

# CONTENT ANALYSIS

## Brand Ukraine



### PURPOSE OF THIS WORK

To research the representation of Ukrainian topics in foreign infospace



### MEDIA

Sources of foreign Internet and information agencies



### AS A RESULT

To determine the position of Ukraine in the media field, fate according to quantitative and qualitative indicators

## Methodology

The Brand Ukraine report has been prepared on the basis of Internet media sources and news agencies from 20 countries in Europe, the UK, the USA and Canada.

The list of analyzed sources includes about 600 websites, which we selected based on Similarweb rankings of top websites and internal rankings of countries' news portals. It should be noted that the view in the report reflects the coverage of the Ukrainian topic exclusively in selected sources.

During the analyzed period, the total number of materials in the Internet media that mention Ukraine is more than 2,6 million. This number takes into account the messages of authors regardless of geography. According to the list of selected sources, 195 thousand publications were previously analyzed. After processing the array, we found that about 27% of them were contextual mentions, which we excluded from further analysis.

We analyzed the obtained data array according to broad thematic clusters, the list of which is not permanent and may be expanded in the future (Subjects slide).

To determine the key topics of the month, we analyzed the messages of the TOP sources by coverage. We also selected 500 original messages that had the largest number of reprints, which in total gave more than 14.5 thousand publications. For each of the topics, we also determined the total coverage in the sample and found them among the sources with the highest coverage.

In order to identify the main topics of discussion at the peak of the Dynamics of Mentions, we analyzed the publications in which Ukraine was featured, based on the frequency of the news in the media and its coverage by the most visited websites of each country according to the average indicator. The number of studied messages in one day was at least 1.5 thousand.

## Summary

Number of publications

117 198

Potential reach

715 700 557

Audience

3 535 608 627 252

**Main topics of December:****1. Volodymyr Zelensky's visit to the USA:**

- Volodymyr Zelensky plans to go to the USA ([Wall Street Journal](#), [elmundo.es](#))
- Volodymyr Zelensky spoke before Congress ([BBC](#), [The Guardian](#))
- The reaction of the world community to the Volodymyr Zelensky's visit to the USA ([The New York Times](#), [CNN](#))

**2. International recognition of Ukraine:**

- Volodymyr Zelensky is named Times person of the year ([BBC](#), [lefigaro.fr](#))
- Ukrainian people receive Sakharov Freedom Prize ([sapo.pt](#), [g4media.ro](#))

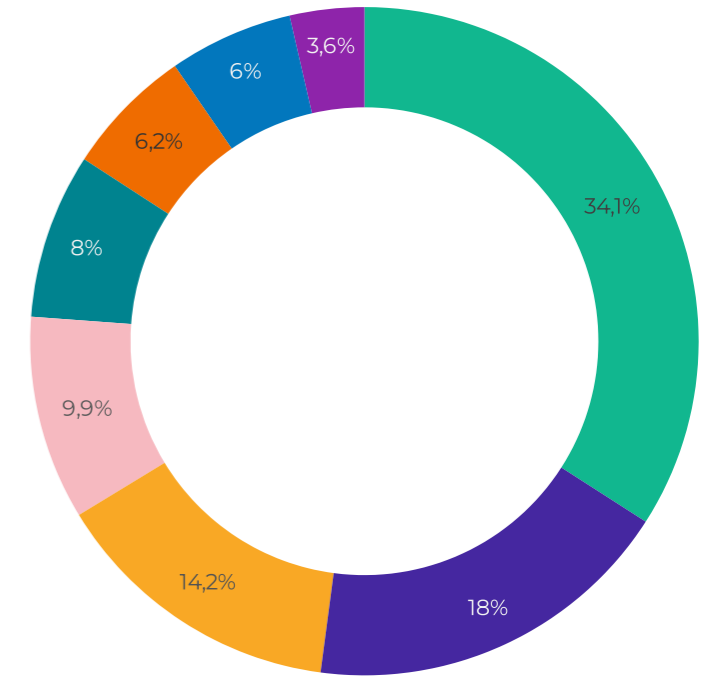
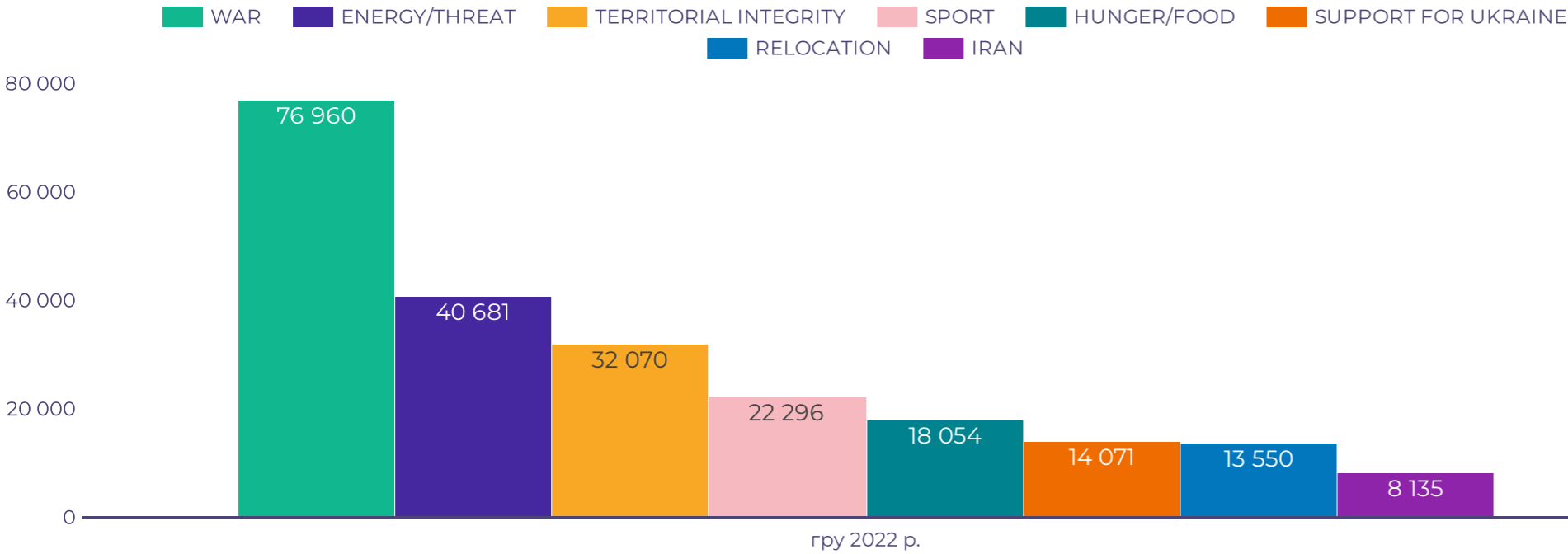
**3. Volodymyr Zelenskyi visited Bakhmut** ([bbc.co.uk](#), [Wall Street Journal](#), [The Telegraph](#))**4. Energy crisis in Ukraine:**

- Russian shelling destroys the energy system of Ukraine ([The New York Times](#), [bbc.co.uk](#))
- World to help Ukraine survive this winter ([bbc.co.uk](#), [elmundo.es](#))

**5. The world continues to support Ukraine in the fight against the aggressor:**

- Countries continue to provide military, technical and humanitarian aid to Ukraine ([Wall Street Journal](#), [radiozet.pl](#))
- Ukraine is asking for help ([The New York Times](#), [The New York Times](#))
- The international community condemns the actions of Russia in Ukraine ([lefigaro.fr](#), [The Telegraph](#))
- The pressure on Russia ([Wall Street Journal](#))

## Subjects



**WAR** – coverage of the war in Ukraine, war crimes of the Russian Federation, threats to world security due to Russian aggression

**ENERGY/THREAT** – news about the energy sector of Ukraine, the impact of the war on the energy sector in the world

**TERRITORIAL INTEGRITY** – news about territories suffering from Russian aggression

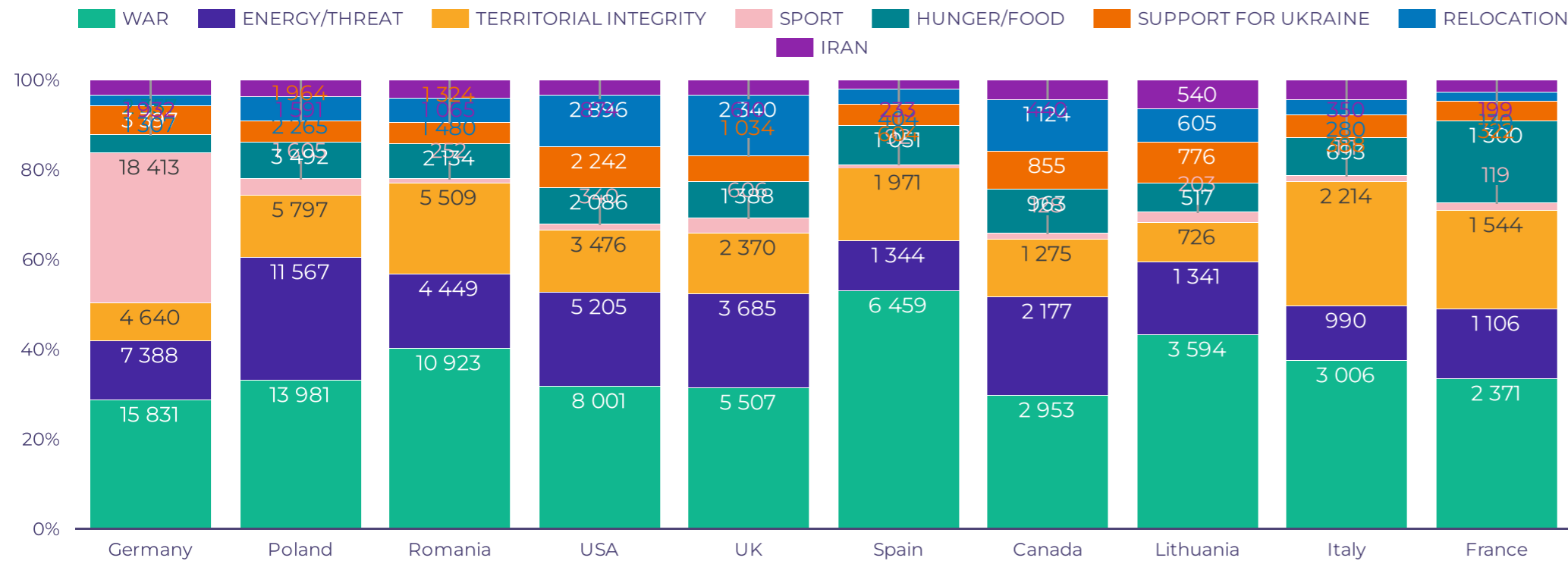
**HUNGER/FOOD** – food crisis in the world, its deepening in connection with the war in Ukraine, Ukrainian food exports

**SPORT** – sports news and sportsmen's activities

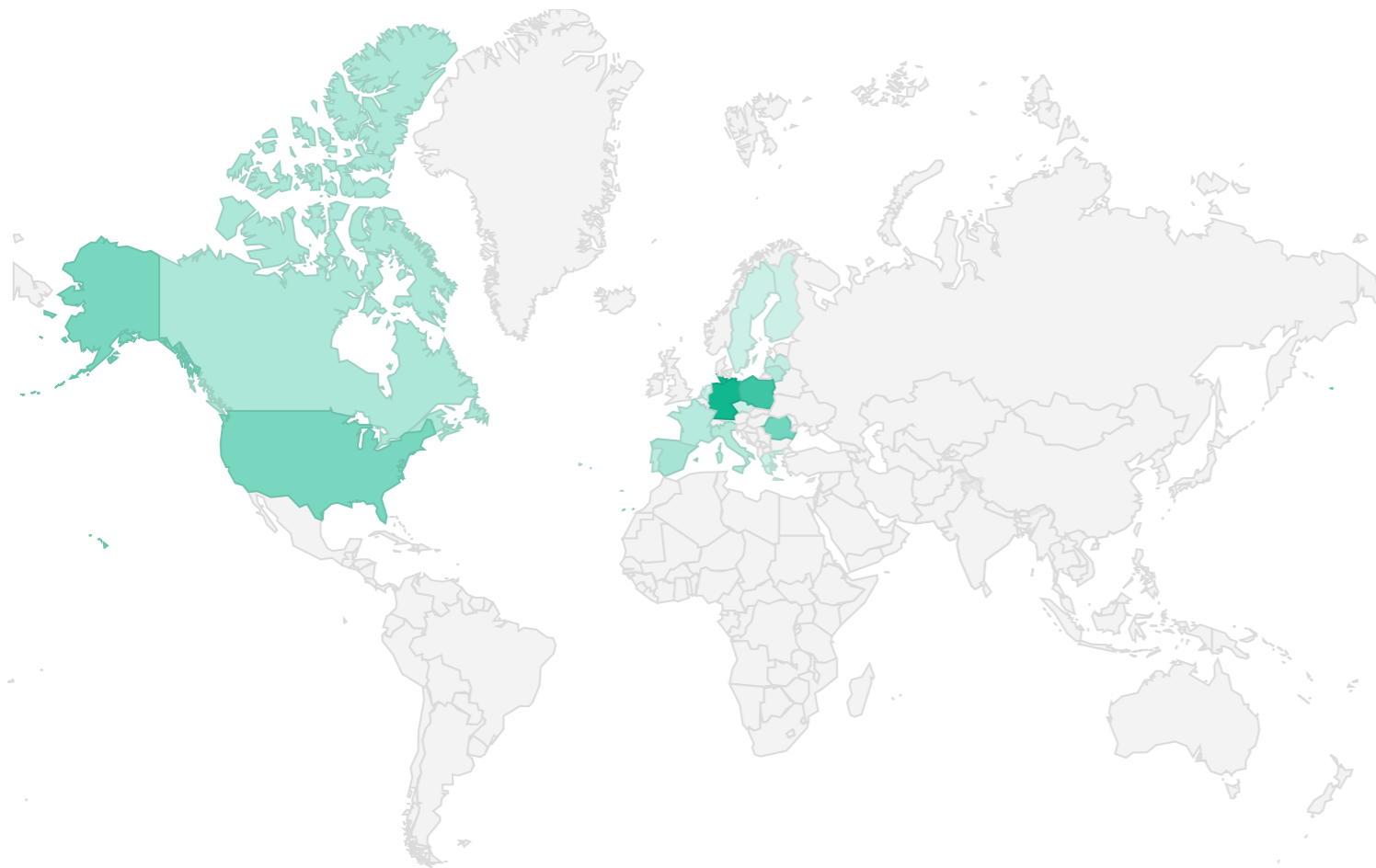
**RELOCATION** – news about the abroad life of Ukrainians

**SUPPORT FOR UKRAINE** – information about international support for Ukraine

**IRAN** – Iran supports the military aggression of the Russian Federation in Ukraine



## Subjects



131 55 265

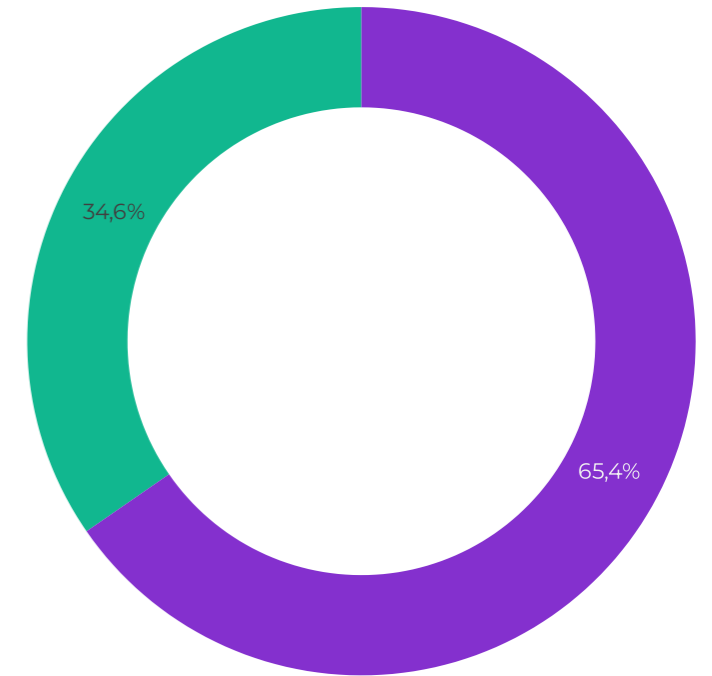
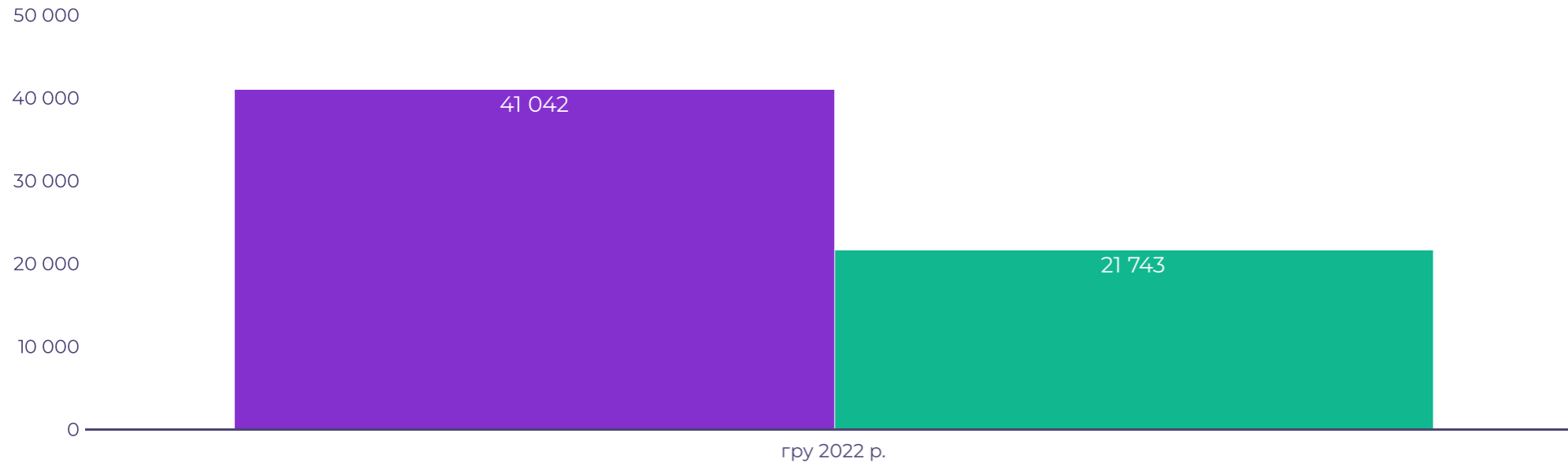
\*To display the selected topic on the map, click on its name in the table

	Subjects	Number of publications ①	Share of Voice	Potential reach ②	Potential Reach SoV (%)
1.	WAR	76 960	34,08%	558 959 767	33,25%
2.	ENERGY/THRE...	40 681	18,02%	290 767 265	17,29%
3.	TERRITORIAL I...	32 070	14,2%	285 786 923	17%
4.	SPORT	22 296	9,87%	101 531 980	6,04%
5.	HUNGER/FOOD	18 054	7,99%	133 765 104	7,96%
6.	SUPPORT FOR ...	14 071	6,23%	116 101 079	6,91%
7.	RELOCATION	13 550	6%	128 534 631	7,64%
8.	IRAN	8 135	3,6%	65 873 471	3,92%

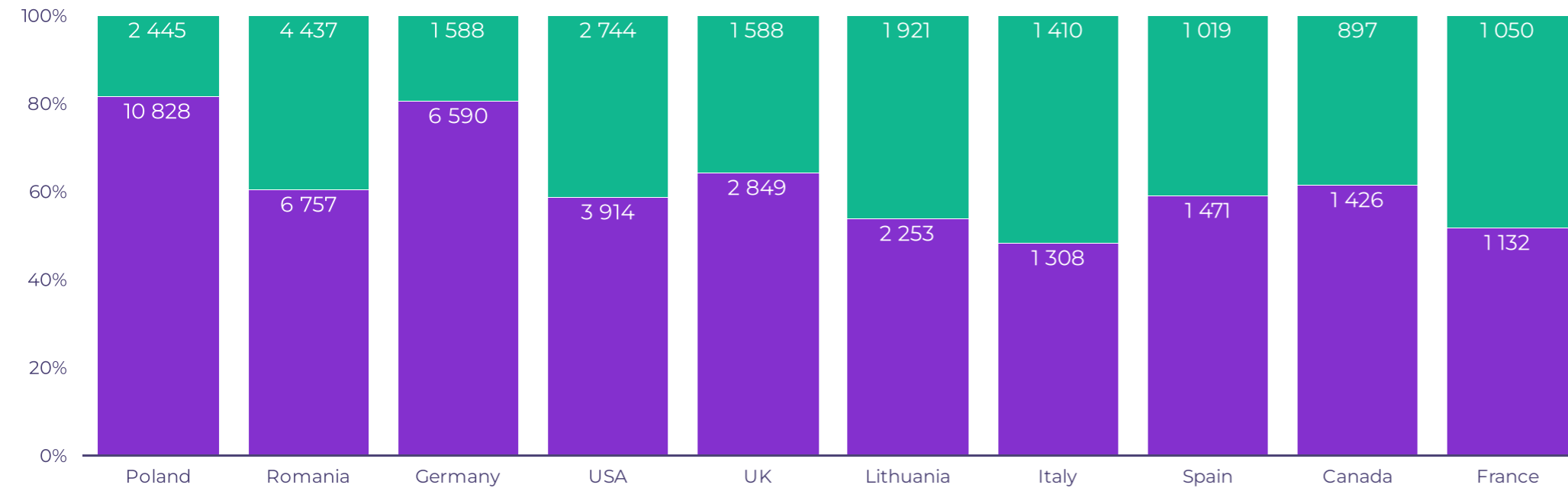
	Country	Number of publications ①	Share of Voice	Potential reach ②	Potential Reach SoV (%)
1.	Germany	55 265	24,47%	14,97%	14,97%
2.	Poland	42 262	18,72%	7,83%	7,83%
3.	Romania	27 136	12,02%	3,67%	3,67%
4.	USA	25 120	11,12%	38,44%	38,44%
5.	UK	17 540	7,77%	14,94%	14,94%
6.	Spain	12 158	5,38%	7,35%	7,35%
7.	Canada	9 915	4,39%	2,06%	2,06%
8.	Lithuania	8 302	3,68%	0,87%	0,87%
9.	Italy	8 032	3,56%	3,69%	3,69%
10.	France	7 091	3,14%	3,64%	3,64%
11.	Portugal	5 405	2,39%	0,96%	0,96%
12.	Latvia	3 564	1,58%	0,32%	0,32%
13.	Sweden	1 129	0,5%	0,42%	0,42%
14.	Czech	918	0,41%	0,38%	0,38%
15.	Finland	864	0,38%	0,36%	0,36%

Speakers

RU SPEAKERS UA SPEAKERS



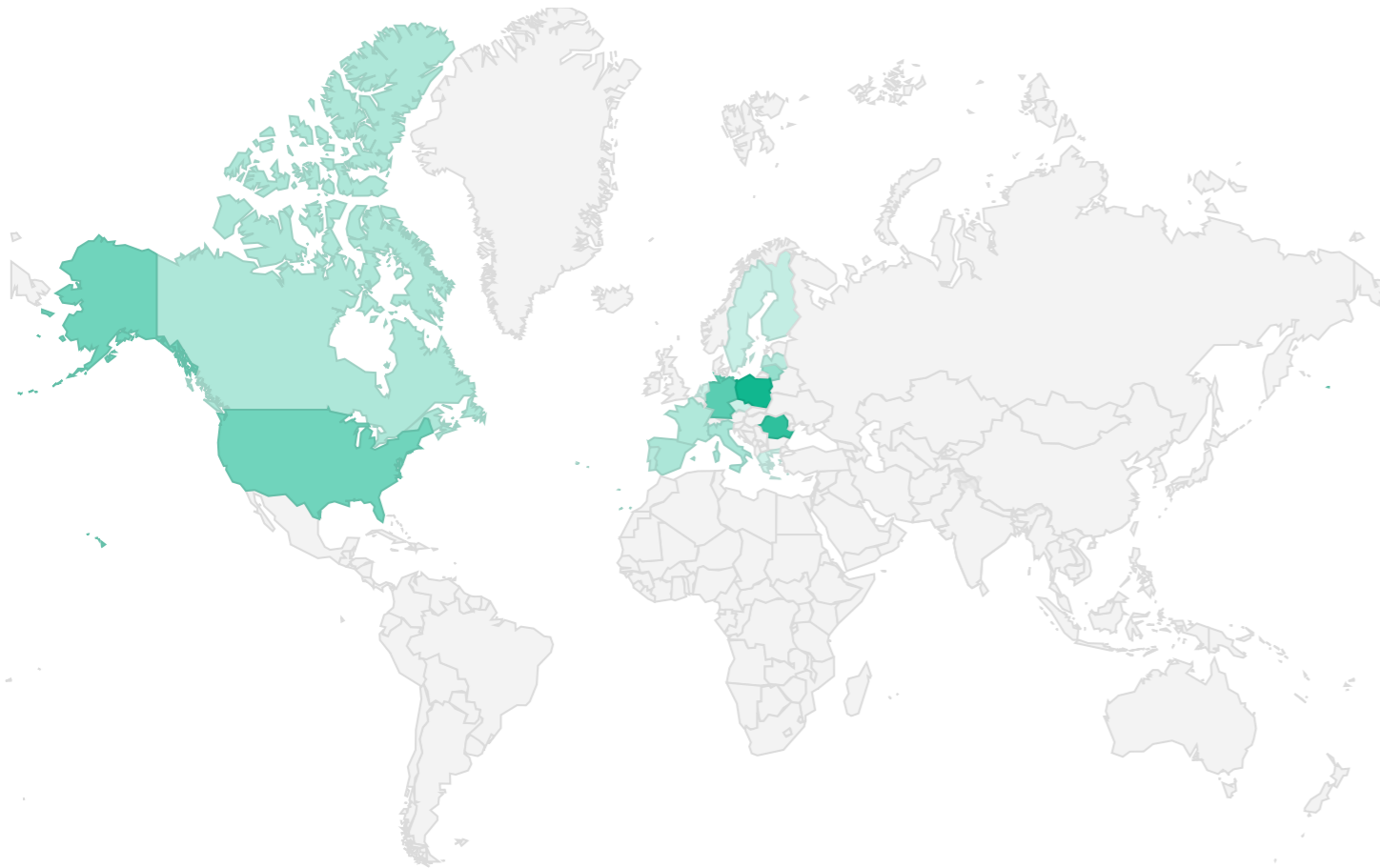
RU SPEAKERS UA SPEAKERS



**UA SPEAKERS** – mentions of the most influential Ukrainian politicians (Zelensky, Yermak, Podolyak, Arakhamia, Reznikov, Shmyhal, Budanov, Zaluzhny, Kuleba, Stefanchuk, Tymoshenko, Nikiforov, Vereshchuk, Danilov, Poroshenko, Kim, Filatov, Fedorov, Kislytsia, Kubrakov)

**RU SPEAKERS** – mentions of key figures of Russian politics and propaganda (Putin, Lavrov, Zakharova, Shoigu, Surovikin, Nebenzia, Peskov, Kadyrov, Medvedev, Prigozhin, Pushylin, Simonyan, Solovyov, Skabeeva)

## Speakers



	Speakers	Number of publications ①	Share of Voice	Potential reach ②	Potential Reach SoV (%)
1.	RU SPEAKERS	41 042	65,37%	288 622 897	58,93%
2.	UA SPEAKERS	21 743	34,63%	201 174 624	41,07%

	Country	Number of publications ①	Share of Voice	Potential reach ②	Potential Reach SoV (%)
1.	Poland	13 273	21,14%	10,1%	10,1%
2.	Romania	11 194	17,83%	5,52%	5,52%
3.	Germany	8 178	13,03%	8,8%	8,8%
4.	USA	6 658	10,6%	39,85%	39,85%
5.	UK	4 437	7,07%	14,93%	14,93%
6.	Lithuania	4 174	6,65%	1,41%	1,41%
7.	Italy	2 718	4,33%	4,79%	4,79%
8.	Spain	2 490	3,97%	5%	5%
9.	Canada	2 323	3,7%	1,92%	1,92%
10.	France	2 182	3,48%	3,73%	3,73%
11.	Portugal	1 776	2,83%	1,01%	1,01%
12.	Latvia	1 528	2,43%	0,48%	0,48%
13.	Finland	899	1,43%	1,26%	1,26%
14.	Sweden	534	0,85%	0,76%	0,76%
15.	Czech	242	0,39%	0,38%	0,38%

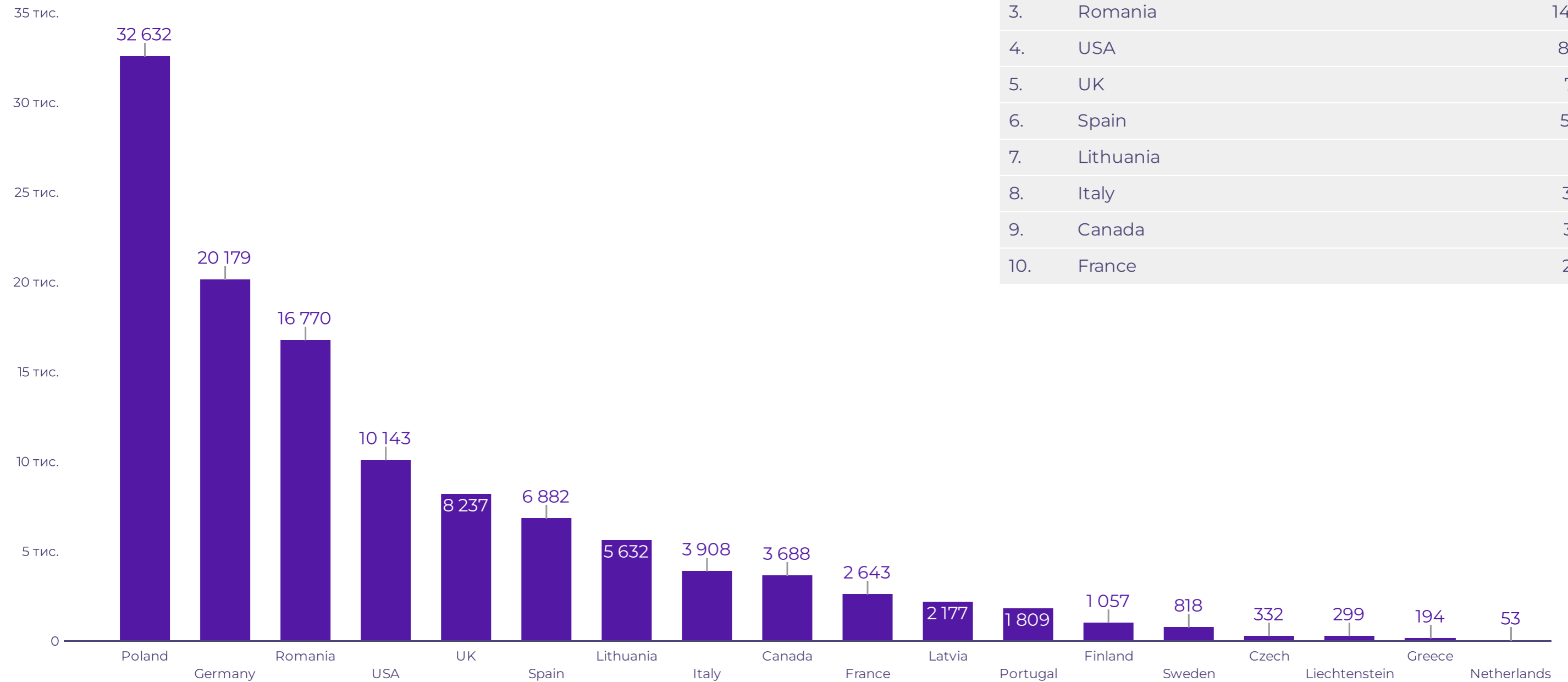
Words Cloud



	Word	Number
1.	ukraine	453 865
2.	russia	379 350
3.	war	331 350
4.	russian	273 850
5.	us	265 200
6.	world	253 150
7.	country	251 200
8.	president	241 250
9.	time	236 750
10.	people	233 550
11.	including	227 500
12.	years	209 950
13.	government	187 650
14.	military	180 250
15.	invasion	178 650
16.	end	178 250
17.	united	177 050
18.	made	174 800
19.	countries	174 750
20.	states	171 050



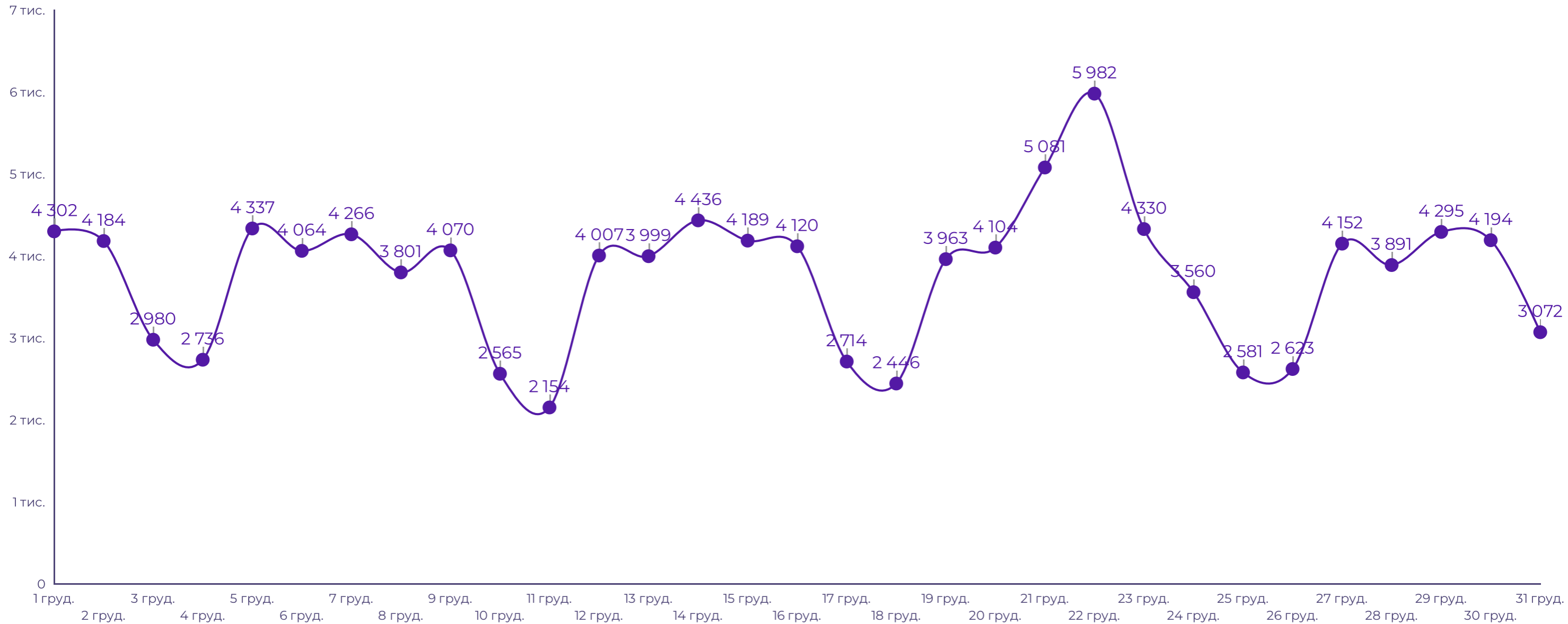
## Number of mentions



TOP-10 countries		Share Of Voice
1.	Poland	27,78%
2.	Germany	17,18%
3.	Romania	14,28%
4.	USA	8,64%
5.	UK	7,01%
6.	Spain	5,86%
7.	Lithuania	4,8%
8.	Italy	3,33%
9.	Canada	3,14%
10.	France	2,25%

## Dynamics of mentions

The peak of information activity was **December 21-22**. The main attention of the media was focused on Volodymyr Zelenskyi's visit to the USA (see Peaks of mentions).



## Peaks of mentions

**December 5**

Russian missile attack on Ukraine ([ZEIT ONLINE](#), [Wall Street Journal](#))

**December 14**

Russian missile attack on Ukraine ([bbc.co.uk](#), [elmundo.es](#))

Ukrainian people receive Sakharov Freedom Prize ([tagesschau.de](#), [sapo.pt](#))

**December 21**

Volodymyr Zelensky plans to go to the USA ([bbc.co.uk](#), [The New York Times](#))

U.S. announced arms package ([Wall Street Journal](#), [next.gazeta.pl](#))

**December 22**

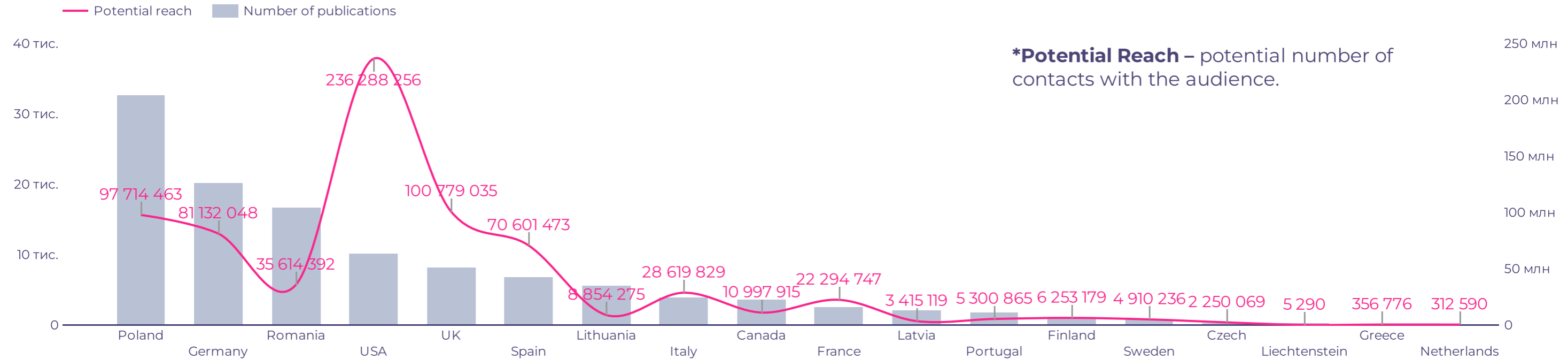
Volodymyr Zelensky spoke before Congress ([The New York Times](#), [yle.fi](#))

The reaction of the world community to the Volodymyr Zelensky's visit to the USA ([politico.com](#), [BBC](#))

**December 23**

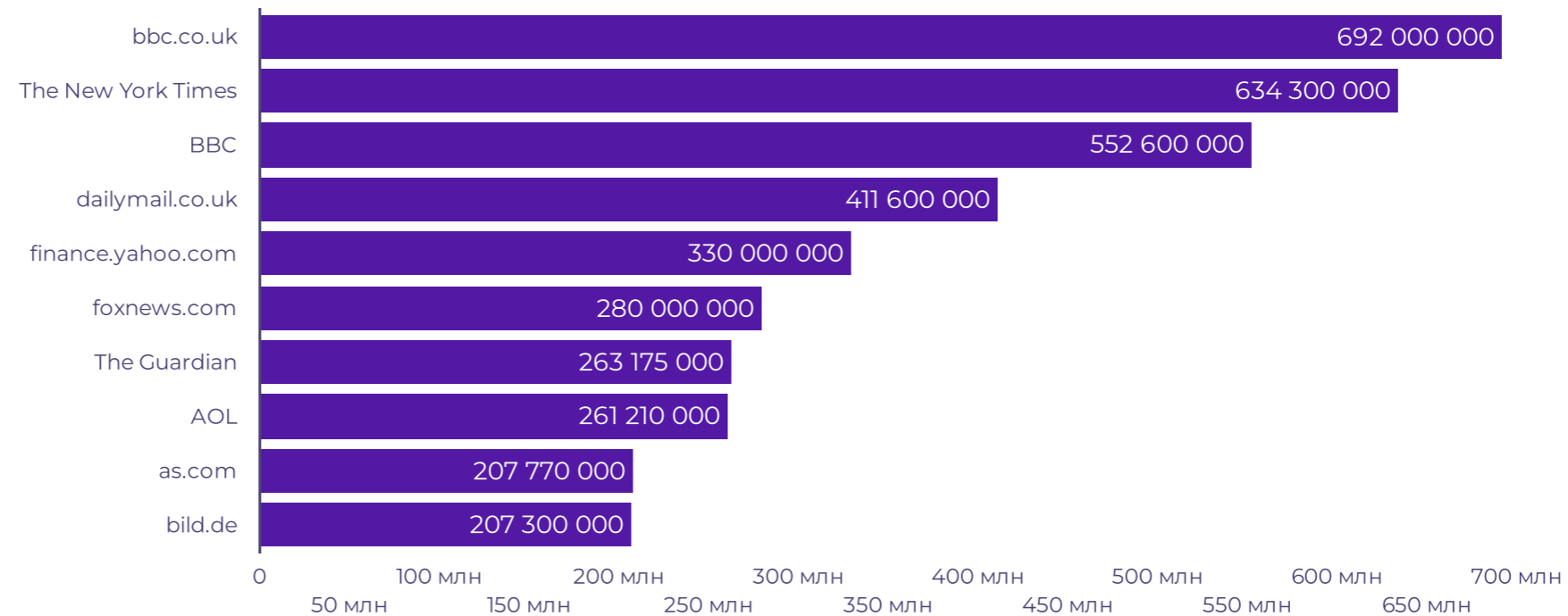
Reactoin of Russia to U.S. Patriot missiles in Ukraine ([www.cnbc.com](#), [finance.yahoo.com](#))

## Potential Reach



	Заголовок	Country	Source	Release date	Potential reach
1.	Griner for Bout: WNBA star freed i...	Canada	tsn.ca	8 груд. 2022 р.	1 563 636
2.	Do ZUS zgłoszono około 1,3 mln u...	Poland	zus.pl	19 груд. 2022 р.	433 333
3.	Clergymen or Spies? Churches Bec...	USA	The New York Times	31 груд. 2022 р.	222 171
4.	For Zelensky, a Celebration of Resili...	USA	The New York Times	22 груд. 2022 р.	222 171
5.	Critics say a new media law signed ...	USA	The New York Times	30 груд. 2022 р.	222 171
6.	Air-Raid Sirens Sound Across Ukrai...	USA	The New York Times	25 груд. 2022 р.	222 171
7.	How Citizen Spies Foiled Putins Gr...	USA	The New York Times	25 груд. 2022 р.	222 171
8.	Full Transcript of Zelenskys Speech...	USA	The New York Times	22 груд. 2022 р.	222 171
9.	Belaruss leader tries to play down s...	USA	The New York Times	22 груд. 2022 р.	222 171
10.	Air-Raid Sirens Sound Across All of ...	USA	The New York Times	25 груд. 2022 р.	222 171

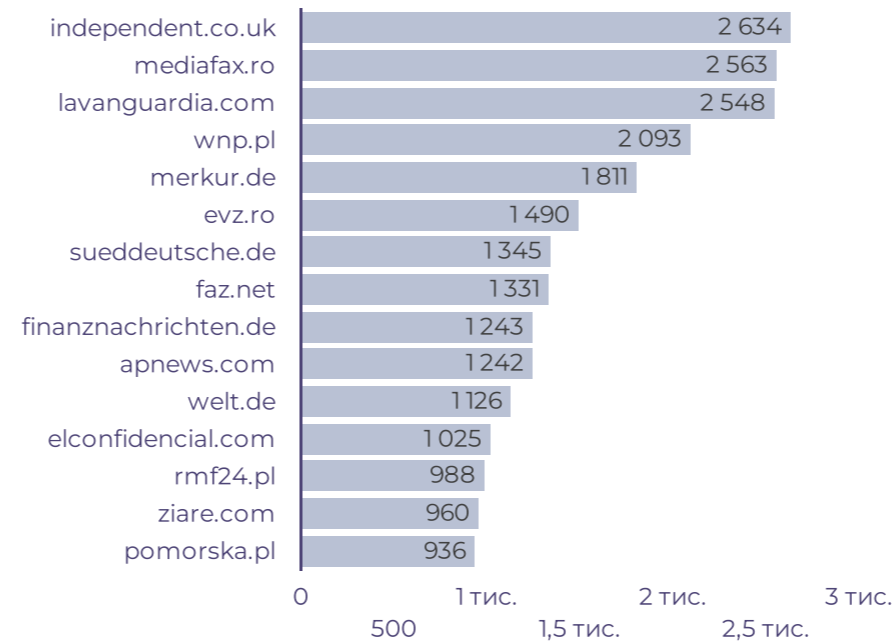
## Ranking of sources by audience (top-10)



	Заголовок	Release date	Source	Audience
1.	Griner for Bout: WNBA star freed in US-Russ...	8 груд. 2022 р.	tsn.ca	17 200 000
2.	Do ZUS zgłoszono około 1,3 mln umów o dzi...	19 груд. 2022 р.	zus.pl	9 100 000
3.	Clergymen or Spies? Churches Become Tool...	31 груд. 2022 р.	The New York Times	634 300 000
4.	For Zelensky, a Celebration of Resilience and ...	22 груд. 2022 р.	The New York Times	634 300 000
5.	Critics say a new media law signed by Zelens...	30 груд. 2022 р.	The New York Times	634 300 000
6.	Air-Raid Sirens Sound Across Ukraine on Chr...	25 груд. 2022 р.	The New York Times	634 300 000
7.	How Citizen Spies Foiled Putins Grand Plan f...	25 груд. 2022 р.	The New York Times	634 300 000
8.	Full Transcript of Zelenskys Speech Before C...	22 груд. 2022 р.	The New York Times	634 300 000
9.	Belaruss leader tries to play down suggestio...	22 груд. 2022 р.	The New York Times	634 300 000
10.	Air-Raid Sirens Sound Across All of Ukraine o...	25 груд. 2022 р.	The New York Times	634 300 000

## Ranking by the number of mentions

## Sources (top-10)



	Заголовок	Release date	Source
1.	Krieg gegen die Ukraine: So ist die Lage	6 груд. 2022 р.	pz-news.de
2.	Staaten sagen Ukraine bei schnelle Winterhilfe zu	13 груд. 2022 р.	onetz.de
3.	Ukraine wehrt nächtliche Welle von Drohnenangriffen ab	30 груд. 2022 р.	finanznachrichten.de
4.	Lawrow: Ukraine will Nato tiefer in Konflikt hineinziehen	27 груд. 2022 р.	infranken.de
5.	Guerra Ucrania - Rusia   Últimas noticias del conflicto	28 груд. 2022 р.	lavanguardia.com
6.	Ukraine-Krieg : Putin wirft Scholz in Telefonat "zerstörerisch..."	2 груд. 2022 р.	nwzonline.de
7.	USA für Lieferung deutscher Kampfpanzer an Ukraine	10 груд. 2022 р.	welt.de
8.	Selenskyj bedankt sich auf Deutsch bei Kanzler Scholz	31 груд. 2022 р.	pz-news.de
9.	Guerra Ucrania-Rusia   Últimas noticias del conflicto	12 груд. 2022 р.	lavanguardia.com
10.	US-Medien: USA planen Lieferung von Patriot-Flugabwehr ...	21 груд. 2022 р.	finanznachrichten.de