

Revised recommendations for Improving the Digital Platform and Online Media Governance in Kosovo*

A comprehensive study on the existing regulatory framework governing social media platforms and online media in Kosovo* was produced between 2024 and 2026 by the South East European Network for Professionalization of Media (SEENPM). The study examines the main challenges for the moderation and curation of public interest verified information on social media, along with related recommendations addressed to the specific stakeholders to whom they apply.

Following workshops held in June 2025, during which the draft study and related recommendations were presented and feedback was collected from relevant stakeholders, a further series of workshops was held in April and May 2026. The purpose of these workshops was to gather feedback on the recommendations from representatives of competent authorities, the EU Delegation, international organizations, media associations, self-regulatory bodies, journalists' unions, lawyers' associations, fact-checking organizations, investigative journalism networks, foundations, academic institutions, and other interested parties. The overall objective of the workshops was the endorsement of the recommendations.

The following document presents the updated recommendations for Kosovo*, reflecting the comments provided by relevant participants at the workshop held in Prishtina on 20 May 2026. This document does not in any way affect the authorship of the researchers who produced the study on Kosovo*, but represents a supplement aimed at enhancing the relevance of the content for improving the digital media environment.

For Competent Authorities:

1. Advance the resumption of the IMC Law reform process

Draft and adopt a new Law on the Independent Media Commission (IMC) that addresses the findings of the Constitutional Court from 2025, ensuring legal clarity, proportionality of sanctions, and institutional independence. The drafting process should include broad and inclusive consultations with media professionals and civil society organizations to ensure alignment with EU standards and the protection of press freedom.

2. Raise awareness of the vulnerability of the public broadcaster

Increase awareness of the institutional and financial vulnerability of the public broadcaster and explore legal solutions for sustainable funding and independent oversight.

3. Transposition of EU Directives

Transpose the EU Digital Services Act (DSA) and Digital Markets Act (DMA) into domestic legislation, adapting them to the Kosovo* context.

Appoint a Digital Services Coordinator who will serve as the national contact point for matters related to the implementation of the DSA in Kosovo*.

4. Regulation and verification of online portals

Institutions should establish mechanisms for the registration and verification of online portals in order to ensure accountability among the large number of unverified media outlets and to protect the integrity of professional media through standards that distinguish professional journalism from unregulated online portals.

5. Integration of digital education into school curricula

Integrate digital literacy and Artificial Intelligence education into school curricula from the earliest grades.

6. Prioritising mental health

The state should address online hate speech also from a mental health perspective. Long-term interventions are needed to protect younger generations from the psychological and legal consequences of digital abuse.

For Social Media Platforms:

1. Increase transparency and local adaptation in content moderation

Publish clear content moderation guidelines, including explanations for content removal, reporting, or visibility reduction, and ensure effective complaint and appeal mechanisms. Platforms should invest in Albanian-language moderation through local moderators and improved algorithmic training.

2. Verification of account creators' identities

Online platforms should implement stricter verification mechanisms during registration, requiring identification documents to ensure that accounts are created by real individuals and to prevent the spread of fake accounts.

3. Moderation of local language and dialects

Social media platforms should establish dedicated Albanian-language moderation units that incorporate knowledge of spoken (non-standard) language and dialects. This would enable AI systems and moderators to more accurately detect hate speech that currently goes unidentified, while providing better protection for children from harmful content.

For Online media:

1. Professionalisation of social media capacities

Invest in dedicated staff or training for social media management to improve content planning, adapt to platform algorithms, and strengthen audience engagement.

2. Preserving ethical standards in platform-oriented content

Develop internal standards for content adapted to digital platforms, particularly short-form video content, balancing audience growth objectives with public interest journalism and avoiding sensationalism.

3. Raising awareness of the impact of major platforms

Media outlets should produce more informative and advocacy-oriented programmes addressing the direct impact of major technology platforms on citizens' daily lives. This would help shift the perception that regulating these platforms is solely a concern of the United States and highlight their relevance to local security and societal well-being.

For Civil Society and Academia:

1. Support for digital rights and content moderation

Establish support services for media outlets in cases of unfair moderation, algorithmic downranking, or content removal, including legal assistance and advocacy for greater platform transparency.

2. Documentation and analysis of legal pressure against journalists

Cooperate with media organizations to develop and maintain a centralized database on lawsuits filed against journalists and media outlets, particularly those involving defamation laws.

3. Advocacy for institutional independence

Advocate for depoliticized appointment procedures within regulatory bodies and for reforms that safeguard institutional independence.

Civil society organizations should organize advocacy workshops and participate in institutional working groups where views and recommendations on digital platforms and online media governance can be discussed and advanced.

4. Advocacy and inter-institutional cooperation

Civil society should organize regular advocacy workshops and actively participate in institutional working groups. Such engagement would ensure that expert recommendations are reflected in policymaking processes related to online media governance.

5. Strengthening professional capacities

Institutions and media organizations should implement continuous training programmes for professionals on developments in Artificial Intelligence, digital verification tools, and techniques for identifying disinformation in order to safeguard the integrity of public information.

6. Specialised support and advisory services

Engage experts and specialized professionals to provide knowledge and practical guidance to content creators and ordinary users. This should include education on copyright, the identification of hate speech, and understanding the algorithms of major digital platforms.

For International Organisations:

1. Support a human rights-based approach in all legal and regulatory frameworks governing media, safeguarding freedom of expression and media freedom from restrictive legal frameworks.
2. Encourage the harmonisation of legislation with international standards, including the UNESCO Guidelines for the Governance of Digital Platforms, the EU Digital Services Act (DSA), and the European Media Freedom Act (EMFA).
3. Provide technical assistance and capacity-building support to government institutions, regulators, civil society organisations, and media actors on platform governance, media self-regulation, and monitoring of content moderation policies.
4. Encourage the development and sustainability of media self-regulatory bodies and mechanisms that promote high editorial standards and accountability while preserving editorial independence.
5. Support media organisations and civil society in strengthening their capacities to understand, monitor, and respond to content moderation policies on social media platforms, including through training on platform rules, complaint mechanisms, and documentation of inconsistent enforcement practices.
6. Support media and civil society organisations and encourage institutions to take the management of digital platforms and online media governance more seriously.

By implementing these joint recommendations, Kosovo* can advance towards a more inclusive, more transparent and more accountable digital environment where the media freedom and democratic participation are protected, with legitimate efforts aimed at supporting journalism as a public good, while combatting harmful content.