

P R O F I L E



Language of Broadcast: Russian

Content: 2 hours of original video and Russian features per week; 2.75 hours of audio podcast; Internet.

Distribution: Robust multimedia website anchors multi-channel digital distribution strategy:

Social Media: Maintains VOA blogs and participation in social networks VKontakte, Facebook, Moi Mir, Twitter, and RuTvit, often using them to crowdsource content.

Mobile Phones: Multimedia mobile website targets cell phone users in rapidly growing Russian mobile web market.

Video: Branded YouTube channel where Russians can embed VOA videos on other websites and blogs. Service video is also reproduced on a Russian video news site, newstube.ru. Content is also frequently republished on popular Russian websites, including inosmi.ru, lentaru and gazeta.ru (over half a million video views per month.)

Staff: 20

Budget: \$3,514,000

Established: 1947 to present



Language of Broadcast: Russian

Content: 88 hrs. of original and 80 hrs. of repeat radio prog. per week; Internet

Distribution: 4 affiliates (1 FM, 1 MW, 2 cable TV), 2 to 4 SW frequencies, Satellite

RFE/RL's delivery includes affiliates, plus our 24-hour MW in Moscow, full audio streams available on municipal intranets, multiple SW frequencies, HotBird, AsiaSat in addition to Internet with streaming audio.

New Media: Svoboda's interactive and multimedia website had almost 30 million visits in 2010. Their content is republished daily on leading news sites, with active blogs carried on their own and other sites. Svoboda is closely followed on popular social networking sites and has recently expanded its offerings with live streaming video to cover breaking events as they unfold and



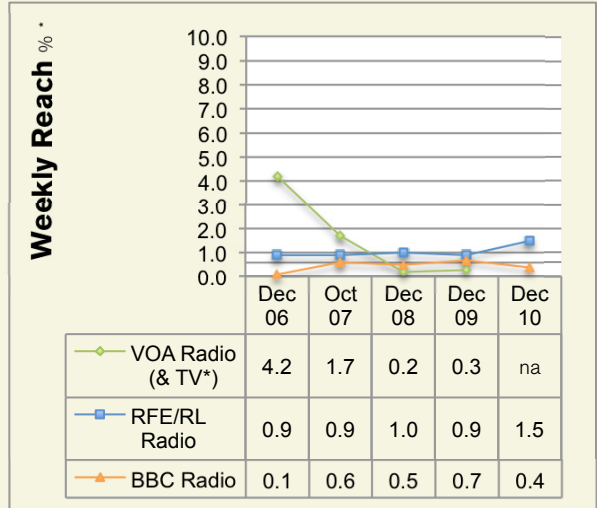
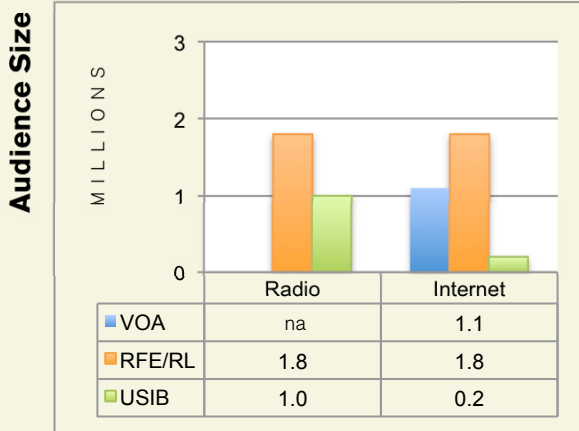
external widget placement which embeds content on local sites. It also has a mobile site and branded YouTube channel.

Staff: 28

Budget: \$7,809,000

Established: 1953 to present

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



Weekly Reach by Media (%)			
	VOA	RFE/RL	USIB
Radio	na	1.5	1.5
Internet	0.9	1.5	1.6
Total	0.9	2.5	2.6

Awareness (%)	
VOA	RFE/RL
47	64

Russian

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

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

Quality	Combined Scores from audience panel	
	VOA	RFE/RL
	Radio	na
TV	2.9	na

*Weekly reach for VOA included TV until December, 2008. December 2009 VOA radio reach may reflect unofficial rebroadcast of podcast.

**Samples of VOA and RFE/RL weekly listeners in the survey are too small for meaningful analysis.

Data are from a December 2010 nationwide survey of adults (15+) in Russia.

Russian Broadcasting

Total Population of Target Country: 142.8 million

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

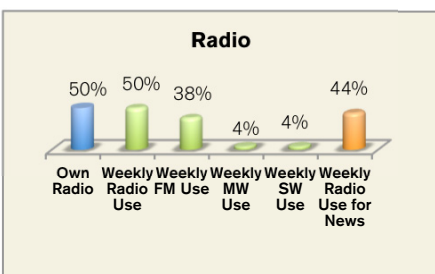
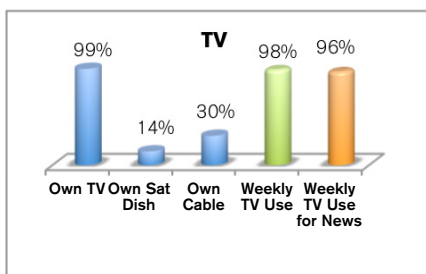
	Sam.	VOA Annual Aud.**	RFE/RL Weekly Aud.**
Sex	%	%	%
Male	46	65	52
Female	54	35	48
Age			
15-24	18	41	16
25-34	19	33	22
35-44	15	16	7
45-54	17	7	27
55-64	14	3	11
65+	15	0	16

	Sam.	VOA Annual Aud.**	RFE/RL Weekly Aud.**
Education	%	%	%
None	0	0	0
Primary	10	8	7
Secondary	63	43	51
Coll./Univ.	25	49	43
Ethnicity/Nationality			
Russian	88	71	92
Other	12	29	8

	Sam.	VOA Annual Aud.**	RFE/RL Weekly Aud.**
Residence	%	%	%
Urban	75	64	76
Rural	25	36	24
Language			
Russian	96	100	100
Other	4	7	5

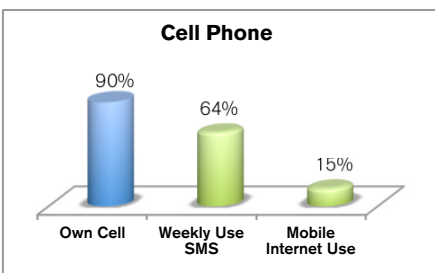
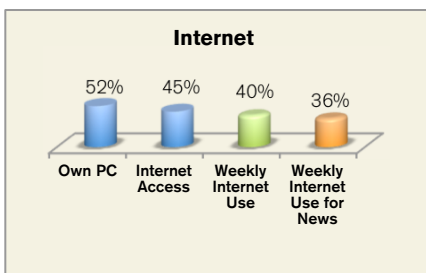
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M E D I A U S E



Top Seven Media Outlets

1. Pervyi Kanal
2. Rossiya
3. NTV
4. Ren-TV
5. Radio Rosssii
6. Radio Mayak
7. Euronews TV



Web Analytics

VOA Weekly Visitors	166,800
Weekly Visits	233,300
RFE/RL Weekly Visitors	311,600
Weekly Visits	805,400

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2012): NOT FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- The Russian state remains characterized by lack of political pluralism, widespread corruption, and arbitrary use of the legal and regulatory system for rewarding clients and punishing perceived opponents, in the view of Reporters Without Borders. Freedom of assembly and political association are denied, restricted or manipulated by the authorities.
- The September 2011 announcement of then President Dmitry Medvedev's intention to again "swap" of positions with then Prime Minister Vladimir Putin, followed by systematic manipulation of December elections for the lower house that preserved a small majority for the ruling party, led to a broad-based protest movement against fraud and corruption of the political system unprecedented since Putin's rise to power. Putin's election in March 2012 reinforced dissident forces' resolve and continued erosion of support among many who had been drawn to the once-again President as a force for stability and growth.
- The violence widespread in the North Caucasus continues to take the lives of hundreds of officials, insurgents and civilians in Chechnya, Ingushetia, Dagestan and Kabardino-Balkaria. Its spillover into heartlands of the Russian Federation—as with the January 2011 bomb attack at Moscow's Domodedovo Airport that killed at least 37 people—remains a source of fear for ordinary Russians and a pretext for restrictions of personal freedoms and harsh responses to political challenges in the affected regions.

Media Environment

- **Freedom House Press Freedom Index (2012): NOT FREE**
- **Reporters Without Borders Index (2011): 66.00 (142/179)**
- As it is by far the most popular medium and source of news for Russians, television remains the prime target of ruling authorities' pressures against alternative information sources. A small number of newspapers (e.g. *Novaya Gazeta*) and radio stations (e.g. Ekho Moskvy) are allowed some space for reporting and opinion outside the central government's controlled narrative.
- Radio continues its decline as an important source of news for Russians, and regular broadcast of foreign content is restricted as it is on television. Use of shortwave radio remains in the low single digits despite, the lack of diversity on domestic media.
- Internet continues to grow in reach and bandwidth, including outside of traditional media-rich centers of Moscow and St. Petersburg, and bears the fewest restrictions on diversity of information and viewpoints.
- Nonetheless, Internet sites and social media are being targeted by authorities, who have sought to develop systems for monitoring "extremist" content, prosecuted or sued bloggers and sites for violating defamation or "anti-extremism" laws. Authorities have sponsored cyber-attacks on independent or dissident pages or sites, for example on LiveJournal and *Novaya Gazeta*. Hackers attacked the website of the election monitoring organization Golos during 2011 elections. In March 2011, Reporters Without Borders added Russia to the list of countries "under surveillance" in its *Enemies of the Internet* report.