

Media Monitoring Results

From 20 September to 1 November 2024, the ODIHR Election Observation Mission (EOM) monitored a sample of Moldovan broadcast and internet media outlets. Monitoring was conducted during prime time (18:00–24:00) and included stations which have national coverage and the largest audience shares. The EOM monitored the public broadcaster’s TV and radio stations, namely, *Moldova 1* and *Radio Moldova*, as well as the commercial TV stations *JurnalTV*, *ProTV Chişinău* and *TV8*.

The quantitative monitoring measured the time allocated by media outlets to the candidates, political actors affiliated with political parties and referendum participants (measurement unit: seconds); in which capacity they were covered (electoral, institutional, referendum or other); genre of the coverage (news, editorial, debates, free and paid airtime, voter education); and the representation of gender in coverage. The qualitative monitoring assessed the tone of the coverage (positive, neutral or negative). Only subjects that received more than 4 per cent of coverage are displayed in the following charts. The “first round” indicates the period from 20 September to 18 October, and “second round” the period from 21 October to 1 November.

Internet media outlets *stiri.md*, *newsmaker.md*, *noi.md*, *point.md* and *zdg.md* were monitored qualitatively.

The following acronyms are used in monitoring charts:

1.	ALDE	Alliance of Liberals and Democrats for Europe
2.	Government	Government of Republic of Moldova
3.	IMPREUNA	Electoral bloc “Together”
4.	PCRM	Communist Party
5.	PDCM	Party of Development and Consolidation of Moldova
6.	PN	Our Party
7.	PR	President of Republic of Moldova
8.	PSRM	Socialists Party
9.	PVE	Ecologist Green Party
10.	PVM	Party of Future of Moldova
11.	Victory	Victory Bloc

Chart 1

**BREAKDOWN OF TYPES OF POLITICAL COMMUNICATION
 ACROSS THE MONITORED MEDIA**

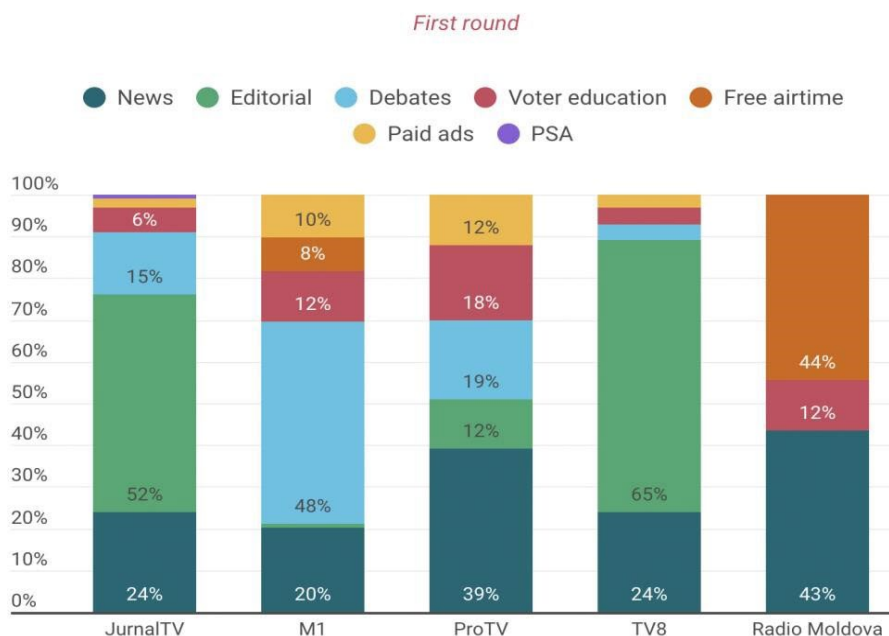
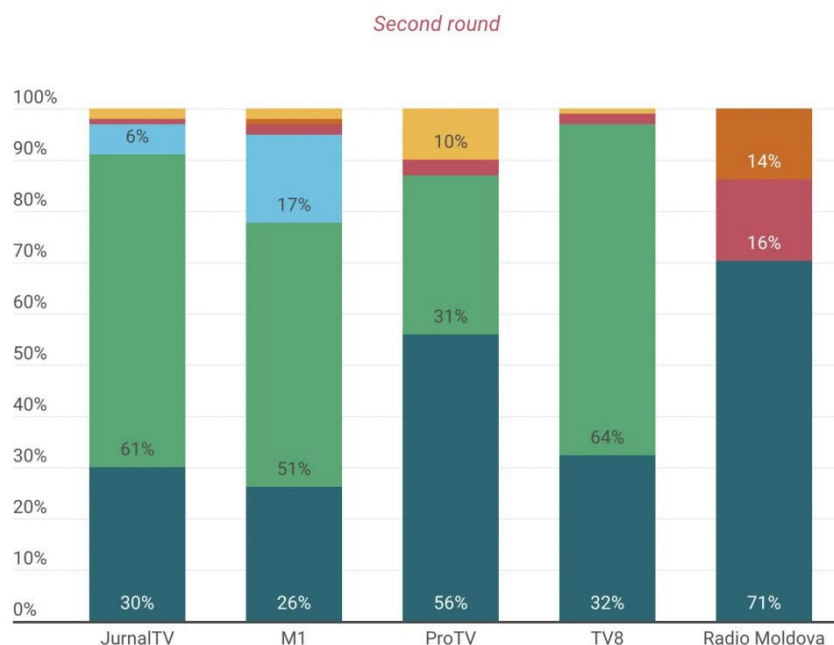


Chart 2



Charts 1 and 2 display the amount of coverage the monitored channels allocated to each type of political communication, as a proportion of overall political coverage.

Chart 3

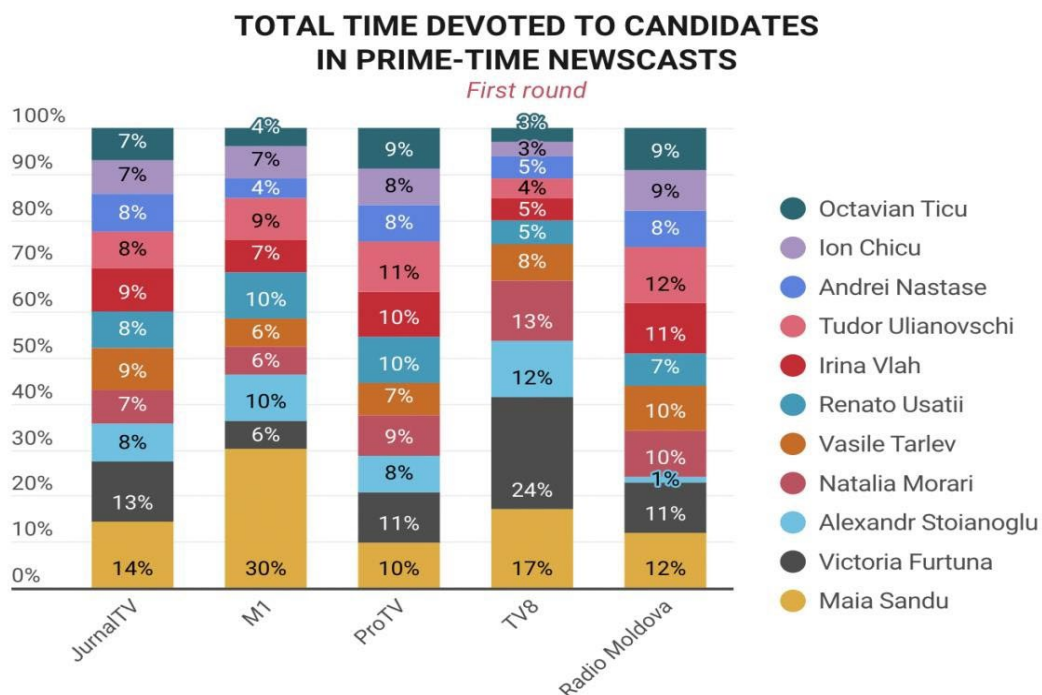
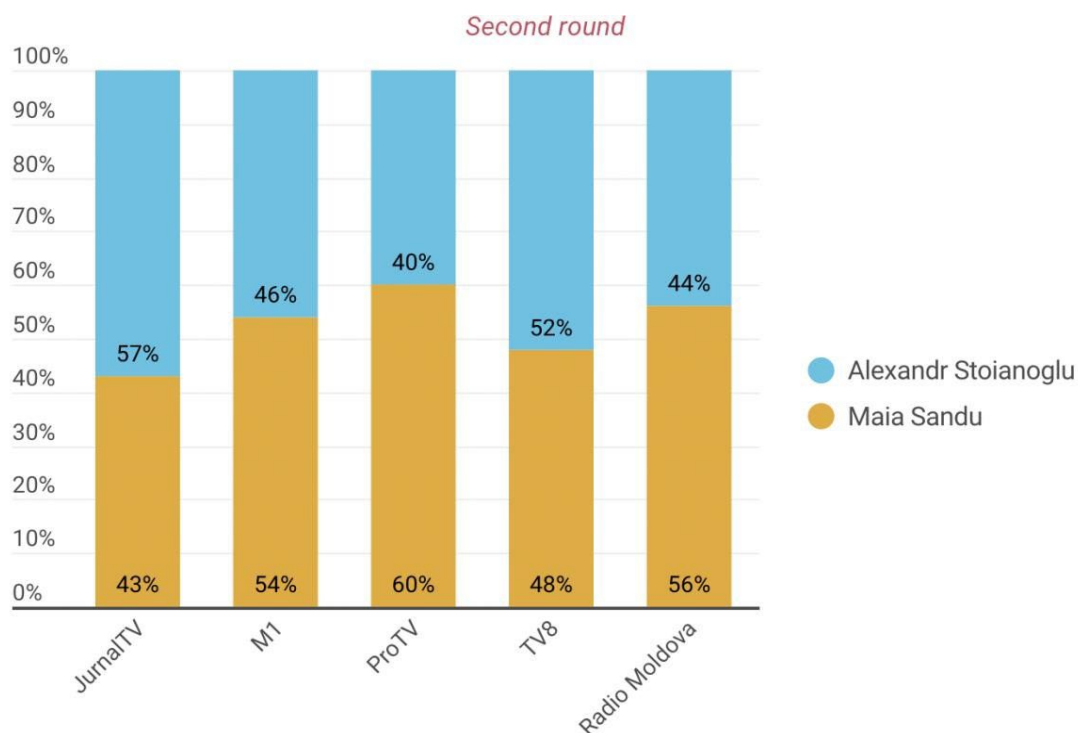


Chart 4



Charts 3 and 4 display the share of all electoral contestants in prime-time newscasts on all monitored stations. Coverage in their institutional capacity is excluded.

Chart 5

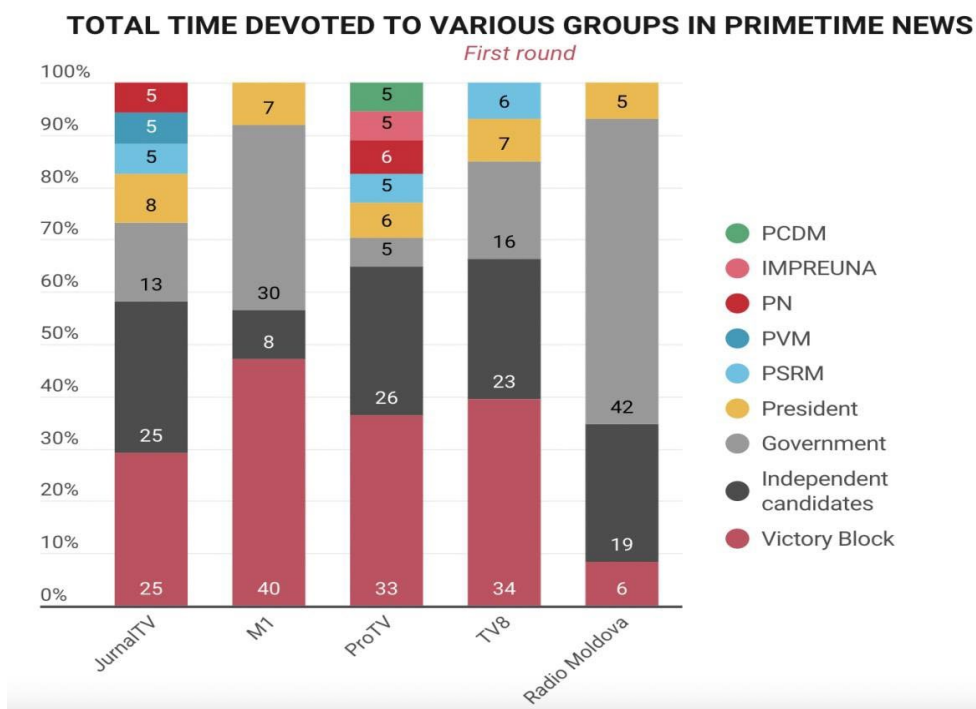
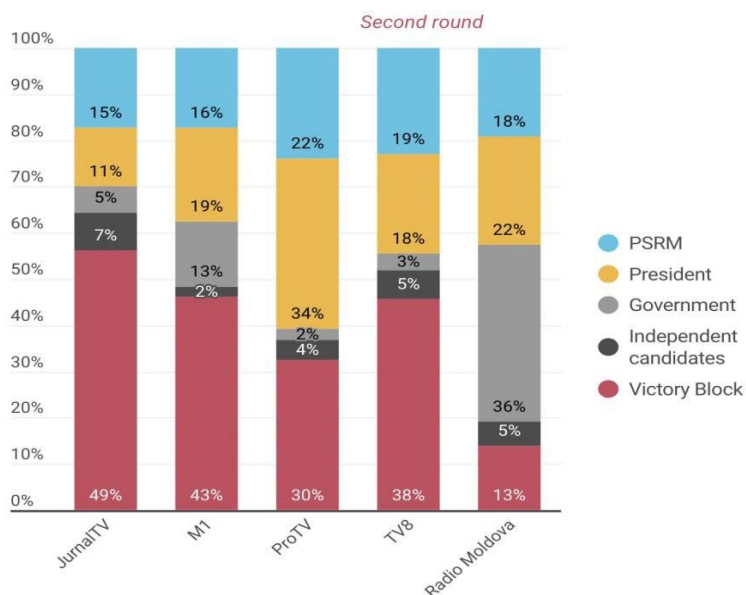


Chart 6

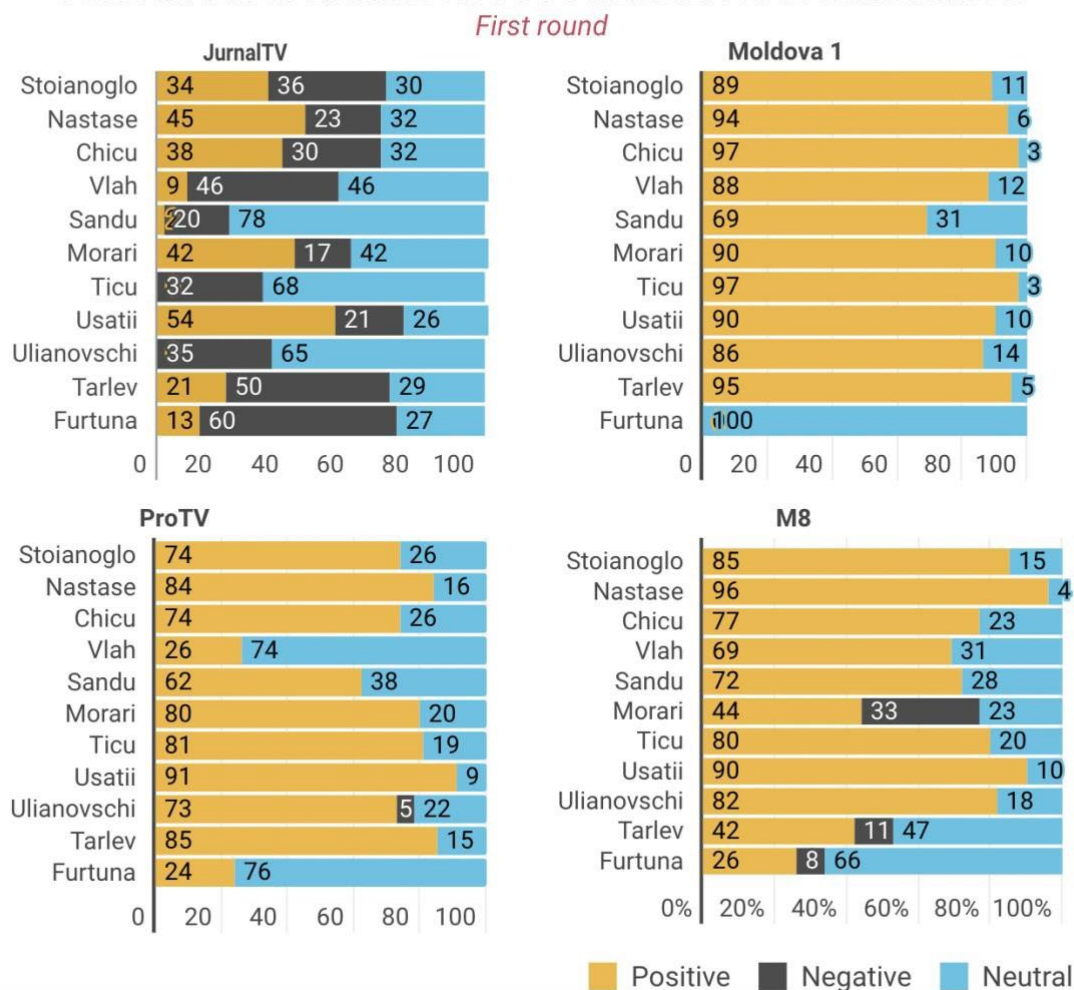


Only groups with coverage over 4 percent are listed.

Charts 5 and 6 demonstrate how much coverage in prime-time newscasts each group received in their institutional capacity or as political actors.

Chart 7

TONE WHEN SPEAKING ABOUT PRESIDENTIAL CANDIDATES



Charts 7, 8 and 9 present the share of candidates' coverage in a positive, neutral and negative tone in the prime-time newscasts and editorial programs of monitored TV stations.

Chart 8

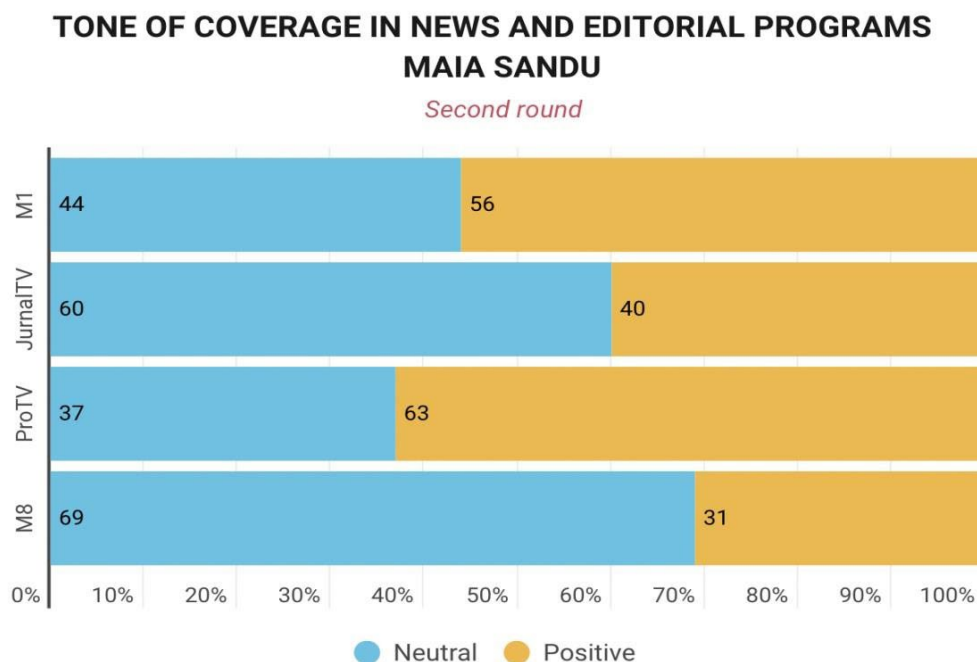


Chart 9

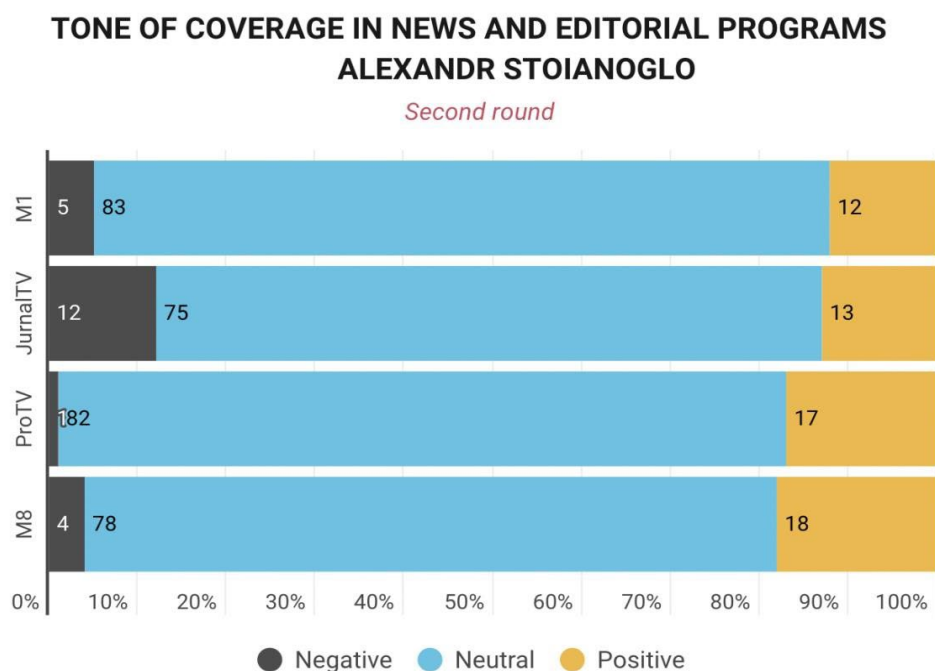


Chart 10

GENDER BALANCE ACROSS THE MONITORED MEDIA

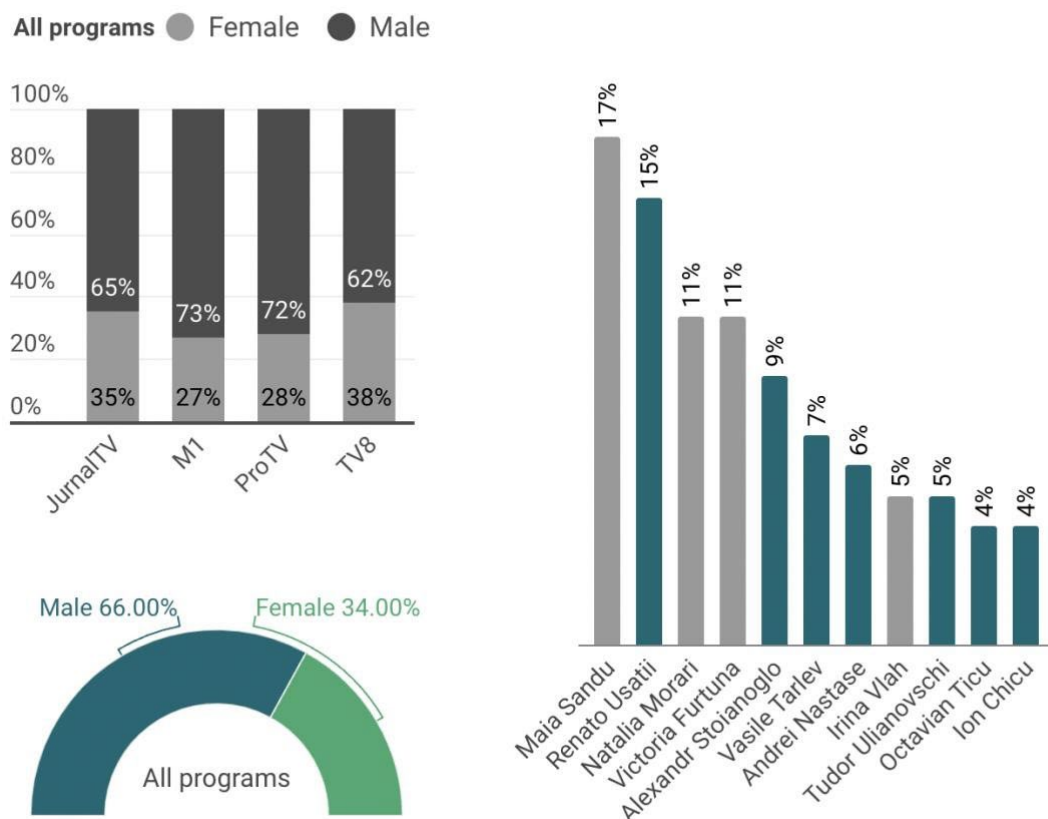
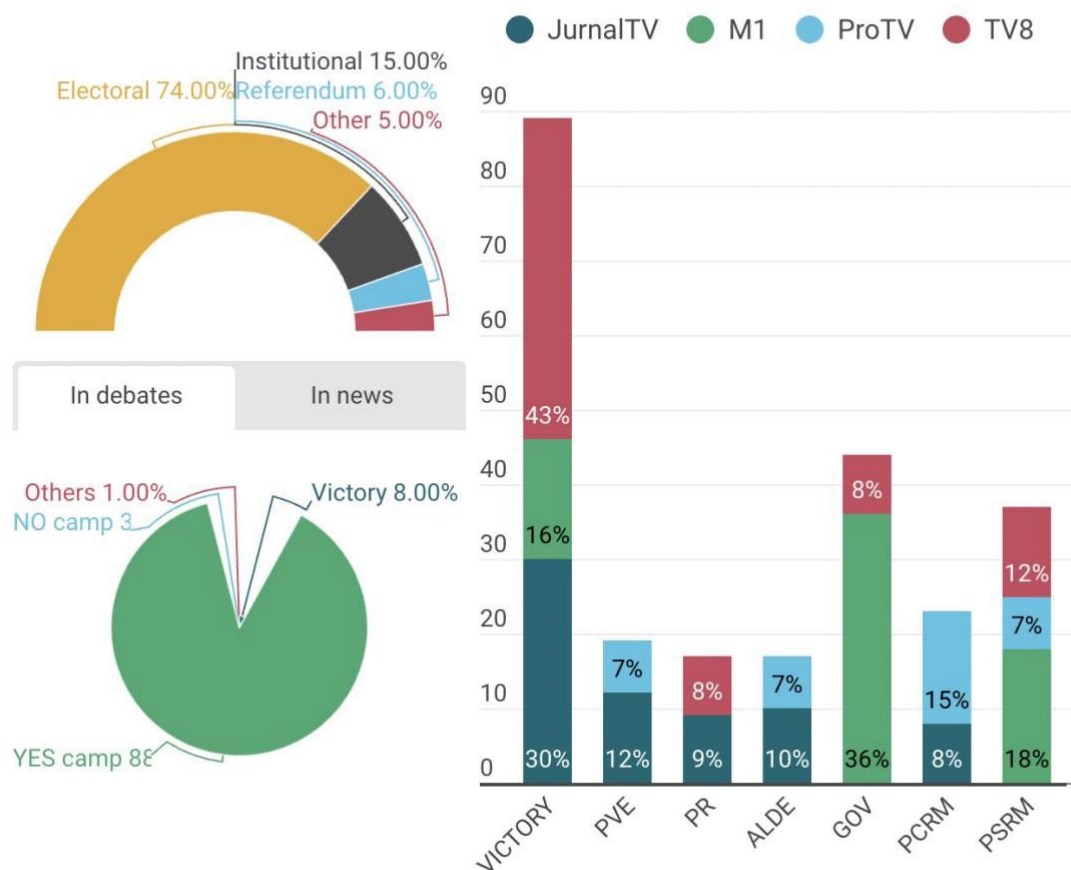


Chart 10 demonstrates how much time in primetime news and editorial programs was given to male and female actors; the share of coverage in each monitored TV channel; and how much time overall was given to each of the candidates.

Chart 11

TOTAL TIME DEVOTED TO REFERENDUM IN THE NEWS AND GROUPS SPEAKING ABOUT IT



Only groups with coverage over 4 percent are listed. PR is president as institution.

Chart 11 displays how much of overall political news coverage was devoted to the referendum; how much coverage each of the political positions (“yes”, “no”, “others”) received proportionally; and how much coverage the registered participants (political groups) received in the newscasts of the monitored TV channels. Only groups whose coverage was higher than 4 per cent of the share of overall political news coverage are displayed.