

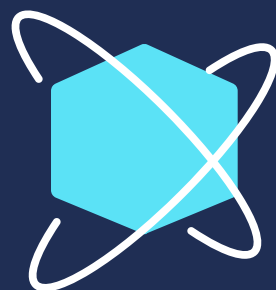
WHERE DO WE STAND?

METaverse & DEEPMEDIA TECH

CONFERENCE &
SURVEY RESULTS



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On the 22nd of December 2021, KosovaLive gathered local and international media and technology leaders, governmental officials, influencers, women trailblazers, civil society and international artificial intelligence and metaverse professional speakers in Prishtina, Kosovo at a hybrid conference to discuss "Metaverse, DeepMediaTech & Women: Where do we stand?". An online questionnaire was distributed virtually to participants and the general English & Albanian speaking public in Kosovo. A total of 342 respondents in Kosovo participated voluntarily in this online research. Insights from the conference and survey results are compiled briefly in this report.

WWW.KOSOVALIVE.ORG

THE VAST MAJORITY IN KOSOVO HAD NEVER HEARD OF METAVERSE

SHUMICA DËRRMUESE E
PERSONAVE NË KOSOVË
NUK KANË DËGJUAR PËR
METAVERSE



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WHERE DOES THE GOVERNMENT STAND ?

“The government sector needs to work with the private sector to provide training and preparation for digital skills, given that we will be part of the Metaverse one way or another. We must also look at ways to jump on this opportunity.”

- Agim Kukaj, Head of ICT, Ministry of Economic Development Kosovo



53.1%

**BELIEVE THAT DEVELOPING
COUNTRIES WILL BE SOMEWHAT
ABLE TO ADAPT TO THE
METAVERSE**

***Besojnë se vendet në zhvillim do të
jenë disi në gjendje të adaptohen me
Metaverse***

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WHERE DOES THE STARTUP COMMUNITY STAND?

“STEM startups have increased in number in Kosovo. We are also seeing more women in the startup community founding tech-based companies. But there is certainly need to do more and to empower all young entrepreneurs for future technological developments.”

-Mentor Rexhepi, Executive Director, Venture UP

WHERE DO WOMEN TECH COMPANIES STAND?

“Kosovo is at a similar level with Europe in terms of women's engagement in emerging technologies, but we can and must adapt more quickly.”

-Zana Tabaku, Executive Director, APPDEC



80.4%

**HAD NEVER
HEARD OF
DEEPMEDIATECH**

Nuk kanë
dëgjuar për
DeepMediaTek

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67%

**HAD NEVER
HEARD OF
DEEPPFAKE**

Nuk kanë
dëgjuar për
Deepfake

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WHERE DO INDEPENDENT MEDIA STAND?

“The overall sustainability of media in Kosovo is difficult due to the economic situation, therefore adapting to new technologies will be a struggle for both local and national outlets.”

-Xhemajl Rexha, Chairman of the Board, Association of Journalists of Kosovo

WHERE DO WOMEN JOURNALISTS STAND?

“Women in the media are under-represented, they do not have managerial positions. I expect that women in Metaverse will be challenged equally with men and the rest of society, I hope that these technological developments will give women opportunities to develop professionally.”

*- Violeta Hyseni Kelmendi, Member of the Board of Directors,
Independent Media Commission (IMC)*

THINK DEEPMEDIA

Mendojnë se DeepMedia



70.8%

**ARE NOT WILLING TO
BUY REAL ESTATE IN
THE VIRTUAL WORLD**

Nuk janë të gatshëm të blejnë
patundshmëri në botën virtuale.

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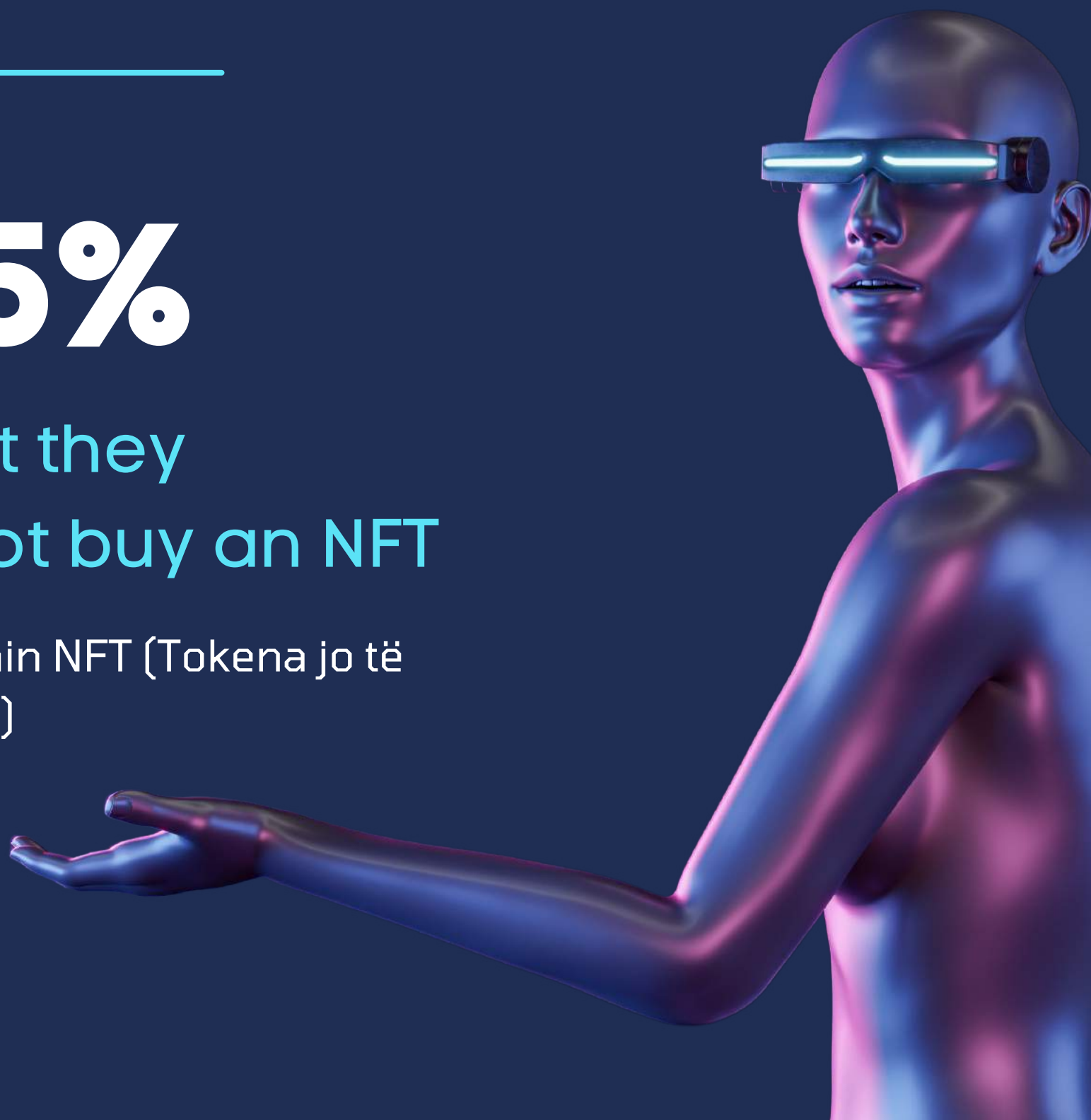
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67.5%

Said that they
would not buy an NFT

Nuk do të blenin NFT (Tokena jo të
këmbyeshëm)



WHERE DOES EDUCATION STAND?

“Young people in Kosovo will not have a hard time adapting to the Metaverse, because they have grown up with technology and are part of rapid change. But more work needs to be done in this sector, so we develop further. Coding is something that should be taught from primary school, although the economic difficulties leave much to be desired.”

-Vildane Kelmendi, Program Director, Cactus Education

45.9%

**BELIEVE THAT DEVELOPING
COUNTRIES WILL BE SOMEWHAT
ABLE TO CONTRIBUTE TO THE
DESIGN OF METAVERSES**

*Besojnë se shtetet në zhvillim do të
jenë disi në gjendje të kontribuojnë
në dizajnimin e Metaverseve*

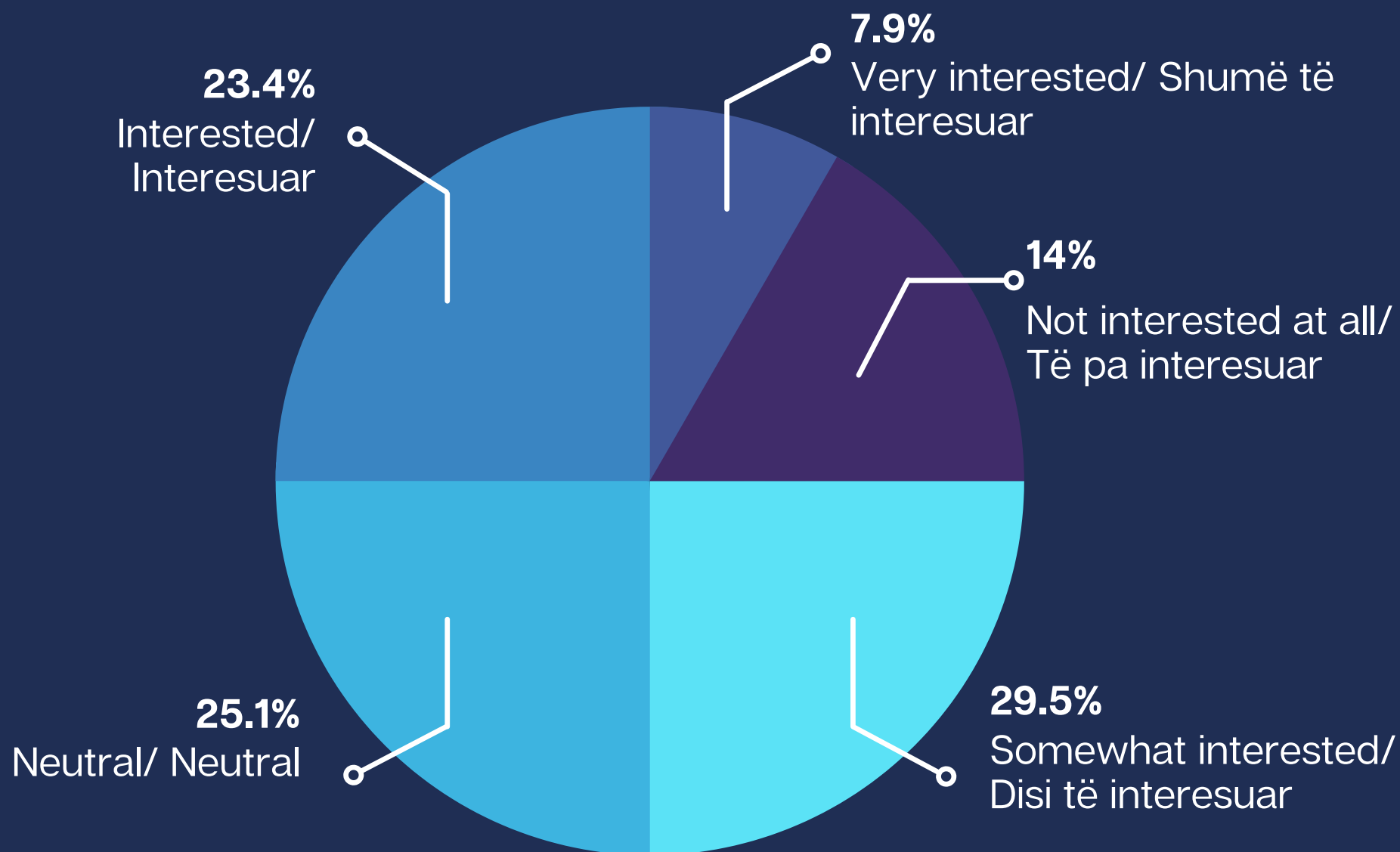
WHERE DO WOMEN PROFESSIONALS STAND?

“Major technological changes such as the Metaverse and DeepMedia are also good, because they can facilitate work in many aspects. It is important to work with women in this regard to be better prepared for the future.”

-Jehona Lluka, Executive Director, Business Consultants Council (BCC)

WILLINGNESS TO GO TO WORK IN THE METAVERSE?

Shprehin gatishmëri për të punuar në Metaverse?



WHERE DOES LEGISLATION STAND?

“The government and all other actors such as the media and civil society should discuss the future in order to regulate and create mechanisms and legislation needed to adapt to Metaverse and DeepMedia Tech.”

-Doarsa Kica Xhelili, Member of the Parliament of Kosovo

THINK THE METAVERSE

Mendojnë se Metaverse



DISCLAIMER • PËRGJEGJËSIA

This online questionnaire represents the views, impressions and perceptions of a virtual pool of English and Albanian speaking respondents in Kosovo. The purpose of this questionnaire is to educate, and initiate public discussion on media and technology developments that will impact communication.

Kjo anketë virtuale paraqet pikëpamjet, përshtypjet, dhe perceptimet e një grupi të limituar të respondentëve Shqip dhe Anglisht folës në Kosovë. Qëllimi i kësaj ankete është edukimi dhe inicimi i diskutimit publik për zhvillimet e fundit mediale dhe teknologjike që do të influencojnë komunikimin.

LIMITATIONS • LIMITIMET

This online questionnaire was distributed through social media and email from 22 December 2021 to 31 March 2022. The results may reflect the viewpoints of people, especially younger ones, who more actively use technology.

Kjo anketë u shpërnda në media sociale dhe email nga 22 Dhjetori 2021 deri më 31 Mars 2022. Rezultatet mund të reflektojnë pikëpamjet e personave që në mënyrë më aktive përdorin teknologjinë.

SUPPORT • MBËSHTETJA

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The contents of this publication are the sole responsibility of the author and do not necessarily reflect the views of the Foreign, Commonwealth and Development Office.

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Përmbajtja e këtij botimi është përgjegjësi vetëm e autorit/es dhe nuk pasqyron domosdoshmërisht pikëpamjet e Ministrisë së Punëve të Jashtme të Mbretërisë së Bashkuar.



British Embassy
Pristina



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WHAT DO YOU THINK?
ÇFARË MENDON TI?



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