

INDEX KOSOVA

*Joint venture with BBSS
Gallup International*



Media in Kosova

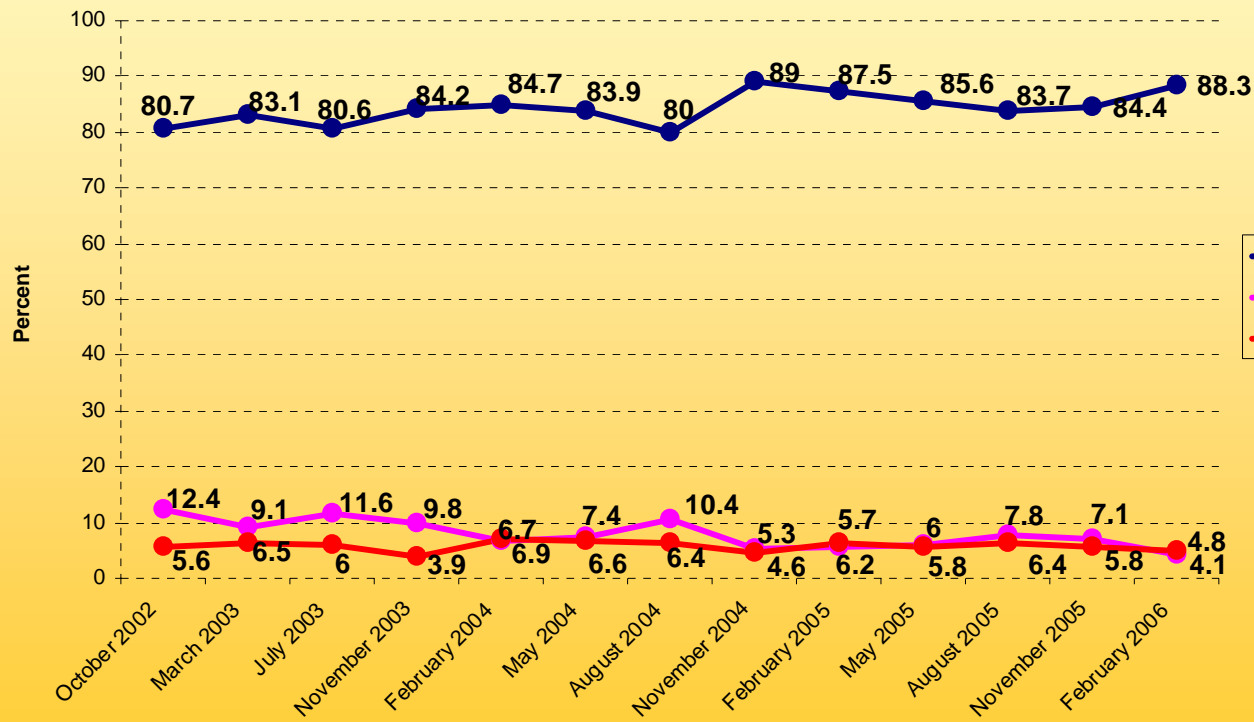
Media Survey in Kosova - Wave 13 (February 2006)

10 March 2006

Survey Information

- ☑ Fieldwork conducted between 22-28 February 2005
- ☑ Sample size: 1,104 respondents, Albanians and minorities (without Serbs)
- ☑ Representative sample for 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

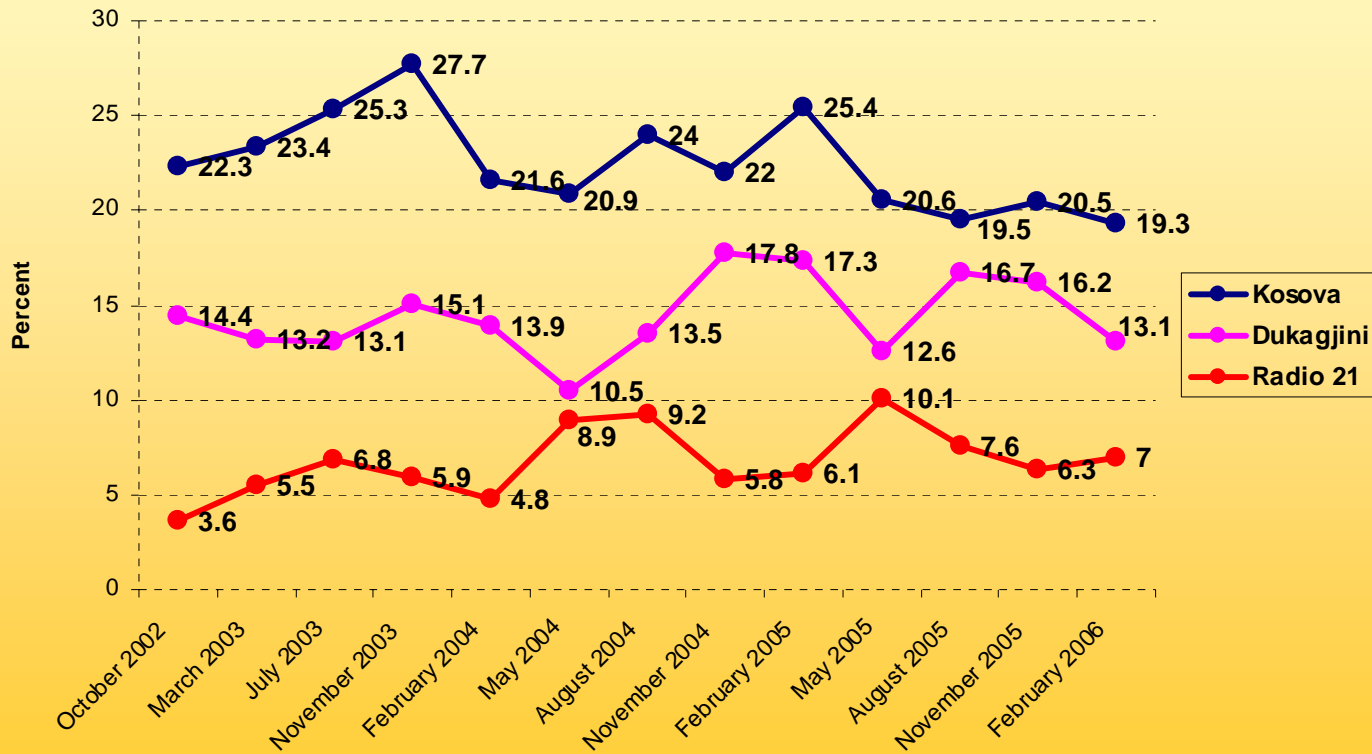


TV = 88.3%

Radio = 4.1%

Print = 4.8%

Most Trusted Radio Stations

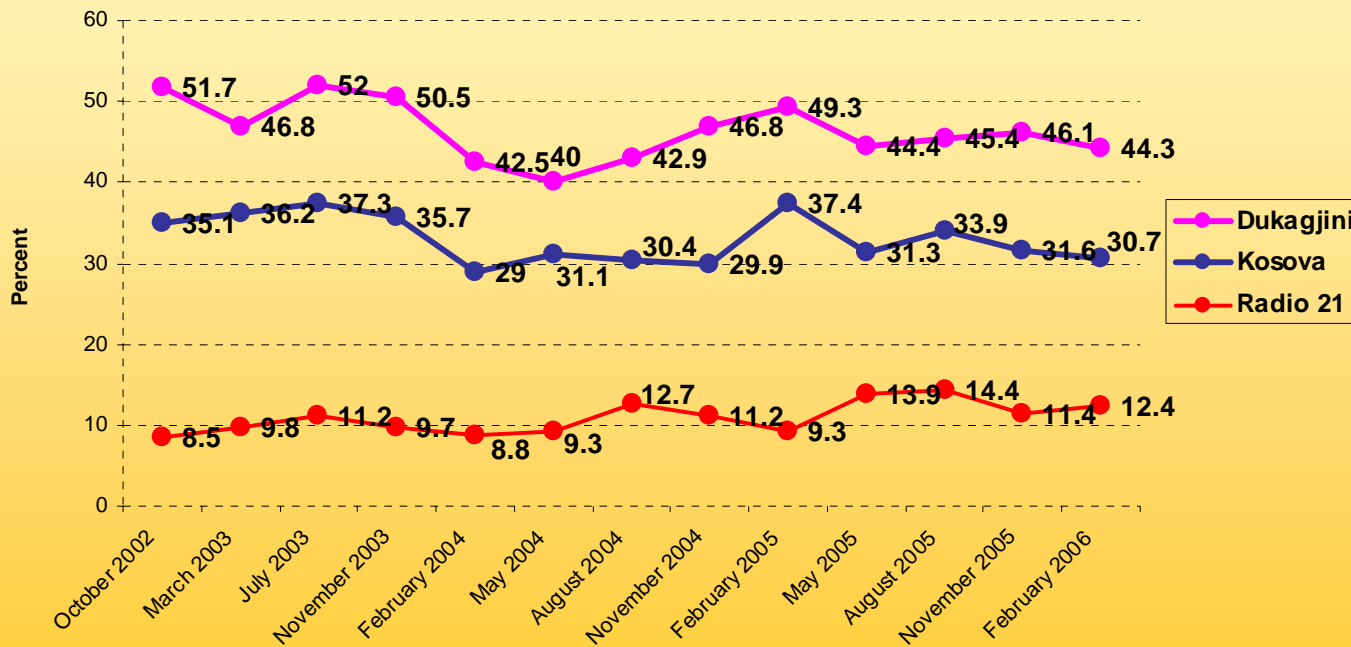


Kosova = 19.3%

Dukagjini = 13.1%

Radio 21 = 7.0%

Most Listened To Radio Stations



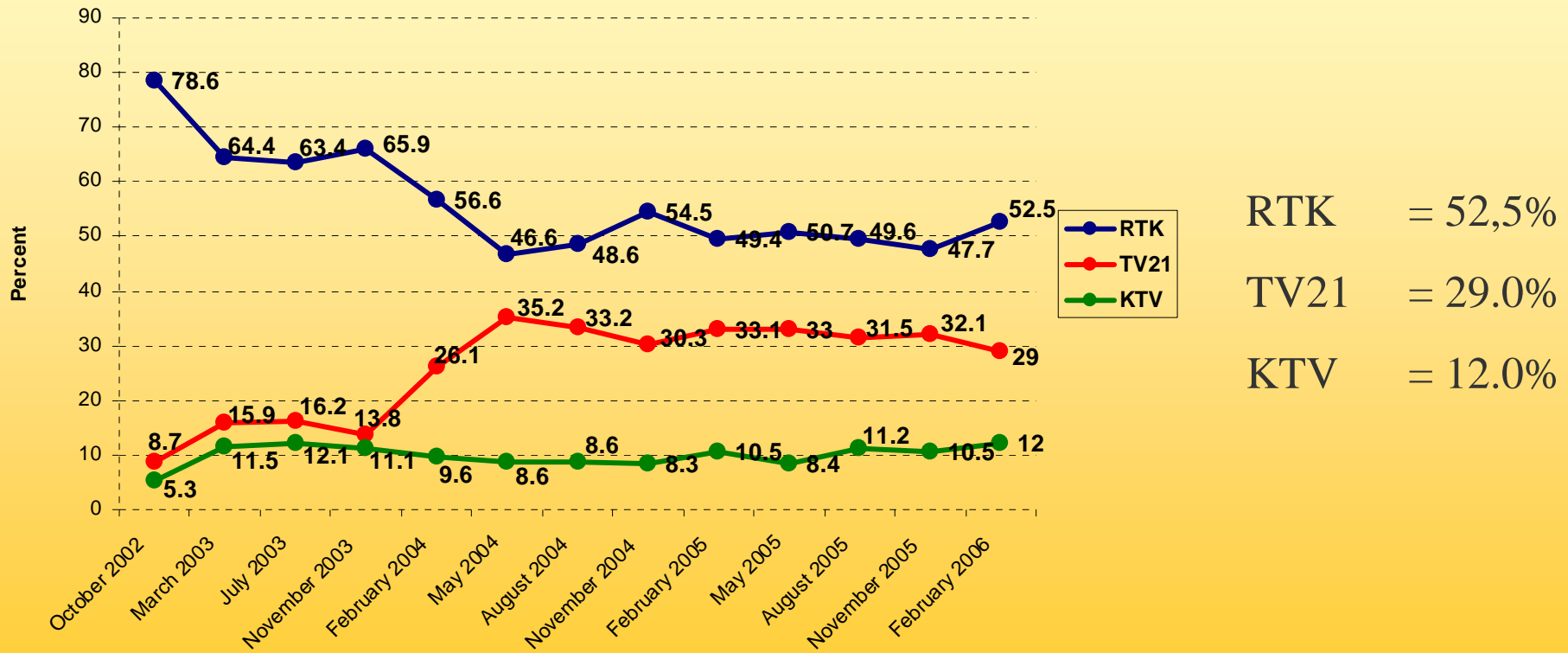
Note: Cumulative % of 1st, 2nd and 3rd mentioned

Dukagjini = 44.3%

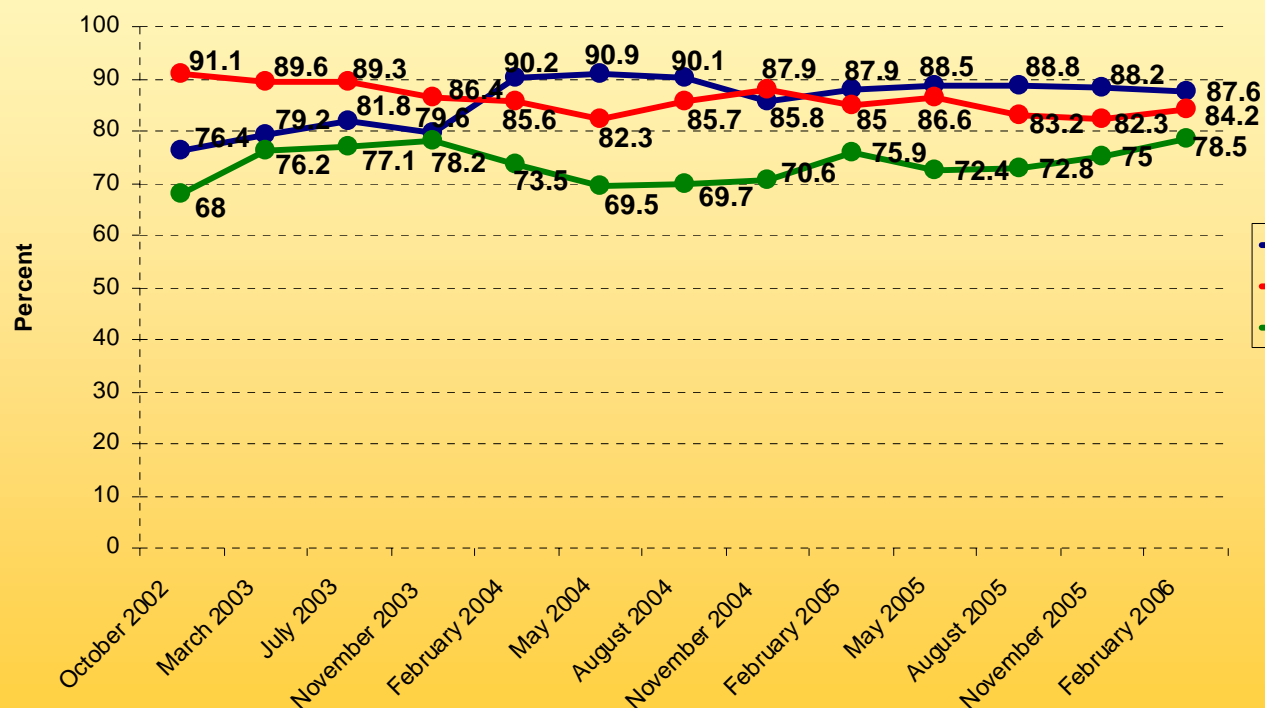
Kosova = 30.7%

Radio 21 = 12.4%

Most Trusted TV Channels



Most Watched TV Channels



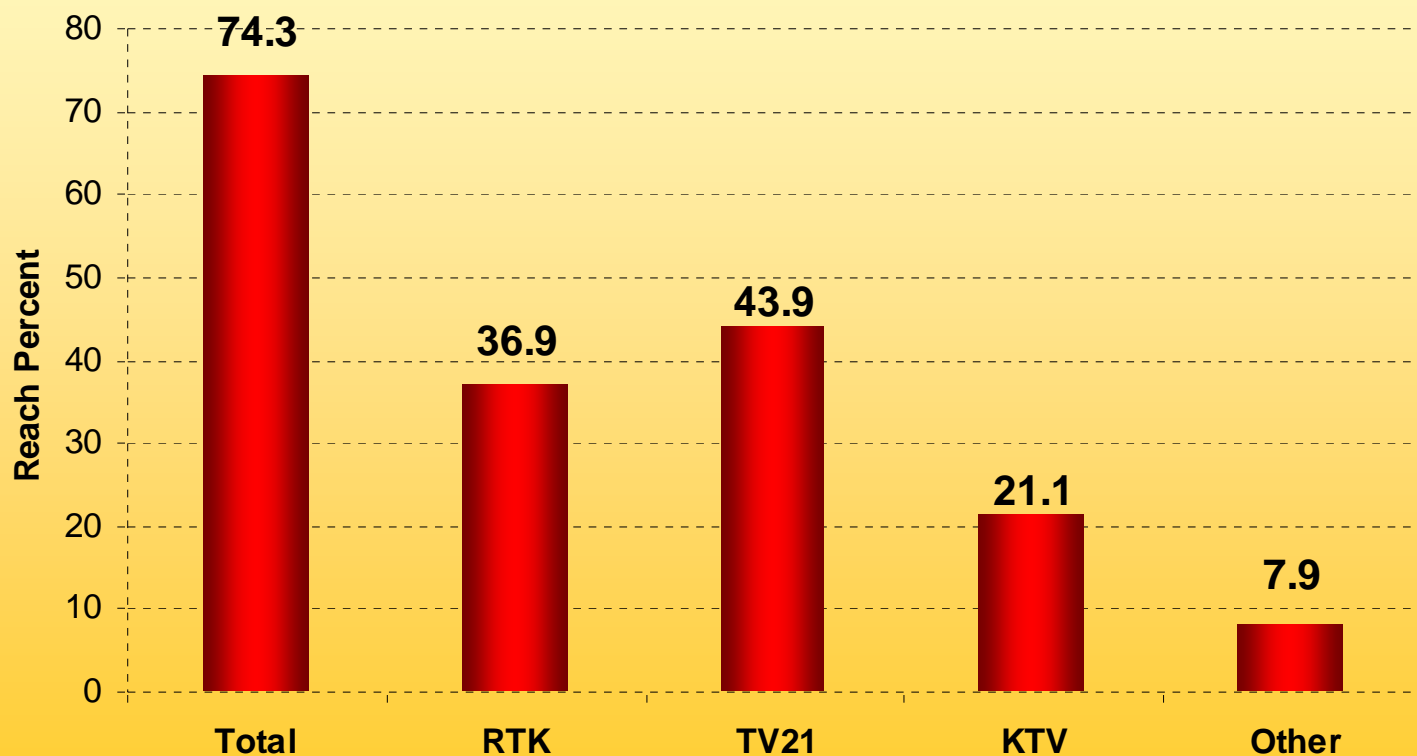
Note: Cumulative % of 1st, 2nd and 3rd mentioned

TV21 = 87.6%

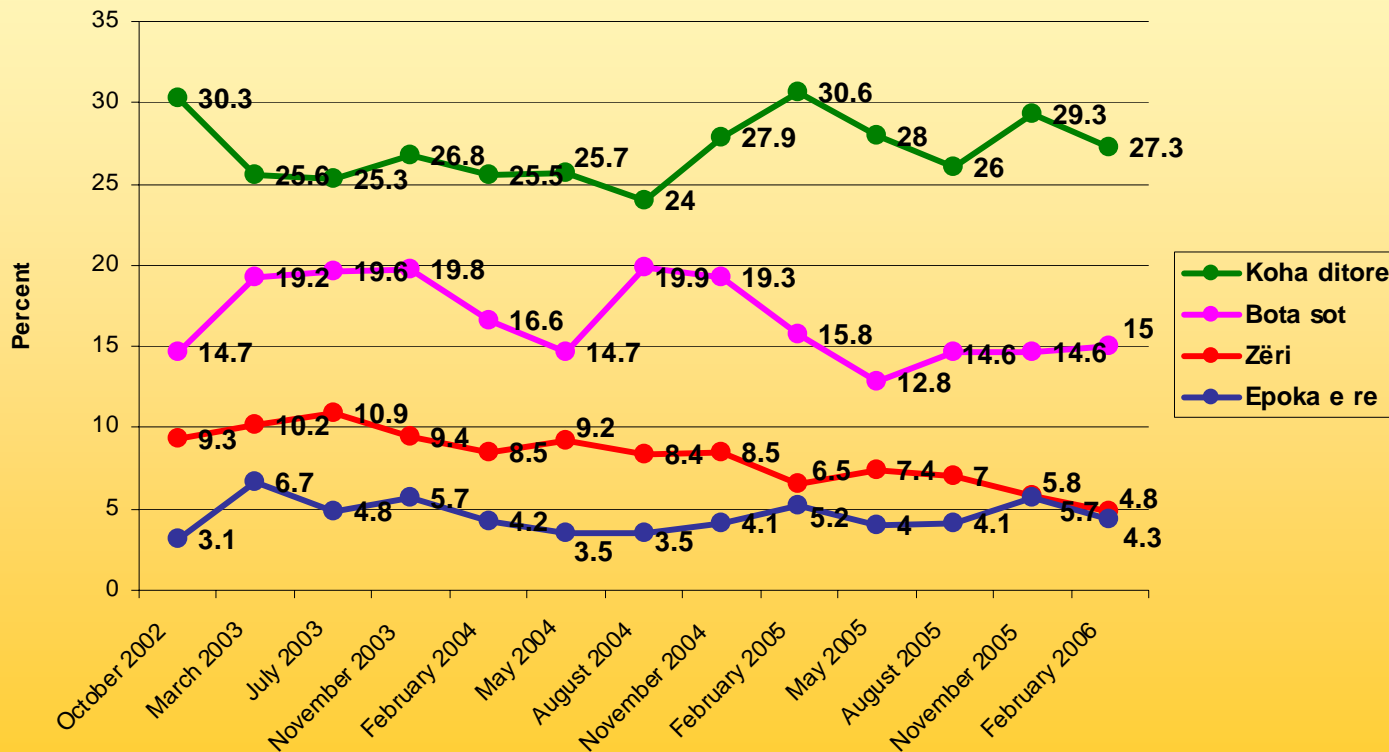
RTK = 84.2%

KTV = 78.5%

Actual Viewership of National TV Channels (Last week of February 2006, 21-27 February)



Most Trusted Dailies



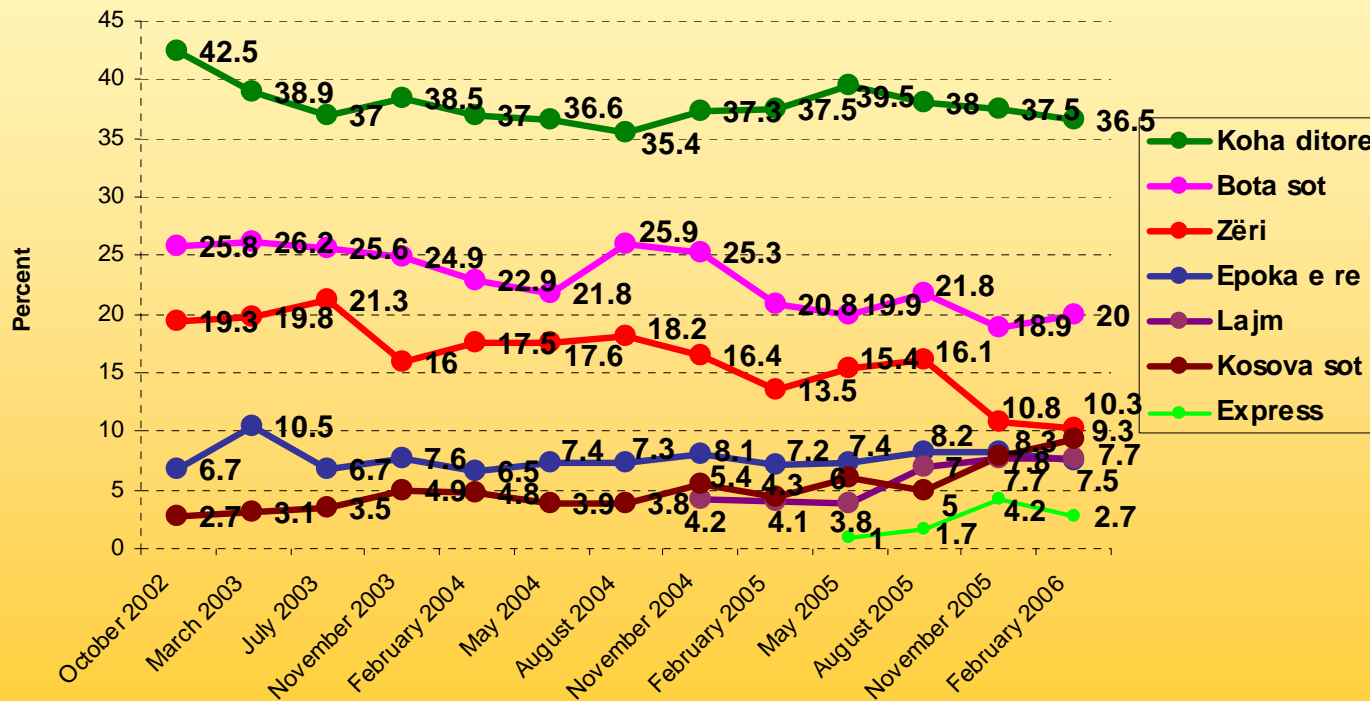
Koha ditore = 27.3%

Bota sot = 15.0%

Zëri = 4.8%

Epoka e re = 4.3%

Readership of Dailies



Note: Cumulative % of 1st and 2nd mentioned

Koha ditore = 36.5%

Bota sot = 20.0%

Zëri = 10.3%

Kosova sot = 9.3%

Lajm = 7.7%

Epoka e re = 7.5%

Express = 2.7%