

INDEX KOSOVA

*Joint venture with BBSS
Gallup International*



Media in Kosova

Media Survey in Kosova - Wave 15 (August 2006)

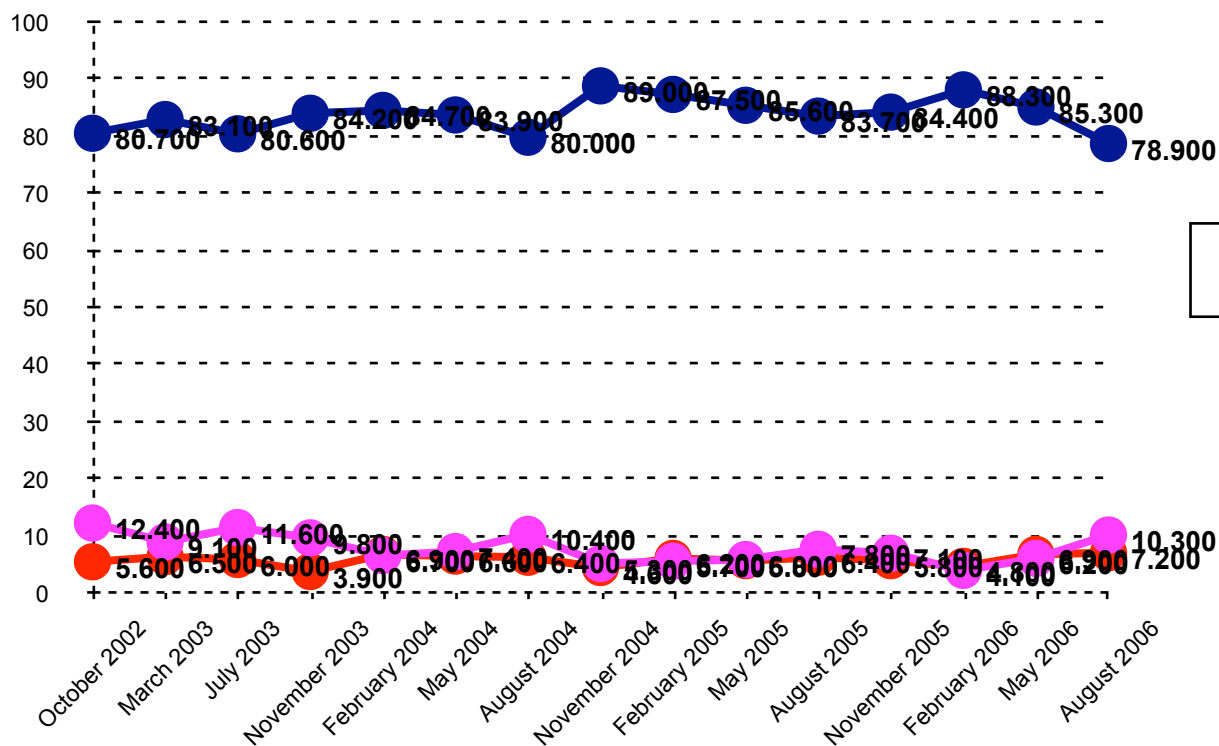
19 September 2006

Survey Information

- ⇒ Fieldwork conducted between 11-17 August 2006
- ⇒ Sample size: 1,104 respondents, Albanians and minorities (without Serbs)
- ⇒ Representative sample for Kosova population aged 15+ years
- ⇒ 25-minute face-to-face interview, in-home of respondent
- ⇒ Every fifth interview back-checked in the field
- ⇒ Margin of error = $\pm 2.9\%$

Index Kosova in this edition of news release for media habits in Kosova is introducing new information about radio listenership and daily newspaper readership. In addition to the preferences for most listened to radio stations and most read daily newspapers, which is presented in terms of cumulative percentages of three choices for radio and two choices for newspapers, we are presenting here the data for actual listenership and readership, which is measured through the “yesterday behavior” of respondents during the period of the survey in the field (week of 10-16 August 2006) and therefore represents the listenership of radio stations and readership of daily newspapers during the respective week.

Main Source of Information

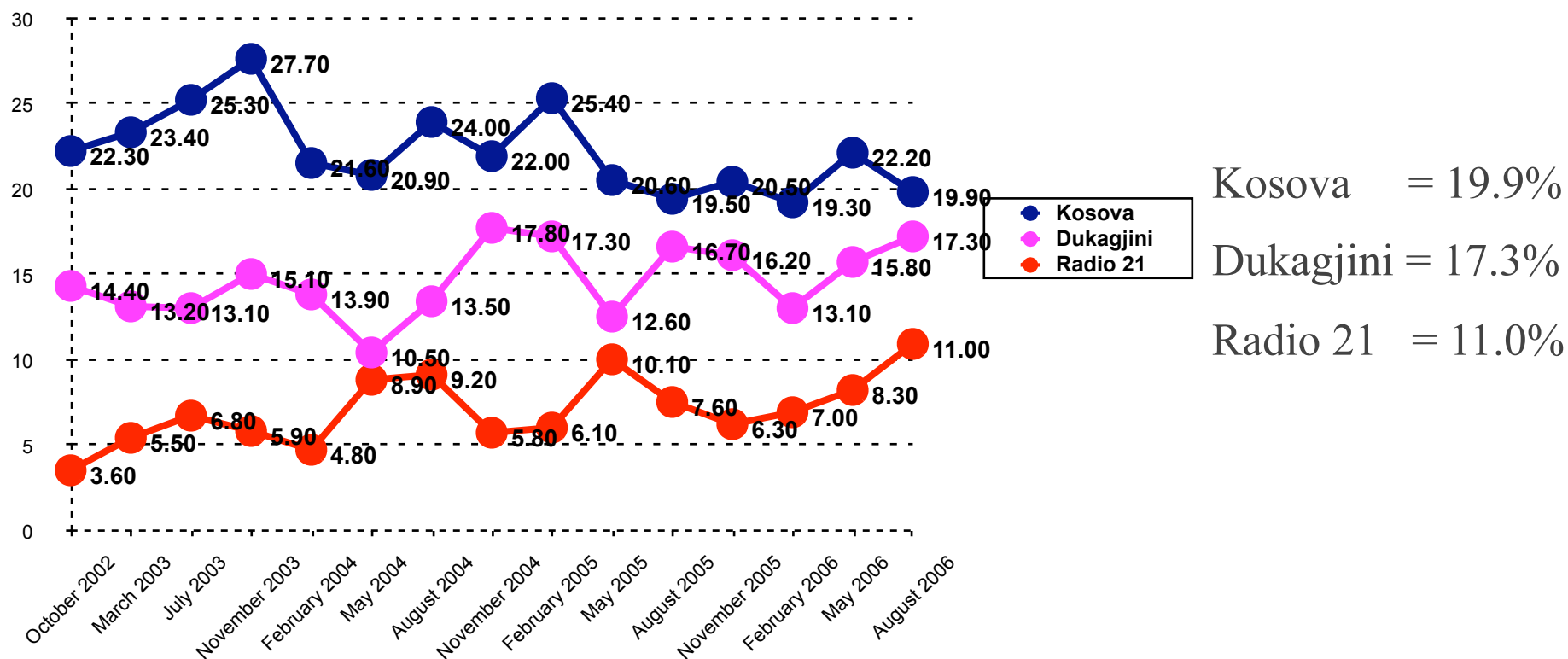


TV = 78.9%

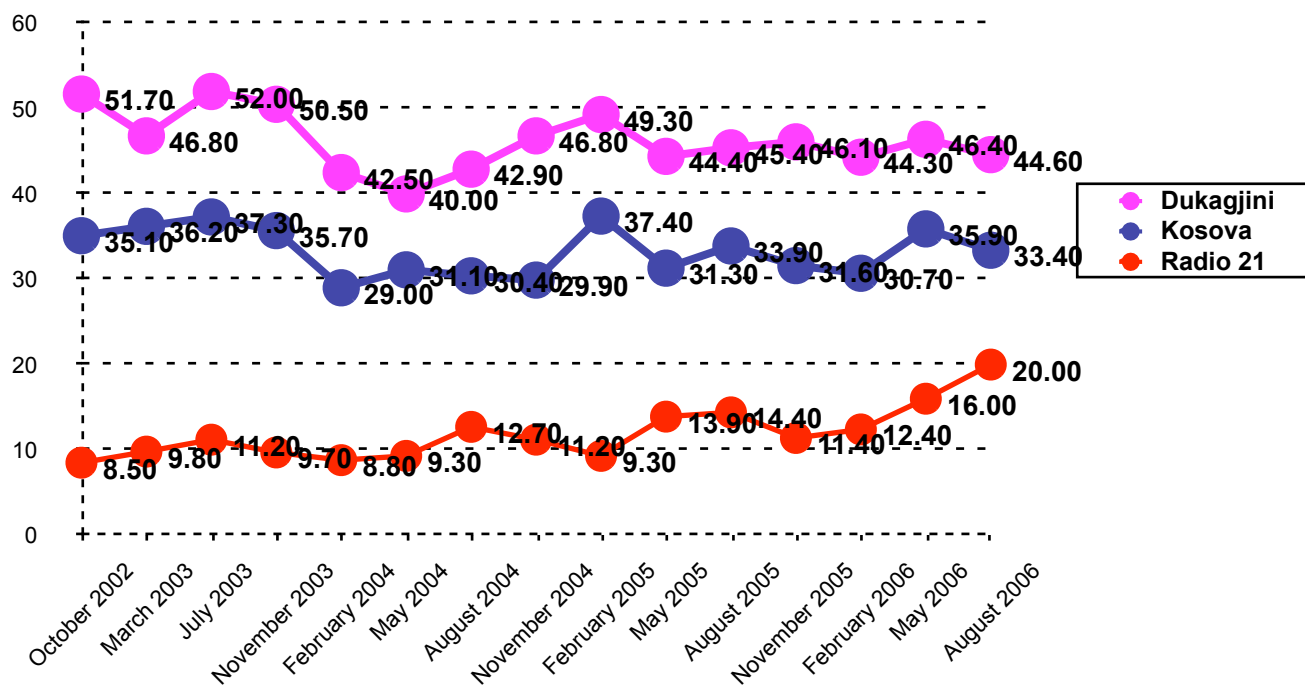
Radio = 10.3%

Print = 7.2%

Most Trusted Radio Stations



Most Listened To Radio Stations

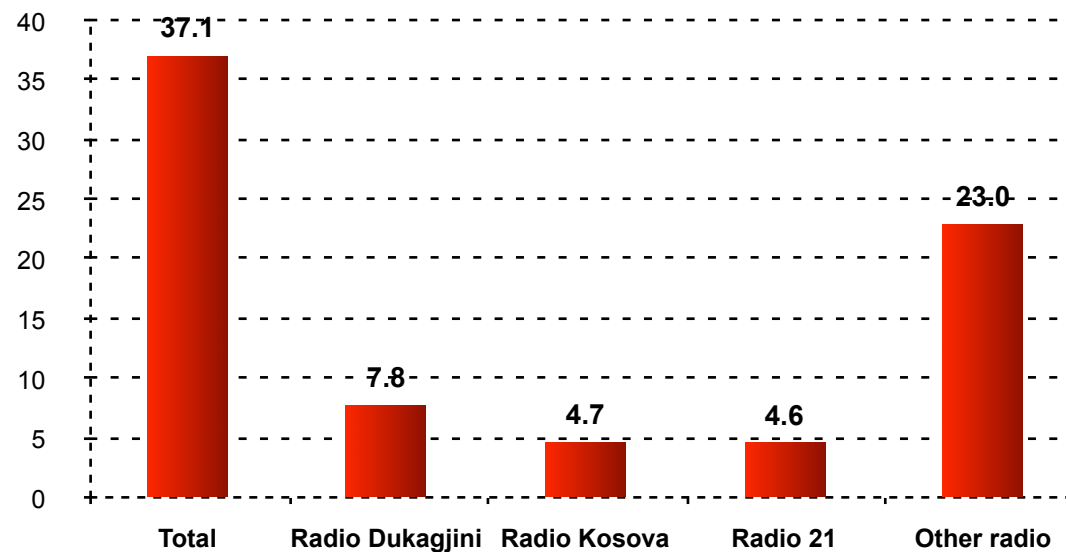


Dukagjini = 44.6%

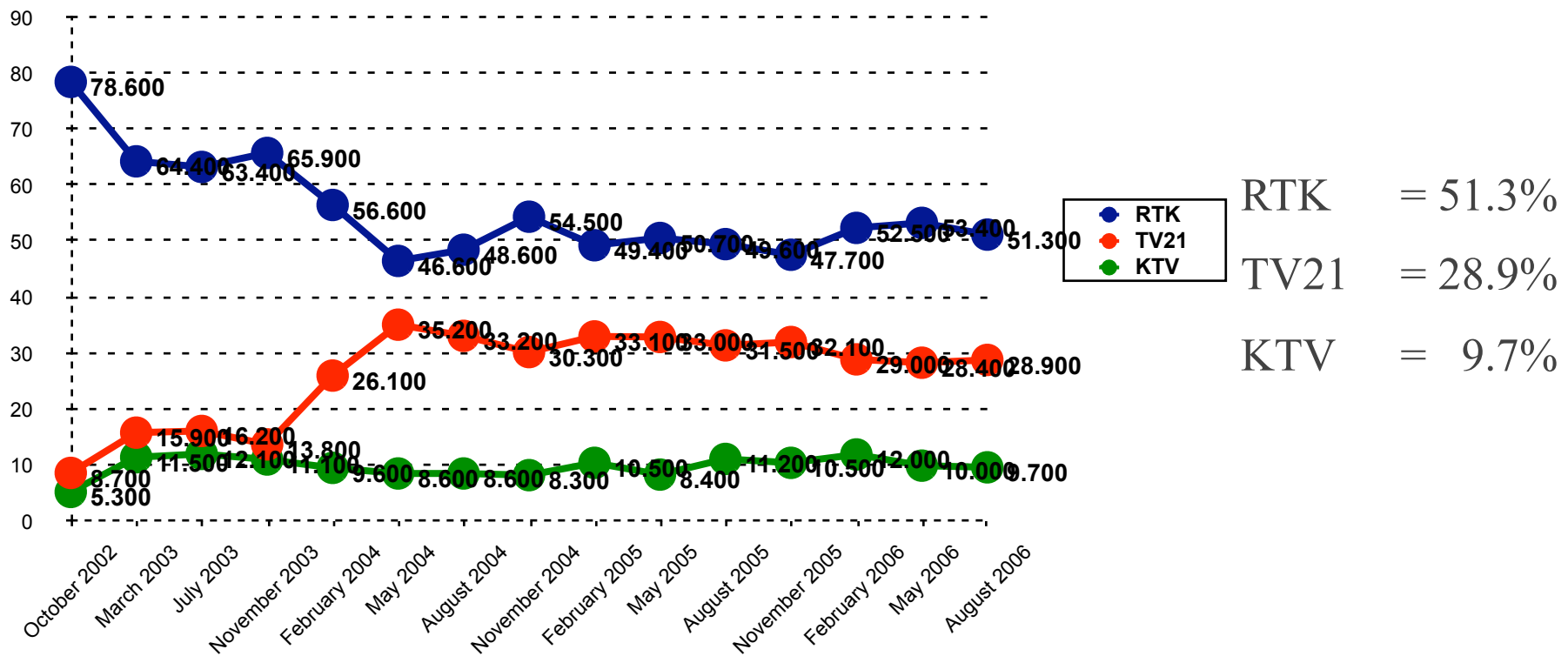
Kosova = 33.4%

Radio 21 = 20.0%

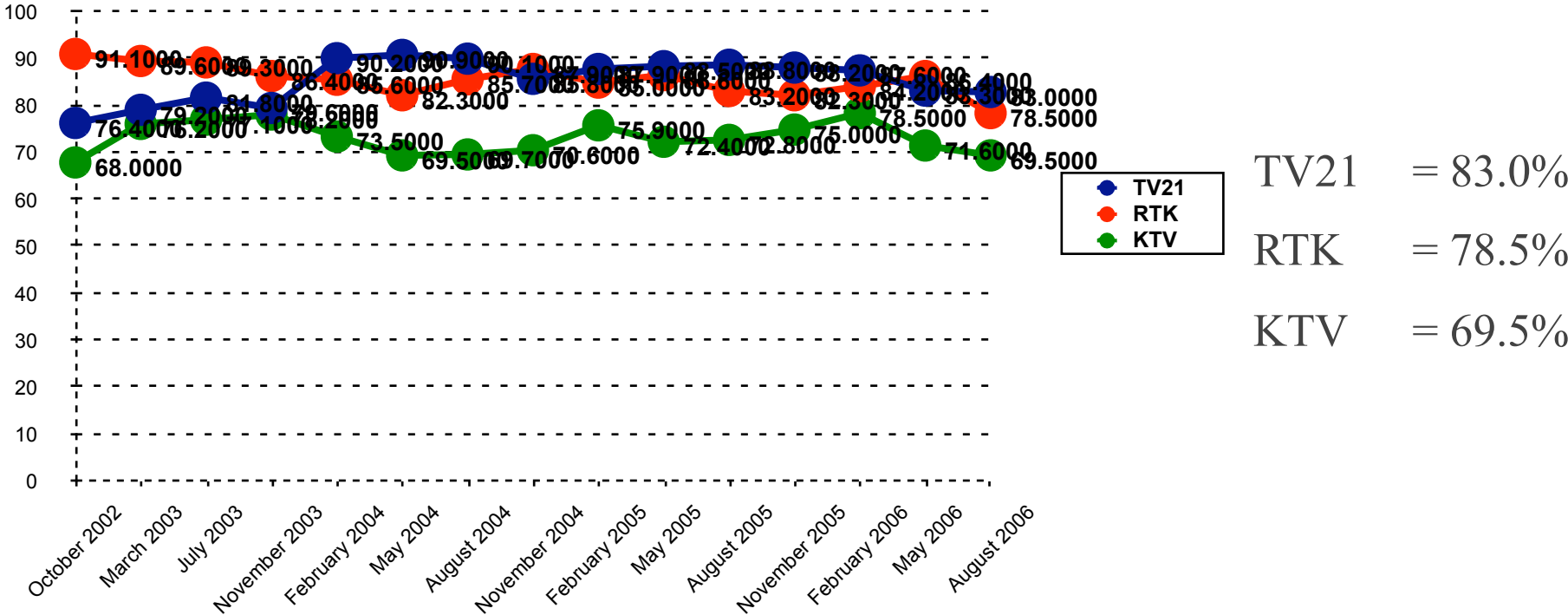
Actual Listenership of Radio Stations (Second week of August 2006, 10-16 August)



Most Trusted TV Channels



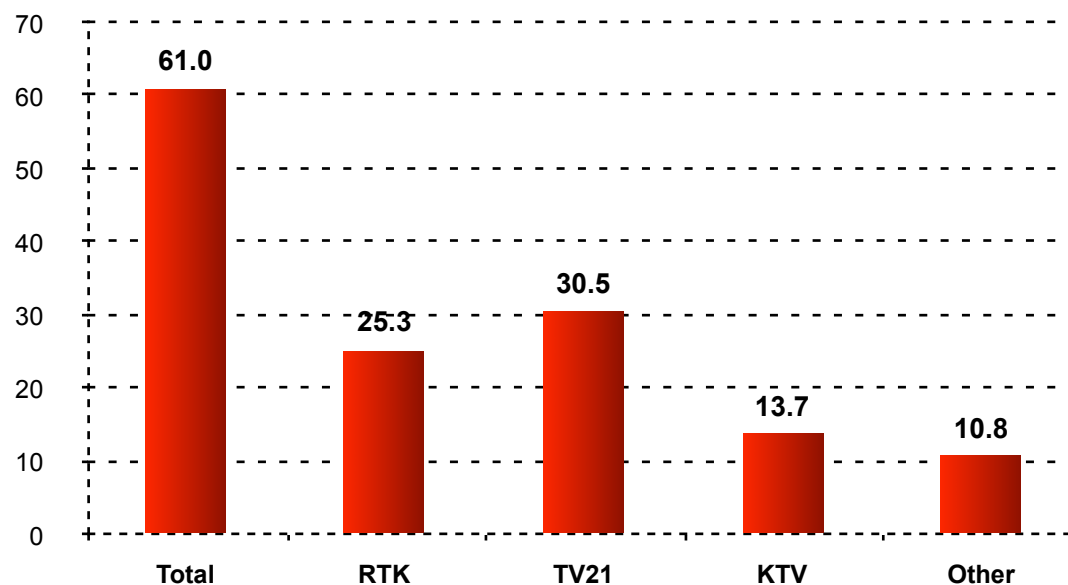
Most Watched TV Channels



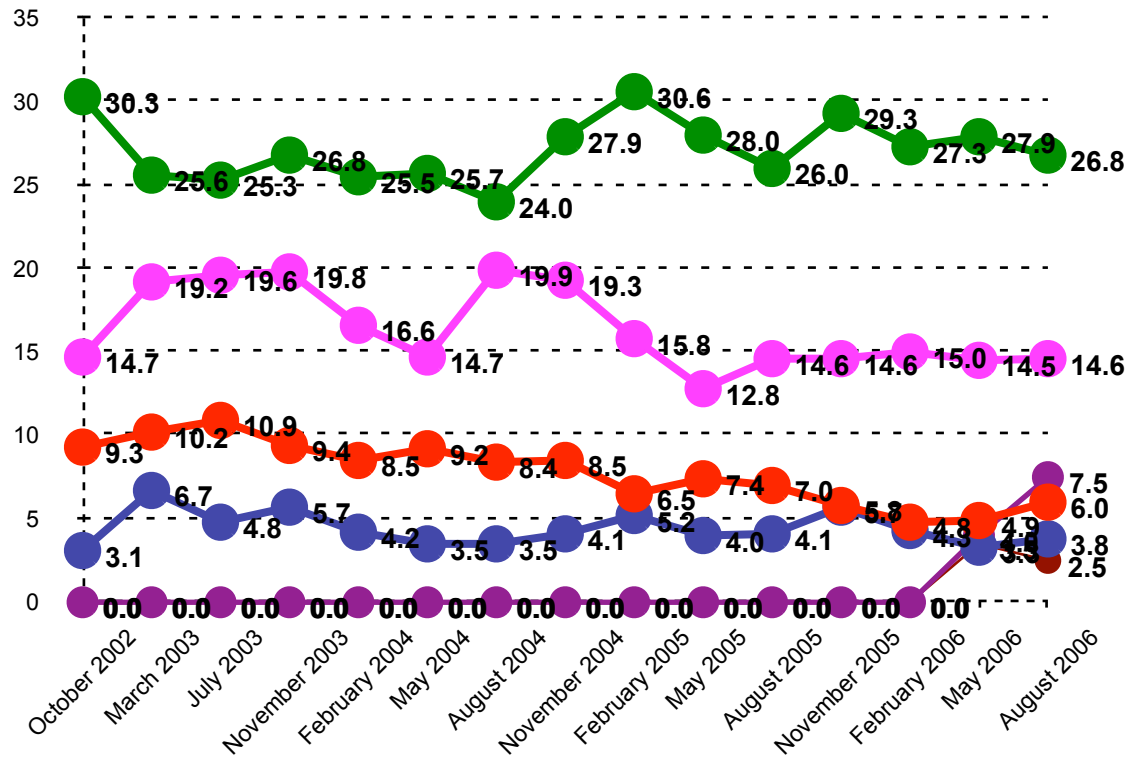
TV21 = 83.0%
 RTK = 78.5%
 KTV = 69.5%

Actual Viewership of National TV Channels

(Second week of August 2006, 10-16 August)

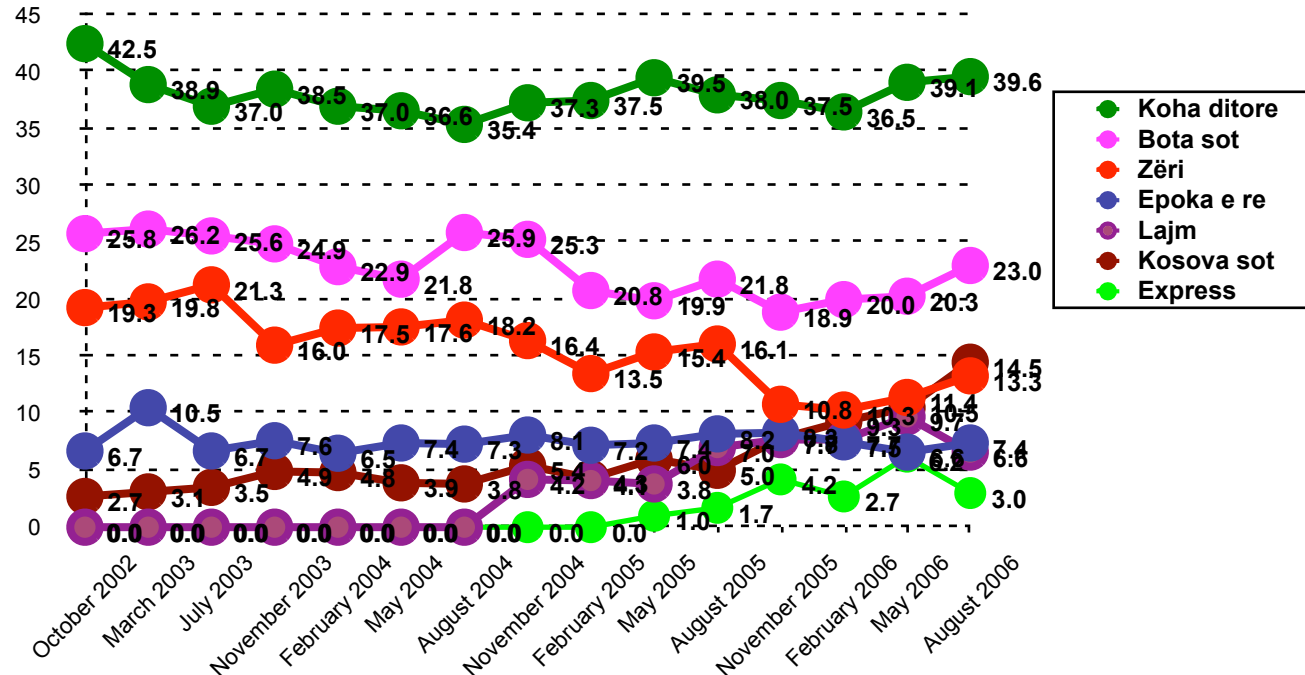


Most Trusted Dailies



Koha ditore = 26.8%
 Bota sot = 14.6%
 Kosova sot = 7.5%
 Zëri = 6.0%
 Epoka e re = 3.8%
 Lajm = 2.5%

Readership of Dailies



Koha ditore = 39.6%

Bota sot = 23.0%

Kosova sot = 14.5%

Zëri = 13.3%

Epoka e re = 7.4%

Lajm = 6.6%

Express = 3.0%

Actual Readership of Daily Newspapers (Second week of August 2006, 10-16 August)

