OSCE/ODIHR EOM’s Media Monitoring: Television

The OSCE/ODIHR EOM’s monitoring was conducted over two periods, 5-16 September (prior to the start of the official campaign) and 17 September – 13 October (covering the entire official campaign period – see the enclosed charts). From 17 September to 13 October, the OSCE/ODIHR EOM monitored seven TV stations. Media monitoring included quantitative and qualitative analysis of the coverage, assessing the amount of time allocated to each candidate and the tone of the coverage. The coverage of other relevant subjects such as the Government and the CEC was also analyzed.

Quantitative analysis measures the total amount of time devoted to election contestants on news and information programs. Qualitative analysis evaluates the tone in which the relevant political subjects have been portrayed – positive, neutral or negative. While the monitoring focused on all political and election-related programs and broadcasts in prime time (from 18:00 till 24:00), the enclosed charts show only the coverage of monitored subjects in the prime time news programs.

Explanation of the charts

- The pie charts show the total percentage of airtime allocated to candidates for each media outlet in the defined period.
- The bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) airtime devoted to candidates by each media outlet in the defined period.

Monitored TV stations

Television: State-funded – AzTV (State TV) and ITV (Public TV)
            Private – ATV, ANS TV, Lider TV, Space and Khazar

There are two charts for each television station. The first chart shows the total amount of coverage devoted to all monitored subjects (candidates, political parties, the Government and the CEC) in the defined period, whereas the second one focuses only on the coverage of the presidential candidates.
Presidential Election Azerbaijan 2008

ITV - news programs - all monitored subjects
17/09/08 - 13/10/08

(filtered to type 'News')

- pres: 16%
- yap: 10%
- cec: 37%
- gov: 22%
- pa: 3%
- umid: 3%
- aupfp: 2%
- gep: 2%
- ldp: 0%
- independ: 0%
- musavat: 3%
- osp: 0%
- cmp: 2%
- gep: 2%
- ldp: 0%
- independ: 0%
- musavat: 3%
- osp: 0%

Total Pos. Total Neutr. Total Neg.
Ilgal Agazadeh 8%

Gudrat Hasanguliyev 5%

Hafiz Hajiyev 6%

Fazil Mustafayev 1%

Ilham Aliyev 75%

Time:

Total Pos. 0:00:00
Total Neutr. 0:28:48
Total Neg. 0:43:12

ITV - news programs - only candidates
17/09/08 - 13/10/08
Presidential Election Azerbaijan 2008

AzTV - news programs - all monitored subjects
17/09/08 - 13/10/08

pres 72.29%
yap 8.99%
gov 9.76%
pa 2.67%
cec 6.14%
ump 0.02%
ldp 0.01%
indep 0.02%
musavat

Total Pos.
Total Neutr.
Total Neg.
Presidential Election Azerbaijan 2008

AzTV - news programs - only candidates
17/09/08 - 13/10/08

(Filtered to type 'News')

Ilham Aliyev: 100%
Igbal Agazadeh: 0%
Gudrat Hasanguliyev: 0%
Hafiz Hajiyev: 0%
Fazil Mustafayev: 0%
Fuad Aliyev: 0%
Gulamhuseyn Alibayli: 0%

0:00:00
2:24:00
4:48:00
7:12:00
9:36:00
12:00:00
14:24:00

0:00:00
2:24:00
4:48:00
7:12:00
9:36:00
12:00:00
14:24:00

Ilham Aliyev: 100%
Presidential Election Azerbaijan 2008

Lider TV - news programs - only candidates
17/09/08 - 13/10/08

Ilham Aliyev 99.59%
Igbal Agazadeh 0.06%
Gudrat Hasanguliyev 0.09%
Hafiz Hajiyev 0.03%
Fazil Mustafayev 0.22%
Fuad Aliyev 0.01%

Total Pos.
Total Neutr.
Total Neg.
Presidential Election Azerbaijan 2008

Space TV - news programs - all monitored subjects
17/09/08 - 13/10/08

- Pres: 43.2%
- Yap: 11.6%
- Gov: 24.3%
- Pa: 6.1%
- Cec: 14.8%

Graph showing the distribution of coverage for different candidates and parties.
Presidential Election Azerbaijan 2008

Space TV - news programs - only candidates
17/09/08 - 13/10/08

Ilham Aliyev 100%
Igbal Agazadeh 0%
Gudrat Hasanguliyev 0%
Hafiz Hajiyev 0%
Fazil Mustafayev 0%
Fuad Aliyev 0%

0:00:00
0:14:24
0:28:48
0:43:12
0:57:36
1:12:00
1:26:24

Total Pos.
Total Neutr.
Total Neg.
Presidential Election Azerbaijan 2008
ATV - news programs - all monitored subjects
17/09/08 - 13/10/08

- pres: 37.9%
- yap: 11.1%
- gov: 28.1%
- pa: 6.9%
- cec: 14.2%
- aupfp: 0.7%
- gep: 0.9%
- independ: 0.1%

Graph showing the distribution of topics during the monitored period.
Presidential Election Azerbaijan 2008

ATV - news programs - only candidates
17/09/08 - 13/10/08

Ilham Aliyev
96.54%

Igbal Agazadeh
0.03%

Gudrat Hasanguliyev
1.39%

Hafiz Hajiyev
0.09%

Fazil Mustafayev
1.77%

Fuad Aliyev
0.05%

Gulamhuseyn Alibayli
0.12%

0:00:00
0:14:24
0:28:48
0:43:12
0:57:36
1:12:00
1:26:24
1:40:48

Total Pos.
Total Neutr.
Total Neg.
Presidential Election Azerbaijan 2008

ANS - news programs - all monitored subjects
17/09/08 - 13/10/08

pres 15.8%
yap 6.5%
gov 29.0%
pa 4.3%
cec 26.0%

musavat 0.3%
Total Pos.
Total Neutr.
Total Neg.
Presidential Election Azerbaijan 2008

ANS - news programs - only candidates
17/09/08 - 13/10/08

Ilham Aliyev 55%
Igbal Agazadeh 8%
Gudrat Hasanguliyev 8%
Hafiz Hajiyev 7%
Fazil Mustafayev 9%
Fuad Aliyev 7%
Gulamhuseyn Alibayli 6%
Presidential Election Azerbaijan 2008

Khazar - news programs - only candidates
17/09/08 - 13/10/08

Ilham Aliyev 95%
Igbal Agazadeh 1%
Gudrat Hasanguliyev 1%
Hafiz Hajiyev 1%
Fazil Mustafayev 1%
Fuad Aliyev 0%
Gulamhuseyn Alibayli 1%

Total Pos.
Total Neutr.
Total Neg.
ABBREVIATIONS

GOV  Government
PRES  President
CEC  Central Election Commission
PA  Presidential Administration
INDEP  Independent candidate (Gulamhuseyn Alibayli)
YAP  New Azerbaijan Party
ÜMID  Ümid Party
AUPFP  Azerbaijani Unified Popular Front
CMP  Contemporary Musavat Party
MUSAVAT  Musavat Party
GPA  Green Party of Azerbaijan
GEP  Great Establishment Party
LDP  Liberal Party of Azerbaijan
APFP  Azerbaijan Popular Front Party
ALP  Azerbaijan Liberal Party
PPA  Public Forum of Azerbaijan
CDP  Citizens and Development Party
OSP  Open Society Party
DP  Democratic Party
CFP  Classic Popular Front