

P R O F I L E



Language of Broadcast: Kurdish (dialects Sorani and Kurmanji)

Content: 21 hrs. of original programming per week; Internet

Distribution: 6 IBB FM, 1 MW, and 3 SW

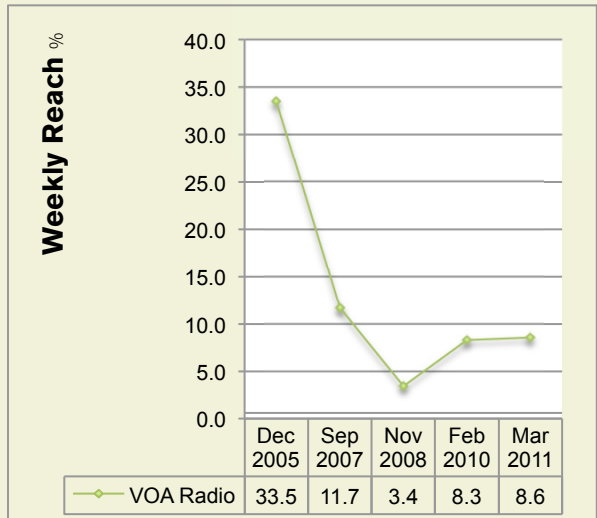
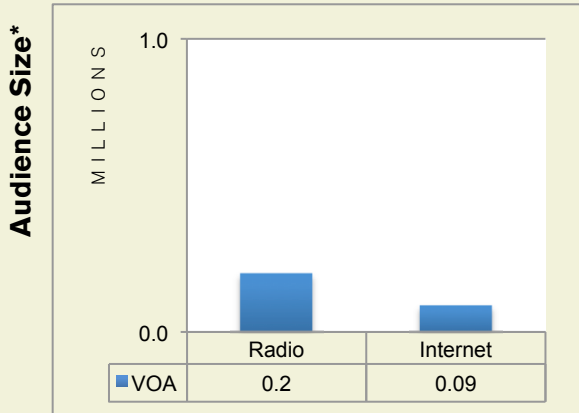
Radio: VOA's Kurdish Service broadcasts three hours of radio programming seven days a week. IBB FM transmitters in the Kurdish-populated cities of Sulaimaniya, Kirkuk, Mosul and Erbil carry all three hours daily. One hour per day is carried on IBB FM transmitters in Baghdad and Basra. One hour per day is repeated via the IBB MW frequency out of Kuwait.

TV/Video: VOA Kurdish has been engaged in a continuing effort to upgrade TV and video production skills. Already, both original and "versioned" features are a significant component of its web offerings. The Service is also launching a weekly, fast-paced, 10-minute TV show (*Kurd Connection*) for web use and placement with prospective affiliates in the broadcast region.

New Media: The Service has two websites (in Kurmanji and Sorani dialects) a Facebook fan page, a Twitter feed, and a YouTube page as well as five blogs. The Service utilizes such area-specific social networks as Paltalk to provide audience contribution to the call-in shows.



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



Weekly Reach by Media (%) *	
VOA	
Radio	6.0
TV	na
Internet	3.0
Total	8.6

Awareness (%)	
VOA	
	na

Kurdish

Credibility	
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
VOA	
Radio	76
TV	na

Understanding		
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
	Radio	TV
Current Events	63	na
U.S. Culture	37	na
U.S. Policies	45	na

Quality	
Combined Scores from audience panel	
VOA	
Radio	3.4
TV	na

*All weekly reach rates and audience estimates are based on the total sample of ethnic Kurds only.

Data are from a March 2011 survey of adults (15+) in Iraq with a booster sample of ethnic Kurds.

Kurdish Broadcasting

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

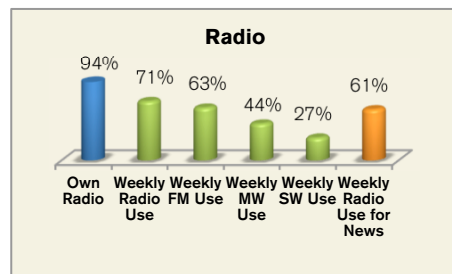
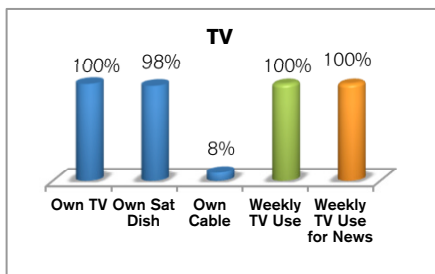
Total Population of Ethnic Kurdish population in Iraq: 3 million

	Sample	VOA Weekly Audience
Sex	%	%
Male	51	53
Female	49	47
Age		
15-24	25	12
25-34	25	38
35-44	22	24
45-54	16	17
55-64	11	9
65+	2	0

	Sample	VOA Weekly Audience
Education	%	%
Illiterate/No Formal	28	28
Elem./Inter.	36	30
Secondary	15	17
Coll./Univ.	21	24
Ethnicity/Nationality		
Kurdish	100	100

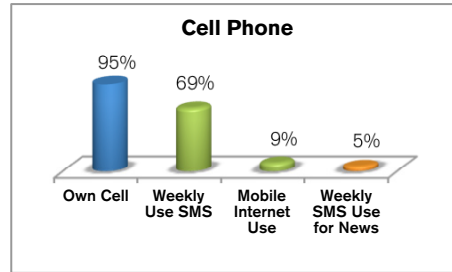
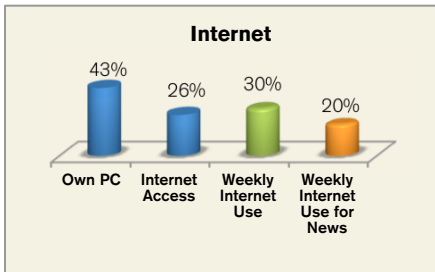
	Sample	VOA Weekly Audience
Residence	%	%
Urban	65	70
Rural	35	30
Language		
Kurdish	100	100

M E D I A U S E



Top Ten Media Outlets

1. Kurdistan TV
2. PUK TV
3. Zagros TV
4. Alhurra
5. Aljazeera
6. Alarabiya
7. Yekgirtu TV
8. Yekgirtu Radio
9. KDP Radio
10. PUK Radio



Web Analytics

Weekly Visitors 20,600
Weekly Visits 46,500

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE (Iraq)**
- **Economist Intelligence Unit Instability (2011): VERY HIGH RISK (Iraq)**
- Kurdish Iraqis have largely joined the central Iraqi government, yet difficulties and disagreements persist over rights to oil-rich Kurdish areas, such as Kirkuk. Kurds hope to hold a referendum on Kirkuk in order to adjoin the historically Kurdish city to the Kurdish autonomous region in Iraq.
- Turkish warplanes attacked 60 targets in the mountains and border areas of northern Iraq in August in pursuit of Kurdish separatist rebels suspected of responsibility for a deadly quadruple bombing ambush on a military convoy in southeast Turkey.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE (Iraq)**
- **Reporters Without Borders Index (2011): 75.36 (152/179)**
- In the past few years Kurdish media has advanced both in quality and quantity of channels, especially television for news and entertainment.
- Satellite television is widespread in Kurdish areas of Iraq and beyond where viewers primarily watch stations affiliated with Kurdish political movements.
- Many Iraqi Kurds also watch Arab satellite stations and local Iraqi channels. Kurdish Iraqis also listen to radio in large numbers, particularly Kurdish language stations. Although they look to radio and TV for news and information, TV is the favored source.
- Internet use has risen significantly in the Kurdish areas of Iraq, where users log on for news, communication, social networking and entertainment.