

# INSTITUTE FOR DEMOCRATIC INITIATIVES (IDI)



**RESULTS OF THE SECOND ROUND OF**

**MEDIA MONITORING OF**

**November 1, 2015**

**PARLIAMENTARY ELECTIONS OF**

**AZERBAIJAN REPUBLIC**

**Baku**

**October 30, 2015**

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**MONITORING OF MASS MEDIA DURING CAMPAIGN PERIOD**

**October 2015**

**TV Monitoring Results**

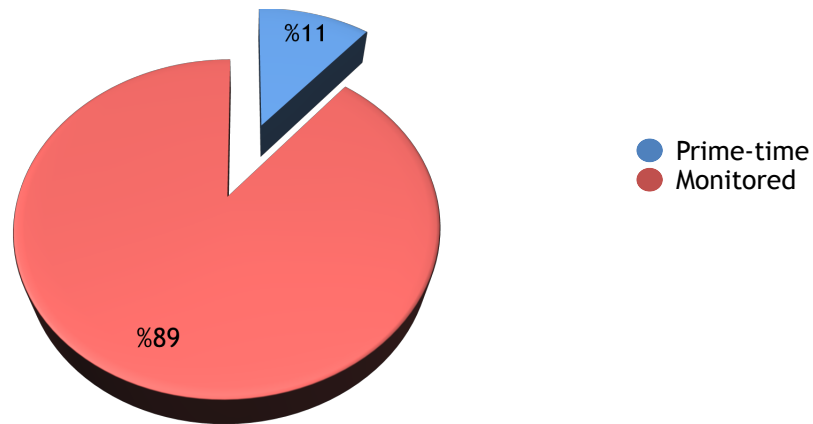
1	2	3	4	5	6	7	8	9
TV	Total time (19:00-23:00) 480:00:00	Informational- educational Time-seconds	News- campaigning	In favor of authorities and their supporters Time-seconds	Against authorities and their supporters Time-seconds	Balanced information	In favor of opposition and its supporters Time-seconds	Against opposition and its supporters Time-seconds
ITV 8-10	00:07:48 (552)	00:05.54 (354)		00:00:36 (36)				00:01:18 (78)
11-20	05:57:30 (21450)	01:31:29 (5489)		04:26:01 (15961)				
21-28	08:08:15 (29295)	1:22:37 (4957)		06:45:38 (24338)				
<b>Itv- month</b>	<b>14:10:53 (51213)</b>	<b>02:57:12 (10800)</b>		<b>11:12:15 (40335)</b>				<b>00:01:18 (78)</b>
ANS 8-10	00:05:23 (323)	00:04:34 (274)		00:00:49 (49)				
11-20	00:19:26 (1166)	00:16:01 (961)		00:03:25 (205)				
21-28	00:20:36 (1274)	00:08:50 (530)		00:9.23 (488)			1:39 (99)	0:44 (44)

<b>Ans-month</b>	<b>00:45:25 (2725)</b>	<b>00:29:25 (1765)</b>		<b>00:13:37 (817)</b>			<b>1:39 (99)</b>	<b>0:44 (44)</b>
ATV 8-10	00:03:47 (227)	00:02:10 (130)		00:01:37 (97)				
11-20	00:57:07 (3427)	00:31:56 (1916)		00:19:55 (1195)				00:05:16 (316)
21-28	01:21:26 (4886)	00: 14:18 (858)		1:07:08 (4028)				
<b>Atv-month</b>	<b>02:14:35 (8075)</b>	<b>00:45:38 (2738)</b>		<b>01:23:41 (5021)</b>				<b>00:05:16 (316)</b>
AzTV-8-10	00.13.07 (787)	00:03.47 (227)		00.09.20 (560)				
11-20	09:12:25 (33145)	00:43:35 (2615)		08:28:50 (30530)				
21-28	04:18:10 (15490)	01:03:34 (3814)		03:14:25 (11665)				
<b>Azt-month</b>	<b>12:41:58 (49428)</b>	<b>01:47:32 (6666)</b>		<b>10:54:29 (42762)</b>				
<b>Total</b>	<b>30:57:21 (111441)</b>	<b>06:06:09 (21969)</b>		<b>24:42:15 (88935)</b>			<b>1:39 (99)</b>	<b>00:07:18 (438)</b>
<b>Total %</b>	<b>100%-12.29%</b>	<b>19.71%</b>	<b>0%</b>	<b>79.80%</b>	<b>0%</b>	<b>0%</b>	<b>0,09%</b>	<b>0.40%</b>

**The table contains monitoring results for October.** The monitoring covered 21 days from October 8 - the start of election campaign - till October 28, and time fragments are shown separately for each TV channel.

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state television AzTV could not officially conduct election campaign the campaign period. Ictimai TV and Radio, on the other hand, had and duty to allocate both free and paid airtime. However despite no have been made with regard to the 4-minute airtime allocated to each candidate in 2010, from legal point of view, this time such an opportunity was not given. Thus, ITV refused to allocate free airtime, AzTV. This was not the channel's own choice. The CEC had made a in this regard during the previous election. However, this year it did adopt such a decision. In accordance with Article 77 of the Election only YAP with its candidates registered at more than 60

constituencies was entitled to free airtime, but they voluntarily renounced this advantage. Thus, the general public and electorate were deprived of opportunities to watch the election process, to know the candidates and to get information on their platforms. Private TV channels declined to allocate paid airtime, either. They, too, refused to participate in the election process as a platform for campaigning. Only ITV announced that it would allocate airtime. However, its price for one minute of prime time was 3540 AZN. Thus, a candidate, who wants to become a deputy, would have to pay his one year salary for a 5-minute airtime, assuming that he (she) is elected. In general, the fee set for one minute was 34 times higher than minimum monthly salary in the country. It is therefore that no candidate used this opportunity for the whole campaign period. Thus, the TV leadership achieved their objective - nonuse of airtime by any candidate - which was the main reason for setting a steep fee, in the first place. Candidates were unable to conduct election campaign either on the monitored or other TV channels, for the whole campaign period.

As indicated in the table, monitoring was done from 19:00 to 23:00 daily. Thus, the total amount of time for 21 days equals to 252 hours (907200 seconds). The total amount of actually assessed time, however, made up 30hr 57m 21s (111441 seconds) of all TV shows and programs monitored during this time interval. This comprises more than 11% of total time.

Only 30hr 57m 21s of all 252-hour broadcasts on all TV channels contained sociopolitical information relatable to the election process or capable of influencing the voters' choices in the elections. This makes up 11% of the whole prime time.

Educational information pieces aired on all 4 TV channels combined made up 06:06:09 (21969 seconds) of the whole 30hr 57m 21s information, which constitutes 19.71% of all information and marks more than a twofold increase compared to the previous month.

The largest portion of the whole 30hr 57m 21s information, i.e. 24hr 42m 15s (88935 seconds) was allocated to the information pieces in favor of the authorities and their supporters. This stands for nearly 79.80% of all information pieces.

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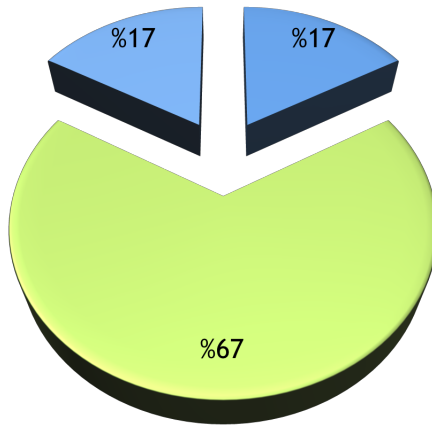
0.4%.

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presenting the views of both sides. Although this period coincided with the official campaign period, none of the monitored TV channels broadcasted any paid campaign material other than abundant information favoring the authorities and their supporters.

- Educational-informational
- News-campaigning
- In favor of authorities and their supporters
- Against authorities and their supporters
- Balanced information
- In favor of opposition and its supporters
- Against opposition and its supporters

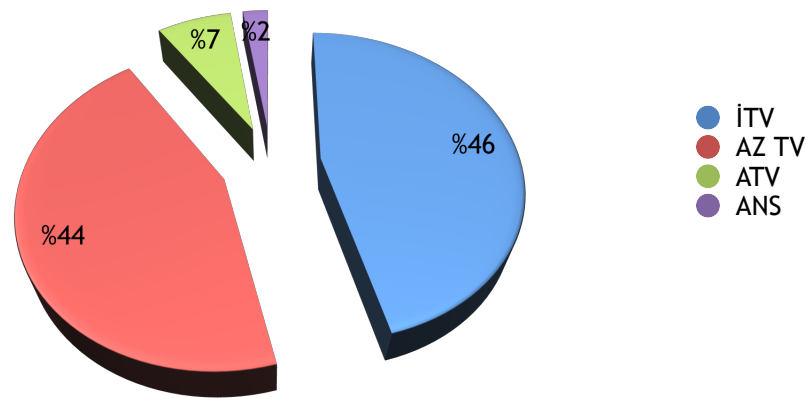


of the 252-hour prime time, information that can be considered in favor of the opposition constituted 99 seconds (0.1%), which was a news item on TV about the Musavat Party Council's decision to withdraw from the elections. 7m 18s (438 seconds) of all information was against the opposition and its supporters, which amounts to

During this 252-hour time period, the TV channels not present any information that can be considered against the authorities and their supporters, nor did air any balanced information or programs

### Subdivision of information pieces by TV channels

Unlike in September, it is not AzTV, but ITV, which accounts for the largest share of total information. ITV's portion constitutes 46% of all information assessed during the monitoring.

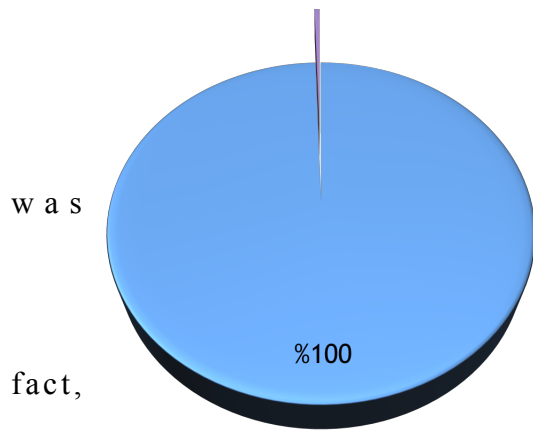


This shows that ITV managed to surpass the state television in the process of political propaganda.

AzTV comes second after ITV with a 44% portion.

The total share of all monitored private TV channels is only 10%, of which ATV holds 7% and ANS 3%. ANS' percentage has not changed, while ATV has seen a 3% increase compared to the previous month.

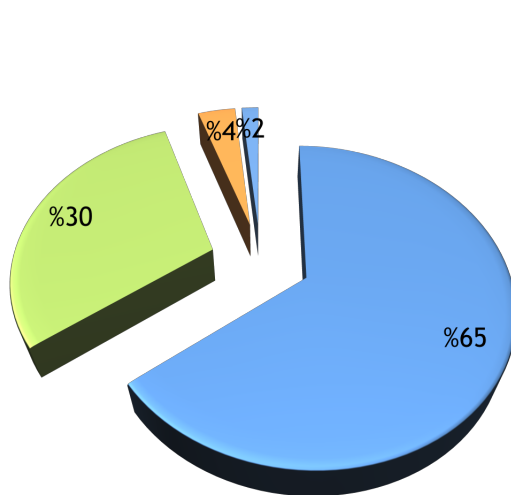
### Subdivision of information pieces by political sides



- In favor of authorities and their supporters
- Against authorities and their supporters
- In favor of opposition and its supporters
- Against opposition and its supporters

the idea that the opposition has no place in visible political propaganda. The total time of information pieces aired against the opposition during 21 days was only 7m 18s, which is 1% of all information broadcasted. The only information piece in favor of the opposition and its supporters was the 99-second news item on Musavat's withdrawal from the election aired by ANS TV on October 28. This, in fact, falls under the category of informational items. 24hr 42m 15s (88935 seconds) of all information pieces assessed were in favor of the authorities and their supporters. This means 99% of all political information. If we add here the 1% representing the information pieces against the opposition, we get a complete 100%. All the aired information pieces were in favor of the authorities and its supporters, and no alternative views were presented to the public.

When it comes to the evaluation of the information pieces according to political sides, the portion of information pieces that were not of educational nature but in favor of a specific side overwhelmingly large. Not a single second of the whole 24 hr 50m information was against the authorities and their supporters. The information pieces against the opposition are very meager. In even information against the opposition was avoided as much as possible, in order to entrench



- Educational-informational
- News-campaigning
- In favor of authorities and their supporters
- Against authorities and their supporters
- Balanced information
- In favor of opposition and its supporters
- Against opposition and its supporters

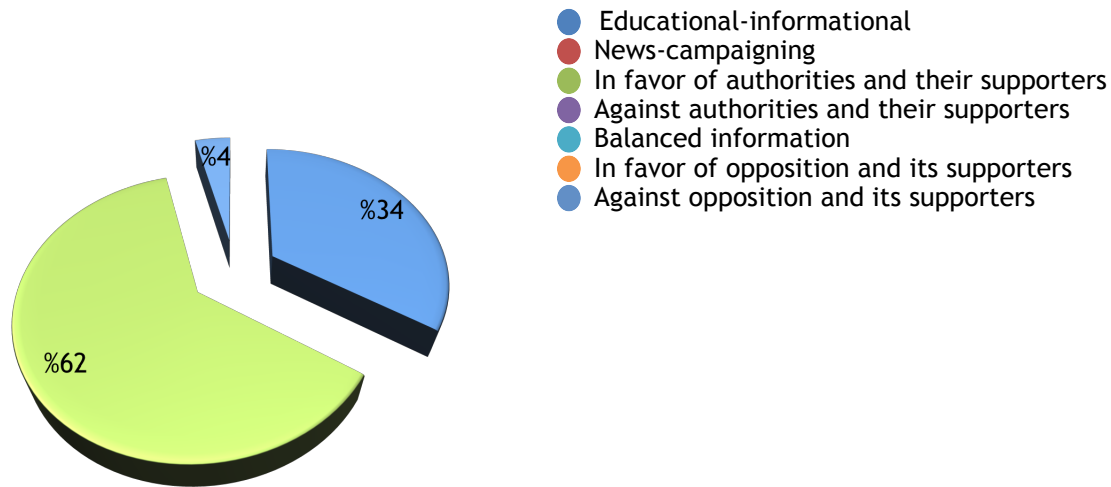
### Situation with TV channels

#### ANS TV

Among private TV channels, only 45m 25s of all prime-time broadcasts of ANS TV were relevant to monitoring, which is less than the previous month's figure, 1hr 8m 29s. 29m 25s, i.e. 59% of these information pieces were educational. By comparison, the relevant figure for the previous month was 15%. The remaining 38%, i.e. 13m 37s information was assessed in favor of the authorities and their supporters. 1m 39s, i.e. 2% of all information was in

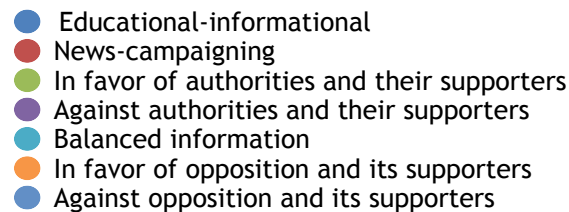
favor of the opposition and presented its stance. 1% of all information was assessed as against the opposition and its supporters.

## ATV



to put them in the foreground.

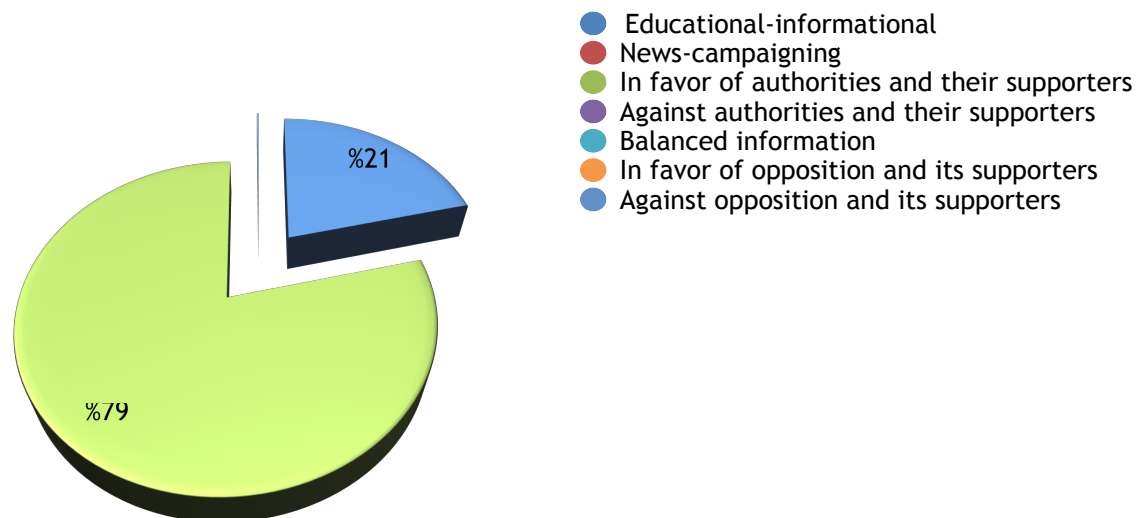
During one month, 2hr 14m 35s of all information broadcast by ATV was relevant to monitoring, which is 35% more than last month's figure. Of these information items, 45m 38s, i.e. 34% was educational, and 1hr 23m 41s, i.e. 66% was biased. 62% of all information pieces were attributed to the category "in favor of the authorities and its supporters." Overall, 95% of all biased information was in favor of the authorities and their supporters, while 5% was against the opposition. Thus, it was revealed that the basic policy of this TV channel was to conduct 100% propaganda for the authorities and



## AZ TV

During the campaign period in October, 12 hr 41m 58s (49428 seconds) of information broadcast by AzTV was assessed as part of the monitoring. This is less than September's figure by 45%. Only 13% of AzTV's information pieces were educational. The similar percentage for September was 2%. The remaining 87% of information was biased, of which 100% was in favor of the authorities and their supporters. The country's political landscape as depicted by AzTV was unicolor. AzTV did not

present balanced information or information for or against the opposition or against the authorities.



99.95% or 40335 seconds (11hr 12m 15s) of which was in favor of the authorities and their supporters, which is higher than September' figures. Only 0.1% or 78 seconds (1m 18s) was about and against the opposition. Thus, like AZTV, ITV also has shown itself as a provider of completely one-sided information. Although ITV allocated paid airtime, due to its huge fees, no candidate bought its paid airtime during the 21-day campaign period. Thus, the current election period went down in Azerbaijan's political history as the first ever election without campaigning on television and radio.

## ITV

Ictimai TV's characteristic feature distinguishing it from other TV channels is the fact that its purpose of creation has been specifically declared and that it is regulated by a special law. ITV must pursue a balanced broadcast policy and offer equal opportunities to all political sides. Through the monitoring period, 14hr 10m 53s, i.e. 51213 seconds of information aired by ITV was assessed. 21% of this information was educational, which is largely due to a requirement for ITV in the Election Code to allocate airtime to CEC. The remaining 79% of all information was assessed as biased information,



## October 2015

### Results of monitoring of newspapers and online media during campaign period

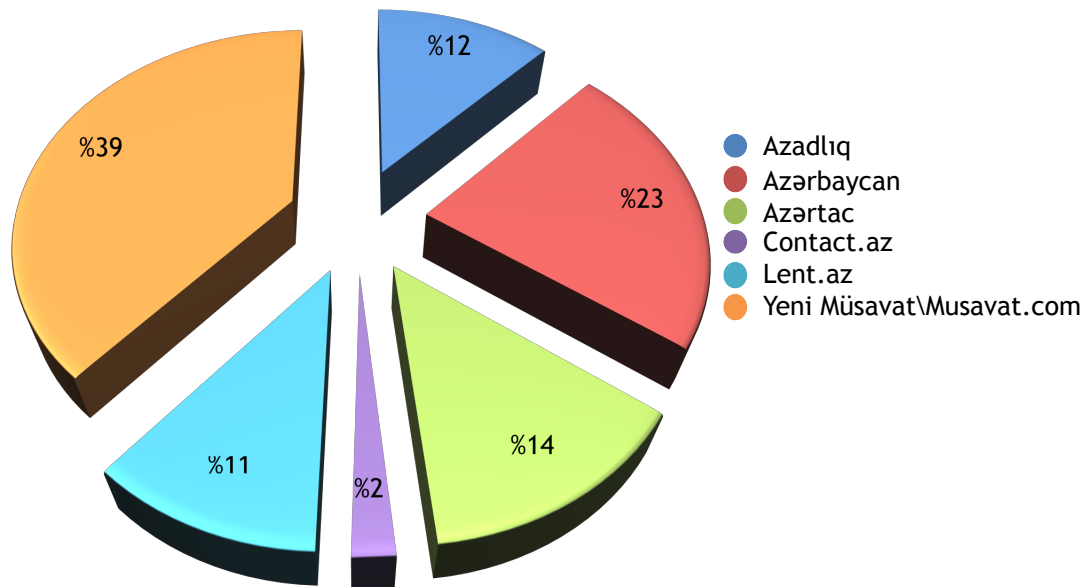
<u>Media</u>	<u>Total</u>	<u>Informational-educational</u>	<u>News-campaigning</u>	<u>In favor of authorities and their supporters</u>	<u>Against authorities and their supporters</u>	<u>Neutral</u>	<u>In favor of opposition and its supporters</u>	<u>Against opposition and its supporters</u>
	<b>Articles and characters</b>	<b>Articles and characters</b>	<b>Articles and characters</b>	<b>Articles and characters</b>	<b>Articles and characters</b>	<b>Articles and characters</b>	<b>Articles and characters</b>	<b>Articles and characters</b>
<b>Azadliq</b>	<b>64-169916</b>	<b>5-3141</b>	<b>3-8286</b>	<b>3-8361</b>	<b>46-113211</b>	<b>5-8332</b>	<b>4-8926</b>	<b>5-24388</b>
<b>Azerbaijan</b>	<b>111-311442</b>	<b>88-240855</b>	<b>0</b>	<b>22-64533</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1-6104</b>
<b>Azertac</b>	<b>108-186842</b>	<b>96-157383</b>	<b>3- 3229</b>	<b>9-26230</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Contact.az</b>	<b>15-28006</b>	<b>0</b>	<b>0</b>	<b>2-3489</b>	<b>0</b>	<b>5-2249</b>	<b>8-22268</b>	<b>0</b>
<b>Lent.az</b>	<b>66-151176</b>	<b>22-30523</b>	<b>40-101294</b>	<b>2-18839</b>			<b>1-1139</b>	<b>1-2381</b>
<b>Yeni Musavat/Musavat.com</b>	<b>2 video 2 banner 156 -533727</b>	<b>26-102369</b>	<b>2 video 2 banner 78-221991</b>	<b>14-52929</b>	<b>6-33874</b>	<b>4-23597</b>	<b>26-93145</b>	<b>2-5822</b>
<b>Total</b>	<b>520-1381109 2 video 2 banner</b>	<b>211-534271</b>	<b>124-334800 2 video 2 banner</b>	<b>52-205782</b>	<b>52-147085</b>	<b>14-34178</b>	<b>38-125478</b>	<b>9-38695</b>

The above table represents the results of monitoring of election related coverage on 6 media outlets during the official campaign period in October. As this involved monitoring of written texts, the numbers of articles and characters have been calculated and shown in the relevant row for each media, and then the articles were evaluated and distributed according to the following categories: “Informational-educational”, “News-campaigning”, “In favor of authorities and their supporters”, “Against authorities and their supporters”, “Neutral”, “In favor of opposition and its supporters”, “Against opposition and its supporters”.

The authorities and their supporters include political party representatives and individuals, who do not systematically criticize and primarily support the government policy and directly or indirectly praise and support the government during referendums and budget adoption and discussion of key issues. The opposition and its supporters include individuals and politicians that criticize and do not approve of the government in all elections, referendums and budget adoption and spending.

## Overview of newspaper and online media monitoring in October

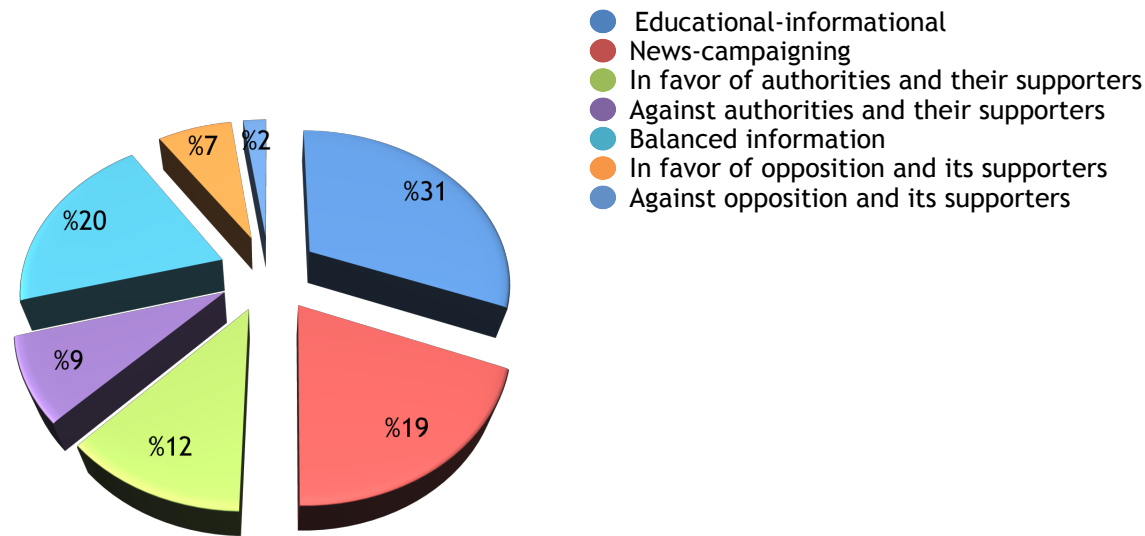
The situation with the 6 media outlets monitored during October is presented in the pie chart on the left. A total of 520 articles have been assessed in the framework of monitoring, which in total contained 1 million 381 thousand 109 computer characters, 2 video materials and 2 banners.



Yeni Musavat newspaper has covered the election process more than all other media outlets in its category and has accordingly been the most monitored one as well. Its relevant content consisted of 156 articles, 2 video materials and 2 banners and contained 533 thousand 727 characters, accounting for 39% of the total figure in this category, which is less than the previous month's figure by about 20%. The Azerbaijan newspaper came second with 23% (311442 characters and 111 articles), and saw a 30% increase in the number of articles and 10% overall increase in the volume. [www.azertac.az](http://www.azertac.az) was once again third with 13% (186842 characters and 108 articles), preceding the Azadliq newspaper which came fourth with 12% (166916 characters and 64 articles). AzerTac saw a 40% increase in the number of its articles compared to the

previous month, while for Azadliq the increase was far smaller. Lent.az was fifth with a result of 11% (66 articles or 151176 characters); this figure is 45% higher than the relevant figure of the previous month. [www.contact.az](http://www.contact.az) was in last place with 2% (15 articles or 28006 characters), which means more than a twofold decrease compared to September.

## Overall situation



In September, a total of 520 articles were assessed in the framework of the monitoring. These articles contained a total of 1 million 381 thousand 109 computer characters. 31% of this total figure, i.e. 221 different information pieces (534 thousand 271 characters) were educational. These articles focused mainly on the election process, outcomes of candidates' complaints, preparations for vitung, the course of the election campaign, presentation of the decisions of CEC and ConECs, etc.

69% of the information pieces have been attributed to a different category, where they are further subdivided into subcategories such as "News-campaigning" (19%), "In favor of

authorities and their supporters" (12%), "Against authorities and their supporters" (9%), "Neutral" (20%), "In favor of opposition and its supporters" (7%) and "Against opposition and its supporters" (2%). This all has been presented in 309 articles, i.e. 846 thousand 838 characters.

News-campaigning -19% (334 800 characters, 124 articles),

In favor of authorities and their supporters - 12% (205782 characters, 52 articles),

Against authorities and their supporters -9% (147085 characters, 52 articles)

Neutral- 20% (34 178 characters, 14 articles)

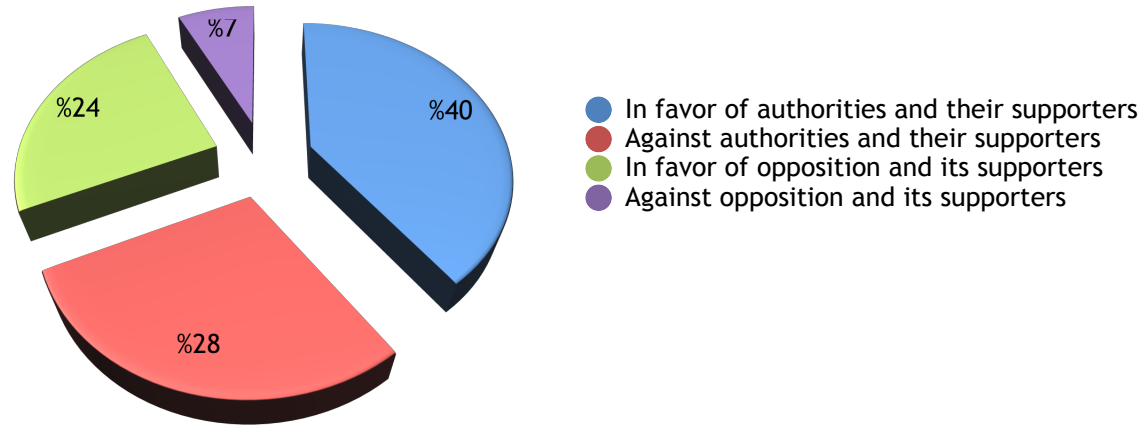
In favor of opposition and its supporters -7% (125 478 characters, 38 articles)

Against opposition and its supporters - 2% (38 695 characters, 9 articles).

As it can be seen from the chart, 19% of all articles were campaign materials. This period is considered the official campaign period. 12% of articles were in favor of authorities, 7% in favor of the opposition, 9% against the authorities and 2% against the opposition. It should be noted that although newspapers close to opposition parties have been selected for monitoring, the newspaper close to the ruling party has been left out, instead of which simply one official newspaper and one news agency have been monitored.

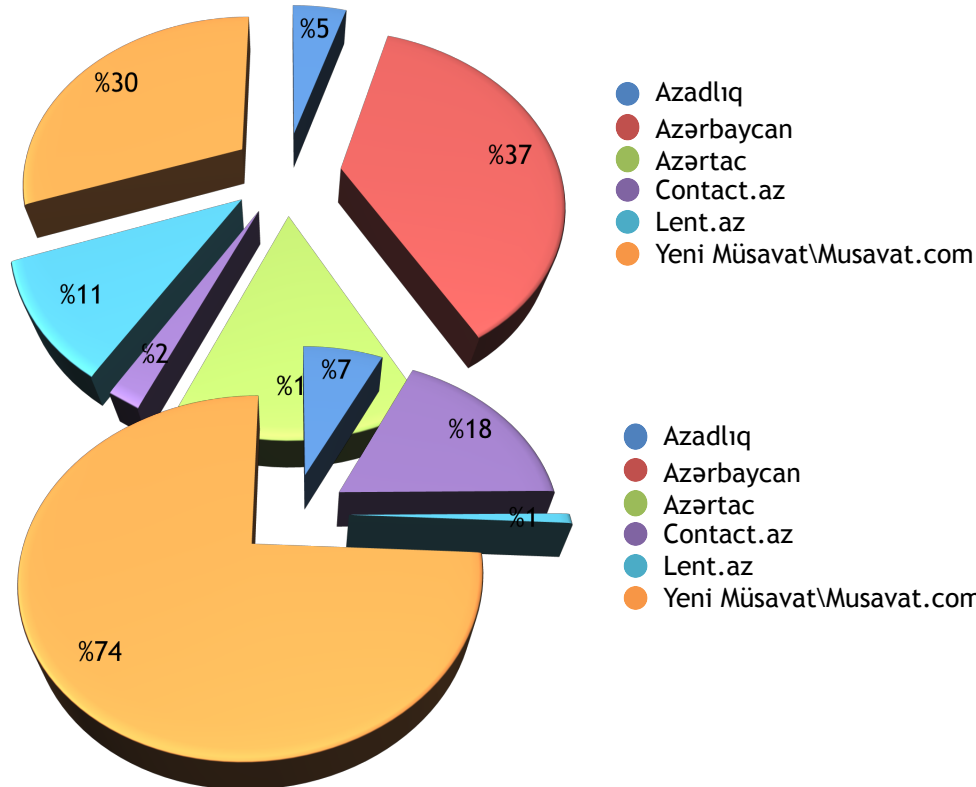
## Percentage of biased information

If we analyze the article from the viewpoint of partiality of information, the articles in favor of the authorities and their supporters comprised 40% of all articles, while those in favor of the opposition and its supporters made up 24%. However, the ratio of articles against the authorities was also larger than those against the opposition, 28% compared to 8%.



### Subdivision of articles in favor of the authorities and their supporters

The 52 articles published in favor of the authorities and their supporters constitute 12% of the total figure. This percentage is subdivided between the mass media outlets as described in the pie chart. The official newspaper accounts for 37%, Yeni Musavat for 30%, Azertac for 15%, lent.az for 11%, Azadliq for 5% and contact.az for 2% of the total of 205 thousand 782 computer characters.



### Subdivision of articles in favor of the opposition and its supporters

The articles in favor of the opposition and its supporters hold a 7% share in the total number of articles. The subdivision of the 38 articles containing a total of 125 478 computer characters between the mass media is as follows:  
 Yeni Musavat newspaper- 74% (93145 characters, 26 articles)

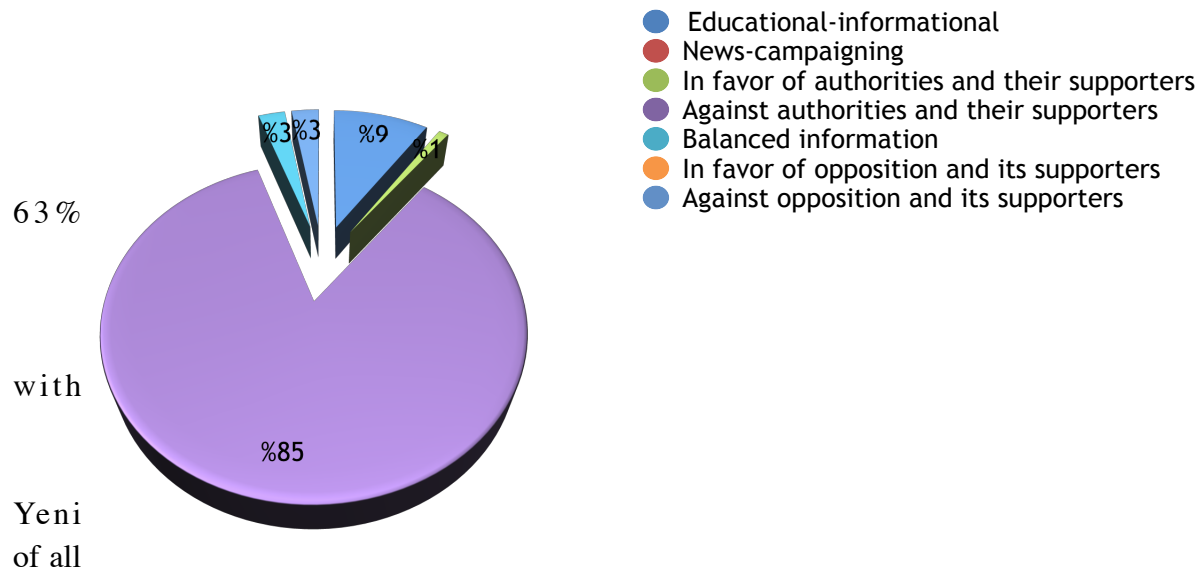
Contact.az - 18% (22268 characters, 3 articles)  
 Azadliq newspaper- 7% (8926 characters -4 articles)  
 Lent.az - 1% (1139 characters, 1 article)

### Subdivision of articles against the authorities and their supporters

The articles against the authorities and its supporters constitute only 9% of all articles and contain 147 thousand 85 characters. These articles were published by two media outlets only, Azadliq and Yeni Musavat. Azadliq's 46 articles containing 113 thousand 211 characters comprised 77% in this category, while Yeni Musavat accounted for the remaining 23% with 6 articles containing 33 thousand 874 characters.

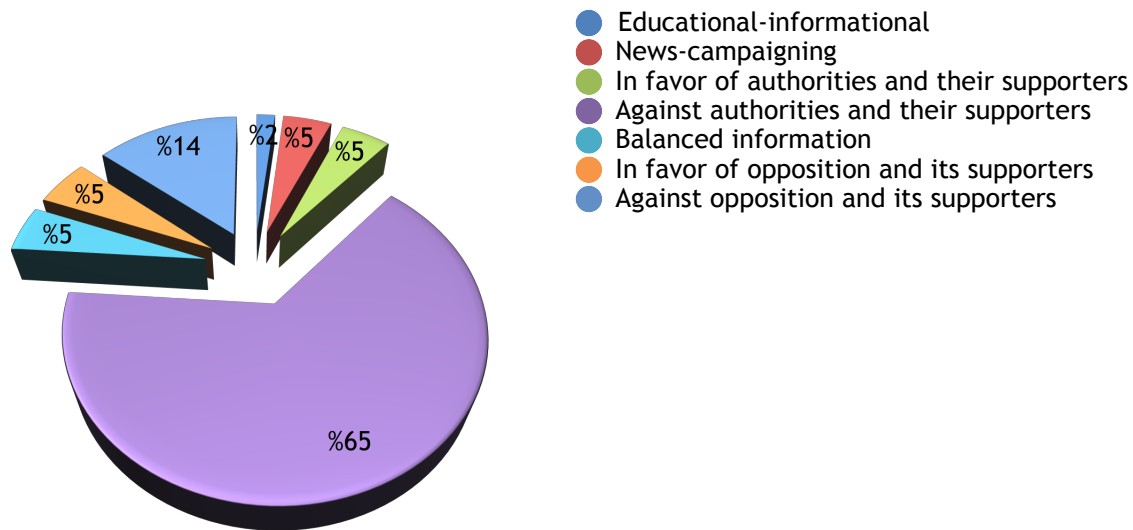
### Subdivision of articles against the opposition and its supporters

at\Musavat.com



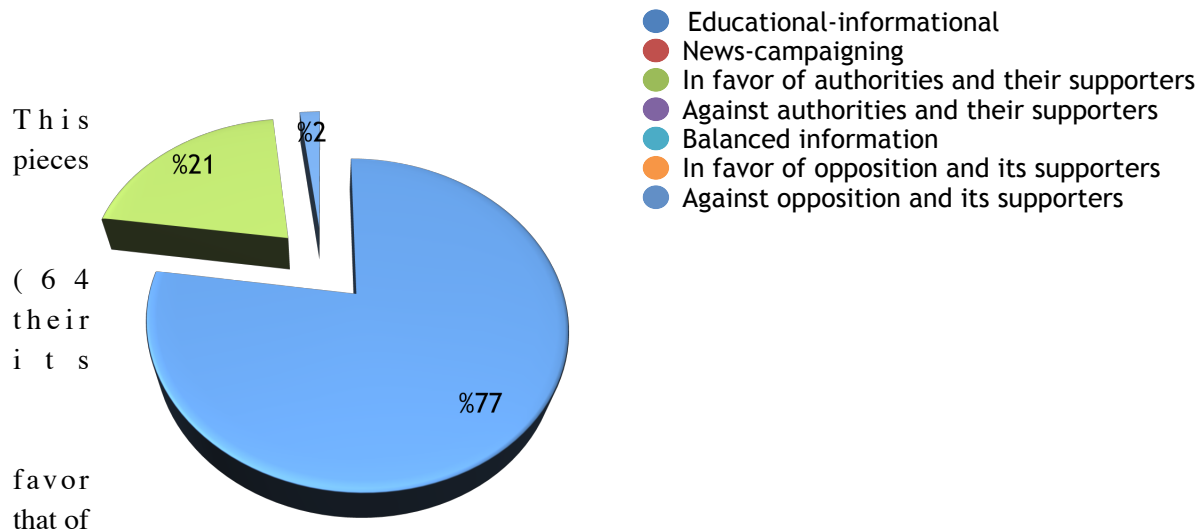
Paradoxically as it may seem, Azadliq newspaper also holds the leading place for articles assessed as against the opposition and its supporters. This category, which amounts to only 2% of all articles, contained 38 thousand 695 characters, of which belonged to Azadliq newspaper, followed by Azerbaijani Parliament's official newspaper Azerbaijan with 16%. Yeni Musavat newspaper comes third with 15%. Lent.az held the last place 6%. The official news agency Azertac and contact.az did not publish any articles against the opposition and its supporters. Overall, Azadliq and Musavat newspapers together accounted for 78% articles against the opposition.

### Azadliq newspaper



During one month, Azadliq newspaper published only 63 articles containing 169 thousand 916 characters relevant to monitoring. This constitutes 12% of all articles. 65% (113 211 characters) of Azadliq's articles were against the authorities and their supporters. 5% (3141 characters) were informational-educational. 14% (24388 characters) of articles were against the opposition and its supporters, and 5% (8332 characters) were neutral. 5% (8361 characters) of articles were in favor of the authorities and their supporters, and only 4% belonged to the category of news-campaigning.

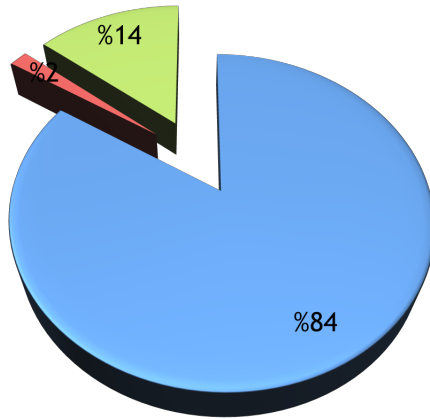
### Azerbaijani newspaper



During October, 111 information pieces published in Azerbaijani Parliament's official newspaper Azerbaijan were evaluated as part of the monitoring. Azerbaijan makes up 23% of all articles. 88 of its information (240 855 characters) matched the category of informational-educational, which makes up a 77% portion of all pieces. The remaining 21%, i.e. 23 pieces 533 characters) were in favor of the authorities and supporters. One article was against the opposition and supporters. Thus, Azerbaijani newspaper did not publish any article falling into the remaining 4 categories such as neutral, against the authorities, or in of the opposition. The picture here is very similar to TV channels.

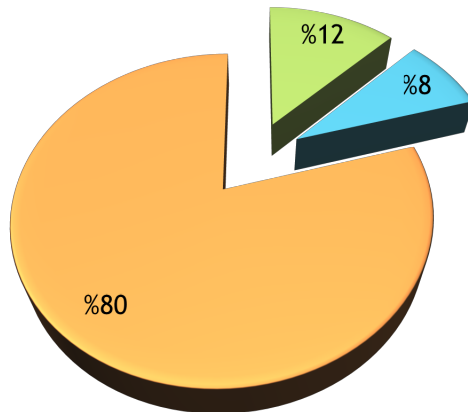
## Azertac Information Agency

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- Educational-informational
- News-campaigning
- In favor of authorities and their supporters
- Against authorities and their supporters
- Balanced information
- In favor of opposition and its supporters
- Against opposition and its supporters

official website of the official state agency AzerTAc Information Agency, 108 articles (186 842 characters) monitored during October. 84% of them (157383 characters, 96 information pieces) were informational-educational. The remaining 14% (22 information pieces, 26230 characters) were assessed as in favor of authorities and their supporters. 2% of information were assessed as campaign materials. Like the Azerbaijan newspaper, Azertac published no articles into the remaining 4 categories.



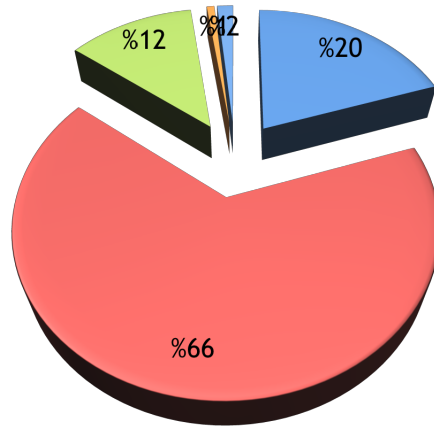
- Educational-informational
- News-campaigning
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- Against authorities and their supporters
- Balanced information
- In favor of opposition and its supporters
- Against opposition and its supporters

## Contact.az

Contact.az had the least number of monitored articles among the media in its category. Its 15 monitored articles containing 28006 characters constituted 2% of the total figure. 8% of these articles (9articles, 2249 characters) were neutral. 12% (2 articles, 3489 characters) were in favor of the authorities and their supporters. A 80% portion (8 articles, 22268 characters) were assessed as in favor of the opposition and its supporters. The figures for the rest of the categories (against the opposition, against the authorities, campaigning and educational) were zero.

## Lent.az

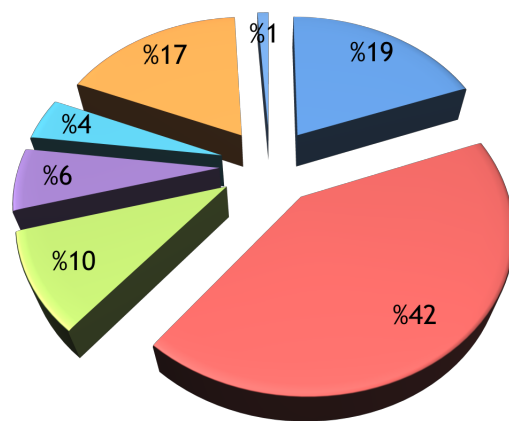
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f a v o r  
1 %  
a n d  
f a v o r



- Educational-informational
- News-campaigning
- In favor of authorities and their supporters
- Against authorities and their supporters
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- In favor of opposition and its supporters
- Against opposition and its supporters

During October, 66 information pieces (151176 characters) published on Lent.az were assessed within framework of the monitoring. More than 2/3 of these articles were of news-campaigning nature. 12% (18839 characters-6 articles) of articles were assessed as in of the authorities and their supporters, 20% (30523 characters, 22 articles) as educational-informational, (2381 characters-1 article) as against the opposition its supporters, and 1% (1139 characters-1 article) as in of the opposition and its supporters.

## Yeni Musavat newspaper



- Educational-informational
- News-campaigning
- In favor of authorities and their supporters
- Against authorities and their supporters
- Balanced information
- In favor of opposition and its supporters
- Against opposition and its supporters

Yeni Musavat newspaper had the highest number of monitored articles among the monitored mass media in October. It accounted for 156 of 520 information pieces published in all monitored online media combined, and made up 39% of all articles with 533 thousand 727 computer characters. The largest portion of articles, i.e. 42%, fell into the category of news-campaigning. A 10% portion was in favor of the authorities and their supporters, while the relevant figure in favor of the opposition and its supporters was 18%. Educational articles comprised 19% of all articles on Yeni Musavat. 6% of articles were assessed as against the authorities and their supports and 4% as neutral. Only a 1% portion was assessed as against the

opposition and its supporters. In addition, Yeni Musavat newspaper's website advertised two candidates' banners and disseminated two different campaign videos during the campaign period.



