

P R O F I L E



Language of Broadcast: Vietnamese

Content: 10.5 hrs. of original radio programming per week; Internet

Distribution: 2 IBB MW

Radio: VOA Vietnamese broadcasts 2 daily radio programs for a total of 1.5 hours each day.

New Media: The Service also has a multimedia website with audio, video, photos and blogs, as well as a mobile website and daily email news headlines. The Service maintains 6 social media sites: Facebook, Twitter, Yahoo 360, GooglePlus and two YouTube video pages on which it posts its 4 web video products.

Staff: 14 **Budget:** \$1,671,000

Established: 1943 to 1946; 1951 to present



Language of Broadcast: Vietnamese

Content: 17.5 hrs. of original radio programming per week; 4 hours of original video webcast per week; Satellite rebroadcasting; Internet

Distribution: 1 MW affiliates in another country, 1-5 IBB SW frequencies, satellite rebroadcasting

Radio: The Service broadcasts 2 ½ hours of original programs daily.

Video: The Service is producing 2 video news webcasts five days a week, two weekly review programs, and 3 features weekly.



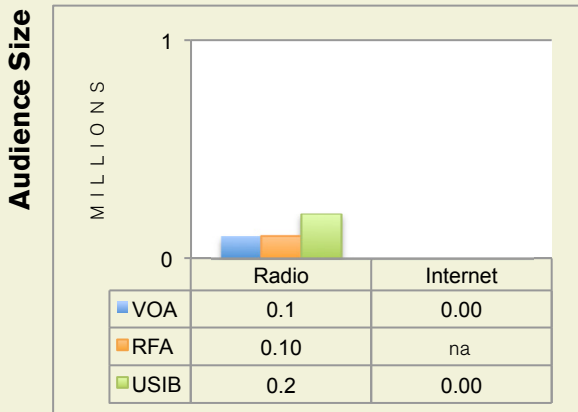
New Media: Includes a multimedia website; a mobile site; 9 Facebook pages; 2 Twitter accounts; YouTube channel; 3 blogs (rfavietnam.com, WordPress, Yahoo 360 Plus) with 9 bloggers (3 inside the country); and an e-newsletter five days a week with 60,000 subscribers.

Staff: 18 **Budget:** \$1,709,000

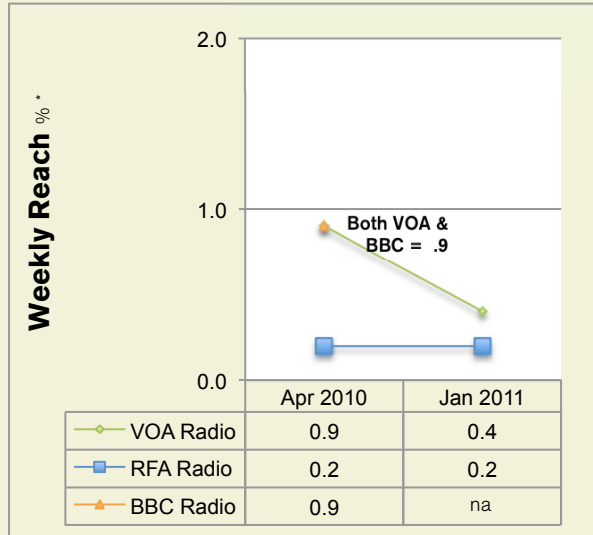
Established: 1997 to present

Audience figures are based on surveys conducted in politically repressive environments that are generally hostile to international broadcasting. Because individuals are discouraged or even prohibited by their government from listening to U.S. international broadcasts, actual audience numbers may be higher than the ones cited here.

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



Weekly Reach by Media (%)			
	VOA	RFA	USIB
Radio	0.4	0.2	0.6
TV	na	na	na
Internet	na	0.0	0.0
Total	0.4	0.2	0.6



Awareness (%)	
VOA	RFA
na	na

Vietnamese

Credibility	Percentage of surveyed weekly audience that finds broadcasts credible (%)**	
	VOA	RFA
	Radio	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 Events in Vietnam (RFA)	na	na
U.S. Policies	na	na	

Quality	Combined Scores from audience panel	
	VOA	RFA
	Radio	3.2
TV	na	na

Jan 2011 survey of adults (15-64) in 63 cities and provinces of Vietnam. Sample includes coverage of rural areas in these regions.

*Due to differences in the sample areas and in weighting among recent surveys, trend data are not available.
**Samples of VOA and RFA weekly listeners in the survey are too small for meaningful analysis.

Vietnamese Broadcasting

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

Total Population of Vietnam: 87.9 million

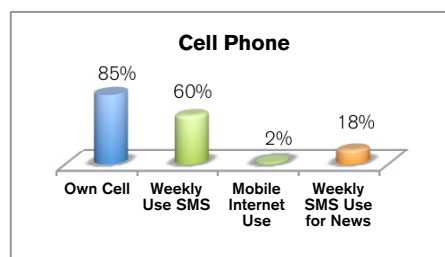
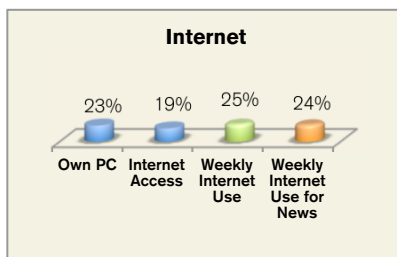
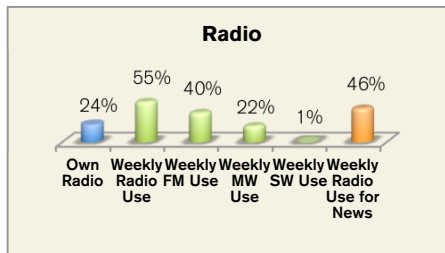
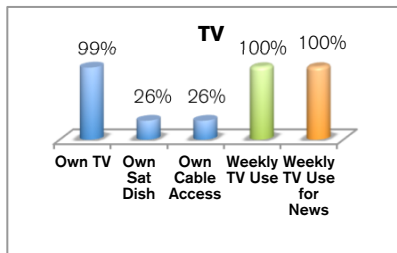
	Sam.	VOA Weekly Aud.**	RFA Weekly Aud.**
Sex	%	%	%
Male	50	na	na
Female	50	na	na
Age			
15-24	26	na	na
25-34	28	na	na
35-44	22	na	na
45-54	16	na	na

	Sam.	VOA Weekly Aud.**	RFA Weekly Aud.**
Education	%	%	%
No formal	9	na	na
Primary	34	na	na
Secondary	41	na	na
Vocational	5	na	na
Coll./Univ.	11	na	na
Ethnicity/Nationality			
na		na	na

	Sam.	VOA Weekly Aud.**	RFA Weekly Aud.**
Residence	%	%	%
Urban	31	na	na
Rural	69	na	na
Language			
Vietnamese	na	na	na
Chinese	na	na	na

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

M E D I A U S E



Top Ten Media Outlets

1. VTV
2. Local provincial TV
3. Other provincial TV
4. Regional radio stations
5. Voice of Vietnam
6. VCTV
7. HCMC Cable TV
8. SCTVC
9. MTV
10. Hanoi Cable TV

Web Analytics

VOA Weekly Visitors	159,500
Weekly Visits	396,400
RFA Weekly Visitors	165,600
Weekly Visits	361,300

C O N T E X T



Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK**
- Vietnam has a one-party, authoritarian government, which strictly limits the freedoms of its citizens. The State Department's most recent human rights report noted a crackdown on dissent. "Individuals were arbitrarily detained for political activities and denied the right to fair and expeditious trials." The report also noted "political influence, endemic corruption, and inefficiency" which it said "strongly distorted the judicial system."
- Vietnamese living standards have risen rapidly since the mid-1980s when the government launched its Doi Moi reforms. The rapid growth in manufacturing of consumer goods for international markets expanded employment and entrepreneurial opportunities for Vietnamese, but the global recession has slowed foreign investment and demand for goods dramatically.
- Vietnam has held joint military exercises with the United States Navy in the South China Sea, where its claims to the oil and mineral-rich Spratly Islands have conflicted with China. China's naval activities in the disputed waterway prompted hundreds of anti-China protesters to take to the streets in Hanoi last summer. While Vietnamese initially tolerated these activities, the government eventually arrested dozens.
- Vietnam has had numerous disputes with members of the Catholic Church over land claims and other issues. Currently, 17 young Vietnamese – mostly Catholic activists arrested since last July -- await trial in Hanoi on charges of "carrying out activities aimed at overthrowing the people's administration" or for establishing or joining organizations with the "intent" to do so.

Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2011): 114.00 (172/179)**
- There are no independent, privately run media outlets in Vietnam. Virtually all media outlets are under direct government control, including the managing and supervising of all publication and broadcasting activities. Reporters Without Borders ranked Vietnam 172 out of 179 countries in its 2011-2012 World Press Freedom Index. Freedom House's Press Freedom Index categorizes Vietnam as "not free."
- Last summer, under pressure from China, Hanoi also arrested two journalists for reporting on China's abuse of Falun Gong practitioners.
- The government is hostile toward RFA, VOA and other international broadcasters who continue to face numerous obstacles in their efforts to disseminate news content (whether via radio or internet).
- The government has been cracking down on Internet bloggers in particular, with the second largest number of imprisoned bloggers in a country outside China.
- Although the Vietnamese government has restricted private access to satellite dishes, satellite penetration is now 26%, with most using small Ku band dishes.
- Mobile phone ownership is very high in Vietnam—85 percent of households have at least one mobile phone; 70 percent of adults have their own personal mobile phone. There is relatively little difference between urban (93 percent of households) and rural areas (82 percent) in mobile penetration.