

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

November 2023



Executive Summary

- **The number of articles about Ukraine** in major international online media in November 2023 **decreased by 12%** compared to October, and social media buzz dropped by 22%.
- There were **14K+ articles** about Ukraine in major international online media with **total reach of 221 mln contacts**.
- The largest daily number of articles about Ukraine was published on the day of **10th anniversary of the Revolution of Dignity**. Other events that caused an increase in media attention to Ukraine included:
 - Visit of US Defence Minister Lloyd Austin to Kyiv
 - Poisoning of Kyrylo Budanov's wife
 - David Cameron's stance on Ukraine as the newly appointed UK foreign secretary
 - The death of Gennadiy Chastyakov
 - V.Zaluzhnyi's article in The Economist and its discussion
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ The future of the U.S. aid to Ukraine – 19% of all articles
 - ▶ Russian shelling of Ukrainian cities – 7% of all articles
 - ▶ Ukraine's counteroffensive – 5% of all articles
 - ▶ Sanctions against Russia – 4% of all articles
 - ▶ V.Zaluzhnyi's article in The Economist – 3% of all articles
 - ▶ Ukrainian energy sector – 3% of all articles
 - ▶ Ukraine's EU accession – 3% of all articles

Methodology

- To create this report, we analysed **articles about Ukraine** published in the **biggest international online news media** and **mentions posted on social media** during November 2023.
- The list of the top news media was defined **based on the audience size** of the source.
- The report covers **65 major news 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 list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

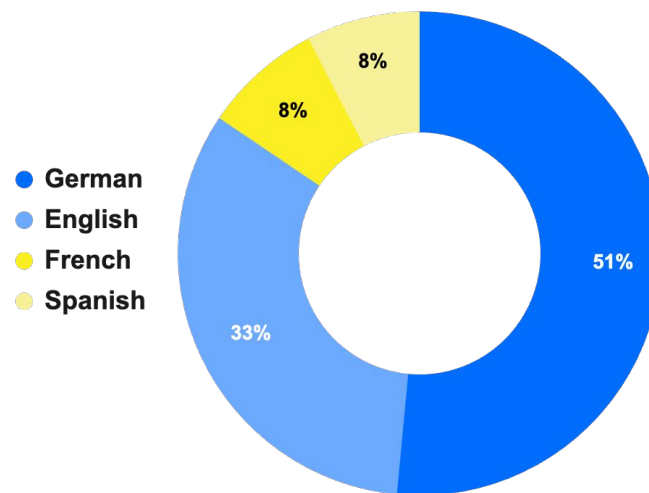
IN NOVEMBER, THE NUMBER OF ARTICLES ABOUT UKRAINE DECREASED BY 12% COMPARED TO OCTOBER

BRAND UKRAINE

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 | 4 807 | 3 375 | 143 796 935 |
| German | 7 514 | 3 326 | 49 934 429 |
| French | 1 159 | 872 | 12 930 498 |
| Spanish | 1 110 | 991 | 14 362 585 |

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

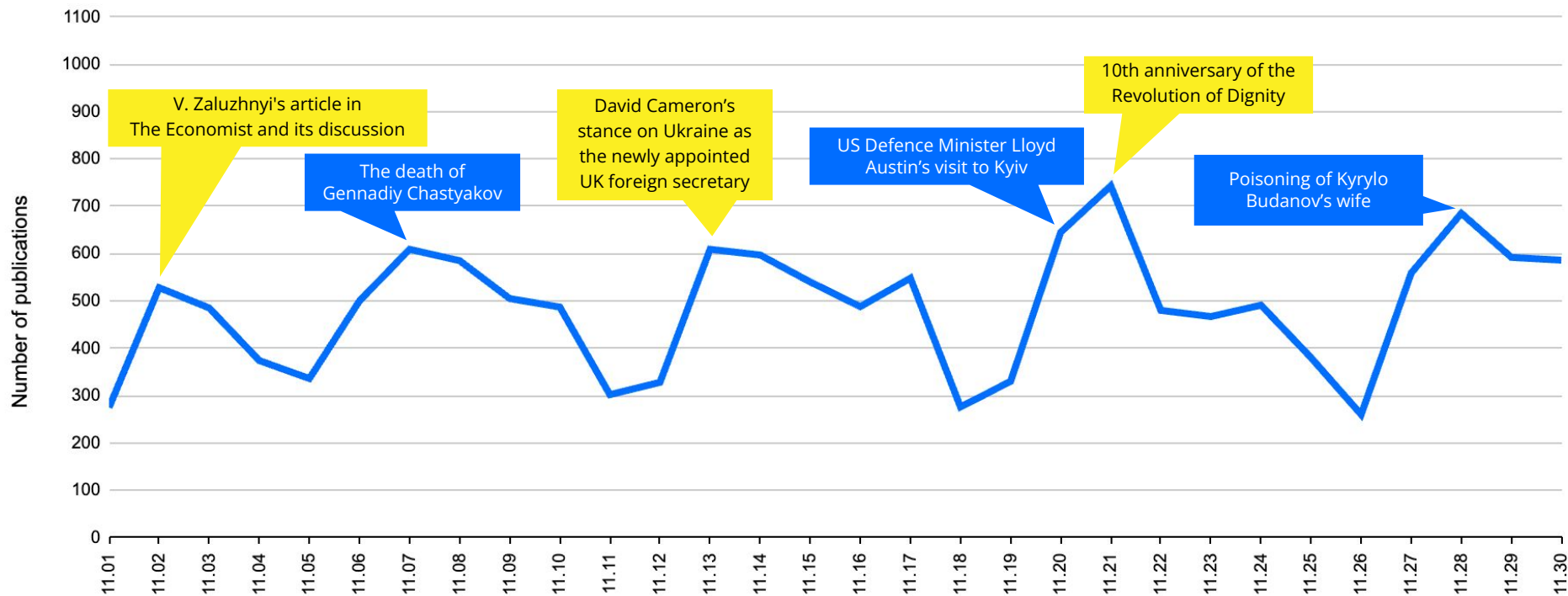


Total **14 590** articles -12% to previous period

Total **221 mln** reach -23% to previous period

THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS ON THE 10TH ANNIVERSARY OF THE REVOLUTION OF DIGNITY

Daily dynamics of publications and key topics about Ukraine



THE ULTIMATE LEADER AMONG THE UKRAINE-RELATED TOPICS IN NOVEMBER WAS THE FUTURE OF THE U.S. AID TO UKRAINE

BRAND UKRAINE

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

| Topic | Share of Voice |
|---|----------------|
| The future of the U.S. aid to Ukraine | 19% |
| Russian shelling of Ukrainian cities | 7% |
| Ukraine's counteroffensive | 5% |
| Sanctions against Russia | 4% |
| V. Zeluzhny's article in The Economist | 3% |
| Ukraine's energy sector | 3% |
| Ukraine's EU accession | 3% |



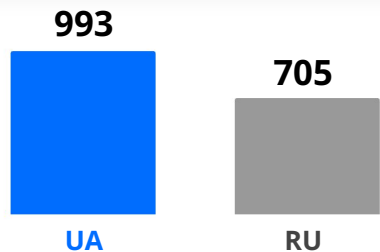
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, NPR, NBC News, CNN).

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

Source: Looqme media monitoring database, November 2023

IN ARTICLES RELATED TO UKRAINE IN ALL SURVEYED LANGUAGES, UKRAINIAN PUBLIC FIGURES WERE CITED MORE OFTEN THAN THEIR RUSSIAN COUNTERPARTS

Number of articles citing Ukrainian or Russian public figures



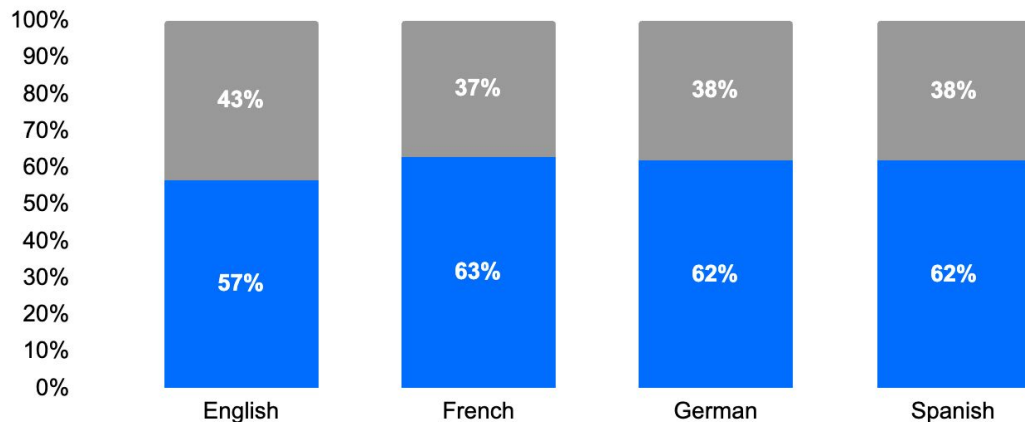
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

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

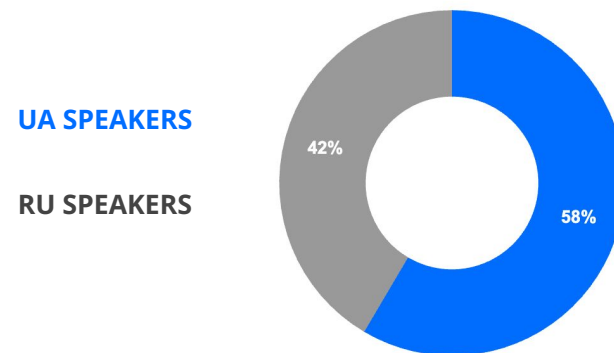
RU SPEAKERS – mentions of key figures of Russian politics

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

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



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



The future of the U.S. aid to Ukraine

- For the third consecutive month, the most covered topic in foreign media concerning Ukraine has been skepticism about the continued U.S. support for Ukraine.
- The topic evolved around several key messages:
 - Amid a dispute over immigration and spending cuts, concerns are growing in Congress about aid to Ukraine and Israel. Republicans are advocating for a shift in immigration policy as a precondition for backing the aid package for Ukraine. Furthermore, the issue of securing the U.S.-Mexico border is significantly complicating the decision to provide assistance to Ukraine.
 - Declining political support for Ukraine, along with competition from other national security priorities, poses a threat to the continuation of American aid. However, the media generally believe that this potential outcome could have serious geopolitical consequences for the United States.
 - Republican criticism of aid to Ukraine stems from concerns such as the U.S. financial deficit, issues in border policy, and doubts about the role the USA should play in upholding security in Europe.

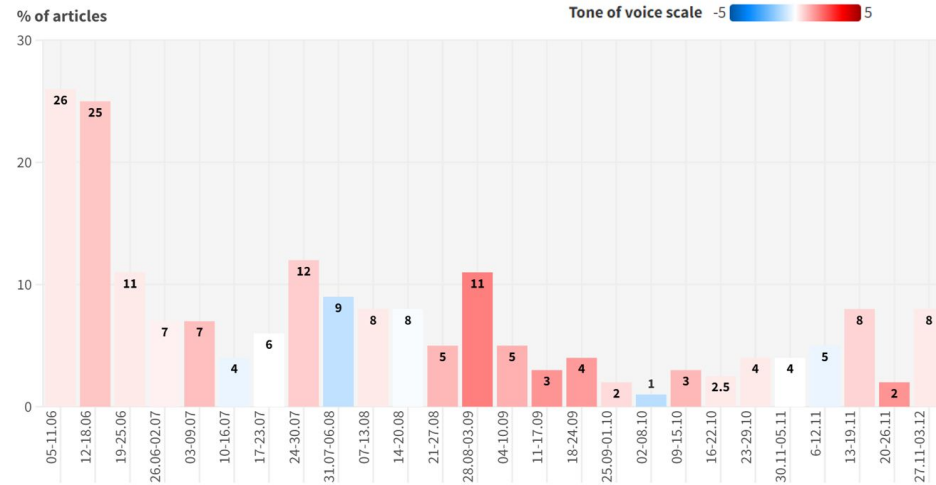
Russian shelling of Ukrainian cities

- Throughout November, international media extensively covered the surge in drone strikes by Russian forces across Ukraine. Based on insights from Ukrainian officials and military experts, these reports suggest that Russia's intensified attacks aim to deplete and probe Ukrainian air defenses, especially in the lead-up to winter. This pattern of aggression is widely perceived as a prelude to a more significant assault on Ukraine's energy infrastructure.
- One of the major strikes that captured media attention was the extensive drone attack on various Ukrainian cities on November 25, believed to be the most significant since the previous winter. The Ukrainian military's effective interception of nearly all 75 Shahed drones, primarily aimed at Kyiv, was a key point in these reports.
- A notable incident prominently featured in news reports was also the missile and drone strike on Odesa, which left five people injured and caused damage to a historic 19th-century art museum.
- The media also focused on the escalated bombings in the Kherson region, attributing this uptick in violence to Russia's response to the Ukrainian counteroffensive and territorial gains made by Ukrainian forces in the area.

Ukraine's counteroffensive

- In November, there was a slight increase in media coverage of Ukraine's counteroffensive, with the tone of most articles being mostly neutral.
- The most prevalent messages on this topic included:
 - Ukraine faces challenges in making significant headway in its counteroffensive. This issue was frequently discussed in the media, particularly in reference to V.Zaluzhny's article, where he mentioned the stalemate in the war, and President Zelenskyy's focus on fortifying positions which is seen as a shift to a defensive strategy.
 - Ukraine's most notable recent victory was achieved not on land, but at sea. Ukraine has been successful in using drones and cruise missiles to target ships and the headquarters of the Russian Black Sea Fleet.
 - The Ukrainian Armed Forces have advanced on the eastern bank of the Dnipro River near Kherson, a move that could pave their way to Crimea.

The counteroffensive topic: share of voice & tone of voice
in the Ukraine-related English-language media landscape



Source: BBC, The New York Times, Daily Mail, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, NPR, NBC News

German

Ukrainian refugees in Germany,

[Welt](#), [Merkur.de](#), [Süddeutsche Zeitung](#)

Aufnahmequote erreicht: Ukrainer werden weitergeleitet

CDU-Forderung: Kein Bürgergeld für neu ankommende Ukraine-Flüchtlinge

Aufnahmequote erreicht: Ukrainer werden weitergeleitet

Agreement on cooperation between the German Saarland and the Lviv Region,

[N-tv](#), [Süddeutsche Zeitung](#), [Welt](#)

Rehlinger unterzeichnet Vereinbarung in der Ukraine

Rheinland-Pfalz & Saarland

Rehlinger unterzeichnet Vereinbarung in der Ukraine

Rehlinger unterzeichnet Vereinbarung in der Ukraine

German aid to Ukraine,

[Merkur.de](#), [Finanzen.net](#), [Finanznachrichten](#)

Haushalt 2024: Ukraine-Militärhilfe soll verdoppelt werden

GESAMT-ROUNDUP: Deutschland will Rüstungshilfe für die Ukraine verdoppeln

Baerbock verspricht Ukraine massive Ausweitung der Unterstützung

French

France announces additional 200 million euro in Ukraine aid, [BFMTV](#), [Franceinfo](#)

GUERRE EN UKRAINE: LECORNU ANNONCE 200 MILLIONS D'EUROS POUR LE FONDS DE SOUTIEN À L'ARMÉE DE KIEV

Guerre en Ukraine : la France annonce 200 millions d'euros supplémentaires pour le fonds de soutien à l'armée de Kiev

"Task Force 19" trains the Ukrainian military in France,

[LeMonde](#), [Le Figaro](#)

En France, la « Task Force 19 » forme au combat d'infanterie des soldats ukrainiens à la motivation « très forte »

Avec la task force 19, qui forme les soldats ukrainiens en France

French investment in the reconstruction of Ukraine, [LeMonde](#)

« Aucune reconstruction de l'économie ukrainienne ne sera possible à court terme sans l'apport d'investissements privés »

Spanish

Ukraine at the Guadalajara International Book Fair in Mexico, [Lavanguardia](#), [El pais](#)

FERIA INTERNACIONAL DEL LIBRO (FIL) DE GUADALAJARA

Ucrania entra en la Europa del libro

Guadalajara recibe a la Unión Europea para su gran feria del libro

Rehabilitation of the Ukrainian military in Zaragoza (Spain), [El Pais](#)

Heridos en Ucrania, curados en Zaragoza: "En la guerra no hay nada bueno. Solo pierdes a tus amigos"

Alicante reserve rescues leopard abandoned after full-scale Russian invasion of Ukraine, [El Espanol](#), [El Pais](#)

Un santuario de Alicante rescata un leopardo abandonado a su suerte en la guerra de Ucrania

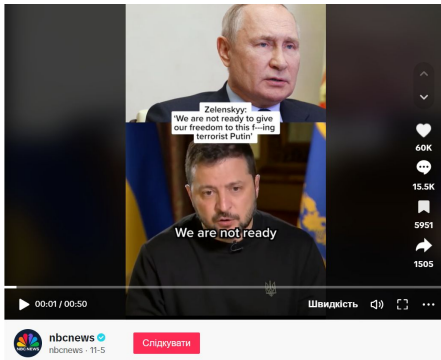
El leopardo Brave se recupera en Villena tras malvivir desnutrido en Ucrania

- According to data from the Determ social media listening tool, mentions of Ukraine on social media saw a **22% decrease** from October to November.
- Similar to news media, **the future of U.S. aid to Ukraine** was the most widely discussed topic on social media in November.
- **Other trending topics included**
 - Sanctions on Russia and the seizure of Russian foreign assets
 - Ukraine's counteroffensive
 - Support from the EU and NATO
 - Peace agreement discussion
 - The 10th anniversary of the Revolution of Dignity
 - Russian shelling of Ukrainian cities

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

BRAND **UKRAINE**

TikTok video: "#Ukraine is "not ready" to give up its "freedom to this f—ing terrorist Putin," President #Zelenskyy tells Kristen Welker on @Meet the Press."



Reach - **2 mln**
Interactions - **77 K**

YouTube video: "Terrifying Moment Ukrainian Forces Destroy Russian Tank Convoy in Avdiivka".



Terrifying Moment Ukrainian Forces Destroy Russian Tank Convoy Near Avdiivka

Reach - **2.4 mln**
Interactions - **60 K**

YouTube video: "NATO General Kujat: Ukraine with huge losses, Zelensky cannot win the war!"



Reach - **0.8 mln**
Interactions - **52 K**

A post on X about Ukraine-Gaza dualism.



Reach - **0.9 mln**
Interactions - **51 K**

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