

P R O F I L E



Voice of America



**Language of Broadcast:** Tibetan

**Content:** 42 hrs. of original and 126 hrs. of repeat radio programming per week; 2 hrs. of original TV programming per week; Internet

**Distribution:**

3-4 IBB SW frequencies; TV via AsiaSat3, 24-7 satellite audio streaming, 8 hours daily satellite audio/text via TelStar 18

**Radio:** 6 hours of original radio daily on up to 4 SW frequencies, also available via 24/7 satellite.

**TV:** VOA *Kunleng* is the only Tibetan language TV program in Tibet not controlled by the Chinese Communist Party. Broadcast 2 hours weekly and replayed an additional 14 hours weekly, it is viewed in all 3 major Tibetan regions and in the exile community which has strong contacts with those inside Tibet.

**New Media:** A multimedia website, Facebook page, Twitter, YouTube, a Tibetan blog that delivers audio and video content, email newsletter. iPhone app waiting for approval from Apple.

**Staff:** 22 **Budget:** \$3,320,000

**Established:** 1991 to present



**Language of Broadcast:**

Tibetan (in 3 major dialects of Amdo, Kham and Utsang)

**Content:** 35 hrs. of original and 35 hrs. of repeat radio programming per week; Satellite rebroadcasting; Internet

**Distribution:** 3- 5 IBB SW frequencies; Satellite rebroadcasting

**Radio:** 5 hours of original programs and 5 hours of repeat daily.

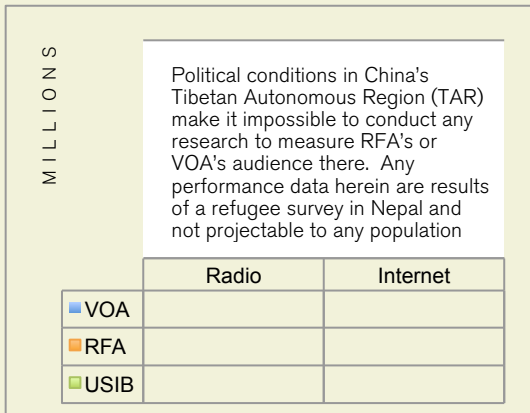
**Video:** 3 webcasts per week featuring photos and footage from inside the target area.

**New Media:** The Service currently maintains 5 blogs; newsletters sent on a daily basis; web and mobile sites and Facebook, Twitter, YouTube pages.

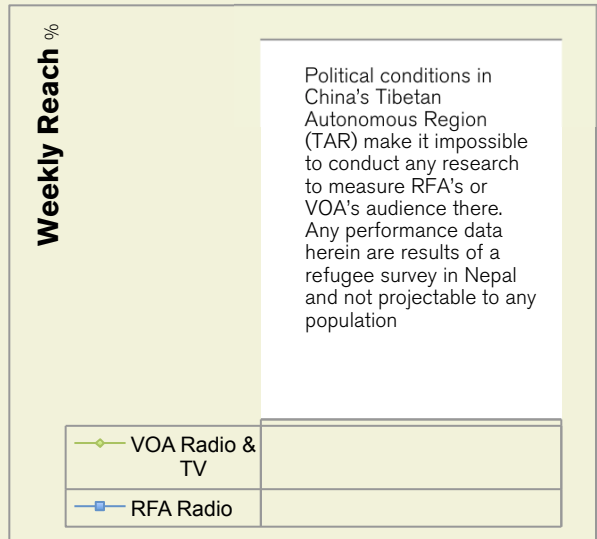


P E R F O R M A N C E D A T A\* (Using Data from Tibetan refugees Jan.-Dec. 2010)

**Audience Size**



**Weekly Reach**



**Weekly Reach by Media (%)**

	VOA	RFA	USIB
Radio	na	na	na
TV	na	na	na
Internet	na	na	na
Total	na	na	na

**Awareness (%)**

VOA	RFA
na	na

**Credibility**

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

	VOA	RFA
Radio	na	na
TV	na	na

**Understanding**

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

	VOA	RFA
Current Events	na	na
U.S. Culture (VOA) or Current Events in Region (RFA)	na	na
U.S. Policies	na	na

**Quality**

Combined Scores from audience panel

	VOA	RFA
Radio	3.2	3.2
TV	3.2	na

Tibetan

\*Data are from a non-probability sample of Tibetan refugees in Nepal and cannot be used to project audience size or for trend analysis.

Data are from a non-probability sample of newly arrived Tibetan refugees in Nepal, conducted from January-December 2010.

# Tibetan Broadcasting

Total Population of Tibet Province: See note\*\*

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

	Sample	VOA Weekly Aud.	RFA Weekly Aud.
<b>Sex</b>	%	%	%
<b>Male</b>	na	na	na
<b>Female</b>	na	na	na
<b>Age</b>			
<b>15-29</b>	na	na	na
<b>30-44</b>	na	na	na
<b>45-59</b>	na	na	na
<b>60+</b>	na	na	na

	Sample	VOA Weekly Aud.	RFA Weekly Aud.
<b>Education</b>	%	%	%
<b>None/Informal</b>	na	na	na
<b>Elementary</b>	na	na	na
<b>Secondary</b>	na	na	na
<b>Coll./Univ.</b>	na	na	na
<b>Monastic</b>	na	na	na
<b>Region of Origin</b>			
<b>Amdo</b>	na	na	na
<b>Kham</b>	na	na	na
<b>Utsang</b>	na	na	na

	Sample	VOA Weekly Aud.	RFA Weekly Aud.
<b>Residence</b>	%	%	%
<b>Urban</b>	na	na	na
<b>Rural</b>	na	na	na
<b>Nomadic</b>	na	na	na
<b>Language</b>			
<b>na</b>	na	na	na

\*\*Official 2000 census data suggest 2.4 million of the 5.4 million Tibetans in the PRC live in the Tibetan Autonomous Region (TAR), which consists of the provinces of Amdo, Khamke and Utsang.

## M E D I A U S E

TV	Radio	Internet	Cell Phone
Media use data is not available.	Media use data is not available.	Media use data is not available.	Media use data is not available.

### Web Analytics

<b>VOA Weekly Visitors</b>	7,000
<b>Weekly Visits</b>	20,800
<b>RFA Weekly Visitors</b>	5,900
<b>Weekly Visits</b>	12,900

Analysis of refugee data -- while not necessarily representative of the home Tibetan population - suggests that access to media -different than in the rest of China. Only 5% of Tibetan refugees, for example, reported weekly Internet access while 49% reported having satellite TV access.

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE (China)**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK (China)**
- Thirty-five Tibetans are confirmed to have self-immolated since February 27, 2009, to protest against Chinese rule. In response, Beijing has stepped up security in Tibetan-populated areas, ramped up "patriotic education" in schools and monasteries, and launched concerted attacks against the Dalai Lama as the mastermind behind the self-immolations.
- Throughout the Tibetan autonomous areas of the PRC and beyond, there are intensified jamming efforts and increased restrictions on access to foreign news websites. In domestic media outlets, the government has increased censorship and manipulation of the press and the internet; new interpretations of criminal laws have been used to limit discussions deemed as passing of intelligence injurious to the state.
- According to the State Department's 2010 Human Rights Report, "The government continued its severe cultural and religious repression of ethnic minorities in Xinjiang Uighur Autonomous Region (XUAR) and Tibetan areas."
- A few months after the 2008 protests preceded the Beijing Olympics, authorities announced severe penalties for spreading and listening to 'rumors.' Although article 35 of the PRC constitution guarantees freedom of speech, assembly, association and publication, such provisions are subordinated to the "national interest."
- Key Tibetan cultural leaders including writers, artists and educators continued to be arrested and prosecuted in 2010. Notable among these was Tragyal (Shogdung) arrested for inciting "splittism" after the release of his book critical of Chinese Tibetan policies. Kunchok Tsephel was sentenced to 15 years charged with disclosing state secrets related to his literary website Chodme 'butter lamp.'

### Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE (China)**
- **Reporters Without Borders Index (2011): 136.00 (174/179) (China)**
- Virtually all Chinese media sources are owned by the state. Xinhua, the official news agency, has the status of a government ministry. Recognizing the importance and potency of information, authorities have vigorously pursued a policy of expansion of domestic media offerings to compete with and, in many cases, overwhelm external sources.
- Control of information has intensified and broadened to include electronic/new media sources as well as traditional print and broadcast media outlets. There is increased censorship and manipulation of the press and the Internet.
- Authorities have increased the number of Tibetan language broadcasts on television and radio, as well as the number of Tibetan-language newspapers.
- PRC authorities in Tibet continue to spend significant amounts on radio jamming and hindering access to satellite television. Poor reception and jamming continue to be the biggest obstacles to audience growth in Tibet. The vast majority of regular listeners to VOA and RFA report their broadcasts are "not clear" or are difficult to hear.
- Authorities continue to crack down on the use of large satellite dishes, which most easily receive foreign broadcasts, replacing them with cable access or smaller Ku-band dishes.
- Recent research suggests that portable electronic media -- including DVDs are a key source of information for Tibetans and anecdotal evidence suggests that recordings of VOA Tibetan television and USB radio programs are spread this way.