

# **UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA**

Media monitoring analysis

**March 2024**



## Executive Summary

- **The number of articles about Ukraine** in major international online media in March **decreased by 4%** compared to February, and social media discussions decreased by **17%**.
- There were **22K+ articles** about Ukraine in major international online media with **total reach of 284 mln contacts**.
- The largest daily number of articles about Ukraine in February was published on **days when Russia fired missiles attacks on Ukrainian cities and energy infrastructure**. Other events that caused an increase in media attention to Ukraine included:
  - The presidential election in Russia
  - The film "20 Days in Mariupol" won an Oscar
  - Terrorist attack in Crocus City Hall in Moscow
  - The International Criminal Court issued an arrest warrant for two Russian commanders
  - Shelling of the Russian city of Belgorod
- The largest Ukraine-related topics in terms of the **share of voice** were:
  - ▶ International support — 13% of articles
  - ▶ Russian shelling of Ukrainian cities — 8% of articles
  - ▶ Terrorist attack in Crocus City Hall in Moscow — 7% of articles
  - ▶ Leaked recording of German officers discussing military aid to Ukraine — 4% of articles
  - ▶ Sanctions against Russia and seizure of Russian assets abroad — 3% of articles
  - ▶ Discussions about the deployment of NATO troops to Ukraine — 3% 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 March.
- 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.

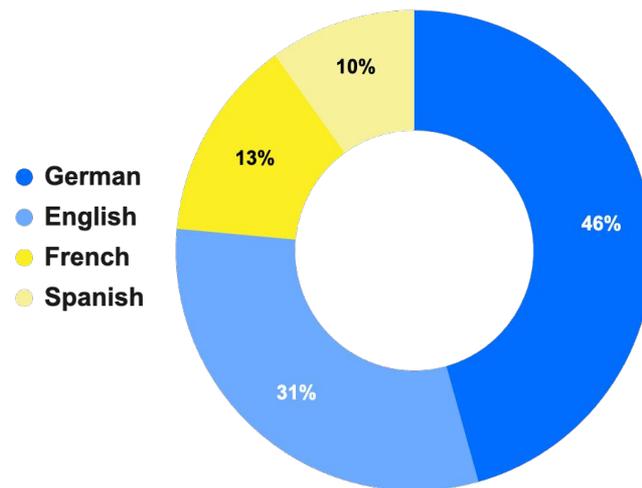
- The list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

# IN MARCH, THE NUMBER OF ARTICLES ABOUT UKRAINE DECREASED BY 4% COMPARED TO FEBRUARY

## 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
German	12 918	5 763	100 399 030
English	5 999	3 886	141 801 503
French	2 058	1 722	21 907 134
Spanish	1 451	1 252	20 795 283

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



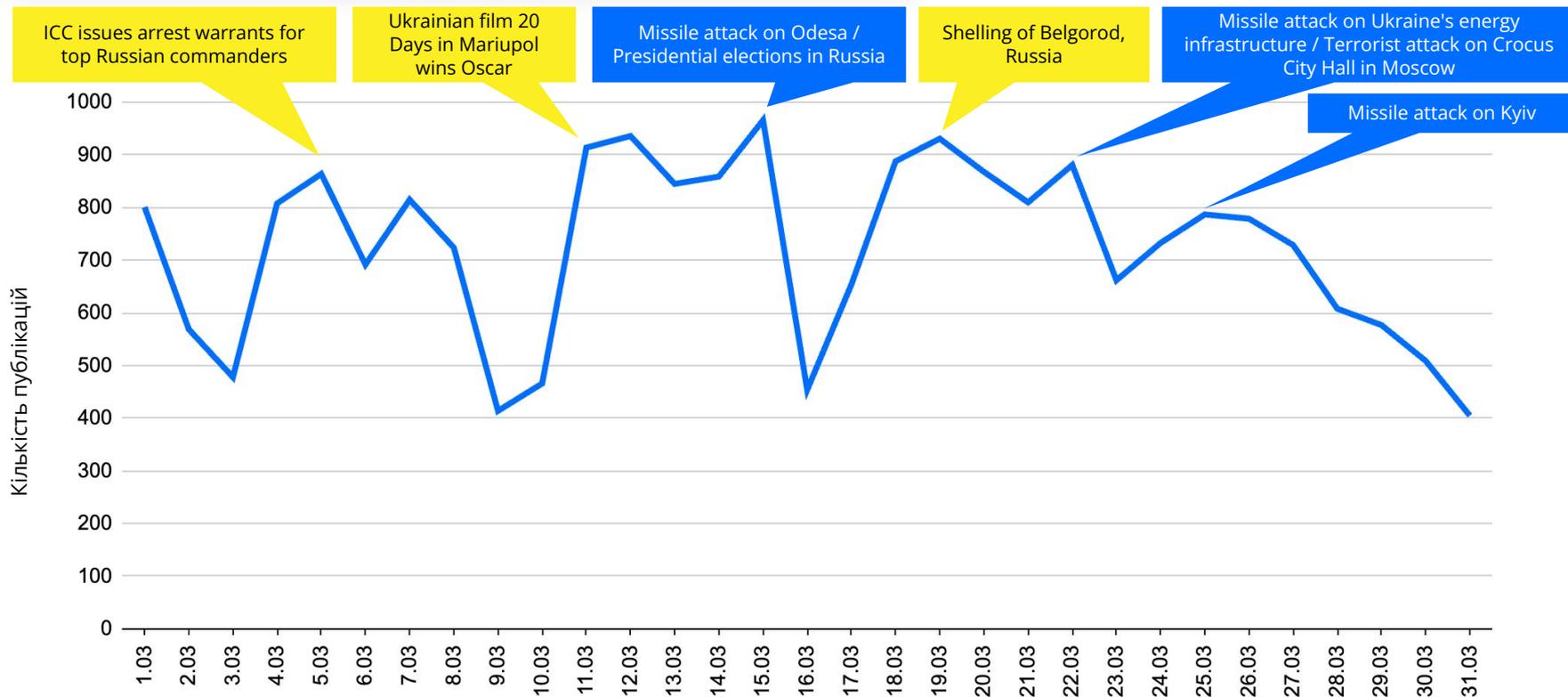
Total **22 426** articles -4% to previous period

Total **284 mln** reach -25% to previous period

# IN MARCH, THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS PUBLISHED ON DAYS WHEN RUSSIA WAS SHELLING UKRAINIAN CITIES AND ENERGY INFRASTRUCTURE

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## Daily dynamics of publications and key topics about Ukraine



# IN MARCH, THE TOPIC OF FINANCIAL AND MILITARY ASSISTANCE TO UKRAINE BECAME THE MOST POPULAR IN UKRAINE-RELATED MEDIA LANDSCAPE

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

Topic	Share of Voice
International support for Ukraine	13%
Russian shelling of Ukrainian cities	8%
Terrorist attack in Crocus City Hall in Moscow	7%
Leaked recording of German officers discussing military aid to Ukraine	4%
Sanctions against Russia and seizure of Russian assets abroad	3%
Discussions about the deployment of NATO troops to Ukraine	3%



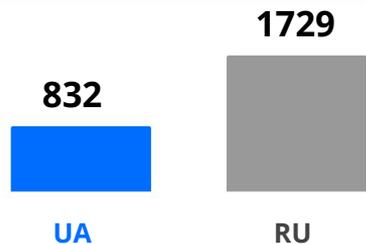
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).

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

Source: Looqme media monitoring database, March 2024

# IN MARCH, RUSSIAN SPEAKERS WERE QUOTED TWICE AS OFTEN AS UKRAINIAN ONES, WHICH WAS PRIMARILY DUE TO THE PRESIDENTIAL ELECTIONS IN RUSSIA AND THE TERRORIST ATTACK ON CROCUS CITY HALL NEAR MOSCOW

## Number of articles citing Ukrainian or Russian public figures



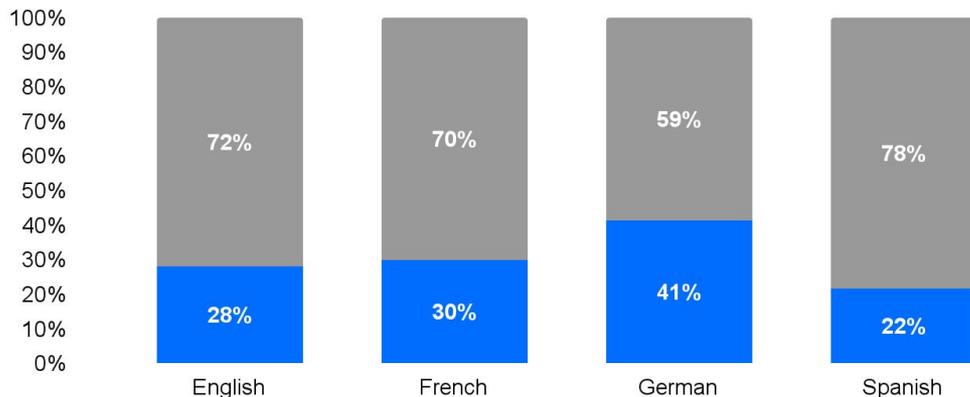
### UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

Zelenskyy, Yermak, Shmyhal, Stefanchuk, Zaluzhny, Kuleba, Umierov, Podolyak, Arakhamia, Budanov, Nikiforov, Vereshchuk, Danilov, Poroshenko, Fedorov, Kislitsia, Kubrakov, Pavliuk, Syrskyi, Klitschko

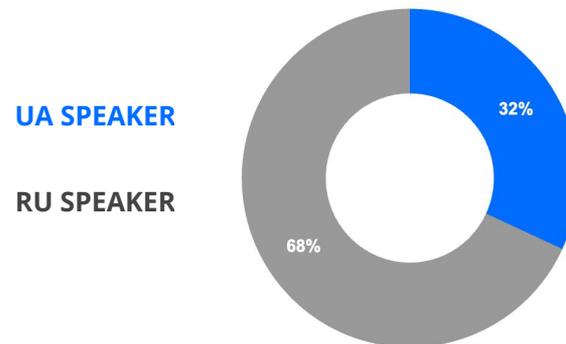
### RU SPEAKERS – mentions of key figures of Russian politics

Putin, Lavrov, Zakharova, Shoigu, 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

- This topic includes articles related to the supplying of various types of military, economic and humanitarian assistance to Ukraine, as well as other actions to support Ukraine, post-war reconstruction and the search for diplomatic ways to end the war.
- In March, media coverage of international support for Ukraine was mainly focused on:
  - the issue of further support from the United States and its approval by the Congress;
  - growing concerns in Europe about the potential expansion of Russian aggression and the need to increase European assistance to Ukraine;
  - debate on providing Ukraine with German Taurus missiles.
- The fate of new US arms supplies to Ukraine remains uncertain due to the position of the Republicans in the US Congress. The media was dominated by reports stating that providing the necessary assistance to Ukraine was extremely important as the situation in Ukraine deteriorated. Delayed aid leads to Ukrainian casualties and a renewed Russian initiative on the battlefield. Lack of ammunition and restrictions on the use of air defence systems in Ukraine pose serious risks to civilians and exacerbate the humanitarian crisis. A delay by the United States could undermine US credibility and leadership and increase the risk of an escalation of the war in Europe.
- Uncertainty about the US commitment to Ukraine has forced European allies to fill the gap in support for Ukraine. The media noted that European leaders are calling for unity in the face of Russian aggression. This requires strengthening Europe's defence, increasing EU military budgets, and considering a joint debt plan to finance the defence industry. The publications on this topic focused, in particular, on military assistance from the EU, the Czech Republic and Germany. The media also focused on the two-day summit of EU leaders in Brussels, where they discussed ways to radically increase military and financial support for Ukraine, and the meeting of the Contact Group on Ukraine's Defence, headed by US Secretary of Defence Lloyd Austin (Ramstein format);
- German media actively discussed the issue of providing long-range missiles to Ukraine. The German parliament, the Bundestag, again failed to support the delivery of Taurus missiles. During the debate, Olaf Scholz reiterated the thesis that the supply of missiles, which involves the deployment of German soldiers on the territory of Ukraine, is a line he does not want to cross.

## Russian shelling of Ukrainian cities

- The media focused on the intense Russian shelling of Kyiv, Kharkiv and Odesa, as well as a large-scale attack on Ukraine's energy infrastructure. The media reported that Russia was taking advantage of Ukraine's moment of weakness, while the United States is delaying aid to Ukraine. Another common media thesis was that the shelling of Ukraine was the Kremlin's revenge for Ukrainian shelling of Russian-bordered areas, particularly Belgorod.
- On 6 March, during the visit of Volodymyr Zelenskyy and Greek Prime Minister Kyriakos Mitsotakis to Odesa, Russia launched a missile attack on the city's port infrastructure. The shelling killed five people. Media reports noted that Ukraine's Western allies condemned the attack as a cowardly tactic by Russia and an attempt at terrorism;
- On the morning of 21 March, Russian troops fired 31 missiles on Kyiv. The media reported that Russia repeated the strategy of late December last year, aimed at depleting Ukraine's air defences through multiple launches of various types of missiles, including ballistic and hypersonic missiles. On 22 March, Russia again carried out a massive missile and drone strike on energy infrastructure, which led to power outages in at least seven regions of Ukraine. In particular, Ukraine's largest hydroelectric power station, the DniproHES in Zaporizhzhia, was hit. The publications drew parallels with the blackouts of 2022 and noted that the Russian shelling had left more than a million Ukrainians without power and was one of the largest attacks on Ukraine's energy infrastructure during the war.
- The publications noted Volodymyr Zelenskyy's appeal to Western countries. The President of Ukraine called for the political will to provide Ukraine with more military assistance, especially air defence systems, stressing the need for global unity in the fight against terror.
- The media also reported that Ukraine's air defence forces had shot down more than 2,000 Russian cruise missiles since the start of Russia's full-scale invasion.

## Terrorist attack in Crocus City Hall in Moscow

- On 22 March, a terrorist attack took place at the Crocus City Hall concert hall near Moscow. According to the Russian Ministry of Health, more than 140 people were injured. The Islamic State terrorist group claimed responsibility for the attack. Putin stated that the detained suspects were trying to flee to Ukraine, and Russian media launched a large-scale propaganda campaign aimed at discrediting Ukraine. Western media reports on this topic were dominated by the message that Putin, although having eventually admitted that the attack was carried out by radical Islamists, continued to accuse Ukraine of involvement in the attack in order to justify another escalation of the war. The media stressed that there was no evidence to support Putin's accusations.
- The media reported that Ukraine categorically denies any involvement in the terrorist attack. In particular, Volodymyr Zelenskyy said that Ukraine never uses terrorist methods of warfare, and Ukrainian intelligence claims that the attack was planned by Russian special services.
- The media also noted that world leaders condemned the attack but did not believe Russia's accusations against Ukraine. In addition, the United States had previously warned Russia of a possible terrorist attack. Western countries called for an independent investigation.
- Among other messages on this topic in media:
  - Putin's public acknowledgement of Islamic militants' responsibility for the attack could weaken the Kremlin's calls for Russians to unite around the war against Ukraine;
  - Russia's short-sighted obsession with the war with Ukraine has led to a decline in internal security in Russia, and the terrorist attack casts doubt on the strength of Putin's control over Russia.

## German

Leaked recording of German officers discussing military aid to Ukraine,

[Tagesschau](#), [Merkur.de](#)

KONTEXT "Taurus"-Abhöraffaire

Warum Deutschland keine  
Kriegspartei ist

„In doppelter Hinsicht befremdlich“:  
Bundeswehr-Abhörskandal veranlasst  
Opposition zu Drohung an Scholz

The proposal of the leader of the SPD  
faction in the Bundestag, Rolf Mützenich,  
to "freeze" the war in Ukraine,

[Spiegel](#), [FOCUS online](#)

Mützenich will Ukraine-Krieg einfrieren -  
Experte zerlegt den schwammigen Plan

»Putin will Macht über uns, um unsere  
Lebensweise zu kontrollieren«

Pistorius announces €500 million aid  
package and thousands of rounds of  
ammunition, [Welt](#)

Pistorius kündigt Ukraine-  
Hilfspaket im Wert von 500  
Millionen Euro an

## French

Scenarios of the French army's participation  
in Russia's war against Ukraine,

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

POINT DE VUE. Escalade  
militaire en Ukraine : quels  
scénarios

Cinq scénarios d'un déploiement  
français en Ukraine

IOC does not allow athletes from Russia and  
Belarus to attend the opening of the 2024  
Olympics in Paris, [20minutes](#), [Le Monde](#)

JO de Paris 2024 : La Russie « scandalisée »  
que ses athlètes ne puissent pas participer à  
la cérémonie d'ouverture

Paris 2024 : le boycott des JO par la  
Russie constitue une menace de plus  
en plus sérieuse

## Spanish

Spanish Prime Minister Pedro Sanchez in  
a conversation with Volodymyr Zelenskyy  
assured of his support for Ukraine,

[La Vanguardia](#), [20 minutos](#)

Sánchez conversa con Zelensky y  
anuncia la entrega de ayuda para  
defenderse de Rusia

Sánchez conversa con Zelenski y le promete  
que "el apoyo de España se mantendrá  
mientras sea necesario"

Finnish writer Sofi Oksanen: "Russia has  
normalised sexual violence as a weapon  
of war", [El Mundo](#), [ABC](#)

Sofi Oksanen: "Rusia utiliza la violencia sexual en  
Ucrania con intención genocida: castra a los hombres e  
intenta que las mujeres no puedan tener hijos"

Sofi Oksanen: «Rusia ha  
normalizado la violencia sexual  
como arma de guerra»

- Data from the Determ social media listening tool shows that the amount of mentions of Ukraine on social media decreased by 17% from February to March.
- Similar to news media, **the future of U.S. aid to Ukraine** was the most widely discussed topic on social media in March.
- **Other trending topics included**
  - Discussions about the topic of deploying NATO troops to Ukraine
  - Sanctions against Russia and the seizure of Russian assets abroad
  - Reaction to Pope Francis' statement on the courage to raise the "white flag" for Ukraine
  - European support for Ukraine: meeting of the Weimar Triangle leaders in Berlin and the allocation of 5 billion euros by the EU
  - Threat to Europe's security
  - Losses of the Russian army in Ukraine
  - The threat of Russia's use of nuclear weapons

# SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

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**Emmanuel Macron's tweet:** "Who initiated the war in Ukraine? Who is threatening with nuclear weapons? Let's be clear about what is happening in Europe".



Emmanuel Macron  
@EmmanuelMacron

Follow ...

Who initiated the war in Ukraine?  
Who is threatening with nuclear weapons?

Let's be clear about what is happening in Europe.

11:19 PM · Mar 5, 2024 · 2.4M Views

6,774 Reposts 1,026 Quotes 36.5K Likes 1,087 Bookmarks

Reach — **1.3 млн**  
Interactions — **49 тис.**

The creator of YouTube Shorts visited a store in Russia that sells sanctioned goods.



Where sanctions DON'T exist  
in Russia 🤔

2.2M views

Reach — **1.1 млн**  
Interactions — **65 тис.**

**Tweet:** "It's just crazy that freedom for Ukraine can be so unanimously agreed on in that room, but they can't come to that same conclusion about Palestine."



@knockoffdior

Follow ...

it's just crazy that freedom for ukraine can be so unanimously agreed on in that room but they can't come to that same conclusion about palestine

3:09 AM · Mar 11, 2024 · 814.8K Views

11.7K Reposts 240 Quotes 54.4K Likes 648 Bookmarks

Reach — **0.91 млн**  
Interactions — **66 тис.**

# SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

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A tweet about Mike Johnson refusing to give a standing ovation for helping Ukraine. A call for support for Democrats and concern about the threat to democracy in the United States.



Aaron Parnas   @AaronParnas Follow ...

Mike Johnson refused to stand to clap for aid to Ukraine.

We have to flip the House blue.

Democracy is on the line.

4:29 AM · Mar 8, 2024 · 614.8K Views

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6,296 Reposts 364 Quotes 34.5K Likes 76 Bookmarks

Reach — **0.85 млн**  
Interactions — **51 тис.**

YouTube Shorts about the UK expressing irritation over German Chancellor Olaf Scholz's comments on British military aid to Ukraine.



Germany Ratted On UK & France?

1.5M views

Reach — **0.73 млн**  
Interactions — **48 тис.**

A YouTube video mentioning a \$300 million arms package for Ukraine from the United States (neutral tone) and critics of Ukraine's new military strategy under the leadership of Oleksandr Syrskiy.



BREAKING NEWS - Trump Charges DROPPED, Fani Willis Disqualification coming!

Stephen Gardner  332K views · Streamed 4 weeks ago

Reach — **0.31 млн**  
Interactions — **51 тис.**

## The list of analysed media

### **ENGLISH**

BBC, Daily Mail, The Guardian, Mirror Online, The New York 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