

P R O F I L E



Languages of Broadcast: Kazakh, Russian

Content: 8.25 hrs. of original and 6 hrs. of repeat radio programming per hour; Internet

Distribution: 1 affiliate (1 MW & UKW), 2 IBB SW frequencies

RFE/RL's delivery includes 1 UKV affiliate in 3 cites, multiple SW frequencies, Yamal and AsiaSat.

New Media: Complete bi-lingual Kazakh and Russian websites with streaming audio, Facebook, YouTube, Twitter and mobile site.

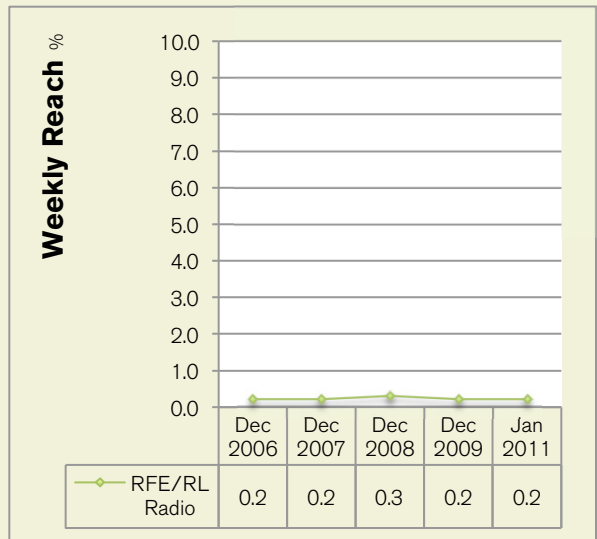
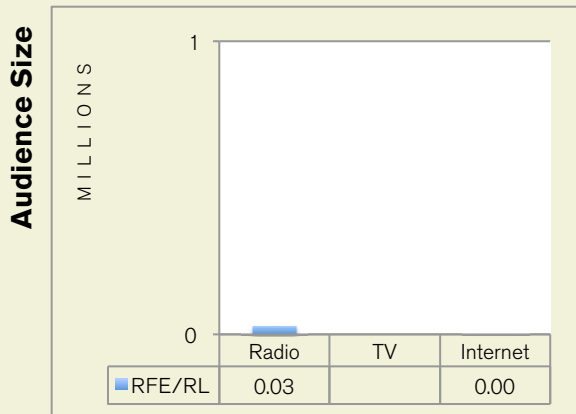
Staff: 9

Budget: \$1,702,000

Established: 1953 to present



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



Weekly Reach (%) by Media	
	RFE/RL
Radio	0.2
TV	na
Internet	0.1
Total	0.2

Awareness (%)	
	RFE/RL
	8

Kazakh

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

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

Quality	
Combined Scores from audience panel	
	RFE/RL
Radio	2.9
Internet	3.5

* Sample of weekly RFE/RL listeners is too small for meaningful analysis.

Data are from a January 2011 nationwide survey of adults (15+) in Kazakhstan.

Kazakh Broadcasting

Total Population of Kazakhstan: 16.6 million

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

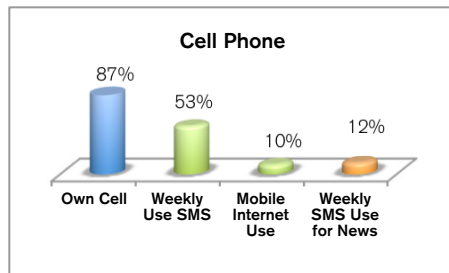
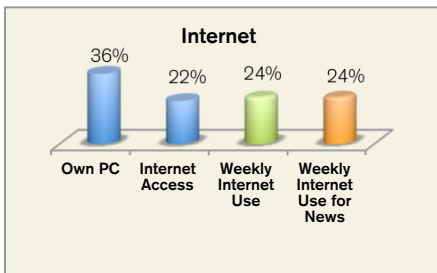
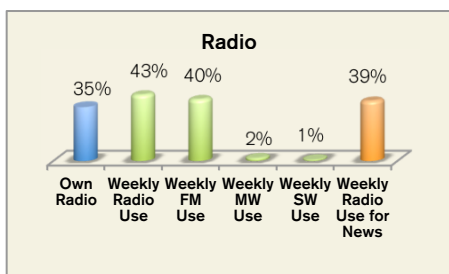
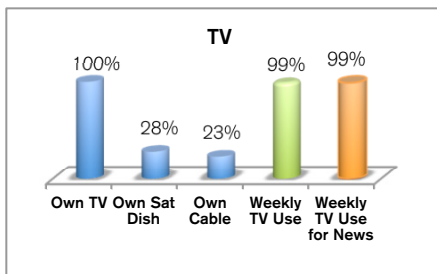
	Sample	RFE/RL Weekly Audience*
Sex	%	%
Male	47	na
Female	53	na
Age		
15-24	23	na
25-34	23	na
35-44	18	na
45-54	17	na
55-64	10	na
65+	9	na

	Sample	RFE/RL Weekly Audience*
Education	%	%
None/Primary	2	na
Inc. Secondary	24	na
Secondary	52	na
Higher	22	na
Ethnicity/Nationality		
Kazakh	54	na
Russian	32	na
Other	14	na

	Sample	RFE/RL Weekly Audience*
Residence	%	%
Urban	54	na
Rural	46	na
Language		
Kazakh	47	na
Russian	48	na
Other	5	na

* Sample of weekly RFE/RL listeners is too small for meaningful analysis.

M E D I A U S E



Top Ten Media Outlets

1. ORT-1
2. Khabar
3. Kazakhstan-1
4. EL Arna
5. KTK
6. NTV
7. NTK
8. 31 Kanal
9. Ren TV
10. Rossia

Top Ten Sources of News

1. ORT-1
2. Khabar
3. Kazakhstan-1
4. KTK
5. NTV
6. El Arna
7. www.mail.ru
8. Russkoe Radio
9. 31 Kanal
10. Evropa Plus

Web Analytics

Weekly Visitors	33,500
Weekly Visits	95,400

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK**
- Kazakhstan held parliamentary elections on January 15, 2012, which many believe was a ploy by Kazakh leaders to boost the country's image in the eyes of western governments that see that country as having an unfair and less-than-transparent electoral system. Three parties were able to pass the electoral threshold, however none of the real opposition parties entered the Mazhilis, the lower house of the bicameral parliament.
- President Nursultan Nazarbayev, the first and only president in Kazakhstan since the independence in 1991, won reelections in April 2011 at age 71. In 2007 the parliament voted to allow Nazarbayev to stay in office for an unlimited number of terms. This means that Nazarbayev will be able to control Kazakh politics even when he retires. However, after winning the presidential election, Nazarbayev stated that he was not considering giving up the presidential position. The overwhelming victory has been marred by reports of fraudulent electoral practices.
- Kazakhstani law prohibits political parties on religions, ethnic, or gender bases; stripped of major political rights, all minorities continue to be discriminated against. Corruption and family-ties in all governmental agencies augment legislative discrimination.
- The imbalance of the country's economic position and traditional cultural practices leave the most vulnerable populations – women and migrant workers – the least protected in terms of access to employment, public and medical services, and at-work and domestic violence.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 77.50 (154/179)**
- International observers agree that the recent developments in Kazakhstan are a "disappointment" and a step back from the democratization of the media space, which began around 2000. In the past two years, Kazakhstan has adopted a number of laws and regulations, which favor elected officials while restraining freedoms of speech and press and forcing independent outlets out of the market.
- Nevertheless, Kazakhstanis continue to display a high level of confidence in their government and its policies. Reflective of this attitude, survey findings show that the state-run media sources are trusted most among all media outlets available to the population. Moreover, more than half of Kazakhstanis favor state censorship of media outlets. The population's strong reliance on state-run media sources poses a challenge for USIBs hoping to assume a stronger position in the Kazakhstani media market.
- Internet use is on the rise again after a short period of stagnation. However, low quality Internet connections and oppressive Internet laws restrain Internet freedom and limit Kazakhstanis' online experiences.