

May 2026

Monthly Media Digest

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Pikasa is a data analytics company specialized in development and implementation of tools, software and machine learning algorithms to help its partners learn the media environment and make informed decisions. [Read more...](#)

This report is based on thousands of media outlets and social media channels on Facebook, Instagram, YouTube, Tiktok and other social media platforms across multiple countries, leveraging AI and machine learning algorithms for analysis.

Team of senior Media Experts, Data Scientists and Analysts work continuously to design better data for our platform [Analytics.live](#)

Top 5 Topics in Media

Condition of 8-Year-Old Injured in Tragic Neighborhood Accident Improves

👁️ 98 reach 🌐 3.1K eng. 📄 289 articles



Berisha Referendum: More Than 19,000 Members Vote by 1:00 PM, Turnout Reaches Around 37%

👁️ 73 reach 🌐 144 eng. 📄 499 articles



Death Toll in Durrës Tragedy Rises: Two Children Dead, Another in Serious Condition

👁️ 66 reach 🌐 187 eng. 📄 281 articles



19-Year-Old Woman Dies After Falling from Fifth-Floor Apartment Building in Durrës

👁️ 25 reach 🌐 1.7K eng. 📄 18 articles



"Zvërnec": Socialist Party MP Calls Situation Unacceptable, Says Private Security Cannot Replace the State

👁️ 63 reach 🌐 228 eng. 📄 113 articles



Data analysis from 10.000 articles daily enriched with machine learning algorithms.

Media Performance Leaders of the Month

Highest Engagement Growth on Facebook



Shqiperi Etnike

136% more

eng. growth vs. previous month

$$\% = \frac{\text{current engagement} - \text{engagement from previous period}}{\text{engagement from previous period}} \times 100$$

Engagement per Follower on Facebook



Ferma VIP

3.8

eng. per follower

$$\text{Engagements per follower} = \frac{\text{engagements}}{\text{number of followers}}$$

Highest Follower Growth on Facebook



Ferma VIP

9% more

fans growth vs. previous month

$$\% = \frac{\text{current fans} - \text{fans from previous period}}{\text{fans from previous period}} \times 100$$

Most Visited by Audience Group - 25-34 years



tvklan.al

24%

visitors aged 65+

$$\text{Visitors 25-34 years old} = \frac{\text{daily visitors aged 25-34}}{\text{total daily visitors}} \times 100$$

Pikasa Analytics identifies the media outlets setting the pace in digital performance. By analyzing engagement trends, audience growth, and demographic reach across the entire market, we spotlight the platforms that stand out and the indicators that drive their success. These insights reveal where audiences are shifting, which formats resonate most, and how competitive the landscape is becoming.

Most Engaging Opinion Maker

Mero Baze

Media Outlets: Java News, Tirana news, Gazeta Dita

Topics: Business Investments, Corruption, Electoral campaign, EU Integration, Financial reports

99 total engagement

42 likes

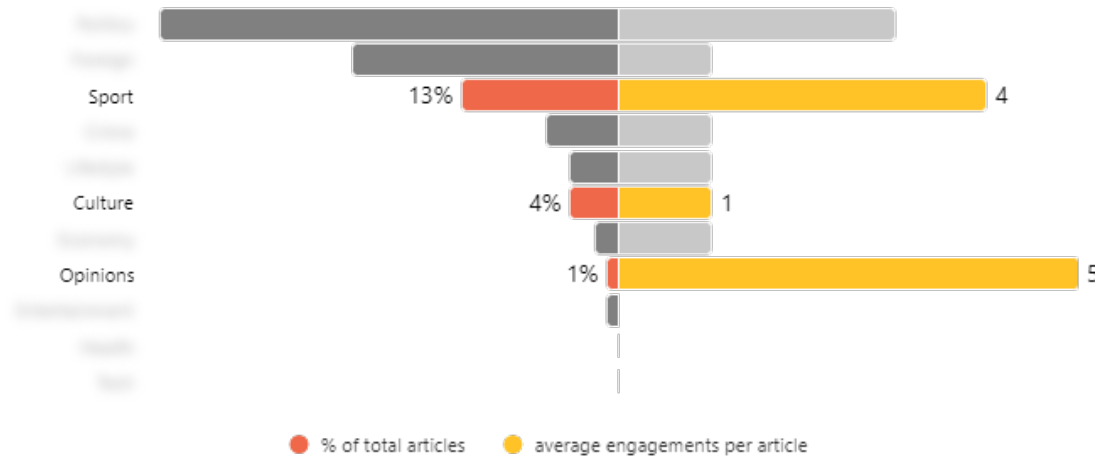
57 comments

0 shares

24% engagement vs. previous period

This snapshot showcases the top-performing celebrity on Instagram based on comprehensive engagement analytics. Using machine-learning models, we assess content activity and audience response across hundreds of influencer profiles to highlight who is shaping online conversations most effectively. These insights offer valuable signals for partnership decisions, trend forecasting, and campaign planning.

Content Preview



Pikasa Analytics tracks which content categories dominate the media landscape and which ones truly capture audience attention. By comparing the share of published articles with the average engagement they generate, we reveal the topics that overperform, the ones that struggle to resonate, and the emerging spaces where outlets can gain a competitive edge.

analytics
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Dashboard
12,940

Scanner
1,832

Topic Scanner



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