

P R O F I L E



Voice of America®



Language of Broadcast: Albanian

Content: 10.5 hrs. of original radio and 3.5 hrs. of original TV programming per week – an additional 0.25 hrs. of TV broadcasting to Albania per week; Internet

Distribution: 70 affiliates (41 TV, 29 radio), 2 IBB FM and 1 IBB SW frequency

Radio: The service's radio programs are carried by 29 affiliates in Albania, Kosovo, and Macedonia and by 2 IBB FMs, as well as on an IBB SW frequency.

TV: VOA Albanian broadcasts are carried by 18 TV affiliates in Albania, 11 in Macedonia, 9 in Kosovo, 2 in Montenegro, and 1 in Serbia. Two weekly interactives are carried separately by the most popular TV station in Albania, Top Channel, and by the most popular news station, News 24.

Web: The Service has an Internet site and a mobile site, and content is available on Twitter, Facebook and YouTube. It also sends out a daily newsletter to more than 5,000 subscribers.

Staff: 11

Budget: \$1,863,000

Established: 1943 to 1945; 1951 to present;



Language of Broadcast: Albanian to Kosovo, Bosnian, Macedonian, Montenegrin, and Serbian

Content: Albanian to Kosovo: 10.5 hours original radio; Bosnian: 10.5 hours original radio; 5 hours TV; Macedonian: 7 hours original radio; 10 minutes TV; Serbian: 7 hours original radio Montenegro: 3.5 hours original radio; Balkans Regional program: 12 hours original radio

Distribution: 193 affiliates (150 FM, 43 TV) RFE/RL's delivery includes affiliates in Bosnia and Herzegovina (49 FM, 29 TV), Kosovo (37 FM), Macedonia (5 FM, 13 TV), Montenegro (12 FM), and Serbia (47 FM, 1 TV), in addition to HotBird and Internet with streaming audio.

Web: All of the Balkan Services are active on Facebook and Twitter, have mobile sites, and have branded YouTube pages in process.



Staff: 12+

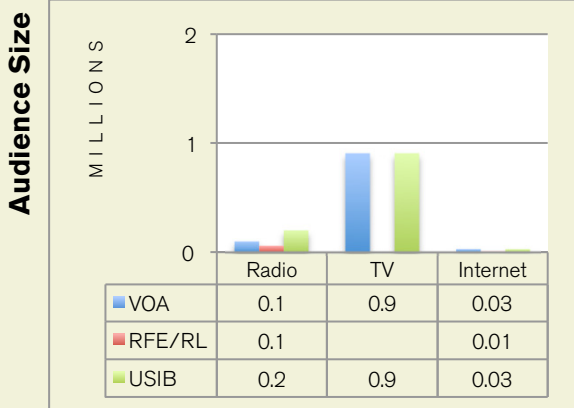
Budget: \$4,525,000+

Established: 1994 to present

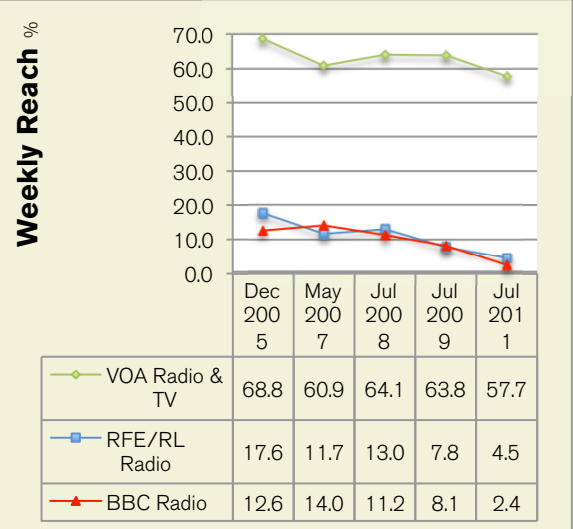
† Numbers reflect RFE/RL Balkans service totals which include Albanian, Bosnian, Croatian, Macedonian, Montenegrin and Serbian.

Albanian to Kosovo

P E R F O R M A N C E D A T A (Using Data from Kosovo, July 2011)



| Weekly Reach by Media (%) | | | |
|---------------------------|------|--------|------|
| | VOA | RFE/RL | USIB |
| Radio | 8.4 | 3.9 | 10.5 |
| TV | 55.6 | na | 55.6 |
| Internet | 1.9 | 0.7 | 2.2 |
| Total | 57.7 | 4.5 | 58.2 |



| Awareness (%) | |
|---------------|--------|
| VOA | RFE/RL |
| 80 | 73 |

| Credibility | Percentage of surveyed weekly audience that finds broadcasts credible (%) | |
|-------------|---|--------|
| | VOA | RFE/RL |
| | Radio | 97 |
| TV | 98 | na |

| Understanding | Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%) | |
|--|--|----------|
| | VOA TV* | RFE/RL** |
| | Current Events | 94 |
| U.S. Society (VOA)/Current Events in Kosovo (RFE/RL) | 70 | 78 |
| U.S. Policies | 69 | na |

| Quality | Combined Scores from audience panel | |
|---------|-------------------------------------|--------|
| | VOA | RFE/RL |
| | Radio | 3.6 |
| TV | 3.3 | na |

*Understanding ratings for VOA TV are 94% for Current Events, 70% for U.S. Culture and 68% for U.S. Policies.
**Understanding ratings are for RFE/RL Albanian on any platform.

Data are from a July 2011 nationwide survey of adults (15+) in Kosovo.

Albanian to Kosovo Broadcasting

A U D I E N C E C O M P O S I T I O N

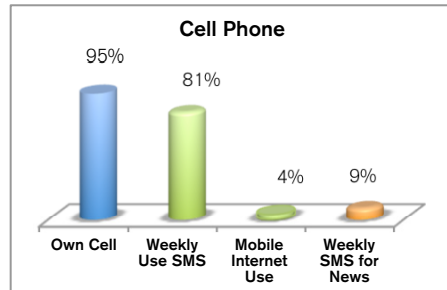
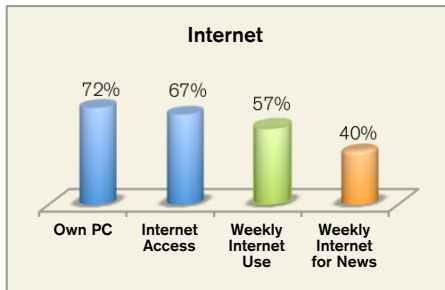
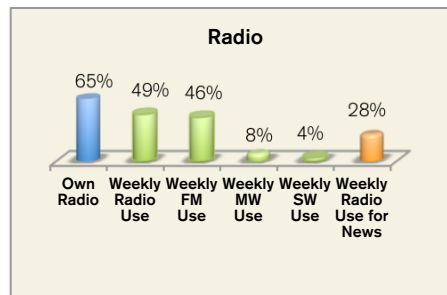
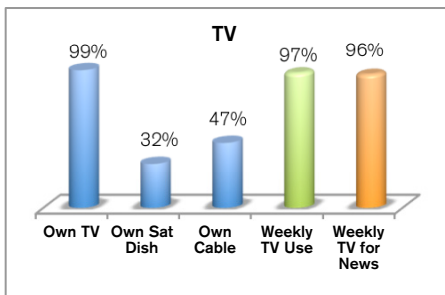
Total Population of Kosovo: 2.3 million

| | Sample | VOA Weekly Audience | RFE/RL Weekly Audience |
|---------------|--------|---------------------|------------------------|
| Sex | % | % | % |
| Male | 49 | 54 | 66 |
| Female | 51 | 46 | 34 |
| Age | | | |
| 15-24 | 31 | 28 | 18 |
| 25-34 | 22 | 23 | 33 |
| 35-44 | 17 | 17 | 20 |
| 45-54 | 13 | 14 | 16 |
| 55-64 | 9 | 10 | 9 |
| 65+ | 8 | 8 | 4 |

| | Sample | VOA Weekly Audience | RFE/RL Weekly Audience |
|------------------------------|--------|---------------------|------------------------|
| Education | % | % | % |
| None | 3 | 3 | 1 |
| Primary | 38 | 36 | 21 |
| Secondary | 45 | 46 | 57 |
| Coll./Univ. | 13 | 15 | 21 |
| Ethnicity/Nationality | | | |
| Albanian | 86 | 92 | 77 |
| Serbian | 5 | <1 | 1 |
| Other | 9 | 8 | 22 |

| | Sample | VOA Weekly Audience | RFE/RL Weekly Audience |
|------------------|--------|---------------------|------------------------|
| Residence | % | % | % |
| Urban | 44 | 46 | 53 |
| Rural | 56 | 54 | 47 |
| Language | | | |
| Albanian | 94 | 99 | 98 |
| Serbian | 5 | <1 | <1 |
| Other | 1 | 1 | 2 |

M E D I A U S E



Top Ten Media Outlets

1. RTK
2. RTV 21
3. KTV Koha Vizion
4. VOA TV
5. TV Klan Kosova
6. Radio Dukagjini
7. Top Channel
8. Radio 21
9. Radio Kosova
10. TVSH

Top Ten Sources of News

1. RTK
2. RTV 21
3. Koha Vision
4. Koha Ditore
5. Google
6. TV Klan Kosova
7. Kosova Sot
8. Telgeati.com
9. VOA TV
10. RTS Serbia

Web Analytics

| | |
|-------------------------------|--------|
| VOA Weekly Visitors | 14,200 |
| Weekly Visits | 32,000 |
| RFE/RL Weekly Visitors | 8,900 |
| Weekly Visits | 36,800 |

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): Partly Free**
- **Economist Intelligence Unit Instability (2010): NA**
- EU-mediated talks between Serbia and Kosovo were called off in September amid heightened tension in northern Kosovo. Talks had been postponed after 16 ethnic Serbs and four NATO peacekeepers were hurt in clashes in an ongoing dispute over border crossings. NATO said troops had used tear gas and rubber bullets after pipe bombs were fired at positions in northern Kosovo.
- The European Commission has recommended Serbia for EU candidate status but said talks could only start after it normalized ties with Kosovo.
- Belgrade refuses to recognise the territory's self-declared independence and tension involving Kosovo's ethnic Serbs sparked violence this summer.
- A European Union panel agreed to appoint a special prosecutor to probe allegations of organ trafficking and other abuses linked to former commanders of the Kosovo Liberation Army, including current prime minister, Hashim Thaci. Under a plan endorsed in June by EU officials in Brussels, the prosecutor will lead a seven-member international "task force" attached to the EU's rule of law mission in Kosovo (EULEX), according to diplomatic sources.

Media Environment

- **Freedom House Press Freedom Index (2011): Partly Free**
- **Reporters Without Borders Index (2011): 30.00 (86/179)**
- Television viewing was slightly higher in 2011 compared to the previous year—87 percent of Kosovo adults reported watching TV "yesterday" compared to 84 percent in 2010. On a weekly basis, however, viewership remained statistically unchanged at 97 percent. TV viewing for news and current information was also statistically unchanged from the previous year (96 percent compared to 95 percent).
- Radio plays a minor role as a news source in Kosovo. In 2011, its weekly use as a source of news and information declined even further from 33 percent to 28 percent. At present, radio ranks fourth among information sources in Kosovo. Apart from TV, radio is overshadowed by the internet (used weekly for news and information by 40 percent of Kosovo adults) and newspapers (36 percent).
- Aside from TV, the internet was the only medium that continued to grow in one way or another, bolstered by demand from Kosovo's young population and intense competition in a tight market. Within a year, household internet access in Kosovo has grown from 61 percent to 67 percent, and computer ownership from 68 percent to 72 percent. Although "last-week" internet use stood at 57.3 percent in 2011 (statistically unchanged from 57 percent the previous year), the internet sector saw two important developments: the use of the internet for news and current information continued to grow, from 37 percent to 40 percent; and broadband penetration continued to expand, opening up further possibilities for online users.