

Challenges of Print Newspapers in Kosovo in the Period 1999 to 2020

Ferid Selimi

Correspondence: Ferid Selimi, Faculty of Media and Communication; University of Business and Technology, Pristina, Kosova.

Received: October 26, 2022

Accepted: January 18, 2023

Online Published: January 23, 2023

doi:10.11114/smc.v11i1.5753

URL: <https://doi.org/10.11114/smc.v11i1.5753>

Abstract

The research objective is to examine the challenges faced by newspapers in Kosovo from 1999 to 2020. By using qualitative methods, the study aims to identify the factors that have led to the discontinuation of daily printed newspapers in Kosovo. The main drivers of this trend have been identified as the speed at which news can reach readers through electronic media, as well as the financial burden of unsold newspapers on the editorial offices, rather than on distribution networks. The findings of the study indicate that, as of March 2020, Kosovo has been left without daily newspapers due to the Covid-19 pandemic, as the government implemented measures that resulted in the temporary closure of business that newspapers. This has led to the accelerated closure of four daily print newspapers in Kosovo, which now only continue to publish in an electronic format. The pressure caused by these circumstances ultimately led to the discontinuation of printing and the shift to electronic version, which have a much lower financial cost.

Keywords: circulation, Daily newspaper, electronic written media, Kosovo, readability, electronic written media

1. Introduction

The Albanian daily printed newspapers in Kosovo has undergone significant changes over the past two decades. From 2000 to 2020, six newspapers were printed in the Albanian language in Kosovo.

In 2010, the number of daily print newspapers reached its peak, with ten newspapers in circulation. However, the exact circulation figures for these newspapers were not well-documented. Based on data collected from various sources, including Gross Domestic Product, it is clear that the circulation of daily print newspapers in Kosovo has been in decline over the years. Comparing the data between the years 2004-2019, it comes out that in 2004, when the daily newspapers printed in the Albanian language had a relatively large circulation, after 2011 they experienced a drastic decline. (Tomic, 2012). The market of daily print newspapers in Albanian language in Kosovo in the last two decades has undergone major changes, not only in number but also in brands. (Lumi, 2020) In 1999, there were 6 print newspapers on the market, while from 2000 to 2004 they were published 7 daily newspapers, which were not always the same newspapers. (Lumi, 2020) Thus, in Kosovo market in 2010 competed 10 daily newspapers. (Lumi & Selimi, 2018) But the newspapers that were mostly read were "Bota Sot", "Koha Ditore" and "Zëri". (IREX, 2015) So, from the six daily newspapers printed in 1999, their number increased to ten daily print newspapers in 2010, to fall then in 2019 to only four.

The objective of the research is to shed light on the current state of the Albanian print media in Kosovo. This study examines the challenges faced by print media in a small country with a population of two million in the Western Balkans, mostly inhabited by Albanians. Despite years of effort to adapt to technological advancements, by 2019, only four print newspapers in the Albanian language were still operating.

Based on the methods that were utilized, it was demonstrated that the daily newspapers printed in the Albanian language in Kosovo were under pressure of technology and the internet. Efforts were also made to identify other factor that contributed to the decline in circulation of newspapers printed in the Albanian language in Kosovo.

Currently, most media in the Western Balkans are considered to be closely connected to the centres of political and economic power, as confirmed by Freedom House reports or media reports such as the World Press Freedom Index published by Reporters Without Borders. (Bieber & Kmezic, 2015) The latest World Press Freedom Index even identified the Western Balkans, along with the EU, as the region with the greatest decline in media freedom worldwide. The cases of newspaper closures in the past two decades are mainly related to financial problems (Tomic, 2012) or other problems related to the operation of the newspaper, such as the case of the closure of the newspaper "Kosova Sot" during 2018. In 2019, the market of daily newspapers in Kosovo was accompanied by major difficulties, which were mainly affected by

financial difficulties and the development of electronic newspapers (portals). As if the vast majority of the media in the region as well as in Kosovo withdrew their investments to a great extent, as the profits were few and declining with the economic crisis. and that the extinction of the newspaper "Kosova Sot" in the printed version is called the "eating of the head" of the newspaper by technology, where according to this newspaper the development of information technology is "burying" printed newspapers in Kosovo. Due to unofficial restrictions on media freedom, freedom of expression is far from guaranteed not only in Kosovo. But in the entire Western Balkans. Challenges to freedom of expression arise in the form of restrictions in response to security threats or restrictions imposed in the context of hate speech.

The drastic decline in the sale of daily newspapers was one of the factors for the media owners to carefully analyse their decision to switch from the printed form to the online format. One of the first newspapers to make the switch was "Express" using the domain "gazetaexpress.com". The printed version was first published on February 14, 2005, and it continued to be published as a printed newspaper until 2013. Starting from March 22, 2013, "Express" withdrew from print and continued only in the electronic version under the domain "gazetaexpress.com" and today has become the most visited Albanian website, read by Albanian in countries around the world. The newspaper in PDF format has been accessible free of charge and has a readership of 10,000 regular readers per day, mainly readers from America and Europe, who after 18:00 in the evening were able to access the newspaper on the same day came out, which version no other daily newspaper in Kosovo has offered. (Lumi, 2020) In December 2014, the daily newspaper "Tribuna" was closed in its printed version, terminating the employment contracts of ten workers. The "Tribuna" newspaper transformed all its activities into the online version, publishing information for its readers on the portal gazetatribuna.com (<http://www.gazetatribuna.com>; Lumi, 2020). In 2019, the market of daily newspapers in Kosovo was accompanied by major difficulties, which were mainly affected by financial difficulties and the development of electronic newspapers (portals). Whereas, from March 2020 in Kosovo there is no longer a physical newspaper (Dakaj, 2021; Berisha, A., 2020). In 2020, print newspapers in Kosovo were finally closed, as a result of the impact of measures taken by the Government to combat the Covid 19 Pandemic, which includes measures to ban operation of businesses according to the codes, including of the banning of printed newspapers, starting from the decision of 23 March 2020 by the Ministry of Economy, Employment, Trade, Industry, Entrepreneurship and Strategic Investments, for the prohibition of economic activities related to printing, whether as primary or secondary activity (Selimi, Rugova & Lumi, 2022; MEETENSI, 2020.a) After this decision (Selimi, Rugova & Lumi, 2022; MEETENSI, 2020.b) for the temporary closure of the printing of newspapers by the Government of Kosovo, the daily print newspapers in Kosovo still continue to be inactive in the printed version, but they have passed all their activity only to the electronic version. (Lumi, 2020) This is due to the fact that the measures against the Covid 19 Pandemic only accelerated the closure of newspapers, that they were already attacked by the rapid development of the technology and internet, or rather by the impact of electronic newspapers in the country.

Journalism in contemporary times has witnessed a migration to the internet and has indeed revolutionised the process of communication in obtaining or accessing information and immediate dissemination of information, (Nwabueze 2018). Despite that newspapers have a long tradition and centuries of experience, digital newspapers have gained immense popularity among the users due to their advantages. They have rapidly transformed the society in the 21st century and generated a new era recognized as digital revolution. (Bazillion, 2001) or as related to this, C. pin Lee et al., with the E-democracy, where its stated: "e-democracy might be potentially beneficial to alleviate the long worried negative effects of the political divide in democratic polity" (C. pin Lee, D. Yun Chen, & T. Yi Huang, 2014) In studying the changes in contemporary media environments, it is necessary not only to understand the current situation but also how news is sold and how it is accepted by the audience. "This situation has provoked a great need for innovation in the newspaper industry". (Küng, 2008). Digital innovation, enabled by digital technologies, leads to the creation of new forms of digitalization and an increase in the enterprise's innovation level. However, it also requires changes in logistics management to achieve a competitive advantage. According to a research by Fetahu, X. I., Shala, Y., Mazrekaj, I., Morina, F., Bajrami, E., Krapic, F., and Veselaj, K, (2019) there are other factors that have contributed to the closure of printed newspapers in Kosovo.

2. Literature Review

Despite limitations, according to Bebawi (2021) new forms of journalism expand the act of professional resistance, allowing for changes in newspapers. The basic principles of journalism are unified through codes of ethics such as accuracy, impartiality and truthfulness, which are often challenged in specific contexts that are affected by political, social and economic influences Kovach (2007). Years before the McBride report was drafted, Latin American scholars of communication actively protested against the huge inequalities between the northern and southern hemispheres in terms of the production and exchange of information and knowledge in the field of journalism and media. (Beltrán, 1970; Dorfman & Mattelart, 1972; Pasquali, 1972; Verón, 1971). For many years, scholars have acknowledged the practical and theoretical universalization of journalism standards. (Glück, 2018; Mitchelstein & Boczkowski, 2021; Mohammed, 2021). Therefore, according to scholars Deuze, 2002; Hanitzsch, Hanusch, Ramaprasad, and De Beer, 2019; Zelizer, 2005,

“things appear to be improving”. (Deuze, 2002; Hanitzsch et al., 2019; Zelizer, 2005). According to Peruško, Vozab, and Čuvalo, (2020), in the last decade, the number of printed newspapers has been even lower compared to the last years, even though there has been a more professional approach to highlighting current topics.

Studies on media and journalism can be traced back to the early days of the field producing a wider geographic range than ever (Mellado 2012) and that the logic of funding, production, and distribution of newspapers must attract the audience. While Brogi et al., (2014) speak of the proximity of media to politics, Waisbord (2007) says that many countries face turmoil, while in many other countries there is insecurity (Hughes et al., 2007). Bicerria and Martini consider the media captured. (Becerra & Mastrini, 2017) Segura and Waisbord deal with violence against the press and political instrumentalization of the media, which, they say “limit society’s engagement in information”. (Segura & Waisbord, 2016). Meanwhile, Lauk. (2008) clearly feel “the values of legal norms, creativity, and the “protective” role of journalists”. (Lauk, 2008). So, these data reveal another factor - the poor economic situation, which could also be considered as one of the factors in the decline of the circulation of daily print newspapers in this digital age, (Kovačić, Erjavec, & Štular, 2010; Brogi et.al, 2014) as well as another factor can be considered the development of technology. Reading of daily newspapers over two decades results to be low, where according to (Smith, 2007) is very limited and only 6% of the total population in Kosovo read newspapers. The explanations usually given for not reading of newspapers (Smith, 2007) identify the inclusion of low literacy rates by citizens, as well as low investment in the development of print newspapers. Based on this small number of distributed and sold copies of print newspapers in the Albanian language in Kosovo, in the survey with citizens, among others, the question was where do they read the daily news (Berisha I., 2004). The low demand to buy a newspaper is observed both in the surveys provided by other institutions such as (IREX, 2003; OShP O., 2011; BBC, 2018) Whereas, from March 2020 in Kosovo there is no longer a physical newspaper (Dakaj, 2021) (Berisha, A., 2020). The development of technology, especially the use of the internet to a large extent, the politicization of newspapers, financial difficulties of media companies and recently the pandemic situation caused by Covid 19, are the factors that have influenced the extinction of traditional media (Ahmeti, 2021; Scheuer, Bron, & Kind, 2011) A research by Krasniqi, Ulaj, Berisha, Qevani, and Kastrati, (2020) mentions the small population in Kosovo is a factor for the decline in print newspapers. Everet (2011) mentions factor of technology development. Whereas, Robertson (2005) mentions unwillingness to read them. Scheuer, Bron, and Kind, (2011) mentions their instability and financial problems. Alterman (2008) said no one was interested in reading yesterday's news anymore. According to OSCE & KIPRED (2010) the daily circulation of print newspapers sold in Kosovo in 2010 was low. Globally, the circulation of printed daily newspapers is declining as readers are turning to digital media. The newspaper industry is under pressure to digitalize. This also includes the perspective of service consumption in the service development (Bryson, Daniels, & Warf, 2004). Another implication is that new roles are included in the network. Barczak (2019) says that “the implementation and use of digital technologies leads to an increase in the enterprise’s innovation level” so they also include the interests and boundaries on companies (Amit & Zott, 2001; Jonsson, 2010). In a mobile, globally networked, and digitized communication infrastructure, circulation of journalistic (Thussu, 2019) and the digitization which becomes entrenched in everyday life, making to the largest number of internet users (Patwa, Bhardwaj, Gupta, Kumari, Sharma, Srinivas, Amitava, Ekbal, Akhtar & Tanmoy, 2021; Krasniqi et al., 2020; Everett, 2011) there are social and cultural differences between audience groups that make the transition from print a risky and uncertain strategy for local newspapers, Scogerbo and Winsfold. (2011) and the substantial overlap of online local daily. (Chyi, & Lasorsa, 2009).

3. Methods

In this research were utilized qualitative, survey and comparison methods. The study is based on the data extracted from the archives as well as from the researches of other institutions on the technology of printing and mass distribution of news. Secondary data on the state of newspapers written in Kosovo during 2020 were also utilized in this research, focusing on the closure of their activity by the government due to the measures taken during 2020 to combat the Covid 19 pandemic.

4. Results

Based on the data collected for the daily newspapers printed in Kosovo, in 1999 in Kosovo there were 5 daily print newspapers in Albanian language, and among them were “Koha Ditore”, “Bota Sot”, “Zëri”, “Epoka e Re” and “Kosova Sot”, whose circulation reached about 43 thousand copies, while of these, managed to be sold up to 30 thousand copies. In Table. 2, according Lumi (2020) are shown the data on the weekly printed and sold copied of daily newspapers in 2004. On January 6, 2014, in a public notice, the former editor-in-chief of the newspaper "Bota Sot" announced that the newspaper "Bota Sot" has gone bankrupt in its edition in Kosovo. The newspaper "Bota Sot" from the last issue of December 2013 was no longer on the market until January 6. In fact, the newspaper was published by the editorial office of this newspaper in Switzerland, but not in Pristina. According to the owner of the company Room Cafe, the number of daily newspapers printed in the Albanian language in Kosovo varied on the average, 6 newspapers per day. (Lumi, 2020)

Table 1. Variation of the number of newspapers by year 1999-2020

1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
6	7	6	6	5	7	8	9	9	9	9
2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
10	9	8	7	8	6	5	5	5	4	0

As shown in Table 1, based Lumi (2020) during 1999 to 2005, in the media market of Kosovo, were published on the average, about 6 daily newspapers printed in Albanian, which is increased from 2006 to 2009, where were published 9 daily newspapers printed in Albanian. According Lumi (2020) in 2010 it was marked the largest number of print daily newspapers, which were 10 of them.

Table 2. Daily and weekly printed circulation and daily and weekly sold of daily newspapers in 2004

	2004	2004	2004	2004	
Daily newspapers	Daily printed	Daily sold	Daily newspapers	weekly printed	weekly sold
KOHA			KOHA		
DITORE	16,000	12,000	DITORE	112,000	84,000
BOTA SOT	10,000	7,000	BOTA SOT	60,000	42,000
ZËRI	9,200	7,000	ZËRI	55,200	42,000
EPOKA E RE	7,000	4,000	EPOKA E RE	42,000	24,000
Total	42,200	30,000	Total	269,200	192,000

Based on the data (Lumi, 2020) reflected in Table 2, it can be seen that in 2004, the total of 269,200 newspapers were printed per week or 13,998,400 per year. In this analysis, it is calculated that “Koha Ditore” is printed and sold 7 days per week, while the others are printed and sold 6 days per week, as “Koha Ditore” is also printed and sold on weekends. While a total of 192,000 newspapers were sold per week, which amounts to 9,984,000 per year.

Table 3. Weekly sales and annual sales according of daily newspapers in 2019

Daily newspapers	Koha Ditore	Bot Sot	Zeri	Epoka e Re	Total
Years	2019	2019	2019	2019	2019
weekly printed	6800	4500	3250	1500	16050
weekly sold	4000	3000	1400	600	9000
years printed	353600	234000	169000	78000	834600
years sold	208000	156000	72800	31200	468000

Based on the data presented in Table 3 there is a significant decline in the printing of daily newspapers. If we take the total number of newspapers printed in 2004, which was 269,000 newspapers per week, and compare it to the total number of newspapers printed in 2019, which was 16,050 newspapers per week, it is clear that there has been a drastic decrease. Additionally, there has been a significant decline in the sales of the daily newspapers. If we consider the total number of newspapers sold in 2014, which was 192,000 newspapers per week, (Lumi, 2020) and compare it to the total number of newspapers sold in 2019, which was 9000 newspapers per week, it is apparent that there has been a decline of 95% in newspapers sales. These issues have plagued the daily newspapers market in Kosovo for the past two decades. From 2011 to 2019, three daily newspapers have closed, resulting in job losses for journalists. (Lumi, 2020)

While when we extract the data from each online media, we can see a diverse number of visitors from other European countries and America, which as printed newspapers could not reach there.

Table 4. Data for “Express” online newspaper in 2020

Global Ranking	National Ranking	Ranking by category	Total visitors	Minute spent on the Website	The countries from which the website is clicked	Ranking of views according to social networks
19705	23	7	4.22	4.59	Albania, Switzerland, Norway, Germany and Serbia	Facebook (87.81%), Youtube (8.83%), Twitter (1.00%), Reddit (0.97%), Pinterest (0.47%).

Thus, “Express” in 2020 had a global ranking of 19,705. And in the national ranking it was in 23rd place. According to the category, it was ninth. There were 3.2 million visitors, who mostly stayed between 6 minutes and 15 seconds. The opportunity to follow this media was from Switzerland, Albania, Serbia, Norway and Germany. Express also publishes its writings on Facebook (87.81%), YouTube (8.83%), Twitter (1.00%), Reddit (0.97%), Pinterest (0.47%). While, according to the data provided by the website: similarweb.com, shows the number of posts for day on July 2020, where we can see there were 15.4 K total daily interactions and throughout the whole month 476 K, which is an indicator of readers’ interest in electronic media. Based on these data, there is no doubt that the factor of “pressure of technological development” is also increasing. (Everett, 2011)

Table 5. Data for Koha.net online newspaper in 2020

Global Ranking	National Ranking	Ranking by category	Total visitors	Minute spent on the Website	The countries from which the website is clicked	Ranking of views according to social networks
75.358	79	20	908.66	4.2	Albania, Switzerland, USA, Germany and Norway	Facebook (92.21%), Youtube (4.03%), Twitter (3.01%), LinkedIn (0.50%), Reddit (0.24%)

"Koha.net" newspaper had a global ranking of 75,358. And in the national ranking it was in 79th place. According to the category, it was the twentieth. There were 908.66 thousand visitors, who stayed for an average of 4 minutes and 20 seconds. It was followed by Albania, Switzerland, the USA, Germany and Norway. It also publishes its writings on Facebook (92.21%), Youtube (4.03%), Twitter (3.01%), LinkedIn (0.50%), Reddit (0.24%). Figure 6 shows the total interactions as well as the posts and clicks on the page. As can be seen from the data provided by the website: similarweb.com, it shows the number of posts for the month of July of the 2020. During this month there were 8.0K total interactions per day and throughout the entire month 248.7K.

Table 6. Data for “Telegrafi” online newspaper in 2020

Global Ranking	National Ranking	Ranking by category	Total visitors	Minute spent on the Website	The countries from which the website is clicked	Ranking of views according to social networks
21449	28	9	3.200.000	6.15	Albania, Serbia, Germany, USA and Sweden	Facebook (75.72%), Youtube (15.84%), LinkedIn (3.37%), Twitter (1.64%), Instagram (1.62%)

"Telegrafi" had a global ranking of 21,499 and it was in 28th place in the national ranking. in the national ranking it was in twenty-eighth place. According to the category, it was 7th. There were 3.2 million visitors, who stayed for an average of 6 minutes and 15 seconds. It was followed by Albania, Serbia, Sweden, the USA and Germany. Telegrafi also publishes its articles on Facebook (75.72%), YouTube (15.84%), LinkedIn (3.37%), Twitter (1.64%), Instagram (1.62%). While the following figure shows total interactions of this online newspaper. As for the daily presentations for the month of July 2020, the data provided by the website: similarweb.com. shows the number of posts for day on July 2020.

The results of this research shows that the trend of the development of electronic media in Kosovo has affected the importance and power of daily print newspapers in the media market of Kosovo. From March 2020, Kosovo was left without daily newspapers due to the circumstances created by the Covid-19 Pandemic, where the government took measures for the temporary closure of economic operators that print newspapers, which accelerated the closure of four daily print newspapers in Kosovo, continuing only in the electronic version.

5. Discussion

From the data on the printed copies of newspapers published in the Albanian language in Kosovo, as well as the copies sold during the day, it can be said that the decline of the daily print newspaper circulation in Kosovo over the years stands as follows: in 2010, the daily circulation of printed newspapers sold was around 25000 to 35000 copies, but it should be noted that in that year, there were 10 daily newspapers on the market. Therefore, this number of daily circulation of newspapers sold in Kosovo is small per citizen, because the data shows that around 2.1 million Albanian live in Kosovo (ASK, 2019). From 2011 to 2019, three daily newspapers closed, resulting in the loss of jobs for journalists. (Lumi, 2020) However, media that were close to politics seem to have coped better with the crisis and have more easily secured funding. (Brogi et al., 2014).

Taking into account the number of inhabitants in Kosovo and their economic situation and given the Gross Domestic Product (Fetahu, et., al, 2019) this number of daily print newspapers per capita in Kosovo seemed to be large.

When comparing the data between the years 2004-2019, it comes out that in 2004, when the daily newspapers printed in the Albanian language had a relatively large circulation, after 2011 they experienced a drastic decline. (Tomic, 2012).

Despite that in previous study, Ahmeti (2019) had found that the development of the internet and the politicization of newspapers had affected the closure of daily printed newspapers, based and without neglecting the factors previously identified, I recall that the unsatisfactory publication of advertisements and competitions by public, private and by the ministries of the Republic of Kosovo, greatly affected the decline in the number of printed newspapers. Then, the global financial crisis from 2008, which was deeply felt in Kosovo. That means about 1,210,000 people in working age. Meanwhile, taking into the account the pressure of technology" (Everett, 2011) or the internet, according to data provided by the sales network "RILINDJA A.G.E SH.P.K." and Room caffè Sh.p.k." (Lumi, 2020; Selimi, Rugova & Lumi, 2022) that distributed daily newspapers in the country, for a short period of time, 1200 newspapers sales points were closed in most cities of Kosovo. As for subscriptions, which emphasizes Robertson (2005) in Kosovo, they did not carry weight, because they were very rare. However, the content of the newspapers was important. Because consumers understood that they could read the same content for free on the internet, even before the printed newspapers was published. Instability and financial problems, highlighted Scheuer et al., (2011) and editorial policy, as a protective strategy to avoid conflicts with political parties, government and international institutions, also had an impact. The decline in interest in reading yesterday's news, as identified by Alterman (2008), may also have taken hold among newspapers readers in Kosovo. The daily newspapers in Kosovo appear to have become less appealing to readers as the news they contain is often outdated by the time it reaches readers. Additionally, the large number of pages filled with unattractive content and information that is not relevant to citizens, as well as a lack of new stories or investigative articles, has likely contributed to this decline. Furthermore, the decrease on credibility when newspapers align with political parties or ministries also had a significant impact on their sales, as noted by data provided by (IREX, 2003; OShP, 2011; BBC, 2018).

6. Conclusions

The problems facing the journalism in Western Balkan, especially Kosovo involve various aspects of the social, political, legal and economic functioning which could undermine the sustainability of media freedom and the overall protection of freedom of speech, access to information and public representation of the opinions of the different groups in a society. This research aimed to move away from limited, outdated, or speculative characterizations of the survival of daily newspapers in Kosovo over the 20 years and instead conduct a methodical and empirical analysis of the state of newspapers in the country.

Through this analysis, it was found that while there were 10 newspapers in 2010, by 2019 only four remained, and by 2020 they had all closed. (Lumi, 2020) During that time have had approximately there were about 6 daily newspapers in circulation for 20 years, but the number fluctuated due to the decline in newspapers sales. By analysing the fluctuations in the number of daily newspapers, it can be observed that the readership of printed daily newspapers has decreased dramatically. This is evident in the closure of newspaper sales points in all municipalities of Kosovo. As readers sought out more current news, they turned to online sources that offered updated and fresh information, data, and perspectives. We argue that one of the factors that led to the dominance of online media over print newspapers is the large of number of printed newspapers. The printed daily newspapers in Kosovo were financially unstable, with small revenues from sales and a reliance on publishing contests and advertisements that affected their editorial policies.

The development trend of technology and the internet, which enables readers to follow faster, easier and in real time the supply of daily news, as well as the possibility of frequent updating of that news. Ability to select news through different electronic media, which is faster and cheaper and the possibility of reading the newspaper at any time and in any place in the world, without having to buy it in a store.

Other factors that On-line newspapers are considered better than printed newspapers are that in on-line newspapers, readers are guided and get notified with supplementary information details for further information and also offer multimedia and hyperlink features. On-line newspapers are able to maintain environmental sustainability by no longer using paper raw materials.

Therefore, taking into account these factors, the print newspapers in Kosovo that tried to survive for around 20 years could not withstand the pressure and finally stopped publishing print newspapers in order to continue with their electronic version, which has a much lower financial cost.

References

- Ahmeti, N. (2021, march 14). Kosova pa asnjë gazetë të shtypur. Kosova pa asnjë gazetë të shtypur. Prishtina, Kosovo, Kosovo. Retrieved from <https://www.evropaelire.org/a/kosova-gazeta-te-shtypura-/31150170.html>
- Alterman, E. (2008). Out of Print. The death and life of the American newspaper. USA: newyorker.com. Retrieved from <https://www.newyorker.com/magazine/2008/03/31/out-of-print>
- Amit, R., & Zott, C. (2001). Value creation in e-business. *Strategic Management Journal*, 22, 493-520.

- ASK. (2019). VLERËSIM: Popullsia e Kosovës 2018. Prishtinë: Agjencia e Statistikave të Kosovës (ASK). Retrieved from <http://ask.rks-gov.net/media/4892/vler%C3%ABsimi-i-popullsis%C3%AB-2018.pdf>
- Barczak, A., Dembińska, I., & Marzantowicz, Ł. (2019) Analysis of the Risk Impact of Implementing Digital Innovations for Logistics Management. Special Issue "Industry 4.0 and Sustainable Supply Chain Management". <https://doi.org/10.3390/pr7110815>
- Baskerville, R., & Myers, M. D. (2004). Special Issue on Action Research in Information system: Making IS Research Relevant to Practice-Forword, *MIS Quarterly*, 28(3), 329-335. <https://doi.org/10.2307/25148642>
- Bazillion, R. (2001). Academic Libraries in the Digital Revolution. *Educause Quarterly*, 24(1), 51-55. <https://doi.org/10.1353/pla.2001.0014>
- BBC. (2018). Kosovo profile-Media. London: BBC. Retrieved from <https://www.bbc.com/news/world-europe-18328868>
- Bebawi, S. (2021). Conceptualising Innovation through a Cultural Model: Arab Investigative Journalism. *Journalism Studies*, 22(11), 1400-1415. <https://doi.org/10.1080/1461670X.2021.1951617>
- Becerra, M., & Mastrini, G. (2017). La concentración infocomunicacional en América Latina (2000-2015). [Infocommunicational concentration in Latin America. New media and technologies, fewer actors]. Nuevos medios y tecnologías, menos actores. Universidad Nacionalde Quilmes–Observacom.
- Beltrán, L. R. (1970). Apuntes para un diagnóstico de la incomunicación social en América Latina la persuasión a favor del status quo [Sketching a diagnosis of social (in) communications inLatin America: persuasion for the status quo]. En CEDAL (Ed.), Los medios de comunicación colectiva y el desarrollo en América Latina (pp. 1-34). Centro de Estudios Democráticos de América Latina
- Berisha, A. (2020). Virusi që preku edhe gazetat. Prishtina: <https://kallxo.com>. Retrieved <https://kallxo.com/lajm/virusi-qe-preku-edhe-gazetat/> (18 January 2023)
- Bieber, F., & Kmezić, M. (2015). Media Freedom in the Balkans. Graz: Bi EPAG.
- Brogi, E., & Rudic, B. (2014). Freedom of media in the Western Balkans. Belgium: Study of the European Parliament; Directorate General for External Policies of the Union, Directorate B, Policy Department; 2014/PE534.982; [Centre for Media Pluralism and Media Freedom]. Retrieved from http://pdc.ceu.hu/archive/00007183/01/Albanian_Media_Inst_Freedom_of_Media_in_Western_Balkans_2014.pdf
- Bryson, J., Daniels, P., & Warf, B. (2004). Service Worlds: People, Organizations, Technologies. Routledge, London.
- Chinenye, N., & Ebere, O. (2018). Rethinking the Bullet Theory in the Digital Age. *International Journal of Media, Journalism and Mass Communications (IJMJMC)*, 1-10
- Chyi, I. H., & Dominic, L. L. (2009). An Explorative Study on the Market Relation Between Online and Print Newspapers. *Journal of Media Economics*, 91-106. https://doi.org/10.1207/S15327736ME1502_2
- Deuze, M. (2002). National News Cultures: A Comparison of Dutch, German, British, Australian and U.S. Journalists. *Journalism and Mass Communication Quarterly*, 79(1), 134-149. <https://doi.org/10.1177/107769900207900110>
- Dorfman, A., & Mattelart, A. (1972). Para leer al Pato Donald: Comunicación de masas y colonialismo [How to read Donald Duck: mass communication and colonialism]. Siglo XXI Editores.
- Ekonomia Online ShPK: Dakaj, B. (2021, shtator 6). Në Kosovë ka gazeta serbe, në Kosovë s'ka gazeta shqipe! Prishtinë, Kosovo, Kosovo: Retrieved <https://ekonomiaonline.com/ne-kosove-ka-gazeta-serbe-ne-kosove-ska-gazeta-shqipe/> (18 January 2023)
- Everett, C. E. (2011). Transformation of Newspapers in the Technology Era. *The Elon Journal of Undergraduate Research in Communications*, 102.
- Fetahu, X. I., Shala, Y., Mazrekaj, I., Morina, F., Bajrami, E., Krapci, F., & Veselaj, K. (2019). Bruto Produkti Vendor: 2008 – 2018. Prishtinë: Agjencia e Statistikave të Kosovës.
- Gazetaexpress.com. (2019). Teknologjia ia “ha kokën” edhe një gazete të njohur kosovare. Prishtinë: [gazetaexpress.com](https://www.gazetaexpress.com). Retrieved <https://www.gazetaexpress.com/tekonlogjia-ia-ha-koken-edhe-nje-gazete-te-njohur-kosovare/> retrieved 12 January 2020.
- Glück, J. (2018). Measuring Wisdom: Existing Approaches, Continuing Challenges, and New Developments. *The Journals of Gerontology: Series B*, 73(8), November 2018, 1393-1403, <https://doi.org/10.1093/geronb/gbx140>

- Hanitzsch, T., Hanusch, F., Ramaprasad, J., & De Beer, A. S. (Eds.). (2019). *Worlds of journalism: Journalistic cultures around the globe*. Columbia University Press. <https://doi.org/10.7312/hani18642>
- Hughes, S., & Chappel, L. (2007). The Barriers to Media Opening in Latin America. *Political Communication*, 22(1), 9-25. <https://doi.org/10.1080/10584600590908410>
- IREX. (2003). *MEDIA SUSTAINABILITY INDEX 2003: The Development of Sustainable Independent Media in Europe and Eurasia*. Washington, DC: IREX & USAID. Retrieved from <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2003-kyrgyzstan.pdf.pdf>
- IREX. (2015). *Media Sustainability Index 2015: The Development of Sustainable Independent Media in Europe and Eurasia*. Washington, DC: IREX & USAID. <https://www.irex.org/sites/default/files/pdf/media-sustainability-index-europe-eurasia-2015-kosovo.pdf>
- Jonsson, W. M. (2010). The time has come for business model innovation. Willey Online Library. <https://doi.org/10.1002/itl.421>
- Kovach, B., & Rosenstiel, T. (2007). *The Elements of Journalism, Revised and Updated 4th Edition*. New York: Crown.
- Kovačić, M. P., Erjavec, K., & Štular, K. (2010). Credibility of Traditional vs. Online News Media: A Historical Change in Journalists' Perceptions? *Medijska istraživanja: znanstveno-stručni časopis za novinarstvo i medije*, 113-130.
- Krasniqi, I., Ulaj, R., Berisha, I. T., Qevani, B., & Kastrati, A. (2020). Vjetari statistikor i Republikës së Kosovës. Prishtinë: Agjencia e Statistikave të Kosovës, [in Albanian].
- Küng, L. (2008). *Strategic Management in the Media: Theory to Practice*. Sage Publications.
- Lauk, E. (2008). How will it all unfold? media systems and journalism cultures in post-communist countries. In K. Jakobowicz & M. Sükösd (Eds.), *Finding the right place on the map: Central and Eastern European media change in a global perspective* (pp. 193-212).
- Lee, C., Chen, D., & Huang, T. (2014). The Interplay Between Digital and Political Divides: The Case of e-Petitioning in Taiwan. *Soc. Sci. Comput. Rev.*, 32(1), 37-55. <https://doi.org/10.1177/0894439313497470>
- Lumi, F. (2020). <https://knowledgecenter.ubt-uni.net/cgi/viewcontent.cgi?article=2701&context=etd>. Retrieved from <https://knowledgecenter.ubt-uni.net>.
- Lumi, F., & Selimi, F. (2018). Impact of technology and internet on the media market in Kosovo, in daily print newspapers and online newspapers. UBT International Conference. 243. (p. 18). Prishtinë: University for Business and Technology. <https://doi.org/10.33107/ubt-ic.2018.243>
- Meetiesi, M. E. (2020.a, march 23). Ordinance on the performance of the economic activities during the public health emergency, 23.03.2020. Prishtinë: Ministry of Economy, Employment, Trade, Industry, Entrepreneurship and Strategic Investments (MEETIESI). Retrieved from <https://mint.rks-gov.net/desk/inc/media/1FD3FE77-58F6-493F-B3F4-D8B9B00BD9BA.pdf>
- Meetiesi, M. E. (2020.b). Addition: Classification of Economic Activities by Nace Codes, Regarding the MEETIESI Ordinance, on 23 March 2020. Prishtinë: Ministry of Economy, Employment, Trade, Industry, Entrepreneurship and Strategic Investments (MEETIESI). Retrieved from https://docs.google.com/spreadsheets/d/1sW5kdwZnBXH3b9fo8SS2oHIs_jps_Mx1ceEQHoZTWmk/edit#gid=1618767525: <https://docs.google.com/spreadsheets/d/1MDNnd4mh476vfr43XkrpwEkZENdCvX1iegKmfEMd5k/edit#gid=0>
- Mellado, C. (2012). Major trends of journalism studies in Latin America. A Meta-analysis of five decades of research. In D. H. Weaver & L. Willnat (Eds.), *The global journalist in the 21st century* (pp. 413-425). Routledge. <https://doi.org/10.1201/9781003070740-36>
- Mitchelstein, E., & Boczkowski, P. J. (2021). What a special issue on Latin America teaches us about some key limitations in the field of digital journalism. *Digital Journalism*, 9(2), 130-135. <https://doi.org/10.1080/21670811.2021.1873813>
- Mohammed, W. F. (2021). Decolonizing African media studies. *Howard Journal of Communications*, 32(2), 123-138. <https://doi.org/10.1080/10646175.2021.1871868>
- Nwabueze, U., & Joan, M. (2018). Achieving competitive advantage through effective communication in a global environment. *Fundacja Centrum Badań Socjologicznych. Journal of International Studies*. P 50-66
- OSCE, & KIPRED. (2010). *Tirazhi dhe politizimi i mediave të shkruara në Kosovë*. Prishtinë: Organizata për Siguri dhe Bashkëpunim në Evropë, Departamenti i Demokratizimit. Retrieved from <https://www.osce.org/sq/kosovo/67791?download=true>

- Oshp, O. (2011). Vendim për anulimin e vendimit të autoritet kontraktues për dhënien e kontratës operatorëve ekonomik "Koha Ditore " dhe "Zëri" lidhur me tenderin "Publikimi i njoftimeve/shpalljeve në të përditshmet ditore për nevojat e AKP-së. Prishtinë: Organi Shqyrtues i Prokurimit. Retrieved from <https://oshp.rks-gov.net/repository/docs/vendimet/2011/apr.kosova.sot.pdf>
- Pasquali, A. (1972). *Comunicación y Cultura de Masas [Communication and Mass Culture]* (2nd ed.). Monte Avila.
- Patwa, P., Bhardwaj, M., Guptha, V., Kumari, G., Sharma, S., PYKL, S., ... & Chakraborty, T. (2021). Overview of CONSTRAINT 2021 Shared Tasks: Detecting English COVID-19 Fake News and Hindi Hostile Posts. https://doi.org/10.1007/978-3-030-73696-5_5
- Peruško, Z., Vozab, D., & Čuvalo, A. (2020). Comparing post-socialist media systems. The case of Southeast Europe. Routledge. <https://doi.org/10.4324/9780367226787>
- Petković, B. (2004). *Media Ownership and its Impact on Media Independence and Pluralism*. Peace Institute, Institute for Contemporary Social and Political Studies. 2004. Peace Institute, Ljubljana, Slovenia.
- Robertson, L. (2005). Adding a Price Tag – American Journalism Review Retrieved from <http://ajrarchive.org/article.asp?id=4004>
- Scheuer, A., Bron, C. M., & Kind, S. (2011). *The Media in South-East Europe - Comparative Media Law and Policy Study - KOSOVO* (by Vjollca Krasniqi). Berlin/Saarbrücken: Friedrich Ebert Foundation, Berlin – Regional Project Dialogue South-East Europe. Retrieved from <https://library.fes.de/pdf-files/bueros/sofia/08097.pdf>
- Scogerbo, E., & Marte, W. (2011). Audiences on the move? Use and assessment of local print and online newspapers. *European Journal of Communication*. <https://doi.org/10.1177/0267323111413112>
- Segura, S., & Waisbord, S. (2016). *Media movements: Civil society and media policy reform in Latin America*. Zed Books. <https://doi.org/10.5040/9781350221321>
- Selimi, F., Naser, R., & Fatime, L. Q. (2022). Print newspaper in Albanian Language in Kosovo under the pressure of Technology and Internet Development. *International Journal of Journalism and Mass Communication Research and Development*.
- Smith, L. K. (2007). <http://www.lse.ac.uk>. Retrieved from POLIS, London School of Economics.
- Thussu, D. K. (2019). *Transnational News Flows. Journalism Studies*. <https://oxfordre.com/communication/display/10.1093/acrefore/9780190228613.001.0001/acrefore-9780190228613-e-882;jsessionid=FA5CA27>
- Tomic, M. (2012). Report on The SEEMO Press Freedom Mission to Kosovo. Prishtinë. South East Europe Media Organization (SEEMO). Retrieved from http://seemo.org/products-all.php?products_id=58
- Verón, E. (1971). *Lenguaje y comunicación social [Language and social communications]*. Nueva Visión.
- Waisbord, S. (2007). Democratic Journalism and “Statelessness.” *Political Communication*, 24(2), 115-129. <https://doi.org/10.1080/10584600701312837>
- Zelizer, B. (2005). “The Culture of Journalism.” In *Mass Media and Society*, edited by James Curran and Michael Gurevitch, 4th ed., 198-214. New York: Hodder Arnold.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the [Creative Commons Attribution license](#) which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.