

P R O F I L E



Language of Broadcast: Armenian

Content: 1 hr. of original and 1 hr. of repeat TV programming per week; Internet

Distribution: 1 affiliate (1 TV)

TV: VOA Armenian broadcasts through its affiliate, Armenia TV, one of the most watched stations in Armenia. Service airs two programs: *Armenian Daily TV* and *Armenian Magazine TV*.

Web: The Service has web and mobile sites, is available on Facebook, Twitter, YouTube, and sends a daily e-mail newsletter. The website also hosts video streams.

Staff: 2

Budget: \$386,200

Established: 1951 to present; TV programming established in 2004



Language of Broadcast: Armenian

Content: 25 hrs. of original and 14 hrs. of repeat radio programming per week; 2.5 hours of TV programming; Internet

Distribution: Radio: RFE/RL has 4 FM partners: 2 National and 1 Yerevan affiliate covering the whole country in addition to HotBird.

New Media: The Service has a multimedia-rich Web site (Armenian-language site with Russian and English sub sites) with streaming audio and video as well as 5 mobile sites and is active on Facebook, Twitter, and YouTube.

Video: Weekly: *Crossroad Of Opinions* is carried by 7 local TV stations; *Writer And Reality* (20 min) is carried by 5 local TV stations. The service also produces a daily *Video News Of The Day* (12-15 min) which is carried by 5 local TV stations.

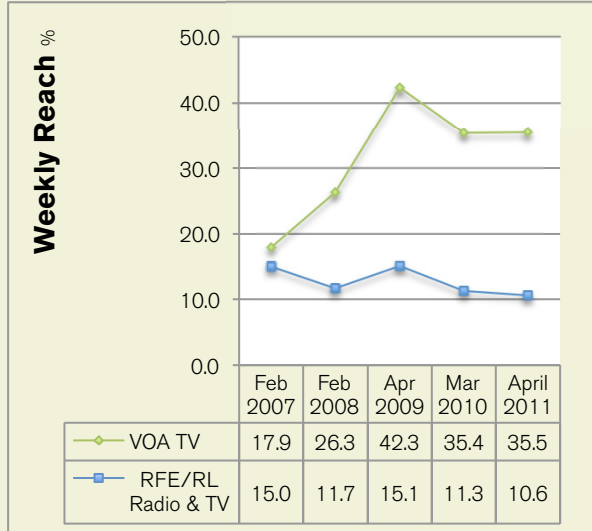
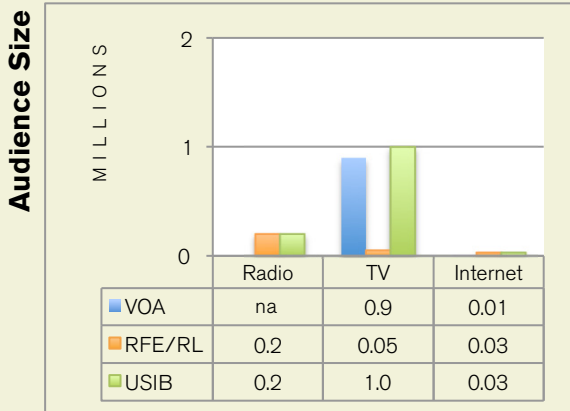


Staff: 6

Budget: \$1,499,000

Established: 1953 to present

P E R F O R M A N C E D A T A (Using Data from Armenia, April 2011)



Weekly Reach by Media (%)			
	VOA	RFE/RL	USIB
Radio	na	9.1	9.1
TV	35.4	1.4	35.8
Internet	0.2	0.9	1.0
Total	35.5	10.6	41.2

Awareness (%)*	
VOA	RFE/RL
48	64

Armenian

Credibility	Percentage of surveyed weekly audience that finds broadcasts credible (%)	
	VOA	RFE/RL
Radio	na	63
TV	89	85

Understanding	Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
	VOA TV	RFE/RL Radio**
Current Events	73	76
U.S. Society (VOA) or Current Events in Armenia (RFE/RL)	58	76
U.S. Policies	63	na

Quality	Combined Scores from audience panel	
	VOA	RFE/RL
Radio	3.2	3.6
TV	3.5	na

* Awareness measured in the context of questions on radio stations.

**Understanding ratings for RFE/RL TV are 67% for Current Events and 69% for Current Events in Armenia.

Data are from an April 2011 survey of adults (15+) in Armenia.

Armenian Broadcasting

Total Population of Armenia: 3.1 million

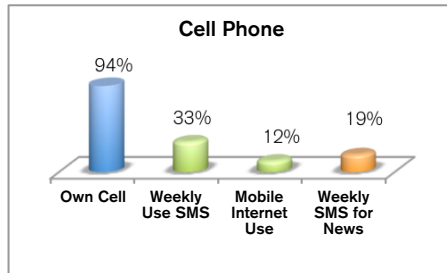
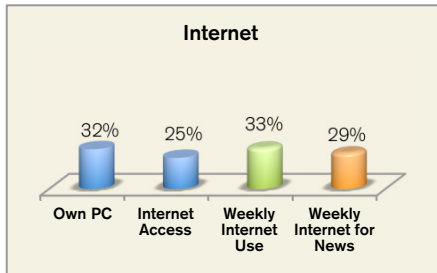
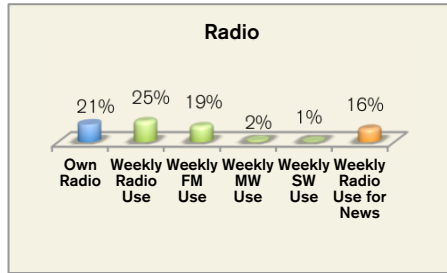
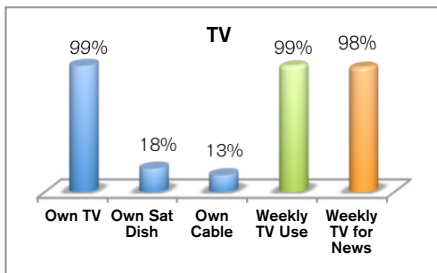
A U D I E N C E C O M P O S I T I O N

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Sex	%	%	%
Male	45	42	55
Female	55	58	46
Age			
15-24	20	20	16
25-34	27	27	23
35-44	16	18	21
45-54	12	13	18
55-64	11	13	12
65+	14	9	10

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Education	%	%	%
None	20	14	8
Primary	31	30	27
Secondary	21	25	25
Technical	26	30	40
Coll./Univ.	20	14	7
Ethnicity/Nationality			
Armenian	98	99	99
Russian	<1	0	0
Other	2	1	1

	Sample	VOA Weekly Audience	RFE/RL Weekly Audience
Residence	%	%	%
Urban	67	72	76
Rural	33	28	24
Language			
Armenian	99	100	99
Russian	1	0	1

M E D I A U S E



Top Ten Media Outlets

1. Armenian TV 1H1
2. Armenia
3. Armenian TV 2H2
4. Shant
5. Google
6. RTR Planeta
7. ORT
8. TV5
9. ALM
10. Armenakob

Top Ten Sources of News

1. Shant
2. Electronika.ru
3. Armenian Public TV 1
4. Armenian TV
5. RTR Planeta
6. Armenian TV H2
7. Google
8. Azatutyun (RL)
9. Erkir Media
10. ORT

Web Analytics

VOA Weekly Visitors	1,800
Weekly Visits	2,900
RFE/RL Weekly Visitors	16,000
Weekly Visits	68,700

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**
- Although, freer than other FSU countries, only limited political and civil freedoms are supported in Armenia. International observers noted widespread fraud during the 2008 elections; bribes defined the candidates' success. Rallies opposing the current government were allowed to be organized in 2011.
- Government corruption persists. Police crimes perpetrated during the events of March 2008 remain unpunished and many jailed journalists are still behind bars. While academic and religious freedoms are respected, the government severely restricts freedom of assembly.
- Armenia's legal framework is generally supportive of the freedom of speech. However, low awareness of laws surrounding this freedom furthers self-censorship among journalists.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 27.00 (77/179)**
- When commenting on the most recent developments in the Armenian media market, experts appeared very enthusiastic about the "solid improvement...in freedom of speech, primarily as a result of decriminalization of libel and defamation laws and the government finally moving forward with awarding broadcast licenses." (Media Sustainability Index 2011, IREX, p. 131.) The completion of Armenia's digitalization process is still slated for 2015. However, in December 2010 "the National Commission on Television and Radio announced the results of frequency license tenders for digital broadcasting" and, thus, addressed the concern of domestic and international observers that the government was creating artificial barriers to the digital switchover.
- Despite the positive changes, journalists' professional standards and ethics remain a concern for media experts as well as for news consumers. Both experts and consumers are particularly uneasy about the increasing confrontation between pro-government and pro-opposition media outlets. In qualitative studies, participants complained that state-run and oppositional outlets are biased when it comes to reporting on current events in Armenia: both sides tend to underreport and misrepresent information to their advantage.