



MEDIA LANDSCAPE ANALYSIS – KOSOVO



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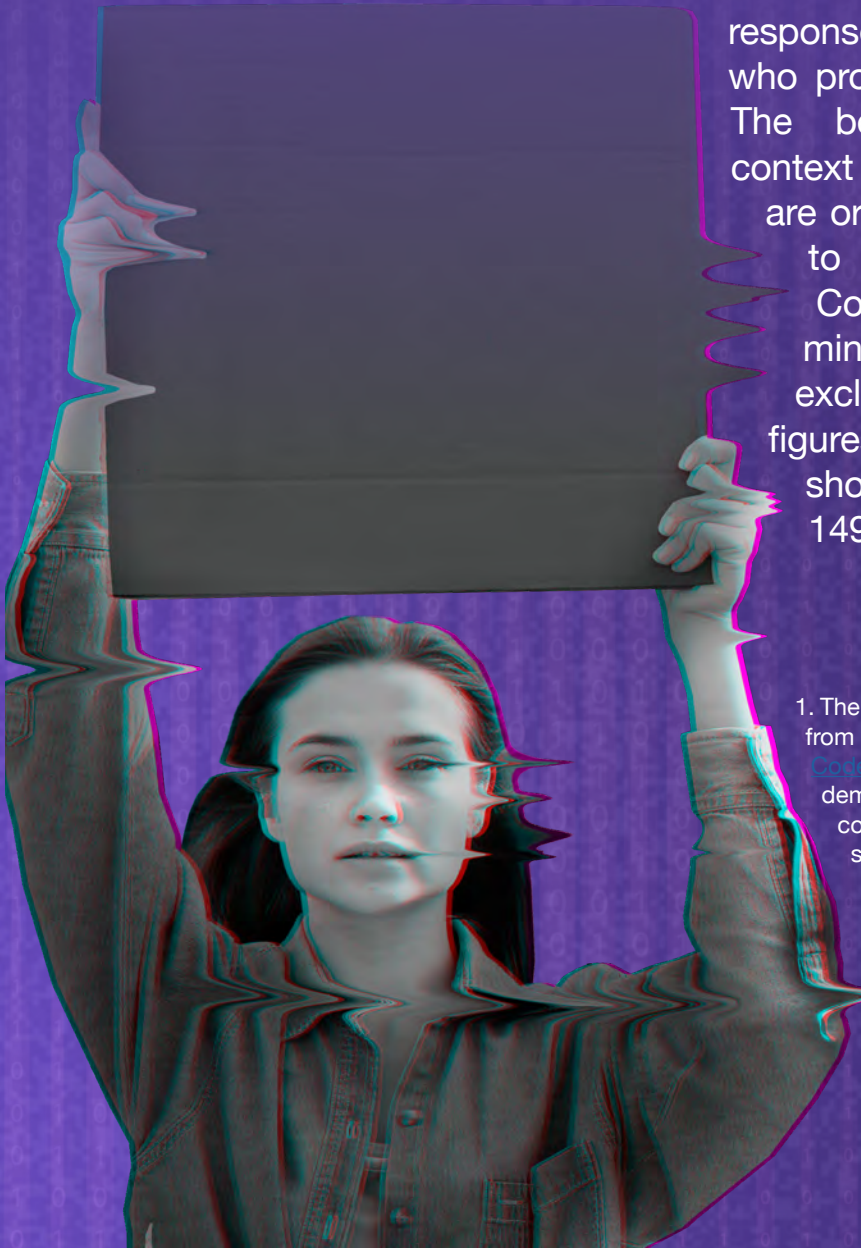


Media landscape analysis – Kosovo

This fact sheet analyses the media landscape in Kosovo. It complements ARTICLE 19's [Global Expression Report](#) (GxR), which examines trends in the right to freedom of expression and information globally, regionally, and nationally. The report is unique in that it provides a concrete measure of and quantifiable perspective on expression: from posting online to protesting, investigating, and accessing the information needed to keep leaders accountable. In this fact sheet, we examine seven indicators¹ informing the media landscape. All the indicators are used in the GxR and


are developed based on the annual responses of experts on the topic who provide ratings for the country. The below information provides context on Kosovo from 2023. Scores are ordered from highest to lowest to produce country rankings. Countries that do not have the minimum number of raters are excluded from the ranked list. The figures below (expressed as X/149) show Kosovo's ranking (X) out of 149 countries for each indicator.

1. The indicators in this briefing have been extracted from the Varieties of Democracy (V-Dem) [2024 Codebook](#) to explore aspects of freedom and democracy worldwide. To address variation in coder ratings, V-Dem works closely with leading social science research methodologies and has developed a Bayesian measurement model that, to the extent possible, addresses coder error and issues of comparability across countries over time. V-Dem has advised against using point estimates for indicator years where a country has 3 or fewer raters. In those cases, countries are excluded from the analysis.




Importance of media landscape indicators


Media bias and corruption: These are critical as they directly affect the credibility and independence of the media. The three indicators in this section (each measured for all 149 countries) are:

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1. freedom from media bias against opposition parties
 2. lack of self-censorship among journalists when reporting on issues that the government considers politically sensitive
 3. freedom from media corruption, avoiding the change of payments for altering news coverage

Internet and government censorship: Vital for ensuring a free and open information environment. The two indicators in this section (each measured for all 149 countries) are:

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1. freedom from government attempts to censor information on the internet
 2. freedom from government attempts to censor print or broadcast media

Media perspectives and criticism: Essential for a democratic society, allowing for diverse views and accountability. The two indicators in this section (each measured among 149 countries) are:

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1. print and broadcast media represent a wide range of political perspectives
 2. print and broadcast outlets routinely criticise the government



Country profile: Kosovo

Kosovo has a dynamic media landscape that reflects its ongoing political development and the challenges of nation-building. The country's media environment is marked by both progress and persistent issues, particularly regarding media bias and a limited range of media perspectives.

Media bias and corruption



Media bias is a significant issue in Kosovo, as reflected in its ranking of **99/149** in this category. Over the past decade, Kosovo has struggled with media outlets often being aligned with political parties or specific ethnic groups, leading to polarised and biased reporting. The political landscape in Kosovo is highly fragmented, and this fragmentation is mirrored in the media, where different outlets often promote the interests of their affiliated groups rather than providing balanced coverage. This bias undermines public trust in the media and complicates the development of an independent press.

Self-censorship remains an issue, albeit less pronounced in Kosovo than in other Balkan states, with the country ranking **38/149**. However, political pressures and economic dependencies remain a significant challenge, especially in politically sensitive contexts. Journalists covering sensitive political topics, especially those related to corruption, have faced subtle threats, such as the loss of access to official information or exclusion from government-sponsored events. Notably, The Kosovo Journalists' Association has [repeatedly appealed](#) to Prime Minister Albin Kurti and his ruling Self-Determination Movement to refrain from unacceptable campaigns aimed at intimidating journalists in Kosovo from doing their job. While its ranking suggests that Kosovo's media environment is somewhat more open, the pressures that lead to self-censorship still inhibit the development of fully independent and investigative journalism.

Kosovo's *media corruption* ranking of **30/149** is better than its neighbours'. However, corruption still poses a challenge, particularly in the form of economic pressures on journalists and media outlets, which can lead to compromised reporting. The lack of financial independence among media organisations can result in favourable coverage being bought, though this is less pervasive than in neighbouring countries.

Internet and government censorship > > > > > > > > >

Kosovo performs relatively well in *freedom from internet censorship efforts*, ranking **38/149**. The country's digital space is generally open, with fewer reports of government censorship compared to neighbouring states. In terms of traditional media, Kosovo ranks **20/149** for *freedom from government censorship efforts*, placing it among the best in the region. The country benefits from significant media freedom, with less direct government control compared to neighbouring countries like Serbia. However, there are occasional attempts by political actors to influence media content indirectly, often through economic pressures or by using state institutions to silence critics. Reporters Without Borders warned in 2024 that public broadcaster Radio Television of Kosovo risked being politicised; that the biggest private Albanian-language broadcaster, Klan Kosova, had been subjected to [administrative harassment from the government](#); and that [Serbian-language media had come under pressure](#) from Serbian politicians while also complaining of discrimination in terms of access to public information.



Media perspectives and criticism

Kosovo's ranking of **90/149** for range of *print/broadcast media perspectives* reflects moderate diversity in media content. While there is a wide range of media outlets, the landscape is still fragmented along political and ethnic lines. For instance, some media outlets cater to Kosovo's Albanian majority, while Serbian-language media focus on issues affecting Kosovo's Serb minority. This division limits the media's ability to provide a comprehensive view of national issues, as coverage is often biased or selective based on the audience's ethnic and political preferences.

Investigative journalism in Kosovo faces significant challenges, primarily due to limited financial resources and the risks associated with exposing corruption or political wrongdoing. The environment for investigative journalism is further constrained by pressures from powerful political entities, which can discourage in-depth reporting on sensitive topics. As a result, investigative journalism remains underdeveloped, limiting the media's role in promoting transparency and accountability. Nonetheless, Kosovo ranks high (**33/149**) for *print/broadcast outlets routinely criticise the government*.



Annex: Indicator rank comparison

Media bias and corruption

1) Freedom from media bias against opposition parties

99/149

Analysis: Kosovo ranks in the lower half globally, reflecting ongoing issues with media bias, particularly due to political and ethnic affiliations.

Regional comparisons:
Montenegro ranks **60**
Bosnia and Herzegovina ranks **91**
Serbia ranks **122**

2) Lack of self-censorship among journalists when reporting on issues that the government considers politically sensitive

38/149

Analysis: Kosovo performs relatively well, indicating lower levels of self-censorship compared to other Balkan states.

Regional comparisons:
Montenegro ranks **66**
Bosnia and Herzegovina ranks **99**
Serbia ranks **116**

3) Freedom from media corruption, avoiding the change of payments for altering news coverage

30/149

Analysis: Kosovo ranks well compared to its regional peers, but corruption remains a challenge, particularly in the form of economic pressures on media outlets.

Regional comparisons:
Bosnia and Herzegovina ranks **86**
Montenegro ranks **90**
Serbia ranks **125**

Internet and government censorship

1) Freedom from government attempts to censor information on the internet

38/149

- **Analysis:** Kosovo performs fairly well, with a relatively open online space, though still challenged by disinformation.

Regional comparisons:

Bosnia and Herzegovina ranks **20**

Serbia ranks **48**

Montenegro ranks **73**

2) Freedom from government attempts to censor print or broadcast media

20/149

- **Analysis:** Kosovo is among the best in the region, indicating significant media freedom from government control in traditional media.

Regional comparisons:

Montenegro ranks **22**

Bosnia and Herzegovina ranks **80**

Serbia ranks **135**



Media perspectives and criticism

1) Print and broadcast media represent a wide range of political perspectives

90/149

- Analysis: Kosovo shows moderate diversity in media content, though the landscape is still fragmented along political and ethnic lines.

Regional comparisons:
Bosnia and Herzegovina ranks **57**
Montenegro ranks **88**
Serbia ranks **114**

2) Print and broadcast outlets routinely criticise the government

33/149

- Analysis: Kosovo ranks high, reflecting a strong tradition of media criticism of the government, which is essential for accountability.

Regional comparisons:
Bosnia and Herzegovina ranks **65**
Montenegro ranks **94**
Serbia ranks **119**

