

P R O F I L E



Voice of America



Language of Broadcast: Burmese

Content: 24.5 hrs. of original and 31.5 hrs. of repeat radio programming per week; 3 hrs. of original and 4 hrs. of repeat TV programming per week; Internet

Distribution: 1 TV affiliate, Satellite TV, 2 affiliate FM stations in Thailand, 1 MW, 5 IBB SW frequencies, Satellite audio and TV on AsiaSat.

Radio: The Service's programming is available on one MW, 5 IBB SW frequencies, 2 affiliate stations on the Thai border, as well as satellite audio.

TV: VOA Burmese programming is available on IBB satellites (AsiaSat 3 and IOR) and a local affiliate in southern Thailand near the border. Affiliate Sangkhalaburi Cable puts the entire package of VOA TV programming, including VOA English and other languages, on 24/7 to local households.

New Media: The Service maintains a website and the VOA Burmese Blog, is available on YouTube, Twitter, Facebook and sends out an e-mail newsletter to more than 5000 subscribers. A mobile site is available for smartphone users.

Staff: 13 **Budget:** \$2,205,000

Established: 1943 to 1945; 1951 to present



Language of Broadcast:

Burmese, Chin, Kachin, Karen, Karenni, Mon, Rakine, Shan

Content: 14 hrs. of original and 14 hrs. of repeat radio programming per week; 2.5 original and 1 hr. repeat television per week; Internet

Distribution: Satellite TV; 1-3 IBB SW frequencies; satellite rebroadcasting; 4 FM guerilla stations operating clandestinely inside Burma; Satellite audio

Radio: The Service broadcasts 2 hours of original news programs daily and 2 hours of repeat.

Video: The Service produces a 30 minute daily television newscast, 5 days per week with repeats on the weekends.



New Media: Includes a multimedia website, a mobile site, Facebook, YouTube, a blog, and an e-newsletter.

Staff: 18

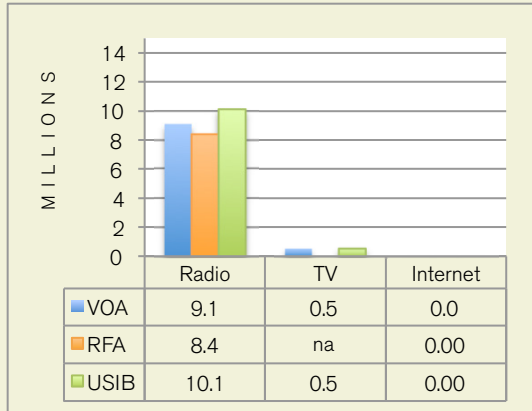
Budget: \$2,208,000

Established: 1997 to present

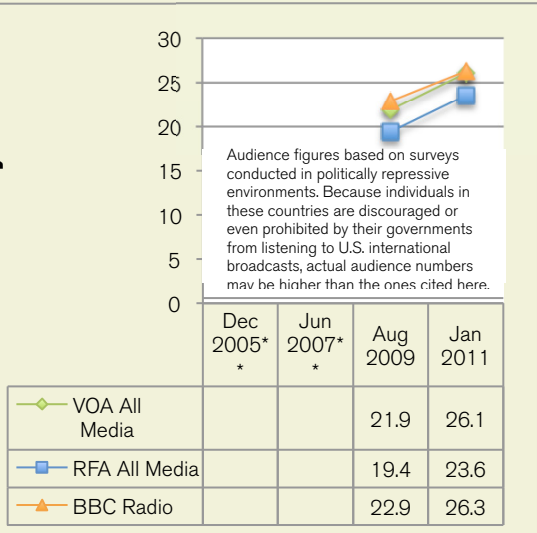
P E R F O R M A N C E D A T A

(Using Data from Burma, January 2011)

Audience Size



Weekly Reach %



Weekly Reach by Media (%)

	VOA	RFA	USIB
Radio	25.7	23.6	28.4
TV	1.5	na	1.5
Internet	0.0	0.0	0.0
Total	26.1	23.6	28.8

Awareness (%)

	VOA	RFA
	84	80

Burmese

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)

	VOA	RFA
Radio	94	97
TV	94	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)***

	VOA	RFA
Current Events	91	91
U.S. Culture (VOA) or Current Events in Burma (RFA)	na	na
U.S. Policies	na	na

Quality

Combined Scores from audience panel

	VOA	RFA
Radio	3.1	3.1
TV	3.8	na

*Due to differences in the sample areas and in weighting among recent surveys, trend data are not available.

** Dates reflect sub-national surveys; trending not possible with sub-national surveys.

***Understanding question not asked for reasons of political sensitivity.

Data are from a January 2011 survey of adults (15-64) in Burma.

Burmese Broadcasting

Total Population of Burma: 54 million

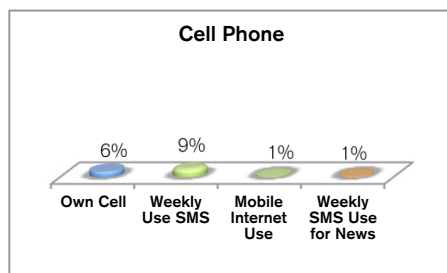
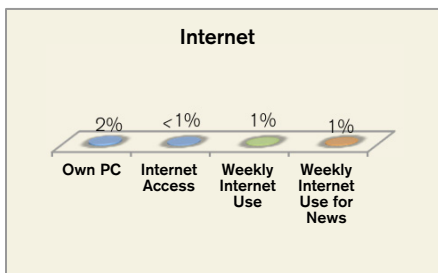
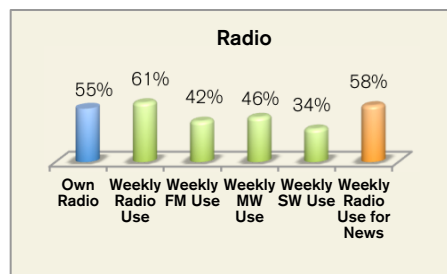
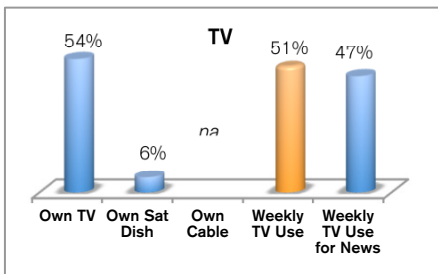
A U D I E N C E C O M P O S I T I O N

	Sample	VOA Weekly Aud.	RFA Weekly Aud.
Sex	%	%	%
Male	48	64	66
Female	52	36	34
Age			
15-24	29	23	23
25-34	24	24	24
35-44	22	23	24
45-54	16	18	17
55-64	10	12	12
65+	na	na	na

	Sample	VOA Weekly Aud.	RFA Weekly Aud.
Education	%	%	%
None/Monastic/Primary	43	39	38
Middle	26	26	26
High School	18	21	21
Higher	14	14	15
Ethnicity/Nationality			
Bamar	70	73	73
Shan	6	5	4
Karen	6	8	8
Rakhine	4	4	5
Other	14	10	10

	Sample	VOA Weekly Aud.	RFA Weekly Aud.
Residence	%	%	%
Urban	31	25	26
Semi-urban	69	75	74
Language			
Burmese	77	79	79
Other	24	21	21

M E D I A U S E



Top Ten Media Outlets

1. Myanmar National Radio
2. MRTV
3. Myawaddy TV
4. Myanmar Radio Padauk Myay
5. BBC Radio
6. VOA Radio
7. RFA Radio
8. Mandalay City FM
9. Myanmar Radio FM 98.0 Yangon
10. MRTV 4

Web Analytics

VOA	
Weekly Visitors	41,400
Weekly Visits	137,300
RFA	
Weekly Visitors	39,300
Weekly Visits	89,200

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- In the last year, Burma has undergone unprecedented changes culminating in the April 1, 2012 parliamentary by elections in which Aung San Suu Kyi and her NLD party won all but three available seats.
- President Thein Sein and other reformists in the government have pledged that the country will not back-slide but continue to progress to a fully democratic state. However, hardliners in the government could impede progress if they feel the country is changing too quickly.
- China, previously Burma's greatest international backer, was dealt a blow when Burmese authorities stopped work on a major hydro-electric dam project funded by the Chinese. The dam was intended to supply China with power, but also presented serious environmental issues and was unpopular with local residents.
- Additionally, the country faces numerous challenges from ethnic fighting and Chinese pressure to extreme poverty and corruption.
- Western governments have welcomed changes, major figures including Hillary Clinton have visited the country and the World Bank has announced it will open an office in Burma.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 100.00 (169/179)**
- Burma's Ministry of Information is drafting a new media law to present to the Parliament this session which is expected to increase the ability to exercise freedom of expression. The draft law includes plans for a "Press Counsel" which could prove a hindrance to free media if it is placed under the control of the government.
- In the meantime, the government's Press Scrutiny and Registration Division continues to censor print news media, and all broadcast media remain under the control of the government or cronies close to the government.
- The Internet is not restricted or censored in any way, but speed and expense limit its effectiveness and penetration. This is an area that could see substantial growth if the government allows the sector to develop as a free market.
- Exile and international media are now being granted access to the country and a number are opening offices.