

P R O F I L E



Language of Broadcast: Mandarin

Content: 63.3 hrs. of original radio programming per week, 273 hours of repeat radio per week on two satellite channels; 7.25 hrs. of original and 1.25 hrs. of repeat TV programming per week; Internet
Distribution: 12 affiliates (4 TV, 9 radio), TV via AsiaSat3, 6-8 IBB SW frequencies.

TV: Branded TV programming on CTV and BCC, Asia Travel TV in Taiwan, and Hong Kong based SunTV. 11 stations inside China take unbranded VOA Mandarin Service's programs for rebroadcast.

Radio: 50 stations inside China take unbranded Mandarin programs for rebroadcast. 9 radio affiliates outside China.

Publishing: VOA branded books published on Language Learning and Legal Issues.

New Media: 4 websites, 2 with language learning and cultural content only, all feature video and audio streaming. 2 mobile websites, 4 mobile apps. Email newsletter sent to over 8 million Chinese. Placement of avg. 175 articles on Chinese news sites per month. Facebook, Twitter, YouTube, other microblog accounts. One mobile phone manufacturer inside China embeds VOA's app on millions of its phones for downloads of VOA Mandarin's English learning programs. 2 additional media companies and one website also take branded English teaching programs.

Staff: 69 **Budget:** \$10,945,000

Established: 1941 to present



Language of Broadcast: Mandarin

Content: 42 hrs. of original and 42 hrs. of repeat radio programming per week; Internet

Distribution: 6-11 IBB SW frequencies; Satellite rebroadcasting

Radio: 6 hours of original programs and 6 hours of repeat daily.

Video: 8 webcasts per week featuring photos and footage from inside China.

New Media: Facebook, Twitter and YouTube; 2 Chinese domestic blogs and 10 domestic sites; more than 2 million newsletters daily; website dropbox for citizen journalist content.

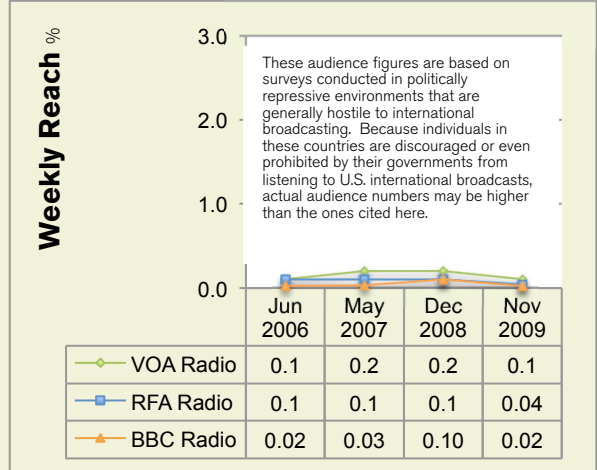
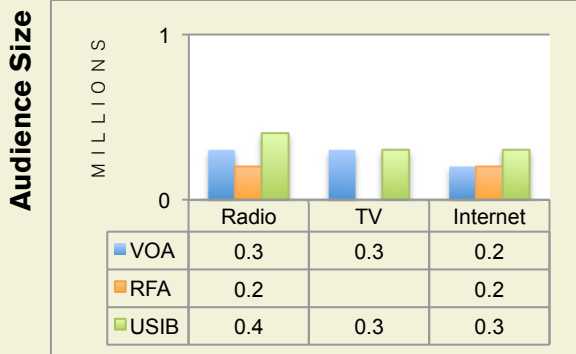
Staff: 37

Budget: \$4,881,000

Established: 1996 to present



P E R F O R M A N C E D A T A (Using Data from China, November 2009)



Weekly Reach by Media (%)			
	VOA	RFA	USIB
Radio	<0.1	<0.1	<0.1
TV	<0.1	na	na
Internet	<0.1	<0.1	<0.1
Total	0.1	<0.1	0.1

Awareness (%)	
VOA	RFA
12	3

Mandarin

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 China (RFA)	na	na
U.S. Policies	na	na

Quality	Combined Scores from audience panel	
	VOA	RFA
Radio	3.2	3.3
TV	3.2	na

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

Data are from a November 2009 survey of adults (15+) in China.

Mandarin Broadcasting

Total Population of China: 1,345.9 million

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

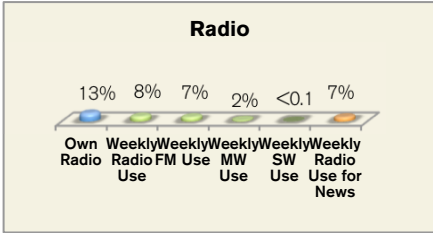
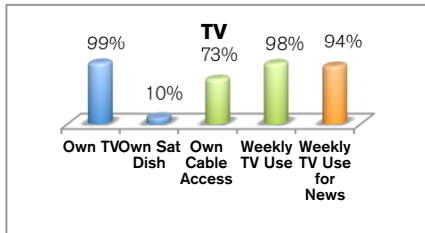
	Sam.	VOA Weekly Aud.*	RFA Weekly Aud.*
Sex	%	%	%
Male	50	na	na
Female	50	na	na
Age			
15-24	17	na	na
25-34	21	na	na
35-44	25	na	na
45-54	22	na	na
55-64	12	na	na
65+	16	na	na

	Sam.	VOA Weekly Aud.*	RFA Weekly Aud.*
Education	%	%	%
Prim. or less	22	na	na
Jr. School	40	na	na
High School	26	na	na
Vocational	8	na	na
Coll./Univ.	3	na	na
Ethnicity/Nationality			
Han	99	na	na
Other	1	na	na

	Sam.	VOA Weekly Aud.*	RFA Weekly Aud.*
Residence	%	%	%
Urban	45	na	na
Rural	55	na	na
Language			
Mandarin	85	na	na
Cantonese	14	na	na
Other	1	na	na

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

M E D I A U S E

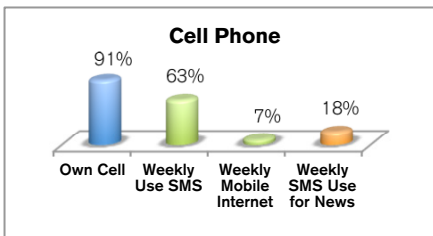
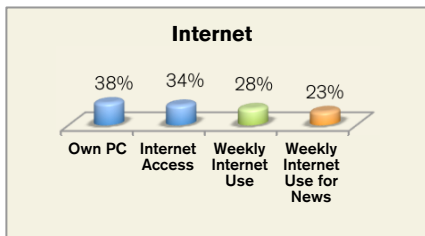


Top Ten Media Outlets

1. CCTV1
2. CCTV News
3. CCTV2
4. CCTV4
5. Phoenix TV (Chinese)
6. Provincial Radio
7. Sina.com
8. Phoenix TV (Info)
9. Local Radio
10. Sohu.com

Top Ten Sources of News

1. CCTV1
2. Provincial TV
3. Local TV
4. CCTV News
5. CCTV2
6. Local Press
7. CCTV4
8. CCTV12
9. CCTV5
10. Baidu.com



Web Analytics

VOA
Wkly. Visitors 83,800
Wkly. Visits 192,000
RFA
Wkly. Visitors 48,800
Wkly. Visits 84,200

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK**
- While China has continued to grow during the global economic slowdown, the recent purge of a popular Politburo member Bo Xilai and blind activist Chen Guangcheng's sheltering at the U.S. Embassy in Beijing have exposed serious cracks in the regime as it begins a delicate transition of power. Corruption charges against Bo expose the kind of abuses of power that extend to other top leaders.
- The State Department's annual human rights report includes reports of extrajudicial killings, executions without due process, forced confessions and torture. Still, dissatisfaction with severe restrictions on political participation and legal rights has not been reflected in public opinion surveys, where Chinese say they are satisfied with the direction of Chinese society.
- 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. Grievances about land, housing, entitlements, the environment, or corruption also have led to protests and petitions. Lawyers representing aggrieved parties or cases deemed sensitive have faced harassment, disbarment and detention.
- Extreme tensions have arisen between the CCP and Chinese ethnic minorities in recent years, most visible in the form of harsh government crackdowns in response to unrest in Tibet and Xinjiang.
- Although China has become more "open" in some ways, social and media research remains an area where extreme caution is needed. International projects only occur with permission from the government after the research design has been inspected. The Chinese government has tried to tighten control of media, including microblogs and instant messaging, and foreign investment in the media industry.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 136.00 (174/179)**
- U.S. International broadcasters are among the most tightly censored media outlets in China. VOA and RFA radio broadcasts are intensively jammed and both broadcasters' websites are blocked in China. Such restrictions present serious obstacles to those in China attempting to access VOA and RFA content.
- CCTV remains the top source of news for most Chinese. Satellite dish ownership was measured at 10 percent in 2009 with 90 percent of satellite owners living in rural areas.
- China's media environment is evolving at an extremely rapid pace. Internet World Statistics suggests more than half a billion Chinese, 38 percent of its massive population, are using the Web. New technologies are quickly spreading beyond cities to rural areas, where 3G mobile phones are fueling Web growth.
- Blogs, podcasts, social networking sites and micro-blogs are becoming a normal part of many Chinese Internet users' online routines. However, China also leads the world in imprisoning bloggers and other cyber dissidents, so a certain level of self-censorship and indirect communication is common when discussing sensitive topics.
- The proliferation of new equipment and platforms to access and share information has created extraordinary channels for copying and spreading information and for coordinating citizen activities, including popular protests. Viral videos, sensitive blogs and cell phone activism represent a challenge to Beijing, which has redoubled resources devoted to controlling new media. In addition to web monitoring and blocking, new regulations require cell phone owners to use official identification to purchase SIM cards.
- In spite of an aggressive campaign to control online discussion, China's domestic Internet sites including QQ, Baidu and Sina are key sources of news and provide forums for the discussion of current events.