

P R O F I L E



**Language of Broadcast:** French to Africa

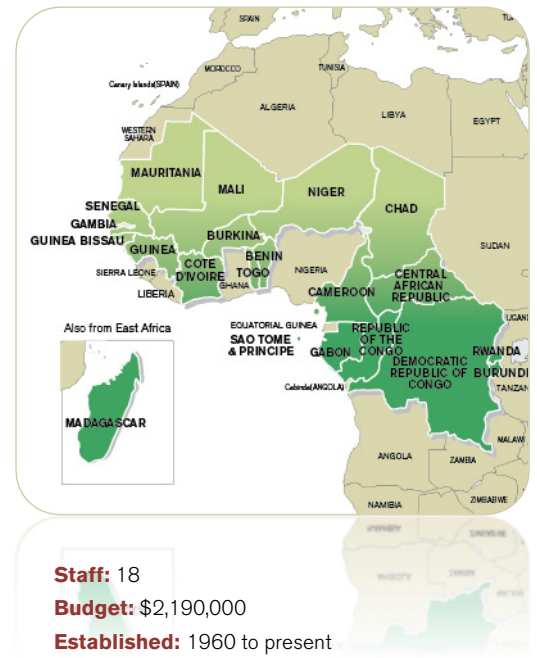
**Content:** 23 hrs. of original radio programming per week; 1 hr. of original TV programming per week; Internet

**Distribution:** 59 affiliates (FM and MW); 3-5 IBB SW frequencies; 3 IBB FMs, 1 in Ouagadougou and 1 in Abidjan; two shared IBB FM, 1 in Djibouti and 1 in Kigali; and 12 TV affiliates.

**Radio:** The bulk of the French to Africa audience is in DR Congo, where VOA's partner, RAGA-FM, is heard in almost all the major cities of the country. In addition, VOA has affiliates in Dakar and Kaolack, Senegal; Yaounde and Douala, Cameroon; Bamako, Mali; Libreville, Gabon; Lome and Sokode, Togo; and Conakry, Guinea.

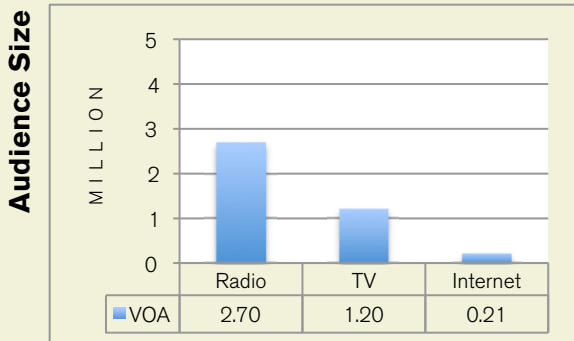
**TV:** French to Africa has a co-production arrangement with Raga-TV in DR Congo, sending packages to affiliates in Gabon, Benin, Guinea, Niger, Cameroon/Douala, and the DRC. Similar arrangements are being made with affiliates in Burkina Faso, Cameroon and Togo. These affiliates can also download French to Africa's own packages, besides the service's weekly TV show *Washington Forum*.

**New Media:** The Service has a website as well as active Facebook and Twitter accounts.

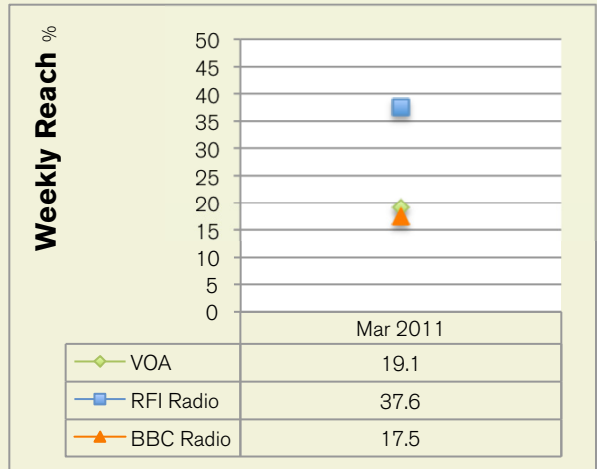


French to Africa

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



Weekly Reach (%) by Media	
VOA in DRC	
Radio	15.5
TV	6.8
Internet	1.1
<b>Total</b>	<b>19.1</b>



Awareness (%)	
VOA in DRC	
<b>Total</b>	<b>64</b>

Credibility	
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
VOA in DRC	
Radio	97
TV	100

Understanding	Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
	Radio	TV
Current Events	95	na
U.S. Culture	60	na
U.S. Policies	67	na

Quality	
Combined Scores from audience panel	
VOA	
Radio	3.4
TV	3.4

Data are from a March 2011 survey of adults (15+) in urban areas of the Democratic Republic of Congo.

# French to Africa Broadcasting

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

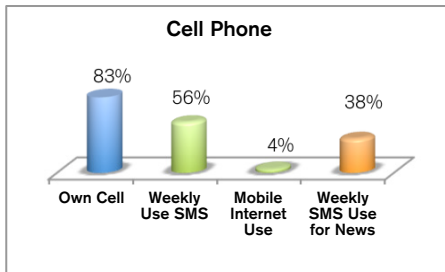
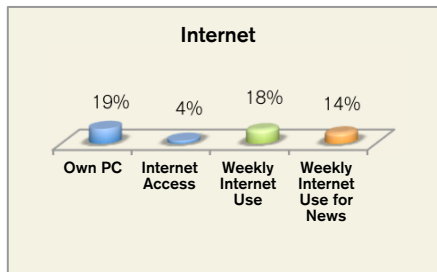
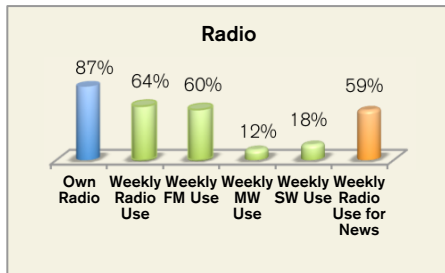
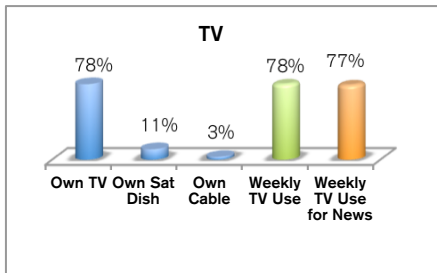
Total Pop. of Democratic Republic of Congo (DRC): 67.8 M

	Sample	VOA Weekly Audience
	100%	4.5%
<b>Sex</b>	%	%
Male	49	66
Female	51	34
<b>Age</b>		
15-24	34	27
25-34	34	34
35-44	18	25
45-54	8	9
55-64	3	4
65+	2	1

	Sample	VOA Weekly Audience
<b>Education</b>	%	%
None/Primary	7	<1
Secondary/Vocational	17	11
High School	29	22
Inc Higher	21	24
Higher	24	41
<b>Ethnicity/Nationality</b>		
Baluba	23	23
Bakingo	19	21
Other	58	56

	Sample	VOA Weekly Audience
<b>Residence</b>	%	%
Urban	100	100
Rural	na	na
<b>Language</b>		
French	20	26
Swahili	33	28
Lingala	33	33
Other	14	13

## M E D I A U S E (Using Data from DRC March 2011)



### Top Ten Media Outlets

1. Digital Congo
2. TV RTNC1
3. TV5
4. RFI
5. Radio Okapi
6. BBC
7. Mirador TV
8. Antenne A
9. Radio RTNC
10. CCTV

### Top Ten Sources of News

1. TV RTNC1
2. Radio Okapi
3. TV 5
4. France 24
5. Digital Congo
6. RFI
7. Radio RTNC
8. Mirador TV
9. Antenne A
10. Canal France international

### Google Analytics

<b>Weekly Visitors</b>	3,200
<b>Weekly Visits</b>	5,300

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- Presidential and legislative elections in the Democratic Republic of Congo (DRC) are scheduled for November 28th. In late June the president, Joseph Kabila, signed into law a bill that limits the presidential election to one round—the 2005 constitution required two rounds if no candidate secured more than 50% in the first round. This will greatly increase Mr. Kabila's chances of re-election as he no longer needs over 50% of the vote to be returned to office. The new law also limits future presidents to one term of office only. The National Assembly passed the bill in mid-June, although opposition parties boycotted the vote in protest. In January a joint sitting of the National Assembly and Senate had approved constitutional amendments that made the new law possible.
- The North and South Kivu provinces are distinct from the rest of DRC. These are areas where fighting between different military groups remains high, there is a higher concentration of refugees from neighboring countries and infrastructure is generally less developed than in the rest of the country.

### Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 67.67 (145/179)**
- The media market in Kinshasa is more competitive than in other parts of DRC. In Kinshasa's radio market, for example, there are 10 domestic radio stations with more than 10 percent reach, compared to only four domestic stations outside of Kinshasa. In addition, there are 15 domestic and international TV broadcasters with more than 10 percent reach in Kinshasa compared to four in other urban areas of the country. Weekly use of TV—including international TV—as well as weekly use of SMS, internet and newspapers for news in Kinshasa is higher than elsewhere, creating even more competition for international broadcasters.
- The Kivu region's media market is different from that of DRC in general. Although levels of radio ownership in Kivu (90 percent) are similar to those in the country as a whole (87 percent), the use of radio for news and information is considerably higher in Kivu (79 percent) compared to the country in general (59 percent). However, the use of international radio in Kivu is similar to its use across DRC, probably because of language barriers—international broadcasters predominantly broadcast in French. Ownership of television is significantly lower, as is the use of TV—including international TV—for news and information.