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ALBANIAN RADIO-TELEVISION





- ▶ Radio Televizioni Shqiptar, acronym RTSH - Albanian Radio and Television, is the public broadcaster of Albania.
- ▶ Radio Tirana's launch date is November 28th, 1938 while Televizioni Shqiptar - TVSH launch date is April 29th, 1960.
- ▶ The whole structure of RTSH has 950 employees. RTSH is a public entity, depending from Albanian parliament. RTSH activity is regulated by Law No. 97/2013 dated March 4th, 2013, "On the Audiovisual Media in the Republic of Albania".
- ▶ RTSH is financed by television license fee, included in monthly electric bill per each household, state grant, advertising, serviced provide to third parties etc.
- ▶ Unfortunately the license fee is the lowest in Europe, 75 Eurocent per month per household



- ▶ RTSH runs two analogue channels named Televizioni Shqiptar (TVSH and TVSH 2), eight digital television stations (in the allotments of Tirana, Fier, Korça, Berat etc.) known as RTSH HD, RTSH 2, RTSH 3, RTSH SPORT, RTSH FILM, RTSH SHQIP, RTSH MUZIKË and RTSH Parliament.
- ▶ RTSH operates four radio stations using the name Radio Tirana: Radio Tirana, the typical generalist channel, Radio Tirana 2, aimed at younger audience
- ▶ Radio Tirana 3, aimed at Albanian compatriots living abroad and to foreigners.



- ▶ The latest in the list is Radio Tirana Klasik, transmitting classical music.
- ▶ In addition, RTSH operates four regional radio and TV stations in: Gjirokastër (radio and TV), Korçë (radio and TV), Kukës (radio) and Shkodër (radio).
- ▶ The international television service via satellite was launched in 1993 (TVSH Satelit, now RTSH 3), and is aimed at Albanian-speaking communities in neighboring countries plus the Albanian diaspora in the rest of Europe.
- ▶ RTSH 2 is a channel that broadcasts programs in the languages of minorities living in Albania.
- ▶ Within 2017 it is foreseen that RTSH digital terrestrial platform will operate covering all Albania and the switch off of analogue channels will proceed.
- ▶ RTSH will operate two frequencies in digital terrestrial; the first frequency will be used for own channels of RTSH while the second frequency will be used to support local and regional as well as national commercial broadcasters.
- ▶ RTSH is full and active member of international organizations such as EBU - European Broadcasting Union, CIRCOM Regional, COPEAM, URTI etc.

- ▶ Organizational structure of RTSH is based on three main units: technical unit, news and thematic programs unit and programming unit.
- ▶ A crucial part of RTSH is Symphonic Orchestra, part of RTSH structure since 56 years.
- ▶ Flagship programs in RTSH:
 - ▶ Festivali i Këngës (song contest) - it is the biggest and most important live music event. It is the third oldest musical event in Europe, in 2017 took place the 56th edition. The winner of this festival represents Albania in Eurovision Song Contest.



- ▶ Trupi dhe shëndeti (medical program) - it is one of the oldest programs dedicated to health issues, in broadcast since many decades.
- ▶ Nga njëra ndeshje në tjetrën (sport program) - again it is one of the oldest programs dedicated to superior league of Albanian football, in Radio, with live connections with commentators from each stadium where matches are taking place.
- ▶ End-Year Festive Concert (entertainment program) - Entertainment program for end of the year.
- ▶ Edicioni i lajmeve (news bulletin) - it is one of the oldest programs in broadcast both in Radio and TV, transforming from a propaganda form during communism to a news bulletin dedicated to audience and communities nowadays.
- ▶ RTSH operates its web site www.rtsh.al offering not only news and latest on RTSH programs and shows but also information on RTSH, it is an important tool of accountability.



- ▶ In 2017 it was launched the application RTSH Tani for smartphones Android and iOS where you can watch live broadcast of RTSH channels.
- ▶ RTSH since 2016 has created the structure of Training Academy, as a must for the training of its employees and students of various faculties.
- ▶ Especially since 2015, due to close cooperation with OSCE Presence in Albania and using the best trainers from the large pool of experts of EBU, RTSH has conducted many trainings for its employees.
- ▶ RTSH started last year, due to Memorandum of Cooperation with RAI, Italian public broadcaster, training of its staff in Italy.
- ▶ RTSH will initiate cooperation with its counterpart in Kosovo, RTK, for mutual training of the staff

▶ **Thank for your attention!**