

PROFILE



Voice of America



Language of Broadcast: Serbian

Content: 3.85 hrs. of original TV programming per week; 1.25 hours of audio podcast programming per week; Internet

Distribution: 52 affiliates

TV: The Service broadcasts 30-minute TV shows *Open Studio* (Mon-Fri) and *Weekend Studio* (Sat-Sun). The shows are rebroadcast by over 50 TV affiliates in Serbia (30), Montenegro (9), Kosovo (8), Republic Srpska (Bosnia-Herzegovina) (6), and Macedonia (1). There is also a weekly interactive program with public service TV Montenegro and two weekly TV interactive programs with major Serbian independent TV station, B92.

Podcast: 1.25 hours of audio podcast programming per week. Around 20 radio stations in Serbia and Kosovo simulcast the TV shows or use audio podcast.

Web: Multimedia content on web and mobile sites is updated daily. The Service website focuses on service-originated content and interactivity. The website features and *American Minute* digital-only product (M-F). The Service offers videos on YouTube and engages audience via Facebook and Twitter.

Staff: 10

Budget: \$1,498,000

Established: 1943 to present; TV service established in 1996



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

Content: Albanian to Kosovo: 10.5 hours original radio; Bosnian: 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; South Slavic 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 (5 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+

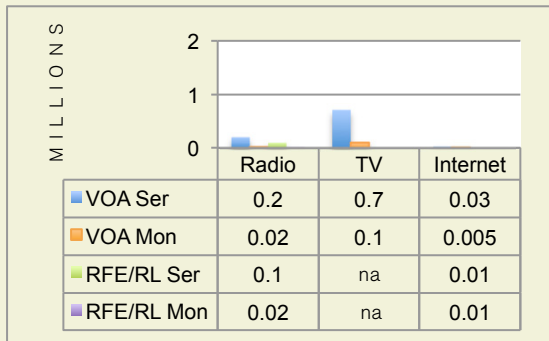
Established: 1994 to present

† Numbers reflect RFE/RL Balkan Service totals. Please see separate Montenegrin page for further information on that market.

Serbian/Montenegrin

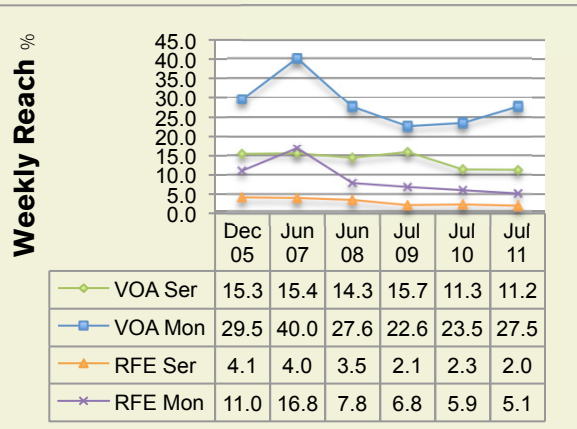
PERFORMANCE DATA (Using data from Serbia & Montenegro, July 2010 & 2011)

Audience Size



Weekly Reach by Media (%)

| | VOA Serbia | VOA Montenegro | RFE/RL Serbia | RFE/RL Montenegro |
|----------|------------|----------------|---------------|-------------------|
| Radio | 2.5 | 4.7 | 2.0 | 3.8 |
| TV | 10.4 | 26.6 | na | na |
| Internet | 0.4 | 1.0 | 0.2 | 1.5 |
| Total | 11.2 | 27.5 | 2.0 | 5.1 |



Awareness (%)

| | VOA Serbia | VOA Montenegro | RFE/RL Serbia | RFE/RL Montenegro |
|--|------------|----------------|---------------|-------------------|
| | 68 | 66 | 65 | 65 |

Credibility

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

| | VOA | | RFE/RL | |
|-------|-----|-----|--------|-----|
| | Ser | Mon | Ser | Mon |
| Radio | 81 | 98 | 95* | 96* |
| TV | 92 | 96 | na | na |

Understanding

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

| | VOA TV* | | RFE/RL | |
|------------------------------------|---------|-----|--------|-----|
| | Ser | Mon | Ser | Mon |
| Cur. Events | 80 | 95 | 92 | 96 |
| U.S. Society (VOA) | 57 | 75 | na | na |
| Current Events in Ser/Mon (RFE/RL) | 76 | 87 | 89 | 92 |
| U.S. Pol. | 58 | 74 | na | na |

Quality

Combined Scores from audience panel

| | VOA Serbia | RFE/RL Serbia |
|-------|------------|---------------|
| Radio | 3.7 | 3.4 |
| TV | 3.5 | na |

*Credibility and understanding ratings are for RFE/RL on radio or Internet.

**In Serbia, understanding ratings for VOA Radio are: 92% for Current Events; 60% for U.S. Culture; and 60% for U.S. Policies. In Montenegro, understanding ratings for VOA TV are: 98% for Current Events; 77% for U.S. Society; 92% for Current Events in Montenegro; and 71% for U.S. Policies.

Data are from July 2010 & 2011 surveys of adults (15+) in Serbia and Montenegro.

Serbian/Montenegrin Broadcasting

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

Total Population of: Serbia 7.3 M and Montenegro 0.6 M

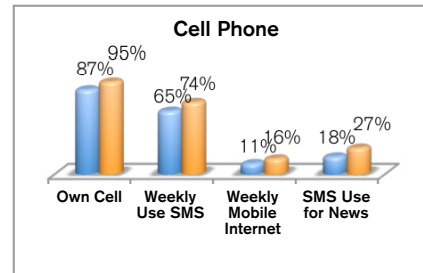
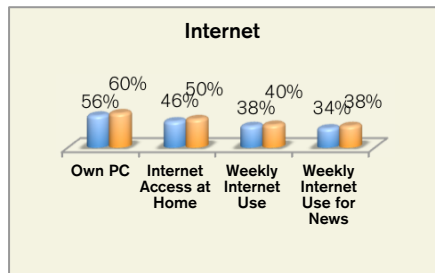
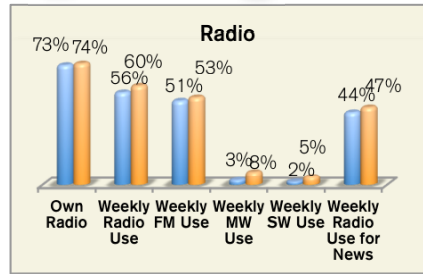
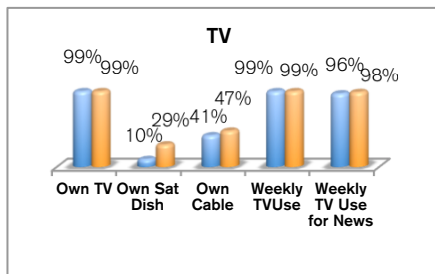
| | Serbia Sam. | VOA Serbian Wkly. Aud. | RFE/RL Serbian Wkly. Aud. |
|---------------|-------------|------------------------|---------------------------|
| Sex | % | % | % |
| Male | 48 | 56 | 43 |
| Female | 52 | 44 | 57 |
| Age | | | |
| 15-24 | 14 | 4 | 0 |
| 25-34 | 17 | 14 | 10 |
| 35-44 | 15 | 16 | 22 |
| 45-54 | 17 | 27 | 27 |
| 55-64 | 17 | 22 | 27 |
| 65+ | 20 | 17 | 15 |

| | Serbia Sam. | VOA Serbian Wkly. Aud. | RFE/RL Serbian Wkly. Aud. |
|------------------------------|-------------|------------------------|---------------------------|
| Education | % | % | % |
| Elementary | 32 | 22 | 24 |
| Secondary | 51 | 53 | 44 |
| Higher | 18 | 25 | 32 |
| Ethnicity/Nationality | | | |
| Serbian | 86 | 84 | 85 |
| Montenegrin | 1 | 2 | 2 |
| Other | 13 | 14 | 12 |

| | Serbia Sam. | VOA Serbian Wkly. Aud. | RFE/RL Serbian Wkly. Aud. |
|--------------------------------|-------------|------------------------|---------------------------|
| Residence | % | % | % |
| Urban | 57 | 71 | 76 |
| Rural | 43 | 29 | 24 |
| Language Spoken At Home | | | |
| Ser/Mon/Cro/Bos | 94 | 96 | 93 |
| Other | 6 | 4 | 7 |

M E D I A U S E

■ Serbia ■ Montenegro



Serbia Top Ten Sources of News

1. RTS 1,2
2. B92 TV
3. Pink
4. Prva Srpska TV (previously Fox)
5. Blic
6. Google
7. Vecernje Novosti
8. Avala
9. Kurir
10. Radios

Monte. Top Ten Sources of News

1. TV Vijesti
2. TV Crne Gore
3. TV In
4. Vijesti (newspaper)
5. Dan
6. Pink Montenegro TV
7. TV Atlas
8. Pobjeda (newspaper)
9. Radio Crne Gore
10. Vecernje novosti

Web Analytics

| | |
|-------------------------------|---------|
| VOA Weekly Visitors | 7,600 |
| Weekly Visits | 11,400 |
| RFE/RL Weekly Visitors | 19,200+ |
| Weekly Visits | 52,500+ |

† Numbers reflect RFE/RL Balkan Service totals. Please see separate Montenegrin page for further information on that market.

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): Serbia-FREE; Montenegro-FREE**
- **Economist Intelligence Unit Instability (2010): Serbia-HIGH RISK; Montenegro-HIGH RISK**
- Violence broke out at police outposts on the Serbia-Kosovo border on July 25th after special units of the Kosovo police force sought to seize control of security posts at the border crossings of Jarinje and Brnjak. The border had previously been patrolled by officers of the 3,000-strong EU rule of law mission (EULEX) in Kosovo and ethnic Serb officers of the Kosovo police.
- Public dissatisfaction with Serbian government austerity policies is expected to grow, given the weak economic recovery, and further cracks may appear in the coalition government (Mladjan Dinkic, a deputy prime minister, resigned in February).
- In May 2012, Nationalist Tomislav Nikolic won a run-off election against incumbent Boris Tadic. Nikolic's commitment to EU orientation remains to be seen.

Media Environment

- **Freedom House Press Freedom Index (2011): Serbia-PARTLY FREE; Montenegro-PARTLY FREE**
- **Reporters Without Borders Index (2011): Serbia- 29.00 (80/179); Montenegro-39.00 (107/179)**
- Television is, by far, the main source of news and information in Serbia. The flagship public network, RTS1, is among a handful of outlets that dominate the market.
- According to Reporters Without Borders (RSF) in 2010, "death threats, physical or verbal assaults, harassment and corruption are unfortunately still the daily lot of the press." Journalists have been the victims of reprisals for investigating the criminal underworld, RSF said.