

P R O F I L E



Language of Broadcast: Ukrainian
Content: 2 hrs. of original and 0.75 hrs. of repeat TV programming per week; Internet

Distribution: 14 TV affiliates (3 nat. and 11 reg.)

TV: VOA Ukrainian produces the daily *Chas-Time TV* news program and the weekly *Window on America* TV magazine program. *Chas-Time* and *Window on America* are seen nationally on Channel 5 and the latter is seen on Channel 1, the state-run broadcaster, as well. Occasional special reports to some of Ukraine's biggest networks are also provided.

New Media: The service has web and mobile sites, a Facebook fan page, Twitter and YouTube accounts, and sends an email newsletter. Multimedia content on web and mobile sites is updated daily.

Staff: 11

Budget: \$1,611,000

Established: 1949 to present



Language of Broadcast: Ukrainian

Content: 15 hrs. of original and 8 hrs. of repeat radio prog. per week; Internet

Distribution: RFE/RL's Ukrainian Service has 12 FM, 2 UKV and 2 tochka local affiliates, an inter. multimedia Internet site with streaming audio and is also available on HotBird.

New Media: The Ukrainian Service has a growing following on Facebook and VKontakte; a branded YouTube channel; multiple link exchanges including to aggregators which drives new traffic while allowing content to be easily re-published; and a mobile site.

Staff: 12

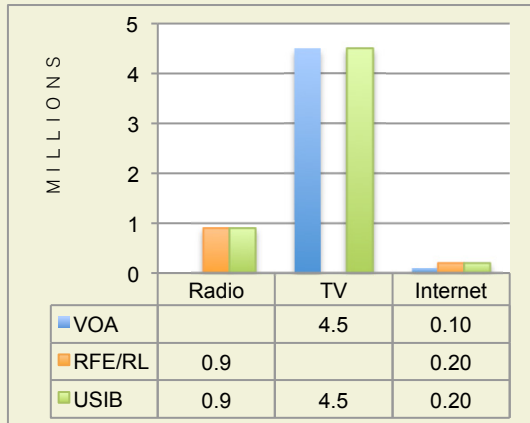
Budget: \$2,441,000

Established: 1954 to present



P E R F O R M A N C E D A T A (Using Data from Ukraine, October 2010)

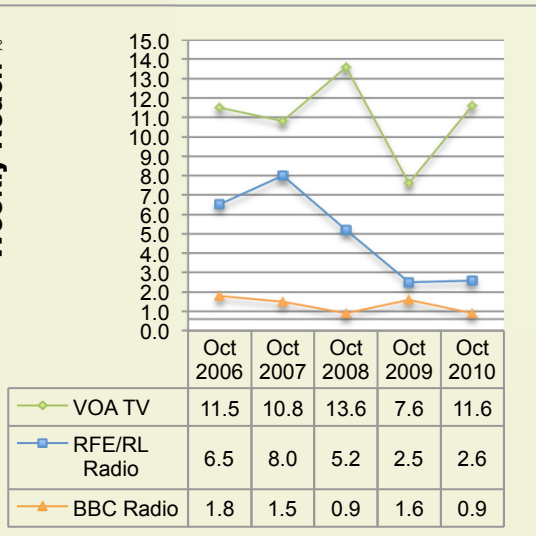
Audience Size



Weekly Reach By Media (%)

	VOA	RFE/RL	USIB
Radio	na	2.3	2.3
TV	11.5	na	11.5
Internet	0.3	0.4	0.5
Total	11.6	2.6	13.1

Weekly Reach %



Awareness (%)

VOA	RFE/RL
70	50

Credibility

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

	VOA	RFE/RL
Radio	na	84
TV	90	na

Understanding

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

	VOA	RFE/RL
Current Events	85	87
U.S. Culture (VOA) or Current Events in Ukraine (RFE/RL)	75	86
U.S. Policies	71	na

Quality

Combined scores from audience panel

	VOA	RFE/RL
Radio	3.7	3.4
TV	3.7	na

*Weekly reach for VOA included radio and TV until October, 2009.

Data are from an October 2010 survey of adults (15+) in Ukraine

Ukrainian Broadcasting

Total Population of Ukraine: 45.7 million

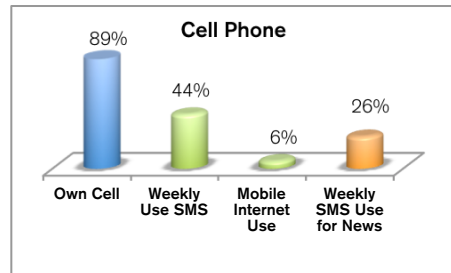
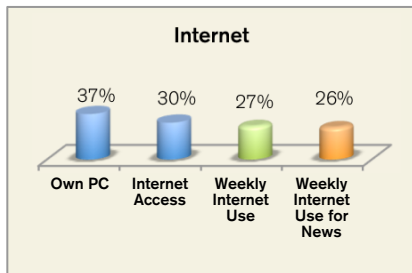
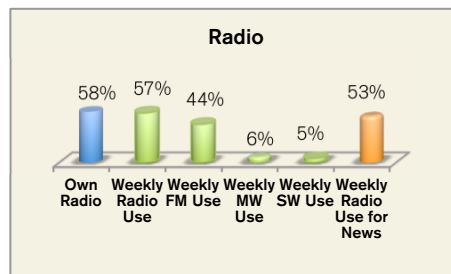
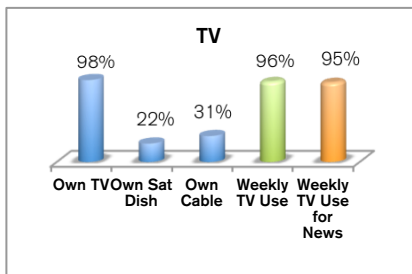
A U D I E N C E C O M P O S I T I O N

	Sample	VOA Weekly Aud.	RFE/RL Weekly Aud.
Sex	%	%	%
Male	45	53	58
Female	55	47	42
Age			
15-24	16	13	13
25-34	20	15	13
35-44	17	17	20
45-54	14	19	22
55-64	15	20	20
65+	19	15	12

	Sample	VOA Weekly Aud.	RFE/RL Weekly Aud.
Education	%	%	%
Primary	5	2	5
Secondary	48	40	28
Technical	27	30	34
Higher	20	28	32
Ethnicity/Nationality			
Ukrainian	84	87	80
Russian	13	10	17
Other	3	3	4

	Sample	VOA Weekly Aud.	RFE/RL Weekly Aud.
Residence	%	%	%
Urban	67	61	63
Rural	33	39	37
Language			
Ukrainian	42	53	50
Russian	41	31	38
Ukrain./Russ.	16	16	12

M E D I A U S E



Top Ten Media Outlets

1. Inter
2. 1+1
3. ICTV
4. STB
5. Novyy Kanal
6. TRC Ukraine
7. UT-1
8. Kanal 5
9. ORT-1
10. RTR Planeta

Top Ten Sources of News

1. 1+1
2. Inter
3. ICTV
4. STB
5. 5 Kanal
6. Channel Ukraine
7. Novyy Kanal
8. ORT
9. UT-1
10. Akgumenty I Fakty

Web Analytics

VOA Weekly Visitors	7,200
Weekly Visits	10,900
RFE/RL Weekly Visitors	44,100
Weekly Visits	107,900

C O N T E X T



Stability



Political Freedom



Press Freedom



Ease of Distribution



Competition

Political Situation

- **Freedom House Political Freedom Index (2011): FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- The past year witnessed big changes in the Ukrainian political and media landscapes. Newly elected President Viktor Yanukovich began strengthening his presidential power by diminishing the role of other branches of the government and the media. As a result, the relatively free media environment in place before this year changed for the worse. The government relapsed into old habits of controlling the most important information sources, preventing criticism of its performance and marginalizing oppositional voices.
- Criminal cases were opened up against former president Yulia Tymoshenko in May 2010. In October 2011, a Ukrainian court sentenced Mrs. Tymoshenko to seven years in prison after she was found guilty of abuse of office when brokering the 2009 gas deal with Russia. The conviction is seen as "justice being applied selectively under political motivation" by the European Union and other international organizations.

Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 54.00 (116/179)**
- Attacks and threats on journalists have increased. Recently, several journalists reported their phones were tapped by the Security Services. The first outcries against censorship on TV appeared when Ukrainian journalists started the public action campaign, "Stop Censorship."
- By various methods, the government is trying to control the most important information sources for Ukrainians. The quality of TV news has degraded most noticeably. Inter and UT-1, in particular, show a tendency to present the government in a positive light and at the same time paint the opposition negatively or give no oppositional opinion at all. In addition, the number of independent experts' opinions on current events in different media is decreasing.
- The government also took several steps in changing legislation regarding different media. The Law on Local Elections, enacted in the summer of 2010, has several provisions that affect media and contradict the principle of free and equal elections. For example, article 50 gives preferential treatment to those who own stakes in media outlets; those candidates pay less for their advertising. It is important to note that in smaller cities and settlements, state-owned TV, radio or newspapers are among most popular outlets; thus this provision encourages the representatives of the government media to run for local offices.