

P R O F I L E



Language of Broadcast: Turkmen

Content: 11 hrs. of original and 45 hrs. of repeat; Internet

Distribution: RFE/RL's delivery includes 1 cross-border MW from Armenia covering the entire country, multiple SW frequencies, Yamal, HotBird, and AsiaSat.

New Media: Internet with proxies and streaming audio, mobile site, Facebook, and Twitter.

Staff: 9

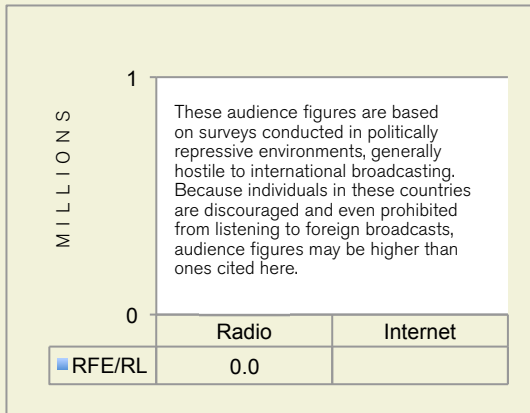
Budget: \$1,150,000

Established: 1953



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

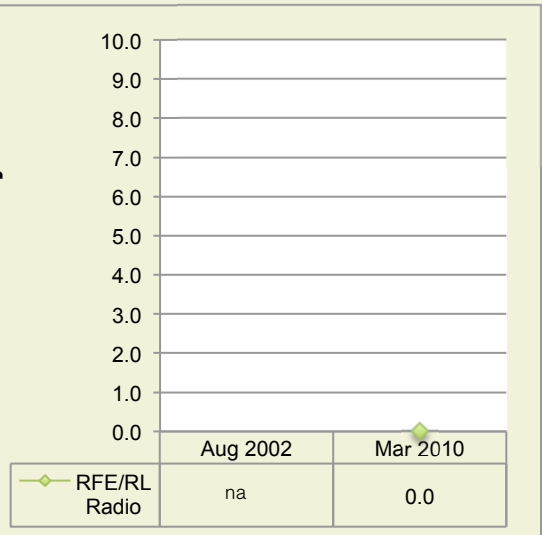
Audience Size



Weekly Reach by Media (%)

RFE/RL	
Radio	na
TV	na
Internet	na
Total	na

Weekly Reach % *



Awareness (%)

RFE/RL	
Awareness	na

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 Turkmenistan	na
U.S. Policies	na

Quality

Combined Scores from audience panel	
RFE/RL	
Radio	3.0
TV	na

*Insufficient data for trend analysis.

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

Data are from a March 2010 survey of adults (15+) in urban Turkmenistan.

Turkmen Broadcasting

Total Population of Turkmenistan: 5.1 million

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

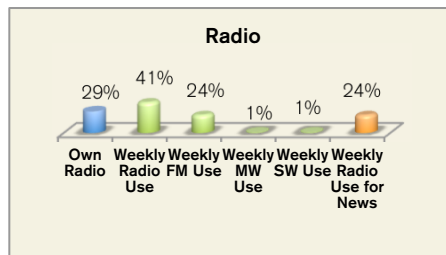
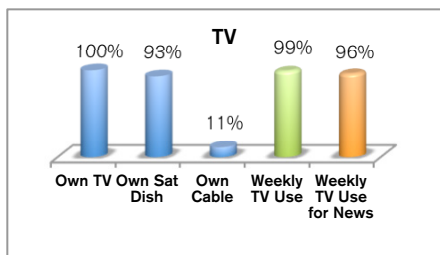
	Sample	RFE/RL Weekly Audience**
Sex	%	%
Male	48	na
Female	52	na
Age		
15-24	27	na
25-34	31	na
35-44	16	na
45-54	18	na
55-64	6	na
65+	2	na

	Sample	RFE/RL Weekly Audience**
Education	%	%
None/Primary	12	na
Secondary	44	na
Vocational	26	na
Coll./Univ.	18	na
Ethnicity/Nationality		
Turkmen	69	na
Russian	16	na
Uzbek	6	na
Other	8	na

	Sample	RFE/RL Weekly Audience**
Residence	%	%
Urban	100	na
Rural	na	na
Language		
Turkmen	63	na
Russian	32	na
Other	5	na

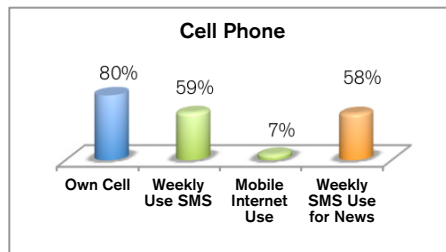
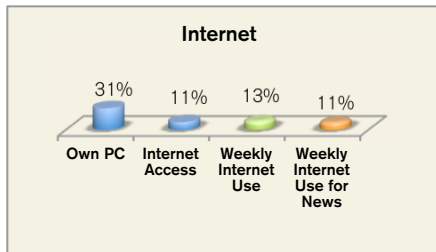
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M E D I A U S E



Top Ten Media Outlets

1. NTV
2. RTR
3. ORT-1 Evraziya
4. TV Turkmen Owazy
5. TV Altyn Asyr Turkmenistan
6. TV Ren
7. TV Yaslyk
8. TV Miras
9. Channel 4 Turkmenistan
10. TNT



Web Analytics

Weekly Visitors	2,100
Weekly Visits	5,200

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): HIGH RISK**
- President Berdimukhammedov, who came into office after Niyazov's death, focuses on ending the country's isolation and promoting the global position of Turkmenistan by using its natural gas reserves as leverage in political negotiations. In December 2009, Turkmenistan opened a pipeline to China, ending Russian monopoly on gas exports there and initiating the negotiations on potential gas exports to Europe.
- As relations between Turkmenistan and Russia have cooled, Turkmenistan has turned to NATO and the USA with an offer to provide logistical support for military activities in Afghanistan.
- Berdimukhammedov's efforts to improve Turkmenistan's internal situation are inconsistent and produce only modest outcomes. Turkmenistan's democratization process has stagnated, even though the new president succeeded in phasing out Niyazov's cult of personality. Elections are not free and fair, and corruption remains widespread.
- Civil liberties in the country are severely restricted: freedom of speech, academic freedom, freedom of religion, and freedom of association are not guaranteed. As the government promotes Turkic identity, all minorities are restricted in their access to education, employment, and public services.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 140.67 (177/179)**
- The government controls all broadcasts and printed media and the judicial system persecutes both independent media and non-government agencies involved in social or political activities.
- TV is the leading media in Turkmenistan with almost universal weekly reach. Radio listening in urban Turkmenistan is relatively high at 41 percent weekly; the majority listen on FM. However, only a quarter of the population relies on radio when following current events; the rest use it as a source of entertainment.