Profile
Al Arabiya is a Pan-Arab Saudi-owned TV news channel based in Dubai (United Arab Emirates), consumed across the Middle East and in particular in Saudi Arabia. Launched in 2013, it broadcast standard newscasts and documentaries, covering current affairs, business and sports. It is generally seen as opposition-oriented as it supports a Saudi viewpoint. It is considered the main competitor of Al Jazeera.

1. Results audience panel

**FAMILIARITY**
High familiarity with outlet

**ACCURACY**
Sources are not perceived as credible.

**BALANCE**
Low willingness to consume item because perceived as partial (not trustworthy and hiding a political agenda)

2. Audience panel highlight

It is noteworthy that government-oriented audiences are significantly more positive about balance of the item

3. Objectivity analysis

**ACCURACY**
There is no mix between opinion and facts.

**BALANCE**
Slightly partial. It only relies on sources belonging to the SDF or to the International Coalition, and it could have been possible to refer to more neutral sources (i.e. political or military analysts) in order to provide a more balanced item. The vocabulary and graphics/multimedia are neutral.

Description of item
This video is about the current battle carried by the International Coalition and the SDF east of Al-Jazirah in order to definitively expel ISIS. The video is accompanied by a ‘headline’ introducing the location and topic. And includes both professionally shot and amateur moving images and there is a female voice over. Al-Arabiya’s reporter went to the frontlines. There she met with IC officers and SDF officers, quoted saying that ISIS is 5000 strong (half of whom are foreigners) with Iraqi commanders. The first SDF officer explains how they are cornering ISIS in Al-Dashisha area, whereas the second one describes how they avoided clashing with the Iraqi Popular Mobilization Forces at the border. The item ends with suppositions regarding the location of Al-Bagdadi. The video is noteworthy because it includes Kurds and women.

Link to item
https://www.youtube.com/watch?v=lTj27iH_Ogo

Type of item
news item, video
Profile
Launched in 1996, Al Jazeera is a state-funded broadcaster based in Qatar. Originally launched as an Arabic news and current-affairs TV channel, it now works on several platforms and languages and is a global news organization. It has a very wide reach across the region and is considered to be opposition-oriented.

Link to item
https://www.youtube.com/watch?v=3PJn4wSenys

Type of item
news item, video

Description of item
This video reports the sufferings endured by the inhabitants of Darra’s who had to flee their homes due to the Russian airstrikes. Most of them have fled from the Eastern countryside of the province towards the West in the last ten days. the video also explains that, according to observers the USA’s silence proves they are accepting what is happening in the province. Those observers also links the current situation, and the abandonment of the armed Opposition by the USA to an agreement between the latests, Moscow and Tel Aviv. Finally, the video makes a small recapitulation of how Daraa was the first area to revolt against the Syrian Regime, explaining that this is why the Regime came back 7 years later to decapitate the revolution in its cradle. Video is accompanied by a ‘headline’ introducing the location and topic.

1. Results audience panel

**PROFESSIONALISM**
The item was scored high on professionalism indicators.

**BALANCE**
Opposition-oriented audiences were more confident about the outlet’s independence than government-oriented audiences, who all considered it partial.

**ACCURACY**
Audiences of the two panels were split regarding balance and credibility of sources, opposition-oriented audiences scoring the item high and government-oriented audiences scoring it very low

2. Audience panel highlight

**FAMILIARITY**
This outlet was the most familiar to audiences, who could clearly identify the position of the journalist.

3. Objectivity analysis

**ACCURACY**
The graphic multimedia value and vocabulary of this video is emotional in the depiction of refugees as victims. The type of vocabulary goes a bit beyond journalistic standards. The item is however impartial, though the diversity of viewpoint could have been enhanced, as the video criticizes the silence of the UN towards the situation of the fleeing refugees without really allocating space to its point of view.

**BALANCE**
The video is partial. Though vocabulary and graphic material are neutral, the item only presents one point of view, adopting Hezbollah’s narrative. It does not mention that refugees might have doubts about their future in Syria.
Profile
Al-Manar launched in Beirut, Lebanon, in 1991 and to this day broadcasts from this location. It is a Pan-Arab satellite television station and has a wide audience worldwide. It is seen as affiliated with Hezbollah and with the Syrian government. Al-Manar been banned or made unavailable in some regions, perceived as strongly anti-Israel and anti-USA.

Link to item
http://www.almanar.com.lb/4052215

Type of item
news item, video

Description of item
Video with moving images, shot by the outlet itself. This video covers the departure of a Convoy of Syrian refugees leaving Arsal, in Lebanon, and returning towards the Western Qalamoun in Syria, under the supervision of the Lebanese General Security. Children are happy to return, whereas adults praise the cooperation between the two governments, that allowed such a return. In addition to men, women and children are also interviewed. Generally they are in a positive mood.

Finally, the head of Arsal’s municipality states how both locals and Refugees are satisfied by this return. There is male voice over towards the end of the report. The term ‘naazi7een’ (displaced) is used instead of refugees, in line with the Lebanese discourse. The item is notable for the positive mood throughout the video and the inclusion of interviews with children.
Profile
Al Sharq al Awsat is an international Arabic newspaper, based in London, considered to be one of the oldest and most influential in the Middle Eastern region. It is owned by the Saudi royal family and government ministers and generally supports their political stance.

1. Results audience panel

- **ACCURACY**
  Seen by audiences as inaccurate and not very credible.

- **BALANCE**
  Scored low on independence and balance, particularly by audiences in opposition affiliated areas.

2. Objectivity analysis

- **ACCURACY**
  Partial mix between opinion and facts at the end of the item due to some lack of sourcing.

- **BALANCE**
  The graphic multimedia value for this article is neutral, though irrelevant and of poor quality. Overall, the item is impartial. The vocabulary is mainly neutral.

Link to item
https://aawsat.com/home/article/1332836/

Type of item
news item, article

Description of item
Short article (news item) accompanied by a photo. The article reports that the Jordanian army confirms that the 95,000 Syrians displaced that were staying near the Jordanian border went back to Syria’s interior, after the security situation improved there. The item also reports that, according to a source belonging to the Jordanian army, they are now fewer elements in Khaled Bin Walid’s army (a group following ISIS) in the Yarmouk basin after the Syrian and Russian aviation targeting the group last Wednesday (the 11th of July). The item is noteworthy for its briefness and use of an unprofessional photo.
Profile
Activists News Association (ANA) Press is part of the ANA New Media Institution, an organization based in Turkey. Founded in 2012 from Cairo by activists who aimed to support citizen journalism in Syria, the outlet is generally considered to independent, leaning towards the opposition. Located in Turkey, the outlet generally is catered to and is read by an opposition-oriented audience. The outlet also supports citizen journalism and provides coverage of human stories.

Link to item
https://www.facebook.com/ANAPRESSAR/videos/200061156637861

Type of item
feature, video

Description of item
Video with moving images, mostly professional and shot by the media outlet itself, with some ‘home video’ images, all supported by music. Central to the story is a young woman, whose story is presented through writing presented in the video. The 20 year-old is displaced and deaf-mute, but still farms and takes part in artistic activities. The video also includes interview material of the young woman and her father, who both express hopes that one day she will be able to see and hear (surgery is available, but too costly) and will also have the chance to become a successful painter. The video is notable for its different format and for providing coverage of a human story.

1. Results audience panel

ACCURACY
Credibility of sources was scored low by audiences in government-oriented areas and high in opposition-oriented areas.

BALANCE
Balance was scored low by audiences in government-oriented areas and high in opposition-oriented areas.

PROFESSIONALISM
Audiences rated the item high on professionalism

2. Audience panel highlight

This item was remarkable for the clear split between audiences in opposition-oriented areas (who were overwhelmingly more positive) and audiences in government-oriented areas.

FAMILIARITY
A high percentage of both audiences panels was unfamiliar with the outlet

3. Objectivity analysis

ACCURACY
There is no mix between opinion and facts.

BALANCE
The vocabulary is neutral, while the item should be considered as impartial. The graphic multimedia value for this video is between emotional and disturbing, because of the music used in the video but also because it includes footage of destruction.
ARTA FM is a community radio station launched in July 2013 from Amuda, broadcasting in Kurdish, Arabic, Armenian and Syriac. It is considered to be an independent outlet and covers mostly the Al-Hasakah region, providing local news coverage.

Link to item
https://soundcloud.com/artafm1/12072018a-3

Type of item
(local) news item, audio

Description of item
This radio item is a short report regarding the ongoing petrol crisis in Kobani and its area. This piece includes interviews of a taxi driver and ordinary citizen but also of the co-head of the fuel directorate of the province (all speaking Kurdish but dubbed in Arabic). The first two explain that the lack of petrol is negatively impacting transport and the economy because the distributed quantities are too low. The co-head of the fuel directorate instead explains the reasons behind this shortage (lack of quality of crude oil, the decision to export some petrol and the rise of the petrol allowance per car). He says they are working on solving the crisis this week. The item is different from the other reel items due to the medium used and the language of interviewees (Kurdish).

1. Results audience panel

ACCURACY
Opposition-affiliated audiences were significantly more positive regarding sources and impartiality compared to government affiliated audiences

BALANCE
Many respondents (around half) did not know the position of the item or whether the outlet was independent

PROFESSIONALISM
The item scored high on professionalism indicators

2. Audience panel highlight

INTEREST
Most respondents indicated they would not consume it because specific to a certain geopolitical area of Syria that was irrelevant to them

3. Objectivity analysis

ACCURACY
The vocabulary it uses is neutral and it does not include any mix between opinion and facts.

BALANCE
The item is impartial.
Profile
Halab Today is an independent television news channel. Founded in Aleppo and now based abroad, it provides 24-hour coverage of this area, particularly regarding its military developments. It is regarded as an independent media outlet leaning towards the opposition.

Link to item
https://www.youtube.com/watch?v=Ok_jPeA_ihI

Type of item
feature, video

Description of item
The video is accompanied by a ‘headline’ introducing the location and topic of drinking water supply in Al-Raqqa. Moving images, relatively professionally shot and edited by the outlet. The civilians authorities continue the repair operations of the water supply network destroyed by the war. They also analyse and purify the water before distributing it via their own trucks. Two people are interviewed: one citizen and the person responsible at the side of the water supply. Both their names and ‘positions’ are presented and there is a male voice over. The member of the water administration mentions the lack of trucks and the that authorities cannot provide water to all the inhabitants who have returned. Because of that, some are have to buy polluted water from trucks who pumped it directly in the Euphrates river. Citizens are complaining that this has negative consequences on their.

1. Results audience panel

FAMILIARITY
Well known outlet by audiences in opposition affiliated areas, but only by half of respondents in government affiliated areas.

BALANCE
Scored high on balance by both audience panels

PROFESSIONALISM
The item was perceived as professional by both panels.

2. Audience panel highlight

PROFESSIONALISM
The item of Halab Today was one of the highest scored on professionalism

The item was one of the highest rated on sharability

3. Objectivity analysis

BALANCE
The graphic multimedia of this video is disturbing. It shows footage of destruction. However, the vocabulary used is neutral, while the video itself is impartial. The diversity of viewpoints could have been enhanced, by including the testimony of an affiliate of private company distributing water.
I am a Human Story is an outlet notable for its coverage of human stories. It employs reporters who cover human stories independently across Syria, regardless of the party in control of the area.

**Profile**

**Link to item**

https://www.iamahumanstory.com/%d8%ad%d9%83%d8%a7%d9%8a%d8%a7-%d9%88%d9%82%d8%b5%d8%b5/%d9%86%d8%a7%d8%a1-%d8%a7%d9%84-%d8%a7%d9%84-%d8%b3%d9%88%d8%b1%d9%8a-%d9%86-%d8%b1-%d8%a7%d9%84%

**Type of item**

feature, article

**Description of item**

Article (medium-long) accompanied by a photograph of good quality. This feature article reports the story of women of the Coastal countryside areas who have lost their sons and husbands due to the war. According to the article, they are the real victims. Some are mourning their lost ones, whereas others are hoping for their return, or simply hoping to receive news. They are struggling economically and some had to resume working despite their old age. The item was chosen because it is a human interest piece and is noteworthy for its particular format.

1. **Results audience panel**

**ACCURACY**

Opposition affiliated audiences were positive regarding credibility of sources, while over half of government affiliated audiences did not know.

**BALANCE**

The item scored low on balance. Some respondents, particularly from opposition-oriented areas, perceived it as one sided because it covered a story from a government-held area.

**PROFESSIONALISM**

The item scored well on professionalism indicators

2. **Audience panel highlight**

**FAMILIARITY**

This outlet was one of the most unfamiliar media houses to audiences, who also did not know if it was independent.

3. **Objectivity analysis**

**ACCURACY**

There is some mix between facts and opinions due to lack of sourcing when precise information is provided regarding lost/killed individuals of the Regime’s Army, and supporting militias.

**BALANCE**

Graphic multimedia of item is somewhat emotional (women in mourning crying), however the vocabulary is neutral and the item is overall impartial.
FACTSHEET #09.1: ORIENT TV

Profile
Orient TV, part of the Orient News Media Group, is a pan-Arab TV channel founded in 2009 in Damascus and is based in Dubai. It is owned by Ghassan Aboud, a Syrian businessman, journalist and opposition figure. It is an outlet with a very wide reach, based in the United Arab Emirates and broadcasting in Syria, Jordan, Oman, Saudi Arabia and United Arab Emirates. It addresses Syrian viewers and the Arab world in general. It is generally seen as opposition-oriented.

Link to item
https://www.youtube.com/watch?v=485TkhHqT-c

Type of item
non-sensitive replacement was needed

Description of item
This video is a small report about a new vaccination campaign against poliomyelitis in Afrin’s area after a year and half interruption. This campaign is carried out by the Syria Immunization Group under the supervision of the WHO and with the support of the UNICEF. The first person to appear in the video is part of the NGO carrying the campaign, whereas the second one is a citizen praising the campaign.

1. Results government oriented-audience panel

BALANCE
Item viewed as balanced by over half of respondents

PROFESSIONALISM
Positive in professionalism scoring

INTEREST
General lack of interest in the topic of the item by most respondents.

2. Objectivity analysis

ACCURACY
It does not include any mix between opinion and facts.

BALANCE
The vocabulary, graphic multimedia value for this item is neutral.
Profile
Orient TV, part of the Orient News Media Group, is a pan-Arab TV channel founded in 2009 in Damascus and is based in Dubai. It is owned by Ghassan Aboud, a Syrian businessman, journalist and opposition figure. It is an outlet with a very wide reach, based in the United Arab Emirates and broadcasting in Syria, Jordan, Oman, Saudi Arabia and United Arab Emirates. It addresses Syrian viewers and the Arab world in general. It is generally seen as opposition-oriented.

1. Results opposition-oriented audience panel

With some exceptions, the item was generally scored highly by audiences in opposition-oriented areas

BALANCE
Audiences in opposition-oriented areas were not positive with scoring on balance and portrayal of actors

INTEREST
The item stood out as one of the most likely to be consumed in everyday life

3. Objectivity analysis

ACCUACY
There is some mix between facts and opinions, due to some lack of sourcing. For instance, the item claims that the Pro-Regime Militias have committed a massacre by killing 10 individual in a shelling without sourcing.

BALANCE
The graphic multimedia of the item is disturbing and the item is partial: it labels Russia “the occupier” and the Pro-Regime militias “sectarian”. In the current Syrian context, those two terms are considered offensive vocabulary and their use also demonstrate a bias against Russia and the Pro-Regime Militias, a bias that is reinforced by the sarcastic labeling of the latest as “the reformers/rectifiers”.

Description of item
Members of the Syrian army looting houses and killing civilians. Mainly (amateur) moving images but photographs are included at the end of the video. Male voice over. This video reports that Assad militias and their Iraqi supporting militias did not respect the agreements guaranteed by the Russian police, not to enter the cities and towns of Daraa. It severely criticizes Russia for allowing such a thing, but also the Regime and Al-Kerak’s Mayor forces for looting the town, and for publicly executing civilians there. The video also severely criticizes the Regime for having forced civilians of the Ghouta into military enrollment in its militias, in contradiction of previous agreements guaranteed by Russia. The item is noteworthy for its unprofessional imagery and topic choice. The item is noteworthy for its unprofessional imagery, and the choice of topic.

Type of item
news/political item, video

Link to item
https://www.youtube.com/watch?v=W5UCG1sDQRY
Profile
Russia TV is a Russian international television network funded by the Russian government in 2005. It offers bulletins, documentaries, talk shows, debates, sports and cultural programs of a global scope from a Russian perspective. Based in Moscow, it operates channels its widespread outside Russia and provides internet content in several widely spoken languages, including Arabic. It is seen as affiliated with the government. It is generally seen as opposition-oriented as it supports a Saudi viewpoint. It is considered the main competitor of Al Jazeera.

Link to item
https://www.youtube.com/watch?v=snx0AeLq9Q

Type of item
news/political item, video

Description of item
The video is accompanied by a ‘headline’ introducing the location and topic. Moving images, seemingly shot by the outlet itself that are professionally edited. Images are relevant to the story, but do not necessarily add something to it. There is a female voice over. The video is about the financial aid promised by Saudi Arabia to the USA during a meeting between Adel Al-Jubeir, the Saudi Minister of Foreign Affairs, and Mike Pompeo, his American counterpart, in Brussels in July 2018. With this agreement Saudi will donate 100 millions Dollars to support the International Coalition against ISIS in the North of Syria. According to Ryad this money should help counter ISIS’ projects, fund the essential.

1. Results audience panel

ACCURACY
Particularly audiences in opposition-controlled areas scored the item low on credibility of sources

BALANCE
The outlet was scored low on independence and balance, especially by audiences in opposition-oriented areas.

PROFESSIONALISM
Audiences positive in scoring professionalism indicators

2. Audience panel highlight

FAMILIARITY
This outlet was the most familiar to audiences

INTEREST
This item stands out as one of the least likely to be consumed by audiences in everyday life

3. Objectivity analysis

ACCURACY
There is no mix between opinion and facts.

BALANCE
The item is impartial since the vocabulary used by the reporter is always neutral. The graphic/multimedia however is disturbing, because the video includes destruction footage.
FACTSHEET #11: SAMA TV

Profile
SAMA TV is the most watched TV channel in Syria and is owned by the Syrian government. Founded in 2012 in Damascus, it features a variety of general interest programs available domestically.

Link to item
https://www.youtube.com/watch?v=oXvnyag-zUM (link no longer active since website was hacked and older news items are no longer retrievable)

Type of item
news item, video

Description of item
Item is presented by a female presenter, accompanied by a headline introducing the location and the topic. This video is about the role played by the Traffic Police and the Internal Security Forces in organizing and securing traffic and public places in Al-Hasakah, before and during the Eid Al-Adha. It shows several elements of these forces, explaining their role and how inhabitants are satisfied with their actions. There are some moving images that are professionally shot and edited and are relevant to the item. The video includes interviews with different people from the authorities (which is clear from their uniforms). These are not introduced with names or positions.

The item is noteworthy for its particular format that includes a presenter, for its interviews without introductions and for its one-sidedness.

1. Results audience panel

BALANCE
Overall, the item is one of the lowest scored on independence by both audiences

2. Audience panel highlight

FAMILIARITY
Familiarity of all audiences with the outlet

INTEREST
Very low interest to consume item, in the case of audiences in government controlled areas due to choice of topic, for the other panel due to lack of trust
Profile
Syrian Snacks was founded in Damascus in 2017 with the aim to report beyond political divide lines. It focuses on local issues in Syria, political dialogue, critical and satire articles, civil society and democracy. It has in particular addressed issue of accountability, whether in local elections, Constitutional rights violations, criticism of Syrian media and violations against journalists. It aims to address all Syrians regardless of political affiliation and is difficult to place politically.

Link to item
https://snacksyrian.com

Type of item
short article

Description of item
Article (short) accompanied by a photograph of good quality. This article reports how the war has helped discover serious drawbacks in the implementation of a water sanitation project carried in 1991 in Al-Qossour neighborhood in Deir Ezzor. These serious issues were discovered while the technical teams of the City Council were repairing damages resulting from past combats. The article criticizes media close to the Regime that are reporting the news today, because they probably have praised the implementation of this project and the entrepreneur who carried it back in the days. The article regrets that such things put the life of citizens in danger, and cost a lot of money. It also regrets that the corrupt are not sanctioned. The item is remarkable for its briefness and critical character.

1. Results audience panel
BALANCE
The item was mostly seen by audiences as balanced

PROFESSIONALISM
The item scored well on professionalism criteria

INTEREST
Audiences were not interested in the topic, which they fond irrelevant and thus would not consume it

2. Audience panel highlight
FAMILIARITY
This item stood out for its unfamiliarity, and difficulty to determine its independence

3. Objectivity analysis
ACCURACY
There is some mix between facts and opinions since the item claims that millions of Syrian Pounds have been stolen via the water sanitation project in Deer Ezzor without sourcing or proving with tangible elements the entrepreneur’s intentional will to lower the quality of the project in order to steal the money.

BALANCE
The graphic multimedia value for this article is neutral and relevant. However, overall the item is partial. Criticizing Tishreen (a Regime owned newspaper) for having eventually praised the project in the past does not bring any additional value to the story. It is only a vague assumption that aims at depicting the newspaper negatively, which demonstrates a bias against it. The vocabulary used in the item is sometimes sarcastic.
Profile
Welat FM is a Kurdish radio station airing from Qamishli, seen as opposition-oriented. Founded in 2013 in al-Hasaka governorate by citizen journalists, the station focuses mainly on civil society and everyday experience, giving voice to the citizens of the North-East of Syria (al-Hasakah) and Aleppo. It also publishes monthly cultural and youth magazines.

1. Results audience panel

ACCURACY
Sources and credibility of sources were elements scored high by audiences

BALANCE
Though some audiences were concerned or uncertain about credibility/independence of the outlet, perceived as possibly politicized. The item was however considered impartial by audiences.

2. Audience panel highlight

The item was notable for its relatively high scores given by both audience panels.

3. Objectivity analysis

ACCURACY
There is no mix between opinion and facts.

BALANCE
The vocabulary and graphics used in the video are neutral, while the item should be considered as impartial.
Profile
Zaman al-Wasl is considered to be an opposition-leaning network and is based in Qatar. Its audience spans across the entire Middle East through websites, TV, radio outlets. Established in Homs in 2005, it was once close to the Syrian state but its editorial line changed after the uprising. It is unclear now who funds it. Its platform Wasl Leaks leaked government documents in 2015 and Islamic State recruitment files in 2016.

1. Results audience panel

ACCURACY
Audiences had mixed opinions regarding credibility of sources

BALANCE
Audiences in opposition-affiliated areas were significantly more positive about the item, particularly in its balance, rated very low by government-oriented audiences

PROFESSIONALISM
The item was rated high by both panels on indicators for professionalism

2. Audience panel highlight

BALANCE
One of the lowest rated on balance by audiences in government-oriented areas

3. Objectivity analysis

ACCURACY
One source (a fighter) describes the Alawite Regime as “the Nuseyri Regime”. This is offensive in the Syrian context.

BALANCE
Item is neutral and impartial in its vocabulary and graphics. The music is anxiogenic, making the item slightly emotional.

Link to item
https://www.youtube.com/watch?time_continue=167&v=dvIs4ny4Ac4

Type of item
news item, video

Description of item
Professionally shot and edited moving images produced by the outlet itself. There is no voice over, but crescendo music. There are text boxes with some information displayed, interchanged with 3 interviews. This video is about the arrival to Murk of the first batch (out of three) of displaced (civilians, opposition fighters and media professionals) from Al-Quneitra. These IDPs have refused the Regime’s proposed settlement. The first person to appear in the video is a civilian doctor (dean of the nurses’ faculty in Aleppo university). He explains the details of his displacement. The second person is a civilian who describes the difficult living condition under constant bombardment. Whereas the third man, is an opposition fighters who accuses the Jordanian intelligence services of being behind the fall of Daraa, and of having opened fire on IDPs stuck at the Jordanian border. The item is noteworthy for its distinctive format.