

Information for media

Media picture in Kosova

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Index Kosova, joint venture with
BBSS Gallup International is a
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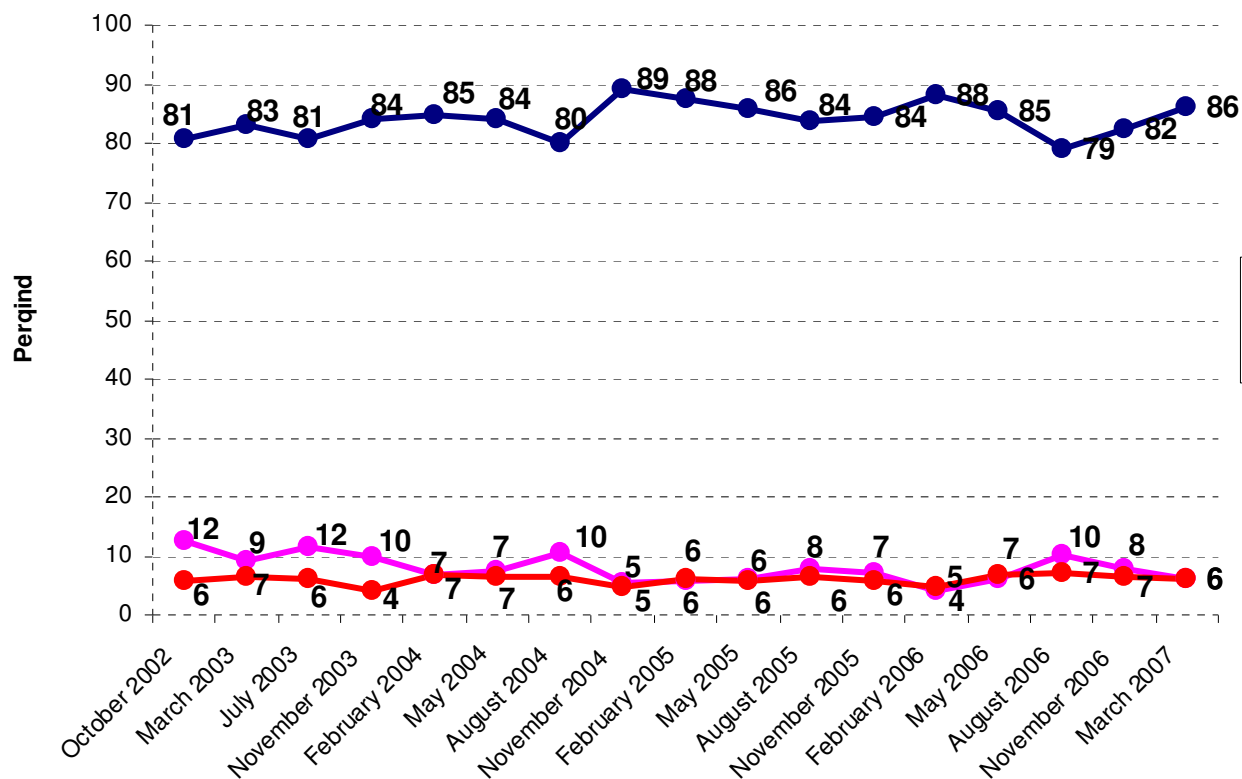
URL: <http://www.indexkosova.com>

Survey Information

- ◆ **The fieldwork conducted between 1-7 March 2007**
- ◆ **Sample: 1,104 respondents, Kosovan Albanian and non-Serb minorities**
- ◆ **Representative sample of Kosova population aged 15+ years**
- ◆ **22-minute face-to-face interview, in-home of respondent**
- ◆ **Every fifth interview back-checked in the field**
- ◆ **Margin of error = $\pm 2.9\%$**

Main Source of Information

- ◆ **Television continues to remain the main source of information, whereas radio continues to drop as a source of information and print media remain low but stable.**



TV = 86%

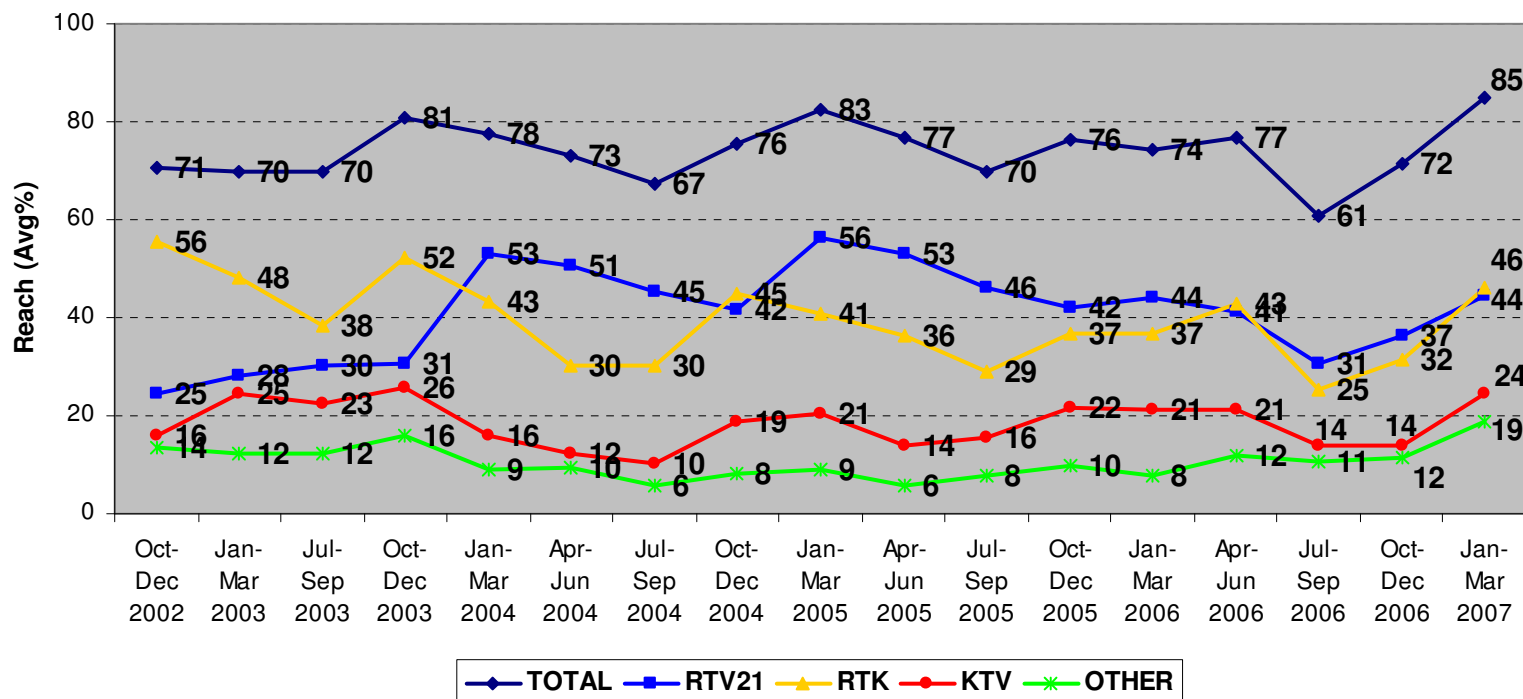
Radio = 6%

Print = 6%

Viewership of TV channels

- ◆ In overall, viewership of TV has continued to increase since summer 2006. Consequently, all TV channels have increased their viewership, with RTK being slightly above RTV21 for the current period.

Actual Viewership of TV stations by Periods

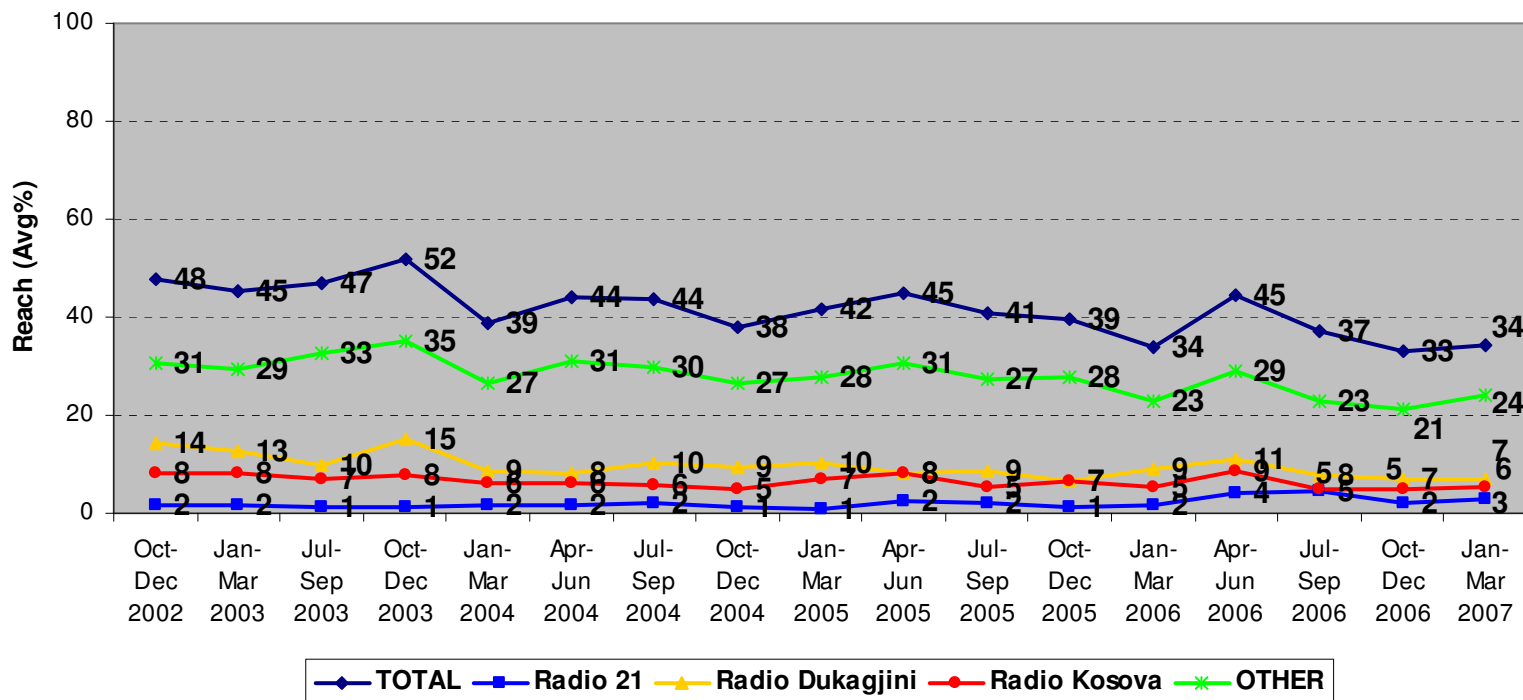


Total = 85%, RTK = 46%, RTV21 = 44%, KTV = 24%, Other = 19%

Listenership of Radio Stations

- ◆ The trends in radio listenership have remained relatively stable, whereas the two main competitors, Radio Dukagjini and Radio Kosova remain very close to each other.

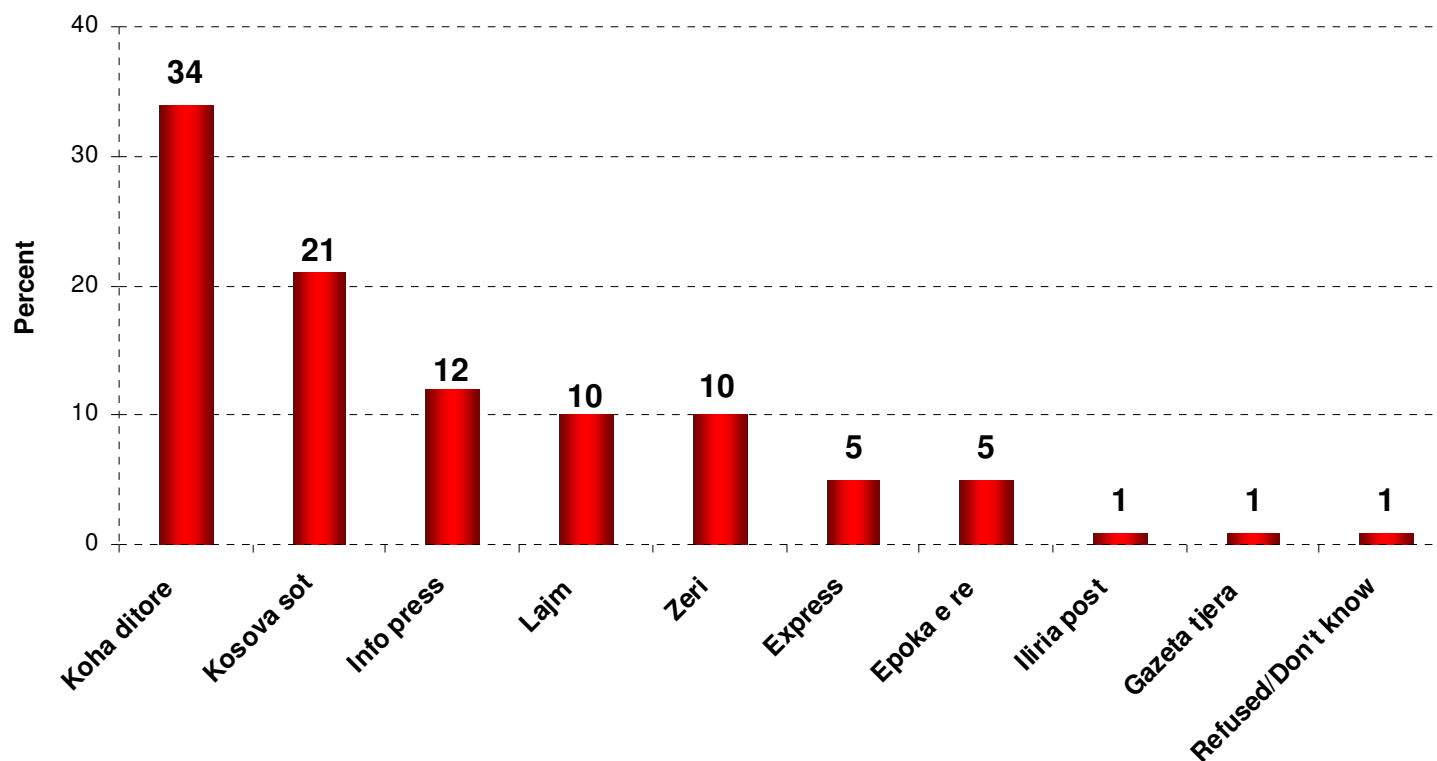
Actual Listenership of radio stations by Periods



Total = 34%, Dukagjini = 7%, Kosova = 6%, Radio 21 = 3%, Other = 24%

Readership of Daily Newspapers

- ◆ **Koha ditore continues to remain the most read daily, followed by Kosova sot, and Info press, which has increased its readership significantly in the last couple of months.**



Note: In this period 29% of respondents have read newspapers
In the period when the fieldwork was conducted, Bota sot was not being published