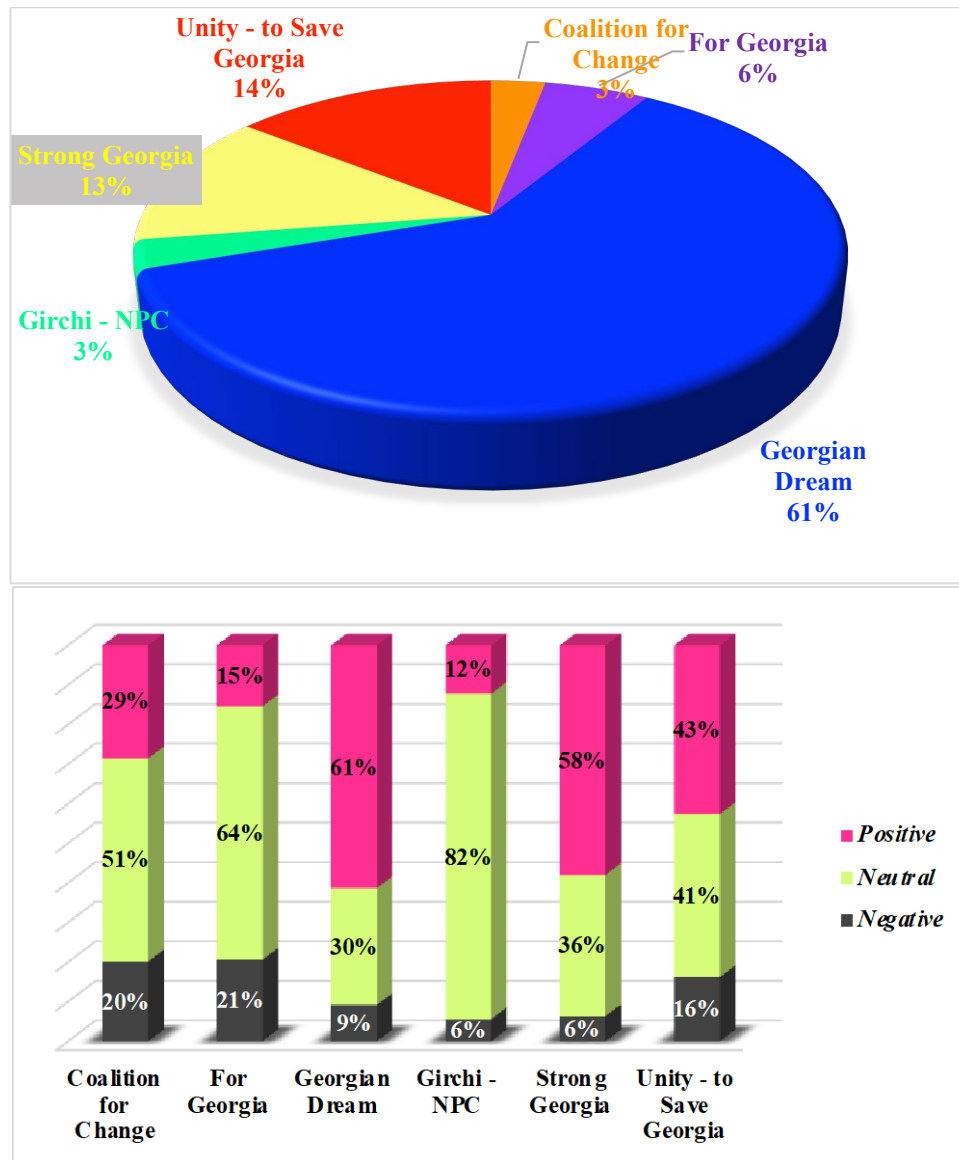
- The first bar chart displays the share of all electoral contestants in prime-time newscasts on monitored TV stations. The electoral contestants with more than 1.0 per cent of total coverage are indicated. The coverage of political actors in their institutional capacity is excluded.

Campaign Coverage in Prime Time News 18 September – 25 October 2024

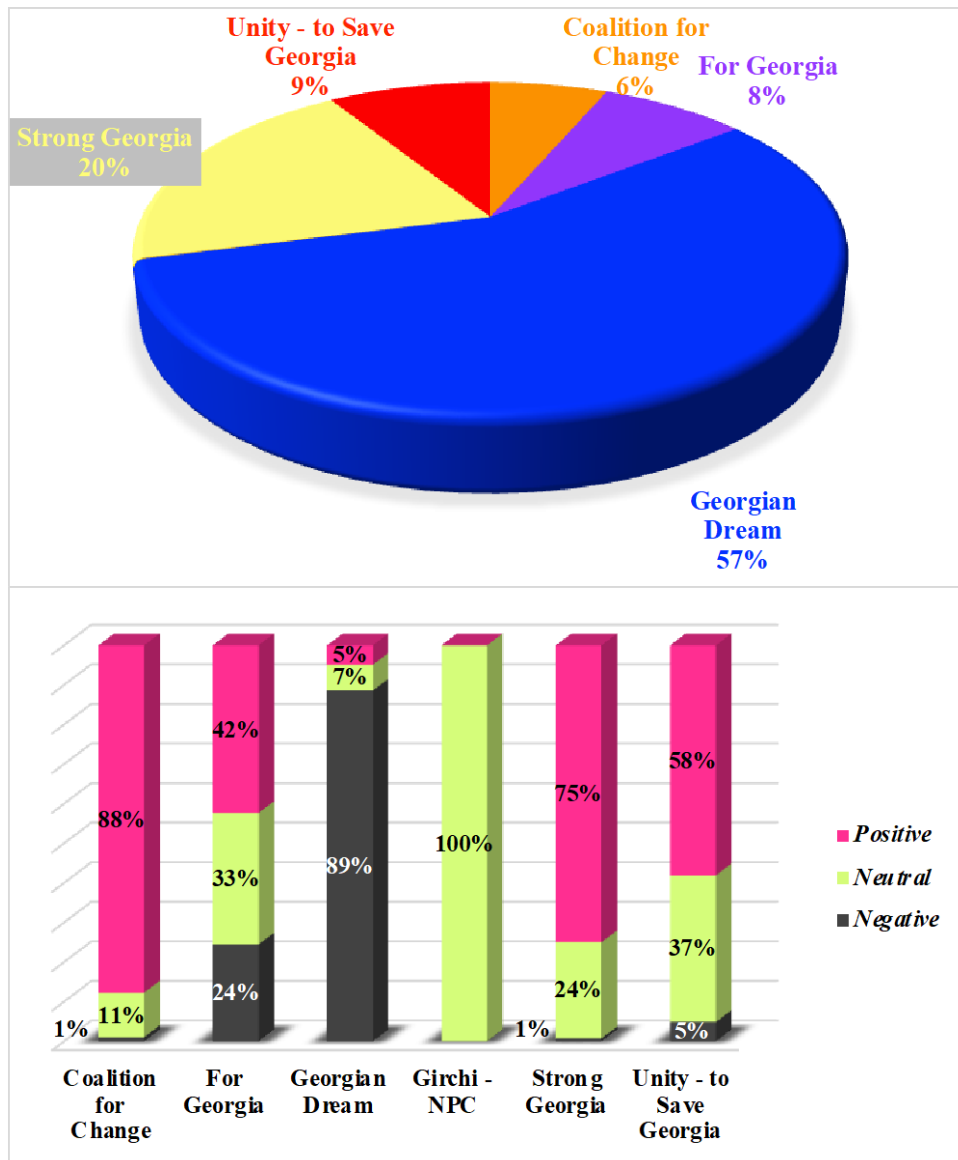


- The following pie charts display the amount of coverage allocated to all electoral contestants in prime-time newscasts by the monitored TV stations. The electoral contestants with more than 1.0 per cent coverage are indicated. The coverage of political actors in their institutional capacity is excluded.
- The following bar charts display the share of coverage in a positive, neutral and negative tone in prime time newscasts by monitored TV station.

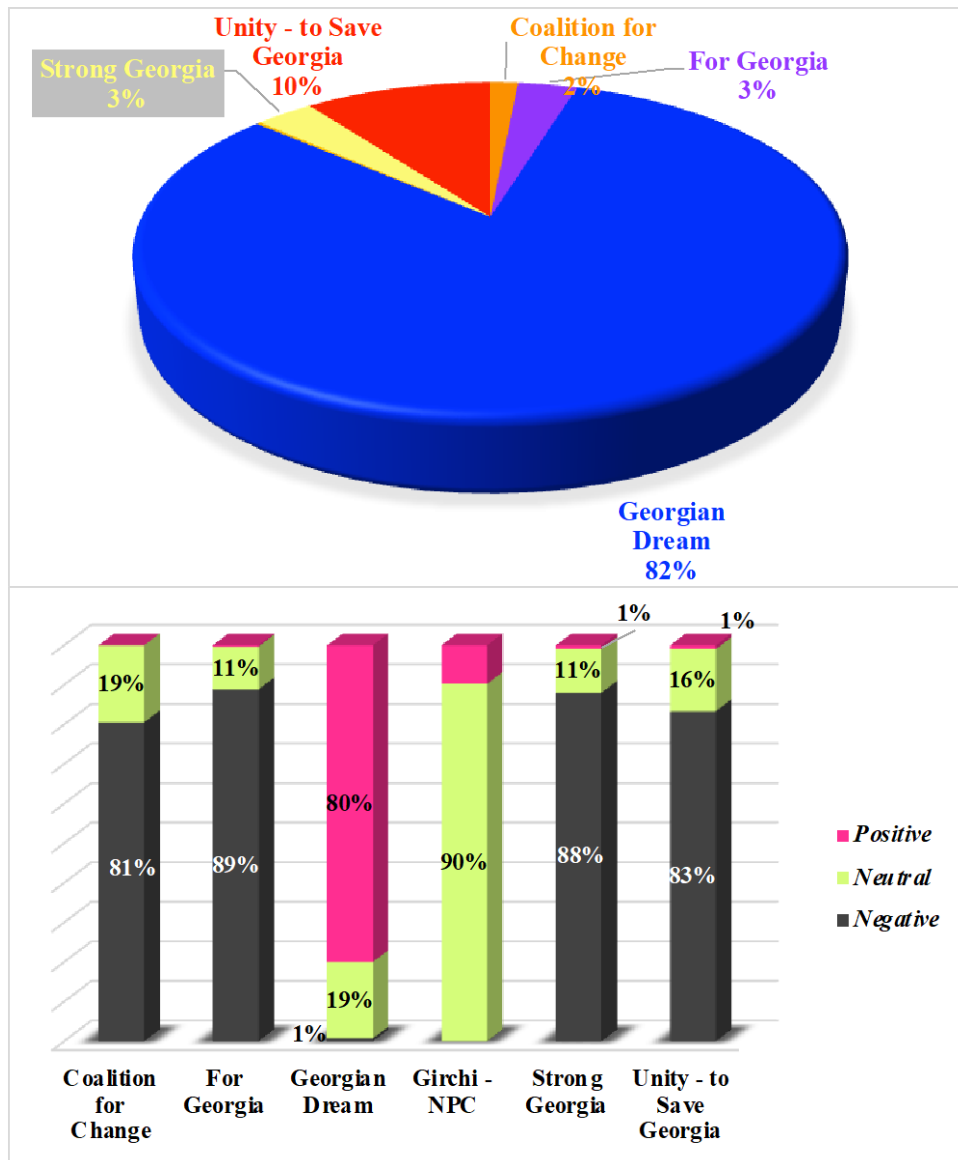
GPB



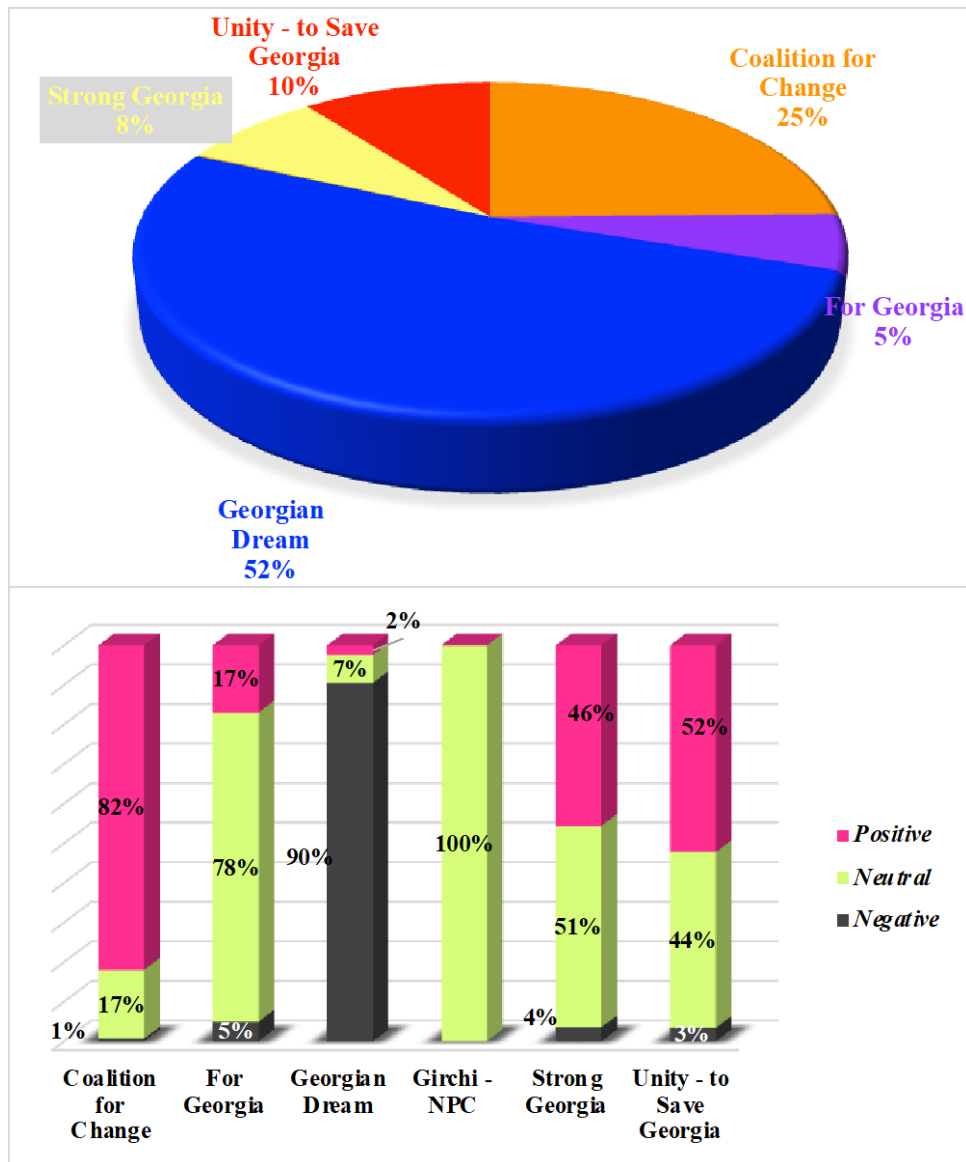
Formula



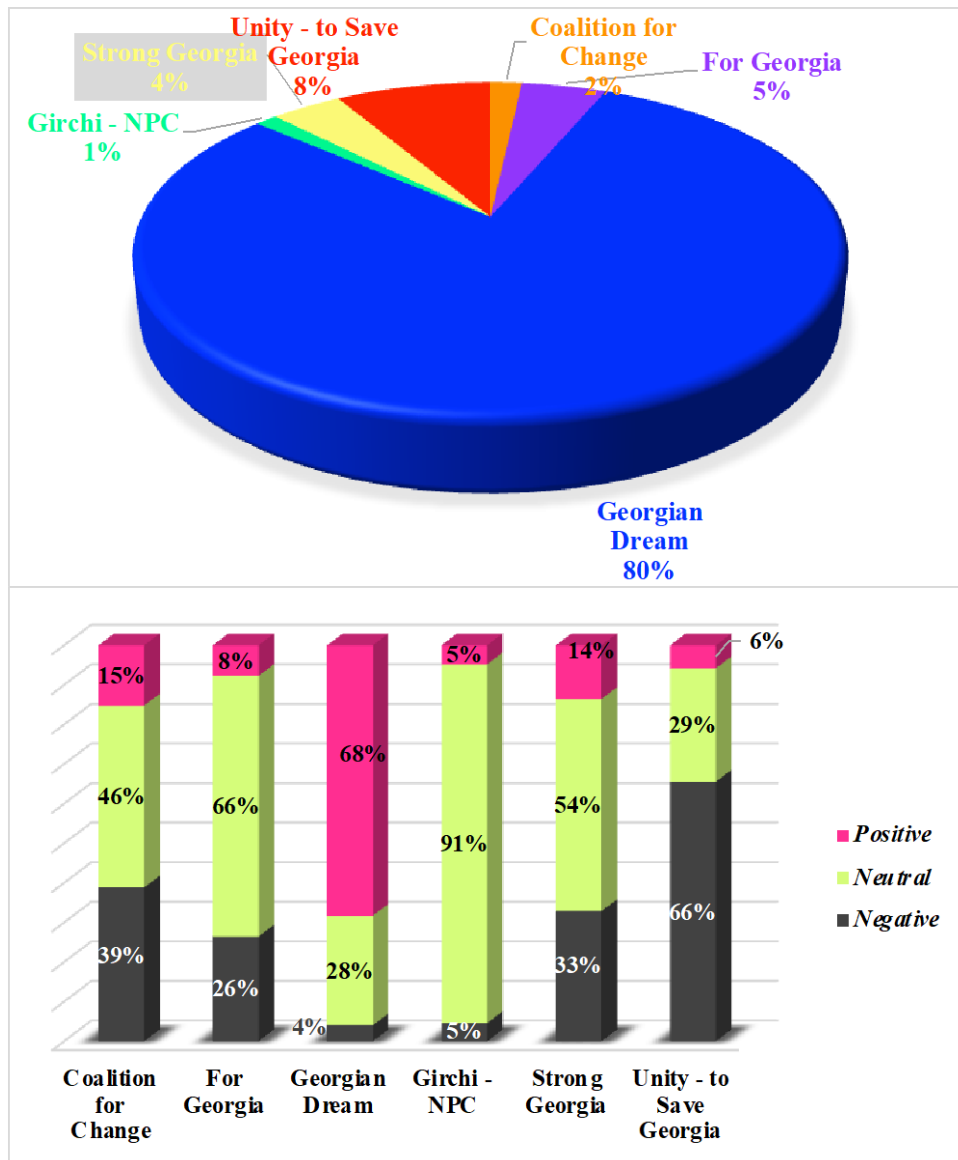
Imedi



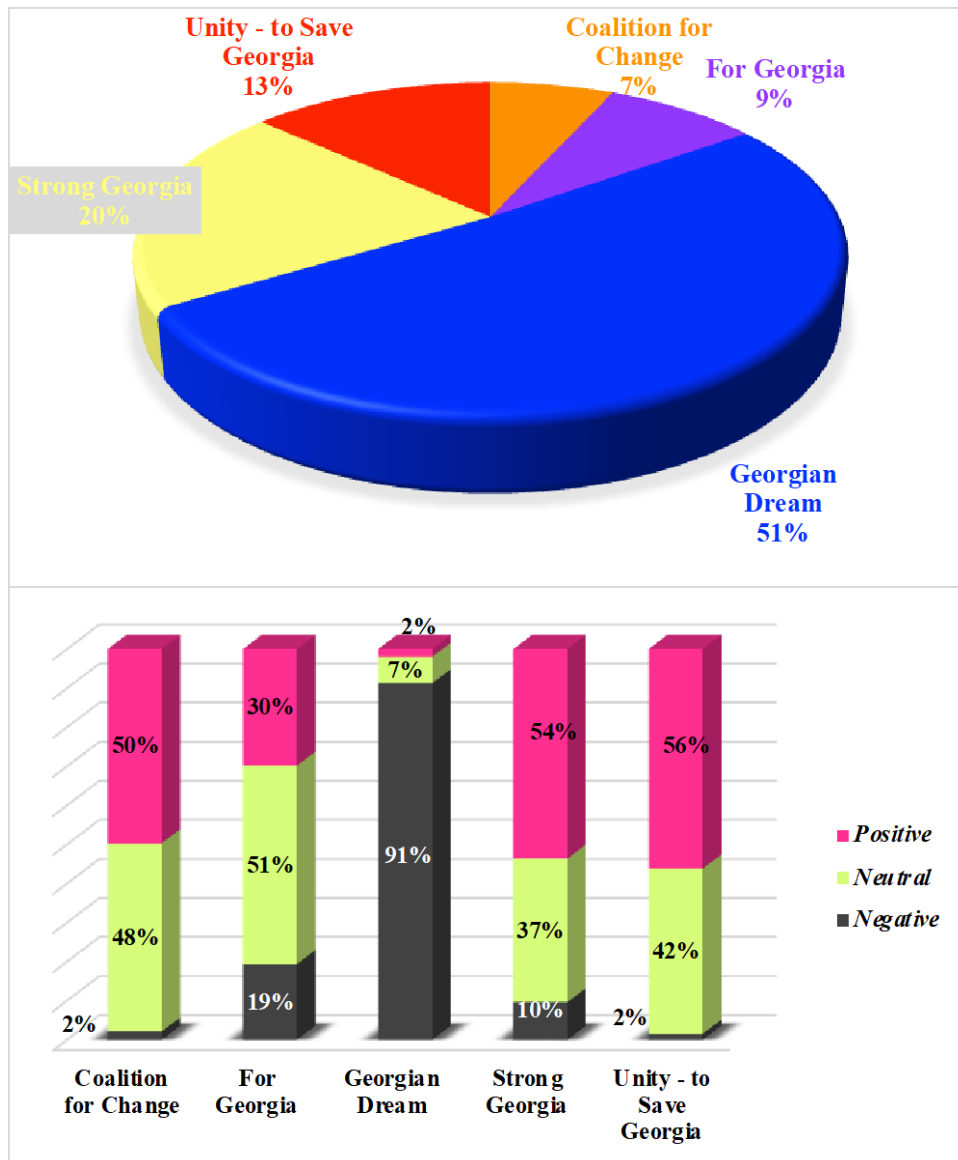
Mtavari Channel



Rustavi 2

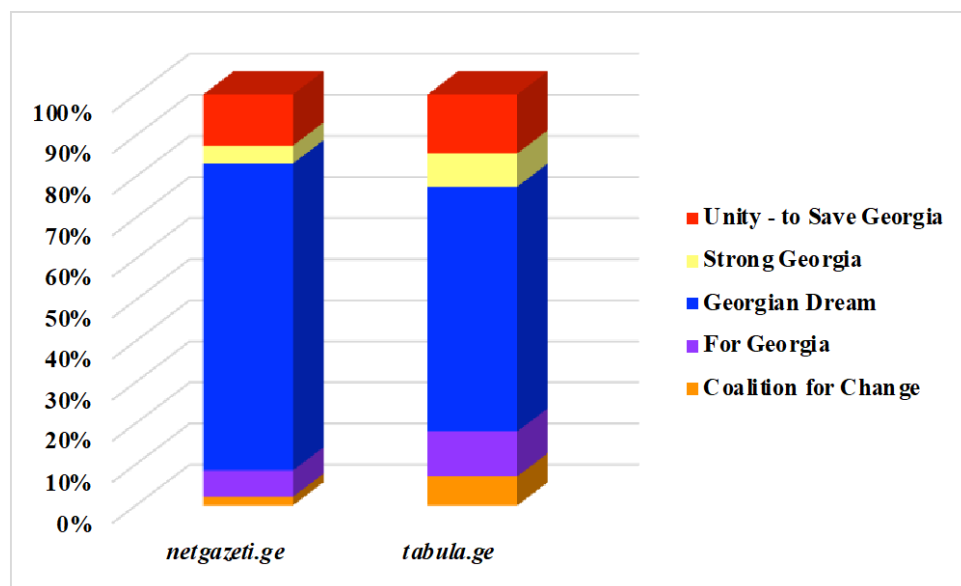


TV Pirveli



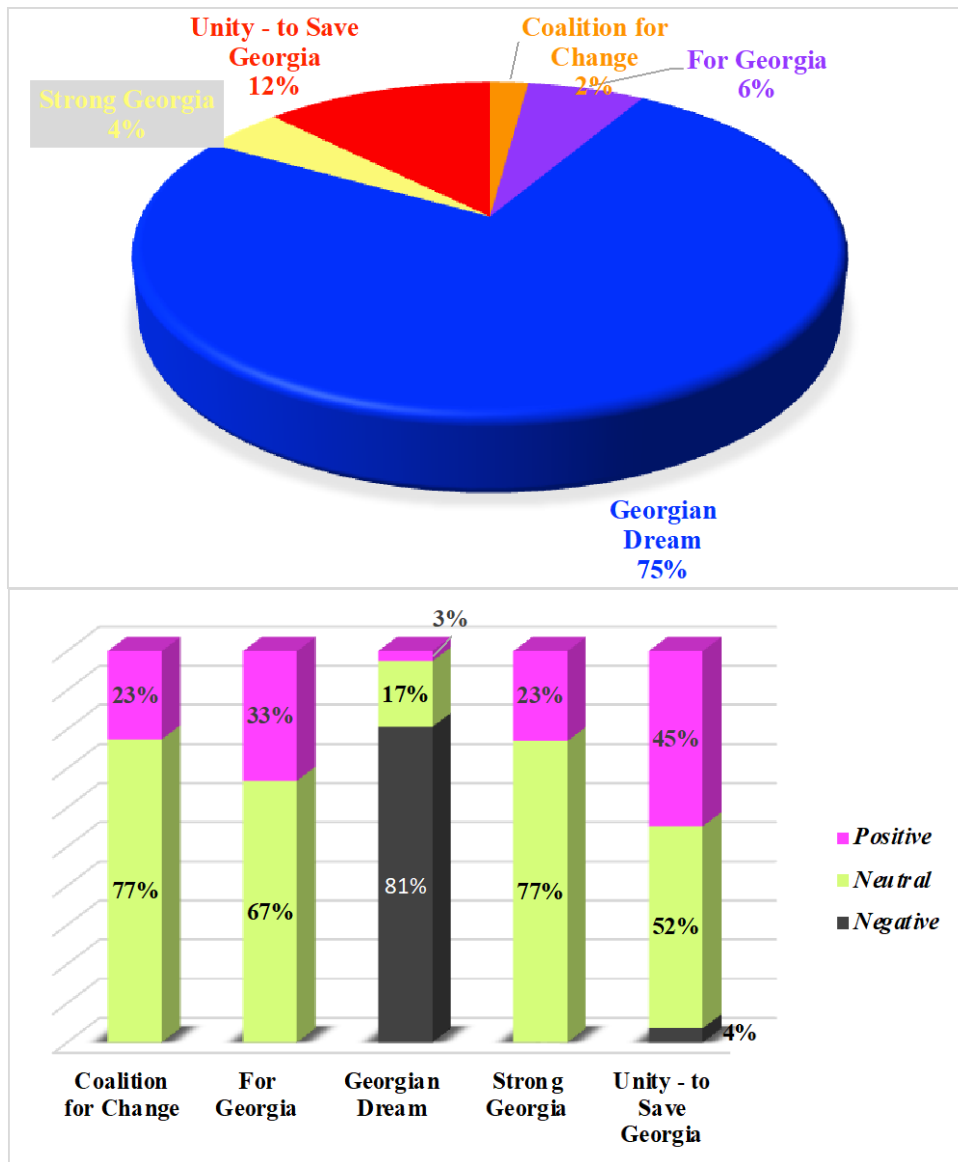
Internet-Based Media Outlets

- The first bar chart displays the share of all electoral contestants in publications on all monitored Internet-based media outlets. The electoral contestants with more than 1.0 per cent of total coverage are indicated. The coverage of political actors in their institutional capacity is excluded.

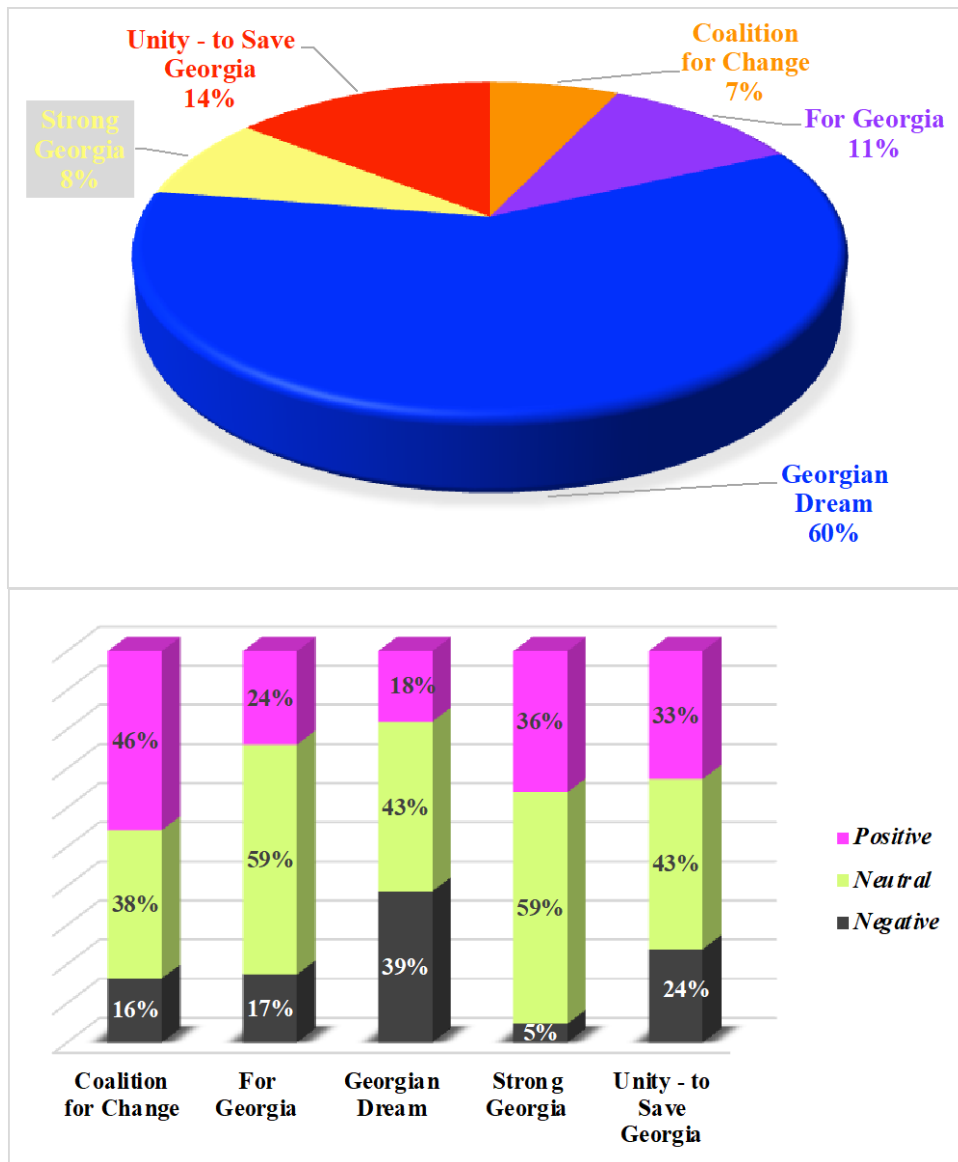


- The following pie charts display the amount of coverage allocated to all electoral contestants by monitored Internet-based media outlet. The electoral contestants with more than 1.0 per cent coverage are indicated. The coverage of political actors in their institutional capacity is excluded.
- The following bar charts display the share of coverage in a positive, neutral and negative tone by monitored Internet-based media outlet.

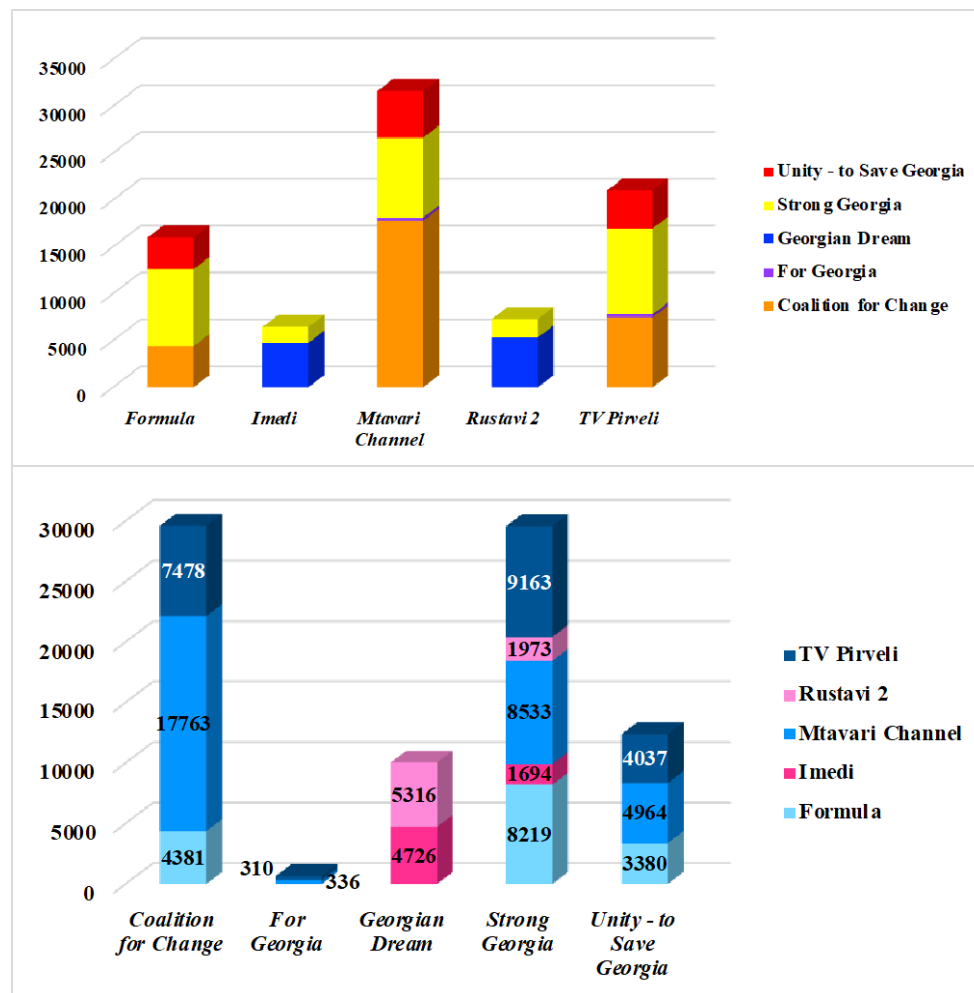
netgazeti.ge



tabula.ge



- The following bar charts display the share of paid airtime by contesting political parties, in seconds, on all monitored TV stations.



- The following bar chart displays the share of female/male political actors in prime time newscasts on all monitored TV stations.

