

P R O F I L E



**Language of Broadcast:** Kyrgyz

**Content:** 25.3 hrs. of original and 27 hrs. of repeat programming per week; Internet

**Distribution:** 8 affiliates (6 FM, 1 TV, 1 Satellite TV), 2-3 IBB SW frequencies  
RFE/RL's delivery includes 1 national UkV/FM network and 5 regional FM radio affiliates plus 1 national and 1 satellite TV affiliate carrying 2 weekly primetime programs; HotBird, AsiaSat, Yamal.

**New Media:** Internet with streaming audio (Kyrgyz and Russian site), Facebook, YouTube, and Twitter pages, and mobile site.

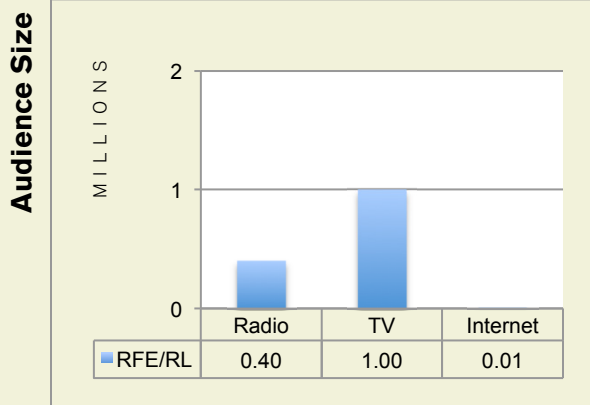
**Staff:** 7

**Budget:** \$1,685,000

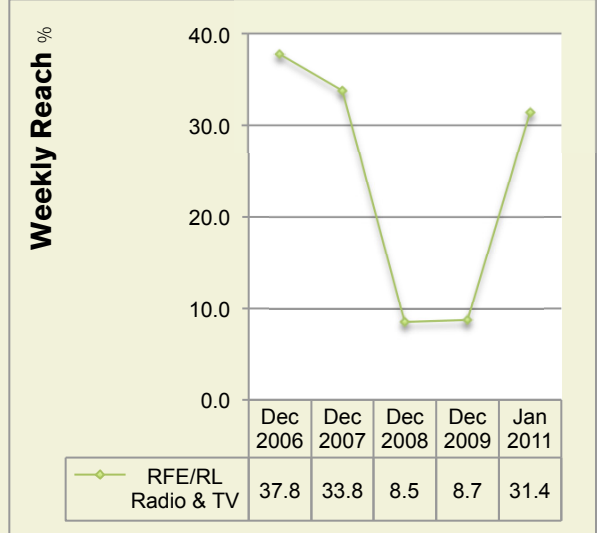
**Established:** 1953 to present



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



Weekly Reach by Media (%)	
RFE/RL	
Radio	10.1
TV	27.1
Internet	0.3
<b>Total</b>	<b>31.4</b>



Awareness (%)	
RFE/RL	
<b>Total</b>	<b>59</b>

Kyrgyz

Credibility	
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
RFE/RL	
Radio	97
TV	95

Understanding	
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
RFE/RL Radio*	
Current Events	93
Current Events in Kyrgyzstan	93
U.S. Policies	na

Quality	
Combined Scores from audience panel	
RFE/RL	
Radio	3.4
TV	2.8

\* Understanding ratings for RFE/RL TV are 91% for Current Events and 92% for Current Events in Kyrgyzstan.

Data are from a January 2011 nationwide survey of adults (15+) in Kyrgyzstan.

# Kyrgyz Broadcasting

Total Population of Kyrgyzstan: 5.6 million

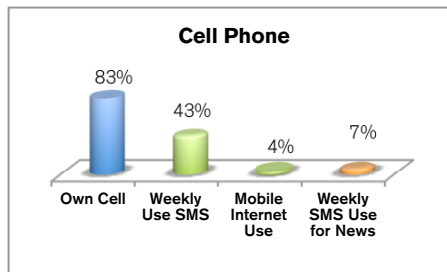
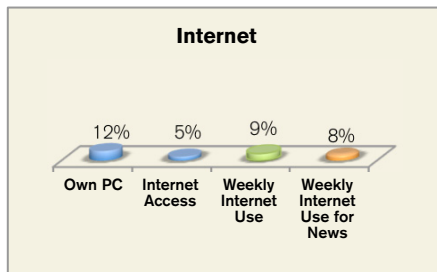
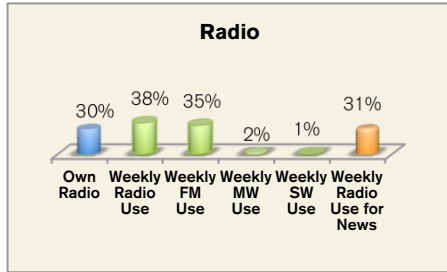
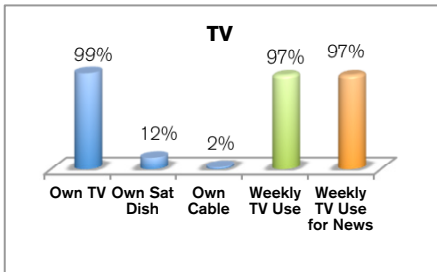
## A U D I E N C E C O M P O S I T I O N

	Sample	RFE/RL Weekly Audience
<b>Sex</b>	%	%
Male	48	54
Female	52	46
<b>Age</b>		
15-24	30	27
25-34	22	22
35-44	18	19
45-54	14	16
55-64	9	12
65+	8	5

	Sample	RFE/RL Weekly Audience
<b>Education</b>	%	%
None/Primary	2	<1
Secondary	70	71
Technical	17	17
Coll./Univ.	11	12
<b>Ethnicity/Nationality</b>		
Kyrgyz	68	92
Russian	7	<1
Uzbek	16	7
Other	9	1

	Sample	RFE/RL Weekly Audience
<b>Residence</b>	%	%
Urban	31	22
Rural	69	78
<b>Language</b>		
Kyrgyz	68	92
Russian	15	1
Uzbek	15	6
Other	2	<1

## M E D I A U S E



### Top Ten Media Outlets

1. OTRK
2. ORT-1
3. RTR
4. ELTV
5. 5 Kanal
6. Uzbek TV
7. Kyrgyzstan Obonduru
8. Piramida
9. NTV
10. NBT

### Top Ten Sources of News

1. OTRK
2. ORT-1
3. ELTR
4. 5 Kanal
5. RTR
6. Uzbek TV
7. RFE/RL Radio
8. NBT
9. Super Info
10. RFE/RL TV

### Web Analytics

Weekly Visitors	13,400
Weekly Visits	53,200

## C O N T E X T



### Political Situation

- Freedom House Political Freedom Index (2011): **NOT FREE**
- Economist Intelligence Unit Instability (2010): **HIGH RISK**
- On October 30, 2011, Former Prime Minister Atambayev, leader of the Social Democratic Party of Kyrgyzstan and seen as the "flagbearer of reforms," won the presidential election by a large margin in the first round of voting, replacing Interim President Roza Otunbayeva.
- Voters approved a new constitution on June 27, 2010, which transformed the state into a parliamentary republic. Previously, like other Central Asian countries, it was a presidential republic, albeit with more genuine political competition. In October, the first parliamentary elections were held under the new constitution after a campaign season hailed by international observers for its genuine pluralism. The revolution had a dark side, however: it seemed to create the opening for an outbreak of inter-ethnic violence in Osh and Jalalabad in June 2010, in which over 400 people were killed.
- The political situation in Kyrgyzstan continues to be volatile. The revolution is somewhat unpopular (51 percent deny that Bakiev's departure has benefited the country), yet survey data give grounds for guarded optimism that the political transition is solving some of the country's major problems.

### Media Environment

- Freedom House Press Freedom Index (2011): **NOT FREE**
- Reporters Without Borders Index (2011): **40.00 (108/179)**
- The past few years have witnessed dramatic changes in media technology worldwide, as Internet, satellite TV and mobile phones with sophisticated new features have spread throughout the developing world. By contrast, Kyrgyzstan in the past year has experienced technological stasis or even retrogression. Fewer Kyrgyzstanis had PCs and mobile phones at the start of 2011 than a year previously, likely because of the economy. A decline in radio set ownership, including both home and car radio sets, accelerated. There was no increase in access to satellite TV or Internet.