

P R O F I L E

MIDDLE EAST BROADCASTING NETWORKS, INC. **MBN**



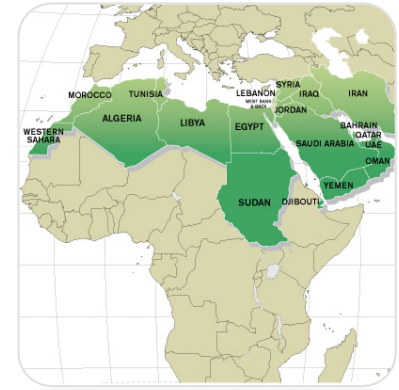
**Language of Broadcast:** Arabic

**Content:** Radio Sawa: 24/7 original programming; Alhurra TV: 84 hrs. of original and 84 hrs. of repeat TV programming per week; Internet

**Distribution:** Sawa: 4 IBB MW and 41 FM frequencies, satellite and the Internet. Alhurra TV: Satellite, 6 terrestrial TV stations in Iraq and the Internet

**New Media:** Radio Sawa's news and information Website provides live streaming and archives of the latest newscasts. Its mobile Website and Facebook fan page provide headlines and encourages listeners to comment on stories. Twitter feeds the latest Sawa headlines. RadioSawa also posts key interview clips and reports on Audioboo.

Alhurra's Website provides the latest news, live streaming and archived video of most programs. It has a mobile website, Alhurra and key program Facebook pages as well as over 13 fan pages. Twitter feeds include one for the network, one for breaking news, one for flagship program Al Youm, and a YouTube channel at [www.youtube.com/alhurra](http://www.youtube.com/alhurra).



**Staff:** 498

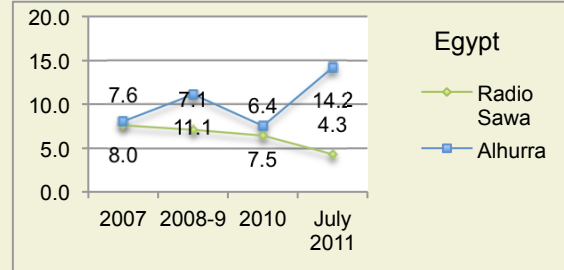
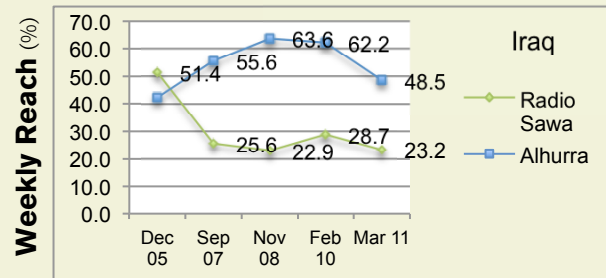
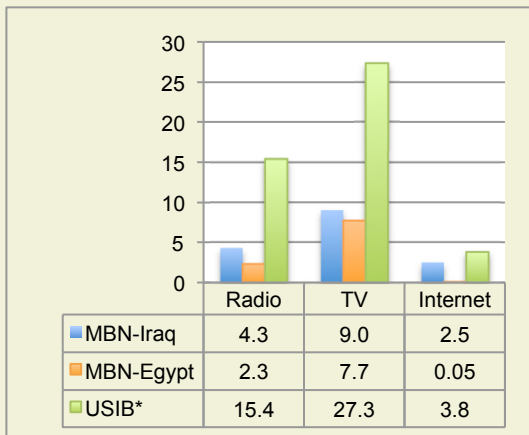
**Budget:** \$110,332,000†

**Established:** Radio Sawa; 2002 to present; Alhurra TV 2004 to present

† includes additional indirect costs

P E R F O R M A N C E D A T A (Using Data from Iraq, March 2011 & Egypt, July 2011)

**Audience Size**



Weekly Reach by Media (%)		
	MBN-Iraq	MBN-Egypt
Radio	23.2	4.3
TV	48.5	14.7
Internet	14.1	1.0
Total	63.0	17.6

Awareness (%)			
Sawa Iraq	Alhurra Iraq	Sawa Egypt	Alhurra Egypt
na	na	na	na

Arabic

**Credibility**

	Percentage of surveyed weekly audience that found broadcasts credible (%)	
	MBN Iraq	MBN Egypt
Radio	75	98
TV	76	93

**Understanding**

	Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)			
	Sawa Iraq	Alhurra Iraq	Sawa Egypt	Alhurra Egypt
Current Events	93	52	71	75
U.S. Culture	46	29	44	75
U.S. Policies	45	30	45	41

**Quality**

	Combined Scores from audience panel	
	MBN Iraq	MBN Egypt
Radio	na	na
TV	na	na

\*USIB audience estimate is based on data from Algeria, Bahrain, Egypt, Iraq, Jordan, Kuwait, Lebanon, Morocco, Oman, Palestinian Territories, Saudi Arabia, Syria, Tunisia and the UAE. The USIB estimate for Iraq includes the impact of Radio Free Iraq (RFI) broadcasts. RFI weekly unduplicated reach is 16.1% or approximately 3.0 million adults in Iraq.

Data are from an March 2011 survey of adults (15+) in Iraq and June/July 2011 survey in Egypt.

# Arabic Broadcasting

## A U D I E N C E C O M P O S I T I O N

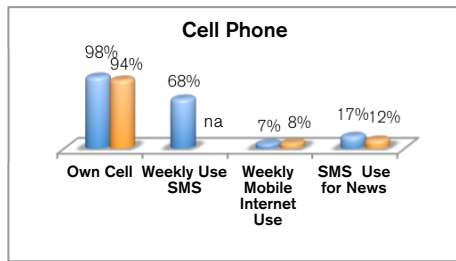
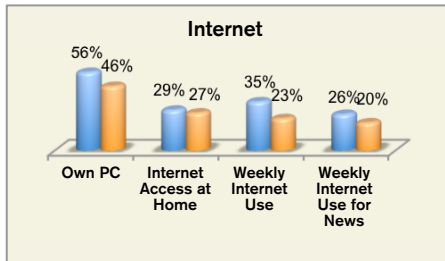
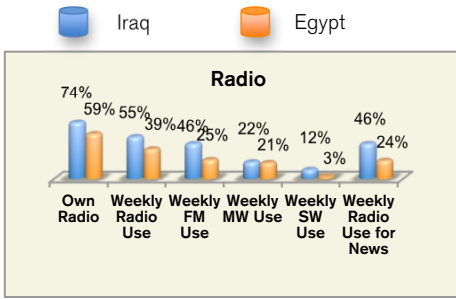
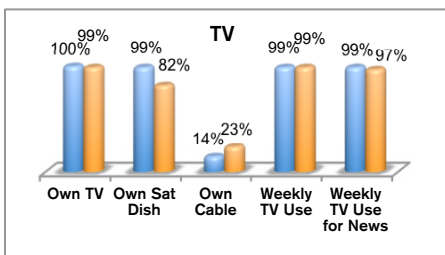
Total Population of Iraq 32.7 M and Egypt 52.6 M

	Sam.	MBN-Iraq Wkly. Aud.	Sam.	MBN-Egypt Wkly. Aud.
<b>Sex</b>	%	%	%	%
<b>Male</b>	51	52	53	57
<b>Female</b>	49	48	47	43
<b>Age</b>				
<b>15-24</b>	26	23	32	30
<b>25-34</b>	24	26	24	24
<b>35-44</b>	22	23	18	18
<b>45-54</b>	15	15	14	18
<b>55-64</b>	11	11	9	8
<b>65+</b>	2	2	3	2

	Sam.	MBN-Iraq Wkly. Aud.	Sam.	MBN-Egypt Wkly. Aud.
<b>Education</b>	%	%	%	%
<b>Illiterate/No Formal</b>	24	21	13	2
<b>El./Inter.</b>	33	32	17	20
<b>Second.</b>	20	20	37	35
<b>Coll./Univ.</b>	24	27	33	43
<b>Ethnicity/Nationality</b>				
<b>Arabic</b>	80	82	na	na
<b>Kurdish</b>	16	15	na	na
<b>Egyptian</b>	na	na	100	100
<b>Other</b>	4	3	na	na

	Sam.	MBN-Iraq Wkly. Aud.	Sam.	MBN-Egypt Wkly. Aud.
<b>Residence</b>	%	%	%	%
<b>Urban</b>	67	70	42	52
<b>Rural</b>	33	30	58	48
<b>Language Spoken At Home</b>				
<b>Arabic</b>	80	82	na	na
<b>Kurdish</b>	17	15	na	na
<b>Other</b>	3	3	na	na

## M E D I A U S E



### Iraq Top Ten Media Outlets

1. Al Arabiya
2. Al Sharqia
3. Al Iraqia
4. MBC 1
5. MBC Action
6. Abu Dhabi Al Oula TV
7. Al Jazeera
8. Al Sumeria
9. Al Baghdadi
10. MBC 4

### Egypt Top Ten Media Outlets

1. Al Al Mehwar
2. Al Jazeera
3. Dream 2
4. Egyptian Channel 1
5. Dream 1
6. Al Arabiya
7. Nile News
8. Egyptian Space Channel
9. Ikraa
10. Egyptian Channel 2

### Web Analytics\*\*

#### Alhurra

Weekly Visitors: na  
Weekly Visits: 122,600

#### Radio Sawa

Weekly Visitors: na  
Weekly Visits: 374,000

\*\*Average weekly visitors are not available for MBN's Alhurra and Radio Sawa in FY2011

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011):** Iraq–NOT FREE; Egypt–NOT FREE
- **Economist Intelligence Unit Instability (2011):** IRAQ–VERY HIGH RISK; Egypt–MODERATE RISK
- The drawdown of US forces and the continued weakness of central authority in Iraq may allow militia and insurgent groups to re-establish themselves in some areas. The government of national unity, which brings together the four largest political groups, has been weak and divided, and some blocs have threatened to pull out to join the parliamentary opposition.
- More than eight years after the US invasion in 2003, Iraq continues to be wracked by intense violence. So far during 2011, around 11 civilians have been killed on average every day, mainly by suicide and other bombings. August, which coincided with Ramadan, was the bloodiest month in a year, with an estimated 395 civilian deaths according to a preliminary figure from Iraq Body Count (IBC).
- Egypt's political system is highly fluid as the country gears up for national level elections in mid-May 2012. Some doubt the credibility of upcoming elections after the presidential election commission excluded a number of potential front-runners on technical grounds. The candidacy of former intelligence chief, Omar Suleiman, was refused, for example, because he had fallen just 31 short of the 30,000 notarized statements of endorsements required to enter the race. Also excluded from the presidential race were a leading strategist of the Muslim Brotherhood, and Hazem Salah Abu Ismail, an ultraconservative Islamist. While the Muslim Brotherhood is perhaps the best organized political force in the country, there is significant uncertainty about their role in Egyptian politics. Egypt's new constitution is an additional source of debate as some political groups advocate the drafting of a new constitution prior to elections to clarify the role and responsibilities of a President

### Media Environment

- **Freedom House Press Freedom Index (2011):** Iraq–NOT FREE; Egypt–NOT FREE
- **Reporters Without Borders Index (2011):** Iraq-75.36 (152/179); Egypt-97.50 (166/179)
- Although Iraq has a thriving media environment with many ethnic and religious groups represented, media freedom and freedom of speech are tenuous. Reporters Without Borders reported in February 2011 that the offices of their partner group in Baghdad— Journalistic Freedoms Observatory (JFO)—was raided by security forces. The worst of the criticism came after 25 February 2011 known as the "Day of Rage," when Iraqis took to the street to protest government corruption, faulty infrastructure, unemployment, electricity and water cuts. Reporters Without Borders called it the "Black Day" for media freedom in Iraq because Iraqi Security Forces detained 300 leading journalists and intellectuals who took part in covering the protests.
- BBC News also reports government arrests and intimidation of NGO workers in Iraq, or anyone that criticizes the current government. In the first four months of 2011, five journalists have been killed in Iraq. In 2010, seven journalists were killed in total. Although actual violence due to war has decreased since the height of the Iraq war, intimidation and threats against journalists and regular citizens have increased, even—according to the New York Times—to the point of death threats by text message, suspected by many as coming from Iraqi authorities. Human Rights Watch also reported widespread crackdowns on protesters in Iraq, including detention and torture.
- Egypt's broadcast and print media have become more diverse and saturated in recent years and since the fall of President Mubarak, with outlets competing to reflect the views and demands of Egyptian revolutionaries. Egypt's privately owned ONTV, for example, has contained heavy coverage of protests and conversations with activists and reformers since the revolution and brands itself as being "closer to the events" and the voice of liberal democracy, youth, and women. Online print media has taken up the cause of protesters with newspapers such as al Tahrir (Liberation), which gained notoriety for a December 2011 front page photo of a woman stripped and beaten by police. In the view of many observers, the despite the emergence of burgeoning of private, independent media since President Mubarak's ouster, there is less freedom of expression under the current military caretaker government, today than there was under the strongman of Egypt.