

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

January 2024



Executive Summary

- **The number of articles about Ukraine** in major international online media in January 2024 **decreased by 3%** compared to December 2023, and social media buzz decreased by 21%.
- There were **16K+ articles** about Ukraine in major international online media with **total reach of 301 mln contacts**.
- The largest daily number of articles about Ukraine in January was published on the day **of the 50th prisoner of war exchange**. Other events that caused an increase in media attention to Ukraine included:
 - IL-76 crash in Belgorod region, Russia
 - Russian shelling of Kharkiv, Odesa, and Kyiv
 - World Economic Forum in Davos
 - The Pentagon releasing a report on the improper tracking of military aid to Ukraine
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ International support — 18% of articles
 - ▶ Russian shelling of Ukrainian cities — 10% of articles
 - ▶ IL-76 crash in Belgorod region, Russia — 6% of articles
 - ▶ Sanctions against Russia and seizure of Russian assets abroad — 4% of articles
 - ▶ World Economic Forum in Davos — 4% of articles
 - ▶ Prisoner of war exchange — 4% of 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 January 2024.
- 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**.

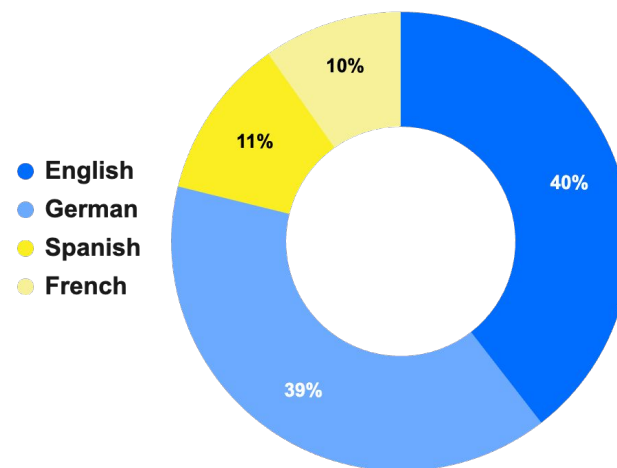
IN JANUARY 2024, THE NUMBER OF ARTICLES ABOUT UKRAINE DECREASED BY 3% COMPARED TO DECEMBER 2023

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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	5 753	3 856	154 746 686
German	8 176	3 842	54 827 621
Spanish	1 305	1 109	78 525 245
French	1 161	956	13 724 126

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



Total **16 395** articles -3% to previous period

Total **301 mln** reach -24% to previous period

THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS PUBLISHED ON THE DAY OF THE 50TH PRISONER OF WAR EXCHANGE

Daily dynamics of publications and key topics about Ukraine



IN JANUARY, THE TOPIC OF FINANCIAL AND MILITARY ASSISTANCE TO UKRAINE BECAME THE MOST POPULAR AMONG THE TOPICS RELATED TO UKRAINE

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

Topic	Share of Voice
International support for Ukraine	18%
Russian shelling of Ukrainian cities IL-76 crash in Belgorod region	13%
IL-76 crash in Belgorod region, Russia	6%
Sanctions against Russia and seizure of Russian assets abroad	4%
Ukraine at the World Economic Forum in Davos	4%
Prisoner of war exchange	4%



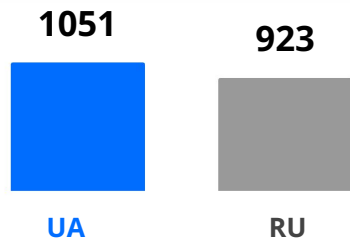
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).

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

Source: Looqme media monitoring database, January 2024

IN JANUARY, THERE WAS A RELATIVE PARITY IN THE CITATION OF UKRAINIAN AND RUSSIAN SPEAKERS

Number of articles citing Ukrainian or Russian public figures



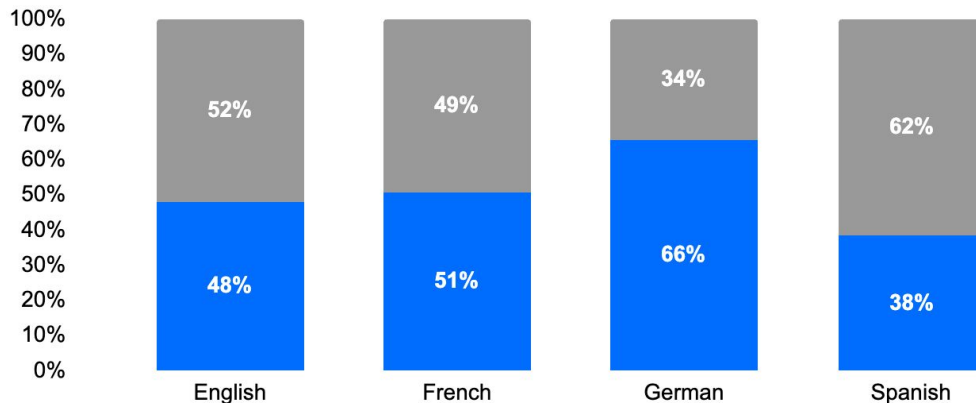
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

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

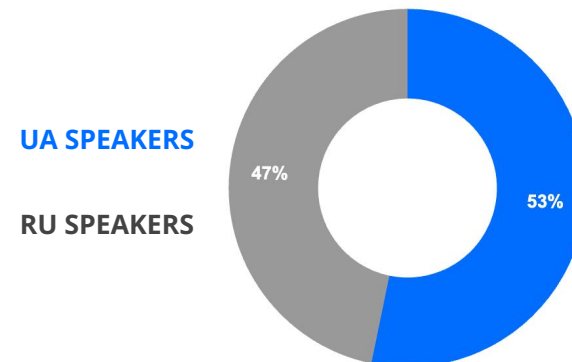
RU SPEAKERS – mentions of key figures of Russian politics

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



International support for Ukraine

- For the fifth consecutive month, the future of US support for Ukraine has been the most discussed topic in foreign media. The aid to Kyiv is being stalled in Congress by the Republican Party, which is demanding stronger security measures at the southern border with Mexico and significant changes to the US asylum system before proceeding.
 - The position of the Republicans, according to Western media, is influenced in part by presidential candidate Donald Trump. He is known for praising the Russian president and has been reluctant to offer active support to Ukraine.
 - Publications criticizing the refusal to support Ukraine label it as a foreign policy blunder and a sign of weakness, highlighting potential geopolitical repercussions.
 - The issue of support for Ukraine has become an object of internal American debate due to deep political divisions within the United States.
- Western media also reported on military assistance to Ukraine from Germany, France, and Japan.
- Hungary's blocking of €50 billion from the EU also received wide media coverage.

Russia's shelling of Ukrainian cities

- In January, international media extensively reported on a surge in Russian drone and missile attacks on Ukrainian cities. The media focused on particularly large-scale airstrikes launched on January 8th, 10th, 13th, 17th, and 23rd, which heavily bombarded Kharkiv, Odesa, Kherson, and Kyiv. Key media reports on this topic:
 - These attacks appeared to align with Moscow's strategy of overwhelming and ultimately destroying Ukraine's air defenses by launching waves of diverse aircraft from multiple locations simultaneously.
 - The attacks also aimed to cripple Ukraine's industrial and military capabilities, while simultaneously eroding Ukrainian morale through a protracted war.
 - Due to a lack of sufficient air defense systems, Ukraine faces the challenge of allocating resources between the active front line and cities further away. Notably, Ukraine lacks enough surface-to-air missiles capable of intercepting Russian missiles.
 - According to the UN, these intensive airstrikes have led to a significant increase in civilian casualties.
 - Media reports expressed growing concern among Ukrainians about the potential depletion of their air defense ammunition, further complicated by the uncertain status of additional military aid from the United States.

IL-76 crash in the Belgorod region, Russia

- The Western media actively disseminated Russia's claims that Ukraine had shot down a plane carrying Ukrainian prisoners of war for exchange. In their publications, the media noted that Ukrainian officials had not commented on the crash for a long time.

Key media reports on this topic:

- Confirming that prisoners of war were on board would significantly impact Ukraine, exacerbating the demoralisation among Ukrainians. This demoralisation is already severe, due to concerns over Western support, a failed counter-offensive, and issues with mobilisation.
- The doubts regarding the authenticity of Russian claims, alongside discrepancies between these claims and available evidence, suggest that Moscow might be distorting events and employing disinformation to pursue its political objectives. Russia's alleged disinformation about the downing of the plane is a clear example of the strategic planning of an information campaign aimed at discrediting the Ukrainian army and destabilising the population.

German

Germany supplies military helicopters to Ukraine for the first time, [Finanzen.net](#), [Spiegel](#)

Deutschland liefert der Ukraine erstmals
Militärhubschrauber
Berlin liefert Kiew erstmals
Militärhubschrauber

German Taurus cruise missiles for Ukraine, [FAZ.net](#), [Welt](#), [Finanznachrichten](#)

Das Taurus-Angebot zeigt die neue Wertschätzung
zwischen Berlin und London
Bundestag gegen Taurus-
Lieferung an die Ukraine
Berlin denkt über Taurus-Ringtausch nach

Ukraine at the World Economic Forum in Davos, [Finanznachrichten](#), [Finanzen.net](#),

DAVOS/Selenskyj: Ausbleibende
Ukraine-Hilfen bedeuten Krise für
Europa
DAVOS/ROUNDUP: Weltwirtschaftsforum mit
Selenskyj - Vertrauen wieder herstellen

French

Norwegian plant switches to military use to supply shells to Ukraine, [BFMT](#), [20minutes](#)

EN NORVÈGE, UNE USINE SE MET EN
ÉCONOMIE DE GUERRE POUR FOURNIR
DES OBUS À L'UKRAINE
Une usine accélère pour
approvisionner l'Ukraine en obus

French Foreign Ministry denies Kremlin's claims about alleged French mercenaries in Ukraine, [Le Figaro](#), [Ouest-France](#)

Guerre en Ukraine : la France dément
avoir des « mercenaires » dans le pays
La France dément avoir des
« mercenaires » en Ukraine

France's supply of weapons to Ukraine, [LeMonde](#), [BFMT](#)

Emmanuel Macron annonce de nouvelles
livraisons d'armes à l'Ukraine et plaide pour
des « opérations ciblées » à Gaza
GUERRE EN UKRAINE: CE QUE L'ON SAIT
DE L'ARMEMENT ENVOYÉ PAR LA FRANCE
DEPUIS LE DÉBUT DU CONFLIT

Spanish

Spain's interests in Russia's war against Ukraine, [El Español](#)

*¿Cuáles son los
verdaderos intereses de
España en la guerra de
Ucrania?*

Spain will train Ukrainian military air defense and underwater demining systems, [20minutos](#)

España entrenará a soldados ucranianos en
sistemas antiaéreos y desminado subacuático

A Colombian from the International Legion in the Ukrainian ranks, [El País](#)

El viaje de Fabián burlando la muerte: de
España a Ucrania y vuelta al Mediterráneo

- According to data from the Determ social media listening tool, mentions of Ukraine on social media saw a **21% decrease** from December 2023 to January 2024.
- Similar to news media, **the future of U.S. aid to Ukraine** was the most widely discussed topic on social media in January.
- **Other trending topics included**
 - Situation at the frontline
 - Sanctions against Russia and the seizure of Russian assets abroad
 - Losses of the Russian army in Ukraine
 - International support for Ukraine
 - Russian offensive
 - North Korea's supply of missiles to Russia
 - Nuclear threat (nuclear tests, Russian nuclear weapons in Belarus)
 - IL-76 crash in the Belgorod region, Russia

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

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A post on X: "GOP Senator Thom Tillis slams his "immoral" Republican colleagues for scuttling an immigration-Ukraine aid deal on behalf of Trump"



Republicans against Trump
@RpsAgainstTrump

GOP Senator Thom Tillis slams his "immoral" Republican colleagues for scuttling an immigration-Ukraine aid deal on behalf of Trump:

"I didn't come here to have the president as a boss or a candidate as a boss. I came here to pass good, solid policy. It is immoral for me to think you looked the other way because you think this is the linchpin for President Trump to win."

Good for him.
7:48 PM · Jan 26, 2024 · 2.2M Views

13.4K Reposts 809 Quotes 56.2K Likes 683 Bookmarks



Reach - 1 mln
Interactions - 73 K

A post on X criticising the West's double standards on sanctions



The hypocrisy of this truly reveals the evil of Western governments

Wyatt Reed @wyattreed13 · Jan 2
Civilians killed in Ukraine since Feb 24, 2022: 10,065

Sanctions on Russia in response: 16,077

Civilians killed in Gaza since Oct 7, 2023: 21,978...
[Show more](#)

1:18 PM · Jan 2, 2024 · 1.6M Views

14.2K Reposts 20 Quotes 57.5K Likes 797 Bookmarks



Reach - 1 mln
Interactions - 72 K

A post on X: "Yemen is the hero the west told us Ukraine was".



Tyler Popp
@ThatTylerPopp

Yemen is the hero the west told us Ukraine was

4:06 AM · Jan 12, 2024 · 840.6K Views

10K Reposts 123 Quotes 44.1K Likes 458 Bookmarks



Reach - 0.75 mln
Interactions - 54 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