

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

October 2023



Executive Summary

- **The number of articles about Ukraine** in major international online media in October 2023 **decreased by 22%** compared to September, and social media buzz dropped by 60%.
- There were **16K+ articles** about Ukraine in major international online media with **total reach of 290 mln contacts**.
- English sources dominated in terms of the number of original articles about Ukraine.
- The largest daily number of articles about Ukraine was published on the day of **The Russian strike on the village of Hroza in the Kharkiv region**. Other events that caused an increase in media attention to Ukraine included:
 - Putin's visit to China
 - Biden urging Republicans to approve Ukraine aid
 - The meeting of EU ministers in Kyiv
 - The start of discussions on the joint Israel-Ukraine aid package in U.S.
 - Biden's \$105 Billion funding request for Israel and Ukraine
 - Intensification of Russian offensive on Avdiivka and Kupiansk
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ The future of the U.S. aid to Ukraine – 28% of all articles
 - ▶ The impact of the war in the Middle East on Ukraine – 5% of all articles
 - ▶ Putin's visit to China – 4% of all articles
 - ▶ The Russian strike on the village of Hroza in the Kharkiv region – 4% of all articles
 - ▶ Russian offensive on Avdiivka and Kupiansk – 4% 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 October 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.

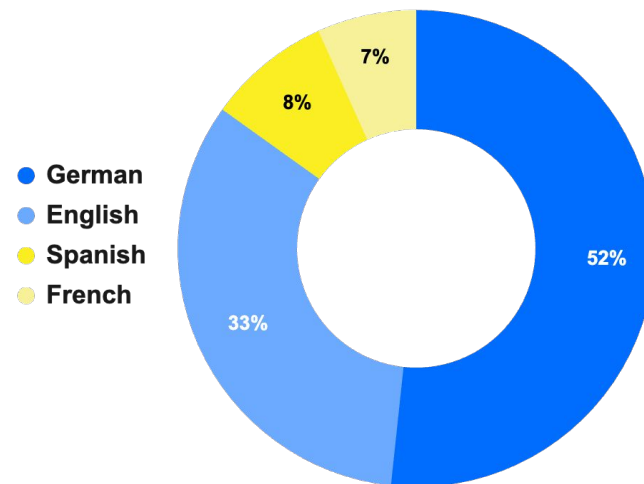
- The list of the analysed social media sources include **Twitter, Facebook, Instagram, Youtube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

ENGLISH-LANGUAGE TOP-MEDIA DOMINATED IN TERMS OF THE NUMBER OF ORIGINAL ARTICLES ABOUT UKRAINE AND REACHED THE VAST MAJORITY OF PEOPLE

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	5 513	3 999	171 420 396
German	8 583	3 933	57 793 688
Spanish	1 391	1 270	48 880 110
French	1 117	827	12 054 963

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

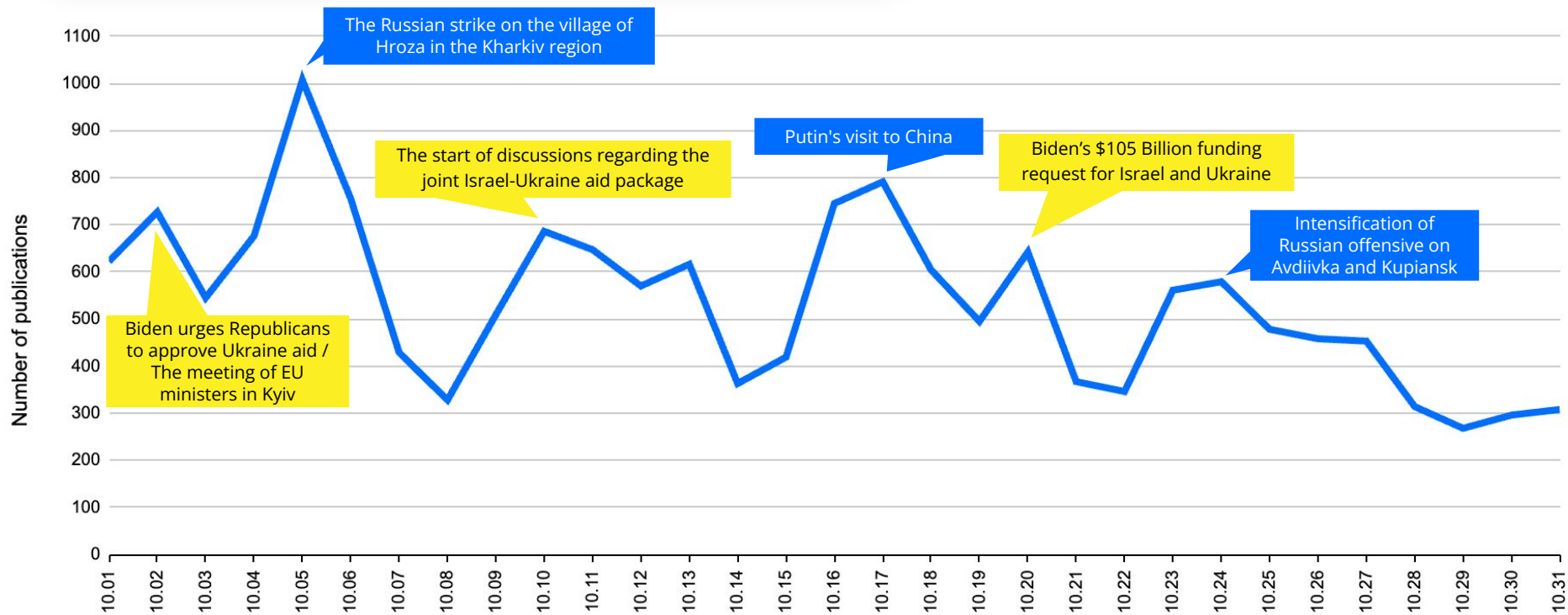


Total **16 604** articles -22% to previous period

Total **290 mln** reach -26% to previous period

THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS ON THE DAY OF THE RUSSIAN STRIKE ON THE VILLAGE OF HROZA IN THE KHARKIV REGION

Daily dynamics of publications and key topics about Ukraine



THE ULTIMATE LEADER AMONG THE UKRAINE-RELATED TOPICS IN OCTOBER 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	28%
The impact of the war in the Middle East on Ukraine	5%
Putin's visit to China	4%
The Russian strike on the village of Hroza in the Kharkiv region	4%
Russian offensive on Avdiivka and Kupiansk	4%
Nuclear threat	2%
Ukrainian counteroffensive	2%
Ukraine using ATACMS	2%



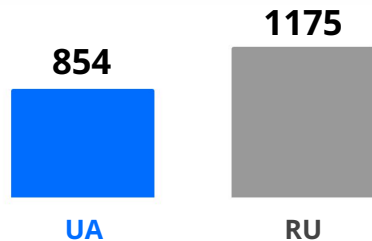
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, Daily Mail, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, NPR, NBC News, CNN).

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

Source: Looqme media monitoring database, October 2023

RUSSIAN PUBLIC FIGURES WERE GENERALLY MORE OFTEN CITED THAN UKRAINIAN ONES

Number of articles citing Ukrainian or Russian public figures



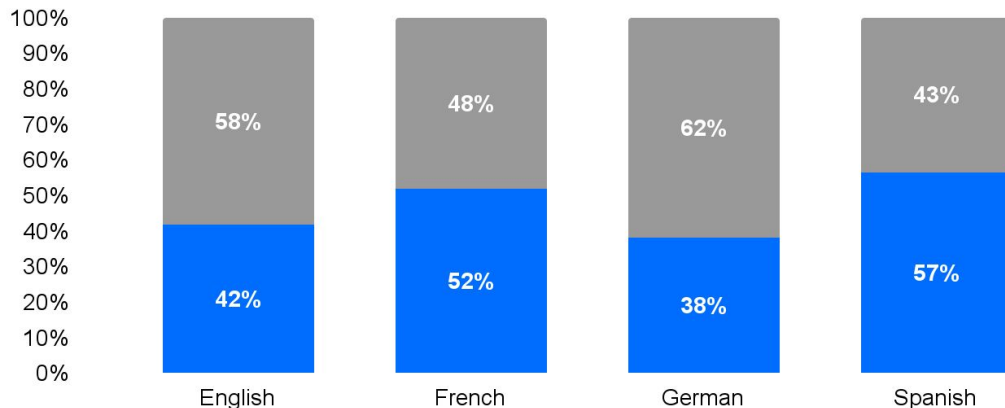
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

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

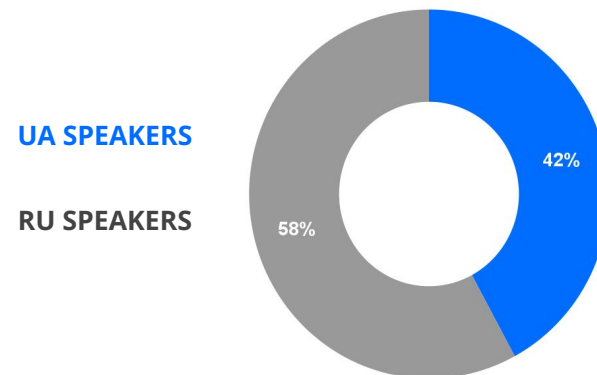
RU SPEAKERS – mentions of key figures of Russian politics

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

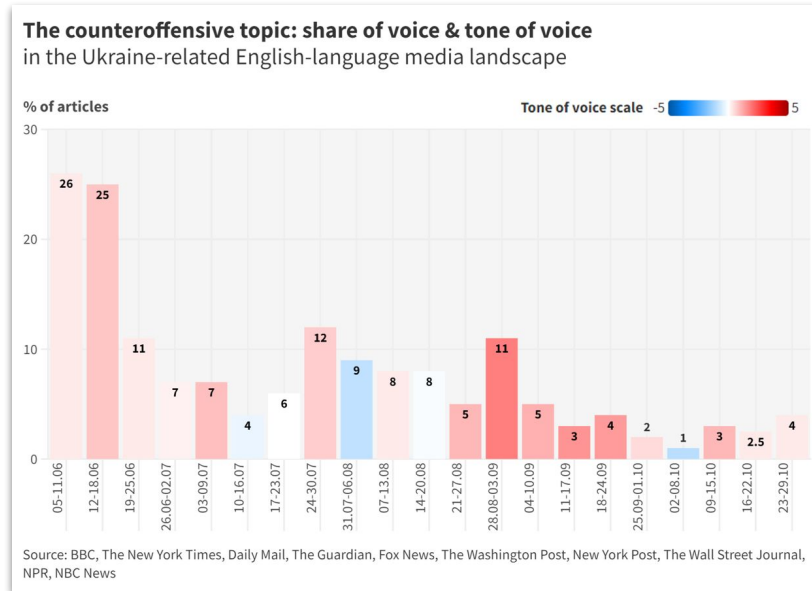
- The skepticism regarding continued U.S. support for Ukraine, which emerged as a trending topic in September, escalated to become a central point of interest in the media narrative related to Ukraine by October.
- The topic evolved around several key messages:
 - After Kevin McCarthy was ousted as House Speaker, addressing aid to Ukraine emerged as a pressing issue for the subsequent Speaker to tackle.
 - Joe Biden's proposal to combine aid packages for Ukraine and Israel has introduced a new point of contention within the American political landscape.
 - Critics of ongoing assistance to Ukraine argue that the United States should prioritize its own challenges, such as the border crisis and the growing budget deficit. Additionally, they point to the potential for corruption within Ukraine, a decline in American public support for aid to Ukraine, and the lack of a definitive strategy for ending the war.
 - Supporters of continuing aid to Ukraine emphasize America's global role in defending democratic values and aspirations, making the U.S. the beacon for the world. The rise of isolationism in the United States can threaten world security.

The impact of the war in the Middle East on Ukraine

- The war in Israel emerged as the primary focus for the media, overshadowing the ongoing situation in Ukraine ever since Russia's invasion escalated to a full-scale war. Initially, the surge of violence in Israel captivated media coverage fivefold compared to Ukraine. However, as the month drew to a close, the gap in reportage between the two wars narrowed, with the Israeli war receiving 1.8 times more coverage than the Ukrainian war.
- While the war between Israel and HAMAS stood out as a significant issue in its own right, it also became a prominent subject in relation to Ukraine. Media articles primarily focused on exploring the potential repercussions of the Middle Eastern war on the situation in Ukraine with the following key messages:
 - The conflict in the Middle East is drawing global attention away from the situation in Ukraine.
 - The perceived disparity in the West's response to civilian deaths in Ukraine compared to Gaza is widely seen as a double standard and hypocrisy, particularly in the nations of the Global South.
 - Ukraine's and West's unwavering support of Israel risks ruin their efforts to win the public opinion in the Southern countries.
 - Another major war would further complicate Western countries' ability to provide aid to Ukraine.
 - The war in Israel serves Russia's interests, as it could lead to the West's attention and aid being split between two war zones, potentially undermining Western prestige in the Global South.

Ukraine's counteroffensive

- In October, there was a noticeable drop in media coverage of Ukraine's counteroffensive, and the tone of the articles shifted to a more subdued tenor compared to the previous month.
- The most widely spread messages on this topic were:
 - The counteroffensive failed to deliver the decisive breakthrough anticipated by Kyiv and its allies. Throughout the operation, the front lines saw minimal changes, raising concerns about a potential stalemate.
 - The Ukrainian Armed Forces have advanced on the eastern bank of the Dnipro river near Kherson, a development that could pave their path towards Crimea.
 - The Russians ramped up their offensive on other fronts, yet despite the increased efforts, they failed to achieve their objectives and incurred significant losses.
 - Political debates within the US and certain European nations regarding the extent of ongoing support pose an additional challenge to the momentum of the counteroffensive.
 - Ukraine employs tactics that involve the use of small assault groups.



German

German export of weapons to Ukraine, [Finanzenrichten](#), [Finanzen.net](#), [Welt](#)

ROUNDUP: Scholz will keine Taurus-Raketen liefern - Kritik von den Grünen
Deutschland stockt Winterhilfe für Ukraine deutlich auf
Deutsche Rüstungsexporte steuern auf Rekord zu

Ukrainian children study in German schools, [Welt](#), [ZEIT ONLINE](#)

An Schulen in Rheinland-Pfalz rund 11.000 Kinder aus Ukraine
Rund 3150 Schüler aus der Ukraine an Saar-Schulen

German Foreign Minister supports formal EU membership status for Ukraine
[Finanzenrichten](#), [Süddeutsche Zeitung](#)

Baerbock wirbt für EU-Beitritt der Ukraine nach Krieg
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French

Details of contracts signed between France and Ukraine, [BFMTV](#), [Quest-France](#)

CANONS CAESAR, BLINDÉS, DRONES... LE DÉTAIL DES CONTRATS SIGNÉS ENTRE LA FRANCE ET L'UKRAINE
Comment les équipementiers militaires français sont envoyés au front pour armer l'Ukraine

Belgium agrees to send F-16s to Ukraine
[RTBF](#), [RTBF](#), [RTBF](#)

Guerre en Ukraine : la décision finale de livrer des F-16 reviendra au gouvernement en place en 2025
Virage serré pour les F-16 belges en Ukraine
Rencontre Zelensky-De Croo : la Belgique devrait fournir des F-16 à l'Ukraine et débloquer un fonds d'aide de 1,7 milliard d'euros

Ukrainian organist Nadiya Yuriychuk at a concert in Lannion, [Quest-France](#)

L'organiste ukrainienne Nadyia Yuriychuk en concert à Lannion

A proposal to rename a street in Paris to Victoria Ameline Boulevard, [LeMonde](#)

Ukraine : « Nous demandons au Conseil de Paris de renommer le boulevard Lannes du nom de l'écrivaine ukrainienne Victoria Amelina »

Spanish

V. Zelenskyy's visit to Granada, [Lavanguardia](#), [El Español](#)

Zelenski, en Granada: "Ucrania necesita la ayuda de la UE para afrontar el invierno"
Zelenski asiste a la cumbre de Granada para pedir más apoyo militar para Ucrania de cara al invierno

Military equipment support from Spain, [El Español](#), [El Pais](#), [El Mundo](#)

Albares reafirma el apoyo a Ucrania con dos ambulancias blindadas y 1,5M para desminado
España entregará a Ucrania seis nuevos lanzadores de misiles Hawk para proteger sus infraestructuras en invierno
La ayuda incesante de España a Ucrania desde el segundo día de guerra: 12 misiles Hawk, 10 Leopard, 70.000 uniformes...

"Life is a dream", the theatrical premiere of the Spanish director in Kyiv, [El Español](#), [El Pais](#)

No sonaron las alarmas en el estreno de 'La vida es sueño' en Kiev, sí los aplausos de los ucranianos conmovidos
Calderón de la Barca combate en Kiev

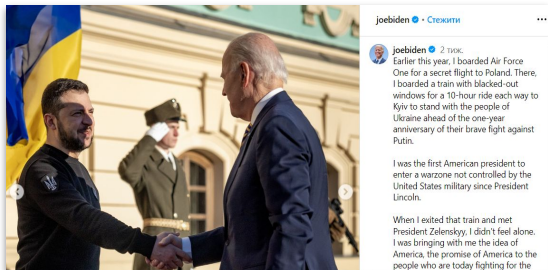
- **Mentions of Ukraine on social media experienced a significant decrease from September to October**, marking a 60% drop* according to data from the Determ social media listening tool.
- Like in news media, **the future of the U.S. aid to Ukraine the most widely discussed topic on social media in October.**
- **Other trending topics included**
 - Ukraine's counteroffensive
 - The Impact of the war between Israel and Hamas on Ukraine
 - Corruption in Ukraine
 - Alleged money laundering within aid to Ukraine in the U.S.
 - Russian losses on the frontlines
 - The global role of the U.S. in supporting Ukraine
 - Sanctions on Russia.

** Due to technical limitations in the data collection process, the absolute number of mentions is not provided.*

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

Joe Biden's post about his trip to Kyiv last year

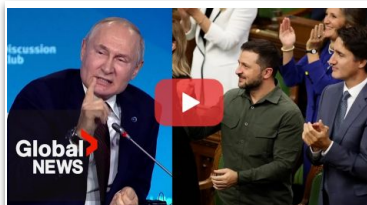
"America is a beacon to the world still."



Reach - 3 mln
Interactions - 300 K

Putin's comment on the incident with Yaroslav Hunka in the Canadian Parliament

"An idiot or bastard"



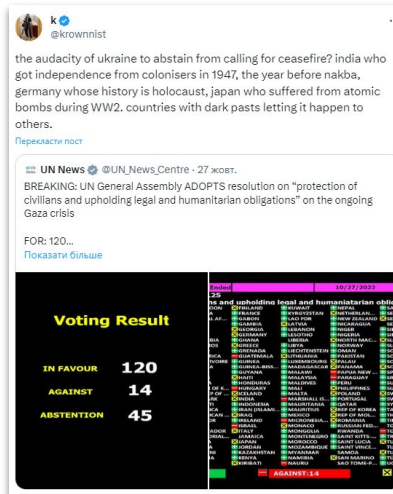
"An idiot or a bastard" Putin rips Canada House speaker who invited Nazi veteran to Parliament

Global News 3.91M subscribers

Reach - 7 mln
Interactions - 158 K

A tweet about Ukraine's abstention in UN Gaza ceasefire vote

"Countries with dark pasts letting it happen to others"



Reach - 1.3 mln
Interactions - 83 K

A tweet about the U.S. Israel aid bill without aid for Ukraine

"This bill includes zero aid for Ukraine"



Reach - 0.9 mln
Interactions - 66 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