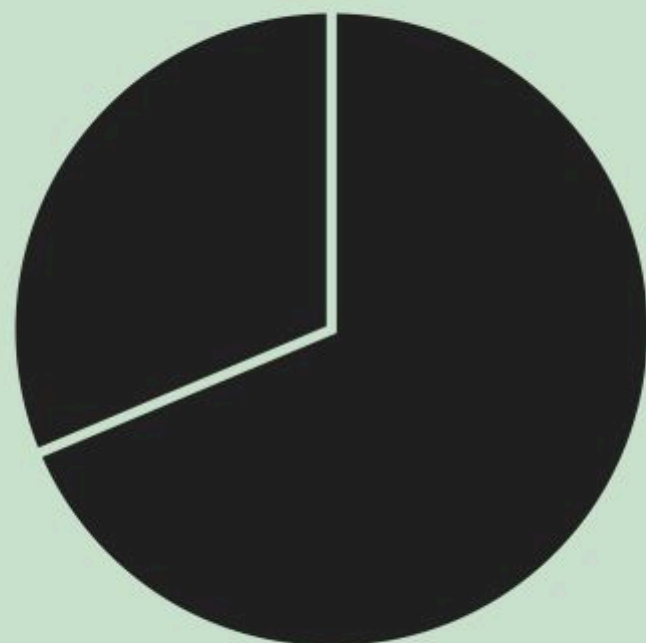
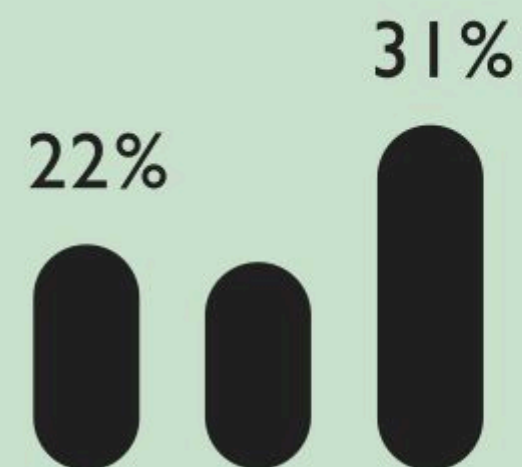


# Albania Local Elections

## 2023

AUDIOVISUAL MEDIA  
MONITORING



39.2%

12.2%

19.9%

27%





ELECTIONS  
2023

AUDIOVISUAL MEDIA



Published by: Rrjeti Ballkanik për Gazetari Investigative në Shqipëri – Balkan Investigative Reporting Network in Albania (BIRN Albania)  
Rr. Nikolla Jorga, Nr. 8/8, Tiranë  
<http://birn.eu.com/>

Authors: Kristina Voko, Besar Likmeta, Gjergj Erebara

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Tirana, 2023

This report is prepared by BIRN Albania in the framework of the project "Strengthening the integrity of elections and the sustainability of political parties - LOT 2: Strengthening the monitoring role and the demand for accountability by citizens through civil society, the media and academic support", financially supported by British Embassy in Tirana and implemented in partnership with the Albanian Helsinki Committee, the Institute of Political Studies and the Civic Resistance. The findings of this report are the sole responsibility of BIRN Albania and do not necessarily represent those of the British Embassy in Tirana and other partners.





## The purpose of this analysis:

The media plays an important role during election campaigns. It informs voters about the political platforms of candidates and parties participating in the elections, monitoring the campaign and educating voters about their rights and obligations during the electoral process. Through the media, candidates participating in elections and political parties should have an open platform for debate, as well as space to convey their messages to the voters, so the latter can make an informed choice on the political offers. To fulfill its role during the election period, the media must be pluralistic and independent of political influences, have sufficient resources to cover the campaign, as well as should have access to the activities organized by the political subjects. During a campaign, voters, electoral subjects, journalists and the media enjoy a number of interrelated rights.

Voters' right to be informed means that they are served independent and balanced information on political offers, candidates and electoral subjects. Also, voters have the right to be informed about the electoral process, preparations and infrastructure managed by public entities, as well as about voting, counting and announcement of results.

Political parties and candidates also have the right to communicate their electoral platforms in a free and uninfluenced manner. For this reason, during the election campaign, they should be provided with free access to the media through various television formats. Also, they should be given the right of reply to critical reports in the media which question their integrity or political programs. According to the Electoral Code, providers of audiovisual services have an obligation to ensure balanced, pluralistic and impartial coverage during the 30 days of the election campaign, adhering to professional journalistic standards and avoiding the use of hate speech.



The media and journalists have the right to inform the public about the candidates and the election campaign, as well as to voice opinions. During the election campaign, the media reports on a long list of issues, which include not only the candidates and electoral subjects but also the perceptions of voters expressed through public opinion polls, their concerns and issues, voting day procedures, voter participation in the polls, the voting results and the implications of the winning candidate's policies for voters. The basic principles of media reporting during an election campaign are accuracy, transparency and impartiality. During election campaigns, media outlets are divided according to their format: audiovisual media, press and online media, as well as by ownership: public or private media.

At first glance, the Albanian media environment seems diverse, but a closer look shows that the market is not pluralistic and is dominated by a small group of family-owned media companies. During the last few years, although the consumption of media via the internet has increased, audiovisual media remain the main source for voters' information, especially as the media with the largest online audience and influence are mainly connected to television stations, which, during election campaigns, are regulated by the Electoral Code.

Considering the role played by the audiovisual media during election campaigns, BIRN Albania analyzed the data published by the Audiovisual Media Authority (AMA) on the reporting of the campaign in the local elections of May 14, 2023 to shed light on how television channels with national and regional license, as well as the public broadcaster, reported the campaign.

This report summarizes the main findings related to the coverage of the campaign of political subjects during news bulletins, talk shows and live broadcasts, the coverage of different political actors, the broadcast of political advertisements, as well as the gender perspective.



# 1. Representation of political subjects in audiovisual media

This chapter summarizes the main findings identified from the analysis of audiovisual media monitoring data carried out by the AMA during the electoral campaign for the 2023 local elections. The data is grouped into three main sections. This first section focuses on analyzing the airtime allocated to political subjects in news bulletins, TV shows and live broadcasts of the main televisions in the country.

The second section presents the data on the television coverage allocated to individual political actors in the monitoring categories, as well as the representation of women candidates versus their male colleagues.

The last section summarizes the data on the minutes of political advertising identified by the AMA during its monitoring and their distribution among the main political subjects.





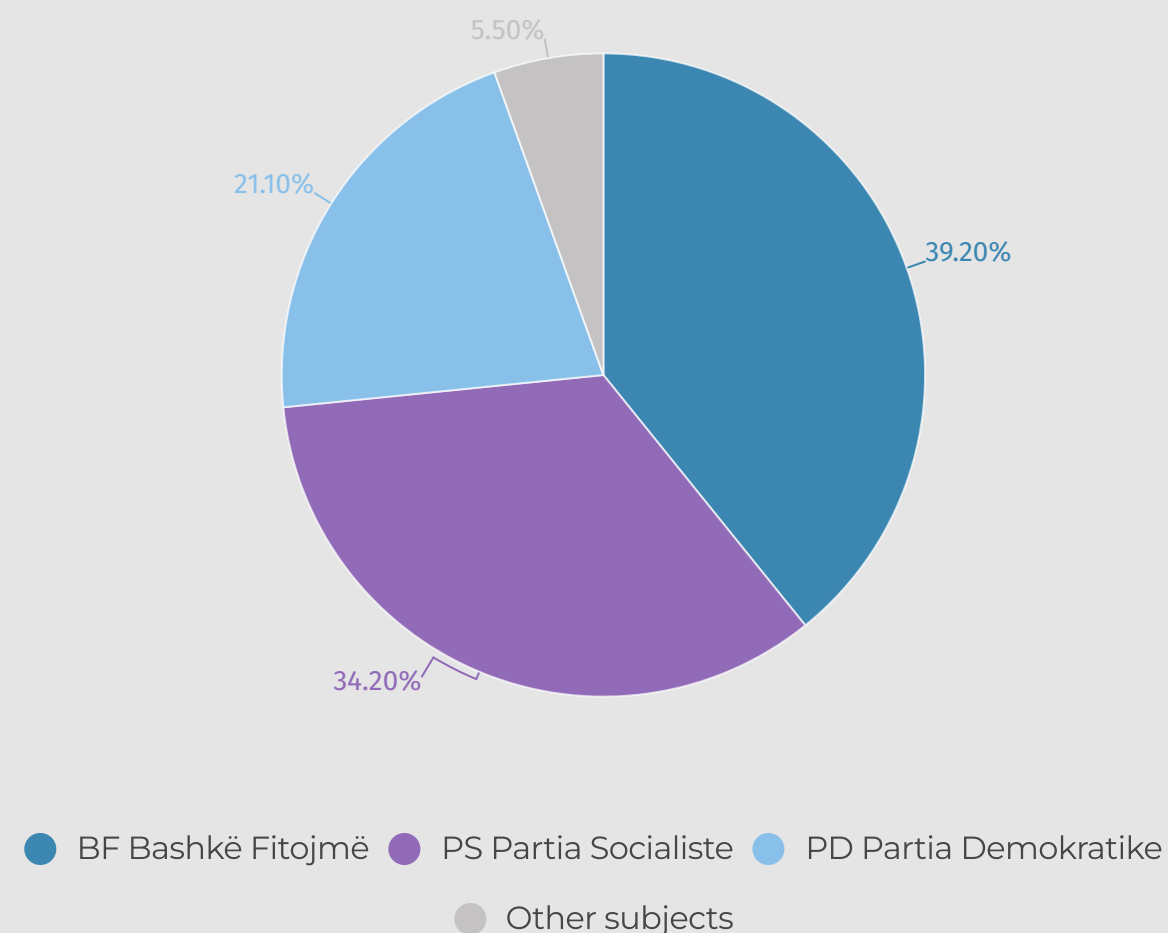
## 1.1 Representation of political subjects in news bulletins

The Electoral Code stipulates that broadcasters must allocate equal airtime to the two largest parties, and that these parties must not receive more than double the airtime of the smaller political parties.

However, the data collected by the AMA from 18 television stations for the period April 14 to May 12, analyzed by BIRN, show that the coalition 'Together We Win' (BF – Bashkë Fitojmë) and the Socialist Party (PS – Partia Socialiste) received a higher share of airtime than the Democratic Party (PD – Partia Demokratike) in news bulletins .

In the 18 televisions taken into analysis, the BF and PS received dedicated airtime equal to 39.2% and 34.2% of television time in news bulletins, while the PD received airtime equal to 21.1%. The remaining part of the time allocated to the electoral campaign was divided among 14 other political subjects running in the elections, which together received only 5.5% of the airtime, as shown in this graph.

Graph 1: Share of the airtime allocated to political subjects in news bulletins in the 18 main TV stations monitored by the Audiovisual Media Authority: Monitoring period April 14 – May 12, 2023



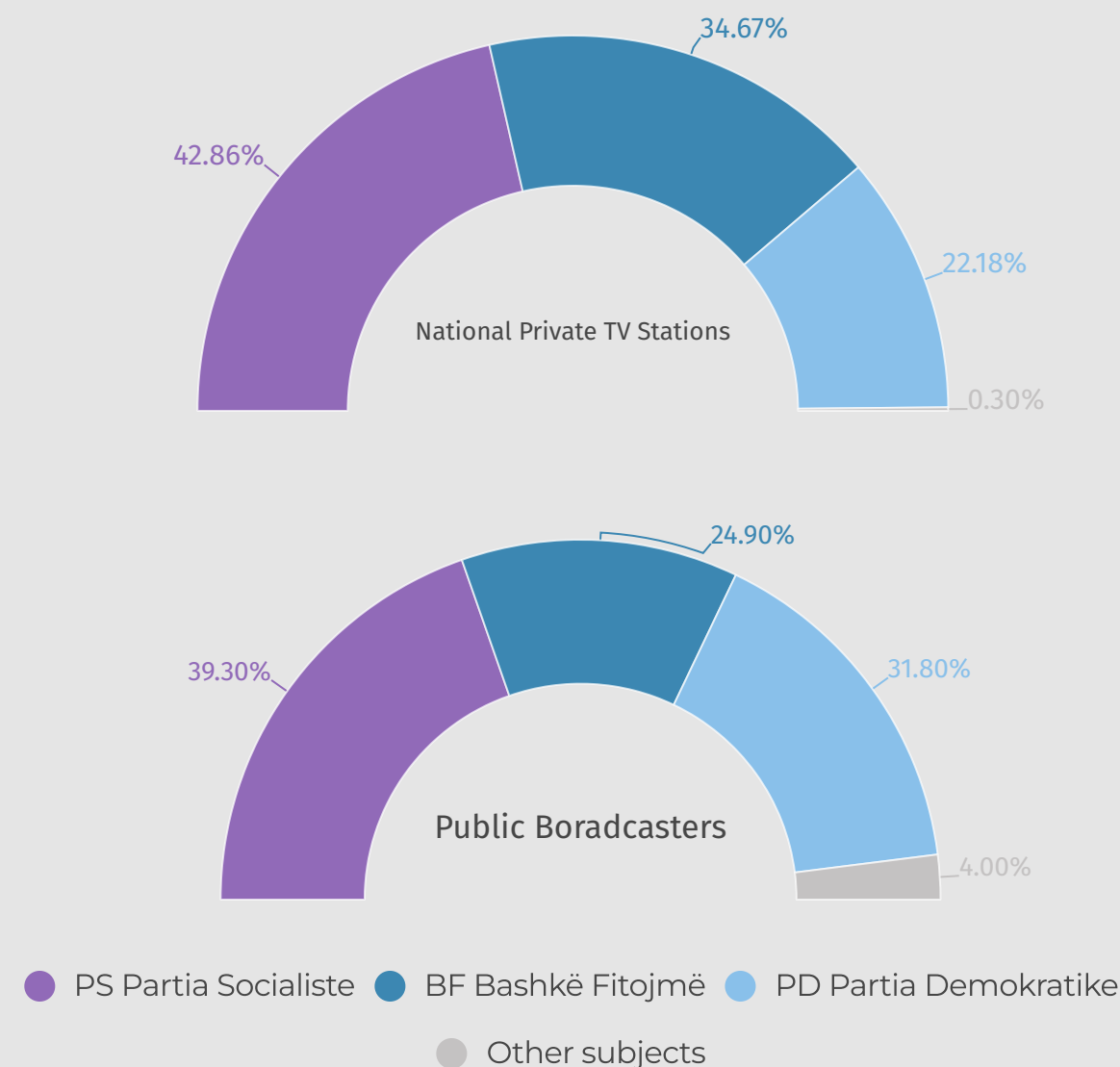


The distribution of airtime among political subjects during news bulletins in different television stations differs significantly, with the ruling Socialist Party registering a clear advantage in the three private national television stations – Top Channel, TV Klan and Vizion Plus – which control most of the television audiences in Albania. During the campaign, these broadcasters devoted 42.86% of the total airtime of the news bulletins to the Socialist Party, while the ‘Together We Win’ coalition received 34.67% and the Democratic Party 22.18%.

On the other hand, the three main stations of the public broadcaster, RTSH1, RTSH2 and RTSH24, allocated a smaller part of airtime to the ruling Socialist Party (39.3%) and the ‘Together We Win’ coalition (24.9%), increasing the coverage of the Democratic Party (31.8%), increasing the coverage of the Democratic Party (31.8%).

As can be seen from the attached graphs, the airtime allocated to the three main political subjects running in these elections, PS, BF and PD, fluctuated significantly between different television stations. Despite the fact that the provisions of the Electoral Code also regulate the balance between large parties and other subjects participating in the elections, the latter received in total less than 5.5% of the airtime in the news bulletins in the 18 main audiovisual media in the country, presenting large fluctuations between different televisions, from 0% on Top Channel to 10.9% on Klan News.

Graph 2: Share of the airtime allocated to political subjects in news bulletins in the national and public TV stations monitored by the Audiovisual Media Authority: Monitoring period April 14 – May 12, 2023





This table summarizes the share of airtime allocated to the main political subjects in the news bulletins' editions during the campaign period April 14 – May 12, 2023. The detailed data for all TV stations monitored expressed in minutes can be found in Annex I and II of this report.

Table 1: Share of the airtime allocated to each political subject during news bulletins on 18 main television stations monitored by the AMA, April 14 – May 12, 2023

	BF Bashkë Fitojmë	PS Partia Socialiste	PD Partia Demokratike	Other subjects
A2 CNN	39.5%	41.2%	15.7%	3.5%
Abc News	24.9%	44.8%	26.6%	3.7%
Euronews	28.8%	35.5%	28.0%	7.7%
Klan News	29.4%	30.1%	29.6%	10.9%
Klan Plus	32.7%	32.6%	26.9%	7.7%
Klan Tv	34.5%	39.4%	25.5%	0.5%
MCN	42.2%	24.5%	27.3%	6.0%
News 24	54.0%	22.9%	16.5%	6.6%
Ora News	40.2%	31.9%	18.8%	9.1%
Report TV	19.0%	42.5%	32.8%	5.7%
RTSH 1	31.3%	37.5%	26.3%	4.9%
RTSH 2	20.8%	48.0%	21.2%	10.0%
RTSH 24	15.8%	40.8%	41.7%	1.7%
Rtv Ora	36.0%	32.9%	22.7%	8.4%
Syri Tv	86.3%	10.3%	0.4%	3.0%
Top Channel	29.0%	54.2%	16.8%	0.0%
Top News	18.5%	51.6%	23.8%	6.2%
Vizion Plus	38.3%	40.5%	21.0%	0.1%





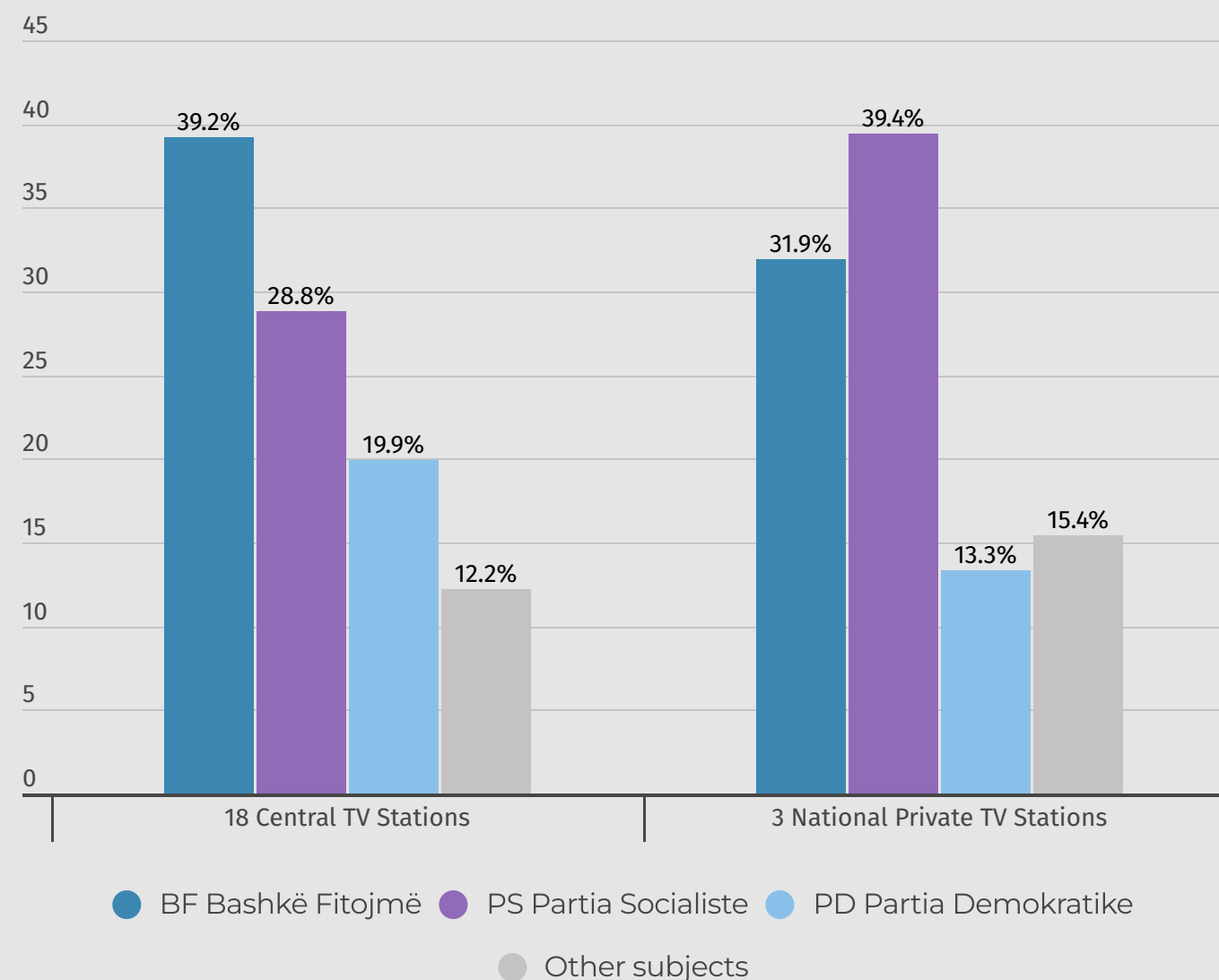
## 1.2 Representation of political subjects in television shows

In addition to the airtime allocated to the main political subjects and actors in news bulletins, based on the methodology approved by the Central Election Commission (CEC) for media monitoring during the election campaign, the AMA also monitored television shows, such as studio interviews, special reports or political debates. For this category, the AMA monitored a total of 52 audio-visual media; the data of 18 main televisions, which include national and regional televisions that cover at least 48% of the population, are presented in detail below.

From the monitoring of TV shows on 18 main televisions in the country, the representatives of the 'Together We Win' coalition were favored with 39.2% of the airtime, compared to their colleagues from the other two main competing subjects, the Socialist Party, with 28.8%, and the Democratic Party, with 19.9 % of airtime. Through their presence in televised debates, representatives of smaller political entities and independent candidates were represented more than in news bulletins, gathering a total of 12.2% of the airtime in this category.

But the situation was different in the three televisions with the largest audience in the country – Top Channel, TV Klan and Vizion Plus – where the Socialist Party again had a clear advantage in airtime, even in TV shows. In the political shows of these three televisions, PS received 39.4% of the airtime during the election campaign, BF, 31.9% and PD, 13.3%. The remaining airtime (15.4%) in the TV shows of these three televisions went to 14 other subjects and independent candidates running in the May 14 local elections, as shown in the graph.

Graph 3: Share of the airtime allocated to political subjects during TV shows on 18 main televisions monitored by the AMA expressed in percentage, April 14 – May 12, 2023





The following table summarizes in percentages the airtime allocated to the main political subjects in the TV shows of the 18 main televisions in Albania during the electoral campaign, April 14 – May 12, 2023. The detailed data expressed in minutes for the main running subjects in all the TV stations can be found in Annex III and IV of this report.

Table 2: Share of the airtime allocated to the political subjects during TV shows on 18 main television stations monitored by the AMA expressed in percentage terms, April 14 – May 12, 2023

	BF Bashkë Fitojmë	PS Partia Socialiste	PD Partia Demokratike	Other subjects
A2 CNN	39.8%	35.8%	19.6%	4.9%
Abc News	15.6%	50.5%	24.5%	9.4%
Euronews	37.4%	30.3%	20.5%	11.7%
Klan News	34.8%	37.8%	16.8%	10.6%
Klan Plus	40.3%	38.9%	12.9%	7.9%
Klan Tv	31.0%	45.9%	11.2%	11.9%
MCN	55.4%	26.5%	7.4%	10.7%
News 24	59.7%	21.8%	12.7%	5.8%
Ora News	19.9%	22.1%	35.4%	22.6%
Report TV	21.4%	29.8%	35.3%	13.5%
RTSH 1	48.9%	34.4%	16.0%	0.7%
RTSH 2	4.9%	9.7%	22.5%	62.9%
RTSH 24	29.7%	19.9%	42.1%	8.3%
Rtv Ora	23.8%	27.1%	36.2%	12.9%
Syri Tv	95.6%	2.0%	0.0%	2.4%
Top Channel	27.6%	53.6%	4.0%	14.8%
Top News	25.0%	41.7%	11.5%	21.8%
Vizion Plus	35.9%	23.8%	22.0%	18.3%



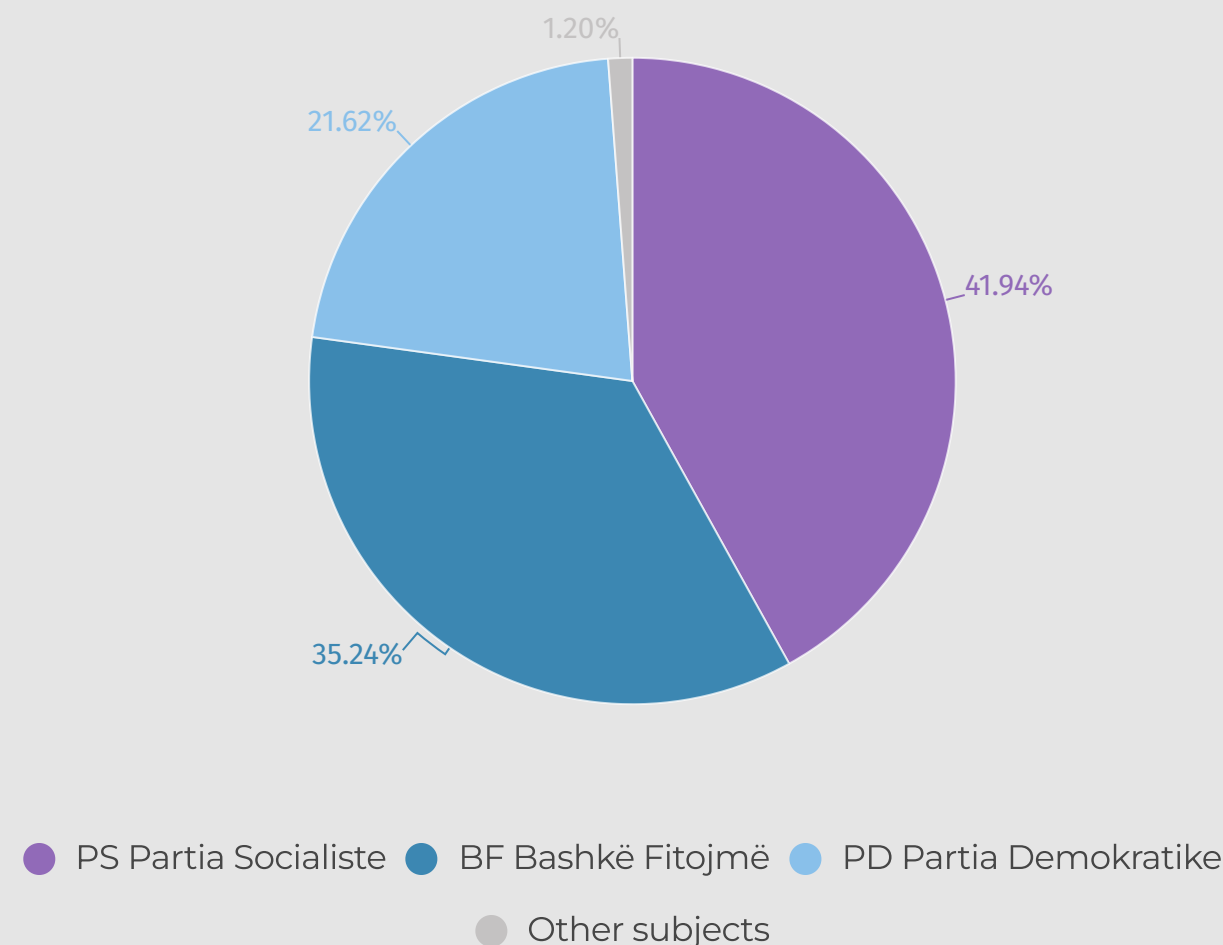
## 1.3 Representation of political subjects in live broadcasts

According to the determinations of the methodology drawn up by the CEC for the monitoring of audio and audiovisual media in the country during the election campaign, one of its important components was related to the daily monitoring of the live broadcasts that the central and local televisions in the country allocated to the political subjects during April 14 – May 12, 2023.

From the group of main television stations analyzed for this report, the AMA identified that only 14 of them carried live streaming from election campaign activities. Of these, three of them, RTSH 1, Klan Tv and Vizion Plus, were excluded from the analysis due to the limited number of minutes of live broadcasts – less than 20 minutes throughout the entire campaign.

In total, from the monitoring of 11 main TV stations in the country during the 30 days of the election campaign, the AMA identified about 35,350 minutes of live broadcasts of electoral activities, or, more than 589 hours. Of these, more than 237 hours of broadcasting were allocated to the electoral activities of PS, 199 hours to the activities of the 'Together We Win' coalition, and 122 hours to the activities of PD. The remaining seven hours of live broadcasts covered the activities of eight political parties running in the elections, or independent candidates.

Graph 4: Share of the airtime allocated to political subjects during live broadcasts on 11 main news television channels monitored by the AMA expressed in percentage terms, April 14 – May 12, 2023





Even in the category of live broadcasts, we noticed big changes between the airtime allocated to different entities from the main televisions. Among the 11 main TV stations, five of them allocated more than 50% of the live broadcasts' airtime to PS activities. Only one of them, Syri TV, allocated most of the airtime (93.8%) to the 'Together We Win' coalition.

Big differences in live broadcasts' airtime between televisions are also observed for all other parties running in this category, where the time offered to them fluctuated from 0% to 4.9% of airtime.

The following table summarizes in percentage terms the minutes allocated to the main political subjects in the live broadcasts of the 11 main televisions in the country during the election campaign April 14 – May 12, 2023. The detailed data expressed in minutes for the main running subjects in all the televisions monitored can be found in Annex V of this report.

**Table 3: Share of the airtime allocated to the political subjects in live broadcasts on 11 main news TV channels monitored by the AMA expressed in percentage terms, April 14 – May 12, 2023**

	<b>BF Bashkë Fitojmë</b>	<b>PS Partia Socialiste</b>	<b>PD Partia Demokratike</b>	<b>Other subjects</b>
A2CNN	40.7%	46.9%	12.4%	0.0%
Abc News	6.0%	81.6%	7.6%	4.9%
Euronews	23.3%	50.4%	25.4%	0.8%
Klan News	29.0%	34.8%	35.3%	0.8%
MCN	39.6%	54.7%	5.7%	0.0%
News 24	41.9%	39.6%	16.6%	2.0%
Ora News	37.6%	36.1%	25.0%	1.3%
Report TV	9.0%	57.4%	29.5%	4.1%
RTSH 24	19.2%	43.9%	36.8%	0.0%
Syri Tv	93.8%	5.7%	0.0%	0.5%
Top News	15.4%	70.1%	13.5%	1.0%



## 2. The coverage of political actors and gender perspective

Beside the coverage of political subjects, during this electoral campaign the AMA daily monitored the coverage of relevant political actors. While the airtime allocated to political actors is not foreseen in the limitations of the regulatory framework, the airtime allocated to each individual is a significant indicator of the political views conveyed by the media; it also enables the calculation of the airtime allocated to women candidates compared to their male colleagues.

In this section, BIRN analyzed the airtime allocated to political actors only on the 18 main TV stations in the country, excluding televisions with lower viewership and local televisions, which were monitored in rotation only on some days of the campaign, which could affect the airtime allocated to the specific actors represented in them.





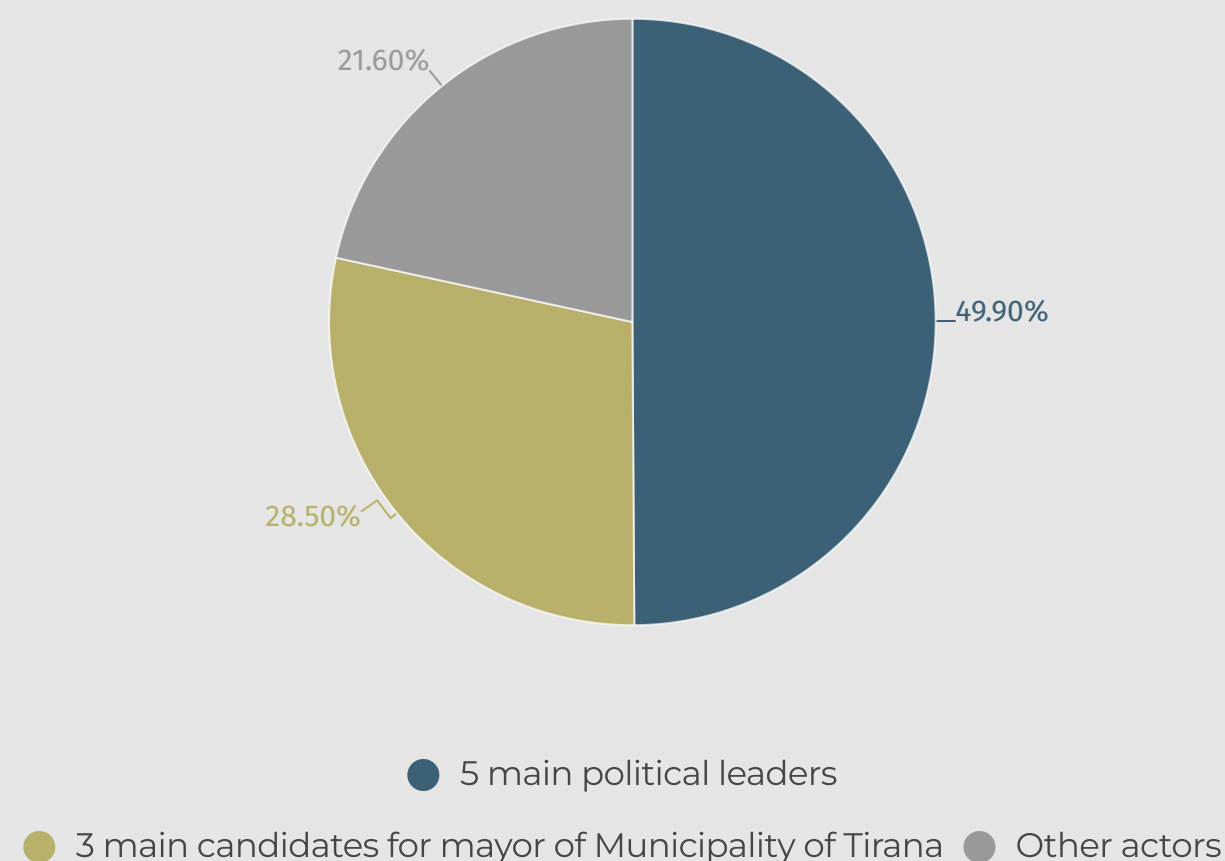
## 2.1 The coverage of political actors in news bulletins

The data collected from monitoring the news bulletins of 18 main TV stations in the country regarding the airtime allocated to political actors shows that although the elections were held at local level, almost half (49.9%) of the airtime was allocated to five non-contestants, namely Prime Minister Edi Rama (17.0%), Sali Berisha (16.6%), Enkelejd Alibeaj (9.9%), Ilir Meta (3.5%) and Fatmir Mediu (3.0%).

Three of the five candidates for mayor of Tirana, Erion Veliaj (10.8%), Roland Bejko (9.4%) and Belind Kelliçi (8.3%), together accounted for 28.5% of the news airtime.

If, from the airtime allocated to the above subjects during the news bulletins, we subtract the airtime allocated to members of the government or political leaders of the districts, it turns out that the candidates for mayors in the other 60 municipalities of the country, as well as the 23,646 candidates running for 1,613 municipal council seats, occupied less than 20% of airtime on main televisions – if they were offered this opportunity.

Graph 5: Share of the airtime allocated to political actors during news bulletins on 18 main TV stations monitored by the AMA expressed in percentage terms, April 14 – May 12, 2023





Similarly to the findings in the other sections of this chapter, the analyzed data show large differences in the number of actors covered during news bulletins as well as in the airtime allocated to each of them. As can be seen in the table below, the percentages of airtime in favor of the 15 main actors allocated in the news bulletins of the 18 main TV stations vary significantly, especially if we separate the percentages allocated to them in the three privately-owned national televisions. The three privately-owned televisions in the country – Top Channel, TV Klan and Vizion Plus – allocated 92.2% of the airtime in this category to the five political leaders and the three main candidates running for mayor of Tirana.

**Table 4: Airtime allocated to the political subjects in TV shows on 18 main televisions monitored by the AMA expressed in minutes and percentage terms, April 14 – May 12, 2023**

#	Political Actor	18 main TV stations		3 National Private TV stations	
		No of minutes	% of airtime	No of minutes	% of airtime
1	Edi Rama	1798.17	17.0%	223.37	21.6%
2	Sali Berisha	1754.78	16.6%	191.20	18.5%
3	Erion Veliaj	1145.74	10.8%	162.54	15.7%
4	Belind Kelliçi	874.72	8.3%	130.49	12.6%
5	Enkelejd Alibeaj	1052.79	9.9%	97.41	9.4%
6	Roland Bejko	995.21	9.4%	131.20	12.7%
7	Ilir Meta	368.99	3.5%	15.07	1.5%
8	Fatmir Mediu	312.8	3.0%	3.18	0.3%
9	Damian Gjiknuri	153.93	1.5%	1.85	0.2%
10	Emiriana Sako	128.47	1.2%	9.54	0.9%
11	Bardh Spahia	92.93	0.9%	0.00	0.0%
12	Belinda Balluku	84.27	0.8%	6.45	0.6%
13	Luciano Boçi	45.92	0.4%	0.00	0.0%
14	Mirela Karabina	80.68	0.8%	0.00	0.0%
15	Silvi Bardhi	44.8	0.4%	0.00	0.0%
	<b>Other actors</b>	<b>1653.69</b>	<b>15.6%</b>	<b>63.33</b>	<b>6.1%</b>



## 2.2 The coverage of political actors in live broadcasts

Although the main political actors avoided TV shows to debate their platforms, the monitoring data show that the latter were offered extensive airtime in live broadcasts from their electoral meetings or statements from their respective headquarters.

Analysis of the AMA monitoring data for the 18 main TV stations shows that 11 TV stations provided 34,029 minutes of live broadcasts with political actors, or over 567 hours, without editorial intervention.

Of this coverage, over two-thirds (67.7%) of the live broadcast airtime was allocated to the five main actors – Rama (23.8%) and Berisha (15.3%), followed by Veliaj (10.7%), Bejko (9.9%) and Alibeaj (8.0%). The attached table summarizes the airtime allocated to the live broadcasts on all monitored main televisions, expressed in minutes and percentage terms.

Table 5: Airtime allocated to the political actors in live broadcasts on 11 main televisions monitored by the AMA expressed in minutes and percentage terms, April 14 – May 12, 2023

#	Political Actor	Number of minutes	Percentage of airtime
1	Edi Rama	8113	23.8%
2	Sali Berisha	5207	15.3%
3	Erion Veliaj	3627	10.7%
4	Roland Bejko	3373	9.9%
5	Enkelejd Alibeaj	2706	8.0%
6	Ilir Meta	1600	4.7%
7	Hapja e fushates BF Bashkë Fitojmë	1295	3.8%
8	Belind Këlliçi	939	2.8%
9	Damian Gjikhuri	606	1.8%
10	PD Partia Demokratike	426	1.3%
11	Belinda Balluku	314	0.9%
12	Hapja e fushates se PD	295	0.9%
13	Shpëtim Idrizi	242	0.7%
14	Gledian Llatja	154	0.5%
15	PS Partia Socialiste	122	0.4%
Other actors		5010	14.7%



## 2.3 The coverage of political actors by gender

In the May 14, 2023 elections, 23,646 candidates ran for 1,613 seats in municipal councils and 144 candidates ran for mayors of 61 municipalities. Among the 144 candidates proposed by various political subjects, only 15 (10.5%) were women, but, thanks to quotas, they made up half of the candidates for municipal councils.

One of the innovations of the monitoring of political actors during the last two electoral campaigns carried out by the AMA was analyzing the gender gap in coverage in audiovisual media. Data made available by the AMA on the coverage of political actors on the 18 main TV stations through the three main categories of monitoring – news bulletins, TV shows and live broadcasts – show that women candidates occupied an average of only 8.53% of the television time.

The representation of women candidates compared to men differed between different televisions and between different television programs, with the percentage of their presence highest on TV shows (12.34%). There was less coverage of them in news bulletins (6.87%) and in live broadcasts (4.39%).

Despite the limited coverage, more detailed analyzes of the political actors covered in the various TV programs show that a significant portion of the airtime was allocated to cabinet members, spokespeople, or non-contesting political leaders, leaving little opportunity for female candidates from different municipalities of the country to publicise their platforms.

**Table 6: Share of the airtime allocated to women candidates on 18 main televisions monitored by AMA, according to the television format, April 14 - May 12, 2023**

	News bulletins	TV shows	Live broadcasts
Syri Tv	6.89%	15.96%	5.15%
Top News	11.30%	24.28%	6.22%
Klan News	4.45%	18.63%	2.26%
News24	3.22%	7.70%	1.25%
Report TV	11.31%	17.55%	5.68%
Ora News	9.22%	2.38%	6.14%
RTSH 24	12.32%	10.24%	3.46%
Euronews	6.01%	18.07%	5.02%
RtvOra	5.10%	5.21%	NA
A2CNN	2.30%	16.42%	4.14%
Abc News	13.61%	17.77%	7.89%
MCN	6.96%	12.45%	0.00%
Vizion Plus	2.84%	12.77%	NA
KlanTv	0.97%	2.79%	NA
Top Channel	4.73%	11.84%	NA
RTSH 1	4.35%	8.20%	NA
Klan Plus	4.22%	4.84%	NA
RTSH 2	13.86%	15.05%	NA
<b>Average</b>	<b>6.87%</b>	<b>12.34%</b>	<b>4.29%</b>

Detailed data on the airtime allocated to political actors in terms of gender perspective on all the televisions monitored by the AMA, expressed in minutes, can be found in Annex VI of this report.



### 3. The broadcasting of political advertisements

The Electoral Code stipulates that the relationship of political parties with audiovisual media during the election campaign is regulated by law and is limited in terms of the advertisements they can broadcast, including an obligation to identify the advertising subject, the time intervals of the advertisement broadcast, as well as the restriction that no audiovisual broadcaster can allocate more than 90 minutes of advertising to one party during the 30-day campaign period.

This provision was not respected in past election campaigns. For example, data analyzed by BIRN during the campaign for the 2021 parliamentary elections showed that out of the 17 televisions that were analyzed, 11 broadcasted more than 90 minutes of ads for the ruling Socialist Party and nine media outlets did likewise for the opposition Democratic Party.



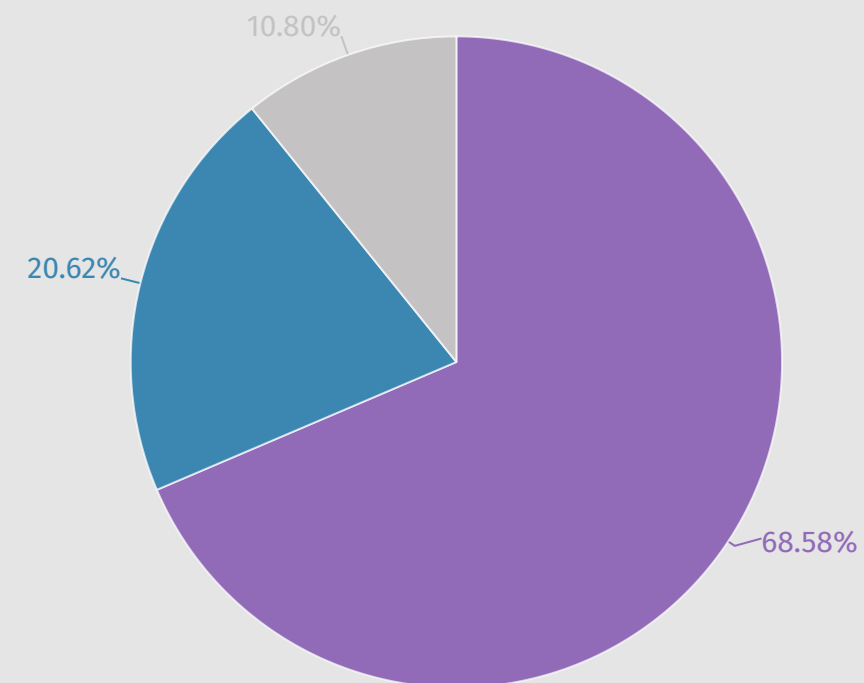


Graph 6: Airtime coverage of advertisements of political subjects broadcasted on 14 main televisions monitored by the AMA expressed in percentage terms, April 14 – May 12, 2023

Using media monitoring data from the AMA, BIRN calculated that political parties broadcasted almost 16 hours of political ads on 14 of the main televisions during the election campaign from April 14 – May 12, 2023.

The Socialist Party paid for most of these ads – 68.48% of all political ads broadcasted on these televisions during the campaign. The ‘Together We Win’ coalition ranked second, with 20.62% of them.

As shown in the attached graph, all other subjects running in the last local elections, including independent candidates, occupied only 10.80% of the advertising minutes on the main televisions.



● PS Partia Socialiste ● BF Bashkë Fitojmë ● Other subjects



During the last campaign, data show that the main televisions generally respected the time limit on the volume of advertising during the campaign. Only one of the main televisions, Syri TV, exceeded the allocated minutes, showing more than 157.87 minutes for the ‘Together We Win’ coalition, as can be found in detail in the attached table.

However, beside the main televisions analysed, the AMA data show that restrictions on advertising time were also violated by Shijak TV, which broadcasted over 16 hours of advertising (1,003.83 minutes) for the ‘Together We Win’ coalition during the campaign.

It is not possible to analyze compliance levels with these limits by local televisions; the latter were only periodically monitored and there is no complete data for the entire election campaign period.

Complete data for all the television channels monitored by the AMA during the election campaign can be found in Annex VII and VIII of this report.

**Table 7: Airtime allocated to female political actors on the 18 main TV television monitored by the AMA expressed in minutes, according to the television format, April 14 - May 12, 2023**

	BF Bashkë Fitojmë	PS Partia Socialiste	Subjekte të tjera
A2CNN	0	0	0.83
Abc News	0	84.52	0
Euronews	0	86.33	0
Klan News	0	50.88	0
Klan Plus	0.97	52.93	0
Klan TV	0	85.57	2.6
MCN	0	0	2.15
News24	37.72	0	71.85
Ora News	0	0	18.9
Report TV	0	82.55	0
Syri TV	157.87	0	4.33
Top Channel	0	75.3	2.3
Top News	0	51.55	0
Vizion Plus	0	84.15	0
<b>Total</b>	<b>196.56</b>	<b>653.78</b>	<b>102.96</b>



## Main conclusions:

- The Audiovisual Media Authority data for television reporting during the May 14, 2023 election campaign show that the major political parties, including the Socialist Party, the 'Together We Win' coalition and the Democratic Party received a disproportionately high amount of airtime during news bulletins, violating the provisions of the Electoral Code on the balanced coverage of political entities running in elections.
- The violation of these provisions in terms of balanced coverage of the campaign was even more pronounced on the national TV stations, which control the majority of the TV audience, as well as on the public broadcaster. This unbalanced representation of electoral subjects running in the elections was observed not only during news bulletins but also during TV shows of a political nature.
- Even the representation of political subjects during live broadcasts was unbalanced and favored the three major political subjects. Mainly, coverage of the election campaign on television focused on the five main political actors and on the candidates for mayor in the capital, giving very little space to the campaign in the other 60 municipalities. This concentration of coverage on a handful of political actors was even more pronounced on the three national commercial TV stations.
- Male political actors dominated the media coverage in audiovisual media during news bulletins, political TV shows and live broadcasts. Coverage allocated to women candidates was very limited.
- The Central Election Commission should impose administrative sanctions on audiovisual entities for violating the provisions of the Electoral Code for their balanced coverage of the campaign in news bulletins.
- Live broadcasts during the election campaign should be regulated to clarify whether they constitute political advertising or programming airtime, as some televisions have imposed broadcast fees for this format in the past.
- The advertising airtime of the electoral subjects monitored by the AMA should be analyzed against the expenses declared by the subjects themselves in their financial reports, in order to ensure the transparency of the financing of the election campaigns.



## **Annex I:**

**Airtime allocated to political subjects during the news bulletins on the  
televisions monitored by the AMA on full-time basis, expressed in  
minutes,**

**April 14 - May 12, 2023**



	Bashkë Fitojmë	Partia Socialiste	Partia Demokratike	Partia Republikane Shqiptare	Partia Drejtësi, Integrim dhe Unitet	Partia Agrare Ambientaliste	Nisma Thurje	Lëvizja për Zhvillim Kombëtar
A2 CNN	785.58	818.28	312.9	43.77	2.27	0.65	10.38	1.4
Abc News	384.9	692.05	410.7	7.83	41.28	2	0	4.5
CNA	2263.87	1742.93	1197.78	93.1	57.65	15.17	0	12.97
Euronews	164.68	203.25	160.23	14.02	2.4	0	16.6	0
Fax News	252.72	249.28	204.2	16.82	4	3.6	5.93	4.8
Kanali 7	1903.65	1826.1	1106.75	30.67	0	0	0	0
Klan News	834.75	854.57	841.48	218.1	57.82	31.88	0	0
Klan Plus	105.7	105.18	87	22.35	0	2.63	0	0
Klan Tv	315.48	360.17	233.5	4.75	0	0	0	0
MCN	193.78	112.57	125.42	3.13	0	0	6.97	0
News 24	673.58	286.23	205.95	49.17	17.68	8.8	6.47	0
Ora News	385.15	306.02	180.67	59.88	1.87	4.02	16.4	2.68
Panorama	1216.05	939.63	587.42	114.95	0	21.93	11.78	0
Report	199.73	446.95	345.4	13.52	27.43	0.73	9.12	1.2
RTSH 1	200.58	240.27	168.28	29.45	0	1.75	0	0
RTSH 2	13.38	30.87	13.62	6.43	0	0	0	0
RTSH 24	66.22	170.88	175.02	7.17	0	0	0	0
Rtv Ora	220.95	201.75	138.95	28.2	2.15	2.52	11.08	6.98
Shijak TV	1690.75	6.9	0	0	0	0	0	0
Syri Tv	2310.73	276.62	10.35	63.93	0	10.33	0	3.73
Top Channel	121.32	226.93	70.2	0	0	0	0	0
Top News	372.15	1038.55	478.9	67.95	29.82	16.43	0	9.9
Vizion Plus	264.6	279.53	145.07	0.92	0	0	0	0
Total	14940.3	11415.51	7199.79	896.11	244.37	122.44	94.73	48.16





	Partia Lëvizja Bashkë	Partia Social Demokrate	Partia Komuniste e Shqipërisë	Partia Fronti i Majtë	Kandidat i Pavarur	Partia Bindja Demokratike	Partia Aleanca Arbnore Kombetare	Partia Minoriteti Etnik Grek për të Ardhmen
A2 CNN	2.15	7.72	0	1.92	0	0	0	0
Abc News	0	0	0	0	0	1.55	0	0
CNA	8.5	0	0	0	0	0	0	0
Euronews	10.77	0	0	0	0	0	0	0
Fax News	0.75	0	0.58	0.75	0	0	0	0.75
Kanali 7	0	0	0	0	0	0	0	0
Klan News	0	0	0	0	0	0	0.88	0
Klan Plus	0	0	0	0	0	0	0	0
Klan Tv	0	0	0	0	0	0	0	0
MCN	1.93	5.8	9.9	0	0	0	0	0
News 24	0	0	0	0	0	0	0	0
Ora News	2.27	0	0	0	0	0	0	0
Panorama	0	0	0	0	0	0	0	0
Report	0	6	0	0	1.58	0	0	0
RTSH 1	0	0	0	0	0	0	0	0
RTSH 2	0	0	0	0	0	0	0	0
RTSH 24	0	0	0	0	0	0	0	0
Rtv Ora	0.87	0	0	0	0	0	0	0
Shijak TV	0	0	0	0	0	0	0	0
Syri Tv	0	0	0	0	0	0	0	0
Top Channel	0	0	0	0	0	0	0	0
Top News	0	0	0	0	0	0	0	0
Vizion Plus	0	0	0	0	0	0	0	0
<b>Total</b>	<b>27.24</b>	<b>19.52</b>	<b>10.48</b>	<b>2.67</b>	<b>1.58</b>	<b>1.55</b>	<b>0.88</b>	<b>0.75</b>



## **Annex II:**

**Airtime allocated to political subjects during news bulletins on the  
televisions monitored by the AMA on part-time basis, expressed in  
minutes,**

**April 14 - May 12, 2023**



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	Partia Socialiste	Bashkë Fitojmë	Partia Demokratike	Partia Social Demokrate	Partia Republikane Shqiptare	Partia Drejtësi, Integrim dhe Unitet	Partia Agrare Ambientaliste	Partia Komuniste e Shqipërisë	Partia Minoriteti Etnik Grek për të Ardhmen	Nisma Thurje
Star Plus	289.65	301.35	243.18	0	0	0	0	0	0	0
Zjarr TV	161.67	260.9	71.23	0	18.9	0	12.27	0	0	3.57
6+1Vlora	231.78	262.22	0	0	0	0	0	0	0	0
RTV Gjirokastra	151.4	143.78	149.53	0	0	12.45	0	0	9.6	0
Skampa	203.73	4.88	199.27	9.28	0	9.53	0	0	0	0
TV Kopliku	137.2	124.62	5	123.65	0	0	0	0	0	0
RTV Shkodra	134.52	143.1	60.17	22.03	0	0	0	0	0	0
Apollon	142.65	22.87	103.27	0	0	0	0	10.53	0	0
TV Kukesi	94.42	99.2	82.4	0	0	0	0	0	0	0
RTV Korca	80.88	91.6	27.05	0	0	0	0	0	0	0
Berati TV	111.13	40.77	0	0	0	0	0	0	0	0
Bulevard	62.6	53.23	15.67	0	0	0	0	0	0	0
Rozafa TV	26.7	34.32	42.52	33.97	0	0	0	0	0	0
One TV	76.7	26.9	9.9	0	0	0	0	0	0	0
TV Lezha	53.5	50.2	0	0	13.07	0	0	0	0	0
TV 4+	39	74.17	0	0	0	0	0	0	0	0
Bulqiza TV	33.62	40.23	0	0	0	0	0	0	0	0
RTV Kukës	32.95	30.88	15.35	0	0	0	0	0	0	0
Adrianet	23.4	33.68	0	0	0	0	0	0	0	0
Sot7	39.32	15.43	0	0	0	0	0	0	0	0
Alpo TV	12.2	11.53	0	0	0	0	0	0	0	0
Scan	13.18	9.73	0	0	0	0	0	0	0	0
TV Mati	0	0	0	0	0	0	0	0	0	0
TV Gold	0	0	0	0	0	0	0	0	0	0
Eden 3	0	0	0	0	0	0	0	0	0	0
Total	2152.2	1875.59	1024.54	189.47	31.97	21.98	12.27	10.53	9.6	3.57



### **Annex III:**

**Airtime allocated to political subjects during TV programs and talk shows on the televisions monitored by the AMA on full-time basis, expressed in minutes, April 14 - May 12, 2023**



	Bashkë Fitojmë	Partia Socialiste	Partia Demokratike	Partia Lëvizja Bashkë	Nisma Thurje	Partia Drejtësi, Integrim dhe Unitet	Lëvizja për Zhvillim Kombëtar	Partia Republikane Shqiptare	Partia Agrare Ambientaliste
A2CNN	484	435	238	4	-	5	13	20	-
Abc News	139	450	218	-	-	13	-	-	-
CNA	1	23	55	-	-	-	-	-	-
Euronews	1,394	1,131	766	135	172	66	48	17	-
Fax News	603	335	693	63	-	92	63	22	96
Kanali 7	602	283	201	32	39	29	67	83	-
Klan News	432	469	208	4	18	32	-	48	29
Klan Plus	425	410	136	69	-	-	-	-	-
Klan TV	389	576	141	71	-	-	-	-	-
MCN	1,231	588	164	77	11	24	20	54	-
News 24	1,627	594	346	48	48	-	-	18	43
Ora News	275	306	490	68	73	31	27	27	-
Panorama Tv	1,197	467	264	54	50	28	84	29	29
Report TV	1,074	1,490	1,769	101	227	116	34	-	17
RTSH 1	428	301	140	-	-	-	6	-	-
RTSH 2	24	47	109	10	10	5	35	8	30
RTSH 24	313	210	444	25	30	7	26	-	-
Rtv Ora	799	910	1,214	169	60	60	48	48	-
ShijakTV	5,487	-	-	-	-	-	-	-	209
Syri TV	3,314	68	-	-	83	-	-	-	-
Top Channel	424	824	62	23	16	38	55	59	16
Top News	666	1,114	306	55	58	186	75	37	69
Vizion Plus	692	459	424	76	76	41	53	82	-
<b>Total</b>	<b>22,020</b>	<b>11,490</b>	<b>8,388</b>	<b>1,084</b>	<b>971</b>	<b>773</b>	<b>654</b>	<b>552</b>	<b>538</b>





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	Partia Balli Kombëtar	Partia Levizja e Legalitetit	Partia Fryma e Re Demokratike	Partia Bindja Demokratike	Koalicioni Liberale e Djathtë	Partia Demokristiane e Shqipërisë	Partia Fronti i Majtë	Partia Aleanca Demokristiane e Shqipërisë	Subjekte të tjera
A2CNN	-	-	-	13	-	-	4	-	-
Abc News	-	-	-	16	-	-	-	-	55
CNA	-	-	-	-	-	-	-	-	0
Euronews	-	-	-	-	-	-	-	-	0
Fax News	-	-	-	-	-	-	18	-	7
Kanali 7	-	-	-	-	-	-	-	-	0
Klan News	-	-	-	-	-	-	-	-	0
Klan Plus	-	-	-	-	-	-	14	-	0
Klan TV	-	-	-	-	-	-	14	-	64
MCN	-	-	-	-	-	-	52	-	0
News 24	-	-	-	-	-	-	-	-	0
Ora News	-	-	18	-	-	-	-	-	69
Panorama Tv	-	-	54	28	-	-	-	-	202
Report TV	-	-	28	151	-	-	-	-	0
RTSH 1	-	-	-	-	-	-	-	-	0
RTSH 2	5	18	7	-	-	8	5	15	149
RTSH 24	-	-	-	-	-	-	-	-	0
Rtv Ora	-	-	48	-	-	-	-	-	0
ShijakTV	393	333	116	-	157	63	-	87	89
Syri TV	-	-	-	-	-	-	-	-	0
Top Channel	-	-	-	20	-	-	-	-	0
Top News	-	-	36	15	-	52	-	-	0
Vizion Plus	-	-	-	24	-	-	-	-	-
<b>Total</b>	<b>398</b>	<b>351</b>	<b>307</b>	<b>267</b>	<b>157</b>	<b>123</b>	<b>107</b>	<b>102</b>	<b>635</b>



## **Annex IV:**

**Airtime allocated to political subjects during TV programs and talk shows on the televisions monitored by the AMA on part-time basis, expressed in minutes, April 14 - May 12, 2023**



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	Partia Socialiste	Bashkë Fitojmë	Partia Demokratike	Partia për Europeanizim dhe Integrim e Shqipërisë	Partia Lëvizja e Legalitetit	Lëvizja për Zhvillim Kombëtar	Partia Bindja Demokratike	Partia Social Demokrate	Partia Agrare Ambientaliste
6+1 Vlora	849	551	-	-	-	-	-	-	-
Adrianet	-	-	-	-	-	-	-	-	-
AlpoTV	-	60	-	-	-	-	-	-	-
Apollon	-	-	61	-	-	-	-	-	-
Berati Tv	28	-	32	-	-	-	-	-	-
Bulevard	-	-	-	-	-	-	-	-	-
Bulqiza TV	-	-	-	-	-	-	-	-	-
Eden 3	-	-	-	-	-	-	-	-	-
One Tv	-	-	-	-	-	-	-	-	-
Rozafa TV	-	-	-	-	-	-	-	16	-
RTV Korça	-	-	-	-	-	-	-	-	-
RTV Kukës	-	-	-	-	-	-	-	-	-
Rtv Shkodra	245	45	96	-	66	-	-	-	-
RTV Gjirokastra	17	17	7	-	-	-	-	-	-
Scan	200	146	29	-	-	24	23	-	8
Skampa	-	-	-	-	-	-	-	-	-
Sot7	-	-	-	-	-	-	-	-	-
Star Plus	92	-	-	-	-	-	-	-	-
TV Gold	-	-	-	-	-	-	-	-	-
Tv Kopliku	-	-	-	-	-	-	-	6	-
Tv Kukësi	47	96	-	125	-	-	-	-	-
Tv Lezha	-	-	-	-	-	-	-	-	-
Tv Mati	-	-	-	-	-	-	-	-	-
Tv4+	-	-	-	-	-	-	-	-	-
Zjarr Tv	-	-	-	-	-	-	-	-	-
Total	1478	915	225	125	66	24	23	22	8



## **Annex V:**

**Airtime allocated to political subjects during live broadcasts on the  
televisions monitored by the AMA on full-time basis, expressed in**

**minutes,**

**April 14 - May 12, 2023**



	Bashkë Fitojmë	Partia Socialiste	Partia Demokratike	Partia Drejtësi, Integrim dhe Unitet	Nisma Thurje	Partia Republikane Shqiptare	Lëvizja për Zhvillim Kombëtar	Partia Fronti i Majte	Partia Lëvizja Bashkë	Partia Agrare Ambientaliste	Partia Social Demokrate
A2CNN	204	235	62	-	-	-	-	-	-	-	-
Abc News	75	1,026	95	59	-	2	-	-	-	-	-
CNA	1,716	1,466	1,193	6	-	-	-	-	-	-	-
Euronews	339	732	369	1	11	-	-	-	-	-	-
Fax News	797	1,334	777	-	-	2	-	-	-	-	-
Kanali 7	1,150	769	268	-	-	-	-	-	-	-	-
Klan New	1,466	1,759	1,781	42	-	-	-	-	-	-	-
Klan TV	-	6	-	-	-	-	-	-	-	-	-
MCN	21	29	3	-	-	-	-	-	-	-	-
News 24	1,859	1,760	735	62	-	15	7	-	-	3	-
Ora News	2,062	1,976	1,371	-	20	-	16	18	16	-	-
Panorama	2,404	1,967	1,135	60	28	41	4	-	-	11	-
Report TV	177	1,131	580	81	-	-	-	-	-	-	-
RTSH 1	-	-	18	-	-	-	-	-	-	-	-
RTSH 24	898	2,050	1,720	-	-	-	-	-	-	-	-
Shijak TV	3,474	1	-	-	-	-	-	-	-	-	-
Syri Tv	4,133	249	-	-	22	-	-	-	-	-	-
Top News	721	3,278	634	33	-	-	-	-	-	-	13
Vizion Plus	5	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>21,501</b>	<b>19,768</b>	<b>10,741</b>	<b>344</b>	<b>81</b>	<b>60</b>	<b>27</b>	<b>18</b>	<b>16</b>	<b>14</b>	<b>13</b>



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## **Annex VI:**

**Airtime allocated to political actors by gender perspective on the  
televisions monitored by the AMA, expressed in minutes,  
April 14 - May 12, 2023**





Main TV stations				Local TV stations			
	No. of minutes	% Men	% Women		No. of minutes	% Men	% Women
A2CNN	3830.88	92.56	7.44	6+1 Vlora	1819.49	76.26	23.74
Abc News	3827.89	88.07	11.93	Adrianet	48.83	52.08	47.92
CNA	9156.77	92.05	7.95	Alpo TV	75.73	100	0
Euronews	5860.62	86.57	13.43	Apollon	340.32	50.7	49.29
Fax News	5771.4	92.66	7.34	Berati Tv	208.04	82.72	17.27
Kanali 7	8476.33	95.79	4.21	Bulevardi TV	120.47	72.28	27.72
Klan News	9237.05	94.74	5.26	Bulqiza Tv	81.32	97.61	2.37
Klan Plus	1348.56	95.34	4.67	One Tv	111.9	93.92	6.08
Klan TV	2186.9	97.69	2.31	Rozafa TV	142.71	98.83	1.17
MCN	2997.74	88.65	11.35	RTV Gjirokastra	505.03	92.24	7.76
News24	8436.53	96.39	3.61	RTV Korca	161.75	82.19	17.81
Ora News	8053.05	94.03	5.97	RTV Kukesi	79.18	95.9	4.1
Panorama TV	11330.7	95.18	4.82	Rtv Shkodra	801.6	84.42	15.58
Report TV	8307.2	86.54	13.46	Scan TV	459.91	66.75	33.25
RTSH 1	1560.33	93.68	6.32	Skampa	427.23	96.34	3.66
RTSH 2	549.3	85.65	14.35	Sot 7	48.68	100	0
RTSH 24	6457.68	94.95	5.05	Star Plus	904.93	90.24	9.76
Rtv Ora	3961.76	94.94	5.06	Tv 4 +	103.83	66.1	33.9
Shijak TV	12077.5	83.77	16.23	Tv Kopliku	418.72	93.7	6.3
Syri TV	10575	90.91	9.09	TV Kukesi	569.75	98.97	1.03
Top Channel	1958.57	89.67	10.33	Tv Lezha	120.77	100	0
Top News	9262.98	86.74	13.26	Zjarr Tv	534.74	93.63	6.37
Vizion Plus	2590.35	89.28	10.73				



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AUDIOVISUAL MEDIA



## **Annex VII:**

**Airtime allocated to political advertisements on the televisions  
monitored by the AMA on full-time basis, expressed in minutes,  
April 14 - May 12, 2023**



	Bashkë Fitojmë	Partia Socialiste	Partia Republikane Shqiptare	Partia Drejtësi, Integrim dhe Unitet	Partia Agrare Ambientaliste	Partia Demokratike	Partia Lëvizja Bashkë
A2CNN	-	-	0.83	-	-	-	-
Abc News	-	84.52	-	-	-	-	-
CNA	10.67	-	-	-	-	-	-
Euronews	-	86.33	-	-	-	-	-
Fax News	0.38	-	-	-	-	7.27	-
Klan News	-	50.88	-	-	-	-	-
Klan Plus	0.97	52.93	-	-	-	-	-
Klan TV	-	85.57	2.60	-	-	-	-
MCN	-	-	-	-	-	-	2.15
News24	37.72	-	35.22	31.23	5.40	-	-
Ora News	-	-	3.60	-	15.30	-	-
Report TV	-	82.55	-	-	-	-	-
Shijak TV	1,003.83	-	-	-	-	-	-
Syri TV	157.87	-	4.33	-	-	-	-
Top Channel	-	75.30	1.30	-	-	1.00	-
Top News	-	51.55	-	-	-	-	-
Vizion Plus	-	84.15	-	-	-	-	-
Total	1,211.44	653.78	47.88	31.23	20.70	8.27	2.15



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AUDIOVISUAL MEDIA



## **Annex VIII:**

**Airtime allocated to political advertisements on the televisions  
monitored by the AMA on part-time basis, expressed in minutes,  
April 14 - May 12, 2023**



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AUDIOVISUAL MEDIA



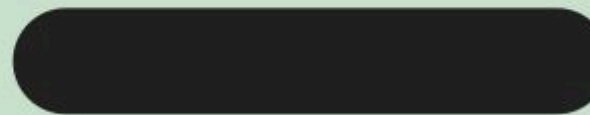
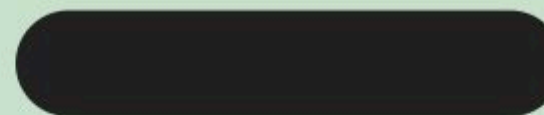
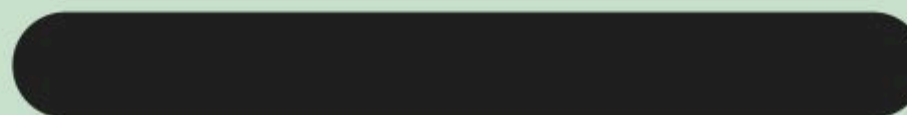
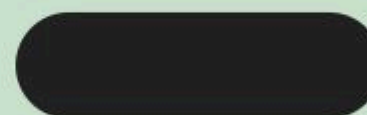
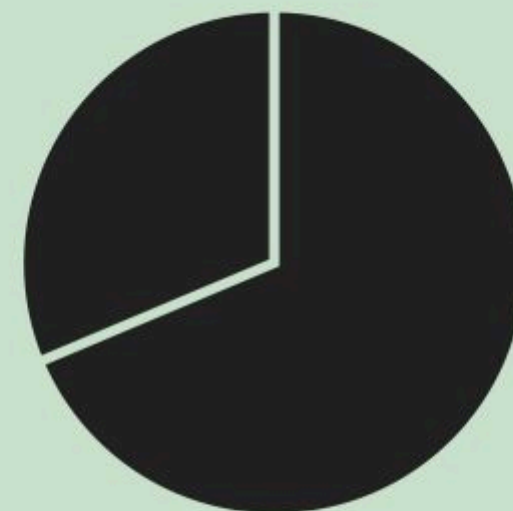
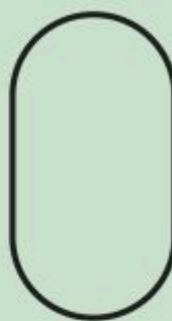
	Partia Socialiste	Partia Demokratike	Partia Social Demokrate	Bashkë Fitojmë	Partia Agrare Ambientaliste	Partia Drejtësi, Integrim dhe Unitet	Partia Lëvizja Bashkë
Alpo TV	0	0	0	0	0	1.4	-
Apollon	0	0	0	17.48	0	0	-
Bulevardi TV	35	0	0	4.35	7.2	0	-
Bulqiza TV	1.12	52.27	0	0	0	0	-
Rtv Gjirokastra	5.23	0	0	0	0	0	-
Rtv Shkodra	15.9	15.73	0	14.93	0	0	-
Tv Kopliku	74.52	1.1	61.53	24.15	0	0	-
<b>Total</b>	<b>131.77</b>	<b>69.1</b>	<b>61.53</b>	<b>60.91</b>	<b>7.2</b>	<b>1.4</b>	<b>-</b>



39.2%



12.2%



# Albania Local Elections 2023

AUDIOVISUAL MEDIA  
MONITORING



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Tiranë, 2023