

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

Media monitoring analysis

**June 2024**



## Executive Summary

- In June, **the number of articles about Ukraine** in major international online media **increased by 12%** compared to May, and mentions on social networks **increased by 7%**.
- There were **18K+ articles** about Ukraine in major international online media with **total reach of 242 mln contacts**.
- The highest daily count of articles about Ukraine in June occurred on June 13, the day of the **G7 Summit in Italy**. During the summit, President Volodymyr Zelenskyy signed bilateral security agreements between Ukraine and the USA, and between Ukraine and Japan. Other significant events that drew increased media attention to Ukraine included:
  - Volodymyr Zelenskyy's visit to Normandy for the 80th anniversary of the Allied landings
  - Joe Biden apologises to Zelenskyy for delay in US military support
  - The Ukrainian national football team's debut at Euro-2024
  - The European Union has opened negotiations on Ukraine's accession
- The largest Ukraine-related topics in terms of the **share of voice** were:
  - ▶ International support and Western weapons for Ukraine — 14%
  - ▶ Global Peace Summit in Switzerland — 5%
  - ▶ The use of Western weapons to hit targets in the Russian Federation — 5%
  - ▶ Ukraine at Euro 2024 — 5%
  - ▶ Ukraine's topic at the G7 Summit — 4%
  - ▶ Signing of the strategic partnership agreement between Russia and North Korea — 4%
  - ▶ Anti-Russian sanctions and confiscated Russian assets — 4%

## 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 June.
- 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**.

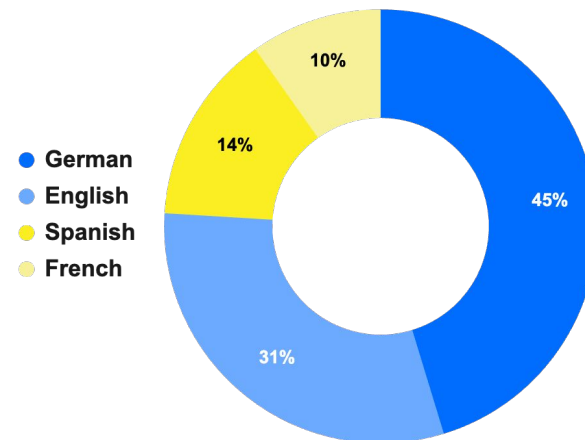
**IN JUNE, THE NUMBER OF ARTICLES ABOUT UKRAINE INCREASED BY 12% COMPARED TO MAY**

**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
<b>German</b>	10 087	4 907		81 352 756
<b>English</b>	5 030	3 325		125 459 046
<b>Spanish</b>	1 921	1 541		21 333 626
<b>French</b>	1 290	1 064		14 660 299

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

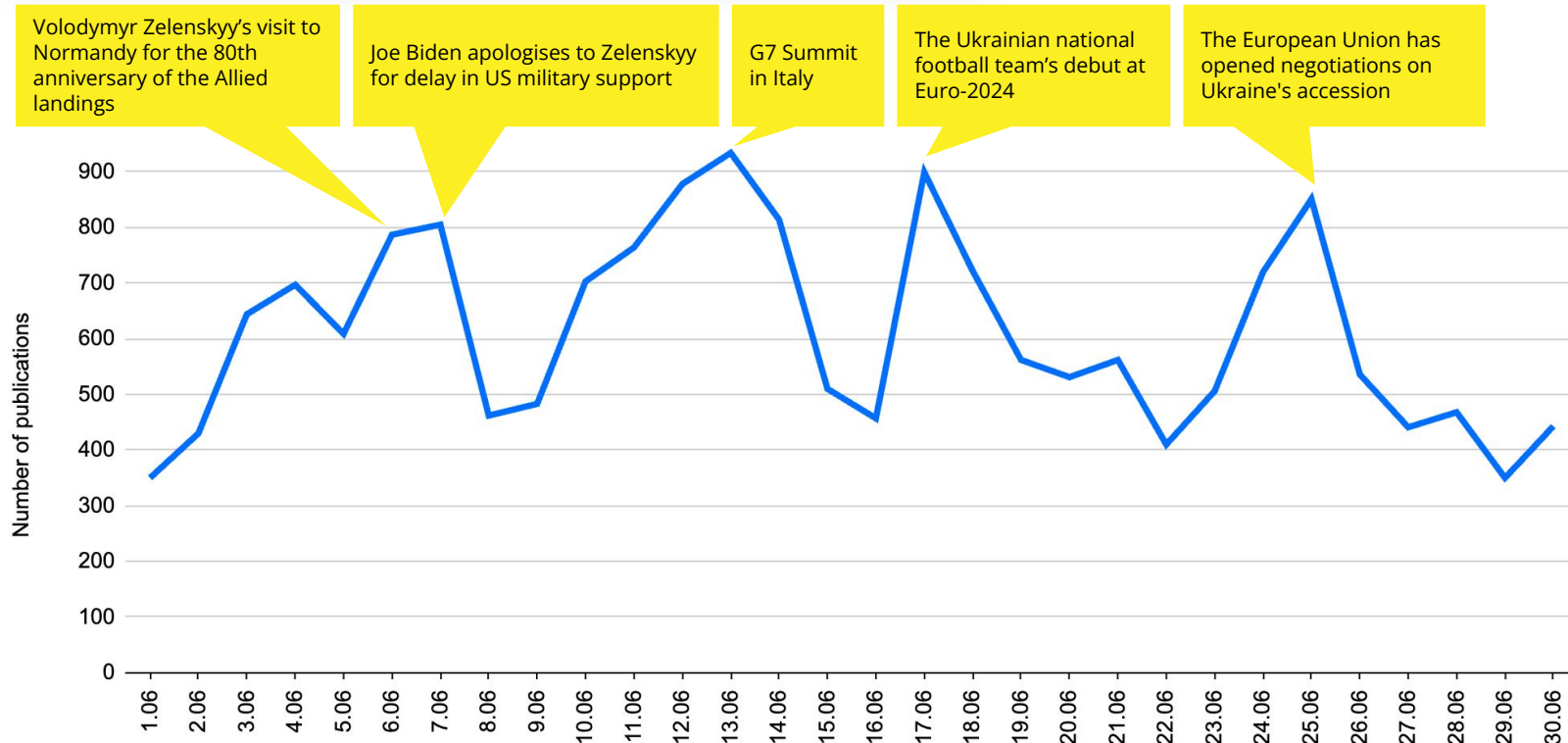


Total **18 328** articles +12% to May

Total **242 МЛН** contacts +6% to May

**IN JUNE, THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS PUBLISHED ON THE DAY OF THE G7 SUMMIT IN ITALY. DURING THE SUMMIT, PRESIDENT VOLODYMYR ZELENSKY SIGNED BILATERAL SECURITY AGREEMENTS BETWEEN UKRAINE AND THE USA, AND BETWEEN UKRAINE AND JAPAN**

## Daily dynamics of publications and key topics about Ukraine



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

Topic	Share of Voice
<b>International support and Western weapons for Ukraine</b>	<b>14%</b>
<b>Global Peace Summit in Switzerland</b>	<b>5%</b>
<b>The use of Western weapons to hit targets in the Russian Federation</b>	<b>5%</b>
<b>Ukraine at Euro 2024</b>	<b>5%</b>
<b>Ukraine's topic at the G7 Summit</b>	<b>4%</b>
<b>Signing of the strategic partnership agreement between Russia and North Korea</b>	<b>4%</b>
<b>Anti-Russian sanctions and confiscated Russian assets</b>	<b>4%</b>



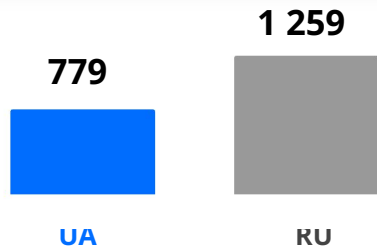
*Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).*

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

Source: Looqme media monitoring database, June 2024

# IN JUNE, RUSSIAN SPEAKERS WERE QUOTED ALMOST TWICE AS OFTEN AS UKRAINIAN SPEAKERS, LIKELY DUE TO MEDIA ATTENTION TO PUTIN'S STATEMENT ON THE CONDITIONS FOR A CEASEFIRE AND HIS VISIT TO NORTH KOREA

## Number of articles citing Ukrainian or Russian public figures



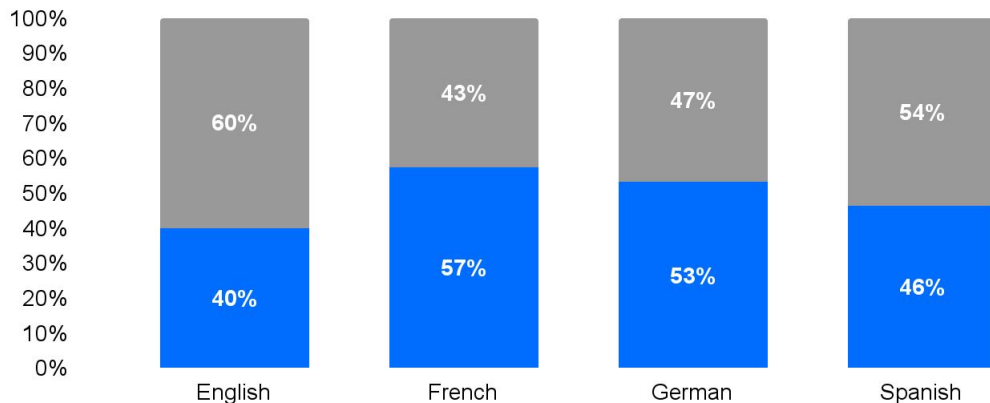
### UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

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

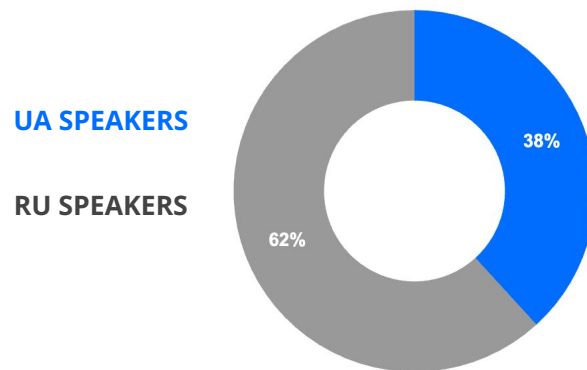
### RU SPEAKERS – mentions of key figures of Russian politics

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 and Western weapons for Ukraine

This topic includes articles related to the providing 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.

**During June, Western media focused on several key issues regarding Ukraine:** the support of Ukraine by Western leaders, the supply of military aid, Ukraine's participation in the ceremony marking the 80th anniversary of the Allied landings in Normandy, as well as meetings between the President of Ukraine and other world leaders, and agreements signed by Volodymyr Zelenskyy on security cooperation.

**Volodymyr Zelenskyy visited France**, where the ceremony marking the 80th anniversary of the Allied landings took place. This event commemorated the American, Canadian, and British soldiers who landed in Normandy during World War II.

**On June 27, Ukraine and the EU signed a bilateral security agreement during the EU Leaders' Summit in Brussels.** Volodymyr Zelenskyy signed an agreement on security cooperation and long-term support between Ukraine and Estonia, as well as an agreement on security cooperation between Ukraine and the Republic of Lithuania.

### Among other key events in June highlighted by Western media on the topic of international support for Ukraine:

#### Western Weapons:

- French President Emmanuel Macron announced the delivery of Mirage 2000-5 fighter jets to Ukraine;
- U.S. President Joe Biden approved the transfer of a Patriot missile system to Ukraine, as well as temporarily halting the export of these systems to other countries;
- Spain delivered a second batch of Patriot missiles and Leopard tanks to Ukraine, as well as 155mm artillery, anti-drone systems, and electro-optical surveillance systems.

#### Financial Aid:

- U.S. Vice President Kamala Harris announced a new aid package for Ukraine worth \$1.5 billion. The funds will primarily be used for the restoration of the country's energy sector.

#### Other Events:

- A meeting between Volodymyr Zelenskyy and Joe Biden in Paris. The U.S. President apologized for the delay in the delivery of weapons to Ukraine;
- Hungarian Prime Minister Viktor Orbán stated that Hungary would not obstruct NATO's plan to provide military support to Ukraine;
- NATO is establishing a headquarters in Germany to coordinate weapons supplies and training for Ukrainian soldiers.



## Global Peace Summit in Switzerland

International media noted that the summit held on June 15-16 in Switzerland **was the largest international event in support of Ukraine and peace.**

### Among the positive reports in the media on this topic:

- 101 countries and international organizations participated in the summit, **highlighting the broad support for Ukraine from the global community;**
- Participants signed a Joint **Communiqué on the foundations of peace** and agreed on a common position regarding three points: food security, nuclear and energy security, and the release of all Ukrainian prisoners and deportees. Before the summit, the media noted that the signing of the communiqué would be seen as a diplomatic success for Ukraine, which is seeking to garner international support.

### There were also critical comments regarding the summit:

- The media noted the **unfavourable situation on the battlefield for Ukraine to negotiate** and raised doubts about the appropriateness of discussing peace when the objective situation in Ukraine remains challenging and brutal;
- **The absence of Russia** and its key partner China at the summit made significant achievements in the negotiations unlikely, lowering overall expectations for the summit's outcomes;
- Countries such as India, Saudi Arabia, South Africa, and the UAE, which have important trade relations with Russia as members of the **BRICS economic group, refused to sign the joint communiqué agreed** upon by over 80 countries and international organizations. Publications highlighted that the refusal of these states to sign the joint communiqué demonstrates the difficulty of achieving unity in the international approach to the peace process in Ukraine.

A notable event for the media was the absence of U.S. President Joe Biden at the summit.

## The use of Western weapons to hit targets in the Russian Federation

**At the end of May, media outlets covered the easing of Western restrictions on Ukraine's use of weapons to target military objectives in Russia.** This topic remained relevant in June as well. While in May, Western media largely reflected the increase in support for Ukraine from NATO and European allies regarding the use of Western weapons to strike targets on Russian territory and conveyed support for Ukraine in its efforts to defend its territorial integrity and sovereignty, **by June, articles began to feature critical remarks regarding such decisions.**

Authors Samuel Charap and Jeremy Shapiro in [The Washington Post](#), as well as the editorial team of [Le Monde](#) in their publications, expressed the opinion that **the decision to use Western weapons to target sites in Russia leads to escalation rather than the cessation of the war.** The authors noted that the lack of a unified strategy among Western allies regarding military support for Ukraine contributes to Russia's initiatives.

### Among the events on this topic extensively covered by the media:

- Ukraine struck a Russian S-300/400 air defence battery in the Belgorod region;
- U.S. Secretary of Defence Lloyd Austin stated that the new policy allowing Ukrainian forces to strike targets inside Russia would be "very, very helpful to Ukrainians in the future";
- Putin criticized the West for supplying long-range weapons to Ukraine, warning that Moscow could supply similar weapons to other countries for attacks on Western targets;
- Russia deployed a nuclear submarine to Havana. The U.S. government views this move as a response to the permission to use American weapons against targets on Russian territory.

## German

### Ukraine Recovery Conference in Berlin

[FAZ.net](#), [Tagesschau](#)

Eine halbe Billion Dollar für den Wiederaufbau der Ukraine

Ukraine-Konferenz in Berlin

"Massive Investitionen für Wiederaufbau nötig"

### Volodymyr Zelenskyy's speech in the Bundestag

[ZEIT ONLINE](#), [FAZ.net](#)

Wolodymyr Selenskyj spricht im Bundestag

Selenskyj soll am Dienstag Rede im Bundestag halten

Singer Rod Stewart expressed support for Ukraine at a concert in Leipzig, which caused dissatisfaction among part of the audience, [Spiegel](#), [Welt](#),

Rod Stewart stellt sich nach Eklat hinter die Ukraine

Rod Stewart in Leipzig wegen „Fuck Putin“ ausgebuht – Jetzt äußert sich der Sänger

## French

### Incident with coffins draped with French flags at the base of the Eiffel Tower

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

Paris : cinq cercueils recouverts du drapeau français déposés devant la tour Eiffel

Cinq cercueils découverts au pied de la tour Eiffel avec la mention « soldats français de l'Ukraine » : trois suspects en garde à vue

### Volodymyr Zelenskyy's visit to France

[Franceinfo](#), [BFMTV](#)

Guerre en Ukraine : le président Volodymyr Zelensky en visite en France et en quête de soutien

Retour sur la 4e visite de Volodymyr Zelensky en France, depuis le début de l'invasion russe

### France announced that it will provide Mirage 2000-5 combat aircraft

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

En quoi les Mirage 2000-5 promis par Emmanuel Macron peuvent-ils être utiles à l'armée ukrainienne?

Des chasseurs Mirage 2000-5 vont être cédés à l'armée ukrainienne

## Spanish

### Spain to send Ukraine aid package with Patriot missiles and Leopard tanks

[El Mundo](#), [La Vanguardia](#),

El segundo lote de misiles Patriot enviado por España está en Ucrania desde el viernes

Robles afirma que España enviará a Ucrania en breve un nuevo paquete de misiles 'Patriot'

### Evacuation of two beluga whales from Kharkiv to an oceanarium in Spain

[El Pais](#), [El Confidencial](#)

El rescate de dos belugas de Ucrania hasta Valencia, un difícil traslado de 4.000 kilómetros

4.000 kilómetros y un complejo operativo de rescate: así han llegado a Valencia dos belugas ucranianas

### Lyudmyla Olyanovska won a bronze medal at the European Athletics Championship, overtaking a Spanish athlete at the finish line

[El Pais](#), [ABC](#)











La pesadilla de Laura García Caro, que pierde el bronce del Europeo de atletismo en los últimos metros cuando ya lo celebraba

Laura García-Caro pierde el bronce sobre la línea de meta mientras lo celebraba

- Data from the Determ social media listening tool shows that the amount of mentions of Ukraine on social media **increased by 7%** from May to June.
- The topic of **Ukraine's participation in the European Football Championship** was the most discussed on social media in June.
- **Other trending topics included**
  - International support for Ukraine
  - Signing of the strategic partnership agreement between Russia and North Korea
  - Ukraine's topic in the U.S. election battles
  - The use of Western weapons to hit targets in the Russian Federation
  - Reaction to the difference in the international community's attitude towards refugees from Ukraine and Palestine
  - The course of hostilities at the front
  - Missile strikes in the temporarily occupied Crimea by Russia

## SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

**BRAND** **UKRAINE**

Source / Author	Description	Interactions	Engagement
 <a href="#">ESPN FC</a>	Post about the end of Ukraine's participation in Euro 2024	298K	0.6M
 <a href="#">Pop Base</a>	Tweet about Chinese performer Lay expressing support for children going through difficult times in Palestine, Ukraine, and Syria during a concert in China	240K	3.4M
 <a href="#">OneFootball</a>	Post about Belgian footballer Kevin De Bruyne being targeted by lasers from the stands multiple times during the Ukraine-Belgium match	220K	1M
 <a href="#">Donald J. Trump News</a>	Tweet supporting Donald Trump's statement about stopping funding for Ukraine if he becomes the next U.S. President	195K	2.7M
 <a href="#">The New York Times</a>	Post about the meeting between WWII veteran Melvin Hurwitz and Volodymyr Zelenskyy during the celebration of the 80th anniversary of the Allies' landing in Normandy	187K	1.8M
 <a href="#">ESPN FC</a>	Review of the Romania-Ukraine football match	164K	0.6M
 <a href="#">Tagesschau</a>	Post about pro-Russian lawmakers in Germany boycotting President Volodymyr Zelenskyy's speech in the Bundestag	145K	0.5M
 <a href="#">Saul Staniforth</a>	Retweet expressing outrage that the British government did not deny treatment to Ukrainian children but refuses to allow severely injured Palestinian children to come to the UK for specialized treatment	143K	2M
 <a href="#">Mohamad Safa</a>	Tweet about Ukrainian women participating in a protest in support of Palestine and asking why the same world that rushed to support Ukraine turned a blind eye to Gaza	142K	2M
 <a href="#">Narendra Modi</a>	Tweet from Indian Prime Minister Narendra Modi about his meeting with Volodymyr Zelenskyy	121K	6.4M

- 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