

## **ANNEX II: EU EOM PARAGUAY 2018 – MEDIA MONITORING RESULTS**

The EU EOM conducted a qualitative and quantitative analysis of the prime-time coverage of a sample of Paraguayan media outlets. The monitoring of broadcast and print media was conducted from 21 March to 21 April 2018 and assessed both the amount of time and space devoted to each candidate contesting the election, as well as the tone of the coverage in which the relevant political actors have been portrayed. Television (TV) was monitored daily between 19:00 and 24:00 hours, radio was monitored daily between 7:00 and 10:00 hours and the entire content of the newspapers included in the sample was analysed.

Media outlets monitored during the campaign were:

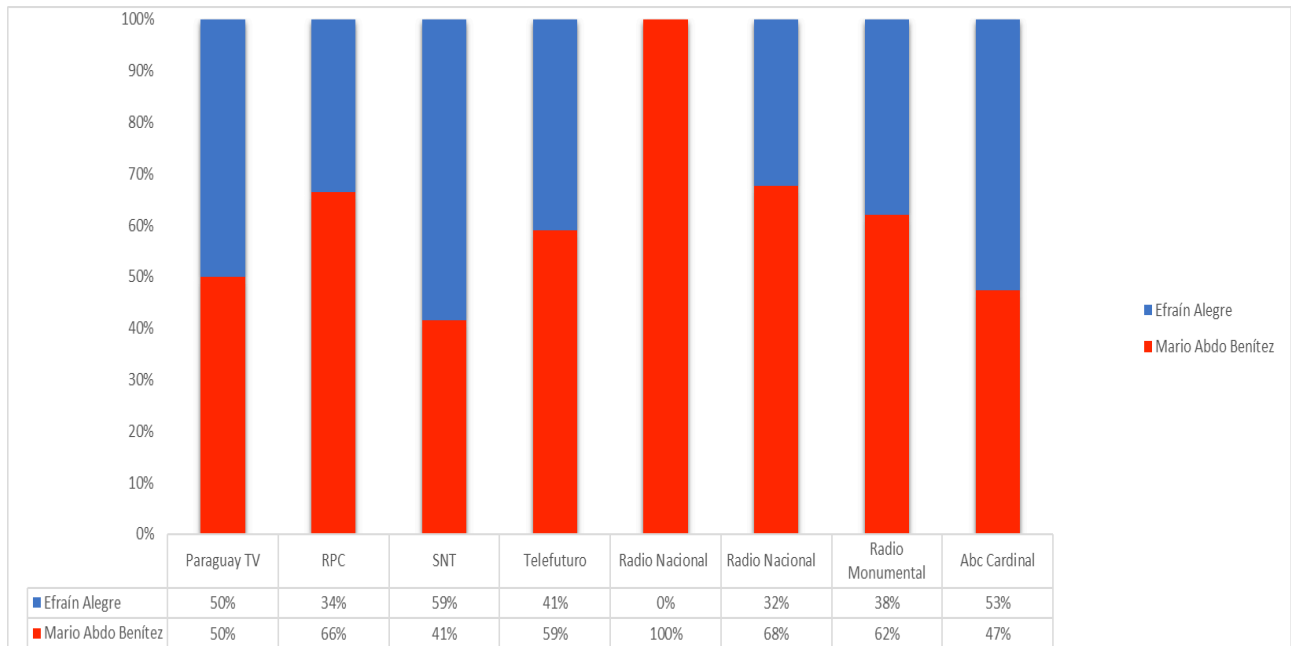
- TV channels: publicly owned *Paraguay TV* and privately owned *Red Paraguaya de Comunicación (RPC)*, *Telefuturo* y *Sistema Nacional de Televisión (SNT)*.
- Radio channels: publicly owned *Radio Nacional* and privately-owned *Radio Monumental* and *Radio Abc Cardinal*.
- Newspapers: *Última Hora*, *Abc Color* and *La Nación*.

### **HOW TO READ THE CHARTS**

- The column charts show the distribution of airtime or space (in percentage) allotted to each electoral contestant by each broadcast and print media outlet;
- The bar charts show the tone of the coverage (negative, neutral, positive) in broadcast and print media.

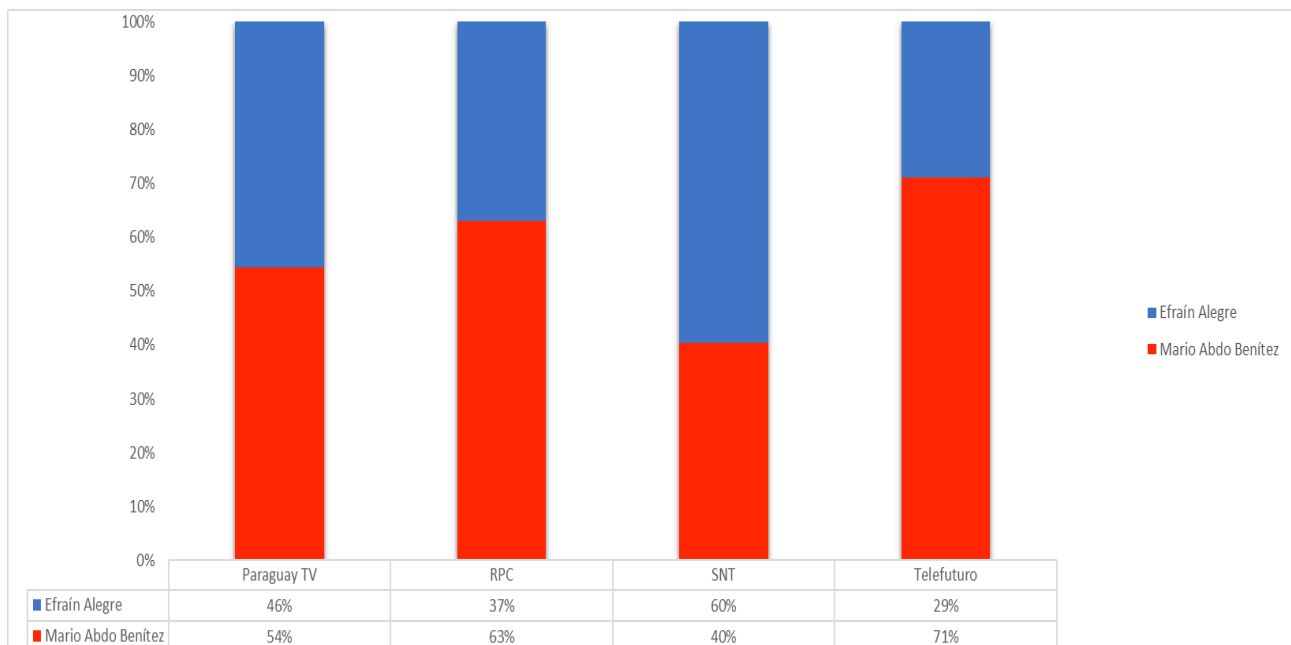
## AUDIO-VISUAL MEDIA

### All channels – all programmes: coverage of electoral contestants



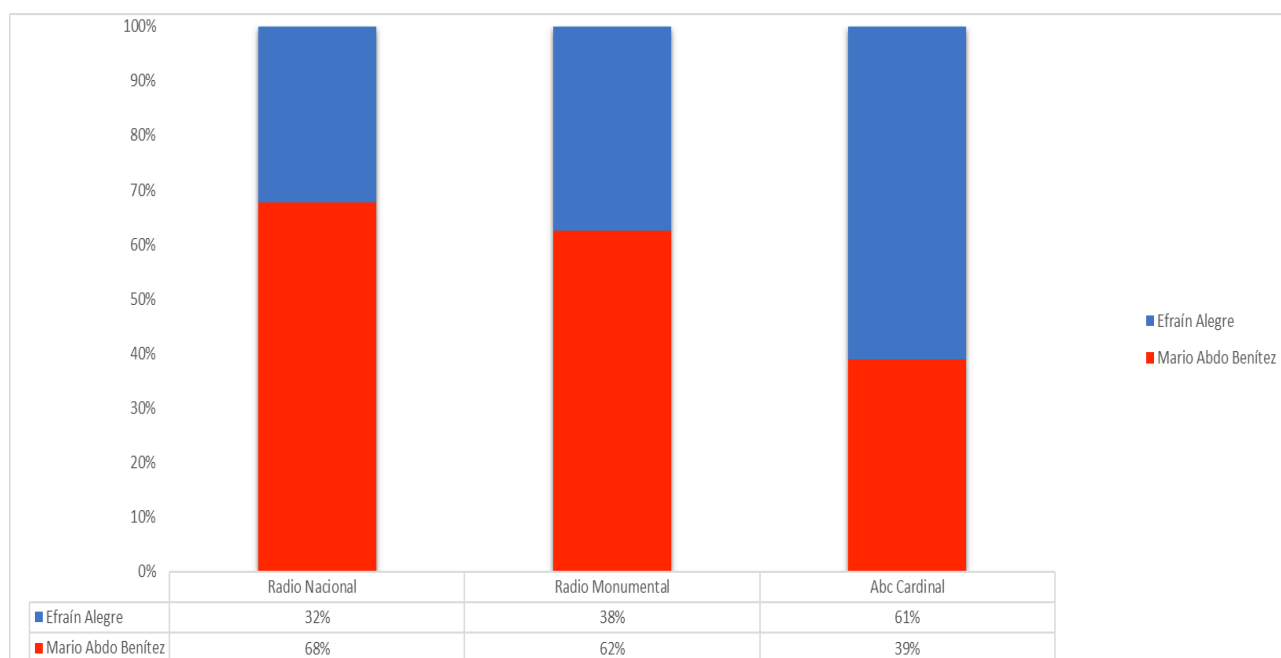
Base (minutes) : Paraguay TV (106), RPC (402), SNT (188), Telefuturo (236), Radio Nacional (10), Radio Monumental (179), Abc Cardinal (210)

### All TV channel – news programmes: coverage of electoral contestants



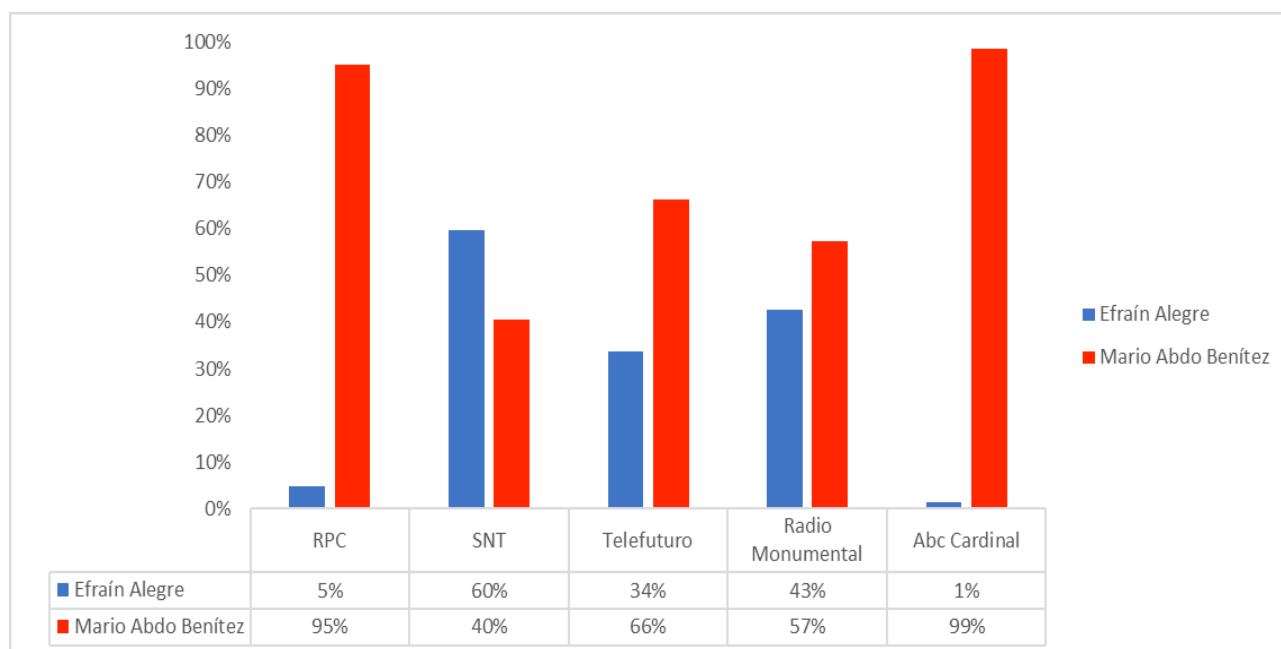
Base (minutes) : Paraguay TV (3), RPC (55), SNT (54), Telefuturo (30)

# **All radio channels – informative programmes: coverage of electoral contestants**



Base (minutes) : Radio Nacional (10), Radio Monumental (165), Abc Cardinal (180)

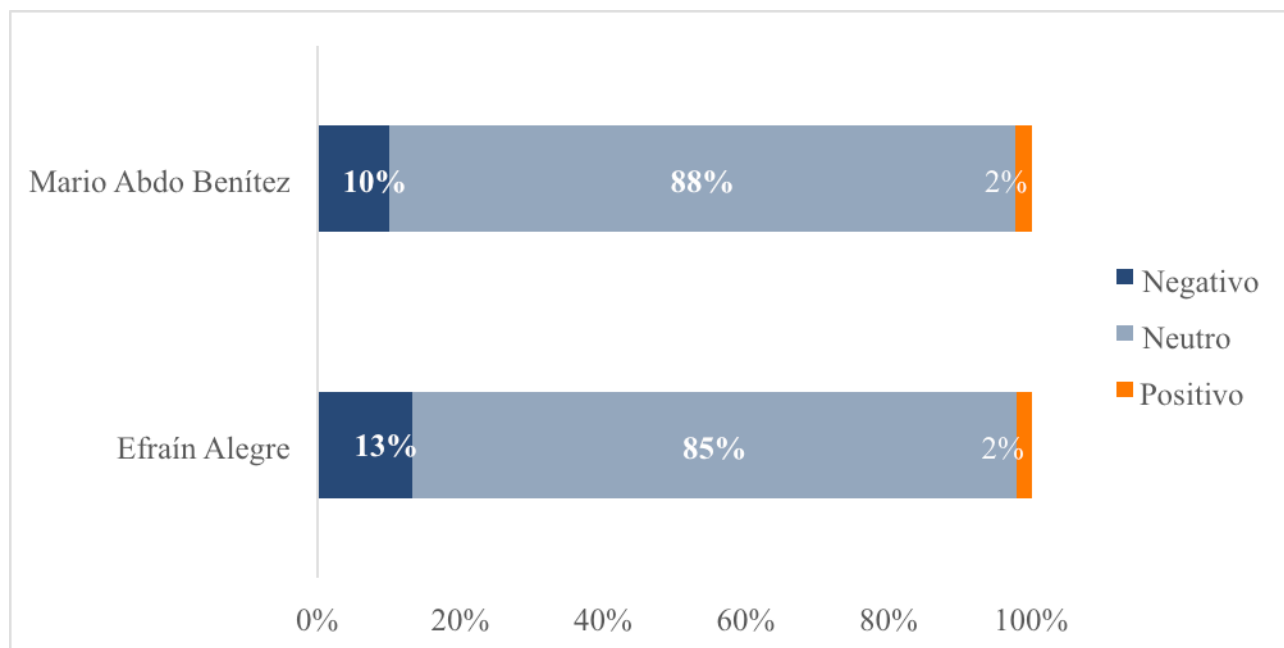
# **All channels – paid advertising**



Base (minutes) : RPC (60), SNT (126), Telefuturo (85), Radio Monumental (12), Abc Cardinal (30)

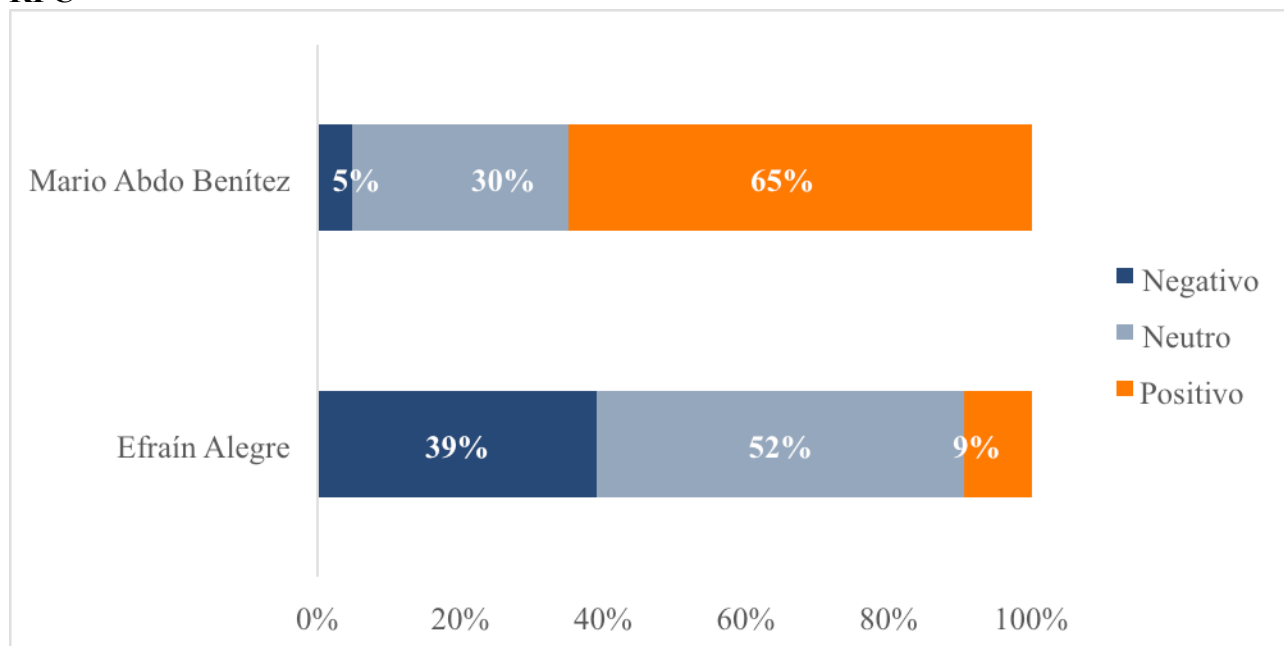
**All channels – all programmes: tone of the coverage<sup>1</sup>**

**Paraguay TV**



Base (minutes) : Mario Abdo Benítez 53, Efraín Alegre 53

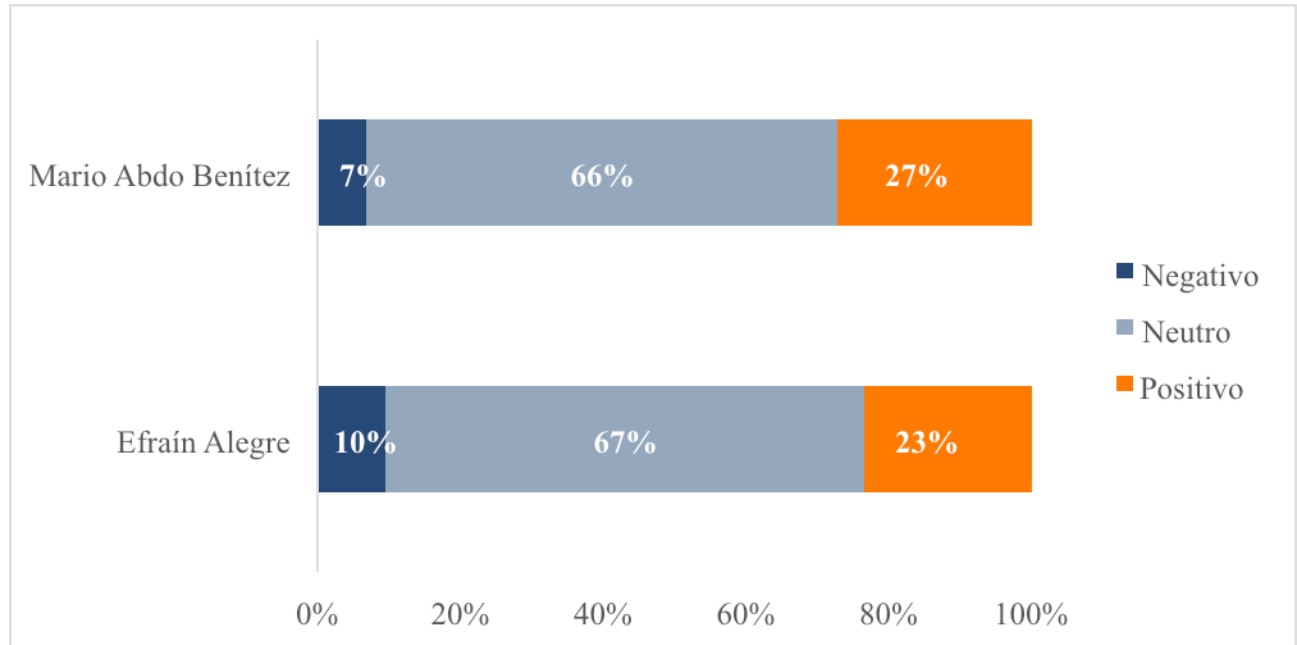
**RPC**



Base (minutes) : Mario Abdo Benítez 209, Efraín Alegre 131

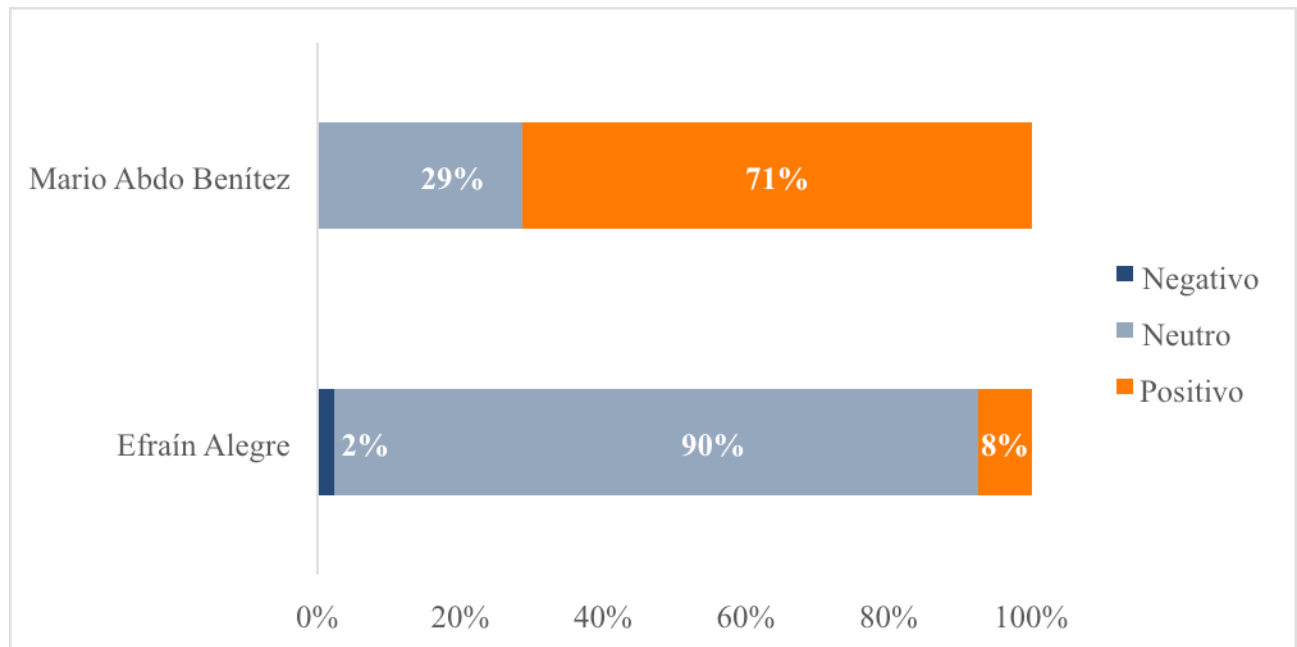
<sup>1</sup> The electoral propaganda is not taken into consideration in this part of the analysis.

## Telefuturo



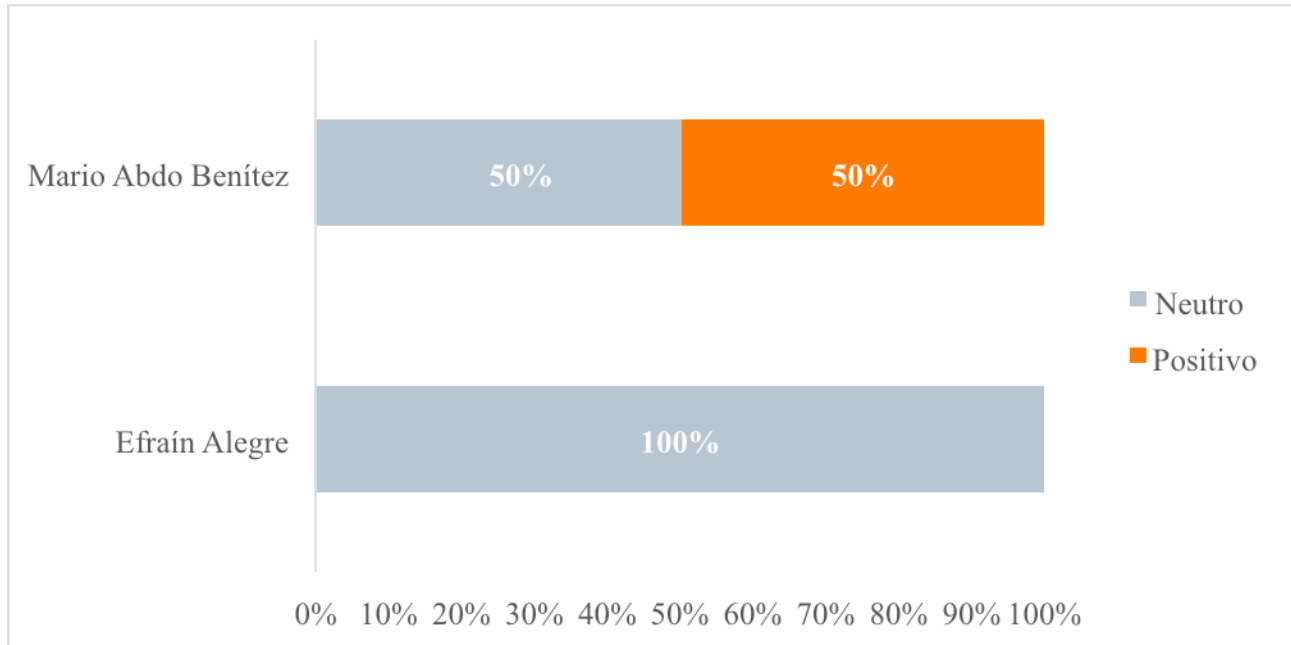
Base (minutes) : Mario Abdo Benítez 77, Efraín Alegre 73

## SNT



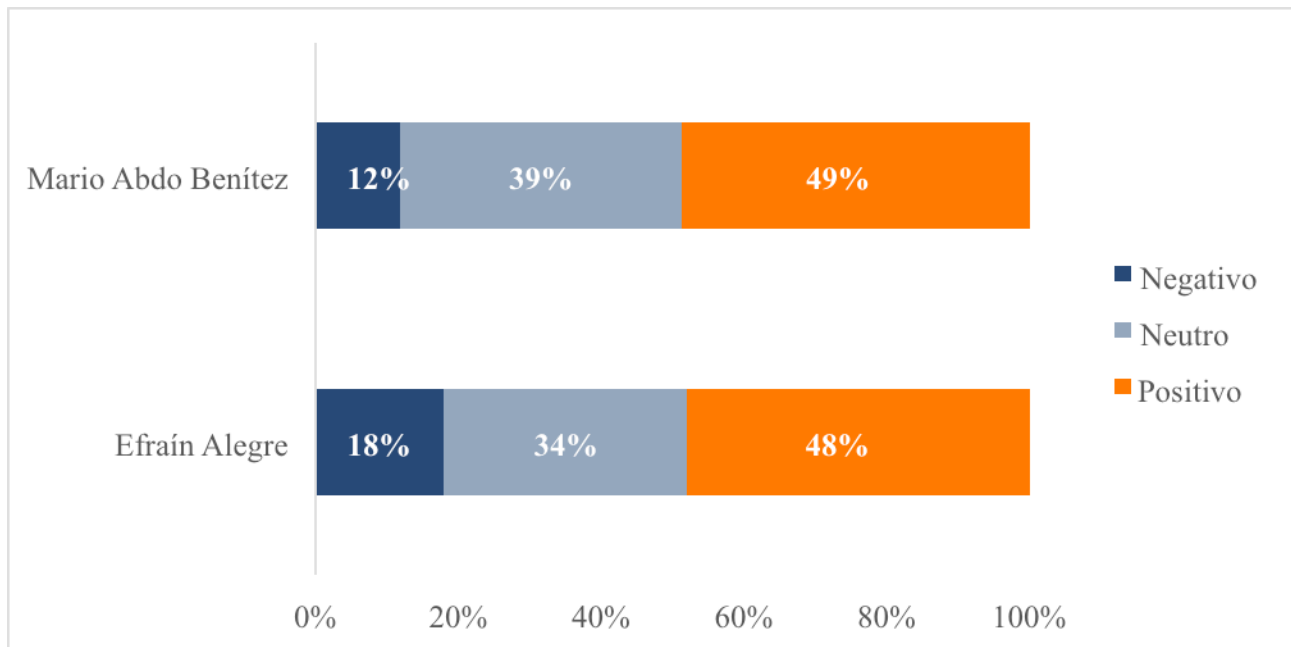
Base (minutes) : Mario Abdo Benítez 27, Efraín Alegre 35

### Radio Nacional



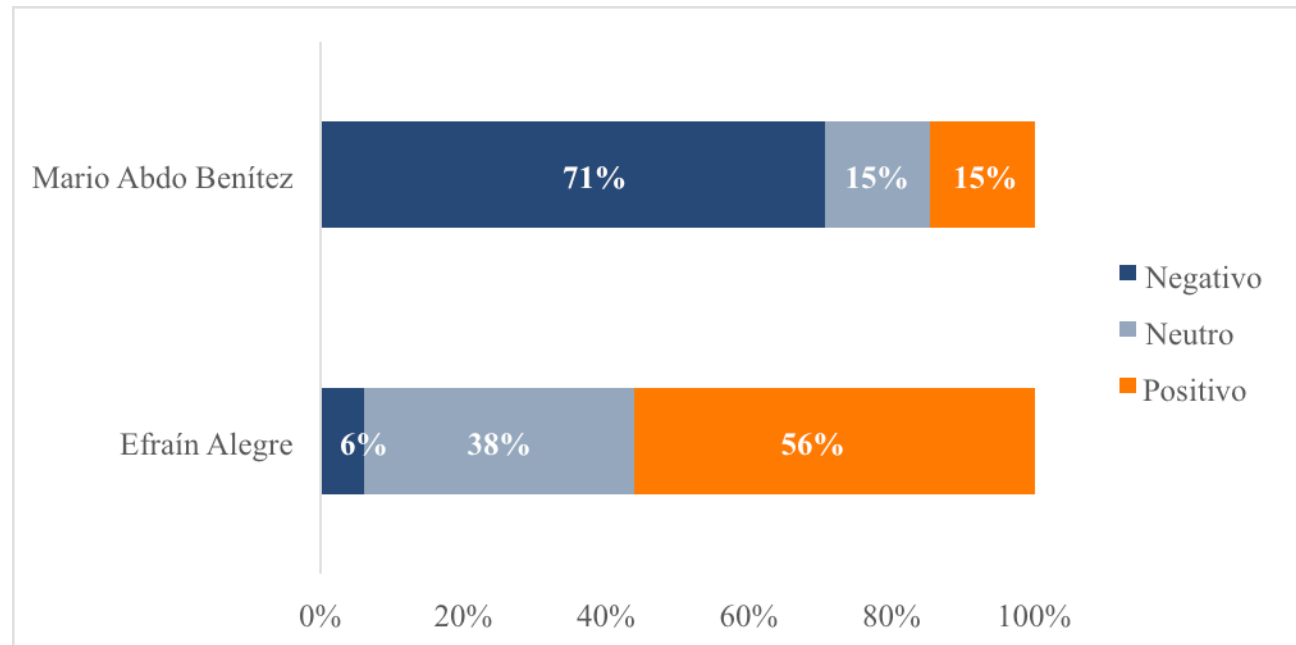
Base (minutes) : Mario Abdo Benítez 7, Efraín Alegre 3

### Radio Monumental



Base (minutes) : Mario Abdo Benítez 104, Efraín Alegre 63

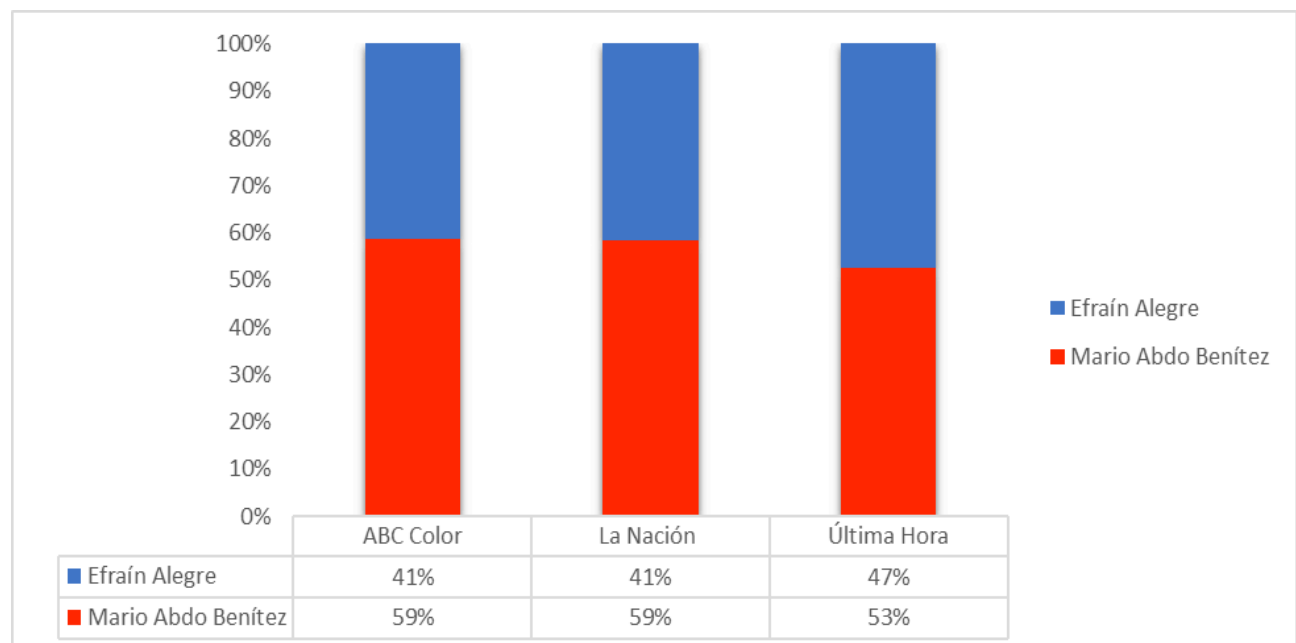
## Radio Abc Cardinal



Base (minutes) : Mario Abdo Benítez 70, Efraín Alegre 110

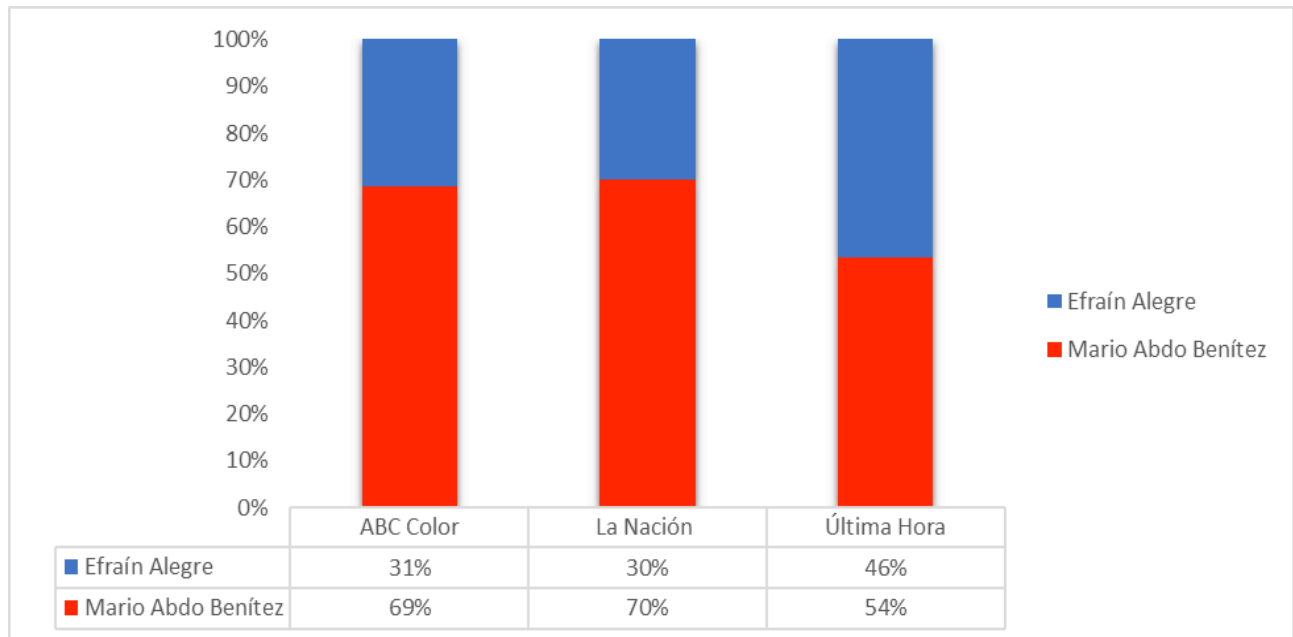
## PRINT MEDIA

**All newspapers – all pages:** coverage of electoral contestants



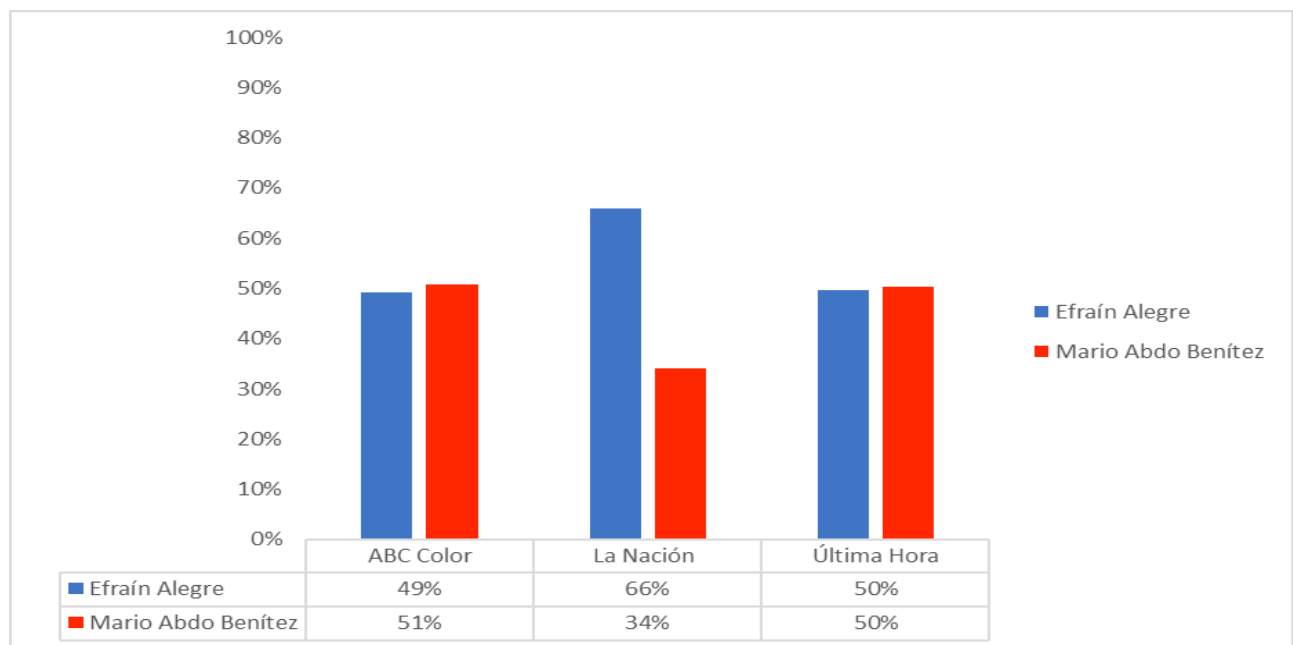
Base (square centimeters): Abc Color 48414, La Nación 21822, Última Hora 44464

### All newspapers – Front page: coverage of electoral contestants



Base (square centimeters): Abc Color 718, La Nación 1729, Última Hora 671

### All newspapers – paid advertising

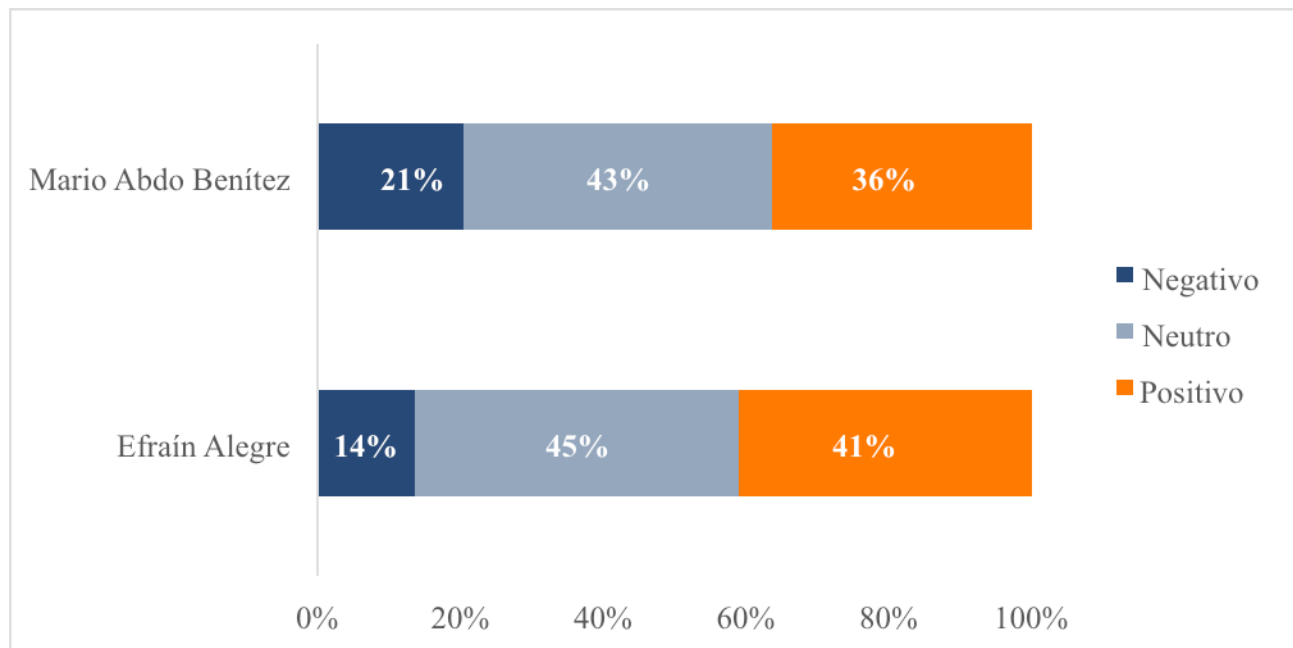


Base (square centimeters): Abc Color 28544, La Nación 1418, Última Hora 23080



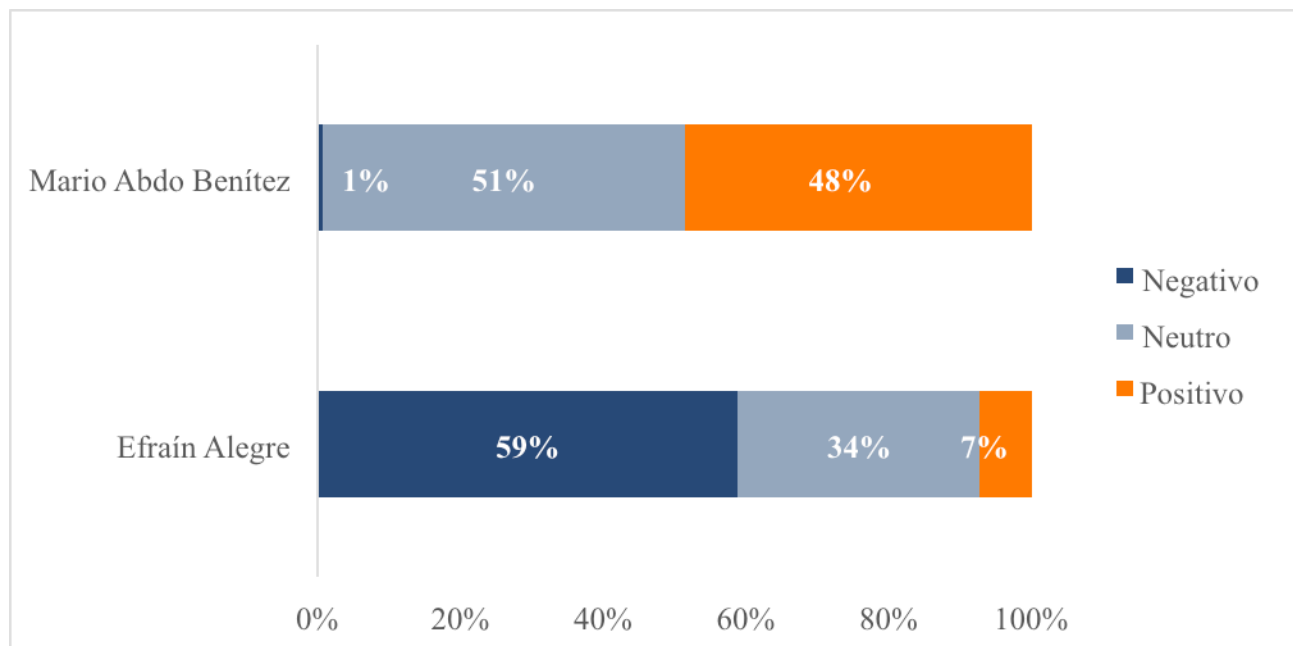
**All newspapers: tone of the coverage<sup>2</sup>**

**Abc Color**



Base (square centimeters): Mario Abdo Benítez 13883, Efraín Alegre 5943

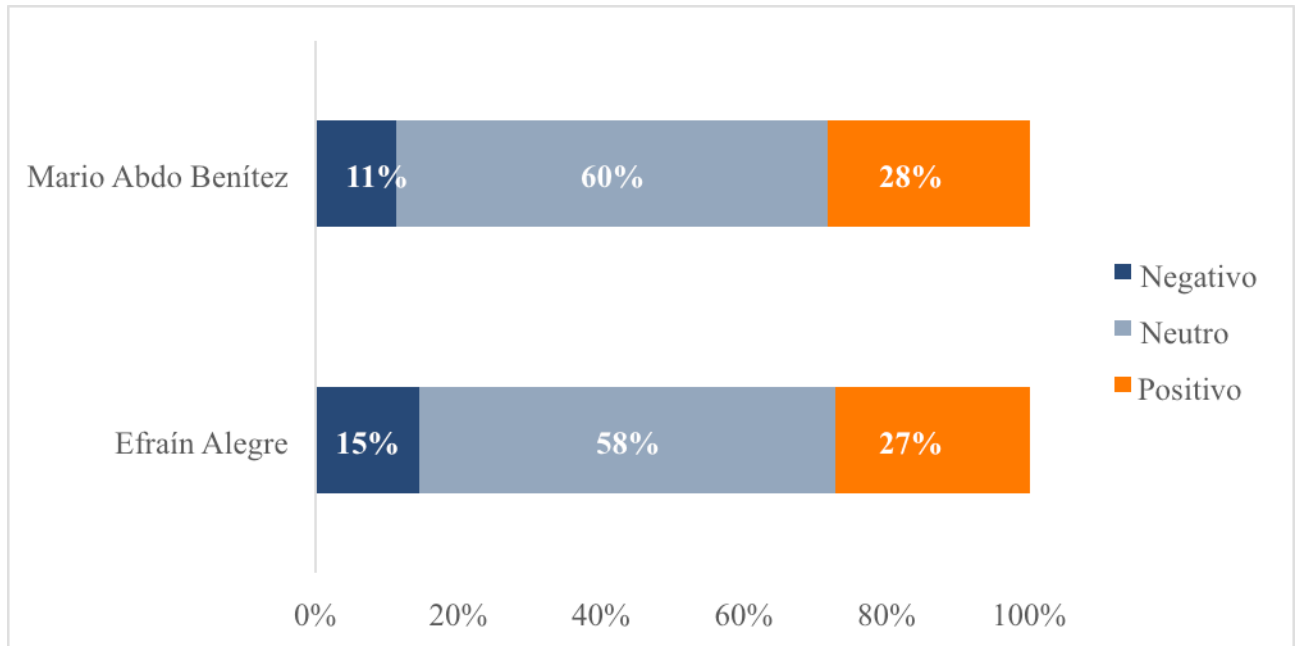
**La Nación**



Base (square centimeters): Mario Abdo Benítez 12286, Efraín Alegre 7741

<sup>2</sup> The electoral propaganda is not taken into consideration in this part of the analysis.

## Última Hora



Base (square centimeters): Mario Abdo Benítez 11796, Efraín Alegre 9206