

P R O F I L E

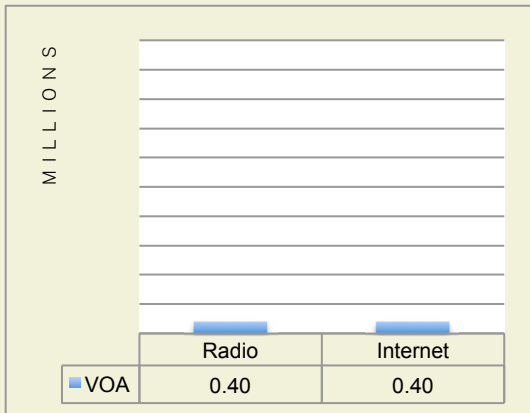


**Language of Broadcast:** Thai  
**Content:** 9 hrs. of original radio programming per week; 20 min. of original TV programming per week; Internet  
**Distribution:** 40 affiliates (36 FM and 4 AM radio stations via satellite, 1 TV affiliate)  
**Radio:** The Service has 3 different radio programs: Hotline News from VOA Washington, Weekend with VOA, and English AmericanStyle, a weekly show which teaches American idioms.  
**TV:** VOA Thai Service's Report from America and Eye on America are broadcast on TNN 24, which is a 24/7 news station, available in both cable and free TV. TNN 24 broadcasts in 110 countries in Asia, Europe and Africa.  
**New Media:** VOA Thai has a website with audio and video, a YouTube site, and a Facebook page.  
**Staff:** 3  
**Budget:** \$683,000  
**Established:** 1942 to 1958; 1962 to 1988; 1988 to present



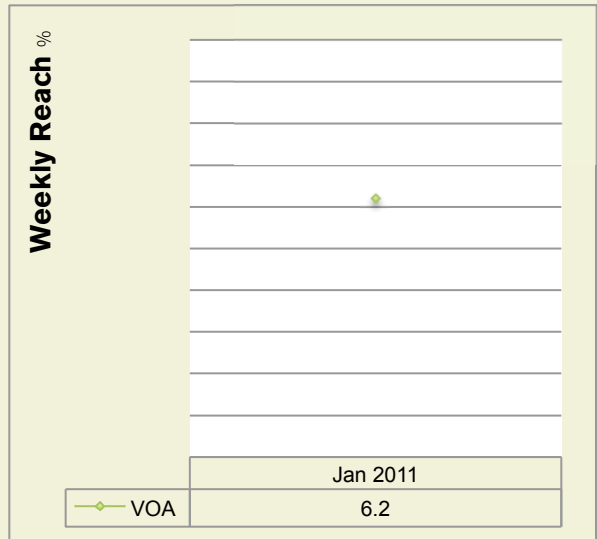
P E R F O R M A N C E D A T A \* (Using Data from urban Thailand, January 2011)

**Audience Size**



Weekly Reach by Media (%)	
<b>VOA</b>	
Radio	3.6
TV	3.6
Internet	na
<b>Total</b>	<b>6.2</b>

**Weekly Reach %**



Awareness (%)	
<b>VOA</b>	
	8

**Credibility**

Percentage of surveyed weekly audience that finds broadcasts credible (%)	
<b>VOA</b>	
Radio	na
TV	na

**Understanding**

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
<b>VOA</b>	
Current Events	na
U.S. Culture	na
U.S. Policies	na

**Quality**

Combined Scores from audience panel	
<b>VOA</b>	
Radio	3.4
TV	na

\*The last available survey indicated a total media weekly reach figure of 2.5% for the VOA Thai service in Greater Bangkok.

Data are from a January 2011 survey of adults (15-64) in urban Thailand.

Thai

# Thai Broadcasting

Total Population of Thailand: 69.5 million

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

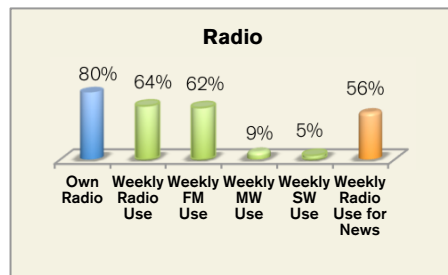
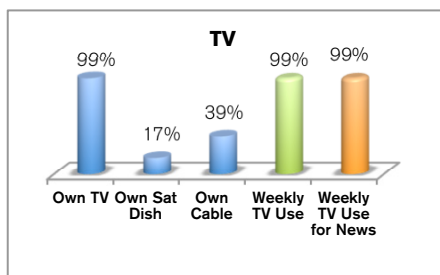
	Sample*	VOA Weekly Audience*
<b>Sex</b>	%	%
<b>Male</b>	53	67
<b>Female</b>	47	33
<b>Age</b>		
<b>15-24</b>	18	10
<b>25-34</b>	23	32
<b>35-44</b>	26	29
<b>45-54</b>	21	18
<b>55-64</b>	12	11

	Sample*	VOA Weekly Audience*
<b>Education</b>	%	%
<b>Primary or less</b>	2	0
<b>Junior School</b>	24	14
<b>High School</b>	36	25
<b>Vocational</b>	13	17
<b>Coll./Univ.</b>	25	44
<b>Ethnicity/Nationality</b>		
<b>na</b>	na	na

	Sample*	VOA Weekly Audience*
<b>Residence</b>	%	%
<b>Urban</b>	na	na
<b>Rural</b>	na	na
<b>Language</b>		
<b>na</b>	na	na

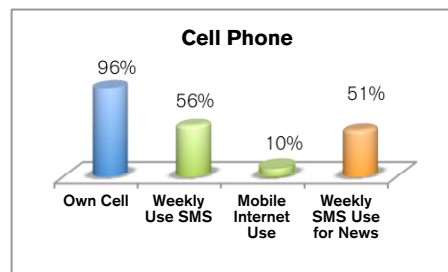
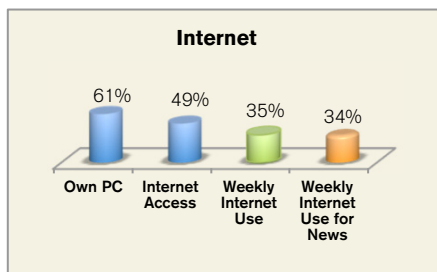
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## M E D I A U S E



### Web Analytics

**Weekly Visitors** 3,500  
**Weekly Visits** 4,800



## C O N T E X T

↓ **Stability**     
 ↔ **Political Freedom**     
 ↓ **Press Freedom**     
 ↓ **Ease of Distribution**     
 ↑ **Competition**

### Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- The Puea Thai party, led by Yingluck Shinawatra, won a decisive victory in the general election held on July 3rd, but this will not end the power struggle that has destabilised Thailand for the past five years. Divisions could yet emerge between the new government and the royalist, military-backed establishment, especially if Yingluck seeks amnesty for her brother, Thaksin Shinawatra, who was ousted as prime minister by the military in 2006. The eventual death of King Bhumibol Adulyadej also has the potential to be deeply destabilizing.

### Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 61.50 (137/179)**
- The government and military control nearly all the national terrestrial television networks and operate many of Thailand's radio networks.
- Multichannel TV, via cable and satellite, is widely available. The radio market, particularly in Bangkok, is fiercely competitive. There are more than 60 stations in and around the capital.
- The media are free to criticize government policies, and cover instances of corruption and human rights abuses, but journalists tend to exercise self-censorship regarding the military, the monarchy, the judiciary and other sensitive issues.