

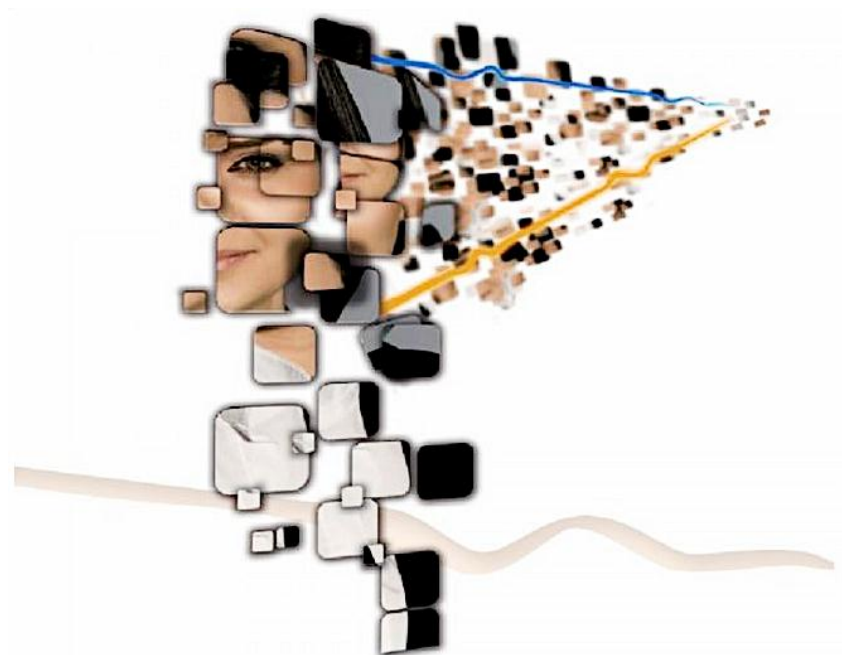


Republika e Kosovës
Republika Kosova ~ Republic of Kosovo

KOMISIONI I PAVARUR PËR MEDIA
NEZAVISNA KOMISIJA ZA MEDIJE ~ INDEPENDENT MEDIA COMMISSION



ASSESSMENT OF THE READINESS OF THE CITIZENS OF REPUBLIC OF KOSOVO FOR TRANSITION TO THE DIGITAL BROADCASTING



Implemented by:

Management
Development
Associates **MDA**
Developing Managers. Managing Development.

Prishtina, September 2013

Disclaimer

The viewpoints expressed in this research on assessment of the readiness of the citizens of republic of Kosovo for transition to the digital broadcasting are those of the author and do not necessarily represent the views of the Independent Media Commission. The content of this report is public and can be freely distributed.

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Executive Summary

Research Background

The research “Assessing the Readiness of Citizens for Transition to Digital Broadcasting” aims to analyze current situation and to provide information related to the process of transition of terrestrial digital television in Kosovo from analog to digital technologies. In addition, this research, by providing specific information on characteristics of the participants (ownership of TV sets, role of TV in their lifestyle, reception of TV signal, impression on TV program contents, awareness and understanding of digitalization process, attitudes towards transition to digital broadcasting, additional necessary support to transition and challenges of this transition), identifies several interesting elements, such as social-economic readiness for such a transition, physic-technical aspects, and other important issues which should be included in the process of transition from analogy to digital broadcasting, thus helping IMC’s strategic orientation in this transition.

Research Methodology

This research involved 3,480 respondents – all of them 18 or older citizens living in Kosovo. The survey was based on a tête-à-tête approach through paper and pencil interviews at the respondents’ ‘homes’. Respondents were selected randomly. Every sample point was designed to include households regardless of the type of residence, i.e. urban or rural. Distribution of sample research was based on the last census data carried out by the Kosovo Agency of Statistics in 2011. 0.2% of population was selected as a representative sample for this research, which results in 95% reliability (Confidence level), and with a margin of error of 2% (Confidence interval). The sample of 3,480 respondents was distributed as following – 3,152 respondents were Albanians or 91%, and 328 respondents were from minorities or 9%. The sample was also distributed according to location, i.e. 38% in urban areas, and 62% in rural areas; according to gender and age group as referring to the census, we have the following distribution: age groups: 18-28 = 42%; 29 -44 = 30%; 45-60 = 28%; Gender based sampling, Males = 50.34% and Females = 49.66%.

Awareness and Understanding of Digital Television

The process of transition to digital broadcasting in the Republic of Kosovo is not well understood and supported by citizens throughout the territory of Kosovo. Out of all those interviewed, only 3.8% are well informed, while majority of respondents lack information regarding this process.

In addition, it is obvious that survey participants from rural areas seem to be less informed about the process than participants from cities. 49.7% of them are not informed at all about the process, and 40% of respondents from the cities provided a similar response.

Awareness and Understanding of the Digitalization Process

IMC continuously carries out information activities related to the awareness and understanding of the digitalization process. It also raised the awareness among the public and responsible institutions related to the changes, which will take place during the digitalization process to enable its completion within the deadline. However, the awareness and understating of the digitalization process seems to be at a low level. Kosovo's citizens need more information related to the project for transition to digital broadcasting in the Republic of Kosovo since a large part of them are not informed properly about this process. Most of them, however, agree that this transition is needed.

Regrouping the attitudes

Respondents in this research could be grouped into four various segments/categories based on the level of their readiness for transition to digital broadcasting. This was done by comparing their attitudes related to specific questions, which have been reflected in this research (See Annex 1). After data collection process, it was found that the largest part of respondents fall into the group of those who are partly or not-ready for the transition, but who can easily prepared to be so, and; a small number of those who are fully ready, and those who hardly can be prepared to be so.

The group consisting of those who are not ready and do not support the transition to digital broadcasting consists the smallest group in this research.

Challenges

The main challenge remains the lack of knowledge and information about the transition process, and citizens' financial challenges related to their readiness for the process. After data collection, it was found that it is necessary to make citizens more knowledgeable related to technical issues they are going to deal with in order to adapt to transition to digital system. In addition, a significant number of respondents declared that they are not financially ready to afford this transition, which may hinder the process.

Main Findings

In general, findings show that citizens of the Republic of Kosovo have a positive attitude towards transition from analogy to digital system.

- 75.3% of respondents consider that it is necessary to transit from analogy to digital broadcasting in the Republic of Kosovo; while 17.7% said that they do not know whether this process is necessary, and only 6.9% oppose such a transition. 25.9% of respondents said that they do not know what to do in order to be ready for such a change.
 - This research identified also the main barriers related to the digital installation; the most mentioned barriers are related to the lack of knowledge about digital installation, and their current level of satisfaction with the analogy system.
 - More than half of those interviewed receive their television signal through cable, while 31.4% through terrestrial mode; the cable mode is mostly present in cities (75.3%), while the terrestrial one in villages (42.8%).
 - Two thirds of Kosovo's citizens use digital television sets, and only one third are fully ready for transition to digital broadcasting since they own a digital television set.
 - National television channels, RTK, KTV and RTV21, are the most received channels through simple antennas.
 - Two thirds of respondents prefer to buy the digital receiver equipment, while the rest prefer to buy a brand new TV set. This is also confirmed when a similar number of respondents stated that they have planned to buy a new TV set within three next years, where the majority saying that they will do such a purchase by 2015.
 - A great part of Kosovo's citizens (47.2%) watch TV more than two hours per day.
 - According to our respondents, their most preferred channels are: KTV was mentioned by 1,860 respondents as their preferred channel, to be followed by RTK which was mentioned by 1,714 respondents, and RTV21 was mentioned by 1,446 respondents. 2,644 respondents mentioned news, 1,091 mentioned serials, 983 movies and 707 respondents mentioned sports as their main reasons why they prefer their favourite TV channels. In addition, according to 2,087 respondents RTK is the channel they mostly watch for news programs, then KTV with 1,858 respondents mentioning it, while 995 respondents mentioned that they watch news program on RTV21 channel.
 - Majority of citizens are between "good" and "very good" when we talk about the quality of our TV channel contents. 73.2% of citizens think that the information provided through news programs in their preferred TV channels is 'somewhat accurate'; while related to the information provided through local televisions, the majority of them are between 'satisfactory' and 'sufficient'.
 - One third of citizens would start using simple antennas upon their transmission improvement, while the rest would continue to use cable or do not know what to use.
 - Kosovo's citizens need more information related to the project for transition to digital broadcasting in the Republic of Kosovo since the majority of them are not informed adequately or at all about the process. However, the majority agrees that this transition is necessary.
1. One fourth of respondents do not know what to do in order to become ready for such a transition.

Introduction

Background

Based on the legislation of the Republic of Kosovo, the Independent Media Commission (IMC) is mandated to draft the Strategy for Transition to Digital Broadcasting in the Republic of Kosovo as well as other strategic documents related to audio-visual media services. At the Geneva Conference 2006, the year of 2015 was set as the deadline for the transition to digital platform for all ITU member states. The Republic of Kosovo should also transit to digital broadcasting by this date since after June 17, 2015 analogy broadcasting will not be protected anymore. For EU member states, this transition was scheduled to take place in 2012. Therefore, IMC is working on drafting the Strategy of the Government of the Republic of Kosovo on “Transition from Analogy to Digital Broadcasting in the Republic of Kosovo”.

Among many advantages, digitalization will provide Kosovo’s citizens a better quality of television signal, variety of content, more TV programs, new services for users with disability and elders, additional services, portable and mobile program reception, as well as a convergence of services.

The plan for the digitalization process completion is expected to end before June 15, 2015, after which the analogy system will be switched-off completely, and the digital broadcasting will become fully effective. In meantime, Kosovo’s citizens as well as media companies should make the transition of their broadcasting equipment from the analogy to digital. This transition requires raising the awareness and readiness of all stakeholders among the Kosovar society. This report was drafted based on the research designed to assess the readiness of citizens related to this transition. IMC chose MDA (Management Development Associates) Company to carry out this research.

Research objectives

The objectives of this research are:

- Raise the awareness and understanding of the community related to digital television and transition to digital television programs, including the beginning point and what should customers do in order to become ready for such a transition;
- Identify the barriers and/or motivators to improve their knowledge and understanding about transitional issues, including how to prepare for such a transition; and
- Determine the most suitable and most effective messages, tones and communication channels in order to raise the awareness and motivation of customers to ask for further information related to various possible transition models.

This research enables IMC and other stakeholders:

- To understand the actual level of citizens’ awareness about the digitalization process;
- To understand financial and technical capabilities of Kosovo’s citizens for transition to digital system;

- To identify the level of readiness among various groups of citizens, i.e. from those who are fully ready for transition to digital system to those who are not ready, or those who do not support transition to digital broadcasting;
- To develop a more suitable strategy that takes into consideration the actual needs of citizens; as well as to identify activities, such as for e.g. campaigns, that would facilitate the process.

Research Methodology

The research “The Readiness of Citizens for Reception of Digital Signal in Kosovo” was carried out to identify the readiness and knowledge of Kosovo’s citizens about digitalization system in Kosovo. The research involved 3,480 respondents – 18 year old or above who are living in Kosovo. The survey was based on a tête-à-tête approach through paper and pencil interviews at the respondents’ ‘homes’. Respondents were selected randomly. Every sample point was designed to include households regardless of the type of residence, i.e. urban or rural.

Selection of households for each sample points was done ‘randomly’. In rural areas, the first contacted household was the third house/by address number from the starting point on the left side of the road/street, and then every second house after that household. In apartment blocks, every third apartment household was selected, starting numbering from the first one in each of the blocks.

Only one person of the age of 18 or older was selected to be surveyed from the randomly selected households/families by asking about the birthday of family members, and choosing the person, whose birthday was (the first) closest to the date of the interview. There were 3,480 tête-à-tête interviews conducted in total.

Sample distribution was done based on the latest census data carried out by Kosovo Agency of Statistics in 2011. 0.2 per cent of total population has been taken as a representative sample for this research, which results in 95 per cent of reliability (confidence level, and a margin of error of +/-2 per cent (confidence interval). Out of the total number of **3,480 respondents**, the sample consisted of **3,152 Albanian respondents** or 91 per cent, and **328 minority respondents** or 9 per cent.

Sample distribution according to location is as following, referring to latest census: 38 per cent from urban areas, and 62 per cent from rural areas; during the research process, the sample was distributed according to various starting points within cities and villages of those cities.

Sample distribution according to gender and age groups in percentage, always referring to latest census:

- Age groups: 18-28 = 42 per cent; 29 -44 = 30 per cent; 45-60 = 28 per cent;
- Gender: Males = 50.3 per cent, and Females = 49.6 per cent¹.

At the beginning, the MDA team in consultation with IMC officials drafted the questionnaire, which ensured reaching of the goals of this research, and then training for the interviewers was carried out by research experts related to the content of the questionnaire and the sample for each municipality. After the training, a sample of 50 questionnaires was piloted in all municipalities, ensuring that the questionnaire was

¹ During the research process, there were cases where there was deviation from the sample in some demographic areas up to a maximum of 4%, which did not affect the validity of statistics.

readable for all levels and that it meets the goals and needs of this research study. Once the fieldwork phase was completed, a group of data entry staff was trained by the expert of statistics in order to ensure correct entry of data in the SPSS software.

All statistical analyses and data processing were carried out using SPSS software (Statistical Package for the Social Sciences)

Sample distribution according to demographics in percentages:

Total number of respondents	Gender		Area		Ethnicity		Age group		
	<i>Male</i>	<i>Female</i>	<i>Urban (cities)</i>	<i>Rural (Villages)</i>	<i>Albanian</i>	<i>Others</i>	<i>18 - 28</i>	<i>45-65</i>	<i>29-44</i>
	50.3%	49.6%	38%	62%	91%	9%	42%	30%	28%
3,480									

Characteristics of Participants

As far as characteristics of participants in this research are considered, four important elements were taken into consideration: ownership of TV sets; the role of TV in their lifestyle; reception of signal, and demographic profile of participants.

Distribution of analogy and digital technology

In the question regarding to what TV set they own, 64.1% of respondents stated that they have analogy TV sets, while 35.5% own Digital TV (DVB-T2, MPEG-4).

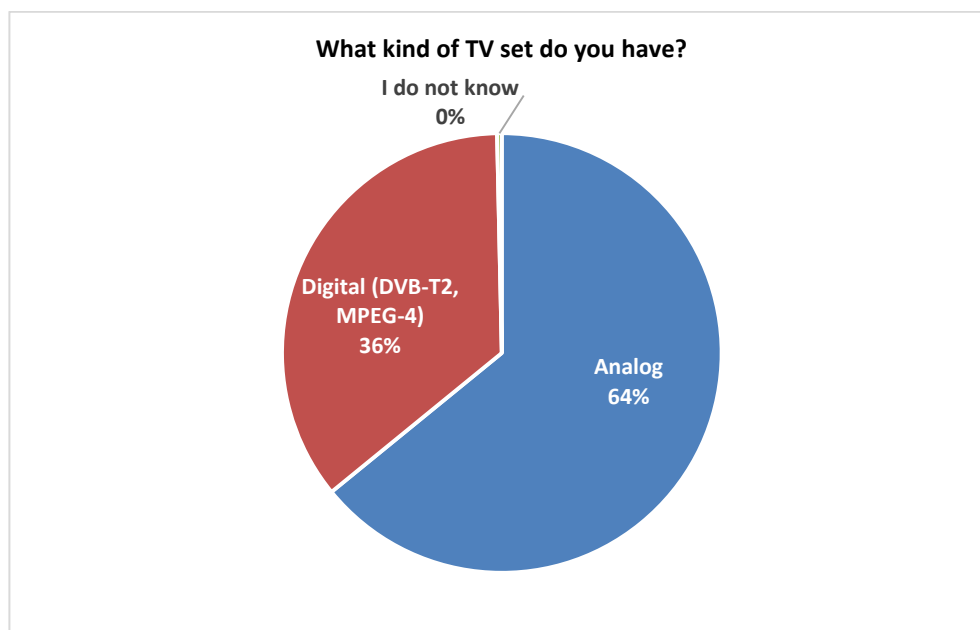


Figure 1: Type of respondents' TV set – analogy and digital

The most significant distinction is among Serbian, Bosnians and RAE ethnic groups regarding possession of TV sets (Figure 2), as well as among respondents according to their employment status, which further have been sub-categorized into those unemployed and those unable to work (Figure 3).

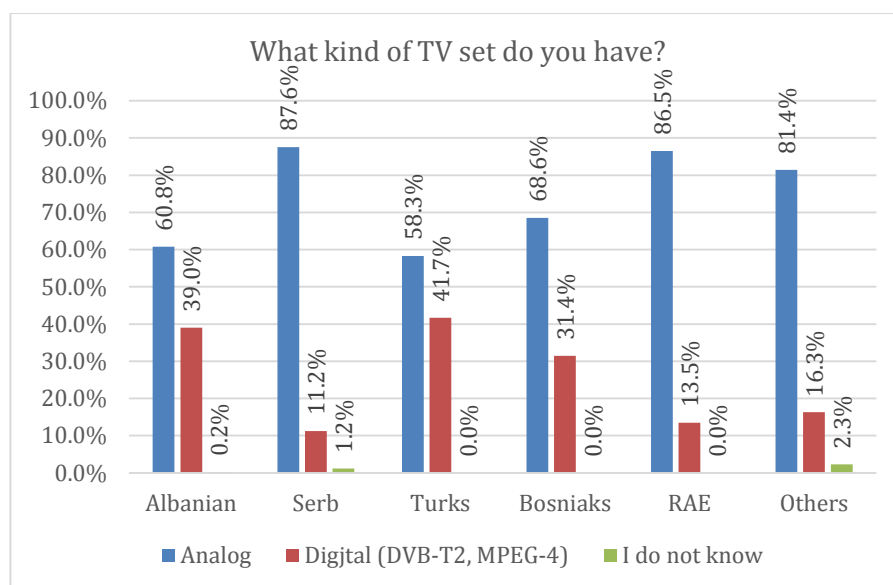


Figure 2. What kind of TV set do you have according to ethnic groups?

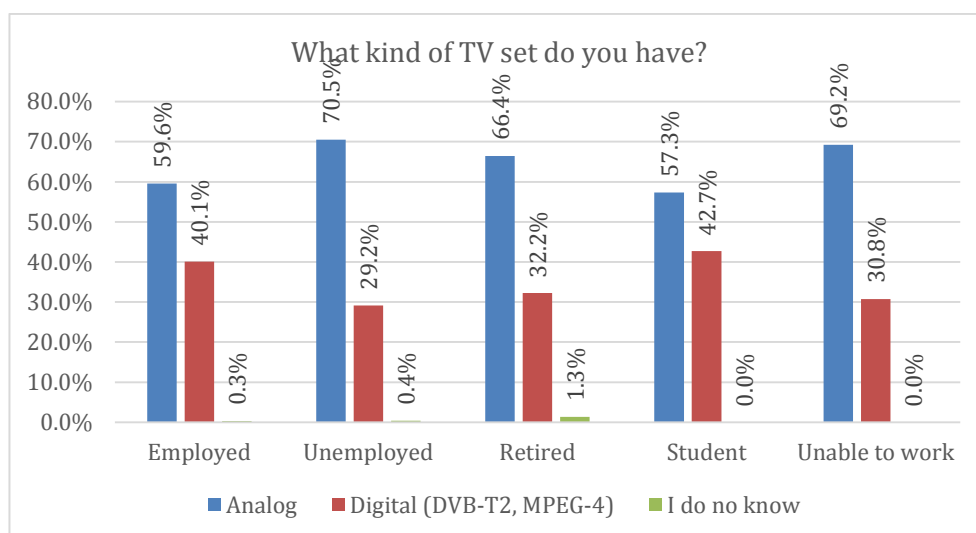


Figure 3: What kind of TV set do you have according to employment status.

The process of transition from analogy to digital broadcasting requires additional costs for citizens in order to buy a digital receiver. Related to their readiness to spend money in buying digital equipment, such as the receiver for reception of digital signal (with an approximate cost of €30 - €50) or buying a new digital TV set, 65.4% of the respondents stated that they were ready to buy a digital receiver, while 34.6% would buy a new TV set.

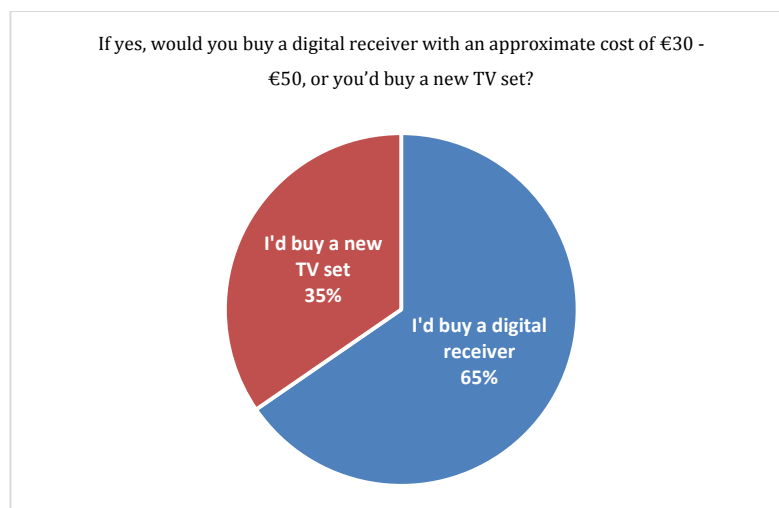


Figure 4: Preferences for buying a digital receiver (with an approximate cost of 30-50 Euros) or buying a new TV set.

The following chart shows that all groups, including employed, unemployed, retired, students and those unable to work, prefer to be equipped with a digital receiver with an approximate cost of 30-50 Euros rather than buying a new TV set which would cost much more, thus indicating that financial costs may present a barrier to the transition from analogue to digital system.

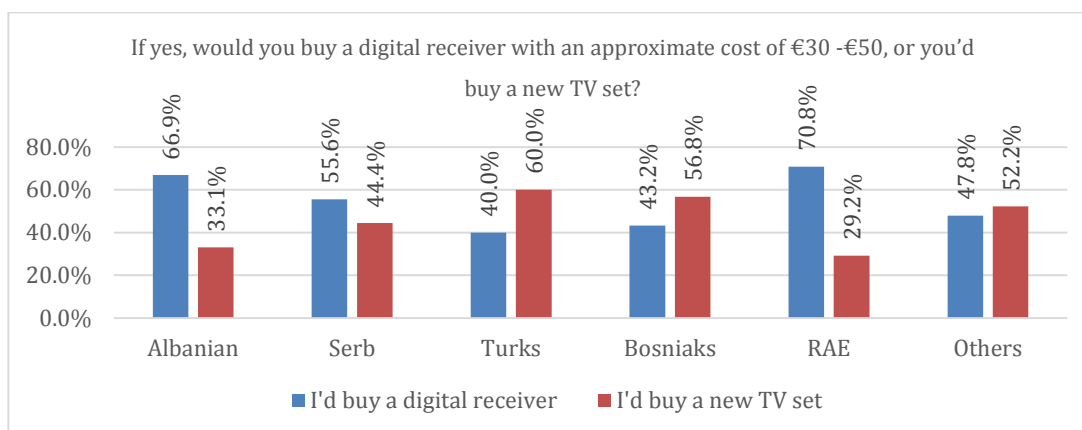


Figure 5: Preferences for buying a digital receiver (with an approximate cost of 30-50 Euros) or buying a new TV set according to ethnic groups.

The role of TV in their lifestyle

The research shows that watching TV programs plays an important role in the daily activities of the citizens, where 47.2% of the respondents stated that they watch TV averagely more than 2 hours per day, and 33.3% watch television programs from 1 to 2 hours. From the gender perspective, we have approximate results; however, the retired group leads in watching TV (53.79%), unemployed (51.3%) and students (48.6%). Only 5.2% of respondents watch less than 30 minutes television programs.

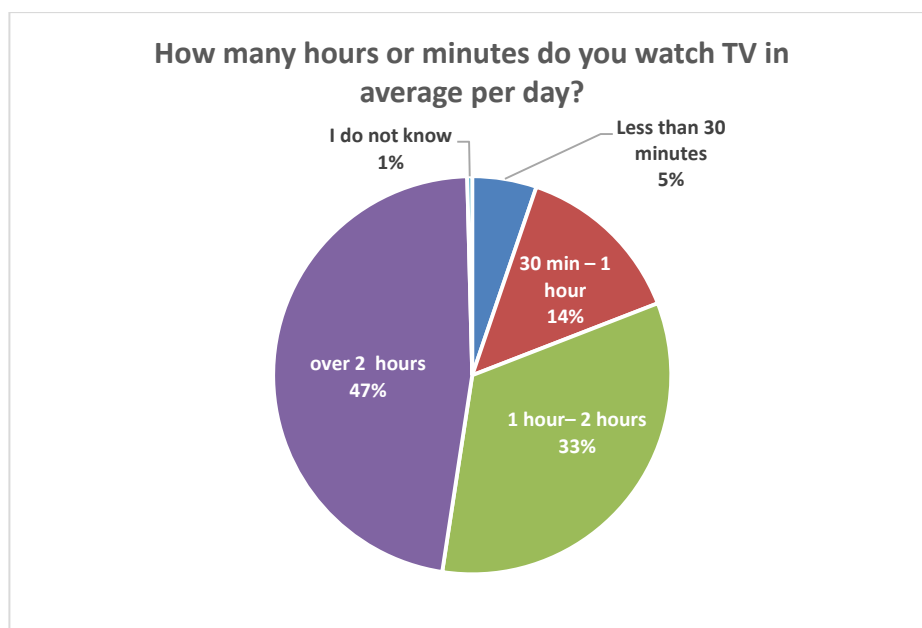


Figure 6: Average time of watching TV per day.

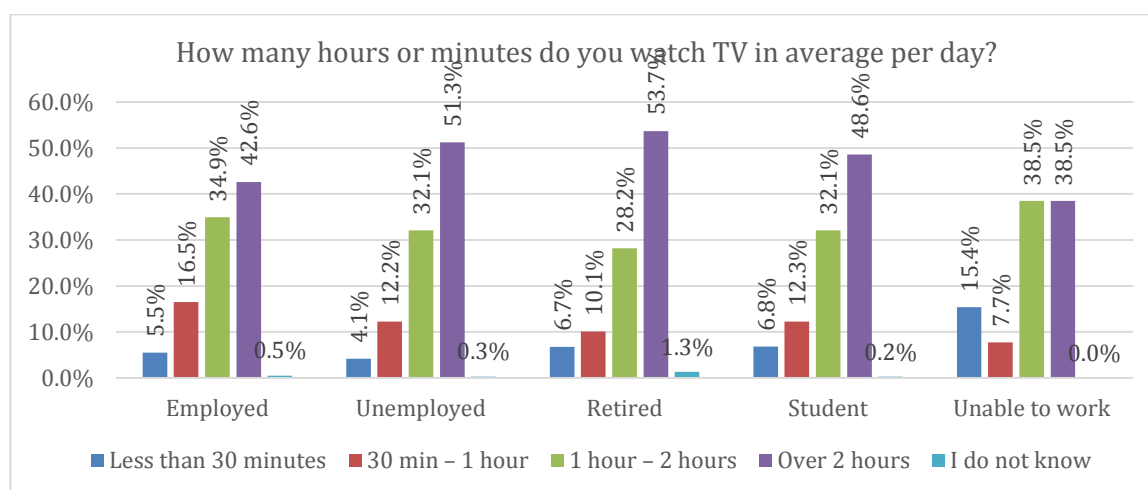


Figure 7: Average time of watching TV per day according to respondents' employment status.

Regarding the time when TV programs are mostly watched, this research shows that TV is watched mostly in evenings (81.4% of respondents), while less watched time is after midnight (2.9%) and in the mornings (5.9%).

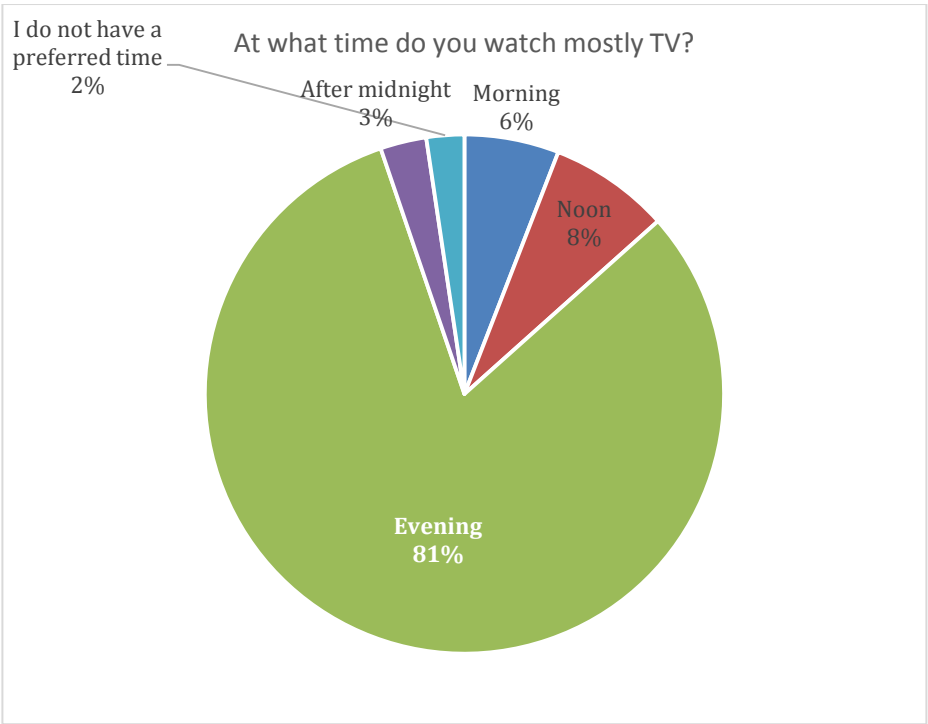


Figure 8: At what time of day do you watch mostly TV programs?

A similar high figure of watching TV in evenings is observed in city areas at 81.4% and villages at 81.3%.

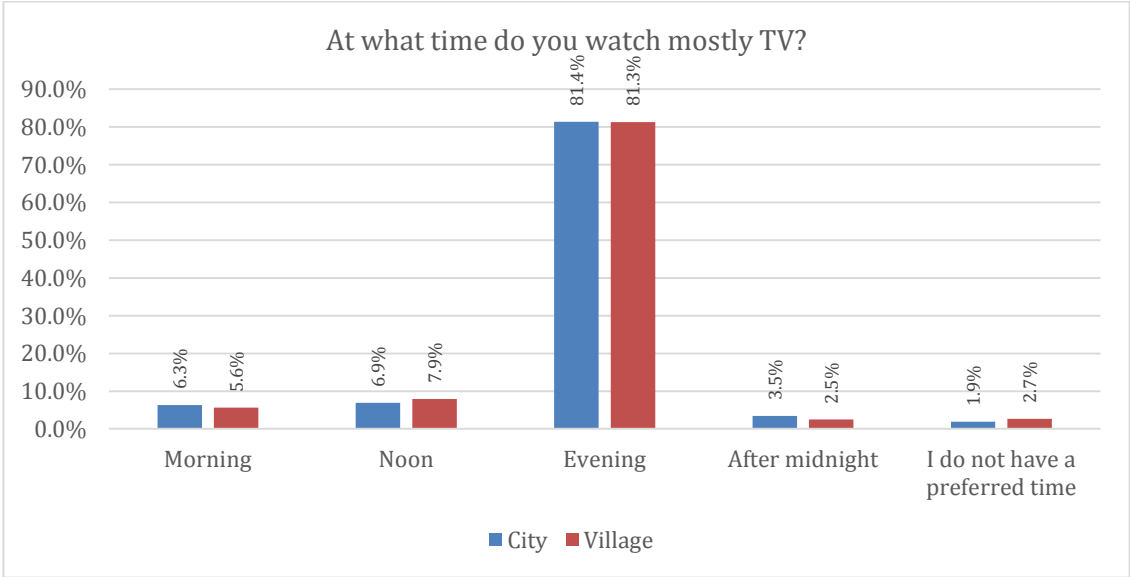


Figure 9: At what time of day do you watch mostly TV programs - according to city/village division.

Signal reception

Regarding TV signal reception, 51.4% of respondents have cable TV, followed by the terrestrial mode with 31.4%, and satellite 14.4%.

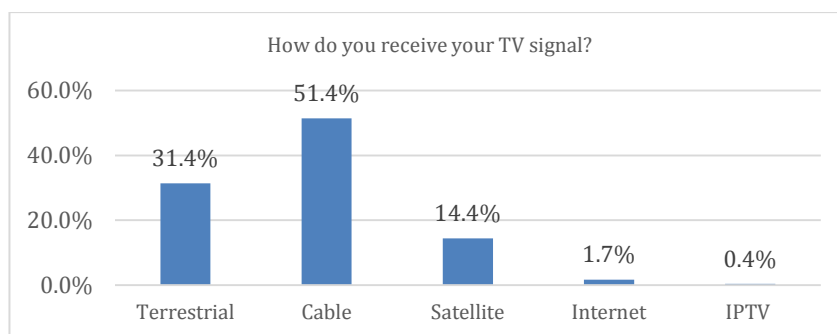


Figure 10: How do you receive your TV signal?

Field observations show that 75.3% of respondents in central and suburb areas receive cable TV signal, while this percentage decreases to 35.4% in villages.

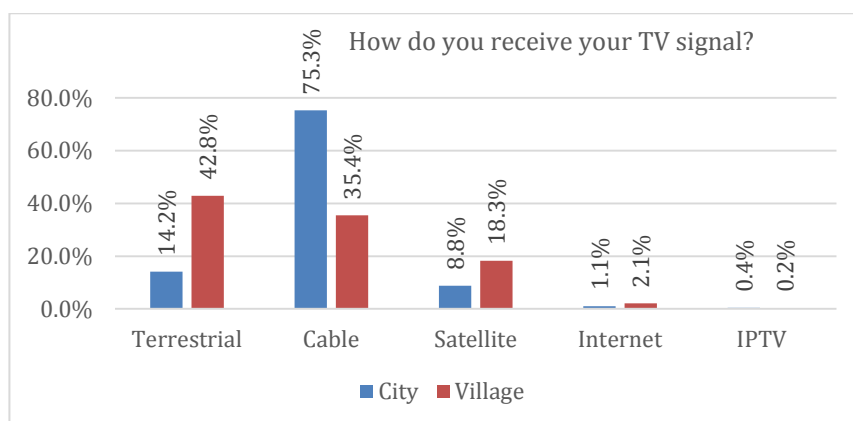


Figure 11: How do you receive your TV signal - according to city/village division.

Villages lead mainly in receiving the signal through terrestrial mode with 43.1%, satellite 18.5% and internet (receiving the signal through router); while central and suburb areas receive the signal through cable line mainly. Regarding IPTV (watching channels and programs using smart phones, computers or tablets through internet), there is a low usage in three areas, i.e. in cities 0.8%, suburbs 0.2%, and villages 0.1%.

A higher usage of TV signal through cable mode is observed among minority communities in Kosovo. 84% of Serbian community receives the TV signal through cable, while only 5% of them receive it through terrestrial mode, and 5.9% through satellite. RAE community as well uses cable more at 71.2% compared to the terrestrial mode at 19.2%.

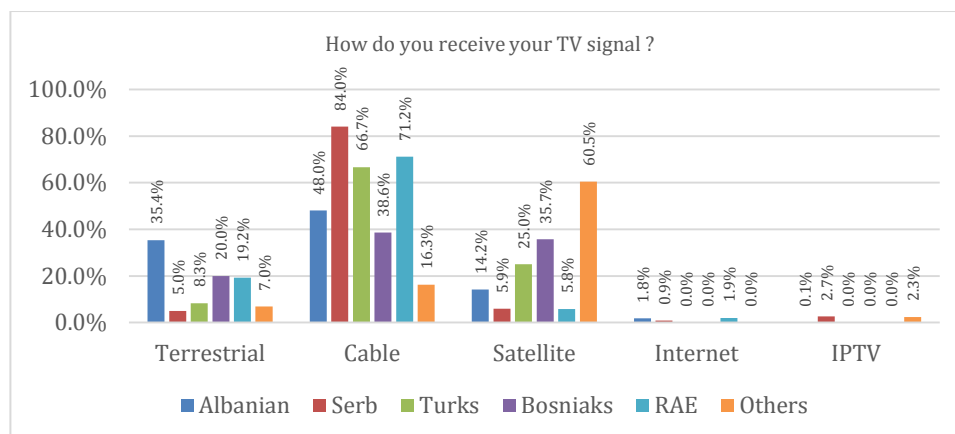


Figure 12: How do you receive your TV signal according to ethnic groups.

Feedback on the program content of the television programs

Preferences of the television program

As for the favourite TV channels and the reasons for such a preference, according to the respondents the favourite channels are: KTV is mentioned by 1860 respondents as their preferred channel, then 1714 respondents mentioned RTK as their favourite channel, while RTV 21 is mentioned by 1446 respondents as their preferred channel.

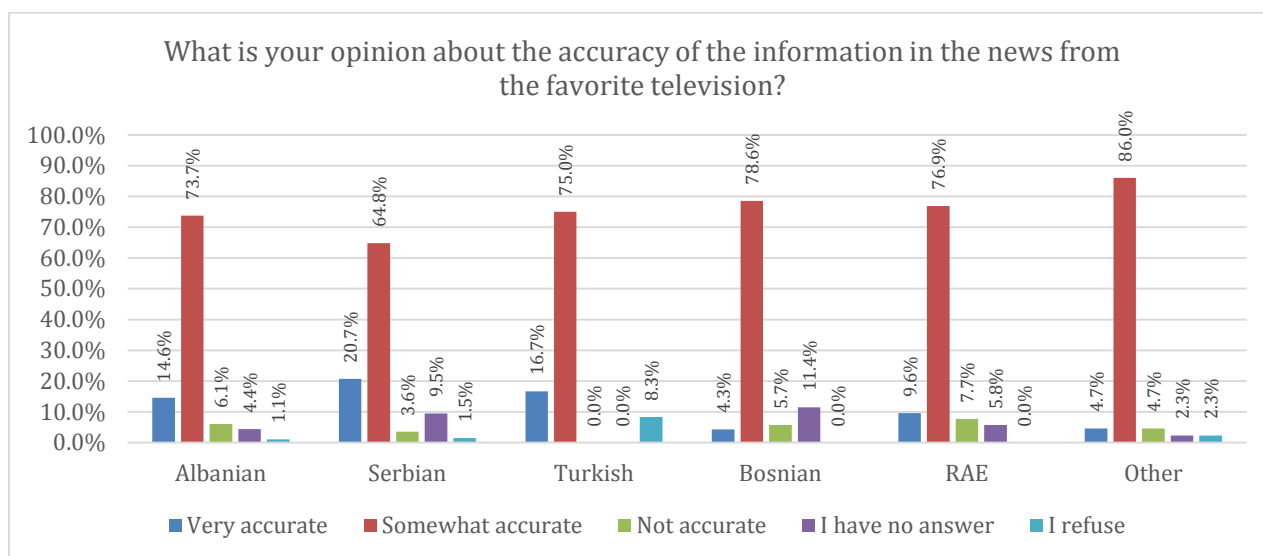


Chart 13: The favourite TV Channels

Among reasons why respondents prefer these channels, 2644 respondents cite news coverage; the reasons for 1091 respondents are the TV-shows, and 983 respondents reasons are due to the movies that those channels show, while 707 respondents cite sport.

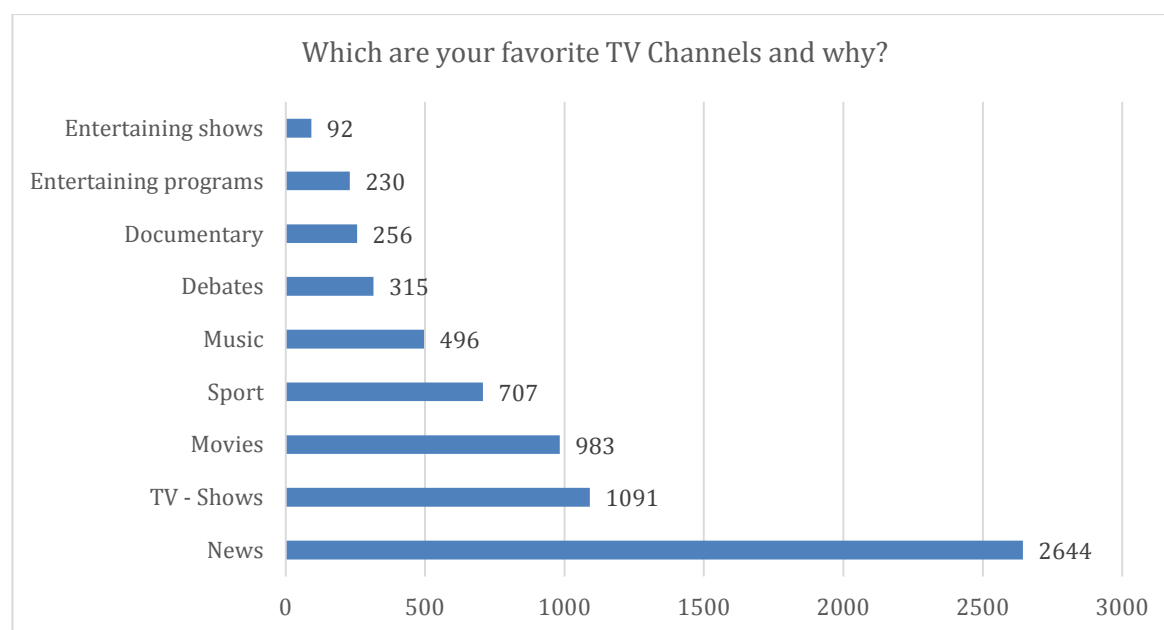


Chart 14: The favourite programs - according to program content.

Impressions on the program content

According to gender preferences, the most watched programs by the females are entertainment programs 49.6%, the news programs about 25.7%, and among those that they rarely watch are the sports programs with about 1.8%. While males mainly follow the news 41.3%, 25.3% sports programs, and they rarely watch debates with about 7.7% and 4.5% other programs.

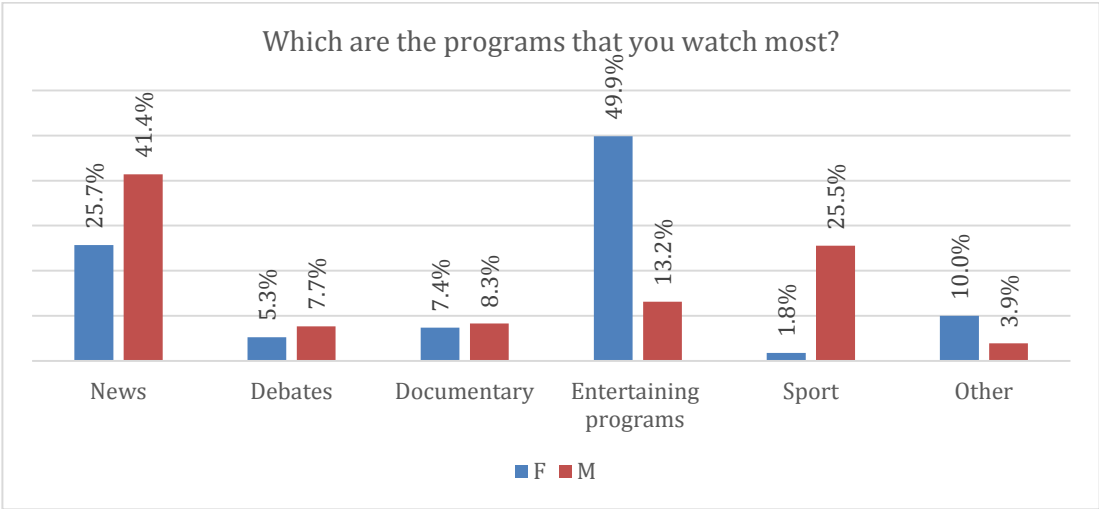


Chart 15: Programs that are mostly viewed – breakdown per gender

In general the programs that are mainly watched by the respondents are news coverage with 34.5%, 29.3% entertainment programs, and sports programs with about 15.1%.

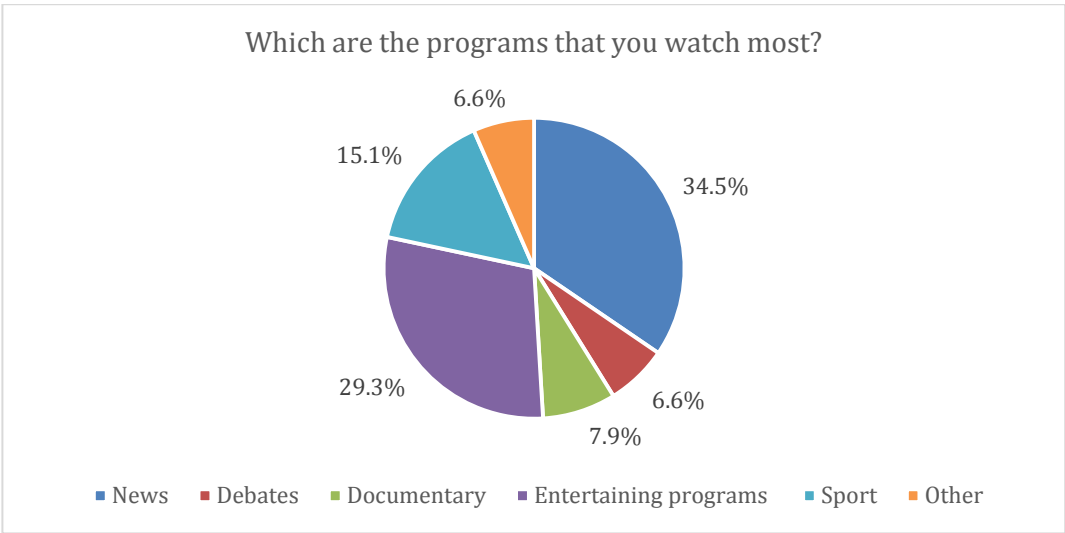


Chart 16: Programs that are viewed the most

Research shows that the older age group have a strong preference to programs such as news, while young groups to entertainment and sports programs.

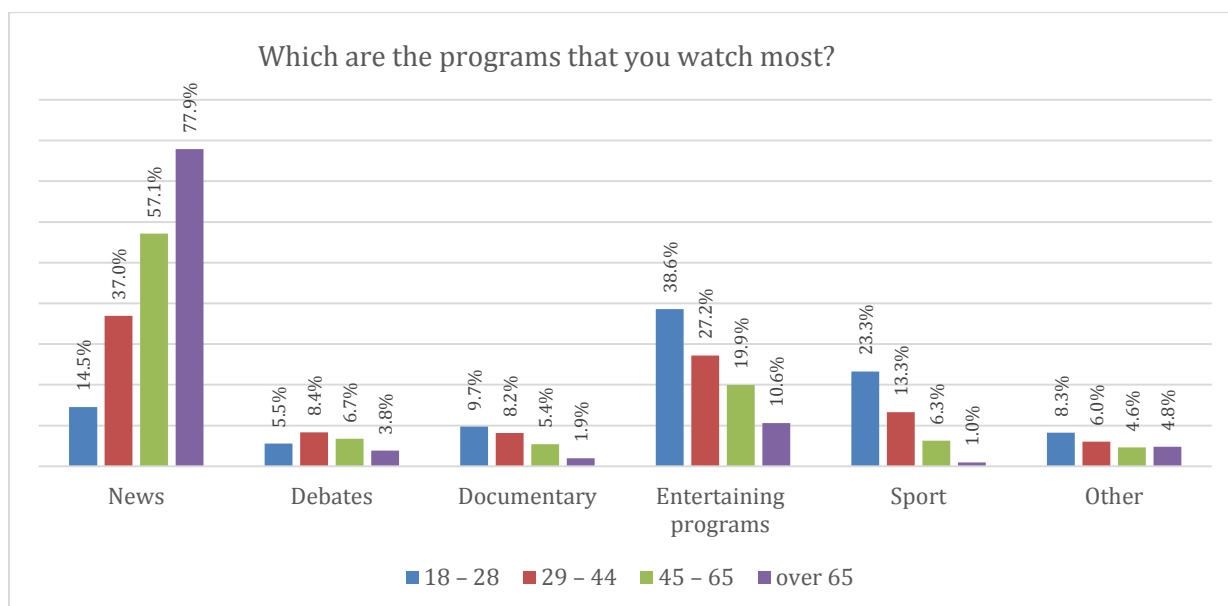


Chart 17: Programs that are mostly viewed – breakdown as per age

Regarding respondents' assessments of programming content of TV channels in the country, 49.8% consider it as good and 30.9% consider it as very good. 9.7% consider content as poor.

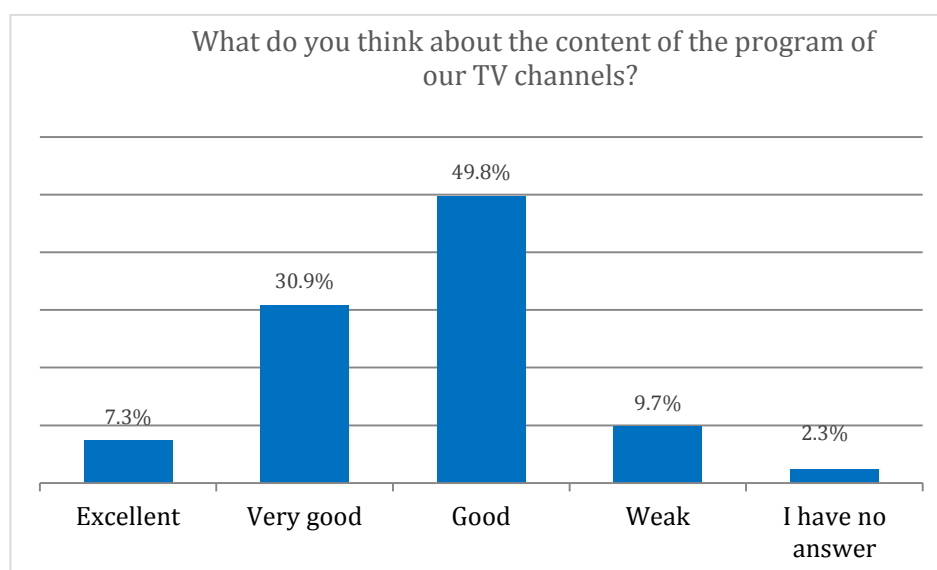


Chart 18: Estimates of program contents local television channels.

Estimates for TV program contents have not many differences between the gender and rural-urban areas. While in the terms of ethnic groups, the Turkish, Bosnian and RAE give positive assessment to the program contents of the local television channels.

Table 1: Assessments of the program contents of the local TV channels by gender, age, area and ethnic group

	Gender:		Area:		Ethnic group:					
	F	M	City	Village	Albanian	Serbian	Turkish	Bosnian	RAE	Other
Excellent	8.8%	6.2%	8.1%	7.0%	7.7%	6.2%	16.7%	2.9%	1.9%	2.3%

Very good	32.2%	29.8%	27.7%	32.7%	29.9%	34.3%	25.0%	18.6%	63.5%	44.2%
Good	49.3%	50.1%	50.8%	49.0%	50.5%	42.6%	58.3%	65.7%	32.7%	51.2%
Poor	7.0%	11.9%	11.7%	8.6%	10.2%	8.0%	0.0%	11.4%	1.9%	2.3%
I have no answer	2.7%	2.1%	1.7%	2.8%	1.7%	8.9%	0.0%	1.4%	0.0%	0.0%
I refuse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Assessment of the level of information and news bulletins in local and national television

Answering on the question about which TV channels they watch the news coverage, according to respondents 2087 of them watch RTK that they mainly watch news coverage, then KTV with 1858 respondents who mentioned this channel, while 995 respondents mentioned that they watch news coverage in TV 21.

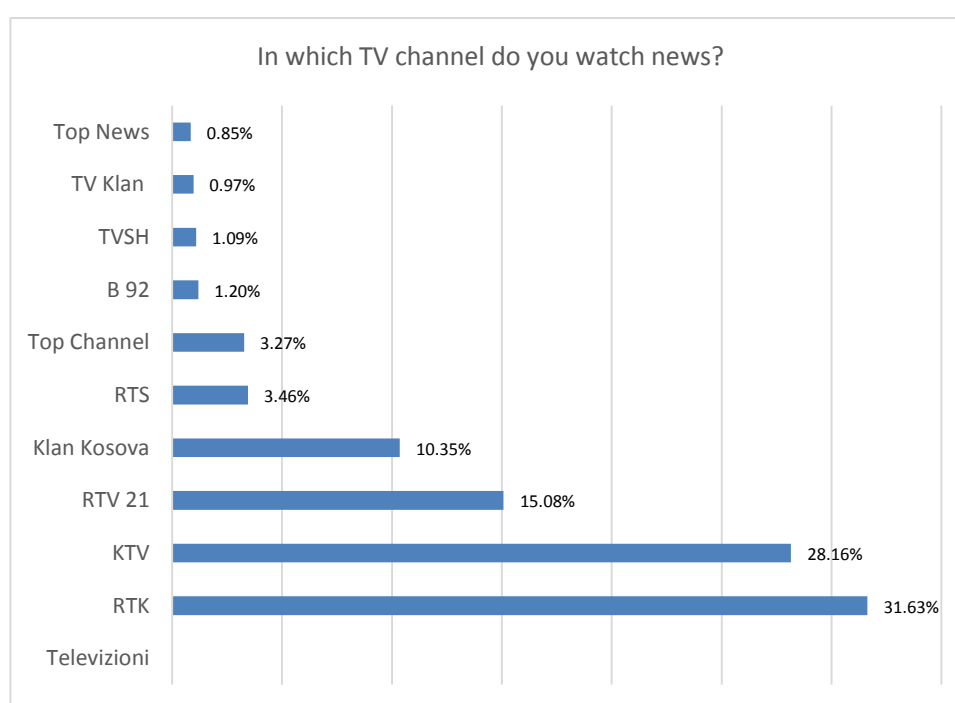


Chart 19: Viewing of the news bulletins as per television channels.

News bulletins of their favourite television channels are considered by the respondents somewhat accurate by 73.2% of respondents, 14.8% consider very accurate and not accurate at all 5.9%. Approximate percentage responses are given by respondents regardless of the areas, ages and different ethnic groups.

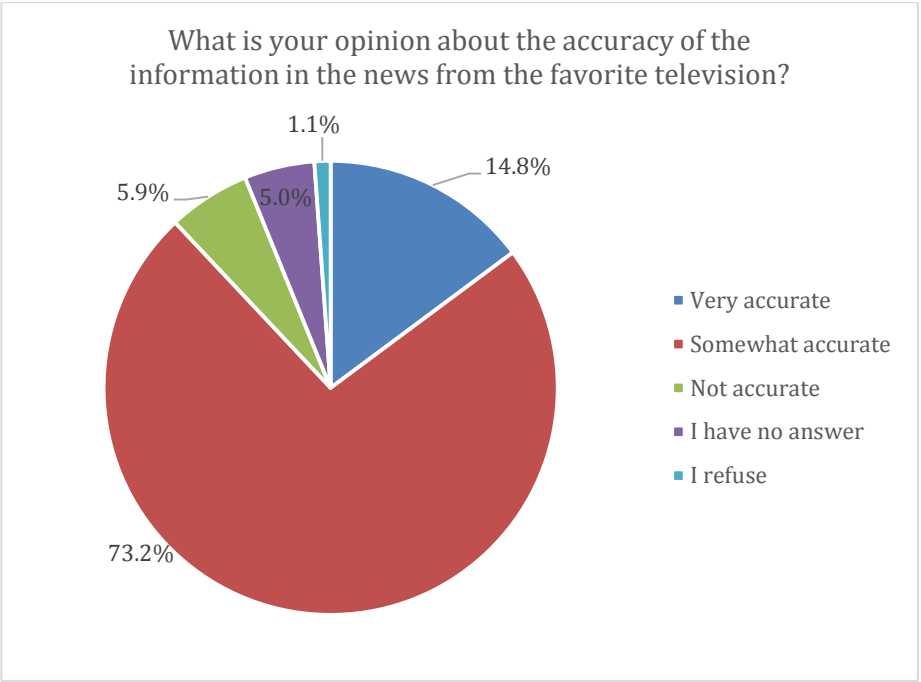


Chart 20: Accuracy of information in the news by the favourite television

All ethnic groups' have evaluated the accuracy of information in their favourite television as somewhat accurate (Albanians 73.7%, Serb community 64.8%, and the Turkish community 75%).

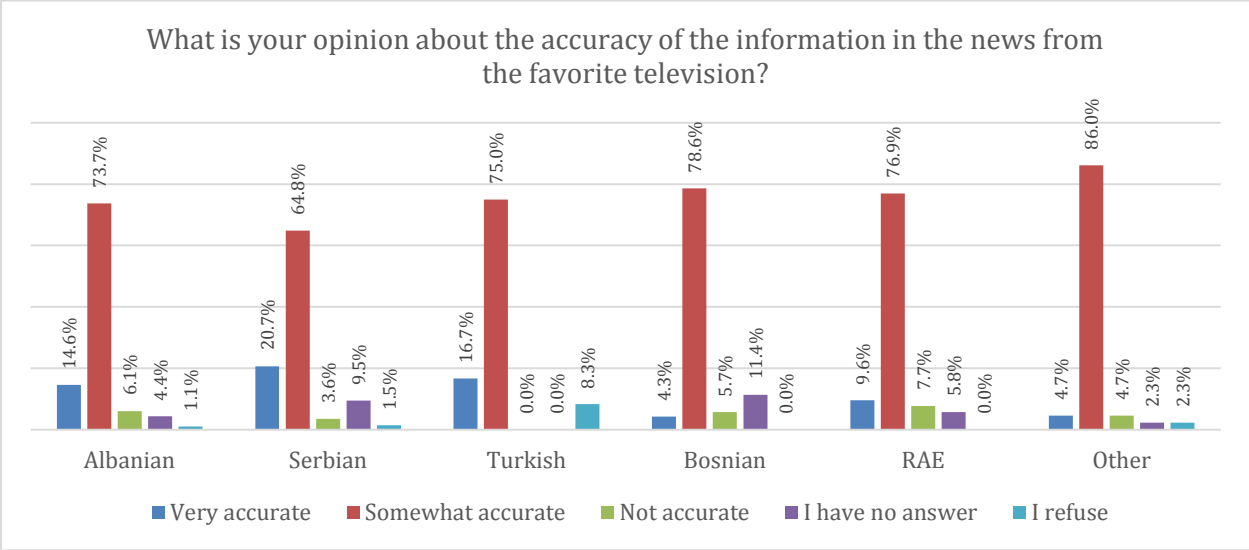


Chart 21: Accuracy of information in the news from favourite television - the breakdown of the respondents by ethnic group.

The overall assessment of the information provided by the local television is mainly considered as sufficient. Information provided by local television, assessed as satisfactory by 33.3% and sufficient 31.1%, and refused to give answers about 12.2% of respondents.

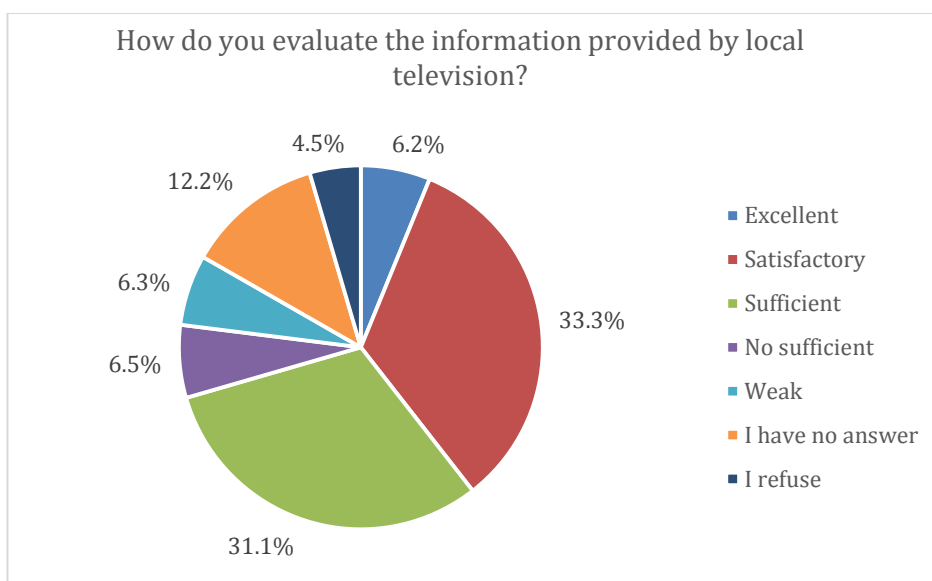


Chart 22: Overall assessment of information from local television stations.

An almost same level of assessment dominates on the information offered by local television at the respondents being them from the city as well as from the village. In the cities such information is considered satisfactory 32.5% and 34.6% sufficient, whilst in villages 33.2% satisfactory and 28.9% sufficient.

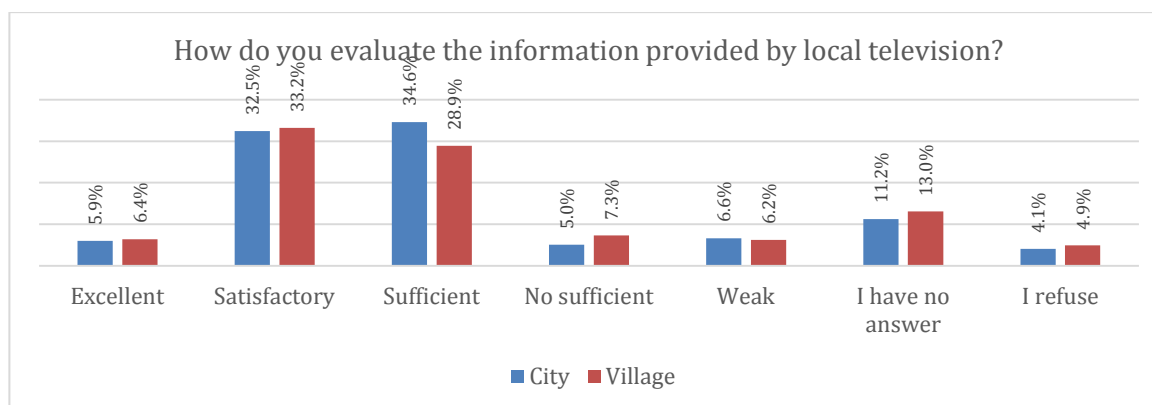


Chart 23: Overall assessment of information from local television – breakdown of respondents by town and village.

Divided by ethnicity, the Serb community (48.2%), RAE community (48.1%) and Turkish community (41.7%) expressed as satisfied with the information that they are provided by local television stations, while Albanian community 32.1%, Bosnians 11.8% and others 8.9%.

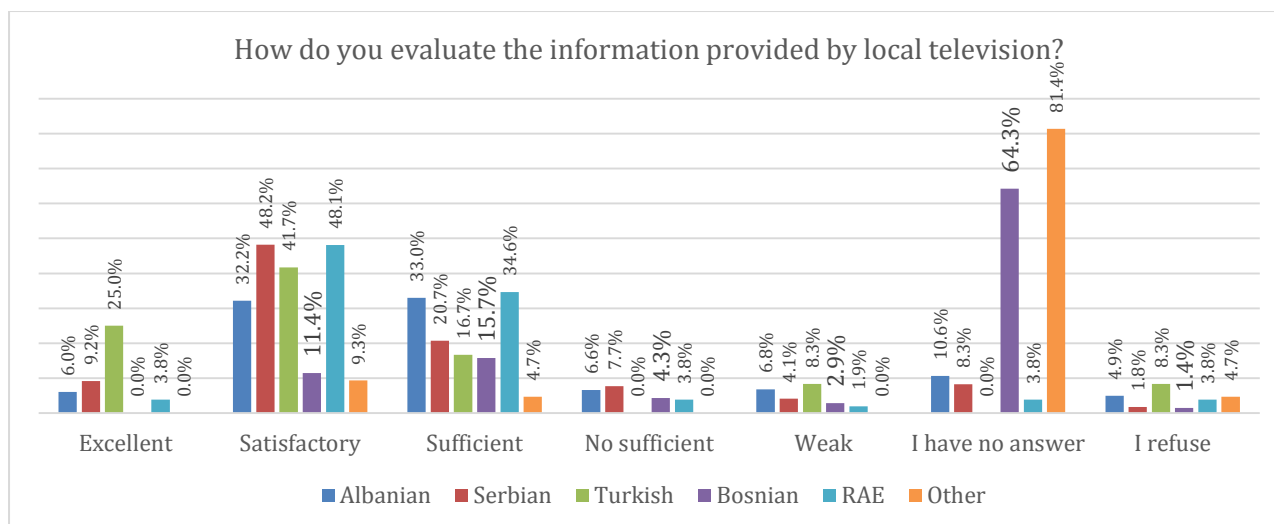


Chart 24: General Evaluation of the information provided by local television stations.

Regarding the evaluation of information provided by national television (RTK, KTV, 21) national television in terms of providing information, are valued at the satisfactory level by 45.9% of respondents and 32.5% sufficient, while 4.7% of respondents assessed as insufficient level of the information from national television.

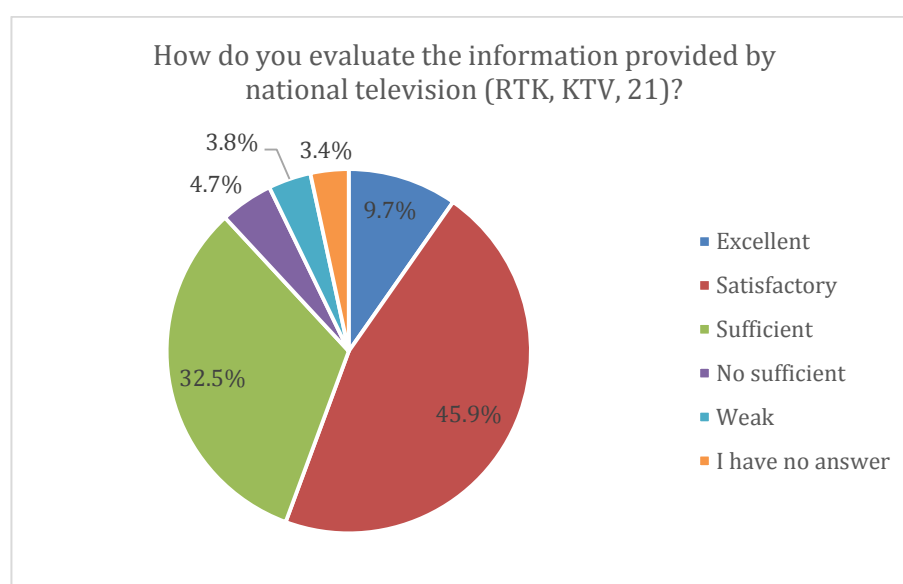


Chart 25: Evaluation of information from national television (RTK, KTV, and TV 21).

Ethnic groups at the national level, the information provided by national television (RTK, KTV, 21) evaluate as excellent (9.3% Albanian, 13% Serbian, 16.7% Turkish, 4.3% Bosnians, 11.5% RAE and other groups 14%), satisfactory (44.7% Albanian, 59.9% Serbian, 41.7% Turkish, 45.7% Bosnians, 51.9% RAE and other groups 51.2%); Under 10% of all ethnic groups evaluate this information to be insufficient and weak.

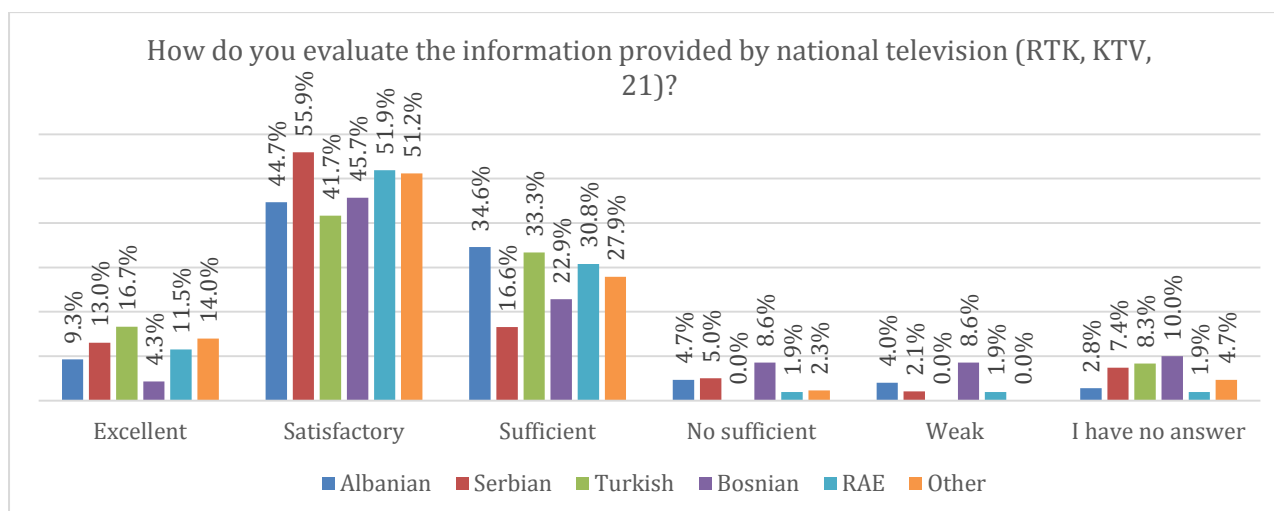


Chart 26: Evaluation of information from national television (RTK, KTV, TV21) – breakdown of respondents by ethnic group.

Respondents' assessments regarding changes needed in local and national television programs

Proposed changes in local programs and national television by most respondents as listed in the table below:

Table 2: Proposed changes to local programs and national television.

According to your assessment, what changes would you propose to the programs of the local and national television?

Answers	
1	More sport
2	More entertaining programs
3	More music
4	More educational programs
5	More accurate information
6	More new movies
7	Less TV-Shows (serials)
8	More investigative journalism
9	More programs for children
10	More documentaries
11	More national TV-shows

Awareness and understanding of the process of digitalization

The current level of awareness about the process of digitalization

Only 3.8% of respondents consider themselves very informed on the process of transition to digital broadcasting in the Republic of Kosovo, 27.5% are less informed and about 46% of the respondents are not informed at all. A slight difference lies between respondents from urban and rural areas, where those from urban areas result slightly more informed, and as per ethnic groups the Albanian community emerges as the best informed and less informed the Bosnian community.

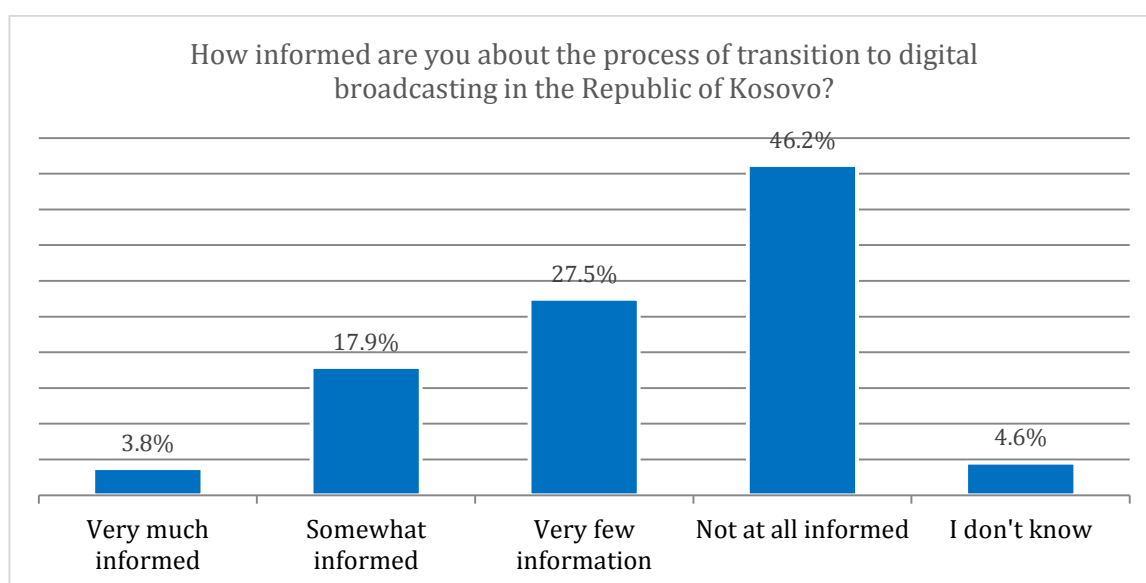


Chart 27: Level of information on the process of transition to digital broadcasting in the Republic of Kosovo.

Broken down as per gender, age group and area, respondents generally expressed as less informed or not informed at all about the process of transition to digital broadcasting in our country. Less informed are 27.8% women and 49.3% not at all informed, while men informed are 27.2% and 43.8% are not informed. In the cities there is a slightly higher rate of information provision than in rural (see Table 3.)

Table 3: The level of information on the process of transition to digital broadcasting in the Republic of Kosovo - breakdown by gender, age and area.

	Gender		Age				Area	
	F	M	18 – 28	29 – 44	45 – 65	over 65	City	Village
Very much informed	3.0%	4.4%	4.3%	4.3%	2.7%	1.9%	3.9%	3.8%
Somewhat informed	14.8%	20.4%	19.9%	16.9%	17.1%	11.2%	21.5%	15.7%
Very few information	27.8%	27.2%	30.1%	28.7%	23.7%	12.1%	29.1%	25.9%
Not at all informed	49.3%	43.8%	42.0%	45.0%	51.2%	67.3%	41.7%	49.5%
I don't know	5.1%	4.2%	3.6%	5.1%	5.2%	7.5%	3.8%	5.2%

With respect to gender, no significant differences in the level of information. For a small percentage seems that women are slightly less informed in general compared to men:

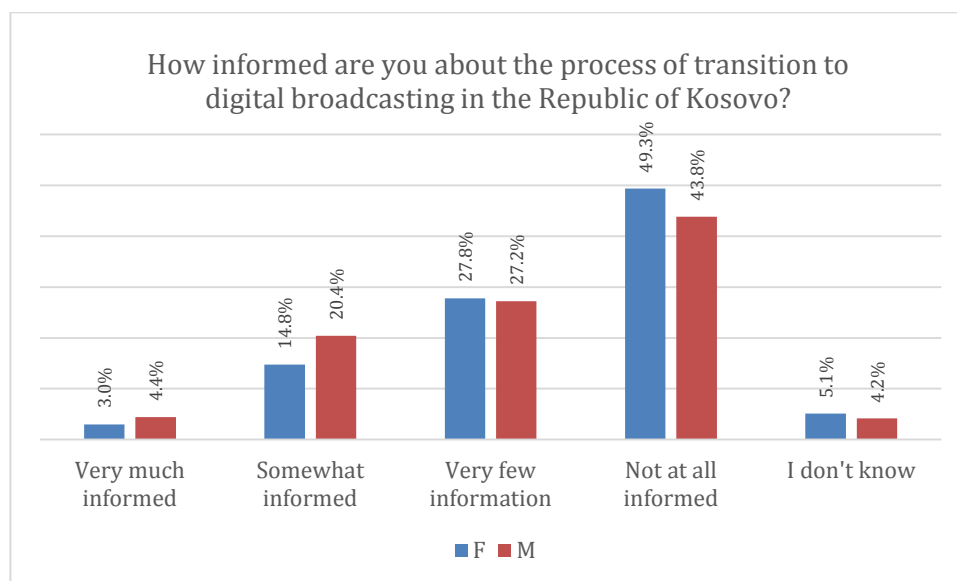


Chart 28: Level of information on the process of transition to digital broadcasting in the Republic of Kosovo - breakdown by gender

In terms of age, older people are uninformed about the process, while young people from 18 to 28 years have better knowledge of this process.

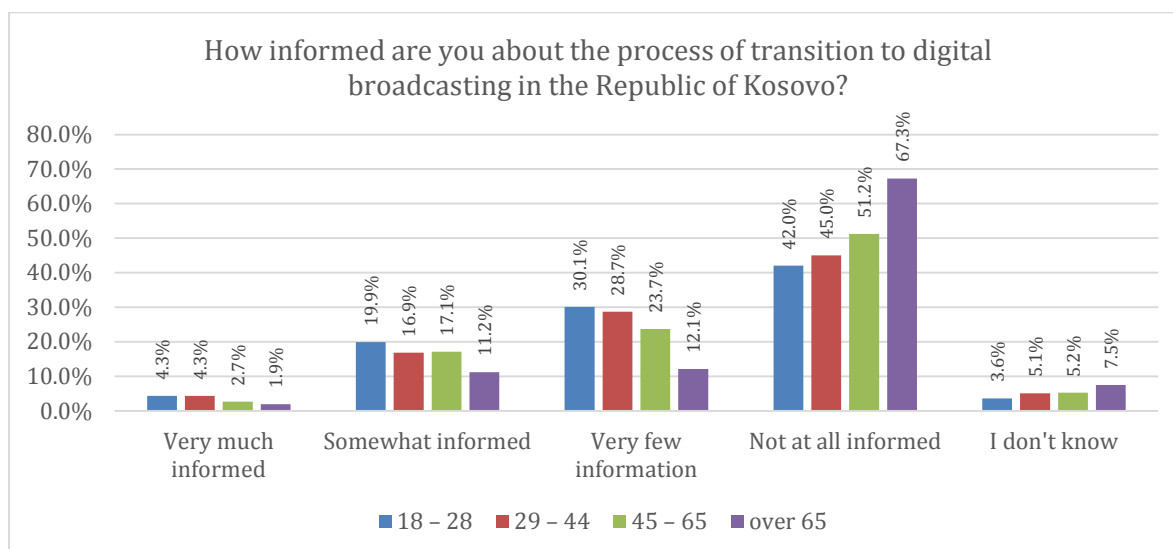


Chart 29: Level of information on the process of transition to digital broadcasting in the Republic of Kosovo - breakdown by age

Although not a high level of difference, some cities are more informed about the project transition to digital broadcasting than respondents in villages.

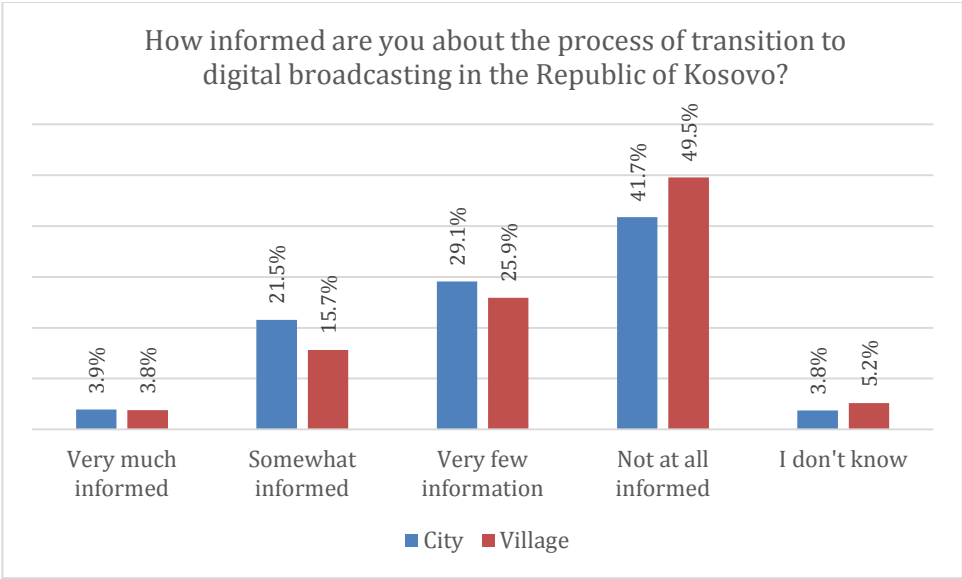


Chart 30: Level of information on the process of transition to digital broadcasting in the Republic of Kosovo - breakdown by area town / village

When it comes to the level of knowledge about the process in ethnic comparisons within the group of respondents, the Albanians are the most informed; while among those who answered "not at all informed" are mostly Bosnians with 71.4% and RAE about 57%.

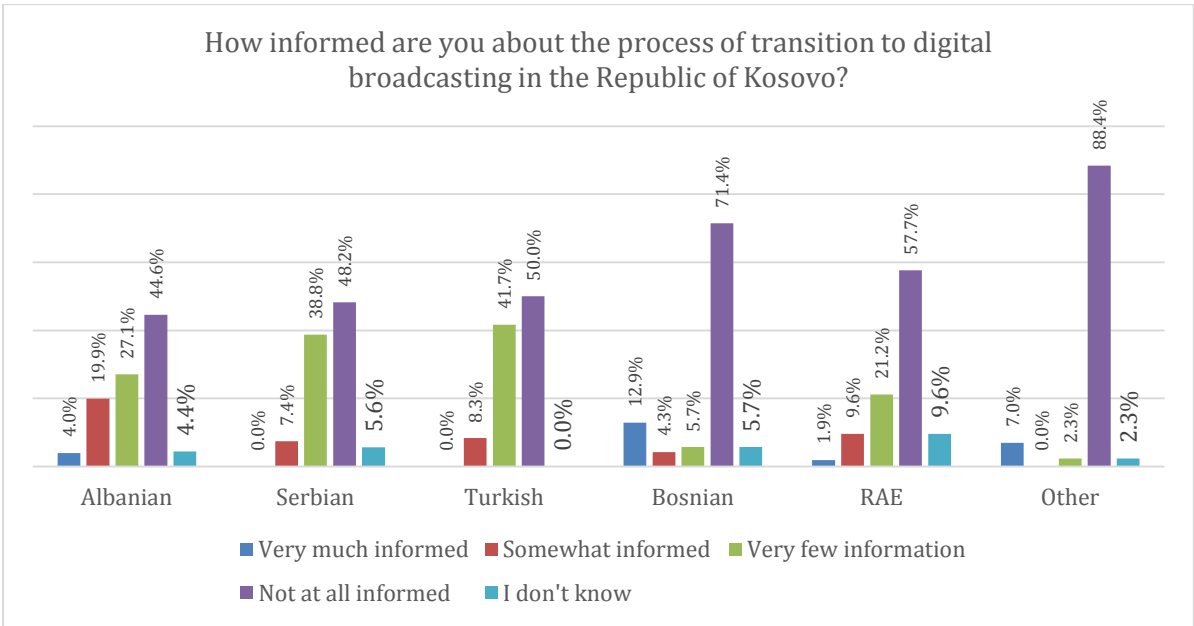


Chart 31: Level of information on the process of transition to digital broadcasting in the Republic of Kosovo - breakdown by ethnicity

We could not notice any significant difference at the regional level, since the percentages of each response option are approximately the same.

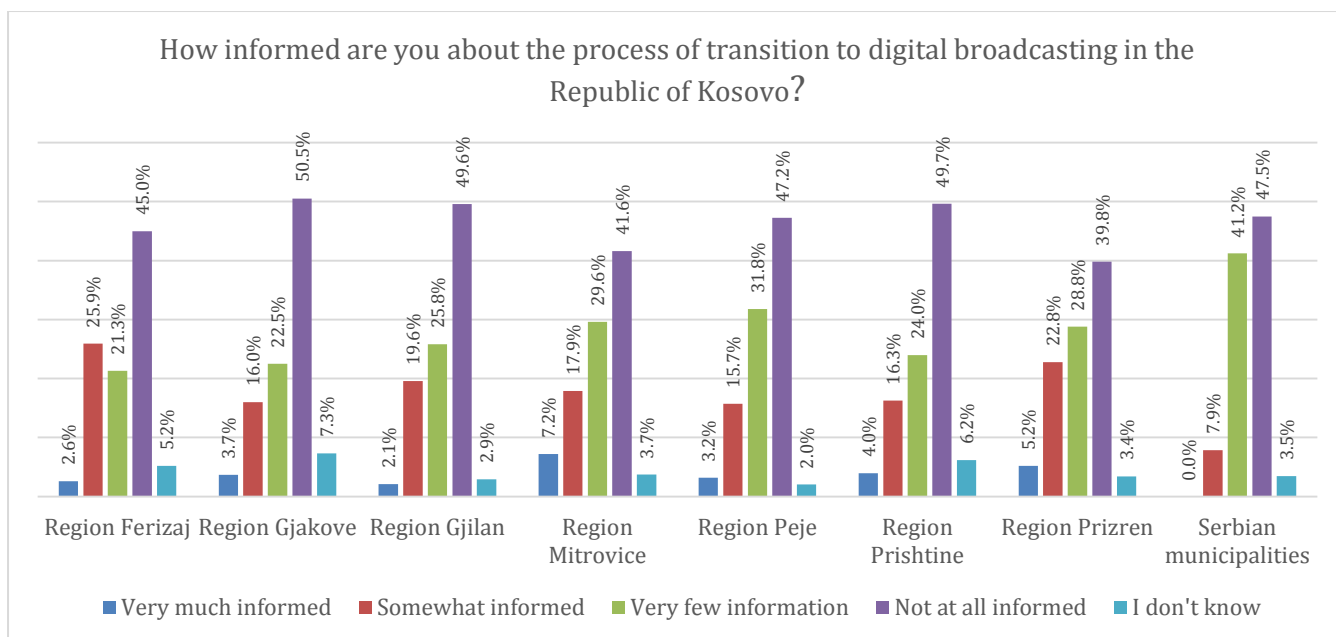


Chart 32: Level of information on the process of transition to digital broadcasting in the Republic of Kosovo – breakdown by region

Awareness on what to do about the process of digitalization

25.9% of respondents did not know what to do in preparation for the transition from analogue to digital, 27.9% think they should buy a digital receiver, and 22.9% consider that for the preparation they should buy a digital TV. Generally, there is a slight difference on the level of knowledge about the necessary preparations for the employees, students and respondents from urban areas.

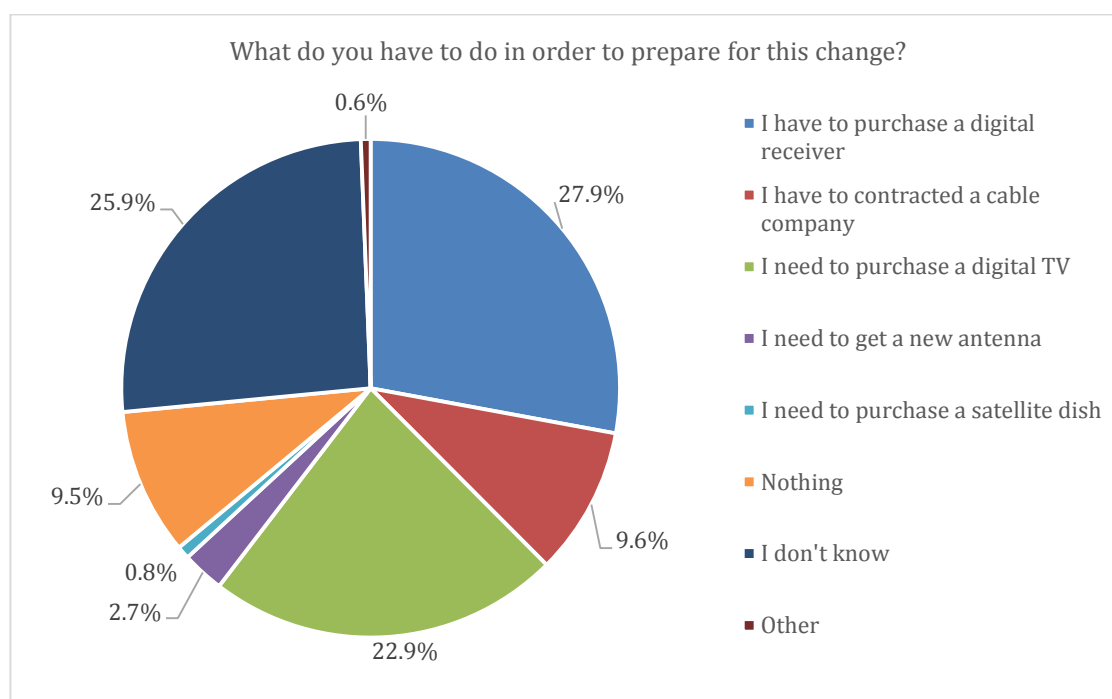


Chart 33: Estimates of the preparations necessary for the transition from analogue to digital

Generally, there is a slight difference on the level of knowledge about the necessary preparations to employees, students and respondents from urban areas.

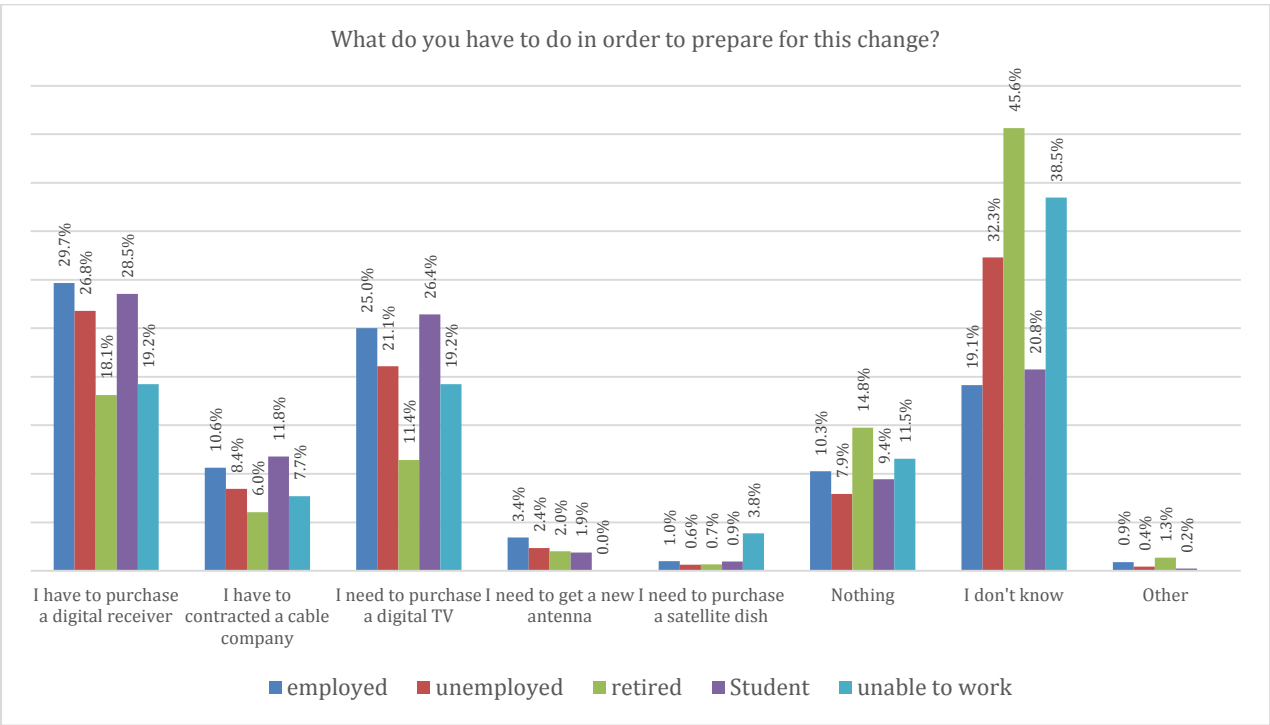


Chart 34: Assessment of the necessary preparations for the transition from analogue to digital – the breakdown of respondents by employment status

Also, there is not a significant difference in responses between men and women surveyed in this question. However, nearly 8% more women than men responded that they did not know what to do to be prepared for this change.

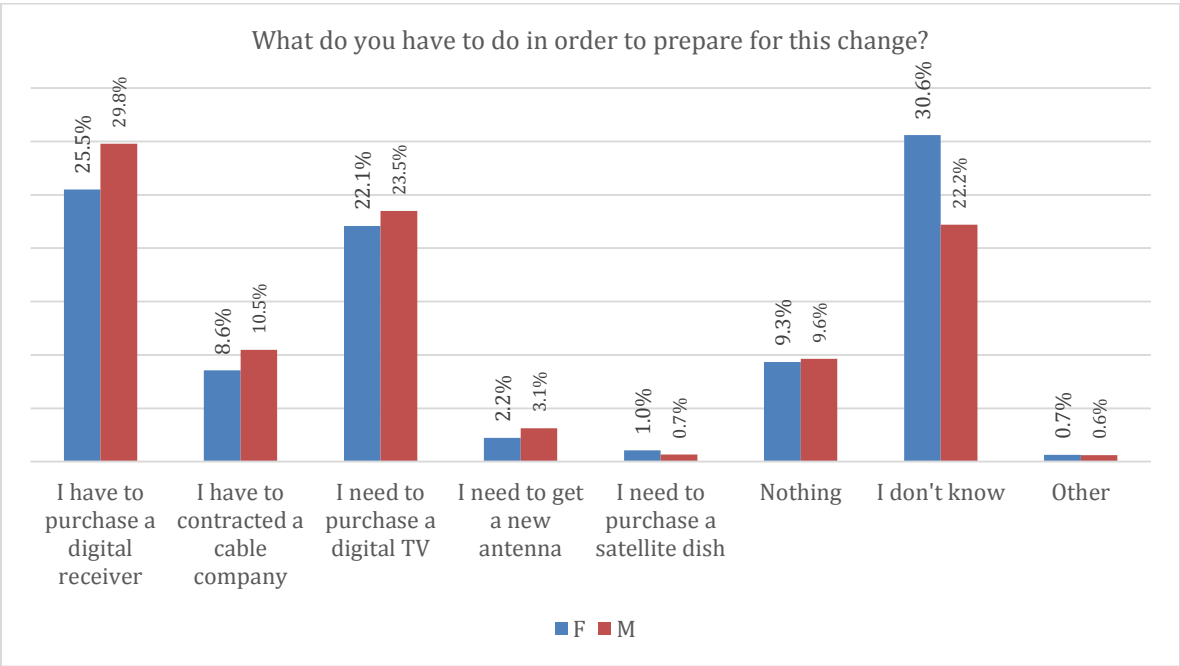


Chart 35: Estimates of the preparations necessary for the transition from analogue to digital - breakdown by gender

The answer "I do not know" are mainly given by the age group over 65 years, while those of age 18 to 28 have less replied in this category. Most informed about the technical aspects are young people, with the reduction of technical knowledge in parallel with increasing of the age. It is worth mentioning that those over age 65 are the group that most often stated that they do not need to do anything to prepare for the transition.

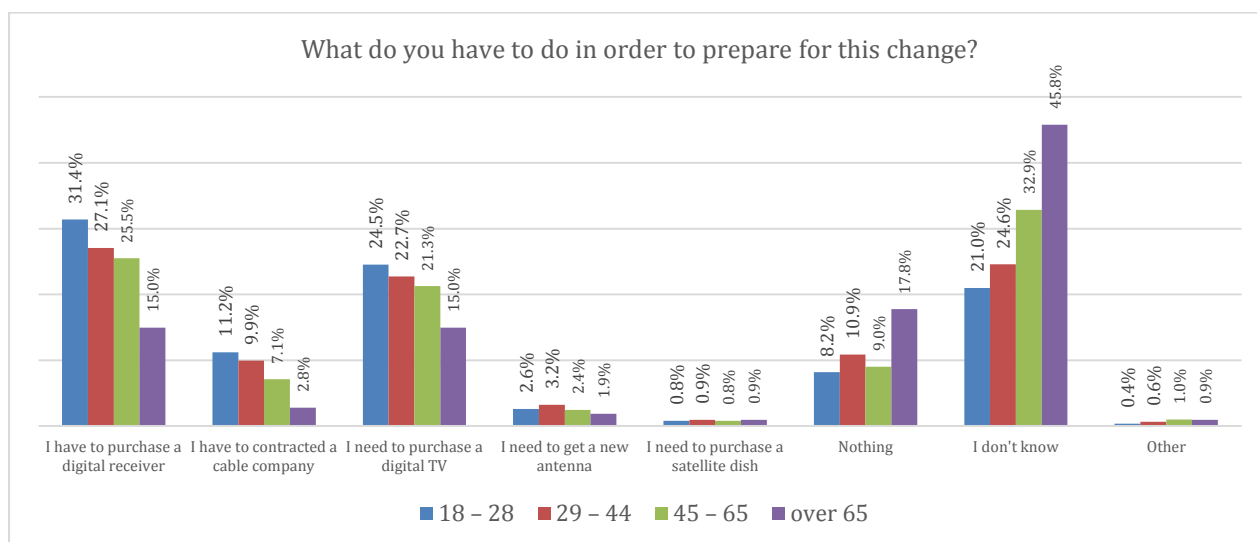


Chart 36: Estimates of the preparations necessary for the transition from analogue to digital - breakdown by age group

Bosnians, followed by the "other" ethnic group ethnic and followed by Serbs are the groups that have mainly answered to this question with "I do not know". Also, most Serbs have said that they do not need to do anything to be prepared.

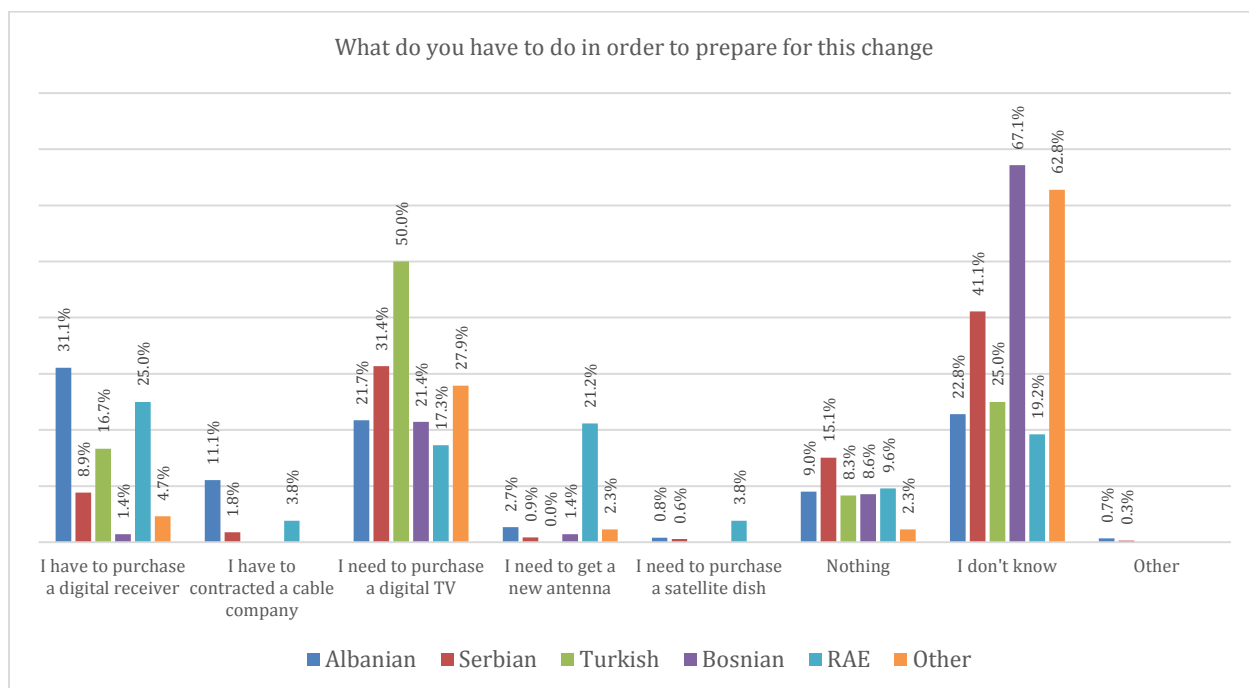


Chart 37: Estimates of the preparations necessary for the transition from analogue to digital - breakdown by ethnicity

Urban and rural areas do not have large differences in what should be done in order to be prepared. Responses are approximately similar for both groups.

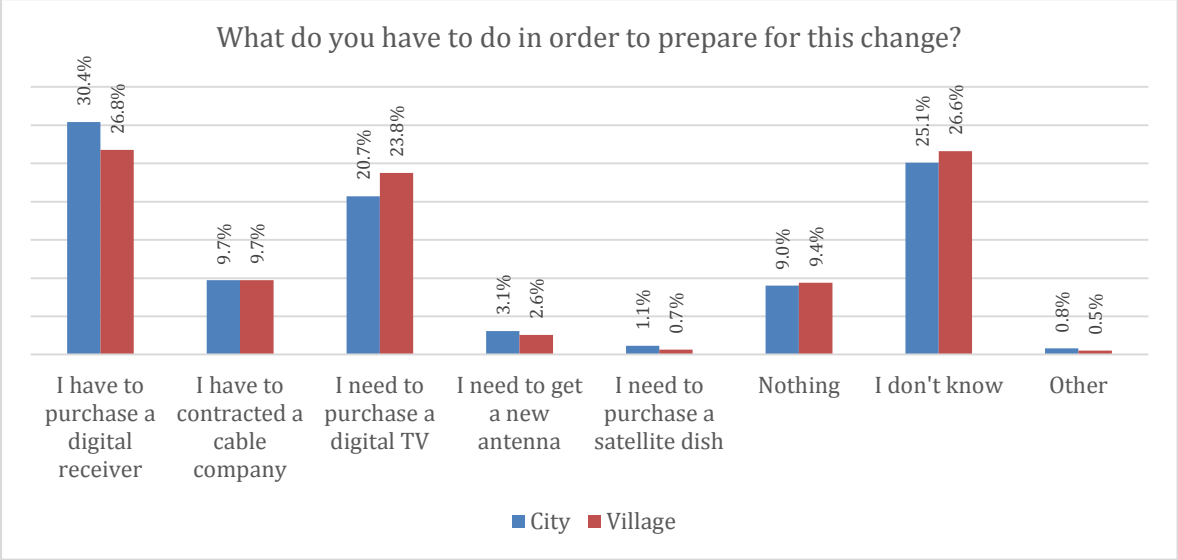


Chart 38: Estimates of the preparations necessary for the transition from analogue to digital - breakdown by area town / village

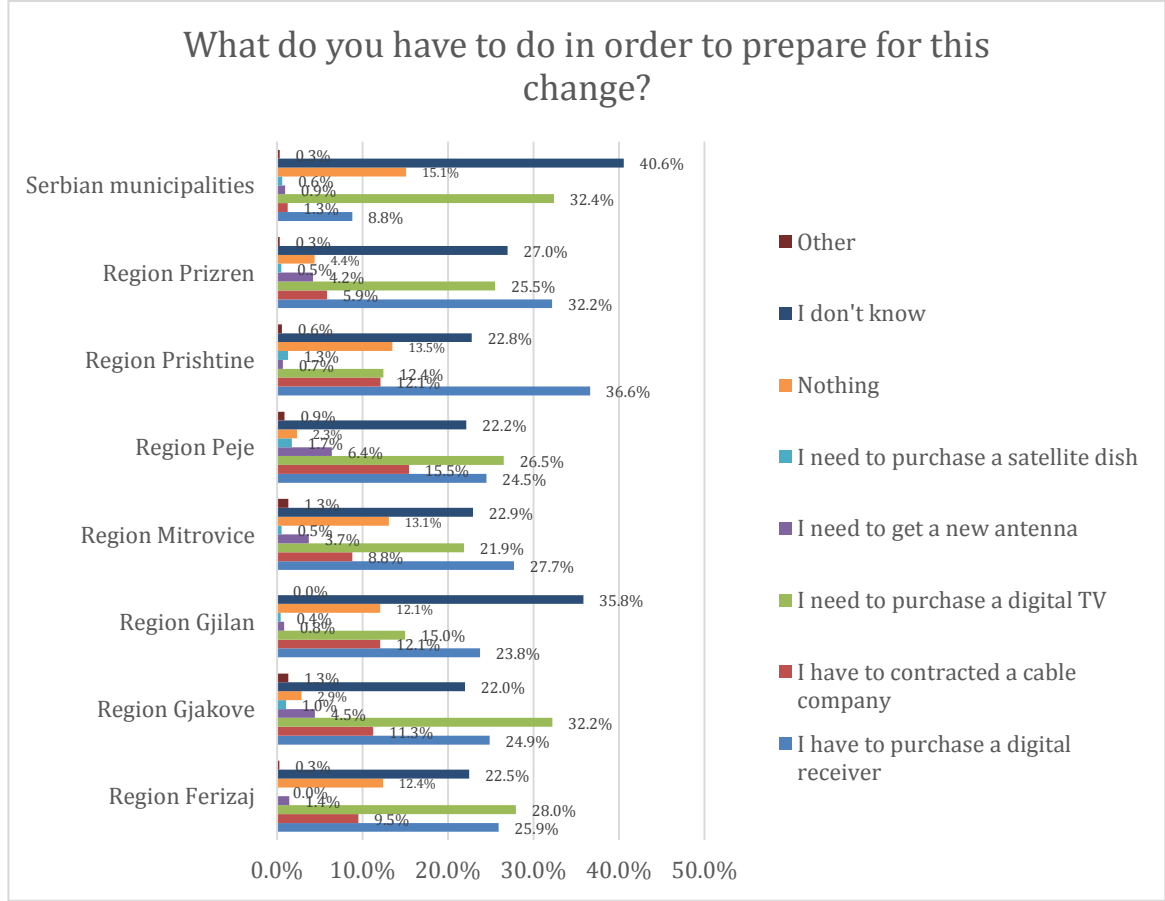


Chart 39: Estimates of the preparations necessary for the transition from analogue to digital - breakdown by regions

Barriers to support the transition

Regarding the question on what are the barriers to support the transition to digital system, respondents from this research, as the main barrier to digital installation, have listed the following:

- insufficient knowledge about digital installation - 24.1%
- not a priority on their priority list - 22.8%
- this installation is very expensive for them - 13.1%
- being satisfied with the current system - 10.6%, and
- unwillingness to spend more on TV set - 6.4 %.

Below you can find answers to this question for different age groups. Still, there are those aged 65 + who have less knowledge about digital installation and that installation is very expensive, followed by the 45-65 age group. For young people aged 18 to 28, the main barriers to their responses differ mostly due to the fact that the installation is not a priority for them, are satisfied with the current system, or as for many others, not enough knowledge about the process.

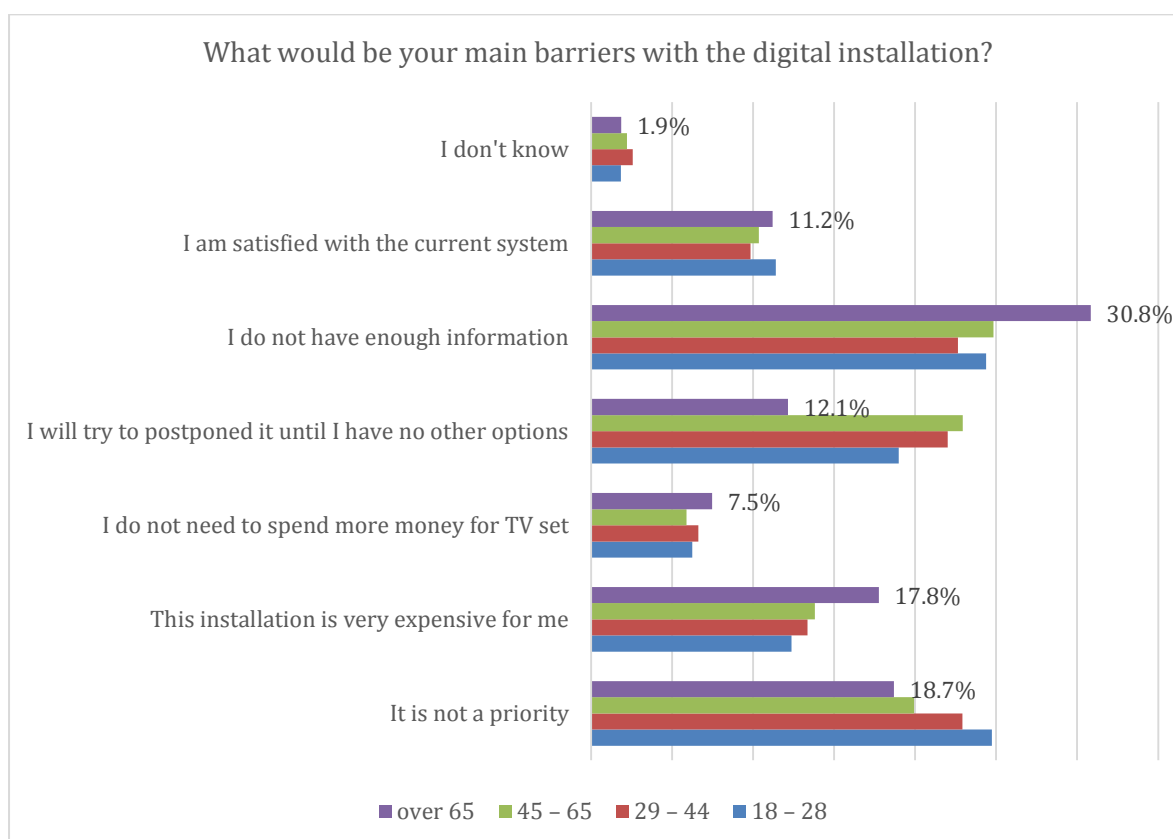


Chart 40: Main barriers associated with digital installation - breakdown by age groups

Participants from villages, compared with those from cities, have less knowledge of digital installation and think that installation is very expensive for them. This installation is less priority to participants from cities, the group who are also more satisfied with the current system.

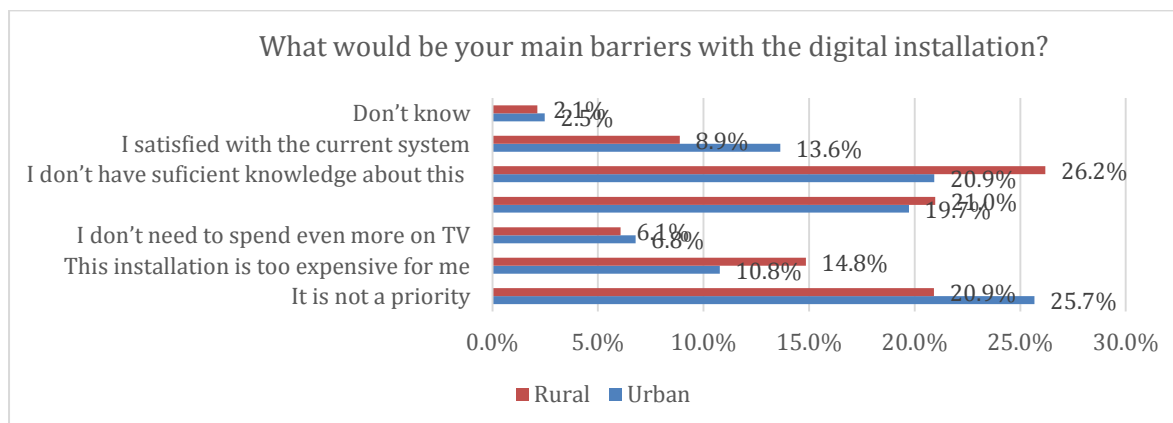


Chart 41: Main barriers associated with digital installation - breakdown by rural-urban areas.

This installation is considered much too expensive for participants from the region of Peja and Gjakova. It is observed a high level of the lack of knowledge for installation in the area of Serb municipalities and in the region of Pristina, Prizren and Ferizaj, in contrast to other regions. For citizens of Mitrovica region this installation is not a priority, much less than in other regions. For more, see this question in a regional context:

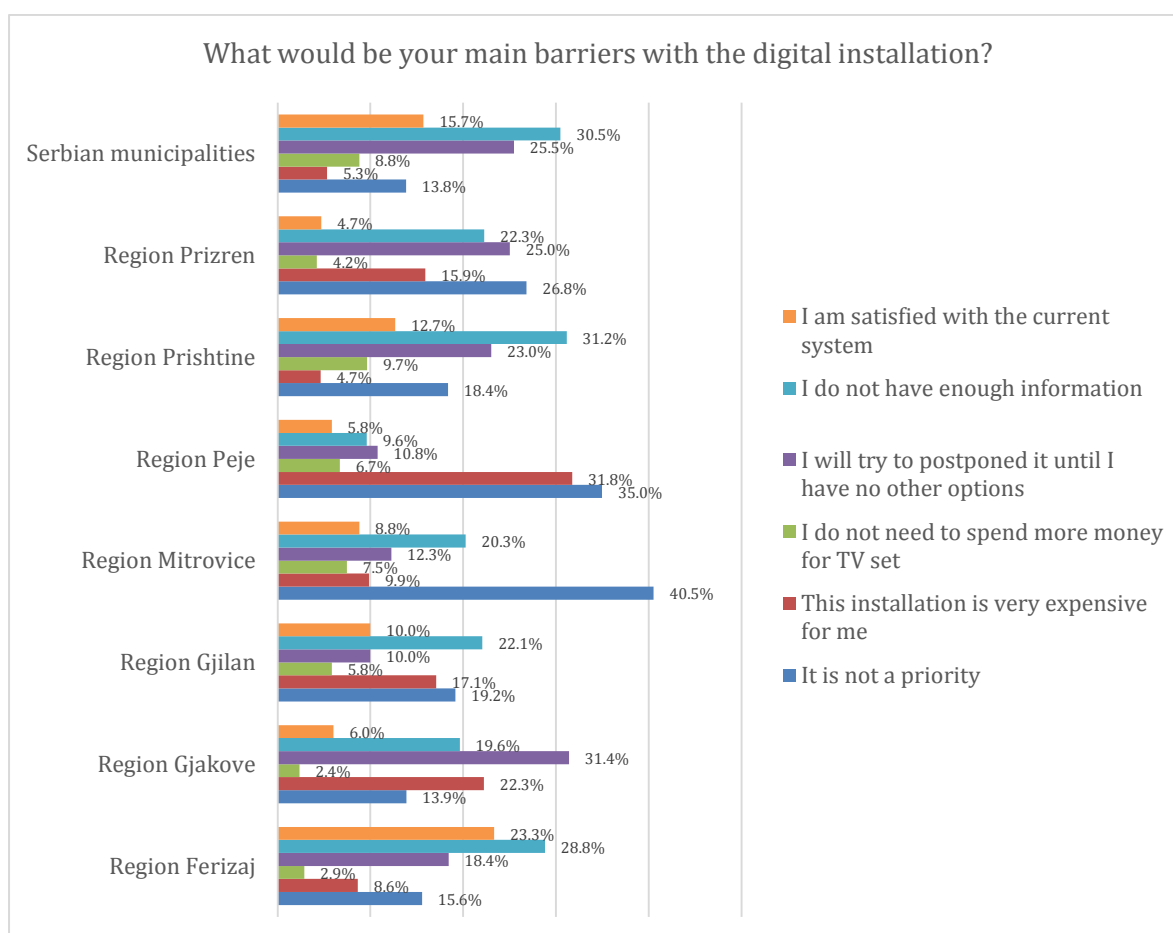
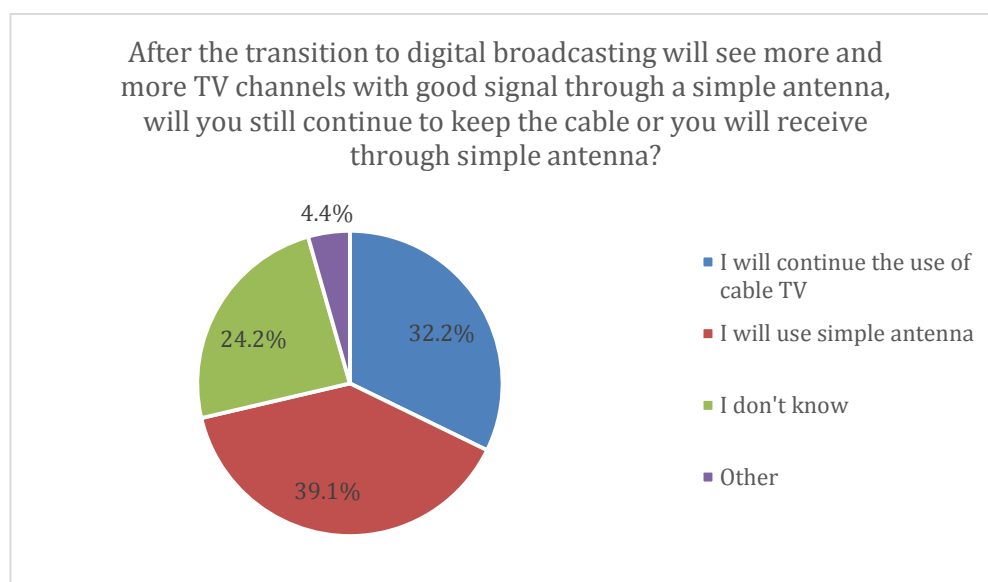
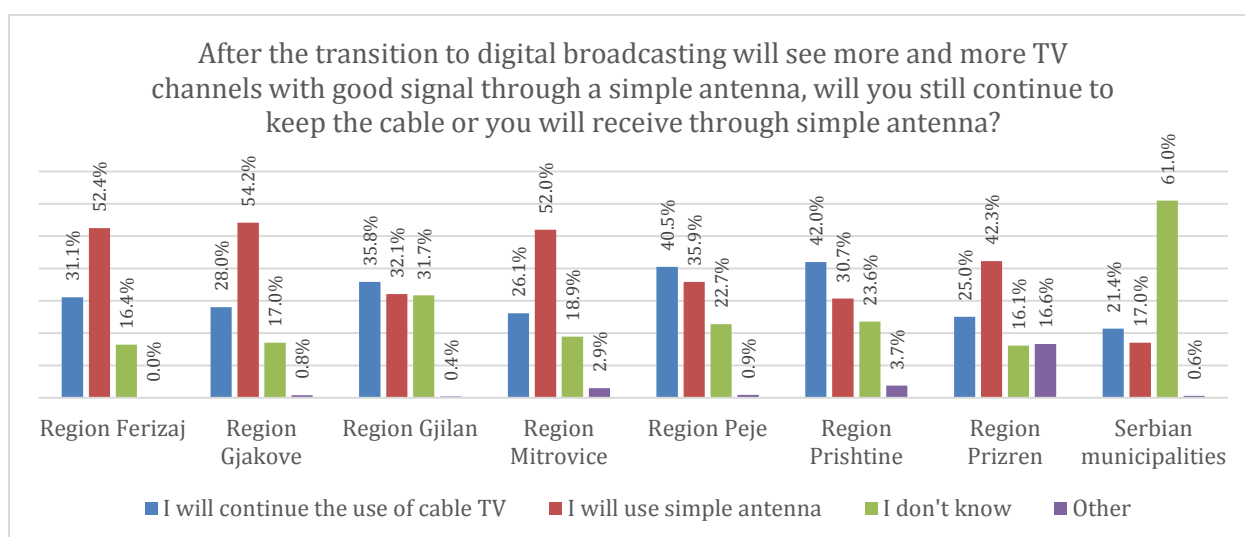


Chart 42: Main barriers associated with digital installation - breakdown of respondents by region.**Attitudes towards benefits of simple antenna**

The respondents informed with the fact that after the transition to digital broadcasting they will see more TV channels with better signal through a simple antenna, were asked if they would still continue to receive cable TV or would get the services by a simple antenna, 32.2% said they would continue using cable TV, while 39.1% said they would use a simple antenna, while a greater percentage of 24.2% were undecided on what to do.

**Chart 43:** Preferences to service via cable and simple antenna.

Serbian municipalities mostly express uncertainty in this question, since their number that is answered "do not know" is very different from other regions.

**Chart 44:** Preferences to cable service and that through a simple antenna - breakdown of respondents by region.

Attitudes towards the transition to digital broadcasting

Segmentation of approaches

This chapter addresses the attitudes of the research participants' towards the transition to digital broadcasting. Also, there is a discussion on the anticipated behaviour of participants in connection with the preparation for the transition.

Research has revealed that a large number of important factors affecting the level of support and willingness of citizens to prepare for digital television:

- The current level of preparation;
- The level of awareness and knowledge of digital technology and the process of digitalization
- The costs associated with the transition
- television viewership rate
- The role of television in the way of living of participants - if considered as a necessity or not
- Reception quality of and access to TV channels.

Research identifies four groups of participants' attitudes about the support and readiness to prepare for transition to digital broadcasting:

- Segment 1:** Completely ready for the transition;
- Segment 2:** Partially or not willing to have the transition but that could be prepared easily;
- Segment 3:** Partially or not willing to have the transition and that could be prepared with difficulties;
- Segment 4:** Not willing to have the transition and do not support the transition to digital broadcasting;

Segment 1: Completely ready for the transition

Participants in segment 1 are completely ready for the transition to digital broadcasting - they already have digital televisions and digital broadcasting equipment.

Segment 1 participants were individuals who:

- Have digital TV set;
- No need to do anything in order to be prepared for the transition from analogue to digital;
- They reported a high level of viewing.

After tabulation of the data, it was found that 217 or 6.23% of the respondents in this Group fully fit to this group, and are completely ready for transfer.

Segment 2: Partially or not willing to have the transition but that could be prepared easily

Unlike participants in Segment 1, Segment 2 they are not completely ready for transition, but according to the answers given in the survey, can be prepared easily.

Most participants in Segment 2 have all the prerequisites to make the transition. They are individuals who:

- Can afford the cost of the transition from analogue to digital;
- They have answered to the question C4.1 of the questionnaire, "Will you purchase the signal receiver that costs approximately € 30 - € 50 or will buy a new TV set?"
- Have plans of changing TV set/ or one of TV sets that they possess in the next three years.

After tabulation of the data, it was found that 717 or 42.3% of the respondents in this group fully fit with this group, or partially is willing or not willing to have the transition, but can be easily prepared.

Segment 3: Partially or not willing to have the transition and that could be prepared with difficulties

As participants in Segment 2, the Segment 3 participants are not willing to have the transition. However, unlike them, Segment 3 has displayed difficulties in preparation to be ready for digitalization. Participants in this segment have tended to regard this transition as financially problematic and as a process that can be prepared with difficulty.

Segment 3 participants were individuals who:

- Have digital televisions;
- Do not think they can afford the cost of transition
- Installation is very expensive to them
- They also mentioned other various barriers to digital installation
- They reported a low level of watching TV
- There are not well-informed about the whole transition process.

After tabulation of the data, it was found that 190 or 49.7% of the respondents in this group fully fit this group, or are partially or not willing to pass and that have difficulties to be prepared.

Segment 4: Not willing to have the transition and do not support the transition to digital broadcasting

Participants in segment 4 are not ready for the transition to digital broadcasting, who can have difficulties to be prepared and who do not support the transition process.

Segment 4 participants were individuals who:

- Possess analogue television sets,
- Do not plan changing the TV sets / one of the TV sets that they possess in the next three years.
- Are not at all informed about the process of digitalization
- are satisfied with the current system.

After tabulation of the data, it was found that 122 or 62.6% of the respondents in this group fully fit to this group, or are not willing to have the transition and do not support the transition to digital broadcasting.

Additional support for the process of transition to digital broadcasting

Financial support for the process of digitalization

Research has revealed that out of all the participants, 21.2% do not think they can afford the cost of the transition from analogue to digital, while 30% do not know if they can afford it or not. Also, the question "What would be your main barriers to install digital system?" only 13.1% of respondents believe that this installation is very expensive for them, among other barriers.

Regarding age groups who need more support, pensioners have shown the highest degree of incapacity, with 68.2% of them cannot afford the cost or do not know if they can. In ethnic basis, 49.4% of Serbian respondents and 46.2% of the RAE community have stated that they cannot afford this transition, as two ethnic groups with the most emphasized need for more financial support.

According to these responses one could state that the need for financial support for the digitalization process, although not very emphasized, is still an important factor in preparing people for this transition.

The following graphs present the statistics of answers to the above mentioned group at different levels.

Table 4: Statistics on the answer "This installation is very expensive for me" as the main barrier to install digital.

	Employment status:					Ethnic group:						
	18 – 28	Employed	Unemployed	Retired	Student	Unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other
This installation is very expensive for me	12.4%	13.0%	14.9%	12.1%	9.2%	15.4%	13.8%	8.0%	25.0%	10.0%	17.3%	7.0%

Technical assistance for the process of digitalization

Another form of support, which is seen as necessary because of the lack of knowledge about what needs to be done to prepare for digitalization, is the establishment of citizens' knowledge on technical issues that need to be undertaken for this process.

Participants in the survey, a quarter of them (25.9%) stated they did not know what to do to be prepared for digitalization. Out of these participants from 65 + age group (45.8%), those who are unable to work (38.5%), and the ethnic Serb respondents (41.1%) and Bosnian (67.1%) are groups who have shown a lack of more substantial information on what should be done for digitalization (see chart below).

It is worth noting that there were no significant differences in responses to this question of respondents from towns and villages, with 25.1% in the city and 26.6% and villages who answered "do not know".

The following graphs show the different characteristics of the respondents who answered this question in that way.

Table 5: Statistics on respondents who did not know what to do to be prepared for digitalization.

	Total	Age:				Employment status:					Ethnic group:					
		18 – 28	29 – 44	45 – 65	over 65	Employed	Unemployed	Retired	Student	Unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other
I do not know	25.9 %	21.0 %	24.6 %	32.9 %	45.8 %	19.1 %	32.3%	45.6%	20.8%	38.5%	22.8 %	41.1 %	25.0 %	67.1%	19.2%	62.8 %

Challenges

Lack of knowledge about the process

Another form of support, which is seen as necessary due to the lack of knowledge about what needs to be done to prepare for digitalization, is the establishment of citizens' knowledge on technical issues that need to be undertaken for this process. Although the process of transition to digital broadcasting in the Republic of Kosovo was sufficiently presented in media, is not sufficiently widespread throughout the territory of Kosovo.

Out of our respondents, 46.2% said they were not informed of this process, and only 3.8% are very much informed, with most of respondents positioned at the side of the lack of information about this process.

It may also be noted that the survey participants from rural areas tend to be less informed about the process than participants from cities. 49.7% of them are not informed of the process, in contrast with 40% of respondents from the city that gave the same answer. Difference of 9.7%, however, is not very large and makes the level of knowledge about the digitalization in Kosovo similar in all areas. For more see charts below:

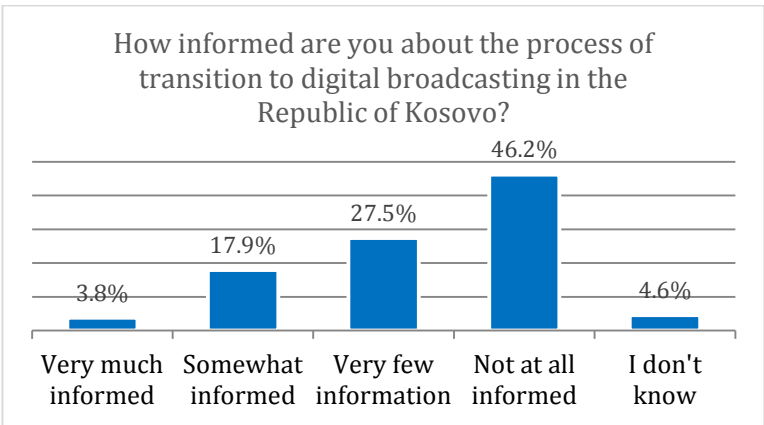


Chart 45: Level of respondents' information about the process of transition to digital broadcasting.

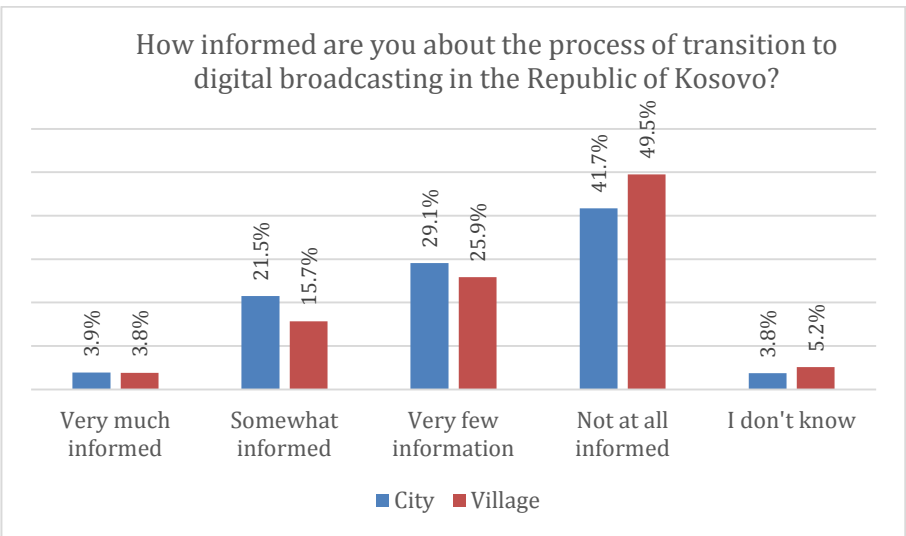


Chart 46: The level of information of the respondents about the process of transition to digital broadcasting - breakdown by urban and rural areas.

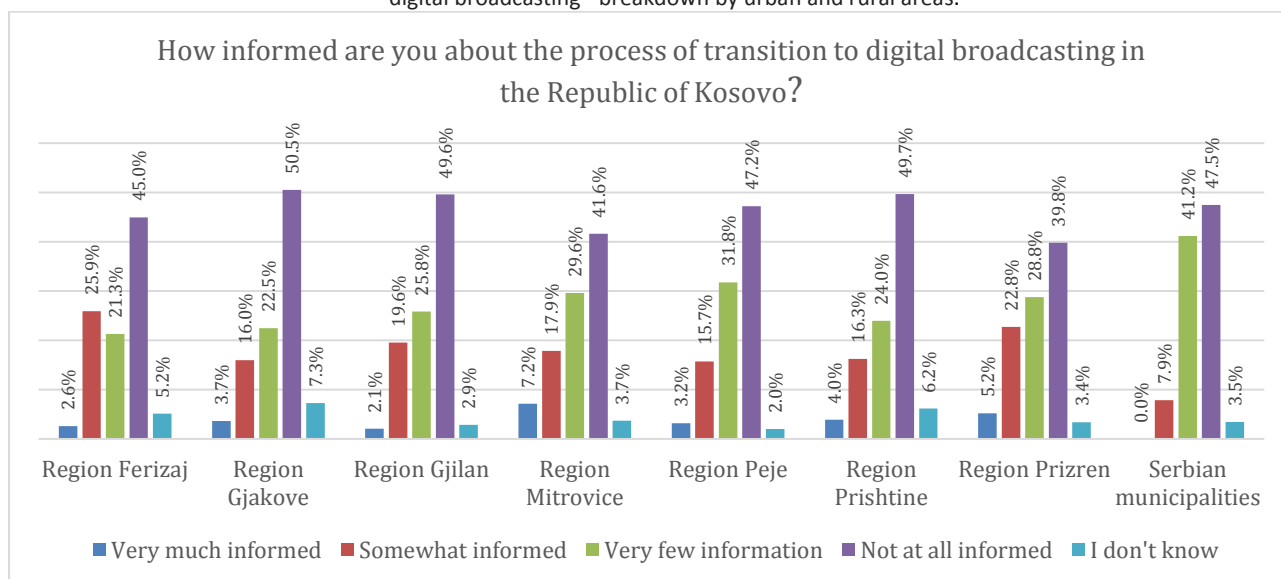


Chart 47: Level of respondents' information about the process of transition to digital broadcasting - breakdown by regions.

Financial Challenges for the preparation

As noted above, 21.2% of respondents said they could not afford the cost of transition. Citizens who are unable to make the preparations by themselves will have to find other forms of support to prepare for the transition, and will expect from the project leaders to provide necessary financial and technical assistance in order for the process to be completed in the due time.

Below you can see the responses of participants based on the classification city/village and employment status.

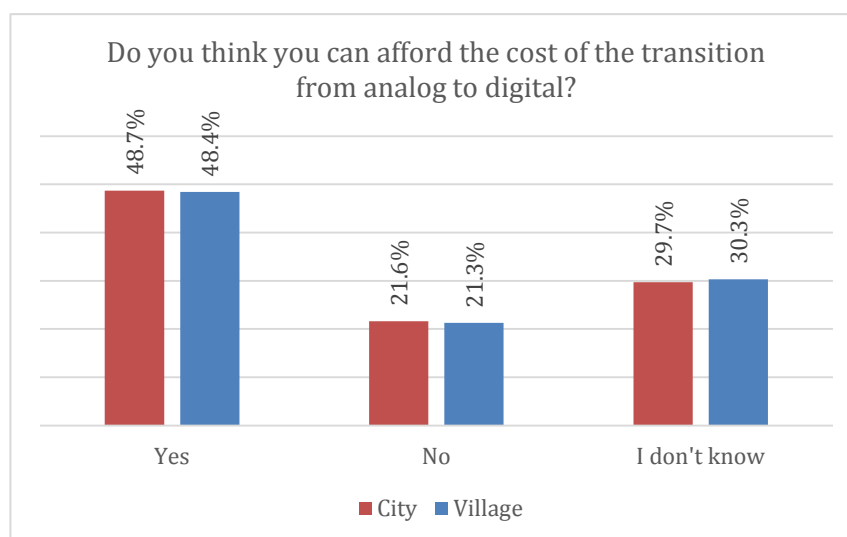


Chart 48: Opportunity of affording the cost of the transition from analogue to digital system - breakdown by urban and rural areas.

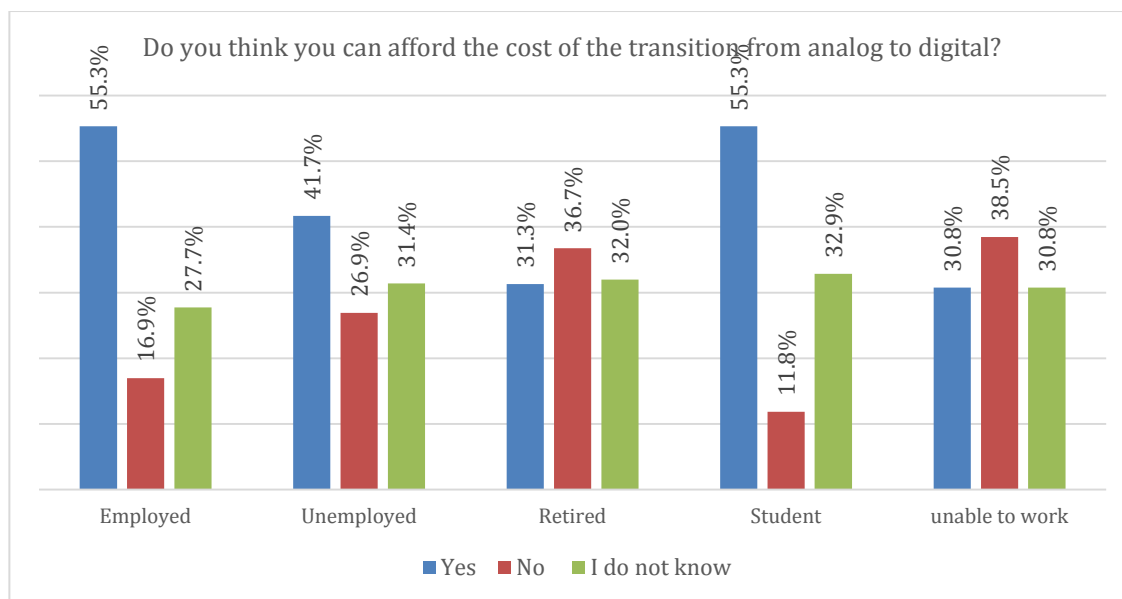


Chart 48: Opportunity of affording the cost of the transition from analogue to digital system - breakdown by employment status.

Conclusions and Recommendations

Research on evaluation of the readiness of Kosovo citizens for the transition to digital broadcasting, according to the sample distribution, included quite representative participation of the population of Kosovo. From this research it was observed that:

- Two thirds of Kosovo's citizens use digital televisions, and only one third is already fully prepared for the transition to digital broadcasting, since they possess digital television sets.
- More than half of respondents receive the signal through cable TV signal, while 31.4% through terrestrial, and the cable TV more widespread in the cities (75.3%), and terrestrial in villages (42.8%).
- National Television, RTK, KTV and RTV 21, are televisions that are mainly received through simple antenna.
- Nearly half of respondents feel they can afford the cost of transition, but there are many others who cannot afford it or do not know if they can, because of the uncertainty on how much this transition would cost.
- Two third of respondents prefer to buy receiver for receiving the signal and the rest prefer buying a new television. This is confirmed later, when a number of rough stated they planned to purchase a new TV in the next three years, with most showing 2015 as the year that will make this purchase.
- A large part of the citizens of Kosovo (47.2%) watch more than two hours of television per day.
- According to our correspondents, favourite channels among them are: KTV mentioned by 1860 respondents as their favourite channel, then RTK by 1714 respondents and RTV 21 by 1446 respondents. 2644 respondents cite news, 1091 TV shows, 983 movies and 707 respondents cite sport as the main reasons why they prefer certain channels. Also, according to 2087 RTK is the channel where mostly they watch news bulletins, then KTV with 1858 respondents that mentioned this channel, while 995 respondents mentioned that they watch news coverage on RTV21.
- The majority of citizens stand between "good" and "very good" when it comes to their attitudes about the quality of the programming content of our TV channels. 73.2% of people think that the information they receive from the news at their favourite television are "somewhat accurate", while regarding the evaluation of information provided by local television stations, most are between "satisfactory" and "sufficient".

- Citizens see the necessity of establishing the diversity of programs, which will be achieved through digitalization. More television programs, entertainment shows and music are three things that are most frequently mentioned as the changes that people would make to the programs at the local and national television.
- Kosovo citizens need more information with regard to the project for transition to the digital broadcasting in the Republic of Kosovo, since a large number of citizens have little or no information on the process. However, most agree that this transition is needed.
- A quarter of respondents did not know what to do in order to be prepared for this transition.
- Among the key barriers that citizens have, the most cited are lack of knowledge about digital installation and being satisfied with the current analogue system.
- A third of citizens will start to use simple antenna with the improvement of its broadcasting, while the rest will continue with cable or still do not know what to decide.

The recommendations that could be proposed through the conclusions provided are:

- Increasing the knowledge of the population about the transition to digital broadcasting through an extensive awareness campaign;
- Creating action strategies for technical assistance to citizens in order to facilitate this transition;
- Understanding the financial needs of certain groups of society and creating opportunities for transfer (Creation of strategies to support the regions which have difficulties in coping with the necessary preparation);
- Presentation of the best benefits of this transition are also based on the statements of the citizens taken during this survey on the changes that they would propose, the necessity on the increase of the content of television programs, increasing the number of TV channels, etc.

Annexes:

- i. Sample distribution
- ii. Qestionnaire
- iii. Detailed statistical report

Annex i: Sample distribution

#	Komunat	Urban Rural		Urban (qytet) 38%						Rural (Fshatra apo vendbanime rurale) 62%						
		Numri i respodentev e per komuna	Gjinia Total		Meshkuj			Femra			Male			Female		
			Meshkuj	Femra	18-28 42%	29-44 30%	45-65 28%	18-28 39%	29-44 32%	45-65 29%	18-28 42%	29-44 30%	45-65 28%	18-28 39%	29-44 32%	45-65 29%
1	Deçan	77	39	38	6	4	4	6	5	4	10	7	7	9	8	7
2	Ferizaj	210	106	104	17	12	11	15	13	12	27	20	18	25	20	19
3	Fushë Kosovë	67	34	33	5	4	4	5	4	4	9	6	6	8	7	6
4	Gjakovë	182	92	91	15	10	10	13	11	10	24	17	16	22	18	16
5	Gjilan	174	88	86	14	10	9	13	10	10	23	16	15	21	17	16
6	Drenas	113	57	56	9	6	6	8	7	6	15	11	10	14	11	10
7	Dragash	66	33	33	5	4	4	5	4	4	9	6	6	8	6	6
8	Istog	76	38	38	6	4	4	6	5	4	10	7	7	9	7	7
9	Kaçanik	64	32	32	5	4	3	5	4	4	8	6	6	8	6	6
10	Kamenicë	70	35	35	6	4	4	5	4	4	9	7	6	8	7	6
11	Klinë	74	37	37	6	4	4	5	4	4	10	7	7	9	7	7
12	Lipjan	111	56	55	9	6	6	8	7	6	15	10	10	13	11	10
13	Malishevë	105	53	52	8	6	6	8	6	6	14	10	9	13	10	9
14	Mitrovicë - Jug	139	70	69	11	8	7	10	8	8	18	13	12	17	14	12
15	Pejë	186	94	92	15	11	10	14	11	10	24	17	16	22	18	17
16	Podujevë	171	86	85	14	10	9	13	10	9	22	16	15	21	17	15
17	Prishtinë	384	193	191	31	22	21	28	23	21	50	36	34	46	37	34
18	Prizren	343	173	170	28	20	19	25	21	19	45	32	30	41	34	31
19	Rahovec	108	55	54	9	6	6	8	7	6	14	10	10	13	11	10
20	Shtime	53	27	26	4	3	3	4	3	3	7	5	5	6	5	5
21	Skenderaj	98	49	49	8	6	5	7	6	5	13	9	9	12	10	9
22	Suharekë	115	58	57	9	7	6	9	7	6	15	11	10	14	11	10
23	Vushtrri	135	68	67	11	8	7	10	8	7	18	13	12	16	13	12
24	Hani i Elezit	18	9	9	1	1	1	1	1	1	2	2	2	2	2	2
25	Junik	12	6	6	1	1	1	1	1	1	2	1	1	1	1	1
26	Serb: Mitrovicë - V	62	31	31	5	4	3	5	4	3	8	6	5	7	6	6
27	Serb: Gracanica	58	29	29	5	3	3	4	3	3	8	5	5	7	6	5
28	Serb: Shterpca	58	29	29	5	3	3	4	3	3	8	5	5	7	6	5
29	Serb: Klllokot	29	15	14	2	2	2	2	2	2	4	3	3	3	3	3
30	Serb: Leposavic	36	18	18	3	2	2	3	2	2	5	3	3	4	4	3
31	Serb: Ranillug	10	5	5	1	1	1	1	1	1	1	1	1	1	1	1
32	Mamusha	12	6	6	1	1	1	1	1	1	2	1	1	1	1	1
33	Serb: Partesh	6	3	3	0	0	0	0	0	0	1	1	1	1	1	1
34	Serb: Zubin Potok	29	15	14	2	2	2	2	2	2	4	3	3	3	3	3
35	Serb: Zvecan	29	15	14	2	2	2	2	2	2	4	3	3	3	3	3
Numri i respodenteve		3480	1752	1728	279	199	188	257	209	192	455	325	306	418	340	313



KOMISIONI I PAVARUR PËR MEDIA
NEZAVISNA KOMISIJA ZA MEDIJE
INDEPENDENT MEDIA COMMISSION

QUESTIONNAIRE

ON THE ASSESSMENT OF THE READINESS OF THE CITIZENS
OF REPUBLIC OF KOSOVO FOR TRANSITION TO THE DIGITAL
BROADCASTING

Implemented by

Management
Development
Associates **MDA**

Prishtinë, 2013

Dear,

The Independent Media Commission (IMC) is working on the draft strategy “on the transition from the analogue to digital broadcasting in the Republic of Kosovo”.

Digitalization will provide the citizens of Kosova better receipt of TV signal, greater variety of content, more television programmes, new services for users with disabilities and for senior citizens, enhanced additional services, portable and mobile programme reception, as well as convergence of services.

The plan on the completion of the digitalization process is expected to be finalized by 15 June 2015, after which period the analogue system will be entirely disconnected and digital broadcasting will be operating. During this period of time, the citizens of Kosovo and the Media Companies must undertake the transition of the technology of their broadcasting equipment from the analogue to digital system, which transition requires the raising of the awareness and preparation of all groups within the Kosovar society.

This questionnaire is designed to assess the readiness of the citizens related to this transition and Company MDA (Management Development Associates) was selected by IMC to conduct such research.

The finding of the questionnaire will remain confidential and only general information will be used by the IMC.

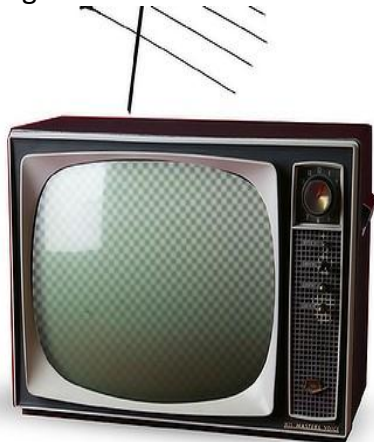
Thank you for completing the questionnaire and for your contribution in this research!

Additional information: What is digital TV?

The digital signal can contain much more information than the old analogue network, which means that it gives better quality of picture and sound. It also allows the broadcaster to offer more channels and different other new services.

How can I know whether my TV set is digital?

Analogue TV



Digital TV (picture)



A. Referring details

A1. Identification number of the questionnaire

A2. The full name of the interviewer

A3. Telephone number of the interviewer

A4. City (code)

A4.1 Area

[1] Centre (starting point)

[2] Suburb (starting point)

[3] Village (starting point)

A.5 Date of the interview _____/_____/2013

A6. The time of the start of the interview: _____

The finalizing time: _____

B. The specifics of the interviewer

B1. The full name of the respondent (optional):

B2. Age:

[1] 18-28

[2] 29-44

[3] 45-65

[4] Over 65

B3. Gender: [1] F [2] M

B4. Ethnic Group:

[1] Albanian

[2] Serbian

[3] Bosnian

[4] RAE

[5] Other _____

B5. Marital status

- [1] Single
- [2] Married
- [3] Divorced
- [4] Widow
- [5] Other _____

B6. Employment status:

- [1] Employed
- [2] Unemployed
- [3] Retired
- [4] Student
- [5] Unable to work _____

B7. The telephone number of the interviewer (optional):

B8. Address of the interviewer (optional):

C. Questions

C1. How do you receive the television signal?

- [1] Terrestrial
- [2] Cable
- [3] Satellite
- [4] Internet (signal receiver through internet router)
- [5] IPTV
- [6] I do not have TV at all
- [7] Other

C2. If you use simple antenna, which TV channels you can watch?

C3. What kind of television set do you possess?

- [1] Analogue
- [2] Digital (DVB – T2, MPEG – 4)

C4. Do you think you could afford the cost of the transition from analogue to digital?

- [1] Yes
- [2] No
- [3] I do not know

C4.1 If so, will you buy the signal receiver with the cost of approximately € 30 - € 50 or will you buy a new TV?

- [1] I will purchase a receiver
- [2] I will purchase a new TV set

C5. Do you plan to change the TV set/ or one of your TV sets?

- [1] Yes ----- [a] during this year
 [b] In 2014
 [c] In 2015

[2] NO

C6. How many hours or minutes average do you watch TV per day?

- [1] Less than 30 minutes
- [2] 3- min to 1 hour
- [3] 1 hour to 2 hours
- [4] Over 2 hours

C7. At what time of the day you watch more TV?

- [1] In the morning
- [2] At lunch time
- [3] In the evening
- [4] After midnight

C8. Which are your favourite TV channels and why?

No.	Channel	Reasons
1.		
2.		
3.		
4.		
5.		

C9. Which are the programs that you watch most?

- [1] News
- [2] Debates
- [3] Documentary
- [4] Entertaining programs
- [5] Sport

[6] Other _____

C10. What do you think about the content of programs of our television channels?

- [1] Excellent
- [2] Very good
- [3] Good
- [4] Poor
- [5] I have no answer

C11. In which channels do you watch news?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

C12. What is your opinion about the accuracy of the information in the news from the favourite television? How accurate are these information?

- [1] Very accurate
- [2] Somewhat accurate
- [3] Not accurate
- [4] I have no answer

C13. How do you evaluate the information provided by local television?

- [1] Excellent
- [2] Satisfactory
- [3] Sufficient
- [4] Insufficient
- [5] Poor
- [6] I have no answer

C14. According to your assessment, what are the changes you would make to the programs in the national and local TV?

C15. How do you evaluate the information provided by national television (RTK, KTV, 21)?

- [1] Excellent
- [2] Satisfactory

- [3] Sufficient
- [4] Insufficient
- [5] Poor
- [6] I have no answer

C16. How informed are you about the process of transition to digital broadcasting in the Republic of Kosovo?

- [1] Very much informed
- [2] Somewhat informed
- [3] Very little informed
- [4] Not at all
- [5] I do not know

C17. Do you think that it is necessary to switch from analogue to digital broadcasting in the Republic of Kosovo?

- [1] Yes
- [2] No
- [3] I do not know

C18. What do you have to do in order to prepare for this change?

- [1] I have to purchase a digital receiver
- [2] I have to contracted a cable company
- [3] I need to purchase a digital TV
- [4] I need to get a new antenna
- [5] I need to purchase a satellite dish
- [6] Nothing
- [7] I do not know
- [8] Other _____

C19. What would be your main barriers with the digital installation?

- [1] It is not a priority
- [2] This installation is very expensive for me
- [3] I do not need to spend more money for TV set
- [4] I will try to postponed it until I have no other options
- [5] I do not have sufficient information on the process
- [6] I am satisfied with the current system

C20. Taking into account that after the transition to digital broadcasting will see more and more TV channels with good signal through a simple antenna, will you still continue to keep the cable or you will receive through simple antenna?

- [1] I will continue the use of cable TV

- [2] I will use simple antenna
- [3] I don't know
- [4] Other _____

We thank you for your participation in this survey. We would like to ensure you once again that your answers will be treated with full confidentiality and in no manner will they be linked to you personally.

Detailed statistical report

How do you receive the television signal?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18–28	29–44	45–65	over 65	city	Village	employed	unemployed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipalities
Terrestrial	31.4%	32.3%	30.6%	30.1%	30.6%	34.0%	31.8%	14.2%	42.8%	26.2%	38.7%	25.5%	25.9%	38.5%	35.4%	5.0%	8.3%	20.0%	19.2%	7.0%	33.4%	37.2%	45.4%	51.5%	46.9%	28.5%	17.9%	4.7%
Cable	51.4%	51.9%	51.0%	52.2%	52.2%	49.7%	48.6%	75.3%	35.4%	56.2%	44.6%	55.7%	56.8%	53.8%	48.0%	84.0%	66.7%	38.6%	71.2%	16.3%	40.3%	51.3%	41.7%	39.7%	30.9%	52.1%	60.7%	86.8%
Satellite	14.4%	13.7%	15.0%	14.8%	14.6%	13.6%	15.0%	8.8%	18.3%	14.5%	14.2%	15.4%	14.4%	7.7%	14.2%	5.9%	25.0%	35.7%	5.8%	60.5%	24.8%	10.7%	7.5%	7.2%	17.8%	16.6%	18.5%	3.8%
Internet	1.7%	1.4%	1.8%	1.7%	1.7%	1.4%	0.9%	1.1%	2.1%	2.0%	1.4%	0.7%	2.1%	0.0%	1.8%	0.9%	0.0%	0.0%	1.9%	0.0%	0.9%	0.3%	4.6%	0.8%	3.8%	2.2%	1.1%	0.3%
IPTV	0.4%	0.3%	0.5%	0.7%	0.2%	0.1%	0.0%	0.4%	0.2%	0.5%	0.1%	0.0%	0.5%	0.0%	0.1%	2.7%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.5%	0.3%	0.0%	0.2%	2.8%
I have no TV	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	2.8%	0.1%	0.3%	0.1%	0.2%	1.3%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	1.9%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%
other	0.3%	0.2%	0.5%	0.1%	0.3%	0.7%	0.9%	0.0%	0.6%	0.2%	0.5%	0.7%	0.2%	0.0%	0.1%	0.0%	0.0%	5.7%	0.0%	14.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%	1.6%	0.0%
I don't know	0.3%	0.1%	0.4%	0.2%	0.3%	0.3%	0.0%	0.2%	0.3%	0.3%	0.2%	0.7%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%	0.4%	0.3%	0.3%	0.3%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think you could afford the cost of the transition from analogue to digital?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18–28	29–44	45–65	over 65	city	Village	employed	unemployed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipalities
Yes	48.8%	45.0%	51.8%	52.7%	51.1%	42.1%	31.8%	49.0%	48.4%	55.3%	41.7%	31.3%	55.3%	30.8%	51.2%	29.7%	41.7%	44.3%	46.2%	41.9%	51.0%	46.3%	53.8%	49.9%	41.4%	53.7%	53.0%	29.6%
No	21.2%	22.1%	20.6%	17.4%	19.4%	27.2%	38.3%	21.2%	21.2%	16.9%	26.9%	36.7%	11.8%	38.5%	18.1%	49.4%	25.0%	10.0%	46.2%	7.0%	9.5%	21.5%	20.4%	16.3%	31.5%	18.4%	15.9%	46.5%
I don't know	30.0%	33.0%	27.6%	30.0%	29.5%	30.7%	29.9%	29.8%	30.3%	27.7%	31.4%	32.0%	32.9%	30.8%	30.7%	20.9%	33.3%	45.7%	7.7%	51.2%	39.5%	32.2%	25.8%	33.9%	27.1%	27.9%	31.1%	23.9%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What kind of television set do you possess?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18–28	29–44	45–65	over 65	city	Village	employed	unemployed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipalities
Analog	64.1%	66.0%	62.6%	62.7%	60.8%	70.8%	62.6%	54.3%	70.2%	59.6%	70.5%	66.4%	57.3%	69.2%	60.8%	87.6%	58.3%	68.6%	86.5%	81.4%	48.1%	62.3%	68.3%	69.6%	78.1%	53.7%	64.2%	86.8%
Digital	35.5%	33.7%	37.0%	37.2%	39.0%	28.6%	34.6%	45.5%	29.4%	40.1%	29.2%	32.2%	42.7%	30.8%	39.0%	11.2%	41.7%	31.4%	13.5%	16.3%	51.3%	37.7%	31.7%	30.4%	21.6%	45.9%	35.4%	11.9%
I don't know	0.3%	0.3%	0.4%	0.1%	0.3%	0.6%	2.8%	0.2%	0.4%	0.3%	0.4%	1.3%	0.0%	0.0%	0.2%	1.2%	0.0%	0.0%	0.0%	2.3%	0.6%	0.0%	0.0%	0.0%	0.3%	0.3%	0.3%	1.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RESEARCH – ASSESSMENT OF THE READINESS OF THE CITIZENS OF REPUBLIC OF KOSOVO FOR TRANSITION TO THE DIGITAL BROADCASTING

If so, will you buy the signal receiver with the cost of approximately € 30 - € 50 or will you buy a new TV?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
I will be the receiver	65.4%	67.2%	64.1%	65.3%	65.1%	66.1%	60.0%	72.0%	60.9%	64.9%	65.5%	60.0%	65.4%	88.9%	66.9%	55.6%	40.0%	43.2%	70.8%	47.8%	66.8%	55.3%	70.8%	62.6%	70.8%	71.0%	65.0%	57.4%
I will buy a new TV set	34.6%	32.8%	35.9%	34.7%	34.9%	33.9%	40.0%	28.0%	39.1%	35.1%	34.5%	40.0%	34.6%	11.1%	33.1%	44.4%	60.0%	56.8%	29.2%	52.2%	33.2%	44.7%	29.2%	37.4%	29.2%	29.0%	35.0%	42.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you plan to change theTV set/ or one of your TV sets?

	Do you plan to change the TV set/ or one of your TV sets?																											
	Gender		age:				Area:		Employment status:					ethnic group:					Region									
	Total	F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
Yes	35.9%	32.7%	38.4%	40.8%	35.2%	32.1%	17.1%	32.5%	38.5%	38.0%	34.2%	19.7%	40.4%	28.0%	37.7%	23.5%	41.7%	32.4%	22.4%	30.0%	34.6%	41.6%	32.9%	34.4%	48.7%	27.4%	38.5%	20.1%
No	64.1%	67.3%	61.6%	59.2%	64.8%	67.9%	82.9%	67.5%	61.5%	62.0%	65.8%	80.3%	59.6%	72.0%	62.3%	76.5%	58.3%	67.6%	77.6%	70.0%	64.6%	50.8%	47.5%	64.5%	50.7%	72.0%	51.7%	75.5%
I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	7.6%	19.6%	1.1%	0.6%	0.6%	9.8%	4.4%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

When?

		which:																										
		Gender		age:				Area:		Employment status:					ethnic group:						Region							
	Total	F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
during this year	23.8%	22.6%	24.6%	24.6%	20.4%	26.0%	33.3%	20.0%	26.1%	23.0%	22.5%	26.7%	26.9%	71.4%	24.1%	18.8%	60.0%	36.4%	18.2%	0.0%	25.8%	13.5%	10.8%	26.6%	31.1%	36.2%	18.1%	16.4%
in 2014	43.3%	42.7%	43.7%	45.4%	41.4%	42.0%	44.4%	44.7%	42.3%	45.5%	40.0%	36.7%	47.9%	28.6%	44.5%	36.5%	20.0%	22.7%	54.5%	8.3%	53.3%	39.3%	51.8%	43.8%	49.7%	36.6%	41.2%	39.7%
in 2015	32.9%	34.7%	31.7%	30.0%	38.1%	32.0%	22.2%	35.4%	31.6%	31.4%	37.6%	36.7%	25.1%	0.0%	31.4%	44.7%	20.0%	40.9%	27.3%	91.7%	20.8%	47.2%	37.3%	29.7%	19.3%	27.2%	40.7%	43.8%
i don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How many hours or minutes average do you watch TV per day ?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipal ties
Less than 30 minutes	5.2%	6.1%	4.5%	5.5%	5.2%	4.8%	6.5%	5.8%	4.9%	5.5%	4.1%	6.7%	6.8%	15.4%	5.1%	8.6%	0.0%	1.4%	5.8%	0.0%	2.3%	2.9%	7.9%	8.0%	2.9%	4.9%	5.2%	9.4%
30 min to 1 hour	13.9%	14.2%	13.6%	15.5%	12.6%	13.5%	10.3%	13.9%	13.7%	16.5%	12.2%	10.1%	12.3%	7.7%	14.1%	16.0%	16.7%	7.1%	9.6%	0.0%	14.4%	13.6%	21.7%	13.6%	7.6%	13.7%	13.2%	16.7%
1 hour to 2 hours	33.3%	32.5%	33.9%	33.2%	35.4%	32.1%	26.2%	35.2%	31.6%	34.9%	32.1%	28.2%	32.1%	38.5%	32.8%	37.0%	50.0%	31.4%	25.0%	37.2%	41.2%	33.0%	35.8%	36.8%	21.3%	29.9%	34.3%	39.3%
over 2 hours	47.2%	46.7%	47.5%	45.6%	46.4%	49.2%	54.2%	44.8%	49.3%	42.6%	51.3%	53.7%	48.6%	38.5%	47.8%	37.0%	33.3%	60.0%	59.6%	62.8%	41.5%	50.3%	34.2%	41.6%	67.9%	51.2%	47.2%	33.0%
I do not know	0.4%	0.5%	0.4%	0.1%	0.5%	0.4%	2.8%	0.3%	0.5%	0.5%	0.3%	1.3%	0.2%	0.0%	0.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%	0.4%	0.0%	0.3%	0.3%	0.2%	1.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RESEARCH – ASSESSMENT OF THE READINESS OF THE CITIZENS OF REPUBLIC OF KOSOVO FOR TRANSITION TO THE DIGITAL BROADCASTING

At what time of the day you watch more TV?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjiilan	Region Mitrovce	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
In the morning	5.9%	7.6%	4.5%	4.9%	5.2%	7.7%	12.1%	6.3%	5.6%	4.7%	7.1%	8.1%	4.2%	19.2%	6.2%	4.7%	0.0%	2.9%	3.8%	2.3%	6.9%	8.6%	7.1%	6.4%	6.1%	4.9%	4.6%	5.0%
At lunch time	7.5%	10.9%	4.8%	7.2%	7.0%	8.2%	9.3%	6.9%	7.9%	4.5%	10.1%	10.1%	8.3%	11.5%	6.5%	13.6%	8.3%	11.4%	13.5%	14.0%	5.5%	7.9%	2.9%	14.9%	2.9%	6.2%	7.8%	11.9%
In the evening	81.4%	77.4%	84.5%	80.0%	83.5%	81.8%	72.9%	81.4%	81.3%	86.0%	78.3%	78.5%	78.3%	65.4%	82.3%	78.0%	91.7%	68.6%	73.1%	69.8%	83.3%	78.0%	87.5%	72.8%	88.3%	83.3%	79.8%	79.2%
after midnight	2.9%	1.4%	4.0%	5.2%	2.1%	0.4%	0.9%	3.5%	2.5%	2.8%	2.0%	0.7%	6.6%	0.0%	3.0%	2.1%	0.0%	0.0%	7.7%	0.0%	2.0%	3.9%	1.7%	4.5%	1.7%	3.0%	2.9%	2.2%
I do not have any set time	2.4%	2.6%	2.2%	2.7%	2.2%	1.8%	4.7%	1.9%	2.7%	2.0%	2.5%	2.7%	2.6%	3.8%	2.0%	1.5%	0.0%	17.1%	1.9%	14.0%	2.3%	1.6%	0.8%	1.3%	0.9%	2.7%	4.9%	1.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Which are the programs that you watch most?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjiilan	Region Mitrovce	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
News	34.5%	25.7%	41.4%	14.5%	37.0%	57.1%	77.9%	31.3%	36.5%	37.8%	33.5%	72.8%	11.4%	57.7%	36.1%	27.9%	50.0%	18.6%	26.9%	16.3%	33.5%	35.7%	46.6%	32.7%	37.8%	39.0%	26.4%	27.2%
Debates	6.6%	5.3%	7.7%	5.5%	8.4%	6.7%	3.8%	6.5%	6.3%	8.9%	4.5%	4.8%	6.2%	11.5%	6.5%	8.4%	8.3%	4.3%	3.8%	0.0%	5.8%	8.1%	4.2%	5.4%	7.9%	7.0%	5.2%	9.3%
Documentary	7.9%	7.4%	8.3%	9.7%	8.2%	5.4%	1.9%	9.3%	6.9%	8.4%	6.7%	4.8%	11.6%	7.7%	7.9%	8.1%	8.3%	11.4%	5.8%	7.0%	9.5%	9.7%	8.8%	5.1%	7.3%	7.2%	8.0%	8.6%
Entertaining programs	29.3%	49.9%	13.2%	38.6%	27.2%	19.9%	10.6%	29.9%	28.9%	20.3%	36.7%	13.6%	41.9%	19.2%	26.9%	42.0%	25.0%	41.4%	46.2%	48.8%	24.3%	23.6%	17.6%	28.2%	25.2%	26.6%	39.5%	44.1%
Sport	15.1%	1.8%	25.5%	23.3%	13.3%	6.3%	1.0%	15.9%	14.8%	18.9%	10.9%	1.4%	21.6%	0.0%	15.6%	9.9%	8.3%	15.7%	13.5%	18.6%	13.9%	15.7%	18.5%	15.5%	15.8%	14.2%	18.0%	8.3%
Other	6.6%	10.0%	3.9%	8.3%	6.0%	4.6%	4.8%	7.1%	6.4%	5.6%	7.8%	2.7%	7.3%	3.8%	6.9%	3.6%	0.0%	8.6%	3.8%	9.3%	13.0%	7.1%	4.2%	13.1%	5.9%	6.0%	2.8%	2.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What do you think about the content of programs of our television channels?

	Gender		age:				Area:		Employment status:					ethnic group:						Region								
	Total	F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjiilan	Region Mitrovce	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
Excellent	7.3%	8.8%	6.2%	7.1%	7.6%	6.8%	12.1%	8.1%	7.0%	6.9%	7.2%	12.8%	8.0%	0.0%	7.7%	6.2%	16.7%	2.9%	1.9%	2.3%	7.2%	4.5%	8.3%	15.2%	3.2%	7.2%	6.7%	6.6%
Very good	30.9%	32.2%	29.8%	30.3%	29.7%	32.5%	33.6%	27.7%	32.7%	29.5%	31.8%	31.5%	30.7%	53.8%	29.9%	34.3%	25.0%	18.6%	63.5%	44.2%	35.2%	30.1%	27.9%	33.9%	30.6%	24.4%	34.5%	36.5%
Good	49.8%	49.3%	50.1%	49.9%	49.9%	50.2%	41.1%	50.8%	49.0%	49.7%	50.8%	43.6%	49.1%	34.6%	50.5%	42.6%	58.3%	65.7%	32.7%	51.2%	44.7%	52.4%	53.8%	41.9%	55.1%	51.4%	51.5%	45.0%
Poor	9.7%	7.0%	11.9%	10.0%	10.7%	8.6%	6.5%	11.7%	8.6%	11.9%	8.2%	7.4%	9.2%	7.7%	10.2%	8.0%	0.0%	11.4%	1.9%	2.3%	8.1%	8.9%	9.6%	8.0%	10.2%	14.9%	6.0%	7.5%
I have no answer	2.3%	2.7%	2.1%	2.6%	2.0%	1.9%	6.5%	1.7%	2.8%	2.0%	2.0%	4.7%	3.1%	3.8%	1.7%	8.9%	0.0%	1.4%	0.0%	0.0%	4.9%	4.2%	0.4%	1.1%	0.9%	2.1%	1.3%	4.4%
I refuse	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What is your opinion about the accuracy of the information in the news from the favorite television?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjiilan	Region Mitrovce	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
Very accurate	14.8%	15.6%	14.3%	14.1%	15.0%	14.9%	20.6%	15.7%	14.4%	14.8%	14.9%	18.1%	14.2%	11.5%	14.6%	20.7%	16.7%	4.3%	9.6%	4.7%	12.4%	13.6%	18.3%	21.6%	10.2%	15.2%	10.2%	21.1%
Somewhat accurate	73.2%	71.4%	74.6%	71.7%	75.4%	74.7%	57.9%	72.3%	73.6%	74.6%	73.8%	64.4%	69.3%	61.5%	73.7%	64.8%	75.0%	78.6%	76.9%	86.0%	75.2%	75.9%	70.8%	66.7%	75.2%	73.0%	78.7%	64.5%
Not accurate	5.9%	5.0%	6.6%	5.4%	4.9%	6.6%	13.1%	4.5%	6.8%	5.0%	6.1%	11.4%	5.9%	15.4%	6.1%	3.6%	0.0%	5.7%	7.7%	4.7%	3.5%	6.5%	3.8%	7.7%	9.0%	6.7%	4.9%	3.1%
I have no answer	5.0%	7.0%	3.4%	7.2%	4.2%	2.6%	5.6%	5.4%	4.6%	4.5%	4.4%	4.7%	8.7%	7.7%	4.4%	9.5%	0.0%	11.4%	5.8%	2.3%	7.5%	3.7%	5.4%	3.7%	1.7%	4.2%	5.5%	9.7%
I refuse	1.1%	1.1%	1.2%	1.5%	0.5%	1.2%	2.8%	2.0%	0.6%	1.2%	0.9%	1.3%	1.9%	3.8%	1.1%	1.5%	8.3%	0.0%	0.0%	2.3%	1.4%	0.3%	1.7%	0.3%	3.8%	0.8%	0.7%	1.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RESEARCH – ASSESSMENT OF THE READINESS OF THE CITIZENS OF REPUBLIC OF KOSOVO FOR TRANSITION TO THE DIGITAL BROADCASTING

How do you evaluate the information provided by local television?

	Gender		age:				Area:		Employment status:					ethnic group:						Region								
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
Excellent	6.2%	7.4%	5.2%	4.9%	6.3%	7.3%	14.0%	5.9%	6.4%	5.1%	7.6%	12.1%	3.3%	3.8%	6.0%	9.2%	25.0%	0.0%	3.8%	0.0%	8.1%	2.4%	0.8%	14.4%	3.5%	7.3%	2.6%	9.7%
Satisfactory	33.3%	34.2%	32.6%	31.7%	33.7%	35.0%	29.9%	32.5%	33.2%	34.4%	31.2%	38.3%	34.2%	30.8%	32.2%	48.2%	41.7%	11.4%	48.1%	9.3%	31.7%	32.7%	25.8%	26.4%	35.6%	30.3%	34.8%	51.9%
Sufficient	31.1%	30.2%	31.7%	32.5%	31.1%	29.6%	26.2%	34.6%	28.9%	31.7%	31.6%	24.8%	28.5%	23.1%	33.0%	20.7%	16.7%	15.7%	34.6%	4.7%	30.8%	29.1%	33.3%	34.4%	39.4%	33.1%	26.7%	22.0%
No sufficient	6.5%	5.6%	7.1%	6.7%	6.6%	5.8%	5.6%	5.0%	7.3%	6.2%	6.2%	4.7%	9.2%	7.7%	6.6%	7.7%	0.0%	4.3%	3.8%	0.0%	6.9%	4.7%	1.7%	5.9%	7.3%	8.3%	6.0%	7.5%
poor	6.3%	5.6%	6.8%	7.2%	6.2%	4.9%	7.5%	6.6%	6.2%	6.0%	6.4%	6.0%	7.1%	11.5%	6.8%	4.1%	8.3%	2.9%	1.9%	0.0%	4.0%	6.0%	12.1%	11.5%	5.5%	7.4%	2.4%	3.8%
I have no answer	12.2%	12.3%	12.1%	12.7%	11.3%	12.7%	11.2%	11.2%	13.0%	13.3%	12.2%	10.1%	9.7%	15.4%	10.6%	8.3%	0.0%	64.3%	3.8%	81.4%	17.0%	12.8%	17.1%	7.2%	8.7%	8.3%	22.1%	3.5%
I refuse	4.5%	4.7%	4.4%	4.2%	4.8%	4.7%	5.6%	4.1%	4.9%	3.4%	4.8%	4.0%	8.0%	7.7%	4.9%	1.8%	8.3%	1.4%	3.8%	4.7%	1.4%	12.3%	9.2%	0.3%	0.0%	5.2%	5.4%	1.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How do you evaluate the information provided by national television (RTK, KTV, 21)?

	Gender		age:				Area:		Employment status:					ethnic group:						Region								
		F	M	18 – 28	29 – 44	45 – 65	over 65	Qendër	Villagei	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
Excellent	9.7%	12.0%	7.9%	9.1%	8.7%	10.9%	16.8%	10.9%	9.0%	9.2%	9.6%	14.1%	9.9%	11.5%	9.3%	13.0%	16.7%	4.3%	11.5%	14.0%	10.4%	5.0%	10.4%	15.2%	5.0%	10.0%	8.8%	13.8%
Satisfactory	45.9%	45.7%	46.1%	45.1%	46.0%	48.0%	36.4%	43.8%	46.7%	47.3%	44.1%	46.3%	47.4%	38.5%	44.7%	55.9%	41.7%	45.7%	51.9%	51.2%	42.4%	47.6%	41.3%	41.3%	45.5%	35.5%	59.0%	60.1%
Sufficient	32.5%	31.8%	33.0%	33.7%	32.5%	31.0%	30.8%	31.9%	33.1%	31.4%	35.2%	28.2%	28.5%	30.8%	34.6%	16.6%	33.3%	22.9%	30.8%	27.9%	30.5%	36.9%	40.0%	34.9%	38.5%	38.5%	22.3%	17.6%
No sufficient	4.7%	4.0%	5.3%	5.1%	5.7%	3.0%	5.6%	4.6%	4.9%	4.9%	4.2%	4.7%	6.1%	0.0%	4.7%	5.0%	0.0%	8.6%	1.9%	2.3%	5.5%	2.6%	2.1%	4.3%	8.2%	6.0%	3.3%	4.4%
poor	3.8%	2.5%	4.8%	3.5%	3.5%	4.7%	2.8%	5.4%	2.8%	4.2%	3.0%	3.4%	5.2%	11.5%	4.0%	2.1%	0.0%	8.6%	1.9%	0.0%	4.3%	3.7%	3.8%	2.4%	2.3%	6.9%	2.3%	1.3%
I have no answer	3.4%	4.0%	2.9%	3.6%	3.6%	2.4%	7.5%	3.4%	3.5%	3.0%	3.9%	3.4%	2.8%	7.7%	2.8%	7.4%	8.3%	10.0%	1.9%	4.7%	6.9%	4.2%	2.5%	1.9%	0.6%	3.1%	4.4%	2.8%
I don't know	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

How informed are you about the process of transition to digital broadcasting in the Republic of Kosovo?

	Gender		age:				Area:		Employment status:					ethnic group:						Region								
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
Very much informed	3.8%	3.0%	4.4%	4.3%	4.3%	2.7%	1.9%	3.9%	3.8%	4.5%	3.4%	2.0%	3.8%	0.0%	4.0%	0.0%	0.0%	12.9%	1.9%	7.0%	2.6%	3.7%	2.1%	7.2%	3.2%	4.0%	5.2%	0.0%
Somewhat informed	17.9%	14.8%	20.4%	19.9%	16.9%	17.1%	11.2%	21.5%	15.7%	20.9%	14.1%	8.7%	23.3%	11.5%	19.9%	7.4%	8.3%	4.3%	9.6%	0.0%	25.9%	16.0%	19.6%	17.9%	15.7%	16.3%	22.8%	7.9%
Very few information	27.5%	27.8%	27.2%	30.1%	28.7%	23.7%	12.1%	29.1%	25.9%	28.6%	25.7%	18.8%	33.0%	15.4%	27.1%	38.8%	41.7%	5.7%	21.2%	2.3%	21.3%	22.5%	25.8%	29.6%	31.8%	24.0%	28.8%	41.2%
Not at all informed	46.2%	49.3%	43.8%	42.0%	45.0%	51.2%	67.3%	41.7%	49.5%	41.9%	51.7%	64.4%	36.1%	65.4%	44.6%	48.2%	50.0%	71.4%	57.7%	88.4%	45.0%	50.5%	49.6%	41.6%	47.2%	49.7%	39.8%	47.5%
I don't know	4.6%	5.1%	4.2%	3.6%	5.1%	5.2%	7.5%	3.8%	5.2%	4.1%	5.1%	6.0%	3.8%	7.7%	4.4%	5.6%	0.0%	5.7%	9.6%	2.3%	5.2%	7.3%	2.9%	3.7%	2.0%	6.2%	3.4%	3.5%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Do you think that it is necessary to switch from analogue to digital broadcasting in the Republic of Kosovo?

	Gender		age:				Area:		Employment status:					ethnic group:						Region								
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovica	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
Yes	75.3%	70.4%	79.2%	77.3%	76.9%	71.8%	63.6%	72.8%	76.9%	80.1%	72.6%	59.7%	74.3%	57.7%	78.7%	39.6%	66.7%	84.3%	84.6%	95.3%	72.3%	88.5%	85.4%	78.7%	84.3%	68.8%	86.2%	38.4%
No	6.9%	7.3%	6.6%	6.5%	6.4%	8.5%	6.5%	7.3%	6.6%	6.8%	6.9%	12.1%	6.4%	7.7%	4.2%	32.8%	0.0%	8.6%	1.9%	0.0%	3.2%	3.7%	3.8%	2.9%	5.5%	3.8%	5.4%	34.9%
I don't know	17.7%	22.3%	14.2%	16.2%	16.8%	19.7%	29.9%	19.9%	16.5%	13.1%	20.6%	28.2%	19.3%	34.6%	17.1%	27.5%	33.3%	7.1%	13.5%	4.7%	24.5%	7.9%	10.8%	18.4%	10.2%	27.3%	8.5%	26.7%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

RESEARCH – ASSESSMENT OF THE READINESS OF THE CITIZENS OF REPUBLIC OF KOSOVO FOR TRANSITION TO THE DIGITAL BROADCASTING

What do you have to do in order to prepare for this change?

	Total	Gender		age:				Area:		Employment status:					ethnic group:					Region								
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovce	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
I have to purchase a digital receiver	27.9%	25.5%	29.8%	31.4%	27.1%	25.5%	15.0%	30.4%	26.8%	29.7%	26.8%	18.1%	28.5%	19.2%	31.1%	8.9%	16.7%	1.4%	25.0%	4.7%	25.9%	24.9%	23.8%	27.7%	24.5%	36.6%	32.2%	8.8%
I have to contract a cable company	9.6%	8.6%	10.5%	11.2%	9.9%	7.1%	2.8%	9.7%	9.7%	10.6%	8.4%	6.0%	11.8%	7.7%	11.1%	1.8%	0.0%	0.0%	3.8%	0.0%	9.5%	11.3%	12.1%	8.8%	15.5%	12.1%	5.9%	1.3%
I need to purchase a digital TV	22.9%	22.1%	23.5%	24.5%	22.7%	21.3%	15.0%	20.7%	23.8%	25.0%	21.1%	11.4%	26.4%	19.2%	21.7%	31.4%	50.0%	21.4%	17.3%	27.9%	28.0%	32.2%	15.0%	21.9%	26.5%	12.4%	25.5%	32.4%
I need to get a new antenna	2.7%	2.2%	3.1%	2.6%	3.2%	2.4%	1.9%	3.1%	2.6%	3.4%	2.4%	2.0%	1.9%	0.0%	2.7%	0.9%	0.0%	1.4%	21.2%	2.3%	1.4%	4.5%	0.8%	3.7%	6.4%	0.7%	4.2%	0.9%
I need to purchase a satellite dish	0.8%	1.0%	0.7%	0.8%	0.9%	0.8%	0.9%	1.1%	0.7%	1.0%	0.6%	0.7%	0.9%	3.8%	0.8%	0.6%	0.0%	0.0%	3.8%	0.0%	0.0%	1.0%	0.4%	0.5%	1.7%	1.3%	0.5%	0.6%
Nothing	9.5%	9.3%	9.6%	8.2%	10.9%	9.0%	17.8%	9.0%	9.4%	10.3%	7.9%	14.8%	9.4%	11.5%	9.0%	15.1%	8.3%	8.6%	9.6%	2.3%	12.4%	2.9%	12.1%	13.1%	2.3%	13.5%	4.4%	15.1%
I don't know	25.9%	30.6%	22.2%	21.0%	24.6%	32.9%	45.8%	25.1%	26.6%	19.1%	32.3%	45.6%	20.8%	38.5%	22.8%	41.1%	25.0%	67.1%	19.2%	62.8%	22.5%	22.0%	35.8%	22.9%	22.2%	22.8%	27.0%	40.6%
Other	0.6%	0.7%	0.6%	0.4%	0.6%	1.0%	0.9%	0.8%	0.5%	0.9%	0.4%	1.3%	0.2%	0.0%	0.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.3%	1.3%	0.0%	1.3%	0.9%	0.6%	0.3%	0.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

What would be your main barriers with the digital installation?

	Total	Gender		age:				Area:		Employment status:					ethnic group:						Region							
		F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovce	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
It is not a priority	22.8%	21.0%	24.2%	24.7%	22.9%	19.9%	18.7%	25.7%	20.9%	23.9%	20.8%	18.1%	26.7%	19.2%	24.9%	13.0%	25.0%	2.9%	9.6%	0.0%	15.6%	13.9%	19.2%	40.5%	35.0%	18.4%	26.8%	13.8%
This installation is very expensive for me	13.1%	13.0%	13.2%	12.4%	13.4%	13.8%	17.8%	10.8%	14.8%	13.0%	14.9%	12.1%	9.2%	15.4%	13.8%	8.0%	25.0%	10.0%	17.3%	7.0%	8.6%	22.3%	17.1%	9.9%	31.8%	4.7%	15.9%	5.3%
I do not need to spend more money for TV set	6.4%	5.4%	7.1%	6.3%	6.6%	5.9%	7.5%	6.8%	6.1%	6.9%	5.4%	7.4%	7.1%	3.8%	6.4%	8.3%	0.0%	1.4%	1.9%	0.0%	2.9%	2.4%	5.8%	7.5%	6.7%	9.7%	4.2%	8.8%
I will try to postponed it until I have no other options	20.8%	19.0%	22.3%	19.0%	22.0%	22.9%	12.1%	19.7%	21.0%	24.0%	19.9%	14.1%	15.8%	15.4%	19.5%	25.1%	8.3%	38.6%	26.9%	34.9%	18.4%	31.4%	10.0%	12.3%	10.8%	23.0%	25.0%	25.5%
I do not have enough information	24.1%	27.0%	21.8%	24.4%	22.7%	24.8%	30.8%	20.9%	26.2%	19.7%	26.9%	32.9%	26.4%	34.6%	22.2%	30.2%	33.3%	44.3%	38.5%	58.1%	28.8%	19.6%	22.1%	20.3%	9.6%	31.2%	22.3%	30.5%
I am satisfied with the current system	10.6%	12.4%	9.2%	11.4%	9.9%	10.4%	11.2%	13.6%	8.9%	9.8%	10.3%	13.4%	13.4%	11.5%	10.5%	15.1%	8.3%	1.4%	5.8%	0.0%	23.3%	6.0%	10.0%	8.8%	5.8%	12.7%	4.7%	15.7%
I don't know	2.2%	2.3%	2.2%	1.8%	2.6%	2.2%	1.9%	2.5%	2.1%	2.8%	1.7%	2.0%	1.4%	0.0%	2.6%	0.3%	0.0%	1.4%	0.0%	0.0%	2.3%	4.5%	15.8%	0.8%	0.3%	0.5%	1.0%	0.3%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Taking into account that after the transition to digital broadcasting will see more and more TV channels with good signal through a simple antenna, will you still continue to keep the cable or you will receive through simple

	Taking into account that after the transition to digital broadcasting, you will see more and more TV channels with good signal through a simple antenna, will you still continue to keep the cable of you will receive through simple																											
	Gender		age:				Area:		Employment status:					ethnic group:					Region									
	Total	F	M	18 – 28	29 – 44	45 – 65	over 65	city	Village	employed	unemploy ed	retired	Student	unable to work	Albanian	Serbian	Turkish	Bosnian	RAE	Other	Region Ferizaj	Region Gjakove	Region Gjilan	Region Mitrovce	Region Peje	Region Prishtine	Region Prizren	Serbian municipali ties
I will continue the use of cable TV	32.2%	30.2%	33.8%	35.0%	30.4%	31.3%	28.0%	39.2%	28.4%	33.2%	29.9%	28.2%	39.6%	19.2%	34.8%	20.7%	25.0%	2.9%	28.8%	2.3%	31.1%	28.0%	35.8%	26.1%	40.5%	42.0%	25.0%	21.4%
I will use simple antenna	39.1%	37.9%	40.1%	37.1%	41.4%	38.9%	39.3%	35.0%	42.5%	40.6%	40.0%	34.9%	32.5%	30.8%	42.6%	17.2%	50.0%	0.0%	57.7%	9.3%	52.4%	54.2%	32.1%	52.0%	35.9%	30.7%	42.3%	17.0%
I don't know	24.2%	27.2%	21.9%	23.4%	23.9%	25.3%	29.9%	24.4%	22.7%	22.7%	24.7%	32.9%	23.6%	50.0%	20.9%	60.9%	16.7%	15.7%	13.5%	2.3%	16.4%	17.0%	31.7%	18.9%	22.7%	23.6%	16.1%	61.0%
Other	4.4%	4.7%	4.2%	4.5%	4.2%	4.6%	2.8%	1.4%	6.4%	3.4%	5.4%	4.0%	4.2%	0.0%	1.8%	1.2%	8.3%	81.4%	0.0%	86.0%	0.0%	0.8%	0.4%	2.9%	0.9%	3.7%	16.6%	0.6%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Open Questions

If you use a simple antenna which TV channels do you receive?

Five television channels that most respondents mention that by using a simple antenna receive signal are: 1843 respondents RTK, KTV 1815 respondents, RTV 21 about 1737 respondents, 232 respondents Mitrovica TV and TV Besa 227 respondents.

No.	TV Station	Total	%
1	RTK	1843	28%
2	KTV	1815	28%
3	RTV 21	1737	26%
4	TV Mitrovica	232	4%
5	TV Besa	227	3%
6	TV Opinioni	203	3%
7	TV Prizreni	157	2%
8	TV Syri	134	2%
9	TVD	117	2%
10	TVSH	112	2%
11	Other	483	7%
Total		6577	100%

In which TV channel do you watch news?

According to 2087 respondents RTK is the channel that they mainly watch news, then KTV with 1858 respondents, whilst 995 respondents have mentioned that they watch news in TV 21.

No.	TV Station	Total	%
1	RTK	2087	32%
2	KTV	1858	28%
3	RTV 21	995	15%
4	Klan Kosova	683	10%
5	RTS	228	3%
6	Top Channel	216	3%
7	B 92	79	1%
8	TVSH	72	1%
9	TV Klan	64	1%
10	Top News	56	1%
	Other	261	4%
	Total	6599	100%

If you use a simple antenna which TV channels do you receive?

	Region Prishtine	%	Region Ferizaj	%	Region Gjakove	%	Region Gjilan	%	Region Mitrovice	%	Region Peje	%	Region Prizren	%
RTK	323	34.0%	245	32.0%	283	30.0%	232	25.0%	193	24.0%	223	27.0%	345	25.0%
KTV	349	37.0%	260	34.0%	218	23.0%	218	24.0%	171	22.0%	240	30.0%	359	25.0%
RTV 21	244	26.0%	252	33.0%	194	21.0%	295	32.0%	249	31.0%	244	30.0%	259	18.0%
TV Mitrovica	32	3.0%	6	1.0%	6	1.0%	2	1.0%	181	23.0%	3	1.0%	2	1.0%
Syri					52	5.0%	51	6.0%			7	1.0%	24	2.0%
Besa					84	8.0%	19	2.0%					124	9.0%
Opinion					43	5.0%	47	4.0%			7	1.0%	106	7.0%
TV Prizreni					22	2.0%	8	1.0%					127	9.0%
TVSH					33	5.0%	15	2.0%			19	2.0%	45	3.0%
TVD							32	3.0%			68	8.0%	17	1.0%

In which channel do you watch news?

	Region Prishtine	%	Region Ferizaj	%	Region Gjakove	%	Region Gjilan	%	Region Mitrovice	%	Region Peje	%	Region Prizren	%
RTK	317	30.0%	324	39.0%	286	38.0%	257	30.0%	220	25.0%	296	35.0%	387	33.0%
KTV	352	34.0%	243	29.0%	235	31.0%	237	29.0%	193	21.0%	237	28.0%	361	31.0%
RTV 21	152	15.0%	134	16.0%	127	17.0%	116	14.0%	165	18.0%	142	17.0%	159	14.0%
Klan Kosova	124	12.0%	87	10.0%	69	9.0%	94	11.0%	84	9.0%	96	12.0%	129	11.0%
RTS							71	8.0%	157	18.0%				
Top Channel	48	5.0%	28	3.0%	18	2.0%	16	2.0%	23	3.0%	31	4.0%	52	4.0%
B92	4	1.0%					12	2.0%	33	3.0%	7	1.0%	23	2.0%
TVSH	12	1.0%	7	1.0%	8	1.0%	8	1.0%	5	1.0%	10	1.0%	22	2.0%
TV Klan	13	1.0%	4	1.0%	9	1.0%	7	1.0%	9	1.0%	3	1.0%	19	2.0%
Top News	13	1.0%	2	1.0%	5	1.0%	13	2.0%	2	1.0%	12	1.0%	9	1.0%

Which are your favorite TV Channels and why?

According to respondents the most favorite channels are: KTV is for 1860 respondents as their preferred channel, then 1714 respondents mentioned RTK as their preferred channel, while RTV 21 was mentioned by 1446 respondents mentioned as their favorite.

No.	TV Station	Total	%
1	KTV	1860	25%
2	RTK	1714	23%
3	RTV 21	1446	19%
4	Klan Kosova	429	6%
5	Top Channel	270	4%
6	Aksion	150	2%
7	Pink	149	2%
8	RTS	147	2%
9	PRVA	139	2%
10	TV Klan	128	2%
11	Other	1050	14%
Total		7482	100%

As the reasons to why they watch certain channels 2644 respondents cite news, 1091 the TV-shows , 983 about the movies , while 707 respondents mentioned sport.

No.	Reasons	Total	%
1	News	2644	39%
2	TV - Shows	1091	16%
3	Movies	983	14%
4	Sport	707	10%
5	Music	496	7%
6	Debates	315	5%
7	Documentary	256	4%
8	Entertaining programs	230	3%
9	Entertaining shows	92	1%
Total		6814	100%

According to your assessment, what changes would you propose to the programs of the local and national television?

According to most respondents they want changes of the programs in the following order:

	Answers:
1	More sport
2	More entertaining programs
3	More music
4	More educational programs
5	More accurate information
6	More new movies
7	Less TV-Shows (serials)
8	More investigative journalism
9	More programs for children
10	More documentaries
11	More national TV-shows