

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

April 2024



Executive Summary

- **The number of articles about Ukraine** in major international online media in April **decreased by 26%** compared to March, and social media discussions **increased by 11%**.
- There were **16K+ articles** about Ukraine in major international online media with **total reach of 248 mln contacts**.
- The highest daily count of articles about Ukraine in April occurred on **the day US President Joe Biden signed a law allocating almost \$61 billion in aid to Ukraine**. Other events that caused an increase in media attention to Ukraine included:
 - The United States delivered 5,000 weapons to Ukraine that were confiscated during transport from Iran to Yemen
 - Missile attack on Odesa
 - Volodymyr Zelenskyy signed the law on mobilisation
 - Ukrainian drone attack on TANECO oil refinery in Tatarstan, Russia
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - International support for Ukraine — 47% of articles
 - Russian shelling of Ukrainian cities — 7% of articles
 - Mobilisation in Ukraine — 5%
 - Russian offensive — 3%
 - Sanctions against Russia and seizure of Russian assets abroad — 2% of articles
 - Attacks on Russian infrastructure — 2%

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 April.
- 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**.

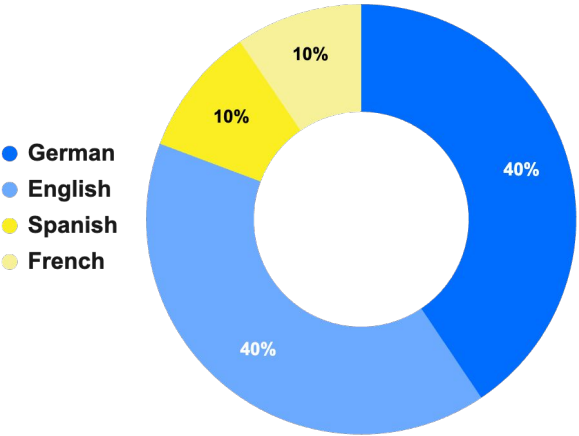
IN APRIL, THE NUMBER OF ARTICLES ABOUT UKRAINE
DECREASED BY 26% COMPARED TO MARCH

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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
German	8 567	3 870	68 398 340
English	5 974	3 830	143 061 920
French	1 203	930	13 950 559
Spanish	969	910	22 718 850

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



Total **16 713** articles -26% to previous period

Total **248 mln** reach -13% to previous period

IN APRIL, THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS PUBLISHED ON THE DAY WHEN US PRESIDENT JOE BIDEN SIGNED A LAW ALLOCATING ALMOST \$61 BILLION IN AID TO UKRAINE

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Daily dynamics of publications and key topics about Ukraine



ALMOST HALF OF THE ARTICLES ABOUT UKRAINE IN APRIL WERE
DEVOTED TO FINANCIAL AND MILITARY ASSISTANCE TO UKRAINE

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

Topic	Share of Voice
International support for Ukraine	47%
Russian shelling of Ukrainian cities	7%
Mobilisation in Ukraine	5%
Russian offensive	3%
Sanctions against Russia and seizure of Russian assets abroad	2%
Attacks on Russian infrastructure	2%



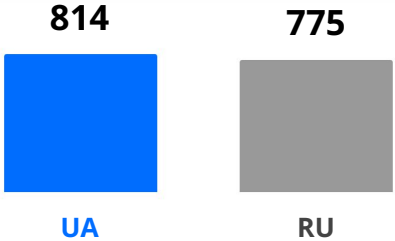
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).

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

Source: Looqme media monitoring database, April 2024

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

Number of articles citing Ukrainian or Russian public figures



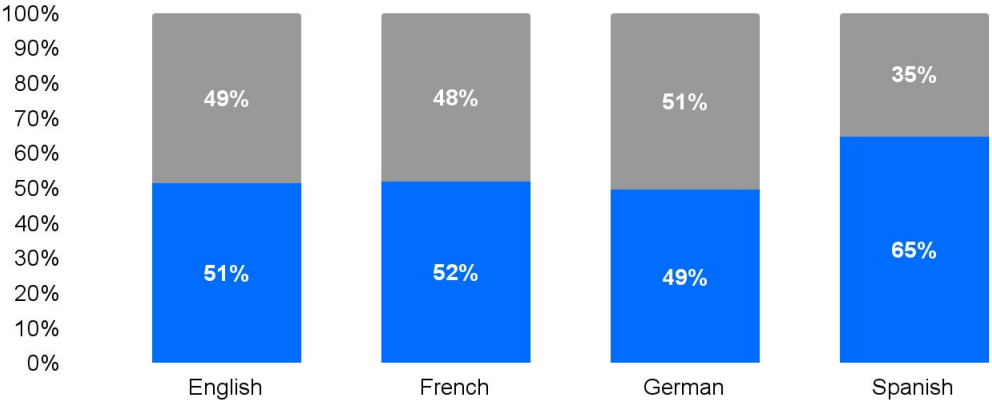
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

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

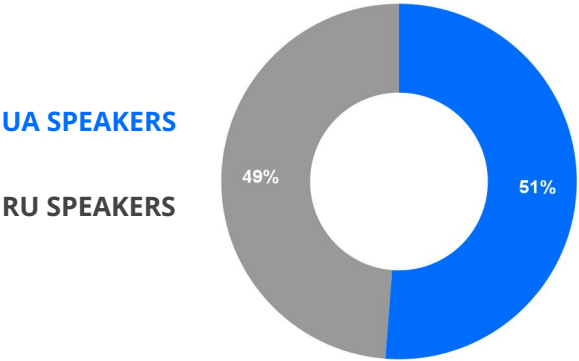
RU SPEAKERS – mentions of key figures of Russian politics

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 April, the U.S. media extensively covered the topic of aid to Ukraine, amid calls for its approval as the Russian military intensified its offensive, leading to significant Ukrainian losses. The discourse included suggestions from some Republicans that aid should be contingent upon stricter U.S. border policies. Discussions also explored the possibility of utilizing frozen Russian assets and offering U.S. assistance in the form of loans. Media coverage highlighted Ukrainian President Volodymyr Zelenskyy's urgent appeal for U.S. funding approval and his warning that other nations could be at risk if Ukraine were to fall. Additionally, articles examined how Russian propaganda might be eroding American support for Ukraine. The overarching theme in these reports emphasized the United States' crucial role as a global leader in combating Russian aggression.

On April 23, the U.S. Senate passed a \$95.2 billion aid package for Ukraine, Israel, and Taiwan, which was subsequently signed into law by President Joe Biden. Media responses were cautiously optimistic about the impact of this aid, highlighting the provision of extra air defence equipment, long-range missiles, and artillery shells to Ukraine. Concerns frequently raised by the media included challenges in timely weapon delivery and logistical issues, a shortage of personnel in the Ukrainian Armed Forces, and political instability in the United States.

- The media actively covered other assistance provided to Ukraine by its international allies:
 - As NATO celebrated its 75th anniversary on 4 April, the alliance discussed a plan to provide Ukraine with long-term military support worth €100 billion over five years;
 - The United States handed over to Ukraine more than 5,000 small arms, grenade launchers, and more than half a million rounds of ammunition for small arms seized from Iran's Islamic Revolutionary Guard Corps. The package did not include artillery and air defence ammunition, which are key for Ukraine;
 - French President Emmanuel Macron advocated for a rapid shift to a 'war economy' to boost arms production in support of Ukraine;
 - The UK is considering sending laser weapons to Ukraine to counter Russian drones. Germany plans to supply an additional Patriot air defence missile system;
 - About 20 countries have allocated enough funds to buy 500,000 artillery shells for the Ukrainian army under the Czech initiative;
 - The UK government announced its largest military aid package to Ukraine, valued at £500 million;
 - There have been calls to enhance Ukraine's air defence capabilities and explore opportunities to provide additional air defence systems from allied nations.

Russian shelling of Ukrainian cities

- In April, Western media widely reported on Russian shelling attacks targeting Kharkiv, Chernihiv, Dnipro, Odesa, and critical energy infrastructure across Ukraine.
- The destruction of the Trypilska TPP, one of Ukraine's largest power plants, was extensively covered by the media following its complete devastation by a Russian missile strike on April 11. Reports highlighted that the attack caused significant power outages affecting Kyiv, Cherkasy, and Zhytomyr regions. DTEK, Ukraine's largest private energy operator, characterized the strikes as one of the most severe attacks of the year. The media noted that the active shelling of Ukrainian power plants is taking place amid a shortage of air defence systems and ammunition for these systems.
- The media also extensively covered several other significant events in April:
 - On April 17, Russian forces launched three Iskander cruise missiles at Chernihiv, resulting in the deaths of 18 people. Reports suggested that the targeting of civilian structures in Chernihiv might have been the Kremlin's retaliation for an attack on a military base in Dzhankoy;
 - On the night of April 19, Russia conducted missile and drone strikes on Dnipro and its surrounding areas, killing 8 people;
 - On 29 April, a Russian missile attack on Odesa killed 6 people. The shelling started a fire in the Palace of Students of the Odesa Law Academy, which is known as Harry Potter's Castle.
- The media covered strikes on railway infrastructure, particularly in the city of Smila, which, according to the media, was an attempt by Russia to delay the delivery of US weapons to the battlefield.
- The media also condemned Russia for using the tactic of 'double strikes' — when the first air strike is followed by a second attack, killing rescuers trying to help the wounded.

Mobilisation in Ukraine

- In April, discussions of mobilisation were influenced by new legislative proposals and the broader context of existing challenges. The topics included lowering the age limit for conscripts, the introduction of a law to enhance mobilisation processes, and restrictions on consular services. Additionally, the media focused on the general narrative surrounding the difficulties Ukraine faced with mobilisation.
 - In early April, the media reported on Ukrainian President Volodymyr Zelenskyy signing a law that lowered the age limit for military registration from 27 to 25 years. This legislation had been approved by the Ukrainian Parliament in May 2023.
 - Journalists also highlighted the signing by the President of Ukraine of a new law establishing an electronic database for men of military age. This legislation allows the Ministry of Defence to access data on citizens aged 17 to 60 from various state registers. Notably, the law stipulates that individual consent for processing personal data will not be required.
 - On 11 April, the Ukrainian Parliament passed a law on strengthening mobilisation. The Western media used the following words to describe the law: *controversial, unpopular, long-awaited, unsettled, contentious issues, invidious dilemma*.
 - The introduction of restrictions on consular services for men of military age abroad also drew significant international media attention. Publications noted that these restrictions stirred discontent and concern among Ukrainians living overseas. Moreover, the measures could potentially lead to legal challenges, as affected individuals might pursue lawsuits in response to these new limitations on their consular access.
- Other highlights on this topic include:
 - Uncertainty regarding the number of conscripts that could be effectively mobilized and whether Ukraine could adequately arm new soldiers amid ammunition shortages and delays in Western aid;
 - Ukrainian society has expressed outrage over the removal of the demobilisation clause from the draft law;
 - The removal of the demobilisation clause was explained by the fact that 'Ukraine already suffers from a lack of trained soldiers capable of fighting, and demobilising soldiers on the front line now would deprive the Ukrainian forces of their most capable fighters'.
- The articles also discussed the general difficulties with mobilisation in Ukraine and the frequent cases of evasion of mobilisation among Ukrainian men.

German

Two citizens arrested in Bavaria for planning sabotage in favour of Russia, [Tagesschau](#), [Spiegel](#)

Ermittlungen zu
Sabotageplänen in
Deutschland

Mutmaßliche russische
Saboteure in Bayern verhaftet

Murder of two Ukrainian soldiers on rehabilitation in Germany, [Welt](#), [Merkur.de](#)

Zwei ukrainische Soldaten
getötet – Verdächtiger war
mehrfach polizeilich aufgefallen

Doppelmord in Murnau: Zwei
ukrainische Soldaten erstochen -
politisches Motiv nicht
ausgeschlossen

French

Emmanuel Macron's idea of a ceasefire between Ukraine and Russia for the 2024 Olympics in Paris, [BFMTV](#)

JO DE PARIS 2024: MACRON DIT "ŒUVRER" À
UNE TRÊVE OLYMPIQUE ET VA DEMANDER
L'AIDE DE LA CHINE

France conducts F-16 training for Ukrainian pilots, [BFMTV](#)

CE QUE L'ON SAIT DES PILOTES UKRAINIENS
ACTUELLEMENT EN FORMATION SUR UNE BASE
AÉRIENNE FRANÇAISE

Spanish

Spain to supply Ukraine with a batch of Patriot missiles, [La Vanguardia](#), [El País](#)

España enviará en los próximos días a Ucrania misiles antiaéreos de largo alcance Patriot











■ España suministrará una partida de misiles Patriot a Ucrania

- Data from the Determ social media listening tool shows that the amount of mentions of Ukraine on social media **increased by 11%** from March to April.
- The topic of **US aid to Ukraine** was the most discussed on social media in April.
- **Other trending topics included**
 - Sanctions against Russia and the seizure of Russian assets abroad
 - European support for Ukraine: calls to urgently supply Ukraine with air defence systems
 - The course of hostilities at the front
 - Threat to the security of Europe
 - Losses of the Russian army in Ukraine
 - The topic of Ukraine in the US election battles

** 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

BRAND **UKRAINE**

Джерело / Автор	Опис	Interactions	Reach
 Tagesschau	Publication about the consequences of the Russian missile attack on Odesa on April 29	69K	0,5M
 Ed Krassenstein	Post about Timothy Snyder's response to Taylor Green's claims about nazis in Ukraine	69K	1,5M
 I Meme Therefore I Am	Criticism of the vote to allocate almost \$61 for Ukraine from the USA	60K	0,9M
 RealLifeLore	Video analysis of the escalating threat of Russian military aggression in Europe	57K	1,6M
 Tagesschau	Publication about the murder of two Ukrainian soldiers in Bavaria	54K	0,5M
 Creepy.org	The photo shows a boy in a bulletproof vest waiting for his order at KFC in Kharkiv	54K	0,7M
 Iake Broe	Video analysis of the adoption of the draft law on US aid and weapon supplies to Ukraine	53K	0,3M
 GuntherEagleman	Criticism of the vote to allocate almost \$61 for Ukraine from the USA	52K	0,8M
 Catturd	Criticism of the vote to allocate almost \$61 for Ukraine from the USA	52K	0,9M
 El Mundo	Publication about the consequences of the Russian missile attack on Odesa on April 29	51K	0,2M

-  A positive publication for Ukraine
-  A negative publication for Ukraine
-  A neutral publication for Ukraine

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