RFA Radio Free Asia

Language of Broadcast: Uyghur

Content: 7 hrs. of original and 7 hrs. of repeat radio programming per week; Internet

Distribution: 4-5 IBB SW frequencies; Satellite rebroadcasting

Radio: The Service broadcasts 1 hour of original program and 1 hour of repeat daily.

Video: The service produces a weekly video webcast featuring photos and videos from Uyghur communities across the globe.

New Media: The service has web and mobile sites. It has Facebook, Twitter and YouTube pages. Newsletters are sent on a daily basis.

Staff: 12

Budget: $1,180,000

Established: 1998 to present

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

Audience Size

MILLIONS

Political conditions in China's Xinjiang Uyghur Autonomous Region (XUAR) make it impossible to conduct quantitative research to measure RFA's Uyghur audience.

	Radio	Internet
RFA		

Weekly Reach %

Political conditions in China's Xinjiang Uyghur Autonomous Region (XUAR) make it impossible to conduct quantitative research to measure RFA's Uyghur audience.

—◇— RFA Radio

Weekly Reach by Media (%)

	RFA
Radio	na
TV	na
Internet	na
Total	na

Awareness (%)

RFA
na

Credibility

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

	RFA
Radio	na
TV	na

Understanding

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

	RFA
Current Events	na
Current Events in Region	na
U.S. Policies	na

Quality

Combined Scores from audience panel

	RFA
Radio	3.0
TV	na

Uyghur

*China's Xinjiang Uyghur Autonomous Region (XUAR) has a total population of 20.1 million—7.9 million are Chinese; the rest belong to ethnic minority groups, of which 9 million are Uyghurs. (Source: Xinhua News, April 2006. Non-PRC sources suggest the Uyghur population may be much higher.)

In-country quantitative research in the Xinjiang Uyghur Autonomous Region (XUAR) is impossible.

AUDIENCE COMPOSITION

Sex	Sample %	RFA Weekly Aud. %
Male	na	na
Female	na	na
Age		
15-24	na	na
25-34	na	na
35-44	na	na
45-54	na	na
55-64	na	na
65+	na	na

Education	Sample %	RFA Weekly Aud. %
Primary or less	na	na
Junior School	na	na
High School	na	na
Vocational	na	na
Coll./Univ.	na	na
Ethnicity/Nationality		
Han	na	na
Other	na	na

Residence	Sample %	RFA Weekly Audience %
Urban	na	na
Rural	na	na
Language		
Mandarin	na	na
Cantonese	na	na
Other	na	na

MEDIA USE

TV
Media use data is not available.

Radio
Media use data is not available.

Internet
Media use data is not available.

Cell Phone
Media use data is not available.

Web Analytics

Weekly Visitors	7,300
Weekly Visits	14,000

CONTEXT

▼ **Stability**   ▼ **Political Freedom**   ▼ **Press Freedom**   ▼ **Ease of Distribution**   ◄► **Competition**

Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE (China)**

- **Economist Intelligence Unit Instability (2010): MODERATE RISK (China)**

- The Xinjiang Uyghur Autonomous Region of China is far more restricted than the rest of China. Tensions between Uyghurs and the ruling Han majority are at an historic high after violent clashes broke out between Uyghurs and Han Chinese in Xinjiang in July 2009. Chinese authorities responded with a harsh crackdown on Uyghurs in the XUAR.

- Government surveillance of a wide range of activities in the XUAR is systematic and intense. Even the limited freedom of action enjoyed by residents in other areas of China is restricted in Xinjiang. Going beyond simple surveillance, the government literally shut down text messaging and internet in Xinjiang following the ethnic clashes in July 2009.

- As part of its Western development strategy, the Chinese government has put in place policies to encourage Han migration to the XUAR in an attempt to Sinofy the region and further secure Beijing's control of Uyghur areas.

- The research environment in Xinjiang is extremely sensitive and although limited research is possible in Xinjiang, most Uyghur research is conducted outside of the XUAR in Turkey or Central Asia.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE (China)**

- **Reporters Without Borders Index (2011): 136.00 (174/179) (China)**

- Chinese authorities tightly restrict any content they deem to be sensitive and this is doubly true of Xinjiang. Media consumers in Xinjiang are limited largely to official Chinese media sources.

- Even under normal circumstances, US International broadcasters are among the most tightly censored media outlets in Xinjiang. RFA radio broadcasts are intensively jammed and international broadcasters' websites are blocked. Such restrictions present serious obstacles to those in China attempting to access US international broadcaster content.

- After the July 2009 ethnic clashes in the XUAR Chinese media restrictions in the Xinjiang reached a new high. The Internet service was suspended to the whole of the XUAR from July 2009 until May 2010 and even in 2012 Internet restrictions remain severe. Text messaging services were suspended from July 2009 until January 2010 and text message content continues to be monitored.

- Prior to July 2009 many relatively sophisticated young Uyghurs had begun to rely on the Internet and other forms of new media for Uyghur-language sources of news and information. Many Internet-savvy Uyghurs interviewed during qualitative research reported having used proxy servers or anticensorship software to access sensitive or blocked content. As in the rest of China, blogs, podcasts, social networking sites and micro-blogs had become a normal part of many Uyghur Internet users' online routines. Recent research suggest that portable digital media, especially DVDs, have become a source of news for Uyghurs.

- However, for many Uyghurs in rural XUAR, radio remains an important source for Uyghur language news. Radio broadcasts are also looked upon favorably because listeners are less susceptible to government monitoring than those accessing sensitive content online.