

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

July 2024



Executive Summary

- In July, **the number of articles about Ukraine** in major international online media **decreased by 12%** compared to July, and mentions on social networks **decreased by 38%**.
- There were **14K+ articles** about Ukraine in major international online media with **total reach of 198 mln contacts**.
- The highest daily count of articles about Ukraine in July occurred on **July 8-10, during the NATO Summit Washington 2024, and when Russia launched a missile strike on the “Okhmatdyt” children’s hospital in Kyiv**. Other significant events that drew increased media attention to Ukraine included:
 - Viktor Orban’s visits to Ukraine and Russia
 - Joe Biden’s withdrawal from the U.S. presidential race
 - Viktor Orban’s statement that Donald Trump is ready to act as a mediator in peace negotiations between Ukraine and Russia if he wins the election
 - Olha Kharlan winning the bronze medal at the 2024 Olympics
 - The Russian offensive in the Donetsk region
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ NATO Summit Washington 2024 — 12%
 - ▶ International support and Western weapons for Ukraine — 10%
 - ▶ Viktor Orban’s “peace mission” — 9%
 - ▶ Russian shelling of Ukrainian cities — 8%
 - ▶ Ukraine’s topic in the U.S. election battles — 8%
 - ▶ Ukraine at the 2024 Summer Olympics in Paris — 6%
 - ▶ Russian offensive in the Donetsk region — 5%

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 July.
- 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.

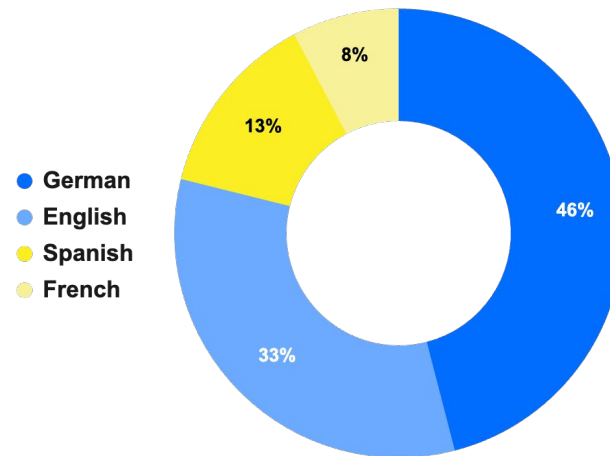
- The list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

IN JULY, THE NUMBER OF ARTICLES ABOUT UKRAINE DECREASED BY 21% COMPARED TO JUNE

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	8 609	3 698		66 647 709
English	3 811	2 648		102 934 597
Spanish	1 303	1 079		19 239 040
French	761	620		9 686 515

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

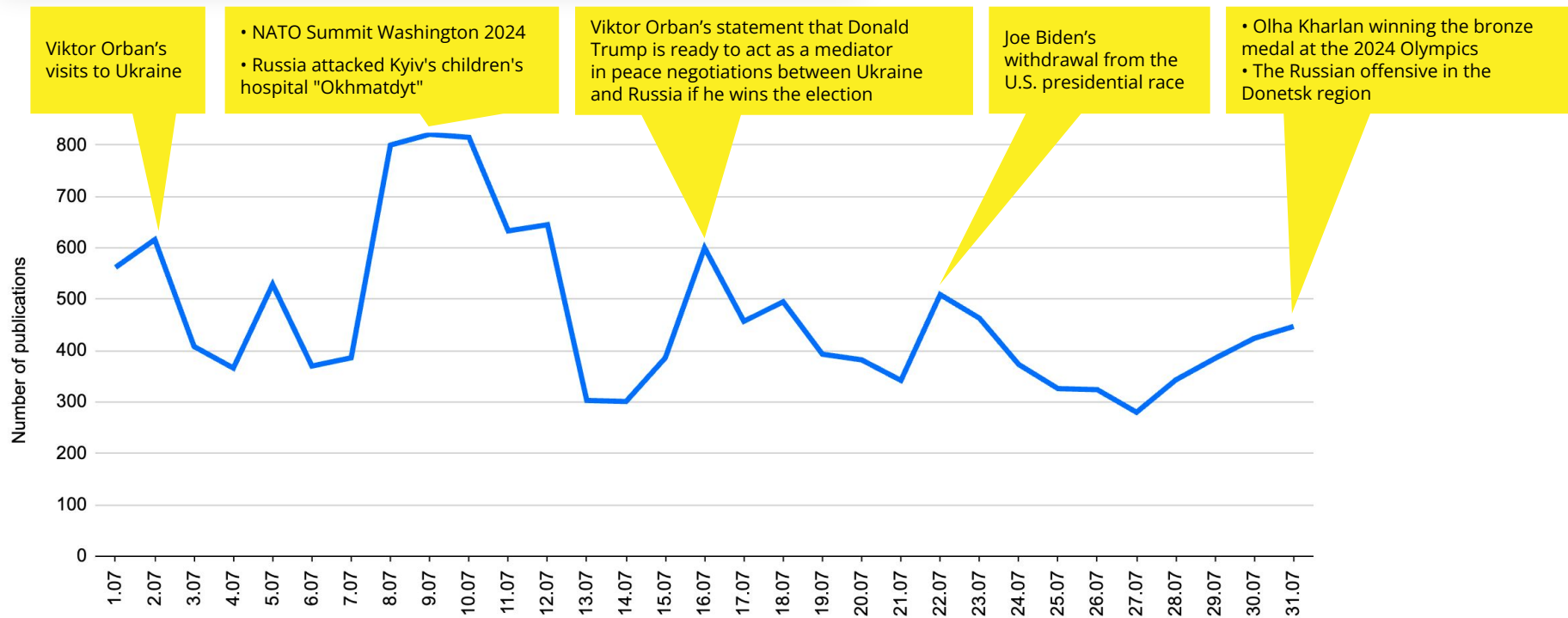


Total **14 484** статей -21% to June

Total **198 МЛН** КОНТАКТІВ -18% to June

IN JULY, THE LARGEST DAILY NUMBER OF ARTICLES ABOUT UKRAINE WAS PUBLISHED ON JULY 8-10, DURING THE NATO SUMMIT WASHINGTON 2024, AND WHEN RUSSIA LAUNCHED A MISSILE STRIKE ON THE "OKHMATDYT" CHILDREN'S HOSPITAL IN KYIV

Daily dynamics of publications and key topics about Ukraine



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

Topic	Share of Voice
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%

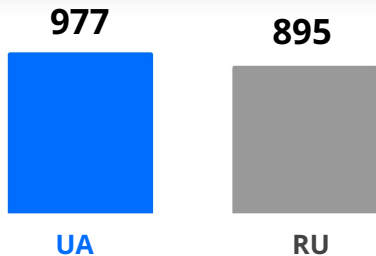


Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).

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

Source: Looqme media monitoring database, July 2024

Number of articles citing Ukrainian or Russian public figures



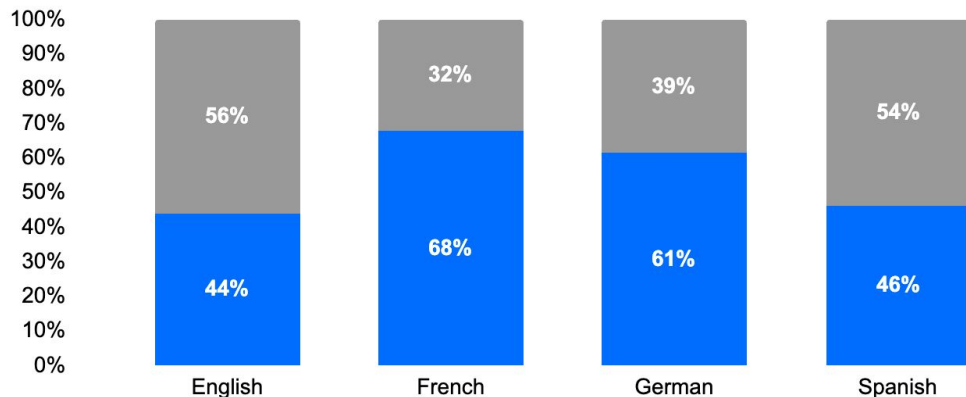
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

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

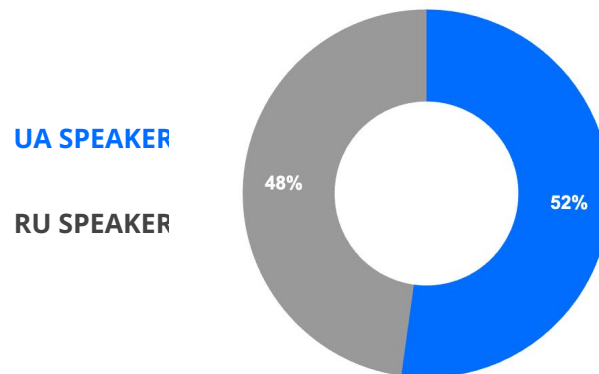
RU SPEAKERS – mentions of key figures of Russian politics

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



NATO Summit Washington 2024

From July 9-11, the 75th anniversary NATO Summit took place in Washington. In addition to the 32 Alliance members, representatives from 35 partner countries, including Ukraine, participated in the event. Western media extensively covered the topic of Russia's war against Ukraine in their summit-related publications.

NATO demonstrates unwavering support for Ukraine and emphasizes the importance of strategic decisions for military aid to Ukraine. Newly appointed British Prime Minister Keir Starmer and U.S. President Joe Biden clearly express their stance on supporting Ukraine, primarily through military assistance and political backing against Russian aggression. **Summit participants stress the importance of maintaining unity to effectively counter Russian threats.**

NATO promises Ukraine continued support but has not reached a consensus on the timeline for Ukraine's admission to the alliance, which remains a contentious issue due to fears of escalating the war with Russia. The draft joint communiqué from the NATO Summit underscores the alliance's commitment to supporting Ukraine's future membership, **though concrete progress on this matter remains uncertain.**

According to certain media outlets, **the results of the NATO Summit were deemed insufficient to significantly influence the course of the war.** Article authors expressed scepticism about NATO's ability and resolve to provide substantial support to Ukraine for achieving victory in the conflict.

The potential victory of Donald Trump in the upcoming U.S. presidential election in November is **raising concerns among European leaders about the future of the alliance and its support for Ukraine.**

Columnist Daniel Depetris, in a [CNN](#) publication, noted that **Ukraine is far from NATO membership** and described the idea of granting such status as "a bad deal".

The media covered **Volodymyr Zelenskyy's speech at the Presidential Foundation and the Ronald Reagan Institute.** They highlighted that the Ukrainian President's call for support in confronting Russia was particularly directed at representatives of the Republican Party.

NATO identifies China as a crucial factor in supporting Russia's war against Ukraine. Specifically, it is noted that Chinese companies have expanded the export of technologies used in Russian drones, military aircraft, missiles, and other weapons employed by Russia against Ukraine.

Media reports highlight that **China and Russia have united in a common stance against NATO**, as part of a broader effort by both countries to alter the global order they view as unjust due to U.S. dominance.

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.

Key events in July highlighted by Western media on the topic of international support for Ukraine:

Financial Assistance and Western Weapons:

- The U.S. announced a new \$2.3 billion military aid package for Ukraine. The package will include air defense systems, ammunition for HIMARS, artillery shells, and funding for the procurement of Patriot and NASAMS air defense missiles;
- Spain has delivered a new batch of military aid to Ukraine, including ten refurbished Leopard 2A4 tanks, excavators, and anti-tank missiles. Spain has also announced additional military aid, which will include another Hawk air defense system battery;
- News has emerged that Germany plans to halve its military aid to Ukraine in 2025. Media reports indicate that the German government will cut military aid to address budgetary shortfalls;
- Czechia has stated that the planned supply of shells to Ukraine will not be fulfilled without additional funding. Czechia is calling on donor countries to contribute extra funds to meet the goal of supplying 800,000 shells by the end of the year.

Other Events in July:

- Western partners supporting Ukraine are actively urging China to use its influence over Russia to seek a diplomatic resolution to the war. Finnish President Alexander Stubb stated that China plays a crucial role in ending the war in Ukraine due to its influence over Russia and called on Beijing to leverage this influence for a diplomatic resolution;
- NATO Secretary General Jens Stoltenberg announced on July 17 the appointment of Patrick Turner as the senior representative of the North Atlantic Alliance's mission in Ukraine;
- German Chancellor Olaf Scholz, in a speech marking the 80th anniversary of the failed assassination attempt on Adolf Hitler, described supporting Ukraine as a matter of Germany's historical responsibility.

The news of the arrival of the first F-16 fighters in Ukraine generated significant excitement in Western media

Reports highlighted that this event is crucial for strengthening the Ukrainian Air Force, which has until now relied on outdated Soviet-era aircraft. The publications noted that the fighters could strike deep into temporarily Russian-occupied territories, defend against Russian cruise missiles, and boost Ukrainian morale.

However, media also reported that Ukraine faces serious challenges with the anticipated delivery of F-16s this summer. These challenges include: Russian strikes on airbases and the need to prepare runways, which create additional difficulties for deploying the fighters; the current limited number of pilots trained on the F-16s, complicating their effective use; at this stage of the war, the F-16s are expected to focus primarily on defending against Russian attacks rather than targeting objectives within Russia, which significantly limits their potential to provide a substantial advantage for Ukraine.

«Миротворча місія» Віктора Орбана

07/02

Moscow

07/08

Florida

Kyiv

07/05

Beijing

07/11

The visits of Hungarian Prime Minister Viktor Orban to Kyiv, Moscow, Beijing, and his meeting with Donald Trump in Florida generated significant international media attention. Key messages regarding these visits include:

- Orban's first visit to Ukraine since the full-scale Russian invasion involved urging President Volodymyr Zelenskyy to consider a "ceasefire" to "accelerate peace negotiations" with Moscow. **Orban is attempting to position himself as a peacemaker in Europe while using peace rhetoric to advance Russian interests.** His calls for a ceasefire are seen as attempts to strengthen Russia's control over temporarily occupied Ukrainian territories. Media outlets highlighted that Orban's use of the term "peace" is perceived as a euphemism for Ukraine's capitulation to Russia.
- As Russia's closest ally in the EU, **Orban's visits demonstrate his efforts to balance internal and external political interests.** During a meeting with Putin, Orban and the Russian leader emphasized Hungary's official role as the president of the EU Council, raising concerns among other EU members. The three-hour closed-door meeting focused on discussing the "shortest path to peace," which, from the Kremlin's perspective, means Ukraine capitulating to Russia's demands.
- The meeting with Donald Trump is viewed as **an attempt to secure Trump's support**, which could influence the war's course if he wins the upcoming election. In a letter to EU Council leaders, Orban claimed that Trump had formulated "detailed and well-reasoned" plans for achieving peace between Russia and Ukraine. Orban urged EU leaders to explore "windows of opportunity" for creating conditions for "easing tensions," "temporary ceasefire," and "starting peace negotiations".
- Orban's visits sparked outrage among EU leaders, leading to a crisis of trust towards Hungary. **EU leaders and Ukrainian officials condemned Orban's actions by undermining the unified European stance.** European ambassadors criticized Orban's actions, expressing concerns about reputational damage to the EU from his unilateral moves. Publications characterized Orban's meetings as unlawful and accused the Hungarian Prime Minister of acting against EU and NATO unity and interests. European Council President Charles Michel criticized Orban's proposals, reiterating the EU's commitment to support Ukraine as long as necessary and as intensively as required. Legislators deemed Orban's meetings particularly harmful and accused him of "abusing" his position as EU Council president.

German

Germany delivered a third Patriot air defense system to Ukraine

[Spiegel](#), [ZEIT ONLINE](#)

Selenskyj dankt Deutschland für militärische Unterstützung

Selenskyj: Drittes deutsches Patriot-System ist da

Germany plans to halve its military aid to Ukraine in 2025

[T-online](#), [Spiegel](#)

Ukrainehilfen im Haushalt deutlich gekürzt

Regierung reduziert Hilfe für Ukraine drastisch

Attempted assassination of the CEO of Rheinmetall, [ZEIT ONLINE](#), [Tagesschau](#),

Rheinmetall-Chef soll Ziel eines russischen Attentats gewesen sein

"Wir schützen letztendlich unsere Gesellschaft"

French

The opening of the Ukrainian House "Volia Space" in Paris during the Olympic Games, [Le Monde](#)

A Paris, une Maison de l'Ukraine pour défendre, pendant les JO, la cause des sportifs meurtris par la guerre

Ukraine's topic in the parliamentary elections in France

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

L'UKRAINE DOIT-ELLE S'INQUIÉTER D'UNE POTENTIELLE VICTOIRE DU RN? CE QUE RÉPOND LE PARTI

Législatives 2024: « Les positions du RN sur l'Ukraine sont globalement alarmantes »

Spanish

Spain delivered a batch of military aid to Ukraine, including ten refurbished Leopard 2A4 tanks, [El Mundo](#), [El Espanol](#)

España envía 10 nuevos Leopard y cohetes antitanque a Ucrania

El Gobierno envía esta semana otros 10 Leopard a Ucrania tras repararlos la industria de defensa

Spanish Prime Minister Pedro Sanchez emphasized the importance of protecting international law concerning both Ukraine and Gaza, [El Pais](#), [ABC](#)

■ Sánchez pide a la OTAN que exija respeto a la ley internacional en Gaza igual que en Ucrania, sin "dobles raseros"

Pedro Sánchez insiste en apoyar el Derecho Internacional de igual manera en Gaza que en Ucrania

Spain announced it will deliver a Hawk air defence system battery to Ukraine, [El Mundo](#), [ABC](#)











España enviará a Ucrania una batería antiaérea Hawk en septiembre

España donará a Ucrania una batería antiaérea Hawk en septiembre

- Data from the Determ social media listening tool shows that the amount of mentions of Ukraine on social media **decreased by 38%** from June to July.
- The topic of **Ukraine in the U.S. election battles** was the most discussed on social media in July.
- **Other trending topics included**
 - International support for Ukraine
 - Russian shelling of Ukrainian cities, including the strike on “Ohmatdyt”
 - Discussions about the statement by Spanish Prime Minister Pedro Sanchez about the importance of protecting international law regarding both Ukraine and Gaza
 - Donald Trump’s “peace plan” for Ukraine
 - Ukraine at the 2024 Summer Olympics in Paris and other sports news
 - Viktor Orban’s “peace mission”

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

BRAND UKRAINE

Source / Author	Description	Interactions	Engagement
 Barack Obama	Barack Obama emphasizes the importance of Joe Biden's support for Ukraine	327K	17M
 Sulaiman Ahmed	The post mentions that when a footballer was asked about Russia's war against Ukraine, he instead talked about Palestine and the hypocrisy of the West	168K	2.3M
 Jake Paul	The author of the post campaigns for U.S. presidential candidate Donald Trump, claiming he is the one who can ensure world peace	167K	2.2M
 The New York Times	Photo of Dr. Ihor Kolodka, who is clearing rubble after Russia's strike on "Okhmatdyt"	154K	1.8M
 Disclose.tv	A fragment of a video in which Joe Biden mistakenly introduced Volodymyr Zelenskyy as Putin	141K	2.2M
 Alex Jones	The author reposts the news that Putin supported Donald Trump's plan to end the war in Ukraine, noting that it is a fantastic development	118K	1.7M
 Mohamad Safa	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	115K	1.6M
 The Vigilant Fox	The post discusses Joe Rogan's criticism of the U.S. spending \$175 billion on aid to Ukraine compared to \$5 billion on aid for those affected by the fires in Maui	113K	1.7M
 Tagesschau	The publication mentions that Ukraine will abolish daylight saving time starting in 2025.	112K	0.5M
 Amuse	The author reacted critically to a video of a rock concert in Kyiv, noting that it contradicts the perception that Ukrainians are constantly in danger, emphasizing that most people are simply living their lives	106K	1.7M

-  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