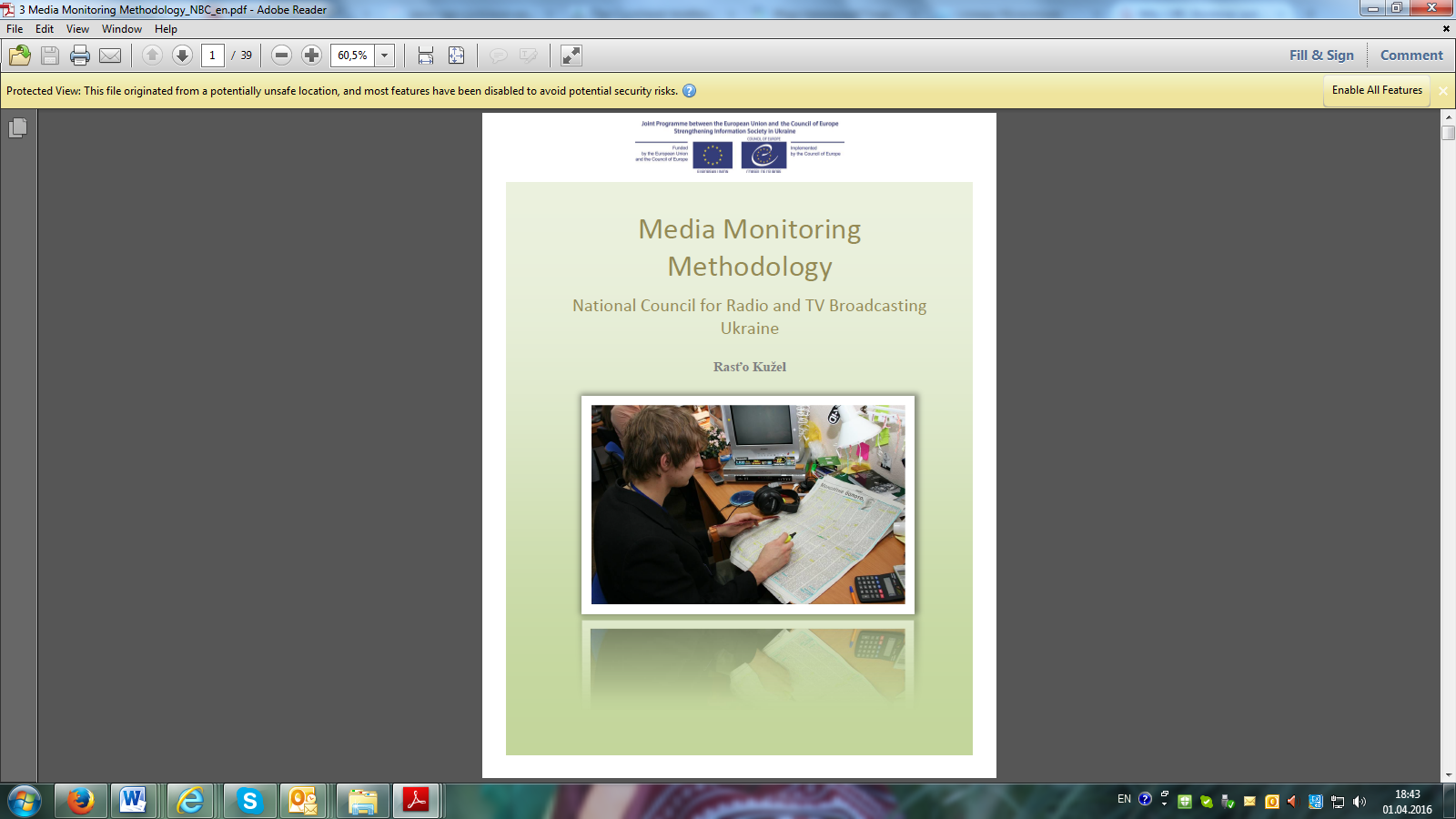
***A brief on media monitoring methodology***

***developed for the National TV and Radio Broadcasting Council of Ukraine***

In 2015 the Council of Europe expert Rast’o Kužel produced a media monitoring methodology developed at the request of the National TV and Radio Broadcasting Council of Ukraine.

The methodology for the media monitoring has been developed by the Slovak media-monitoring organization MEMO 98 which has used it in some 50 countries around the world. It employs quantitative and qualitative methodological tools according to international standards for media monitoring. Given its comprehensive content-oriented approach, it is specially designed to provide in-depth feedback on pluralism and diversity in media reporting, including coverage of chosen subjects/themes.

“The intention of this document is to help the NTRC to enhance their media monitoring capacity to observe how license holders fulfil their obligations;” said Rasťo Kužel, the Council of Europe expert. “The document provides a set of monitoring methodologies to address common issues that may be addressed by the NTRC. I would like to mention, however, that the exact design of each media monitoring activity is dependent upon the exact goal of each monitoring. While the way how regulators oversee the adherence of broadcasters to their legal obligations varies from country to country, it is a good international practice that if a regulator conducts monitoring, the methodology as well as all its decisions are published online.”

The monitoring based on comprehensive international methodology is going to give the regulator more effective tools for investigating issues of media coverage. When a broadcaster fails to respect the law or the conditions specified in the license, the regulatory authorities should have the power to impose sanctions, in accordance with the law.

The methodology was developed under support of the European Union and the Council of Europe Joint Programme "Strengthening of information society in Ukraine"

The text of the document can be downloaded at the link bit.ly/25ASrBE