

Kosovo's Public Broadcaster – Insufficient Editorial Independence and Management Competence

Driton Qeriqi

Introduction to the Kosovo case

During the last two decades the media market in Kosovo has been going around in circles in an attempt to achieve quantitative growth, expansion and financial sustainability. Financial volatility, in particular, is a reflection of the economy of Kosovo, which is highly unstable. Despite the narrow market, Kosovo has 164 audio-visual media channels, licensed by the Independent Media Commission, that broadcast their content terrestrially and/or via 39 cable operators. The number of daily newspapers has declined to 5, and only 4 of these are members of the Kosovo Press Council, the self-regulation body. No precise data is available about the number of online media but according to a rough estimate of the Kosovo Press Council approximately 250 online media (news portals) currently operate in Kosovo. Only 28 online media have joined the Kosovo Press Council as members.

The chairperson of the Kosovo Press Council Imer Mushkolaj recently stated:

'Online media are currently expanding, which creates a number of problems. Anybody may launch a web portal, without there being any reliable information about the portal's owners and backers. These cases, as well as 'fake news', should come under the scrutiny of security and investigative bodies because only registered media should be allowed to operate.'

Despite this, the impact of the media in question is disproportionately high on account their rapid growth and strong dominance. According to data published by the Kosovo Statistics Agency in 2018 internet penetration in Kosovo households reached 93.2 percent. This is a strong indicator that online media

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are becoming the principal source of information for Kosovo citizens. However, whilst growing, online media are also becoming less reliable.

Due to the combination of anonymous editorial management of online media and the fake news, traditional audio-visual media and newspapers remain the most reliable source of information. Operating within structured editorial management and policies and frameworks, traditional media are often used for fact-checking.

In a small media market and a difficult situation, the public broadcaster Radio Television Kosovo (RTK) has to fight in order to reach an audience while staying independent and securing financial means. And yet, the organisation is still far from taking tangible steps to ensuring that its Board and management are independent from political influence.

Despite these constraints, the RTK has the highest market share in Kosovo. It has approximately 900 employees and its planned annual budget for 2019 is approximately 13 million Euro. Yet, the public broadcaster is continually exposed to the threat of political influence and is overstaffed with political party militants.

History of public service media in Kosovo

Until 1990, Kosovo had only one television channel – Radio Television of Prishtina (RTP), one radio station – Radio Prishtina and one daily newspaper – *Rilindja*. The trio had the status of state media providing service in Albanian. With the collapse of former Yugoslavia, the RTP and all public institutions were usurped by the Milošević regime. Albanian journalists were expelled from their jobs while the RTP began to broadcast entirely in Serbian, spewing propaganda for Milošević’s regime. The RTP broadcast only half an hour of news in Albanian per day – a poorly translated version of the news in Serbian. This discriminatory approach instantly transformed the RTP into an unreliable TV station for the majority of people in Kosovo.¹

¹ Laura Kyrke-Smith (n.d.) The Networked Communications Environment: the Case of Kosovo, POLIS, London School of Economics, <http://www.lse.ac.uk/media@lse/POLIS/Files/kosovonet.doc>.

Public service media in Kosovo emerged on the eve of the 21st century, immediately after a brutal war between Serbian military forces and ethnic Albanians that caused thousands of atrocities to be committed and had multiple other consequences.²

In June 1999, immediately after the war, the OSCE Mission in Kosovo was mandated by the UN to promote media pluralism by putting in place a legal framework and building an appropriate regulatory environment. Through the OSCE, the UN Special Representative for Kosovo initiated the process of establishing a media regulatory body named the Temporary Media Commissioner (TMC) and set up the Radio Television of Kosovo (RTK) as a public service broadcaster.

The aftermath of the Kosovo war caused a rift in society. For a relatively long period, political leaders remained locked in disputes, following protagonist approaches of 'patriots and traitors' in their attitude to and relations with the previous regime. The media were used as a platform for this public discourse and for levying accusations. Depending on their political group affiliation, the print media published derogative stories, going far beyond the code of ethics of journalists. Hankering after post-conflict news, media organisations abandoned their ethical principles and risked sliding into overt promotion of hatred and xenophobia. On a few occasions, media were careless in reporting interethnic tensions. They wrongfully revealed the identity of a suspect endangering their life at a very early stage of an ongoing investigation.

Due to constant clashes between various political groups, the print media continued to act as a forum for aggressive and groundless disputes. In the meantime, the RTK and other broadcasters have continued to build a reputation as unbiased and non-partisan organisations, which has survived for two decades after the Kosovo war.

² Since the collapse of former Yugoslavia, in 1990s, Kosovo Albanians (90 percent of the Kosovo population), were discriminatorily ruled by Serbian regime. Due to escalated war between Serbian regime forces and Albanian war volunteers, on 24 March 1999, NATO alliance initiated a military intervention on ending the conflict in June 1999. NATO intervention enabled safe return to Kosovo of 1 million Albanian refugees (from total of 2 million) who were forcibly deported during the conflict. For more: Blake Chambers (2018) The Kosovo Conflict has Left Long-Term Consequences, The Borgen Project, borgenproject.org/what-was-the-kosovo-conflict.

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After Kosovo declared independence³, the national institutions embarked on a path to gradual improvement of democratic standards, which ultimately caused political tensions to subside. Today, media organisations strive to adhere to the code of ethics of journalists and the same applies to the RTK. However, they are still at the stage of structuring their independence and remain vulnerable to the attempts of political groups to influence their policy and work.

The RTK Board and its management team are seeking to enable the organisation to fulfil its role in providing independent media programmes to all communities living in Kosovo. Their aim is to continue developing all programme platforms; whether TV, radio, web portal, satellite, or YouTube streaming.

Initial legal basis and formal recognition

Although TV broadcasting commenced in 1999, the formal recognition of the RTK as public service media only occurred in June 2001 pursuant to UNMIK Regulation No 2001/13. The core provisions of the Regulation, and later RTK Law, laid down the guiding principles for broadcasters, the rules on the composition of RTK, the composition of the Board of Directors, the eligibility criteria for Board members, editorial policies, and the responsibility for programme content. The Regulation sets out the principles underlying the work of the RTK Board and outlines the tasks of the body, asking for clear apolitical Board membership. The first Board was constituted in September 2001.⁴

Indeed, the RTK was amongst the first Kosovo success stories of the UN administration's transferring competences by appointing, in 2001, a local professional as RTK Director. The Kosovo Assembly adopted the first Law on Radio and Television in Kosovo in January 2006, replacing the previous UNMIK Regulation No 2001/13 as well as other administrative instructions relating to the financing of the public service media. The RTK Law was amended again in 2012, and a third amendment has been tabled to the Kosovo Assembly due to uncertainties relating to the model of financing and the destiny of RTK property.

³ Kosovo declared its independence on 17 February 2008. International community, through a UN envoy was involved on providing a constitutional package that would ensure advanced standards for Kosovo minorities therefore, it was called 'supervised independence'. However, Serbia opposed this process calling it 'unilateral declaration of independence'. Since 2013, both countries are negotiating a peace process towards an agreement.

⁴ RTK Annual Report 2001, p. 8, http://www.rtklive.com/pages/files/2001_sq.pdf.

RTK's path and struggles

While UNMIK Regulation No 2001/13 was still in force, the RTK was financed from Kosovo's consolidated budget, administered by the UNMIK Special Representative. Later, the UNMIK Regulation and other administrative instructions enabled the conclusion of a contract between the RTK and Kosovo Electricity Corporation (KEK). Pursuant to this contract the licence fee was integrated into the electricity bills of households and this is how it was paid in the period 2006-2009. The KEK was collecting the RTK fee of 3.5 Euro from each household in Kosovo. However, this form of licence fee collection came under criticism because it was also paid by households that did not have RTK signal reception and by families on welfare, although these categories were expressly excluded by the law.

With the adoption of the RTK Law in 2006, the UNMIK Special Representative transferred responsibility for the financial affairs of the RTK to the Kosovo Assembly. The financing model remained the same with the TV licence fee being incorporated into the electricity bill. The shortfall in funds was covered by a subsidy from the budget of the central government. In addition, the RTK could also generate income from broadcasting advertising. This attracted criticism from commercial media as the public broadcaster became a player on the advertising market, regardless of its access to public funds.

The RTK and KEK contract lasted until 2009, when it was terminated by KEK due to a complaint submitted to the Constitutional Court. A Kosovo citizen alleged that the charge violated his rights. In relation to the contract, the KEK alleged commercial losses on account of unpaid bills. The bills issued by the KEK did not correspond to the amounts paid by customers. Despite this, the public broadcasting fee continued to be charged with each electricity bill.

Another issue the RTK faced at the time was the disputed ownership of the premises from which it operated, formerly owned by the RTP. In other words, since its establishment the RTK has always been in a precarious situation with respect to its property and sources of funding, both issues seriously undermining its effectiveness as an institution. The RTK still operates from premises situated in an old RTP building with disputed ownership. In addition, the premises are obsolete and too small for the journalists working for the institution and its senior management.

Programme development

One of the basic principles of the RTK, enshrined in UNMIK Regulation No 2001/13 and subsequently in the RTK Act, is that '*the RTK shall be independent and impartial, reflecting editorial integrity and objectivity.*'⁵ Responsibility for guaranteeing the editorial independence of the public broadcaster was delegated to self-governing institutions through the establishment of an independent RTK Board. However, in the period 2004-2006, international consultants of the OSCE were reinstated at the RTK due to editorial failures while reporting on the interethnic riots in 2004 that left 19 people dead.⁶

During the first two years after the war, RTK, through one TV channel and two radio-stations, broadcast in Albanian, dedicating 15 percent of airtime to programmes in Serbian, Bosnian and Turkish. International support enabled the RTK to gradually expand its programme, initially from two to four hours a day, to ultimately put in place a 24-hour broadcasting scheme in 2003. At the same time, the RTK also launched a website – rtklive.com. In the period in question, approximately 65 percent of programme content consisted of in-house productions. In 2003, the RTK continued developing by extending its news programmes in the Roma language. Through further development in 2013, it managed to launch the RTK2 channel (in Serbian), while a year later it established two other thematic channels, RTK3 (with news content and debates), and RTK4 (featuring documentaries, entertainment and sport content).

Structure of the public broadcasting system

The Law on the RTK, adopted in 2006 and amended in 2012, defines the Kosovo public broadcaster as:

'(..) a legal not-for-profit entity with the status of an independent public institution of particular importance that provides a public media service (-)'⁷

⁵ UNMIK Regulation 2001/13 (2001) On the establishment of Radio Television Kosovo, 15 June, http://www.unmikonline.org/regulations/unmikgazette/02english/E2001regs/RE2001_13.pdf.

⁶ OSCE (2004) The Role of the Media in the March 2004 Events in Kosovo, OSCE Report, p. 4, <https://www.osce.org/fom/30265?download=true>.

⁷ Law No -04/L-46 on Radio Television of Kosovo, Article 3.2, <https://www.kuvendikosoves.org/common/docs/ligjet/Law%20on%20Radio%20Television%20of%20Kosova.pdf>.

The RTK operates in accordance with Law 04/L-046 on Radio and Television in Kosovo. In addition, there are other essential documents approved by the RTK such as its Statute and Professional Standards and Ethical principles of journalism in RTK programmes. There are many other laws and regulation applicable to the RTK in the performance of its public service broadcasting mission.⁸

The founder of the RTK is the Kosovo Assembly. The Assembly is responsible for ensuring the independence of the institution and making provisions for adequate financing of the RTK that enables it to fulfil its mission and perform its functions.

RTK governing bodies and their competence

The main governing and managing bodies of the RTK are:

- › the RTK Board and
- › the RTK Director-General.

a) RTK Board composition and criteria

The RTK Board is composed of eleven members. In order to be eligible for election to the RTK Board, a candidate must have professional qualifications in any of the following areas: culture, art, cinematography, journalism, law, business and financial management, public relations, international relations, academia, media and engineering. In addition, Board members must be individuals with credibility and high human, professional and moral authority. Board members must undertake to perform the duties of their office with dedication, objectivity and impartiality.

The RTK Board respects the principle of inclusion of minorities and women. Therefore, three members must belong to minority communities and at least two members must be women. Through a competitive process, an ad-hoc committee of the Kosovo Assembly interviews and shortlists two candidates for each vacant position on the Board, and the candidate who gets majority votes in the Assembly session is appointed. The term of office of RTK Board members varies. Four members are appointed for a term of two years, another four members for a term of three years and three members for a term of four years. The term of office is determined by lots drawn by the Assembly's Media Committee.

⁸ On its operation, RTK is obliged to obey with; 17 laws, 9 bylaws, and 16 internal regulations, see RTK Annual Report 2018, pp. 10-11, http://www.rtklive.com/sq/pages/files/raporti_vjetor_2018_AL.pdf.

b) RTK Board competences

In terms of governing documents, the RTK Board approves the statute, internal operational documents, editorial policies, general programme scheme, organisational programme structures, and programme production. It also reviews and approves the annual budget and reviews, approves and submits the annual report on activity and financial report to the Kosovo Assembly.

In terms of management structures, the RTK Board has the authority to appoint and dismiss the Director-General and their deputies, and appoint and dismiss the directors of TV channels and radio channels.

c) RTK Director-General

The incumbent is in charge of managing RTK activities pursuant to the RTK Law, Statute, and Code of Ethics. The Director-General presents the annual plan to the Board for approval, adopts decisions on operational matters relating to programming, organisational and financial affairs, appoints and dismisses employees, represents the RTK and coordinates the work of all administrative and programme units. The responsibilities of the Director-General include reporting, at least once a month, to the RTK Board. The RTK Director-General is elected for a period of three years with an option for one subsequent reappointment for the same term.

The RTK broadcasting system

In 2019, the RTK invested in acquiring equipment and technology and installed two new studio cameras manufactured by Black Magic HD. This has enabled it to partially digitalise the studio equipment and technologies used to create in-house productions.

In 2015, the RTK staff programmers developed an inject and play-out system FBPS (File Based Production System) that has enabled RTK to replace recording tapes by storing programme content and broadcasting it from servers. Despite this, Kosovo has not yet digitalised its terrestrial broadcasting network. Therefore, audience members with analogue antennas do not have access to RTK HD programmes.

By law, the RTK must also ensure a share of at least 20 percent of independent programme content in its televised broadcast, excluding news programmes. In addition, 15 percent of the content broadcast by RTK1 (Albanian language) and RTK2 (Serbian language) must be in minority languages. These requirements also apply to radio channels. Both channels are striving to provide programmes that satisfy these requirements.

The RTK1 and RTK2 are managed by separate TV Directors. Operating from the same premises, they rely on joint technical staff and resources to produce their respective programme content. They also report to the same RTK Director-General but in ethnical context they function independently.

The RTK has also had to establish a multimedia department in order to maintain a presence on YouTube, Facebook, Instagram and Twitter, in addition to its webpage.

Current programmes and content

The RTK has a mandate to promote culture of civic dialogue as a wide forum for public discussion. In order to fulfil its public service mandate, the RTK must provide content information on events in the country, in cross-border areas, Europe, and the rest of the world.

Therefore, in line with the RTK Act, the RTK is guided by the principles such as promoting education, culture, health, science, Kosovo history and identity, domestic television products, drama, sports and entertainment. A particular legal obligation is to promote the rights of different groups such as minorities, youth, women, people with disabilities, religious communities, groups in society, children and the family. Programme content must also be appropriate to different age groups.

The RTK has kept its content and programmes by enabling programme production via different platforms.

***Table of RTK entities and programmes**

Entity	Programme content / platform / language	Since
RTK 1	generalist ⁹ TV programme content in Albanian, (<i>15% in Bosnian, Turkish, and Romani</i>), 24-hour operation, terrestrial, cable TV platforms, satellite broadcasting and streaming	1999
RTK 2	generalist programme TV content in Serbian (<i>15% of the in Bosnian, Turkish, and Romani</i>), 24-hour operation in cable TV platforms and streaming	2013
RTK 3	information and documentary, debates, TV content programmes in Albanian language, 24-hour operation in cable TV platforms and streaming	2014

Entity	Programme content / platform / language	Since
RTK 4	sports and entertainment, movies, TV content programmes in Albanian, 24-hour operation in cable TV platforms and streaming	2014
Radio Kosova 1	generalist programme, with 24-hour audio content operation via terrestrial, satellite and internet-based broadcasting in Albanian, Serbian, Bosnian, Turkish and Romani; news edition of half an hour per day in English	1999
Radio Kosova 2	entertainment and music audio programmes, broadcast 24 hours in Albanian and other communities living in Kosovo	1999
RTK portal www. rtklive. com	generalist news, presented via web platform, in real-time in Albanian, English, Serbian, Bosnian, Turkish and Romani ¹⁰	2002

The RTK funding model

According to the RTK Act the public broadcaster may rely on different source of funding for its activities such as a licence fee, a government subsidy, own revenue from in-house productions and sponsorship and advertising.

At the time when the RTK was established its funding model was highly precarious. It was initially financed from the government budget by UNMIK/self-governance institutions and through advertising revenue. Subsequently, after the introduction of the licence fee, the RTK has been financed directly by the general public. This model of financing has endured and proved sustainable. However, in 2009 the KEK suspended the licence fee collection contract.

The RTK Act adopted in 2012 provides for the financing of the institution through a government subsidy and from advertising revenue. The reason for

⁹ Generalist programme consists of information content, education, thematic debates, sports and entertainment programmes.

¹⁰ RTK web portal is active in Albanian, Serbian and English, while RTK portals in Bosnian, Turkish and Roma are outdated.

this solution is that the Kosovo Assembly, as the founder of RTK, failed to agree on another viable model of financing of the Kosovo public broadcaster. In 2019, the government grant for the RTK stood at 11.2 million Euro. The RTK Act further provides that during a transitional period, an amount of 0.7 percent of Kosovo State budget will be allocated to the RTK.¹¹ In addition, by broadcasting advertising content, the RTK plans to collect an additional 1.5 million Euro, its budget thus totalling 12.7 million Euro. Therefore, around 88 percent of RTK funding depends on the state budget, with a share of only 12 percent of income from other sources such as advertising.

RTK editorial independence – links to political groups

A core principle laid down in the RTK Act is that the public service broadcaster is free and independent from political interference and state control.

Although the law provides for and safeguards the independence of the public service broadcaster, the RTK has yet to cope with certain challenges that have a negative impact on its editorial independence.

The signs of pressure from the international community administration of Kosovo's national media¹² were first felt in the wake of the 2004 interethnic riots.¹³ An OSCE report¹⁴ criticised Kosovo media for reckless reporting during these tragic events. The RTK reporting on riots also drew criticism. Although this criticism may be seen as having boosted careful and professional reporting, especially of interethnic conflicts, it was not the role of media to self-censor content, even if tensions might occur due to the sensitive nature of the stories reported.

Another negative sign of interference surfaced in 2009, leading to the resignation of the RTK Director-General Agim Zatriqi. Although he justified

¹¹ The article 21. 4 of the RTK law of 2012, stipulates '*For a transitional three-year period, until the solution of funding through licence fee, RTK will be allocated 0.7 % of this income from the Kosovo Budget annually...*'. Since the adoption of the RTK law in 2012, this provision still applies as the public broadcaster fee (licence fee) collection was not resolved yet.

¹² Initially, Kosovo had only 3 TV station with nation-wide terrestrial broadcasting; RTK with public broadcasting licence, and RTV 21 and KTV broadcasting with commercial licences.

¹³ See footnote 8 explaining the same.

¹⁴ OSCE (2004) The Role of the Media in the March 2004 Events in Kosovo, OSCE Report, p. 9, <https://www.osce.org/fom/30265?download=true>.

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his resignation by citing 'personal reasons', media at the time reported that it was due to direct government pressure. It was alleged that Zatriqi found it impossible to run the RTK, as the then Kosovo Prime Minister, Hashim Thaçi had asked Mr. Zatriqi to reinstate the Editor-in-Chief Mentor Shala, whom he had dismissed due to lack of professionalism. Several years later, the RTK Board appointed Shala Director-General of the RTK.

Another perennial issue for the RTK is the uncertain budget. RTK financing is generally considered to be the back door for government control over the institution. Therefore, until 2006 the RTK Board and its management struggled to find a sustainable financing solution. This issue was temporarily addressed via licence fee collection through the electricity bills. However, three years later, upon contract suspension by the KEK, RTK financing has yet again become a crucial challenge for viability. The institution is now fully dependent on the subsidy it receives from the government, which clearly diminishes its independence as public service media.

Indeed, the financial constraints have affected editorial policy and overall planning developments relating to programme content. As the model of RTK financing from the state budget has been reinstated, the broadcaster has once again come under political influence. This conclusion is supported by the fact that for many years the questions to be asked of the incumbent President on live TV were transmitted in advance to a subordinate journalist who acted on instructions from the President's advisors. The Facebook chat messages with the questions were disclosed by a former RTK journalist.

Indeed, an independent observer will on occasion notice that the RTK casts government activities in a positive light as compared to the actions of the opposition. This manner of reporting may last for several days, and even weeks, before turning reverting back to a more balanced mode of reporting. This raises the question whether RTK management is furthering the agenda of government leaders at the expense of the principle of impartial reporting.

Furthermore, a recently published EU Report on Kosovo has placed a strong emphasis on the challenges faced by the RTK.

'The Assembly has drafted a new Law on the public broadcaster, including a potential solution for sustainable funding for Radio Television of Kosovo (RTK). To date, the broadcaster remains directly state-funded, with its budget determined annually by the Assembly. This undermines its

independence, weakens its long-term sustainability and leaves it prone to political influence. Trade unions allege a lack of transparency in its recruitment procedures'.¹⁵

Conclusions and recommendations

In order to enable a truly independent public broadcaster, Kosovo must ensure a proper and sustainable financing system for the RTK. The licence fee is the prevailing model of financing and it constitutes a direct relationship between citizens and the broadcaster. Thus, the RTK will either turn into a proper public broadcaster with the advantages and disadvantages that PSM across Europe face or turn into a state broadcaster with negative long-term implications.

In addition to a sustainable financial system and with the aim of enabling the RTK to fulfil its mission, the Kosovo Assembly and other relevant institution shall address the following:

- › RTK property issues should be resolved; RTK shall have the ownership over the building and programme production;
- › The issue of the former RTP programme archives should be resolved;
- › Political parties must refrain from putting any pressure and abandon nepotism and politically affiliated employment at the RTK;
- › Government, political interference, and other institutional pressure on editorial policy must also be removed;
- › The Kosovo Assembly must appoint competent and Board members in a merit-based selection. The RTK Board must do the same as regards to the RTK management, and not inject party activists into the RTK;
- › The Kosovo Assembly must accelerate appointment procedures to promptly elect Board members to vacant positions;
- › A separate sufficient fund must be set up to enable the RTK to acquire the requisite equipment and launch digitalisation.

¹⁵ European Commission (2019) Kosovo 2019 Report, p. 85, <https://ec.europa.eu/neighbourhood-enlargement/sites/near/files/20190529-kosovo-report.pdf>.

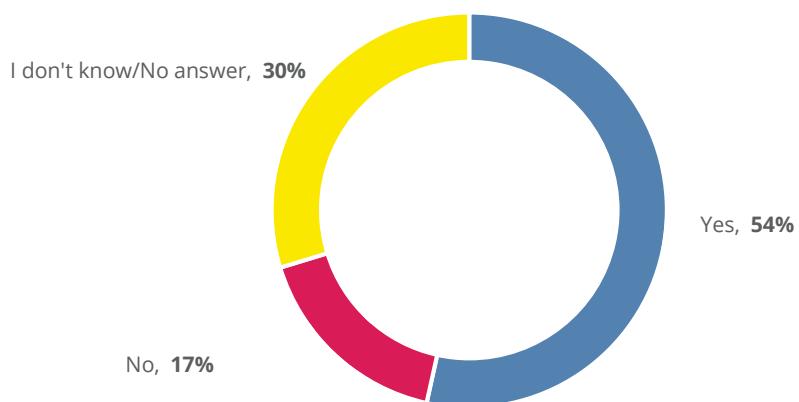
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Driton Qeriqi is actively working in the field of media regulation, institutional capacity building and election projects. Through an IREX/USAID media project in Kosovo, he has participated in working groups on drafting and amending media legislation and bylaws. In addition, Qeriqi served a three-year term as Media Commission member which is a decision-making authority responsible for endorsing policies, licensing and regulating audio-visual media in Kosovo. Currently, Qeriqi is working in an election project with the Democracy for Development Institute.

Opinion Poll Kosovo

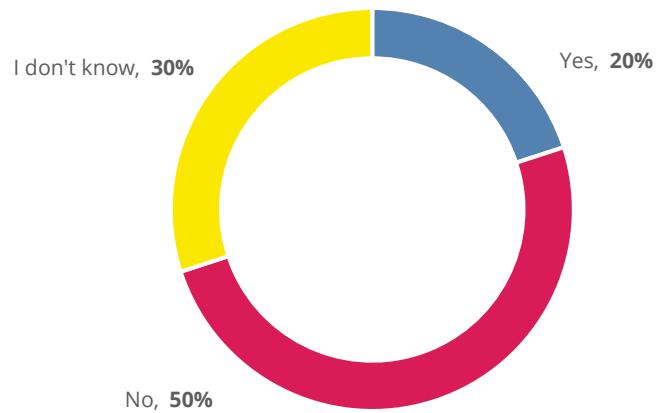
Chart 1: Are Public Service Media (PSM) important for democracy in your country? (Base: Total Kosovar sample, in percent)



Kosovo has the lowest percentage of respondents who consider PSM important for democracy in the country. Only 54 percent believe that PSM are important for democracy in Kosovo. 3 out of 10 Kosovars do not have an opinion, which adds to the number of respondents who do not consider PSM to be important for democracy (see Chart 1). For this question there are no significant differences based on demographic profiles.

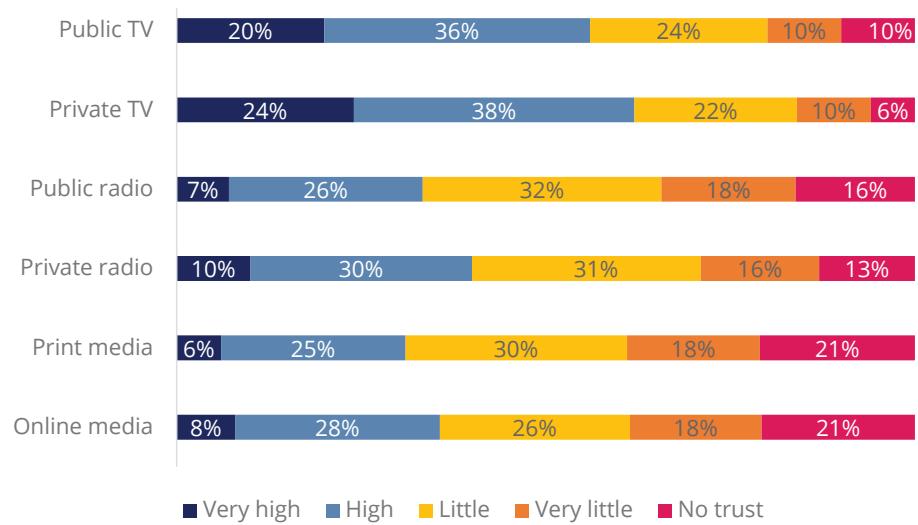
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Chart 2: In your opinion, are PSM free from political influence in your country? (Base: Total Kosovar sample, in percent)



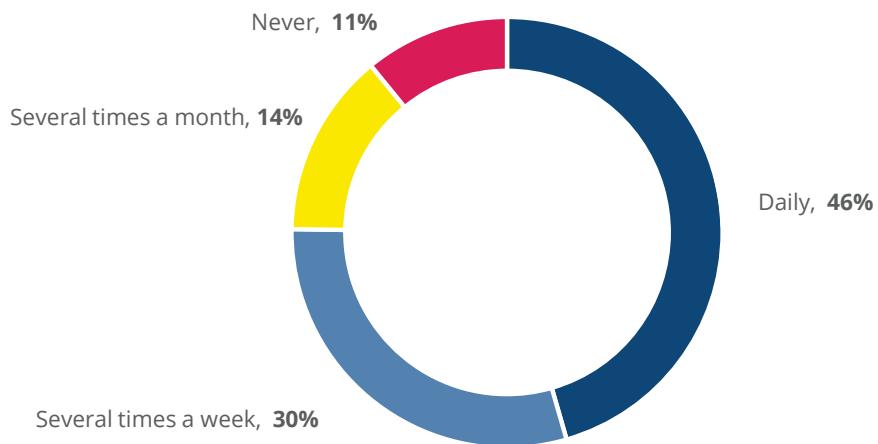
In keeping with the citizens of other countries in the region, Kosovars do not believe that PSM are free from political influence: although the share of respondents who share this opinion is 50 percent and thus significantly lower than the average share for the region (64.2 percent), the high number of respondents who did not answer the question (30 percent) indicates that these figures are in fact similar (see Chart 2).

Chart 3: How much trust do you have in following media? (Base: Total Kosovar sample, in percent)



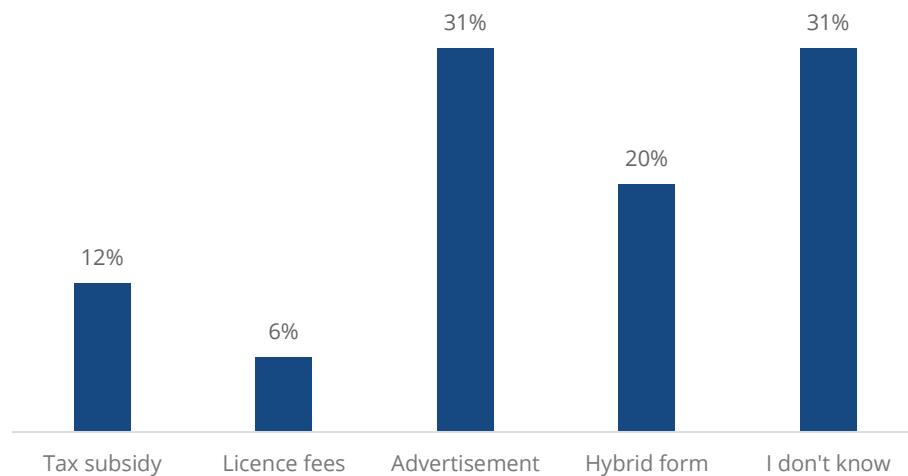
Compared to the citizens of other countries in the region, Kosovars have greater trust in the media based on the average level of trust in different media channels. For example, 56 percent of respondents have either very high or high trust in the public television and even 62 percent in private television channels. Television in general is the most trusted media channel. The least trustful media according to respondents are print and online media, with 21 percent of respondents having no trust in either media channel (see Chart 3).

Chart 4: How often do you use the services of Public Service Media (PSM)?
(Base: Total Kosovar sample, in percent)



PSM daily use in Kosovo is similar to the trends in other countries in the region: 76 percent of respondents use PSM services several times a week or daily (see Chart 4). Expectedly, senior citizens, aged 50-64 years or over 64 years, use PSM daily to higher extent, with 63 percent, respectively 64 percent, of respondents in the two age groups using PSM daily.

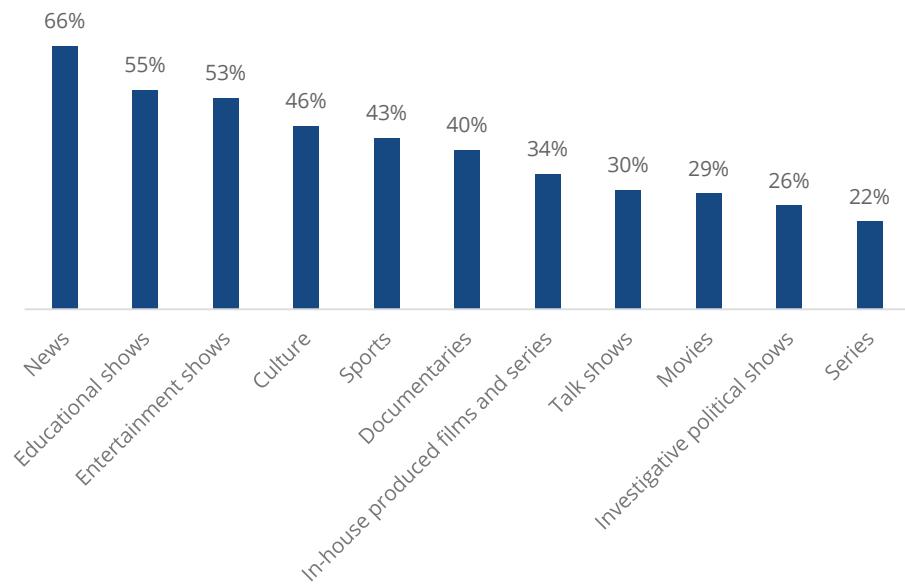
Chart 5: What type of funding do you prefer for PSM? (Base: Total Kosovar sample, in percent)



Kosovo citizens have refrained from answering the question about best funding model for PSM. Almost one-third of respondents were unable to answer the question (see Chart 5). Despite this, the most preferred funding model is advertising (31 percent) and the hybrid model (20 percent).

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Chart 6: What kind of content should PSM present? (Base: Total Kosovar sample, in percent, multiple answers possible)



Regarding PSM content the citizens of Kosovo (see Chart 6) confirm the pattern observed throughout the region: men would like to watch sport programmes (61 percent as compared to only 25 percent of women) and women would prefer series (32 percent as compared to only 11 percent of men). 88 percent of citizens aged over 64 years would like to watch news on PSM as compared to 66 percent of the country average.