

P R O F I L E



Language of Broadcast: Azerbaijani

Content: 3.5 hours of original audio programming per week for Internet; 1 hr. of original and 2.49 hrs. of repeat video programming per week; Internet

Distribution: Satellite

Radio: The 15 minute VOA Azerbaijani audio show is available on Turksat and Internet.

TV: VOA Azerbaijani airs programs *Azerbaijani Daily* and *Review of the Week* via Eutelsat Hotbird in addition to Internet.

Web: The Service has web and mobile sites, a Facebook fan page, Twitter, YouTube accounts, and sends an email newsletter. VOA Azeri produces 3 web-only audio products (including a 15 minute Internet audio also broadcast on Turksat) and 2 web-only video products (including a daily video newscast on Hotbird & Eutelsat), and maintains 5 blogs. The website also hosts video streams and a biweekly live forum. The Service maintains boards on the Pinterest site.

Staff: 4 | **Budget:** \$741,000

Established: 1951 to 1953; 1982 to present



Language of Broadcast: Azerbaijani

Content: 27 hrs. of original and 39 hrs. of repeat radio programming per week; Internet; weekly newspaper

Distribution:

Radio: RFE/RL's delivery includes multiple SW frequencies, TurkSat, HotBird, AsiaSat -- (4 hours of live programing daily and 5 hours of repeats daily). Alternative delivery includes weekly publication of newspapers with web content.

New Media: The Service has a multimedia, bi-lingual Web site (Azeri and Russian language sites). The Service is also active on Facebook and Twitter in Azeri and Russian languages and has a branded YouTube page in Azeri.

Staff: 6

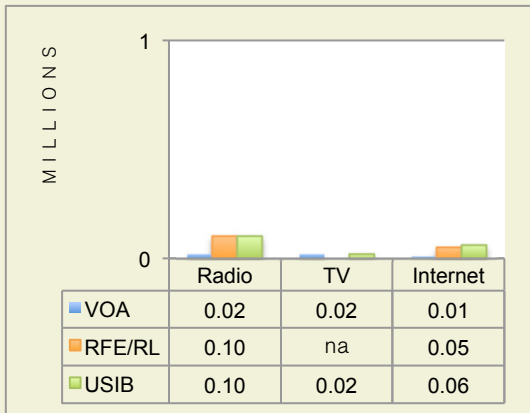
Budget: \$1,654,000

Established: 1953 to present



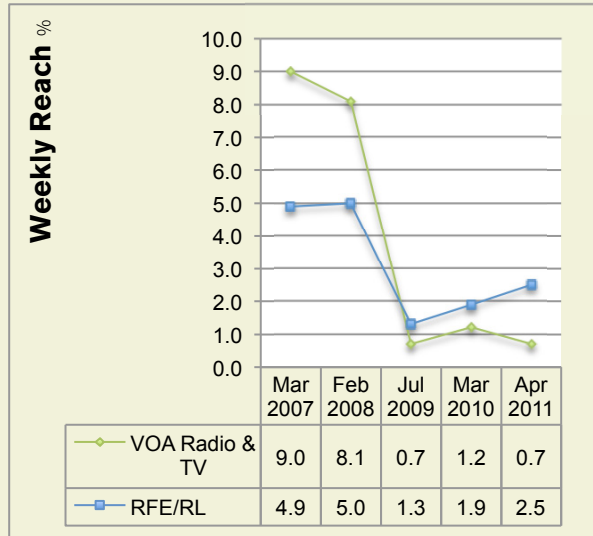
P E R F O R M A N C E D A T A (Using Data from Azerbaijan, April 2011)

Audience Size



Weekly Reach by Media (%)			
	VOA	RFE/RL	USIB
Radio	0.4	1.9	2.10
TV	0.4	na	0.40
Internet	0.1	0.9	1.0
Total	0.7	2.5	2.9

Weekly Reach %



Awareness (%)	
VOA	RFE/RL
36	52

Azerbaijani

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)*		
	VOA	RFE/RL
Radio	na	na
TV	na	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)*		
	VOA	RFE/RL
Current Events	na	na
U.S. Culture (VOA) or Current Events in Azerbaijan (RFE/RL)	na	na
U.S. Policies	na	na

Quality

Combined Scores from audience panel		
	VOA	RFE/RL
Radio	3.4	3.3
TV	3.4	na

*Samples of VOA and RFE/RL weekly audiences in the survey are too small for meaningful analysis.

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

Azerbaijani Broadcasting

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

Total Population of Azerbaijan: 9.2 million

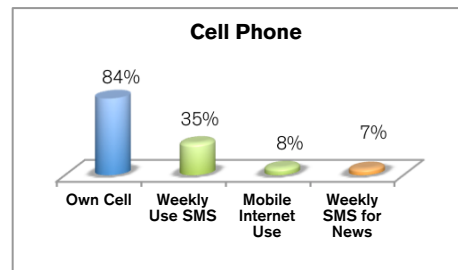
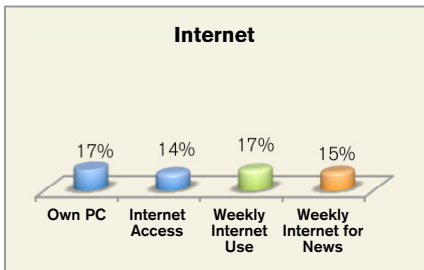
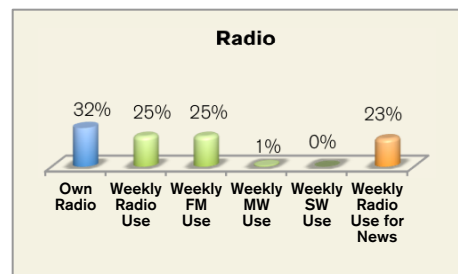
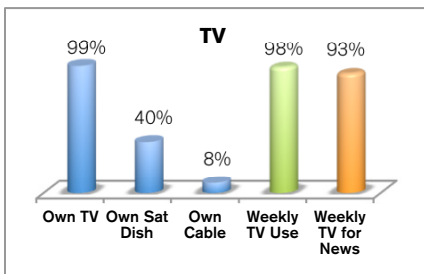
	Sample	VOA Weekly Aud.*	RFE/RL Weekly Aud.*
Sex	%	%	%
Male	48	na	na
Female	52	na	na
Age			
15-24	28	na	na
25-34	15	na	na
35-44	13	na	na
45-54	14	na	na
55-64	15	na	na
65+	16	na	na

	Sample	VOA Weekly Aud.*	RFE/RL Weekly Aud.*
Education	%	%	%
None/Primary	18	na	na
Secondary	60	na	na
Technical	8	na	na
Coll./Univ.	14	na	na
Ethnicity/Nationality			
Azerbaijani	95	na	na
Russian	1	na	na
Other	4	na	na

	Sample	VOA Weekly Aud.*	RFE/RL Weekly Aud.*
Residence	%	%	%
Urban	56	na	na
Rural	44	na	na
Language			
Azerbaijani	94	na	na
Russian	2	na	na
Other	4	na	na

*Samples of VOA and RFE/RL weekly audiences in the survey are too small for meaningful analysis.

M E D I A U S E



Top Ten Media Outlets

1. ANS TV
2. ATV
3. Azerbaijan Public TV
4. Khazar
5. AzTV
6. Space
7. Lider
8. STV (Turkey)
9. Radio ANS
10. ORT-1 Evraziya

Top Ten Sources of News

1. ANS TV
2. Khazar
3. ATV
4. Azerbaikam Public TV
5. AZTV
6. Linder TV
7. ANS 102 FM
8. Google
9. day.az
10. ORT

Web Analytics

VOA Weekly Visitors	3,000
Weekly Visits	5,100
RFE/RL Weekly Visitors	35,700
Weekly Visits	123,000

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK**
- Azerbaijan held parliamentary elections on November 7, 2010. Conditions necessary for fair and transparent elections were missing. A deficient candidate registration process, limited freedoms of peacefully assembly, unbalanced media coverage, lack of effective campaign resources all created an uneven playing field in favor of the candidate from the ruling party. Overall, these elections were not sufficient for meaningful democratic development in the country.
- Azerbaijan is an authoritarian petro-state, in which all power is held by president Ilham Aliyev, oil revenues dominate the government budget, and the government dominates the economy.
- A March 2009 referendum, which eliminated presidential terms limits, has further consolidated the effective dictatorship of Mr. Aliyev.
- Opposition parties exist and have token representation in the Azeri parliament, but enjoy no real influence or hope of gaining power through ordinary political processes.
- Public opinion is dominated by resentment over the continuing Armenian occupation of Nagorno-Karabakh and surrounding provinces.
- Azerbaijan is highly corrupt even by the standards of the former Soviet Union. Oil revenues have fueled a building boom in Baku, but have not dispelled the problem of persistent unemployment in the regions.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 87.25 (162/179)**
- Although the government exerts a high degree of control over the media in Azerbaijan, newspapers, the Internet, and satellite TV give Azeris access to some independent sources of information.
- Despite Azerbaijan's record of jailing opposition journalists on trumped-up charges, there continue to be opposition journalists to arrest. While the government dominates Azerbaijani TV and radio, some of the country's leading newspapers favor the opposition.
- On March 7, 2011, RFE/RL journalist Khadija Ismailova received a letter from authorities threatening to 'defame' her if she didn't 'behave.' The smear campaign against her is a reminder of the dire state of freedom of expression in Azerbaijan. Ismailova is renowned for her investigative reporting, uncovering several cases of elite corruption in Azerbaijan – including against members of President Ilham Aliyev's family.
- Since January 2009, international broadcasters, including RFE/RL, are no longer able to use national frequencies. RFE/RL has responded by aggressively working to attract new audiences to the TurkSat audio stream that launched in April 2009 and the service has dedicated additional resources to its website.
- Newspapers and the Internet, the freest media in Azerbaijan, reach only a small minority of the population, and radio is in decline as well.
- By far the most important medium of communication in Azerbaijan is TV, to which virtually all Azerbaijanis have access. On average, Azeris spend 5.5 hours per day watching TV.