



ODIHR Election Observation Mission Albania, Parliamentary Elections, 11 May 2025

Media Monitoring Results

From 08 April to 09 May 2025, the ODIHR Election Observation Mission (EOM) monitored a sample of Albanian broadcast and Internet-based media outlets. The monitoring involved quantitative and qualitative analysis, focusing on prime time broadcasts (18:00 – 24:00) on the public television (TV) *TVSH*, and the commercial TV stations *A2CNN*, *Top Channel* and *TV Klan*. In addition, the ODIHR EOM monitored the publications on the Internet based media outlets panorama.com.al, lapsi.al and reporter.al.

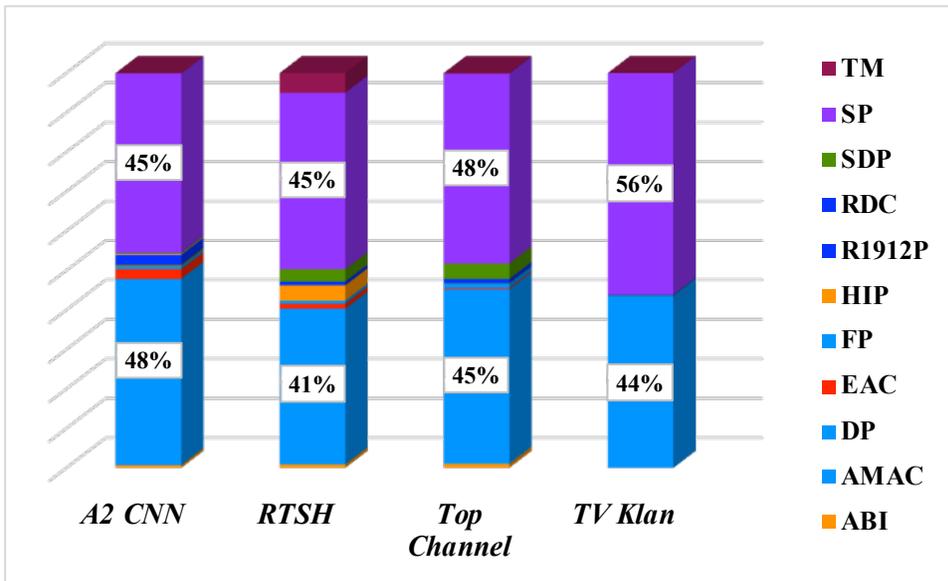
The quantitative monitoring measured the amount of time and space allocated by each media outlet to political actors affiliated with political parties. The qualitative monitoring assessed the tone of the coverage in which these subjects were portrayed – positive, neutral or negative.

The following charts display the coverage of electoral contestants by media outlet. Only subjects that received more than 1.0 per cent of coverage are indicated.

TV Stations

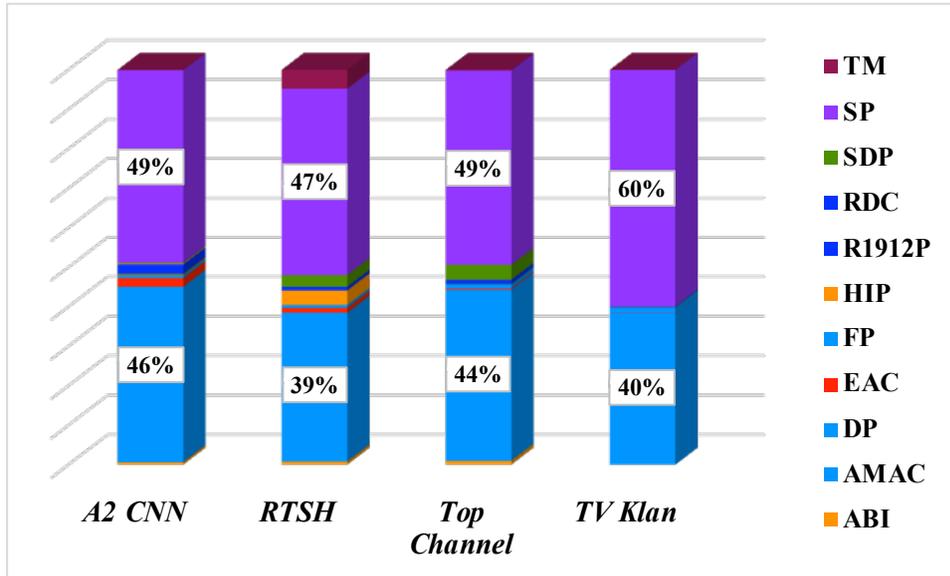
- The first bar chart displays the share of all electoral contestants in prime-time newscasts on monitored TV stations. The electoral contestants with more than 1.0 per cent of total coverage are indicated. The coverage of political actors in their institutional capacity is excluded.

Campaign Coverage in Prime Time News
 08 April – 09 May 2025



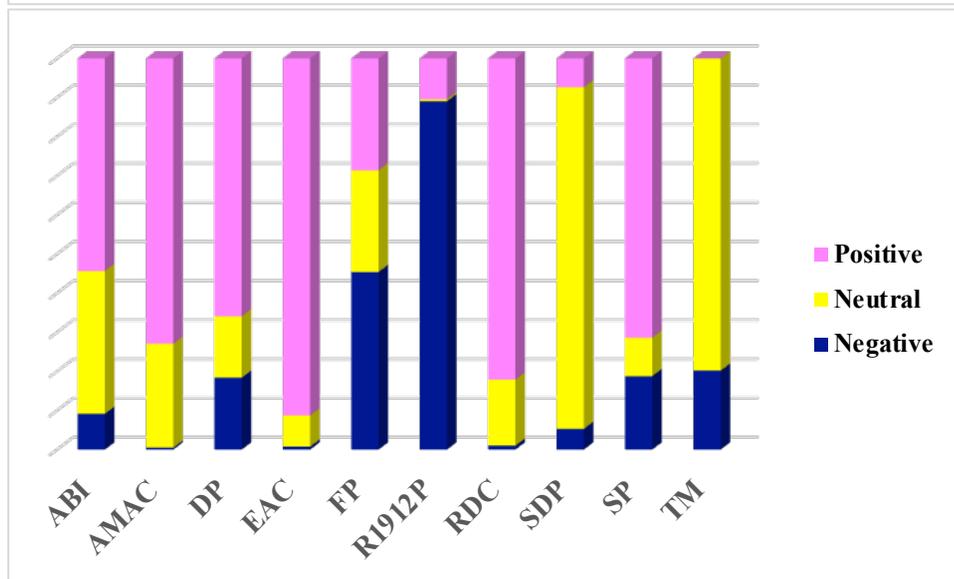
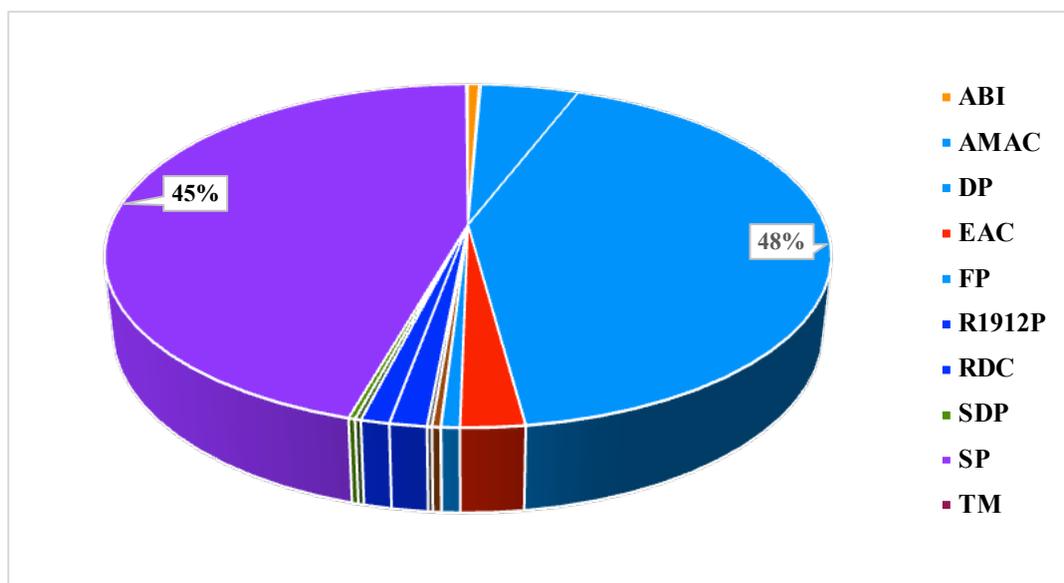
- The second bar chart displays the share of all electoral contestants in prime-time newscasts on monitored TV stations. The electoral contestants with more than 1.0 per cent of total coverage are indicated. The coverage of political actors in their institutional capacity is included.

Campaign and Institutional Coverage in Prime Time News
 08 April – 09 May 2025

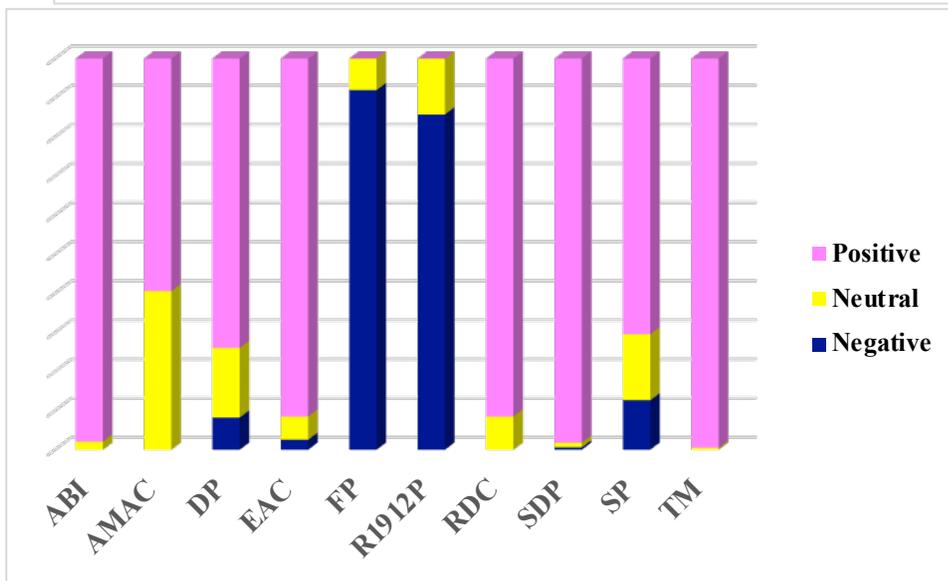
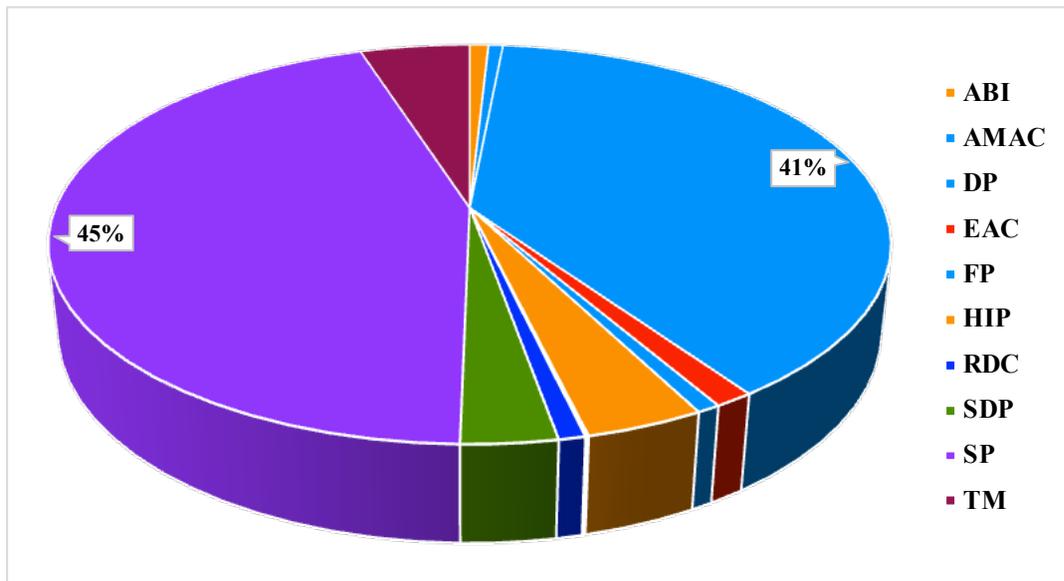


- The following pie charts display the amount of coverage allocated to all electoral contestants in prime-time newscasts by the monitored TV stations. The electoral contestants with more than 1.0 per cent coverage are indicated. The coverage of political actors in their institutional capacity is excluded.
- The following bar charts display the share of coverage in a positive, neutral and negative tone in prime time newscasts by the monitored TV station.

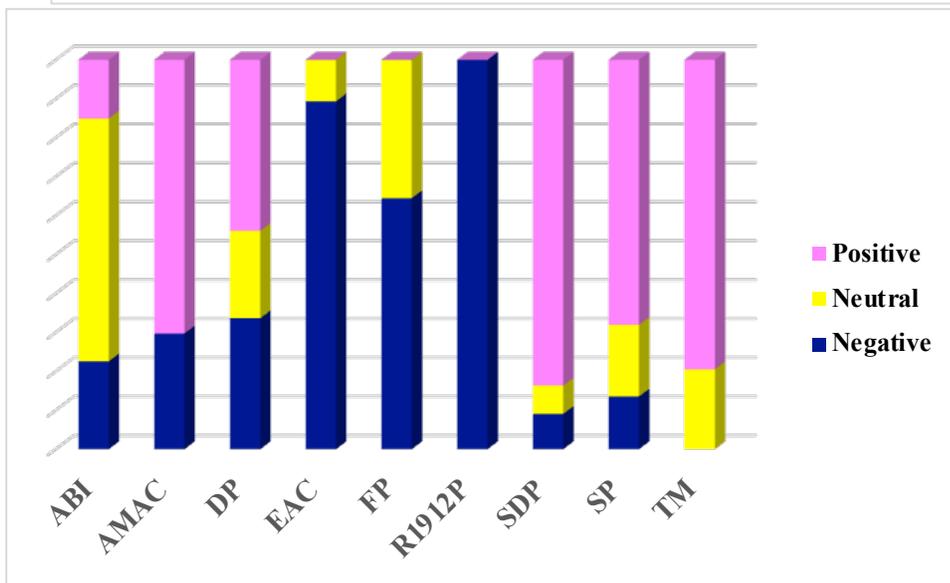
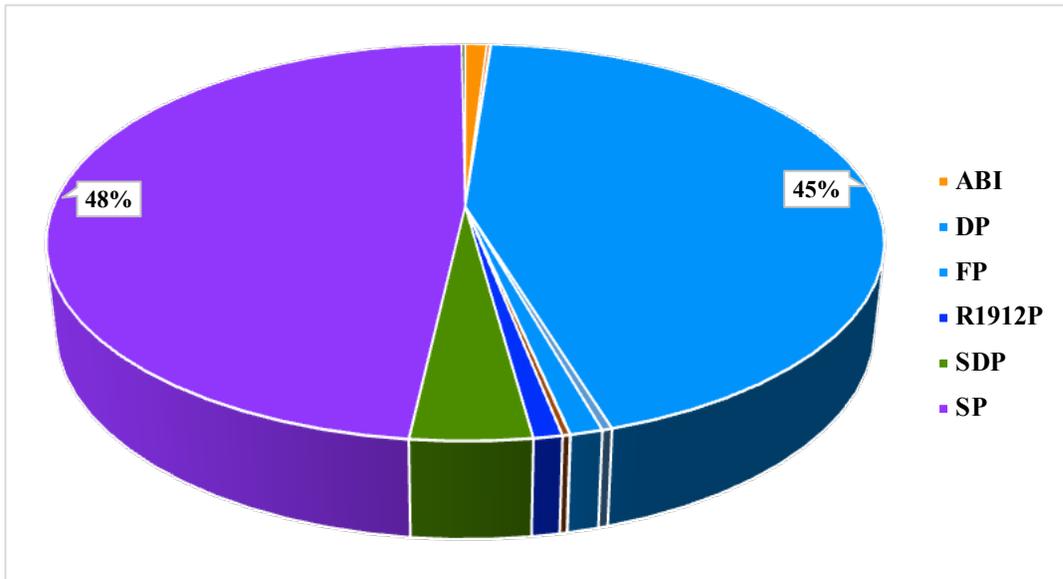
A2CNN



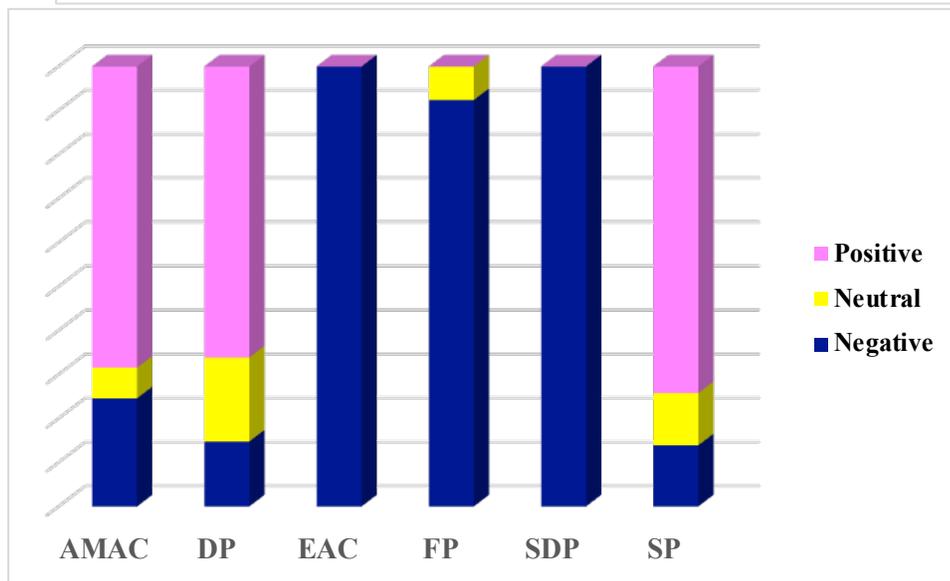
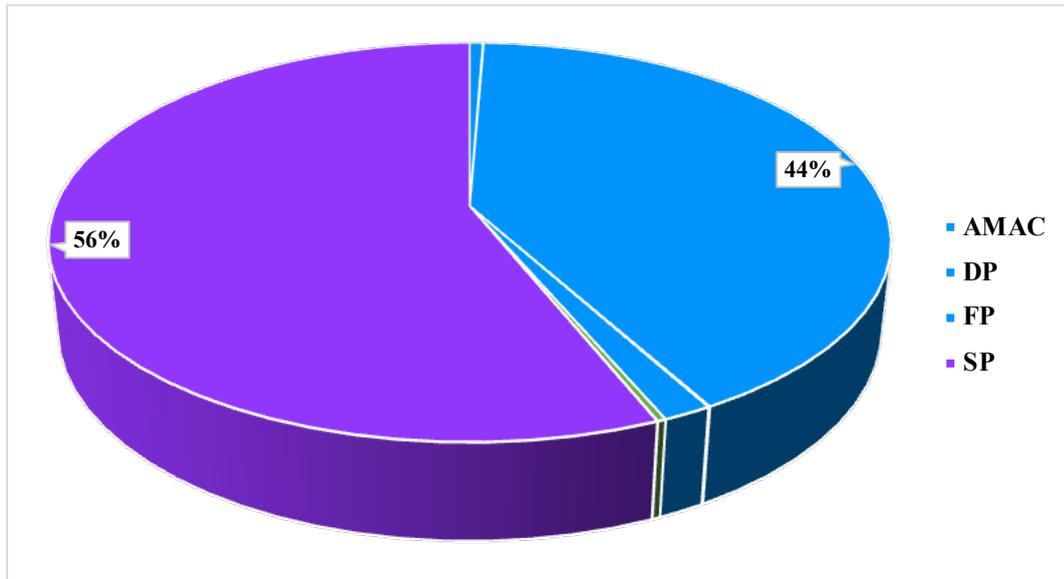
RTSH



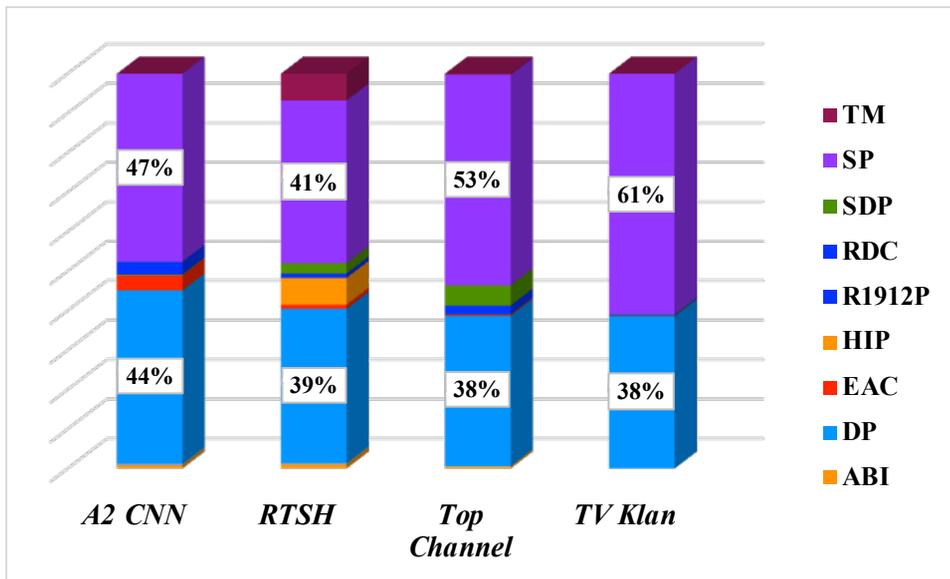
Top Channel



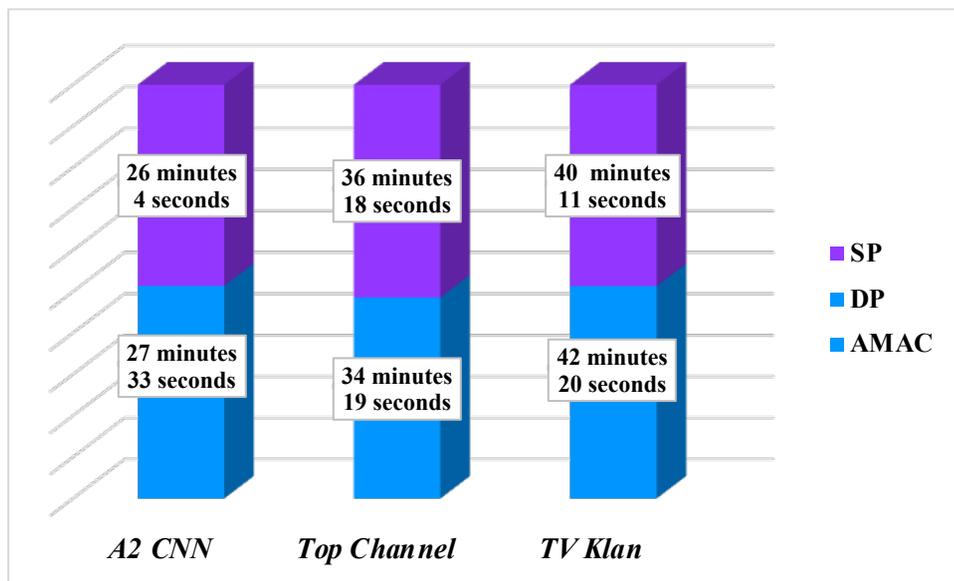
TV Klan



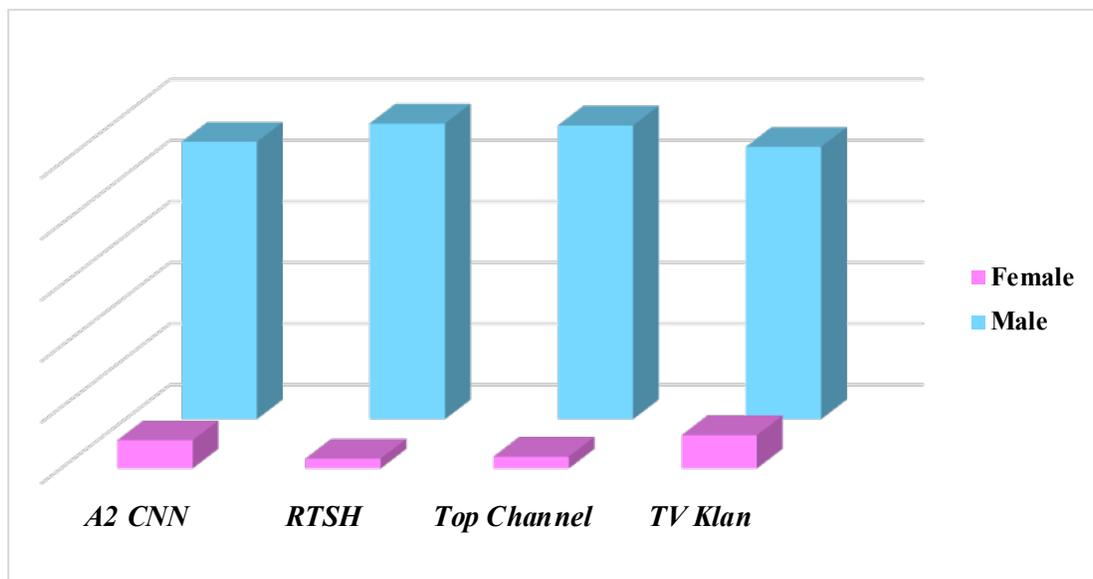
- The following bar chart displays the share of directly allocated time (interview time) among electoral contestants in prime-time newscasts on monitored TV stations. The electoral contestants with more than 1.0 per cent of total coverage are indicated. The coverage of political actors in their institutional capacity is excluded.



- The following bar chart displays the share of paid airtime by contesting political parties on all monitored TV stations.

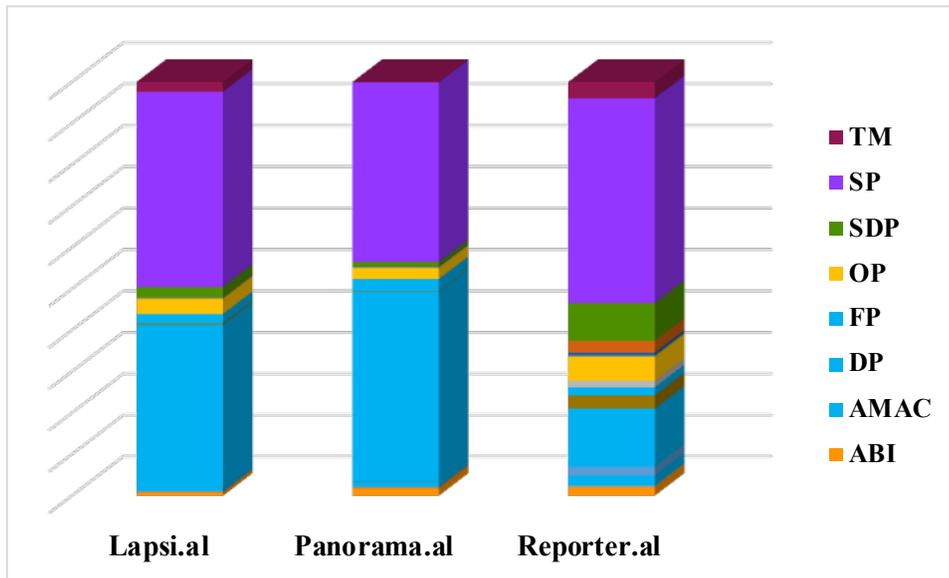


- The following bar chart displays the share of female/male political actors in prime time newscasts on all monitored TV stations. The coverage of political actors in their institutional capacity is excluded.



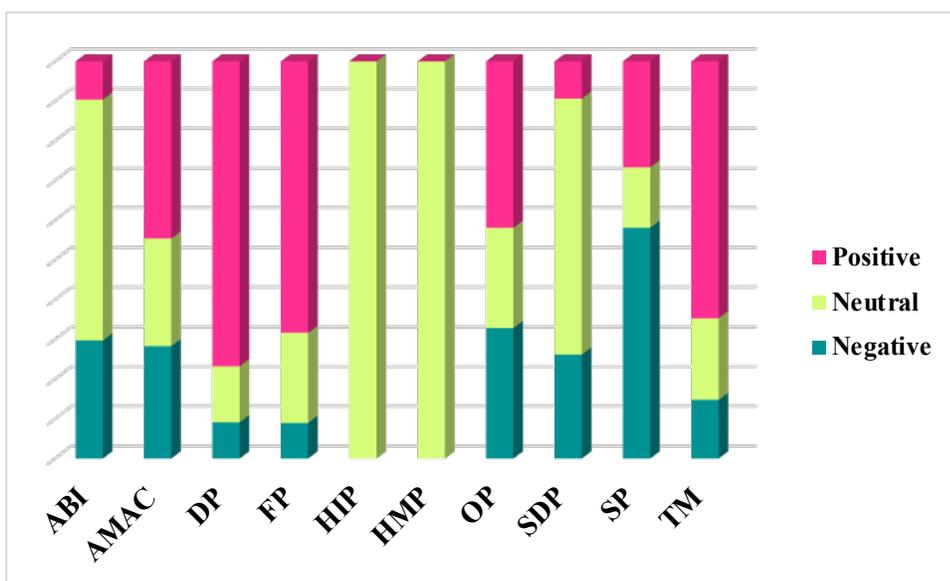
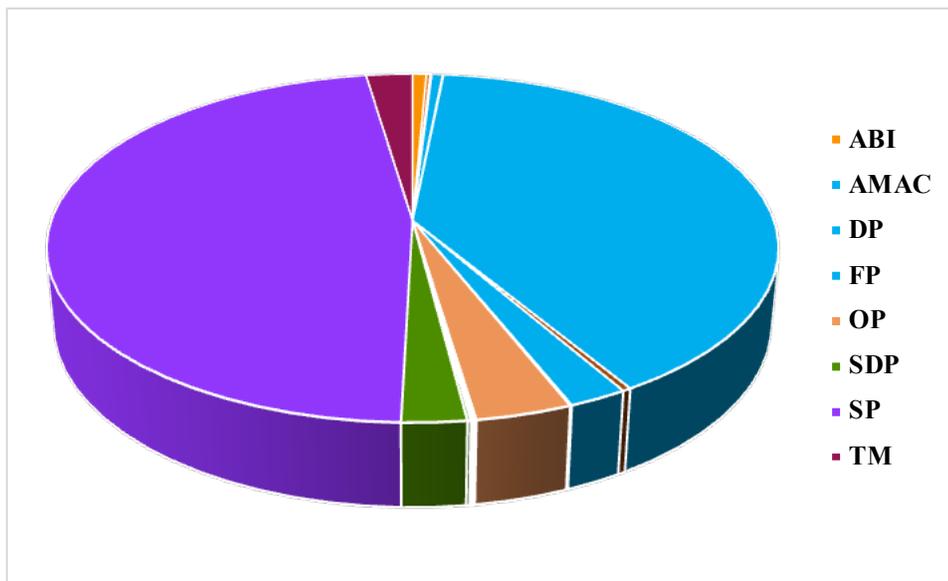
Internet-Based Media Outlets

- The first bar chart displays the share of all electoral contestants in publications on all monitored Internet-based media outlets. The electoral contestants with more than 1.0 per cent of total coverage are indicated. The coverage of political actors in their institutional capacity is excluded.

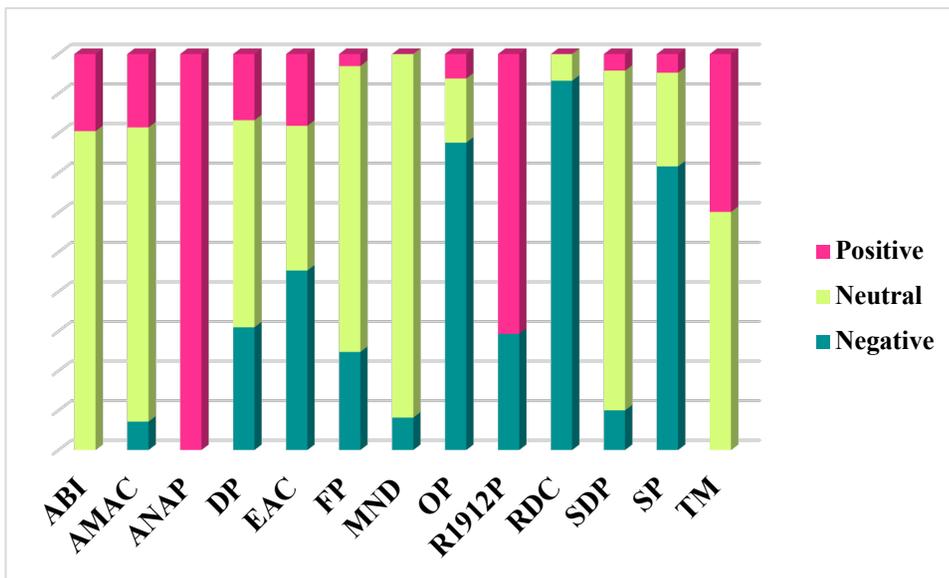
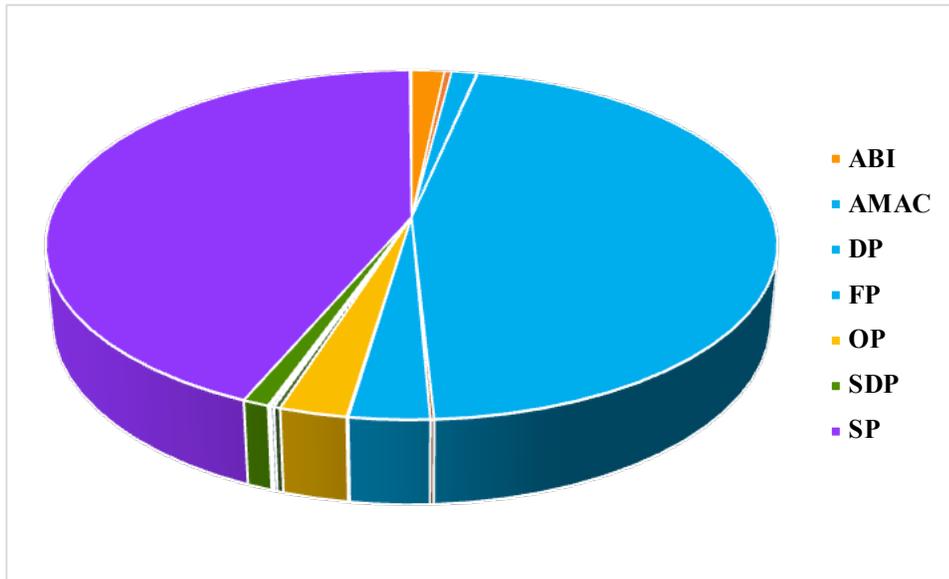


- The following pie charts display the amount of coverage allocated to all electoral contestants by monitored Internet-based media outlet. The electoral contestants with more than 1.0 per cent coverage are indicated. The coverage of political actors in their institutional capacity is excluded.
- The following bar charts display the share of coverage in a positive, neutral and negative tone by monitored Internet-based media outlet.

Lapsi.al



Panorama.al



Reporter.al

