

P R O F I L E



Language of Broadcast: Cantonese
Content: 14hrs. of original radio programming per week; 0.2 hrs. of original and 0.25 hrs. or repeat TV programming per week; Internet
Distribution: 1 affiliate (TV); 1 IBB MW and 2 SW freqs.
TV: VOA Cantonese's program, *American Report*, is carried on ATV Hong Kong and AsiaSat3 for 5 minutes a week. ATV is one of two terrestrial broadcasters in Hong Kong and is available via satellite in parts of southern China.
Radio: VOA Cantonese has two radio affiliates in Hong Kong and two in Australia.
Web: The Service has a website with audio, video and podcasts; a mobile site; and is available on Facebook, Twitter and has a YouTube page.
Staff: 7
Budget: \$986,000
Established: 1941 to 1945; 1949 to 1963; 1987 to present

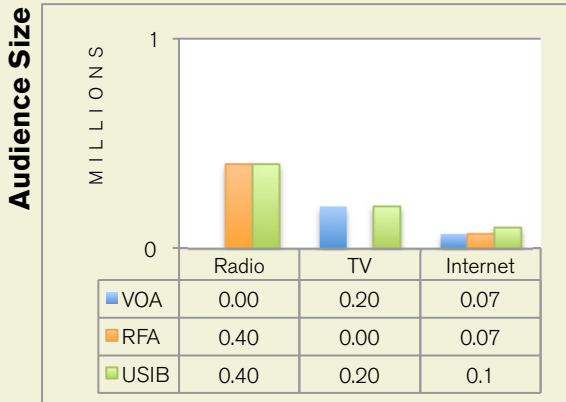


Language of Broadcast: Cantonese
Content: RFA broadcasts 7 hrs. of original and 7 hrs. of repeat radio programming per week; Internet
Distribution: 1-3 IBB SW frequencies; Satellite rebroadcasting
Radio: The Service broadcasts 1 hour of original program and 1 hour of repeat daily.
Video: The Service website features photos and video footage from inside the target area on a daily basis.
New Media: The Service has web and mobile sites. It pioneered the use of Skype for call-in shows. It has Facebook, Twitter and YouTube pages. Newsletters are sent on a daily basis.

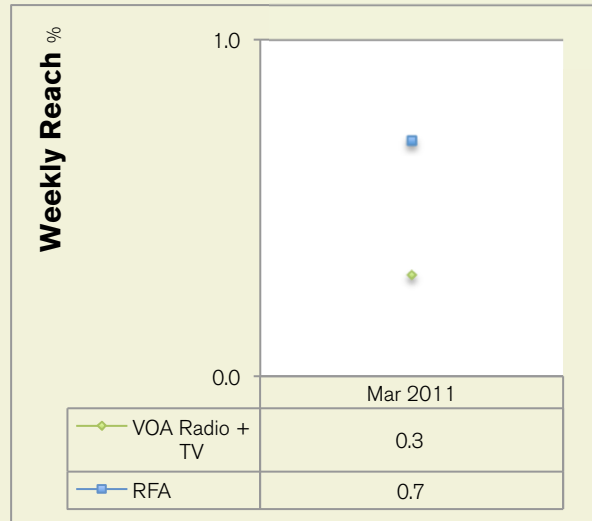


Staff: 6
Budget: \$963,000
Established: 1998 to present

P E R F O R M A N C E D A T A (Using Data from Guangdong Prov., March 2011)



Weekly Reach by Media (%)			
	VOA	RFA	USIB
Radio	0.0	0.6	0.6
TV	0.3	na	0.3
Internet	0.1	0.1	0.2
Total	0.3	0.7	1.1



Awareness (%)	
VOA	RFA
7	4

Cantonese

Credibility	Percentage of surveyed weekly audience that finds broadcasts credible (%)	
	VOA	RFA
Radio	na	na
TV	na	na

Understanding	Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
	VOA	RFA
Current Events	na	na
U.S. Culture (VOA) or Current Events in Guangdong (RFA)	na	na
U.S. Policies	na	na

Quality	Combined Scores from audience panel	
	VOA	RFA
Radio	3.1	3.4
TV	3.4	na

*Samples of VOA and RFA weekly viewers and listeners in the survey are too small for meaningful analysis.

Data are from a March 2011 survey of adults (15+) in Guangdong Province, China.

Cantonese Broadcasting

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

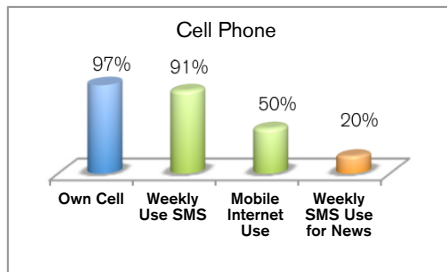
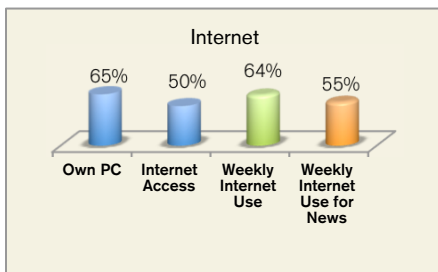
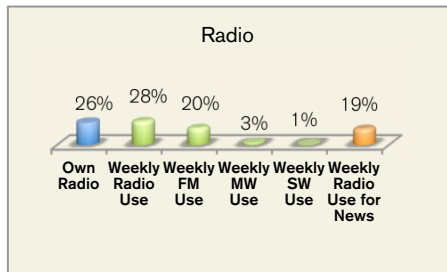
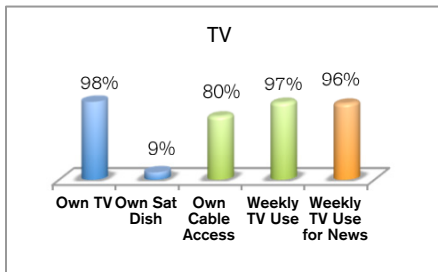
Total Population of Guangdong: 104 million

	Sam.*	VOA Weekly Aud.*	RFA Weekly Aud.*
Sex	%	%	%
Male	49	na	na
Female	51	na	na
Age			
15-24		na	na
25-34	24	na	na
35-44	25	na	na
45-54	23	na	na
55-64	20	na	na
65+	6	na	na

	Sam.*	VOA Weekly Aud.*	RFA Weekly Aud.*
Education	%	%	%
Primary or less	16	na	na
Jr. School	25	na	na
High School	32	na	na
Vocational	19		
Coll./Univ.	8	na	na
Ethnicity/Nationality			
Han	99	na	na
Other	< 1	na	na

	Sam.*	VOA Weekly Aud.*	RFA Weekly Aud.*
Residence	%	%	%
Urban	54	na	na
Semi-urban	11	na	na
Rural	35	na	na
Language			
Mandarin	40	na	na
Cantonese	11	na	na
Other	48	na	na

M E D I A U S E **



Top Ten Sources of News

1. CCTV1
2. Local TV
3. Provincial TV
4. CCTV News
5. HK/Taiwan/Macau TV
6. TencentQQnews.com
7. Baidu.com
8. Sina.com
9. CCTV5
10. People's Daily

Web Analytics

VOA	
Wkly. Visitors	1,200
Wkly. Visits	1,900
RFA	
Wkly. Visitors	3,500
Wkly. Visits	4,600

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE (China)**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK (China)**
- The southern Chinese provinces of Guangdong and Guangxi where most Cantonese speakers reside are relatively affluent provinces where many of China's major manufacturing and trading firms are based. Bordering Hong Kong, Guangdong has a population of 110 million and a GDP of \$689 billion, outstripping Saudia Arabia, Poland, South Africa and Argentina in both.
- With a huge internal migrant population, overcrowding in major cities and massive job creation requirements, internal stability is the Chinese government's primary political concern. China routinely subjugates human rights and legal protections under the banner of social stability.
- Social dislocations resulting first from rapid growth and, more recently, from factory closings and layoffs, have made Cantonese-speaking areas the center of a large number of high-profile civil actions, including the recent land dispute in rebel village Wukan.
- The average standard of living has increased markedly since the late 1970's and studies including the 2011 BBG survey indicate most Cantonese are satisfied with the state and direction on Chinese society. However, environmental pollution and public health are areas where Cantonese express significant dissatisfaction.
- Citizens of Cantonese-speaking Hong Kong enjoy considerably better political rights and civil liberties than do citizens of mainland China. In its report 2010 Freedom House classified Hong Kong as "Partly Free."

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE (China)**
- **Reporters Without Borders Index (2011): 136.00 (174/179)**
- Cantonese-speaking areas of China are at the forefront of China's rapidly changing media environment. In the BBG's 2011 survey, 64% of Guangdong's adults used the Web weekly and half of the total population access the internet by mobile phone.
- CCTV continues to be the top news source in Guangdong, but Hong Kong stations also have considerable penetrations and are valued sources of information. Satellite dish ownership in Guangdong is 9 percent and, as elsewhere in China, roughly 90 percent of satellite owners live in rural areas.
- Nearly 24 million Guangdong residents use microblogs regularly. As elsewhere in China, Facebook and Twitter are blocked, but domestic sites such as Sina Weibo and QQ provide forums for discourse on sensitive issues.
- Mobile internet access is not merely an urban phenomenon: 3G mobile networks have allowed the internet to penetrate into rural China even faster than the expansion of internet infrastructure into those areas.