

P R O F I L E



Language of Broadcast: Romanian, Russian

Content: 10.5 hrs. of original radio programming per week; Internet

Distribution: 4 affiliates (FM, MW & UKW)

RFE/RL's delivery includes 4 national FM affiliates and 6 regional affiliates including 2 FM stations covering Transnistrian region, HotBird and Internet with streaming audio (Romanian site with Russian page). RFE/RL's Chisinau bureau chief frequently participates on Moldova's most popular TV show, providing the service a regular TV presence.

New Media: The Moldovan Service has a popular bi-lingual Facebook page; a Pangea website which features high levels of interactivity, blogging, and audience comments in both Moldovan and Russian languages - a unifying aspect which makes it unique within the country; and a mobile site.

Staff: 4

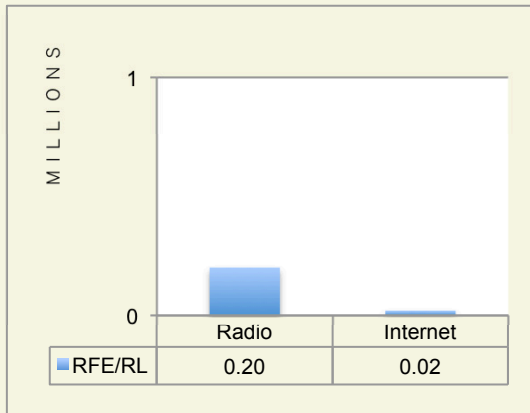
Budget: \$1,029,000

Established: 1950 to present



P E R F O R M A N C E D A T A (Using Data from Moldova, October 2010)

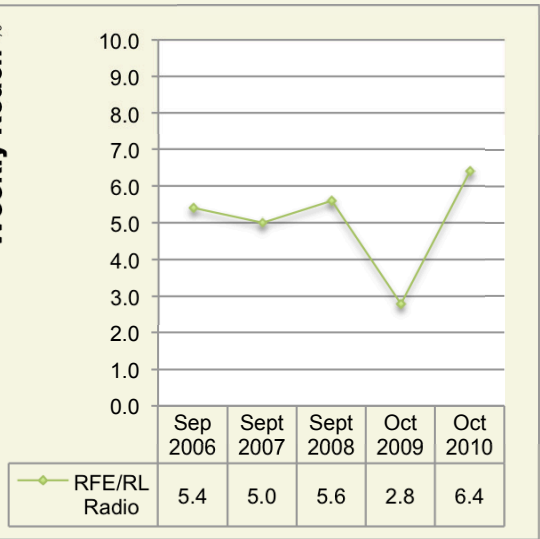
Audience Size



Weekly Reach by Media (%)

	RFE/RL
Radio	6.2
TV	na
Internet	0.6
Total	6.4

Weekly Reach %



Awareness (%)

	RFE/RL
Awareness	52

Moldovan

Credibility

	RFE/RL
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
Radio	88
TV	na

Understanding

	RFE/RL
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
Current Events	99
Current Events in Moldova	99

Quality

	RFE/RL
Combined Scores from audience panel	
Radio	3.5
TV	na

*A November 2010 survey of adults in the breakaway region of Transnistria indicated a weekly reach of 0.3% for RFE/RL in Romanian/Moldovan.

Data are from a October 2010 survey of adults (15+) in Moldova

Romanian & Russian to Moldova Broadcasting

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

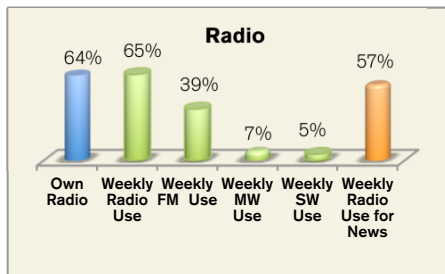
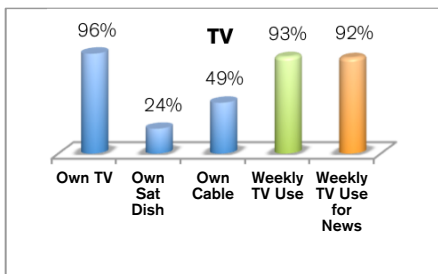
Total Population of Moldova: 4.1 million

	Sample	RFE/RL Weekly Audience
Sex	%	%
Male	45	62
Female	55	38
Age		
15-24	20	11
25-34	19	16
35-44	15	19
45-54	16	20
55-64	17	16
65+	14	18

	Sample	RFE/RL Weekly Audience
Education	%	%
None/Primary	21	16
Secondary	23	14
Vocational	22	18
Higher	34	52
Ethnicity/Nationality		
Moldovan	80	87
Russian	6	4
Ukrainian	6	2

	Sample	RFE/RL Weekly Audience
Residence	%	%
Urban	43	40
Rural	57	60
Language		
Moldovan/Romanian	78	89
Russian	18	9
Other	4	3

M E D I A U S E

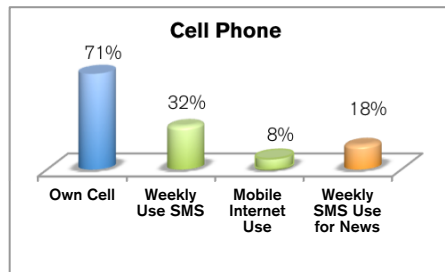
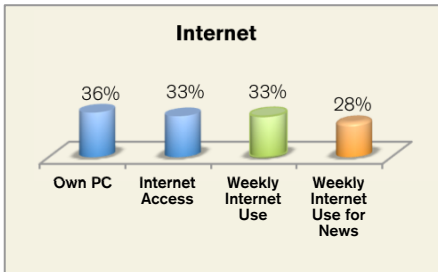


Top Ten Media Outlets

1. Prime TV (ORT)
2. Moldova 1
3. NIT
4. Pro TV
5. NTV (TV 7)
6. Rossia (RTR)
7. Google
8. Radio Moldova
9. 2 Plus
10. Romania 1

Top Ten Sources of News

1. Moldova 1
2. Prime TV (ORT)
3. PRO TV
4. NIT
5. Google
6. Radio Moldova
7. Rossia (RTR)
8. NTV (TV7)
9. Radio Noroc
10. România 1



Web Analytics

Weekly Visitors	5,500
Weekly Visits	12,200

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- Moldova's politics continue to be dominated by the ramifications of the breakaway region of Transnistria, which has impeded Moldova's economic growth and political goal of closer integration with the European Union. The Transnistria issue also colors Moldova's foreign relations, given Moldova's continued economic dependence on Russia, and Russia's continued support for the Russian-speaking separatist regime.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 16 (53/179)**
- The 2010 IREX Media Sustainability Index ranks Moldova as an "unsustainable mixed media system" due in part to the "media sector's inability to meet the information needs of citizens." IREX panelists point to a particular decline in professionalism, where media outlets continue to fail to include multiple viewpoints in their reporting on controversial issues. The 2010 Freedom House Press Freedom assessment still considers Moldova as "not free," but the country moved up several dozen places in the world ranking, due to reduced censorship and restrictions on news coverage.
- The OSCE expressed concerns over the draft law on Freedom of Expression in the spring of 2010, stating the draft lacks some safeguards for ensuring journalists pursue their reporting without obstacles.
- Investigative journalism continues to carry risks. After reporting on corruption in the National Railway Company, newspaper journalists were threatened by phone and email.