

P R O F I L E



Language of Broadcast: Macedonian
Content: 0.75 hrs. of original TV programming per week; Internet

Distribution: 15 affiliates (12 TV, 3 radio simulcast)
TV: The Service's 8-minute pre-recorded *NewsFlash* show (Mon-Fri) airs on Alfa and Vesti 24 (nationwide stations), TV Tera and TV Orbis regional network (covering Central Macedonia), and local stations (covering towns) throughout Macedonia. An additional weekly, 2 to 3-minute interactive Q & A segment is aired as part of Alfa's prime time evening newscast.

Web: Content updated daily, with text, video and audio. Facebook, YouTube, and Twitter accounts. The website focuses on Service-originated content and interactivity. A VOA Macedonian link to its *U.S. News in One Minute* program and the top headlines on its website is advertised at no cost on "Time.mk" Internet portal and Internet sites of "Dnevnik" daily and "24 Vesti" TV.

Staff: 2
Budget: \$463,000

Established: 1999 to present; TV service established in 2004



Language of Broadcast: Albanian to Kosovo, Bosnian, Macedonian, Montenegrin, and Serbian

Content: Albanian to Kosovo: 10.5 hours original radio; 5 hours TV; Macedonian: 7 hours original radio; 10 minutes TV; Serbian: 7 hours original radio Montenegrin: 3.5 hours original radio; Balkans Regional program: 12 hours original radio

Distribution: 193 affiliates (150 FM, 43 TV) RFE/RL's delivery includes affiliates in Bosnia and Herzegovina (49 FM, 29 TV), Kosovo (37 FM), Macedonia (6 FM, 13 TV), Montenegro (12 FM), and Serbia (47 FM, 1 TV), in addition to HotBird and Internet with streaming audio.

Web: All of the Balkan Services are active on Facebook and Twitter, have mobile sites, and have branded YouTube pages in process.

Staff: 12†
Budget: \$4,525,000†

Established: 1994 to present

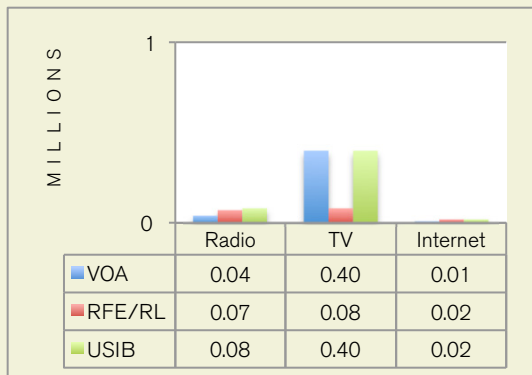


† Numbers reflect RFE/RL Balkans service totals which include Albanian, Bosnian, Macedonian, Montenegrin and Serbian.

Macedonian

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

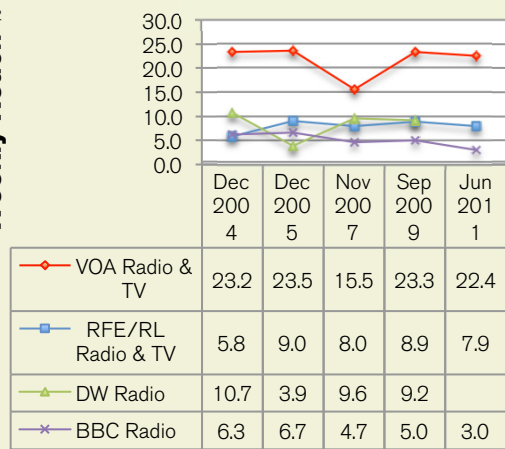
Audience Size



Weekly Reach by Media (%)

	VOA	RFE/RL	USIB
Radio	2.3	4.1	4.7
TV	21.3	4.6	22.4
Internet	0.7	0.9	1.3
Total	22.2	7.9	23.7

Weekly Reach %



Awareness (%)

	VOA	RFE/RL
	74	57

Credibility

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

	VOA	RFE/RL
Radio	97	96*
TV	95	96*

Understanding

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

	VOA TV*	RFE/RL
Current Events	74	94
U.S. Culture (VOA)/Current Events in Macedonia	95	92
U.S. Policies	75	na

Quality

Combined Scores from audience panel

	VOA	RFE/RL
Radio	3.4	3.3
TV	3.5	na

*Credibility and understanding ratings are for RFE/RL on any platform.
 **Understanding ratings for VOA TV are 76% for Current Events, 94% for U.S. Culture and 92% for U.S. Policies.

Data are from a June 2011 nationwide survey of adults (15+) in Macedonia.

Macedonian Broadcasting

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

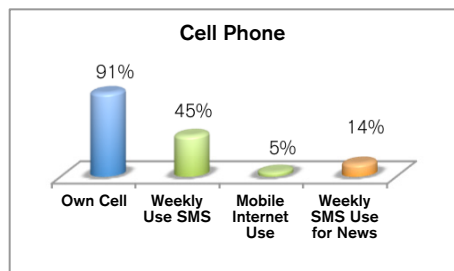
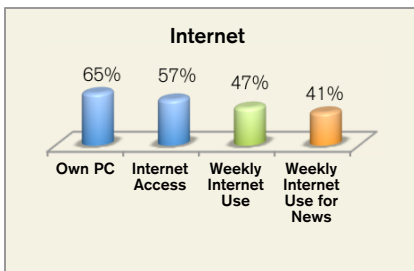
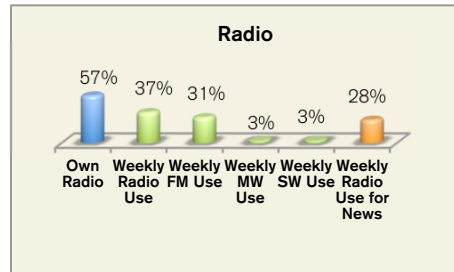
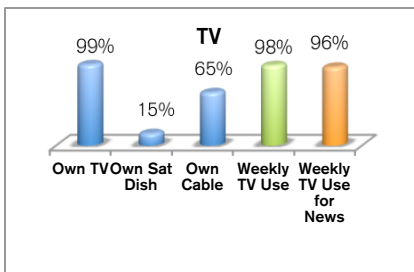
Total Population of Macedonia: 2.1 million

	Sam.	VOA Weekly Aud.	RFE/RL Weekly Aud.
Sex	%	%	%
Male	50	57	64
Female	50	43	36
Age			
15-24	19	13	12
25-34	19	20	22
35-44	18	18	27
45-54	17	18	17
55-64	14	18	14
65+	14	13	9

	Sam.	VOA Weekly Aud.	RFE/RL Weekly Aud.
Education	%	%	%
None	1	0	0
Primary	35	20	18
Secondary	51	62	61
Higher	13	18	21
Ethnicity/Nationality			
Macedonian	65	79	74
Albanian	24	12	18
Other	10	9	8

	Sam.	VOA Weekly Aud.	RFE/RL Weekly Aud.
Residence	%	%	%
Urban	43	34	63
Rural	57	66	37
Language			
Macedonian	71	85	94
Ser./Bos./Croat.	1	1	1
Albanian	24	12	4
Other	4	4	1

M E D I A U S E



Top Ten Media Outlets

1. A1 TV
2. Sitel TV
3. Kanal 5
4. Telma
5. Macedonian TV 1
6. TV Alfa
7. A2 TV
8. Alsat TV
9. VOA TV
10. Macedonian TV 2

Top Ten Sources of News

1. A1 TV
2. Alsat TV
3. Sitel TV
4. Macedonian TV 1
5. Kanal 5
6. Google
7. Facebook
8. Vest
9. TV Alfa
10. Dnevnik

Web Analytics

VOA Weekly Visitors	1,200
Weekly Visits	1,600
RFE/RL Weekly Visitors	5,100
Weekly Visits	14,300

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- Shortly after its inauguration in July, the coalition government presented a five-point program for the next four years. The program is in essence a repeat of the priorities outlined by the previous coalition government (of 2008-11), also led by the Internal Macedonian Revolutionary Organisation-Democratic Party of Macedonian National Unity (VMRO-DPMNE). It calls for greater economic development, Euro-Atlantic integration, cementing the rule of law, combating corruption, improving inter-ethnic relations and continuing reforms in general.
- According to Prime Minister Nicola Gruevski, strategic foreign policy priorities remain NATO membership, overcoming the country's name dispute with Greece and starting negotiations on EU membership. The prime minister reiterated earlier pledges that any final solution on the name issue would need to be approved by the public via popular referendum. Although a referendum could delay resolution of the name issue for the foreseeable future, it would also shield the government from criticism over unpopular decisions. Another pillar of the government's foreign policy agenda is to deepen neighborly relations and enhance co-operation in south-eastern Europe, a goal that will also work towards Macedonian EU membership.

Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 31.67 (94/179)**
- As in the other Balkan countries, the media market is overcrowded, with more than 200 TV and radio stations vying for a population of just over 2 million. In addition, the government last year granted 17 new satellite TV licenses. Media sources have further diversified with the growth of the Internet, extension of the cable networks through IPTV and the first DVB-T operator licensed in 2009.
- Local analysts, however, are worried about a downward trend in professional standards. Political interference in the licensing procedure is also a source of concern.
- The public broadcaster, Macedonian Radio-Television, is susceptible to influence by the government. Over the last few years the public broadcasting service has been losing audience in the face of stiff competition from private networks whose entertainment programs and reality shows are drawing an ever larger audience.
- Self-censorship is quite common, fed by continuing intimidation of journalists, government preferences for certain "friendly" media and the fact that Macedonia's legislation still treats defamation as a criminal offence. In general, media are perceived as biased politically and subject to pressures from the government and business interests.
- The press and, to a lesser degree, radio and television are divided along ethnic lines, with Macedonians following Macedonian-language content and Albanians opting for Albanian sources, including Albania- and Kosovo-based outlets.