



Zgjedhjet - Izbori - Elections

Demokracia në Veprim
Demokratija na Delu
Democracy in Action



REPORT ON THE MONITORING OF MEDIA DURING THE ELECTION CAMPAIGN IN KOSOVO

KOSOVO PARLIAMENTARY EARLY
ELECTION OF 6 OCTOBER 2019

**Report on the Monitoring of Media
during the
Election Campaign in Kosovo**

Kosovo Parliamentary Election of 6 October 2019

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Executive summary

Resignation of the Prime Minister Ramush Haradinaj on 19 July 2019, followed by the dissolution of the Assembly of Kosovo on 22 August 2019, pushed the country towards early elections that were held on 6 October 2019.

The Law on General Elections in the Republic of Kosovo stipulates that the media must ensure fair and equitable coverage of all political entities during the official election campaign.

The Law also provides for the minimum number of minutes of free airtime to each certified political entity during the campaign period. Paid advertising shall be allowed during the official election campaign, but while paid political advertising spots is regulated, there is a gap in the regulation that allows political entities pay for unlimited airtime to cover their campaign activities through audio-visual media.

The election campaign officially started on 25 September and ended on 4 October 2019. During these 10 days, the coalition of election observation organizations, Democracy in Action (DiA), monitored the coverage of activities of certified political entities in their public presentations on

television (election chronicles and advertising spots, live streaming of rallies), live streams from portals, official pages of political entities and of candidates for Prime Minister on the social network Facebook.

In general, the monitoring of television and social media indicates conceptual changes in the election campaigns of political entities. Traditional election campaigns have evolved significantly in the use of social media, which is why DiA considered as important to pay attention to these media during monitoring.

The main findings from the monitoring of television stations, live stream from portals and on the social network “Facebook” are as follows:

- The space allocated to political entities by the monitored television stations was approximately equal, with the exception of TV PULS and RTK 2, which largely broadcasted for a single party, i.e. the Serb List.
- During these elections there were advertisements on television stations which did not indicate whether they were sponsored. There were also cases when advertisements were indicated to be sponsored but without any specification as to by whom they were sponsored.
- In terms of sponsored spots the monitoring findings indicate that there were spots which did not indicate whether they were sponsored. Thus, all T7 broadcasts from September 25th to September 29th did not contain data on whether they were sponsored.
- Similarly, on September 25th, during our monitoring period, 5 spots were broadcast on RTK which did not indicate whether they were sponsored, of which three spots were for AAK, one for PDK and one for LVV.
- Based on our monitoring, it appears that only RTK 2 broadcast free-of-charge spots, in accordance with the obligation of television stations to broadcast such spots under the Law on General Elections.
- In terms of the rallies live streamed by television stations, it appears that almost all the rallies had information whether they were sponsored, with the exception of T7, which broadcast the LDK rally on September 25th and the AKK-PSD coalition rally on October 1st without indication on whether these rallies were sponsored or not.
- In terms of gender, a great difference was noticed between men and women candidates in this election. The monitoring of electoral chronicle showed that the space in minutes given to women candidates was only 17% compared to 83% for men.
- During these elections, political entities also used social networks, namely the Facebook platform. This is also noticed in the live broadcasts of rallies live stream via Facebook pages of the main portals in the country. This was highlighted both in electoral chronicles and in advertising spots.
- The Independent Media Commission, also during these elections, failed to sanction the media during the election campaign for violating the Law on General Elections, IMC Regulation and Code of Ethics.

The Methodology

The Democracy in Action has been monitoring the media during the election campaign for several consecutive elections. This time it was also seen as necessary to monitor social networks, namely the Facebook platform.

Composed of 5 monitors, the team monitored the television stations and social networks during the election campaign in order to evaluate:

- The space provided by the media to candidates and political parties;
- The space of the media dedicated to elections in terms of information;
- The space of the media dedicated to advertising spots and live stream of political parties' rallies;
- 'Live stream' from portals broadcasted through Facebook page;
- Monitoring of official Facebook pages of political parties;
- Monitoring of official Facebook accounts of the candidates for Prime Minister.

Monitoring period

The monitoring covered the election campaign which started on 25 September and continued until 5 October 2019.

The daily monitoring period for television stations was: 17:00 - 00:00, a period of time known as “prime time” when the viewership is higher, while for portals the daily monitoring period was from 09:00 - 00:00.

The period of monitoring of the official websites of political parties and Facebook accounts of the candidates for Prime Minister was 24 hours.

Monitored television stations

During the election campaign, six private television stations in Albanian and Serbian were monitored, as well as two public television stations in Albanian and Serbian. The reason for this is sufficient network coverage and viewership.

Majority of the television stations selected to be monitored had sufficient coverage and viewership.

The following television stations were selected to be monitored:

- Public television stations RTK 1 in Albanian language and RTK 2 in Serbian language;
- Private television stations, such as: KTV, RTV 21, Klan Kosova, TV Dukagjini, T7 in Albanian language and TV PULS in Serbian language.

Television stations were monitored for: (a) electoral chronicles; and (b) electoral spots and live stream of political parties’ rallies.

In monitoring television stations we should generally be careful with measurement methods. Therefore, this monitoring report presents the methods of measurement to provide a clearer picture. For better monitoring, in cases where electoral chronicle coverage was measured, two types of measurements were used: (a) coverage based on minutes of the chronicle, (b) coverage based on the seconds during which candidates spoke. Therefore, this gives us two different figures. The same is repeated in gender-based measurement where in the case of measuring within parties, coverage of women’s representation gave different results, depending on what was measured. The results on the coverage measurements only when women were included were different from the results where we measured the minutes of how long women spoke compared to men within the parties. Therefore, it is very important for the reader to understand the measurement methodology so that the data are not taken out of context.

Monitored portals:

Considering the trend of social networks and their use by the portals, as well as based on the media monitoring during the election campaigns of previous years, we have concluded that the monitoring of portals (i.e. Facebook pages of portals) was necessary, as they broadcast political party rallies through “live stream” as a result of the large number of viewers during the election campaigns.

The following portals were monitored during the election campaign:

1. Telegraf;
2. GazetaExpress;
3. Insajder;
4. Indeksonline;
5. RTK;
6. Gazeta Blic;
7. TV MOST;
8. TV KIM;
9. RTK2.

Facebook pages of political parties and candidates for Prime Minister who were part of the electoral campaign

Through this type of monitoring we now have a clear picture on the use of the Facebook platform by Kosovar politicians. Sponsored postings by the heads of political parties and candidates for the Assembly were monitored at all times.

Legal Framework on the media during elections

Freedom of expression, media and information is a fundamental prerequisite for a society aiming to develop and accept contemporary ideas, as well as to create of a sound political and democratic order. In this regard, the Constitution of the Republic of Kosovo guarantees freedom of expression and freedom of the media, providing for a strong basis for the protection of these fundamental rights. The freedom of the media in Kosovo is protected by the Constitution of the Republic of Kosovo, namely Article 42 thereof, which explicitly guarantees media freedom and pluralism. Consequently, the institutions of the Republic of Kosovo, in accordance with the Constitution, guarantee this right through judicial protection.

In addition to the Constitution, the legislative has issued special laws regulating the field of media. This legal framework aims at ensuring free, ethical and professional reporting. Hence, the Law on the Independent Media Commission, which was adopted in March 2012, aims at defining the powers of the Independent Media Commission (hereinafter: the IMC) in order to promote the development of a sound market of audio-visual media services that serve all citizens of the Republic of Kosovo.¹ Broadcast media are regulated by the Independent Media Commission,

¹ Law No. 04/L-44 on Independent Media Commission

which is responsible for regulating, managing and supervising the broadcasting frequency spectrum, as well as for regulating the rights, obligations and responsibilities of natural persons and legal entities providing audio and audio-visual media services.²

Article 9 of this law states in paragraph 1 as follows:

“The Broadcasting Policy defined by IMC shall be in accordance with recognized international broadcasting and human rights standards, the relevant EU legislation and especially the European Commission Directive AVMS, having full respect for democracy and the rule of law and the protection of the freedom of expression.”³

The Independent Media Commission has adopted the Code of Conduct for the Broadcast Media and the Code of Conduct for the Press, where under the Law on General Elections these codes apply to all aspects of campaign presentation and advertising broadcasting.

According to Article 48 of the Law on General Elections, all media ensure that all certified political entities are fairly and impartially represented during the election campaign, broadcasts during the election campaign, and all broadcast media provide all certified political entities with fair and impartial access to political discussion and debate programs.⁴

Monitoring findings

Televisions

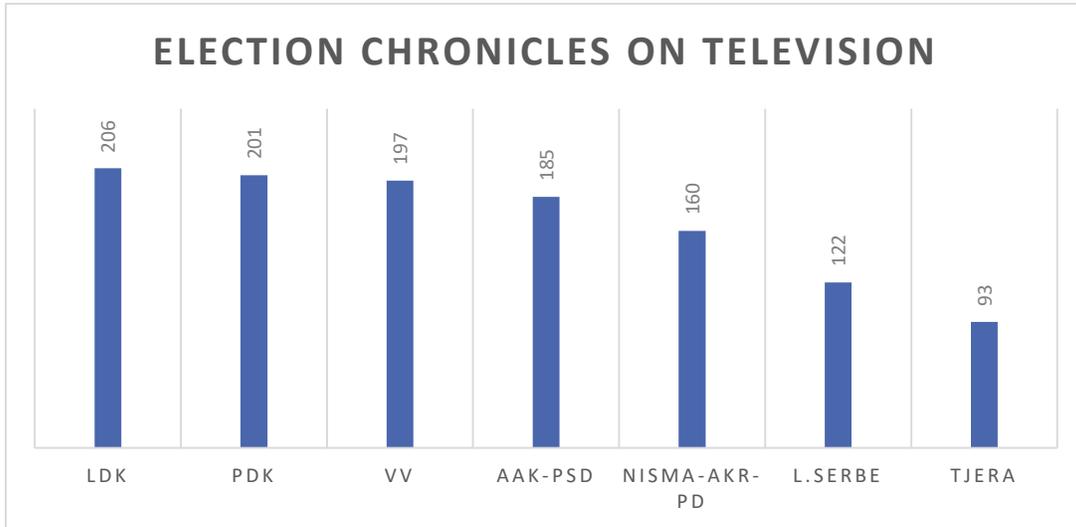
General data on electoral chronicles

The findings show that LDK had the highest coverage of televised news chronicles with 206 minutes, PDK with 201 minutes, VETËVENDOSJE Movement with 197 minutes, AAK-PSD Coalition with 185 minutes, NISMA-AKR-PD coalition with 160 minutes, Serbian list with 122 minutes and other parties with 93 minutes.

² Ibid.

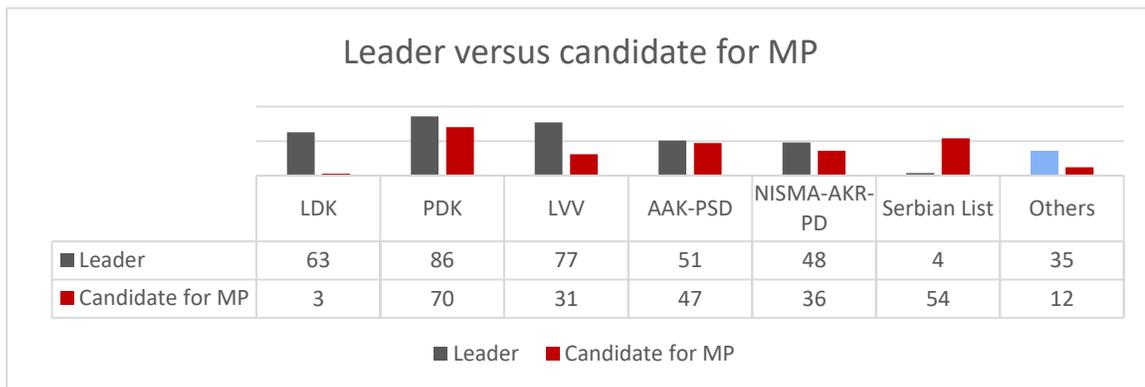
³ Ibid.

⁴ Law No. 03/L-073 on General Elections in the Republic Of Kosovo



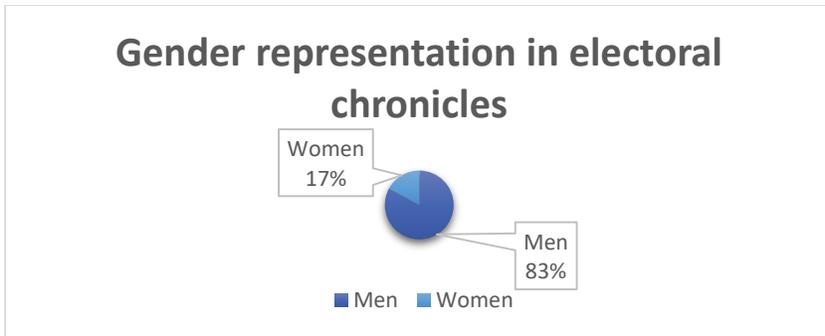
Graph 1: Election chronicles on television

The measurement of time during which the voice of MPs and the voice of the leader (candidate for prime minister) was heard, the ranking varies from total minutes per party. PDK comes first with 86 minutes dedicated to the leader and only 70 minutes to MPs. LVV is second with 77 minutes for the leader and only 31 minutes for LVV MPs. LDK is third with 68 minutes for the leader and with only 3 minutes for the MP candidates. Fourth is AAK-PSD with 51 minutes for leader and 47 minutes for MPs. NISMA-AKR-PD had 48 minutes for their leader and 36 minutes for MP candidates and the Serbian List with only 4 minutes for its leader and 54 minutes for MP candidates.



Graph 2: Leader versus candidate for MP

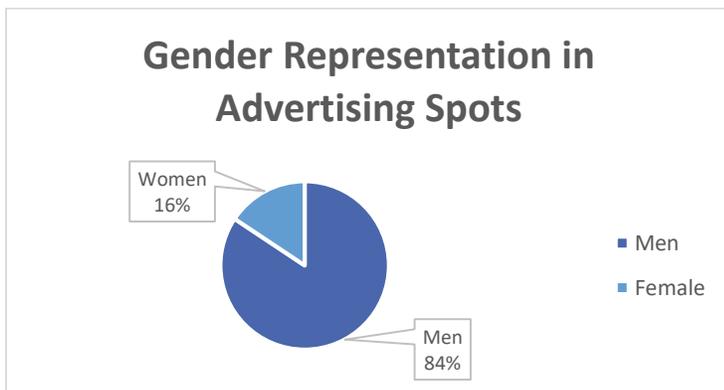
Attention was also paid to the gender aspect during campaign monitoring. Data have shown that there is a severe lack of equitable representation for male and women candidates in campaigns. In the measurements made for election chronicles, the minutes that women candidates had in the chronicles were only 17% compared to 83% for male candidates.



Graph 3: Gender representation in electoral chronicles

General information about advertising spots

A huge difference in gender equality was also noted in TV spots, which are more dependent on political parties themselves. Only 16% of the spots were covered by women candidates.



Graph 4: Gender Representation in Advertising Spots

Regarding advertising spots for candidates and for leaders, the leaders' spots lead the way compared to the spots for MP candidates. The fifth graph illustrates the minutes of advertising spots for each party divided for leaders and candidates. What is noticeable in this case is that the Serbian List had no advertising spots neither for the leader or the candidates for MP. It also emerges from our monitoring that the LVV leader did not

Comparison of TV spots Leader VS Candidate

	LDK	PDK	LVV	AAK-PSD	NISMA -...	Serbian List	Others
■ Leader	130	95	0	262	14	0	15
■ Candidate for MP	28	289	28	92	56	0	32

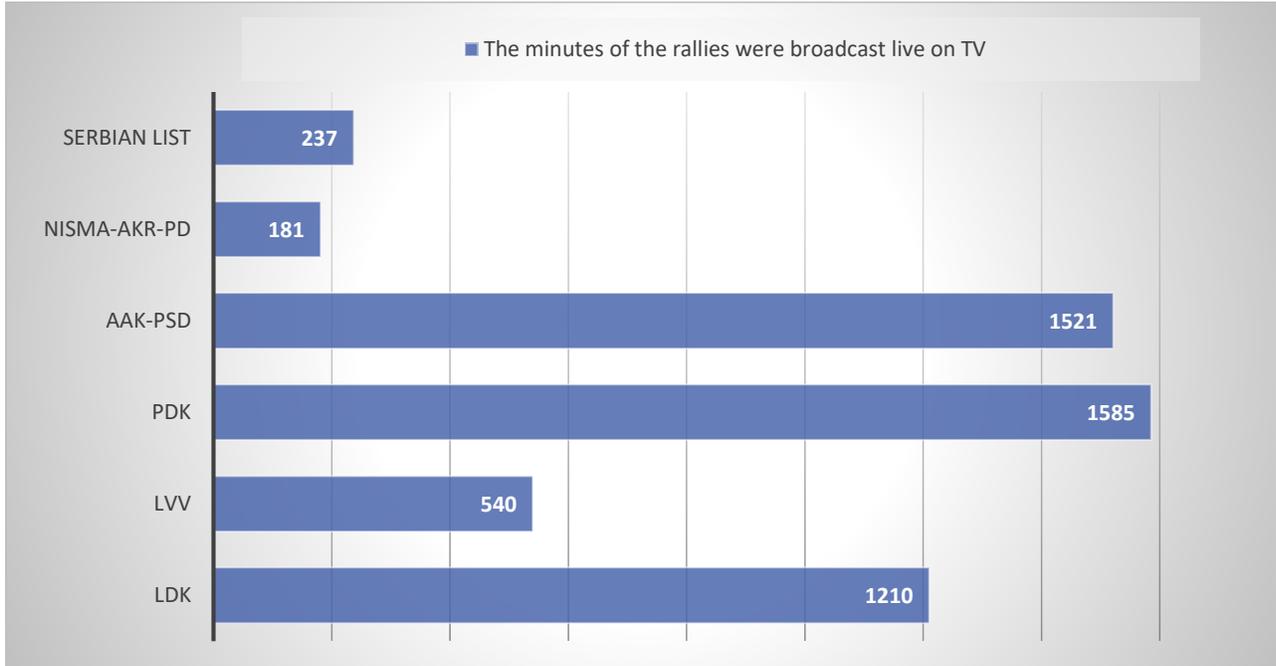
■ Leader ■ Candidate for MP

Graph 5: Comparison of TV spots Leader VS Candidate

broadcast any advertising spots.

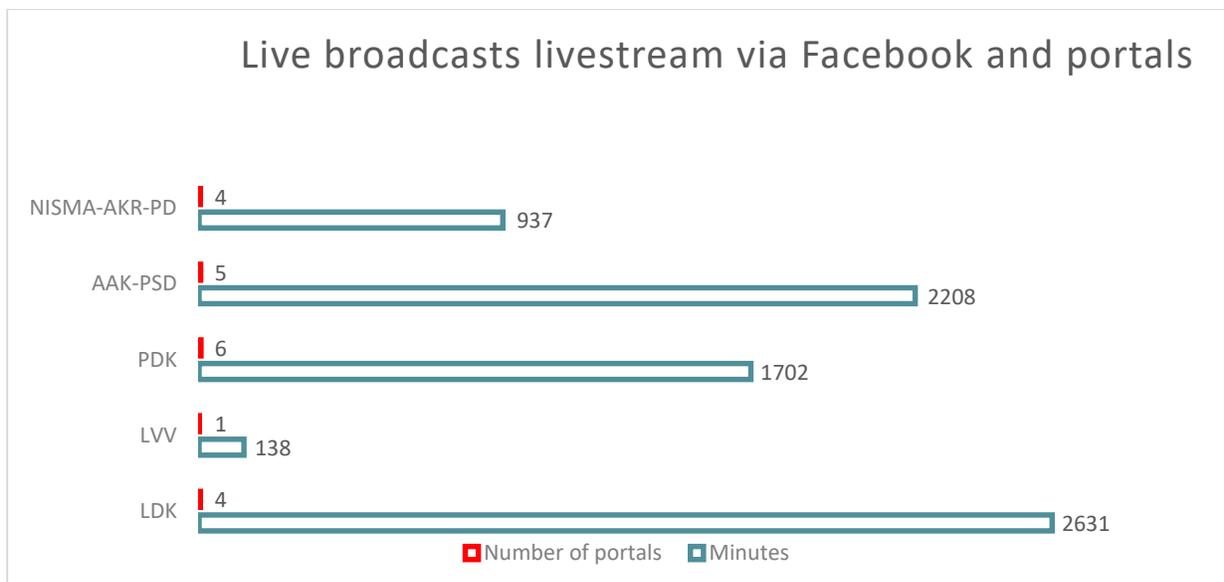
Regarding the monitoring of political party rallies broadcast on monitored televisions (RTK1, KTV, Klan Kosova, RTV 21, TV Dukagjini, T7, RTK2 and TV PULS), PDK had more space with 1,585 minutes during the 10 official days of the election campaign, followed by AKK-PSD

coalition with 1,521, LDK with 1,210 minutes, LVV with 540 minutes, Serbian List with 237 minutes and NISMA AKR-PD with 181 minutes.



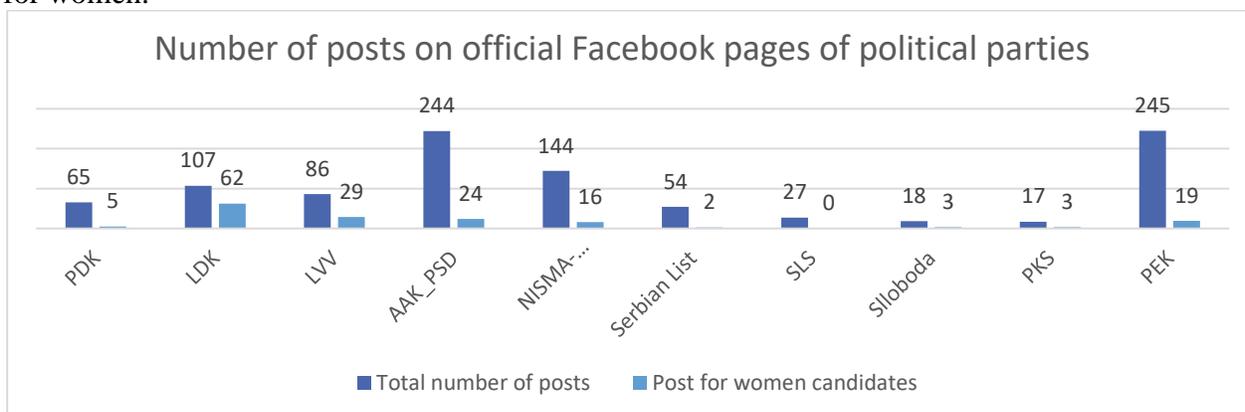
Graph 6: Minutes of the rallies broadcasts live on television

The monitoring of live broadcasts, i.e. livestream on Facebook by portals such as Telegraph, IndeksOnline, Insider, RTKlive, Express Newspaper, Newspaper Blic, KIM, TV MOST, and RTK 2, showed that LDK led with 2,631 minutes from four portals, the AAK-PSD coalition with 2,208 minutes from five portals, the PDK with 1,702 minutes from six portals, includes the official RTK website, which broadcast only party rallies. Nisma-AKR-PD had 937 minutes livestream broadcast from 4 portals, and LVV had 138 minutes from only one portal. Whereas the other parties did not have livestream broadcasting, while the Serbian parties did not have any broadcasting on the monitored portals.



Graph 7: Live broadcasts livestream via Facebook and Portals

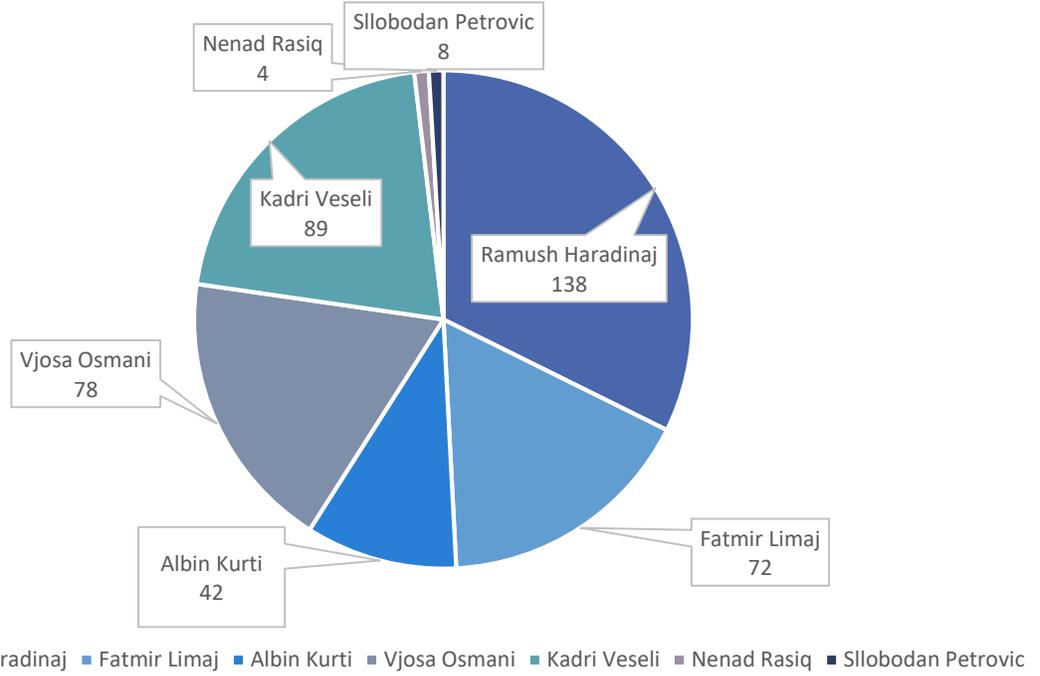
As for the number of posts on the official political party pages on Facebook, the Euro-Atlantic Party of Kosovo (PEK) leads with 245 posts, of which only 19 are for women candidates. The second entity is the AAK-PSD coalition with 244 posts, of which only 24 are for women. Behind them comes the NISMA-AKR coalition of 245 posts, of which only 16 are for women, LDK with 107 posts out of them 62 for women (including the candidate for prime minister), LVV with 86 out of 29 for women and PDK with 65 posts out of which only 5 are for women candidates. The number of posts by Serbian parties is significantly lower compared to Albanian parties. The Serbian list had a total of 54 posts where only two were for women, SLS had 27 posts of which only two for women candidates, the Sloboda coalition had 18 posts and the PKS had only 3 posts for women.



Graph 8: Monitoring of posts on official Facebook pages of political parties

When it comes to monitoring social networks, DnV also monitored the official websites of the candidates for prime minister. Ramush Haradinaj led with the highest number of posts with 138 total, followed by Kadri Veseli with 89, Vjosa Osmani with 78, Fatmir Limaj with 72, Albin Kurti with 42, and Nenad Rashic and Slavisha Petrovic with 4 posts each.

Number of posts on official Facebook pages of candidates for prime minister



Graph 9: Number of posts on official Facebook pages of candidates for prime minister

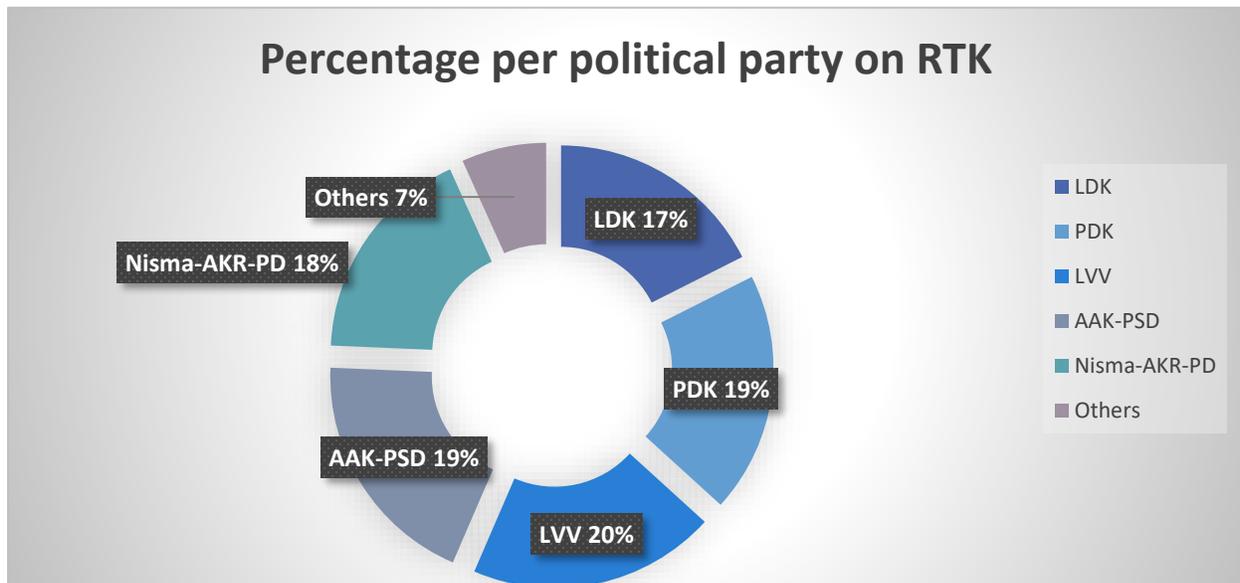
Individual findings for television

Radio Television of Kosovo

During the 10 days of the electoral campaign, Radio Television of Kosovo had about 6 hours of electoral chronicles dedicated to political parties competing in the 6 October elections and about 11 hours of dedicated space for television spots and live broadcasts of political party gatherings.

Election chronicles

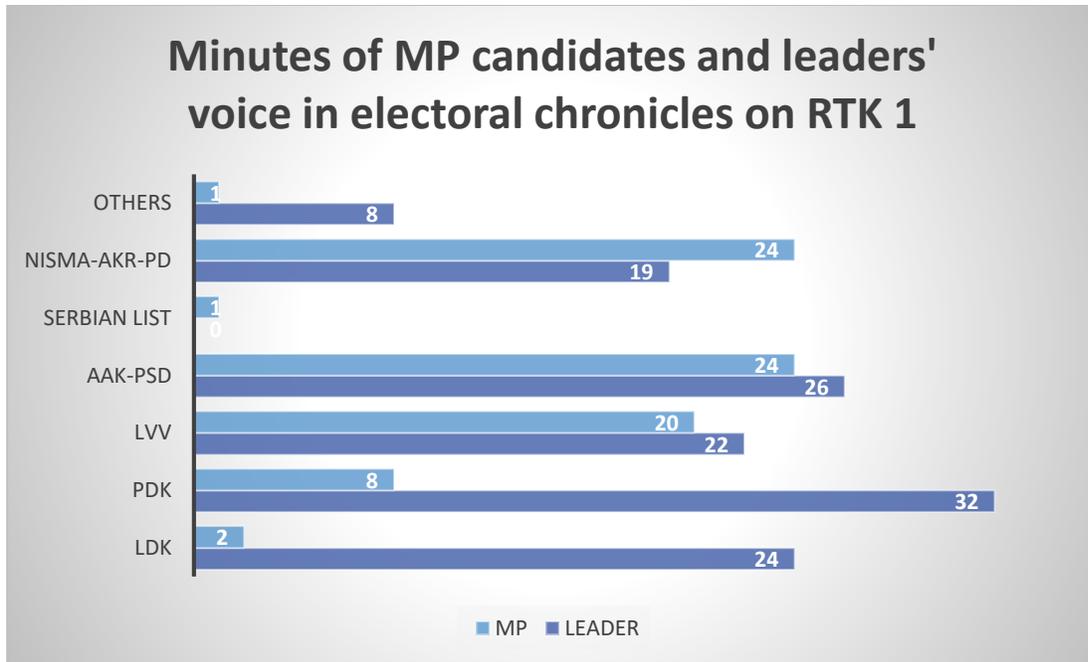
The space for political parties in electoral chronicles on Radio Television of Kosovo was roughly the same for all major parties. However, primacy was given to LVV with 20%, PDK and the AAK-PSD coalition with 19%, Nisma-AKR-PD with 18%, LDK with 17% and other smaller parties with total of 7%.



Graph 10: Percentage per political party on RTK

Regarding the time given to candidates for prime minister/leaders and candidates for MP out of the time in minutes allocated to each party, PDK led with 32 minutes for the leader and only 8 minutes for candidates for MP, followed by the AAK-PSD coalition with 26 minutes for the leader and 24 minutes for candidates for MP, LDK with 24 minutes for the leader and only 2 minutes for candidates for MP, LVV with 22 minutes for the leader and 20 minutes for candidates for MP, while Nisma-AKR-PD was the only entity with more minutes for candidates than for the leader.

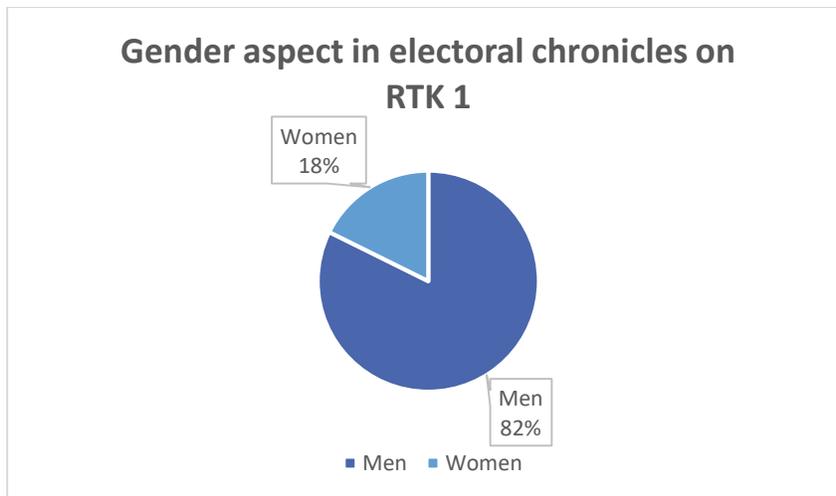
It is worth pointing out in the case of LDK, the seconds of voice dedicated to other party members who were not candidates for MP were not put under this category but were only used for gender equality measurement.



Graph 11: Minutes of MP candidates and leaders' voice in electoral chronicles on RTK1

Gender aspect

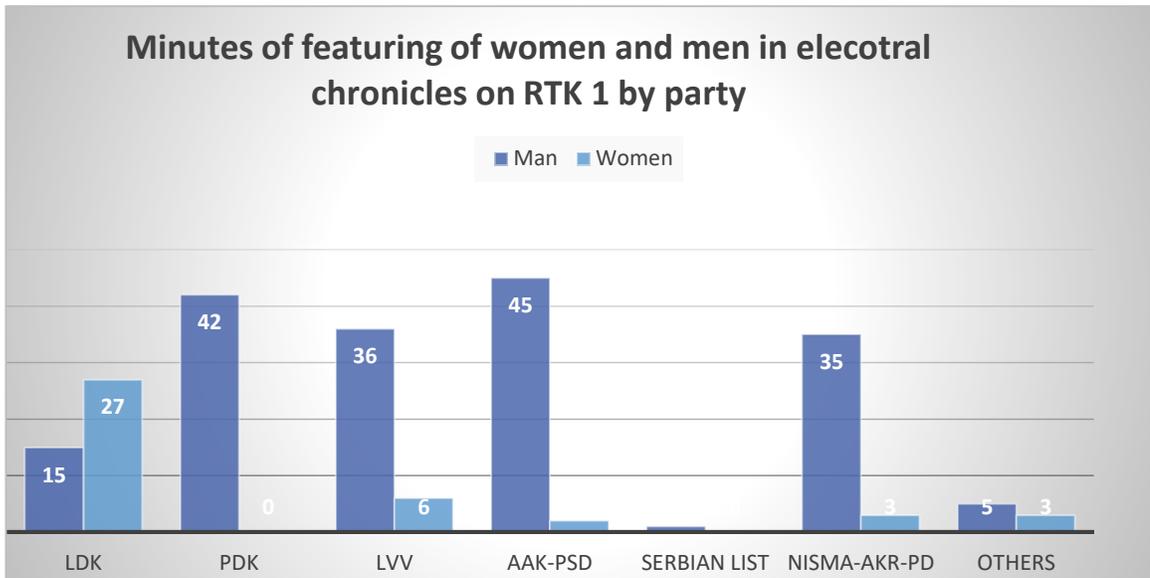
Of the total number of election chronicles attended by women, they were covered by only 18% of the time while men by 82% of the time.



Graph 12: Gender aspect in electoral chronicles on RTK1

The comparison of time allocated to women between parties showed that there are no differences from other televisions. LDK had the best balance as it had a woman candidate for prime minister, while the PDK stood the worst with no minutes of voicing for women.

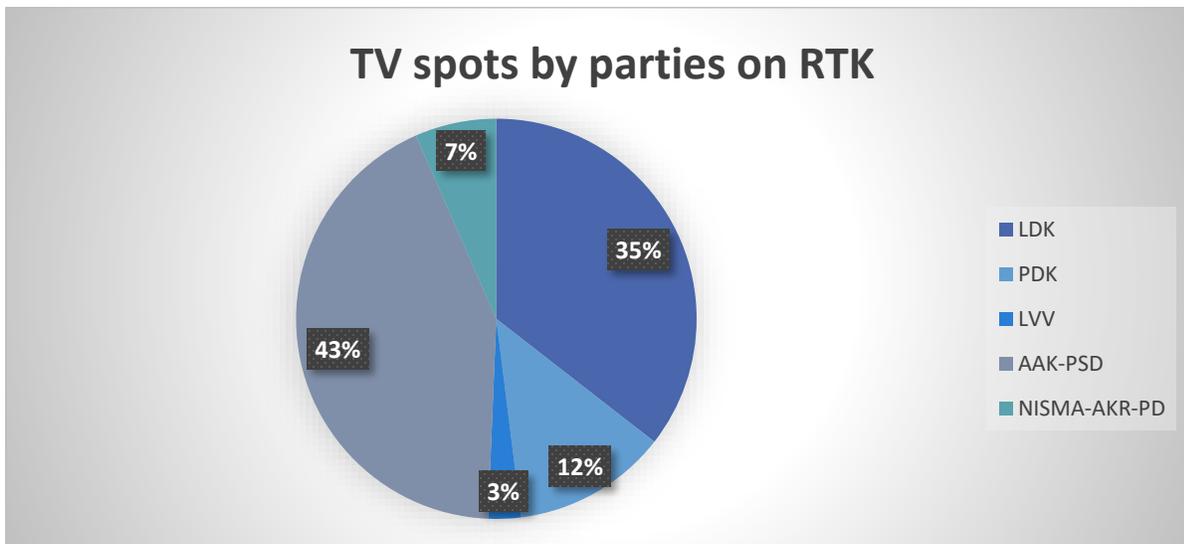
Looking only at the amount of time in minutes in which women had the opportunity to speak, there was very little room for women in all the parties, with the exception of LDK which has an increasing percentage in this area.



Graph 13: Minutes of featuring of women and men in electoral chronicles on RTK1 by party

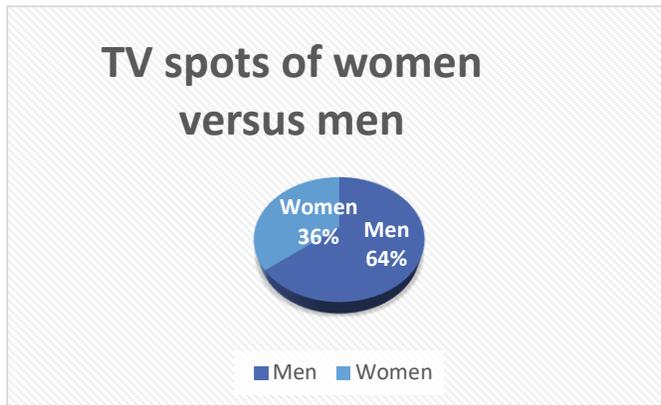
Advertising spots on RTK

The largest number of advertising spots in RTK, by percentage, belonged to the AAK-PSD coalition with 43%, followed by LDK with 35%, PDK with 12%, NISMA-AKR-PD with 7%, and LVV with 3%. On 25 September, during our monitoring period, five spots were broadcast on RTK with no indication if they were sponsored. Out of them, three spots were of AAK, one of PDK and one of VV.



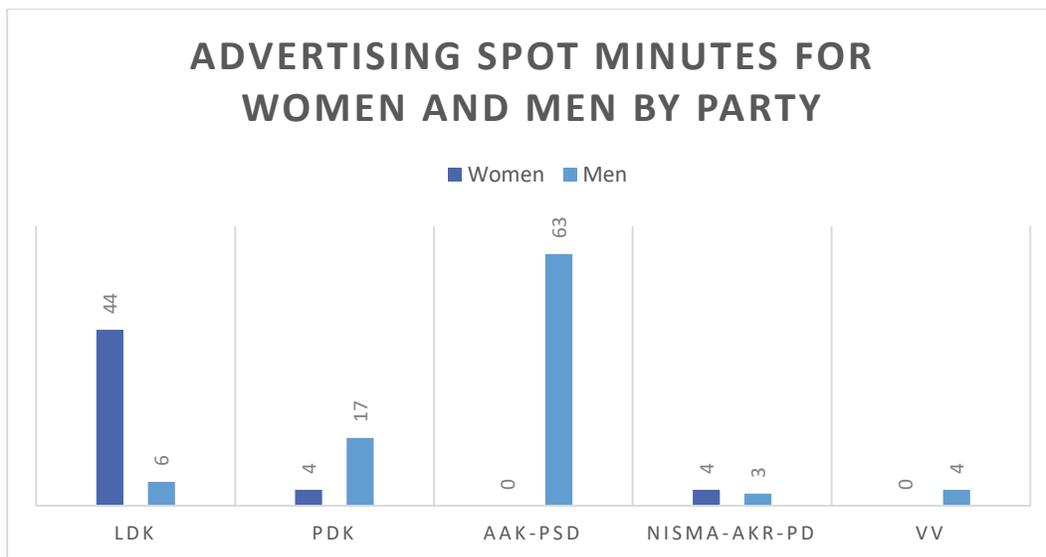
Graph 14: TV spots by parties on RTK

In terms of gender in RTK advertising spots, the total percentage of all political parties in which women had coverage was only 36%.



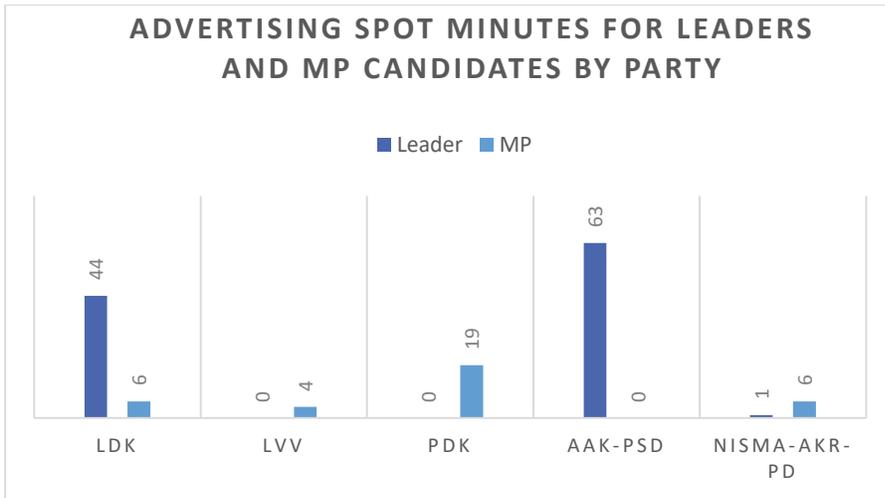
Graph 15: TV spots of women versus men

Comparing the political parties, LDK stood out with the most minutes allocated to women, who had 44 minutes of television coverage, as a result of the fact that this party had a woman candidate for prime minister. Second stood PDK and the Nisma-AKR-PD coalition with 4 minutes each. Other parties did not have any television spots featuring women candidate for MPs.



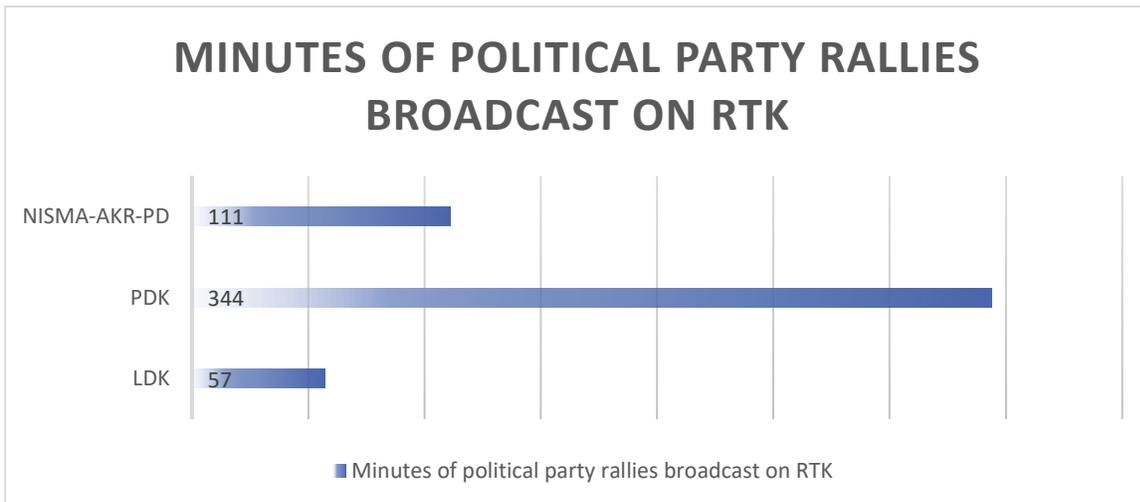
Graph 16: Advertising spot minutes for women and men by party

With regards to the advertising spots broadcast on RTK station for the leader versus candidates for MP, there was a big difference. In this category, AAK-PSD ranked first with 63 minutes being dedicated for the leader and 0 minutes to MP candidates. LDK is second with 44 minutes for the leader and only 6 minutes for MP candidates. PDK is third with 0 minutes for the leader and 19 minutes for MP candidates. Fourth in line is the Nisma-AKR-PD coalition with only 1 minute for the leader and 6 minutes for the MP candidates. LVV ranked last with 0 minutes for the leader and 4 minutes for MP candidates.



Graph 17: Advertising spot minutes for leaders and MP candidates by party

RTK also broadcast election rallies, out of which 10 rallies of PDK and 3 rallies of the NISMA-AKR-PD coalition. It also aired one rally of LDK, which was broadcast shortly before midnight on the last day of the election campaign.



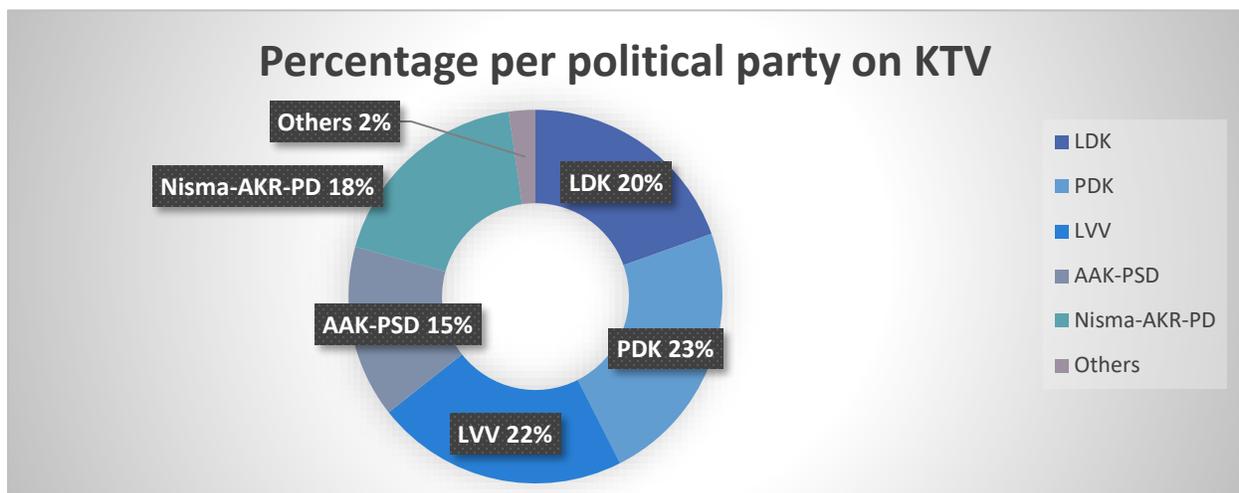
Graph 18: Minutes of political party rallies broadcast on RTK

KohaVision

KohaVizion Television covered a total of 1 hour 27 minutes of electoral chronicle, about 4 hours of advertising spots and over 20 hours of live broadcasted rallies.

Electoral chronicles

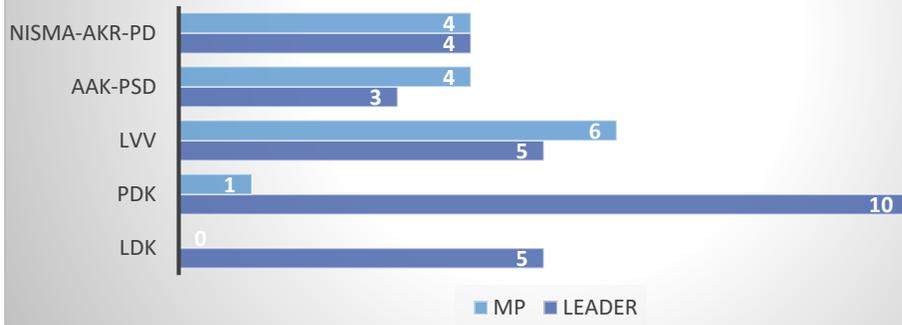
The space for political parties in electoral chronicles on KohaVision was roughly the same for all major parties. However, PDK ranked first with 23%, followed by LVV with 22%, LDK with 20%, the Nisma-AKR-PD coalition with 18%, AAK-PSD with 15%, and other small parties with total 2%.



Graph 19: Percentage per political party on KTV

Regarding the time given to candidates for prime minister/leaders and candidates for MP out of the total minutes allocated to each party, again PDK ranked first with the double number of minutes compared to other party leaders, respectively 10 minutes for the leader and only 1 minute for MP candidates. The second was LDK with 5 minutes for the leader and 0 minutes for the MP candidates and LVV with 5 minutes for the leader and 6 minutes for MP candidates, followed by the NISMA-AKR-PD coalition with 4 minutes for both the leader and candidates for MP. The AAK-PSD coalition ranked last with only 3 minutes for the leader and 4 minutes for MP candidates.

Minutes of MP candidates' and leaders' voice in electoral chronicles on KTV

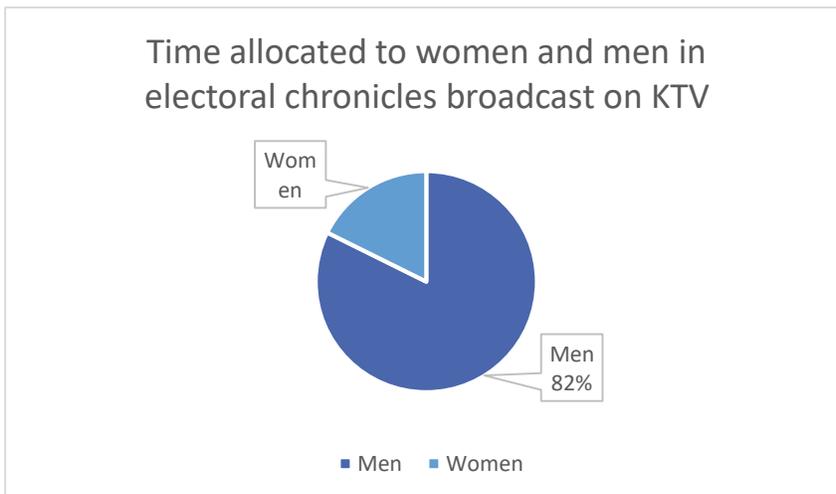


Graph 20: Minutes of MP candidates' and leaders'

voice in electoral chronicles on KTV

Gender aspect

Out of the total electoral chronicle broadcast on KTV, women had only 8 minutes of coverage (18%), against 37 minutes (82%) allocated to men.

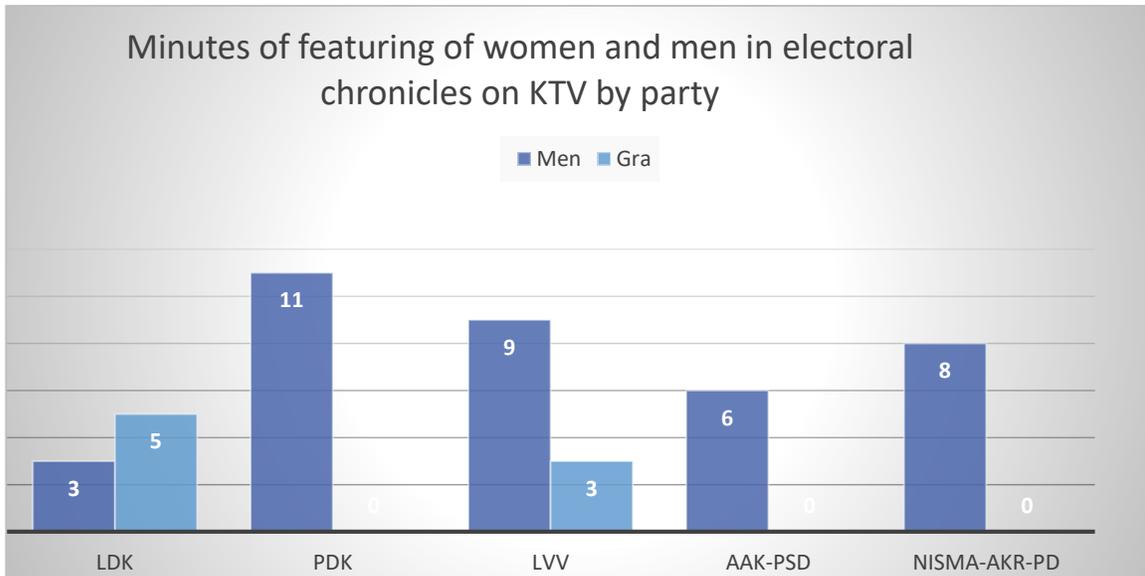


Graph 21: Time allocated to women and men in electoral chronicles broadcast on KTV

There are no differences from other television stations regarding women's coverage between the parties. LDK had the best balance because of its woman candidate for prime minister, while PDK ranked lowest with 0 minutes of women's voices.

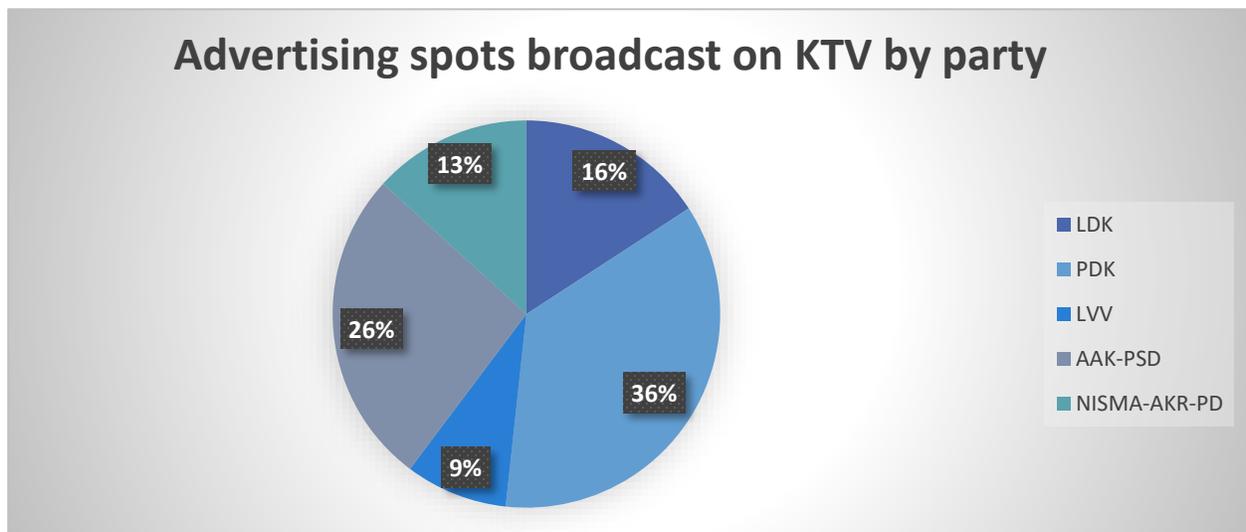
However, looking at the minutes in which women had the chance to speak, space was short for all parties, except for LDK, which had a higher percentage because of the woman candidate running for prime minister.

Graph 22: Minutes of featuring of women and men in electoral chronicles on KTV by party



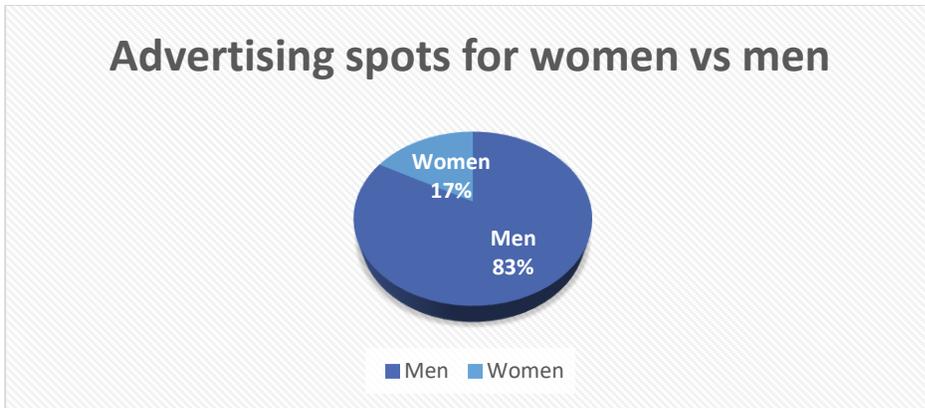
Advertising spots broadcast on KTV

During 10 days of election campaign, KohaVizion broadcast 3 hours and 54 minutes of electoral chronicles and 20 hours and 15 minutes of live streams rallies of political parties. The largest space of advertising sports broadcasted on KTV was occupied by PDK with 84 minutes, followed by AAK – PSD coalition with 62 minutes, LDK with 37 minutes, NISMA-the AKR-PD coalition with 31 minutes and LVV with 20 minutes.



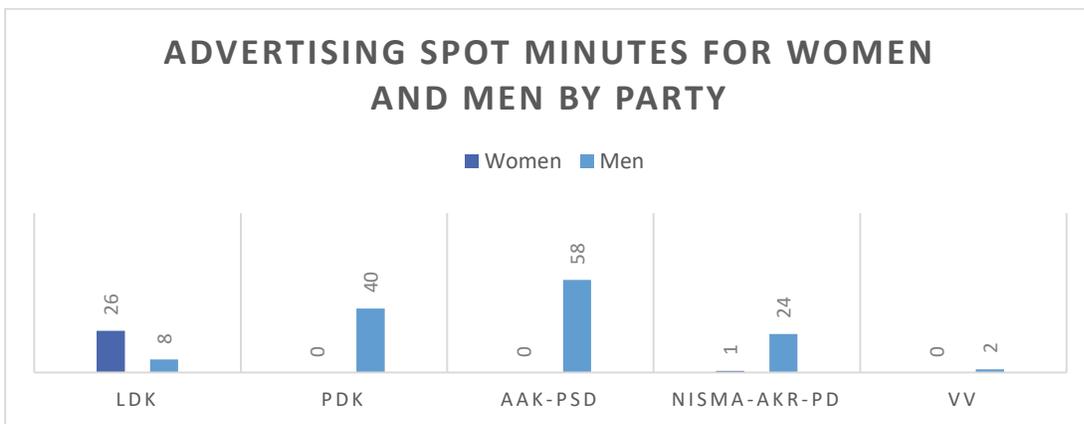
Graph 23: Advertising spots broadcast on KTV by party

Regarding gender aspects on advertising spots, the percentage is almost the same in KTV as in RTK, i.e. 17% for woman and 83% for men.



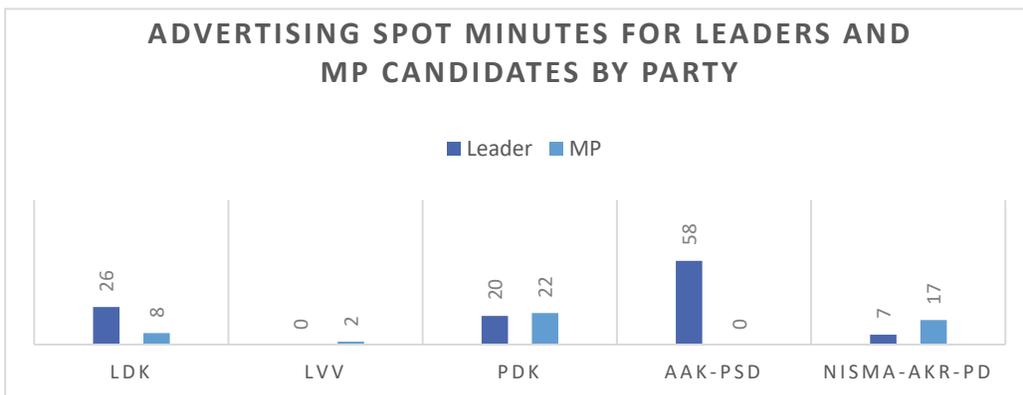
Graph 24: Advertising spots for women versus men

The high percentage in the chart above, as you will see also below, was increased only by LDK because of its woman candidate running for prime minister. Thus, LDK led with 26 minutes, followed by the NISMA-AKR-PD coalition with 1 minute, while other parties did not have such space.



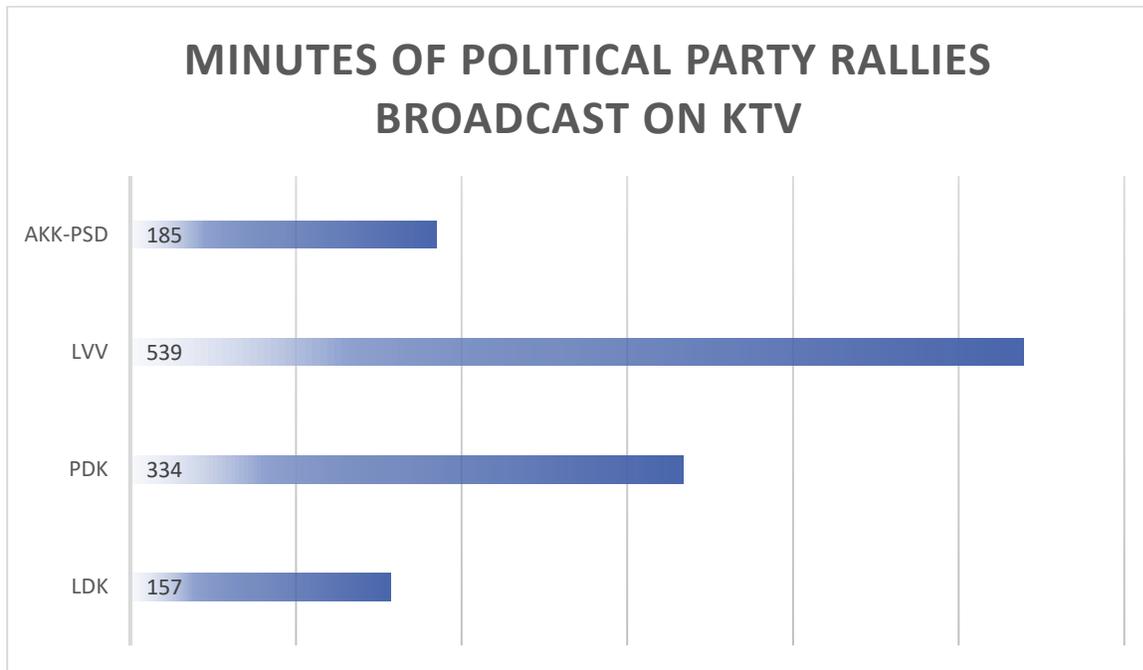
Graph 25: Advertising spot minutes for women and men by party

The following chart presents data on time within advertising spots broadcast on KTV allocated to candidates for MP or leaders/candidates for prime minister.



Graph 26: Advertising spot minutes for leaders and MP candidates by party

Regarding the time of broadcasting political parties rallies on KTV, LVV ranked first with 539 minutes, followed by PDK with 334 minutes, AAK-PSD with 185 minutes and LDK with 157 minutes.



Graph 27: Minutes of political party rallies broadcast on KTV

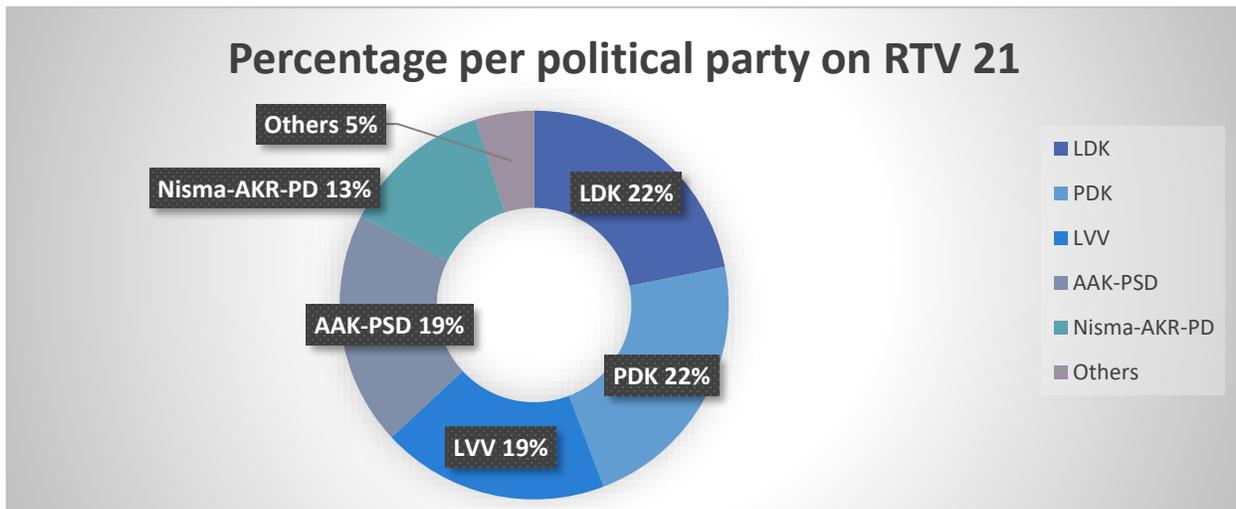
RADIO TELEVISION 21

Radio Television 21 covered a total of 1 hour 26 minutes of electoral chronicle, about 4 hours 45 minutes of advertising spots and over 11 hours of live broadcast rallies.

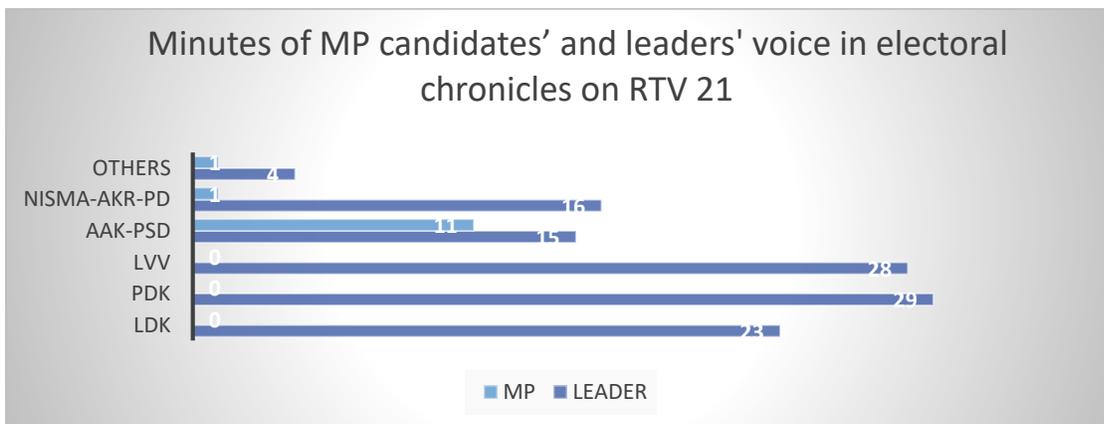
Electoral chronicles

Regarding the space for political parties in electoral chronicles on Radio Television 21, PDK and LDK ranked first with 22% or 46 and 45 minutes respectively, followed by AKM-PSD coalition and LVV with 19% or 40 and 39 minutes respectively, and Nisma-AKR-PD with 13% or 26 minutes. The coverage of other smaller parties amounted to a total of 5% or 10 minutes.

Graph 28: Percentage per political party on RTV21



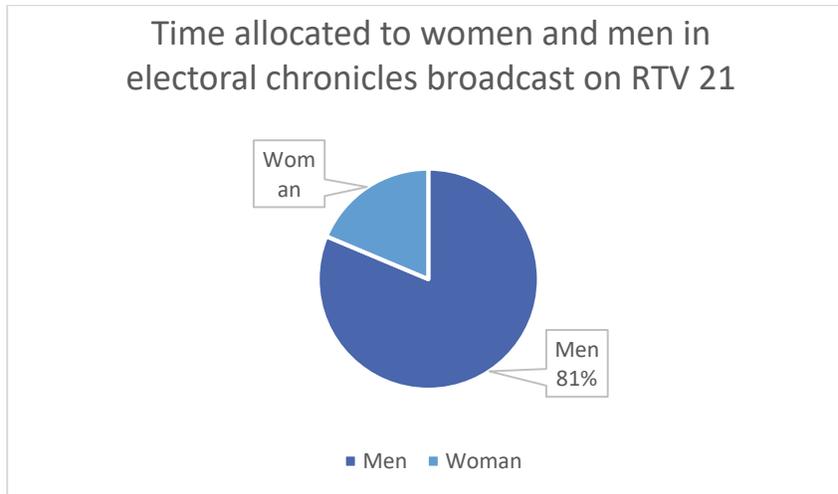
The difference between the voice of candidates for MP and leaders was sufficiently large overall, namely 89% for the leaders and only 0.9% for candidates for MP. The following chart presents details regarding the time allocated by RTV21 for MP candidates from each party compared to the leader or candidate running for prime minister. In this regard, bigger space was dedicated to the candidates running for MP from the AAK-PSD coalition compared to other parties.



Graph 29: Minutes of MP candidates' and leaders' voice in electoral chronicles on RTV 21

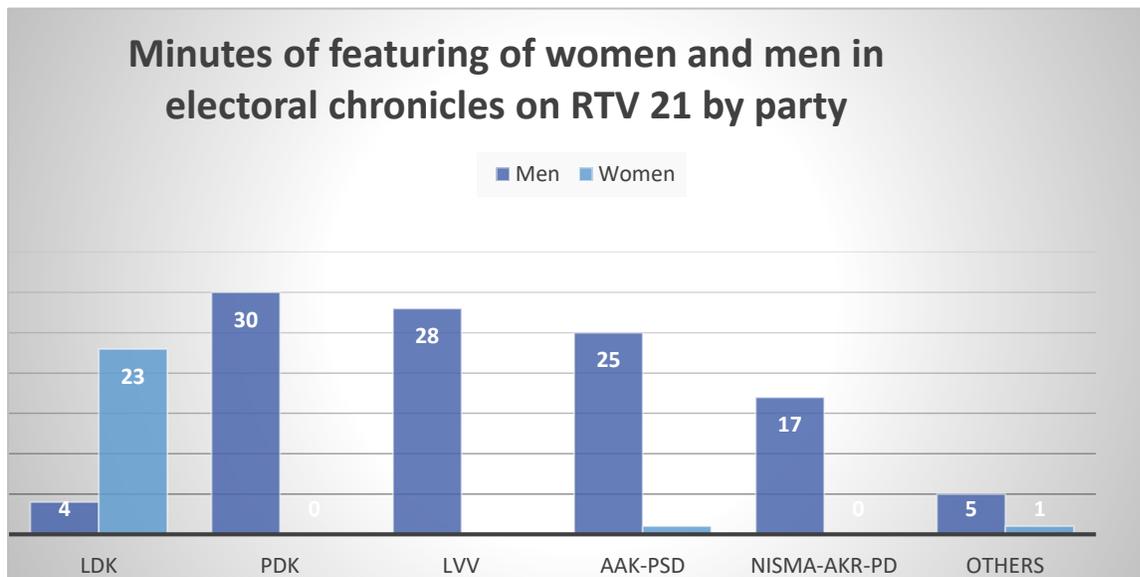
Gender aspect

Regarding the gender aspect, out of the total electoral chronicles broadcast on RTV21, the total percentage of women candidates given the chance to spoke was 19% compared to 81% of men candidates



Graph 30: Time allocated to women and men in electoral chronicles broadcast on RTV21

On the other hand, the comparison of minutes allocated to women candidates compared to men between parties ranks the latter as in the chart below;



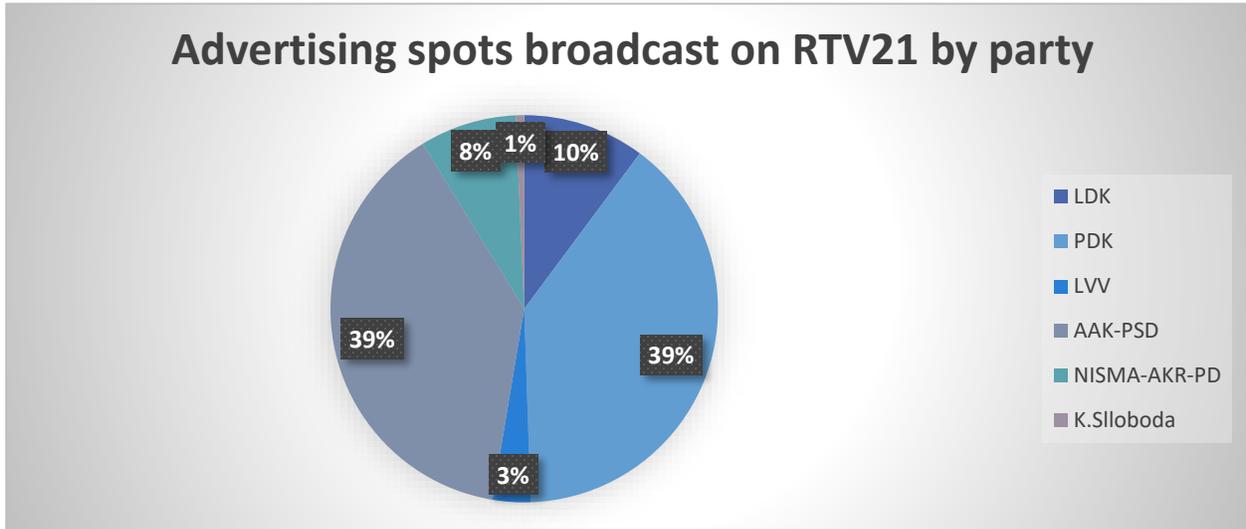
Graph 31: Minutes of featuring of women and men in electoral chronicles on RTV 21 by party

Advertising spots broadcast on RTV21

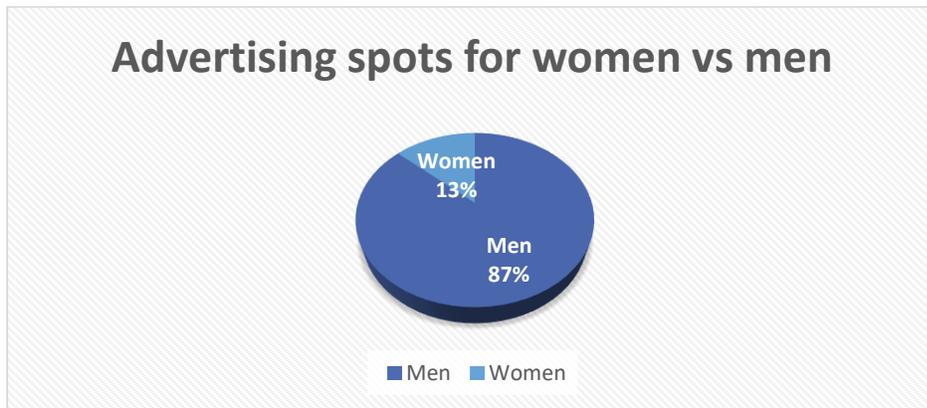
RTV21 broadcast 4 hours and 45 minutes of advertising spots and over 11 hours of live streams rallies of the three political parties and LDK, PDK and the AKM-PSD coalition.

The largest space of advertising spots broadcast on RTV21 was occupied by PDK with 112 minutes, followed by the AAK - PSD coalition with 110 minutes, LDK with 29 minutes, the NISMA-AKR-PD coalition with 23 minutes and LVV with only 9 minutes.

Regarding advertising spots broadcast on RTV21, the percentage of advertising spots for women is quite low compared to men, i.e. 87% for men and only 13% for women candidates.

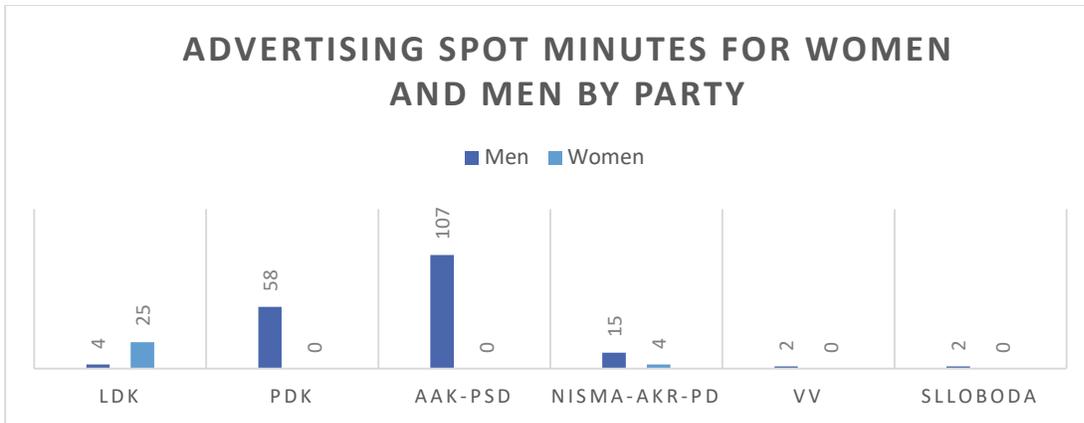


Graph 32: Advertising spots broadcast on RTV21 by party



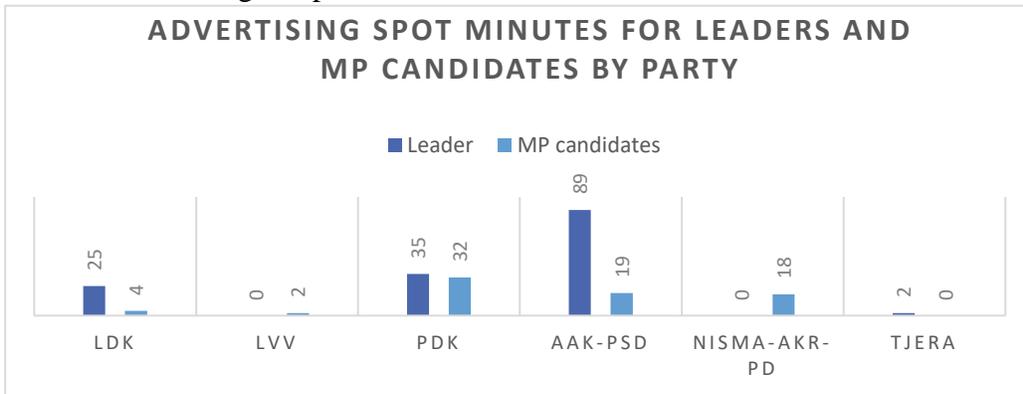
Graph 33: Advertising spots for women versus men

Regarding minutes of advertising spots including women broadcast on RTV21, LDK also ranked first with 23 minutes, followed by PDK with 29 minutes, the AAK-PSD coalition and Sloboda coalition with 1 minute, while other parties did not have such space.



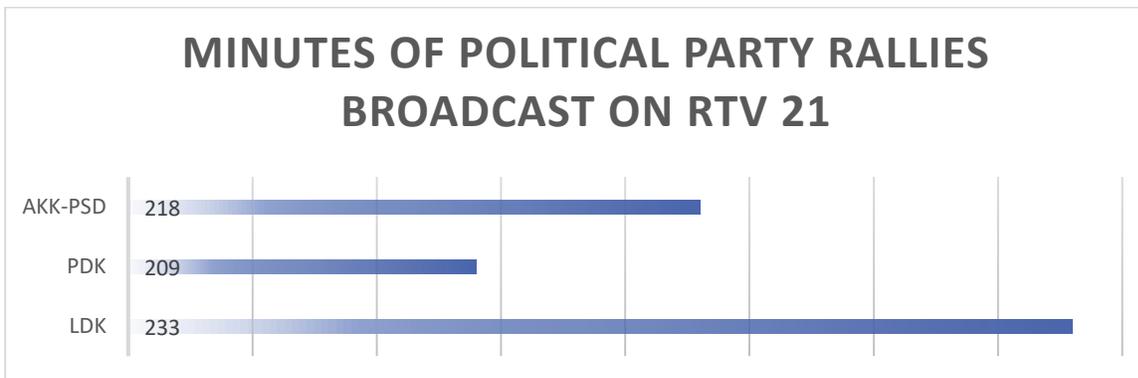
Graph 34: Advertising spot minutes for women and men by party

Advertising spots for the leader also dominated against those for MP candidates on RTV21. The chart below presents the minutes of advertising spots for each party, specifying whether there were more advertising spots for leaders or for MP candidates on RTV21.



Graph 35: Advertising spot minutes for leaders and MP candidates by party

During 10 days of election campaign, RTV21 broadcast rallies of 3 political parties in a total of 11 hours or 660 minutes.



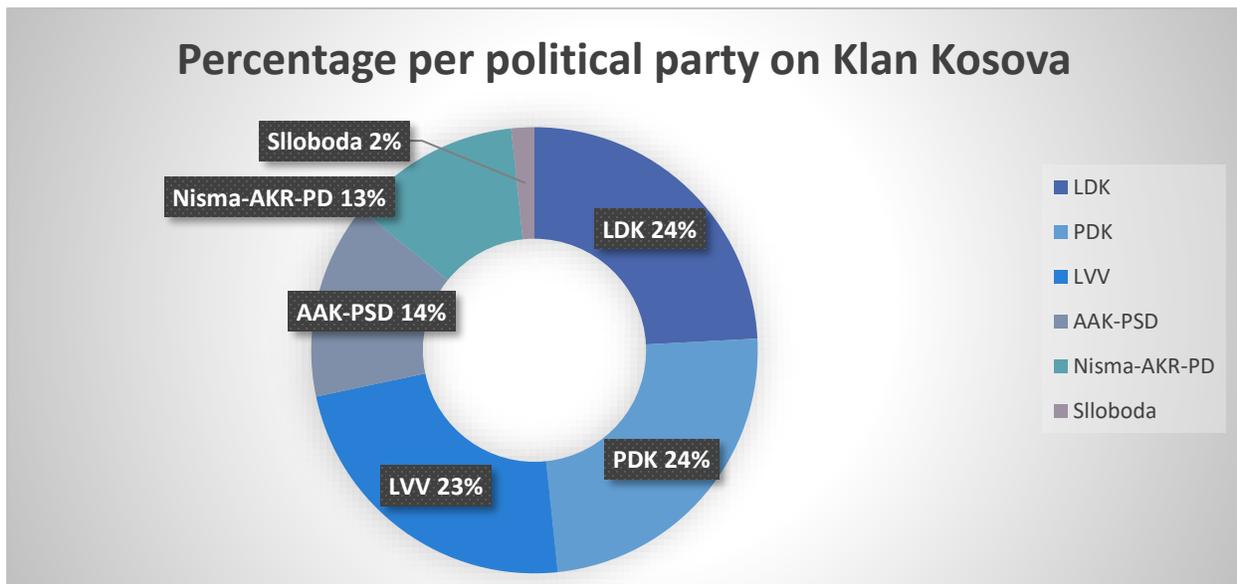
Graph 36: Minutes of political party rallies broadcast on RTV 21

KLAN KOSOVA Television

During 10 days of election campaign, Klan Kosova broadcast 2 hours of electoral chronicles, 3 hours 24 minutes advertising spots and 19 hours and 22 minutes of live streams rallies of four political parties.

Electoral chronicles

Regarding electoral chronicles for political parties, Klan Kosova had this percentage: PDK and LDK ranked first with 24%, followed by LVV with 23%, AAK-PSD with 14%, Nisma-AKR-PD with 13%, Sloboda coalition with 2%, whereas other smaller parties did not have electoral chronicles.



Graph 37: Percentage per political party on Klan Kosova

The ratio between the voice of MP candidates and leader in total is not very large, i.e. 71% for the leaders and 29% of candidates for MP.

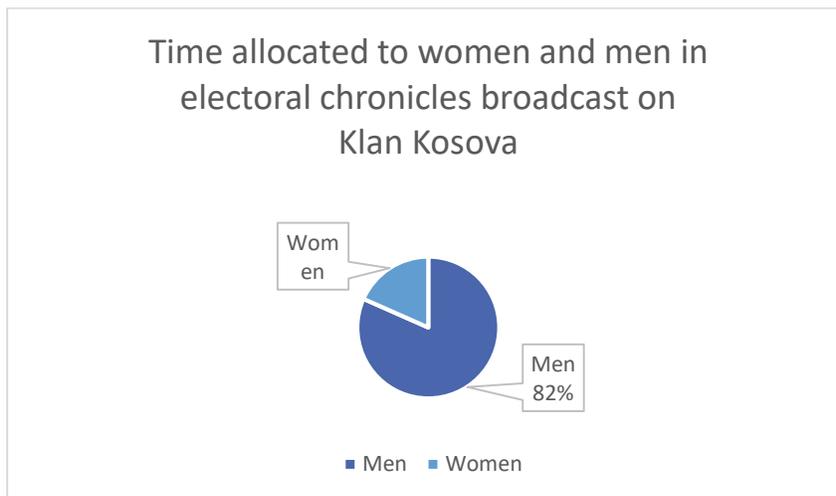
The following chart presents details of the time allocated by Klan Kosova in election chronicles to MP candidates and those running for Prime Minister.



Graph 38: Minutes of MP candidates' and leaders' voice in electoral chronicles on Klan Kosova

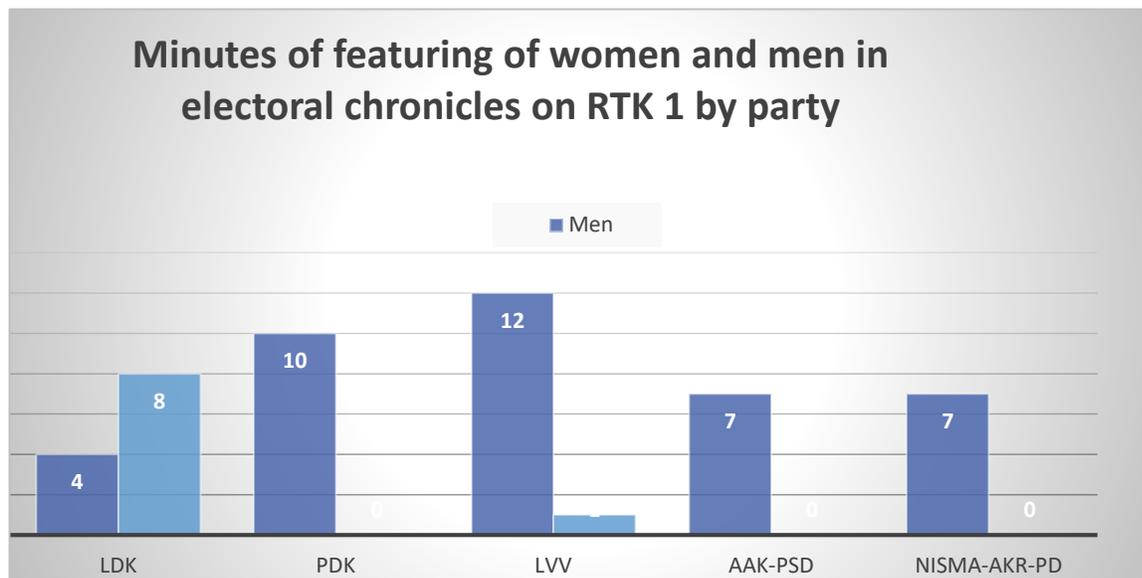
Gender aspect

Regarding the gender aspect, out of total electoral chronicles broadcast on Klan Kosova, the total percentage of woman candidates given the chance to speak was 18% compared to 82% of men.



Graph 39: Time allocated to women and men in electoral chronicles broadcast on Klan Kosova

On the other hand, comparison between parties of minutes allocated to women candidates as compared to men ranks the parties as in the chart below:



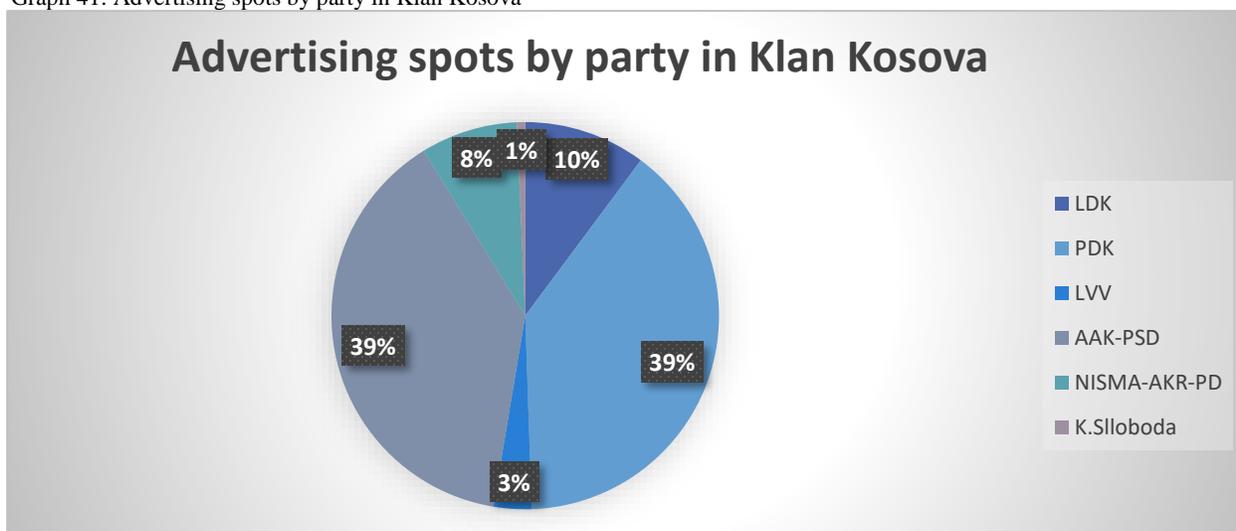
Graph 40: Minutes of featuring of women and men in electoral chronicles on RTK1 by party

Advertising spots in Klan Kosova

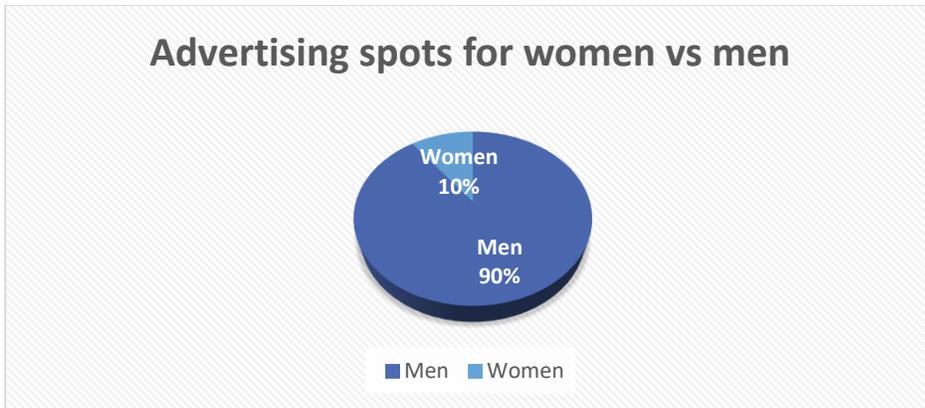
Klan Kosova Television had 3 hours and 24 minutes of advertising spots, 19 hours and 22 minutes broadcast of the rallies of four parties and political coalitions - LDK, PDK, AAK-PSD coalition and Nisma-AKR-PD coalition.

PDK led in Klan Kosova with the most amount of time in minutes of advertising spots, with a total of 103 minutes, followed by AAK-PSD with 62 minutes, LDK with 25, NISMA-AKR-PD with 13 and LVV with only 1 minute.

Graph 41: Advertising spots by party in Klan Kosova

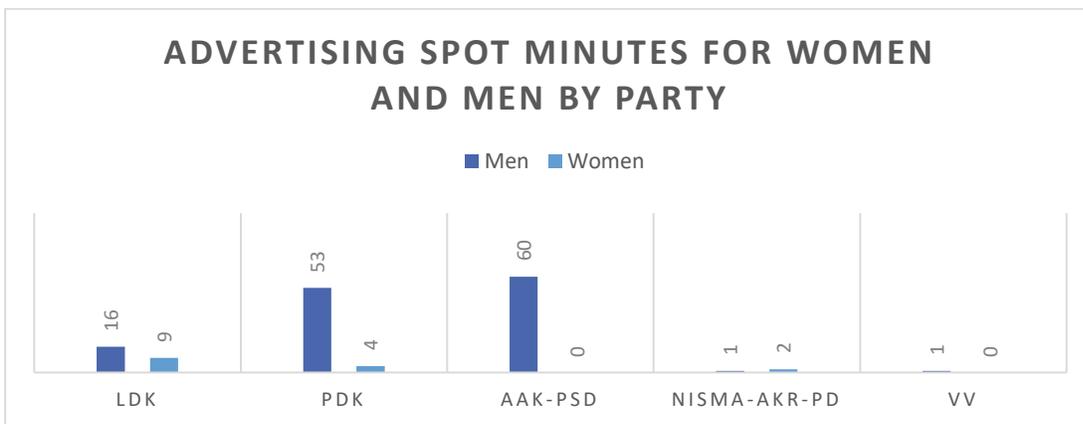


The percentage of advertising spots for women compared to men in Klan Kosova was very low, where only 10% of the advertising spots were for women candidates while 90% were for men candidates.



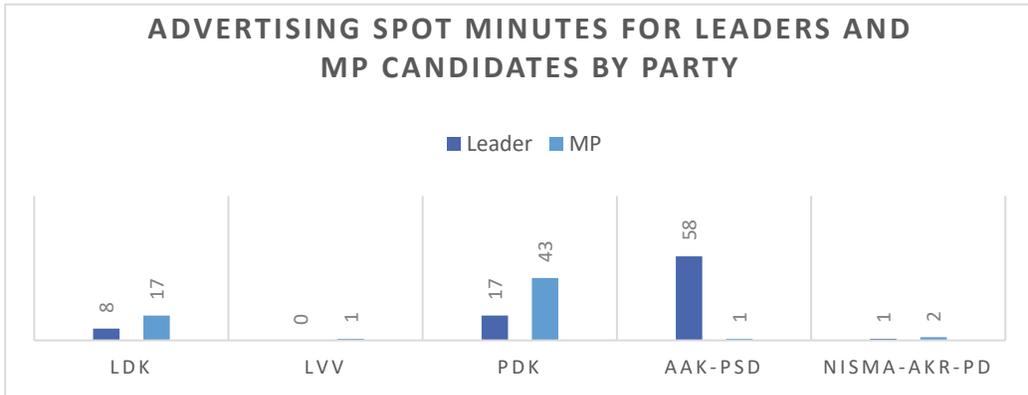
Graph 42: Advertising spots for women versus men

When it comes to gender aspect regarding advertising spots, LDK despite having a woman candidate for prime minister, had a higher percentage of advertising spots for men than for women. The graph below provides details for each party regarding the amount of time in minutes of advertising spots on Klan Kosova.



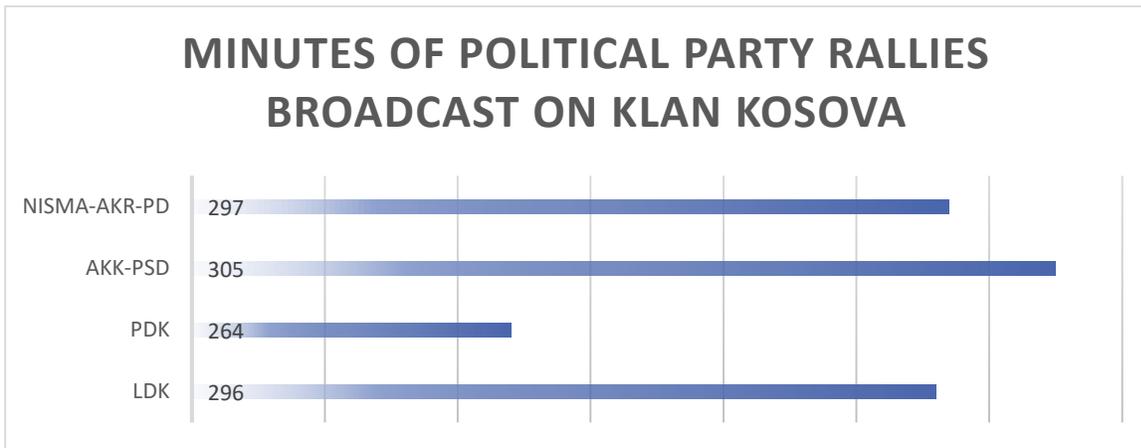
Graph 43: Advertising spot minutes for women and men by party

Regarding advertising spots for the leader, compared to deputy candidates, parties such as PDK and LDK and LVV and NISMA-AKR-PD had more spots for candidates than the leader on Klan Kosova.



Graph 44: Advertising spot minutes for leaders and MP candidates by party

Klan Kosova broadcast rallies of 4 political parties during the election campaign, totalling 19 hours and 22 minutes.



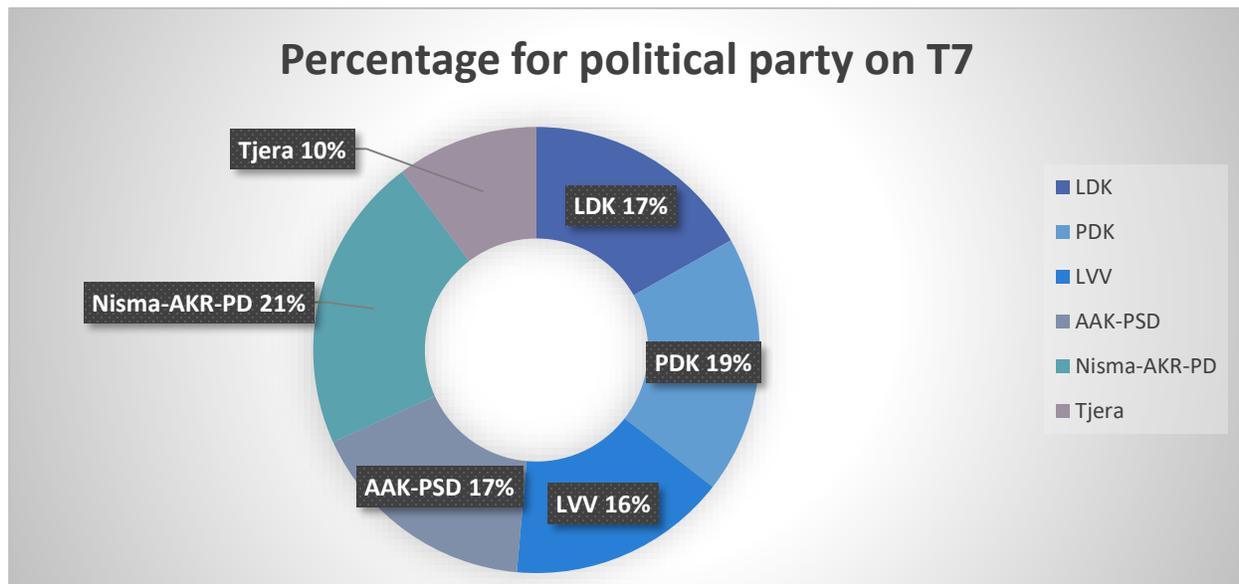
Graph 45: Minutes of political party rallies broadcast on Klan Kosova

T7 Television

During the 10 days of the election campaign, T7 Television had 1 hour 47 minutes of election chronicles, 3 hours and 44 minutes of advertising spots, and 17 hours and 45 minutes of broadcasting of rallies of five political parties.

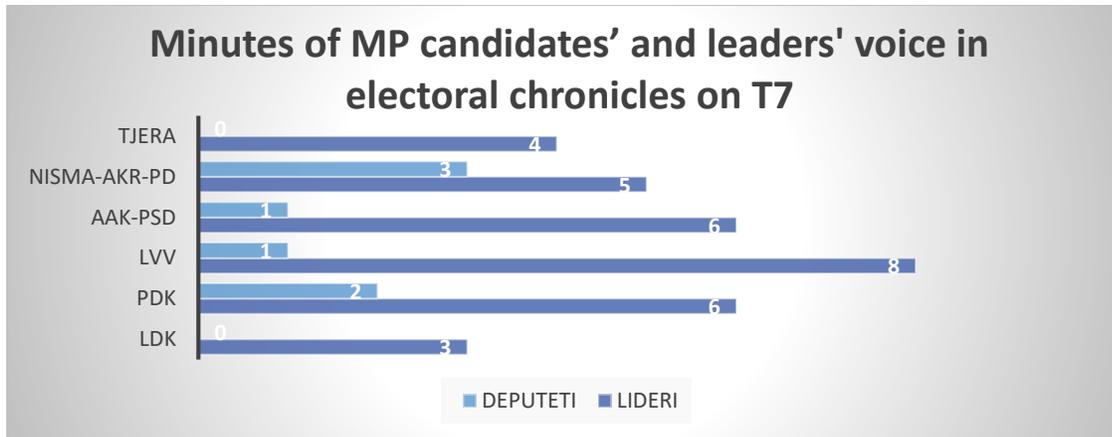
Election chronicles

The percentage of political parties presenting on T7 Television among the largest parties is approximately the same, however, the primacy is held by the Nisma-AKR-PD coalition with 21%, PDK with 19%, LDK and AKK-PSD coalition with 17%, LVV with 16%, and other smaller parties with 10%.



Graph 46: Percentage for political party on T7

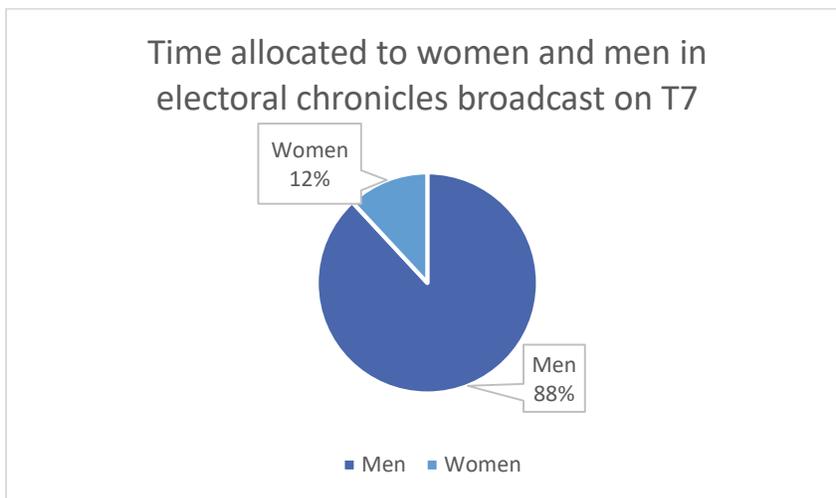
There are also differences in election chronicles on T7 Television in terms of the amount of time in minutes of the voices of MP candidates and the leader, with the total of 82% of minutes allocated to the leaders and 18% to MP candidates. Based on political parties and coalitions, the ranking is as follows:



Graph 47: Minutes of MP candidates' and leaders' voice in electoral chronicles on T7

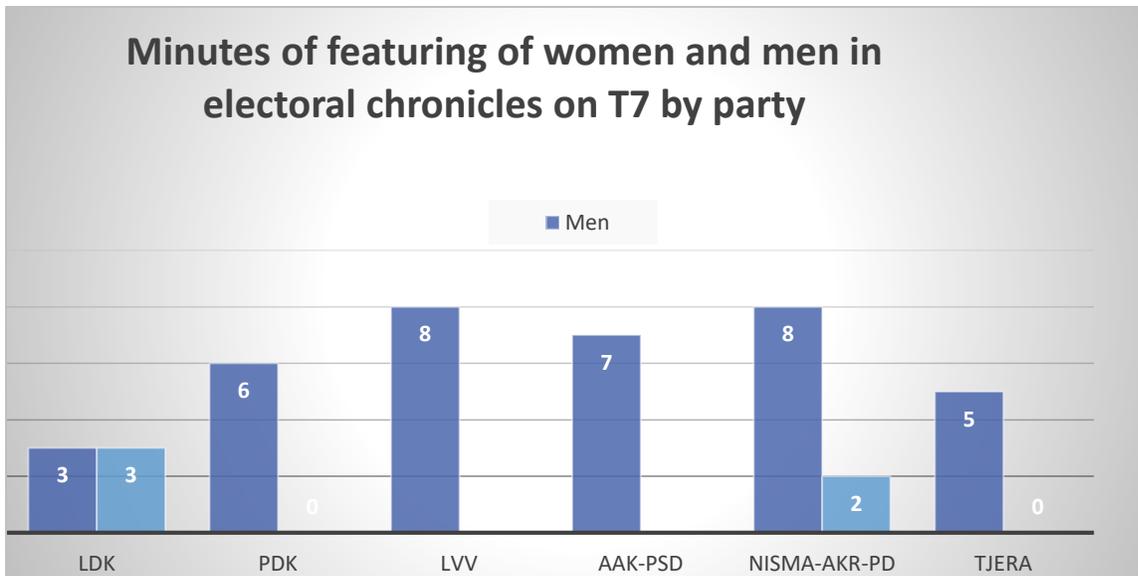
Gender aspect

Out of the election chronicles in T7 Television, the time allocated to women was 12% compared to 88% for men.



Graph 48: Time allocated to women and men in electoral chronicles broadcast on T7

The comparison between parties regarding minutes allocated to women candidates compared to men candidates, LDK led compared to other parties, wherein the minutes were the same for both women and men. In the NISMA-AKR-PD coalition, 2 minutes were allocated for women and 8 minutes for men, while other parties did not have a single minute dedicated to women during T7 election chronicles.

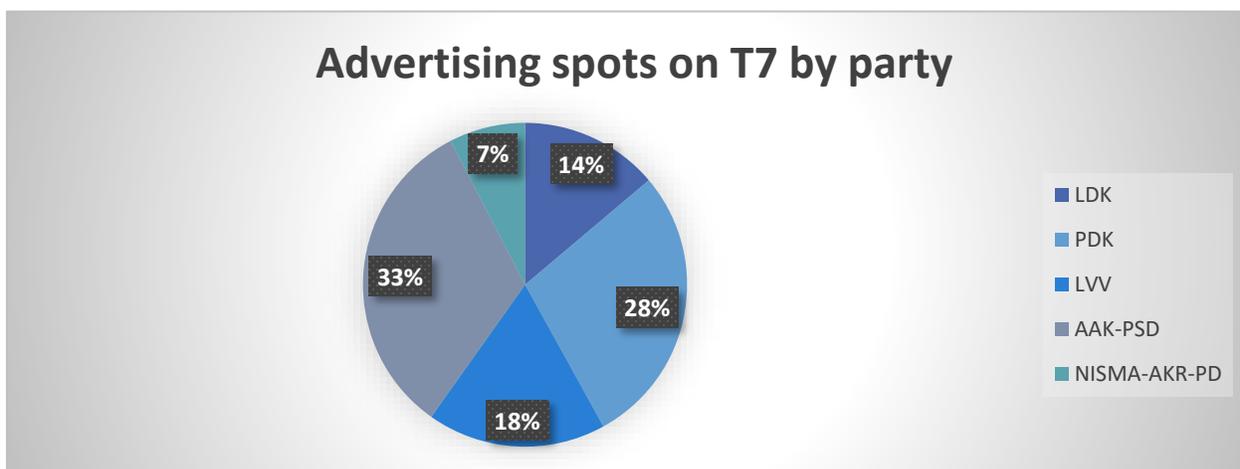


Graph 49: Minutes of featuring of women and men in electoral chronicles on T7 by party

Advertising spots on T7

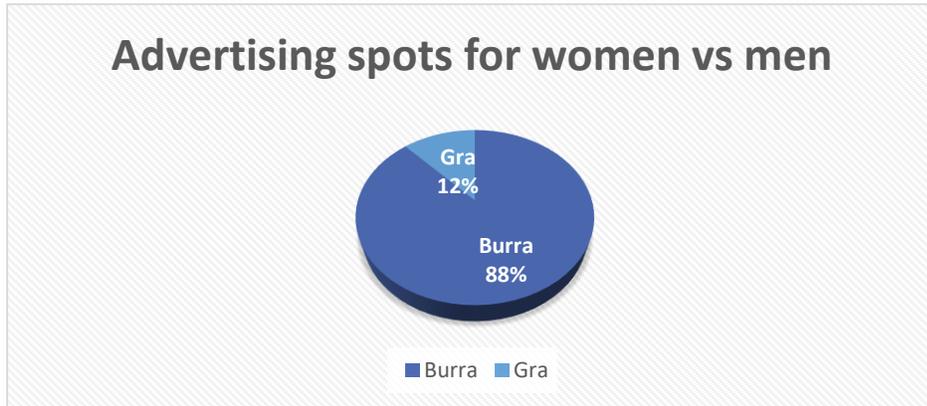
T7 broadcast 3 hours and 44 minutes advertising spots during the 10 days of the election campaign, as well as 17 hours and 45 minutes of broadcasts of rallies of five political parties and coalitions. It is worth noting that the broadcast of rallies on September 30 did not indicate whether the broadcast were sponsored.

In terms of the time in minutes of advertising spots on T7, the AAK-PSD coalition led with 33%, followed by PDK with 18%, LVV with 18%, LDK with 14%, and the NISMA-AKR-PD coalition with 7%.



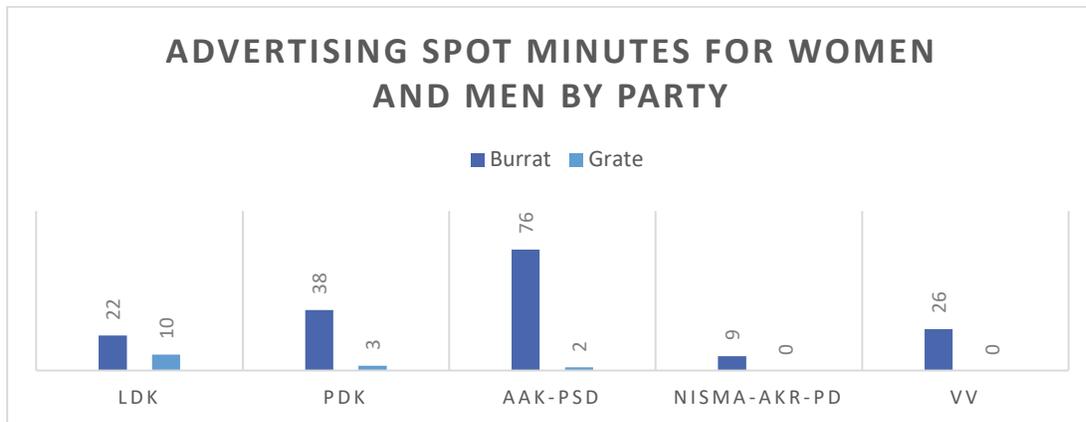
Graph 50: Advertising spots on T7 by party

Percentage of total advertising spots on T7 Television for women compared to men was similar to other televisions, with only 12% of the advertising spots for women and 88% for men.



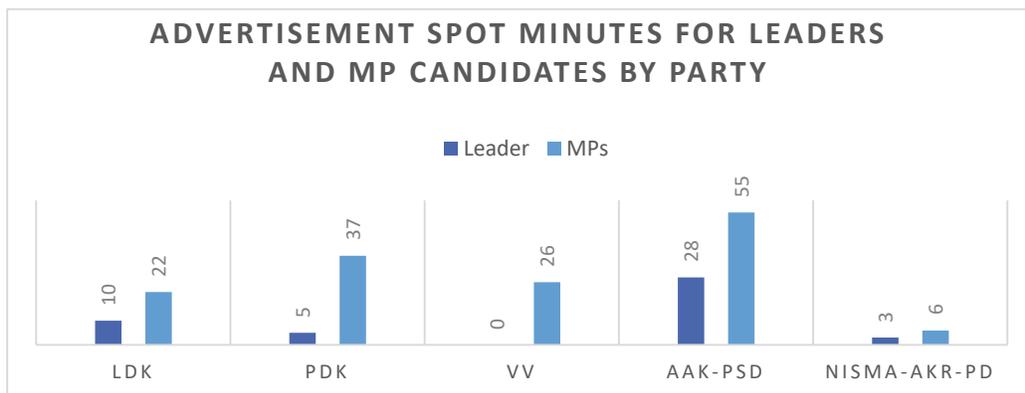
Graph 51: Advertising spots for women versus men

When it comes to the gender aspect, regarding advertising spots, all parties have more time per minute for men than for women.



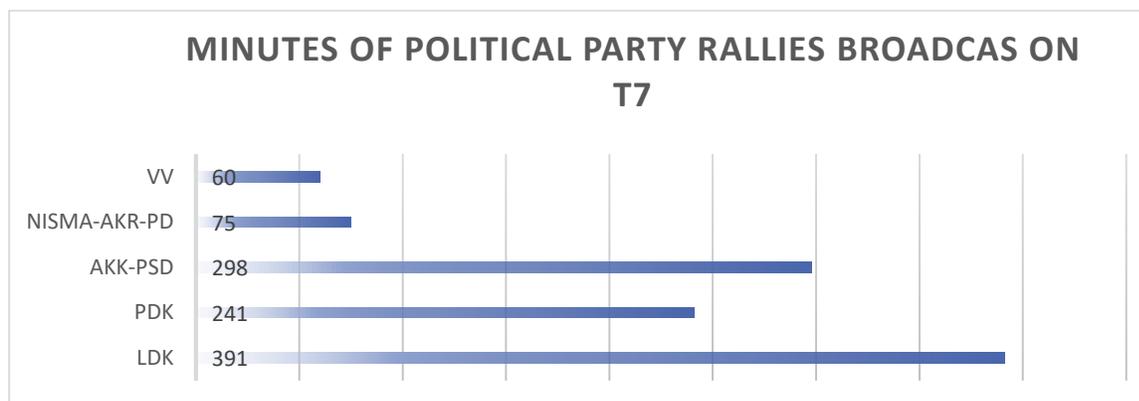
Graph 52: Advertising spot minutes for women and men by party

Regarding the division of time between leaders and candidates for MPs, the latter had more minutes out of the broadcast time on T7.



Graph 53: Advertisement spot minutes for leaders and MP candidates by party

T7 broadcast a total of 17 hours and 45 minutes from the rallies of five political parties. It is worth noting that the broadcast of the LDK rally held on September 25th and the broadcast of the AAK-PSD coalition rally on October 1st, did not specify whether they were sponsored.



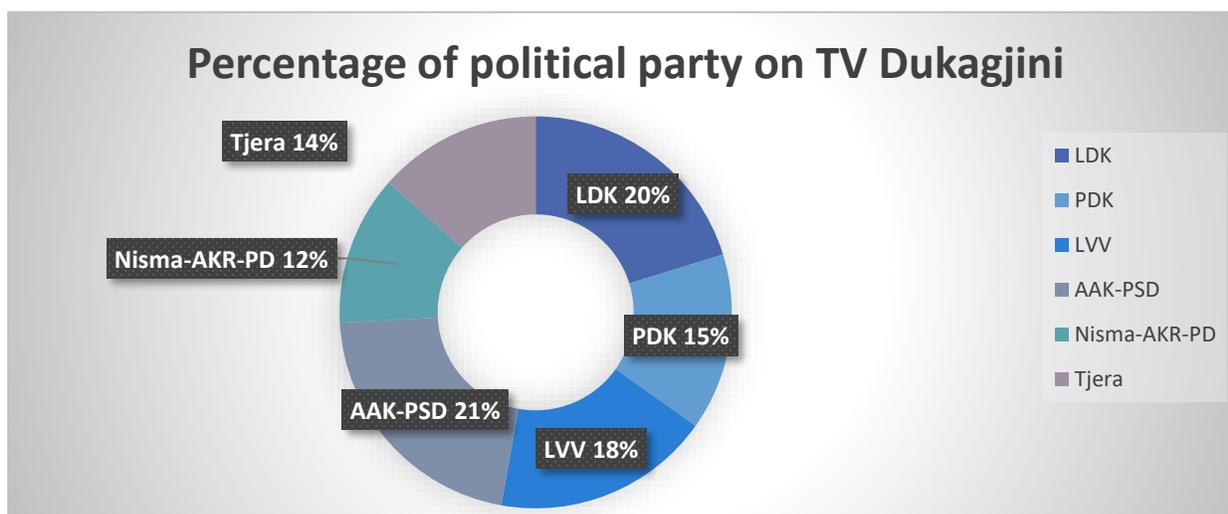
Graph 54: Minutes of political party rallies broadcast on T7

Dukagjini Television

During the 10 days of the election campaign, Dukagjini television broadcast 1 hour and 29 minutes of election chronicle, 3 hours and 2 minutes of advertising spots and 8 hours and 40 minutes of broadcasting of rallies of four parties and political coalitions.

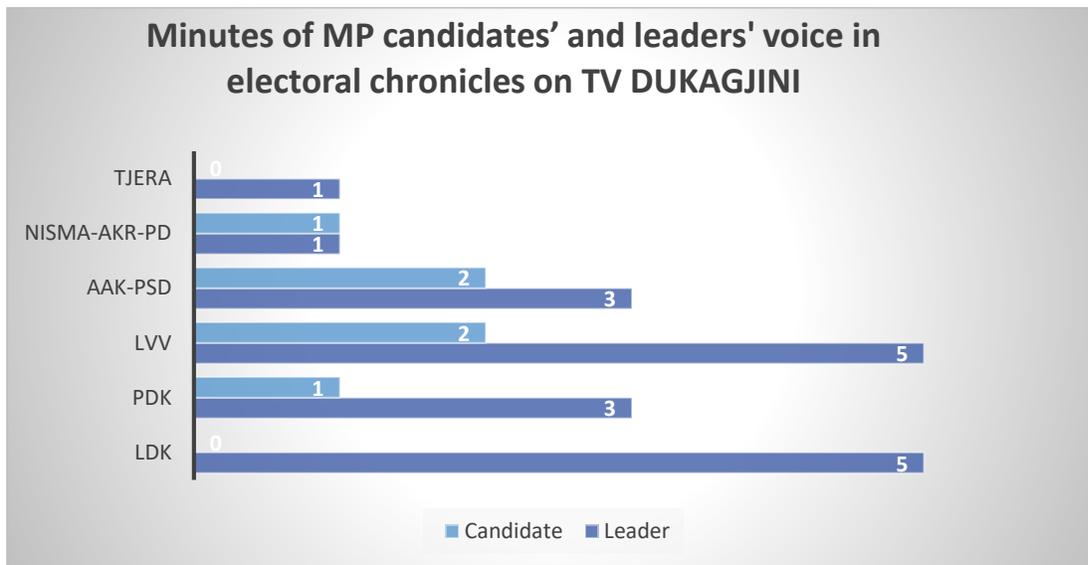
Election chronicles

The ranking of political parties by the percentage of time in the election chronicles on Dukagjini Television is as follows: AKM-PSD coalition with 21%, LDK with 20%, LVV with 18%, PDK with 15%, Nisma-AKR-PD with 12%, and other parties with 14%. It is worth mentioning that TV Dukagjini had the largest coverage of parties from other communities in election chronicles.



Graph 55: Percentage of political party on TV Dukagjini

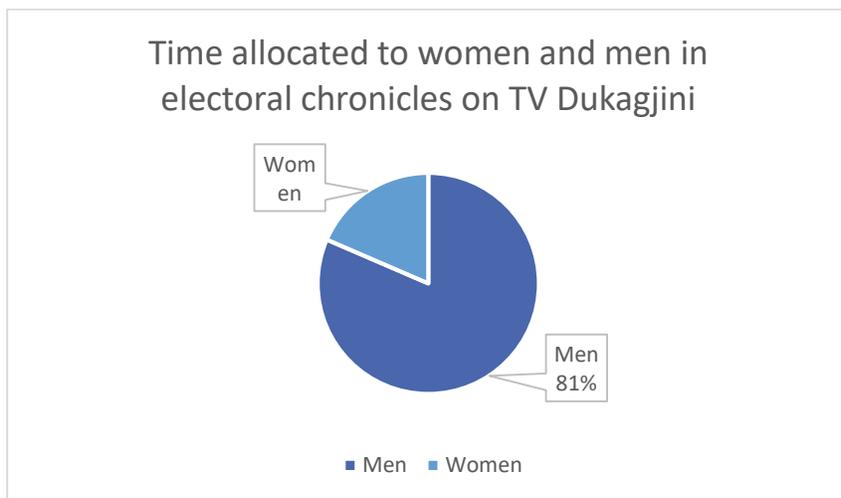
There are also differences between the voice minutes of MP candidates and leader in the election chronicles on TV Dukagjini, with 75% of the time allocated for leaders and 25% for MP candidates. The ranking of parties in this regard is as shown in the following graph:



Graph 56: Minutes of MP candidates' and leaders' voice in electoral chronicles on TV Dukagjini

Gender aspect

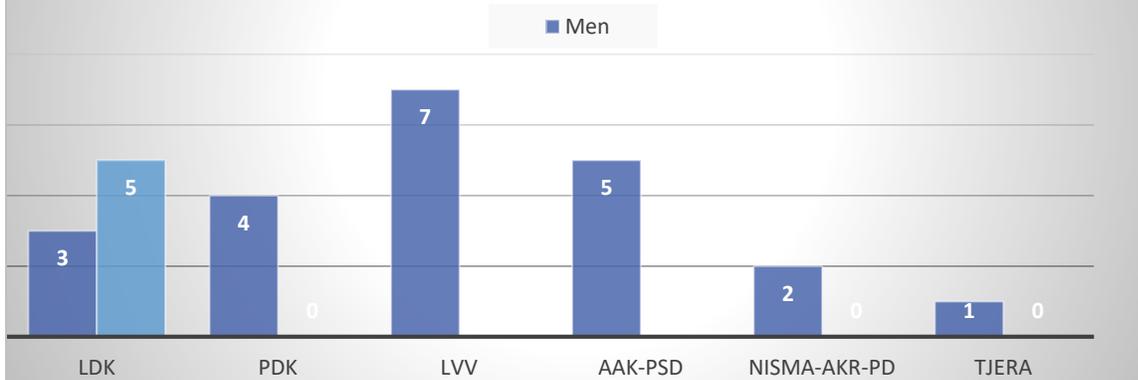
The time allocated women compared to men in election chronicles on TV Dukagjini was 19% for women candidates and 81% for men candidates.



Graph 57: Time allocated to women and men in electoral chronicles on TV Dukagjini

In terms of minutes allocated to women and men candidates out of the total time given to a party in this television, LDK was the only party with more time in minutes for women, due to the fact that its candidate for prime minister was a woman. Meanwhile, other parties had no minutes for women in election chronicles on TV Dukagjini.

Minutes allocated to women and men in election chronicles on TV Dukagjini by party



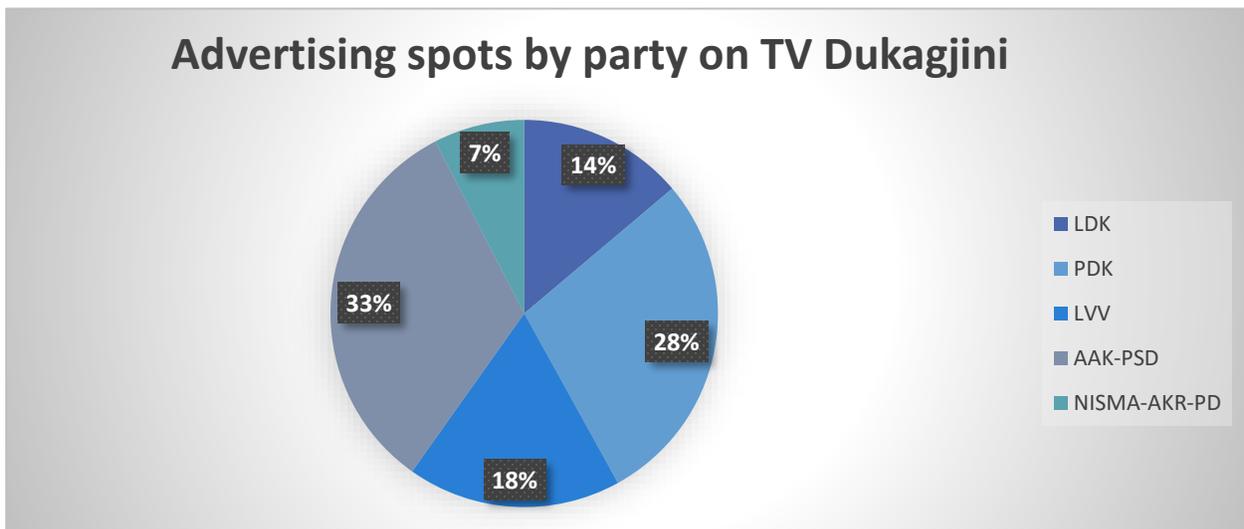
Graph 58: Minutes allocated to women and men in election chronicles on TV Dukagjini by party

Advertising spots on TV Dukagjini

TV Dukagjini broadcast 3 hours and 2 minutes of advertising spots and 8 hours and 40 minutes of rallies of four parties and political coalitions during the election campaign.

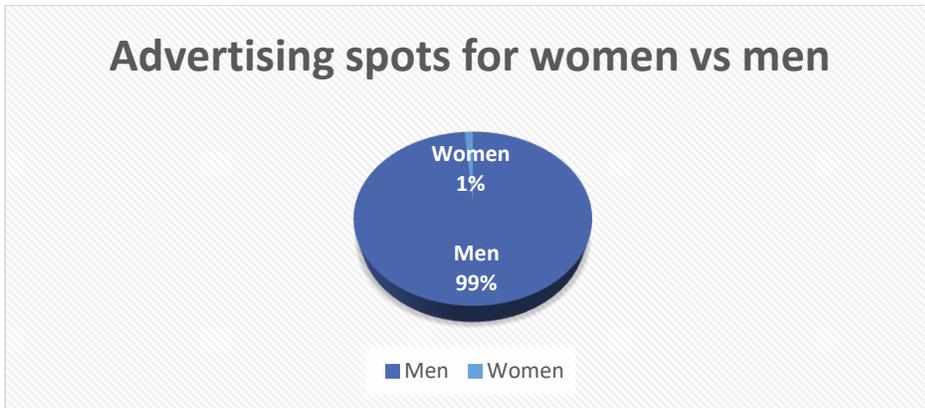
Regarding the time allocated to different parties in advertising spots on TV Dukagjin, PDK led with 80 minutes, followed by the AAK-PSD coalition with 61 minutes, LDK with 32 minutes, the NISMA-AKR-PD coalition with 7 minutes and LVV with 2 minutes. This space in minutes, for each party is shown in percentage in the graph below:

Advertising spots by party on TV Dukagjini



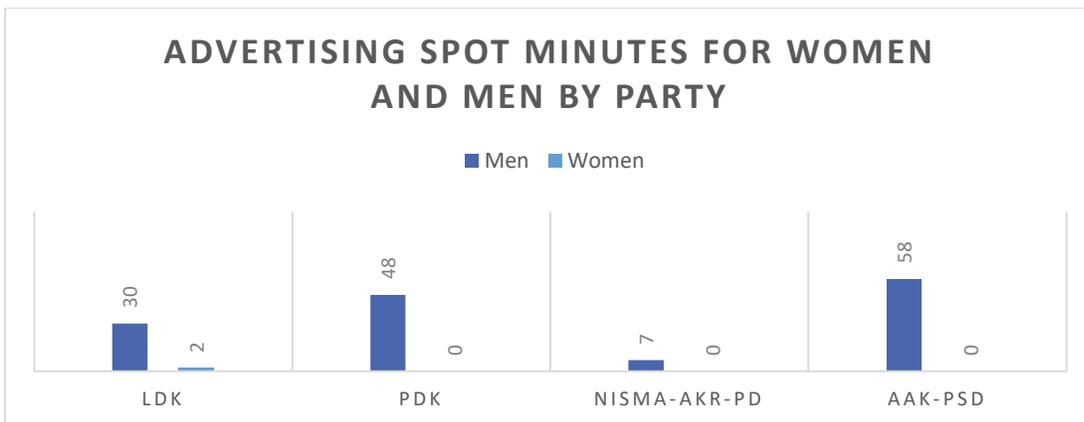
Graph 59: Advertising spots by party on TV Dukagjini

The percentage of total advertising spot time for women compared to men on TV Dukagjini was the lowest of all television stations; only 1% of advertising spots were for women against 99% for men.



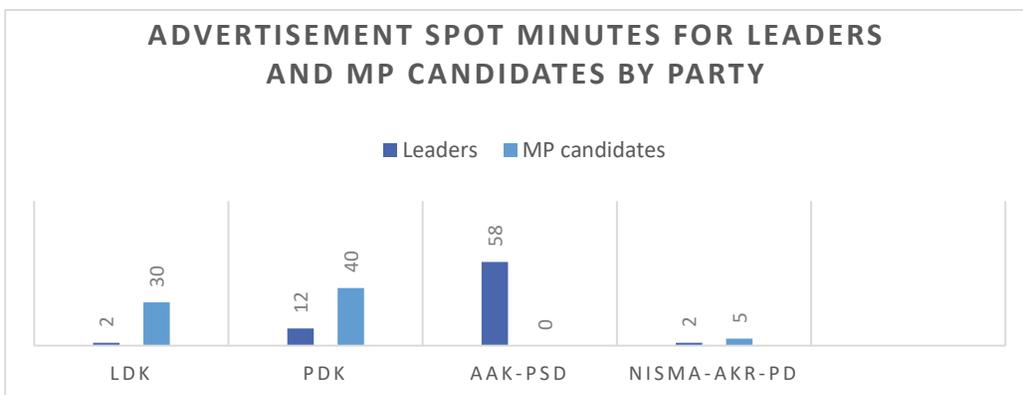
Graph 60: Advertising spots on TV Dukagjini

When it comes to gender in terms of advertising spots, all parties had more time in minutes for men than for women.



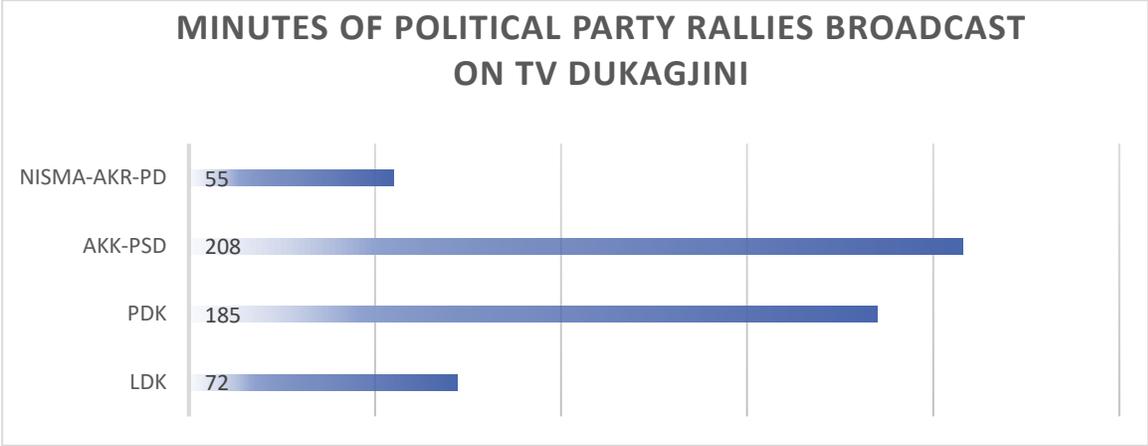
Graph 61: Advertising spot minutes for women and men by party

Concerning the share of time in advertising spots by leaders and MP candidates on TV Dukagjini, the ranking is as follows:



Graph 62: Advertisement spot minutes for leaders and MP candidates by party

TV Dukagjini broadcast a total of 8 hours and 40 minutes of rallies by four parties and political coalitions.



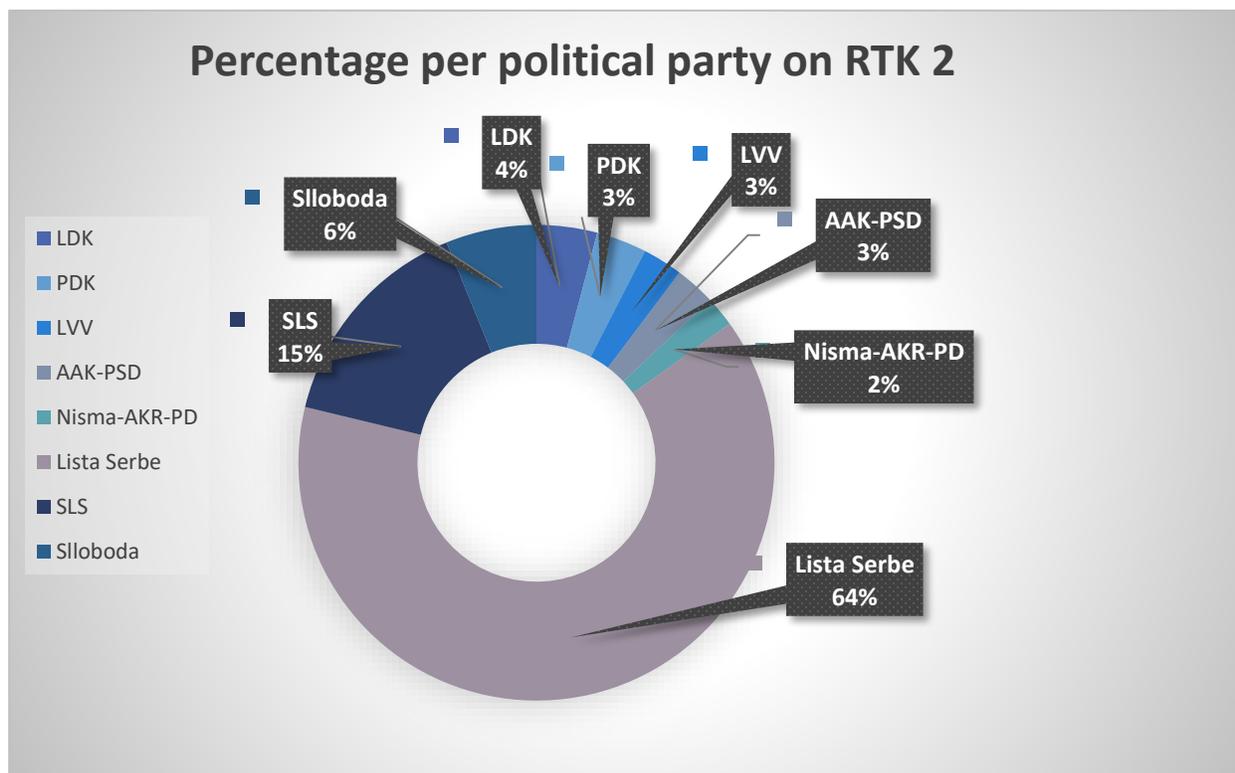
Graph 63: Minutes of political party rallies broadcast on TV Dukagjini

RTK 2

RTK 2 broadcast a total of two hours and 26 minutes of election chronicles and only 35 minutes of advertising spots during the 10 days of the election campaign, while it broadcast no political rallies.

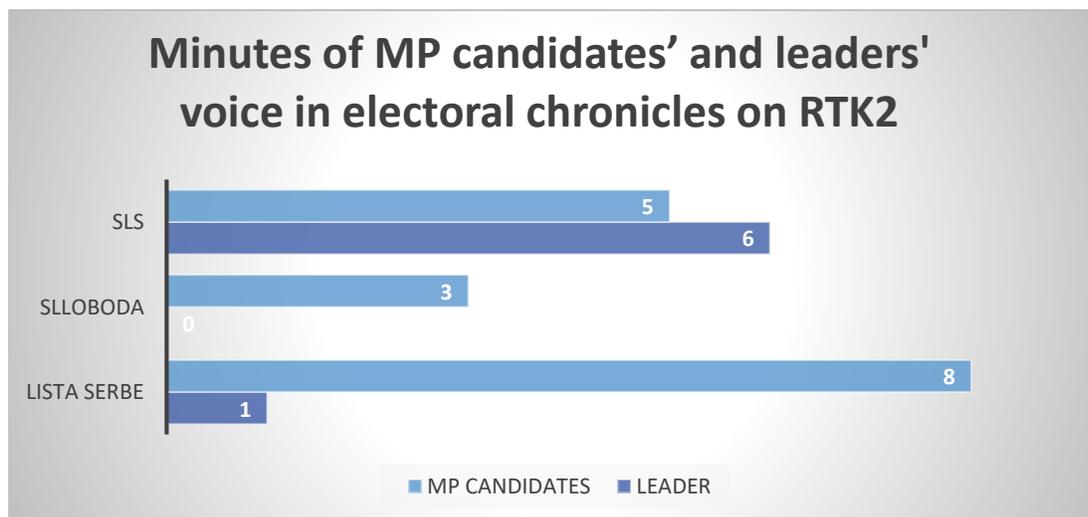
Election chronicles

Radio Television of Kosovo – station 2, which is broadcast in Serbian and in the languages of other minorities, provided the largest percentage of time in electoral chronicles to Serbian parties, while the Albanian parties had a smaller space expressed in minutes.



Graph 64: Percentage per political party on RTK2

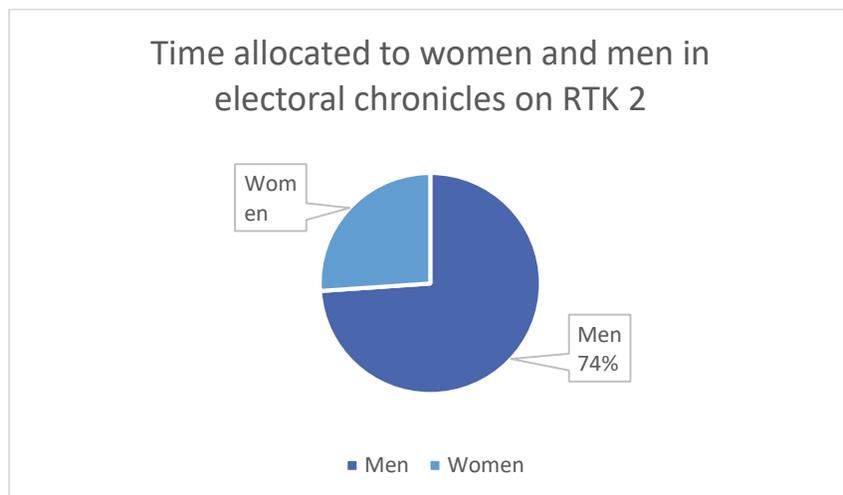
The voice time allocated to MP candidates and leaders in RTK 2 could only be compared between the three Serbian parties, the Serbian List, the SLS and the Sloboda Coalition, since the other parties had no minutes.



Graph 65: Minutes of MP candidates' and leaders' voice in electoral chronicles on RTK2

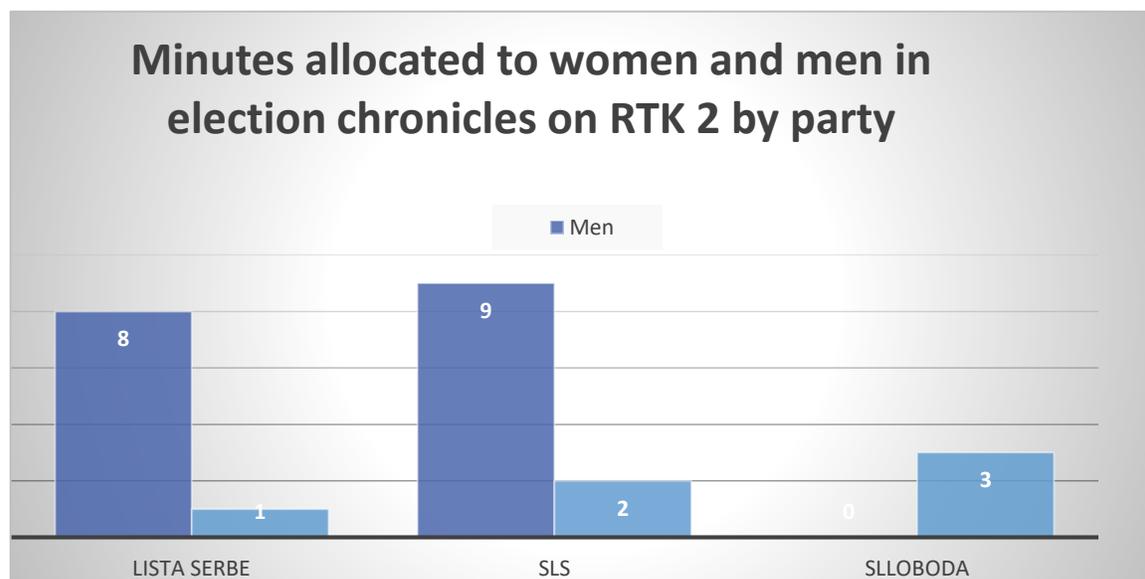
Gender aspect

The time allocated to women in electoral chronicles on RTK 2 was 26% for women candidates compared to 74% for men candidates.



Graph 66: Time allocated to women and men in electoral chronicles on RTK2

In terms of the time women candidates had compared to men candidates, Sloboda Coalition led with 3 minutes, SLS with 2 minutes and Serbian List with 1 minute, whereas the other parties had no minutes in RTK2 election chronicles.



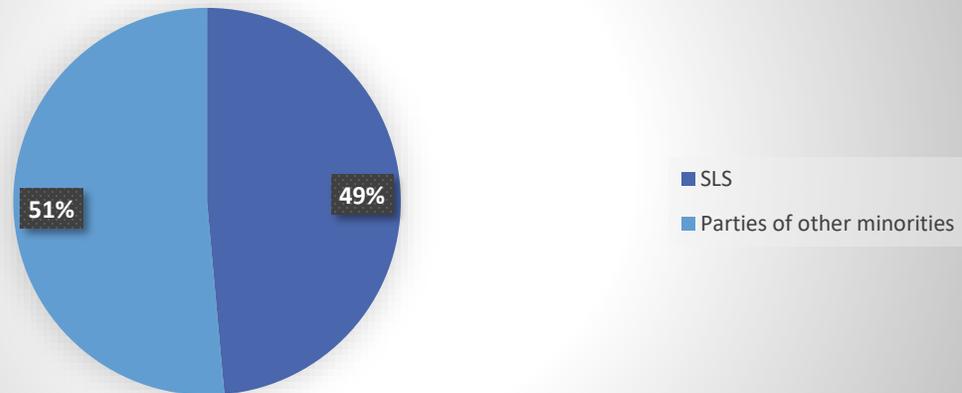
Graph 67: Minutes allocated to women and men in election chronicles on RTK2 by party

Advertising spots on RTK 2

In RTK 2 there was less time per minute for advertising spots with a total of 35 minutes, where only SLS spots were paid while other minority parties had free spots.

In RTK 2 there were no broadcasts from political party rallies.

Advertising spots by party on RTK 2



Graph 68: Advertising spots by party on RTK2

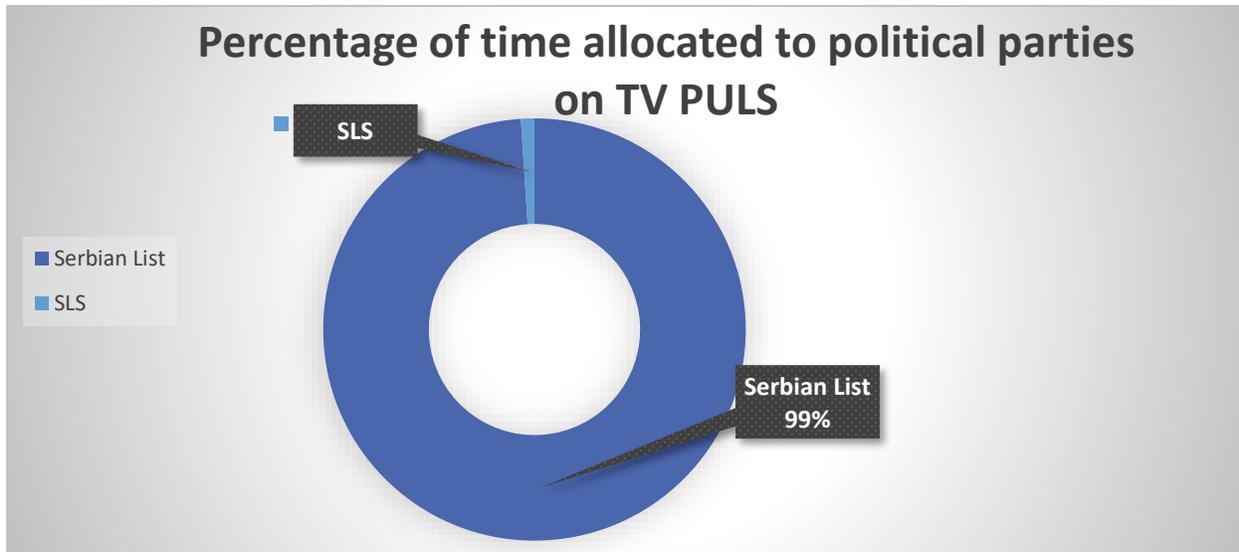
Out of the 17 minutes of SLS advertising spots, only 8 minutes were for men, while women did not have any minutes of advertising spots on RTK 2.

A similar situation was noted in terms of time allocated to MP candidates and leaders, where all the time was given to the leader, without any minutes given to MP candidates.

TV PULS

During the 10 days of the election campaign, TV PULS, another Serbian-language television, broadcast 1 hour and 37 minutes of election chronicle and 33 minutes of advertising spots, as well as 3 hours and 57 minutes of broadcasts from political party rallies.

What is worth noting is that on this station, out of 97 minutes of election chronicles, 96 minutes were allocated to the Serbian List and only 1 minute to the SLS, while other parties, including those from the Serb community, were not covered by this television.



Graph 69: Percentage of time allocated to political parties on TV PULS

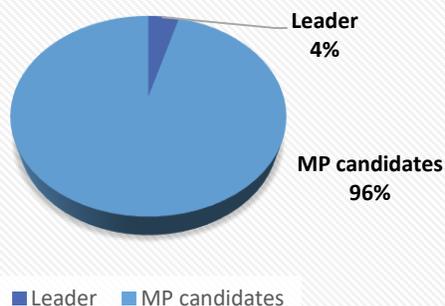
In terms of gender, within the Serbian List party only, the voice minutes allocated to women candidates for MPs and men are 39 minutes and 6 minutes, respectively.



Graph 70: Time allocated to women and men in electoral chronicles for Serbian List Party on TV PULS

Comparison of time allocated in electoral chronicles to the leader and candidates for MPs shows that the largest percentage was dedicated to the latter.

Minutes of MP candidates' and leaders' voice in electoral chronicles on TV PULS

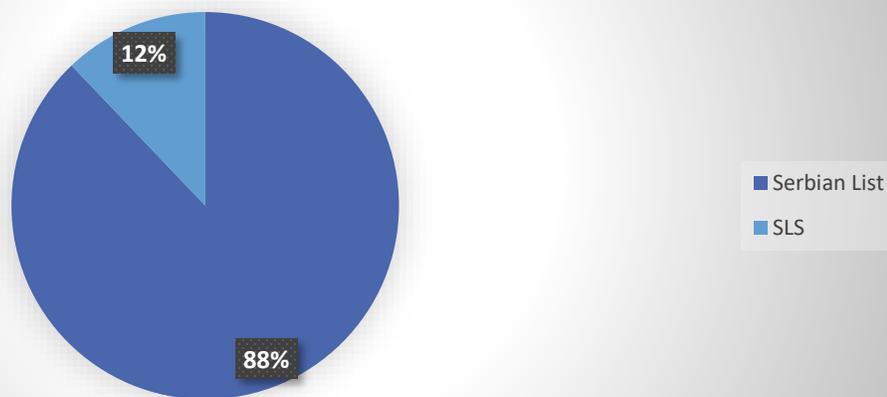


Graph 71: Minutes of MP candidates' and leaders' voice in electoral chronicles on TV PULS

Advertising spots on TV PULS

33 minutes of advertising spots were broadcast on TV Puls. Of these minutes, 29 were for the Serbian List and 4 minutes for the SLS.

Advertising spots by party on TV PULS



Graph 71: Advertising spots by party on TV PULS

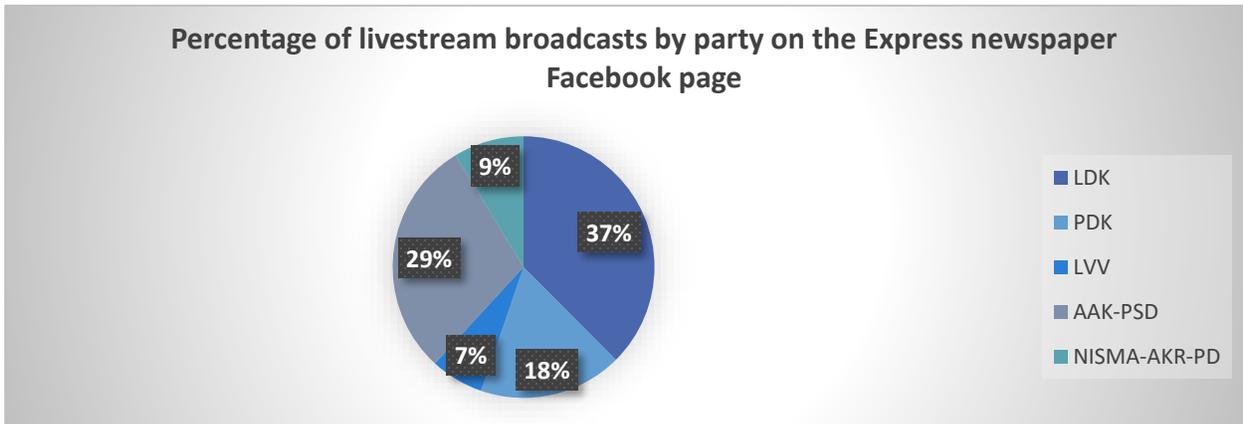
This television also broadcast only Serbian List rallies with a total of 3 hours and 57 minutes.

Monitoring of livestream broadcasting of portals' pages on Facebook

For the first time in this election, DiA also broadcast livestream through Facebook by portals such as: Telegraf, Indeksonline, Insider, RTK, Express Newspaper, Blic Newspaper, KIM, MOST TV, and RTK 2.

Express newspaper

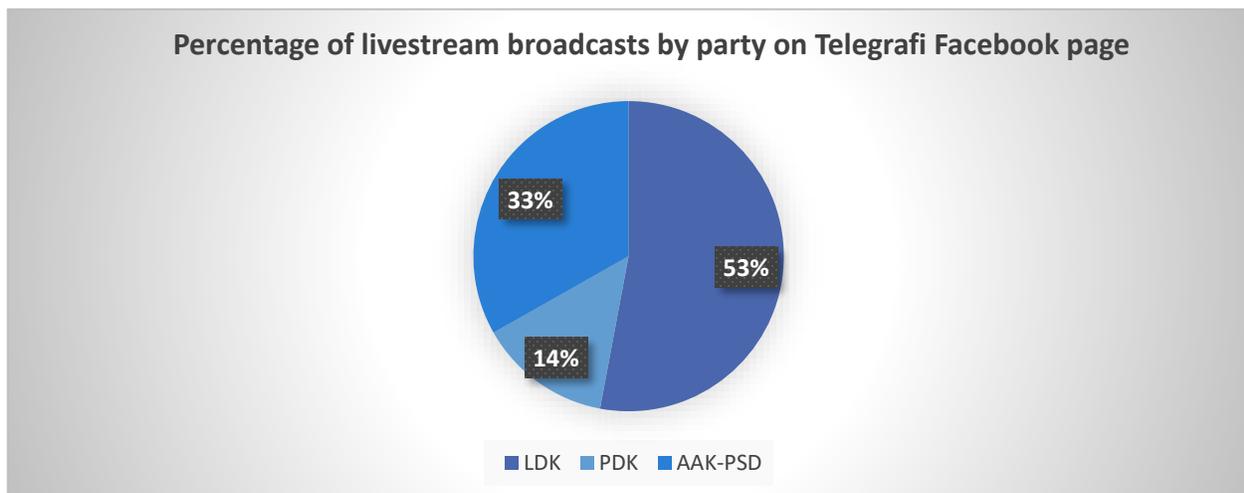
Newspaper Express broadcast 35 hours 4 minutes of livestream via its official Facebook page for five parties during the election campaign. Looking at the time in minutes, LDK led with 790 minutes, the AKK-PSD coalition with 620 minutes, PDK with 373 minutes, the Nisma-AKR-PD coalition with 183 minutes and VV with 138 minutes.



Graph 72: Percentage of livestream broadcast by party on the Express newspaper Facebook page

TELEGRAFI

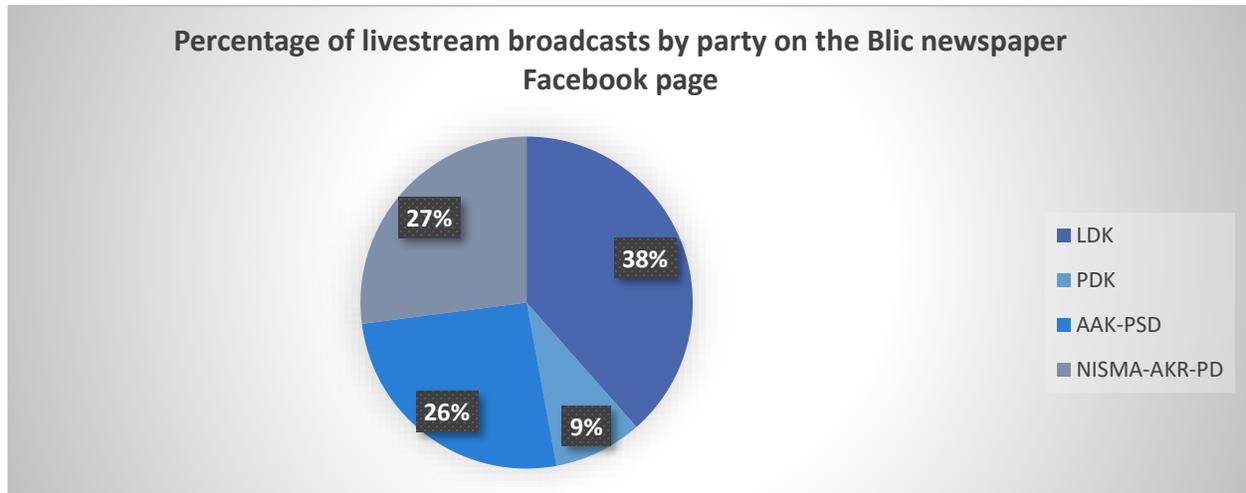
As for Telegraf, the findings from the monitoring show that this portal broadcast political rallies in duration of 26 hours 'livestream' through the official Facebook page for three parties and coalitions. LDK leads here with 826 minutes, followed by AAK-PSD coalition with 518 minutes and PDK with 216 minutes.



Graph 73: Percentage of livestream broadcast by party on Telegrafi Facebook page

BLIC newspaper

Blic newspaper broadcast 27 hours and 14 minutes of rallies of four political parties and coalitions in the election campaign. LDK led with 629 minutes, followed by the NISMA-AKR-PD coalition with 442 minutes, AKK-PSD with 422 minutes and PDK with 141 minutes.

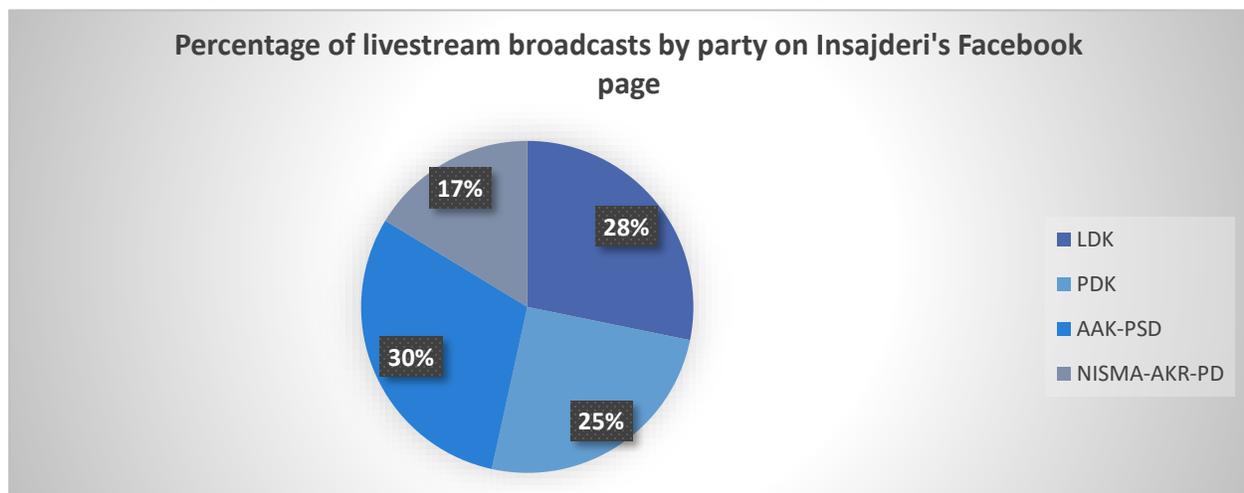


Graph 74: Percentage of livestream broadcast by party on the Blic newspaper Facebook page

INSAJDERI

The Insajderi portal also broadcast live for four parties and coalitions in total duration of 22 hours and 48 minutes through its official Facebook page. The AAK-PSD coalition had the largest space of minutes in this portal with 414 minutes, followed by LDK with 386 minutes, PDK with 345 minutes and the NISMA-AKR-PD coalition with 223 minutes.

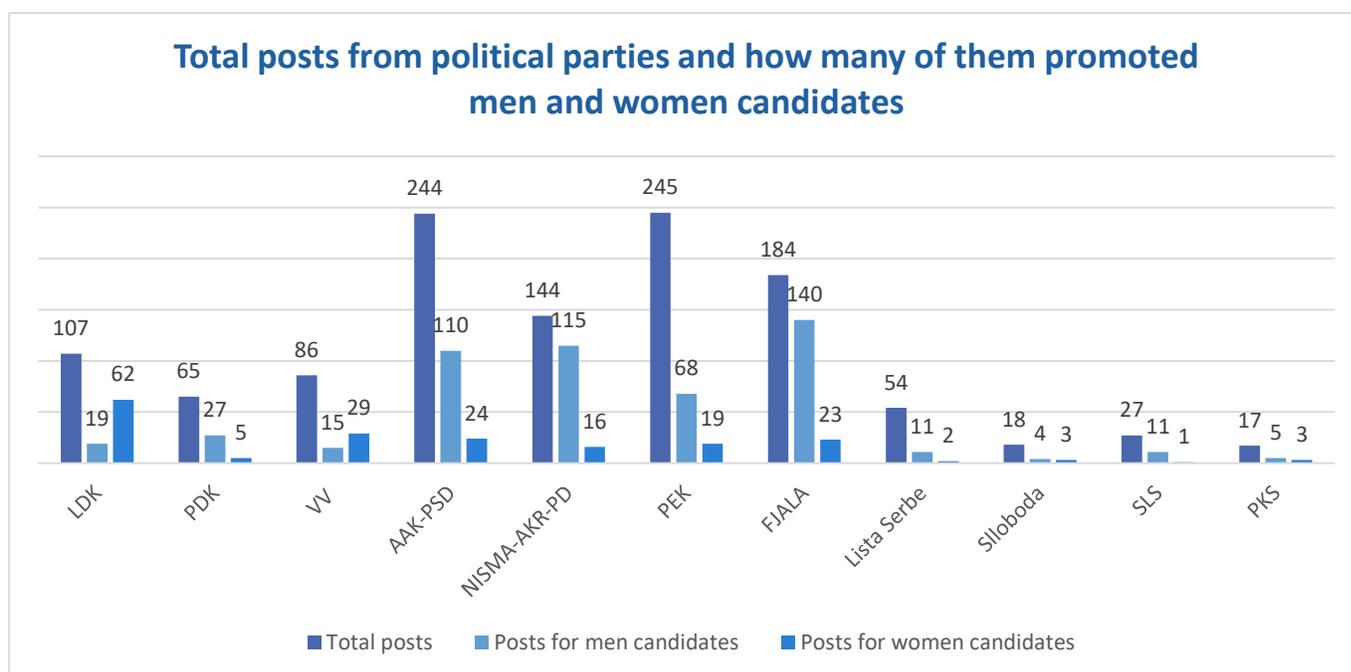
Graph 75: Percentage of livestream broadcasts by party on Insajderi's Facebook page



Findings from the monitoring of official Facebook pages of political parties

During this election campaign, the political parties also used social networks, namely Facebook, for their promotion. The pages of all parties and of their candidates for prime minister were verified. Therefore, only official pages that are verified by Facebook were monitored and not other pages created by their supporters. Regarding parties that were part of coalitions, posts from the official pages of all individual parties were monitored.

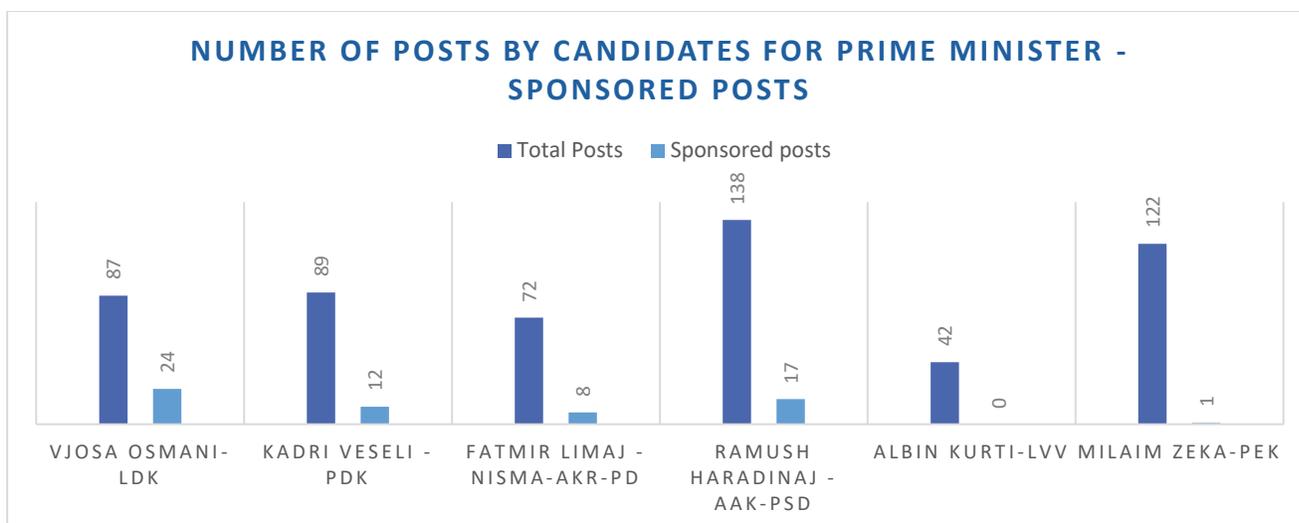
The official Facebook pages of political parties were monitored order to see the kind of posts made by political parties, whether all candidates for MPs of each party were treated equally, and with particular emphasis on the extent to which women candidates for MPs were promoted by their parties on social media.



Graph 76: Total posts from political parties and how many of them promoted men and women candidates

Monitoring of official Facebook pages of candidates for prime minister

The goal underlying the monitoring of official pages of candidates for prime minister was to understand what was posted by them and how many of their posts were sponsored. It is worth pointing out that only verified pages were monitored and not other Facebook pages.



Graph 77: Number of posts by candidates for Prime Minister – Sponsored posts

The Independent Media Commission (IMC) is responsible for overseeing the implementation of Chapter VIII of Law No. 03/L-073 on General Elections in the Republic of Kosovo. This commission, which has monitored the audio-visual media during the election campaign, has also made decisions regarding the violations committed by the media during the campaign.

Even during these elections, the IMC made these decisions only after the end of the 6 October elections.

Despite requests and recommendations from previous elections, even during this year's elections, the Board of the Independent Media Commission never held meetings during the campaign, and decisions on violations committed by television stations were made after the election was over.

Seven television stations were fined and one was sentenced with a remark by the IMC for violating the Law on General Elections. The table below details the violations that television stations have committed according to IMC and the penalties imposed.

TV station	Measure/Fine imposed by IMC	Non-compliance with the Law on General Elections	Non-compliance with the Code of Ethics for Audiovisual Media Service Providers	Non-compliance with the Regulation on Audiovisual Commercial Communications
RTK 1 ⁵	Remark	Broadcast of spots without		

⁵ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1239%20RTK%201_VENDIM_KPM..pdf

		identifying whether they are paid or free, and broadcast of spots that have been identified as paid but without specifying who paid	/	/
KTV ⁶	2000 €	/	Inclusion of children in political spots in violation of Article 9, paragraph 7 of the Code of Ethics	Placing of products during TV shows in violation of Article 14, paragraph 3 and Article 15, paragraph 1 of this Regulation.
KLAN Kosova ⁷	3000 €	/	Inclusion of children in political spots in violation of Article 9, paragraph 7 of the Code of Ethics	Placing of products during TV shows in violation of Article 14, paragraph 3 and Article 15, paragraph 1 of this Regulation.
RTV21 ⁸	1000 €	/	/	Placing of products during TV shows in violation of Article 14, paragraph 3 and Article 15,

⁶ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1229%20KTV_VENDIM_KPM..pdf

⁷ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1230%20KLAN%20KOSOVA_VENDIM_KPM..pdf

⁸ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1237%20TV%2021_VENDIM_KPM..pdf

				paragraph 1 of this Regulation.
TV Dukagjini ⁹	4000 €	Non-identification of spots' sponsorships, despite being identified as paid, it was not stated by whom they were paid or sponsored	/	Placing of products during TV shows in violation of Article 12 paragraph 1, Article 14 paragraph 3 and Article 15 paragraph 1
T7 ¹⁰	4000 €	Non-identification of spots' sponsorships. Despite being identified as paid, it was not stated by whom they were paid or sponsored	/	Placing of products during TV shows in violation of Article 12 paragraph 1, Article 14 paragraph 3 and Article 15 paragraph 1
Rrokum TV ¹¹	2000 €	Favouring PDK in terms of giving space up to 64% compared to other parties, in violation of Article 48 of this law.	/	/
TV Most ¹²	2000 €	Up to 88% space only for the Serb	Broadcast of spots that incite	

⁹ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1238%20TV%20DUKAGJINI_VENDIM_KPM..pdf

¹⁰ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1236%20TV%20TE%207_VENDIM_KPM..pdf

¹¹ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1235%20RROKUM%20TV_VENDIM_KPM..pdf

¹² http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1234%20TV%20MOST_ODLUKA_KPM..pdf

		List compared to other parties, in violation of Article 48 of this law.	hatred pursuant to Article 5, paragraph 1	/
TV Gracanica ¹³	2000 €	Up to 96% space only for the Serb List compared to other parties, in violation of Article 48 of this law.	Broadcast of spots that incite hatred pursuant to Article 5, paragraph 1	/
TV Herc ¹⁴	2000 €	Up to 100% space only for the Serb List compared to other parties, in violation of Article 48 of this law.	Broadcast of spots that incite hatred pursuant to Article 5, paragraph 1	/
TV Puls ¹⁵	2000 €	Up to 85.24% space only for the Serb List compared to other parties, in violation of Article 48 of this law.	Broadcast of spots that incite hatred pursuant to Article 5, paragraph 1	

¹³ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1233%20TV%20GRACANICA_ODLUKA_KPM..pdf

¹⁴ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1232%20TV%20HERC_ODLUKA_KPM..pdf

¹⁵ http://kpm-ks.org/assets/cms/uploads/files/arsimi/1910_1231%20TV%20PULS_ODLUKA_KPM..pdf

Recommendations:

DiA, based on media monitoring during the election campaign for the early election, gives the following recommendations:

- Media in Kosovo must strictly implement the Law on General Elections in the Republic of Kosovo, specifically Chapter VIII which specifies the conduct of the media during elections;
- TV stations must adhere to the IMC-2016/03 Code of Ethics for Media Service Providers and IMC-2017/07 Regulation on Commercial Audiovisual Communications during election campaigns;
- The Independent Media Commission should make the necessary legal changes so that during the election campaigns, the Governing Board of this Commission will meet more often and take action for possible violations immediately and not after the election is over.

SUPPORTED BY:

