

## **Performance features of Albanian speaking web radios**

**Arben Muka<sup>1</sup>**

arben.muka@ama.gov.al

Albanian speaking web radios are the media units that eliminated State borders for a decade, they have passed over the limitations that newsrooms have for enlargement of broadcasting frequencies and coverage area in those globe points where Albanians live and work. The opening of an online radio does not concern only the missing frequencies for wave broadcasting, but it is in synchrony with technological developments as well, the large scale spread of Internet.

They promote the decentralization of broadcasting market and with the trend of 3G connections, they are more and more as the other radios, they are available from smart phones, with no need of having a dedicated receiver (one of the issues with economic and financial character that slowed down the process of transfer of audio broadcasting from analogous to digital).

The paper focuses on performance features in the flux of Albania speaking web radios, the contents that they emit, the information and entertaining programs, interactivity with listeners and the multimedia offer in the virtual space. In addition to encountered formats, legislation on audio and audiovisual broadcasts in Albania, amendments to improve the regulation of market of online radios are treated.

**Keywords:** *webradio, audio market, multimedia, programm.*

---

<sup>1</sup> *PhD, AMA, Albania.*