

P R O F I L E



**Language of Broadcast:** Indonesian

**Content:** 56 hrs. original radio programming per week; 3.4 hrs. original TV programming per week; Internet; Mobile

**Distribution:** The Indonesian Service employs an affiliate-based distribution system.

**Radio:** Over 250 AM/FM affiliate stations in 128 cities relay VOA Indonesian's programs including *Headline News*, *Breakfast and Evening Shows*, *VOA Direct Connection* and 24 additional short inserts ranging from business and economics to the environment to pop culture.

**TV:** The Service produces two long-form TV shows and 18 short TV segments for 8 of the 11 national TV stations and over 30 regional stations. *Dunia Kita*, a 30-minute human interest TV magazine show, is in its 11th season on Metro TV, Indonesia's version of CNN, a 24-hour news channel. TV produces special events coverage for major stories, e.g. U.S. elections or the death of Osama bin Laden.

**New Media:** The service has web and mobile sites and a daily headline news e-newsletter. The main Facebook page has over 725,000 fans, Dunia Kita alone has over 110,000 Facebook fans. The Service's YouTube page has over 4,000 videos with more than 2 million views and its Twitter feed has more than 25,000 followers.

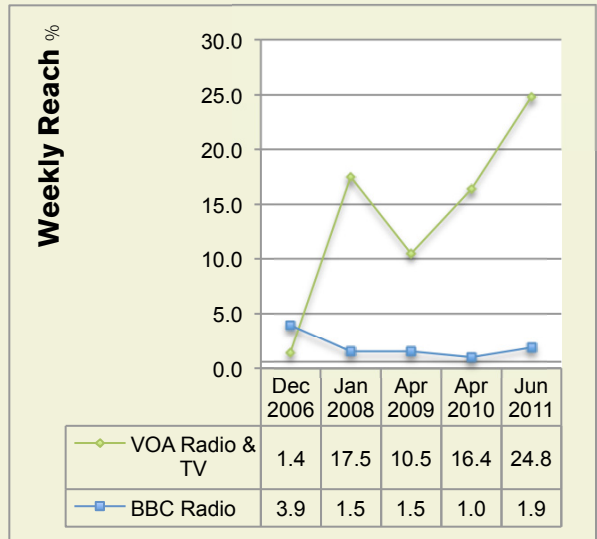
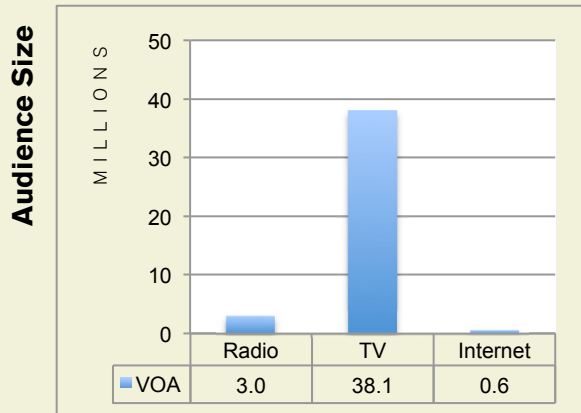
**Staff:** 43

**Budget:** \$5,933,000

**Established:** 1942 to present



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



Weekly Reach by Media (%)	
VOA	
Radio	1.9
TV	24.6
Internet	0.4
Total	24.8

Awareness (%)	
VOA	
Total	12

Indonesian

Credibility	
Percentage of surveyed weekly audience that finds broadcasts credible (%)	
VOA	
Radio	85
TV	89

Understanding		
Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)		
	VOA Radio	VOA TV
Current Events	94	na
U.S. Culture	72	na
U.S. Policies	65	na

Quality	
Combined Scores from audience panel	
VOA	
Radio	3.2
TV	3.3

Data are from a June 2011 survey of adults (15+) in Indonesia. The survey covered 21 of 32 provinces and is representative of 93% of the adult population.

# Indonesian Broadcasting

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

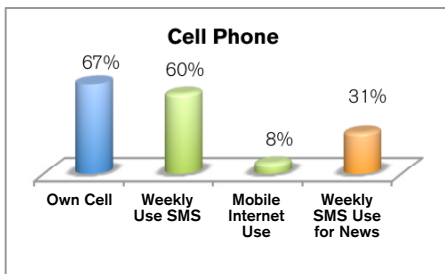
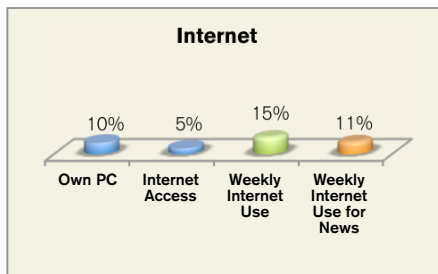
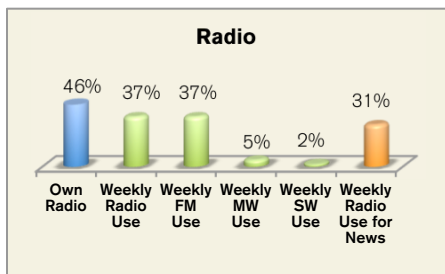
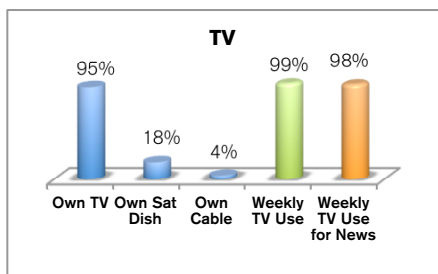
Total Population of Indonesia: 238.2 million

	Sample	VOA Weekly Audience
<b>Sex</b>	%	%
Male	50	48
Female	50	52
<b>Age</b>		
15-24	26	37
25-34	25	27
35-44	22	20
45-54	16	10
55-64	8	4
65+	3	1

	Sample	VOA Weekly Audience
<b>Education</b>	%	%
None	2	2
Primary	31	21
Secondary	29	28
Vocational	33	40
Higher	5	9
<b>Ethnicity/Nationality</b>		
Javanese	46	40
Sundanese	17	28
Other	37	32

	Sample	VOA Weekly Audience
<b>Residence</b>	%	%
Urban	44	52
Rural	56	48
<b>Language</b>		
Javanese	38	33
Bahasa Indonesian	18	25
Sundanese	15	17
Other	27	24

## M E D I A U S E



### Top Ten Media Outlets

1. RCTI
2. SCTV
3. Indosiar
4. Trans TV
5. Trans 7
6. TV One
7. ANTeve
8. Global TV
9. Metro TV
10. TVRI

### Top Ten Sources of News

1. RCTI
2. SCTV
3. Metro TV
4. TV One
5. Indosiar
6. Trans TV
7. TVRI
8. ANTeve
9. Global TV
10. Jawa Post

### Web Analytics

Weekly Visitors	21,700
Weekly Visits	28,400

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- Just over a decade ago Indonesia's economy virtually collapsed during the Asian financial crisis. The value of the rupiah plummeted, property prices dropped, and millions of Indonesians saw their wealth erode overnight. That, and a growing discontent with the former President Suharto's authoritarian regime, led to Indonesia moving to a democracy from the dictatorship it had been for more than 30 years.
- President Susilo Bambang Yudhoyono was first elected on promises to tackle graft - but the latest figures in Transparency International's Corruption Perception Index are not particularly encouraging about the progress he has made. The index shows that Indonesia scored 2.8 out of 10 - the same as in 2009 when he was re-elected. One of the worst affected areas by these twin problems is infrastructure. Indonesia desperately needs more roads, ports and highways to reach its full potential.

### Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 68.00 (146/179)**
- Official censorship of mass media content is rare in Indonesia. However, journalists risk violence and intimidation when they cover corruption or other sensitive topics affecting high-ranking government officials and prominent entrepreneurs.
- Subscription-based cable and satellite television services are growing slowly. Overall, household cable access is at 4 percent (no increase from last year). Satellite television has grown much more rapidly than cable, specifically in rural areas, probably because of its improved TV signal in remote locations. Overall, 18 percent of households in Indonesia have a satellite dish; 25 percent of rural households have a satellite dish compared to 10 percent of urban households.
- Internet access in households is at a fairly low level: overall, 5 percent of households have Internet access, but this figure includes those households that have a mobile phone with Internet access. Less than 3 percent of households have a wired Internet connection at home.