

P R O F I L E



Language of Broadcast: Afan Oromo, Amharic, Tigrigna
Content: 14.5 hrs. of original radio programming per week; Internet
Distribution: Afan Oromo: 5 SW; Amharic: 1 Djibouti MW & 5 IBB SW; Tigrigna: 5 IBB SW frequencies

Radio: The Horn of Africa Service broadcasts in Afan Oromo, Amharic and Tigrigna; each language has 5 IBB shortwave frequencies. The service also offers live and repeat audio in each of the 3 languages on Arabasat's BADR-4 satellite. In 2011, the service began broadcasting special 30 minute "Lifeline" drought and development programs on Djibouti AM 1431.

New Media: Each language has its own website and Facebook page. VOA also offers a Web-based newsletter to Ethiopian listeners through a proxy server.

Staff: 16 | **Budget:** \$2,000,000

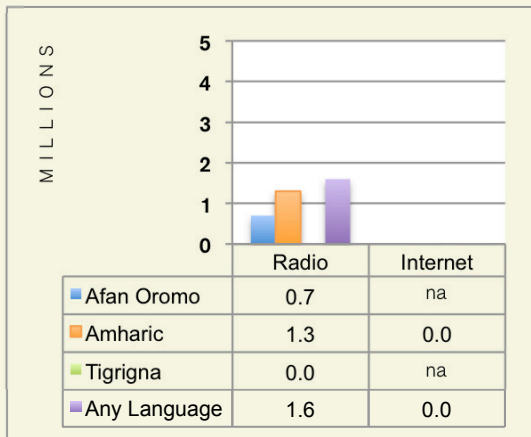
Established: Afan Oromo: 1996 to present; Amharic: 1982 to present; Tigrigna: 1996 to present



Horn of Africa

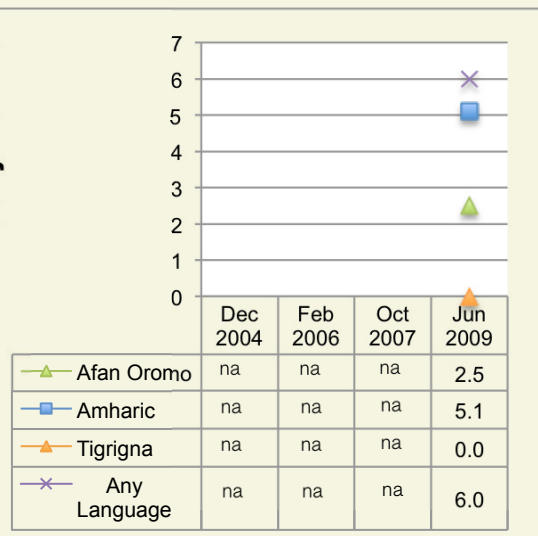
P E R F O R M A N C E D A T A (Using Data from Ethiopia, June 2009)

Audience Size



Weekly Reach by Media (%)				
	Afan Oromo	Amharic	Tigrigna	Any Language
Radio	2.5	5.1	<.1	6.0
TV	na	na	na	na
Internet	na	<.1	na	<.1
Total	2.5	5.1	<.1	6.0

Weekly Reach %



Awareness (%)	
	VOA
	52

Credibility

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

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)	
	VOA
Current Events	88
U.S. Culture	48
U.S. Policies	57

Quality

Combined Scores from audience panel	
	VOA
Radio	3.5
TV	na

Data are from a June 2009 survey of adults (18+) in Ethiopia. The regions included in the final sample (Oromiya, Addis Ababa, Dire Dawa and S.N.N.P.) account for 59% of adult population in Ethiopia. Research is not possible in Eritrea, where Tigrigna is the primary language.

*Due to differences in sample coverage between the 2009 survey and previous surveys of Ethiopia, it is not possible to display trend data.

Horn of Africa Broadcasting

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

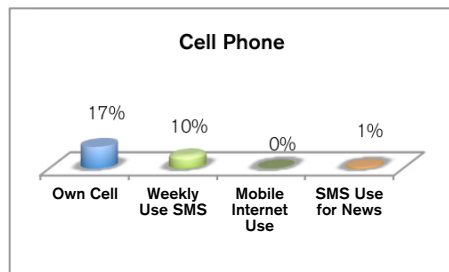
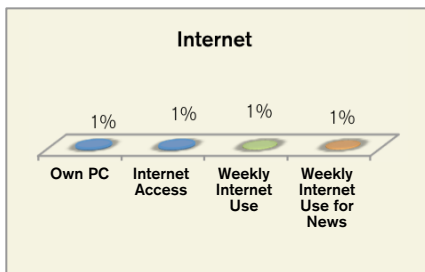
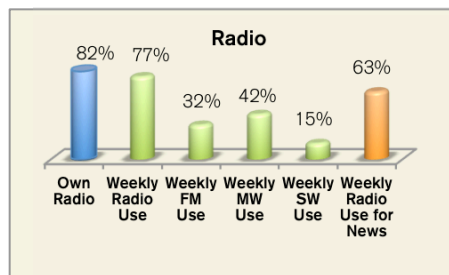
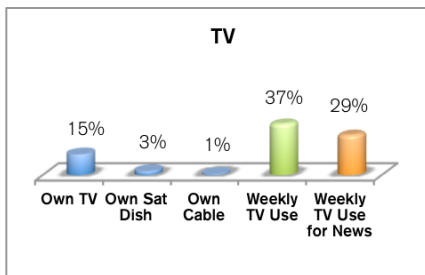
Total Population of Ethiopia: 87.1 million

	Sample	VOA Weekly Audience
Sex	%	%
Male	58	81
Female	42	19
Age		
15-24	32	20
25-34	30	37
35-44	18	21
45-54	11	14
55-64	5	6
65+	4	1

	Sample	VOA Weekly Audience
Education	%	%
None	16	4
Primary	40	31
Secondary	31	40
Vocational/Univ	13	26
Ethnicity/Nationality		
Oromo	35	29
Amhara	32	44
Guragi	9	8
Siadmo	7	4
Other	17	14

	Sample	VOA Weekly Audience
Residence	%	%
Urban	62	70
Rural	38	30
Language Spoken At Home		
Amharic	56	63
Afan Oromo	24	24
Tigrigna	1	1
Other	19	12

M E D I A U S E



Top Ten Media Outlets

1. ETV
2. Ethiopia Radio
3. FM Addis
4. ETV-2 Addis
5. Radio Fana FM
6. Sheger FM
7. FM Addis Admin
8. FM Awassa
9. VOA Horn of Africa
10. DW Amharic

Top Ten Sources of News

1. Ethiopia Radio
2. ETV
3. Radio Fana
4. FM Addis 97.1
5. FM Awassa
6. SABC
7. DW
8. VOA
9. Sheger FM
10. ETV-2 Addis

Web Analytics

Weekly Visitors	36,600
Weekly Visits	107,800

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): Ethiopia-NOT FREE; Eritrea-NOT FREE**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK**
- The Ethiopian People's Revolutionary Democratic Front (EPRDF) continued its strong dominance of the political environment in Ethiopia in 2011. While tensions in the Ethiopia-Eritrea border area continue, Ethiopians troops entered Somalia to fight against Al Shabab.
- Media access and use are politically sensitive issues in Ethiopia, making research difficult. People are often reluctant to discuss any sources of news critical of the government, for fear of reprisal. In addition, permission to conduct research must be granted not only by national government authorities, but also by each regional authority. The November 2011 survey constitutes the first quasi-nationwide BBG audience research project in years.
- Eritrea is a one-party state, holds no free elections and allows no private news media.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 56.60 (127/179)**
- Despite the opening of several private radio stations and newspapers (mostly government oriented), Ethiopia's media scene is still dominated by state-owned radio, TV, and newspapers. Private media houses and journalists have been subject to intimidation and arrest. Domestic media shy away from covering sensitive issues, such as the endemic corruption.
- The Ethiopian government continued to interfere with the signals of international broadcasters. Many Ethiopians use satellite TV to access international stations, including VOA audio programming.
- Eritrea remains at the very bottom of Reporters Without Borders Press Freedom Index. Freedom of opinion does not exist, and dissenting voices from the journalist community are swiftly arrested and detained for long periods.