



ODIHR Election Observation Mission, Republic of North Macedonia, Presidential and Parliamentary Elections, 24 April and 8 May 2024

MEDIA MONITORING FINDINGS

4 APRIL – 22 APRIL (1st round presidential election)

18 APRIL – 6 MAY (parliamentary elections)

24 APRIL – 6 MAY (presidential run-off)

The ODIHR Election Observation Mission monitored a sample of broadcast and online news portals with a standard quantitative and qualitative analysis of their election coverage. The media monitoring aimed to provide reliable data on the distribution of time and space 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 monitoring team was established on 1 April 2024. Broadcasters were monitored on a daily basis during prime-time hours (18:00 – 00:00) throughout the campaign periods for the first round of the presidential election, the parliamentary elections and the presidential run-off. Election silence interrupted the parliamentary election campaign coverage in the media from 00:00 on 23 April until 7 pm on 24 April.

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

Public TV channels: **MRT 1, MRT 2** (*Albanian language*)

Private TV channels: **Sitel, Kanal 5, Telma, Alsat-M** (*Albanian language*), **Alfa TV**

Online news portals: **Kurir.mk, Plusinfo.mk, Tetovasot.mk** (*Albanian language*),
Lajmpress.org (*Albanian language*)

HOW TO READ THE CHARTS

The pie and donut charts show the distribution of airtime and space:

- Broadcasters: measured in seconds and shown as a percentage. The time allotted to political parties and other subjects per outlet;
- Online news portals: measured in pixels (height x width) and shown as a percentage. The space allotted to political parties and other subjects per outlet.

The tone of the coverage shows how actors were portrayed by the media (negative, neutral, positive).

SUBJECTS MONITORED BY THE ODIHR EOM (in order of appearance on the ballot)

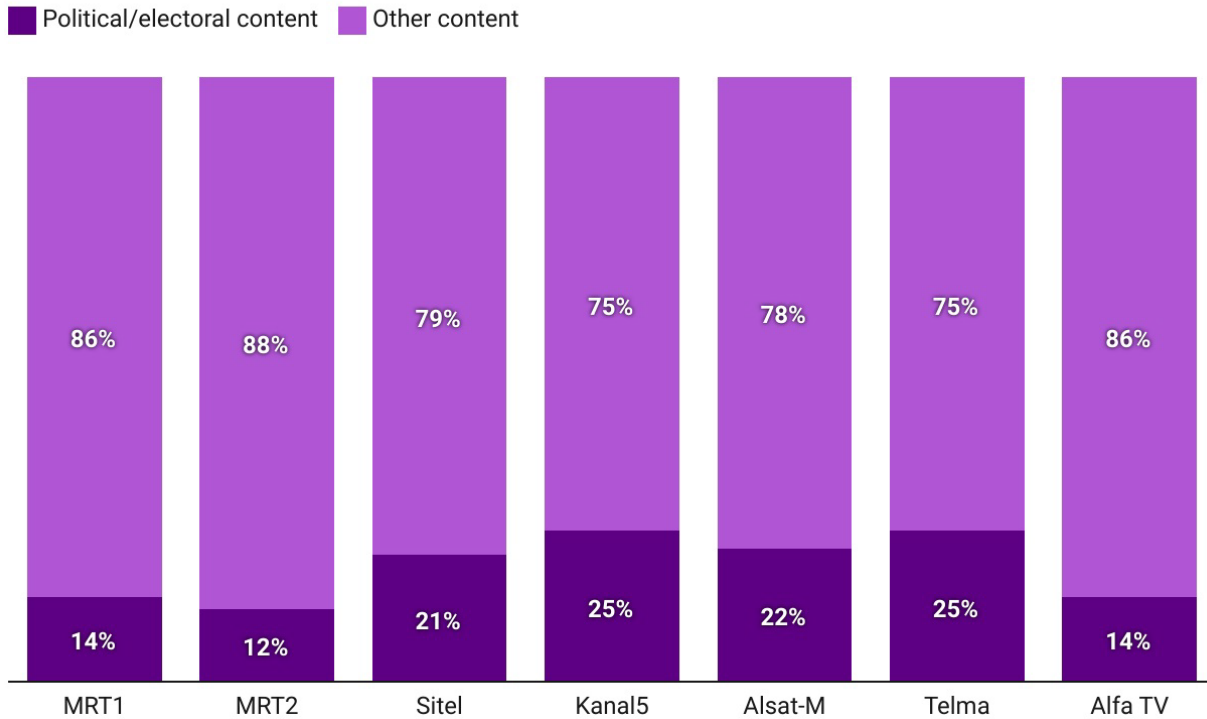
Presidential election	Parliamentary elections	Other subjects
<ol style="list-style-type: none"> 1. Stevo Pendarovski endorsed by SDSM-led coalition “for a European Future” 2. Gordana Siljanovska-Davkova endorsed by VMRO-DPMNE-led coalition “Your Macedonia” 3. Stevco Jakimovski endorsed by GROM-led coalition “Bravely for Macedonia” 4. Bujar Osmani endorsed by the BDI/DUI-led coalition “European Front” 5. Biljana Vankovska-Cvetkovska endorsed by <i>the Left</i> 6. Arben Taravari endorsed by VLEN/VREDI 7. Maksim Dimitrievski endorsed by movement ZNAM “for Our Macedonia” 	<ol style="list-style-type: none"> 1. SDSM-led coalition “for a European Future” 2. VMRO-DPMNE-led coalition “Your Macedonia” 3. GROM-led coalition “Bravely for Macedonia” 4. BDI/DUI-led coalition “European Front” 5. The Left 6. VLEN/VREDI coalition 7. Movement ZNAM “for Our Macedonia” 8. United Macedonia 9. New Alternative 10. Party AVAJA 11. European Citizen Movement 12. Macedonian Third Era – Sovereignists 13. Your Party 14. Motherland Macedonia 15. The Right 16. Democrats 17. Workers’ Party 	<p>Government</p> <p>President</p> <p>Prime Minister</p> <p>Opposition</p> <p>Speaker</p> <p>State Election Commission (SEC)</p> <p>Civil Society Organizations</p>

MONITORING FINDINGS

1. GENERAL DATA

Chart 1.1. Total volume of political and electoral coverage on broadcasters

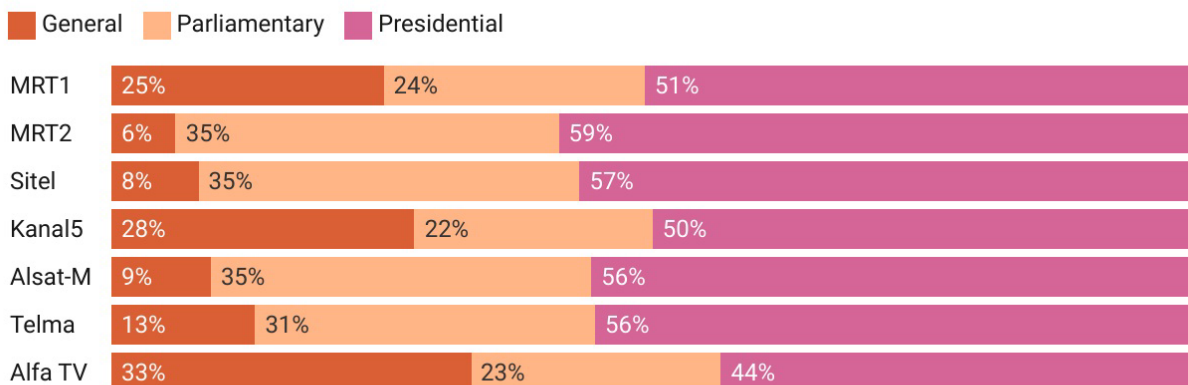
Totals: prime-time hours (18:00 - 00:00 daily) monitored between 4 April and 6 May 2024



Base time: MRT1 (public broadcaster) 27 hrs 25 min, MRT2 (public broadcaster) 23 hrs 40 min, Sitel 40 hrs, Kanal5 46 hrs 53, Alsat-M 42 hrs 37 min, Telma 47 hrs 57 min, Alfa TV 26 hrs 17 min. Total time of political/electoral content monitored 254 hrs 52 min. Total time monitored for all broadcasters 1,337 hrs.

Chart 1.2. Time dedicated to different elections in monitored period overall

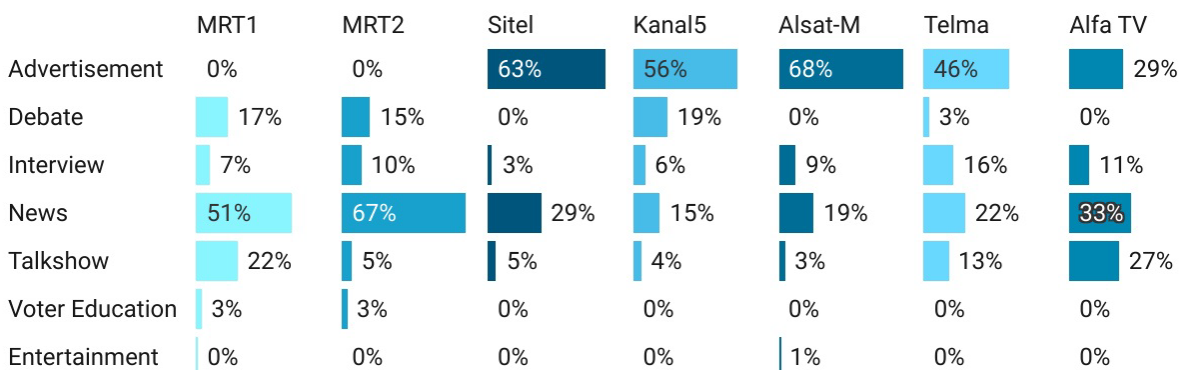
Totals: prime-time hours (18:00 - 00:00 daily) monitored between 4 April and 6 May 2024



Base time: MRT1 (public broadcaster) 27 hrs 25 min, MRT2 (public broadcaster) 23 hrs 40 min, Sitel 40 hrs, Kanal5 46 hrs 53, Alsat-M 42 hrs 37 min, Telma 47 hrs 57 min, Alfa TV 26 hrs 17 min. Total time of political/electoral content monitored 254 hrs 52 min. Total time monitored for all broadcasters 1,337 hrs.

Chart 1.3. Type of political and election-related content monitored per broadcaster

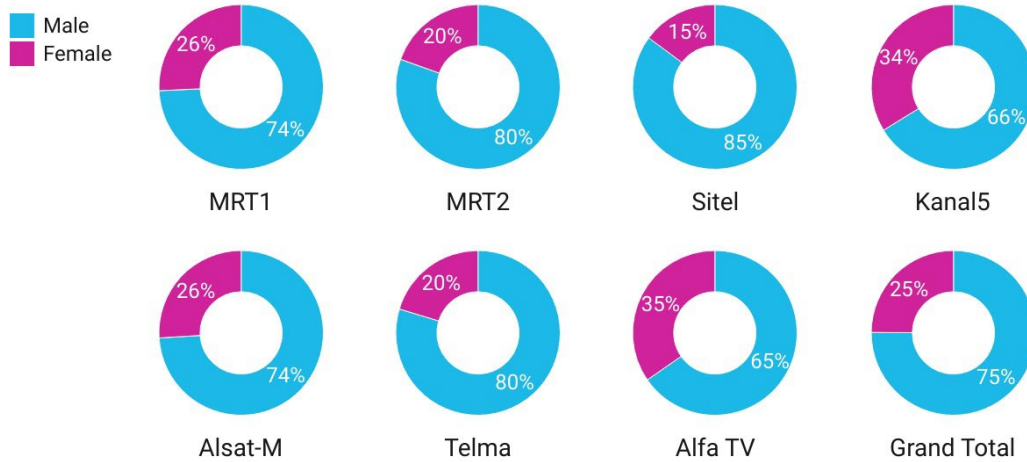
Totals: prime-time hours (18:00 - 00:00 daily) monitored between 4 April and 6 May 2024



Base time: MRT1 (public broadcaster) 27 hrs 25 min, MRT2 (public broadcaster) 23 hrs 40 min, Sitel 40 hrs, Kanal5 46 hrs 53, Alsat-M 42 hrs 37 min, Telma 47 hrs 57 min, Alfa TV 26 hrs 17 min. Total time of political/electoral content monitored 254 hrs 52 min. Total time monitored for all broadcasters 1,337 hrs.

Chart 1.4. Coverage dedicated to women candidates (without advertisement)

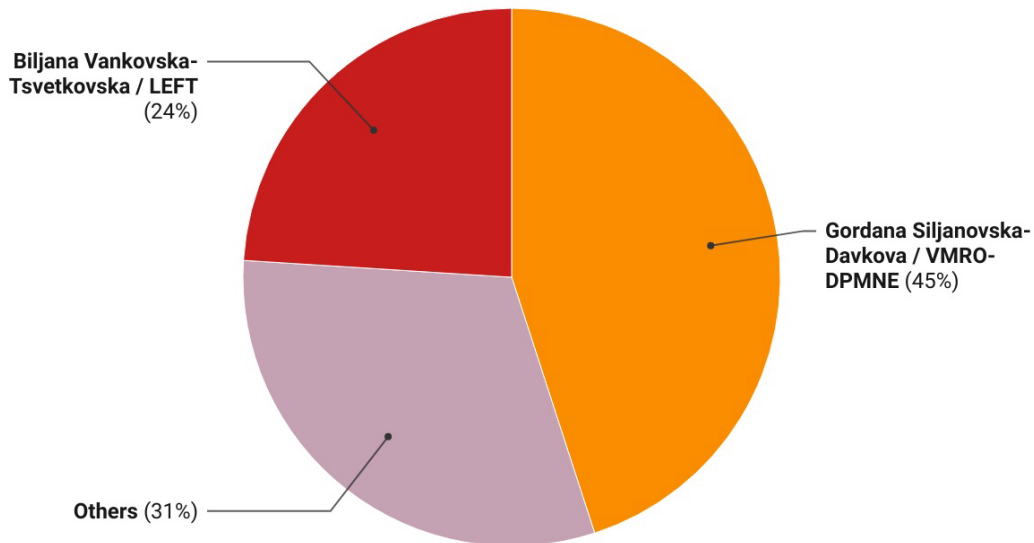
Totals: prime-time hours (18:00 - 00:00 daily) monitored between 4 April and 6 May 2024



Base time: MRT1 (public broadcaster) 27 hrs 25 min, MRT2 (public broadcaster) 23 hrs 40 min, Sitel 40 hrs, Kanal5 46 hrs 53, Alsat-M 42 hrs 37 min, Telma 47 hrs 57 min, Alfa TV 26 hrs 17 min. Total time of political/electoral content monitored 254 hrs 52 min. Total time monitored for all broadcasters 1,337 hrs.

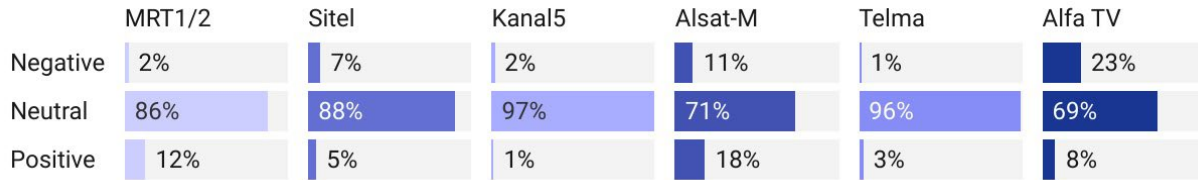
Chart 1.5. Grand Total (see chart 1.4) breakdown of women candidates on TV

Totals: prime-time hours (18:00 - 00:00 daily) monitored between 4 April and 6 May 2024



Base time: MRT1 (public broadcaster) 27 hrs 25 min, MRT2 (public broadcaster) 23 hrs 40 min, Sitel 40 hrs, Kanal5 46 hrs 53, Alsat-M 42 hrs 37 min, Telma 47 hrs 57 min, Alfa TV 26 hrs 17 min. Total time of political/electoral content monitored 254 hrs 52 min. Total time monitored for all broadcasters 1,337 hrs.

Chart 1.6. Tone of coverage on broadcasters (without advertisement)

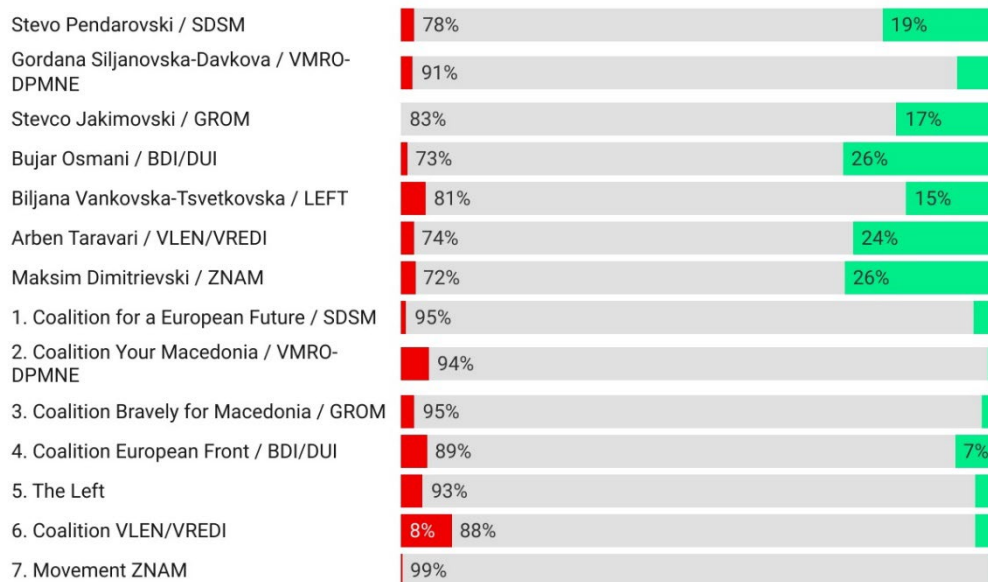


Base time: MRT1 (public broadcaster) 27 hrs 25 min, MRT2 (public broadcaster) 23 hrs 40 min, Sitel 40 hrs, Kanal5 46 hrs 53, Alsat-M 42 hrs 37 min, Telma 47 hrs 57 min, Alfa TV 26 hrs 17 min. Total time of political/electoral content monitored 254 hrs 52 min. Total time monitored for all broadcasters 1,337 hrs.

Charts 1.7. Tone of coverage per broadcaster (main contestants only)

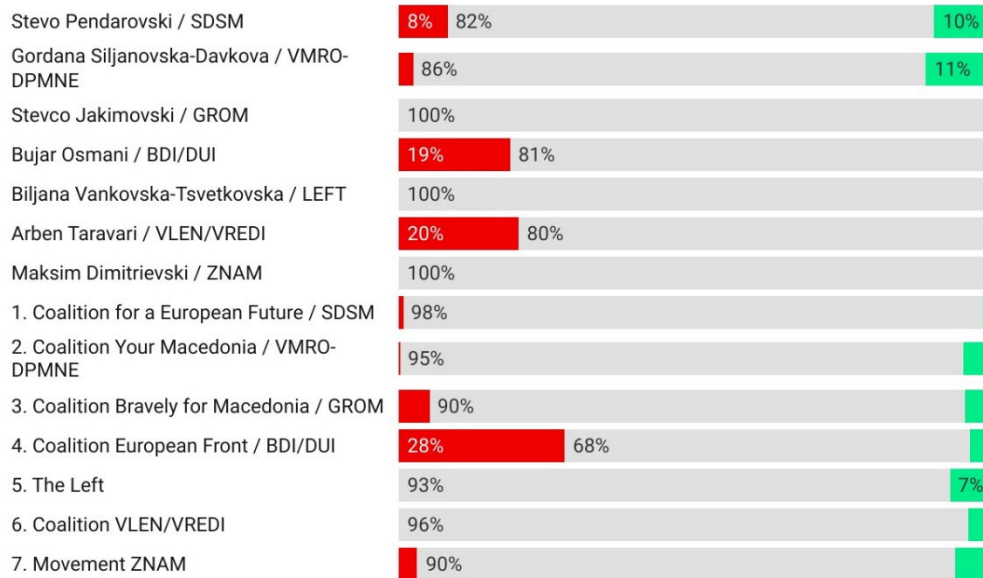
MRT1/2

■ Negative ■ Neutral ■ Positive



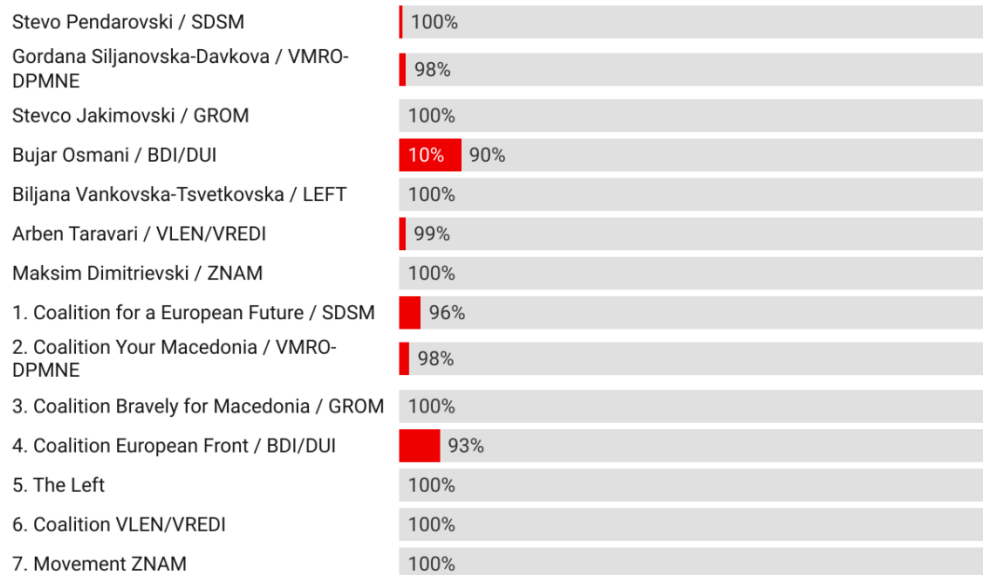
Sitel

■ Negative
 ■ Neutral
 ■ Positive



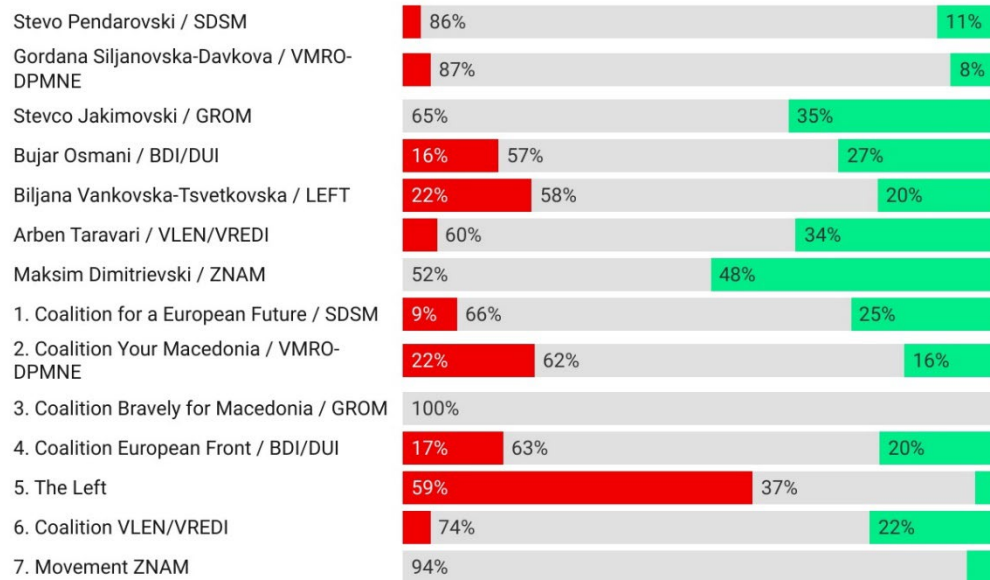
Kanal5

■ Negative
 ■ Neutral
 ■ Positive



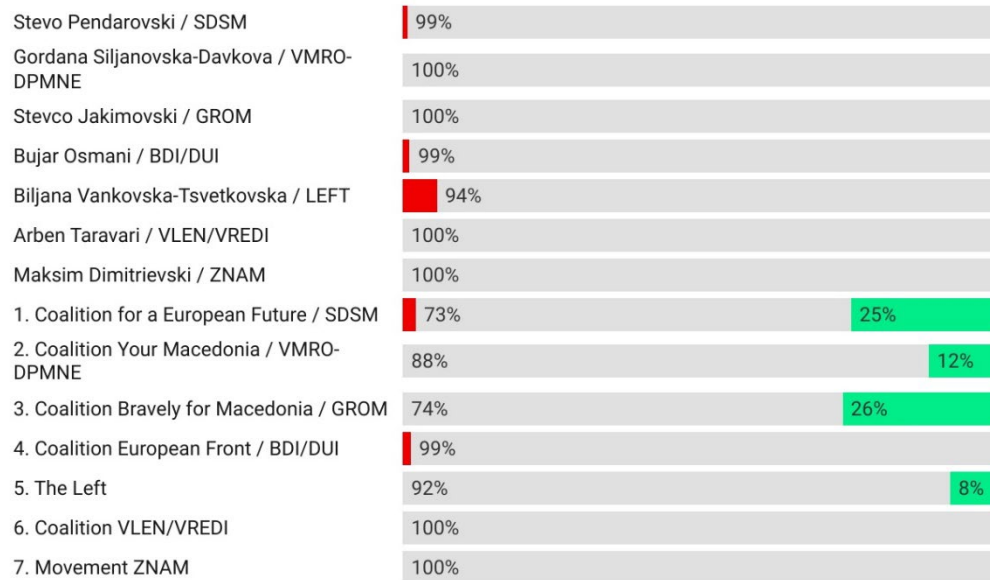
Alsat-M

■ Negative ■ Neutral ■ Positive



Telma

■ Negative ■ Neutral ■ Positive



Alfa TV

■ Negative
 ■ Neutral
 ■ Positive

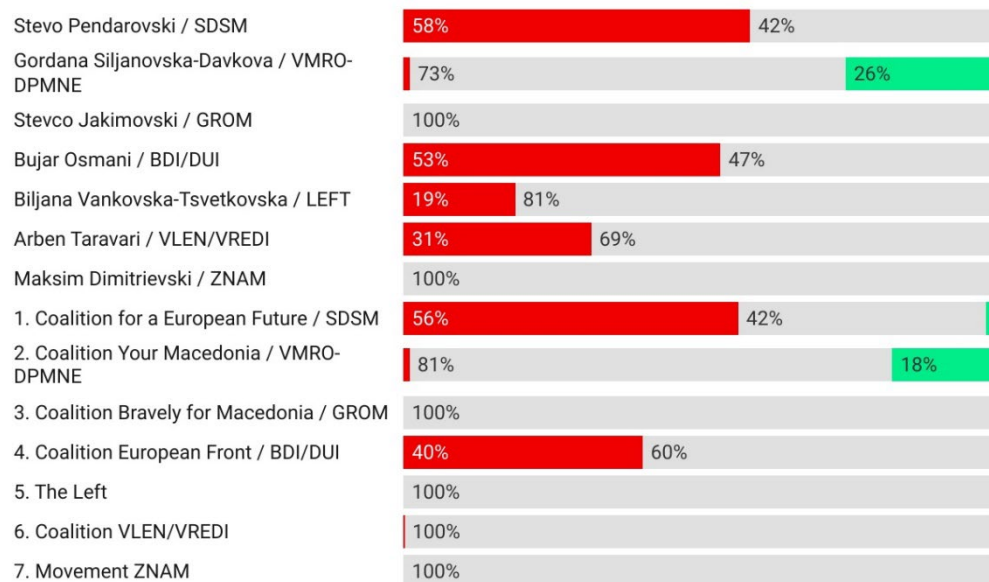
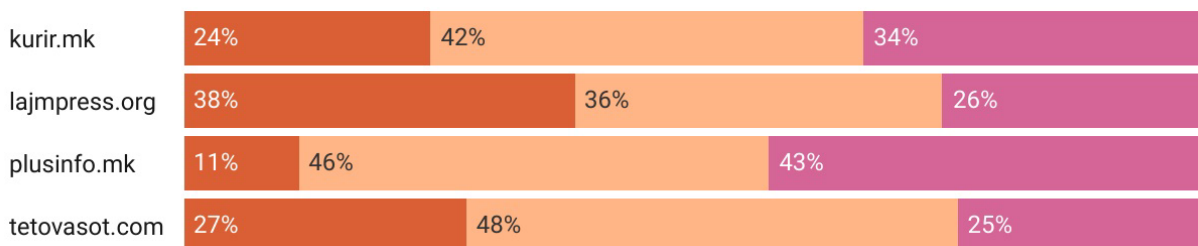


Chart 1.8. Online content monitored divided by election type

Totals: monitored online content between 4 April and 6 May 2024

■ General
 ■ Parliamentary
 ■ Presidential



Space measured: kurir.mk 1,129,959,831 pixels, lajmpress.org 351,728,639 pixels, plusinfo.mk 672,854,630 pixels, tetovasot.com 721,311,260 pixels. Total of political/electoral content measured in online portals 2,875,854,360 pixels.

Chart 1.9. Online political and election-related content by type

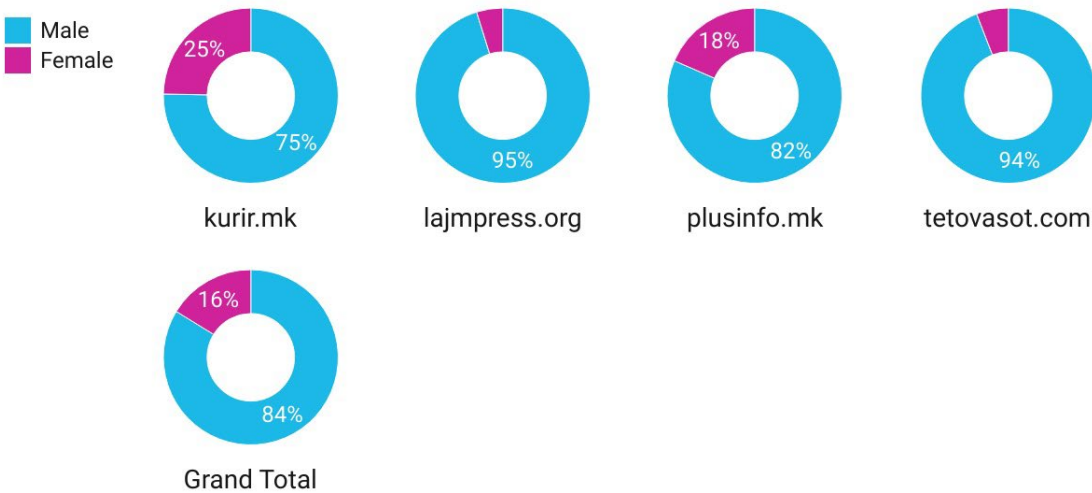
Totals: monitored online content between 4 April and 6 May 2024



Space measured: kurir.mk 1,129,959,831 pixels, lajmpress.org 351,728,639 pixels, plusinfo.mk 672,854,630 pixels, tetovasot.com 721,311,260 pixels. Total of political/electoral content measured in online portals 2,875,854,360 pixels.

Chart 1.10. Online content dedicated to women candidates (without advertisement)

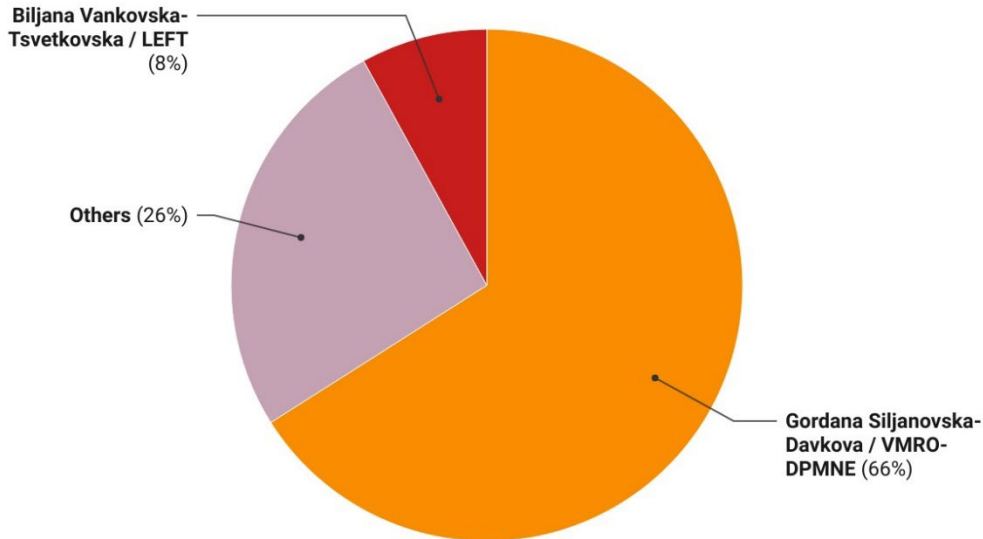
Totals: monitored online content between 4 April and 6 May 2024



Space measured: kurir.mk 1,129,959,831 pixels, lajmpress.org 351,728,639 pixels, plusinfo.mk 672,854,630 pixels, tetovasot.com 721,311,260 pixels. Total of political/electoral content measured in online portals 2,875,854,360 pixels.

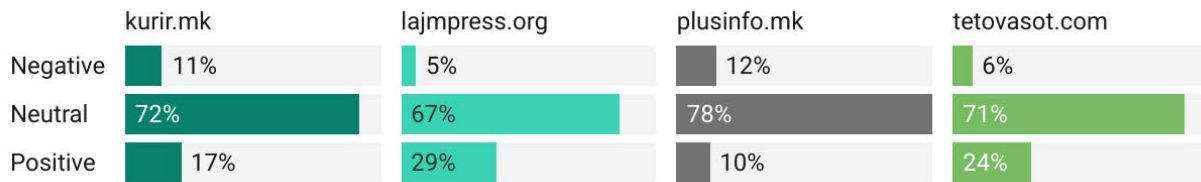
Chart 1.11. Grand Total (see chart 1.10) breakdown of women candidates in online news portals

Totals: monitored online content between 4 April and 6 May 2024



Space measured: kurir.mk 1,129,959,831 pixels, lajmpress.org 351,728,639 pixels, plusinfo.mk 672,854,630 pixels, tetovasot.com 721,311,260 pixels. Total of political/electoral content measured in online portals 2,875,854,360 pixels.

Chart 1.12. Tone of coverage in online news portals (without advertisement)

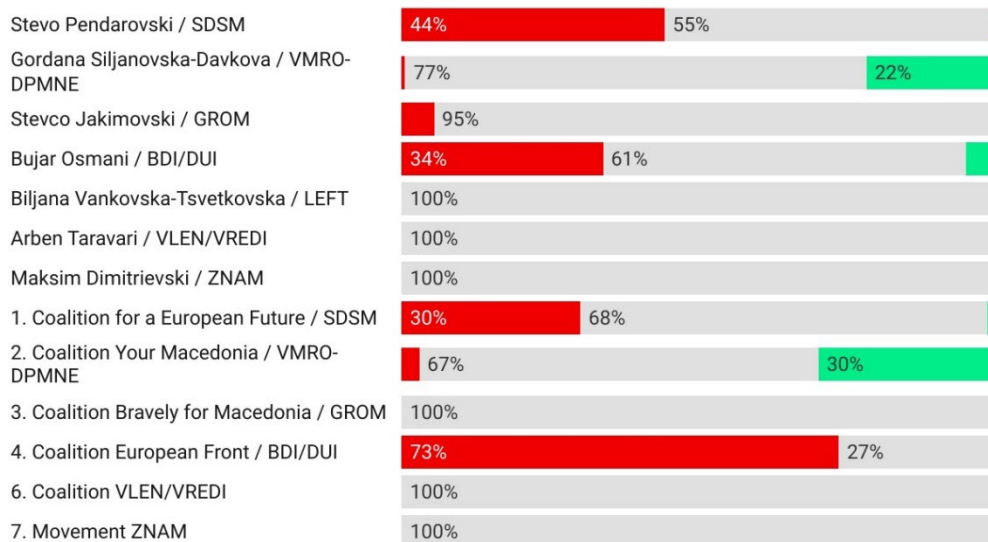


Space measured: kurir.mk 1,129,959,831 pixels, lajmpress.org 351,728,639 pixels, plusinfo.mk 672,854,630 pixels, tetovasot.com 721,311,260 pixels. Total of political/electoral content measured in online portals 2,875,854,360 pixels.

Charts 1.13. Tone of coverage per online news portal (main contestants only)

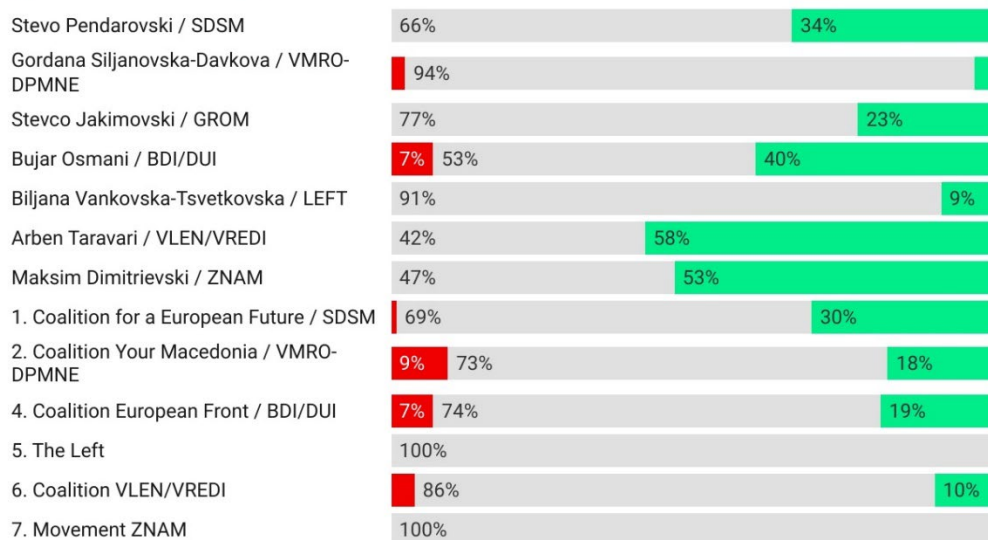
kurir.mk

■ Negative ■ Neutral ■ Positive



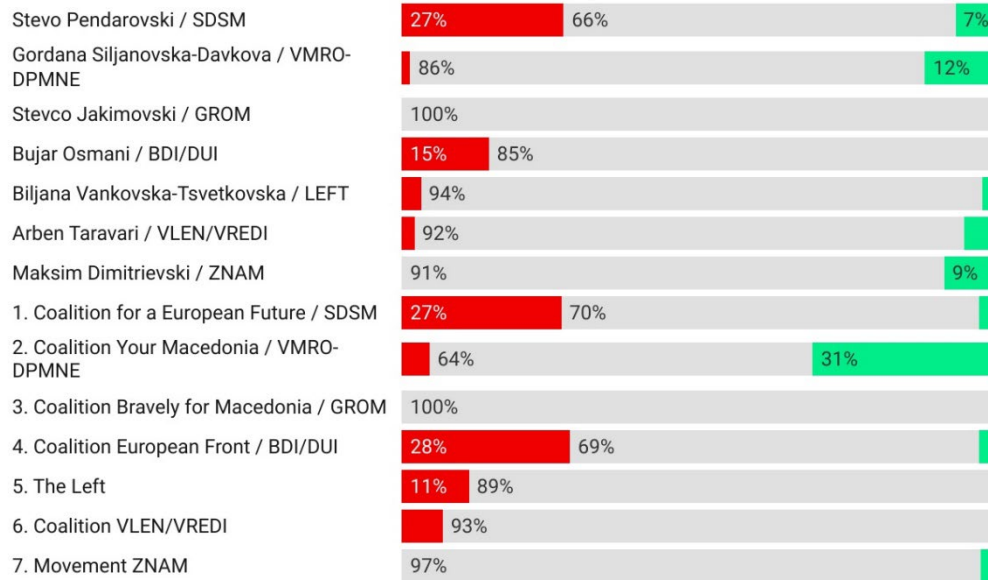
lajmpress.org

■ Negative ■ Neutral ■ Positive



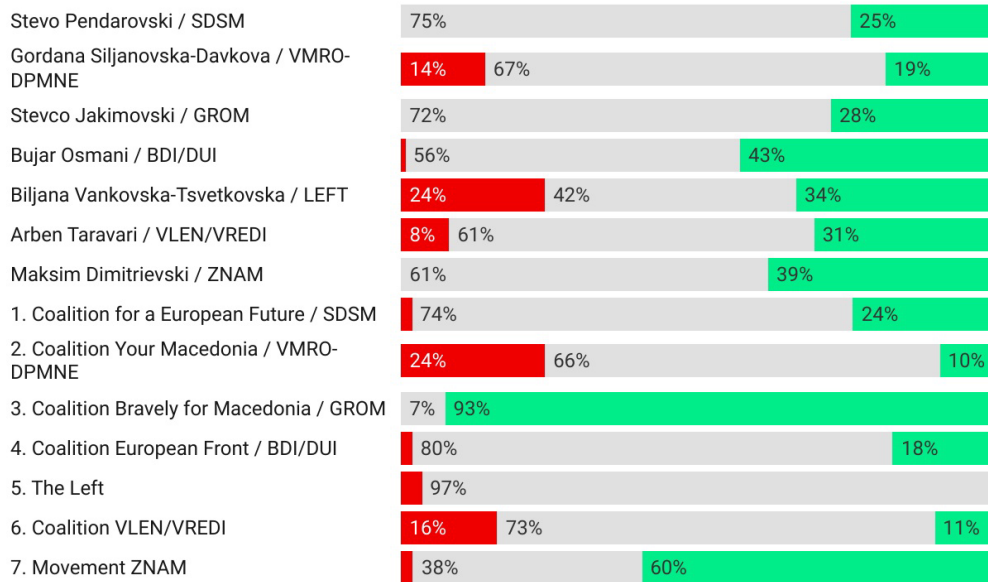
plusinfo.mk

■ Negative
 ■ Neutral
 ■ Positive



tetovasot.com

■ Negative
 ■ Neutral
 ■ Positive



2. FIRST ROUND OF THE PRESIDENTIAL ELECTION

Chart 2.1. Candidate coverage per broadcaster

Prime-time coverage, without advertisement

	MRT1	MRT2	Sitel	Kanal5	Alsat-M	Telma	Alfa TV
Stevo Pendarovski / SDSM	16%	18%	22%	22%	16%	14%	23%
Gordana Siljanovska-Davkova / VMRO-DPMNE	16%	18%	20%	22%	17%	17%	20%
Stevco Jakimovski / GROM	12%	10%	10%	10%	10%	12%	9%
Bujar Osmani / BDI/DUI	15%	17%	14%	14%	18%	13%	14%
Biljana Vankovska-Tsvetkovska / LEFT	15%	11%	10%	10%	10%	14%	10%
Arben Taravari / VLEN/VREDI	15%	14%	13%	11%	19%	17%	12%
Maksim Dimitrievski / ZNAM	11%	12%	10%	10%	9%	13%	9%
President	0%	0%	0%	0%	0%	0%	0%
Government	0%	0%	1%	1%	1%	0%	2%
Opposition	0%	0%	0%	0%	0%	0%	1%

Base time: MRT1 (public broadcaster) 8 hrs 44 min, MRT2 (public broadcaster) 11 hrs 2 min, Sitel 40 hrs, Kanal5 3 hrs 53, Alsat-M 4 hrs 35 min, Telma 10 hrs 38 min, Alfa TV 3 hrs 39 min. Total time monitored 46 hrs 59 min.

Chart 2.2. Candidate coverage per online news portal

Online content, without advertisement.

	kurir.mk	lajmpress.org	plusinfo.mk	tetovasot.com
Stevo Pendarovski / SDSM	26%	24%	28%	18%
Gordana Siljanovska-Davkova / VMRO-DPMNE	68%	5%	32%	10%
Stevco Jakimovski / GROM	0%	0%	8%	4%
Bujar Osmani / BDI/DUI	2%	30%	9%	49%
Biljana Vankovska-Tsvetkovska / LEFT	0%	0%	9%	5%
Arben Taravari / VLEN/VREDI	0%	31%	6%	8%
Maksim Dimitrievski / ZNAM	0%	9%	9%	5%
President	0%	0%	0%	0%
Government	1%	0%	0%	0%
Others	0%	0%	0%	0%

Space measured: kurir.mk 287,079,830 pixels, lajmpress.org 47,572,315 pixels, plusinfo.mk 203,199,802 pixels, tetovasot.com 105,516,205 pixels. Total content measured 643,368,152 pixels.

3. PRESIDENTIAL RUN-OFF

Chart 3.1. Candidate coverage per broadcaster (including first-round candidates)

Prime-time coverage, without advertisement. Alsat-M (predominantly Albanian language TV) continued to dedicate considerable amounts of time to the candidates endorsed by BDI/DUI and VLEN/VREDI.

	MRT1	MRT2	Sitel	Kanal5	Alsat-M	Telma	Alfa TV
Stevo Pendarovski / SDSM	23%	43%	57%	47%	22%	26%	21%
Gordana Siljanovska-Davkova / VMRO-DPMNE	54%	27%	43%	50%	26%	33%	68%
Stevco Jakimovski / GROM	4%	4%	0%	1%	1%	4%	0%
Bujar Osmani / BDI/DUI	6%	8%	0%	1%	21%	10%	4%
Biljana Vankovska-Tsvetkovska / LEFT	4%	4%	0%	0%	1%	5%	1%
Arben Taravari / VLEN/VREDI	5%	8%	0%	0%	27%	15%	4%
Maksim Dimitrievski / ZNAM	3%	6%	0%	1%	1%	7%	2%
Other	1%	0%	0%	0%	1%	0%	0%

Base time: MRT1 (public broadcaster) 4 hrs 33 min, MRT2 (public broadcaster) 2 hrs 7 min, Sitel 0 hrs 14 min, Kanal5 2 hrs 52, Alsat-M 1 hrs 29 min, Telma 1 hrs 51 min, Alfa TV 2 hrs 1 min. Total time monitored 15 hrs 10 min.

Chart 3.2. Candidate coverage per online news portal

Online content, without advertisement. Albanian language portals lajmpress.org and tetovasot.com continued to allocate considerable amounts of space to the candidates endorsed by BDI/DUI and VLEN/VREDI.

	kurir.mk	lajmpress.org	plusinfo.mk	tetovasot.com
Stevo Pendarovski / SDSM	27%	10%	26%	22%
Gordana Siljanovska-Davkova / VMRO-DPMNE	64%	17%	39%	15%
Stevco Jakimovski / GROM	0%	3%	3%	1%
Bujar Osmani / BDI/DUI	1%	20%	11%	47%
Biljana Vankovska-Tsvetkovska / LEFT	0%	3%	7%	0%
Arben Taravari / VLEN/VREDI	0%	40%	7%	13%
Maksim Dimitrievski / ZNAM	3%	3%	6%	0%
Government	5%	4%	1%	2%

Space measured: kurir.mk 49,565,392 pixels, lajmpress.org 30,373,594 pixels, plusinfo.mk 50,740,270 pixels, tetovasot.com 44,041,261 pixels. Total content measured 174,720,517 pixels.

4. PARLIAMENTARY ELECTIONS

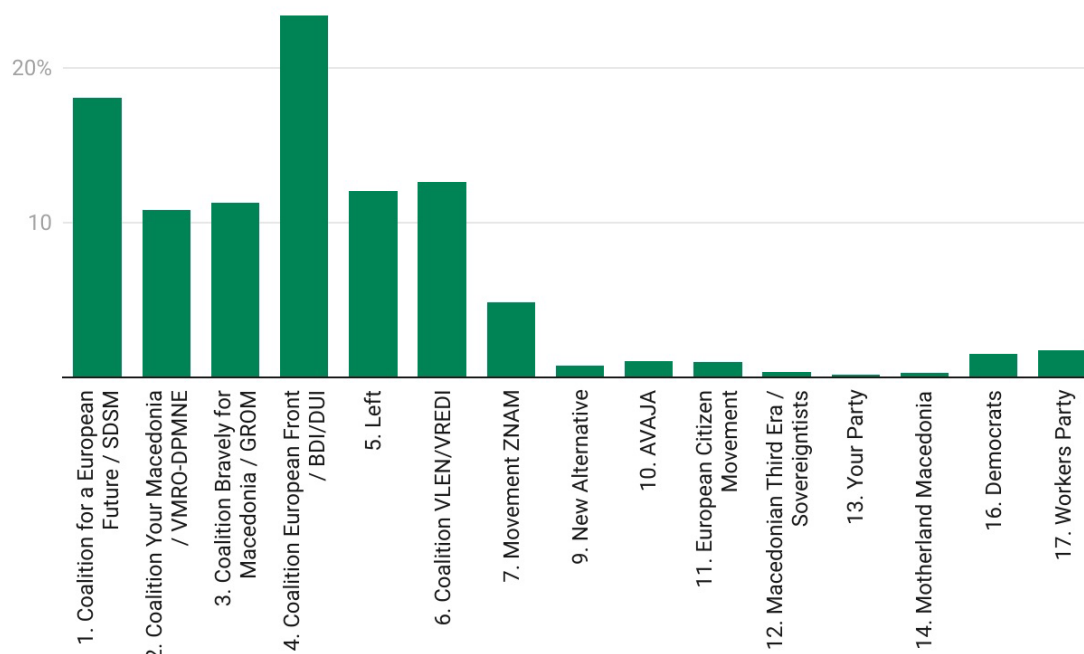
Chart 4.1. Candidate list coverage per broadcaster

Prime-time coverage, without advertisement. Invisible in the media during evening hours were contestants belonging to (8.) United Macedonia and (15.) The Right.

	MRT1	MRT2	Sitel	Kanal5	Alsat-M	Telma	Alfa TV
1. Coalition for a European Future / SDSM	22%	15%	31%	28%	19%	23%	16%
2. Coalition Your Macedonia / VMRO-DPMNE	19%	14%	23%	34%	20%	23%	49%
3. Coalition Bravely for Macedonia / GROM	10%	9%	4%	8%	3%	5%	2%
4. Coalition European Front / BDI/DUI	15%	27%	10%	7%	20%	15%	10%
5. The Left	10%	11%	6%	4%	6%	5%	5%
6. Coalition VLEN/VREDI	11%	16%	16%	2%	24%	16%	5%
7. Movement ZNAM	6%	2%	6%	5%	7%	8%	3%
9. New Alternative	1%	1%	1%	11%	0%	2%	2%
10. AVAJA	1%	1%	0%	0%	0%	1%	2%
11. European Citizen Movement	0%	1%	0%	0%	0%	0%	0%
12. Macedonian Third Era / Sovereignists	0%	0%	0%	0%	0%	0%	0%
13. Your Party	0%	0%	0%	0%	0%	0%	1%
14. Motherland Macedonia	0%	0%	0%	0%	0%	1%	1%
16. Democrats	2%	1%	1%	1%	0%	1%	2%
17. Workers Party	2%	1%	1%	0%	1%	0%	2%
Other	0%	2%	1%	0%	0%	0%	0%

Base time: MRT1 (public broadcaster) 6 hrs 08 min, MRT2 (public broadcaster) 8 hrs 18 min, Sitel 4 hrs 48 min, Kanal5 2 hrs 46 min, Alsat-M 3 hrs 23 min, Telma 6 hrs 23 min, Alfa TV 2 hrs 44 min. Total time monitored 34 hrs 32 min.

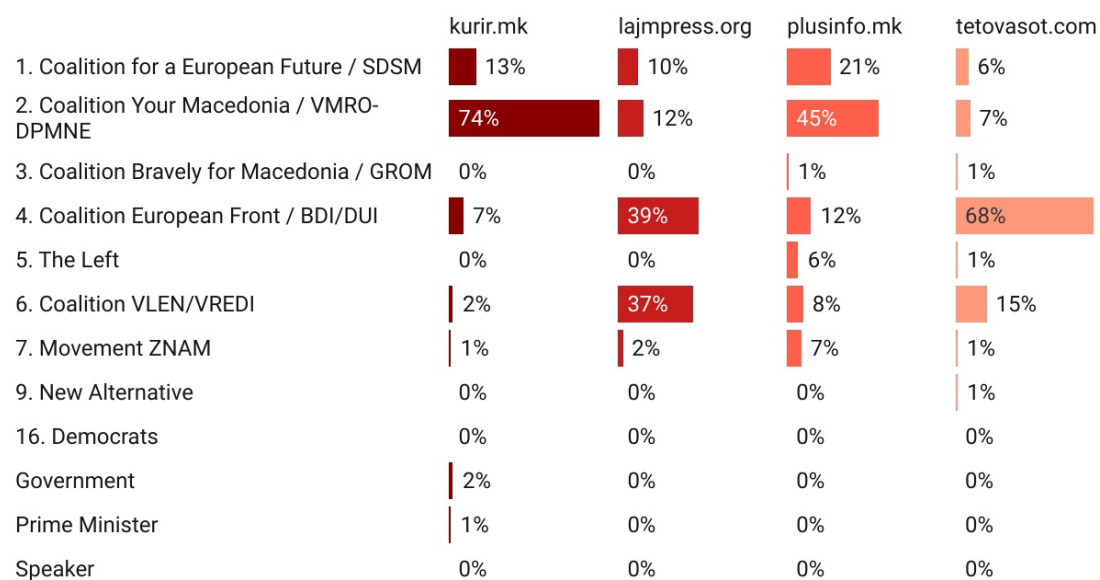
Chart 4.2. Public broadcaster newscasts coverage of parliamentary candidate lists



Base time newscasts: MRT1 and MRT2 11 hrs 58 min.

Chart 4.3. Candidate coverage per online news portal

Online content, without advertisement. Only a limited number of political contestants in the parliamentary elections received online coverage in the four outlets monitored.



Space measured: kurir.mk 433,806,635 pixels, lajmpress.org 82,593,294 pixels, plusinfo.mk 265,075,328 pixels, tetovasot.com 263,862,799 pixels. Total content measured 1,045,338,056 pixels.