

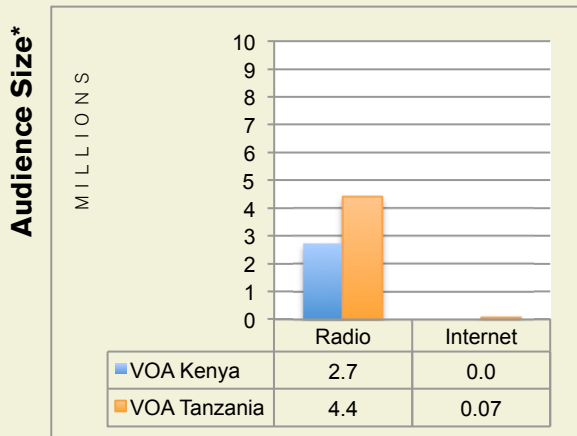
P R O F I L E



Language of Broadcast: Swahili
Content: 9.5 hrs. of original radio programming per week; Internet
Distribution: 26 affiliates (26 FM), 1 IBB FM (Kigali) and 2-3 SW frequencies
Radio: Two top-rated FM stations in VOA Swahili's target region carry its programming live: Citizen FM in Kenya and Radio Free Africa (RFA) in Tanzania.
New Media: The service distributes targeted audio and video programming through mobile devices. Swahili has a website and a mobile site, a Facebook page, SMS distribution, and an email newsletter.
Staff: 7 **Budget:** \$1,024,000 **Established:** 1962 to present

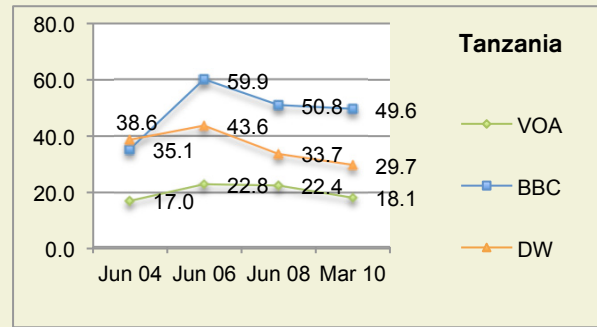
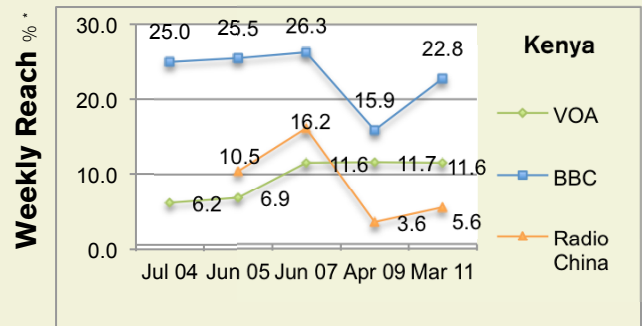


P E R F O R M A N C E D A T A (Using Data from Kenya, March 2011 & Tanzania, March 2010)



Weekly Reach (%) by Media		
	Kenya	Tanzania
Radio	11.6	18.1
TV	na	na
Internet	0	0.3
Total	11.6	18.2

Awareness (%)		
	Kenya	Tanzania
	52	47



Credibility

Percentage of surveyed weekly audience that found broadcasts credible (%)		
	Kenya	Tanzania
Radio	94	99
TV	na	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
	Kenya	Tanzania
Current Events	99	93
U.S. Culture	80	78
U.S. Policies	67	67

Quality

Combined Scores from audience panel	
	VOA
Radio	3.2
TV	na

Swahili

*A March 2011 survey of adults (15+) in urban areas of the Democratic Republic of Congo indicated a weekly reach of 3.1% (an estimated audience of 0.5 million people) for VOA Swahili.

Data are from an March 2011 survey of adults (18+) in Kenya and a March 2010 survey of adults (15+) in Tanzania.

Swahili Broadcasting

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

Total Population: Kenya 41.6 M & Tanzania 46.2 M

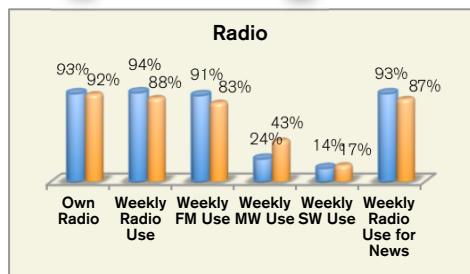
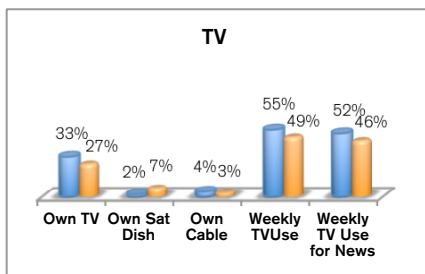
	Kenya Sam.	Kenya Wkly. Aud.	Tanz. Sam.	Tanz. Wkly. Aud.
Sex	%	%	%	%
Male	47	66	51	67
Female	54	34	49	34
Age				
15-24	28	19	31	28
25-34	34	33	32	32
35-44	19	25	18	16
45-54	11	11	11	15
55-64	5	7	5	7
65+	3	5	3	3

	Kenya Sam.	Kenya Wkly. Aud.	Tanz. Sam.	Tanz. Wkly. Aud.
Educ.	%	%	%	%
None	8	6	8	3
Primary	54	51	58	51
Sec.	29	34	26	32
Higher	9	9	7	13
Ethnicity/Nationality				
Kikuyu	20	15	na	na
Kuhya	13	13	na	na
Sukuma	na	na	19	12
Waha	na	na	8	13
Other	67	72	71	75

	Kenya Sam.	Kenya Wkly. Aud.	Tanz. Sam.	Tanz. Wkly. Aud.
Residence	%	%	%	%
Urban	32	26	26	26
Rural	68	74	74	74
Language Spoken at Home				
Swahili	36	47	80	85
Kisukuma	na	na	9	6
English	<1	<1	<1	1
Other	64	53	10	9

M E D I A U S E

Kenya Tanzania

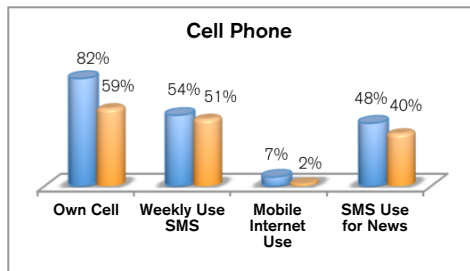
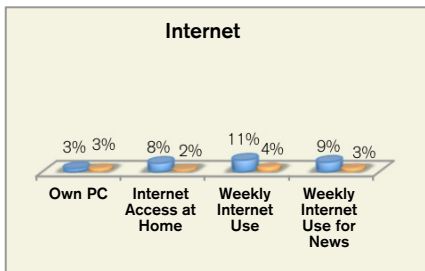


Top Ten Sources of News (Kenya)

1. Citizen FM
2. Citizen
3. KBC Kiswahili
4. KBC
5. KTN
6. NTV
7. Inooro
8. Daily Nation
9. Ramogi
10. Kameme

Top Ten Sources of News (Tanzania)

1. Radio Free Africa
2. TBC 1
3. TBC Taifa
4. ITV
5. Radio One
6. Star TV
7. TBC FM
8. Nipashe
9. Radio Kwizera
10. Mtanzani



Google Analytics

Weekly Visitors 1,300
Weekly Visits 3,200

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): Kenya-PARTLY FREE; Tanzania-PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): Kenya-VERY HIGH RISK; Tanzania-HIGH RISK**
- After the October 2010 general elections (marked by low voter turnout and accusations of vote rigging) that brought about a second 10 year term for President Jakaya Kikwete (of the dominant CCM party), Tanzania's government experienced growing pressure in 2011 to address economic hardships, corruption allegations and constitutional reforms.
- The October 2010 elections in mainly Muslim, semi-autonomous Zanzibar island region saw an opposition candidate become President. The new government has to deal with calls for political and social reforms and solve tensions with the mainland.
- 2011 saw the beginning of the long-demanded constitution review process in Kenya. Political reforms were overshadowed by a number of urgent issues, such as a large increase in famine refugees from Somalia, Kenyan troop's involvement in Somalia since October 2011, and attempts to fight pirates and terrorists who seek to undermine the government.

Media Environment

- **Freedom House Press Freedom Index (2011): Kenya-PARTLY FREE; Tanzania-PARTLY FREE**
- **Reporters Without Borders Index (2011): Kenya-29.5 (84/179); Tanzania-6.00 (34/179)**
- The Kenyan market is driving much of the innovation in mobile phone use across the region; access to mobile phones is almost at saturation, with more than 80 percent of households owning at least one working phone.
- Subscribing to news updates and using mobile web is not uncommon, particularly in urban areas. However, the three major Kenyan private media houses (Nation Media Group, Royal Media Services and the Standard Group) are far outpacing international broadcasters in reaching audiences through these new media tools. Cooperation with mobile service providers has been an important part of their success.