

P R O F I L E



Language of Broadcast: Greek

Content: 2.6 hrs. of original and 0.5 hrs. of repeat radio programming per week; 5 min. of original and 5 min. of repeat TV programming per week; Internet

Distribution: 3 affiliates (2 FM, 1TV)

Radio: VOA Greek produces seven daily five-minute live news satellite programs (M-F) that are simulcast by Greece's top-rated news and information station, affiliate Radio SKAI (Sky) of Athens, and by Radio City International in Thessaloniki, Greece's second largest city. VOA news feeds are also carried by several of Radio SKAI's own affiliates as well as by a network of informal program partners from Canada to Australia through the Internet.

TV: The VOA Greek Service's news program, *Reportaz Apo Washington (Washington Report)*, is broadcast five to ten minutes a week on one affiliate in Greece, TV Halkidiki. Occasionally, the program also airs on informal affiliates SKAI (Sky) TV of Athens and CYBC-1 TV of Nicosia.

Web: The service has a website, a Facebook page, Twitter and YouTube accounts, and sends out an email newsletter.

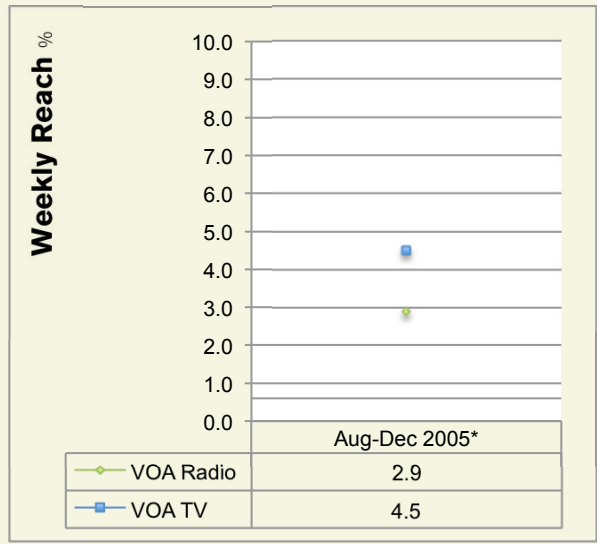
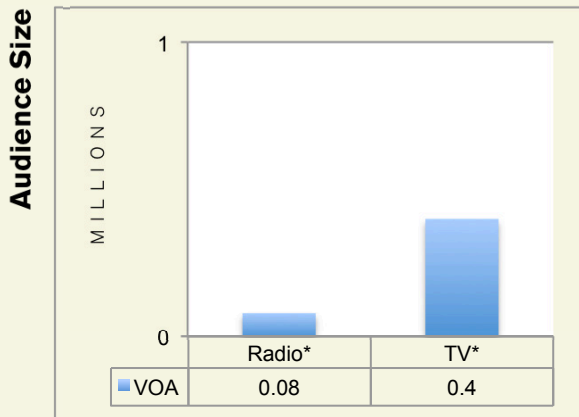
Staff: 4

Budget: \$525,000

Established: 1942 to present; TV service established in 2006



P E R F O R M A N C E D A T A (Using Data from Aug.-Dec., 2005 [radio] & Oct.-Dec. 2005 [TV])



Weekly Reach (%) by Media	
VOA	
Radio	2.9*
TV	4.5*
Internet	na
Total	na*

Awareness (%)	
VOA	
	na

Greek

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

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

Quality	
Combined Scores from audience panel	
VOA	
Radio	3.7
TV	na

*Radio listenership was recorded using 24-hour "day after" recall and a seven-day diary and reflects audiences in Greater Athens only. TV audience figure is based only on ALPHA TV viewership and does not include estimates for TV Halkidiki in northern Greece or VOA's partner CYBC in Cyprus. Total unduplicated reach figure cannot be derived due to lack of single source data.

Radio reach figures are from a Focus BARI Media Radio Survey in Athens only, August-December 2005. Television figures are from an AGB Nielsen Peoplemeter panel, October-December 2005.

Greek Broadcasting

Total Population of Greece: 11.3 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	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

	Sample	VOA Weekly Audience
Education	%	%
None	na	na
Primary	na	na
Secondary	na	na
Coll./Univ.	na	na
Ethnicity/Nationality		
Albanian	na	na
Serbian	na	na
Other	na	na

	Sample	VOA Weekly Audience
Residence	%	%
Urban	na	na
Rural	na	na
Language		
Albanian	na	na
Serbian	na	na
Other	na	na

M E D I A U S E

TV
Media Use Data Unavailable

Radio
Media Use Data Unavailable

Google Analytics

Weekly Visitors 1,600
Weekly Visits 2,000

Internet
Media Use Data Unavailable

Cell Phone
Media Use Data Unavailable

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- In March 2012, Greece agreed to work with European officials in restructuring the country's debt to avoid default. The global financial crisis, coupled with excessive public spending, wide-spread corruption and the lack of accountability left Greece in a near Great-Depression like recession.
- The early parliamentary elections were held in May 2012 to elect all 300 members of the governing body. The election results showed the crushing defeat of the dominant political party which was blamed for the country's economic collapse and subsequent austerity measures.
- The country's unemployment rate in May 2012 was said to be around 22 percent with the standard of living down 20 percent since 2009. The Greek public has responded to aid packages that demanded austerity measures, which many perceive would further reduce the standard of living with rallies and strikes, some of which turned violent.

Media Environment

- **Freedom House Press Freedom Index (2011): FREE**
- **Reporters Without Borders Index (2011): 24.00 (70/179)**
- Television is Greece's dominant medium. Since the late 80s, the market has been expanding quickly, with hundreds of new commercial TV services engaging in fierce competition. Digital TV services are commercially available via IPTV and satellite; broadband penetration is growing. On the other hand, there is a lack of existing cable TV services and satellite TV penetration is low.
- Overall, the number of radio and TV outlets is estimated at close to 1,800. EU standards are not consistently applied and many of these broadcasters are unlicensed. There is also a vibrant press, with a variety of newspapers in print.
- Violence against the media is not unheard of and is rather shocking by European standards. According to Reporters Without Borders, journalists are often physically assaulted by various extreme groups when covering social unrest. In addition, they are often targeted for their investigative reporting on sensitive political issues.