

P R O F I L E



**Language of Broadcast:** Persian

**Content:** 6 hrs. of original TV programming daily, 6p-12m in Iran. Repeats and acquired programming fill the remainder of a 24/7 program stream. VOA Persian also produces one hour of daily original radio and maintains a robust web and social media presence.

**Distribution: TV:** VOA Persian television (PNN) is available via direct-to-home satellite transmission. Five satellites carry the PNN program stream. Though illegal, many Iranians have dishes since more than a quarter of survey respondents report having a dish at home, penetration of satellite technology is at least that high. VOA Persian radio broadcasts daily on 3 IBB SW frequencies: BBG-owned facilities in Germany and Thailand and a leased BBG facility in Germany. In addition to TV and radio, PNN maintains a 24/7 news website, 6 blogs, at least 10 Facebook fan pages and a Twitter account. It also posts extensively on YouTube. It has mobile apps for Android and iPhones.

**Staff:** 80 **Budget:** \$17,824,000

**Established:** 1942 to 1945; 1949 to 1960; 1964 to 1966 (radio feed service); 1979 to present; TV service established in 1996



**Language of Broadcast:** Persian

**Content:** RFE/RL's Radio Farda News and Info airs 66.5 hrs. of original and 5.5 hrs. of repeat radio programming per week; Radio Farda Music – 96 hrs. of original radio programming per week; Internet

**Distribution:** Delivery includes 24-hour cross-border MW from the Persian Gulf, multiple SW frequencies covering the whole country, and four satellite platforms including Hotbird. In addition to an extensive website with 16 hours a day of fresh news updates with proxies and streaming audio, Farda is also active on social media with its Facebook pages boasting more than 240,000 fans. Farda's mobile apps are the most recent addition to its web based content delivery strategy.

**Staff:** 57

**Budget:** \$6,982,000

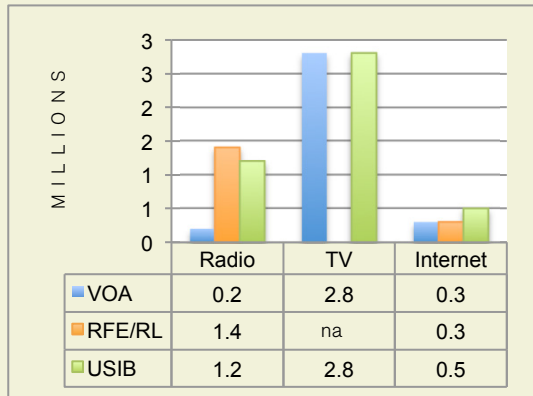
**Established:** 2002 to present



P E R F O R M A N C E D A T A

(Using Data from Iran, February 2011)

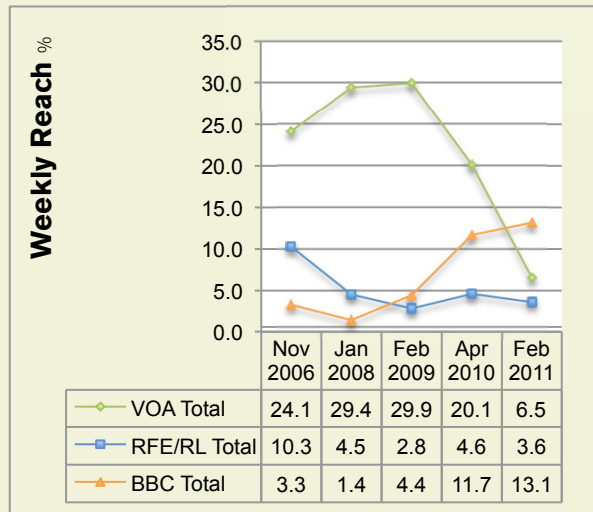
**Audience Size**



**Weekly Reach by Media (%)**

	VOA	RFE/RL	USIB
Radio	0.5	3.1	2.7
TV	6.1	na	6.1
Internet	0.6	0.7	1.1
<b>Total</b>	<b>6.5</b>	<b>3.6</b>	<b>8.5</b>

**Weekly Reach %**



**Awareness (%)**

	VOA	RFE/RL
	28	39

**Credibility**

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

	VOA	RFE/RL
Radio	na*	83
TV	75	na

**Understanding**

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

	VOA TV	RFE/RL
Current Events	81	na
U.S. Culture (VOA) or Current Events in Iran (RFE/RL)	68	na
U.S. Policies	65	na

**Quality**

Combined Scores from audience panel

	VOA	RFE/RL
Radio	3.2	3.1
TV	2.9	na

Persian

\*Sample of VOA weekly radio listeners is too small for meaningful analysis.

Data are from a February 2011 survey of adults (15+) in Iran. The survey is representative of telephone households only (estimated at 90%).

# Persian Broadcasting

Total Population of Iran: 77.9 million

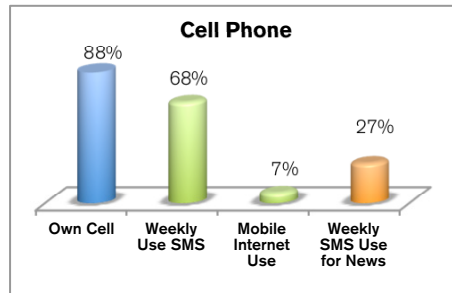
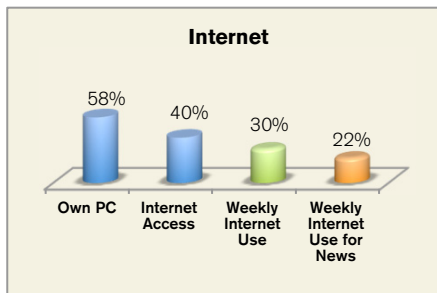
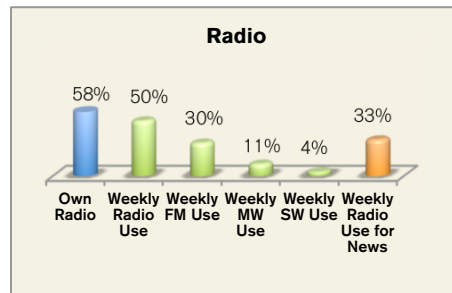
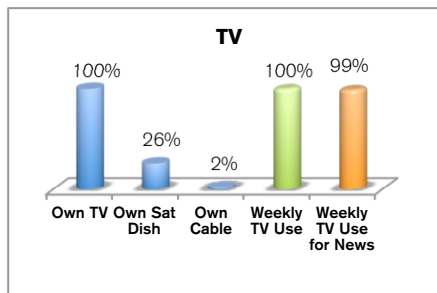
## A U D I E N C E C O M P O S I T I O N

	Sample	VOA TV Weekly Aud.	RFE/RL Weekly Aud.
<b>Sex</b>	%	%	%
Male	50	65	66
Female	50	35	34
<b>Age</b>			
15-24	33	38	36
25-34	24	21	24
35-44	17	18	17
45-54	12	15	17
55-64	8	8	5
65+	5	1	0

	Sample	VOA TV Weekly Aud.	RFE/RL Weekly Aud.
<b>Education</b>	%	%	%
Illiterate/No Formal	4	2	2
Elem./Inter.	20	6	8
Secondary	42	43	46
Coll./Univ.	32	50	44
<b>Ethnicity/Nationality</b>			
Persian	50	57	62
Azeri	21	17	13
Kurd	8	9	5
Other	21	17	20

	Sample	VOA TV Weekly Aud.	RFE/RL Weekly Aud.
<b>Residence</b>	%	%	%
Urban	68	76	70
Rural	32	24	30
<b>Language</b>			
na			

## M E D I A U S E



### Top Ten Media Outlets

1. IRIB Channel 1
2. IRIB Channel 2
3. Iran News Network
4. Google.com
5. Yahoo.com
6. BBC TV
7. Farsi 1
8. VOA PNN TV
9. Jaam-e-Jam International
10. Sahar TV

### Web Analytics

<b>VOA Weekly Visitors</b>	171,800
<b>Weekly Visits</b>	565,000
<b>RFE/RL Weekly Visitors</b>	182,900
<b>Weekly Visits</b>	1,026,200

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- In July, Iran's supreme leader Ayatollah Ali Khamenei established a five-year Committee for Resolving Conflicts and Regulating Relations among Government Branches, apparently in an effort to overcome both his and parliament's long-running conflict with the president, Mahmoud Ahmadinejad.
- A parliamentary election is due in 2012, and the next presidential election is scheduled for 2013. Although experts expect the authorities to ensure a relatively incident-free parliamentary poll, there is potential for the presidential election to become a free-for-all.

### Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 136.00 (175/179)**
- Iran has been blocking news channels broadcast into the country from a French satellite following widespread anti-government protests there. The European Union has put pressure on Iran to stop jamming satellite broadcasts from international broadcasters. There is a possibility the EU will impose trade sanctions to stop the mobile network company Nokia Siemens from trading in Iran. The moves would be separate from any sanctions being considered by the US and their allies over Iran's nuclear ambitions.
- An increase in the availability of Persian language entertainment programming from external providers like Farse 1, Manoto TV, BBC, and others, may be diminishing the time and attention that Iranians are willing to devote to news products on TV. For example, VOA PNN TV's *Parazit*, a satirical news program, is among the most popular of the broadcaster's programs after less than a year on air. Farsi 1 is also among the most popular international TV broadcasters. Moby Media Group, the broadcaster of popular Afghan TV channels Tolo TV and Lemar TV, produces this channel; it is entertainment-focused and competes for Iranian audiences. Additionally, weekly use of radio for news and information has declined, but use of radio overall has increased, suggesting Iranians prefer to listen to the radio for entertainment rather than news.