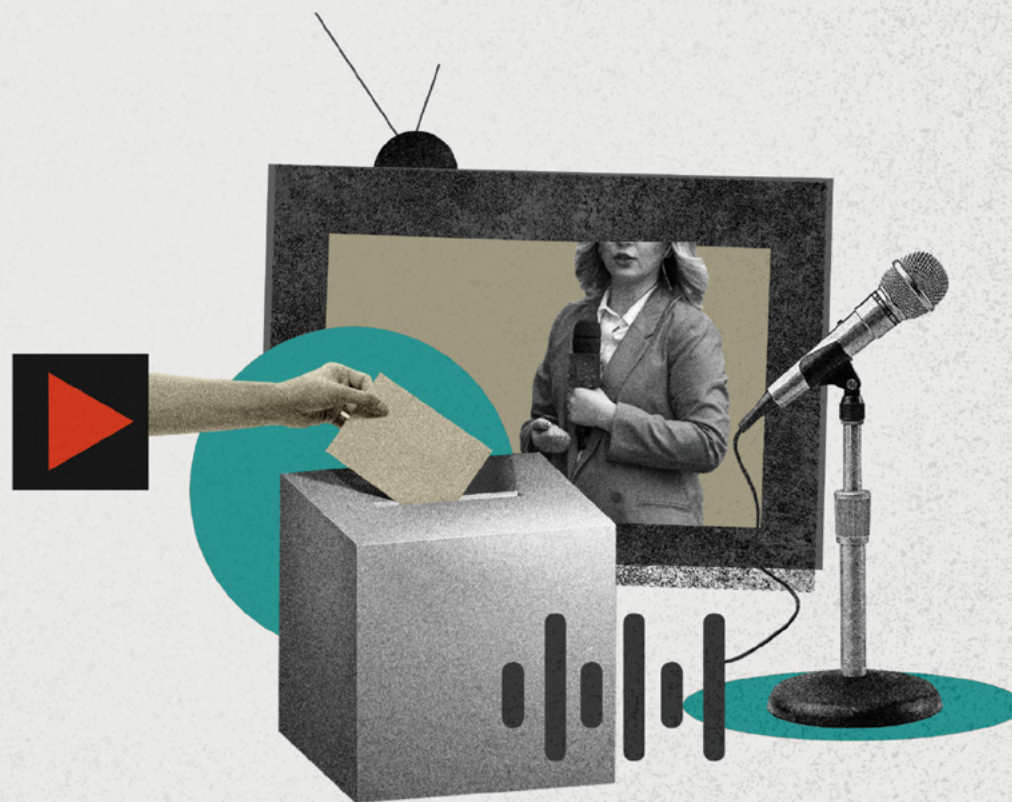


AUDIOVISUAL MEDIA MONITORING

Albania's Parliamentary
Elections 2025

Period: **11 April–10 May 2025**



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EXECUTIVE SUMMARY

This report presents BIRN Albania's independent analysis of audiovisual media coverage during Albania's 2025 parliamentary election campaign, based on daily monitoring data published by the Audiovisual Media Authority (AMA). It examines the extent to which audiovisual media upheld the principles of pluralism, balance, and fairness, as set out in the Electoral Code and relevant regulatory instruments. By analyzing news bulletins, live broadcasts, political talk shows, and paid political advertisements across the 18 most-watched central TV stations, the report aims to shed light on structural patterns of visibility and representation, as well as to document identified violations of electoral rules.

While the AMA monitored a total of 57 audiovisual outlets—including public, private, central, and local TV and radio stations—this report focuses on the 18 central TV stations with the highest national reach and impact on public opinion. BIRN Albania also conducted a qualitative content analysis of 61 prime-time political talk shows aired on three flagship programmes: *Opinion* (TV Klan), *Top Story* (Top Channel), and *Quo Vadis* (Vizion Plus).

Key Findings

- Overwhelming dominance of two political forces: The Alliance for a Great Albania (Aleanca për Shqipërinë Madhështore) and the Socialist Party (Partia Socialiste) together absorbed over 93% of news coverage, 96% of live coverage, and 76% of talk show airtime, leaving minimal visibility for other electoral subjects.
- Highly personalized media landscape: The campaign narrative was shaped around two figures—Sali Berisha and Edi Rama—who together received nearly 80% of the total airtime allocated to individual political actors

in news and live formats.

- Marginal visibility of smaller and new parties: Despite the inclusion of multiple electoral subjects, most received less than 5% of total airtime across formats. In live broadcasts, all the electoral subjects combined—excluding the two major parties—received only 3.7% of the airtime.
- Limited political advertising and transparency issues: Political advertising remained limited, with only 1,713 minutes aired across 15 monitored private stations. A small but concerning number of unlabelled or unidentified political advertisements were observed on 10 different channels.
- Identified violations of the Electoral Code: The AMA's monitoring documented widespread imbalances in news coverage, breaches of political advertising limits, unauthorized airing of campaign content during the period of electoral silence, improper broadcasting of electoral surveys, and cases of political ads embedded within news programmes.
- Talk shows lacked competitive debate: Only 8% of airtime in the three flagship political talk shows was allocated to direct political confrontation. Most programming featured promotional interviews, personalized profiles, or unbalanced panels.

Conclusions

Despite a clearly defined regulatory framework, the 2025 election campaign revealed ongoing challenges in the enforcement of media rules. Ambiguities in the legal provisions, especially concerning private media and airtime equality, limit the ability of regulatory institutions to ensure meaningful pluralism. At the same time, editorial practices—ranging from guest selection to the framing of content—continue to reinforce entrenched hierarchies of visibility.

The Central Electoral Commission (CEC) published all AMA reports and issued enforcement actions when necessary, but monitoring and sanctioning capacities remain limited, particularly in responding swiftly to violations. The AMA's monitoring, while systematic, covers local broadcasters only on a rotating basis due to resource constraints, limiting insight into regional dynamics.

Key Recommendations

- Strengthen the AMA's monitoring capacity, especially for local broadcasters, to ensure consistent coverage throughout the campaign period.
- Clarify legal provisions in the Electoral Code regarding balance requirements for private media and the minimum airtime guaranteed for smaller electoral subjects.
- Enhance enforcement powers and coordination between the AMA and CEC to ensure timely investigation and sanctioning of violations.
- Develop self-regulatory guidelines for political talk shows, including rules for guest selection, format balance, and transparency in editorial framing.
- Ensure transparency in political advertising on television, including labelling, attribution, and compliance with scheduling restrictions.
- Improve rules on electoral surveys, requiring full disclosure of methodology, sample size, and commissioning entities.
- Expand the use of independent analysis, including partnerships with civil society actors to complement regulatory oversight, and deepen public understanding of media practices during elections.

CONTEXT

Albania's 2025 parliamentary elections took place in a political climate marked by deep polarization, low public trust in institutions, and increasing concentration of power in both political and media spheres. As in previous cycles, television remained an important source of election-related information for the majority of voters, particularly in regions with limited access to independent online media. In this environment, ensuring fair, pluralistic, and transparent media coverage was critical to safeguarding democratic participation.

Against this backdrop, media monitoring served as an essential accountability tool. It provided an evidence-based view of how visibility was distributed among political parties and actors, what editorial choices shaped campaign narratives, and how access to media platforms was managed during the official campaign period. This was especially relevant in a context where smaller or emerging political formations often struggle to gain meaningful exposure and where audiovisual media can reinforce existing power asymmetries.

This report presents BIRN Albania's independent analysis of audiovisual media coverage during the official campaign period of the 2025 parliamentary elections. The analysis draws on the daily monitoring data produced and published by the Audiovisual Media Authority (AMA) but applies a distinct, non-institutional approach to interpreting these findings. By focusing on both quantitative imbalances and qualitative patterns in news bulletins, live coverage, political talk shows, and advertising, the report aims to illuminate structural challenges in how Albanian media represent electoral competition.

The scope of the report is limited to the 18 central TV stations with the highest national viewership, selected from among the 57 audiovisual media outlets monitored by the AMA during the campaign. While data on all outlets are included in the annexes, the main body of the report focuses on these 18 broadcasters, as they exert the most significant influence on public opinion and voter decision-making. The findings are intended to inform public debate, regulatory oversight, and future reforms in the regulation of media conduct during electoral campaigns.

Regulatory and Institutional Framework

Albania's legal framework governing media conduct during electoral campaigns rests on a set of complementary laws and regulatory instruments, most notably the Electoral Code of the Republic of Albania¹ and the Law on Audiovisual Media.² These define the rules for fair, balanced, and transparent media coverage, as well as the mandates of the institutions responsible for monitoring compliance. During the 2025 parliamentary elections, the application of this framework was particularly relevant in light of growing concerns about political polarization, limited visibility for smaller parties, and the role of audiovisual media in shaping public opinion.

At the centre of this framework are two institutions: the AMA and the Central Electoral Commission (CEC). The AMA is tasked with conducting the day-to-day monitoring of audiovisual media, while the CEC is responsible for overseeing compliance and enforcing the relevant provisions of the Electoral Code.

The campaign officially lasted from 11 April to 10 May 2025, with 10 May designated as an electoral silence day. While campaign activities were not permitted on that day, the AMA continued its monitoring in order to detect any violations of electoral silence provisions. The legal foundations for media conduct during the campaign are found in Part VI of the Electoral Code, which covers campaign and media activities (Articles 77–85), and in Law No. 97/2013 on Audiovisual Media, as amended. These are further operationalized through the Monitoring Methodology adopted by the CEC and AMA, and supplemented by specific regulatory decisions issued prior to each electoral cycle. The CEC assisted the broadcasters in providing explanations of their legal obligation and the application of the legal framework in the 2025 campaign.³

¹ Law no. 10 019, dated 29.12.2008 “Electoral Code of the Republic of Albania”, as amended, <https://kqz.gov.al/pdf/kodi-zgjedhor.pdf>

² Law no. 97/2013, dated 4.3.2013 “Law on Audiovisual Media”, as amended, [Ligj-nr.97-2013-Për-Mediat-Audiovizive-në-Republikën-e-Shqipërisë.pdf](#)

³ Letter of the State Election Commissioner to 44 private broadcasters, No. 2212 prot. dated 27.3.2025 “On some rules for the electoral campaign to be implemented from private broadcasters”.

According to the Electoral Code, media coverage during elections must respect the principles of equality, impartiality, and transparency. Public broadcasters (collectively referred to as Programme Services of the Public Broadcaster, or PSM) are obliged to offer equitable airtime to political parties registered in the elections, especially those represented in Parliament. Private audiovisual media are also required to provide fair coverage and to distinguish clearly between editorial content and paid political advertising. Political advertisements are only allowed within designated timeframes and must be transparently labelled with the name of the electoral subject commissioning them.

During the 2025 campaign, the AMA was mandated to monitor compliance with these provisions across 57 audiovisual outlets, including national, central, and TV and radio stations. However, for the purposes of in-depth analysis and comparative review, this report focuses on the 18 main TV stations with the highest audience reach. These include both public and private broadcasters whose content has the greatest potential to shape national political discourse and voter decision-making. While data from all monitored outlets is presented in the annexes, the main findings of this report are based on the subset of 18 stations analyzed more thoroughly.

The AMA's monitoring was conducted in accordance with a methodology approved by the CEC in 2021⁴ and updated in 2022. The methodology outlines the types of programmes to be monitored (including news bulletins, talk shows, live broadcasts, and political advertisements), the metrics to be captured (e.g. minutes of airtime by political subject or actor, gender, topic), and the criteria for flagging violations. Monitoring data was collected on a daily basis, with reports submitted to the CEC and published online. In addition to the daily reporting, the AMA submitted four weekly summary reports⁵ containing detailed analytical overviews and references to possible

⁴ Decision no. 2 dated 30.01.2021 "For the approval of monitoring methodology of the Audio and AudioVisual Media" amended, https://ama.gov.al/wp-content/uploads/2020/07/Vendim_Nr.002_210130_Per-miratimin-e-metodologjise-se-monitorimit-te-medias-audio-dhe-audio-vizive.pdf

⁵ https://kqz.gov.al/media/documents/2025_3098.3_AMA_Njoftim_vendimi_mbi_monitorimin_11-16_Prill.pdf
https://kqz.gov.al/media/documents/2025_3098_AMA_Raport_per_mbulimin_e_fushates_zgjedhore_2.pdf
https://kqz.gov.al/media/documents/2025_3098.7_AMA_Raport_per_mbulimin_e_fushates_zgjedhore_24.04.2025-30.04.2025.pdf

violations of the Electoral Code.

The CEC plays a parallel but distinct role in this framework. It reviews the AMA's monitoring data, adjudicates complaints from electoral subjects, and may impose sanctions for violations. It also regulates political advertising, ensures respect for electoral silence, and oversees other aspects of campaign conduct, such as the broadcasting of electoral surveys. In 2025, the CEC published all AMA monitoring reports on its website and took enforcement actions when relevant, although the pace and scope of these interventions remain a subject of debate.

This report is designed to illuminate not just quantitative disparities, but also structural imbalances in access, visibility, and representation—issues that are only partially captured through formal legal compliance.

As discussed further in the conclusions, while the legal and institutional architecture is largely in place, its practical enforcement continues to face challenges. Ambiguities in the Electoral Code—such as vague definitions of balance for private broadcasters or unclear thresholds for smaller parties—often leave room for interpretation, while resource and capacity limitations hinder timely oversight. Moreover, media practices themselves, including the blurred boundaries between editorial content and political messaging, continue to test the limits of the regulatory framework.

Nevertheless, the existing legal framework remains a crucial reference point for evaluating electoral fairness and accountability in the media. By analyzing the data produced through its enforcement, this report aims to contribute to a more informed public debate about the state of political communication and the role of audiovisual media in democratic processes.

Methodological Note

This report presents BIRN Albania's independent analysis of audiovisual media coverage during Albania's 2025 parliamentary election campaign. The analysis is based primarily on the daily monitoring data published by the AMA, complemented by BIRN's own qualitative assessment of prime-time political talk shows. While the AMA was responsible for monitoring and publishing the data on a daily basis, BIRN Albania carried out a separate and independent analysis, aimed at identifying broader trends in media visibility, editorial patterns, and compliance with electoral norms.

The official campaign period lasted 30 days, from 11 April to 10 May 2025, with 10 May designated as the electoral silence day. While no active campaigning was permitted on that day, the AMA continued monitoring all audiovisual media to track potential violations of the silence period. Accordingly, most of the quantitative analysis in this report refers to the period 11 April–9 May 2025, whereas 10 May is included only in references to breaches of electoral silence, detailed in the violations section.

During the campaign, the AMA monitored a total of 57 audiovisual media outlets across the country, including 29 central TV and radio stations monitored full-time, and 28 local media monitored on a rotating weekly schedule. Although the AMA's dataset spans a broader spectrum of audiovisual outlets, BIRN Albania's in-depth analysis focuses specifically on the 18 central TV stations with the highest national viewership. These broadcasters are considered to have the greatest influence over public debate and voter decision-making and thus merit closer scrutiny in terms of electoral fairness and pluralism.

To facilitate comparative and trend-based analysis, BIRN Albania systematically entered the AMA daily monitoring data into structured Excel databases, which allowed for the computation of cumulative totals, disaggregated breakdowns, and cross-station comparisons across different content formats. These databases formed the basis not only for this final report but also for the two preliminary reports published by BIRN Albania during the

campaign—one covering the first half and the other the second half of the election period.

This final report includes separate sections analyzing media representation across three key formats:

- news bulletins;
- live coverage of campaign events; and
- political talk shows.

Additional sections address paid political advertising and documented violations of the Electoral Code.

In all findings, the report distinguishes between airtime allocated to electoral subjects (political parties, coalitions, or registered candidate lists) and airtime allocated to political actors (individual candidates, leaders, or party officials). The airtime for political subjects is often higher than that of individual actors, as it also includes coverage of collective events or institutional appearances not attributed to specific persons.

It is also important to note that airtime dedicated to non-political actors—such as the CEC, election experts, civil society representatives, or journalists—was excluded from the analytical categories used in this report. While these actors contributed to campaign coverage, their presence does not reflect direct party competition and was therefore considered separately.

BIRN Albania also conducted a qualitative content analysis of 61 prime-time political talk shows aired by three of the country's most influential broadcasters: *Opinion* (TV Klan), *Top Story* (Top Channel), and *Quo Vadis* (Vizion Plus). This analysis assessed editorial format, guest composition, gender balance, presence of competitive political debate, and thematic focus, with special attention to underrepresented topics such as diaspora voting.

While the AMA's monitoring data offer a solid quantitative foundation for tracking coverage volumes, they do not assess tone, editorial framing, or the substance of discourse. This is where BIRN Albania's independent analysis

adds value, offering a deeper understanding of how audiovisual media shaped voter perception and political competition during the 2025 campaign.

Finally, the detailed AMA monitoring data for all audiovisual outlets—including local stations and full-time monitored radio—are presented in Annexes I to VIII of this report for full transparency and further reference.

FINDINGS FROM THE MONITORING

This chapter presents the key findings of the audiovisual media coverage during Albania's 2025 parliamentary election campaign, based on BIRN Albania's independent analysis of data collected by the Audiovisual Media Authority (AMA). While the AMA was responsible for monitoring 57 audiovisual outlets during the official 30-day campaign period (11 April–10 May 2025), this report focuses on the 18 central TV stations monitored full-time, which account for the highest national viewership. Drawing on the publicly available monitoring data published daily by the AMA, BIRN Albania conducted a structured and comparative assessment of how electoral subjects and political actors were represented across three key formats: news bulletins, live coverage, and political talk shows.

The analysis disaggregates airtime by party affiliation and individual presence, while also highlighting structural patterns, editorial imbalances, and Electoral Code violations recorded during the campaign. The chapter incorporates both quantitative airtime metrics and qualitative assessments of political discourse, providing a comprehensive picture of how audiovisual media shaped public exposure to electoral narratives in the lead-up to the 11 May vote.

Representation in News Bulletins

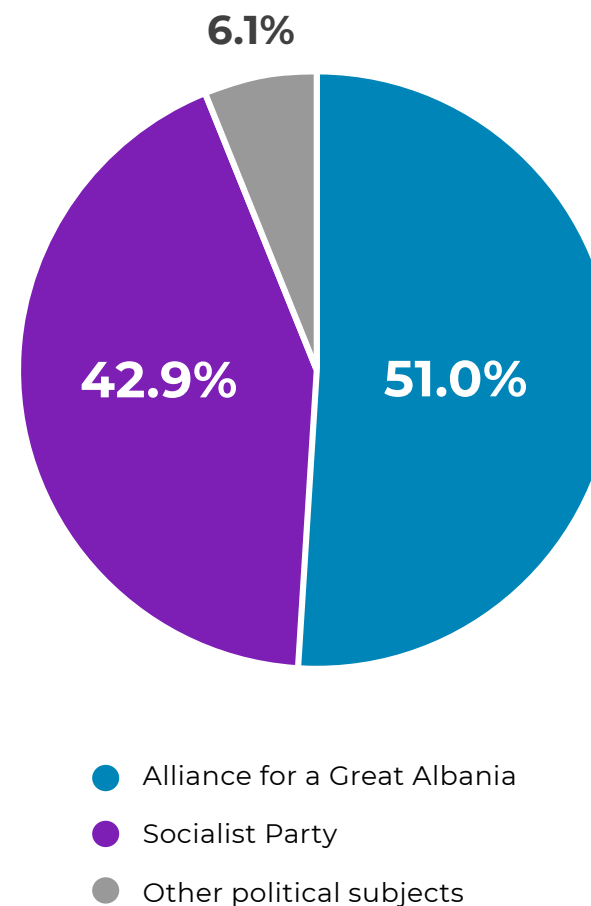
News bulletins remain the most influential source of political information in Albania, especially during electoral campaigns. Their role in shaping public opinion is amplified by their format, which often prioritizes visibility over debate. The monitoring of 18 central TV stations revealed that news bulletins largely replicated entrenched hierarchies, favouring dominant parties and political leaders. This section assesses how airtime was distributed among electoral subjects and individual political actors, offering insight into the extent of balance, diversity, and personalization in this format.

Representation of Electoral Subjects: Consolidated Dominance, Shrinking Space for Others

The final monitoring results from news bulletins aired by 18 main central television stations during Albania's 2025 parliamentary election campaign confirm the enduring dominance of the country's two main political forces in the audiovisual information space.

Across the monitored sample, the Alliance for a Great Albania (Aleanca për Shqipërinë Madhështore) accumulated the largest share of airtime, with 9,049 minutes, or 51% of total electoral coverage. The Socialist Party (Partia Socialiste) followed with 7,624 minutes, equivalent to 42.9%. In stark contrast, all other electoral subjects combined were granted only 1,085 minutes, representing just 6.1% of total airtime allocated to electoral coverage in this format (see Figure 1).

Figure 1: Share of airtime allocated to electoral subjects in news bulletins across the 18 main TV stations monitored by the AMA (11 April–9 May 2025)



This trend of concentrated exposure was consistent across different types of broadcasters. On the three leading private national TV stations—Top Channel, TV Klan, and Vizion Plus—the Socialist Party slightly outpaced its main rival, receiving 52% of electoral airtime, compared to 44.5% for the Alliance. Combined, all other electoral subjects received less than 4% of total airtime on these channels.

A comparatively more balanced distribution was observed on the public broadcasters, RTSH 1 and RTSH 24, where the Socialist Party and the Alliance each received just over 40% of airtime, while other electoral subjects collectively accounted for 17.3%, the only case in which minor actors surpassed the 10% threshold. A detailed breakdown is presented in Table 1.

Table 1: *Airtime distribution among electoral subjects on the 18 central TV stations, including the 3 private national broadcasters and PSMs (11 April–9 May 2025)*

Electoral subject	18 TV stations	3 private national TV stations	RTSH 1 / RTSH 24	Top 3 private TV stations (%)	RTSH 1/RTSH 24 (minutes)	RTSH 1/RTSH 24 (%)
	Minutes	%	Minutes	%	Minutes	%
Alliance for a Great Albania	9,049.22	51.0%	768.02	44.5%	504.15	40.8%
Socialist Party	7,624.51	42.9%	896.51	52.0%	518.63	42.0%
Partia Koalicioni Euroatlantik	285.42	1.1%	8.30	0.5%	33.59	1.9%

Koalicioni Nisma Shqipëria Bëhet	213.32	1.2%	0.82	0.0%	31.51	2.5%
Partia Social Demokrate	210.38	1.2%	41.29	2.4%	66.29	5.4%
Koalicioni Djathtas Për Zhvillim	180.64	1.0%	3.92	0.2%	43.40	3.5%
Partia "Mundësia"	113.96	0.6%	5.85	0.3%	1.05	0.1%
Partia Lëvizja Bashkë	69.28	0.4%	0.90	0.1%	37.37	3.0%
Partia Lëvizja Atdheu	12.82	0.1%	0.00	0.0%	0.00	0.0%
Partia Aleanca Kombëtare Shqiptare	0.00	0.0%	0.00	0.0%	0.00	0.0%
Partia Aleanca Demokracia e Re	0.00	0.0%	0.00	0.0%	0.00	0.0%
Total	17,759.55	100.0%	1,725.61	100.0%	1,235.99	100.0%

At the level of individual broadcasters, disparities in visibility varied significantly. Some outlets—notably Syri TV and Klan Plus—allocated no airtime to smaller electoral subjects, while others, such as Report TV, MCN, and RTSH

24, offered a comparatively more inclusive approach, allocating 15% or more of their news bulletin coverage to non-dominant actors. These station-level distributions are detailed in Table 2.

Table 2: *Airtime share (%) allocated to the Alliance for a Great Albania, the Socialist Party, and all other electoral subjects across the 18 central TV stations monitored full-time by the AMA (11 April–9 May 2025)*

TV station	Total minutes	Alliance for a Great Albania (%)	Socialist Party (%)	Other electoral subjects (%)
A2CNN	1,085.53	45.7%	42.5%	11.8%
ABC News	1,780.82	47.4%	51.4%	1.2%
Euronews	572.26	41.9%	44.5%	13.6%
Klan News	2,832.36	44.6%	54.7%	0.6%
Klan Plus	320.05	48.7%	51.3%	0.0%
Klan TV	779.66	45.1%	54.4%	0.4%
MCN	547.31	44.6%	36.6%	18.7%
News 24	1,160.49	51.2%	36.3%	12.5%
Ora News	948.45	43.5%	50.9%	5.6%

Report TV	802.03	42.2%	42.3%	15.5%
RTSH 1	506.73	43.3%	41.7%	15.0%
RTSH 24	729.26	39.1%	42.1%	18.8%
RTV Ora	424.56	47.0%	49.0%	4.0%
Scan	604.07	49.8%	48.4%	1.8%
Syri TV	2,584.68	83.0%	17.0%	0.0%
Top Channel	474.97	41.5%	49.1%	9.4%
Top News	1,135.34	47.6%	42.5%	9.9%
Vizion Plus	470.98	46.4%	50.8%	2.8%

Although the Electoral Code obliges audiovisual media to ensure equitable access for all contestants, the monitoring results show that smaller parties and coalitions received less than 6.1% of news bulletin airtime on average. This limited presence severely constrained their ability to reach voters through traditional TV channels—particularly those with the widest viewership—reinforcing existing disparities in visibility and campaign influence.

Additional data from all 57 audiovisual media outlets monitored by the AMA—including those monitored on a full-time and part-time basis—is available in Annex I and Annex II of this report.

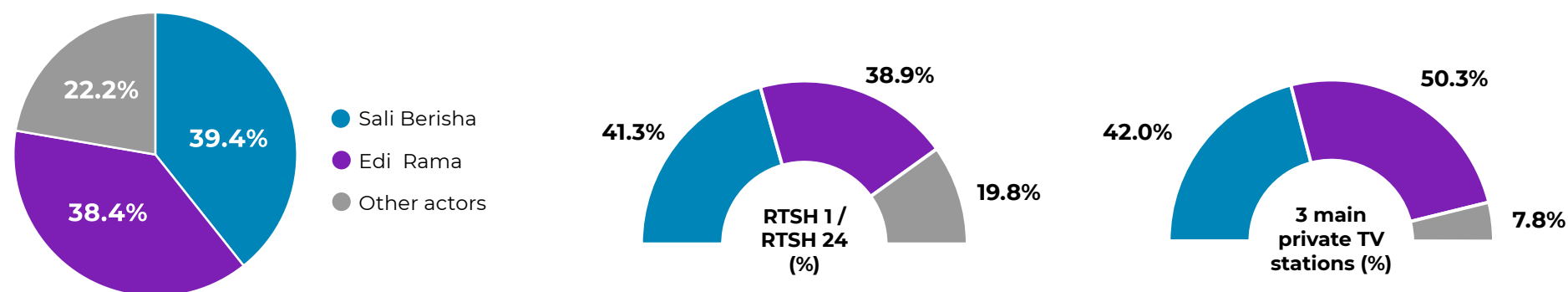
Representation of Political Actors: Leader-Centric Visibility Dominates

In addition to party-level analysis, the monitoring also examined the visibility of individual political actors featured in news bulletins.

The monitoring results for the 2025 parliamentary election campaign (11 April–09 May) reveal a heavily personalized media landscape in TV news coverage, where the campaign narrative was overwhelmingly shaped around the two dominant political figures: Sali Berisha and Edi Rama.

Across the 18 central TV stations monitored full-time by the Audiovisual Media Authority (AMA), Sali Berisha received the highest share of airtime among individual political actors, accounting for 39.4% of the total visibility. He was closely followed by Edi Rama, who appeared in 38.4% of the total airtime. All other candidates, party representatives, and spokespersons combined were featured in only 22.2% of the monitored airtime (see Figure 2).

Figure 2: Share of the airtime allocated to political actors during news bulletins on 18 central TV stations, including the 3 private national broadcasters and PSMs, monitored by the AMA (11 April–9 May 2025)



The polarization of coverage was even more pronounced on the three major private national broadcasters—Top Channel, TV Klan, and Vizion Plus. On these stations, Edi Rama dominated the news bulletins with 49.4% of the actor-specific airtime, compared to 38.4% for Sali Berisha. All other political actors combined received only 12.2%, signalling an extremely narrow window for electoral diversity.

In contrast, public broadcasters RTSH 1 and RTSH 24 offered a somewhat more balanced approach. Rama and Berisha received 38.1% and 32.9% of the airtime, respectively, while 29% was allocated to other political actors—marking the highest share of space granted to alternative voices across all broadcaster categories.

These findings confirm that personalization remains a defining feature of audiovisual campaign coverage in Albania. As shown in Table 3, more than three-quarters of the total airtime in news bulletins was dedicated to just two individuals, reducing the visibility of other candidates, alternative platforms, and policy-oriented discussion.

Table 3: *Airtime allocated to political actors in news bulletins across 18 central TV stations monitored by the AMA, expressed in minutes and percentages (11 April–9 May 2025)⁶*

No.	Political actor	Minutes	% of airtime
1	Sali Berisha	3,896.75	39.4%
2	Edi Rama	3,804.46	38.4%
3	Jozefina Topalli	226.60	2.3%
4	Belinda Balluku	206.22	2.1%
5	Lulzim Basha	144.83	1.5%
6	Adriatik Lapaj	97.16	1.0%
7	Tom Doshi	95.28	1.0%
8	Dashamir Shehi	84.18	0.9%
9	Agron Shehaj	72.82	0.7%
10	Franc Nuri	66.10	0.7%
11	Genta Vangjeli	63.12	0.6%
12	Oerd Bylykbashi	53.48	0.5%

⁶ Methodological Note: The airtime for political actors is lower than that of electoral subjects because it includes only appearances explicitly attributed to named individuals (e.g. party leaders, candidates, ministers). In contrast, the airtime for electoral subjects also accounts for general references to parties or coalitions, institutional activities, or campaign segments where no specific individual is identified.

13	Adriana Kalaja	48.45	0.5%
14	Taulant Balla	43.63	0.4%
15	Albana Vokshi	43.34	0.4%
—	Other political actors	953.47	9.6%

As a result, TV viewers were once again presented with a highly reductive vision of electoral offers—one shaped less by pluralism and more by personality-driven confrontation.

Representation in Live Coverage

Live broadcasts offer unfiltered exposure and are a powerful tool for shaping public perception during elections. Covering campaign rallies, press conferences, and candidate appearances, this format often bypasses editorial mediation. However, the monitoring of the 12 main TV stations revealed a pronounced asymmetry in access to live airtime—reinforcing the structural advantages of leading political forces and personalities. The following analysis explores how live coverage was allocated among political subjects and individual actors,

and what this reveals about the campaign’s media dynamics.

Live Coverage of Electoral Subjects: Visibility Shaped by Direct Access to Airtime

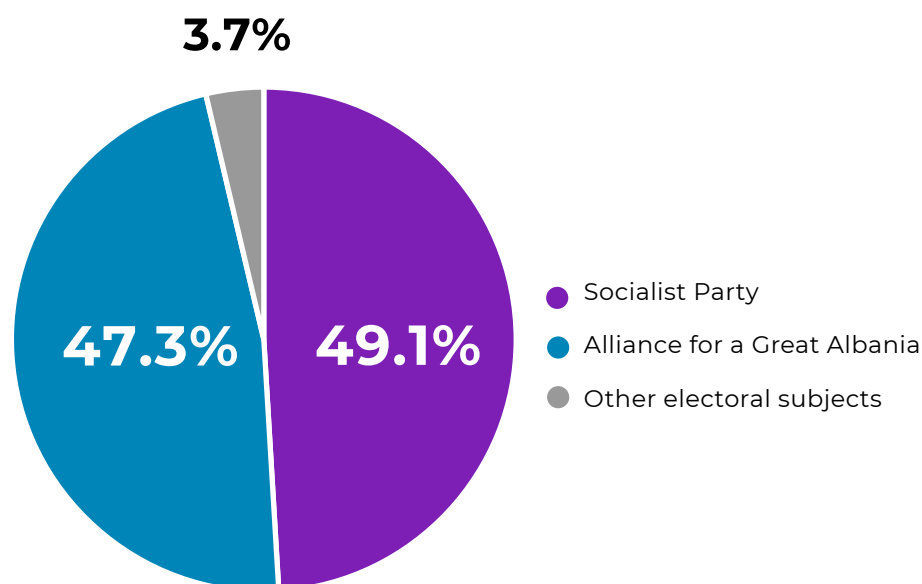
Live broadcasts during the 2025 parliamentary campaign served as one of the most influential formats in shaping public visibility for electoral subjects. These broadcasts typically included live campaign events, rallies, speeches, and press conferences, often aired unedited and uninterrupted, offering a powerful channel for political messaging.

Out of the 18 central TV stations monitored full-time by the AMA, 12 aired live electoral content during the campaign period from 11 April to 9 May. The total volume of live political coverage across these 12 broadcasters reached 43,261 minutes—equivalent to more than 720 hours of uninterrupted airtime granted to electoral actors during the 30-day campaign.

As with other formats, the distribution of this live coverage was highly uneven. The Socialist Party (Partia Socialiste) secured the most extensive live

visibility, with 21,222 minutes, or 49.1% of the total. The Alliance for a Great Albania (Aleanca për Shqipërinë Madhështore) followed closely with 20,451 minutes, or 47.3%. All other electoral subjects combined received only 1,588 minutes, amounting to a marginal 3.7% of the live airtime, as shown in Figure 3.

Figure 3: *Share of airtime allocated to main electoral subjects in live broadcasts across 12 central TV stations that aired campaign events live (11 April–9 May 2025)*



The scale and frequency of these live appearances not only reflect each subject's media reach and campaign infrastructure, but also indicate broader structural asymmetries in their ability to mobilize attention and dominate the public agenda.

While some smaller parties did receive sporadic live coverage, this was limited in both volume and consistency. For instance, Koalicioni Nisma Shqipëria Bëhet and Partia Koalicioni Euroatlantik received just over 400 minutes each, while a number of other parties—including Partia Lëvizja Bashkë, Partia Aleanca Kombëtare Shqiptare, and Partia Aleanca Demokracia e Re—received no live coverage at all.

At the level of individual broadcasters, the distribution of live coverage varied markedly, reflecting both editorial choices and the differing capacities of electoral subjects to generate broadcastable events. As illustrated in Table 4, a few channels—including Report TV, Euronews, and MCN—maintained a relatively balanced approach among the two big parties, offering almost equal live airtime to the Socialist Party and the Alliance for a Great Albania.

Elsewhere, however, the coverage was far less even. ABC News, Klan News, and Scan TV dedicated a clear

majority of their live broadcasts to the Socialist Party, which occupied well above 60% of their total campaign airtime. At the opposite end of the spectrum, Syri TV displayed a pronounced one-sidedness, devoting 87.5% of its live coverage to the Alliance for a Great Albania and just 12.5% to the Socialist Party.

A small number of outlets—notably News 24 and MCN—stood out for a slightly more pluralistic approach, as they were among the few broadcasters to allocate between 6% and 12% of their live coverage to smaller electoral subjects, giving at least limited visibility to alternative campaign voices.

Table 4: *Share of live broadcast airtime allocated to electoral subjects across 12 central TV stations that aired campaign events (11 April–9 May 2025)*

TV station	Alliance for a Great Albania	Socialist Party	Other electoral subjects
A2CNN	42.7%	56.1%	1.2%
ABC News	26.1%	73.4%	0.5%
Euronews	48.4%	46.4%	5.2%
Klan News	42.2%	57.4%	0.4%
MCN	56.0%	32.6%	11.3%
News 24	40.8%	47.4%	11.8%
Ora News	40.3%	52.9%	6.8%
Report TV	46.5%	46.7%	6.8%
RTSH 24	37.4%	59.4%	3.2%
Scan	37.2%	61.9%	0.8%

Syri TV	87.5%	12.5%	0.0%
Top News	44.1%	54.9%	1.0%

These patterns underscore the strategic importance of live coverage in reinforcing dominance and visibility. Unlike news bulletins or talk shows, which involve editorial mediation and journalist framing, live transmissions allow political actors to directly control the message. In this context, the vast imbalance in access to live coverage raises concerns about fairness and proportionality, particularly when combined with broader structural advantages in media influence and campaign funding.

Additional data on broadcaster-level live airtime distribution for all 57 monitored audiovisual media—including full-time and part-time monitored stations—are included in Annex III and Annex IV.

Live Coverage of Political Actors: Leader-Centric Broadcasts Overshadow Wider Representation

The monitoring of live coverage across 12 central TV stations during Albania’s 2025 parliamentary election campaign revealed a highly personalized media narrative, dominated almost entirely by the country’s two most prominent political figures: Edi Rama and Sali Berisha.

Out of a total of 37,389.95 minutes of live broadcast airtime⁷ analyzed during the official campaign period (11 April–9 May), Edi Rama alone was featured for 15,703 minutes—the equivalent of more than 260 hours—accounting for

⁷ Methodological Note: The airtime allocated to political actors refers exclusively to the visibility of named individuals (e.g. party leaders, candidates, or government officials) during the monitored broadcasts, excluding airtime dedicated to collective campaign events, or institutional appearances not attributed to a specific individual.

42.0% of all appearances by individual political actors. He was followed by Sali Berisha, who received 13,402 minutes, or 35.8% of the total. Together, the two leaders accounted for more than three-quarters (77.8%) of all live coverage dedicated to political actors.

This intense concentration of live visibility around Rama and Berisha further entrenched the personalization of the campaign, marginalizing broader policy dialogue and reducing space for alternative voices. The dominance of live coverage by these two individuals reflects not only their leadership roles, but also the highly polarized media environment, in which political competition is framed primarily through personal confrontation rather than programmatic debate.

As shown in Table 5, only a handful of other political actors managed to surpass the 1% threshold. Belinda Balluku, a senior government official, was the most visible among them, with 3.3% of the total live airtime. Other figures such as Lulzim Basha (1.4%), Adriatik Lapaj (1.2%), and Agron Shehaj (1.0%) received modest shares of visibility, while the remaining 274 political actors combined received just 10.4%.

This dynamic of leader-centric exposure severely limited the visibility of party programmes, new

candidates, and emerging political movements. Despite the legal requirement for balanced representation, the structure of live coverage contributed to an overwhelmingly narrow and personality-driven campaign narrative, reinforcing existing power dynamics and undermining electoral pluralism.

Table 5: *Airtime allocated to political actors in live broadcasts on 12 central TV stations monitored by the AMA (11 April–9 May 2025)*

Political actor	Minutes	Percentage
Edi Rama	15,703.18	42.0%
Sali Berisha	13,402.33	35.8%
Belinda Balluku	1,230.81	3.3%
Lulzim Basha	532.00	1.4%
Adriatik Lapaj	430.00	1.2%
Agron Shehaj	368.28	1.0%
Fatmir Mediu	331.91	0.9%
Belind Këlliçi	275.31	0.7%
Jozefina Topalli	257.01	0.7%
Albana Vokshi	185.50	0.5%

Flamur Noka	184.00	0.5%
Ogerta Manastirliu	180.36	0.5%
Elisa Spiropali	165.20	0.4%
Delina Ibrahimaj	131.76	0.4%
Niko Peleshi	126.00	0.3%
Other 274 actors	3,886.30	10.4%

These findings align with broader patterns observed across all media formats monitored during the 2025 campaign—namely, the systemic marginalization of pluralistic debate in favour of binary confrontation between two dominant political actors.

Representation in Political Talk Shows

Political talk shows represent one of the few formats capable of hosting genuine electoral debate, ideological confrontation, and long-form political storytelling. Yet despite this potential, the 2025 campaign saw these platforms often reproduce existing imbalances. While a wider spectrum of actors and parties appeared in these programmes

compared to other formats, the majority of airtime remained concentrated among established figures. This section combines quantitative and qualitative insights to assess how political subjects and actors were represented across talk shows and how the structure of these programmes influenced the campaign narrative.

Representation of Electoral Subjects: Apparent Pluralism, Limited Confrontation

The monitoring of political talk shows aired on 18 central TV stations during Albania’s 2025 parliamentary election campaign (11 April–9 May) confirmed that this format offered a comparatively broader space for electoral discourse than news bulletins or live broadcasts. Yet, despite this more open structure, the distribution of airtime remained heavily skewed in favour of the two dominant electoral subjects.

Over the 30-day campaign period, the Alliance for a Great Albania received the largest share of talk show airtime, with 16,505.58 minutes, representing 49% of the total. The Socialist Party followed with 9,092.68 minutes, or 27%. Together, these two subjects captured

over three-quarters (76.0%) of total airtime—a significant dominance, though slightly reduced compared to other formats like news bulletins or live coverage. This suggests that political talk shows may have allowed for marginally more pluralistic representation.

The remaining 24% of airtime was distributed among a range of smaller parties and coalitions (see Table 6), including Partia Koalicioni Euroatlantik, Koalicioni Djabathtas për Zhvillim, Koalicioni Nisma Shqipëria Bëhet – Adriatik Lapaj, Partia “Mundësia”, Lëvizja Bashkë, and Partia Socialdemokrate. While none of these surpassed the visibility of the leading subjects, their presence in talk shows was significantly higher than in news bulletins.

Table 6: *Airtime allocated to electoral subjects in political talk shows on 18 central TV stations monitored by the AMA, expressed in minutes and percentages (11 April–9 May 2025)*

Electoral subject	18 TV stations (minutes)	18 TV stations (%)
Alliance for a Great Albania	16,505.58	49.0%
Socialist Party	9,092.68	27.0%
Partia Koalicioni Euroatlantik	1,855.64	5.5%
Koalicioni Djabathtas Për Zhvillim	1,784.60	5.3%
Koalicioni Nisma Shqipëria Bëhet	1,738.68	5.2%
Partia “Mundësia”	1,065.61	3.2%
Partia Lëvizja Bashkë	665.48	2.0%
Partia Social Demokrate	635.75	1.9%

Partia Aleanca Kombëtare Shqiptare	186.25	0.6%
Partia Aleanca Demokracia e Re	103.50	0.3%
Partia Lëvizja Atdheu	41.00	0.1%
Total	33,674.77	100.0%

These trends varied significantly across individual broadcasters. As shown in Table 7, some stations demonstrated relatively balanced approaches: Euronews, MCN, Top News, and Ora News all dedicated between 35% to 45% of their talk show airtime to smaller electoral subjects. In contrast, Syri TV dedicated 96.8% of its talk show airtime to the Alliance for a Great Albania alone.

Table 7: Airtime allocated to electoral subjects in political talk shows across 18 central TV stations, in minutes and percentages

TV station	Alliance for a Great Albania (%)		Socialist Party (%)		Other electoral subjects (%)	
	Min.	%	Min.	%	Min.	%
A2CNN	1,707.40	37.2%	1,628.50	35.5%	1,256.90	27.4%
ABC News	417.00	37.8%	299.00	27.1%	386.00	35.0%
Euronews	390.75	21.6%	651.55	36.1%	762.84	42.3%

Klan News	97.00	71.3%	6.00	4.4%	33.00	24.3%
Klan Plus	512.00	46.3%	366.00	33.1%	227.40	20.6%
Klan Tv	449.00	42.7%	374.00	35.6%	228.40	21.7%
MCN	908.30	39.6%	366.00	16.0%	1,019.65	44.4%
News 24	1,285.00	51.2%	793.00	31.6%	432.00	17.2%
Ora News	486.00	36.4%	284.00	21.3%	565.00	42.3%
Report TV	606.00	35.7%	603.00	35.6%	487.00	28.7%
RTSH 1	597.00	35.8%	611.00	36.7%	458.00	27.5%
RTSH 2	196.00	33.2%	179.00	30.3%	216.00	36.5%
RTSH 24	2,242.00	73.1%	539.00	17.6%	285.00	9.3%
Scan	1,505.13	45.1%	1,182.33	35.4%	650.32	19.5%
Syri TV	3,711.00	96.8%	121.00	3.2%	0.00	0.0%
Top Channel	595.00	44.5%	525.80	39.3%	216.50	16.2%
Top News	645.00	34.3%	451.00	24.0%	784.50	41.7%
Vizion Plus	156.00	46.4%	112.50	33.4%	68.00	20.2%
Total	16,505.58	49.0%	9,092.68	27.0%	8,076.51	24.0%

Despite its format flexibility and public appeal, in most broadcasters the political talk show space largely mirrored the structural inequalities seen across other segments of audiovisual media. In many cases, the most prominent political figures avoided direct engagement in live studio debates, instead delegating visibility to party surrogates or commentators. This limited the opportunity for robust confrontation and diluted the pluralism of the format. As a result, even when more voices were technically present, the campaign discourse remained constrained within a narrow competitive frame.

More detailed station-by-station data, including minute-by-minute distribution, is available in Annex V and Annex VI of this report.

Representation of Political Actors: Pluralism in Appearances, Hierarchy in Visibility

The monitoring of political talk shows across the 18 central TV stations during the 2025 parliamentary election campaign revealed a format that was more open to a variety of political voices than news bulletins or live broadcasts—yet still marked by a visible hierarchy in representation. While talk shows featured a broader spectrum of participants, visibility remained concentrated around a small number of well-established figures.

Sali Berisha led the field in total airtime, appearing in over 2,940 minutes (equivalent to more than 49 hours), which accounted for 9.2% of the total time allocated to political actors in talk shows. Edi Rama followed with 1,832 minutes (just over 30 hours, or 5.7%), registering a notably lower presence in this format compared to his dominance in news editions and live coverage.

Beyond the two leading figures, a wider range of political actors gained modest exposure. Jorida Tabaku and Lulzim Basha each accumulated close to 13 hours of airtime (2.3% and 2.2%, respectively), while figures such as Belind Këlliçi, Agron Shehaj, Dashamir Shehi, and Endri Shabani received between 7 and 10 hours of visibility—each falling in the 1.3% to 1.8% range.

The inclusion of emerging and non-traditional voices, such as Arlind Qori, Ilir Alimehmeti, Adriatik Lapaj, and Ethem Aga, pointed to a more open editorial space within this format. However, most of these actors remained below the 1.3% threshold, and their participation was often episodic, limiting the depth of their contribution to the campaign discourse.

As shown in Table 8, the largest share of airtime—more than 21,385 minutes or over 350 hours—was collectively allocated to 329 other actors, who together made up 66.6% of the total coverage. This high aggregate figure reflects the fragmented nature of talk show participation: many actors were present, but only briefly, with limited opportunities for meaningful or repeated engagement.

Table 8: *Airtime allocated to political actors in political talk shows across 18 central TV stations (11 April–9 May 2025)*

No.	Political actor	Minutes	% of airtime
1	Sali Berisha	2,943.89	9.2%
2	Edi Rama	1,831.92	5.7%

3	Jorida Tabaku	728.00	2.3%
4	Lulzim Basha	701.39	2.2%
5	Belind Këlliçi	577.00	1.8%
6	Agron Shehaj	531.21	1.7%
7	Dashamir Shehi	437.25	1.4%
8	Endri Shabani	432.65	1.4%
9	Arlind Qori	409.63	1.3%
10	Ilda Zhulali	403.50	1.3%
11	Ethem Aga	381.00	1.2%
12	Ilir Alimehmeti	381.00	1.2%
13	Aulon Kalaja	341.00	1.1%
14	Adriatik Lapaj	331.33	1.0%
15	Adriana Kalaja	317.15	1.0%
	Other actors	21,385.25	66.6%

Despite its theoretical potential to foster political

debate and deeper scrutiny of campaign platforms, the talk show format was often shaped by curated panels of commentators, party-affiliated figures, and spokespersons rather than direct engagement between leading candidates. This limited the possibility of cross-party confrontation or substantive dialogue. While the range of participants appeared diverse, the editorial structure rarely translated into balanced or critical reflection on electoral alternatives—reinforcing visibility hierarchies even within a more open media space.

Representation in Political Talk Shows: Format, Narratives, and Gaps in Pluralism

This section summarizes the findings from the qualitative content analysis of three flagship political talk shows—“*Opinion*” (TV Klan), “*Top Story*” (Top Channel), and “*Quo Vadis*” (Vizion Plus)—aired during Albania’s 2025 parliamentary election campaign. In total, 61 talk show episodes were monitored and analyzed for their structure, guests, tone, and discursive content between 11 April and 9 May 2025, offering a representative snapshot of how these formats shaped electoral discourse.

Across the monitored period (11 April–9 May), the three shows together dedicated over 3,300 minutes to political discourse. However, as shown in Table 9, only 8.3% of that airtime was allocated to competitive political debates between candidates. The vast majority of airtime—approximately 77%—was absorbed by either one-sided political discussions or one-on-one interviews that often resembled promotional segments rather than critical scrutiny. Pre-recorded features and host-led panel discussions with politically aligned guests further reinforced this trend.

Table 9: *Airtime distribution by type of discourse in the 61 political talk shows monitored (11 April–9 May 2025)*

Discourse type	Airtime	
	Minutes	%
Political discussion	1,887.50	57.1%
One-to-one interview	672.86	20.3%
Experts’ technical discussion	474.03	14.3%
Competitive political debate	273.04	8.3%
Total	3,307.40	

This distribution indicates that the talk show format, despite its potential to host critical and pluralistic engagement, largely served as a platform for uncontested messaging by dominant actors.

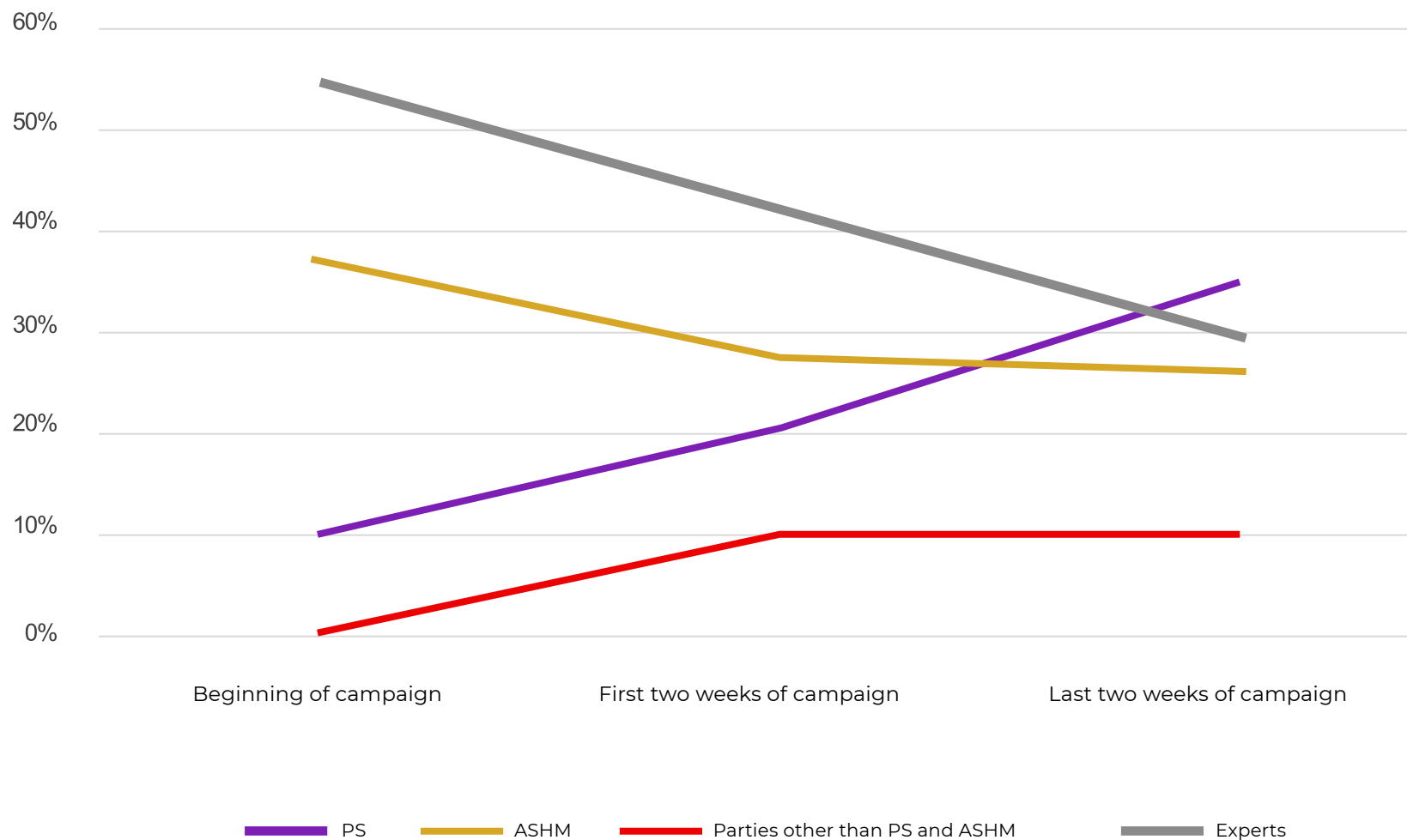
In addition, the profile of guests evolved over time. In the first two weeks of the campaign (11–25 April), over 40% the airtime was given to non-political guests—mainly journalists and political analysts. As political participation increased, especially in the final two weeks, political actors took up a greater share of the airtime (74.4%), a trend detailed in Table 10.

Table 10: *Guest airtime distribution by category and campaign period (11 April–9 May 2025)*

Guest type	First half (11–25 Apr)	Second half (26 Apr–9 May)	Entire campaign (11 Apr–9 May)
Non-political guests	41.3%	25.6%	31.1%
Political guests	58.7%	74.4%	68.9%

Yet this increased presence did not equate to fairer representation across the political spectrum. As Figure 4 further shows, the Socialist Party (PS) and the Alliance for a Great Albania (ASHM) together occupied 56.2% of the airtime, while new or smaller parties remained underrepresented, receiving only 10.4% combined.

Figure 4: Share of guest airtime in the main political talk shows by political affiliation (11 April–9 May 2025)



Content-wise, diaspora voting and technical election issues (e.g. preferential voting, electoral crime) were only marginally addressed. While experts and election officials appeared in 33.4% of the shows—most notably the State Election Commissioner—these segments often lacked follow-up from political figures who could be held accountable for related policies.

Despite the appearance of a pluralistic format, Albania's flagship political talk shows in 2025 offered little in the way of balanced confrontation or inclusive dialogue. Heavily shaped by pre-set formats, leader-centric narratives, and editorial decisions that privileged visibility over scrutiny, these shows fell short of their democratic potential. If left unaddressed, this pattern risks further eroding the function of coverage of politics on television as a space for genuine electoral choice and informed civic debate.

Political Advertising in Audiovisual Media

Political advertising was a marginal tool of campaign communication in Albania's audiovisual media during the 2025 parliamentary elections. Based on monitoring data from 15 central TV stations with the highest national audience reach—excluding the three public service media (PSM) channels, which are not legally allowed to air paid political advertisements—the total volume of political advertising aired over the official 30-day campaign period (11 April–9 May 2025) amounted to 1,713 minutes, or slightly over 28 hours of content.

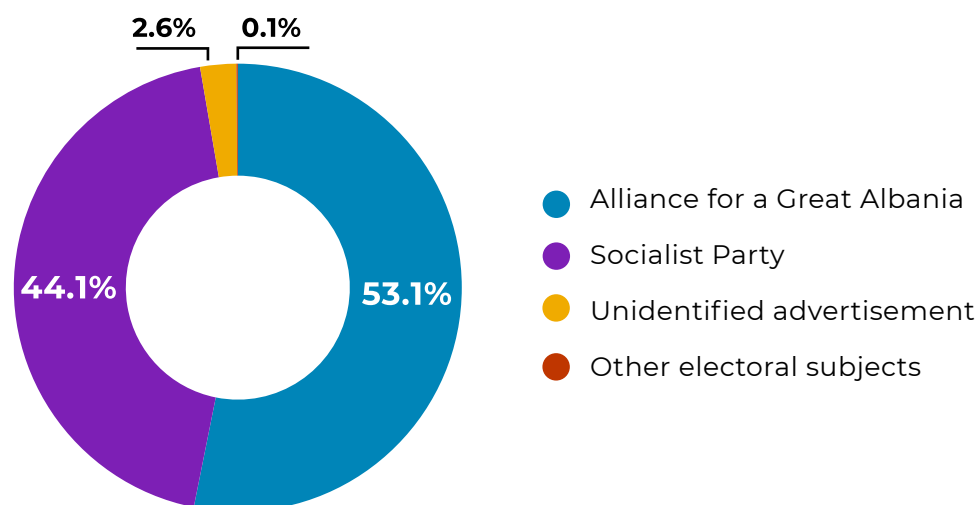
This volume reinforces a longstanding trend in Albania's campaign landscape: paid audiovisual advertising plays a secondary role compared to earned visibility through news coverage, live broadcasts, and political talk shows. Most electoral subjects appeared to prioritize formats that offer broader exposure with fewer regulatory costs.

Despite the modest overall volume, paid advertising was almost entirely dominated by the two main political forces. The Alliance for a Great Albania (Aleanca për Shqipërinë Madhështore) accounted for the majority of paid

airtime, with 910 minutes, or 53.1% of total advertisements. The Socialist Party (Partia Socialiste) followed closely with 756 minutes, representing 44.1% of the total (Figure 5).

By contrast, all other electoral subjects combined received less than 2 minutes (1.6 minutes in total)—a negligible share that underscores their limited ability or willingness to engage with this format. In addition, 44.8 minutes (2.6%) of ads were broadcast without proper labelling or attribution, raising concerns over transparency and compliance with the legal obligations on political advertising disclosure.

Figure 5: *Share of paid political advertisements in the 15 main private TV stations (11 April–9 May 2025)*



Disaggregated data by TV station (Table 11) reveal notable variations in both volume and distribution of political ads. A handful of outlets—including Syri TV, Klan TV, Euronews, and News 24—carried the bulk of the political advertisements, while others such as Klan Plus and RTSH 1 broadcast only minimal or token amounts. In many cases, a single political subject dominated the ad slots on a given channel: for instance, the Socialist Party aired 132.5 minutes of ads on Top News, compared to only 4.5 minutes by the Alliance for a Great Albania.

Table 11: Volume of political advertising (in minutes) by TV station and electoral subject

	Alliance for a Great Albania	Socialist Party	Unidentified advertisement	Other	Total
A2CNN	75.38	69.52	5.40	0.00	150.30
ABC News	0.00	48.33	0.00	0.00	48.33
Euronews	89.02	89.45	2.70	0.00	181.17
Klan Plus	0.48	1.15	0.00	0.00	1.63
Klan Tv	102.03	93.54	5.50	0.00	201.07
MCN	36.76	24.04	0.00	0.00	60.80
News 24	107.20	0.00	9.00	0.00	116.20
Ora News	81.29	0.00	5.40	0.00	86.69
Report TV	71.85	87.55	4.85	0.00	164.25
RTSH 1	0.00	4.78	0.00	0.00	4.78
Scan	0.00	54.03	0.00	0.00	54.03
Syri TV	191.37	0.00	7.30	0.00	198.67
Top Channel	77.08	72.82	0.00	0.00	149.90
Top News	4.50	132.50	0.00	1.60	138.60
Vizion Plus	73.39	78.53	4.67	0.00	156.59
Total	910.35	756.24	44.82	1.60	1,713.01

While the presence of improperly labelled or unidentified political ads was relatively small, their existence raises questions about broadcasters' adherence to transparency obligations under Albania's Electoral Code. Unlabelled ads undermine voters' right to clear information about the sponsor of a message and can distort perceptions of political alignment and funding.

In sum, the findings confirm that paid political advertising played only a supplementary role in the 2025 campaign. The format remained overwhelmingly controlled by the two leading parties, with limited space for smaller or new political actors, despite their growing participation in other media formats. These patterns not only suggest structural disparities in resources and access, but also highlight the lack of regulatory enforcement to ensure balanced use of this form of campaign communication.

Further disaggregated data on political advertising in all monitored audiovisual media—including central and local broadcasters—is available in Annex VII and Annex VIII of this report.

Violations of the Electoral Code Observed in Audiovisual Media

In parallel to the observed disparities in visibility, the Audiovisual Media Authority (AMA) documented several direct violations of Albania's Electoral Code during the campaign period. These included breaches of rules on airtime balance, advertising limits, attribution of political messages, and use of editorial spaces for paid content.

One of the most persistent and systemic violations identified during the campaign was the failure to respect the principles of balanced representation of electoral subjects in news bulletins—a requirement rooted in Albania's Electoral Code and the AMA's regulatory framework. While the Code does not prescribe equal airtime for all electoral subjects, it does establish minimum thresholds to ensure pluralism, particularly during the official campaign period.

Specifically, Article 80/2 of the Electoral Code provides that, in public broadcasters, the two largest parliamentary parties must be granted equal airtime, while all other electoral subjects should receive not less than half of the time allocated to each of the two main parties. Although this provision applies explicitly to Public Service Media (PSM), similar standards of balance are expected across private broadcasters under the AMA's interpretation of the Code and through the application of its annual instruction for electoral coverage.

However, the AMA's daily monitoring reports and the data presented in this report show that these thresholds were frequently not met—not only on local or minor stations, but across several of the most-watched private national broadcasters. In the case of news bulletins, for instance, the Alliance for a Great Albania and the Socialist Party together received 93.9% of total airtime, leaving all other electoral subjects with just 6.1%. This represents less than a tenth of the average time given to the two dominant parties—far below the “half-of” threshold envisioned in the Electoral Code for ensuring a basic level of electoral visibility.

The problem was not limited to private media. While RTSH 1 and RTSH 24 showed relatively more balanced distributions, with minor parties receiving just over 17% of total airtime in news bulletins, this still falls short of the proportional standards set for public service broadcasters under Article 80. Similar disparities were observed in live coverage and political talk shows, reinforcing a campaign environment marked by extreme concentration of visibility around two main actors and the marginalization of alternative electoral options.

Another recurring violation concerned the exceeding of permitted time limits for paid political advertising. Several stations breached the legal thresholds for political ads, resulting in disproportionate visibility for specific subjects and undermining the principle of campaign equality.

AMA monitoring also identified that 14 national and local TV stations aired political advertisements outside the legally permitted timeframes, in violation of Article 80 of the Electoral Code, which strictly regulates the start and end dates for political advertising during election periods.

A particularly troubling trend involved the broadcasting of political advertisements without proper attribution.

According to the AMA's data, 10 different broadcasters aired a total of 64 political ads that failed to identify the sponsoring electoral subject—a practice that directly violates transparency requirements and risks misleading viewers about the origin of campaign messaging.

In three cases, electoral opinion surveys were broadcast without key methodological disclosures, such as sample size, margin of error, or commissioning entity. This omission not only breaches regulatory standards, but also compromises the credibility of polling data presented to the public.

Finally, in two documented cases, political advertisements were inserted into news broadcasts, in direct violation of legal provisions requiring a clear separation between editorial content and paid political messaging. This breach poses serious risks to journalistic integrity and the public's ability to distinguish between information and influence.

CONCLUSIONS AND RECOMMENDATIONS

The 2025 parliamentary election campaign confirmed a number of persistent patterns in the Albanian audiovisual media landscape, particularly in the role that central TV stations played in shaping electoral discourse. Drawing on an independent analysis of the daily monitoring data published by the Audiovisual Media Authority (AMA), this report reveals the structural imbalances, editorial preferences, and regulatory gaps that defined media coverage during the official campaign period from 11 April to 10 May 2025.

Key Conclusions

The findings of this report point to seven interlinked trends that marked the character of audiovisual campaign coverage:

Reinforced dominance of the two major electoral subjects: Despite legal obligations to ensure equitable access and political pluralism, the Alliance for a Great Albania and the Socialist Party continued to dominate media representation across all key formats. In news bulletins, live transmissions, and talk shows, their combined share of airtime regularly exceeded 75%, leaving minimal space for other registered electoral subjects. Even in more flexible editorial formats like political talk shows, the visibility of smaller parties remained marginal.

Acute personalization of campaign coverage: Media narratives were overwhelmingly structured around the two main political figures: Edi Rama and Sali Berisha. Together, they received more than two-thirds of the live coverage dedicated to individual actors. This concentration reinforced a personality-driven campaign logic, where party programmes, other candidates, and alternative visions received scant attention. In talk shows, the trend was further exacerbated by one-on-one interviews and curated profiles that elevated individual leaders or candidates while avoiding contested debate.

Low and unequal use of paid political advertising: Political advertising accounted for just over 28 hours of content across 15 of the most-watched private TV stations. The Socialist Party and the Alliance for a Great Albania accounted for the vast majority of this airtime, while all other parties combined were featured in less than two minutes of paid advertising. Several broadcasters aired unidentified or unlabelled political advertisements, undermining transparency and accountability. The underutilization of this format by smaller parties likely reflects cost barriers and a strategic preference for earned (rather than paid) media.

Documented violations of electoral media regulations: The AMA's weekly reports, as well as daily monitoring data, recorded a range of legal breaches. These included unequal airtime distribution in news bulletins, advertisements aired outside the legally permitted timeframe (14 broadcasters), failure to label paid political content (64 instances across 10 broadcasters), airing political ads within news programming (2 broadcasters), and broadcasting electoral surveys without proper disclosures (3 broadcasters). These violations indicate both insufficient editorial compliance and gaps in real-time enforcement.

Regulatory ambiguities and institutional constraints: The framework for electoral media oversight is relatively robust on paper, but enforcement remains uneven. Provisions requiring balanced coverage by private broadcasters are vaguely defined, and the threshold for smaller parties ("not less than half the airtime of the main parties") lacks clear operational criteria. While the AMA fulfilled its monitoring mandate and made its reports publicly available, the Central Electoral Commission (CEC) was less proactive in responding to documented violations, and sanctions were rare or not communicated transparently.

Persistent gender and thematic underrepresentation: Across the TV stations monitored by AMA during the campaign period, men accounted for 89.8% of total airtime, while women accounted for only 10.2%. Key themes such as diaspora voting, electoral integrity, and campaign finance received minimal airtime, often confined to technical discussions among non-political guests. This reflects a broader editorial tendency to favour personality-centred content over policy-driven deliberation.

Limited insight into local and regional media dynamics: While the AMA's monitoring formally covered 57 audiovisual outlets, including regional and local broadcasters, its observation of local media was conducted only on a part-time, rotating basis. This methodological constraint, largely due to resource limitations, makes it impossible to draw comprehensive conclusions about the balance of coverage or possible violations at the local level. As a result, while preliminary data indicate that smaller electoral subjects may have enjoyed slightly greater visibility in some regional contexts, the partial monitoring schedule prevents a reliable assessment of how local broadcasters contributed to overall media pluralism or electoral fairness.

Recommendations

To address the structural imbalances, regulatory weaknesses, and editorial practices identified in this report, BIRN Albania puts forward the following recommendations:

For the Audiovisual Media Authority (AMA):

- Clarify and update the guidelines interpreting the balance provisions for private broadcasters, ensuring that legal thresholds are understandable and enforceable.
- Strengthening its capacity to monitor local outlets on a full-time basis for achieving a more accurate and inclusive picture of Albania's audiovisual landscape during future campaigns.
- Deploy real-time or near real-time alert systems to flag breaches (e.g., improper advertising, silence period violations, unequal airtime), allowing timely action.

- Publicly disclose all findings on violations, including the broadcasters involved, the nature of the breach, and any follow-up actions taken.
- Perform qualitative assessment of the electoral campaign media coverage, including the diversity of the electoral content in addition to the quantitative data.

For the Central Electoral Commission (CEC):

- Strengthen complaint-handling mechanisms and shorten adjudication timelines during the campaign period to ensure that violations are addressed while still relevant.
- Proactively initiate investigations based on AMA monitoring data rather than relying exclusively on complaints from electoral subjects.
- Organize pre-election briefings with media and political stakeholders to explain the rules for balance, surveys, advertising, and silence periods.
- Collaborate with civil society to test the accessibility and understanding of Electoral Code provisions by media editors and campaign actors.

For public and private broadcasters:

- Develop and adopt internal editorial protocols on political balance, ensuring that guest selection and coverage formats reflect electoral diversity.
- Allocate dedicated time slots or thematic segments for smaller parties and independent candidates, especially in talk shows and interview formats.

- Ensure full transparency in political advertising, including on-screen labeling and disclosures for all paid content.
- Maintain strict separation between editorial content and advertising, avoiding the placement of political ads within or around news segments.
- Encourage formats that promote more direct, balanced, and issue-based exchanges among political contenders that enhance transparency and foster a more pluralistic televised discourse over time.

For civil society and media monitoring organizations:

- Continue to monitor audiovisual and digital media during campaigns, using both AMA data and independent methodologies to generate timely, evidence-based reports.
- Improve the monitoring process by adopting mixed monitoring methods that combine quantitative data with expert qualitative review to better capture fairness, tone, and inclusiveness.
- Conduct public awareness campaigns explaining what constitutes fair and pluralistic media coverage, empowering citizens to recognize imbalance.
- Advocate for reforms to the Electoral Code and Audiovisual Law that codify clearer obligations for fairness, especially regarding new and minor political actors.
- Support the creation of alternative media content, especially in underserved regions or on topics neglected by mainstream outlets.

By implementing these recommendations, Albania can take important steps toward a more inclusive, balanced, and transparent media environment—one that better serves democratic deliberation and respects the rights of all electoral actors and voters.

ANNEX I:
**AIRTIME ALLOCATED TO POLITICAL SUBJECTS DURING THE NEWS
 BULLETINS ON THE TV STATIONS MONITORED BY THE AMA ON A FULL-TIME
 BASIS, EXPRESSED IN MINUTES, 11 APRIL–9 MAY 2025**

	Alliance for a Great Albania	Socialist Party	Partia Koalicioni Euroatlantik	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Djathtas Për Zhvillim	Partia "Mundësia"
A2CNN	495.72	461.61	33.88	39.86	54.46	0.00
ABC News	844.25	915.37	0.00	0.00	7.12	0.00
Club FM	6.61	6.33	0.00	0.00	0.00	0.00
CNA	1,913.39	2,065.67	17.55	0.00	2.25	184.30
Euronews	239.85	254.45	18.60	13.89	10.66	17.84
Fax News	235.14	271.68	68.24	0.00	0.00	0.00
Kanali 7	1,545.13	1,694.49	52.11	0.00	28.70	9.22
Klan News	1,264.07	1,549.9	2.35	0.00	0.00	16.04
Klan Plus	155.94	164.11	0.00	0.00	0.00	0.00
Klan TV	352.01	424.18	0.00	0.00	0.00	3.47
MCN	244.35	200.40	23.41	12.87	27.20	7.32
News 24	594.36	420.83	5.06	55.37	0.00	37.36

Ora News	412.19	482.74	53.52		0.00	0.00
Panorama TV	1,496.84	1,016.56	0.00	160.85	0.00	34.49
Radio Klan	3.93	4.80	0.00	0.00	0.00	0.00
Radio Tirana	60.14	60.38	9.95	9.63	0.55	2.99
Report TV	338.62	339.18	62.88	19.20	24.20	12.58
RTSH 1	219.29	211.42	10.64	9.84	13.26	0.00
RTSH 2	1.12	0.00	0.00	0.00	0.00	0.00
RTSH 24	284.86	307.21	22.95	21.67	30.14	1.05
RTV Ora	199.44	207.93	10.79	3.20	0.00	3.20
Scan	301.05	292.26	1.58	1.59	0.00	6.01
Shijak TV	1,574.94	68.35	0.00	0.00	0.00	0.00
Syri TV	2,146.52	438.16	0.00	0.00	0.00	0.00
Top Albania Radio	32.55	29.98	1.34	3.56	0.98	0.86
Top Channel	197.24	233.20	1.17	0.82	2.37	0.78
Top News	540.69	482.43	31.46	35.01	9.68	6.71
Vizion Plus	218.77	239.13	7.13	0.00	1.55	1.60
NTV Shëndeti	115.02	155.60	6.22	0.30	0.00	0.00
TV Kukësi	22.85	19.66	0.00	0.00	0.00	7.73
Total	16,056.88	13,018.01	440.83	387.66	213.12	353.55

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Aleanca Kombetare Shqiptare	Aleanca Demokratike e Re	Partia Social Demokrate
A2CNN	0.00	0.00	0.00	0.00	0.00
ABC News	0.00	0.00	0.00	0.00	14.08
Club FM	0.00	0.00	0.00	0.00	0.00
CNA	0.00	0.00	0.00	0.00	180.70
Euronews	13.60	0.00	0.00	0.00	3.37
Fax News	0.00	0.00	0.00	0.00	0.00
Kanali 7	0.00	0.00	0.00	0.00	13.40
Klan News	0.00	0.00	0.00	0.00	0.00
Klan Plus	0.00	0.00	0.00	0.00	0.00
Klan TV	0.00	0.00	0.00	0.00	0.00
MCN	1.60	12.82	0.00	0.00	17.34
News 24	0.00	0.00	0.00	0.00	47.51
Ora News	0.00	0.00	0.00	0.00	0.00
Panorama TV	0.00	0.00	0.00	0.00	147.77
Radio Klan	0.00	0.00	0.00	0.00	0.00
Radio Tirana	10.82	0.00	0.00	0.00	13.82
Report TV	3.53	0.00	0.00	0.00	1.84
RTSH 1	11.18	0.00	0.00	0.00	31.10
RTSH 2	0.00	0.00	0.00	0.00	0.00

RTSH 24	26.19	0.00	0.00	0.00	35.19
Rtv Ora	0.00	0.00	0.00	0.00	0.00
Scan	1.58	0.00	0.00	0.00	0.00
Shijak TV	0.00	0.00	0.00	0.00	0.00
Syri TV	0.00	0.00	0.00	0.00	0.00
Top Albania Radio	1.52	0.00	0.00	0.00	5.64
Top Channel	0.90	0.00	0.00	0.00	38.49
Top News	10.70	0.00	0.00	0.00	18.66
Vizion Plus	0.00	0.00	0.00	0.00	2.80
NTV Shëndeti	0.00	0.00	0.00	0.00	0.00
Tv Kukësi	0.00	0.00	0.00	0.00	8.00
Total	81.62	12.82	0.00	0.00	579.71

ANNEX II:
AIRTIME ALLOCATED TO POLITICAL SUBJECTS DURING NEWS BULLETINS
ON THE TV STATIONS MONITORED BY THE AMA ON A PART-TIME BASIS,
EXPRESSED IN MINUTES, APRIL 11-MAY 09, 2025

	Alliance for a Great Albania	Socialist Party	Partia Koalicioni Euroatlantik	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Djathtas Për Zhvillim	Partia "Mundësia"
6+1 Vlorë	308.38	611.20	0.00	63.66	0.00	0.00
RTV Kukës	21.62	28.94	0.00	0.00	0.00	0.00
Rozafa tv	19.76	18.83	0.00	0.00	0.00	0.00
Sot 7	40.09	49.76	2.20	6.90	0.00	0.00
RTSH Gjirokastra	150.77	154.85	0.00	0.00	0.00	0.00
Blu TV	374.52	419.50	0.00	53.67	0.00	0.00
Zjarr TV	160.33	66.21	0.00	0.00	0.00	0.00
Tv 1 Channel	104.25	169.98	0.00	0.00	0.00	0.00
TV Drita	160.09	214.57	0.00	0.00	0.00	0.00
Rtv Shkodra	85.80	80.88	0.00	0.00	0.00	0.00
Bulqiza TV	33.58	32.16	0.00	0.00	0.00	0.00
Tv Mati	19.52	55.42	0.00	0.00	0.00	0.00

Tv Kopliku	74.42	140.02	0.00	0.00	0.00	4.83
RTSH Korca	42.95	32.44	0.00	0.00	0.00	0.00
Berat	0.00	0.00	0.00	0.00	0.00	0.00
Star Plus	514.42	548.90	35.20	0.00	0.00	0.00
Adrianet	27.04	0.00	0.00	0.00	0.00	0.00
Tv 4 +	46.66	82.13	0.00	0.00	0.00	0.00
Total	2,184.20	2,705.79	37.40	124.23	0.00	4.83

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Aleanca Kombetare Shqiptare	Aleanca Demokratike e Re	Partia Social Demokrate
6+1 Vlora	0.00	0.00	0.00	0.00	0.00
RTV Kukes	0.00	0.00	0.00	0.00	0.00
Rozafa tv	0.00	0.00	0.00	0.00	0.00
Sot 7	0.00	0.00	0.00	0.00	0.00
RTSH Gjirokastra	0.00	0.00	0.00	0.00	0.00
Blu TV	0.00	0.00	0.00	0.00	0.00
Zjarr TV	0.00	0.00	0.00	0.00	0.00
Tv 1 Channel	0.00	0.00	0.00	0.00	0.00
TV Drita	0.00	0.00	0.00	0.00	0.00
Rtv Shkodra	0.00	0.00	0.00	0.00	27.36
Bulqiza TV	0.00	0.00	0.00	0.00	0.00

Tv Mati	0.00	0.00	0.00	0.00	0.00
Tv Kopliku	0.00	0.00	0.00	0.00	35.41
RTSH Korca	0.00	0.00	0.00	0.00	0.00
Berat	0.00	0.00	0.00	0.00	0.00
Star Plus	23.34	0.00	0.00	0.00	50.51
Adrianet	0.00	0.00	0.00	0.00	0.00
Tv 4 +	0.00	0.00	0.00	0.00	0.00
Total	23.34	0.00	0.00	0.00	113.28

ANNEX III:
AIRTIME ALLOCATED TO POLITICAL SUBJECTS DURING LIVE BROADCASTS
ON THE TV STATIONS MONITORED BY THE AMA ON A FULL-TIME BASIS,
EXPRESSED IN MINUTES, 11 APRIL–9 MAY 2025

	Alliance for a Great Albania	Partia Koalicioni Euroatlantik	Socialist Party	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Djathtas Për Zhvillim	Partia "Mundësia"
A2CNN	603.00	6.00	793.00	0.00	11.00	0.00
ABC News	324.00	0.00	910.00	0.00	6.00	0.00
CNA	2,821.00	12.00	3,171.00	0.00	0.00	115.00
Euronews	969.51	8.00	928.24	12.00	0.00	83.70
Fax News	1,922.00	266.00	2720.00	0.00	0.00	0.00
Kanali 7	1,597.00	0.00	1,779.00	0.00	0.00	46.00
Klan News	2,778.55	0.00	3,782.08	0.00	0.00	25.00
MCN	79.00	0.00	46.00	16.00	0.00	0.00
News 24	1,728.50	0.00	2,010.50	301.00	0.00	191.00
Ora News	1,961.00	196.00	2,571.00	82.00	6.00	45.00
Report TV	1,959.00	161.00	1,970.00	55.00	18.00	40.00
RTSH 24	3,058.00	262.00	4,867.00	0.00	0.00	0.00

Rtv Ora	0.00	0.00	53.00	0.00	0.00	0.00
Scan	705.00	0.00	1,172.00	0.00	0.00	16.00
Shijak TV	3,159.00	0.00	0.00	0.00	0.00	0.00
Syri TV	5,129.00	0.00	735.00	0.00	0.00	0.00
Top News	1,156.00	5.00	1,437.00	15.00	0.00	0.00
NTV Shëndeti	52.00	0.00		0.00	0.00	0.00
Star channel	57.44	0.00	30.83	0.00	0.00	0.00
Total	30,059.00	916.00	28,975.65	481.00	41.00	561.70

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Partia Aleanca Kombëtare Shqiptare	Aleanca Demokratike e Re	Partia Social Demokrate
A2CNN	0.00	0.00	0.00	0.00	0.00
ABC News	0.00	0.00	0.00	0.00	0.00
CNA	0.00	0.00	0.00	0.00	14.00
Euronews	0.00	0.00	0.00	0.00	0.00
Fax News	0.00	0.00	0.00	0.00	0.00
Kanali 7	0.00	0.00	0.00	0.00	0.00
Klan News	0.00	0.00	0.00	0.00	0.00
MCN	0.00	0.00	0.00	0.00	0.00

News 24	0.00	0.00	0.00	0.00	10.00
Ora News	0.00	0.00	0.00	0.00	0.00
Report TV	0.00	0.00	0.00	0.00	12.00
RTSH 24	0.00	0.00	0.00	0.00	0.00
Rtv Ora	0.00	0.00	0.00	0.00	0.00
Scan	0.00	0.00	0.00	0.00	0.00
Shijak TV	0.00	0.00	0.00	0.00	0.00
Syri TV	0.00	0.00	0.00	0.00	0.00
Top News	0.00	0.00	0.00	0.00	6.00
NTV Shëndeti	0.00	0.00	0.00	0.00	0.00
Star channel	0.00	0.00	0.00	0.00	0.00
Total	0.00	0.00	0.00	0.00	42.00

ANNEX IV:
AIRTIME ALLOCATED TO POLITICAL SUBJECTS DURING LIVE BROADCASTS
ON THE TV STATIONS MONITORED BY THE AMA ON A PART-TIME BASIS,
EXPRESSED IN MINUTES, 11 APRIL–9 MAY 2025

	Alliance for a Great Albania	Partia Koalicioni Euroatlantik	Socialist Party	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Djathtas Për Zhvillim	Partia "Mundësia"
RTV Kukes	0.00	0.00	107.00	0.00	0.00	0.00
RTSH Gjirokastra	81.00	0.00	82.00	0.00	0.00	0.00
Bulevard TV	36.00	0.00	60.00	29.00	0.00	0.00
Tv Kopliku	0.00	0.00	0.00	0.00	0.00	0.00
Star Plus	207.00	0.00	348.00	0.00	0.00	0.00
Total	324.00	0.00	597.00	29.00	0.00	0.00

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Partia Aleanca Kombëtare Shqiptare	Aleanca Demokratike e Re	Partia Social Demokrate
RTV Kukes	0.00	0.00	0.00	0.00	0.00
RTSH Gjirokastra	0.00	0.00	0.00	0.00	0.00
Bulevard TV	0.00	0.00	0.00	0.00	0.00
Tv Kopliku	0.00	0.00	0.00	0.00	15.00
Star Plus	0.00	0.00	0.00	0.00	13.00
Total	0.00	0.00	0.00	0.00	28.00

ANNEX V:
**AIRTIME ALLOCATED TO POLITICAL SUBJECTS DURING TV PROGRAMMES
 AND TALK SHOWS ON THE TV STATIONS MONITORED BY THE AMA ON A
 FULL-TIME BASIS, EXPRESSED IN MINUTES, 11 APRIL–9 MAY 2025**

	Alliance for a Great Albania	Socialist Party	Partia Koalicioni Euroatlantik	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Djathtas Për Zhvillim	Partia "Mundësia"
A2CNN	1,707.40	1,628.50	188.95	324.60	507.10	0.00
ABC News	417.00	299.00	54.00	110.00	191.00	0.00
CNA	404.00	220.00	0.00	0.00	0.00	35.00
Euronews	390.75	651.55	141.56	167.15	75.00	218.28
Fax News	150.00	111.00	9.00	0.00	0.00	0.00
Kanali 7	144.00	62.60	0.00	0.00	0.00	0.00
Klan News	97.00	6.00	0.00	0.00	33.00	0.00
Klan Plus	512.00	366.00	18.40	79.00	32.00	98.00
Klan TV	449.00	374.00	18.40	79.00	33.00	98.00
MCN	908.30	366.00	383.50	268.10	78.00	132.00
News 24	1,285.00	793.00	79.00	23.00	80.00	230.00
Ora News	486.00	284.00	155.00	196.00	21.00	97.00
Panorama	237.00	28.00	0.00	0.00	13.00	108.00

Report TV	606.00	603.00	145.00	49.00	177.00	3.00
RTSH 1	597.00	611.00	59.00	35.00	129.00	43.00
RTSH 2	196.00	179.00	72.00	99.00	23.00	0.00
RTSH 24	2,242.00	539.00	219.00	0.00	44.00	0.00
Rtv Ora	68.00	23.00	0.00	0.00	0.00	9.00
Scan	1,505.13	1,182.33	89.33	120.33	75.00	121.33
Shijak TV	8,328.00	0.00	328.00	5.00	500.00	0.00
Syri TV	3,711.00	121.00	0.00	0.00	0.00	0.00
Top Channel	595.00	525.80	0.50	55.50	69.00	15.00
Top News	645.00	451.00	194.00	133.00	217.50	10.00
Vizion Plus	156.00	112.50	38.00	0.00	0.00	0.00
NTV Shëndeti	2,138.00	1,639.00	496.00	371.00	420.00	0.00
Rtv Shkodra	0.00	0.00	71.00	0.00	0.00	0.00
Total	27,974.58	11,176.28	2,759.64	2,114.68	2,717.60	1,217.61

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Partia Aleanca Demokracia e re	Partia Aleanca Kombëtare Shqiptare	Partia Social Demokrate
A2CNN	18.75	16.00	26.50	38.25	136.75
ABC News	31.00	0.00	0.00	0.00	0.00
CNA	0.00	0.00	0.00	0.00	18.00
Euronews	134.85	0.00	0.00	0.00	26.00
Fax News	0.00	0.00	0.00	0.00	0.00
Kanali 7	0.00	0.00	0.00	0.00	0.00
Klan News	0.00	0.00	0.00	0.00	0.00
Klan Plus	0.00	0.00	0.00	0.00	0.00
Klan TV	0.00	0.00	0.00	0.00	0.00
MCN	124.05	0.00	18.00	0.00	16.00
News 24	0.00	0.00	0.00	0.00	20.00
Ora News	45.00	0.00	0.00	0.00	51.00
Panorama	0.00	0.00	0.00	0.00	0.00
Report TV	76.00	0.00	0.00	35.00	2.00
RTSH 1	26.00	25.00	9.00	25.00	107.00
RTSH 2	0.00	0.00	0.00	0.00	22.00
RTSH 24	0.00	0.00	0.00	0.00	22.00
Rtv Ora	0.00	0.00	0.00	0.00	0.00
Scan	105.33	0.00	50.00	0.00	89.00

Shijak TV	0.00	0.00	0.00	0.00	257.00
Syri TV	0.00	0.00	0.00	0.00	0.00
Top Channel	30.50	0.00	0.00	14.00	32.00
Top News	74.00	0.00	0.00	74.00	82.00
Vizion Plus	0.00	0.00	0.00	0.00	30.00
NTV Shëndeti	28.00	0.00	0.00	0.00	0.00
Rtv Shkodra	0.00	0.00	0.00	0.00	0.00
Total	693.48	41.00	103.50	186.25	910.75

ANNEX VI:
**AIRTIME ALLOCATED TO POLITICAL SUBJECTS DURING TV PROGRAMMES
 AND TALK SHOWS ON THE TV STATIONS MONITORED BY THE AMA ON A
 PART-TIME BASIS, EXPRESSED IN MINUTES, 11 APRIL–9 MAY 2025**

	Alliance for a Great Albania	Socialist Party	Partia Koalicioni Euroatlantik	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Djathtas Për Zhvillim	Partia "Mundësia"
Apollon TV	44.00	0.00	0.00	0.00	0.00	0.00
6+1 Vlora	373.00	374.00	0.00	55.00	0.00	0.00
Sot 7	0.00	0.00	0.00	52.00	0.00	0.00
Blu TV	0.00	290.00	52.00	0.00	0.00	0.00
Bulevard TV	275.00	0.00	88.00	68.00	0.00	0.00
Tv 1 Channel	0.00	0.00	0.00	68.00	0.00	0.00
Rtv Shkodra	0.00	0.00	71.00	0.00	0.00	0.00
RTSH Korca	115.00	123.00	0.00	0.00	0.00	18.00
Star Plus	152.00	278.00	0.00	0.00	0.00	0.00
Star Channel	37.00	0.00	0.00	0.00	0.00	0.00
Total	996.00	1,065.00	211.00	243.00	0.00	18.00

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Partia Aleanca Demokracia e re	Partia Aleanca Kombëtare Shqiptare	Partia Social Demokrate
Apollon TV	0.00	0.00	0.00	0.00	0.00
6+1 Vlora	0.00	0.00	0.00	0.00	0.00
Sot 7	0.00	0.00	0.00	0.00	0.00
Blu TV	0.00	0.00	0.00	0.00	0.00
Bulevard TV	0.00	0.00	0.00	0.00	0.00
Tv 1 Channel	0.00	0.00	0.00	0.00	0.00
Rtv Shkodra	0.00	0.00	0.00	0.00	0.00
RTSH Korca	0.00	20.00	0.00	20.00	39.00
Star Plus	0.00	0.00	0.00	0.00	0.00
Star Channel	0.00	0.00	0.00	0.00	0.00
Total	0.00	20.00	0.00	20.00	39.00

ANNEX VII:
AIRTIME ALLOCATED TO POLITICAL ADVERTISEMENTS ON THE TV STATIONS
MONITORED BY THE AMA ON A FULL-TIME BASIS, EXPRESSED IN MINUTES,
11 APRIL–9 MAY 2025

	Alliance for a Great Albania	Partia Koalicioni Euroatlantik	Socialist Party	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Djathtas Për Zhvillim	Partia "Mundësia"
A2CNN	75.38	0.00	69.52	0.00	0.00	0.00
ABC News	0.00	0.00	48.33	0.00	0.00	0.00
CNA	81.88	0.00	0.00	0.00	0.00	0.00
Euronews	89.02	0.00	89.45	0.00	0.00	0.00
Fax News	84.57	2.00	76.26	0.00	0.00	0.00
Kanali 7	0.00	0.00	0.00	0.00	0.00	0.00
Klan News	0.00	0.00	0.00	0.00	0.00	0.00
Klan Plus	0.48	0.00	1.15	0.00	0.00	0.00
Klan TV	102.03	0.00	93.54	0.00	0.00	0.00
MCN	36.76	0.00	24.04	0.00	0.00	0.00
News 24	107.2	0.00	0.00	0.00	0.00	0.00
Ora News	81.29	0.00	0.00	0.00	0.00	0.00

Panorama TV	0.00	0.00	0.00	0.00	0.00	0.00
Radio Klan	0.00	0.00	0.00	0.00	0.00	0.00
Report TV	71.85	0.00	87.55	0.00	0.00	0.00
RTSH 1	0.00	0.00	4.78	0.00	0.00	0.00
Rtv Ora	0.00	0.00	0.00	0.00	0.00	0.00
Scan	0.00	0.00	54.03	0.00	0.00	0.00
Syri TV	191.37	0.00	0.00	0.00	0.00	0.00
Top Albania Radio	2.41	0.00	0.00	0.00	0.00	0.00
Top Channel	77.08	0.00	72.82	0.00	0.00	0.00
Top News	4.50	0.00	132.50	0.00	0.00	0.00
Vizion Plus	73.39	0.00	78.53	0.00	0.00	0.00
Total	1,079.21	2.00	832.5	0.00	0.00	0.00

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Aleanca Kombetare Shqiptare	Aleanca Demokratike e Re	Partia Social Demokrate	Reklamë e paidentifikuar
A2CNN	0.00	0.00	0.00	0.00	0.00	5.40
ABC News	0.00	0.00	0.00	0.00	0.00	0.00
CNA	0.00	0.00	0.00	0.00	0.00	4.50
Euronews	0.00	0.00	0.00	0.00	0.00	2.70

Fax News	0.00	0.00	0.00	0.00	0.00	6.30
Kanali 7	0.00	0.00	0.00	0.00	0.00	0.00
Klan News	0.00	0.00	0.00	0.00	0.00	0.00
Klan Plus	0.00	0.00	0.00	0.00	0.00	0.00
Klan TV	0.00	0.00	0.00	0.00	0.00	4.50
MCN	0.00	0.00	0.00	0.00	0.00	0.00
News 24	0.00	0.00	0.00	0.00	0.00	9.00
Ora News	0.00	0.00	0.00	0.00	0.00	5.40
Panorama TV	0.00	0.00	0.00	0.00	0.00	0.00
Radio Klan	0.00	0.00	0.00	0.00	0.00	0.00
Report TV	0.00	0.00	0.00	0.00	0.00	4.85
RTSH 1	0.00	0.00	0.00	0.00	0.00	0.00
Rtv Ora	0.00	0.00	0.00	0.00	0.00	0.00
Scan	0.00	0.00	0.00	0.00	0.00	0.00
Syri TV	0.00	0.00	0.00	0.00	0.00	7.30
Top Albania Radio	0.00	0.00	0.00	0.00	0.00	0.00
Top Channel	0.00	0.00	0.00	0.00	0.00	0.00
Top News	0.00	0.00	0.00	0.00	1.60	0.00
Vizion Plus	0.00	0.00	0.00	0.00	0.00	4.67
Total	0.00	0.00	0.00	0.00	1.60	54.62

ANNEX VIII:
AIRTIME ALLOCATED TO POLITICAL ADVERTISEMENTS ON THE TV STATIONS
MONITORED BY THE AMA ON A PART-TIME BASIS, EXPRESSED IN MINUTES,
11 APRIL–9 MAY 2025

	Alliance for a Great Albania	Partia Koalicioni Euroatlantik	Socialist Party	Koalicioni Nisma Shqipëria Bëhet	Koalicioni Dhathtas Për Zhvillim	Partia "Mundësia"
6+1 Vlora	4.08	0.00	0.00	0.00	0.00	0.00
Apollon	8.67	0.00	0.00	0.00	0.00	0.00
RTV Gjirokastra	0.00	0.00	0.00	0.00	0.00	0.00
Bulevard TV	53.08	0.00	0.00	0.00	5.49	0.00
Zjarr TV	1.00	0.00	0.00	0.00	0.00	0.00
Tv 1 Channel	0.00	0.00	64.83	0.00	0.00	0.00
Bulqiza TV	0.00	12.75	0.00	0.00	0.00	0.00
Tv Kopliku	0.00	0.00	54.00	0.00	0.00	0.00
Star Plus	26.46	0.00	184.95	0.00	0.00	0.00
Adrianet	85.67	0.00	0.00	0.00	0.00	0.00
Total	178.96	12.75	303.78	0.00	5.49	0.00

	Partia Lëvizja Bashkë	Partia Lëvizja Atdheu	Partia Aleanca Kombëtare Shqiptare	Aleanca Demokratike e Re	Partia Social Demokrate
6+1 Vlora	0.00	0.00	5.25	0.00	0.00
Apollon	0.00	0.00	0.00	0.00	0.00
RTV Gjirokastra	0.00	0.00	0.00	0.00	0.00
Bulevard TV	0.00	0.00	0.00	0.00	0.00
Zjarr TV	0.00	0.00	0.00	0.00	0.00
Tv 1 Channel	0.00	0.00	0.00	0.00	0.00
Bulqiza TV	0.00	0.00	0.00	0.00	0.00
Tv Kopliku	0.00	0.00	0.00	0.00	0.00
Star Plus	0.00	0.00	0.00	0.00	0.00
Adrianet	0.00	0.00	0.00	0.00	0.00
Total	0.00	0.00	5.25	0.00	0.00

AUDIOVISUAL MEDIA MONITORING

Albania's Parliamentary
Elections 2025

Period: **11 April–10 May 2025**

