

P R O F I L E



Language of Broadcast: Bangla

Content: 3.5 hrs. of original radio programming per week; 3.5 hrs. of repeat radio programming per week; 0.25 hrs. of original TV programming per week; Internet

Distribution: 3 affiliates (1 FM, 2 TV), 1 IBB MW and 2 SW frequencies

Radio: The Service's FM affiliate is Radio Today, the top-rated private FM station in the capital, Dhaka. The Service broadcasts two five-minute Bangla newscasts daily.

TV: Bangla's 10 to 12 minute TV program, *Hello America*, is broadcast every Friday on NTV, the 5th most watched TV channel in Bangladesh, and repeated on Saturday. In March 2012, the Bangla Service reached agreement with DESH TV to broadcast the *USA VOTES 2012* version of VOA 60 once per week on the Dhaka outlet. VOA 60 is a 60-second audio/video element.

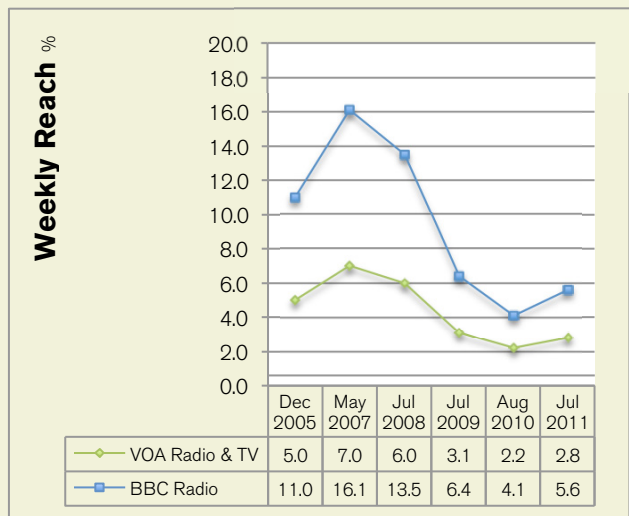
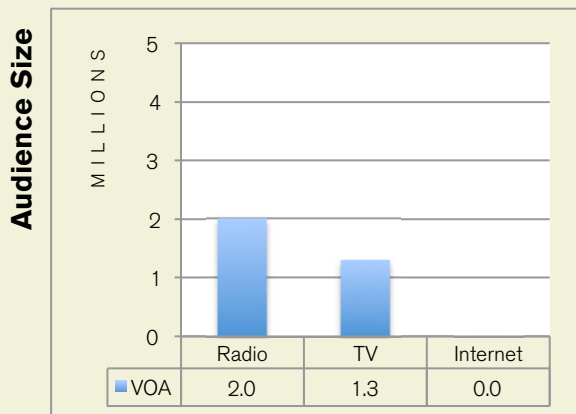
Staff: 7

Budget: \$1,324,000

Established: 1958 to present



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



Weekly Reach (%) By Media	
VOA	
Radio	1.8
TV	1.2
Internet	0.0
Total	2.8

Awareness (%)	
VOA	
	31

Bangla

Credibility	
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
VOA	
Radio	96
TV	na

Understanding		
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
	VOA Radio	VOA TV
Current Events	90	na
U.S. Culture	31	na
U.S. Policies	25	na

Quality	
Combined Scores from audience panel	
VOA	
Radio	3.3
TV	3.3

* Understanding ratings for VOA TV are 89% for Current Events, 22% for U.S. Culture and 50% for U.S. Policies.

Data are from a July 2011 survey of adults (15+) in Bangladesh.

Bangla Broadcasting

Total Population of Bangladesh: 150.7 million

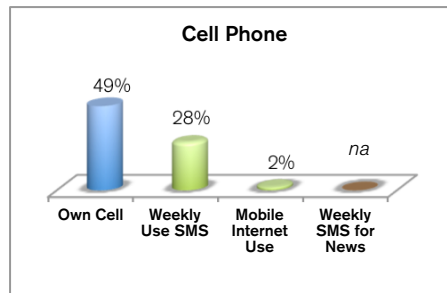
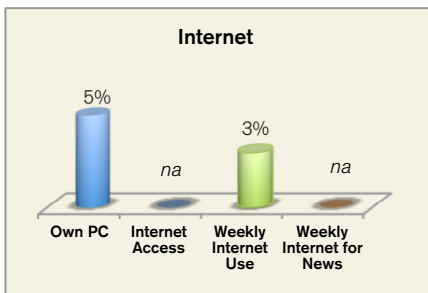
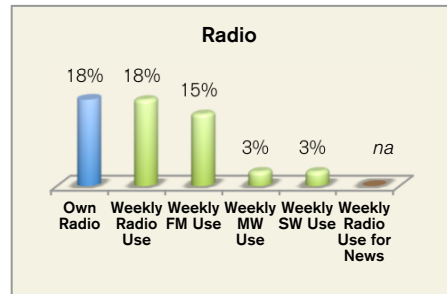
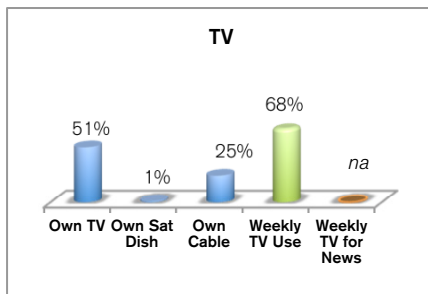
A U D I E N C E C O M P O S I T I O N

	Sample	VOA Weekly Audience
Sex	%	%
Male	51	74
Female	49	26
Age		
15-24	26	41
25-34	31	22
35-44	20	21
45-54	11	9
55-64	8	6
65+	5	1

	Sample	VOA Weekly Audience
Education	%	%
No Formal	43	24
Primary	22	11
Secondary	19	26
SSC/HSC	11	20
Higher	5	20
Ethnicity/Nationality		
Bangladeshi	99	97
Other	1	3

	Sample	VOA Weekly Audience
Residence	%	%
Urban	24	43
Rural	76	57
Language		
Bangla	100	100

M E D I A U S E



Top Ten Media Outlets

1. Bangladesh TV
2. ATN Bangla
3. Ekushey TV
4. Channel I
5. NTV
6. Baishakhi TV
7. ATN News
8. Desh TV
9. RTV
10. ETV

Top Ten Sources of News

1. Bangladesh TV
2. ATN Bangla
3. Channel I
4. Ekushey TV
5. ATN News
6. Bangladesh Betar
7. NTV
8. Diganta
9. BBC
10. Baishakhi TV

Web Analytics

Weekly Visitors 2,000
Weekly Visits 3,200

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): PARTLY FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- The ruling Awami League is expected to serve a full five-year term, having secured a large majority at the 2008 general election. The main opposition Bangladesh Nationalist Party has just 31 of the 300 seats in parliament.
- The government faces no immediate challenge to its rule, but there are two potential sources of political instability: a rise in social unrest, and a new campaign of violence by militant groups.
- Bangladesh's political scene has been dominated recently by preparations for the visit of the Indian prime minister, Manmohan Singh. The visit was the first by an Indian prime minister in 12 years and the first by a statesman from that country's ruling Indian National Congress in nearly four decades. The two sides marked the occasion by signing several trade and co-operation deals. However, measured against the high expectations that the historic occasion evoked in Bangladesh, the visit was a disappointment. The two countries failed to sign agreements on the transit of Indian goods through Bangladesh or resolve a long-standing disagreement over water-sharing.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 57.00 (129/179)**
- Bangladesh has a free and outspoken press, although journalists are frequently subject to violence and intimidation by both government and other activists.
- Bangladesh has just one state run TV channel, BTB. Large portions of the population now have access to cable channels that provide reliable news along with Indian channels for entertainment. The most popular cable channels draw up to a third of the population weekly, providing access to non-state news sources.
- Within the past 3 years a number of private FM radio channels have been licensed and are able to broadcast news. However these are limited to the largest cities only; elsewhere only state run Betar is available.
- Internet is still limited to an urban elite but mobile phone ownership is widespread even in rural areas.