

News Item

How many people really watch or read RT, anyway? It's hard to tell, but some of their social numbers are eye-popping | Nieman Journalism Lab

By Joshua Benton March 3, 2022

Is RT's international audience real?

That's an important question, as <u>regulators and distributors debate</u> where the Kremlin-backed network falls on the spectrum from news channel to state propaganda. All across the world, RT is being <u>tossed off cable systems</u>, <u>blocked by ad networks</u>, <u>removed from app stores</u>, <u>downranked in search engines</u>, or <u>banned outright</u>.

But the level of concern would seem inextricably linked to the size of RT's reach; propaganda isn't particularly effective if no one sees it. Is it a <u>rising power</u> in <u>an information war</u>, or a <u>waste of Kremlin cash</u> that <u>fakes its own numbers</u>?

[...]

Source: <u>How many people really watch or read RT, anyway? It's hard to tell, but some of their social numbers are eye-popping | Nieman Journalism Lab</u>