



GEORGIAN
PUBLIC BROADCASTER
ITV.GE

Pre-election

Monitoring Report


2021
ELECTION

Pre-election Monitoring Report

Election Subjects Coverage on the First Channel (from August 13 to September 13)

General information about the internal monitoring of the Public Broadcaster:

Since August 13, the Public Broadcaster has been conducting internal monitoring of the coverage of the October 2, 2021 elections of the representative body of the municipality - Sakrebulo and the mayor of the self-governing city / self-governing community.

Monitoring aims to measure the quantitative data of the time allocated to the monitored subjects.

As last year, the monitoring is carried out through a specially designed program, with a link to the TV program / story on each record. The information covered is processed by monitors trained according to the specifics of different platforms and broadcasts.

The monitoring methodology is based on international practice. [Methodology in detail](#)

Individual components of media monitoring will be published permanently during the monitoring period, and the full report will be available after the election process ends.

Election Subjects Coverage on the First Channel

(August 13 to September 13)

The report covers Moambe (Moambe (12:00), Moambe (15:00), Moambe (18:00), Moambe (21:00)) and the socio-political program "Akhali Kvira" ("New Week"). The following were measured in these programs:

- Quantitative data of covered election topics and allocated time (per month)
- Time Allocated Directly to Election Subjects (per month)
- Dynamics of election subjects' coverage (7-day periods)

The number of election topics covered in the above-mentioned programs during the reporting period is 714, the allocated time is 25:18:10 (twenty-five hours, eighteen minutes and ten seconds).

According to the monitoring, the coverage is carried out in accordance with the activity of the election subjects. The number of directly covered subjects is 25, including the coverage of independent candidates which is shown in total. The time allotted to the election subjects

(speakers) is 10:30:36 (ten hours, thirty minutes and thirty-six seconds). “Georgian Dream” and “National Movement” remain the most active subjects of the current election campaign, with “Third Power” and “Lelo” having a high rate of direct coverage.

(Table # 1 - Direct coverage of election subjects with indication of allocated time and percentage distribution. August 13 - September 13)

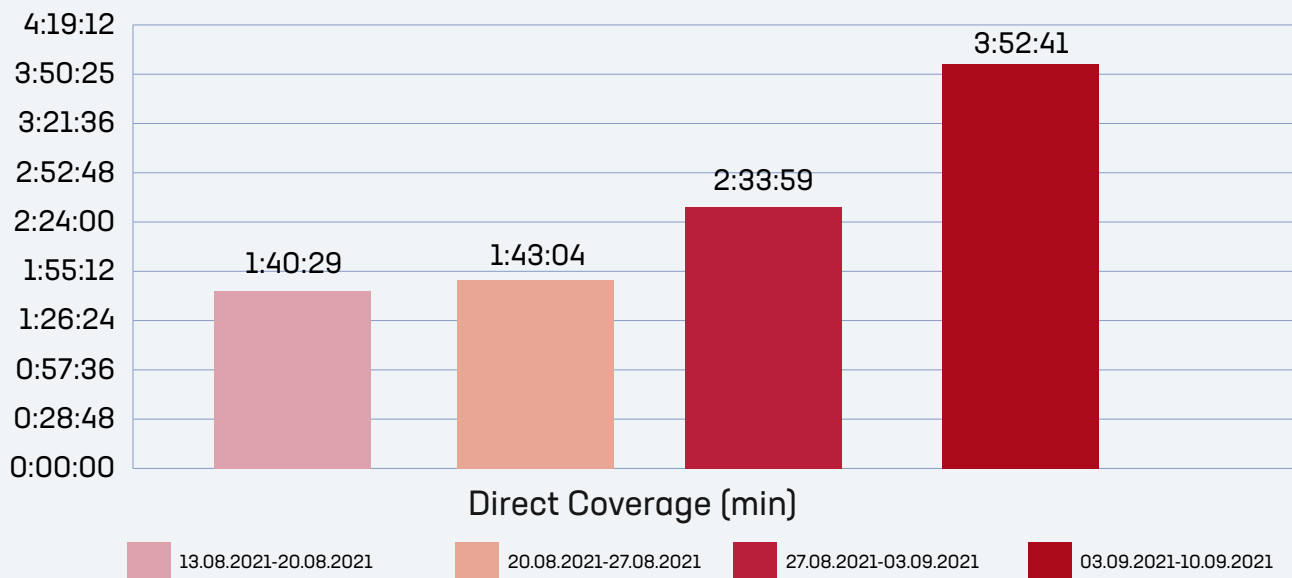
Election subject	Direct coverage (min)	Direct coverage (%)
Georgian Dream - Democratic Georgia	02:01:49	19.32%
United National Movement	02:00:07	19.05%
Third Power	01:23:17	13.21%
Lelo	01:14:26	11.80%
European Georgia - Movement for Liberty	00:43:30	6.90%
Gakharia - for Georgia	00:36:41	5.82%
Aleko Elisashvili - Citizens	00:27:10	4.31%
Girchi	00:25:24	4.03%
Shalva Natelashvili - Georgian Labour Party	00:23:07	3.67%
Zurab Girchi Japaridze: Girchi - more freedom	00:17:47	2.82%
Elene Khoshtaria - Droa	00:12:22	1.96%
European Democrats	00:10:05	1.60%
Ana Dolidze - for the people	00:07:39	1.21%
Political Union of Citizens Law and Justice	00:06:44	1.07%
Davit Tarkhan-Mouravi, Irma Inashvili - Alliance of Patriots of Georgia	00:04:14	0.67%
Davit Chichinadze - Tribuna	00:03:32	0.56%
Free Georgia (Zaza Khatiasvili, Kakha Kukava, Grigol Jojua)	00:03:12	0.51%
Peoples Party	00:03:11	0.50%
Giorgi Laghidze - Future Georgia	00:02:40	0.42%
Independent candidate	00:01:45	0.28%
European Socialists	00:00:34	0.09%
For social justice	00:00:26	0.07%
Progressive Georgia	00:00:21	0.06%
Third way	00:00:18	0.05%
Sakartvelo	00:00:15	0.04%
Total	10:30:36	100%

[Chart # 1 - Direct coverage of election subjects by percentage distribution. 100% is the total time of direct coverage of election subjects]

Direct Coverage (%)	
Georgian Dream - Democratic Georgia	19.32%
United National Movement	19.05%
Third Power	13.21%
Lelo	11.80%
European Georgia - Movement for Liberty	6.90%
Gakharia - for Georgia	5.82%
Aleko Elisashvili - Citizens	4.31%
Girchi	4.03%
Shalva Natelashvili - Georgian Labour Party	3.67%
Zurab Girchi Japaridze: Girchi - More Freedom	2.82%
Elene Khoshtaria - Droa	1.96%
European Democrats	1.60%
Ana Dolidze - for the people	1.21%
Political Union of Citizens Law and Justice	1.07%
Davit Tarkhan-Mouravi, Irma Inashvili - Alliance of Patriots of Georgia	0.67%
Davit Chichinadze - Tribuna	0.56%
Free Georgia (Zaza Khatiasvili, Kakha Kukava, Grigol Jojua)	0.51%
Peoples Party	0.50%
Giorgi Laghidze - Future Georgia	0.42%
Independent candidate	0.28%
European Socialists	0.09%
For social justice	0.07%
Progressive Georgia	0.06%
Third way	0.05%
Sakartvelo	0.04%

Observations on the dynamics of election subjects' coverage show an increase in their activities as the election date approaches, thus increasing the time allotted to election subjects.

[Chart # 2 - Dynamics of time allotted to election subjects in the TV programs presented in the report]













In the pre-election period, the role of the broadcaster in informing the voters is growing. The impartial and balanced editorial policy, which is clearly seen in the strategy of election subjects' coverage on the First Channel platform, is particularly important. According to the monitoring data, most of the parties started their active election campaign on August 20. Quantitative data every seven days since this date reveals the most actively covered parties, while the leading positions are constantly changing, according to the activity of the parties.











[Charts # 3, 4, 5 - 10 Most Actively Covered Election Subjects, Percentage of Time Allocated]

Direct Coverage (August 20-27)	
United National Movement	21.83%
Georgian Dream - Democratic Georgia	20.71%
Lelo	13.29%
Zurab Girchi Japaridze: Girchi - More Freedom	7.24%
European Georgia - Movement for Liberty	7.12%
Girchi	6.42%
Aleko Elisashvili - Citizens	5.21%
Gakharia - For Georgia	5.09%
Third Power	4.08%
Shalva Natelashvili - Georgian Labour Party	2.81%

Direct Coverage (August 27- September 3)

Third Power		21.15%
Georgian Dream - Democratic Georgia		17.96%
Lelo		15.74%
United National Movement		13.69%
Gakharia - for Georgia		7.38%
European Georgia - Movement for Liberty		7.11%
Shalva Natelashvili - Georgian Labour Party		5.11%
Elene Khoshtaria - Droa		3.17%
Zurab Girchi Japaridze: Girchi - More Freedom		3.07%
Girchi		2.75%

Direct Coverage (September 3-10)

United National Movement		20.03%
Georgian Dream - Democratic Georgia		19.81%
Third Power		12.43%
Lelo		11.30%
European Georgia - Movement for Liberty		7.88%
Gakharia - for Georgia		5.09%
Shalva Natelashvili - Georgian Labour Party		4.35%
European Democrats		4.33%
Girchi		4.00%
Political Union of Citizens Law and Justice		2.42%

It is important that since September 6, at 18:00 every work day Moambe offers the viewers interviews with representatives of qualified entities participating in the elections. Political actors are given the opportunity to introduce their program and key messages to the voters.

The following election subjects have already benefited from the initiative of the news program from September 6 to 13:

1. Third Power (Interview with Sergo Chikhladze)
2. European Georgia - Movement for Liberty (Interview with Giorgi Noniashvili)
3. Citizens' Political Union Law and Justice (Interview with Tamar Charkviani)
4. United National Movement (Interview with Nika Oboladze)
5. European Democrats (Interview with Paata Davitaia)
6. Aleko Elisashvili - Citizens (Interview with Aleko Elisashvili)

Continuous monitoring and permanent assessment of results will make it possible to observe the dynamics of the election process coverage and equal distribution of television time among election subjects. In addition, it should be noted that pre-election monitoring by the Public Broadcaster emphasizes the fulfillment of the obligation under the law of impartial and balanced coverage.