



Georgia – Presidential Election 2013

Media Monitoring

Since 2 September, the Charter of Journalistic Ethics, in cooperation with MEMO 98, has been monitoring six TV channels. The monitoring includes quantitative and qualitative methods of analysis. Quantitative analysis includes a number of numeric measures and indicators that can be counted and analyzed, including assessing and producing findings regarding the time or space allocated to each contestant or other relevant political subjects (in the prime time programs) and also evaluating the tone of the coverage in which these subjects were portrayed – positive, neutral or negative.

Qualitative analysis evaluates the performance of selected media outlets against ethical and professional standards, such as balance, accuracy, timely, choice of issues, omission of information, advantage of incumbency, positioning of items, inflammatory language etc. While the monitoring focused on all political and election-related programs and broadcasts in the prime time (from 18:00 till 24:00), the enclosed charts show only the coverage of political parties, candidates and other relevant subjects in the prime time news programs.

Explanation of the charts

Political parties and other relevant subjects

- The pie charts show the total percentage of airtime allocated to relevant political subjects for each media outlet in the defined period.
- The bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) airtime/space devoted to relevant political subjects by each media outlet in the defined period.

Presidential candidates

- The pie charts show the total percentage of airtime allocated to presidential candidates for each media outlet in the defined period.
- The bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) airtime devoted to presidential candidates by each media outlet in the defined period.

Presidential candidates – direct and indirect time

- The upper bar charts show the total number of hours and minutes of positive (green), neutral (white) and negative (red) direct airtime allocated to presidential candidates for each media outlet in the defined period.
- The bar charts below show the total number of hours and minutes of positive (green), neutral (white) and negative (red) indirect airtime allocated to presidential candidates for each media outlet in the defined period.

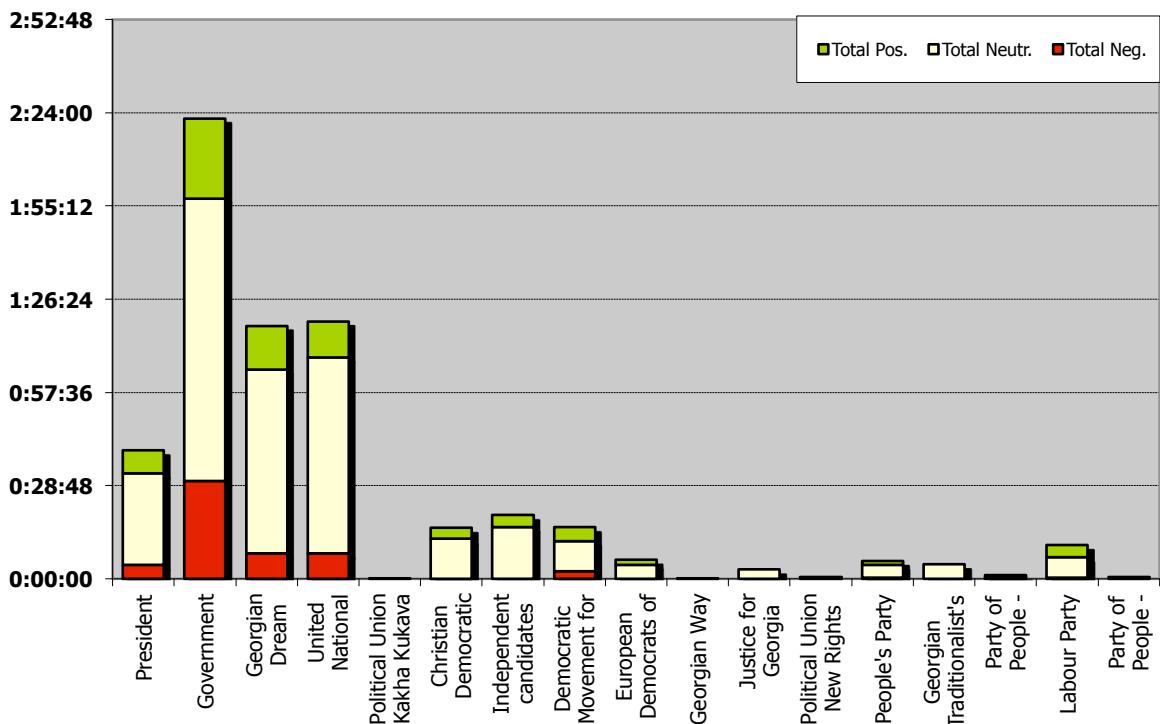
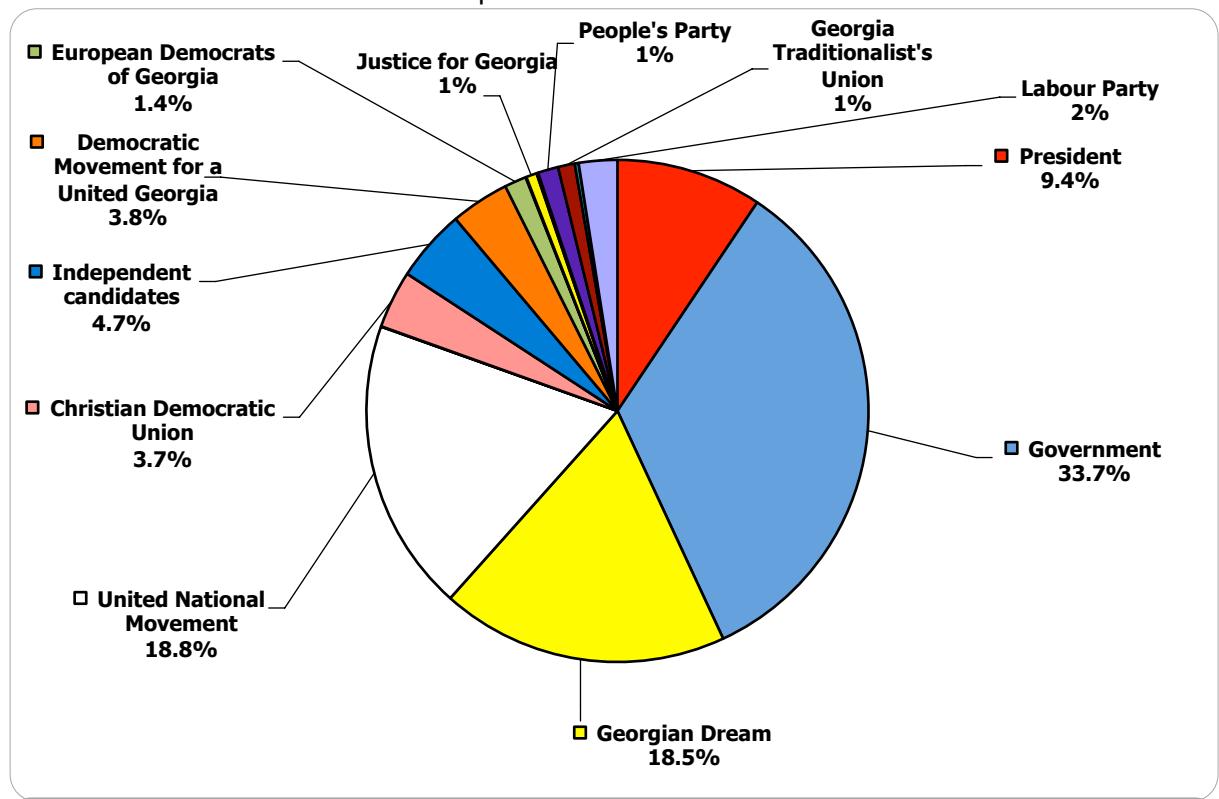
Monitored Media Outlets

GPB, Rustavi 2, Imedi TV, Maestro TV, Kavkazia and Adjara TV.

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GPB (News programs)

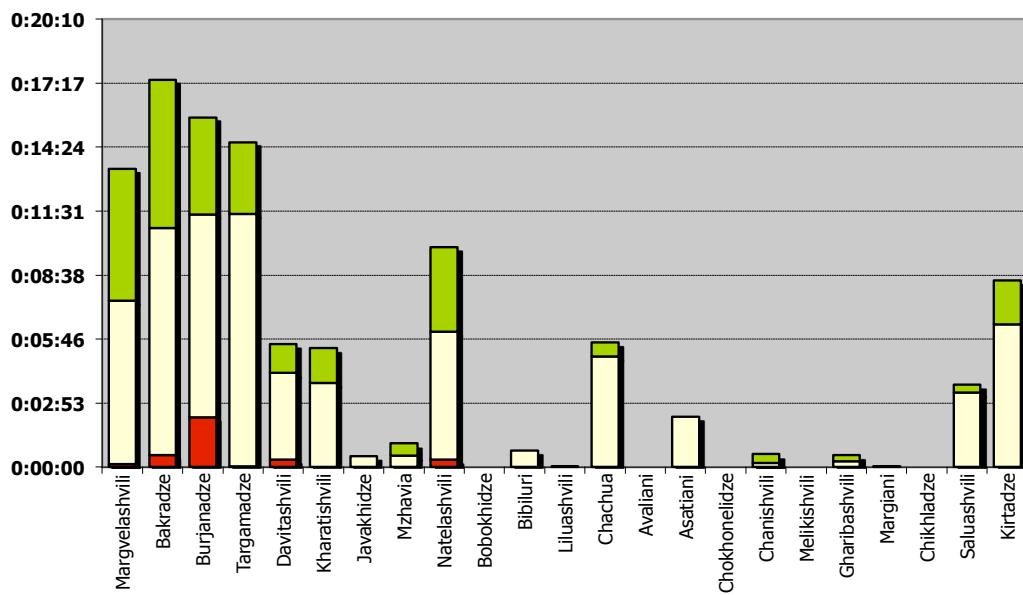
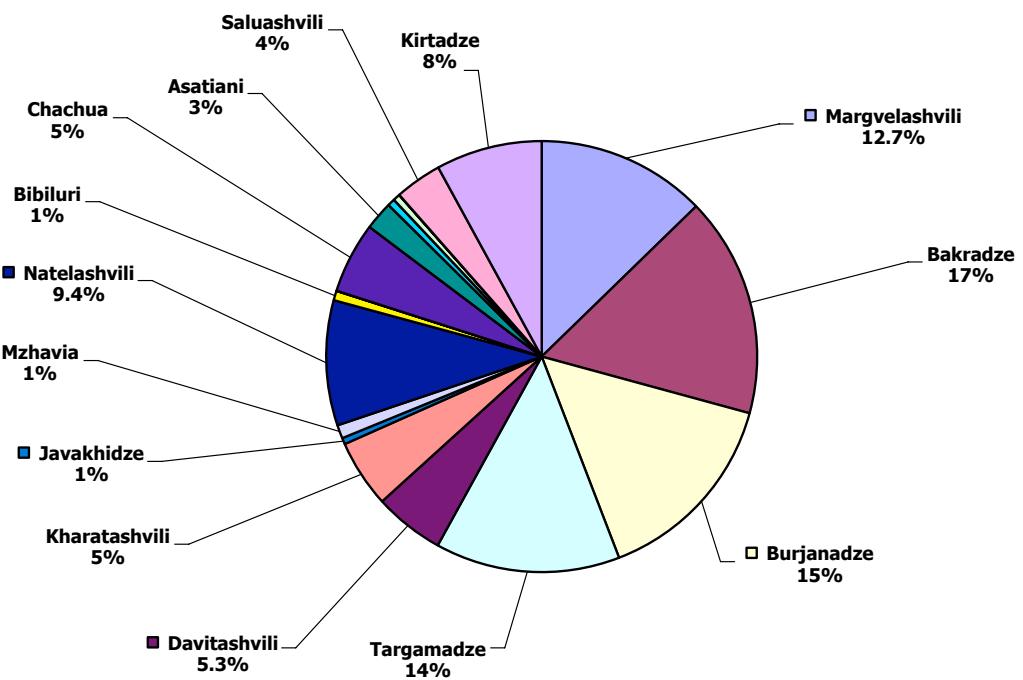
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GPB (News programs)

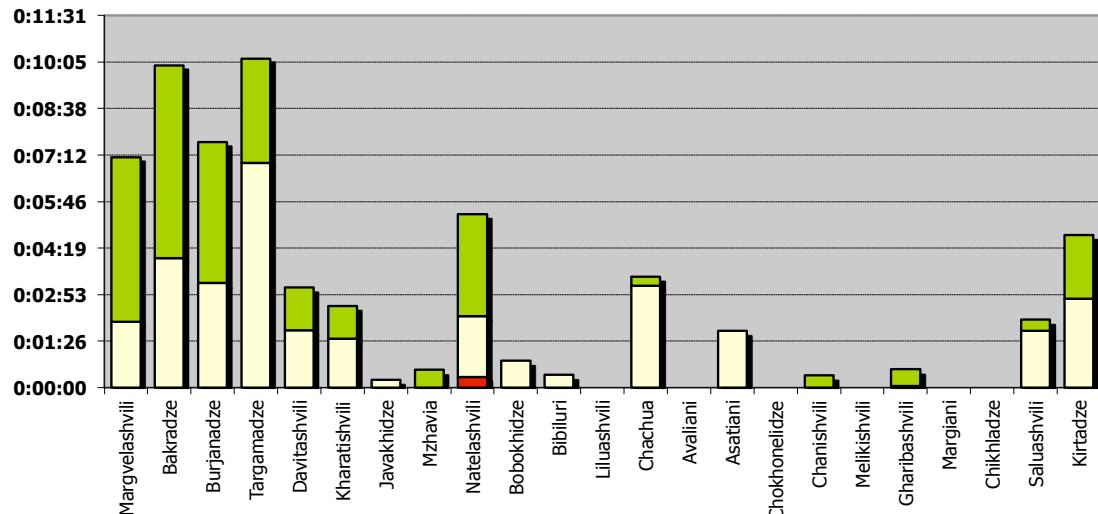
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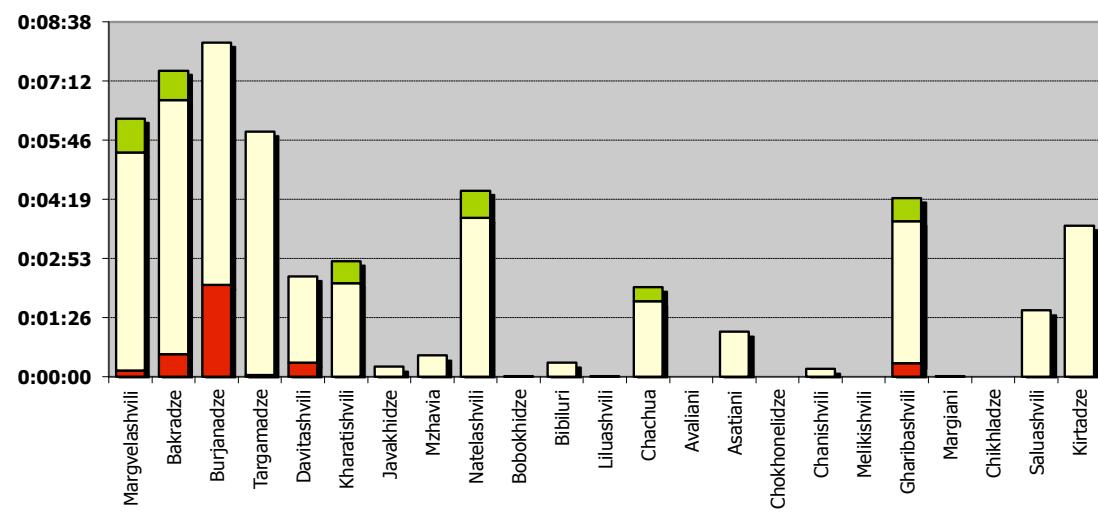
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GPB (news programmes)

16 September - 10 October



■ Pos. Direct ■ Neutr. Direct ■ Neg. Direct

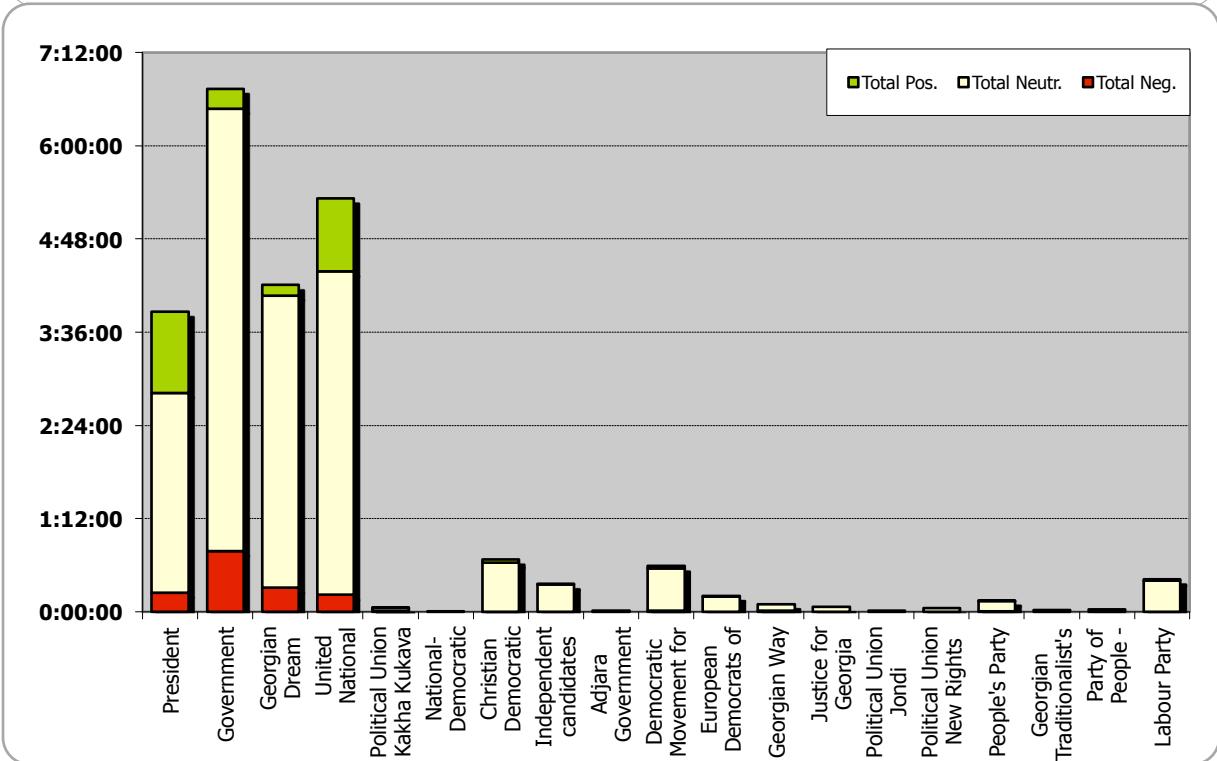
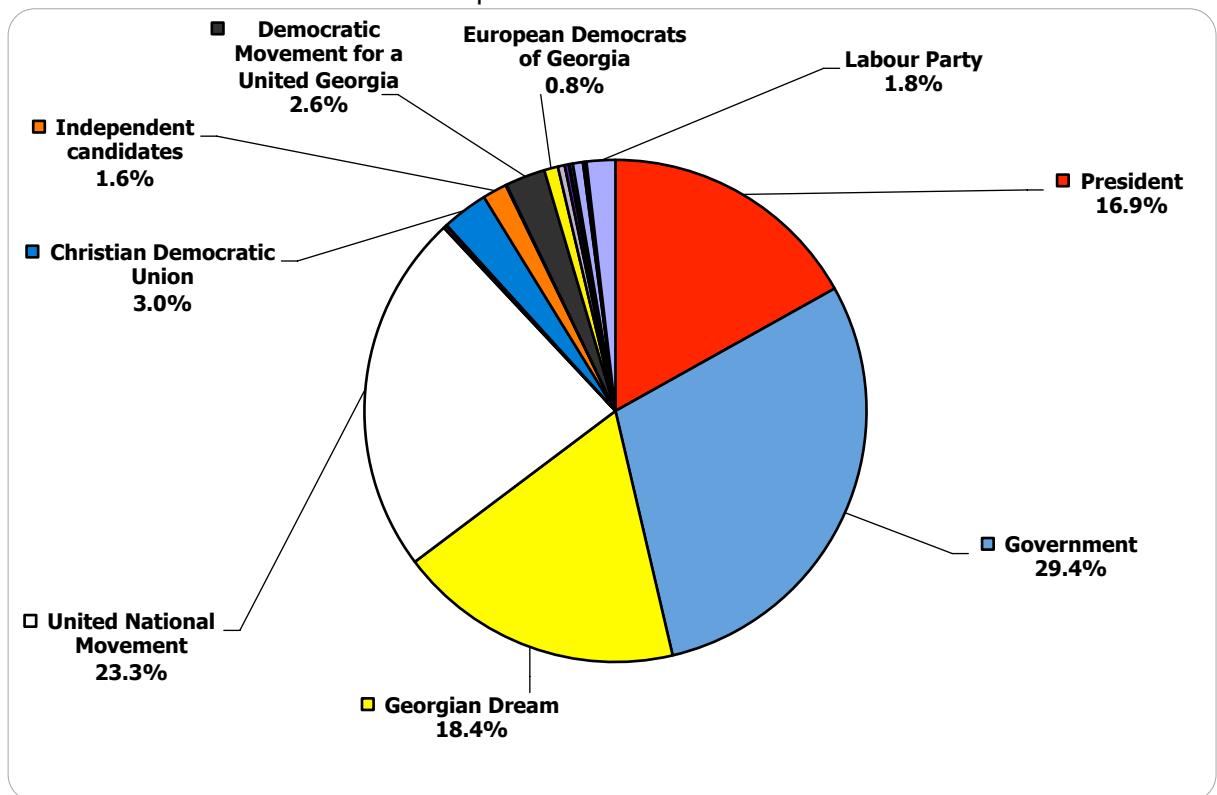


■ Pos. Indirect ■ Neutr. Indirect ■ Neg. Indirect

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TV Rustavi (News programs)

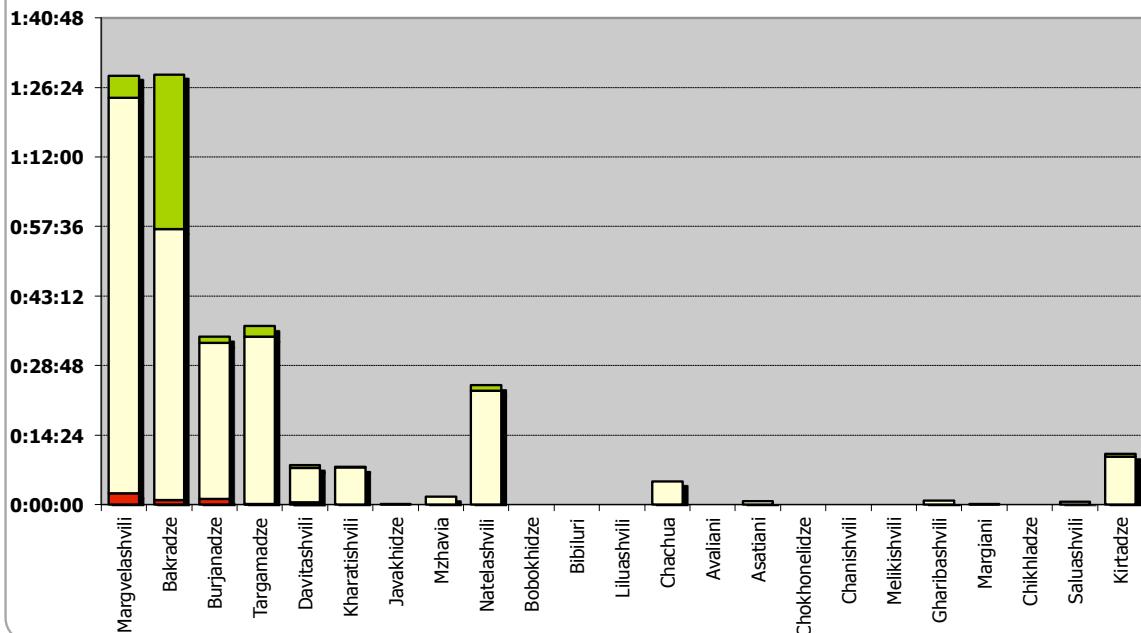
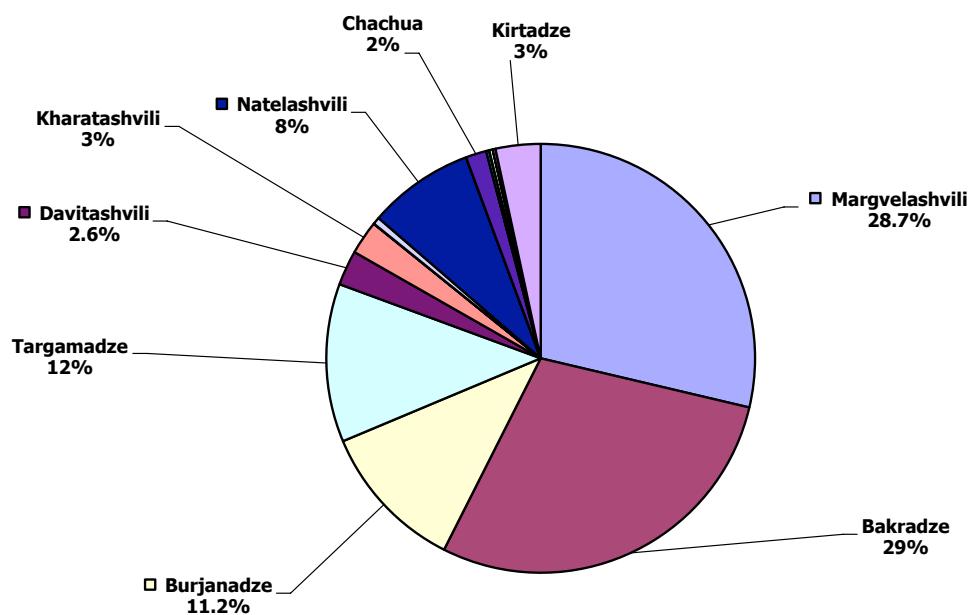
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TV Rustavi (News programs)

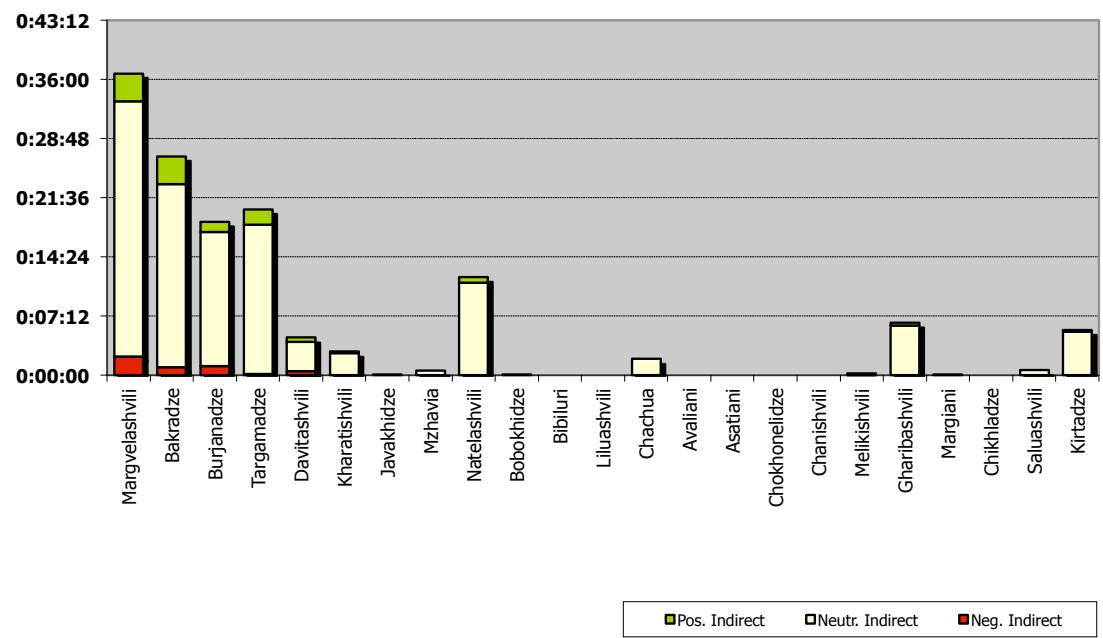
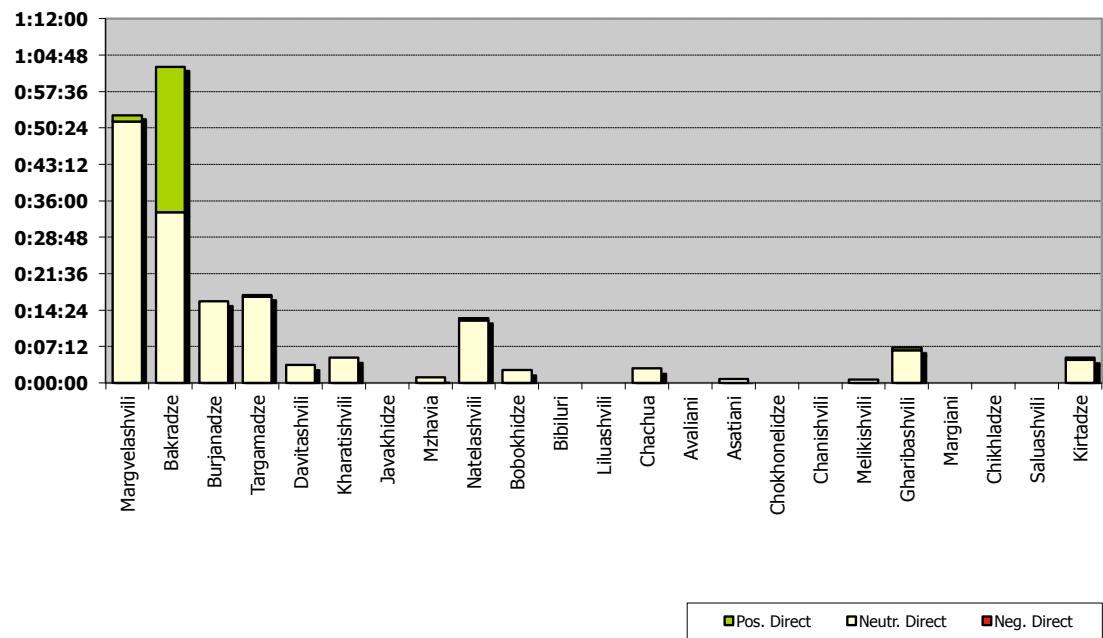
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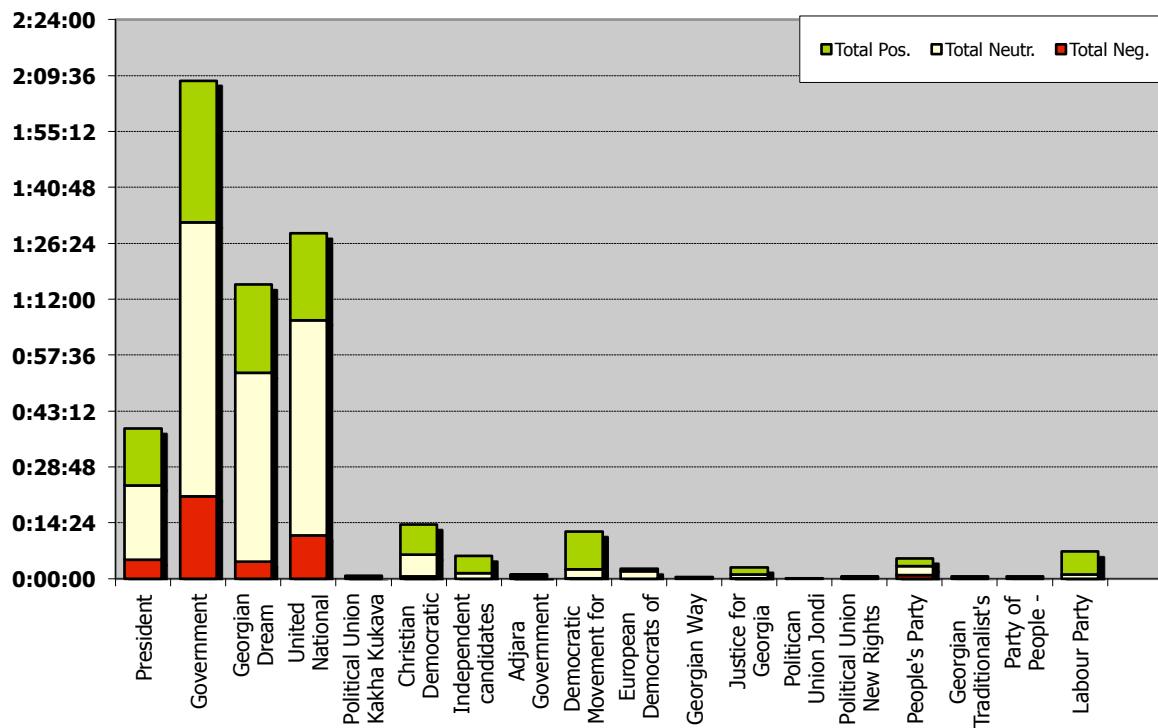
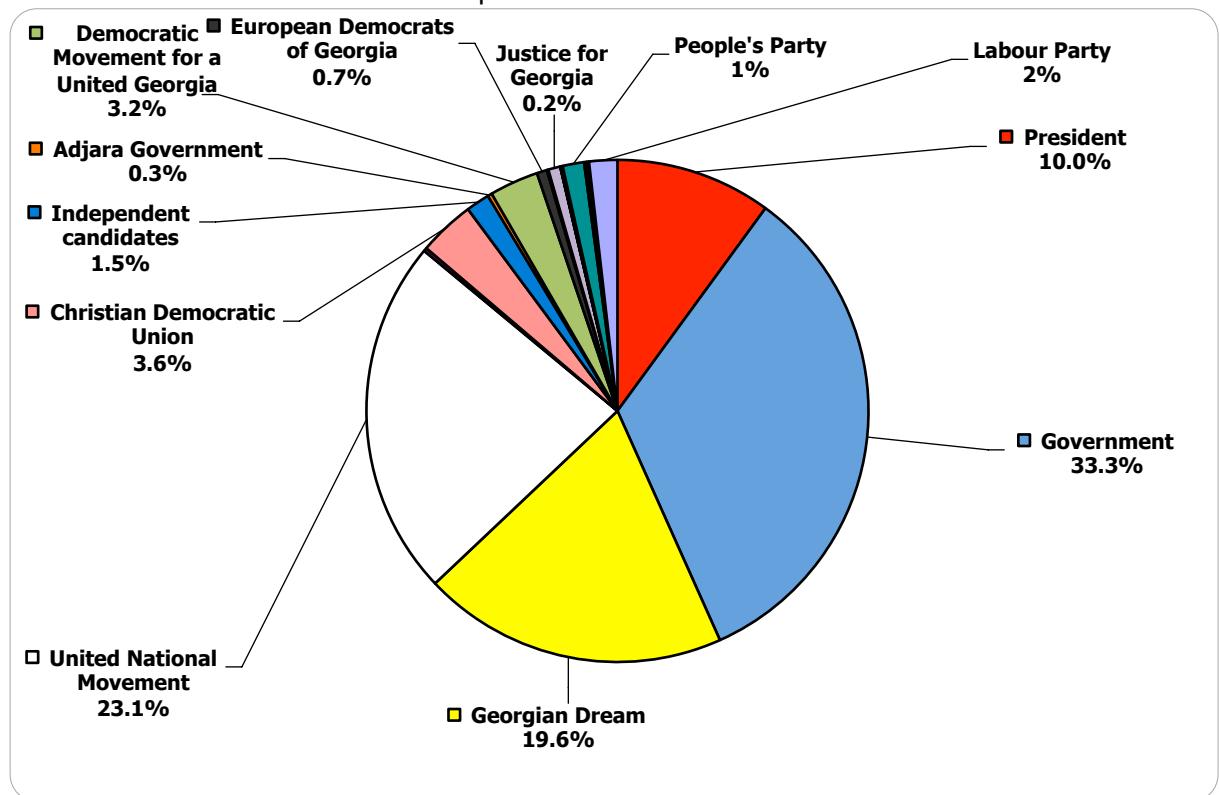
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Imedi TV (News programs)

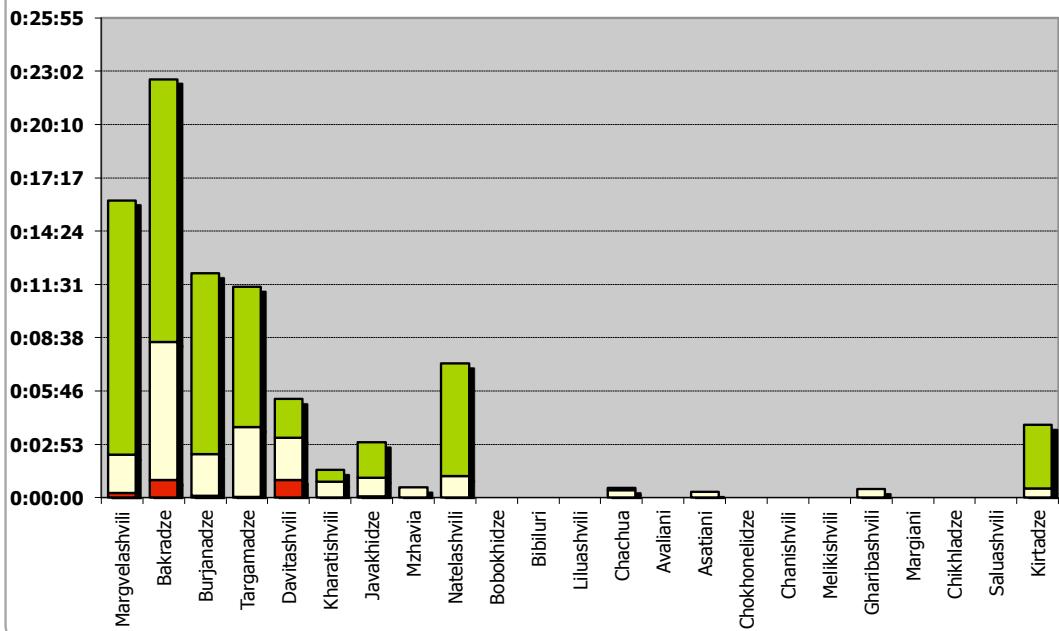
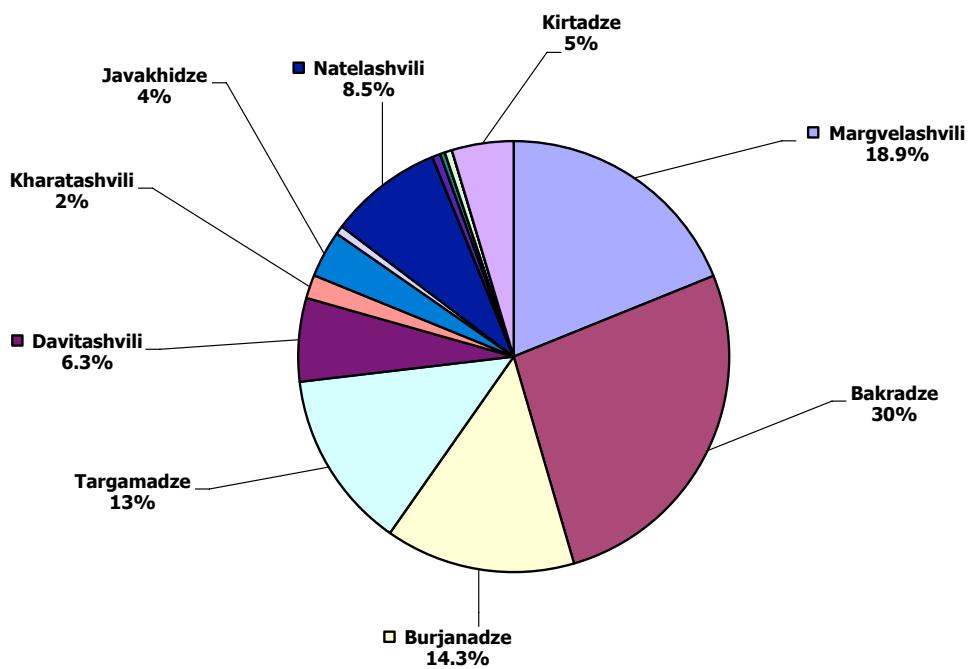
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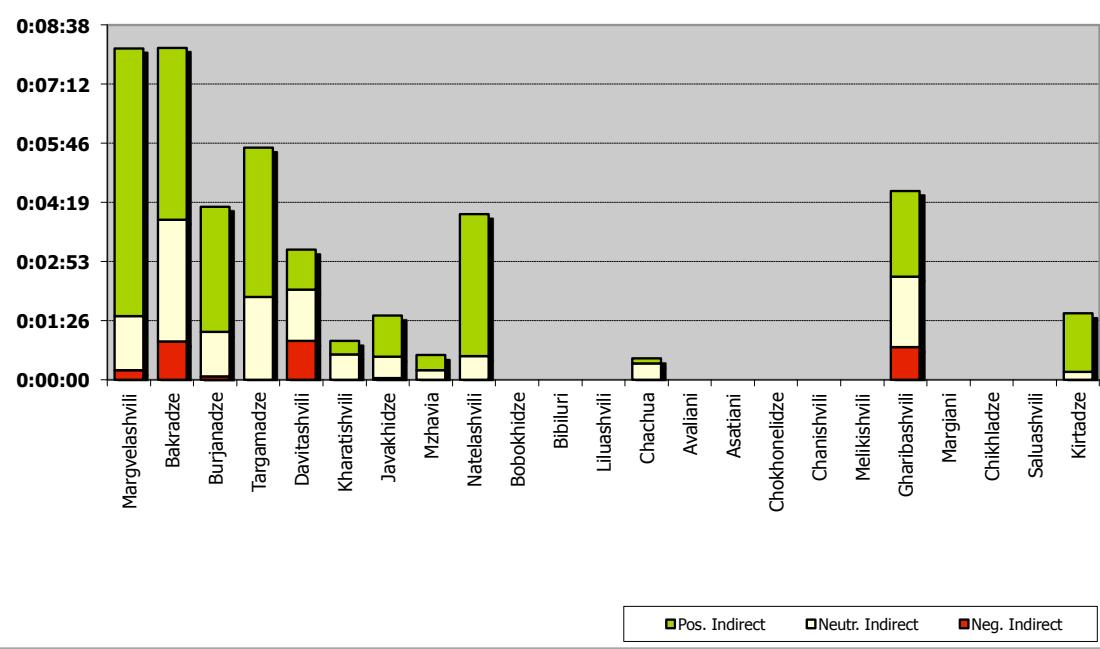
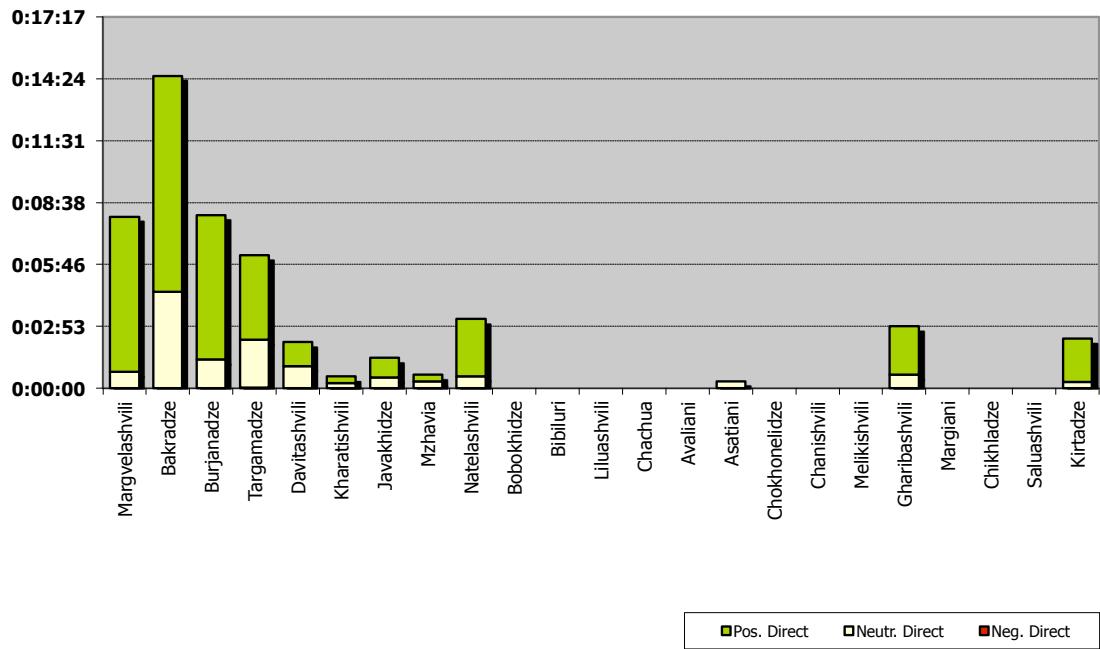
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Imedi TV (News programs)

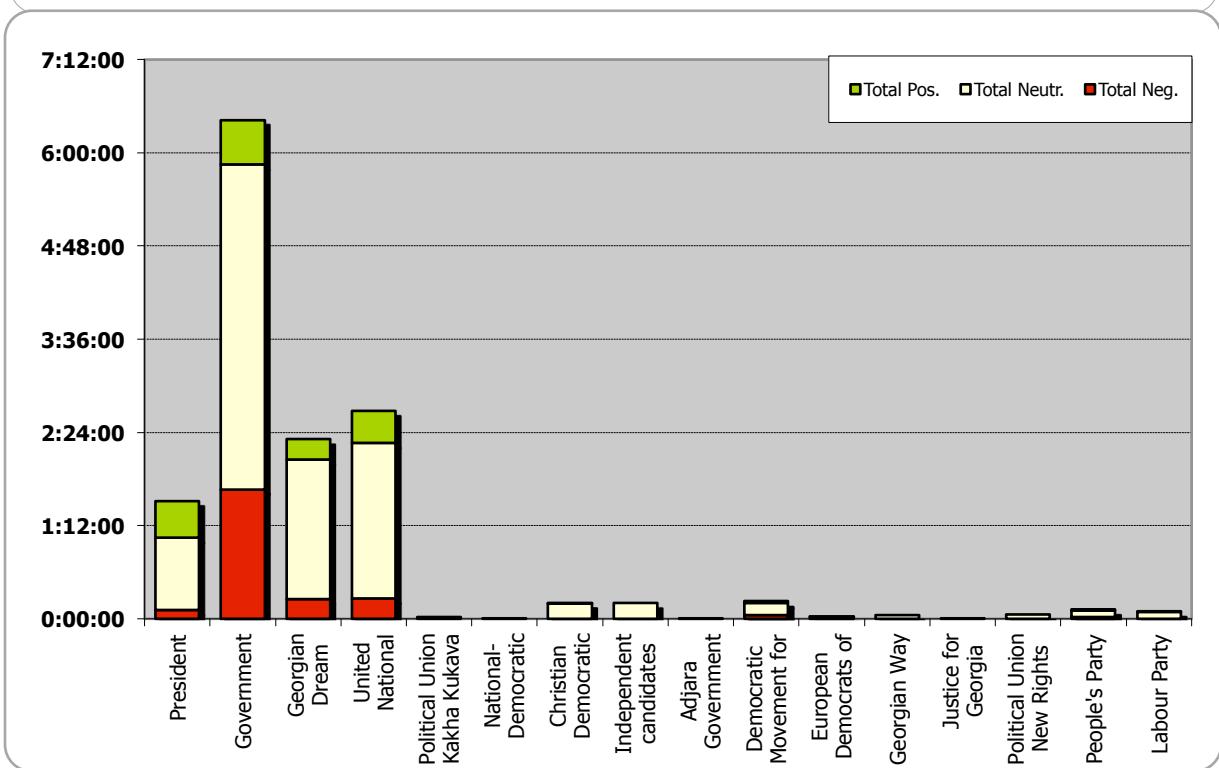
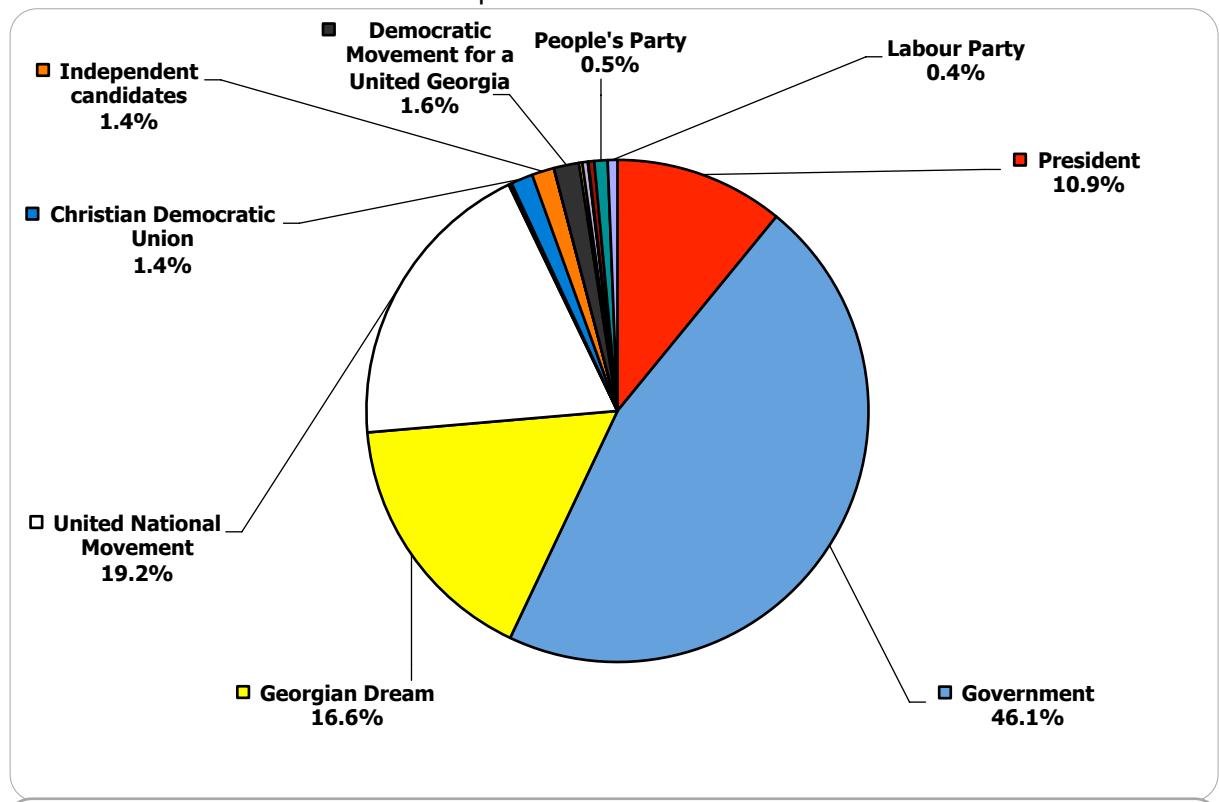
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TV Maestro (News programs)

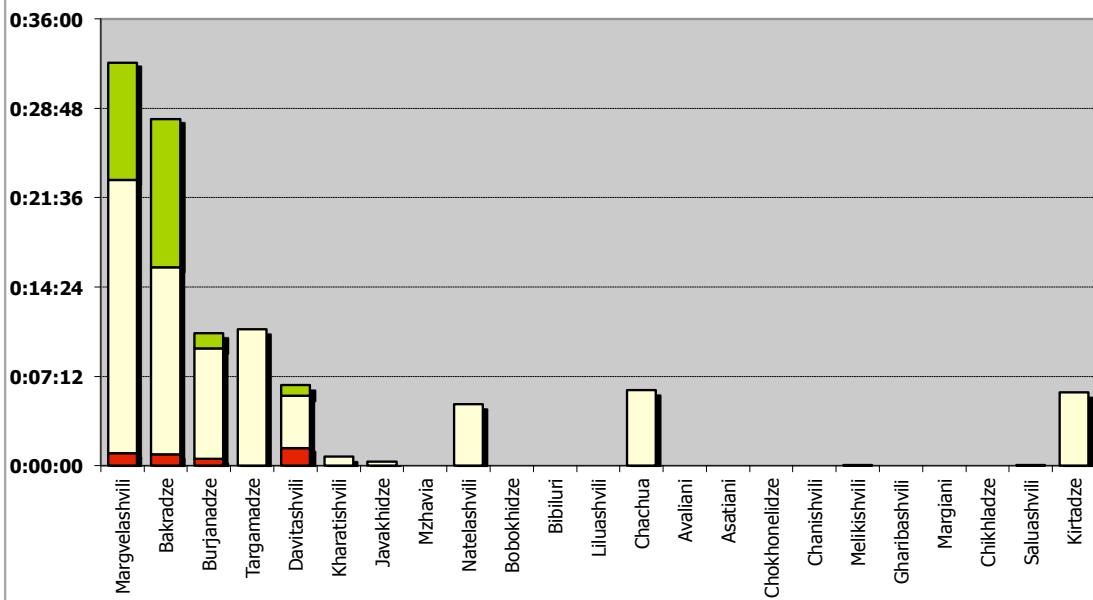
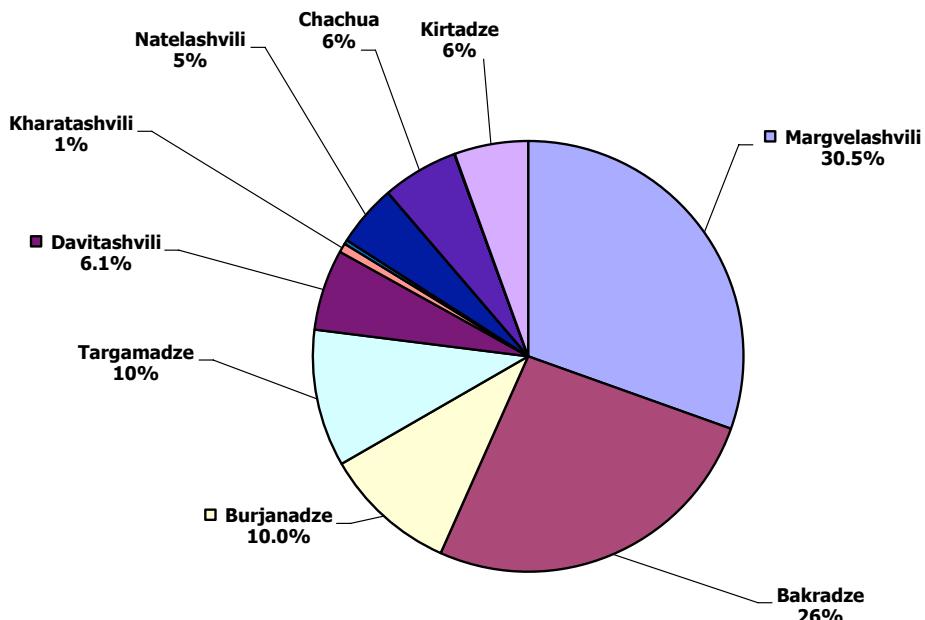
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TV Maestro (News programs)

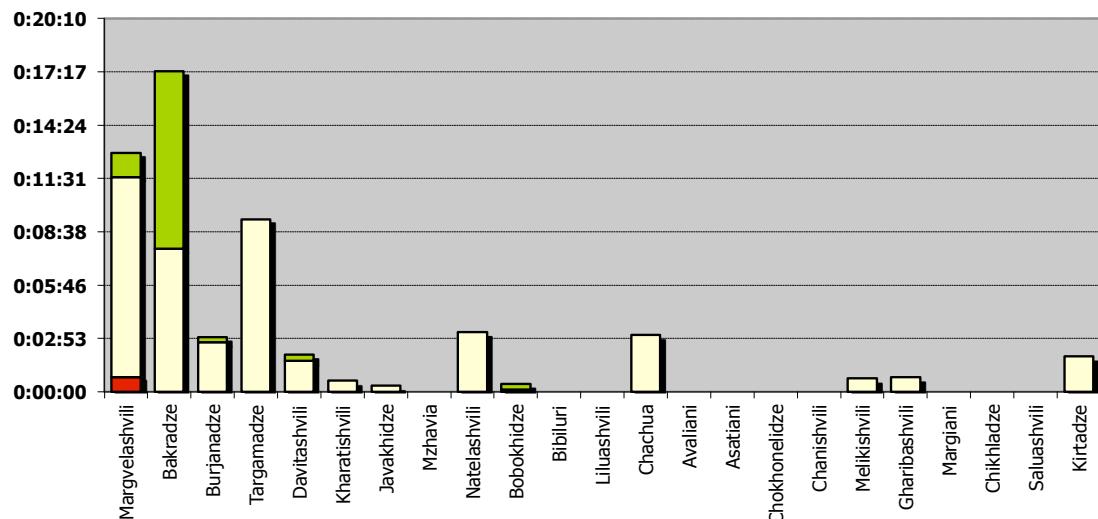
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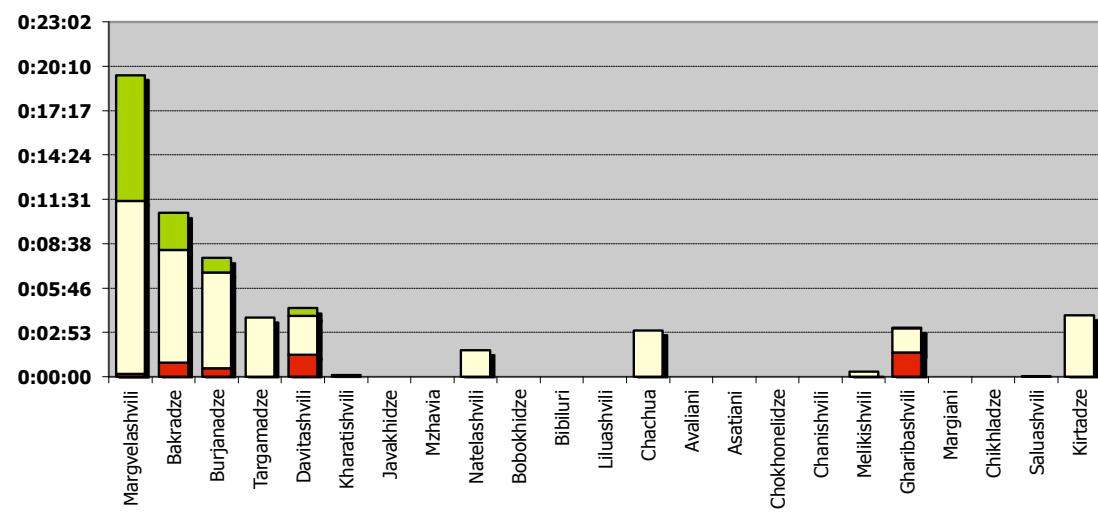
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TV Maestro (News programs)

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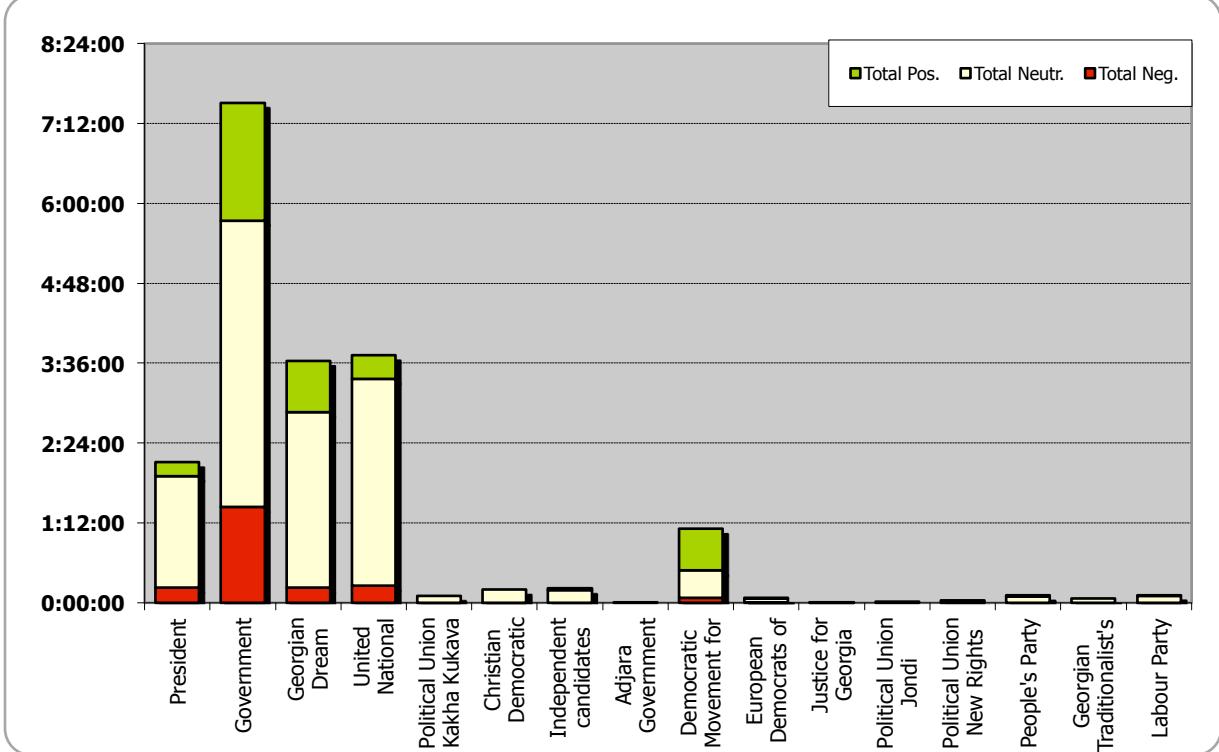
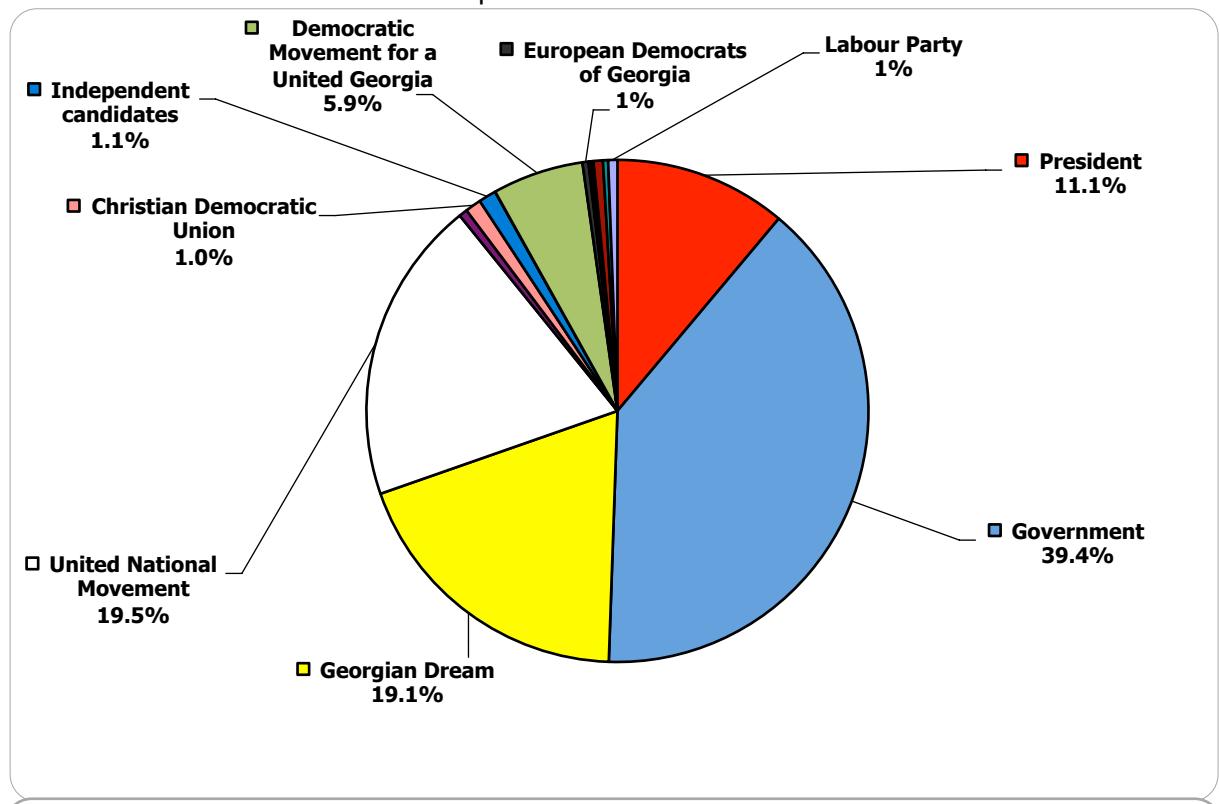


■ Pos. Indirect ■ Neutr. Indirect ■ Neg. Indirect

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TV Kavkazia (News programs)

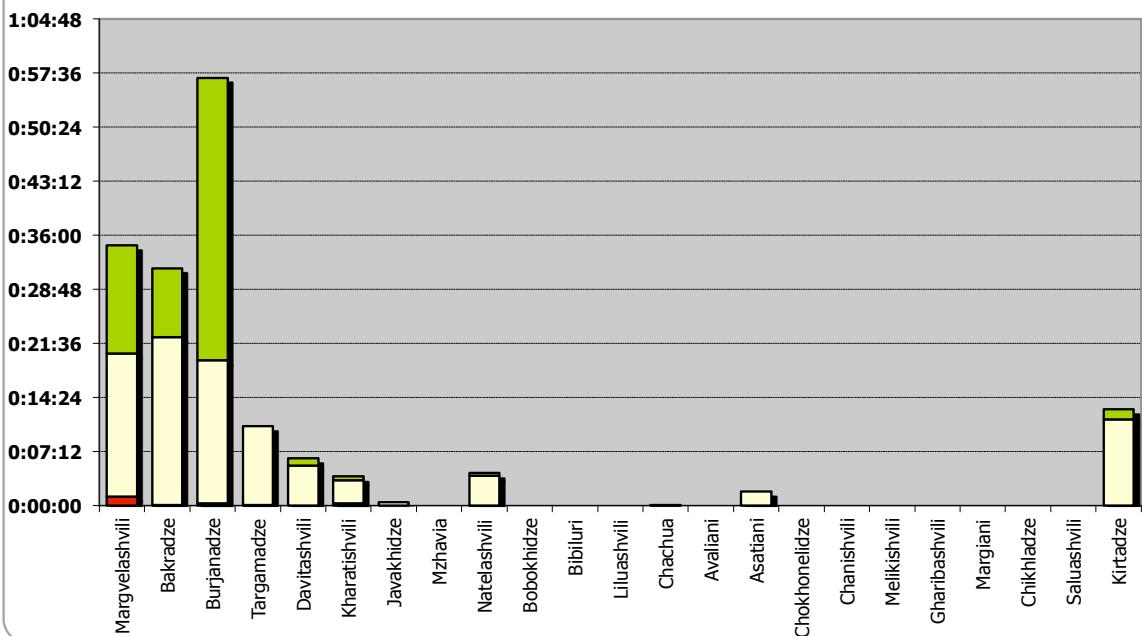
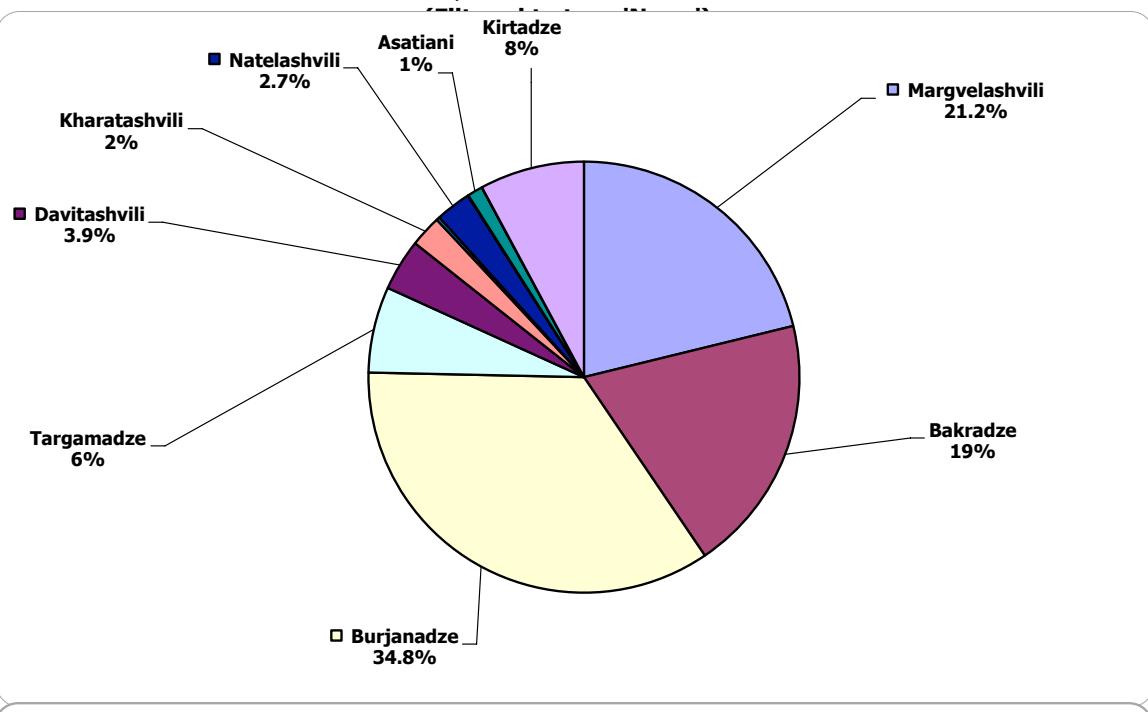
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TV Kavkazia (News programs)

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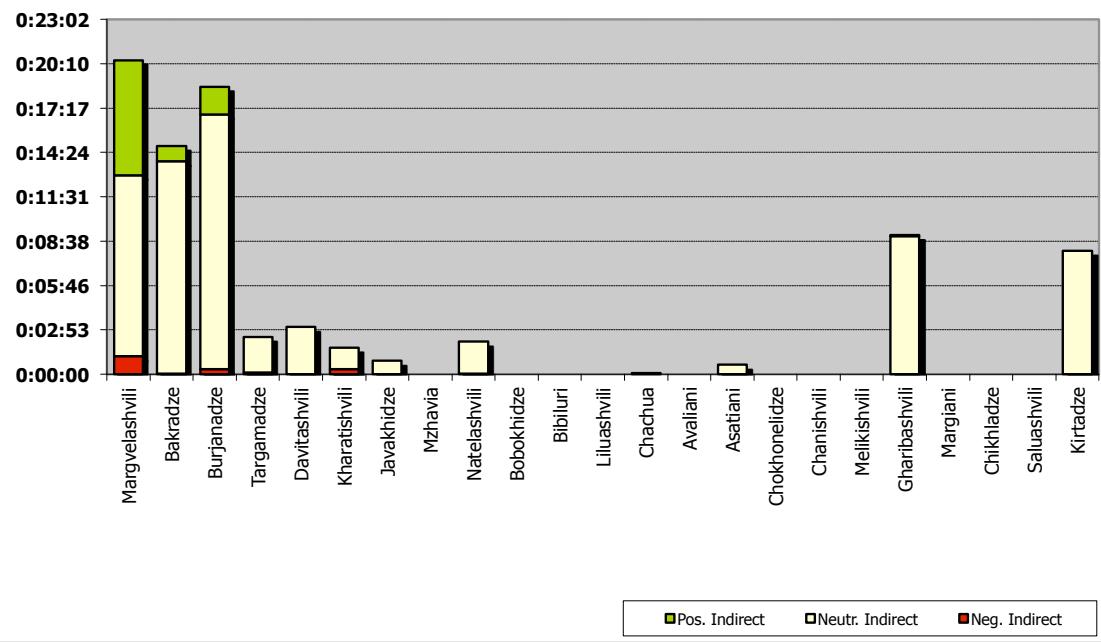
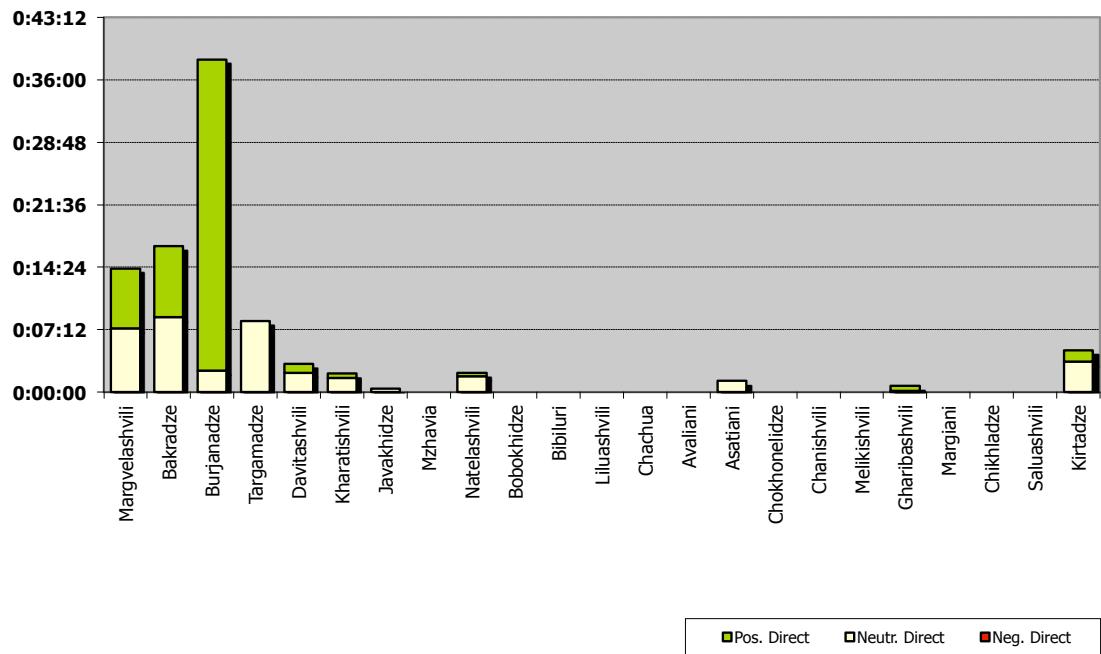


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TV Kavkazia (News programs)

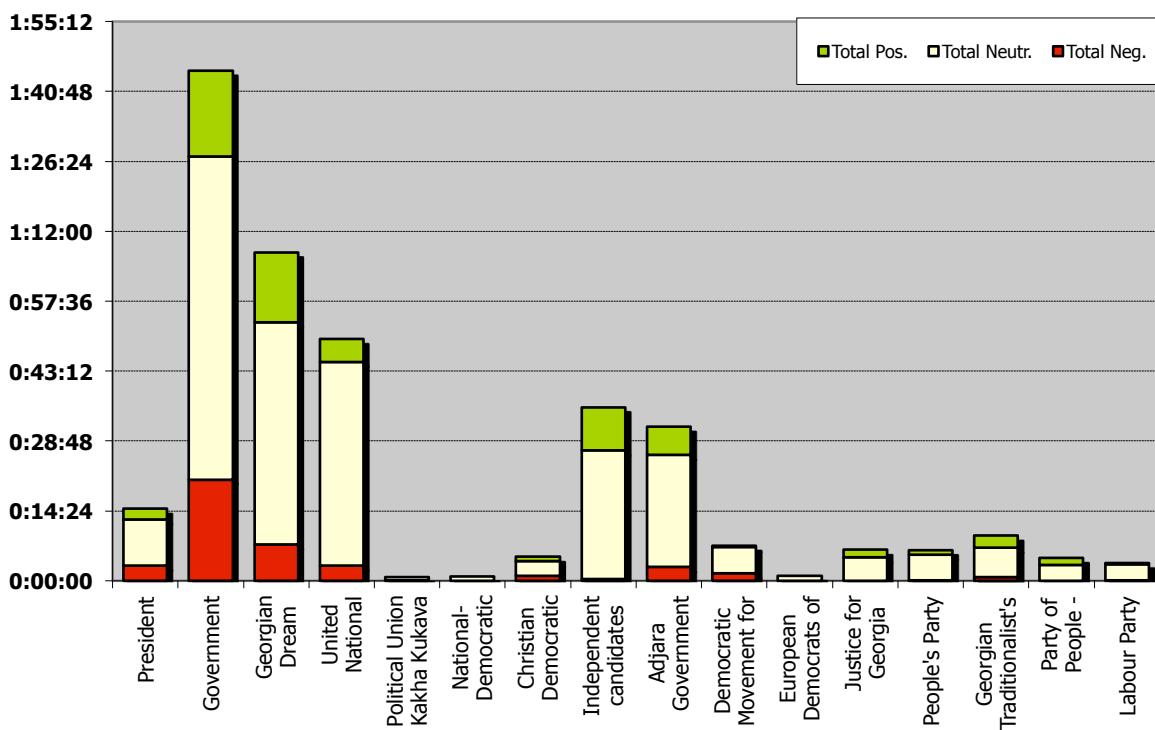
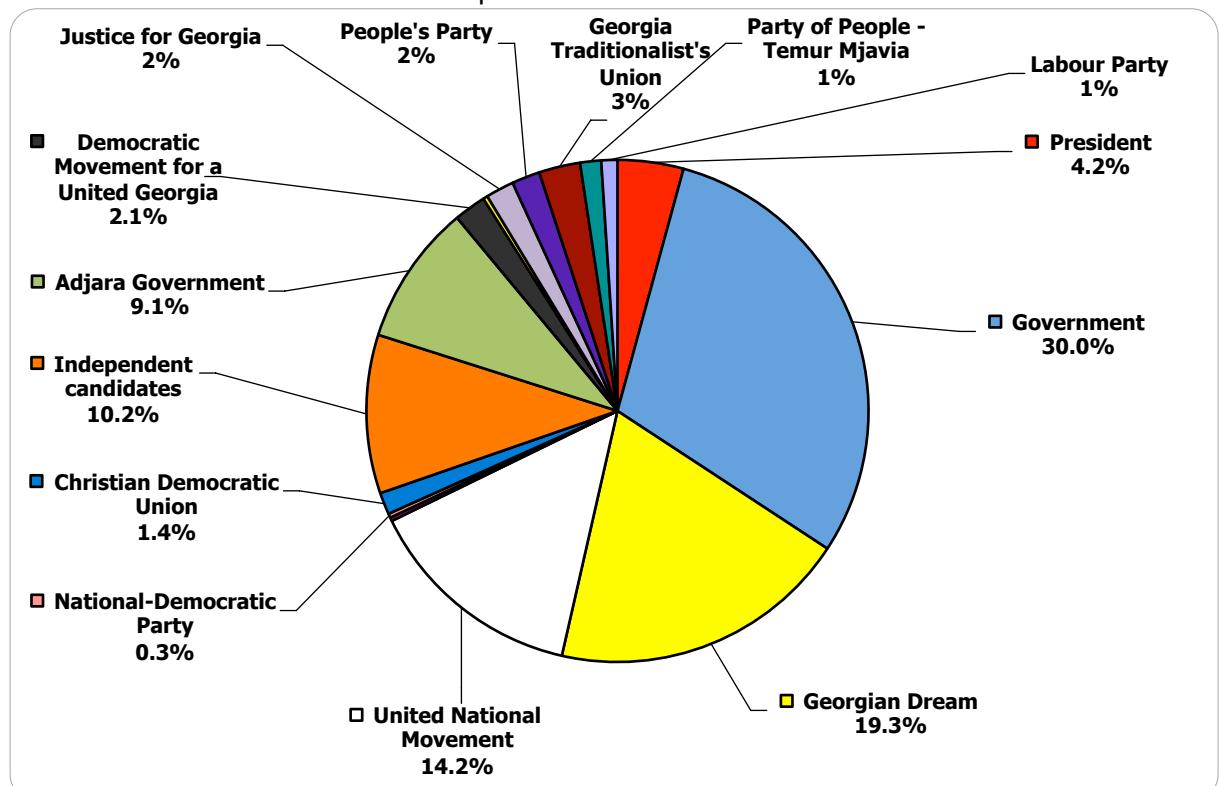
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TV Adjara (News programs)

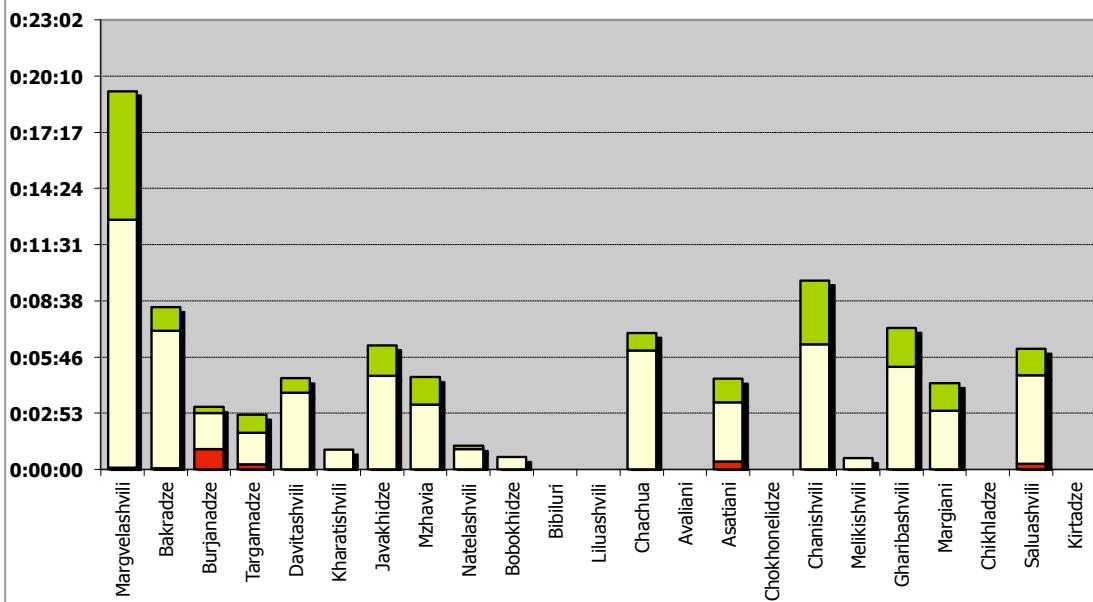
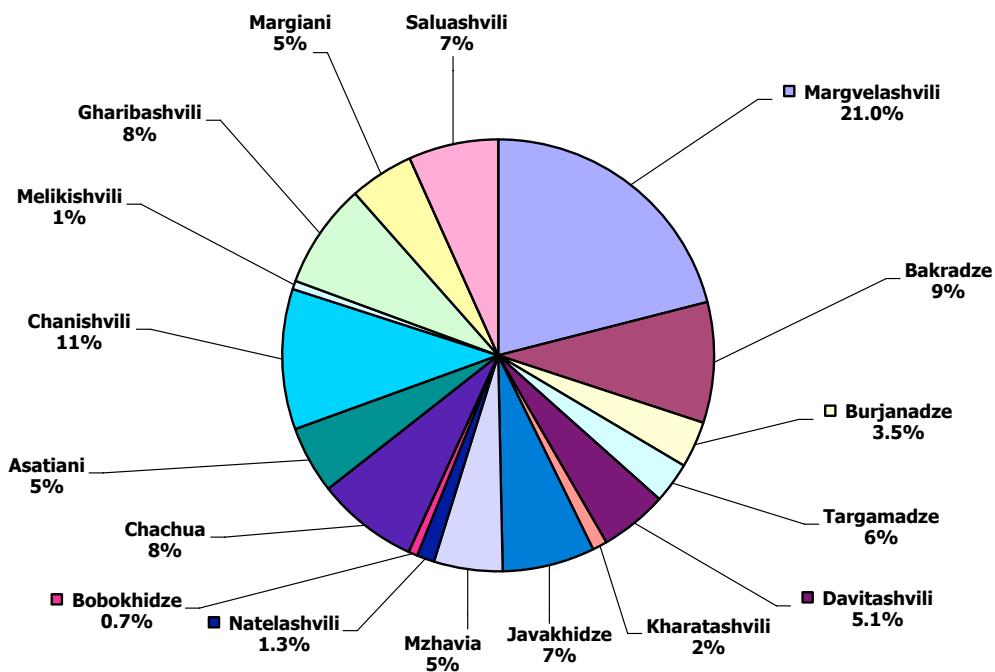
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TV Adjara (News programs)

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