

P R O F I L E



Voice of America



**Language of Broadcast:** Spanish

**Content:** 17 hours of original programming per week on radio and television; Internet

**Distribution:** 225 affiliates (150 radio and 75 TV)

**Radio:** VOA produces news and informational programming each week on radio and television in addition to daily live interactives with leading affiliates in the region.

**Distribution (cont.):**

**TV:** VOA's Spanish programs are regularly featured on such large TV stations as Andina de Television in Peru and El Tiempo in Colombia.

**New Media:** The Service also has a robust web presence with voanoticias.com, a dedicated mobile web page and is active on social media sites such as Facebook, Twitter and YouTube.

**Staff:** 15

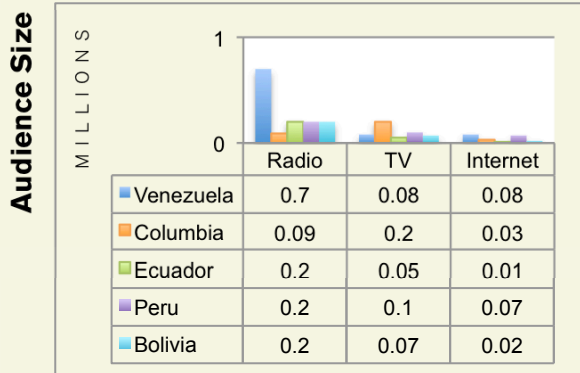
**Budget:** \$2,835,000

**Established:** 1941 to 1945; 1946 to 1948; 1953 to 1956 (VOA contracted private radio stations to produce and transmit programs for Latin America); 1960 to present



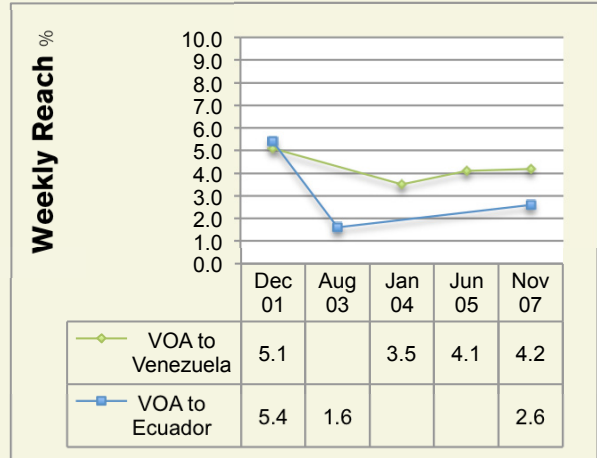
Spanish to Latin America

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



**Weekly Reach (%) by Media**

	Ven.	Col.	Ecu.	Peru	Bol.
Radio	3.5	1.1	2.1	1.8	5.6
TV	0.4	2.3	0.5	1.0	1.7
Internet	0.4	0.4	0.1	0.5	.5
Total	4.2	3.2	2.6	2.2	6.8



**Awareness (%)**

Venezuela	Colombia	Ecuador	Peru	Bolivia
na	na	na	na	na

\*Data for Credibility and Understanding ratings are not available for these countries.

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

	Venezuela Wkly. Aud.	Colombia Wkly. Aud.	Ecuador Wkly. Aud.	Peru Wkly. Aud.	Bolivia Wkly. Aud.
<b>Sex</b>	%	%	%	%	%
Male	na	41	78	48	66
Female	na	59	22	52	34
<b>Age</b>	%	%	%	%	%
15-24	na	20	20	23	na
25-34	na	19	26	23	na
35-44	na	19	17	23	na
45-54	na	19	17	14	na
55-64	na	24	17	13	na
65+	na	na	2	4	na
<b>Education</b>	%	%	%	%	%
Illiterate/ No Formal	na	na	0	4	1
Elem./Inter.	na	na	11	29	11
Secondary	na	na	52	62	49
Coll./Univ.	na	na	37	5	39

Total Population of Venezuela 29.3 million  
Colombia 46.9million  
Ecuador 14.7 million  
Peru 29.4 million  
and Bolivia 10.1million

Data are from surveys of adults (15+) in urban Bolivia (August, 2008); urban Colombia (May, 2008); Ecuador (August, 2007); urban Peru (May, 2008) and Venezuela (November, 2007).

# Spanish to Latin America Broadcasting

## MEDIA USE

	Venezuela	Bolivia	Colombia	Ecuador	Peru
<b>TV</b>					
Own TV	96%	97%	99%	99%	97%
Own Satellite Dish	4%	5%	16%	2%	3%
Own Cable Access	29%	23%	71%	28%	40%
Weekly TV Use	97%	95%	99%	99%	95%
Weekly TV For News	93%	87%	89%	98%	88%
<b>Radio</b>					
Own Radio	na	92%	95%	94%	95%
Weekly Radio Use	82%	80%	87%	88%	88%
Weekly FM Use	83%	78%	84%	86%	92%
Weekly MW Use	59%	26%	40%	46%	24%
Weekly SW Use	2%	6%	5%	3%	3%
Weekly Radio For News	70%	55%	60%	79%	65%
<b>Internet</b>					
Own PC	18%	31%	56%	32%	26%
Own Internet Access	8%	10%	43%	10%	15%
Weekly Internet Use	19%	32%	53%	23%	41%
Weekly Internet For News	18%	13%	31%	13%	20%
<b>Mobile Phone</b>					
Own Mobile Phone	51%	76%	85%	73%	68%
Weekly Use SMS	44%	na	21%	na	47%
Ever Use Mobile Internet	na	na	7%	na	9%

### Web Analytics

Weekly Visitors	46,800
Weekly Visits	53,400

## CONTEXT



### Political Situation

- Venezuela, Ecuador, Bolivia, Nicaragua and Honduras remain highly polarized between oppositions and ruling parties pursuing deep changes in political and economic regimes. Use of state power to effect change and punish enemies has undermined the rule of law, led to violence, and reduced space for free debate on vital issues, garnering "Partly Free" ratings from Freedom House.
- Colombia and Mexico, while electoral democracies, see democratic rule and civil order undermined by narcotraffickers who use violence and bribery, as well as by governments' use of extra-legal surveillance and violence against opponents.

### Media Environment

- Television dominates media use and use for news, with broadcast channels reaching half or more of adults daily. Radio remains widely used on a weekly basis, but its audience reach at most hours remains far below that of TV, requiring more frequent airing of briefer content to build audience. Internet use is increasing, offering new opportunities for delivering content but requiring traditional media outlets to adapt to the ease of entry, user choice, and interactivity of online media.
- Cuba, Venezuela, Mexico and Honduras were rated "Not Free" in Freedom House's 2012 Press Freedom report, and other Spanish-speaking countries except Costa Rica and Uruguay were rated "Partly Free." Media freedom is constrained by violence, use of defamation laws, tax or other regulatory harassment, and smears in state media against journalists.
- VOA has actively pursued new affiliations with higher-reach/profile radio and TV partners, offering customized, shorter-format products as well as selected longer-format programs.
- There is a clear opening to placing well-produced reports, interactives and features in high-reach VOA partner news and informative programs. Better use of the IBB satellite feed (historically carried on many cable systems), targeted online/social media, and development of content and formats more appealing to those under 30 are opportunities for expanding audience.