

20

A YEAR OF  
GROWTH & RESILIENCE

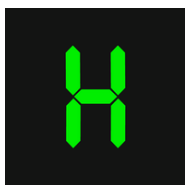
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Hibrid.info

# Table of Contents

<b>INTRODUCTION</b>	3	Community Trainings Across Kosovo	20
<b>ABOUT ADS &amp; HIBRID.INFO</b>	5	Prishtina – 2 - day training for young journalists	22
ACTION FOR DEMOCRATIC SOCIETY (ADS)	6	Summer University of Fact-Checking	23
ABOUT HIBRID.INFO	6	The Political School (Shkolla Politike)	23
<b>2024 HIGHLIGHTS</b>	7	<b>5. HIBRIDLAB: INNOVATION IN PRACTICE</b>	25
FACT-CHECKING MILESTONES	8	CORE TRAINING MODULES AND EXPERT-LED	
PUBLISHED REPORTS	9	WORKSHOPS	26
“Behind the Screens” - Annual Report on the state of		STUDENT PITCHES TO STEERING COMMITTEE	27
information disorder	9	APP LAUNCHING CONFERENCE: SHOWCASING	
12 Monthly Reports.	10	SOLUTIONS	27
Educating for truth	11	<b>6. SOCIAL MEDIA INSIGHTS</b>	28
Comparison of Ukraine and Kosovo in Russia’s		Facebook	29
disinformation narratives	12	Instagram	30
The State of Information Disorder	13	TikTok	31
<b>MEDIA LITERACY ECOSYSTEM</b>	14	LinkedIn	32
TV show	15	<b>7. STRATEGIC ROADMAP 2025 – WHATS NEXT!</b>	33
Podcasts	15	Expanding Media Literacy	34
Digital Resources	16	Advancing Training and Outreach	34
AppPrototypes	16	Leading Advocacy for Safer Information Spaces	35
<b>TRAINING, CAPACITY BUILDING &amp; OUTREACH</b>	18	Innovating with Technology	35
Academic Discussion at the University of Prishtina	19	Evolving HibridLab	35



# Building Trust Through Verified Facts

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Discover the milestones we've reached, the challenges we've tackled, and the values that continue to drive our mission forward.

# Introduction

In an era defined by information abundance and rapid digital transformation, the integrity of our media environment has never been more critical. As a fact-checking and disinformation-monitoring platform serving Kosovo and the wider Western Balkans, Hibrid.Info is dedicated to exposing false narratives, elevating media literacy, and fostering informed public discourse.

Over the period January–December 2024, our multidisciplinary team conducted 782 independent verifications, published comprehensive analytical reports, and developed innovative educational resources to empower citizens, journalists, and institutions against the tide of misinformation. This document outlines our key achievements, published research, capacity-building initiatives, and the ongoing evolution of HibridLab, our incubator for next-generation media-literacy tools.

## Enhancing the Digital Infosphere through networks



# Together in Purpose

## Bold in Innovation



*Meet our dedicated team of professionals who have contributed their expertise, passion, and collaboration to drive our success.*

# About ADS & Hibrid.Info



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*Here you can find information and updates from Action for Democratic Society (ADS) and its fact-checking platform Hibrid.info, focused on combating misinformation and promoting media literacy.*

# Action for Democratic Society (ADS)

“Action for Democratic Society” (ADS) is a non-governmental organization (NGO) established in 2010 in Kosovo. It is officially registered with the Department for Registration and Liaison with NGOs within the Ministry of Public Administration of the Government of Kosovo, in accordance with Article 9 of Law No. 03/L-134 on Freedom of Association in Non-Governmental Organizations in the Republic of Kosovo.

ADS operates through decision-making structures as stipulated by the aforementioned law, including the Assembly of Members, and the managerial level led by the Executive Director, who is also one of the founders.

In June 2020, ADS launched Hibrid.info, a platform focused on fact-checking and combating misinformation. Since its inception, ADS has implemented various projects related to advocacy, monitoring, research, and capacity building, with a particular emphasis on media and youth sectors in Kosovo.

## Hibrid.info

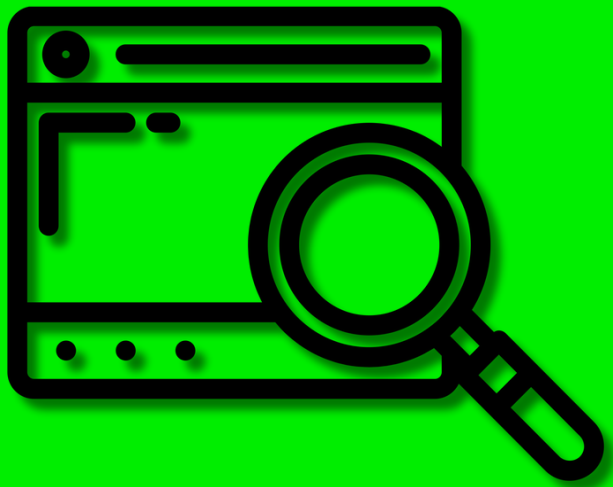
Hibrid.info was created to address the growing issue of misinformation in the media and digital sphere. The platform's goal is to diminish the impact of false information, including disinformation, conspiracy theories, pseudo-science, fake news, unverified content, clickbait, and other misleading forms. This is achieved through rigorous fact-checking based on the platform's publicly available methodology.

Hibrid.info is a verified signatory of the International Fact-Checking Network (IFCN) and a verified member of the European Fact-Checking Standards Network (EFCSN). These affiliations underscore the platform's commitment to high standards of fact-checking and credibility.

### Our Mission:

- Detect and debunk false claims, disinformation campaigns, and misleading narratives.
- Enhance media literacy among journalists, educators, students, and general audiences.
- Foster multi-stakeholder collaboration—including government bodies, educational institutions, and international networks—to ensure a resilient digital infosphere.

# Highlights 2024

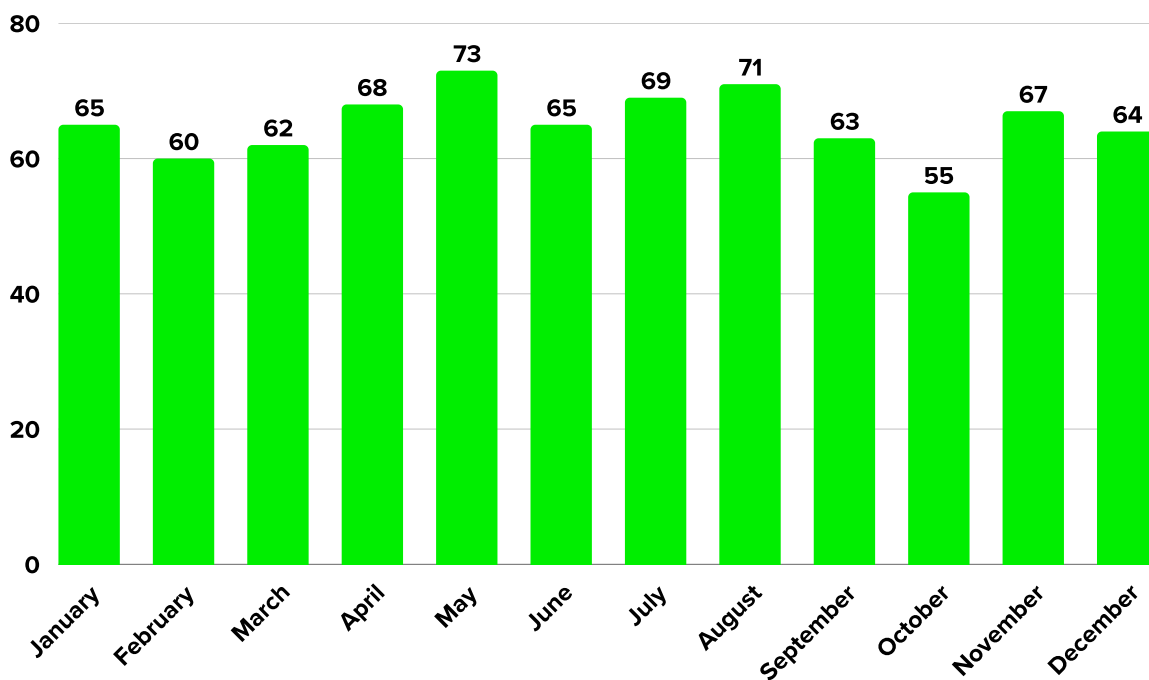


*Highlights about fact-checking, debunks, and published reports related to misinformation and disinformation.*

# Fact-checking Milestones

2024 was a year of impact, growth, and collaboration for hibrid.info. As a fact-checking and disinformation monitoring platform operating in Kosovo and the Western Balkans, we strengthened our mission to fight false narratives, enhance media literacy, and contribute to regional and global disinformation response efforts.

From January through December 2024, our team delivered 782 independent verifications to debunk misleading claims and uphold the integrity of public debate.



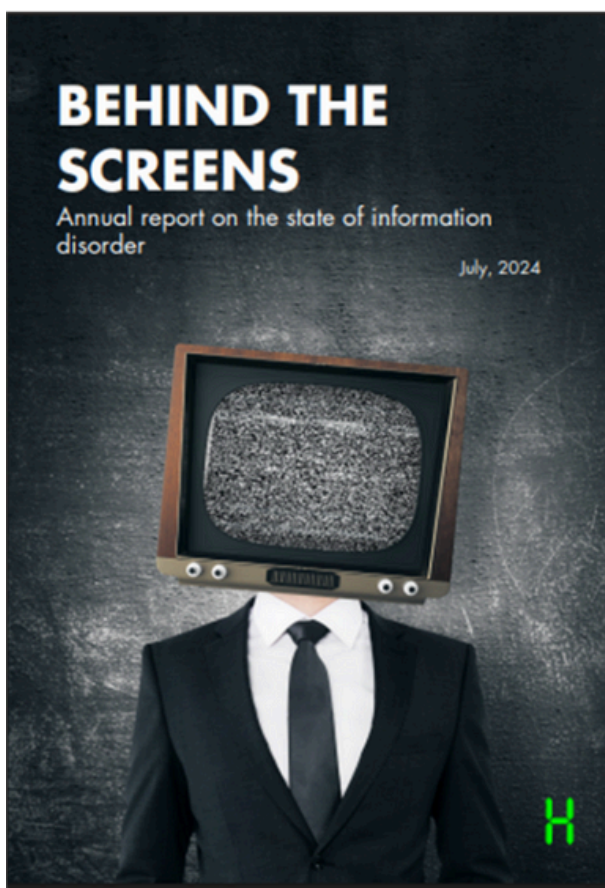
# Published Reports

## Behind the Screens

Annual Report on the state of information disorder

The purpose of this monitoring and analytical report is to reflect on the state of information disorder in Kosovo in the period July 2023 – June 2024, according to data collected by the fact-checking platform "hibrid.info".

The report aims to analyze information disorder in Kosovo through empirical data obtained from the daily monitoring activities of the "hibrid.info" platform. The report consists of three key sections: The first section of the report exhaustively examines and analyzes monitoring data of a one-year period of information disorder in Kosovo through various measurements aimed at combating information disorder. The second section compares monitoring data of this annual period (July 2023 – June 2024) with the data from previous annual period (July 2022 – June 2023) in specific categories and fields of information disorder in Kosovo. The final section of the report addresses the latest developments regarding media regulation in Kosovo, including recent legal changes related to the regulation of Kosovan media, including online media



# Published Reports

## Monthly Reports

These reports are designed by the fact-checking platform [hibrid.info](https://hibrid.info), part of the Kosovar NGO "Action for Democratic Society" (ADS) and is supported by the American Foundation "National Endowment for Democracy" (NED) under the project "Promotion of Objective Journalism and Fighting Disinformation".

In this monitoring report is provided an overview of the form of media information on events in and around Kosovo. In the course of this report, several figures (graphics) deriving from the [hibrid.info](https://hibrid.info) database is presented, divided under several rating categories that are part of the fact-checking methodology of this platform.

The report addresses 8 comparative categories of data, aiming to provide a more objective clarification of the state of information and to explain the trends of disinformation for this monitoring period. The monitoring categories are:

- Rating of disinformation articles
- The topics used to create and disseminate disinformation content
- Areas upon which disinformation articles are created and disseminated
- Institutions and persons tackled by the disinformation articles
- Types of media that have created and disseminated disinformation content
- Categorization of media in Albanian and Serbian language that have created and disseminated misleading content
- Types of social media that have created and shared disinformation content
- Types of publishers in social media that have created and disseminated misleading content
- Checking and evaluation of statements

The content analyzed by the researchers of [hibrid.info](https://hibrid.info) and that has served for the preparation of this report is primarily that published in Albanian and Serbian languages.



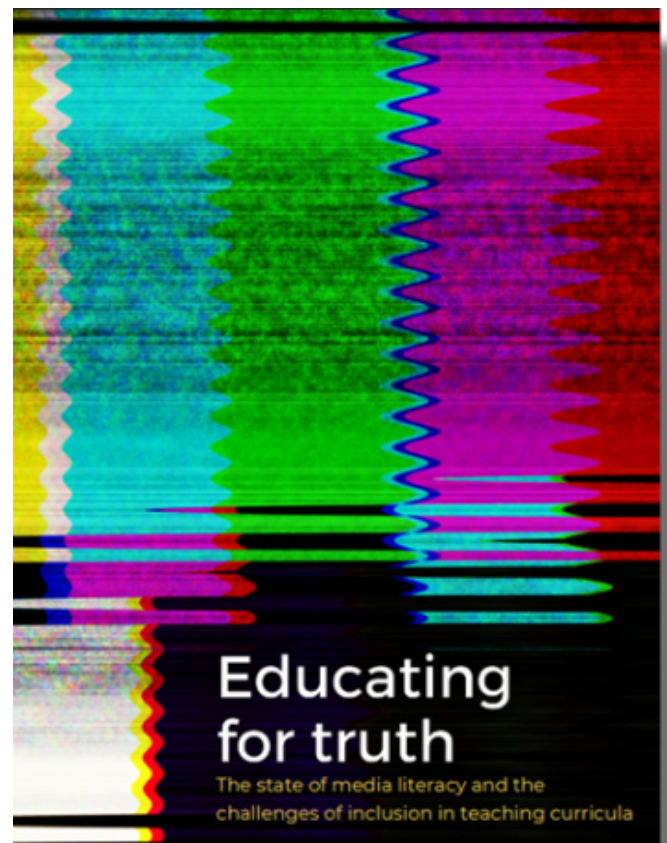
# Published Reports

## Educating for truth

The state of media literacy and the challenges of inclusion in teaching curricula

This report analyzes the current state of media literacy in Kosovo, particularly within the pre-university education system, including primary and secondary schools. The findings of the report indicate that, so far, there have been no concrete initiatives from the institutional level to address media literacy as an urgent and priority need within the educational system. With the current curriculum and teaching plans, media literacy is treated only as a cross-curricular issue in pre-university education in Kosovo.

This report aims to depict the state of media literacy in pre-university education and offers several recommendations as necessary steps to make specific improvements in the teaching process regarding media literacy in Kosovo's schools. The recommendations are intended to assist all stakeholders (the Ministry of Education, municipalities, schools, non-governmental and international organizations, donor communities, etc.) in urgently prioritizing the integration of media literacy into the educational system.



# Published Reports

## Comparison of Ukraine and Kosovo

in Russia's disinformation narratives

The purpose of this report is to identify and analyze the main disinformation narratives from Russia, as well as the actors and objectives promoting these aspects of informational disruption. Furthermore, the report addresses the identification of narratives in a theoretical context, identifying three main types: geopolitical narratives, which aim to establish a moral order in international relations; national-identity narratives, which interpret significant issues through the internal perspectives of a nation; and political narratives, which serve to justify political decisions within states.

These types of narratives are examined for how they can be involved in disinformation. The report analyzes the impact of Russian narratives in the Western Balkans, describing the main disinformation narratives that Russia constructs for the states in this region. Additionally, the findings of the report provide a breakdown of Russian disinformation narratives with a particular focus on Kosovo, identifying four primary

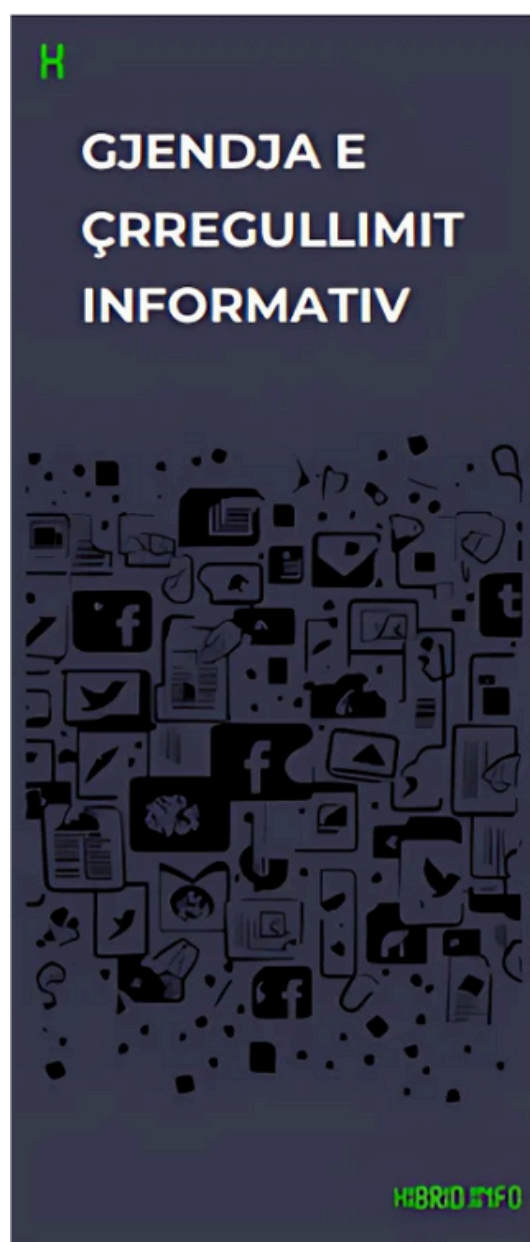


# Published Reports

## The State of Information Disorder

The white paper “Gjendja e Çrregullimit Informativ” offers a detailed overview of how misinformation, disinformation and the strategic misuse of factual content, supercharged by digital platform, are eroding the quality of public debate in Kosovo. It traces the problem to systemic gaps in media literacy within the education system, heightened political polarization, and socio-economic pressures that make communities more vulnerable to deceptive narratives. Through case studies and data from 2024, it highlights dominant vectors of false information primarily Facebook, with TikTok emerging as a significant new battleground as well as targeted foreign influence campaigns aimed at undermining Kosovo’s sovereignty.

The paper then deconstructs the narratives used by rival state actors and outlines their methods of distribution. Concluding with a multi-stakeholder action plan, it provides concrete recommendations for educational authorities, government agencies, journalistic outlets and civil society organizations to bolster critical thinking, strengthen fact-checking infrastructures and foster coordinated defenses against information threats



# Media Literacy ecosystem



*Media literacy ecosystem shaped through activities and contributions that promote critical thinking and strengthen media education.*



# TV SHOW



In 2023–2024, we successfully produced and launched a 12-episode television series titled “Behind the Screens”, which aired across regional platforms and was also made available online [\[see link\]](#). The show was designed to address the evolving challenges of the digital information landscape. Each episode featured in-depth discussions and storytelling segments that unpacked the mechanics of disinformation, the influence of algorithms, and the importance of fact-checking. A key component of the show was its dedicated media literacy segments, which offered practical tips and tools to help viewers critically assess online content, identify manipulation tactics, and navigate digital spaces safely and responsibly.

# PODCASTS



In 2023–2024, we successfully produced and launched a 12-episode television series titled “Behind the Screens”, which aired across regional platforms and was also made available online [\[see link\]](#). The show was designed to address the evolving challenges of the digital information landscape. Each episode featured in-depth discussions and storytelling segments that unpacked the mechanics of disinformation, the influence of algorithms, and the importance of fact-checking. A key component of the show was its dedicated media literacy segments, which offered practical tips and tools to help viewers critically assess online content, identify manipulation tactics, and navigate digital spaces safely and responsibly.

# DIGITAL RESOURCES



Since 2022, our EDU [\[see link\]](#) category has published hundreds of guides, infographics, video tutorials, and short explainers designed for classroom use. These are disseminated through TikTok (where our short-form videos average 80,000–150,000 views), Instagram Reels, YouTube, and Facebook, Kosovo’s largest media literacy platform with over 70,000 followers. Across these platforms and our website, our media-literacy materials have amassed millions of views and interactions, ensuring that critical-thinking skills reach every corner of the Kosovar youth audience.

# APP PROTOTYPES

## INKQUIRE



Through our HibridLAB Accelerator [\[see link\]](#), we mentored student teams to develop five prototype apps, including Inkquire, Transparenca.info, Insight Analyze, Bona Llaf, and Your Info. These tools will be integrated into our upcoming 14-week program for hands-on, tech-driven learning experiences. By integrating these apps into each workshop phase, Hibrid.info ensures a seamless bridge between theory and practice. Trainers and peer ambassadors—already versed in these tools—will guide learners through gamified tasks, collaborative investigations, and real-time feedback loops. This approach keeps media literacy dynamic and future-ready, as the apps evolve alongside emerging challenges like AI-generated misinformation

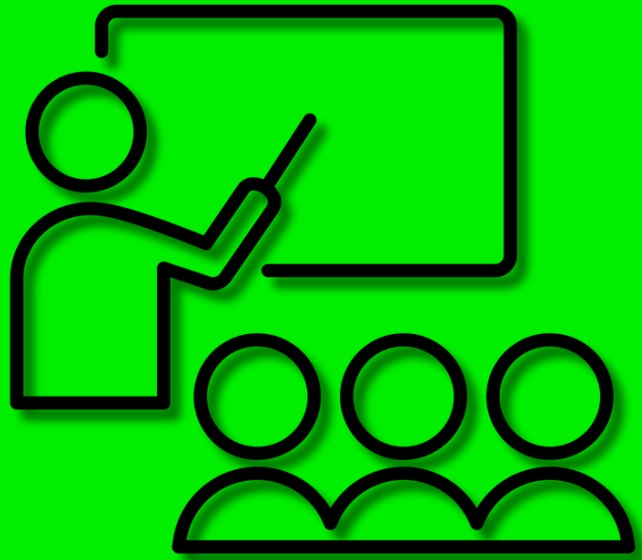
Hibrid.info maintains formal partnerships with Kosovo's leading higher-education institutions to embed media literacy into academic programmes and provide ongoing practical training for students. Through a Memorandum of Understanding with the Faculty of Journalism and Communication and the Faculty of Information and Communication Technology at the University of Prishtina "Hasan Prishtina," we deliver regular workshops and guest lectures on fact-checking methodologies, source evaluation, and digital ethics. Since 2022, these sessions have covered topics such as verification workflows, AI-driven disinformation detection, and pedagogical applications of HibridLAB tools, training over 300 journalism and ICT students to apply media-literacy skills in their coursework and capstone projects.

Beyond our university collaborations, Hibrid.info has also delivered targeted, high-impact events in secondary schools. On April 2, 2024, International Fact-Checking Day we partnered with the U.S. Embassy in Prishtina to lead a special info session at Sami Frashëri High School. Forty members of the school's Media Club participated in an interactive discussion on critical-thinking and fact-verification techniques, guided live by Ambassador Jeffrey M. Hovenier and our expert trainers. Students practiced hands-on source evaluation exercises and real-time myth-busting challenges, reporting a significant boost in their confidence to question and verify information.

Although this was a one-off flagship event, its design reflects our broader approach to secondary-education outreach:



# Training Capacity Building & Outreach



*This section provides information about trainings conducted in various locations and with participants from diverse communities, focusing on capacity building and community engagement.*

# Training

## Capacity Building & Outreach

Hibrid.info has a proven track record in designing and delivering media literacy initiatives, particularly tailored for youth and educational settings. Our programs emphasize fact-checking, identifying misinformation, and understanding informational disorder. Key initiatives include:

### Academic Discussion



In collaboration with the Department of Sociology, we conducted a session on fact-checking for students, covering verification processes and misinformation formats. This initiative, part of the "Promoting Objective Journalism and Countering Disinformation" project, was funded by the National Endowment for Democracy (Academic Discussion) [[see link](#)].



Hibrid.info partnered with RIT Kosovo (A.U.K) to deliver a flagship workshop titled "Promoting Objective Journalism and Combating Disinformation." Supported by the National Endowment for Democracy, the session brought together 35 students and their faculty members from the School of Communication. Our trainers opened with an overview of global and local disinformation trends, highlighting the ethical responsibilities of journalists in verifying information and maintaining public trust. Through interactive lectures and real-world examples, participants explored how misinformation spreads and the critical thinking skills needed to counter it. [[see link](#)]

## Community Trainings Across Kosovo

We organized trainings/workshops in cities such as Podujeva, Mitrovica, North Mitrovica, Peja, Gjakova, Graçanica, Gjilan, Shtërpce, Prishtina and Prizren, educating students, journalists, and civil society on media literacy.



**Graçanica – Informational Disorder / Apr 2024:** Session at CSD Peace Center analyzing local misinformation cases and teaching clickbait detection techniques. [\[see link\]](#)

**Podujevë – Identifying Informational Disorder / Apr 2024:** Workshop with OAKTIV on verifying real-world social-media claims using digital toolkits. [\[see link\]](#)



**Pejë & Gjakovë – Fake News Recognition / Apr 2024:** Simultaneous trainings with students, young journalists, and CSOs on AI-generated content detection and source-evaluation checklists. [\[see link\]](#)

## Community Trainings Across Kosovo



**Mitrovicë – Disinformation Debate / Apr 2024:** Debate-style workshop with students, young journalists, and CSOs challenges to reinforce critical thinking. [\[see link\]](#)

**Gjilan – False Information Strategies/Apr 2024:** Interactive exercises teaching social media verification checklists and narrative analysis. [\[see link\]](#)



**Shtërpce – Community Media Literacy Workshop (Apr 2024):** Interactive session for community participants focused on detecting misinformation in local social networks. Attendees collaborated in small teams to identify manipulated images and false narratives, applied structured verification checklists, and engaged in facilitated discussions to deepen understanding of narrative framing and source reliability. [\[see link\]](#)



## Community Trainings Across Kosovo

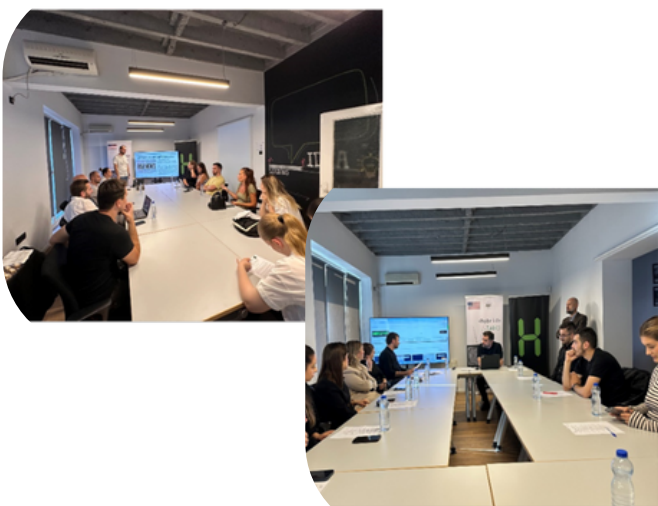


**Prizren – Practical Disinformation Experience / Apr 2024:** “Një eksperiencë praktike” workshop combining media literacy and real-world cases on how disinformation's spread. [\[see link\]](#)

**Prishtina:** A full day with 7 sessions of a joint training for Journalists and CSOs from 12 municipalities. [\[see link\]](#)



## Training for young journalists



**Prishtina – 2-day training for young journalists—** In July 2024, we partnered with main media to deliver an intensive, two-day training in Prishtina for their cohort of emerging journalists. Over the course of the workshop, Hibrid.info’s own experts led interactive sessions on fact-checking, source verification and multimedia storytelling, while a roster of contracted practitioners shared hands-on techniques for investigative reporting and digital security. The training not only strengthened the journalists’ capacity to produce accurate, impactful news but also fostered ongoing collaboration between media and Hibrid.info’s specialist community. [\[see link\]](#) and [\[see link\]](#)

## Summer University of Fact-Checking (CFI)



The Summer University on Fact-Checking as part of the project Balkan Voices 2 implemented by Canal France International (CFI), provided the 52 students with the opportunity to participate in six complementary training modules focused on fact-checking, debunking, and combating disinformation. These sessions were led by eight trainers, including four international experts and journalists, alongside four investigative journalists from the Balkans specializing in fact-checking. The combination of theoretical knowledge and practical, field-based examples ensured that students received comprehensive, hands-on training. Hibrid.info showcased our approach to identifying false content and navigating the complex digital landscape.

The Summer University offered a valuable opportunity for young journalists to acquire essential tools to combat disinformation, enhancing their ability to produce reliable, ethical journalism. [\[see link\]](#) and [\[link\]](#)

## School for Political Studies (PIPS)



Hibrid.info has established robust partnerships with educational institutions, showcasing our capacity to integrate media literacy into curricula:

We delivered a training session at this political school for Political Studies organized by Pristina Institute for Political Studies (PIPS), engaging participants in media literacy education (Shkolla Politike). [\[see link\]](#) and [\[see link\]](#)

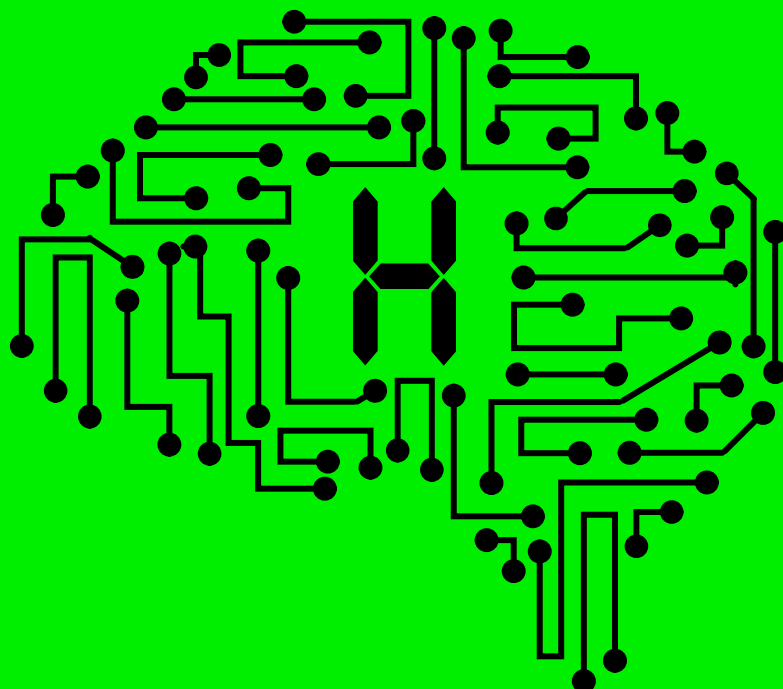


# Innovation in Practice

## HibridLab



*HibridLab serves as a creative space for innovation, where fact-checkers, researchers, and media professionals collaborate to develop tools, methods, and educational activities aimed at strengthening media literacy and countering disinformation.*



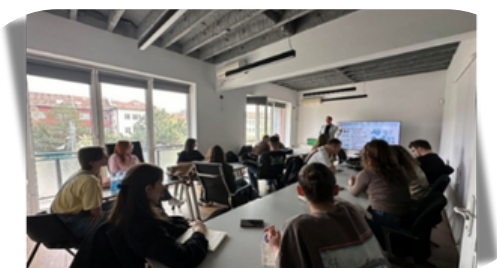
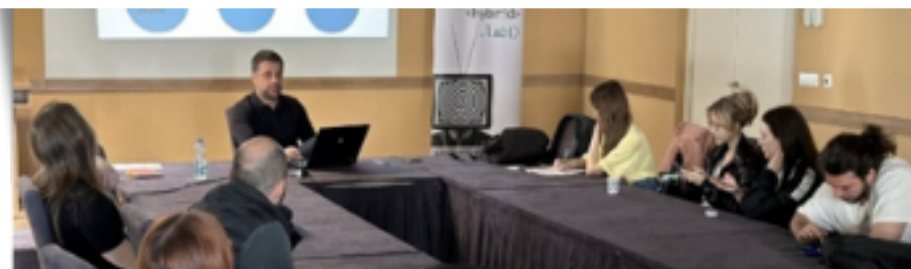
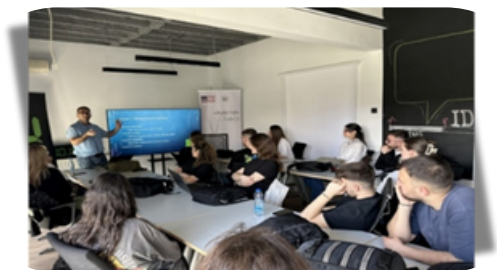
# Innovation in Practice

## HibridLab

In 2024, HibridLab continued to thrive as a dynamic space for learning and innovation, engaging over 45 university students in hands-on training in fact-checking, OSINT, and ethical tech development. The 10 most dedicated students received intensive mentorship through expert-led workshops and played a leading role in developing practical digital tools to counter disinformation.

### Core Training Modules and Expert-Led Workshops

A week-long training for students, led by experts such as Shkelzen Osmani, Alban Zeneli, Blerim Rexha, Jeton Mehmeti, and Kalyan Gautham, focused on digital information verification. Participants developed skills to combat misinformation and proposed innovative solutions with top ideas. [see [link 1](#), [link 2](#), [link 3](#), [link 4](#), [link 5](#)].



## Student Pitches to Steering Committee



As a culminating moment of the HibridLab program, the top 10 students had the opportunity to present their innovative digital tool prototypes to a steering committee composed of experts, mentors, and stakeholders from media, tech, and civil society. These student-led pitches showcased creative, AI-powered solutions aimed at addressing key challenges in the information ecosystem, from combating disinformation to enhancing media literacy.

Each team demonstrated not only technical skill but also a deep understanding of the social impact of their tools. The committee provided constructive feedback and guidance, further refining the projects' development paths. This engagement marked a critical step in bridging the gap between experimental learning and real-world application, validating HibridLab's model of empowering youth to become active contributors to the fight against disinformation.

## App Launching Conference: Showcasing Solutions



*"This Conference Demonstrates Our Shared Commitment to Fighting Misinformation. Our Support for HibridLab Aims to Empower Kosovar Society and Help Build a More Trustworthy and Fairer Informational Environment"*

Jennifer Lawson, Counselor for Public Affairs at the U.S. Embassy in Pristina

Through this program, HibridLab empowered a new generation of media-literate professionals and fostered collaboration between journalism, civic tech, and education.

Hibrid.info organized a conference where it presented these applications to the audience and the public. The applications were developed as part of the project "Combating Disinformation Narratives through Innovation and Experimental Learning". Supported by the U.S. Embassy in Kosovo, the project aims to provide concrete solutions to improve information in the digital space through the development of AI-based technological applications that included the web and mobile applications such as:

- **Transparenca.info** – A platform for assessing media outlet transparency,
- **Insight Analyze** – a tool for detecting misleading news headlines,
- **INKQUIRE** – a media literacy game designed for youth engagement,
- **Bona Llaf** – a claim verification app, and
- **Your Info** – a personalized news filtering application.

# Social Media Insights



*Comprehensive data on social media engagement and audience interaction, including metrics such as reach, impressions, likes, shares, comments, and follower growth across various platforms.*

# Insights

## Facebook

↑ **1.3m**

Views

↑ **718.8k**

Reach

↑ **388.5%**

Growth

↑ **60.5k**

Content interactions

↑ **429.3%**

Growth

↑ **102.9k**

Visits

↑ **275.1%**

Growth



The data shows strong performance on Facebook, marked by substantial growth in reach and user engagement.

# Insights

## Instagram

↑ **271k**  
Views

↑ **305.4k** ↑ **3.2k%**  
Reach Growth

↑ **2.1k** ↑ **100%**  
Content interactions Growth

↑ **9.2k** ↑ **937.5%**  
Visits Growth



The data indicates exceptional performance on Instagram reflecting sharp growth in engagement and visibility.

# Insights TikTok

↑ **775.5k**

Views

↑ **625k**

Reach

↑ **552.2k**

Growth

↑ **6.9k**

Likes

↑ **506.6%**

Growth

↑ **1.8k**

Shares

↑ **999.9%**

Growth

↑ **354**

Comments

↑ **704.5%**

Growth



This data reflects exceptional growth in all engagement metrics on TikTok, showing a sharp increase in visibility and user interaction.

# Insights

## LinkedIn

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↑ **42,250**

Impressions

Organic

↑ **22,582**

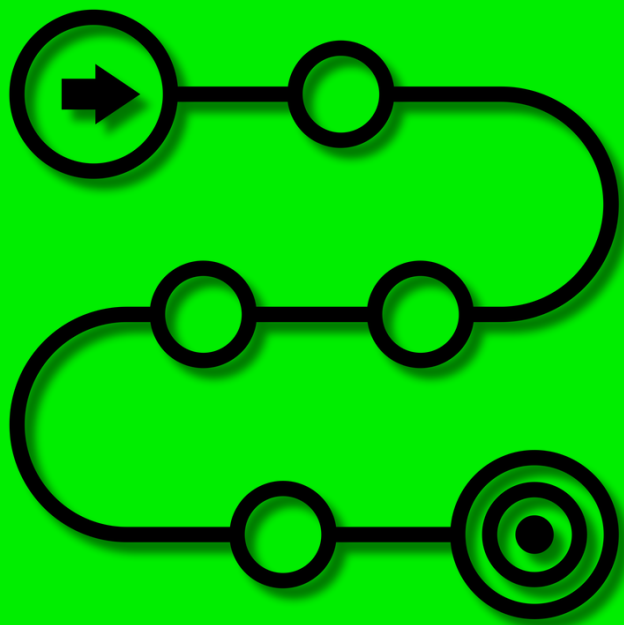
Members reached

Organic



This shows solid organic reach and visibility on LinkedIn, reflecting effective content distribution to your network.

# Whats NEXT! Strategic Roadmap 2025



*Discover the roadmap that will guide our journey through 2025. This strategic plan outlines the key initiatives, priorities, and milestones we will pursue to drive growth, innovation, and lasting impact. From advancing core projects to exploring new opportunities, find here the clear steps we are taking to shape the future and achieve our goals.*

# Whats NEXT!

## Strategic Roadmap 2025

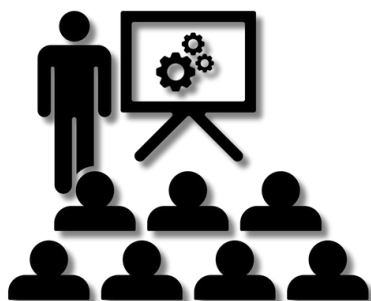
Building on the progress of 2024, Hibrid.Info will strengthen its position as a regional leader in media literacy, fact-checking innovation, and digital advocacy. Through this roadmap, Hibrid.Info reaffirms its commitment to building a resilient, informed society equipped to confront and counter digital disinformation. Our 2025 strategy focuses on five key pillars:

### Expanding Media Literacy



We will pilot a national media literacy curriculum, co-create digital learning content with educators, and deepen outreach in both formal and informal education sectors.

### Advancing Training and Outreach



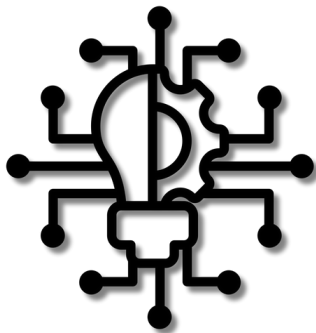
Through a new mobile training unit and a certified “Train-the-Trainers” program, we will extend our reach to underserved communities, youth leaders, educators, and journalists.

## Leading Advocacy for Safer Information Spaces



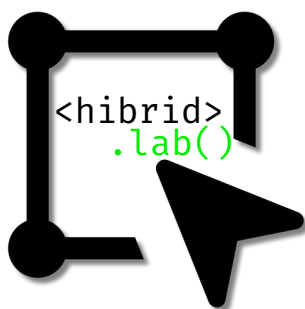
Hibrid.Info will continue contributing to policy development, advocating for platform transparency, and representing Kosovo in international forums on information integrity.

## Innovating with Technology



We will scale up the use of AI-powered tools, including real-time misinformation monitoring systems and multilingual content analysis solutions, to strengthen our fact-checking capabilities.

## Evolving HibridLab



As a regional hub for civic tech, HibridLab will host hackathons, support youth-led prototypes, and launch a mobile media literacy app co-developed with students..

# With Gratitude to Our Partners

We are deeply grateful for your continued support. Together, we've reached key milestones, overcome meaningful challenges, and stayed true to the values that guide our mission forward.






Gain meaningful insights into our upcoming initiatives, expansion goals, and long-term impact as we work to strengthen critical thinking, combat misinformation, and empower informed communities.

# Looking Ahead Acting Now





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