

P R O F I L E



Language of Broadcast: Albanian to Kosovo, Bosnian, Macedonian, Montenegrin, and Serbian

Content: Albanian to Kosovo: 10.5 hours original radio; 5 hours TV; Macedonian: 7 hours original radio; 10 minutes TV; Serbian: 7 hours original radio Montenegrin: 3.5 hours original radio; South Slavic Regional program: 12 hours original radio

Distribution: 193 affiliates (150 FM, 43 TV) RFE/RL's delivery includes affiliates in Bosnia and Herzegovina (49 FM, 29 TV), Kosovo (37 FM), Macedonia (5 FM, 13 TV), Montenegro (12 FM), and Serbia (47 FM, 1 TV), in addition to HotBird and Internet with streaming audio.

Web: All of the Balkan Services are active on Facebook and Twitter, have mobile sites, and have branded YouTube pages in process.

Staff: 12+

Budget: \$4,525,000+

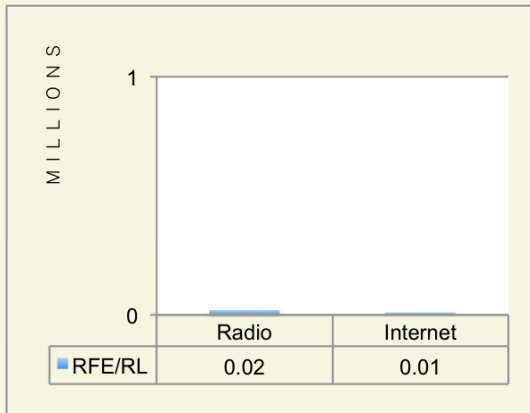
Established: 1994 to present

† Numbers reflect RFE/RL Balkans service totals which include Albanian, Bosnian, Macedonian, Montenegrin and Serbian.

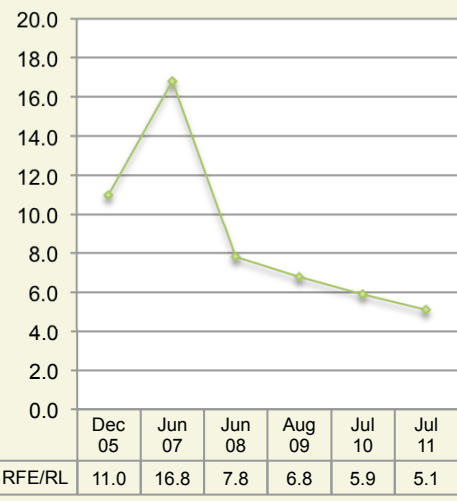


P E R F O R M A N C E D A T A (Using Data from Montenegro, July 2011)

Audience Size*



Weekly Reach %



Weekly Reach by Media (%)*

	RFE/RL
Radio	3.8
TV	na
Internet	1.5
Total	5.1

Awareness (%)

	RFE/RL
	65

Montenegrin

Credibility

Percentage of surveyed weekly audience that finds broadcasts credible (%)

	RFE/RL
Radio	93
TV	na

Understanding

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)

	RFE/RL
Current Events	96
Current Events in Montenegro	92

Quality

Combined Scores from audience panel

	RFE/RL
Radio	3.4
TV	na

*VOA Serbian attracts a weekly total media audience of approximately 0.1 million in Montenegro, based on weekly reach of 27.5% (4.7% for radio, 26.6% for TV and 1.0% for Internet.)

Data are from a July 2011 nationwide survey of adults (15+) in Montenegro.

Montenegrin Broadcasting

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

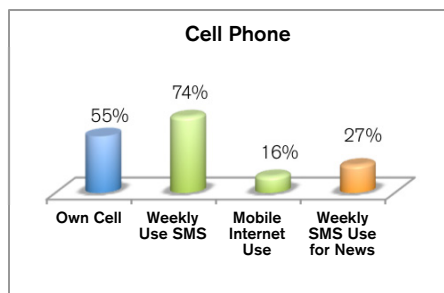
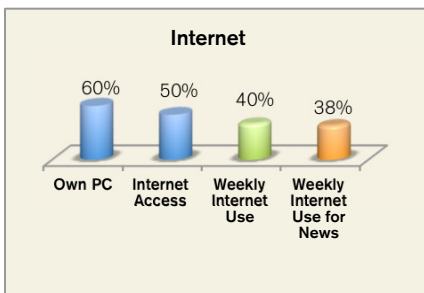
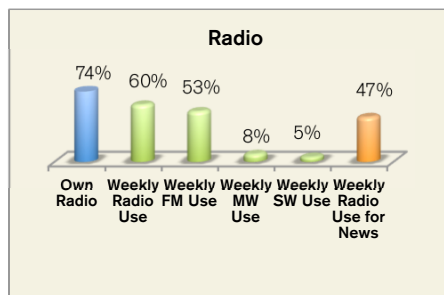
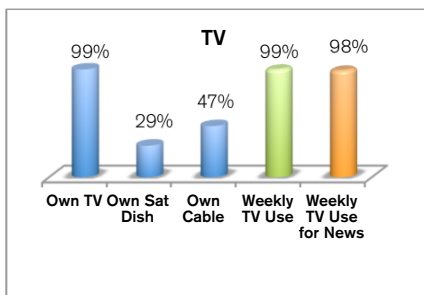
Total Population of Montenegro: 0.6 million

	Sample	RFE/RL Weekly Audience
Sex	%	%
Male	49	64
Female	51	36
Age		
15-24	19	10
25-34	21	15
35-44	16	15
45-54	17	23
55-64	16	18
65+	12	18

	Sample	RFE/RL Weekly Audience
Education	%	%
Elementary	25	10
Secondary	53	60
Higher	22	30
Ethnicity/Nationality		
Montenegrin	55	45
Serbian	27	35
Other	13	8

	Sample	RFE/RL Weekly Audience
Residence	%	%
Urban	62	72
Rural	38	28
Language		
Mon/Ser/Bos/Cro	97	90
Other	3	10

M E D I A U S E



Top Ten Media Outlets

1. TV In
2. TV Crna Gora (1 program)
3. TV Vijesti
4. Atlas TV
5. TV Pink Montenegro
6. TV Crna Gora (2 program)
7. Vijesti
8. Dan
9. TV B92
10. RTS (TV Beograd) 1 or 2

Top Ten Sources of News

1. TV Vijesti
2. TV Crne Gore
3. TV In
4. Vijesti (newspaper)
5. Dan
6. TV Pink Montenegro
7. TV Atlas
8. Pobjeda (newspaper)
9. Radio Crne Gore
10. Vecernje Novosti

Web Analytics

Weekly Visitors 19,200+

Weekly Visits 52,500+

† Numbers reflect RFE/RL Balkans service totals which include Albanian, Bosnian, Macedonian, Montenegrin and Serbian.

C O N T E X T

↓ **Stability**

↑ **Political Freedom**

↔ **Press Freedom**

↑ **Ease of Distribution**

↑ **Competition**

Political Situation

- **Freedom House Political Freedom Index (2011): FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- Montenegro went through a government transition in 2011, with Igor Lukšić as the new Prime Minister. The new government set forth an ambitious agenda that includes greater cooperation with civil society, though challenges remain. Corruption continues to be a serious problem; one that the new government promised to attack.
- Montenegro continues in its trajectory toward NATO and EU membership, including the implementation of further political reforms required for EU accession. The reform progress led the European Commission to recommend the start of accession negotiations in October 2011.

Media Environment

- **Freedom House Press Freedom Index (2011): PARTLY FREE**
- **Reporters Without Borders Index (2011): 39.00 (107/179)**
- Montenegro made an important step towards increased media freedom when it decriminalized libel in spring 2011. However, with Montenegro's rather poor record on implementing media protection laws, it remains to be seen how this legal reform will be executed once put to the test.
- Apart from yet more market entrants, there have been few real changes in the Montenegrin media environment. The market remains very crowded, which not only leads to audience fragmentation but also to little economic viability for many outlets that need to seek alliances with powerful political and business figures to ensure their financial survival.