

19 Armenian News Outlets vs. 15 Benchmark News Outlets: Performance Gaps

#	Media Distribution Channel	19 Armenian News Outlets (19 ANO)	15 Benchmarks (15 B)	Performance Gap (19 ANO vs. 15B)
1	Facebook	89%	100%	11 pps
2	Instagram	68%	93%	25 pps
3	YouTube	79%	93%	14 pps
4	X	79%	73%	Overperforming
5	Weekly/ Monthly Newsletter	37%	73%	36 pps
6	Daily Newsletter	5%	33%	28 pps
7	Printed Edition	26%	33%	7 pps
8	Digital Edition	26%	33%	7 pps
9	Videos	58%	93%	35 pps
10	Click-to-play Videos	37%	80%	43 pps
11	Autoplay Videos	5%	27%	21 pps
12	Click-to-play Podcasts	5%	40%	35 pps
13	Podcasts	5%	53%	48 pps
14	App	5%	33%	28 pps
15	Radio Channel	5%	7%	1 pps
16	TV Channel	11%	7%	Overperforming

19 Armenian News Outlets: 16 Media Distribution Channels

		Average																	
Total "Yes"		5	34%	17	13	15	15	7	1	5	5	11	7	1	1	1	1	1	2
"Yes" % of Total				89%	68%	79%	79%	37%	5%	26%	26%	58%	37%	5%	5%	5%	5%	5%	11%
#	Website	Total "Yes"	"Yes" % of Total	Facebook	Instagram	YouTube	X	Weekly/Monthly Newsletter	Daily Newsletter	Printed Edition	Digital Edition	Videos	Click-to-play Videos	Autoplay Videos	Click-to-play Podcasts	Podcasts	App	Radio Channel	TV Channel
1	A1plus.am Armenia	6	38%	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	No	No	No	No	No	No
2	Aravot	8	50%	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	No	No	No	No	No	No
3	Armenia News AM	7	44%	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	No	No	No	No	No	Yes
4	Armenian Life	1	6%	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No
5	Armenian Mirror-Spectator	7	44%	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No	No	No	No	No	No	No
6	Armenian Report	6	38%	Yes	Yes	Yes	Yes	No	Yes	No	No	Yes	No	No	No	No	No	No	No
7	Armenian Weekly	9	56%	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	Yes	No	No	Yes	No	No	No
8	Arminfo	3	19%	Yes	Yes	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No
9	Asbarez	7	44%	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	No	No	No	No	No	No
10	California Courier	5	31%	Yes	Yes	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	No	No
11	Civilnet	8	50%	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	Yes	No	No	No	No	No
12	Massis Post	6	38%	Yes	No	Yes	Yes	No	No	Yes	Yes	No	No	No	No	No	Yes	No	No
13	Noyan Tapan	7	44%	Yes	No	Yes	Yes	Yes	No	Yes	No	Yes	No	No	No	No	No	No	Yes
14	Oragark	1	6%	No	No	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No
15	PanArmenian	2	13%	Yes	No	No	Yes	No	No	No	No	No	No	No	No	No	No	No	No
16	Public Radio of Armenia	7	44%	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	No	No	No	No	Yes	No
17	Tert Am	4	25%	Yes	No	Yes	No	No	No	No	No	Yes	Yes	No	No	No	No	No	No
18	Zartongk	4	25%	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No	No
19	301.am	5	31%	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No	No	No	No	No	No

Notes:

1) Supporting data from individual news outlets' websites. Data from July 2025. Source URLs linked to individual table cells.

15 Benchmark News Outlets: 16 Media Distribution Channels

		Average																	
Total "Yes"		9	55%	15	14	14	11	11	5	5	5	14	12	4	6	8	5	1	1
"Yes" % of Total				100%	93%	93%	73%	73%	33%	33%	33%	93%	80%	27%	40%	53%	33%	7%	7%
#	Website	Total "Yes"	"Yes" % of Total	Facebook	Instagram	YouTube	X	Weekly/Monthly Newsletter	Daily Newsletter	Printed Edition	Digital Edition	Videos	Click-to-play Videos	Autoplay Videos	Click-to-play Podcasts	Podcasts	App	Radio Channel	TV Channel
5 World-Class Benchmarks:																			
1	Financial Times	13	81%	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No
2	BBC	12	75%	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
3	New York Times	14	88%	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
4	Washington Post	12	75%	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	Yes	Yes	No	No
5	Wall Street Journal	14	88%	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
5 Non-Profit Benchmarks:																			
1	Center for Media and Democracy (CMD)	6	38%	Yes	Yes	Yes	No	No	No	No	No	Yes	Yes	No	No	Yes	No	No	No
2	Coda Media	9	56%	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	No	Yes	Yes	Yes	No	No	No
3	Global Press	6	38%	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	No	No	No	No	No	No	No
4	ProPublica	7	44%	Yes	Yes	Yes	Yes	Yes	No	No	No	Yes	Yes	No	No	No	No	No	No
5	Pulitzer Center on Crisis Reporting	6	38%	Yes	Yes	Yes	No	Yes	No	No	No	Yes	Yes	No	No	No	No	No	No
5 Ethnic-focused Benchmarks:																			
1	Greek Reporter	7	44%	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	Yes	No	No	No	No	No
2	USA Chinese-American: The China Post	1	6%	Yes	No	No	No	No	No	No	No	No	No	No	No	No	No	No	No
3	USA Indian-American: India Currents	6	38%	Yes	Yes	Yes	No	Yes	No	No	No	Yes	Yes	No	No	No	No	No	No
4	USA Irish-American: The Irish Echo	10	63%	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No	No
5	USA Jewish community: The Jewish Daily Forward	8	50%	Yes	Yes	Yes	Yes	No	No	No	No	Yes	Yes	No	Yes	Yes	No	No	No

Notes:

- Supporting data from individual news outlets' websites. Data from July 2025. Source URLs linked to individual table cells.