

INDEX KOSOVA

*Joint venture with BBSS
Gallup International*



Media in Kosova

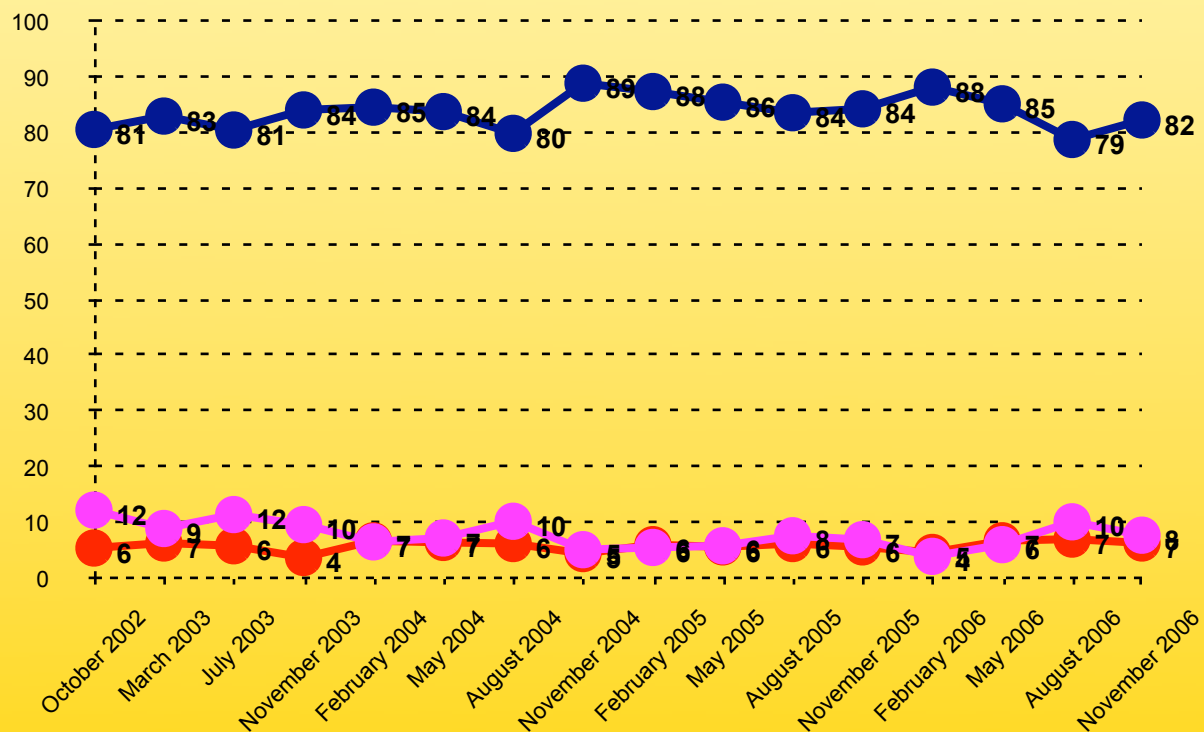
Media Survey in Kosova - Wave 16 (November 2006)

15 December 2006

Survey Information

- ⇒ Fieldwork conducted between 17-24 November 2006
- ⇒ Sample size: 1,104 respondents, Albanians and minorities (without Serbs)
- ⇒ Representative sample for Kosova population aged 15+ years
- ⇒ 35-minute face-to-face interview, in-home of respondent
- ⇒ Every fifth interview back-checked in the field
- ⇒ Margin of error = $\pm 2.9\%$

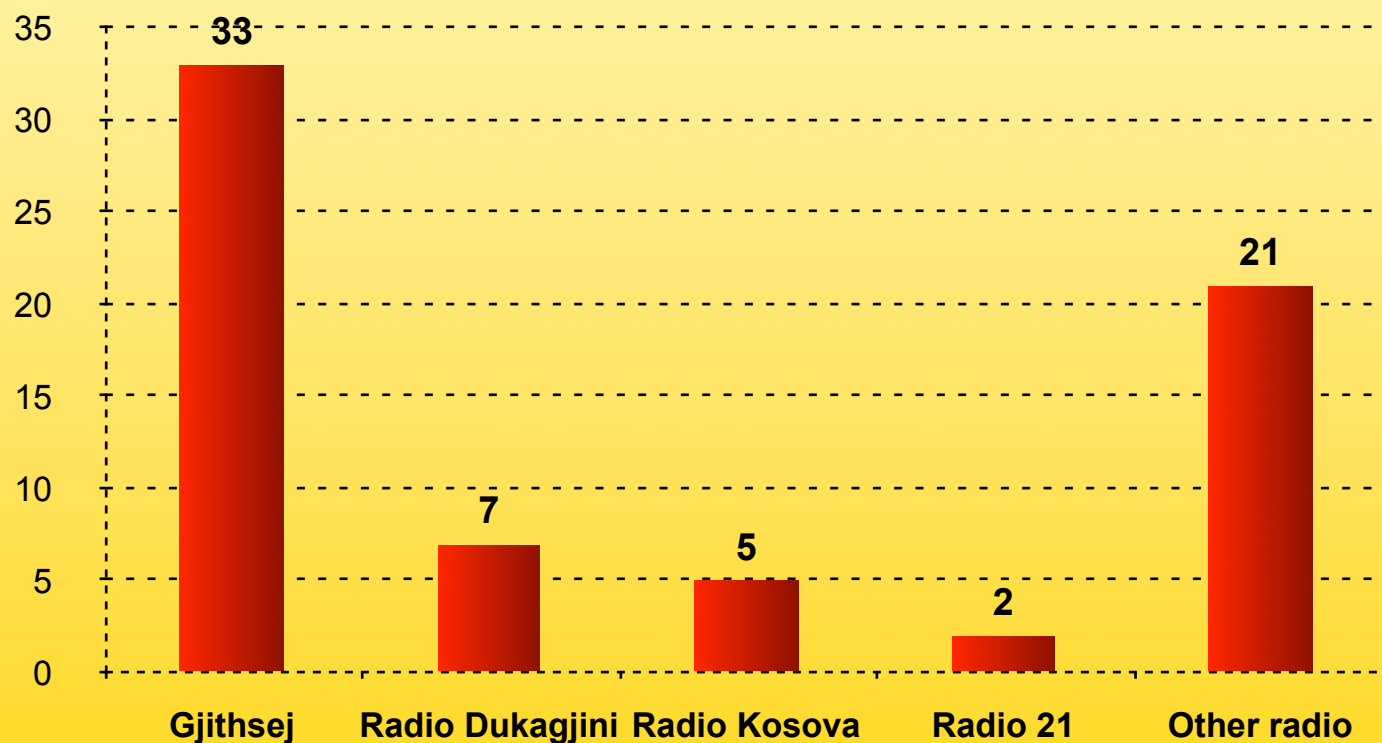
Main Source of Information



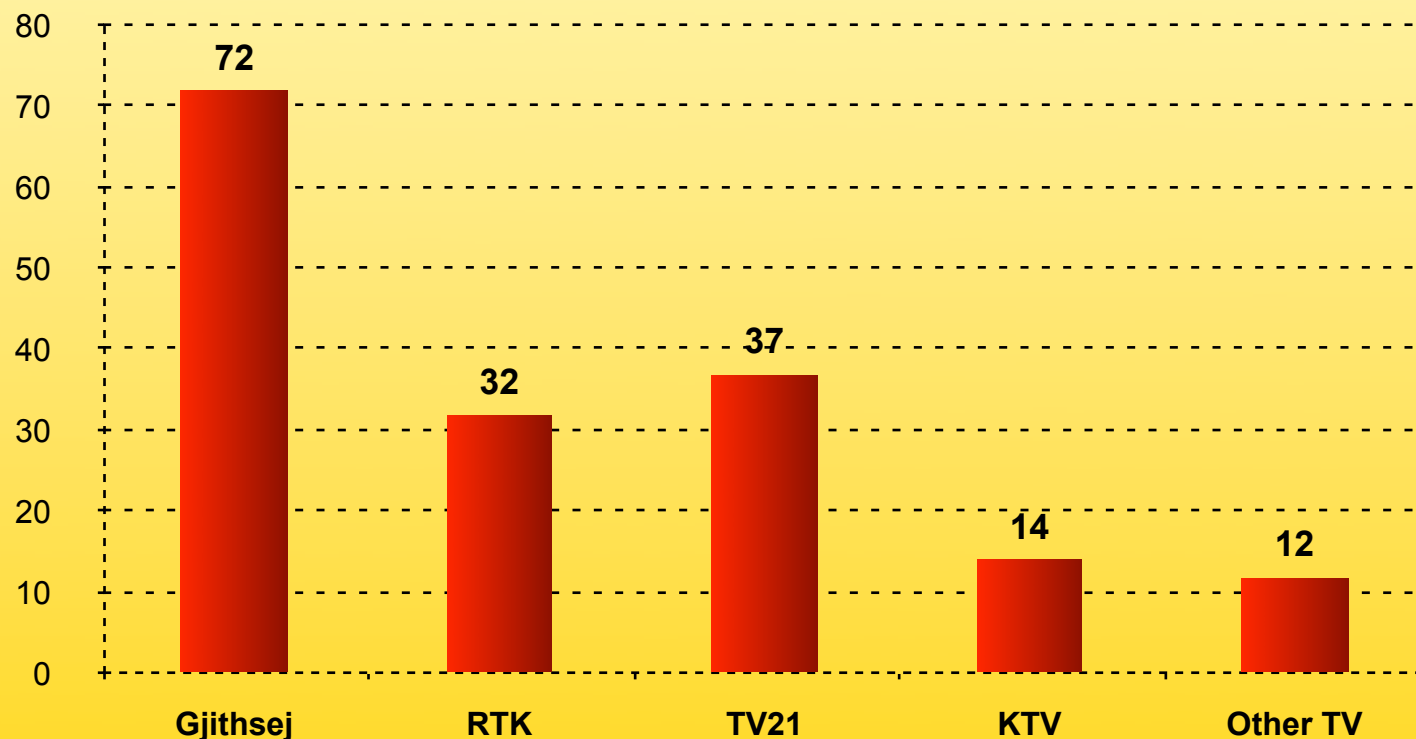
● TV	TV	= 82%
● Radio	Radio	= 8%
● Print	Print	= 7%

Actual Listenership of Radio Stations

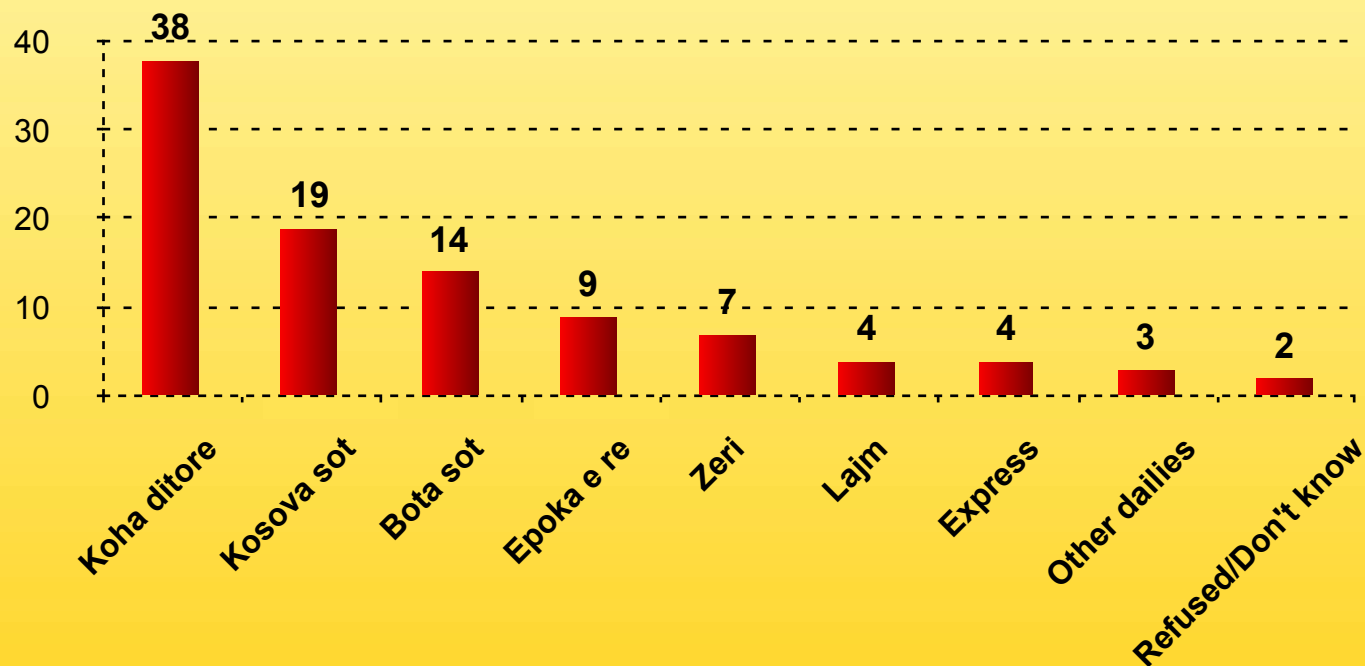
(Third week of November 2006, 16-23 November)



Actual Viewership of National TV Channels (Third week of November 2006, 16-23 November)



Actual Readership of Daily Newspapers (Third week of November 2006, 16-23 November)



Note: In this period in overall 26% of respondents have actually read newspapers.
By the end of the fieldwork of this survey daily Bota sot stopped being published.