



RADIO TELEVISION OF KOSOVA

For the Board of Directors

ANNUAL REPORT 2004

Prishtina, 2005

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FORWORD BY THE RTK BOARD CHAIRPERSON

Honorable,

The following 2004 annual report, describes RTK's financial situation, including the international auditor's report, program schedule, progress to date in the implementation of the new editorial policies and RTK's mandate.

Since the beginning of RTK in 1999, 2004 has been the most challenging year of all. Three major unsolved issues continue to threaten the sustainability of RTK, the only public media in Kosova; (1) security of financial support, (2) uncertainty regarding the use of and ownership of the buildings, and (3) the legal status of public media according to the new law in process. Despite these unsolved issues, RTK has accomplished its mandate in accordance with all current regulations-albeit with considerable difficulty.

Also despite these unresolved issues, major achievements have been made in: reforms in programming, an increase in the percentage of broadcasts in ethnic minority languages, the development of space for the dialogue between ethnic communities and the provision of professional information from the current events and political developments.

These accomplishments demonstrate that the vision for RTK as a modern public media for all Kosovar, is indeed on the right path.

We look forward to a brighter and more stable future, and to having the opportunity to engage in further development of information resources to meet the needs of all citizens of Kosova.

Vjosa Dobruna

Introductory remarks by the RTK Director General

I don't believe that our staff may complain of the year 2004 being boring. On the contrary, I believe for the entire staff of Radio-Television of Kosova this was the most intricate and challenging year since the foundation of this important institution.

The most program project of the year was undoubtedly the coverage of general elections in Kosova. Despite delicate circumstances in the Kosovar society, lack of significant financial support, and young staff, one may say without any hesitancy that the project Elections 2004 was realized in an excellent way. Reporting from the campaign, as well as on the elections were noted for their calm, balanced and professional approach, as well as for their objectivity, equal and comprehensive treatment. The covering of these elections was especially characterized by a meaningful advancement in a dignified program treatment of election subjects from all our ethnic communities. We feel proud to have RTK give an important contribution to the success of Elections 2004 and as a result to the process of building democratic institutions and overall democratization of Kosovar society.

The coverage of the March events was the hardest program challenge for the RTK during the 2004. The RTK Management concluded that during the coverage of March events certain professional mistakes occurred, which although unintentional were seriously analyzed by the RTK Management and staff. One should point out that these mistakes occurred, among others, also due to very complicated circumstances and in a situation of closure of information sources in the first 24 hours of the crisis. One should also mention that the largest part of these mistakes was made during live reporting. In any case, from all of this experience RTK learnt its due lessons coming out of this challenge stronger and more consolidated, as proven during the performance of its further work as public broadcaster. We stay the course of being dedicated to continued training for our staff aimed at raising the professional level and for cultivation of an impartial, independent and responsible journalism.

Two new projects in the community languages "Ulica Sezam" and "Balkan Children's Magazine" were two important and concrete steps made by RTK in fulfilling its obligations as a public broadcaster towards ethnic communities living in Kosova. Within this frame, one should also mention preparations for extending the Roma language program from 20 to 30 minutes a week. Meanwhile, from the beginning of August 2004, Television of Kosova started a daily broadcast of RTK-Radio Blue Sky news edition in the Serbian language. Furthermore, RTK made all the necessary preparations to establish a multiethnic Children's Chorus by the beginning of 2005, and launch a regular news edition dedicated to the hearing impaired people.

The EBU-RTK Contract, extended in December 2004, remains of a special importance for RTK as it makes it possible to have access to quality programs under favorable conditions, as well as legal and technical support, and extremely important trainings for further professional upbringing of RTK staff.

2004 marked the first year of full implementation of service fee collection for the public broadcasting service. Although the degree of collection was far from covering the needs for the functioning and development of RTK, it may nevertheless be said that the initial results were encouraging ones. It is precisely at this fragile stage of transition in establishing financial self-sustainability that a fall in the quality and quantity of program produced and broadcast was not only prevented but it also experienced a remarkable extension and development in all the broadcasting languages and RTK program genders.

Despite all the challenges we faced during 2004, RTK succeeded during this year too, based on independent media surveys, to maintain its leading place in the Kosovar media market, especially in confirming its position as the most credible media in the country. I believe this a sufficient reason to express to the entire RTK staff my most sincere gratitude and thanks.

Agim Zatriqi

INTRODUCTION

The year 2004 marked the fifth anniversary of Radio Television of Kosova as the only public broadcaster in the country. On this anniversary that was specially celebrated by the RTK staff in October, Radio Television of Kosova stood again on a leading position in the media space in general and that of electronic media in Kosova in particular. Radio Television of Kosova was established in 1999 based on a Memorandum on Understanding between the EBU (European Broadcasting Union) and OSCE and was licensed by UNMIK Regulation 2000/36 on the Establishment of Radio Television of Kosova as a public broadcaster. RTK composes of Television of Kosova with both terrestrial and satellite transmission and two radios – Radio Kosova and Radio Blue Sky.

2004 was an important year for Radio Television of Kosova in both the aspects of further program and development achievements although faced with great challenges, however succeeding in maintaining its prestige, credibility, watchability of Television and audibility of its radios. 2004 was a year of important developments for the Kosovar society that have challenged the building of democracy but also the Kosovar media and public broadcaster. RTK succeeded in overcoming those challenges although (like in the case of the March events) not always without difficulties and certain professional errors.

During 2004, RTK has made important steps in reaching the Kosovar audience with high watchability and audibility as a result of which was the maintenance of the leading position among the electronic media and generally in the media area in Kosova. As the only public broadcaster in Kosova, RTK continued to promote and advance aimed democratic and civic values in Kosova through strengthening identifying elements of a public broadcaster: thoroughness, openness and editorial independence. The main RTK aims for 2004 have been met such as preserving its editorial independence, keeping an impartial editorial policy, and development of quality programming with typical contents of a public broadcaster of information, educational and entertainment nature.

Radio Television of Kosova has reconfirmed during 2004 its irreplaceable role of the independent public broadcaster of Kosova and proven once again its key role in informing the Kosovar public. It has succeeded in maintaining its place as a respected public broadcaster in Kosova and the region.

TELEVISIONI

During 2004 too Television of Kosova despite great program, financial and legal challenges has greatly met its objectives and obligations of the public broadcaster of Kosova.

The coverage of the March events was far most the greatest program challenge for Television of Kosova during 2004, with the October general elections being the most important and sensitive program project.

The RTK Management has concluded that during the coverage of the March events certain professional errors occurred which, although unintentional have been analyzed with utmost concern by the Management. One should mention that these errors, among others, occurred also because of very complicated circumstances and in a situation of closing of all information sources in the first 24 hours during the events. Likewise, it should be pointed out that most of these errors occurred in live broadcasts.

In regard to the performing of electronic media in Kosova during the March events, including RTK, the TMC has published a critical report. RTK published the entire contents of the report on its web-page. However, at a later stage documents issued by the RTK Management on the coverage of the March events were also published.

In middle of December 2004, an agreement-consent was reached between the RTK and TMC with which the procedure initiated by the TMC against RTK came to a close. On this occasion

RTK took upon itself a number of obligations to be carried out during 2005. The full text of the agreement is published on the RTK web-page.

Television of Kosova, considering the need for raising its quality of work and program has undertaken several concrete steps of action:

- In cooperation with the EBU Training Department a detailed training plan has been prepared first of all for the journalists and editors staff of Television of Kosova;
- In agreement with the OSCE, EBU proposed and the Board appointed an international professional consultant for the Newsroom;
- Changes in the Newsroom were initiated including the profiling and expertise of journalists through sectors;
- Decisions were taken to strengthen the Newsroom with new journalists and additional editors, etc.

Meanwhile, the coverage of October general elections, as the most important project was assessed by the Management, Board of directors and all relevant local and international institutions of being extraordinarily professional, balanced and impartial offering all the competing subjects in the elections equal participation in the RTK election program. It should be pointed out that RTK covered the elections with the same staff capacities as in March and for the first time with only symbolic financial support. Under these circumstances too, Television of Kosova proved its dedication for a professional and independent journalism.

Two new projects in the languages of ethnic minorities: "Sesame Street" and "Balkans Children Magazine" were important and concrete steps of Television of Kosova towards fulfilling its obligations of a public broadcaster towards ethnic groups living in Kosova. In this respect one should mention preparations for extending the existing Roma program from 20 to 30 minutes a week. However, as of 9 August, Television of Kosova started to broadcast the daily news edition of Radio Blue sky in the Serbian language. Also all the preparations are underway to establish in the beginning of 2005 a children's multiethnic chorus.

Unfortunately, all the efforts by the RTK to find donations for the project of subtitling of programs in the community languages have failed so far. The project would enable a great number of foreign programs to be subtitled in the languages of ethnic communities as well. The realization of this project would increase the percentage of programming in the community languages above the legal requirements. In any case, RTK will continue to insist to have this project realized during 2005.

The EBU – RTK contract, signed initially in January 2003 and extended in December 2004, remains of particular importance to RTK, as it has enabled access to quality programs at low prices and with legal and technical support and very important trainings for further professional advancement of the RTK staff.

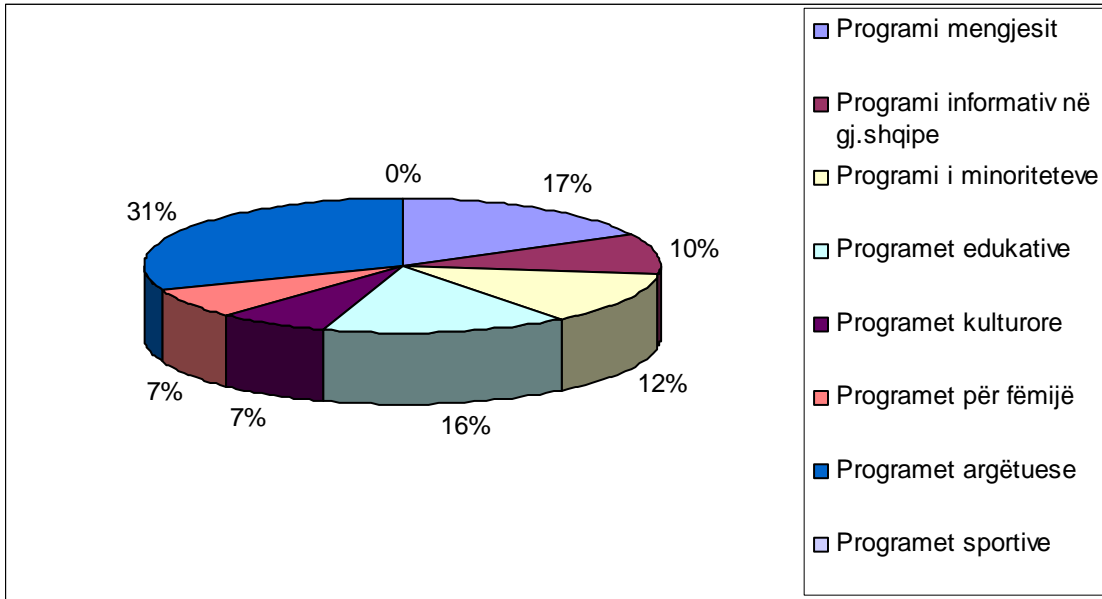
Despite numerous challenges during 2004, based on independent public opinion research, Television of Kosova succeeded in keeping its media leading position both in credibility and watchability.

The Program Structure of Television of Kosova

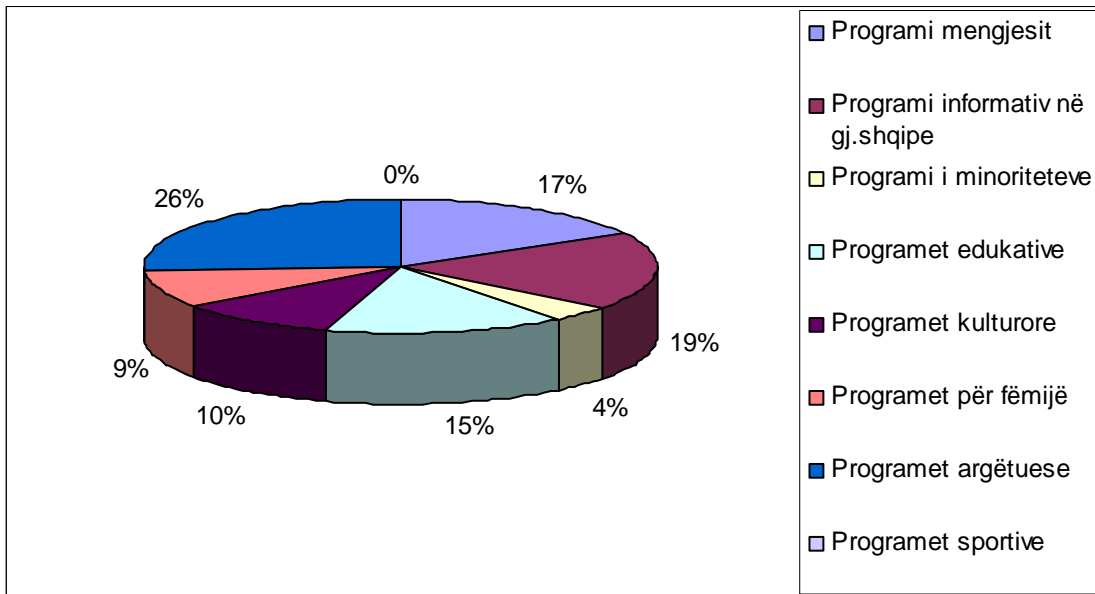
Considering the mission of a public broadcaster, Television of Kosova has made efforts to present in its program scheme contents appealing to all age-groups, genres, social groups, and ethnic communities.

Following one may see a graphic appearance of programs of Television of Kosova.

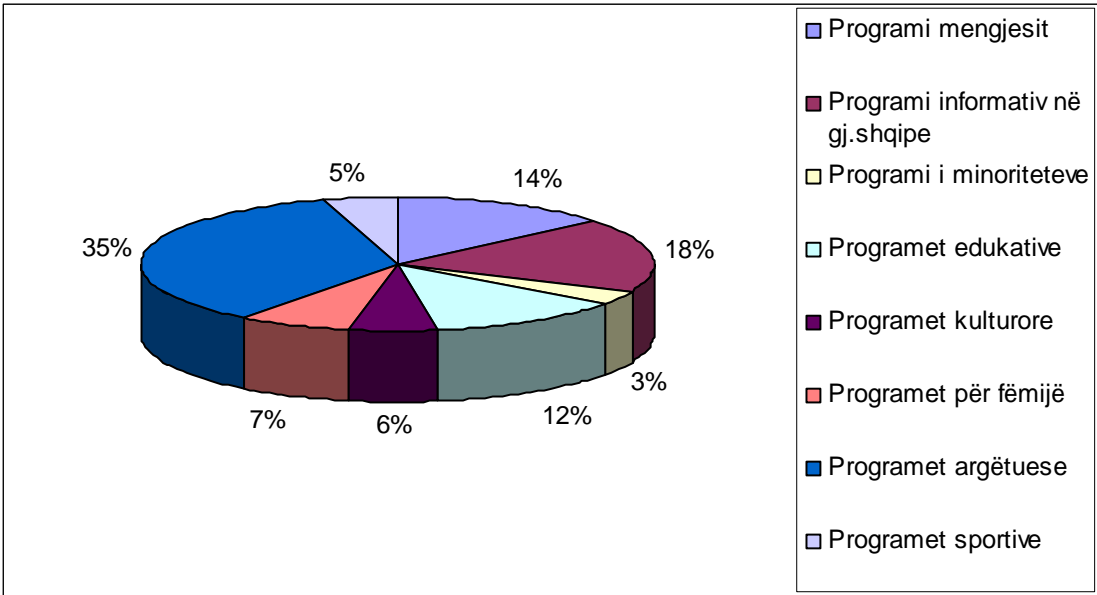
MONDAY



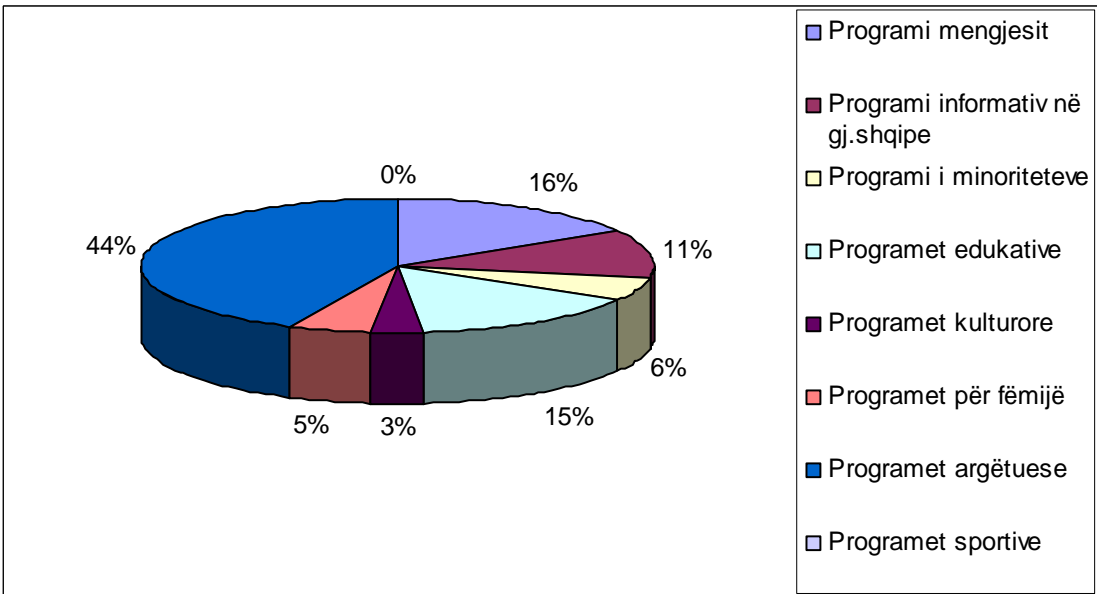
TUESDAY



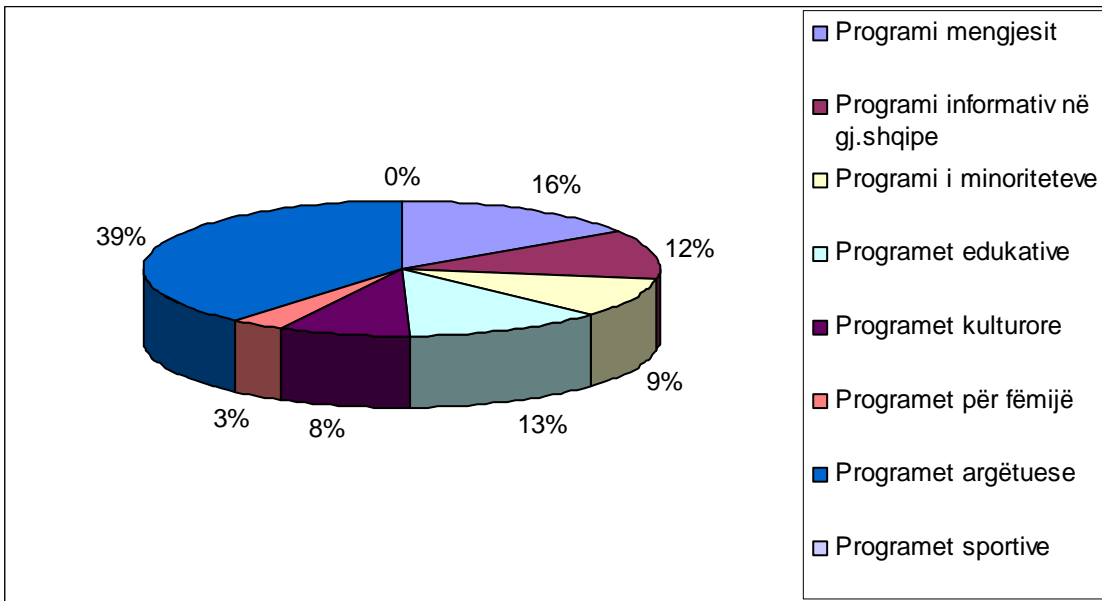
WEDNESDAY



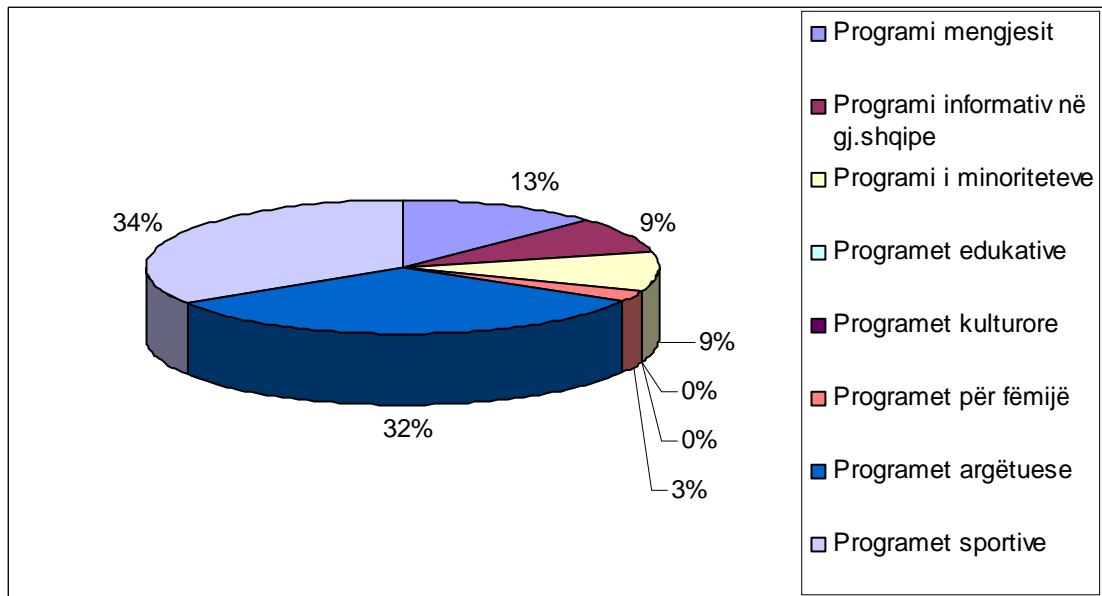
THURSDAY



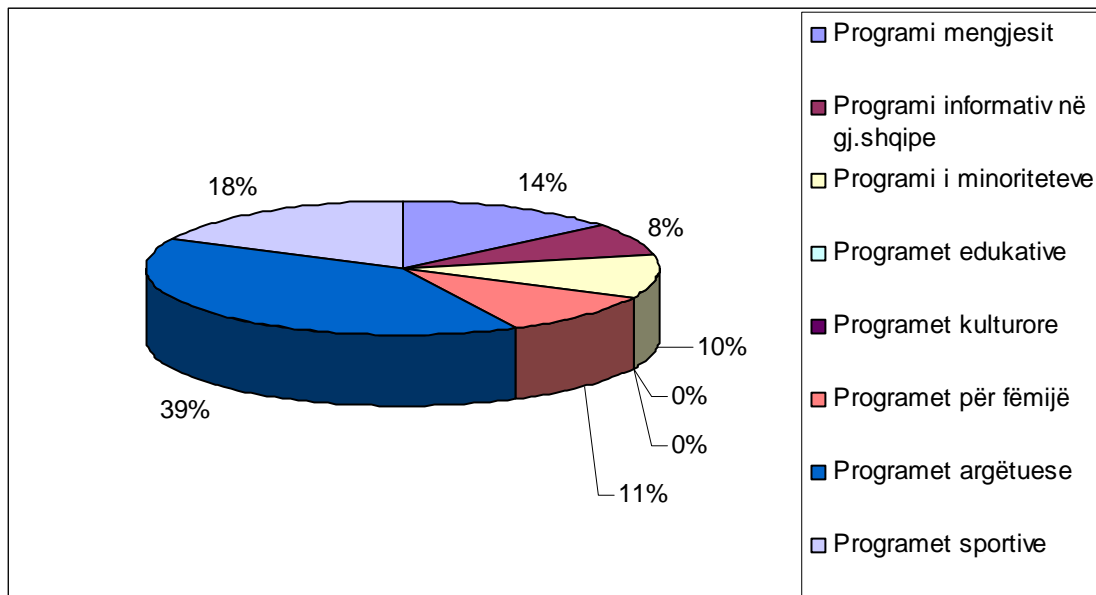
FRIDAY



SATURDAY



SUNDAY



Newsroom:

During 2004 the News Department was faced with big professional challenges. The intensity of general Kosovar developments imposed a dynamic approach to working, full engagement of all human capacities and continued effort to keep and cultivate in very different situations a concept of editorial impartiality, fairness and urgency. As an indicator of work quality one may count the regular research on the credibility and visibility among the Kosovar audience showing a trend of continued increase (Index [Kosova & Gallup](#)). Based on all parameters, the RTK news editions during 2004 too continued to be an ax for the high credibility of RTK.

On a professional level, the main challenge was the coverage of the March 2004 events, and the most important program project was the October general elections.

On the coverage of the March events a number of weaknesses and problems were manifested which may and will be used to a further development in the RTK News Department. Not only for the reason of the great challenges faced in the coverage of the March events has it been concluded that the newsroom needs adequate training for its staff.

On the coverage of the October general elections it has been concluded that they were corrected fairly and based on legal and professional norms. The success of the entire newsroom staff in covering the election campaign is one of the indicators that the dedication towards the RTK professional editorial principles and a full engagement of the staff are guarantee for success.

A general positive assessment of work by the entire newsroom staff during 2004 may consist in the fact that one is dealing here with a relatively small and young staff that only thanks to full dedication to work succeeded in achieving the basic aims for the RTK News Department. A cultivation of a sense for team work and aim for a constant increase of individual quality of work, constant working under extreme pressure – at a time of the most difficult professional challenges – serve as proof for a particularly high quality of work in the RTK News. The RTK correspondents in Tirana, Tetova, Presheva, Ulqin and Brussels have also given a great contribution on the quality and content of news in Television of Kosova. One should seriously

consider in the future having a completion of the Brussels office with a camera crew and of opening a correspondent office in the USA.

Meanwhile one should mention in particular the international award "ERNO", in the category of best coverage, for the coverage of the March events in Mitrovica.

One may also conclude that there is a need for increasing the number of journalists in the newsroom and for their further professional profiling and advancement of editorial practices.

During 2004, in cooperation with the international professional consultant a discussion for a general re-organizing of the newsroom began thus starting a process of adopting of this department to the new organizational conditions aimed at improving the functioning of all the segments of news production and distribution.

During 2004 too, the discussion of the need for radical concept and visual changes of the news editions was underway.

Information Program

During 2004, the Information Program of Television of Kosova has realized considerably its planned program obligations in the program schedule.

Television of Kosova has carried out live all the sessions of the Kosova Assembly. Sessions of the Un Security Council discussing the three-month reports in the situation in Kosova were also carried out live.

There were live coverages of memorial gatherings and academies and main religious celebrations of the relevant Kosovar religions. Within the "Drejtperdrejt" (Live) program numerous debates on various pressing political, economic and social issues were organized with a great number of participants, both local and international, analysts, bearers of institutional duties, and party officials.

In the "Interview of the Week" many local and international personalities attended starting from the highest levels of institutions, political entities, numerous organizations and bodies of social life in Kosova.

The program "Pro et contra" dealt with an average of three topics in a program with a big number of participants of all parties facing each other in the program with their arguments and counter-arguments.

"Economy and Business" was dedicated to economic and development issues, investments, unemployment, privatization, private and other initiatives in the field, etc. Once a month a program prepared by TV UNMIK was broadcast called "Ekonomia e Re" (New Economy). "Bujku" dealt with problems of agri-business development in Kosova.

In co-operation with the Swiss Office in Prishtina a number of programs dedicated to the Swiss investments in Kosova were broadcast.

The program "The Steps" was dedicated to the issues of the rights of citizens in various fields.

Within the program "Zëri ynë" (Our Voice) a number of programs were produced in many European towns dedicated to Kosovars living and working temporarily in various European and world countries.

"Medica" was dedicated to health care issues. From an educational-school approach the program now has a problem approach to health issues – dedicated to problems, difficulties, successes and challenges faced by the health-care system in Kosova.

One should also mention the programs "Periscope" and "Neighbors", co-produced with several TV centers of the region dealing with issues of interest for the entire region.

One should by all means point out the live broadcast from the US Office in Prishtina and Washington DC on the celebrations of 4th of July, Day of USA Independence, live broadcast of the Union Address by the US President, and the live broadcasts from Rome of the signing of the European Constitution.

Elections 2004

The RTK Management made the entire timely program, technical, organizational and operational preparations for the most qualitative, full, objective and professional coverage of the election campaign. One should point out the fact that unlike previous elections, this time the financial support for such a complicated and expensive project was only symbolic and late thus making the work considerably difficult.

However, the unanimous and general assessment of the local and international institutions, political subjects and RTK Management that Television of Kosova has covered the election campaign in a fair, accurate, objective, and balanced way and has presented objectively all the political entities – parties, coalitions, civil initiatives, and independent candidates. The particularity of the election 2004 program is an organization of additional debates in the community languages.

Morning Program

The RTK Morning Program is an information and entertaining daily program lasting 2 hours and 30 minutes which has maintained and consolidated its impact on the public. It is dedicated to a wide audience and has a very high visibility. It is among the four most watched programs of RTK, according to the surveys. It has a highest percentage of visibility with 92 percent as compared to its competitors. The program has brought during 2004 a variety of topics to the audience of various categories in the Kosovar society aimed not only on accurate information but also education of the public. Although it was faced with constant staff problems, part of which was missing because of various reasons, we succeeded in maintaining our visibility in the morning hours. With exclusive materials that were broadcast and innovations in the program we have maintained the interest of the audience.

Culture, Artistic, Educational and Children's Program

With a wide structure of programs the CAECP has realized during 2004 too an entirety of program planning. In a time scope of a year the cultural and artistic program contents

marked and affirmed cultural, artistic and literary values in Kosova and wider and also depicted the improvisations and failures in the respective fields of culture.

During 2004 theater shows were recorded and broadcast such as: "Palace of Dreams", "Prometheus", "The Damned", "Pouring of Blood", etc., as well as special projects. We point out the two-hour long program dedicated to the Canadian documentary "Shadows of War".

Several successful achievements were made in the documentary program both in self-production and or co-production. These realizations both as TV formats and contents attracted the attention of the audience that demanded their reruns.

Television of Kosova has already in its program scheme another consolidated EDUCATIONAL program. Programs such as "Arts", "Literature", "Botanical Class", etc., drew particular attention of the audience. Several new programs of the new cycle such as "The Green Light", dedicated to the traffic and preparations were underway for the new educational program "Musical Education". Among the high quality foreign programs those on technological achievements and animal world were among the best that drew the attention of the audience as well.

As regards the Children's Program we may be satisfied with the quantity and more and more also with the quality of our production in this field, but not with the space dedicated to it in the program scheme which during 2004 was insufficient. It was planned but not realized due to lack of production capacities a weekly children program "News", which we aim to realize during 2005. Undoubtedly, it should be stressed the most attractive program, a TV Kosova production, was "1, 2, 3 Start". One should also mention the very successful start of the famous children's serial "Sesame Street", dubbed in the Albanian and Serbian by Television of Kosova.

For the year 2005, it remains to work for further increase of the quality of educational programs, and advancement of critical debates on the situation in the Kosovar culture generally.

Entertainment and Musical Program

Entertainment programs of Television of Kosova like in the past pay special importance to the production and broadcast of high quality programming.

Particular attention is paid to selection of music so that it will be in accordance to the highest standards in all the genres. In this respect, one should mention the culminating programs of opera music and classic music generally broadcast by the Television of Kosova.

The Vienna Philharmonics with its traditional concert was present once again for the Kosovar audience through the New Year program of Television of Kosova. The already traditional concert "Hello America" and a number of other local and international concerts were during 2004 too carried out live through the program of Television of Kosova.

Meanwhile, an important step for the program is the establishing of the Big Band and its performances. The appearance of Big Band in the RTK festive programs was a novelty in the festive program concepts.

In its third season the local series "Familja Moderne" continued to be the most preferred program of the Kosovar audience and perhaps the most special content of RTK compared to the nation-wide competing media. Likewise, it should be pointed out that Television of Kosova has regular and very attractive comedy programs.

In a co production with the "Vision plus" of Albania the spectacle "Fever and Krasta show" was held with massive participation of young people from Kosova thus becoming the most entertaining projects during 2004.

The entertainment-debate program "Arena" has brought a new breath in the communication and debate culture in the country, naturally when dealing with important social and non-political issues.

The acquired programs first of all movies and series but also various musical programs that enjoy an overwhelming space of the program scheme of Television of Kosova continue to be the pride of the entertainment program of Television of Kosova generally. Meanwhile, all the big events in the field of the film art and music were broadcast by the TVK during 2004 too: the Oscar Night, BAFTA, Grammy, and many others.

During this year too Television of Kosova granted its traditional Prize "Drita Gërmizaj" for achievements in the field of TV presentation, and the Prize "Rudolf Sopi" for the best camera in the information artistic and documentary genres.

Sport

The sports program realized whole hours of the sports program. It has paid attention to bring to the viewers interesting and quality programming on both local and international sports.

The sports program was engaged in bringing to its program all the most important local and international events. The most important events of international sports were the Summer Olympic Games, Athens 2004 and Euro 2004.

New in the sports program at TVK was the introduction in the program of the Champions League and Euro League in basketball in addition to the continuation of the broadcast of the English Premier League and NBA.

Alongside a rich sports program with live broadcasts, the sports program brought international events to its viewers as well. For the first time at TVK, the European Football championship, EURO 2004 was followed with studio guests and audience. Also for the first time, an important interactive step was undertaken with the audience by transmitting electronic messages sent in by viewers.

The TVK Sports Program covered in a special way the games of the national team of Albania leading the matches with special programs in the studio with invited guests and audience. Within the weekly programs the Sports Department prepared 3-minute programs from the international sports (Premier League, Champions League and US Basketball NBA Action).

Following we are presenting the sports events covered by KTV during the January-December 2004 period:

Local Sports

- | | |
|-------------------------|---|
| ➤ Athletics | International Marathon "Prishtina 2004" |
| ➤ Football | Final of the Kosova Cup, "Burim Hatipi" Football Tour |
| ➤ Basketball | Championship and Cup Games |
| ➤ Handball | Championship games, cup final |
| ➤ Volleyball | Championship games and cup finals |
| ➤ Local tennis | Dielli OPEN |
| ➤ Local Boxing fighters | Boxing tour "Adem Jashari", international matches of Kosovar fighters |
| ➤ Little Football | Tour organized in Prishtina |

International Sports

- SOG Athens 2004
- EURO 2004 European Football Championship
- Football Matches of the national team of Albania
- Football Champions League
- Football UEFA Cup
- Athletics Golden League
- NBA American Basketball
- Euro League European Basketball
- Football English Premier League – championship matches
- Boxing Luan Krasniqi
- Boxing Other big professional boxing matches

TECHNICAL OPERATIONS

It's worth mentioning that during 2004 the quality and quantity of production increased beginning from a 24-hour program, advancement of the visual component, progress in the graphic design unit, and that of stage and audio units.

During 2004 over 160 live broadcasts and various informative, cultural, sports, entertainment and other events were carried out. Broadcasts in the terrestrial network were carried out from all the possible points in Kosova by the use of 2 earth links and the fixed microwave link part Golesh-Prishtina. Also for the program needs program and technical coordination were made for broadcasts and multilateral and unilateral recordings from various countries and events, such as for example Security Council, UN, EU, European institutions, The Hague Tribunal, etc., and broadcasts by our reporters and correspondents from New York, Brussels, the Hague, Berlin, Luzerne, Rome, etc.

It's worth pointing out that during 2004, in coordination with the EBU and other TV centers for the needs of the EVN over 300 multi and unilateral broadcasts were carried out. In addition, upon the request by other world TV centers we offered technical-technological services that brought in considerable income.

The real team work by the graphic design unit had an impact on an improvement of the visual segment. Proof of this are the program trails, refreshing of graphics for all the existing programs and graphics for the new programs such as Etnika, Omnibus, RTK Live, RTK - Unplugged, RTK- Cocktail, Elections 2004, etc.

A great number of stage sets in both RTK studios and the stage set for recordings and broadcasts outside the studio were realized. The following stage sets are worth mentioning: Fame, Omnibus, European Championship - 2004, Elections 2004, USA Presidential Elections, Arena, etc., and the sets realized outside the RTK studios: Eda Zari Concert, Hello America, the Prizren Lilac, Kosovar Girls Singing, Concert dedicated to the 5th anniversary of RTK, Birds Singing, New 2005 Year Program, etc.

Special contribution was given by the RTK professional realization staff (directors, cameramen, editors, etc.) in both the studio and OB Van. The success of realization of various projects gave the best proof on the invitation by the TVSH (Albanian Radio and Television) for the realization of the football match valid for eliminatory of World Championship: Albania – Denmark, and Albania – Ukraine.

With the engagement of an audio mixer with experience and proper training in the fourth period of the last year the quality of the audio signal improved significantly. In a short period of time, in the studio of audio dubbing, on minimum investment, recordings on 24 channels

of all musical kinds were made possible. In this period dubbings of children's serials such as Tele-tubbies, Sesame Street, various education programs, audio recordings for the RTK festive programming, the Big Band, Folklore, Shota Ensemble and others were made possible.

Following we present a table view of recordings in both studios and OB Van:

Culture, Educational, Documentary and Film Program

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL/ HOURS
PCR 1 and 2 / recordings	42.00	48.00	58.00	53.00	62.00	58.00	32.00	44.00	56.00	41.00	39.00	52.00	585.00
PCR 1and 2 Live	0.00	1.00	2.00	11.00	11.00	8.00	9.00	10.00	9.00	11.00	11.00	8.00	91.00
OB VAN /recordings	0.00	3.00	3.00	0.00	0.00	12.00	0.00	0.00	0.00	0.00	0.00	0.00	18.00
OB VAN/ Live	0.00	0.00	1.00	0.00	2.00	0.00	0.00	2.00	0.00	0.00	9.00	5.00	19.00

Entertainment Program

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL/ HOURS
PCR 1 and 2 / Recordings	29.00	24.00	39.00	32.00	43.00	32.00	25.00	28.00	36.00	32.00	41.00	68.00	487.00
PCR 1and 2 Live	15.45	30.30	15.00	9.00	9.00	5.00	9.00	1.00	1.00	1.00	4.00	5.00	105.15
OB VAN /Recordings	24.00	39.00	24.00	59.00	51.00	61.00	35.00	9.00	37.00	38.00	38.00	120.00	535.00
OB VAN/ Live	0.00	0.00	4.00	0.00	0.00	0.00	28.00	27.00	17.00	15.00	16.00	0.00	107.00

PI (Information Program)

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	KORRIK	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL / HOURS
PCR 1 and 2 / recordings	34.30	34.30	25.00	29.00	36.00	27.00	32.00	37.00	48.00	52.00	36.00	39.00	468.60
PCR 1 and 2 Live	22.10	24.00	41.30	10.00	12.00	46.00	25.30	9.00	23.00	56.00	10.00	10.00	289.10
OB VAN /recordings	2.00	0.00	0.00	14.00	4.00	13.00	17.00	0.00	8.00	48.00	0.00	20.00	126.00
OB VAN/ Live	24.00	14.00	17.00	37.00	46.00	13.00	5.00	17.00	12.00	44.00	12.00	6.00	247.00

TOTAL (PCR1 , PCR2, OB VAN)

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL / HOURS
PCR 1 and 2 / recordings	105.00	106.30	122.00	114.00	141.00	117.00	89.00	109.00	140.00	125.00	116.00	159.00	1540.00
PCR 1 and 2 Live	38.00	55.00	59.00	30.00	32.00	59.00	43.00	20.00	33.00	68.00	25.00	23.00	485.00
OB VAN /recordings	26.00	42.00	27.00	73.00	55.00	86.00	52.00	9.00	45.00	86.00	38.00	140.00	679.00
OB VAN/ Live	24.00	14.00	22.00	37.00	46.00	13.00	33.00	46.00	29.00	59.00	37.00	11.00	388.00

Table of ENG teams and editing services

Cultural, Educational, Documentary and Film Program

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL / HOURS
ENG CREWS	476.00	544.00	555.00	552.00	408.00	346.00	280.00	220.00	320.00	348.00	380.00	290.00	1.575.00
EDITING	459.00	551.00	475.00	510.00	420.00	387.00	310.00	256.00	354.00	367.00	422.00	313.00	1.485.00

Entertainment Program

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL / HOURS
ENG CREWS	151.00	167.00	176.00	157.00	142.00	120.00	102.00	90.00	146.00	142.00	130.00	148.00	494.00
EDITING	288.00	307.00	339.00	312.00	189.00	153.00	139.00	125.00	177.00	192.00	154.00	389.00	934.00

Information Program

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL / HOURS
ENG CREWS	239.00	292.00	372.00	312.00	248.00	228.00	180.00	146.00	380.00	480.00	180.00	164.00	903.00
EDITING	319.00	325.00	361.00	353.00	278.00	255.00	212.00	186.00	411.00	532.00	210.00	198.00	1,005.00

EDITIONS OF INFORMATION PROGRAMS

DESCRIPTION	January /broadcast hours	February/broadcast hours	March/broadcast hours	April /broadcast hours	May /broadcast hours	June/broadcast hours	July /broadcast hours	August/broadcast hours	September/broadcast hours	October/Broadcast hours	November/broadcast hours	December/broadcast hours
Morning Program	69.00	67.00	71.30	71.00	72.50	71.00	73.00	73.00	71.00	72.50	71.00	72.50
INFO	5.00	4.50	5.10	5.00	5.10	5.00	5.10	5.10	5.00	5.10	5.00	5.10
News – Communities	9.55	9.05	9.55	9.55	9.30	9.55	9.55	9.30	10.45	11.05	9.55	9.55
News –Main	15.50	14.50	15.50	15.20	15.50	15.20	15.50	15.50	15.20	15.50	15.20	15.50
BLIC	7.50	7.25	8.05	7.50	8.05	7.50	8.05	8.05	7.50	8.05	7.50	8.05
	106.55	102.30	109.50	108.25	110.45	108.25	111.20	111.35	109.15	112.20	108.25	112.10
											TOTAL	333.35

ENG Crews and Editing

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL / HOURS
ENG CREWS	1725.00	1624.00	1736.00	1680.00	1736.00	1440.00	1240.00	1240.00	1440.00	1312.00	1736.00	1736.00	19200.00
EDITING	1210.00	1160.00	1240.00	1392.00	1440.00	1200.00	992.00	992.00	1320.00	1128.00	1392.00	1392.00	15333.00

NEWS

Total of ENG Crews and Edits

DESCRIPTION	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL / HOURS
ENG CREWS	2.951.00	2.627.00	2.839.00	2701.00	2534.00	2134.00	1802.00	1696.00	2876.00	3150.00	2426.00	2338.00	23393.00
MONTAZHAT	2.276.00	2.343.00	2.415.00	2567.00	2322.00	1995.00	1653.00	1559.00	2426.00	2819.00	2178.00	3150.00	21909.00

Table view of subtitling unit

DESCRIPTION	Duration / min	JANUARY - DECEMBER/ SUBTITLED PROGRAMS	TOTAL / HOURS
MOVIES	120'	181	374.00
Serials	45'	420	315.00
Serials	24'	54	22.00
Documentaries	50'	111	92.50
Documentaries	24'	49	20.00
Educational Programs	24'	18	7.20
Musical Programs	30'	2	1.00
PROMOS	1'	12	
TOTAL			832.12

Table view of sports comments

DESCRIPTION	Period	Number of comments	HOURS BROADCAST
ENGLISH PREMIER LEAGUE	Jan. / Decem.	170	255.00
UEFA CUP	Feb. / May	10	15.00
EURO 2004	June / July	64	96.00
SOG 2004	August	13 days	78.00
NBA	January / Decemb. / e.f.	68	76.00
Champions League	Septem. / Decemb.	24	36.00
Euro League/Basketball	October / Decemb.	10	15.00

On 01 / 01 / 2004, RTK broadcasts live the concert by the Vienna Philharmonics,
On 18 / 01 / 2004, RTK starts 24-hour all-day broadcasting,
On 09/ 02/ 2004, RTK broadcasts live the GRAMMY Awards event,
On 15/ 02/ 2004, RTK broadcasts live the BAFTA Award event,
On 29 / 02/ 2004, RTK broadcasts live the OSCAR Award Night,
On 07 / 03 / 2004, RTK broadcasts live the, RUDOLF SOPI "Award of the most successful cameramen.

RADIO KOSOVA AND RADIO BLUE SKY

SUMMARY:

Radio Kosova and Radio Blue Sky successfully achieved their program and development aims and objectives for 2004. Both radios succeeded in maintaining their leading positions as most trusted and among the most listened radios in Kosova. Radio Kosova continued to be a radio of highest credibility sharing also the leading place as the most listened radio in Kosova, and Radio Blue Sky as the most attractive radio for the young generation of listeners in Kosova. This is true both for the information and program parts of both radios. During the year the Swiss project of support to RTK-Radio was successfully concluded both in the material-technical aspect and that of program trainings. A special achievement was the launching of the program in the fourth community language – that in Bosnian language – in Radio Kosova, while in the meantime a further program consolidation in both radios was carried out, especially in ethnic community language programs.

Both Radio Blue Sky and Radio Kosova continued to maintain separate newsrooms while the two radio newsrooms had a close co-operation on daily basis: joint editorial meetings, exchange of materials through a local network and regular consultations. There was also a joint gathering and processing of news. The program structure of both radios enabled news edition in every half an hour in any of the radio stations. The use of a common network of correspondents both in the country and abroad has made it possible for the RTK-Radio news editions to gain both in quality and efficiency in the coverage of the main events from the field.

Radio Kosova continued to be a "radio for all" focusing on listeners over 25 years of age, and Radio Blue Sky continuing to be the most attractive radio for the young generation under 25 years of age to whom it is dedicated.

Radio Kosova:

INFORMATION PROGRAM:

Changes in the program schedule of Radio Kosova were made since 6 January 2004, bringing apart from new programs also informative editions. During the day a total of 15 news editions were transmitted of 130 minutes or 2 hours and 10 minutes in total. Radio Kosova had broadcasts of three main news editions "Daily Events" (30 minutes), "Diary" (30 minutes) and "Daily Chronicle" (10 minutes), as well as 12 other news editions of 5 minutes each. New measures were introduced in the newsroom in raising the quality of news with sound contents of stories coming from the field and dynamics of main news editions, with inclusion of the latest world and local news, and maximum use of correspondents in and outside the country as well as by profiling journalists in various fields.

CULTURAL AND ARTISTIC PROGRAM - has been enriched with new forms. Radio Kosova possesses a rich fund of Radio dramas and scenes and as of 2004 the fund has been added a

number of new dramas realized by Radio Kosova in co-operation with the young generation of Kosovar actors and Radio editor of the cultural and drama program.

EDUCATIONAL PROGRAM – Alongside existing programs, in the first part of 2004 Radio Kosova continued with its educational programs, such as LET US WRITE WELL OUR LANGUAGE, LET'S LEARN ENGLISH BY MUSIC (a program acquired from the BBC) so much welcomed by the listeners. Within the educational program there was a new consolidated 30-minute program dedicated to children of various topics while on Sundays there was a special children's entertaining program.

NIGHTLY PROGRAMS – During 2004 a further profiling of the NIGHT PROGRAM was made. Thus, with the exception of Saturdays during 2004 or from June respectively, Radio Kosova brought special night programs of a wide specter. By the end of the year, the weekly program FOKUS was replaced by a program dealing with issues and problems of Kosovars living and working abroad.

Some of the unique program points in Radio Kosova

DAILY CHRONICLE

Among the political events covered by Radio Kosova the following are worth mentioning: the beginning of implementation of standards for Kosova (January); large opposition protests in Albania (February); Kosovar-Serb technical talks in Vienna (March); 16-17th March events in Kosova; UN Security Council session on Kosova (April and August); visits by various world personalities in Kosova; opening of the trial against 3 Kosovar Albanians in the Hague (November), and visit by the Contact Group in Kosova (December).

WORLD OF CULTURE

Weekly cultural programs "World of Culture", "Meeting the Author", and "Night Portals" reflected cultural events in Kosova through a presentation and conversations with authors of various fields. Numerous authors, artists and men of letters passed through the program.

OPEN STUDIO

The program called in guests on various fields of politics, economy, culture and society for debates on current affairs and various topics, the program was attended by personalities starting from the Prime Minister to various experts of various fields.

WOMAN TODAY

Woman's rights, her activity in the society, gender relations and other parental relations and aspects of woman's position generally in the Kosovar society were the main topics of this weekly program, a very popular one in Radio Kosova.

PROGRAM ON DIASPORA

This program drew the attention of Kosovars living abroad and in the Diaspora bringing to them concrete issues concerning their rights, investments and their opportunities of return to Kosova, etc.

SPORTS EVENTS BROADCASTS

During 2004, Radio Kosova carried out live broadcasts of all the sport events in and outside the country through its reporters and correspondents in the field. Live transmissions were made of all the football matches of the Kosovar Championship. Matches of the Albanian national team for the World Football Championship were carried live as well with comments by our commentators. All the big sports events in the world and Kosova were presented in a right and proper way by Radio Kosova.

ELECTIONS 2004

Radio Kosova had a successful coverage of the general elections in Kosova. It transmitted debate programs within a project of election 2004 coverage, followed activities of parties and political entities competing in the elections and invited candidates for equal and impartial

presentations. An election Radio debate was held in the Radio building was also transmitted by the Television of Kosova.

THJESHT (SIMPLE)

A youth program dedicated to the life and activities of the young people of Kosova, their life in schools and outside, education reforms, with debates by experts and students, direct confrontation discussions on youth and students' problems.

RADIO KOSOVA QUIZ

A kind of educational program consisting of questions from various fields of knowledge raise the interest among the youth. The program was realized with sponsors' support.

RADIO DRAMA

Alongside a series of dramas preserved in the Radio Kosova archives, during the year new recordings of dramas were made with Kosovar actors.

PROGRAM IN THE COMMUNITY LANGUAGES IN RK AND RBS

SERBIAN-LANGUAGE PROGRAM: The two-hour daily program in Serbian continued in the Radio Blue Sky – starting from 14:00 and ending at 16:00. As of August 2004, the broadcast of the Serbian-language news by the Television of Kosova started as well. For this reason two additional presenters of news in Serbian were employed. The program was also enriched with reports from correspondents from the northern part of Mitrovica, Gracanica, and the Gjilan region. The Serbian-language program has made advancements both in content and quality.

TURKISH-LANGUAGE PROGRAM: The Turkish-language program continued its further consolidation become more attractive and qualitative and so close to the Turkish community in Kosova. The program focused on daily basic information on events in Kosova and abroad, especially on the life of the Turkish community. The Turkish-language program held close contacts with the Turkish KFOR in Prizren. The program stayed on its previous schedule from 16:00 – 18:00 because of its positive effect in the reception of the program by listeners of the Turkish community in Kosova.

BOSNIAN-LANGUAGE PROGRAM: In March 2004 broadcasting in the fourth language – the Bosnian Language – began in Radio Kosova. It was broadcast every day 12:30 to 14:00 and 1 journalist and an editor was involved in preparing and launching the news for the Bosnian community in Kosova. The Bosnian-language program focused in daily information from Kosova, the world and particularly Bosnian community including also the cultural, entertainment and musical segments.

RADIO BLUE SKY

Information Program: Radio Blue Sky continued to broadcast 13 editions of news every day. They were transmitted at every half of full hour, and since 9 August also a new five-minute news edition at 13 began. This edition is broadcast daily by TV of Kosova as well. Within it, the existing news edition in Serbian at 14:00 from that same day is also broadcast by Television of Kosova. There was an increase on the quality through an increased engagement of journalists and editors in making maximum use of correspondents of the two radios.

Entertainment and Cultural Program: As a radio dedicated to the youth under the age of 25, Radio Blue Sky offered a rich and diverse musical program of various kinds of the most recent music in the world and locally. Best music was presented in special musical programs, top lists, and contact programs. The latest musical productions were followed. In February 2004 we carried live the "BRITISH AWARDS", in cooperation with the British Council. In September another big musical event was broadcast – the MOBO musical Awards. This event was also realized in co-operation with the British Council.

Some of the most attractive points in Radio Blue Sky

"SPEAKING OF CHANGES"

The difficulties, challenges and efforts made by local and international institutions in changing the economic development scheme in Kosova were discussed in the weekly program "Speaking of Changes". During January 2004, the program discussed the problem of the tender for a second mobile phone company in Kosova, reasons for its failure, contradictions, and consequences.

"BRITISH AWARDS 2004"

The Blue Sky was the only radio station in the region to have regularly carried live from London the event of the British Awards dedicated to music. The broadcasting of the "British Awards - 2004" ceremony was made possible by RTK funding.

METROPOL

The part of Radio entertainment program was enriched with the new daily 90-minute program called "Metropolis". Generally the program treats in a non-conventional way, the developments in the capital city but not focusing only in it. The program brings information on public services, life of youth, culture, sports, etc., through conversations with respective officials and people. Occasionally the program is realized through phone from other Kosovar towns as well. An edition of the program was also done from Tirana.

EUROSONG 2004

The first participation of Albania to the European light song contest "Euro song" was broadcast live by Radio Blue Sky. Both evenings, semifinals and finals, held in May, were carried by Blue Sky in a co-production with Television of Kosova.

LITERARY FOCUS

In March a successful launching of a weekly program "Literary Focus" was made with topics on the book, new publications, writers' activities, publishing houses, book reviews, etc.

VOICE OF REASON

Aimed at dedicating part of the program to the disability persons the Blue Sky began in November a program called "Voice of Reason". The program is realized in close co-operation with the NGO "Handicaps" and it is intended to raising awareness of the competent bodies for attending to this social category of people.

THE RECOGNIZED ONES

Singers that made a name in music cultivating the Albanian national music for decades have been treated specially by the Blue Sky Radio in its special editions. It was precisely on their birthdays that the program "Woman's Vision" was dedicated to the singers Nexhmie Pagarusha and Shpresa Gashi.

MY RIGHT

Within the promotion of human rights, Radio Blue Sky realized the program called "My Right". The treatment and professional realization of the issue of human rights brought the author of the program the annual award from the Kosova Association of Professional Journalists...

SPORT

The presence of the Kosovar sports in the family of European sports was followed by Radio Blue Sky in the coverage of membership of Handball Federation of Kosova to the European Handball Federation, in December 2004.

ELECTIONS 2004

Within the elections coverage there were new debate, educational and informative programs. Due to the professionalism and objectivity of the elections coverage Radio Blue Sky received recognition by respective election institutions.

RADIO FEATURES

One of the unique attractive points of Radio Blue Sky was the broadcasting of radio features from the daily Kosovar life. Among the radio features were the documentaries from various fields of life featured by our journalists.

AUDIBILITY RESEARCH

Acting upon her own initiative, the News editor in chief of Radio Blue Sky carried out a public research on the listening and program scheme in general of the Radio Blue Sky. The results that were gathered after the analysis were given as recommendations for strengthening the "weak points" within the program scheme, which were after an approval by the Radio Management being implemented.

RADIO TECHNICAL OPERATIONS

The Technical operational department during 2004 realized a number of objectives as planned by the 2004 business plan. During 2004, the RTK-Radio Operations responded successfully to a number of program requests carrying out a big number of broadcasts from various cultures, political, religious, sports and other events. The contract with the SDC, Swiss Government project for RTK-Radio, came to a successful conclusion. Within the project, an OB Van was purchased and necessary equipment installed. The work was done by our new engineer who began working with the Radio since July 2004. The OB Van was used for the first time to record the folk festival of Skenderaj in November.

During 2004, both Radio Kosova and Radio Blue Sky carried out about 100 live transmissions. The main ones were the following: the traditional Vienna Concert (1 January 2004); the British Awards (February 2004); live broadcast of 12 of June Celebration from the Prishtina Stadium; Bayram and Christmas Celebrations, etc. Apart from these live transmissions were carried out by the OB Van such as within the Metropolis Radio Blue Sky program, New Year Program, etc.

THE RTK WEB-PAGE

www.rtklive.com

During 2004, the RTK Web-page had a considerable increase of numbers of visits. Besides an increase in the quality of services and frequency of refreshing, the stability and functionality of the web-page had also an impact. It's worth mentioning that during the high importance

events such as various holidays, Eurovision song contest, national team matches, March events and other, the RTK web-page was stable. On many occasions it was the only one of its kind to bring constant information. Based on professional terminology the RTK Web-page was ONLINE for 99.98% of the time.

Currently the role of the RTK web-page is multifold. It not only reflects the RTK on the internet media, but it also fills the role as a public broadcaster. Following daily news with text that is being refreshed during the entire day, the web-page has its video-news section. Visitors may view the video-signal of the following editions:

- Morning News Edition
- "INFO" News Edition
- Main News Edition of 19:30

As well as news edition in the community languages:

- Vesti (in Serbian)
- Haber (in Turkish)
- Vijesti (in Bosnian)

All of these editions are launched on the web-page some 10-15 minutes after they have been broadcast on Television. Every 24 hours old editions are replaced by current daily editions.

Likewise in the web-site weekly programs in the community languages are also launched:

- Nedeljni Kolaz (in Serbian)
- Mozaik (in Turkish)
- Mostovi (in Bosnian)
- Yekhipe (in the Roma language)

Visitors may view the RTK series "Familja Moderne" on line. In cases of broadcasts of special programs they too are launched on the web-page.

In the web-page part presenting the RTK program, aside from the program scheme and web-promos on program trails, visitors may also view detailed information on all the programs broadcast by RTK.

Since November, the page was enriched with numerous columns and links for better communication with visitors. Interactive pages were added such as "chat room", beauty tips, medical advisory, kitchen tips, horoscope, etc. In this respect, interactivity in transmitting e-mail messages during broadcasts of sports events is worth mentioning.

An important part of the web-page is dedicated to RTK. Apart from general information on the public broadcaster, its frequencies, brief history, staff and audience official RTK documents are also published. The page is a reflection of transparency in which visitors have access to RTK publications, such as annual reports, special statements in regard to various events, auditing reports, and various publications such as tenders, ads, etc. The entire material is found in three languages: Albanian, English and Serbian.

The web-page technical staff has been reinforced with the hiring of an addition web-page designer thus increasing the number of staff to 3. This had an impact on increasing the efficiency of the unit for the development of the web-page and quality of work.

Visits

From 10.000 visitors a day, which was the last year's number, the average number of visitors during 2004 increased to 14.000.

On the annual basis, the overall number of visitors reaches 3.849.671 or about 321.000 visitors in a month. The graphics below shows a continued increase of access to the RTK web-site.

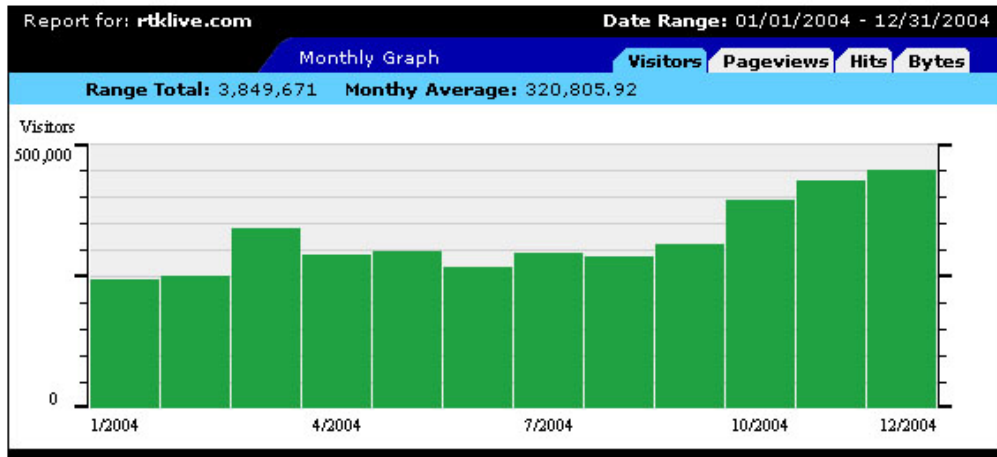


Fig.1 – Graphics of visitors on monthly basis

Viewed Pages

An average of about 1.800.000 pages are viewed in a month in the RTK web-page. A total of 21.312.815 pages were viewed during 2004.

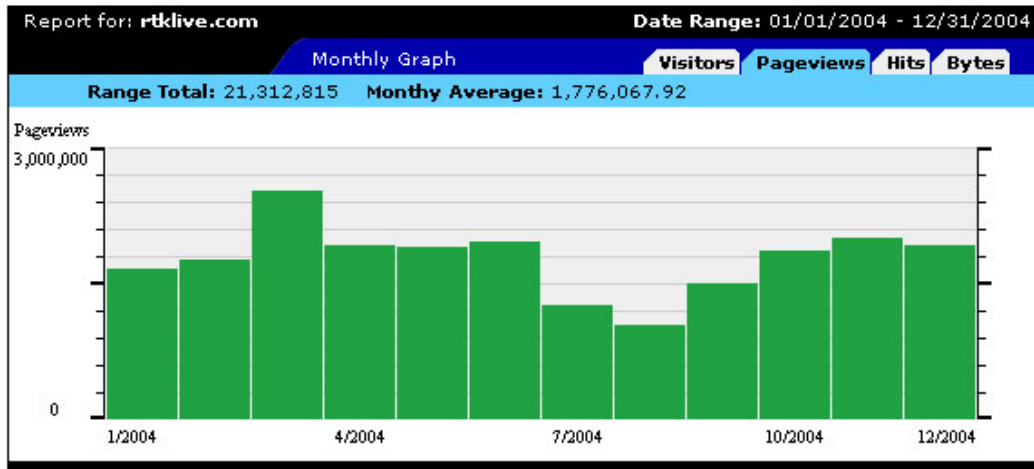


Fig. 2 – Graphic of pages viewed on monthly basis

Visiting hours

The RTK Web-page is visited during various periods within the day. The greatest intensity is around midday but the number of visitors is not less during the night hours (See graphic 6):

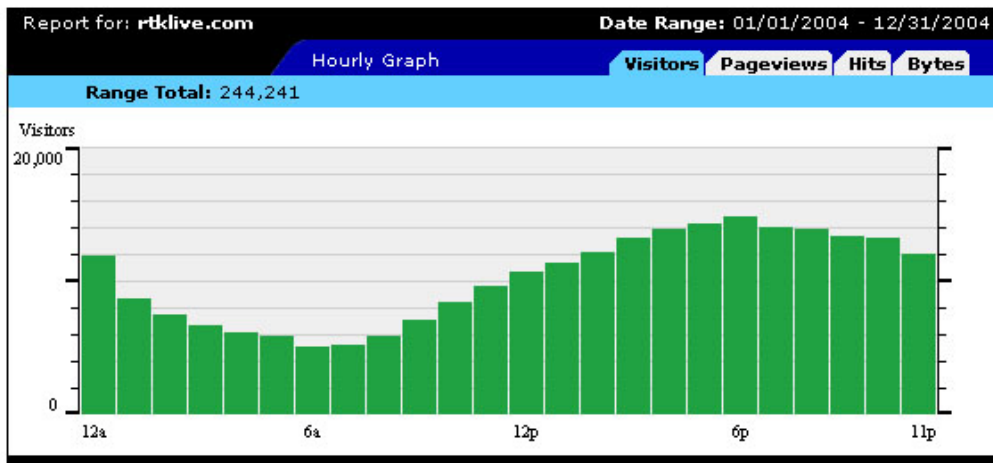


Fig. 6 – Most frequently visited hours

RADIO KOSOVA AND RADIO BLUE SKY WEB-PAGES

In effort to bring faster information to the visitors during 2004 work was done in the Radio Kosova and Radio Blue Sky web-pages as well. Starting from 28 November 2004, a joined re-designed web-page of both Radio Kosova and Radio Blue Sky was launched. This was in accordance to the aim of creating a common web-page for the entire RTK. Visual solutions of the page, its content and easy access made the page one of the most attractive web-pages of Kosovar radios in general. Two journalists have been working on the web-page doing the job of editing, presenting and refreshing of the news for both radios. In the meantime, a close co-operation between the radio and TV web-pages teams continued.

ADMINISTRATION AND HUMAN RESOURCES DEPARTMENT

The beginning of 2004 characterized the work of the RTK Administration Service supplied with data base computer software of records on human recourses with all the necessary data for the administration. The program has considerably helped in making things easier for administration in keeping the records, such as payment lists, payments accountability for the employed with necessary legal requirements.

Based on the Basic Labor Law, the Administration Service implemented a policy of completion and updating of evidence for all the employees including the job descriptions for each job position.

It should be pointed out that the RTK Administration Service has a staff of three including the Administration Director.

During 2004 the Service was engaged in the field of media legislation in the country and held regular contacts with the administrative-legal service of EBU.

During 2004, RTK-Television employed 270 and Radio Kosova and Radio Blue Sky a total of 116 employees on one-year contracts extendable based on one-year performance of work.

Apart from collaborators in all the radio and television sectors there were other freelance employees for special projects such as: the RTK Big Band Orchestra, TV serial "Modern Family", "Sesame Street" project, and a number of contracts on deeds on program cooperation either for special educational, cultural, and entertainment programs or for various companies.

During 2004, referring to the procurement table there were some 1054 requests in Television and 402 in the Radio of which there were 48 contracts signed for services, goods, and work performed which underwent procurement procedure. The Procurement Office implemented procurement methods using standard and procedural documents of tender for goods, work, and services.

As regards the development and advancement in following procurement procedures at RTK progress was made in implementing the law based on basic principles of procurement: better competition, lower supply prices, best quality and value, credibility, economizing (saving of money), etc. Each RTK department and service has become familiar with the plan and strategy of the expenses from these departments, which made it possible for the procurement office to plan procurement in due time.

For all the goods and services demanded the Procurement Office was informed in time and in a way as to have an opportunity for searching the market and find the best offer respecting the timetables set according to the advice of the Law and Ministry of Economy and Finance respectively.

FINANCE

The RTK primary revenues for the year 2004 consisted 60% of overall RTK revenues. The income from the Kosova Consolidated Budget consisted of 13% of overall income. Income from the marketing generates 17% of overall revenues. Donor income make up 2% of overall income and other income amount to 8% pf overall RTK revenues for the year 2004.

Following we are presenting a table of revenues for 2004 and a comparable table of revenues for the year 2003.

No.	Description	Income for year 2003	2003 (%)	Income for year 2004	2004 (%)	Difference (2004-2003)
1	Income from BCK	2,000,000.00	29	1,000,000.00	13	(1,000,000.00)
2	Income from License fee	1,929,140.00	28	4,800,000.00	60	2,870,860.00
3	Marketing income	1,311,275.06	19	1,387,969.10	17	76,694.04
4	Income from EAR	750,000.00	11			(750,000.00)
5	Income from SDC	410,784.82	6	129,562.00	2	(281,222.82)

6	Reimbursements	181,858.00	3	164,872.69	2	(16,985.31)
7	Own source income	171,710.96	2	143,488.46	2	(28,222.50)
8	Other income	173,224.25	2	275,702.72	2	112,478.47
9	Obligations from License fee uncollected demands			77,910.66	1	77,910.66
TOTAL INCOME		6,927,993.09	100	7,979,505.63	100	1,051,512.54

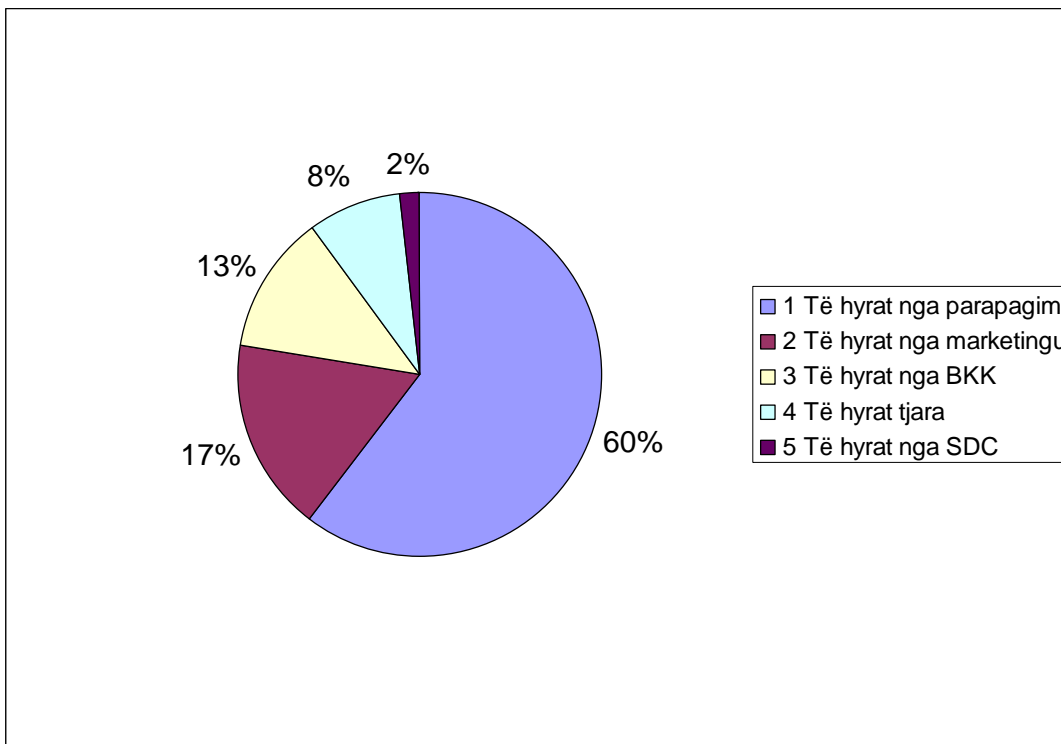
As presented in the table above, the structure of revenues for 2004 changed considerably compared to the 2003 revenue table.

Income from the Kosova Budget for 2004 were lower for 1,000,000.00€ in relation to 2003, or 12% lower respectively.

Calculated income from service fee collection for RTK in 2004 were greater for 2,870,860.00€ as compared to the income estimated for 2003, or 33% higher respectively.

Donor income for 2004 are lower for 1,031,222.82€ as compared to 2003 or 88.84% lower respectively.

Following is a graphic presentation of structure of income for the year 2004:



Below we will present table of expenses for year 2004, forecast of the expenses for 2004, and the table of expenses for 2003 :

No.	Description	Expenses for year 2003	2003%	Forecast expenses by business plan for 2004	Expenses for year 2004	Dif.	%
1	Program expenses	1,484,557.03	21.49	1,882,013.00	1,801,713.60	80,299.40	20.25
2	Office supplies	38,207.19	0.55	53,000.00	23,611.31	29,388.69	0.27
3	Tapes	75,034.14	1.09	160,000.00	71,368.55	88,631.45	0.80
4	Fuel	97,154.70	1.41	95,000.00	107,347.61	-12,347.61	1.21
5	Salary	2,298,313.24	33.27	2,490,937.60	2,261,618.30	229,319.30	25.42
6	Governance	41,008.00	0.59	50,004.00	35,657.72	14,346.28	0.40
7	5% contribution for pensions	66,071.27	0.96	171,000.00	155,775.88	15,224.12	1.75
8	Overtime	59,114.66	0.86	69,000.00	32,567.73	36,432.27	0.37
9	Marketing commission	132,725.01	1.92	135,000.00	160,695.37	-25,695.37	1.81

10	Utilities	328,239.43	4.75	340,000.00	370,630.56	-30,630.56	4.17
11	External Auditing	23,000.00	0.33	23,004.00	19,550.00	3,454.00	0.22
12	Depreciation	1,352,504.78	19.58	793,000.00	1,132,764.00	-339,764.00	12.73
13	Satellite	397,016.64	5.75	398,000.00	397,016.64	983.36	4.46
14	Training	55,015.64	0.8	50,000.00	26,729.06	23,270.94	0.30
15	Renovation	52,896.07	0.77	110,000.00	3,961.95	106,038.05	0.04
16	Others	193,318.13	2.8	319,755.00	239,627.99	80,127.01	2.69
17	Media campaign	80,503.50	1.17				
18	Provision from License fee	133,110.66	1.93		331,200.00	-331,200.00	3.72
19	Expenses from advertising sponsorships				538,422.20	-538,422.20	6.05
20	"Sesame Street"				56,073.23	-56,073.23	0.63
21	Bad debts from KEK				1,129,140.00	-	12.69
TOTAL EXPENSES		6,907,790.09	100	7,139,713.60	8,895,471.70	-	100.00

The RTK service fee collection began to be implemented since 01.11.2003, through KEK invoices, meaning that the year 2004 was an experimental or tryout year of servie fee collection for RTK.

RTK believes that primary revenues, although not the only ones, should come from service fee collection as one of ordinary ways of financing of a public broadcaster.

An international group of experts (Task Force Group) points out in its official report that RTK should apply a mixed financing model, a necessary model especially used in small countries unable to economically sustain through service fees a sufficient level for the public broadcaster.

However, RTK considers that when the service fee collection will reach a level of being able to ensure safe and sufficient income for the operation and necessary development certain limitations could be put in place on general marketing for the terrestrial service, the same as it happens in many countries.

DONORS

RTK is grateful for the generous support it received during 2004 too by the Swiss Development and Co-operation Agency - (SDC).

As of 01.01.2002, RTK is managed by local Management. All the donors who have supported RTK since then due and timely financial reports have been sent to with necessary explanations on the assets spent. All of this resulted in keeping good relations and contacts of RTK with its former donors, hoping they will remain potential donors for RTK in the future as well.

2004 INCOME STATEMENT

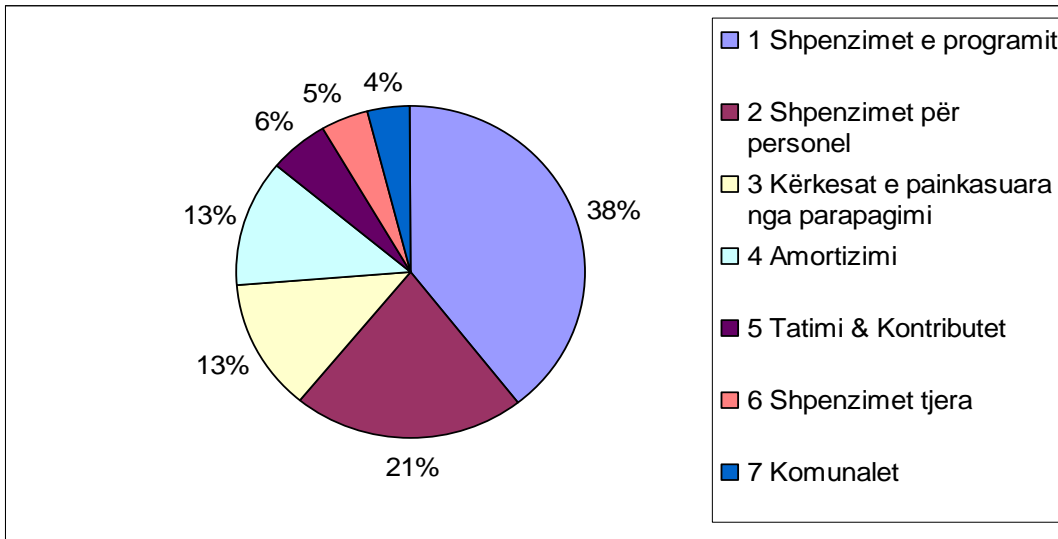
The 2004 Business Plan was approved by the RTK Board of Directors in January 2004 and was presented to the donors. Expenses for 2004 were lower than the expenses allowed by the Business Plan for 2004. However, expenses that were anticipated by the Business Plan 2004, such as unpaid demands from service fee collection and depreciation costs had an effect on the Balance showing a deficit.

The value of unpaid service fee collection for the first year of implementation of contract with KEK amounts to 1,129,140.00 €. Depreciation costs by the Business Plan 2004 were anticipated in the sum of 793,000.00 €, while according to international standards of accounting depreciation should be estimated on 100% of the value or amounting to 1,132,764.00 €.

RTK follows a strict policy of cost control and aims at offering services of greater value than the assets spent.

As of 2002, RTK has established its Procurement Office employing a professional staff of three employees, whose duty it is to work in harmony with the law in overseeing and strictly implementing procurement procedures.

Accounting is kept according to international standards and in accordance to the respective Regulations in power. The RTK Department of Finance, apart from the annual report, issues also monthly and quarterly financial reports which are regularly analyzed and examined by the RTK Management and RTK Board of Directors. There are written financial policies and strict procedures of cost control. No expense is possible unless a written consent by at least two authorized persons is given in advance.



Salaries of the regular-contract staff, those on contracts on deeds and honoraries, are made through the bank account, the same as all other kinds of expenses. Payments in cash are only limited to special and necessary cases. Per Diem payments for official trips in and out of the country are made based on a written regulation.

By e decision of RTK Management a tender was issued for selecting an international company with the task of auditing of financial and overall outcome of RTK for the years 2002, 2003, and 2004, based on international standards.

It was only after the appointment of the local Management that a policy of financial auditing at RTK by well-known internationally-licensed companies, selected by international tender, was implemented.

RTK Balance according to its situation on 31

December

Nº.	EXPENSES	EURO	INCOME	EURO
1	Program costs	3,505,589.40	Service fee income	4,800,000.00
2	Staff costs	1,913,771.74	KCB income	1,000,000.00
3	Unpaid service fee collection demands	1,129,140.00	Obligations in the name of unpaid service fee collection demands	77,910.66
4	Depreciation	1,127,229.20	Marketing income	783,919.30
5	Tax & Duties	491,620.77	Sponsorship	594,049.80
6	Miscellaneous expenses	385,801.12	Miscellaneous income	397,142.87
7	Utilities	342,319.37	Donor income	326,483.00
	Total Expenses	8,895,472.00	Total Revenues	7,979,505.63

1. Expenses	8,895,472.00
2. Income	7,979,505.63
3. Previous years surplus	61,594.61
4. Deficit	854,371.76

RTK Balance on 31 December 2004

Nr.	ACTIVE	EURO	PASSIVEI	EURO
1	Cash assets	16,183.50	capital	8,224,083.00
2	Material	97,303.03	Short-term dues	754,176.18
3	Short-term demands	3,420,246.49		
4	Fixed assets	4,590,154.40		
5	Deficit	854,371.76		
	Total active	8,978,259.18	Total passive	8,978,259.18

In closing real costs and estimated ones (unpaid expense demands from 2003 and depreciation cost) and real and estimated income (revenues from the service fee and dues coming from unpaid demands) a table of RTK Balance of outcome for 2004 has been made, as presented on the above, showing that RTK had a deficit of 854,371.76€ for the year 2004.

During 2004, RTK was aware of its difficult financial situation which it faced and it introduced savings and reductions in all of its departments. This has resulted in the fact that during 2004 RTK did not have any problems with liquidity (paying dues in time, salaries, and making other contracted payments). However, sources of income during 2004 were insufficient for RTK to ensure spending of reserve assets for covering expenses estimated by accounting, such as cost of unpaid demands from the previous year and depreciation costs.

Continuing we will give a brief description of the main reasons which had an impact on the deficit outcome of RTK Balance for the year 2004:

- Remitting of unpaid demands from service fee collection from 2003 amounting to 1,129,140.00€, which according to international standards of accounting are charged on 2004 as expenses.
- RTK has addressed a request for 2004 to the Ministry of Economy and Finance for granting assets from the Budget amounting to 2,526,414.00€. From the requested sum, RTK received from the Budget a sum of 1,000,000.00€ or 39% of the requested sum respectively.
- 2004 is the first month since RTK began collecting the service fee and this collection was considerable below anticipation with the 2004 Business Plan.
- Depreciation costs with the 2004 Business Plan were estimated at 50% of its true value while in the balance of outcome they had to be estimated and presented in true values. The value estimated of depreciation costs for 2004 reaches the sum of 1,132,764.00€.
- 2004 was an election year and RTK made a request for covering of election costs. Estimated costs for the elections reach the sum of about 192,000.00€ of which RTK received a sum of about 40,000.00€ or some 20% of the sum requested respectively. All the costs for covering the 2004 elections were covered by RTK itself, something that happened for the first time.
- 2004 was the year that ended the contract with the Swiss Government for financing of the Roma language Program. All the costs for continuing the program in the Roma language for 2004 were carried by RTK.