

# THE MEDIA LANDSCAPE IN 28 COUNTRIES

## Results from a UIS pilot survey

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United Nations  
Educational, Scientific and  
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STATISTICS

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Tel: (1 514) 343-6880  
Fax: (1 514) 343-5740  
Email: [uis.publications@unesco.org](mailto:uis.publications@unesco.org)  
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## Introduction

This paper presents the results of the UNESCO Institute for Statistics (UIS) pilot survey on media statistics conducted in 28 countries<sup>1</sup> in 2011. The survey instruments were designed to provide an initial set of quantitative indicators identified by UNESCO's Media Development Indicators<sup>2</sup> project (see **Annex I**). Given the limitations of this sample survey, this report is intended to highlight the scope of the questionnaire items while describing initial results. Further analysis of the indicators and trends will be made in the future as the data collection is expanded to include a greater number of countries.

This paper is divided into two chapters. Chapter 1 focuses on indicators related to the regulatory environment in which media operate across countries. Chapter 2 presents data on the supply of different types of media (radio, television, newspapers) before discussing distribution by ownership and geographic coverage, as well as the availability of radio and television equipment and related issues on the penetration of broadcast media channels within each country. Country profiles and statistical tables are presented in **Annexes II and III**.

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<sup>1</sup> Brazil, Cameroon, Cape Verde, Denmark, Dominica, Dominican Republic, Ecuador, Estonia, Finland, Guinea, Iceland, Italy, Jamaica, Jordan, Kenya, Latvia, Lithuania, Malaysia, Mongolia, Mozambique, Niger, Norway, Senegal, South Africa, Sweden, Switzerland, Ukraine and the United States.

<sup>2</sup> The International Programme for the Development of Communication (2008). *Media Development Indicators: A framework for assessing media development*. UNESCO: Paris.  
[http://portal.unesco.org/ci/en/ev.php-URL\\_ID=26032&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/ci/en/ev.php-URL_ID=26032&URL_DO=DO_TOPIC&URL_SECTION=201.html).

# 1. The regulatory framework

## 1.1 Responsibilities

The UIS pilot survey is designed to collect information on the existence and mandate of regulatory authorities and regulations for broadcast and newspaper industries. This section introduces key features of the indicators before presenting the pilot survey results.

For the broadcast industry, the survey sought information on the extent to which a regulatory authority or another entity exercised the following eight responsibilities:

- ✓ License/authorisation for broadcast channels;
- ✓ Spectrum frequency management;
- ✓ Monitoring of competition rules;
- ✓ Monitoring time allocation for advertisements on broadcast media;
- ✓ Monitoring legal provisions on content;
- ✓ Assessment and/or resolution of citizens' complaints;
- ✓ Monitoring the code of conduct for broadcasting media; and
- ✓ Proposing policies and regulations.

Summary of survey results (see **Figure 1** and *Tables LF1 and LF2 in Annex III*):

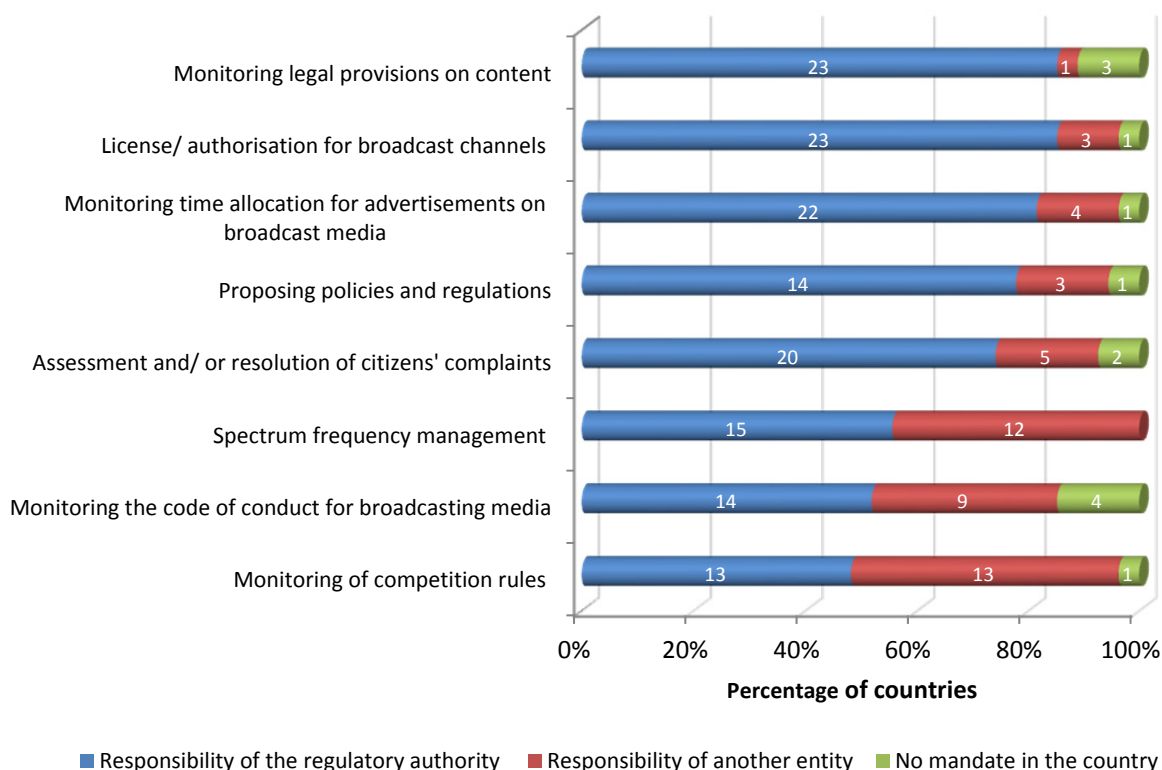
- i) Every country in the sample has a broadcast regulatory authority, with the exception of Dominica.
- ii) In countries with a broadcast regulatory authority, it is responsible for:
  - monitoring of legal provisions in 85% of countries;
  - licensing and authorisation of channels in 85% of countries;
  - time allocation of advertising in 81% of countries;
  - proposing policies and regulations in 77% of countries;
  - assessing citizens' complaints in 70% of countries;
  - spectrum frequency management in about one-half of countries;
  - monitoring the code of conduct in 13 countries (50%), whereas this responsibility is under the mandate of another entity in 9 countries; and
  - matters of competition rules in 46% of countries.

For the newspaper industry, there are seven targeted responsibilities for the regulatory authority:

- ✓ Entitlement to operate;
- ✓ Monitoring of competition rules;
- ✓ Monitoring advertising for newspapers;
- ✓ Monitoring legal provisions on content;
- ✓ Assessment and/or resolution of citizens' complaints;
- ✓ Monitoring the code of conduct for newspapers; and
- ✓ Proposing policies and regulations.



**Figure 1. The regulatory authority for broadcast mandate on eight targeted responsibilities**

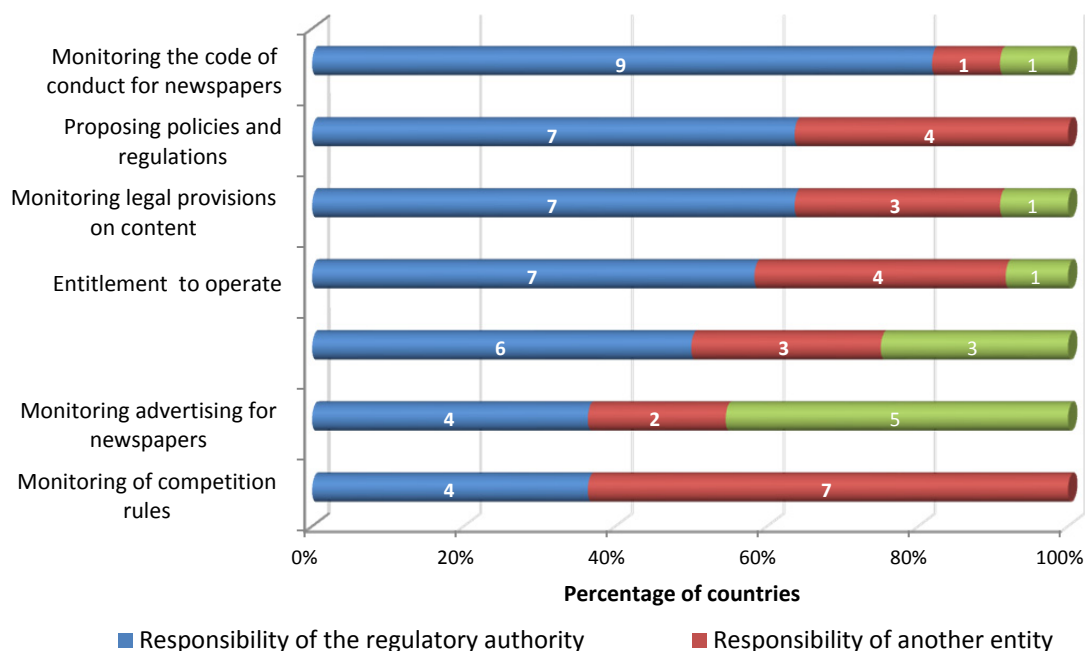


**Note:** Values represent the number of countries.  
**Source:** UNESCO Institute for Statistics.

Pilot survey results (see **Figure 2** and **Tables LF2** and **LF3** in **Annex III**):

- i) 15 out of 28 countries or 54% do not have a regulatory authority for newspapers.
- ii) 8 out of these 15 countries have a self-regulatory body which may cover some of the responsibilities described above.
- iii) In countries with a regulatory authority for newspapers, it is responsible for:
  - monitoring the code of conduct for newspapers in 9 out of 11 countries;
  - proposing policies and regulations in 7 out of 11 countries;
  - monitoring legal provisions on content in 7 out of 11 countries;
  - entitlement to operate in 7 out of 12 countries or 58%;
  - assessment and/or resolution of citizens' complaints in 6 out of 12 countries;
  - monitoring advertising for newspapers in 4 out of 11 countries; and
  - monitoring of competition rules in 4 out of 11 countries.

**Figure 2. The regulatory authority for newspaper mandate on seven targeted responsibilities**



**Note:** Values represent the number of countries.  
**Source:** UNESCO Institute for Statistics.

### 1.2 Access to information held by the state and the practice of journalism

There are many legal and policy issues which are considered to be conducive to freedom of expression and which should therefore be guaranteed in law and respected in practice. The UIS pilot survey included a series of items concerning: access to information held by the state; qualifications for becoming a journalist; and the right of journalists to protect their sources. These issues are considered essential to promote the development of free, independent and pluralist media.

Summary of pilot survey results (see Table LF1 in Annex III):

- i) 85% of countries have legal provisions for access to information held by the state.
- ii) 43% of countries have established legal qualifications for becoming a journalist.
- iii) 81% of countries have legal provisions to ensure the confidentiality of journalists' sources.

### 1.3 Public service broadcasting

The mission of public service broadcasting (PSB) is to promote pluralism, transparent and unbiased information so that citizens can develop their own opinions about societal issues. There are good reasons to support PSB. It complements commercial broadcasters by covering informational needs and interests that are not satisfied by the market. PSB programming covers a wide range of interests and needs of all sectors of the population, ensuring diversity in programming, promoting national identity, democracy and culture. This diversity complements and shapes private broadcasting services. Overall, the plurality of channels (public, private and

community) offers different voices and points of view which are considered the best way to serve the public interest (UNESCO, 2011)<sup>3</sup>.

As stated in the UNESCO Media Development Indicators (MDI) framework, “a public service broadcaster (PSB) should be non-partisan, non-profit, with a public interest remit”. PSBs should be “protected from interference, particularly of a commercial or political nature, in respect of their governance, budget and editorial decisionmaking”<sup>4</sup>. The PSB model is based on an independent and transparent system of governance concerning several domains, such as editorial line, appointment of managers and finance.

The UIS pilot survey focused specifically on these three domains by collecting data on the extent to which these issues were under the responsibility of the: government; regulatory authority; legislative body; and/or governing or executive board of the public broadcaster. In general, the governing boards of PSBs play a major role in conjunction with other authorities in most pilot countries. In contrast, legislative bodies and regulatory authorities do not appear to be actively involved in these issues.

Summary of pilot survey results (see *Table LF4 in Annex III*):

- i) Governments play a major role in appointing members of the managerial body in 16 countries (64%) although this responsibility is shared with the governing board in 8 of these countries.
- ii) PSB financing is determined by the government in 64% of countries while this responsibility is shared with the governing board in the remaining countries.
- iii) Editorial issues are addressed by many authorities together in most countries. In particular, the governing board (68% of cases), regulatory authority (32%) and the government (24%) are the most frequent.

#### **1.4 Community broadcasting**

Community media play an important role in fostering media pluralism. Absence or insufficient community media – characterised by lack of investment, high entry barriers, marginal reach and lack of public support – in some countries may severely impact media pluralism<sup>5</sup>.

For the UIS pilot survey, a community broadcasting media organization is defined as a “domestic entity generally serving the interest of a community”. This definition includes several types of organizations such as educational, religious, etc.

Summary of pilot survey results (see **Figure 3**):

- i) 59% of countries have laws recognising community broadcasting, either referring to radio or television or both.
- ii) 37% of countries have specific legal provisions for both community radio and television.

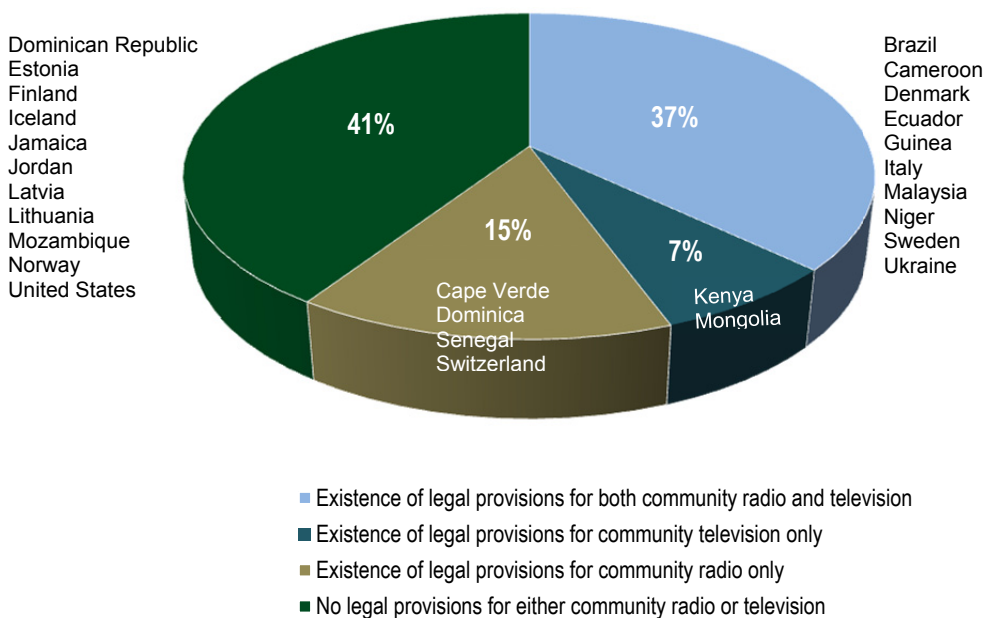
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<sup>3</sup> <http://unesdoc.unesco.org/images/0019/001924/192459e.pdf>

<sup>4</sup> The International Programme for the Development of Communication (2008). *Media Development Indicators: A framework for assessing media development*. UNESCO: Paris.

<sup>5</sup> “An Independent Study on Indicators for Media Pluralism in the European Union Member States”, p. 85 [http://ec.europa.eu/information\\_society/media\\_taskforce/doc/pluralism/pfr\\_report.pdf](http://ec.europa.eu/information_society/media_taskforce/doc/pluralism/pfr_report.pdf)

**Figure 3. Countries with legal provisions defining community broadcasting**



Source: UNESCO Institute for Statistics.

### 1.5 Media ownership concentration

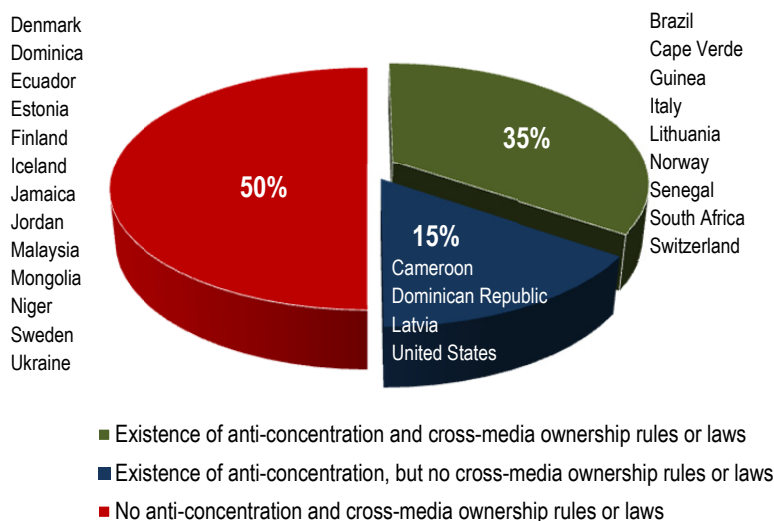
Legal regulations concerning media and cross-media ownership are intended to foster the development of a diverse mix of public, private and community media at national and sub-national levels. High ownership concentration can pose a risk to media pluralism by: impinging on editorial independence through an undue influence by commercial or political owners; creating bottlenecks in distribution levels, and other inter-operability problems. It is therefore essential to identify key indicators in this area, which can cover a wide range of issues regarding supply, distribution and access to media.

The UIS pilot survey focused primarily on concentration and cross-media ownership for domestic and foreign companies.

Summary of pilot survey results (see **Figures 4 and 5**):

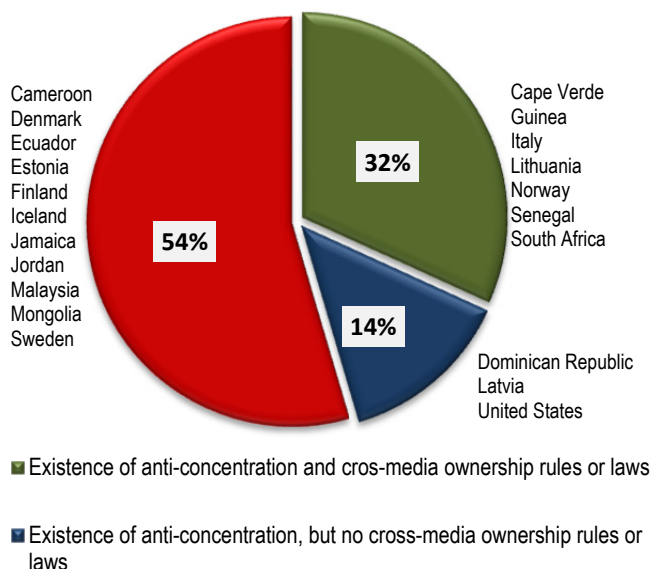
- i) 13 out of 26 countries do not have any anti-concentration or anti-trust rules on media ownership nor do they have rules regarding cross-media ownership limitations for domestic companies.
- ii) 9 countries have some regulations in place regarding both issues for domestic companies.
- iii) 13 out of 23 countries do not have any anti-concentration or anti-trust rules on media ownership, nor do they have rules regarding cross-media ownership limitations for foreign companies.
- iv) Only 7 countries have anti-concentration/anti-trust rules and laws regarding cross-media ownership limitations for foreign companies. In all of these countries, regulations regarding domestic companies also exist.

**Figure 4. Domestic companies: Countries with anti-concentration/anti-trust rules on media ownership and with regulations regarding cross-media ownership limitations**



Source: UNESCO Institute for Statistics.

**Figure 5. Foreign companies: Countries with anti-concentration/anti-trust rules on media ownership and with regulations regarding cross-media ownership limitations**



Source: UNESCO Institute for Statistics.

### 1.6 Quota for domestically-originated media content

Many countries have established quotas concerning the broadcasting of content produced domestically. According to the UIS pilot survey results (see Table LF7 in Annex III), prescribed quotas in terms of proportion of broadcast time vary from:

- 40% in South Africa to 85% in Cape Verde for public radio channels;
- 10% in Estonia to 65% in Cape Verde and the Ukraine for private radio channels;
- 18% in the Ukraine to 75% in South Africa for public television channels; and
- 10% in Estonia and Italy to 60% in Guinea, Kenya, Malaysia and Senegal for private television channels.

## 2. Media supply

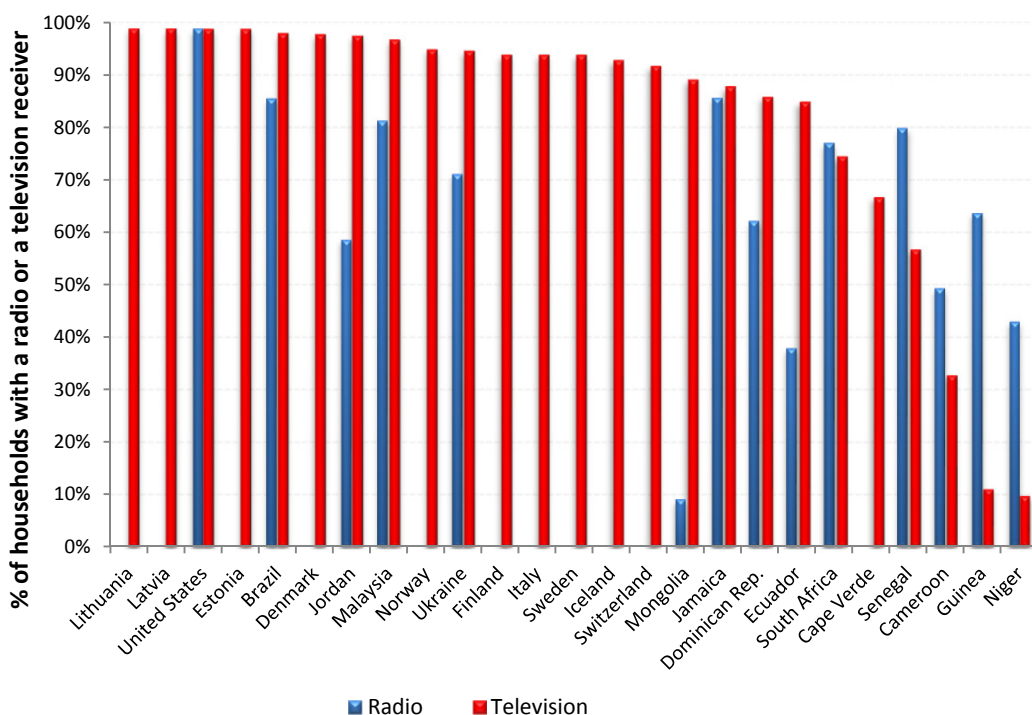
This chapter focuses on the availability of media (radio channels, television channels and newspaper titles) and addresses their geographical coverage. The technical penetration of radio and television channels is used to derive the nature of national or sub-national coverage of broadcast channels. Data are disaggregated at the ownership levels (public, private, community) in order to provide a more comprehensive perspective.

### 2.1 Broadcasting

#### 2.1.1 Access to radio and television equipment

**Figure 6** presents the percentage of households with a radio or television receiver. In general, there is greater access to television equipment in high-income countries compared to low-income countries. Moreover, households in the latter countries are more likely to have radios than televisions. Low levels of access can affect the demand for and supply of television and radio channels.

**Figure 6. Percentage of households with television and radio receivers**



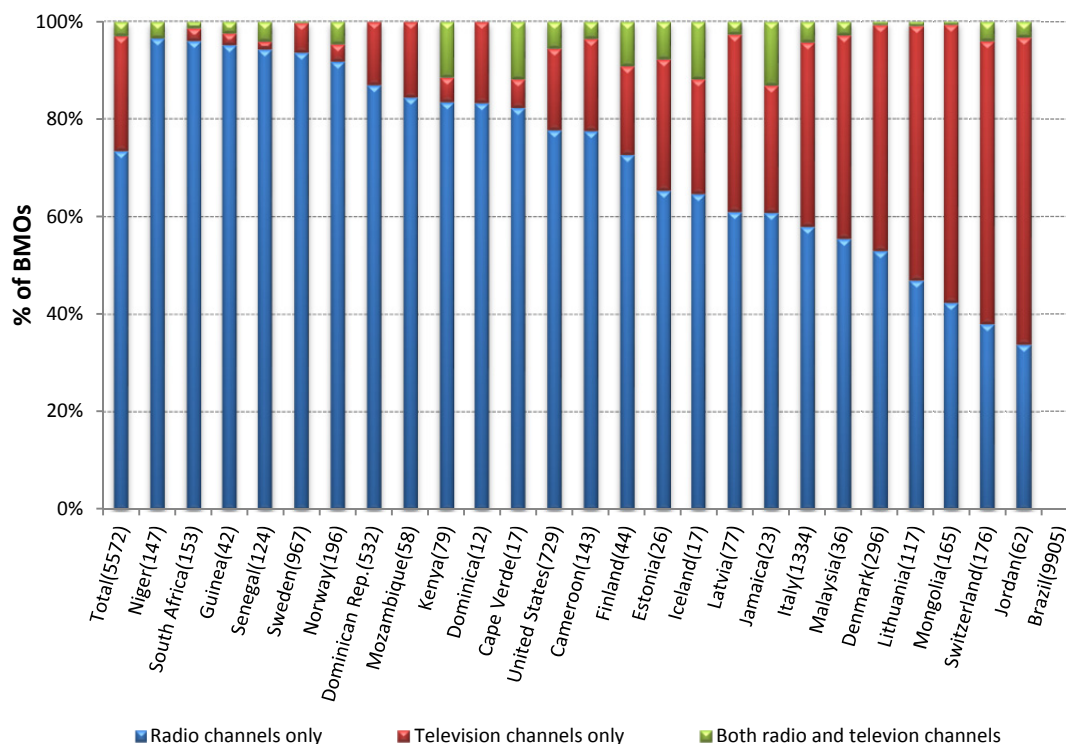
Source: International Telecommunication Union (data between 2005 and 2010).

#### 2.1.2 Typology of broadcast media organizations

The UIS pilot survey instrument defines a domestic broadcast media organization (BMO) as an entity legally authorized to provide at least one radio or television channel specifically edited for the domestic population of a given country and transmitted in linear mode (including also near video-on-demand mode). This definition excludes production companies, pure network operators or other media service providers (such as cable distributors, pure packagers, content aggregators, advertisers and news agencies) unless they operate their own broadcasting channel(s).

As illustrated in **Figure 7**, the number of BMOs fluctuates significantly across countries, from 12 in Dominica to over 9,900 in Brazil, where many operators own a single type of channel. In 21 out of 25 countries, almost three-quarters of BMOs only own radio channels. This can be partly explained by the relatively low operating cost for radio compared to that of television and also by the cross-media ownership rules in some countries. A few BMOs have a mix of both radio and television channels.

**Figure 7. Percentage of BMOs by type of channel owned**



**Notes:** Finland, Jamaica and Norway: Data are missing for BMOs which own community television channels.

Total number of BMOs given in brackets.

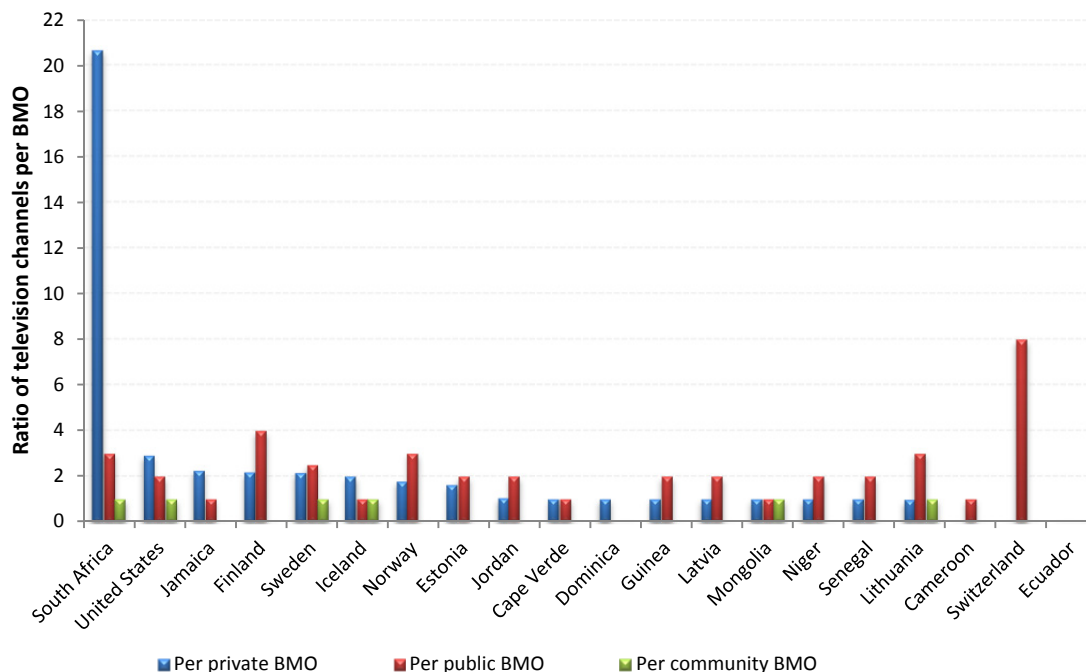
Source: UNESCO Institute for Statistics.

The average number of radio or television channels per BMO provides an indication of the existence and application of regulations that prevent ownership concentration of media in a small group of media organizations, individuals or families. In South Africa, there are anti-concentration/anti-trust rules on media ownership and regulations regarding cross-media ownership limitations for domestic and foreign companies, but a high number of television channels per BMO indicates ownership concentration among private broadcasters.

As illustrated in **Figure 8**:

- i) Except South Africa showing high concentration in the private sector, the ratio of television channels per private BMO is 1 in the sampled sub-Saharan African countries, Mongolia, Jordan and Lithuania; and 2 in Finland, Iceland, Jamaica, Sweden and the United States.
- ii) In the public sector, this ratio is 2, but reaches 8 in Switzerland.

**Figure 8. Television channels per public, private or community BMO**



Source: UNESCO Institute for Statistics.

**Figure 9** shows the ratio of radio channels per public, private and community BMOs.

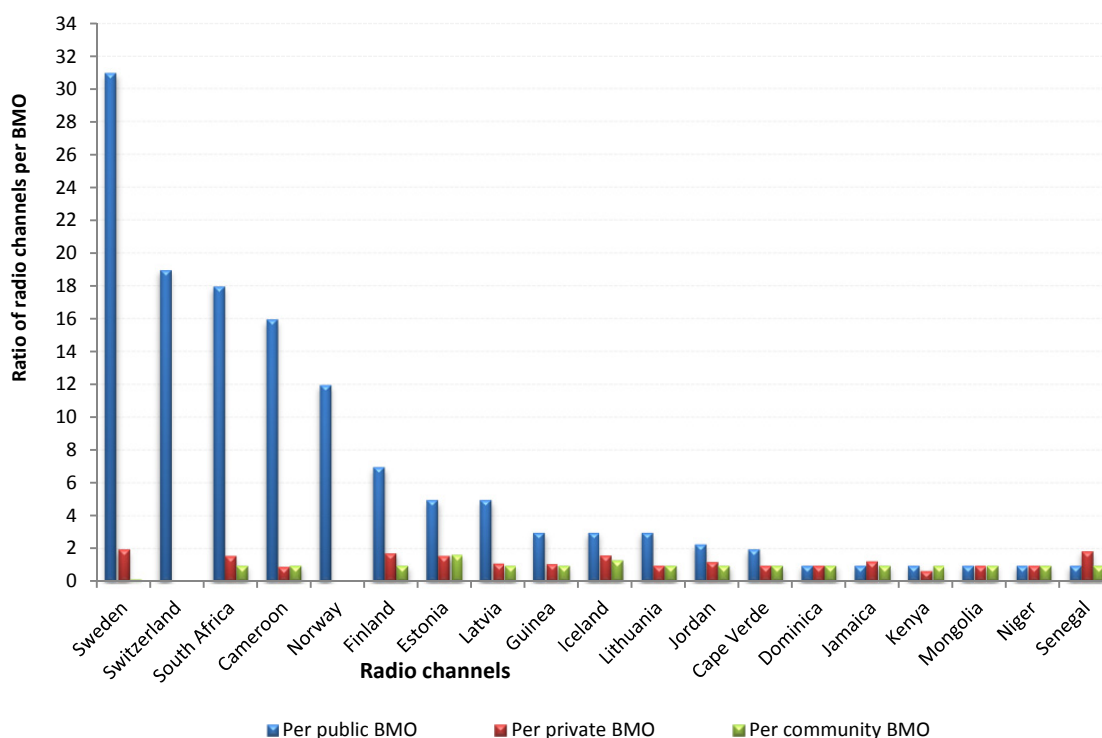
Summary of the results:

- i) The average ratio of community radio channels per BMO stood at 1 in most countries, with the exception of Mozambique (3) and Sweden (less than 1, as many community BMOs are allowed to operate on the same channel).
- ii) In the private sector, the ratio is 1 in general.
- iii) In the public sector it reaches 31 in Sweden, 19 in Switzerland, 18 in the United States, 16 in Cameroon and 12 in Norway; but only 1 in Dominica, Jamaica, Kenya, Mongolia, Niger and Senegal.

Two trends can be observed from this analysis: private BMOs are likely to own more television channels, while public BMOs own more radio channels. In some countries, the large number of radio channels per public BMO is explained by the existence of regional or local channels that are more focused on broadcasting local news, in addition to some specific programmes from the main public channel with national geographic coverage. Community BMOs are more focused on radio channel services and rarely own more than one radio channel in the countries in our sample.



**Figure 9. Radio channels per public, private or community BMO**



Source: UNESCO Institute for Statistics, and United Nations Population Division for population data.

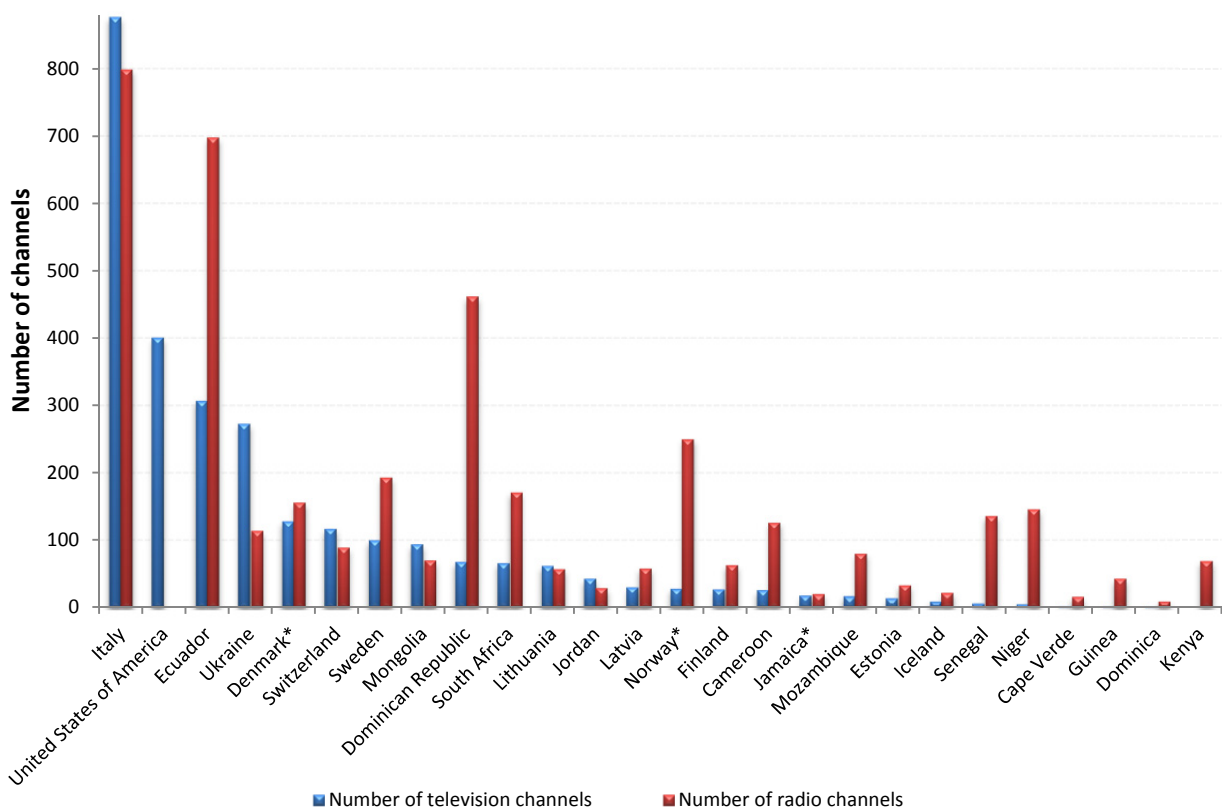
### 2.1.3 Supply of radio and television channels

The variation in the supply of radio and television channels across countries is due to a combination of different factors including: the availability and quality of telecommunication infrastructure; regulatory frameworks; the level of ICT penetration; and the size and structure of the population. In particular, the condition of telecommunication infrastructure can strongly affect the supply of radio and television channels, with the rising availability of satellite transmission platforms, for example, offering new possibilities in regions previously limited by poor terrestrial broadcasting infrastructure.

As illustrated in **Figure 10**:

- i) The number of television channels varies from 2 in Dominica to 878 in Italy. This is similar to the pattern for radio channels.
- ii) In general, there are more radio than television channels in countries with a small population or a low national income. This is the case in most countries in sub-Saharan Africa and some in Latin America and the Caribbean, as well as European countries such as Estonia and Iceland, which have populations below 2 million.
- iii) The large number of radio channels in low-income countries, including South Africa, can be explained by the relatively low levels of investment required for their operations. Yet, as shown in **Figures 11** and **12**, most of the channels cover local areas with limited technical penetration.

**Figure 10. Number of radio and television channels**



**Notes:**

Denmark: Figures refer to community radio and television channels only

Jamaica and Norway: Community channels are not included

**Notes:** Denmark: Data refer to community radio and television channels only.

Jamaica and Norway: Community channels are not included.

Source: UNESCO Institute for Statistics, and United Nations Population Division for population data.

*Distribution by technical penetration*

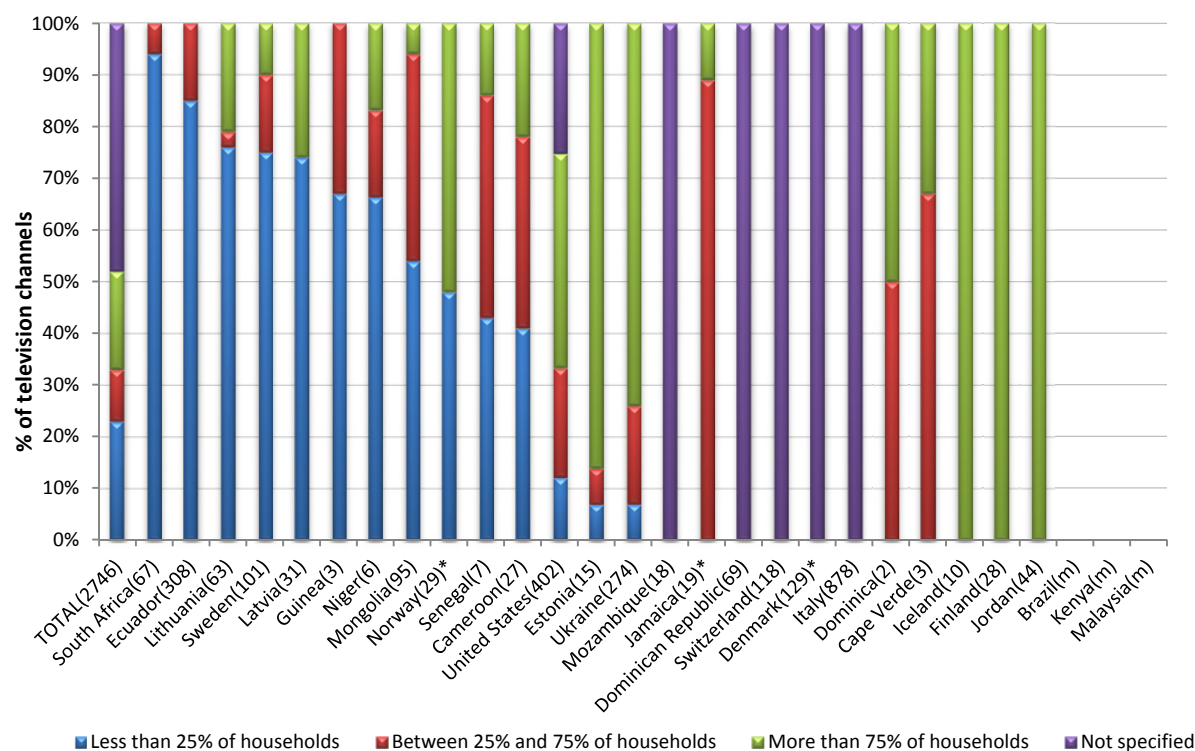
In assessing media pluralism, it can be very useful to evaluate the distribution of channels on the basis of geographical coverage (i.e. national versus sub-national channels), in combination with other indicators related to the concentration of ownership within the public, private or community sectors, the presence of which is also needed at national and sub-national levels.

For the purpose of this report, the technical penetration of a channel refers to the percentage of households across the country that can potentially receive the broadcasting services, as reported by the respondents of the UIS survey. Channels with a technical penetration “above 75%” are considered to be national, while the range “between 25% and 75%” is considered to be regional and “below 25%” is local. A country may have a very large number of channels, but some geographic areas remain without coverage. They may be concentrated in cities or specific regions.

As illustrated in **Figures 11 and 12**:

- i) Television channels able to broadcast services to less than 25% of households dominate in low-income countries, followed by those with technical penetration between 25% and 75% of households.
- ii) Television channels able to broadcast services to more than 75% of households dominate in higher-income countries.
- iii) With the exceptions of Iceland and the Ukraine, radio channels able to broadcast to less than 25% of households dominate.
- iv) In 15 out of 16 countries with available data, television channels are more likely than radios to offer national coverage with a technical penetration “above 75%”.

**Figure 11. Percentage of television channels by technical penetration range**

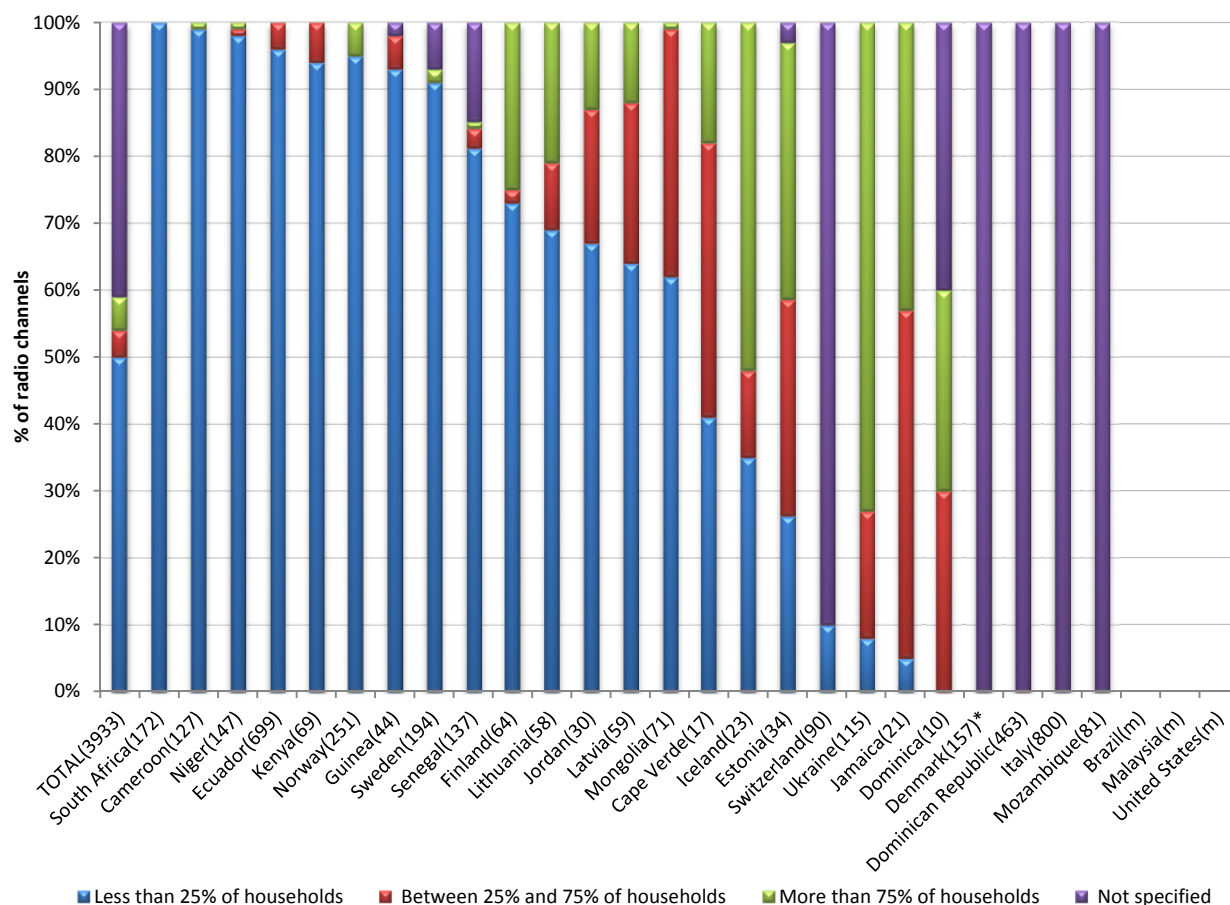


**Notes:** Denmark: Only community television channels are included.  
 Jamaica: Community television channels are not included.  
 Norway: Includes only one identified community television channel.  
 Data for total number of television channels with technical penetration below 25% of households are partial.

The number of television channels is given in brackets.

Source: UNESCO Institute for Statistics.

**Figure 12. Percentage of radio channels by technical penetration range**



**Notes:** Denmark: Data refer to community radio channels only.  
The number of radio channels is given in brackets.

**Source:** UNESCO Institute for Statistics.

### Distribution by transmission signal type

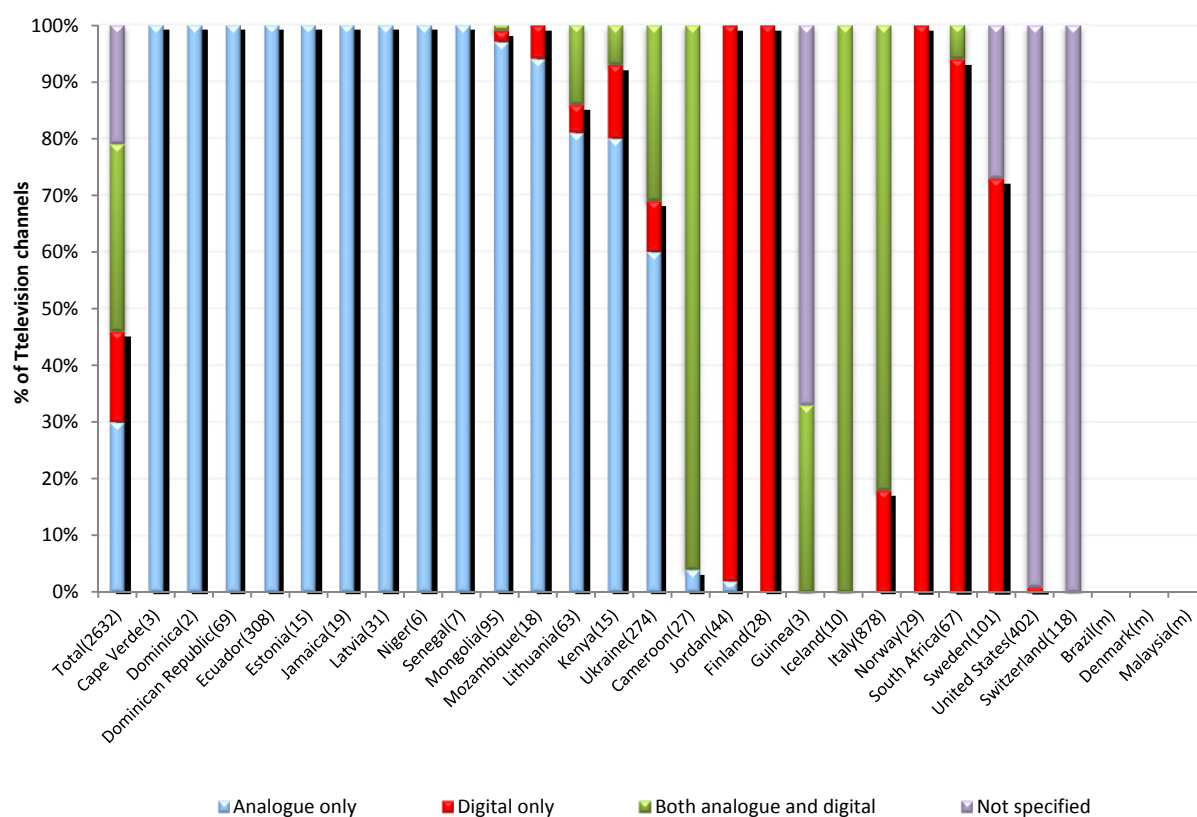
The ongoing digitalization and the convergence between broadcasting and telecommunications are having a growing impact on radio and television services. The development of new digital formats to package and transmit information is widening the supply of broadcasting services. It also poses new challenges to broadcasting regulations that were originally designed for the analogue system. Digital technology helps to better exploit the radio spectrum (enhancing the number of channels that can be transmitted and/or helping to reallocate spectrum for other uses), while enhancing the audience's experience by integrating text, images and good sound quality.

To help monitor trends, the UIS pilot survey collected data on the percentage of radio and television channels by type of transmission signal. As illustrated in **Figures 13** and **14**, the digital migration is far from established in many countries because of initial investment costs. However, this is expected to change due to public commitment, growing distribution of new digital contents and adoption of new reception technologies by users.

Summary of pilot survey results (see Figures 13 and 14):

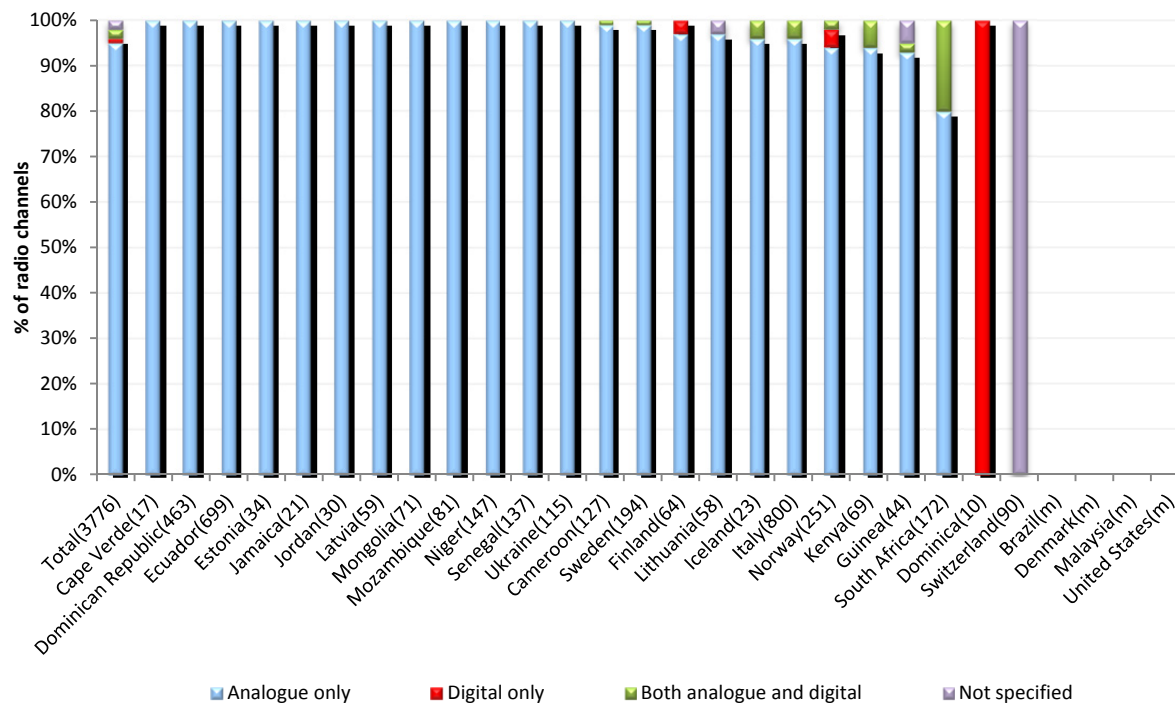
- i) Most television channels are either analogue only or both analogue and digital (see Figure 13). Considering the proportion of channels without a specified transmission signal, currently over 30% of channels are analogue only while another 16% and more are strictly digital.
- ii) The highest numbers and shares of digital television channels are found in high-income European countries, as well as Cameroon, Jordan and South Africa.
- iii) Analogue-only radio channels are still preponderant (95%), at least partly due to the lack of interest by public and/or private operators and low penetration rates for digital reception equipment.

**Figure 13. Percentage of television channels by type of transmission signal**



**Note:** The number of television channels is given in brackets.  
**Source:** UNESCO Institute for Statistics.

**Figure 14. Percentage of radio channels by type of transmission signal**



**Note:** The number of radio channels is given in brackets.

**Source:** UNESCO Institute for Statistics.

### *Distribution by technical transmission platforms*

The supply of technical transmission platforms (terrestrial, cable and/or satellite) is shaped by a combination of economic, historical and political factors. Investments made in the past can set the parameters for current investment. For example, in some countries past investment in cable networks influences decisions for future configurations of platform supply.

The UIS questionnaire collects data on the distribution of domestic radio and television channels, grouped by four categories of technical transmission platforms:

- Terrestrial only
- Cable only
- Satellite only
- A combination of terrestrial, cable or satellite platforms.

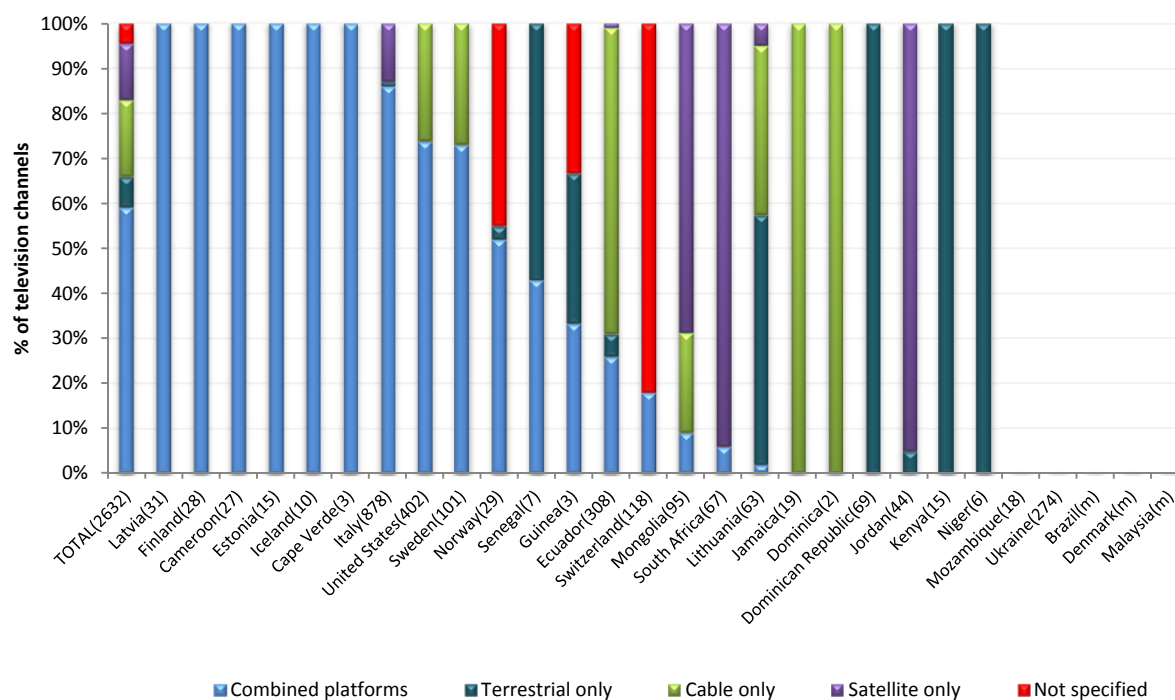
Due to operational issues, such as double-counting and technical capabilities of respondent organizations to locate an Internet-only channel, the Internet-only based radio and television channels have been excluded from this survey.

As illustrated in **Figures 15 and 16**:

- i) Over 60% of television channels use combined technical transmission platforms.
- ii) Cable and satellite television channels account for more than 15% and 11% respectively of the total number of channels.
- iii) Terrestrial-only television channels are concentrated in a few countries: the Dominican Republic, Kenya, Lithuania, Niger and Senegal.
- iv) Over 74% of all radio channels rely on terrestrial transmission, while more than 16% rely upon a combination of terrestrial, cable and satellite platforms.

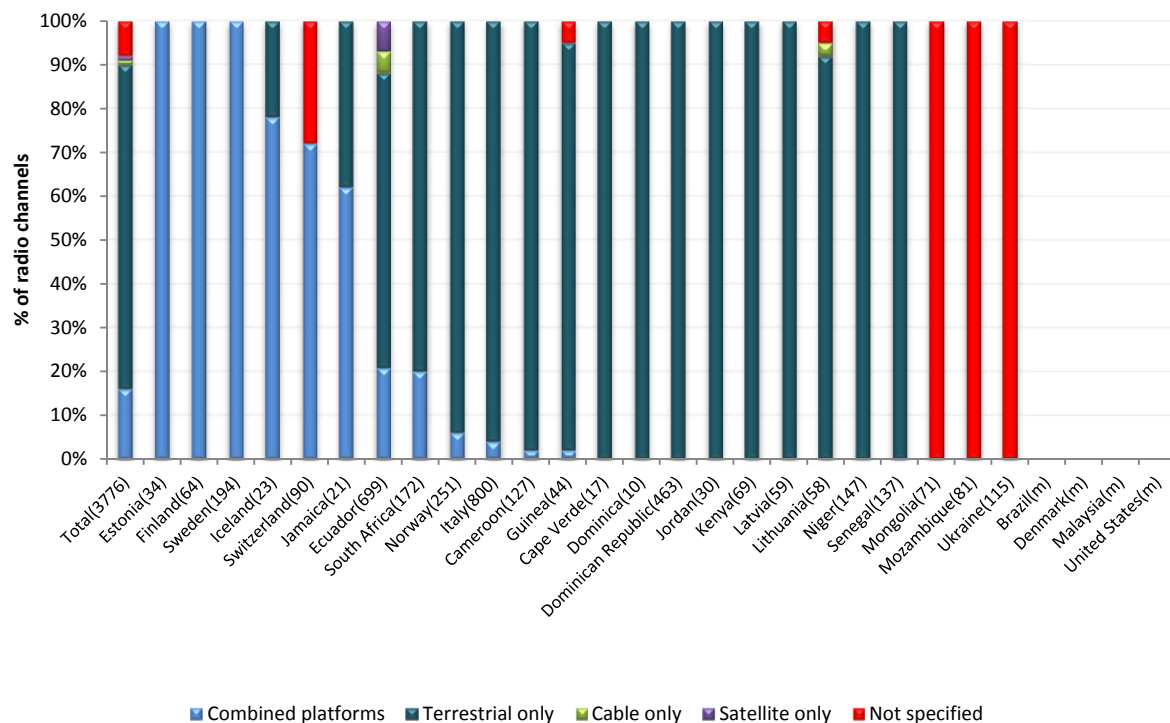
Indicators on the top four television channels (see *Table B7 in Annex II*) show that the majority rely on a combination of platforms in order to expand their audience base. To a lesser extent, a similar trend is found among the top four radio channels, with more than one-half (56%) using a combination of platforms. In Dominica and Mongolia, for example, all major radio channels transmit their programme via satellite and cable.

**Figure 15. Percentage of television channels by technical transmission platform**



**Note:** The number of television channels is given in brackets.  
**Source:** UNESCO Institute for Statistics.

**Figure 16. Percentage of radio channels by technical transmission platform**



**Note:** The number of radio channels is given in brackets.

*Source: UNESCO Institute for Statistics.*

## 2.2 Newspapers

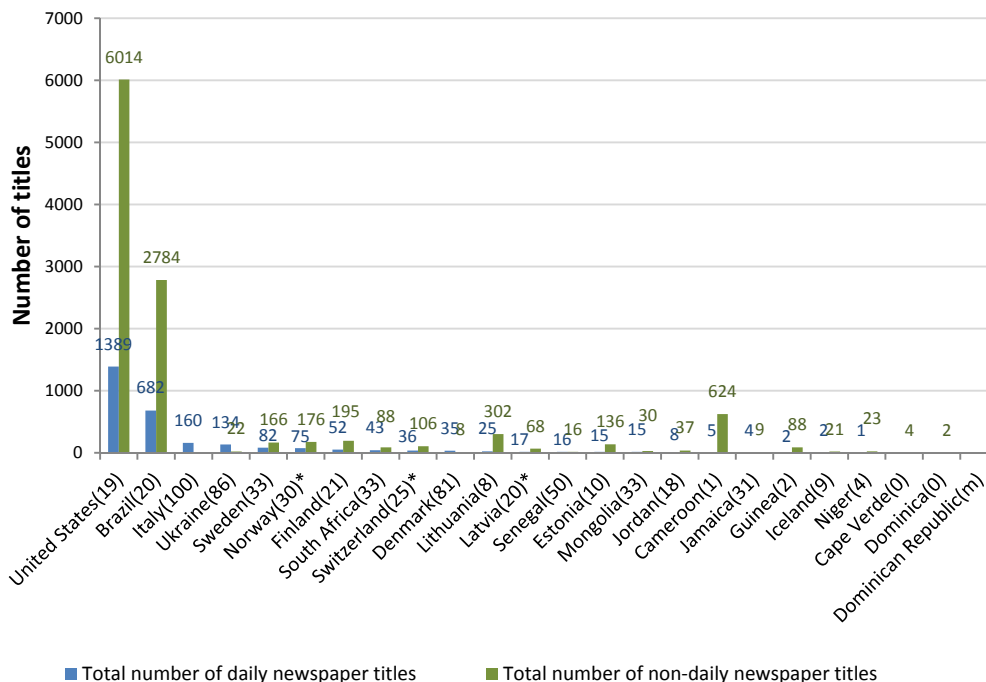
The UIS pilot survey is designed to collect data on print newspapers (daily and non-daily) which may also be available online. The survey includes indicators on the circulation of these titles, as well as their geographic coverage and business models.

As illustrated in **Figures 17, 18 and 19:**

- i) The total number of newspaper titles varies considerably from 2 in Dominica to 7,043 in the United States.
- ii) Among the total number of titles, the proportion of daily newspapers varies from 1% in Cameroon to 100% in Italy. Cape Verde and Dominica do not have any daily titles.
- iii) In total, 90% of non-dailies are sub-national, as well as nearly 88% of dailies.



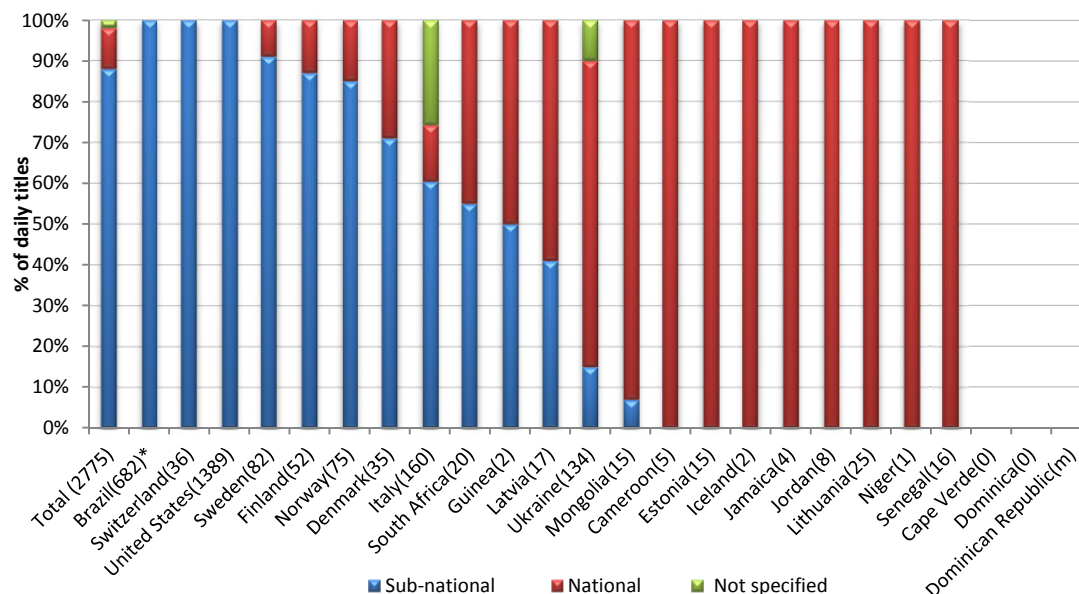
**Figure 17. Total number of daily and non-daily newspaper titles**



**Notes:** Latvia: Data on dailies and non-dailies do not include both print and online titles.  
 Switzerland: Free non-dailies are not included.  
 Cape Verde and Dominican Republic: There are no dailies.  
 Norway: Print editions for all dailies are paid only, while all online editions – except one – are free.  
 The percentage of daily titles is given in brackets.

Source: UNESCO Institute for Statistics.

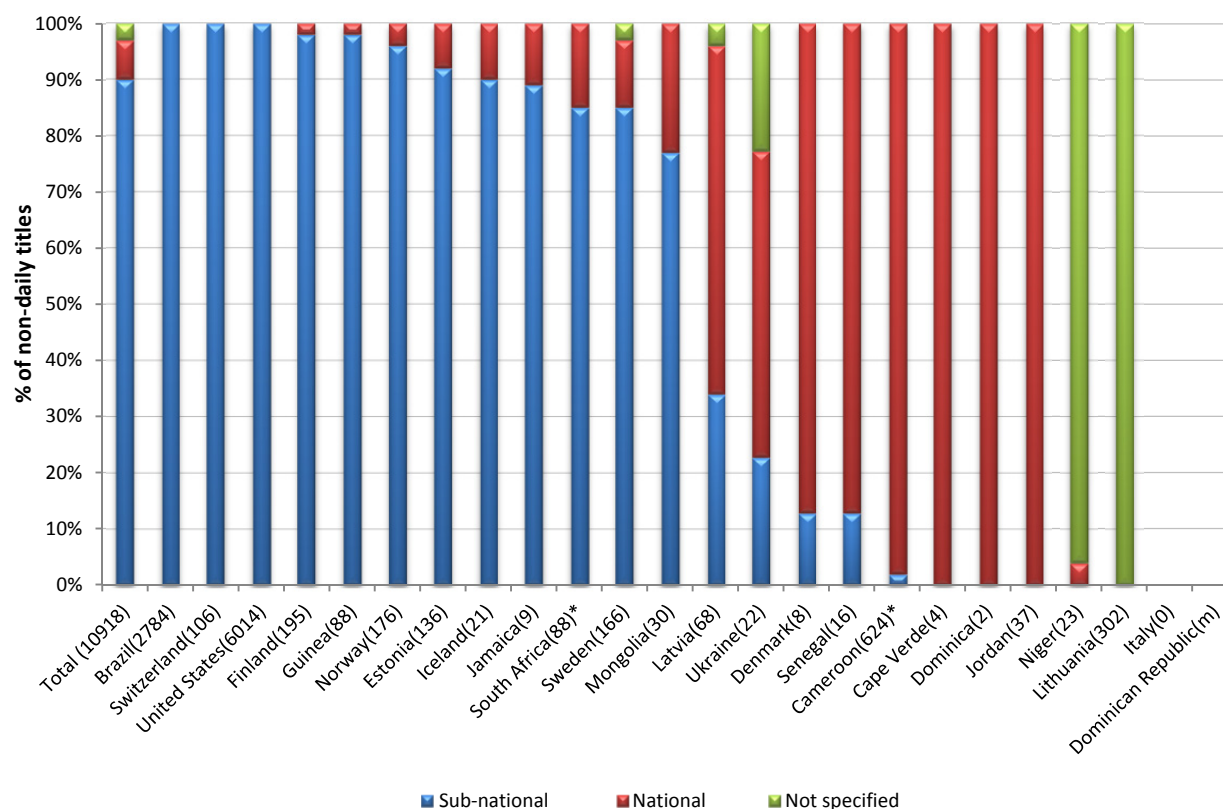
**Figure 18. Percentage of daily newspaper titles, by geographic coverage**



**Notes:** Brazil: Community titles not included in sub-national data.  
 South Africa: Number of titles with national coverage is partial.  
 The number of daily titles is given in brackets.

Source: UNESCO Institute for Statistics.

**Figure 19. Percentage of non-daily newspaper titles, by geographic coverage**

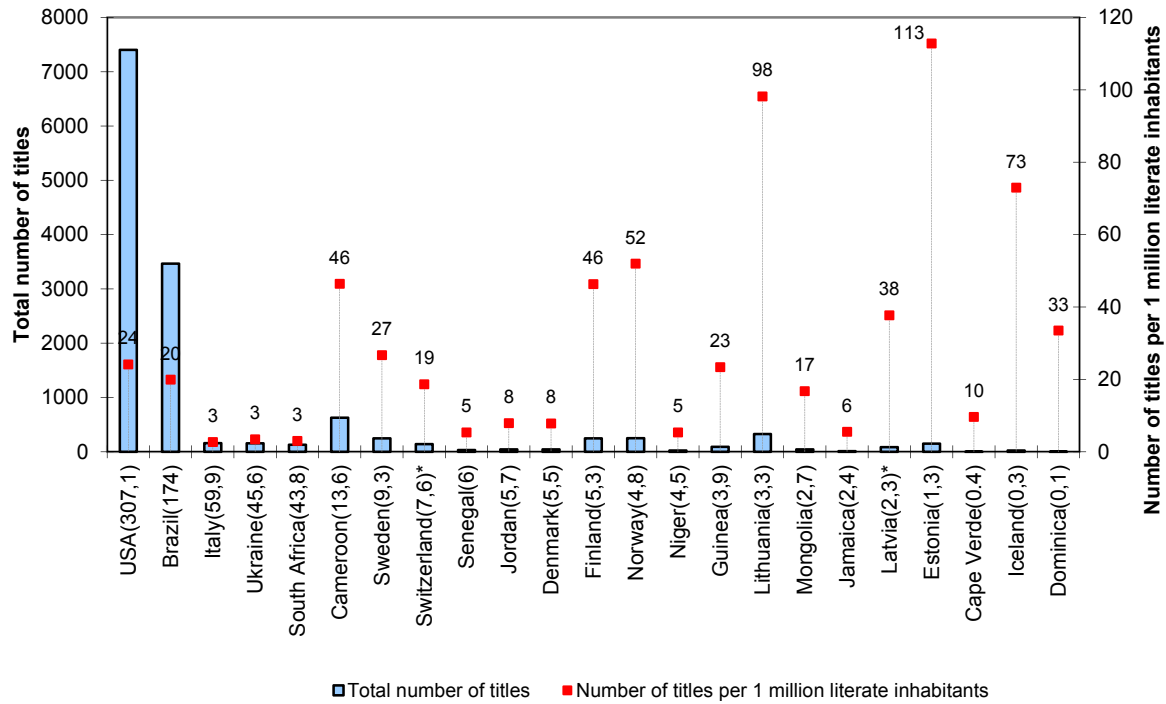


**Note:** Cameroon: Community titles are not included in the sub-national data.  
 South Africa: Sub-national data refer to paid only private non-daily titles.  
 The number of non-daily titles is given in brackets.

*Source: UNESCO Institute for Statistics.*

**Figure 20** compares the supply of newspaper titles with potential demand by presenting the number of daily newspaper titles per 1 million literate inhabitants, where the literate population refers to the number of people (at least 15 years of age) able to read and write with understanding a simple statement related to their daily life. This indicator varies considerably from 19 dailies per 1 million literate inhabitants in Norway to 0.5 in Niger, where the adult literacy rate is just 29%. Indicator values are particularly low in countries with low literacy rates and/or high youth populations.

**Figure 20. Total number of newspaper titles (daily and non-daily) and number of daily titles per 1 million literate inhabitants**



**Notes:** Switzerland: Free non-dailies not included.

Latvia: Figure on print and online non-dailies is partial.

Source: UNESCO Institute for Statistics, and United Nations Population Division.

## Conclusions

According to UIS pilot survey results:

- i) Private broadcast media organizations are likely to own more television channels than public broadcasters, while the opposite trend is found for radio channels.
- ii) The large number of radio channels and the high penetration of radio receivers in low income countries can be explained by the relatively low operational costs and investments. Most radio channels cover local areas only.
- iii) The digital migration is far from established in many parts of the world due to the costs, therefore most radio and television channels still use analogue terrestrial signals.
- iv) Nearly one-third of television channels are analogue and digital. The percentage of analogue-only television channels (30%) will likely decrease over time as the share of digital-only channels rises from the current 16%.
- v) Over 74% of radio channels still rely upon a terrestrial transmission platform.
- vi) The total number of newspapers tends to be higher in countries with a significant supply of sub-national titles. In total, 88% and 90% of dailies and non-dailies respectively are sub-national.

## Annex I

### The UIS survey on media statistics

#### Assessing the media landscape

There are many different approaches to assessing media development. The most widely known are: the Freedom House's *Freedom of the Press Index*<sup>6</sup>, Reporters without Borders' *Press Freedom Index*<sup>7</sup>, and the International Research Exchange (IREX)'s *Media Sustainability Index (MSI)*<sup>8</sup>.

UNESCO's Media Development Indicators (MDI) project reviewed existing assessment systems and generated a new, composite approach which functions as an organizing, analytical framework rather than a prescriptive checklist. Given the risk of subjectivity that exists with qualitative data, the framework underlines the importance of using quantitative indicators where available. The MDI framework emphasises the role of five principal media development categories:

- 1) A system of regulation conducive to freedom of expression, pluralism and diversity of the media;
- 2) Plurality and diversity of media to ensure a level economic playing field and transparency of ownership;
- 3) Media as a platform for democratic discourse;
- 4) Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity; and
- 5) Infrastructural capacity sufficient to support independent and pluralistic media.

At this stage, the UIS survey instrument allows a partial assessment of indicators identified through the MDI framework. It would have been extremely difficult to quantitatively measure some of the prescribed indicators (e.g. assessment of employment practices or public trust and confidence in the media). Other measures entailed risks in terms of reliability (e.g. indicators regarding availability of professional media training and academic courses). Finally, some of the indicators would have required an unsustainable burden for national respondents (e.g. indicators regarding media organizations' responsiveness to public perceptions of their work).

#### Structure of the UIS survey

The UIS survey collects data on the broadcast industry, the newspaper industry and the legal and regulatory framework in which the media operates. The focus of this survey is on the domestic media of a given country. For the purpose of this questionnaire, media which appear exclusively on the Internet, referred to as online-only, were excluded due to the operational difficulty in identifying all of these organizations in a given country.

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<sup>6</sup> <http://www.freedomhouse.org/template.cfm?page=251&year=2008>

<sup>7</sup> <http://www.rsf.org/>

<sup>8</sup> <http://www.irex.org/MSI/index.asp>

The UIS broadcast questionnaire collects data on the following topics:

- Distribution of domestic broadcast media organizations by ownership types (public, private, community) and type of channels owned (radio, television, both)
- Distribution of radio and television channels by technical penetration
- Distribution of radio and television channels by transmission signals
- Distribution of radio and television channels by technical transmission platforms
- Distribution of community radio and television channels by type of community organization (educational, religious, other)
- Major revenue source of community channels
- Characteristics of the four major radio channels
- Characteristics of the four major television channels
- Characteristics (including revenue sources) of broadcast media organizations owning at least one of the four major radio channels
- Characteristics (including revenue sources) of broadcast media organizations owning at least one of the four major television channels
- Newly-established and closed channels.

The UIS questionnaire on newspaper industry excludes magazines. It focuses on dailies and non-dailies and covers the following areas:

- Distribution of dailies and non-dailies per publishing format (print only, both print and online) and business models (free only, paid only, both free and paid). Average circulation is also collected.
- Distribution of dailies and non-dailies by ownership (public, private and community) and geographic coverage (national and sub-national).
- Distribution of community titles per major funding sources.
- Characteristics of the major four dailies.
- Newly-established and closed titles.

The UIS questionnaire on the legal framework covers various aspects of media regulations:

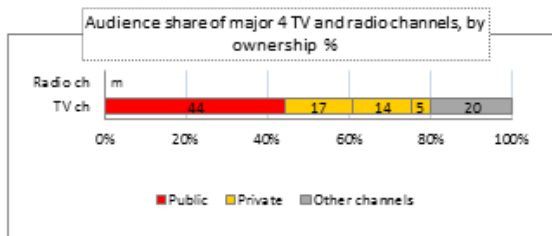
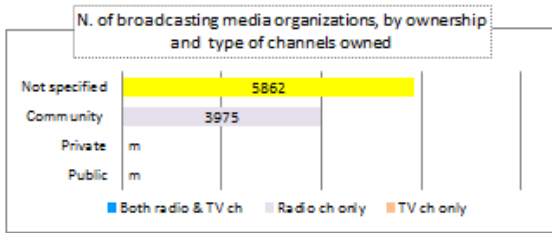
- Existence and mandate of regulatory authority for broadcast media or newspapers
- Existence of a self-regulatory body for broadcast media and newspapers
- Award of licenses to operate media
- Accountability of the public broadcaster
- Quotas for domestically originated media content in public and private channels
- Legal provisions for community media
- Existence of regulations on cross-media ownership.

# Annex II

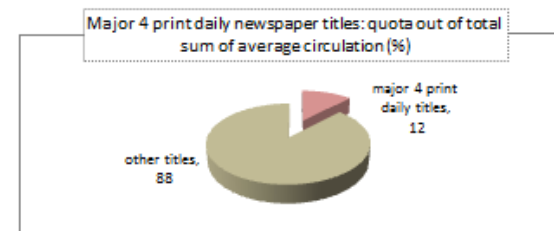
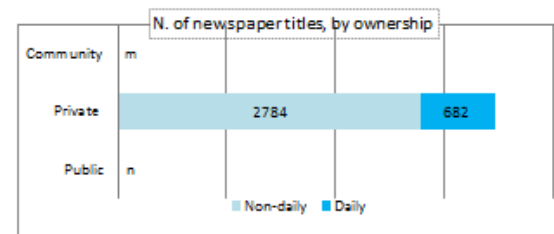
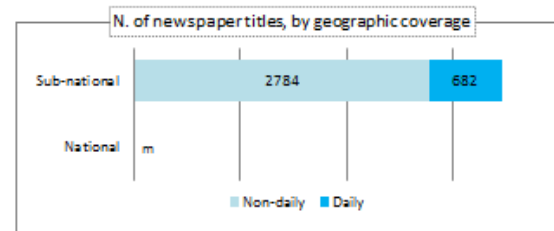
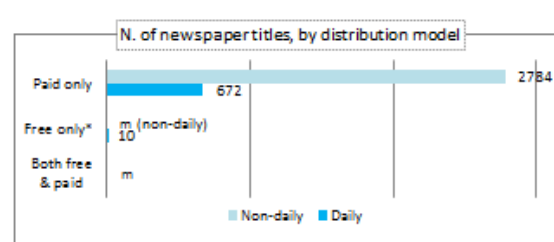
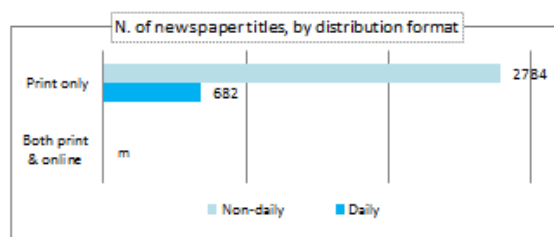
## Country profiles

### BRAZIL AT A GLANCE

#### BROADCAST



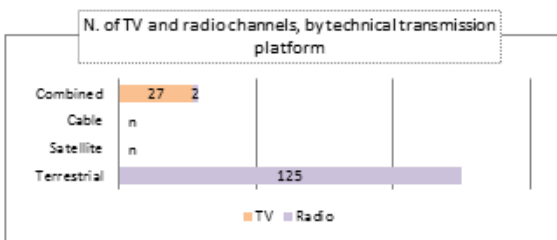
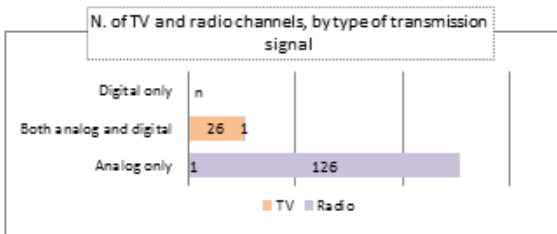
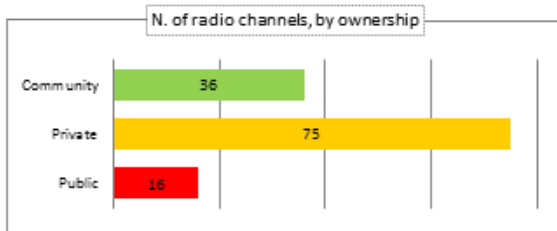
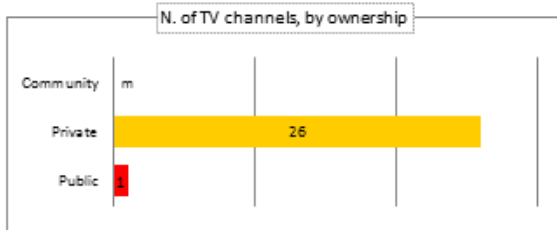
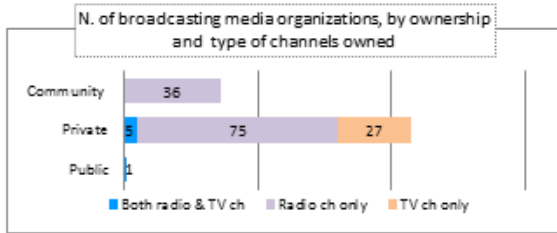
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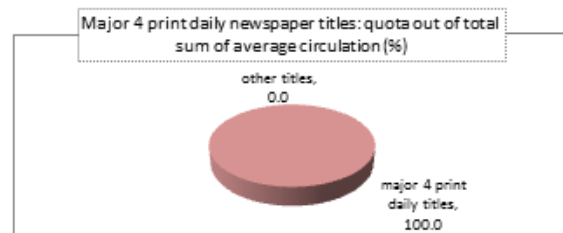
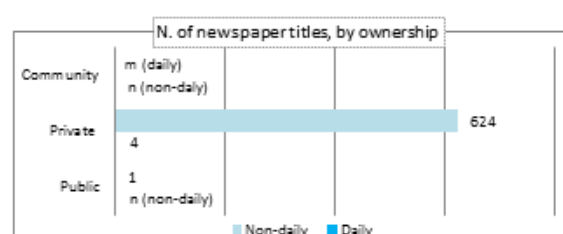
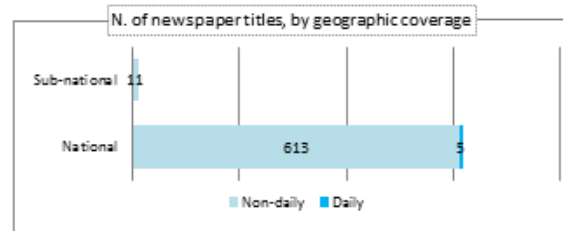
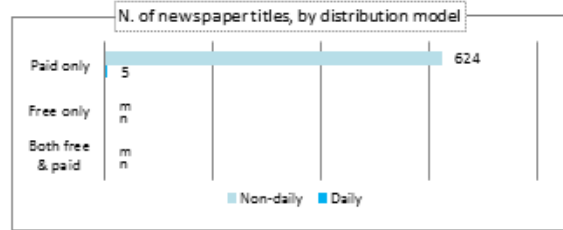
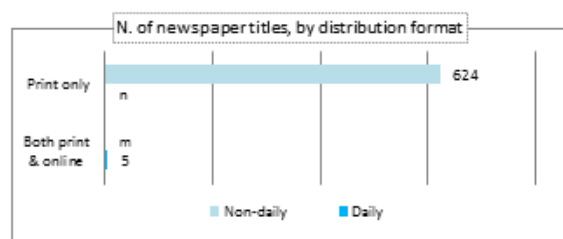
Print only non-dailies include both print and online non dailies.

# CAMEROON AT A GLANCE

## BROADCAST



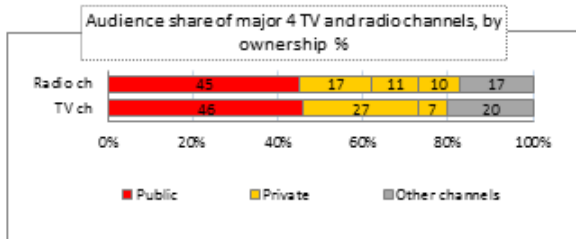
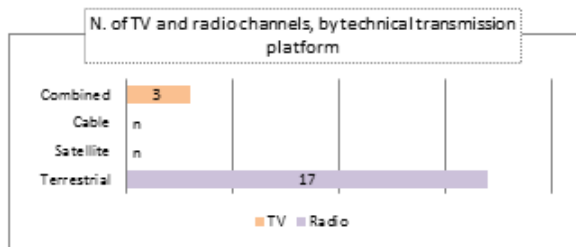
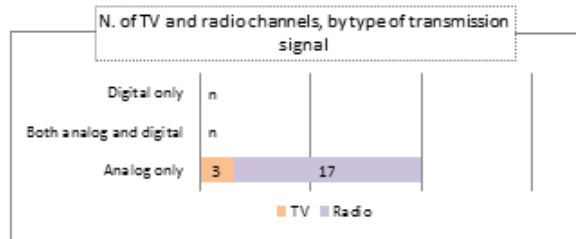
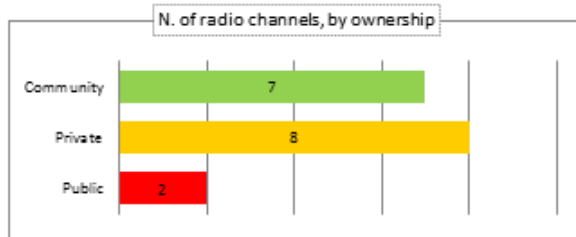
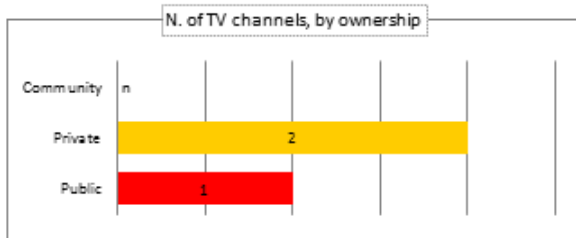
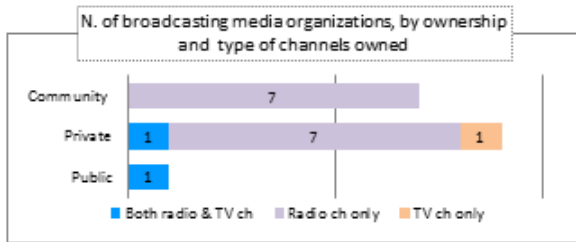
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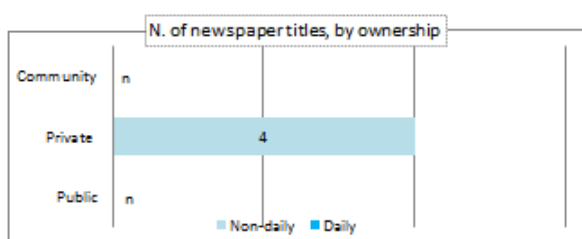
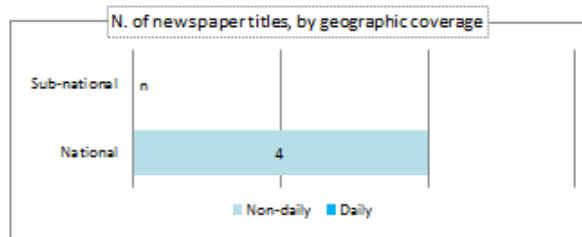
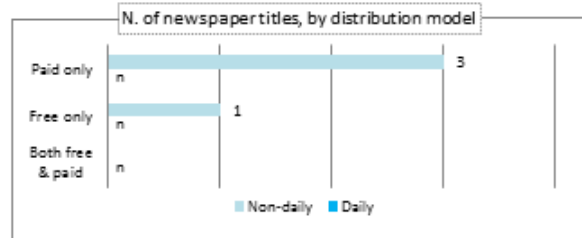
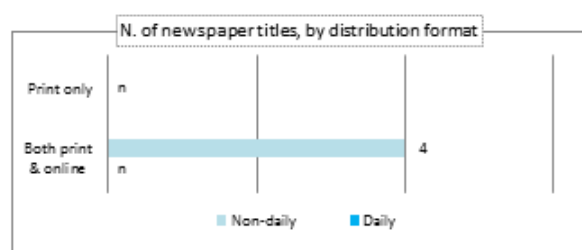


# CAPE VERDE AT A GLANCE

## BROADCAST

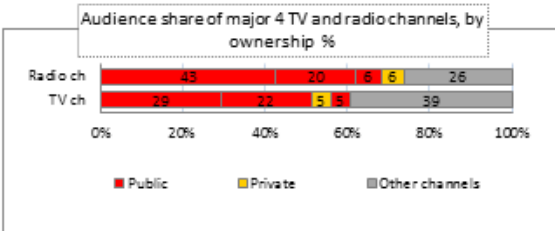
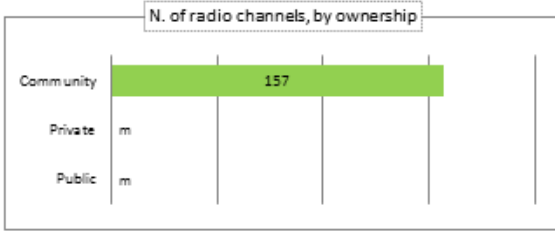
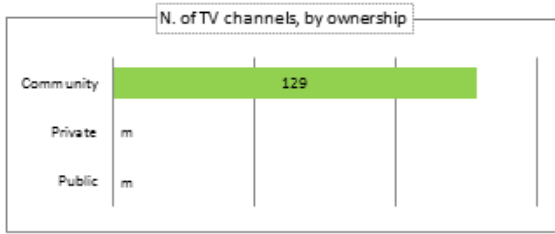
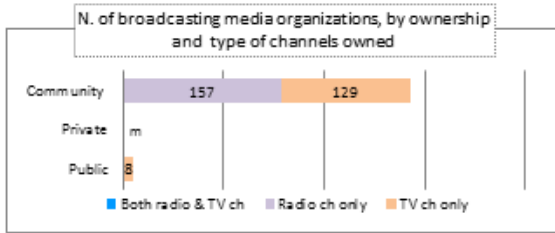


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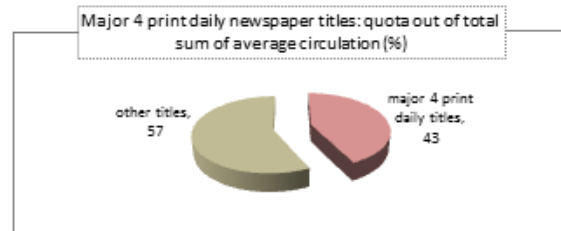
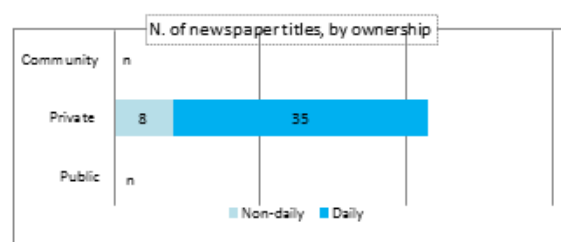
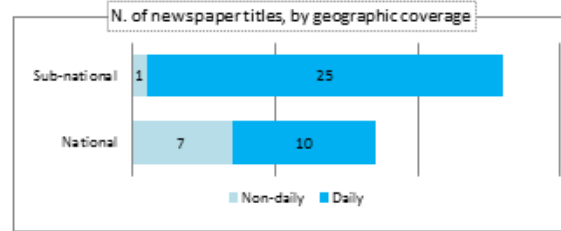
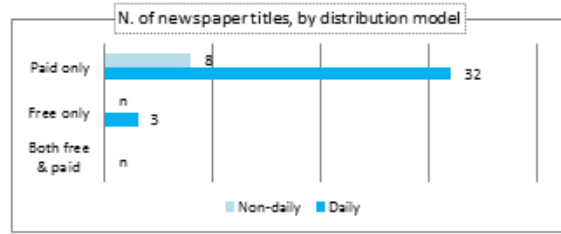
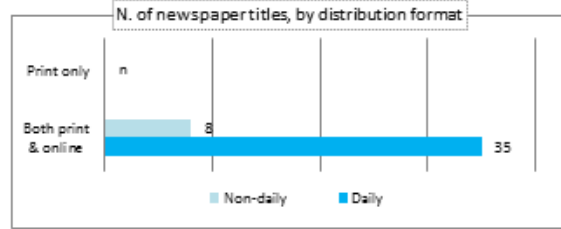


# DENMARK AT A GLANCE

## BROADCAST

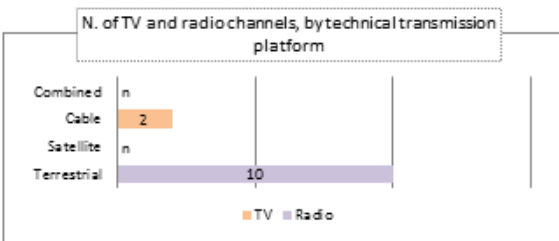
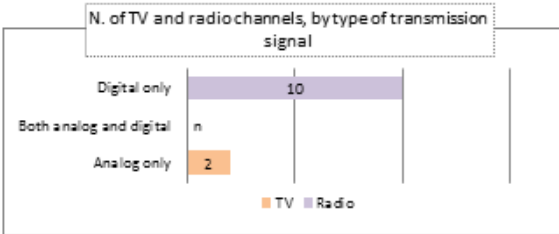
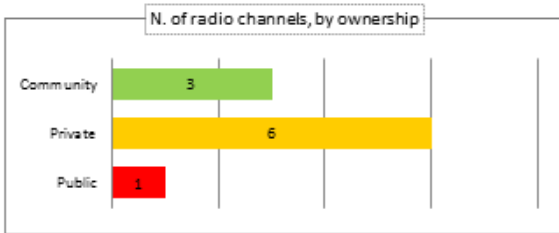
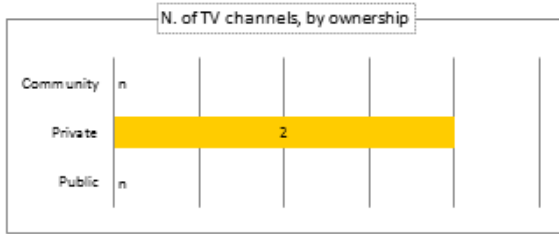
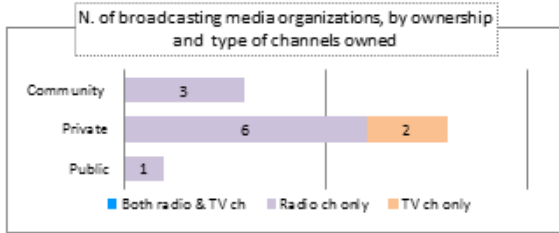


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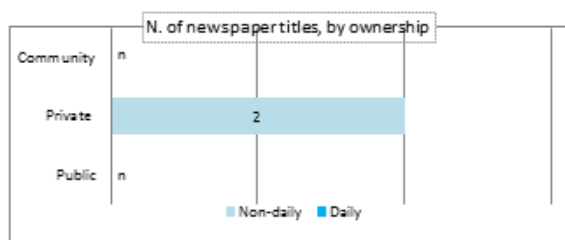
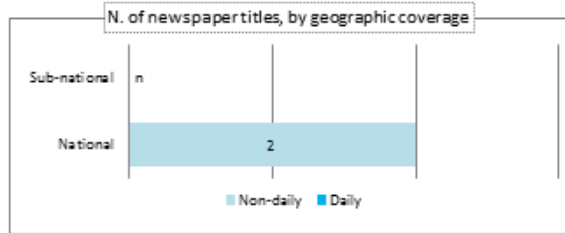
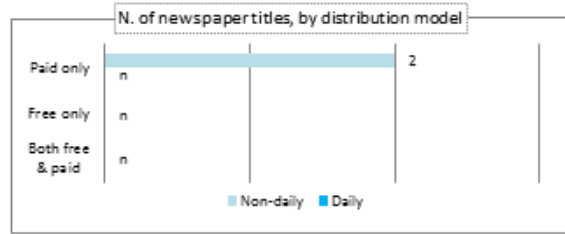
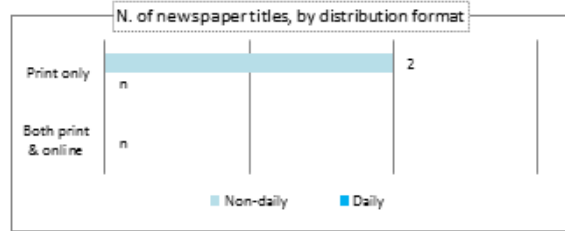


# DOMINICA AT A GLANCE

## BROADCAST

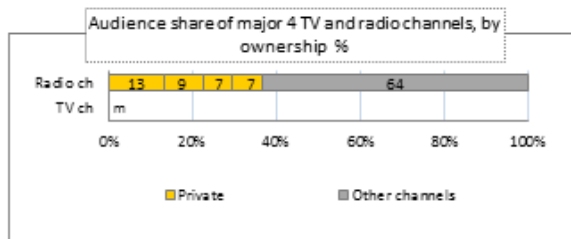
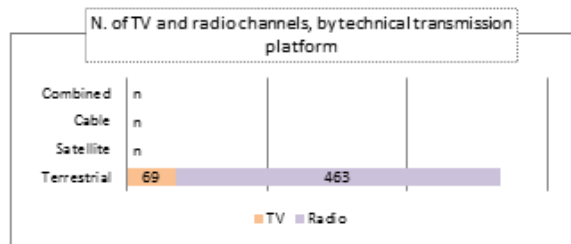
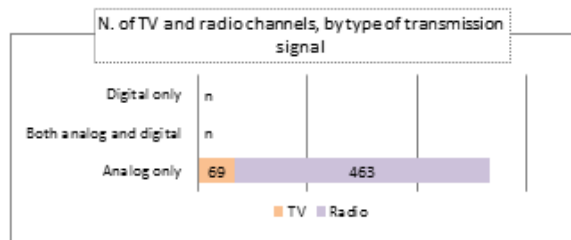
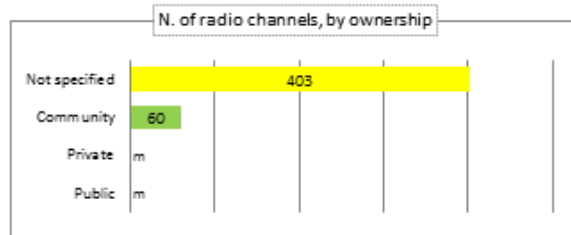
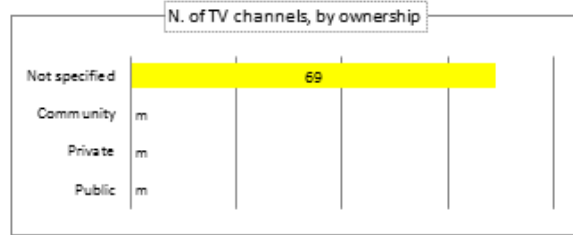
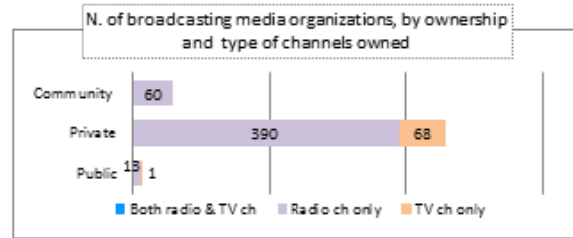


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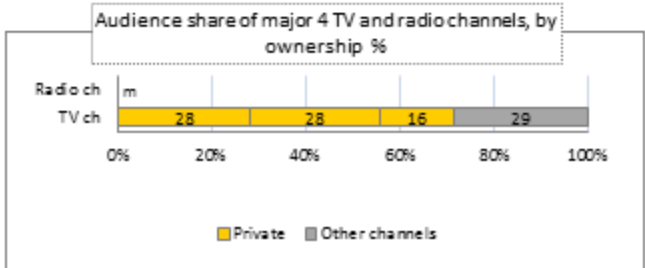
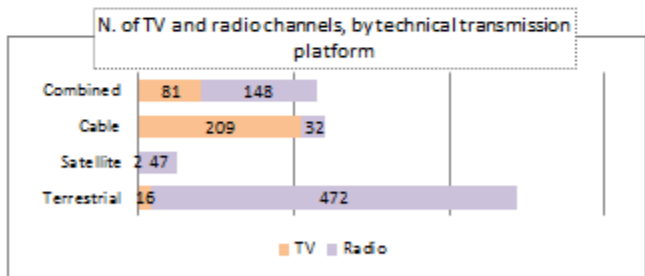
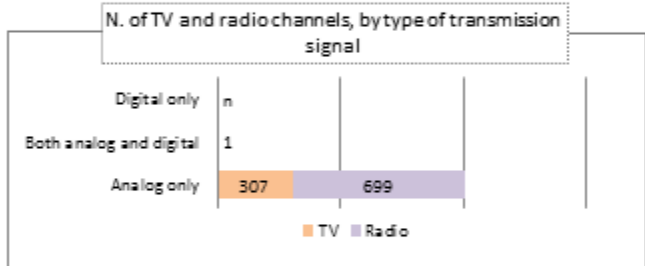
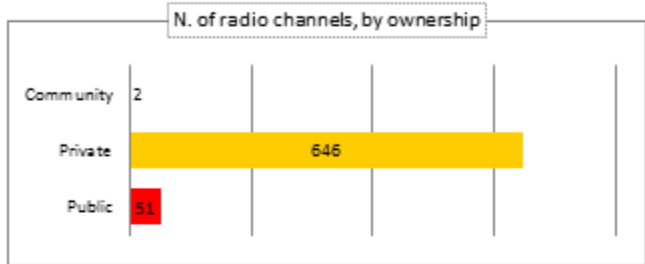
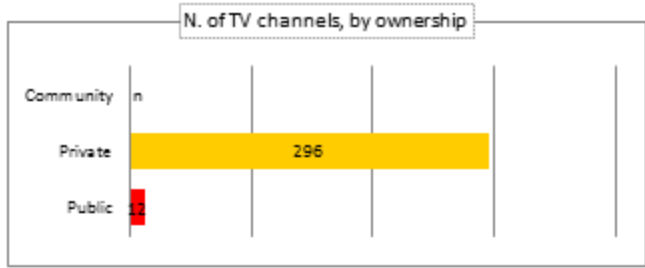
# DOMINICAN REPUBLIC AT A GLANCE

## BROADCAST



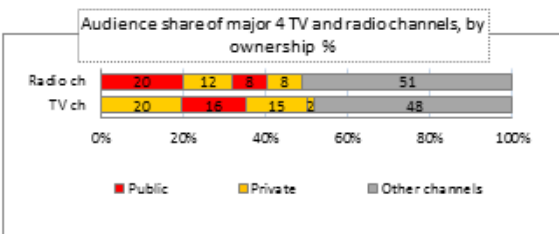
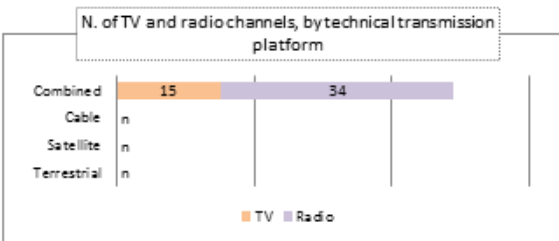
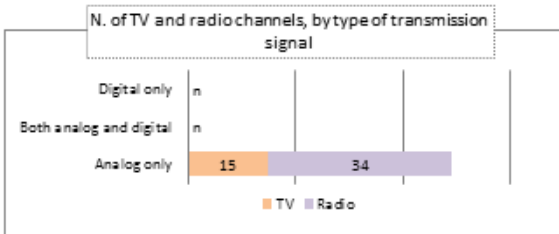
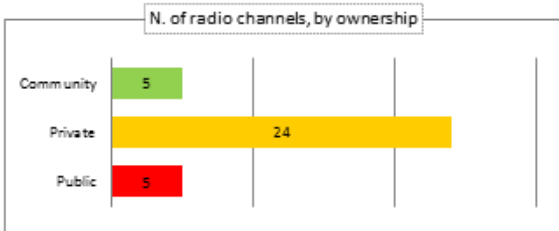
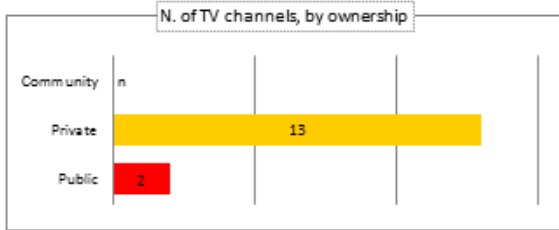
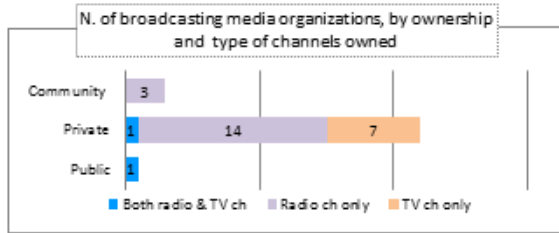
ECUADOR AT A GLANCE

BROADCAST

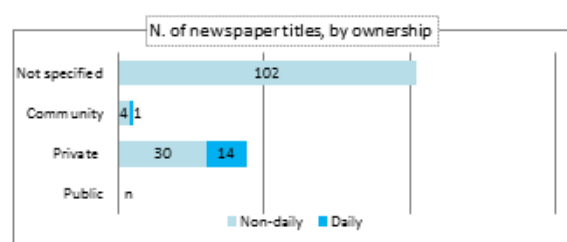
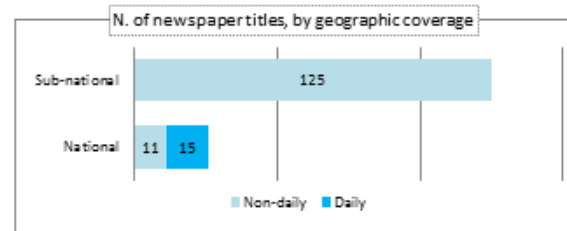
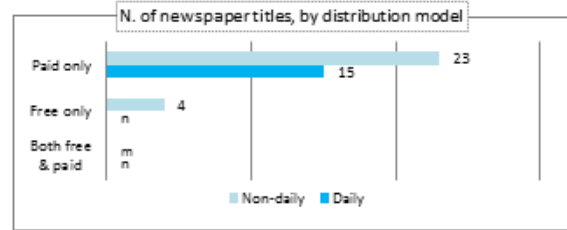
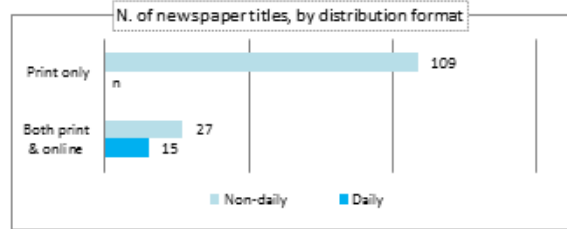


# ESTONIA AT A GLANCE

## BROADCAST

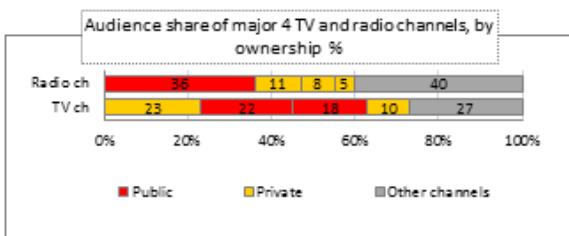
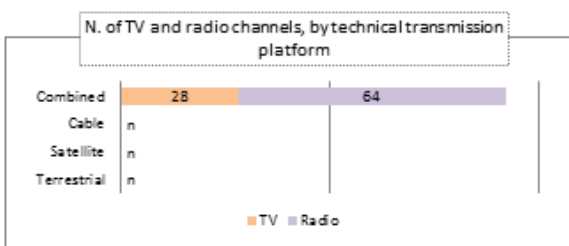
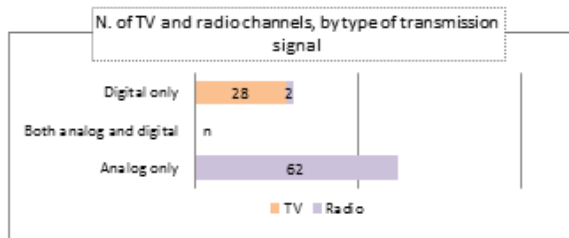
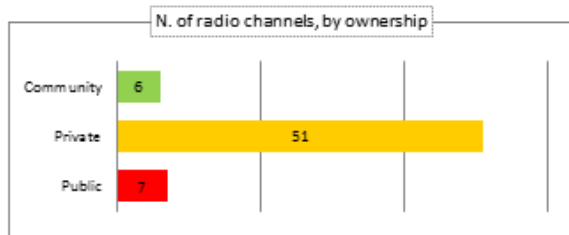
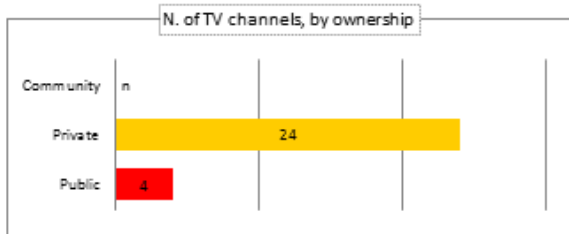
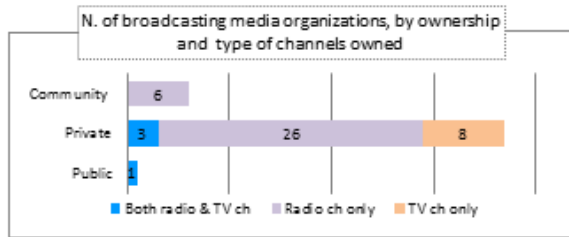


## NEWSPAPER

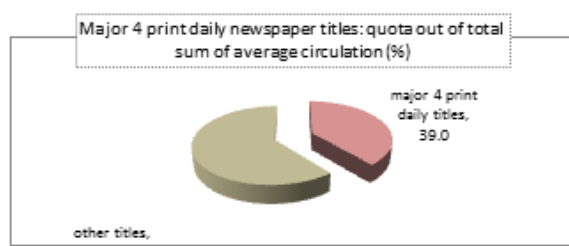
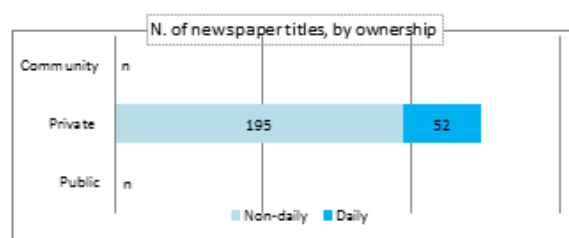
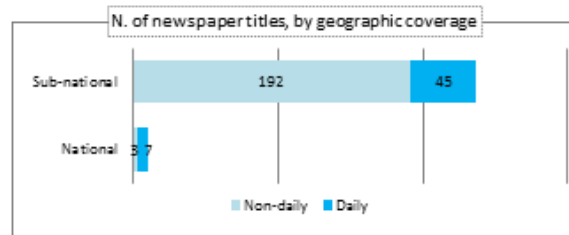
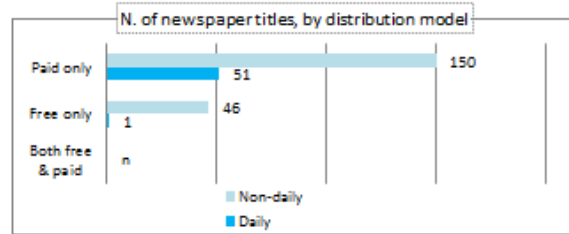
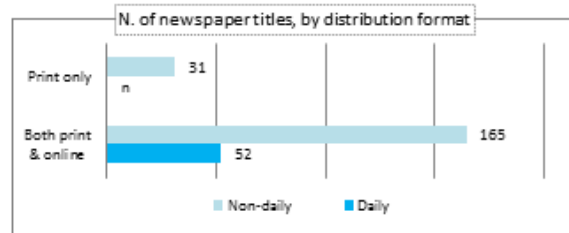


# FINLAND AT A GLANCE

## BROADCAST



## NEWSPAPER

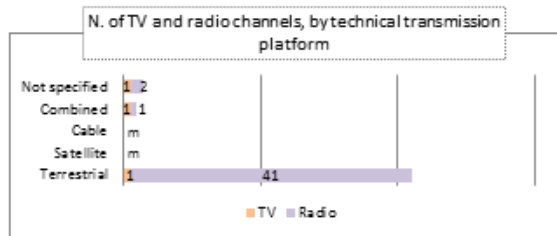
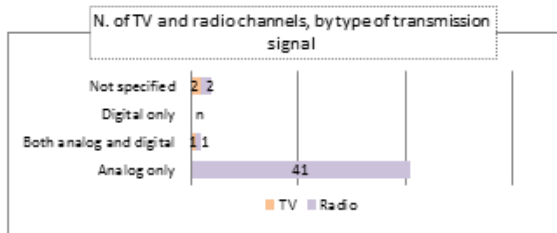
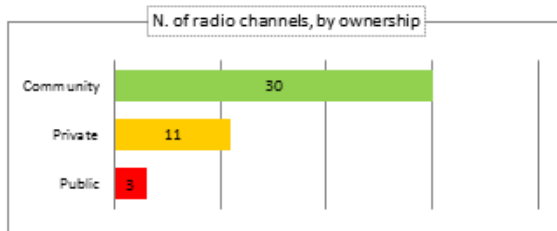
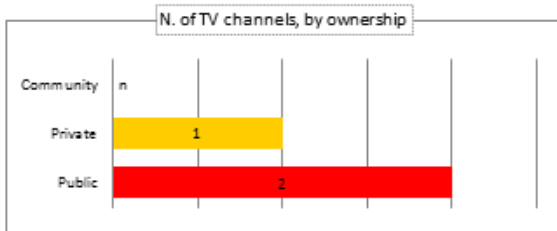
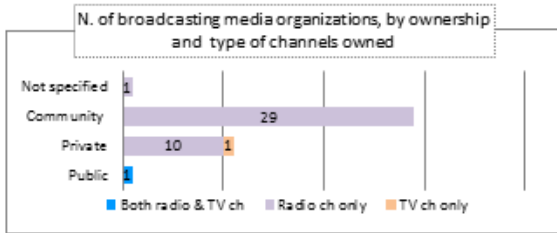


Newspaper figures include only titles which are members of The Finnish Newspapers Association.

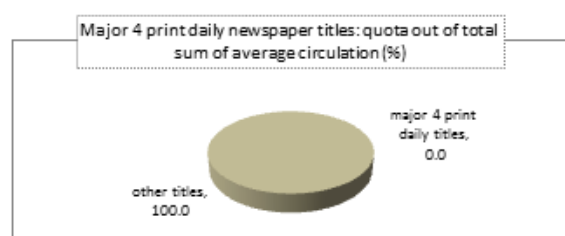
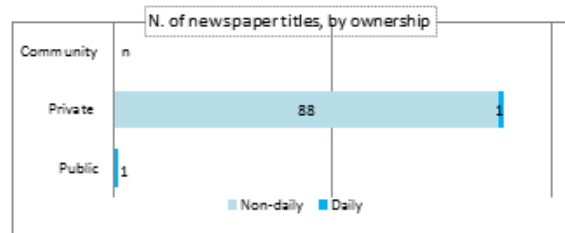
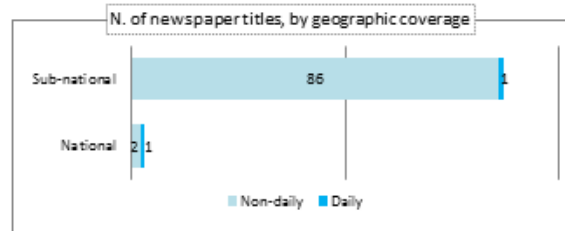
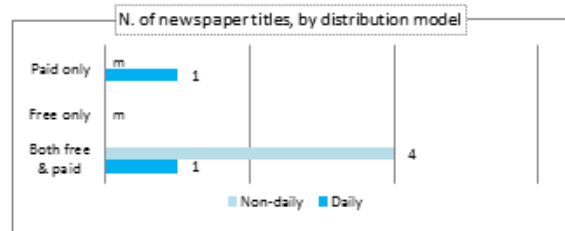
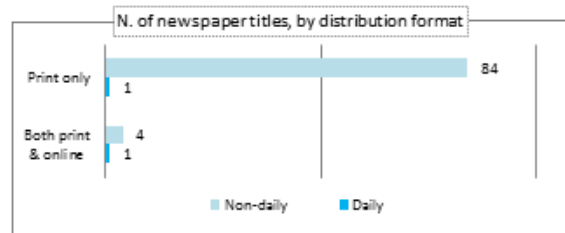
The audit of circulation is not conducted for free titles in Finland; figure refers to paid only dailies.

# GUINEA AT A GLANCE

## BROADCAST



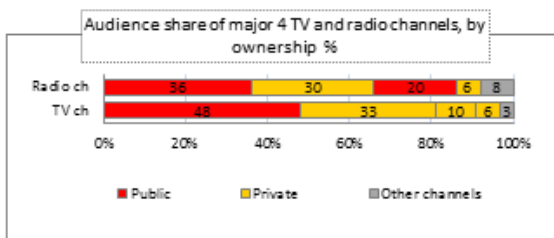
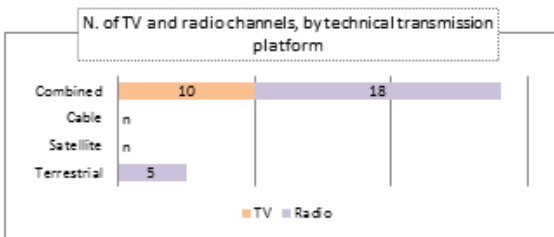
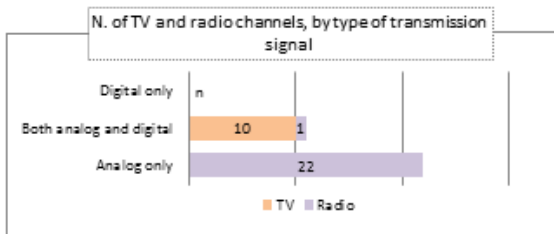
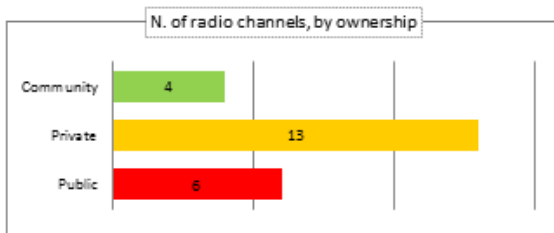
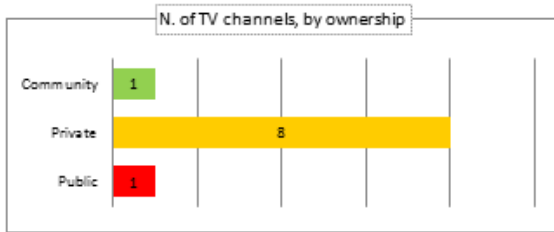
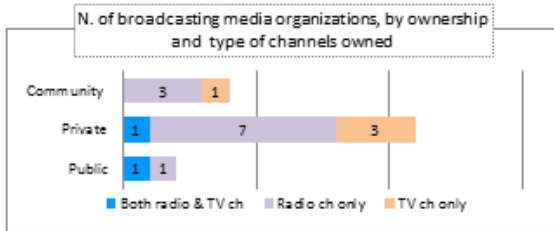
## NEWSPAPER



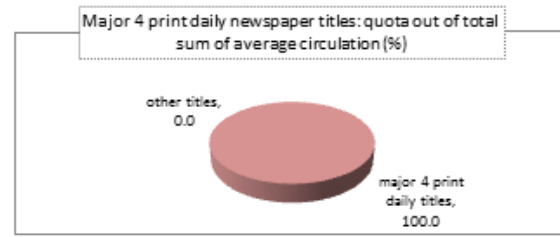
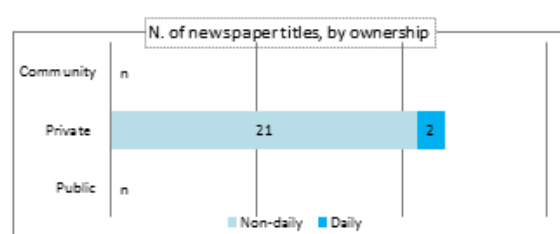
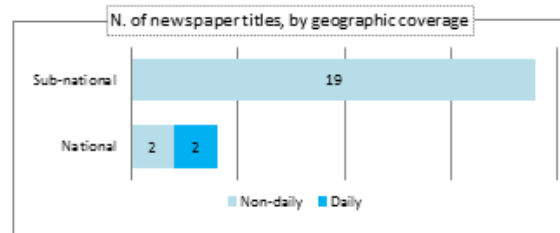
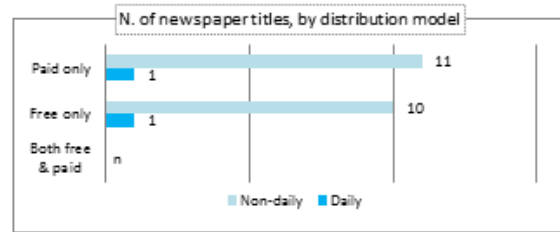
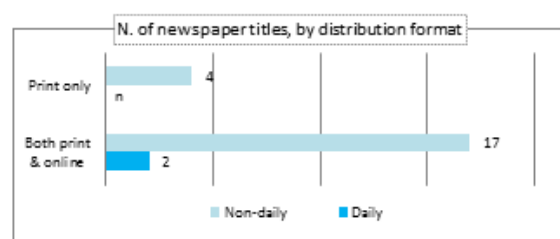


# ICELAND AT A GLANCE

## BROADCAST

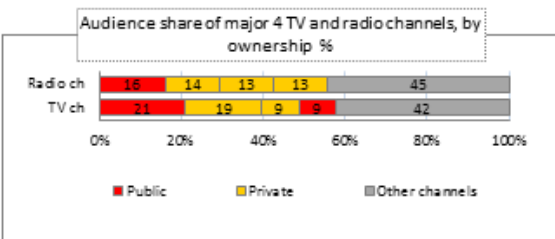
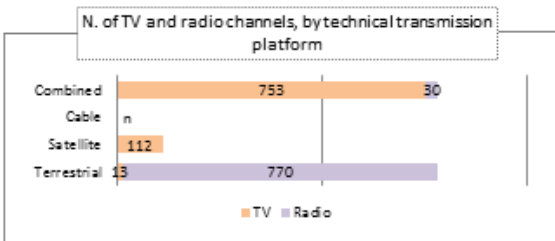
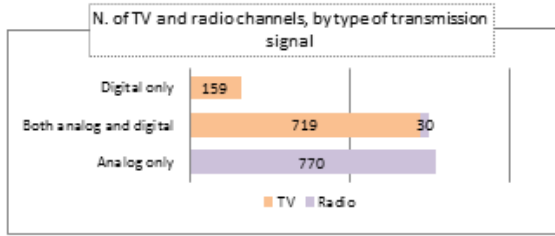
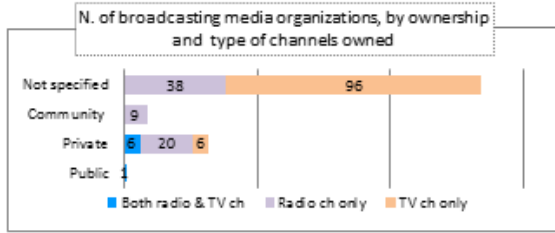


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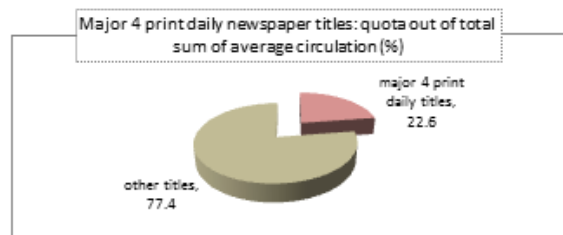
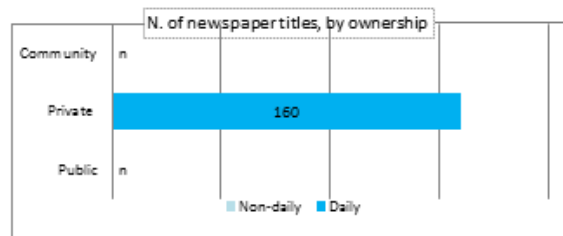
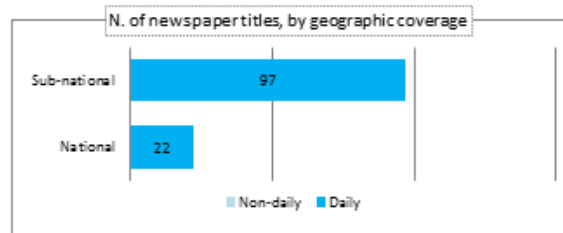
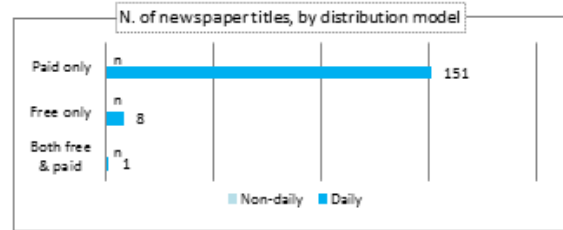
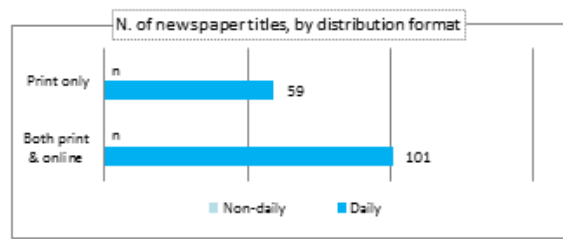


# ITALY AT A GLANCE

## BROADCAST



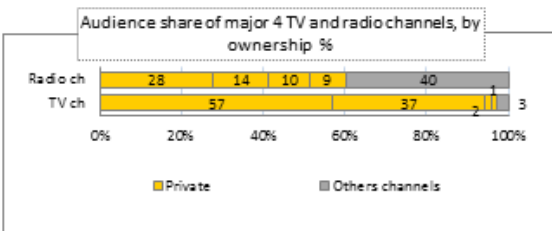
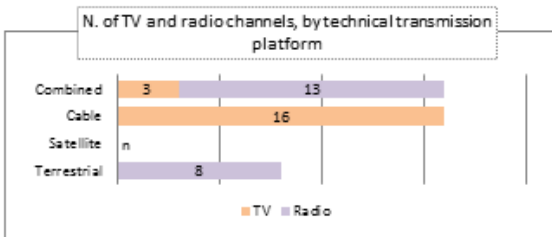
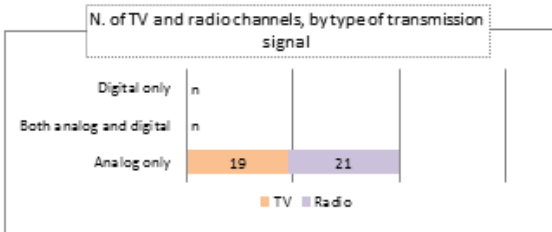
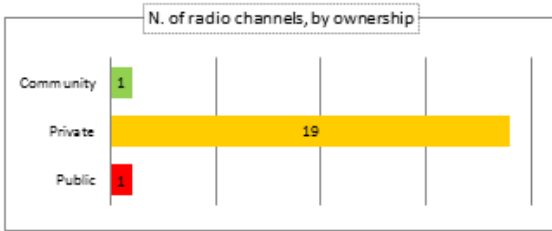
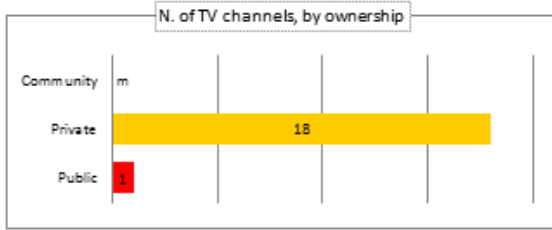
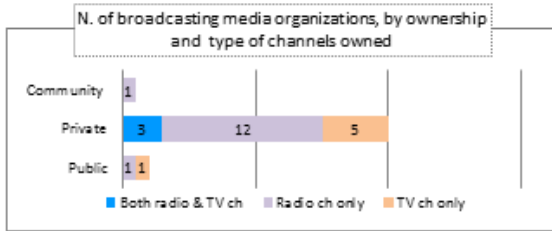
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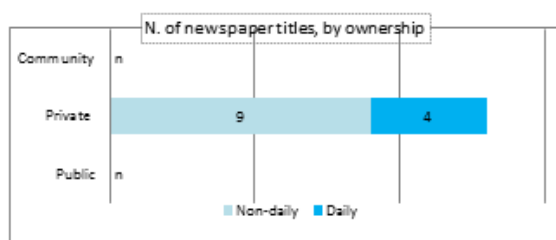
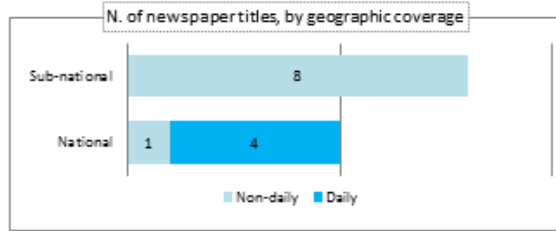
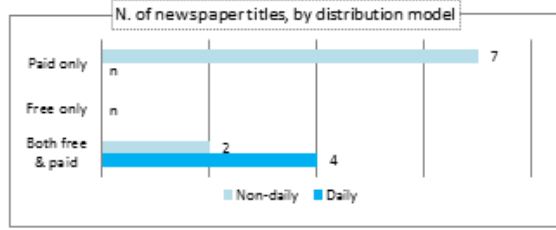
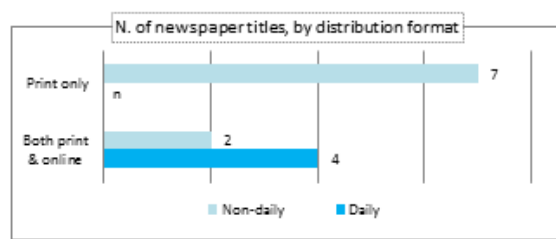
Circulation includes all the copies printed, not only the number of copies sold and distributed for free.

# JAMAICA AT A GLANCE

## BROADCAST

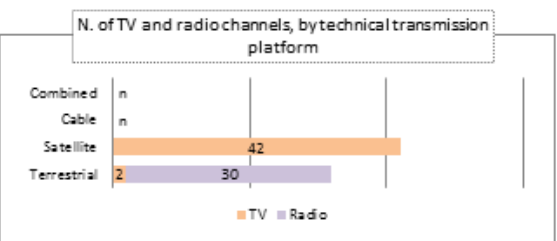
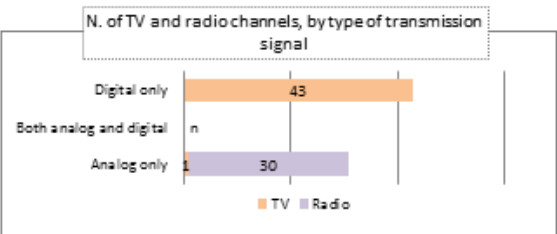
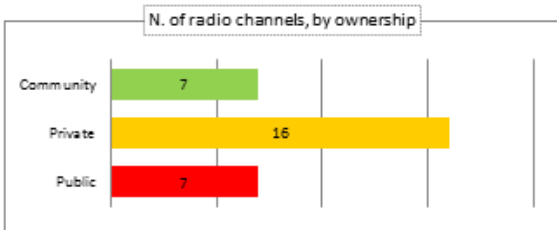
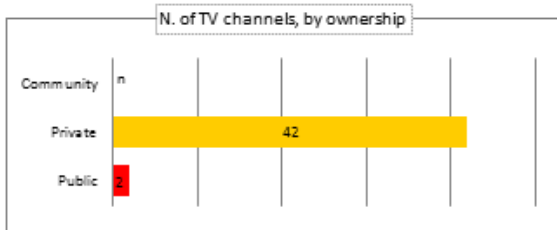
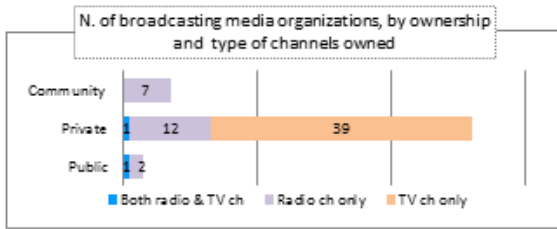


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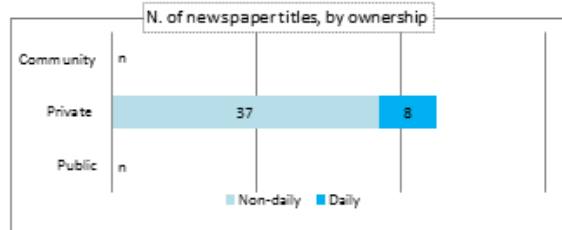
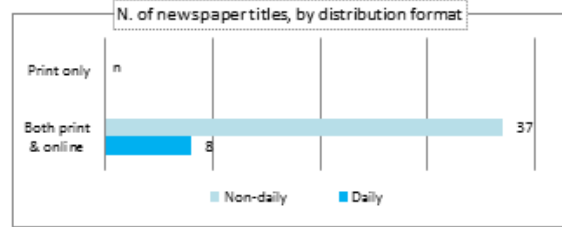


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## BROADCAST

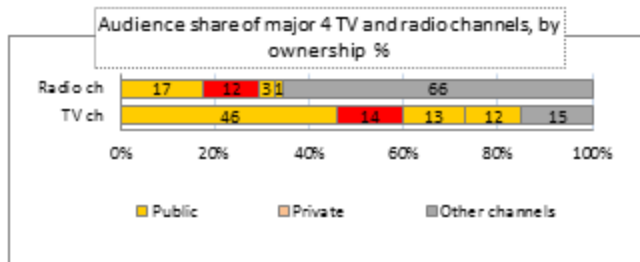
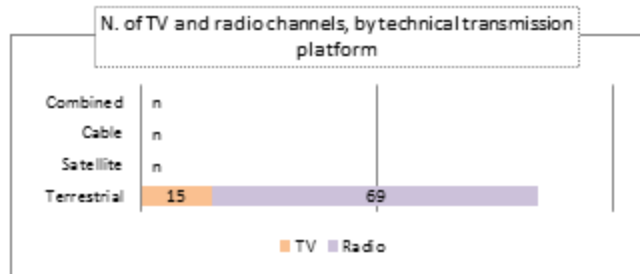
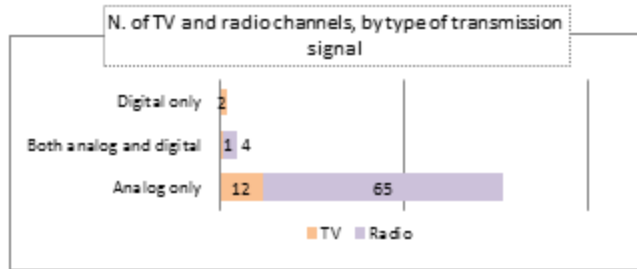
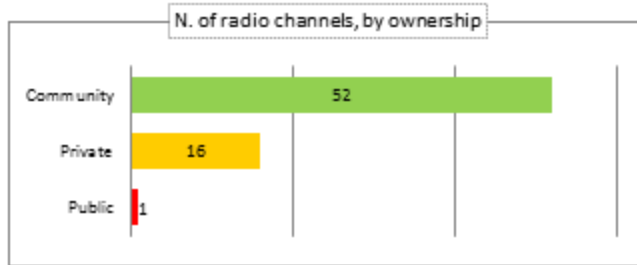


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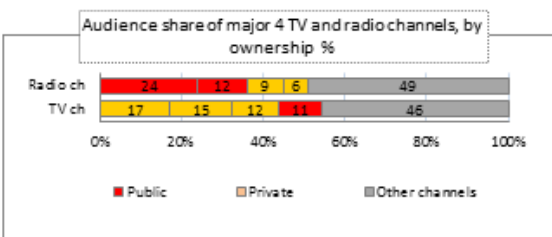
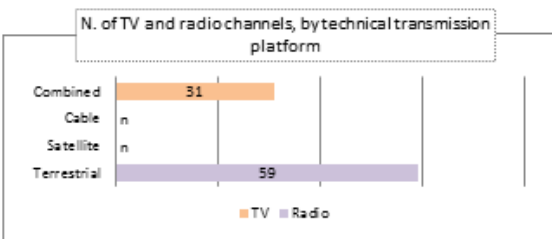
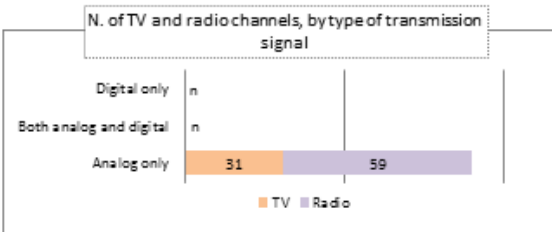
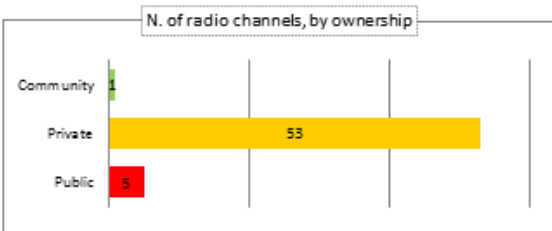
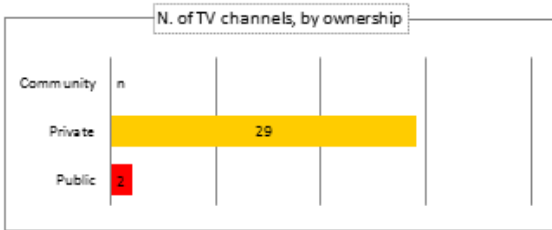
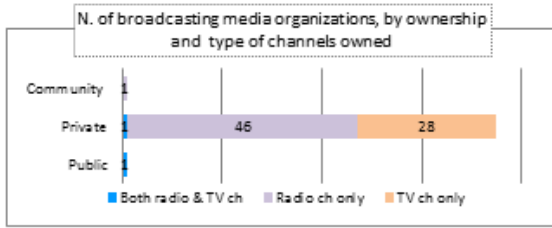
KENYA AT A GLANCE

BROADCAST

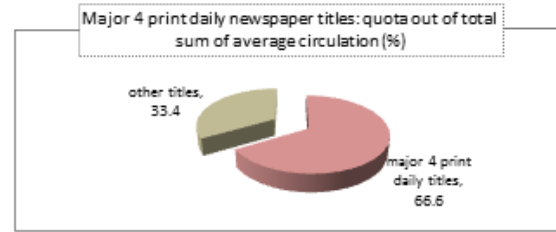
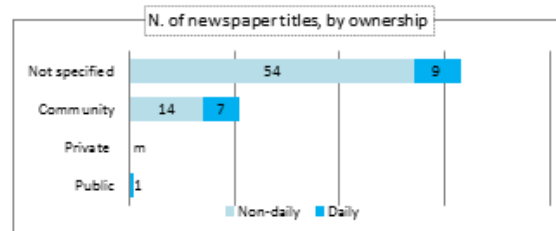
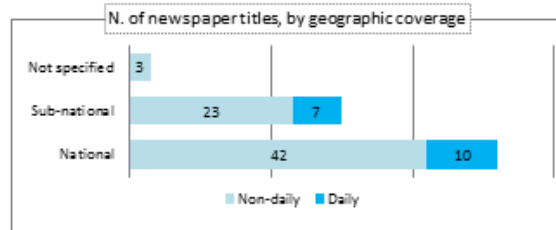
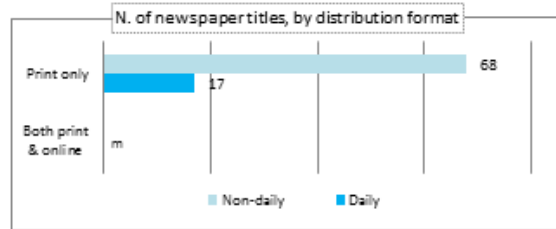


# LATVIA AT A GLANCE

## BROADCAST

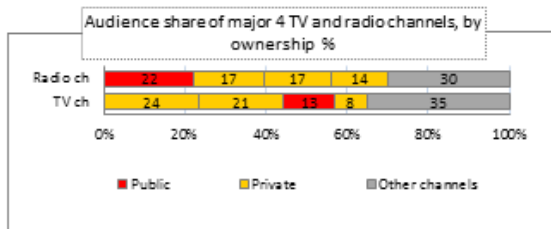
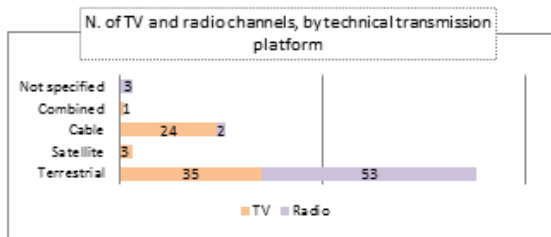
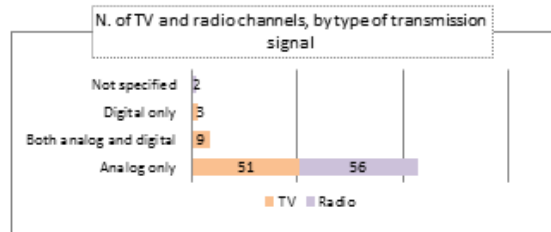
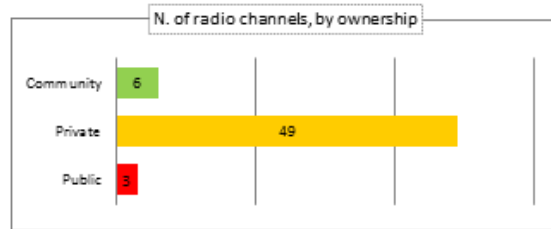
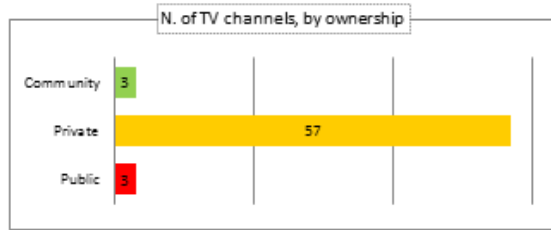
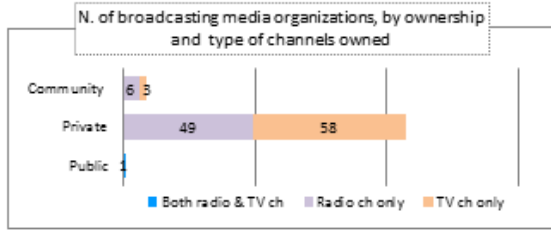


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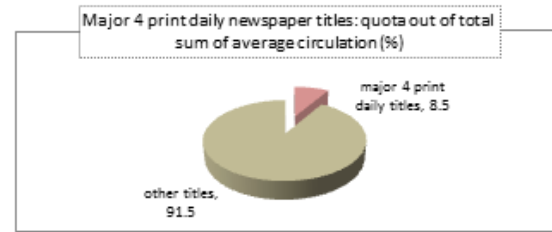
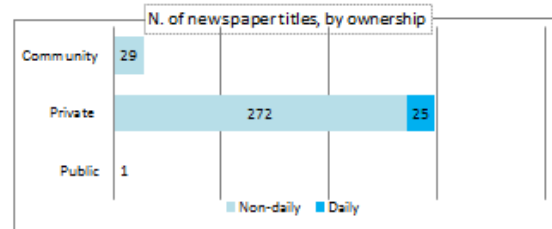
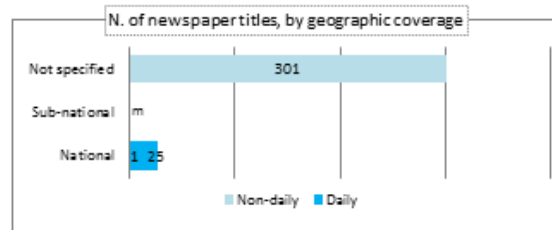
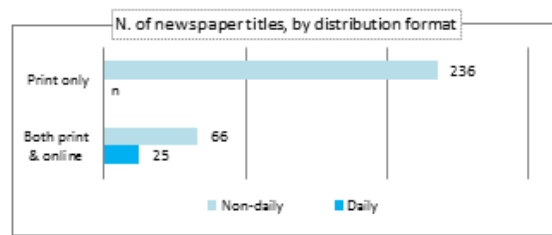


# LITHUANIA AT A GLANCE

## BROADCAST

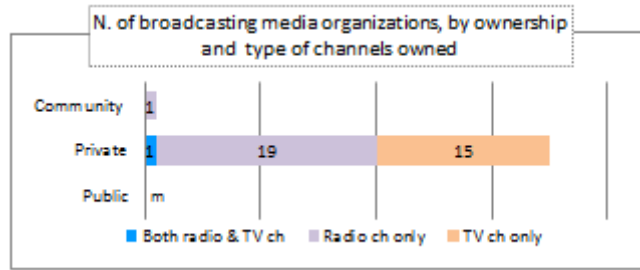


## NEWSPAPER



# MALAYSIA AT A GLANCE

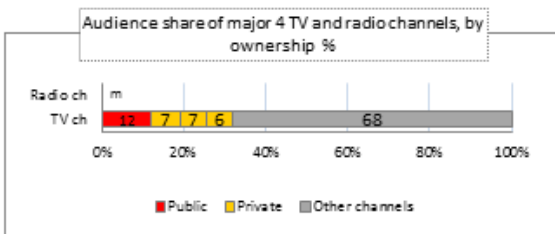
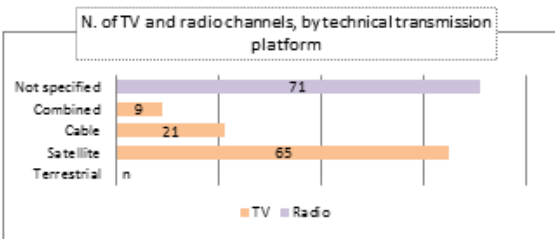
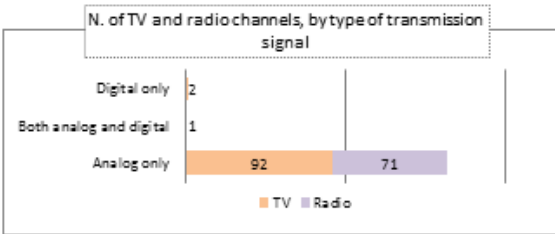
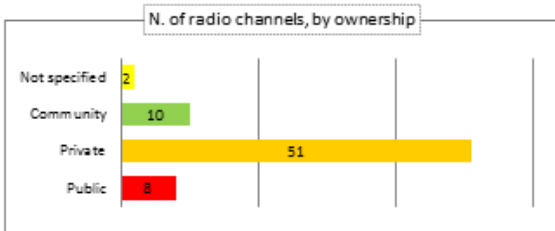
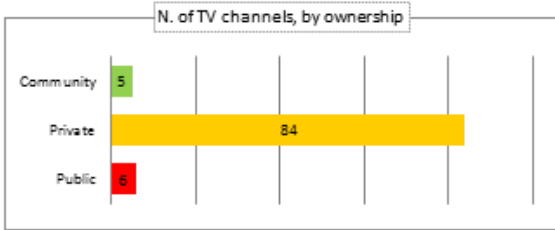
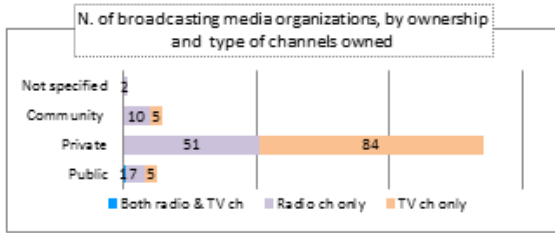
## BROADCAST



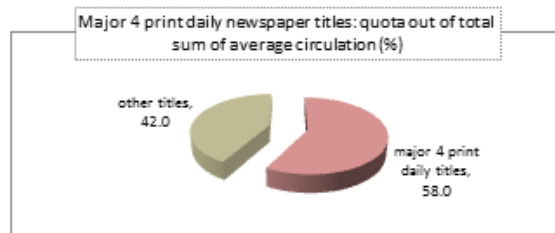
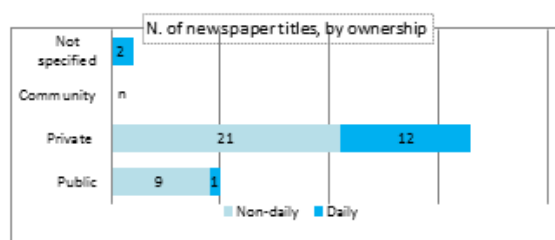
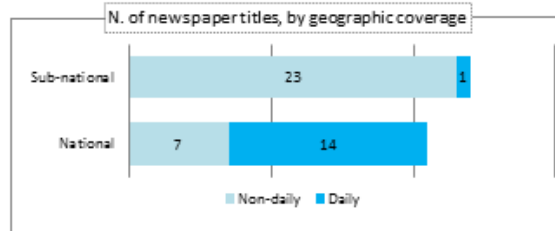
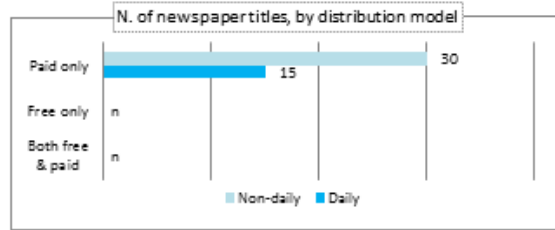
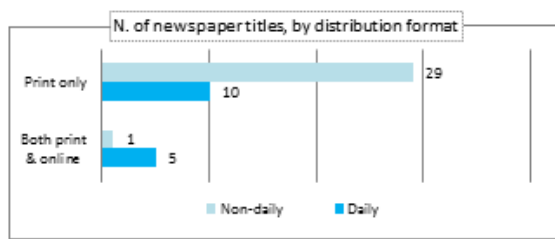


# MONGOLIA AT A GLANCE

## BROADCAST



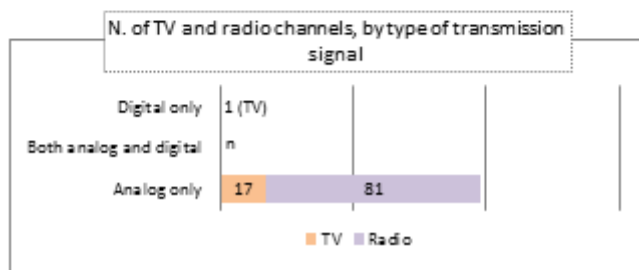
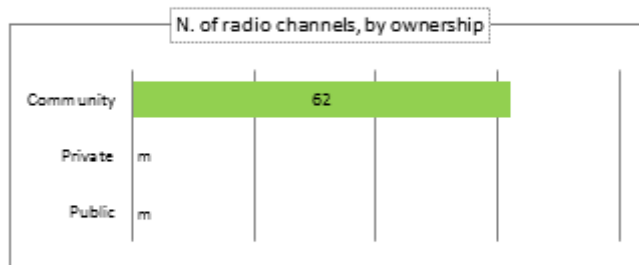
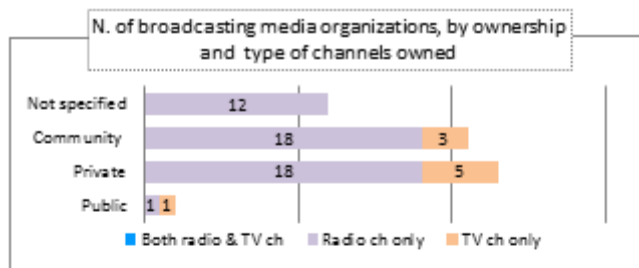
## NEWSPAPER



Audience shares of major 4 TV channels refer to the city of Ulaanbaatar only.

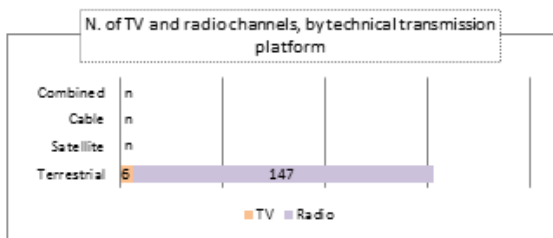
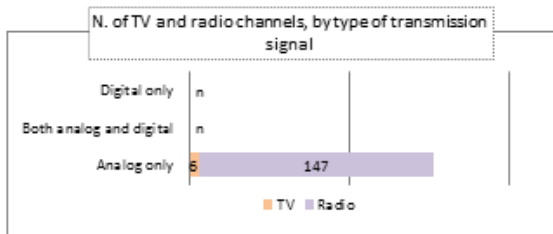
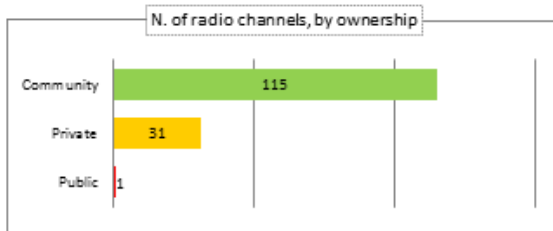
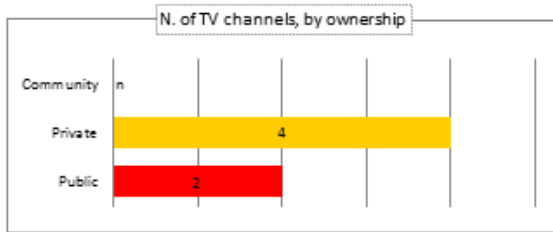
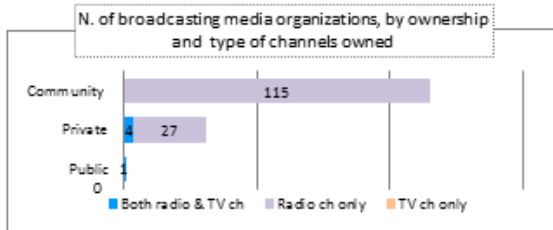
# MOZAMBIQUE AT A GLANCE

## BROADCAST

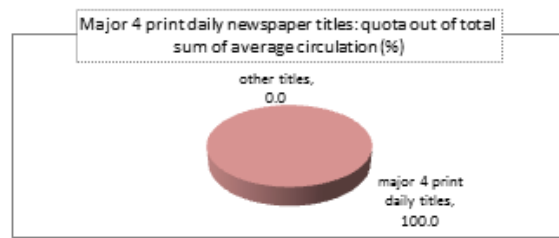
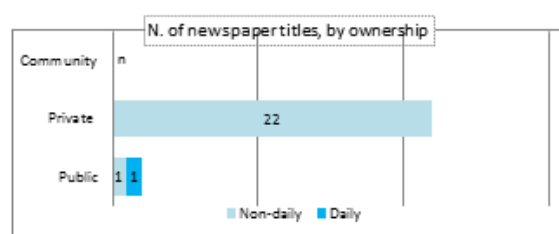
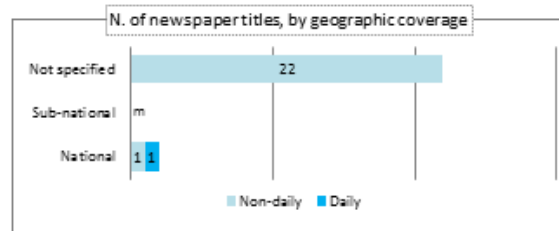
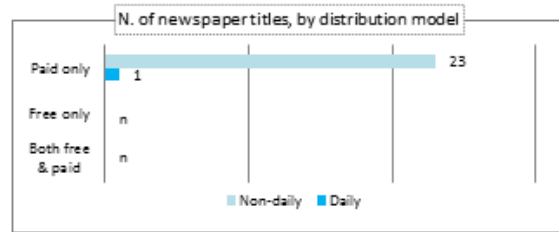
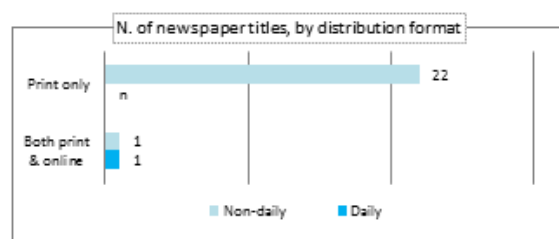


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## BROADCAST

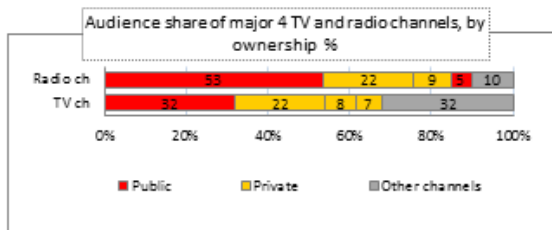
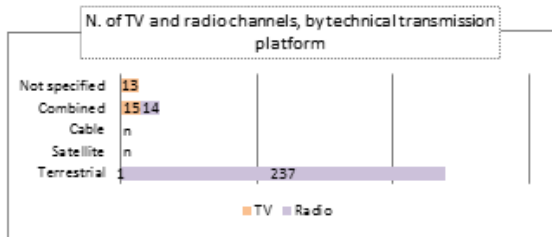
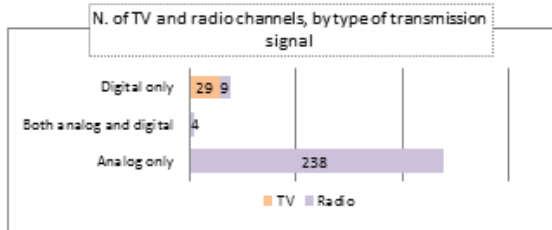
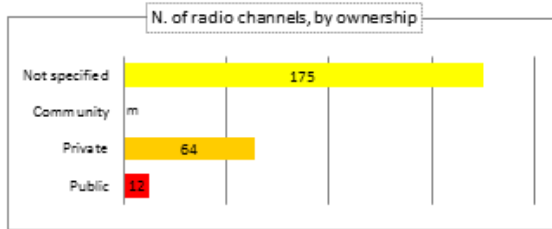
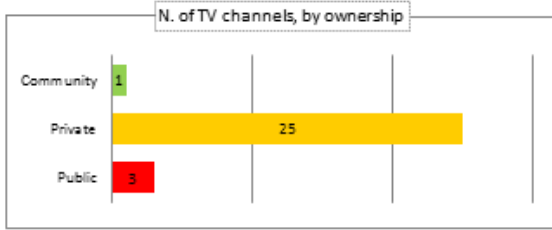
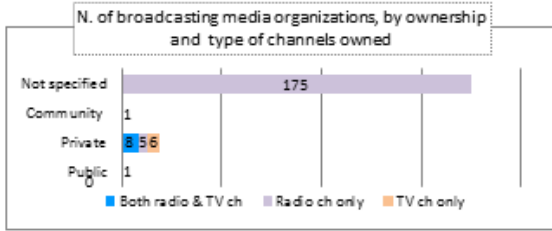


## NEWSPAPER

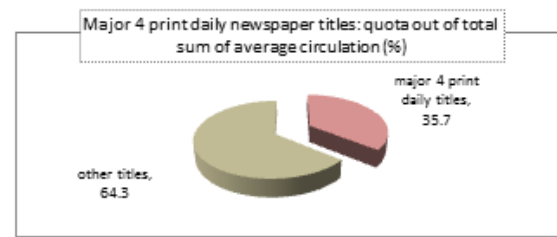
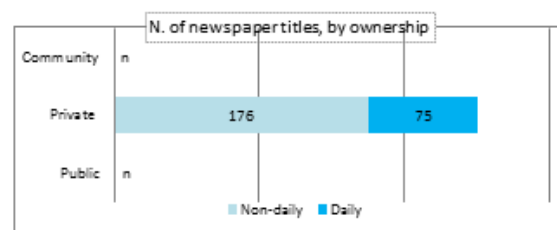
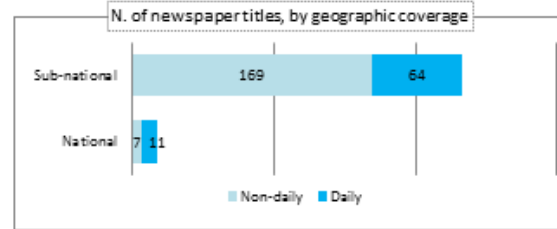
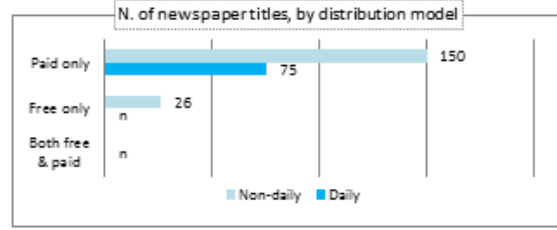
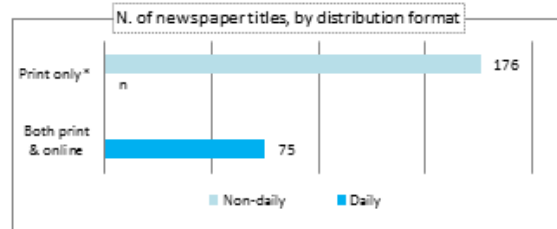


# NORWAY AT A GLANCE

## BROADCAST



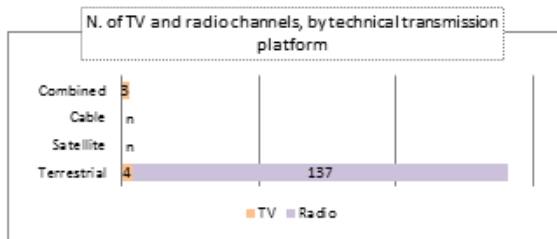
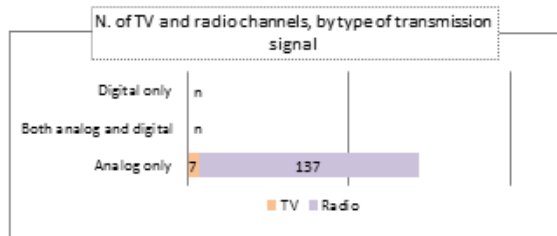
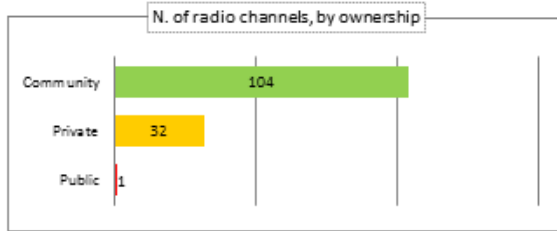
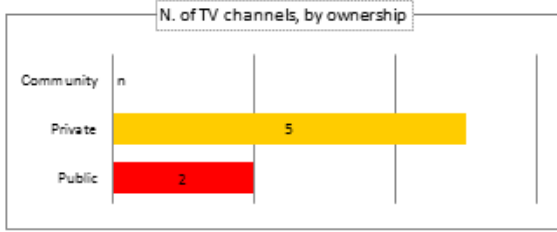
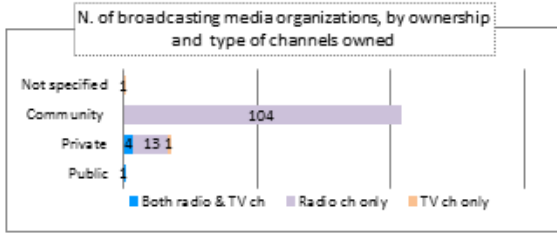
## NEWSPAPER



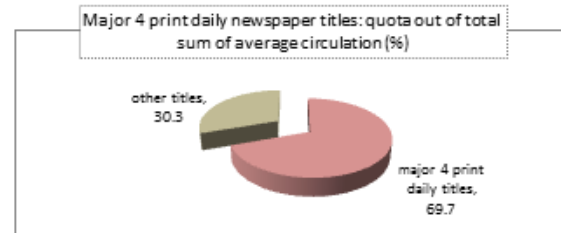
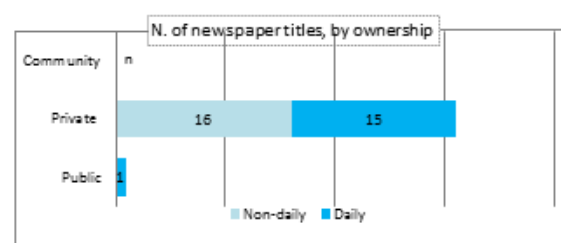
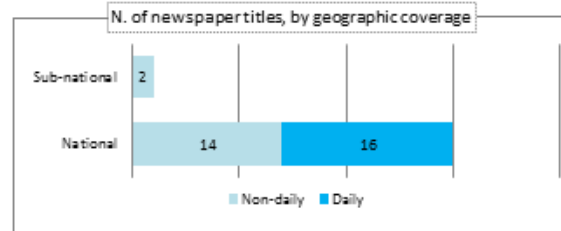
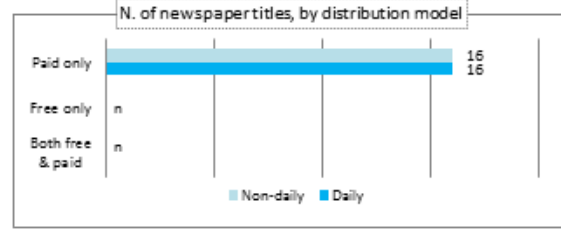
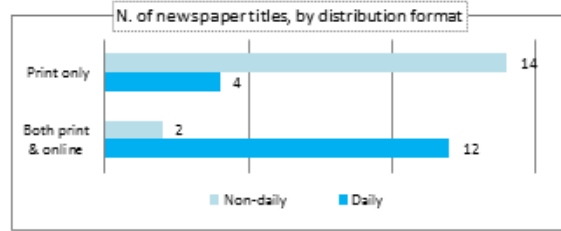
Print editions of both print and online dailies are paid, but the online versions are free.

# SENEGAL AT A GLANCE

## BROADCAST

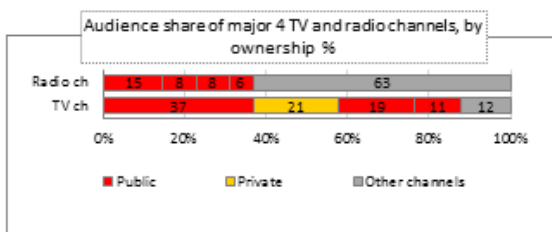
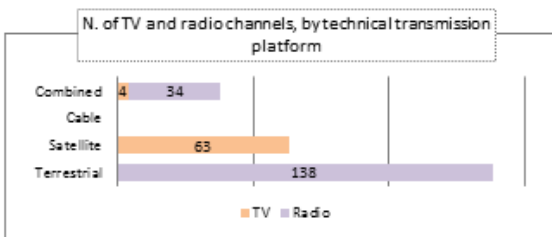
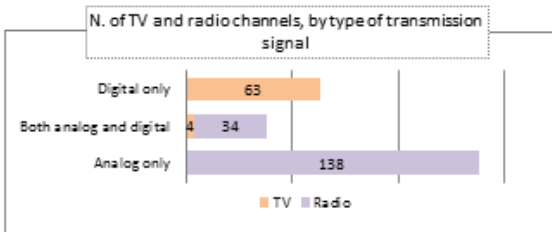
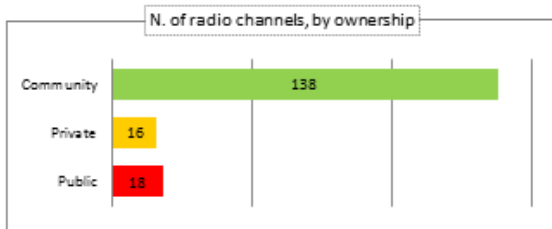
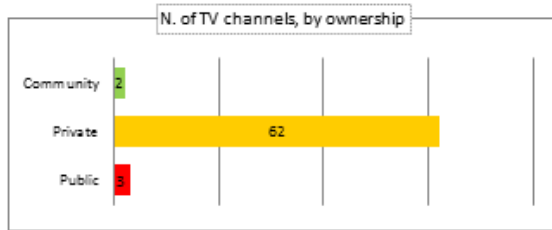
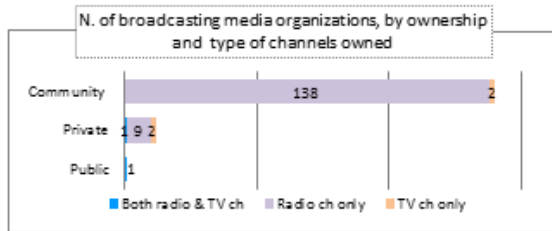


## NEWSPAPER

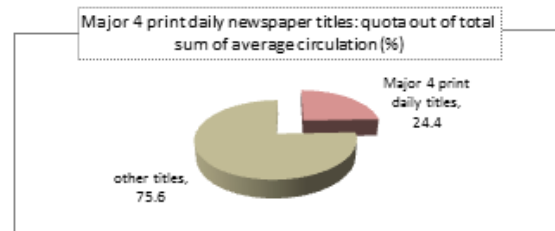
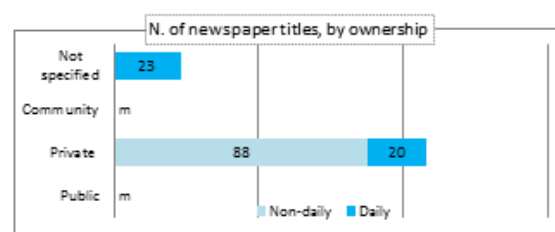
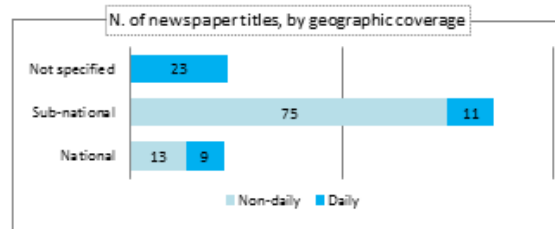
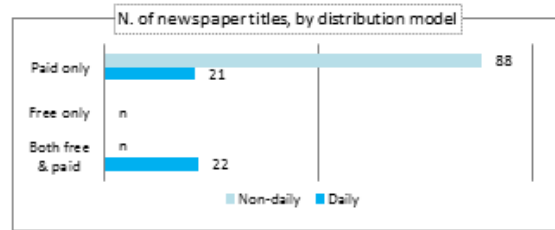
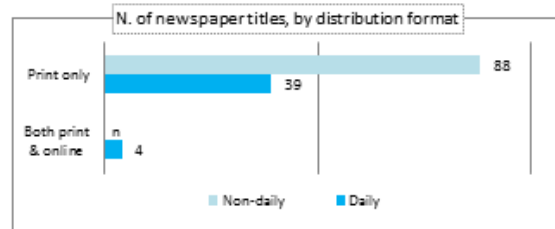


# SOUTH AFRICA AT A GLANCE

## BROADCAST

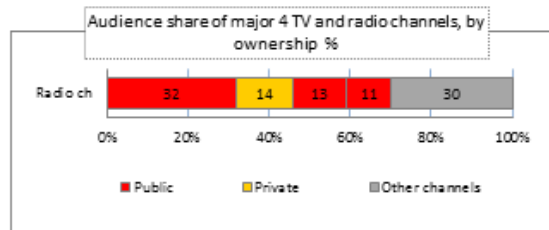
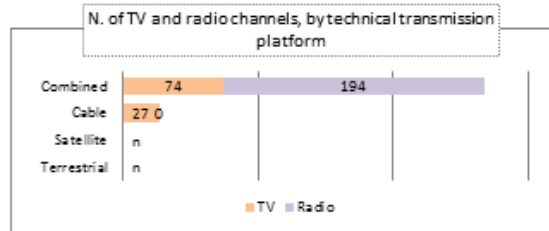
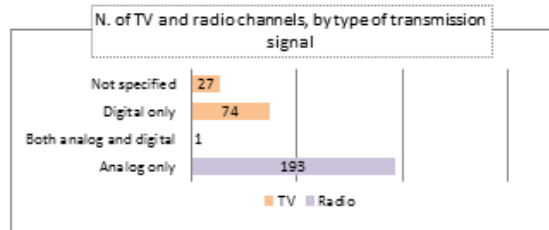
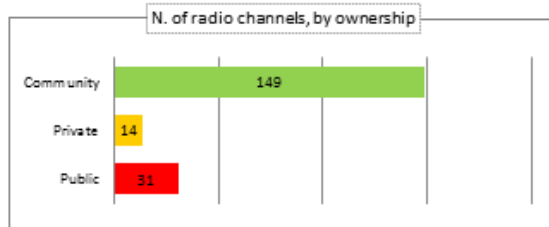
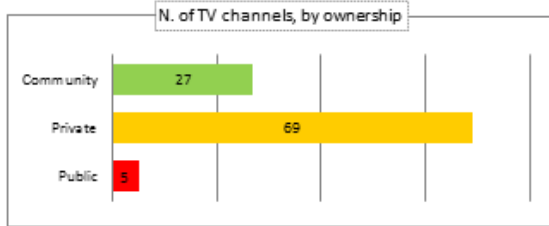
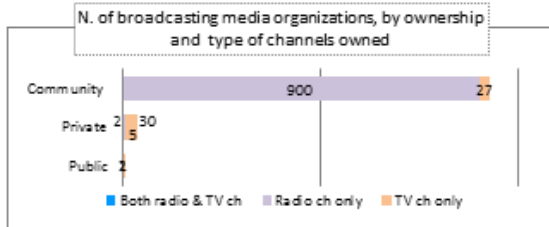


## NEWSPAPER

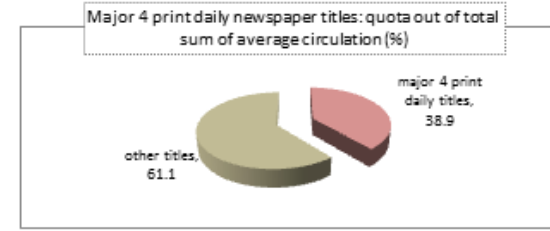
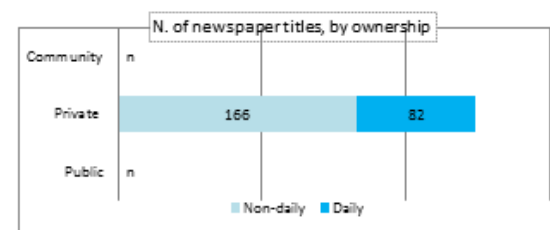
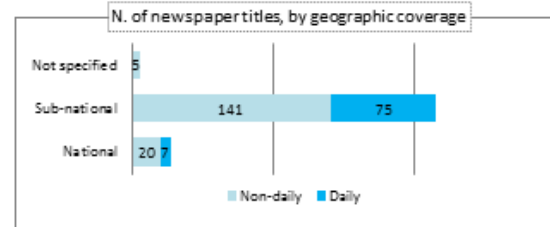
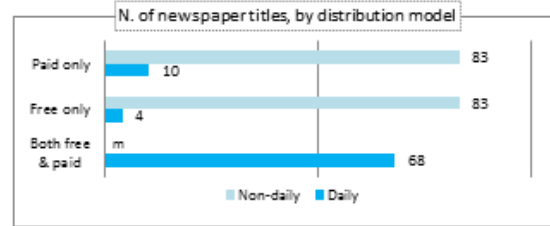
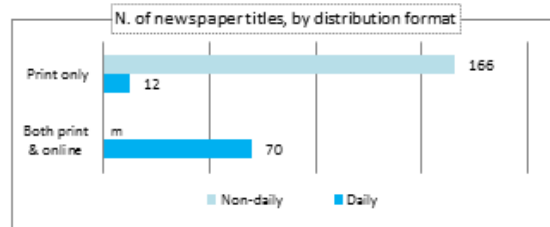


# SWEDEN AT A GLANCE

## BROADCAST



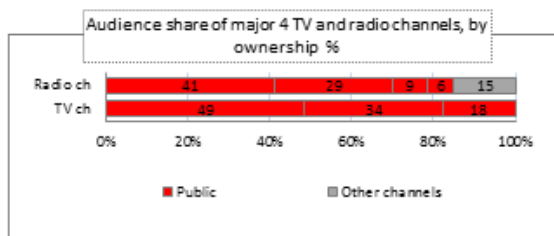
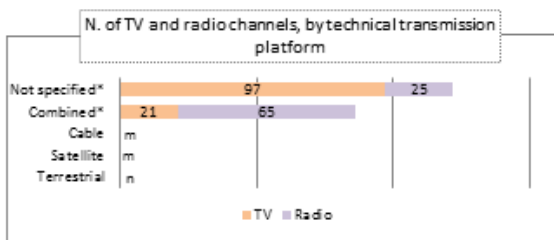
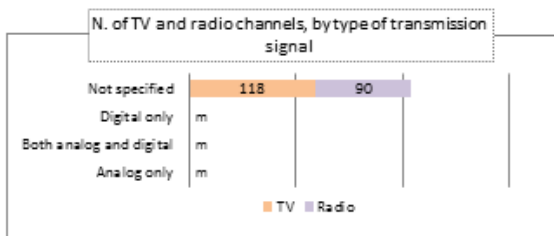
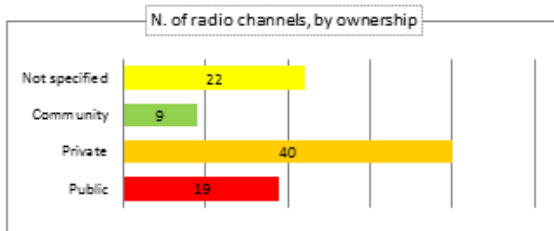
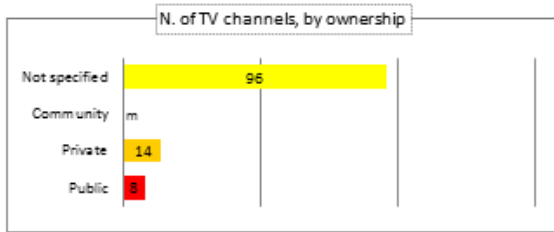
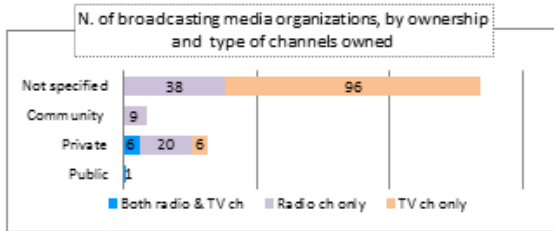
## NEWSPAPER



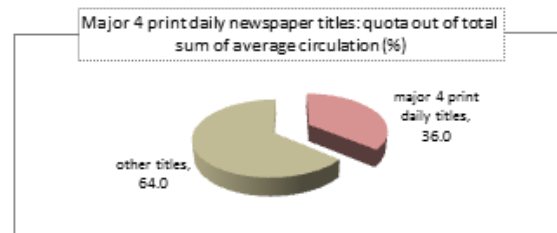
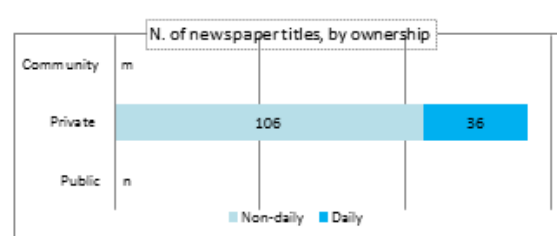
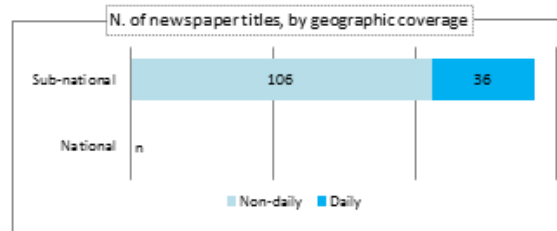
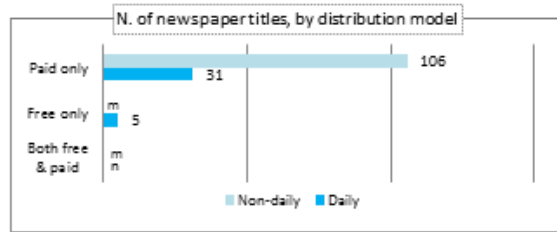
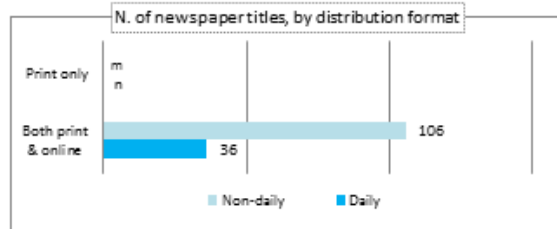
Several Media organizations providing community radio channels share one channel. These explain that the number of channels is below the number of media organizations.

# SWITZERLAND AT A GLANCE

## BROADCAST



## NEWSPAPER

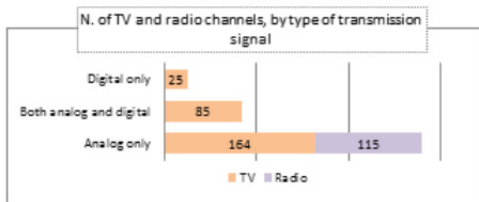
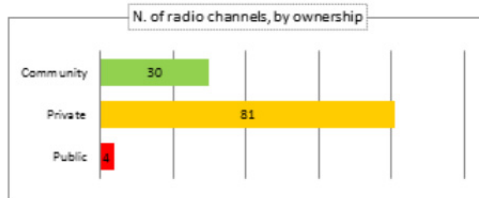
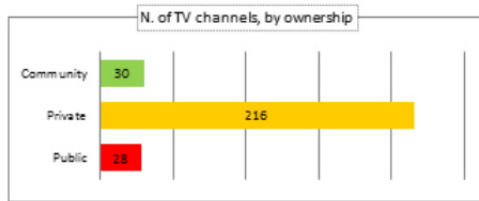


Data on the 4 major titles refer to the Germanic region only.

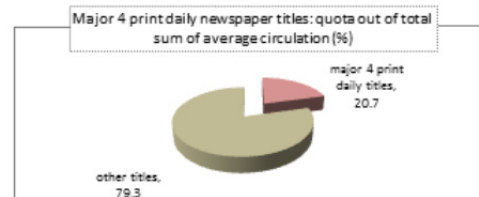
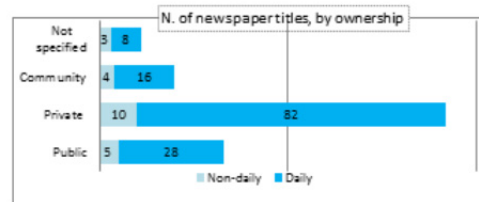
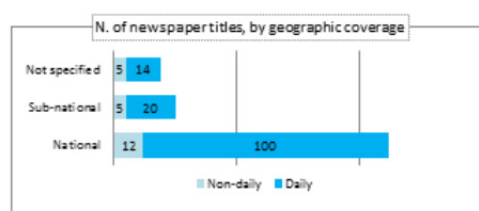
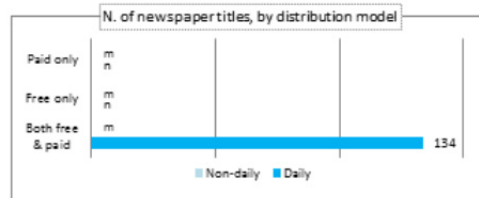
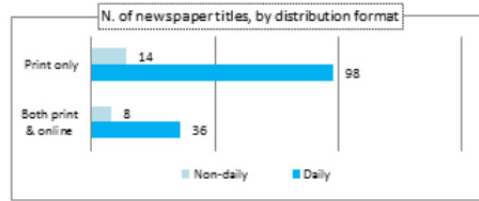


# UKRAINE AT A GLANCE

## BROADCAST

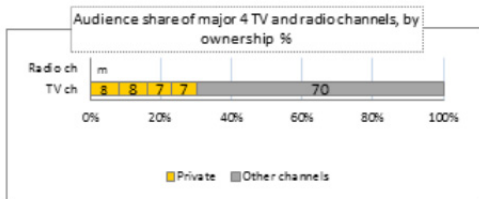
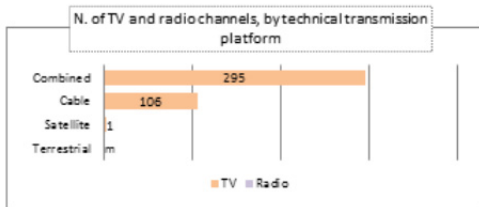
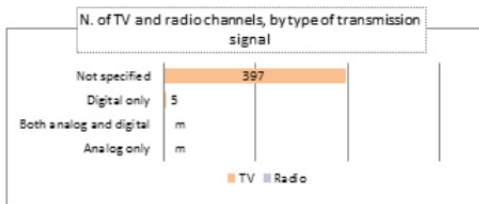
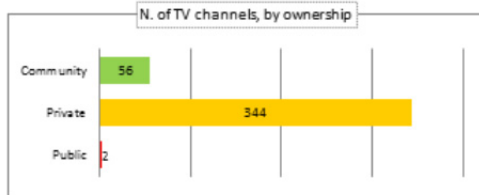
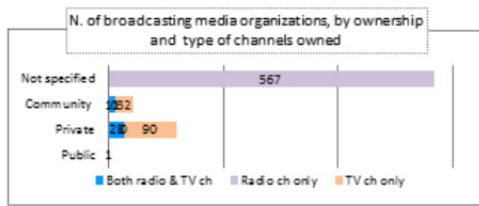


## NEWSPAPER

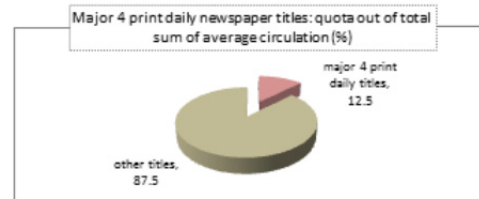
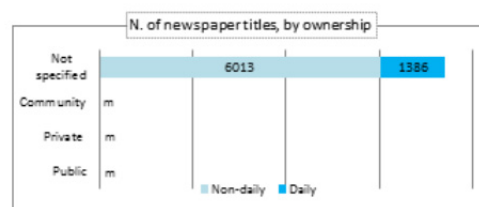
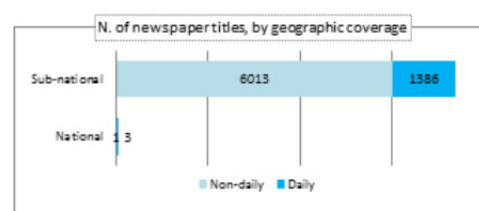
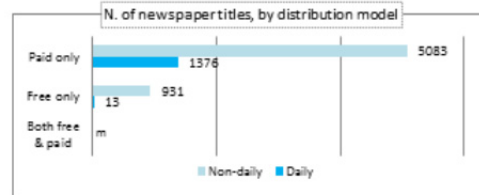
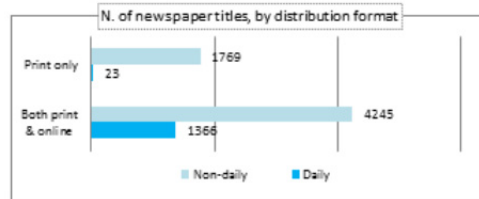


# UNITED STATES AT A GLANCE

## BROADCAST



## NEWSPAPER



Both free and paid titles are included in paid only titles.

Audience Share is based on Total Day Live +7 household viewing of programming originated by the channel between 9/22/2008 and 9/20/2009.

## Annex III

### Statistical tables

The following symbols have been used throughout this report and in the statistical tables:

Symbol	Interpretation
m	No data available
*	Country estimation
n	Magnitude nil or negligible
a	Not applicable
+1	Data refer to 2010
-1	Data refer 2008
x	Data included in another category
y	Data including another category
p	Partial data

#### Legal framework

Table LF 1.	Existence of regulations for media .....
Table LF 2.	Responsibilities of regulatory authority for radio and television broadcasting.....
Table LF 3.	Responsibilities of regulatory authority for newspaper.....
Table LF 4.	Authorities to which public broadcasters are accountable in a selection of domains.....
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## LEGAL FRAMEWORK

**Table LF 1. Existence of regulations for media**

**Observation :** ✓ means Yes and ✗ means No

A: Existence of a regulatory authority dealing with broadcasting

B: Existence of a self-regulatory body for broadcasting

C: Existence of a legal guarantees in place to assure the confidentiality of journalist sources

D: Existence of qualifications required by law/ regulation for an individual to practise as a journalist

E: Existence of a legal provision for access to information held by the state

F: Existence of a regulatory authority dealing with newspaper

G: Existence of a self-regulatory body for newspaper

Countries	A	B	C	D	E	F	G
Brazil	✓	✗	✓	✗	✓	✗	✗
Cameroon	✓	✓	✓	✓	✓	✓	✓
Cape Verde	✓	✗	✓	✓	✓	✓	✗
Denmark	✓	✗	✓	✗	✓	✓	✗
Dominica	✗	✗	...	✗	✗	✗	✗
Dominican Rep.	✓	✗	✓	✗	✓	✗	✓
Ecuador	✓	✓	✗	✗	✓	✗	✓
Estonia	✓	✓	✗	✗	✓	✗	✓
Finland	✓	✓	✓	✗	✓	✗	✓
Guinea	✓	✓	✓	✓	✓	✓	✓
Iceland	✓	✗	✗	✗	✓	✗	✗
Italy	✓	✗	✓	✓	✓	✓	✗
Jamaica	✓	✗	✗	✗	✓	✗	✗
Jordan	✓	✗	✓	✓	✓	✓	✗
Kenya	✓	✓	✓	✓	✓	✓	✗
Latvia	✓	✗	✓	✗	✓	✗	✗
Lithuania	✓	✓	✓	✓	✓	✓	✓
Malaysia	✓	✓	✓	✓	✗	✓	✗
Mongolia	✓	✗	✗	✗	✗	✗	✗
Mozambique	✓	✗	✓	✗	✗	✓	✓
Niger	✓	✓	✓	✓	✓	✓	✓
Norway	✓	✓	✓	✗	✓	✓	✓
Senegal	✓	✓	✓	✓	✓	✗	✓
South Africa	✓	✓	✓	✓	✓	✗	✓
Sweden	✓	✗	✓	✗	✓	✗	✓
Switzerland	✓	✗	✓	✗	✓	✗	✓
Ukraine	✓	✗	✓	✓	✓	✓	✓
USA	✓	✗	✓	✗	✓	✗	✗
✓ (%)	96.4	42.9	81.5	42.9	85.7	46.4	53.6
✗ (%)	3.6	57.1	18.5	57.1	14.3	53.6	46.4

**Table LF 2. Responsibilities of regulatory authority for radio and television broadcasting**

If there is a regulatory Authority for Radio and television broadcasting, please tick which of the following responsibilities are parts of its mandate?

√. Regulatory authority      ×. No mandate in country      O. Mandate with a different entity

	Responsibilities								N. of domains under the responsibility of the R.A
	R1	R2	R3	R4	R5	R6	R7	R8	
Brazil	√	O	√	√	×	×	×	√	4
Cameroon	√	√	O	O	√	O	O	√	4
Cap Verde	O	O	√	√	√	√	√	...	5
Denmark	√	O	O	√	√	O	...	O	3
Dominica	.	.	.	.	.	.	.	.	0
Dominican Rep.	√	√	√	O	O	√	O	√	5
Ecuador	√	√	√	×	√	√	√	...	6
Estonia	√	O	O	√	√	O	O	√	4
Finland	O	√	O	√	√	√	O	×	4
Guinea	√	√	√	√	√	√	√	√	8
Iceland	√	O	O	√	√	√	×	...	4
Italy	√	√	O	√	√	√	√	√	7
Jamaica	√	O	O	√	√	√	√	...	5
Jordan	√	√	×	√	√	√	√	...	6
Kenya	√	√	√	√	√	√	√	√	8
Latvia	√	O	√	√	√	√	√	√	7
Lithuania	√	O	O	√	×	√	√	...	4
Malaysia	√	√	√	√	√	√	O	...	6
Mongolia	√	√	√	√	√	√	√	√	8
Mozambique	√	O	O	O	√	√	√	√	5
Niger	√	√	√	√	√	×	√	√	7
Norway	√	O	O	√	√	O	O	O	3
Senegal	O	O	√	√	√	√	O	√	5
South Africa	√	√	O	√	√	O	O	...	4
Sweden	√	O	O	√	√	√	×	O	4
Switzerland	√	√	√	O	√	O	O	√	5
Ukraine	√	√	O	√	×	√	√	...	5
USA	×	√	√	√	√	√	×	√	6
√(%)	82.1	53.6	46.4	78.6	82.1	67.9	48.1	73.7	
×(%)	3.6	0.0	3.6	3.6	10.7	7.1	14.8	5.3	
Other different entity	10.7	42.9	46.4	14.3	3.6	21.4	33.3	15.8	
. (Not applicable)	3.6	3.6	3.6	3.6	3.6	3.6	3.7	5.3	

**R1:** Licence/ authorisation for broadcast channels

**R2:** Spectrum frequency management

**R3:** Monitoring of competition rules

**R4:** Monitoring time allocation for advertisements on broadcast media

**R5:** Monitoring legal provisions on content

**R6:** Assessment and/ or resolution of citizens' complains

**R7:** Monitoring the Code of Conduct for broadcasting media

**R8:** Proposing policies and regulations

**Table LF 3. Responsibilities of regulatory authority for newspaper**

If there is a regulatory Authority for newspaper, please tick which of the following responsibilities are parts of its mandate?

√. Regulatory authority      ×. No mandate in country      O. Mandate with a different entity

	Responsibilities							N.of domains under the responsibility of the R.A
	R1	R2	R3	R4	R5	R6	R7	
Brazil	.	.	.	.	.	.	.	.
Cameroon	√	O	O	√	O	√	O	3
Cap Verde	√	O	√	√	√	√	√	6
Denmark	×	O	×	×	√	...	O	1
Dominica	.	.	.	.	.	.	.	.
Dominican Rep.	.	.	.	.	.	.	.	.
Ecuador	.	.	.	.	.	.	.	.
Estonia	.	.	.	.	.	.	.	.
Finland	.	.	.	.	.	.	.	.
Guinea	√	√	×	√	√	√	√	6
Iceland	.	.	.	.	.	.	.	.
Italy	×	O	×	×	×	×	√	1
Jamaica	.	.	.	.	.	.	.	.
Jordan	...	...	×	...	√	√	...	2
Kenya	√	...	...	...	...	...	...	1
Latvia	.	.	.	.	.	.	.	0
Lithuania	√	O	√	√	√	√	√	5
Malaysia	√	√	√	√	√	√	O	6
Mongolia	.	.	.	.	.	.	.	.
Mozambique	√	√	O	√	O	√	√	5
Niger	×	√	...	√	×	√	√	3
Norway	×	O	×	×	O	O	O	0
Senegal	.	.	.	.	.	.	.	.
South Africa	.	.	.	.	.	.	.	.
Sweden	.	.	.	.	.	.	.	.
Switzerland	.	.	.	.	.	.	.	.
Ukraine	O	O	√	O	×	√	√	3
USA	.	.	.	.	.	.	.	.
√(%)	25.9	15.4	15.4	26.9	22.2	34.6	26.9	
×(%)	14.8	0.0	19.2	11.5	11.1	3.8	0.0	
Other different entity	3.7	26.9	7.7	3.8	11.1	3.8	15.4	
. (Not applicable)	55.6	57.7	57.7	57.7	55.6	57.7	57.7	

**R1:** Entitlement to operate

**R2:** Monitoring of competition rules

**R3:** Monitoring advertising for newspapers

**R4:** Monitoring legal provisions on content

**R5:** Assessment and/ or resolution of citizens' complains

**R6:** Monitoring the Code of Conduct for broadcasting media

**R7:** Proposing policies and regulations

**Table LF 4. Authorities to which public broadcasters are accountable in a selection of domains**

	Domains															
	Editorial line					Appointment of members					Finance					
	A1	A2	A3	A4	A5	A1	A2	A3	A4	A5	A1	A2	A3	A4	A5	
Brazil				√		√			√		√		√		√	
Cameroon				√					√						√	
Cape Verde				√		√						√			√	
Denmark				√					√						√	
Dominica				√		√			√						√	
Dominican Rep.				√					√						√	
Ecuador		√		√			√		√			√			√	
Estonia					√				√			√		√	√	√
Finland				√					√			√			√	
Guinea	√					√					√				√	
Iceland				√		√					√			√	√	
Italy	√	√	√	√		√		√			√					
Jamaica				√		√			√		√				√	
Jordan	√					√					√					
Kenya	√					√					√					
Latvia		√					√					√				
Lithuania				√					√					√	√	
Malaysia	√	√	√	√		√	√	√	√		√	√	√	√	√	
Mongolia				√		√			√		√					
Mozambique		√				√					√					
Niger	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
Norway		√							√						√	
Senegal	√	√		√		√			√		√				√	
South Africa				√		√		√							√	
Sweden		√							√					√		
Switzerland				√		√			√		√	√		√		
Ukraine				√		√	√	√	√		√			√		
USA				√				√	√				√			
Number	6	8	4	17	1	16	4	6	17	0	17	5	5	18	1	
(%)	22	30	15	63	4	59	15	22	63	0	63	19	19	67	4	

- A1: Government
- A2: Regulatory Authority
- A3: Legislative body
- A4: Own Governing or Executive Board
- A5: Other

... No data available





**Table LF 8. Quotat for domestically-originated media content (%)**

Countries	Radio channels		TV channels	
	Public	Private	Public	Private
Brazil	.	.	.	.
Cameroon	51	51	30	30
Cap Verde	85	65	45	35
Denmark	-	-	-	-
Dominica	...	...	...	...
Dominican Rep.	.	.	.	.
Ecuador	.	.	.	.
Estonia	.	10	.	10
Finland	.	.	.	.
Guinea	70	60	70	60
Iceland	.	.	45	.
Italy	.	.	20	10
Jamaica	-	-	-	-
Jordan	...	...	...	...
Kenya	60	60	60	60
Latvia	.	.	.	.
Lithuania	.	.	.	.
Malaysia	...	...	...	60
Mongolia	...	...	...	50
Mozambique	...	...	...	...
Niger	...	...	...	...
Norw ay	.	.	.	.
Senegal	60	60	60	60
South Africa	40	25	75	35
Sw eden	.	.	.	.
Sw itzerland	.	.	.	.
Ukraine	85	65	18	16
USA	.	.	.	.

**Table LF 9. Year for analogue switch off**

Countries	Year
Brazil	2016
Cameroon	.
Cap Verde	2015
Denmark	2009
Dominica	.
Dominican Rep.	2015
Ecuador	.
Estonia	2010
Finland	2007
Guinea	2015
Iceland	2013
Italy	2012
Jamaica	.
Jordan	.
Kenya	2015
Latvia	2010
Lithuania	2012
Malaysia	2015
Mongolia	2015
Mozambique	2013
Niger	2015
Norw ay	2009
Senegal	2015
South Africa	2014
Sw eden	2007
Sw itzerland	.
Ukraine	2012
USA	2009

- ... No data available
- Magnitude nil or negligible
- .
- Not applicable

**Table LF 10. Institutions responsible for awarding entitlements to operate media**

	Forms of entitlement : Licence					Forms of entitlement : Registration				
	TV			Radio	Newspaper	TV			Radio	Newspaper
	Terrestrial	Cable	Satellite			Terrestrial	Cable	Satellite		
Brazil	C	A	.	C	F	C	A	A	C	F
Cameroon	C	.	.	C	...	C	.	.	C	...
Cape Verde	B	C	C	B	A	A	A	A	A	A
Denmark	A	.	.	A	.	A	A	A	A	...
Dominica	C	C	.	C	C	.	.	.	.	.
Dominican Rep.	A	...	...	A	...	...	...	...	...	...
Ecuador	...	...	...	...	...	...	...	...	...	...
Estonia	E	E	...	E	...	E	E	...	E	E
Finland	E	.	.	E	.	A	A	.	.	.
Guinea	D	D	D	D	...	D	D	D	D	...
Iceland	A	A	...	A	...	A	A	A	A	...
Italy	...	...	...	...	...	A	A	A	A	A
Jamaica	C	C	...	C	...	...	...	...	...	...
Jordan	...	...	...	A	B	...	...	A	A	C
Kenya	A	A	...	A	A	A	A	.	A	A
Latvia	A	A	.	A	.	A	A	A	A	F
Lithuania	A	A	.	A	.	A	A	A	A	F
Malaysia	A	A	.	A	...	A	A	A	A	...
Mongolia	A	A	F	A	F	D	D	D	D	D
Mozambique	A	...	...	A	A	A	...	...	...	...
Niger	A	A	A	A	F	A	A	A	A	A
Norway	A-C	.	D	A-C	.	.	A	A	.	.
Senegal	B	B	A	B	...	C	C	C	C	...
South Africa	A	A	F	A	F	A	A	A	A	F
Sweden	A	...	...	A	...	...	...	...	...	F
Switzerland	A	A	...	A	...	A	A	A	A	...
Ukraine	A	A	.	A	A	A	A	A	A	A
USA	.	.	.	.	.	.	.	.	.	.
A	14	11	2	15	4	14	15	14	13	5
B	2	1	0	2	1	0	0	0	0	0
C	5	3	1	5	1	3	1	1	3	1
D	1	1	2	1	0	2	2	2	2	1
E	2	1	0	2	0	1	1	0	1	1
F	0	0	2	0	4	0	0	0	0	5

A: Regulatory Authority  
 B: Executive Head (President or Prime Minister)  
 C: Line Ministry  
 D: Legislative Body  
 E: Executive Cabinet  
 F: Other

... No data available  
 . Not applicable

**Table LF 10. Institutions responsible for awarding entitlement to operate media (cont'd)**

	Forms of entitlement : <b>Authorisation</b>					Forms of entitlement : <b>Other</b>				
	TV			Radio	Newspaper	TV			Radio	Newspaper
	Terrestrial	Cable	Satellite			Terrestrial	Cable	Satellite		
Brazil	C	A	A	C	F	.	.	.	.	.
Cameroon	A	.	.	A	...	.	.	.	.	...
Cap Verde	B	C	C	C	A	B	C	C	C	A
Denmark	...	...	...	...	...	...	...	...	...	...
Dominica	A	A	.	A	.	A	.	.	.	.
Dominican Rep.	A	A	A	A	...	...	...	...	...	...
Ecuador	A	A	A	A	...	...	...	...	...	...
Estonia	...	...	...	...	...	...	...	...	...	...
Finland	E	C	D	.	.	D	.	.	.	.
Guinea	D	D	D	D	...	D	D	D	D	...
Iceland	A	A	A	A	...	...	...	...	...	...
Italy	C	C	A	C	...	C	...	...	C	C
Jamaica	...	...	...	...	...	...	...	...	...	...
Jordan	...	...	A	D	B	...	...	...	...	...
Kenya	A	A	.	A	A	...	...	...	...	...
Latvia	.	.	.	.	.	.	.	.	.	.
Lithuania	A	A	A	A	.	.	.	.	.	.
Malaysia	A	A	A	A	...	.	.	.	.	.
Mongolia	F	F	F	F	F	F	F	F	F	F
Mozambique	...	...	...	...	...	...	...	...	...	...
Niger	A	A	A	A	A	A	A	A	A	A
Norway	.	.	.	.	.	D	D	.	D	.
Senegal	C	C	C	C	...	B	A	A	A	...
South Africa	A	A	A	A	F	F	F	F	F	F
Sweden	...	A	A	...	...	...	...	...	...	A
Switzerland	A	A	A	A	...	...	...	...	...	...
Ukraine	B	B	B	B	B	.	.	.	.	.
USA	.	.	.	.	.	.	.	.	.	.
A	11	12	12	11	3	2	2	2	2	3
B	2	1	1	1	2	2	0	0	0	0
C	3	4	2	4	0	1	1	1	2	1
D	1	1	2	2	0	3	2	1	2	0
E	1	0	0	0	0	0	0	0	0	0
F	1	1	1	1	3	2	2	2	2	2

A: Regulatory Authority  
 B: Executive Head (President or Prime Minister)  
 C: Line Ministry  
 D: Legislative Body  
 E: Executive Cabinet  
 F: Other

... No data available  
 . Not applicable

## BROADCAST STATISTICS

Table B 1. Broadcast media organizations

	Number of domestic broadcasting media organizations				Number of domestic broadcasting media organizations providing TV channels only				Number of domestic broadcasting media organizations providing radio channels only			
	Public	Private	Community	Total	Public	Private	Community	Total	Public	Private	Community	Total
	2009				2009				2009			
Brazil	...	...	4 043 <sup>p,+1</sup>	9 905 <sup>+1</sup>	...	...	68 <sup>+1</sup>	68 <sup>p,+1</sup>	...	...	3 975 <sup>+1</sup>	3 975 <sup>p,+1</sup>
Cameroon	1	107	36	144	-	27	-	27	-	75	36	111
Cape Verde	1	9	7	17	-	1	-	1	-	7	7	14
Denmark	10	...	286 <sup>p</sup>	296 <sup>p</sup>	8	...	129	137 <sup>p</sup>	-	...	157	157 <sup>p</sup>
Dominica	1	8	3	12	-	2	-	2	1	6	3	10
Dominican Rep.	14 <sup>+1</sup>	458 <sup>+1</sup>	60 <sup>+1</sup>	532 <sup>+1</sup>	1 <sup>+1</sup>	68 <sup>+1</sup>	- <sup>+1</sup>	69 <sup>+1</sup>	13 <sup>+1</sup>	390 <sup>+1</sup>	60 <sup>+1</sup>	463 <sup>+1</sup>
Ecuador	...	...	...	...	...	...	- <sup>+1</sup>	...	...	...	...	...
Estonia	1	22	3	26	-	7	-	7	-	14	3	17
Finland	1	37	6	44	-	8	...	8 <sup>p</sup>	-	26	6	32
Guinea	1	11 <sup>p</sup>	29 <sup>p</sup>	42	-	1	-	1	-	10 <sup>p</sup>	29 <sup>p</sup>	40
Iceland	2	11	4	17	-	3	1	4	1	7	3	11
Italy	1 <sup>+1</sup>	1083 <sup>+1</sup>	250 <sup>+1</sup>	1334 <sup>+1</sup>	- <sup>+1</sup>	404 <sup>+1</sup>	100 <sup>+1</sup>	504 <sup>+1</sup>	- <sup>+1</sup>	624 <sup>+1</sup>	150 <sup>+1</sup>	774 <sup>+1</sup>
Jamaica	2	20	1	23	1	5	...	6 <sup>p</sup>	1	12	1	14
Jordan	3	52	7	62	-	39	-	39	2	12	7	21
Kenya	1 <sup>+1</sup>	26 <sup>+1</sup>	52 <sup>+1</sup>	79 <sup>+1</sup>	.	2 <sup>+1</sup>	2 <sup>+1</sup>	4 <sup>+1</sup>	.	16 <sup>+1</sup>	50 <sup>+1</sup>	66 <sup>+1</sup>
Latvia	1	75	1	77	-	28	-	28	-	46	1	47
Lithuania	1	107	9	117	-	58	3	61	-	49	6	55
Malaysia	...	35	1	36 <sup>p</sup>	...	15	-	15 <sup>p</sup>	...	19	1	20 <sup>p</sup>
Mongolia	13 <sup>p,+1</sup>	135 <sup>p,+1</sup>	15 <sup>p,+1</sup>	165 <sup>+1</sup>	5 <sup>+1</sup>	84 <sup>+1</sup>	5 <sup>+1</sup>	94 <sup>+1</sup>	7 <sup>p,+1</sup>	51 <sup>p,+1</sup>	10 <sup>p,+1</sup>	70 <sup>+1</sup>
Mozambique	2 <sup>p</sup>	23 <sup>p</sup>	21 <sup>p</sup>	58	1	5	3	9	1 <sup>p</sup>	18 <sup>p</sup>	18 <sup>p</sup>	49
Niger	1 <sup>+1</sup>	31 <sup>+1</sup>	115 <sup>+1</sup>	147 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	27 <sup>+1</sup>	115 <sup>+1</sup>	142 <sup>+1</sup>
Norway	1	19 <sup>p</sup>	1 <sup>p</sup>	196	-	6	1	7	-	5	...	180 <sup>p</sup>
Senegal	1	18	104	124	-	2	-	2	-	13	104	117
South Africa	1	12	140	153	-	2	2	4	-	9	138	147
Sweden	3	37	927	967	2	30	27	59	1	5	900	906
Switzerland	...	...	...	...	...	...	...	...	...	...	...	...
Ukraine	...	...	...	...	...	...	...	...	...	...	...	...
USA	1	118 <sup>p</sup>	43 <sup>p</sup>	729 <sup>p</sup>	-	90	32	122	...	...	...	567*

... No data available

\* Country estimation

- Magnitude nil or negligible

. Not applicable

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

Table B1 (cont'd)

Table B 2. Domestic radio and televisions channels by transmission signal

Number of domestic broadcasting media organizations providing both radio and TV channels				Number of domestic TV channels by transmission signal				Number of domestic radio channels by transmission signal				
Public	Private	Community	Total	Analogue channels	Digital channels	Both analogue and digital channels	Total	Analogue channels	Digital channels	Both analogue and digital channels	Total	
2009				2009				2009				
...	...	...	...	...	.	...	...	...	.	.	...	Brazil
1	5	-	6	1	-	26	27	126	-	1	127	Cameroon
1	1	-	2	3	-	-	3	17	-	-	17	Cape Verde
2	...	...	2 <sup>p</sup>	...	...	...	...	...	...	...	...	Denmark
-	-	-	-	2	-	-	2	-	10	-	10	Dominica
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	69 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	69 <sup>+1</sup>	463 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	463 <sup>+1</sup>	Dominican Rep.
...	...	- <sup>+1</sup>	...	307 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	308 <sup>+1</sup>	699 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	699 <sup>+1</sup>	Ecuador
1	1	-	2	15	-	-	15	34	-	-	34	Estonia
1	3	-	4	-	28	-	28	62	2	-	64	Finland
1	-	-	1	-	-	3	3	41 <sup>p</sup>	-	1 <sup>p</sup>	44	Guinea
1	1	-	2	-	-	10	10	22	-	1	23	Iceland
1 <sup>+1</sup>	55 <sup>+1</sup>	- <sup>+1</sup>	56 <sup>+1</sup>	- <sup>+1</sup>	159 <sup>+1</sup>	719 <sup>+1</sup>	878 <sup>+1</sup>	770 <sup>+1</sup>	- <sup>+1</sup>	30 <sup>+1</sup>	800 <sup>+1</sup>	Italy
-	3	-	3	19	-	-	19	21	-	-	21	Jamaica
1	1	-	2	1	43	-	44	30	-	-	30	Jordan
1 <sup>+1</sup>	8 <sup>+1</sup>	.	9 <sup>+1</sup>	12 <sup>+1</sup>	2 <sup>+1</sup>	1 <sup>+1</sup>	15 <sup>+1</sup>	65 <sup>+1</sup>	- <sup>+1</sup>	4 <sup>+1</sup>	69 <sup>+1</sup>	Kenya
1	1	-	2	31	-	-	31	59	-	-	59	Latvia
1	-	-	1	51	3	9	63	58	-	-	58	Lithuania
...	1	-	1 <sup>p</sup>	...	...	...	...	...	...	...	...	Malaysia
1 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	92 <sup>+1</sup>	2 <sup>+1</sup>	1 <sup>+1</sup>	95 <sup>+1</sup>	71 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	71 <sup>+1</sup>	Mongolia
-	-	-	-	17	1	-	18	81	-	-	81	Mozambique
1 <sup>+1</sup>	4 <sup>+1</sup>	- <sup>+1</sup>	5 <sup>+1</sup>	6 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	6 <sup>+1</sup>	147 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	147 <sup>+1</sup>	Niger
1	8	...	9 <sup>p</sup>	-	29	-	29	238	9	4	251	Norway
1	4	-	5	7	-	-	7	137	-	-	137	Senegal
1	1	-	2	-	63	4	67	138	-	34	172	South Africa
-	2	-	2	-	74	-	101	193	-	1	194	Sweden
1	6	-	7	...	...	...	118	...	...	...	90	Switzerland
...	...	...	...	164	25	85	274	115	-	-	115	Ukraine
1	28	11	40	...	5 <sup>p</sup>	...	402	...	...	...	...	USA

... No data available

\* Country estimation

- Magnitude nil or negligible

. Not applicable

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table B 3. Domestic radio channels by technical penetration**

Number of domestic radio channels with technical penetration above 75 % of households				Number of domestic radio channels with technical penetration between 25 % and 75 % of households				Number of domestic radio channels with technical penetration below 25 % of households				
Public	Private	Community	Total	Public	Private	Community	Total	Public	Private	Community	Total	
2009				2009				2009				
...	...	...	...	...	...	...	...	...	...	...	...	Brazil
1	-	-	1	-	-	-	-	15	75	36	126	Cameroon
2	1	-	3	-	7	-	7	-	-	7	7	Cape Verde
...	...	...	...	...	...	...	...	...	...	...	...	Denmark
1	2	-	3	-	2	1	3	-	-	-	-	Dominica
...	...	...	...	...	...	...	...	...	...	...	...	Dominican Rep.
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	18 <sup>+1</sup>	12 <sup>+1</sup>	- <sup>+1</sup>	30 <sup>+1</sup>	33 <sup>+1</sup>	634 <sup>+1</sup>	2 <sup>+1</sup>	669 <sup>+1</sup>	Ecuador
5	7	1	13	-	10	1	11	-	7	2	9	Estonia
7	9	-	16	-	1	-	1	-	41	6	47	Finland
-	-	-	-	2	-	-	2	-	11	30	41	Guinea
3	8	1	12	-	2	1	3	3	3	2	8	Iceland
...	...	...	...	...	...	...	...	...	...	...	...	Italy
1	8	-	9	-	11	-	11	-	-	1	1	Jamaica
4	-	-	4	1	4	1	6	2	12	6	20	Jordan
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	3 <sup>+1</sup>	- <sup>+1</sup>	4 <sup>+1</sup>	- <sup>+1</sup>	13 <sup>+1</sup>	52 <sup>+1</sup>	65 <sup>+1</sup>	Kenya
4	3	-	7	1	13	-	14	-	37	1	38	Latvia
3	9	-	12	-	6	-	6	-	34	6	40	Lithuania
...	...	...	...	...	...	...	...	...	...	...	...	Malaysia
1 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	3 <sup>+1</sup>	18 <sup>+1</sup>	5 <sup>+1</sup>	26 <sup>+1</sup>	4 <sup>p,+1</sup>	33 <sup>p,+1</sup>	5 <sup>p,+1</sup>	44 <sup>+1</sup>	Mongolia
...	...	...	...	...	...	...	...	...	...	...	...	Mozambique
1 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	- <sup>+1</sup>	30 <sup>+1</sup>	115 <sup>+1</sup>	145 <sup>+1</sup>	Niger
11	2	-	13	1	-	-	1	-	62 <sup>p</sup>	...	237 <sup>p</sup>	Norway
1	-	-	1	-	4	-	4	-	8	104	112	Senegal
-	-	-	-	-	-	-	-	18	16	138	172	South Africa
4	-	-	4	-	-	-	-	27	-	149	176	Sweden
...	...	...	...	...	...	...	...	...	...	9	9 <sup>p</sup>	Switzerland
2	56	26	84	1	18	3	22	1	7	1	9	Ukraine
...	...	...	...	...	...	...	...	...	...	...	...	USA

... No data available

\* Country estimation

- Magnitude nil or negligible

. Not applicable

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table B 4. Domestic televisions channels by technical penetration**

	Number of domestic TV channels with technical penetration above 75 % of households				Number of domestic TV channels with technical penetration between 25 % and 75 % of households				Number of domestic TV channels with technical penetration below 25 % of households			
	Public	Private	Community	Total	Public	Private	Community	Total	Public	Private	Community	Total
	2009				2009				2009			
Brazil	...	...	...	...	...	...	...	...	...	...	...	...
Cameroon	1	5 <sup>y</sup>	x	6	-	10 <sup>y</sup>	x	10	-	11 <sup>y</sup>	x	11
Cape Verde	1	-	-	1	-	2	-	2	-	-	-	-
Denmark	...	...	...	...	...	...	...	...	...	...	...	...
Dominica	-	1	-	1	-	1	-	1	-	-	-	-
Dominican Rep.	...	...	...	...	...	...	...	...	...	...	...	...
Ecuador	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	3 <sup>+1</sup>	42 <sup>+1</sup>	- <sup>+1</sup>	45 <sup>+1</sup>	9 <sup>+1</sup>	254 <sup>+1</sup>	- <sup>+1</sup>	263 <sup>+1</sup>
Estonia	2	11	-	13	-	1	-	1	-	1	-	1
Finland	4	24	-	28	-	-	-	-	-	-	-	-
Guinea	-	-	-	-	1	-	-	1	1	1	-	2
Iceland	1	8	1	10	-	-	-	-	-	-	-	-
Italy	...	...	...	...	...	...	...	...	...	...	...	...
Jamaica	-	2	-	2	1	16	-	17	-	-	...	...
Jordan	2	42	-	44	-	-	-	-	-	-	-	-
Kenya	...	...	...	...	...	...	...	...	...	...	...	...
Latvia	2	6	-	8	-	-	-	-	-	23	-	23
Lithuania	3	10	-	13	-	2	-	2	-	45	3	48
Malaysia	...	...	...	...	...	...	...	...	...	...	...	...
Mongolia	1 <sup>+1</sup>	5 <sup>+1</sup>	- <sup>+1</sup>	6 <sup>+1</sup>	- <sup>+1</sup>	33 <sup>+1</sup>	5 <sup>+1</sup>	38 <sup>+1</sup>	5 <sup>+1</sup>	46 <sup>+1</sup>	- <sup>+1</sup>	51 <sup>+1</sup>
Mozambique	...	...	...	...	...	...	...	...	...	...	...	...
Niger	1 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	1 <sup>+1</sup>	3 <sup>+1</sup>	- <sup>+1</sup>	4 <sup>+1</sup>
Norway	3	12	-	15	-	-	-	-	-	13	1 <sup>1</sup>	14 <sup>1</sup>
Senegal	1	-	-	1	-	3	-	3	1	2	-	3
South Africa	-	-	-	-	3	1	-	4	-	61	2	63
Sweden	5	5	-	10	-	15	-	15	-	49	27	76
Switzerland	...	...	...	...	...	...	...	...	...	...	...	...
Ukraine	18	160	26	204	7	42	3	52	3	14	1	18
USA	...	153 <sup>p</sup>	13 <sup>p</sup>	166 <sup>p</sup>	...	83 <sup>p</sup>	3 <sup>p</sup>	86 <sup>p</sup>	...	47 <sup>p</sup>	2 <sup>p</sup>	49 <sup>p</sup>

... No data available

\* Country estimation

- Magnitude nil or negligible

. Not applicable

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table B 5. Characteristics of major four radio channels**

	Audience share of major four radio channels (%)				Technical penetration of major four radio channels (%)				Major four radio channels characteristics (Source of revenue from public grants or subsidies %)			
	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel
	2009				2009				2009			
Brazil	...	...	...	...	...	...	...	...	...	...	...	...
Cameroon	...	...	...	...	...	...	...	...	...	...	...	...
Cape Verde	45	17	11	10	...	...	...	...	91.3	-	-	-
Denmark	42.6	19.6	6.1	5.5	99	99	99	37	-	-	-	-
Dominica	...	...	...	...	...	...	...	...	-	-	-	-
Dominican Rep.	13 <sup>+1</sup>	9.5 <sup>+1</sup>	6.7 <sup>+1</sup>	6.7 <sup>+1</sup>	...	...	...	...	...	...	...	...
Ecuador	...	...	...	...	15 <sup>+1</sup>	12 <sup>+1</sup>	18 <sup>+1</sup>	14 <sup>+1</sup>	...	...	100 <sup>+1</sup>	...
Estonia	20	12	8.4	8.4	100	100	100	100	100	-	100	-
Finland	36	11	8	5	100	99	90	86	-	-	-	-
Guinea	...	...	...	...	50	25	15	10	...	...	...	...
Iceland	36	30	20	6	...	...	...	...	66	.	66	.
Italy	16 <sup>*,+1</sup>	13.5 <sup>*,+1</sup>	13 <sup>*,+1</sup>	13 <sup>*,+1</sup>	...	...	...	...	5 <sup>+1</sup>	3 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>
Jamaica	27.8	13.6	9.9	9.2	75	75	75	75	-	-	...	-
Jordan	...	...	...	...	...	...	...	...	...	...	...	...
Kenya	17.4 <sup>+1</sup>	12 <sup>+1</sup>	3.4 <sup>+1</sup>	1.4 <sup>+1</sup>	...	...	...	...	- <sup>+1</sup>	15.8 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>
Latvia	24	12	9	6	100	100	100	100	80	80	-	-
Lithuania	22.1	17.2	16.7	14.1	...	...	...	...	...	...	...	...
Malaysia	...	...	...	...	...	...	...	...	...	...	...	...
Mongolia	...	...	...	...	99 <sup>+1</sup>	80 <sup>+1</sup>	80 <sup>+1</sup>	80 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>
Mozambique	...	...	...	...	...	...	...	...	...	...	...	...
Niger	...	...	...	...	85 <sup>+1</sup>	26.7 <sup>+1</sup>	20.9 <sup>+1</sup>	19.3 <sup>+1</sup>	...	...	...	...
Norway	53.3	22.4	9.1	5.1	100	80	92	96	...	...	...	...
Senegal	...	...	...	...	...	...	...	...	10	...	...	...
South Africa	14.5	8.3	8.1	6	16.5	13.6	11	14.8	2	2	2	2
Sweden	32	14	13	11	...	...	...	...	-	-	-	-
Switzerland	41.3	28.6	8.8	6.3	...	...	...	...	-	-	-	-
Ukraine	...	...	...	...	86	67	50	32	...	...	...	...
USA	...	...	...	...	...	...	...	...	...	...	...	...

... No data available

\* Country estimation

- Magnitude nil or negligible

. Not applicable

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category



**Table B 5. Characteristics of major four radio channels (cont'd)**

Major four radio channels characteristics (Source of revenue from licence fees %)				Major four radio channels characteristics (Source of revenue from advertising %)				Major four radio channels characteristics (Source of revenue from other revenue source(s) %)				
1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	
2009				2009				2009				
...	...	...	...	...	...	...	...	...	...	...	...	Brazil
...	...	.	.	...	...	...	...	.	.	.	.	Cameroon
-	-	-	-	8.8	100	50	30	-	-	50	20	Cape Verde
90.2	90.2	90.2	-	-	-	-	...	9.8	9.8	9.8	...	Denmark
-	-	-	-	...	...	...	...	...	...	...	...	Dominica
...	...	...	...	...	...	...	...	...	...	...	...	Dominican Rep.
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	...	...	- <sup>+1</sup>	...	...	...	- <sup>+1</sup>	...	Ecuador
-	-	-	-	.	99.1	.	99.9	-	-	-	-	Estonia
99	-	-	-	.	95	95	95	1	5	5	5	Finland
-	-	-	-	...	...	...	...	...	...	...	...	Guinea
.	.	.	.	31	...	31	...	4	...	4	...	Iceland
61 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	34 <sup>+1</sup>	97 <sup>+1</sup>	100 <sup>+1</sup>	100 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	Italy
-	-	...	-	...	97	...	...	...	3	...	...	Jamaica
...	...	...	...	...	...	...	...	...	...	...	...	Jordan
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	...	71.2 <sup>+1</sup>	...	...	...	13.1 <sup>+1</sup>	...	...	Kenya
-	-	-	-	17.2	17.2	99	99	2.8	2.8	1	1	Latvia
...	...	...	...	...	...	...	...	...	...	...	...	Lithuania
...	...	...	...	...	...	...	...	...	...	...	...	Malaysia
98 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	2 <sup>+1</sup>	40 <sup>+1</sup>	40 <sup>+1</sup>	30 <sup>+1</sup>	- <sup>+1</sup>	60 <sup>+1</sup>	60 <sup>+1</sup>	70 <sup>+1</sup>	Mongolia
...	...	...	...	...	...	...	...	...	...	...	...	Mozambique
...	...	...	...	...	...	...	...	...	...	...	...	Niger
96	-	-	96	-	100	100	-	4	-	-	4	Norway
...	...	...	...	...	...	...	...	...	...	...	...	Senegal
17	17	17	17	81	81	81	81	-	-	-	-	South Africa
97	-	97	97	-	...	-	-	3	...	3	3	Sweden
95	95	95	95	4	4	4	4	1	1	1	1	Switzerland
...	...	...	...	...	...	...	...	...	...	...	...	Ukraine
...	...	...	...	...	...	...	...	...	...	...	...	USA

... No data available

\* Country estimation

- Magnitude nil or negligible

.

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table B 6. Characteristics of major four television channels**

	Audience share of major four TV channels characteristics (%)				Technical penetration of major four TV channels characteristics (%)				Major four TV channels characteristics (Source of revenue from public grants or public subsidies %)			
	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel
	2009				2009				2009			
Brazil	44.3 <sup>+1</sup>	16.7 <sup>+1</sup>	14.3 <sup>+1</sup>	4.8 <sup>+1</sup>	99.6 <sup>+1</sup>	93.2 <sup>+1</sup>	96.1 <sup>+1</sup>	87.8 <sup>+1</sup>	- <sup>+1</sup>	...	...	...
Cameroon	...	...	...	...	85	60	25	25	...	...	...	...
Cape Verde	46	27	7	.	...	...	...	.	91.3	-	-	.
Denmark	29.3	21.9	5	4.5	99	99	70	99	-	-	...	-
Dominica	...	...	.	.	...	...	.	.	-	-	.	.
Dominican Rep.	...	...	...	...	...	...	...	...	...	...	...	...
Ecuador	28 <sup>+1</sup>	27.6 <sup>+1</sup>	15.7 <sup>+1</sup>	...	32 <sup>+1</sup>	31.3 <sup>+1</sup>	13.8 <sup>+1</sup>	40 <sup>+1</sup>	...	...	...	100 <sup>+1</sup>
Estonia	19.6	15.7	14.9	1.7	100	100	100	100	1.2	100	-	-
Finland	23	22	18	10	100	100	100	100	-	-	-	-
Guinea	...	...	...	.	50	25	10	.	...	...	...	.
Iceland	48	33	10	6	...	...	...	...	74	.	.	.
Italy	20.7 <sup>+1</sup>	18.8 <sup>+1</sup>	9.1 <sup>+1</sup>	9.1 <sup>+1</sup>	...	...	...	...	2 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	2 <sup>+1</sup>
Jamaica	57.1	37	1.8	1.3	75	75	...	...	-	-	-	-
Jordan	...	...	...	...	...	...	...	...	...	...	...	...
Kenya	46 <sup>+1</sup>	14 <sup>+1</sup>	13 <sup>+1</sup>	12 <sup>+1</sup>	...	41 <sup>+1</sup>	...	...	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>
Latvia	17	15.4	11.5	10.5	100	100	100	100	-	-	-	68.4
Lithuania	23.5	20.7	12.8	8.1	...	...	...	...	...	...	...	...
Malaysia	...	...	...	...	...	...	...	...	...	...	...	...
Mongolia	12 <sup>p,+1</sup>	7 <sup>p,+1</sup>	6.6 <sup>p,+1</sup>	6.3 <sup>p,+1</sup>	99 <sup>+1</sup>	80 <sup>+1</sup>	80 <sup>+1</sup>	99 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>
Mozambique	...	...	...	...	...	...	...	...	...	...	...	...
Niger	...	...	...	...	85 <sup>+1</sup>	26.7 <sup>+1</sup>	20.9 <sup>+1</sup>	6.8 <sup>+1</sup>	...	...	...	...
Norway	31.9*	22.1*	7.5*	6.5*	98	97	93	87	...	...	...	...
Senegal	...	...	...	...	...	...	...	...	...	...	...	...
South Africa	36.9	21	18.5	11.4	72.1	61.4	63.9	51.6	2	-	2	2
Sweden	...	...	...	...	...	...	...	...	-	-	-	-
Switzerland	48	34	18	.	...	...	...	.	-	-	-	.
Ukraine	...	...	...	...	97	85	62	47	...	...	...	...
USA	8	8	7	7	96.3*	98.2*	98*	98.2*	-	-	-	-

... No data available

\* Country estimation

- Magnitude nil or negligible

.

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table B 6. Characteristics of major four television channels (cont'd)**

Major four TV channels characteristics (Source of revenue from licence fees %)				Major four TV channels characteristics (Source of revenue from advertising %)				Major four TV channels characteristics (Source of revenue from other revenue source(s) %)				
1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	
2009				2009				2009				
- <sup>+1</sup>	...	...	...	73 <sup>+1</sup>	...	...	...	27 <sup>+1</sup>	...	...	...	Brazil
...	.	.	.	...	...	...	...	.	.	.	.	Cameroon
-	-	8.7	.	8.8	50	81.3	.	-	50	10	.	Cape Verde
-	90.2	...	90.2	59.2	-	...	-	10.8	9.8	...	9.8	Denmark
-	-	.	.	...	...	.	.	...	...	.	.	Dominica
...	...	...	...	...	...	...	...	...	...	...	...	Dominican Rep.
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	...	...	...	- <sup>+1</sup>	...	...	...	- <sup>+1</sup>	Ecuador
-	-	-	-	98.8	.	92.3	100	-	-	7.7	-	Estonia
-	99	99	-	66	.	.	92	2	1	1	1	Finland
-	-	-	.	...	...	...	.	...	...	...	.	Guinea
.	.	.	.	22	...	...	...	4	...	...	...	Iceland
61 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	61 <sup>+1</sup>	37 <sup>+1</sup>	88 <sup>+1</sup>	88 <sup>+1</sup>	37 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	Italy
-	-	-	-	97	96	98	...	3	4	2	...	Jamaica
...	...	...	...	...	...	...	...	...	...	...	...	Jordan
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	...	...	...	...	...	...	...	...	Kenya
-	-	-	-	99	99	99	24.2	1	1	1	7.4	Latvia
...	...	...	...	...	...	...	...	...	...	...	...	Lithuania
...	...	...	...	...	...	...	...	...	...	...	...	Malaysia
96 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	2 <sup>+1</sup>	90 <sup>+1</sup>	95 <sup>+1</sup>	40 <sup>+1</sup>	2 <sup>+1</sup>	10 <sup>+1</sup>	5 <sup>+1</sup>	60 <sup>+1</sup>	Mongolia
...	...	...	...	...	...	...	...	...	...	...	...	Mozambique
...	...	...	...	...	...	...	...	...	...	...	...	Niger
96	-	-	-	-	...	84	...	4	...	...	...	Norway
...	...	...	...	...	...	...	...	...	...	...	...	Senegal
17	-	17	17	81	100	81	81	-	-	-	-	South Africa
93	-	93	-	-	...	-	...	7	...	7	...	Sweden
68	68	68	.	30	30	30	.	2	2	2	.	Switzerland
...	...	...	...	25	11	36	54	...	...	...	...	Ukraine
...	...	...	...	...	...	...	...	...	...	...	...	USA

... No data available

\* Country estimation

- Magnitude nil or negligible

.

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table B 7. Technical transmission platforms of major four radio and televisions channels**

	Technical transmission platform of major four radio channels characteristics				Technical transmission platform of major four TV channels characteristics				
	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	1 <sup>st</sup> channel	2 <sup>nd</sup> channel	3 <sup>rd</sup> channel	4 <sup>th</sup> channel	
	2009				2009				
Brazil	...	...	...	...					
Cameroon									
Cape Verde								.	
Denmark									
Dominica							.	.	
Dominican Rep.					...	...	...	...	
Ecuador									
Estonia									
Finland									
Guinea								.	
Iceland									
Italy									
Jamaica									
Jordan	...	...	...	...	...	...	...	...	
Kenya									
Latvia									
Lithuania									
Malaysia	...	...	...	...	...	...	...	...	
Mongolia									
Mozambique	...	...	...	...	...	...	...	...	
Niger									
Norway									
Senegal									
South Africa									
Sweden									
Switzerland								.	
Ukraine									
USA	...	...	...	...					
Terrestrial only (%)	34.8	47.8	47.8	47.8	8.3	12.5	12.5	8.3	<b>27.9</b>
Cable only (%)	0.0	0.0	0.0	0.0	4.2	4.2	0.0	0.0	<b>1.1</b>
Satellite only (%)	8.7	8.7	8.7	8.7	4.2	4.2	4.2	4.2	<b>6.6</b>
Combined (%)	56.5	43.5	43.5	43.5	83.3	79.2	79.2	66.7	<b>63.9</b>
Not specified (%)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	<b>0.5</b>

... No data available

\* Country estimation

- Magnitude nil or negligible

. Not applicable

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

## NEWSPAPER STATISTICS

Table N 1. Daily newspaper titles by ownership, publishing format and distribution models

	Number of daily newspaper titles by type ownership				Number of daily newspaper titles printed only				Number of daily newspaper titles both printed and online			
	Public	Private	Community	Total	Free only	Paid only	Both free and paid	Total	Free only	Paid only	Both free and paid	Total
	2009				2009				2009			
Brazil	-	682 <sup>+1</sup>	...	682 <sup>p,+1</sup>	10 <sup>y,p,+1</sup>	672 <sup>y,+1</sup>	x	682 <sup>p,+1</sup>	...	...	...	...
Cameroon	1	4	-	5	-	-	-	-	-	5	-	5
Cape Verde	-	-	-	-	-	-	-	-	-	-	-	-
Denmark	-	35	-	35	-	-	-	-	3	32	-	35
Dominica	-	-	-	-	-	-	-	-	-	-	-	-
Dominican Rep.	...	...	...	...	...	...	...	...	...	...	...	...
Ecuador	.	.	.	.	.	.	.	.	.	.	.	.
Estonia	-	14	1	15	-	-	-	-	-	15	-	15
Finland	-	52	-	52	-	-	-	-	1	51	-	52
Guinea	1	1	-	2	-	1	-	1	-	-	1	1
Iceland	-	2	-	2	-	-	-	-	1	1	-	2
Italy	- <sup>+1</sup>	160 <sup>+1</sup>	- <sup>+1</sup>	160 <sup>+1</sup>	2 <sup>+1</sup>	56 <sup>+1</sup>	1 <sup>+1</sup>	59 <sup>+1</sup>	6 <sup>+1</sup>	95 <sup>+1</sup>	- <sup>+1</sup>	101 <sup>+1</sup>
Jamaica	-	4	-	4	-	-	-	-	-	-	4	4
Jordan	-	8	-	8	-	-	-	-	...	...	...	8
Kenya	.	.	.	.	.	.	.	.	.	.	.	.
Latvia	1	...	7	17 <sup>p</sup>	...	...	...	17 <sup>p</sup>	...	...	...	...
Lithuania	-	25	-	25	-	-	-	-	...	...	...	25
Malaysia	.	.	.	.	.	.	.	.	.	.	.	.
Mongolia	1 <sup>p,+1</sup>	12 <sup>p,+1</sup>	- <sup>+1</sup>	15 <sup>p,+1</sup>	- <sup>+1</sup>	10 <sup>+1</sup>	- <sup>+1</sup>	10 <sup>+1</sup>	- <sup>+1</sup>	5 <sup>+1</sup>	- <sup>+1</sup>	5 <sup>+1</sup>
Mozambique	.	.	.	.	.	.	.	.	.	.	.	.
Niger	1 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	.	.	.	.	.	1 <sup>+1</sup>	.	1 <sup>+1</sup>
Norway	-	75	-	75	-	-	-	-	-	75	-	75
Senegal	1	15	-	16	-	4	-	4	-	12	-	12
South Africa	...	20	...	20 <sup>p</sup>	-	19	20	39	-	2	2	4
Sweden	-	82	-	82	2	10	-	12	2	-	68	70
Switzerland	-	36	-	36	-	-	-	-	5	31	-	36
Ukraine	28	82	16	134	-	-	98	98	-	-	36	36
USA	...	...	...	1 389	-	23 <sup>y</sup>	x	23	13	1 353 <sup>y</sup>	x	1 366

... No data available

\* Country estimation

- Magnitude nil or negligible

.

Not applicable

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table N 2. Non-daily newspaper titles by ownership, publishing format and distribution models**

Number of non-daily newspaper titles by type of ownership				Number of non-daily newspaper titles printed only				Number of non-daily newspaper titles both printed and online				
Public	Private	Community	Total	Free only	Paid only	Both free and paid	Total	Free only	Paid only	Both free and paid	Total	
2009				2009				2009				
- <sup>+1</sup>	2 784 <sup>+1</sup>	...	2 784 <sup>+1</sup>	...	2 784 <sup>p,+1</sup>	-	2 784 <sup>p,+1</sup>	...	...	...	...	Brazil
-	624	...	624 <sup>p</sup>	-	624	-	624	...	...	...	...	Cameroon
-	4	-	4	-	-	-	-	1	3	-	4	Cape Verde
-	8	-	8	-	-	-	-	-	8	-	8	Denmark
-	2	-	2	-	2	-	2	-	-	-	-	Dominica
...	...	...	...	...	...	...	...	...	...	...	...	Dominican Rep.
.	.	.	.	.	.	.	.	.	.	.	.	Ecuador
-	30 <sup>p</sup>	4 <sup>p</sup>	136	...	...	...	109	4	23	-	27	Estonia
-	195	-	195	-	31	-	31	46	119	-	165	Finland
-	88	-	88	-	...	...	84	...	...	4	4	Guinea
-	21	-	21	3	1	-	4	7	10	-	17	Iceland
- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	Italy
-	9	-	9	-	7	-	7	-	-	2	2	Jamaica
-	37	-	37	-	-	-	-	...	...	...	37	Jordan
.	.	.	.	.	.	.	.	.	.	.	.	Kenya
...	...	14 <sup>p</sup>	68 <sup>p</sup>	...	...	...	68 <sup>p</sup>	...	...	...	...	Latvia
1	272	29	302	...	...	...	236	...	...	...	66	Lithuania
.	.	.	.	.	.	.	.	.	.	.	.	Malaysia
9 <sup>+1</sup>	21 <sup>+1</sup>	- <sup>+1</sup>	30 <sup>+1</sup>	- <sup>+1</sup>	29 <sup>+1</sup>	- <sup>+1</sup>	29 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	Mongolia
.	.	.	.	.	.	.	.	.	.	.	.	Mozambique
1	22	-	23	.	22 <sup>+1</sup>	.	22 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	Niger
-	176	-	176	26	150	-	176	...	...	...	x	Norway
-	16	-	16	-	14	-	14	-	2	-	2	Senegal
...	88 <sup>p</sup>	...	88 <sup>p</sup>	...	88 <sup>p</sup>	...	88 <sup>p</sup>	-	-	-	-	South Africa
-	166	-	166	83	83	-	166	...	...	...	...	Sweden
-	106	...	106	...	...	...	...	...	106	-	106 <sup>p</sup>	Switzerland
5 <sup>p</sup>	10 <sup>p</sup>	4 <sup>p</sup>	22	...	...	...	14	...	...	...	8	Ukraine
...	...	...	6 014	133	1 636 <sup>y</sup>	x	1 769	798	3 447 <sup>y</sup>	x	4 245	USA

... No data available

\* Country estimation

- Magnitude nil or negligible

.

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

**Table N 3. National daily and non-daily newspaper titles by ownership**

	Number of daily newspaper titles with national coverage				Number of non-daily newspaper titles with national coverage			
	Public	Private	Community	Total	Public	Private	Community	Total
	2009				2009			
Brazil	- <sup>+1</sup>	- <sup>+1</sup>	...	...	- <sup>+1</sup>	- <sup>+1</sup>	...	...
Cameroon	1	4	-	5	-	613	...	613 <sup>P</sup>
Cape Verde	-	-	-	-	-	4	-	4
Denmark	-	10	-	10	-	7	-	7
Dominica	-	-	-	-	-	2	-	2
Dominican Rep.	...	...	...	...	...	...	...	...
Ecuador	.	.	.	.	.	.	.	.
Estonia	-	14	1	15	-	8	3	11
Finland	-	7	-	7	-	3	-	3
Guinea	1	-	-	1	-	2	-	2
Iceland	-	2	-	2	-	2	-	2
Italy	- <sup>+1</sup>	22 <sup>+1</sup>	- <sup>+1</sup>	22 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>
Jamaica	-	4	-	4	-	1	-	1
Jordan	-	8	-	8	-	37	-	37
Kenya	.	.	.	.	.	.	.	.
Latvia	1 <sup>P</sup>	...	5 <sup>P</sup>	10 <sup>P</sup>	...	...	14 <sup>P</sup>	42 <sup>P</sup>
Lithuania	-	25	-	25	1	x	x	1
Malaysia	.	.	.	.	.	.	.	.
Mongolia	1 <sup>P,+1</sup>	11 <sup>P,+1</sup>	-	14 <sup>+1</sup>	1 <sup>+1</sup>	6 <sup>+1</sup>	- <sup>+1</sup>	7 <sup>+1</sup>
Mozambique	.	.	.	.	.	.	.	.
Niger	1 <sup>+1</sup>	- <sup>+1</sup>	- <sup>+1</sup>	1 <sup>+1</sup>	1	-	-	1
Norway	-	11	-	11	-	7	-	7
Senegal	1	15	-	16	-	14	-	14
South Africa	...	9	...	9 <sup>P</sup>	...	13	...	13 <sup>P</sup>
Sweden	-	7	-	7	-	20	-	20
Switzerland	-	-	-	-	-	-	-	-
Ukraine	23 <sup>P</sup>	62 <sup>P</sup>	9 <sup>P</sup>	100	2 <sup>P</sup>	7 <sup>P</sup>	2 <sup>P</sup>	12
USA	...	3	...	3 <sup>P</sup>	-	1	-	1

... No data available

\* Country estimation

- Magnitude nil or negligible

.

+1 Data refer to 2010

p Partial data

x Included in another category

y Including another category

## Annex IV

### Glossary and definitions

**ANALOGUE SIGNAL** refers to traditional transmission technologies based on electronic waves where the encoding and modulation of the signal need not be converted to binary code.

**AUDIENCE SHARE** corresponds to the average percentage of individuals watching a given television channel or listening to a given radio channel out of the total individuals watching any television channel or listening to any radio channel during a specific time period (hour, day, week, year).

**AUTHORIZATION** is an official permission generally in the form of a letter or document that confirms that a media organization (broadcast or print) has permission to operate in a given area of the national territory.

**AVERAGE CIRCULATION PER ISSUE** refers to the average number of copies either sold or distributed for free per issue, for daily and non-daily newspapers inside of the country.

**CHANNEL** refers to a radio or television broadcast service provided by a media organization, organized in a schedule of programming content and identified by a unique trademark. Programme content is transmitted by linear mode (i.e. live, simultaneous), via analogue and/or digital transmission signals, generally through terrestrial, cable or satellite platforms.

**CHILDREN** The Convention on the Rights of the Child (Article1) defines a child as “every human being below the age 18 years, unless under the law applicable to the child, majority is attained earlier”.

**CODE OF CONDUCT** refers to any regulation that restricts and regulates the kind of advertising that is broadcast over radio or television. Some countries have codes and laws that restrict the advertising of certain products (such as alcohol or cigarettes), the use of religion, or the use of children.

**COMMUNITY** refers to a group of people sharing common characteristics or interests. A community can be either a geographically-based group of persons or a group with shared interests or common demographic composition irrespective of their physical location within a country.

**COMMUNITY ASSOCIATION** refers to an association representing the interests of a community (for the purposes of this questionnaire, this association is not related to religious matters or educational purposes).

**COMMUNITY MEDIA ORGANIZATIONS** are domestic broadcasting or publishing entities, generally serving the interest of a community.

**COMMUNITY NEWSPAPER** is a newspaper published by a community media organization.

**CONTENT FOR MOBILE PHONES** is the content in the form of single programmes or the entire schedule provided by television channels for viewers via their mobile phone.

**CROSS-MEDIA OWNERSHIP** occurs when one company operates in more than one media sector (e.g. television channels or licenses and newspapers).



**DAILY NEWSPAPER** refers to a newspaper that is published at least four times per week and mainly reports events that have occurred since the previous issue of the newspaper.

**DIGITAL SIGNAL** is an electronic signal transmitted as binary code based on the presence or absence of current, high and low voltages or short pulses at a particular frequency. Compared to analogue signal, digital technology-based transmissions can provide improved text, image and sound quality, as well as enhanced features.

**DOMESTIC BROADCASTING MEDIA ORGANIZATIONS** are, for the purpose of this survey, entities legally authorised (if required) to provide at least one radio and/or television channel specifically edited for the domestic population of a given country and transmitted in linear mode (including also near video-on-demand mode).

The definition of broadcasting media organization excludes production companies, pure network operators or other media service providers, such as cable distributors, pure packagers, content aggregators, advertisers, news agencies, etc., unless they operate their own broadcasting channel(s).

**DOMESTIC PRODUCTION** refers to programmes that are produced by companies (broadcasters or commissioned producers) located in the country and specifically targeted to the domestic population.

**EDUCATIONAL INSTITUTIONS** have the provision of education as their sole or main purpose. Such institutions are normally accredited or sanctioned by a public authority. While the majority of educational institutions fall under the jurisdiction of, or are operated by, education authorities, other public agencies dealing with such areas as health, training, labour, justice, defence, social services, etc. may also be involved. Educational institutions may also be operated on a profit or non-profit basis by private organizations, such as religious bodies, special interest groups or private educational and training institutions.

**FOREIGN NEWSPAPER** is a title owned and published by a private, public or community entity with headquarters outside of a country.

**FOREIGN PRODUCTION** refers to programmes that are produced and funded outside of the respondent country and that are not specifically edited (i.e. dubbed or subtitled) for the domestic population of the respondent country.

**FREE BROADCAST** refers to television channels and services accessed by viewers for free, i.e. without paying any subscription fee.

**FREE NEWSPAPER** refers to a newspaper that is distributed free of charge.

**GENERALIST PROGRAMMES OR CHANNELS** are programmes and channels dedicated to different genres and aimed to attract a large, diverse audience, generally characterised by a high degree of substitutability in the eyes of consumers.

**INTERNET LIVE STREAMING** refers to continuous linear transmission of a broadcasting service over the Internet.

**INTERNET PODCASTING** refers to pre-recorded audio or video programmes that are available through the Internet.

**JOURNALISTS** are professionals hired by media organizations to research, investigate, interpret, edit, write and produce news and media content through television, radio and other media. This term includes announcers/anchors employed by broadcasting organizations but excludes occupations such as public relations officer, photojournalist and camera operator (adapted from the International Standard Classifications of Occupations 2008).

**LICENCE** is a permission for which media organizations must apply prior to commencing activities, which may be granted or not. In the case of broadcasting, a license is assigned to use public resources like spectrum frequencies.

**LINEAR MODE** refers to analogue and digital television, live-streaming or web-casting provided by a media organization for simultaneous viewing of programmes on the basis of a programme schedule, in contrast to non-linear which refers to on-demand services (provided at the moment chosen by the user, at the user's request, on the basis of a catalogue of programmes proposed by the media organization).

**LIVE STREAMING** refers to real time transmission of live video and/or audio over the Internet using streaming technologies. Data streaming occurs when a pre-existing multimedia file can be played back without being completely downloaded first.

**MARKET SHARE** is defined as a media organization's revenue from a media market (radio, television and newspaper) expressed as a percentage of total industry revenue of all organizations operating in that media market (radio, television and newspaper).

**MERGER** occurs when two companies combine to form a single company. A merger is very similar to an acquisition or takeover, except that in the case of a merger existing stockholders of both companies involved retain a shared interest in the new corporation. By contrast, in an acquisition, one company purchases a controlling share of a second company's stock, creating an uneven balance of ownership in the new combined company.

#### **NEWSPAPER GEOGRAPHIC COVERAGE**

- **National coverage of newspapers** refers to the physical availability of newspapers in all major urban areas.
- **Sub-national coverage of newspapers** refers to all newspapers which have less physical availability than the national newspaper in terms of distribution.

**NON-DAILY NEWSPAPERS** are published less than four times but at least once a week.

**NON-GOVERNMENTAL ORGANIZATIONS (NGOs)** refers to non-State entities providing social services and working on a not-for-profit basis.

**ON-DEMAND** refers to a transmission system which allows users to select and receive video or audio content on request.

**OWNERSHIP** refers to the sector to which an economic operator belongs. For the purpose of this survey, three sectors have been identified as owners of media organizations: public, private and community.

**PUBLIC** means the media organization is owned by the government/state.

**PRIVATE** means the media organization is owned by a person, group of persons or a private company.

**PAY BROADCASTING** (television or radio) refers to subscription-based television (or radio) services, delivered with encrypted signals or other methods of controlling user access, generally charging a fee for access.

**PAY NEWSPAPER** refers to a newspaper that is sold to readers.

**PODCASTS** are audio and video broadcasts that are downloaded from the Internet and can be played on portable devices that are not necessarily connected to the Internet.

**PUBLIC/STATE BROADCASTING SERVICE** is provided by a statutory body and funded directly by the state, licence fees paid by the citizens, and/or advertisements, or any combination of the three.

**PUBLIC NEWSPAPER** is a title owned and published by a public/state-owned or sponsored entity.

#### **PUBLISHING FORMAT**

- **A print-only newspaper** is printed and distributed as a hard copy only.
- **A print and online newspaper** is printed as a hard copy and also published online. The online newspaper can be a free or paid version of the print newspaper.
- **An online newspaper** is a newspaper published only on the Internet, which is regularly updated based on the periodicity or as frequently as required. Non-professional publications such as blogs are excluded.

**PRIVATE MEDIA ORGANIZATIONS** are domestic broadcasting entities owned and operated by private companies or individuals for financial profit and are registered in the country.

**PRIVATE NEWSPAPER** is a title owned and published by a private domestic or foreign media organization or individual primarily for profit.

**RATING** refers to the percentage of individuals watching a given television channel or listening to a given radio channel out of the total individuals in the country. Please express this as the average rating over the course of the year.

**REACH** refers to the number of people watching/listening to a radio/television channel expressed as an absolute number for a given period of time (generally daily or weekly), converted into an annual average. Please express this as the average daily reach (or, if not available, weekly reach) over the course of the year.

**READERSHIP** is a general term that refers to the average number of people reading a particular publication in a day. The term includes both the individual who purchased the publication and others who have read the publication. Note: Circulation is calculated by the number of copies sold and distributed for free, but readership can only be assessed by a survey. Hence, audience/reader figures are larger than circulation due to the fact that a single copy of a title may have multiple readers.

**REGULATORY AUTHORITY** is an administrative body established by law with the power to exercise regulatory functions.

**REGISTRATION** is a procedure through which a media organization obtains clearance from the competent authority to publish or broadcast upon submission of the required documents.

**RELIGIOUS INSTITUTIONS** are organizations such as churches, temples, mosques and other places of worship and institutions that exist to support and manage the practice of a specific set of religious beliefs.

**SELF-REGULATORY BODY** is an entity constituted by media organizations to exercise some degree of oversight and regulation over the media industry or profession.

**SIMULCAST** refers to programmes or events broadcast across more than one media platform at the same time.

**SIMULCAST (ONLINE)** refers to programmes or events broadcast online and across any other media platform at the same time. A programme is online simulcast (100% live streaming) if all the content is broadcast online and across any other media platform at the same time.

**TECHNICAL PENETRATION** refers to the channel's potential audience, i.e. the number of households (generally expressed in percentage out of the total households of a given country or territory) which could potentially receive the channel (*European Audiovisual Observatory*).

**TECHNICAL TRANSMISSION PLATFORM** refers to platforms and operators from which the broadcasting channel is available (*European Audiovisual Observatory*).

**THEMATIC CHANNEL** (as opposed to generalist) refers to a channel dedicated to a specific genre or topic and intended for a specific target audience, which offers viewers/listeners a content corresponding to their individual taste.

**TOTAL AVERAGE CIRCULATION** refers to the sum of the average circulation for all newspapers reported in a given category. For example, if three non-daily newspaper titles are reported for your country in 2009, of which the average circulation per issue are 25,000, 50,000 and 35,000 copies respectively, the total average circulation will be 110,000.