



Association for International Broadcasting

THE BUSINESS OF RADIO

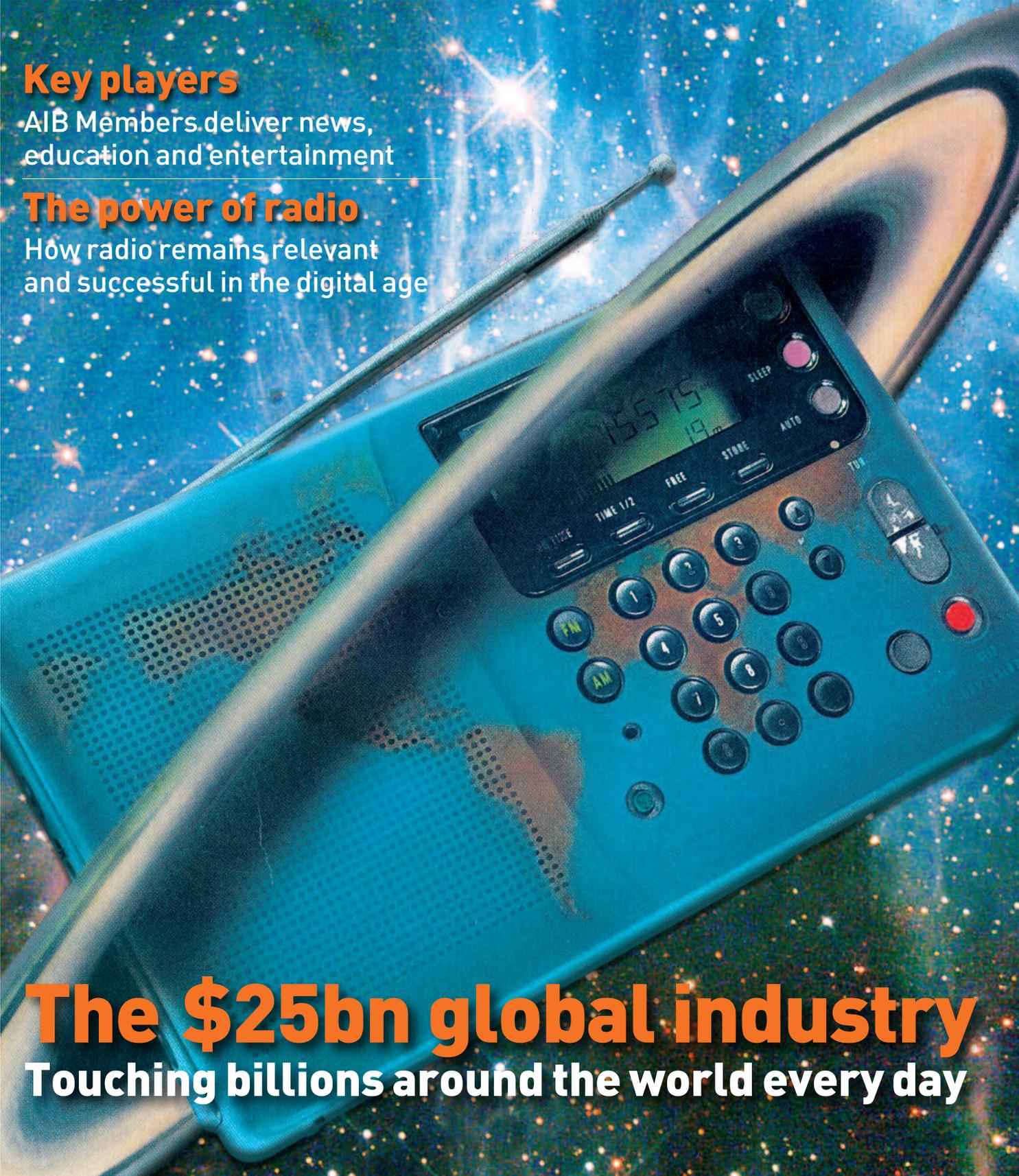
A SPECIAL AIB PUBLICATION MARKING WORLD RADIO DAY 2016

Key players

AIB Members deliver news, education and entertainment

The power of radio

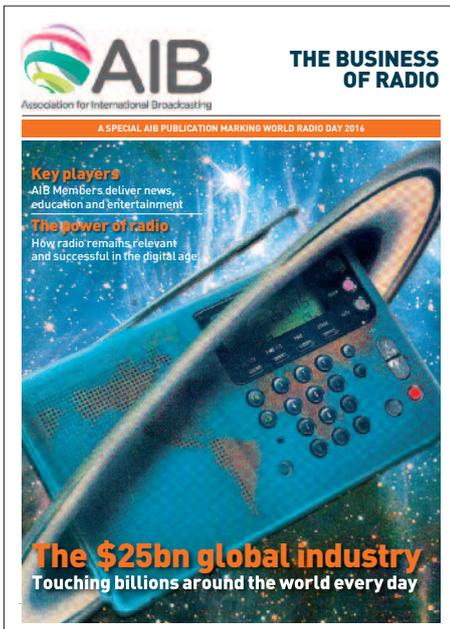
How radio remains relevant and successful in the digital age



The \$25bn global industry
Touching billions around the world every day



**Dedicated to the memory of
Sir Terry Wogan
1938-2016**



Celebrating Radio is published by AIB, the Association for International Broadcasting. AIB is a not-for-profit, non-governmental organisation that represents, promotes and supports its members.

Through this magazine and its online publications AIB reaches in excess of 26,000 people working in electronic media globally: media executives, producers, editors, journalists, technical directors, regulators, politicians and academics. Talk to us to explore how AIB can help you reach the key individuals you need to influence and to find out about the outstanding, highly cost-effective benefits of AIB membership.

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WELCOME

Radio is the world's oldest electronic mass medium and it remains central to billions of people's lives around the world. Radio informs, entertains and educates them throughout the day and night.

Radio has a range of unique attributes. Among them is radio's immediacy and intimacy, encouraging a one-to-one relationship between listener and presenter that no other medium can match. In many countries, radio is empowering, delivering education and information that's relevant to audiences.

Radio is also big business. Ofcom, the UK media regulator, suggests that in 16 out of 18 countries it studied, radio revenue has increased every year since 2010. The regulator goes on to say that in 2014, global radio revenues totalled £28.1bn (around US\$40bn), with a growth noted each year since 2010. These increasing global revenues demonstrate clearly that radio is a significant industry that is maintaining – and growing – its important, central place in the global media marketplace.

So radio is very much alive and we at the Association for International Broadcasting feel that it is important to mark World Radio Day 2016. A number of the AIB's Members operate radio services, reaching domestic or international audiences. They touch people every day, with news, information and entertainment. In some parts of the world, they provide a lifeline to people in need – in refugee camps, for example, where sources of news and information are severely limited.

Radio continues to evolve, as audiences' expectations increase and the need for information grows. This booklet reports on some of the work that AIB Members are doing in radio across the planet and provides data on their services.

If by chance you thought radio was 'old hat', you will be surprised how varied and up-to-the-minute it actually is.

And if you ever get stranded anywhere remote, be sure to have a radio about your person!

“Radio is big business, maintaining and growing its global revenues”



GUNDA CANNON EDITOR



RADIO MEANS BUSINESS

Radio, as the oldest form of electronic mass media, has a great deal to live up to in the digital age. Yet when it comes to telling stories, informing and entertaining – and, importantly, garnering the trust of its audiences – radio’s core qualities endure. **Simon Spanswick** takes a closer look



As we mark World Radio Day 2016, radio can hold its head high. It is the oldest electronic mass medium, with an extraordinary heritage that stretches back almost a century. Combine that heritage with radio's remarkable attributes of immediacy, personality, reach and discovery, and the opportunity exists for radio broadcasters to connect with audiences in a way that no other mass medium can. Studies undertaken in many different regions of the world tell the same story: radio creates a more 'human' relationship with its audience.

That human touch sustained radio through the arrival of television (a challenge many said would knock radio out of the water). That same human face continues to keep radio relevant in today's age of digital platforms and social media (when once again naysayers are talking of the demise of the radio medium).

Radio's relevance is convincingly demonstrated by the billions of people around the world who tune every day to tens of thousands of radio stations. News bulletins keep people up-to-date; weather reports help listeners plan their day (and take action when the weather is about to deteriorate); and music keeps them entertained. From the Pampas of Argentina to the islands of the Pacific, radio is both vital and vibrant. Radio stations large and small compete for the attention of listeners who, just about everywhere, have immense choice of what to listen to. And for the listener – importantly – radio is free to consume and the equipment to receive radio very affordable.

This low cost access to radio is one of the medium's fundamental advantages in today's data-driven world. There are, quite simply, countless radio sets in use in people's homes, cars and workplaces around the world. A simple radio costs just a few dollars and many people have an FM radio incorporated into their mobile phone. Radio is ubiquitous.

That ubiquity enhances radio's value, both to consumers and to business. It means big audiences for programmes and therefore, on commercial stations, advertisers.

BIG BUSINESS

That 'free to listen' proposition helps drive the radio industry as commercially successful. Estimates suggest that, globally, radio generates revenues in excess of US\$25bn every year. In India, where private radio is relatively young, PwC says that the commercial radio industry alone is worth around INR16.2bn (US\$253m). All India Radio's budget is not much less, at around US\$238m, so India's radio business is worth around US\$491m.

In Australia, advertising revenue on commercial radio in metropolitan areas for the first six months of 2015 reached A\$391m (US\$272m). ▶

In the UK, commercial radio revenue stands at around £483m while the BBC's spend on its domestic radio services is about £725m .

In many markets, radio revenues are growing, bucking the trend that exists in some sectors of the media, such as print.

Direct revenues are not the only business issue that we need to consider when looking at the radio industry. Companies that supply products and services to radio broadcasters – from transmission providers to news agencies – play a significant role across the industry, helping generate revenues, stimulate research and development and create jobs.

Independent producers of programmes also benefit from the robust radio industry in many parts of the world, as more broadcasters seek new ideas from outside their organisations to keep schedules fresh and inspirational.

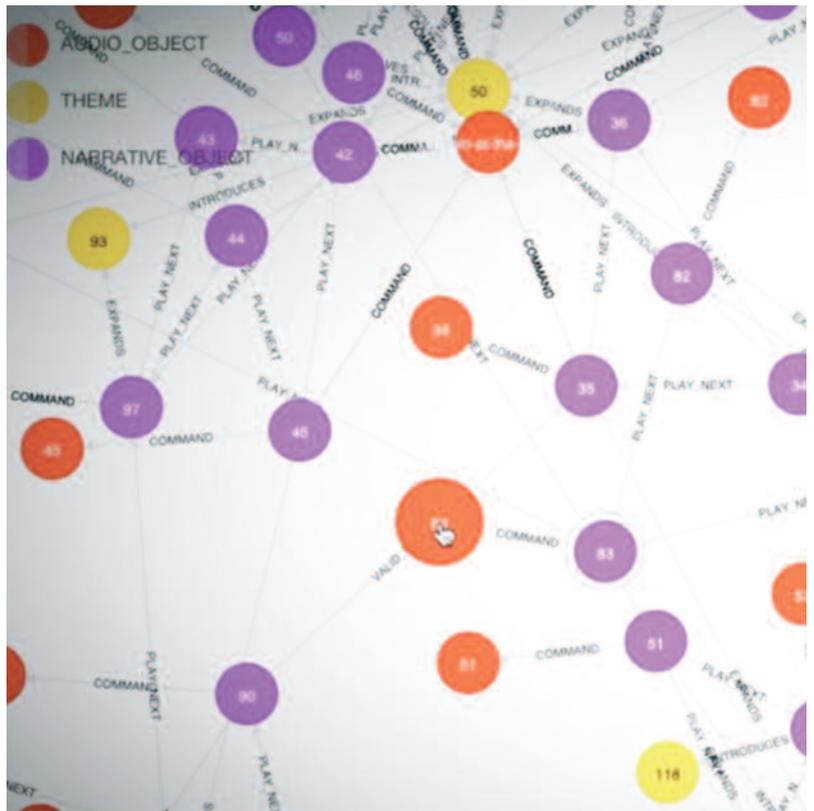
With so much music played on radio stations locally, nationally and even internationally, the music industry accrues benefits from radio. A good number of artists owe their successful careers to radio after their songs were broadcast on national stations for the first time. Some, like Taylor Swift, have decided that online streaming services like Spotify simply don't provide fair payment for artists.

This is another area where radio scores – payment for music played on radio has been successfully negotiated by performing rights societies around the world, with collection systems in place that reward musicians and performers for the needle-time that their work receives.

ROBUST RESPONSE

There is no doubting the fact that radio faces competition for the attention of its audience in huge areas of the world. Television is booming in previously 'radio-only' areas of Africa, Asia and Latin America. Tablets and mobiles are becoming commonplace

“ It's the free-to-air offer that helps make radio a commercial success ”



everywhere, bringing with them a wealth of choice of content – provided, of course, you can afford the data costs or the subscription fees.

Radio is responding robustly to these – and other – challenges by innovating to ensure its relevance in the always-on 21st century.

Webcams in studios were introduced some years ago, providing listeners with a behind the scenes view of what the presenter does in the studio. Today, those experiments have been extended to live streaming and on-demand video. In Paris, news and current affairs station Europe 1 provides videos of key interviews distributed via on-demand platforms such as Dailymotion with links from Facebook.

In the UK, the flagship news and current affairs programme *Today* on BBC Radio 4 has had HD cameras installed for some time and routinely produces video recordings of high profile interviews and stories that are available on demand via the BBC website and on social platforms such as Facebook.

In music, live sessions by top

performers are recorded for and broadcast on the BBC's pop music stations Radio 1 and Radio 2 as well as being made available in video online and on digital TV.

IMAGINATIVE INNOVATION

At the same time as these video initiatives supporting radio programmes, technological developments are being harnessed to deliver an ever better service to audiences. The BBC's Responsive Radio project allows listeners to choose the length of the spoken word radio programme they want to hear on demand. A documentary programme that is, for example, 28' or 57' in duration can be shortened automatically using something the BBC's Research and Development department calls object-based broadcasting. Listeners might want to download a programme for a specific journey on the bus or train.

Suppose that listener's journey is 18'. Using Responsive Radio, the listener can choose to listen to the same programme, changing the amount of detail it gives them to fit the length of time they want to listen. Since programmes are made up of different items – or objects –



such as clips, music, narration and so on, Responsive Radio will select the parts that enable the story to be told in a shorter time. To many programme makers, this idea may sound strange. Yet the BBC's producers are enthused by the prospect of enabling more people to listen to their programmes in more places and at more times of the day or night.

With these initiatives the BBC, along with other broadcasters, is making a clear statement: radio is no longer a single platform proposition.

SOCIAL PURPOSE

As technological advances continue to cement radio's place in the digital age, its social purpose remains core to the medium's success. Radio provides a public space for the airing of ideas, exchanging information, sharing knowledge. Its universal availability on a free-to-air basis means that no artificial filters – of the type sometimes created by often self-serving digital social networks – are put in the way of the audience discovering and sharing issues and ideas.

National radio broadcasters help to bring a nation together through shared experiences. Radio can create the water-cooler moment: “Did you hear that new song by Adele on the radio last night?” or “I cried when I listened to that report on the migrant crisis this morning.”

Often, radio journalism can spend longer exploring a story than television does, creating tremendous impact and long lasting impressions.

Radio can also serve as a call to action. Last year, the ambitious Radio Everyone project, masterminded by filmmaker Richard Curtis, brought radio stations across the world together for special programming to communicate the UN's Sustainable Development Goals to billions of people. The AIB worked with this not-for-profit project to ensure that Radio Everyone output was heard on stations across the world, using the AIB's global network of contacts in radio stations from Namibia to Singapore to get broadcasters to support the idea.

Lifeline broadcasting is another of radio's immense strengths. In times of natural disaster – think

◀ **Far left**
Object-based
broadcasting
creates
Responsive Radio
▲ **Top middle**
Europe1's visual
radio
Bottom middle
Listening in China
Far right
Chiwetel Ejiofor,
Freida Pinto and
Richard Curtis at
the launch of
Radio Everyone

tsunamis, earthquakes or volcanic eruptions – radio comes into its own. Mobile phone networks often fail, or are switched off, leaving radio as the only information service. In these situations, radio can help people survive, explaining what is happening, how listeners can mitigate the impacts of a disaster, where help is available and how to recover from the challenges posed. In these situations radio can help reunite families who have become separated – something that has been proven invaluable time and time again.

BENEFITING COMMUNITIES

Radio also has an immensely important role to play at the most local level – in small communities. The relatively low cost of building a radio station and of transmitting its signal enables communities to fund their own broadcasting hub, where the local regulatory regime permits this.

A number of community stations receive international development aid, such as Mustang Broadcasting Community in one of the most remote parts of Nepal. ▶



Funded by the Korea International Co-operation Agency and Munwha Broadcasting Corporation, Mustang is one of the most extraordinary community stations that we have come across. It operates in the town of Jonsom, more than 8,000 feet above sea level and close to the Himalayas. The unusual thing about Mustang is that its building complex is architect designed by a renowned South Korean architect and is perhaps one of the world's most beautiful radio stations. Mustang's key purposes do not differ from those of stations that operate from less remarkable buildings – delivering information to the local community about health and weather, and empowering the audience through coverage of local news and local culture.

REFLECTING THE WORLD

Radio remains a significant player on the global stage with radio stations across all continents offering international services in many languages. From 24 hour-a-day worldwide English-language stations to one hour-a-day local language services, international broadcasters deliver news, information, entertainment and sometimes education to audiences eager to have a fresh perspective on the world.

Over the past decade or so, international radio broadcasters have mostly moved away from the short wave transmissions to FM transmitters in their target countries, as well as delivering their programmes via online platforms and through partnerships with local stations – community, commercial and publicly-funded. Hundreds of millions of people around the world continue to rely on the programmes of international broadcasters – many of them Members of the Association for International Broadcasting – to tell them what's going on in the world, and even down the road.

International broadcasters have immense expertise in telling stories for their disparate audiences in



different markets and the need for their work has not diminished, despite the migration of audiences from short wave radio to other platforms.

Like community radio stations, international broadcasters play an invaluable role in times of crisis – think of the Ebola epidemic when international radio stations were among the first media outlets to break the story, and played an important role in giving listeners vital health information.

In areas of the world that can be described as 'un-free', international stations help to spread news and information that is otherwise not available, or is severely censored, particularly when the Internet is not widely accessible.

International stations are not just there for times of crisis. Day after day they provide a constantly available window on the world and help to build understanding of the issues of the day from Argentina to Armenia, Uganda to Uruguay. There is no question over the continuing need for international radio stations. They are vital components of the world's media landscape.

◀ Far left The impressive location of Mustang Broadcasting Community in Nepal

▲ Above inside a studio in the community broadcaster

REMARKABLE RESILIENCE

As we head towards the medium's second century, some may question whether radio has a future. At the AIB we say that radio is innovative, resilient and relevant. It will play a central part in the lives of billions of people across the planet for many years. This World Radio Day we salute everyone involved in the radio industry: presenters, producers, DJs, editors, engineers, executives, technologists, advertisers, and every other stakeholder in this senior service – the world's oldest electronic mass medium. Like the rest of the media industry radio faces the constant challenge to evolve. I am confident that the medium of radio is in safe hands. ■

Simon Spanswick is the chief executive of the Association for International Broadcasting. He started his broadcasting career freelancing for the BBC in 1982, and went on to develop and present the weekly media programme on BBC World Service. He continues to keep his hand in radio and TV production while leading the AIB's work around the world



SOCIAL PARTNERSHIP

In an ever more unstable world, where accurate news and information are a precious commodity, **RNW Media** is delivering both the technology and the content to encourage better conditions in challenging areas

RNW Media is the former Radio Netherlands Worldwide. In recent years, we have moved away from traditional international broadcasting towards a more targeted multimedia approach.

Of course, we still firmly believe in the power of radio, particularly in areas affected by war or natural disasters. We know that in the most dire and desperate circumstances, radio broadcasts can provide a glimmer of hope and peace.

RNW Media makes innovative use of traditional media. One of our innovations is a portable radio system known as 'radio in a box', or RIAB for short. It has been specially designed for use in countries where radio transmitters have been partially or completely destroyed by a conflict or disaster.

The radio station, less than a cubic metre in size, is equipped

with an FM transmitter, a mixing console, microphones, headphones, recorder sets and a laptop computer for editing. An extra, smaller box holds a power generator and cables.

During the past twelve years, RNW Media has delivered several RIAB systems to disaster-hit regions in Indonesia, Haiti, Chile and Nepal. The latest shipment went to the war-ravaged Syrian city of Aleppo last year.

RADIO IS ESSENTIAL

"We need radio," a local activist told RNW Media representatives at a conference for media NGOs providing relief and assistance to war-torn Syria. "We are a key source of news in Aleppo, but we can't post blog stories anymore. Online communication is dead because of power failures. But we need help as we've never made radio before."

RNW Media provided the equipment and the training, with assistance from IMS, a Danish non-profit media support group. This enabled the Aleppo Media Center to broadcast news and information, and beam a message of hope to the people who have stayed behind in the ruined city.

PARTNERSHIPS ARE KEY

Local and international partners are key to making these projects work. In recent years, RNW Media has teamed up with various organisations to produce radio broadcasts in several troublespots, including Libya, Yemen and Central Africa.

These programmes fill an acute information vacuum. They reach a wider audience than our usual target group of 15 to 30-year olds. But the objective remains the same: providing a reliable and independent news source that can contribute to better living conditions.

In most of its target countries, RNW Media reaches the young generation through online platforms such as social media. But in areas of conflict or disaster where connectivity is low or non-existent, radio remains by far the most effective and powerful tool.

SOCIAL CHANGE

Radio is also one of the media that RNW Media uses to promote social change in countries where freedom of speech is restricted. Radio is a direct and powerful tool for communication, particularly in areas with little or no connectivity.

RNW Media is the successor organisation to Radio Netherlands Worldwide, an international broadcaster with a heritage stretching back almost 70 years. We use its expertise to reach our young audiences in the Middle East and Africa through radio. We do this in close collaboration with local partners, who know best what our target groups need.

SYRIA

One of our projects is Ma3akom, the only dedicated independent satellite channel broadcasting to

Syria and millions of Syrian refugees in surrounding countries. Ma3akom offers reliable, objective news with a focus on freedom of expression, human rights and the personal stories behind the conflict.

Our main partner is Radio Rozana, an independent broadcaster based in Paris, which has a network of around 40 reporters in Syria. These local correspondents zoom in on the daily lives of ordinary Syrians, who regularly join our shows to have their say.

More than 95 percent of the Syrian population have access to satellite TV and thus are able to receive Ma3akom. The same goes for three quarters of the millions of Syrian refugees in surrounding countries. Ma3akom gives them access to an alternative perspective.

LIBYA

Another successful RNW Media project is *Huna Libya*, a live one-hour magazine programme broadcast to Libya every Monday via satellite, FM and Livestream. It is an interactive radio show catering for a young audience, who contribute through phone-ins, Facebook posts or WhatsApp and Viber voice messages.

Huna Libya has a fixed format, featuring reports, vox pops and in-depth interviews with politicians, including government ministers.

Launched in May 2015 in partnership with Al-Wasat and other local media, the programme has been a major success, hitting 100K likes on Facebook and winning nominations for two major international awards.

FRANCOPHONE AFRICA

One of the RNW Media evergreens is *Rencontres & Profils*, an evocative interactive radio programme made in Africa by young Africans. The 15-minute show is in-depth, interactive and incorporates social media. Its storytelling formats include interview, discussion and testimony.

Rencontres & Profils is broadcast by around 200 stations in



◀ **Main Image**
Despair in Aleppo
▲ **Top right**
Karima Idrissi,
presenter on
Huna Libya
Bottom right
Daniel Maissan
training a Radio-
in-a-Box user

francophone Africa each week. That number has remained steady over the years. Coordination is in the hands of seasoned Benin-based radio producer Razzack Saïzonou.

RNW Media is always looking for innovative ways to help transform societies and improve lives. In a closed society like Cuba, for instance, we make up for the lack of connectivity by distributing audio items on external hard drives and USB drives which are passed from person to person. The audio contains personal stories of young change-makers discussing sensitive issues as well as the future of their country.

RNW Media works with people aged 15 to 30. The reason is simple: if you want to change society, young people are the ones who make a difference. But to shape a better future, they need information. So we help them get access to independent journalism and media. Drawing on local expertise to co-create content, we build and connect communities. We use various types of media, often simultaneously or mixed. Radio is one of them. A very important one. ■

www.rnw.org

RADIO IN TIMES OF EMERGENCY



Radio has a vital role when natural or man-made disaster strikes. **Francesca Unsworth**, Director, BBC World Service Group explains the work her organisation does when lives are in danger

During the Tiananmen Square student demonstrations in 1989, a banner was held high above the crowd. It said, simply, 'Thank You BBC'. This wasn't the first nor last time that our listeners have shown that they've turned to the BBC World Service in times of crisis and emergency.

In fact, since its founding in 1932, through World War II, the Cold War, and the Arab Spring to the present day, listeners around the world have relied on the BBC to bring them accurate, impartial news and information in both ordinary and extraordinary times.

From General De Gaulle broadcasting to the citizens of occupied France, to Rajiv Gandhi hearing the news of his mother's assassination via a small transistor radio, to Aung San Suu Kyi keeping 'in touch with my people' through radio during her house arrest, the BBC World Service has

been a vital part of people's lives during crises.

CALL OF DUTY

Now, as then, we're a global operation with bureaux across the world. Often, it is BBC reporters who find themselves in the midst of disasters, whether natural or man-made.

Last year Nepali service journalists demonstrated real courage as they continued reporting and broadcasting immediately after the devastating earthquakes. When their building was deemed unsafe to re-enter following aftershocks, they set up a temporary office and held their editorial meetings outside in the courtyard.

As the service editor said: "We realised that the call of duty prevails over the sense of fear...my colleagues said they didn't become journalists to run away from situations like this."

The BBC's international development charity, BBC Media

“
Accurate information is as important as water, food or medical care
”

Action, which I chair, also plays a key role in humanitarian emergencies, as well as longer-term development work. In particular, it provides training to aid providers and to community radio stations which are sometimes listeners' only link to the outside world.

LIFELINES

After a disaster, accurate information can be as important – and in as short supply – as water, food or medical care.

Lifeline programming provides accurate and timely information in the wake of a disaster, helping those affected to make choices about what they do next – whether they should stay in the area, whether they can leave, whether help is coming and when.

We've operated during flooding in India and Myanmar, cyclones in Bangladesh, and conflict in Gaza, to name just a few recent examples.

New technology has enabled the BBC to respond to emergencies in different and innovative ways,



bringing radio and audio to listeners through digital platforms as well as more traditional radio.

So when the Ebola outbreak hit West Africa, we launched special shortwave radio broadcasts rounding up news and information about the disease. My predecessor described why this was so important when he said that “lack of knowledge and myths about the disease are killing people as surely as Ebola is”.

We went on to set up a dual-language emergency service on messenger platform WhatsApp, which gained tens of thousands of subscribers, using text, pictures and, crucially, short audio clips, to provide people with public service information.

POP-UP SUCCESS

This followed our efforts during a very different kind of crisis in Thailand, where the military coup resulted in international broadcasters, including the BBC, being taken off air. This prompted



▲ **Main Image**
Devastation in Kathmandu
Top right fighting Ebola in West Africa
Bottom right Aung San Suu Kyi broadcasting from the BBC World Service in London
Left soldier on the streets of Bangkok

the World Service first to increase our shortwave English language broadcasts into the country, and subsequently to set up a Thai language ‘pop up’ service on Facebook, with audio as well as text and pictures – bringing impartial and accurate news to a country which was lacking it.

TRUSTING US

None of this, of course, would be possible without our listeners’ trust. And this is why we still have such an important job in a crisis. In an age of almost limitless information, audiences need to know whom to trust – for information that could, in some cases, literally save their lives.

So, more than 80 years after our founding, we are as relevant as ever – and we are soon set to reach even more people worldwide, after a funding boost from the UK Government which will enable us to enhance services in countries including Eritrea and North Korea. ■



BBG'S RADIO PUSH IN AFRICA

Radio remains hugely important in Africa and the Broadcasting Board of Governors continues to invest in the medium, as **John Lansing**, CEO of BBG, explains

Throughout its history and that of its predecessors, the Broadcasting Board of Governors has relied on cross-border radio to reach audiences across the entire globe. These days, while it continues to expand its efforts on television, online, on social media and on mobile platforms, BBG continues to expand its radio operations and broadcasts more than one million hours of radio each year.

Around the world, 102 million people consume BBG radio programming from its five networks – Voice of America, Radio Free Europe/Radio Liberty, Radio Free Asia, the Middle East Broadcasting Networks (Radio Sawa) and the Office of Cuba Broadcasting (Radio Marti).

AFRICA IS KEY

The overwhelming majority of BBG's radio audiences reside in Africa, where nearly 40 million people listen to BBG radio broadcasts per week. Southwest Asia is next at 18.4 million, followed by Latin America (15.2 million), East Asia and the Pacific (12.7 million), the Middle East (10.3 million) and Eurasia (7.3 million).

The growing popularity of FM radio in Africa has prompted the BBG to increase its presence in many countries across the continent. In sub-Saharan Africa, for instance, where radio remains the most popular platform for accessing news and information, we are increasing our presence on FM in major markets. We now own and operate 19 FM stations across the region, eleven of which have been completed since 2011. In January 2016 we opened the first of four planned stations in the Democratic Republic of Congo. This first station serves the country's second-largest city, Lubumbashi and airs VOA broadcasts in French and Swahili.

Owned-and-operated FMs have

proven vital to staying on the air in times of crisis, giving U.S. international media the ability to reach audiences in their times of greatest need. When the Central African Republic dissolved into chaos in 2013 and all other radio stations in Bangui went off the air for extended periods of time, VOA continued broadcasting via a secure generator powered transmitter.

Last year, when all independent stations in Bujumbura were silenced amid Burundi's political crisis, which included violence and civil unrest, VOA's FM in Bujumbura stayed on and served as one of the only sources of news in Kirundi, the local language. In such a situation, the importance of accurate news and information in your local language cannot be overstated, and I am proud of VOA's ability to leverage FM radio to this end.

REACH IS GROWING

Across the continent, BBG is increasing the reach of VOA and Radio Sawa programmes. New transmitters in Nouakchott, Mauritania, Gao and Timbuktu in Mali, as well as revamped FM streams in Liberia, Sierra Leone, Ivory Coast and Burkina Faso, are making VOA programmes available to millions of new listeners. In Iraq, the Middle East Broadcasting Networks' Radio Sawa is part of a multi-platform initiative called 'Raise Your Voice' that enables ordinary people to comment, discuss, and constructively provide Iraqi leaders with a clear picture of the lives and hopes of Iraqi citizens.

In and near eastern Chad, MBN's Afia Darfur provides 30 minutes of daily news and information, via shortwave, focusing on the latest news from Darfur and the plight of its internally displaced people and Darfuri refugees in eastern Chad and the diaspora.

With the rise of extremist groups Boko Haram, Al Shabaab, and Al Qaeda in the Islamic Maghreb, access to credible news and

“
Across the African continent the reach of VOA and Radio Sawa continues to grow
”

information is more important than ever. Africa's extremist groups have destabilised major African states, including parts of Nigeria, Mali and Somalia, while so-called ISIS continues its spread across North Africa. As a matter of U.S. national security, the BBG is providing audiences in these countries with accurate, unbiased news and information, and our fast growing radio broadcasts play a crucial role in this initiative.

ADAPTING

As a 21st century media organisation we must adapt to changing audience needs and preferred platforms, such as mobile or digital, if we are to maximize our impact. But radio remains a vital tool to achieving our mission to inform, engage and connect people around the world in support of freedom and democracy – and today I am pleased to join AIB in recognising this fact. ■



▼ Gabe Joselow, one of Voice of America's network of correspondents in Africa

JOHN LANSING is the CEO and Director of the Broadcasting Board of Governors, the independent federal agency that oversees all U.S. international broadcasting. He joined the BBG in September 2015 after nine years as President of Scripps Networks



MAKING A DIFFERENCE

DW radio programming for sub-Saharan Africa is bridging the gap between shortwave and Facebook, say **Philipp Sandner** and **Claus Stäcker**. And in Afghanistan, DW radio is reaching those in greatest need of basic education, explains **Florian Weigand**



There she goes! She's trying to run away! Get her!" You are listening to *Crime Fighters* – the latest in DW's portfolio of radio shows for

Africa. Hundreds of thousands of youngsters follow the weekly crime fiction series via radio and mobile phones, which is also broadcast in five languages by 250 radio stations in sub-Saharan Africa. As the story evolves, listeners start to disentangle the mystery surrounding Lucy's attempted flight and her husband's violent death. But they also learn about poaching and the threat it poses to African wildlife and their own future.

AFRICAN AUTHORS, ACTORS

Crime Fighters is more than just fiction. It is educational entertainment – the latest season of DW's award-winning *Learning by Ear* series. Authored by Africans and voiced by actors across the African continent, the series is cherished by young people and DW's partner stations for its relevance and authenticity.

What goes for fiction also holds

true for DW's news reporting. Its African and non-African producers and presenters can rely on a tightly woven network of around 250 reporters from various parts of Africa. In live debates, experts and ordinary citizens add their voices. Pooling the regional expertise of its African services in six languages, DW is in a strong position to provide comprehensive and authoritative reporting – even in times of crisis.

When President Pierre Nkurunziza's decision to run for a third term sparked violent conflict in Burundi and led to the shutdown of radio stations, DW was there and extended its reporting in French and Kiswahili. Likewise, in its Portuguese-language radio programming, DW speaks up for 17 Angolan activists arrested on charges of preparing a coup.

More than 300 local partner stations rebroadcast DW's radio programmes – 10 hours daily in Amharic, English, French, Hausa, Kiswahili and Portuguese. Where restrictive laws make the cooperation with partners virtually impossible – as is the case for Angola or Ethiopia – listeners tune

“
DW radio is much more than just radio as interaction with listeners via the Internet and mobiles becomes part of the game
”

in to DW on shortwave.

In a digital world DW radio is much more than just radio. Interaction with users on the Internet and via mobile phones is part of the game. Various services regularly include live feedback in their shows, mostly generated via social media. The Kiswahili service has set the pace by including SMS, WhatsApp messages and Facebook posts on air. A question to users generates an average of 300 posts. The Hausa team received a lot of recognition when they started to incorporate Facebook and Twitter comments in their live coverage of last year's historic elections in Nigeria. Young people are Africa's 'makers and breakers' – and they have a say at DW.

Reaching out to Africa's youth and encouraging them to take their fate in their own hands, DW reporters cover success stories of young role models all over Africa. With the multi-media feature series *Africa on the Move*, DW has extended its successful English radio and online series to include a TV format and five languages. Airing these much-needed positive stories seems to be a success story



itself. Just a few months after the production started, more than 100 local heroes have been portrayed – ready to inspire other youngsters among DW's almost 50 million weekly users from Africa – most of them radio listeners.

AFGHANISTAN NEEDS RADIO

Meanwhile in Afghanistan, DW distributes content in Dari and Pashto via the Internet and social media, but also puts a strong focus on radio broadcasts. Despite all efforts in education, a considerable number of Afghans still aren't able to read and write, among them also political, social and military leaders as well as personalities with a notable impact on public opinion, e.g. "elders", tribal and communal leaders. This important target group for radio dwells predominantly in regional sub centers and in the countryside.

Furthermore, in this social environment, women are still often excluded from even basic education and many of them are not allowed to leave their homes. For them, radio is often the only way to gather information. TV use is rising, but TV cannot be used in the

frequent periods of electricity outages. In these times only battery-powered radios are a reliable alternative.

DW's radio programmes target social groups with low educational background as well as listeners with high educational background and a deep understanding of domestic and international affairs, who see in DW an alternative source of information and opinion to other TV and radio stations in the country.

LOCAL CORRESPONDENTS

The daily one-hour radio programming in Dari and Pashto, the two official languages in Afghanistan, is broadcast in the local prime time (18.00-19.00 Kabul time) via short wave, FM partners and via rented frequencies on an FM transmitter in the capital. Therefore, the programmes are widely known in the country. 24 correspondents all over Afghanistan contribute to the quality of the programmes with their expertise in their respective areas of reporting. Sound bites, contacts and quotes provided by correspondents from even remote

“ DW programmes tackle social problems as well as delivering reliable news ”

areas are a valuable contribution to the coverage on Afghanistan also in DW's German- and English-language programming.

The FM partners of DW in Afghanistan include nationwide operating broadcasters like Ariana and Arakozia as well as 16 regional FM partners rebroadcasting the educational series *Learning by Ear*.

Learning by Ear deals with social problems occurring in Afghanistan, like violence in families, forced marriages, etc. Furthermore, news bulletins of three to five minutes duration are produced by DW in Dari und Pashto and broadcast by Ariana FM and regional Pashto FM stations in the eastern Afghanistan province of Nangahar bordering Pakistan, an area under increasing threat from so-called IS and affiliated groups. These stations broadcast the news bulletins in their regular news programme.

DW's radio programming for Afghanistan – 30 minutes in each language – includes news, interviews and reports on current affairs plus a daily radio magazine tackling issues from culture, science and environment, sports to social affairs, women and there's an important magazine focusing on reconstruction.

The latter has a tangible impact on the communities. The reconstruction magazine presents development achievements on both local and regional levels and portraits of *Local Heroes*, personalities who strive to improve the situation in their communities but are rarely noticed or portrayed by the media. ■

▲ DW Heromobile searching for stories on the streets of Accra
▼ DW's *Crime Fighters* series is popular throughout Africa



IT'S ALL ABOUT THE AUDIENCE



RTI broadcasts to the world from Taiwan, the heart of Asia. Our programmes go out in four Chinese languages and nine foreign languages, covering the whole of Taiwan life, from politics to business, industry to culture, tourism to history.

The RTI audience is changing from influential people and those with a deep interest in democracy to a broader range of people interested in finding out more about Taiwan.

Journalist and TV host Chai Jing, well known for her documentary 'Under the Dome' on air pollution in Mainland China that became a viral sensation across the region, has written that she has been a listener to RTI at home in Beijing. And now the arrival of Internet streaming has opened up our programmes to the widest audience ever.

▲ Radio Taiwan International President Weber Lai with some of the station's Children Ambassadors

“ RTI's audience tastes are changing and we're developing exciting new content reflecting these needs ”

As a broadcaster, RTI has always put great emphasis on interaction with listeners – after all, they are why we are here. To create closer ties with its worldwide audiences, RTI has encouraged the formation of listeners' clubs over the past few years.

Today, RTI listeners' clubs can be found around the world: Delhi, Chennai and Kolkata, India; in Tokyo, Fukuoka and Osaka, Japan; in Berlin and Ottenau, Germany; in Kuala Lumpur and Sabah, Malaysia; in Bangkok, Thailand; in Jakarta and Yogyakarta, Indonesia; in Hanoi, Vietnam; in Moscow, Russia and in Bangladesh. We believe that, by engaging with its listeners, RTI can constantly improve its programming, taking on board listener feedback and building ever stronger ties with listeners.

CHANGING MARKETPLACE

In Taiwan, as in many places around the world, audience tastes are changing. The appetite for pure

news has been replaced by a desire for content that focuses on entertainment news, personalities and events.

RTI has reacted to this trend, producing dynamic, exciting programmes that listeners in all our target areas want to hear. One highly successful initiative is 'Children Ambassadors'. This turns traditional programme-making ideas on their head, relying not on professional broadcasters to tell stories but instead engaging enthusiastic Taiwanese children to explain to listeners what life is like in the country. It's a new concept, entirely different from RTI's traditional output. But it's been an amazing success. We believe that by introducing children onto our airwaves, we can attract a new audience to Radio Taiwan International that's keen to learn and engage.

This reinvention of RTI demonstrates our commitment both to radio and to our global audience. ■



Association for International Broadcasting

DIRECTORY

PROFILES OF AIB RADIO MEMBERS AND SERVICE PROVIDERS

- 20** AFIA DARFUR
- 21** ABC RADIO
- 22** ABC RADIO AUSTRALIA
- 23** ABC REGIONAL
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- 25** CAMEROON RADIO
- 26** DEUTSCHE WELLE
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 - Arabsat
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 - Eutelsat
 - Intelsat
 - News Republic
 - AFP
 - Reuters
- 43** RADIO INDUSTRY EVENTS 2016

AFIA DARFUR

PARENT ORGANISATION **MIDDLE EAST BROADCASTING NETWORKS (MBN)**

PROFILE

Afia Darfur focuses on the latest news from Darfur and the rest of Sudan and the plight of displaced people in Darfur and eastern Chad. Broadcasting on shortwave radio, the daily 30-minute programme airs at 9:00 p.m. (all times are Darfur time) with repeats at 10:00 p.m. and 6:00 a.m. the following day.

The broadcasts can be heard throughout Darfur and eastern Chad.

The daily broadcast includes interviews with American officials, human rights experts, Sudanese

experts and NGO representatives.

Afia Darfur incorporates interviews with internally displaced people living in Darfur, providing them with an opportunity to speak out about the humanitarian crisis.

Additionally, the programme reports how the Western press is covering Darfur; as well as examining the rich history and cultural background of Darfur.

Listeners can also log in to www.afiadarfur.com to listen to current and archived newscasts and features from the Afia Darfur correspondents.



KEY PROGRAMMES

Darfur in Focus
Darfur Heritage and Culture
Voices of Darfur
Refugee Issues



Year of launch 2008

Funding source Financed by the U.S. Government through a grant from the Broadcasting Board of Governors (BBG), an independent federal agency

Services operated Broadcasts via SW in Arabic to Darfur and Eastern Chad

Estimated audience Nearly 2.7 million listeners per week (according to Gallup)

Hours on the air daily 30 minutes, 7 days a week (repeated twice per day)

Programme genres News and Information



Mother and child return to their destroyed home in Darfur. The need for reliable, relevant information continues to be immense

KEY CONTACT INFORMATION

BRIAN CONNIFF

President of MBN

WILLIAM SABATINI

General Manager of Radio Sawa and MBN Digital

DANIEL NASSIF

Vice President of Network News for MBN

MAHA RABIE

Managing Editor of Radio Sawa

AFIA DARFUR

MBN
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Springfield, Va. 22153 USA

www.afiadarfur.com

ABC RADIO

PROFILE

ABC Radio is a suite of distinctive services that provides a balance of programming of wide appeal and specialist content consistent with ABC Charter responsibilities. Content is broadcast and published on analogue and digital radio, online, on mobile, through social media and on free to air and subscription digital television.

As a public service broadcaster, ABC Radio is bound by its obligations to the ABC Charter. The Charter has a responsibility to:

- provide content of broad and specialist appeal
- provide relevant and innovative content that reflects Australia's national identity and cultural diversity
- engage audiences on multiple platforms and in multiple formats.

ABC Radio employs 700 staff located across eight capital cities to produce 166,000 hours of first run content per year across 19 analogue, digital and online platforms available to 99% of the Australian population. There is a focus on local and national

content to appeal to and reflect both metro and national audiences.

ABC Radio is unique in Australian broadcasting and delivers the following to Australian communities:

- Australian content, with emphasis on Australian music and emerging Australian artists;
- Genuine local content from our cities and communities
- Specialist content—e.g. the arts and music, sport, rural and regional, Indigenous, science, religion and history
- Emergency coverage through ABC Local Radio, associated websites and the ABC Emergency portal
- Community participation and support especially through recovery and restoration phases following crises
- Multiple platforms on which users can choose to access the distinctive range of ABC content; and
- Opportunities for audience interaction and collaboration with, and contribution to, all ABC Radio services.

Language and target

English for Australia

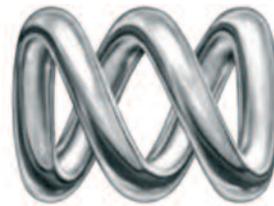
Audience figures

ABC Radio services are heard by 4.8 million listeners per week across the five capital cities that are included in ratings provider GfK's data.

(40% of Australia's population live outside of the five capital cities and are not surveyed).

Other key facts

- Founded in 1932
- Funded by government tax
- 700 staff in ABC Radio in all major Australian cities



ABC
Australian
Broadcasting
Corporation

SERVICES

- ABC Local Radio – 8 metropolitan stations in: Sydney, Melbourne, Brisbane, Perth, Adelaide, Darwin, Hobart and Canberra, providing localised news, information, emergency coverage and entertainment to communities throughout Australia.
- Three national networks—Radio National (the Ideas Network), ABC Classic FM (Classical Music) and triple j (youth audiences) —each providing distinctive specialised content to audiences
- ABC News Radio - Australia's only national, continuous radio news network
- DAB+ digital radio services Double J, triple j Unearthed, ABC Jazz, ABC Country, ABC Grandstand and ABC Extra (pop up special events service)
- ABC Classic 2 - an online stream of classical music performed by Australian musicians
- Accompanying websites for each service providing further opportunity for audiences to interact with the content, with the ABC and with each other and an extensive range of podcasts and downloads each week
- Online streaming of 25 services to date
- A total of 19 radio services available on the ABC Radio Player (iOS and Android), and individual apps for triple j and triple j Unearthed

The ABC's network of regional radio stations is managed by ABC Regional (see separate entry).

KEY CONTACT INFORMATION

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ABC RADIO

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www.abc.net.au/radio

**Listen Live
Listen Later
Listen Offline**

The easy-to-listen-to companion for daily activities

RADIO AUSTRALIA

PARENT ORGANISATION ABC (AUSTRALIAN BROADCASTING CORPORATION)

PROFILE

ABC Radio Australia has been broadcasting to audiences in Asia and the Pacific for more than 75 years.

Today, Radio Australia remains a key broadcast platform of ABC International, which also provides television and digital services across the Asia Pacific, delivering on the ABC Charter obligation:

“To transmit to countries outside Australia broadcasting programmes of news, current affairs, entertainment and cultural enrichment that will:

- Encourage awareness of Australia and an international understanding of Australian attitudes on world affairs; and
- Enable Australian citizens living and travelling outside Australia to obtain information about Australian affairs and Australian attitudes on world affairs “

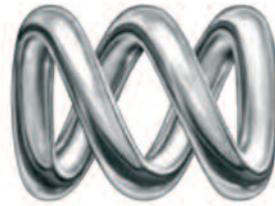
Radio continues to be an important source of information in the Mekong countries of Asia as well as the Pacific. The potential audience of seven million in these

countries remain the focus of Radio Australia’s broad range of programming.

Radio programmes on the 24 hour service include:

- Australian and international news and current affairs reporting
- Specialist programmes covering health, the law, science & innovation, music, sport, religious affairs issues
- Regional politics & governance
- Development issues
- Profiles of newsmakers and influencers
- Community announcements and emergency updates

Radio Australia also maintains a strong online and social media presence, which includes web streaming of radio programmes 24/7. Radio Australia’s news and current affairs content is provided by the ABC’s Asia Pacific News Centre – the biggest newsroom dedicated to Asia Pacific news in Australia – and features reports from the ABC’s foreign correspondents around the world.



ABC
Australian
Broadcasting
Corporation

SERVICES

Radio Australia broadcasts across the Pacific through a network of 12 24-hour FM transmitters, through partner stations as well as via shortwave transmission in English, French and Tok Pisin. In Asia, Radio Australia also broadcasts across a network of 24 hour FM transmitters in English, Khmer and Burmese. In recent years, coverage of significant events included democratic elections in Burma and the impact of Cyclone Pam in Vanuatu. Special community messages in vernacular were relayed to communities in Vanuatu’s outer islands via shortwave as part of Radio Australia’s services in the aftermath of Cyclone Pam. Community testimonials demonstrated the value of this service when many modes of communications had broken down.

KEY PROGRAMMES

English programmes broadcast on Radio Australia include the *Pacific Beat* current affairs programme and ABC Radio’s flagship current affairs programmes *AM*, *PM*, *The World Today*. Radio Australia also broadcasts popular music and specialist radio programmes from the ABC Radio networks.

Each weekday, Radio Australia’s Tok Pisin, Burmese, Khmer and French programmes provide a mix of news updates, current affairs features, special explainers and English Language Learning modules.



KEY CONTACT INFORMATION

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CEO, ABC International

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www.radioaustralia.net.au

Year of launch 1939	Caledonia; Laos; French Polynesia; Wallis & Futuna; Cook Islands; Samoa; Kiribati; Tonga; East Timor; Samoa; Tonga; Tuvalu
Our languages English; Burmese; Tok Pisin; French; Khmer	
Target countries include Papua New Guinea; Vanuatu; Solomon Islands; Fiji; Cambodia; Myanmar; New	Web traffic Each month, the Radio Australia website is visited by an average of 350,000 unique visitors



Radio Australia presenters Ning Pan, Alex Khun, Mu Laing Thien and Same Seke

ABC REGIONAL

PARENT ORGANISATION ABC (AUSTRALIAN BROADCASTING CORPORATION)

PROFILE

ABC Regional is the Australian Broadcasting Corporation's newest division, formed in mid-2015.

Its vision is to be the champion of regional voices in Australian conversations, culture and stories by delivering outstanding content, services and activities to reflect and develop regional communities and enrich national conversations.

ABC Regional team members are in 48 locations across the country and its services include:

- Local radio programming
- Locality websites offering a mix of news and feature stories
- 16 stations streaming online
- Nationally broadcast radio programmes like *Australia All Over* and *Saturday Night Country*
- Nationally-broadcast TV programmes like *Landline* and *Back Roads*
- *The Country Hour* and abc.net.au/news/rural reporting on the latest issues and news in Australia's mining and agricultural industries

Regional staff also collaborate with colleagues in other ABC divisions, providing content for television news and the ABC's

digital platforms. To deliver this, ABC Regional draws on the skills of over 400 staff:

- Radio broadcasters: breakfast, mornings and drive teams
- Radio and digital content makers
- Rural reporters
- Cross-media reporters
- ABC Open producers
- News Reporters

ABC Regional's commitment is to:

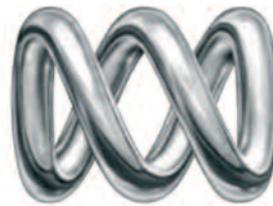
- Tell the stories of its audiences, both to local communities and nationally on broadcast and digital platforms

- Provide specialist content (past 12 months):

- o 1500+ arts stories
- o 750+ health stories
- o 300+ Indigenous stories
- o 5000+ rural stories
- o 300+ science stories

- Providing emergency coverage in time of fire, flood, cyclone or other natural disaster, both while emergencies are happening and during the recovery phase

- Opportunities for audience interaction, collaboration and contribution to ABC Regional services through social media and the ABC Open audience engagement project



ABC
Australian
Broadcasting
Corporation



TARGET AUDIENCE

ABC Regional's audience includes the 7.7 million people living outside the greater capital cities of Australia from large regional cities like the Gold Coast and Newcastle through to locations like Broome and

Longreach.

ABC Regional's audience includes the more than 520,000 people who live in remote and very remote parts of the country. It also aims to share content with audiences across regions and nationally.



KEY CONTACT INFORMATION

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ABC REGIONAL

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BBC WORLD SERVICE

PARENT ORGANISATION **BBC (BRITISH BROADCASTING CORPORATION)**

PROFILE

The BBC World Service was founded in 1932 and has a worldwide audience of 210 million people weekly, via radio, digital and TV, with a radio audience of 133m people weekly. The BBC World Service is available in English and in 28 other languages.

The BBC World Service reaches audiences via a global network of its own FM radio stations and over 1,200 radio partners as well as directly through digital. We also continue to broadcast via short wave and medium wave in relevant regions.

Since 2014 the BBC World

Service has been funded by the Licence Fee, paid by the UK public.

The UK Government has recently announced a funding boost for the BBC World Service to enhance our services across Africa, the Middle East, Russia, India, South East Asia and North Korea.

The BBC has correspondents in 74 news bureaux around the world.

BBC World Service English has a global audience of 52m people weekly.

The BBC is consistently rated as the most trusted international news provider. Nobel Prize winner Malala Yousafzai has called the BBC 'the best export of Britain to the world'.



KEY ENGLISH-LANGUAGE PROGRAMMES

Newshour

Outlook

Witness

The Conversation



Kim Chakanetsa of *The Conversation*

Our languages

English; French (Afrique); Hausa; Kinyarwanda, Kirundi (Great Lakes); Somali; Swahili; Kyrgyz; Uzbek; Burmese; Mandarin, Cantonese; Indonesian; Thai; Vietnamese; Bengali; Hindi; Nepali; Pashto, Dari; Sinhala; Tamil; Urdu; Azeri; Russian; Turkish; Ukrainian; Portuguese (Brasil); Spanish (Mundo); Arabic; Persian

Audience figure

BBC World Service total audience, including all radio and TV services, is 210m (May 2015)

Web traffic

World Service language sites doubled their web traffic year on year, receiving around 90m monthly unique browsers by November 2015



KEY CONTACT INFORMATION

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www.bbcworldservice.com

CAMEROON RADIO

PARENT ORGANISATION CRTV (CAMEROON RADIO TELEVISION)

PROFILE

According to official figures, in Cameroon there are 163 radio receivers per 1000 of population. Broadcasting in Cameroon operates in three tiers: the state, private and community broadcasting.

The state-owned Cameroon Radio Television (CRTV) is the leading radio broadcaster in the country. It covers the entire nation with its ten regional network stations and four Proximity FM stations (Buea, Douala, Yaounde and Bafoussam) as well as a pilot FM station in Kousseri in the Far North region. Being a government-controlled corporation, its stations act in accordance with government directives. After the liberalisation of the audio-visual sector in April 2000, the number of radio stations have dramatically grown. They are regulated by the National Communication Council and the Ministry of Communication through the private broadcasting

decree, ensuring among other conditions that radio programming is made up of at least 70 per cent local content.

The Department of Radio Broadcasting and Cameroon Television initially operated as separate entities. Following a strike by radio journalists, the two broadcasting arms were merged in December 1987 with the creation of Cameroon Radio Television (CRTV).

SERVICES

Besides the classical functions of a mass medium which are to inform, educate and entertain, the national radio network of the Cameroon Radio Television serves as a social link for the population. That is why announcements (births, deaths, general interest information, etc) from the population are read on network programmes.

The radio network also carries commercial-related content such as adverts.



CAMEROON RADIO TELEVISION

IN BRIEF

Historically, broadcasting in Cameroon started in 1941, when the French government opened the first radio station in Douala, Radio Douala, also known as l'Enfant de la Guerre. This later became the department of radio broadcasting controlled by the then Ministry of Information and Culture after the Independence.

Other government radio stations were started in the following years: Radio Yaounde (1955), Radio Garoua (1958), Radio Buea (1961) Radio Bertoua (1980), Radio Bamenda (1981) Radio Ngaoundere, Radio Ebolowa, and Radio Maroua (1986). President Amadou Ahidjo inaugurated the first seven radio stations, while President Paul Biya launched the last three.

KEY PROGRAMMES

Dimanche Midi
Cameroon Calling
Back to school
Luncheon Date
CRTV M'accompagne
Cameroon Midi
Morning Safari

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CAMEROON RADIO TELEVISION

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 www.crtv.cm

Our languages

Official languages broadcast on the national radio station:
 French and English
 National languages broadcast on ten regional stations

Target countries

Cameroon, Nigeria, Chad, Central African Republic, Congo, Equatorial Guinea, Gabon

Other key facts

Founded 1940
 Funded by the Audio Visual Tax, Government subventions and advertising
 About 2,000 staff

Global audience

12m weekly on radio



Broadcasting House, Yaounde



Amadou Vamoulke, Director-General

DEUTSCHE WELLE

PROFILE

Deutsche Welle (DW) is Germany's international broadcaster.

DW represents Germany as a nation rooted in European culture and as a liberal, democratic state based on the rule of law. DW is known for its in-depth, reliable news and information and promotes exchange and understanding between the world's cultures and people.

Radio services operated:

- Amharic, English, French, Hausa, Kiswahili and Portuguese for sub-Saharan Africa

- Hours on the air daily: 10 hours

- Programme genres: news, interviews, features, special-interest magazines, radio dramas, radio soap

- Estimated audience figures:

In 2015, the DW radio programmes had a weekly audience of 41 million listeners across the world, most of them in sub-Saharan Africa.

Figures in some key target regions:

- DW Amharic: more than 400 000 Facebook fans, 220 000 monthly audio listens (on demand streaming, download and podcast)

on average

- DW Kiswahili: almost 500 000 Facebook fans, 3/4 of all Tanzanians know Deutsche Welle, 37% of the target group listen weekly to the Kiswahili programming in Tanzania

- DW Hausa: almost 400 000 Facebook fans, 25% weekly listeners in the target group in Nigeria, 29% in Niger

- DW English for Africa: 5% weekly listeners in the target group in Tanzania, 6% in Nigeria

- DW French for Africa: more than 150 000 Facebook fans, 7% weekly listeners in the target group in Kinshasa (Democratic Republic of Congo)

- DW Portuguese for Africa: around 140 000 Facebook fans, 21% weekly listeners in the target group in Mozambique

- Dari and Pashto for Afghanistan
 - Hours on the air daily: one hour

- Programme genres: news, interviews, reports, special-interest magazines, radio soap

- Estimated audience figures: 15% weekly listeners in the target group in Afghanistan



Made for minds.

KEY PROGRAMMES FOR AFGHANISTAN

Reconstruction Magazine

Local Heroes

Learning by Ear

KEY PROGRAMMES FOR AFRICA

AfricaLink

Learning by Ear (Crossroads Generation, Crime Fighters)

Africa on the Move



DW Hausa presenters in the studio in Bonn

Year of launch

1953

Funding source

Tax-funded

Staff numbers

Around 3,000 employees and freelancers from 60 countries work in DW's headquarters in Bonn and main studio in Berlin.



KEY CONTACT INFORMATION

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FRANCE MÉDIAS MONDE

PROFILE

France Médias Monde, the group in charge of French international broadcasting, comprises the TV news channel France 24 (in French, English and Arabic), the international radio station RFI (in French and 13 other languages) and the Arabic-language radio station Monte Carlo Doualiya.

From Paris, our channels broadcast to the world in 15 languages. Our journalists and correspondents offer viewers, listeners and Internet users comprehensive coverage of world events, with a focus on cultural diversity and contrasting viewpoints via news bulletins, reports, magazines and debates.

RADIO SERVICES

RFI (Radio France Internationale) is a French news and current affairs public radio station that broadcasts worldwide in French and in 13 other languages: Brazilian, Cambodian, Chinese, English, Hausa, Mandinkan,

Persian, Portuguese, Romanian, Russian, Spanish, Swahili, Vietnamese. RFI is broadcast on 156 different FM frequencies, via medium and short wave relays, on 30 different satellite signals throughout the world and also on the Internet and dedicated apps.
 > 37.3m listeners every week
 > Its new media platforms attract an average of 11.9m visits a month
 > 10.9m followers on social media

Monte Carlo Doualiya broadcasts in Arabic from Paris to the Middle East, Mauritania, Djibouti, and South Sudan. It provides news bulletins and magazines, with a strong focus on culture, live broadcasts, conviviality and interaction. Monte Carlo Doualiya is a radio station based on the values of universalism and freedom for listeners of all ages.

> 7.3m listeners every week
 > Its new media platforms attract an average of 1.3m visits a month
 > 2.6m followers on social media

Global audience

90m listeners & viewers every week
 29.5m visitors a month on new media platforms

Social media

24.5m followers on Facebook
 10.4 m followers on Twitter

Our languages

Arabic, Brazilian, Cambodian, Chinese, English, French, Hausa, Mandinkan, Persian, Portuguese, Romanian, Russian, Spanish, Swahili, Vietnamese



FRANCE
MÉDIAS
MONDE

SPECIAL WORLD RADIO DAY PROGRAMMING

RFI and Monte Carlo Doualiya partner UNESCO to mark World Radio Day with a range of dedicated programming

RFI

Appels sur l'actualité
Priorité Santé
L'atelier des medias
En sol majeur
Le Club RFI
La marche du monde
Le débat africain

Plus special programming in English, Chinese and Russian.

Monte Carlo Doualiya

Retour sur l'actualité
Santé durable
Débat de société

KEY CONTACT INFORMATION

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KAZAKHSTAN REPUBLICAN RADIO

PARENT ORGANISATION JSC 'REPUBLICAN TV AND RADIO CORPORATION 'KAZAKHSTAN'

PROFILE

The Corporation operates four radio stations which are intended for different audiences: Kazakh Radio, Radio Shalkar, Radio Astana and Radio Classic.

SERVICES



Kazakh Radio is the largest radio station in Kazakhstan. It has been broadcasting since 1921 and covers more than 88% of the population of the Republic of Kazakhstan. The radio broadcasts 24 hours a day and touches upon the hottest topics in people's lives.



Shalkar Radio's purpose is to develop and preserve the spiritual heritage of the people of Kazakhstan. It covers over 63% of the population of the Republic of Kazakhstan, and has been broadcasting since 1966.



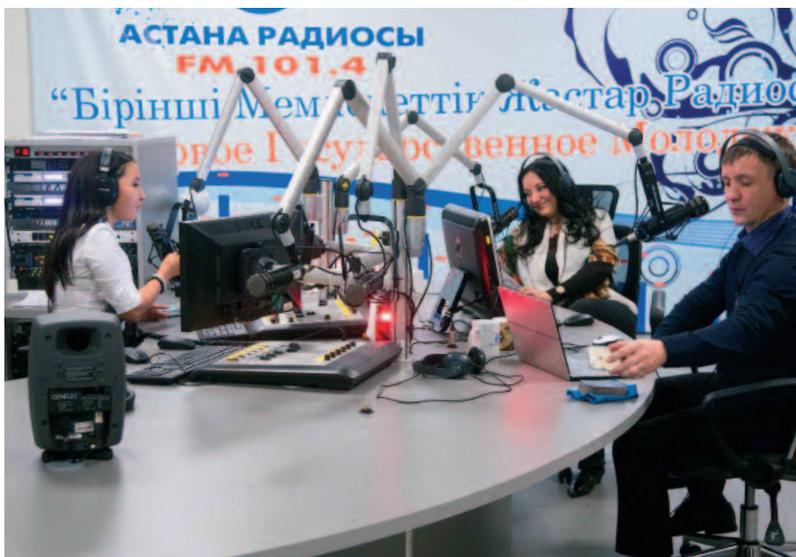
Radio Astana – an exclusive radio, that is targeted at the young generation and aims to encourage young people to love their motherland. The radio has more than 1 000 000 listeners. Broadcasts are in Kazakh, Russian and English.



Radio Classic has been broadcasting since June 6, 2011. The only channel of classical music in the whole of Central Asia. Broadcasts in Astana, Almaty and Aktau cities.



KazMediaCentre in Astana, home to Kazakh Radio



KEY CONTACT INFORMATION

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KAZAKHSTAN

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KBS WORLD RADIO

PARENT ORGANISATION KBS (KOREAN BROADCASTING SYSTEM)

PROFILE

KBS World Radio is Korea's flagship public international broadcaster.

Its went on the air in August 1953 as "The Voice of Free Korea". The station was renamed Radio Korea in April 1973, Radio Korea International in August 1994 and KBS World Radio in March 2005 in a bid to better reflect the station's increasingly globalised mission.

Today, KBS World Radio broadcasts in Korean, Japanese, French, Russian, Chinese, Spanish, Indonesian, Arabic, Vietnamese and German.

By providing a range of programmes and news on Korea's politics, economy, society, culture and traditions to our audience and to 'netizens', KBS and KBS World Radio seek to strengthen friendly ties and foster an understanding of Korea worldwide. In addition, we provide a bridge between Korea and the seven million Koreans living abroad.

REACHING AUDIENCES

In order to provide the best possible reception for our audience,

KBS World Radio transmits directly from domestic facilities and through relays to Europe, the Americas, Asia, the Middle East and Africa.

KBS World Radio is advancing into a wider variety of media outlets. KBS World Radio's Russian and Indonesian language programming is now available on local AM and FM frequencies in Russia, Indonesia and Argentina. In September 2006, the Russian language service started broadcasting on 738 kHz AM in Moscow. In March 2007, the Indonesian service began programming on 102.6 MHz, Camajaya FM, in Jakarta. And the Spanish language service is brought to Argentina on Radio Palermo 94.7 MHz FM in Buenos Aires. The Korean language service is available on a number of Korean expatriate radio stations in the United States, and Australia.

KBS World Radio leases airtime from World Radio Network (WRN) and Babcock International to improve reception for its German, French, Spanish, Russian and Korean language services.

KBS WORLD Radio
world.kbs.co.kr

KBS WORLD RADIO KEY OBJECTIVES

- To provide news and information on politics, economics and culture
- To reflect the viewpoints of Koreans on major issues at home and abroad
- To deliver Korea's position on inter-Korean affairs
- To promote cultural exchanges and friendly relations with other nations
- To build a bond between the seven million Korean expatriates
- To provide information for overseas Koreans in times of disaster or emergency

KEY CONTACT INFORMATION

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Year of launch
1953

Funding source
Government funded



Members of the Chinese-South Korean boy group visiting KBS World Radio

RADIO FREE ASIA

OPERATES UNDER A GRANT BY THE **BROADCASTING BOARD OF GOVERNORS**

PROFILE

Launched in 1996, Radio Free Asia (RFA) brings award-winning, domestic journalism and uncensored content to people in six Asian countries that restrict free speech, freedom of the press, and access to reliable information beyond their borders.

While rooted in radio, RFA has continually expanded its efforts to connect with audiences in China, North Korea, Burma (Myanmar), Cambodia, Laos, and Vietnam through online video, television, satellite, and social media, in addition to tried-and-true shortwave and AM radio broadcasts.

As well as accurate, in-depth news, RFA provides educational and cultural programming, and forums for audiences to engage in open dialogue and freely express opinions.

Relying on input from its audiences, RFA utilizes an array of digital formats, mobile apps and social media to enable individuals in its target countries to share content, news tips, leads, and thoughts with each other and RFA's news teams.

Headquartered in Washington, D.C., RFA has seven overseas bureaux and an extensive network of on-the-ground correspondents. Its nine language services report on in-country developments and local issues and events that are censored and ignored by state-controlled media. RFA journalists break stories that often serve as a starting point for audiences to better understand larger trends and events. RFA has broken stories relating to the unrest in China's far western Uyghur region, illegal logging in Cambodia, Burma's recent elections, and the punishment of bloggers in Vietnam.

RFA is funded through, and operates under, an annual grant from the Broadcasting Board of Governors. Following strict journalistic standards of objectivity, integrity, and balance, RFA also serves as a model for its target countries' emerging journalistic traditions. RFA's reports are frequently cited in reports in *The Wall Street Journal*, *New York Times*, *Washington Post*, Reuters, Associated Press, Agence France Presse, *Chosun Ilbo*, NHK, KBS, Al Jazeera, Ming Pao and BBC, among numerous other domestic and international outlets.

Our languages

Burmese; Cantonese; Khmer; Korean; Lao; Mandarin; Tibetan; Uyghur; Vietnamese

Global audience

Since many of RFA's countries have difficult media environments, it is difficult to establish audience numbers based on research.



IN BRIEF

RFA is a private, nonprofit corporation that broadcasts news and information to listeners in Asian countries where full, accurate, and timely news reports are unavailable.



KEY CONTACT INFORMATION

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President

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RFE/RL

PROFILE

RFE/RL offers its audiences the rich, immediate, and interactive content they seek, using the latest digital technologies and trusted broadcast radio to reach people in some of the most closed and also some of the least developed countries on earth. Television and online media are growing in importance for RFE/RL's audiences in countries such as Russia, and the countries along Russia's borders, and RFE/RL is responding with new ventures such as its *Current Time* and *Current Time Asia* news programmes, and new video projects in Ukraine, Moldova, the Caucasus and Central Asia. Radio remains the predominant platform for reaching our audiences, however, with 17.4 million adults out of a total of 23.6 million tuning in to RFE/RL radio programmes every week.

SERVICES

Eighteen RFE/RL language services produce audio programmes for their audiences, although in some cases those programmes are available only via satellite or online.

KEY PROGRAMMES

RFE/RL's Afghan Service, Radio Azadi, reaches more than four in ten Afghan residents each week in Pashto and Dari, and plays a key

role in Afghanistan's highly contested and strategic media landscape. The Pashto-language Radio Mashaal has built a significant audience in Pakistan's volatile northwestern tribal areas, providing a moderate and balanced alternative in an environment dominated by extremist messaging, and engaging women, youth, and local communities along the border with Afghanistan.

RFE/RL's Iran Service, Radio Farda, has built a reputation among Iranians for independent reporting that provides an informed alternative to scripted state-run media. The service is using radio as well as other media to reach millions of Iranians, despite active Iranian government efforts to discourage and punish listenership. RFE/RL's Azerbaijani, Belarusian, Russian, Uzbek, and Turkmen Services, all have loyal radio audiences who increasingly access broadcasts online, despite government efforts to silence RFE/RL's signal.

RFE/RL's Ukraine Service is using radio to reach audiences in the occupied Crimean peninsula and the eastern Ukrainian ("Donbass") war zone, launching "Radio Krym.Realii" and "Radio Donbass.Realii" to reach audiences in these denied areas.

Web traffic

RFE/RL websites were visited nearly 430 million times in 2015. Visitors to rferl.org and our 24 other websites viewed more than 925 million pages of content in 2015

Our languages

Albanian, Armenian, Avar, Azerbaijani, Belarusian, Bosnian, Chechen, Circassian,

Crimean Tatar, Croatian, Dari, Georgian, Kyrgyz, Macedonian, Montenegrin, Pashto, Persian, Romanian, Russian, Serbian, Tajik, Turkmen, Ukrainian, Uzbek

Global audience

17.4 million weekly on radio; 5.7 million on TV, 4.5 million on the Internet; total unduplicated weekly audience, 23.6 million



IN BRIEF

RFE/RL serves as a "surrogate" free media in 23 countries where the free flow of information is either banned by government authorities or not fully developed. Our journalists provide what many people in those countries cannot get locally: uncensored news, responsible discussion, and open debate. In times when political turbulence, terrorism and popular demands for reform dominate headlines, RFE/RL's commitment to independent journalism is more relevant than ever



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RADIO MARTÍ

OPERATED BY THE OFFICE OF CUBA BROADCASTING AND OVERSEEN BY THE BROADCASTING BOARD OF GOVERNORS

PROFILE

Radio Martí began broadcasting to Cuba on May 20, 1985, to provide fair, accurate, balanced and comprehensive news and information to the Cuban people. Radio Martí continues to be the sole source of uncensored news and information for Cubans, providing expert analysis on Cuba, human rights issues, immigration reform and the mounting desire for private entrepreneurship on the island, as well as the ongoing diplomatic relations between the US and Cuba.

Radio Martí broadcasts 24 hours a day, seven days a week to Cuba through a combination of high and low-tech approaches, such as satellite, shortwave and AM radio, online with live streaming and on-demand, flash drives and mobile apps. Radio programmes cover a wide and diverse range of topics including news, information, sports, and entertainment.

In addition to the many news and current events programmes focused on Cuba and Cuba-related stories, one of Radio Martí's most popular programmes is *Con voz propia* (With One's Own Voice). Created by women for women, it delves into issues that impact the

lives of the Cuban female population with candid and often direct conversation with listeners on the island.

Al duro y sin guantes (Hardball with Gloves Off) is a daily sports news programme that generates continuous comments and reactions from Cubans living inside and outside of Cuba via social media, email, SMS messages and phone calls.

Throughout its history, Radio Martí has been a singularly important source of uncensored information on some of the most important news in Cuba, including

- Glasnost and Perestroika reforms in the Soviet Union
- The fall of the Berlin Wall
- The 1994 "Cuban Exodus" and development of the so called "wet foot/dry foot" policy
- Pope John Paul's visit to Cuba in 1998
- The Elian Gonzalez saga
- Cuba's Black Spring, in which more than 75 dissidents, including 29 journalists, were imprisoned
- The death of prominent activist Oswaldo Paya
- The release of American Alan Gross and the announcement of an opening of U.S.-Cuban relations

Audience estimate (2015, Radio)

Because of the difficult media environment in Cuba, it is not yet possible to establish

audience numbers through research

Social media

60k Facebook followers



IN BRIEF

To promote freedom and democracy by providing the people of Cuba with objective news and information programming.

The Martis - television and radio - have an annual budget of US\$26.6m (2014) and around 132 staff



KEY CONTACT INFORMATION

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RNW MEDIA

FORMERLY RADIO NETHERLANDS WORLDWIDE

PROFILE

RNW Media: a media organisation for social change.

In parts of the world where change is hard to achieve because freedom of speech is restricted, we use media to make lives better. We work with people aged 15 to 30. If you want to change society, young people are the ones who make a difference. But to shape a better future, they need information. So we help them get access to independent journalism and media.

RNW Media grew out of the former Radio Netherlands Worldwide and now works primarily online, drawing on the local expertise of partners to co-create content and connect communities.

Our work is based on core themes of democracy, good governance, sexual health and rights, and international justice. RNW Media helps people have the conversations they care about, and get the information they need to make the choices and decisions that can change their lives.

Year of launch 1947

Funding source Institutional funding, supplemented by income-generating activities and services

Languages Chinese, Hindi, Arabic, English, Spanish, French

Target areas Arab world, sub-Saharan Africa, China, Latin America (mainly Cuba)
Target countries Burundi,

SERVICES

RNW Media is devoted to using media in innovative ways, leaving behind old models of broadcasting and news production. We help young media producers to connect with their audiences, in specific communities, using persuasive storytelling.

Our internationally-renowned training centre RNTC believes in creativity and fresh approaches to content. It is a learning hub for high-calibre media worldwide.

We're excited by the way social media and the world online brings people together. *Helan Online*, *Love Matters*, *What's Up Africa* and *Justice Hub* are popular online RNW Media brands.

Our offline activities include interactive debates, presentations, exhibitions, surveys, voting tools, song contests and other competitions.

RNW Media co-owns dB media group which offers broadcast facilities.

China, Cuba, Democratic Republic of Congo, Egypt, India, Ivory Coast, Kenya, Libya, Morocco, Nigeria, Rwanda, Saudi Arabia, South Sudan, Syria, Uganda, Yemen, Zimbabwe

Web traffic 28m website sessions, 200m views on all online RNW Media platforms. These 2015 figures are many times higher when partner platforms are included.



KEY PROGRAMMES

Ma3akom is the only dedicated independent satellite channel broadcasting to Syria and millions of Syrian refugees in surrounding countries.

Huna Libya is a weekly interactive radio show catering for a young audience looking for peace and change in Libya.

Rencontres & Profils is an evocative interactive radio programme made in Africa by young Africans.

What's Up Africa uses quirky satire on YouTube to crack open debate on Africa's hottest and touchiest topics.

Our international justice websites provide impartial forums for young Africans to have their say on prosecutions at the International Criminal Court in The Hague.

In China, *Helan Online* stimulates discussion on free speech, often attracting more than 10 million visitors per social media post.

Our multimedia platform *El Toque* supports Cuban bloggers demanding to have a voice.

Across three continents, *Love Matters* takes on the toughest of taboos in the places where knowledge about sexual health and rights is most needed, from India to the Arab World.



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RADIO NEW ZEALAND INTERNATIONAL

PARENT ORGANISATION RADIO NEW ZEALAND

PROFILE

Radio New Zealand International (RNZI) broadcasts in digital and analogue short wave to radio stations and individual listeners across the Pacific region. Around 20 Pacific radio stations relay RNZI material daily, and individual short-wave listeners and internet users across the world tune in directly to RNZI content. The RNZI signal can sometimes be heard as far away as Japan, North America, the Middle East and Europe.

Our website provides a comprehensive Pacific news service with the very latest Pacific stories and an extensive online news archive. Also available are transcripts of daily Pacific current affairs programme *Dateline Pacific*, a live audio feed, and on-demand and podcast audio for our programmes.

Flagship daily current affairs programme *Dateline Pacific* is widely listened to across the region and is also broadcast by the BBC Pacific Service.

RNZI broadcasts primarily in English but bulletins in selected Pacific languages can be heard in breakfast sessions.

RNZI news and programmes can also be heard in New Zealand on Radio New Zealand National, including Pacific news bulletins in *Morning Report*, *Tagata o te Moana* on Saturday afternoons and *Dateline Pacific* as part of *Late Edition*.

The service was named 2007 International Radio Station of the Year by the Association for International Broadcasting (AIB). RNZI also won the Most Innovative Partnership category recognising the way it works with local Pacific media. Other awards have included Commonwealth Broadcasting Association Rolls-Royce Awards for Excellence.

Our studios are located in Radio New Zealand House, Wellington, New Zealand. The transmission station can be found at Rangitaiki in the middle of the North Island.



History

In 1948 New Zealand launched a short wave service to the Pacific – Radio New Zealand – with programming about New Zealand and the Pacific. Until 1990 the station broadcast on two 7.5 kW transmitters from Titahi Bay which had been left behind by the US military after the Second World War.

In the late 1980s, following growing political pressure to

take a more active role in the Pacific area, the government upgraded the service. A new 100 kW transmitter was installed and on the same day the Commonwealth Games opened in Auckland the service was re-launched as Radio New Zealand International (RNZI). RNZI is funded through New Zealand's Ministry of Culture and Heritage and run as part of New Zealand's public broadcaster, Radio New Zealand.

KEY CONTACT INFORMATION

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Manager, RNZI

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RADIO ROMANIA INTERNATIONAL

PARENT ORGANISATION **RADIO ROMANIA (SOCIETATEA ROMÂNĂ DE RADIODIFUZIUNE)**

PROFILE

Radio Romania International (RRI) is part of the Romanian public radio broadcaster, Radio Romania (Societatea Română de Radiodifuziune). Radio Romania International has two types of public: Romanians living abroad and foreign citizens interested in Romania and its region. RRI is a bridge with Romanians and Macedo-Romanians all over the world. At the same time, RRI's goal is to build an information bridge between Romania, our geographical space and our foreign audience from the target areas. The station has the legal mission to make Romania better known and to spread Romanian values, from all areas, all over the world.

SERVICES

30, 60 and 120 minutes long programmes aiming at promoting the image of Romania, its domestic and foreign policy. Broadcasting

means: short waves (37 hours/day), analogue and digital (DRM – Digital Radio Mondiale), Internet (54 hours/day, at www.rri.ro, live streaming and on demand – a selection of shows for 7 days; apps in GooglePlay and AppStore), different online platforms (i.e. Seenow), landline and mobile phone in the USA and Mexico (programmes in Romanian, English, Spanish, Chinese, Macedo-Romanian dialect), at selected local partners (on air and online), social media (profiles on 12 content sharing platforms: Facebook, YouTube, Twitter, Google+, SoundCloud, Instagram, Pinterest, Flickr, LinkedIn, Tumblr, Vkontakte, Sina Weibo)

KEY PROGRAMMES

News, reports, features, press review, magazines, debates, vox pops, have your say – in all languages.

Our languages

Romanian, English, French, German, Spanish, Russian, Arabic, Chinese, Italian, Ukrainian, Serbian, Macedo-Romanian dialect

Target countries

Europe, Maghreb, Mashrek, European Russia, Far East Russia, Eastern and Western Coast of North America, Central and South America, China, India, Pakistan, Bangladesh, Japan, Australia

and New Zealand, anglophone African countries, francophone African countries

Other key facts

Founded in early 1930s
54 hours of programmes/day
155 staff, including native speakers
Member of AIB, CIBAR, Comunita Radio televisiva Italoфона, DRM Supporter
Involved in European funded editorial projects such as EuranetPlus



IN BRIEF

Radio Romania International tells you almost everything about Romania and Romanians in 12 languages! On air, online, social media...

WEB TRAFFIC

3,405,000 sessions (2015), 3,157,600 unique users (2015)



KEY CONTACT INFORMATION

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RADIO SAWA

PARENT ORGANISATION **MIDDLE EAST BROADCASTING NETWORKS (MBN)**

PROFILE

Launched in 2002, Radio Sawa (Arabic for ‘together’) mixes Western and Arabic popular music along more than six hours of news per day. Its successful format, which spawned imitators across the region, serves as a vehicle to provide accurate and unbiased news in easily digestible increments. Radio Sawa’s core audience of 15-25 year olds tune in for the music and stay through the newscasts. Radio Sawa’s audience has grown up listening to the radio network and has come to rely on it for their news and information.

In the past couple of years, Radio Sawa has looked to create more of a dialogue with its audience. The radio network built on its popular interactive mainstay Sawa Chat by incorporating more listeners’ comments and views in its programmes. Through mobile applications and social media, Radio Sawa’s audience is speaking out and having their voices heard. Radio Sawa’s Facebook page has more than six million fans and includes discussions topics heard on the radio network, encouraging fans to share their opinions. And its mobile app allows listeners to tune into any one of Radio Sawa’s eight streams, consume news and provide user generated content to the network.

In recent months Radio Sawa’s Iraq stream has expanded its programming format to include longer-form programmes for its Iraqi audience that also have interactive elements. Radio Sawa’s Iraq stream launched a daily 65-minute interactive programme *What’s Your Opinion*, which encourages Iraqi listeners to call in or SMS their comments to be included on the issues being discussed. Listeners from across the country reach out to *What’s Your Opinion* to share their views and have their voices heard.

Another new programme to Radio Sawa’s Iraq line-up is *Morning Papers*, the 90-minute magazine programme that focuses on the political, social or cultural issues impacting Iraqis. Each episode highlights two main topics and gathers a variety of perspectives including the *From The Streets* segment that includes interviews with Iraqis from across the country, reaction from Radio Sawa’s Facebook page and recorded soundbites from callers.

Radio Sawa’s interactive reach continues to grow, reflecting the needs of its diverse and engaged audience. It has evolved from being just a source of news and informational programming, to now being a larger discussion on topics relevant to the audience.



PROGRAMME GENRES

A mix of contemporary Western and Arabic music with more than six hours of news per day.

KEY PROGRAMMES

Sawa Magazine
What’s Your Opinion?
Morning Papers
Free Zone



KEY CONTACT INFORMATION

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DANIEL NASSIF

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MAHA RABIE

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RADIO SAWA

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www.radiosawa.com

Year of launch 2002

Funding source

Financed by the U.S. Government through a grant from the Broadcasting Board of Governors (BBG), an independent federal agency.

Services operated

Broadcasts on FM and AM in

Arabic with eight different streams (Iraq, Morocco, Mauritania, Lebanon, Sudan, Libya, Gulf and Jordan)

Estimated audience

Nearly 11 million listeners per week (according to Gallup)

Hours on the air

24 hours a day, 7 days a week

RADIO TAIWAN INTERNATIONAL

PROFILE

Radio Taiwan International (RTI) broadcasts worldwide from the Republic of China on Taiwan. It is one of the world's oldest radio stations, broadcasting news and programmes in 13 languages to the rest of the world. Offering a wide variety of programmes spanning from Mandarin Chinese lessons to Taiwanese history, Radio Taiwan International gives listeners the opportunity to become acquainted with the unique experience of Taiwan.

The radio station was established by the Kuomintang (KMT) government as the Central Broadcasting System (CBS) in Nanjing, China, in 1928. During the Japanese invasion in 1937, CBS moved with the government to a

new location in Hankou, and then to Chongqing, to continue broadcasting. After the end of WWII, the station returned along with the Kuomintang government to Nanjing.

For the next 60 years, the Central Broadcasting System persevered, continuing to broadcast on behalf of the nation, sharing information about Taiwan with the rest of the world.

PROGRAMMES

RTI concentrates on major developments in Taiwan, including politics, culture, and so on.

AUDIENCE

We broadcast on shortwave to the world and on the Internet as well. Estimated audiences are 5.5 million.



Weber Lai, President of RTI (right) at the station's Taipei headquarters with AIB chief executive Simon Spanswick

Our languages and targets

RTI broadcasts in thirteen languages. Four are commonly used in Taiwan including Mandarin Chinese, Taiwanese or Fujian Dialect, Hakka, and Cantonese.

RTI also broadcasts in nine foreign languages including English, Japanese, Indonesian,

Thai, Vietnamese, Spanish, German, French and Russian

Year of launch

1928

Funding source

RTI is a government-sponsored radio station



KEY CONTACT INFORMATION

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SPECTRUM RADIO NETWORK

PROFILE

Established for over 20 years, the Spectrum Radio Network provides airtime for international broadcasters who want to broadcast across London. We are the only UK radio group able to provide, first hand, this unique facility. We also provide studio and office facilities for radio stations that want a base in London backed by a highly skilled technical staff.

SERVICES

The Network is made up of three stations all with licences to broadcast international programming across London. Spectrum 558 broadcasts on the AM or Medium Wave frequency across London and we also run two Digital Audio Broadcasting (DAB) channels in the capital. Some radio stations take a sequence of hours every day. Others take 24 hours a day. Current and past clients include China Radio International from Beijing, Polski Radio from Warsaw and Sout al Khaleej from Qatar. Clients past and present have included Ghanaians, Tamils, Mauritians, Ethiopians and Cantonese. We also have welcomed

faith groups taking airtime such as Christian, Sikh, Jewish and Muslim broadcasters.

We give guidance on all regulatory and technical issues. We make it a simple, affordable and easy process for foreign radio stations and ethnic groups in the UK to reach audiences in London. Essentially, we offer an easy route to getting on air. Broadcasters can either have their feed relayed or use our studio complex in London. With some stations we take their feed via satellite while others are delivered over the Internet.

We are based just ten minutes away from Central London and our international broadcast clients are welcome to use our studio complex when they are in London. Our highly skilled technical team have long experience in organising outside broadcasts. Recently, we have organised OB's from Wembley stadium for south Asian clients and coverage of cricket live from Dubai.

We also have superb radio studios for hire for your voiceover, podcast or interview. We can provide office space in our radio complex just minutes from Central London.



Founded 1995

Covering Greater London
(population 10,000,000)

Stations Broadcasting on 558
AM and DAB



Some of Spectrum Radio Network's clients in the studio complex

KEY CONTACT INFORMATION

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VOICE OF AMERICA

PARENT ORGANISATION BROADCASTING BOARD OF GOVERNORS

PROFILE

The Voice of America (VOA), headquartered in Washington, D.C., houses 20 radio broadcast studios, 30 radio production and recording studios, and 29 professional audio mixing and dubbing stations.

32 language services broadcast approximately 1,900 hours of radio programming every week. VOA's first radio broadcast began in 1942 as a response to the needs of people in closed and war-torn societies for reliable news. It is dedicated to broadcasting accurate, balanced and comprehensive news and

information to an international audience.

VOA has the largest integrated digital audio system in the world. A network of transmitting stations operated by the International Broadcasting Bureau, along with some leased stations, sends VOA's programmes instantaneously around the globe.

Journalists in VOA's 30,000-square-foot newsroom work around the clock with a global network of correspondents to provide comprehensive news and analysis on key issues and cultural developments.

Global audience

78.4 million (2015 estimate, radio)

452,000 average weekly on social media engagements (includes Facebook, Twitter, YouTube)

6.8 million average weekly visits to all services' websites

LANGUAGES

GLOBAL

English

AFRICA

Afaan Oromoo; Amharic;

Bambara;

French; Hausa; Kinyarwanda;

Kirundi; Ndebele; Portuguese;

Sango; Shona; Somali; Swahili;

Tigrigna

CENTRAL ASIA

Uzbek

EAST ASIA

Burmese; Cantonese; Indonesian;

Khmer; Korean; Lao; Mandarin;

Thai; Tibetan; Vietnamese

EURASIA

Azerbaijani; Georgian

LATIN AMERICA

Creole; Spanish

NEAR EAST/ NORTH AFRICA

Kurdish

SOUTH ASIA

Bangla; Dari; Pashto; Persian;

Urdu

OTHER KEY FACTS

Founded: 1942

Staff: 1,115

Bureaux in 10 countries



IN BRIEF

Voice of America started in 1942 as a radio news service for people living in closed and war-torn societies. It has grown into a multimedia broadcast service. VOA now reaches people on mobile devices and Facebook, through Twitter feeds and call-in programmes – using the medium that works best for specific audiences.



Aung San Suu Kyi visiting Voice of America's Washington headquarters

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Staff of the Voice of America's Urdu service



SERVING THE INDUSTRY

Service providers are vital to radio's ongoing success and help generate the economic value that radio brings to markets around the world. Here are selected key players in satellite, transmission and news provision that help ensure radio's vitality

DISTRIBUTION AND TRANSMISSION

ARABSAT

Founded in 1976 by the 21 member-states of the Arab League, Arabsat has been serving the growing needs of the Arab world for over 30 years.

Now one of the world's top satellite operators, and by far the leading satellite services provider in the Arab world, Arabsat carries over 500 TV channels, over 200 radio stations, two pay-TV networks and a wide selection of HD channels reaching tens of millions of

WWW.ARABSAT.COM

homes in more than 100 countries across the Middle East, Africa, Europe, Central Asia—including an audience of over 170 million viewers within the 21 Arab countries alone.

Arabsat customers benefit from unrivalled in-orbit backup, as well as more space capacity than any other player in the region to allow the distribution of more TV and radio broadcasting services.



ARQIVA

Arqiva is a communications infrastructure and media services company, operating at the heart of the broadcast, satellite and mobile communications markets.

In radio, Arqiva designs tailored radio networks to perfectly meet the unique needs of each customer. The company offers everything needed to get broadcasters on air. This includes bespoke antenna design,

WWW.ARQIVA.COM

spectrum planning, site acquisition, vendor management, procurement services and distribution design. Arqiva is one of very few businesses to have specialist knowledge in areas such as spectrum planning and antenna design.

Already a key player in DAB, Arqiva (as part of Sound Digital) will this Spring launch the second national commercial DAB multiplex in the UK.



BABCOCK INTERNATIONAL

Babcock International has recognised expertise in radio distribution combined with its global network of owned and operated transmitters that provides flexible worldwide distribution of programming on SW, MW, FM, DAB, DRM and satellite.

Babcock International fully manages the critical infrastructure used by world leading broadcasters and

WWW.BABCOCKINTERNATIONAL.COM

has partnered with worldwide radio stations, providing the best ways to reach audiences from regional SW transmissions to FM slots targeting specific cities.

In addition, comprehensive playout, turnaround and uplink services are provided by the company.



trusted to deliver™

EUTELSAT

Through capacity commercialised on 40 satellites positioned to serve users in 150 countries in Europe, Africa, Asia and the Americas, Eutelsat is one of the world's leading satellite operators.

Eutelsat's satellites sit at the heart of the video chain, from outside broadcasting to viewing and listening in the home.

WWW.EUTELSAT.COM

In a fast-moving market where innovation is propelling forward the quality of the viewing experience, satellites are an unrivalled route to ubiquitous coverage and a source of bandwidth for media-rich services.

Many of the radio services provided by AIB Members are carried on Eutelsat's fleet of satellites.



INTELSAT

As the world's first global satellite operator, Intelsat has distributed media for longer and to more regions than any other company on Earth.

Today, Intelsat and its global network is the critical link in distributing programming to regional and global audiences. Intelsat's solutions for the transmission of entertainment, news, and sports

WWW.INTELSAT.COM



programming are preferred by the world's leading broadcasters, content providers and direct-to-home (DTH) platforms. Leveraging the full power of its fully integrated satellite, fibre and teleport infrastructure, Intelsat's customers know their content will always be delivered efficiently, securely and reliably, maximising audience penetration.

NEWS REPUBLIC

Founded in 2008, News Republic provides an app that brings together more than 50,000 articles from over 1,000 of the world's leading trusted media sources.

Gilles Raymond, the founder and CEO, says that the app is intended to spark a movement to promote global understanding, dialogue, and change.

WWW.NEWS-REPUBLIC.COM



Radio broadcasters make use of News Republic to deliver their content to users of the News Republic app – pre-installed on HTC, Sony and Samsung devices – around the world.

NEWS AGENCIES

AFP

AFP is a global news agency delivering fast, in-depth coverage of the events shaping our world from wars and conflicts to politics, sports, entertainment and the latest breakthroughs in health, science and technology.

AFP is one of the world's major media organisations not only due to its network, the competence of its

WWW.AFP.COM



journalists and technical staff, but also because it has always remained true to its core values.

Truth, impartiality and plurality are Agence France-Presse's golden rules.

These values guarantee rigorous, verified news, free from political or commercial influence.

REUTERS

Providing real-time breaking news and high-impact global multimedia content.

At Reuters, we are constantly innovating our products and services to meet the needs of our customers.

Since 1850, we have experimented, invented, and created content and news solutions to become the

WWW.REUTERS.COM



world's leading international news agency.

Serving broadcasters, publishers, brands and agencies, as well as consumers, we provide award-winning coverage across a variety of topics, including business, finance, politics, sports, entertainment, technology, health, environment, and much more.



RADIO-SPECIFIC INDUSTRY EVENTS IN 2016

WORLD RADIO DAY

13 February

RADIODAYS EUROPE

13-15 March 2016, Le Palais des Congrès de Paris, France

THE AIBS 2016

Open for entry on 1 April

RADIOASIA2016

25-27 April 2016, Beijing, China

RDS FORUM

13-14 June 2016, venue to be announced

HAM RADIO

24-26 June 2016, Friedrichshafen, Germany

EDXC CONFERENCE

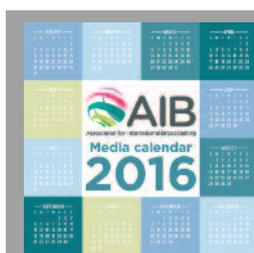
9-12 September 2016, Manchester, UK

RADIO SHOW

21-23 September 2016, Nashville, USA

THE AIBS 2016

2 November 2016, London, UK



MEDIA INDUSTRY EVENTS

The AIB Media Calendar is available on our website at www.aib.org.uk/media-events-calendar-2016/

Keep up to date with major media events around the world, curated by the AIB for your benefit



THE WORLD OF AIB

The Association for International Broadcasting has been working on behalf of its Members for more than 22 years. **Tom Wragg** explains how companies benefit from membership in this global organisation

The AIB is the global trade association for the international broadcasting and media industry. Founded in 1993, the AIB supports and assists its members and has developed into a unique centre of knowledge and expertise about international media.

The AIB provides regular market intelligence briefings that inform its members by giving high-value strategic analysis of developments across television, radio, online and mobile media.

The AIB has a range of print and online publications that help showcase its members to well over 26,000 key market influencers in broadcasting and related sectors worldwide. In addition, the AIB is active on social media platforms, communicating news and information about Members to a constantly growing social media audience.

The AIB hosts its annual Media Excellence Awards. These independent, non-commercial awards celebrate excellence in

international broadcasting, and are judged by a global panel of industry experts.

SERVING THE INDUSTRY

The AIB works to represent members and, where necessary and appropriate, lobbies on their behalf. We have worked on issues such as the jamming of international satellite radio and TV services in Africa and pay-TV regulations in Vietnam.

We work to raise awareness of issues and to lobby for change when this is needed by the international media industry. With an extensive range of influential contacts in parliaments and regulatory authorities in many markets, the AIB is well placed to negotiate on behalf of its members.

In other highly relevant work, the AIB is helping members deal with the complex issues surrounding cyber security, which is an area of major concern for broadcasters.

A high-level working group on cyber security shares information and knowledge among members, enabling them to better protect

themselves from threats, ensuring continuity of services to audiences at home and internationally.

SPORT AND EVENTS

The AIB is constantly developing its strategy to support the growing global membership in the area of sports and events broadcasting. Under Head of Sport John Barton, the AIB is working to deliver sports rights to its members and to help them develop and enhance production skills in coverage of live sports events.

In 2015, the AIB hosted the first of its #iamabroadcaster conferences in London. This event explored the key issues affecting the media industry worldwide. Delegates were directors-general, CEOs and other board level executives from media companies worldwide. We are now developing plans to take #iamabroadcaster to other regions of the world, helping media leaders to exchange information and expertise, as well as learning from invited experts in broadcasting, production, distribution, advertising and finance.

The AIB offers strong regional support for its Members and the wider industry, with special events such as the 'Africa's Digital Media Future' conference organised in London in partnership with Channels TV.

AIB regularly supports key industry events – such as MIPCOM, NAB, and IBC.

GOVERNANCE

AIB governance is provided by its Executive Committee, a six-person team that holds office for a two-year term. It meets regularly to help set AIB's strategy and ensure that members' interests are looked after. Current ExCo members (pictured right) are Klaus Bergmann, DW; Simon Kendall, BBC Global News; John Maguire, France Médias Monde; Anastasia Ellis, Bloomberg; Richmond Dayo-Johnson, TV Continental; Travis W K Sun, Radio Taiwan International.

The AIB's management team is led by CEO Simon Spanswick,

while activities in the Asia-Pacific region are headed by John Barton Director, Asia and Head of Sport. Les Murray, Head of Sport at SBS in Australia, is an advisor to AIB in Asia. In South Asia, Amitabh Srivastava is regional head. In London, Tom Wragg runs AIB's Business Development work. Clare Dance looks after the office and the annual AIBs.

SHARING

AIB membership is open to organisations involved in broadcasting, content creation, technology & service provision that supply the international media market. AIB membership is global and includes major TV and radio broadcasters, news agencies, satellite operators, transmission companies, regulators, research institutes, service providers and manufacturers.

Members receive an extensive package of benefits and services throughout the year. We work closely with our members to provide services that deliver real value.

For many members, the AIB's most valuable role is that of facilitating board-level contacts, exchanging information and doing business. Private networking events and high-level industry fact-finding missions give the AIB members an insight into the strategies of leading players in media worldwide.

The regular AIB market intelligence briefings keep AIB members one step ahead of the competition.

INFORMING

With the broadcasting and media environments and their related technologies changing at an ever-faster pace, companies face challenging market issues. It is vital to make long-term decisions on future strategies from an informed, knowledgeable position.

This is where the AIB's market intelligence and advisory service, with its broad base of expertise and comprehensive first-hand understanding of today's media, comes in. The AIB provides client-specific



advice and project support, working closely with clients to provide strategies and solutions that deliver impact quickly and effectively.

Through research and personal contacts, the AIB provides extensive contact information across the international media industry. AIB Members can access our global database of parliamentarians, regulators, executives and other opinion-leaders as part of their membership benefits.

PROMOTING

The AIB is in regular contact with more than 26,000 opinion-formers and decision-makers: executives, producers, editors, technologists, journalists, regulators and consultants in media companies globally.

The AIB e-newsletter is regarded as a key industry briefing, regularly opened by more than 4,000 people within 30 minutes of its dispatch.

The Association's international media awards – the AIBs – are now in their 12th year and have global impact. This international, peer-judged media festival of factual content is a unique showcase for programme makers all over the world to demonstrate their skills and share their work.

JOIN US

The AIB's worldwide membership benefits from our ongoing work programme and our support.

If your organisation is not already a Member, then now is the time to take advantage of all the work we carry out, from cyber security to marketing support.

Talk to us to explore how AIB membership will benefit you and your colleagues. ■

AIB HEAD OFFICE

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The AIBs

Celebrating the world's best factual content

For the last 11 years, the Association for International Broadcasting has sought out the world's best producers of factual content across radio, television and online.

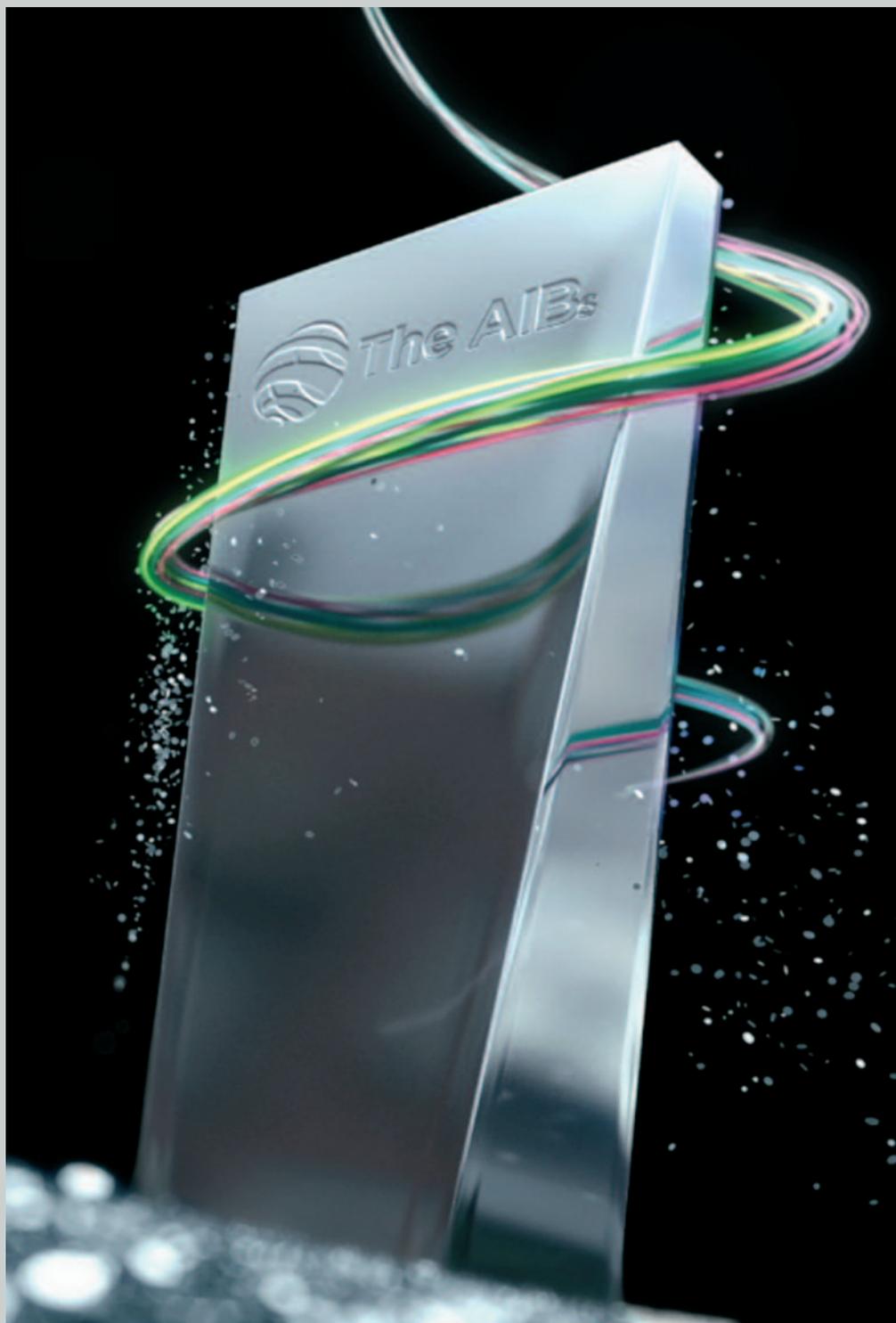
In 2016, we're once again looking for the most remarkable storytellers from around the world as we seek entries for the 12th annual *AIBs*.

With categories from journalism to creative feature, we look forward to showcasing the very best productions in these international awards.

We will be launching the *AIBs* 2016 at the beginning of April, asking producers, journalists and editors to share their very best work with us and our international panel of judges.

After rigorous judging, our winners will be presented with their awards at our gala evening in London on 2 November 2016. This glittering awards night is attended by guests from every continent – we've been delighted in previous years to warmly welcome the world's most talented programme makers from Australia, New Zealand, the USA, Canada, Hong Kong, Singapore, Malaysia, the Philippines, India, Pakistan, Qatar, the UAE, South Africa, Nigeria, Kenya, France, Germany, Sweden, the Netherlands, Belgium, Spain, Russia, Romania, Ireland and the UK, among other nations.

Here we celebrate our radio winners of the past 11 years, as we look forward to another remarkable crop of entries from commercial and public broadcasters to the *AIBs* 2016.



The AIBs

A global roll of honour

2006

Personality **Doug Bernard** IBB/VoA
 Best coverage of a single news event **BBC World Service** *South Asia Earthquake*
 Best documentary or magazine programme **BBC World Service** *Return to Sarajevo*
 International station of the year **SW Radio Africa**



2007

Personality **George Arney** BBC World Service
 Clearest coverage of a single news event **BBC World Service** *Israel-Lebanon War*
 Best topical programme **BBC World Service** *Ghana: African Perspectives*
 Most creative concept **SW Radio Africa**
 International station of the year **Radio New Zealand International**



2008

Personality **3FM Serious Request Team**
 Clearest radio coverage of a single news event **BBC World Service** *The World Today: Chinese Congress Party*
 Best radio current affairs documentary **Tinderbox Production** *Where Next, a Soldier's Journey*
 Best creative radio feature **BBC World Service** *Portuguese for Africa* *The Amazon Paradox*



2009

Clearest coverage of a single news event **RFE/RL** *Special Coverage of the Azeri Referendum*
 Most creative specialist genre **Deutsche Welle** *Family Affairs - How to become a political player*
 Best creative feature **Tinderbox Production** *The Counterfeiter's Tale*
 Best current affairs documentary **Tinderbox Production** *Children of God*
 Best investigative documentary **Ruth Evans Productions** *The New Scramble for Africa*



2010

Personality **Alain Lefèvre** CBC/Radio-Canada
 Clearest coverage of a single news event **BBC World Service** *Connexion Haiti*
 Best creative feature **Tinderbox Production** *Flexible Friend or Foe*
 Best investigative documentary **Czech Radio** *A Boy and the Stars*
 Best current affairs documentary **BBC World Service** *Dying to Give Birth*



2011

Personality – **Farshid Manafi**
 Clearest coverage of a single news event **BBC Radio 5 Live** *AV: Mock Election*
 Radio current affairs documentary **Radio Taiwan International** *Freeing Taiwan's Slaves*
 Best investigative documentary **Czech Radio** *Pilot and Death*
 Best creative feature **RTÉ** *Don't Go Far*



2012

Personality **Kim Hill** Radio New Zealand
 Clearest live news coverage **BBC World Service** *Sudan's Independence*
 Investigative documentary **RTÉ** *Maurice - a Final Journey*
 Current affairs documentary **BBC Arabic** *The Women of Tahrir Square*
 Best creative feature **BBC World Service** *Knitting in Tripoli*



2013

Personality **John Suchet** Classic FM
 Investigative documentary **Tinderbox Production** for **BBC World Service** *An Unspeakable Act*
 Live journalism **BBC 5 Live** *Victoria Derbyshire Show*
 Creative feature **Nuala Macklin** *Below the Radar*
 Current affairs documentary **Grey Heron Media** *Take No More*



2014

Personality **Shaimaa Khalil** BBC World Service
 Creative feature **Christian Broadcasting Association** *Newstalk BC*
 Current affairs documentary **BBC World Service** *India: Resisting Rape*
 Investigative documentary **BBC Arabic** *Forbidden Love in Egypt*



2015

Personality **Kathryn Ryan** Radio New Zealand
 Radio journalism **BBC World Service** *Ebola Coverage*
 Radio current affairs **RTÉ Radio One** *Voices*
 Radio investigative **BBC World Service** *The Lost Children of the Holocaust*
 Radio creative feature **BFBS** *Children of Belsen*



The AIBs 2016 are open for entry from 1 April
The closing date is 30 June 2016
 Full information at theaibs.tv



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