

P R O F I L E



Language of Broadcast: Khmer

Content: 10.5 hrs. of original radio programming and 1 hr. of original TV programming per week; Internet

Distribution: 5 affiliates (3 FM, 2TV) 1 IBB MW & 3 SW frequencies

Radio: VOA Khmer produces 2 radio broadcasts 7 days a week: 60 minutes in the evening (local time), and 30 minutes in the morning.

TV: VOA Khmer programming is carried 4 days a week on the Cambodian Television Network (CTN), Cambodia's No. 1 TV station, and 5 days a week on Television Kampuchea (TVK), Cambodian national TV.

Staff: 11

Budget: \$1,774,000

Established: 1955 to 1957; 1962 to present



Language of Broadcast: Khmer

Content: 14 hrs. of original radio programming per week; Internet; video webcasts

Distribution: 10 FM affiliates in-country, 2 IBB SW frequencies, satellite audio, mobile phone

Radio: The Service broadcasts two hours of original programs daily including a weekly Call-In Show.

Video: The Service is producing a video webcast five days a week.

New Media: Includes a multimedia website, a mobile site, Facebook, YouTube, and a blog.



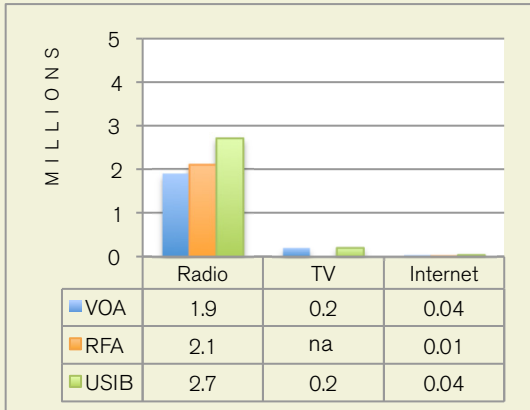
Staff: 12

Budget: \$1,413,000

Established: 1997 to present

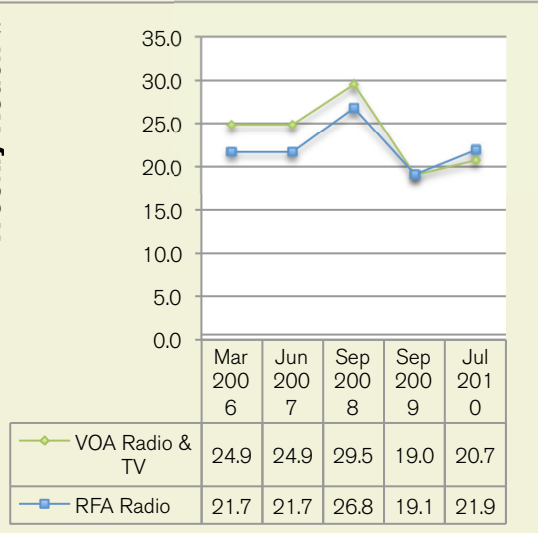
P E R F O R M A N C E D A T A (Using Data from Cambodia, July 2010)

Audience Size



Weekly Reach by Media (%)			
	VOA	RFA	USIB
Radio	19.4	21.9	27.3
TV	2.1	na	2.1
Internet	0.4	0.1	0.4
Total	20.7	21.9	28.3

Weekly Reach %



Awareness (%)	
VOA	RFA
66	73

Khmer

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)		
	VOA	RFA
Radio	91	89
TV	98	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)*		
	VOA Radio*	RFA
Current Events	78	74
U.S. Culture (VOA) or Current Events in Cambodia (RFA)	50	na
U.S. Policies	42	na

Quality

Combined Scores from audience panel		
	VOA	RFA
Radio	3.6	3.4
TV	4.0	na

*Understanding ratings for VOA TV are 67% for Current Events, 23% for U.S. Culture and 18% for U.S. Policies.

Data are from a July 2010 survey of adults (15+) in Cambodia.

Khmer Broadcasting

Total Population of Cambodia: 14.7 million

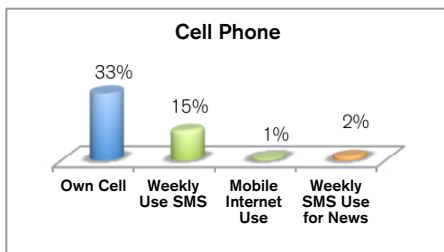
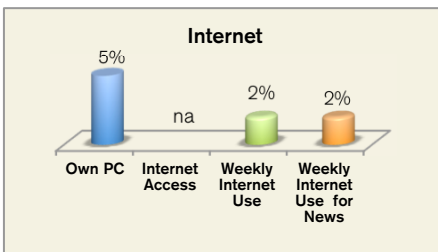
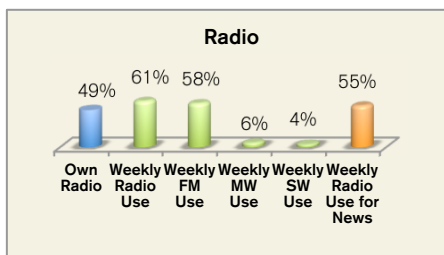
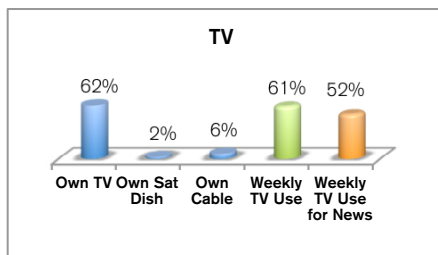
A U D I E N C E C O M P O S I T I O N

	Sample	VOA Wkly. Aud.	RFA Wkly. Aud.
Sex	%	%	%
Male	48	67	62
Female	52	33	38
Age			
15-24	34	21	29
25-34	22	20	22
35-44	18	21	19
45-54	13	16	12
55-64	8	12	10
65+	6	10	8

	Sample	VOA Wkly. Aud.	RFA Wkly. Aud.
Education	%	%	%
No formal	19	15	14
Primary	57	54	56
Secondary	21	26	26
Technical	1	1	0
Higher	3	4	4
Ethnicity/Nationality			
Khmer	96	95	95
Other	4	5	5

	Sample	VOA Wkly. Aud.	RFA Wkly. Aud.
Residence	%	%	%
Urban	18	20	19
Rural	82	80	81
Language			
Khmer	96	95	96
Other	4	5	4

M E D I A U S E



Top Ten Media Outlets

1. TV27 Bayon
2. CTN
3. TV5
4. TVK
5. TV3
6. FM95 Radio Bayon
7. TV9
8. FM103 Radio Phnom Penh
9. RFA
10. TV11 Apsara

Top Ten Sources of News

1. CTN
2. TV 5
3. Bayon TV
4. TVK
5. RFA
6. VOA
7. FM103 Phnom Penh
8. FM 105 Beehive
9. FM 95 Bayon 21
10. Cambodia National Radio

Web Analytics

VOA
Wkly. Visitors 15,600
Wkly. Visits 38,300

RFA
Wkly. Visitors 43,400
Wkly. Visits 109,200

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): VERY HIGH RISK**
- Cambodia's Prime Minister Hun Sen and his Cambodian Peoples' Party (CPP) maintain a tight grip on political power in Cambodia. National elections are scheduled for 2013, but the main opposition leader, Sam Rainsy, has lived in exile for the past couple of years and faces imprisonment should he go to Cambodia. Thus, there is no effective opposition.
- There is little separation of powers in the government. Public confidence in the court system and the police remain low. The Cambodian government continues to silence critics through the targeted use of laws and detention. Freedom House described the rule of law in Cambodia as "marred by a inefficiency, corruption and a lack of independence."
- The legitimacy of the high profile Khmer Rouge trials is in doubt now that two international judges have resigned due to interference from the Cambodian government.
- BBG surveys found less than half of Cambodian adults (45 percent) believe "people like them" are free to discuss political opinions openly and 69 percent believe that official corruption is the biggest problem in Cambodia today.
- Chinese influence is growing economically and politically. In early 2010, China gave \$850 million in aid to the Cambodia after the Phnom Penh government repatriated to China 20 Uyghurs who had been seeking political asylum.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 55.00 (117/179)**
- In 2011, press freedom in Cambodia continued to backslide. While Cambodia still enjoys more media freedom than neighboring Vietnam and Laos, Freedom House's most recent Freedom of the Press Index reduced its status from "partly free" to "not free" as violence against journalists has increased.
- As the domestic media becomes more restricted, the role of international media as sources of news and information is even more vital. VOA and RFA are the most trusted sources of news in the country.
- The FM radio market, particularly in the capital of Phnom Penh, has become increasingly competitive. There are at least 54 radio stations operating in Cambodia with approximately 30 broadcasting in the capital, Phnom Penh. The majority of stations both in Phnom Penh and beyond broadcast on FM.
- However, in line with the increasing strength of the CCP and declining media freedom, most domestic radio stations are under strong government control. Many, including FM 96, FM 97, FM 98, FM 99 and FM 103 are perceived as affiliated with Cambodian People's Party, the major ruling party. There are however several independent local stations such as FM 90, FM 93.5 and Radio Beehive FM 105. RFA and VOA remain two of the most widely heard international stations in Cambodia.
- Almost all Cambodian households (95 percent) have at least one mobile phone. Mobile phone users are increasingly using smart phones and accessing mobile data.
- Internet penetration in Cambodia is still limited, but mobile use now outstrips access in Internet cafes. Although Internet cafes are beginning to appear in ever more far-flung provincial towns, regular Internet use is still largely confined to the capital and a few larger cities such as Siem Reap and Battambang.