

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA

Media monitoring analysis

August 2023



Executive Summary

- **The number of articles about Ukraine** in major international online media in August 2023 **decreased by 29%** compared to July.
- There were **16K+ articles** about Ukraine in major international online media with **total reach of 293 mln contacts**.
- German sources dominated in terms of the total number of articles about Ukraine due to large amount of duplicate publications.
- The largest daily number of articles about Ukraine was published on the **Independence Day of Ukraine**, coinciding with the second day after the death of Prigozhin, the leader of the “Wagner” PMC. Among other events that caused an increase in media attention to Ukraine were:
 - Landing of Ukrainian troops in Crimea
 - Russian warship firing warning shots at cargo ship in Black Sea
 - Drone & missile attack on Odesa
 - BRICS summit
 - Missile strike on a hotel in Zaporizhzhia
 - Dismissal of all regional military recruitment office commanders
 - Drone attack on Russian Black Sea Port of Novorossiysk
 - Liberation of Robotyne village
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ The death of the leader of the Wagner PMC, Yevgeny Prigozhin – 15% of all articles
 - ▶ Ukraine’s counteroffensive – 8% of all articles
 - ▶ Drone attacks in Russia – 8% of all articles
 - ▶ Shelling of the Ukrainian infrastructure – 6% of all articles

Methodology

- To create this report, we analysed **articles about Ukraine** published in the **biggest international online news media** during August 2023.
- The list of top media was defined **based on the audience size** of the source.
- The report covers **65 major media sources** for the following languages:
 - English (30 sources)
 - German (16 sources)
 - French (12 sources)
 - Spanish (7 sources)

The list of the analysed media sources can be found on the [last page](#) of this report.

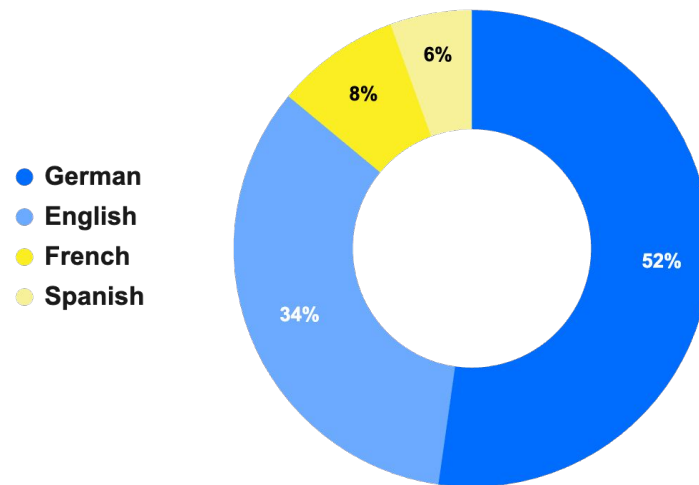
- The media database for the analysis was **provided by the Looqme media monitoring company**.

GERMAN TOP-MEDIA DOMINATED IN TERMS OF THE NUMBER OF ARTICLES ABOUT UKRAINE, BUT ENGLISH SOURCES REACHED TWICE MORE PEOPLE THAN GERMAN ONES

Language distribution of publications about Ukraine in major online media

	Total number of publications about Ukraine (including duplicates)	Number of original publications about Ukraine	Total potential reach
English	5 705	4 337	186 272 526
German	8 829	4 667	72 759 414
French	1 426	1 020	17 351 492
Spanish	938	872	16 943 953

Share of English, German, French, and Spanish articles among all publications about Ukraine in major online news media

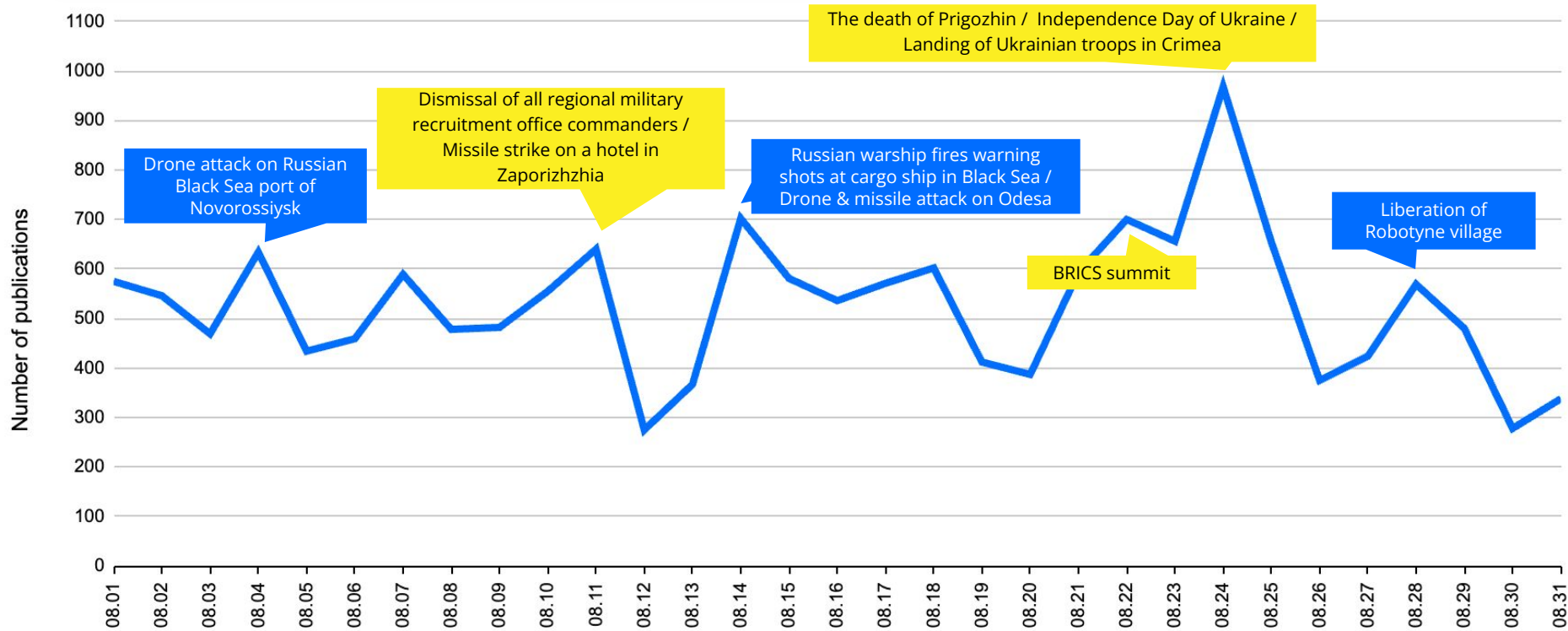


Total **16 898** articles -29% to previous period

Total **293 mln** reach -31% to previous period

THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS ON AUGUST 24 – THE DAY OF INDEPENDENCE AND THE DAY AFTER THE “WAGNER” LEADERS’ DEATH IN RUSSIA

Daily dynamics of publications and key topics about Ukraine



Key topics about Ukraine in terms of the % of published articles

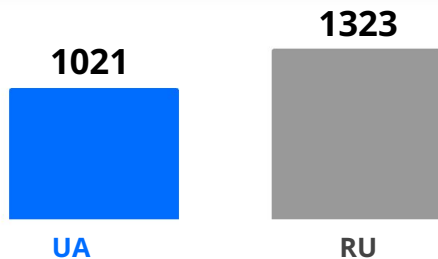
Topic	Share of Voice
The death of the leader of the Wagner PMC, Yevgeny Prigozhin	15%
Ukraine’s counteroffensive	8%
Drone attacks in Russia	8%
Shelling of the Ukrainian infrastructure	6%



Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in 10 biggest news media (BBC, The New York Times, Daily Mail, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, NPR, NBC News).

We believe the analysed sample of sources represents the general trends in major foreign media.

Number of articles citing Ukrainian or Russian public figures



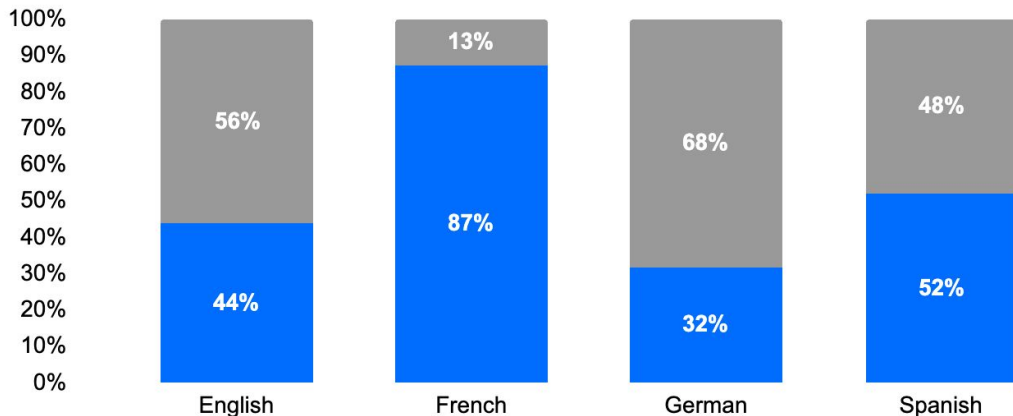
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

Zelenskyy, Yermak, Podolyak, Arakhamia, Reznikov, Shmyhal, Budanov, Zaluzhny, Kuleba, Stefanchuk, Maliar, Nikiforov, Vereshchuk, Danilov, Poroshenko, Kim, Filatov, Fedorov, Kisytsia, Kubrakov

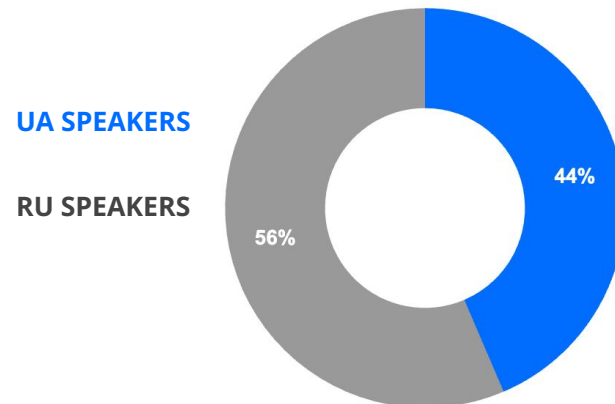
RU SPEAKERS – mentions of key figures of Russian politics

Putin, Lavrov, Zakharova, Shoigu, Surovikin, Nebenzia, Peskov, Kadyrov, Medvedev, Prigozhin, Pushylin

Share of articles citing Ukrainian or Russian public figures, different languages



Share of articles citing Ukrainian or Russian public figures, all languages



Ukraine's counteroffensive

- In August, there was a clear positive trend in the tone of voice regarding Ukraine's counteroffensive.
- At the start of the month, most publications were concerned about the slow progress of the counteroffensive. Such words as “slow”, “slow-moving”, “slow-going”, “slower than they would have liked”, “slow and costly”, “gruelling”, “bloody, painstaking crawl”, “brutal”, “very difficult” were making the tone of voice. However, by the last week of August, journalists and experts started recognizing the Ukrainian army's breakthrough in the Zaporizhzhia region. Publication titles frequently featured phrases like “counter-offensive achieves breakthrough”, “Ukraine gains on southern front could open way to Crimea”, “Ukraine breaks Russian stronghold's first line of defence”.
- During the first half of the month, there was widespread frustration in the media regarding Ukraine's approach to its counteroffensive. Both The Washington Post and The New York Times were at the forefront of this criticism. They specifically took issue with Ukraine's strategy, which involved deploying smaller units across various fronts instead of concentrating a larger force at a single breakthrough point, as recommended by the Pentagon. By the end of the month, a contrasting viewpoint began to emerge in the media: Ukraine's strategic approach was deemed sound, but it required additional time and resources, with an emphasis on increased support from its allies rather than unwarranted military assessments.
- In August, the media began to view attacks on the Russian Black Sea fleet and infrastructure as another facet of Ukraine's counteroffensive.

“Ukrainian forces have been fighting a brutal counteroffensive for the past two months, struggling to advance on land. Yet they have made progress on another front: the Black Sea, a vital shipping route for both sides of the war.” (The New York Times)

Drone attacks in Russia

- Usually citing the President of Ukraine, media mostly viewed the drone attacks on Russian soil as the war coming back to Russia.
"Gradually, the war is returning to the territory of Russia — to its symbolic centers and military bases, and this is an inevitable, natural and absolutely fair process," Zelensky said. (Washington Post)
"Zelensky wants to show the Russian public the true reality of Putin's war." (Daily Mail)
- In the media, drone attacks are usually depicted as aligned with Ukraine's growing capability to strike over long distances.
- The main aims of these attacks are described as hampering the Kremlin's military logistics and raising morale of Ukrainians.
- It is generally believed that Kremlin will face difficulty in keeping the war distant from the Russian population as the attacks intensify.
- There is no consistent stance on condemning or justifying the attacks on Russia. Some authors express concerns about the potential escalation of the war, while others praise Kyiv's incremental approach, which has prevented a rapid massive retaliatory strike.

The death of the “Wagner” PMC’s leader, Yevgeny Prigozhin

- The topic that garnered the most foreign media attention in August focused on the event's impact on Russia and other global regions, rather than Ukraine.
- The most common messages regarding Prigozhin's death included:
 - Anticipated repercussions in regions where the Wagner Group had a presence
 - Concerns about an increased threat from the Wagner PMC if it comes under Putin's control
 - The event heightening a sense of instability among Russians.
- It was widely believed that Prigozhin's death was seen as Putin's retaliation following Wagner's brief rebellion.

Independence Day of Ukraine

[The Guardian](#), [The New York Times](#)

Ukraine celebrates independence day with first raid into Crimea

Ukraine Observes Independence Day With Subdued Celebrations

Biden asks Congress for \$24 billion for Ukraine aid

[CNN](#), [NPR](#), [Fox News](#), [Business Insider](#)

Biden asks Congress for \$24 billion in more Ukraine assistance

Biden's Ukraine funding request triggers House showdown: 'Shoveling money out the door'

The Biden administration is seeking billions in additional funding for Ukraine

Biden asks Congress for another \$24 billion in aid for Ukraine and other allies

Landing of Ukrainian troops in Crimea

[Reuters](#), [News Sky](#), [Business Insider](#), [The New York Times](#)

Ukraine says it launched 'special operation' in Russian-occupied Crimea

Ukraine claims it has raised its flag in Crimea after 'special operation' on Russian-occupied territory

Ukraine says its special forces pulled off a daring amphibious raid into occupied Crimea, hit Russian troops, and raised the flag on the peninsula

Ukraine claims its forces staged a brief raid in occupied Crimea.

Drone attacks in Russia

[Associated Press News](#), [Independent](#), [Telegraph](#), [The Guardian](#)

Zelenskyy says Ukraine has developed a long-range weapon, a day after a strike deep inside Russia

Ukraine drone strike reportedly destroys Russian supersonic bomber

The reason Ukraine's drone attacks are more effective than Russia's

Drone attacks inside Putin's Russia will only increase, says senior Ukraine official

F-16

[Associated Press News](#), [Reuters](#), [CTV News](#)

NATO-member Norway to donate F-16 fighter jets to Ukraine, becoming third country to do so

NATO-member Norway to donate F-16 fighter jets to Ukraine, becoming third country to do so: reports

Ukrainian pilots to receive F-16 training in US

Some articles on key topics in top-media in German & regionally specific topics

BRAND UKRAINE

Finance Minister Lindner visits Kyiv

[Welt](#), [Sueddeutsche](#), [ORF.at](#), [ZEIT ONLINE](#)

Kiew's Bürgermeister Klitschko spricht mit Lindner über weitere Hilfen

Lindner zeigt "Sympathie" für Taurus-Lieferung an Ukraine

Bundesfinanzminister Lindner in Kiew eingetroffen

Lindner in Kiew: „Ukraine darf nicht verlieren“

Drone attacks in Russia

[FAZ.net](#), [Merkur](#), [Finanzenrichten](#)

Baerbock: Ukrainische Drohnenangriffe auf Moskau sind legitim

Kampfflugzeug in Flammen: Ukraine zerstört angeblich Überschallbomber in Russland

GESAMT-ROUNDUP: Ukraine greift Ziele in Russland an - London: Bomber zerstört

Independence Day of Ukraine

[Merkur](#), [Finanzenrichten](#), [N-tv](#)

Unabhängigkeitstag der Ukraine: Selenskyj kündigt in Rede „mächtige Dinge“ an

Anderthalb Jahre Krieg - Scholz und Baerbock würdigen Mut der Ukraine

+++ 08:08 ISW: Russische Kriegsblogger beklagen Fehlen von Munition +++

Germany in talks to send Taurus missiles to Ukraine

[FAZ.net](#), [Finanzen](#), [Welt](#), [Finanznachrichten](#), [Bild](#)

Bundesregierung prüft Lieferung von Taurus-Marschflugkörpern an Ukraine

Regierung sperrt sich gegen Taurus-Lieferung

Regierung prüft wohl Marschflugkörper-Lieferung an Ukraine

Kiesewetter fordert zügige Taurus-Lieferung an die Ukraine

Union fordert von Scholz Klarheit über Taurus-Lieferung an Ukraine

Unbreakable Ukraine - Night Rally for the Future of Europe

[ZEIT ONLINE](#), [Tagesschau](#)

"Unbreakable Ukraine": Demo vor dem Kölner Dom beendet

++ Solidaritätsdemo für Ukraine in Berlin ++

The Motanka Festival in Berlin

[ZEIT ONLINE](#)

"Motanka"-Festival feiert ukrainische Kultur

Some articles on key topics in top-media in French & regionally specific topics

BRAND UKRAINE

Independence Day of Ukraine

[Le Figaro](#), [RTBF](#), [Franceinfo](#), [Ouest-France](#)

Guerre en Ukraine : Kiev se félicite d'une rare opération commando en Crimée annexée

Guerre en Ukraine : à l'occasion de la fête de l'Indépendance, Kiev remercie (avec humour et en vidéos) les pays alliés

Guerre en Ukraine : les États-Unis formeront des pilotes ukrainiens aux F-16 à partir de septembre, annonce le Pentagone

Ukraine : Volodymyr Zelensky salue « le peuple libre » à l'occasion de la fête de l'Indépendance

Dismissal of all regional military recruitment office commanders

[RTBF](#), [Franceinfo](#), [Le Figaro](#)

Guerre en Ukraine : après une enquête anticorruption, Zelensky limoge tous les responsables régionaux chargés du recrutement militaire

Guerre en Ukraine : Zelensky limoge tous les chefs régionaux de la conscription militaire

Guerre en Ukraine : le président Volodymyr Zelensky limoge tous les chefs régionaux en charge de la conscription militaire

F-16

[Le Figaro](#), [Ouest-France](#), [Franceinfo](#), [BFMTV](#)

Feu vert des États-Unis pour que Danemark et Pays-Bas transfèrent des F-16 à l'Ukraine

Guerre en Ukraine. Pas de chasseurs F-16 dans l'immédiat, le rouble chute... Le point sur la nuit

Guerre en Ukraine : le premier cargo parti d'Ukraine depuis la fin de l'accord sur les céréales est arrivé en Turquie malgré le blocus

L'UKRAINE INDIQUE QU'ELLE NE POURRA PAS UTILISER DE CHASSEURS F-16 CETTE ANNÉE

The letters from two Ukrainian sisters

[Le Monde](#)

Les lettres d'Olga et de Sasha : « Je suis pacifiste, mais je ne peux plus l'être. La guerre a changé ma nature fondamentale »

Verka Serdyuchka in Nice, humor despite the war

[Le Monde](#)

La drag-queen Verka Serdioutchka, l'humour malgré la guerre en Ukraine

Franco-Ukrainian anaesthesiologist on the Ukrainian front

[Franceinfo](#)

"Notre rôle c'est de stabiliser les blessés" : Arsène Sabaniev, anesthésiste engagé sur le front de la guerre en Ukraine

Some articles on key topics in top-media in Spanish & regionally specific topics

BRAND UKRAINE

Independence Day of Ukraine

[El Confidencial](#), [El Espanol](#), [El Mundo](#)

¿Un "regalo" para Ucrania en su gran día? Lo que el fin de Prigozhin significa para la guerra

Una cadena humana en el centro de León en busca del fin de la guerra de Ucrania

¡Muchas gracias España!: Ucrania agradece el apoyo español en la guerra en su Día de la Independencia

Mass evacuation in Kharkiv region

[El Pais](#), [Lavanguardia](#), [ABC](#)

La ofensiva de Rusia para romper la línea de frente en Kupiansk obliga a Ucrania a evacuar 37 localidades

Evacuación masiva de civiles en Járkiv ante el empuje ruso

Guerra Ucrania - Rusia, en directo: Ucrania asegura haber derribado «oleadas» de misiles y drones sobre Odesa

Drone attacks in Russia

[El Mundo](#), [El Pais](#)

Aviones y fábricas en llamas tras una 'lluvia de drones' ucranianos en el norte y el sur de Rusia

Rusia amenaza con represalias tras la mayor ofensiva con drones ucranios sobre su territorio

Ukrainian army is using a Spanish rifle

[El Espanol](#)

El sorprendente rifle español que está usando el ejército ucraniano: así es el Cetme L

Courses in Lleida for those who want to fight in Ukraine

[El Pais](#)

Una compañía de Lleida ofrece cursos de 700 euros para luchar en la guerra de Ucrania

The list of analyzed media

ENGLISH

BBC, Daily Mail, The Guardian, Mirror Online, The New Your Times, Washington Post, Mirror, Independent, Telegraph, CBC, CTV News, Express, Associated Press News, Reuters, Business Insider, CNN, FOXNews, CCTV, New York Post, USA Today, BuzzFeed News, The Sun, People, Wall Street Journal, MarketWatch, NBC News, National Public Radio, Sky News, NBS sport

GERMAN

Bild, Spiegel, Welt, ZEIT ONLINE, FAZ.net, Süddeutsche Zeitung, T-online, Tagesschau, N-tv, ORF.at, Kronen Zeitung, Der Standard, Merkur.de, Finanznachrichten, Finanzen.net, FOCUS online

SPANISH

El Mundo, El Pais, La Vanguardia, 20minutos, ABC, El Espanol, El Confidencial

FRENCH

Le Figaro, Le Monde, Ouest-France, BFMTV, 20minutes, Franceinfo, Purepeople, HLN, Nieuwsblad, VRT, RTBF