

«Political advertisement on television»

MAIN RESULTS

1-2

Academy of Ukrainian Press
Institute of Sociology, National Academy of
Sciences of Ukraine

December 2005 - January 2006

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«Political advertisement on television» December 2005 – March 2006

PROJECT: "Political advertisement on television during the election campaign" (December 2005 - March 2006)

Model:

- Content analysis of political advertisement of parties and blocs that participate in parliamentary elections**
- 10 leading Ukrainian TV channels**
- The third entire week of every month**
- 19:00 - 23:00**

- The project is carried out by the scientific collectives of the Academy of Ukrainian Press and Institute of Sociology of National Academy of Science under the support of OSCE. Project leaders are Dr. Nataliya Kostenko and Dr. Valeriy Ivanov.**

METHODOLOGY

Research goal:

- **Monitoring of the volume and contents of the political advertisement of parties and blocs**
- **The first wave: December 2005**
- **The second wave: January 2006**

SAMPLING:

■ channels

UT-1
1+1
Inter
New channel
ICTV
STB
TRK Ukraine
5th channel
Tonis
NTN

- **19-24 December 2005**
- **16 -21 January 2006**
- **19:00 – 23:00**
 - **except for news programmes and movies**
- **240 hours of air-time**
- **649 advertisements/22998 sec of advertisement**
- **1148 advertisements/33886 sec of advertisement**

METHOD: content analysis of audiovisual information

- Content analysis was carried out by 5 operators. Strategy safety factor: 85-95%
- Digital videotape recordings were provided by the Academy of Ukrainian Press

METHODOLOGY

MAIN CHARACTERISTICS

- amount of advertisement of political party/bloc (in the flow, on each channel)
 - portion of advertisement of a political party/bloc in the advertisement flow (number of advertisements/ sec)
- explicit & hidden advertisement of a political party/bloc
- image of a political party/bloc / value context of an advertisement
- anti-advertisement volume

MAIN DEFINITIONS:

- **PARTY (BLOC) ADVERTISEMENT /ADVERTISEMENT MESSAGE** – any positive or neutral mentioning of a party/bloc
 - any positive or neutral mentioning of a party/bloc/person during an election campaign performs an advertising function
- **TYPES OF ADVERTISEMENT** –
 - explicit advertisement – special advertisement product/political program that positions a party/person as a subject of an election campaign (commercials, mentioning of sponsorship, presence in TV programmes etc.)
 - hidden advertisement (mentioning about a party/person “on occasion”, mentioning about a party/person without naming them)
- **ANTI-ADVERTISEMENT** – any ironic or negative mentioning of a party/bloc/person
- **ADVERTISEMENT FLOW** – the sum of all advertisement messages, broadcasted by a channel/channels at the definite period of time

MAIN RESULTS

POLITICAL ADVERTISEMENT DURING THE ELECTION CAMPAIGN December 2005

- **Advertisement strategies of the channels:** domination of the attention to the bloc “Our Ukraine”, current government and the president V.Yushchenko; personification of the advertisement messages; advantage of the advertisement strategies of channels over the advertisement activity of parties and blocs
- **Advertisement strategies of parties and blocs:**
 - A slow start of the advertisement campaign
 - Pro & Contra: combination of the advertisement and anti-advertisement in a specialized advertisement product and political programmes
- **Dominant:**
 - Criticism of the current government
- **Advertisement images:** accent on traditional values, social security and quality of the management of state affairs

MAIN RESULTS

POLITICAL ADVERTISEMENT IN THE ELECTION CAMPAIGN December 2005

The first month of the election campaign: advertisement in political TV programs

- ❑ Two weeks before the closing date of application at the CEC for participation in the election, main aspirants for seats in the Parliament are present in the advertisement flow
- ❑ Concerning the number of advertisements, most of them are on UT-1 (22%), 5th channel (17%) and 1+1 (14%). Concerning the amount of time – on the channels UT-1 (23%), ICTV (18%) and 1+1 (17%)
- ❑ In December, as to the advertisement share leaders are “Our Ukraine” (22%), the party of ecological rescue (11%) and the bloc PORA-PRP (11%), and concerning the amount of time “Our Ukraine” (21%) and the People’s Bloc of Lytvyn (13%). Most advertisements of “Our Ukraine” are presented on 1+1 (39%), Tonis (32%) and UT-1 (28%). On Inter, most advertisements are for an anonymous candidate (30%) and the Party of ecological rescue (26%), whose advertisements also prevail on the channel TRK Ukraine (52%)
- ❑ Explicit advertisement prevails on Tonis (62%) and STB (60%) and is not represented on the New channel. The program “Freedom of speech” on ICTV conditions on this channel the domination of political advertisement in other programs
- ❑ Special advertisement product prevails in the advertising of the party “Viche” (74% of advertisements and 83% of time) and the Party of Regions (61% and 60% correspondingly)
- ❑ The amounts of anti-advertisement make up 12% of advertisements and 32% of time in the general advertisement flow. Anti-advertisement occupies 67% of time on ICTV and 65% on NTN and is absent on the channel Tonis. Main object of anti-advertisement – current government and the bloc “Our Ukraine”
- ❑ 52% of all advertisements contain mentioning of social values, 39% of advertisements contain political values
- ❑ In advertisement messages of December advertisement campaign leaders – “Our Ukraine”, EKO+25% and PORA-PRP – traditional values of family and health are predominating: 31%, 97% and 19% correspondingly. In the advertisement of the Party of Regions social security occupies the first place (61%), in advertisement of the party “Viche” – justice, ideals and social harmony (55%), BYT – professionalism of the management (13%)

MAIN RESULTS

POLITICAL ADVERTISEMENT DURING THE ELECTION CAMPAIGN January 2006

- Advertisement strategies of the channels: increase of air-time for advertisement activity of parties and blocs; positioning of the president V. Yushchenko as a participant of the election campaign; tolerant attitude to anti-advertisement
- Advertisement strategies of parties and blocs:
 - Gradual raise of intensity of the advertisement campaign due to explicit advertisement, that is self-presentation of blocs and parties
 - Stable representation of the rule Pro & Contra in the context of the rapid growth of the quantity of anti-advertisement
 - Self-advertisement as anti-advertisement of others
 - Differentiation of advertisement strategies: between active use of special products and presence in other programmes
- Dominant:
 - The current government vs Party of Regions
- Advertisement images: more significant accent on the social values in comparison with the political values; social ideals, social security and the leaders' qualities as the dominant values of the explicit advertisement

MAIN RESULTS

POLITICAL ADVERTISEMENT IN THE ELECTION CAMPAIGN January 2006

The second month of election campaign: noticeable increase of advertising intensity

- ❑ In comparison with December, the number of advertisements increased in January in 1.8 times (from 649 to 1148), and in the air time figures – in 1.5 times (from 22998 sec to 33886 sec). In the third week of January, 24 from 45 parties and blocs, participating in the election process, are mentioned on 10 channels in the prime-time
- ❑ Almost each third advertisement was shown on the 5th channel (29%), that is twice as much as on UT-1 (15%), and on 1+1 (14%). However, concerning the amounts of time allocated for advertisements, the first place is occupied by ICTV (23%), which is more than on 1+1 (17%), the 5th channel (16%) and UT-1 (15%). The second month at a run the least number of advertisements is on the TRK Ukraine – 3% in January and 4% in December
- ❑ In January, the advertisements share of the Party of Regions increased in 4.8 times (from 4,3% to 20,7%), that made it leader in the advertisement campaign. Almost two times fewer advertisements have the People's bloc of Lytvyn (12%) and the bloc "Our Ukraine" (11,5%). As to the amounts of advertisement time, the hierarchy changed a little: "Our Ukraine" – 23% (in December 21%), Party of Regions – 20% (in December 5%) and the People's bloc of Lytvyn 11% (13%).
- ❑ The advertisements of "Our Ukraine" is represented most of all in the advertisement flow on the channel UT-1 (27%) and 1+1 (24%, and regarding the time share – 79%). On the channel NTN 50% of advertisements are for the Party of Regions (53% as to the time share). On the TRK Ukraine, the advertisements of CPU (40%) and the People's Rukh "For unity" (46%) are prevailing. On the channel Tonis, the most advertisements are of the bloc "Not yes!" – 45% (as to the time – 11%)
- ❑ In January, political persons are mentioned in 72% of advertisements (in December 68%). Advertising of the Party of Regions represents its leaders – V. Yanukovych (19% of mentioning), T.Chornovol (19%), R. Akhmetov (19%), N. Karpachova (19%) and Y. Kushnaryov (18%). Among other leaders V. Lytvyn is mentioned most often (11%)

MAIN RESULTS

POLITICAL ADVERTISEMENT IN THE ELECTION CAMPAIGN January 2006

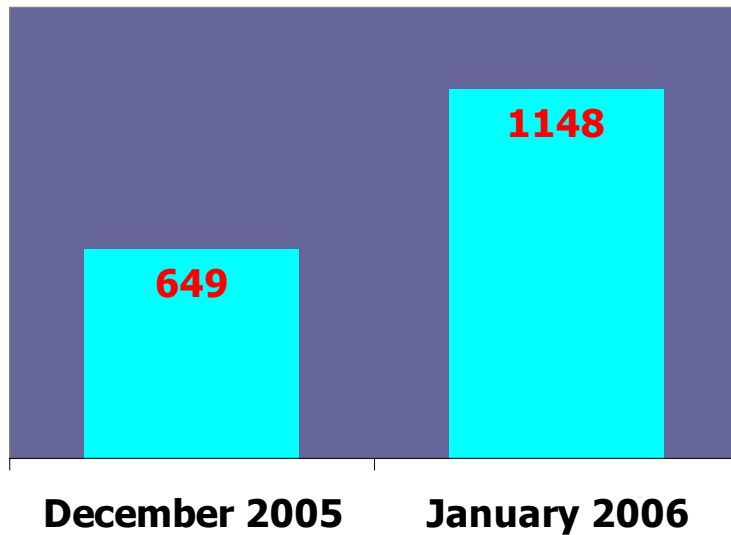
- ❑ In comparison with December, the share of special advertisement product in the flow increased in 2.8 times (from 21% to 58%), and in the time figures in 3.3 times (from 15% to 50%). Explicit advertisement makes up more than a half of advertisements on 7 channels from 10 – except Tonis (35%), 1+1 (38%) and UT-1 (49%). As to the air time, advertisement in other programs with political character prevails on ICTV (59%) and 1+1 (46%)
- ❑ 5 participants of the election process are represented exceptionally by special advertisement products – PNERU, Patriots of Ukraine, PRU “For unity”, European capital and bloc of B. Oliynyk and M. Syrota. Advertisement videos dominate in the advertising of the Party of Regions (92% of advertisements and 95% of time) and CPU (88% and 89% correspondingly). In the television air in January, explicit advertisement of the BYT and SPU is practically absent (7% and 9% in time amounts), but they are present in other programs (90% and 86% of time correspondingly)
- ❑ The shares of anti-advertisement increased from 12% of advertisements and 32% of time in the general advertisement flow in December to 29% and 39% correspondingly (in 2.4 times as to messages by the general increase of advertisements in 1.8 times). Anti-advertisement prevails in the advertisement flow on Inter (68% of advertisements and 71% of time). As the month before, they are absent on the Tonis channel. As to the advertisements share, the main objects of anti-advertisement are the current government (12%) and the Party of Regions (10%), as to the time share – the Party of Regions (17%) and the current government (12%)
- ❑ In comparison with December, a greater emphasis in advertisements of January is placed on social values rather than on political: social values are mentioned in 64% of advertisements and political in 36% (52% and 39% correspondingly in December)
- ❑ In January, the party ideals (25%), social security (22%) and moral traits of the leaders (18%) are brought to the forefront, while in December traditional values of the family, health (23%) and social participation (14%) prevailed.

POLITICAL ADVERTISEMENT

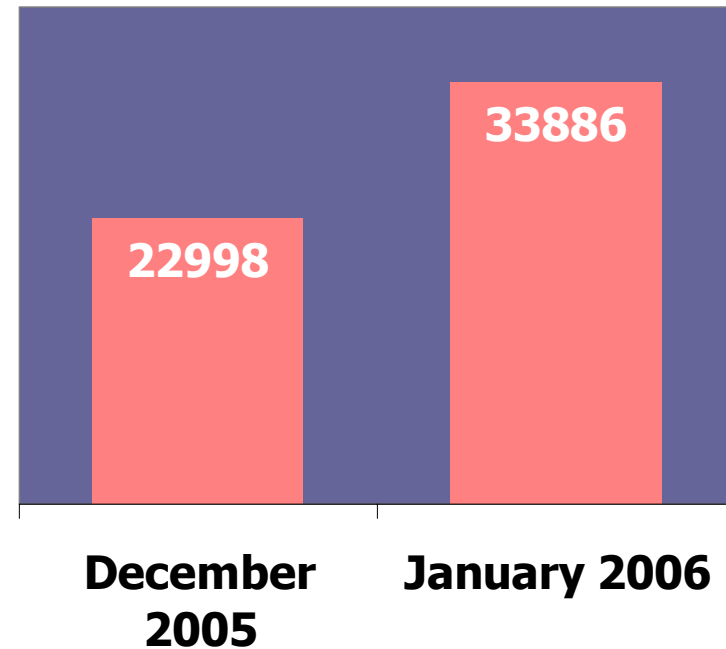
ADVERTISEMENT FLOW *January 2006, prime-time*

19-24 December 2005
16-21 January 2006

NUMBER OF ADVERTISEMENTS

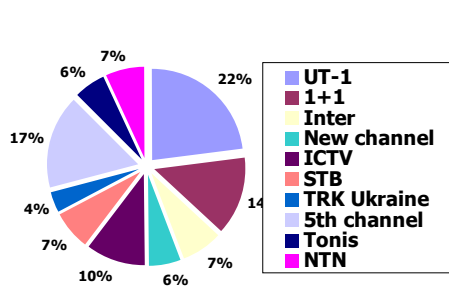


TIME (SEC)

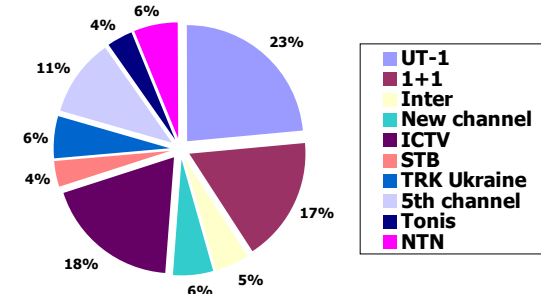


POLITICAL ADVERTISEMENT

ADVERTISEMENT FLOW January 2006, prime-time

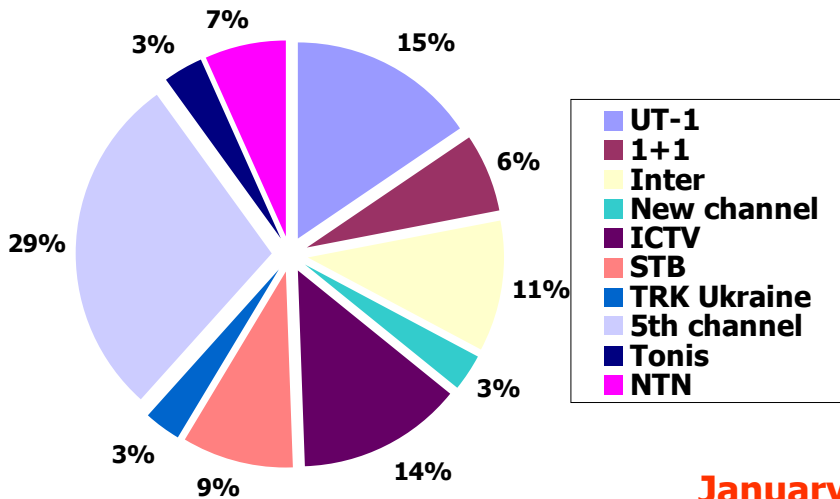


December 2005

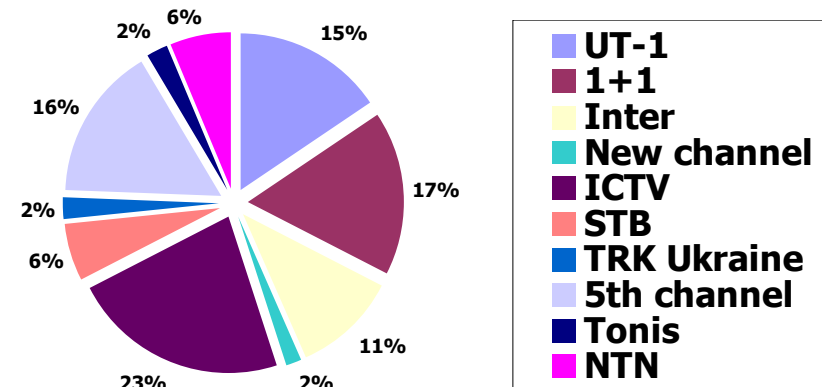


N=649 advertisements

N=22998 sec



January 2006

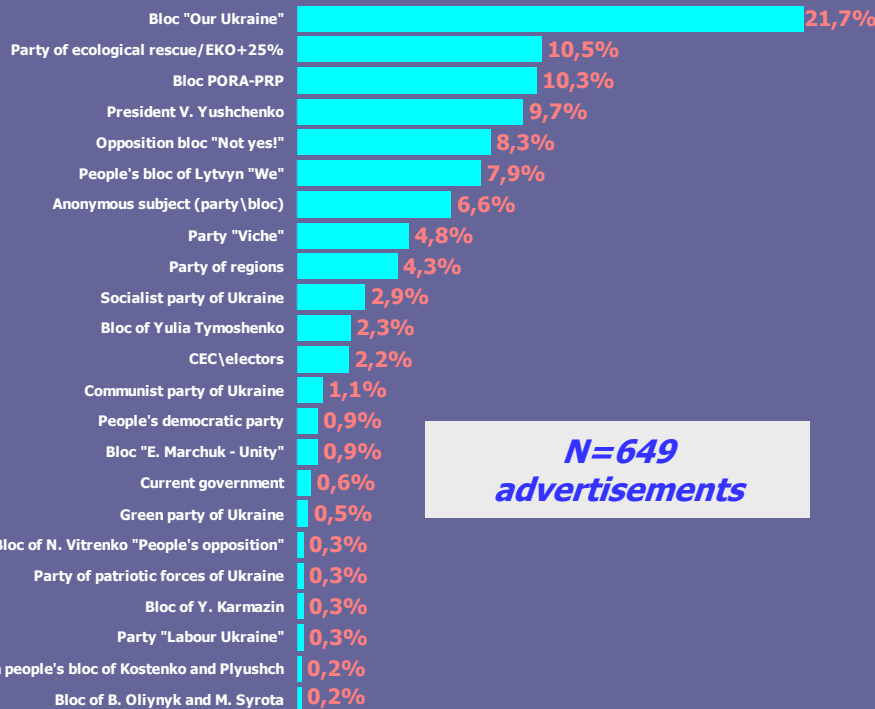


N=1148 reports

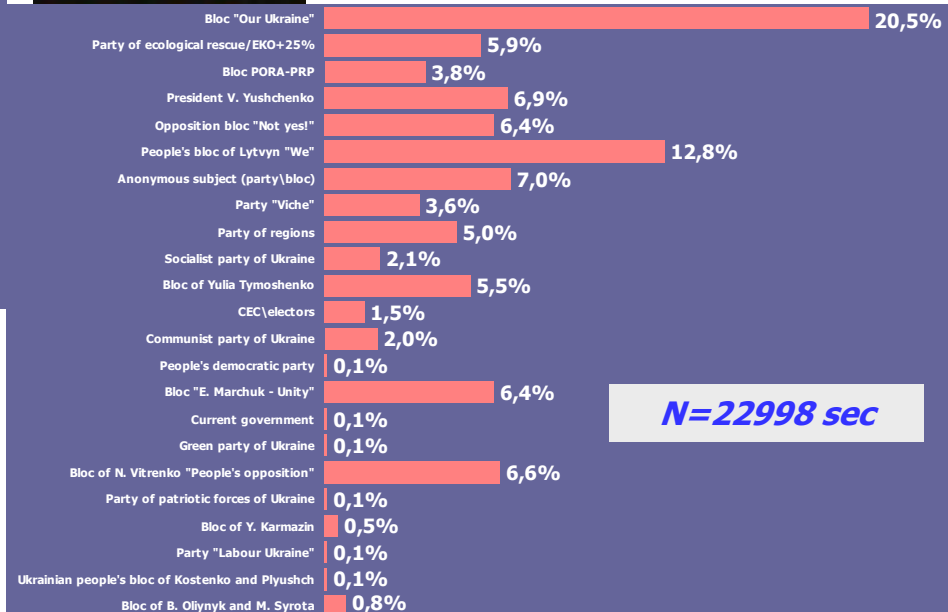
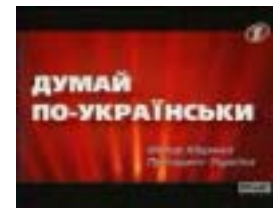
N=33886 sec

POLITICAL ADVERTISEMENT

ADVERTISEMENT OF POLITICAL PARTIES AND BLOCS December 2005, prime-time



**N=649
advertisements**

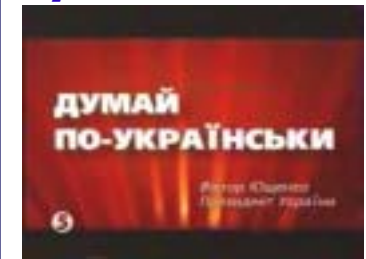
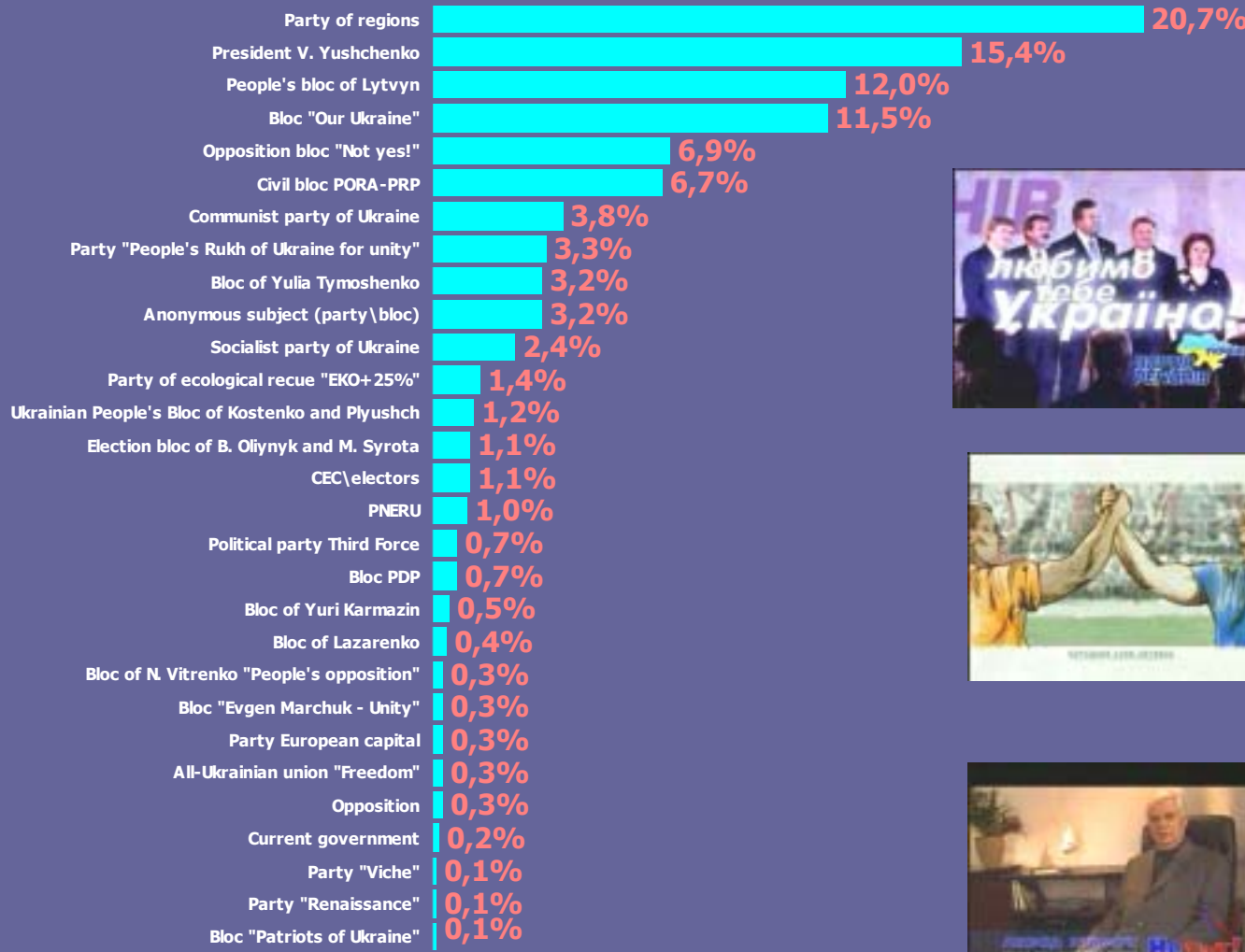


N=22998 sec



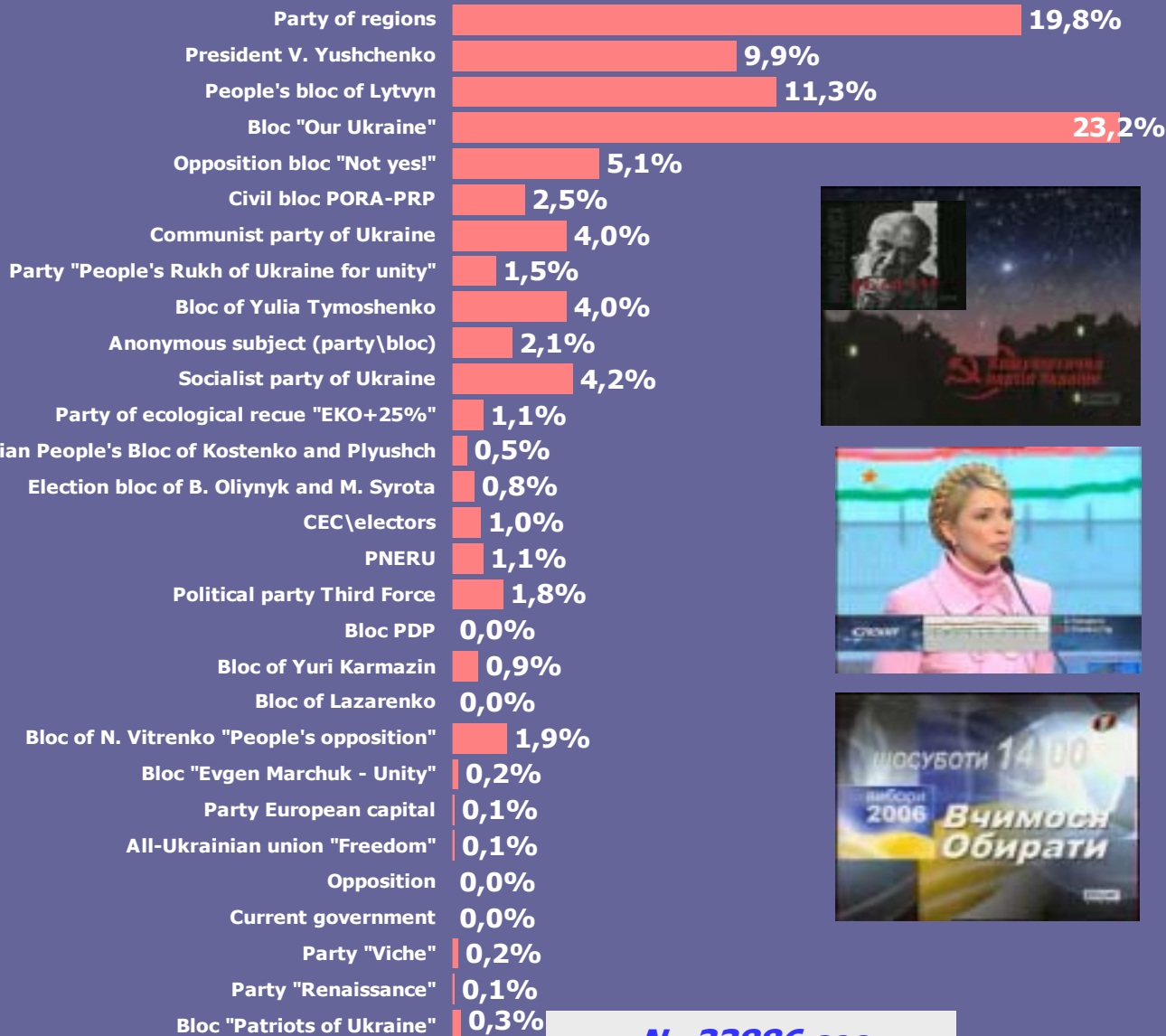
POLITICAL ADVERTISEMENT

ADVERTISEMENT OF POLITICAL PARTIES AND BLOCS January 2006, prime-time



N=1148
advertisements

POLITICAL ADVERTISEMENT



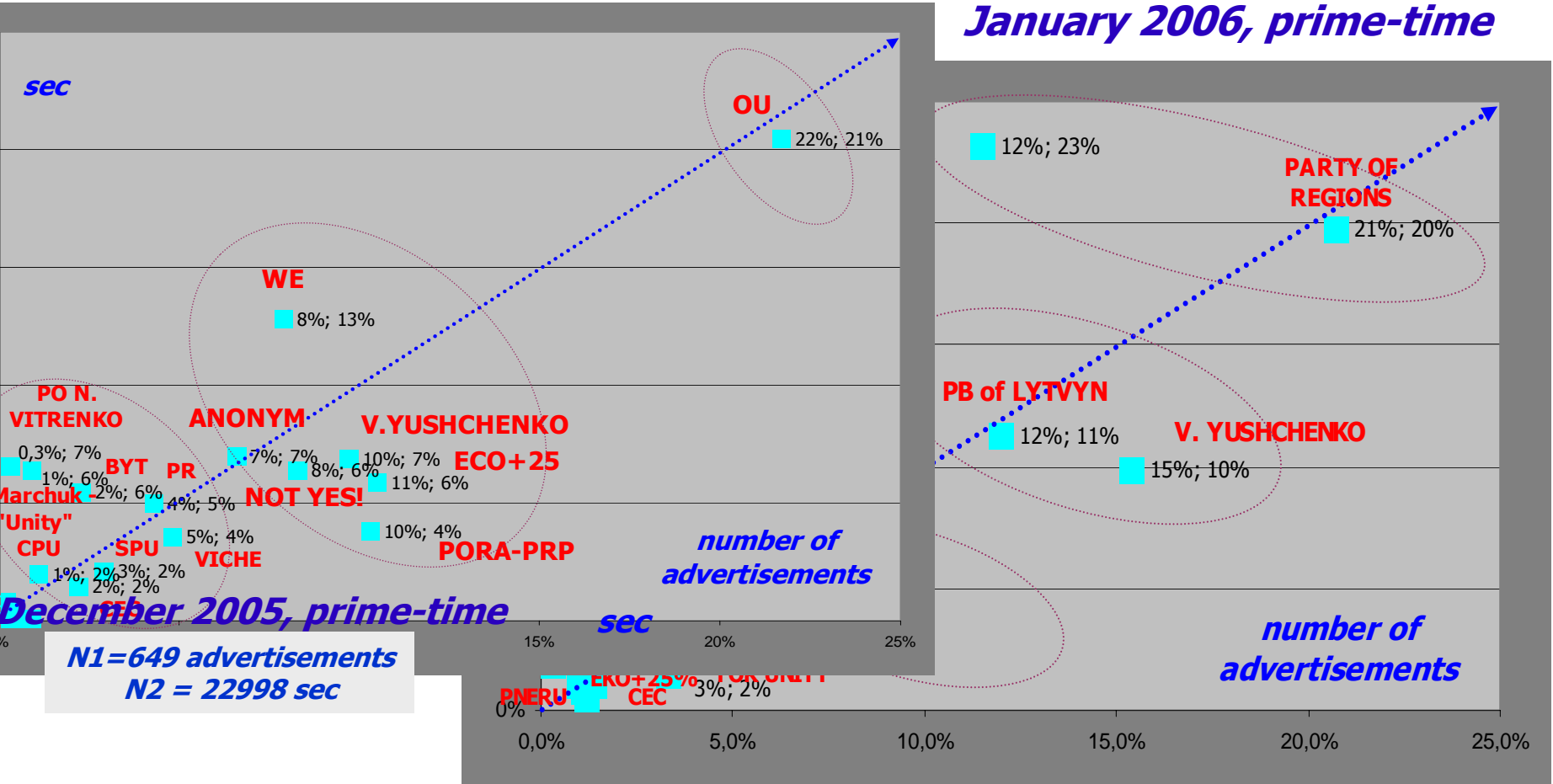
ADVERTISEMENT OF POLITICAL PARTIES AND BLOCS January 2006, prime-time



N=33886 sec

POLITICAL ADVERTISEMENT

ADVERTISEMENT OF POLITICAL PARTIES AND BLOCS January 2006, prime-time



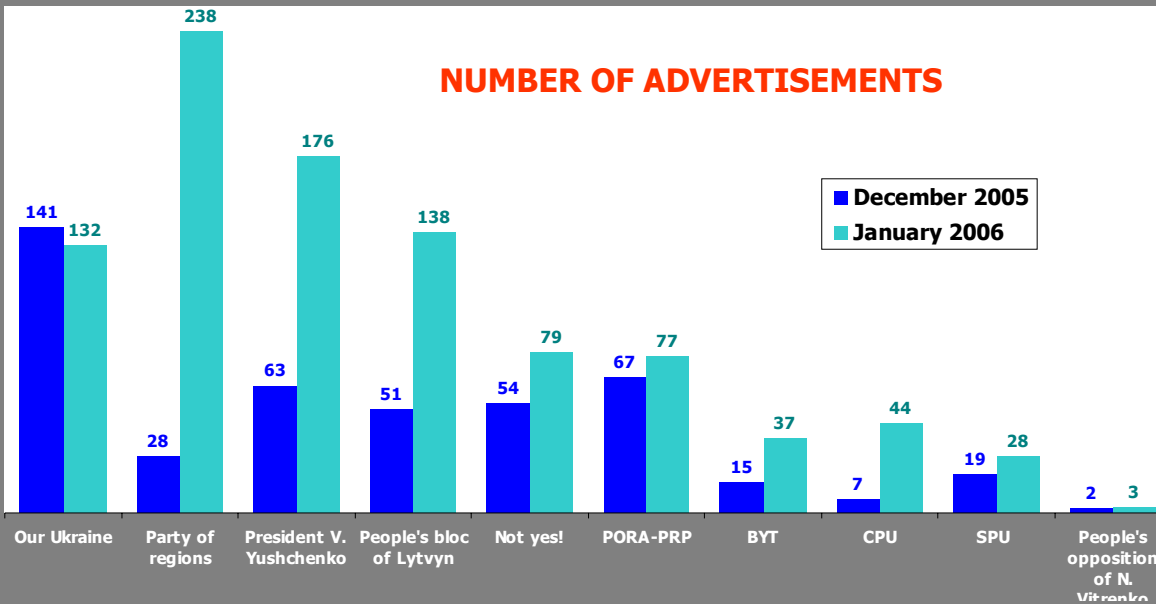
N1=1148 advertisements
N2 = 33886 sec

POLITICAL ADVERTISEMENT

ADVERTISEMENT OF POLITICAL PARTIES AND BLOCS January 2006, prime-time

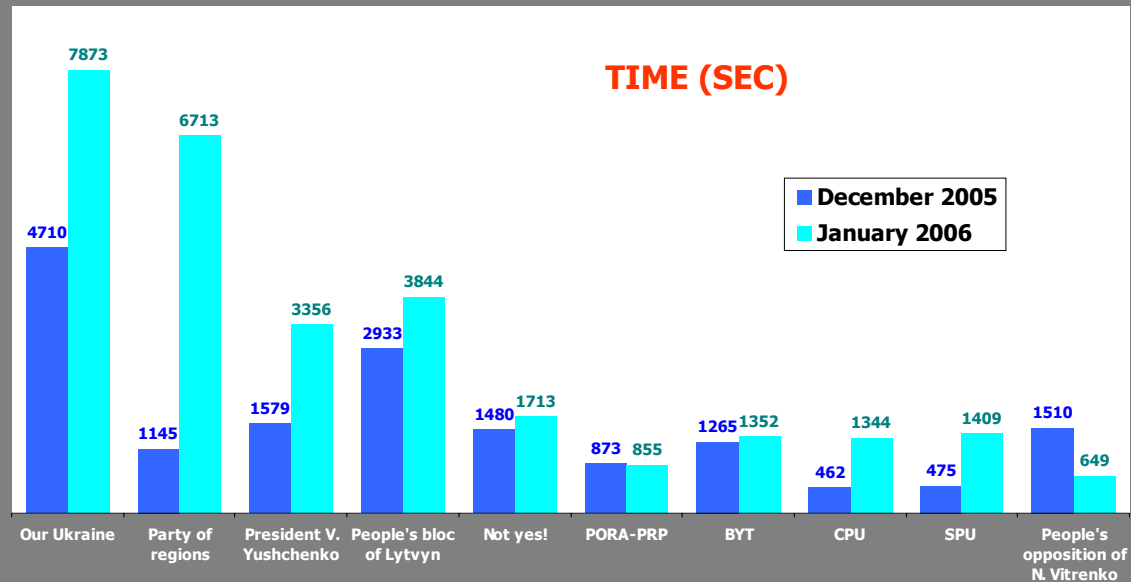
ADVERTISEMENT LEADERS

NUMBER OF ADVERTISEMENTS



N December = 649 advertisements
N January = 1148 advertisements

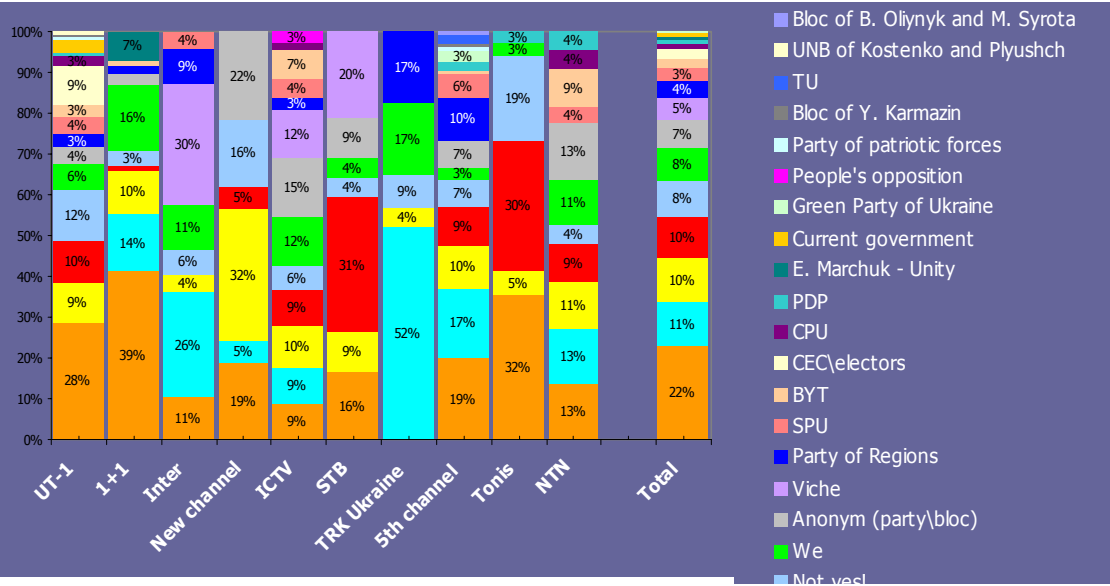
TIME (SEC)



N December = 22998 sec
N January = 33886 sec

POLITICAL ADVERTISEMENT

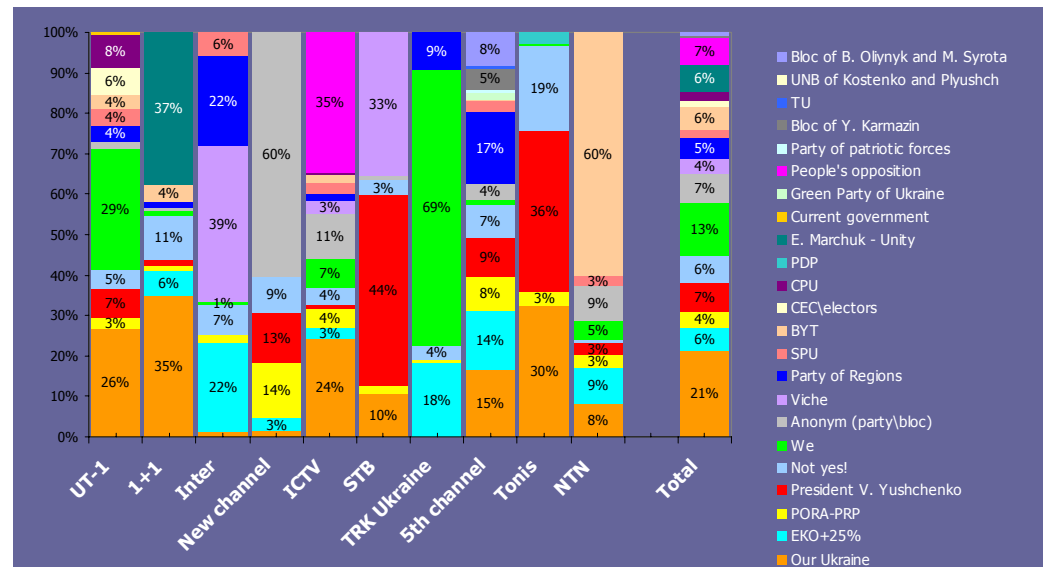
ADVERTISEMENT OF PARTIES AND BLOCS ON CHANNELS * December 2005, prime-time



N=22998 sec

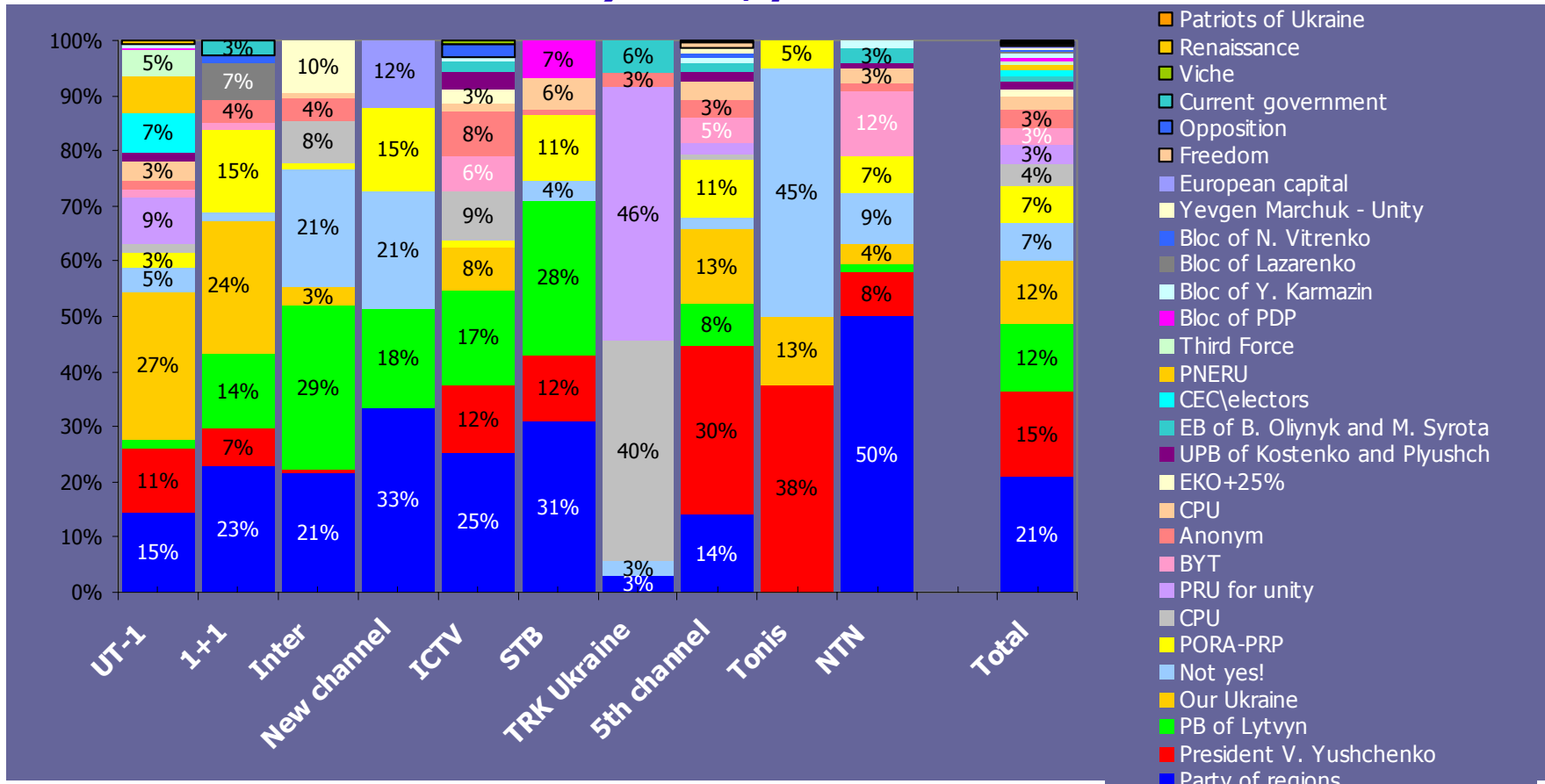
N= 649 advertisements

* Arranged according to the share of all advertisements in the flow



POLITICAL ADVERTISEMENT

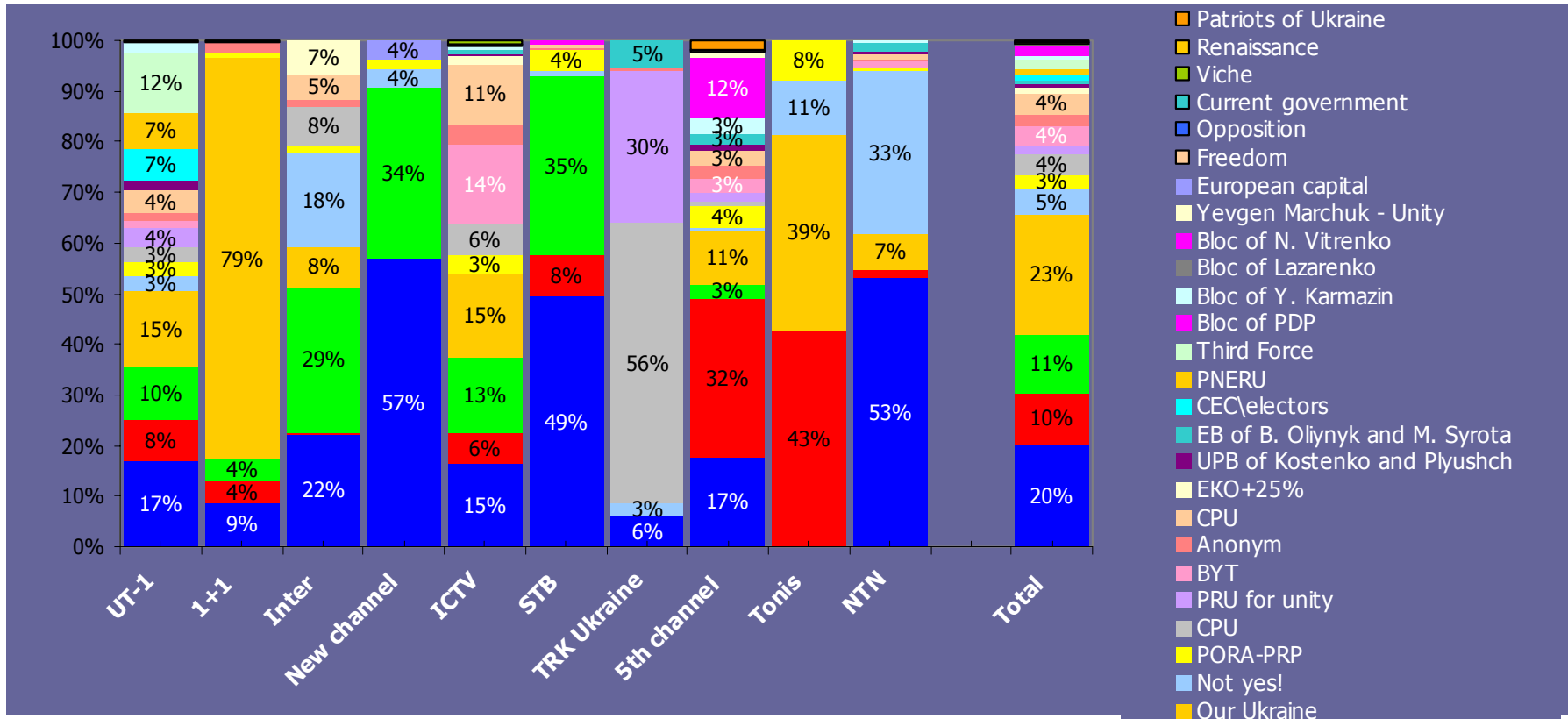
ADVERTISEMENT OF PARTIES AND BLOCS ON CHANNELS* January 2006, prime-time



* Arranged according to the share of all advertisements in the flow

POLITICAL ADVERTISEMENT

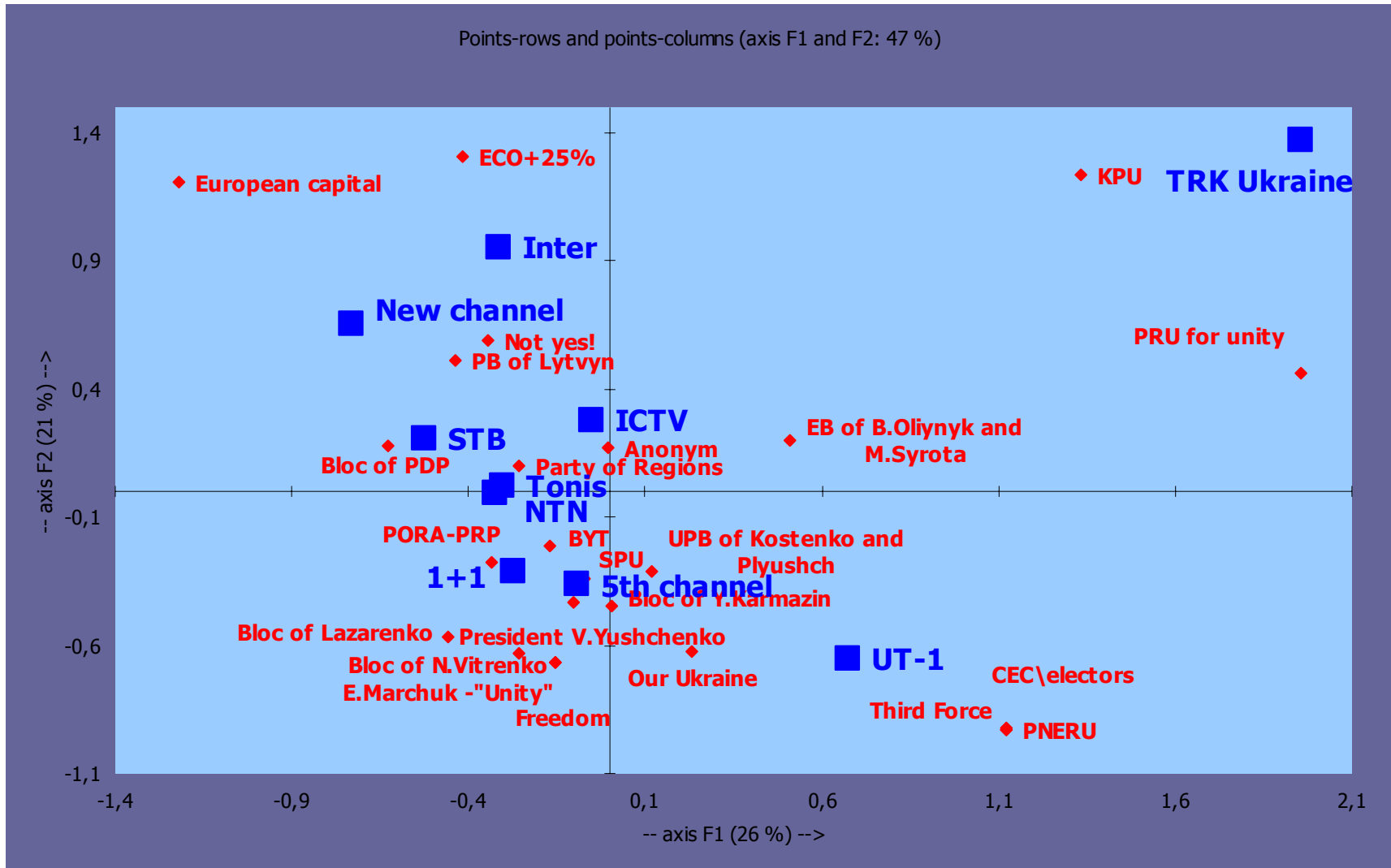
ADVERTISEMENT OF PARTIES AND BLOCS ON CHANNELS * January 2006, prime-time



* Arranged according to the share of all advertisements in the flow

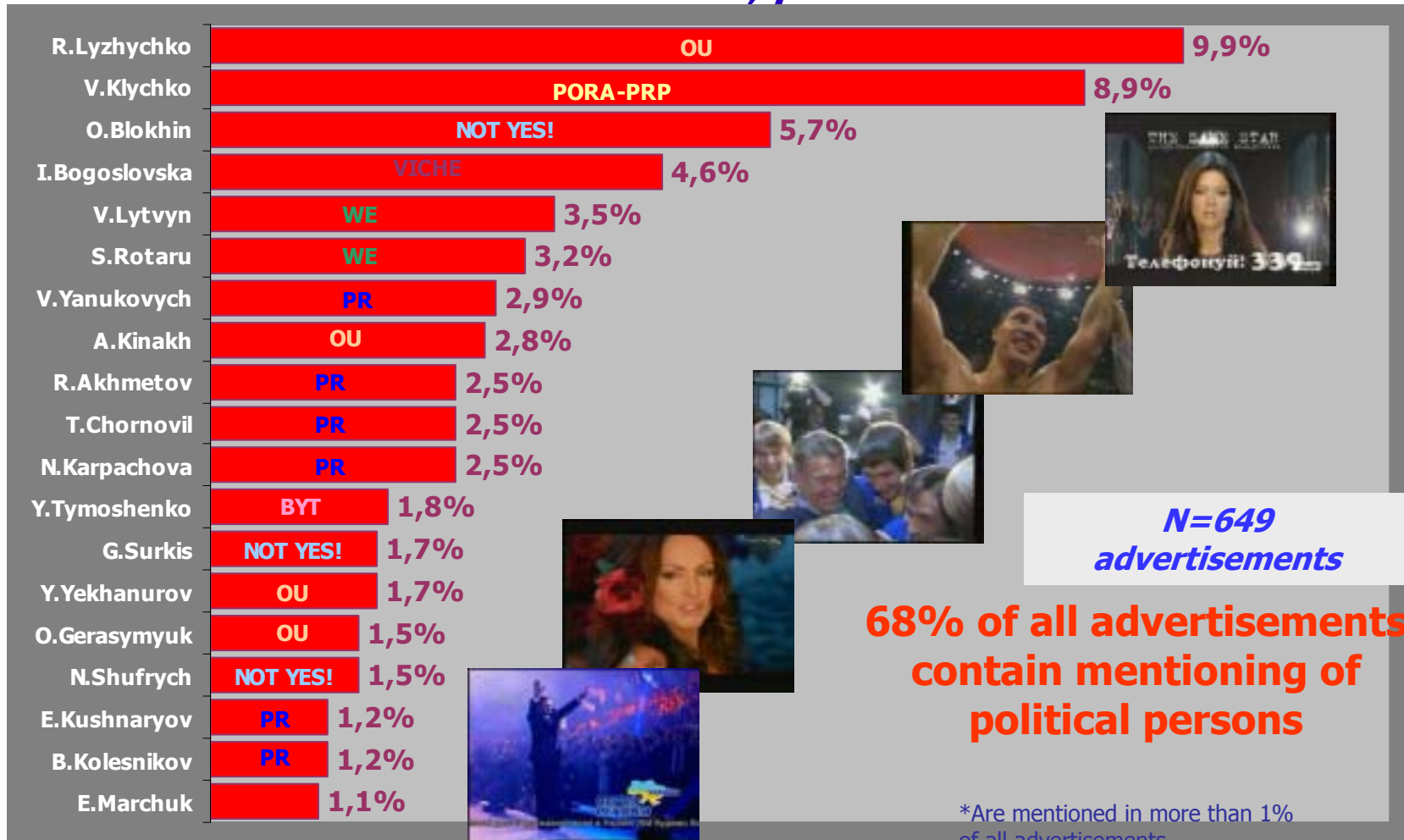
POLITICAL ADVERTISEMENT

ADVERTISEMENT OF PARTIES AND BLOCS ON CHANNELS * January 2006, prime-time



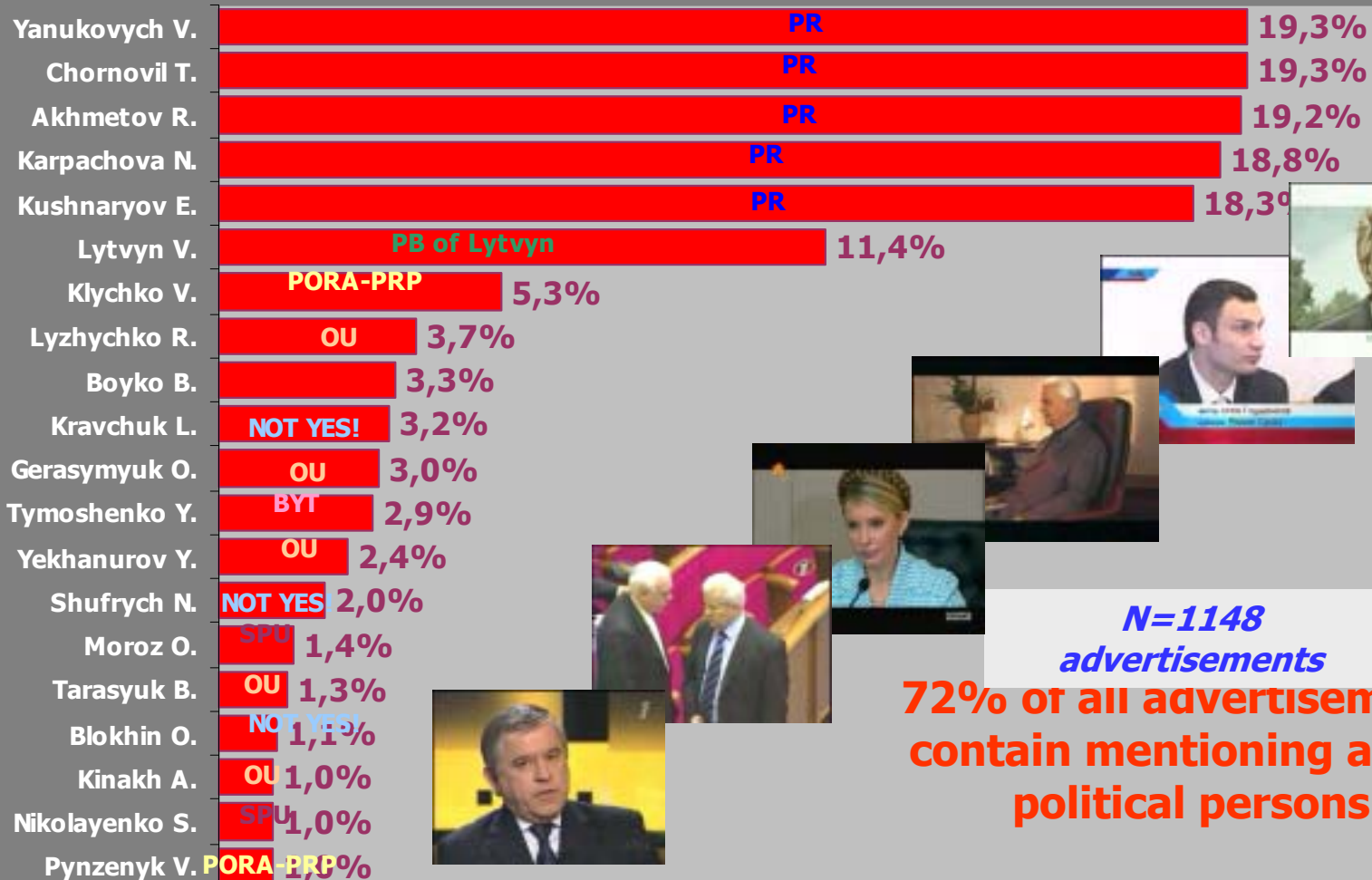
POLITICAL ADVERTISEMENT

*Political Persons in the Advertisement of Parties and Blocs * December 2005, prime-time*



POLITICAL ADVERTISEMENT

*Political Persons in the Advertisement of Parties and Blocs ** *January 2006, prime-time*



N=1148
advertisements

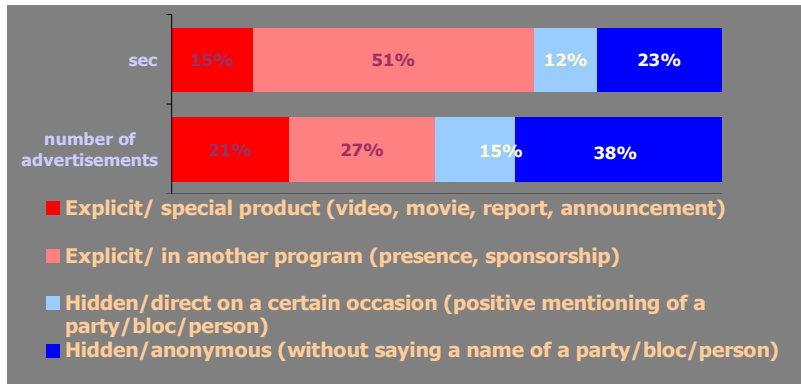
72% of all advertisements
contain mentioning about
political persons

*Are mentioned in more than 1% of all advertisements

POLITICAL ADVERTISEMENT

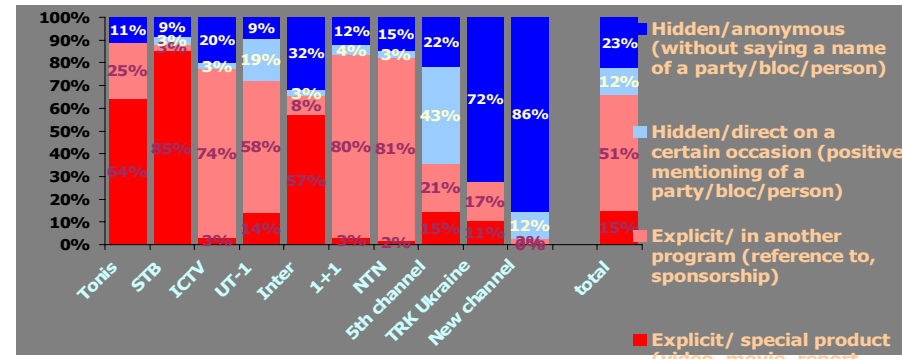
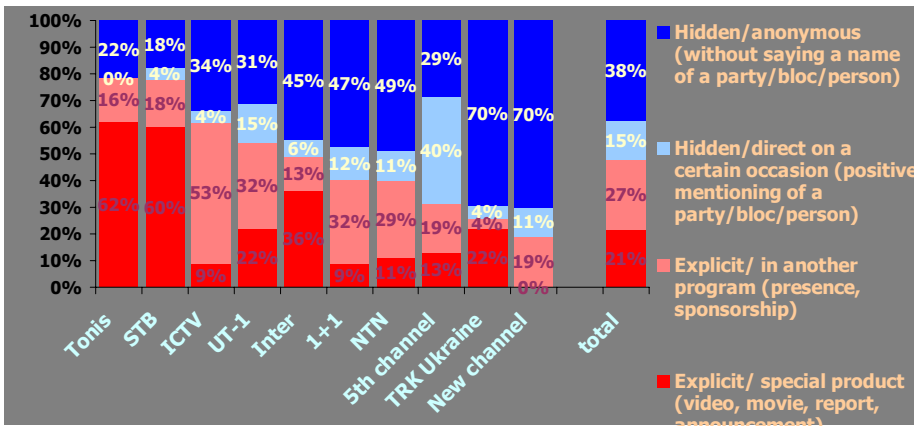
ADVERTISEMENT TYPES OF POLITICAL PARTIES AND BLOCS

December 2005, prime-time



N=649 advertisements

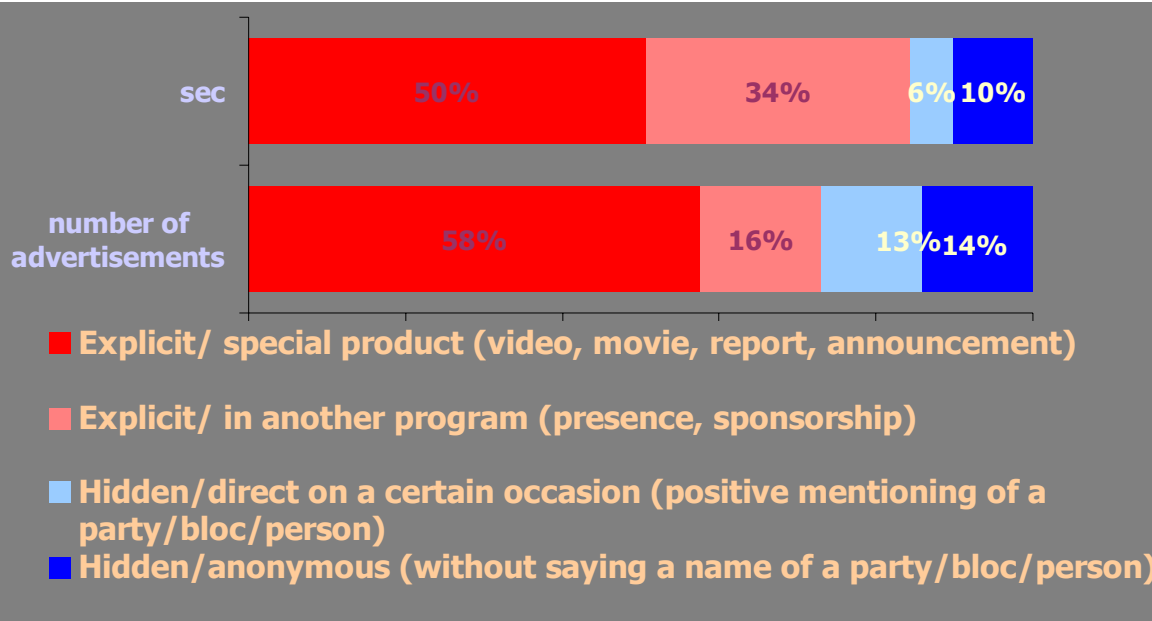
N=22998 sec



POLITICAL ADVERTISEMENT

ADVERTISEMENT TYPES OF POLITICAL PARTIES AND BLOCS

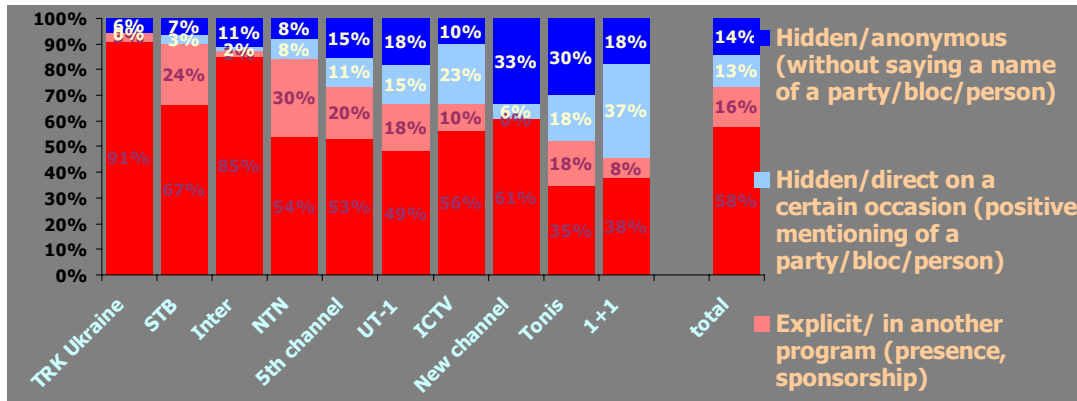
January 2006, prime-time



N=1148
advertisements

N=33886 sec

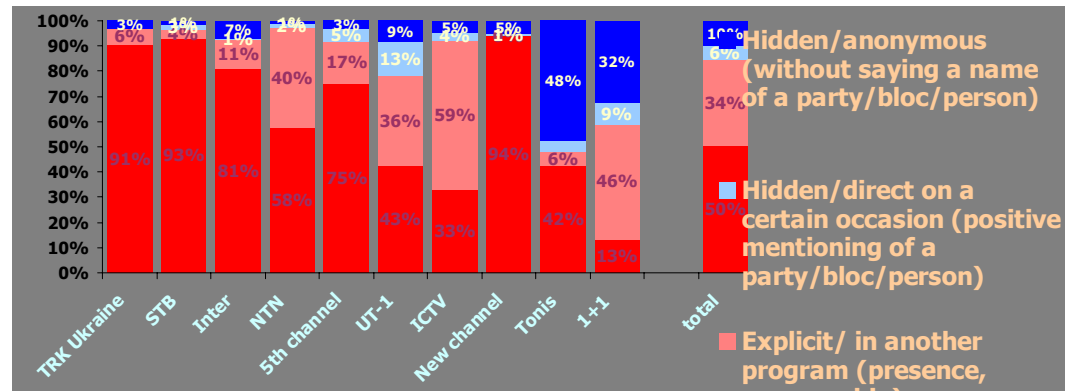
POLITICAL ADVERTISEMENT



ADVERTISEMENT TYPES OF POLITICAL PARTIES AND BLOCS January 2006, prime-time

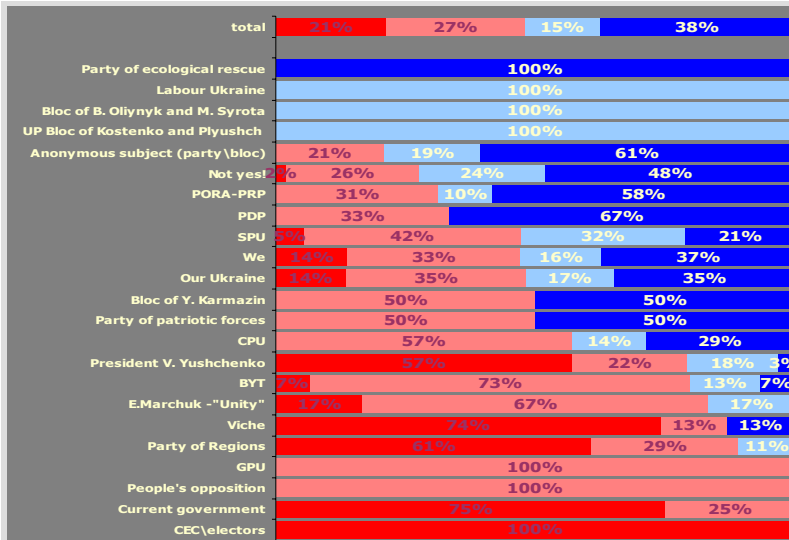
N=33886 sec

N=1148 advertisements



POLITICAL ADVERTISEMENT

ADVERTISEMENT TYPES OF PARTIES AND BLOCS December 2005, prime-time

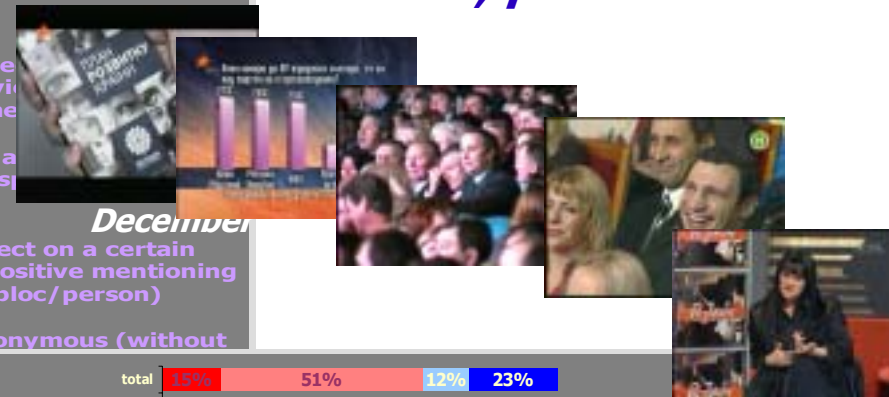


■ Explicit/ special product (video, movie, report, announcement)

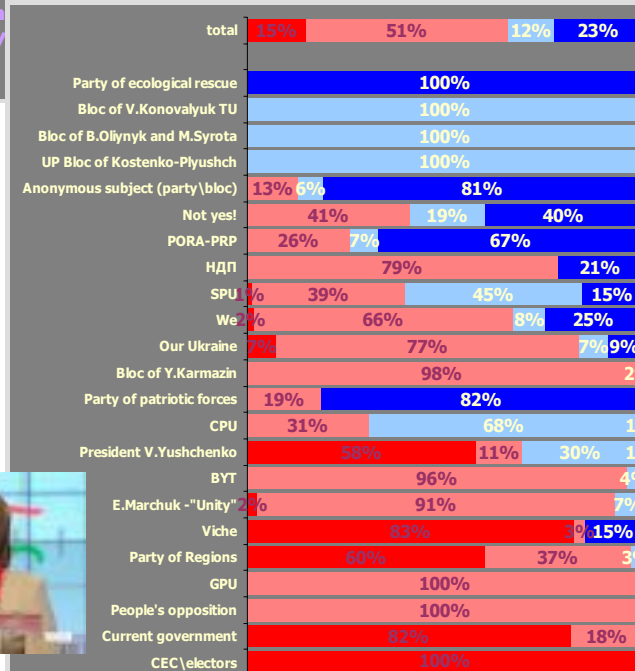
■ Explicit/ in another program (presence, sponsorship)

■ Hidden/ direct on a certain occasion (positive mentioning of a party/bloc/person)

■ Hidden/ anonymous (without saying a name of a party/bloc/person)



December

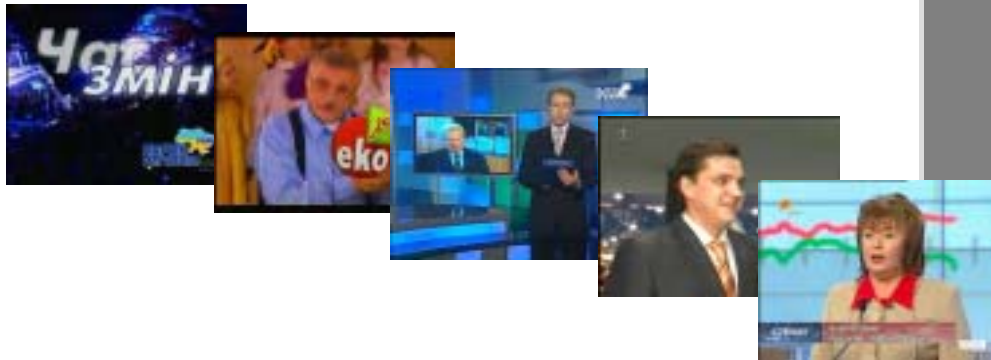


■ Explicit/ special product (video, movie, report, announcement)

■ Explicit/ in another program (presence, sponsorship)

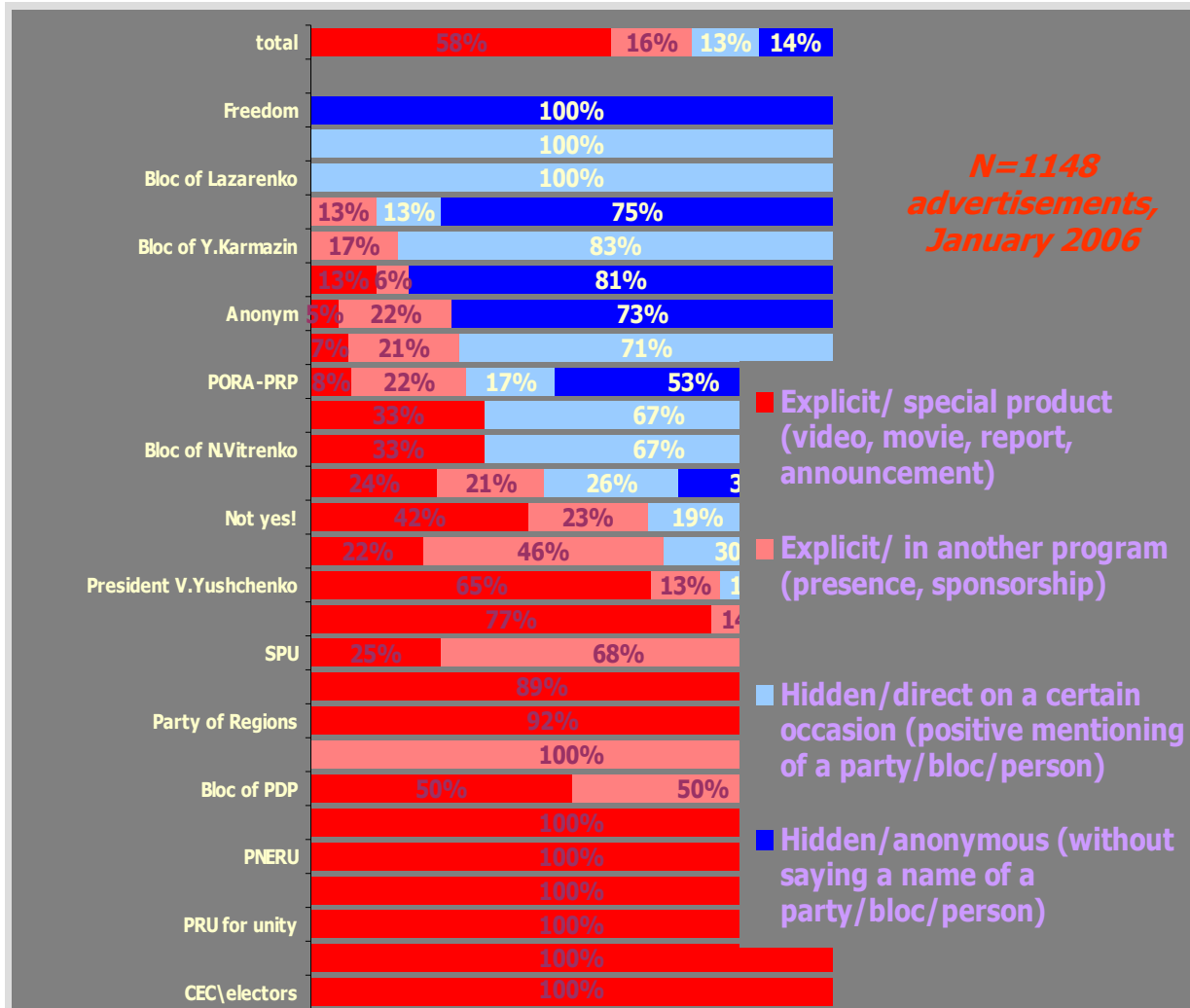
■ Hidden/ direct on a certain occasion (positive mentioning of a party/bloc/person)

■ Hidden/ anonymous (without saying a name of a party/bloc/person)



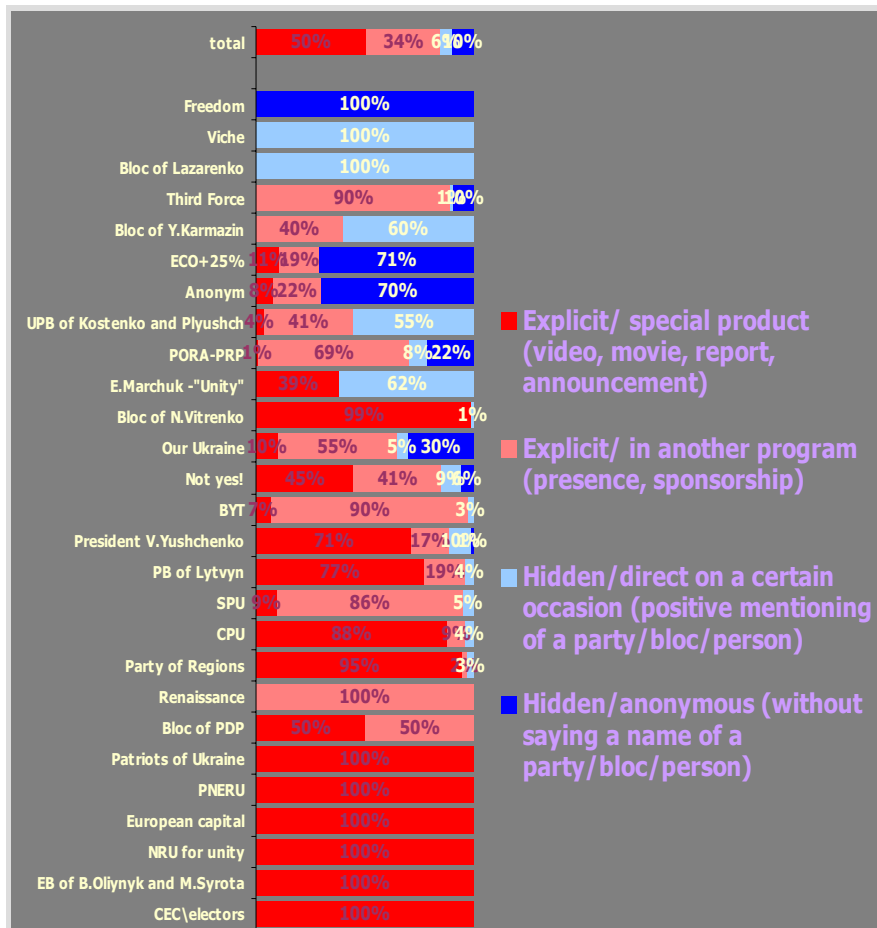
POLITICAL ADVERTISEMENT

ADVERTISEMENT TYPES OF PARTIES AND BLOCS January 2006, prime-time



POLITICAL ADVERTISEMENT

ADVERTISEMENT TYPES OF PARTIES AND BLOCs January 2006, prime-time



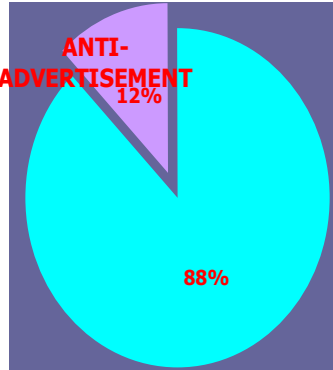
N=33886 sec
January 2006



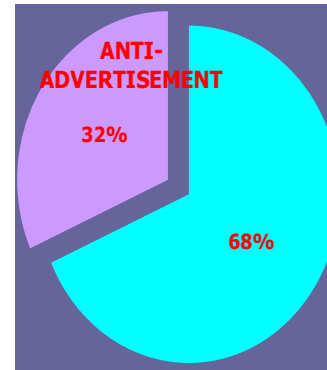
POLITICAL ADVERTISEMENT

*ANTI-ADVERTISEMENT** *January 2006, prime-time*

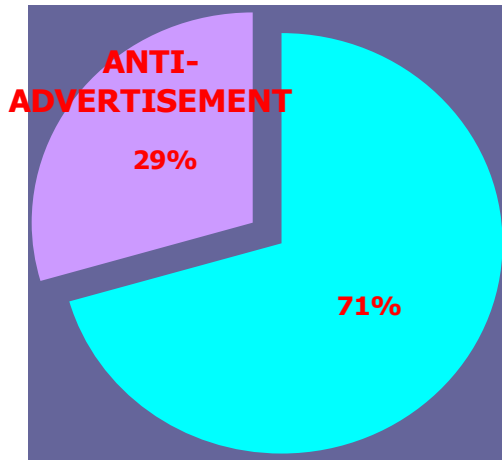
*% advertisements with anti-advertisement



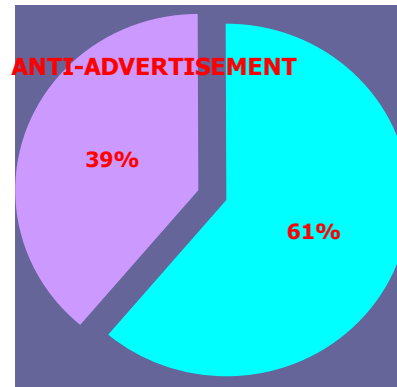
N=649
advertisements,
December 2005



N=22998 sec,
December 2005



N=1148
advertisements,
January 2006



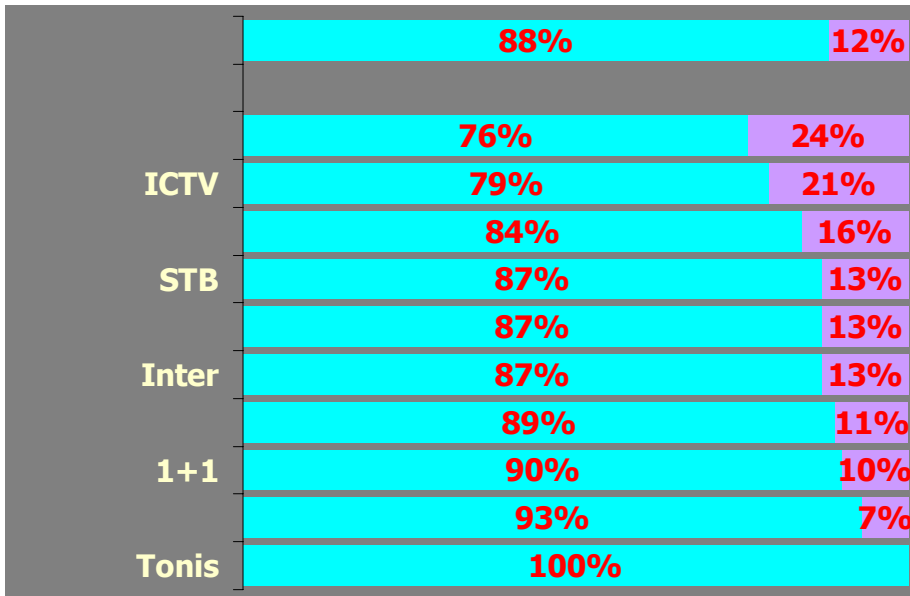
N=33886 sec,
January 2006

POLITICAL ADVERTISEMENT

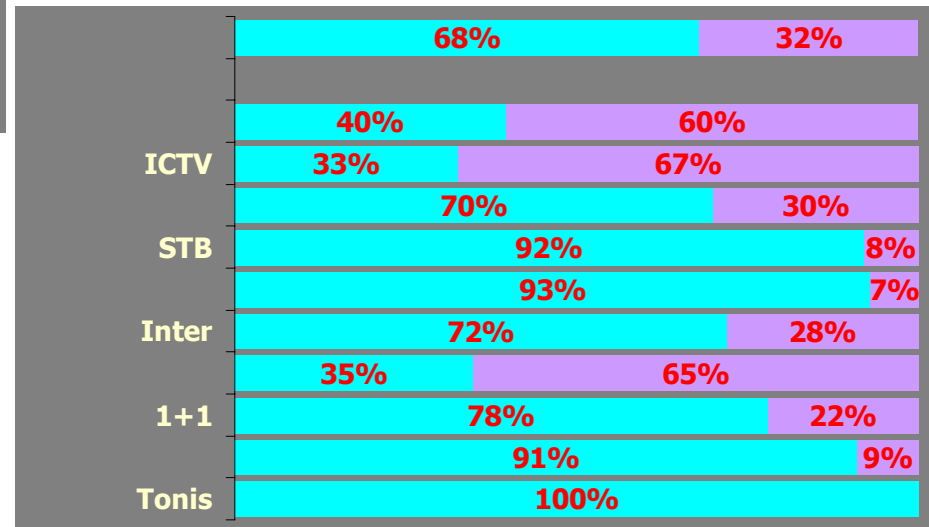
*ANTI-ADVERTISEMENT** *December 2005, prime-time*

*% anti-advertisements

N=22998 sec,
December 2004



N=649
advertisements,
December 2005

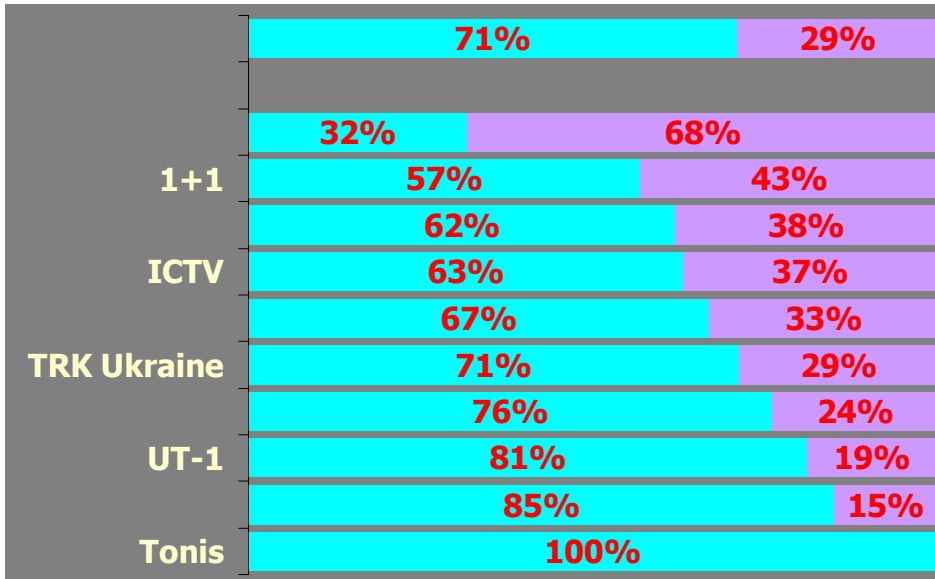


POLITICAL ADVERTISEMENT

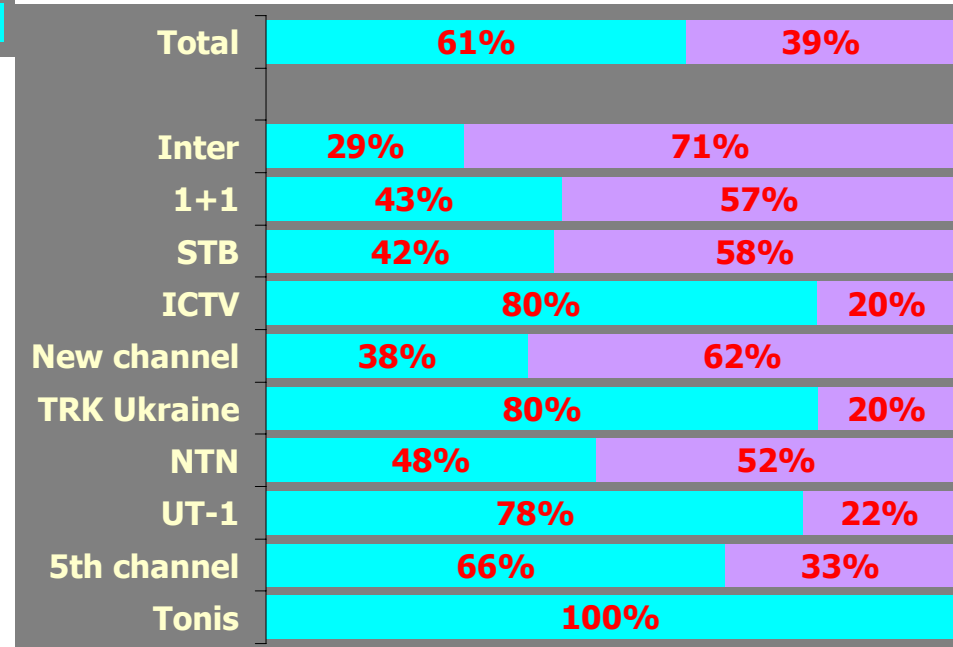
ANTI-ADVERTISEMENT* ***January 2006, prime-time***

*% anti-advertisements

N=33886 sec,
January 2006

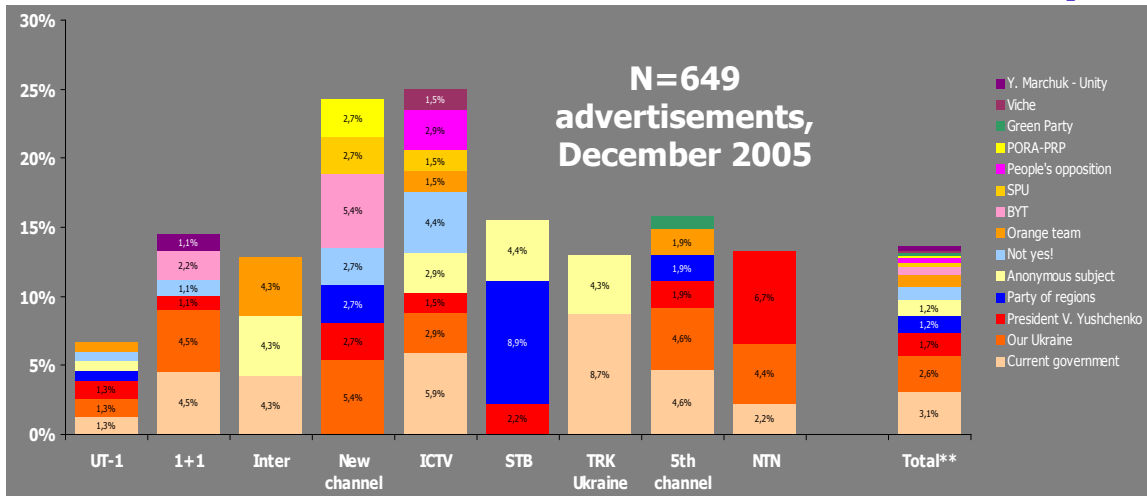


N=1148
advertisements,
January 2006

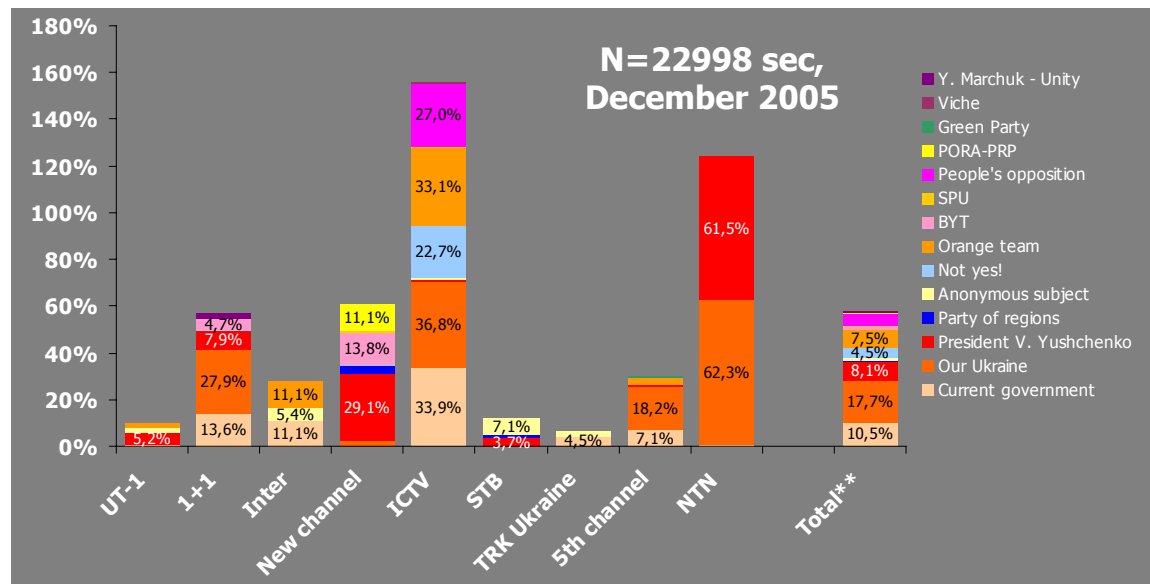


POLITICAL ADVERTISEMENT

ANTI-ADVERTISEMENT* December 2005, prime-time



*% anti-advertisements

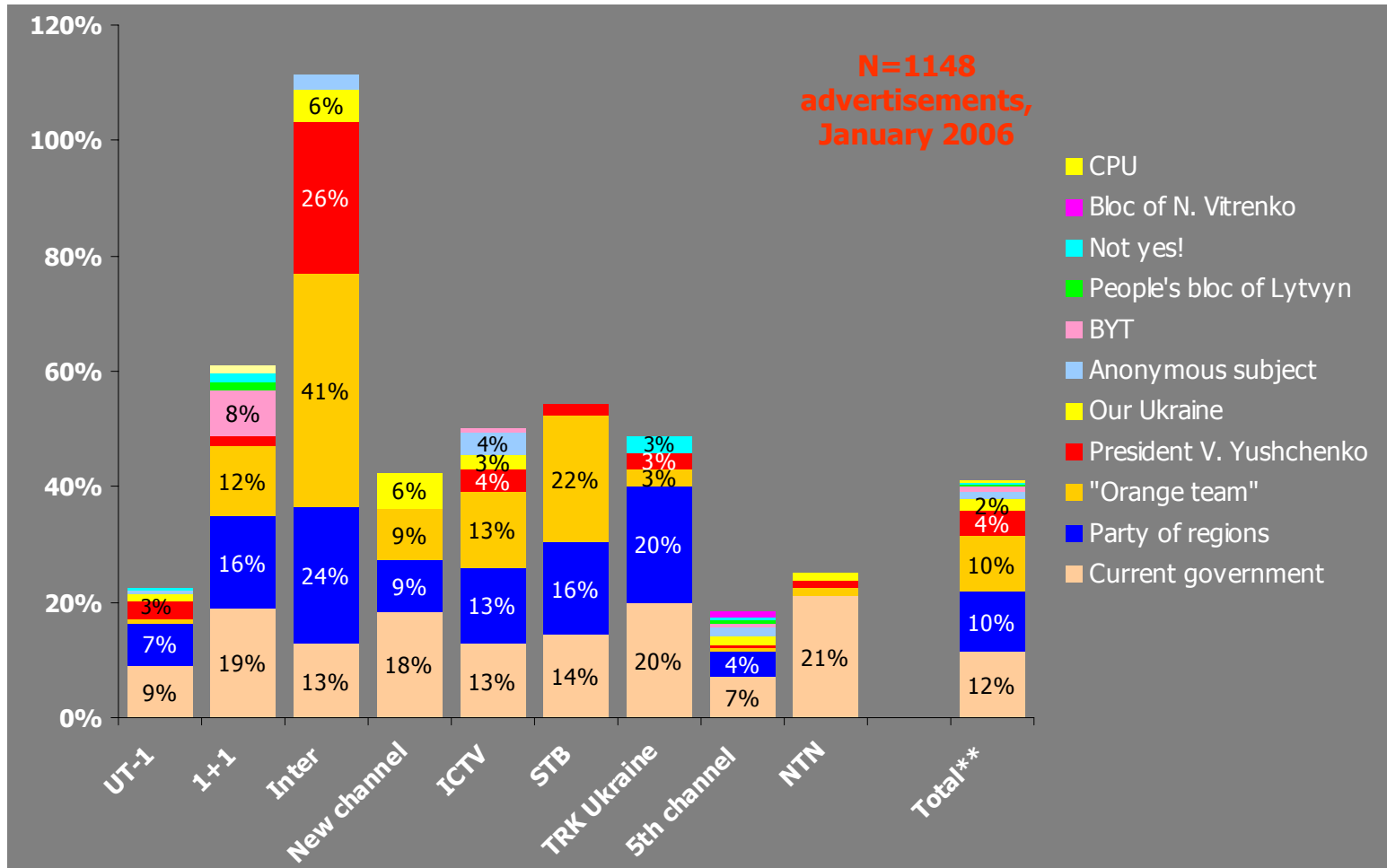


** On the Tonis channel no anti-advertisement registered

POLITICAL ADVERTISEMENT

ANTI-ADVERTISEMENT* January 2006, prime-time

*% anti-advertisements

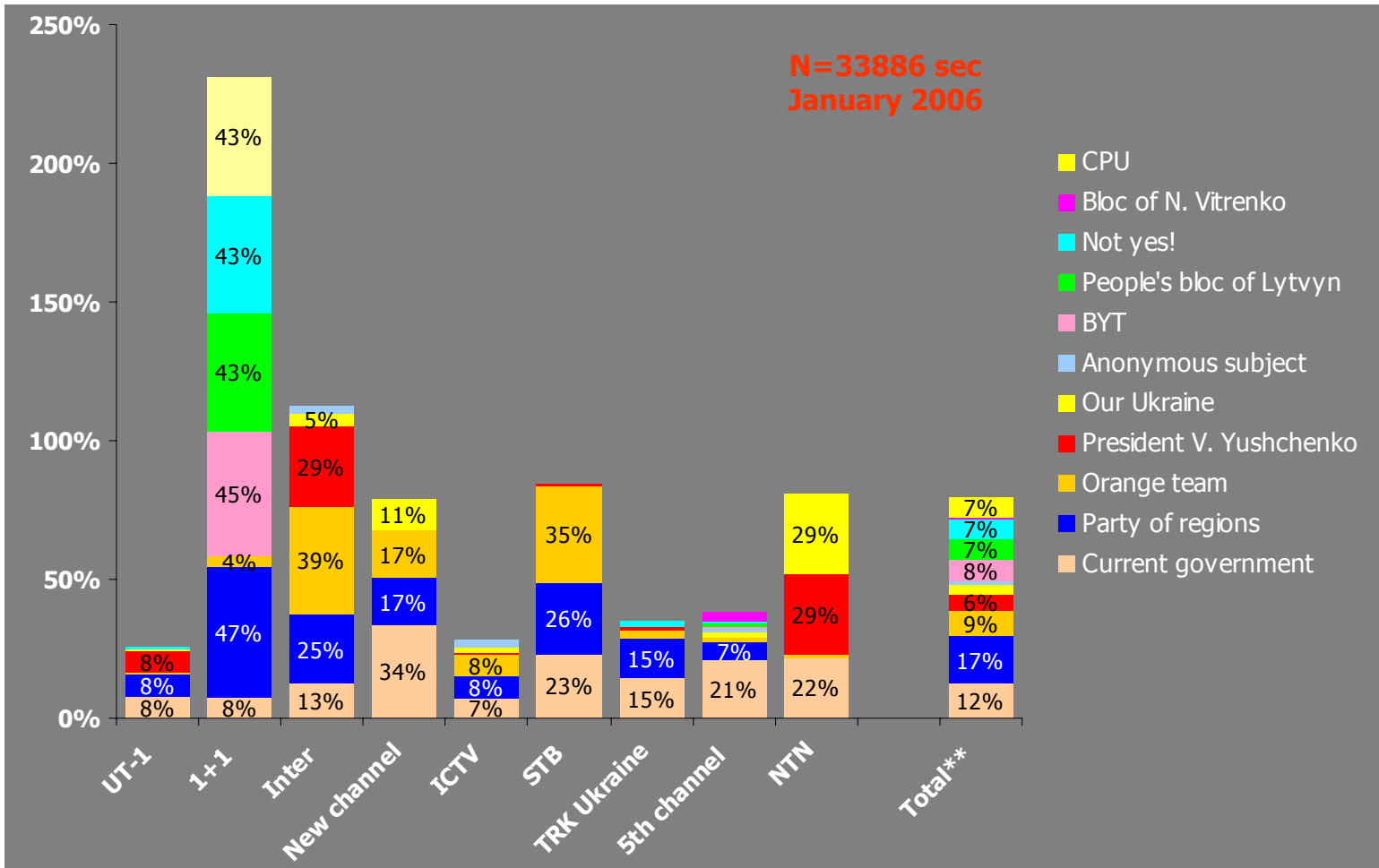


** On the Tonis channel no anti-advertisement registered

POLITICAL ADVERTISEMENT

ANTI-ADVERTISEMENT* January 2006, prime-time

*% anti-advertisements

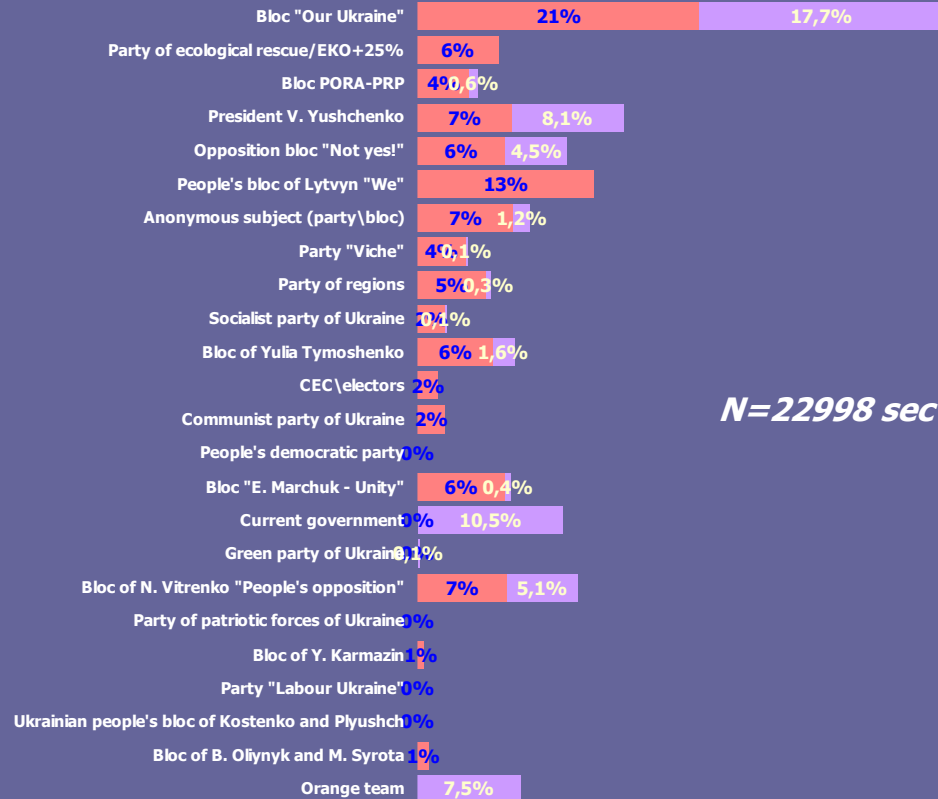
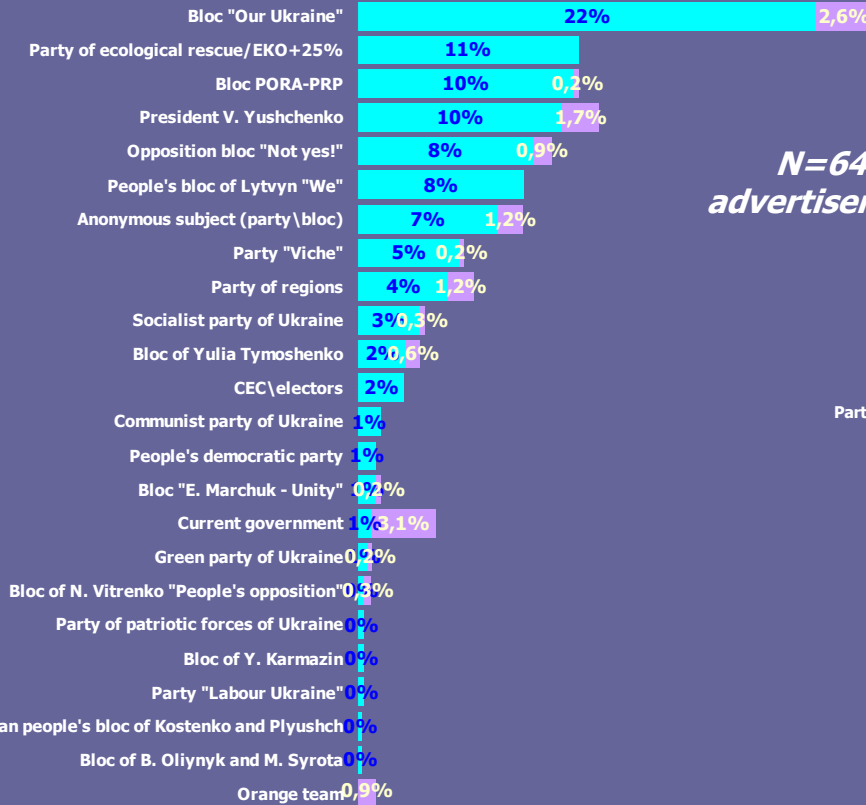


** On the Tonis channel no anti-advertisement registered

POLITICAL ADVERTISEMENT

ANTI-ADVERTISEMENT* December 2005, prime-time

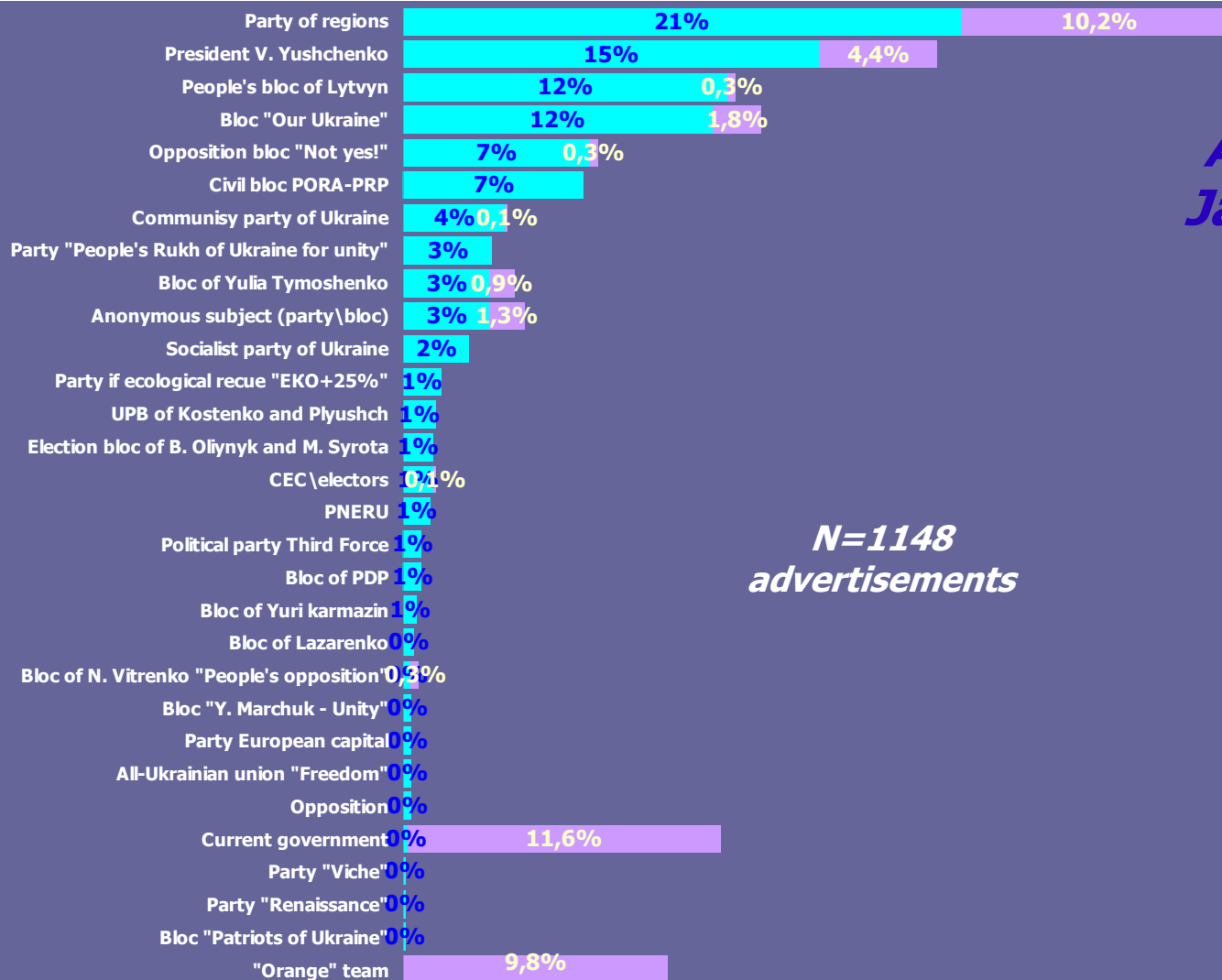
**N=649
advertisements**



N=2298 sec



POLITICAL ADVERTISEMENT

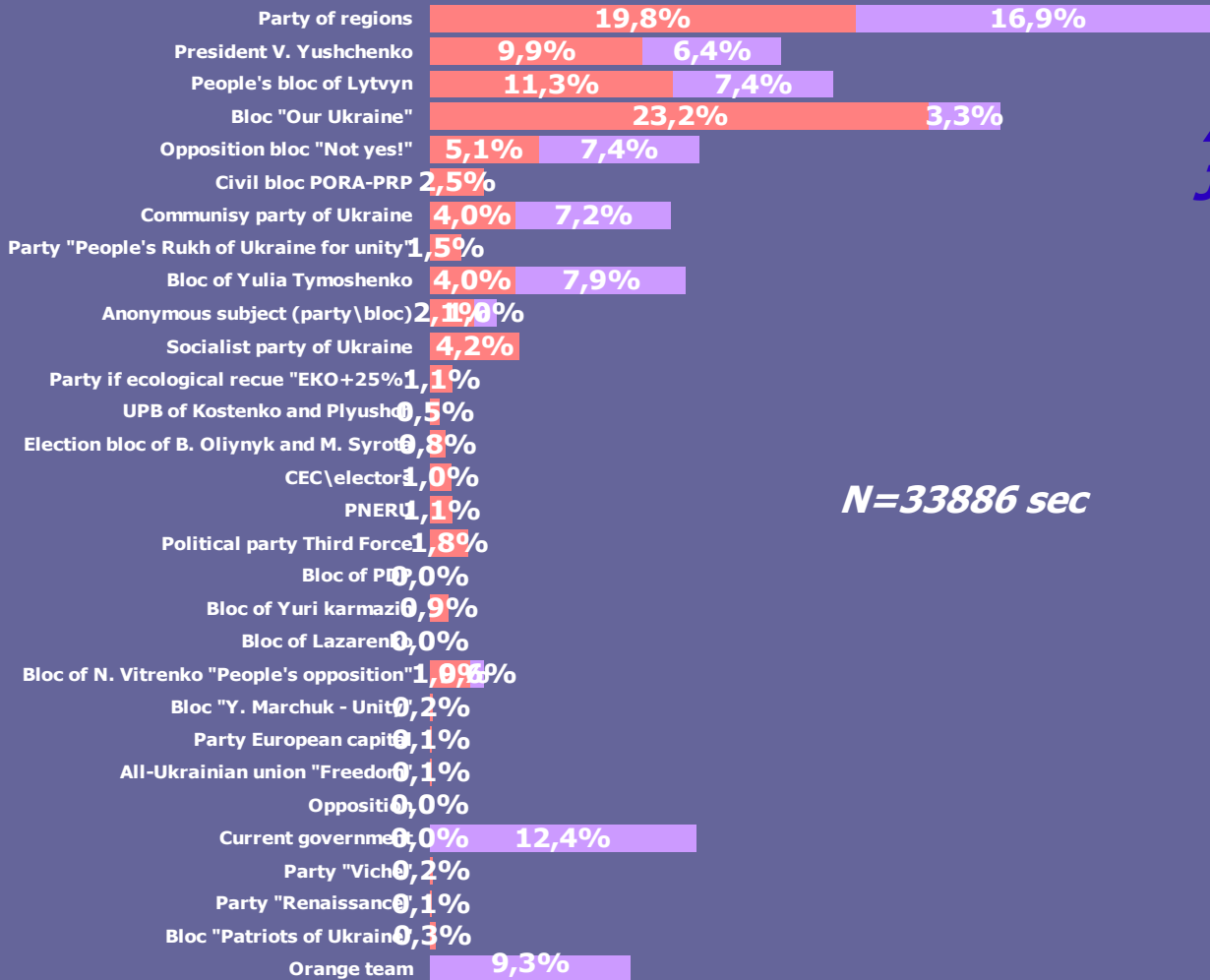


*N=1148
advertisements*

**ANTI-
ADVERTISEMENT***
*January 2006, prime-
time*



POLITICAL ADVERTISEMENT



N=33886 sec

ANTI-ADVERTISEMENT* January 2006, prime-time



POLITICAL ADVERTISEMENT

ANTI-ADVERTISEMENT*
December 2005 - January 2006,
prime-time

January 2006

N=649
advertisements

Y.Kendzyor	0,2%
Y.Marchenko	0,2%
O.Zinchenko	0,2%
V.Pynzenyk	PORA-PR 0,2%
V.Klychko	PORA-PR 0,2%
V.Marchenko	PO 0,2%
G.Surkis	NOT YES! 0,2%
N.Shufrich	NOT YES! 0,2%
V.Medvedchuk	NOT YES! 0,2%
K.Lyapina	OU 0,2%
B.Tarasyuk	OU 0,2%
A.Kinakh	OU 0,2%
R.Akhmetov	PR 0,2%
Y.Lutsenko	SPU 0,3%
N.Vitrenko	PO 0,3%
O.Turchynov	BYT 0,3%
Y.Tymoshenko	BYT 0,3%
L.Kravchuk	NOT YES! 0,5%
V.Yanukovych	PR 0,5%
S.Piskun	PR 0,6%
O.Ivchenko	OU 0,6%
Y.Yekhanurov	OU 0,6%

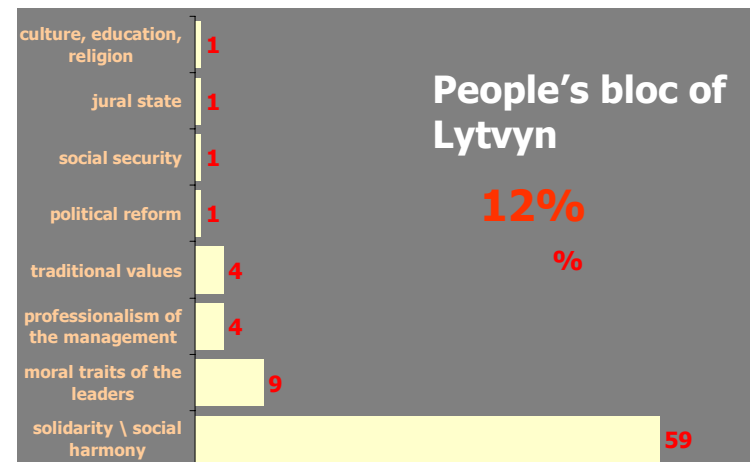
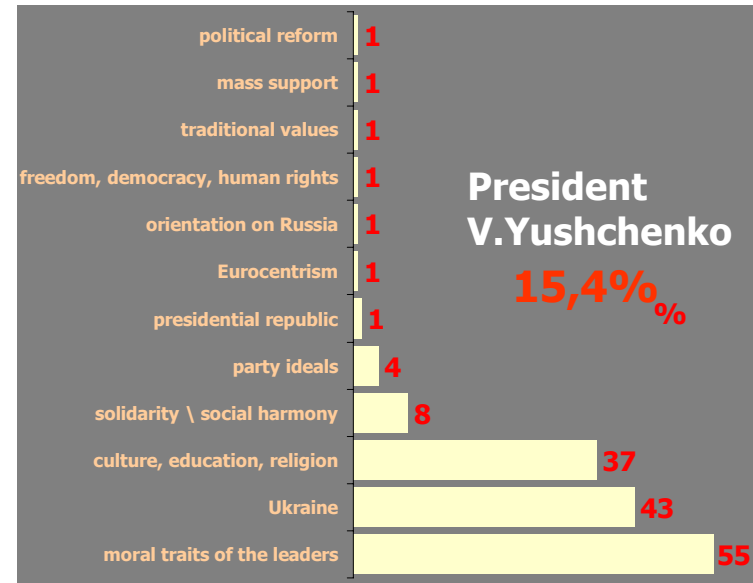
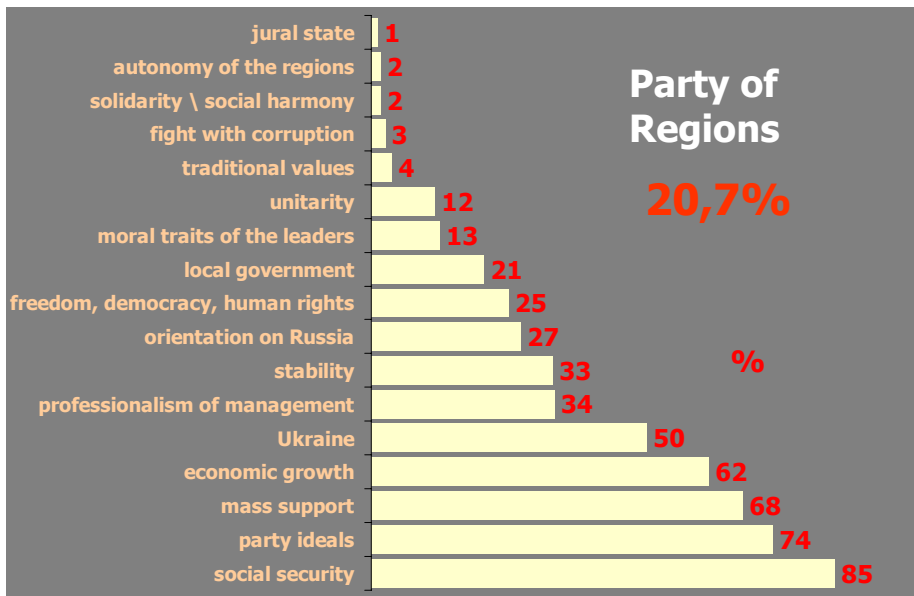
December 2005

Turchynov O.	10,0%	BYT
Tarasyuk B.	10,0%	OU
Semenyuk V.	10,0%	SPU
Moroz O.	10,0%	SPU
Medvedchuk V.	10,0%	NOT YES!
Marchuk Y.	10,0%	
Lytvyn V.	10,0%	
Akhmetov R.	10,0%	PR
Vitrenko N.	PO 20,0%	
Golovaty S.	20,0%	
Yanukovych V.	PR 20,0%	
Kravchuk L.	NOT YES! 30,0%	
Kinakh A.	OU 30,0%	
Bezsmertnyi R.	OU 30,0%	
Yekhanurov Y.	OU 50,0%	
Tymoshenko Y.	BIOT 80,0%	

N=1148
advertisements

POLITICAL ADVERTISEMENT

IMAGE OF PARTIES AND BLOCS* January 2006, prime-time

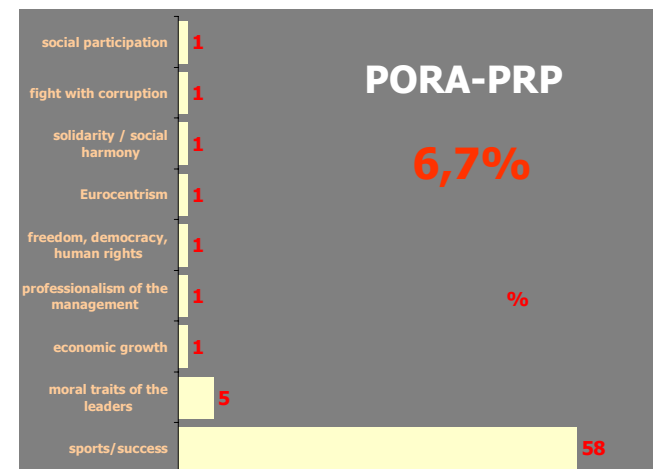
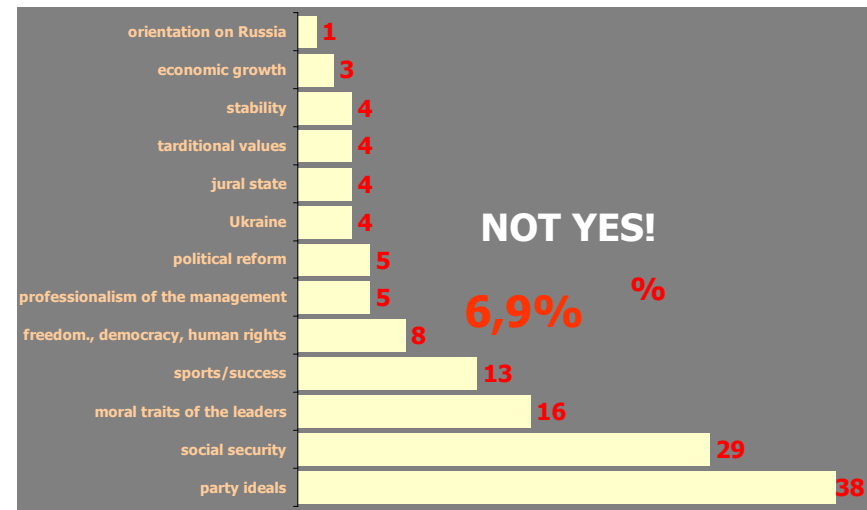


* Advertisements more than 2% of the whole advertisement flow

N=1148
advertisements

POLITICAL ADVERTISEMENT

IMAGE OF PARTIES BLOCS* January 2006, prime-time



* Advertisements more than 2% of the whole advertisement flow

**N=1148
advertisements**

POLITICAL ADVERTISEMENT

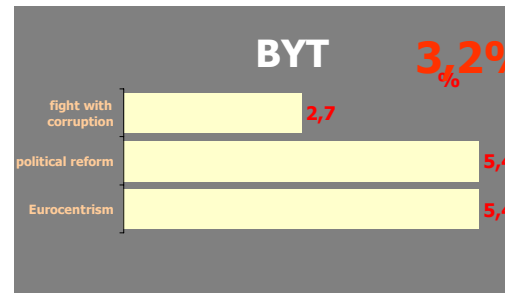
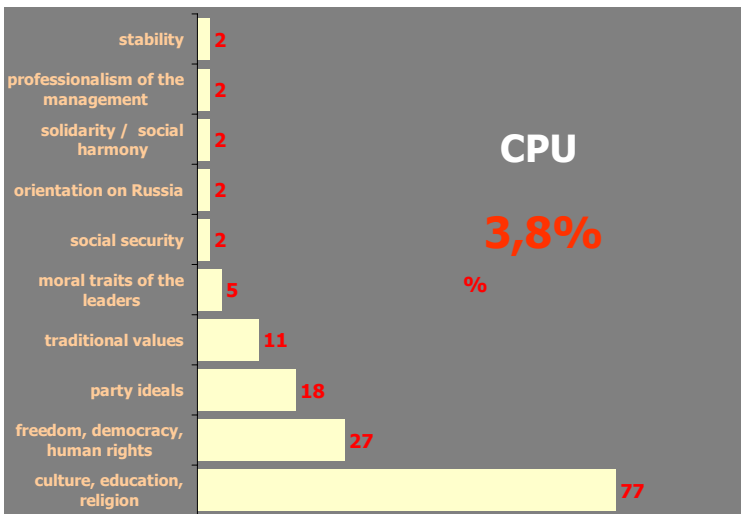
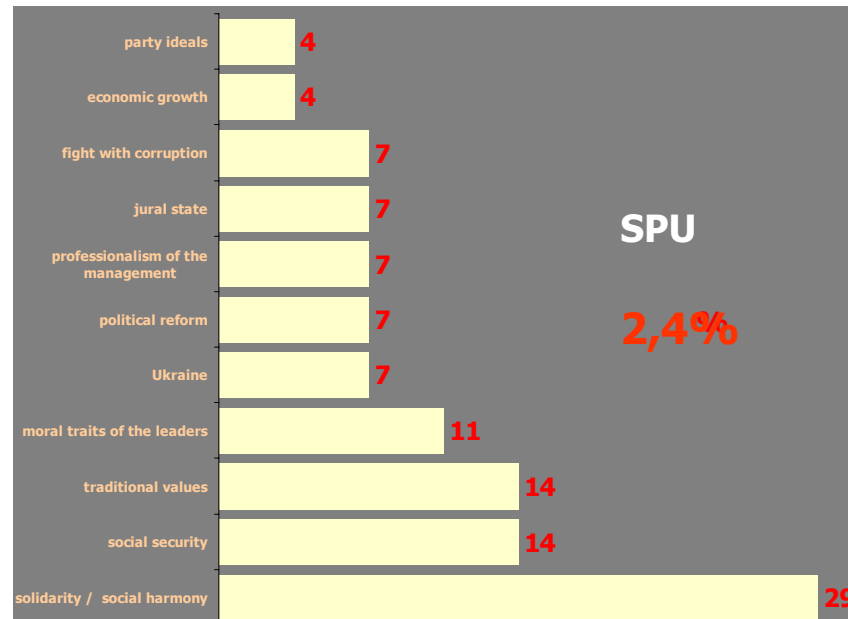


IMAGE OF PARTIES AND BLOCS* January 2006, prime-time

**N=1148
advertisements**



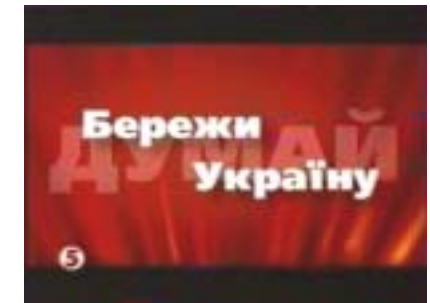
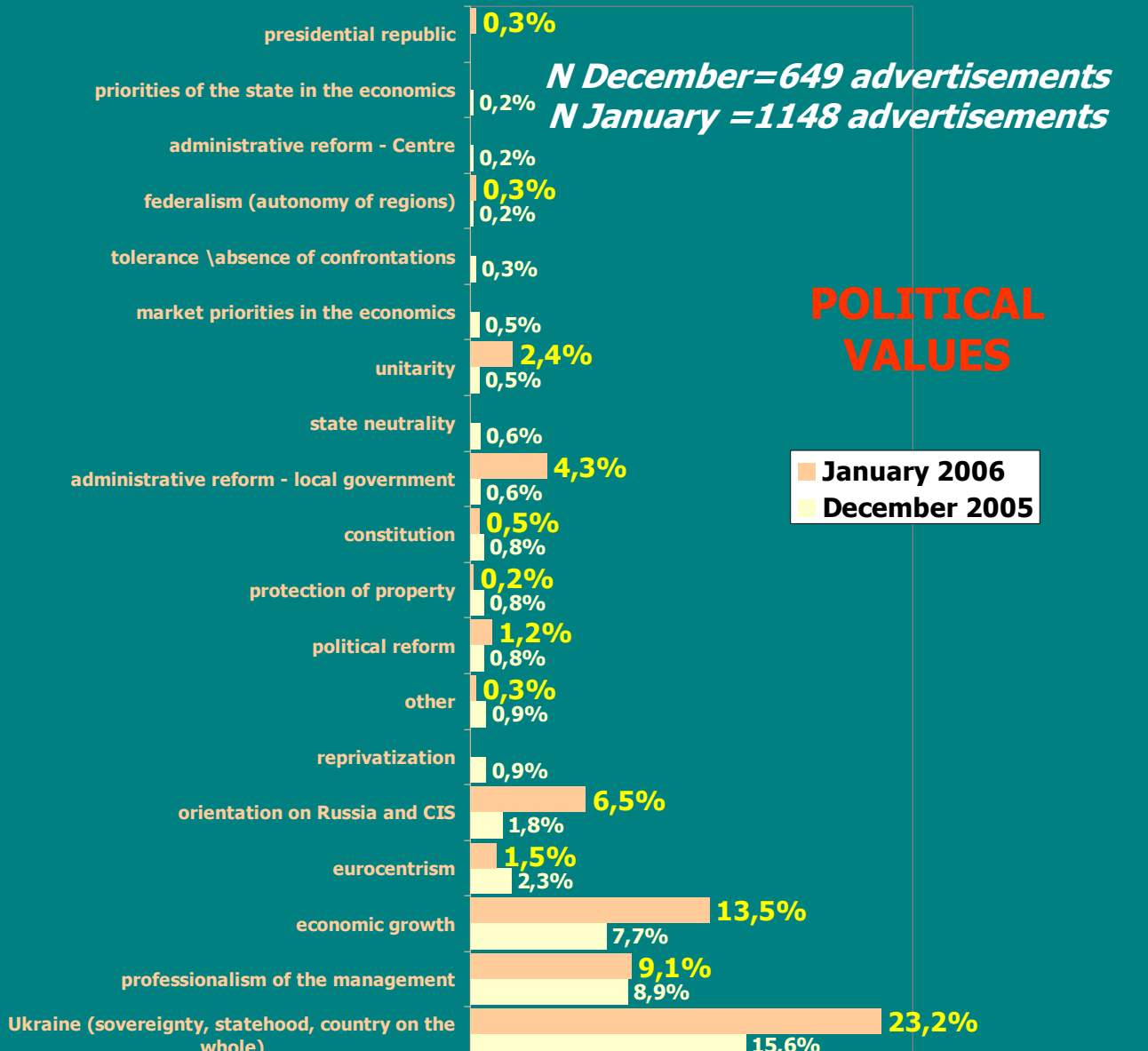
* Advertisements more than 2% of the whole advertisement flow

POLITICAL ADVERTISEMENT

VALUE CONTEXT OF POLITICAL ADVERTISEMENT January 2006, prime-time

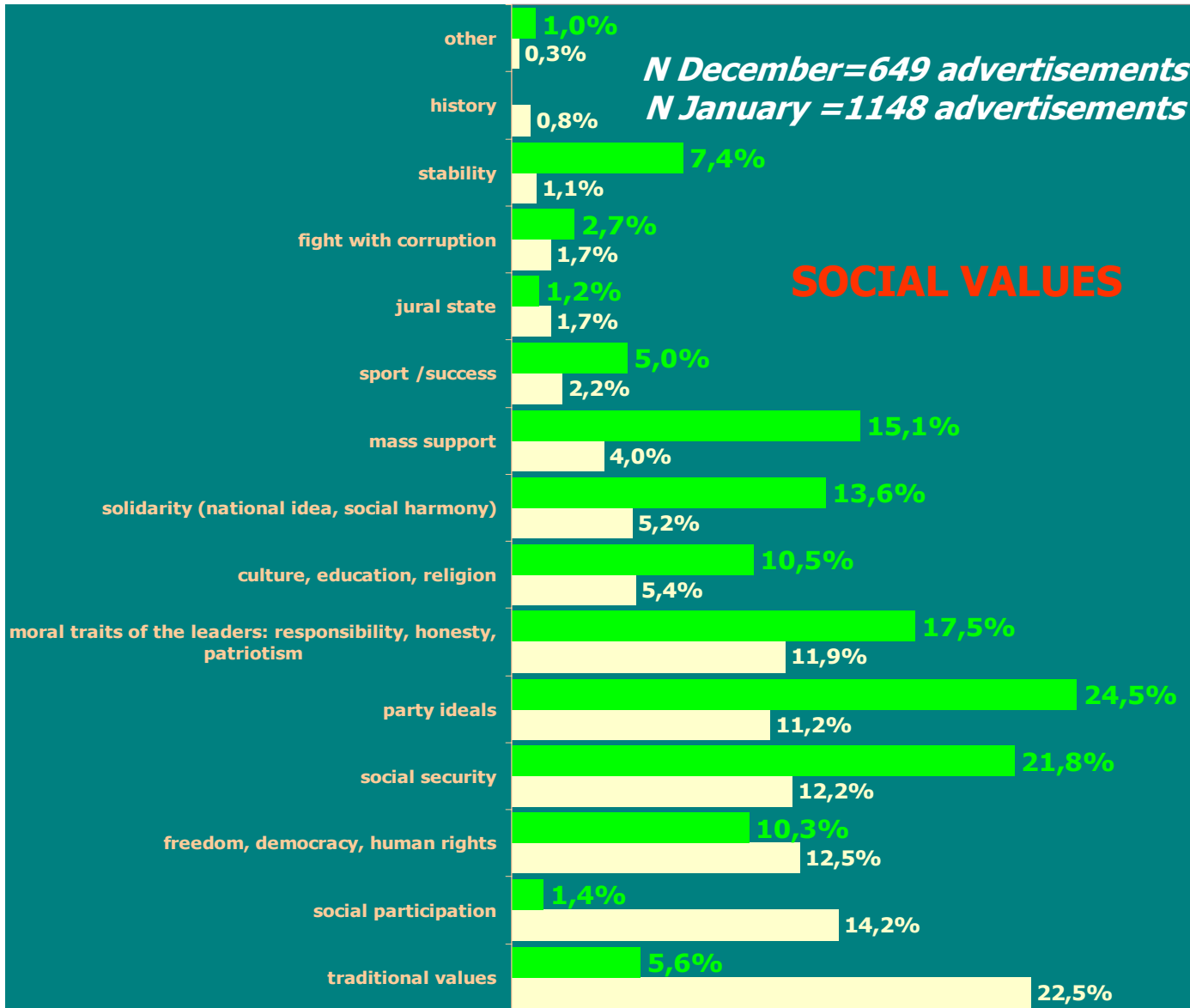
POLITICAL VALUES

January 2006
December 2005



36-39 % of all advertisements contain references to political values

POLITICAL ADVERTISEMENT



VALUE CONTEXT OF POLITICAL ADVERTISEMENT

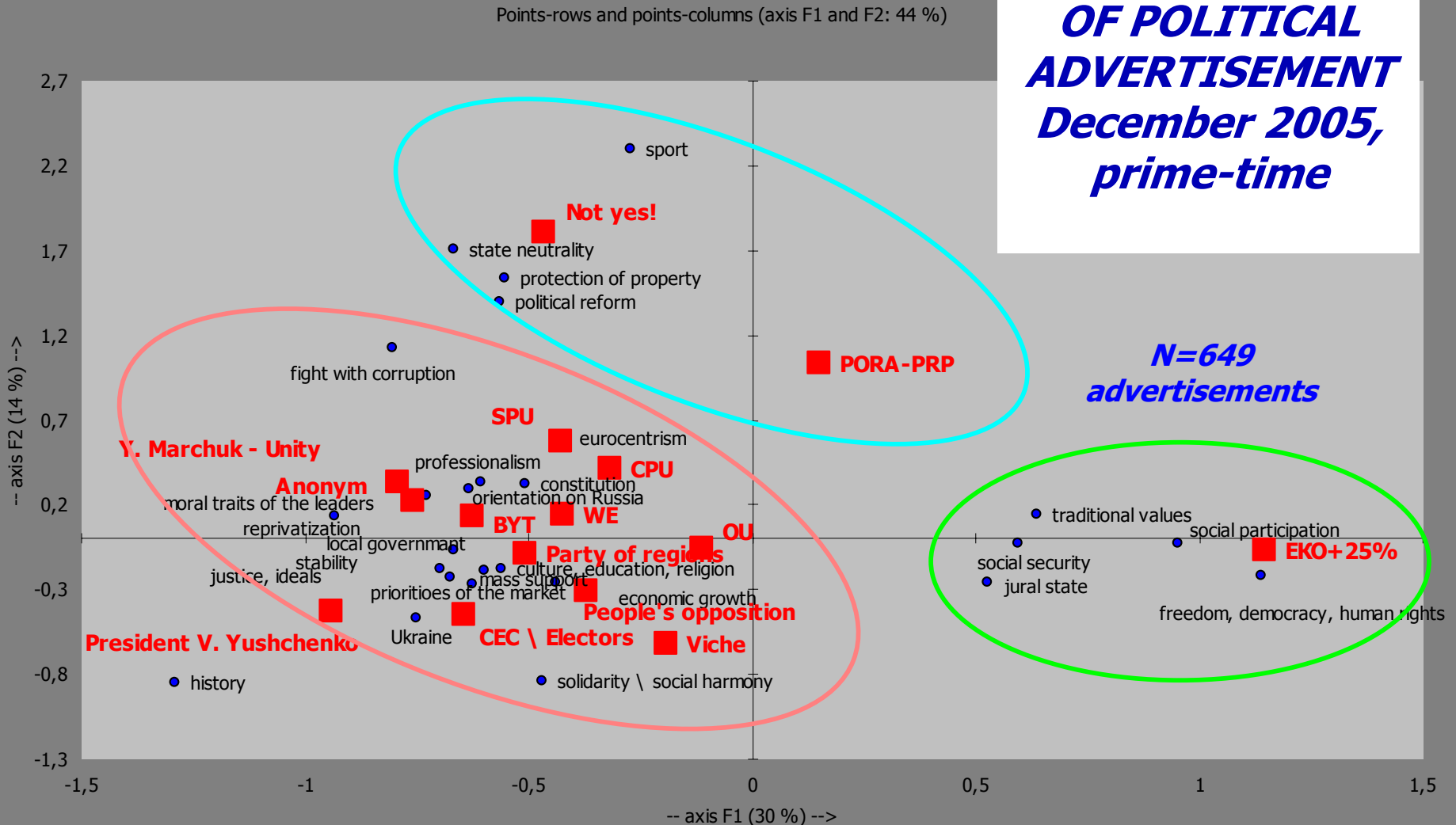
January 2006, prime-time



52-64 % of all advertisements contain references to social values

POLITICAL ADVERTISEMENT

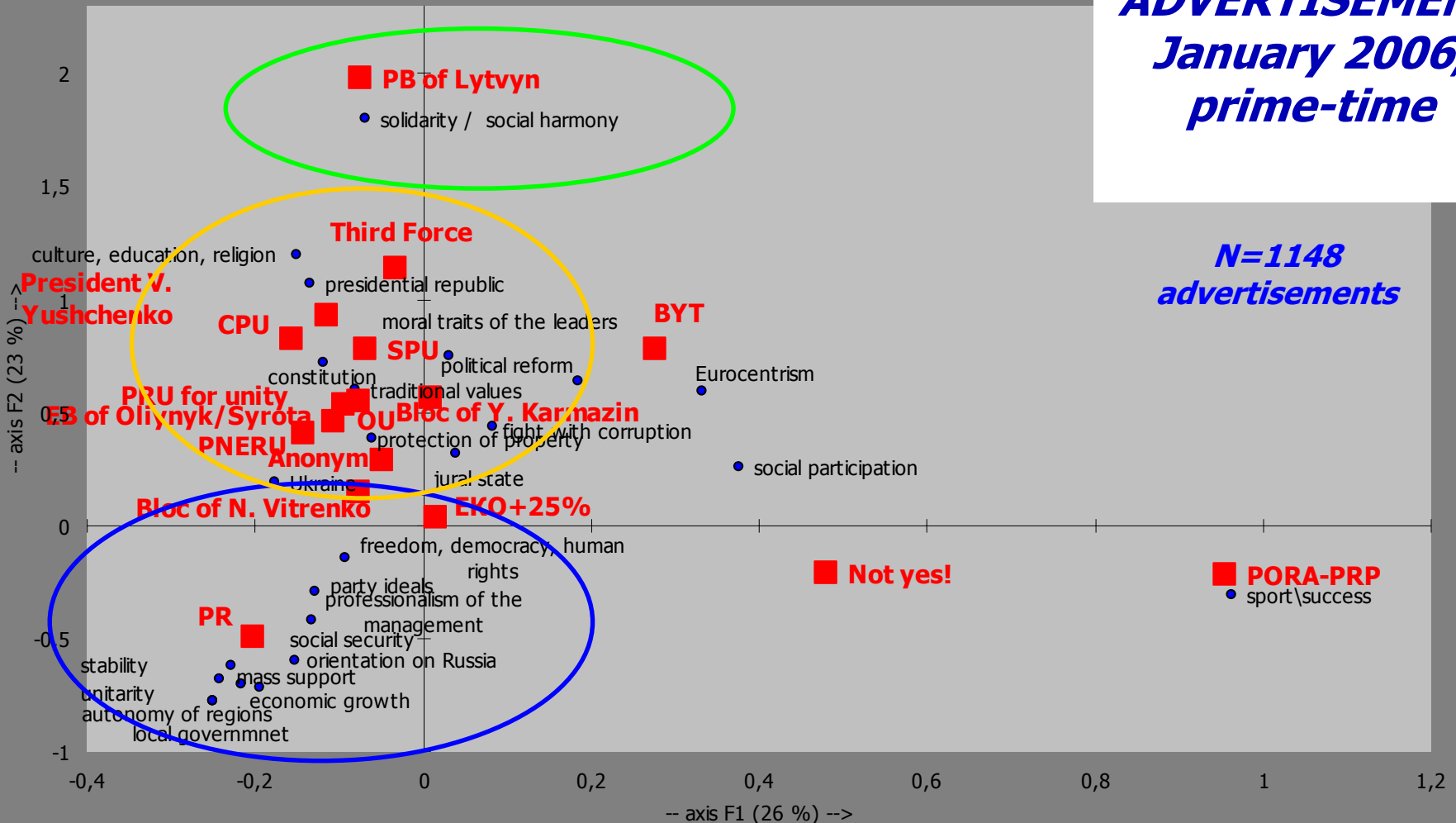
**VALUE CONTEXT
OF POLITICAL
ADVERTISEMENT
December 2005,
prime-time**



POLITICAL ADVERTISEMENT

VALUE CONTEXT OF POLITICAL ADVERTISEMENT January 2006, prime-time

Points-rows and points-columns (axis F1 and F2: 49 %)



*N=1148
advertisements*

POLITICAL ADVERTISEMENT

***BASE: ADVERTISEMENT FLOW (number of advertisements / sec),
December 2005, prime-time***

	UT-1	1+1	Inter	New channel	ICTV	STB	TRK Ukraine	5th channel	Tonis	NTN	Total
number of all advertisements	150	89	47	37	68	45	23	108	37	45	649
number of anti-advertisements	10	13	6	9	17	7	3	17		6	88
time of all advertisements (sec)	5424	3966	1078	1294	4361	817	1301	2548	833	1376	22998
time of anti-advertisements (sec)	512	2257	298	783	6789	96	88	774		1708	13305

GENERAL DATA

POLITICAL ADVERTISEMENT

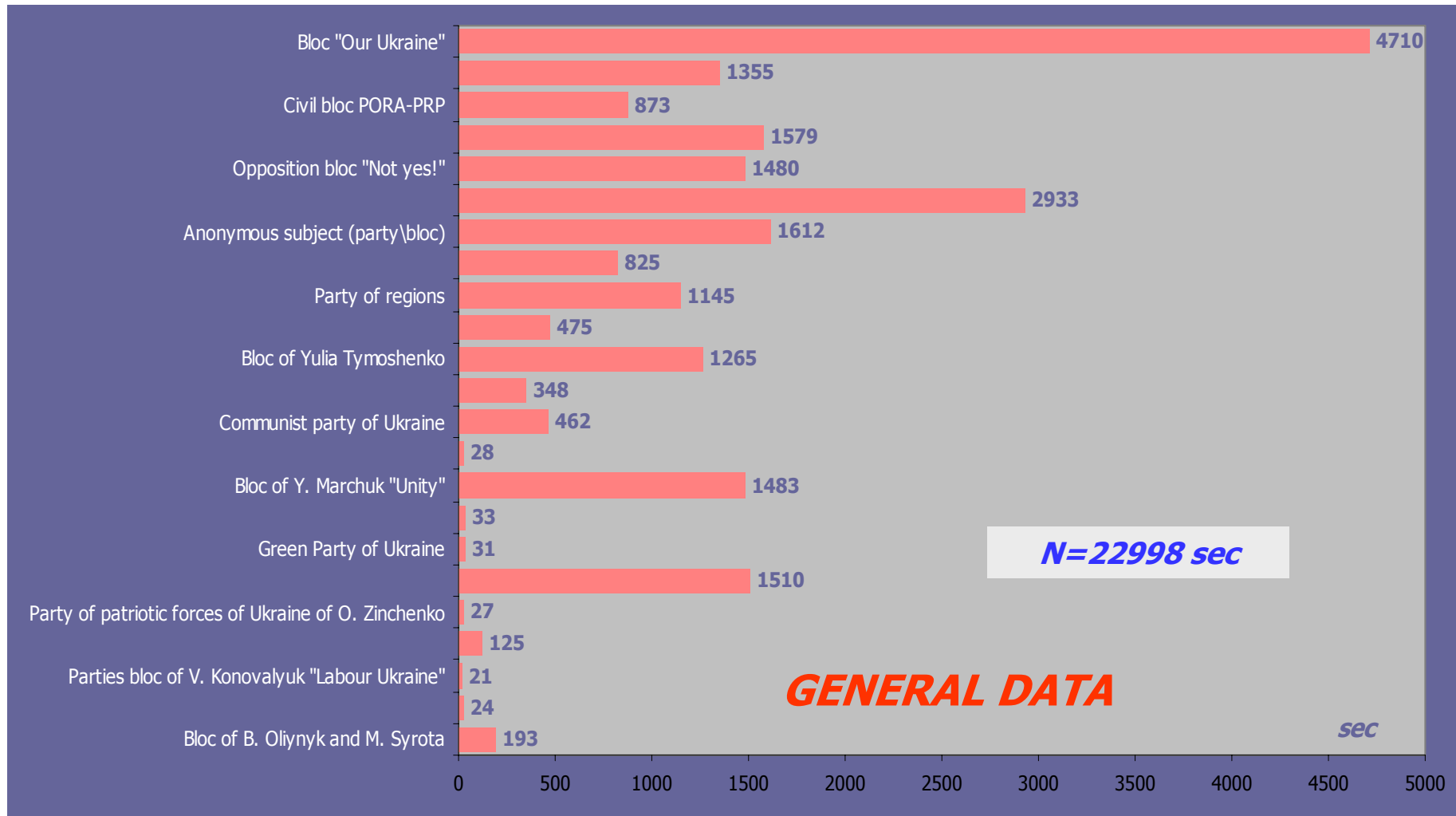
***BASE: ADVERTISEMENT FLOW ΠΟΤΙΚ (number of advertisements / sec),
January 2006, prime-time***

	UT-1	1+1	Inter	New channel	ICTV	STB	TRK Ukraine	5th channel	Tonis	NTN	Total
number of all advertisements	177	74	126	33	158	105	35	324	40	76	1148
number of anti-advertisements	33	32	86	119	58	40	10	49		18	337
time of all advertisements (sec)	5241	5777	3662	533	7672	1971	754	5375	778	2123	33886
time of anti-advertisements (sec)	1180	3292	2616	330	1570	1150	150	1848		1108	13244

GENERAL DATA

POLITICAL ADVERTISEMENT

ADVERTISEMENT OF POLITICAL PARTIES AND BLOCS December 2005, prime-time



POLITICAL ADVERTISEMENT

ADVERTISEMENT OF POLITICAL PARTIES AND BLOCS January 2006, prime-time

