

P R O F I L E



**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

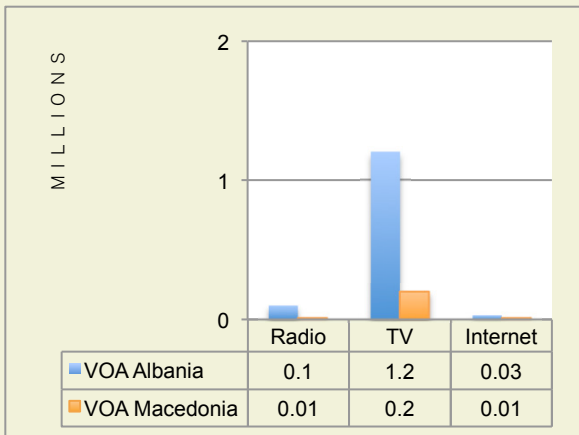
**Established:** 1943 to 1945; 1951 to present; TV service established in 1999



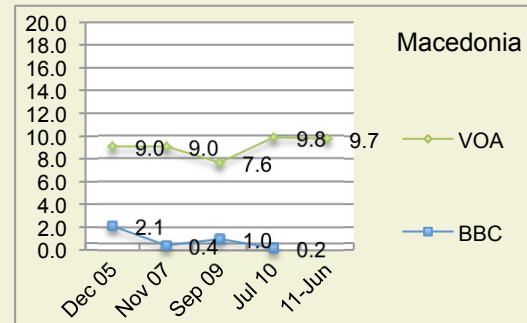
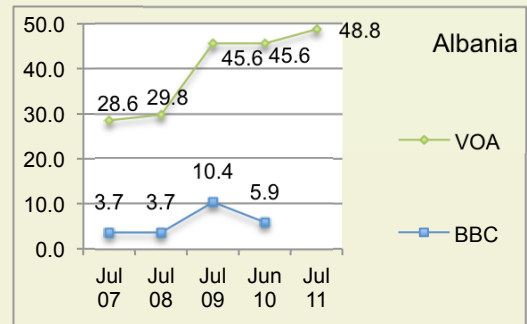
P E R F O R M A N C E D A T A

(Using Data from Albania, July 2011 & Macedonia, June 2011)

**Audience Size**



**Weekly Reach %**



Weekly Reach by Media (%)		
	Albania	Macedonia
Radio	5.0	.7
TV	47.1	9.6
Internet	1.1	0.4
<b>Total</b>	<b>48.8</b>	<b>9.7</b>

Awareness (%)		
	Albania	Macedonia
Radio	70	74

**Credibility**

Percentage of surveyed weekly audience that found broadcasts credible (%)		
	Albania	Macedonia
Radio	96	na**
TV	99	99

**Understanding**

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
	VOA TV** Albania	VOA TV*** Macedonia
Current Events	94	95
U.S. Culture	73	83
U.S. Policies	85	69

**Quality**

Combined Scores from audience panel	
	VOA
Radio	3.6
TV	3.3

\* Among the 24% who are ethnic Albanians, VOA's weekly reach is 38.5%.

\*\*In Albania, understanding ratings for VOA radio are: 94% for Current Events; 82% for U.S. Society; and 81% for U.S. Policies.

\*\*\*In Macedonia, samples of VOA Albanian weekly radio listeners are too small for meaningful analysis.

Data are from an July, 2011 survey of adults (15+) in Albania and a June, 2011 survey of adults (15+) in Macedonia.

Albanian

# Albanian Broadcasting

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

Total Population of Target Country: Albania 3.2 M and Macedonia 2.1 M

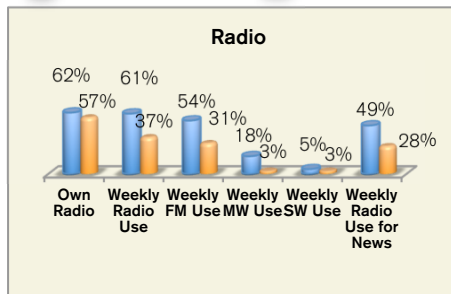
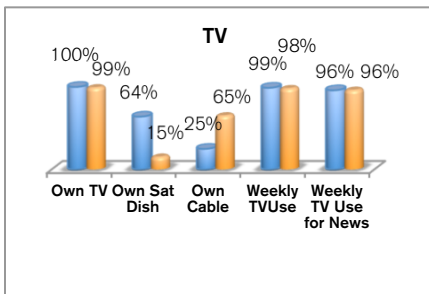
	Alb. Sam.	Alb. Wkly. Aud.	Mac. Sam.	Mac. Wkly. Aud.
<b>Sex</b>	%	%	%	%
Male	50	52	50	59
Female	50	48	50	41
<b>Age</b>				
15-24	25	18	19	23
25-34	18	15	19	22
35-44	17	19	18	24
45-54	17	20	17	14
55-64	12	15	14	10
65+	10	12	14	7

	Alb. Sam.	Alb. Wkly. Aud.	Mac. Sam.	Mac. Wkly. Aud.
<b>Educ</b>	%	%	%	%
None	2	2	36	40
Elem/Sec	35	31	na	na
Upper Sec	46	46	51	44
Higher	18	21	13	15
<b>Ethnicity/Nationality</b>				
Albanian	98	99	24	3
Maced.	na	na	65	96
Other	2	1	10	1

	Alb. Sam.	Alb. Wkly. Aud.	Mac. Sam.	Mac. Wkly. Aud.
<b>Residence</b>	%	%	%	%
Urban	47	49	43	75
Rural	53	51	57	25
<b>Language Spoken at Home</b>				
Albanian	98	99	24	96
Macedonian	na	na	71	3
Other	2	1	5	1

## M E D I A U S E

Albania Macedonia

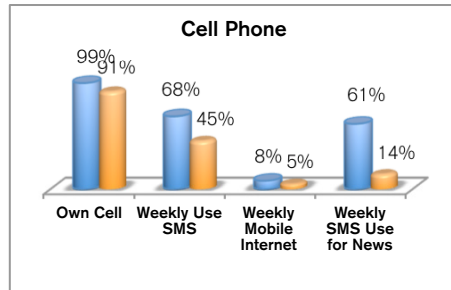
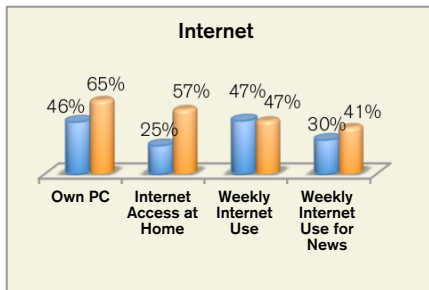


### Albania Top Ten Sources of News

1. Top Channel
2. Vizion Plus
3. News 24
4. TV Klan
5. TVSH
6. Google
7. Shekulli
8. Top AIB
9. Panorama
10. Yahoo

### Macedonia Top Ten Sources of News

1. A1 TV
2. Sitel TV
3. Kanal 5
4. Alsat TV
5. Macedonian TV 1
6. Google
7. Dnevnik
8. Facebook
9. Telma
10. Vest



### Web Analytics

<b>Weekly Visitors</b>	14,200
<b>Weekly Visits</b>	32,000

## C O N T E X T

↓ Stability
↔ Political Freedom
↓ Press Freedom
↑ Ease of Distribution
↑ Competition

### Political Situation

- **Freedom House Political Freedom Index (2011):** Albania–PARTLY FREE; Macedonia–PARTLY FREE
- **Economist Intelligence Unit Instability (2010):** Albania–HIGH RISK; Macedonia–HIGH RISK
- The Albanian prime minister, Sali Berisha, and his center-right Democratic Party of Albania (DPA) continue to rely on the support of their long-standing political adversary, Ilir Meta, whose Socialist Movement for Integration (SMI) is the junior coalition partner. The SMI's position is precarious, however, with Mr. Meta facing corruption allegations since early 2011.
- Lulzim Basha, the candidate of the DPA and winner by of the mayoral election in the capital, Tirana, took the oath of office on July 25th, two and a half months after polling day. The long delay before Mr. Basha could assume office stemmed from a dispute over the election result. One of the two major political forces – the Socialist Party – boycotted parliament and held rallies over allegations of wide-spread fraud by the rival Democratic Party.
- Animosities between the two major political players are hindering long-awaited economic and social reforms. The country's economy is in dire straits and remittances from emigrants, a large number of whom work in debt-ridden Italy and Greece, have been shrinking. Endemic corruption and unemployment remain major issues of concern among the public.
- The political stalemate is likely to hurt Albania's chances for European Union candidacy status, by the end of 2012, the first step towards an eventual membership, as well as expectations for visa-free travel within the Schengen area.

### Media Environment

- **Freedom House Press Freedom Index (2011):** Albania–PARTLY FREE; Macedonia–PARTLY FREE
- **Reporters Without Borders Index (2011):** Albania–34.44 (96/179); Macedonia–31.67 (94/179)
- Media freedom in Albania has regressed in the past year. This is evident in a number of incidents of favoritism and intimidation, but also in the assessment of media freedom watchdog groups. IREX has lowered its media freedom rating of Albania citing "an alliance between the government and powerful business interests against media freedom." The ensuing self-censorship among journalists is a widespread problem. Important issues, such as corruption, might not get the share of investigative reporting they deserve.
- The OSCE is also concerned about media freedom in Albania. The organization has issued warnings when Top Channel received a fine for airing a tape showing a former minister in a compromising situation abusing his power. Lawmakers from the opposition Socialist Party (PS) protested against material on TVSH, accusing the government of misusing the public broadcaster for propaganda purposes.
- Still, focus group participants pointed out increased professionalism of domestic news programs, making them more competitive against international broadcasters. However, they are frustrated with the sensationalism, bias and manipulation still seen in some domestic outlets.