Afghanistan Media Landscape

Assessment for positioning Afghan-German Development Cooperation issues
PR Unit, Kabul
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1. **Background**

   Afghanistan represents a unique case of media sector development. It is a country where, under Taliban rule, television was prohibited, antennas and transmitters were destroyed and the only radio station allowed was Shariat. Since broadcasting in the capital restarted (November 2001), the media landscape has experienced incredible growth; from one non-governmental radio station in 2002 (Sulh) to over 75 terrestrial television channels, 175 FM radio stations and 800 publications as of September 2010.

   (Altai: Afghan Media in 2010).

   Within the last ten years since the fall of the Taliban, the media sector has greatly increased and diversified in numbers. Since 2006 over 100 new radio stations and 50 new TV stations have been founded. Afghan media outlets have also been receiving increased attention from national and international donors and international players. International NGOs such as Internews, as well as national players like the Government Media and Information Center (GMIC), frequently hold training sessions for journalists. Although the media sector is rapidly growing, it still faces a lot of restrictions. Also human rights abuses targeting journalists are still common. While offering an increasingly vibrant and ‘conscious’ media sector, Afghanistan is still a country where the government will shut down a private television channel for threatening national unity and where journalists and media actors have to live with a lot of pressure, self-censorship and insecurity.

2. **Goal**

   The impact and success of Afghan-German Development Cooperation depends not only on the real efforts and achievements in field work. The success of Afghan-German Development Cooperation in the public eye is also influenced by how the results achieved are perceived by different sections of the population in different regions. One major pillar of the communication work within development cooperation looks at what has been done and how various audiences in the Afghan population are specifically targeted. Efficient and tailor-made media work will not only positively influence the image of Afghan-German Development Cooperation in Afghanistan. It will also lead to greater understanding and acceptance by different target groups, and as a consequence could positively influence and facilitate the work of various programmes on different levels.

   For better presentation of modes of work and results of Afghan-German Development Cooperation for specific target groups as well as for the broad public in Afghanistan, it is essential to have a better understanding of the structure and function of the nationwide media landscape. The goal of this paper, therefore, is a systematic analysis of the Afghan media landscape (media actors in urban and rural areas, audience, penetration, consumption behaviours and other sources of influence) in order to define...
appropriate media channels for different information purposes and efficient dissemination of messages. The results of this analysis will provide better orientation on how to harness the various media channels for the different information goals within Afghan-German Development Cooperation.

3. Methodology

This media landscape assessment considers and summarises all available research and compiles data from online as well as academic research.

The following media analysis reports were evaluated for the analysis of the media landscape:

- ‘Afghan Media - Three Years After, Nationwide Research 2004/05’, by Altai Media Consulting
- ‘Afghan Media in 2010, Priority District Reports’, (case studies), by Altai Media Consulting
- ‘Afghanistan in 2011, A Survey of the Afghan People’ by The Asia Foundation
- ‘Afghanistan Media Survey’, 2007/08 by ACSOR Surveys for BBC Trust
- ‘Afghanistan Media Assessment. Opportunities and Challenges for Peacebuilding’, Peaceworks, United States Institute of Peace, 2010
- ‘Afghanistan Credentials’ by Moby Group, 2012

First of all we aim to show how the Afghan media landscape is structured, and in a second step to describe the behaviour and consumption patterns of different target groups.

For the evaluation of how and where to tap the media, we are focusing on the three main media – television, radio and print products. The following criteria were established to address different information goals:

1. Geographical coverage, urban and rural regions
2. Audience share (TV, radio), circulation (copies) for print media
3. Audiences
4. Content

For a deeper analysis of each type of media (TV, radio, print-media) we evaluated the six most important leading communication players.

The chapter on recommendations contains some useful ideas and suggestions for appropriate media usage as well as concrete examples of cooperation with the media in line with the above criteria.
4. Media Usage and Consumption Patterns

Whereas in rural regions radio use is still prevalent (75% of rural Afghanistan use radio as preferred source for news and information), in urbanized areas television use is steadily replacing radio use. Correlated closely with access to electricity, television usage has increased tremendously (48%). In urban homes TV has a penetration rate of 88%. Reactionary criticisms of television are directed more towards specific television content than at television as a medium.

**Table 1: Media Usage**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Usage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio</td>
<td>63%</td>
</tr>
<tr>
<td>TV</td>
<td>48%</td>
</tr>
<tr>
<td>Press</td>
<td>13%</td>
</tr>
<tr>
<td>Internet</td>
<td>4%</td>
</tr>
<tr>
<td>Phone</td>
<td>61%</td>
</tr>
</tbody>
</table>

*Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting*

Overall, broadcast media continue to build audiences, to some degree at the expense of print media. Internet usage is (so far) still negligible (4%), despite some progress in infrastructure and an emergent interest among pupils and students. Only 9% of the overall population owns a computer, whereas computers are available in 28% of urban homes.

Experiments in information dissemination via mobile phones show promise.
The following table shows consumption patterns within the Afghan population for several media (multiple answers for media usage were possible).

### Table 2: Consumption Patterns

<table>
<thead>
<tr>
<th>Geographical Consumption (in per cent)</th>
<th>Radio</th>
<th>TV</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban</td>
<td>80</td>
<td>60</td>
<td>40</td>
</tr>
<tr>
<td>Rural</td>
<td>75</td>
<td>22</td>
<td>18</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Compared to overall usage (in per cent)</th>
<th>Radio</th>
<th>TV</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationwide</td>
<td>63</td>
<td>48</td>
<td>13</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>According to sex (in per cent)</th>
<th>Radio</th>
<th>TV</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>77</td>
<td>34</td>
<td>19 (of literate)</td>
</tr>
<tr>
<td>Male</td>
<td>89</td>
<td>38</td>
<td>31</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educational Background:</th>
<th>Radio</th>
<th>TV</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Literacy rate is 30 % of men and 15 % of women)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Literates</td>
<td>89</td>
<td>52</td>
<td>38</td>
</tr>
<tr>
<td>Illiterates</td>
<td>77</td>
<td>26</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wealth (in per cent)</th>
<th>Radio</th>
<th>TV</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well off</td>
<td>92</td>
<td>62</td>
<td>32</td>
</tr>
<tr>
<td>Very poor</td>
<td>57</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>

*Source: Afghan Media - Three Years After, Nationwide Research 2004/05, by Altai Media Consulting*

Media analysis shows the following trends in media usage by Afghans:

- 78% of Afghans interviewed listen to the radio every day.
- An increasing number of Afghans, 75% of those polled, indicated that they watched TV every day.
- Print media usage continues to be relatively insignificant.
- A large number of Afghans polled (32%) watch TV for more than 2 hours a day.
- A significant percentage of Afghans polled watch TV for 30 minutes to 1 hour daily.
Table 3: Peak Times of Consumption

<table>
<thead>
<tr>
<th></th>
<th>6:00 - 8:00 am</th>
<th>8:00 - 10:00 am</th>
<th>14:00 - 16:00 pm</th>
<th>18:00 - 22:00 pm</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio</strong> Female</td>
<td>7</td>
<td>4</td>
<td>5</td>
<td>20</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>14</td>
<td>10</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td><strong>TV</strong> Female</td>
<td>9</td>
<td>3</td>
<td></td>
<td>35</td>
</tr>
<tr>
<td><strong>Male</strong></td>
<td>8</td>
<td></td>
<td></td>
<td>50</td>
</tr>
</tbody>
</table>

*Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting*

Radio usage shows two equivalent audience peaks: the first one in the morning, between 6:00 and 9:00, with a peak at 7:00 (10% of radio users); and a secondary peak at 20:00–21:00 (10%). Usage during these two periods is stable and not negligible, between 4% and 6% users. An interesting finding is that at any given time, less than 10% of self-declared radio users are actually listening to the radio. However, the radio user base is generally very high, with 63% self-declared radio users in the country. This translates into a total population listening to the radio at 7:00 of about 1.2 million (total population 34.0 million).

Men listen to the radio more than women do. Women tend to listen individually, whereas men often listen to radio in groups, especially to political programmes which they then discuss among themselves. Men tend to listen to radio in the morning and evening, whereas women listen mostly during the day, when men are not home and they can choose what they want to hear.

The peak time for television is between 19:00 and 22:00, with the highest level of viewership between 20:00–21:00, when 42% of TV users are in front of their set. Hardly any TV usage was recorded for the rest of the day. Evenings are family time for TV as well as radio, but the TV set is placed in the living room where guests are welcomed and women may not have access. The preferred genre favourites amongst the audiences are entertainment, serials and news.

Unlike radio consumption, wealth is a major factor limiting TV viewership: 61% of those who do not watch reported that the cost of TV equipment is the main factor for not watching. However, the price of a set alone cannot explain low television ownership - there is a strong correlation between lack of access to electricity and a low TV ownership/usage rate.

### 5. Donor Assistance to the Afghan Media Sector

Key donors involved since the early days include USAID-OTIs, the European Commission (EC), DFID, and to a lesser extent, some European embassies and national aid agencies and smaller institutes (Goethe, CAFSCO, Heinrich Boll).

Within the first few months of 2002, several media NGOs established a presence in Kabul, including the newly formed French NGO Aina, the British ‘veteran’ BBC World Trust, quickly followed in Spring 2002 by Internews (US), Institute for War and Peace Reporting (IWPR, UK), Media Action International (MAI, Switzerland) and the Baltic Media Center (BMC, Denmark).
In other cases donor funding has targeted private media (e.g. USAID to Voice of America; EC to the BBC and Killid; DFID to the BBC) or other service providers (e.g. USAID to Afghan entrepreneurs, such as Moby Group).

Since USAID-OTI’s initial grant in 2003, Internews has been active in establishing a network of independent community radio stations across the country, which by 2006 had reached a total of 31 stations; UNESCO has supported print media including Kabul Weekly, Bakhtar News Agency, and Roze magazine, as well as a range of media activities through their support to the Afghan Media and Culture Center established by Aïna in 2002.

**Actors still involved:** On the donor side, USAID is still significantly leading efforts with renewed commitments. Conversely, the EC seems to have reduced its contribution to Afghan Media in 2010. One main indication of this is that the EC’s Country Strategy Paper (CSP) currently has no specific focus on media. Overall, infrastructural support is still being provided, especially donations for upgrading of equipment, such as more powerful antennas and transmitters (e.g. ISAF, USAID, Internews).

Besides numerous training programmes as well as long-term support to universities, NGO support has expanded towards the creation of ‘media centres’ for journalists, offering free internet access, working and networking space.

Content building seems to have shifted towards co-production with international donors and single private outlets. Training has experienced a move towards mentoring and in-house coaching, as well as a search for a more targeted audience.

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**6. Media Outlets in Detail**

**6.1 Radio**

Radio was the only broadcast media available to most Afghans until relatively recently.

Radio remains the most accessible media for Afghan households, particularly in rural areas. However there has been a steady decline in radio ownership and radio listenership since 2007. The proportion of respondents who obtain their information from television continues to rise, but is still largely confined to urban areas.

The number of radio stations is incredibly high (over 175 as of September 2010), with these figures partly also driven by the growth of television, as almost all television channels have an associated radio station. There are an estimated 175 licensed radio stations, but only 60 are believed to be active. The radio landscape is more fragmented; six stations share slightly more than half the listening audience, while the other half is divided among the remaining stations. Community radio stations (state and independent) are often strong in their broadcast areas where their content is of high quality and relevant to the community they serve.

Besides a few radio stations that can be heard on AM across the country (e.g. Radio Afghanistan, BBC), the broadcast coverage of radio stations varies considerably depending on the nature of the terrain. Mountainous areas represent a considerable barrier to the outreach of terrestrial antennas.
Lack of security can also affect the development of the media landscape, leaving in particular some remote rural areas with negative security without coverage, such as in districts that receive only local military radio stations and very limited or no terrestrial television coverage (e.g. Garmser, Sorobi, Sarkani and Saydabad)

Radio stations in Afghanistan can be classified into four categories:

1. **international outlets** (e.g. BBC, VoA, Azadi, Sada-e-Azadi) with the common characteristic of not accepting commercial advertising or, in most cases, public service announcements;
2. **self-sustainable national and regional stations** (e.g. Arman, Killid, Sharq, Sol-e-Paygham);
3. **community radio stations**, which generally employ less than 25 staff and cover their costs from a range of sources, and
4. **small-scale stations** that generally encompass Provincial Reconstruction Team (PRT) outlets (RIABs).

The eight largest stations with the highest audience share are:

![Table 4: Audience Share of Radio Stations](source)

Among the radio stations surveyed with AM, FM and shortwave, broadcasting mainly in Pashto and Dari as well as Urdu and English languages, six can be identified as the most popular stations.
Table 5: Characteristics of Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Outreach</th>
<th>Language</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 RTA</td>
<td>Government</td>
<td>Broadcasting in all 34 provinces, highest nationwide outreach</td>
<td>Dari, Pashto &amp; English (some Baluchi, Pashayee &amp; Uzbeki)</td>
<td>Daily 24 hr daily program&lt;br&gt; Detailed news focusing mostly on Afghanistan, underlining political governmental and non-governmental programmes&lt;br&gt; Round-tables: interviews with high ranking officials&lt;br&gt; News every hour&lt;br&gt; Topics: current affairs, social reports (health, education, security &amp; etc), sports, music &amp; entertainment&lt;br&gt; Positive developments and government activities (inauguration of hospitals, opening of schools, etc.), as well in-depth explanations about the Constitution and the long term development plans for the country</td>
<td>The only governmental national radio station&lt;br&gt; Herat, Kandahar, Khost, Balkh and Nangarhar Provinces have larger studios which produce local content&lt;br&gt; RTA is currently reorganized to improve managerial, journalistic and technical skills</td>
</tr>
<tr>
<td>2 Radio Azadi 'Radio Free Afghanistan'</td>
<td>International station (the Afghan service of Radio Free Europe)</td>
<td>FM stations in five major cities (Kabul, Jalalabad, Mazar-e Sharif, Kandahar and Herat)</td>
<td>Dari &amp; Pashto</td>
<td>12 hour daily programme (7am to 7pm)&lt;br&gt; 60 percent of the broadcast material is prepared in Afghanistan and 40 percent originates in Prague (HQ)&lt;br&gt; News, awareness reports &amp; entertainment foster Afghan culture, reports on Afghan customs and traditions&lt;br&gt; Special programs for youth and women&lt;br&gt; Political satires and music and literary programmes&lt;br&gt; High priority on call-in shows and interacting with its audience&lt;br&gt; Hosted the first ever presidential debate, featuring President Hamid Karzai and two of his leading contender</td>
<td>US funded, but not advertising its funding sources&lt;br&gt; Shares the same frequency as Ashna/VOA (which covers the rest of the day (7pm – 7am)</td>
</tr>
<tr>
<td>Station</td>
<td>Owner</td>
<td>Outreach</td>
<td>Language</td>
<td>Content</td>
<td>Notes</td>
</tr>
<tr>
<td>---------</td>
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<td>-------</td>
</tr>
</tbody>
</table>
| 3 Arman FM ‘Hope’ | Private radio station | Present in all the main cities | Balanced Dari & Pashto | • The station airs mostly modern pop music  
• Format consisting of music, small talk with listeners who call to request songs, short news flashes and many advertisements  
• Some news and current affairs | • Progressive programmes use informal language and are hosted equally by men and women |
| 4 BBC | International station | FM relays and nationwide middle wave coverage | Pashto, Dari, English (international news) | • Programmes foster Afghan culture  
• Broadcasting 24h news  
• Focus on short dramas illustrating social issues (girls, education, dowry payments, etc.) through entertaining dialogues in colloquial Dari or Pashto  
• News or reports use a sophisticated level of the language | • Educational programmes especially designed for a rural Afghan audience (using simple, tailored language for uneducated people).  
• BBC World Service branch in Kabul and a BBC media resource centre providing information, training and communications services within RTA facilities |
| 5 Ashna ‘Familiar’ | International station | FM relays and national middle wave coverage | Dari & Pashto | • 12 hours program (7pm to 7am)  
• Foster Afghan culture, in-depth news, poetry, music, sports and entertainment  
• Most popular are a daily Dari and Pashto call-in shows featuring Afghan experts and officials and the late night cultural programme, where callers request their favourite poems and songs | • Shares the same frequency as Azadi  
• Lags behind Radio Azadi, in terms of content quality  
• Focus of news and reports are less on Afghanistan itself and more on NATO activities  
• Programme decided in Washington, station seems not yet fully adapted to its Afghan audience |
### Media Outlets in Detail

#### Station | Owner | Outreach | Language | Content | Notes
--- | --- | --- | --- | --- | ---
6 | Killid Radio | • Private radio station  
Part of the Killid Group | • Operating from Kabul with presents in all major cities (e.g. Herat, Mazar-e Sharif, Jalalabad) | • Dari & Pashto | • Main Afghan cultural station  
• Programmes feature cultural topics, with an effort to promote or revive the Afghan heritage, biographies of historical Afghan poets and writers, and reports on traditional music  
• Advocates for women capacity building, addresses cultural concerns, and supports awareness programmes  
• Approximately a quarter of the programmes are common to all Killid stations, while the rest is produced locally  
• Worldwide online services through its website, including domestic and international news services  
• Online exchange of audio and text messages, advertisements, entertainment, cultural information

#### General remarks on the usage of station:

- **Arman and Killid** have a significant audience in the main cities.
- **Radio Afghanistan, Azadi, BBC** and **Ashna** are broadcast on AM (and sometimes FM in main cities), and cover most rural areas.
<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Age group</th>
<th>Gender</th>
<th>Educational level</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTA</td>
<td>40 – 50</td>
<td>Male/ Female*</td>
<td>Secondary</td>
</tr>
<tr>
<td>Radio Azadi</td>
<td>50+</td>
<td>Female / Male</td>
<td>University</td>
</tr>
<tr>
<td>Arman</td>
<td>20 - 30</td>
<td>Male / Female**</td>
<td>Secondary</td>
</tr>
<tr>
<td>BBC</td>
<td>20 - 30</td>
<td>Female / Male</td>
<td>University</td>
</tr>
<tr>
<td>Ashna</td>
<td>30 - 40</td>
<td>Female / Male</td>
<td>University</td>
</tr>
<tr>
<td>Killid</td>
<td>15 - 20</td>
<td>Female &amp; Male***</td>
<td>Primary</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting

* Only slightly more woman listen to RTA, otherwise this station reflects the average middle-class Afghan.

** Arman’s users are women, slightly more literate and educated than the average due to coverage mainly in urban areas.

*** Killid’s audience has a higher representation among the middle classes, low literacy and low education populations, women and high-school students.
6.2 Television

TV was first introduced in 1974, when a new (government-owned) organisation called Radio Television Afghanistan (RTA) founded two channels: RTA and Afghanistan National Television. The Taliban shut down all TV stations and following an ‘explosion of the media landscape’ that started in 2003, there are now about 75 active TV channels in the country.

These channels can be classified into four categories:

1. Private television channels with a generalist profile (e.g. Ariana, 1TV, Tolo) cover significant parts of their costs through commercial advertising and employ over 250 staff members.
2. Channels targeted to a specific audience (e.g. Shamshad, Lemar) may also lie in this category of commercial television, albeit at the lower end of the cost scale and employing fewer human resources.
3. Private television also includes regional/provincial channels and religious and party-backed channels, generally operating through non-commercial sources of funding.
4. Governmental television is represented by RTA, which features among the largest number of human resources employed and has costs that are comparable with those of private generalist channels.

Television has five players capturing more than 80% of the audience with the Moby Group, Tolo TV (45%) and Lemar TV (6%), representing half the market.

<table>
<thead>
<tr>
<th>Table 7: Audience Share of main TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolo TV</td>
</tr>
<tr>
<td>Ariana TV</td>
</tr>
<tr>
<td>RTA</td>
</tr>
<tr>
<td>Lemar</td>
</tr>
<tr>
<td>Channel One</td>
</tr>
<tr>
<td>Shamshad</td>
</tr>
<tr>
<td>Others</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting

In 2010 almost half (47%) of the Afghans have a TV set at home. 82% of the population has their current television set for three years or longer. Less than a quarter of the population has satellite TV equipment. Cable TV, relying on a fixed infrastructure, is essentially an urban phenomenon, and restricted to some areas of main cities (with rare exceptions): this explains the small penetration rate of 5%.
Preferences on Content at National Level

Preferences expressed in the general survey favour national news:

1. a majority of respondents claim news among the three programme types they watch most frequently on television;
2. dramas and serials come second;
3. music shows and religious programmes share third place.

However, actual audience data suggest a very different picture: among the types of programmes identified, the most successful are by far entertainment. Serials attract an audience share of 46%, music 11% and game shows 10%.

Interactivity is wide-spread in nearly all broadcasting outlets. Apart from song requests, listeners or viewers are encouraged to call in during the course of various programmes to voice their opinions, share their experiences, or ask a question.

Types of TV content

1. Serials
Serials have a special place on Afghan television: this category of programmes captures nearly half the audience share, most of them being produced in India and dubbed into Dari. Although Indian series are still dominant on Afghan television channels (three of the six most popular programmes on Tolo, the second most popular programme on Ariana), the range has diversified. The rise of Turkish serials can be interpreted as a way of avoiding criticism against non-Islamic content.

2. Religion
Virtually all television channels and radio stations feature at least one religious programme, in addition to prayer calls and recitation of the Quran.

3. News
Some outlets also offer specialized bulletins on international, economic, cultural or scientific news. However, there is a lack of self-confidence within Afghan journalism, which leads most of the outlets to consider a piece of domestic news as important and confirmed only if it is brought up by a Western institution or medium (preferably British or American. News flashes are good in terms of sound, but poor in images. The video component tends to be static. For international news, the vast majority of the outlets depend on images gathered on the internet, or from foreign news agencies such as Reuters and DPA. From an editorial point of view, the production of news is on average still rather passive.

4. Political talks
Most of the channels have one or more political talk shows and regularly invite Members of Parliament, experts, officials or former officials to debate on a particular topic related to current events. Although the overall presentation and the pertinence of the questions are generally good, what is lacking is real debate, or even discussion, between the guests: neither the presenter nor the invited guests dare interrupt the speaker to follow up on a particular point or contradict.
5. **Games for knowledge, games for money**

Different types of game shows exist within the TV landscape:

**Games for knowledge**

- (Mind’s Test) on RTA includes not only questions, but also stories, jokes and verses told or recited by the various participants. As often done on RTA, the programme closely mixes Dari and Pashto, with roughly every other question in each language.

- On Ariana there are two interactive games, with viewers calling to answer questions about geography, history, literature, with a special focus on Afghan heritage.

**Games for ‘Money’**

Programmes such as ‘Ki mikhohad dowlatmand shawad?’ (Who wants to become a millionaire?), on Shamshad, ‘Del na Del’ on One TV, or ‘Deal or no Deal’ on Tolo, put a focus on monetary gains. In the latter two shows, the game only consists of opening boxes and discovering the amounts of money that they contain, without any questions being posed.

6. **Comedy and satire**

Quality comedy shows are scarce in the broadcasting landscape. The now well-established Zang-e-Khatar (‘warning alarm’) is far ahead in terms of humour and political boldness.

7. **Cultural programmes**

Afghanistan offers an infinite source of material for cultural programmes. Their quality is generally excellent, but cultural programmes are broadcast outside peak hours and therefore reach a rather small audience.

8. **Movies**

Movies are, as yet, not a very important programming category on the main Afghan channels. Most of them are broadcast outside peak viewing times.
### Table 8: Characteristics of TV Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Outreach</th>
<th>Language</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Tolo TV</td>
<td>Private television channel • Part of Moby Group • Owned by the Mohseni Family</td>
<td>Nationwide • Largest player with 45% of the national audience share</td>
<td>Dari &amp; Pashto, sometimes English</td>
<td>24 hr programme • Renowned for the quality of its programmes and provocative and innovative shows, like ‘Afghan Star’, ‘Sesame Street’ in Dari &amp; Pashto ‘Banoo’ (women call-in show) ‘Bamdadkhosh’ (live-show with interviews, music, information) • Fare share of entertainment programmes with music, serials &amp; movies • Regarded as progressive and critical of the government</td>
<td>The first commercial TV to operate in AFG established by the Mohseni family in 2003 initially supported by USAID by now one of the most successful self-financed stations • Dominates the media landscape during most of the day, with a peak at 18:00, where it reaches nearly 70% of audience share, translating into nearly half a million users • Actual peak in terms of viewers (2 million users) is at 20:30, where 42% watch TV • 2/3rds of the audience prefer entertainment based programmes: serials (46%), music (11%) , game shows (10%)</td>
</tr>
<tr>
<td>2 Ariana TV</td>
<td>Private television channel</td>
<td>Broadest terrestrial coverage among the private channels • Covers 33 out of 34 province</td>
<td>Dari &amp; Pashto (English news programmes)</td>
<td>24 hour programmes focusing on information, content and entertainment that rekindles Afghanistan’s traditions and culture • Programmes: emphasis on education, health, children’s programming, women’s and world issues • Broadcasts ‘Dulhan’ (a popular Indian serial) and the Afghan version of ‘Who wants to be a millionaire’ • Regarded as neutral, but often highlighting the efforts made by Afghan officials</td>
<td>Together with Ariana Radio one of the largest private media channels • AWCC is a sister company (high potential for mobile outreach) • Peak at 21:30 and 22:00 • About 26% of all TV users (about one million users)</td>
</tr>
<tr>
<td>Station</td>
<td>Owner</td>
<td>Outreach</td>
<td>Language</td>
<td>Content</td>
<td>Notes</td>
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<td>-------</td>
</tr>
<tr>
<td>3 RTA</td>
<td>Governmental (TV and radio)</td>
<td>Nationwide</td>
<td>Dari, Pashto &amp; English (some Baluchi, Pashtayee, &amp; Uzbeki)</td>
<td>24 hr programme</td>
<td>The only governmental national TV channel</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Local stations in 28 provinces</td>
<td></td>
<td>Local branches broadcast Kabul RTA TV from 7-9pm and produce local content adapted to the local environment</td>
<td>RTA is currently restructuring to become a strong, independent and efficient Afghan National Public Service Broadcaster (ANPSB), they aim to improve managerial, journalistic and technical skills by upgrading its reach, its infrastructure, its hardware and its software configuration</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Political governmental and nongovernmental programmes</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Topics: interviews of high ranking persons, news per-hours, current affairs, social reports (Health, Education, Security &amp; etc), round-tables, sports, music &amp; entertainment</td>
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<tr>
<td></td>
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<td></td>
<td></td>
<td>‘Zangari’ report offers reports on reconstruction in various provinces, through interviews with local inhabitants and officials, it is broadcasted during prime time and the second most popular programme in terms of audience share</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Despite large coverage</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Programmes regarded as low quality and often ‘propaganda’ for the government</td>
<td></td>
</tr>
<tr>
<td>4 Lemar TV</td>
<td>Largest private Pashto language station</td>
<td>Nationwide</td>
<td>Mainly Pashto (some Dari &amp; English)</td>
<td>24 hr programme for urban and rural audience</td>
<td>‘Pashto Sister’ station of Tolo TV, launched in 2006</td>
</tr>
<tr>
<td></td>
<td>Part of Moby Group</td>
<td>Strong in the Pashtun provinces: Helmand, Khost</td>
<td></td>
<td>Internally produced dramas, music, fashion, showbiz, current affairs</td>
<td>The two main channels of Moby Group possess half the national audience share nationwide / Units Europe &amp; North America Pashtun provinces: Helmand, Khost, Paktika, Paktya, Uruzgan and Zabul.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Popular in southern provinces (Kandahar, Helmand, Daykundi, Farah, Uruzgan)</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Special programmes for religious regarded as progressive and critical of the government</td>
<td></td>
</tr>
<tr>
<td>Station</td>
<td>Owner</td>
<td>Outreach</td>
<td>Language</td>
<td>Content</td>
<td>Notes</td>
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<td>---------</td>
<td>-------</td>
</tr>
<tr>
<td>1 TV (channel one)</td>
<td>Private station</td>
<td>Broadcasts to major cities terrestrially and via satellite</td>
<td>Dari &amp; Pashto</td>
<td>24hr programme&lt;br&gt;Known for its strong, independent news and current affairs programming, with internationally acclaimed content such as ‘Kabul Debate Live’ (studio debate before 120 audience members) and nightly hard-hitting current affairs series&lt;br&gt;Programmes are of high quality and progressive like the highly controversial ‘Niqab’ or ‘The Mask’ where woman can tell their life stories behind a mask for their safety&lt;br&gt;News every hour throughout the day and nightly newscasts (<strong>World at 5:00’ in Pashto</strong> and <strong>’World at 6:00’ in Dari</strong>)&lt;br&gt;Rather critical of Afghan officials</td>
<td>Considered as the fastest growing private TV station (started in 2004 and has already 5% of audience share)&lt;br&gt;The first channel to produce a daily business show (<strong>’Daily Business Report’</strong>)</td>
</tr>
<tr>
<td>Shamshad TV</td>
<td>Private Pashto language station</td>
<td>Available in over 20 provinces, (only 2 in the North)</td>
<td>Pashto, some Dari, English, Arabic</td>
<td>24hr programme, mainly in Pashto (80%)&lt;br&gt;Airing many series and comedy shows bought from Pakistan and the middle east&lt;br&gt;Topics: Civil society, Tribal community, Political partnership, Human rights, Democracy, Gender, Children rights, Freedom of speech, Environment protection, Civic Education, Women rights, Narcotic control, Government and National Issues, National development and reconstruction, International Relations&lt;br&gt;Popular in the in eastern provinces (Nangarhar, Logar, Laghman)</td>
<td>The first Pashto channel, opened in 2006, regarded as close to the central government</td>
</tr>
</tbody>
</table>
Socio-demographics by TV Stations

The audiences of the six largest TV stations differ by age group, gender and educational level, with Tolo TV and Ariana TV attracting audiences closest to the national average viewer.

Table 9: Socio-demographics by TV Station

<table>
<thead>
<tr>
<th>TV Station</th>
<th>Age group</th>
<th>Gender</th>
<th>Educational level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolo TV</td>
<td>20 - 30*</td>
<td>Male / Female**</td>
<td>University</td>
</tr>
<tr>
<td>Ariana TV</td>
<td>40 - 50*</td>
<td>Female &amp; Male</td>
<td>None</td>
</tr>
<tr>
<td>RTA</td>
<td>40 - 50</td>
<td>Male / Female ***</td>
<td>Primary</td>
</tr>
<tr>
<td>Lemar TV</td>
<td>20 - 30</td>
<td>Male / Female ****</td>
<td>Secondary</td>
</tr>
<tr>
<td>Channel One</td>
<td>20 - 30 &amp; 30 - 40</td>
<td>Female &amp; Male</td>
<td>University</td>
</tr>
<tr>
<td>Shamshad TV</td>
<td>15 - 20</td>
<td>Female &amp; Male</td>
<td>Primary</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting

* Tolo TV and Ariana TV are both strong in all age groups, since their programmes attract the whole family.
** Slightly more women watch Tolo TV than men.
*** Slightly more men watch RTA than women.
**** Lemar’s audience is predominantly male as it is a Pashto Channel with a strong audience base in more conservative Pashto areas.
6.3 Print Media

Even more than radio, the print media landscape is characterised by high diversity: very few publications are widely distributed in the country; many of them have a small circulation and are published irregularly.

The Ministry of Information and Culture reports approximately 800 print publications in circulation in 2009. Print media remain of limited significance, primarily because of the extremely low literacy levels among adults. The development of print media is extensively hindered by demand-side constraints, including very low literacy rates (approximately 30% of men and 15% of women). Limited distribution channels also mean that few publications are available nationally.

Table 10: Most Popular Print Media - Nationwide

<table>
<thead>
<tr>
<th>Preferred Newspaper</th>
<th>(in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sada-e-Azadi</td>
<td>19</td>
</tr>
<tr>
<td>Killid Weekly</td>
<td>15</td>
</tr>
<tr>
<td>Meena</td>
<td>11</td>
</tr>
<tr>
<td>Meena Times</td>
<td>10</td>
</tr>
<tr>
<td>Mursal</td>
<td>7</td>
</tr>
<tr>
<td>Wahdat-e-Milli</td>
<td>7</td>
</tr>
<tr>
<td>Arman-e-Milli</td>
<td>7</td>
</tr>
<tr>
<td>Hasht-e-Sob</td>
<td>6</td>
</tr>
<tr>
<td>Arman-e-Milli</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting

The most read newspaper is ISAF’s Sada-e-Azadi – with by far the highest print run and best distribution in the country (500,000 copies, bi-weekly, distributed in all provinces where there is a PRT).
### Table 11: Characteristics of Print Media

<table>
<thead>
<tr>
<th>Title</th>
<th>Owner</th>
<th>Outreach</th>
<th>Language</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 1 Sada-e- Asadi | International Security Assistance Force (ISAF)  
Part of the ISAF Media Group | 500,000 copies  
Nationally (PRT-stations) | Dari, Pashto, English | Bi-weekly newspaper  
Covers current afghan affairs | Distributed via the Provincial Reconstruction Teams (PRT) |
| 2 Killid Weekly | Part of Killid Group | 25,000 copies  
Distributed in all 35 provinces | Dari & Pashto, some English | Covers Afghan News, culture, entertainment and social issues  
Coordinates content with the Radio Killid Network  
Some content can be found online | Afghanistan’s first nationally-distributed independent weekly (launched in 2002)  
Also distributed in Quetta, Pakistan and Mashad (Iran) |
| 3 Anis | Governmental | appr. 5,000 readers | 80 per cent in Dari and 20 per cent in Pashto | Daily newspaper | Under the control of the Ministry of Information and Culture - Department of Publication and Media Affairs which appoints the editor and hires all the staff |
| 4 Meena Magazine | | | | Focus on culture, entertainment and social issues | At this point no further information available |
| 5 Kabul Times | Governmental | | English | Daily newspaper  
Seeks to reflect the realities of Afghanistan at both national and international level  
Covers all areas of Afghan life, while focusing on the government and its efforts to rebuild the country  
Covers also international news | First Afghan newspaper in the English  
Part of the MoIC Department of Publication and Media Affairs |
### Media Outlets in Detail

<table>
<thead>
<tr>
<th>Title</th>
<th>Owner</th>
<th>Outreach</th>
<th>Language</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mursal Magazine</td>
<td>Part of Killid Group</td>
<td>15,000 copies</td>
<td>Dari &amp; Pashto</td>
<td>Weekly Women's Magazine, Written in an easy-to-read style, Topics are a combination of entertainment, culture and social issues</td>
<td>First nationally-distributed women's magazine, launched in 2003</td>
</tr>
<tr>
<td>Hasht-e Sob</td>
<td>Privately owned newspaper</td>
<td>15,000 copies</td>
<td>Dari, some Pashto</td>
<td>Daily, Known for its interest for progressive topics and thinking, e.g. the first one to have an environmental column</td>
<td>Higher educated readership, The newspaper was supported by GIZ until the end of 2011</td>
</tr>
</tbody>
</table>
6.4 Others

New communication tools like online platforms will be assessed in a further step in future.

**Mobile Phone:**

- Mobile phone penetration has reached 61% (and has started to impact on the ways in which media are consumed, offering, for example, the chance to vote for a favourite television star through text messages).

**Online Media:**

- Online platforms and social media are starting to take off in the cities with the young generation having access to internet in Internet cafés and on their mobile phones.
- Some of the eight up-to-date and frequently used websites (no data on frequency available).
7. Media Groups

In Afghanistan several media groups run parallel radio and TV as well as print media. The top four private media groups in Afghanistan are Ariana Television Network / AWCC, Moby Group, Killid Group and Saba Media Organization:

<table>
<thead>
<tr>
<th>Group</th>
<th>Owner</th>
<th>Media</th>
<th>Language</th>
<th>Description</th>
</tr>
</thead>
</table>
| Ariana Television Network/AWCC    | • Ehsan Baya                               | • TV & Radio                    | • mainly in Dari, but also news in Pashto & English | • Independent private media group  
   • Operates the TV channel Ariana TV, which is relayed by terrestrial transmitters with the largest outreach in the country  
   • Operates Ariana Radio, which is broadcast from Kabul in almost all provinces  
   • Some believe in strong influence by Iran  
   • Progressive |
| Moby Group                        | • Mohseni Family, Chairman: Saad Mohseni    | • TV, Radio, Press, Advertisement | • Dari, Pashto & English          | • Owns Tolo TV, Lemar, Arman FM  
   • Owns Kabooora (the largest television production house)  
   • Owns Lapis Advertising Agency  
   • Publishes Afghan Scene Magazine  
   • Arman FM is broadcast from Kabul  
   • Tolo TV is the most popular channel in Afghanistan, with programs predominantly in Dari  
   • Lemar broadcasts mainly in Pashto.  
   • Perceived by some to have both Western and Iranian influences  
   • Many Pashtuns see Tolo as having anti-Pashtun interests  
   • Critical of the government and progressive |
| Killid Group                      | • Shahir Ahmad Zaheen (Director of Killid Group) | • Radio & Print                 | • Dari & Pashto                    | • Independent Afghan public media group  
   • A not-for-profit public media initiative of Development and Humanitarian Services for Afghanistan (DHSA), a longstanding Afghan NGO  
   • Publishes Killid Weekly and Mursal Women’s magazine  
   • Owns Killid Radio, with studios in Kabul, Herat, and Kandahar which can replace some of the Kabul program with locally generated content  
   • Perceived to be influenced by the West and close to the government |
| Saba Media Organization           |                                            | • TV, Radio, Print, Advertisement | • Dari & Pashto                    | • Associated with Coordination of Humanitarian Relief (CHA), a longstanding Afghan NGO  
   • Established a national TV station (Saba TV) with entertainment programs in the five main cities of the country  
   • Another TV channel is broadcasting from Kabul only for Uruzgan province.  
   • Operates Radio Nawa, which is broadcast from Kabul in Pashto  
   • Perceived to be influenced by the West |
8. **Media Actors of Interest**

There are several media players acting in Afghanistan:

### 8.1 Government

**Radio Television Afghanistan (RTA)**

RTA is a governmental national broadcasting organization, which is based in Kabul with branches in 28 provinces. It is operating as an agency of the Ministry of Information and Culture.

It was originally founded in 1974 and launched in 1978 as the first nationwide media outlet in Afghanistan.

RTA is supported by the German Government through Deutsche Welle (DW) and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, by the American Government through USAID, the Government of Japan and many other international donors.

**Government Media & Information Center (GMIC)**

GMIC was established in 2007 to respond to the great information need of the Afghan public, media, and other national and international stakeholders. The Capacity Building Department (CBD) is building communications capacity in the Afghan government communications offices and develops and conducts educational activities tied to the needs of the Afghan government.

Media Relations Department (MRD) is developing communication and coordination mechanism in which information producing and distributing entities take active part and enhance the flow of information to and from the Afghan public and other stakeholders. The Media Monitoring analyzes the print and electronic media and provides the news and analysis of important national and international events, affecting Afghanistan to the senior government officials.

### 8.2 Media Organization’s (NGO’s)

**NAI (Internews)**

Since 2004 NAI is active in developing open media in Afghanistan and training of Journalists from all over Afghanistan. It is building up technical and financial capacities of Afghan Media sector, providing support on media law to journalists and outlets. It is furthermore supporting the establishment of new local radio stations. A new initiative focuses on raising awareness on environmental issues in Afghanistan. Funded by USAID through Internews it became the vastest network of freelance journalists in the country and is taking the lead in reporting and tracking violence against journalists. Internews is an international media development organization with the main purpose to strengthen the media sector in Afghanistan.
Media Actors of Interest

**Mediothek Afghanistan**

Mediothek is an Afghan-German non-government organization, founded in Germany by exile Afghans and German experts of Afghanistan in 1993. It is funded by the German Federal Foreign Office (AA) and supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Over the years the focus of Mediothek changed from preserving the cultural heritage, school projects and academic initiatives in the 1990s to peace building activities, civil society support and capacity building for journalists. Media houses provide safe environments for journalists with access to Internet, reference books and other media facilities in Kabul, Khost, Jalalabad, Kunduz and Mazar-e Sharif. In Badakhshan a Community Center is the regional office of Mediothek in Northeast, established in May 2009. Activities focus on the fields of education, peace building, cultural exchange and some journalism training programmes.

**Institute for War and Peace Reporting (IWPR)**

The Institute for War and Peace Reporting (IWPR) has been operating in Afghanistan since 2002 as an initiative of the Mac Arthur Foundation. IWPR is funded by a number of donors including Norway (approximately 60–70% of funds), Sweden and the US State Department. IWPR wants to contribute to democracy and peace through encouraging public debate, informational exchange and sustained training for journalists. The establishment of Pajhwok Afghan News (PAN), the first independent news agency in the country, has been among its past achievements. Furthermore IWPR established media center in Helmand, Herat, Nangahar, Parwan and Balkh provinces where they provide training, technical facilities such as Internet access and open space for debates and information on journalistic advice.

**ANAAR (Pomegranate) Multimedia center**

Established by USAID in 2011 Anaar is supporting community groups, civil-society organizations, small businesses and private citizens through increased access to digital media. The center provides Internet access, professional assistance and short training courses for those who want to improve their media, public affairs and networking skills.

USAID is establishing the multimedia center as part of its Afghanistan Media Development and Empowerment Project, which is implemented by Internews.
8.3 Military

Radio Sadai Azadi Shamal

ISAF radio by the name of ‘Voice of Freedom’ (Further time intensive online research needed – depending on recommendations by CRMO)

Newspaper Sada-e-Asadi

Weekly newspaper has great influence and readership, which is distributed for free and printed in color (rare in the provincial print landscape (Further time intensive online research needed – depending on recommendations by CRMO)

9. Recommendations

Prospects and initial cooperation approaches for development cooperation (and stabilising measures) with the Afghan media

Altai Media Consulting accords the still young Afghan media landscape increasing significance in future in the areas of politics, education and entertainment. Moreover, it is expected that topics connected with nation-building, such as progression, development and cultural change will have to be taken up and explored by Afghanistan’s media more frequently and from a wider range of perspectives than before. This assessment is based on discussions with media managers, audiences and key information made available.

Reconstruction and unity are topics that interest many sections of the population, and many would like to see more positive news about developments in these areas.

Male, Kandahar:

‘If we watch the news for 30 minutes, it’s 20 minutes of killing and suffering, and the other 10 minutes is about meetings that have occurred between ministers and politicians. There is no news on development, or economics, the value of our commodities, the value of our currency, things like that. For example, does anybody know anything about our progress this year?’

There is a widespread feeling among Afghans that the media should put more emphasis on what Afghan individuals and communities have achieved, give a broader sense of the progress made, as well as show more detailed examples of what is achievable by small, isolated communities, and give a sense of what remains to be done and ways to achieve it. The public still has a desire for such programmes, as was also expressed in 2005 (‘Good news’ was one of the most common answers to the question: ‘What do you want more of in the media?’)
Afghanistan’s reconstruction process is still poorly perceived and understood by the majority of the population. Many would also like to know more about budgets and the quality of what is being delivered across the country. Some programmes are already focusing on bringing positive news of the country, but they often go unnoticed and have low impact and are often sponsored by the international community in a broad strategic communication approach. As long as media outlets themselves consider them as advertising, it is likely that these programmes will not enjoy high priority in their programme scheduling and with the public. Supporting the development of feature programmes focusing on reconstruction and explaining it to Afghans in creative formats that can capture audiences and become sustainable or sufficiently attractive to be broadcast without a fee is therefore an interesting area of opportunity to be considered.

We should take up this audience in Afghan society and respond by marketing the results and commitment of the German Government in Afghanistan, and together with the Afghan media develop formats for demand-driven marketing of development cooperation/stabilising measures.

In the diverse and fast-growing media landscape, it is important to consider precisely what cooperation arrangements could be important for development cooperation (and the stabilising measures) in order to reach the widest possible range of target groups:

1. For a nationwide awareness or advocacy campaign, one should partner up with one of the large media groups in order to reach a diverse audience and achieve comprehensive geographical coverage. Partnering with Moby Group means that the audience reached will be predominantly urban, highly educated and proportionately well off young adults. Compared with other media groups, Moby reaches a large proportion of female listeners and viewers with its Arman FM radio and Tolo TV.

2. Partnering with the Killid Group for a nationwide campaign will reach a rather different audience. Through its radio programme, Killid is reaching the middle classes, low-literacy and low-education populations, women and high-school students, while with its weekly magazine and women’s magazine (Mursal) it reaches out to the well-educated urban population.

Since local stations are extremely successful compared with national stations at province and district level, it is very important to look into the audience preferences of the specific provinces and districts.

For example Balkh Province

- The Mazar-e Sharif audience can be reached most effectively using Arezo TV and Arezo Radio. These would be the preferred partners as they include the most popular stations in each of the preferred media.

- For outreach through the print media it is advisable to use Killid magazine or other large national publications, as the local publications are too small. They mostly struggle with funding problems and are at constant risk of closing down.
9.1 Media Measures in 2012

Placing film material in the Afghan media

1. First talks have already been held with Tolo TV and RTA TV about broadcasting movies of Afghan-German Development Cooperation activities.

2. At further discussions in April the PR Unit will present thematic proposals on what film material should/could be positioned.

3. After the fees to be paid have been announced (special price), the PR Unit will decide which film productions are to be placed:
   a. This will represent a thematic mix of the development cooperation films.
   b. We have already clarified in advance with Tolo TV that we need a prime time broadcasting slot to reach the largest possible audience.

According to the study by Altai Consulting Media, in the sector of journalism too further and continuing training of journalists is necessary to achieve stronger placement of articles: „Journalistic capacity has greatly improved since 2002. However, the continued efforts to build capacity are needed for the further professionalization and modernization of the field, which requires a constant improvement of journalists’ knowledge, skills and techniques.’

This is rendered more difficult by two further circumstances which should not be neglected: the high turnover of journalists in the print media and their loose connection to certain publications.

As a consequence of this a new trend appears to be emerging to counteract the low outreach and the comparatively low level of article placement. Local media consultants are providing media placement services such as Reflect Media & Communication Services. Mostly well established Journalists are using their personal contacts in the media scene and supporting organisations in placing press releases, spots and topics in nationwide and local media.

The experiences of the PR Unit with placing press releases in the Afghan media in recent weeks and months are following a similar course. Without personal contacts there is no hope of positioning articles successfully. (Two examples: Press release ‘Fruit Juices’ sent out to 17 media representatives, only published in Afghanistan Times in November 2011, Press release ‘PDF Badakhshan’ sent out to 20 journalists/media representatives, published in Eslah, a Dari newspaper in December 2011)
Cooperation with Mediothek Afghanistan

As a result of this experience the PR Unit is aiming to cooperate with Mediothek Afghanistan. News about development cooperation and stabilisation measures is disseminated via an already existing network to the journalists/media representatives and via these multipliers among the population. Together with Mediothek Afghanistan we will initiate a series of Kabul Media Meetings, drawing attention to crucial social, partly controversial topics still underrepresented in the Afghan Media coverage. The meetings offer Kabul based journalists a regular platform to learn about socially relevant issues, meet with experts and discuss their respective responsibility as media representatives. Depending on each month’s topic, the format is designed as a seminar, briefing, field visit or group discussion. Furthermore, these events aim to provide opportunities for journalists to reconnect among each other and with Mediothek and its partners, and invites participants to continue exchanging ideas in a recreational atmosphere.

- Up to eight (8) discussion meetings with journalists on the topic of ‘Social responsibility’ are planned in Kabul.

- Up to eight (8) discussion meetings with journalists and media representatives in the north of Afghanistan are being considered. The plans – concerning the content too – will be defined at a meeting with the Director of Mediothek at the end of March. We envisage two (2) discussion meetings in Balkh, two (2) in Kunduz, two (2) in Takhar and two (2) in Badakhshan.

- We also plan to offer coaching in photography to journalists in Kabul, Mazar-e Sharif, Kunduz and Feyzabad. This will enable us to position development cooperation themes that cannot be placed under the heading of ‘Social responsibility’.
9.2 Idea for the future 2012 / 2013

A series format ‘Where have living conditions for Afghans improved as a result of reconstruction’ could be developed jointly with one of the major media groups that has good target-group-specific outreach (radio and TV) in the provinces too in order to satisfy the population’s demand for more information about the results of reconstruction and development in Afghanistan. One or two local broadcasting stations could also be considered in order to boost the target group outreach in the provinces and districts.

- Two or three journalists (radio, TV and print) interview our partners, the population and development cooperation actors (Afghan counterparts) about successful approaches and how these materialised (Afghan ownership).

- A commentary will mention the German Government’s commitment in Afghanistan in a few pithy sentences.

Before this idea can be discussed with the media in a next step in about April 2012, it is necessary to

1. Complete the assessments for the four (4) provinces mentioned in North Afghanistan by April 2012.

2. Obtain the consent of the projects to tackle such a creative project jointly with the PR Unit – funding requirement and human resources capacities by June 2012.

3. Identify the Afghan media partner (important criteria, reputation and degree of recognition (viewer preference).
Annex 1 – Media Landscape Assessment Afghanistan

Badakhshan Province

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1. **Methodology**

The same goal and methodology apply in the case of Badakhshan Province as for the assessment of the national media landscape (see Handout, main part). Badakhshan’s media landscape is very limited and there are only a few local stations broadcasting from the capital Fayzabad. As a case study on the media landscape in Badakhshan has never been conducted, this assessment is solely based on reports from the Institute of War and Peace Reporting (IWPR), Internews and online research.

2. **Audience**

Badakhshan has a population of nearly one million living in 1,460 villages and a few towns in the most inaccessible part of Afghanistan. It is an ethnically diverse region, with a majority of Tajiks, followed by Uzbeks and Ismailis. There is a sizable number of Kyrgyz and Wakhis who live in the Wakhan corridor.

2.1 **Preferences**

Badakhshan audiences only have a small range of local media outlets to choose from. They therefore prefer nationwide TV channels such as Ariana and Tolo or national radio stations such as Azadi and Ariana.

Only one local radio station appears in the top seven: Baharistan Radio – also called Baharak Radio – a community radio station founded by Internews in 2008.

In small towns and rural areas, local (often independent) radio stations are often the only ones to transmit in FM, with a signal quality that is better than AM stations than in the province or district centre, and they provide local content in the local accent of Dari or Pashto.

---

1. Source: *Regional Rural Economic Regeneration Strategies (RRERS)*
3. Reviewed Media Outlets

3.1 Radio (local)

The difference between ratings for several channels is striking. In Badakhshan, for example, BBC is ranked high in terms of preference (55% interviewees mention it as their station of choice), yet it only has a 6% share of the listenership.

The two charts below visualize the ratings:

**Table 1: Preferred Radio Stations in Badakhshan**

<table>
<thead>
<tr>
<th>Preferred Radio Stations (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBC</td>
</tr>
<tr>
<td>Azadi</td>
</tr>
<tr>
<td>Ariana</td>
</tr>
<tr>
<td>Arman FM</td>
</tr>
<tr>
<td>Afghanistan</td>
</tr>
<tr>
<td>Baharak Radio</td>
</tr>
<tr>
<td>Ashna</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting

**Table 2: Audience Share of Radio Stations in Badakhshan**

<table>
<thead>
<tr>
<th>Audience Share (in %)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baharak Radio</td>
</tr>
<tr>
<td>AMO Radio</td>
</tr>
<tr>
<td>Ariana</td>
</tr>
<tr>
<td>Salam</td>
</tr>
<tr>
<td>Sada-e-Azadi</td>
</tr>
<tr>
<td>Jurm Radio</td>
</tr>
<tr>
<td>BBC</td>
</tr>
<tr>
<td>RTA</td>
</tr>
<tr>
<td>Sada-e-Keshm</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting
Characteristics of Radio Stations in Badakhshan

Radio Amo

- Radio Amo was established by Internews in 2008 in Feyzabad. It broadcasts six hours a day (from 6 am to 11 am and 2 pm to 9 pm)\(^2\) with an estimated audience of almost 22,000. Internews donates materials to the library that the station hosts for radio staff and for the community.

Radio Sada-e-Keshm

- Established by Internews in 2008, this community radio station broadcasts to the 120,000 residents of the Keshm district.
- The station broadcasts from 6 pm to 9 pm and is owned by the Keshm Cultural Foundation. Internews provided training for staff and introduced the concept of participatory community radio to the district.
- The station broadcasts a mix of locally produced programmes as well as programming from Salam Watandar, the national service established by Internews.

Baharistan Radio (Baharak Radio)

- Established by Internews in 2008, this community radio station covers the community of Baharak district with about 11,000 residents.

Radio Television Afghanistan (RTA), Badakhshan Province

- One of the branches of the governmental station is broadcasting most content from the headquarters in Kabul and some local content produces in Feyzabad.

\(^2\) Source: Afghanistan Media Directory 2011 by NAI
3.2 Television (local)

Table 3: Preferred TV Stations in Badakhshan

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ariana TV</td>
<td>35%</td>
</tr>
<tr>
<td>Tolo TV</td>
<td>34%</td>
</tr>
<tr>
<td>RTA</td>
<td>15%</td>
</tr>
<tr>
<td>Lemar</td>
<td>10%</td>
</tr>
<tr>
<td>Arezo</td>
<td>2%</td>
</tr>
<tr>
<td>Channel One</td>
<td>2%</td>
</tr>
<tr>
<td>Afghan TV</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Synthesis Report, by Altai Media Consulting

Characteristics of TV Stations in Badakhshan

Radio Television Afghanistan (RTA), Badakhshan Province
- The Feyzabad station of the state run station is broadcasting material from the main station in Kabul with local content.

Badakhshan TV
- Local TV station that even broadcasted secretly throughout the Taliban regime, when it was owned by the Northern Alliance.
3.3 Print Media (local)

There is no rating on the preferences of print material in Badakhshan available and only a view small local publication’s exists.

**Koasahr**
- A quarterly newspaper established by the Youth Cultural Association

**Sada-e-Badakhshan**
- A weekly government newspaper run by the Ministry of Information and Culture

**Sema-e-Shahrwand**
- A monthly magazine that circulates 1000 copies in Badakhshan, Takhar and Kabul
- Established in 2003 by people with an interest in culture who still contribute personally to fund the magazine.
Annex 2 – Media Landscape Assessment Afghanistan

Balkh Province

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1. Methodology

The same goal and methodology apply in the case of Balkh Province as for the assessment of the national media landscape (see handout, main part). For the Balkh media assessment, additional interviews were held with leading media organisations (NGOs), such as Nai and Mediothek.

Sources

- ‘Afghan Media in 2010, Priority District Reports’, by Altai Media Consulting
- ‘Afghan Media - Three Years After, Nationwide Research 2004 / 05’, by Altai Media Consulting
- ‘Afghanistan in 2011, A Survey of the Afghan People’ by The Asia Foundation
- Online material from the respective channels and media sources

2. Audience

After Kabul and Herat, Mazar has the largest and most diverse media landscape in Afghanistan. This is due to the fact that the area is geographically close to, and strongly influenced by Russia and the former Soviet states of Uzbekistan, Tajikistan and Turkmenistan. At the same time, the governor of Balkh province is very open to media development and an enthusiastic supporter the University of Balkh. This produces most of the younger generation of highly qualified journalists, which in turn contributes to the liveliness of the media landscape.

In 2010 the people of Mazar-e Sharif could choose from 11 terrestrial TV channels, 19 radio stations and 11 newspapers and magazines. These numbers are rising along with the national growth rate for media outlets, which stands at around 20 % a year nationwide. This accounts for the creation in Mazar-e Sharif of two TV channels and nine radio stations in the four years from 2006 to 2010.

2.1 Preferences

As in many other cities in Afghanistan, TV sets have been replacing radio sets in recent years. In Mazar-e Sharif the rate of access to TV\(^3\) is higher than the national average, thanks to the stable electricity supply, which has a constancy of 99 %. Furthermore, TV is the most trusted source and most commonly accessed medium of information. The popularity of print media as a source of information and news has fallen significantly due to the new popularity of TV.

2.2 Perception

In general, audiences in Mazar-e Sharif show a high level of interest in national news, as well as music, religion and entertainment shows. Although serials count as the most-watched TV programmes, followed by game shows, politics and music, the viewers’ most preferred programmes are national news.

For the radio audience, programmes most commonly listened to are the national news, followed by music and local news. In terms of audience participation, people in Mazar-e Sharif are no different from the national average, and commonly take part in phone-in music request shows. In the two years since the surveys were carried out, the younger generation has explored the potential uses of phone-in shows, particularly on the radio, as a tool to express their opinions.

\(^3\) TV access rate in Mazar is 79 % compared to the national rate of 77 %
3. Reviewed Media Outlets

3.1 Radio (local)

While the national broadcaster Arman FM emerges as the most listened to radio station among listeners in Mazar-e Sharif, Arezo is the most listen to local station. Although Rabia Balkhi is not one of the top five stations, it nevertheless counts as one of the radio stations people most prefer, and was therefore included in the survey for this assessment.

Table 1: Audience Share of Radio Stations in Balkh

<table>
<thead>
<tr>
<th>Radio Station</th>
<th>Audience Share (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arman</td>
<td>32%</td>
</tr>
<tr>
<td>Arezo</td>
<td>20%</td>
</tr>
<tr>
<td>Nahad</td>
<td>20%</td>
</tr>
<tr>
<td>Azadi</td>
<td>7%</td>
</tr>
<tr>
<td>Setara-e Sahar</td>
<td>8%</td>
</tr>
<tr>
<td>Others</td>
<td>13%</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Priority District Reports, by Altai Media Consulting
# Table 2: Characteristics of Radio Stations

<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Outreach</th>
<th>Language</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Arezo Radio</td>
<td>Privately owned (Publication director Mohammad Ismail Taimor)</td>
<td>Covers the provinces of Balkh, Jawzjan and Samangan, with plans to cover all of Afghanistan in the near future</td>
<td>Dari, Pashto, Turkmen and Uzbek as well as some news in English</td>
<td>Broadcasts 20 hours of programming each day. Only two hours of music per week, while 20 hours are dedicated to local content. Programmes are produced mainly by local journalism students, who generate 15 hours per week of free content on health education and entertainment issues.</td>
<td>Arezo started broadcasting in 2007 and is owned by the same private owners of Arezo TV Advertising and sponsored programmes are the major source of funding for the station and account for about 15 hours a week.</td>
</tr>
<tr>
<td>2 Nahad</td>
<td>Privately owned The owner is the Manager of Arezo Radio &amp; TV</td>
<td>Broadcasts to all districts of Balkh and to Termez (Uzbekistan)</td>
<td>Dari</td>
<td>Broadcasts for 18 hours a day General, local content accounts for about 100 hours a week, with live shows four times a day. Tries to promote informative content on security, development and education; welcomes the human rights chief and the provincial governor as regular guests on its shows.</td>
<td>With only four hours a week of advertising and sponsored programming, the station is struggling to attract the necessary funding. The owner is still employed full time by Arezo and he contributes to the funding of Nahad from his salary.</td>
</tr>
<tr>
<td>3 Rabia Balkhi</td>
<td>Privately owned and managed by two woman</td>
<td>Broadcasts to all districts of Balkh At the time of the survey, plans existed to expand broadcasts to Jawzjan and Maymana province</td>
<td>Dari</td>
<td>Its 18 hours of daily programming make up a weekly 42 hours of music and 21 hours of local programming. Programmes focus on household issues, children, youth and health. The Social Organization for Prosperous Afghanistan (SOPA) broadcasts a daily 30-minute sponsored programme on health, social and educational issues. Salam Watandar broadcasts a half hour programme twice daily. Only broadcasts 3.5 hours a week of advertising from PRT and local businesses.</td>
<td></td>
</tr>
</tbody>
</table>
3.2 Television (local)

Besides national and cable channels, three local terrestrial channels are also available. Balkh RTA is the only state-owned channel, while Arezo and Setara-e-Sahar are independent, privately owned stations. All of these also run very successful radio stations.

Although the national TV stations Tolo and Ariana were the most watched and most preferred broadcasters in the 2010 media survey, the most preferred local channel was Arezo, which came fourth in the overall ranking. Meanwhile, Balkh RTA lagged far behind, ranking only seventh in the list of most preferred TV channels. At the time of the survey in 2010, Setara-e-Sahar was only just establishing itself and was therefore not rated.

Table 3: Audience Share of TV Stations in Balkh

<table>
<thead>
<tr>
<th>Channel</th>
<th>Audience Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolo</td>
<td>51%</td>
</tr>
<tr>
<td>Ariana</td>
<td>12%</td>
</tr>
<tr>
<td>Channel One</td>
<td>9%</td>
</tr>
<tr>
<td>Arezo</td>
<td>7%</td>
</tr>
<tr>
<td>Lemar</td>
<td>11%</td>
</tr>
<tr>
<td>Others</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Priority District Reports, by Altai Media Consulting

As the nationally available TV channels were already analysed in the nationwide media survey, this assessment focuses only on the following three local channels.
### Table 4: Characteristics of TV Stations in Balkh

<table>
<thead>
<tr>
<th>Station</th>
<th>Owner</th>
<th>Outreach</th>
<th>Language</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arezo</td>
<td>Privately owned (Publication director Mohammad Ismail Taimor)</td>
<td>Coverage in 14 districts in Balkh, Jawzjan and Faryab provinces; also reaches districts in Uzbekistan</td>
<td>Dari &amp; Pashto</td>
<td>Sponsored programming and advertising from local and national businesses as well as the Afghan national police and army take up most of Arezo’s airtime (30 hours a week), followed by local content (23 hours) and music (21 hours).</td>
<td>At the time of the survey, the owner was planning special programmes for awareness raising and in support of media campaigns.</td>
</tr>
<tr>
<td>Setara-e-Sahar</td>
<td>Privately owned</td>
<td>Targets the youth of Mazar and Balkh and specialises in cultural and educational content.</td>
<td></td>
<td></td>
<td>This was established by the owners of Setara-e-Sahar Radio in 2010. At the time of the survey no further data was available, and Setara-e-Sahar had no functional online platform.</td>
</tr>
<tr>
<td>Balkh RTA</td>
<td>Government owned</td>
<td>Currently covers all districts in Balkh province Planning to expand its coverage to Jawzjan and some districts in Faryab province</td>
<td>Dari, Pashto, Turkmen &amp; Uzbek</td>
<td>Mainly broadcasts local programmes (12.5 hours). Its three hours of broadcasting each day from Kabul coincide with prime-time television viewing, from 5.00-7.00 pm and from 8.00-9.00 pm.</td>
<td>Broadcasts a roundtable, interactive programme on issues such as security, as well as a music request show.</td>
</tr>
</tbody>
</table>
3.3 Print Media (local)

As the only national distribution network in Afghanistan, Nye Express holds a monopoly in managing the distribution of print media. Having started in the northern provinces with only the magazines Killid and Mursal, it now coordinates the distribution of between 70 and 80 publications in five northern provinces (Balkh, Samangan, Sar-e Pol, Jawzjan and Faryab).

In Balkh Province, Sada-e-Azadi is the most preferred newspaper or magazine, and this is followed by Killid, Payam-e-Balkh, Mursal and Anis (see the nationwide media-analysis).

Among the numerous small local publications there are three outstanding weekly magazines: Asr-e-Naw, Ayaran-e-Balkh and Nada-e Jawan. They are of limited circulation, with only 1,500 to 2,000 copies being distributed.

Table 5: Characteristics of Print Media in Balkh

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Owner</th>
<th>Outreach</th>
<th>Language</th>
<th>Content</th>
<th>Notes</th>
</tr>
</thead>
</table>
| 1 Asr-e-Naw | Privately owned     | Distributes about 1,500 copies a week in Balkh, Sari Pul, Jawzjan and Baghlan provinces | Dari & Pashto | Title means ‘New Era’. It is a weekly newspaper. | Set up in 2002  
|             |                     |                                                   |          |                                      | Only one company places adverts; in return it designs the layout of the newspaper, so no income is generated. |
| 2 Ayaran-e-Balkh | Privately owned | Distributes about 1,500 copies a week in Balkh, Samangan and Jawzjan provinces | Dari | Four-page weekly publication | Established in 2010  
|              | Linked to the Balkh Youth Association |                                                   |          |                                      | Most of its journalists belong to the Balkh Youth Association. |
| 3 Nada-e Jawan | Privately owned | Distributes 2,000 copies in Balkh Province | Dari & Pashto | Weekly magazine | The ‘Youth Voice’ was set up in 2007 by UN Habitat and now receives funding from UNICEF.  
|              |                     |                                                   |          |                                      | The original project was launched by the NGO Empowering Youth in Farah, Kandahar, Kabul, Nangarhar and Bamyan provinces. |
Annex 3 – Media Landscape Assessment Afghanistan

Kabul Province

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3. Sources ................................................................. 52
1. **Audience**

Kabul province consists of 14 districts, has a population of about 5.3 million and has the most diverse and lively media landscape in the country. Its inhabitants can choose from a variety of **42 radio stations** and **30 TV channels** every day. There is a variety of media outlets and a vibrant media community made up of journalists and a wide range of media organisations which contribute to the lively media scene.

1.1 **Preferences**

Like other urban provinces, the majority of TV viewers in Kabul are interested in the large nationwide stations. Tolo and Ariana in particular are the two most preferred and most watched TV channels. It is interesting to note in this context that Ariana comes first in rural districts, possibly because of its extensive coverage, its balanced use of Pashto and Dari, and its rather serious, conservative style. Meanwhile, Tolo clearly leads the field in the urban, less conservative, and mostly Dari-speaking environment of Kabul.

Smaller local TV stations do not poll high in the most watched list and only Emrooz TV ranks among the top nine preferred TV channels.

The radio situation would appear to be slightly different, with at least three local stations being the most popular. Arman FM is still far ahead of all other stations, however, thanks to its dynamic mix of music and interactive programming.

Since radio listeners prefer to listen to music, the success of Arman FM and Killid Radio is obvious. Listeners use the radio as a news source in the morning while TV is preferred in the evening.
The print landscape of Kabul province is dominated by the biweekly Sada-e-Azadi (published by ISAF) and the daily government newspaper Anis. Sada-e-Azadi is very popular, thanks to its extremely high circulation of half a million copies throughout Afghanistan (Afghan publications only circulate up to 30,000 copies). Furthermore, Sada-e-Azadi is free and is distributed through the ISAF network, while Afghan newspapers and magazines struggle to distribute their publications and rely on only one distribution network operated by Nye Express.

The widespread popularity of Anis can be explained by the fact that it is readily available from government and public institutions all over Kabul, and that it adopts a neutral, non-partisan tone.

2. Reviewed Media Outlets

2.1 Radio (local)

The following chart shows the most popular radio stations in Kabul, including three local stations, which are listed below.

\[Table 1: Most Listened to Radio Stations in Kabul\]

\[Source: Afghan Media in 2010, Priority District Reports, by Altai Media Consulting\]
Characteristics of Radio Stations in Kabul

Watandar 87.5 FM Radio
- Established in 2004.
- Broadcasts 24 hours, covers Kabul city.

Belton Radio
- Established in 2008 by Watandar Media Group.
- Broadcasts 24 hours, covers all parts of the city.

Maiwand 92.7 Radio
- Established in 2009.
- Broadcasts 24 hours, covers Kabul and neighbouring provinces.
- Part of the Zarmindar Group.

Sada-e-Zan Afghanistan
- Established by Jamila Mujahid in 2003, with assistance from UNESCO.
- Broadcasts from 6am to 6pm, covers Kabul and neighbouring provinces.

Radio Kabul
- Government station.
- Established by the Afghan Government in 1984.
- Broadcasts 14 hours daily inside Kabul city in Dari, Pashto and English.
  Plans to expand in other languages such as Arabic, German and French.
2.2 Television (local)

Besides satellite channels, 30 TV channels are currently available in Kabul through terrestrial antennas. The following charts rank the most watched TV channels in Kabul Province.

### Table 2: Most Watched TV Stations in Kabul

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tolo</td>
<td>39%</td>
</tr>
<tr>
<td>Ariana</td>
<td>18%</td>
</tr>
<tr>
<td>Emoz</td>
<td>9%</td>
</tr>
<tr>
<td>RTA</td>
<td>5%</td>
</tr>
<tr>
<td>Afghan</td>
<td>5%</td>
</tr>
<tr>
<td>Channel One</td>
<td>5%</td>
</tr>
<tr>
<td>Lemar</td>
<td>5%</td>
</tr>
<tr>
<td>Shamshad</td>
<td>3%</td>
</tr>
<tr>
<td>Others</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Source: Afghan Media in 2010, Priority District Reports, by Altai Media Consulting*

Since the nationwide TV channels have already been reviewed in the nationwide assessment, the following analysis only looks at existing local channels that are only available in Kabul and some neighbouring provinces.

### Characteristics of TV Stations in Kabul

**Emrooz TV**
- Established in 2007.
- Broadcasts from 7am to midnight in Kabul and neighbouring provinces. Targets the young urban generation with very modern and entertaining content. It is perceived by some as too modern or too westernised.

**Taleemi was Tarbeyati Radio TV**
- Government channel.
- Established by the Ministry of Education in 1978.
- Broadcasts from 9am to 9pm in Kabul and surrounding areas. Focuses on educational topics. Targets teachers and students.
- Funded by the Ministry’s budget.
2.3 Print Media (local)

There are countless newspapers and magazines in the capital, ranging from small publications with only 500 copies to nationwide daily and weekly magazines with more than 15,000 copies.

Even though publications outnumber radio and TV stations, they only reach a small number of readers with a delay, are of rather poor quality and limited in size (four to eight pages). That is why they did not make it into the following list of preferred media.

<table>
<thead>
<tr>
<th>Table 2: Most Preferred Print Media in Kabul</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preferred Newspaper (in %)</td>
</tr>
</tbody>
</table>

Source: Afghan Media in 2010, Priority District Reports, by Altai Media Consulting
Characteristics of Print Media in Kabul

Nukhst Weekly
- Established in 2008
- Distributes 6,000 copies weekly in Kabul and surrounding areas

Abadi Weekly
- Established in 2005
- Distributes 5,000 copies weekly in Kabul province
- Owned by the Emran Cultural Services Association

Dunya-e-Zan Weekly
- Established in 2006
- Distributes 3,000 copies all over Kabul
- Funded by the Department of Economic Development
- Owned by Gulalai Habib (well-known activist involvement in peace, human rights and gender equality efforts)

Sabz Weekly
- Established in 2011
- Distributes 3,000 copies weekly in Kabul
- Owned by the Green Afghanistan Organization

3. Sources
- ‘Afghan Media in 2010, Priority District Report’ by Altai Media Consulting
- ‘Afghanistan Media Directory 2011’ by NAI
- Online material of the respected channels and media sources
# Annex 4 – Media Landscape Assessment Afghanistan

## Kunduz Province

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3. Sources .............................................. 55
1. **Audience**

The audience in Kunduz Province lives predominantly in rural areas with approximately 290,000 out of 917,000 inhabitants living in the capital Kunduz.

Kunduz is one of the regions where a large proportion of the population (46%) disagree that everyone should be allowed to watch TV. It was the last province held by the Taliban before its fall to the Northern Alliance and is now one of the provinces where a strong Taliban influence has recently re-emerged.

2. **Reviewed Media Outlets**

2.1 **Radio (local)**

**Radio Cheragh**
- This local station was established in 2010 and broadcasts seven days a week from 6am to 12pm.

**Radio Jaihoon**
- This community radio station was established by Internews in 2004 and broadcasts seven days a week from 6am to 10am and from 3pm to 9pm.

**Radio Zohra**
- This women’s community radio station was established by the Canadian charity IMPACS (Institute for Media, Policy and Civil Society) in 2003. More than half of the staff is female, so is the editor-in-chief.
- The station broadcasts seven days a week from 5am to 12pm, and has a strong focus on women’s issues.

2.2 **Television (local)**

**Khawar TV**
- Independent local channel established in 2009. The station broadcasts seven days a week from 2.30pm to 12pm and covers an area of 150 km.

**Radio Television Afghanistan (RTA), Kunduz Province**
- The Kunduz Provincial Office of Information and Culture established this local station of the state broadcaster RTA.

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4 Population data 2010-11, Afghanistan Central Statistics Office
2.3 Print Media (local)

Roz Daily
- This daily newspaper was established in 2010 with a circulation of 1,000 copies in Kunduz and Baghlan province. It is funded by the Afghanistan Cultural and Media Foundation.

Kunduz Weekly
- This weekly government newspaper was established and is funded by the Kunduz Department of Information and Culture. It distributes 1,000 copies in Kunduz and other provinces.

Al-Mehdi Weekly
- This weekly magazine was established in 2010 and is funded by the Al-Mehdi Foundation. It distributes 1,000 copies in Kunduz, Baghlan and Mazar-e Sharif.

3. Sources
- Afghanistan Media Directory 2011, NAI
- Population data 2010-11, Afghanistan Central Statistics Office
- Food Security Atlas 2007, UNWFP