



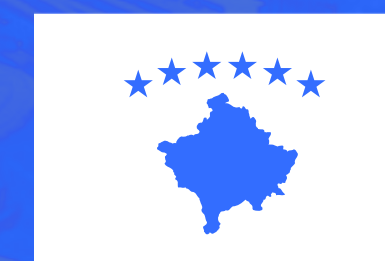
Republika Communications

**KOSOVO OLYMPIC
COMMITTEE**

Presentation

**CUMULATIVE
INTERNATIONAL
MEDIA REPORT**

KOSOVO



Olympic Committee of Kosovo

The Olympic Committee of Kosovo was officially established in 1992. In 2016 Kosovo became the 205th full member of the International Olympic Committee, a step that enabled Kosovar athletes to participate in the Rio 2016 Olympic Games.

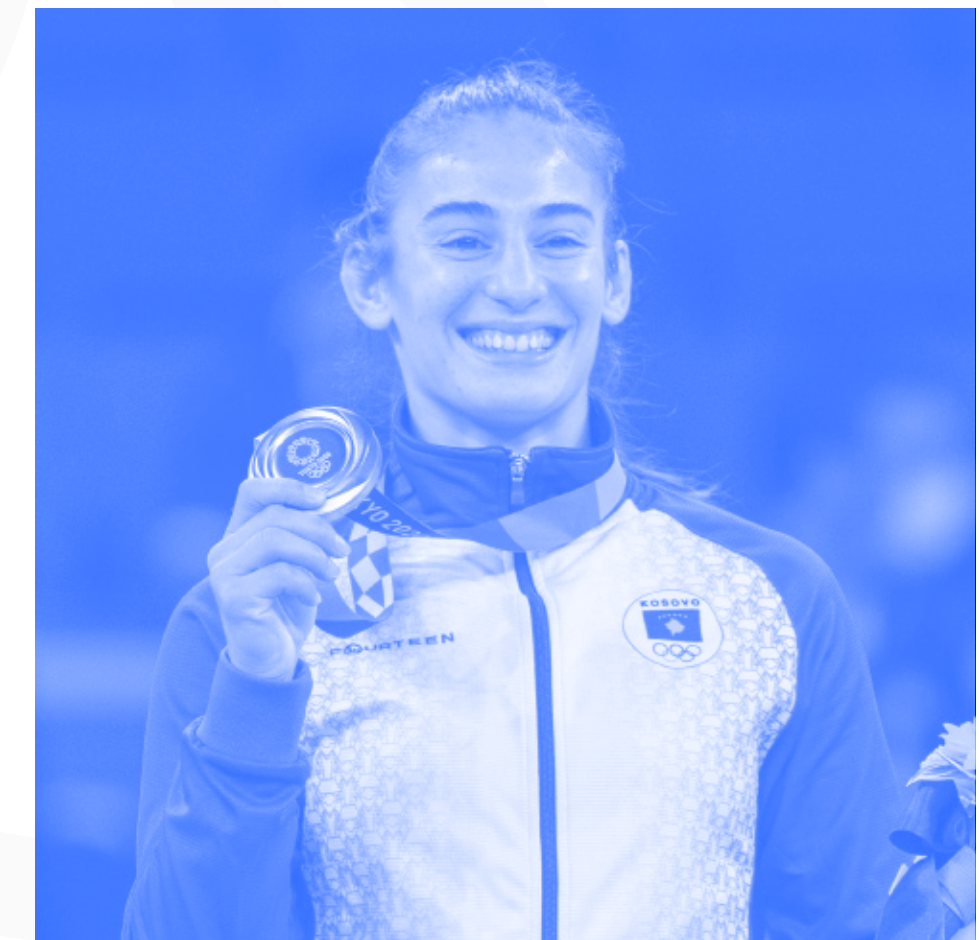
Kosovo made its Olympic debut as a member state in 2016. Winning its first medal on its debut appearance, when judoka Majlinda Kelmendi took gold in the women's -52 kg category.

Medals

- Majlinda Kelmendi
- Distria Krasniqi
- Nora Gjakova

RIO 2016
TOKYO 2020
TOKYO 2020

Gold Medal
Gold Medal
Gold Medal



Keywords

Period of media
publications from:

**July 1st 2021 until
August 31st 2021**

- Akil Gjakova
- Distria Krasniqi
- Donjeta Sadiku
- Drilon Ibrahimimi
- Eda Zeqiri
- Egzon Shala
- Komiteti Olimpik i Kosoves
- Loriana Kuka
- Majlinda Kelmendi
- Musa Hajdari
- Nora Gjakova
- Olt Kondirolli
- Toni Kuka / Driton Kuka
- Kosovo Olympics



PERIOD MONITORED 01 July – 31 August

International Media Monitoring
Tokyo 2020 Summary

Methodology

The media monitoring methodology is conducted in two industry standards and formats. At first, Republika Communications Agency has initiated the automated media monitoring service, an automated software that monitors keywords according to the client's request and interest for media coverage, selected countries and continents, in different languages and areas of interest.

As a second method for verifying the collected data, manual monitoring has been conducted to legitimize the content extracted automatically. After the end of the monitoring period, the agency team issued reports with defined performance indicators, to enable the creation of the final report.

Please note that the report does not include Serbian media nor Cyrillic, Mandarin and Arabic content – in which media articles and mentions have been generated.



mentions

2.7K



interactions

118.8K



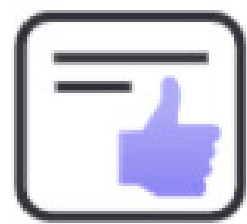
reach

369.6M



shares

13.2K



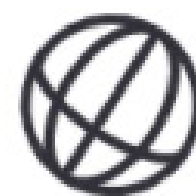
likes

105.7K



social mentions

1.8K



web mentions

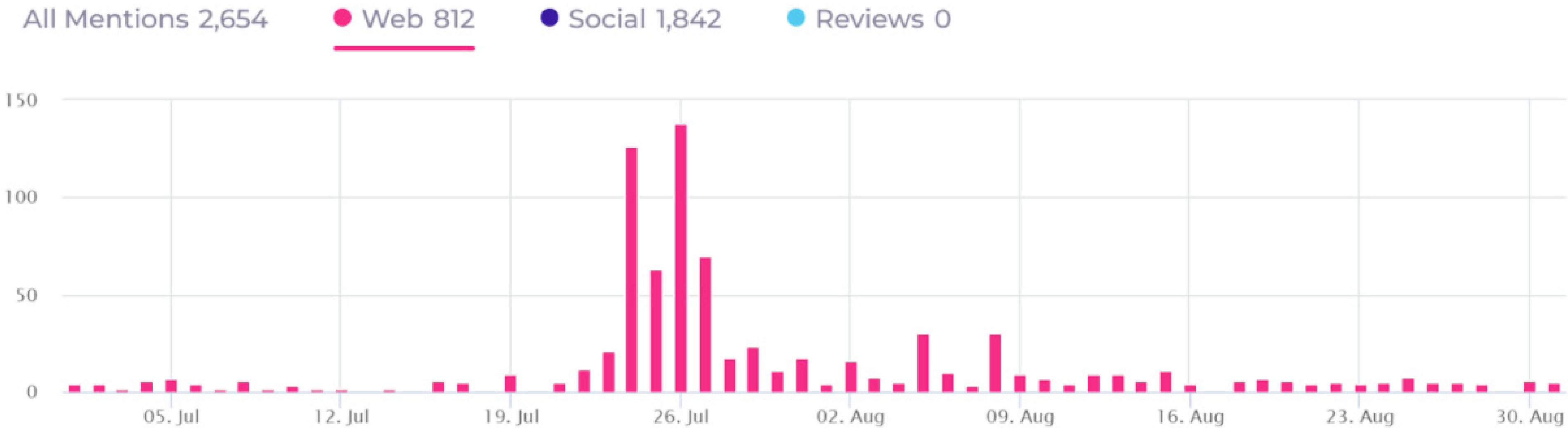
812



positive mentions












1.1K









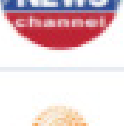
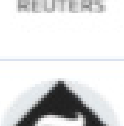
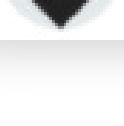
Total Web Mentions



***Total web mentions: 812 from 363 sites.**
Complete list can be found here: <https://bit.ly/3JeAAbR>

Top Sources

	cbc.ca	3	40	26 Jul, 2021
	abc.net.au	1	39	23 Jul, 2021
	dailymail.co.uk	3	39	30 Jul, 2021
	msn.com	6	38	30 Aug, 2021
	espn.com	4	38	27 Jul, 2021
	bbc.com	1	38	24 Jul, 2021
	olympics.com	10	38	20 Aug, 2021
	xinhuanet.com	8	38	26 Jul, 2021
	slate.com	1	38	22 Jul, 2021
	issuu.com	1	38	28 Jul, 2021
	mirror.co.uk	1	38	27 Jul, 2021

	tiktok.com	1	43	09 Aug, 2021
	forbes.com	1	43	31 Jul, 2021
	theguardian.com	4	42	08 Aug, 2021
	bloomberg.com	1	42	26 Jul, 2021
	medium.com	2	41	12 Aug, 2021
	independent.co.uk	1	41	27 Jul, 2021
	usatoday.com	5	40	27 Jul, 2021
	gettyimages.com	4	40	26 Jul, 2021
	foxnews.com	2	40	26 Jul, 2021
	reuters.com	5	40	26 Jul, 2021
	telegraph.co.uk	1	40	25 Jul, 2021

Forbes



Kosovo's **Nora Gjakova** after defeating Japan's Tsukasa Yoshida in a judo semifinal bout on July 26. JACK GUEZ/AFP VIA GETTY IMAGES

Kosovo

Prize for an individual gold medal: 100,000 euros (\$119,000)

The government of tiny Kosovo is paying 100,000 euros to gold medalists, 60,000 to silver medalists and 40,000 to bronze medalists, with two Olympic champions (judokas Nora Gjakova and Distria Krasniqi) in Tokyo already. Olympic coaches can win half as much—50,000, 30,000 or 20,000 euros—for their athletes’ performances. In addition, the Kosovo Olympic committee plans to offer its own reward to the gold medalists, with the sum still being decided, a committee official tells *Forbes*.

[Link of the article](#)

Support the Guardian

Available for everyone, funded by readers

Contribute → Subscribe →

Sign in

The Guardian

For 200 years

News Opinion Sport Culture Lifestyle

Football Winter Olympics Cricket Rugby union Tennis Cycling F1 Golf Boxing

 Tokyo Olympic Games 2020

Caroline Dubois wins on historic stage where female athletes rarely tread

Team GB's youngest boxer at these Games overcame nerves at Tokyo's famous sumo venue



Caroline Dubois fires a southpaw jab at **Donjeta Sadiku** during their lightweight contest at the Ryogoku Kokugikan arena. Photograph: Ramsey Cardy/Sportsfile/Getty Images

[Link of the article](#)

CNN World

8:44 a.m. ET, July 26, 2021

Nora Gjakova earns a Judo gold for Kosovo

From CNN's Aleks Kiosok



Kosovo's Nora Gjakova celebrates after defeating France's Sarah Leonie Cystique in their -57kg judo final match on July 26. Vincent Thian/AP

Kosovo's Nora Gjakova further extended the country's golden Olympic judo record by winning the women's under-57kg final on Monday.

[Link of the article](#)

Menu

Search

Bloomberg

Sign In

Subscribe

Cut through the chaos with real time updates on the news affecting the global economy. **Enable Notifications.**

EnableLater

Pursuits

Olympics Latest: Japan Upsets China in Table Tennis



Photographer: Charley Triballeau/AFP/Getty Images

THE ASSOCIATED PRESS
July 26, 2021, 2:37 AM GMT+2 Updated on July 26, 2021, 3:38 PM GMT+2

Link of the article

USA TODAY

Odds By **tipico** SPORTSBOOK

NewsSportsEntertainmentLifeMoneyTechTravelOpinion

OLYMPICS

Judoka Nora Gjakova wins gold on mourning day for Kosovo

AP
Published 7:29 a.m. ET July 26, 2021



PRISTINA, Kosovo (AP) — Nora Gjakova brought some semblance of joy to Kosovo by winning its second Tokyo Olympics judo gold medal on Monday.

With her country in mourning following the death of 10 people in a road accident on Sunday, the 28-year-old Gjakova took the title with an ippon victory over France’s Sarah-Leonie Cysique in the women’s 57-kilogram division.

She joined Distria Krasniqi, who took the 48kg crown on Saturday, as the second and third gold medalists in Kosovo’s Olympic history. Majlinda Kelmendi won the first at Rio de Janeiro in 2016, also in judo.

“On this mourning day for our people, Nora Gjakova brought light to Kosovo,” President Vjosa Osmani posted on Facebook upon returning from Japan after cutting short her trip due to the accident.

Link of the article

MailOnline

TOKYO SUMMIT

Home | News | U.S. Sport TV&Showbiz | Australia | Femail | Health | Science | Money

Football | Premier League | FA Cup | Champions League | Cricket | Rugby | Winter Olympics | Boxing | F1

ADVERTISEMENT

TOP STORIES

Labour poll panic! Jeremy Corbyn's tactics in Leave-voting heartlands are more sources

Daily Mail 1 hours ago

'Bags for life' making plastic problem worse say campaigners

The Guardian 1 hours ago

Hong Kong protests: China's Human Rights and Democracy Act

Evening Standard 1 hours ago

2019: Tory and Labour IFS

If you like news and showbiz you

NEWZIT

Visit Newzit.com

Caroline Dubois, 20, impresses on her Olympic boxing debut as 2019 BBC Young Sports Personality of the Year winner secures unanimous decision victory over Kosovo's Donjeta Sadiku

- Team GB boxing star Caroline Dubois made her Olympic debut on Tuesday
- The 20-year-old Londoner stepped into the ring with Kosovo's Donjeta Sadiku
- Dubois was in control throughout and came away with a unanimous points win

Link of the article

**Olympic Sports**

[Home](#)[Schedule](#)[Results](#)[More](#) 

Judoka Nora Gjakova wins gold in women's 57 kilogram on mourning day for Kosovo



Associated Press

Jul 26, 2021

PRISTINA, Kosovo -- Nora Gjakova brought some semblance of joy to Kosovo by winning its second Tokyo Olympics judo gold medal on Monday.

With her country in mourning following the death of 10 people in a road accident on Sunday, the 28-year-old Gjakova took the title with an ippon victory over France's Sarah-Leonie Cysique in the women's 57-kilogram division.

She joined Distria Krasniqi, who took the 48kg crown on Saturday, as the second and third gold medalists in Kosovo's Olympic history. Majlinda Kelmendi won the first at Rio de Janeiro in 2016, also in judo.

[Link of the article](#)





BOXING

|

News

Live

Podcast

Book Online

More

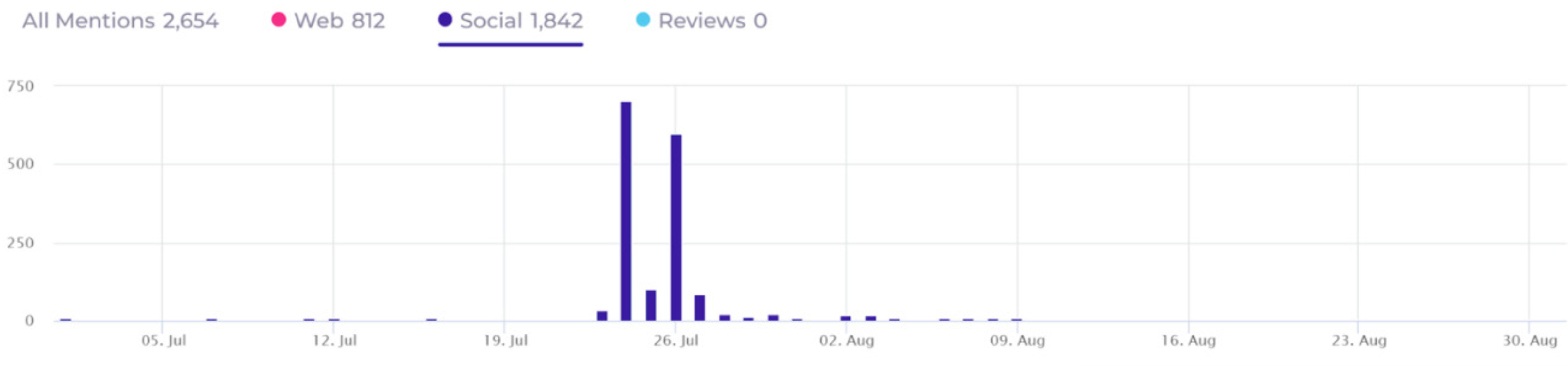


Caroline Dubois and Pat McCormack battle through first Olympic fights at Tokyo 2020 but Cheavon Clarke is out

Team GB's Caroline Dubois and Pat McCormack earned Olympic victories on Tuesday but Cheavon Clarke was eliminated

[Link of the article](#)

Total Social Mentions



←

IJF - International Judo Federation - Olympic podium -4...

IJF - International Judo Federation

Olympic podium -48kg

Distria Krasniqi - KOS

Tonaki Funa - JPN

Daria Bilodid - UKR

Munkhbat Urantsetseg - MGL

#Tokyo2020 #JudoTokyo2020 #Judo #MoreThanSport #StrongerTogether #Olympics @olympics @tokyo2020

Instagram Photos · Jul 24, 2021 ·

View Full Size · More Options

Like

Comment

Share

Link of the article

849K Followers

Reuters

@Reuters

Judo-Kosovo's Krasniqi wins first judo gold medal at Tokyo 2020

reut.rs/371DEHr

1:45 PM · Jul 24, 2021 · True Anthem

66 Retweets

12 Quote Tweets

394 Likes

Link of the article

24.2 mil Followers

Reuters

@Reuters

ICYMI: Youngsters in Kosovo are looking forward to watching the 2021 Tokyo Olympics and hoping that their hero Majlinda Kelmendi will win the country's second Olympics gold medal in judo

reut.rs/3wfl2Jv

Visit youtube.com

She won the gold medal

at the Rio 2016 Olympics

Link of the article

24.2 mil Followers

Judo

@Judo

Nora Gjakova - Olympic champion

The legendary trend continues for the Kosovan women's team, as Nora takes Kosovo's third medal EVER for Kosovo at the Olympic Games - all three for judo!

#Tokyo2020 #Judo #Olympics @olympics @tokyo2020 #UnitedByEmotion

12:20 PM · Jul 26, 2021 · Twitter Web App

249 Retweets

40 Quote Tweets

1,167 Likes

Link of the article

78.1K Followers

PRESENTATION

REPUBLIKA.TV



Olympics

@Olympics

The emotions you love to see ❤️



10:16 AM · Aug 6, 2021 · Twitter Web App

Link of the article

6.5 mil Followers



Olympics

@Olympics

A second #gold 🥇 for Kosovo!

It's #gold 🥇 for Nora Gjakova of #KOS in the women's -57kg #judo on her second #Olympics 🌍 appearance.

#StrongerTogether | #Tokyo2020 | @Judo



Link of the article

6.5 mil Followers



Olympics

@Olympics

A famous moment for Kosovo!


Distria Krasniqi wins #gold 🥇 in the #judo women's 48kg event!

#KOS | @Judo | #Tokyo2020



Link of the article

6.5 mil Followers



L'ÉQUIPE
@lequipe

La judoka kosovare Distria Krasniqi s'est offert sa première médaille d'or olympique en battant en finale la Japonaise Funa Tonaki ow.ly/QBnt50FCOyT [#Tokyo2020](#)

[Translate Tweet](#)



1:10 PM · Jul 24, 2021 · Hootsuite Inc.

Link of the article

5.8 mil Followers



Portal R7.com
@portalR7

No judô, Gabriela Chibana fez uma bela estreia e derrotou sua primeira adversária em poucos segundos, mas no segundo duelo do dia, ela perdeu para Distria Krasniqi, líder do ranking mundial, e está fora da competição [#RecordEmTóquio](#) [#R7EmTóquio](#) (FOTO: Sergio Perez/REUTERS)

[Translate Tweet](#)



5:33 AM · Jul 24, 2021 · Twitter Web App

Link of the article

4.9 mil Followers



Noticias Caracol

@NoticiasCaracol

#Tokio2020 | Distria Krasniqi conquistó la medalla de oro en el judo de los 48 kg, en los Juegos Olímpicos

Translate Tweet



sports.caracoltv.com

Distria Krasniqi conquistó la medalla de oro en el judo de los 48 kg, en los Jueg...

La judoca kosovar derrotó en la final a la japonesa Funa Tonaki e impuso su condición de favorita para subir al escalón más alto del podio.

3:01 AM · Jul 25, 2021 · TweetDeck

Link of the article

9.3 mil Followers



TNT Sports Brasil

@TNTSportsBR

Fim de luta e fim de Olimpíada para a nossa Gabi 😞
Não foi possível avançar contra a primeira do mundo no ranking! Distria Krasniqi segue na disputa do ouro no #Judo! #BrasilDeOuro

Translated from Portuguese by Google

End of fight and end of Olympics for our Gabi 😞 It was not possible to advance against the first in the world in the ranking! Dystria Krasniqi remains in the gold dispute at #Judo ! #BrasilDeOuro

5:09 AM · Jul 24, 2021 · Twitter Web App

7 Retweets

3 Quote Tweets

192 Likes

Link of the article

4.2 mil Followers

PRESENTATION

REPUBLIKA.TV

Number of publications per keyword

• Nora Gjakova	Up to 136
• Distria Krasniqi	Up to 130
• Majlinda Kelmendi	Up to 61
• Akil Gjakova	Up to 52
• Toni Kuka / Driton Kuka	Up to 43
• Egzon Shala	Up to 34
• Loriana Kuka	Up to 20
• Musa Hajdari	Up to 5
• Olt Kodrinolli	Up to 5

Other relevent keywords **Up to 660**

Full list of keywords can be found here: <https://bit.ly/3HLAEQk>

Country

of mentions by country

- | | |
|-------------------|----------------------|
| 1. Brazil 153 | 6. France 51 |
| 2. Russia 144 | 7. United Kingdom 50 |
| 3. U.S.A 88 | 8. Turkey 46 |
| 4. Germany | 9. Japan 35 |
| 5. Switzerland 52 | 10. Others 346 |



mentions by country include both
web & social media mentions

Keyword Cloud

Musa Hajdari
Olt Kodrinolli
Majlinda Kelmendi

Nora Gjakova

Toni Kuka
Loriana Kuka
Distria Krasniqi

Driton Kuka **Egzon Shala** **Akil Gjakova**

Local Media Monitoring Tokyo 2020 Summary

Summary

Total number of
publications:

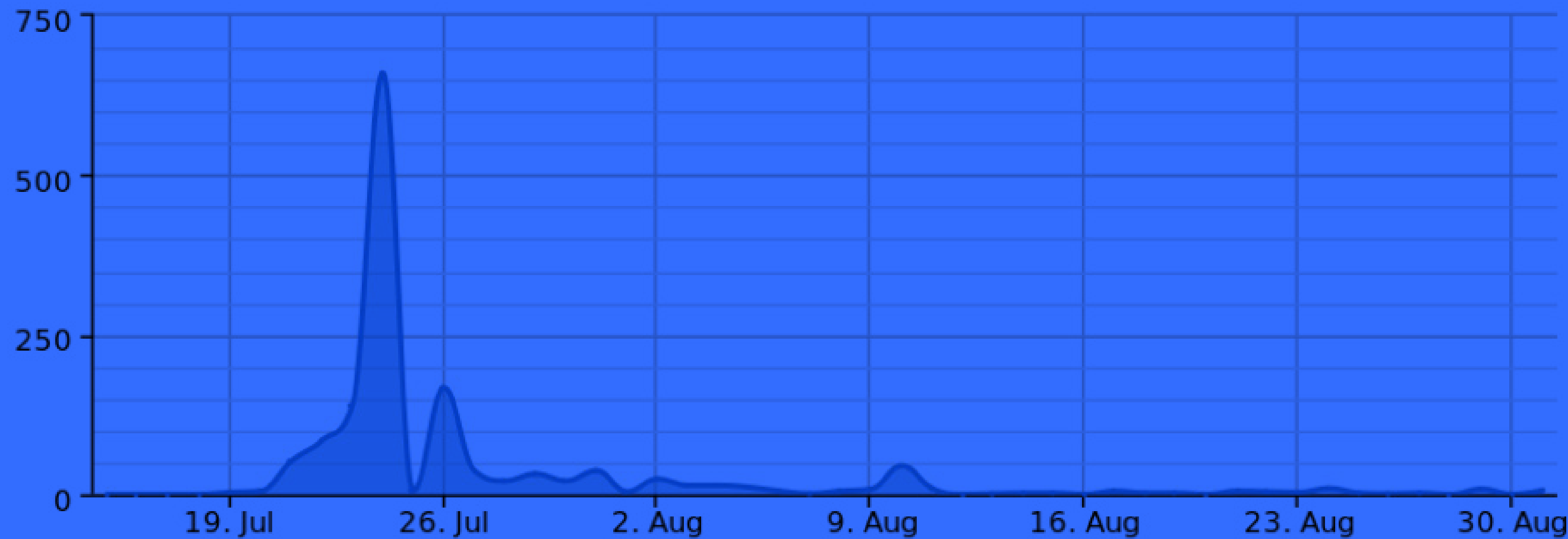
1807

1345 Kosovo
393 Albania
69 Macedonia

*Serbia, Bosnia not included

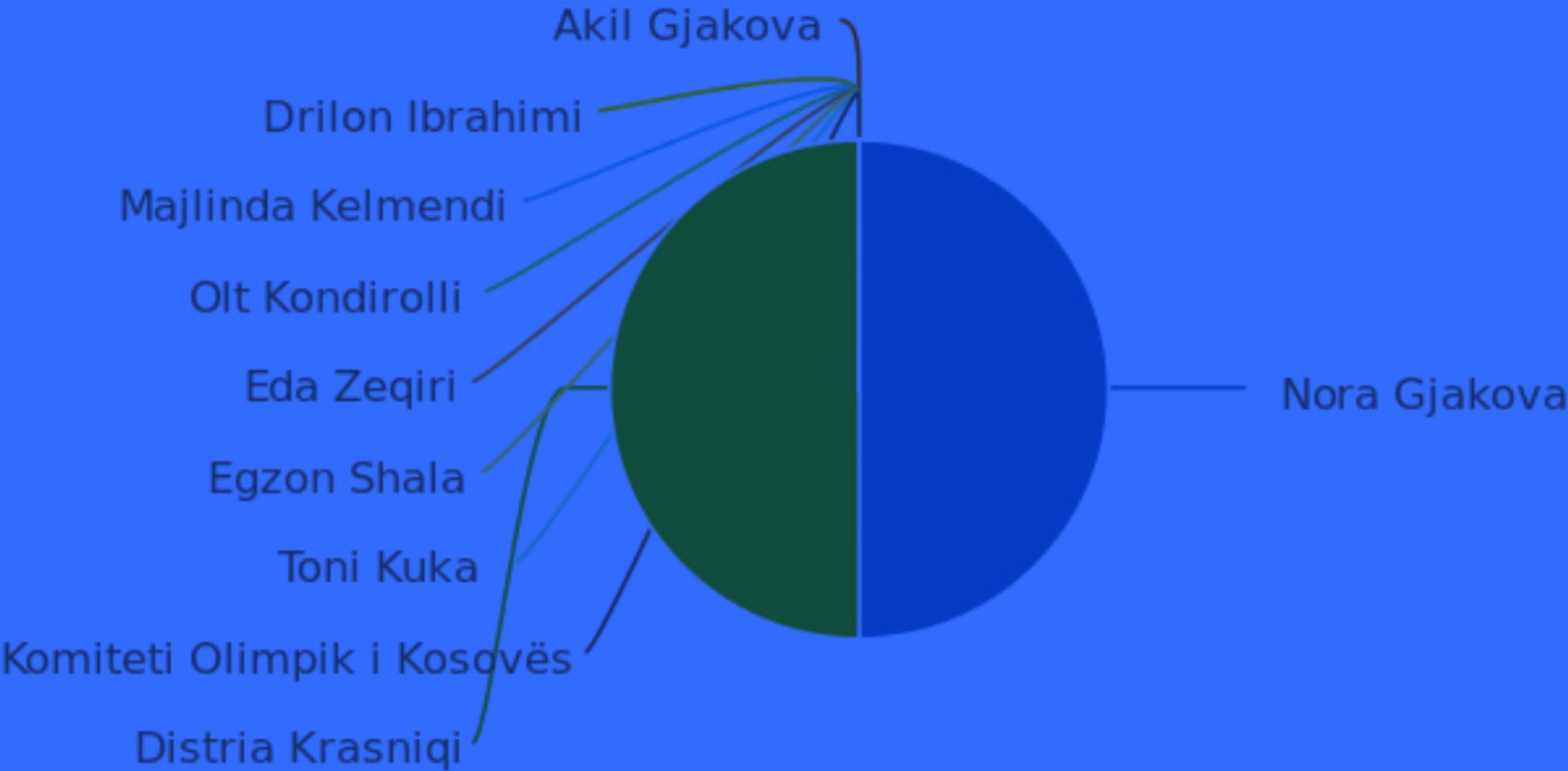


Article Counts



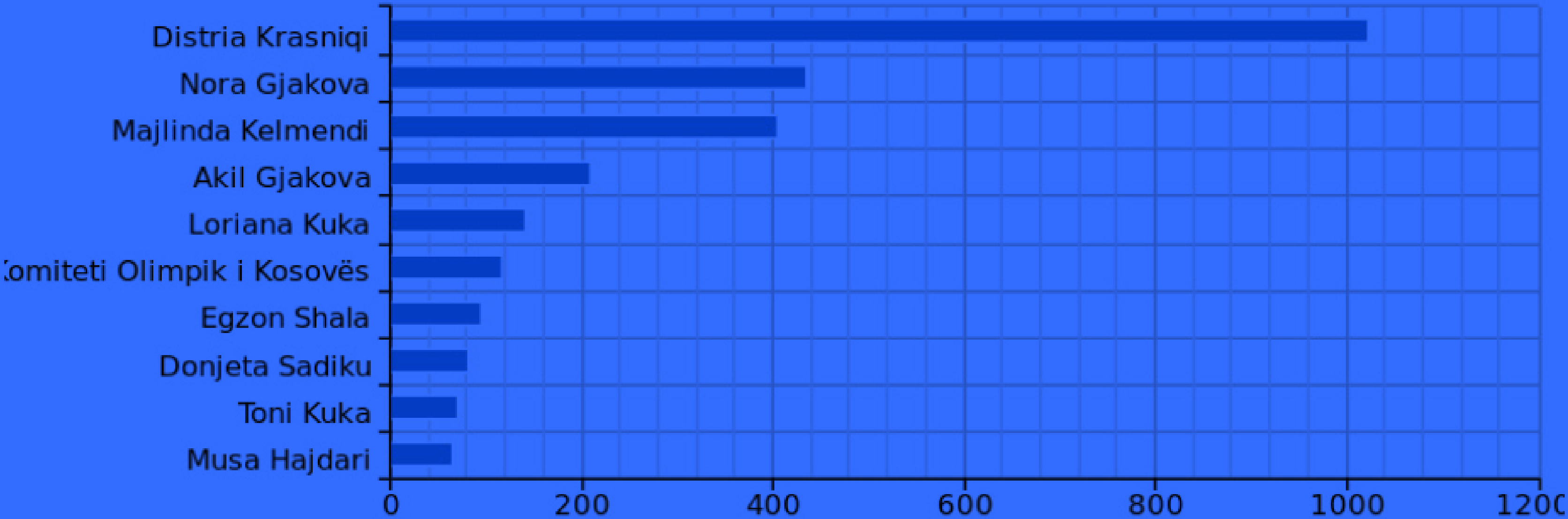
Topics Reach

50% Nora Gjakova
50% all others combined



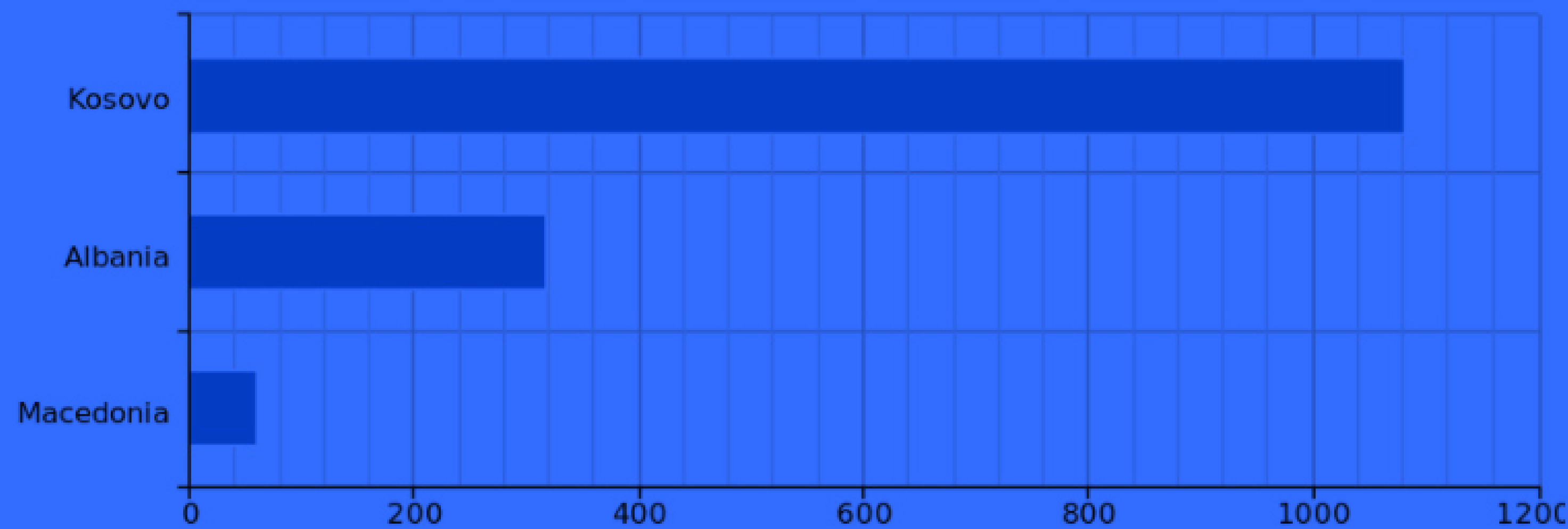
Top Topics

Distria Krasniqi with more than **1000 publications** followed by Nora Gjakova with more than **400 publications**

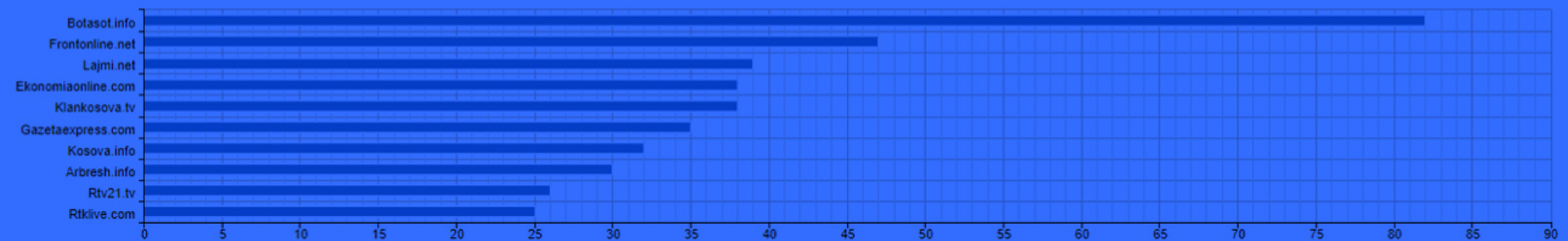


Publications per region

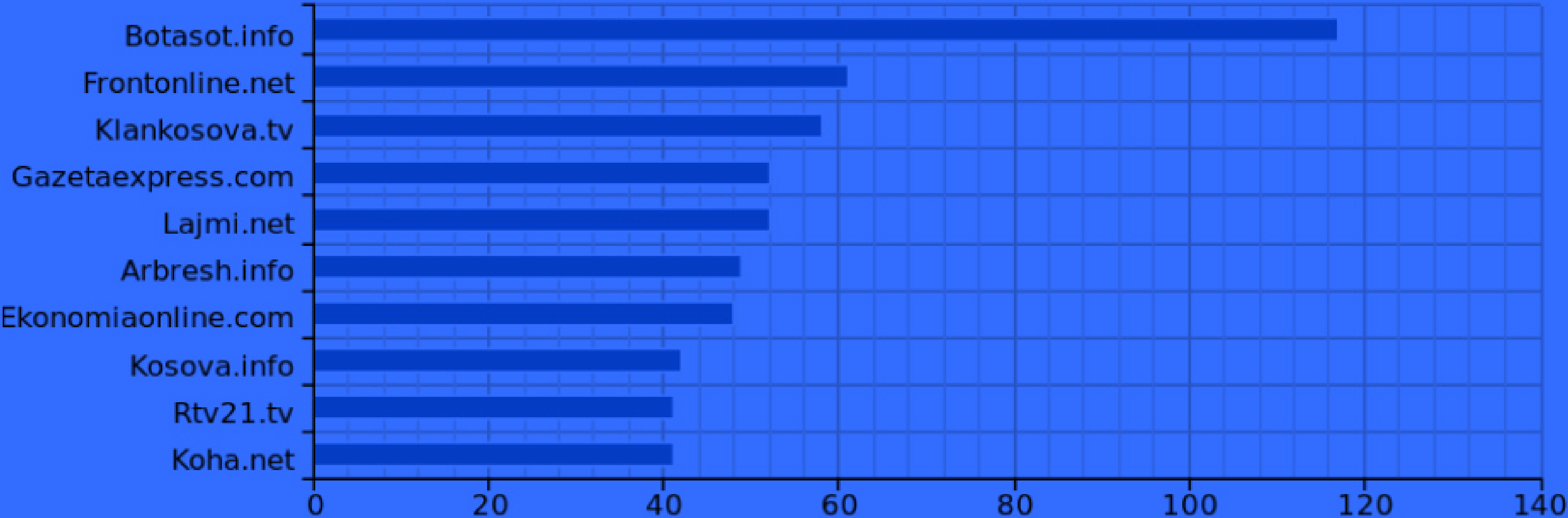
Most publications were in Kosovo. Kosovo more than 1000 followed by Albania with more than 250 publications and Macedonia with more than 40 publications



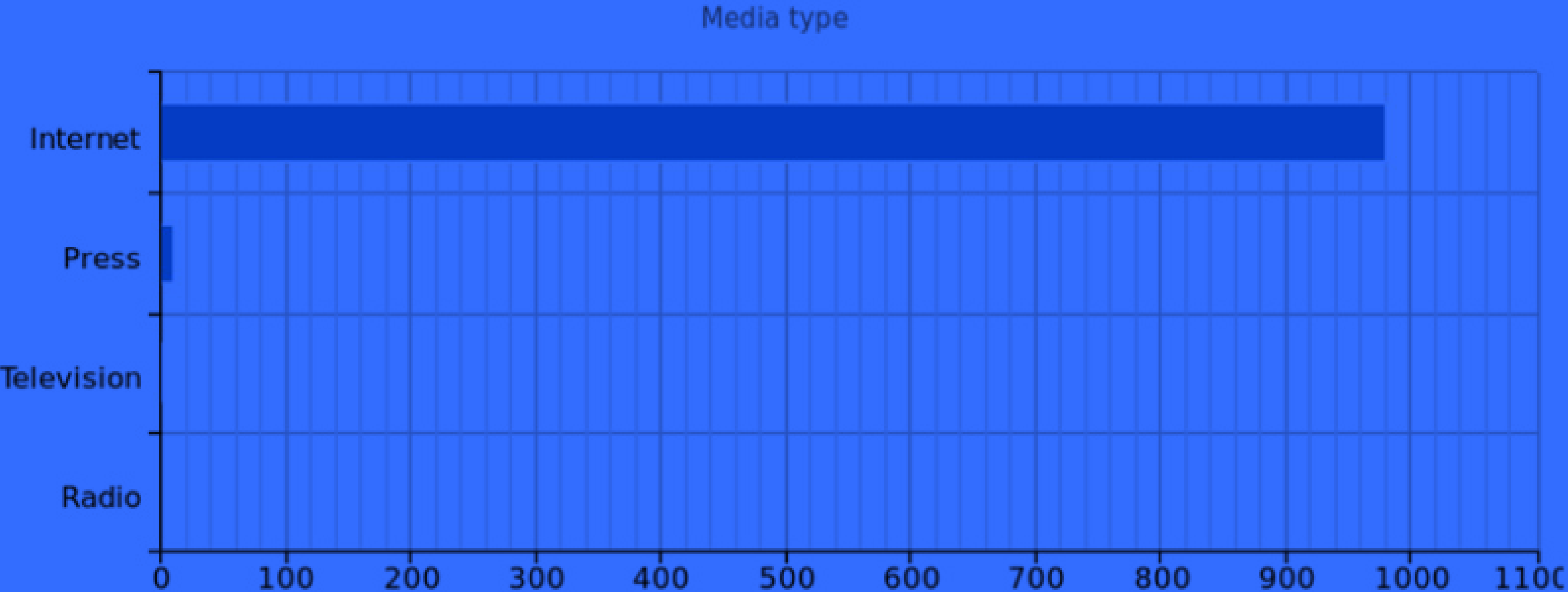
Publications per portal



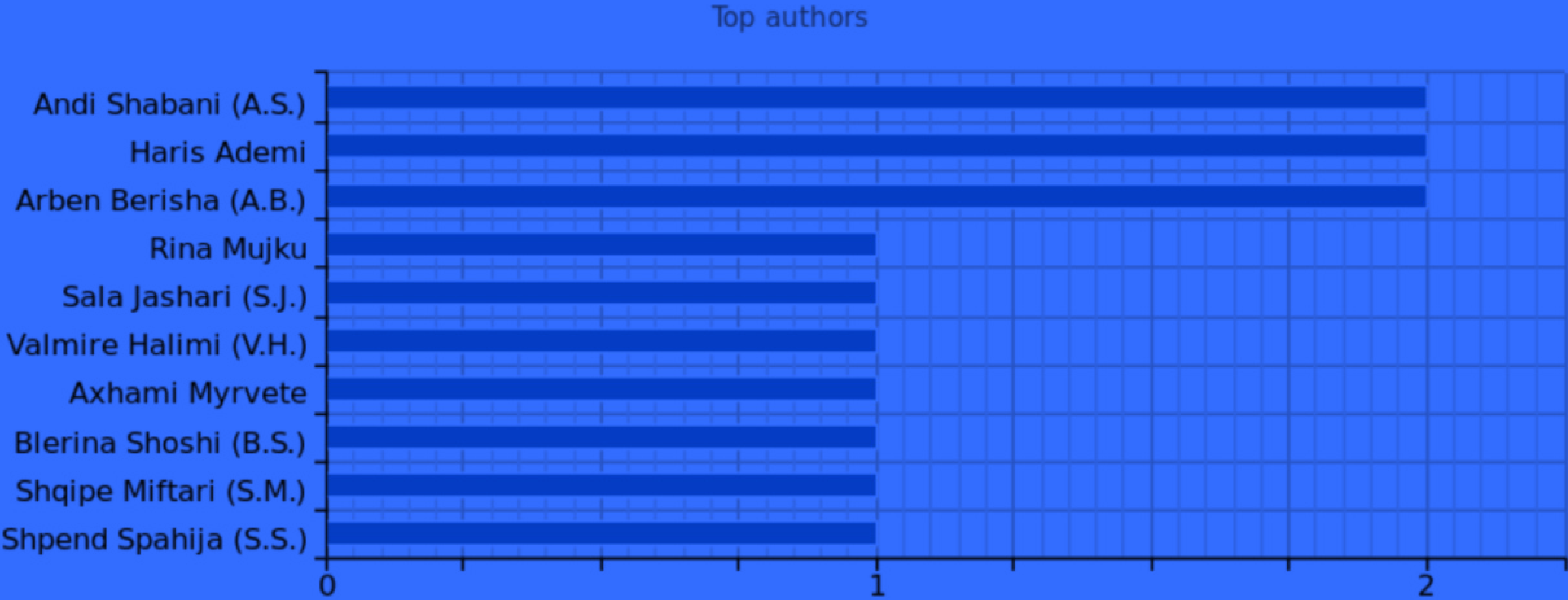
Media Sources

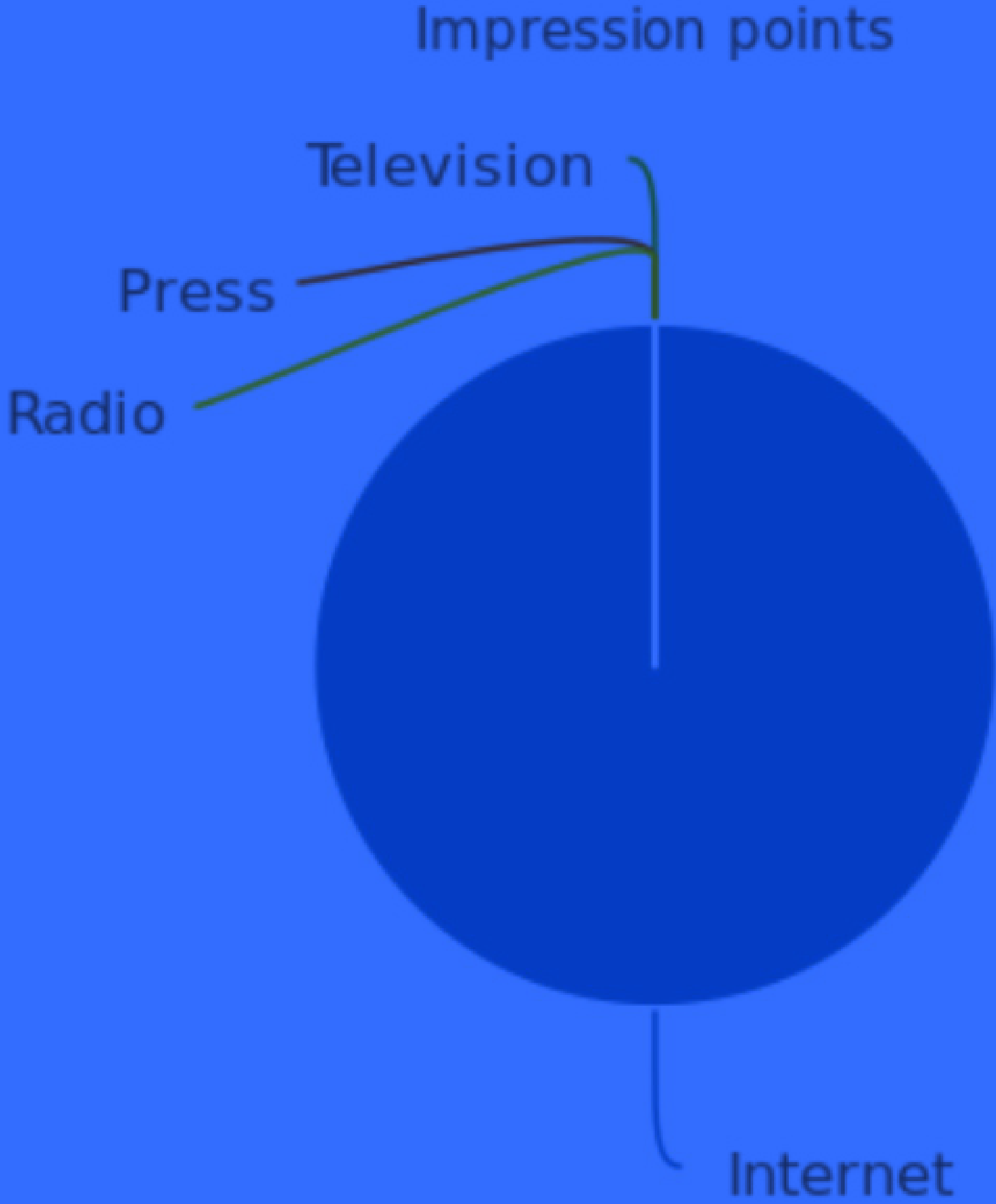


Media Types



Top Authors






Impression Point



PR Advertising Value



Tokyo 2020 Olympics have generated many publications in various international media, including A-listers, such as the BBC, Forbes, Bloomberg, Associated Press, EuroSport, Sky Sport, The Guardian and other media, the value of which is very high to international audiences around the world.

Overall, for the selected keywords monitored during the Tokyo 2020 Olympic Games, 820+ articles have been written and published for Kosovo and its Olympic Team in the international media and hundreds more in the local and Southeast European media.

Considering the number of publications in all media and the average price of their advertising space, the average price for such a publication in prestigious international media has turned out to be at minimum 10,000 EUR on average.

This amount is multiplied by 820+ published articles, the total value of PAV for the Tokyo 2020 Olympic Games turns out to be over 8.2 million EUR for Kosovo Olympics Committee.

This value does not take into account publications in local and international media, the value of which per publication is on average EUR 550 per publication.

When the PAV of 8.2M EUR is added to the publications made by the regional media and the viral impact that the Olympic medals have had on social networks, then the total amount of PAV is considered way over 8.2M EUR.

With the modest approach to the PAV calculation and our tendency to avoid the margin of error in every calculation, the value to be published by KOK it is recommended to stay in the area of 8.2M, without monetizing 400M organic impressions generated in social media networks in dozens of countries, around the world.



Republika Communications

**KOSOVO OLYMPIC
COMMITTEE**

Presentation

**CUMULATIVE
INTERNATIONAL
MEDIA REPORT**

KOSOVO

