



Demokracia në Veprim  
Demokratija na Delu  
Democracy in Action

# REPORT FROM MEDIA MONITORING DURING THE ELECTION CAMPAIGN

Elections for the  
Assembly of Kosovo

February 14, 2021



March, 2021





Early Election  
Observation Report  
Kosovo Assembly  
Elections

Election Campaign  
Monitoring  
Early Elections for the  
Assembly of Kosovo 2021

**Report from  
media monitoring  
during the election  
campaign: Elections  
for the Assembly of  
Kosovo**

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# Executive Summary

The Constitutional Court decision on December 21, 2020, through which it was stated that the Government of Kosovo, led by Avdullah Hoti was elected unconstitutionally, made the country go to extraordinary elections, which were held on February 14, 2021.

During the ten days that the election campaign officially lasted (3-12 February 2021), the coalition of organizations for election observation, Democracy in Action (DiA) has monitored the coverage of the activities of certified political entities in their appearances on national television (election chronicles) and advertising spots, live broadcast rallies, livestreams from portals. In these elections, DiA has used the SentiOne platform to monitor the official websites of political entities and their candidates for prime minister on Facebook. For the first time, DiA has also monitored political debates in the traditional media, outside the framework of the official election campaign, starting from January 13th to February 12th.

The Law on General Elections in Kosovo requires the media to provide fair and equitable coverage for all political entities during the official election campaign.

Paid advertising time is allowed only during the official period of the election campaign and the duration of political spots should not exceed two minutes.

The main findings from the television monitoring, "livestream" from the news portals, as well as from Facebook pages are as follows:

- The monitored televisions, which broadcast in Albanian, were dominated by large political entities which had space either in the election chronicle or in televised debates. While in the Serbian language

media, the activities of the Serbian List as the largest entity were largely broadcast, followed by other minority entities.

- Even in these elections, there were advertisements on television, for which there was a lack of information whether they were sponsored or not. A total of 60 advertising spots were identified which were not listed if they are sponsored. 58 of them were broadcasted on public television RTK, of which 20 were for PDK, 10 for NISMA, 19 for LDK, and 4 for AAK, two for the entity FJALA, one for KDTP, one for PREBK. Meanwhile, T7 and Klan Kosova had broadcasted one advertising spot for LDK.
- In contrast, almost all rallies of political entities broadcasted live on television contained data on their sponsors.
- The media space is characterized by pronounced discrepancy between men and women candidates. Apart from Vjosa Osmani from the political entity LVV, other women candidates from other entities have been given minimal space.
- The Facebook platform has been significantly used by political entities to disclose election activities. A total of 1437 posts were posted by all political entities, while only 6 of them had content related to the COVID-19 pandemic.
- The Independent Media Commission during these elections has issued warnings to 5 televisions, for the violations committed by them before the official start of the campaign.

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- There were legal violations by televisions during the official period of the election campaign, where the IMC had imposed fines ranging from 2,000 euros to 7,500 euros for 8 televisions.
  - They have been fined for violating Article 12 paragraph 1, Article 15 of the IMC Regulation 2017/07, Article 31, paragraph 4 of the IMC Law, 04 / L-44, Article 49 paragraph 6 of the Law on Elections no. 03 / L-073.
  - 60 advertising spots of political entities were identified, which are longer than two (2) minutes, and which were broadcasted on six televisions, which is in contradiction to Article 49, paragraph 1, of the Law on Elections.
  - The number of media, both online and television, has increased.
  - Compared to previous elections, Televisions have expanded programming schemes dedicated to elections.
  - The pandemic situation has forced political entities to use traditional media as well as social media to conduct election campaigns.
  - During these elections, most of the media space was given to analysts and representatives of political entities, but this space did not bring content or genuine debate on political programs.
  - There has been no confrontation in any of the televised debates between the candidates for prime minister.

Democracy in Action (DiA) has monitored the coverage of the activities of certified political entities in their appearances on national television (election chronicles) and advertising spots, live broadcast rallies), livestreams from portals.



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# Methodology

Media Monitoring, i.e. the media space they provide to political entities in the campaign is an important element of the DiAs mission. For this purpose, 10 monitors have been engaged who have closely followed the national television channels, online portals and profiles of political entities and political leaders on Facebook. Furthermore, the decisions of the Independent Media Council were monitored. For the first time, social media have been monitored through the licensed software 'Senti One'. Through this software the social media of the official websites of political entities as well as candidates for prime minister and leaders of entities were monitored. The monitored social media have included only the social media 'Facebook' due to their low activity on other social media. NDI Kosovo in cooperation with NDI Serbia have been very cooperative both before and during the media monitoring process. They also organized two trainings to share the methodology used during media monitoring during the election campaign in Serbia and to help with the use of Senti One software.

The monitoring of traditional and social media during the campaign was done in the following areas:

- How much space did the candidates of political entities have in the media
- How much space did the media have dedicated to elections in terms of information;
- How much space did the media have dedicated to advertising spots and live broadcasts of rallies of political entities;
- How far have the portals gone in the 'Livestream' format, which have been broadcasted via Facebook;
- The official Facebook pages of political entities were monitored as well
- The official Facebook pages of the candidates for prime minister were monitored.

## Monitoring period

The monitoring covered two time periods, before and during the official election campaign.

Monitoring of TV debates and social media started from January 13 to February 13. Meanwhile, the monitoring of election chronicles, TV spots, livestream by portals was done during the official period of the election campaign 3 to 13 February 2021.

The daily monitoring period for television, in election chronicles and advertising spots was: 17:00 - 00:00, while for TV debates was from 20:00 - 00:00, a time which is known as "prime time" where visibility is higher. The monitoring period of the official websites of political entities and candidates for prime minister on Facebook and livestream from the portals was 24/7.

## 1. Monitored televisions

During the election campaign, seven TV channels in Albanian language were monitored as well as two TV channels in Serbian language. The criteria for selecting televisions to be monitored during this election campaign were their viewership and coverage throughout the territory of Kosovo. The selected televisions were:

- Public Television RTK 1 in Albanian language and RTK 2 in Serbian language;
- Private televisions such as: KTV, RTV 21, Klan Kosova, TV Dukagjini, T7, Kanal 10 and PULS TV in Serbian language.

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The following were monitored on television: (a) election chronicles; (b) televised debates and c) electoral spots and live broadcasts from rallies of political entities.

a) In order to have a better monitoring, in those cases when the coverage was measured in election chronicles, two types of measurements were used: (1) coverage based on minutes of the chronicle and (2) coverage based on seconds during which the candidates for Prime Minister and the candidates for MPs have spoken. Therefore this gives us two different figures. The same is repeated in the measurement from the gender aspect where in the case of measurement within political entities, of the time coverage of the appearance of women, we get different results, depending on what is measured. The results in the measurements of the coverage only when women were included were different from the results when we measured the minutes how much women spoke compared to men within the entities. Therefore, it is very important for the reader to understand the measurement methodology so that the data are not taken out of context. Also, this time the connotation in the election chronicles was monitored.

b). The monitors during this phase focused on monitoring the debates held during the reporting period. The debates were monitored both before the election campaign and during the 10 official days of the election campaign (January 13 - February 12). The purpose of monitoring the televised debates was to identify the space given in the monitored televisions during the televised debates for political entities or candidates for MP. The main issues are related to (1) whether there were political debates or not, what was the main topic of the debates, (2) whether the debates were only with analysts or there were also representatives of political entities or a candidate for MP, (3) if so, from which political entities were these participants, (4) from which gender were the participants in the debates, (5) who were the participants from the political entities and who were the analysts, (6) what were the main irregularities during debate (7) whether any of the monitored televisions violated the Election Law.

c) TV spots and spaces sponsored by political entities have been part of the monitoring during the official period of the election campaign, due to the fact that entities have not been allowed to advertise outside this period.

## **2. Portalet e monitoruara:**

Considering the trend of social media and their use by portals, as well as based on media monitoring during the election campaigns of previous years, we have concluded that the monitoring of portals (see the Facebook pages of portals) it is necessary, since the latter, as a result of the large number of followers during the election campaigns, broadcasted rallies of political entities through "live" broadcasting.

During this campaign the monitored portals are as follows: Gazeta Express / T7, Telegrafi, Koha.net, Gazeta Blic, Insajderi, Indeks online, Kosovapress, Kanal 10.

## **3. Official Facebook pages of political entities and candidates for prime minister**

Social media were monitored through the licensed software 'Senti One'. Through Senti One, the social media of the official websites of political entities as well as of the candidates for prime minister or in the absence of candidates for prime minister those of the leaders of political entities were monitored. The monitored social media have included only the 'Facebook' platform due to low activities on other social media.

The monitoring analysis is focused on the activity of political entities and their candidates for Prime Minister on social media, the 'reach' they had during the monitoring period and the importance given to the COVID-19 pandemic and how much they included women candidates from the level of their entities. The monitoring also includes the textual parts of the posts of the above actors, the content of photos has not been analysed by Senti One.

The monitoring period by Senti One included the dates 13 January - 13 February 2021.

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# Legal Framework for media during elections

Freedom of expression and media freedom are the most important part of the mosaic of democracy, in terms of the development of society towards the acceptance of opposing ideas and views, as well as towards information without censorship.

Consequently, the Constitution of the Republic of Kosovo guarantees the freedom of expression and the media freedom in its article 42, thus creating a strong basis for the protection of these rights. Thus, the institutions of the Republic of Kosovo, in accordance with the Constitution, guarantee this right through judicial protection.

In addition to the Constitution, the legislature has enacted a number of laws and bylaws that regulate the media sphere. Thus, the *Law on the Independent Media Commission*, which was adopted in March 2012, aims to define the competencies of the Independent Media Commission (hereinafter: 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.<sup>1</sup>

According to Article 3 of this law, the IMC is an independent body which is competent for regulating, managing and supervising the transmission frequency spectrum. The IMC regulates the rights, obligations and responsibilities of natural and legal persons who provide audio and audio-visual media services.

Article 9 of this law, respectively in its paragraph 1, states that: *"The broadcasting policy set by the IMC must be in line with internationally accepted broadcasting and human rights standards, relevant EU legislation and in particular the European Commission AVMS Directive, fully respecting democracy and the rule of law as well as the protection of freedom of expression"*.

In 2016 IMC has adopted the *Code of Ethics for Media Service Providers*<sup>2</sup>, which aims to determine the rules for providers of these services. The entry into force of this code has repealed the *Code of Conduct for Audio-visual Media Services*.

Article 6 of this Code, respectively in its paragraph 2, states that media service providers must provide a balanced medium of issues of public interest and issues of political controversy and ensure a pluralistic presentation of views, without any privilege for any political entity, political point of view, for any group or individual.

Paragraph 9 of Article 6 of this code also stipulates that no politician shall be engaged as a news moderator, interviewer or reporter in any news program.

Meanwhile, paragraph 7 of article 9 of this code states that the use and presence of children in various promotional spots of political entities is not allowed.

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<sup>1</sup> Law no. 04 / L-44 on the Independent Media Commission, Official Gazette of the Republic of Kosovo, 2012.

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<sup>2</sup> Code of Ethics for Media Service Providers, Independent Media Commission, 2016.

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Chapter VIII of the *Law (NO. 03 / L-073) on General Elections*<sup>3</sup>, adopted in June 2008, regulates the issue of media during the election campaign. Article 48 of this law states that *“all media shall ensure that all certified political entities are fairly and impartially represented on broadcasts during the election campaign, and that all broadcast media shall provide all certified political entities with fair and impartial access in programs of political discussion and debate”*.

Article 49 of the Law on General Elections has prescribed general rules for political advertising on radio and television. According to this article, political advertising time cannot be longer than two (2) minutes (120 seconds) and that broadcasters who decide to broadcast paid political advertising are required to provide a minimum amount of minutes for free of charge airtime to each certified political entity during the campaign period.

The prohibition of media involvement is regulated by Article 52 of this law. According to this article, no person or medium shall broadcast or publish any material pertaining to campaign activity during the period beginning twenty-four (24) hours prior to the opening of polling stations, until the official closing of polling stations.

All media shall ensure that all certified political entities are fairly and impartially represented on broadcasts during the election campaign, and that all broadcast media shall provide all certified political entities with fair and impartial access in programs of political discussion and debate.

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<sup>3</sup> Law no. 03 / L-073 on General Elections in the Republic of Kosovo, Official Gazette of the Republic of Kosovo, 2008.

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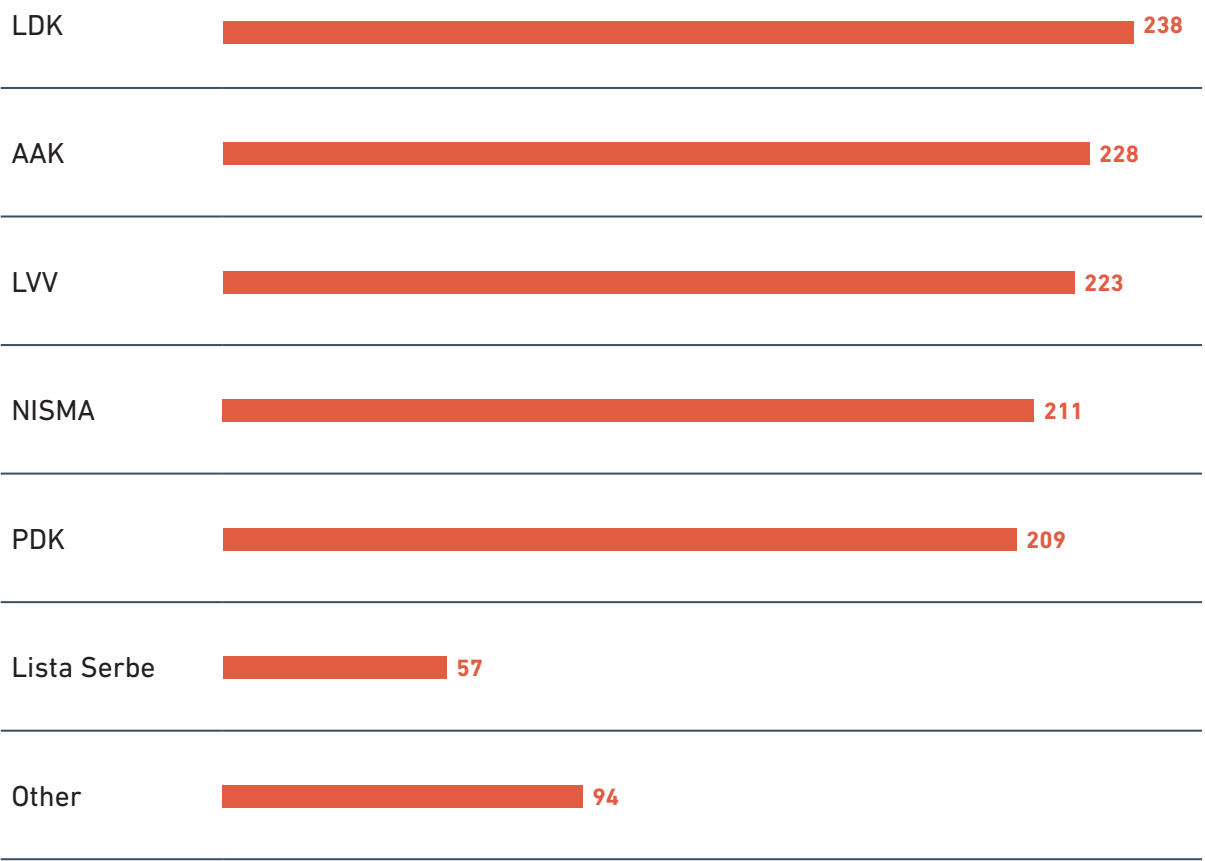
# General monitoring data

## Televisions

### Electoral debates and chronicles

The findings show that the Democratic League of Kosovo (LDK) was covered the most in television during the

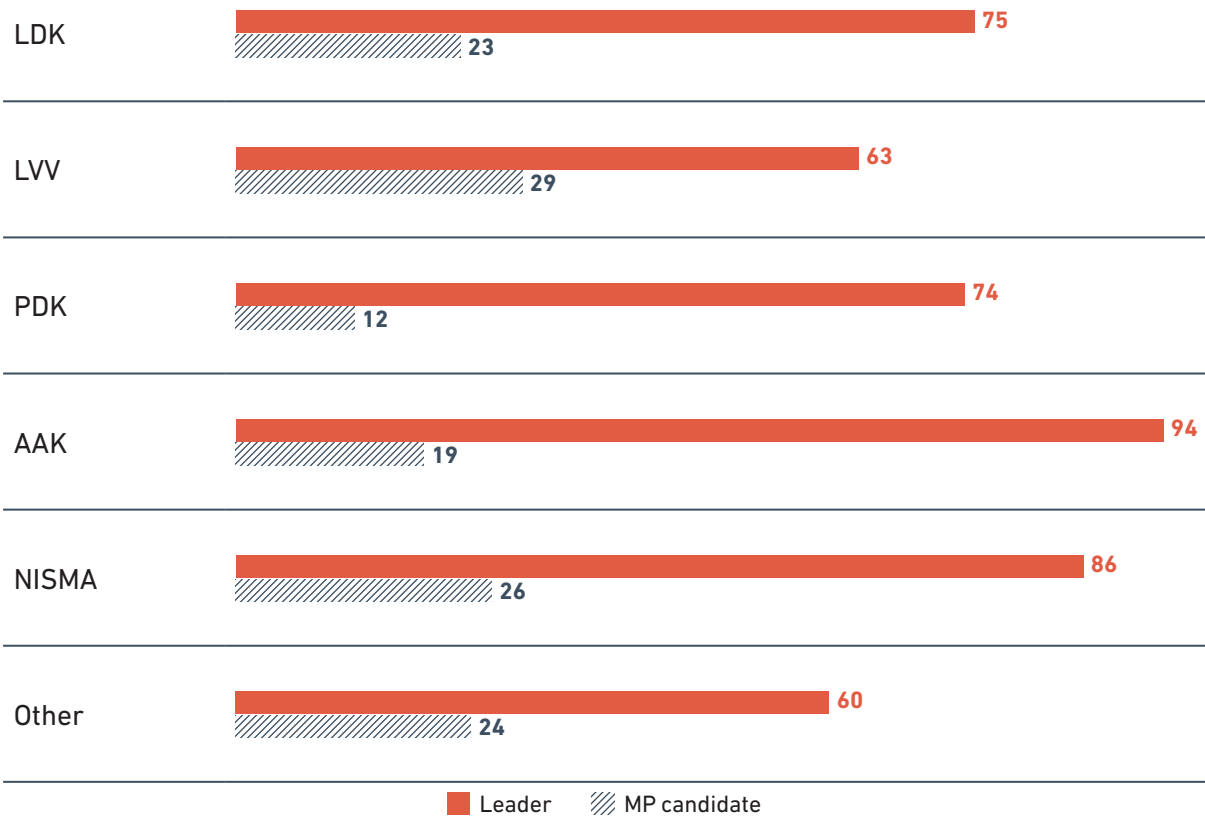
electoral chronicles with 238 minutes, followed by the Alliance for the Future of Kosovo (AAK) with 228 minutes, Self-Determination Movement (LVV) with 223 minutes, NISMA with 211 minutes, Democratic Party of Kosovo (PDK) with 209 minutes, Serbian List with 57 minutes and other political entities with 94 minutes.



**FIG. 1** Time in minutes per each political entity and coalition in the electoral chronicles.

When we measured the time during which the voice of the members of the parliament and the voice of the leader (candidate for prime minister) appeared, the ranking differs from the total minutes per political entity. AAK comes out first with 94 minutes dedicated to the leader and only 19 minutes to the MP candidates of this political entity. NISMA is second with 86 minutes for the leader and only 26 minutes for its MP candi-

dates. The LDK is third with 75 minutes for the leader and 23 minutes for the MP candidates. Fourth in line is the PDK with 74 minutes for the leader and 12 for the MP candidates. LVV has 63 minutes for their leader and 29 minutes for MP candidates, and other political entities have 60 minutes for the leader and 24 for MP candidates.

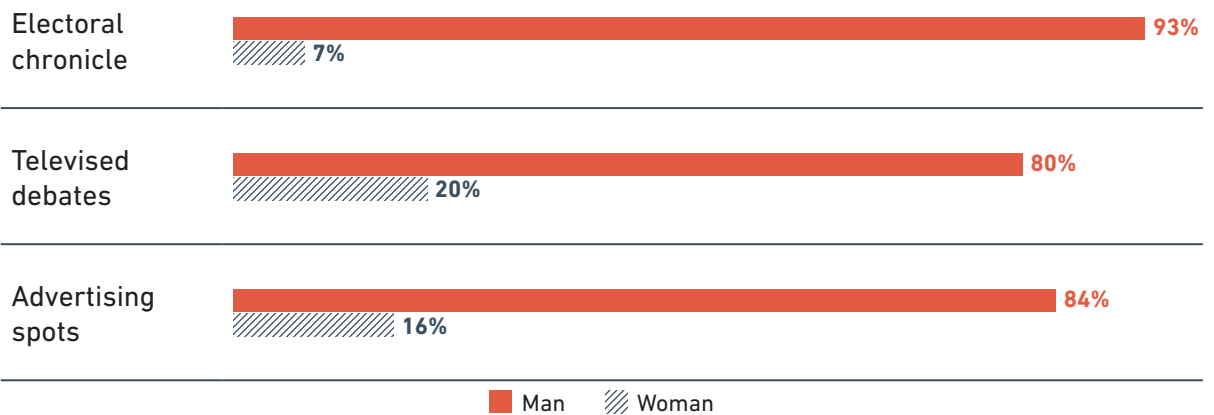


**FIG. 2** Leader vs. MP candidate

### Gender aspect during the pre-electoral campaign

In the monitoring of the campaign, attention was paid also to the gender aspect. The data have shown that there is a great lack of equal representation for men candidates and women candidates in the campaign. In the measurement made for electoral chronicles, the minutes that women candidates had in the chronicles

are only 7% compared to 93% for men. In TV debates monitored from 13 January to 12 February, the percentage of women candidates in TV debates is only 20%, while the percentage of women in advertisements is 16%.

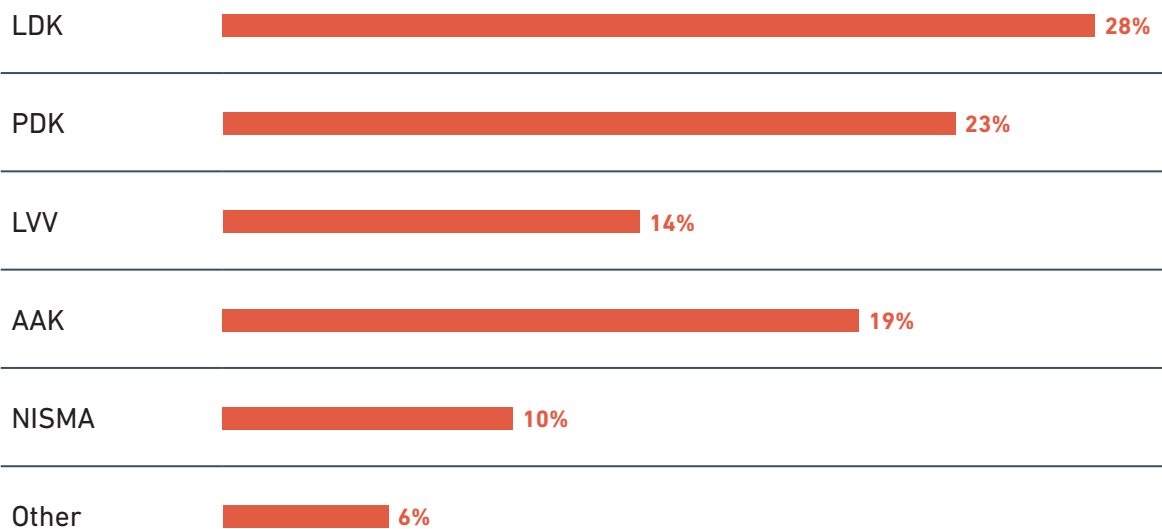


**FIG. 3** Gender representation in electoral chronicles, television debates and advertisements

### General data from monitoring of debates

The television debates monitored from 13 January to 12 February 2021, show that out of 328 debates in which political entities participated, a total of 517 candidates were represented.

Of these, 57 debates were on T7 television, 56 debate shows took place on public television RTK1, 55 on TV Dukagjini, 51 on Kanal 10, 46 on Klan Kosova, 37 shows on KTV and 26 on RTV 21. The data on two Serbian televisions (RTK 2 and TV PULS) present only 3 debates held on RTK 2.



**FIG. 4** Representation of political entities in televised debates from 13 January – 12 February 2021

General data for advertising spots

The data show that AAK has broadcasted the most TV advertisements with a total of 489.

During these elections, a total of 60 advertisements were identified which did not indicate whether they were sponsored. 58 advertisements were broadcasted on RTK 1, out of which 20 were for PDK, 10 for NISMA, 19 for LDK, and 4 for AAK, two for the political entity FJALA, one for KDTP, and one for PREBK. Meanwhile, there were two other unsponsored advertisements of LDK, one on T7 and one on Klan Kosova.

Also, 60 advertising spots of political entities were identified, which are longer than two (2) minutes, and were broadcasted on six televisions, which is contradiction to Article 49, paragraph 1, of the Law on Elections. RTK has broadcasted 12 advertising spots of PDK, KTV has broadcasted 1 advertising spot of PDK, Kanal 10 has broadcasted 10 advertising spots of PDK, 9 of LDK, and 1 of AAK, T7 has broadcasted 1 advertising spot of LDK, TV Dukagjini has broadcasted 12 advertising spots of LVV, TVPULS has broadcasted 8 advertising spots of UZ-AH.

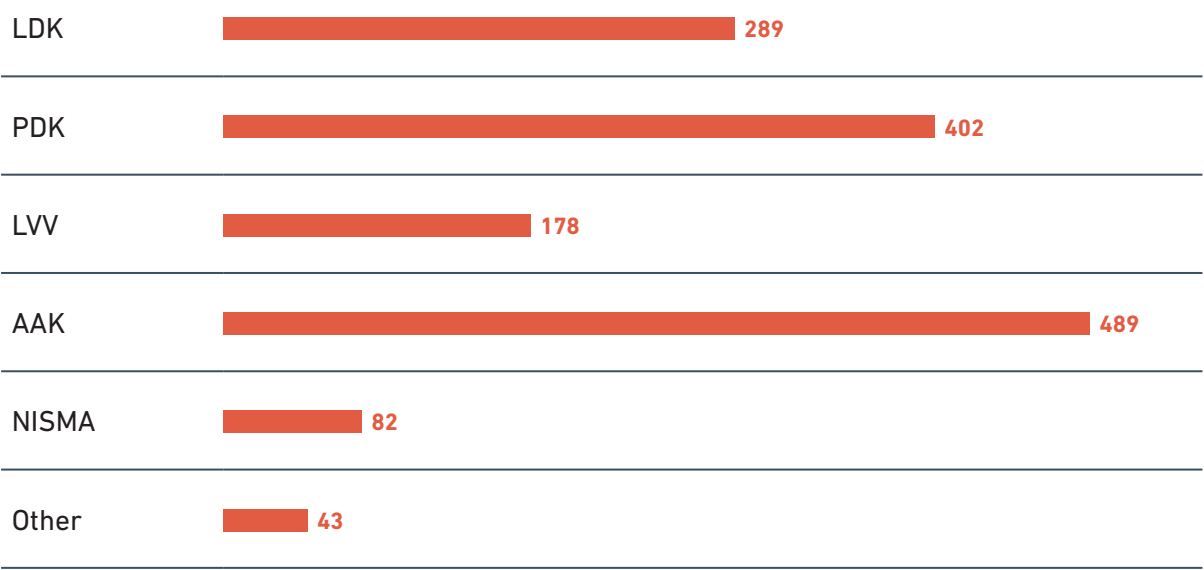
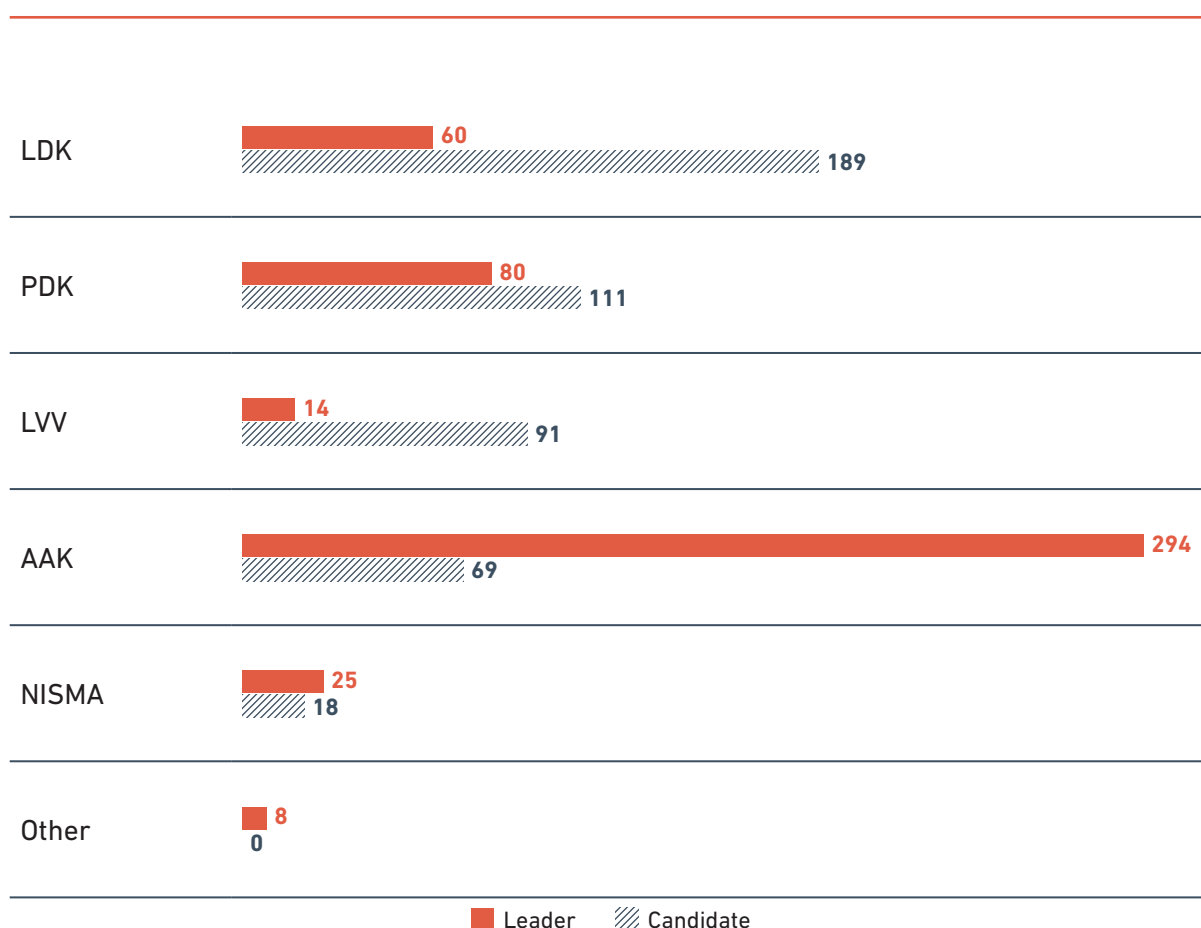


FIG. 5 Minutes of advertising spots per political entity

Whereas, in terms of advertising spots for candidates and leaders, advertising spots for candidates prevail, except in the case of AAK and Nisma, where leaders have more advertising spots than other candidates of the political entity. The fifth chart illustrates the minutes

of advertising spots for each political entity divided into leader and candidate. What is noticeable in this case is that the Serbian List did not have advertising spots neither for the leader nor for the MP candidates.





**FIG. 6** Comparison of minutes of advertising spots between leaders and candidates

### Livestream from portals

From the monitoring of live broadcasts through the Facebook pages of the portals (Telegrafi, Gazeta Express, Koha.net, Gazeta Blic, Insjaderi, Indeksonline, Kosovapress, Kanal 10), the AAK leads with 1,491 minutes from five portals, followed by LDK with 1,393

minutes from six portals, NISMA with 1,141 from six portals, followed by PDK with 1,134 minutes from six portals, while LVV has only 433 minutes from only four portals. Other political entities did not have live broadcasts on the portals.

### Social media

DiA through the SentiOne software has monitored social media in terms of posts on the official pages of candidates for prime minister, where Albin Kurti had a total of 51 posts, of which 6 were for women candidates, Enver Hoxhaj out of 187 posts, in only two of them mentioned women candidates, Avdullah Hoti out

of 295 posts, in none of them mentioned women candidates, while Ramush Haradinaj out of 178, in 7 of them mentioned women candidates.

Despite the number of posts, most interactions by citizens have been in the posts of Albin Kurti, LVV candidate for Prime Minister.

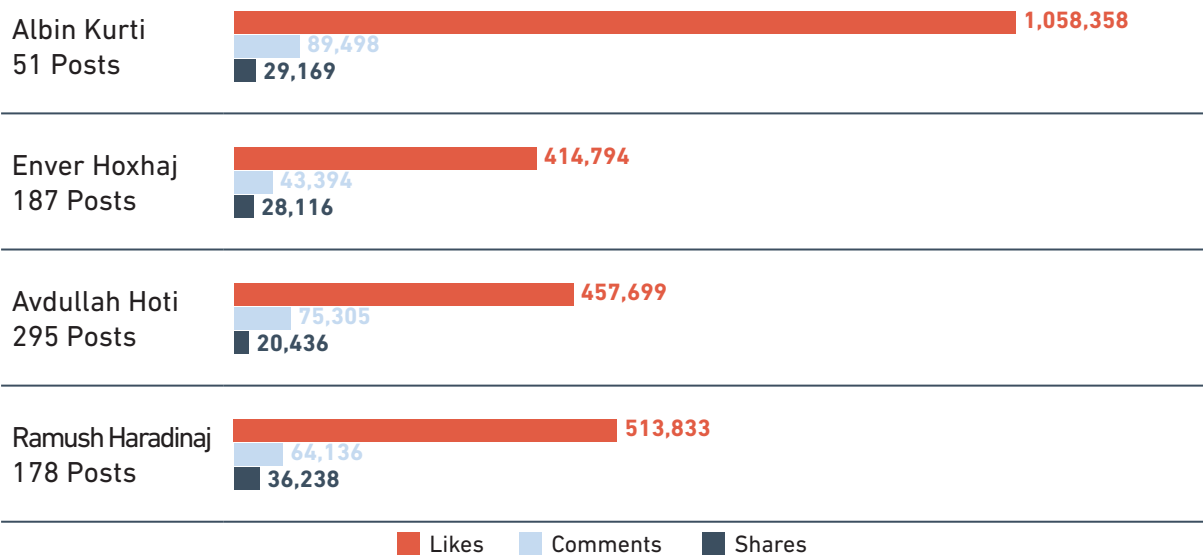


FIG. 7 Monitoring of social media of candidates for prime minister

# Findings for Individual televisions

## Radio Television of Kosovo

Radio Television of Kosovo during the 10 days of the electoral campaign had about 4 hours of electoral chronicles dedicated to political entities and 6 hours dedicated to television advertising spots and live broadcasts from rallies of political entities. RTK has broadcasted the PDK convention on health for about 20 minutes, before the official start of the electoral campaign, which is contradiction to Article 31 of the Law on General Elections, as well as paragraph 5 of Article 14 of the Regulation on Commercial Audio-visual Communication.

### Electoral chronicles and televised debates

The space (minutes) for political entities in electoral chronicles, on Radio Television of Kosovo, is approximately the same for all major political entities. As it can be seen in the chart below, small and minority political entities were not included in the electoral chronicles in the monitored period. Whereas, regarding the televised debates on RTK, the number of participants from political entities is as follows:

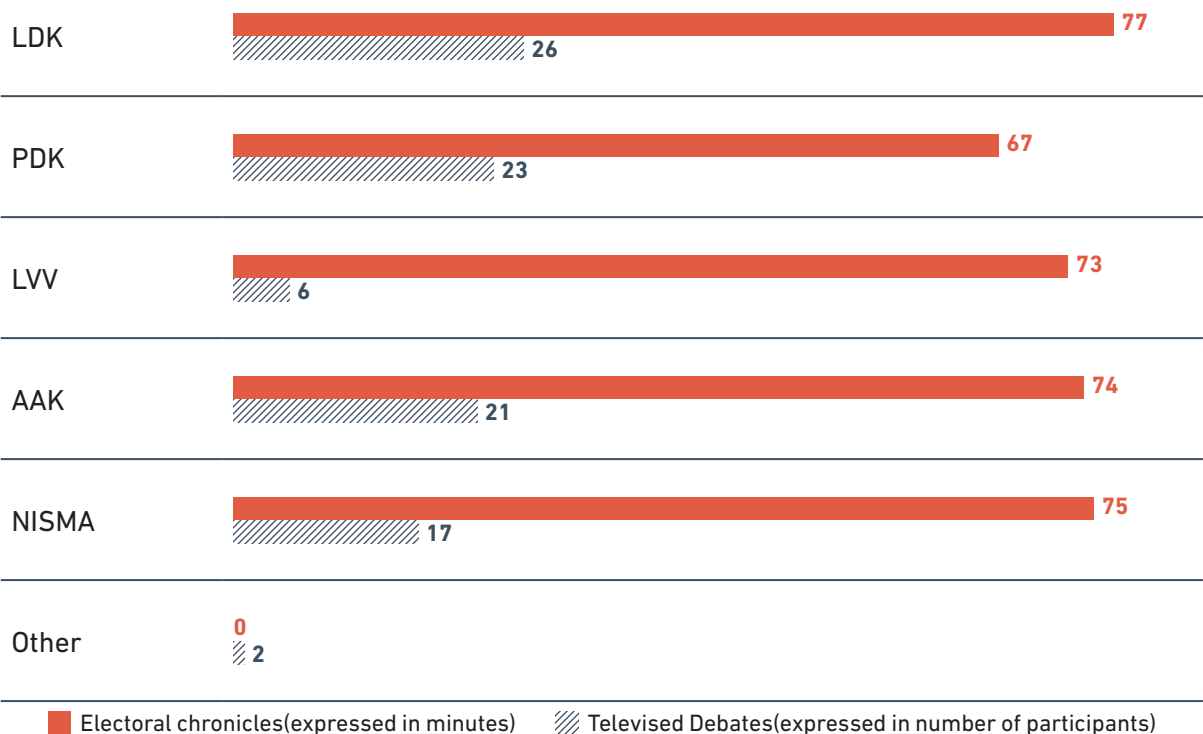
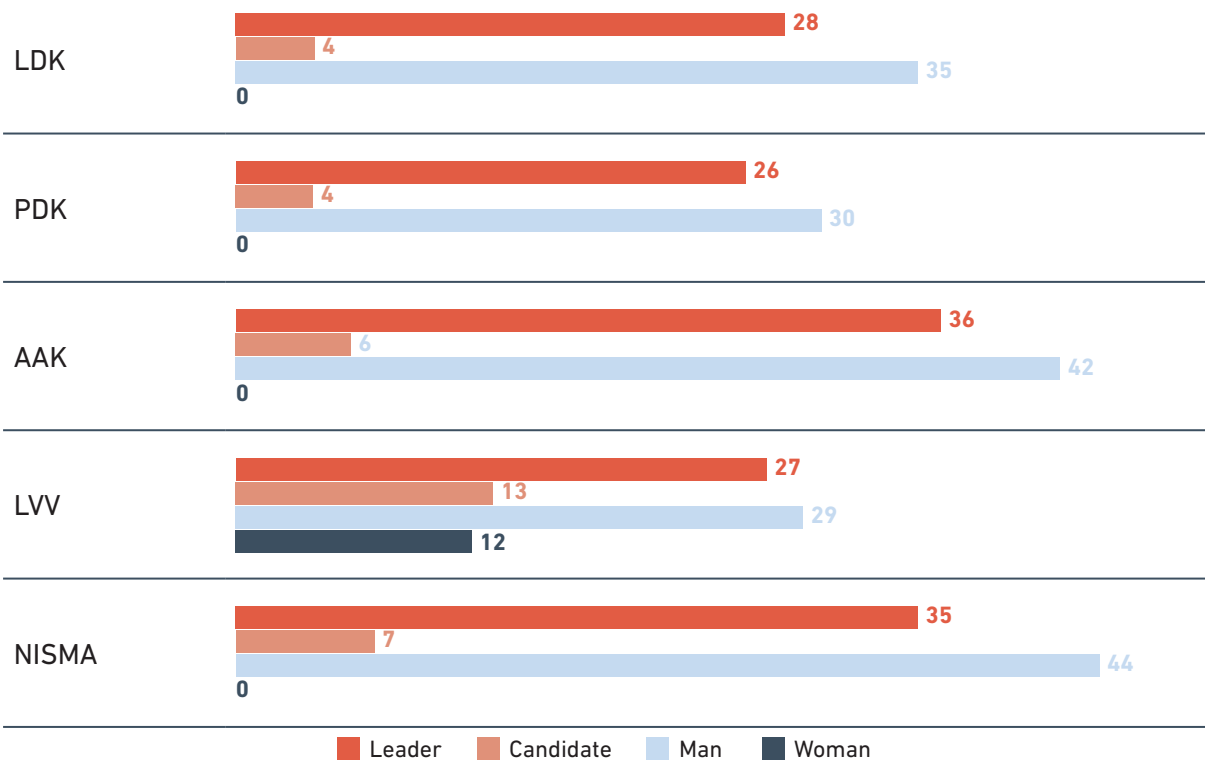


FIG. 8 Minutes for political entities in terms of electoral chronicles and televised debates

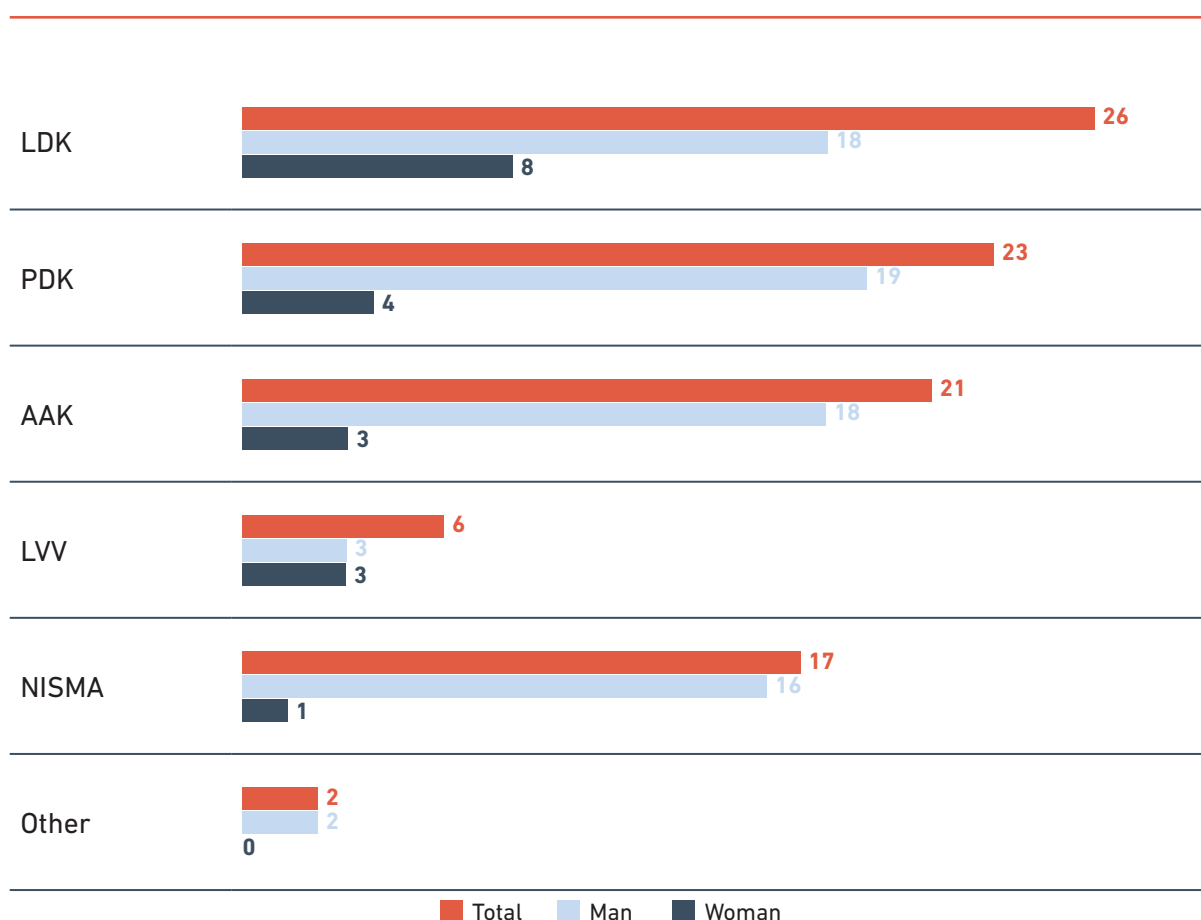
Whereas, when the time was measured in minutes dedicated to the political entity, in terms of how much time was dedicated to the candidate for prime minister/leader and to the MP candidates. From the chart below it can be seen that political entities' women candidates for MPs were not given space in electoral chronicles, with the exception of Vjosa Osmani from LVV. As for the connotation, on this television all the chronicles were presented with a neutral connotation.



**FIG. 9** Space in minutes for the leader vs. men candidate vs. women candidates

During the reporting period, Public television RTK had a total of 56 shows of televised debates. Out of which, 15 were for the introduction of a political entity or candidate, 16 debates were only with analysts, 13 debates were with many political entities or candidates and 15 were of the other category.

In the 56 shows, 95 candidates participated, out of which 79 were men candidates and only 19 women candidates. The chart below illustrates the division of participants by gender based on the participating political entities.



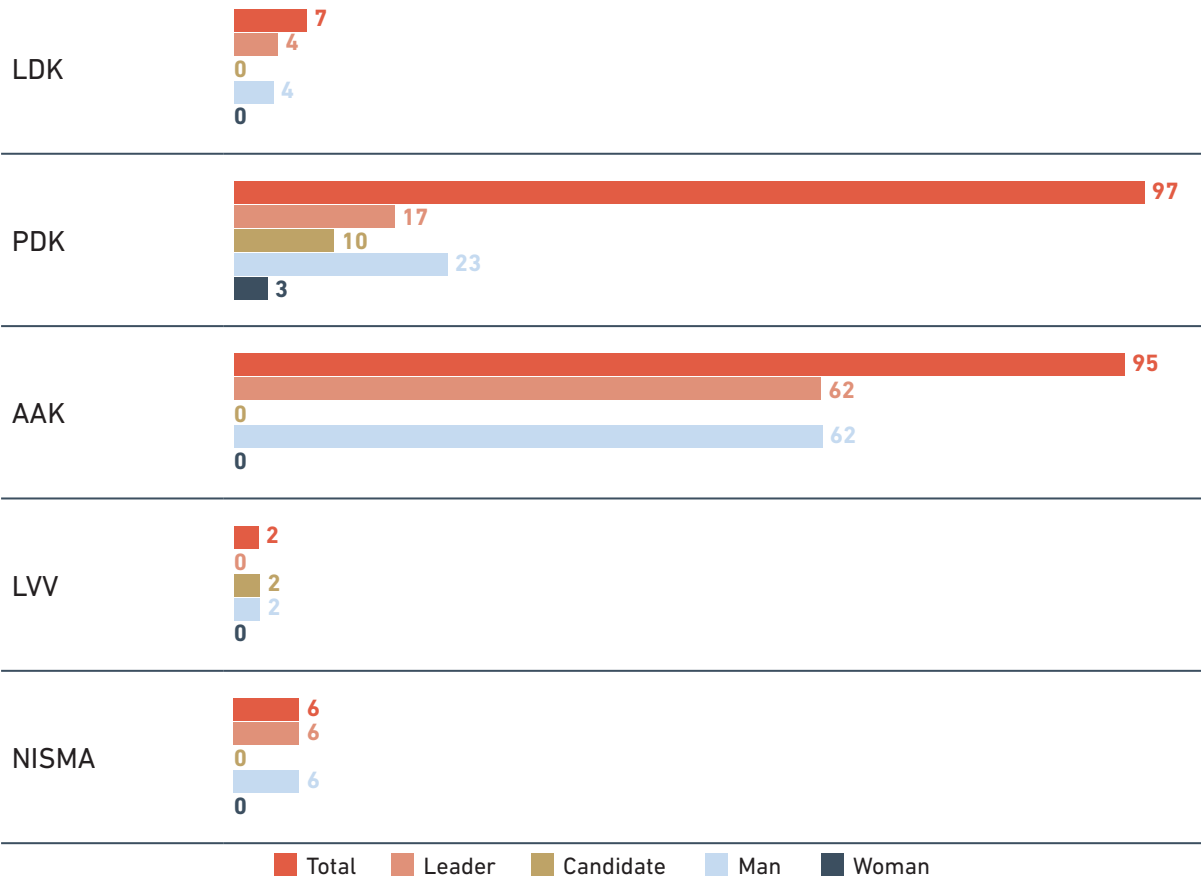
**FIG. 10** Number of political entities participating in debates on RTK and number of women and man candidates

In the debates held on TV shows, there were a total of 97 participants in the role of analysts despite the fact that a large number of them were repeated in many of the TV debates.

Out of 56 debate shows conducted during the monitoring period, 47 were electoral debates. In 14 debates, the programs of political entities were presented in full or in part.

### Advertising spots on RTK

Monitoring data indicate that RTK has broadcasted 58 advertising spots which did not indicate whether they were sponsored. Out of 58 advertising spots, 20 of them were for PDK, 10 for NISMA, 19 for LDK, and 4 for AAK, two for the political entity FJALA, one for KDTP, and one for PREBK. Regarding the largest number of broadcasted advertising spots on RTK, AAK leads with 95 minutes of advertising spots.



**FIG. 11** Minutes of advertising spots for political entities divided by leader vs. candidate and women vs. men

RTK broadcasted also electoral rallies, where it is worth mentioning the broadcast of 7 rallies of PDK with 159 minutes. On 22 January, RTK broadcasted also the PDK Convention on Health, not containing any note on sponsorship, i.e., prior to the official start of the electoral campaign.

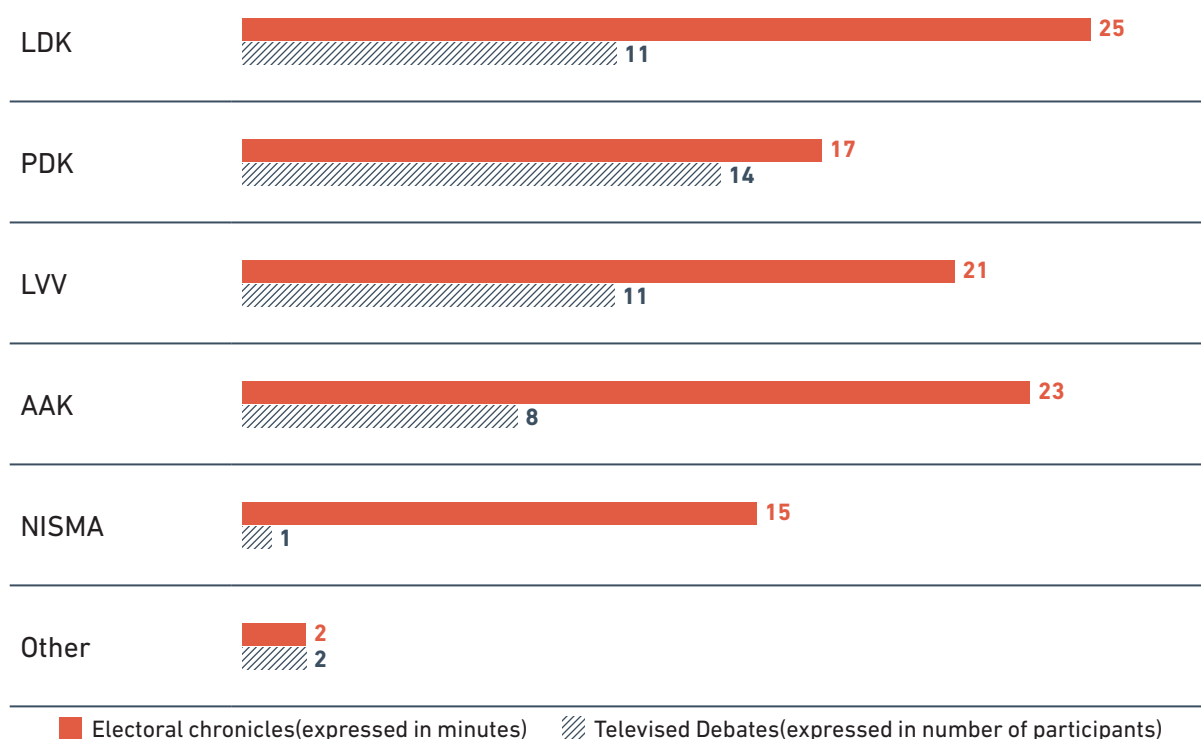
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## KohaVizion(KTV)

KohaVizion Television had a total of about 2 hours of electoral chronicles, about 2 hours of advertising spots and 4 hours of live broadcasted rallies.

### Electoral chronicles and televised debates

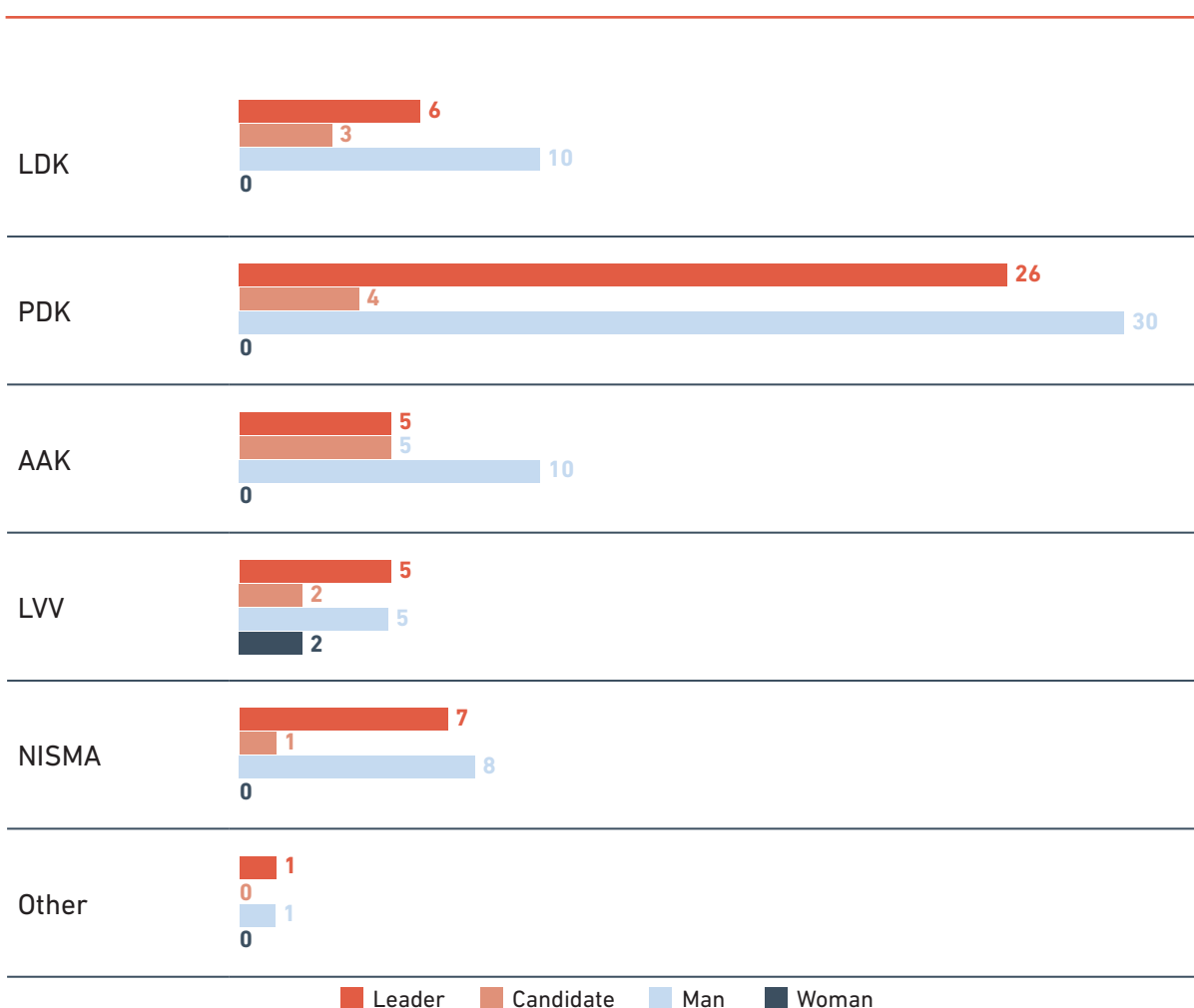
Regarding the space on KohaVizion for political entities in the electoral chronicles, LDK leads with 25 minutes, followed by AAK with 23 minutes, LVV with 21 minutes, PDK with 17, Nisma with 15 and other entities with 2 minutes.



**FIG. 12** Space for political entities in terms of electoral chronicles and televised debates

Regarding the connotation of the electoral chronicles monitored on KTV, they all were of a neutral connotation of presentation.

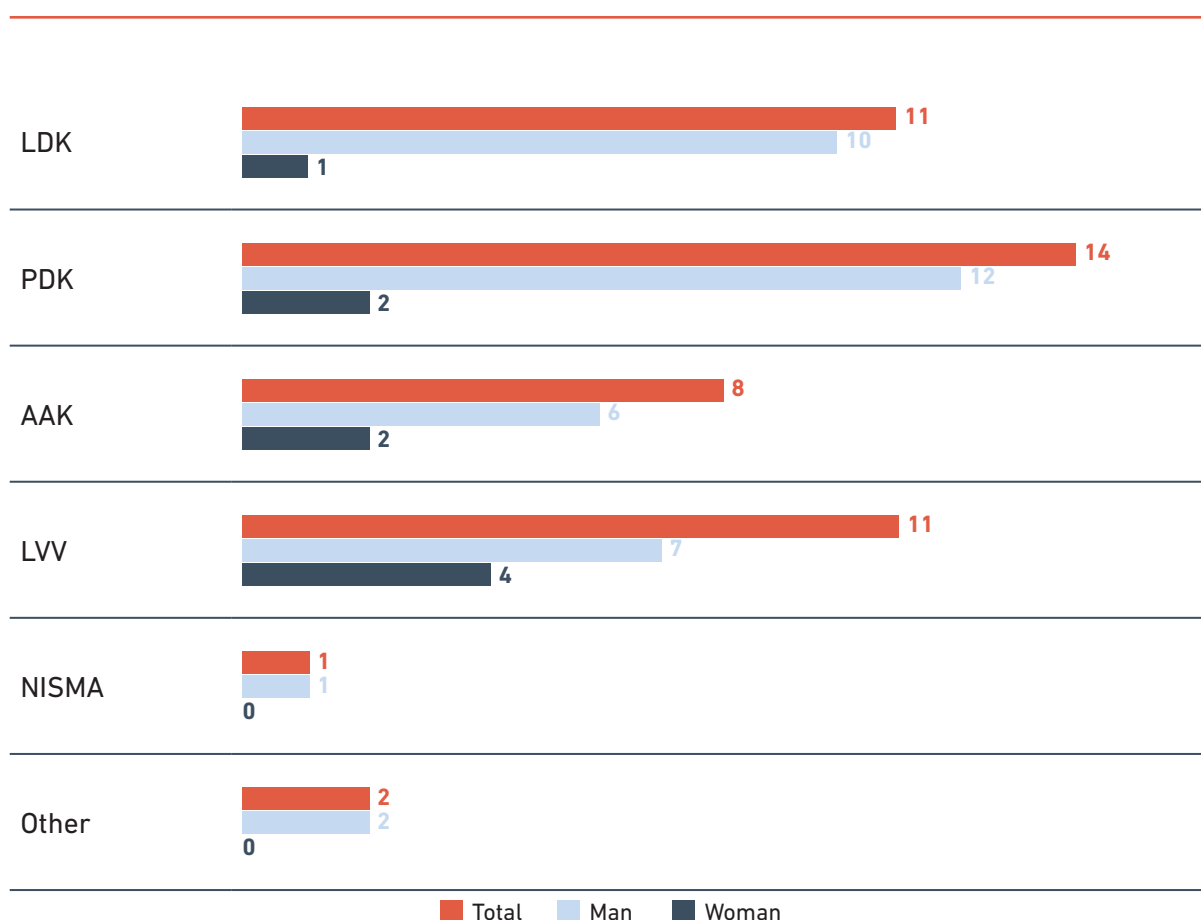
Whereas, when the time was measured in minutes dedicated to the political entity, it means how much time in minutes was given to the candidate for prime minister/leader and to the MP candidates. The chart below indicates that, even on KTV, political entities' women candidates for MPs were not given space in electoral chronicles with the exception of Vjosa Osmani from LVV.



**FIG. 13** Space in minutes during electoral chronicles for leader vs. candidate and men vs. women candidates

During the reporting period, KTV had a total of 37 TV debate shows. The shows monitored during the reporting period were 'Interaktiv' and 'Desku'. Of these shows, 21 were for the introduction of a political entity or candidate, 6 debates were only with analysts, 2 were TV duels between two political entities or candidates, 4 debates with many subjects or candidates and 4 shows of the other category.





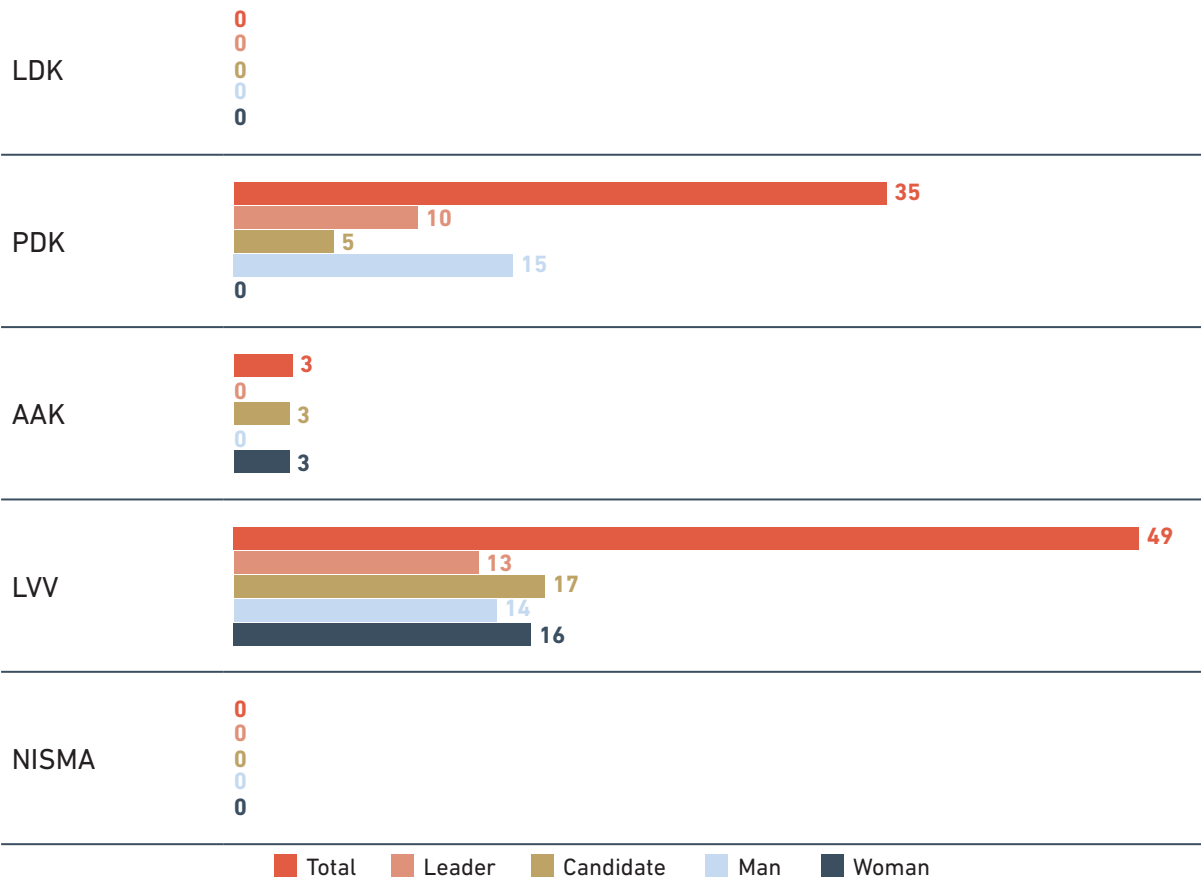
**FIG. 14** Number of political entities participating in RKT debates and number of women and men candidates

In the debates held on TV shows a total of 17 participants were in the role of analysts.

Most of the TV debate shows were electoral shows and the programs of political entities were presented in full or in part in 28 cases.

### Advertising spots on KTV

Monitoring data that KTV has broadcasted indicate that a total of 87 minutes of advertising spots and 247 minutes of rallies of political entities. The LDK and Nisma are the political entities that did not have advertising spots on KTV.



**FIG. 15** Minutes of advertising spots for political entities divided into leader vs. candidate and women vs. men candidates

KTV has broadcasted also the electoral rallies of political entities where PDK was broadcasted for 239 minutes while LVV only 8 minutes.

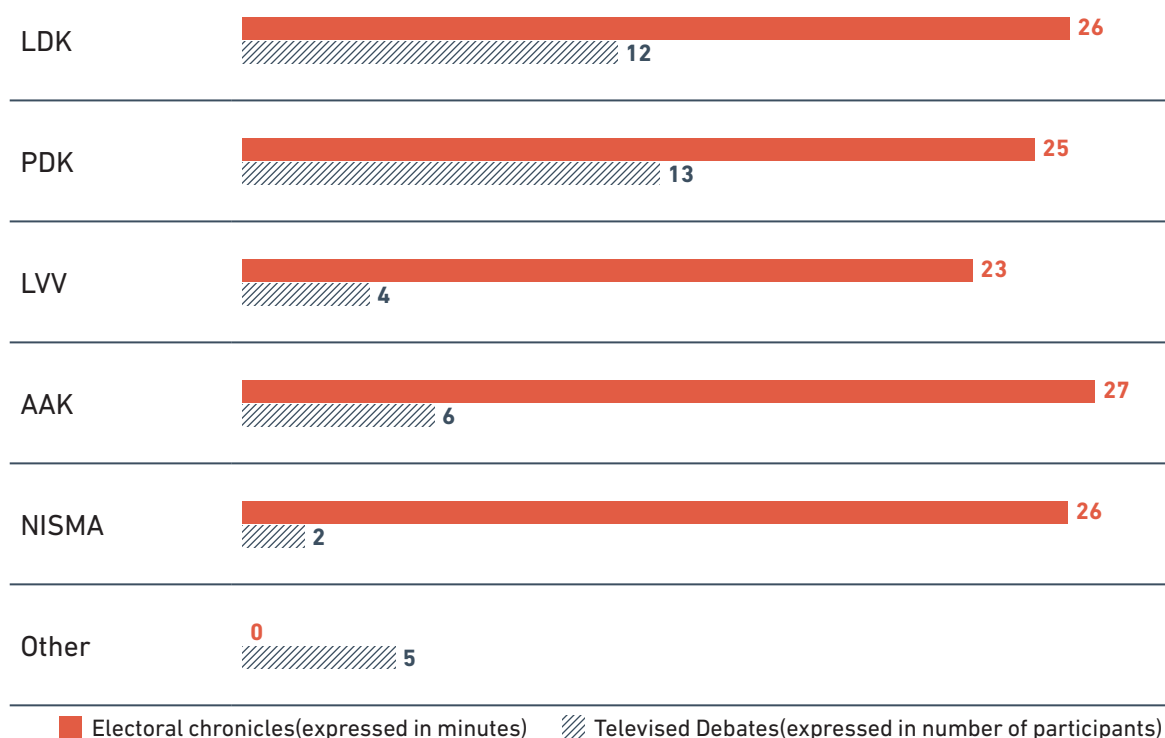
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## RADIO TELEVISION 21

Radio Television 21 in total had over 2 hours of electoral chronicles, about 3 hours of advertising spots and about 4 hours of live broadcasted rallies. On 22.01.2021, RTV 21 broadcasted the health convention of the Democratic Party of Kosovo (PDK) for about 20 minutes, but without containing any note on sponsorship, which is contradiction to Article 31 of the Law on General Elections, as well as paragraph 5 of Article 14 of the Regulation on Commercial Audio-visual Communication, which states that “political parties and coalitions shall not be sponsors of the audio-visual programme except during the time of electoral promotion in compliance with a special act”, as well as paragraph 6 of article 14 of this regulation, which states that “advertisement of political parties, coalitions and independent members of the representing bodies will be prohibited, except during the time of electoral promotion in compliance with a special act”.

### Electoral chronicle and televised debates

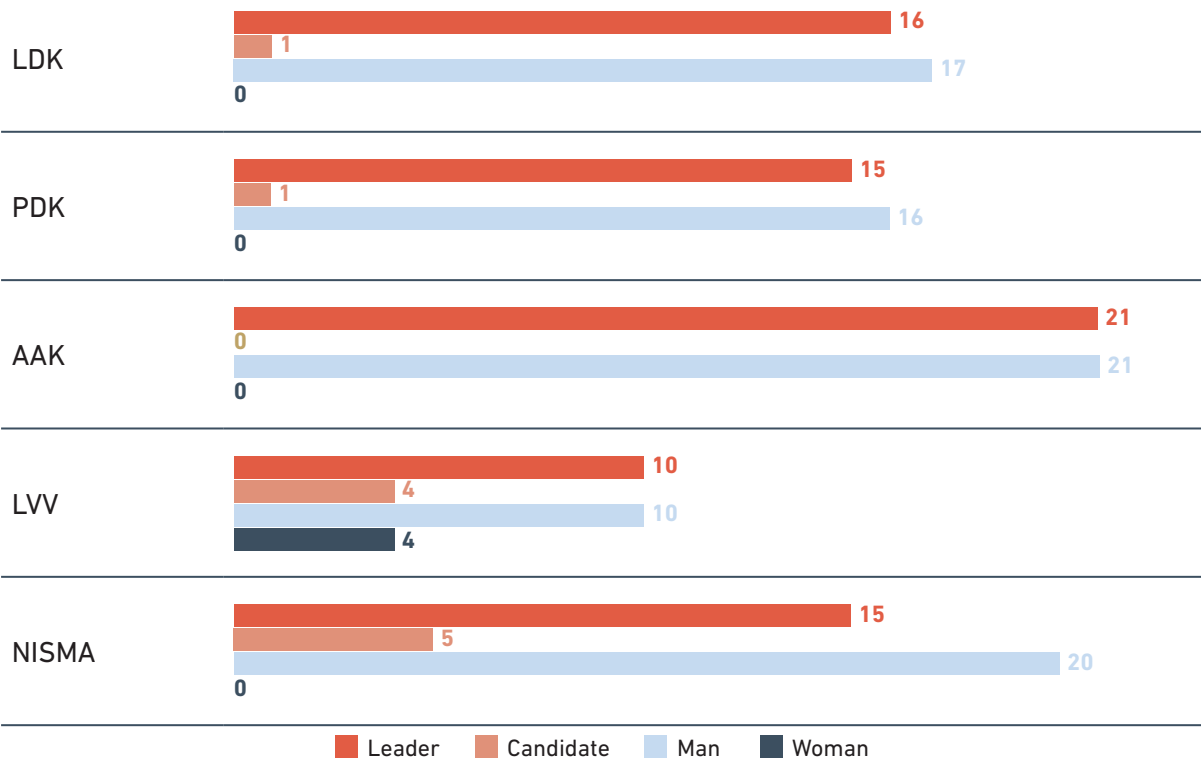
The minutes dedicated to political entities in electoral chronicles on RTV 21 were as follows: AAK with 27 minutes, LDK and NISMA with 26 minutes, PDK with 25 minutes and LVV with 23 minutes. Small and minority political entities did not have space in the electoral chronicles during the monitored period. Whereas, these political entities participated in debates.



**FIG. 16** Space for political entities in terms of electoral chronicles and televised debates

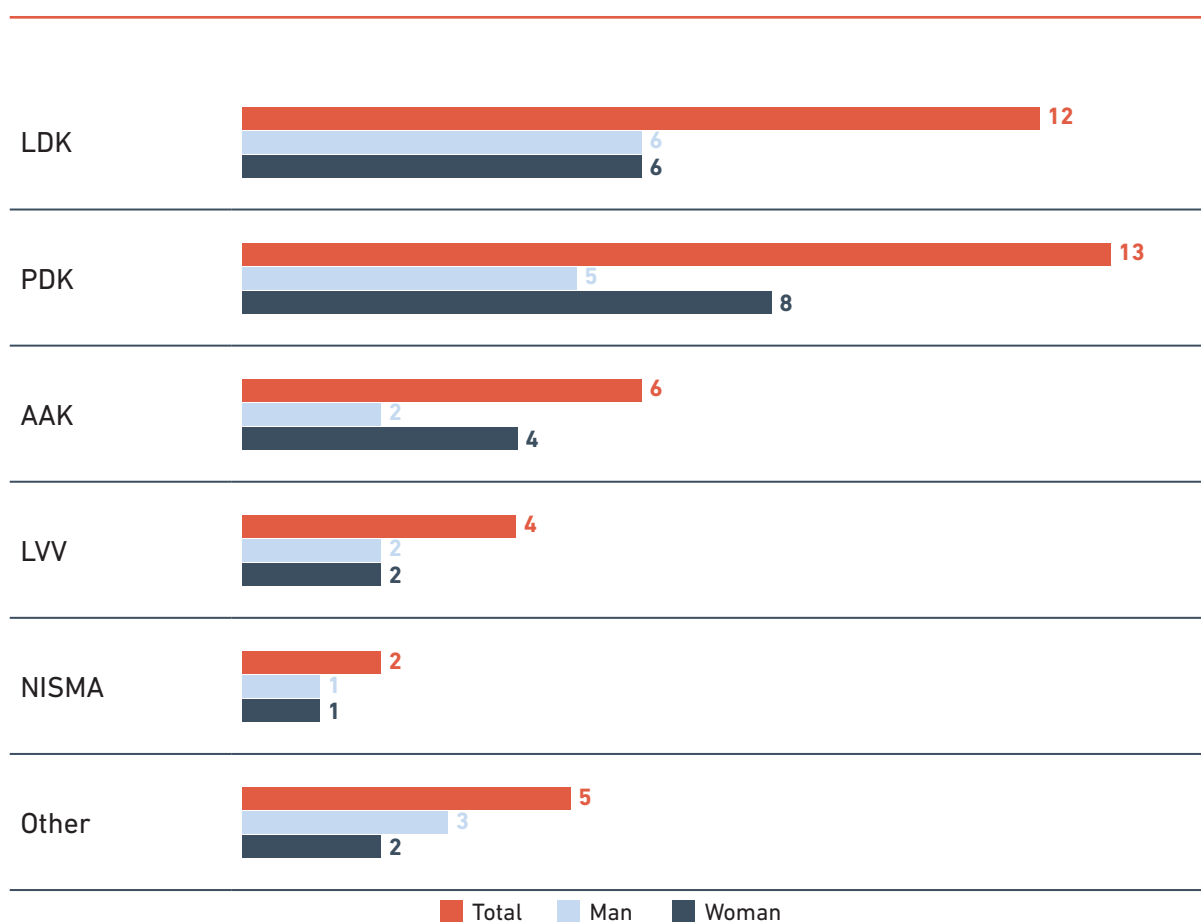
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Even on RTV21, all electoral chronicles have had a neutral connotation of presentation. Whereas, when the time was measured in minutes dedicated to political entities, in terms of how much time in minutes was given to the candidate for prime minister/leader and to MP candidates, the chart below indicates that even RTV 21 did not give space to political entities' women MP candidates in the electoral chronicles with the exception of Vjosa Osmani from LVV.



**FIG. 17** Space in minutes during the electoral chronicles for leader vs. candidate and men vs. women candidates

RTV21 during the reporting period 13 January-12 February 2021, had a total of 26 TV debate shows. The shows monitored during the reporting period were 'Click' as well as the show 'Electoral Debate (Debat Zgjedhor)'. Of these shows, 2 were for the introduction of a political entity or candidate, 4 debates were only with analysts, 4 were TV duels between two political entities or candidates, 4 debates with many political entities or candidates and 12 shows of the other category.



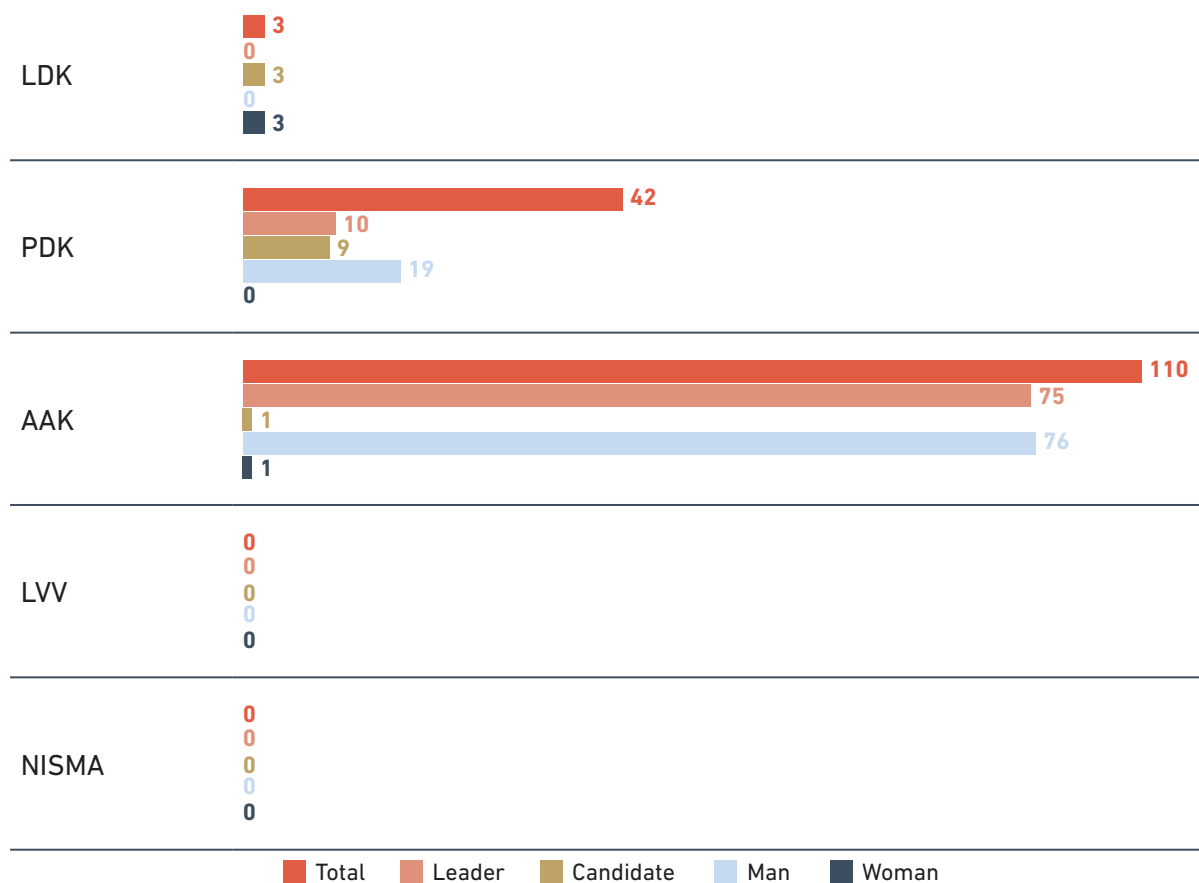
**FIG. 18** Number of political entities participating in debates on RTV 21 and number of women and men candidates

In the debates held on TV shows, there were a total of 9 participants in the role of analysts.

Most of the TV debate shows were electoral shows and the programs of political entities were presented in full or in part in 28 cases.

## Advertising spots on RTV21

Monitoring data indicate that RTV21 has broadcasted a total of 155 minutes of advertising spots and 237 minutes of rallies of political entities. The political entities that did not have advertising spots on RTV 21 are LVV and Nisma.



**FIG. 19** Minutes of advertising spots per political entity divided by leader vs. candidate and women vs. men

RTV 21 broadcasted also the electoral rallies of political entities where LDK had 152 minutes and PDK 85 minutes.

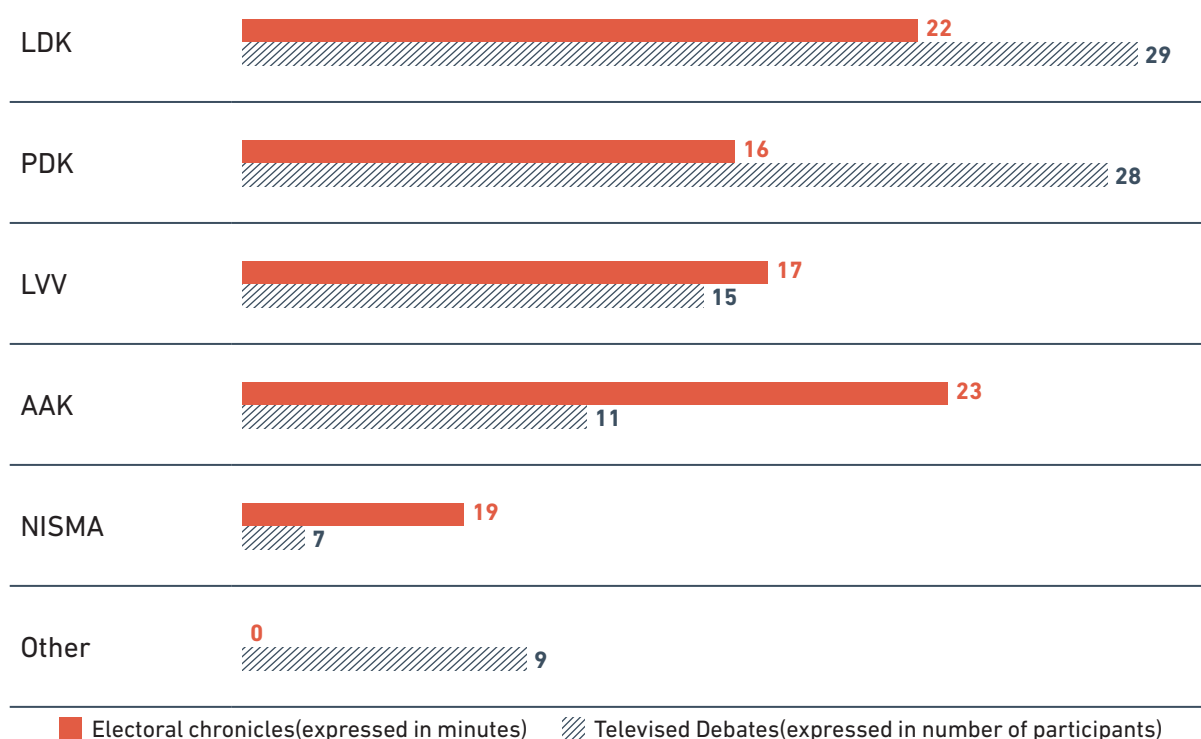
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## Television T7

During the pre-electoral campaign, Television T7 had a total of 2 hours of electoral chronicles, about 3 hours of advertising spots and about 12 hours of live broadcasted rallies. On 22.01.2021, the Television T7 broadcasted the health convention of the Democratic Party of Kosovo (PDK) for about 20 minutes, by marking that the broadcast of this activity is a space sponsored by PDK.

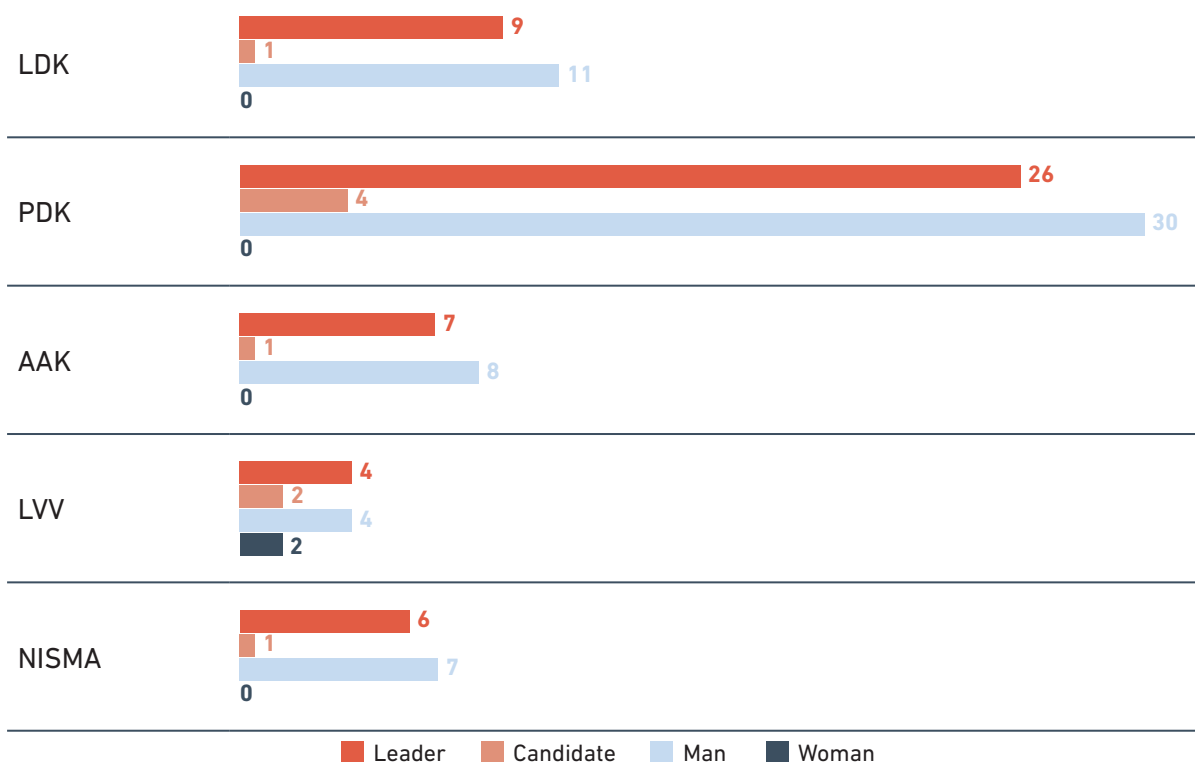
### Electoral chronicles and televised debates

Only major political entities had space in the electoral chronicles for political entities on T7. The chart below indicates the minutes for political entities on this television and the number of participants of political entities in television debates. As for the connotation, in T7 all electoral chronicles were of neutral connotation.



**FIG. 20** Space for political entities in terms of electoral chronicles and television debates

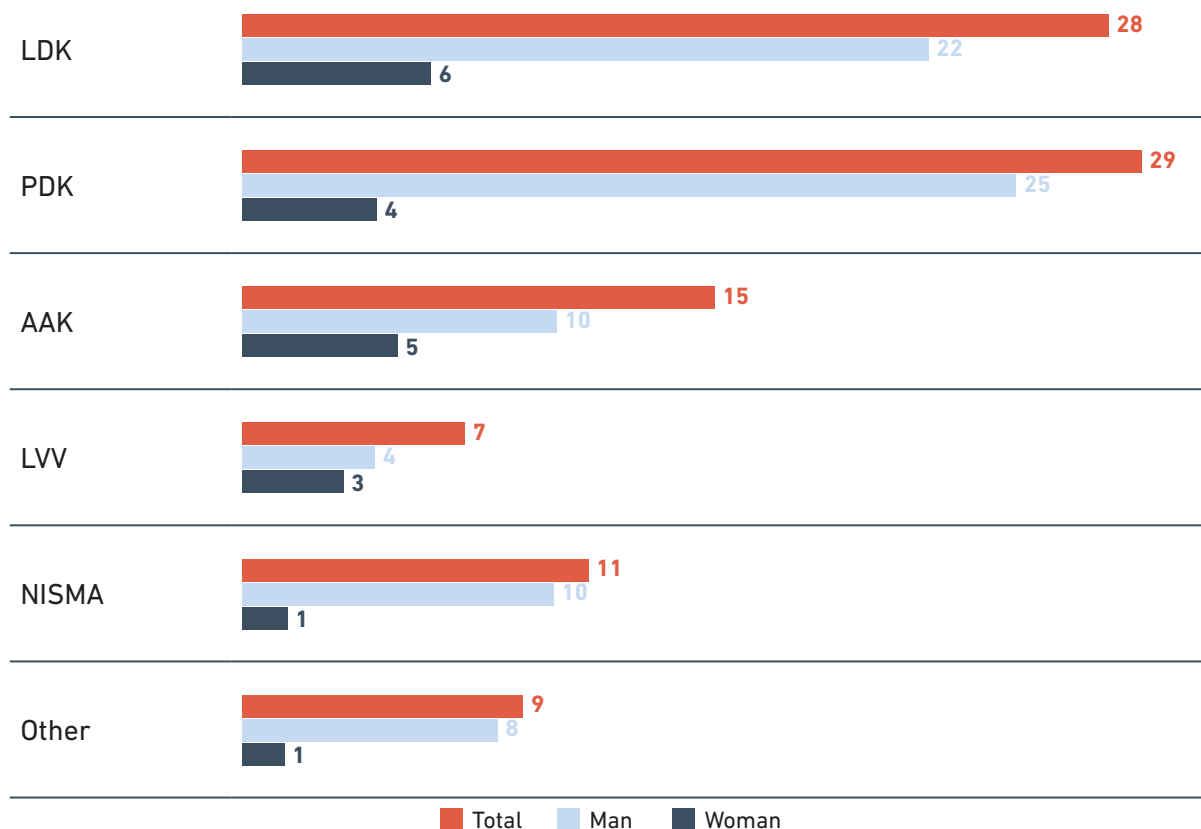
Even on T7, when time was measured, in terms of how much time in minutes was given to women candidates, as can be seen from the chart below, with the exception of Vjosa Osmani from LVV, other MP candidates were not given space in electoral chronicles.



**FIG. 21** Space in minutes during the electoral chronicles for the leader vs. candidate and men vs. women candidates

T7 is the television having the first place with the most television debate shows, during the reporting period, i.e., a total of 57. The monitored shows during the reporting period were the 'Electoral Debate (Debati Zgjedhor)' and 'Electoral Pressing (Pressingu Zgjedhor)'. Of the shows performed, 29 were shows for the introduction of a political entity or candidate, 10 were debates only with analysts and the other 18 were shows of the other category.





**FIG. 22** Number of political entities participating in debates on T7 and number of women and men candidates

The following chart illustrates the division of participants by gender based on the participating political entities. In the debates held on TV shows, there were a total of 191 participants in the role of analysts, despite the fact that a large number of them were repeated in many of the televised debates.

Advertising spots on T7

The data indicate that T7 Television has broadcasted a total of 173 minutes of advertising spots and 729 minutes of rallies of political entities. This television broadcasted an unsponsored LDK spot.

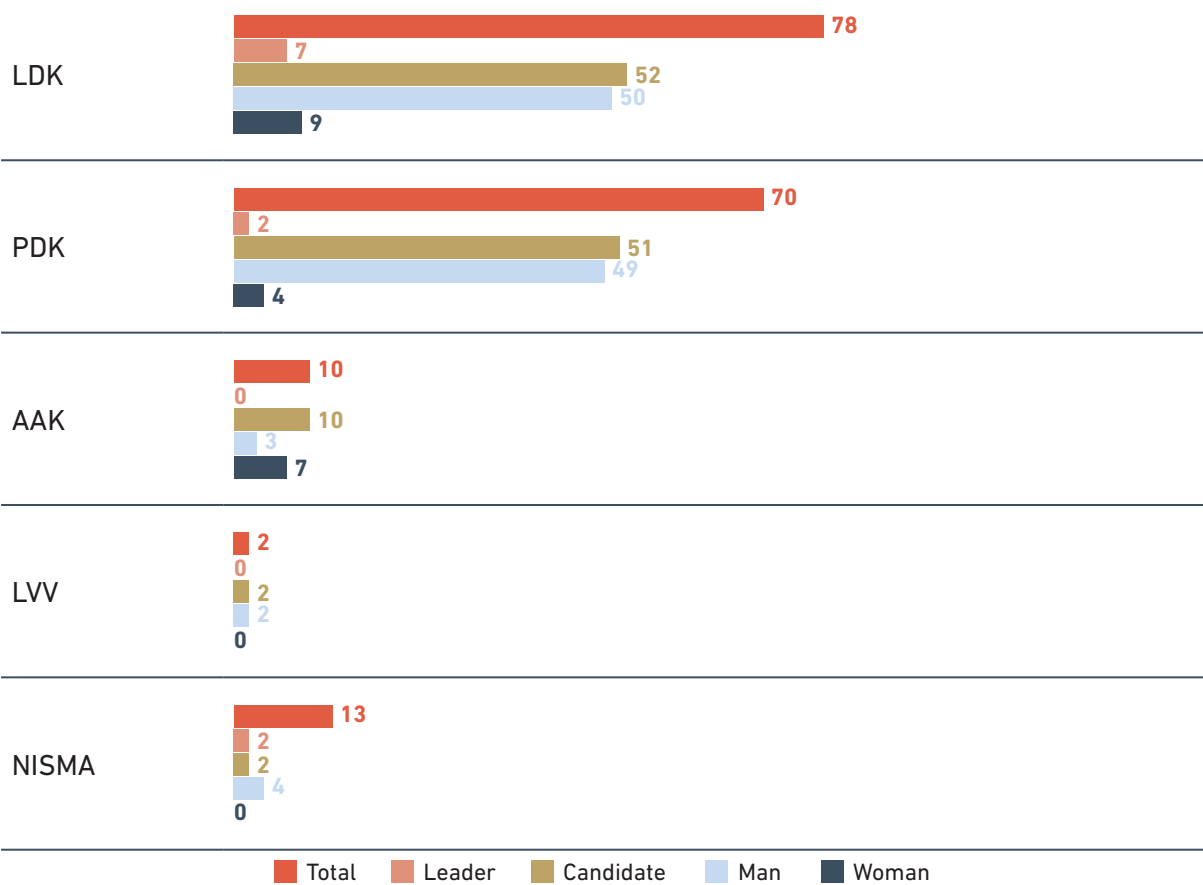


FIG. 23 Airtime of spots for political entities, divided into leader vs. candidate and women vs. men

T7 also broadcasted the election rallies of political entities where Nisma had 277 minutes, 249 LDK and 203 minutes PDK.

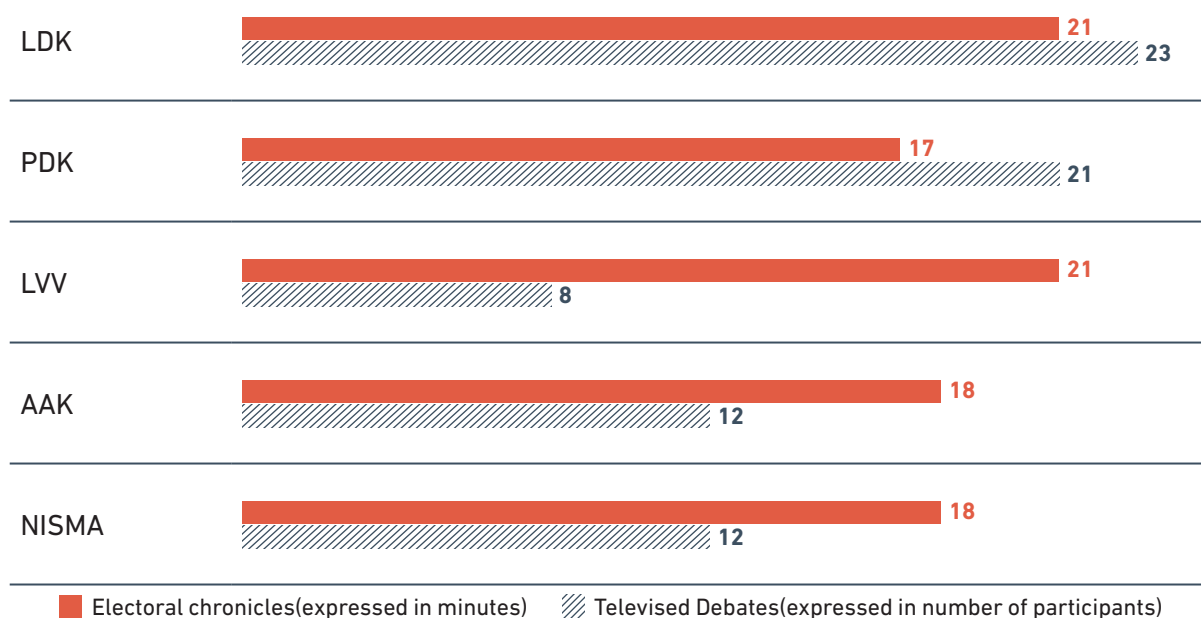
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## Kanal 10

During the pre-election campaign, Kanal 10 Television had a total of 1 hour and 30 minutes of election chronicles, about 6 hours of advertising spots and about 16 hours of livestream rallies. On 22.01.2021 Kanal 10 Television broadcasted for about 20 minutes the Convention of the Democratic Party of Kosovo (PDK) on health, but without containing any note on sponsorship, which is in contradiction to Article 31 of the Law on General Elections, as well as paragraph 5 of Article 14 of the Regulation on Audio-visual Commercial Communications.

### Election chronicles and televised debates

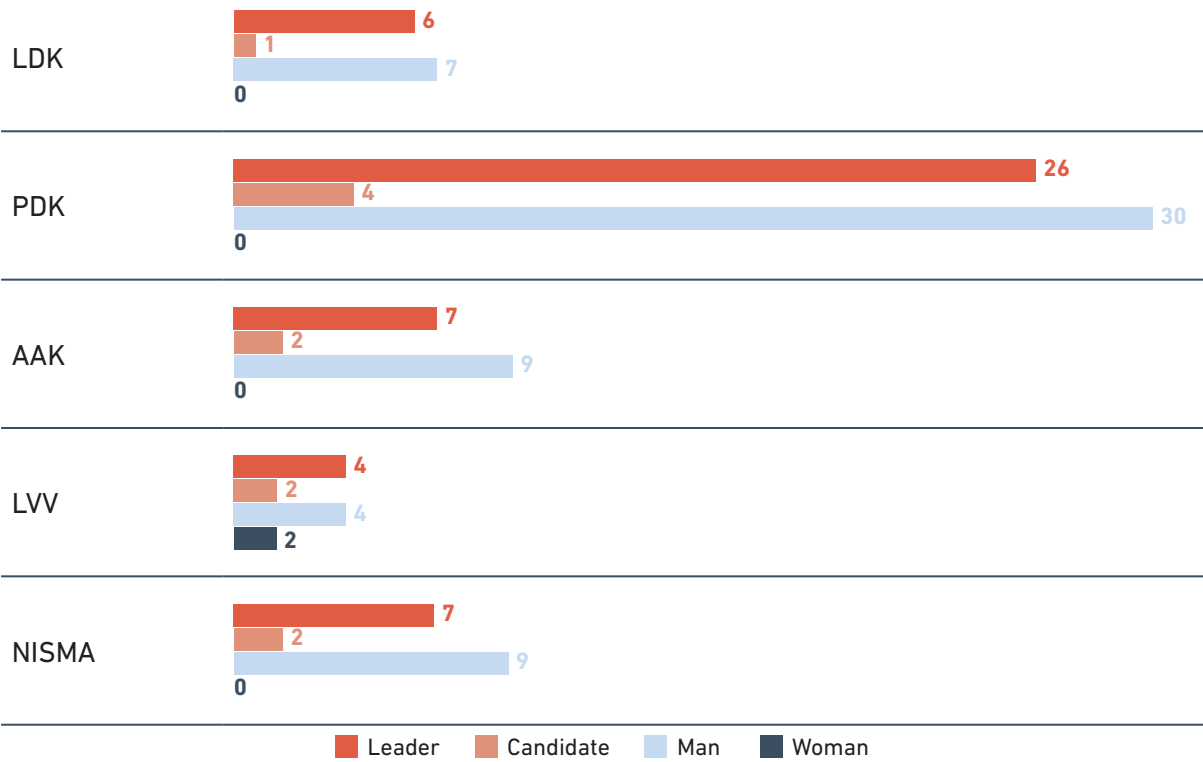
Only large political entities had space in the election chronicles for political entities on Kanal 10. The chart below shows the airtime for political entities on this television and the number of participants of political entities in televised debates. In Kanal 10, there were a total of 5 chronicles presented with negative connotations, where two were for the political entity NISMA, and one for AAK, PDK and LVV, as well as one chronicle presented with a positive connotation for LVV.



**FIG. 24** Space for political entities regarding election chronicles and television debates

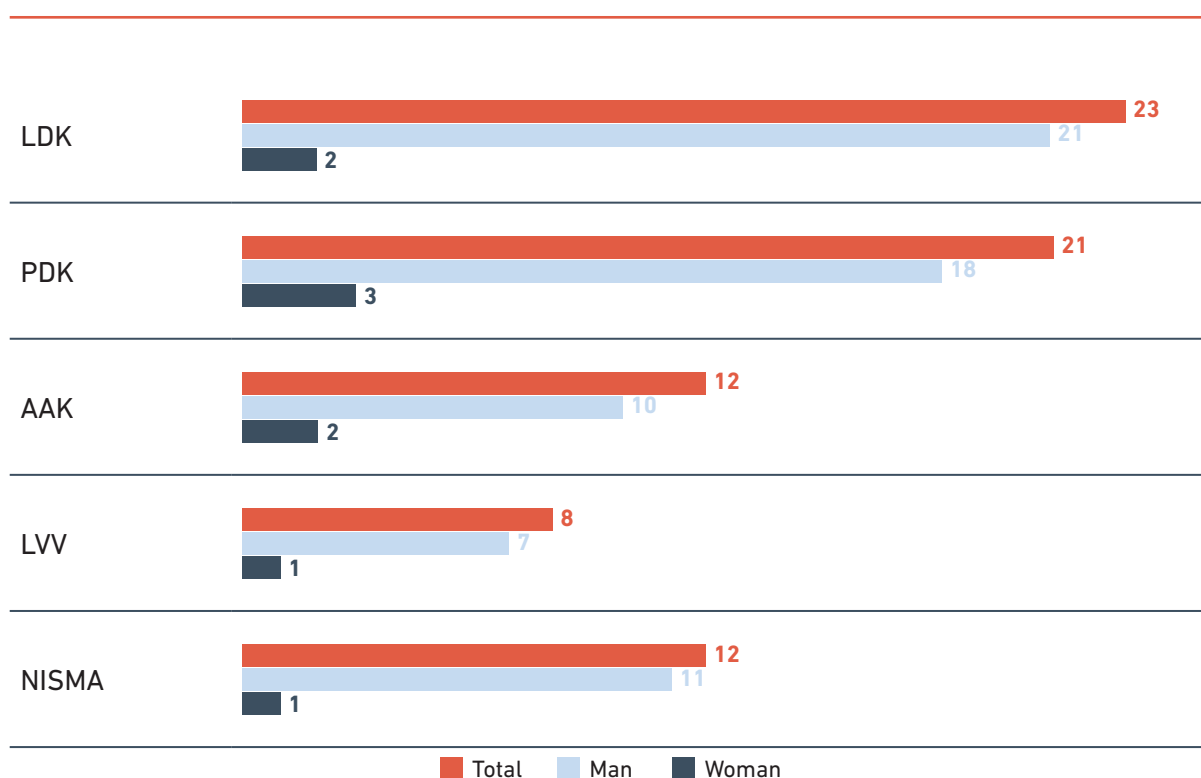
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Kanal 10 is no exception in terms of airtime where the voice of women candidates in election chronicles is heard. Apart from Vjosa Osmani from LVV, the candidates of other entities were not given space.



**FIG. 25** Space in minutes during the election chronicles for the leader vs candidate, as well as women vs men

KANAL 10 television during the reporting period, had a total of 51 shows of televised debates. The shows monitored during the reporting period were 'Prime Time' and 'Politiko'. Of these shows, 11 debates were only with analysts, 6 shows were with many political entities or candidates, 10 shows were for the introduction of a candidate or political entity and 23 shows were of the other category.



**FIG. 26** The number of participants of political entities in debates on Kanal 10 and the number of women and men candidates

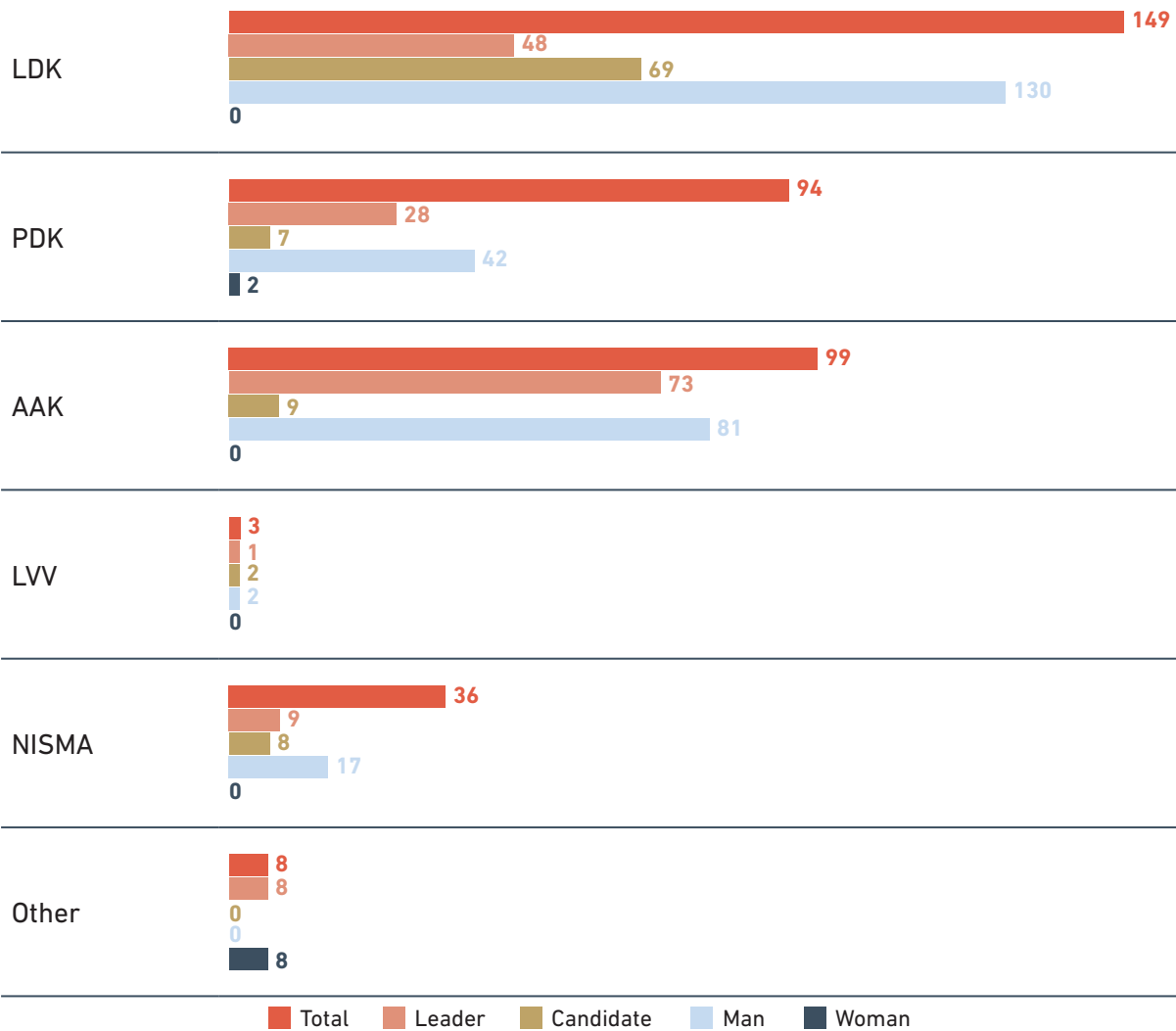
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The chart above illustrates the division of participants by gender based on the participating political entities.

In the debates held on TV shows, there were a total of 223 participants in the role of analysts despite the fact that a large number of them were repeated in many of the TV debates.

### Advertising spots on Kanal 10

Monitoring data indicate that Kanal 10 Television has broadcasted a total of 389 minutes of commercials and 1000 minutes of rallies of political entities.



**FIG. 27** Airtime of spots for political entities divided into leader vs candidate, as well as women vs men

Kanal 10 also broadcasted the election rallies of political entities where Nisma had 280 minutes, PDK with 272 minutes, 229 LDK, and 219 minutes AKK.

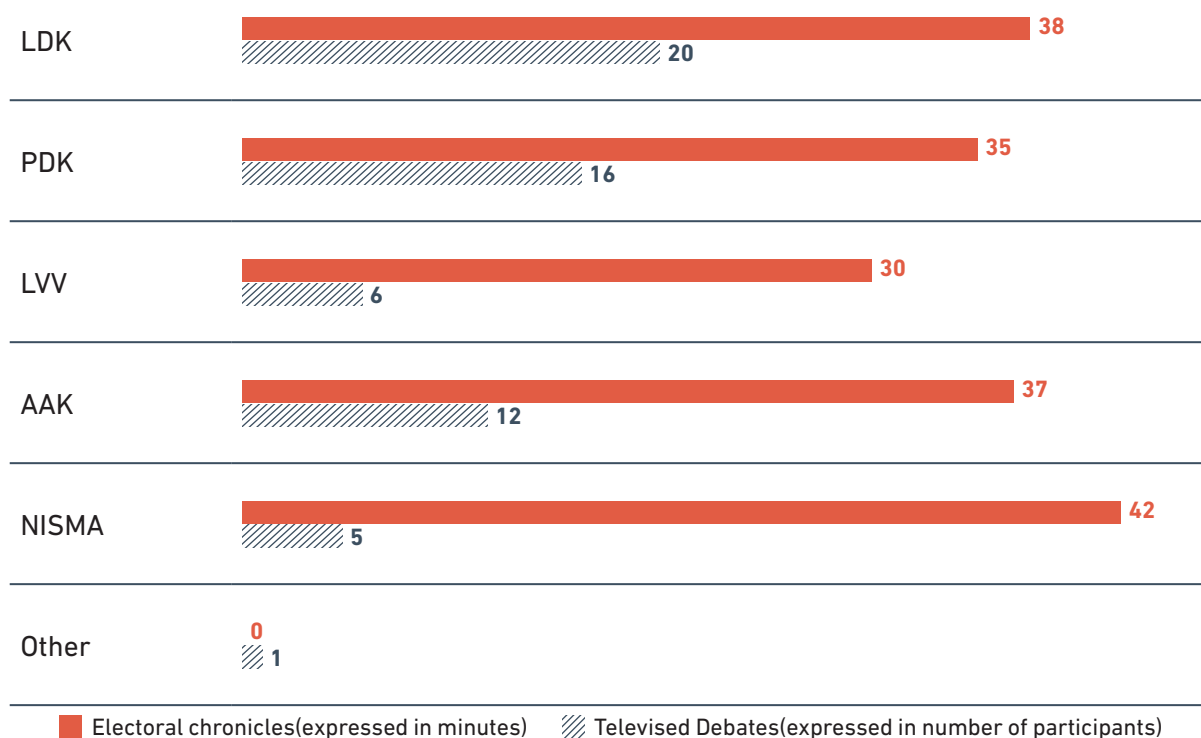
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## Klan Kosova

Klan Kosova Television during the pre-election campaign had a total of 3 hours of election chronicles, over 2 hours of advertising spots and over 4 hours of live broadcasted rallies.

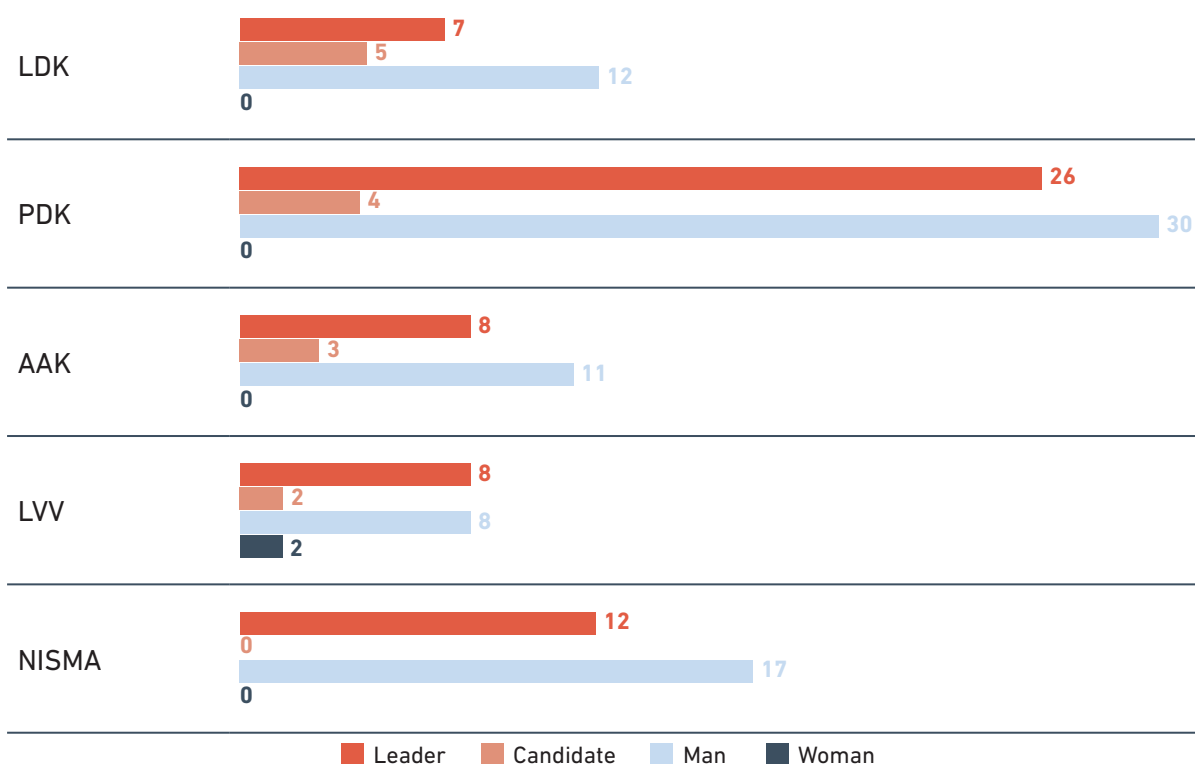
### Electoral chronicles and televised debates

Only large political entities had space in the election chronicles for political entities in Klan Kosova. The chart below shows the airtime for political entities on this television and the number of participants of political entities in televised debates. On Klan Kosova television, only one of the election chronicles had a negative connotation for PDK.



**FIG. 28** Space for political entities regarding election chronicles and televised debates

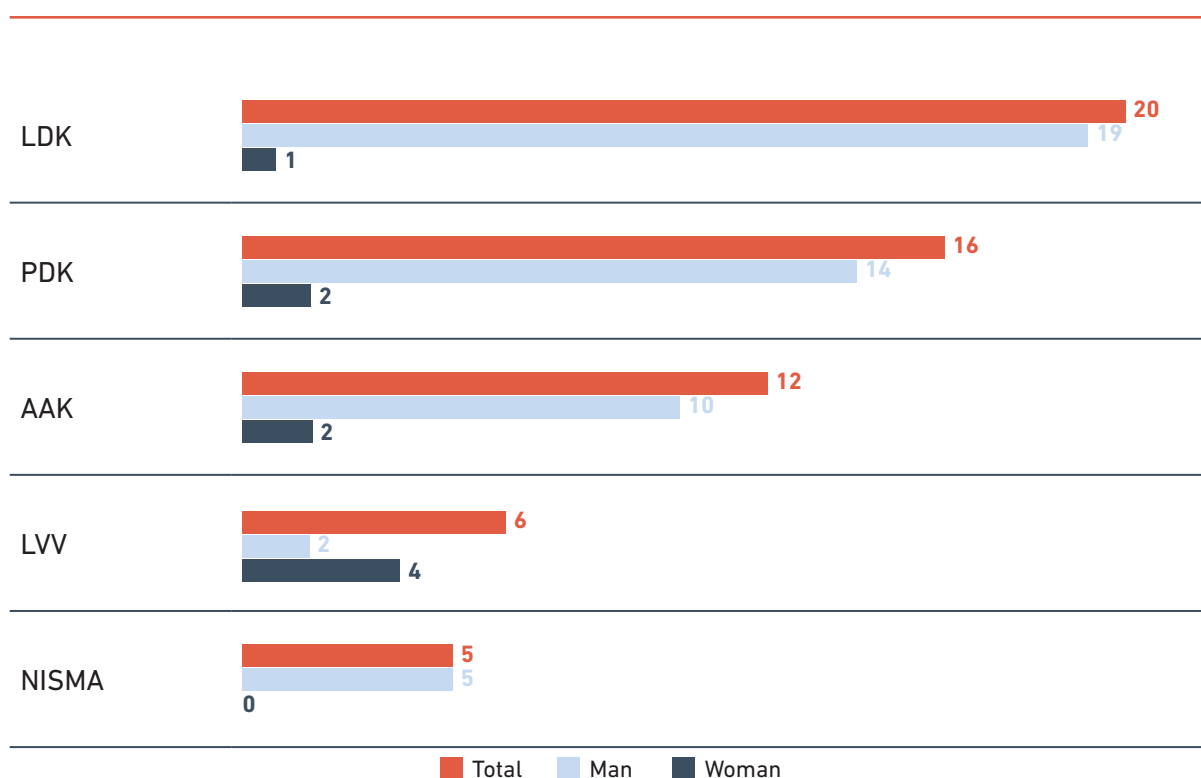
As in other televisions, in Klan Kosova only one candidate had airtime in the election chronicles.



**FIG. 29** Space in minutes during election chronicles for leader vs candidate, as well as women vs men candidates

Klan Kosova Television during the reporting period, had a total of 46 TV debate shows. The monitored shows during the reporting period were 'Edicioni i analizës' and 'Rubikon'. Of these shows, 20 shows were for the introduction of a political entity or candidate, 15 were debates only with analysts, 7 were TV duels between two political entities or candidates, 1 debate with more entities or candidates and 3 shows of the other category.





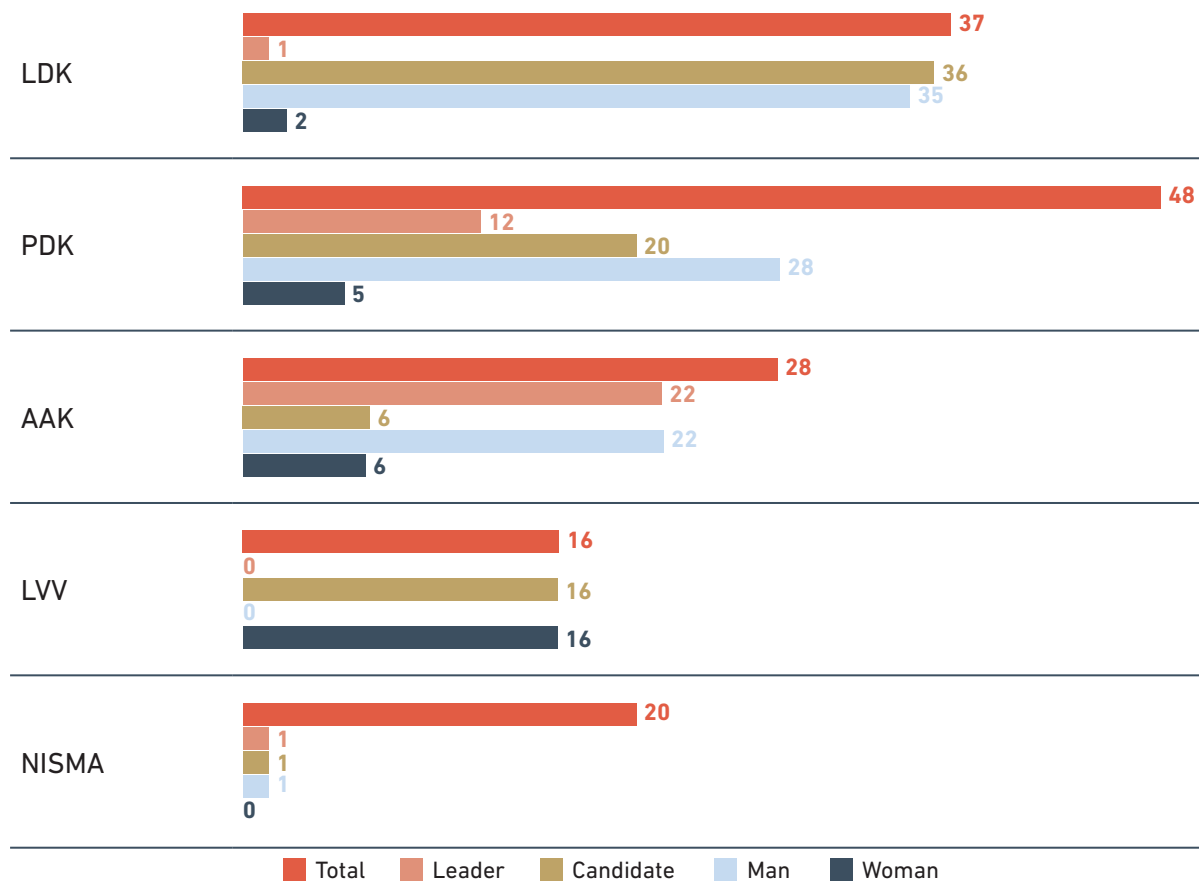
**FIG. 30** The number of participants of political entities in debates in Klan Kosova and the number of women and men candidates

In the debates held on TV shows, there were a total of 127 participants in the role of analysts despite the fact that a large number of them were repeated in many of the TV debates.

Most of the TV debate shows were election shows, the programs of political entities were presented in full or in part in 24 cases.

## Advertising spots in Klan Kosova

The data indicate that Klan Kosova Television has broadcasted a total of 149 minutes of advertising spots and 270 minutes from rallies of political entities.



**FIG. 31** Airtime of spots for political entity, divided into leader vs. candidate, as well as women vs. men

Klan Kosova also broadcasted the election rallies of political entities where PDK had 160 minutes and Nisma had 110 minutes.

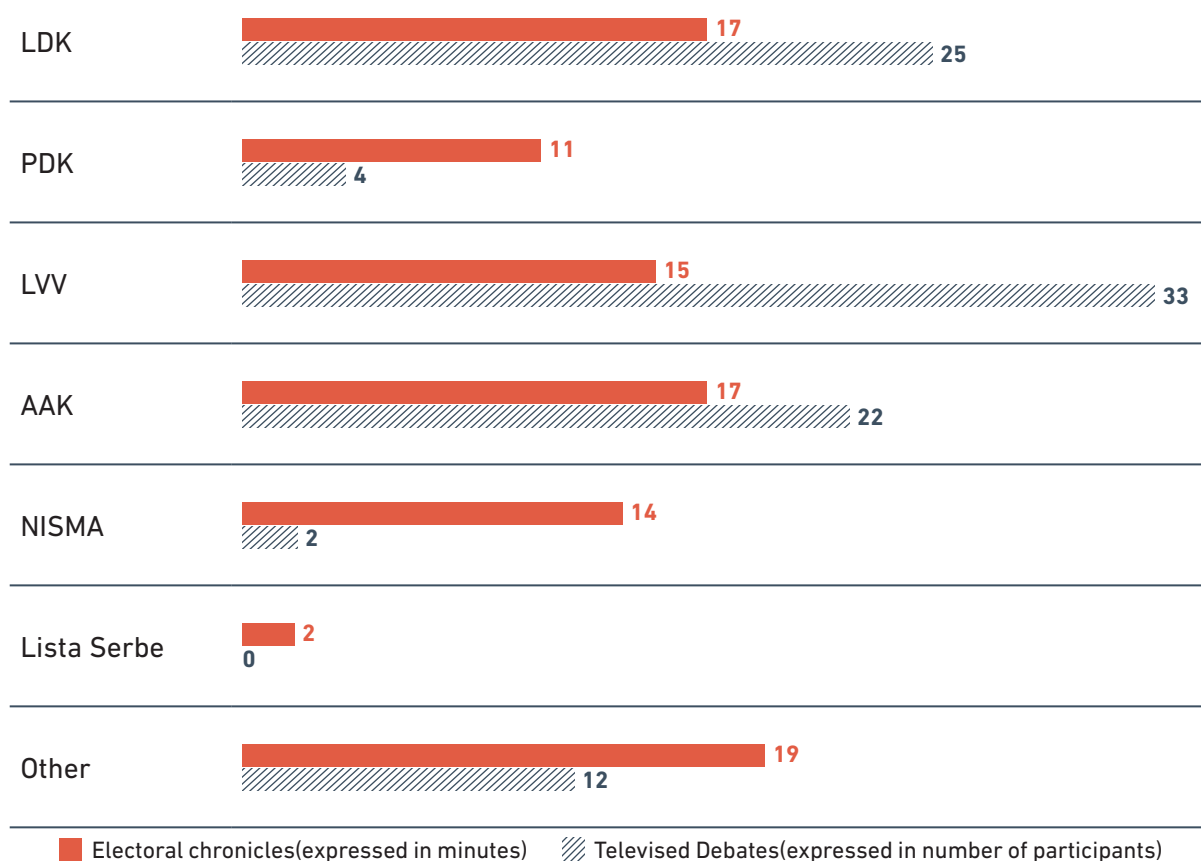
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## Dukagjini television

During the pre-election campaign, Dukagjini Television had a total of over 1 hour of election chronicles, 5 hours of advertising spots and over 2 hours of live broadcasted rallies.

### Electoral chronicles and televised debates

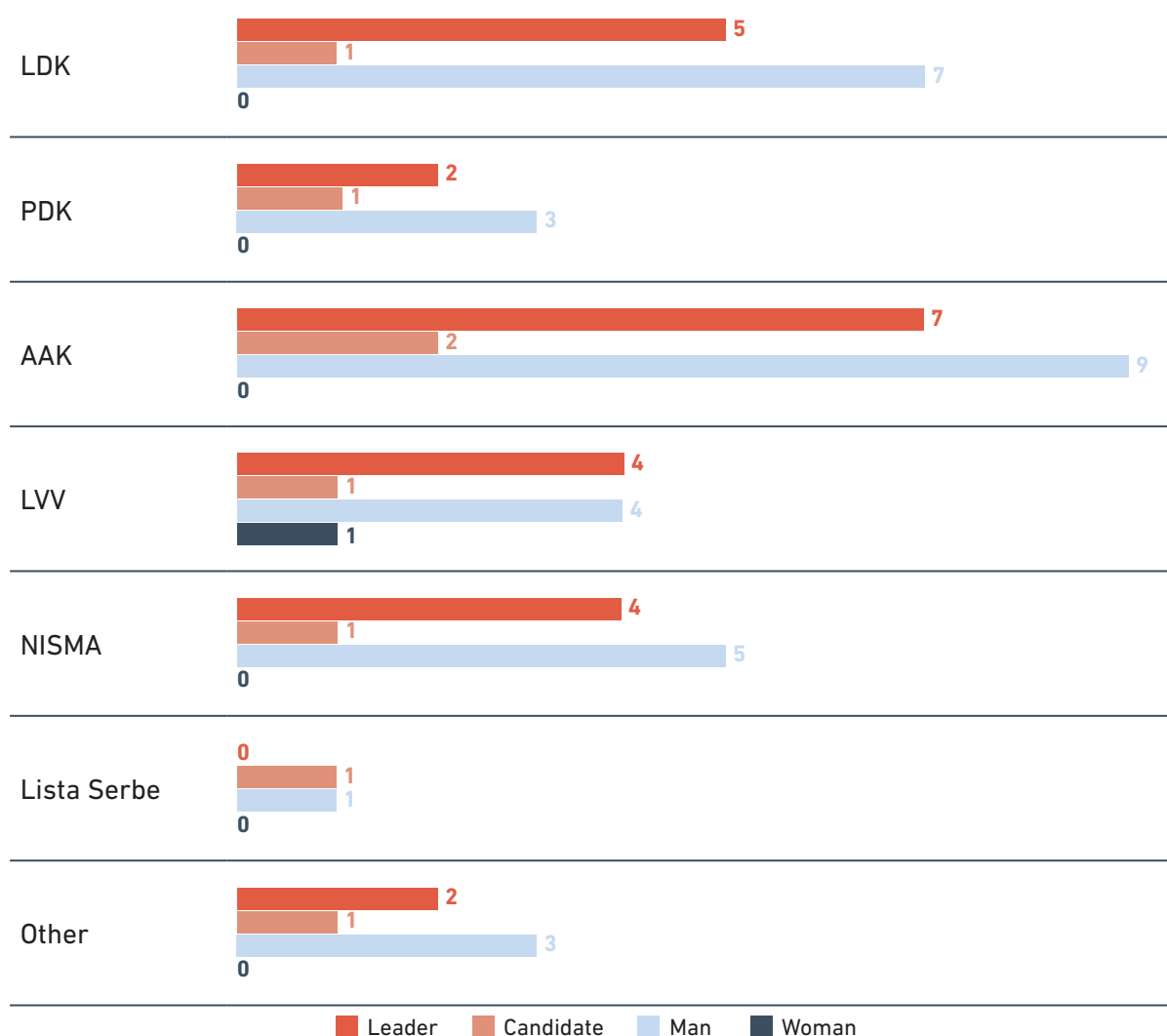
Unlike other televisions, Dukagjini TV has given space in the election chronicles to small entities and those of minorities. The chart below shows the airtime for political entities on this television and the number of participants of political entities in televised debates. Regarding the connotation in the election chronicles monitored on Dukagjini TV, 6 of them had a negative connotation regarding the non-compliance with the measures against the COVID-19 pandemic, where 3 of them were for AAK, 2 for NISMA and 1 for LDK.



**FIG. 32** Space for political entity in terms of election chronicles and televised debates

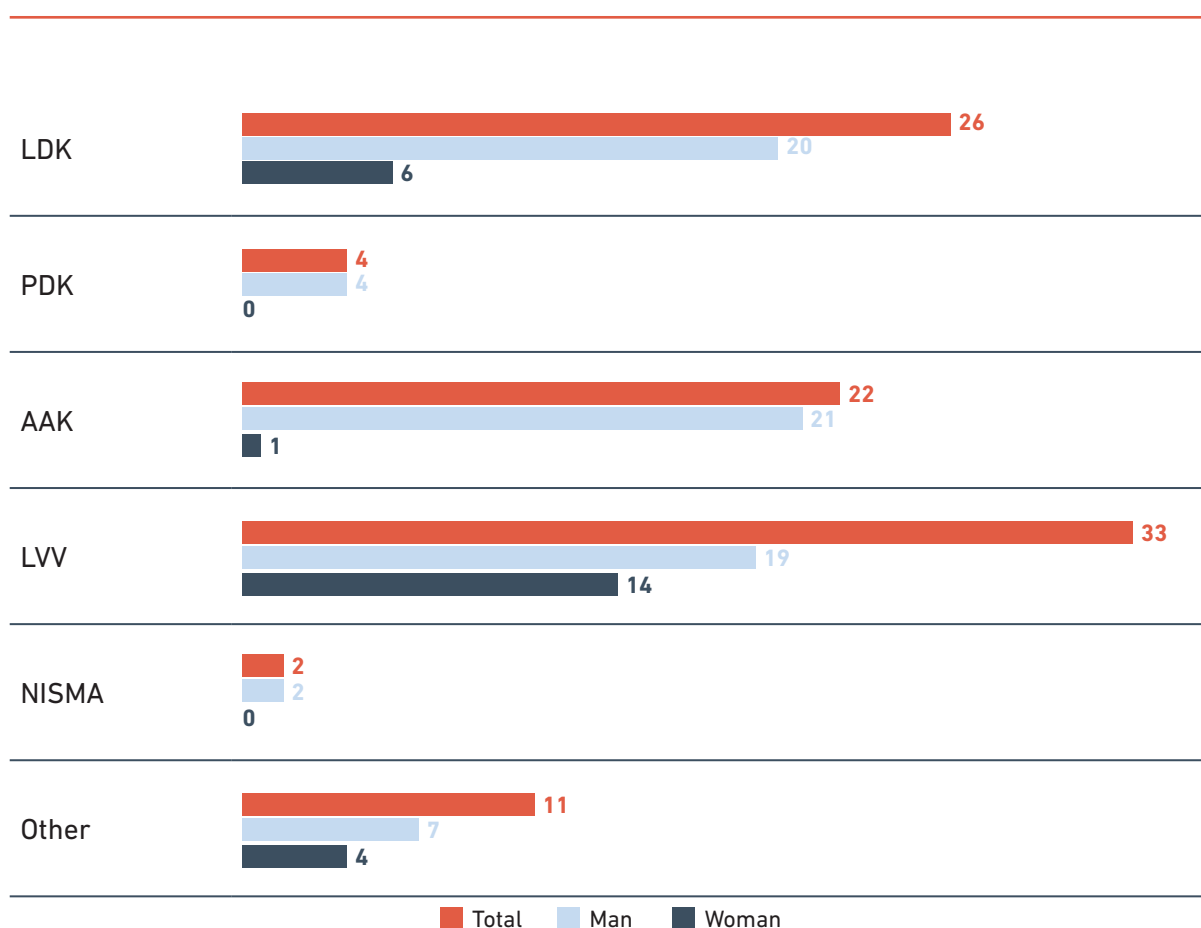
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Whereas, when the airtime was measured in minutes dedicated to entities, in how much space was given in minutes to the candidate for prime minister/leader and candidates for MP's, the chart below shows the same situation as in other televisions.



**FIG. 33** Space in minutes during election chronicles for leader vs candidate, as well as men vs women candidates

During the reporting period, TV Dukagjini had a total of 55 shows of televised debates. The two shows monitored during the reporting period were `Debat Plus` and `Kallxo per nime`. Of these shows, 18 debates were only with analysts, 17 debates were with more entities or candidates, 3 shows for the introduction of a political entity or candidate and 17 shows were of the other category.



**FIG. 34** The number of participants of political entities in debates on TV Dukagjini as well as the number of women and men candidates

In the debates held on TV shows, there were a total of 185 participants in the role of analysts despite the fact that a large number of them were repeated in many of the TV debates.

The programs of political entities were presented in full or in part in only 15 cases.

Advertising spots on TV Dukagjini

The data indicate that TV Dukagjini has broadcasted a total of 149 minutes of advertising spots and 270 minutes of rallies of political entities.

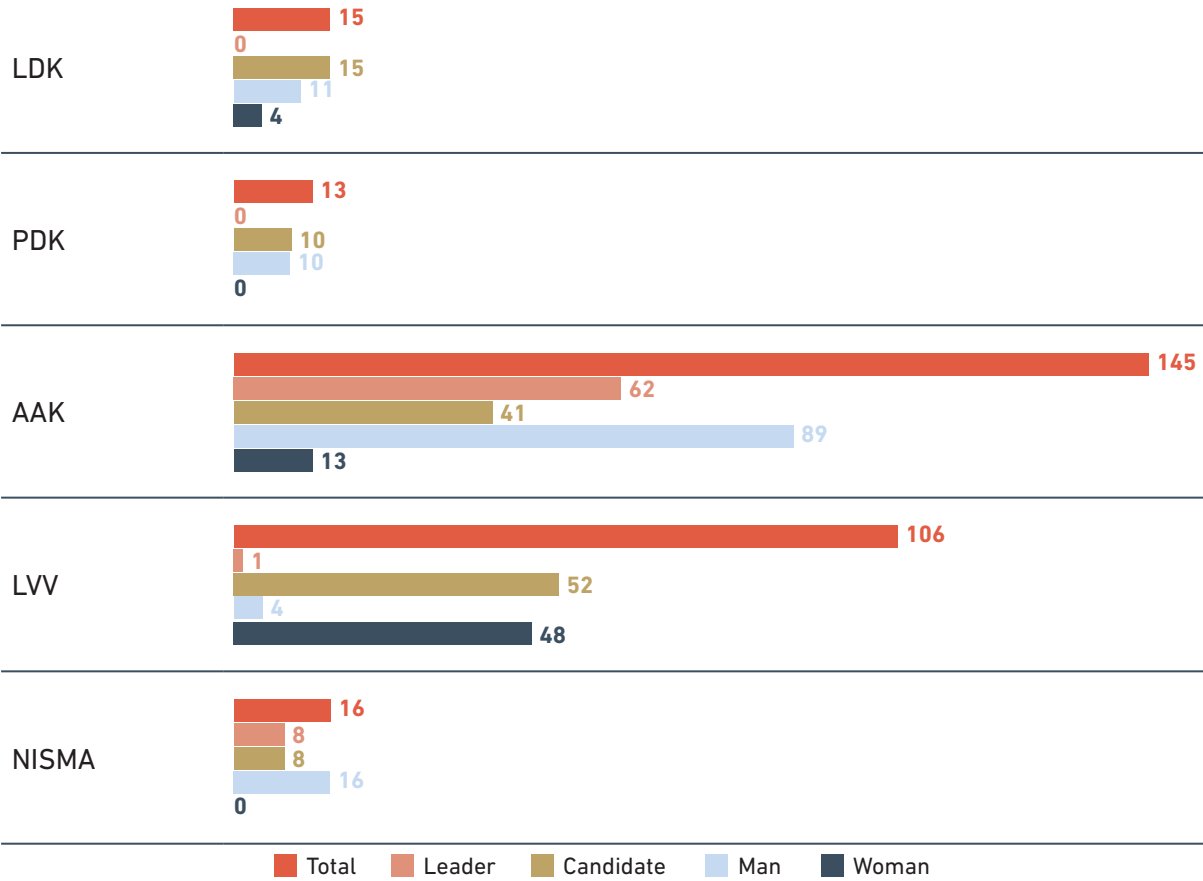


FIG. 35 Airtime of spots for a political entities divided into leader vs candidate, as well as women vs men

TV Dukagjini also broadcasted the election rallies of political entities where AAK had 83 minutes, Nisma 78 and VV 8 minutes.

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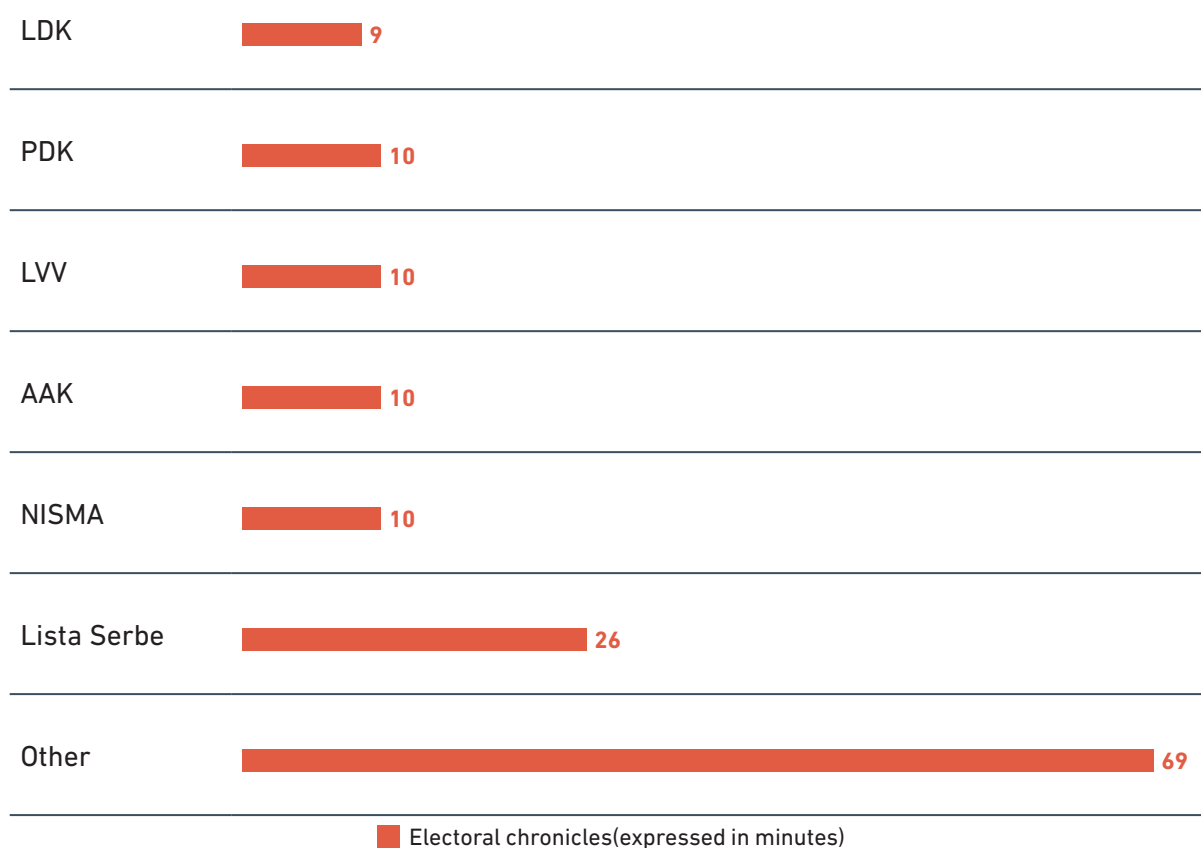
## RTK 2

During the pre-election campaign TV RTK 2 had a total of 144 minutes of election chronicles, about 6 minutes of advertising spots, while there were no live broadcasted rallies.

### Election chronicles and televised debates

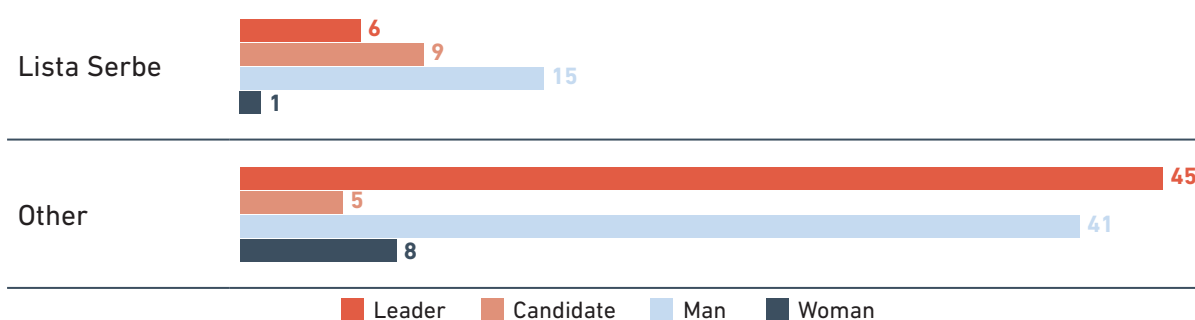
Serbian List and other minority entities had space in the election chronicles for political entities on RTK2, compared to large entities. The minutes according to the chart below indicate the minutes for a political entity on this television and the number of participants of political entities in televised debates. The connotation in the election chronicles on RTK2 has been neutral.

The data received for the two Serbian televisions (RTK 2 and TV PULS) present only 3 debates held on RTK 2.



**FIG. 36** Space for political entities regarding election chronicles and televised debates

RTK 2 also has no difference from other televisions in terms of measuring the airtime in minutes dedicated to the candidate for prime minister / leader and the candidates for MP's.

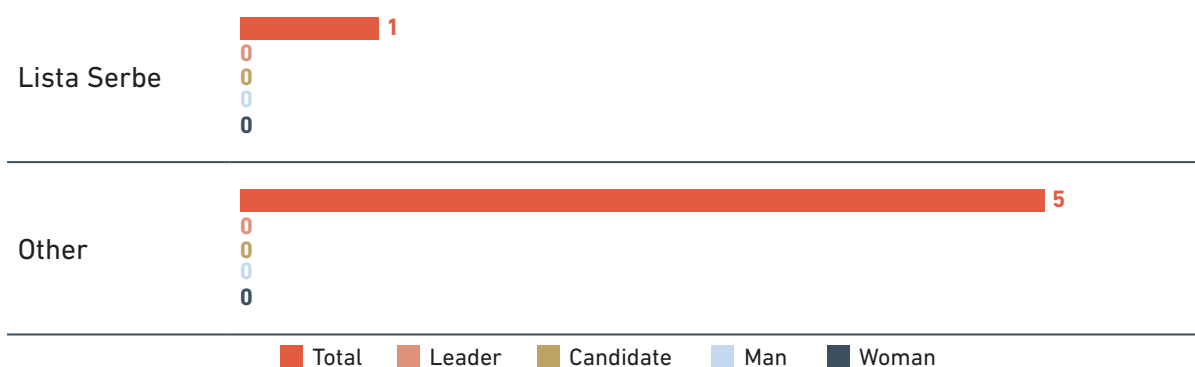


**FIG. 37** Space in minutes during election chronicles for leader vs. candidate as well as men vs. women candidates

The moderator only read about the other political entities, and the voice of the leader or candidate was not heard.

## Advertising spots on RTK 2

The data indicate that RTK 2 broadcasted a total of 6 minutes of advertising spots.



**FIG. 38** Airtime of spots for political entities divided into leader vs candidate and women vs men



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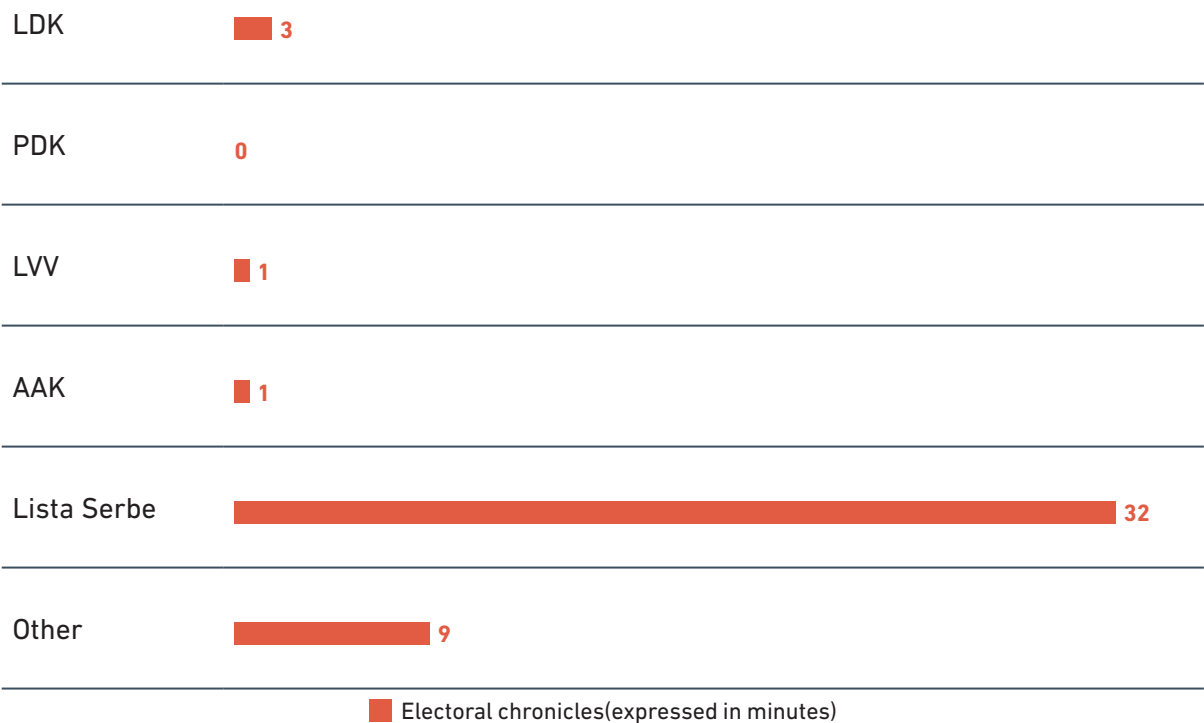
## TV PULS

During the pre-election campaign, TV Puls had a total of 1 hour of election chronicles, about 24 minutes of advertising spots, while there were no live broadcasted rallies.

### Electoral chronicles and televised debates

Unlike other televisions, small and minority entities also had space in the election chronicles for political entities on TV Puls. The chart below indicates the airtime for political entities on this television as well as the number of participants of political entities in televised debates.

The data received for the two Serbian televisions (RTK 2 and TV PULS) present only 3 debates held on RTK 2.



**FIG. 39** Space for political entities regarding election chronicles and televised debates

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When the airtime was measured on TV PULS in the minutes dedicated to the candidates for prime minister / leader and candidates for MP's, the men candidates lead the Serbian List, while in other political entities the minutes are the same for both the candidate / leader and the men candidates.

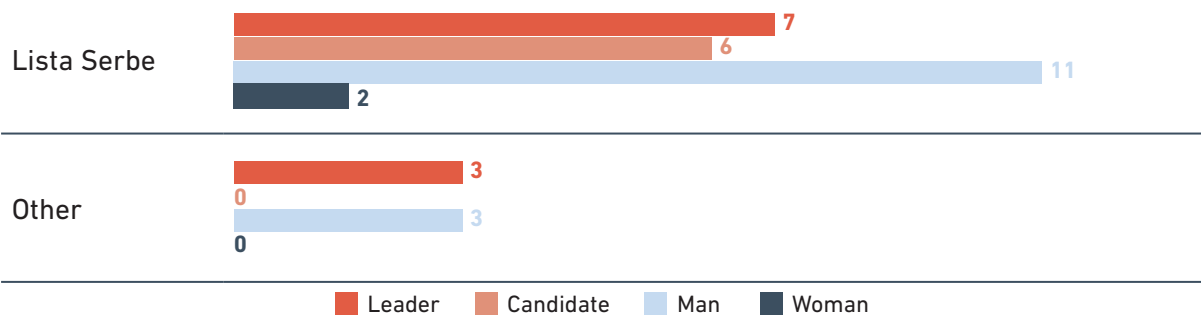


FIG. 40 Space in minutes during election chronicles for leader vs candidate as well as men vs women candidates

The moderator only read about the other political entities, and the voice of the leader or candidate was not heard.

Advertising spots on TV PULS

The data indicate that TV PULS has broadcasted a total of 24 minutes of advertising spots, 3 minutes for the Serbian List, and 21 minutes for “Adriana Hoxhiq of Civic Initiative, United Community”.

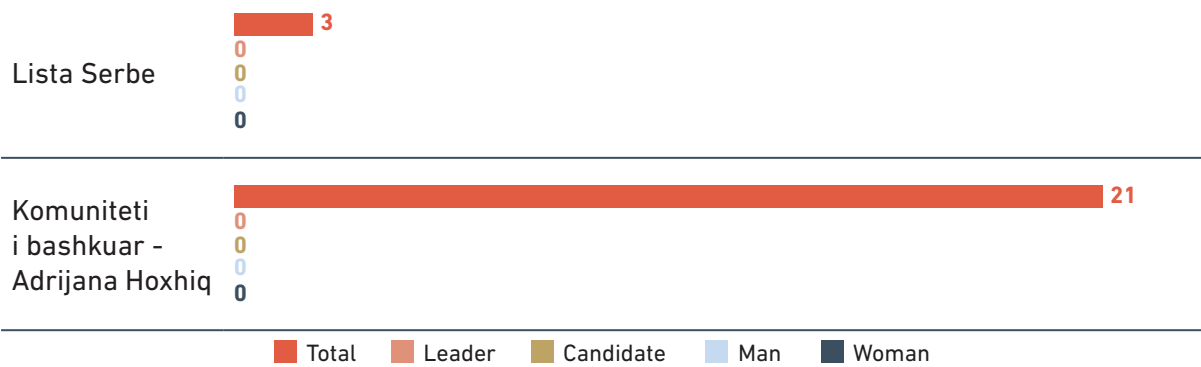


FIG. 41 Airtime of spots for political entities divided into leader vs candidate and women vs men

# Monitoring of "livestream" from the Facebook pages of the portals

DiA has also monitored the duration of election activities broadcasted live or "livestream" through Facebook portals such as: Telegrafi, IndeksOnline, Insajderi, Gazeta Express and T7, Gazeta Blic, KosovaPress, Kanal 10.

From the monitoring of live broadcasts through the Facebook pages of the portals, AAK leads with 1,491 minutes from five portals, followed by LDK with 1,393 minutes from six portals, NISMA with 1,141 from six portals, PDK with 1,134 minutes from six portals, while LVV has only 433 minutes from only four portals. Other political entities did not broadcast live on the portals.

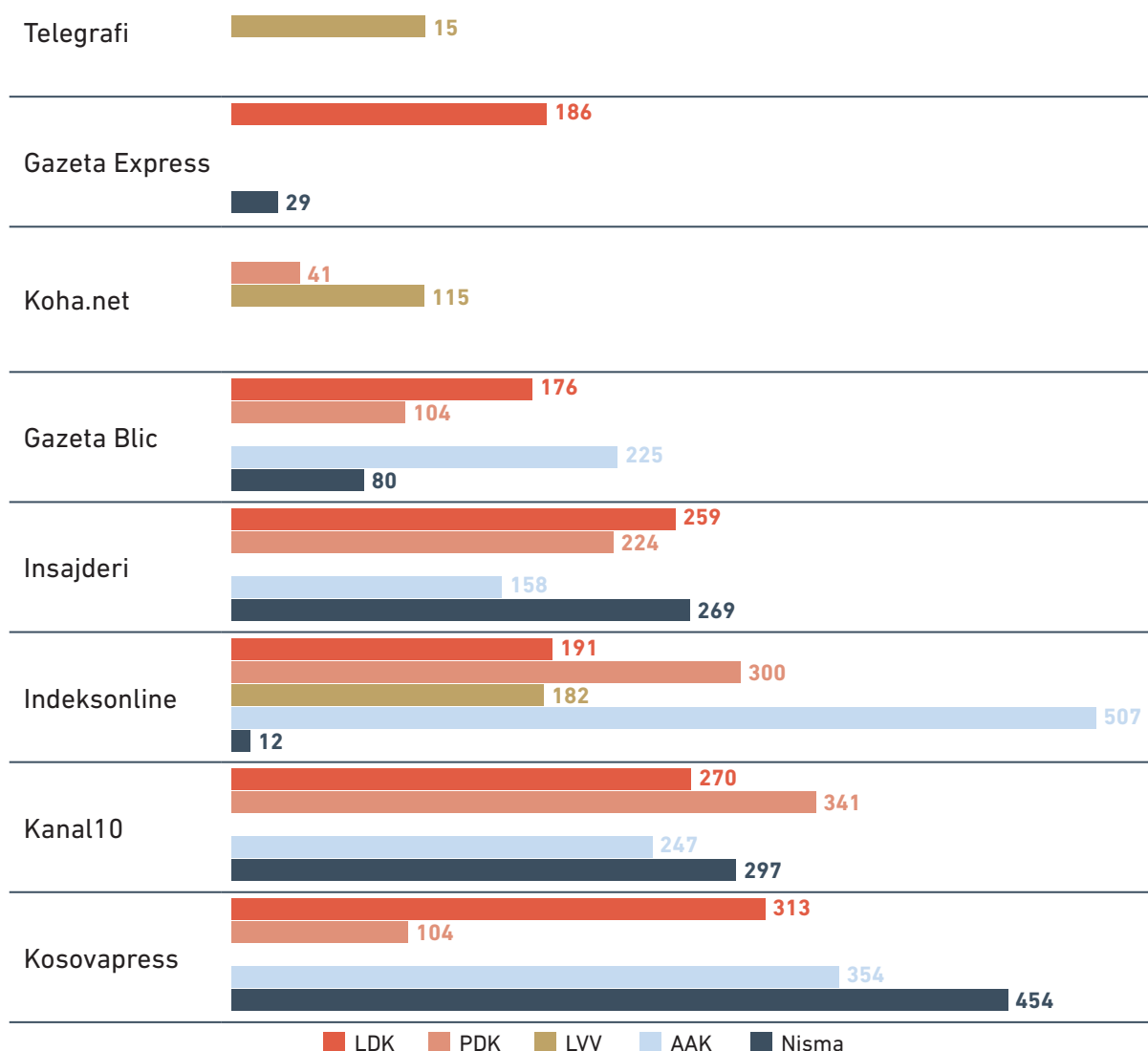


FIG. 42 Livestream minutes from the Facebook pages of the portals.

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# Findings from the monitoring of the official Facebook pages of political entities

Political entities during this election campaign have also used social media, specifically Facebook for their promotion. All entities have had their pages verified as well as the candidates for prime minister. So, only the official pages that are verified by Facebook have been monitored and not the monitoring of other pages that have been created by their supporters. Posts from all official pages of the entities that are part of the coalition have been received from the entities that have been in the coalition.

The monitoring of the official Facebook pages of political entities was done in order to see what kind of posts are made more by political entities, whether all candidates for MPs of each entity are treated equally, with special emphasis on how women candidates for MPs are promoted by their political entities on social media.

## Monitoring of the profiles of political entities and their candidates for prime minister on Facebook

The monitoring analysis is focused on the activity of political entities and their candidates for Prime Minister on social media, the 'reach' they had during the monitoring period, as well as the importance given to (1) the COVID-19 pandemic and (2) women candidates from the ranks of their political entity. The monitoring period includes the dates 13 January - 13 February 2021. The monitoring includes the textual parts of the posts of the above actors, the content of the photos is not analyzed by Senti One.

### Social media accounts monitored:

The Facebook accounts of the following political entities were monitored:

- Lëvizja Vetëvendosje
- Partia Demokratike e Kosovës
- Lidhja Demokratike e Kosovës
- Aleanca për Ardhmërinë e Kosovës
- Nisma Socialdemokrate

As well as those of candidates for prime minister or leaders of political entities:

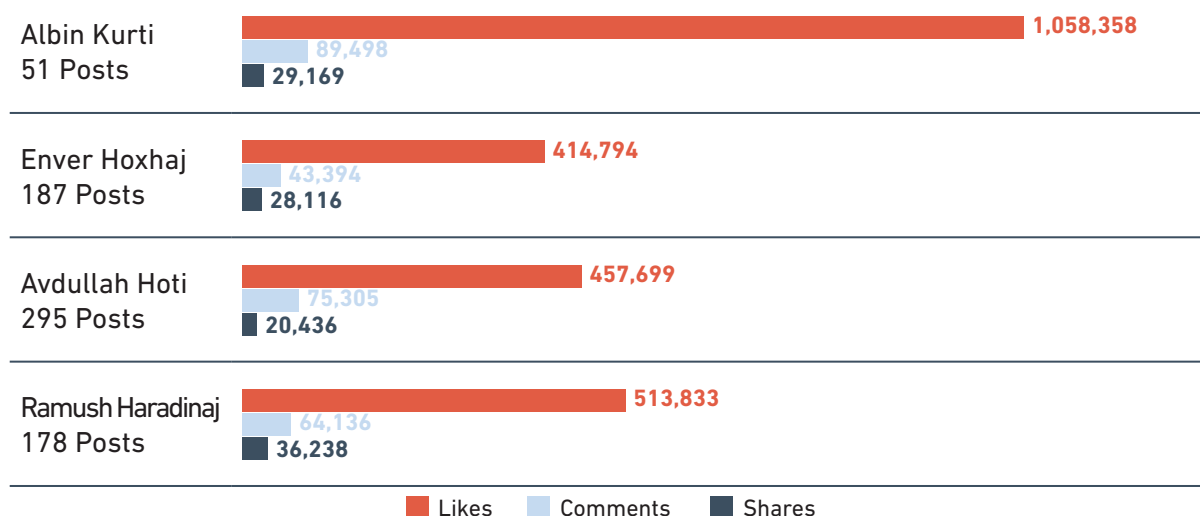
- Albin Kurti
- Enver Hoxhaj
- Avdullah Hoti
- Ramush Haradinaj

The candidate for prime minister from the ranks of the “Nisma Social demokrate” did not have an active official facebook during the monitoring period.

The monitoring of posts regarding the COVID-19 pandemic was done through keywords, by researching the posts of the accounts of the political entities as above that mentioned in one form or another the words COVID, virus, pandemic, etc.

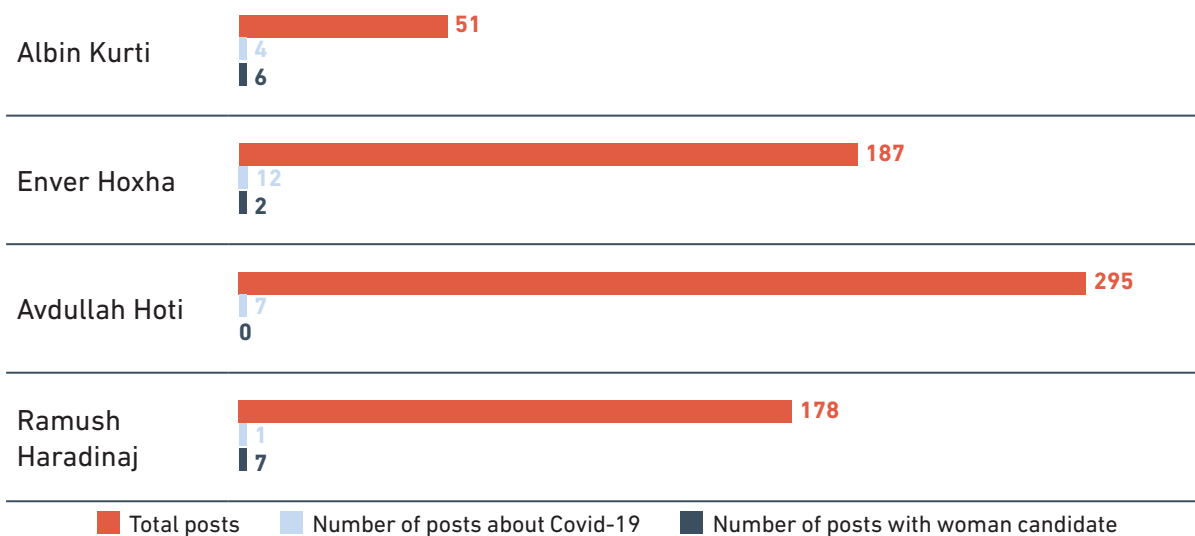
The monitoring of the posts that mentioned “women who have run for MPs from the ranks of political entities” was done by monitoring the textual part of the posts. So the names mentioned in the posts are calculated both in simple form and through the ‘Tag’ option. The mentioned women, who were not part of the electoral lists, were not reported despite the fact that there were some such cases either from meetings, memberships or meetings held.

From the chart below you can see the reach (likes, comments and shares) that the candidates for prime minister had from the ranks of political entities or in the absence of candidates for prime minister, the leaders of political entities on the official pages of the social media Facebook.



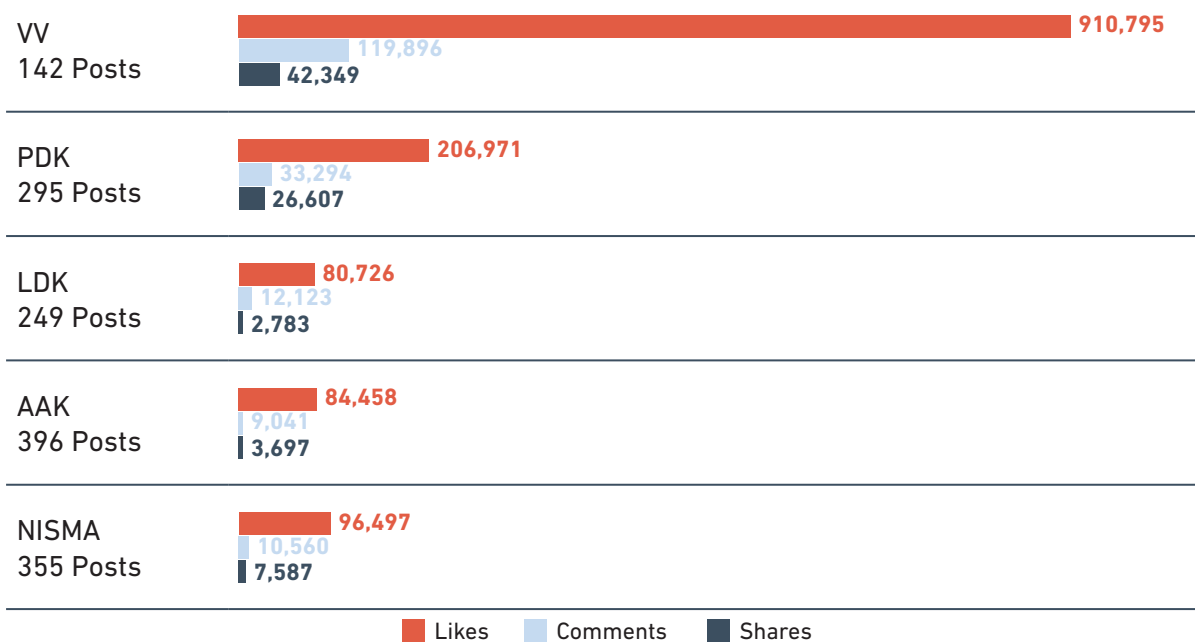
**FIG. 43** Number of posts by prime ministerial candidates and their likes, comments and shares

From the chart below you can see the comparisons between total posts, posts that in one form or another have mentioned terminology related to the COVID-19 pandemic, as well as posts that have mentioned at least one women candidate for MP from the ranks of political entities of candidates for prime minister or in the absence of candidates for prime minister, leader of political entities on the official pages of the social media Facebook.



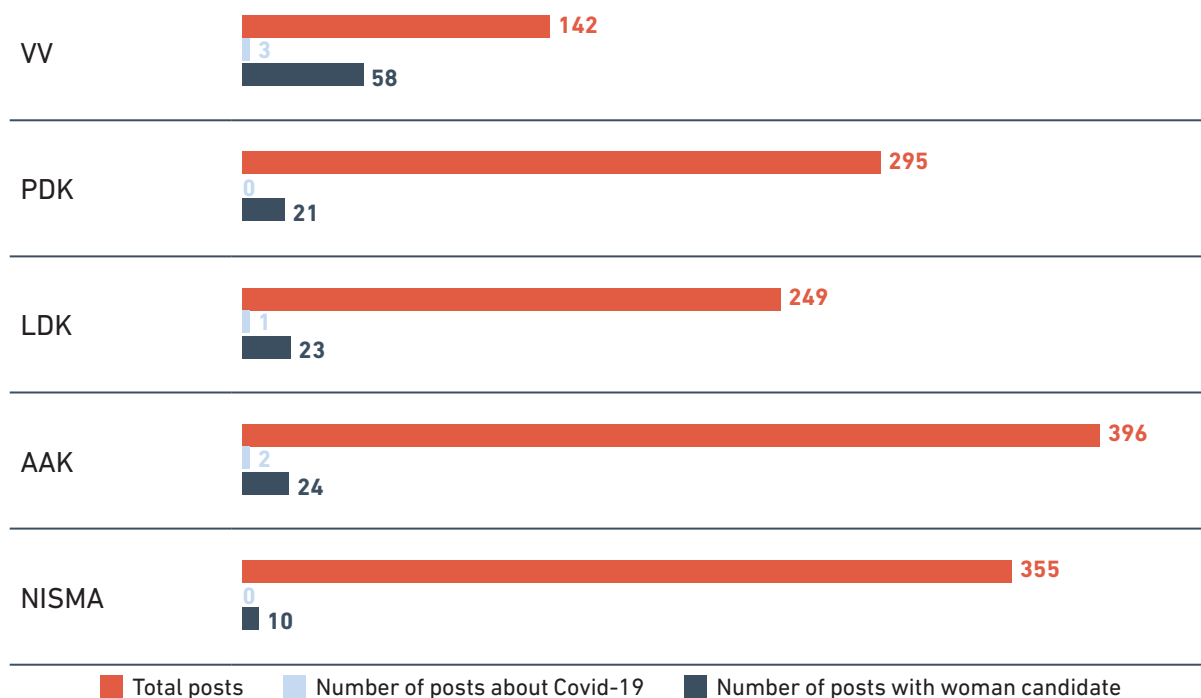
**FIG. 44** Number of posts by candidates for prime minister, how many of them mentioned women and the COVID-19 pandemic

From the chart below you can see the reach (likes, comments and shares) that the official social media pages had on Facebook of political entities.



**FIG. 45** Number of posts from the official pages of political entities

The chart below shows the comparisons between total posts, posts that in one form or another have mentioned terminology related to the COVID-19 pandemic, as well as posts that have mentioned at least one woman candidate for MP, from the official page of the social media Facebook of political entities.

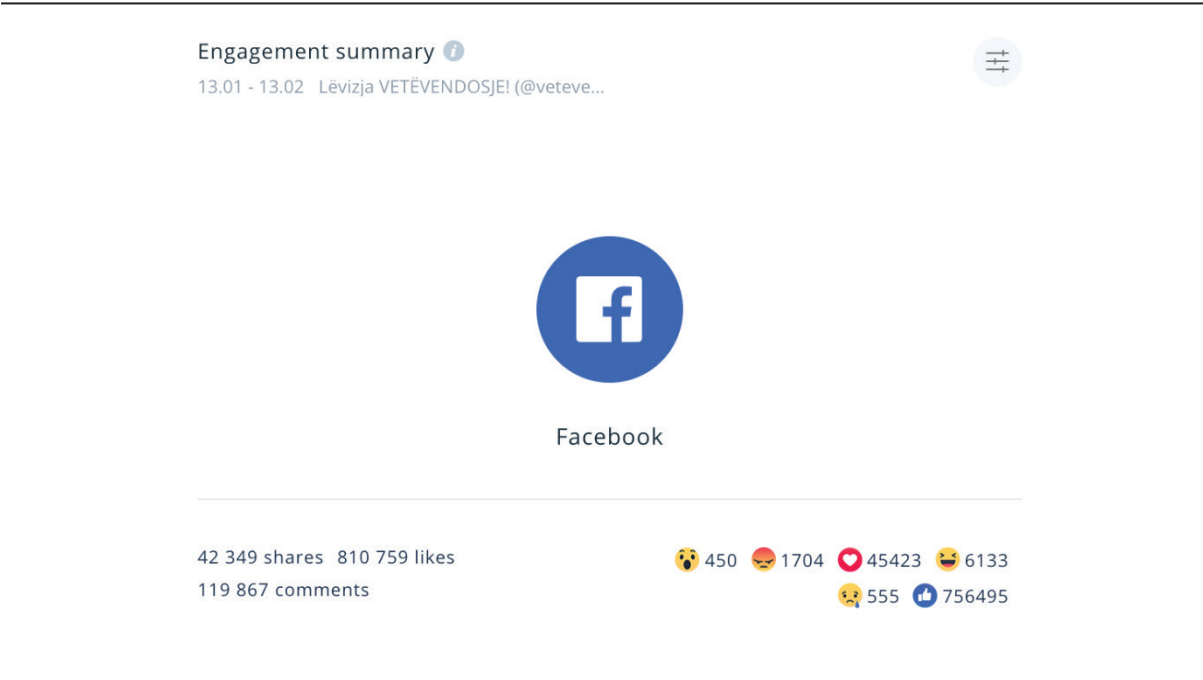


**FIG. 46** Number of posts from official pages of political entities, how many of them mentioned women and the COVID-19 pandemic

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# “Lëvizja Vetëvendosje” (Self-Determination Movement)

The social media Facebook of “Lëvizja Vetëvendosje” during the monitoring period from January 13 to February 13 had a total of 142 posts. These posts received a total of 119,896 comments, 42,349 shares, and 910,759 likes.



**FIG. 47** Number of posts from the official page of LVV

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Out of a total of 142 posts, only 3 of them in one form or another mentioned the COVID-19 pandemic.

Out of a total of 142 posts on the official account of the Self-Determination Movement, the women candidates for MPs from the ranks of this party have been mentioned 171 times. 25 posts mentioned only one woman candidate for MP and 32 posts mentioned two or more women candidates for MP from the ranks of Self-Determination Movement. In one post LVV mentioned a total of 41 women, a post which listed all the candidates for MP from LVV. Out of 171

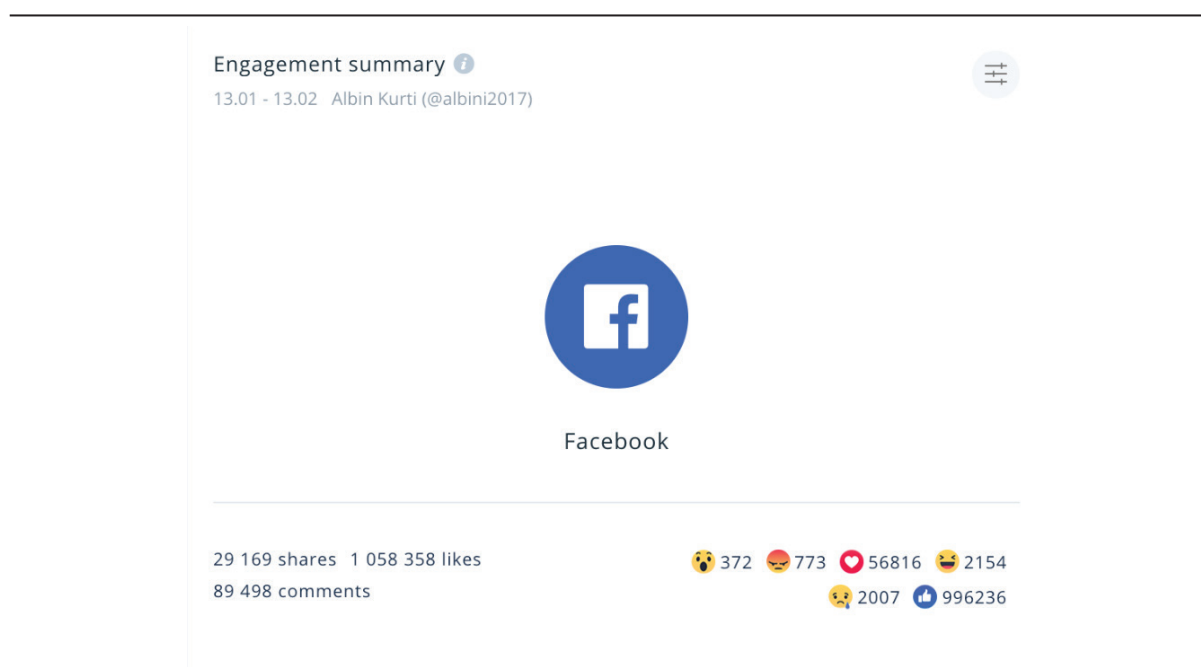


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women in total mentioned during the posts (except the post where all the candidates are mentioned) 35 times in a unique form (mentioned at least once) are mentioned the women candidates from the ranks of LVV in these posts, the rest are repetitions.

## Albin Kurti

The Facebook social media of the candidate for prime minister from the ranks of Self-Determination Movement, Albin Kurti, during the monitoring period January 13 - February 13, it had a total of 51 posts with which he achieved a record of 'reach'. These posts received a total of 89,498 comments, 29,169 shares, and 1,058,358 likes.



**FIG. 48** Number of posts from Albin Kurti's official facebook page.

Out of a total of 51 posts, only 4 of them in one form or another mentioned the COVID-19 pandemic.

Out of a total of 51 posts on Albin Kurti's official account, 46 women were mentioned from the lists of candidates for MPs of the Self-Determination Movement, 41 of them are from a post which counts all the candidates of the Self-Determination Movement and the other 5 are from individual posts that mention only one woman MP, mainly from the introduction of their membership in a political entity. Out of 51 women mentioned during the posts (except for the comprehensive posting of candidates) 5 times in a unique form (mentioned at least once) women candidates from the ranks of LVV were mentioned.

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## Partia Demokratike e Kosovës (Democratic Party of Kosovo)

The Facebook social media of the Democratic Party of Kosovo during the monitoring period from January 13 to February 13 had a total of 292 posts. These posts received a total of 33,294 comments, 26,607 shares, and 206,971 likes.

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### Engagement summary

13/01 - 13/02 Partia Demokratike e Kosovës - ...



Facebook

26 607 shares 223 290 likes  
35 321 comments

 63  700  2257  2363  57  
 217850

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**FIG. 49** Number of posts from the official facebook page of PDK

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Out of a total of 292 posts, only 1 of them mentioned the COVID-19 pandemic in one form or another.

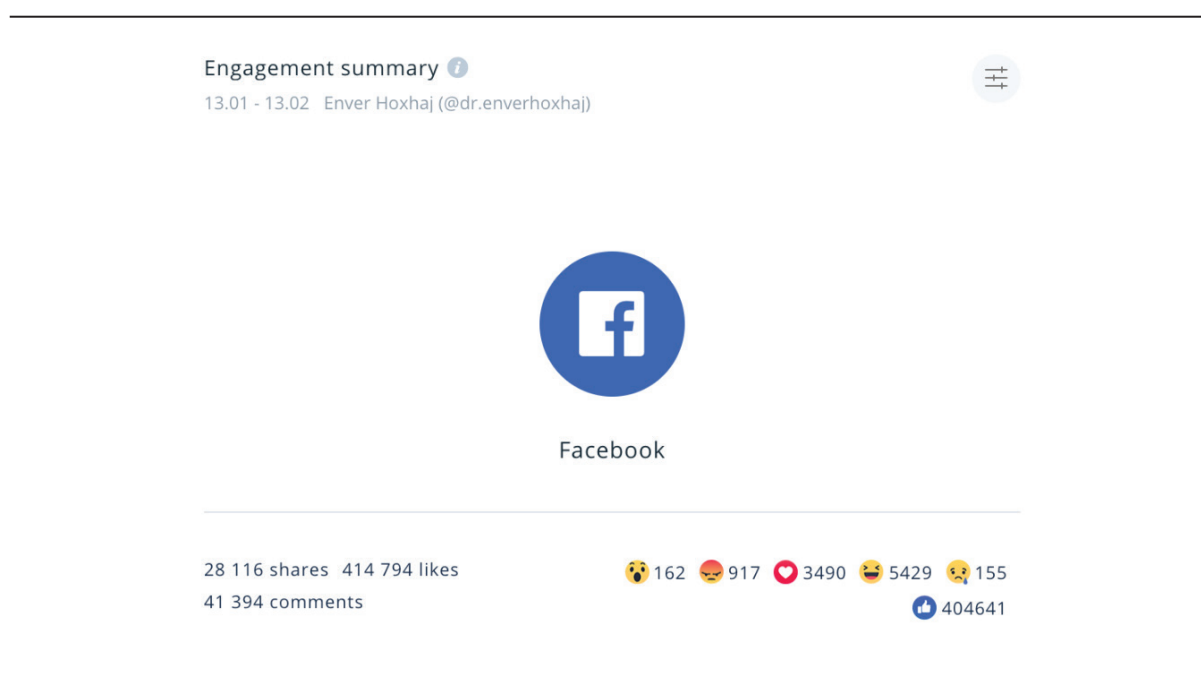
From all the posts in the official account of the Democratic Party of Kosovo, women candidates for MPs from the ranks of this political entity have been mentioned 23 times. In 19 posts only one woman candidate for MP was mentioned, and 2 posts mentioned two or more women candidates for MP from the ranks of the Democratic Party of Kosovo, mainly posts for announcement of participation in TV shows. Out of 23 women mentioned during the posts, 7 times

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in a unique form (mentioned at least once) women candidates from the ranks of PDK are mentioned in these posts, the rest are repetitions.

## Enver Hoxhaj

The Facebook social media of the candidate for prime minister from the ranks of the Democratic Party of Kosovo, Enver Hoxhaj, during the monitoring period had a total of 187 posts. These posts received a total of 43,394 comments, 28,116 shares, and 414,794 likes.



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**FIG. 50** Number of posts from the official facebook page of Enver Hoxhaj

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Out of a total of 187 posts, 12 of them in one form or another mentioned the COVID-19 pandemic.

Out of a total of 187 posts on the official account of Enver Hoxhaj, only 3 women were mentioned from the lists of candidates for MP of the Democratic Party of Kosovo. 1 post mentions one woman MP, whereas another 1 only 2 women MPs, mainly from participating in PDK activities. Of the 3 women mentioned during the posts, 2 times in a unique form (mentioned at least once) were mentioned women candidates from the ranks of PDK.

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# Lidhja Demokratike e Kosovës

## (Democratic League of Kosovo)

The Facebook social media of the Democratic League of Kosovo during the monitoring period from January 13 to February 13 had a total of 249 posts. These posts received a total of 12,123 comments, 2,783 shares, and 80,726 likes.

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Engagement summary ⓘ

13.01 - 13.02 Lidhja Demokratike e Kosovës (...)



Facebook

2 783 shares 80 726 likes  
12 123 comments

👁️ 26 🗨️ 407 ❤️ 1364 😂 1282 🙄 123  
👍 77524

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**FIG. 51** Number of posts from the official facebook page of LDK

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Out of a total of 249 posts, only 1 of them mentioned the COVID-19 pandemic in one form or another.

Out of a total of 249 posts on the official account of the Democratic League of Kosovo, 62 women candidates for MPs have been mentioned from the ranks of this political entity. In 21 posts, only one woman candidate for MP was mentioned, whereas 2 posts mentioned two or more women candidates for MP from the ranks of the Democratic

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League of Kosovo, mainly posts for announcement for participation in TV shows. One post mentioned a total of 33 women, a post which listed all the candidates for MP from the LDK. Out of 62 women in total mentioned during the posts (except the post where all the candidates are mentioned) 14 times in a unique form (mentioned at least once) the women candidates from the ranks of LDK are mentioned in these posts, the rest are repetitions.

## Avdullah Hoti

The Facebook social media of the candidate for prime minister from the ranks of the Democratic League of Kosovo, Avdullah Hoti, during the monitoring period had a total of 295 posts. These posts received a total of 75,305 comments, 20,436 shares, and 457,699 likes.



Out of a total of 295 posts, 7 of them in one form or another mentioned the COVID-19 pandemic.

Out of a total of 295 posts on Avdullah Hoti's official account, not a single women candidate for MP from the ranks of the Democratic League of Kosovo has been mentioned.

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# Aleanca për Ardhmërinë e Kosovës

(Alliance for the Future of Kosovo)

The Facebook social media of the Alliance for the Future of Kosovo during January 13 - February 13, had a total of 396 posts. These posts received a total of 9,041 comments, 3,697 shares, and 84,458 likes.

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## Engagement summary

13.01 - 13.02 Aleanca për Ardhmërinë e Kosov...



Facebook

3 697 shares 84 458 likes  
9 041 comments

 43  217  580  1013  26  
 82589

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**FIG. 53** Number of posts from the official facebook page of AAK

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Out of a total of 396 posts, only 2 of them mentioned the COVID-19 pandemic.

Out of a total of 396 posts in the official account of the Alliance for the Future of Kosovo, women candidates for MP from the ranks of this political entity have been mentioned 24 times. In 24 posts it mentioned only one woman candidate for MP from the ranks of the Alliance for the Future of Kosovo, mainly posts for announcement for participation

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in TV shows. Out of 24 women in total mentioned during the posts, 7 times in a unique form (mentioned at least once) women candidates from the ranks of AAK are mentioned in these posts, the rest are repetitions.

## Ramush Haradinaj

The Facebook social media of the candidate for president and leader of the political entity Alliance for the Future of Kosovo, Ramush Haradinaj, had a total of 178 posts during the monitoring period. These posts received a total of 64,136 comments, 36,238 shares, and 513,833 likes.



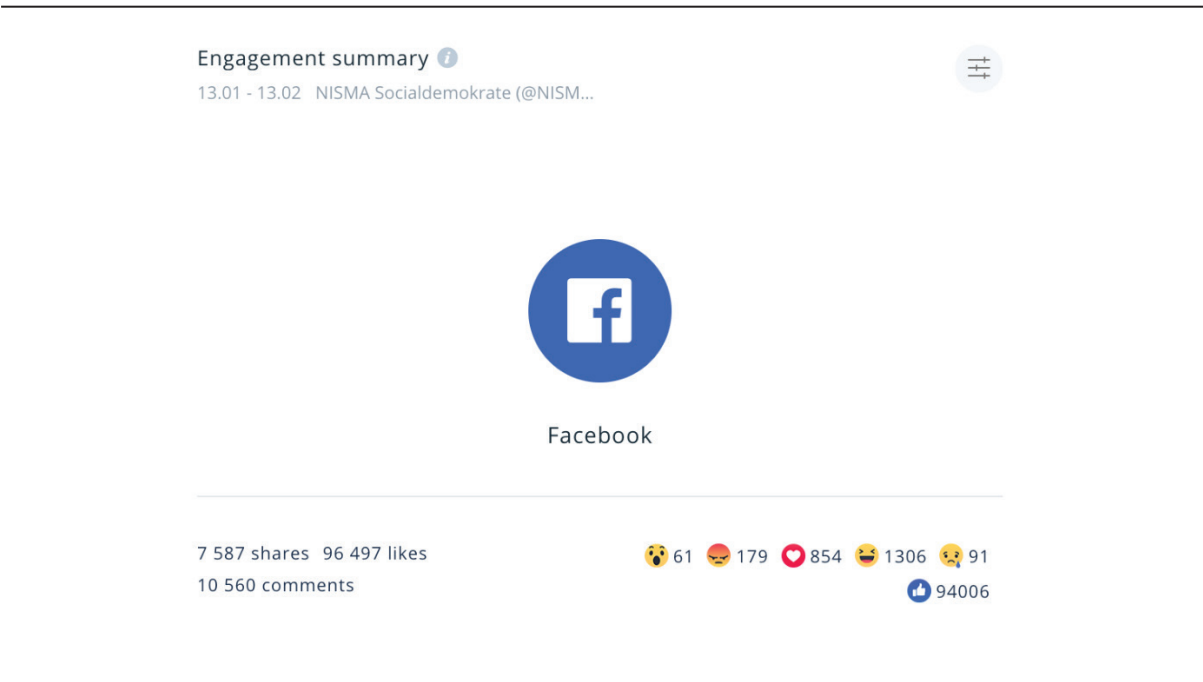
Out of a total of 178 posts, only 1 post in one form or another mentions the COVID-19 pandemic.

Out of a total of 178 posts on Ramush Haradinaj's official account, 13 women were mentioned from the lists of candidates for MPs of the Alliance for the Future of Kosovo. In 5 posts a woman MP is mentioned, while 2 others mention 2 or more women MPs mainly from participating in AAK activities. Out of 13 women in total mentioned during the posts, 13 times in a unique form (mentioned at least once) are mentioned women candidates from the ranks of AAK in these posts.

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# Nisma Socialdemokrate (Social Democratic Initiative)

The Facebook social media of the Social Democratic Initiative during the monitoring period had a total of 355 posts. These posts received a total of 10,560 comments, 7,587 shares, and 96,497 likes.



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**FIG. 55** Number of posts from the official facebook page of NISMA

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None of the 355 posts by NISMA mentioned the COVID-19 pandemic in one form or another.

Out of a total of 355 posts on the official account of the Social Democratic Initiative, 42 women candidates for MPs have been mentioned from the ranks of this political entity. 9 posts mentioned only one woman candidate and in one post a total of 33 women were mentioned, a post which listed all the candidates for MP from NISMA. Out of 42 women in total mentioned during the posts (except the post where all the candidates are mentioned) 4 times in a unique form (mentioned at least once) the women candidates from the ranks of NISMA are mentioned in these posts, the rest are repetitions. The candidate for prime minister from the ranks of the Social Democratic Initiative, Fatmir Limaj did not have active verified accounts on Facebook during the monitoring period.



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# Independent Media Commission during the elections

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

The IMC has held two board meetings during these elections, unlike previous elections which did not hold any meetings during the election campaign period. Although in the first meeting, among other things, the preparations for the elections were discussed, in the second meeting on 11 February, decisions were made regarding the violations by the media before and during the election campaign.

Five (5) television media outlets were served with warning for violations committed before the official start of the campaign and 8 television stations were fined for legal violations during the election campaign, namely Article 14 paragraph 5 of IMC Regulation 2017/07 on Commercial Audio-visual Communications of which stipulates that "Political entities and coalitions shall not be sponsors of audio-visual programs except during the time of electoral promotion in accordance with a special act." The following televisions were served with warning for this violation: Kanal 10, Klan Kosova, KTV, RTK1, and T7.

Whereas for the cases of legal violations by eight televisions during the official period of the election campaign, the IMC had imposed fines ranging from 2000 euros to 7500 euros.

In almost every decision taken by the IMC for these violations, it has been emphasized that the aggravating measure has been the fact that the televisions in question have failed to act in accordance with the legal acts provided during the 2019 elections.

This highlights once again that the Law on IMC and by-laws need to be reviewed and adapted to the circumstances.

Kanal 10 <sup>4</sup>	Fine - 5000 €
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Split screen advertising on Prime Time and Politiko shows - which is prohibited by Article 12 paragraph 1 of the IMC Regulation 2017/07	Sponsorship of Prime Time and Politiko shows when dealing with current issues - which is in violation of Article 31 paragraph 4 of the Law 04/L-44 on IMC	Placement of products in Prime Time and Politiko shows - which is prohibited by Article 15 of Regulation IMC-2017/07 on Commercial Audio-visual Communications
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T7 <sup>5</sup>	Fine - 5000 €
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Split screen advertising on Pressing and Kosovo Votes shows - which is prohibited by Article 12 paragraph 1 of the IMC Regulation 2017/07	Sponsorship of Pressing and Kosovo Votes shows where current issues are addressed - which is in violation of Article 31 paragraph 4 of the Law on IMC 04/L-44	Placement of products in the shows Pressing and Kosovo Votes - which is prohibited by Article 15 of IMC Regulation-2017/07 on Commercial Audio-visual Communications	Broadcasting of videos without being identified as paid or unpaid - which is prohibited by Article 49 paragraph 6 of the Law on Elections No. 03/L-073
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Dukagjini <sup>6</sup>	Fine - 7500 €
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Broadcasting of paid videos and space sponsored but without clearly identifying the organization or individual - which is prohibited by Article 49 paragraph 6 of the Law on Elections No. 03/L-073	Sponsorship of Debat Plus shows where current issues are addressed - which is in violation of Article 31 paragraph 4 of the Law on IMC 04/L-44	Placement of products on Debat Plus shows - which is prohibited by Article 15 of IMC Regulation-2017/07 on Commercial Audio-visual Communications	Split screen advertising on Debat Plus shows - which is prohibited by Article 12 paragraph 1 of the IMC Regulation 2017/07
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Klan Kosova <sup>7</sup>	Fine - 5000 €
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Split screen advertising in Rubikon and Info Magazine shows - which is prohibited by Article 12 paragraph 1 of the IMC Regulation 2017/07	Sponsorship of Rubikon and Info Magazine shows which deals with current issues - which is in violation of Article 31 paragraph 4 of the Law on IMC 04/L-44	Placement of products on Rubikon and Info Magazine shows - which is prohibited by Article 15 of IMC Regulation - 2017/07 on Commercial Audio-visual Communications
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4 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_171%20Kanal%2010%20KPM%20Vendim.pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_171%20Kanal%2010%20KPM%20Vendim.pdf)

5 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_166%20TE%207%20KPM%20Vendim.pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_166%20TE%207%20KPM%20Vendim.pdf)

6 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_173%20TV%20Dukagjini%20KPM%20Vendim\(1\).pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_173%20TV%20Dukagjini%20KPM%20Vendim(1).pdf)

7 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_170%20Klan%20Kosova%20KPM%20Vendim.pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_170%20Klan%20Kosova%20KPM%20Vendim.pdf)

**KTV<sup>8</sup>****Fine - 5000 €**

Sponsorship of the Interaktiv show which deals with current issues - which is in violation of Article 31 paragraph 4 of the Law on IMC 04/L-44

Placement of products in the shows Zgjedhjet në Kohë - Interaktiv - which is prohibited by Article 15 of IMC Regulation - 2017/07 on Commercial Audio-visual Communications

**RTK<sup>9</sup>****Fine - 5000 €**

Broadcasting of videos without defining whether it is paid or not and also in paid videos the organization or individual is not clearly identified - which is prohibited by Article 49 paragraph 6 of the Law on Elections No. 03/L-073

Split screen advertising in the show "Election Analysis 2021" - which is prohibited by Article 12 paragraph 1 of the IMC Regulation 2017/07

**Syri i Vizionit<sup>10</sup>****Fine - 2000 €**

Broadcasting of videos without defining whether it is paid or not and also in video spots the organization or individual is not clearly identified - which is prohibited by Article 49 paragraph 6 of the Law on Elections No. 03/L-073

**TV PULS<sup>11</sup>****Fine - 2000 €**

Broadcasting of videos without defining whether it is paid or not and also in video spots the organization or individual is not clearly identified - which is prohibited by Article 49 paragraph 6 of the Law on Elections No. 03/L-073

8 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_169%20KTV%20KPM%20Vendim.pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_169%20KTV%20KPM%20Vendim.pdf)

9 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_168%20RTK%201%20KPM%20Vendim.pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_168%20RTK%201%20KPM%20Vendim.pdf)

10 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_167%20TV%20Syri%20Vizion%20KPM%20Vendim.pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_167%20TV%20Syri%20Vizion%20KPM%20Vendim.pdf)

11 [https://www.kpm-ks.org/assets/cms/uploads/files/2102\\_172%20TV%20Puls%20KPM%20Vendim.pdf](https://www.kpm-ks.org/assets/cms/uploads/files/2102_172%20TV%20Puls%20KPM%20Vendim.pdf)

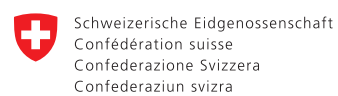
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# Recommendations

DiA based on media monitoring during the election campaign for Early Elections issued the following recommendations:

- The media in Kosovo must strictly implement the Law on General Elections in Kosovo, specifically Chapter VIII which specifies the behavior of the media during the elections;
- The Government of Kosovo should start amending the Law on IMC, an amendment that paves the way for changes in the bylaws of this institution. The problematic area that continues to be covered by the media is the sponsorship of current events, product placement, split screen advertising.
- The media must respect the Code of Ethics for Media Service Providers IMC 2016/03 and the IMC Regulation 2017/07 on Commercial Audio-Visual Communications during election campaigns;
- Political entities should treat all media equally, and not make selections regarding participation in televised debates.
- Political entities should encourage more women candidates to participate in televised debates.
- Political entities should also promote women candidates on social media.





Federal Department of Foreign Affairs FDFA